

Ease Of Doing Commerce; Trade Production Dealing.

Dr.P.B. Kumbhar,

Director, Adhalrao Patil Institute of Management & Research, Pune.

ABSTRACT:

Since a noticeable preceding time a significant discussion is being focused on 'Make in India' campaign. Prime Minister of India ; Narendra Modi ; promised and called investors from the nation and also abroad that Bharat (India) will no longer be forced; controlled; compelled by rule- edict- directives i.e. license raj. Earlier the approach was totally discouraging. It was under the guise of approvals, regulations, quota system, and license. The result yielded was every thing was moving at a snail's speed. Unquestionably; with the passage of lead time; the tax reforms were taking place. And adversely hampering the progress.

Key Words: Make in India, - transformation – Campaign - Focus – Amenities – Initiatives – Deliver.

Methodology: Literature based {Empirical}, Opinion survey

Since a noticeable preceding time a significant discussion is being focused on 'Make in India' campaign. Prime Minister of India ; Narendra Modi ; promised and called investors from the nation and also abroad that Bharat (India) will no longer be forced; controlled; compelled by rule- edict- directives i.e. license raj. Earlier the approach was totally discouraging. It was under the guise of approvals, regulations, quota system, and license. The result yielded was every thing was moving at a snail's speed. Unquestionably; with the passage of lead time; the tax reforms were taking place. And adversely hampering the progress. The dismal situation / circumstances warranted the reformation-restructuring. The World Bank; published a sad state of report regarding the slipping of progress. At the world level; India ranked 142nd for 'ease of doing business. The main and major economic reforms also encircled 'ease of doing businesses. It is not related with releasing / loosening government's strong hold by employing the tools such as licenses, quotas, regulations, tariffs, documentation and the strictest compliance of rules – regulations – terms and conditions. Innumerable hurdles; countless pitfalls; lot of bottlenecks Leading to retardation in the growth and progress. The economists and the corporate world started pondering this aspect.

The challenge that is to be examined; explored and replied; is the government's role in fulfilling the assurance. As well as institute; prove sincerest and strictest adherence to the same. The Economic Times Report states that the report is embodied with identification of 46 essential action points necessary to accomplish the goal ; including the simplification of procedures – methodology – systems – law.. This covers: reduction in number of taxes; permitting on line payment; simplification of complex tax process; uniform code policy ... however still many opine that; it is a wish list a determined push is required. Hartej Singh and others [A BITS] Piani stated that their team undertook the Roof Top Solar energy projects in Tamilnadu. Domestic use of substitutes for electricity is becoming more prevalent now. This is a regulatory sensitive business. - - 'we stand to benefit from 'Make in India' campaign. Relying on imported stuff makes it risky owing to highly volatile Indian currency. More than 2 GW of PV module manufacturing is planned by International majors such as Trina Solar, First Solar, Sun Edison, and Canadian Solar. Another plan is by Indian majors such as Reliance & Lanco . --- shall be switching over to domestic procurement; once all this 'Make in India' capacity takes place. India could not achieve the progress for the reasons p[policy to political adamancy, adherence to a flawed socio – economic system , age old biases, due to too much democracy Make In India plans to make India the hub of manufacturing ; design ; innovation ; invitation for the world's businessmen to make India as their home ' 'For years manufacturing has been lagging behind the composition of GDP of our country for a number of years; we have not capitalized on the huge labour divided in terms of numbers and wages. Ambitious plans have been drawn up to boost infra structure. – Roads; railways, ports, airports, shipping facilities, communication etc. For this to happen it is essential to Ease of Doing Business. The government has selected 25 sectors which will help India to put on Global Super Economic Power map ranging from automobiles, infrastructure, pharmaceuticals, textile, garments to innocuous sounding – wellness , hospitality

The "Make In India" initiative is based on four pillars. [1] New infrastructures: Availability of modern and facilitating infrastructure. Government intends to develop industrial corridor and smart cities to provide infrastructure based on the state of arts technology with modern high speed communication and integrated logistic arrangements. Innovation and Research activities are supported by fast paced registration system. [2] The requirement of skills is to be identified and accordingly the development of work force to be taken up. [3] New Sectors: 25 sectors are identified in manufacturing, infrastructure service activities and detailed information being shared through inter active web portals and professionally developed brochures. [4] New Mindset Change by bringing a paradigm shift in how government interacts with industry. The governments approach will be a facilitator and not a regulator.

Capt. Dinesha Gautama , President Nakar Corporation Ltd. expressed that ; ' shipping is a very capital intensive industry and all it's ancillary subsidiaries that supported the growth in India were based abroad. Ship building Industry

requires huge financial support, exemption from service tax, working capital with low rate of interest, SEZ status to ship yard, imports of components pressurizes on cost of components.

Mr. U. K. Joshi Director ASSOCHAM has opined that ‘Make In India’ is making MSMEs’ sustainable. Micro – Small – Medium Enterprises are the back bone of economy and also the drivers of growth. This sector is highly dynamic and vibrant. With their inherent strength and resilience MSMEs have emerged as playing crucial role in large employment opportunities with comparatively low capital and also help in industrialization of rural and backward areas. There by reducing regional imbalances, assuming more equitable capital distribution. They also play a key role in the development of economy with their effective – efficient – flexible and innovative entrepreneurial spirit. MSMEs are globally considered as an engine of economic growth and as key instrument to promoting economic development. The major advantage of the sector is employment potential at low cost capital. It is witnessed; supported by historical data; that the slow down in manufacturing sector attributes to higher interest rates imposed on consumer durables. Several projects are delayed owing to red tapism, lack of will power in decision making by the government. All these dormant attributes have scaled down the confidence level to revitalize the bearish sentiments in manufacturing sector, government has triggered the Make in India campaign to boost manufacturing sector. He has stated the hurdles as below.

1. Absence of adequate and timely finance. 2. The infra structure facility is not to the desired level. 3. Limited capital and knowledge. 4. Obsolete technology. 5. Low production capacity. 6. Ineffective marketing strategy. 7. Taxes and regulations. 8. Non availability of skilled labour. ‘Make In India’ is estimated to promote indigenization and import substitution. While imports of certain goods like crude is inevitable; many other products across consumer sectors like electronic white goods; lighting; consumables which are not technology intensive; have a significant potential to be established by local enterprises. Further there is potential to incentivize investment in high technology / engineering import substitution and indigenization in many areas of health care, automotive, defense, electronics, telecom.. A strong support of industry association and academia is also needed to guide MSME foray in to areas where they can substitute imports. Integrate global value chain with MSME. Further MSME can be the backbone for the existing and future high growth businesses with domestic and foreign companies investing in the ‘Make In India’ initiative. India has progressed from the production of simple goods to highly technological goods. E.g. electro medical equipment’s, pharmaceutical products, organic products, iron and steel articles. Government has taken initiative for the development. Few of the schemes are: National Manufacturing Competitiveness Program. --- Micro and Small Enterprises Cluster Development Program. – Credit Linked Capital Subsidy Scheme for Technology Up gradation --- Credit Guarantee Scheme. Etc. The above schemes helped MSMEs a lot.

S. P. Shukla; a Member of the Group Executive Board of Mahindra & Mahindra Ltd. And group President has expressed his thoughts ‘Make In India’ program and its impact on Indian Defense Industry. One of the prominent factors; is the intent to conduct an open dialogue Vijay Kelkar Committee [2005]d at creating Champions of Defense Industries. These nominations were from private sectors. Thus there is an indigenous defense industry to provide similar strategic befitting defense equipment/s. therefore there is an opportunity to the concerned; in this sector; to be committed and geared to rise to the occasion in the service of the nation.

Dr. Ganesh Natarajan Vice Chairman & CEO Zensar Technologies & Chairman NASSCOM Foundation gave his views on ‘Digital India’s technology to power Make in India’. It is Rs. 1.1 Lakh Crores initiative. There are three key dimensions where robust action has to be seen in 2015. To convince the cynics that the government means business and the pathways towards digital India; are indeed being created. [1] Laying down the physical and digital infrastructure that will be the foundation of all the significant nation wide initiatives. Once the national spread increases; the network effect will see health – education – financial services and government interaction are available at one’s fingertips and an aware citizenry stepping up to contribute to the next wave of progress. [2] Fleshing out of the smart city program Platforms and software can be deployed to connect up demand and supply chains of lakhs of entrepreneurs engaged in ‘Make In India’ project. This manufacturing renaissance coupled with e- Kranti program which envisages a slew of services. The Pradhan Mantri Jan Dhan Yojana for financial inclusion and all encompassing e – health care, e – police, and a host of e – Government services have the potential to truly transform expectations and reality. [3] Generation of digital literacy. And ITes through robust PPP.

Ms. Mahanti Parasuram Head; Marketing and Public Affairs Granados India Pvt Ltd. threw the light on ‘sustainable development – the mantra for real growth. She vindicated “When a nation’s GDP increases, the purchasing power of people also increases. It is estimated that nearly 85% of the people will live in cities by 2050. Government is actively rooting for clean technology and energy efficiency in its endeavor to peruse low carbon growth. The shift in focus to renewable energy bodes well for India. The natural resources available in India should be used effectively and efficiently for the betterment of people. Poverty eradication, gender equality, affordable and reliable energy access to all inclusive, safe, resilient cities and sustainable management of water and waste are some of the country’s sustainable development goals. Stronger private sector engagement in the regional economy can

harness opportunities for export oriented production and greater participation in global & regional value chains can be created. “

The railway minister’s budget provides an insight in to his vision His program envisages

1 IR to become prime mover of economy. 2. Resource mobilization for higher investment. 3. Decongestion of heavy haul routes and speeding up of trains [emphasizing on gauge conversion, doubling – tripling and electrification. 4 project delivery. 5 passenger amenities. 6 safety. 7 Transparency. 8 system improvement. 9. Railway to be continued as preferred mode of transport for the masses. 10 Sustainability. The execution is proposed through four goals. [i]To deliver a sustained and measurable improvement in customer experience. [ii] to make rail as a safer means of travel [iii] expand capacity , modernize infra structure. Increase daily passenger carrying capacity from 2 million to 30 millions. [iv] to make financially self reliant / sustainable Generate large surplus The Delhi Mumbai Industrial Corridor has been envisaged as a global manufacturing and industrial development. The campaign is focusing on the manufacturing sector. It is not going to be an easy task India is a unique country where there is a combination of democracy , demography and demand. As part of ‘ Make In India ‘ Campaign all hurdles related to starting / doing business will have to be resolved. So for each type of business [let it be trading – grinding – mixing – selling etc create the suitable model . For transforming India the mind set of Indians needs to be altered – renovated- moved - As per Financial Express Pune Edition (page 7 , Dt. 1st January 2016) ‘ top initiatives of the year 2015 , will shape India 2016’. The slogan for policy makers this year should be DEBATE – DECIDE – DO – DELIVER. . ---- We have a long way to go in terms of access to basic amenities or public goods. The goal of universal coverage of basic services like safe drinking water , toilet facility , kitchen spaces , ... still remains unattained. In ‘Business Standard Pune Edition(Page 5, 1st January 2016) it is opined that ‘ Agriculture needs to take center stage in budget. Conclusively , the campaign is superb. But needs to do lot and lot more.

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