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Entrepreneurs' Perception about 'Make in India' Project & Management: A Study of Yamuna Nagar & Ambala Districts of State of Haryana



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Abstract

The Make in India is an initiative started by NDA government which helps to facilitate investment, foster innovation, enhance skill development, protect intellectual property, and build manufacturing infrastructure. This initiative has its origin in the Prime Minister's Independence Day Speech where he gave a clarion call to "Make in India" and "Zero Defect; Zero Effect" policy. The main aims of the policy are to convert India into a global manufacturing hub; to help create jobs and boost economic growth, to urge both local and foreign companies to invest in India. In the present paper an attempt has been made to see the perception of entrepreneurs of Yamuna Nagar and Ambala districts of state of Haryana about Make in India policy.

Keywords: Make in India, Entrepreneurs, Foreign Direct Investment, Economic Growth, and Employment.

Introduction

Make in India, a type of 'Swadeshi Movement' covering 25 sectors of the economy, was launched by Government of India on 25th September 2014 to encourage companies to manufacture their products in India and also increase their investment. As per the current policy 100% Foreign Direct Investment (FDI) is permitted to all 25 sectors, except for space (74%), defence (49%) and news media (26%). After the launch, India received investment commitments worth Rs.16.40 lakh crore (US\$ 240 billion) and investment inquiries worth Rs.1.5 lakh crore (US\$ 22 billion) between September 2014 to February 2016. As a result, India emerged as the top destination globally in 2015 for FDI surpassing the USA & China, with US\$ 60.1 billion FDI. Several states launched their own Make in India initiatives such as 'Vibrant Gujarat', 'Happening Haryana' & 'Magnetic Maharashtra'. India received US\$ 60 billion FDI in financial year 2016-17.

Sectors Covered under the Policy

Make in India focuses on the following 25 sectors of the economy

<ul style="list-style-type: none"> • Automobiles & Automobiles Components • Aviation • Bio technology • Construction • Defence Manufacturing • Defence Exports • Electronic systems • Electrical machinery • Food Processing • Exports • Information technology & Business process management • Leather 	<ul style="list-style-type: none"> • Media & Entertainment • Mining • Oil and Gas • Pharmaceuticals • Ports and Shipping • Railways • Rapid Transit • Renewable Energy • Roads and Highways • Space and Astronomy • Thermal Power • Textile and Garments • Tourism & Hospitality • Wellness & Healthcare
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Objectives of the Study

Following are the objectives of the study:

1. To know the awareness level of entrepreneurs of Yamuna Nagar and Ambala Districts of State of Haryana towards Make in India scheme
2. To know the perception of entrepreneurs of Yamuna Nagar and Ambala Districts of State of Haryana about Make in India.

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Haryana & Make in India

Haryana is a preferred destination for auto majors and auto-component manufacturers. The state is host to many large automotive players. Gurugram has emerged as a preferred destination for the IT industry in North India, with more than 400 IT and ITeS companies. Haryana aggressively promotes organic farming; financial assistance is provided to farmers for production and use of vermicompost. Total foodgrain production in Haryana in 2017-18 was 17.48 million tonnes. In May 2018, Government of Haryana signed 10 memoranda of understanding (MoUs) with UK for various projects requiring investment of around Rs 1,500 crore (US\$ 232.74 million). Amazon, the Seattle-headquartered e-commerce company that operates an online marketplace opened its 22nd fulfillment centre in Sonapat, Haryana. A medical college will be set up in each district of Haryana to meet the rising healthcare requirements. A Swedish organization Kunskaapsskolan is working with the government to improve vocational education at 100 state run schools.

On the second day of the Make in India (MII) Week, Haryana Chief Minister **Manohar Lal Khattar** told that Haryana has received Rs 20,000 crore worth of offers to do business from over 18 people. He also mentioned that the Wanda Group of China had signed a Memorandum of Understanding worth Rs 65,000 crore. The Chief Minister expects investment from all sectors that can give employment to Haryana youth as the state looks to create 4 lakh jobs. Haryana recently unveiled a new 'Enterprise Promotion Policy', which is targeting ease of doing business and transparency to attract more investments into the state.

Review of Literature

Roehm Patrick 2018 opines that the influence of corporate venture capital (CVC) investments within the venture capital industry, that is, equity stakes in high technology ventures, has stimulated the specific research area. Generally, CVC is strongly associated with the concept of corporate venturing and plays a vital role in the strategic renewal of established companies. Deepak Pandit, Mahesh Kumar P. Joshi, Shalini Rahul Tiwari, studied that the field of entrepreneurship is gaining acceptability among the youth of India. While the initiation, funding and success and failure of a start-up have been studied extensively, the entrepreneurial ecosystem that support, nurture and prepare entrepreneurs requires further examination. One such component of this ecosystem is the institutes of higher education that play a crucial role in preparing the future entrepreneurs of India. Though there seems to be a need for education programmes specifically designed to expand students' skills in entrepreneurship, there is limited research on the entrepreneurial intention (EI) of students in India.

The Economic Times, 01 February, 2016, states that India has only created 4 million manufacturing jobs since 2010, according to Boston Consulting. At the current rate, India may only create 8 million jobs by 2022, well below the government's

goal of 100 million. Professor Ravi Aron, a U.S.-based expert in manufacturing, said India was ill-suited for a Chinese-style export boom, because it lacked the infrastructure and the skills for its exports to compete internationally. "It should not be called 'Make in India' but 'Make In Spite of India,'" said Aron, of Johns Hopkins University, advising the Indian government to scale back its ambitions and focus on its growing domestic market.

Research Methodology

The present study covers the areas of two renowned districts of state of Haryana i.e. Yamuna Nagar and Ambala respectively. A sample of 480 respondents is taken for the present study by random sampling method. Respondents are selected from specific sectors of Make in India. All respondents are citizens of India. Primary data is collected through interviewing the respondents by structured questionnaire and secondary data is from journals and magazines.

Demographic Profile of the Respondents

District wise Distribution of the Respondents

District	No. of Respondents
Yamuna Nagar	240
Ambala	240
Total	480

240 respondents are taken from Yamuna Nagar and 240 respondents are taken from Ambala district of state of Haryana.

Area wise Distribution of the Respondents

Area	No. of Respondents
Rural	168
Urban	312
Total	480

Figure 2: Area Wise Distribution of the Respondents

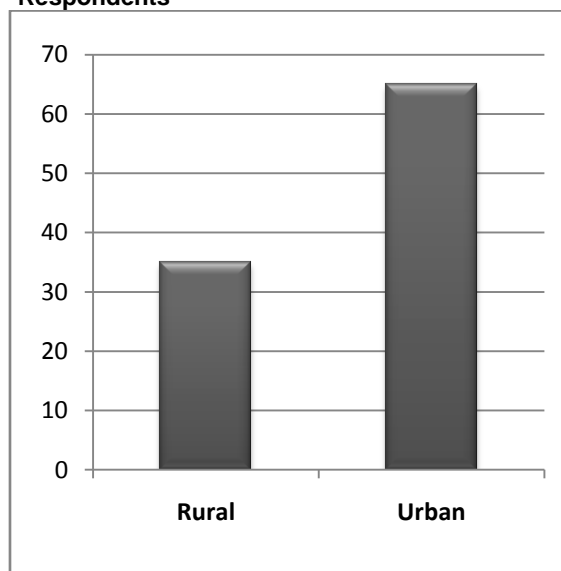


Table and figure show that 35% respondents are from the rural area though 65% respondents are from urban area. It means the respondents are related to urban areas more rather than rural areas.

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Education wise Distribution of Respondents

Education	No. of Respondents
Matric	27
Senior Secondary	49
Graduation	185
Post-graduation	168
Diploma/ITI etc.	51
Total	480

Figure 3: Education wise Distribution of the Respondents

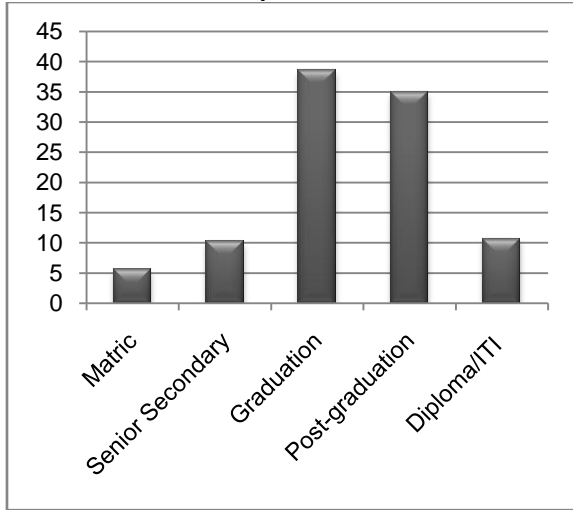


Table and figure show that 5.62% respondents have passed matric which is followed by 10.20% who passed senior secondary. A good number of 38.54% respondents possessed a graduation degree, though 35% having post graduate degree. 10.62% respondents have diplomas etc. Thus we can say that graduates are more integrated rather than other respondents.

Respondents Selected From Sectors

Category	No. of Respondents
Automobile parts dealers	80
Builders	70
Hoteliers	40
IT Professionals	120
Pharmacists	90
Tour & Travel Agents	80
Total	480

Figure 4: Respondents from Various Sectors

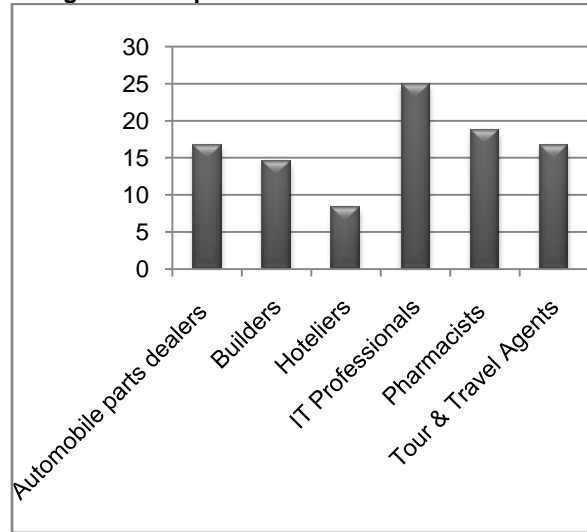


Table & Figure show 16.66% respondents belong to automobile parts sector, though 14.58% are from construction sector. 8.33% respondents are from hospitality sector and 25% respondents are from IT sector. 18.75% respondents are from pharmaceutical sector and 16.66% respondents are from tourism sector. Here we can say that IT sector is involve in more than other sectors in the process of Make in India programme.

5. Are you well aware about Make in India Scheme?

Table 5: Awareness about Make in India Scheme

Category	Fully Aware	Partly Aware	Not Aware
Automobile parts dealers	40	30	10
Builders	22	41	07
Hoteliers	9	15	16
IT Professionals	74	46	-
Pharmacists	23	31	36
Tour & Travel Agents	19	21	40
Total	187	184	109

Figure 5: Awareness about Make in India Scheme

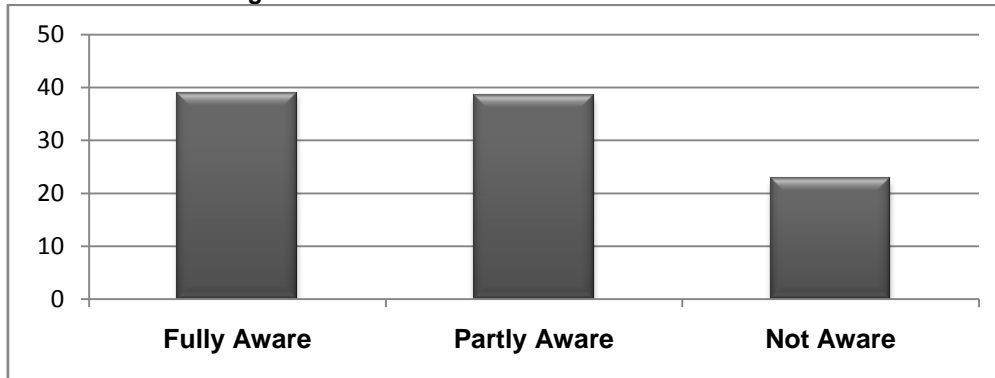


Figure 5 shows that 38.95% of the respondents are fully aware about this scheme, though 38.33% are partly aware, followed by 22.70%

respondents who are not aware about this Make in India initiative.

6. Do you think Make in India is a Beneficial Scheme Launched by the Government?

Table 6: Is Make in India is a Beneficial Scheme?

Category	Yes	No	Don't Know
Automobile parts dealers	65	04	11
Builders	43	19	08
Hoteliers	21	07	12
IT Professionals	89	12	19
Pharmacists	37	14	39
Tour & Travel Agents	23	21	36
TOTAL	278	77	125

Figure 6: Make in India is a Beneficial Scheme

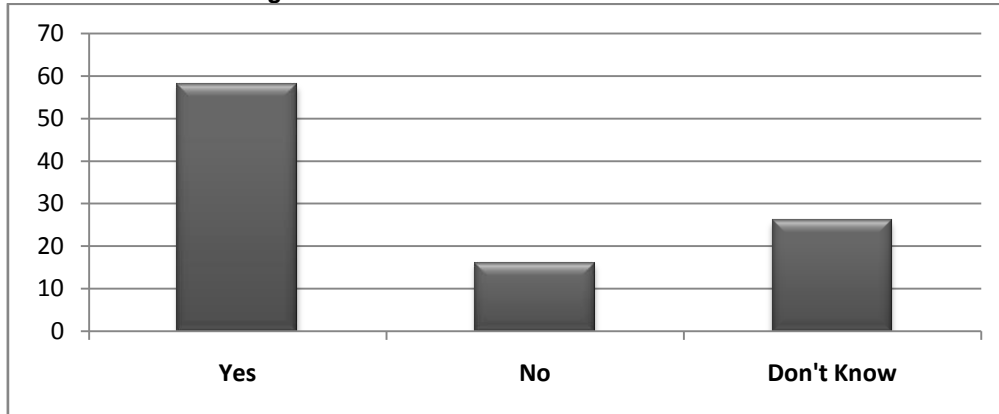


Table and figure show that 57.91% respondents agreed to the view that this is a beneficial scheme. 16.04% respondents have their

answer in negative, though 26.04% respondents have no opinion.

7. Do you agree that Make in India Initiative will Generate Employment & Boost Economic Growth?

Table 7: Make in India will Generate Employment & Boost Economic Growth

Category	Strongly Agree	Agree	Neither Agree nor Disagree	Strongly Disagree	Disagree
Automobile parts dealers	18	23	27	03	09
Builders	15	19	22	04	10
Hoteliers	05	12	03	07	13
IT Professionals	72	42	05	-	-
Pharmacists	27	41	11	02	09
Tour & Travel Agents	29	21	18	05	07
TOTAL	166	159	86	21	48

Figure 7: Make in India will Generate Employment & Boost Economic Growth

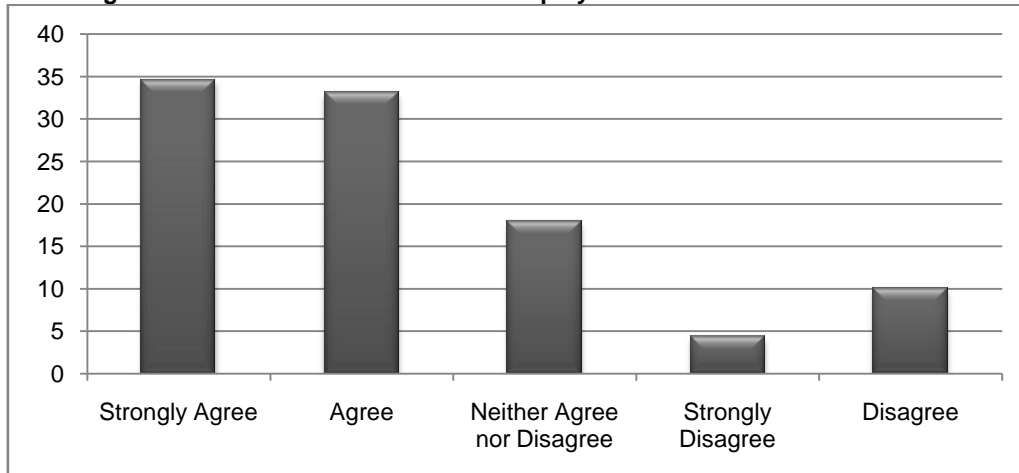


Figure 7 shows that 34.58% respondents strongly agreed and 33.12% agreed that this initiative will generate employment and boost the economy. So a major part of the respondents are on positive side of

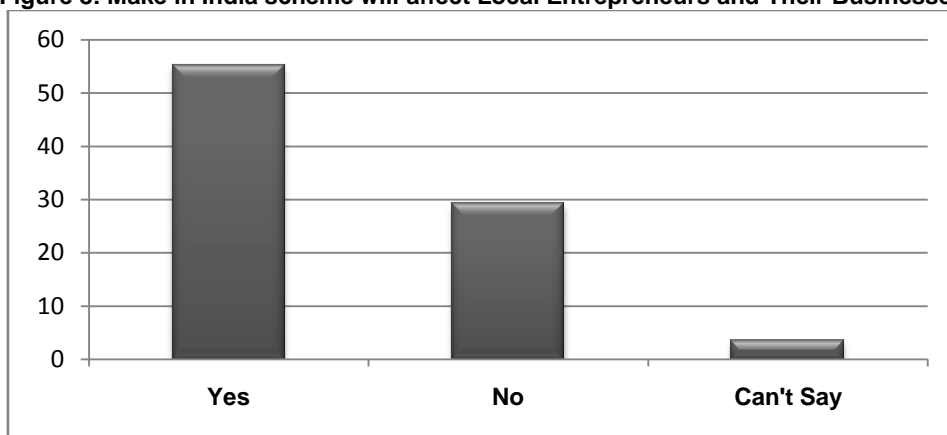
the scheme. 4.37% strongly disagree and 10% disagree with the statement. 17.91% respondents chose no option.

8. Do you think Make in India scheme will affect Local Entrepreneurs and Their Businesses?

Table 8: Make in India scheme will affect Local Entrepreneurs and their Businesses

Category	Yes	No	Can't Say
Automobile parts dealers	45	17	18
Builders	38	21	11
Hoteliers	17	14	09
IT Professionals	85	23	12
Pharmacists	43	37	10
Tour & Travel Agents	37	28	15
TOTAL	265	140	75

Figure 8: Make in India scheme will affect Local Entrepreneurs and Their Businesses



It is clearly evident from table and figure that 55.20% respondents feel that the initiative will affect local entrepreneurs and their businesses. 29.16% respondents answered in negative, followed by 15.62% respondents who had not responded the statement. However, a large chunk of respondents agreed with the statement.

Findings of the Study

Following are the findings of the study-

- 38.95% of the respondents are fully aware about this scheme, though 38.33% are partly aware, followed by 22.70% respondents who are not aware about this Make in India initiative.
- 57.91% respondents agreed to the view that this is a beneficial scheme. 16.04% respondents have their answer in negative, though 26.04% respondents have no opinion.
- 34.58% respondents strongly agreed and 33.12% agreed that this initiative will generate employment and boost the economy. So a major part of the respondents are on positive side of the scheme. 4.37% strongly disagree and 10% disagree with the statement. 17.91% respondents chose no option.
- 55.20% respondents feel that the initiative will affect local entrepreneurs and their businesses. 29.16% respondents answered in negative, followed by 15.62% respondents who had not responded the statement. However, a large chunk of respondents agreed with the statement.

Suggestions

- It is evident from the study that still a good number of people are not aware about this scheme, so government should rigorously advertise this campaign.
- State governments and administration must work in this direction so that local entrepreneur should participate in this initiative.
- Business houses & corporate should organize awareness programs about Make in India initiative so that general public and MSME sector get enlightened about it.
- Likewise government needs to boost investor sentiment by having corporate government responsibility for effective governance.
- Skill development programs should be launched especially for people from rural and poor ones from urban cities.

Conclusion

India is a country rich in natural resources. Labour is in plenty and skilled labour is easily available given the high rates of unemployment among the educated class of 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 economy.

This project will lead to an increase in exports and manufacturing. An increase in exports will improve the economy and India will be transformed into a global hub of manufacturing through global

E: ISSN No. 2349-9443

investment using the current technology. Manufacturing will also boost India's economic growth and GDP. It will lead to the creation of many job opportunities. Around ten million people are expected to get jobs. An increase in investment will bring employment opportunities for the skilled labor force and this will form a job market.

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