A STUDY OF PERCEPTION ABOUT “MAKE IN INDIA” AMONG COLLEGE STUDENTS

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ABSTRACT
Development, growth and progress of the country is most important factors. To face competitions at global every country wants to made strong Economy, Import and export business, optimum use of investments, use of Human recourses and foreign exchange. To achieve the target the government of India announces the them “Make in India” at national and international platform., the aim of this research is, to understood the aims, objectives and vision of Make in India and its affect on various fields and to verify awareness and perception among the youth of the nation

Key words: Make in India, Perception and Economy

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1. INTRODUCTION
India is known as one of the strong country at global who compete in International level in all fields, India has optimum, strong and useful environment, optimum human as well as natural resources. Make in India is future plan of Government of India to encourage Multinational and domestic companies to invest the money or manufacture their products in India. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Some of these sectors are automobile, chemicals, information technology, textiles, ports, aviation, leather, tourism hospitality, railways, pharmaceuticals, wellness etc.

2. MADE IN INDIA V/S MAKE IN INDIA
2.1. Made in India
After independence India, Govt. want to established and developed industrial sector at our own resources for that purpose to create awareness, to create industrialization Government of India start Made in India Abhiyan. To made sound and strong India, govt. decide Industrial policy and provided financial support, infrastructural facilities,
technical support to Indian industrialist and open rural, urban and international market for their product. Since 1950 we are successful through Made in India Abhiyan. In simple words we can say that Made in India means our investment, our infrastructure, our resources, our market and our customer.

Made in India applies to any product that is manufactured by domestic or foreign corporation. Product is Indian product as long as it is made fully in India. After independence and especially introduction of new industrial 1991 featured with inclusive growth of India. The root of Made in India concept bowed with mahatma Gandhiji’s swadeshi Movement. Made in India put both together, people and capital.

2.2. Make in India

Make in India is different, in this movement we allowed and invite to other countries, industrialist to come in India invest money and make in India Make in India project launched by Hon. Prim Minister Narendra Modi on 25th September 2014. Make in India is project is inspired by the Chinese project ‘Make in China’, which raised china’s GDP considerably. In this project foreign company can set up their factories in India by investing their capital and technology. Government provides subsidies to make them run. So, in Make in India foreigner manufacture product of their own patent.

The main objective are, To create employment, To bring foreign Investment and technology, To remove red tap barriers, To remove licence Raj and to speed up industrialization process. To increase India’s GDP. Make in India will bring capital which will trigger technology and unemployment problem. Development of India’s infrastructure will take place. It will provide global linkages and boost India’s trade and this will reduce India’s current account deficit.

2.3. Quick and positive response to Make in India

On 25th Sept 2014 our Prime Minister announces the Make in India concept and appal at national and international platform “Come and Make in India” this movement getting a grate response from International and National level some of them is Hitachi invest ¥100 billion in auto-component plant in Chennai, Huawei announces to invest US$170 million in Telecom Hardware Plant in Chennai, Spice group invest (US$75 million In Mobile phone manufacturing industry in Uttar Pradesh, France offered to provide fighter Jet air craft to India and participate in Make in India movement, Haire invest 100 cr. In Pune by 2017 for Air conditioner and L.E.D. project, Datawind, China announces to participate along with investment for Two manufacturing unit for mobile in Amritsar to assess and accredit institutions of higher education in the country.

1.10 lacks Cr. investment proposals have been received in the electronic sector in the year from 20 to 25 overseas companies and domestic companies

2.4. Objectives of the Study:

1. To study the Make in India concept.
2. To find out perception about Make in India concept among college students.
3. To search the impact of Make in India concept on students
2.5. **Hypotheses of the Study:**

Ho- There is positive perception about Make in India concept among college students.

H1- There is not positive perception about Make in India concept among college students.

2.6. **Scope of the Study, Area and Time operation**

Youths are future of India. Youth can champion this concept at all over country, if youth understood this concept properly Make in India concept made strong, it helps to Government and we can achieve target. Researcher select 9 senior colleges from Bhusawal City of Maharashtra State. This research has been done between 16th August 2015 to 15th November 2015.

2.7. **Research Methodology of the Study**

The study is based on critical evaluation and analysis of basically Primary Data. The primary sources include college students.

A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared to collect relevant information from the primary source for the guidance of the researchers. With the help of the questionnaire, detailed discussions were made with the certain sources of primary data to understand their views, thinking and attitude which would help to give the researchers useful recommendations, if any.

The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, growth rate, averages, etc. Questionnaire is used mainly to analyze the opinion of the students.

2.8. **Why survey among college students**

Make in India theme is very important in Indian economy, industrial development and increasing employment. Our college students are our future nation youth, industrialist, employs, design makers, financial experts, investors. Researcher select the students/youth for this study to search how our youth think about Make in India theme in various angles.

2.9. **Research Area**

Researchers selected Traditional and Professional colleges from Bhusawal city. There are nine senior colleges in Bhusawal city and over 5000 Students studying in colleges. Researcher collects data through Primary and Secondary sources. Researcher distribute over 600 questionnaire among the students of all colleges.

2.10. **Review of literature**

Paper published by Gunjan Bhagowaty, Management Development Institute, Gurgaon, he is focusing on the various issues and creativity of Make in India after 2014, his research paper aims to identify some of the key challenges in the path of development and recommend possible solutions to deal with the same. But the researcher raise reality of 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. Researcher also point out the key issues and
suggest to government to take care at the time of turning Make of India vision. Some of the issues are Improving the ease of doing business in India, Land Acquisition challenges, Improving the employability of general and engineering graduates, Infrastructure development of major roads and highways in the country, Capacity addition in the power sector to meet industrial energy demand, Strengthening the capabilities of the CISF to meet growing demand for industrial security, Researcher is hopeful that about significant and sustainable growth in the manufacturing sector and progress towards India becoming a global manufacturing hub. (www.crisil.com/crisil-young-thought-leader/dissertations)

Can “Make in India” make jobs? the challenges of manufacturing growth and high-quality job creation in India by Russell A. Green Will Clayton fellow, International economics james a. baker iii institute for public policy Rice University (http://bakerinstitute.org/files/8588/ , 2014) stated that there is major Job issues and problems in India, therefore researcher finds that the modern service sector and the formal manufacturing sector are the true growth sectors for India. Both have exhibited moderate job creation on a low base. Formal-sector manufacturing, however, has the most potential for transformation under a more supportive policy regime, Researcher suggest that India needs to achieve two objectives: creating new jobs and shifting more workers into high-productivity sectors. Meeting both can provide large economic headwinds to the Indian economy for several decades.

Role of HR and Financial Services in Making “Make in India” Campaign a Success by Samridhi Goyal , Prabhjot Kaur , Kawalpreet Singh, (www.iosrjournals.org) Researcher Focusing on the employment generation, boosting trade and economic growth, safe guard and sustain the overall development of INDIA and its citizen. He stated that fostering innovation, intensify skill development, generate employment opportunities, preventing brain drain and making the use of internationally standardized technology affordable for INDIAN citizens. In order to make INDIA a manufacturing hub its human resource and financial assistance will play a major role. Researcher highlighted the importance of the role of HR and Financial Services in making “MAKE IN INDIA” campaign a success; making INDIA a manufacturing hub and a bench mark of development and prosperity. Researcher suggest that There is need of reforms in industrial strategies to make India a manufacturing hub.

2.11. Impact of Literature review

1. India should take care at the time of turning Make of India vision about reality of ground level and overcome first challenges e.g. Land acquisition, employability and infrastructure.
2. India needs to achieve two objectives: creating new jobs and shifting more workers into high-productivity sectors.
3. In order to Make India a manufacturing hub its human resource and financial assistance will play a major role. There is need of reforms in industrial strategies to make India a manufacturing hub.
2.12. Data Analysis
Researcher prepared the questionnaire for college students and distribute it among the students in all type of colleges in Bhusawal city. After receiving the questionnaire researcher analyse the questionnaire and make two groups one is traditional educational colleges and second one is professional educational colleges. Traditional Colleges includes Arts, Commerce, Science and Education faculty and in Professional colleges includes Engineering, Pharmacy and Management colleges

<table>
<thead>
<tr>
<th>SN</th>
<th>Faculty wise group</th>
<th>Total Colleges</th>
<th>Questionnaire distributed</th>
<th>Questionnaire received</th>
<th>Questionnaire rejected</th>
<th>Sample size for study</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arts, Commerce, Science and Education Colleges</td>
<td>06</td>
<td>400</td>
<td>349</td>
<td>52</td>
<td>297</td>
</tr>
<tr>
<td>2</td>
<td>Engineering, Pharmacy and Management Colleges</td>
<td>03</td>
<td>250</td>
<td>129</td>
<td>13</td>
<td>116</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>09</td>
<td>650</td>
<td>478</td>
<td>65</td>
<td>413</td>
</tr>
</tbody>
</table>

There are 349 questionnaire received from group one and 129 from group two, after analysis, researcher reject incomplete questionnaires. Finally researcher select 100% respondents i.e. 413 for study.

2.13. Testing of Hypothesis No 1

\[ H_0: \text{There is proportion of college students whose perception about Make in India is positive is 0.50} \]

\[ H_1: \text{There is proportion of college students whose perception about Make in India is positive is more than 0.50} \]

Mathematically Here level of significance is 0.05

Thus, our null hypothesis There is proportion of college students whose perception about Make in India is positive is 0.50 is rejected. Alternatively we accept our alternative hypothesis There is proportion of college students whose perception about Make in India is positive is more than 0.50. Hence it is clear through the figures after analysis that majority of College students prove that there is awareness of Make in India theme, respondents agreed that Make in India theme is not only growth path of our country, it is beneficial for each field in future, our social development can possible, India can win global market, and quite confident that through Make in India Jobs can creates.

2.14. Testing of Hypothesis No 2

\[ H_0: \text{There is proportion of college students whose perception about Effect of Make in India is positive is 0.50} \]

\[ H_1: \text{There is proportion of college students whose perception about Effect of Make in India is positive is more than 0.50 Mathematically Here level of significance is 0.05} \]
Table 2 Testing of Hypothesis No 1

<table>
<thead>
<tr>
<th>S N</th>
<th>Aspects</th>
<th>Proportion of respondents who stated the aspects as either very important</th>
<th>SD</th>
<th>H₀</th>
<th>H₁</th>
<th>Z Value</th>
<th>Z Table</th>
<th>p Value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Are you Aware about Make in India them</td>
<td>0.86</td>
<td>0.08</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>21.33</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
<tr>
<td>2</td>
<td>Make in India them is the only growth path for our country</td>
<td>0.83</td>
<td>0.06</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>17.67</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
<tr>
<td>3</td>
<td>Make in India them is beneficial to each field</td>
<td>0.84</td>
<td>0.10</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>18.38</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
<tr>
<td>4</td>
<td>We can create Indian brand in world through Make in India</td>
<td>0.87</td>
<td>0.07</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>21.94</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
<tr>
<td>5</td>
<td>Our Social development is possible through Make in India</td>
<td>0.73</td>
<td>0.10</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>10.74</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
<tr>
<td>6</td>
<td>We can win Indian Market through Make in India</td>
<td>0.80</td>
<td>0.07</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>15.17</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
<tr>
<td>7</td>
<td>Make in India is global Opportunity before us</td>
<td>0.94</td>
<td>0.10</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>37.45</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
<tr>
<td>8</td>
<td>Make in India them creates Jobs to youths</td>
<td>0.91</td>
<td>0.06</td>
<td>P=0.5</td>
<td>P&gt;0.5</td>
<td>28.69</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H₀</td>
</tr>
</tbody>
</table>

Thus, our null hypothesis There is proportion of college students whose perception about Effect of Make in India is positive is 0.50 is rejected. (except Serial No 4 of table No 2) Alternatively we accept our alternative hypothesis There is proportion of college students whose perception about Effect of Make in India is positive is more than 0.50. (except Sr No 4) Hence it is clear that, the majority of the students confident that due to Make in India ,our export trade as well as foreign investments can increases, it is view of the students that our Indian industries can be secured and we can make our economy strong through Make in India, but at other side our students are thinking and worried about agriculture development.
A Study of Perception about “Make In India” among College Students

Table 3 Testing of Hypothesis No 2

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Effect of Make in India theme</th>
<th>Proportion of respondents who stated the aspects as either very important or important</th>
<th>SD</th>
<th>H0</th>
<th>H1</th>
<th>Z value</th>
<th>Z table</th>
<th>p value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>export trade increases through Make in India</td>
<td>0.77</td>
<td>0.02</td>
<td>P= 0.5</td>
<td>P&gt; 0.5</td>
<td>13.04</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H0</td>
</tr>
<tr>
<td>2</td>
<td>Foreign Investments increases through Make in India</td>
<td>0.79</td>
<td>0.02</td>
<td>P= 0.5</td>
<td>P&gt; 0.5</td>
<td>14.47</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H0</td>
</tr>
<tr>
<td>3</td>
<td>Indian Major industries secured through Make in India</td>
<td>0.84</td>
<td>0.02</td>
<td>P= 0.5</td>
<td>P&gt; 0.5</td>
<td>18.38</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H0</td>
</tr>
<tr>
<td>4</td>
<td>Indian Agriculture sector is secured through Make in India</td>
<td>0.39</td>
<td>0.02</td>
<td>P= 0.5</td>
<td>P&gt; 0.5</td>
<td>-4.58</td>
<td>1.64</td>
<td>1.0000</td>
<td>Accept H0</td>
</tr>
<tr>
<td>5</td>
<td>Indian Economy will made Strong through Make in India</td>
<td>0.91</td>
<td>0.01</td>
<td>P= 0.5</td>
<td>P&gt; 0.5</td>
<td>29.12</td>
<td>1.64</td>
<td>0.0000</td>
<td>Reject H0</td>
</tr>
</tbody>
</table>

3. CONCLUSION

The college students accept the theme Make in India theme and also accept that this is an opportunity before us and we must cash it. Our students are confident that we can stand globally with strong economy along with our Indian brand through Make in India. Students are looking for jobs creativity and are also still hopeful about overall development of India, through Make in India. But majority of college students are not in favour of agriculture development through Make in India. Central Government is successful to create awareness among the college students, who are our future.

REFERENCES

Dr. Arvind Narayan Chaudhari


