



A STUDY OF AWARENESS AND PERCEPTIONS ABOUT MAKE IN INDIA INITIATIVE AMONG THE RESIDENTS OF KDMC (KALYAN DOMBIVLI MUNICIPAL CORPORATION) REGION

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Abstract:

"Made in India" initiative was introduced by Prime Minister Narendra Modi on September 25, 2014. The initiative's four pillars are new mindset, new sectors, new infrastructure, and new processes. The primary objective of this study is to decipher the awareness of the people in KDMC region about the Make in India initiative. It is important from the viewpoint of finding what people of KDMC region perceive about the efforts of Government in promoting and making Make in India initiative successful. The awareness of potential respondents is important as demand for manufacturing goods is high in urban area. This study will help examine the factors affecting the awareness like socio-economic background, media exposure and education, etc. This study highlights the role of education and media in promoting the initiative. Using both qualitative and quantitative methodologies, this study investigates the impact of the Make in India initiative in the KDMC region from people's perception. Data is gathered from an array of sources, including government papers, academic journals, along with a brief survey. The data analysis is done using statistical tools.

Key Words: Make in India, Awareness, KDMC.

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Introduction:

In a world of rapid growth and development, it's usual for governments and other authorities to look into framing schemes and policies for the profitable and overall growth and development of the country and its people. On September 25, 2014, Indian Prime Minister Shri Narendra Modi launched the Make in India initiative, taking into account the responsibility for profitable growth and development in the country. The primary goal of its commencement was to seek investment from firms all over the world and to manufacture their products and services in India. This project will usher in a manufacturing revolution while also transforming India into a manufacturing powerhouse. According to the government's revelation, it would not merely promote investment but also

stimulate innovation, skill development, entrepreneurship, the development of vibrant sectors, and the simultaneous strengthening of the economy. This initiative focuses on building smart cities, bringing foreign direct investment, getting in touch with the technologies in the world, developing each sector with the changes in ways and technologies, and easing the doing of business with new initiatives and innovations. The four pillars that have been introduced in the Make in India initiative - new processes, new infrastructure, new sectors, and a new mindset - are pivotal for the success of the notion of making India a global economy. With "ease of doing business," the new processes significantly stimulate entrepreneurship. The primary intent is to eliminate licenses and deregulate the sector throughout the life cycle of a company. As the

economy grows, functional infrastructure becomes increasingly vital. The new infrastructure comprises sophisticated high-end connectivity, an intertwined logistics chain, smart cities, and artificial corridors. The Make in India design has targeted roughly 25 sectors, including manufacturing, structure, and service. This includes the third pillar, which is the listing of new sectors. A new mindset is also needed to achieve a paradigm shift in dealings between the government and industry. With a new mindset being the fourth and last pillar, the government has briefed its authorities and concentrated without leaving any corner of the economy behind. The KDMC region is being under development since past few years. This study on awareness and perception will aid in finding insights on challenges and opportunities originated while implementation and accomplishment of the aims under Make in India initiative in KDMC region.

Kalyan-Dombivli Municipal Corporation is the governing body including areas under its jurisdiction as follows: Dombivli, Thakurli, Kalyan, Sapad, Umbarde, Gauripada, Ambivli, Baneli, and Titwala.

Research Methodology:

Objectives:

1. To understand the awareness about the Make in India initiative among the residents of KDMC region.
2. To know the people's perceptions about the promotion, effectiveness and impact of Make in India initiative in the KDMC region.
3. To identify the challenges in implementation of Make in India initiative and the improvements expected by the people from the government.

Hypothesis:

Null Hypothesis: The residents of KDMC region are not significantly satisfied with the Make in India initiatives undertaken by the government.

Alternate Hypothesis: The residents of KDMC region are significantly satisfied with the Make in India

initiatives undertaken by the government.

Significance:

It is the primary responsibility of government to look at the welfare of the people of the country. The government plans out things for future and frames certain policies and scheme from which common people and the society could benefit themselves. Make in India is one of such policies which can haul development in India. This initiative can also generate employment, develop entrepreneurship and boost innovation. Simplifying business regulations, launching dedicated investment platforms, easing foreign direct investments norms and building Smart cities becomes the major part of the Make in India initiative. KDMC is a developing region. And proper development could happen only if the government is active, people are aware of what schemes and policies government is framing as well as what changes they see and benefits they get from them. Almost 10 years have passed since Make in India initiative has been notified and thus it becomes significant to turn our vision towards whether people are aware about this initiative. It is important to know the opinion of people about how government is operating its forces to make this initiative effective in KDMC region. It can also be understood through this study if people of the region are satisfied or if there are any more expectations and improvements expected by them from the government. If people are aware of the fact that Make in India initiative has brought certain schemes like Atmanirbhar Bharat package, Production Linked incentive Schemes, Domestic Market Promotion and many more, they can avail from these schemes by entering into entrepreneurship and boosting innovation. Entrepreneurship along with innovation can boost businesses in local area, which will build employment, increase market interactions, and eventually will help the develop the KDMC region. Additionally, the Smart City project run by the Government can change the face

of the city in terms of infrastructure. Hence, gauging the level of awareness will not only helpful for the residents of KDMC region, but will also help to gauge its impact in the region. The impact includes the challenge and opportunities generated, identifying gaps in communication, areas where awareness is required and implementation barriers. This study will help the policymakers to make full fledged improvements in the initiative and maximize its benefits.

Methodology:

The research conducted is descriptive research as no experimentation is done. It is based on critical evaluation and analysis of primary data collected from a sample of 62 residents of KDMC region. The respondents include college students, teachers, relatives and other people living in KDMC region. A detailed questionnaire is prepared to collect relevant information from the respondents. The questionnaire includes questions based on respondents' views, thinking and attitude and also few questions giving recommendations, if any. The collected data is then analyzed by using statistical tools like grouping, percentages, averages, etc. The hypothesis is tested using statistical software. This method will help in perceiving the people's awareness, perception and also understand what challenges Make in India initiative faces. It will also help to understand where the government has not paid heed by collecting suggestive improvements from the people.

Scope:

1. This study is limited to the geographical region of Kalyan-Dombivli Municipal Corporation.
2. It is based only on certain parameters about the Make in India initiative like awareness, impact, effectiveness, challenges and improvements expected by the people in this region.

Limitations:

3. The findings of this study may not be applicable to any similar studies conducted in other regions of the

country.

4. The other parameters related to Make in India initiative are not considered in this study.

Review of Literature:

In 2021, Anand, Ashesh authored a paper extensively studying the impact of Foreign Direct Investment (FDI) in the Make in India initiative on the Indian economy. The macro-level analysis considers various economic variables. The Make in India program encourages investors not only to invest capital but also to bring knowledge, skills, and assets to India for goods and services production. This export-oriented approach utilizes the country's resources with the support of business-friendly legal laws

In their 2015 study titled "Make in India: Turning Vision into Reality" (supported by BCG-CII), Arindam, Arun, and Anirban shed light on the current status and future prospects of the Indian manufacturing sector. The study critiques the initial ambitious targets set by the national manufacturing policy for 2022, suggesting more realistic goals for 2030. By comparing India's manufacturing sector with other countries and considering the "ease of doing business" rank, the research advocates the necessity of implementing substantial business reforms for the success of the Make in India program.

Sharif Mohd and Dr. O. P. Verma (2016) studied the economic and social impact of Make in India in tourism and hospitality. They state that reforms in strategies should be made for the initiative's success in the tourism sector.

Anurag Joshi, Prayag Bansal, and Sourav Panda (2018) studied the impact of Make in India on manufacturing, mining, and agriculture. They conclude that out of the three chosen sectors, only manufacturing and mining have a progressive impact.

In their 2016 paper, Priya Manchanda and Reeti Gaur delved into examining the necessity of revealing the influence of the Make in India initiative on Foreign

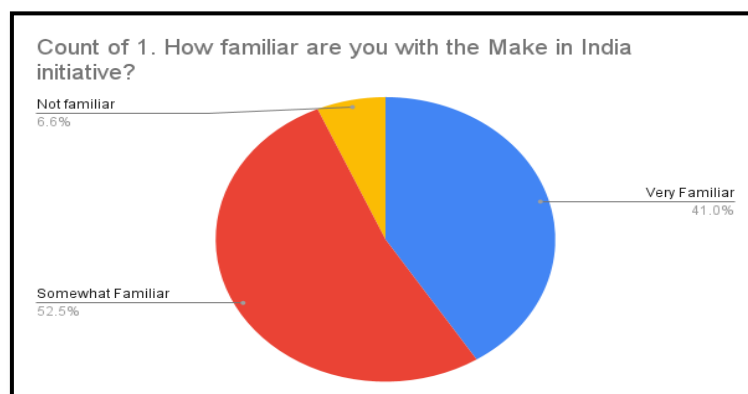
Direct Investment (FDI) inflow within the country. Upon conducting their analysis, the researchers concluded that the initiative demonstrated a favorable effect on the influx of FDI in India.

In 2017, Dr. Vishal Bishnoi delved into an examination of Make in India, highlighting it as a pivotal factor for achieving sustainable growth. His research findings underscore commendable initiatives aimed at enhancing foreign direct investment, reducing bureaucratic hurdles, advancing various sectors, fostering positive environmental effects, and reforming labor laws.

Mr. Arnold Jathanna and Dr. Seethalekshmy N. (2023) conducted a study to evaluate the growth of MSMEs with special reference to KDMC region. The purpose of the study was to determine the obstacles that MSMEs must overcome, test public knowledge of the efforts that the Government of India (GOI) has made to assist them, and recommend corrective actions to increase their chances of surviving. Making a sustained contribution to national revenue, employment, and exports calls for developing a technologically advanced, internationally competitive MSME industry. Prof. Soniya N. Kakandikar (2022) conducted a descriptive study on the "Make in Maharashtra" campaign in relation to "Make in India." The research

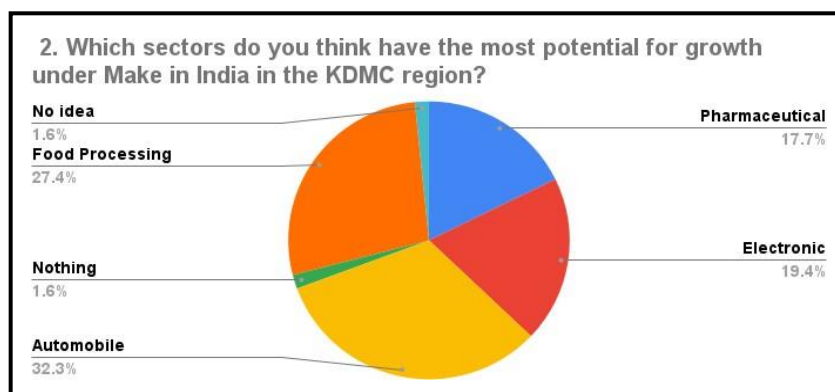
Data Analysis & Discussions:

1. Awareness and Familiarity about Make in India Initiative:



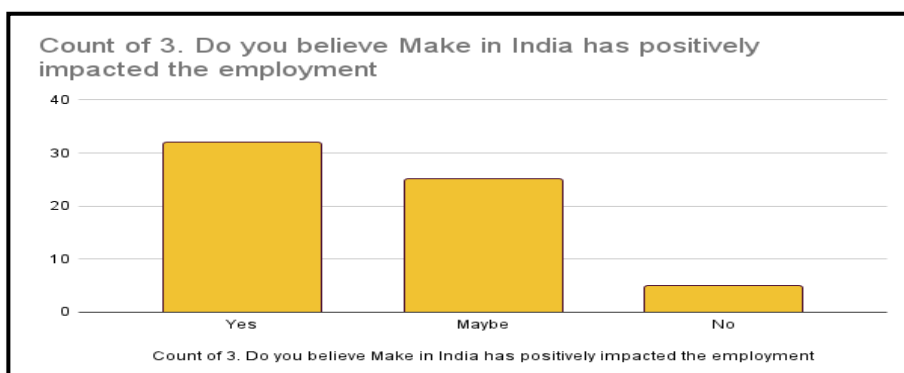
According to the survey analysis, 40.3% of people are aware of Make in India, 51.6% are somewhat aware of this initiative, and 6.5% are not aware of this initiative.

2. Sectors having most potential for growth under Make in India Initiative:



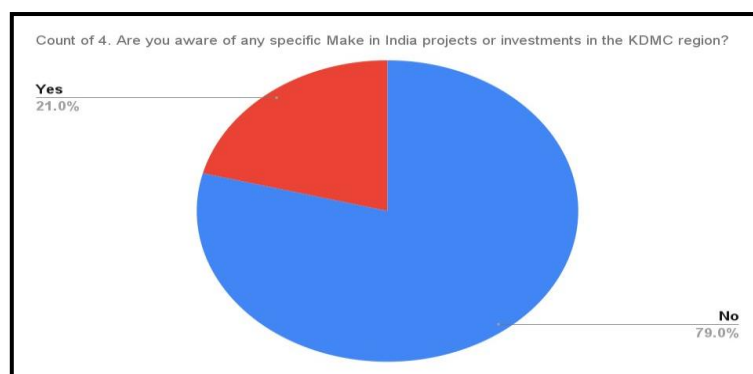
According to survey analysis, people’s opinions about the sector with the most potential for growth under the Make in India Initiative in the KDMC region are automobile, followed by food processing, electronics, and pharmaceuticals.

a. Positive Impact of Make in India Initiative on Employment



According to this survey, 51% of people considered that there is a positive impact on employment, 40% considered that there may be some positive impact on employment, and 9% of people think that no positive impact is shown on employment.

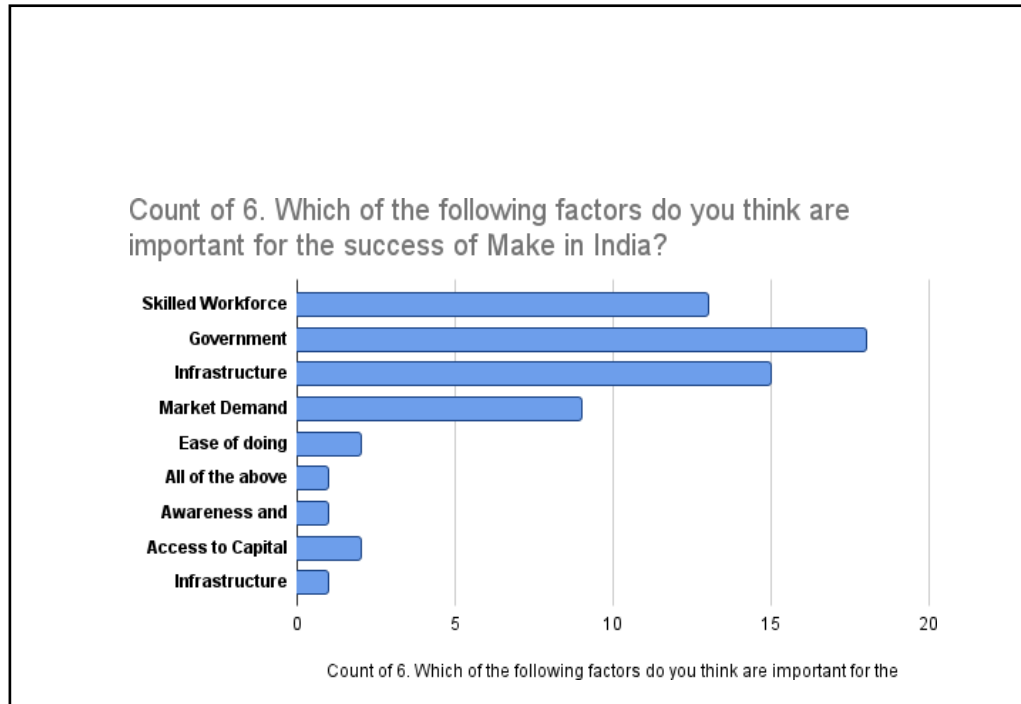
3. Awareness about Make in India projects and/or investments amongst the people of KDMC



Region

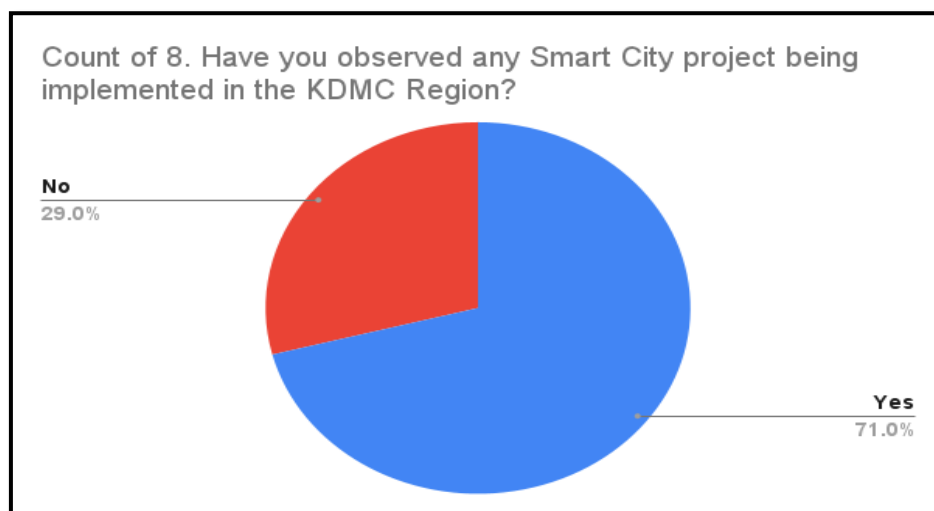
As per survey analysis, there are 79% people were not aware about any Make in India project or investment in KDMC Region. 21% people were aware about Make in India project or investment happening in KDMC Region.

a. Important factors for the success of Make in India Initiative.

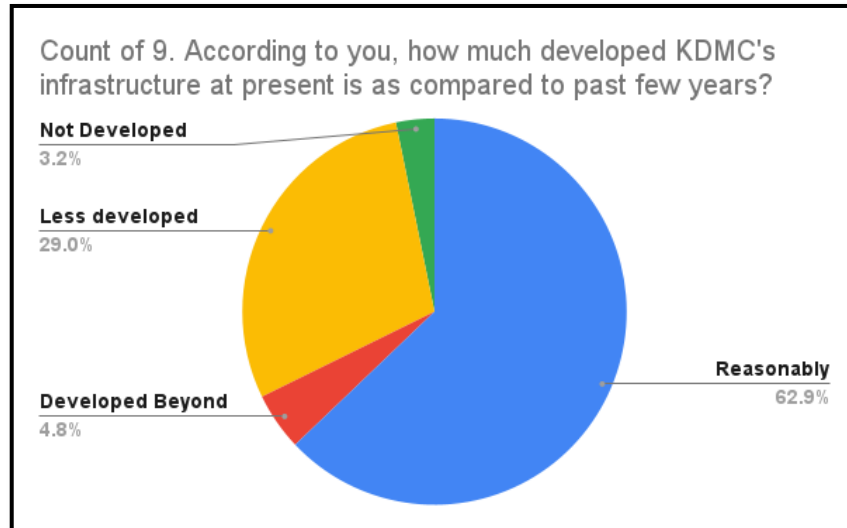


According to survey analysis, most people believe that government policies are the most important factor for the success of Make in India Project, followed by infrastructure development, a skilled workforce, and market demand.

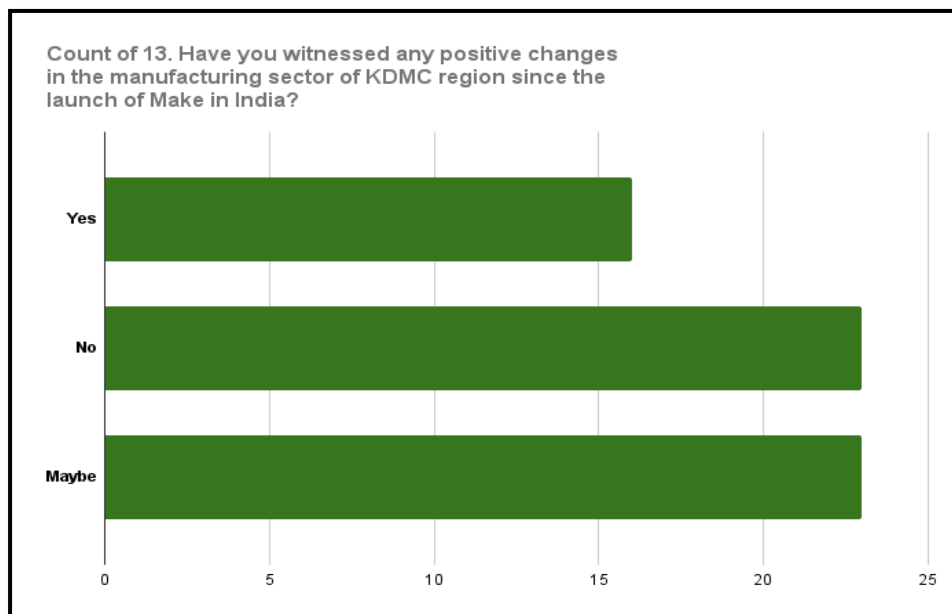
b. Respondents Observation of Smart City projects being Implemented in KDMCRegion.



According to the survey, there are 71% people who have observed Smart city project implementing in KDMC Region. And there are 29% people who haven't observed any smart city projects getting implementing in KDMC region.

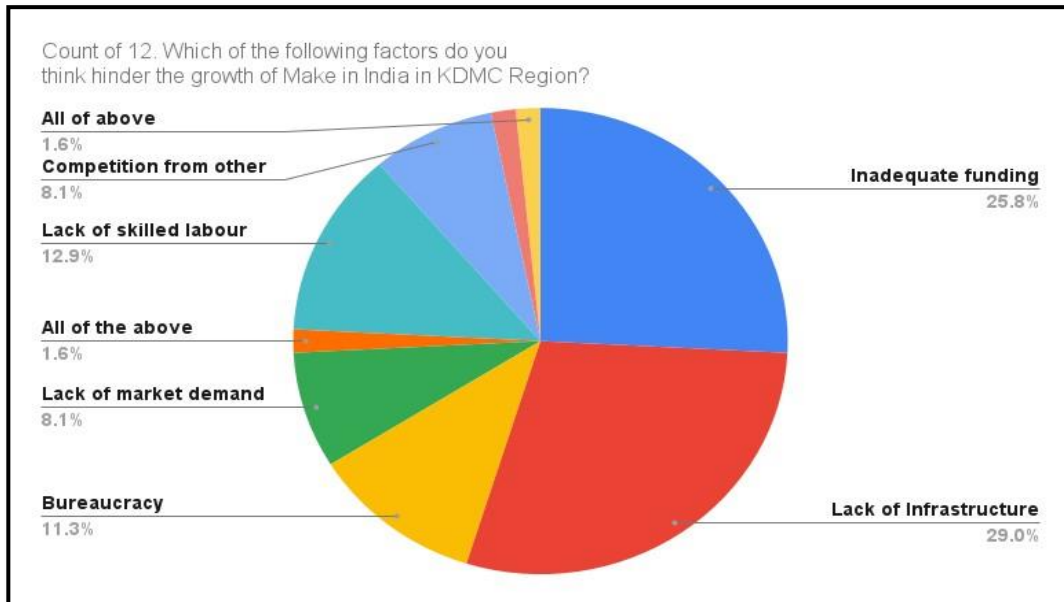
c. Development of KDMC's infrastructure as compare to past few years.


According to the survey analysis, 62.9% of respondents believe that the KDMC infrastructure has reasonably developed compared to the past few years. Meanwhile, a significant percentage of individuals, approximately 29%, think that the KDMC infrastructure is less developed than in the past. Additionally, 4.8% of respondents believe that the infrastructure in the KDMC Region is beyond normal development, while 3.2% of people think that the infrastructure in the KDMC Region is not developed.

d. Factors that hinder the growth of Make in India initiative in KDMC region


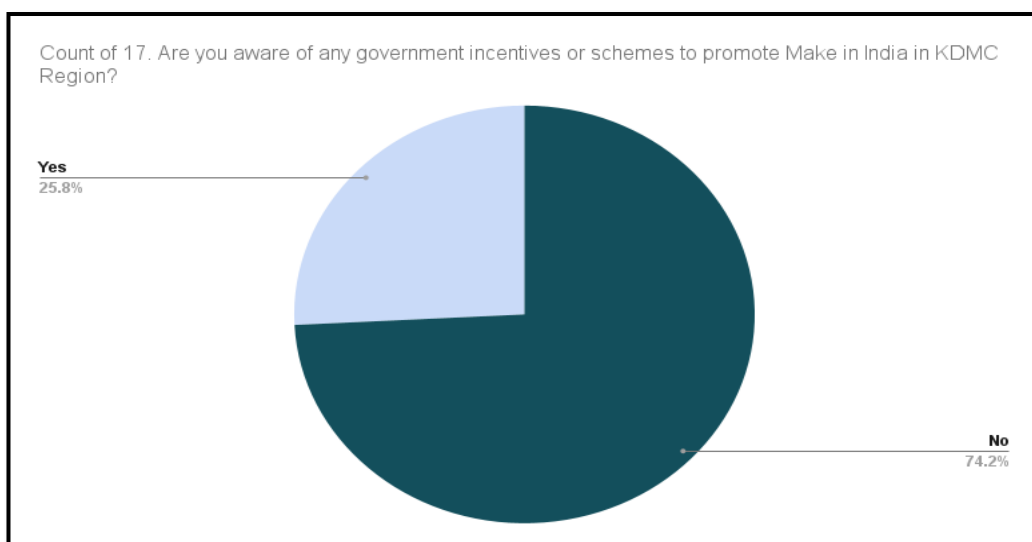
According to survey analysis, the lack of infrastructure stands out as the most significant factor hindering the growth of the Make in India initiative in the KDMC region. Other contributing factors include inadequate funding, a shortage of skilled labour, and bureaucratic challenges.

e. Positive changes of Make in India initiative on manufacturing sector in KDMC region.



According to the survey, 26% of the people agree that they have witnessed positive changes in the manufacturing sector in the KDMC Region. Additionally, 37% of the respondents do not agree that they have witnessed positive changes in the manufacturing sector in the KDMC Region, while another 37% of people say that they may have witnessed some positive changes in the manufacturing sector in the KDMC Region.

Respondents awareness about any government schemes and/or incentives to promote Make in India in KDMC region.



There are 74.2% respondents are not aware of any government incentive and schemes to promote Make in India in KDMC Region and other 25.8% respondents are aware of government incentive and schemes to promote Make in India in KDMC Region.

Hypothesis Testing:

Satisfaction Level of MAKE IN INDIA Initiatives		Z SatisfactionLevel
N	62	62
Mean	3.53	2.32e-17
Standarddeviation	0.804	1.000

Variable used: Satisfaction Level Test Applied: One Tail Z Test

In the case of one tail z test of mean, we compare the z value of mean with the table value of 1.645. If the z value is greater than the table value, the null hypothesis is rejected and if the z value is less than the table value, the null hypothesis is accepted.

In the above hypothesis, z value of mean is calculated as 2.32e-17 which is converted in absolute value as 0.0000000000000000232. This value is less than the table value of 1.645 ($z < 1.645$), hence, the null hypothesis is accepted.

Therefore, it is accepted that, the residents of KDMC region are not significantly satisfied with the MAKE IN INDIA initiatives undertaken by the government.

Summary of Findings:

1. Around half of the people are somewhat familiar about Make in India Initiative.
2. 74.2% of people in KDMC are not aware of any scheme or incentives under the Make in India Initiative.
3. 51% of the people consider that the Make in India Initiative can create positive impact on the employment in the region.
4. Respondents believe that automobile sector has the most potential for growth under Make in India initiative in their region.
5. Around 63% of the respondents say that the infrastructure in KDMC region has only reasonably developed in the past few years.
6. As per respondents, government policy and infrastructure are the most important factors for the success of Make in India.
7. According to the data collected, lack of

infrastructure and inadequate funding are the major factors that hinder the growth of Make in India in KDMC region.

Suggestions:

- Various promotion schemes need to be implemented to raise awareness about the Make in India initiatives among the residents of KDMC region.
- As lack of infrastructure is considered as a major issue in KDMC region, the government can make improvements involving enhanced lighting, better roadways, enhancement in span parking lots, infrastructure, energy efficiency, and environmental protection.
- Pollution levels can be addressed through sanitation and waste management and other tools including online trash cans, traditional trash cans, and fleet managementsystems.
- A smart city utilizes digital technology to enhance

traditional networks and services. Hence establishment of complimentary Wi-Fi hotspots which are integral to a smart city are recommended.

- Implementation of systems for electricity consumption, including automated systems to prevent theft, is a key aspect which also needs to be addressed.
- Furthermore, encouragement can be provided among the residents to be ‘Vocal for Local’ concept.
- Lack of awareness among higher age groups could also be because of lesser knowledge about technological resources as younger generations very quickly can come to know about latest updates and information given by the government.

Conclusion:

1. The level of awareness about the Make in India initiative if analyzed as per demographics shows that the age group of 18-24 especially students are quite familiar with this initiative. The awareness is majorly created by education. But, the level of awareness among the higher age groups is less as compared to the younger generation. Hence, government participation in promoting the policies and schemes is significant. As promotion spreads awareness and awareness helps to frame right opinion which can make a huge change.
2. And if people are aware of these schemes, people across all age groups can benefit from them. This will boost entrepreneurship and innovation which can simultaneously generate local employment opportunities.
3. The government policies and infrastructure development are the key factors for the success of Make in India initiative as a good infrastructure can make logistics and commuting easy. It will also boost tourism in historically significant KDMC region. This will generate income opportunities.
4. The lack of infrastructure could be a cause of

inadequate funding and this majorly become the reason for hindrance in success Make in India initiative.

5. The people should also be responsible and should contribute towards the initiative by opting for local products, keeping the city clean, taking initiative for entrepreneurship, etc.

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Cite This Article:

Patil A.V., Sharma G.M., Pujari A.L. & Ms. Nene S. (2024). Taxation: A Catalyst for India's Environmental Sustainability. In Aarhat Multidisciplinary International Education Research Journal: Vol. XIII (Number II, pp. 41–51).