**Make in India: Zero Defect, Zero Effect**

At a time when India’s Development pitch caused concern among skeptical environmentalists, Prime Minister Narendra Modi’s “Make in India: Zero defect and Zero effect” remark on Independence day-2014 came as a clear message that the country would not compromise on its commitment towards environmental protection.

“Let’s think about making our product which has ‘zero defect; so that it does not come back (get rejected) from the world market and ‘zero effect’ so that the manufacturing does not have an adverse effect on our environment” said the prime minister while delivering his maiden Independence Day speech.

It has been said that doing the thing right is as important as doing the right thing. India’s journey to prosperity can be a more sustainable and environmentally sensitive if we follow the “Zero Defect Zero effect” concept.

An overarching objective of Make in India: Zero Defect, Zero Effect is to examine the notion of competitiveness from the perspective of a country, a region, a business and an individual. The roles of individual initiative, business strategy and economic development policies in maximizing productivity calls for recasting to fully tap the dormant potentials for productivity improvement & Environment Protection. Productivity is the key to Prosperity, which in turn is an indicator of a country’s potential for economic growth in the short to medium term. Productivity in its new manifestation, as a culture of accepting and bringing about continuous achievements incorporating environment concern is an inescapable imperative.

Environment protection is the major challenge being faced by all the countries in the world. No doubt, there has been unprecedented technological development in different fields whether it be
in the agriculture, industry business or other service sectors but such technological developments along with them have, side by side, brought about the degradation of the environment. Any kind of development could not be sustainable unless & until the development activities do not take care of environmental protection.

All kind of economic activity undertaken for the development of economy and society will use some kind of resources and have some impact on the environment. Therefore, it is necessary to evolve innovative ways to reduce the consumption of natural resources and develop solutions leading to sustainability of energy use and protection of global environment. As a matter of fact, any kind of development that is directed towards the development of economy and the society at large aims at enhancing the quality of life of the people. It cannot be fulfilled if the environment within which the society exists is deteriorating.

No one can rule out the global opportunities which are knocking the doors of Indian economy but, to capitalize this global opportunity Indian entrepreneur must have to achieve manufacturing excellence and have to carefully work upon competitive enhancement for their respective business. On such tough economic backdrop for business, the urge of ‘Zero Defect & Zero Effect’ from the Prime Minister is more like a challenge. By looking at the overall scenario and the status of Indian manufacturing this can also be termed as thumb rule to live up to the expectations of global opportunity and if the thumb rule is followed then the manufacturing segment of India could bring much awaited growth for the nation.

The wave of liberalization of economy in the world has brought about complexity and competition in each and every type of economic activity. Productivity is the only way to sharpen the competitive edge of every sector in the economy or the nation as a whole. Competitiveness is
a state of being able to outperform others. It is related with the ability to maintain and sustain amidst changes. It is the degree to which a region or nation can produce goods and services, which meet the test of International Markets, while its citizens earn a standard of living that is both rising and sustainable over the long run.

Productivity has to emerge as a new national priority, where the efforts of all converge to accelerate the process of economic growth, protect environment and raise the standards of living of our people. Our business organizations will have to improve their performance to ensure their survival and growth in a fiercely competitive world. This improvement will come about only if we focus on production of zero defect quality goods, in a cost effective environment friendly manner, and this must occur continuously, to create an advantage in the market place, which is what productivity is all about. Productivity, thus, will have to become a mass movement and to be put on the national agenda.

Productivity may be the outcome of various practices, but eventually is the result of a mindset. The crucial ingredient is the preparedness of the human mind to achieve zero defect, zero effect. Basic to this approach is the conviction that even the best can be improved. Therefore, workers, managers, policy makers and others should be ready to continuously and collectively work for inculcating this concept in every economic activity for the prosperity of the society as well as the country. Needless to mention, as we graduate further into knowledge era, traditional methods and principles will become increasingly ineffective and we will have to propagate the concept both at micro as well as macro level to realize a global competitive edge as envisioned by the Prime Minister of India. "Make in India: Zero Defect, Zero Effect" has therefore, been chosen as the theme for the 'National Productivity Week - 2015' (12th - 18th February 2015).