

## **11. Significance of the Make in India Initiative on Entrepreneurial Development**

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### ***Abstract:***

*This study is a theoretical acceleration about the influencing role of the Make in India initiative on the development of the entrepreneurial dimension in India. India is a country rich in natural resources. Due to the high unemployment rate among the educated class in the country, there is an abundance of skilled labour. India is rapidly becoming the preferred manufacturing destination of investors all over the world thanks to Asia's development as an outsourcing hub. Make in India is an attempt by the Indian government to capture this demand and improve the country's economy. During recent years, the Indian economy has seen positive sentiments. Macroeconomic indicators have also shown an encouraging trend in recent times. However, the situation of the manufacturing sector in India is a cause of concern. Despite being worth 16% of GDP, the sector doesn't seem to be representative of its potential, which should have been 25%. The Make in India program will positively affect young entrepreneurs. If it is successful, it will bring about a shift in attitude towards India and empower entrepreneurs to make in the country.*

**Keywords:** *Unemployment, Make in India, Macroeconomic indicators, GDP, Entrepreneurs.*

## **11.1 Introduction:**

Make in India is an initiative of the Government of India to encourage multinational, as well as domestic, companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. The objective of the scheme is to ensure the manufacturing sector which contributes around 16% of country's GDP is increased to 25% in next 5 years. It will ultimately generate more employment opportunities for the poor and give greater purchasing power in their hands. Three sectors which contribute to GDP of any country are agriculture, manufacturing and services. According to the current contributions of these sectors to Indian economy manufacturing occupies 16% which is lowest. There are lots of opportunities to be tapped as far as Indian manufacturing sector is concerned.

The Make in India program aims to turn India into a global manufacturing hub. There are several proposals intended to attract local and foreign companies to invest in India and make the country a manufacturing hub. The focus of make in India program is on creating jobs and skill enhancement in 25 sectors. These include: automobiles, aviation, chemicals, IT&BPM, pharmaceuticals, construction, defence manufacturing, electrical machinery, food processing, textiles and garments, ports leather, media and entertainment, wellness, mining, tourism and hospitality railways, automobiles components, renewable energy, bio technology, space, thermal power, roads and highways and electronics systems.

### **11.1.1 Short Key Role of Entrepreneurs in India:**

While the historic performance of the manufacturing sector has been below par, with especially poor results over the years, the mood in India across the broader industrial sector has started to shift over, thanks to two factors. First, India's recent election outcome is widely considered to be good news for the industry. Second, the overall economic outlook across the world has been improving. Since more and more brand will come and start with manufacturing and services in India. This will not only boost employment but also create a competition between our new brand and foreign brand. This competition will ensure that our home brand will improve their market against foreign brand.

### **11.1.2 The Outlook Plans of Entrepreneurial Development Through Make in India Program:**

The briefest description of the program has got lots to excite a young entrepreneur.

- Foster innovation: - it aims to support new ideas.
- Protect intellectual property: - it aims to safeguard the creation of mind.
- Best in class manufacturing, infrastructure: - to create state of the art facilities for manufacturing goods.

### **11.1.3 Offerings by the program:**

- India's manufacturing infrastructure and capacity for innovation is poised for phenomenal growth new smart cities and industrial clusters, being developed in identified industrial corridors having connectivity, new youth-focused programs and institutions dedicated to developing specialized skills.
- A new national corridor development Authority is being created to coordinate, integrate, monitor and supervise development of all industrial corridors.
- Work on 5 smart cities in progress as a part of the Delhi, Mumbai, and industrial corridor: Dholera, ShenolraBidkin, Greater Noida, Ujjain and Gurgaon.
- Approval accorded to 17 national investments and manufacturing zones.
- Nurturing innovation –approval obtained for strengthening intellectual property regime in the country through:
  - Creation of 1033 post.
  - Further up gradation of IT facilities.
  - Compliance with global standards.
  - Applications processes made online.

#### **11.1.4 Major highlight of the make in India plan are as follows:**

- **Invest India cell:** An investors facilitation cell set up by the government will act as the first reference point for guiding foreign investors on all aspects of regulatory and policy issues and to assist them in obtaining regulatory clearances. The cell will also provide assistance to foreign investors from the time of their departure the information & facts the potential investors need for each sector have been compiled in brochures.
- **Consolidated service and faster security clearances:** All central government services are being integrated with an e-Biz single window online portal while states have been advised to introduce self-certification. The ministry of home affairs has been asked to give all security clearance to investment proposals within 3 months.
- **Dedicated portal for business Queries:** A dedicated cell has been created to answer queries from business entities through a newly created web portal(<http://www.makeinIndia.com>) the back-end support team of the cell would answer specific queries within 72 hours. The portal also boasts of an exhaustive list of FAQs answer.
- **Interaction with the users/visitors:** A pro-active approach will be deployed to track visitors for their geographical location interest and real time user behaviour subsequent visits will be customized for the visitor based on the information collected. Visitors registered on the website or raising queries will be followed up with relevant information and newsletter.
- **Easing policies and laws:** A vast number of defence items have been DE licensed and the validity of industrial license has been extended to three years.
- **Progressive plans and entrepreneurship:** Beside the measures above which will directly act as a boost to the entrepreneurship ecosystem, various other plan and policies which the government have worked on are sure to incentivize entrepreneurship too, albeit indirectly. Take for example the make in India campaign which has been garnering widespread publicity ever since its launch. Launched amidst much fanfare, this campaign which aims to change the notion that it's difficult to business in India, will in two ways also act as boon to entrepreneurs.

Firstly, the success of the campaign lies on the premise that bureaucratic processes and red-tape will be cut down and it will be easier for international firms to do business in India. This means that dealing with authorities and regulations will become easier for home-grown entrepreneurs too, implying they'll be more likely to join in to make in India.

The second way in which this campaign holds bright prospects for entrepreneurship is that it will lead to a rise in the number of starts-ups which have products/services built around (which the campaign primarily targets). For instance, a HR start-up which comes up with a service to handle labour for manufacturing firms, or logistics start-ups which help in distribution of finished goods.

### **11.2 Suggestions:**

- Government should arrange special training and skills development programmes for entrepreneurship.
- Entrepreneur should more competitive and efficient in the local & international market.
- Government should provide separate financial fund to rural entrepreneur for innovation.
- The concern department should provide special infrastructure facilities whatever they need to achieve the goal of Make in India.

### **11.3 Conclusion:**

Let's resolve to steer the country to our destination. We have it in us to move in that direction, "Come, make in India". Sell in any country of the world but manufacture here. We have got skill, talent, discipline, and determination to do something. We want to give the world a favourable opportunity that come here, "Come, make in India" and we will say to the world from electrical to electronics, "Come, make in India", from automobiles to agro value addition "Come, make in India," paper or plastic, "Come, make in India" Satellite or submarine "Come, make in India,". Our country is powerful. The switch over to the goods and service tax (GST), schedule for 1st April 2016, seeks to streamline and modernise a thoroughly fragmented indirect tax system riddled with multiplicity of rates levied by states.

This will be done by the government levying a unified tax that will subsume a large number of central and state taxes on the supply of goods and services. This is indeed a giant step in the direction of making it easier to run business in India.

With less complexities of the tax structure to worry about, this move decreases the entry barrier for start-ups. Also, such a move means less legal/financial hassles as well as lesser risks of corruption/bribery-leading to a more entrepreneurship conducive environment for those starting-up their own companies. Scaling up a company to expand to multiple cities & state will also consequently become easier.

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