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## PERCEPTION AND EFFECT OF MAKE IN INDIA AMONG YOUNGSTERS IN MADURAI REGION

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### Abstract

*Make in India is an initiative launched by the government of India to encourage multinational as well as national companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. The government has announced several initiatives to incentivize and support the growth of 25 sectors. Some of these sectors are automobile, chemicals, information technology, textiles, ports, aviation, leather, tourism hospitality, railways, pharmaceuticals and wellness. It also focuses on Indian industry a global recognition. This article should analysis to find out the perception and effect of make in India scheme for youngsters.*

**Key Words:** *Make in India, Digital India, Young India.*

### Introduction

Make in India is an initiative launched by the government of India to encourage multinational as well as national companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014. The government has announced several initiatives to incentivize and support the growth of 25 sectors. Some of these sectors are automobile, chemicals, information technology, textiles, ports, aviation, leather, tourism hospitality, railways, pharmaceuticals and wellness. The initiative also aims at high quality standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India. 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.

### Objective of the Study

- To study the make in India concept
- To find out the perception and effect of make in India scheme for youngsters
- To give suitable suggestion based on findings

### Analysis and Interpretation

#### Demographic Profile of the Respondents

Particulars		F	%
Gender	Male	32	64
	Female	18	36
Education	10 <sup>th</sup>	6	12
	12 <sup>th</sup>	14	28
	UG	12	24
	PG	18	36

Income	Rs.10000-15000	17	34
	Rs.15001-20000	13	26
	Above Rs.20000	20	40

It is evident that, majority of the respondents (64%) are male. Regarding the level of education, majority of the respondents (36%) have studied PG level. About the Income wise classification, most of the

respondents (40%) are having above Rs.20000 in their incomes.

#### Knowledge of Make in India

Particulars	F	%
Yes	37	74
No	13	26

Out of 50 respondents, 37 respondents (74%) are having knowledge about Make in India and 13 respondents (26%) are not having knowledge about Make in India.

#### Perception about Make in India

Particulars	Strongly agree	Agree	No opinion	Disagree	Strongly disagree	Total
Create Indian brand	12 (24%)	28(56%)	5(10%)	2(4%)	3(4%)	50(100%)
Society development	16(32%)	22(44%)	7(14%)	2(4%)	3(6%)	50(100%)
Global opportunity	10(20%)	20(40%)	5(10%)	7(14%)	8(16%)	50(100%)
Create job	15(30%)	25(50%)	5(10%)	3(6%)	2(4%)	50(100%)

#### Weighted Arithmetic Mean of Perception about Make in India

Particulars	Strongly agree	Agree	No opinion	Disagree	Strongly disagree	Total	Rank
Create Indian brand	60	112	15	4	3	194	III
Society development	80	88	21	4	3	196	II
Global opportunity	50	80	15	14	8	167	IV
Create job	75	100	15	6	2	198	I

Source : Computed data

Out of 50 respondents, First rank goes to Create job, Second rank goes to society

development, Third rank goes to create an Indian brand and last rank goes to global opportunity.

#### Effect of Make in India

Particulars	High	Medium	Low	Total
Major Industries secured	35(70%)	12(24%)	3(6%)	50(100%)
Agriculture sector secured	27(54%)	13(26%)	10(20%)	50(100%)
Indian economy will made strong	29(58%)	11(22%)	10(20%)	50(100%)
Foreign investment increase	25(50%)	13(26%)	12(24%)	50(100%)
Export trade increase	24(48%)	13(26%)	13(26%)	50(100%)
Banking transaction increase by digital	22(44%)	13(26%)	15(30%)	50(100%)

#### Weighted Arithmetic Mean of Effect of Make in India

Particulars	High	Medium	Low	Total	Rank
Major Industries secured	105	24	3	132	I
Agriculture sector secured	81	26	10	117	III
Indian economy will made strong	87	22	10	119	II
Foreign investment increase	75	26	12	113	IV
Export trade increase	72	26	13	111	V
Banking transaction increase by digital	66	26	15	105	VI

It is clearly indicates that, first rank goes to major industries are secured, second rank goes to Indian economy will made in strong, third rank goes to agriculture sector

secured, fourth rank goes to foreign investment increase, fifth rank goes to export trade increase and last rank goes to banking transaction increase by digital.

**Findings of the Study**

- It is evident that, majority of the respondents (64%) are male.
- Regarding the level of education, majority of the respondents (36%) have studied PG level.
- About the Income wise classification, most of the respondents (40%) are having above Rs.20000 in their incomes.
- Majority of the respondents (74%) are having knowledge about Make in India.
- First rank goes to Create job, Second rank goes to society development, Third rank goes to create an Indian brand and last rank goes to global opportunity.
- First rank goes to major industries are secured, second rank goes to Indian economy will made in strong, third rank goes to agriculture sector secured, fourth rank goes to foreign investment increase, fifth rank goes to export trade increase and last rank goes to banking transaction increase by digital.

**Suggestion of the Study**

- They should improve the growth and development of the country.
- They should develop the innovative methods of different sectors.
- They have an opportunity for improve the job creation.

**Conclusion**

The youngsters are accept and confident that globally with strong economy along with our Indian brand through Make in India. They are to create a strong opportunities for us and to develop the country. Central government is successfully introduced the Make in India was benefited for the youngsters.

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