

*"Creating Brand India:
Strategies, Issues & Challenges-
Managerial Perspectives"*

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Role of Jharkhand State to Create Brand India (A Perspective on How Jharkhand Can Contribute to the Cause of "Brand India")

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Introduction: The Indian state of Jharkhand, situated in the eastern part of India is famed for its mineral wealth. Jharkhand accounts for 40 percent of country's mineral deposits which includes bauxite, coal, copper, graphite, iron ore, mica, uranium etc. Little do people of Jharkhand themselves know the potential of Jharkhand, they are sitting on world's largest, unexplored deposits of high grade coal and bauxite. Such resource rich state cannot be anything less than the heart of India's manufacturing future.

With world class institutes like XLRI at Jamshedpur, National Institute of Technology at Jamshedpur, Birla Institute of Technology at Mesra, Indian Institutes of Technology at Dhanbad, National University of University and Research in Law at Ranchi and State Universities like Vinobha Bhave University at Hazaribag, Ranchi University at Ranchi and Sido Kanhu University at Dumka, the state has no dearth of educated, skilled and qualified population in various domains.

Also, Jharkhand is located close to ports like Haldia and Paradeep which is boon for export oriented businesses. Ranchi, the capital of Jharkhand is well connected by rail, road and air. Other industrial cities like Jamshedpur, Dhanbad and Bokaro are also well connected by rail and road networks. Given the advantages of having plethora of resources, strategic location and skilled manpower, Jharkhand will be vital to success of India's "Brand India" vision.

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Scope for various industries in Jharkhand: Brand India to a great extent is focused on revival of growth in manufacturing sector in India. With the abundance of resources, skilled manpower and proximity to other mineral rich states, Jharkhand has the capability to harness growth in various sectors like Agriculture equipments, Steel, Coal, Aluminium, Cement and Power which would be essential to industrialize India.

Besides these conventional growth opportunities, Jharkhand can also contribute by in high-tech manufacturing of Auto and Automobile Components, Components for Internet Of Things, Sports Goods, Defence Manufacturing, Medical equipments, Capital Goods, Communication equipment, Renewable energy products, Robotics and Pharmaceuticals and drugs based industry.

Automobile and Automobile Components Industry: Tata Motors has been manufacturing commercial vehicles in Jharkhand since 1950s. This demonstrates that the state has conducive environment for Auto Industry with large vendor base to support the sector. The proximity of Jharkhand to South-East Asian nations makes it attractive destination for Auto and Auto Components manufacturing industry. Proximity of resources is another reason to "Make in Jharkhand".

Capital Goods: With the state having 40 percent of mineral reserves of India, there is going to be expansion in demand for mining and earth moving equipments in the region as India industrializes. With countries like Nepal, Bangladesh, Bhutan and other South East Asian Nations, Jharkhand is the place to be for Capital Goods Industry.

Components for Internet of Things: The next technological revolution that will change the world is Internet of Things. Items such as shoes, watches, refrigerators, television etc. are being drawn into digital fold through Internet of things. Internet of things

will augment every device with a potential to collect measurable information which in turn will be used for enriching human lives. However such complex system will require various sensors to collect and process data. These sensors will be the back bone of Internet of Things (IoT). It is estimated that IoT industry will become USD 27 billion by 2020. India's share will be 5-7% in global IoT market. Eastern States including Jharkhand can contribute USD 750-900 million to total IoT revenue in India.

Communication Equipment: With the launch of schemes like "Digital India" and "100 Smart Cities" there is going to be a great demand for communication and networking equipments. With 9 smart cities coming up in the region (Bihar, Jharkhand, Orissa and West Bengal) communication equipments manufacturers should consider Jharkhand to manufacture equipments to cater to demand in the region. Availability of skilled labour from nearby technology institutes will complement the industry.

Defence Manufacturing: With India being one of the largest importer of arms and ammunition in the world, it desperately needs to set up defence manufacturing infrastructure. Jharkhand being strategically located in eastern part of India and is well buffered from border areas can be developed as defence equipment manufacturing hub. Availability of natural resources in vicinity would complement such setup.

Pharmaceuticals and Medical Equipments industry: Lying in proximity to world's most populous region i.e. The Ganges Basin there is immense opportunity for pharmaceuticals and its ancillary industries for growth. Also, with growth in health care industry in the region Medical Equipment industry will witness unprecedented growth.

Robotics and Automation: For India to become a quality manufacturing centre the role of robotics and automation cannot be

discounted. With Government of India's thrust on Industrialization of India many manufacturing centres are going to come up in the India in next decade. Robotics and Automation will play an important part in manufacturing. From auto parts to steel manufacturing robotics and automation will be involved in large extent to make industries competitive. Make in India will make India an attractive robotics and automation. Jharkhand with its availability of resources and skilled manpower has potential to attract investment in this sector.

Sports Goods: Jharkhand is famed for its forest products. Resources from forests could well be utilized under proper regulations to produce fine quality sports equipments. The presence of iron and steel industry in the region will also complement the sports goods manufacturing industry. With setting up of Sports University in Jharkhand, the market for sports equipments and toys are bound to expand in the region.

Conclusion: The state of Jharkhand has perfect mix of factors that can spur industrial revolution in Eastern India. It has abundance of resources, qualified labour, quality institutions and a strategic geographical location to count among the advantages. With 40 percent mineral resources of India located in the state, the role of Jharkhand should not be discounted in making India an industrialized nation. The state is vital to the vision of Branding in India. However, there is a need for government to actively market its policies on land acquisition, displacement and rehabilitation and improve law and order situations in rural parts of Jharkhand where Naxals mark their presence every now and then. The first step in realizing the dream of "Make in Jharkhand" is to push the core industries like cement, steel and power to augment their capacity. The addition of capacity in this sector will enable other industries to set up the base in Jharkhand without much hassle of procuring these products from outside. Innovative industries like Auto and

Automobile Components, Components for Internet of Things, Sports Goods, Defence Manufacturing, Medical equipments, Capital Goods, Communication equipment, Robotics and Pharmaceuticals industry will make beeline for setting base here if basic infrastructure and core industries promoted.

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