

STUDENTS ATTITUDE TOWARDS MAKE IN INDIA (SPECIAL REFERENCE TO THE COLLEGE STUDENTS OF INDORE CITY)

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Abstract

Make in India was future plan of Government of India to encourage Multinational and domestic companies to invest the money or manufacture their products in India. The main objectives of the study were to find out perception about Make in India concept among college students. A study was undertaken in the sampled regions to see its impact for which a detailed questionnaire was prepared to collect relevant information from the primary source for the guidance of the researchers. Questionnaire was used mainly to analyze the opinion of the students. There were 349 questionnaire received from group one and 129 from group two, after analysis, researcher rejected incomplete questionnaires. Finally researcher selected 100 % respondents i.e. 413 for study. Thus, our null hypotheses where there is proportion of college students whose perception about Effect of Make in India was positive is 0.50 is rejected. Alternatively we accepted our alternative hypothesis there was proportion of college students whose perception about Effect of Make in India was positive is more than 0.50. Hence it is clear that, the majority of the students confident that due to Make in India, our export trades as well as foreign investment scan increases.

Keywords : Multinational , questionnaire ,hypotheses, foreign investment ,analyze.

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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.

1.1 Make in India – A Dream Project

Make in India campaign was launched in new Delhi by the Prime Minister Narendra Modi on 25th of September in 2014. It is an initiative to make a call to the top business investors all across the world (national or international) to invest in India. It is a big opportunity to all the investors to set up their business (manufacturing, textiles, automobiles, production, retail, chemicals, IT, ports, pharmaceuticals, hospitality, tourism, wellness, railways, leather, etc) in any field in the country. This attractive plan has resourceful proposals for the foreign companies to set up manufacturing powerhouses in India. Make in India campaign launched by the Indian government focuses on building the effective physical infrastructure as well as improving the market of digital network in the country to make it a global hub for business (ranging from satellites to submarines, cars to software, pharmaceuticals to ports, paper to power, etc). The symbol (derived from national emblem of India) of this initiative is a giant lion having many wheels (indicates peaceful progress and way to the vibrant future). A giant walking lion with many wheels indicates the courage, strength, tenacity and wisdom. The page of Make In India on the Face book has crossed more than 120K likes and its twitter followers are more than 3M within few months of launching date. This national program is designed to transform the country into a global business hub as it contains attractive proposals for top local and foreign companies. This campaign focuses on creating number of valuable and honored jobs as well as skill enhancement in almost 25 sectors for improving the status of youths of the country. The sectors involved are automobiles, chemicals, IT & BPM, aviation, pharmaceuticals, construction, electrical machinery, food processing, defense manufacturing, space, textiles, garments, ports, leather, media and entertainment, wellness, mining, tourism and hospitality, railways, automobile

components, renewable energy, mining, bio-technology, roads and highways, electronics systems and thermal power. The successful implementation of this plan will help in the 100 smart cities project and affordable housing in India. The main objective is to ensure solid growth and valuable employment creation in the country with the help of top investors. It will benefit parties, the investors and our country. The government of India has created a dedicated help team and an online portal (makeinindia.com) for the easy and effective communication of investors. A dedicated cell is committed to answer all the queries from business entities anytime.

1.2 Made in India Vs. Make 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. 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. 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. Prime Minister Narendra Modi on 25th September 2014. 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.

1.3 Literature Review

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 amanufacturing 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. 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/crisilyoung-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.

➤ **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. Research Method

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. 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 selects 11 senior colleges from Indore City of Madhya Pradesh State. Researcher distributes over 600 questionnaires among the students of all colleges.

2.1 Objectives of the Study

❖ To study the Make in India concept.

- ❖ To find out perception about Make in India concept among college students.
- ❖ To search the impact of Make in India concept on students.

2.2 Hypotheses of the Study

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

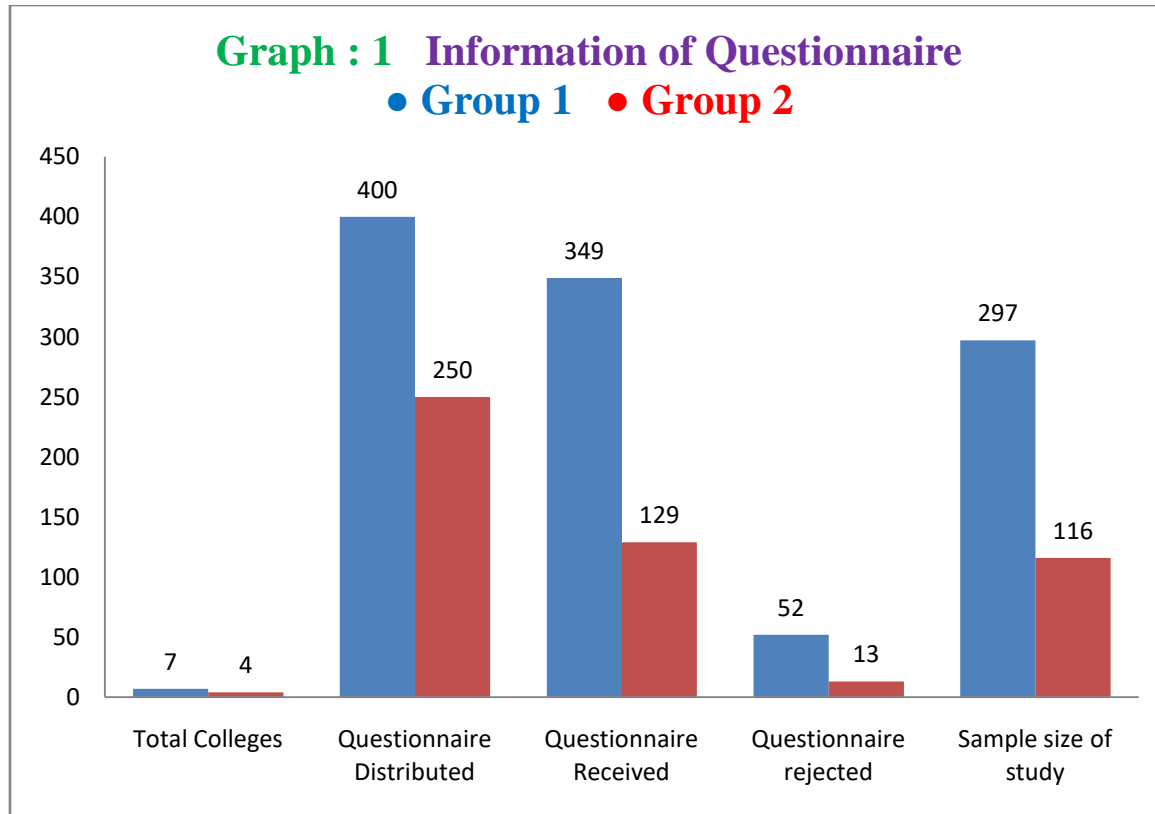
H1 - There is not positive perception about Make in India concept among college students.

3. Results and Analysis

Researcher prepared the questionnaire for college students and distributes it among the students in all type of colleges in Indore city. After receiving the questionnaire researcher analyses 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 College.

Table 1 Information of questionnaire

S N.	Faculty wise group	Total Colleges	Questionnaire distributed	Questionnaire received	Questionnaire rejected	Sample size for study
1	Arts, Commerce, Science and Education Colleges	7	400	349	52	297
2	Engineering, Pharmacy and Management Colleges	4	250	129	13	116
	Total	11	650	478	65	413



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

3.1 Testing of Hypothesis

► Hypothesis No. 1

H0: There is proportion of college students whose perception about Make in India is positive is 0.50.

H1: 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.

Table 2 Testing of Hypothesis No 1

S. N.	Aspects	Proportion of respondents who stated the aspects as either very important or important	SD	H0	H1	Z Value	Z_ Table	p Value	Decision
1	Are you Aware about Make in India them	0.86	0.08	P= 0.5	P> 0.5	21.33	1.64	0.0000	Reject H0
2	Make in India them is the only growth path for our country	0.83	0.06	P= 0.5	P> 0.5	17.67	1.64	0.0000	Reject H0
3	Make in India them is beneficial to each field	0.84	0.10	P= 0.5	P> 0.5	18.38	1.64	0.0000	Reject H0
4	We can create Indian brand in world through Make in India	0.87	0.07	P= 0.5	P> 0.5	21.94	1.64	0.0000	Reject H0
5	Our Social development is possible through Make in India	0.73	0.10	P= 0.5	P> 0.5	10.74	1.64	0.0000	Reject H0
6	Make in India them creates Jobs to youths	0.91	0.06	P= 0.5	P> 0.5	28.69	1.64	0.0000	Reject H0

Thus, our null hypotheses are there is proportion of college students whose perception about Effect of 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 Effect of Make in India is positive is more than 0.50. Hence it is clear that, the majority of the students confident that due to Make in India, our export trade as well as foreign investment scan 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.

► Hypothesis No. 2

H0: There is proportion of college students whose perception about Effect of Make in India is positive is 0.50.

H1: 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 3 Testing of Hypothesis No 2

S. N.	Effect of Make in India the me	Proportion of respondents who stated the aspects as either very important or important	SD	H0	H1	Z Value	Z_ Table	p Value	Decision
1	Export trade increases through Make in India	0.77	0.02	P= 0.5	P> 0.5	13.04	1.64	0.0000	Reject H0
2	Foreign Investments Increases through Make in India	0.79	0.02	P= 0.5	P> 0.5	14.47	1.64	0.0000	Reject H0
3	Indian Major Industries	0.84	0.02	P= 0.5	P> 0.5	18.38	1.64	0.0000	Reject H0

	secured through Make in India								
4	Indian Agriculture sector is secured through Make in India	0.39	0.02	P= 0.5	P> 0.5	- 4.58	1.64	1.0000	Accept H0
5	Indian Economy will made Strong through Make in India	0.91	0.01	P= 0.5	P> 0.5	29.12	1.64	0.0000	Reject H0

4. 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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