

**A STUDY ON YOUTH AWARENESS & PERCEPTION TOWARDS MAKE IN INDIA AMONGST VTU COLLEGE
IN BANGALORE.**

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Introduction

India is one of the oldest civilizations in the world and the rich cultural heritage. India has achieved all-round socio-economic progress during the last 70 years of its Independence. The effective and easy governance is the need of an hour for proving themselves with the other countries. This effective Governance has been implemented through effective leadership in the central. In this backdrop, now our BJP Visionary Leader Mr. Narendra Modi has come up with the new initiative named as **Make in India**. This new concept helps us to make the things in a different manner and style. The main purpose and goal of Make in India is to boost the domestic manufacturing industry and attract foreign investors. The success and failure of any new initiative depends on the awareness and perception level of the general public, especially the Government needs to focus the youths. Because, as per the latest census data, it shows nearly 41% of Indian population is below the age of 20. It is the duty of the Government to reach the young population first for achieving the better growth.

Hence, the present study undertaken by the researchers is to study on youth perception and awareness about Make in India. The study consist the sample of size of 200 populations among VTU Colleges in Bangalore.

The researcher adapts the convenient sampling technique with the analytical and descriptive in nature. The present study will helpful to the Government for achieving the goal of strategic and visionary leader of our Honourable Prime Minister Mr. Narendra Modi.

Keywords: Leadership, Visionary Leader, Young Population, Success.

Vision of Make in India

The vision of Make in India is to generate jobs, attract much foreign direct investment and make over India into a manufacturing hub preferred around the globe.

The logo for the Make In India campaign is a an elegant lion, inspired by the Ashoka Chakra and designed to represent India's success in all spheres.

The campaign was dedicated by the Prime Minister to the eminent patriot, philosopher and political personality, Pandit Deen Dayal Upadhyaya who had been born on the same date in 1916.

The following sectors are focused under the Make in India

| | | |
|-----------------------|-------------------------|-------------------------|
| Automobiles | Food Processing | Renewable Energy |
| Automobile Components | IT and BPM | Roads and highways |
| Aviation | Leather | Space |
| Biotechnology | Media and Entertainment | Textiles and garments |
| Chemicals | Mining | Thermal Power |
| Construction | Oil and Gas | Tourism and Hospitality |
| Defence manufacturing | Pharmaceuticals | Wellness |
| Electrical Machinery | Ports | |
| Electronic Systems | Railways | |

Statement of the Problem

The finance plays an important role to start any kind of manufacturing activity to facilitate the investment in modern technology, infrastructure development of the nation, developing skilled human resources to produce the quality goods and services. Hence, the financial institutions play an important role to satisfy the financial needs of the manufacturer. Finance is the most abduct, flexible and readily leveraged resources which demand precise attention and articulation. India’s manufacturing sector has the potential to touch US\$ 1 trillion by 2025. There is potential for the sector to account for 25-30 per cent of the country’s GDP and create up to 90 million domestic jobs by 2025. Business conditions in the Indian manufacturing sector continue to remain positive. This is the need of an hour for achieving and becoming the Indian manufacturing sector to reach the height of the success. This is possible through the innovative and creative minds of the young citizen of India. The role of the Government plays a vital role to create an awareness amongst the youth. Hence, the present study undertaken by the researcher is to study the perception and awareness levels of youth. In this backdrop, the researchers undertaken the study on youth awareness and perception towards Make in India amongst VTU Colleges in Bangalore.

Scope of the Study

PM Modi’s ‘Make in India’ turns one: All you need to know about the initiative. Under this umbrella the visionary leader Mr. Narendra Modi has taken a new initiative like ‘Make in India’, ‘Digital India’, ‘Skill India’ to meet the international standard.

The ‘Make in India’ program is an initiative launched to encourage companies to increase manufacturing in India. This not only includes attracting overseas companies to set up shop in India, but also encouraging domestic companies to increase production within the country.

The concept aims at increasing the GDP and tax revenues in the country, by producing products that meet high quality standards, and minimizing the impact on the environment. Fostering innovation, protecting intellectual property, and enhancing skill development are the other aims of the program according to the ‘Make in India’ website. Our Indian youth take up the responsibility to make our country a better place. Any new initiatives of the Government have incorporated into the young population mind so that they can put their effort and help improve our nation. Hence, this is a need of an hour to create an awareness and perception amongst youths.

Objectives of the Study

The researchers undertook the study with the help of following objectives:

1. To understand the importance of Make in India amongst youth.
2. To analyze the youth perception and awareness on Make in India.
3. To understand the factors influencing for creating an awareness amongst youth.

Research Methodology

Nature of Research

The said study undertaken by the researcher is descriptive and analytical in nature.

Source of Data

The study is purely on Primary in nature. The researcher proceed the research with the help of forming Structured Questionnaire and it has been pretested.

Type of Sample

The sample of this nature consists of Stratified Random Sampling under the category of Probability sampling techniques. The stratum consists of different engineering stream and management students, making a total of 200 sample. The following table clearly shows the various strata of population.

Sample Size

The researcher had undertaken the study with structured questionnaire. The questionnaire has been distributed to the Engineering departments include Mechanical, Civil, EEE, ECE, CSE, ISE, Aeronautical Engineering & Management students amongst VTU Colleges in Bangalore. The sample size consists of the following:

| SI. No. | Stream | No. of Respondents |
|--------------|---|--------------------|
| 1 | Mechanical Engineering | 12 |
| 2 | Civil Engineering | 16 |
| 3 | Electricals & Electronics Engineering | 23 |
| 4 | Electricals & Communication Engineering | 18 |
| 5 | Computer Science Engineering | 26 |
| 6 | Information Science Engineering | 50 |
| 7 | Aeronautical Engineering | 15 |
| 8 | Master of Business Administration | 40 |
| Total | | 200 |

Totally, 200 questionnaires have been distributed to the respondents. All the questionnaires are properly addressed by the respondents.

Hypothesis

H₁ – There is no association between Perception of Make in India & Gender

H₂ – There is no association between encouragement of Social Entrepreneurship under Make in India & creative ideas among youth for business development.

Statistical Tools

The researcher has analysed the study with the help of descriptive statistics and analytical statistics. The descriptive statistics consists of Mean and the analytical statistics consists of Chi-square test and Z test.

Review of Literature

Dr T J Malhotra (2015) studies the *Awareness and Effectiveness of PSA’s in Special Reference to Make in India Campaign*. In this study the researcher has identified 25 major sectors which can give a major boost to Indian economy. The main purpose of the study study that how people aware about the concept of Make in India. The said study has focused wholly as general public. The study concluded that the respondents need more interest towards the aware about the Make in India.

Mr. Sujata Biyani (2015) studies the *Quality Improvement in Higher Education to meet Challenges of “Make in India”*. In this study, the researcher has given the importance of standard of higher education in public sector, private sector and corporate world by increasing the Industry – Institute – Interaction. The study also highlighted the importance of PPP for improving the Quality in Higher Education. The study concluded that the Make in India is the most powerful strategy for improvising the higher education to meet the challenges.

Dr. Arvind Narayan Chaudhari (2015), A Study of Perception About “Make In India” Among College Students, the study states that Development, growth and progress of the country is most important factors. According to his study strong economy which depends how our Indian Economy face competitions at global. 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 theme “Make in India” at national and international platform. Hence, the aim of this research is, to understood 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.

Research Gap

The above studies are addressing so many issues relevant to Make In India Concept. Like The impact of Make in India Vis-a-versa Economic Development of India, Awareness and effectiveness of PSA’s in special reference to Make in India Campaign, Quality Improvement in Higher Education to meet Challenges of MII and so on.

But the present study undertaken by the researcher entirely different. None of the studies are concentrate on Youth Perception and Awareness level of Make in India among youths. The present study has mainly highlighted the level of youth perception and the mode to create an awareness amongst youth.

Data Analysis

**Table – 1
Age & Awareness Level of Respondents**

| Age | No. of Respondents | % of Respondents | Awareness Level of the Respondents | |
|------------|--------------------|------------------|------------------------------------|----|
| | | | Yes | No |
| 18 – 22 | 180 | 92 | 180 | 0 |
| 23 – 25 | 20 | 8 | 20 | 0 |
| 25 & Above | 0 | 0 | 0 | 0 |
| Total | 200 | 100 | 200 | 0 |
| Mean | 65 | | 65 | 0 |

Source: Primary Data.

The above table shows the age and awareness level of respondents. Out of 196 respondents, the age between 18 & 22 years, 92% of them have awareness about the Make in India. The age between 23 & 25, the total of 8% of them have awareness about the MII.

Table – 2

Respondent’s opinion towards the Benefits of Make in India

| Particulars | SA | % | A | % | N | % | DA | % | SDA | % |
|--|----|----|-----|----|----|----|----|----|-----|---|
| Encourages social entrepreneurship | 50 | 25 | 110 | 55 | 23 | 12 | 10 | 5 | 07 | 4 |
| Ignites the creative & Innovative ideas among youth for business development | 49 | 24 | 117 | 59 | 22 | 11 | 04 | 2 | 08 | 4 |
| Attract FDI | 49 | 24 | 111 | 56 | 29 | 14 | 11 | 6 | 00 | 0 |
| Role of Govt. To create an awareness | 69 | 35 | 94 | 47 | 21 | 11 | 06 | 03 | 10 | 5 |

Source: Primary Data

Out of 200 respondents 55% of the respondents agreed that the Make in India is a way to achieve and encourage the social entrepreneurship. Social entrepreneurship is helpful to attract the creative and innovative minds of the young entrepreneurs in India. The 4% of the respondents strongly disagree the statement. Hence the Government need to concentrate the development of Make in India through Ministry of Small and Medium Enterprises.

59% of the respondents agreed that the Make in India is a way to ignite the creative and innovative ideas among youth for business development. This shows that the majority of the students confident that due to this new initiative taken by the Government will helpful to engage the youth for bringing their business ideas into action which helps them to achieve the economic development.

The success of Make in India banks on balance between demand and supply. On the supply side it require a enough resources like skill development, infrastructure and demand side it needs a entrepreneur like low cost innovator, advancement in technology, improvising over the productivity and integrated manufacturing activities. This can be achieved through the direction towards the attract FDI.

During the survey, 80% of the respondents agree that the FDI is a one way to achieve this in an effective and efficient manner and achieve the strategic Vision of Make in India.

Table - 3

Powerful Media To Know About Make In India

| Media | No. Of Respondents | % of Respondents |
|--------------------|--------------------|------------------|
| Print Media | 09 | 5 |
| Social Media | 162 | 81 |
| Broadcasting Media | 29 | 14 |
| Total | 200 | 100 |

Source: Primary Data.

The survey states that the social media plays a vital role for creating awareness among the youths. Around 81% of the population accept the Social Media is a convenient mode of creating awareness amongst youths and also this is reachable among them.

Table – 4: Role of MII On the Economic Development of the Nation

| Rank | Particulars | Respondent Ranking On Role of MII in the Economic Development |
|------|---|---|
| I | Possibility for enhancing employability skills | 68.5% |
| II | To encourage FDI | 65.8% |
| III | To edge the competition in international market | 61.2% |
| IV | Economic and Social Development is possible | 59% |
| V | Growth path of our country | 52% |

Source: Primary Data

68.5% of them agreed that the Make in India is a better way for enhancing employability skills among youth. Around 98% of the youths agreed that the skill enhancement is achieved to create project learning on Make in India in University Curriculum.

65.8% of the respondents agreed that MII is a way to achieve Foreign Direct Investment. 61.2% of the respondents Make in India is way to edge the competition in International Market.

**Table – 5
Ranking of Major Sectors to be benefited under Make in India**

| Rank | Particulars | Percentage | Rank | Particulars | Percentage |
|------|--------------------|------------|------|-----------------------|------------|
| I | Renewable Energy | 72.4% | VII | Food Processing | 66.8% |
| II | IT & BPM | 70% | VIII | Electric Machines | 65.2% |
| III | Railways | 68.4% | IX | Space | 60.4% |
| IV | Pharmaceuticals | 68.4% | X | Port and shipping | 58.8% |
| V | Electronics System | 68% | XI | Defence Manufacturing | 57.9% |
| VI | Roads and Highways | 67.6% | XII | Leather | 56.4% |

Source: Primary Data

From the above analysis, due to economic imbalance 72.4% of them agreed that Renewable Energy is the most important sectors benefited under MII concept. Then the preferences are in line with IT & BPM, Railways, Pharmaceuticals, Electronics System, Roads and Highways, Food Processing, , Electric Machines, Space, Port and shipping, Defence Manufacturing and Leather.

Hence, the Government Still need to have concentrate over the improvement of IT infrastructure which helps to met the healthy environment toward achieving the dreams of young people of the nation.

**Table – 6
Medium for Enhancing Awareness**

| Rank | Particulars | Percentage |
|------|---------------|------------|
| I | Internet | 82.4% |
| II | Advertisement | 70.4% |
| III | Newspaper | 66.8% |
| IV | Conferences | 60.0% |
| V | Road shows | 50.4% |

Source: Primary Data

Hypothesis Testing

H₁ – There is no association between Perception of Make in India & Gender

H₂ – There is no association between encouragement of Social Entrepreneurship under Make in India & creative ideas among youth for business development.

Table – 7

| Sl. No. | Hypothesis | Proportion of the Respondent Accept the Statement | P value | H0 | H1 | Decision |
|---------|--|---|---------|---------|---------|----------------------------|
| 01 | Perception between Make in India & Gender | 93% | 0.0000 | P = 0.5 | P > 0.5 | Reject the Null Hypothesis |
| 02 | Social Entrepreneurship and Creative ideas | 79% | 0.0000 | P = 0.5 | P > 0.5 | Reject the Null Hypothesis |

Source: Primary Data

Conclusion

As per the research on Youths awareness and perceptions towards Make In India. It is a tool to motivate the youths towards the development of our country. Majority of youths are happy towards this concept. It fetches the variety of opportunity like development of new entrepreneurship, employment and also it attracts large amount of foreign direct investment. It encourages the overall development of our country to compete with other countries.

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