

Perception of Entrepreneurs about MSMEs in General and in the Context of ‘Make in India’ Programme in Specific

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Abstract

This research paper is intended to study the perception of entrepreneurs about MSMEs in general and in the context of the ‘Make in India’ programme in Specific. It would examine the perception of entrepreneurs about management style and market aspect of MSMEs in general sense and initiatives taken in the light of the ‘Make in India’ campaign. This study is generally based upon the primary data: thus, different data compilation techniques such as schedule, interviews, in depth discussions shall be used. In addition to this, for the compilation of opinion of MSME’s entrepreneurs, multistage convenient sampling is used and lastly, the analysis will be done to thorough the mathematical and statistical tools and techniques, to know about the changing business environment, through govt. policies, influence the important stakeholder. In the end, a conclusion will be framed to adjudge the opinion of respondents with relevant suggestions for policymakers.

Key Words: MSMEs (Micro, Small and Medium Enterprises), ‘Make in India’, Entrepreneurs.

Introduction

Micro, Small, and Medium Enterprises have been accepted as the engine of economic growth for promoting equitable development all over the world and especially in India. Industrialization is a significant feature of economic development. Micro, Small and Medium enterprises have emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. As per MSME Act-2006, MSMEs are classified into two categories. They are **Manufacturing Enterprises**: - The enterprises engaged in the manufacturing or production of goods by employing plant and machinery in the process of value addition to the final product. **Service Enterprises**: - The enterprises engaged in providing or rendering of services and are defined in terms of investment in equipment.

Definitions of Indian MSMEs in Terms of Capital Investment:

Classification	Previous (Investment in Plant and Machinery)		Now (Investment in Plant and Machinery)
	Manufacturing Enterprises	Service Enterprises	Manufacturing Enterprises & Service Enterprises
Micro	Up to 25 Lakh	Up to 10 Lakh	Up to 1 Crore
Small	More than 25 Lakh and up to 5 Crore	More than 10 Lakh and up to 2 Crore	More than 1 Crore and up to 10 Crore
Medium	More than 5 Crore and up to 10 Crore	More than 2 Crore and up to 5 Crore	More than 10 Crore and up to 20 Crore

Source: <http://dcmsme.gov.in/>

In February 2018, the Union Cabinet chaired by the Prime Minister Shri Narendra Modi has approved changes in the definition of the MSMEs. Now, MSMEs' definition has been based on ‘annual turnover. It is expected that the changes made in the definition of MSMEs will enhance the ease of doing business and very soon the contribution of the manufacturing sector in the Indian GDP will touch to 25 per cent. The revised classification of MSMEs is based on turnover has made it easier for both the government and industries to recognize a business as an MSME.

Definitions of Indian MSMEs in Terms of Annual Turnover:

Classification	Previous (Annual Turnover)	Now (Annual Turnover)
	Manufacturing Enterprises & Service Enterprises	Manufacturing Enterprises & Service Enterprises
Micro	Up to 5 Crore	Up to 5 Crore
Small	More than 5 Crore and up to 75 Crore	More than 5 Crore and up to 50 Crore
Medium	More than 75 Crore and up to 250 Crore	More than 50 Crore and up to 100 Crore

Source: <http://dcmsme.gov.in/>

1. ‘Make in India’ Programme

Make in India is a flagship program of the government of India for making India a manufacturing hub, creating more employment opportunities, improving infrastructural facilities and exports promotion etc. Make in India is an international marketing strategy, conceptualized by the Prime Minister of India, Sh. Narendra Modi on 25 September 2014 to attract investment from businesses around the world and to make India a manufacturing hub. This programme aims at to take a share of manufacturing in the country’s gross domestic product from stagnant 16% currently to 25% by 2022, as stated in the national manufacturing policy,

and to create 100 million jobs by 2022. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement.

2. Review of Literature

It enables us to find out what researches had already been done and identified what is unknown within this topic. Bellalah Mondher, Rahaman and Abdel Kamal (September 2001) concluded that the small firms have a pessimistic approach toward adoption to euro and moreover, the budget for research and development has been increased. Stokes and Lomax (2002) asserted that several studies have designated that the most important source of new customers for small firms is recommendations from existing customers. Chand Kumar Dilip (2004) revealed that the efficiency among worker may be promoted if we can provide them facilities. There have been strong relationships between motivation and productivity & healthy environments. Singh Charulata (July 2007) said that the handlooms have been the source of the infinite wealth of old skill as it is an individualistic way of interaction. It connects to the richness of the world around us through the invisible threads of affiliations. Reddy (2008) revealed that the problem of sickness in small scale industries is due to underutilized capacity of plant and machinery which is caused by the shortage of working capital, lack of demand, non-availability of raw materials, technological obsolescence, absence of organized market channels, infrastructural facilities, deficient managerial and technical skills. Saxena (2009) exhibited factors which affect the marketing strategies of SMEs i.e. limited financial resource and limited use of specialized services. Krishnaiah and Rajashekar (2012) concluded that in the future Intellectual Property Rights will one of the upcoming areas for proficient know-how transfer in the international atmosphere. Bhattacharya Achintan (August 2013) explained that the retrogression of overall credit to MSMEs and diversion of major share in credit to medium and large enterprises. Moreover, it can be said globalisation, liberalisation and increasing NPAs posed a critical challenge in way of credit to SMEs. Nana *et al* (2014) demonstrated from the analysis that while SMEs selecting partners they took into account some very important criteria such as price, quality, deadline, previous relationships and as a significant criteria capacity, reputation, and technical ability. Sahoo Pravakar, Bhunia Abhirup (June 2015) cleared out that the government has been boosting reforms, infrastructure, ease of doing business to revive the growth of the manufacturing sector for job creation and uplifting standard of living. Jhunjhunwala Ashok (January 2016) explored that the young-ecosystem in combination with R & D, design & product development, IPR creation & preservation shall be a products development leader. Moreover, improving and strengthening technical education initiatives like IITM Research Park would help in achieving these objectives. Nahata Aishwarya and Hashim A. Danish (May 2017) observed that Central as well state governments need to take sustain and continues initiatives on the EoDB front, so they bear outgrow at the grass-root level. India's doing business ranking need to improve to effectively realise 'Make-in-India' initiatives. The some studies on evaluation of marketing-mix revealed that the promotion has a very high level of impact to increase the sales of products and good distribution of the product can affect positively customer satisfaction. Verma, Ekta & Sahiba (2019) revealed that social media marketing is only the latest buzz in marketing, besides this, it is also examined that how the most emerging and flourishing sector i.e. MSME is adopting and using social media as a tool of marketing.

3. Statement of Problem

In this study, an attempt has been made to examine the perception of entrepreneurs about MSMEs in general and in the context of the 'Make in India' programme in specific. In this research work, the concentration has been given to the managerial and marketing aspect of MSMEs in general. Simultaneously, perception has also been considered for initiatives taken under the 'Make in India' campaign specific.

4. The objective of the Study

- To study the perception of entrepreneurs about the MSMEs in general and in the context of the 'Make in India' programme in specific.

5. The hypothesis of the Study

- H₀₁ the entrepreneurs have no general perception for MSMEs.
- H₀₂ the entrepreneurs have not taken insight for the initiatives under the 'Make in India' campaign.

6. Research Methodology

It provides the empirical and logical basis for conducting a study, drawing conclusion and gaining knowledge. The application of the correct methods in a scientific manner was the requirements for the entire study. Keeping in view the above said supposition methodology of data compilation formulated and analysis was made.

7. Primary Data

The collection of information was based mainly on primary data. The primary data for this study was collected through schedule from the units (MSMEs) located in Kangra, Bilaspur, Chamba & Lahul-Spiti districts of Himachal Pradesh and for the collection of data the researcher was personally visited each sample unit. In the collection of primary data various research techniques such as detailed discussions, schedule and observations were used as per the objective of the study. A discussion was conducted with the entrepreneurs to understand their perception about MSMEs in general and 'Make in India' in specific. For attaining qualitative information Likert Scale was used and finally for selecting the respondents, multistage convenient sampling was used.

Stage I In the first stage of multistage sampling, the twelve districts of Himachal Pradesh have been divided into tribal and Non-tribal district (Table 1).

Stage II In the second stage of multistage sampling, tribal and Non-tribal districts have been arranged in descending order according to registered units of MSMEs.

Stage III In the third stage of multistage sampling, two strata of four districts have been selected.

Stage IV In the fourth stage of sampling, these two strata comprise two districts each. One stratum has consist of districts with the highest registered units of MSMEs and other strata consist of districts with the lowest registered units of MSMEs from tribal and Non-tribal districts of Himachal Pradesh.

Stage V In the fifth stage of sampling, a quota of 500(around 510) respondents have been selected.

Stage VI In the sixth stage of sampling, the quota of 500(around 510) respondents have been divided proportionately according to the registered unit of MSMEs in each stratum (two) consisting of four district. The proportionate representations of respondents from the study area are shown in the following table 2.

Stage VII Hence, by using proportionate sampling in the seventh stage, respondents have been selected on a convenient basis for data collection.

TABLE 1 DISTRICT WISE DETAIL OF ENTERPRISES SET UP SINCE INCEPTION

Sr. No.	Districts	Total Number of Registered Units of MSMEs	Status of Districts	Ranking of Districts as per Registered MSMEs' Units, For both Non-Tribal and Tribal (in Descending Order)
1.	Kangra	9218	Non- Tribal	9
2.	Solan	5598		8
3.	Mandi	4055		7
4.	Shimla	3603		6
5.	Una	3556		5
6.	Sirmour	3387		4
7.	Hamirpur	2938		3
8.	Kullu	2638		2
9.	Bilaspur	2404		1
10.	Chamba	1809	Tribal	3
11.	Kinnaur	598		2
12.	L. & spiti	590		1

Source: Industrial Directorate Shimla, Himachal Pradesh.

TABLE 2 SAMPLE SIZE

Strata	Name of Districts	Status of Districts	Level of District as Per Registered Units of MSMEs	Total Number of Registered Units of MSMEs	No. of Respondents (Proportionate Basis)
I	Kangra	Non-Tribal	Highest	9218	330
	Chamba	Tribal	Highest	1809	65
II	Bilaspur	Non-Tribal	Lowest	2404	85
	Lahual & Spiti	Tribal	Lowest	590	22 (30 minimum sample)
Total Sample				14021	510

8. Tools and Techniques for Analysis:

Keeping in view the objective of the study different tools and techniques was used for data analysis: -

a. Mathematical Tools: Percentage,

b. Statistical Tools:

Descriptive Statistical Measures: Arithmetic Mean, Standard Deviation, Skewness, Kurtosis, Non-Parametric Test: Chi-Square.

9. Analysis and Interpretation

To study the entrepreneur's perception in the prevailing business environment with regards to MSMEs and the 'Make in India' campaign in Himachal Pradesh, the following observation is identified, analyzed and interpreted:

10.1 Perception of Entrepreneurs about MSMEs' Managerial Competence in General: An Analysis

Enterprise management is an essence for successful entrepreneurs as well as enterprises. Correspondingly, the management is an approach to carry out and organize the enterprises' resources, operations, capabilities and services offered. The subsequent table 3 depicts that the majority of entrepreneurs convinced with attractive/adaptive style of management in their MSMEs. It is further supported by the calculated mean score which is greater than standard mean score i.e. 3 that explain the perception of respondents are bent towards the higher side of the mean. Moreover, the platy kurtic behaviour of kurtosis and negative value of skewness with significant chi-square value support that the distribution is not biased. The reason identified for this behaviour is that the resources such as man, machine, material, money can be easily arranged and organized by proprietors. Moreover small size and emotion of possession have been making it much impressive.

Similarly, the results depicts that factors like MSMEs have advantages of easy decision-making, advantages of trouble-free succession planning, uncomplicated information system (in both way) and benefit of participative approach in the whispered sector appeared impressive for entrepreneurs. The mean value arrived for the aforesaid factors is greater than the standard mean score i.e. 3 at a five-point scale. On a similar note, the distribution is leptokurtic with a significant value of chi-square. It signifies that the distribution is not equally distributed. The rationale behind such aspects would have been inherited characteristics and patrimonial succession in MSMEs and easy decision making because of its small size and free flow of communication. Even, the uncomplicated information system (in both way) and benefit of participative approach, in such whispered sector, have also been based on self-transactional classification, self-helping co-ordination, adaptable to changing environment system. Latterly, the participative approach in MSMEs found to hold up in respect of its empowered employee, recognized humanity ethical elements like as moral, principal and value-based working.

Table 3 Perception of Entrepreneurs about MSMEs' Managerial Competence in General

Variable	Nature of Response					Total	\bar{X}	σ	Sk	Kt	χ^2	P Value
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree							
MSMEs has adaptive style of management	173 (33.9)	130 (25.5)	77 (15.1)	100 (19.6)	30 (5.9)	510 (100.0)	3.61 96	1.289 37	- .47 9	- 1.0 45	114.09 8 ^a	.000
MSMEs have advantages of easy decision-making	258 (50.6)	148 (29.0)	20 (3.9)	25 (4.9)	59 (11.6)	510 (100.0)	4.02 16	1.336 18	- 1.3 34	.47 1	401.51 0 ^a	.000
MSMEs has advantages of trouble-free succession planning	301 (59.0)	119 (23.3)	23 (4.5)	42 (8.2)	25 (4.9)	510 (100.0)	4.23 33	1.163 66	- 1.5 30	1.2 48	545.68 6 ^a	.000
Uncomplicated information system (in both way)	267 (52.4)	90 (17.6)	32 (6.3)	39 (7.6)	82 (16.1)	510 (100.0)	3.82 55	1.520 95	- .93 7	- .72 1	359.19 6 ^a	.000
MSMEs has benefit of participative approach	245 (48.0)	85 (16.7)	28 (5.5)	63 (12.4)	89 (17.5)	510 (100.0)	3.65 49	1.576 64	- .68 4	- 1.1 83	273.56 9 ^a	.000

Source: Data compiled through Schedule

Note: Figures in parenthesis denotes percentages

10.2 Perception of Entrepreneurs about MSMEs' Market Competence in General

An enterprise's understanding of the market has a noteworthy upshot on its performance. It all begins with knowledge of prospects and close with customer satisfaction. The subsequent table 4 depicts the entrepreneurs' perception for knowledge of market niche in the local area and, whether they easily earn' customer's interest in the locality. Then the survey revealed that the majority of respondents acknowledge their understanding for the market in the surrounding area and influencing the customer' interest in their product. The above said aspects have been further supported by the mean score at a five-point scale, as it arrived at a value greater than 3 which means that respondents' opinion are bent towards the higher side of the mean. Moreover, the platy kurtic behaviour of kurtosis and negative value of skewness with significant chi-square value supports that the distribution is not biased. The reason identified for this behaviour is that understanding of local culture, acquaintance to customer preference & taste, information of credit history of customer etc.

As on a similar note, the results depict that factors like MSMEs takes advantages of core competencies in the markets (less time to fulfil the demand, customer-specific products etc.) appeared impressive for entrepreneurs. Simultaneously entrepreneurs did not ignore their flexible approach in the market. The mean value arrived of the aforesaid factors is greater than the standard mean score i.e. 3 at a five-point scale. On a similar note, the distribution is leptokurtic with a significant value of chi-square. It signifies that the distribution is not equally distributed. The rationale behind for such perception might be Locational advantages, personal selling, after-sales services, awareness of culture, linguist understanding, demand-based production, adaptable to geographical location and benefits of locally available material etc.

Table 4 Perception of Entrepreneurs about MSMEs' Market Competence in General

Variable	Nature of Response					Total	\bar{X}	σ	Sk	Kt	χ^2	P Value
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree							
Your enterprise has knowledge of market niche in local area	61 (12.0)	77 (15.1)	22 (4.3)	115 (22.5)	235 (46.1)	510 (100.0)	3.75 69	1.459 24	- .79 5	- .90 2	260.4 31	.000
Your enterprise easily earns' customer interest	72 (14.1)	60 (11.8)	30 (5.9)	102 (20.0)	246 (48.2)	510 (100.0)	3.76 47	1.493 78	- .82 8	- .87 3	280.2 35	.000
Your enterprise takes advantages of core competencies in the markets (less time to fulfil the demand, customer specific products etc.)	83 (16.3)	45 (8.8)	37 (7.3)	98 (19.2)	247 (48.4)	510 (100.0)	3.74 71	1.521 54	- .83 4	- .87 9	283.0 98	.000
Your enterprise has flexible approach in the market	35 (6.9)	78 (15.3)	22 (4.3)	106 (20.8)	269 (52.7)	510 (100.0)	3.97 25	1.342 68	- 1.0 16	- .42 9	385.9 80	.000
Your enterprise are successful to increase customer base in the markets	95 (18.6)	38 (7.5)	53 (10.4)	110 (21.6)	214 (42.0)	510 (100.0)	3.60 78	1.532 60	- .69 6	- 1.0 50	187.7 84	.000

Source: Data compiled through Schedule

Note: Figures in parenthesis denotes percentages

Besides, the result depicts that factor like whether the enterprise has been successful to increase the customer base in the markets either local or other than local. The mean value arrived of the aforesaid factors is greater than the standard mean score i.e. 3 at five-point scale. On a similar note, the distribution is leptokurtic with a significant value of chi-square. It signifies that the distribution is not equally distributed. The rationale behind such perception would have been knowledge of the market niche, relationship marketing, after-sale services, cheap cost, suit to the local requirements etc.

10.3 Perception of Entrepreneurs Regarding 'Make in India' campaign in Specific: An Analysis

In the following table 5, the easiness of facilities in the light of the 'Make in India' programme has been studied through the examination of the entrepreneurs' perception. While the degree of independence have examined whether entrepreneurs are satisfied with manufacturing facilities and the legal formality and cumbersome procedure reduced after the implementation of the 'Make in India' programme. It is proved as when evaluated the above-mentioned factors, the mean score at a five-point scale, arrived at a value greater than 3 which means that respondents are bent towards the higher side of the mean. Moreover, the platy kurtic behaviour of kurtosis and negative value of skewness with significant chi-square value supports that the distribution is not biased. The raison d'être identified for this affirmative behaviour is that policy inventiveness by the Govt. in the light of 'Make in India' such as SIDBI 'Make in India' soft loan fund for MSMEs (SMILE), The Solar Charkha Mission of the MSMEs' Ministry, The NMC-National Manufacturing Policy initiatives by Govt. to upgrade the technological advancement in MSMEs, zero defects with no effects, FIMSE-MSMEs Defence Suppliers Group etc. Further facilities like Sampark- a digital platform for MSMEs, Sambandh- a monitoring podium for public procurement for MSMEs, single-window clearance, inspection by utilities, etc. have streamlined the administrative approval.

The majority of respondents in one voice confirmed that the service to access the financial requirement become easy as it was before the implementation of 'Make in India' initiatives. The mean score arrived at the five-point Likert scale is greater than the standard mean score which explains that the opinion of respondents is bent towards the higher side. Furthermore, the negative value of skewness and kurtosis confirms the above result. Also when we applied the test of goodness of fit, the chi-square value arrived is significant at a five per cent level of significance. It is therefore inferred that the MSMEs have comparatively more access to finance in the light of the 'Make in India' programme which is further held up by the subsidized loan, concession and reimbursement benefits under Income Tax Act and GST, rebate for filing patent and trademarks, collateral-free borrowing etc.

In addition, the entrepreneurs have been asked to rank their perception of a friendly labour ecosystem in the present economic environment under the 'Make in India' programme. The mean value calculated at a three-point scale is around the standard mean score (3), which signifies that the respondents is not bent towards either side. Moreover, the skewness is noted with a positive value and, a negative value of kurtosis shown platykurtic trends with a significant value of chi-square at a 5 per cent level of significance which determines the appropriateness of distribution. So it can be said that entrepreneurs' perception for labour ecosystem in the present economic environment not much influenced by the govt. initiatives under the 'Make in India' programme.

Similar note the entrepreneurs in one voice confirmed that MSMEs can gain more competitiveness in the light of the 'Make in India' campaign. The mean score arrived at a five-point Likert scale is greater than the standard mean score which explains that the opinion of respondents is bent towards the higher side. Furthermore, the negative value of skewness and kurtosis confirms the above result. Also when we applied a test of goodness of fit, the chi-square value arrived is significant at a five per cent level of significance. Moreover, the majority of entrepreneurs in the study area have been confident for the enterprises' competitiveness under the above-said programme.

Table 5 Perception of Entrepreneurs Regarding initiatives under 'Make in India' campaign in Specific

Particular	Nature of Response					Total	\bar{X}	σ	Sk	Kt	χ^2	P Value
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree							
Are you satisfied with Manufacturing facilities Provided under 'Make in India' Programme	67 (13.1)	75 (14.7)	90 (17.6)	106 (20.8)	172 (33.7)	510 (100.0)	3.4725	1.41776	-.438	-1.145	68.765 ^a	.000
Do you perceive that legal formality and cumbersome procedure reduced after the implementation of 'Make in India' programme. (Ease the legal formality)	45 (8.8)	104 (20.4)	108 (21.2)	130 (25.5)	123 (24.1)	510 (100.0)	3.3569	1.28544	-.254	-1.080	44.255 ^a	.000
Are you agreeing that financial facilities become more streamlined than ever?	44 (8.6)	64 (12.5)	49 (9.6)	196 (38.4)	157 (30.8)	510 (100.0)	3.7020	1.26359	-.833	-.412	190.961 ^a	.000
Do you agree with friendly labour ecosystem in the economic environment?	80 (15.7)	129 (25.3)	95 (18.6)	106 (20.8)	100 (19.6)	510 (100.0)	3.0333	1.36935	.032	-1.263	12.569 ^a	.014
Could your enterprise gain more competitiveness under 'Make in India' Programme?	88 (17.3)	84 (16.5)	67 (13.1)	125 (24.5)	146 (28.6)	510 (100.0)	3.3078	1.46784	-.326	-1.318	41.275 ^a	.000

Source: Data compiled through Schedule

Note: Figures in parenthesis denotes percentages

10.4 Perception of Entrepreneurs Regarding 'Make in India' Campaign in Specific: An Analysis

In table 6, the statement akin to starting a new business becomes easy in the light 'Make in India' programme. The results as exhibited is supported by the mean value as the calculated value is greater than the standard mean score at the five-point scale which signifies that the opinion of respondents lies towards the higher side. Moreover, the p-value arrived is less than 0.05 with platykurtic behaviour of kurtosis and negative value of skewness which shows that distribution is not normally distributed for both aspects. So it can be observed that entrepreneurs perceive that starting a new business becomes easy after the implementation of the 'Make in India' campaign. As they would have thought that doing the registration, administrative approval, getting electricity connection and availing subsidy becomes easy as it was before.

Similar orientations are put forward by the respondents in respect of 'online single window system' save more time and reduce hurdles and, trading across borders became easy under 'Make in India' programme. The results connote that the calculated mean score is greater than the standard mean score. (Which is greater than 3) the negative value of skewness and kurtosis also supports that the opinion of respondents. Furthermore, the significant chi-square value justifies the normality of distribution. So, inference can be drawn that entrepreneurs perceive positively about the above aspects because a streamlined system frees them from unnecessary problems. GST with e-trading, integrated market facilities also put away the fear of trading cross border.

Confirmatory, the perception of proprietors have been noticed for whether Quality Control Index Play a relevant role in production. The mean score for these aspects has been shown a value greater than 3 of the standard mean with the significant value of chi-square at five per cent level of significance with platykurtic distribution rules out the biasness in the distribution. Thus it can be said that the majority of enterprises particularly small and medium enterprises, who have been studied, have depicts that the quality control index has significantly reshaped their production process.

In addition, the entrepreneurs have been asked to rank their whether for whether availing construction & manufacturing permits become easy under the 'Make in India' programme. The mean value calculated at a five- point scale it is more than the standard mean score (3), which signifies that the opinion of respondents is bent towards either side. Moreover, the skewness is noted with a negative value and, the positive value of

Table 6 Perception of Entrepreneurs Regarding Initiatives under 'Make in India' Campaign in Specific

Particular	Nature of Response					Total	\bar{X}	σ	Sk	Kt	χ^2	P Value
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree							
Are satisfied that starting a new business become easy in the light of 'Make in India' programme	(124)	(166)	(90)	(58)	(72)	510 (100.0)	3.4157	1.34433	-.536	-.895	74.118 ^a	.000
Do you agree with online single window system save more time and reduced hurdles in the light of 'Make in India' programme	(109)	(142)	(73)	(112)	(74)	510 (100.0)	3.1961	1.37790	-.198	- 1.273	33.078 ^a	.000
Are agree with that the trading across borders become easy under 'Make in India' programme	(199)	(148)	(70)	(42)	(51)	510 (100.0)	3.7882	1.30973	-.899	-.337	183.824 ^a	.000
Are you satisfied that quality control index play relevant role in production in the light of 'Make in India' programme	(218)	(183)	(34)	(28)	(47)	510 (100.0)	3.9745	1.24319	- 1.282	.625	324.922 ^a	.000
Availing construction & manufacturing permits become easy in the light of 'Make in India' programme	(134)	(132)	(114)	(61)	(69)	510 (100.0)	3.3941	1.34864	-.430	-.969	47.431 ^a	.000

Source: Data compiled through Schedule

Note: Figures in parenthesis denotes percentages

kurtosis shown leptokurtic trends with a significant value of chi-square at a 5 per cent level of significance which determines the appropriateness of distribution. So it can be said that entrepreneurs' whether for the above aspects have an affirmative inclination as govt. works on random by utility, inspection by exception and govt. relieves enterprises from red-tapism.

Conclusion

Thus, the above analysis urges that the MSMEs endowed with striking managerial potential which facilitates it with good governance, integrated system, adaptive style of management, advantages of easy decision-making, advantages of trouble-free succession planning and trouble-free succession planning, the benefit of participative approach because of its small size, fewer resources required for the establishment and Locational and geographical advantages. Further, the analysis confirmed the entrepreneur's knowledge of market niche in the local area, understanding of customer's interest, advantages of core competencies, flexible approach, and for customer base in the market. Thus it can be said that MSMEs have been adopting the integrated approach through flexibility and by utilizing the core competencies to increase share in the market.

Accordingly, the above analysis has confirmed the satisfaction for the manufacturing facilities, streamlined legal & procedural formality and easy access to finance under the 'Make in India' programme. The degree of agreement has been propped up by the scheme such as SMILE- a soft loan scheme for MSMEs, Solar Charkha Mission, National Manufacturing Policy, FIMSE-MSMEs Defence Suppliers Group etc. Sampark- a digital platform for MSMEs and Sambandh- a monitoring podium for public procurement for MSMEs, single-window clearance farther the confidence of the proprietor. Further, these aspects enlarge their discernment for the competitiveness of MSMEs in the light of 'Make in India'. This programme further emphasizes on streamlining of an administrative system through an online single window system to save more time and reduced hurdles and availing construction & manufacturing permits become easy, consequently starting a new business become easy after the implementation of said Programme. Moreover trading across borders becomes easy and the quality control index plays a relevant role in an enterprise under the 'Make in India' Programme. However, there is a need to re-examine the labour law to the realization of the objectives of said programme.

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