

A COMPARATIVE STUDY ON AUTOMOTIVE MISSION PLAN (AMP) 2006 – 2016 AND AUTOMOTIVE MISSION PLAN (AMP) 2016 – 2026

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ABSTRACT

Automotive Mission Plan 2006-2016 launched by the Government. The main objective is to promote the automobile industry and thereby create 35million employment opportunities for the people. The AMP2006-2016 was based on development of diesel petrol engine and two wheeler three wheeler power tractor engine transmissions. This scheme was of great help in the development of the automobile industry. And in the next 10 years i.e. Automotive Mission Plan 2016-2026 the project aims to take automotive development in India to a global level. AMP 2006-2016 compared to the last year 2016 -2026, 65 billion direct and indirect employment opportunities and the main features of the project are to improve the automobile industry and protect the environment from pollution. But the project was in 2019 when the auto industry was in major economic trouble due to Covid. So how the objectives of AMP 2016 2026 will be implemented can be seen through the article below.

Keywords: Automotive Mission Plan, Repair Recycling, Make in India, Skill India, Competitive Potential

INTRODUCTION

AMP (2006-2016)

In January 2007, the Automotive Mission Plan 2006-2016” (AMP 2006-2016) was launched by the Government. The objective of the scheme is to emerge as the preferred destination for designing and manufacturing of automobiles and auto components in the world. Automotive Mission Plan for more than 10% of GDP. It reaches a scale of US\$ 145 billion, and the scheme aims to provide additional employment to 25 million people by 2016.

The AMP has identified various interventions to achieve the targets set out by the automation machine namely investment, exports, domestic demand, human resource development, labor reforms and building research and development infrastructure in the country. It works to remove the infrastructural

barriers that hinder the growth of the industry and to facilitate the growth of the sector and pre-establish the necessary infrastructure for it. Another significant initiative has been taken by the government to put the Indian automobile industry on the global map. The total cost of National Vehicle Testing and Infrastructure Program (NATRIP) is 1718 crores.

AMP (2016-2026)

The Automotive Mission Plan 2016- 2026 is a joint vision of the Government of India and the Indian Automotive Industry. It contributes to India's growth, global footprint, technological maturity, competitiveness and organizational structure and efficiency. By 2026, AMP seeks to adopt specific norms and regulations of India's ecosystem including research, design, technology, testing, manufacturing, import, export sales, application, and repair recycling of automotive vehicles, components and services. The Automotive Mission Plan (AMP) 2016-2026 is used by the automobile industry to enhance the competitiveness of Indian companies to increase the growth rate and sustain the appearances of the Indian market within to ten years. India considers Automotive Plan 2016-2026 to be an international hub for the development of \$ 145 million in production and 10 more vehicles contributing to the country's GDP Designing Jobs.

It also aims to serve the 65million community in the Indian auto market by 2026.india currently plans to increase vehicle production by 12%GDP and crate 65 billion jobs directly and indirectly to society in the financial statements. According to manufacturing experts the additional FDI comes in the sub- segments because groups of automobile manufactures use their Indian operation to carry out international operation.FDI is more interested in creating Indian car companies and operating them. Currently the government of India allows foreign direct investment in specialized sectors of the economy i.e. including connectivity and record building services.FDI excepted to start in India because small cars ,two wheelers tractors and buses this will help increase production and offer actions to passengers.

The main objective is to increase Indian car production and increase foreign production. The industry and domestic trade Internal Trade (DPIIT) and foreign direct investment (FDI) India reaches US\$ 72.12 billion in 2020-21.the foreign direct investment (FDI) inflows into the state reached US\$ 545.0 billion from April 2000 to january2021.Leadng automakers in the Indian market focus on production volume through well-structured macro-economic fundamentals in India's growth through emerging procurements control. The connected to exchange rate well established financial market suitable policy management travelers and trained human resources traction have transformed new capabilities and capital for India's automotive industry. Automation not only helps to improve the competitiveness of

automotive companies and provide many benefits to Indian consumers but also improves the productivity of the industry.

Table No.1.1

Gross Domestic Product (GDP) at Current Price up to 1986 -2026

Gross Domestic Product (GDP) at Current Price from 1986 -2026	Gross Domestic Product (GDP) at Billion U.S Dollars
1986- 1990	1.7-1.8\$
1990-1994	1.81-1.83\$
1994-1998	1.64-1.7\$
1998-2002	1.98-2.26\$
2002-2006	2.26-7.45\$
2006-2010	8.69-10.7\$
2010-2014	12.18-14\$
2014-2018	10.95-11.04\$
2018-2022	10.93-12.95\$
2022-2026	13.72 -17.12\$

Source : Siam, Industry, Imacs Analysis

REVIEW OF LITERATURE:

- ❖ **Jaya Prakash Pradhan Neelam Singh (2009)** This is Study Especially “Outward FDI and Knowledge Flows: A Study of the Indian Automotive Sector “ The study found that FDI host countries receive knowledge flows as the inward FDI brings with it a bundle of knowledge assets in the form of new products, technologies, skills, managerial practices, new capital equipment, etc. The study based on the analysis revealed that the Automotive Mission Plan (AMP) 2006-2016 launched in January 2007 .The AMP 2006-2016 targets \$40-45 Institute and Auto Design Centre, billion automotive exports in 2016, Special Auto Parks and auto including \$20-25 exports and \$2-2.5 billion component virtual SEZs; outsourcing of engineering services, infrastructure and streamlining like IT-intensive designing & styling.
- ❖ **Paramasivan C & Mari Selvam P (2013)** has explained the contribution of micro, small and medium enterprises (MSME) sector to manufacturing output, employment and exports of the country is quite significant. According to estimates, in terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 percent of the total exports of India. The MSME sector employs about 42 million persons in over 13 million units throughout the country. There are more

than 6000 products, ranging from traditional to high-tech items, which are being manufactured by the Indian MSMEs.

- ❖ **B.Jeeva Rekha (2014)** written an article entitled A Study on Customer Attitude towards the Sales and Service Performance of Hyundai Motors, Salem. Automobiles are today counted to be one of the common necessities of an individual who wants to keep in step with the fast paced life of this generation. The customers are handled by companies through their dealers. In this study researcher used descriptive research design .The study is conducted with 100 respondents of Hyundai motors. The respondents are taken from the service department who came for their service. Our results reveal that most of the owners of the Hyundai car, express their satisfaction regarding the sales performance of the company when compared to service. The researcher experienced during the personal interview of the Hyundai car owners, more than 70% of the customers expressed their satisfaction of sales performance

- ❖ **Neelofar Kamal (2017)** examined “A Study on Impact of Make in India on Automobile Sector” The introduction of the study Automobile sector is leader in product and process technologies in the manufacturing sector. It has been recognized as one of the drivers of economic growth and the domestic automobile industry is believed to be the barometer of the economy. The found that the FDI in automotive sector was increased by 89% between April 2014 to February 2015 100% FDI is permitted in this sector via. It was concluded in the study for the products that are made out of the initiative; we have a strong domestic market with increasing demand.

- ❖ **Sur, Abhisek; Nandy, Amarendu (2018)** examined “FDI technical efficiency and spillovers: Evidence from Indian automobile industry” The research article focused on the foreign direct investment (FDI) has emerged as a prime source of external financing for the emerging market economies (EMEs). It is therefore not surprising that policy makers in the developing countries have undertaken structural reforms and have made sustained efforts to improve the business environment to attract FDI. Hence the study concluded that the recent government initiatives like Make in India, Automotive Mission Plan 2026 and the National Electric Mobility Mission Plan 2020 has the potential to catapult India into an auto-manufacturing hub, and are steps in the right direction.

- ❖ **A. Jaganathan (2018)** Conducted a Study “A Study The Buyer Behaviour Towards Small Cars Produced By Maruti Suzuki India Limited in the Nilgiris District of Tamil Nadu” The study found

that the automotive sector's contribution to the GDP is expected to double reaching a turnover worth US\$ 145 billion in 2016, according to the Automotive Mission Plan (AMP) 2006–2016. The result of the study reveals that the customers are influenced by the factors like price, source of finance and awareness of the company. The study also reveals that the major problems of the customers are high price of the car, cost of fuel and high maintenance cost in the study area.

- ❖ **K. M Kiran Raj1, 2 & K. G. Nandha Kumar (2021)** had made an attempt to identify and study Impact of Covid-19 Pandemic in the Automobile Industry: A Case Study The paper has outlined the automobile industry faces a significant problem due to slow down in economy/gross domestic product (GDP). The COVID-19 is affecting tourism, traveling and auto shows. It concluded that the automobile manufacturers must concentrate on the region with less decrease in GDP growth. Image processing, deep learning helps automobile become smart/autonomous vehicles. Researchers are done to overcome the challenges faced by the autonomous vehicle in implementation of image processing.
- ❖ **Business Standard Gadkari (2021)** in their Business Standard Report has made an “Govt aims to raise auto sector contribution to GDP, job creation: The introduction part deals with the government looks to increase contribution of automobile sector to India's GDP to 12 per cent from the present 7.1 per cent and grow employment generation to 50 million from the current 37 million. The Automotive Mission Plan of the Government of India is to set a goal to raise the contribution of the automobile sector towards nation GDP to 12 per cent and generate about 50 million new jobs. The research paper concluded that the contribution of the automobile sector to the overall GDP of India stands at 7.1 per cent and 49 per cent of the manufacturing GDP, with an annual turnover of Rs 7.5 lakh crores and export of Rs 3.5 lakh crores. The Business Standard report concluded that mentioned that many multinational automotive brands are now available in India.

ACHIEVEMENTS AND LEARNING'S OF AUTOMOTIVE MISSION PLAN 2006 -2016

Automotive Mission Plan 2006 -2016 or in short AMP 2016 10 years has fulfilled many of its objectives.

Below is some important information that explains it to us.

- The auto sector has achieved targets of generating 25 million jobs in the last 10 years.
- 157,500 crore target, India has attracted significant investments from global and local OEMs and spare parts manufacturers in the last 10 years.
- Commercial Vehicles Passenger Vehicles and Tractors Overall domestic vendors have achieved targets within 10 years. It is limited to spare parts for two-wheelers and three-wheelers.
- It is 549,000 crore as compared to the baseline conditions and the industry has put more efforts to achieve its targets by the end of FY 2016, and in terms of exports, the automobile target will cross 54,000 crore by the end of 2016. Meanwhile, the auto parts segment has seen a huge shortfall

from its target of 120,000 crore in 2008. Almost five years of recession have been observed in the last 10 years due to the global financial crisis in 2008. However, the automotive industry has grown admirably in 2006-16 due to the huge efforts of the Indian automotive industry.

- Automotive Mission Plan 2006 -2016 shows India's keen interest in manufacturing small cars at an appreciable scale. The emergence of India as a global hub for small cars is a significant accomplishment that AMP 2016 had envisaged. As of FY15, around 31% of the global sale of small cars is those manufactured in India. Besides small cars, India has also emerged as a world leader in the manufacture of:
- (i) Diesel and petrol engines of small capacity;
 - (ii) Commuter two wheelers and three wheelers;
 - (iii) Low powered tractors;
 - (iv) Engine and transmission related auto components, especially those that require complex machining, grinding, forging etc., and possibly assembly operations; and
 - (v) Components that require relatively lower scale and complexities in manufacture.

Table1.2

Target of Amp 2006-2016

PARAMETER	2005-06 TO 2010-11	2011-12 TO 2013-14	AMP 2016 TARGET/ PROJECTION	ACTUAL 2006-14
GDP Growth	8.6	5.3	8.0	7.4
Manufacturing GDP growth	9.1	2.6	-	-
Growth in Gross Fixed Capital Formation (GFCF)	11.4	4.3	-	-
Inflation	6.2	7.4	5.0	6.9
INR vs. US\$	44.8	54.2	45.0	47.6
Annual average crude oil prices (US\$/barrel)	72.2	90.1	-	-
Passenger Vehicles (PV) average growth in production (%)	17.9	(1.2)	13.0	11.3
Commercial Vehicles (CV) average growth in production (%)	14.2	(13.3)	10.0	7.5
Two Wheelers (2W) average growth in production (%)	11.9	4.6	16.0	10.5
Three Wheelers (3W) average growth in production (%)	13.0	(2.8)	11.0	8.4
Automotive Components (%)	16.5	(3.6)	14.3	9.5

Source: MOSPI, SIAM, ImaCS Analysis

AUTOMOTIVE INDUSTRY PERFORMED IN THE LAST TEN YEARS (AMP 2006-2016)

Table1.3

Target Vs Actual (Quick Estimated)

	TARGET FY 2016	ACTUAL FY 2016 (ESTIMATION)
Turnover	INR 5,61,200 -7,31,400 crores	INR 6,01,000 crores
Employment	35 million	32 million
% Share in GDP	10%	7.2%

TOTAL TURNOVER

The total turnover of India's automobile industry in 2006 was 28 billion. Its main objective is to increase its total turnover from INR 5, 61,200 -7, 31,400 crores by 2006-2016. But within the next ten years the growth of the automobile industry was such that the total turnover INR 6, 01,000 crores .

EMPLOYMENT

Employment in Automotive Mission Plan 2006 -2016 the aim is to provide 35 billion direct and indirect employments to all within 10 years in the automotive sector. However, within ten years 32 billion jobs have been provided by the automobile industry.

% SHARE IN GDP

It aims to contribute 10% of gross domestic product through the automatic industry. But it reached 7.2% GDP within 10 years.

Table1.4

OVERALL PERFORMANCE (AMP 2006-2016)

SEGMENTS	TARGET FY 16	ACTUAL FY 16	SHOR TFAL L	TARGET CUMULATIV E FY 06-FY16	ACTUAL CUMULATIVE FY06-FY16	SHORTFALL /SURPLUS
	IN MILLION		%	IN MILLION		%
Passenger vehicles	4.1	3.4	18	27.75	27.91	1
Commercial vehicles	0.89	0.78	12	6.7	7.1	7
Three –wheelers	0.97	0.93	4	7.2	7.8	9
Two -wheelers	32.6	18.8	42	192	142	25

auto. economic times

Chart No: 1.1

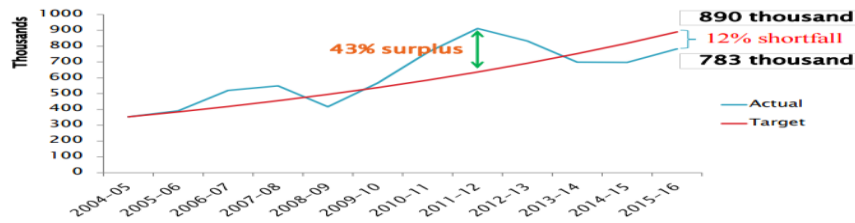
Passenger Vehicles Production



The total passenger vehicle target by the automotive industry is to produce 4.1 million. But only 3.4 billion passenger vehicles were produced within ten years. The figure above shows that passenger vehicle sales have increased to 27.91 million units within ten years.

Chart No: 1.2

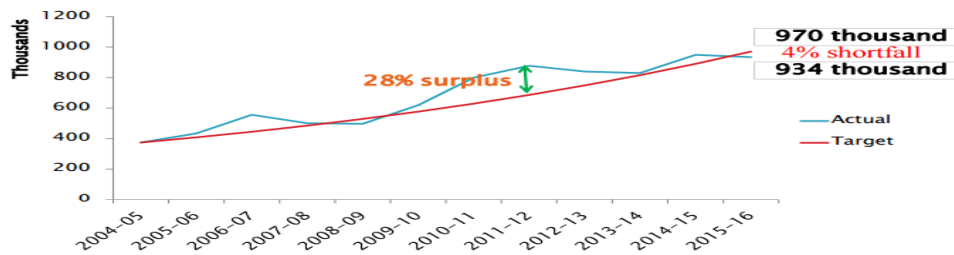
Commercial Vehicles Production



Automotive mission plan 2006-2016 is produced on commercial vehicle 890,000 million in commercial manufacturing within 10 years. But within ten years only 7, 83,000 million commercial vehicles have been produced. Its deficit is found to be 12%.

Chart No:1.3

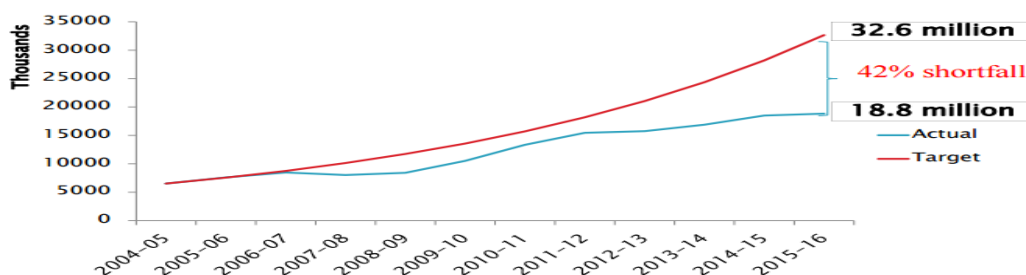
Three-wheelers Production



The diagram given above is an explanation of the Automotive Mission Plan 2016 which aimed to produce and sell 970,000 million vehicles in three wheeler production within ten years. But only 934,000 million were produced and sold. The above graph shows us that there is a deficit of four percentages.

Chart No: 1.4

Two-wheelers Production



Automotive Mission Plan aims to achieve production of 32.6 million two-wheelers by 2006-2016. But the graph above shows that only 18.8 million two-wheelers were produced and sold within ten years.

AUTOMOTIVE MISSION PLAN 2016-2026

The Indian automobile industry is estimated to increase 3.5 to 4 times its current worth of USD 260 billion to \$300 billion in the next years. The aim is to produce 2.0 to 3.9 million two wheelers and 1.5 to 1.7 million tractors in India, by 9.4 to 13.4 million passenger vehicle by 2026. It aims to create the second fastest growing automotive market in the world and to permanently transform the Indian automotive sector into an automotive mission plan with the make in India initiative and employ 65 billion people. The automotive mission plan is goal to have 35% to 40% of passenger car production and industrial exports by the year 2025-2026. Indian automobile vehicles BSV rules adopted in 2019 BSV VI rules to be paid to passengers' vehicle in 2023. Since then the automotive sector has recorded a growth of Rs 593,500 crore - Rs 732,000 crore.

VISION AND TARGETS

Vision statement AMP 2026: "Vision 3/12/65" By 2026, the Indian automotive sector will be in the top three in the world in the production and export of economical vehicles and auto parts and will be able to deploy India's inventory at affordable prices, including safe, efficient and environmentally friendly current and global standards. The aim is to increase the value of India's GDP by more than 12% and create another 65 million jobs.

GROWTH TARGET IN AMP 2026

Automotive mission plan 2026 growth target is to create a vehicle manufacturing sector that will 3.5-4 times. Automotive mission plan 2015 production was 4, 64,000 crore and its sales ranged from Rs 4, 50,000-5, 50,000 crore. But the sector is expected to grow its total sales from Rs 16, 16,000-18, 88,500 crore by 2026

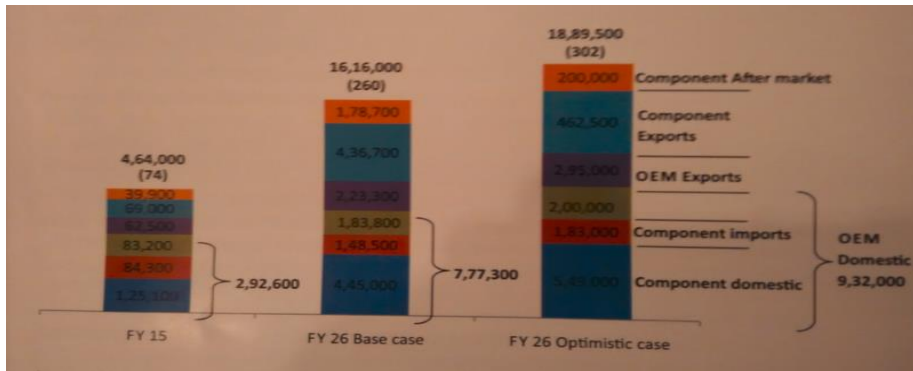
Table No-1.5
Growth Targets 2026

CATEGORY	FY 2015	FY 2016 BASE CASE	FY 2026 OPTIMISTIC CASE
components domestic	1,125,100	4,45,000	5,49,000
Component imports	84,300	1,48,500	1,83,000
OME value addition	83,200	1,83,800	2,00,000
OME exports	62,500	2,23,300	2,95,000
Component Exports	69,000	4,36,700	4,62,500
Component after market	39,900	1,78,700	2,00,000
Grand total	4,64,000	16,16,000	18,89,500

Source: Source: MOSPI, SIAM, ACMA, TMA, IMA CS Analysis

Chart No:1.5

Domestic Categories- FY 2015-2026



OBJECTIVES OF THE AMP 2016-26

- To have a thorough understanding of the Indian automotive sector in order to become the driving force behind the "Make in India" initiative.
- Increasing the contribution of the Indian automotive industry to the "Skill India" programme.
- To improving environmental protection and safe and efficient facility for every person in the country at affordable prices through public and private transport options.
- To AMP 2026 by whom the net exports of the Indian Automotive sector will increase many times over.
- To ensure that all rules affecting the sector are delivered in a comprehensive and uniform manner.

Table No 1.6

Automobile Production Trends

CATEGORY	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Passenger vehicles	3,465,045	3,801,670	4,020,267	4,028,471	3,424,564	3,062,221
Commercial vehicles	786,692	810,253	895,448	1,112,405	756,725	624,939
Three wheelers	934,104	783,721	1022,181	1,268,833	1,132,982	611,171
Two wheelers	18,830,227	19,933,739	23,154,838	24,499,777	21,032,927	18,349,941
Quadricycle	531	1,584	1,713	5,388	6,095	3,836
Grand total	24,016,599	25,330,967	29,094,447	30,914,874	26,353,293	22,652,108

Source: SIAM STATISTICS

Chart No 1.6
Category wise vehicles

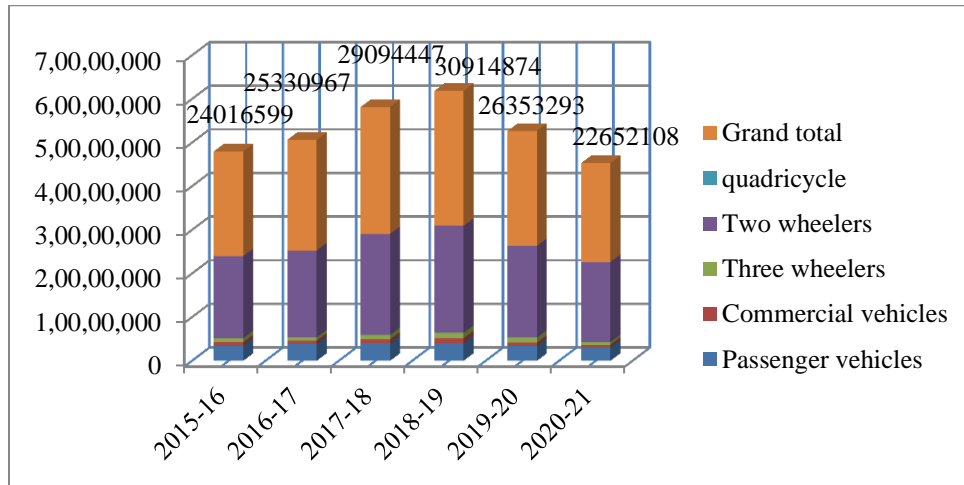


Table No 1.7

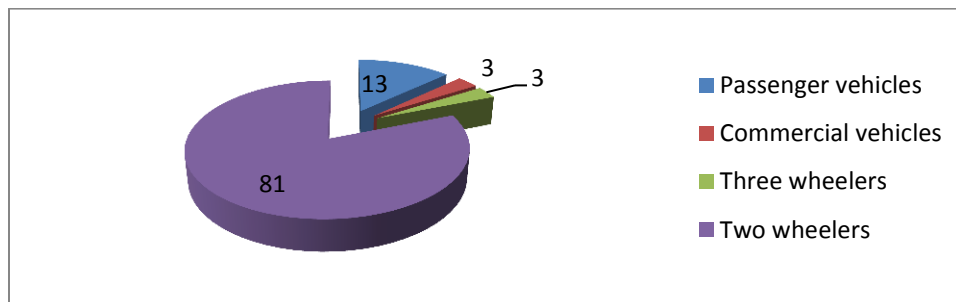
Domestic Market Shares for 2019-20

CATEGORY	PERCENTAGE
Passenger vehicles	13%
Commercial vehicles	3%
Three wheelers	3%
Two wheelers	81%
Grand total	100

Source:SIAM

Chart No 1.7

Domestic Market Share



Source:SIAM

GROWTH POTENTIAL OF INDIAN AUTOMOBILE SECTOR

The Indian Automotive sector is the largest market in the country in terms of overall competitiveness in both domestic and export, with significant growth potential. It assesses the future demand of different types of vehicles to find factors in the historical growth economy change rate and

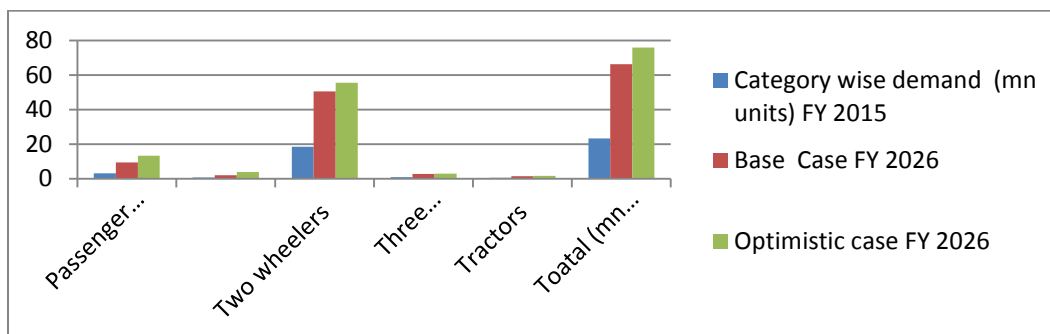
growth rates macro- economic required for different vehicles economics. The basic case for the next ten years, i.e. by 2016-2026, is that the average annual GDP growth rate will be 5.8% and the annual GDP growth rate will be 7.5%.these the domestic for vehicles given in the following table.

Table No1.8
Categories wise demand

Category Wise Demand (mn units)		Base Case	Optimistic case
Category	FY 2015	FY 2026	FY 2026
Passenger vehicles	3.2	9.4	13.4
Commercial vehicles	0.7	2.0	3.9
Two wheelers	18.5	50.6	55.5
Three wheelers	0.95	2.8	3.0
Tractors	0.6	1.5	1.7
Toatal (mn units)	23.4	66.3	75.8

Source :Siam, Tma ,Imacs Analysis

Chart No 1.8
Category Wise Demand



STATEMENT OF THE PROBLEM

The automotive mission plan has defined plans to develop vehicles within 10 years from 2006 to 2016. The objective of the scheme is to advance the automobile industry only. This automotive mission plan 2016 -2026 it seems to be based on 10 years only. The main objective of the scheme is to provide employment and increase vehicle production but not to increase the income of the workers. In these 10 years vehicle production has fulfilled its production capacity but the activity to purchase them has been a bit lackluster. The income of the middle class people who buy these vehicles is very low due to the high

investment in vehicles becomes a dream. Pollution control by vehicles is high and more accidents are likely to occur.

SCOPE OF THE STUDY

The companies' reaches with profitability then their contribution towards Automotive Mission Plan 2006-2016 & 2016-2026 will be high with increase in technological implications, revenue generation, increased exports, Job Opportunities and economical development of our country. The scope of the study has been confined to the Financial Efficiency and Auto Ecosystem - Contribution to Automotive Mission Plan (AMP) 2016 – 2026.

RESEARCH QUESTIONS

In order to analyse the financial performance of Automotive Companies in Chennai, the following research questions were formulated:

- Though the Automotive Industries run with profitability, to what extent they work for the goals of Automotive Mission Plan 2016-2026?
- How the companies contribute for Auto-ecosystem with environmental care and economical development.

SECONDARY DATA

The secondary level study is based on the available data of various sources published from the website AMP 2006-2016 & AMP 2016-2026.

SUGGESTIONS

The government and Indian vehicle has been ranked high globally by the study of the Automotive mission plan 2026. we can say that the future of the automotive sector is bright to take India to the right position this automotive sector is dependent on the AMP 2026. This will assist the Indian car sector in focusing on certain segments and improving its competitiveness. Small vehicles and two-wheelers have an annual production of Rs. 16,000-18,000 crore. In the manufacture of tractors and buses, three-wheelers are the most popular. The automotive mission project is set to become a global success. The Automotive mission project aims to achieve its goal within these ten years and to promote 12% of GDP to provide employment to the unemployed.

DISCUSSION & CONCLUSION

AMP 2006-2016

As declared, the Automotive Mission Plan 2006-2016 is a significant step toward making India a worldwide automotive centre. The Mission initiative aspires to become India the world's preferred destination for vehicle and auto part design and manufacturing. The same output additionally accounts for

US \$ 145 million and more than 10 per cent of GDP. But its main goal is to provide employment to 25 million people by 2016 .However, the automotive sector's production is at Rs. 169000 crore, with a target of Rs. 6,58,000 crore by 2016. The automotive sector's current condition is to supervise its broad role in the growth of the national economy, as well as its relationships with other major areas of the economy and its future. It plays a key role in promoting automobiles in the Indian domestic market and in maintaining healthy competition between manufacturers providing world-class testing and certification of vehicles.

AMP 2016-2026

Mission plan (automated): 2016-2026 In a collective view, the role of industrial development by the Indian government and the Indian automotive industry. However, the Automotive Mission Plan 2006-2016 states that, this year is an automatic plan 2016-2026 the project is based on the technology's competitive potential to contribute to India's GDP, where vehicles and auto parts and tractors technology are located within 10 years. So the Automatic Machine project was successful in 2006-2016 and has become not only the same Indian automobile manufacturing hub but also the design and development hub. The initiative seeks to make India one of the top three manufacturers and exporters of engineered cars and automotive spare parts in the world. Its domestic production has increased by 12 percent compared to vehicle production in the last ten years. Similarly the Automatic Machine Project 2016-2026 record the main objective of the project is to create 65 billion more jobs this year than last year.

CONCLUSION

Through this article, the Indian auto industry has begun to grow in the Indian economy. It has decided to register the vehicle to contribute a greater amount to the country's GDP. This has evaluated the performance of the automotive sector in India. The companies involved in this study are part of the representative fund for the entire automotive sector operating in the country. In the previous two decades, India's automobile sector has achieved significant progress. This is enough to get global attention and calculate the completion wave's for the best table position. It is the world's leading manufacturer of Indian vehicles. The vehicle is ranked in terms of two –wheelers second and commercial vehicles seventh passengers' vehicle and tractors sixth. One of the best things has happened to the Indian auto market in recent times is the improvement in exports.

The profit margin for all automotive companies is very low which at present there is a high risk of loss by sector and risk of dying .if not properly looked after at the moment. This article concludes that the automotive mission plan 2016-2026 has led to some significant change in the automotive industry globally. Its internal purpose is to restructure the future plan of commercial vehicle companies and reduce

borrowing costs. The article is expected to increase the profitability of companies and to improve the quantitative relationship from this sector to the capital structure of companies.

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