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**INDIANIZATION: AN ALTERNATIVE MODEL OF DEVELOPMENT****Saurabh Tiwari<sup>1</sup>**<sup>1</sup>Alambagh, Lucknow-226005, Uttar Pradesh India**ABSTRACT**

This paper is solely based on the concept of Indianization which would represent a new model of development. Today in the age of globalisation, the economic boundaries of nations are getting fused. In context of India, earlier during 1960s, the economy of India was moving on Harrod Domar model & Mahalanobis plan of development. Later on, in the end of 1990s by the introduction of Liberalisation, Privatization and Globalization. The Indian economy gained the speed and achieved the targets of five year plans but still behind from overall sustainable development along with complete social justice to all.

Indianization, is a process of the development by using indigenous resources, making the people economically strengthen which starts from those, who are at the bottom of societal strata and are not having resource and then ends up at top strata of the society. Indianization argues for utilizing the indigenous resources and skills for indigenous people, starting from the bottom to the top. Indianization argues to make the country an economic sourcing centre not an outsourcing centre. Prime Minister Modi calls for Make in India but it will be more fruitful and sustainable for all sections of society if, it would be, “For the World, Make in India and By the India”. The neo liberal policies and capitalism have started a new competition of Power and Profit. MNCs are engaged in enhancing their profit while nations are engaged in gaining power and foreign reserves to strengthen their international position but does it mean for those who are living in Below Poverty Line.

**KEYWORDS**-Indianization, development, skills, resources,