# **Ministry of Commerce and Industry**

### Government of India will be launching 'Brand India' mission soon

December 16, 2020

Relevant to all Mahindra Businesses

#### What is the Brand India Mission?

- Under the Brand India Initiative, both Indian and international consumers are to be educated about products that are made in India.
- The mission will help India to demonstrate its leadership position and its commitment to quality.
- The main aim of the mission is to increase the local production.
- The brand India initiative will offer tag to manufactured goods produced in India.
- In order to receive the tag, the manufactured goods should comply with the prescribed health and safety standards of the country.
- Also, such manufactured goods should carry minimum of 20% local content. Also, the companies should hold their headquarters in the country.
- With this, the product manufactured in India will receive the Made in India tag. This will in turn help boost economic growth, exports and employment.
- Under the mission the certification process is to be completed within 6 to 10 days.

## What are the plans and the future?

- The mission is to initially focus on tyre and Rubber Industry ecosystem. For this rubber plantations are to be encouraged through support from private investment.
- Additionally, other sectors are being identified by the industrial leaders. They are to come up with an actionable agenda of nearly 200 lakh crores rupees of manufacturing in the next 10 years.
- The mission is expected to be an important building block of "New India".

#### GeM's Role

GPA Policy Cell

- As per the Government of India, GeM is a short form of one-stop Government e-Marketplace hosted by DGS&D where common user goods and services can be procured.
- It is a dynamic, self-sustaining and user-friendly portal for making procurement by Government officers.
- Government e-Marketplace is the step of Government with the aim to transform the
  way in which procurement of goods and services is done by the Government
  Ministries and Departments, Public Sector Undertakings and other apex autonomous
  bodies of the Central Government.

## **For Further Study**

- 1. <a href="https://www.jagranjosh.com/general-knowledge/what-is-brand-india-mission-and-its-significance-1609154841-1">https://www.jagranjosh.com/general-knowledge/what-is-brand-india-mission-and-its-significance-1609154841-1</a>
- 2. <a href="https://www.financialexpress.com/defence/mea-launches-new-website-to-project-brand-india-to-the-global-business-community/2150244/">https://www.financialexpress.com/defence/mea-launches-new-website-to-project-brand-india-to-the-global-business-community/2150244/</a>
- 3. https://www.gktoday.in/current-affairs/brand-india-mission/

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