



Press Release

Global launch of the "Make in India" Campaign

Prime Minister of India, Narendra Modi launched the "Make in India" initiative today in New Delhi. The launch was simultaneous in India and over 50 Indian Embassies and Consulates abroad. The 'Make in India' initiative has its origin in the Prime Minister's Independence Day speech on 15th August, where he gave a clarion call for a 'Make in India' and 'Zero Defect; Zero Effect' policy.

The Government of India is committed to chart out a new path wherein business entities are extended a red carpet welcome in a spirit of active cooperation. *Invest India* 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 Government is closely looking into all regulatory processes with a view to making them simple and reducing the burden of compliance on investors.

A dedicated cell has been created to answer queries from business entities through a newly created web portal (www.makeinindia.com). While an exhaustive set of FAQs on this portal will help the investor find instant answers to their general queries, the back-end support team of the cell would answer specific queries within 72 hours. A pro-active approach will be deployed to track visitors for their geographical location, interest and real time user behaviour. Subsequent visits will be customised for the visitor based on the information collected. Visitors registered on the website or raising queries will be followed up with relevant information and newsletter. Investor facilitation cell will provide assistance to the foreign investors from the time of their arrival in the country to the time of their departure. The initiative will also target top companies across sectors in identified countries.

The 'Make in India' initiative also aims at identifying select domestic companies having leadership in innovation and new technology for turning them into global champions. The focus will be on promoting green and advanced manufacturing and helping these companies to become an important part of the global value chain.

The Government has identified 25 key sectors in which our country has the potential of becoming a world leader. The sectors like automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways among others will be seen as growth drivers where investment and sector specific FDI opportunities, with specialised and related agencies will be made available.

Since the new Government took over, a series of initiatives have been taken to revitalise the industrial sector in general and manufacturing sector in particular. To mention a few:

