

Make in India Movement is the path for Atmanirbharata: Striving for self sufficiency

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Abstract

The Make In India campaign was launched in great fanfare in 2014 by our Prime Minister Shri Narendra Modi with the aim of making India a global manufacturing hub. And in year 2020 the PM launched the campaign Atmanirbhar to make our country self-dependent. At a time when global investors were debating whether investing in India was a risk or opportunity, Prime Minister Mr. Narendra Modi launched his most ambitious dream project MAKE IN INDIA in September 2014 as part of his nation building initiatives. It was primarily designed to transform INDIA into a manufacturing and designing hub and salvaging the country from the worst ever economic crisis. This was a time when the BRICS nations had lost their face value and India was dubbed as one of the Fragile-Five nations.

This was a clarion call to investors, business men, citizens and all to participate in a program that symbolizes a transformation from minimum Government to maximum governance. To make this movement successful the Government adopted a different approach altogether. In order to make it successful the government adopted a completely different strategy. It adopted a three-step approach. i) To instill confidence in the capabilities of our resources available ii) to provide technical knowhow on various sectors and iii) finally to make it's presence felt both in India and abroad through social media and constantly informing people about opportunities, changes and resources available. For this the Government established a Department of Industrial Policy and Promotion (DIPP). This department is responsible for providing different

facilities to the people. Like i) a dedicated help desk ii) mobile service with all the information packed in one menu. And the program is designed to work in partnership with different entities. DIPP sought partnership from union ministers, secretary to the Government of India, State government, industry leaders and other knowledge partners. This resulted in a user friendly system with frequent interaction with global partners. The DIPP also teamed up with the World Bank to explore different areas of improvements as per World Bank guide lines. This resulted in paving the way for foreign direct investment, skill development, development of world class infrastructure and encouraging innovations and employment opportunities for all.

This paper tries to study the twin impact of Make In India and our Prime Minister's recent appeal to the nation to be Atmanirbhar in the wake of Corona Virus and to boycott China made goods. Make in India was launched to make India a global manufacturing hub and Atmanirbhar to make us self-sufficient. And both the campaigns are aimed at producing and utilizing all things indigenous. We have tried to probe what impediments one comes across while setting up a firm here or while going for entrepreneurship. And have also studied how they can be overcome with the facilities provided by the Government. For the purpose of this research we have collected data mainly from secondary sources like the various websites. The methods used are reference and literature review. Our findings tell us that there is immense scope for our entrepreneurs, only people need to be sensitized in this regard. Our limitations are, we couldn't go for a more analytical

one due to time constraints. Yet its implications can be far reaching.

Key words: Atmanirbhar, Make in India, self-sufficient, China, boycott.

Introduction

As the world is facing lockdown and shut down like never before, because of the Corona Virus scare, people have started losing jobs and livelihood almost on a daily basis. India's economy too has tanked down as shutting down the country has severely drained its economy. Add to this our markets are flooded with China made goods and we continue to feed China although we may be dying of hunger. To tackle this problem of promoting Indian goods and boycotting China made goods, the Government came up with another ambitious program called Atmanirbhar. To buy Indian and be Indian. To boost our economy, culture, product and people. Both the campaigns - Make In India and Atmanirbhar represent our confidence, self-dependence and a strong economic growth based on the philosophy of we can stand on our feet and also provide the world with the best manufactured goods without compromising on quality.

The two ambitious projects of the Govt - Make In India and Atmanirbhar Bharat Abhiyan have one thing in common. To make India a manufacturing hub and secondly to make India self-reliant. Both the campaigns require the involvement of industrial houses and investments mainly in the manufacturing sector. India for long has been known for and associated with Ayurveda and Yoga. Ayurveda pertains to all-natural products which can be used for treatment of various diseases and restore health without any side effects and Yoga is the science of maintaining good health, body and mind, while taking us to the realm of spirituality- which is again India's gift to the world. Combining both these would mean gifting the world the twin benefits of good health and a healthy mind. This is exactly where Patanjali Ayurveda Limited stepped in to introduce to the world the goodness of Ayurveda with Yoga. Spearheaded by Swami Ramdev ji Maharaj and his associate Acharya Bal Krishna this campaign spread like forest fire throughout the country and created stiff competition for the already popular and

established brands. Here in this paper we have to try to probe into what went into the making of this brand a house hold name and how this brand posed a threat to other brands in all the different sectors or segments it forayed into it.

Atmanirbhar

The Government of India under the guidance of Shri Narendra Modi has taken several steps to make India - Atmanirbhar (Self-reliant) to overcome the challenges and to face the threat posed by the Corona scare problem. This ambitious step was taken to empower our people, find them suitable employment opportunities and become the next manufacturing hub of the world.

The plan to launch this initiative was to give our economy a much-needed boost, a stimulus and a shot in the arm. It was launched with a package of 20 lakh crore.

The idea here was twofold:

- i. First and foremost was liquidity infusion and cash transfers to the poor directly and then
- ii. Long term changes in growth- critical sectors with a view to making them competitive and lucrative.

This dream has begun to take steps from the fact that in March 2020 there was zero production of PPE but by May 2020 the production had risen by a whopping 2 lakh PPE per day.

This goes on to prove India's spirit of facing challenges while discovering and offering opportunities in difficult situations. This is manifested in re-purposing of certain automobile industries to collaborate in manufacturing life- saving ventilators.

The Govt had issued certain guidelines to revive the economy after the Unlock 1.

The five aspects of Atmanirbhar Bharat are:

- 1 Economy
- 2 Infra

3 System

4 Demography that's vibrant.

5 Demand

The five different phases of Atmanirbhar Bharat are as follows:

1 Phase -1 Businesses including MSME's

2 Phase -2 Poor- includes migrants and peasants

3 Phase-3 Agriculture

4 Phase-4 New horizons of growth

5 Phase -5 Government reforms and enablers.

Make In India

Prime Minister Narendra Modi's ambitious project "Make In India" was launched in September 2014 to transform India into a manufacturing hub like China. Since it has completed six years, it is therefore pertinent to ponder over this matter. For instance, doing away with archaic laws, promoting foreign investment, assisting in obtaining the regulatory clearances and guiding foreign investors in terms of regulatory and policy issues and trying to reduce any burden on the investors. These are some of the questions to be answered if we really want the campaign to surge ahead and India to emerge as a world leader.

In order to make it successful the government established a dedicated team of professionals to answer questions related to business. It was through their Web Portal – makeinindia.com which will answer queries within 72 hours of duration. The 25 key sectors where foreign investors would be working on have been identified. They are aviation, Chemicals, IT, Automobiles, textiles, ports, pharmaceuticals, leather, hospitality, tourism, wellness, railways etc.

This programme was launched to take advantages of the huge human capital available in the country and provide gainful employment to the unemployed youth. The idea was to shape the Indian Economy on a labour intensive manufacturing driven growth which is a change from the previous model of

services driven growth. It is aimed at employing at least 10 million people.

In order to attract foreign investments, the Government tweaked some changes in the defense manufacturing and insurance sectors. This will automatically generate employment opportunities for the people and more employed people mean more purchasing power of the people. And a diverse country like INDIA can always benefit the investors.

Earlier, even Indian businessmen were not interested to have their startups, here due to lack of resources and clarity on issues. They were interested to set up business establishment abroad. But Make In India campaign lured them back to India with promises of sustainable growth and better regulatory and easy policies.

The "Make In India" initiative has received an overwhelming response from numerous companies in the past couple of years. The government has received Rs1.10 Lakh Crore worth of proposals for investment in manufacturing electronics in India.

Top notch companies like Xiaomi, Huawei have already set up their manufacturing units in India, that iPhone and iPad manufacturer Foxconn is also eager to open a manufacturing unit any time soon. Lenovo has announced that it has already started manufacturing Motorola smart phones near Chennai. The World Bank too has come up with a piece of good news for doing business in India. As per ranking Gujarat tops the list, followed by Andhra Pradesh and Jharkhand.

To take these initiatives into new heights the government has rolled out certain programmes. First of all, almost anything and everything can be done online. For instance, environmental clearance can be done online, so can income tax returns as well. The validity of industrial licenses has been extended up to three years. People can use electronic registers instead of paper registers. The Government has removed FDI restrictions on tea plantation and has increased the FDI limit on defense sector from the earlier 26% to 49%. In fact, the government has allowed 100% FDI in all sectors save for space (74%), defense (49%) and news media (26%).

The government has also taken initiatives to protect intellectual property rights of innovators by upgrading infrastructure and providing cutting edge technology.

The intellectual property rights seek to establish a proper intellectual property regime in the country. These are some of the steps that the government has taken to revive India and its economy.

The 25 major areas of focus are:

Automobiles, Biotechnology, automobile component animation, Chemical constructions, defense manufacturing, electrical machinery, electronic systems, food processing, IT and BPM, leather, media and entertainment, mining, oil and gas, pharmaceuticals, ports and shipping, railways, renewable energy, roads and highways, space, garments and textile, thermal power, tourism and hospitality and wellness.

As per industry pundits an estimated 7.2 Lakh jobs would be generated by these segments as well as by e-commerce and inter-related sectors. This means an additional 8-13 percent in the current jobs pool.

According to Rituparna Chakravorty, co-founder of Teamlease Services "Skill development has gained enormous traction with Make in India". The plan to create 100 smart cities is also expected to fuel job growth. And according to Chandrajeet Banerjee, director general Confederation of Indian Industry, "Make in India has the potential to emerge as a force multiplier to provide the emerging workforce with new livelihood opportunities".

Key Policies:

To quote Wikipedia – "Make in India is an International marketing campaign slogan coined by the Prime Minister of India, Narendra Modi to attract businesses from around the world to invest and manufacture in India. The campaign has been concentrated to fulfill the purpose of job creation, Enforcement to secondary and tertiary sector, Boosting national economy, converting the India to a self-reliant country and to give the Indian economy Global recognition. The key policies

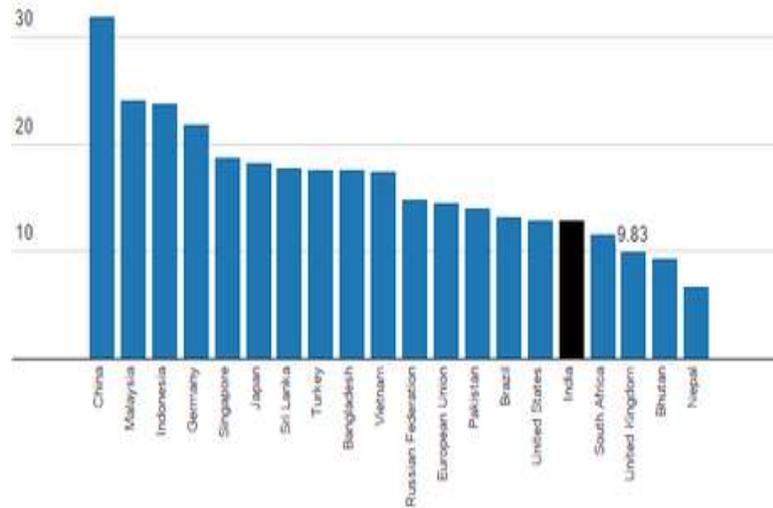
1. **Ease of doing Business:** It is rather shocking that India ranks 130 out of 189 countries in the World Bank's 2016 ease of doing business index. The government has come up with a policy that makes doing business with ease.
2. **Skill Development:** Providing relevant training for skill development to the youth of India, so that they find gainful employment in the various industries.
3. **Shaping India as a Global Manufacturing Hub:** It is not only bringing FDI's to India, Mr Modi is all set to invite investors to India to make it a global hub of manufacturing goods and exporting them to all over the world.
4. **Doing away with red tape:** The campaign aims at ending some of the old and obsolete laws which pose many a barrier to doing business in India. It was Red tapism which prevented Walmart from setting shop in India.
5. **Smart Cities:** The idea of making 100 smart cities will get a boost from this campaign. The investors would partner in making affordable housing schemes by adopting a city.
6. **Disinvestment of certain PSU's:** Loss incurring PSU's will be disinvested, which means a part of them will be sold off to private players in order to generate revenue and for better management and performance.

Vision

Inspired by the lion our National emblem, the logo for the Make in India campaign is a lion. This symbol seeks to represent India's success in every field. The campaign was dedicated to Pandit Deen Dayal Upadhyaya, a great philosopher and politician as well who was born on the same date in 1916.

The campaign aims to increase the National GDP in the manufacturing sector to 25% by 2022.

The image below shows the contribution of different countries



Source : WORLD BANK (<https://www.quora.com/Make-In-India-Political-Program-What-is-the-MAKE-IN-INDIA-Political-Program-What-is-the-MAKE-IN-INDIA>)

Since manufacturing units generates employment opportunities and help develop weaker sections of the society the number of manufacturing units and factories should be increased.

For instance, if we take a look at our import bills, we will find that India is one of the major importers of the world. This shoots up our import bills. India is one of the biggest importers of arms and ammunitions of the world. If these items were to be produced in our country, not only will they generate jobs for our people but also lower our import bills and help develop our economy.

The International community has so far given a very good response to this campaign. They are rather enthusiastic about this programme. Foreign investors are now discontent with China and are interested to do business in India. And this is perhaps where India should cash in on. India can create a more hospitable and business friendly atmosphere to give a fillip to its economy.

Mission

As stated by Ms Nirmala Sitharaman, Minister of Finance:

“Make in India is not a slogan but a mission to be accomplished by a single-minded commitment about new processes”.

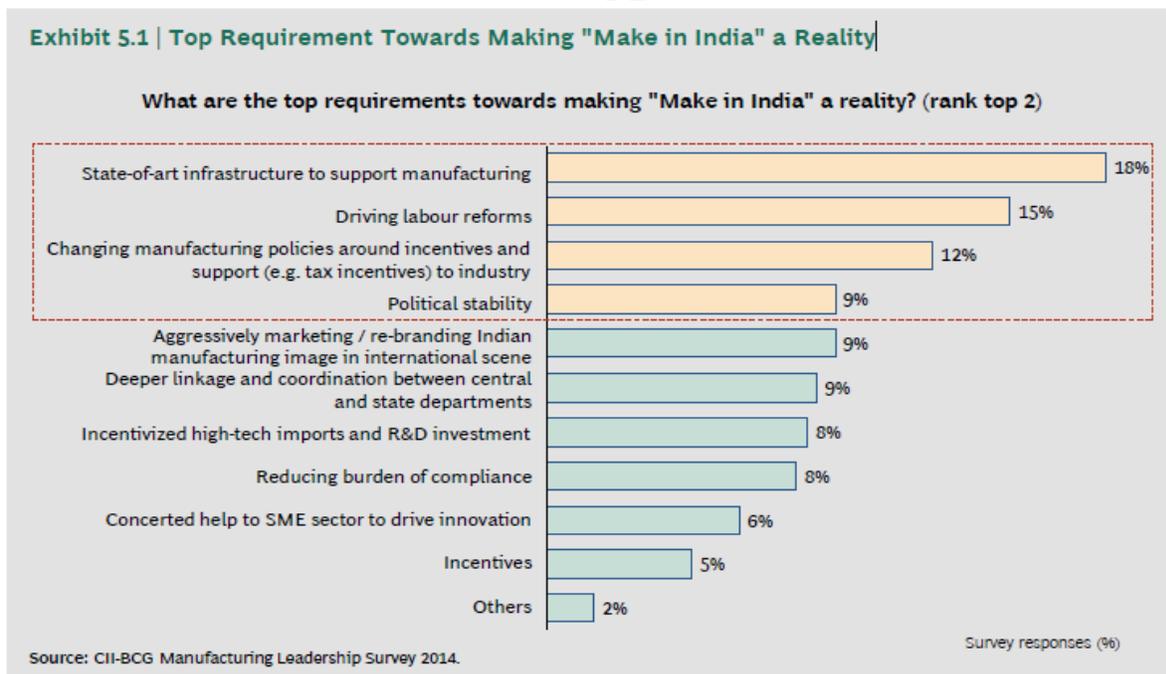
This mission can be accomplished by utilizing our resources to the fullest.



SOURCE: EXHIBIT 4.2/India’s infrastructure facilities a key cause of concern for business.

www.bcgindia.com/documents/file176705.pdf.

The exhibit below shows how to make “Make in India” a reality.



In a capsule:

1. Positioning brand India.

2. Government, Industry and association should work in tandem to promote and sustain the brand.

3. Supporting and promoting R&D investments.
4. Developing a network of investors who have been successful in their ventures in India and who are willing to spread the message among their peers.
5. Unceasingly supporting and improving all the above-mentioned factors for a better ease of doing business.

Skill Enhancement:

India is blessed with a large portion of its population falling under the economically active age group. This group accounts for 63% of the population. The table below shows the labor market in a nutshell.

India's population, labour force and workforce

	2004-2005 (in Millions)	2011-12(in Millions)
Population	1.029	1,211
Population in 15-64 group age	613	768
Labour force	470	485
Work Force	459	474

Source: Census of India 2001 and 2011, NSSO Employment –Unemployment Survey 2004-2005 & 2011-12.

One needs to identify labour intensive industries which have potential for employment creation and integrate with this campaign.

The food processing industry, jewelry and related articles, furniture manufacturing sector are labour intensive sectors. These sectors can act as suppliers to construction and allied activities. These sectors should be more focused upon for promoting employment opportunities.

These are the sectors with a huge work force but where the level of education and skill level is low. Therefore, these sectors need more focus.

Next is the construction sector which falls under the non-manufacturing sector. Here again the employment is mostly of unorganized informal type employing unskilled labor. This sector too needs to be focused upon by this initiative. The other sectors which should be focused upon are; retail, repair of motor vehicles, renting and leasing activities of travel agencies, data processing, call centers and private security activities. Skilling of the workforce will facilitate creation of quality jobs. This is an urgent need which expedites the skill development program. These initiatives taken by RPL and skill card will pave the way for achieving the objectives of skill India.

Development of MSME would boost growth of manufacturing sector and create more employment opportunities. The development of MSME's would bring together entities like: MSME, Financial Institutions, Government and academic institutions.

To identify skilled manpower and skill mismatch, mapping of the skill requirements at the sectoral level, district level and trade level is a necessity. This skill mapping for job requirement should not be limited to the domestic market alone. Rather it should be done keeping in mind, the global markets, to provide skilled manpower to different economies and enhance employment opportunities for the youth.

Challenges that Make in India may face:

1. Healthy administrative machinery can create a healthy business environment. But so far India's archaic laws and red tapism have always created hurdles for business establishment.
2. The government should adopt a policy for providing tax commissions to companies who set up their units here.
3. The Government should give more focus to the small and medium sized industries for innovation and novelty in these sectors which have been neglected so far.

4. There will be constant comparison with China's "Made in China" campaign. This campaign was also launched on the same day as India's, Make in India. This was done to retain its position as a global manufacturing hub. India should therefore brace itself up for any challenge posed by China, if it wants to remain in the race for the top slot as a manufacturing hub.
5. Finally, the R&D should upgrade the make in India campaign to give Chinese products a run for their money. World class research and development needs to be under taken by the Government.

The road to success is not at all smooth and easy. It will be a bumpy one and all that ups and downs that will come in its way are but natural. For instance, the recent incident that took place in May a couple of years ago regarding Apple Inc plans to set up retail sectors here received a great setback. The reasons being many, if we look at it from India's standpoint, we definitely feel that the firm should have agreed to source 30% of its spare parts locally if it wanted to open retail stores in India. The Foreign Investment and Promotion board (FIPB) the nodal agency for allowing foreign companies to set shops in India had cleared Apple Inc's decision to set up retail outlets here but with a condition. And that is as per norms Apple had to comply with the local sourcing rules. But Apple refused to comply with the local sources' norms stating that it makes state-of-the-art, cutting edge technology products for which local sourcing is not possible. This comes at a time when Apple's CEO Tim Cook on his maiden visit to India said, it presents "really great opportunity" for them.

The finance ministry on the other hand said- "Apple's case for waiver came to the ministry six days back, but was not justifiable. They could not prove through enough merit that the technology they want to sell in cutting edge technology and state-of-the-art. But they can open stores if they meet the norms".

OPPORTUNITIES

Here we take a quick look at the opportunities that the campaign offers us. The different sectors, that can get support in terms of Research & Development,

manufacturing, partnerships, collaborations as well as joint ventures.

We shall first look at the automobile sector which is poised for immense possibilities because of the burgeoning Indian middle class. There is a huge demand for two wheelers than ever before. This includes a demand for electric cars as well, which are in demand in the international market. These vehicles have a ready market in the international level and our manufacturing hubs can greatly benefit from this phenomenon.

Not only automobiles but also their components can be manufactured and exported. India has facilities like the National Automobile Testing & Research and Development Project or (NATRIP).

Today, the aviation industry is touching new heights, with more and more players foraying into this sector and more and more people opting for air travel. Not only the number of air carriers but also the number of airports to be increased is being planned.

In Biotechnology as well, India can emerge as a leader because of world class scientist and engineers. India is in a position to produce genetically modified farm produce. It can be utilized for research, trials and manufacturing as well.

India alone contributes 16% of global dye production. This has huge requirement in polymers and agro chemicals. The other sectors which depend on it are construction, agriculture and automotive industries.

In defense manufacturing India can go for joint ventures and outsourcing of its supply chain. At present it is one of the highest importers of arms and ammunitions and up to 60% of it is imported, this can be greatly reduced.

Electronic machinery is all set for growth. As more and more manufacturing units come up, more and more electronic machinery will be in demand. There are opportunities in Research and development, manufacturing and testing as well.

India can benefit from electronic system as well. Schemes floated by Government such as National knowledge Network and National optical fiber have

led to its demand. India has facilities for both Design and Research and development capability. To boost this sector, Electronics manufacturing clusters have been set up. The food processing sector has great potential in terms of skilled work force. India's new age consumers are fast adopting packaged and processed food items and that's the reason it has a huge and ready market for it as well. The Govt needs to set up food parks and food processing units.

The IT industry too has a bright future with all kinds of testing services outsourced to India. The other areas where IT is most required is healthcare, retail and utilities.

The leather industry can look forward to exporting and there is a huge potential in the domestic market as well. This industry should be modernized as per international level and development of skill.

The entertainment industry is an emerging market in India and has the opportunity of collaborating with overseas production houses.

India is a store house of minerals. This is definitely giving a boost to automobile, construction and power sector. India being the 2nd largest refinery in Asia and many refineries are capable of exporting petroleum products. The opportunities are in exploration, transportation through pipeline and gasification of underground coal.

Twenty percent of global exports of medicines are from India. There is scope in manufacturing and research. The advantages are low price, skilled manpower and product plants.

India has a vast coastline and therefore modern ports are capable of handling huge cargo and in the last 5 years we have seen an increase of 40% in cargo handling. Therefore, there is a lot of scope in port development, maintenance of ships and port services.

Indian Railways being largest passenger carrier in the world and fourth largest freight carrier has immense possibilities of modernization like introducing high speed trains, bullet trains, better facilities and well-equipped railway stations.

Roads, highways and expressways need up gradation and work through PPP model has shown good results over the years.

India's space programme can go in for agreements with other countries for transfer of technology in different areas like remote sensing, launch services and satellite communications.

The textiles and garments industries have a huge potential. India's jute, cotton and silk clothing are very popular all over the world. India has the raw material, skilled manpower, affordability and huge production capacity. The Government needs to focus in value chain of retail, fabric processing equipment and synthetics.

There are opportunities in the thermal power sector as well. India being the 5th largest producer and consumer of electricity, it can safely invest in power generation, transmission, exchange and trading of power as well.

Indians are known for their hospitality and this is one area where we need to invest more to get more tourists both domestic and foreign. This needs investment in infrastructure, developing state of the art hotels and setting up more hotel management institutes.

India being home to Ayurved, naturopathy, unani and homeopathy and all things natural and herbal it can capitalize on the WELLNESS industry.

A case in point

We can take the example of PAL (Patanjali Ayurveda Limited) started by Yoga Guru Swami Ramdevji Maharaj. His associate Shri Balakrishna Acharya gave wings to Ramdevji's dream of providing everything pure and Indian to the Indians and driving away foreign manufacturers from the Indian soil. It started in a very humble way but gained ground through Ramdevji's Yoga classes and today there are nearly 10,000 customers touch points. Patanjali Ayurveda Limited collaborated with the Future group in 2015 and through the Big Bazar outlet; all their products are available right from food items to cosmetics. According to company, IIFL source PAL is projected to touch a turnover of Rs 200 Billion by

financial year 2020. The market shares of products which are set to go high are: Medicine (35%), Honey (35%), Ghee (33%) and Chyawanprash (30%).

PAL is tough competition to Colgate, Dabur, Nestle, Emami and Jyoti labs. The company uses social

media quite effectively for promoting their brand and creating an awareness regarding Indian products and in a way paving the way for “Make in India” campaign.



Future Prediction

As per the International Monetary Fund (IMF) and Moody’s Investors, India will see a surge in its GDP growth rate. It will increase to 7.7% in 2016 due to various reasons. This increase in growth rate can be attributed to increased number of investors, lower food prices, and better policies. As per the World Bank report, India will be one of the leading economies of the world. According to Mr Jayant Sinha, minister of State for Finance, India is poised to grow at a very fast rate and its economy would double its size to \$4-5 trillion in a decade’s time, and would emerge as the third largest economy in the world. The powerful combination of both make in India and Digital India will be the driving force behind this upsurge and phenomenal success.

The other advantages to accrue from this venture are:

1. It will ensure a sustained growth of quality workforce.
2. The domestic market will witness a surge in consumerism.

3. Strong technical knowhow will be available
4. The skill India initiatives create millions of jobs and also encourage entrepreneurship.
5. The defense sector will also be impacted.

Its alliances with foreign manufacturers and as well as because of private participation it will develop the domestic market and could foray into global business.

According to a report published by Deloitte India will be the third target market for automobiles by 2020.

There is good news for the textile industry as well. It is expected to reach US \$141 Billion by 2021. And the next ten years it is expected to grow nine fold and touch US \$500 Billion mark.

The chemical industry is also poised for an impressive growth and will be a 350 billion industry by 2021. The engineering sector is projected to increase to US \$1.1 Trillion by 2020.

With all these and many more industries in the upsurge the country is poised for growth, development and expansion in the coming years.

To quote President Barack Obama “India is not an emerging country. It has emerged”.

Views by different Industry experts and Academicians

According to Jagmohan Raju, Professor of Marketing at Wharton, “The Indian consumer has come of age, and domestic demand will continue to increase to justify the production of goods in India. If goods are produced in India, it creates manufacturing sector jobs. It creates an infrastructure of ancillary industries. More jobs will be created in the industrial sector and the economy will get a boost. Japan started its growth path by making goods for the U.S; China has a strong manufacturing base. India can achieve the same.”

According to Ravi Aron, (Professor John Hopkins Carey Business School) “There are several hurdles to Modi’s Make In India campaign. The reason that there is very little manufacturing investment in India is not because the country has done a poor job of marketing itself. India today is a bad choice for foreign investment in manufacturing. It is not surprising that manufacturing accounts for only about 15% of the Indian GDP.”

As per Babu Khan, senior director (manufacturing & infrastructure) at apex chamber the confederation of Indian Industry (CII) says that “Make in India “is more than a statement of intent.” Make in India” underscores a sound, strategy and strong reforms process that the new government is communicated to. The India economy is at a major turning point as we can now look back at the global financial crisis and more ahead towards economic revival.”

Concluding Remarks

The main aim of this campaign is to make it a manufacturing super power by permitting both foreign and domestic investors to set up their units here. This will generate more employment opportunities for our growth and also encourage them to improve their skill sets. There is no dearth of talent

here, but all they need is to channelize it in the right direction. Only then will they get gainful employment in the various upcoming manufacturing and services sectors. This is where both our villages and urban areas need to identify the talent pool and work towards it.

India needs to revamp some of its laws pertaining to entrepreneurship and foreign investors. The simpler, faster and easier the laws, the better for these people to start with their work using a E-approvals for quick documentation which can go a long way in processing the approvals. The business environment should be regulated to bring about a corruption free work culture. This in turn will bring in more foreign investors and more FDI.

The administration also needs to look into matters like improved and uninterrupted power supply for those innumerable industries. It is common knowledge that infrastructure plays a vital role in attracting FDI. Transportation of finished goods and products to various markets is an important issue.

In comparison to other countries our transport infrastructure needs a lot of improvement and proper connectivity between rural and urban areas also need to be revamped.

There is one more important area which needs to be looked into seriously and that is land acquisition. This has always been a bone of contention between many industrial houses and the people. This is the main stumbling block why many big-ticket investors have shelved their project in India. The regulation should be made investor friendly.

The labour laws too need to be tweaked and the process has been long overdue. The present time is just apt to change these laws for the country’s growth. The road ahead is not smooth There are many challenges ahead right from laws to land acquisition, from infrastructure to skill development, from finance to approvals, and none of these is a cake walk for anyone. But we have seen a positive response from the local and international community in terms of investment in its various sectors. Quality, innovation and variations need to be taken care of and once we do these, then there is no stopping the wheels of progress in India. This symbolic lion will

indeed roar loudly with the confidence of success and progress. This lion will proudly roam with our flag flying high and challenging the world to compete with India. This lion which represents our pride, and will be the king of the forest which nurtures, cares and protects people, develops and sees their overall improvement.

This year on the 31st of May the PM, Shri Narendra Modi announced in his 65th Mann ki Baat address to the nation of the creation of a self-reliant India, while emphasizing on the need to disincentivize import of goods which according to him can be produced at the domestic level. Our Home Minister too endorsed this view when he said " India's 130 crore population is our strength and if they decide not to buy foreign goods, India's economy will see a jump. " The Government of India has been relentlessly trying to emphasize on the fact to promote the goal of Atmanirbhar Bharat by trying to enhance exports of indigenously produced goods. It has become clear from the Government's policy of import - substitution policy after the Covid-19 stimulus package, which is evident in the MSME and defense sector. The objective of this paper is to see Patanjali's role in these two campaigns, how the Make in India campaign can be successful and how India can be Atmanirbhar. And how it can make its presence felt in the world by spreading its message of good health and healthy mind and yet make good business sense to all. The way Patanjali rose from Yoga classes to a huge FMCG conglomerate that it is today proves that amidst the ups and downs, growth can be achieved. If we all pledge today to buy Indian and be Indian the twin campaigns will be a huge success in the long run.

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