

# Make in India- The Role of Education

<sup>1</sup>Sowjanya S. Shetty, <sup>2</sup>V. Basil Hans

Ms Sowjanya is Lecturer in Economics, Poornaprajna College, Udupi, Karnataka State, INDIA.

Dr V. Basil Hans is Associate Professor/Head & Research Supervisor, Economics Dept., St Aloysius Evening College, Mangaluru, Karnataka.

Email: [sowjanya936@gmail.com](mailto:sowjanya936@gmail.com), Email: [vhans2011@gmail.com](mailto:vhans2011@gmail.com)

---

**Abstract:** As compared to Western Countries where there is a burden of an ageing population, India has a unique window of opportunity called 'demographic dividend' because India has a higher proportion of the working-age population of 20-25 years. India's abundance of human capital is attracting the global economy towards it and is one of the reasons for the growth of FDI. Rightly, therefore, our government has a commendable aim of making more in India which means improving the efficiency of Indian products irrespective of agriculture and allied products, mining, manufacturing or services. 'Make in India' campaign launched on September 25, 2014, got boosted with later announcements like, 'Skill India' mission, and 'Digital India' programme. Notwithstanding some advantages, the manufacturing base of the Indian economy is very low as its contribution to GDP is 15.1 per cent. There will be a need for a workforce of 3.3 billion by 2020, increasingly in the services and capital-intensive manufacturing sectors. The phenomena is also expected to play out in India – by 2020, 90 per cent of India's GDP and 75 per cent of employment is expected to be contributed by the services and manufacturing sectors plans to create more than 100 million skilled jobs in manufacturing and also increase the share of GDP to 25 per cent by 2022. But to achieve these people need better knowledge, appropriate skills and best practices which are valued in labour markets. Education is essential to increase the productivity of human capital. For some, 'Make in India' is a new chapter in education. Value-based and value-oriented education help realise the goals of entrepreneurship and empowerment, without sacrificing ethical standards. Many reforms in the education sector are on the anvil. The primary purpose of this paper is to bring out the importance of the educational content and strategies required for 'Make in India', the challenges before it and also various measures to achieve success. We think that "Make in India" should not become an export-oriented strategy instead we need to create an environment that makes our firms able to compete with the rest of the world and also encourage the foreign producers to utilise of our human capital and thereby create employment opportunities. The quality /assurance of education should be based on accessibility, affordability, universality and measurability of both inputs and outcomes. The ultimate goal has to be to make people have national competence and global relevance, meaning convergence of transformational education and transnational education, and balancing of academics with advocacy and praxis.

**Keywords:** Education, entrepreneurial, 'Make in India', skill, smart.

---

“Change at the scale we will see in the next ten years in education in India is unprecedented in human history”.

.....Prof Pankaj Chandra, Director IIM, Bangalore

## 1. INTRODUCTION

Even as India has become an emerging economy, it has an opportunity to become one of the most dynamic economies. Its makeover into an industrial power is possible. A golden opportunity is at its threshold now. 'Make in India' is one of the initiatives to achieve this by encouraging companies to manufacture their products in India. The manufacturing base of the Indian economy has been very low with nominal growth rate till the last decade. Government of India is taking

measures to boost the manufacturing sector and to project India as a Global Manufacturing destination of the world. Manufacturing is both a science and an art. It requires knowledge of all kinds. The role of education and knowledge management is, therefore, interlinked to India's new found love for the secondary sector. It also makes sense when manufacturing (a secondary activity) and education (a tertiary activity) coming closer for a common purpose of development.

Indians are now at the pinnacle of corporate success; from Microsoft to Pepsi we have Indians at the helm of affairs at many of the Fortune 500 companies in the world. There has never been a shortage of skilled and intellectual workforce in India, but still, we have not been able to convert that into the exponential growth of the economy as we should have done. Our neighbour China through its systematic and methodological approach over last few decades has transformed its economy and infrastructure considerably and is an economic juggernaut now, and is well on the way of becoming a superpower (Jeet, 2015). Like China, we need to focus on the right balance between education and manpower on the one hand and between labour and manufacturing on the other. The transformation of education in India in the next ten years is being driven by three main factors: economic growth, demographics and politics. Wider, global factors are also influencing change, including the rapid internationalisation of education, global competition for talent and research-funding and the commodification of education (British Council, 2014).

Development and demography are brought closer by education. Education is recognised as a powerful tool for providing employment, increasing efficiency and it gives people the ability to become independent. The school has been consistently projected as a significant determinant of individual income, alongside the professional experience. The economic returns to education have been observed in terms of increased personal income and economic growth. 'Make in India' has in a sense articulated India's aspirations to be a global leader soon. Value-based and value-oriented education help realise the goals of entrepreneurship and empowerment, without sacrificing ethical standards. Time has come to restructure our educational institutions according to the requirement of our industries (Hans and Rao, 2012).

## 2. PURPOSE AND PLAN OF THE STUDY

The study is planned in the following way:

### 2.1 Objectives of the Study

- to examine the conceptual and operational framework of the 'Make in India' campaign;
- to study the importance of the educational content and strategies required for 'Make in India';
- to study the challenges in creating a conducive policy environment for 'Make in India'; and
- to suggest various measures for strategising educational measures for 'Make in India'

### 2.2 Methodology

The present study is based on the collection of data from secondary sources. Secondary data is obtained from various published and unpublished records, books, magazines and journals, both print and online. The time frame of the study is 2015-16.

### 2.3 Conceptual and Operational Framework

'Make in India', is not to be confused with manufacture in India ending up creating low-end jobs, It is meant to translate into conceptualising, designing and producing in India (Kumar, 2016). Every single resource, therefore, counts. India has a higher proportion of working age population and for India it is a potential demographic dividend which needs to be properly addressed, harnessed towards positive, constructive and purposeful activities by imparting quality education, greater political participation of youth, gaining access to Information and Communication Technology and urgent attention to improving their quality of life. The young population could benefit the nation only when they are enabled to acquire skill sets that fit into and contribute to the emerging economy thereby entailing higher economic growth and social development. The Prime Minister has said that even 'brain drain' needs to be looked upon as 'intellectual investment' (Rao and Hans, 2014). Encouraging youth entrepreneurship through education and empowerment is the new strategy for India's development (Jaiswal et al., 2015).

The National Youth Policy, 2014 (NYP-2014) provides a holistic vision for the youth of India which is “to empower the youth of the country to achieve their full potential, and through them enable India to find its rightful place in the community of nations”. The key areas are Education, Employment, Skill development, Entrepreneurship, Health & Healthy Lifestyle, Sports, Promotion of Social Values, Community Engagement, Participation in politics and governance, Youth Engagement, Inclusion and Social justice.

Low access to formal education and vocational training results in low productivity which unable the youths to advance the opportunities before them. Knowledge empowers, acknowledges, create choices in life, make an informed decision freely, take action based on that decision and accept the consequences of those actions. India's transition to a knowledge-based economy requires a new generation of educated and skilled people. Education improves functional and analytical ability and opens up opportunities for individuals to achieve greater access to labour markets and better livelihoods. It is vital for student learning, workforce development and economic prosperity. A better-educated labour force is essential if we are to meet the labour supply requirements of attaining faster economic growth. Education is an instrument of enhancing efficiency and upgrading the overall quality of the individual. Education for management and managing education need overhauling. The question is whether the gained knowledge over 4-5 years sufficient to survive in the industry (Santhosh and Raveendra, 2014). Is education like a commodity limited to customer satisfaction by a company or a college? Is there regeneration? Is education in India for Indians helping to make the country strong and prosperous?

It would be wrong to assume that ‘Make in India’ means a focus on manufacturing, an export-led strategy that China followed. The government aims of making more in India which means improving the efficiency of Indian products irrespective of agriculture and allied products, mining, manufacturing or services (Rajan, 2015). Picking a particular sector like manufacturing, just because it has worked well for China should be cautioned. Instead of counselling of an export-led path which involves subsidising your exporters with cheap inputs, undervaluing exchange rate may not suit. India is different, and its needs are different so we should be more agnostic about what will work then to imitate. Such agnosticism refers to create an environment where all types of enterprise can flourish, allow entrepreneurs to choose what they want to do instead of subsidising the industries which are deemed to be significant over the years.

Make in India must not be misunderstood as an import substitution strategy through tariff barriers or quantitative restrictions as it reduces domestic competition, makes producers inefficient and increases the cost burden on the consumers. Instead ‘Make in India’ should insist on more openness by creating an environment which enables our firms to compete with the rest of the world, encourage foreign producers to take advantage of our environment, human capital and create jobs in India. With a competitive spirit, the Indian firms have responded to the challenges both within the economy facing competition from global players operating in India and also in the foreign markets (Leena and Hans, 2013).

### **3. ‘MAKE IN INDIA – MORE THAN A SLOGAN?’**

The clarion call, ‘Make in India’ is effervescent and integral to the country philosophy of planned economic development. India’s first Prime Minister, Jawaharlal Nehru, also strived to ‘Make in India’ by erecting high protective barriers to trade. The policy completely ignored the interests of the consumers who had to put up with inferior products and higher costs. India departed from that unsustainable strategy in 1991. Of the several calls by Modi’s government, ‘Make in India’ – made in September 2014 – is the most important. It promises to make India a famous investment destination. But, like most other slogans, it is essential to be clear about what has to be achieved – and how – before assessing whether or not the fancy words may come true. The new slogan should have a different connotation not merely in terms of its tapestry but also real content (Rao, 2015).

We need to ‘Make in India’ not by protecting but by eliminating negative protectionism. The campaign has been concentrated to fulfil the purpose of job creation, enforcement to Secondary and Tertiary sectors, boosting the national economy, converting India to a self-reliant country and to give the Indian economy global recognition. In this sense, it is more than a slogan, a policy initiative, a project in fact. It is an important project, given the fact that India, a country with demand, demographic dividends and democracy lagging in 142<sup>nd</sup> place in the Ease of Doing Business Index is a heart-breaking scenario. The key policy objectives of ‘Make in India’ are –

- ▲ Ease of Doing Business – only Business no Harassment as the underlying idea – no more archaic laws
- ▲ Skill promotion and job creation – enabling youth development and employment across industries

- ▲ Manufacturing Hub – attracting to India not just investments but more importantly industrialists and innovators for making and exporting goods
- ▲ Government Retreat – Certain inefficient and loss-incurring PSUs will be disinvested, i.e. a certain part of them will be sold off to private players to generate revenue and do away with the resource-sucking headaches
- ▲ Being Smart; Growing Smart – we have learnt the hard way so far, now it's time to be smart – smart cities, smart villages will come up with affordable infrastructure – making manufacturing productive and improving people's standard of living

### 3.1 Why Make in India?

The World Bank is spot on. It has identified India as the brightest spot on the global map with 7.8 per cent in FY 2017. India, according to the WB forecasts, India is going to be the fastest growing economy in the world in the world for the next three years, thanks to stronger domestic policy reforms. While services will continue to drive India's growth much hope is placed on the manufacturing sector as well. 'Make in India' could boost manufacturing. In similar vein Taneli Ruda (2015) of Thomson Reuters says that India as one of the growth-oriented Asian economies stands out as an economy that is making unique progress in light of the changing conditions in China. While countries of Southeast Asia have claimed various manufacturing niches that reflect certain qualities of their resources, say cars in Thailand, and textiles in Vietnam, India is the most logical candidate to replicate China's success in becoming a manufacturing powerhouse.

With a falling yuan in China, India has a competitive edge today, if only she can bring down the labour costs considerably.<sup>1</sup> In India Planning Commission might have been replaced by the NITI Aayog, but can there be a substitute for "planning"? So we continue to plan for development – in agriculture, in industry, in transport, science and technology, and so on. As it is rightly said, 'If we fail to plan, we plan to fail'. Visionary and Industrial/Infrastructural Planner Sir, M. Visvesvarayya the author of 'Planned Economy of India' gave a call: 'Industrial or Perish'. Today this call needs to be complemented with the calls: 'Innovate or Flourish'; 'Educate and Flourish', with burgeoning scope for exploration, experience and excellence.

India has plans to create more than 100 million skilled jobs in the manufacturing sector and also increase its contribution to GDP to 25 per cent by 2022 from the current level of 15 per cent (Navya & Ramagopal, 2015). The contribution of the manufacturing sector has been hovering between 15 and 16 per cent for the past eight years which needs to be accelerated. The Government of India has identified 25 priority sectors that shall be promoted adequately. These are the sectors where FDI is highest, and the Government of India shall support investment. India's increasing demand, extensive opportunities for organisations to invest and to expansion, favourable government policies and increasing tendency amongst the MNCs to establish low- cost plants are the reasons for to achieve higher growth in this sector. FDI flows are a significant factor contributing to the growth of Indian economy. Indian Government is favouring FDI funding as it has the potential to generate employment, increase productivity, enhance exports, transfer technology, skills and also provide aid to the long term economic development. Besides keenness for better tax compliance and revenue generation, measures like the building of smart cities, adopting most stringent emission standards – joint decision by the Ministers of transportation, Heavy Industries, Environment and Oil, say much (www. ibef.org, 2016). Hon'ble Prime Minister's call for "zero defect and zero effect" manufacturing resonates well with our industry as we grow and produce for the world. India's expanding economy offers equal investment opportunities to domestic entrepreneurs and international players to reap economic advantage as India is one among the world's most attractive investment destinations having benefits through the abundant supply of natural resources and human resources leading to low production costs. Demographic dividend and urbanisation help in availing untapped market potential.

More openness and faster inflow of foreign investments are indeed good signs. From the point of a developing country like India, this could pave the way a "New" Industrial Economy, going by the experience of Taiwan for instance – based on 'asset-seeking' and 'asset exploiting' motives. There could also be strong waves of 'strategic' and 'organisational' innovation (Leena and Hans, 2015). Besides building hospitals, houses and schools, sports facilities, the new capital spurt

---

<sup>1</sup> While some experts feel that a weak rupee will help India have a competitive advantage in exports and banking – ala 'Make in India while others say that as China devalues its currency, India must protect itself from the currency war that it may end up losing (Hans, 2015). Markets were jittery with yet another fall of the yuan on January 7, 2016.

will also enable good ports, SEZs and AEZs for India with robust multi-branding, the education sector is expected to be one of the major gainers (Hans, 2014; Arun 2016).

It is a phase for exhibiting vision to leverage innovation and technology in the milieu of global manufacturing, comprising investment opportunities, connect and collaborate with excellent technology partners, young Indian entrepreneurs, industry leaders, academicians, and government officials at all levels and overcome economic challenges leading to faster economic growth. It also necessitates labour reforms to eliminate/ relax business barriers. The reasons for the increasing arrival of MNCs are due to the abundant supply of labour and low manufacturing base in India. India seems to gain a competitive edge over China as the labour and the operating costs in the latter country has risen. China itself will outsource manufacturing since the hike in labour costs, similarly instead of India looking towards the developed countries for its outsourcing the manufacturing jobs, India should leverage this opportunity. The markets of the western world are filled with Chinese goods and want to reduce the dependence on Chinese goods, so they want an alternative to reduce the risk of closing down of Chinese supply. This alternative source could be India. But 'Make in India' must not follow export-led growth path which China followed. India has one of the largest consumer markets in the world. Therefore meeting the domestic demand itself provides an opportunity for its manufacturing sector to develop. Also 'Make in India' should not become import substitution strategy through tariff barriers; instead it should mean more openness, by creating an environment which enables our firms to compete with the rest of the world and also welcome the foreign investors to take advantage of our human capital by generating employment opportunities in India.

### **3.2 Make for India**

If the demand for exports is likely to be muted, then we have to produce for the internal market. It necessitates the creation of an active, sustainable and unified market which requires a reduction in transaction costs of buying and selling throughout the country (Rajan, 2015). Improvements in the physical transportation network like physically linking every corner of the country to domestic and international markets through roads, railways, ports and airports are needed. Ensure the availability of inputs such as water, power, minerals etc. at competitive rates. Encouraging the development of public institutions like markets, warehouses and linking business correspondents electronically & financially to a broader system through mobile, broadband, intermediaries etc. is essential to build more efficient supply chain from producer to consumers. A well designed GST, reducing the state border taxes will have a positive impact in creating a national market for goods and services. Instead of depending more on the global economy which is growing at a slow rate we have to look to regional and domestic demand to make in India primarily for India. Rather than being reactive India needs to be active in setting agenda. The domestic demand-led strategy may not be easy as it may result in excess, but it should be done by strengthening the national macroeconomic institutions.

## **4. EDUCATION FOR MAKE IN INDIA**

For 'Make-in-India' campaign to gain credible momentum the higher education policy framework has to encourage the establishment of world-class universities and build appropriate design capability amongst the pass-outs of our engineering colleges. For this to happen, we need to abdicate the present policy opacity viz. whether the government would take the initiative or it should be left to the private sector. The dominant role in higher education has to be played by the government initiative investing significantly in public education (6per cent of GDP at best) and remove the cobwebs in the FDI policy being put by regulatory bodies to foster partnership with reputed foreign universities. At present, but for a few elite universities, the State universities languish seriously in terms of infrastructure, teacher and research capability deficit. Mr Narayan Murthy, the leading light of India's IT resurgence has rightly observed that while we have scaled up in terms of quantity in the education sector, we have not put enough effort in the quality dimension. The challenge for India is, therefore, to have a compact political commitment to action by making a fair allocation, handhold the stakeholders to build private and public partnership. As John Maynard Keynes said, "Difficulty lies not so much in introducing new ideas but in replacing old ones". He could not have been more cautious in the Indian context. As education is both an input and output of human development, educational equity will ensure enabling and entrepreneurial development.

The term education is a part of learning which in one sense or another, under the control of men, with the degree of control varying according to circumstances. Therefore, education can be divided into various kinds – formal, informal and milieu (social contagion). India has the second largest population in the world, and hence the Government of India is trying to educate a maximum number of people because unless workforce is skilled, educated achieving growth is

difficult, so it is formulating the policy of promoting education at all the levels of the society. The importance of education is that it is today's need as it enhances intellectual skills and knowledge. The Education system needs to make students as learners, innovators, scholars, researchers and trainers. This is to say that we must go beyond producing knowledge to promoting and protecting knowledge like any other property or asset; having intellectual and informed discussions among industrialists, industrialists, inventors, innovators and legal experts (Hans, 2006). The role of social entrepreneurs is of no less importance. They are our networking hopes for the lesson: "think globally; act locally". They bridge the divides – intellectual and technological (Hans, 2011). They are the ones we can rely on to make in India and to market for India. Education for industrial production and management alongside social awareness is, therefore, the right mix. Education through empowerment and capacity building provides women with an avenue to acquire practical information and learning for their improved livelihoods (Shetty & Hans, 2019).

Government of India is building a pentagon of corridors across the country to boost manufacturing and to project India as a Global Manufacturing destination of the world. 'Make in India' aims to make India a manufacturing hub and economic transformation seek to reduce bureaucratic processes, make government more transparent, responsive and accountable and to take manufacturing growth on a sustainable basis.

#### **4.1. Initiatives by the Government**

Make in India aims to raise the share of the manufacturing sector in the country's GDP to 25 per cent and create 100 million jobs by 2022. According to CSO Report, 2014, currently, in 2012-13(P), the GDP at current price level is 12.89 per cent. We need a good environment and proper education to boost investment, employment and income in India. Education will play a significant role in the recent initiatives to insist on both local and foreign investors to invest in India. Education is a change agent –it concerns both "knowing" and "doing" things, the right way. It encompasses ways and means for utilisation and rationalisation in terms of specific resources and the overall environment in the country. Inventions and innovations are, therefore, integral in the process of transformation. As 'Make in India' is not a one-time event or an ad-hoc programme, the government has spelt out various initiatives –

- Ensuring transparency by De-licensing and deregulation measures to reduce complexity
- Facilitating investment by preventing the outflow: the financial relaunch of *Kisan Vikas Patra* Scheme to increase domestic savings
- Easing of green rules for mining, roads, power and irrigation projects
- Launch of a user-friendly Indian Trade Portal aimed to facilitate Indian exporters
- Encourage innovation
- FDI limits in insurance & defence enhanced to 49 per cent and 100 per cent FDI in railway infrastructure
- Establish a best-in-class manufacturing infrastructure. Example: Development of 100 smart cities to facilitate infrastructure development
- Effective coordination between centre and state governments: Creation of a 'Common National Market' for the entire country to ensure free transit of goods across the state borders.
- Simplification and rationalisation of the taxation system with long term stability: GST
- Digital India to connect all Gram (village)-panchayats by broadband internet
- Creation of national investment and manufacturing zone
- Panel for creating centres of excellence in varsities to expose students to the latest research

#### **4.2. Challenges and Constraints**

Transforming India through industrial leapfrogging is never going to be easy. India has many of the necessary elements to become a thriving global manufacturing powerhouse, but it must first overcome a series of challenges that are holding it back, analysts say (Bundhun, 2015). Let us have a look at some of the challenges and constraints that the 'Make in India' could face.

#### 4.2.1. Challenges

- i. Creating a healthy business environment will be possible only when the administrative machinery is efficient. India has been very stringent when it comes to procedural and regulatory clearances. In India, license raj might have been done away with, yet many bureaucratic hurdles remain. Presently it takes 12 procedures and 27 days to start a business, 35 procedures and 168 days to get construction permits and 1420 days to enforce contracts in India (Seal and Bhadra, 2015). The politico-legal system needs revamping.
- ii. India should also be ready to handle the elements that adversely affect the competitiveness of manufacturing. Unfavourable factors must be removed. For instance, it should be prepared to give tax concessions to companies who come and set up a unit in the country. Indian corporate tax rate (33.99 per cent) is much higher when compared to Asian average (21.91 per cent) and Global average (23.64 per cent). Higher rates and a much-complicated tax structure deter investors and entrepreneurs especially in the manufacturing sector (Sen et al., 2015). The much delay in GST bill has created a 'made-in-spite-of-India' business model and seems to act against the 'Make in India' theme.
- iii. India's small and medium-sized enterprises (SMEs) can play a significant role in making the country take the next big leap in manufacturing. India should be more focused on novelty and innovation for these sectors. Overtaking cannot be easy if the SME sector is bypassed.
- iv. India's 'Make in India' campaign will be constantly compared with China's 'Made in China' campaign. The Dragon launched the campaign on the same day as India seeking to retain its manufacturing prowess. India should constantly keep up its strength to outpace China's supremacy in the manufacturing sector.
- v. India must also encourage high-tech imports, and research and development (R&D) to upgrade 'Make in India' and give edge-to-edge competition to the Chinese counterpart's campaign. For that, India has to be better prepared and motivated to do world-class R&D. Government must ensure that it provides a robust platform for such research and development.
- vi. To retain investors' confidence and to attract substantial FDI in future, India needs to fix its poor infrastructure through investment in highways, power plants, ports, airports etc. Infrastructural bottlenecks and instability is now a hazard.
- vii. At present, the accelerated economic growth has increased the demand for a skilled workforce that has highlighted the shortage of skilled manpower in the country. The lack of available applicants, shortage of hard skills and deficiency of suitable employability, including soft skills, are some of the critical reasons in finding a suitable candidate for available jobs
- viii. There are many pending reforms in India such as National accreditation Regulatory Bill, Foreign Education Institutions Bill, Prevention of Malpractices Bill, Educational Tribunal Bill including higher education. Holistic Education – education that links knowledge to skill development and workforce planning is still a mirage in India. Education (culture and experience) that ignores intellectual property rights and design control is impracticable and less marketable, and 'Make in India' will just become assemble in India (Joseph, 2015).

#### 4.2.2. Constraints

Some constraints in respect of education in India are also possible/visible –

- The supply-demand gap
- Out-dated, rigid curricula
- Absence of employer engagement in the course content and skills development
- High student: teacher ratio
- Low quality of teaching and learning
- Less access to opportunity
- Constraints on research capacity and innovation

- Fewer opportunities for interdisciplinary learning
- Separation of research and teaching
- Lack of early-stage research experience
- Lack of accountability by the institutions to the state/central government, students and other stakeholders

## 5. SUGGESTIONS

Although there cannot be quick fixes for any industrial programme as such, we attempt here to make a few suggestions as supplementary and complementary steps in this direction –

- There is an obligation to develop infrastructure to bring industry and not vice versa
- First Develop India and then Foreign Direct Investment; don't ignore "outward" foreign direct investment
- Devise sound macroeconomic policies to create a low-inflation, low-interest rate and high-growth environment that is essential for the country's global manufacturing competitiveness
- Initiate new youth-oriented programs to develop specialised skills and harness the demographic dividend
- Completion of Stalled projects is the utmost priority to endure confidence among investors
- Digitalise all the government departments and ensure more coordination
- Prepare the infrastructure for innovation by encouraging university reform and transferring technology from academia to industry
- Like China go in for big tax incentives. Implement the Goods and Services Tax (GST), reducing state border taxes, creating a national market for goods and services, which will be critical for our growth in years to come
- Make productive use of the "passionate" Indian Diaspora
- As a strategic approach, the industrial sector as a whole must establish a more profound, broader and more diverse engagement with higher education: industry-academia links, interaction and knowledge transfers and skill promotions, and (re)engineering of curriculum and commodities
- Raise the educational levels to create a quality workforce with adequate knowledge/intellectual property rights management – education that not only uses ICT but also upgrades it – degrees to designs, designs to development
- Boost the corporate R&D activity in the country to strengthen the international competitiveness of national enterprises
- Create diversity in employment across regions and sub-sectors
- Develop infrastructure which supports economic growth through balanced regional and sectoral growth
- Maintain safety nets for re-employment, review of current support for part-timers, etc., and facilitated access to financing for small and medium-sized businesses
- Extend full support for multi-disciplinary research and to vocational education institutes
- Improve the quality of teaching and raise the number of meritorious and ever-productive faculty
- Address the three overarching challenges: excellence, equity and expansion via Corporate Social Responsibility
- Thrust on value-based and value-oriented education to help realise the goals of entrepreneurship and empowerment, without sacrificing ethical standards, locally and globally
- Have zero tolerance for error and terror whatsoever, in the country
- Make use of the 'Make in India' opportunity for sustainable infrastructure development and not merely in as a start-up scheme



## 6. CONCLUSION

The Make in India lion is yet to roar, but India – an oasis of opportunity in 2016 – can make considerable progress, despite the challenges. Fiscal, technological and structural reforms are already in place. With the right start-ups and push-ups, more decades of faster growth can be foreseen. A combination of 'Make in India' and 'Make for India' is the need of the hour. This will ensure better performance and more production, quantitatively and qualitatively. Education – as a life-long learning process – is essential to increase the productivity of human capital. A higher level of educational attainment leads to the skilled, productive and efficient workforce which ensures the standard quality of goods and services. Our educational institutions must become socially more responsible, balancing career-focus and research-focus. The assurance of this education should be based on accessibility, affordability, universality and measurability of both inputs and outcomes. The ultimate goal has to be to make people have national competence and global relevance. Make in India is necessary to 'make' India.

## REFERENCES

- [1] Arun, S. (2016, Jan 08). Open multi-brand retail, e-commerce, education to more FDI: India Inc. *The Hindu*, p. 18.
- [2] Bal, Monalisa (2014) Make-in-India & Higher Education Policy: the Way Forward. *Indian Journal of Applied Research*, 4(11), 55-59.
- [3] British Council (2014). *Understanding India – The Future of Higher Education and Opportunities for International Cooperation*.
- [4] Hans, V. Basil (2006). Intellectual Property Rights and India – Issues and Imperatives. *The Journal of World Intellectual Property Rights*, 2(1-2): 229-239.
- [5] Hans, V. Basil (2011). Managing ICT for Rural Development in India: Initiatives and Inferences. *Artha Journal of Social Sciences*, 10(2):85-105.
- [6] Hans, V. Basil (2014). FDI in India's Retail Sector: Issues and Challenges. *Vikas Vani Journal*, 62(1): 12-24.
- [7] Hans, V. Basil & Rao, Raghavendra (2012). Harnessing Demographic Dividend through Education and Skill Development. In B. Ravindra Kumar, et al. (Eds.), *Demographic Dividend for India – A Step Forward* (pp. 214-226), New Delhi: Global Research Publications.
- [8] Hans, V. Basil (2015). Currency and Currency Wars. *EPRA International Journal of Economics and Business Review*, 3(11): 223-227.
- [9] Jaiswal, Bimal; Bhasin, Saloni; & Sharma, Astha (2013) Empowerment of Youth: A Challenge of 21st Century. *International Journal of Social Relevance & Concern*3(8), 1-8.
- [10] Jeet, Kanwal (2015). Chinese slowdown: Opportunity to make 'Make in India' really matter. *International Journal in Management and Social Science*, 3(10), 453-461.
- [11] Kumar, K. Krsihna (2016, Jan 8). Thrust should be on aerospace, defence to realise Make in India. *The Hindu*, p. 8.
- [12] Leena, Nair & Hans, V. Basil (2013). India's Outward Foreign Direct Investment – Charting New Courses. *Academic Studies National Journal of Jyoti Research Academy*, 7(2), 68-75.
- [13] Leena, Nair & Hans, V. Basil (2015). Outward Foreign Direct Investment in the Globalisation Era: The Indian Experience. *International Journal of Research & Development*, 21(5), 71-93.
- [14] National Youth Policy (2014). Retrieved from [www.youthpolicy.org](http://www.youthpolicy.org) on 03/01/2016
- [15] Navya, G.S. & Ramagopal, S. (2015). Make in India- a Major Initiative of the Indian Government Is the Timing Right? *Southern Economist* 54(12), 45-48.
- [16] Joseph, Josy (2015, Dec 24). For now 'Make in India' is a mere slogan. *The Hindu*, p.11.
- [17] Rao, Raghavendra & Hans, V. Basil (2014 Oct 1). Make in India Beeja Mantra [Make in India Supreme Mantra, an article in Kannada], *Udayavani*, p. 8.

- [18] Rajan, Raghuram (2015). Make in India, Largely for India. *Southern Economist*, 53(19), 32- 36.
- [19] Rao, M. Govinda (2015 Sept 15). Economic Reform needed to achieve Modi's 'Make in India' slogan, East Asia Forum. Retrieved from <http://www.eastasiaforum.org/> on 01/01/2016.
- [20] Rebecca, Bundhum (2015, Sept 12). Progress is hard for Make in India. Retrieved from <http://www.thenational.ae/business/economy/progress-is-hard-for-make-in-india> on 07/01/2016.
- [21] Ruda, Taneli (2015, Dec 28). What can 'Make in India' make for India? *The Hindu Business Line*.
- [22] Santhosh Kumar, S., & Raveendra, P.V. (2014). Linkages and Partnership Required between Academics and Industry to Bring the Reforms in Management Education. In Janakiram et al. (Eds.), *New Perspective in Indian Management* (pp. 338-341), Gurgaon: Himalaya Publishing House.
- [23] Seal, Jayanta Kumar & Bhadra, Shubashree (2015). Make in India: Employment and Foreign Direct Investment. *The Management Accountant*, 50(7): 67-83.
- [24] Sen, Parimal Kr; Das, Deboyoti; & Goyal, Ankit (2015). Key Drivers of FDI: A Review with Special Reference to 'Make in India' Initiative. *The Management Accountant*, 50(7): 83-87.
- [25] Shetty, Sowjanya S; & Hans, V. Basil (2019). Women Entrepreneurs in India: Approaches to Education and Empowerment. Forthcoming article.
- [26] [www.ibef.org](http://www.ibef.org) (2016, Jan 07). India News Alert. India Brand Equity Foundation. Retrieved from [yahoomail.com](mailto:) on 07/01/2016.