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MAKE IN INDIA- A POTENTIAL DRIVER FOR GROWTH & EMPLOYMENT

Ritu Raj

Prime Minister Shri Narendra Modi in his first Independence Day Address from the ramparts of Red Fort said "I tell the world, 'Make in India', Sell anywhere but manufacture here". On September 25, 2014 he formally unveiled the ambitious 'Make in India' campaign.

The campaign, 'Make in India' is aimed at making India a global manufacturing hub and bringing about economic transformation in India while eliminating the unnecessary laws and regulations and setting up an ease of business environment in the country. This initiative also attempts to create a large number of employment opportunities for the youth of India. Following 25 sectors have been included by the Government in this campaign- Automobiles, Automobile Components, Aviation, Biotechnology, Chemical, construction, Defence Manufacturing, Electrical Machinery, Electronic Systems, Food Processing, IT and BPM, Leather, Media and Entertainment, Mining, Oil and Gas, Pharmaceuticals, Ports, Railways, Renewable Energy, Roads and Highways, Space, Textile Garments, Thermal Power, Tourism and Hospitality and Wellness. Many of these sectors are labour-intensive where India has the core competency and competitive advantage to become a world leader, eg. Textile, Leather, etc.

The new Government is putting efforts to provide attractive opportunities for foreign

investors so that they set up manufacturing units in the country which eventually will give economic growth a boost. The government is working with the ministries concerned to converge and integrate Make in India, Digital India and Skill India. What is the context of this Campaign? To understand it, we need to look at the last decade, when Gross Domestic Product

grew at an average annual rate of about 8% while growth in jobs was below 1%. The alarming fact is that only 10% of the labour force has acquired some technical skill, of which just one-fourth has

received formal technical education. This has kept the country's labour productivity low as compared to emerging economies like China and Brazil.

Also a report titled 'State of the Urban Youth, India 2012: Employment, Livelihoods, Skills, by IRIS Knowledge Foundation in collaboration with UN-HABITAT says that every third person in an Indian city today is a youth. In about seven years, average age of an Indian will be 29 years, making it the youngest country in the world. India is poised to

experience a dynamic transformation as the population burden of the past turns into a demographic dividend, but visionary approach and tremendous efforts are needed to harness its benefits. The volume of unemployed youth as per 2011 reports, stands at 113 million. Creating ample Jobs for them and achieving high growth would be possible only if the man-

ufacturing sector gets into a high growth trajectory. Make in India initiative should be seen in this perspective. The Government's initiative will bolster and help increase per capita income

and will create jobs for over 10 million people, who join the workforce every year. 'Make in India' vision can empower youth who has the skill and talent for it.

In the present scenario, we lag far behind in manufacturing. The share of manufacturing in India's GDP is low at 16 per cent as compared to 36 per cent in China, 34 per cent South Korea and 22 per cent Germany. To change this situation, India will have to revive its manufacturing sector, which has been witnessing stagnancy for the last many years.

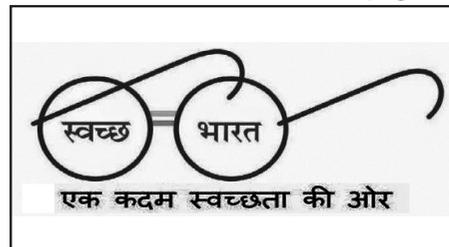
The success of 'Make in India' very much depends on the ample supply of educated workforce. Unless skill development is stepped up, the manufacturing sector

cannot scale up its output beyond a certain point and hence cannot become globally competitive. Identifying this need, the govt timely unveiled the landmark labour reform initiative 'Shramev Jayate', aimed at streamlining labour law compliance and emphasising on skill development. Labour law compliance will help the ease of doing business whereas skill development will ensure no dearth of skilled manpower. This was all the more necessary in the wake of the 'Make in India' initiative that calls for rapid industrialisation with focus on high-tech sectors and infrastructure building, mainly for industrial corridors, freight corridors and smart cities.

Department of Industrial Policy and Promotion (DIPP) is the nodal agency assigned with the task to execute the Campaign. DIPP envisages the campaign as an initiative for radical measures to make doing business in India easier with the help of technology, convergence and integration of departments across sectors. With the declaration of 'Make in India' initiative, government has taken



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Employment News wishes its readers a very Happy New Year

JOB HIGHLIGHTS

NICL

National Insurance Company Limited, Kolkata requires 1000 Assistants
Last Date : 31.01.2015 (pg 50-53)

ASRB

Agricultural Scientists Recruitment Board invites applications for various Scientific posts.
Last Date : 19.01.2015 (pg 10-14)

NABARD

National Bank for Agricultural and Rural Development, Mumbai invites applications for various post of officers in grade A & grade B.
Last Date : 12.01.2015 (pg 18-22)

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- Pandit Madan Mohan Malaviya- The Man, The Spirit, The Vision

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YOU CAN SCORE FULL MARKS IN DATA INTERPRETATION

Suresh Verma

Data has transformed our life in a way like never before. We have seen an advent of technologies that make it possible to record and transmit data of different kinds across continents and oceans. This has created a need for a workforce with a specialized know-how of how to make sense out of this enormous data. Therefore, developing one's data interpretation skills not only are useful from exam scenario but even in the long run for a person who wants to grow in a career based on it. Even in day to day life, we come across scenarios where we have to make an informed decision based on inferences drawn from data. When we want to buy a new car or a new mixer or any other appliance or consumer item, we compare prices or ratings. Although such services are readily available on the internet but still, one with a taste for doing analysis would never want to miss a chance.

Data Interpretation is an integral part of NET examination, Banking, CAT, GRE and other competitive examination. In NET, UGC wishes to have candidates who can draw conclusions. It does not require any advanced maths but basic quantitative orientation is significant for a teacher. It is the ability to cut through huge data and extract the information demanded. A good command of basic mathematics and formulas is essential to secure full in this section. Acquaintance with pictorial representation of data like graphs, polygon, histogram, pie chart etc. is must. Once you grasp data accurately, your answer to the asked questions takes

very little time. In some examinations, data is depicted in more than one table or graph in order to test how well you can make a comparison. These questions evaluate your ability to interpret the given data using mathematical calculations to reach some conclusion. Since these



questions are calculation based, it becomes difficult for those who cannot accurately calculate or know the way to approximate the data in the stipulated time-frame.

Here I am giving you some useful tips to get accuracy in Data Interpretation:

1. Acknowledge your math/ data anxiety, if you have and get it solved: Gabbar Singh said in the blockbuster movie Sholay- "Jo dar gaya samjho mar gaya". If you are panic about maths, a shift in attitude will work wonders. As you go along with practice, success with problems will give you confidence and gradually dissolves your doubts. Some people develop a fear of mathematics because they believe things about math that aren't necessarily true. I came in contact with thousands of students who

were having maths phobia and they left this section completely. But after guidance, practice and patience they mastered this area.

2. Get an Overall Picture: The first area to work upon is "directions". You must spend some time in the beginning of the test to read the instructions and try to understand what the data stands for. Carefully noticing the legends and labels on axes or some remark at the bottom of the chart might save you from pitfalls of mistakes.

3. Some Spins in questions: There are some very common mistakes that beginners tend to make in the DI questions which one must understand in order to counter them. Be cautious whenever you are dealing with any unit. Never ignore the units given for the variables in your data (in million dollars, in thousands, tons, milligram etc.). Sometimes the answer choices are arranged in such a way that there is always a strong possibility to pick up the wrong one if one does not consider units. Secondly, it is important to understand the difference between "change in the value of variable" and "percentage change in the variable". A change in the value is just the difference between the new and old value; whereas percentage change is given by Change in variable is an absolute difference whereas Percent change is a relative quantity. Thirdly, rely only on the information provided. Making your own assumptions would mislead you towards wrong answers. Also answer the question asked as it is and not what

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several radical measures to make doing business in India easier. It has initiated the process of use of technology, convergence and integration of departments across sectors. Such measures will make India a much better place to invest, create jobs and wealth, and enhance production and productivity. The government has also opened up a vast range of sectors for foreign direct investment (FDI). It has opened up railways for 100% FDI; has deregulated the defence sector to the extent that 55% of the items now do not require licensing. It has enhanced FDI in defence manufacturing and has liberalized the construction sector in a major way. There is a focus on improving and enhancing infrastructure - industrial corridors, manufacturing cities and industrial clusters. And then Make in India also stands for cutting-edge innovation. The industry has received the initiative with hope and zeal. Since the second half

of 2014, sentiments of Indian Inc has changed for better, suggests an online survey of more than 100 heads of India Inc conducted jointly by industry lobby CII and the Boston Consulting Group (BCG). The survey says that 85% of those surveyed expect manufacturing growth of between 5% and 10% in the next five years (against 3.4% in the past five). However, to create jobs, India needs to grow at a faster pace and to do this, Indian companies will have get rid of services-driven growth model and concentrate on labour-intensive, manufacturing-driven growth. If the Government succeeds in attracting FDI through its 'Make in India initiative, then, it would be a turning point not just for the economy but could transform a million homes for better living. But it should also be understood that before hoping for any big changes, many issues need to be addressed quickly which have been posing problems for the business community and hurting investor sentiment. The World Bank has ranked India 134th out of 189 countries in 'ease of doing busi-

ness' category. India performs poor in various categories involving taxes, construction permits, etc. Therefore, to assure the world to come and make in India, aggressive reforms should be high on agenda. It is important that while targeting for manufacturing boost, environment concerns are not left behind. Hence the government has included the policy of 'zero defect and zero effect (on the environment)' in the initiative. Sometimes being late gives an advantage. India being late urbaniser, can learn from the world, can use the latest technology and can grow fast. Similarly, we can achieve our target while emphasising on quality and sustainability. It is also vital that manufacturing driven development takes shape with pan Indian presence. It is necessary to connect village clusters with international markets and not only domestic markets by building physical infrastructure and virtual infrastructure so that all our goods and services are connected to all markets. It will help reach the fruits of growth

to everyone. Apart from the build-up of critical infrastructure across the country, stable policies, transparent and competitive tax and duty structure, efficient and time-bound administration through the use of e-governance and cost effective & reliable energy coupled with logistics are critical for the competitiveness of industry. Expressing his view on the initiative, Kenichi Ayukawa, Managing Director and CEO, Maruti Suzuki India Ltd said "Costs of production in India increase because of various government policies, procedures, regulations and the way some of the laws are implemented. If such hurdles were removed, India would definitely become one of the most competitive manufacturing countries in the world". Indeed, If the 'Make in India' initiative could be implemented as conceived in its true sense, India which is so far known as global IT hub and reservoir of intellectual capital, will soon become a preferred choice for manufacturing for global companies.

(The author works in the M/o I & B, Govt. of India as Assistant Director)

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you think the question should be. Derive your answers only from the given data, not on what you think you know about the subject. Looking at the problem objectively is what is required in the exam situation. **4. Quick Calculations using Short Cuts:** Suitable approximations while doing lengthy calculations can save you significant amount of time. These approximations come very handy while simplifying fractions: Fast calculations determine success in this paper. If you have to calculate 670 is what percent of 22317? You can say 223= 1% Say 446= 2% Say 669= 3% So answer is 3%. One must use shortcuts to save time while calculating.

For instance:
i. Doubling-up the value of variable is equal to a raise of 100 per cent, tripling is corresponding to an increase of 200 per cent and so on.
ii. You can simply check and remove silly mistake by keeping some rules in mind. Every number has its digital root which is the sum of its digits e.g. 1967 has digital root 1+9+6+7=23= 2+3= 5 and if you add some number to it, you can simply check it by its digital root e.g if we add 133, answer is 2100. Now 133 has digital root 1+3+3=7 & 2100 has 3. If we want to check, it is 5+7=12=3 and thus 2100 is correct answer. Same applies with subtraction and multiplication.
iii. You can learn the technique of finding average quickly: If production of milk

is given as 75421, 75230, 75480, 75555 & 75714 then you can simplify by taking 75000 as common. 75000 + (421+230+480+555+714/5) = 75000 + (2400 ÷ 5) = 75000+480= 75480
5. Record your progress: It is a good idea to time yourself while solving problems so that you can have a record of your progress. It would help you to know how much improvement you have made in terms of speed. If you are stuck at some point, you should know how much more time does it need before you move ahead. There may be easier problems with same reward as the hard ones left in the paper out of lack of time if you give too much time to the hard problems. You need to think about what kind of skills are required to ensure long term success

in your life. You can accumulate these skills through practice and persistence. The very first step in creating your success is to know what competitive exams expect from you and also to prepare for the obstacles through exploring the world of ideas and acquire information. So have fun with numbers, think them as friends and you will not get afraid of Data interpretation. Let me ask you one interesting question: I am a three digit odd number not divisible by 7. I lie between 400 and 499. Sum of my digits is 19. Can You Find Me? Answer this question and share your difficulties in maths at my email askverma@gmail.com **(The author is a senior faculty in Jamia Millia Islamia and a 'Competitive Exam Coach'.)**

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NEWS DIGEST

- The Bharat Ratna will be awarded to Pandit Madan Mohan Malaviya (posthumously) and former Prime Minister Atal Bihari Vajpayee. This announcement by Rashtrapati Bhavan was made on 24th December 2014, on the eve of Shri Vajpayee's 90th birthday and the 153rd birth anniversary of Pandit Malviya.
- Prime Minister Narendra Modi has said efforts are being made for re-engineering of government processes as part of the promise to provide an open and accountable administration. He said his government has worked over the last seven months with the mantra of 'Citizen-First' and it is committed to providing a transparent and accountable administration which works for the welfare of the common citizens. The Prime Minister said this on the occasion of Good Governance Day
- The Government has launched Mission Indradhanush which aims to cover all those children by 2020 who are either unvaccinated or partially vaccinated against seven vaccine preventable diseases. The diseases are diphtheria, whooping cough, tetanus, polio, tuberculosis, measles and hepatitis B.
- The Prime Minister has ruled out privatizing the Railways and asserted that his aim was to ensure growth and modernization of the state run transporter is through private investment, and not public funds. Speaking at Varanasi, he said public funds, which are the property of the poor, should be used to fulfill their basic needs including health and education.
- The deadline for exchanging pre-2005 currency notes of various denominations, including 500 and 1,000 rupees, has been extended by another six months till June 30, next year. In a statement, the RBI said that all such notes will continue to remain legal tender, adding that they can be exchanged for their full value. The central bank said that currency notes issued before 2005 do not have the year of printing on the reverse side.
- The Indian Meteorological Department (IMD) launched an SMS-based alert system for general public for dissemination of weather and disaster-related (cyclone, floods, heavy rains) information. Under this round-the-clock web-based operational system, the IMD will send SMS to individuals who would register themselves at the weather forecaster's official website - www.imd.gov.in - for this purpose. Besides giving information about natural calamities, the system will also suggest what action needs to be taken, both by the authorities and the people.
- More than 7,500 people have died from the Ebola outbreak in West Africa till December 2014, the World Health Organization (WHO) says, with Sierra Leone the worst hit. Sierra Leone has the highest number of Ebola cases in West Africa, with more than 9,000 cases and more than 2,400 deaths since the start of the outbreak. The other countries at the centre of the outbreak are Liberia and Guinea.
- Nasa's Curiosity rover has detected methane on Mars - a gas that could hint at past or present life on the planet. The robot sees very low-level amounts constantly in the background, but it also has monitored a number of short-lived spikes that are 10 times higher. Methane on the Red Planet is intriguing because here on Earth, 95% of the gas comes from microbial organisms. Researchers have hung on to the hope that the molecule's signature at Mars might also indicate a life presence.
- The International Cricket Council, ICC has announced the details of opening events for the upcoming World Cup 2015. The opening events will be held both in Melbourne and Christchurch on February 12, 2015.
- Top seeds India have bagged the gold medal in the World Youth Under-16 Chess Olympiad. In a tight contest at Gyor in Hungary, India beat Turkey by Three points to One in the 10th and final round to clinch the title. India finished ahead of Russia and Iran at the FIDE tournament held at the University of West Hungary. Iran were the leaders in the penultimate round but lost their 10th and final round tie against hosts Hungary by One and half points to Two and a half-points to settle for the silver in the 54-team tournament.

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