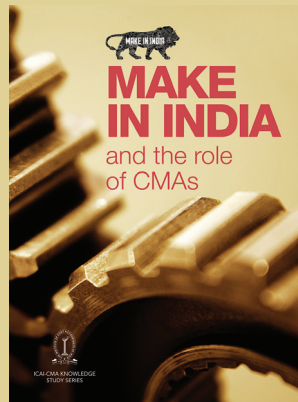


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'Make in India' is an international marketing campaign slogan coined by the Hon'ble Prime Minister of India, Shri Narendra Modi on 25 September 2014 to attract business houses from around the world to invest and manufacture in India. The major objective behind this initiative is to focus upon heavy industries and public enterprises while generating employment, empowering the secondary and tertiary sectors and utilising the human resources present in India. The Indian economy is the world's tenth-largest by nominal GDP and third-largest by purchasing power parity (PPP). The core strength of India lies in its economic policy which is a mixed balance between the two extremes of capitalism and communism. The value addition is the college-educated youth of India. The number of college-educated youth in India is fairly high and so is their employability. Let us usher in 'Make in India' and remember that the CostVantages that may be explored and experienced in 'Make in India' could be the starting point in our journey to the ultimate 'Indian Cost Leadership'!

THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
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MAKE IN INDIA

and the role
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