



Make in India

The Government of India, in a bid to motivate and encourage companies to manufacture in the country, rolled out Make in India campaign on 25th September 2014. The scheme was primarily conceived to provide a favorable ecosystem for companies to manufacture within the country, to enhance the infrastructure, and to further increase the foreign capital. The concept essentially aimed to make the country a design and manufacturing hub.

Post the launch of the scheme, the Government gave investment commitments to the tune of INR 16.40 lakh crores. Also, as a result of the scheme, India also emerged as a top destination for FDI in the year 2015.

Make in India- Scheme Overview

The scheme had three broad objectives during its launch. It was envisioned to increase the manufacturing sector's growth rate to 12-14% per annum. Further, the scheme also aimed to create 100 Million additional manufacturing jobs in the economy by 2022. Also, it is aimed to enhance the manufacturing sector's contribution to GDP to 25% by 2025.

Make in India- The logo

The logo of the Make in India scheme is composed of a Lion which is represented through cogs. The logo is meant to symbolize manufacturing, strength, and national pride. The logo is said to be like that of the Ashok Chakra, which is also represented through four Lions. The concept of denoting a Lion in the logo is to represent power, confidence, and courage.

Further, the design of the logo is widely credited to a Kerala based designer, Sunil.



Make in India- Framework:

The Department for Promotion of Industry and Internal Trade, known as DIPP played an instrumental role in securing multiple partnerships for this campaign. DIPP invited participation from Union Ministers, Secretaries to the Government of India, other industry stalwarts, and several knowledge partners. DIPP then convened a workshop for formulating an action plan to increase the contribution of the manufacturing sector to the GDP by 25%. The plan was presented to the Prime Minister and the other industry leaders.

With the said roadmap, the scheme became the largest manufacturing initiative which was undertaken by any nation. Further, the scheme also highlighted the power of a collaborative public-private partnership.

Through the framework, the nation was able to build concrete investments, innovation, skill set, measures to protect IP in the manufacturing set-up. Through the scheme, the Government was also able to open sectors such as Insurance-Medical devices, Defense to higher levels of FDI.

The Ministry also engaged with the World Bank to identify areas of improvement for the scheme. The Government also facilitated numerous workshops with several ministries and the World Bank to reform the framework.

To further strengthen the framework, an Investor Facilitation Cell (IFC) dedicated for the Make in India campaign was formed in September 2014. The cell was created to assist investors in seeking regulatory approvals, hand-holding services through the pre-investment phase, execution and after-care support.

The Indian embassies also played a crucial role in strengthening the scheme. The ministry also set up a special management team to facilitate and fast-track investment proposals from Japan. The framework, along with the successful partnerships, paved the way for a great launchpad in deriving the success of the scheme.

Countries having a strong presence in India:

US:

The United States of America and India have had a strong business association for several years. Several American companies such as Coca-Cola, Amazon, PepsiCo, Google, IBM, HP, Adobe, Apple Inc, Microsoft have a strong business presence in the country.

Japan:

India and Japan have a strong association through automobile companies. It is believed that about 1300+ Japanese companies are registered in India. Further, the cultural relationship between India and Japan has been strengthened through the India-Japan Cooperation Act East Forum. Japanese names like Suzuki, Honda, Sony, Panasonic, Hitachi, Canon, Toshiba, among others have a strong business presence in India.

United Arab Emirates:

The bilateral ties between India and the United Arab Emirates have been quite strong. It is recorded that ~USD898 Mn in Foreign Direct Investment flows into India from UAE in 2018-19. Further, the Abu Dhabi Investment Authority had also announced a decision to invest ~USD 1 Bn in the National Investment & Infrastructure Fund. Also, companies based out of UAE such as Emaar, DP World, Abu Dhabi National Energy Company, Drake, National Petroleum Construction Company, Drake, among others have a functioning presence in India.

Germany:

It is recorded that over 1600 German companies have a presence in India. Further, over 600 Indo-German Joint Ventures are also present in India. Names such as BMW, Volkswagen, SAP, Siemens, Merck, among others. The Foreign Direct Investment from Germany reached ~USD 4.50 Bn by 2017-18. It is also noted that the Government of India is seeking additional investments from German companies in the spheres of smart cities and construction of airports to strengthen the economic cooperation between the two nations.

France:

The year 2018 marked the 20th anniversary of the strategic partnership between France and India. The Indo-French association is likely to be strengthened through the co-operation to co-produce and co-develop products in the defense space. The two countries also have ties in the development of smart cities of Nagpur, Pondicherry, and Chandigarh among others. Further, France has also committed to investing ~USD 785 Mn to the International Solar Alliance, a treaty-based organization launched by India.

Make in India- Progress and Impact



#MakeInIndia is first non US based brand to get @Twitter emoji promoting India as a global manufacturing hub @jack



6:25 AM · Nov 4, 2015



In a first of its kind, Twitter rolled-out an emoji dedicated to Make in India. The emoji was rolled out when the then Minister of Industry and Commerce- Nirmala Sitaraman visited Twitter's headquarters in San Francisco. The emoji was dubbed as the 'the first non-US based brand to get an emoji.

Further, the scheme was received across different nations and several campaigns were rolled out to foster the spirit of Make in India.

- The PM of the nation inaugurated the Hannover Fair in Germany along with Angela Merkel. During the inauguration, the scheme was promoted extensively.





- The scheme was promoted across Germany through placards and banners across prominent places including Airport and Metro stations.

Following the success of the campaign, India's rank in the Ease of Doing Business Indicator moved up from 141 in 2014 to 63 in 2019. The Index, which is released by the World Bank is a conclusive indicator to assess the factors which enable the ease of operating a business in a nation. With the push from 141 to 63, the scheme's impact proved to be beneficial for several businesses and the nation is further aiming to move up the rank into the top 50.

Also, in February 2020, the Ministry of Corporate Affairs rolled out an initiative called Simplified Pro-forma for Incorporating Company Electronically Plus popularly abbreviated as SPICE+. The initiative was launched in a bid to reduce the time taken for registering a company to just a few days. The initiative was in line with the motto of Ease of Doing business.

With such a massive impact, Make in India is truly a unique scheme which has opened up numerous opportunities from the demand and the supply front. Further, during the times of the pandemic, the concept of Atmanirbhar Bharat, which is fostering the spirit of self-sufficient India is also a path to make the scheme of Make in India robust.

It is indeed only a matter of time that India moves into the coveted top 50 in the Ease of Doing Business Index as a result of the continual success of the scheme.