



# LEARNNOVATOR

S. R. LUTHRA INSTITUTE OF MANAGEMENT SRLIM

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## MAKE IN INDIA

The concept of "Make in India" is to encourage MSMEs, SME or large companies to manufacture their products in India. The concept also wishes to invite the companies across the globe to make investment and setup their manufacturing facilities in India to take advantage of following three major areas of manufacturing sector

- Labour Cost – In India Labour cost is lower in comparison to other Countries
- Competitive Electricity Rates – In India electricity is available on the quite competitive rates compare to other countries
- Raw Material – Which is almost same for all the countries

So now, we have to improve or expand our manufacturing sector with technology and better efficiency to stand in global market, without its development, we cannot compete globally. To achieve GDP growth in real sense, strengthening the manufacturing sector is essential. We live in an era of remarkable progress in "Technology Advances". Indian manufacturing sector has to improve its quality also without compromising costing factor. As we know Low Quality means low cost, Poor Quality means High Cost and High Quality means low cost. This sector also has to upgrade their mind-sets to achieve the desired goals. We have to understand the importance of this sector. We should develop practice to manufacture our product with zero defects to achieve desired result in export market

As we know Indian Machine Tools Industry has domestic consumption, almost 2.5 times of its production. This means our imports are 2.5 times more than our Local production. If we see the global scenario India stands at 10th Position in the world for consumption of machinery, which is around 10.5 billion US\$ compared to China, which is almost 27.5 billion US\$ as per 2015-16 index (Oxford Economic / Harvard analytics survey)

As we know Surat is a Textile hub in South Gujarat, we produce almost 40 million meters of clothing in day. The export is hardly 1.5 of what we produce. We have plenty of scope to improve our Products, Productivity & Quality (PPQ). In Textile weaving sector, we are still using conventional machines. Here in, we have plenty of opportunity to improve the technology

(CONTINUE ON PAGE 2)

## Mr Hetal Rumendra Mehta

Science Engineering & Technological Upliftment (SETU) Foundation  
Chairman



## Make in India

### A Scientific Management Perspective

It is indeed applaudable move by the current Government of India to have identified "Make in India" as its thrust area in general and as the Growth Driver for Indian Economy in particular. In fact, if India were to truly benefit from its much touted "Demographic Dividend" before it turns into "Demographic Disaster", it needs to generate semi-skilled and moderately-skilled jobs on the war-footing. And such semi-skilled jobs come in large numbers from manufacturing and not only from the service sectors like IT, BFSI, etc. Accordingly, underlying philosophy of "Make in India" seems to invigorate Indian Shop-floors such that they become center-stage not only for Indian Consumption but also for the World at large

However, the dawn of 21st century has seen tectonic shifts on shop-floors and to grab a sizable pie of world-manufacturing we have to understand this shift. Today the world around, shop-floors per-se are flooded with robots which are replacing jobs. Hence even when manufacturing expands, major source of jobs will be in the form of Supervision, Management, Project Planning and Executions, on-site implementation of Turn-key Projects, customized solutions, etc. Hence if 'Make in India' were to succeed, we must identify these shifts and deploy our precious little resources accordingly

On the positive note, we must appreciate that some components of business Eco-System in India are improving. Leakages from the system are effectively being blocked, strategic use of Technology / Telecommunications / Internet / etc is adding up to improvements in systemic efficiencies and movement infrastructures like Road/Rail/Transport/Highways are improving. Improvements in Indian Ease of Doing Business are being acknowledged by Global Agencies

## EDITORIAL

Make in India (MII) is a major national programme of the Government of India designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best in class manufacturing infrastructure in the country. The primary objective of this initiative is to attract investments from across the globe and strengthen India's manufacturing sector. It is being led by the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, Government of India. The Make in India programme is very imperative for the economic growth of India as it aims at utilizing the existing Indian talent base, creating additional employment opportunities and empowering secondary and tertiary sector. The programme also aims at improving India's rank on the Ease of Doing Business index by eliminating the unnecessary laws and regulations, making bureaucratic processes easier, making the government more transparent, responsive and accountable. The primary goal of this initiative was to make India into a global manufacturing hub, which was to be achieved by increasing the share of manufacturing in the country's GDP to 25 per cent in 2025, or by about 10 percentage points. In order to lend a better focus, the government identified 25 sectors. Interestingly, 13 of these are in the manufacturing sector, while the rest belong to the services and infrastructure. Make in India initiative has embossed a positive image of the Indian economy on the global platform. As per International Monetary Fund, post the launch of Make in India initiative, India has emerged as the fastest-growing major economy with GDP growth rate above 7.6% in 2015-16 and projected growth rate above 7% till 2020. It has helped to increase the flow of foreign funds with technical expertise and creative skills in India. The probable results of MII initiative will be the generation of labor-intensive employment mainly in the manufacturing sector. Further, this employment will increase peoples' purchasing power and consumer-based for the companies and ultimately leads to the attainment of economies of scale which helps MII to become export-oriented growth model

## Dr J.M.Kapadia

Director

S.R.Luthra Institute of Management



However, to take the "Make in India" movement to its full potential, long held beliefs & practices of Indian ways of doing Business like mind-set of Short-cuts, "Chalta Hai" approach, Juggad Economy, etc need to be challenged and a systematic Eco-System that thrives on philosophy of Excellence & Scientific Management needs to be instilled. On the basis of my prolonged interaction with industry stakeholders over the years, I believe, this requires a discreet change in methods of doing Business in this country: A corresponding Tectonic Shift in long-held beliefs and practices to match up to the Global advances

This would require a well-thought out Multi-pronged strategy, wherein key players would be Governments (Both Center and State), Industry Associations and Academia. A task-force mandated for the same should work out action plan to inculcate following traits /Behaviors/Beliefs amongst Indian Entrepreneurs/Businessmen

- > Scientific Approach to Business Management - Actions like: Countrywide road shows at industrial clusters to showcase success stories wherein First-Gen Entrepreneurs have built highly successful and sustainable Enterprises
- > Decisions to be backed only by intuition/experience but also by systematically collected data - Actions like: Preparing & disseminating case-studies, enrolling enterprises for hand-holding projects, etc
- > Investing identified/Budgeted/Agree-upon resources onto In-House Innovation Projects/ R&D / Improvement projects/ etc. - Actions like: Attractive R&R schemes for successful Patents by MSMEs
- > Continuous improvements in Productivity/Quality through identified Improvement Projects. - Actions like: Collections of Real-time Productivity data, collating them and disseminating Industry Benchmarks on real-time basis, etc
- > Adoption of Global Best Practices - Raodshows, disseminations, Interactions with global experts, etc
- > Imparting on the job Modern Managerial & Supervisory Skill-sets to Indian Work-force. - Actions like: Contemporary modules to be prepared by experts that can be delivered through local Academia, backed by attractive R&R

Then only the ambitious 'Make-in-India would make India a Global Force to reckon with

## Dr Anil Saraogi

Trademark Attorney

Educationist, Speaker, Trainer



Jobs pool as investment into manufacturing, engineering and related sectors rise. They say the Make in India initiative has led to an increase in hiring in these segments as well as e-commerce and Internet-related sectors

Estimates also suggest that refocusing on India's traditional occupations would potentially create 10 million jobs a year. For instance, the Indian Leather Development Programme trained 51,216 youth in the past 100 days and it plans to train 1,44,000 young persons annually. Four new branches of Footwear Design & Development Institute — at Hyderabad, Patna, Banur (Punjab) and Ankleshwar (Gujarat) — are being set up to improve training infrastructure. The industry is undergoing acute skill shortage and most of the people trained are being absorbed by the industry

The government's economic policy is predicated on more and more workers moving from farms to industries. Sandip Sarkar, professor at the Institute of Human Development, projects that this year the number of youth in the age group of 15-29 in the workforce would be 153 million

This number would rise to 156 million in 2020 and to 158 million by 2025. More than 90 per cent of India's workforce still works in the informal sector, mostly on under-productive farms

Make in India is all about increasing Indian manufacturing and the ones who would actually make this happen are shop floor technicians, engineers, designers, programme managers, etc

Therefore, as more and more companies roll out their Make in India plans, the job market will be positively impacted

Make in India will help in creating job market and provide employment. Manufacturing here would also boost the GDP and to provide recognition to the Indian economy at the internationally. This would also give the enhancement for skill development

If we have a proper synchronisation with Make in India, Start-up India, stand up India and Skill Development along with proper understanding with Institute- industries tie-ups, the world will see the exponential growth of India

All the best to we Indians

## TOP 10 TIPS TO BE A POSITIVE PERSON

- Think before you speak
- Always keep an open mind
- Discuss rather than argue
- Think positive thoughts
- Always say kind words
- Be objective about criticism
- Respect the feeling of others
- Do not stress other's faults
- Engage in physical activity
- Do not read or watch negativity

## 7 CHARACTERISTICS OF UNSTOPPABLE & CONFIDENT PEOPLE

- Devotee themselves to their true purpose
- Follow their heart's passion
- Believe in themselves and their ideas
- Prepare for challenges
- Ask for help and build support team
- Seek creative solutions
- Persevere no matter what the challenges

**Dr. Ranjan Sabhaya**  
Asst. Professor  
SRLIM



**Sharadchandra Gaddam**  
Student Sem-III  
SRLIM



## PLACEMENT 2018

**26**  
NUMBER OF OFFERS

**6.60**  
LACS PA  
HIGHEST PACKAGE OFFERED

**17**  
NUMBER OF COMPANIES

**3.97**  
LACS PA  
AVERAGE PACKAGE OFFERED

## COMPANIES



## OUR PROUD VOLUNTEERS AT SPARKLE 2018



FROM 15<sup>th</sup> -17<sup>th</sup> DECEMBER, 2017

# MADE IN INDIA PRODUCTS PERCEPTION AND INTENTION

India's political past stalwartly endorsed the 'Swadeshi movement' (support to indigenous manufacturers) leading the 'Be Indian, Buy Indian' nationalist motto that limited the entry of foreign products. After 1991 due to economic liberalisation and globalisation processes, massive changes have happened in the consumer decision making, purchasing habits and spending behaviour. The globalization of marketplace also offers substantial challenges to domestic marketers as a result of that the Indian producer has to face growing rivalry from imported merchandises that too on home ground

Primary research was conducted using descriptive research design Data were collected through a structured questionnaire using non probability convenience sampling technique. The result summary is as under

Consumer perception is a prognosis of reality. Consumers' perception on various dimension for Made in India products were studied and found that consumers perceive Made in India products on four different magnitudes i.e Reputation and Trustworthiness of Made in India products, Reliability of Made in India products, Resourcefulness Made in India products and Competitiveness of Made in India products. Efforts were also placed to study the influence of perception on future intention to buy Made in India products. It is found that 3 dimensions of perception except Resourcefulness i.e. Reputation and Trustworthiness, Reliability and Competitiveness contribute considerably to the prediction of Intention to buy made in India products

As far as the influence of effect of demographic factors on future intention to buy Made in India products, it is found that gender wise there is a substantial difference in future intention to buy Made in India products. No noteworthy distinction was found in future intention to buy Made in India products across categories of age, educational qualification, occupation, monthly income and place of residence

Consumers have shown very positive future intention to purchase Made in India brands in each product category but when it comes to naming a brand for actual use or intention to use, the scenario is very diverse. Made in India brands are not preferred in product categories like refrigerator, chocolates, laptop/computer, smart phone, toothpaste, washing machine, oven/microwave oven, bath soap, two wheeler, footwear, television, shampoo and air conditioners but preferred in products categories like watch, water purifiers, car, deodorant, ice cream, hair oil and pen

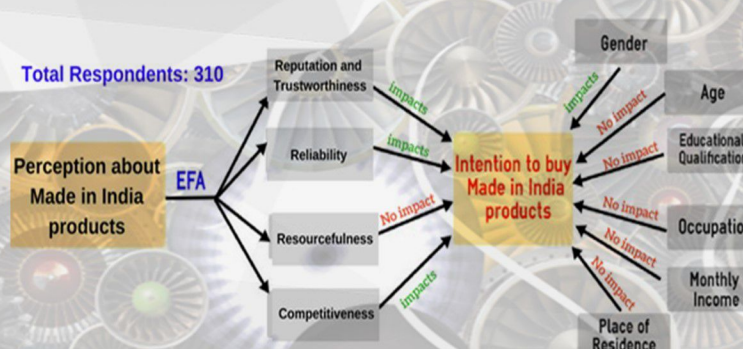
# MAKE IN INDIA: A ROAD AHEAD

Make in India (MII), an initiative of Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, Government of India (GOI) launched in 2014 to encourage companies around the globe to manufacture their products in India. The main purpose of the MII initiative is to generate employment opportunities mainly in the manufacturing sector

The 25 priority sectors were selected majorly of which belongs to manufacturing. The government wants to revamp MII by developing policy in key sectors that can create more jobs and sustainable development. Automobiles, Leather, Engineering, Textiles & Garments, and Pharmaceuticals are the potentials sectors that government proposed to focus to nurture them as these are more of labor-intensive and high-potential sectors. Further, to strengthen MII, GOI is extensively working on Ease of Doing Business (EODB) rank. According to EODB report, 2018 India improved by 30 points and ranked 100 in EODB. India plans to reach 50th rank by making 90 reform in various ministries. The major reforms are proposed in the registration of property and construction permits. These reforms include reducing the number of procedure and permission and moving them online. Apart from this, in the renewable energy sector, GOI is planning to come up with a scheme which tie-up solar project development with domestic manufacturing. "GOI planning got to give the project of 20 gigawatts (GW) to the company that has solar power manufacturing equipment in India" - Renewable energy minister RK Singh. Further, there are many things need to be considered by the GOI for the success of MII. One of the aspects is related to the inflexibility of labor regulations. The average hourly wages for factory workers in India is five-time lower than China. So, wages must rise to attract the quality of the workforce in the manufacturing sector. If the MII is limited only to the few selected areas than there is no mean of it. The statement coming from the Railway Minister, Suresh Prabhu - "The Make in India initiative of the Centre will be successful only if it happens at the state and district levels". Further, the lack of support to local small manufacturer has created the problem. They are not receiving any support from government to fund their projects and ultimately resulted in project failure. Since the three years of Launch of MII, GOI has to rethink on unemployment which emerged as the major challenge for the GOI. MII is not able to provide gainful opportunities for employment to high youth population which expected. Thus, now it is the time for GOI to reassess the MII initiative to increase its effectiveness for the development of the alternatives to create employment and sustainable development



**Mr Pariksinh Vaghela**  
Assistant Professor  
SRLIM



Indigenous manufacturers need to position their brands on parameters like reliability and credibility. They also need to highlight their competitiveness with foreign rivals. Consumers already have a favourable intent to buy indigenous brands so to capitalize this consumer physiognomies, domestic marketers need to highlight Made in India tag and try to create an environment whereby positive intention to buy domestic products can be easily converted into actual purchase. Consumers should be made more aware about indigenous brands and their nationalistic spirits should be targeted

**Mr Riddhish N. Joshi**  
Assistant Professor  
SRLIM



**Dr. Yogesh C. Joshi**  
Director and Professor  
G.H.Patel  
Institute of Business Management, SPU, Gujarat



**Our Shining Stars at GTU International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms held on 6-7 Oct, 2017 at A'bad.**



## Aligned & Enlightened @ FDP on Research

Organised exclusively for SRLIM Faculties

**Identification of Research Problem, Types of Data, Variables and Constructs, Framing Research Objectives, Review of Literature, Research Design and Sampling Design, Formulation of Hypothesis, Framing Questionnaire, Data Editing**

**Hypothesis Testing and p value, Point and Interval Estimation, Univariate Data Analysis - Central Tendency, Dispersion, Distribution analysis, Normality and Reliability Testing of Data with assumptions, Parametric Tests- One Sample t-Test Independent Sample t-Test, Dependent Sample t-Test (Paired)**

**Parametric Tests- One Way ANOVA, Two Way ANOVA, Correlation Analysis, Simple Linear Regression, Non-Parametric Tests : Chi-square Test, Mann-Whitney U Test, Kruskal Wallis Test**

**Non - Parametric Tests : Runs Test, Wilcoxon Signed Rank Test, Friedman Test, Spearman's Rank correlation, Somer's D, Hands on sessions**

FDP on Research Methodology & SPSS Software

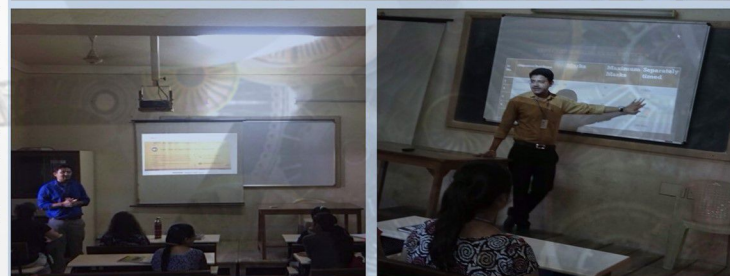
## And the BEST PAPER AWARD goes to

*Consumption of Made in India Products - Perception and Intention, by Mr. Riddhish Joshi, Asst. Professor, SRLIM*

*Assessing Components of Convenience for Adoption of E-ASBA : A step of Digitalization in Indian Capital Market" by Ms Drashti Shah, Asst. Professor, SRLIM*

*Changing Landscape of Lending Segment of Banking Ecosystem: CapitaWorld-A Fintech Initiative by Ms. Darshana Shah & Ms. Swapna Nair, Asst. Professor, SRLIM*

In order to equip our students with updated skills required by the industry as well as to build a strong result oriented Management degree, the Skill Council members of SRLIM organised a session on "Career Avenues & Certification Courses" for HR, Finance and Marketing



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## FORTH COMING SUBJECT Union Budget

Interested readers are invited to contribute their ideas / views / opinion on the above subject at: [learnnovator.srlim@gmail.com](mailto:learnnovator.srlim@gmail.com) before 15<sup>th</sup> March, 2018

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