

Effect of 'Make in India' Program for The Manufacturing of Information Technology

Kajal Rahul Patodia¹, Dr. Yatish Chandra²

¹Research Scholar, OPJS University Churu Rajasthan

²Associate Professor, OPJS University Churu Rajasthan

Abstract

The Indian Government has taken a number of steps towards further promoting investment and improving the business environment. "Make in India" is a long-term initiative that will help make India a "manufacturing hub" dream come true. The expanding Indian economy offers domestic entrepreneurs and international players equal investment opportunities. It is up to us to use emerging economies. India's GDP is anticipated to reach US\$6 trillion in FY27 and reach the top middle income status in the context of 1010igitalization, globalization, favourable population and reforms. Due to various government initiatives, such as Make in India and Digital India, numerous foreign companies set up their facilities in India. Mr. Modi, India's Prime Minister, has launched the Make in India Initiative to boost the Indian economy's manufacturing sector and increase the purchasing power of an average Indian consumer, thus boosting demand and, as well as helping investors, boosting growth. The Indian government is trying to boost the contribution made by the manufacturing sector under a Make in India initiative and seeks to take up to 25% of GDP from the current 17%. Furthermore, the government has developed the Digital India initiative, which focuses on three key components: digital infrastructure development, the delivery of digital services, and digital literacy improvement.

Keywords: *Make in India, program, manufacturing of Information Technology, Indian Government, investment, India's GDP, Digital India.*

1. INTRODUCTION

Making in India is one program that everyone around the world has attracted. Make in India aimed at increasing manufacturing share from 10% to 25% of GDP by 2018. by the end of 2010. This program's objective is to eradicate poverty and create jobs in the country. The majority is in the young, trained segment of the country's demographic division. As with all other policies launched by the Government of India the young demographic division has made politics more popular. India's Industrial Policy & Promotion Department chose 25 areas to boost the Indian manufacturing sector. This policy has several strategic importance that can transform India's economy into the world leader. India has the world's 6th largest gross domestic product (GDP) economy conferred by the World Bank's updated figures for 2017. In comparison to another leading economy, per capita income is very less. Make the answer to this challenge of low per-capita GDP in India is right in India. According to the World Bank's easy business report, in a recent survey in 2018, India is ranked 100th in easy operations.

The primary factors of the World Bank for Ease of Doing Business are followings:

- Protecting minority Investors
- Paying taxes
- Starting a business trading across borders
- Getting credit and so forth.

The ranks of India were 134 before the Make program in India in 2013. The Indian Government has taken a number of disruptive steps to improve India's position in the Business Ease Index by implementing numerous structural reforms. In the last four years, Prime Minister Narendra Modi visited 52 countries with 401 trips, which are intended to enhance the strategic commercial and cultural relationship between India and these countries. The result is that India has become the most attractive foreign direct investment haven.

2. REVIEW OF LITERATURE

(J. Jena, 2016) The author examines critical factors for success (CSFs) which can promote the manufacture of cell phones in India. The author also clarifies the standard link between these primary factors of achievement by distinguishing between them on many levels. As major variables necessary for the development of mobile phones in India to produce an ecosystem, the author highlighted government and administrative assistance, the promotion and specialized know-how and global aggressiveness. The Author also recommended that advancement of expertise and improvements to the physical framework require both customary monitoring and monitoring during approach and execution. The author shortens that a responsible authority, support for the industry and interest in research and development are extremely important.

(Ravi Kathuria S. J., 2010). The writer explains the contending demands of manufacturers in India and analyzes whether high-level officials and the assembly managers agree to the assembly of contending needs in light of dominant culture. The author explains that the observed failure to reach a key agreement between the two dimensions may hinder an association's attempts to achieve its goals and thus trade its ability to concentrate. The author proposes the successful correspondence of goals across the association to focus on top and mid management in India. A lack of cooperating energy could be detrimental to hierarchical achievements on the long run in contending needs at the two levels of management.

(Kumar Singh, Czech President, 2018) The authors evaluate factors affecting the competitiveness of the industrial electronics industry. The authors use structural interpretation, MICMAC fluffy and AHP The author points to the high driving power of the government and the foreign exchange market. The result is capital availability and production, which involves high dependency, of the integrative structural modelling.

[The High Commissioner for the Development of Cultural Rights, 2015]. The author identifies 11 enablers in the Indian manufacturing sector to promote innovation. The author analyzes the impact of innovation facilitators (IEs) in three phases to improve manufacturing competitiveness and categories. First of all, identify innovation enabled, secondly, qualitative facilitator analysis and final quantitative innovation enabled analysis. The author explained that the commitment to high-level management is a key factor in enabling steel industry to enhance its competitiveness. Top management engagement is an independent facilitator and drives other facilitators. This enables the financial support, coordination of the supply chain, and competitive advantage to manufacturers.

(Sheth 2004) In an authentic way, the author audits extensive changes. The author evaluates how India can be integrated into the global economy. In the various periods of the global cycle the author discusses the essential engines for development and recommends the focus area around which the nation needs to be rebuilt to achieve international aggression. The author reflects international exchange by means of dollar-related convertible cash; targeting fares on specific markets; offsetting exchanges with accomplices and highlighting specific prices which depend on near preferred points of view. The author sums up Indian industry needs to place resources in quality and notoriety in order to be internationally focused. An easy method, whether it's global marking or household marking or assembly and research, is no longer worth it.

(Kumar R., 2015) The author discusses whether the progress of the industry in India is consistent with the development requirement of the country or whether India has failed to meet the manufacturing requirements. The authors argued that achieving a target of this kind requires an unprecedented reorientation of policy and implementation capabilities in Indian governance at all levels. Instead of dissect and comment on past experiences, the writer suggested that they have to be a more forward-looking approach. The author sums up India's need for a real consensus and the modalities of the manufacturing industry to be vibrant, globally competitive and generate jobs.

(Christian Democrats, 2017) With a SWOT analysis, the author discussed the importance of manufacturing in India. After one year of completion, the author also evaluates "Make in India." The author describes Make in India's

contests and plans for the success of the Make in India programme. The author sums up the right decision by the government to seize the opportunity to lead the manufacturing sector worldwide.

(Friedrichshafen, 2015) Deodhar identifies what is necessary to make the Make mantra in India a reality. The author suggested that the free market is critical to economic growth, and the government needs to stimulate this. The author advocates for the liberalization of the inflow of flows from FDI and technology to reform industrial, labor and land-building laws. The author suggests that regulatory compliance between the State and the center be simplified and integrated. The author recommends that the government invest in fundamental, primary and primary health research.

(Mudambi Ram, 2017) The author argues that the "make in India" policies of the Indian government can translate into higher productivity and faster growth. Does the author assess challenges for multinational foreign companies such as how foreign companies can successfully sell in India? The author estimates that the high-income segment in India is smaller than in China. In addition to a comprehensive implementation plan to interweave each element in the value chain, the Author proposed a strategy for viewing the potential.

(Khanderial, 2018) For India, the author analyzes the better way of reactivating sick-household hardware. He examines the opportunities for activity such as the one currently underway, before making any profit from the zero-tariff routine over the increasing downturn of ITA-II items. According to the authors, Make in India is a dynamic reorganization of past sectoral activities that only aimed to empower speculation, without adding policies to encourage FDI. The author synopses Make in India would like this assistance in reducing the current levy arrangements in the country, which will at the same time contribute to promoting and sustaining domestic products in the IT sector.

(Bhawsar Prague, 2018) The author assesses the competitiveness of the industry clusters. The author proposes that the OEMs should also be included and all of the initial dealer rating programs for the whole bunch should be considered. They can show dispute amongst bundle dealers and reward those who offer the best quality and keep their transport on time. The manufacturers report that a mounting system needs to be comprehensive because any missing group may impede the whole deal force of a bundle.

(Kumar Singh, 2009) Kumar Singh The authors clarify the way we understand the techniques of fertile homes—India and worldwide. The author proposes maturing populations and moderate monetary developments in the established nations; in nations such as India and China, the future development markets will likely lie. To exploit this potential for development, the global system for the impressive open doors these countries offer must be re-evaluated. The author's report will give limited openings to development only by duplicating everyday items and procedures in India. The individual Indian settings are likely to open up results for new items and procedures, progress and focus.

Kumar (2017) The author discusses connections between advanced manufacturing technology (AMT) and the use of the progress parameters and assesses progressions required by the AMT execution in a production framework. The author shows that with the AMT execution five performance factors were strongly identified. The creation and association process update is explicitly identified with AMT use. The Author ensures that the implementation of the AMT does not have an immediate effect on the reconstruction of the human asset, but has interceded through the generation framework.

(Chandra, 2015) Chandra examined and proposed actions to enhance Indian fabricated strategy. The author stated that India proactively did nothing to tackle the issue of helping its organizations build mechanical capacity to tackle the opposition that emerged from post-advancement change in the industrial structure of the industry. In contrast to higher estimates, the author proposed that the indian assembling approach must include the business enterprise, the further development of processes in customary segments of commitment, with the final objective of creating more top quality work and the emphasis on improving profits through better innovation and practices. The government that has been prescribed by the author must generally construct expertises and businesses must use these capabilities to advance resources to produce better items and procedures. The author has called for the overwhelming framework, fundamental law, and poor credit for the development of production in India, not enough to focus on Indian production.

(Jagadeesh, 1999) From its beginning to the present, the author analyzes how TQM is expanded and spread across India. After adopting the total quality management (TQM) practices, the Author identified the causes of poor quality

of product and service and the differences between expectation and result. The author examines the management of the total quality (TQM) of India. The authors suggest that Indian companies still have a long way to go to accept the international acceptance mark for their products.

3. “MAKE IN INDIA” IMPACT ON INDIAN ECONOMY:

Establishes a policy framework to facilitate foreign investment, business and intellectual property management. This helps industries to set up their production facilities in India. This in turn helps to create jobs in India. Industries tend to develop an ecosystem of support around them and therefore empower small companies. Exports from these industries contribute to our foreign reserve. Most importantly, this initiative helps the Indian population to gain critical knowledge about production and production. Mr Modi's initiative literally calls upon the wealthy and semi-rich nations to go to India and invest their money for India's future. It's like inviting countries to start up in India and produce in our country's territory. Now, it has a major impact on our country's economy. Clearly, it will affect GDP in India directly if large companies set up their branches here. Make in India's supreme objectives are: Make in India's campaign focuses primarily on 25 industries. Almost every sector has a lot of capital and requires a lot of skill. The focus will therefore be on increasing employment and use of advanced technology with more and more investments in these sectors. These sectors are

Automobiles	Automobile Components	Aviation
Biotechnology	Chemicals	Construction
Defence Manufacturing	Electronic Systems	Electrical Machinery
Food Processing	IT and BPM	Leather
Media and Entertainment	Mining	Oil and Gas
Pharmaceuticals	Ports and Shipping	Railways
Renewable Energy	Roads and highways	Space and Astronomy
Thermal Power	Textiles and Garments	Tourism and Hospitality
Wellness	-	-

However, as every coin has two sides, the negative impact and the probability of this campaign failure cannot be overlooked. This campaign also has certain constraints and constraints. Mainly the manufacturing sector is in focus, with India's population being mainly mid-sized or lower mid-scale. The products produced by the foreign companies are therefore entirely for the top section of the company. Therefore, Make in India may not be successful in its goals and aspirations. Making an initiative in India is an honest attempt to revive the wealth of the industry. Industrial reinvigoration is key to Indian economic regeneration. Digital India will help maintain service sector contributions but production / industry must grow much faster in the off-site service sector. Digital India will help maintain its contribution. This isn't a simple task. The Government should aim to increase industry/manufacturing contribution from 16% to 35% in the next five years. Make in India will do so, but it has its own set of challenges. Production is an intensive sector of capital and resources that demands a favorable business environment. Labor issues are going to be a big barrier that the government tries to deal with through labor reforms. A major push is also needed to upgrade the country's infrastructure. In addition, Govt set up a fund for 10,000 Crore startups to promote enterprise. The main aim is to build a small industry ecosystem at the periphery of the Maruti model manufacturing hub. All Make in India approvals will be provided by government via the single online portal in a timely manner. But since the quote reads: "Never judge the book accordingly," today we will judge, not by their policies and plans, the Make in India initiative, but by the outcomes of the future.

4. PROS OF MAKE IN INDIA CAMPAIGN

- As Prime Minister Modi stressed, the work intensive manufacturing sector is being developed. The campaign will create many opportunities for employment in manufacturing, with around 100 million jobs scheduled to be created by 2022.
- This campaign will contribute towards attaining the National Manufacturing Policy's objectives, that is, to increase from 15-16% to 25% of GDP manufacturing sector by the year 2022.
- Employment will enhance the buying power of people that ultimately helps companies to eradicate poverty and expand the consumer base.

- The 'Look Eastern and Link Western' model will strengthen industrial links and bilateral relations with numerous countries.
- Export-based growth model will enhance India's Payment Balance and support foreign currency reserves build-up (which is very important given the volatility in the global economy with multiple rounds of Quantitative Easing announced by major economies).
- The government has decided to develop an Autosupply Mechanism, and procedural clearing issues will be resolved in a given time frame at different levels, which represents a positive step forward towards making the environment industrial friendly.
- Foreign investment, together with foreign capital, will bring technical expertise and creative skills. The subsequent upgrade will also benefit investors.
- In the Indian markets, FIIs play an important role (in connection with FDI). But FIIs are very volatile in nature and a sudden exodus of hot money from India can be damaging to the indices of bellwether. In India, FDI flows will boost unprecedentedly and India will return to the global radar for investment.

5. CONS OF MAKE IN INDIA CAMPAIGN:

- In theory, Make will tend to breach the comparative advantage theory in India. It is best to import the same from a country which has a comparative value in its production if it is not economically feasible to produce a commodity in India. Welfare is, after all, increasing international trade.
- The point raised by Dr. Raghuram Rajan, India, unlike China, is not time-beneficial because of a spike. The key question is – is the world ready for China's second?
- In India, export promotion measures will be unsustainably focused. The underestimation of rupee is one such measure. The consequences for the import bill will be destructive.
- Make in India may not be augured well by a relative neglect of the world economic scenario. With the economies of the United States and Japan still to recover and the EU floating, the demand-side of Make in India must be cautious. The clear-sightedness of the existing RBI governor in Make for India needs to be exploited.
- India has countless infrastructural enclosures and needs \$1 trillion during the 12th Five Year Plan to overcome them. It will be a daunting job to generate such a huge capital.
- Another controversial issue is the clearance of the environment that has emerged in many mining projects, in particular.
- In the case of Vodafone, uncertainty in tax systems and delays in GST implementation are also a matter of concern to industry.
- The manufacturing industry requires highly skilled labor while India does not have a highly skilled workforce.
- Complex processes have been found to be obstacles to obtain clarity of procedure and regulations for new entrepreneurs in particular. The report "The Facilities of Doing Business" by the World Bank also reflects this, which in 2013 classified India as 134 among 189 countries.
- The step taken under the leadership of Prime Minister Modi by the NDA administration, however, has helped India improve this rank by a few steps up to 130.

6. NATIONAL MANUFACTURING

- To increase manufacturing area increase to 12-14% per annum over the medium term.
- To extend the share of manufacturing in the country's Gross Domestic Product from 16% to 25% via 2022.
- To create a hundred million additional jobs through 2022 in the manufacturing sector.
- To strengthen fabulous talent sets amongst rural migrants and the urban poor for inclusive growth.
- To enlarge the domestic fee addition and technological depth in manufacturing.
- To decorate the global competitiveness of the Indian manufacturing sector.
- To improve the global competitiveness of the Indian manufacturing sector.
- To confirm the sustainability of growth, particularly about the environment.

7. INFORMATION TECHNOLOGY SECTOR DRIVEN BY STRONG DEMAND AND INDIAN EXPERTISE



Figure 1 Information Technology Sector Growth Driver

A. Talent Pool

- NASSCOM has thrown an online platform which is intended at up-skill over 2 million technology professionals and skills another 2 million potential employees and students.
- Information Technology service giant DXC Technology has decided to set up its first global analytics unit in Bengaluru to leverage the skillset that India offers.

B. Domestic Growth

- Information technology saturation likely to rise
- Increasing acceptance of technology and telecom by consumers and focused government initiatives leading to increased ICT adoption.

C. Infrastructure

- Robust Information Technology infrastructure across several towns in India such as Bengaluru
- Technology Assignment for services in villages and schools, training in information technology skills and E-Kranti for government service delivery and governance scheme.

D. Policy Support

- Tax breaks for STPI and SEZs
- More profuse system for ease of doing business floating capital, and seed money
- It is a plan in union budget 2018-19, NITI Aayog is working on setting up a national level program that will enable exertions in artificial Intelligence and will help in leveraging Artificial intelligence technology for development works in the country.
- The government of India has identified Information Technology as one of the 12 champion service sectors for which an action plan development. Also, the government has established a Rs 5,000 crore (US\$ 745.82 million) fund for realising the possibility of these champion service sectors.

E. Global Demand

- Global BPM spending assessed to rise and reach to US\$ 233 billion by 2018.

8. OPPORTUNITIES OF MAKE IN INDIA

- Aiming to make in India as its export hub, home appliances manufacturer Bosch and Siemens today announced company's first manufacturing plant in the country.
- The South East Asian region is expected to start operations by the second half of 2014.
- Japan's largest consumer electronics exporter is now seriously evaluating to come and make in India opportunity.
- The campaign Make in India appears to be perfectly appropriate. Many giant international companies have already expressed interest in establishing factories in India. As part of its global expansion plans in the 3000cro domestic market, chocolate maker based in Switzerland Barry Callebaut is looking at establishing a production unit in India. At present in the country, Barry Callebaut has only commercial operations.
- The economic impact of manufacturing in India will go beyond direct employment. It will create jobs in the services sector and allied services.
- Improving logistics infrastructure such as port-to- inland connectivity, cargo airports etc.
- KPMG and CII recently completed a report which identified nine key action items to make in India conducive for large scale manufacturing.

9. CONCLUSION

The researcher asked on an open-ended question about the critical success factor for the manufacturing of information technology hardware under the Make in India program. The four more common words are government, Make in India, infrastructure, business the respondent are expecting minimum governance and maximum enablement of the enterprise by the government with non-corrupt bureaucrats and government representative, which provide good governance. The respondent expected government focus should be more towards research and development and better education system. The respondent expected that the government should encourage export by providing better facilities in terms of inspection and certification of the goods. Respondents are expecting efficient electricity, decent roads, better ease of doing business environment in a robust infrastructure. The respondents are expecting better law and order, infrastructure in the country. The respondent explains the various concerns on the ease of doing business and wants government should work on ease of doing business more to make it more effective and efficient for the entrepreneurs. The researcher collected response on the various factors of ease of doing business from the information technology industry which factors they are thing important for ease of doing business for the manufacturing of information technology hardware with the reading of extensive literature on ease of doing business. The researcher have find out factors for ease of doing business, which are as follows ease of doing business, getting electricity, starting a business, paying taxes, trading across borders, enforcing contracts, getting credit, resolving insolvency, dealing with construction permits, registering property, protecting minority investors are the prime factors of the ease of doing business during the cross-sectional survey. The researcher analysed, ease of doing business is a prime factor after getting electricity, starting a business, paying taxes, trading across borders are, enforcing contracts, getting credit, resolving insolvency, dealing with construction permits, registering property and protecting minority investors. The researcher has asked an open-end question about the factors of ease of doing business. The most common words are government and business. The respondents expect that government should

remove non-performing and corrupt employees and reduce red tape in the government. The researcher expected that government would create a conducive atmosphere for the businesses by implementing its taxes in which have less to assess oriented. The researchers are looking ease of doing business and encouragement of the exports by improving bilateral trade is and support to exports. The government of India has done a remarkably good job in the direction of ease of doing business reforms. In social media, that is Twitter. There is very less discussion about ease of doing business there is an observation from the word cloud of the qualitative analysis of Twitter handle #ease of doing business people of India expecting massive reforms under the leadership of Prime Minister Narendra Modi, they say " Modi Hi to Mumkin hi."

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