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EMPOWERING NAVI MUMBAI: ADVANCING 'MAKE IN INDIA' IN THE MOBILE SECTOR

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Abstract:

The "Make in India" initiative, launched by the Government of India in 2014, aims to enhance the country's manufacturing capabilities and position it as a global leader in production, especially in high-tech sectors like electronics and mobile manufacturing. Navi Mumbai, with its well-developed infrastructure, proximity to Mumbai, and rapidly growing industrial landscape, presents a promising location for fostering growth in these sectors. This paper explores the role of Navi Mumbai in advancing the electronics and mobile manufacturing industries, emphasizing the region's strategic advantages, such as access to key ports, skilled labor, and technological infrastructure.

The paper suggests that by improving local supply chains, providing better training for workers, and offering support through government policies and incentives. Navi Mumbai can become a major center for mobile and electronics manufacturing. With the right investment and efforts from both the government and industry, Navi Mumbai can help India achieve greater self-reliance and become more competitive in the global market.

Key words: *Make in India, Manufacturing capabilities, Electronics Mobile manufacturing, Navi Mumbai Supply chains, Skilled labor, Government policies, Self-reliance, Global market.*

Introduction: Navi Mumbai, a rapidly growing urban center in Maharashtra, is positioning itself as a key contributor to India's ambitious '**Make in India**' initiative, especially in the electronics and mobile manufacturing sector. With the country's growing focus on reducing reliance on imports and boosting domestic productionn. The sector has attracted both domestic and international companies. Navi Mumbai is emerging as a hub for high-tech industries, including mobile device manufacturing, electronic components, and related technologies. India's mobile industry has witnessed remarkable growth in recent years, driven by increasing demand for mobile phones, technological advancements, and government initiatives like the

Production Linked Incentive (PLI) Scheme:

As part of the '**Make in India**' campaign, Navi Mumbai is not just attracting large-scale investments but also nurturing innovation, research, and development within the electronics sector. This transformation is expected to fuel economic growth, create employment opportunities, and elevate India's position as a global leader in electronics and mobile manufacturing.

India's mobile industry has become one of the largest in the world, and it is estimated that by 2025, mobile manufacturing could contribute significantly to India's GDP and create millions of jobs. Navi Mumbai, a well-established industrial hub located near Mumbai, is strategically placed to contribute to this objective. The city has emerged as an important location for mobile manufacturing companies due to its robust infrastructure, proximity to major markets, and government incentives. The mobile sector is an integral part of this initiative, with the government providing incentives for manufacturing mobile phones and their

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components within the country. This paper aims to examine how Navi Mumbai can contribute to the success of the **"Make in India"** initiative, focusing specifically on the electronics and mobile manufacturing sectors.

Key words:- Make in India, Electronics, Mobile manufacturing, Production Linked Incentive (PLI) ,Innovation, Infrastructure, Government incentives, global leader.

Literature Review:

The **"Make in India"** initiative has received substantial attention in academic literature, focusing on the impact of government policies, infrastructure development, and investment in sectors like **electronics** and **automobile manufacturing**. Several studies have examined India's transition from an import-dependent mobile market to a mobile manufacturing powerhouse. For instance, Sharma and Rathi (2021) analyze how **PLI schemes** have been pivotal in encouraging global mobile phone manufacturers to establish production facilities in India. However, issues such as **supply chain inefficiencies**, **low domestic component production**, and the **need for skill development** continue to pose challenges.

Key Insights from Literature:

- **Government Initiatives**: The **PLI Scheme** has been a game-changer for the mobile manufacturing sector in India, offering incentives for companies to set up or expand production facilities in India (Chand, 2022).
- **Infrastructure Development**: Cities like Navi Mumbai, with **advanced logistics**, **connectivity to major ports**, and **availability of industrial zones**, are well-positioned to attract mobile manufacturers.
- **Skilled Labor**: Despite the growth of the sector, there remains a shortage of highly skilled labor, particularly in areas such as **semiconductor manufacturing** and **design innovation** (Mehta, 2021).
- **Supply Chain Challenges**: India's dependency on **imported components** for mobile manufacturing, especially **semiconductors** and **screens**, hampers the growth of local manufacturing.

Research Methodology:

Objectives of the study:

The primary objectives of this research paper are:

- ✔ **To examine the role of Navi Mumbai in advancing the "Make in India" initiative**: The paper will investigate the extent to which Navi Mumbai contributes to mobile manufacturing under the "Make in India" framework.
- ✔ **To identify the key factors driving mobile manufacturing in Navi Mumbai**: This includes the impact of infrastructure, policies, and international partnerships on the growth of mobile manufacturing.
- ✔ **To explore the challenges faced by mobile manufacturers in Navi Mumbai**: The paper will explore barriers such as labor shortages, component sourcing issues, regulatory challenges, and environmental concerns that impact production efficiency and growth.
- ✔ **To evaluate the opportunities for enhancing mobile manufacturing in Navi Mumbai**: This will involve discussing potential strategies such as skill development, local supply chain enhancement, and adoption of green manufacturing practices to further strengthen the region's position in the mobile sector.
- ✔ **To propose recommendations for policymakers and businesses**: Based on the research findings, the paper will suggest strategies to overcome identified challenges.

Limitations of the study:

- ✔ **Geographical Constraints**:

Although Navi Mumbai is a strategic hub for

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AMIERJ Aarhat Multidisciplinary International Education Research Journal

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OPEN ACCESS Original Research Article

mobile manufacturing, the research did not include a comparative analysis with other industrial zones in India, such as Noida or Bengaluru. A broader geographical comparison could have provided a more comprehensive view of the competitive advantages of Navi Mumbai.

✔ **Time Constraints**:

The research was conducted over a relatively short period, which limited the ability to gather in depth data from a wider array of stakeholders and explore certain aspects of mobile manufacturing in greater detail, such as long-term industry trends and impacts.

✔ **Dynamic Industry Trends**:

The mobile manufacturing sector in India, particularly in Navi Mumbai, is highly dynamic, with rapid technological advancements and evolving government policies. Given that the research was conducted within a specific time frame, the findings may be subject to change as the sector continues to develop.

✔ **Exclusion of Financial Data**:

While the research examined the role of government policies and infrastructure, it did not incorporate detailed financial analysis or assess the return on investment (ROI) for manufacturers operating in Navi Mumbai. A deeper financial investigation could have shed light on the profitability and sustainability of the sector in the region.

Challenges and Barriers to Growth:

Despite the opportunities, several challenges need to be addressed for Navi Mumbai to fully realize its potential as an electronics and mobile manufacturing hub:

✔ **Supply Chain Dependencies**: India still relies heavily on imports of critical components such as semiconductors, display panels, and integrated circuits. Addressing these supply chain gaps will require investment in domestic manufacturing capabilities and fostering partnerships with global suppliers.

✔ **Skilled Labor Shortages**: While Navi Mumbai has a skilled workforce, the electronics and mobile manufacturing sectors require specialized technical expertise. Skill development programs must be enhanced to meet the demand for a highly skilled workforce.

✔ **Environmental Concerns**: Large-scale manufacturing operations can put a strain on local resources, leading to environmental degradation. Sustainable manufacturing practices must be integrated into the growth strategies for the electronics sector.

✔ **Infrastructure Gaps**: While Navi Mumbai has excellent infrastructure, the growth of electronics manufacturing requires continuous investment in industrial zones, reliable power supply, and logistics facilities

Research design:

- This study adopts qualitative research design to analyse the role of Mobile industry sector for empowering Navi Mumbai under ‘Make in India’ initiatives .
- Mixed-method approaches are used to combine data from government policy documents, academic literature and industry reports.

Data Collection:

1. **Primary Data:**

   o Taken in the form of survey, collected from a google form containing questions related to the research.

2. **Secondary Data:**

   o Reports from government sources such as the Ministry of Electronics and Information Technology (MeitY).

   o Industry reports from organizations like the Indian Cellular and Electronics Association (ICEA).

   o Publicly available data from local chambers of

ISSN–2278-5655

AMIERJ Aarhat Multidisciplinary International Education Research Journal

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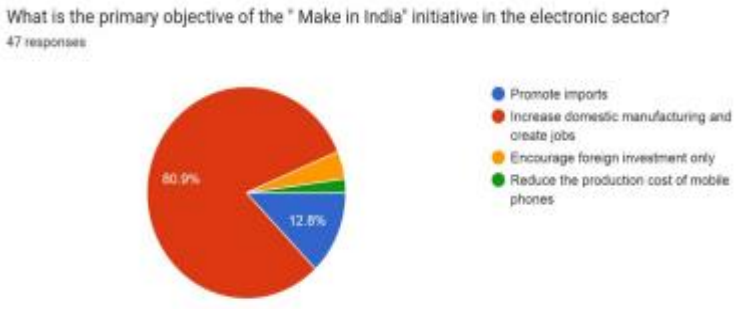
OPEN ACCESS Original Research Article

commerce and industry bodies.

Primary Data Analysis:

1.What is the primary objective of the " Make in India" initiative in the electronic sector?

ANSWERS	NO OF RESPONDENTS	PERCENTAGE (%)
Promote imports	6	12.8%
Increase domestic manufacturing and create jobs	38	80.9%
Encourage foreign investment only	2	4.3%
Reduce the production cost of mobilephones 12.8%	1	2.1%
Total	100	100%



Interpretation:

The majority of respondents (80.9%) prioritize increasing domestic manufacturing and creating jobs, emphasizing a preference for local economic growth. Only 12.8% support promoting imports, while 4.3% favor encouraging foreign investment. A small minority (2.1%) considers reducing mobile phone production costs a key strategy.

2. What is the signification of the "PLI" scheme for the mobile manufacturing industry?

ANSWER	NO OF RESPONDENTS	PERCENTAGE (%)
It encourages international sales	5	10.6%
It provides financial incentives for local manufactures	27	57.4%
It reduces taxes on imported components	7	14.9%
It helps on technology exchange with other countries	8	17%
Total	100	100%

ISSN–2278-5655

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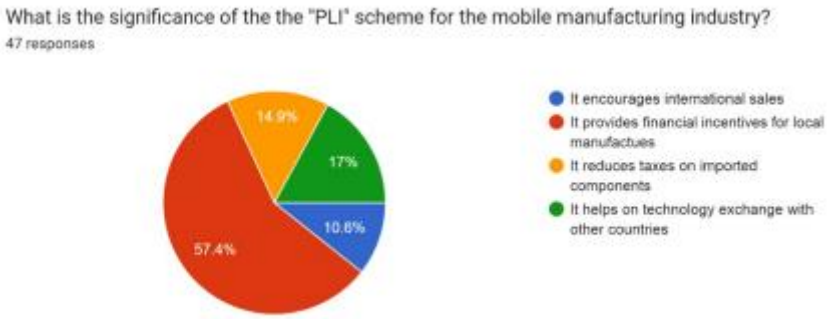
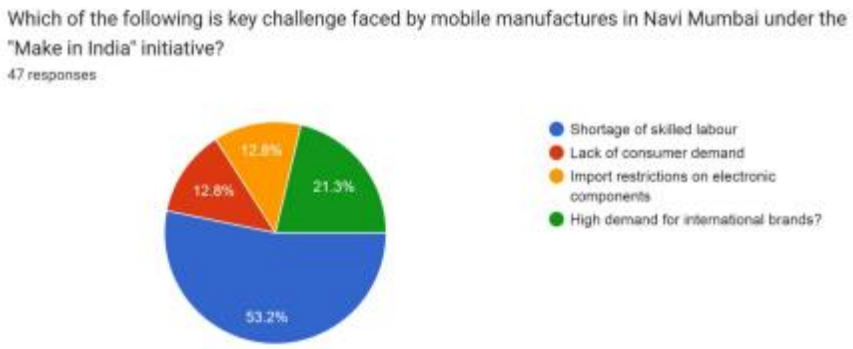


Interpretation:

The majority of respondents (57.4%) believe that the policy provides financial incentives for local manufacturers. A smaller percentage (17%) see it as aiding technology exchange, while 10.6% think it encourages international sales, and 14.9% feel it reduces taxes on imported components.

3. **Which of the following is key challenge faced by mobile manufactures in Navi Mumbai under the "Make in India" initiative?**

ANSWER	NO OF RESPONDENTS	PERCENTAGE(%)
Shortage of skilled labour	**25**	**53.2%**
Lack of consumer demand	**6**	**12.8%**
Import restrictions on electronic components	**6**	**12.8%**
High demand for international brands?	**10**	**21.3%**
Total	100	100%



Interpretation: The most pressing challenge highlighted by respondents (53.2%) is the shortage of skilled labor, followed by the strong consumer preference for international brands (21.3%). Additionally, 12.8% of respondents each pointed to the lack of consumer demand and import restrictions on electronic components as significant barriers.

ISSN–2278-5655

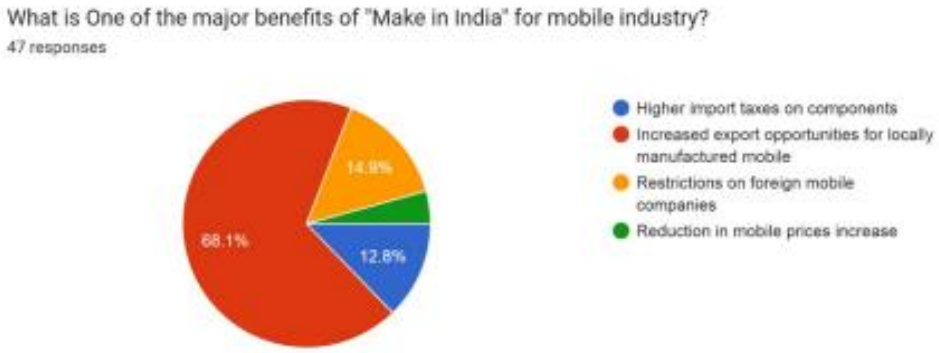
AMIERJ Aarhat Multidisciplinary International Education Research Journal

Volume–XIV, Special Issues– I Jan – Feb, 2025

OPEN ACCESS Original Research Article

4.What is One of the major benefits of "Make in India" for mobile industry?

ANSWER	NO OF RESPONDENTS	PERCENTAGE (%)
Higher import taxes on components.	6	12.8%
Increased export opportunities for locally manufactured mobile.	32	68.1%
Restrictions on foreign mobile companies.	7	14.9%
Reduction in mobile prices increase.	2	4.3%
Total	100	100%



Interpretation: The majority of respondents (68.1%) believe that increased export opportunities for locally manufactured mobiles is a major benefit. A smaller group (14.9%) sees restrictions on foreign mobile companies as impactful, while 12.8% cite higher import taxes on components as a concern. Only 4.3% feel that reductions in mobile prices have a significant influence.

5. What is the expected long-term impact of "Make in India" on the mobile phone industry?

ANSWER	NO OF RESPONDENTS	PERCENTAGE (%)
It will lead to a decrease in mobile phone production.	2	4.3%
It will make India a global leader in mobile exports.	32	68.1%
It will shift the focus to importation over manufacturing.	8	17%
It will increas mobile phone prices in the domestic market.	5	10.6%
Total	100	100%

ISSN–2278-5655

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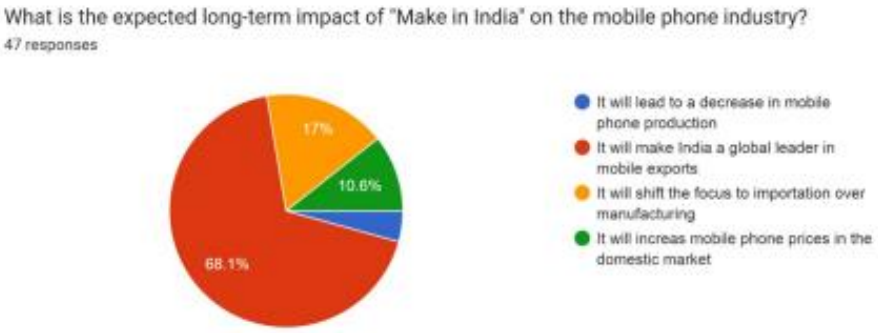
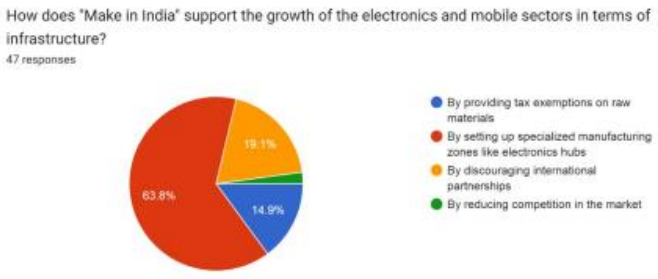


Interpretation:

The overwhelming majority of respondents (68.1%) believe that the policy will position India as a global leader in mobile exports. A smaller group (17%) feels it may shift focus from manufacturing to importation, while 10.6% worry about rising mobile phone prices in the domestic market. Only 4.3% anticipate a decline in mobile phone production.

6. **How does "Make in India" support the growth of the electronics and mobile sectors in terms of infrastructure?**

ANSWER	NO OF RESPONDENTS	PERCENTAGE (%)
By providing tax exemptions on raw materials.	7	14.9%
By setting up specialized manufacturing zones like electronics hubs.	30	63.8%
By discouraging international partnerships.	9	19.1%
By reducing competition in the market.	1	2.1%
Total	100	100%



Interpretation:

The majority of respondents (63.8%) believe that setting up specialized manufacturing zones, such as electronics hubs, will drive growth. A notable 19.1% feel discouraging international partnerships could be effective, while 14.9% support providing tax exemptions on raw materials. Only 2.1% see reducing market competition as a viable strategy.

ISSN–2278-5655

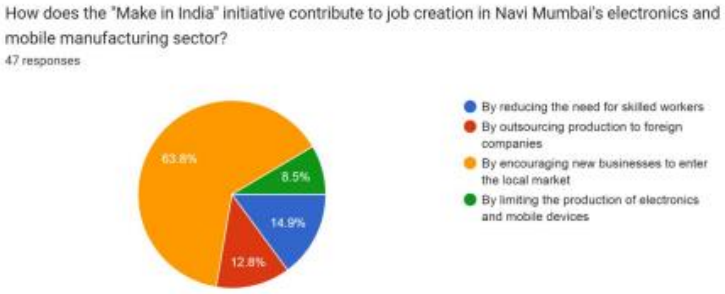
AMIERJ Aarhat Multidisciplinary International Education Research Journal

Volume–XIV, Special Issues– I Jan – Feb, 2025

OPEN ACCESS Original Research Article

7.How does "Make in India" support the growth of the electronics and mobile sectors in terms of infrastructure?

ANSWER	NO OF RESPONDENTS	PERCENTAGE (%)
By reducing the need for skilled workers.	7	14.9%
By outsourcing production to foreign companies.	6	12.8%
By encouraging new businesses to enter the local market.	30	63.8%
By limiting the production of electronicsand mobile devices.	4	8.5%
Total	100	100%



Interpretation: The majority of respondents (63.8%) believe that encouraging new businesses to enter the local market will drive growth. A smaller group (14.9%) sees reducing the need for skilled workers as a benefit, while 12.8% support outsourcing production to foreign companies. Only 8.5% think limiting the production of electronics and mobile devices would be effective.

8. Which city is emerging as a key hub for mobile manufacturing under the "Make in India" initiative?

ANSWER	NO OF RESPONDENTS	PERCENTAGE (%)
Delhi.	8	17%
Mumbai.	12	25.5%
Navi Mumbai.	20	42.6%
Bangalore	7	14.9%
Total	100	100%

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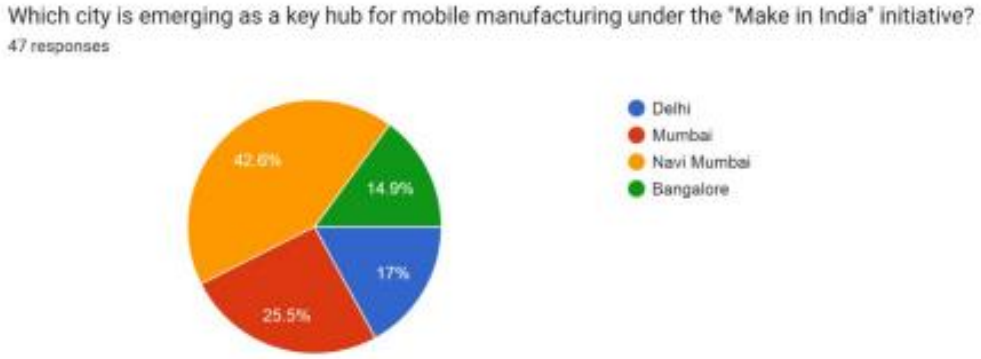
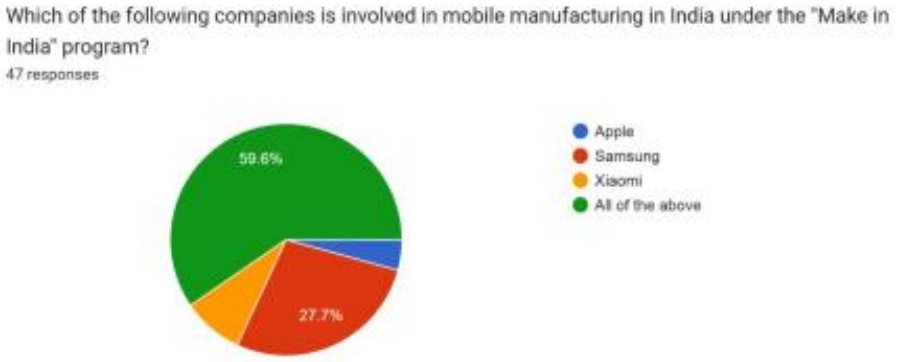


Interpretation:

The majority of respondents (42.6%) prefer Navi Mumbai as the key location, followed by Mumbai with 25.5%. Delhi is favored by 17%, while Bangalore receives the least support at 14.9%.

9. **Which of the following companies is involved in mobile manufacturing in India under the "Make in India" program?**

ANSWER	NO OF RESPONDENTS	PERCENTAGE (%)
Apple	2	4.3%
Samsung	13	27.7%
Xiaomi	4	8.5%
All of the above	28	59.6%
Total	100	100%



Interpretation:

The majority of respondents (59.6%) believe that all of the mentioned brands contribute to the market, with Samsung being the most recognized (27.7%). Xiaomi follows with 8.5%, while Apple receives the least support at 4.3%.

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Data Analysis:

1. ***Job Creation in Mobile Manufacturing Sector (India & Navi Mumbai)*** National Level:

Total Employment in Mobile Manufacturing:

According to the Ministry of Electronics and Information Technology (MeitY), the mobile manufacturing industry in India has generated approximately 1 million jobs as of 2023.

In 2020, the PLI scheme had led to the creation of around 500,000 direct and indirect jobs across various states, including Navi Mumbai, due to large mobile assembly plants like those of Foxconn and Samsung.

In Navi Mumbai:

Foxconn's Contribution to Employment: Foxconn, a key supplier for Apple, has a plant near Navi Mumbai and directly employs over 10,000 workers.

Xiaomi and Other Companies: Xiaomi's manufacturing units in Navi Mumbai and other parts of Maharashtra have contributed significantly to job creation, with estimates suggesting the creation of 15,000+ direct and indirect jobs over the past 5 years.

Job Categories: The jobs are distributed across assembly lines, quality control, logistics, packaging, and research and development.

Job Type Breakdown:

Skilled Labor: The demand for skilled workers, including engineers and machine operators, has increased as companies seek technical proficiency for high-end mobile manufacturing.

Unskilled Labor: A significant proportion of jobs also include workers for assembly and packaging roles.

2. ***Exports and Domestic Production Growth***

Mobile Exports (FY 2020-2021):

Mobile exports from India touched $4.7 billion in FY 2020-2021, reflecting a 37% increase compared to the previous year.

The PLI scheme played a crucial role, offering incentives for export-focused manufacturers, contributing to this rise.

Key Export Markets:

Export destinations for mobile phones from India include Middle East, Africa, and Southeast Asia, with rising exports to the US and Europe due to global brands' shift towards India as a production hub.

Domestic Manufacturing:

Mobile Production in India (2020-2023):

India produced over 300 million mobile phones in 2022, a significant increase from 150 million in 2015. The rise is attributed to both domestic and foreign investments under the "Make in India" and PLI schemes.

The government's push has helped India emerge as the second-largest mobile phone manufacturer globally, behind China.

Contribution of PLI Scheme to Production:

The PLI scheme has provided incentives to companies for incremental mobile production. As a result, the mobile production capacity in India has expanded by 30-40% since 2020.

3. ***Investment and Infrastructure Development***

Investment in Manufacturing:

PLI Scheme Investment:

The government allocated ₹41,000 crore (~$5.5 billion) in the PLI scheme for mobile manufacturing, with companies like Samsung, Apple (via Foxconn, Wistron, and Pegatron), and Xiaomi committing significant investments.

Over ₹12,000 crore ($1.6 billion) in direct investment has been recorded as part of the scheme, with foreign direct investment (FDI) in electronics manufacturing reaching $3.5 billion in FY 2020-2021.

Growth in Local Manufacturing Ecosystem:

Local vendors and component manufacturers have

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OPEN ACCESS Original Research Article

been encouraged to set up units in India. For instance, the development of component suppliers for the mobile phone industry in Navi Mumbai has contributed to growth in the electronics supply chain, reducing dependency on imports.

Infrastructure Support:

Logistics and Connectivity Improvements:

The development of the Navi Mumbai International Airport (NMIA) is expected to ease logistics and supply chain issues, improving access to global markets. With better port facilities and road infrastructure, it is expected to reduce lead time for shipping components and finished goods.

Special Economic Zones (SEZs):

SEZs dedicated to electronics manufacturing in regions like Navi Mumbai and Chennai have encouraged further investment by offering tax exemptions, better infrastructure, and ease of doing business.

4. ***Significance of the "PLI" Scheme for Mobile Manufacturing*** Increase in Mobile Exports and Production:

The PLI scheme has significantly boosted the export of mobile phones. In 2022, India's mobile exports grew by 37% year-on-year, largely driven by the incentives provided under the scheme.

Boosting Local Manufacturing:

By providing financial incentives for companies to produce more locally and export, the PLI scheme has reduced India's dependence on imported mobile phones. This is evidenced by the shift from 100% imports of mobile phones in 2014 to around 30% imports in 2023.

5. ***Long-Term Impact on the Mobile Industry***

Self-Reliance (Atmanirbhar Bharat): Over the long term, Make in India is expected to help India achieve self-reliance in mobile phone production, with a target of reducing imports by 50% by 2030.

Economic Growth and Job Creation:

The industry is expected to generate an additional 2-3 million jobs over the next decade as mobile manufacturing continues to grow.

Global Competitive Edge:

India will emerge as a significant player in the global mobile manufacturing ecosystem, leveraging cost efficiency, skilled labor, and government-backed incentives.

Findings:

- ✔ **Growth in Mobile Manufacturing**: India's mobile manufacturing has surged, aided by the Production-Linked Incentive (PLI) scheme. However, the sector still heavily relies on imported components like semiconductors and batteries, limiting its potential for self reliance.
- ✔ **Strategic Location of Navi Mumbai**: Navi Mumbai's proximity to Mumbai, modern infrastructure, and industrial zones make it an ideal location for mobile and electronics manufacturing, providing easy access to capital, labor, and export routes.
- ✔ **Dependency on Imported Components**: Despite growth, India imports over 70% of critical mobile components. This dependency on foreign suppliers for essential parts like displays and chips hinders the sector's full potential.
- ✔ **Skilled Labor Shortage**: There is a significant skill gap in the electronics manufacturing workforce, particularly in areas like assembly, design, and quality control, which slows productivity and hinders competitiveness.
- ✔ **Regulatory Challenges**: Bureaucratic delays, complex land acquisition processes, and inconsistent policies across states create barriers to setting up manufacturing units, discouraging investment in Navi Mumbai.

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- **Export Potential**: With access to major international trade routes and export incentives like PLI, Navi Mumbai has the potential to become a global hub for electronics and mobile exports, especially if domestic component manufacturing is scaled up.

These findings underline the opportunities and challenges for advancing mobile and electronics manufacturing in Navi Mumbai as part of India's broader "Make in India" initiative.

Suggestions and Recommendations:

- **Promote Local Component Manufacturing**

To reduce dependency on imports, India needs to invest in the domestic production of critical mobile components. The government should offer incentives for setting up semiconductor fabrication units, display manufacturing plants, and battery production facilities. This could be achieved by extending the PLI scheme to component manufacturers, encouraging global suppliers to establish local production bases.

- **Skill Development Programs:**

The government should collaborate with industry leaders to set up specialized training institutes in Navi Mumbai for skill development in electronics manufacturing. Additionally, partnerships between educational institutions and mobile companies can ensure that the workforce is equipped with the necessary technical skills for modern manufacturing.

- **Improve Ease of Doing Business:**

To streamline the regulatory process, the Maharashtra government should simplify land acquisition procedures, provide faster clearances for new manufacturing plants, and ensure a consistent policy framework that incentivizes mobile manufacturers to set up operations in Navi Mumbai. Reducing bureaucratic red tape will improve the business environment and attract more investments.

- **Develop Infrastructure for R&D and Innovation:**

India should invest in research and development (R&D) and innovation to drive the future of mobile manufacturing. Establishing R&D centers in Navi Mumbai can help companies develop next-generation mobile technologies and innovations in electronics. The government can encourage collaboration between universities, research institutions, and industry players.

- **Leverage Export Opportunities:**

Navi Mumbai's proximity to JNPT presents a unique opportunity to make the city a key export hub for mobile and electronics products. By providing export incentives and simplifying the logistics and customs processes, Navi Mumbai can attract international mobile manufacturers focused on exporting to other markets, especially in Africa, the Middle East, and Southeast Asia.

Conclusion:

In conclusion, Navi Mumbai stands at a pivotal juncture in India’s journey to becoming a global leader in electronics and mobile manufacturing. By leveraging its strategic location, robust infrastructure, and government-backed initiatives like the **PLI scheme**, the city has the potential to attract both domestic and international investments in these sectors. While challenges such as supply chain dependencies and skill gaps remain, with focused efforts on infrastructure enhancement, skill development, and fostering innovation, Navi Mumbai can emerge as a vital contributor to the **Make in India** mission. In the long term, successful integration of these elements will not only bolster India’s manufacturing capabilities but also create sustainable economic growth, job opportunities, and technological advancement, positioning the city as a key player in the global electronics and mobile market.

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