



“Make in India” (A Reform into Transform)

KEYWORDS

INDIA a manufacturing hub, MAKE IN INDIA, Narendra Damodardas Modi, Prime Minister of India, Employment

Devanshi Dixit

(M.Com Final), Department of Applied Business Economics, Dayalbagh Educational Institute, Dayalbagh, Agra

Krati Agarwal

(M.Com Final), Department of Applied Business Economics, Dayalbagh Educational Institute, Dayalbagh, Agra

Y. Satguru Roshan

Research Scholar, Department of Applied Business Economics, Dayalbagh Educational Institute, Dayalbagh, Agra

Dr. Suneshwer Prasad

Assistant Professor, Department of Applied Business Economics, Dayalbagh Educational Institute, Dayalbagh, Agra

ABSTRACT A new “Make in India” campaign to “transform India into a global manufacturing hub”. The MAKE IN INDIA program laid the foundation of India’s new national manufacturing policy and rolled out the red carpet to both domestic and international industrialists with an aim to make India a manufacturing hub that will in turn boost the employment and overall growth of India. Is this strategy realistic? This paper helps answer the question by describing the potential activities of the Indian economy. This paper covers issues of the make in India, sectors covered, worldwide and positive responses and some critics. However, this paper is concluded as optimistic manner that the Make in India’ economically viable? Key thrust of the programme would be on cutting down in delays in manufacturing projects clearance, develop adequate infrastructure and make it easier for companies to do business in India .The paper then describes a set of reforms sufficient to unleash such a manufacturing growth boom.

INTRODUCTION



India is a country rich in natural resources. Labour is a plenty and skilled labour is easily available given the high rates of unemployment among the educated class of the country. With Asia developing as the outsourcing hub of the world, India is soon becoming the preferred manufacturing destination of most investors across the globe. Make in India is the Indian government’s effort to harness this demand and boost the Indian economy. India ranks low on the “ease of doing business index”. Labour laws in the country are still not conducive to the Make in India campaign. This is one of the universally noted disadvantages of manufacturing and investing in India. The new government initiating a new capital. The government’s flagship campaign intended to boost the domestic manufacturing industry and attract foreign investors to invest into the Indian economy with an intention of reviving manufacturing businesses and emphasizing key sectors in India amidst growing concerns that most entrepreneurs are moving out of the country due to its low rank in ease of doing business ratings.

Prime Minister Mr. Narendra Modi launched the Make in India campaign on September 25, 2014. The date of

the launch was chosen to be of maximum advantage. Coming right after the successful insertion of Mangalyaan – a wholly indigenously built low-cost probe into the Martian orbit - the event highlighted India’s success in manufacturing, science and technology, and all this at inexpensive costs. It also came just a day ahead of the Prime Minister’s maiden US visit. Calculated to enhance India’s attractiveness as an investment destination, the launch ceremony was held at the Vigyan Bhavan in New Delhi. The hall thronged with attendees, a number of who did not even find seats. Leading entrepreneurs and the CEOs of about 3000 companies from across 30 countries were invited to attend the launch.

The Vision of Make in India-

The manufacturing industry currently contributes just over 15% to the national GDP. The aim of this campaign is to grow this to a 25% contribution as seen with other developing nations of Asia. In the process, the government expects to generate jobs, attract much India into a manufacturing hub preferred around the globe. The Prime Minister called for all those associated with the campaign, especially the entrepreneurs and the corporates, to step and discharge their duties as Indian nationals by First Developing India and for investors to endow the country with foreign direct investments. The Prime Minister also promised that his administration would aid the investors by making India a pleasant experience and that his government considered overall development of the nation an article of faith rather than a political agenda. He also laid a robust foundation for his vision of a technology-savvy Digital India as complementary to make in India. He stressed on the employment generation and poverty alleviation that would inevitably accompany the success of this campaign. The major

objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. The initiative hopes to increase GDP growth and tax revenue. The initiative also aims at high quality standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India. The campaign was designed by the Wieden + Kennedy (W+K) group which had previously worked on the Incredible India campaign and for the Indian Air Force

Some key takeaways from the Prime Minister's speech at the launch ceremony.

We do not want to see any company or enterprise leave India due to business constraints. An environment of trust will convince industry leaders of the government's commitment to developing industry. FDI is a responsibility for the people and an opportunity for the global investors; FDI for Indians should be "First Develop India" and Foreign Direct Investment for the investors. Only when India moves away from poverty will purchasing power in the country increase and when this happens the country will start to bloom as a grand huge market for industries. The movement away from poverty will come from increase in employment; employment will come only when we start developing the manufacturing sector in India. Investors are not attracted by incentives; investment will be attracted only by friendly policies and a secure environment. Ease of business is important for development; India has slipped low in the list of countries in terms of ease of doing business. Scrutiny and red tape should not create barriers for development; simplification of processes should be the focus and redundancy done away with. The world is looking to invest in Asia, particularly in Asian democracies, and in places with high demand – India fits the bill perfectly. Effective governance is a key factor in attracting investors; the government needs to reassure investors of its effectiveness in promoting business and industry. Skilled manpower mapped to the natural potential and creation of sustainable growth will be the focus of 'Make in India'. Private-public partnership must be the basis of skills development in the country. It is the government's responsibility to facilitate the creation of an environment conducive to development. 65% population of the country is less than 35 years of age – there is immense manpower. After the indigenous development of Mangalyaan, India's talent and skills too cannot be questioned. Digital India is the crux of effective governance; if this is not achieved, the governance and society will stay divergent. Ease of governance will come only with use of technology. For years we have been emphasizing on Look East; only when we link West to this will we develop. There are numerous opportunities in manufacturing and to develop this sector we will require a whole new world of infrastructure – from highways to Information ways, gas, water pipelines, ports, and a lot many more. This government does not have a political agenda; it is dedicated to development as an article of faith. The life and destiny of India can and will be changed for the better. May Indian companies become multinational organizations but only when they grow and develop with India. Only when the Centre and the state governments work together in tandem can India's true development potential be tapped into; development of states is the development of the country. 'Make in India' is our responsibility. May India garner strength with this mission.

The 'Make in India' campaign is dedicated to Pandit Deendayal Upadhyaya, the patriotic thinker and Philosopher.

Key sectors allowed making in India

Automobiles	Food Processing	Renewable Energy
Automobile Components	IT and BPM	Roads and highways
Aviation	Leather	Space
Biotechnology	Media and Entertainment	Textiles and garments
Chemicals	Mining	Thermal Power
Construction	Oil and Gas	Tourism and Hospitality
Defence manufacturing	Pharmaceuticals	Wellness
Electrical Machinery	Ports	Electronic Systems
Railways		

'Make in India' Call Gets Smart Response from Abroad

Make in India program started by Modi Government to transform India into a global manufacturing hub. Twenty five key sectors were marked out as priority sectors and foreign investors have been promised all assistance and information required to set up businesses in India. The Prime Minister followed up on the Make in India campaign with a series of labour reforms that were long overdue. The response to make in India call has been quite promising, domestic as well as foreign, although it's not time yet to see the impact of these reforms. Tying it up with Digital India and the expansion targets of the economy, the Government is certainly working on what seems to be a comprehensive plan to rope in foreign investments to boost the economy and growth.

NEW INITIATIVES

New Infrastructure-

India's manufacturing infrastructure and capacity for innovation is poised for phenomenal growth: new smart cities and industrial clusters, being developed in identified industrial corridors having connectivity, new youth-focused programs and institutions dedicated to developing specialized skills.

Impetus on developing Industrial Corridors and Smart Cities.

A new 'National Industrial Corridor Development Authority' is being created to coordinate, integrate, monitor and supervise development of all Industrial Corridors.

Work on 5 smart cities in progress as a part of the Delhi-Mumbai Industrial Corridor: Dholera, Shendra-Bidkin, Greater Noida, Ujjain and Gurgaon. Chennai-Bengaluru Industrial Corridor: master Planning for 3 new Industrial Nodes [Ponneri (TN), Krishnapatnam (AP), Tumkur (Karnataka)] in progress.

The East Coast Economic Corridor (ECEC) with Chennai-Vizag Industrial Corridor as the first phase of this project: Feasibility Study commissioned by ADB. Amritsar-Kolkata Industrial Corridor:

DMICDC selected as Nodal Agency for doing Feasibility Study, which is being conducted at fast pace.

North-eastern part of India planned to be linked with other Industrial corridors in cooperation with government in Japan.

New Industrial Clusters for promoting advance practices in manufacturing.

Approval accorded to 21 Industrial projects under Modified Industrial Infrastructure Upgradation Scheme with an emphasis on:

1. Use of recycled water through zero liquid discharging systems.
2. Central Effluent Treatment plants. Approval accorded to 17 National Investment and Manufacturing zones. Nurturing Innovation – approval obtained for strengthening Intellectual Property regime in the country through:

1. Creation of 1,033 posts.
2. Further upgradation of IT facilities.
3. Compliance with global standards.
4. Application processes made online.

An Act recognizing National Institute of Design (NID), Ahmedabad, as an institute of National Importance notified. This will enable NID to confer degrees, promote research and function as an Apex body in Design Education. Four more NIDs are being developed. Major impetus given to skill development through Indian Leather Development Programme:

1. Training imparted to 51,216 youth in the last 100 days.
2. It is further planned to train 1,44,000 youth annually.
3. For augmentation of training infrastructure, funds released for establishment of 4 new branches of Footwear Design & Development Institute at Hyderabad, Patna.

New Sectors-

With the easing of investment caps and controls, India's high-value industrial sectors – defense, construction and railways – are now open to global participation. Policy in Defence sector liberalised and FDI cap raised from 26% to 49%. Portfolio investment in Defence sector permitted up to 24% under the automatic route. 100% FDI allowed in Defence sector for modern and state of the art technology on case to case basis. 100% FDI under automatic route permitted in construction, operation and maintenance in specified Rail Infrastructure projects such as:

1. Suburban corridor projects through PPP
2. High speed train projects
3. Dedicated freight lines
4. Rolling stock including train sets and locomotives/coaches manufacturing and maintenance facilities
5. Railway electrification
6. Signaling systems
7. Freight terminals
8. Passenger terminals
9. Infrastructure in industrial park pertaining to railway line/sidings including electrified railway lines and connectivity to main railway line
10. Mass Rapid Transport Systems Easing of norms under way for FDI in the Construction Development sector.

New Process-

Doing business in India just got easier – new de-licensing and deregulation measures are reducing complexity, and significantly increasing speed and transparency. Process of applying for Industrial License & Industrial Entrepreneur Memorandum made online on 24x7 basis through eBiz portal. Validity of Industrial license extended to three years. States asked to introduce self-certification and third party certification under Boilers Act. Major components of Defence products' list excluded from industrial licensing. Dual use items having military as well as civilian applications deregulated. Services of all Central Govt. Departments & Ministries will be integrated with the eBiz – a single window IT platform for services by 31 Dec. 2014. Process of obtaining environmental clearances made online. Following advisories sent to all Departments/ State Governments to simplify and rationalize regulatory environment. All returns should be filed on-line through a unified form. A checklist of required compliances should be placed on Ministry's/Department's web portal. All registers required to be maintained by the business should be replaced with a single electronic register. No inspection should be undertaken without the approval of the Head of the Department. For all non-risk, non-hazardous businesses a system of self-certification to be introduced.

FDI

Recent Policy Measures

- Government eases FDI norms in 15 major sectors. Townships, shopping complexes & business centres – all allow up to 100% FDI under the auto route. Conditions on minimum capitalisation & floor area restrictions have now been removed for the construction development sector.
- India's defence sector now allows consolidated FDI up to 49% under the automatic route. FDI beyond 49% will now be considered by the Foreign Investment Promotion Board. Govt approval route will be required only when FDI results in a change of ownership pattern.
- Private sector banks now allow consolidated FDI up to 74%. Up to 100% FDI is now allowed in coffee/rubber/cardamom/palm oil & olive oil plantations via the automatic route.
- 100% FDI is now allowed via the auto route in duty free shops located and operated in the customs bonded areas. Manufacturers can now sell their products through wholesale and/or retail, including through e-commerce without Government Approval. Foreign Equity caps have now been increased for establishment & operation of satellites, credit information companies, non-scheduled air transport & ground handling services from 74% to 100%.
- 100% FDI allowed in medical devices FDI cap increased in insurance & sub-activities from 26% to 49% FDI up to 49% has been permitted in the Pension Sector.
- Construction, operation and maintenance of specified activities of Railway sector opened to 100% foreign direct investment under automatic route.
- FDI policy on Construction Development sector has been liberalised by relaxing the norms pertaining to minimum area, minimum capitalisation and repatriation of funds or exit from the project. To encourage investment in affordable housing, projects committing 30 percent of the total project cost for low cost affordable housing have been exempted from minimum area and capitalisation norms. Investment by NRIs un-

der Schedule 4 of FEMA (Transfer or Issue of Security by Persons Resident Outside India) Regulations will be deemed to be domestic investment at par with the investment made by residents. Composite caps on foreign investments introduced to bring uniformity and simplicity is brought across the sectors in FDI policy. 100% FDI allowed in White Label ATM Operations.

Progress Of Make In India Campaign By Different Countries-

Oppo jumps on to 'Make in India' bandwagon; to start India plant by August Oppo's vice president Sky Li said, "India is the top priority in our expansion plans in South Asia this year. We have received tremendous support and appreciation from the customers and it's now time to reciprocate the feeling.

- **Fiat** plans for 'Make in India' Modi's call to Make in India has had things moving in the automobile sector. Fiat Chrysler Automobiles has come up with a plan to manufacture a range of C-segment Jeep brand premium sports utility vehicles in India and export these SUVs to countries such as Australia, South Africa, and the United Kingdom. This manufacturing (export) unit is likely to be up and running within an year and shall bring in an investment of about INR 1,500-2,500 cr. Narendra Modi paid a visit to Airbus Group 's facilities in Toulouse, France. He was greeted with a vote of support, from the aerospace company's CEO, for his Make in India initiative to build up manufacturing in India. Airbus Group aims to increase its sourcing of aerospace parts from Indian companies to \$2 billion in the next five years, the company informed Mr. Modi, as it seeks to diversify its supplier base and tap low-cost suppliers worldwide. Hitachi has agreed to set up a Bup auto-component plant in and some reports say that Huawei will invest 170 million dollars to set up RnD center here in India.
- **China** Chinese companies CEOs support PM Modi's 'Make In India' campaign; this is what they said "We are excited about India. We are excited about Make in India and Digital India," Jack Ma of Alibaba. "We have some big plans for India, We fully support Make in India," said President of Xiaomi Lin Bin. "Harbin Electric would like to bring more light to India, take advantage of Make in India," said Harbin Electric Chairman Zou Lei.
- **Sweden** -Swedish companies such as Tetrapak, Scania, Ericsson, and Volvo India have committed to successfully participating in Make in India and strengthening their decade old relationship with the Indian manufacturing sector. The Swedish Ambassador, H E Harald Sandberg praised Modi's initiative to boost the manufacturing, automobile, infrastructure and other sectors of the Indian economy drawing upon the traditional strengths of the country.
- **Oman** -The soon to be held seventh joint commission meeting between India and Oman is likely to provide both the nations a perfect platform to strengthen trade ties and for investors from Oman to explore investment opportunities in our country. Defence Sector PM Modi's 'Make in India' attracts 330 foreign companies at Aero-India 2015. Baba Kalyani, Bharat Forge also said that the Foreign companies very keen on 'Make in India' in defence space.
- **Germany**-German defence major TKMS has said it will be participating in the Project-75I and is ready to offer HDW Class 214 boat and has promised that it

will be in line with the "Make in India" initiative.

- **Japan**- Japan might bid for P-75I as the Indian side is keen on the Japanese participation in the submarine building programme. Japan's Soryu-class conventional attack submarines which are a 4,200-tonne have garnered interest in India with Australia too in talks with the Japan.
- **Spain**- Spain's Navantia is ready to offer its expertise in design and construction for India's P-75I. It is also part of the Scorpene India Consortium along with France.
- **France** -France has already been part of the P-75 project as it helps Indians build Scorpene boats on their shipyards. However, P-75I subs will be bigger than the 1800-ton Scorpene class being built.
- **Russia** -Russia has said that it will be offering India Rubin Amur 1650 class submarines to India. This boat is a low-noise, 20 knots speed and is designed for both anti-submarine and anti-surface warfare.

Recent Investment trends: Make in India

- In January 2015, the Spice Group said it would start a mobile phone manufacturing unit in Uttar Pradesh with an investment of 500 crore. A memorandum of understanding was signed between the Spice Group and the Government of Uttar Pradesh.
- In January 2015, HyunChil Hong, the President and CEO of Samsung South West Asia, met with Kalraj Mishra, Union Minister for Micro, Small and Medium Enterprises (MSME), to discuss a joint initiative under which 10 "MSME-Samsung Technical Schools" will be established in India
- In February, Samsung said that will manufacture the Samsung Z1 in its plant in Noida. In February 2015, Hitachi said it was committed to the initiative. It said that it would increase its employees in India from 10,000 to 13,000 and it would try to increase its revenues from India from ₹100 billion in 2013 to ₹210 billion. It said that an autocomponent plant will be set up in Chennai in 2016.

Also in February, Marine Products Export Development Authority said that it was interested in supplying shrimp eggs to shrimp farmers in India under the initiative.

In May, 2015 Tata JLR (Jaguar Land-Rover) announced that it will move its production of the Land Rover Defender to its Pune facility in India in 2016,

OBJECTIVES

1. To understand the comprehensive plans to rope "MAKE IN INDIA" as a successful vision.
2. To know the major new initiatives and policies which focuses on making India a global manufacturing hub.

RESEARCH METHODOLOGY

Research Type: Descriptive Research

Type of Data/Data Source used: Secondary Data/Data source. The present study is based on **secondary data**. Basically, the required information has been derived from

1. Articles from Newspapers, Magazines and Journals, and
2. From the various related web-sites which deal directly or indirectly with the topics related to FDI and Indian retail sector. After searching the important web-sites, relevant information was down loaded and analyzed to address the objectives of present study.

REVIEW OF LITERATURE

SNO.	AUTHOR	YEAR	TOPIC	FINDINGS
1	Seema Sangwan	2015	Making "Make in India" a realism: role of FDI	Make in India was launched by Prime Minister, Narendra Modi on 25 September 2014, to encourage companies to manufacture their products in India. He has launched this ambitious campaign with an aim to turn the country into a global manufacturing hub. This study focuses on the changes in FDI rate after introduction of Make in India by Modi and growth due to increase in the FDI rate. In August 2014, the Cabinet of India allowed 49% foreign direct investment (FDI) in the defense sector and 100% in railways infrastructure. FDI inflows before and after the "MAKE IN INDIA" campaign were compared using the quantitative data which has been collected from various reports like Reserve Bank of India Database on Indian Economy, database of department of Industrial Policy and Promotion. It has been analyzed that there is high correlation between Industrial Production and FDI inflows. The effect of FDI on economic development ranges from productivity increased to enable greater technology transfer. Authors have also studied the implications for Make in India and realized that tougher task for India is to address competitiveness in non-cost factors. To gain investor confidence and attract high FDI in the future, India would need to fix its poor infrastructure through investment in highways, ports and power plants.
2	Samridhi Goyal, Prabhjot Kaur, Kawalpreet Singh	2015	Role of HR and Financial Services in Making "Make in India" Campaign a Success	Rapidly increasing global competition has provided the manufacturers from around the globe the opportunities of cheap labor, raw material, potential high profit making markets. Focusing on the employment generation, boosting trade and economic growth, safe guard and sustain the overall development of INDIA and its citizen; the 15th and current Prime Minister of INDIA "Mr.Narendra Damodardas MODI" on September 25th 2014 launched the "MAKE IN INDIA" which is a new national program designed to facilitate investment (both domestic and foreign) in INDIA, fostering innovation, intensify skill development, generate employment opportunities, preventing brain drain and making the use of internationally standardized technology affordable for INDIAN citizens. In order to make INDIA a manufacturing hub its human resource and financial assistance will play a major role. Men and Money being the two most vital organ of a business demands careful capitalization and continuous innovation. An effectively motivated and competitive human resource and availability of finance in hand of the manufacturer determines the survival of a company. The main behind this paper is to highlight the importance of the role of HR and Financial Services in making "MAKE IN INDIA" campaign a success; making INDIA a manufacturing hub and a bench mark of development and prosperity.
3	Russell A. Green	2014	Can "Make In India" Make Jobs? The Challenges Of Manufacturing Growth And High-Quality Job Creation In India	A new "Make in India" campaign to "transform India into a global manufacturing hub" aims to use manufacturing as a vehicle for job growth. Is this strategy realistic? This paper helps answer the question by describing the job growth potential of the Indian economy. Formal-sector manufacturing demonstrates the most potential for job growth under a more supportive policy regime. The paper models future employment paths for India for the next 20 years. Assuming sufficient reforms to generate East Asia-style manufacturing growth, the impact on employment and output is substantial, even if the campaign target of 100 million new manufacturing jobs remains difficult to achieve. The paper then describes a set of reforms sufficient to unleash such a manufacturing growth boom.

4	S. Soundhariya	2015	Make in India – Scheme For Transforming India	Make in India is an international marketing strategy, conceptualized by the Prime Minister of India, Narendra Modi on 25 September 2014 to attract investments from businesses around the world and make India the manufacturing Hub. The aim is to take a share of manufacturing in country's gross domestic product from stagnant 16% currently to 25% by 2022, as stated in national manufacturing policy, and to create 100 million jobs by 2022. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Make in India is the key to revitalization of Indian economy. It is one of the schemes to pull back the economy from clutches of recession. Make in India initiative aims to correct the composition of Indian GDP which is the root cause of recession. Currently India's GDP is heavily tilted in favor of service sector. Secondary research is used for the purpose of the study and this paper discusses about Make in India scheme, its opportunities, challenges, changes needed and some examples of different investors, invested so far. Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation.
5	Dr.T.V.Ramana	2015	Make in India: Illusion or Possible Reality project?	In this paper, a challenging effort was made to present the new investment project of Prime Minister Mr. Narendra Modi that 'Make in India' is the new mantra and the objective was to encourage the production of goods within the country and Making India the manufacturing hub of the world economy. The aim of the project showing a pure classical economics there is going to be a demand and then there would be producers who would be incentivized to supply goods and Services to meet that demand. This paper covers issues of the make in India, sectors covered, worldwide and positive responses and some critics. However, this paper is concluded as optimistic manner that the Make in India' economically viable? What are the challenges that the project and movement will face? What about the projects that are currently running under 'Make in India'? Can India compete in the global market? We will try to find the answers to all of these questions in the next couple of years.

CONCLUSION

Indian has the capacity to push the GDP to 25% in next few years. There are two main reasons to remain hopeful that formal-sector manufacturing could provide a new, labor-intensive acceleration to the economy. The government of India has taken number of steps to further encourage investment and further improve business climate. "Make in India" mission is one such long term initiative which will realize the dream of transforming India into manufacturing Hub. Start-ups in the core manufacturing sectors are poised to play a crucial role in the success of 'Make in India' ambitions, said experts at a panel discussion at the 11th India Innovation Summit 2015. "Start-ups in the fields of telecom, defense manufacturing, automobile, Internet of Things, financial technology modules and mobile internet have immense potential to succeed in the scheme of 'Make in India', India has since then become the largest producer of milk in the world. Thus is 'Make in India' economically viable? What are the challenges that the project and movement will face? What about the projects that are currently running under 'Make in India'? Can India compete in the global market? We will try to find the answers to all of these questions in the next couple of years.

REFERENCES

1. Seema Sangwan-**Making "Make in India" a realism: role of FDI**
2. **International Journal of Applied Research 2015**; www.allresearchjournal.com
3. Samridhi Goyal, Prabhjot Kaur, Kawalpreet Singh- **Role of HR and Financial Services in Making "Make in India" Campaign a Success** *IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 2, Ver. IV (Feb. 2015), PP 20-24* www.iosrjournals.org
4. Russell A. Green- **Can "Make In India" Make Jobs?The Challenges Of Manufacturing Growth And High-Quality Job Creation In India**

5. S. Soundhariya-**Make in India – Scheme For Transforming India** Volume-4, Issue-9, Sept-2015 • ISSN No 2277 – 8160
6. Dr.T.V.Ramana- **Make in India: Illusion or Possible Reality project? International Journal of Academic Research** ISSN: 2348-7666 Vol.2, Issue-2(5), April-June, 2015
7. www.makeinindia.com