

## MODI PITCHES FOR 'LOCAL FOR GLOBAL'

Relevant for: Indian Economy | Topic: Issues relating to Growth & Development - Foreign Capital, Foreign Trade & BOP

After his 'vocal for local' pitch, Prime Minister Narendra Modi, in his 87th edition of the *Mann ki Baat* radio broadcast on Sunday, made a call for 'local for global' while lauding the quantum jump in exports of Indian products.

Praising India for achieving the export target of \$400 billion, Mr. Modi said that at first instance, it might come across as a matter related to the economy, but more than that, it was related to the capability of India, the potential of India.

"Our export figures stand at 400 billion dollars today and this means that the demand for items made in India is increasing all over the world. The supply chain of India is getting stronger by the day. The nation takes great strides when resolutions are bigger than dreams," he said.

Today new products from all corners of the country were reaching foreign shores, let them be leather goods from Hailakandi in Assam or handloom products from Osmanabad, or fruits and vegetables from Bijapur, he said.

He attributed the success of "Make in India" drive to farmers, artisans, weavers, engineers, small entrepreneurs and MSME sector, among others, and pitched for making the local 'global' and augment the prestige of Indian products further.

The Prime Minister also spoke about the need for yoga and cleanliness and urged children to take up water conservation issues on a war footing. He urged the entrepreneurs in Ayush-related start-ups to propagate their products in languages for audiences in non-English speaking foreign countries.

Mr. Modi said that during the last one year through the government's GeM portal, the government had purchased items worth more than Rs. 1 lakh-crore.

Close to 1.25 lakh small entrepreneurs, small shopkeepers from every corner of the country had sold their goods directly to the government, the PM said.

"There was a time when only big companies could sell goods to the government. Now even the smallest of shopkeepers can sell one's goods to the government on the GeM Portal — this is the New India, in which all of us together will fulfill the dream of an Aatmanirbhar Bharat, a self-reliant India," he said.

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