

Rajasthan: Delivering dreams, sharing prosperity

MADE IN India. Go local. Trust local. Go for self-reliant Bharat. Make in India. These tags have been floating around now for quite some time. Made in India movement and Prime minister Narendra Modi's clarion call about 'Vocal for Local' made excited local organizations in the state follow the action. Many local organizations started manufacturing products at the local level. It seems that localization vision for a while is followed for now by local manufacturers.

The five primary pillars listed by PM Narendra Modi in his address are the key for the self-reliant state, which includes Infrastructure, Economy, Technology-driven system, Demography, and Demand. These well-crafted words are essential for the organizations and manufacturers to follow in becoming self-reliant. Accentuating on self-reliance, or Atmanirbhar Bharat government is promoting organizations to make 'made in India' products, but the government is also promoting local brands manufacturers and supply chains.

Rajasthan is a state that is rebuilding and reinventing itself. It is already home to leading companies reaping the advantages of our natural endowments, infrastructure and policy reforms. The state is investing in human capital and facilitating organizations to grow and prosper with ease of doing business. It offers an opportunity for profitable investment in several sectors, both traditional and new age. It is a call to explore and experience the eco-system put in place that has made the world of business look at Rajasthan as a land of promise.

Atmanirbhar Rajasthan provides lots of advantages to the industry, including access to economic growth centers, robust connectivity, powering growth, skilled workforce, ready infrastructure, financial incentives from the government and other necessary support for doing business. Atmanirbhar Rajasthan's model draws its lifeline from the triad of livelihoods, access to



infrastructure, and opportunities, and effective service delivery.

Local organizations have already started training people to make handmade products and locally sourced raw material. When PM mentioned going 'Vocal for Local,' he emphasized competitive products with good quality, not just logo and taglines mentioning Made in India. He has given significance and opened avenues for local brands to have a global presence. Campaigns for promoting 'Vocal for Local' have been underway by many regional brands. The state government is certainly trying to make sure they use locally made products and ban inferior quality ingredients.

A lot of local brands and products are enjoying sales and presence in the global market. Rajasthan has given us many iconic brands that have found success globally, and they are still called authentic Rajasthani from Bandhani to Bikaneri Bhujia, from Doria sarees to Marble handicrafts. Blue Pottery, Bikaneri Bhujia, Kota Doria Sarees, Gems and Jewelry, Sanganeri & Bandhej Prints and other local handicrafts. This is helping in carving a name for them and appreci-

ating the valuation of their brand. These brands are marketing themselves under the nationalistic banner. These brands have played a role in enriching the state economy. The MSME sector in Rajasthan has grown steadily and now becoming a leading state in introducing business reforms. The state government's efforts are bearing fruit. In every corner lies a story of hope. Across the state's length and breadth, countless dreams are coming true, bringing in prosperity and happiness for industry and people.

Pink City Mills (PCM Masalas) is Rajasthan's leading food company being appreciated for its food quality across the state and nation. They have attained this success in the last 46 years by introducing quality products, responding to changing consumer needs, and government support. Vaibhav Global Limited, headquartered in Jaipur, has thrived globally as an electronic retailer of fashion jewelry and lifestyle products in the US and United Kingdom. They are delivering joy to customers every day through low-cost, high-quality products.

The coronavirus crisis has undoubtedly made us realize the importance of local manufacturers, local products, and the local supply chain. In the crisis, local manufacturers have fulfilled our dreams and saved us. It is now our responsibility to be with locals. It's time for us to promote the products through local channels, use digital media and online tools, connect with consumers, skill teams with various aspects of production, logistics, packaging, marketing, etc. This will help sustain the business and grow in a long way, it will create more jobs and employment opportunities for the state. The support of industry, local players, and the government is necessary to take this movement forward and realize the dream of self-reliance. This calculated move and drive to push will certainly witness success. It is a step taken to advance the journey to an Atmanirbhar Bharat.

— Dr Sheenu Jain, Associate Professor

