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### IMPORTANCE OF VARIOUS SKILLS FOR THE SUCCESS OF "MAKE IN INDIA" AND "DIGITAL INDIA".

**Dr. Digar Singh Farswan**

**Head of Department ,**

**B.Ed Department Devbhumi Institute of Professional Education Lalpur Rudrapur.**

#### ABSTRACT

**T**he 'Make in India' initiative hopes to harness and develop relevant sectors in each state. In the words of the Prime Minister Narendra Modi , the 'Make in India' scheme is aimed at creating a "global manufacturing hub". Make in India is an initiative launched



by the Government of India to encourage multi-national, as well as national companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. The focus of Make In India programme is on creating jobs and skill enhancement in 25 sectors. These include: automobiles,

aviation, chemicals, IT, pharmaceuticals, construction, defense manufacturing, electrical machinery, food processing, textiles and garments, ports, leather, media and entertainment, wellness, mining, tourism and hospitality, railways, automobile components, renewable energy, mining, bio-technology, space, thermal power, roads and highways and electronics systems. On August 21, 2014, the "Digital India" campaign was launched. The idea is to change India into an electronically empowered economy. According to this programme, the Government of India wants all Government departments and the people of India to connect with each other digitally or electronically, so that there is effective governance. It also aims at reducing paperwork by making all the Government services available to the people electronically. There is also a plan to connect all villages and rural areas through internet networks. There are three major components of Digital India: Digital infrastructure, digital literacy and digital delivery of services. Skill Development means developing yourself and your skill sets to add value for the organization and for your own career development.

**KEYWORDS** :Make in India, Digital India, Skill Development, empowered economy.

## INTRODUCTION

Make In India is a new national program designed to transform India into a global manufacturing hub. It contains a raft of proposals designed to urge companies - local and foreign - to invest in India and make the country a manufacturing powerhouse. The focus of Make In India programme is on creating jobs and skill enhancement in 25 sectors. These include: automobiles, aviation, chemicals, IT, pharmaceuticals, construction, defense manufacturing, electrical machinery, food processing, textiles and garments, ports, leather, media and entertainment, wellness, mining, tourism and hospitality, railways, automobile components, renewable energy, mining, bio-technology, space, thermal power, roads and highways and electronics systems.

On August 21, 2014, the "Digital India" campaign was launched. The idea is to change India into an electronically empowered economy. According to this programme, the Government of India wants all Government departments and the people of India to connect with each other digitally or electronically, so that there is effective governance. It also aims at reducing paperwork by making all the Government services available to the people electronically. There is also a plan to connect all villages and rural areas through internet networks. There are three major components of Digital India: Digital infrastructure, digital literacy and digital delivery of services. Digital India is a programme to prepare India for the knowledge future and covers several departments. It weaves together a large number of ideas and therefore is pretty big and complex in its scope. For a program of such a nature it is too early to comment on whether it is on track to achieve its goals. However, the various measures being taken by the government certainly suggest that the direction is correct. We are seeing an urgency in rolling out broadband connectivity to the over 250,000 gram panchayats which was envisaged under NOFN (Bharat Net) and which is one of the core pillars of Digital India. Similarly, as part of early harvest program of Digital India, efforts are being made to roll out Public Wi-Fi hot spots in various places. Efforts are underway to widen the scope of Public Internet access program with Post Office network being leveraged.

The idea is to raise confidence, improve productivity and give direction through proper skill development. Skill development will enable the youths to get blue-collar jobs. Development of skills, at an young age, right at the school level, is very essential to channelize them for proper job opportunities. There should be a balanced growth in all the sectors and all jobs should be given equal importance. Every job aspirant would be given training in soft skills to lead a proper and decent life. Skill development would reach the rural and remote areas also. Corporate educational institutions, non-government organizations, Government, academic institutions, and society would help in the development of skills of the youths so that better results are achieved in the shortest time possible. Employers are often looking for skills that go beyond qualifications and experience. While your education and experience may make you eligible to apply for a job, to be successful in the role you will need to exhibit a mix of skills: 'employability skills'. This means that the specialist, technical skills associated with different roles may be less important than the 'soft skills' that can be transferred between different jobs and different employment sectors. For employers, getting the right people means identifying people with the right skills and qualities to fulfill the role and contribute to the organization's success.

## VISION OF MAKE IN INDIA

Prime Minister Narendra Modi launched the Make in India program on 25 September 2014 in a function at the Vigyan Bhavan. Make-in-India focuses on attracting investments in manufacturing sector of India.

**(i) Huge Manpower:** About 50% of the Indian population is between 25 and 64 years of age which is more than half a billion. By 2025, India is projected to have the largest workforce. This gives India an edge over other countries in terms of human resource.

**(ii) Value-added Manufacturing:** Unlike major manufacturing economies where workers are moving towards hi-tech manufacturing units, Indian workers are ready to take up the challenge of working in low value added manufacturing units.

**(iii) Single country dependency:** Many companies in the developed world like US, Japan, etc are looking to outsource from more than one country to avoid risk of dependence on one country. India is a potential alternative for these companies to look forward to.

**(iv) Foreign Direct Investment:** FDI cap in railways and defense is already increased, and investment portals have been created to draw the attention of global investors. This would certainly help India by providing with more capital (India's current FDI is around 2% of its GDP). Since India heavily depends on imports to meet its defense requirements, this is a very good opportunity to manufacture them in the country and try to be self-reliant. Recent visits to Japan and China by the Prime Minister is expected to bring in significant investments into Infrastructure sector and towards revitalizing the backbone of our transport system - Indian Railways.

**(v) Taxation system:** Introduction of the GST that would essentially replace all the indirect taxes would aid in redistributing the burden of taxation equitably between manufacturing and services. It will foster a common market across the country reducing the compliance costs and will facilitate investment decisions being made on purely economic concerns, independent of tax considerations. It will promote exports and most importantly, will spur growth.

**(vi) Invest India cell:** An investor facilitation cell set up by the government will act as the first reference point for guiding foreign investors on all aspects of regulatory and policy issues and to assist them in obtaining regulatory clearances. The cell will also provide assistance to foreign investors from the time of their arrival in the country to the time of their departure. The information and facts that potential investors need for each sector have been compiled in brochures.

#### **OBJECTIVES OF VARIOUS SKILLS FOR THE SUCCESS OF "MAKE IN INDIA" AND "DIGITAL INDIA".**

Career development, More employment, Growth GDP Rate, Creation of Export and increase production are the objectives which bring various skills on a common platform for the benefit of the human individual. The two main avenues for developing skills are through the Education, training and Developmental experiences. 'Make in India' scheme is aimed at creating a "global manufacturing hub". Make in India is an initiative launched by the Government of India to encourage multi-national, as well as national companies to manufacture their products in India. The major objective behind the initiative is to focus on job creation and skill enhancement in 25 sectors of the economy.

#### **"MAKE IN INDIA" : PROBLEMS AND CHALLENGES**

Any new initiative is not without its hurdles ahead of it. "Make in India" seems to be an impractical dream considering the following points.



**(i) Unskilled Labour:** Though India has a huge labour base, a very large chunk of them remain unskilled. Skilled labours are concentrated mainly in urban areas. More than 90% of them are still stuck in unorganized sectors. A shift from service-oriented economy to manufacturing-oriented economy requires high skill development, training programs and labour reforms. This places emphasis on quality education which is currently not reflective in India.

**(ii) Electricity:** Manufacturing units are heavy consumers of electricity. India is already running short of electricity with a deficit of about 5.1%. The Comptroller and Auditor General recently held the government accountable for losses of \$37 billion due to lack of transparency in the allocation of coal. Why would a foreign company outsource in India if such basic needs are not met?

**(iii) Roads:** Road connectivity is extremely crucial for the export sector. If India were to be a reliable manufacturing hub, road density should be high. India has 1.1 km/000 per sq.km of roads which is way too low compared to International standards.

**(iv) Not Business-friendly:** India is ranked 142nd out of 189 countries when it comes to ease of doing business. Currently, Taxation system is very complex and although there are steps taken to provide platform conducive to business, things are uncertain until seen in reality. Investors are wary of the regulations, Red-Tapism in Indian Bureaucracy and needless to mention the frequent scams that gets noticed at the global level.

**(v) Clearances:** Right now it takes 168 days and 35 procedures to complete the process of getting construction-permit. Everything is tiresome when it comes to land-acquisition and construction. It is even more tedious to get forest and environment clearances.

**(vi) Obsolete Labour Laws:** India still has repressive labour laws that were enacted along with socialistic principles right after Independence. These laws restrict firms to fire workers even if they don't meet their performance level.

**(vii) Trade Procedure:** Exporting any standard container of goods requires nine documents to fill up and takes minimum 16 days and costs \$1,170. While importing it requires 11 documents and takes 29 days and costs \$1,250. This makes the trading process cumbersome and complex.

**(viii) Technology:** The success of "Make in India" relies heavily on Technology, i.e., Computer Integrated Manufacturing. A lot of investment is needed to incorporate these technologies into Indian manufacturing sector. Currently, labour productivity in India is far below the International average.

**(ix) More employment:** Nothing alleviates unemployment as manufacturing jobs. A full sized production unit of a multinational employs as many as 10,000 workers - which means 10,000 families would be fed - making it a total of 40 -50,000, people benefiting from a single such entity. More employment would also mean lifting the poor to the lower middle class. Their next generation would go to school and college and land up one step ahead.

**(x) Creation of Exports:** As Mr. Modi rightly puts it, if we can manage to send a probe to Mars - all with indigenous effort - we have no dearth of talent. Our manufacturing, if given the right kind of push could

compete in international markets too when the volumes are pushed up. Major manufacturing economies like Germany and China are economic powerhouses. Imagine an India with no trade deficit. Imagine seeing a made in India label when you buy your new laptop on a trip to Singapore.

### **DIGITAL INDIA PROGRAMME**

**There are three major components of Digital India:** Digital infrastructure, digital literacy and digital delivery of services. The vision of Digital India of the Prime Minister takes a step further into the future with the participation of Google in the campaign. Narendra Modi met with some top notch CEOs and founders of technological companies during his recent visit to the US. Among the visits was one to the Google search engine main campus at California, where Modi met with Sundar Pichai, the CEO of Google. In their meeting, Modi was introduced to the concept of navigational safety and other uses of Street View as well as Google Earth. He was also briefed on four other critical projects that would add value to the government's 'Digital India' campaign. The meeting turned out to be fruitful with the promise of collaboration of Google with Indian Railways to provide Wi-Fi services at 500 stations by next year. This project has been named Project Nilgiri. Project Nilgiri will use Google Fiber technology, with a promise of high-speed internet services for the first 30 minutes, after which the speeds will drop, although the connection will be stable. Apart from the free Wi-Fi services, Google India has also promised 11 regional languages with Android. This is indeed very good news for Digital India campaign and a giant leap in the right direction because of the efforts of the government. We are seeing true Digital India expansion— Fair and Quality Internet Services for one and all. Digi Locker is yet another Digital India initiative launched by the Government of India in February 2015. Released by the Department of Electronics & Information Technology (DEITY), Ministry of Communications & IT, Digi Locker is actually an e-locker to save your official and other documents. This is a secured personal online storage space where you can store your documents. The service is open to all Indian citizens with Aadhaar cards. Each citizen, when registered.

### **VARIOUS SCHEMES OF DIJITAL INDIA PROGRAMME**

**(i) Bharat Net:** This is the backbone of the Digital India programme. It will provide internet and telecommunication services to every part of the country, including connecting the villages spread all over India through broadband. This is the world's largest rural broadband connectivity project.

**(ii) BSNL Next Generation Network (Voice, data and multi-media on one landline):** BSNL has prepared a massive plan to use the advanced technology of Next Generation Network (NGN) to provide telecommunication services using various modes such as voice, data networks (internet), wireless network and multimedia video conferencing and fixed mobile convergence (FMC). In the first phase, BSNL aim is to cover four million customers.

**(iii) BSNL Wi-Fi Services (Wi-Fi hotspots, affordable connectivity on the go):** BSNL has also chalked out a plan to roll out Wi-Fi in 2500 cities and towns, including major tourist places across India. The aim is to provide affordable seamless connectivity through 2G/3G mobile connectivity.

**(iv) National scholarships portal (All Government scholarships under a single website):** This is a one-stop solution for implementing the entire scholarship process. Here, in a single website, you can apply and register for different scholarships provided by different central and state ministries, governments and other agencies. You can receive application forms and process online.

## ROLL OF SKILLS FOR THE SUCCESS OF MAKE IN INDIA & DIGITAL INDIA

The significant role of various skills for the success of Make in India and Digital India programme. India has grown at those rates but grown relatively for a short period. Therefore, to have a sustained high growth for three decades, is a challenge. And these challenges will happen at a point when 700 million people in the 3-4 decades will move from rural to urban areas. The dominant feature of our growth will be new urbanization. And this will happen at a point time when India will be passing through a window of demographic transition, which rarely happens in history. India's population, which is 70 per cent below the age of 32 years, will keep getting younger and younger till 2040. The aging population in the West and India's population getting younger is one of the most politically, economically and socially salient feature of our present time. And this leads to demographic transition and actually leads to a social transformation. Continuously learning and developing one's skills requires identifying the skills needed for mobility and then successfully seeking out trainings or on-the-job opportunities for developing those skills.

What is key to India is that the share of manufacturing must grow to make the India growth story a success. Now, services account for about 55 per cent of GDP while manufacturing share is just 16 per cent. While manufacturing accounts for 16 per cent of GDP, it accounts for just 12 per cent of employment. Unless the share of manufacturing grows to 25 per cent of GDP and create 100 million jobs, it will be very difficult for India to grow and create massive employment. No country in the world has grown on the back of agriculture. Services has its own limitations. And, therefore, only manufacturing has to take the lead. If you look at world history, whether it is Japan or Korea or Singapore or even China, all have grown on the back of manufacturing. While India needs a 2nd Green Revolution in agriculture, it needs to drive its manufacturing. And, there is no reason why India can't become a manufacturing nation. India has everything that make up for a manufacturing nation—a thriving private sector, skilled manpower and wages which are still low. Indian programmers have gone and excelled all over the world. India has a vast coastline and some very good ports. So, the only way we can raise people above poverty line is by manufacturing. Although we have been talking about skills as a part of the collection of qualities that combine to make you an individual, this does not mean that these skills are as fixed as your height, or as difficult to change as the shape of your nose. Personal skills can be acquired, developed and improved. Candidates may have the qualifications and 'hard skills' needed to be able to manage the job role but, without a well-honed set of 'soft skills', employers are less inclined to hire.

## CONVERGENCE OF MAKE IN INDIA, DIGITAL INDIA AND SKILL INDIA

In the last decade, everything that had to be manufactured in India and exported, were being imported from various parts of the world. That's why our import bill has grown substantially. Therefore, the new initiatives of the government whether it is Make in India or Digital India or Skill India, should all converge so that India can grow at 9-10 per cent per annum and create jobs. The Make in India looks at 25 sectors-it looks at core competencies of India across the sector and how India can penetrate global markets. But Make in India cannot happen without Digital India because India has been a reluctant manufacturer and a reluctant urbanizer. If India needs to achieve a quantum jump, the broadband, the spectrum behind it, the country needs to use technology to leapfrog. What Digital India aims to do is to provide the technology, the broadband and the spectrum behind it. But manufacturing and technology alone cannot help you-you can grow faster but that will be jobless growth. What Skill India does is to create skills for a vast segment of population so that as India manufactures, as India urbanizes, as Indians moves from rural to urban areas-as it happens in economic development-you keep creating



jobs. This is what happens when economy expands.

### **SKILL DEVELOPMENT : CAREER DEVELOPMENT**

Skill Development means developing yourself and your skill sets to add value for the organization and for your own career development. Fostering an attitude of appreciation for lifelong learning is the key to workplace success. Continuously learning and developing one's skills requires identifying the skills needed for mobility and then successfully seeking out trainings or on-the-job opportunities for developing those skills. Developing your skills begins with assessing which skills are important for your desired career development. 70% of your development should come from on-the-job activities and action learning. This can include development experiences like managing a project, serving on a cross-functional team, taking on a new task, job shadowing, job rotation, etc. 20% of your development should come from interactions with others. This includes having a mentor, being a mentor, coaching, participating in communities of practice, serving as a leader in a staff organization, etc. 10% of your development should come from training, including classes, seminars, webinars, podcasts, conferences, etc. Once you have identified the skills you need to develop to achieve your career goals, your next step is identifying how you will develop your skills. The two main avenues for developing your skills are through the Education, training and Developmental experiences.

### **CONCLUSION**

Many of us often get impressed by the kind of results others achieve without realizing the time invested to achieve them. There is a tendency for us to fill in the picture with our own assumptions. Both at home and at school, families and other caring adults play a vital role in helping young people with and without disabilities build work skills that will help them be successful in employment. Families who are aware of the expectations of employers, understand that they are partners in helping youth prepare for and maintain employment, and use everyday activities in the home to build work skills give their youth a much better chance of succeeding in the job search and in the workplace. The main goal is to create opportunities, space and scope for the development of the talents of the Indian youth and to develop more of those sectors which have already been put under skill development for the last so many years and also to identify new sectors for skill development. The new programme aims at providing training and skill development to 500 million youth of our country by 2020, covering each and every village. Various schemes are also proposed to achieve this objective. Apart from the free Wi-Fi services, Google India has also promised 11 regional languages with Android. This is indeed very good news for Digital India campaign and a giant leap in the right direction because of the efforts of the government. We are seeing true Digital India expansion – Fair and Quality Internet Services for one and all. The major objective behind the initiative is to focus on job creation and skill enhancement in 25 sectors of the economy. 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.

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