

## **'MAKE IN INDIA' WILL BE EVEN BIGGER THAN 'INCREDIBLE INDIA': AMITABH KANT, DIPP SECRETARY**

LONDON: The 'Make in India' initiative launched by the government will have a bigger impact as it reflects a new mindset of growth in India, a senior official said here today.

"I feel 'Make in India' is like a movement reflecting a new mindset of growth in India, which in the coming years will drive India's growth story in a new way", Amitabh Kant, Secretary in the Department of Industrial Policy & Promotion, said.

Kant, who was behind the successful 'Incredible India' campaign said the 'Make in India' campaign reflects a new Indian growth mindset. He was the Joint Secretary of the Union Ministry of Tourism when 'Incredible India' campaign was launched in 2002.

"I think 'Make in India' will definitely make an even bigger impact (than the Incredible India campaign) because it cuts across sectors and has political and administrative will at the highest level behind it," Kant told PTI on the sidelines of the Overseas Indian Facilitation Centre's ( OIFC) Diaspora Engagement Meet here today.



India has been a reluctant urbaniser but this can work to our advantage today because we can leapfrog technology in our vision for smart cities. There is a new enthusiasm, vibrancy and dynamism in India which we are translating into reality," he added.

Kant also expressed India's willingness to partner with the UK on the Bangalore-Mumbai Economic Corridor (BMEC) but referred to some challenges that remain. He said: "Industrial corridors are structured on the back of good perspective planning and that planning for the BMEC is in its final stages.