



# Research Column-III

*Dr. Kumar Ratnesh*

*Dr. Santosh Kumar Sharma*

# Research Column-III



Dr. Kumar Ratnesh is qualified management professional (M.B.A, PhD) with 14 years of valuable, in depth and extensive experience in Academics, Research & Development and Administration. He is currently working as an Associate Professor in Management Department at Dewan Institutes of Management Studies, affiliated to AKTU, Lucknow. He received an MBA degree in Marketing and Human Resource from Uttar Pradesh Technical University, Lucknow with a Ph.D. degree in Service Branding from Mewar University Rajasthan. He is Gold Medalist in Brand Management and Consumer Behavior certifications from IIM Bangalore. He is having more than six Indian and International Patent and Copyright on different topics. He has published more than 35 Research papers in Scopus/ABDC/International/National Journals with more than 32 Research papers presented in different International and National conferences. He has also completed more than ten AICTE/IIK/IIM/UGC sponsored FDP's. His current research interests include Service Banding, Consumer Behavior, Predictive Analytics, Business Analytics and Application of AI & IOT in Management field.



Dr. Santosh Kumar Sharma is an Associate Professor in the Dept. of Education, Motherhood University, Roorkee, Uttarakhand. He has teaching experience of more than ten years in well reputed Institutes. He has done M. Ed., Ph.d., M. Sc. (Mathematics & Physics), M.A. (Public Administration) and has a brilliant academic record. He participated and presented paper in various national and international seminar. He has been awarded from academic excellence awards and certificate of appreciation.



## Recherche Foundation

25, Ganga Puram, Rajpura Road, Near Yashoda Kunj,  
Meerut, Uttar Pradesh, India-250001  
Mobile: +91-8630997785  
Email: [rechefoundation@gmail.com](mailto:rechefoundation@gmail.com)  
Website: [www.rechefoudation.wordpress.com](http://www.rechefoudation.wordpress.com)

Price: ₹950.00

ISBN: 978-81-947764-2-0



9 788194 776420

---

## Chapter-8

---

### COVID-19 – Opportunities and Challenges for “Make in India”

*Fatema Mandlaywala*  
*Assistant Professor, Dept. of Commerce*  
*Shri Shikshayatan College*

#### **Abstract**

*The Make in India campaign was launched by Mr. Narendra Modi in September 2014. The main aim of the campaign was to encourage multinational companies to manufacture their products in India. The initiative was to cover twenty five sectors and bring in considerable amount of foreign investments. This would lead to building a strong infrastructural base and boost the manufacturing sector in India. The paper critically examines the Make in India campaign, the success and failures of the initiatives. The pandemic which has led to thousands of deaths and have destroyed the economy of many countries with little hope of recovering in the coming years can be a booster for the Make in India campaign. The paper highlights the opportunities that can be grabbed by India due to cold war between China and most of the developed countries as well as points out the challenges that it may be face in its endeavors. COVID-19 could be a game changer for Make in India campaign.*