

STUDENTS PERCEPTION TOWARDS MAKE IN INDIA CONCEPT IN THOOTHUKUDI DISTRICT

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ABSTRACT

In this paper, a Challenges and opportunities is made to present the new investment project of Prime Minister Mr. Narendra Modi that 'Make in India' is the new mantra and the objective was to encourage the production of goods within the country and Making India the manufacturing hub of the world economy. The aim of the project showing a pure classical economics there is going to be a demand and then there would be producers who would be incentivized to supply goods and Services to meet that demand. Development, growth and progress of the country are 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 deem "Make in India" at national and international platform, the aim of this research is, to understand 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.

Keywords: Make in India, Perception and Economy

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. OBJECTIVES

- 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

3. STATEMENT OF THE PROBLEM

We all know India needs to rapidly create more manufacturing jobs for the masses, for the demographic dividend to not turn into a demographic nightmare. That was the objective behind the National Manufacturing Policies of past governments, repackaged into the "Make in India" programme. The popular consensus is that all India needs to do is to make its land, tax and labour

laws more business-friendly, improve its infrastructure and slash red tape for a manufacturing revival and for creating jobs for its largely unskilled workforce. It captures the nub of the problem “While industry is creating jobs, too many such jobs are low productivity, non-contractual jobs in the unorganized sector, offering low incomes, little protection and no benefits. Service jobs are relatively high productivity, but employment growth in services has been slow in recent years.” One big reason for low productivity in industry is that most new jobs have been in construction and that around 85% of the workforce is in the informal sector. The solution: build infrastructure, create incentives for businesses to grow, reform labour laws to help create large businesses in the high-productivity organized sector and invest in apprenticeship, skill development and education. It discusses the reasons for the lack of success in the manufacturing sector and focuses on one of them: “inappropriate specialization away from India’s natural comparative advantage and toward skill intensive activities”. India’s natural comparative advantage lies in making use of its vast pool of unskilled labour. Instead of doing that, Indian manufacturing as well as services is skill intensive. That automatically means there aren’t enough decent jobs for the unskilled masses.

SIGNIFICANCE OF THE STUDY

Modi Government has been selling this dream to make in India since they assumed offices. They had a strong focus on Job creation and since the Service Sector in India was already at a mature stage (competing with the world) and employing people to its maximum potential; they focused on Manufacturing sector; which had recently saw quarterly negative growth rates and also this sector was way behind the global competence levels (the little bit we learnt was thanks to Japanese & some MNC manufacturing companies). Already our neighbour (China) had become the global destination for manufacturing sector, seeing their success may have instigated them (just guessing). Also they like to promote and bring in Renewable Energy Business at a much faster pace. Gujarat already has set benchmarks for various renewable energy projects or govt.

METHODOLOGY OF THE STUDY

The study of the cashless transaction problems in Thoothukudi district is an empirical study. Both primary and secondary data used. Primary data were collected directly from the respondents with the help of questionnaires schedule. After getting the questionnaires the data collected were analyzed and interpreted using appropriate tools. The secondary data is collected from the various journals, websites related to make in India, News papers, Books and magazines. The sample is chosen convenience sampling method. The Factor analysis is used for quick and clear understanding of the data.

4. RESULT AND DISCUSSION

TABLE 1
GENDER WISE CLASSIFICATION

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Male	30	72
2	Female	20	28
Total		50	100

Source: Primary Data

The above table gender wise classification of the respondents. Out of 50 respondents 72 percent are male and remaining 28 percent of the respondents are female. From the above table most of the respondents are male.

TABLE 2
AGE WISE CLASSIFICATION

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Below20	10	30
2	20-25	15	40
3	25-30	25	30
Total		50	100

Source: Primary Data

The above table explains that age wise classification of the respondents. Out of 50 respondents 30 percent are in the age group of below20 and 40 percent are in the age group of 20-25, and 30 percent are in the age group of 25-30.

TABLE 3
INCOME WISE CLASSIFICATION

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENT
1	below-20000	25	50
2	20000-30000	15	25
3	30000-40000	10	25
Total		50	100

Source: Primary Data

The above table shows that income wise classification of the respondents. Out of 50 respondents 50 percent below 20000 and 25 percent are in the 20000-30000, and 25 percent are in the 30000-40000.

TABLE 4
EDUCATION WISE CLASSIFICATION

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	UG only	15	35
2	PG only	15	30
3	M.Phil	5	15
4	Diploma	15	20
Total		50	100

Source: Primary Data

The above table shows that education wise classification of the respondents. Out of 50 respondent 35 percent are studying UG only, 30 percent are studying in the PG M.Phil 15, and finally 20 percent are in the education of only Diploma.

TABLE 6
CHALLENGES OF MAKE IN INDIA

FACTORS	HIGH	MODERATE	LOW	TOTAL MEAN	MEAN
Commencement of business	15	18	17	101	2.02
Political stability	17	20	13	107	2.14
Acquisitions of land	15	10	15	115	2.3
Tax regime	13	23	14	110	2.2
Poor infrastructure	12	10	28	118	2.36

Source: Primary Data

The above table shows that, out of 50 respondents the respondents feels high on poor infrastructure (2.36), Political stability(2.14), Acquisitions of land(2.3).

TABLE 7
PROBLEMS OF MAKE IN INDIA

PROBLEMS	STRONGLY AGREE	AGREE	NONE	DISAGREE	STRONGLY DISAGREE	TOTAL MEAN	MEAN
Lack of finance	10	20	5	10	5	180	3.6
Lack of tax rate	14	23	3	5	5	195	3.9
Lack of foreign currency regulation	25	15	3	4	3	209	4.18
Lack of adequate supply of infrastructure	28	12	2	6	2	208	4.16
Corruption	25	8	6	6	5	202	4.04
Restrictive labour regulations	17	13	8	6	6	179	3.58
Government instability	15	15	7	7	6	176	3.52
Lack of adequate workforce	20	18	4	3	5	199	3.98
Crime & Theft	20	23	1	4	3	206	4.12
Inflation	18	17	3	4	8	183	3.66
Tax regulation	20	14	6	5	5	197	3.94
Insufficient to innovate	20	10	7	7	6	183	3.66

Source: Primary Data

The table shows that, out of 50 respondents the respondents problems of high on lack of foreign currency regulation (4.18) than ,lack of adequate supply of infrastructure(4.16),crime and theft(4.12), tax regulation(3.99), Lack of tax rate(3.9).

5. FINDINGS OF THE STUDY

- Gender wise classifications Majority 68 % respondents are male.
- Age wise classification the most of the respondent in this study 46% of the respondent are age group of 25-30.
- Education wise classifications of the respondent majority of the respondent 34% of the respondent are educated in graduate level.

- Monthly income wise classification of the respondent majority 56% of the respondents below 20000.
- Problems of make in India majority 4.18% of the respondent facing the problem of lack of foreign currency regulation.
- Challenges of make in India majority 2.36% of the respondent are challenges of poor infrastructure facilities.

6. 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 favor 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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