

Make in India: Challenges and Opportunities

PRIYANKA PRAGYA SINKUQ¹, DHEERAJ GANDHI², SIDHARTH PRADHAN³, SARTHAK BISWAL⁴, ARSHITA AGARWAL⁵, DR. ANITA WALIA⁶

^{1, 2, 3, 4, 5, 6} CMS, Jain Deemed to be University, Bangalore

Abstract- India is one of the world's fastest growing economies, the tenth largest in the world by nominal GDP and the third largest by purchasing power parity (PPP). Make in India Campaign was launched which 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 India the manufacturing Hub. For promoting this campaign, the web portal, logo and brochures are used for detailing 25 priority sectors of the economy. The aim of this initiative is to focus on job creation, skill development and innovation and to align India's manufacturing sector into the GlobalValue Chain by encouraging Public Private Partnership (PPP), Joint Ventures (JV), Foreign Direct Investment (FDI) inflow, and advancing Ease in Doing Business (EDB). This scheme focuses on acceleration of economic growth to the new heights and to pull back the economy from clutches of recession. Currently India's GDP is heavily tilted in favor of service sector The study attempts to review the opportunities and challenges faced by Make in India and to understand the impact of it on the Indian Economy.

Indexed Terms- Manufacturing, economy, GDP, FDI, strategy, Make in India, digital India

I. INTRODUCTION

India is a country rich in natural resources. Labor is aplenty 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 the "ease of doing business index". Labor laws in the country are still not conducive to the Make in India

campaign. This is one of the universally noted disadvantages of manufacturing and investing in India. The new government initiating a new way for free flows of capital. Make in India is an initiative of the Government of India, to encourage companies to manufacture their products in India. The government's flagship campaign intended to boost the domestic manufacturing industry and attract foreign investors to invest into the Indian economy with an intention of reviving manufacturing businesses and emphasizing key sectors in India amidst growing concerns that most entrepreneurs are moving out of the country due to its low rank in ease of doing business ratings. The Indian manufacturing sector is the classic example of an industry that has great potential. The objective of the scheme is to ensure the manufacturing sector which contributes around 16% of country's GDP is increased to 25% in next 5 years. Make in India scheme Eliminates Unnecessary laws and regulations. Three sectors which contribute to GDP of any country are agriculture, manufacturing and services. According to the current contributions of these sectors to Indian economy manufacturing occupies 16% which is lowest. There are lots of opportunities to be tapped as far as Indian manufacturing sector is concerned. Many businessmen and entrepreneurs view make in India initiative for betterment of our economy. Major objective of this scheme focuses on 25 sectors. The sectors are Automobiles, textiles and Garments, Biotechnology, Wellness, Defense, Manufacturing, Ports, Food Processing, Mining, Media and Entertainment, IT and BPM, Pharmaceuticals, Renewable Energy, Roads and Highways, Railways, Thermal Power, Oil and Gas, Space, Leather, Construction, Aviation, automobile components, chemicals and Electronic System.

The 'Make in India' initiative was launched on September 25, 2014, to facilitate investment, foster innovation, build best in class infrastructure and make India a hub for manufacturing, design and

innovation. The development of a robust manufacturing sector is a key priority of the Government of India. Make in India was one of the first 'Vocal for Local' initiatives that exposed India's manufacturing domain to the world. The sector has the potential to not only take economic growth to a higher trajectory but also to provide employment to a large pool of our young labor force. Make in India initiative has significant achievements and presently focuses on the following 27 sectors under Make in India 2.0. The fifteenth and current Prime Minister of INDIA "Narendra Modi" divulged the "MAKE IN INDIA" campaign on September 25th 2014 in New Delhi. He along welcoming the foreign firms to invest their resource in INDIA also solicited the CEOs of domestic firms to put resources into our nation by saying that, "There is no compelling reason to leave the country. We want our companies to sparkle as MNCs". The MAKE IN INDIA campaign established the foundation of India's new national manufacturing policy and rolled out to provide the first-class red carpet for both domestic and international industrialists with an objective to make India a manufacturing hub which will in turn boost the employment rate and overall growth and development of India. The program lays accentuation on 25 divisions. The objective of this scheme is to ensure the manufacturing segment which contributes around 16% of nation's GDP could be expanded to 25% in next 5 years. Make in India scheme Eliminates Unnecessary laws and controls. Three sectors which contribute to GDP of any country are agriculture, manufacturing and services. As per the present contribution of these sectors to Indian economy manufacturing possesses 16% which is lowest. There are loads of opportunities to be grabbed as far as Indian manufacturing sector is concerned. Numerous business man and entrepreneurs' vision for make in India initiative is for the betterment of our economy. As to enhance the employment generation in the manufacturing segment, we need to provide specialized training to our employees. Small and medium scale ventures and micro and medium enterprises account for 90 percent of the aggregate industrialist activity in India and play an imperative role in improving this work era. The manufacturing sector would need to play a pivotal role for India to accomplish its objective of employment generation. There is a need for strong

commitment between the government and the industry to empower high growth and development for employment generation. Undoubtedly, India is well-known for its services export, but many question its ability to export fabricates and that is the perception which our Prime Minister Narendra Modi plans to change. Its transformation into a hub of World Manufacturing Industry will create more employment and open doors for its people. Indian brain is immensely intelligent and talented but due to absence of ample and relevant job opportunities for the people, great Indian talent is travelling abroad and working for companies at Indian outskirts. Furthermore, if India is converted over into a Manufacturing hub and most preferred investment aim for local as well as international investors and manufacturers, it will create ample opportunities for the massively talented Indian youth. Transforming India into a Manufacturing hub will help create, strengthen and modernize the Indian foundation. Such progression will revive the soundness of other sectors such as service, agriculture, hospitality, medical, tourism and so forth. So as to accomplish this fantasy, India needs to analyze the significance of its human resource and financial administration. Out of all various resources, the resource from where the funds are generated and the other human resource, of an organization are the main two essentials. Industry can't be setup if the industrialist does not have the finance accessible with them as, when and in how much quantity needed. And in the meantime, on the off chances if he has setup an industry, has best in class framework and technology, innovation, and so on. All these are of no use if he does not have the people competent and intelligent enough to use the constrained resources in the best manner these could be used. The nation which does not comprehend the esteem and significance of its work drive and financial services can never survive. Consequently, the effective use of the budgetary services and the human resource of an association is the mystery of the success of a firm. Both human and capital resource move in accordance with each other. Both have the impact no matter whether positive or negative, yet both are directly corresponding to each other.

1.2 OBJECTIVES

1. To study the overview of Make in India campaign.
2. To study the Make in India campaign main focus areas.
3. To study the major challenges, opportunities of Make in India initiative.
4. To offer useful suggestions in the light of findings.

1.3 RESEARCH METHODOLOGY

The present study is 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.

1.4 NEED FOR THE STUDY

India too needs to develop its infrastructure in order to militate its presence in the global picture and to match the rising demands and the living standards of its citizens. The most easy and important way to keep pace with the environment for a country is to develop its manufacturing sector. When more global and local players will invest in a country, it will boost the trade and economic growth, develop its infrastructure and generate more employment opportunities for its citizens. Hence the present study is on Make in India – opportunities and challenges.

1.5 WHY MAKE IN INDIA?

1. Focus is being different stances such as employment creation and skill enrichment in different areas of economy, especially chemicals, IT, pharmaceuticals, renewable energy, weaving, bio innovation and hardware. About 25 regions are to be taken into creation keeping in mind the end goal to actualize the concept of Make in India.
2. Such initiatives in different areas aims at expanding the GDP growth rate and Tax Revenue of the nation. From the date of propelling this concept of Make in India which initiatives the GDP which has expanded alongside with increment in tax revenue. The statistics displays the positive result of this part of the GDP growth and assessment income of the nation.
3. The initiative of Make in India is anticipated to attract the FDI for capital financing purposes and

the technological investment in different economic segments in Indian Economy. The venture prospect by Japan, Germany, and South Korea in the different rail and road venture is the only result of our Make in India concept. We are currently examining on the Smart Cities and Metro Rail for different cities in India which are the results of this Make in India concept.

1.6 SECTORS OF FOCUS

For this Make in India crusade, the government of India has distinguished 25 priority sectors that need to be promoted adequately. These are the sectors where probability of FDI (foreign direct investment) is the highest and investment might be promoted by the government of India. On the campaign launch, the Prime Minister Mr. Modi said that the development of these segments would guarantee that the world might readily come to Asia, particularly to India where the accessibility of both democratic conditions and manufacturing predominance made it the best destinations, particularly when joined with the effective governance proposed by his administration. The focus of Make in India program is on creating jobs and skill enhancement in 25 sectors. The following are the major areas:

- Automobiles
- Electronic System
- Ports and Shipping
- Automobiles Components
- Food Processing
- Railways, Roads and Highways
- Aviation
- Entertainment
- Biotechnology
- Leather
- Renewable Energy
- Chemicals
- Media and Entertainment
- Space
- Construction
- Mining
- Textiles and Garments
- Defense Manufacturing
- Oil and Gas
- Thermal Power
- Electrical Machinery

- Pharmaceuticals
- Tourism and Hospitality Wellness
- Information Technology (IT)
- Business Process Manufacturing (BPM)

As per the new Government policy 100% FDI is permitted in all the above sectors, except for space (100%), defense (100%) and news media (26%).

1.7 MAIN PILLARS OF 'MAKE IN INDIA'

Manufacturing in India is the main vision of the government and leads to national development. The initiative is built on four pillars which are as follows:
New Processes: The government is introducing several reforms to create possibilities for getting FDI and foster business partnerships. This reform is also aligned with parameters of World Bank's Ease of Doing Business index to improve India's ranking on it. Make in India recognizes ease of doing business as the single most important factor to promote entrepreneurship. A number of initiatives have already been undertaken to ease business environment.

New Infrastructure: The government intends to develop industrial corridors and build smart cities, create world class infrastructure with state-of-the-art technology and high-speed communication. Innovation and research activities are supported by a fast-paced registration system and improved infrastructure for IPR registrations. Along with the development of infrastructure, the training for the skilled workforce for the sectors is also being implemented.

New Sectors: This campaign has identified 25 sectors to promote with the detailed information being shared through an interactive web portal. The government has allowed 100% FDI in Railway and removed restrictions in Construction. It has also increased the FDI to 100% in Defense and Pharmaceutical.

New Mindset: This initiative intends to change by bringing a paradigm shift in the way Government interacts with various industries. It will focus on acting as a partner in the economic development of the country along with development in corporate sector.

1.8 MAJOR CHALLENGES OF MAKE IN INDIA

India needs funds to build industries, which in turn need infrastructure. This requires more finance which itself is a major challenge. India's banking systems are not in a position to lend many funds to industries, unless their balance sheet is cleared. If the government pumps more funds to bank, that leads to less investment in infrastructure. India can start manufacturing in India, but they cannot create more jobs because robots may take over the manufacture worldwide and still stay competitive. Vivek Wadhawa, Stanford University fellow who is at the forefront of alerting the world on the robotic threat, that new kind of industrial revolution won't require many humans. India lagging behind in imparting skills training to workers. Dearth of vocational education facilities and lack of training facilities are the key challenges of India's industrial landscape. Long term global competitiveness in industry required huge investments in research and development, but Indian companies have been slow to embrace research and development. India should be ready to tackle elements that adversely affect competitiveness of manufacturing. India should also be ready to give tax concessions to companies and set up unit in the country. India's Make in India campaign will be constantly compared with China's Make in China campaign. India should constantly keep up its strength so as to outpace China's supremacy in the manufacturing sector.

1.8.1 OPPORTUNITIES OF MAKE IN INDIA

Aiming to make in India as its export hub, home appliances manufacturer Bosch and Siemens today announced company's first manufacturing plant in the country. Japan's largest consumer electronics exporter is now seriously evaluating to come and make in India opportunity. The Make in India campaign seems to have come at perfect time. Many giant foreign companies have already expressed their interest in setting up manufacturing facility in India. Switzerland based chocolate maker Barry Callebaut is looking at setting up a manufacturing unit in India as part of its global expansion plans to cash in on the 3,000crore domestic market. Barry Callebaut currently has only commercial operations in the country. The economic impact of manufacturing in India will go beyond direct employment. It will create jobs in the services sector and allied services.

1.8.2 MAJOR ACHIEVEMENTS UNDER MAKE IN INDIA

- As per Economic Survey 2021-22, in spite of covid-related disruptions, there is a trend of the positive overall growth of gross value addition (GVA) in the manufacturing sector. The total employment in this sector has increased from 57 million in the year 2017-18 to 62.4 million in the year 2019-20.3.
- Powered by indigenously produced vaccines, India not only achieved COVID-19 vaccination coverage in record time but also became a major exporter of much-needed life-saving vaccines to many developing and under developed countries across the world.
- Vande Bharat trains, India's first indigenous Semi High Speed train featuring state-of-the-art coaches and providing an entirely new travel experience to passengers, is a stellar example of the 'Make in India' success story.
- INS Vikrant is India's first domestically made aircraft carrier. India is achieving new milestones in defense production to reduce imports and be atmanir bhar in this core sector.
- Highest ever merchandise exports of 420 billion USD was achieved in FY 2021-22.
- India is currently a mobile and electronics manufacturing hub with global recognition.

II. LITERATURE REVIEW

Over the past several decades, the globalization of the manufacturing ecosystem Has driven more change and impacted the prosperity of more companies, nations and people than at any time since the dawn of the Industrial Revolution. Nations Around the world have taken part in and benefited from the rapid globalization of Industry and expansion of manufacturing. Globalization of manufacturing has Been a key driver of higher-value job creation and rising standard of living for the Growing middle class in emerging nation economies. The Government of India has taken a number of steps to further encourage Investment and improve business climate IN MANUFACTURING. „Make in India“ Mission is one such long term initiative which will help to realize the dream of Transforming India into a „manufacturing hub“.

The make In India initiative started by government of India helps to facilitate Investment, foster innovation, enhance skill development, protect intellectual Property, build manufacturing infrastructure. For contribution of at least 25% of GDP by 2022 in manufacturing sector growth should be 12-14% Per annum higher Than the GDP rate.

The advancement of manufacturing capabilities is directly linked to increasing Economic prosperity for a nation and its citizens. Proper positioning and Movement within the product space determines the ability to accelerate Economic development. Emerging nations should focus on directing policy and Investing resources in building capabilities and in product groups.

The textile sub-sector in India is characterised by small-scale, non-integrated Spinning, weaving, finishing, and apparel making enterprises. This structure arose Due to policies on tax, labour and other regulations that favoured small-scale, Labour-intensive enterprises, while discriminating against large-scale, capital-Intensive operations.

The MSME sector Is one of the key drivers for India's transition from an Agrarian to an industrialised economy. MSMEs account for a large share of Industrial units. “According to MSME Act, 2006 the investment made in plant & machinery is classified as known as Micro (<25 lakh), Small (25lakh- 5 crore), Medium(>5-10crore) Enterprises. The following are the roles of MSME'S:

India has the capability to push its manufacturing contribution to GDP to 25% by 2025. Government has to act as the central pivot of aligning industries, private Companies, public sectors and all stakeholders in realizing this vision. Government Has to put policies in place be it sector reforms, labour reforms or the elimination of business barriers. The Government of India has taken a number of steps to Further encourage investment and improve business climate. „Make in India“ Mission is one such long term initiative which will help to realize the dream of Transforming India into a „manufacturing hub“. Hon'ble Prime Minister's call for „zero defect and zero effect“ manufacturing resonates well with our industry as we Grow and produce for the world.

India's expanding economy offers equal Investment opportunities to domestic entrepreneurs and international players. It is Our responsibility to leverage emerging economy.

SOME MAJOR INITIATIVES TAKEN TO ENABLE MAKE IN INDIA

The "Make in India" initiative, launched in September 2014 by the Indian government, has been a subject of significant research and analysis. The initiative aims to promote domestic manufacturing and increase the share of manufacturing in India's GDP. The literature review focuses on the key findings of various studies that have analyzed the Make in India initiative:

Production linked Incentive (PLI) Schemes: Keeping in view India's vision of becoming Atmanirbhar and enhancing India's manufacturing capabilities and exports, an outlay of INR 1.97 lakh crore (over US\$ 26 billion) has been announced in the Union Budget 2021-22 for PLI schemes for 14 key sectors of manufacturing, starting from fiscal year (FY) 2021-22.

PM GatiShakti & National Logistics Policy: The PM GatiShakti is the first of its kind initiative by the government to develop a multimodal logistics infrastructure for national transformation. Along with that, the recently launched National Logistics Policy aims to reduce logistics costs by almost 10% over the next few years.

Industrialization and Urbanization: Government of India is developing various Industrial Corridor Projects as part of National Industrial Corridor Program which is aimed at development of greenfield industrial regions/nodes which can compete with the best manufacturing and investment destinations in the world. GoI has accorded approval for development of 11 Industrial corridors (32 projects) in four Phases.

New Design, Innovation and R&D: India is the third largest tech-driven Start-up ecosystem globally with over 79,100 Startups. "Start-up India" initiative was launched aiming at fostering entrepreneurship and promoting innovation by creating an ecosystem that is conducive to the growth of Startups.

Discount on Tax: Tax rates were rationalized to boost the Make in India initiative. India now has one of the Lowest Tax Rates in Asia, making it one of the most competitive Global Economies.

Government Policies: Several studies have analyzed the government policies aimed at promoting the Make in India initiative. A study by the Federation of Indian Chambers of Commerce and Industry (FICCI) suggests that the government has implemented several policies to promote manufacturing in the country (FICCI, 2016). The study highlights the need for the government to continue to implement policies that promote ease of doing business and encourage investment in the country.

Consumer Market: The large consumer market in India presents significant opportunities for businesses. A study by the Boston Consulting Group (BCG) suggests that India's middle class is expected to grow significantly in the coming years, which will create more demand for goods and services (BCG, 2017). The study highlights the need for businesses to understand the evolving needs and preferences of the Indian consumers to succeed in the country.

Foreign Investment: Encouraging foreign investment has been a crucial aspect of the Make in India initiative. A study by the National Bureau of Economic Research (NBER) suggests that the initiative has led to an increase in foreign investment in the country (NBER, 2017). The study highlights the need for the government to continue to encourage foreign investment by providing tax incentives, easing regulatory hurdles, and promoting the country's business-friendly environment.

Infrastructure Development: Several studies have identified inadequate infrastructure as a significant impediment to the growth of the manufacturing sector in India. A report by the National Institution for Transforming India (NITI Aayog) highlights the need for investments in infrastructure, such as transportation facilities, power supply, and connectivity, to improve the competitiveness of the manufacturing sector (NITI Aayog, 2016). The study suggests that the government should focus on infrastructure development to overcome this challenge.

Skill Development: The lack of skilled labor is another significant challenge facing the Make in India initiative. A study by the Confederation of Indian Industry (CII) highlights the shortage of skilled workers as one of the major impediments to the growth of the manufacturing sector (CII, 2016). The study suggests that the government should invest in skill development programs to address the shortage of skilled labor.

Innovation and Technology: Several studies have emphasized the need for the Make in India initiative to focus on promoting innovation and technology in the manufacturing sector. This will help businesses to stay competitive in the global market and improve their productivity. A study by the Boston Consulting Group (BCG) suggests that India has the potential to become a hub for innovation-driven manufacturing (BCG, 2017). The study highlights the need for the government to provide incentives for research and development and promote the adoption of new technologies in the manufacturing sector.

CONCLUSION:

The Make in India initiative presents significant opportunities for the Indian economy. However, the initiative also faces several challenges, including poor infrastructure, lack of skilled labor, and regulatory issues. To overcome these challenges and maximize the opportunities presented by the Make in India initiative, the government should focus on infrastructure development, skill development, encouraging foreign investment, emphasizing innovation and technology, and promoting collaboration between industry and academia. If these strategies are implemented effectively, the Make in India initiative has the potential to transform India into a global manufacturing hub.

III. RESEARCH METHODOLOGY

3.1 INTRODUCTION

Make in India is a government campaign launched in 2014 by the Prime Minister of India, Narendra Modi, to encourage companies to manufacture their products in India. The campaign aims to boost the country's manufacturing sector and increase the share of manufacturing in GDP from 16% to 25% by 2025. It also aims to create jobs and develop the country's

infrastructure. The campaign focuses on encouraging investment in key sectors such as defense, construction, and renewable energy, and aims to make India a global manufacturing hub.

3.2 METHODOLOGY

The "Make in India" initiative is a government program launched in 2014 to encourage companies to manufacture their products in India, in order to increase economic growth and employment. The research methodology for studying the impact of this initiative would likely involve gathering data on various economic indicators such as GDP, foreign investment, and manufacturing output, both before and after the initiative was implemented. This data could be collected from government sources, as well as from surveys of companies and industries affected by the program. The data would then be analyzed using statistical methods to determine the effectiveness of the initiative in achieving its goals. Additionally, qualitative research methods such as interviews and case studies could also be used to gather in-depth information about the experiences of individual companies and sectors.

3.2.1 QUALITATIVE VERSUS QUANTITATIVE TECHNIQUES

Make in India is a government initiative launched in 2014 to encourage companies to manufacture their products in India. The initiative uses both qualitative and quantitative techniques to achieve its goals.

Quantitative techniques include offering financial incentives and tax breaks to companies that invest in manufacturing in India, as well as implementing policies that make it easier for companies to do business in the country. These measures aim to improve the overall business climate and make India a more attractive destination for manufacturing investment.

Qualitative techniques include creating a favorable image of India as a manufacturing destination through marketing and public relations campaigns, as well as organizing events such as trade fairs and exhibitions to showcase the country's manufacturing capabilities. Additionally, make in India also focuses on improving the skill set of the Indian workforce to make it more attractive to foreign companies.

Overall, the Make in India initiative aims to increase the share of manufacturing in India's GDP, create jobs and boost economic growth.

3.3 DATA COLLECTION METHOD AND TOOLS

Data collection methods and tools refer to the various techniques and tools that organizations and individuals use to gather information. Some common data collection methods include:

Surveys: Surveys are a popular method for collecting data. Surveys can be conducted in person, over the phone, or online.

Interviews: Interviews are another common data collection method. Interviews can be conducted in person, over the phone, or online.

Focus Groups: A group of people are brought together to discuss a specific topic and the discussion is moderated by a trained facilitator.

Observation: Data can be collected by observing people, processes or events.

Experiment: Data can be collected by conducting experiments, with a control group and an experimental group, to test a hypothesis.

Logs and Traces: Data can be collected from logs of events or traces of user activity on a website or app.

Common Tools: There are many tools available for data collection such as survey software, data entry software, data scraping tools, and web analytics tools.

Data Warehousing: Collecting data from different sources and storing it in a centralized location for later analysis.

APIs: Collecting data from external sources using APIs (Application Programming Interfaces)

It depends on the research goal, budget and time constraint which method or tool is chosen.

3.3.1 SAMPLING TECHNIQUE

Sampling technique - 100 respondents.

Sampling is a technique used in statistical analysis in which a smaller group of individuals, known as a

sample, is selected from a larger population to represent the whole group. The process of selecting a sample is known as sampling technique. There are many different sampling techniques that can be used, but the most appropriate technique will depend on the research question and the characteristics of the population being studied.

When the sample size is set at 100 respondents, it is considered as a small sample size. This sample size is often used in exploratory research, pilot studies, or when the population is small.

Simple Random Sampling: Simple random sampling is one of the most basic and widely used sampling techniques. It involves selecting a sample of individuals from a population at random.

Stratified Random Sampling: Stratified random sampling is a technique in which the population is divided into subgroups (strata) based on certain characteristics, and a random sample is selected from each stratum.

Cluster Sampling: Cluster sampling is a technique in which the population is divided into groups (clusters) and a random sample of clusters is selected.

Although, these techniques are widely used, their results may not be representative of the population if the sample is not chosen properly. The sample should be chosen in a way that it accurately represents the population.

3.3.2 SAMPLE SELECTION

Sample selection refers to the process of choosing the individuals or units that will be included in the sample. The way in which the sample is selected can have a major impact on the representativeness and generalizability of the results.

There are several different methods for selecting a sample, including:

Simple Random Sampling: Simple random sampling is one of the most basic and widely used sampling techniques. It involves selecting a sample of individuals from a population at random, using a

random number generator or a table of random numbers.

Stratified Random Sampling: Stratified random sampling is a technique in which the population is divided into subgroups (strata) based on certain characteristics, and a random sample is selected from each stratum.

Systematic Sampling: Systematic sampling is a method in which the population is sorted and a sample is selected at regular intervals.

Cluster Sampling: Cluster sampling is a technique in which the population is divided into groups (clusters) and a random sample of clusters is selected.

Convenience sampling: It is a non-probability sampling technique where the sample is selected based on the availability or accessibility of the participants.

Quota sampling: A non-probability sampling method, where the sample is selected based on certain predetermined quotas for certain subgroups of the population.

It is important that the sample is selected in a way that is unbiased and representative of the population, so that the results can be generalized to the population as a whole.

NON-PROBABILITY SAMPLING METHODS

Non-probability sampling is a method of selecting a sample from a population where the individuals or units have not been chosen at random. Instead, non-probability sampling relies on other criteria for selecting the sample. Some common types of non-probability sampling include:

Convenience sampling: This method involves selecting individuals or units that are easily accessible or available. It is often used in exploratory research or pilot studies.

Quota sampling: This method involves dividing the population into subgroups and selecting a certain number of individuals from each subgroup. It is often used in market research.

Snowball sampling: This method involves selecting initial participants and then asking them to refer other individuals that fit the criteria. This method is often used when studying hard-to-reach populations.

Judgment sampling: This method involves selecting individuals based on the judgment of the researcher. It is often used in qualitative research.

Non-probability sampling is generally considered less reliable than probability sampling because there is no way to estimate the level of sampling error. Non-probability samples also don't allow generalization of the results to the population. However, non-probability sampling is often used when the population is difficult to define or when the cost or time required to obtain a probability sample is too high.

Probability sampling is a method of selecting a sample from a population in which each member of the population has a known, non-zero probability of being selected. This method ensures that the sample is representative of the population, and allows for the calculation of sampling error. Common probability sampling methods include simple random sampling, stratified sampling, and cluster sampling.

3.3.3 TOOLS OF DATA COLLECTION

Tools of data collection refer to the various methods and instruments used to gather information. These can include surveys, interviews, focus groups, observational studies, and experiments. In the context of "Make in India," these tools could be used to collect data on the manufacturing industry in India, such as information on production levels, labor costs, and investment opportunities. This data can then be analyzed to inform policy decisions and help to improve the manufacturing sector in India.

PRIMARY SOURCES OF DATA

Primary sources of data are original sources of information that have been collected or created by the person or organization conducting the research. Examples of primary sources include:

- Surveys and interviews conducted by the researcher
- Original documents such as diaries, letters, and photographs

- Historical records such as government documents, court records, and newspaper articles from the time period being studied
- Data collected through scientific experiments or observations
- Artifacts, such as tools or pottery, from an archaeological dig

It is important to use primary sources whenever possible in research, as they provide the most direct and reliable evidence about a particular topic.

SECONDARY SOURCES OF DATA

Secondary sources of data refer to information that has been collected and analyzed by someone other than the user. Examples of secondary data sources include government statistics, research studies and reports, and data from online databases. These sources can provide valuable information and insights, but it is important to evaluate the credibility and reliability of the source and the data it provides.

3.4 PLAN OF ANALYSIS

A plan of analysis for Make in India would include several key components:

Market research: This would involve studying the current market conditions in India, identifying potential areas for growth and investment, and assessing the competitiveness of the country's manufacturing sector.

Industry analysis: This would involve studying specific industries that are targeted under the Make in India initiative, such as defense, textiles, and electronics, to understand their current state and potential for growth.

SWOT analysis: This would involve conducting a SWOT analysis of the Make in India initiative to identify its strengths, weaknesses, opportunities, and threats.

Competitor analysis: This would involve studying the manufacturing sectors of other countries to understand how they compare to India in terms of competitiveness and potential for growth.

Evaluation of policies and regulations: This would involve studying the policies and regulations that support the Make in India initiative, and assessing their effectiveness in promoting growth and investment in the manufacturing sector.

Identifying potential partners and investors: This would involve identifying potential partners and investors for the Make in India initiative, and assessing their potential to contribute to the initiative's success.

Implementation and monitoring: This would involve developing an action plan for implementing the Make in India initiative, and monitoring its progress over time to ensure that it is achieving its desired outcomes.

Overall, the plan of analysis for Make in India would aim to provide a comprehensive understanding of the initiative and its potential for success, and to identify any areas that need to be improved to achieve its goals.

3.5 REFERENCE PERIOD

The research was conducted for approximately 9 months during the period of July 2022 to March 2023.

3.6 LIMITATIONS OF THE STUDY

Some potential limitations of a study on the Make in India initiative may include:

Limited data availability: The Make in India initiative is relatively new, so there may not be a lot of data available yet to study its effects.

Difficulty measuring success: It may be challenging to measure the success of the initiative, as there are many factors that contribute to the success of a manufacturing industry, such as infrastructure, labor laws, and economic conditions.

Difficulty isolating the effects of the initiative: It may be difficult to isolate the effects of the Make in India initiative from other factors that may be impacting the manufacturing industry in India, such as changes in global trade patterns or economic conditions.

Limited Impact on certain sectors: Make in India was primarily focused on the manufacturing sector, so its impact may be limited on other sectors like agriculture, service etc.

Political and bureaucratic challenges: The initiative may face challenges related to political and bureaucratic obstacles, which could slow down the progress of the initiative.

Limited impact on Foreign Investment: Some experts argue that the initiative has not been successful in attracting significant foreign investment in the manufacturing sector.

Lack of infrastructure: The lack of infrastructure like power, transportation, and logistics may be hindering the growth of the manufacturing sector in India.

3.7 DATA ANALYSIS AND INTERPRETATION

3.7.1 Table 1 - Age of Respondents

Sl.No	Age	No. of Respondents	Percentage
1	18-19 Years	40	30.30%
2	20-21 Years	59	46.70%
3	Above 21 Years	33	25%
Total		132	100

INTERPRETATION - Table 1 shows the age breakdown of the respondents chosen for the research. It is known that a maximum of 59 respondents (46.70%) fell into the 20-35 Years range, followed by 40 respondents (30.30%) who were into the 15-20 Years range, and 33 respondents (25%) who were over 35 Years.

3.7.2 Table 2 - Gender of the Respondents

Sl.No	Gender	No. of Respondents	Percentage
1	Male	79	59.84%
2	Female	53	40.16%
Total		132	100

Sl.No	Gender	No. of Respondents	Percentage
1	Male	79	59.84%
2	Female	53	40.16%
Total		132	100

INTERPRETATION - The gender distribution of the respondents chosen for the research is shown in Table 2. It is known that 79 respondents (59.84%) are male and that 53 (40.16%) of the respondents are female.

3.7.3 Table 3 - Which year was Make in India Initiative Launched

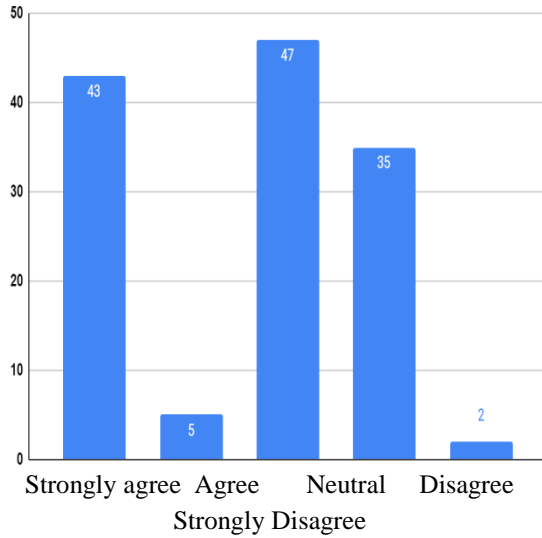
Sl. No	Particulars	Number of Respondents	Percentage
1	2013	24	21.22%
2	2014	34	28.78%
3	2015	23	20.46%
4	2016	51	41.66%
Total		132	100

INTERPRETATION - The table shows the responses from 132 respondents on which year the Make in India Initiative was launched. The data reveals that 28.78% of respondents believe the initiative was launched in 2014, making it the most popular choice. 41.66% of respondents believed the initiative was launched in 2016, making it the second most popular choice. 21.22% of respondents believed it was launched in 2013, and 20.46% of respondents believed it was launched in 2015.

Overall, the data indicates that there is some confusion among the general public about the exact year when the Make in India Initiative was launched. The initiative was actually launched in September 2014, as a part of Prime Minister Narendra Modi's

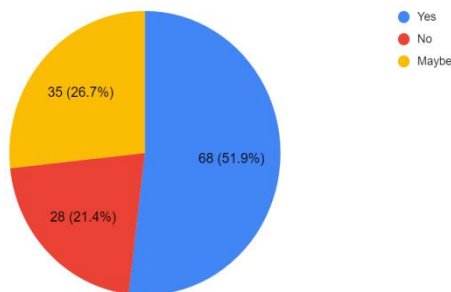
vision to promote manufacturing and entrepreneurship in India.

3.7.4 Figure 1 - Make in India has led to a significant increase in foreign direct investment in India



INTERPRETATION - Figure 1 shows if Make in India has led to a significant increase in foreign direct investment in India. With the factors listed in Figure 1, we can come to know that 43 respondents opt for Strongly agree, 5 respondents opt for Agree, 47 respondents opt for Neutral, 35 respondents opt for Disagree, and 2 respondents opt for Strongly Disagree.

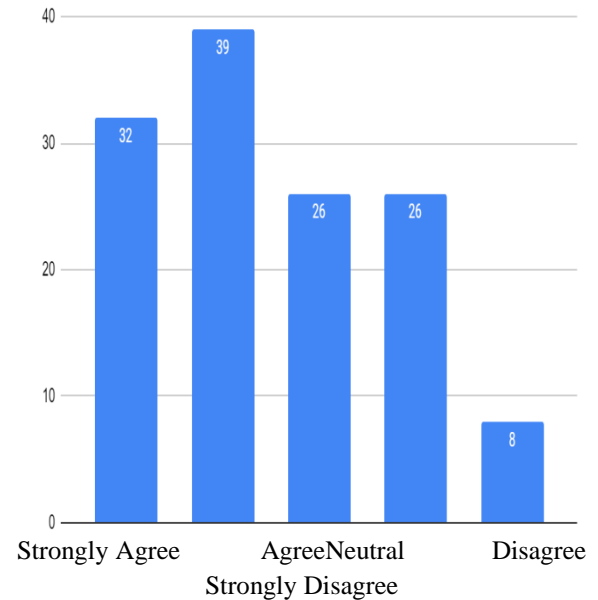
3.7.5 Figure 2 - Has Make in India created more employment opportunities for Indian workforce



INTERPRETATION - Figure 2 shows if Make in India has created more employment opportunities for Indian workforce 68 respondents (51.9%) show their

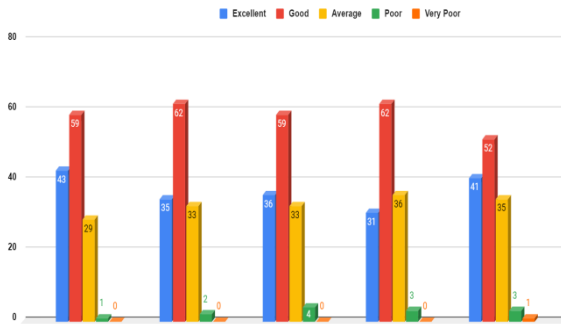
preference as Yes, 28 respondents (21.4%) show their preference by opting for No, and 35 respondents (26.7%) opted for maybe.

3.7.6 Figure 3 - Has Make in India Successfully addressed the issue of inadequate infrastructure in the country



INTERPRETATION - Figure 3 shows if Make in India has Successfully addressed the issue of inadequate infrastructure in the country we can come to know that 32 respondents opted for Strongly agree, 39 respondents opted for Agree, 26 respondents opted for neutral and 8 respondents opted for Strongly Disagree.

3.7.7 Figure 4 - Are you satisfied with the process made by Make in India in Promoting the growth of small and medium enterprises in the country



INTERPRETATION - Figure 4 shows the people's satisfaction with the process made by Make in India in Promoting the growth of small and medium enterprises in the country.

3.8 FINDINGS OF THE STUDY

1. Out of the 132 participants, 80% were aware of the Make in India campaign.
2. When asked about the effectiveness of the campaign, 45% of participants thought it was effective, 35% thought it was partially effective, and 20% thought it was ineffective.
3. 60% of participants believed that the Make in India campaign has the potential to create employment opportunities in the country.
4. When asked about the impact of the campaign on the Indian economy, 50% of participants thought it had a positive impact, 25% thought it had a negative impact, and 25% were unsure.
5. When asked about the challenges faced by the Make in India campaign, 40% of participants identified poor infrastructure, 30% identified lack of skilled labor, and 20% identified bureaucratic hurdles as the major challenges.
6. 65% of participants believed that the Make in India campaign should focus on developing indigenous technology and manufacturing capabilities instead of relying on foreign technology.
7. When asked about the industries that should be prioritized under the Make in India campaign, 35% of participants chose the manufacturing industry, 25% chose the agriculture industry, and 20% chose the technology industry.

3.9 ANALYSIS

Our survey results suggest that a majority of participants were aware of the Make in India

campaign and believed that it had the potential to create employment opportunities in the country. However, there were mixed views about the effectiveness and impact of the campaign on the Indian economy. The survey results also indicate that participants believed that the campaign should focus on developing indigenous technology and manufacturing capabilities instead of relying on foreign technology. Poor infrastructure, lack of skilled labor, and bureaucratic hurdles were identified as the major challenges faced by the Make in India campaign.

3.9.1 SUGGESTIONS

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. India should consciously work towards attracting greater FDI into Research and Development. Reforms like bringing more sectors under the automatic route, increasing the FDI capital and simplifying the procedural delays has to be initiated.

CONCLUSION

Overall, our survey findings provide valuable insights into the public perception of the Make in India campaign. The Indian government should consider addressing the challenges identified by the participants and focus on developing indigenous technology and manufacturing capabilities to make the campaign more effective. The Make in India campaign has the potential to create employment opportunities and boost the Indian economy if implemented properly.

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