



A STUDY OF AWARENESS AND THEIR PERCEPTION ABOUT MAKE IN INDIA AMONG THE STUDENTS

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ABSTRACT

Make in India - the entire country seems like it is being swept away with this new wave of inspiration in the business sector. The "Make in India" program was kicked off in September 2014. It is a national program designed for India to make it into a global manufacturing hub and transforming it into a vibrant economy. The major objective behind the initiative is to focus on the 25 sectors of the economy for job creation and skill enhancement. The mission is to manufacture in India and sell the products worldwide. Some of the key sectors focused upon are: automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, design manufacturing, renewable energy, mining, bio-technology and electronics. This research is carried out to analyze the awareness of this campaign among the students and how the students are responding to this challenge.

Keywords: *Make in India, Manufacturing, and Awareness among the students.*

INTRODUCTION

Make in India' is a challenge for a developing country like India. India is a country rich in natural resources. Young skilled labor is in plenty and easily available given the high rates of unemployment among the educated class of the country. With Asia emerging as the outsourcing hub of the world, India may also opt to become the preferred manufacturing destination of most investors across the globe. Make in India. Initiative could prove to harness this demand and boost the Indian economy. Effective governance along with democratic conditions could certainly leverage India's manufacturing superiority. The importance of Make in India as a discipline has enormous scope in the globalized era. Awareness at a greater level is always beneficial for the successful implementation of this developmental plan.

Make in India vs Made in India:

Made in India:

Made in India paying attention to technology. However, it has numerous disadvantages too. 'Make in India' will immediately import the technology so that India will give for, the expertise in terms of licensing price, up-gradation charge, etc. Also, India does not have any control on the source of a company's raw material provision. The international company limits India by contract and does not split its secrets. Another disadvantage will be, if some rivalry comes, say from South America, Africa, where the circumstances become appropriate for manufacturing, then these companies can transfer their base from India causing a considerable number failure of employment. Made in India is emergence of geographical identity brands. Made in India can be a response to these questions. It can support companies to start up their trade and be a part of the global proficiency as India lags behind in 'homegrown brands' e.g. (chocolates of Swiss, cars on German, and scotch of British); which are serious from the political opinion. India can encourage from technological loans by the industrial expansion. Made in India applies to any item that is completely produced in India. It applies to results of residential or outside based enterprises the length of the item was made entirely in India.

Make in India:

'Make in India' provides the attractive destination for investors. India is mainly a service industry, which is trying to move its emphasis away from the tertiary sector of the country to the industrialized sector. Keeping this aim in mind, 'make in India' movement was started to attract more attention foreign investment by removing hurdles, e.g. the remaining traces of the authorization raj, quick approval of projects from the bureaucratic web and so on. It will also facilitate to solve the difficulty of employment requirements of our rising population. On the fiscal front, it will provide linkage and enhance trade with the worldwide supply chain and will diminish the current account shortfall. It can enlarge the investment in road and rail network development.

Role of Education in the Make in India:

The growth of the economy and development of a country is depending upon the education system of that particular country. A perfect and successful batch of youth of a country is come from education sector. Many foreign / abroad countries including India, China, Australia, New Zealand, Singapore and many other developing moves started to welcome more international students. As they bring different ideas, culture as well as foreign incomes in the form of fees structure, living expenses and other daily expenses. Whereas those developed countries like UK, USA Canada and other developed European countries already open doors for international students and these countries are always emphasis on improving

their education structure, developing more colleges and universities on country side areas and always in a way to update their course content on regular. India has also launched many types of different degree courses offered by various universities and colleges of India.

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 education on Make in India
4. To search the impact of Make in India concept on students

Scope of the Study, Area and Time operation:

Students are future of India. Youth can champion this concept at all over country, if they understood this concept properly, Make in India concept made strong, it helps to Government and we can achieve target. But for this an education has to be more practical and students must get exposure to rapidly changing technological concepts.

I select 5 colleges from Pune City of Maharashtra State.

This research has been done between 16th November 2016 and 15th December 2016.

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, averages, etc. Questionnaire is used mainly to analyze the opinion of the students.

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

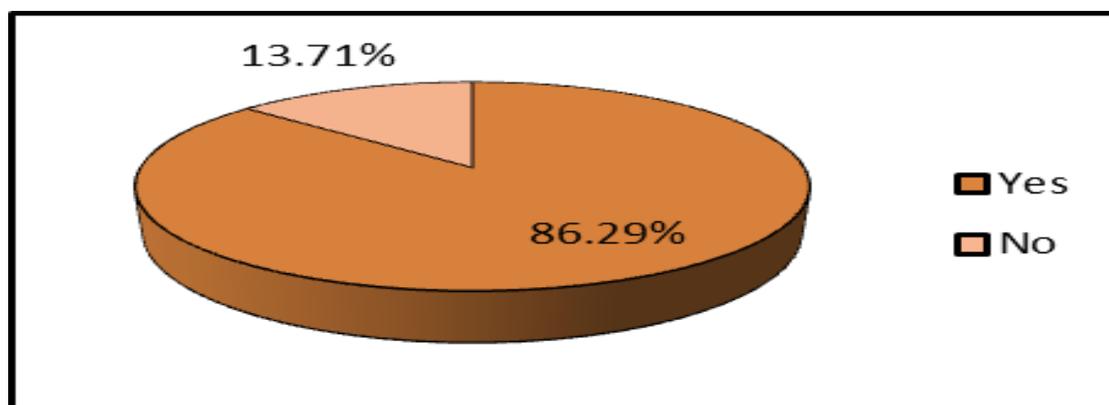
achieving a sustainable 10% growth in the manufacturing sector. Researcher also point out the key issues and suggest to government to take care at the time of turning Make of India vision. Some of the issues are Improving the ease of doing business in India, Land Acquisition challenges, Improving the 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.

Data Analysis

Researcher prepared the questionnaire for college students and distributes it among the students in all type of colleges in Pune city. After receiving the questionnaire researcher analyzes the questionnaire and makes 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

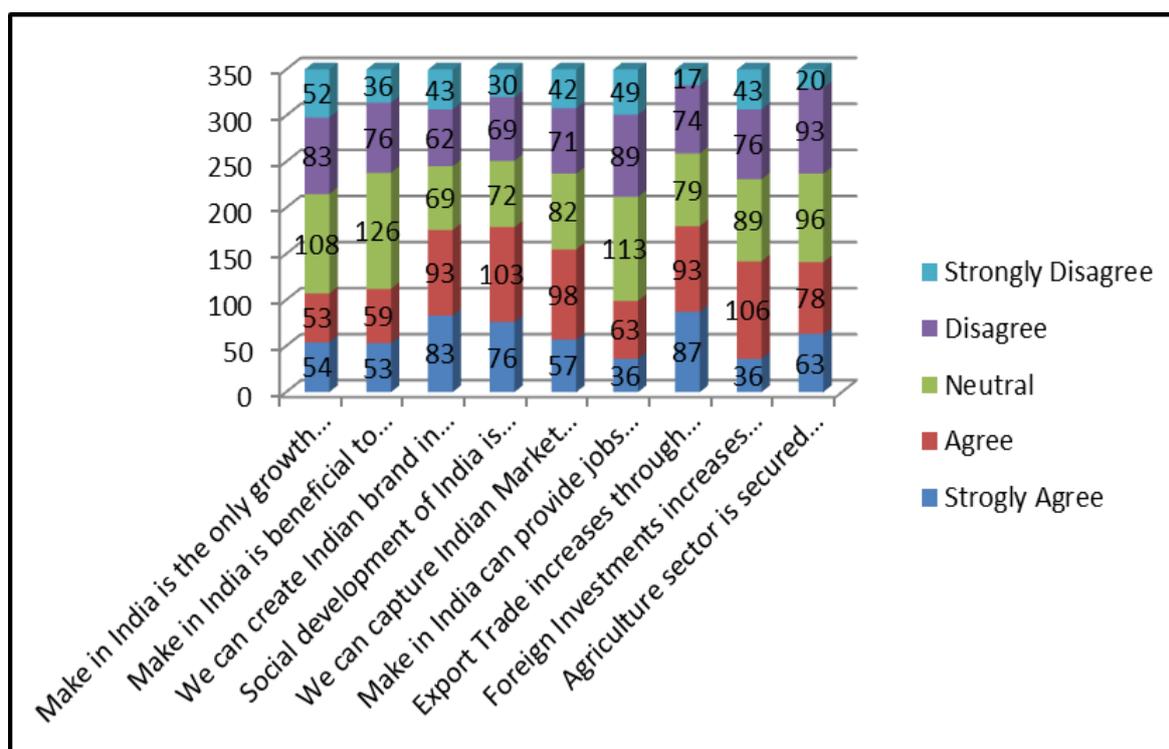
Information of Questionnaire:

Sr. No	Faculty wise group	Total Colleges	Questionnaire Distributed	Questionnaire received	Sample Size for Study
1	Traditional (Science, Commerce, Arts)	2	300	257	200
2	Professional (Engineering, Pharmacy, Management)	3	300	186	150



According to the questionnaire collected from 350 students of different colleges, more than 85% students are aware about Make in India campaign launched by Indian Government. 13.71% students have not shown that much interest in the same.

Sr. no.	Question	Strogly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Make in India is the only growth path for India	54	53	108	83	52
2	Make in India is beneficial to each field.	53	59	126	76	36
3	We can create Indian brand in world through make in India	83	93	69	62	43
4	Social development of India is possible through Make in India.	76	103	72	69	30
5	We can capture Indian Market through Make in India	57	98	82	71	42
6	Make in India can provide jobs for students.	36	63	113	89	49
7	Export Trade increases through Make in India	87	93	79	74	17
8	Foreign Investments increases through Make in India	36	106	89	76	43
9	Agriculture sector is secured through Make in India	63	78	96	93	20



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.

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