



'Make in India': A Marketing Lesson in Disguise

By [Nikita Saxena](#) - 01 Oct '14

Launched on 25th September 2014, Prime Minister Narendra Modi's 'Make in India' campaign is an ambitious initiative that aims to cut through red tape, encourage foreign investments and transform India into a manufacturing powerhouse, correcting the biggest weaknesses of the Indian economy. The campaign that called upon foreign companies to invest in India with the assurance of easy and accessible governance is the first step by the Government to put India prominently on the global manufacturing map and, in turn, facilitate the inflow of new technology and capital, while creating millions of jobs.

I urge those of you who've been considering leaving India to stay back, flourish here first, then decide."

- [PM Narendra Modi](#)

With India's manufacturing sector contributing to a paltry 15% of the total GDP, this proposal could not have been more well-timed. India fell to 134 of 189 economies in the World Bank's Ease of Doing Business index, from 131 last year. It's ranked 76th of 143 nations in the Global Innovation Index 2014, published by Cornell University, and 71 of 144 in the World Economic Forum's Global Competitiveness Report, behind Brazil and Vietnam. It is with this context in mind that the Government is attempting to undergo a paradigm shift for businesses to create a growth oriented environment and reducing the existing hurdles. The government has identified 25 sectors in which India has the potential of becoming a world leader.

Separate brochures for these sectors have been released that include automobiles, chemicals, information technology, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness and railways. These brochures provide details of growth drivers, investment opportunities, sector-specific foreign direct investment (FDI) and other policies

and related agencies

The front end of this initiative is an impressive website, MakeinIndia.com that may well be one of the most efficient and well-designed portals to have come out of a government program. Designed by Weiden and Kennedy, a full service integrated advertising agency that had also worked on the 'Incredible India' campaign, the portal is meant to act as a one-stop resource for information on doing business in India. Widgets on the website's homepage can be easily accessed for information about Sectors, Live Projects, Policies and FAQ's. The Sectors section encompasses almost everything from Automobiles, Space, Aviation, Chemicals, Renewable Energy to Wellness and Tourism. The Live Projects section includes a summary on the Delhi-Mumbai Industrial Corridor (DMIC) and its potential impact on India while the Policies section covers policy changes on the new initiatives, foreign direct investment, intellectual property rights and national manufacturing. Potential investors can post questions on the portal and with the assurance that they will be answered by a panel of experts within 72 hours.

A welcome and much-needed campaign, 'Make in India' has become a crucial component of mainstream discourse for its economic potential and the policy push it represents. What caught our attention was how this campaign is being branded and marketed - a definite departure from "sarkaari" schemes. As only the days to come will determine the success of this pitch to Indian and foreign businesses, we decided to bring together branding experts to deconstruct the campaign.

Make in India: Hit or Miss?

What works for the campaign?

As a mega economic initiative that will need constant marketing, I'm unsure if 'Make in India' can be dissected from a branding perspective. What works for the campaign is its 'in-your-face' proposition. That's hard to ignore. What works also is its inherent optimism. It has managed to reflect the aspiration of young India and has given that aspiration a certain conviction.



Dave Banerjee
CEO & Strategy Head,
Fisheye Communications

What doesn't work?

I'm not a cynic. For me this is a great start. Sure the branding could have been better, but this is not some consumer product that we are trying to sell to uninterested consumers.

One change that you would make to the current campaign.

If I must, then I'll put a little more focus on local entrepreneurs looking to manufacture and market products to the world. I would also beef up design capabilities of India so we design and manufacture products for the world.

What works for the campaign?

The biggest plus is that it is treated as a campaign. There are set of goals along with tangible deliverables that are being planned for- 100 cities, target organisations and so on. It also sets forth a vision, a higher aim - a Big Hairy Ambitious Goal (BHAG) which rallies people more than small tactics.

What doesn't work?

Global and Indian firms have been unwilling to 'make in India' in the past, due to reasons ranging from tight labour laws, difficulties with land acquisition, to poor logistics and tax terrorism. Some of these deficiencies are state subjects and do not have quick fixes. Remains to be seen how the campaign co-opts the state governments and smooths the resolution of these long-standing hurdles.

One change that you would make to the current campaign.

Set up a governing board of well-respected industrialists (Indian and non-Indian) and state chief ministers (BJP and non-BJP) along with specific task forces for timely implementation.



Jessie Paul
CEO, Paul Writer
Strategic Advisory
and Author of
'No Money'

What works for the campaign?

The insight is very strong. There's too much service sector work that is not increasing equity in India and red tape to red carpet is a brilliant initiative. It identifies problems that small entrepreneurs and middle level businessmen face, and encourages homebred entrepreneurs. Another thing that works is how the consolidated information is precisely presented. You can pick out the sector and deep dive to into what you want do.

What doesn't work?

I would make the website more consolidated as a tool, the information is very topline right now and headline oriented. The information needs to be more in-depth, and placed at the right places with the right contact points.

One change that you would make to the current campaign.

I would make the website more communication friendly. Currently it has a lot of statistics in text format, I would use data visualisation tools to make it easily accessible and visually appealing and add more comprehensive information that could be used as downloadables.



Ambika Sharma
Managing Director & CEO
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