

Make in India : Making India The Best One Stop Destination For Business and Tourism**Prof.Sandhya Shivajirao Jadhav**

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Mahavir Mahavidyalay, Kolhapur.**Abstract**

India, the land of ancient history, heritage, culture, natural beauty and hospitality is also emerging as the fastest growing economy of the world. Leaving no stone unturned to make India the preferred manufacturing hub of the global economy, the Government of India launched Make in India initiative. One of the focus areas of the economy under Make in India endeavor is Tourism and Hospitality industry. Thus the success of Make in India initiative and development of Tourism Sector in the country can prove symbiotic to make India the best one stop travel destination of dual benefits -for doing business at ease and for having a memorable tourism experience in one trip.

This paper attempts to shed light on Make in India endeavor of Government of India, to highlight initiatives of Government of India to promote tourism in India on national and international platform, to address how development of tourism industry in India for the success of Make in India initiative can accord the country the status of the best destination for business and tourism on global canvass. The quantifying data available through various sources reflect that the tourism industry in India has been experiencing unprecedented growth owing to many reasons. Therefore, this paper, in a theoretical manner, touches the win-win success factor of Make in India and Tourism in India collectively attaining national development on global canvass. The prime objective of this study is to contribute to the success of Make in India initiative of the Government of India by the way of sharing researcher's perception towards the subject.

Keywords : Make In India, Manufacturing Hub, Tourism, India-One Stop Destination

Introduction :

Various unique features make India a must visit tourism destination. Every corner of the country has some or the other unique feature to be worth experiencing. Spectacular natural beauty, a host of cultures, background of ancient history, heritage, an array of delicious traditional food, traditional rituals and clothing makes India the country of unique stature. India, the land of ancient history, heritage, culture, natural beauty and hospitality is also emerging as the fastest growing economy of the world. Leaving no stone unturned to make India the preferred manufacturing hub of the global economy, the Government of India launched Make in India initiative. One of the 25 focus areas of the economy under Make in India endeavor is Tourism and Hospitality industry

Objectives of the Study

1. To shed light on Make in India endeavor of the Government of India

2. To highlight the initiatives of the Government of India to promote tourism in India on national and international platform
3. To address how development of tourism industry in India and the success of Make in India initiative can accord the status of the best destination for business as well as tourism on the global landscape.

Methodology of the study**Approach of the study**

The present paper, by the way of theoretical approach, attempts to contribute to the success of Make in India endeavor of the Government India. This paper has taken the help of secondary sources for cementing views about the study. Various books, journals, magazines, news papers' articles, research paper by experts, scholars, researchers and available reports have been referred to gain deeper understanding of the subject. Information available on electronic media through television news, discussions have also been referred.

Scope of the study

Tourism industry in any potential country attracts both, business as well as potential threats. India too, being the high potential destination of generating tourism and hospitality business is vulnerable to different threats like terrorism, natural hazards, health problems, etc. This paper ,however ,discusses the best possibilities of symbiotic benefits of Make in India and Tourism Industry in India for national development on global canvass in a subjective approach. And this presentation based on the only positive side of the tourism sector may come across as a limitation of the study.

Make In India

On 25th September 2014, Hon’ble Prime Minster of India Shri Narendra Modi launched the initiative of Make in India. The main objective of this endeavor of The Government of India is to encourage multinational and national companies manufacture their products in India. This initiative of the Government of India aims at encouraging foreign direct investment of capital and technology in India and making the country the preferred global manufacturing hub. The major objective of this initiative is job creation and skills development in different sectors of the economy. The initiative also aims at high quality standard and minimizing impact on the environment. By offering best and easy business practices, India hopes to become the best global destination for investment of capital and technological know-how.

The Government of India has also launched initiatives of Start Up India to encourage entrepreneurship in India, Skill India for skill development for future skilled manpower force. Various skill development programmes on vocational, technical and soft skills will create truly competent human resource in the country. Digital India initiative to make digitally empowered society and knowledge economy, contributing to the success of Make in India campaign.

The Initiatives in their collective efforts intend to offer :

1. De-licensing and De-regulating in the industry during the entire life cycle of the business to facilitate operational ease.

2. Speedy and time-saving clearance and regulatory compliance process for ease of doing business.
3. Strengthening of the existing infrastructure by upgrading and developing industrial corridors and smart cities to enable state-of-the art technology, modern high speed communication and integrated logistic arrangements to meet the demands of modern and facilitating infrastructure for the growth of industries.
4. Playing the role of facilitator and partnering with the industry in the economic development of the country.
5. Providing financial assistance through various loan and fund schemes.
6. Developing skilled manpower force in the country by various skill development programmes.

The Make in India initiative focuses 25 different sectors of the economy, namely :

Automobile , Automobile Components, Aviation ,Biotechnology, Chemicals, Construction , Defense manufacturing, Electrical Machinery, Electronic systems, Food Processing ,Information Technology and Business Process Management ,Leather, Media and Entertainment, Mining, Oil and Gas, Pharmaceuticals ,Ports and Shipping, Railways, Renewable Energy, Roads and Highways, Space and astronomy, Textile and Garments, Thermal Power, Tourism and Hospitality

Campaigns like Incredible India was launched to promote India as a popular tourist destination and also the campaign of *Athiti Devo Bhava* was launched to create awareness and sensitize the local population about preservation of India’s heritage, culture , cleanliness and hospitality. It attempts to educate the local population about good behaviors, etiquettes and hospitality towards travelers, especially the foreign travelers to reinforce their confidence in India as a preferred travel destination. In order to protect and preserve the sanctity of monuments of national heritage the Government of India has launched initiatives like Swachh Bharat and Swachh Smarak.New schemes Swadesh Darshan and National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) have

been launched. One of the objectives of the missions of the schemes is to develop world –class infrastructure in the respective destinations. In India street food vendors are one of the important stakeholders in the hospitality service providers. Swachh Bharat Swachh Pakwan (Hunar Zaika) programme aims at upgrading the skills and hygiene standards of street food vendors.

As mentioned on the official website of Make in India following some of the indicators from the data will enable us the clear picture about the booming Tourism and Hospitality Sector in India.

1. USD 21.07 Billion in Foreign Exchange Earnings (FEEs) through tourism during 2015
2. 1290.12 million Domestic Tourist Visits during 2014
3. 8.03 Million Foreign Tourist Arrivals (FTAs) during 2015
4. 78 jobs with every USD 1 million invested
5. 21.071 Billion USD FEEs through tourism (2015); 4.1% Growth Rate over 2014
6. India offers 32 world heritage sites

India – The Tourism Destination with Uniqueness of Diversity

The presence of the ancient and modern make India unique. Diversity makes India stand apart from the rest of the world as a tourism destination. India is known as a home for yoga and spirituality. India as a tourism destination offers a variety of tourism such as

- Heritage Tourism
- Eco Tourism
- Adventure Tourism
- Wildlife Tourism
- Pilgrimage Tourism

Diversity makes India a perfect MICE destination (Meetings, Incentives, Conference and Exhibitions) Coming to India for business can indeed mean combining work with pleasure and a remarkable tourism experience.

There is a strong nexus between tourism and hospitality. Tourism and hospitality industry, perhaps has a greater role to play in the success of Make in India. One of the prime objectives of the initiative is to encourage multi- national and national companies to manufacture their products in India. It aims at attracting global market players to invest their capital

and technology in India. This calls for travelling to and within India .Therefore ,they can be encouraged to travel to India by offering memorable travelling experience. Offering both world-class manufacturing hub along with the best in class hospitality in uniquely beautiful tourism destination will truly make India one stop travel destination. While aiming this it becomes necessary to work on the shortcomings. As far as India as a tourist designation is concerned, there seems to be a dearth in the standard requirement for a destination to be the perfect one and the reality. The following areas seem to be given due consideration to fill the quite observable gap of reality.

- Infrastructure -There should be proper air, rail and road connectivity to all destinations to offer better and different tourist circuits .The influx of visitors is being targeted to be increased. There should be increased capacities of ports and gateways to handle greater passenger traffic.
- Facilities and Amenities: There seems to be a complete or partly absence of proper amenities and facilities such as clean and well maintained toilets, drinking water, waiting lounges etc. for the tourist en-route. These basic needs to be taken care of in order to make the journey comfortable and interesting. In Indian scenario, in particular, creating awareness among the people about maintaining clean toilets is of high significance in providing clean amenities.
- Service-Service is the core of Tourism and Hospitality industry. A tourist deals with a number of different persons during the journey. The experience dealing with these people plays a significant role determining the tourist's overall tourism experience. Therefore service at all levels from the providers should be given equal importance to enhance the overall travel experience of the tourist.
- Safety –Proactive measures should be taken to provide security to the tourists .Some of the incidents in the past have discouraged people from travelling to a foreign land. This, however, is few in numbers. The feeling of

security definitely adds to the charm of tourism.

Creating new tourist circuits and improving the present ones in India itself offers massive job opportunities. Providing tourism infrastructure, amenities and facilities, world class service at all levels and security will require skilled and semi skilled workforce. This in turn will create the need of employment and training.

All these in totality will increase the tourist moment of domestic and foreign tourist which will further help generate revenue and so will GDP. It will also add to the success of Make in India endeavor by creating jobs and skill development. Skill development programmes in various areas will enable global competencies to the people in India. Hard skills and soft skills development will bring about development of industry specific human resource of global standards. Soft skills and cross culture training to the people of India will enable them etiquettes and hospitality towards the tourist which will help enhance positive interaction with the tourist at all levels of the journey .This will further help making the tourist's overall tourism experience in India pleasant and satisfactory.

Conclusion

Diversity makes India stand apart from the rest of the world as a tourism destination. Tourism sector in India can be said to be an asset to the endeavor of Make in India of The Government of India . Development of this sector will not only help employment generation, but will also serve as an instrument to attract more visitors and so will investors in India. Being blessed with ancient history, heritage, culture, natural beauty and demographic dividend India as a tourism destination and the initiative of Make in India can prove symbiotic for the national development of the country on global canvass. The development of tourism sector ,one of the focus areas of Make in India initiative will not only serve the objective of employment generation and skill development but will also take in India on a next level in the global economy. There is a strong nexus between tourism and hospitality. To be able to be a good tourism destination one has to be a complete package of good transportation facilities ,public infrastructure, accommodation ,service

,hospitable treatment etc. Tourism includes travel, food, accommodation and pleasure .If the traveler gets the world class service with uniqueness of traditional Indian hospitality touch on their visit to India, They would feel good and will be encouraged to travel to India. The initiatives of the Government of India aim at employment generation and skill development .Make in India initiative invites foreign direct investment by offering operational ease of doing business in India. Developing tourism destinations circuits and mega and rural tourism infrastructure will require a substantial amount of manpower.This itself will give work to many unemployed hands. Development of Technical skills and soft skills will create a world class human resource of global competencies in India. Offering both world class manufacturing hub along with the best in class hospitality in uniquely beautiful tourism destination will truly make in India one stop travel destination. Thus the success of make in India initiative and development of Tourism Sector in the country can prove symbiotic to make India the best one stop travel destination with dual benefits -for doing business at ease and for having a memorable tourism experience in one trip.

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