

## **A STUDY OF PERCEPTION ABOUT “MAKE IN INDIA” AMONG RURAL AREA COLLEGE STUDENTS IN MAHARASHTRA STATE: WITH SPECIAL REFERENCE TO AURANGABAD REGION**

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### **ABSTRACT**

*Development, growth and progress of the country is most important factors. To face competitions at global every country wants to made strong Economy, Import and export business, optimum use of investments, use of Human recourses and foreign exchange. To achieve the target the government of India announces the theme “Make in India” at national and international platform., the aim of this research is, to understood the aims, objectives and vision of Make in India and its effect on various fields and to verify awareness and perception among the youth in rural area commerce college students of the nation.*

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**Keywords:** *Make in India, Rural Education and Economy, Marathwada Region, Aurangabad Region.*

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### **Introduction**

India is known as one of the strong country at global who compete in International level in all fields, India has optimum, strong and useful environment, optimum human as well as natural resources. Make in India is future plan of Government of India to encourage Multinational and domestic companies to invest the money or manufacture their products in India. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Some of these sectors are automobile, chemicals, information technology, textiles, ports, aviation, leather, tourism hospitality, railways, pharmaceuticals, wellness etc.

### **Made in India v/s Make in India**

Since 1950 we are successful through Made in India Abhiyan. Made in India applies to any product that is manufactured by domestic or foreign corporation. Product is Indian product as long as it is made fully in India. After independence and especially introduction of new industrial 1991 featured with inclusive growth of India. The root of Made in India concept bowed with mahatma Gandhiji's swadeshi Movement. Made in India put both together, people and capital. Made in India means our investment, our infrastructure, our resources, our market and our customer. Make in India is different, in this movement we allowed and invite to other countries, industrialist to come in India invest money and make in India Make in India project launched by Hon. Prim Minister Narendra Modi on 25th September 2014. Make in India is project is inspired by the Chinese project 'Make in China', which raised china's GDP considerably. In this project foreign company can set up their factories in India by investing their capital and technology. Government provides subsidies to make them run. So, in Make in India foreigner manufacture product of their own patent.

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**Objectives of the Study**

- To study the Make in India concept.
- To find out perception about Make in India concept among rural area college students.
- To search the impact of Make in India concept on rural area college students

**Hypotheses of the Study**

- H<sub>0</sub>:** There is positive perception about Make in India concept among rural area college students.  
**H<sub>1</sub>:** There is not positive perception about Make in India concept among rural area 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 youth understood this concept properly Make in India concept made strong, it helps to Government and we can achieve target. Researcher select 06 Rural Area Senior Colleges affiliated to Aurangabad university of Maharashtra State. This research has been done between 16<sup>th</sup> August 2021 to 15th October 2021.

**Research Methodology of the Study**

The study is based on critical evaluation and analysis of basically Primary Data. The primary sources include rural area college students. A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared to collect relevant information from the primary source for the guidance of the researchers. With the help of the questionnaire, detailed discussions were made with the certain sources of primary data to understand their views, thinking and attitude which would help to give the researchers useful recommendations, if any. The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, growth rate, averages, etc. Questionnaire is used mainly to analyse the opinion of the students

**Research Area**

Researchers selected affiliated colleges from Dr. Babasaheb Ambedkar Marathwada university Aurangabad. There are 428 senior colleges in affiliated colleges in Dr. Babasaheb Ambedkar Marathwada University Aurangabad. and Researcher collects data from following college students through Primary and Secondary sources.

- Shri Asaramji Bhandwadar Arts, Comm. &Sci. College Deogaon R Tq. Kannad Dist Aurangabad.
- Shri Moreshwar College GangamaslaTq. Majalgaon Dist. Beed 43 11 31
- Jaikisan Arts College, Apegaon, Place- Apegaon, Taluka - Ambajogai
- Rajarshi Shahu Arts, Commerce &Scinece College Paradh Tq Bhokardan Dist Jalna
- Vasundhara Arts And Science College, Ghatnandur, Placeghatnandur, Taluka – Ambajogai
- Janta Arts, Commerce and Science College, Dhanora, Place- Kada, Taluka - Ashti Researcher collected over 60 questionnaires among the students of all colleges.

**Data Analysis and Interpretation**

Researcher prepared the questionnaire for college students and distribute it among the students in Rural area Senior Colleges in affiliated colleges in Dr. Babasaheb Ambedkar Marathwada University Aurangabad. After receiving the questionnaire researcher analyse the questionnaire and make three groups of colleges includes Arts, Commerce faculty.

S. No.	Faculty wise Group	Questionnaires Distributed	Questionnaires Received	Questionnaires Rejected	Sample Size for Study
1.	Arts	50	35	15	20
2.	Commerce	50	41	09	20
3.	Science	50	32	18	20
<b>Total</b>		150	108	42	60

There are 150 questionnaires distributed and 108 received from group. After analysis, researcher rejects incomplete questionnaires. Finally, researcher select 100% respondents i.e., 60 for study.

**Testing of Hypothesis**

Aspects	Are you aware about Make in India?	Can we create Indian brand in world?	Our Social development is possible through Make in India	Is this global Opportunity before us?	Will this initiative creates Jobs to youths?
Question no.	1	4	5	7	8
Proportion of respondents who has stated aspects as either very important or important	0.86	0.87	0.73	0.94	0.91
S.D.	0.08	0.07	0.10	0.10	0.09
H <sub>0</sub>	P= 0.5	P= 0.5	P= 0.5	P= 0.5	P= 0.5
H <sub>1</sub>	P> 0.5	P> 0.5	P> 0.5	P> 0.5	P> 0.5
Z Value	21.33	21.94	10.74	37.45	28.69
Z Table	1.64	1.64	1.64	1.64	1.64
p Value	0.0000	0.0000	0.0000	0.0000	0.0000
Decisions	Reject H <sub>0</sub>	Reject H <sub>0</sub>	Reject H <sub>0</sub>	Reject H <sub>0</sub>	Reject H <sub>0</sub>

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.(except Q. No 4 of table) 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. (except Q No 4) Hence it is clear that, the majority of the students confident that due to Make in India, our export trade as well as foreign investments can increases, it is view of the students that our Indian industries can be secured and we can make our economy strong through Make in India, but at other side our students are thinking and worried about agriculture development.

**Conclusion**

The college students accept the theme Make in India theme and also accept that this is an opportunity before us and we must cash it. Our students are confident that we can stand globally with strong economy along with our Indian brand through Make in India. Students are looking for jobs creativity and are also still hopeful about overall development of India, through Make in India. But majority of Rural area college students are not in favour of agriculture development through Make in India. Central Government is successful to create awareness among the college students, who are our future.

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