

# Era of Swadeshi 2.0

'Make In India' Is More Than Just A Vision, It's A Necessity Of Our Times

**Y**outh Power is an annual social leadership programme organised by The Global Times, where different teams from Amity schools engage in varied social causes in several stages. One of them is 'Panel Discussion' where experts from different walks of life discuss several aspects of the chosen social cause. Here's presenting **Part I** of this exclusive series, based on the panel discussions organised by YP teams for the year 2024-25, and a host of opinions as experts share their insights on 'Make In India', the cause chosen by YP team of AIS Mayur Vihar.



The panellists emphasise on building a self-reliant India

## Ayurveda - 100% 'Made in India'

**Panellist: Dr Nikhil Jirankaligkar**

**Ayurveda specialist**

"Ayurveda is a 100% 'Made in India' industry - from innovation to raw materials, manufacturing, marketing and export. Ayurveda stands as a shining example of India's self-reliance. Let me share two stories that highlight



the global significance of Indian goods. Egyptian mummies were buried with muslin cloth from India. In another example, a Roman king demanded

3000 bags of Indian pepper from a defeated Greek king as payment. This shows how highly Indian products were once regarded. Today, despite Ayurveda's global recognition, it requires a lot of R&D investment. With innovation, we can strengthen this ancient system and make it more accessible worldwide."

## MSMEs need to grow & thrive

**Panellist: Divya Gandotra**  
**Digital marketer**

"We need to create a sustainable ecosystem that allows micro, small and medium enterprises (MSME) to grow and thrive. If we support local brands and



encourage conscious consumerism, we can create a ripple effect. MSMEs have a lot to offer - from generating employment, to helping businesses

grow. Small businesses are thriving by registering on e-commerce platforms and reaching customers worldwide. Whether it's handmade soap or millet-based snacks, people are proudly exporting goods marked 'Made in India' due to the digital boom. Moreover, due to government support, farmers and artisans can now sell directly to consumers, bypassing middlemen."

Part I



Expert Speak

## Craftsmen are India's strength

**Panellist: Dushyant Handicrafts promoter**

"When I launched my silver jewellery brand, I met countless artisans whose beautiful handicrafts were either undervalued or exploited. I knew I had to change that. We began offering better wages and ensuring fair value for their crafts. We also introduced permanent employment opportunities to provide them with job security. We organise regular training sessions to keep artisans updated on current trends and global de-



mands. Indian-made goods were once seen as inferior, but not anymore. With strong government support and quality manufacturing, our image is transforming globally. Like China, what they did 30 years ago, we too can be a global manufacturing hub, but only if we support and empower our craftsmen consistently - not just locally, but also on a global scale."

## Buy local, make a difference

**Panellist: Amit Bhati**  
**Farmer**

"I would like to urge everyone to rethink what goes on their plate. Today, it is a fad to buy imported fruits and packaged snacks, but they come at the cost of local farmers and your own health. Fresh, organic produce grown using cow dung and traditional techniques is not only healthier but also supports our soil and farmers. By choosing local, you're investing in a healthier future and stronger rural economy. Farmers already face so



many challenges - sometimes our crops get infected, or we face floods and droughts. Compensation is often much less than what is needed for a farmer to survive. We also deal with a lot of taxes. So, the way you can support farmers is to buy local - it will make a much bigger difference than you can imagine."

## Govt is backing manufacturers

**Panellist: Harshit Aggarwal**  
**Chartered accountant**

"With initiatives like 'Make in India', our government is trying to support local manufacturers. Govt-aided innovations and boost in local production have strengthened our economy as well as increased India's GDP and has generated employment in the industrial sector. Under a scheme called Credit Guarantee Fund Scheme, SMEs have been provided with collateral-free loans. Moreover, low-interest loans are available



so that they can invest in capital, and research and development. This shift towards local production not only reduces our reliance on the service sector but also empowers Indian startups, driving them to grow and contribute to the economy. By supporting domestic manufacturing and innovation, you'll help build a stronger, self-reliant India.