

Report on the live telecast of launch of “ Make in India” campaign by Hon’ble Prime Minister of India

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The Government of India requested the Government of Puducherry to organize the programmes on the eve of launching of “Make in India” Campaign by the Hon’ble Prime Minister of India on 25th September 2014. Accordingly the live telecast programme of the “Make in India” Campaign was arranged at Hotel Accord in the Association with CII. The meeting was attended by Secretary (Industries), Commissioner Central Excise and Service Tax, Director of Industries, Chairman, CII, Vice Chairman CII and other dignitaries.

2. Before launching of the campaign, interactive session was held in which the leading industrialists shared their views on the present industrial scenario licensing system scope for fresh investment, new strategy like global investors meet, marketing assistance for product manufactured in Puducherry, special awareness programme for the new and upcoming entrepreneurs etc.

3. Subsequently, the “Make in India” campaign was launched by Hon’ble Prime Minister of India and all the 100 add members enthusiastically witnessed the event. The speech of the Hon’ble Prime Minister and other Chairman and CEOs of major leading companies, highly motivated the participants. After the launching ceremony, the interactive session was continued and the dignitaries appreciated the efforts taken by the Hon’ble Prime Minister of India in reviewing the national growth especially manufacturing sector which forms the basis for all other activities.

4. Secretary (industries), during the speech briefly detailed the industrial policy 2013, the proposal to establish electronic manufacturing cluster, the proposal of the Government to contribute Rs.10 crores to the Credit Guarantee Fund Trust for Micro and Small Enterprises. Establishment of tool room & technology development with the finance assistance of Ministry of MSME, Government of India, Rural Economic Zone, Karaikal, proposals to provide finance assistance under ASIDE Scheme for projects like deepening of ‘Ariyankuppam River Mouth’, setting up of trade centre, improvement of infrastructure of industrial estate, construction of 2 ready built up factory etc. He also highlighted the efficient functioning of IGB due to which there are no pending cases beyond one month period.

5. To conclude we can say the launching campaign was very successful. It emphasized the message of the Prime Minister and the relevance of the make in India and the benefits that will accrue to the nation if the “Make in India” campaign is taken up with full vigour and zeal.