

AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA



Editors

**Dr. S. Theenathayalan
Dr. V. Sriman Narayanan**

AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA

MAHATAMA KAMISHI V. JO

FOREWORD

Edited by

Dr. S. THEENATHAYALAN

Dr. V. SRIMAN NARAYANAN

Published by

L ORDINE NUOVO PUBLICATION

academicbookpublication@gmail.com

www.nuovopublication.com

Book Title : **AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA**

Editors : **Dr. S. THEENATHAYALAN**
Associate Professor & Head
Department of Economics and Centre for Research in Economics
The Madura College (Autonomous) Madurai, Tamil Nadu

Dr. V. SRIMAN NARAYANAN
Associate Professor
Department of Economics and Centre for Research in Economics
The Madura College (Autonomous), Madurai, Tamil Nadu

Book Subject : **Economics**

Book Category : Chapter Edited Volume

Copy Right : Editors

First Edition : **July 2023**

Book Size : B5

Paper : 21 kg, Maplitho NS

Price : Rs.900/-

Published by : **L ORDINE NUOVO PUBLICATION**
E-mail: academicbookpublication@gmail.com
www.nuovopublication.com
Mobile:99442 12131.

ISBN Supported by
Raja Ram Mohan Roy National Agency for ISBN, New Delhi – 110066 (India)

ISBN: 978-93-92995-65-1



Disclaimer: *The Publisher and editors cannot be held responsible for errors or any consequences arising from the use of information in this Book; the views and opinions expressed herein are of the authors and do not necessarily reflect those of the publisher and editors.*

CONTENTS

S.No	Title	Page No.
1	Performance Analysis of Digital Transactions in India Dr. S. Theenathayalan & Dr. S. Murugan	1
2	Digitalization and its Impact on Environment T. Kalaiselvi & Dr. S. Ganesan	7
3	A Study on Rural Women Entrepreneurs in Vadipatti Taluk, Madurai District, Tamilnadu Dr. M. Regina Mary	12
4	Digitalisation and its Impact on Indian Economy Dr. P. Kannan & Dr. R. Gopi	24
5	Perceived Factors which Induce The use of New Technology in (Digital India) E-Banking Services Dr. A. Marimuthu & S. Hemanath	27
6	An Empirical Analysis of Atma Nirbhar Bharat Abhiyan Dr. S. Meenakshi	35
7	Atma Nirbhar Bharat Abiyan: Make in India – An Outlook Dr. S. Karthikeyan & Dr. P. Gnanasoundari	41
8	Atma Nirbhar Bharat Abhiyaan – A Pride of India Dr. V. Sriman Narayanan & Dr. J. Premkumar	46
9	G-20 Conference: A Pride of India Dr. M. Subramanian, Dr. D. Abraham Pradeep & Dr. R. Sivajothi	52
10	புதிய பாரத எழுத்தறிவுத் திட்டம் 2022-23 முனைவர் பெ.குப்புசாமி	57
11	Implementation of Government Sponsored Employment (SGSY) Schemes in Sivaganga District Dr. S. Chidambaranathan	65
12	Women Empowerment through Self Help Groups in Theni District, Tamil Nadu Dr. S. Karthikeyan & Dr. S. Senthilkumar	69
13	Impact of Make in India on Tourism and Hospitality Dr. C. Sahaya Mary Sophia & Dr. R. Suji Karthika	75
14	Digitalization and its Impact in India Dr. M. Yesurajan & Dr. T. Indra	81
15	Prospects and Challenges Ahead in Indian Industries: An Optimistic Approach S.T. Siddharthan	87
16	Atma Nirbhar Bharat Abiyan Make in India: A Step Towards Making India Self-Dependent Dr. S. Karthikeyan & Dr. P. Mohammed Hither Ali	95

17	Make in India Versus Make for India Dr. S. Karthikeyan & Dr. M. Satheesh Pandian	106
18	Digital India Innovation in Agricultural Sector Some Reflection Dr. B. Sasikumar	112
19	Effective Utilization of Intellectual Property Potentially Enhances the Role Played by MSMEs S. Seethalakshmi & Dr. K.S. Alakumarimuthu	120
20	Role of Micro, Small and Medium Enterprises in Indian Economy A. Rajeswari & Dr. S. Karthikeyan	124
21	Digital Transaction in India: An Analysis Dr. V. Kannan & Dr. P. Senthilkumar	130
22	A Proactive Support to Empower Entrepreneurs by the Dint of Startup India Scheme Dr. P. Anita	135
23	E-Governance in India - Successes and Challenges: The Way Forward Dr. K.S. Alakumarimuthu & K. Pandi	140
24	Efficiency and Problems Faced by the Micro, Small and Medium Enterprises (MSMEs) in Madurai District R. Dilipan & Dr. S. Theenathayalan	143
25	Role of Micro Small & Medium Enterprises in India Dr. M. Gnanamani	148
26	A Study on Startup and its Impact on MSME in Tamilnadu with Special Reference to Vellore District Dr. S. Jaber Asan	156
27	Digital Payment Ecosystem in India K. Satheeshkumar & Dr. R. Kalirajan	161
28	Impact of Make in India on Indian Economy: Evidences of Secondary Data Dr. A. Kannan & V. Thamaraiselvi	166
29	Micro, Small and Medium Enterprises of India and Economic Growth Dr. M. Manjula	171
30	Self Reliant India with Special Reference to One Nation One Ration Card Dr. G. Angala Eswari	178
31	Role of Ministry of Micro, Small and Medium Enterprises (MSME) of Coir Industry in Pollachi Taluk, Coimbatore District Dr. M. Mehar Banu & Mrs. Divyabharathi R	183
32	A Study on Performances and Prospects of MSME in India Angel D	190
33	Trend Analysis of Revenue Collection from Goods and Service Taxes in India Dr. R. Premalatha	194

34	Economic Implications of Goods and Service Tax – A Frontward Approach Dr. S. Thangamayan	202
35	Impact of Digitalization on the Growth of Indian Economy- An Analytical Study Z. Meer Ismail Ali	210
36	Trend and Pattern of Manufacturing Sector in Tamilnadu Dr. T. Selvakumar, Dr. J. Priya Rubi & Dr. S.T. Jacob Ponraj	214
37	Impact of GST on Small and Medium Industries – A Case Study of Selected Small Scale Industries in Madurai District Dr. S. Sureshkannan	223
38	Challenges and Opportunities for Digital India S. Sheela & Dr. T. Indra	229
39	MSME is a Tool for Women Empowerment Mrs. A. Gracy Rani & Dr. K. Selvalakshmi	233
40	G20 Summit: Prominence and Pride of India Dr. V. Venkadeshwaran	237
41	Role of Digital India Program in Strengthening Good Governance: A Study of Madurai Municipality Corporation A. Subha Bharathi, T. Sathish Kumar & Dr. T. Indra	241
42	Impact of Climate Change on MSME's in Madurai District Dr. M. Deepan	247
43	Sanitation and Hygiene Issues on Human Health Dr. B. Lakshmi & Dr. R. Dharmadurai	252
44	Current Scenario of MSMEs in India Dr. S. Sharmeela Banu	264
45	Challenges of Make in India: Prospects from Dr. A.P.J. Abdul Kalam's View Dr. C. Nithiyantham	270

ATMA NIRBHAR BHARAT ABIYAN: MAKE IN INDIA – AN OUTLOOK

Dr. S. Karthikeyan

Associate Professor,
Department of Economics & Centre for Research in Economics,
The Madura College, (Autonomous), Madurai

Dr. P. Gnanasoundari

Assistant Professor,
PG Department of Economics and Centre for Research,
Saraswathi Narayanann College (Autonomous), Madurai.

Abstract

The manufacturing sector is required to play a crucial role for India economy to achieve its goal of employment generation and economic development of the country. In view of the requirement of the time, Make in India was launched by the Honorable Prime Minister of India on August 15, 2014. The Prime Minister invited to both domestic and international industrialists, Make in India campaign is aimed to make the country a manufacturing hub that will help boost jobs and growth. In this paper attempt has been made to highlight some facts in the field of manufacturing.

Keywords: Make in India, Manufacturing Sector, GDP, PLI, One District One Product

Introduction

The 'Make in India' initiative was launched in 2014 under the dynamic leadership of the Honorable Prime Minister Shri Narendra Modi, 'Make in India' is transforming the country into a leading global manufacturing and investment destination. But it is Narendra Modi, who within a matter of months, launched the 'Make in India' campaign to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best in class manufacturing infrastructure

Concept

Make in India, the flagship program of the Government of India that aspires to facilitate investment, foster innovation, enhance skill development, and build best-in-class manufacturing infrastructure, completes 8 years of path-breaking reforms on 25th September 2022.

Four Pillars of India

The 4 pillars of Make in India initiative are New Mindset, New Sectors, New Infrastructure, and New Processes. Hence, the Make in India initiative not only aims to boost the manufacturing sector but also other sectors.

There are four types of sector groupings in the economy: primary, secondary, tertiary, and quaternary.

ABOUT THE EDITORS



Dr. S. THEENATHAYALAN is presently serving as Associate Professor and Head, Department of Economics and Centre for Research in Economics of The Madura College (Autonomous), Madurai, Formerly Member – Syndicate (Governor's Nominee) and Member - Convener Committee, Madurai Kamaraj University. At present he is a Member in Academic Council, Madurai Kamaraj University and Member- Planning Board (Governor's Nominee), Manonmaniam Sundaranar University, Tirunelveli. He has credibly maintained consistent academic records in his post graduate studies with a University Rank. He started his teaching career in July 1991 with a passion for teaching for more than 3 decades. He has guided 15 Ph.Ds, 32 M.Phil., published 22 books and good number of students completed their PG Projects.

He was also the organizing secretary of 10 National Seminars, 1 National Conference and 3 International Conferences. In addition, he has delivered 80 plus invited lectures at the UGC-HRDC and keynote addresses in Economics in National, International conferences and radio talks. His research contributions are also outstanding. At present, 4 Ph.D. Scholars and one Post-Doctoral fellow are working under him. He is the domain expert and one of the authors of Plus One and Plus Two Economics Text Books of Government of Tamil Nadu.

He has published 40 research papers in national and international journals of repute. His academic contributions involve membership and Chairmanship of Board of Studies of various colleges and universities. He was also a recipient of "Best Teacher Award", "Best NSS Programme Officers Award", "Senior Economists Award", "Eminent Academician Award" and "Distinguished Resource Person Award". Besides, he served as NAAC Coordinator, IQAC Coordinator and Dean of Academics and Research at the College. He was invited to deliver a keynote address in the International Multidisciplinary Conference held at Malaysia.



Dr. V. SRIMAN NARAYANAN, M.A., M.Phil., Ph.D. SET, is presently working as Associate Professor PG Department of Economics and Centre for Research in Economics, The Madura College (Autonomous), Madurai since 1998. He obtained his Ph.D. in Economics from the Madurai Kamaraj University in 2008. To his credit, he has participated and presented many papers in the International, National and State Level Seminars/Conferences and Workshops. He has also published few articles in the refereed and UGC-Care Listed journals and edited books. He has produced a Ph.D., 15 M.Phil. scholars and many PG Projects. He has rich experience in administration as Member Secretary in the Academic Council, Placement Officer, Deputy Controller of Examinations and Controller of Examinations in The Madura College. Recently, he visited Malaysia for an International Conference as Chairperson. Besides, he received the Best NSS Programme Officer award from the Madurai Kamaraj University.



Published by
L ORDINE NUOVO PUBLICATION
academicbookpublication@gmail.com
www.nuovopublication.com

ISBN 939299565-2



9 789392 995651