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Vices and Virtues of Make in India in Indian Economy: A Case Study on Green Sole

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Abstract- The concept of “Make in India” is no less than a revolution in today’s time when the economy is facing so many challenges. Traditional means of progress can no longer satisfy the needs of development. For an overall and holistic development it is important to come forward with new ways of development and change. The concept of make in India is one such method or a way to bring about that change in the nation. Here, it should also be seen as to what are the pros and cons of this concept and is this campaign really viable? This paper aims at finding out answers to these questions: how will make in India help the economy in growing and what are the vices and virtues of the make in India campaign. It also tries to study how eco friendly ideas can create Make in India campaign a success through a case study on Green sole organization.

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I. INTRODUCTION: MAKE IN INDIA IN THE OLDEN PERIOD

There was a time when India was famed for her fabulous wealth. The arts and crafts of India were backed by Indian rulers. They were unparalleled for their beauty and talent and were admired in the European countries. In the Mughal age the foreign traders used to engage local artisans at the manufacturing centers set up by them at various places in India. India is still a source of a number of amazing inventions and practices. In South India, many varieties of ornamental work in cut stones, ivory, pearl and tortoise shells were produced and pearl fishing was a major industry there. Diamonds were procured from the South and sapphires and rubies were imported from Pegu and Ceylon. For the cutting and polishing of these stones the main centers were set at Pulicat, Calicut and Vijaynagar. The inland trade was made possible only because of the well-maintained roads which linked various parts of the country. There were mainly two types of industries during the Mughal era- the agricultural based industries and non-agricultural industries and the use of machines and tools was not present and that is why most of the Mughal period industrial products were hand-made, and we see products made by local craftsmen and carpenters. There were prevalence of cottage industries and many specialized products were produced in different parts of the country like Kashmir was famous for producing

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woolen products and Bengal became famous for cotton textile industries.

During the Mughal Age, there were various agricultural based industries which functioned and the most significant was the production of various types of sugar products (gur, sugar etc.) from the sugarcane. Likewise, there was production of mastered oils from mustard seeds and coconut oil was produced from the coconuts. Some other agricultural products for instance tobacco, coffee, indigo and opium were produced in big numbers and the dyeing industry also grew immensely. Wines were produced locally and had huge market. An important industry was of silk weaving in Lahore, Agra and Gujarat. The cotton clothes were manufactured principally. Silk weaving was also a flourishing industry, mainly in Bengal. The reading materials of the foreign tourists and other contemporary literature show that there was a huge volume of national trade in Mughal era. Even the Kohinoor diamond which is supposed to be found at the Golconda mines is a pride of India which is now in the possession of the Queen of England.

In the year 1608, The East India Company arrived at Surat, in the ship *Hector* which was commanded by William Hawkins and after a few years a permanent factory was established there. Surat was utilized as the port by the textile manufacturers of Gujarat and it was regarded as the most imperative centre for the foreign trade of the Mughal Empire. There were hundreds and thousands of skilled weavers, dyers and washers employed in the textile industry of Coromandel, Gujarat and Bengal which helped in producing huge quantities of muslins, chintzes, cotton and quilts and these were sold majorly in England. In 1620, 50,000 pieces of chintz were imported to other countries and in around 1750s majority of the sales in London was from Indian textiles.

In the above background, India has also got an opportunity to reflect the vision, thought a philosophy of the Vedic heritage. The spiritual fervor attached to the commencement of civilization to us is a unique gift to the world where the saying is ‘udar charitanaam tu vasudev kutumbkam’ (for generous characters the world is one community) that means whatever India had even at the time of Vedas in the fields of science of medicines, armories, chemistry, mathematics, metallurgy, gemology etc, it was ever open for one and all. When Buddhism was transported to countries like china, java, Sumatra, Malaya, Cambodia etc. the ship

and boat making methodology also passed on to those countries. Even rust free iron was known to Indians at that time, we have pillars of the same standing in open air. Much of our science and culture imbibed around our religious places, but then, we had tolerance, attitude for all religious faith and followings and even those who came lately with emergence of new religions, that is how we stood with the tolerance for various sects and rituals. In olden days, Indian materials like clothes, silk and metal products had a market in various other countries besides the agricultural produces and spices. With the Mughal period, crafts and gems industry feeded the required class abroad. In British period the products were further added like the church bells but that was not enough, after the new era of electronic and technological development, the Indian brains grossly went abroad and the foreign countries had the opportunity to use their skills for their own riches which was basically on deviation from the spiritual and philosophical tendencies of this country.

All in all it can be said, that India had a glorious past as far as trade and business is concerned and because of its rich and varied cultural heritage, it was favorite among the traders.

II. MAKE IN INDIA NOW

Make in India is a major national program designed by the government to promote investment, foster innovation and sustainable development with the help of various skills enhancement schemes and building state of the art infrastructure.

Now the question comes is this just a campaign like various other campaigns? Is this actually economically viable? Is it a dream? Or can it be converted into reality? What are the challenges that need to be taken care of while implementing this project? What will be its impact globally?

According to KPMG, the Make in India project is one of the worlds most innovative and inspiring infrastructure projects. There is a need to lift the global competitiveness of the Indian manufacturing sector. Government has launched the National Manufacturing Policy to address the issues of regulation, infrastructure, skill development, technology, availability of finance, etc. The aim of the MII initiative is to position India as a manufacturing center, and the government is putting all efforts to attract investors to invest in India.

These steps taken together will support the economy and the markets as it will help in accelerate growth, in creation of employment and in increasing investment level in India.

III. VICES OF MAKE IN INDIA

a) *Lagging in innovation and research and development*

Heavy investments are needed in the research and development areas for generating long term

competitiveness. However, the Government provides R&D support to many global companies but as far as the Indian companies are concerned, they have been slow towards research and development. Indian industries lack in the research and development component. Despite so much of progress, India is still lagging in innovation. This is further corroborated by the fact that there is low availability of scientists and the engineers in the nation. The investment in research and development is very low as compared to the western nations.

1. *Underdeveloped Infrastructure:* The power and transport infrastructure are cited as major bottlenecks. To attract FDI India needs infrastructure. From the moment you set foot in the country, you witness the ageing roads and railways, the unreliable power
2. *Labor and skill:* As far as imparting training to workers is concerned, India is way behind other nations. While engineering colleges mushroom, the same cannot be said of industry-specific technical skills for shop floors. A major effort has got underway under the National Skill Development Corporation (NSDC), but this needs time to develop. Dearth of vocational education facilities and lack of training facilities are a key part of India's industrial landscape. According to an article in the times of India, around 119 million additional skilled workforces will be required by 24 sectors such as construction, retail, transportation logistics, automobile, and handloom by 2022, says a government report. It is imperative for the government to plan the skilling of future workforce of India
3. *Where is the money?* – Money is needed to create infrastructure and industries. The public sector banks are in huge losses after making requirements to lessen bad loans.
4. *Labor Laws-* India's labor laws are rigid and inflexible that needs to be addressed.
5. *Lack of character-* lack of character among babu class is a continuous problem. It adds to entire concentration for illegitimate personal benefits. There is also an issue of unqualified officials due to entry through reservations.
6. *Inter-state differences-* There is political lack of single-mindedness and timidity in thoughts plus inability to implement the strategies and programs properly and ego of those at fountain head of power are glaring weaknesses in various strata in India. Latest CAG report exposes that sanctioned loan during 2009-2014 was not taken timely from international agencies like the World Bank, IMF etc. which has caused for damages of more than 600 crores.

7. *Complex nature of laws-* Various laws and amendments lead to more complicated interpretation and procedures that an entrepreneur gets lost in holding and up keeping of files in India.

IV. VIRTUES OF MAKE IN INDIA

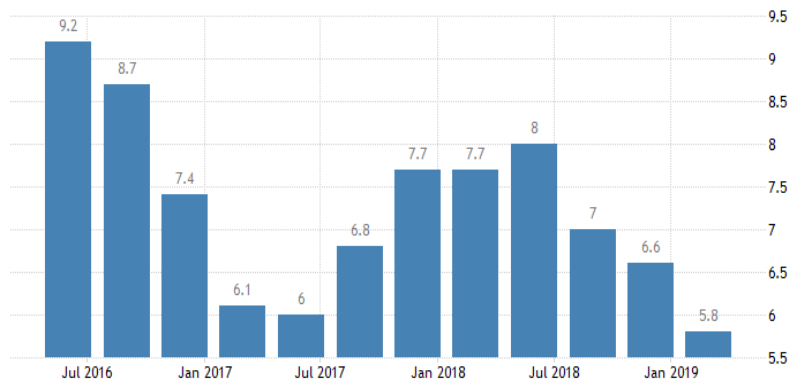
1. It will help in the transformation of the nation as more and more foreign manufacturers will be coming in India and making their products in India itself, it will surely advance Indian economy.
2. The second point is an expansion of the first point only, the impact of the setting up of many foreign companies in India, will eventually lead to more employment opportunities. As we know, one of the hurdles that India faces in the way of its economic

development is the lack of industries and thereby little or no job availability with the people. India has the largest and youngest populations in the world that is why it is regarded as the young nation and which is why it becomes very important for the Government to create good quality and quantity of jobs in the coming days to ensure a decent standard of living for its countrymen. Therefore, if Make in India campaign works, it will make the employment sector better.

3. Make in India will increase the GDP of the nation. The contribution of the service sectors and the industrial sectors has improved to a great extent. India has now become the 7th largest economy of the world.

V. GROWTH OF INDIA IN TERMS OF GDP (2016-2019)

Table 1



SOURCE: TRADINGECONOMICS.COM | MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION (MOSPI)

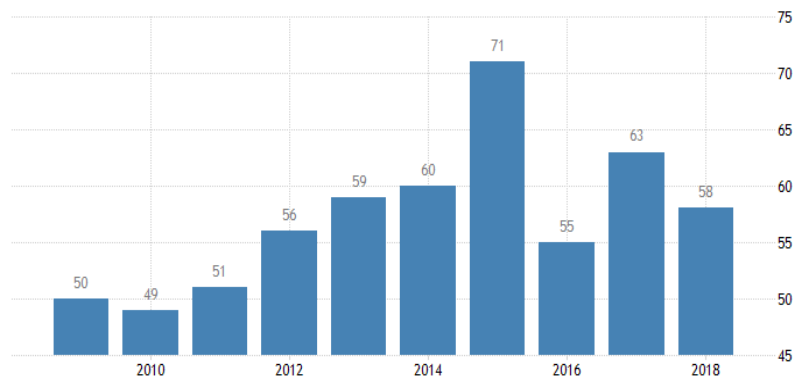
Source: <https://tradingeconomics.com/india/gdp-growth-annual>

1. The competitiveness background: in the year 2016, India's rank in the competitiveness index was 55 out of 140 economies. As per the latest data, India is the 58 most competitive nation in the world out of

140 countries ranked in the 2018 edition of the Global Competitiveness Report published by the World Economic Forum.

VI. INDIA'S RANKING IN GLOBAL COMPETITIVENESS REPORT SINCE 2010-2018

Table 2



SOURCE: TRADINGECONOMICS.COM | WORLD ECONOMIC FORUM

Source: <https://tradingeconomics.com/india/competitiveness-rank>

2. Enhancing competitiveness: as far as the virtues of the Make in India program is concerned, our nation will definitely get benefited from the drive initiated by the Prime Minister Mr. Narendra Modi. India ranks

58th in the Global Competitiveness Index in 2018 which implies that improvements are constantly taking place but more attention should be given to technology and innovation.

VII. SWOT ANALYSIS OF MAKE IN INDIA

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • Fastest growing economy • Demand • Labor cost advantage • Rich natural resources • Talented human resources • Government policies • Sound international relations • Democratic government • Producer incentives • Language skills 	<ul style="list-style-type: none"> • Lack of technological up gradation • Lack of efficient infrastructure like transportation, power etc • Corruption and red tapism • Poor labor laws • Overhauling regulations of Land acquisition • Low productivity • Environmental issues like pollution etc. • Delays and inefficiency
OPPORTUNITY	THREAT
<ul style="list-style-type: none"> • More than 1.2 billion domestic consumers • Huge global export market • Introduction of the GST , will spur growth • Research & Development • Infrastructural improvement • Import substitution 	<ul style="list-style-type: none"> • Competition from China • Poor global ranking for “EASE OF DOING BUSINESS INDEX” • Terrorism • Law and order

VIII. MAKE IN INDIA 2.0

a) *The second term of MII will focus on the following sectors*

The authorities have taken into consideration certain sectors which have the prospective to become global leaders and accelerate the growth rate of manufacturing like capital goods, auto, defence, pharma, renewable energy, biotechnology, chemicals, electronic system design and manufacturing, leather, textiles, food processing, gems & jewellery, construction, shipping, and railways. These sectors have been given important consideration as they will help in creating more number of job opportunities for the people of the country.

IX. MAKE IN INDIA THROUGH GREEN IDEAS

The present Government started Make in India initiative to showcase the power of India in the manufacturing sector and we are witnessing a rise in foreign investments as well. We are a heavily populated nation, with about 1.25 billion of population; consequently there is no dearth of ideas to start new and innovative ventures. The areas of sustainable development along with renewable energy are gaining importance. For instance, bio coals are being manufactured in India with the use of agricultural waste called Parali, ground nut husk and mustard seeds and these are mixed and then processed and after that bio

coals are made which can be used as a substitute of coals and these are 99.9% environment friendly. Likewise there are various other innovative ideas which the government should promote under the Make in India campaign which will not only help in building entrepreneurship skills but it will also ensure a sustainable development of the society as a whole.

X. GREENSOLE: A CASE STUDY

“What is waste for you can be gold for someone else”. This organization is started by Shriyans Bhandari and Ramesh Dhami, two young social entrepreneurs who are acting as change makers and have taken a business way to solve problems faced by the society. These change makers use the sole and other usable part of the discarded and old footwear and after the up cycling of those shoes they create new footwear which is 100% sustainable. Their vision is to contribute to social good, by creating a self-sustaining infrastructure that facilitates the provision of the basic necessity of footwear to everyone, forever, environmental good, by refurbishing discarded shoes with zero carbon foot print and economic good by giving employment to refurbish shoes.

At Greensole, they recycle discarded shoes to comfortable footwear, keeping them away from landfills and provide them to children in need. Along with that they also retail, up cycled footwear towards building a self-sustaining social venture. With this innovative

venture, they are not only protecting the environment but are also providing employment to people.

Globally every year more than 35,00,00,000 pairs of shoes are discarded, while as per the recent report by WHO, 1.5 billion people are infected by diseases that could be prohibited by the use of footwear. While manufacturing a pair of shoes involves a total of assembling upto 65 discrete parts in 360 steps, which generates 30 lbs of emissions; equivalent to leaving a 100-watt bulb burning for a week.

a) *Achievements*

Till date they have provided 1,52,223 footwear to poor people, they aim to increase it to 10 lakh in the year 2020. With this social enterprise and reusing the waste footwear and thereby making new ones, they have saved 5,52,000 Carbon Dioxide emissions

XI. CONCLUSION

The Indian economy which is deemed to be the only growing economy at present is multidimensional like the state owned enterprises, semi state, private, private-public, they will have international partners. Thus, it is but for sure that not only India will earn, but it will stand as a role model for many other countries to follow her footprints. It will bring more openness and competitive choice of products together with services to the end consumer with multilevel benefits to the chain management from wholesaler to the retailers that means more flow and movement of money and employment which will not remain confined to big cities but will reach to the remote areas surely and this shift is very important for our nation as it will enhance the economic growth and will help in creating more jobs for the youngsters. India has all the indispensable resources which are needed to become a global manufacturing power, but for that it has to overcome all the obstacles that are coming in its way. The youth is the future of the country and with this study, it can be easily concluded that the dream project of the Government, Make in India, is accepted by the youngsters as they have a positive approach towards the program and they have accepted this as an opportunity for economic growth as a whole. Overall it can be said that an innovative mind is needed to bring a socially inclined business plan and the above case study on Greensole can be taken as an example that environment friendly innovative ideas can certainly help in making the Make in India campaign a success.

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