



NATIONAL APEX CHAMBER

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# INDUSTRIAL BUSINESS REVIEW



## CONSUMER CONNECT INITIATIVE

# The journey towards USD 3 trillion economy

A host of policy reforms and initiatives undertaken by the present government will go a long way in fulfilling this dream by 2020

Dr Mahesh Y Reddy

Economic policies have played a major role in scripting India's growth story and have helped to explore a greater range of

growth prospects which were earlier unexplored. The idea of India may be seen as a nation moving towards shared prosperity with sustained high double-digit growth trajectory, competitive manufacturing

sector, easy and efficient taxation system, doubled farmers' income and improved ease of doing business. The smooth and structured journey undertaken by the present government in the form of its

policy reforms and initiatives is sure to fulfill India's dream to become USD 3 trillion economy by 2020.

### DIGITAL INDIA

The Digital India programme

was started with a vision to transform India into a digitally empowered society and knowledge economy. The increase in the usage of e-commerce and increasing demand of digitisation backed by the positive government initiatives can pave the way to India's goal of USD 1 trillion digital economy.



### MAKE IN INDIA

Make in India was launched with an ambitious vow of transforming India into a global manufacturing hub. The future roadmap of the Make in India initiative is a calling card for the investors and to facilitate investment, foster innovation, enhance skill

development, and develop the manufacturing capabilities and infrastructure

### SKILL INDIA

The Skill India campaign was launched on July 15, 2015, to ensure millions of people, who have entered the job market untrained,

receive a formal skill building opportunity.

### STAND UP INDIA

Stand-up India Scheme was launched with the objective to facilitate financial self-reliance of woman and individuals from SC/ST communities which will fuel further economic growth of the country.

### START-UP INDIA

Start-up India is envisioned for constructing a strong ecosystem for the growth of start-up businesses and it also helps in improving the ease of doing business in the country. This initiative will give immense motivation to young budding entrepreneurs to start promising business with a target to make it big and contribute towards economic development.

### SMART CITIES

The government has embarked on a plan to develop 100 smart cities as satellite towns of larger cities and modernise the existing cities with a capital outlay of USD 7 billion. The initiative aims at providing a decent, clean and sustainable environment and improve the quality of life of Indian citizens, thereby, increasing the human standard of living index.

In a nutshell, the above initiatives are enumerated to achieve the New India aspirational goals, which comprise getting back on the position of fastest moving economy, realising the potential of expanding consumer market of the country, creating conducive business environment, making financial system strong, digitization in every aspect, among others and all this in sync with our journey towards shared prosperity.

The author is Secretary General, PHD Chamber of Commerce and Industry

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