

Economy

MAKE IN INDIA V/S MADE IN INDIA

The real India is embedded between the narrow streets, half-forgotten but full of gifted artisans and upcoming homegrown talent. To push the Indians to the forefront of their ability, the Prime Minister of India, Mr. Narendra Modi, initiated the iconic 'Make In India' campaign. The main objective behind the initiative of this program is to encourage local entrepreneurs and start-ups to take up manufacturing or scale-up their operations to turn India into a manufacturing powerhouse. This initiative aims to boost the Gross Domestic Product (GDP) of the Indian economy, however, it also aims to ensure that the ever-increasing population of the country, can get suitable jobs to support themselves.

Difference between Make In India and Made In India

The two terms 'Make in India' and 'Made in India' are often mistaken for one another, although they are equally diverse initiatives put forth by the government of India. Make in India, the term basically explains itself. It is concerned with encouraging the Indian industrialists to manufacture products and to give a push to the development rate of the economy. Make in India campaign also invites foreign entrepreneurs to set-up their manufacturing facilities in India to not only cater to the local demand here but also export the products to other countries.

Whereas 'Made In India' is an identity given to the homegrown labels of the country. This campaign makes it possible for the upcoming Indian entrepreneurs and manufacturers to compete with the foreign industry. As the wave of nationalism is sweeping across the country, many individuals prefer to buy products that are Made in India instead of imported alternatives.

Progress and Controversies revolving around Make in India campaign

The campaign has been grappled with many controversies over the past few years since its announcement in the year 2014. From the matter of a foreign designed logo to the campaign ambassador drama, the campaign has been the subject of many debates. But it goes without saying that it has also helped with significant progress in several sectors of the Indian economy.

- The campaign's main aim to increase the domestic output was heavily monitored. The previous government had pledged to increase the country's Gross Domestic Products by 25% by the end of the year 2025. Although the overall rate has remained around 6 to 7 percent per year, and though there are signs of improvement in the industrial growth, experts believe that the 25% target will remain hard to achieve.
- Make in India campaign has all of its focus on the manufacturing industry, to improve the quality of business, and to promote the artisans' work. The sole purpose of the initiative is to compete with foreign companies and increase the efficiency of India's abilities. On one hand, the initiative has had a powerful impact on the manufacturing sector, but the agriculture sector has faced a negative impact because of the same.
- During the introduction of the Make in India program, the Modi government had promised to increase the employment rate in the manufacturing sector by creating 100 million additional jobs by the year 2022. The pledged statement by the government seems likely to be fleeting in the air, and much-publicized promise

to increase the workers' income and to provide a stable job seems difficult to achieve in such a short span of time.

Suggestions to improve Make In India campaign

- **Develop Infrastructure:** The manufacturing of the products can be done easily as the campaign promises adequate support on that front. But transportation of locally manufactured goods to every single part of the country remains the questionable part of the campaign. To ensure that the success is achieved on the logistical front as well, the government needs to work towards the development of infrastructure in different parts of the country.
- **Develop Skills:** An efficient country is backed by the efficiency of the people. To ensure a boost in the employment rate and the growth in the GDP of the Indian economy, the employees of the country must develop their skills accordingly. The government can make sure that they invest more in the training of the employees and help them develop their skills. The authorities also need to create a healthy work environment for the budding professionals, so as to avail better benefits from their expertise, which in turn will help the growth of the Indian economy.
- **Initiative for Innovation:** India has the potential to create innovative products for domestic use as well as for export purposes. If Indian manufacturers realize and exercise their potential in the global economy, they can pose a serious challenge to other countries. There is a need on the part of the government to encourage innovation at multiple levels across all sectors of the economy if it wants India to emerge as a global powerhouse on the economic front.
- **Focus on long term benefits:** The economic benefits of the Make in India and Made in India are impressive and noteworthy. The economy is capable of changing its shape if the focus is placed on achieving long-term growth through policy-level changes instead of short-term gains. India must avail this opportunity to develop world-class products not only for the growth of the economy but to also establish India's credentials at the global level.

Importance of Make in India and Made In India

India is well known for its young and talented people, who can overcome any type of adversity and barriers to their growth, put in front of them. The introduction of both of these campaigns have encouraged the youth to utilize their existing talents and has given them a platform to develop their skills and to come up with initiatives to improve their economic future.

Make in India and Made in India have also transformed the power of the public sector and private industries all across the country, while also creating awareness regarding sustainability to encourage the entrepreneurs to do their bit to protect the environment from the impact of the manufacturing activities.

Make in India and Made in India have also made it possible for unemployed individuals to take charge of their careers and step up and find suitable job opportunities to support themselves and their families. The campaigns like Make in India and Made in India are the start of the change. Although the change has not been significant in many sectors, and the results are yet to be seen, it is important to remember that India is still a developing country and is steadily working towards progress.