

## Converting Environmental Challenges to ‘Make in India’ Opportunities

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**Abstract:** Make in India is a much needed and ambitious campaign launched by the Government of India in 2014. The campaign aims at encouraging international and national companies to manufacture their products in India. The success of this campaign will have some obvious benefits for the Indian economy. It will boost the manufacturing sector in India and have subsequent benefits for different sections of the society. However, the campaign will also lead to an increase in industrial activities in India and therefore has some obvious environmental implications.

Fortunately, the Hon’ble Prime Minister of India Shri Narendra Modi, who is also the founding-proponent of Make in India, has already taken the environmental implications into consideration. The Prime Minister has therefore advocated that Make in India should be achieved with “zero defect and zero effect”. The meaning and purpose of “zero effect” can be best understood in Prime Minister’s own words when he says, “zero effect...so that the manufacturing does not have an adverse effect on our environment.”

However, despite such an insightful advocacy by the Hon’ble Prime Minister, Make in India will still have considerable environmental impacts largely due to the existing industrial practices. Energy is an essential pre-requisite for Make in India and the principal source of energy in India continues to be fossil fuel (mainly coal). While the shift from coal to solar and other clean sources of fuel has begun, the shift is extremely slow and faces some actual and some perceived barriers.

The paper explores and highlights the barriers in the adoption of solar energy in India and shows how these can be overcome with the simultaneous success of Make in India. It further goes on to suggest policy measures through which the Make in India campaign can actually become a game changer for the solar industry.

**Keywords:** Make in India, environmental challenges, cleantech, solar industry