

THE GREAT INDIAN ROAR

With the government's Make in India plan taking off, Indian companies are positioning themselves on the runway of brighter horizons.

Make in India - a campaign coined by the government is a giant leap forward to transform the Indian economy. It contains a raft of proposals designed to urge companies to aid in the transformation of the nation into a manufacturing powerhouse.

The effect of the Make in India campaign on Indian companies has been immense and extensive. The government's idea to turn home bound companies into global champions and promote green and progressive manufacturing has been widely applauded by the Indian community, that has adopted it as a stepping stone to integrate itself into the global value chain.

Apart from giving a thrust to the manufacturing sector it has also complemented the service industry. This hand in hand proposition is definitely an invitation to a double dynamo of growth - something which has aptly been seized by the design industry.

Since the launch of the programme, Indian companies have strengthened footing on the industrial map. Mr. Mehernosh Pitthawala, Head of Marketing at Godrej Security Solutions says that, "The Make in India plan is a great initiative. Almost all Godrej products (specially in the securities sector) are made in India. Godrej Security Solution's latest product, Goldilocks is a product made for India by Indian designers using Indian technology. It's a one of a kind product not available internationally. Godrej plans to export this product in order to contribute towards the restrengthening of the Make in India plan. The Make in India plan can become stronger through innovation."

corner cabinet by Godrej Security Solutions

The Government's welcoming attitude towards innovation and green design, through its Zero Defect Zero Effect campaign has also led the design industry to indulge in its practices with newer techniques.

This has given them an edge over others in the market. Mr. Pitthawala explains that for Godrej, "It has definitely strengthened the companies positioning and made it more independent. We have gone ahead and developed in-house capabilities and used it to our advantage. This difference that has now set in has also helped us collaborate internationally."

The models 'Look East Link West' policy has also left a positive mark on Indian companies that have gone ahead and seized this opportunity to multiply business activities.

The campaign has not only attracted overseas entities to set up shop in India but has also inspired domestic companies to increase production within the country. This has given them incentive to rebuild their brands. For Godrej, states Pitthawala, "We have always been an Indian company with strong Indian roots. The Make in India plan has definitely improved branding. We have been pioneers in the field of security solutions. The positive impact on branding is only helping us to make lives of our customers more secure."

The Make in India campaign is definitely India's ticket to make it to the global big league. There is a new dynamism and vibrancy in India which is translating into reality. Indian companies have reacted well and have undeniably presented India on the world outline as an opportunity and not just a mere market.



Goldilocks by Godrej Security Solutions

Knotty Pine, a decorative veneer from Greenlam Laminates

