

Awareness and Perception towards Make in India Scheme among the Rural People in Srivilliputtur Region, Tamil Nadu

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Abstract - Make in India is a one of the best scheme introduced by the Prime Minister Mr. Narendra Modi for the benefits of around 25 sectors running in our country. Its main aim is the products are made full of our Indian raw materials. In any form other country's products are included in the best scheme for improve and encourage the manufacturing sector. It create the job opportunities among the youngsters. So, the researcher handled the study to took over the awareness and perception towards make in India scheme. The researcher was analyzed the satisfaction and awareness about the scheme and how to reach to the rural area. She is used various statistical tools like percentage analysis, chi – square and weighted arithmetic mean.

Keywords: Awareness, Perception, Rural People.

I. INTRODUCTION

Make in India is an initiative launched by the Government of India to encourage multi-national, as well as national companies to manufacture their products in India. The Make-in-India campaign is a significant initiative to align India's manufacturing sector into the Global Value Chain by encouraging Public Private Partnership (PPP), Foreign Direct Investment (FDI) inflow, Joint Ventures (JV) and improving Ease in Doing Business (EDB) skills education will play a critical role in realizing this significant initiative as it would scale up Research Quality and Global connect with top quality foreign universities. The paper takes an overview of who in India is easily able to undertake skills training: barriers preventing people's access to skills education: and the members of the Indian society, that are particularly at risk from exclusion. This paper is a part of FICCT's Skills for All initiative that aims to create a discussion that will evolve bigger and better ideas on overcoming the barriers in the skills sector.

II. STATEMENT OF THE PROBLEM

The central government schemes are introduced for the people of our country. The government was tried to improve our people through various policies. Especially the make in India scheme was mostly useful for the various sectors. The scheme was introduced for the 25 sectors. A part from that, we must know the schemes are going and reach the each

and every people lived corner of the country or not. And also satisfaction level of the schemes. So, the study focuses on the perception and awareness towards make in India scheme among the rural people in Srivilliputtur region.

III. OBJECTIVES OF THE STUDY

The various objectives of the study are as follows:

1. To know the socio economic factors of the respondents in the study area.
2. To identify the perception of the respondents about the make in India scheme.
3. To analyze the satisfaction level of respondents about make in India scheme.

IV. HYPOTHESIS OF THE STUDY

The hypothesis has been framed by the researchers:

1. There is no significant difference between the literacy level and awareness of make in India scheme

V. METHODOLOGY

The study is based on both primary data and secondary data. Primary data was collected by using questionnaire. The questionnaire examined the various level of stress and also managing the stress. Secondary data have been collected from journals, website, books, magazine and articles.

Sampling Design

The researcher has selected Judgment sampling to select the respondent in the study area. The size of the sample is 50 respondents.

Tools And Techniques

The following statistical tools and techniques have been used to analyze and interpret the data collected,

- a. Percentage Analysis
- b. Chi-square test
- c. Weighted average mean.

VI. ANALYSIS AND INTERPRETATIONS

TABLE 1 DEMOGRAPHIC DETAIL

S.No.	Particulars	No. of Respondents	%	
1.	Gender	Male	28	56.0
		Female	22	44.0
		Total	50	100.0
2.	Age	Below 25 years	10	20.0
		26 yrs to 35 yrs	16	32.0
		36 yrs to 45 yrs	11	22.0
		Above 45 years	13	26.0
		Total	50	100.0
3	Literacy Level	Literate	36	72.0
		Illiterate	14	28.0
		Total	50	100.0
4.	Education	Up to SSLC	3	6.0
		HSC	5	10.0
		UG	16	32.0
		PG	7	14.0
		Diploma/ITI	9	18.0
		Total	50	100.0

Source: Primary Data

TABLE 2 DETAILS ABOUT THE STUDY

S.No	Particulars	No. of Respondents	%	
1.	Awareness	Aware	38	76.0
		Not Aware	12	24.0
		Total	50	100.0
2.	Know about Scheme	News paper	11	22.0
		Television	10	20.0
		Journals	8	16.0
		Magazine	7	14.0
		Radio	6	12.0
		Total	42	100.0
3.	Knowing full details	Known	42	84.0
		Un Known	8	16.0
		Total	50	100.0
4.	Any Objection	Objected	12	24.0
		Not Objected	38	76.0
		Total	50	100.0
5	If Objected	It is invaluable one	2	16.67
		Not create any effects in our country's economy	5	41.66
		Un useful for our economic growth	3	25.00
		Not possible one	2	16.67
		Total	12	100.00
6	Creation of Employment	Created	44	88.0
		Not Created	6	12.0
		Total	50	100.0

Source: Primary Data

From the above table1 inferred that the majority of the respondents are male (56%); comes under the age of 26 yrs to 35yrs (32%); are literate (72%) and their educational qualification is UG level (32%). From the table2, It is inferred that the majority of the respondents are Aware

(76%); comes under the Know about the scheme of newspaper (22%); Full details of make in India are Known (84%); 76% of the respondents are having no objection; 41.66% of the respondents are Not create any effects in our country's economy; 88.0% of the respondents created.

TABLE 3 LEVEL OF SATISFACTION ABOUT MAKE IN INDIA SCHEME

S.No	Particulars	HS	S	No	DS	HDS	Total
1	Manufacturing industry was developed very much.	5 (10.0%)	25 (50.0%)	15 (30.0%)	3 (6.0%)	2 (4.0%)	50 (100%)
2	The quality of products in increased	22 (44.0%)	8 (16.0%)	10 (20.0%)	6 (12.0%)	4 (8.0%)	50 (100%)
3	Minimizing the impact on the environment	12 (24.0%)	20 (40.0%)	10 (20.0%)	4 (8.0%)	4 (8.0%)	50 (100%)
4	It attracts the more capital for our country	13 (26.0%)	17 (34.0%)	5 (10.0%)	7 (14.0%)	8 (16.0%)	50 (100%)
5	It is improve the technology in every sector	15 (30.0%)	14 (28.0%)	14 (28.0%)	3 (6.0%)	4 (8.0%)	50 (100%)
6	It creates more job opportunities	13 (26.0%)	17 (34.0%)	7 (14.0%)	7 (14.0%)	6 (12.0%)	50 (100%)
7	It decreases the poverty of the people	17 (34.0%)	23 (46.0%)	3 (6.0%)	3 (6.0%)	4 (8.0%)	50 (100%)
8	Easy to get loan from banks	24 (48.0%)	16 (32.0%)	4 (8.0%)	4 (8.0%)	2 (4.0%)	50 (100%)
9	Easy to start business and attracting investors	15 (30.0%)	20 (40.0%)	5 (10.0%)	7 (14.0%)	3 (6.0%)	50 (100%)
10	Make in India scheme the environment	24 (48.0%)	16 (32.0%)	3 (6.0%)	3 (6.0%)	4 (8.0%)	50 (100%)

Source: Primary Data

TABLE 4 WEIGHTED ARITHMETIC MEAN FOR LEVEL OF SATISFACTION ABOUT MAKE IN INDIA

S.No	Particulars	HS	S	No	DS	HDS	Total	Rank
1	Manufacturing industry was developed very much.	25	100	45	6	2	178	VIII
2	The quality of products in increased	110	36	30	12	4	192	IV
3	Minimizing the impact on the environment	60	80	30	8	4	182	VII
4	It attracts the more capital for our country	65	68	15	14	8	170	X
5	It is improve the technology in every sector	75	56	42	6	4	183	VI
6	It creates more job opportunities	65	68	21	14	6	174	IX
7	It decreases the poverty of the people	85	92	9	6	4	196	III
8	Easy to get loan from banks	120	64	12	8	2	206	I
9	Easy to start business and attracting investors	75	80	15	14	3	187	V
10	Make in India scheme the environment	120	64	9	6	4	203	II

Source: Computed Data

- Highly dissatisfied – 1 Point
- Dissatisfied - 2 Points
- No Opinion - 3 Points
- Satisfied - 4 Points
- Highly Satisfied - 5 Points

Regarding the level of satisfaction through Make in India, Easy to get loan from banks rank first; Make in India

scheme the environment rank second; decreases poverty rank third; increased quality of products rank fourth; easy to start business rank fifth; Improve the technology rank sixth;

minimizing the impact on the environment rank seventh; Manufacturing industry is very much developed rank eighth; create more Job Opportunities rank ninth and attracts more capital rank tenth.

Hypothesis 1

There is no significant difference between the literacy level and awareness of make in India scheme.

TABLE 5 OBSERVED FREQUENCY

S.No	Particulars	Awareness		Total
		Aware	Not aware	
1	Literate	28	8	36
2	Illiterate	10	4	14
Total		38	12	50

Source: primary data

TABLE 6 EXPECTED FREQUENCY

S.No	Particulars	Awareness		Total
		Aware	Not aware	
1	Literate	27.36	8.64	36
2	Illiterate	10.64	3.36	14
Total		38	12	50

Source: primary data

TABLE 7 CALCULATION OF CALCULATED VALUE

O	E	O-E	(O-E) ²	(O-E) ² /E
28	27.36	0.64	0.4096	0.015
8	8.64	-0.64	0.4096	0.047
10	10.64	-0.64	0.4096	0.038
4	3.36	0.64	0.4096	0.1219
Calculated Value			0.2219	

Source: calculated data

Degrees of freedom = (r-1) * (c-1)
 = (2-1) * (2-1)
 = 1 @ T.V. is 1.96

VII. RESULT

Calculated value is (0.2219) less than the table value (1.96). So, the hypothesis is accepted. There is no significant difference between the literacy level and awareness of make in India scheme.

VIII. FINDINGS OF THE STUDY

The findings of the study are as follows:

1. Majority of the respondents are male (56%).

2. Most of the respondents are comes under the age group of 26 years to 35 years (32%).
3. Majority of the respondents are literates (72%).
4. Most of the respondents are have a educational qualification of UG level (32%).
5. Majority of the respondents are having a awareness about the make in India scheme (76%).
6. Mostly people are known that scheme through newspapers (22%).
7. Majority of the respondents fully known about the scheme (84%).
8. Majority of the respondents are not having any objections about the scheme (76%).
9. Majority of the respondents are opined that the scheme gives the employment opportunity (88%).
10. Regarding the level of satisfaction through Make in India, Easy to get loan from banks rank first; Make in India scheme the environment rank second; decreases poverty rank third; increased quality of products rank fourth; easy to start business rank fifth; Improve the technology rank sixth; minimizing the impact on the environment rank seventh; Manufacturing industry is very much developed rank eighth; create more Job Opportunities rank ninth and attracts more capital rank tenth.

IX. SUGGESTIONS

The following suggestions of the study are as follows:

1. The Government takes efforts to reach the schemes and its full details to each and every corner of the country.
2. The Government takes the effective proper media for reaching the public beneficial schemes.
3. The government creates the awareness among the public to buy the Indian made products and use it.
4. It will give subscriptions to the public for follow the make in India scheme.

X. CONCLUSION

Make in India is an initiative launched by the Government of India to encourage multi-national, as well as national companies to manufacture their products in India. But majority of rural people are not in favour of job creation through Make in India. Central government is successful to create awareness among the rural people, who are our future.

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