

Vocal about Local - A Movement of Independence



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The clarion call of Prime Minister Narendra Modi to go 'vocal about local' and use the current crisis to make India self-reliant and urging us to act as a catalyst is praiseworthy. It is the time to introspect and see has India really been self-reliant? Is local the best way forward? The PM's call for Atmanirbharta is timely, and it calls for revival of 'Made in India' movement.

Pm's call certainly has a different meaning for different people. This call aims for economic recovery and support for local players and homegrown brands. It is time to refocus, have the right choices, and transform ourselves with greener pastures. This has brought unexpected spoon of richness to our developmental trajectory.

India needs to create value addition and potential products, create numerous job opportunities, and move the economy towards consumption and service-led growth. This is

the time for building infrastructure, improving ease of doing business in the states, and creating a supporting business-legal ecosystem. It is time for boosting and promoting manufacturing by Indian brands within the country.

We also have to strive towards cheap labour, the ability to offer cheap finance to encourage more producers to come forward. PM, in his speech, categorically mentioned that the government is committed to removing all hurdles and attracting manufacturers. They will support all land, labour and law reforms, and it will help in bringing global value chain to India. I don't see this call is built on an anti-globalization narrative, but I see it as a call for making India a self-reliant nation. Though global environment is changing drastically, we need to match the pace and create products of globally recognised standards. For that, we require plenty of resources to support this endeavour.

In this time of the pandemic, we have faced many challenges, but this is also true that there is no better time than having a bold decision to make India a global supply chain hub. This will undoubtedly be a turning point for the nation. The PM talked about the time is now for big decisions and bold investments and makes our economy Plug and Play economy. We should now focus on three key pillars to make India

self-reliant, which include people, planet, and profit. Concentrating on these pivot pillars and manufacturing a prudent quality product with affordable pricing will derive India's competitiveness in the global market.

Indian marketplace consists of a variety of brands. These all brands are all primed to take advantage of the passionate call of PM. We have the first type of brand, which is a local, imported brand called MNC brand, which is branding themselves in Indian colour only. Detergent, to cola, to coffee, noodles all started their journey this way. These MNC's set up local factories and started local sourcing as well. The next category of brands is Made in India brands made for everyone in India and abroad. The third category of the brand is our desi brands who manufacture local products for locals. We saw a sudden rise in activity in the country from all three sets of brands to churn the best out of this opportunity. It is vital to collaborate and engage with the local manufacturers to reboot the locally manufactured product consumption and offering the market with a broader range and quality products. All said and done. This moment has shaken us, and we have taken one step ahead towards becoming a self-reliant nation. In the end, it is we, the citizen of India who supports it and takes this ahead. Let's act!

