

A Study on Make in India Special Reference: Art Business Facilities Provided by Indian Govt.

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Abstract— Indian economy, growth and development are based on many factors. To face competition with other countries the movement “Make in India” was formed. Handicrafts and other art business are the major part of India which represents the culture and traditions. The research objective was used for making knowledgeable of namely schemes given in brief by government so that people progress in the field of handicrafts and make new projects by the use of the talent and convert into business. To achieve these facts survey was done with the help of taking samples. The aim was to aware people about the art business to the youth of the nation.

Keywords: Make in India, Art Business, Handicrafts

I. MAKE IN INDIA

Make in India is a Independence movement which covers 25 sectors of the economy. It was launched on 25th September 2014 by Indian Government to give hope to a commercial business to invent their products in nation and enthuse with dedicated investment into manufacturing.

The objective was to change the nation toward a universal pattern as well as framing centre and job-rich and finesse betterment of 25 zones of the frugality. The Make in India dynamism is derived from the four pylon - “New Affair, New Framework, New Precinct, New Ethos”. The focus was on 25 zones. This embrace: aviation, automotive, ammunitions, informatics, drugs, architecture, security, inventions, rotating electrical, agri-food, yard goods and vestments, harbour, chamois, broadcast, and contentment, fitness, excavation, leisure industry and cordiality, cableway, automotive elements, sustainable power, bionics, space, thermoelectric, routes and expressway and electronics avionics.

II. INDIAN CRAFT AND ART BUSINESS

The history of Indian handicrafts goes back to nearly 5000 years from currently. The crafts were invented to fulfil the needs of the common people. From the stone age period the people were used to make rock paintings and the colour they used were of leaves and flowers, this shows the creativity of the people from the history. This shows the work and the evaluation from the years back and now. In India crafts are being very distinct, wealthy in time, culture and ideology. The craft of nation represents particular culture and ideology. The crafts are of being states and of different types. The tradition is within the rural communities but today they are not in trend. The handicrafts were made from clay, wood and metal.

Handicrafts promotes the culture and heritage of our country and preserves the traditional knowledge and talents. Designers from across the country are presenting traditional handicrafts products, innovative furniture, textiles and

garments. There are many projects get performed under Make in India. People living in India knows the culture and follow it by making art and defines the culture through the art. The art can be paintings, handloom, crafts, pottery which truly defines India. The products are traditional and inspired from our country culture and making the handicraft tradition alive in our country.

III. GOVERNMENT SCHEMES ON ART BUSINESS

- Swadesh Darshan Website.
- Grants Scheme by Ministry of Culture in Performing Arts.
- Financial assistance for promotion and strengthening of regional and local museums Scheme
- Young Artistes in Different Cultural Fields Scheme for Scholarships.
- Information on Tagore National Fellowship for Cultural Research Scheme.

A. Objectives

- 1) To Examine the awareness on art business facilities provided by Indian government.
- 2) Study on motive of promoting art business in India.

IV. REVIEW OF LITERATURE

Dr. K. V. Ramana (2015) the paper empowers “Make in India Illusion or Possible Reality Project?” The research includes issues saying Make in India, zones covers, globally and favourably received and several reviews. The research likewise includes the confronts the work and progress can address. The research turns out, the propaganda pulls external capital and raise the invention sections of the country made temporal to excellence.

Dr. Arvind Narayan Chaudhari (2015) the paper empowers “A Study of Perception about Make in India Among College Student”. The paper covers to understand the objective aims and vision of Make in India and its affect on various fields and to verify awareness and perception among the youth of the nation.

Jahangir Ahmad Bhat (2015) the article entitled “The Sector of Handicrafts and its Share in Indian Economy” The sector of handicraft is not only providing employment for the development of economy however it additionally acts as a wise creative approach of self- expression for the artisans.

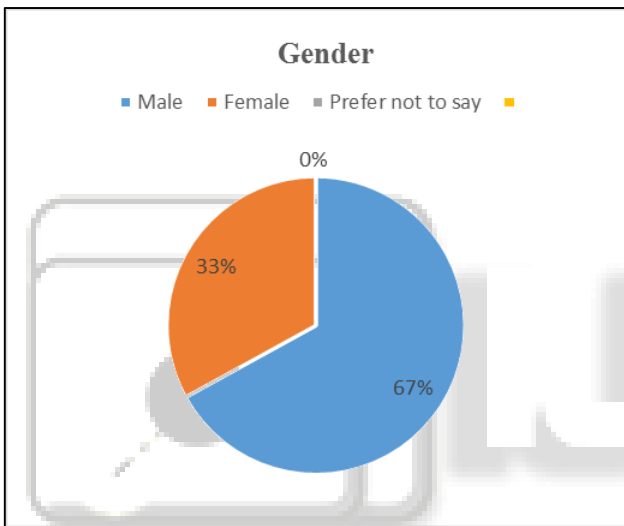
Dr. B. Amaranatha Reddy (2018) the article entitled “Growth and Development of Handicrafts in India: A Case Study of Crochet Lace Industry in Andhra Pradesh”. The study focusses on the lace industry and how it will help in the growth and economy of the country.

V. RESEARCH METHODOLOGY

Sources of Data	Primary and Secondary
Sample Size	100
Study Area	Social Art Market
Sample Techniques	Convenience
Respondents	People related to Art and Business
Statistical Tools	Percentage Analysis

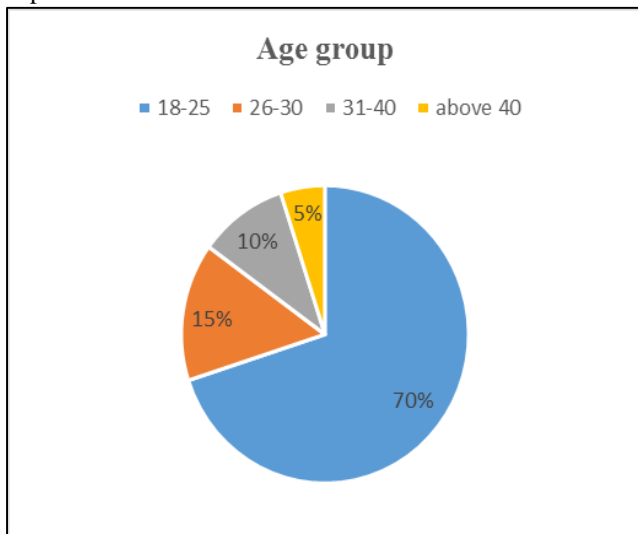
This study is in accordance to preliminary information and auxiliary database by exploring various journals, books, the internet, some of the government data etc. The sample size was about 100 respondents. The study area of the research paper was the social art market which is related to the art and handicrafts projects. The sample techniques used were convenient and the respondents were people which are related to art and business. The statistical tools used was on percentage analysis, which is used to study the analysis.

VI. DATA INTERPRETATION



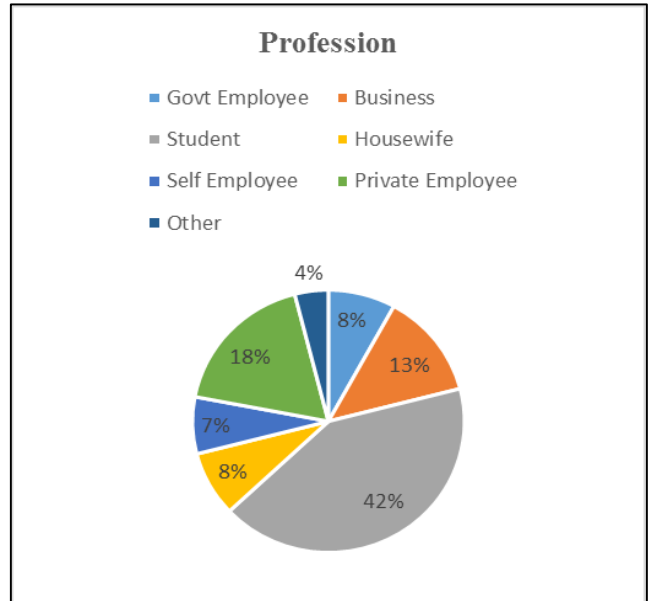
A. Inference:

The chart shows the sample of the gender respondent to questions asked during the survey, in which 33% were female respondent and 67% were the male.



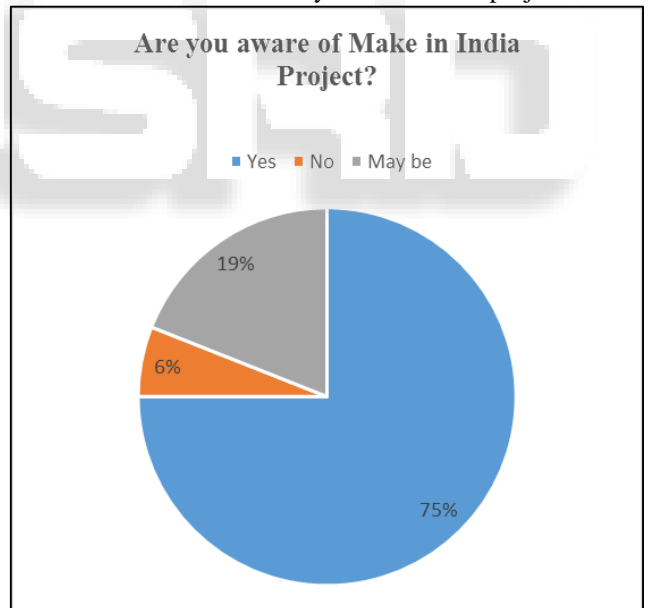
B. Inference:

A data was collected where the age group of 18-25 are more fascinated about handicrafts were as the age increases the interest decreases.



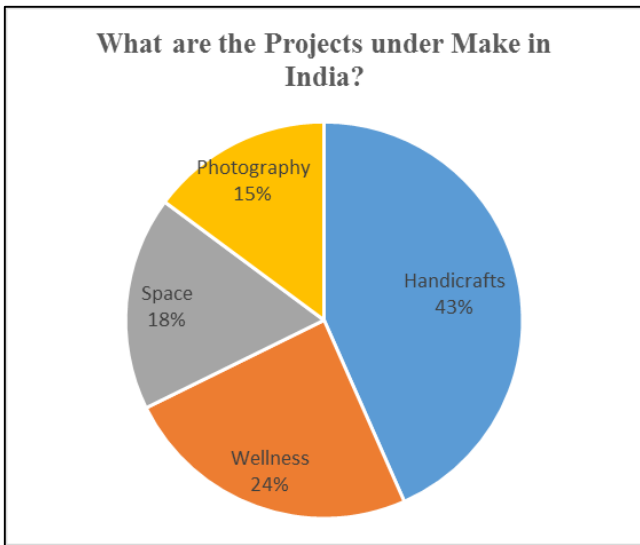
C. Inference:

The chart shows the student are more aware of handicrafts and art business introduced by Make in India project.



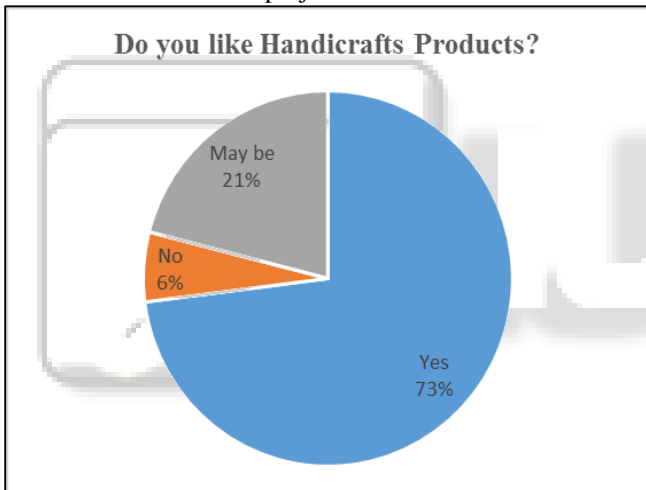
D. Inference:

As per the chart 75% are aware of Make in India project whereas 19% of them have heard somewhere and 6% don't know about the project.



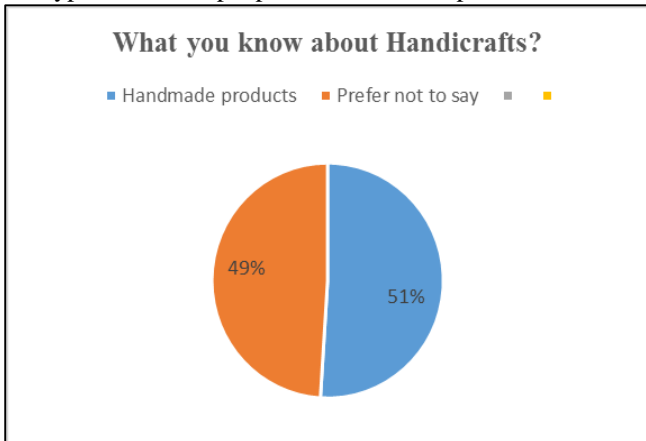
E. Inference:

As per the questions there are many projects under Make in India such as Technology, Wellness, Handicrafts, Oil Refineries, Space and many more and most of the people are aware of the handicrafts project.



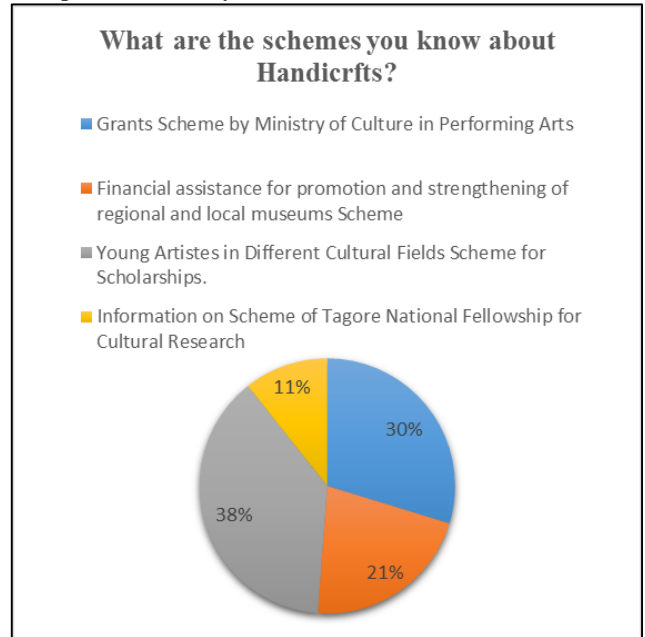
F. Inference:

Handicrafts products are made by traditional way of art which represents the country, culture, livelihood etc. According to the hypothesis 73% people like handicraft products.



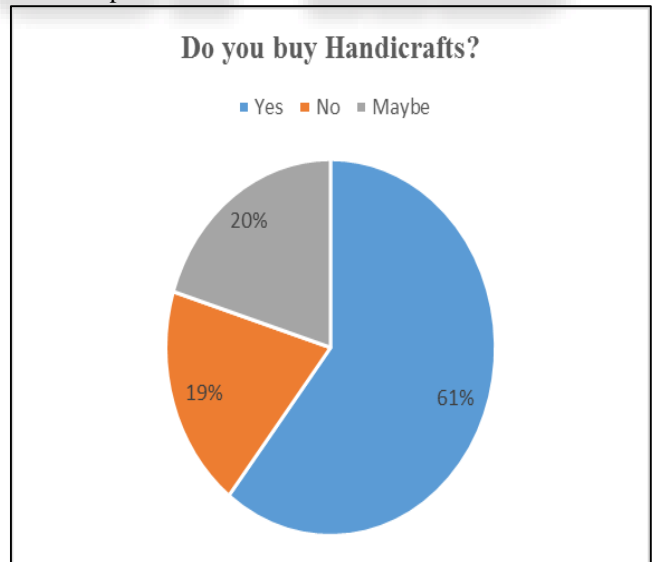
G. Inference:

According to the hypothesis 51% know that people think that the handicrafts product are handmade products and some of them prefer not to say.



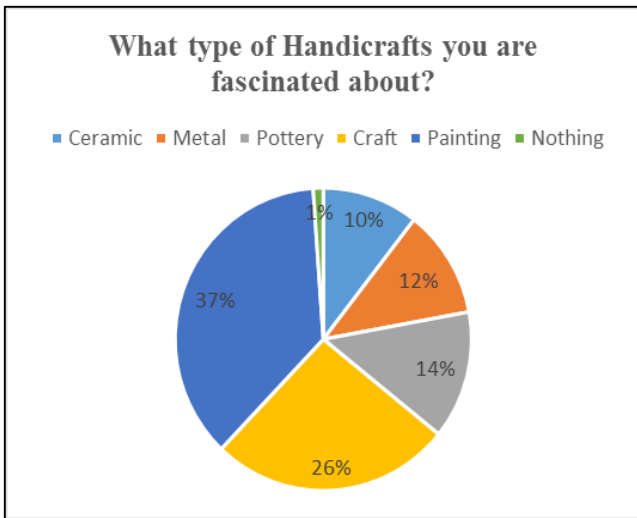
H. Inference:

There are many schemes given by the government and people are aware of it. Young Artistes in Different Cultural Fields Scheme for Scholarships. Other schemes Grants Scheme by Ministry of Culture in Performing Arts, Financial assistance for promotion and strengthening of regional and local museums Scheme, Information on Tagore National Fellowship for Cultural Research Scheme.



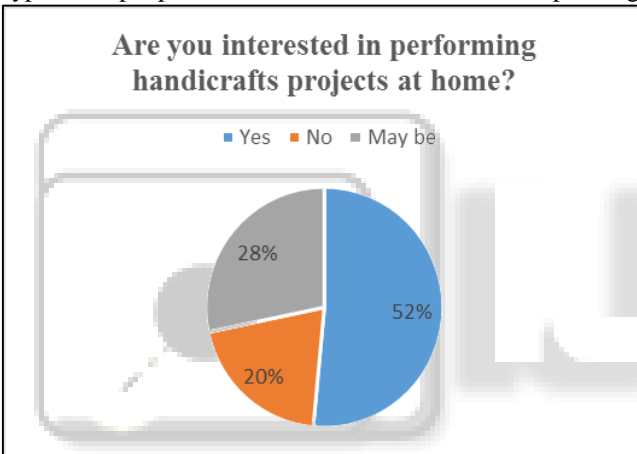
I. Inference:

There are many people who buy handicrafts. According to the people of 61% are the people who buy handicrafts.



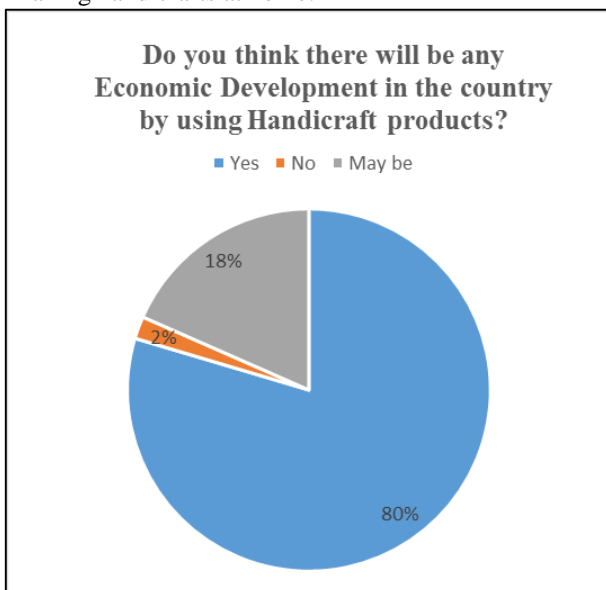
J. Inference:

There are many handicrafts products like ceramic, metal, pottery, craft, painting, and many more. According to the hypothesis people are fascinated about ceramic and painting.



K. Inference:

Handicrafts project are one which can perform at home with the least cost. According to the hypothesis 52% are interested in making handicrafts at home.



L. Inference:

Make in India was formed because it will help in economy of the country. According to the hypothesis 80% of the people think that there will be economic development of the country by using handicraft product.

VII. FINDINGS

- Majorly 67% of Male respondents are showing more interest in handicrafts than female respondents.
- As the youth plays the major part in the economics sector of the nation it has been found by people age of 18-25 years is more interested in handicrafts.
- Students and business people are more interested in art. As the major student respondents of 42% need to be seen.
- Make in India project was taken a big part for the growth of economy in every sector and thus 75% of respondents are aware of Make in India project.
- Majorly 84.5% respondents think that Handicrafts are the emerging project by Make in India.
- Handmade products are the unique products which can attract people, as per the study it has been found that Handicrafts product are liked by 75% of respondents.
- Handicrafts define culture and tradition of a country and with the help of the study it has been found that mostly respondents know that handicrafts are those products which are handmade.
- There are many schemes given by the Government of India which helps the needy and can give a chance to undergo the area of their study. During the study it has been found that 38% of the respondents know "Scheme for young artists".
- People buy different products but handicrafts stands out with the uniqueness and hard work of the people in it. Majorly to be found that 60.6% of respondents buy Handicraft products.
- Handicrafts are of different types and majorly 36.8 % of respondents are fascinated about Paintings and 26% of people for crafts.
- Nowadays people want to start their own business or start up and merely found that more than 50% of people want to do project on handicrafts at home.
- The economy of the company can be grown by the Make in India project as if we start to export are product rather than importing. The study shows that 79.6% of respondents think that there will be an Economic Development in the country by using handicraft product.

VIII. STUDY LIMITATIONS

In the survey the data was used with the help of newspapers, internet, government sites which are secondary data, whereas the sample data is primary data which is limited sample size. The study area was the social art market which are into the art projects. In our study we use limited data to observe the analysis of Art Business and the it's emerging market under Make in India project.

IX. CONCLUSION

The study consists of the Make in India project and the facilities given by Indian Government. Make in India have 25 projects under them, but handicrafts are the emerging project which can grow up the employment and the awareness for Art Business with the help of the schemes provided by the government. The study shows that with the help of art business the economic growth can be increase and will show the tradition and culture of the nation. The handicrafts talent which is use by the people can convert into the art business and will be a new idea to earn money and build a start-up. Art Business gives the youth a new opportunity and a way to success.

X. SCOPE OF STUDY

The people of India are more attracted towards the Handmade products for the antiques and lifestyles used at home and other business areas. With the help of Make in India project the people will be more fascinated about the business and will support further development and economy at one nation. People want readymade and unique products available in the market and for the further requirements. In near future the project will successfully help the people with the use of schemes provided.

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