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A ROADMAP TO SELF RELIANT INDIA"**

IN ASSOCIATION WITH  
DEPARTMENT OF MANAGEMENT STUDIES,  
MACFAST, KERALA, INDIA



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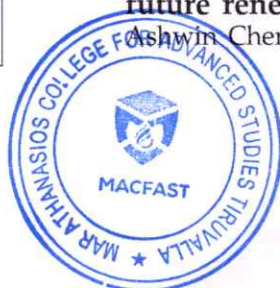
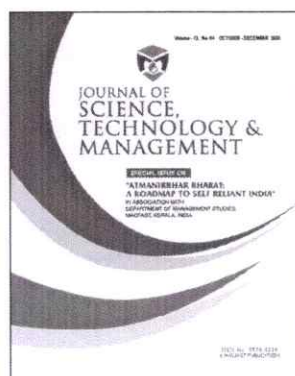
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# Make in India - A step towards excellence with respect to FDI inflows

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**Abstract:** India is one of the world's largest emerging economies, based on nominal GDP and the per capita income globally. Indian Business beholds great pride and legacy, in developing India standards and boundaries, both in National and International markets. The Make in India Campaign, launched in 2014, played a major role in appraising the entire economy. Make in India is a national level initiative, functions to transform India into a manufacturing hub and perceive a global design. Make in India campaign owed to guide and support rising entrepreneurs, irrespective of sectors and invest in India. One of the major aims of the Make in India campaign is to accelerate the Foreign Direct Investments (FDI) into the Indian economy. FDI boosts the manufacturing as well as the services sector and enhances our national integrity, creating direct benefits such as new investments and employment opportunities, which in turn uplifts the government tax reserves and stabilises foreign exchanges. Therefore, it is very relevant to study the FDI trends in our nation and find out the underlying benefits. This study aims to reveal the impact of the Make in India campaign with respect to the Foreign Direct Investments (FDI), within each economic sector and analyze the relationship between them. The present study is a comparative analysis between the Foreign Direct Investments (FDI) of the major economic sectors in India, before and after the launch of the Make in India campaign. The correlation between the sectors helps us analyse the impact of Make in India Campaign.

**Keywords:** Make in India, Indian Business, Economic growth, Foreign Direct Investment (FDI), Gross Domestic Product (GDP).

## Introduction

The Indian economy has manifested itself globally with its fast-growing economy and massive potential. A well-built institutional infrastructure, resilient private sector, brisk technological advancement, skilled human resources, rising middle class, dynamic entrepreneurial customs, increasing productivity, etc made India, the world's fastest-growing economy. To enhance the ease of doing business and to boost procurement, investments, as well as exports of Indian goods and services, the Government of India, took several initiatives including Make in India, Government e-marketplace, Start-up India, etc.

The Make in India campaign was a part of nation-building initiatives, to transform India into a manufacturing hub, and to attract more FDI. Make in India was more than a mere slogan. It was a rallying cry to Indian business leaders as well as citizens and an invitation to prospective investors and partners across the world. As the first step, The Department for Promotion of Industry and Internal Trade worked to build the brand new infrastructure with the assistance of specialized agencies. This infrastructure included a help desk as well as a website packed with details including key facts and figures, policies, and sector-wise details. Also, this initiative has been constructed on the foundation of various collaborative efforts. These efforts established the public-private partnership which later became its hallmark.





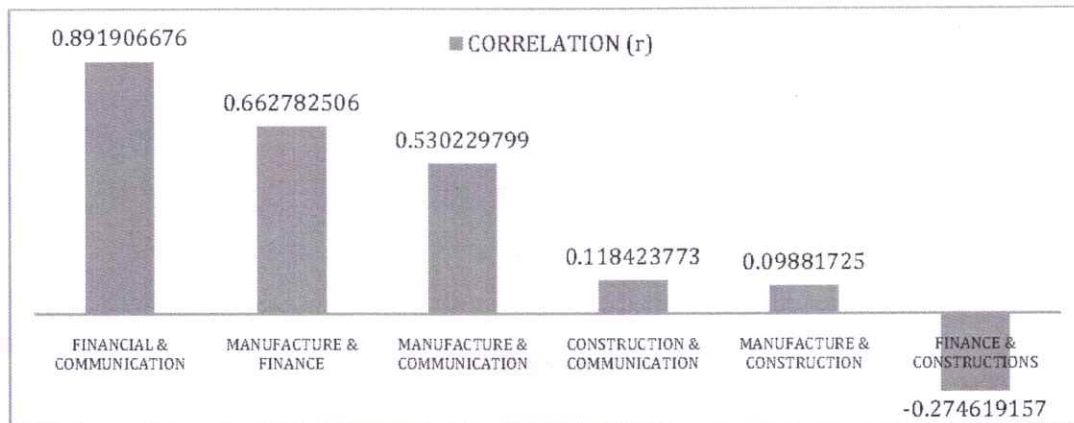


Fig. 1: The above graph shows the correlation between the four sectors

## Conclusion

The analysis clearly portraits that the financial sector and communication sector has the highest value of coefficient of correlation with respect to FDI inflows, which accounts to major influence of Make in India Campaign in these two sectors. Make in India has a major role in influencing these sectors and gaining more of foreign investments. Financial sector and Communication sector are rich with ample foreign investments and is likely to prosper more in the upcoming years. The constructions sector has a comparatively less funding and that is why this sector has a negative correlation when comparing with the financial sector, that is, financial and construction sectors are inversely related to each other.

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