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Role of make in India, standup India on employment generation

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ABSTRACT

The government launched "Make in India initiative which aims at promoting India as AN investment destination and to establish India as a worldwide hub for manufacturing, style, and innovation. The initiative aims to provide a favorable environment to the business community in order that they can devote their resources, efforts, and energy to productive work. A number of steps have been taken by the government to enhance the benefit of doing business within the country. Rules and procedures have been simplified and a number of merchandise are embarked on licensing necessities. The Department of Industrial Policy and Promotion (DIPP) worked with a bunch of highly specialized agencies to create brand new infrastructure, together with an obsessive help desk and mobile initial website that packed a wide array of data into a simple, sleek menu. The government has spread out a number of sectors for FDI.

The standup India scheme is being launched to promoted entrepreneurship among individuals from schedule caste/ schedule tribe and women World Health Organization will be provided loan starting from Rs. 1 0lakh to Rs. 100lakh.

This study based on secondary knowledge taken from newspaper, magazine, governmental reports, etc. Analyses the govt schemes that attempt to form such conditions that ar favorable for augmentation of employment, entrepreneurship, and growth. During this context, startup India is AN initiative that aims to encourage entrepreneurship in the country in order that the increasing hands emerge as a resource for aspiring entrepreneurs. Startup India as a governmental plan is a comprehensive institutional support package to youths with an unconventional business plan in new areas. This analysis paper is an attempt to assess the startup India/Bharat/Asian country/Asian nation} and various another flagship program of the government like make In India, skill India/ Digital India etc. Proclaimed by the govt of the Asian country to facilitate growth and development of the country. Moreover, this study conjointly evaluates the assorted challenges that ar proving as hurdle in the setting up and functioning of business enterprises.

Keywords: Entrepreneurship, Startup India, Employment, Make in India, Startup India, Standup India, Business, and Industry.



1. INTRODUCTION

Come 16 January 2016, Prime Minister Modi will unveil the objectives and policy frameworks of 'Start-up India, stand-up India', which is aimed at promoting innovation as a means of promoting entrepreneurship, which will create jobs Will become the reason for this.

For the first time, Prime Minister Modi talked about his views during the Independence Day speech at the Red Fort at the beginning of this year and industrial policy and promotion to prepare the policy framework for starting a dialogue and initiating the initiative with various stakeholders. The Department (DIPP) was mandatory.

In the last address of the country on his radio talk show 'Man Ki Baat', Modi reiterated his government's intention to promote innovative and constructive spirit among the youth government and to use this capacity, the government supported eco-system build out.

2. START-UP INDIA, STAND-UP INDIA GOVERNMENT PLAN

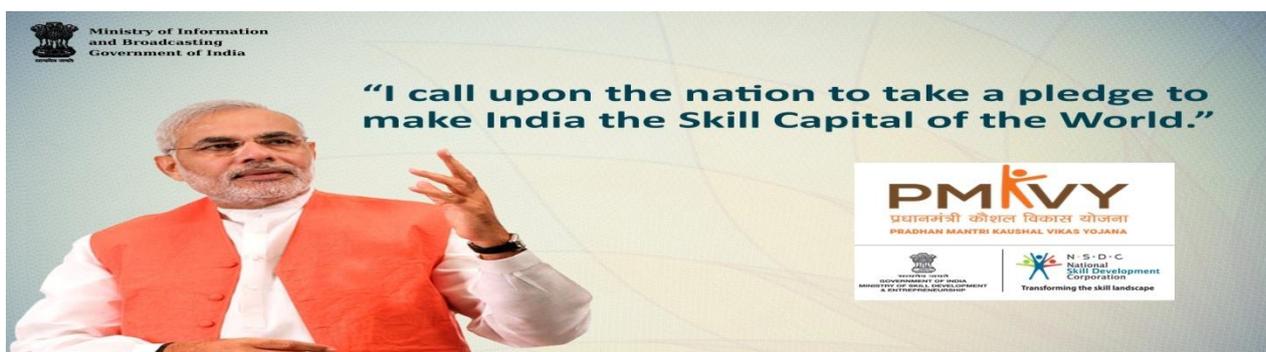
According to the latest NASSCOM start-up report 2015, a start-up created 65,000 new jobs in 2014 and by 2020, this number is expected to reach 2, 50,000. This is an ambitious plan and so far, almost entirely driven by private sector initiatives. If Prime Minister Modi succeeds in establishing an active-active start-up eco-system in the form of intentions, then the possibility of new job creation will be much higher than NASSCOM's estimates.

The international business community accepts India as one of the most attractive destinations for investment and, in the long run, has discovered India's potential for innovation and creativity. In the last three years, in start-up, international investment has been seen at a remarkable scale, and in some cases, it has increased valuation of more than \$ 1 billion, which is an event which was incredible five years ago. And it has been achieved with little or no support from the government.

Prime Minister Modi correctly recognizes this fact and understands that the government has the right time to bring the government to define a favorable policy framework, which supports the necessary financial and tax incentives, and the creative and youth Nurtures new abilities. He also sees downstream profits of job creation in small towns and villages. For this, the government is planning to create a secretary-level inter-ministerial panel that includes representatives of various ministries like biotechnology, science, and technology, information technology, etc., to evaluate proposals on the basis of innovation and commercial ability. Will work in coordination with DIPP.

- Apart from this, the government is planning to connect the youth through IT Access with the knowledge base and consultation available from academic institutional networks including IITs, IIMs, NITs and leading Central Universities, which would provide assistance to these potential entrepreneurs across India. The panel will act as a guide to ensure that potential entrepreneurs are able to establish their business without too much red tape and able to reach finance on easy terms to launch their business.
- **Potential spoilers to start up India; Stand-up India**

With the initiative of any central government, the success of a program lies in the ability to target targeted beneficiaries to reflect its benefits. In this case, the government will not only have to address all the issues at the policy level but also to ensure its implementation at the grassroots level at Tier II, Tier III towns and later at the village level.



3. PROBLEM AREAS

The absence of lack of specific start-up laws and exhaust options:

- Keeping in mind the traditional businesses, compliance with the hard compliance laws should be addressed at the beginning of the start-up and new legislation must be prepared to keep in mind the new laws and its rapidly evolving technique.
- Start-up funding is based on the risk-taking and the ability to understand the business potential and business potential of the proposed business. Lack of dedicated start-up capital financing without guarantor or collateral is a major hurdle today. Apart from this, the lack of ability to take risks by public sector banks is mainly due to restrictions based on the main laws. They need to be changed and banks have given freedom to fund the proposal after an expert panel either approved by the bank or by a competent and approved external agency.

- Most start-up market fails due to lack of acceptance, market entry time, lack of appropriate counseling, or lack of adequate funding. Whatever the case, the ratio of failures compared to success is poor. Almost all successful entrepreneurs have enjoyed many failures before hitting the jackpot. Therefore, the government should be a factor in the failure and it should be ensured that an entrepreneur has not been penalized for failing, but it is encouraged to try again.
- Once the proposal is presented and approved, easy money should be made available on the basis of capital required to start a business and expand according to estimates on favorable terms.
- The latest technology for the development of the ecosystem is critical of the government-sponsored physical incubator with the spinal cord. It can help entrepreneurs with the help of consultants and subject experts for the first time to handle the necessary paperwork for the establishment of business and guide the business to the next level of funding.
- The lack of government experience at the Center and at the state level in support of technical-based entrepreneurs is yet another problem. The state government needs to bring the board to ensure that the bureaucrats are trained to provide full support to young entrepreneurs and it is ensured that instead of working as an obstacle, their business Contribute to increasing.
- On the basis of basic needs, there is a lot of talent in small towns and villages for social innovation as well as innovation. At present, there is a complete lack of environmental system outside big metros, therefore, if start-up India; Stand-up India has to be successful, it is important.
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- On the basis of basic needs, there is a lot of talent in small towns and villages for social innovation as well as innovation. At present, there is a complete lack of environmental system outside big metros, therefore, if start-up India; Stand-Up India has to be successful, it is important for the government to expand this new initiative at the grassroots level. And this will not be an easy task as many government officials and block level in the district still do not know about using computers, alone advise anyone on innovative entrepreneurship.
- The government has to identify the officers at the Center and at the state level in coordination with the State Governments and to start a comprehensive and continuing training program which will prepare these officials to make the entrepreneurs friendly and indeed necessary to provide support as needed. Develop skills.



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Corporation

Transforming the skill landscape

4. RESEARCH METHODOLOGY

State-owned banks have been asked to ensure that each of the 125,000 heterogeneous branches offers at least one loan for startup enterprise proposal by a Dalit or tribal entrepreneur. □ By 2025, the share of manufacturing sector wants to work up to 25% of GDP, which is looking for a startup to create jobs for 15 million people involved in workers every year. □ In July 2014, in the first budget, Finance Minister Arun Jaitley has worked towards creating a catalyst for attracting private capital through equities, semi-equity, soft loan and other risk capital for startup; A fund of Rs. Was declared. Focus on building, small enterprises in India Current number of small, micro and medium enterprises in India 30 N units Estimated 60 MN employees in these units □ These factories constitute half of the factory production in India, 455 exports in India are responsible for GDP India has 45% of India's total manufacturing production for 85 small enterprises.

Prime Minister Narendra Modi announced the plan of action plan to encourage the launch of UPS on January 16, 2016

- Work plan in brief
- Work Plan to Start India
- Start drive on banks

Funding fund funding funding funding is 10,000 million challenge that the government has Rs. 2500 crore fixed each year

Starting a business in one day, the Action Plan offers entrepreneurs to register the company for 15-20 days in a day. The government is planning to implement it by April 1, 2016. Integration of DIN, TAN, DSC etc. in Shillong is included.

- No tax on profit, inspection for three years.
- Capital gains tax rebate.
- Credit Guarantee Scheme.
- **Easy and fast exit policy:**

In the case of a start-up in simple loan structure, the action plan comes within 90 days. - The challenge is going on in the New Bankruptcy and Bankruptcy Act, 2015. In addition, the phrase "simple loan structure" needs to be properly defined.

- If no other investment starts, there are no capital gains
- Criteria from the comfort of public procurement for startup.
- Authentication-based compliance for labor and environmental laws.
- India hub for single point clearance
- The mobile app, portal, for registration
- Handholding with a government working as a friend and associate
- 80% reduction in new intellectual property rights protection, patent-free and fast-tracking patent examination.
- Start the government procurement with relieving experience and business norms.
- Special scheme for women entrepreneurs.
- Incentives for incubation centers.
- Support for Biotechnology Start-Up
- Program to encourage innovation among students in 500,000 schools.
- Building Innovation Center at National Institutes.
- Establishment of the research park
- **Make in India campaign:**

Make in India is the BJP-led NDA government's flagship campaign intended to boost the domestic manufacturing industry and attract foreign investors to invest in the Indian economy. The Indian Prime Minister, Mr. Narendra Modi first mentioned the keyphrase in his maiden Independence Day address from the ramparts of the Red Fort and over a month later launched the campaign in September 2014 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.

➤ **The Make in India Vision**

Manufacturing 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 foreign direct investment, and transform India into a manufacturing hub preferred around the globe.

The logo for the Make In India campaign is an elegant lion, inspired by the Ashoka Chakra and designed to represent India's success in all spheres. The campaign was dedicated by the Prime Minister to the eminent patriot, philosopher and political personality, Pandit Deen Dayal Upadhyaya who had been born on the same date in 1916.

➤ **Why PM wants to Make in India**

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 the 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.

➤ **Launch Ceremony**

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 whom did not even find seats. Leading entrepreneurs and the CEOs of about 3000 companies from across 30 countries were invited to attend the launch.

Law Minister Mr. Ravishankar Prasad and Commerce Minister Ms. Nirmala Sitharaman were part of the occasion. Apart from them, a number of corporate head honchos with deep roots in the country also spoke at the occasion. These include - Mr. Cyrus Mistry (Chairman, Tata Sons), Mr. Kenichi Ayukawa (MD and CEO, Maruti Suzuki India), Mr. Mukesh Ambani (Chairman & Managing Director, Reliance Industries), Mr. Azim Premji (Chairman, Wipro Limited), Mr. KM Birla Chairman, Aditya Birla Group), Ms. Chanda Kochchar (MD & CEO, ICICI Bank), Mr. Phil Shaw (CEO, Lockheed Martin), and Mr. YC Deveshwar (Chairman, ITC).

➤ **Sectors in focus**

For the Make in India campaign, the government of India has identified 25 priority sectors that shall be promoted adequately. These are the sectors where the likelihood of FDI (foreign direct investment) is the highest and investment shall be promoted by the government of India. On the campaign launch, the Prime Minister Mr. Modi said that the development of these sectors would ensure that the world shall readily come to Asia, particularly to India where the availability of both democratic conditions and manufacturing superiority made it the best destinations, especially when combined with the effective governance intended by his administration.

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
Defense manufacturing	Pharmaceuticals	Wellness
Electrical Machinery	Ports	
Electronic Systems	Railways	

➤ **Benefits and disadvantages of Make in India**

India is a country rich in natural resources. Labour is aplenty and skilled labor 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. Mae 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.

➤ **Why Companies were not manufacturing in India**

Make in India campaign is at loggerheads with the Make in China ideal that has gained momentum over the past decade. China is a major rival to India when it comes to the outsourcing, manufacturing, and services business. India's ailing infrastructure scenario and defunct logistics facilities make it difficult for the country to achieve an elite status as a manufacturing hub. The bureaucratic approach of former governments, lack of robust transport networks, and widespread corruption makes it difficult for manufacturers to achieve timely and adequate production. The Modi government has vowed to remove these hurdles and make the nation an ideal destination for investors to set up industries.

5. CONCLUSION

At the present time, grapes are started like this. Both male and female are joining. Even women and ideas are coming along and they are taking risks to maintain credibility. Indian start ups try to introduce the environment with the correspondence of important education talent, innovation, and financing agencies with incubators. Now the government is also supporting startup. According to NASSCOM, India is third in the global ecosystem in the global ecosystem. There has been an increase of more than 65% in 2015. The startup is an opportunity for an entrepreneur to educate and inspire others, while some are wondering what to do. Although entrepreneurs are facing problems to educate they are still growing like the sun. They have the determination to establish and transform their dreams and contribute to the development of the economy. This new initiative of startup promotes rapid approval for starting a business, easy exits, tax exemptions and patent registrations for faster registration. This initiative has the capacity to create jobs when manufacturing is declining. For any new idea to become a successful enterprise, it requires appropriate support and consultation.