

SYNOPSIS

A Studie on Penetration of Make in India Scheme Among the Youths

Introduction/ Preamble:

Make in India is a major national programme of the Government of India designed to facilitate investment, foster innovation, enhance skill development, project intellectual property, and build best in class manufacturing infrastructure in the country.

Prime Minister Narendra Modi rolled out a red carpet to industrialists, both domestic and international, inviting them to make India a manufacturing hub that will help boost jobs and growth. There are big visions behind introducing the make in India march. One of it is that by 2030 India wants to become trillion Dollars economy. Government is playing their role to their best capacities by coordinating this activity among all the central ministries including Human Resource, Education, Commerce and Industries, Finance and many more. For Central Government it is mission to be imbibe Make in India as a movement among the minds of youths of India. However sad part of it is that due to some reasons most of the youth's fraternity is not aware of the same.

Government is playing their role, but as a budding engineer we should also be a part of this movement. And with a view to aware the youth and to make them educated about pros and cons of the movement we decided to work on this idea. Moreover, following are some of the appealing reasons to explore the same.

- 1. The scope of employment and industrialization made us keenly interested choosing the topic "Make in India."**
- 2. We will be working together for this project creating awareness on what make in India is,**
- 3. Also we will be analysing the problems and benefits of the project. Methodology:**

For collecting the data, we will make use of government websites, NGOs websites and articles published in journals, newspapers, etc. A goggle form will be shared with the

stake holders to know about the penetration of the scheme among the people. The questionnaire will be formulated so that targeted information can be sought. After obtaining sufficient information, we will be working on its analysis so that we can produce the form of a Report with fruitful information that will be ready reference to anybody who wants to explore the same. After due deliberations If find suitable, The same report we will try to push to government representative, NGOs and concerns for educating different segments of the society.

Probable Outcome of the Project:

We are anticipating the following factual and learning outcomes.

1. A report can be a road map to youths of underprivileged part of society.
2. A government representative of Gram Panchayat, Panchayat Samitee, NGO can use the trustworthy document to educate the youths of their region.
3. During this process of execution, we will explore the knowledge and skill sets what we have.
4. It will be possible us to use ICT tools to collect and analyse the data.
5. There will be fostering of independent and peer learning as well.
6. We will learn social values in interacting with each other.

Conclusion:

To sum up, the present study will pave the way to think the youths as a job creator rather than job seeker. Inculcate the entrepreneurship mindset among the youths would be the probable outcome. Most important thing is that we would have got the learning experience. The social and civic sense, would surge because of such type of undertaking.

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CHAPTER 1: INTRODUCTION TO MAKE IN INDIA

ABSTRACT

India is the world's ninth-largest economy and the third largest by purchasing power parity at \$8 trillion. Yet manufacturing accounts for only 16 percent of the country's GDP, compared with the services sector's nearly 52 percent. India represents only 2 percent of the world's 'manufacturing output. As a result to make India one of selfsufficient in manufacturing sector, Make in India campaign was launched by Prime Minister Shri Narendra Modi on Sep 25, 2014. As a support to make the country digitally empowered in the field of technology digital India was launched on 1 July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy by concentrating on three major areas – Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital Empowerment of Citizen. After 'Digital India' and 'Make in India, the NaMo Government has launched assorted program Skill India in July 2015 with the aim of economically empowering every Indian by 2022 as a national priority over the next 10 years. In the present paper an attempt has been made to through some light on the awareness among students about the concept of make in India, digital India and skill India initiatives of the govt. A standard questionnaire was distributed among various graduate students. The collected data were analyzed by using regression and correlation coefficient to offer practical implications for findings based on the analysis.



PROGRAM

The Make in India initiative was launched by Prime Minister in September 2014 as part of a wider set of nation-building initiatives. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation. By 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade. The promise of the BRICS Nations (Brazil, Russia, India, China and South Africa) had faded, and India was tagged as one of the so-called 'Fragile Five'. Global investors debated whether the world's largest democracy was a risk or an opportunity. India's 1.2 billion citizens questioned whether India was too big to succeed or too big to fail. India was on the brink of severe economic failure, desperately in need of a big push.



PROCESS

Make in India was launched by Prime Minister against the backdrop of this crisis and quickly became a rallying cry for India's innumerable stakeholders and partners. It was a powerful, galvanising call to action to India's citizens and business leaders, and an invitation to potential partners and investors around the world. But Make in India is much more than an inspiring slogan. It represents a comprehensive and unprecedented overhaul of outdated processes and policies. Most importantly, it represents a complete change of the government's mindset – a shift from issuing authority to business partner, in keeping with Prime Minister's tenet of 'Minimum Government, Maximum Governance'.

PLAN

To start a movement, you need a strategy that inspires, empowers and enables in equal measure. Make in India needed a different kind of campaign: instead of the typical statistics-laden newspaper advertisements, this exercise required messaging that was informative, well-packaged and most importantly, credible. It had to (a) inspire confidence in India's capabilities amongst potential partners abroad, the Indian business community and citizens at large; (b) provide a framework for a vast amount of technical information on 25 industry sectors; and (c) reach out to a vast local and global audience via social media and constantly keep them updated about opportunities, reforms, etc.

The Department for Promotion of Industry and Internal Trade (DPIIT) worked with a group of highly specialised agencies to build brand new infrastructure, including a dedicated help desk and a mobile-first website that packed a wide array of information into a simple and sleek menu. Designed primarily for mobile screens, the site's architecture ensured that exhaustive levels of detail are neatly tucked away so as not to overwhelm the user. 25 sector brochures were also developed - contents included key facts and figures, policies and initiatives and sector-specific contact details, all of which was made available in print and on the website.

The ministry has engaged with the World Bank group to identify areas of improvement in line with World Bank's 'doing business' methodology. Several workshops with Ministries and State governments have been conducted by the Department for Promotion of Industry & Internal Trade (DPIIT) and World Bank for Business Reforms Action Plan.

An Investor Facilitation Cell (IFC) dedicated for the Make in India campaign was formed in September 2014 with an objective to assist investors in seeking regulatory approvals, hand-holding services through the pre-investment phase, execution and after-care support.

The Indian embassies and consulates proactively disseminate information on the potential for investment in the identified sectors. DPIIT has set up a special management team to facilitate and fast track investment proposals from Japan. The team known as 'Japan Plus' was operationalized in October 2014. Similarly, 'Korea Plus', launched in June 2016, facilitates fast track investment proposals from South Korea and offers holistic support to Korean companies wishing to enter the Indian market.

Various sectors have been opened-up for FDI like defence manufacturing, railways, space, single brand retail, etc. Also, for ease of doing business, the regulatory policies have been relaxed to facilitate more investments.

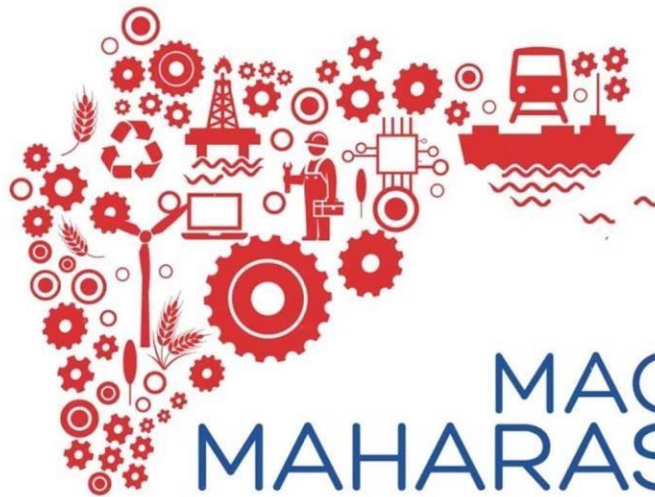
Across various regions of the country; six industrial corridors are being developed. Industrial Cities will also come up along these corridors.

Today, India's credibility is stronger than ever. There is visible momentum, energy and optimism. Make in India is opening investment doors. Multiple enterprises are adopting its mantra. The world's largest democracy is well on its way to becoming the world's most powerful economy.

MAKE IN INDIA (MAHARASHTRA)

Hon'ble Prime Minister, Narendra Modi has launched the '**Make in India**' campaign with the goal of making **India** a global manufacturing hub. **India's** GDP can grow at the rate of 8% only if **Maharashtra** grows at 10%. With this objective, government has taken up a mission to increase the 'ease of doing business' in the state.

Magnetic Maharashtra was a summit held in Mumbai, India on February 18–20, 2018. The event aimed to attract 10 lakh crore rupees of investment into the economy of Maharashtra. The summit was attended by Prime Minister Narendra Modi.



MAGNETIC MAHARASHTRA

CONVERGENCE 2018
Global Investors Summit - Feb 18-20

Hypotheses of the Study:

H0- There is positive perception about Make in India, Digital India and skill India concept among college students.

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



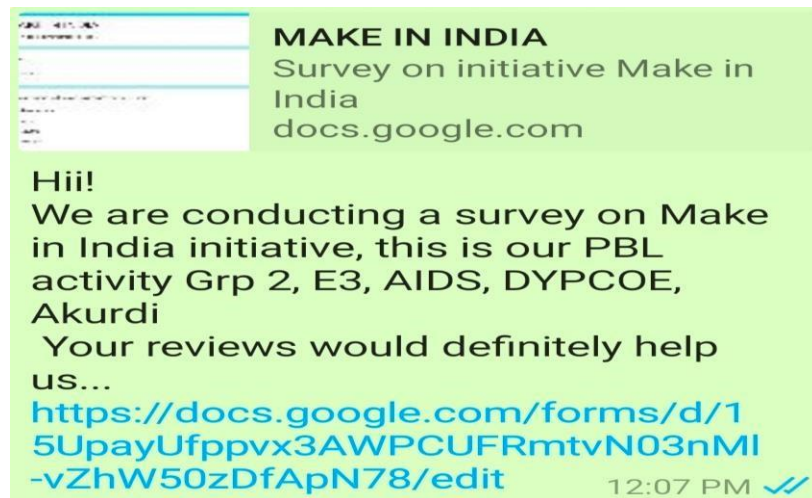
CHAPTER 2: DATA COLLECTION / METHODOLOGY

RESEARCH METHODOLOGY OF THE STUDY

The study is based on critical evaluation and analysis of basically Primary Data.

Primary data collected through distributing the questionnaires among different college students of Maharashtra.

A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared. 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. Secondary data such as financial statistics published in various journals, manuals, periodicals and newspapers, books, publications will also be studied and incorporated wherever necessary.



GOVERNMENT INITIATIVES

Make in India:

Make in India is an international marketing campaigning slogan coined by the Prime Minister of India to encourage multinational companies and domestic companies to manufacture their products in India as an important investment destination and a global hub for manufacturing, design, and innovation. The campaign is aimed to attract foreign firms to set up their manufacturing units in India and to seek greater foreign investment.

The objective of the campaign is to get manufacturing sector to grow over 100 percent on a sustainable basis over a long run. The govt will look into all regulatory processes to ease the burden of investors. A dedicated cell has been created to answer queries from

business entities through a fresh created web portal. Through this campaign, the Union Government aims to clear the daunting image of complex rules and bureaucratic red tape of Indian administration. It will facilitate the world investors to foster their investment decisions. This will facilitate in realizing the aim of liberalized economy. Make in India will act as a primary reference point for guiding foreign investors on all aspects of regulatory and policy problems and assists them in getting regulatory clearances. Through Make in India initiative, government will focus on building physical infrastructure as well as creating a digital network to make India a global hub for manufacturing of goods ranging from cars to software's satellites to submarines, pharmaceuticals to ports and paper to power. For the Make in India campaign, the government of India has identified 25 priority sectors that shall be promoted adequately.



Make in India majorly concentrating on following areas:

- Automobiles
- Biotechnology
- Aviation
- Oil and Gases
- Tourism and Hospitality
- Chemicals
- Railways and many more

Thereafter, during the period October, 2014 to May, 2016, the FDI equity inflow has increased by 46%, i.e. from US\$ 42.31 billion to US\$ 61.58 billion in comparison to previous 20 months (February, 2013 to September, 2014). FDI inflow has also increased by 37% from US\$ 62.39 billion to US\$ 85.75 billion. India has been ranked 3rd in the list of top prospective host economies for 2016-18 in the World Investment Report (WIR) 2016 of UNCTAD. To further boost the entire investment environment and to

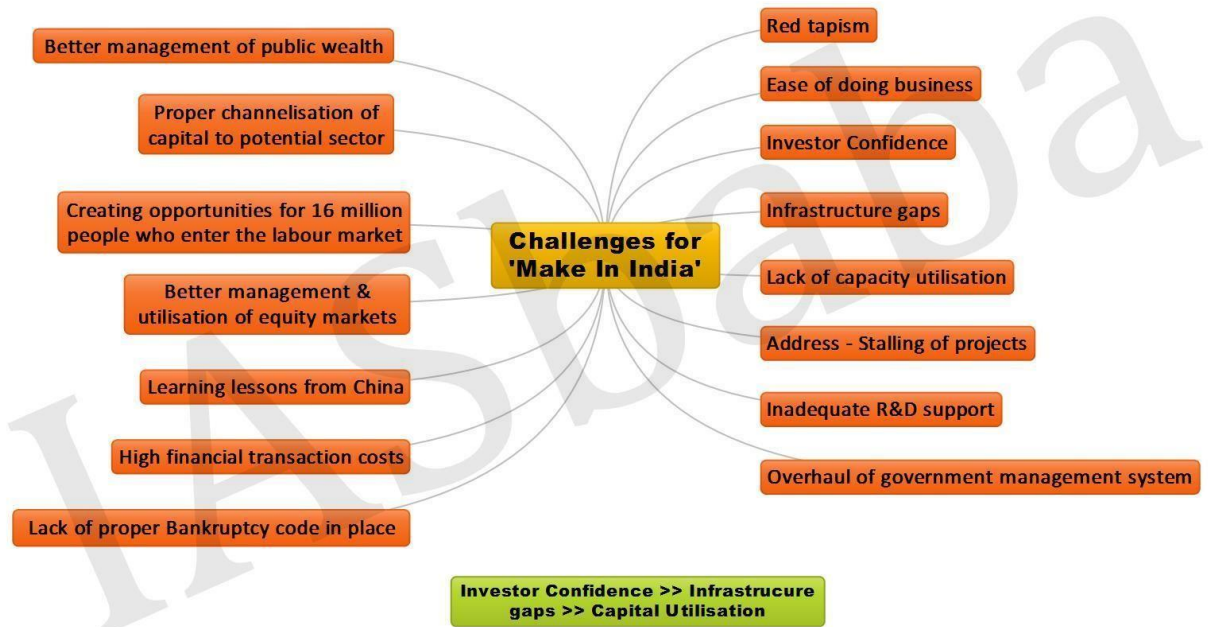
bring in foreign investments in the country, the Government is taking various measures like opening up FDI in many sectors; carrying out FDI related reforms and liberalization and improving ease of doing business in the country. Steps are being taken for development of support infrastructure to facilitate setting up of industries such as transport infrastructure, utility infrastructure etc



CHALLENGES IN IMPLEMENTATION OF MAKE IN INDIA

No doubt the above discussed advantages of Make in India concept will boost up our economic growth and the initiatives taken by the present government is being welcome by every corner of the world. It is very clear that countries and private sector players are showing their keen interest in this concept and are willing to invest in manufacturing sector, but, following are certain grey area's which needs immediate attention of the government for smooth implementation and success of this concept.

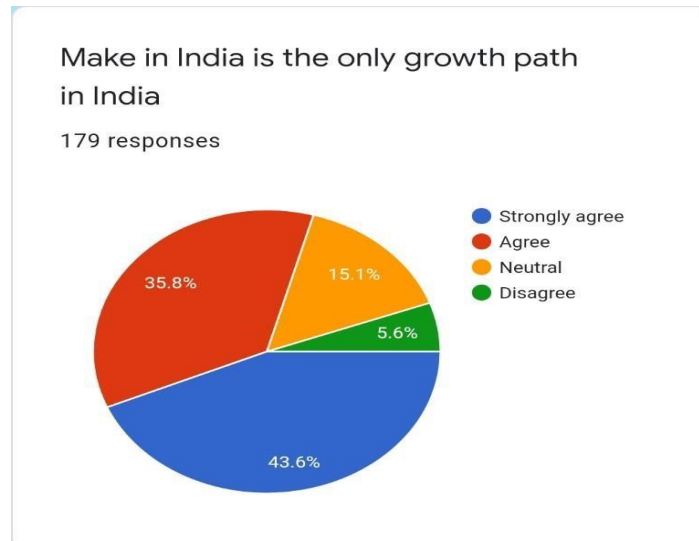
India's labour laws are still ancient by most standards which makes hiring and firing and shutting down of inefficient units next to impossible. India, in one sense has a federal structure which reduces the Central government's power in pulling off such schemes and ideas. Provision of utilities such as electricity, water, infrastructure development such as roads, law and order, land allotment, are all under state government's gambit. Thus, cooperation of state governments is an absolute necessity for "Make in India."



CHAPTER 3: DATA ANALYSIS

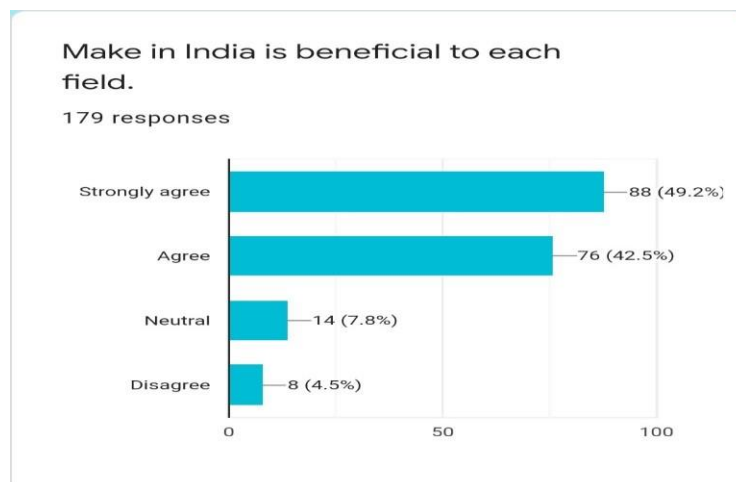
Analysis of the data we collected through the survey we conducted to know the knowledge of youths in Maharashtra about the initiative **MAKE IN INDIA**.

Q.1.) **Make in India is the only growth path in India?**



It hopes to attract capital and technological investment in India. Contribution from the manufacturing sector to India's Gross Domestic Product (GDP) has remained stagnated at around 16% for the past 25 years and there is an urgent need to enhance this contribution for the overall growth of the Indian economy. But Make in India is not the only growth path in India.

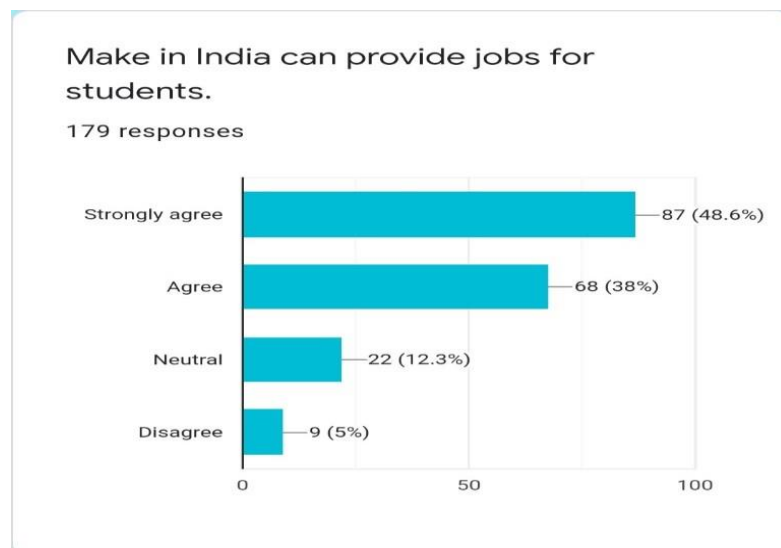
Q.2.) **Make in India is beneficial to each field?**



For the Make in India campaign, the government of India has identified 25 priority sectors that shall be promoted adequately. These are the sectors where likelihood of FDI (foreign direct investment) is the highest and investment shall be promoted by the government of India. On the campaign launch, the Prime Minister Mr. Modi said that the development of these sectors would ensure that the world shall readily come to Asia, particularly to India where the availability of both democratic conditions and manufacturing superiority made

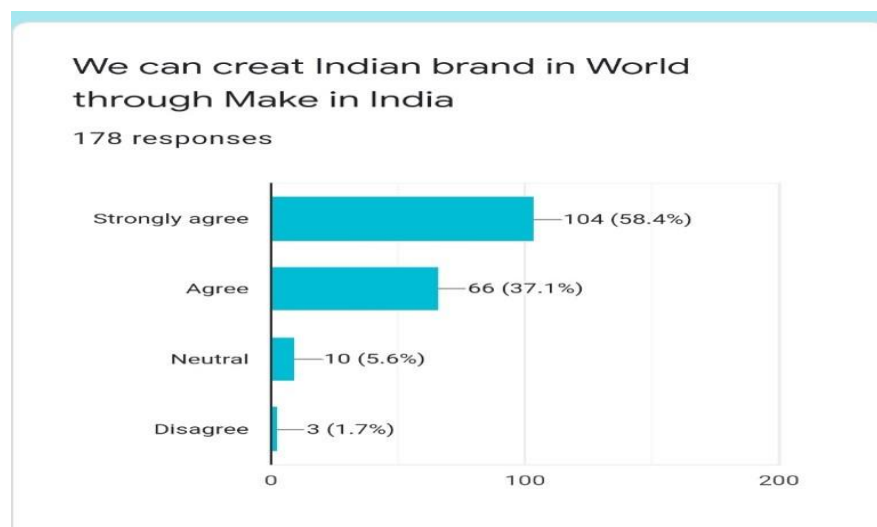
it the best destinations, especially when combined with the effective governance intended by his administration.

Q.3.) **Make in India can provide jobs for students?**



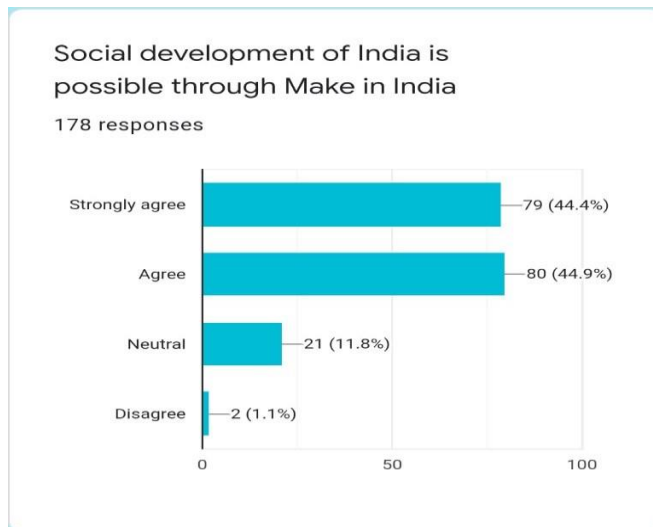
The primary purpose of **Make in India** is to create and provide a **job** for all, especially for the younger generation of the country. **Jobs** are created in sectors such as telecommunication, pharmaceuticals, tourism, etc.

Q.4) **We can create Indian brand in world through Make in India?**



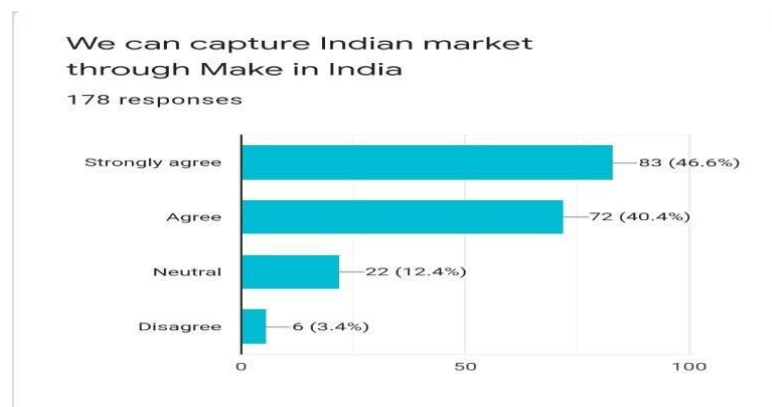
India jumped to 63rd place out of 190 countries in the world Banks' 2019 Ease of Doing Business Index from 130th in 2016. In February 2017, the government appointed the United Nations Development Programme (UNDP) and the National Productivity Council "to sensitise actual users and get their feedback on various reform measures." As a result, now there is competition among the states of India to improve their current ranking on the ease of doing business index based on the completion percentage scores on 98-point action plan for business reform under Make in India initiative. Currently Andhra Pradesh, Telangana, Haryana, Odisha, Chhattisgarh and West Bengal (44.35%) are top six states (c. Feb 2018).

Q.5.) **Social development of India is possible through Make in India?**



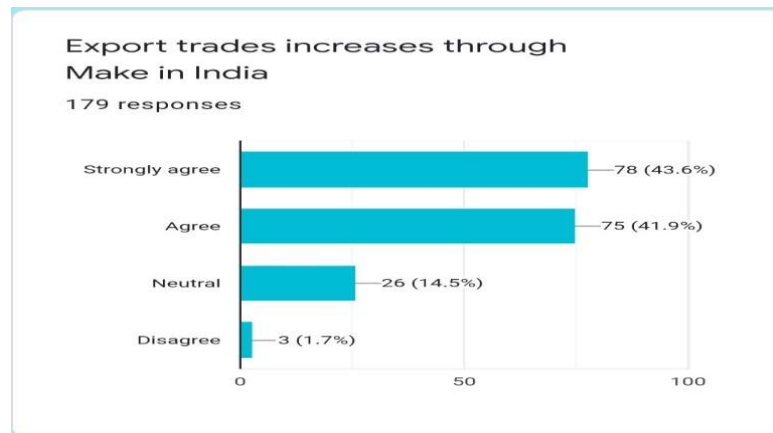
Social life is reflected in multi-**social**, multi-lingual, multi-religious and multi-caste nature of ... structures, norms and values. The sources of diversity **in India** may be traced **through** a variety of ways, the most obvious being the ethnic origins, religions, castes, tribes, languages, **etc.** **India** still faces the problems due to the diversity in languages.

Q.6.) We can capture Indian Market through make in India?



For many companies that are not used to emerging markets, there is often a sort of cultural shock. It is remarkable how difficult it can be for many foreign companies to adapt to the Indian market, not because they don't have the resources in terms of, for example, money for market research, but mostly because the ideas about the world that are the norms inside the company are so different from the reality of the Indian marketplace. In fact there is research that shows that smaller companies actually tend to be more successful in India than larger ones. So it is not so much a matter of resources. Rather, it requires a very different way of understanding the market. But the stretch of product categories I already talked about or the nuances of people's relationship to modernity make it an especially difficult market to understand and succeed in for many foreign companies. For all the talk about the promise of the Indian market, it remains an extremely difficult challenge for companies that are mostly used to Western markets.

Q.7.) Export trades increases through Make in India?

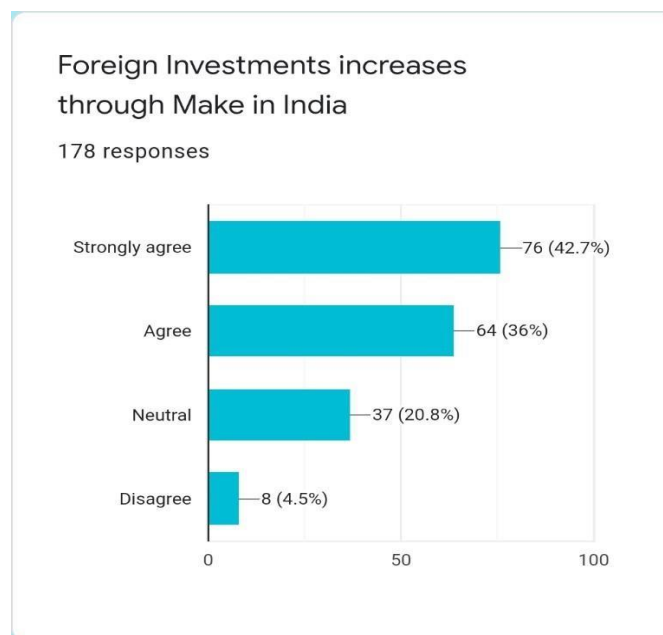


According to the Department for Promotion of Industry and Internal Trade (DPIIT), FDI equity inflow in India stood at US\$ 521.47 billion between April 2000 and December 2020, indicating that the government's efforts to improve ease of doing business and relaxing FDI norms have yield results.

FDI equity inflows in India stood at US\$ 51.47 billion in 2020-21 (between April 2020 and December 2020). Data for 2020-21 indicates that the computer software and hardware sector attracted the highest FDI equity inflows of US\$ 24.39 billion, followed by the construction (infrastructure) activities (US\$ 7.15 billion), service sector (US\$ 3.86 billion) and trading (US\$ 2.14 billion).

In 2020-21 (between April 2020 and December 2020), India received the highest FDI equity inflows from Singapore (US\$ 15.72 billion), followed by the US (US\$ 12.83 billion), the UAE (US\$ 3.92 billion), Mauritius (US\$ 3.48 billion), Cayman Islands (US\$ 2.53 billion), the Netherlands (US\$ 2.44 billion) and the UK (US\$ 1.83 billion). In 2020-21 (between April 2020 and December 2020), Gujarat received the highest FDI equity inflows of US\$ 21.24 billion, followed by Maharashtra (US\$ 13.64 billion), Karnataka (US\$ 6.37 billion) and Delhi (US\$ 4.22 billion).

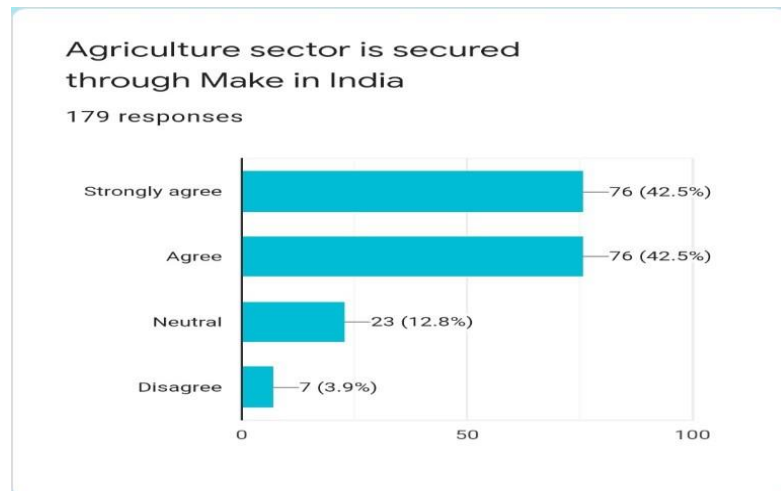
Q.8.) Foreign Investment increases through make in India?



- According to the World Investment Report 2020, India stands at 9th position in the list of the worlds largest FDI recipients in 2019 as against 12th position in 2018.

- India has attracted the highest ever total FDI inflow of USD 81.72 bn during the financial year 2020-21 and it is 10% higher as compared to the last financial year 2019-20 (USD 74.39 bn).
- FDI equity inflow grew by 19% in the F.Y. 2020-21 (USD 59.64 bn) compared to the previous year F.Y. 2019-20 (USD 49.98 bn). • 'Computer Software & Hardware' has emerged as the top sector during F.Y. 2020-21 with around 44% share of the total FDI Equity inflow followed by Construction (Infrastructure) Activities (13%) and Services Sector (8%) respectively.
- The major sectors, namely Construction (Infrastructure) Activities, Computer Software & Hardware, Rubber Goods, Retail Trading, Drugs & Pharmaceuticals and Electrical Equipment have recorded more than 100% jump in equity during the F.Y. 2020-21 as compared to the previous year. Q.9.) **Agriculture sector is secure through Make in India?**

Make in India should promote food processing industries which consume raw materials directly from agriculture boosting demand in the sector, and thus encouraging production as farmers will find it profitable. Also, relevant articles like plough, sickle, sprinklers etc. and their advanced version can be produced to make the sector efficient; the employment generated by revamped manufacturing sector via make in india initiative will absorb excess labor currently engaged in agriculture sector, this will make it more profitable per-capita worker and invite greater investment from farmers.



Q.10.) **Personal opinion about Make in India**

We received almost 200 responses of which here are some personal opinions of youths

Your personal opinion about Make in India

Due to the manufacturing of products in India, economic growth is inevitable, which will not only boost the trade sector but also will increase the GDP of Indian economy as with the setting up of new factories and various investments being speculated in the Indian commercial sectors the flow of income will be humongous. Various sectors such as exportation, architecture, textiles, telecommunications etc. are likely to flourish inevitably, strengthening the Indian economy which is already the seventh largest in the world.

Your personal opinion about Make in India

this policy have many inbuilt flaws , it set too ambitious growth rate with is impossible to achieve and govt has been totally failed to achieve it and it must realise that industrialisation cannot be kick started by a series of bills in Parliament and hosting investors' meets

Your personal opinion about Make in India

Make in India crusade is to provide job opportunities for as many citizens of India as possible. It has targeted the young generation of the country as its prime beneficiary. The investments in the targeted sectors, i.e. telecommunications, pharmaceuticals, tourism etc. will encourage the young entrepreneurs to come forth with their innovative ideas without worrying about the source of speculation.

Your personal opinion about Make in India

Plus point according to me
Provide mass employment,
boost gdp,
securing currency value,
expansion of brand value,
technology enhancement
Business comfort,

Minus points
Agriculture ignorance
Small entrepreneurs losses
Economy based on manufacturing

Many more....👉

Your personal opinion about Make in India

Make in India was a good initiative but the cost cutting and the quality makes a difference compared to the world market lack of high tech resources and even highly skilled labour proves some drawbacks of it . Even wrt technology and us the markets like us and china are highly efficient . It is a great initiative ir boat could make a huge difference in the international market I support this program at its peak . It's making a huge difference in the international market just we habe started now we have to make more advancements in this.

By this survey, we noticed that many youths are unhappy with the initiative, while many are unaware about what it truly is...but there are many who are aware and takes it as positive, while much more awareness about the project is still needed. Central Government is successful to reach out the students and also make them aware of the government initiatives which will change our counties economy.

CHAPTER 4:CONCLUSION



CONCLUSION

To erode unemployment from India free and bringing development this policy is the urgent need. We can reduce poverty to a great level by solving the unemployment issue for youths. The country's economy will surely achieve great heights after the success of Make in India campaign. This, in turn, might solve several social issues in the country

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 25 key sectors like aviation, chemicals, IT, automobiles, textiles, ports, pharmaceuticals, hospitality, tourism, wellness, and railways have been identified by the government to work for the investors and become a world leader. India is a country rich in natural resources. Labour is plenty, and skilled labor is easily available, given the high rates of unemployment among the educated class of the country. With Asia developing as the outsourcing hub of the world, India is soon becoming the preferred manufacturing destination of most investors across the globe. Make in India is the Indian government's effort to harness this demand and boost the Indian economy.

India ranks low on "ease of doing business index." Labour laws in the country are still not conducive to the Make In India campaign.

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