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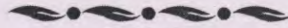
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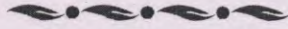
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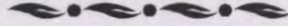
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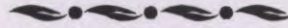
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साहित्य में ही व्यक्ति और समाज को जोड़ने की शक्ति होती है। आचार्य कुंतक ने कहा है - "शब्द एवं अर्थ का वह उचित समन्वय ही साहित्य है, जिसमें रमणीयता, मनोहारिता, आनंदभाव और रागात्मक या भावात्मक तत्व विद्यमान रहा करते हैं।" स्पष्ट है कि साहित्य में उक्त सभी तत्व होने चाहिए जिसके कारण साहित्य कालजयी बन सके। अंग्रेजी के शब्दकोश में लिखा है कि "साहित्य अपने युग की समस्त सामाजिक चेतनाओं की सशक्त अभिव्यक्ति है।" साहित्य हमें संस्कारित करता है, सर्वोच्चानंद प्रदान करता है।

वर्तमान समय में सिनेमा, मीडिया जनसंचार के सशक्त माध्यम है। युवा वर्ग के पास साहित्य का रसास्वादन लेने की फुरसत नहीं है और न ही आम जनता साहित्य का आनंद ले सकती है। सिनेमा जनसामान्य को आनंद प्रदान करने का एक प्रभावशाली माध्यम है। सिनेमा जनसाधारण तक बहुत आसानी से पहुँच सकता है। "किसी भी कथानक के फिल्मीकरण का आयाम इतना विस्तृत होता है कि उसमें न केवल उपन्यास, कहानी, नाटक, निबंध और कविता की कथावस्तु ही समा सकती है, बल्कि इन साहित्यिक विधाओं के कलारूप जैसे - भाषा, अलंकार योजना, बिंब और प्रतीक आदि भी बड़े प्रभावशाली ढंग से प्रस्तुत किए जा सकते हैं। इसी प्रकार सिनेमा कुछ ही लोगों की आलमारियों में कैद साहित्य को आम लोगों तक पहुँचा सकता है। (सिनेमा और समाज - विजय अग्रवाल, पृ. 60.)

साहित्य का आनंद केवल पठन या श्रवण से प्राप्त किया जाता है किन्तु सिनेमा दृश्य माध्यम होने से दर्शक के मन मस्तिष्क को बांधकर रखता है। "साहित्य और सिनेमा एक-दूसरे को समृद्ध करनेवाले कला माध्यम है। साहित्य सिनेमा को आधार प्रदान करता है तथा सिनेमा साहित्य को आम लोगों तक पहुँचाता है।" (सिनेमा और समाज - विजय अग्रवाल, पृ. 72.)

प्रेमचंद हिंदी के मूर्धन्य कथाकार है। उन्होंने अपनी लेखन कला को जनसामान्य तक पहुँचाने के लिए फिल्मों के क्षेत्र में प्रवेश किया। उनकी कहानी 'मील मजदूर' पर 'गरीब मजदूर' नाम से फिल्म बनी जिसे देखकर वे खफा हो गए। क्योंकि निर्माता, निर्देशक जनता की माँग को ध्यान में रखते हुए मूल कथानक में काफी परिवर्तन कर देते हैं। यही कारण है कि प्रेमचंद फिल्मों से दूर हो गए। हिंदी के कई साहित्यकारों

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ABSTRACT

Indian Prime Minister Narendra Modi addressed an audience of 500 domestic and international entrepreneurs in New Delhi, in an atmosphere charged with euphoria following the success of India's first mission to Mars the previous day. Modi inaugurated a campaign aimed at transforming India into a global manufacturing hub and at easing its business climate for both domestic and foreign investors. A logo, a portal and brochures detailing 25 priority sectors were introduced that day. The logo shows a striding lion made of cogs with the campaign name across its body. This research paper aims to identify one of the key challenges in the path of development and recommend possible solutions to deal with the same.

KEY WORDS: *Make in India, challenges, Prime Minister Modi, Manufacturing Hub.*

INTRODUCTION

The recent launch of the "Make in India" campaign by Prime Minister Mr. Narendra Modi where leading businessmen and CEOs of about 3000 companies from 30 countries were present is an impressive effort on the part of the new Government to boost investor's confidence in the country. Moreover, Mr. Modi's recent US visit and meeting with CEOs of some of the top global firms like Goldman Sachs, Google, General Electric, Cargill, Boeing and many others definitely set the ground for investment in India. But at the ground level, there are a lot of challenges that the government has to overcome in order to turn the vision of achieving a sustainable 10% growth in the manufacturing sector into reality.

Make in India is a calling card for investors to come and invest in Indian growth story. It is not just the influx of capital being targeted here, but the impetus to further the Indian manufacturing capabilities. The problems faced by anyone contemplating an entry into Indian manufacturing market can be summed up as:

- 1) Government clearances and Red tapes
- 2) Land acquisition
- 3) Skill gap in workers

On 25th September 2014, when Our Prime Minister Mr. Narendra Modi Unveiled the Make In India Program, he categorically tried to assure the foreign investors that the problems that they face in doing business will not be there. Right after he got elected, his whole focus has been on minimum government and maximum governance. The 137th position in 184 countries in the indicator of "Ease of doing business", is a clear portrayal of failure of earlier approaches of high government involvement. This is being overturned, in each step by putting focus on transparency and speedy resolving of issues.

Under Make in India an 8- member expert panel will be formed with responsibility

- 1) To interact with global investors
- 2) To redress Grievances and act as a help-desk
- 3) To suggest reforms to central and state governments
- 4) To resolve issues pertaining to Government policy

With the stipulation of 48 hours deadline to resolve issues of anyone approaching this team, brings accountability to this effort. Single online portal for application and all issues pertaining to all the