

STUDENTS' PERCEPTION TOWARDS MAKE IN INDIA: A CASE STUDY WITH REFERENCE TO BELTHANGADY THALUK IN KARNATAKA

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Abstract:

Make in India is an international marketing strategy, conceptualized by the prime Minister of India Narendra Modi on 25 September 2014 to attract investments from businesses around the world and make in India the manufacturing hub. The aim is to take a share of manufacturing in country's gross domestic product from stagnant 16% currently to 25% by 2022, as stated in national manufacturing policy, and to create 100 million jobs by 2022. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Make in India is the key to revitalization of Indian economy. It is one of the scheme to pull back the economy from clutches of recession. Make in India initiative aims to correct the composition of Indian GDP which is root cause of recession. Currently India's GDP is heavily tilted in favor of service sector. The purpose of the study is to analyses graduate perception towards Make in India with reference to Belthangadytaluk and this paper discusses about Make in India scheme, its opportunities and challenges. Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation. Analysis of variance (ANOVA) shows that there is a significant difference ($p < 0.001$, HS) in perception among the various components of Make in India scheme.

INTRODUCTION:

Make in India is an initiative launched by the Government of India to encourage multi-national as well as national companies to manufacture their products in India. Prime minister Narendra Modi launched "Make in India" on 25 September 2014 in a function at the vigyanBhavan. On 29 December 2014, a workshop was organized by the department of Industrial policy and promotion. Which was attended by PM Modi his cabinet Ministers and Chief secretaries of states as well as various Industries leaders. Modi to give Foreign investors a chance to invest in India in number of businesses. It is an initiative campaign run by the Government of India to cheer up multinational companies at national and international level in order to manufacture products in India. It is a huge step taken by the Government of India to reduce the level of unemployment faced by the youths of the country.

Objectives:

- a) To understand student's awareness about the Mobile banking
- b) To know the expectations of the students towards Mobile banking
- c) To understand perception towards Mobile banking

Literature Review

Make in India builds a cornerstone for mobile commerce (Tiwari et al.,2006). This paper studies the concept of make in India and Make in India payment which helps the country to develop (Donner Jonathan, 2001). In today's business, technology has been on the prime indicators of growth and competitiveness. The banking industry today is in the industry of its revolution (Sharma Archana, 2011). This paper explores the various challenges in the mobile banking and finds that there is a need of awareness among the mobile banking users so that more and more users will be connected (Chauhan, 2012). Mobile banking needs understanding of mobile functions properly for successful transaction in banking (Son- Yu Cheena,2012). Make in India has emerged as new alternative way of banking which is more convenient and user –friendly than traditional form of banking. It is covering the concept of anytime, anywhere banking into reality (Kaur &Madan,2013). Make in India is one of the alternative channels available to customer for quick and efficient service or anytime and anywhere. It also studies the various incentives and gain by the customers with the usage of mobile banking (Mishra &Sahoo, 2013). This paper analyzes the security issues and challenges in Make in India among Indian banking users (Devadevan, 2013).

Methodology:

This study was descriptive and analytical in nature. The study mainly depended upon the primary data to develop this article. However, some secondary sources of data were consulted for the purpose of gathering background information supporting the study. Relevant primary data were collected using the combination quantitative (sample survey) and qualitative (interview) methods. Primary data were collected through questionnaire method. A Questionnaire was administered to 50 students of the Make in India in the study area. Appropriate and relevant statistical tools and techniques will be used such as Descriptive statistics (Mean and S.D), Analysis of Variance (ANOVA). Tools used for the study is shown in the table:

Table – 1 Criteria used for the Research Study

Class	0 - 25	25 - 50	50 - 75	75 -100
Perception of employee	Strongly disagree	Disagree	Agree	Strongly agree

Source: Likers scale

Research Findings:**Table Exhibits Respondents Perception towards Ten Components of Make in India**

Component	Strongly disagree	Disagree	Agree	Strongly agree	Mean and SD	% Mean
Respondent agree that make in India scheme helps people.	0 (0%)	1 (2%)	31 (62%)	18 (36%)	3.34±0.5	83.5
Respondent opins that make India scheme helps for rural development	1 (2%)	7 (14%)	36 (72%)	6 (12%)	2.94±0.58	73.5
Respondent agree that make in India creates employment	2 (4%)	5 (10%)	33 (66%)	10(20%)	3.02±0.68	75.5
Respondent opsins that incentive offered through make in India scheme is good	0 (0%)	2 (4%)	32 (64%)	16 (32%)	3.28±0.53	82
Respondent opsins that training to the fresh graduate for enterprinorship is good make in India scheme	1 (2%)	3 (6%)	32 (64%)	14(28%)	3.18±0.62	79.5
Respondent opsins that banking facility offered through make in India scheme is good	2 (4%)	0 (0%)	33 (66%)	15 (30%)	3.22±0.64	80.5

Respondent opins that make in India scheme contribute for economic development of the nation	1 (2%)	3 (6%)	28 (56%)	18 (36%)	3.26±0.66	81.5
Respondent opins that skill India contribute for make in India scheme	0 (0%)	5 (10%)	35 (70%)	10 (20%)	3.10±0.54	77.5
Respondent opins that make in India scheme Strengthening competitiveness of the country	1 (2%)	5 (10%)	33 (66%)	11 (22%)	3.08±0.63	77
Respondent opins that make in India scheme Strengthening competitiveness of the country	0 (0%)	3 (6%)	37 (74%)	10 (20%)	3.14±0.49	78.5

Source: Survey data

Respondent opines that Make in India help:

0 % of the respondents strongly disagree, 2 % of them disagree, 62% of them agree, 36 % of them strongly agree that Make in India helps peoples. The percentage means 83.5 (Mean and SD 3.34±0.5) as it falls in the category of 76% to 100%.

Respondent opines that Make in India creates employment:

2% of the respondents strongly disagree, 14% of them disagree, 72 % of them agree, 12% of them strongly agree that Make in India create employment with (Mean and SD 2.94±0.58). The percentage Mean 73.5 shows that Make in India create employments as it falls in the category of 50% to 75%".

Respondent opines that Make in India scheme helps for rural development:

4% of the respondents strongly disagree, 10% of them disagree, 66% of them agree, 20% of them strongly agree that Make in India scheme helps for rural development with (Mean and SD 3.02 ± 0.68). The percentage Mean 75.5, which shows that Make in India falls in the category of 50% to 75%”.

Respondent agree that Make in India that incentive offered though make in India scheme is good:

0% of the respondents strongly disagree, 4% of them disagree, 64% of them agree, 32% of them strongly agree that incentive offered though Make in India scheme is good. The percentage mean 82 (Mean and SD 3.28 ± 0.53), shows that agree that incentive offered though Make in India scheme is good falls in the category of 76% to 100%.

Respondent agree that training to the fresh graduate for enterprnorship is good Make in India:

2% of the respondents strongly disagree, 6% of them disagree, 64% of them agree, 28% of them strongly agree that training to the fresh graduate for enterprnorship is good with (Mean and SD 3.18 ± 0.62). The percentage Mean 79.5, shows that was falls in the category of 76% to 100%.

Respondent opines that banking facility offered through make in India scheme is good:

4% of the respondents strongly disagree, 0% of them disagree, 66% of the respondent agree, 30% of them strongly agree that banking facility offered through make in India scheme is good. “The percentage mean 80.5 (Mean and SD 3.22 ± 0.64), shows that Respondent opines that banking facility offered through make in India scheme is good it falls in the category of 76% to 100%”.

Respondent opines that Make in India scheme contribute for economic development of the nation:

“2% of the respondents strongly disagree 6% of them disagree, 56% of them agree, 36% of them strongly agree that Make in India scheme contribute for economic development of that nation: (Mean and SD 3.26 ± 0.66), percentage Mean 81.5, which shows that Make in India scheme contribute for economic development of the nation as falls in the category of 76% to 100%.

Respondent opines that skill India contribute for Make in India scheme

: “0% of the respondents strongly disagree, 10% of them disagree, 70% of them agree, 20% of them strongly agree that skill India contribute for Make in India scheme (Mean and SD 3.10±0.53)”, percentage Mean77.5, which shows that skill India contribute for Make in India scheme falls in the category of 76% to 100%”.

Respondent opines that Make in India scheme strengthening competitiveness of the country

2% of the respondents strongly disagree, 10% of them disagree, 66% of them agree, 22% of them strongly agree that Make in India scheme strengthening competitiveness of the country (Mean and SD 3.08±0.63) percentage Mean77, which shows that Make in India scheme strengthening competitiveness of the country falls in the category of 76% to 100%”.

Respondent opines that make in India scheme helps in enhancing individuals employability

0% of the respondents strongly disagree, 6% of them disagree, 74% of them agree, 20% of them strongly agree that make in India scheme helps in enhancing individuals employability (Mean and Sd.3.14±0.49) , percentage mean 78.5 which shows that make in India scheme helps in enhancing individuals employability falls in the category of 76% to 100%”.

Table Exhibits One Way ANOVA towards Nine Components make in India for economic development

	Sum of Squares	df	Mean Square	F	Sig.
Respondent opines that Mobile banks help you	Between Groups Within Groups Total	2 47 49	.383 .288	1.327	.275
Respondent opines that Mobile banking helps to save time	Between Groups Within Groups Total	2 47 49	.572 .180	3.171	.051
Respondent opines that Mobile banks helps for online marketing	Between Groups Within Groups Total	2 47 49	.236 .426	.553	.579
Respondent opines t	Between Groups	2	.554	.803	.454

Respondent opines that Mobile connectivity is good in your area	Between Groups	32.412	47	.690		
	Within Groups					
	Total	33.520	49			
Respondent opines that Mobile helps in shopping	Between Groups	1.415	2	.708	2.500	.093
	Within Groups	13.305	47	.283		
	Total	14.720	49			
Respondent opines that Indian banking technology enough for Mobile banking	Between Groups	2.484	2	1.242	2.661	.080
	Within Groups	21.936	47	.467		
	Total	24.420	49			
Respondent opines that Mobile Banking is the threat to maintain banking secrecy due to hacking	Between Groups	.901	2	.450	.920	.406
	Within Groups	23.019	47	.490		
	Total	23.920	49			
Respondent opines that Mobile banking requires up gradation technology	Between Groups	1.490	2	.745	1.337	.273
	Within Groups	26.190	47	.557		
	Total	27.680	49			
Respondent opines that Mobile banking is the substitute for Cheque, Demand draft, etc	Between Groups	3.232	2	1.616	4.118	.023
	Within Groups	18.448	47	.393		
	Total	21.680	49			

Analysis of Variance (ANOVA) shows that there is a significant difference ($p < 0.001$, HS) in perception towards Nine Components of make India contribute for economic development of the nation.

CONCLUSION:

The analysis of finding contributes significance relation between various components of make India for creating employment and economic development of the nation. Make in India and Made in India both can be beneficial for India. India can benefit temporarily from out sourced manufacturing plants but it cannot stress it beyond a limit. It should rather focus more on encouraging research and development bringing industrial innovation. Make in India should be a start to achieve the long term goal of India.

SUGGESTIONS:

To contribute Make in India as more aggressive following lines should be adopted.

- 1.proper training to the fresh graduates.
- 2.provide loans to fresh graduates at concessional rate with less formalities.
- 3.It is the responsibility of the government to create awareness of startup programmes and reduce formalities in relation to starting of new enterprises

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