

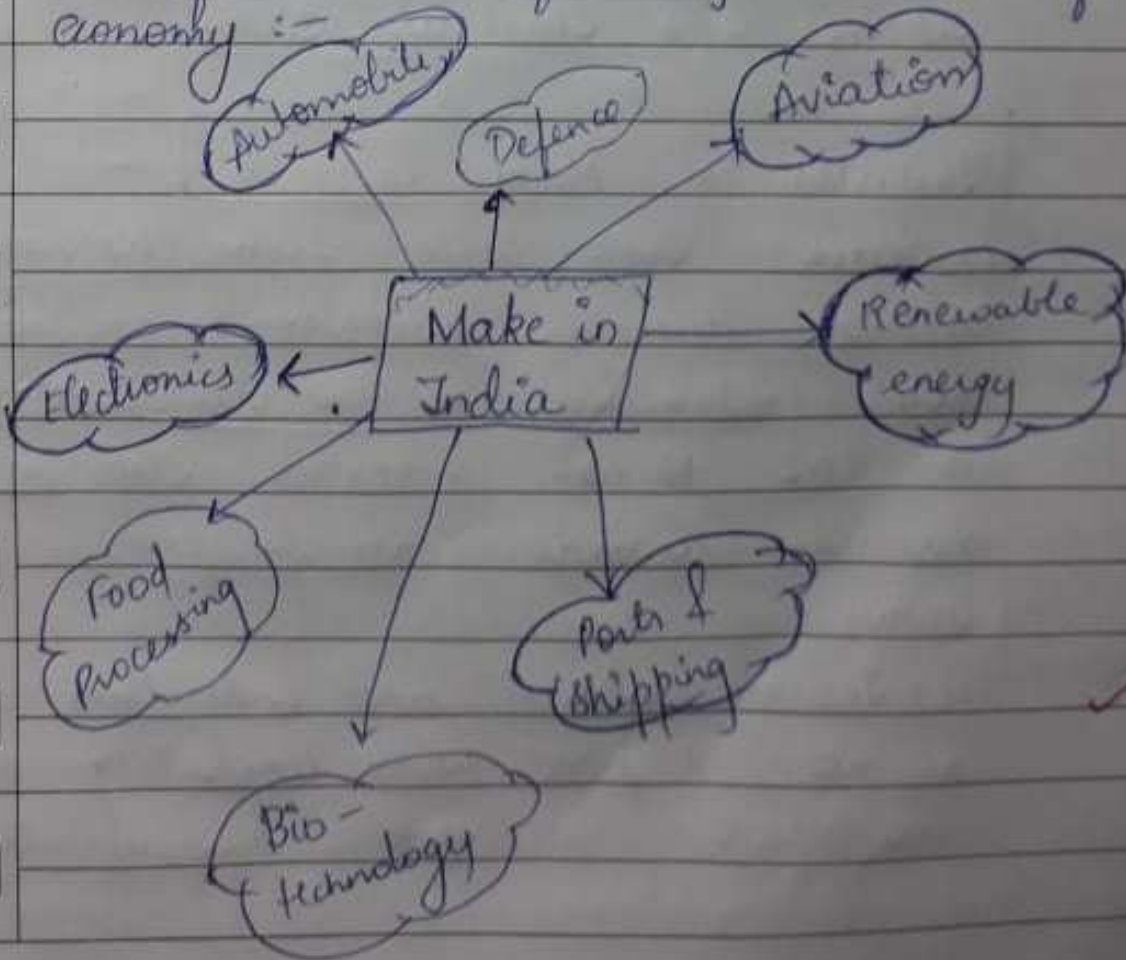
Q.

What is Make in India campaign?  
Explain the success and failure of  
Make in India. (250 words)

A.

Make in India, an ambitious campaign of the NDA government launched in year 2014 aims at skill development, increase in domestic manufacturing, export promotion, import substitution and increase the share of manufacturing sector from 15% to 25% of the GDP by 2022.  
(12-14%)

It focuses on following sectors of economy :-



## Success of Make in India:-

- (i) Enhanced India's ranking in Ease of Doing Business Report.
- (ii) Given impetus to underperforming and underdeveloped MSME sector.
- (iii) Increased scope for foreign direct investments in India.
- (iv) Infusion of better tech and cutting of edge technology in manufacturing bringing India in par with its counterparts.
- (v) Encourage private sector participation, entrepreneurship through help of schemes like start up India.

## Failures of Make in India:-

- (i) India still suffer from Chakravyuh Challenge due to burdensome existing norms, attracting less investment.
- (ii) FDI though increased still not directed towards manufacturing sector.
- (iii) Indian labour and industries are not at par with competing counterparts in skill and operation.

(iv) Manufacturing sector suffers from lack of proper infrastructure, power outages and ~~improper~~ inconvenient transportation, adding to the problems.

What needs to be done :-

In order to make ~~India~~ "Make in India" successful like its role model Made in China it needs: better market regulations; skill development; less bureaucracy and red tapism; simplification of processing; promotion of medium and small enterprises and impetus to research and development; should be done.

Excell!