



34th National Conference

on

MAKE IN INDIA: THE NEW GATEWAY TO GO GLOBAL

Venue: Auditorium

TECNIA INSTITUTE OF ADVANCED STUDIES

PSP Institutional Area, Madhuban Chowk,

Rohini, Delhi

Day & Date:

Friday, 26th October, 2018

Organized By

Department of Management Studies



TECNIA INSTITUTE OF ADVANCED STUDIES

(NAAC ACCREDITED GRADE "A" INSTITUTE)

Approved by AICTE, Ministry of HRD, Govt. Of India, Affiliated to GGSIP University

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3, PSP Institutional Area, Madhuban Chowk Sector 14, Rohini, Delhi, 110085

REPORT

Event	: 34 th National Conference
Topic	: MAKE IN INDIA: THE NEW GATEWAY TO GO GLOBAL
Day & Date	: Friday, 26 th October, 2018
Venue	: Tecnia Auditorium
Convener	: Dr. Rohtash Kumar
Student Delegates	: 200
Research Scholars	: 24
Faculty Delegates	: 35

Objectives of the Conference

- To develop a clear understanding to convert India into a global manufacturing hub, to help to create jobs and to boost economic growth.
- To identify on building physical infrastructure as well as creating a digital network.
- To discuss urging need of both local and foreign companies to invest in India.
- To manufacture products in India and sell them worldwide.
- To increase the expertise and provide the best possible platform by educating students and attracting new researchers.
- To Provide platform for academicians, researchers, entrepreneurs, financiers, mentors and other stakeholders to engage and collaborate across the country, to share ideas, best practices, develop solutions and partnerships that benefit India and at the social and economic facade.

- To Encourage and initiate collaborative thought process to explore new trends, opportunities, and challenges in Entrepreneurship and Youth Empowerment; also expand pool of Indian Entrepreneurs to promote self-employment.

Guests of Honor:

- Guest of Honour Prof. S.S Sharma, IAS (Retd.) Officer.
- Guest of Honour Prof (Dr.) T.N. Chhabra, Delhi University.
- Guest of Honour Prof (Dr.) Raj Kumar, M.D.U Rohtak.
- Guest of Honour (Dr.) Sandhya Bindal, Vice-Chairperson, TIAS.
- Guest of Honour Prof (Dr.) Rashmi Gujrati, Principal, Shri Atam Vallabh Jain College, Punjabi University
- Chief Guest Prof (Dr.) R.P. Dahiya, Former VC-CDLU, Haryana and Former VC-DECRUST, Haryana.

Paper Presenters:

- Dr. Jamuna, Associate Professor, TIAS
- Dr. Gunjan Verma, Asst.Prof., Kalindi College, University of Delhi
- Ms. Pavni Anand, Scholar, Kalindi College, University of Delhi
- Dr. Rashmi Choudhary, Asst.Prof., Kalindi College, University of Delhi
- Ms. Anjali Yadav, Research Scholar, TIAS
- Dr. S.Chinna Thambi, Professor, TIAS
- Mr. Shashi Kumar Pandey, Research Scholar, Mewar University, Rajasthan
- Ms. Shivangi Chopra, Research Scholar, TIAS
- Mr. Akshat Kher Research Scholar, TIAS
- Ms. Ruchi Bhalla, Research Scholar, TIAS

- Ms. Sonia Gandhi, Assist. Prof. DSPSR, GGSIPU
- Mr. Inderpreet Singh, Assist. Prof., TIAS
- Mr. Arjun Gupta, Research scholar, TIAS
- Mr. Ankit Gupta, Research Scholar , TIAS
- Mr. Gagan Mittal, Research Scholar, TIAS
- Mr. Aman Jindal, Research Scholar, TIAS
- Mr. Ayush Puri, Research Scholar, TIAS
- Mr. Arihant Jain, Research Scholar, TIAS
- Ms. Riya Jain, Research Scholar, TIAS
- Mr. Anmol Goyal, Research Scholar, TIAS
- Mr. Parth Gupta, Research Scholar, TIAS
- Mr. Joshua David, Research Scholar, TIAS
- Mr. Ankit Jain, Research Scholar, TIAS
- Ms. Meenu Kansal, Asst. Prof. TIAS
- Ms. Himanshi Bhasin, Research Scholar, TIAS
- Ms. Himanshi Jawa, Research Scholar, TIAS
- Ms. Mansi Arora, Research Scholar, TIAS
- Ms. Bhawna Rajput, Research Scholar, TIAS
- Mr. Dhruv Taneja, Research Scholar, TIAS
- Mr. Tarun Gupta, Research Scholar, TIAS

About The Conference:

Make in India, a type of Swadeshi movement covering 25 sectors - of the economy, was launched on 25 September 2014 with the objective of job creation and skill enhancement and to transform India into a global design and manufacturing hub. It encourages companies to manufacture their products

in India and also increase their investment. As per the current policy, 100% Foreign Direct Investment (FDI) is permitted in all 25 sectors, except for space (74%), defence (49%) and news media (26%). Japan and India had also announced a US\$12 billion "Japan-India Make-in-India Special Finance Facility" fund to push investment.

After the launch, India received investment commitments worth 16.40 lakh crore (US\$230 billion) and investment inquiries worth 1.5 lakh crore (US\$21 billion) between September 2014 to February 2016. As a result, India emerged as the top destination globally in 2015 for foreign direct investment (FDI), surpassing the USA and China, with US\$60.1 billion FDI. Several states launched their own Make in India initiatives, such as Vibrant Gujarat, "Happening Haryana" and "Magnetic Maharashtra". India received US \$60 billion FDI in FY 2016-17. Combined with other initiatives by the end of 2017, India rose 42 places on Ease of doing business index, 32 places World Economic Forum's Global Competitiveness Index, and 19 notches in the Logistics Performance Index. This initiative converges, synergizes and enables other important Government of India schemes, such as Bharatmala, Sagarmala, Dedicated Freight Corridors, Industrial corridors, UDAN-RCS, Bharat Broadband Network, Digital India.

25 Sectors of Economy Covered Under Make in India

The twenty five sectors are:- Automobiles; Auto components;. Aviation; Biotechnology; Chemicals; Construction; Defense manufacturing; Electrical machinery; Electronic system design; Manufacturing; Food processing; IT and BPM; Leather; .Media and entertainment; Mining; Oil and gas; Pharmaceuticals; Ports; Railways; Renewable energy; .Roads and highways; Space; Textiles; Thermal power; Tourism & Hospitality and Wellness.

Ease of Doing Business

India jumped to 100th place in the World Bank's 2017 Ease of Doing Business Index, from 130th in 2016. In February 2017, the government appointed the United Nations Development Programme (UNDP) and the National Productivity Council to sensitize actual users and get their feedback on various reform measures". As a result, now there is competition among the states of India

to improve their current ranking on the ease of doing business index based on the completion percentage scores on 98-point action plan for business reform under Make in India initiative.

Ongoing global campaign

The campaign was designed by Wieden and Kennedy with the launch of a web portal and release of brochures on the 25 sectors, after foreign equity caps, norms and procedures in various sectors were relaxed, including application of manufacturing application made available online and the validity of licenses was increased to three years.

Zero Defect Zero Effect

The slogan was coined by Prime Minister of India, Narendra Modi, to emphasize on the production mechanism that produces products with no defects with no adverse environmental and ecological effects.

Themes/Key Issues:

- Opportunities in Marketing, Manufacturing, Human Resource, Operations, Supply Chain Management, and IT for Start-up & Stand-up India :
- Issues and challenges of capacity building
- Improving environment for business
- Promoting Rural Stand-ups
- Manufacturing opportunities in Jharkhand
- Development of Ranchi in Smart City – Challenges and opportunities
- Entrepreneurs in and around Jharkhand
- Promoting self-employment
- Role of NGOs in promoting Start-up India
- Skill development Initiative
- Mining and Mineral Based Industries

- Agro Based Industries
- Industries based on medicinal and aromatic plants
- Sericulture/ Tassar silk based products
- Forest based industry like shellac, bamboo, etc.
- Engineering, auto components, iron and steel and steel based downstream industries
- Chemical based industries
- Power generating and allied industries
- Electronic and IT based industry
- Industries based on non-conventional energy
- Live stock based industry
- Industries based on recycling of wastes, eco friendly raw materials, and processes
- Super specialty health services
- Telecommunications and related products
- Food processing industry
- Tourism
- Cold storage
- Plastic and plastic based industries
- Pharmaceuticals and drugs based industry
- Leather based industries
- Technical education
- Ceramics
- Sports goods
- Packaging

- Metallurgical industries including power intensive units like induction furnaces, ferroalloys, oxygen plants, graphite and gas plants, and calcium carbide plants.
- Textile, hosiery, knitwear
- Handicrafts and handloom based industries
- Housing fixtures and related industries
- Financial and Insurance Advisory Services
- KG/Primary School education
- New Beginnings in Indian Financial System
- Emerging Financing Options for Start-up India
- Role of Banks in enhancing Start-up India
- Challenges and issues related to MSME growth
- Economic strategies for manufacturing growth.
- Tech Startups
- Supporting innovative and modest start-ups
- Role of Digital India initiative in Make In India
- Net neutrality
- e-Commerce
- Promote manufacturing in ICT
- Food for all: Research in Biotechnology sector for food sustainability
- Energy Storage for Electric Vehicles



Arrival and Welcome of Guest at the Venue



Arrival and Welcome of Guest at the Venue

INAUGURAL SESSION:

TIAS organized a 34th National Conference on “MAKE IN INDIA: THE NEW GATEWAY TO GO GLOBAL” at Tecnia Auditorium on 26th October 2018. The inaugural session of the conference commenced with the lamp lighting ceremony and Saraswati Vandana followed by felicitation of dignitaries present on the occasion.



Lamp lighting ceremony and Saraswati Vandana



Dr. Ajay Kumar, Director TIAS felicitating Chief Guest Prof (Dr.) R.P. Dahiya, Former VC-CDLU, Haryana and Former VC-DECRUST, Haryana



Inaugural panel at dias



Dr A.K.Srivastava Chief Executive (A & D), TIAS Felicitating Guest of Honour Prof. S.S. Sharma, IAS (Retd.) Officer.



Dr Ajay Kumar, Director, TIAS giving inaugural speech

Conference Opening Remarks

The conference was set off with the opening remarks by Dr. Ajay Kumar, Director, TIAS. He welcomed all the resource person and delegates of the conference. He said that expertise and advice of the panel will provide new heights to the intellect of the conference. This conference creates synergy to the government of India in policy formulation for different sectors- further he has highlighted the role and initiatives of government of India for the economic development as part of global campaign. He also mentioned that, this conference offers the platform to discuss opportunity for Academia, Govt. and students as a forum to discuss different key issues. Further, he announced that deliberation of the conference will be publish for circulation for future reference.



Ms. Parul Puri, Advisor (NIESBUD) during Key note address

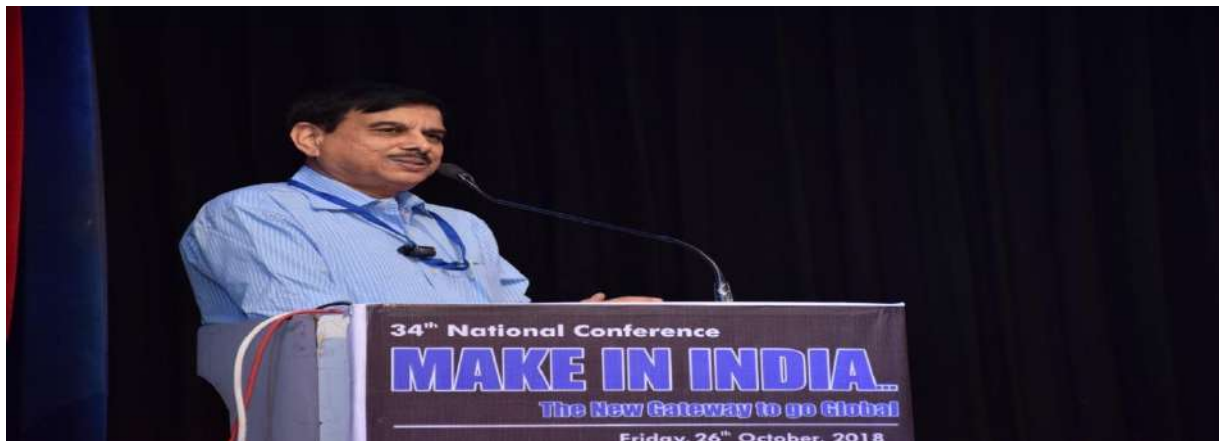
She highlighted about "SKILL INDIA".She discussed on the following aspects and gave her viewpoint:

1. Entrepreneurship
2. Employability
3. Self-Utilization

Further she suggested to get knowledge for different govt. scheme.



Conference proceeding release by the panel of dignitaries present in the Inaugural session.



Dr. A.K. Srivastava, Chief Executive (A & D) welcoming the guests of the day.

Dr. A.K. Srivastava mentioned in his speech that we are here to gain something different from the conference. He mentioned that with graduation degree, it is difficult to get a job. So, Skill India is an aid that will increase the employability in order to contribute for the nation development. Further he said that to be self-employed, one should develop his/her skills. Dr. A.K. Srivastava also emphasized that the experience of guest will enlighten your knowledge and boost up to select career path for future.



Address by Guest of Honour Prof. S.S Sharma, IAS (Retd.) Officer

Prof. S. S. SHARMA mentioned in his speech that Make In India is a key initiative by Modi Govt. to create employability through skill India and to provide world class labor to the world. He said that Make In India provides skilled people to growing economy. Further he elaborated due to manufacturing sector development, that will be growth in export sector and subsequent development of the country by increase in foreign exchange resources.

Lastly, he congratulated Tecnia to organize such conference which will be helpful for recommending those points for policy making. He said Skill India is getting down in performance due to serious implementation issues.



Address by Guest of Honour Prof.(Dr.) T.N.Chhabra , Professor, University of Delhi.

Prof.T.N. Chhabra suggested the students that the National level Institute is providing different programs for developing skills of the youth and said to increase your employability skills .The student should join such skill development programs. He said that one has to be multi skilled for which skill India courses are intended to provide. He said to students to become a change agent.



Guest of Honour Prof (Dr.) Rashmi Gujrati, Principal, Shri Atam Vallabh Jain College, Punjabi University

DR. Rashmi Gujrati mentioned in her speech that “Make In India was launched by Honorable Prime Minister Shri Narendra Modi”. She said that although the planning is made by the government., It is the duty and responsibility of your generation. She advised the students to shoulder on the responsibility of making India .Sound economy will possible only when we individually contributed and use our skill to Make The India . She narrated T 18 and T20 in manufacturing sector. Further she narrated F16 Technology. She said Make in India project has the target till year 2022. So she urges the audience to support the program.



Chief Guest Prof(Dr.) R.P.Dahiya, Former VC-CDLU, Haryana and Former VC-DECRUST, Haryana.

Prof(Dr.) R.P Dahiya showed heartfelt thanks to the guest for sharing their intelligence, experience to the students and on Make in India. Further he highlighted the difference between Made In India or Make In India. He suggested to go through 25 sector of Make In India and as per your skill enrich yourself and increase your self-confidence. Further devoting time for self-introspection is required for young generation for self-growth which comes from self-respect which is a path of Make In India.



Dr. Rohtash Kumar, Conference Convener, TIAS giving Vote of Thanks

Plenary Session:



The plenary session was chaired by Ms. Parul Puri, Advisor (Training), NIESBUD, Ministry of Skill Development and Entrepreneurship, Government of India.



Plenary Session I: Panel at dias.



Dr. S. JAMUNA, Associate Prof. (TIAS), Presenting the research paper.

Topic: MAKE IN INDIA

Dr. S. JAMUNA explained the students about the facts and information about Make In India and the major motive of this policy for investing in India. She mentioned the 25 sectors. The Objective of her study was to analyze the implementation of Make In India Scheme.

Highlights of the paper:

1. Decline in inflation since late 2015 is over 6percent.
2. Major initiatives are implementation of Public Private Partnership (PPP).

She told us that total FDI Equity inflows are increased. The country should make the product that is affordable for the country. Hence, it is concluded that Make in India is good for Indian Economy. Everybody should come up with new ideas.



Speaker 2: DR.GUNJAN VERMA, Assistant Prof., Kalindi College, University Of Delhi.

Topic: ROLE OF YOUNG ENTERPRENEURSHIP IN INDIAN ECONOMY.

DR.GUNJAN VERMA explained that the Youth entrepreneurship has now generally come up with new ideas. She focused on the Policy framework which includes:

- Industry support and guidance

- Education and orientation
- Type of Youth Entrepreneurship
 1. Innovative entrepreneurship
 2. Initiative entrepreneurship
 3. Fabian entrepreneurship
 4. Drone entrepreneurship
- Role of Youth Entrepreneurship in the economy.
 1. Entrepreneur creates new business.
 2. Entrepreneur creates social change.
 3. Community Development
 4. Entrepreneur add to National Income

GOVT. ROLE

Startup India:- By maintaining mergering actual innovation mission (ATM)

It is concluded that entrepreneurs work as change – agents in the economy of India.



Speaker 3- DR. S.CHINNA THAMBI, Professor, TIAS

Topic: IS AGRICULTURAL POLICY SUPPORTING TO THE AGRICULTURE FARMERS IN THE EMERGING SCENERIO FOR THE GROWTH AND ECONOMIC DEVELOPMENT IN INDIA?

DR. S.CHINNA THAMBI mentioned 54.6% of the population is engaged in agriculture activity. Agriculture plays a vital role in the India's economy as we are the 6th largest economy in the world. Financial Inclusion: - Include all the farmers in the inclusion by which weaker section and low income groups at an

affordable cost. Farmers will get loan from the bank that is farmers credit it will really a good help for the farmer.



Speaker 4 : Dr. Rashmi Chowdhury, Assistant Prof., Kalinidi College, University of Delhi

Topic: IMPACT OF MAKE IN INDIA

Her study highlighted Globalization and Labor reforms, Employment creation , Economic development and case of doing business.



Speaker 5: Mr. INDERPREET SINGH Assistant Professor TIAS and Mrs. SONIA GANDHI Assistant Prof. Delhi School of Professional Studies and Research.

Topic: IMPACT OF CRM LIFE INSURANCE OF INDIA

They highlighted RDA Act and various strategies used for life insurance. Further they explained CRM innovations and strategies, highlighted on Bun assurance, micro finance, networking and mobile technology. Further they highlighted how CRM empowered the customer.



Speaker 6: Ms. RUCHI BHALLA, Assistant Professor TIAS

She explained the role of CSR in Business Community today. Further he explained the development of CSR with transaction of CSR. In this paper she elaborated HR Leadership role for promoting corporate ethics.

Technical session



Dr. Sachin Sabarwal, Assoct.Professor, TIAS felicitating Dr .ESHA JAIN, Assistant Prof. North campus-,Gurugram



Speaker 1: ARJUN GUPTA, Research Scholar, TIAS

Topic: COMPARATIVE ANALYSIS HQ BE AND ZOMATO

OBJECTIVE: This recent application launch stirred juice as it is catering to the party and liquor. He explained the difference between HQBE AND ZOMATO.

He explained the sales strategy including three levels of Sales Strategy. Mr. Arjun concluded that the customer have real struggle to face during weakness.



Speaker 2: SHUBHANGI CHOPRA, Research Scholar, TIAS

Topic: New Investment Project Of Honourable Prime Minister Shri Narendra Modi

She mentioned that India is a country rich in natural resources. Here, skilled labors are available in plenty.

This help in FDI.

- Expectation From Make In India Project
 - Lots of job opportunity
 - improving democratic condition



Speaker 3: ANKIT JAIN and JOSHUA DAVID, Research Scholar, TIAS

Topic: ROLE OF MAKE IN INDIA FOR SEZ.

They explained about the SEZ and elaborated the benefit of SEZ related to Make In India.



Speaker 4: ANMOL GOYAL and PARTH GUPTA, Research Scholar, TIAS

They gave the conclusion to the chairperson. It has been major effect on manufacturing sector.

Speaker 5: ANKIT ARORA AND GAGAN MITTAL, Research Scholar, TIAS

Topic: SOURCE OF INNOVATION AND CHARACTERISTICS OF ENTREPRENEURSHIP.

It is concluded by them that many people think that innovation is the form of Eureka moment someone has an amazing idea.

Based on the three criteria for selection of the winning team, the following were declared as winners in the session.



First prize went to Ms. Sonia Gandhi



Second prize went to Ms. Anjali Yadav

The winners were awarded with Tecnia mementos and cash prizes.

The conference ended with a note of remarks from Ms. Sheetal Badesra, Conference co-convener, Department of Management, TIAS.

Learning Outcomes:

The 34th National Conference on “MAKE IN INDIA: THE NEW GATEWAY TO GO GLOBAL” held on 26th October 2018 in Tecnia Auditorium of Tecnia Institute of Advanced studies, New Delhi with 200 student, 35 faculty delegates and 24 Research scholars have reached out to the delegates with the following points:

1. The participants got a good understanding on the emerging trends in different industries and sectors like; e-Commerce, ICT, Biotechnology sector, Pharmaceuticals and drugs based industry, Technical education, Ceramics and Handicrafts and handloom based industries.
2. The future researchers have got a glimpse of their future research field related to the different sub themes of the conference, thereby making them enable to choose their research topic.
3. Student participants enhanced their concepts in capacity building, Start-up & Stand-up India and enriched their knowledge on Industries based on recycling of wastes, eco-friendly raw materials, and processes.
4. Conference participants got to know about the many aspects related to manufacturing opportunities, Skill development Initiatives, New Beginnings in Indian Financial System, Emerging Financing Options for Start-up India.
5. The delegates were educated the students that how Make In India into a global hub is now at an arm's distance. Any willing youth is supported by way of Skill India programme and the financial assistance is also made easy to support the new ideas to make India as a global manufacturing hub.
6. It was informed to the delegates that Digital India can be treated as the brain child of Make in India and that helps any new idea in the digital world to make India shine in the global market.

7. All the sectors given priority by these initiatives were discussed which made easy for the delegates to select their field.
8. It was informed that the making should be in India for which the government has introduced lots of helping measures which can be made utilized by the new entrants and transform India as a better financial hub.
9. Skill India was another brain child of Make in India from which the trainer herself was giving the contact details to the delegates to get in touch with her for any type of assistance related to starting, running or financing of a new initiate.
10. There was an importance given by all the speakers about self-employment by the educated youth for which self-confidence is necessary. The self-confidence will be increased by the skill set which has been the aim of skill India.
11. Students were advised to be multi skilled so that they can be the change agents of India to transform India in a better way.
12. All the speakers conveyed a strong message that Make in India programme makes anyone to do business easily in India. Each and every one is having the responsibility to engage themselves in the policy making for a brighter India.

******END OF THE REPORT******