

# **Live Webcast Of ‘Make In India’ Campaign By Prime Minister Narendra Modi**

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The High Commission of India aired a live webcast of the high profile 'Make in India' campaign launch by Prime Minister Narendra Modi for the benefit of prominent business stakeholders of Sri Lanka. The campaign was held at national and state level, and aired live in missions abroad.

At the outset of the launch Y K Sinha, High Commissioner of India to Sri Lanka stated, “the new government in India has been voted to power with a clear economic mandate. The government has pledged to revive economic growth through, inter-alia; re-visiting the policy framework for investments both foreign and domestic to make them more conducive, rationalisation and simplification of the tax regime, allowing FDI in sectors whenever needed for job and asset creation, acquisition of niche technology and specialised expertise to make ‘doing business’ in India easy.” Accordingly, the campaign launch aimed to shed light on how countries such as Sri Lanka could take advantage of the ‘Make in India’ concept.

The launch in India saw top executives, conglomerates and industrialists among those in attendance. Mukesh Ambani, Chairman and Managing Director of Reliance Industries, Cyrus Pallonji, Chairman of Tata Group, Kenichi Ayukawa, Managing Director/CEO of Maruti Suzuki India, Azim Premji, Chairman of Wipro, Kumar Mangalam Birla, Chairman of the Aditya Birla Group, Chanda Kochha, CEO of ICICI Bank were among those who shared their views in allegiance to the ‘Make in India’ venture.

Prime Minister Narendra Modi also launched the campaign logo, the inaugural collection of ‘Make in India’ brochures and the official campaign website. Prime Minister Modi stated in his address that the country’s industrialists had lost confidence and trust in India and their own people, and doubted their capabilities of being competitive globally. ‘Make in India’ is the government’s initiative towards remedying the situation and would serve as the first reference point for foreign investors particularly in obtaining regulatory clearances.



