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A ROADMAP TO SELF RELIANT INDIA"**

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



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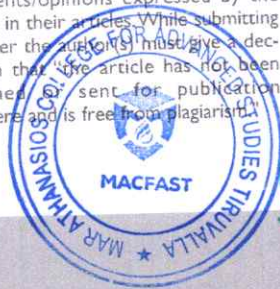
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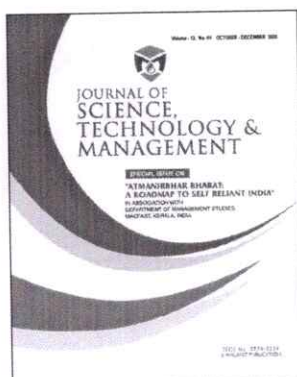
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India on the move: An appraisal of Indian tyre industry

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Abstract: After China, Europe, and the United States, India is the fourth largest market for tyres in the world. Tyres manufactured in Indian are being exported to more than 100 countries in the world, including the most astute regions such as US and European nations. COVID-19 has pressed a reset button for all the businesses. It began as a health emergency, but has transmuted into an existential crisis for most of the industries. There is no doubt, the formats for doing businesses would change. Being a progressive sector of Indian manufacturing, tyre industry is riding the waves of change. New concepts such as contactless services are already being implemented as a measure of safety. While the global supply chain addresses the disruptions that the pandemic has caused, Indian tyre industry has the potential to lead in manufacturing at a global level, taking into consideration of the policy changes related to Prime Minister's call to build a self-reliant India. This paper explores the current status of tyre industry, factors that contribute to higher productivity in the industry, challenges faced by it and the prospects of the industry in moving towards 'Atmanirbhar Bharat'

Keywords: Tyre industry, Atmanirbhar Bharat, Productivity, Self-reliant India.

Introduction

Tyre industry has companies that manufacture, and sell automobiles or any vehicle tyres to the consumers, retailers, dealers or industries whose primary operation is related to tyres. For two-wheelers, motorcycles, SUVs, vans, buses, trucks and trailers or any transport vehicle for heavy goods, this industry focuses primarily on either new or refurbished and used tyres. Tyres industry is a mature one after evolving and undergoing many cycles and stages in the previous century that the business has adapted and maintained the optimisation of demand and supply chain and function to the overall efficiency. As one of the biggest contributors to the world economy, the industry has had its ups and downs and many alterations in its overall organisational structures that today the business is performing excellently. In this industry, tyre retailing business does not include re-treading of motor vehicle tyres, but to carry out repairs and fixes on tyres.

Methodology

The major objectives of this study are:

To study the current status of tyre industry in India

To analyse the factors that contribute to higher productivity in tyre industry

To identify the challenges faced by tyre industry in India



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