

Make in India, Digital India and Skill India: Awareness among Graduate Students - A Study on Sagara Taluk

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Abstract

India is the world's ninth-largest economy and the third largest by purchasing power parity at \$8 trillion. Yet manufacturing accounts for only 16 percent of the country's GDP, compared with the services sector's nearly 52 percent. India represents only 2 percent of the world's 'manufacturing output. As a result to make India one of self-sufficient in manufacturing sector, Make in India campaign was launched by Prime Minister Shri Narendra Modi on Sep 25, 2014. As a support to make the country digitally empowered in the field of technology digital India was launched on 1 July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy by concentrating on three major areas – Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital Empowerment of Citizen. After 'Digital India' and 'Make in India, the NaMo Government has launched assorted program Skill India in July 2015 with the aim of economically empowering every Indian by 2022 as a national priority over the next 10 years. In the present paper an attempt has been made to through some light on the awareness among students about the concept of make in India, digital India and skill India initiatives of the govt. A standard questionnaire was distributed among various graduate students. The collected data were analyzed by using regression and correlation coefficient to offer practical implications for findings based on the analysis.

Key Words: *Purchasing power parity, GDP, Make in India, Digital Empowerment.*

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Introduction

Development, growth and progress of the country are most important factors. India is known as one of the strong countries at the global level who compete in the International level in all fields, India has optimum, strong and useful environment, optimum human as well as natural resources. India's small and medium-sized industries can play a big role in making the country take a big leap in manufacturing. India should be more focused towards novelty and innovation in these sectors. The government has to chart out plans to give special sops and privileges to these sectors. India should also be ready to tackle elements that adversely affect competitiveness of manufacturing. India should constantly keep up its strength so as to outpace China's supremacy in the manufacturing sector.

Objectives of the Study

1. To study the concepts of Make in India, Digital India and Skill India.
2. To analyse the awareness among students relating to Make in India, Digital India and skill India
3. To find out perception about Make in India, Digital India and skill India concept among college students.

Scope of the Study, Area and Time operation

Youths are future of India. Youth can champion this concept at all over country, if they understand this concept properly If Make in India, Digital India and Skill India concepts are made strong, it helps the Government to achieve its target. The degree colleges from Sagara city of Shimoga district, Karnataka State have been selected for the purpose of present study. This research has been undertaken between 1st March 2017 and 28th March 2017.

Research Methodology of the Study

The study is based on critical evaluation and analysis of Primary Data. Primary data have been collected through distributing the questionnaires among the students of different colleges in Sagara city.

A pilot study has been undertaken in the sample regions to see the impact on the basis of which a detailed questionnaire is prepared. The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, growth rate, averages, etc. The data collected through questionnaire is used mainly have been used to analyze the opinion of the students. Secondary data such as financial statistics published in various journals, manuals, periodicals and newspapers, books, publications have also been studied and incorporated wherever necessary.

Hypotheses of the Study

H0- There is a positive perception about Make in India, Digital India and skill India concept among college students.

H1- There is no positive perception about Make in India, Digital India and skill India concept among college students.

Review of Literature

Paper published by **Gunjan Bhagowaty**, Management Development Institute, Gurgaon, he is focusing on the various issues and creativity of Make in India after 2014, his research paper aims to identify some of the key challenges in the path of development and recommend possible solutions to deal with the same. But the researcher raise reality of the ground level, there are a lot of challenges that the government has to overcome in order to turn the vision of achieving a sustainable 10 percent growth in the manufacturing sector. suggest to government to take care at the time of turning Make of India vision. Some of the issues are Improving the ease of doing business in India, Land Acquisition challenges, Improving the employability of general and engineering graduates, Infrastructure development of major roads and highways in the country , Capacity addition in the power sector to meet industrial energy demand, Strengthening the capabilities of the CISF to meet growing demand for industrial security. Researcher is hopeful that about significant and sustainable growth in the manufacturing sector and progress towards India becoming a global manufacturing hub.

Nilanjana Kumari (2013) in has done her study in the period of 2000 to 2012 and tried to examine the equity inflow of FDI and FDI trend in India

during these years with the help of regression analysis and correlation tests. She founded with the help of correlation that flow of equity in any previous year will determine the flow in the next year and the FDI inflow is divided into 3 major parts as per international standards of WTO: equity, reinvestment earnings and other capital.

Mohan, Manendra (1989), Public Service advertising may be undertaken by public bodies such as municipal corporations. It may also be undertaken by business concerns in the public interest. As the name of the company will normally appear in the advertisement, some payoff from such advertising, to the company's goodwill, may be there. However, when the primary purpose of such advertising is to promote a social cause.

Sundar Pichai, Satya Nadella, Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. (3) He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long term push to the technological sector in India.

Microsoft CEO, Satya Nadella intends to become India's partner in Digital India program. He said that his company will set up low cost broadband technology services to 5lakhs villages across the country.

Government Initiatives

Make in India

Make in India is an international marketing campaigning slogan coined by the Prime Minister of our country to encourage multinational companies and domestic companies to manufacture their products in India to make India an important investment destination and a global hub for manufacturing, design, and innovation. The campaign is aimed to attract foreign firms to set up their manufacturing units in India and to seek greater foreign investment. The objective of the campaign is to get manufacturing sector to grow over 100 percent on a sustainable basis over a long run. The government will look into all regulatory processes to ease the burden of investors. A dedicated cell has been created to answer queries from business entities through a newly created web portal. Through this campaign, the Union Government intends to clear the

daunting image of complex rules and bureaucratic red tape of Indian administration. It will facilitate the world investors to foster their investment decisions. This will facilitate in realizing the aim of liberalized economy. Make in India will act as a primary reference point for guiding foreign investors on all aspects of regulatory and policy problems and assists them in getting regulatory clearances. Through Make in India initiative, government will focus on building physical infrastructure as well as creating a digital network to make India a global hub for manufacturing of goods ranging from cars to software's satellites to submarines, pharmaceuticals to ports and paper to power. For the Make in India campaign, the government of India has identified 25 priority sectors that shall be promoted adequately.

Make in India Majorly Concentrating on Following Areas

Automobiles

Biotechnology

Aviation

Oil and Gases

Tourism and Hospitality

Chemicals

Railways and many more

As a result of rigorous campaign of Make India, during the period October, 2014 to May, 2016, the FDI equity inflow has increased by 46 percent, i.e. from US\$ 42.31 billion to US\$ 61.58 billion in comparison to previous 20 months (February, 2013 to September, 2014). FDI inflow has also increased by 37 percent from US\$ 62.39 billion to US\$ 85.75 billion. India has been ranked 3rd in the list of top prospective host economies for 2016-18 in the World Investment Report (WIR) 2016 of UNCTAD. To further boost the entire investment environment and to bring in foreign investments in the country, the Government is taking various measures like opening up FDI in many sectors; carrying out FDI related reforms and liberalization and improving ease of doing business in the country. Steps are being taken for development of support infrastructure to

facilitate setting up of industries such as transport infrastructure, utility infrastructure etc

Table No 1.1 : Year wise details of the increase in FDI inflow during the last three financial years

Sl. No	Financial Year	Total FDI inflow (in US \$ billion)	Growth
1	2013-14	36.05	5%
2	2014-15	45.15	25%
3	2015-16	55.46	23%

Source : *Compiled from different sources*

All figures are provisional subject to reconciliation with RBI

^Compared with figures of Financial Year 2012-13 i.e US \$ 34.30 billion

Digital India

Digital India is an initiative of the Central Government of India “designed to transform India into a global digitized hub” by reviving a rundown digital sector of India with the help of improving digital connectivity and skill enhancement and various other incentives to make the country digitally empowered in the field of technology. It includes various proposals and incentives given to companies, basically the manufacturing companies both domestic and foreign to invest in India and make the country a digital destination. The emphasis of Digital India campaign is on creating jobs and skill enhancement in the Broadband Highways, e-Governance, and Electronic delivery of services, Universal access to Mobile Connectivity, Electronics Manufacturing, and Information for All etc. The campaign's aim is to resolve the problems of connectivity and therefore help to connect with each other and also to share information on issues and concerns. In some cases they also enable resolution of those issues in near real time. This initiative is focussed to help India gain a better rural connectivity with a stable governmental policies in the background coupled with benefits and incentives via the campaign. Simultaneously the initiative is designed to create jobs and enhance skill development which will

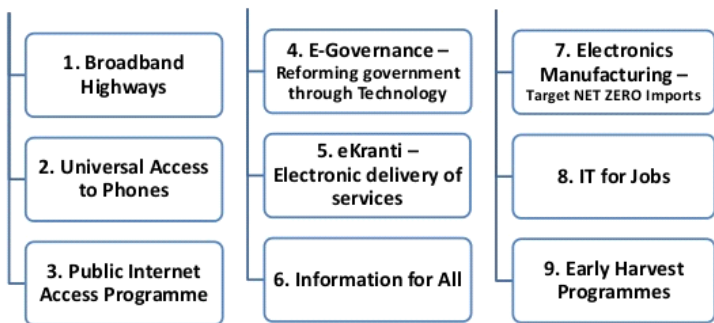
ultimately lead to increase in GDP and revenues from tax.

Digital India has Three Core Components those are

- The creation of digital infrastructure (*to connect 550 farmer markets*)
- Delivering services digitally
- Digital Literacy (*to cover six crore rural households*)

The vision of Digital India would be supported by 9 key pillars that cover projects such as.

Nine Pillars of Digital India



Impact of Digital India by 2019

- Broadband in 2.5 lakh villages, universal phone connectivity
- Net Zero Imports by 2020
- 400,000 Public Internet Access Points
- Wi-fi in 2.5 lakh schools, all universities; Public wi-fi hotspots for citizens Digital Inclusion: 1.7 Cr trained for IT, Telecom and Electronics Jobs
- Job creation: Direct 1.7 Cr. and Indirect at least 8.5 Cr.
- e-Governance & eServices: Across government
- India to be leader in IT use in services - health, education, banking
- Digitally empowered citizens - public cloud, internet access

Skill India

This new programme, called 'Skill India', is supposed to be a multi-skill programme. It will be launched in March 2015. Like all other programmes, 'Skill India' too is a dream project of Narendra Modi and the work to launch this programme has already been initiated. The main goal is to create opportunities, space and scope for the development of the talents of the Indian youth and to develop more of those sectors which have already been put under skill development for the last so many years and also to identify new sectors for skill development. The new programme aims at providing training and skill development to 500 million youth of our country by 2020, covering each and every village. Various schemes are also proposed to achieve this objective.

Features of Skill India

- The emphasis is on developing the skill among the youths in such a way so that they get employment and also improve entrepreneurship.
- Provides training, support and guidance for all occupations that were of traditional type like carpenters, cobblers, welders, blacksmiths, masons, nurses, tailors, weavers etc.
- More emphasis will be given on new areas like real estate, construction, transportation, textile, gem industry, jewellery designing, banking, tourism and various other sectors, where skill development is inadequate or nil.
- The training programmes would be on the lines of international level so that the youths of our country can not only meet the domestic demands but also of other countries like the US, Japan, China, Germany, Russia and those in the West Asia.
- Another remarkable feature of the 'Skill India' programme would be to create a hallmark called 'Rural India Skill', so as to standardise and certify the training process.
- Tailor-made, need-based programmes would be initiated for specific age groups which can be like language and communication skills, life and positive thinking skills,

personality development skills, management skills, behavioural skills, including job and employability skills.

- The course methodology of 'Skill India' would be innovative, which would include games, group discussions, brainstorming sessions, practical experiences, case studies etc

Challenges in Implementation of -

Make in India

No doubt the advantages of Make in India concept will boost up our economic growth and the initiatives taken by the present government is being welcome by every corner of the world. It is very clear that countries and private sector players are showing their keen interest in this concept and are willing to invest in manufacturing sector, but, following are certain grey areas which need immediate attention of the government for smooth implementation and success of this concept. India's labour laws are still ancient by most standards which makes hiring and firing and shutting down of inefficient units, next to impossible. India, in one sense has a federal structure which reduces the Central government's power in pulling off such schemes and ideas. Provision of utilities such as electricity, water, infrastructure development such as roads, law and order, land allotment, are all under state government's gambit. Thus, cooperation of state governments is an absolute necessity for "Make in India."

Digital India

- India has a huge digital gap and to overcome it is hardly possible within given period of 4 yrs of programme.
- Absence of 'Privacy Law' and data protection laws, civil liberties abuse possibilities, lack of parliamentary oversight for e-surveillance in India, lack of intelligence related reforms in India, insecure Indian cyberspace, etc. expose the users of these programmes to risk of 'identity theft', misuse of database and cyber abuse.
- E-governance programme without process re-engineering is just adding another layer without bringing efficiency. Also it would limit the access to vulnerable and marginalized people.

- Government needs to address the genuine concerns raised. There is need for 'privacy law' and 'data protection measures' to increase trust of people in such programs. It would help in increase usage of government services.

Skill India

- Introducing special mechanisms in the delivery of training to increase participation by women, including mobile training units, extension schemes, and in-plant training.
- Significantly expanding training provisions for rural poor, youth and vulnerable groups in rural areas. This could be achieved through greater equitable integration into existing institutions, structures and facilities
- Designing targeted interventions to address vulnerable groups such as people with disabilities, to increase their economic empowerment.
- Combining income skills training with provision of technical inputs, credit and supplies, careful selection of students that are capable of using the supplies and providing continuous support and mentoring schemes.
- Introducing more work-based learning and linking trainees with mentors/masters to gain experience of a specific trade: integrating business, self-employment and entrepreneurial concepts into training activities

Data Analysis

Analysis of the information collected from the students through questionnaires

Table No. 1.2
Information of questionnaire

Sl. No	College wise details	Questionnaire Distributed	Questionnaire Rejected	Sample Size for Study
1	Lal bahadur Arts, Science and S.B Solabanna Shetty Commerce College (Autonomous), Sagara.	20	4	16
2	Smt. Indiaragandhi Govt First Grade Women's College Sagara	20	3	17
3	Government First Grade College, Sagara	20	3	17
	Total	60	10	50

Source : Survey data

There are 60 questionnaire distributed and collected, after analysis, rejected incomplete questionnaires. After screening, finally 50 questionnaires were selected for the purpose of present study.

Table No. 1.3
Testing of Hypothesis

Sl. No	Aspects	Proportion of respondents who stated the aspects as either very important or important	SD	H ₀	H ₁	Z Value	Z _{Table}	P Value	Decision
1	Are you Aware about MI, DI & SI	0.86	0.08	P=0.5	P>0.5	21.33	1.64	0.0000	Reject H ₀
2	MI, DI & SI them is the only growth path for our country	0.83	0.06	P=0.5	P>0.5	17.67	1.64	0.0000	Reject H ₀
3	MI, DI & SI them is beneficial to each field	0.84	0.10	P=0.5	P>0.5	18.38	1.64	0.0000	Reject H ₀
4	We can create Indian brand in world through MI, DI & SI	0.87	0.07	P=0.5	P>0.5	21.94	1.64	0.0000	Reject H ₀
5	Our Social development is possible through MI, DI & SI	0.73	0.10	P=0.5	P>0.5	10.74	1.64	0.0000	Reject H ₀

6	We can win Indian Market through MI, DI & SI	0.80	0.07	P=0.5	P>0.5	15.17	1.64	0.0000	Reject H_0
7	MI, DI & SI is Global Opportunity before us	0.94	0.10	P=0.5	P>0.5	37.45	1.64	0.0000	Reject H_0
8	MI, DI & SI them creates Jobsto youths	0.91	0.06	P=0.5	P>0.5	28.69	1.64	0.0000	Reject H_0
9	Export trade increases through Make in India	0.77	0.02	P=0.5	P>0.5	13.04	1.64	0.0000	Reject H_0
10	Foreign Investments increases through MI, DI & SI	0.79	0.02	P=0.5	P>0.5	14.47	1.64	0.0000	Reject H_0
11	Indian Major industries secured through Make in India	0.84	0.02	P=0.5	P>0.5	18.38	1.64	0.0000	Reject H_0
12	Indian Economy will made Strong Through MI, DI & SI Indian	0.91	0.01	P=0.5	P>0.5	29.12	1.64	0.0000	Reject H_0
13	Agriculture sector is secured through Make in India	0.39	0.02	P=0.5	P>0.5	-4.58	1.64	1.0000	Accept

Source : Field Survey

Hypothesis tested

H₀: There is proportion of college students whose perception about Effect of Make in India, Digital India and Skill India is positive is 0.50

H₁: There is proportion of college students whose perception about Effect of Make in India Make in India, Digital India and Skill India is positive is more than 0.50 Mathematically Here level of significance is 0.05

Thus, our null hypothesis "There is proportion of college students whose perception about Effect of Make in India is positive is 0.50" is rejected Alternatively we accept our alternative hypothesis "There is proportion of college students whose perception about Effect of Make in India is positive is more than 0.50". Hence it is clear that, the majority of the students confident that due to Make in India, Digital India and Skill India, our export trade as well as foreign investments can increase. It is also the view of the students that our Indian industries can be secured and we can make our economy strong through Make in India, Digital India and Skill India but at other side the respondent students are thinking and worried about agriculture development.

Findings

The major findings of the study can be summarised as under

1. The study brings out the fact that 86 percent of the students surveyed state they are aware of the scheme Make India, Digital India and Skill India.
2. It has been found that 83 percent of respondents feel that Make India, Digital India and Skill India on going to be a growth path for India.
3. Make in India, Skill India and Digital India are beneficial to every sector of the economy and major industries in India are secured through Make in India.
4. It has been noted in the study that 85 percent of Student respondent are of the opinion that Creation of Indian brand in the world is possible through Make India, Digital India and Skill

India

5. A discussion with respondents brought out their hope that these schemes will create more job opportunities for young entrepreneurs.
6. They also feel that these schemes will create global markets for Indian products.
7. Majority of the respondents opine that there will be creation of more scope for increase the inflow of foreign investment.
8. The survey brings out the fact that 39 percent of respondents feel that there may be chances of neglecting agriculture sector due to an over emphasis on promoting industries India as part of Make India programme.

Suggestion

1. These themes should not be restricted just to create awareness.
2. Most of the students know the idea of Skill India but do not know how to take the benefits of facilities provided by the Government under these schemes.
3. Most of the schemes and facilities provided by the Government are publicised through internet. But the prospective entrepreneurs who are in the remote areas are unaware of these opportunities as these areas are out of internet coverage.
4. Development of infrastructure is essential need to implement these themes.
5. Government should take steps make most of the rural people computer literate.
6. Government should make use of educational institution for the successful implementation of Make India scheme.
7. Make in India should try to motivate graduates to initiate entrepreneurship.
8. Establish the franchise or Issue Licence to local institutes for training aspirants.
9. Government has to take help of NGO's in the implementation of Skill India scheme.

10. These schemes can be included in college curriculum.

Conclusion

Thus it can be concluded from the above analysis that the college students accept the theme Make in India, Digital India and Skill India and also they are aware of the benefits what they are going to get as citizens of this country. Students agree that this is an opportunity before them and we have to use it for overall development of the country. Even students are confident that India will stand high globally with strong economy along with Indian brand through Make in India and eradicate unemployment through Skill India. Through these schemes the people of India can contribute their part for the technological progress of the country. But majority respondents opine that Make India, Digital India, Skill India initiatives are not in favour of agriculture development. Hence the Government will be successful in its Make India, Skill India and Digital India only if it keeps a balance between industrial and agricultural development.

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