



A STUDY ON NEW GOVERNMENT INITIATIVES (2014-19): MAKE IN INDIA, SKILL INDIA, DIGITAL INDIA, SMART CITIES

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Abstract

Make in India,Digital India and Skill development all these initiatives focuses on attracting more investmen, promote innovation, protect intellectual properties,boost skill development and to develop world class manufacturing infrastructure in India.These initiativesare to transform India through rapid means of development.Industry 4.0 could transform the manufacturing ecosystem.

Introduction

The Make in India program has built on layers of collaborative efforts. In order to transform India into a knowledge economy and digitally empowered society, digital India initiative is gaining momentum. ‘Mottoof initiative is to power to empower’. To accommodate the massive urbanisation, India needs to find smarter ways to manage complexities reduce expenses increase efficiency and improve the quality of life. In the words of Mahatma “the brain must be educated through the land.” Industry 4.0 technologies wish to adopt across multiple objectives and horizons of maturity. Organisations can look for solutions, by collaborating with external partners or investing in start-ups with the relevant expertise.

Meaning

Make in India: It is to transform India into a global manufacturing hub.

Skill India: To enable the creation and sustainability of support systems required for skill development.

Digital India

To ensure the government’s services are made available to citizens electronically by improved online infrastructure and by increasing internet connectivity or by making the country digitally empowered in the field of technology.

Smart Cities Initiative: It is an innovative and new initiative to drive economic growth and improve the quality of life of people.

Objectives

1. To boost multi-national and national firms to manufacturing their products in India.
2. To encourage Foreign Direct Investment {FDI}.
3. To generate employment.
4. It looks forward to capital and technological investments in India.
5. To reduce poverty by reducing unemployment issue for the youth.
6. To create platform for expansion of rural businesses and economic activity.
7. Skill development enables a large number of youth to take up industry relevant skill training.
8. Smart cities promote cities that provide core infrastructure and give a decent quality of life, a clean and sustainable environment.

Methodology

It is a descriptive study; the source of data collection is primary in nature based on questionnaire. Oral interview was conducted. Secondary data was collected for the objectives and schemes.



Need

1. To improve the business environment.
2. Contribution from manufacturing sector to GDP.
3. To improve cashless economy by using cashless payment applications.
4. Reduction in corruption from cashless economy.
5. Skill is required as it is a driving force of economic and social development.
6. Smart cities are required to get adequate water, assured electricity supply.

Make In India

Under the leadership of our Prime Minister Narendra Modi , “Make in India” campaign was launched. It is a Swadeshi movement covering 25 sectors of economy, was launched on September 25, 2014. The initiative is based on four pillars: new processes, new infrastructure, new sector, new mindset. Today, India’s creditability is stronger than ever. There is visible momentum, energy and optimism. Make in India is opening new investment doors. Multiple enterprises are adopting it.

“Manufacture in India and sell the products worldwide” is the motto. This scheme will make India a world level manufacturing powerhouse which will definitely help in solving issues of Indian economy. Youths of our country have enough talent and skill to come up with new ideas. It provides all the top investors a favourable opportunity to come in India and invest in business.

Local Business Global Reach: small businesses are increasingly expanding their reach to global markets and customers, thanks to the services of global logistics firm and access to e-commerce platform. Small entrepreneurs play a huge role in Indian economy, for further economic growth two things are necessary. First, there is a need to have better physical infrastructure in smaller towns. And second, there should be new and innovative ways of funding to grow and reach global market.

Skill India

A campaign launched by Prime Minister Narendra Modion July 15, 2015. Setting standards and qualities of training is a pre-requisite for skilling and utilisation. “Kaushal Bharat KushalBharat”. The National Skill Development Corporation of India was setup as a one of its kind, public private partnership company with the private mandate of catalysing the skills landscape in India.

1. It is based on the following pillars: 1.create large and good quality vocational institute.
2. Reduce risk by providing patient capital including grants and equality.
3. To enable the creation and sustainability of support systems required for skill development.

It will help in securing a better livelihood, individuals with prior learning experience or skills will also be assessed and certified under recognition of prior learning scheme. Training and assessment fees are completely paid by the government. Entrepreneurship will be there to meet the challenge of skilling at scale with speed and standard quality.

Top skills in 2018:

1. Tell a data story- it expects to extract, verify and sort it and interpret it.
2. Solve for product- solution approach to challenging problems.
3. Money matters- accurately aware of cost and revenue.
4. Embrace the art of selling-improving sales skill to improve productivity.
5. Get people to succeed –sharpen the skills and motivate to achieve goals.

Digital India

Digital connectivity is an emerging concept to connect with people across India. The main vision is the development in the field of electronics, services, products, manufacturing and job oriented schemes. It provides digital literacy and enriches the knowledge in our country. e- Education is also playing a significant role in current



situation. Low cost technology based initiatives like e-hospitals, e-scholarship, Jeevan Pramman for pensioners, e-NAM linking agricultural mandis to farmers and a host of other digital products are ensuring flawless delivery of services and creating entrepreneurship. Extraordinary development of a digital ecosystem is taking place in sync with the larger and conventional IT profile in India.

Vision of Digital India

1. Digital infrastructure as a utility to every citizen.
2. Governance and services on demand.
3. Digital empowerment of citizens.

It Consists of three Components

1. Delivering government services digitally.
2. Development of digital infrastructure which is secure and stable.
3. Universal digital literacy.

Smart Cities Initiative

The largest potential benefit from smart cities is enhancing resident quality of life. It is by establishing local development of technology as a means to create smart outcomes for citizens.

Strategy

1. Pan -city initiative in which at least one smart solution is applied city wide.
2. Develop areas step-by- step three models of area-based development.
3. Retrofitting.
4. Redevelopment.
5. Green field.

The Core Infrastructure Elements

1. Sanitation.
2. Efficient urban mobility and public transport.
3. Affordable housing.
4. IT connectivity and digitalisation.
5. Good e-governance.
6. Sustainable environment.
7. Health and education.

Disadvantages

1. Make in India neglects agricultural sector.
2. Depletion of natural resources and increase in pollution.
3. Skill development does not correspond well with the competitive global requirements of skilling.
4. Lack of universal access to institutional credit and other financial services adversely impact skill development.
5. Smart leadership and vision to act decisively determine the success of the mission.

Queries

1. Do you think Make in India initiative is successful?
YES: 60% NO: 40%
2. Is Digital India beneficial to our nation?
YES: 55% NO: 45%
3. Can we improvise the smart city mission in India?
YES: 75% NO: 25%
4. Is skill India initiative has benefitted the youth?
YES: 50% NO: 50%



Findings

1. Make in India has been quite successful. Public has made massive use of Make in India products.
2. Digital India program is growing through usage of more digital technology.
3. But sometimes Digital India doesn't stand because many do not know how to operate the applications.
4. Smart cities help in urban renewal of our country and it develops many cities across India.
5. There are successful placements and training programs which has helped the youth.

Conclusion

This paper attempts to underline the aspects of Make in India, Skill Development, Digital India and Smart Cities. These schemes are paving a path of brighter tomorrow for every young Indian. They are transforming Indians with a new ray of hope and enlightenment for every potential youth seeking the right direction.

Keywords

1. Industry 4.0: represent fourth revolution in manufacturing. It incorporates and extends digital connectivity within the context of the physical world in digital enterprises and digital supply networks.
2. Foreign direct investment: when businesses from one country invest in firms in another country.
3. Retrofitting: addition of new technology.
4. E-governance: is the application of information and communication technology for delivering government services, exchange of information and services between government to government or government to business.

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