

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	BUSINESS CORRESPONDENT MODEL AND ITS CONTRIBUTION IN PROMOTING FINANCIAL INCLUSION IN INDIA <i>H. N. SHYLAJA, DR. H. N. SHIVAPRASAD & GAVISIDDANAGOUDA</i>	1
2.	A STUDY ON PERFORMANCE OF INDIAN MUTUAL FUND SCHEMES INVESTING IN OVERSEAS SECURITIES AND INVESTOR AWARENESS OF SUCH SCHEMES <i>DR. SMITA SHUKLA</i>	7
3.	FINANCIAL INCLUSION - OPPORTUNITIES AND CHALLENGES <i>T R BISHNOI & SOFIA DEVI</i>	15
4.	MAKE IN INDIA – OPPORTUNITIES AND CHALLENGES ON CONSUMPTION OF POWER SAVING DEVICES <i>DR. ASHOK SHRIPADRAO KURTKOTI</i>	21
5.	STUDY TO UNDERSTAND LINKAGE BETWEEN STORE IMAGE AND STORE LOYALTY FOR APPAREL RETAILERS IN INDIA <i>DR. ARADHANA GANDHI</i>	27
6.	“MAKE IN INDIA” IN THE DEFENCE SECTOR: ROLE OF FDI <i>SHAILESH BHOITE & DR. ASHA NAGENDRA</i>	33
7.	CUSTOMERS’ PERCEPTION TOWARDS SELECT NON-GEAR VEHICLES IN NORTH GOA: A COMPARATIVE STUDY <i>DR. GAJANAN MADIWAL</i>	40
8.	MAKE IN INDIA – OPPORTUNITY FOR MANUFACTURING INDUSTRY IN NAVAL SHIPBUILDING <i>CDR. ALOK BHAGWAT & DR. PRADNYA CHITRAO</i>	43
9.	APPROACHES AND VIEWS TOWARDS CORPORATE SOCIAL RESPONSIBILITY: A CONCEPTUAL STUDY <i>DR. DHANANJAY AWASARIKAR</i>	47
10.	MAKE IN INDIA – OPPORTUNITIES AND CHALLENGES <i>DEEPA NATHWANI</i>	51
11.	BUILDING AN AYURVEDA THERAPY DATA WAREHOUSE FOR CANCER TREATMENT <i>DEEPA NYAYADHISH, DR. PRAMOD DEO & DR. GAJANAN PURANIK</i>	55
12.	INVESTMENT AVENUES AND FACTORS AFFECTING INVESTORS DECISION IN INDIA <i>ARUNA R. SHET</i>	59
13.	LUCKNOW CYCLE TRACKS: A PROJECT THAT WENT LIKE A BOMB OR SIMPLY BOMBED? <i>ABHA R DIXIT</i>	62
14.	DETERMINANTS OF TAX COMPLIANCE BEHAVIOR: AMONG CATEGORY “A” AND “B” TAXPAYERS IN HOSANNA TOWN <i>DEREJE LEMMA LALISHO</i>	67
15.	THE EFFECT OF FACEBOOK ADVERTISING ON NIGERIAN STUDENTS’ PURCHASING BEHAVIOUR <i>QARIBU YAHAYA NASIDI</i>	73
16.	INFRASTRUCTURE AND TALENT MANAGEMENT IN TECHNOPARK, TRIVANDRUM <i>R. JOLLY ROSALIND SILVA</i>	77
17.	INVENTORY MANAGEMENT AT POINTS OF SALE: EXPLORING AND ANALYZING THE TRENDS IN INDIAN PAINT INDUSTRY <i>RAHUL GANDHI BURRA & DR. BHARAT MEGHE</i>	79
18.	POTENTIAL OF JAMMU AND KASHMIR TOURISM: SPECIAL REFERENCE TO MUGHAL ROAD AREA <i>JAHANGIR AHMAD MALIK</i>	82
19.	GENERAL ASSESSMENT OF MGNREGA IN HIMACHAL PRADESH: A STUDY OF MANDI DISTRICT <i>KHEM RAJ</i>	86
20.	A COMPREHENSIVE SURVEY ON THE EXPORT OF BOVINE MEAT IN INDIA <i>C. SAI SRUJAN & A.L.P MRIDULA</i>	90
	REQUEST FOR FEEDBACK & DISCLAIMER	94

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (**[FOR ONLINE SUBMISSION, CLICK HERE](#)**).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

MAKE IN INDIA – OPPORTUNITIES AND CHALLENGES**DEEPA NATHWANI****ASST. PROFESSOR****MANGHANMAL UDHARAM COLLEGE OF COMMERCE****PIMPRI****ABSTRACT**

In today's day and age when the growth of economy is so very important the concept of Make in India promoted and brought forward by Narendra Modi is of great importance and should be discussed with utter importance. Opportunities that come with the Make in India concept are many, Ease of doing business, Employment generation, Technological enhancement, Increment in revenue by taxes paid by the existing companies. Along with the challenges that India faces today, of being ranked at 130th position in Ease of doing business, conditions in which the labourers work, Proper laws for development of business ambience all these have to be taken into consideration for forming a road map for Make in India. Companies all over the world are aimed at to make investments in factories in India and also make use of the highly intelligent manpower to create products with their technology to enable minimum wastage of resources with accuracy and zero-defect product. The vision for this campaign is also to amplify the share of input the manufacturing sector has towards the GDP of India. Recognizing the natural, cultural along with economic diversity which will include inherent advantages of specific geographic regions, Make in India campaign has set out with a goal to yoke the a two-fold benefit for the states and Indian Economy as a whole. This paper studies the various opportunities and challenges in key sectors in Make in India project.

KEYWORDS

Indian economy, make in India.

INTRODUCTION

Indian Industry in today's day and age will benefit Indian economy to a great extent. The main motto of the Government of India is to invite business entities from all the world to invest in Indian Manufacturing industry. For this GOI is trying to simplify the rules and regulations to invite investment from foreign investors.

MIA is adopted by our Honourable Prime Minister to promote India as a destination for foreign investment, thereby featuring India as a global manufacturing hub for addressing country's multi-socio economic issues.

India is such a fast growing country that this leads to generation of employment along with many other opportunities with all the other factors mentioned above

HURDLES OF MANUFACTURING IN INDIA

Mass production with all the good produced by the other countries of the world is the major hurdle India is facing today. But with the help of the new initiative of banning use of products made in China for example, is a new step towards making Make in India a new success story.

THE VISION OF MAKE IN INDIA

Its vision is to promote production in India which will help generate employment opportunity and encourage entrants in the new FDI sector and change the perspective of People c= viewing India to be a major hub of manufacturing which will cater 25 sectors of huge and vast economic horizon

REVIEW OF LITERATURE ON MAKE IN INDIA: THE REAL OPPORTUNITIES

The literature review prepared for this study on Make in India the real opportunities reflects the opinion of various experts based on their experience. In order to validate the importance of this study, the following various literature has been reviewed to get research gap. Times News Network (2015) addressing the top brass of the central bank in an event to Reserve Bank of India (RBI's) 80th anniversary, Prime Minister Sri Narendra Modi raised the topic of "Make in India", a subject close to his heart Christine Lagarde (2015) pointed out that India for being a 'bright spot' on a cloudy global horizon, urged government to seize its opportunity and even told students at Lady Shri Ram College that she would personally invest her money in India. Her positive prediction that India's GDP would be double in size by 2019 from what it was in 2009 is of a piece with similar gung-ho declarations of faith by visiting high profile dignitaries, corporate honchos and economists in the past. With its young demography, huge market size and managerial prowess India has for years been thought of as ready for takeoff. Times News Network (2014) reported that the government has a string of changes, including making the decision-making nimble and inclusive, to push his make in India initiative, after 23 top bureaucrats suggested several initiatives and a stable policy regime to boost the anaemic manufacturing sector.

Sriram Ramakrishnan (2014) advocated that India has its own share of environmental problems and they have only multiplied in recent years due to neglect and the excesses caused by crony capitalism.

Yasmin (2015) described that the 'Make in India' initiative has now brought the focus on the manufacturing sector where the skill sets required are going to very different. However, the industry-academia gap still persists as a grave issue in India. The challenge for the human relation heads of this sector is to hire and train young aspirants to the growing demand for talent in this sector. How are they skilling the young workforce?

OBJECTIVES

The major objective behind the initiative is to focus on job creation and skill enhancement in 25 sectors of the economy. The major objectives are as below:

1. To transform India into Global Industrial centre
2. To Provide Employment and its growth
3. To inflate Economic Growth and standard of living
4. To urge both local and foreign companies to invest in India

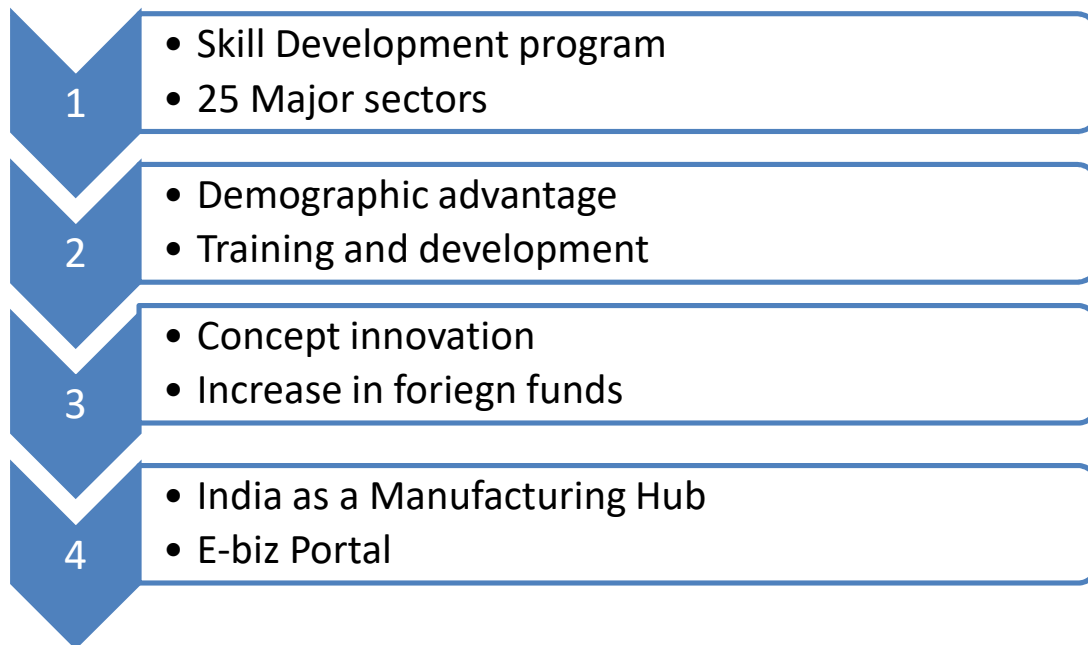
MAKE IN INDIA CATERS THE FOLLOWING SECTORS OF ECONOMY:

1. Automobiles
2. Automobile Components
3. Aviation
4. Biotechnology
5. Chemicals
6. Construction
7. Defence manufacturing
8. Electrical Machinery
9. Electronic systems
10. Food Processing

11. Information Technology and Business process management
12. Leather
13. Media and Entertainment
14. Mining
15. Oil and Gas
16. Pharmaceuticals
17. Ports and Shipping
18. Railways
19. Renewable Energy
20. Roads and Highways
21. Space and astronomy
22. Textiles and Garments
23. Thermal Power
24. Tourism and Hospitality
25. Wellness

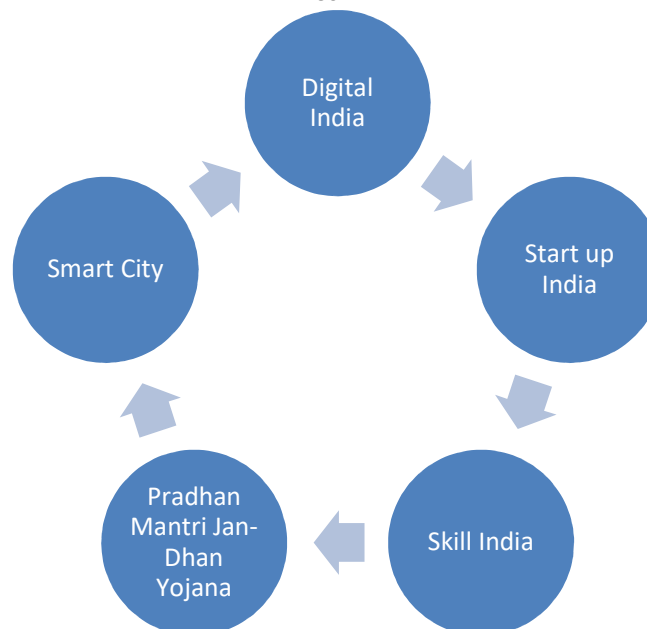
HOW THIS WOULD BE ACHIEVED - A ROADMAP - PROGRAMMES AND INITIATIVES

FIGURE 1



The government of India has already taken several steps for some much needed change in the country.

FIGURE 2



THE MAKE IN INDIA CAMPAIGN AIMS AND FOCUSES AT

1. **Ease of doing business** – The government plans to issue licences easily to all manufacturing services. It also aims to provide easy access loans.
2. **Zero defect Zero Effect** – It basically believes in lean manufacturing.
3. Attracting and helping businesses to invest and set up their manufacturing units in India. This initiative targets the youth.

MAJOR ISSUES AND CHALLENGES

The concept could face the following major issues and challenges:

1. Creating healthy business environment will be possible only when the administrative machinery is efficient and prompt. India has been very stringent when it comes to procedural mechanisms and regulatory clearances. A business-friendly environment can only be created if India can signal easier approval of projects and set-up hassle-free clearance mechanism. For the issue of unnecessary defunct laws and regulations and making stringent bureaucratic processes easier, shorter, transparent and responsive as well as accountable proceedings, it has emphasized the concept of single online portal. This is an extension policy of exiting single window system employed under the Vibrant Gujarat Summit and banking sector as well. As contemplated by the authorities, the system will be lead by an eight-member team dedicated to answer investor queries which will facilitate the clearance of projects in a time bound framework.
2. Indias Make in India campaign will always be compared with standard products from other countries. India should constantly keep its strength so goods. Furthermore, a direct tax exemption during the initial years of operations for micro, small and medium enterprises (MSME) will give much needed impetus to the manufacturing sector.
3. Privatization: Privatization requires to fully or partially privatizing loss making government units. First, identifying those manufacturing units and second, to privatize those with foreign companies may create issues such as percentage holding, management, resistance to change, labour union opposition, etc. However, as the whole campaign brief is solely under the control of government, such issues can be resolved progressively through proper reforms and initiatives.
4. Skill Development: Labour requirement in the primary sector is falling quickly as mechanization increases. Through skill development initiatives, this labour force can be converted into secondary manufacturing sector. Semi-skilled labour can also be absorbed by manufacturing sector with the help of skill development programs.
5. Labour: This is an important factor in economic expansion of a country. China as a Marxists Country attracted outside business by meeting all the requirements of industries with liberal laws and incentives but in India it is difficult as it is a democratic country. Labour reforms which will help labour rights, human resource management, and worker and management relationship with proper safety norms and efficient transport facilities, is the need of the hour.
6. Good Infrastructure Facility: Make in India promotes "initiative is to focus on heavy industries and empowering secondary and tertiary sectors. If authorities facilitate the requirements of the national programme of 100 "Smart Cities" and "Industrial Corridors", we can truly fulfill the Make in India concept and make it a worth. We will have to provide internet connectivity with LAN, WAN with high speed data transfer as Information Technology is also a part of Infrastructure now. Further, under the „Make in India“ campaign, the rural infrastructure, which is an important ingredient for ensuring sustainable rural economic development, needs to be given a fillip.
7. World-Class Standards: After all, foreign companies demand highest level of qualitative work which is known as "world class standards". The quality of product under Make in India initiative should not differ with foreign product. Here the Issue is to make Indian labour achieve such competencies to make high quality products through skill development programs.
8. Land Acquisition: Land acquisition is a major issue and challengeable as the existing laws have made the acquisition of land more complex and costly. These laws create hurdles in investment into preferred sectors like manufacturing, construction, infrastructure and mining.
9. Brain Drain: Whenever human talent goes in some foreign country, it is known as Brain Drain. Several reasons like lethargic beauracracy, lower salary structure and less employment opportunity may be some of the causes.

WEAKNESSES OF MAKE IN INDIA CAMPAIGN

- International relations have to be nurtured over time. Flashy wooing won't bring immediate results.
- Government appears to be taking too many activities which mean efforts will be too wide and thin; specific goal-oriented projects may prove more beneficial in long run.
- There is a perception government is more acting for the growth of Industry and not paying attention to farmers. This has to be rectified both in policy and action
- Environment – business & political environment still need to become more transparent, mature & speedy.
- Time taken in execution of decision & bureaucratic system.
- Multi layer processing system. differences in state government & central government interest synchronization process.
- This is just a start; maturity may take time.

STRENGTH

1. Removal of bottle-necks for doing business will attract more investment from industries abroad over a period.
2. Improvement in ties with countries around India will enhance bilateral relations and trade.
3. Making banks open savings accounts of over 10 crore people under Jan Dhan Yojana from low income group will give them a sense of pride and identity while eradicating middlemen in payments.
4. By apportioning higher share to states, Centre has tried to improve Centre-State relationship.
5. Foreign visits and contacts can enhance India's chances for UN Membership in Security Council
6. A year of corruption free governance, a welcome change from scam ridden past.
7. Direct contact with farmers, children, students through radio talks, 'Mann ki Baat'
8. 'Swachh Bharath Abhyaan' is a good initiative to inculcate cleanliness but institutional momentum is required to sustain the same.
9. Orientation of erstwhile Planning Commission to Niti Ayog hopefully brings new culture to start people-oriented projects than an ivory tower concept that all projects should emanate only from Planning Commission.

MISSION, MAN, MACHINE, MONEY, MIND, MARKET, METHOD, MANAGEMENT, MATERIAL, MORAL VALUES, MEANING FOR BUSINESS, MARKET

- Availability of huge domestic market & global export market.
- Indian economy is one of fastest growing economy in world.
- Good international relationship.
- Favourable talent pool across globe in different MNC to influence decision to invest in India.
- Strong fortune industrialist from India, capable to support the global investment & make in India campaign.
- Strong global confidence in Indian system.

OPPORTUNITIES IN INDIA

Make in India campaign, a conducive environment can be created once again Indian talented youth can be retained and a new trend of reverse brain drain can be established i.e. foreign talent of Indian origin will again start to seek opportunities in India. Thus, the slogan "stay in India" can be made realistic. The talented youth migrating to foreign countries can come back and make our mission of Make in India more effective and powerful.

- enormous potential of expats in terms of knowledge and investment can help in leapfrogging ahead with new technology for agriculture and industry.
- India as emerging global economical / political power.
- Second largest domestic market with potential of 1.2 billion consumers with growing purchase & consumption capacity.
- Competitive mfg, operating global cost due to domestic & neighbouring market availability.
- 360 * govt. Supports to make it easy for make in India
- Availability of all positive business environment required by organizations.

REASONS TO LAUNCH MAKE IN INDIA BY GOVERNMENT OF INDIA

Make in India is an ambitious plan of Narendra Modi Govt.

- It will be a growth engine to boost economy of India & global/Asian economy.
- Developing additional employment for Indian / global population.
- Developing additional work opportunity/jobs to fight with unemployment & other domestic economical problems of Indian population.
- Utilizing available talent pool in India.
- Fighting global economic race.
- Competeting with emerging economies like china etc.

Ultimately bringing derailed Indian economy on track to make India global power by make in India campaign

CONCLUSION

The researchers provide theoretical footings of the make in India a manufacturing hub. The key important points of this make in India descriptive research was to bring various disciplines of make in India together to gain effectiveness in the manufacturing sector. This paper tries to present a balanced review of the various opportunities and challenges of make in India. There is vast support and few oppose among the authors for make in India a manufacturing hub. In view of the purpose that it serves a large section of the society, we assert that it is imperative to study the make in India a manufacturing hub. It is also concluded from the review that, the, land acquisition, licensing and taxation to make the India as global manufacturing hub in coming years. And also the government is working with the mission to reduce poverty with greater purchasing power through employment generation in industrial sectors. Now, we have to pause and look for how the make in India plan comes true with existing labour market and revised FDI policy. So, the most positive combination of skill development of labour, new innovations and regulatory change to ease of doing business, revised FDI policy may accelerate development of the manufacturing sector to achieve 'Make in India's goal.

REFERENCES

1. Jayanta Kumar Seal and Shubhasree Bhadra, 2015. Make in India: Employment and foreign direct investment, *The Management Account*, 50 (7), 67-73. www.icmai.in
2. Navya. G.S., and Ramagopal. S. (2015). Make in India – A major initiative of Indian government is the timing right? *Southern Economist*, 54 (12), 45-48.
3. Press Trust of India. 2015, January, 5. Online Buzz: Make in India's Facebook page Adds a new member every 3 seconds, *The Hindu, Business Lines*, p.13.
4. Raghuram Rajan. 2014, December, 13. Rajan speak: Let us 'Make for India', *The Times of India*.
5. Raghuram Rajan. 2015. Make in India, largely for India, *Southern Economist*, 54 (3), 32-36. Amitabh Kant, 2015. Transforming India into a global manufacturing hub. *Yojana*, 59, 18- 22.
6. Swaminathan. S. Anklesaria Aiyar. 2015, May, 31. Make in India and manufacture in India are two different things, *The Times of India*, p.12.
7. Tabachnik. B.G., and Fidel, L.S. 2001. Using multivariate statistic, *Needham Heights, MG: Allyn and Bacon*, 4th Edition.
8. Times News Network. (2015, April, 4). Print notes on Indian paper, *The Times of India*, p.15.
9. Times News Network. 2014, December, 31. Take ROAD to growth shun ABCD, *The Times of India*, p.16.
10. Vijalakshmi. V. 2014. Launch of make in India, *Southern Economists*, 53 (13), 3-4.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

