

A STUDY OF PERCEPTION ABOUT "MAKE IN INDIA" AMONG COLLEGE STUDENTS

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ABSTRACT

The advancement, expansion, and improvement of the nation are the key elements. Each country aims to develop a robust economy, engage in import and export activities, optimize investments, leverage human resources, and generate foreign exchange to compete internationally. Over 500 million people in India will be under 25 years old, and at the current rate, over two-thirds of the population will be work-eligible, positioning India's population as the youngest globally. This suggests that a growing number of young individuals in India need the suitable educational system to acquire skills and adequate opportunities to secure jobs or start their own ventures. However, a significant issue needs addressing, which is the vast disparity between individuals who can access education and opportunities for skill enhancement and those who cannot. The primary goal of these "Make in India" efforts is to cultivate and aid creative entrepreneurs. The slogan "Make in India" was introduced by Prime Minister Narendra Modi on September 25, 2014, to attract companies globally to invest and manufacture their products in India. He has launched this bold endeavor to establish the country as a hub for global manufacturing. Its main objective is to enhance the contribution of the manufacturing sector to jobs and national income, thereby supporting economic growth and modernization. College students do not fully understand the Make in India campaign, and this study mainly aims to assess their awareness of the initiative, examine the overall concept of the Make in India campaign, identify significant challenges and opportunities related to the initiative, and provide practical recommendations based on the findings.

Keywords: Make in India, Economy, global manufacturing hub, college students, challenges, opportunities.

INTRODUCTION

Manufacturing has become one of the rapidly expanding sectors in India. Make in India is a global marketing campaign slogan created by Prime Minister Narendra Modi on September 25, 2014, aimed at promoting investment and production of goods in India by companies worldwide. He has initiated this bold campaign aimed at transforming the nation into a worldwide manufacturing center. For a transformation driven by manufacturing, India must adopt a systematic and organized strategy to evaluate manufacturing, secure a competitive edge globally, and attain leadership on the world stage. The Make in India initiative aims to position India as a manufacturing center globally and provides international acknowledgment to the Indian economy. India's position among the top 10 largest manufacturing nations has advanced by three spots to the sixth place in the upcoming years. The initiative to create products in India will enhance the electronic manufacturing sector within the nation. This will consequently concentrate on electronic production and aims to establish electronic hubs in different towns and cities. The significant investment in manufacturing will lead to increased capacity development in the nation. The tax incentives provided to start-ups and MSMEs will enhance sustainable employment and improve the quality of start-ups in the design-led manufacturing industry. The Make in India initiative is a significant long-term effort aimed at

realizing the vision of turning India into a manufacturing center. The Make in India initiative emphasizes the creation of products that have no defects and no environmental impact.

BACKGROUND OF THE CONCEPT

On February 13, Prime Minister Modi will initiate "Make in India Week" in the country's business hub, two weeks ahead of the Union budget. Investors and entrepreneurs are anticipating whether the budget and, crucially, the annual economic policy statement from the finance minister, known as the budget speech, will reveal measures that allow them to thrive in India. Among all the policy initiatives undertaken by Modi, none holds greater strategic significance for the nation than his 'Make in India' initiative. The main goal is to increase the contribution of the manufacturing sector to national income and job creation, thus fostering economic growth and the modernization of the economy. The origins of Modi's 'Make in India' campaign are actually found in the 'National Strategy for Manufacturing' developed in 2006 by the National Manufacturing Competitiveness Council (NMCC), established by the United Progressive Alliance administration.

Singh instructed the NMCC to create a strategy document that would tackle issues that were prevalent at the time, indicating that the manufacturing sector's contribution to national income had remained nearly unchanged for more than ten years at approximately 16%. Since that time, it has persistently stayed near that level. The concepts from the NMCC strategy document were incorporated into the Planning Commission's 12th five-year plan strategy, but the second UPA government (particularly post-2010) strayed from its course, failing to think innovatively about fostering manufacturing sector growth through supportive land, labor, and environmental policies. To compound the situation, it introduced modifications to corporate law that hindered the ease of doing business and generated uncertainty regarding taxes through both policy shifts and unpredictable measures. UPA's 'Make in India' initiative was, thus, stillborn.

DEFINITION OF THE CONCEPT

The Make in India' system is actually an initiative launched to motivate businesses to boost manufacturing in India. This not merely involves attracting overseas businesses to set up shop in India, but likewise encouraging domestic businesses to boost production with the nation. Make in India is meant to make India a manufacturing hub of the world (at least Asia, for that matter). The concept was increasing the contribution of the manufacturing sector to India's GDP.

Make in India aims at raising the GDP as well as tax revenues of the land, by creating products that meet good quality standards and reducing the effect on the planet. The government of India has permitted a hundred % FDI (Foreign Direct Investment) in most sectors except Spare (74%), Defence 49% News and) Media 26%) and also had launched 4 leading policies underneath the' Make in India plan.

AIMS OF MAKE IN INDIA

An increase in manufacturing sector growth to 12-14% per annum over the medium term. An increase in the share of manufacturing in the country's Gross Domestic Product from 16% to 25% by 2022. To create 100 million additional jobs by 2022 in manufacturing sector. Creation of appropriate skill sets among rural migrants and the urban poor for inclusive growth. An increase in domestic value addition and technological depth in manufacturing. Enhancing the global competitiveness of the Indian manufacturing sector.

MAKE IN INDIA CAMPAIGN MAIN FOCUS AREAS

The Make in India website also has listed the 25 focus sectors and also furnished all relevant details about these sectors, and related government schemes, including the FDI policies, IPR, etc. The main sectors (27 sectors) covered under this campaign are given below:

Manufacturing Sectors are Aerospace and Defence, Automotive and Auto Components, Pharmaceuticals and Medical Devices, Bio-Technology, Capital Goods, Textile and Apparels, Chemicals and Petro chemicals, Electronics System Design and Manufacturing (ESDM), Leather & Footwear, Food Processing, Gems and Jewellery, Shipping, Railways, Construction, New and Renewable Energy

Services Sectors are Information Technology & Information Technology enabled Services (IT & ITeS), Tourism and Hospitality Services, Medical Value Travel, Transport and Logistics Services, Accounting and Finance Services, Audio Visual Services, Legal Services, Communication Services, Construction and Related Engineering Services, Environmental Services, Financial Services, Education Services.

MAKE IN INDIA – SCHEMES

Several schemes were launched to support the Make in India programme. These schemes are discussed below:

Skill India

This mission aims to skill 10 million in India annually in various sectors. Make in India to turn into a reality, there is a need to upskill the large human resource available. This is important because the percentage of formally skilled workforce in India is only 2% of the population.

Startup India

The main idea behind this programme is to build an ecosystem that fosters the growth of startups, driving sustainable economic growth, and creating large-scale employment.

Digital India

This aims to transform India into a knowledge-based and digitally empowered economy.

PradhanMantri Jan DhanYojana (PMJDY)

The mission envisages financial inclusion to ensure access to financial services, namely banking savings & deposit accounts, remittances, credit, insurance, pension in an affordable manner.

Smart Cities

This mission aims to transform and rejuvenate Indian cities. The goal is to create 100 smart cities in India through several sub-initiatives.

AMRUT

AMRUT is the Atal Mission for Rejuvenation and Urban Transformation. It aims to build basic public amenities and make 500 cities in India more livable and inclusive.

Swachh Bharat Abhiyan

This is a mission aimed at making India more cleaner and promoting basic sanitation and hygiene.

Sagarmala

This scheme aims at developing ports and promoting port-led development in the country.

International Solar Alliance (ISA)

The ISA is an alliance of 121 countries, most of them being sunshine countries, which lie either completely or partly between the Tropic of Cancer and the Tropic of Capricorn. This is India's initiative aimed at promoting research and development in solar technologies and formulating policies in that regard.

AGNII

AGNII or Accelerating Growth of New India's Innovation was launched to push the innovation ecosystem in the country by connecting people and assisting in commercializing innovations.

CHALLENGES OF MAKE IN INDIA

India's small and medium-sized businesses can play a major role in making the nation take the next huge jump in manufacturing. India ought to be more engaged towards novelty, curiosity and innovation for these areas. The legislature needs to outline the plans to give special benefits to these areas. As indicated by World Bank, India positions 142 out of 189 nations in terms of ease of doing business. India has complex taxation system and poor foundation facilities. Rapid skill up gradation is required on the grounds because skill intensive sectors are dynamic segments in our nation; otherwise these sectors would become uncompetitive. India ought to rouse innovation work, research and development which is currently less in India and should give more space for advancement. Creating healthy business environment will be conceivable only when the authoritative apparatus is efficient. India has been very stringent with regards to procedural and regulatory clearances. Business-friendly environment will only be made if India can sign easier approval of projects and set up hassle-free clearance mechanism. . India should also be ready to handle elements that unfavourably influence competitiveness of manufacturing. To make the nation a manufacturing hub the unfavourable elements must be evacuated. India should also be ready to impose tax concessions to organizations that come and set up their units in our nation. India's make in India crusade will be constantly contrasted with China's 'Made in China' campaign. The dragon propelled the campaign at the same day as India trying to retain its manufacturing abilities. India should constantly keep up its strength so as to outpace China's supremacy in the manufacturing sector. India must also encourage high-tech imports; research and development (R&D) to upgrade 'Make in India' give edge-to-edge rivalry to the Chinese partner's crusade. To do as such, India must be better prepared and motivated to do world class R&D. The legislature must guarantee that it gives platform for such innovation and development.

OPPORTUNITIES OF MAKE IN INDIA

The 'Make in India' campaign appears to have come at flawless time. Numerous giant foreign companies have already communicated their enthusiasm in setting up their manufacturing plants in India. Aiming to make India as its export hub, home appliances manufacturer Bosch and Siemens today declared to open their company's first manufacturing plant in our nation, which is to be set up at a cost of Rs. 350 crore. The facility, aimed at making India as an export hub for the South East Asian region, which is estimated to start their operations by the second half of 2014, an organization's statement explained. Sony Corp sources most of the products it offers in India, plants in Thailand, Malaysia, China and Japan. The organization,

which has been known as dynamic India from past two decades, now sources products from overseas factories based on India's free-trade agreements. Japan's largest consumer electronics exporter, is presently seriously assessing to “come and make in India” opportunity. Switzerland-based chocolate producer Barry Callebaut looking for setting up a manufacturing unit in India as part of its worldwide extension plans to capitalize on Rs. 3,000 crore domestic market. Presently, the \$5.2 billion Swiss chocolate producer has 50 manufacturing factories across Europe, Africa, North and South America as well as Asia-Pacific. India is ancestral market for Barry Callebaut and it wants to be in the market on long-haul. Make in India aims to boost entrepreneurship in India irrespective of other places. A strong manufacturing sector has the potential to take our economic and financial growth to a higher direction, providing jobs to our youth and fulfil their desires. The economic impact of manufacturing in India will go beyond direct business. It will provide occupations in the administrative sector and allied services like logistics, transportation, retail and so forth. Needless to say, as manufacturing would require free flow of crude materials and finished goods, enhancing logistics foundation such as port-to-inland connectivity, freight air terminals and so forth. Would be basic and these advancements promise to transform India into a worldwide manufacturing hub. The government’s “Make in India” initiative aims to expand the share of manufacturing to 25 percent of GDP by 2022 from the present 12 percent. This is expected to result in the formation of 100 million occupations. To ensure the nation’s place as a worldwide manufacturing powerhouse, the government, industry and civil society must work in couple to re-establish financial investors and public confidence in “Make in India” campaign to make it successful.

REVIEW OF LITERATURE

- **K. Kalaivani (2015)** the article entitled “A Study on the Impact of Make in India on HRM Practices - An overview”. The study helps to understand the impact of make in India on the HRM practices followed in our country. The study also covers the synergy between the HRM practices and the job opportunities. The study found that, a significant positive and meaningful relationship between HRM practices and the make in India. The study also found that, HRM practices become the means whereby designing new culture requires that HRM professionals and ahead of the cultural change curve with innovative and exciting HRM practices.
- **Dr. K. V. Ramana (2015)** the article entitled “Make in India Illusion or Possible Reality Project?” The paper covers issues of the make in India, sectors covered, worldwide and positive responses and some critics. The study also covers the challenges that the project and movement will face. The study found that, this campaign attracts foreign investments and boost the manufacturing sector of India has been timed to perfection.
- **S. Soundharia (2015)** the article entitled “Make in India - Scheme for transforming India” The paper discusses about Make in India scheme, its opportunities, challenges, changes needed and some examples of different investors invested so far. The study found that, Make in India campaign surely makes India an investment destination and global hub for manufacturing and innovation.
- **SeemaSangwan (2015)** the article entitled “Making Make in India realism: role of FDI”. This study focuses on the changes in FDI rate after introduction of Make in India by Modi and growth due to increase in the FDI rate. The study found that, there is high correlation between industrial production and FDI inflows. The study also found that, the effect of FDI on economic development ranges from productivity increased to enable greater technology transfer.

- Paper published by **GunjanBhagowaty, 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 **Dr.Arvind Narayan Chaudhari** <http://www.iaeme.com/IJM/index.asp> 40 editor@iaeme.com 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)

OBJECTIVES OF THE STUDY

- To study the overview of Make in India campaign.
- To study how students are aware of the campaign.
- To study the major challenges, opportunities of Make in India initiative.
- To offer useful suggestions in the light of findings.

NEED FOR THE STUDY

Make in India's success relies a great deal on the fate of the newer companies and start-ups. The new delicensing and deregulation measures will surely reduce complexity and significantly increase speed and transparency. The digitalisation of the procedures will make everything hassle free. Development of smart cities and industrial corridors will ensure that ideas get transformed into products. Skill development program will provide the necessary workforce to the entrepreneur. But do the UG and PG students know about it? If yes, then to what extent or how much they know about "Make in India"?

SCOPE OF STUDY

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. Researchers select UG and PG Students.

RESEARCH METHODOLOGY

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

The study is also based on secondary data. The data has been extracted from various sources like research articles, publications from Ministry of Commerce, Government of India, various bulletins of RBI and authenticated websites.

SOURCES OF DATA

A questionnaire was designed and formulated to find out the awareness Campaign among the UG and PG students. Also certain reports and research papers were referred to for conducting/ compiling review of literature. Thus, the report contains a combination of data collected from primary as well as secondary sources. In this process the personal interview process came handy in explaining the respondents the exact list of the questionnaire if they faced any problem while answering the question or in clarifying any confusion they had.

Sample Design: Convenience Sampling

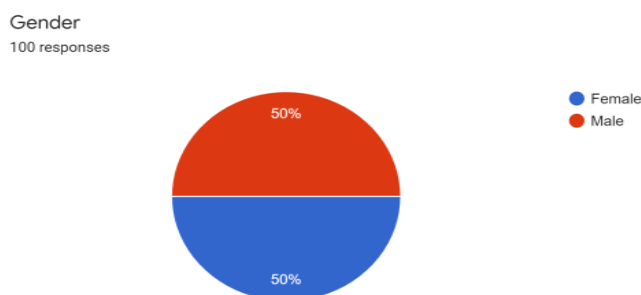
Sample Size: Data was collected from 100 UG and PG students.

RESEARCH INSTRUMENT:

The tool used is questionnaire and personal interview. We tried to structure the questionnaire with a view to forming a logical part of a well thought out tabulation plan and also tried to set it in an easy language. Maximum questions are of multiple-choice nature. We also gave attention that questionnaire must contain simple but straight forward instructions for the respondents so that they may not feel any difficulty in answering the questions.

DATA ANALYSIS

Gender wise classification



Data was collected from 100 UG and PG students across the different parts of the country through online questionnaire. Out of which 50 students were boys and 50% were girl students. The above chart shows the Gender –wise classification of students, amongst our respondents 50% were boy students and 50% were girl students.

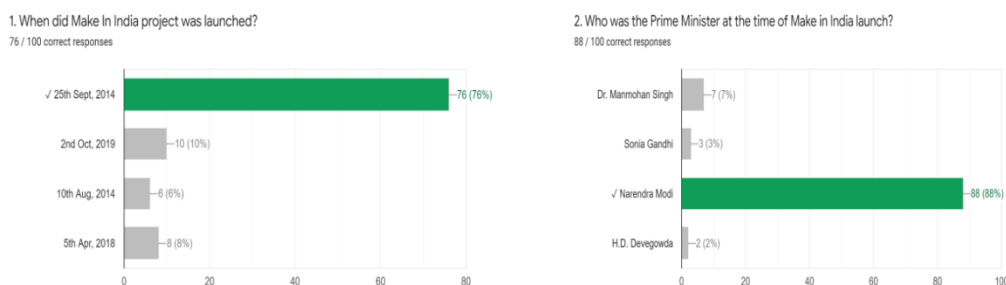


Chart no: 1.When did make in India project was launched?

Chart No.2. Who was the prime minister at the time of make in India launch?

The chart no 1 is the introductory question to make in India. The above chart specifies that out 100 respondents 70 respondents answered right for the question asked. Remaining 30 of people answered wrong. This shows that the number of people is more aware about this question. The chart No 2. shows that out of 100 respondents 80 people have responded the right answer whereas other 20 respondents have chosen wrong answer. This is well known to everyone because, PM Narendra Modi launched this campaign within 3 months of his regime.

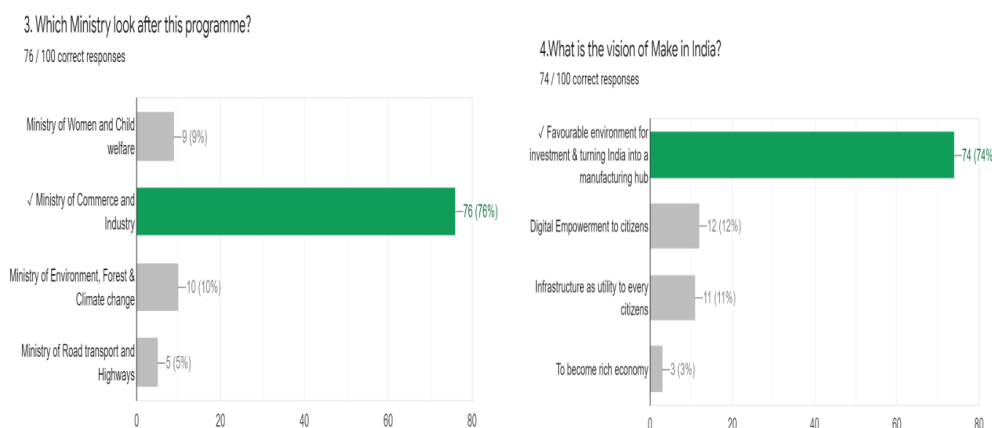


Chart No.3. Which ministry look after this program?

Chart No 4. What is the vision of Make in india?

In this chart specifies that, 75 of people out of 100 are aware about the under which ministry make in India will come. This shows the people who know this are more in number. The chart no 4. Specifies that, the vision of make in India is favourable environment for investments & turning India into a manufacturing hub is said by 75 of respondents out of 100.

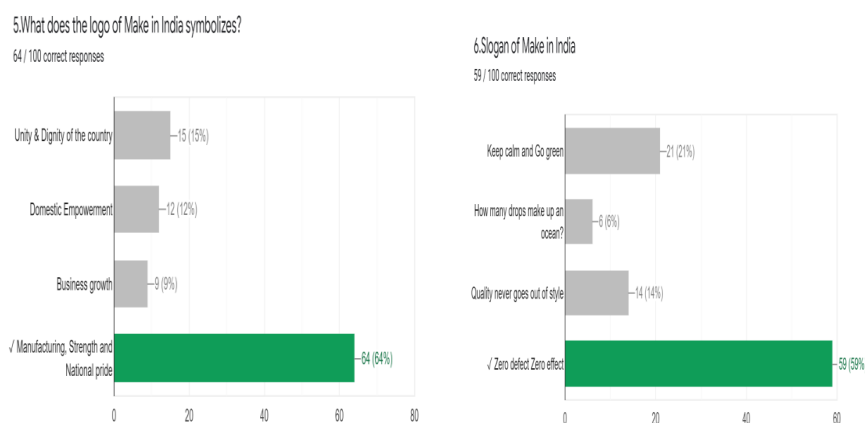


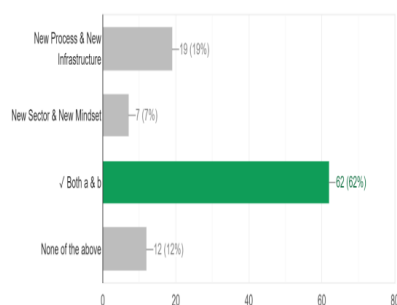
Chart No.5. What does the logo of Make in India symbolizes?

Chart No.6. Slogan of Make in India

This chart specifies that out of 100 respondents 60 respondents answered right answer. Rest of them are unaware about the campaign. Chart No.6 specifies that 59 respondents are aware about the slogan of make in India, rest of them are unaware about the slogan.

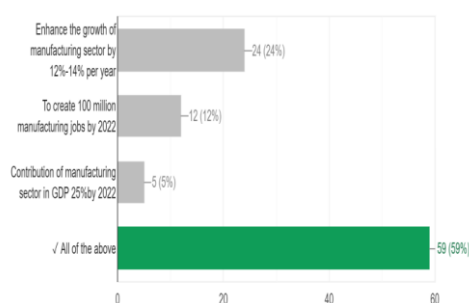
7. What is the main pillar of Make in India?

62 / 100 correct responses



8. What is the major objective of Make in India?

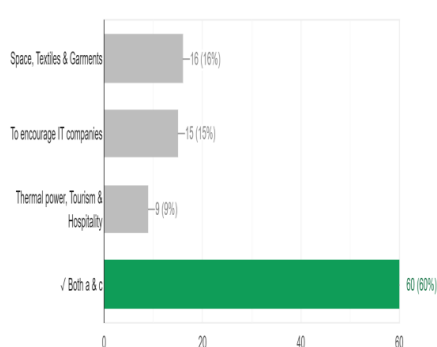
59 / 100 correct responses

**Chart No.7.What is the main pillar of make in India?****Chart No.8.What is the major objective of Make in India?**

The above chart specifies that 62 respondents out of 100 said that both a&b are right i.e., new process& new infrastructure, new sector & new mindset which is the correct answer. Rest of them are unaware about this campaign. The chart No. 8 specifies that out of 100 respondents 59 respondents have answered correctly, rest of them unaware about this programme.

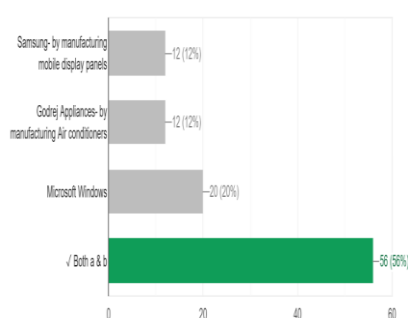
9. What's the major navigations of Make in India?

60 / 100 correct responses



10. Which is the major investments and developments by the Private sector companies?

56 / 100 correct responses

**Chart NO.9.What is the major Navigations of Make in India?****Chart No.10.Which is the major investments and developments by private sector companies?**

The above chart specifies that out of 100 respondents 60 have answered correctly. Here both space, textiles, garments and thermal power, tourism, hospitality options are right because this campaign concentrated mainly on domestic production. The chart no 10. specifies that out of 100 respondents 56 have answered right. This shows that the foreign companies also investing more in India because of the Make in India campaign.

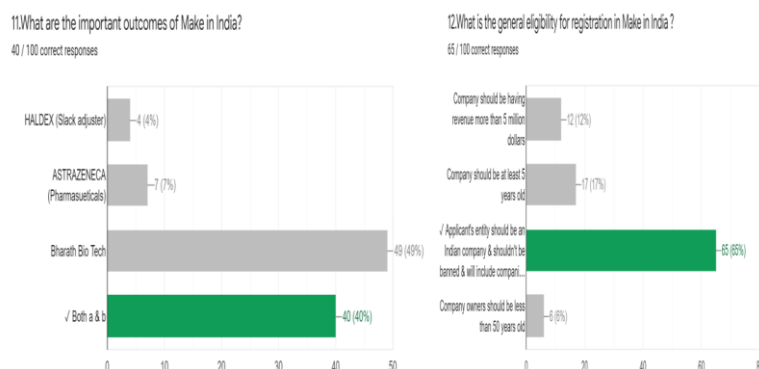


Chart NO.11.What is the important outcomes of make in India?

Chart No.12.What is the general eligibility for registration of make in India?

The above chart specifies that out of 100 respondents 40 have answered correctly. Rest of them are less aware about the major outcomes of Make in India. The chart No.12 specifies that out of 100 respondents 65 respondents have answered the right answer. Here, the company should be an Indian company in addition to that it shouldn't be banned.

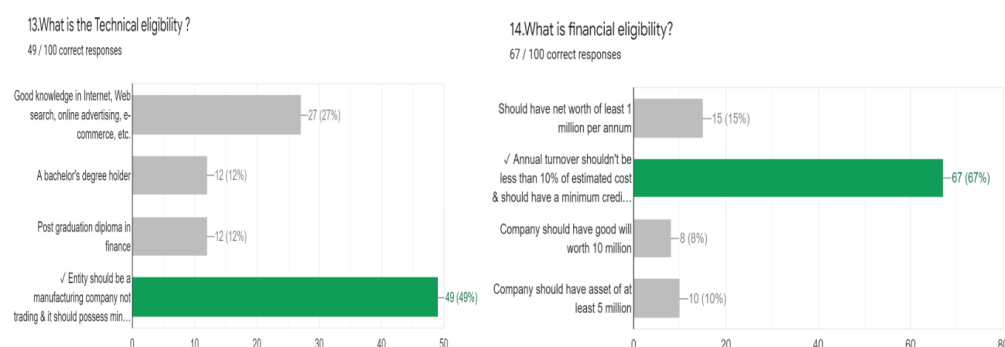


Chart No.13.What is the technical eligibility? Chart No.14.What is the financial eligibility?

The above chart specifies that out of 100 respondents 49 have answered right rest of them less aware. The chart no 14. Specifies that out 100 respondents 67 have answered right. Here the company's annual turnover should be more than 10% of the estimated cost. The net worth of entities should not be less than 5% of the estimated growth and the entity should have a minimum credit rating equal to the CRISIL rating.

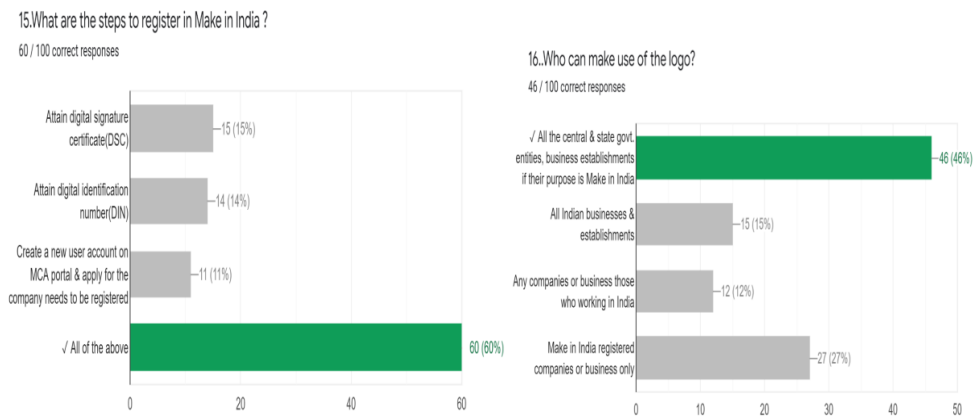


Chart No.15.What are the steps to register in Make in India?

Chart No.16.Who can make use the logo?

The above chart specifies that out of 100 respondents 60 have answered right. First, people have to attain the digital signature certificate then attain the digital identification number later should create a new user account in MCA portal & apply for the company needs to be registered. The chart no 16. specifies out of 100 respondents 46 have answered. The number of people is more who are less aware about the usage of logo. This is because people have prejudices like only Indian company or only the make in India enrolled companies would be having the logo but all the government forms and any business establishments whose purpose is make in India.

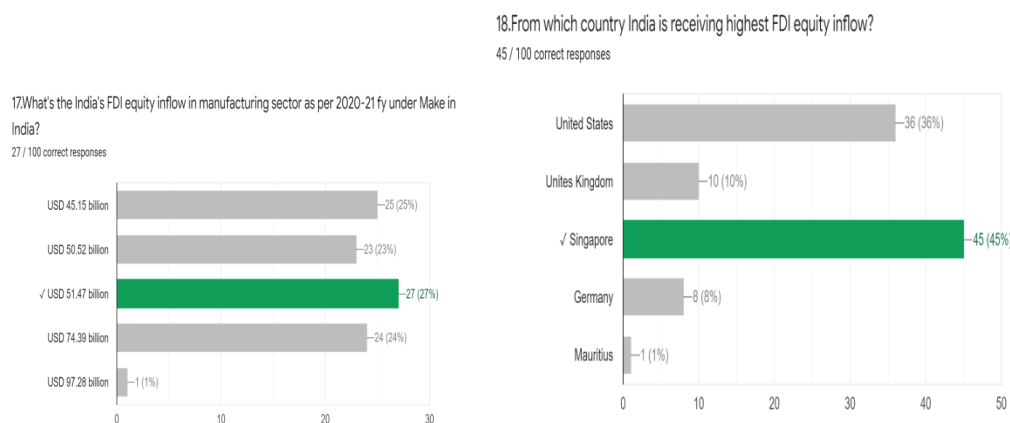
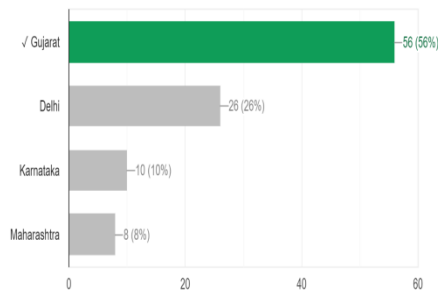


Chart No. What is the India's FDI equity inflow in manufacturing sector? Chart No.18.From which country India receiving highest FDI equity inflow?

The above chart specifies that out of 100 respondents only 27 respondents have answered right. Right answer percentage is very less because people are less aware about the statically values. The chart no 18 specifies that out of 100 respondents 45 have answered right. Rest of them are less aware about it.

19. Which state has received highest FDI equity inflows?
 56 / 100 correct responses



20. Which is the industrial corridor developed under Make in India campaign?
 38 / 100 correct responses

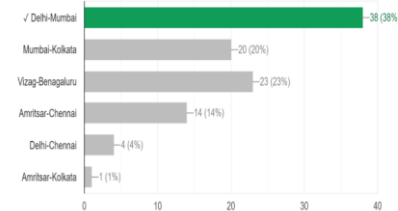
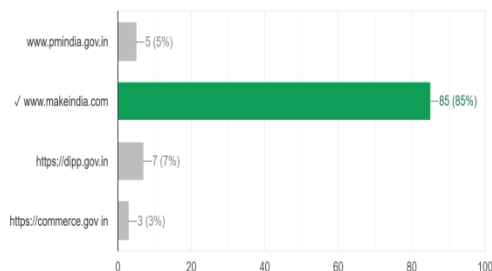


Chart no.19. Which state has received highest FDI equity inflow?

20. Which is the industrial corridor developed under make in India campaign?

The chart no 20 specifies that out of 100 respondents 56 have answered right. Gujarat state is well known for its own heritage of cottage industries hence people are more aware about this and chart no.20 specifies that out of 100 respondents 38 have answered right. Delhi-Mumbai is the two cities with high level of urbanization hence the industrial corridor was introduced in here.

21. Which is the official website of Make in India?
 85 / 100 correct responses



22. Which is scheme under Make in India campaign?
 44 / 100 correct responses

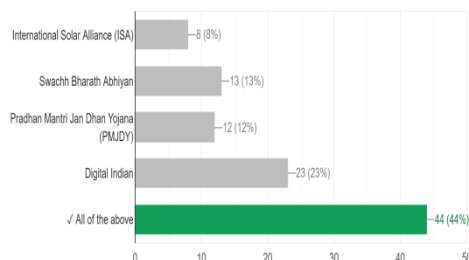


Chart No.21. Which is the official website of make in India?

Chart No.22. Which scheme under make in India campaign?

The chart No.21 specifies that out of 100 respondents 85 have answered correctly. Rest of them are less aware and the chart no 22 specifies out of 100 respondents 44 have answered right. All the above programmes come under make in India campaign. This promotes the domestic work and production.

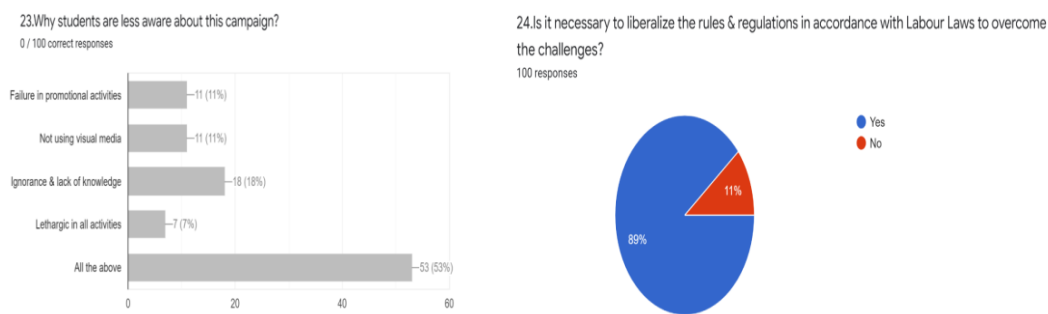


Chart No.23.Why students are less aware about the campaign?

Chart No.24.Is it necessary to liberalise rules and regulation in accordance with labour laws to overcome the change?

The above chart specifies that 11 respondents pinioned failure in promotional activities is the reason for failure, another 11 have pinioned that not using visual medias is the reason, 18 respondents pinioned that ignorance & lack of knowledge is the reason, 7 respondents have pinioned lethargic nature is the reason, rest 53 of them have pinioned all the factors are major reason for the failure. The chart no 24 specifies that 89 respondents have pinioned that government should liberalize the rules and regulation in accordance with labour laws to overcome the challenges rest 11 respondents have pinioned there is no such necessity to liberalize the labour law.

FINDINGS

Nine out of hundred respondents have answered more than twenty of our questions given in questionnaire correctly and in those students commerce students were the majority. As we got responses from 100 students across the different parts of the country our respondents were 50% boy students and 50% girl students. Among them 2% of the respondents answered correctly to all the questions. Majority of our respondents think that spreading awareness through advertising and using social media platforms like Face book, Instagram, twitter and what's app as a tool to spread awareness on make in India programme. And some believe educating about make in India in schools and colleges is very important and few believe using marketing as a strategy to promote Indian made products is crucial. After the analysis we came to the conclusion that all the respondents have no proper knowledge of make in India. Unfortunately only 2 answered to these questions correctly. This leads to the conclusion as the students are not referring the newspapers and manuals correctly. They are not listening the audio visuals aids properly. They are not giving any attention to the government call to make the country independent. Usually students are not interested in daily happenings. Their interest is largely on political matters and sports events. Besides that they are interested in cinema world. But unfortunately they are not interested country building activities. This is very evidently seen from the answers given by the students. When the students are unable to define properly what is make in India? We cannot expect any proper suggestions from them. So among the suggestions given by them they are simply explanations only. They are not properly given by the students since because lack of knowledge about make in India. From government point of view it failed to give vast advertisement and propaganda to the concept of make in India. That is why it not reached to everyone and students are unable to know the thing very well. For these mistakes we cannot blame the students.

SUGGESTIONS

1. We came to know how much aware UG and PG students are on the make in India programme and there were lot of different suggestions and ways to spread awareness on make in India to Make in India programme successful so that it could reach the aim which was set by the government of India while launching this programme.
2. As per the studies which we did and from the responses we got we believe that make in India programme is still not successful and it is very important that every citizen should be aware of make India and it's crucial that every Indian should contribute to Make in India programme successful so that India can become one of the top manufacturers in whole world by doing so Indian economy can grow.
3. Whole country is relied on youths the world say that India is the upcoming power house because of the massive youth population so it's extremely important to spread awareness amongst youths about make in India and encourage youths to support make in India by either encouraging them to start their own manufacturing company in India or to buy made in India products.
4. To spread awareness amongst youth population social media plays a crucial role youths spend lot of their time in social media so advertising about make in India using social media like giving advertisement in YouTube, Instagram, OTT platforms and Face book so that viewers will learn about the programme and hopefully expect them to contribute.
5. It also important to spread awareness by giving advertisement in television, radio and newspapers so that large number of people will get to know.
6. Marketing of Indian made products is necessary the manufactures should advertise their products in very effective way so that people can get attracted to buy their product.
7. Giving quality assurance is very important so buyers can trust the products which they will be buying.
8. It is necessary to add make in India programme in the curriculum of the school and colleges so that students will be lectured about the programme and awareness will be developed from very young age.
9. The teachers have to persuade the students to read daily newspapers and periodicals regularly. Students should be asked the questions relating the recent economic situations of the country. The lecturers should be tharrow in explaining the concept of make in India properly.
10. The library should be well equipped with latest development of the country. More seminars, webinars; workshops should be conducted in the classrooms when a new concept is introduced. The students should be taken to factory where foreign direct investment is made in large scale.
11. The extra impetus by the government on initiatives like skill development has been proposed to provide essential support to make in India to thrive. We should manufacture goods in such a way that they carry zero defects and goods with zero effect that they should not have a negative impact on the environment. Reforms like bringing more sectors under the automatic route, increasing the FDI cap and simplifying the procedural delays has to be initiated. India should consciously work

towards attracting greater FDI into Research and Development. Finally the government should take the responsibility of advertising and giving propaganda to the new concepts when it introduces.

CONCLUSION

“Make in India” mission is one such long haul initiative which will understand the fantasy of changing India into manufacturing Hub. Start-ups in the core manufacturing sectors which are poised to play a vital role in the accomplishment of this campaign “Make in India”. Now the youths spend more time in social media so we suggested that advertising about make in India through social media can be one of the most effective ways to educate youths and teenagers about this and also considering the fact that it is also required to add make in India in the school and college curriculum so people at very young only they will get to know about this and they can play a crucial part in supporting this programme. And from the business point of view the government of India should create awareness about Make in India and explain its advantages in more effective way so people can feel it’s interesting and can contribute to it and also government should explain what are all the benefits and facilities they will be giving to the one who will be investing in make in India by doing so investors will get attracted and maybe more investors will start to invest in this. In rural areas they should create awareness by organising camps and rallies and with the support of NGOS it is the fact that even tough rural parts of the countries still dependent on agriculture not on service sector we can’t avoid rural people and we should also encourage them by educating them about make in India and creating awareness about the programme. To contribute to make in India it doesn’t always necessarily means that one should invest money in the business but always anyone can contribute to make in India by just purchasing the Indian made goods. The advertising team should give special importance for teenagers and youths and come up with a highly effective strategies and skills to gain attention of the teenagers and youths and making them to contribute in make in India so make in India can achieve all of its objectives, goals and aim.

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