Journal of Advance Management Research, ISSN: 2393-9664
Vol.06 Issue-01, (January 2018), Impact Factor: 4.598

CHALLENGES AND OPPORTUNITIES IN "MAKE IN INDIA"

Roop Raj
Research Scholar,
Department of Economics, Kurukshetra University Kurukshetra, Haryana.
E-mail: rooprajgahlot@gmail.com

Abstract: *Make in India is an initiative program of the Government of India to encourage multinational companies and domestic companies to manufacture their products in India.. It was launched by Prime Minister Narendra Modi on 25 September 2014. The campaign is aimed to attract foreign firms to set up their manufacturing units in India and to seek greater foreign investment. The objective of the campaign is to get manufacturing sector to grow over 100 percent on a sustainable basis over a long run. The govt will look into all regulatory processes to ease the burden of investors. A dedicated cell has been created to answer queries from business entities through a fresh created web portal. Through this campaign, the Union Government aims to clear the daunting image of complex rules and bureaucratic red tape of Indian administration. It will facilitate the world investors to foster their investment decisions. This will facilitate in realizing the aim of liberalized economy.. This is one of the universally noted disadvantages of manufacturing and investing in India. The new government initiating a new ways for free flows of capital. Make in India is an initiative of the Government of India, to encourage companies to manufacture their products in India.*

Key words- *Make, India, Government, sustainable, manufacturing, campaign, product*

INTRODUCTION: CONCEPT OF MAKE IN INDIA:

The **'Make in India'** program is an initiative launched to encourage companies to increase manufacturing in India. This not only includes attracting overseas companies to set up shop in India, but also encouraging domestic companies to increase production with the country. Make in India will act as a primary reference point for guiding foreign investors on all aspects of regulatory and policy problems and assists them in getting regulatory clearances. Through Make In India initiative, government will focus on building physical infrastructure as well as creating a digital network to make India a global hub for manufacturing of goods ranging from cars to software's, satellites to submarines, pharmaceuticals to ports and paper to power. For the Make in India campaign, the government of India has identified 25 priority sectors that shall be promoted adequately. These are the sectors where likelihood of FDI (foreign direct investment) is the highest and investment shall be promoted by the government of India. 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, automobile components, renewable energy, mining, bio-technology, space, thermal power, roads and highways and electronics systems. In this paper, a challenging effort was made to present the new investment project of Prime Minister Mr. Narendra Modi that **'Make in India'** is the new mantra and the objective was to encourage the production of goods within the country and Making India the manufacturing hub of the world economy. The aim of the project showing a pure classical economics there is going to be a demand and then there would be producers who would be incentivized to supply goods and Services to meet that demand. This paper covers issues of the make in India, sectors covered, worldwide and positive responses and some critics. We will try to find the answers to all of these questions in the next couple of years. India is a However, this paper is concluded as optimistic manner that the Make in India' economically viable? What are the challenges that the project and movement will face? What about the projects that are currently running under 'Make in India'? Can India compete in the global market? country rich in natural resources. Labour is aplenty and skilled labour is easily available given the high rates of unemployment among the educated class of the country. With Asia developing as the outsourcing hub of the world, India is soon becoming the preferred manufacturing destination of most investors across the globe. Mae in India is the Indian government's effort to harness this demand and boost the Indian economy. India ranks low on the "ease of doing business index". Labour laws in the country are still not conducive to the Make in India campaign

Make in India is intended to make India a manufacturing hub of the world (at least Asia, for that matter). The idea was to increase the contribution of the manufacturing sector to India's GDP.

Make in India aims at increasing the GDP and tax revenues in the country, by producing products that meet high quality standards and minimizing the impact on the environment.

Following are the major focused areas on which the Make in India is concentrating :-

• Automobiles
• Biotechnology
• Aviation
• Oil and Gases
• Tourism and Hospitality

Government of India has allowed 100 % FDI (Foreign Direct Investment) in all sectors except Spare (74%), Defense 49%) and News Media 26%) and had launched four major policies under the `Make in India ' program.

Policy for New Initiatives : This initiative is to improve the ease of doing business in India, which includes increasing the speed with which protocols are met with, and increasing transparency in Administration. Under this policy, the Government

has already rolled out:

• Environment clearances can be sought online.

• All income tax returns can be filled online

• Validity of industrial licence is extended up to three years

• Paper registers are replaced by electronic register by businessmen.

• Approval of the head of the department is necessary to undertake an inspection.

Policy for Foreign Direct Investment: Government of India has allowed 100 % FDI (Foreign Direct Investment) in all sectors except Spare (74%), Defense 49%) and News Media 26%). FDI restrictions in tea plantation has been removed, while the FDI limit in defense sector has been raised from the earlier 26% to 49% currently.

Policy for Foreign Direct Investment: Government of India has allowed 100 % FDI (Foreign Direct Investment) in all sectors except Spare (74%), Defense 49%) and News Media 26%). FDI restrictions in tea plantation has been removed, while the FDI limit in defense sector has been raised from the earlier 26% to 49% currently.

Policy for National Manufacturing: The vision of Make in India is to increase manufacturing sector growth to 12-14% p.a. over the medium term and to increase the share of manufacturing in the country's GDP from 16% to 25% by the year 2022. Further, the vision is to create appropriate skill sets among rural migrants and the urban poor for inclusive growth and to ensure the sustainability of growth, particularly with regard to environment.

INITIATIVES FOR THE SUCCESS OF MAKE IN INDIA:

Make in India initiative is a good move and it will boost up the economy of our nation and help in sharing the burden of deficit financing. India is very rich in resources both natural and human. The problem being faced in India is the direction and financial investment in different areas, because of which our economic growth is very slow to compete with the developed nations. But, before getting the fruitful results of 'Make in India' we have take following initiatives :

• We can make use of all the resources to the best possible extent

• We can stop youngsters running abroad

• Their talents can be best utilized and can increase production in the country

• We can also increase exports

• Our foreign exchange reserves will increase

• We can have better position in international market

Business Reaction to the Make in India Initiatives: As per the data available from the government, that it has so far received Rs.1.10 lakh crore worth of proposal from the various companies that are interested in manufacturing electronics in India. Recently Lenovo also announced that it has started manufacturing Motorola smart phones in plant near Chennai. In addition to this large number of multi-national companies are tying up with the concerned departments and ministries to start-up their projects and forwarding this proposals. In response the Government of India is also showingvery liberal approach in welcoming their proposals.

The Vision of Make in India: The manufacturing industry currently contributes just over 15% to the national GDP. The aim of this campaign is to grow this to a 25% contribution as seen with other developing nations of Asia. In the process, the government expects to generate jobs, attract much foreign direct investment, and transform India into a manufacturing hub preferred around the globe. The Prime Minister called for all those associated with the campaign, especially the entrepreneurs and the corporates, to step and discharge their duties as Indian nationals by First Developing India and for investors to endow the country with foreign direct investments. The Prime Minister also promised that his administration would aid the investors by making India a pleasant experience and that his government considered overall development of the nation an article of faith rather than a political agenda. He also laid a robust foundation for his vision of a technology-savvy Digital India as complementary to make in India. He stressed on the employment generation and poverty alleviation that would inevitably accompany the success of this campaign. The major objective behind the initiative is to focus on 25 sectors of the economy (table 1) for job creation and skill enhancement. The initiative hopes to increase GDP growth and tax revenue. The initiative also aims at high quality standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India. The campaign was designed by the Wieden + Kennedy (W+K) group which had previously worked on the Incredible India campaign and a campaign for the Indian Air Force.

Table 1. Launched particulars

Campaign Name	**Make In India**
Launch Date	**09/25/14**
Launched By	**PM Mr. Narendra Modi**
Number of Sectors	**25**
Investment Proposals Received	**INR 2000 crore (till 9-Oct-2014)**

Some key takeaways from the Prime Minister's speech at the launch ceremony.

"LOGO"

We do not want to see any company or enterprise leave India due to business constraints

- An environment of trust will convince industry leaders of the government's commitment to developing industry
- FDI is a responsibility for the people and an opportunity for the global investors; FDI for Indians should be "First Develop India" and Foreign Direct Investment for the investors
- Only when India moves away from poverty will purchasing power in the country increase and when this happens the country will start to bloom as a grand huge market for industries
- Ease of business is important for development; India has slipped low in the list of countries in terms of ease of doing business.
- The world is looking to invest in Asia, particularly in Asian democracies, and in places with high demand India fits the bill perfectly.
- needs to reassure investors of its effectiveness in promoting business and industry

Expectations on make India:Make in India' for Big Boost to Industry & Employment

The launch of the 'Make in India' campaign by Prime Minister Narendra Modi to attract foreign investments and boost the manufacturing sector of India has been timed to perfection. It comes a day after India's indigenously manufactured satellite Mangalyaan was successfully put in the Martian orbit, showing to the world the progress India has made in manufacturing processes, technology, science and innovation. It also comes a day ahead of the PM's visit to the US. 'Make in India' is intended to provide a major fillip to India's manufacturing industry which currently contributes about 15% of the national GDP. For the Make in India campaign, the government of India has identified 25 priority sectors (table 2) hat shall be promoted adequately. These are the sectors where likelihood of FDI (foreign direct investment) is the highest and investment shall be promoted by the government of India. It is aimed the development of these sectors would ensure that the world shall readily come to Asia, particularly to India where the availability of both democratic conditions and manufacturing superiority made it the best destinations, especially when combined with the effective governance intended by his administration.

Table 1. Key sectors allowed making in India

Automobiles	Food Processing	Renewable Energy
Automobile Components	IT and BPM	Roads and highways
Aviation	Leather	Space
Biotechnology	Media and Entertainment	Textiles and garments
Chemicals	Mining	Thermal Power
Construction	Oil and Gas	Tourism and Hospitality
Defence manufacturing	Pharmaceuticals	Wellness
Electrical Machinery	Ports	
Electronic Systems	Railways	

Make in India' Call Gets Smart Response from Abroad

Make in India program started by Modi Government to transform India into a global manufacturing hub. Twenty five key sectors were marked out as priority sectors and foreign investors have been promised all assistance and information required to set up businesses in India. The Prime Minister followed up on the Make in India campaign with a series of labour reforms that were long overdue. The response to make in India call has been quite promising, domestic as well as foreign, although it's not time yet to see the impact of these reforms. Tying it up with Digital India and the expansion targets of the economy, the

Government is certainly working on what seems to be a comprehensive plan to rope in foreign investments to boost the economy and growth.

Producer Incentives: The producer incentives can come from four factors

1. Cheaper costs of production & Movement of goods
2. Ease of doing business
3. Market with the ability to pay that improves margin
4. Finding the right skill set

It is expect and think it is looking at the producer incentives that you realize that we fall flat on our faces. All 4 factors mentioned above are a suspect. Even if we say that the market would finally take notice of our quality and pay the price for a Make in India product. Cheaper costs of production and movement of goods alone will expose the lack of infrastructure in the country. Raw materials have to make their way into the factory and finished goods have to move out. In the middle of this the processing of materials into goods would take water, electricity, real estate, clinics and hospitals to support this facility. The lack of them obviously increases the costs of production. In absence of electricity there is loss of production, or the alternative is to set up your own unit and incur more costs on it. Some others depend on Diesel generator sets to run factories. The current energy deficiency in India is around 5 % according to the Central Energy Agency. Basically apart from the west of the country and Gujarat in particular all regions are energy deficient. This is despite India being the third largest producer of electricity in the world and having one of the cheapest electricity rates per unit. Water is another short resource and the indiscriminate use of ground water and lack of perennial rivers especially in the Deccan is a major issue as well.

If we look at India's industrial production over the last year, one notices that there are variations. Please read this graph on the industrial output as a reference. There are major variations across the same year. This could be due to fluctuation in the demand but does not bode well for a project like 'Make in India'

REVIEW OF LITERATURE:

Review of literature is one of the important principles of research process which exposes the researcher to the various studies and to collect up-to-date information relating to the research area. Review of earlier research studies on make in india is essential for its improvement and an appropriate perspective for any further study.

Review of Literature on Make in India: The Real Opportunities

The literature review prepared for this study on Make in India the real opportunities reflects the opinion of various experts based on their experience. In order to validate the importance of this study, the following various literature has been reviewed to get research gap.

Times News Network **(2015)** addressing the top brass of the central bank in an event to Reserve Bank of India (RBI's) 80th anniversary, Prime Minister Sri Narendra Modi raised the topic of "Make in India", a subject close to his heart. Mr. Modi said, Mahatma Gandhi fought for Swadeshi does it behove us to print his photograph on imported paper? Does India not have the entrepreneurs to make the paper in India?

Christine Lagarde **(2015)** pointed out that India for being a 'bright spot' on a cloudy global horizon, urged government to seize its opportunity and even told students at Lady Shri Ram College that she would personally invest her money in India. Her positive prediction that India's GDP would be double in size by 2019 from what it was in 2009 is of a piece with similar gung-ho declarations of faith by visiting high profile dignitaries, corporate honchos and economists in the past. With its young demography, huge market size and managerial prowess India has for years been thought of as ready for takeoff.

Times News Network **(2014)** reported that the government has a string of changes, including making the decision-making nimble and inclusive, to push his make in India initiative, after 23 top bureaucrats suggested several initiatives and a stable policy regime to boost the anaemi manufacturing sector. The government is also generally trapped in "ABCD" culture from top to bottom. A means Avoid, B means Bypass, C means Confuse and D means Delay. Our efforts is to move from this culture to "ROAD" where R stands for Responsibility, O stands for Ownership, A stands for Accountability and D stands for Discipline. We are committed to moving towards this roadmap.

George Skaria **(2015)** remarked that the central government announced the Make in India programme, it has caught the imagination of an industry longing for a panacea to a tentative industrial revival. According to Mckinsey analysis found that rising demand and Multinational Corporations' (MNC's) desire to diversify global production bases to India could help the country's manufacturing sector grow six-fold to $1 trillion by 2025, while creating up to 90 million domestic jobs.

Press Trust of India **(2015)** expressed that Make in India has seen an overwhelming response on its digital platforms like Face book and Twitter since its launch just three months age. The initiative has already touched over 2.1 billion global impressions of social media and reached an overall fan base of over three million on its Face book page.

Sridhar and Swatim **(2015)** analysed that the past 12 months records on foreign investments inflow into India show that that the make in India initiative is indeed working. The Government of India has received investment proposals of over Rs.1,10,000 crore (US$16.56 billion) in the last 12 months from a host of companies across industries. India has become one of the most attractive destinations for investments in the manufacturing sector. About 25% of smart phones shipped in the country in the April-June quarter of 2015 were made in India, up from about 20% the previous quarter.

Review of Literature on Make in India: The Real Challenges

In addition to the above literature review on make in India, the study focused to identify the various challenges highlighted by the various experts and industrialists were presented below.

Srijan Pal Singh **(2015)** raised the questions like: How to Make in India? What will be the roadmap for Make in India? And, how do we go beyond Make in India – to research, design, develop, produce and thus truly "Create in India? In our option, the answer rests on five pillars", namely human resources, capital and incubation, tech infusion, building the ecosystem and domestic consumer leverage.

RaghuramRajan **(2015)** sounded a word of caution about the new governments 'Make in India' campaign that assumes an export-led growth path of China and instead it should be 'Make for India' that will produce for the internal market.

Swaminathan **(2014)** stated that the central government came to power by promising rapid economic growth that delivers millions of jobs. To achieve this, the government has devised to 'Make in India' policy. Launched with a blaze of publicity, it seeks to make India a manufacturing giant and attract investors. It aims to raise the share of manufacturing in GDP from the current 13-14% to 25%. The government is envious of the rise of China as a manufacturing giant. India has lagged far behind for decades, and the government wants India to catch up.

Yasmin **(2015)** described that the 'Make in India' initiative has now brought the focus on the manufacturing sector where the skill sets required are going to very different. However, the industry-academia gap still persists as a grave issue in India. The challenge for the human relation heads of this sector is to hire and train young aspirants to the growing demand for talent in this sector. How are they skilling the young workforce? Gurcharan Das (2015) expressed that 'Make in India' programmed to revive manufacturing and deliver a million new jobs that are needed each month. But the problem is that manufacturing is precisely the sector that has historically let India down. Since 1991, India's growth has been driven largely by services. Can central government reverse this unhappy trend and usher in a genuine industrial revolution that has lifted 400 million people out of poverty in China? With the coming of robotics, 3D printing and digitally controlled lasers, manufacturing is so automated now that it is no longer possible for an unskilled farm labourer to aspire to a factory job. Moreover, manufacturing jobs, which are presently leaving China because of rising cost, are likely to go elsewhere-Southeast Asia, Mexico and even Bangladesh, India remains unattractive because of its notorious red tape and poor infrastructure.

OBJECTIVES OF THE STUDY:

- To understand through the review of literature the effect of „Make in India‟ initiative on employability.
- To study the role of Make in India scheme as a driver for growth in different sectors
- To generate employment in the country and its impact on economic growth.
- Analysis the make in India initiative of the Indian Government.
- Scope and challenges in this campaign.
- Reforms and suggestion to make this campaign a success.
- To Study the challenges of India in Manufacturing sector.

MATERIALS AND METHODS:

To identify studies for the review, the researchers conducted descriptive study and secondary data was used for the study. Basically, the required material has been derived from various journals, articles from newspaper, magazines, and web-sites which deal directly or indirectly with the topics related to make in India with real challenges and opportunities were included in the study. After searching the important newspapers and web-sites, relevant information was down loaded and examined to address the objectives of present study.

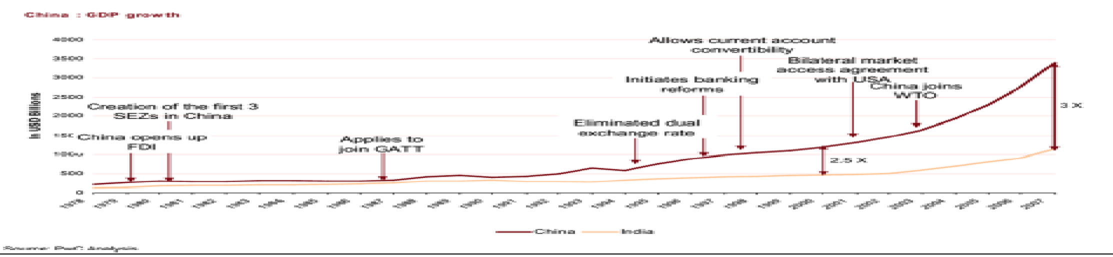
Why do we need Make In India? India has a demographic dividend where more than 50% of population is of working age of 15 to 59, and by 2020 the percentage will be 69%. The demographic dividend offers an economic opportunity to India to be utilized for fast tracking its growth, particularly in the manufacturing sector. This becomes all the more important when 12th Plan envisions creation of 50 million non –farm employment opportunities. However, creating jobs for the youth is a biggest challenge faced both by developed and developing economies around the world. India has targeted to create 10-15 millions of jobs per year, which cannot be achieved just by service sector. So it is high time that manufacturing sector should be focused. According to Labour Bureau's "Third Annual Employment & Unemployment Survey 2012-13 unemployment rate amongst illiterate youth is lower than educated youth. A comparison with the earlier report by labour bureau shows that the unemployment level has increased during 2012-2013 over 2011-2012. The report on _Youth employment- unemployment scenario, 2012-13 said that one out of every three persons in the age group 15 to 29 years who have completed at least their graduation is unemployed. Where else illiterate was the lowest with 3.7 per cent without work.

Unemployment Rate at usual status (adjusted) as per Education level for 2011-12

General Education Level	Unemployment Rate (15-29 years)			
	Rural		Urban	
	Male	Female	Male	Female
Not literate	2.3	0.8	2.5	1.6
Literate & up to Primary	3.2	0.6	4.8	4.3
Middle school	4.2	4.6	5.1	5.8
Secondary	4.6	8.6	5.5	15.1
Higher Secondary	6.5	13.8	12.0	14.6
Diploma/certificate	15.9	30.0	12.5	17.3
Graduate& above	19.1	29.6	16.3	23.4
All	5.0	4.8	8.1	13.1

(Source: Planning commission)

China's growth story
Starting with economic reforms in 1978, China has doubled its GDP every 6 years on an average



Source: PwC Analysis.

ADVANTAGES OF MAKE IN INDIA:

The concept of Make in India is a good initiative taken by the NDA Government and it is definitely going to effect the socio- economic growth of our country, especially in providing employment opportunities and industrial growth. To accommodate the 300 million people who will join India's workforce between 2010 and 2040, each year 10 million jobs are needed. It is expected that the manufacturing sector will create about 100 million jobs by 2022. In addition to this the other advantages of Make in India are as under :

Manufacturing sector led growth of nominal and per capita GDP. While India ranks 7th in terms of nominal GDP, it ranks a dismal 131st in terms of per capita GDP.

Employment will increase manifold. This will augment the purchasing power of the common Indian, mitigate poverty and expand the consumer base for companies. Besides, it will help in reducing brain drain.

Export-oriented growth model will improve India's Balance of Payments and help in accumulating foreign exchange reserves (which is very important given the volatility in the global economy with multiple rounds of Quantitative Easing announced by major economies).

Foreign investment will bring technical expertise and creative skills along with foreign capital. The concomitant credit rating upgrade will further woo investors.

FIIs play a dominant role (relative to FDI) in the Indian markets. However, FIIs are highly volatile in nature and a sudden exodus of hot money from India can effect a nosedive in the bellwether indices. Make in India will give an unprecedented boost to FDI flows, bringing India back to the global investment radar. The urge to attract investors will actuate substantial policies towards improving the Ease of Doing Business in India. The Government of the day will have to keep its house in order (by undertaking groundbreaking economic, political and social reforms) to market Brand India to the world at large.

CHALLENGES IN MAKE IN INDIA:

1.Commencement of Business: Starting up a business in India is yet again a big problem;India stands 137 in the ranking 189 according to the —ease to do business . 11.9 procedures, takes 28.4 days, costs 12.2% of income per capita and requires paid in minimum capital of 111.2% of per capita income. On an average, a manufacturing unit needs to comply with nearly 70 laws and regulations. 89 days to start a business in India, compared to 41 days in China. 67 days to register property in India, compared to 32 days in China. 425 days to enforce contracts in India, compared to 241 days in China.

2. Crony bureaucracy: Political fights between central and state government, inefficientbureaucracy, Red tapism is a big hurdle. The decentralization of authority was a main reason of success of SEZ in

China, Provincial and local authorities were made partners and stakeholders, by delegating to them powers to approve foreign investment. . The SEZ authorities in China can approve foreign investment proposals up to $30 million. In India, only State governments are allowed to set up SEZ and the powers for foreign investment approvals are vested with the Development Commissioners, who are the representatives of the Central Government and the delay in paper work continues.

3. Acquisition of Land: Most of the Sez land is fertile land which the owner is reluctant to give. Lack of clear land title, fragmented holding and multiple legislation are a hindrance in business. They are overcrowded and have insufficient logistical links with ports and airports. The present NDA government has brought revised land acquisition bill which is again stuck in political hassles. The TATA Nano‗s incident in Singoor (West Bengal) is alive example of land problem and political chaos. India‗s main export processing zones or EPZs (Kandla, Santacruz, Noida, Madras, Cochin and Falta) have not done much, The SEZ size in China is more than 1000 hectares, far more than India. These SEZ are located near ports and are in proximity with cities like Taiwan and Hong Kong, with strong vendor base. China‗s five main special economic zones (Shenzen, Zhuhai, Santou, Xiamen, and Hainan) proved to be very successful in attracting FDI, boosting exports and creating large-scale employment.

4. Logistic cost: State border check points tasked primarily for carrying out compliance procedures for the diverse sales and entry tax requirements of different states, combine with other delays to keep trucks from moving during 60 percent of the entire transit time. Unpredictability in shipments add to total logistics costs in the form of higher-than-optimal buffer stocks and lost sales, pushing logistics costs in India. The average manufacturer in India loses8.4 per cent a year in sales on account of power outages as opposed to less than 2 per cent in China and Brazil.**Utility costs**: Power costs vary across regions in India and China, Indicative power cost per 1000 kwH in China is around USD 73 compared to USD 97 for India. Moreover quality of power in terms of power outages is poorer in India than in China **Water costs** for industrial use in China are in the range USD 0.19 – 0.9/ kl compared to USD 0.175 – 1.5 /kl in India.

5. Tax Regime:For majority of critical components say for eg.in consumer durables and toys .The import duty in India is higher in comparison to China. Further, since India does not have a well-developed componentmanufacturing base, most of the components are imported. The effective import duties in India are in the range of 4 – 31.7% while Chinese effective duty rates are in the range of 0– 6%. The indirect tax in China is low, it has single VAT which is flat 17%, where else in India there are excise duty, custom duty, cess etc. Indian government charges 33.99% corporate tax to domestic companies and 42.23% to foreign companies. On the contrast Chinese government provides tax holidays, tax concession for the transfer of technology.

6. Poor infrastructure: China had diverted its FDI flow into infrastructure developments of roads, water, transport, electricity and into social welfare sectors like health, education, wholesale and retail, where India ranking is low.While most of the manufacturing locations in India are spread out due to location specific tax benefits, manufacturing locations in China along with the vendor base is clustered(with most located near the east coast. Average freight cost in China is USD 0.013 per tonne per km comparedto USD 0.2 in India.

SUGGESTIONS:

1. There are plenty of opportunities for FDI in different sectors of manufacturing Industries in India. Indian manufacturing Industries are divided into capital goods, Leather Products, Textiles and apparels, Mining, steel Industry etc. The Foreign Direct Investment can be done on Textiles, mining Industries Indian Defense etc as they have huge Demand. This definitely helps to increase GDP rate in India.

2. The Indian Government should take initiative in developing Manufacturing Industries to convert the raw materials, as there is a huge demand for Indian raw materials in other countries. Instead of exporting the raw materials the Industries can export the finished products, which brings in foreign reserves in India.

3. The reforms and policies of manufacturing sector should promote Exports and lessen the Imports.

4. The Policies should encourage FDI, but there should be certain limitations on FDI. The FDI should not harm Indian industry sector.

5. The Indirect tax rate like CST, GST should be reduced in order to promote manufacturing Industries.

CONCLUSION:

Prime minister Narender Modi’s promise (at the Hannover Messe- The world’s largest trade fair in April, 2015) to remove unnecessary regulations and simplify procedures, gives a hope to see significant and sustainable growth in the manufacturing sector and thus making India a global manufacturing hub. Modi Govt, has signed a USD 35 Billion deal with Japan for infrastructure development. However MSME forms the base of the large scale industry, so promoting MSME sector will help in flourishing of large scale industry which will help in achieving the goal Make in India. The challenge is to make ‘Make in India’ an economically viable and globally luring project.

This paper tries to present a balanced review of the various opportunities and challenges of make in India. This study has laid the foundation work for furthering the review process in make in India. This paper describes different approaches, thoughts, opinions and assumptions of different persons like industrialists, academicians, public, human resource practitioners and government officials available for solving the obstacles of make in India a manufacturing hub. There is vast support and few oppose among the authors for make in India a manufacturing hub. In view of the purpose that it serves a large section of the society, we assert that it is imperative to study the make in India a manufacturing hub. It is also concluded from the review that, the Honorable Prime Minister Sri Narendra Modi government has taken the initiative of make in India with intension of eliminating hurdles in areas like infrastructure, land acquisition, licensing and taxation to make the India as global manufacturing hub in coming years. And also the government is working with the mission to reduce poverty with greater purchasing power through employment generation in industrial sectors. Now, we have to pause and look for how the make in India plan comes true with existing labour market and revised FDI policy. So, the most positive combination of skill development of labour, new innovations and regulatory change to ease of doing business, revised FDI policy may accelerate development of the manufacturing sector to achieve 'Make in India's goal.

REFERENCES:

- Ajimon George, 2013. Antecedents of customer satisfaction in internet banking: Technology acceptance model (TAM) redefined, *Global Business Review,* 14 (4), 627-636.DOI:10.1177/097215091350/602.
- Amitabh Kant, 2015. Transforming India into a global manufacturing hub. *Yojana,* 59, 18- 22. Facebook.com/makeinindiaofficial.
- Arvind Panagariya. 2014, October, 18. Modi Era Takes Shape, *The Times of India*,p.10.
- Baljayant Jay Panda. 2014, October, 1. Manufacturing change: Policy, infrastructure and mind-set hurdles must be removed for make in India to take off, *The Times of India*, p.14.
- Charan Singh. 2015, September, 29. *The Hindu*. Christine Lagarde. 2015, March, 18. Make it India, *The Times of India,*Wednesday, p.12.
- Editor, 2015. The'make-in-India', shove, *Journal of Economic and Political Weekly,* XLIX 41, 7-8.
- George Skaria, 2015, January, 7. Make in India: A tectonic shift for human resources, *Business Line*, p.2.
- Gurcharan Das, 2015, March, 22. Land agitators forget even a farmer's son needs a job, *The Times of India*,p.14.
- Jayanta Kumar Seal and ShubhasreeBhadra, 2015. Make in India: Employment and foreign direct investment, *The Management Account*, 50 (7), 67-73. www.icmai.in
- Navya. G.S., *and*Ramagopal. S. (2015). Make in India – A major initiative of Indian government is the timing right? *Southern Economist*, 54 (12), 45-48.
- Pankaj. Doval. 2015, July, 4. Sony may 'Make in India' via Foxconn,*The Times of India,*p.13.

- Parimal Kr, Sen.,Debojyoti Das,*and*AnkitGoyal. 2015. Key drivers of FDI: A review with special reference to 'Make in India' initiative, *The Management Accountant,* 50 (7), 82-87. www.icmai.in.
- Pravakar Sahaoo, *and* Abhirup Bhunia. 2015. Reforms: Road to investment, employment and growth, *Yojana*, 59, 25-28.www.yojana.gov.in.
- Press Trust of India. 2015, January, 5. Online Buzz: Make in India's Facebook page Adds a new member every 3 seconds,*The Hindu, Business Lines*, p.13.
- RaghuramRajan. 2014, December, 13. Rajan speak: Let us 'Make for India', *The Times of India*.
- RaghuramRajan. 2015. Make in India, largely for India, *Southern Economist,* 54 (3), 32-36.
- Sahoo. P. 2014a. India's 2014 budget: Enduring challenges and new responses, *National Bureau of Asia Research*, Washington D.C, July.
- Sahoo. P. 2014b. Make Indian attractive investment destination: analysing FDI policy and changes, *National Bureau of Asia Research,* Washington D.C, and December.
- Saraswat. V. K. 2015, February, 27. Innovation key to Make-in-India dream, *The Times of India*, p.7.
- Selvam, V. *and*Velmurugan, G. 2015. Make in India a manufacturing hug campaign: Perception of budding entrepreneurs, 10 (13), p.33881-33887.www.ripublication.com