

OVER VIEW OF MAKE IN INDIA WITH SPECIAL REFERENCE TO INDIAN TOURISM SECTOR

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Background

Make in India is the Indian national initiative intended to gain recognition as global manufacturing and service hub. Make in India covers the 29 wide array of sectors like auto mobile, auto components, aviation, chemical, biotechnology, construction, technology, defense, electronic, electrical, food processing, lather, media entertainment, mining, Pharma, ports, railways and textiles, thermal power, wellness and tourism hospitality. This initiative will be supporting with good quality human resource by skill development. This programme intended to improve the purchasing power of common man there by giving boost to the manufacturing and service. India is one of the important countries providing unique combination of democracy, demography, and demand. This initiative intends to simplify ways of doing business in India by providing FDI in to the sectors mention earlier. FDI is not only Foreign Direct Investment but also First Develop India. According the me the focus of our foreign investment policy should be on the positive aspects like what is to be produced in India, with what kind of technology and skills, how efficiently and competitively it is produced, and whether it is of world-class standards, and not on negative aspects such as ownership and control, enterprise-specific performance requirements, or other conditions that interfere with the internal commercial decisions of the enterprises. This is one of the best programmes by the union government but my concern is about its implementation due to the issues associated with land acquisition bill and so on.

Objectives of the study

1. To study and understand make in India program intended to transform India into a global manufacturing and service hub.
2. To know the make in India programs over view of the tourism and hospitality sector.
3. To conduct detailed study of the tourism and hospitality opportunities and incentives in India.

Methodology

The study covers over view of the make in India programme with special reference to tourism and hospitality sector. The study is based on Secondary data from various Sources like Make in India website and tourism and hospitality magazines published by different agencies been referred for the purpose of preparing the paper.

Results and Discussion:

The natural need for knowing and experiencing new things leads to the tourism. Tourism importance is already well understood by most of the countries in order to address the problems of poverty, local economic development, employment, foreign exchange earnings and allied industries like tours and travels industry, hotel and lodging industry, Restaurant and food industry etc so every country is competing to attract more and more tourist to their destinations. Due to this supportive policy regulations and change in the demographics

supported by IT and ITES industry led to the huge demand for both inbound and out bound tourism along with significant challenges. Importantly tourism is a seasonal industry so it is difficult to maintain a consistent load if the capacity increased. Tourism is interlinked with tours and travels industry, hotel and lodging industry, Restaurant and food industry etc. so it is very important for industry stake holders to come forward to capitalize the opportunity.

India is still a developing tourist destination despite the fact that India has lot more to offer to the different categories of tourists like Nature and Eco Tourism, Adventure Spots Tourism, Spiritual Tourism and Medical and Wellness Tourism etc. As India stands on 65th position as for as tourism competitiveness in world is concerned (Chiesa, 2013).

Make India is important central government program for promoting commerce and industry by supporting manufacturing and services sector in India. Along with other sectors tourism service is one of the important sectors which will be covered under make in India Program.

Why tourism and hospitality as a sector covered under Make India?

- In 2013 GDP contribution from travel and tourism was INR 2,178.1 Billion, where as it is expected to rise by 7.5% to INR 2,341.45 Billion in 2014.
- The Domestic tourist is progressive by almost 20% a year.
- Third largest contribution to the FOREX Earning of the country by progressive at the rate of 12% a year.
- There is a contribution of 78 jobs per INR6.35 Crores of investment.

Why tourism and hospitality sector in India?

- Cost and Benefit: Very important aspect is affordable cost of tourism, travel, accommodation and food.
- Diversity of destinations: large verity of tourist attractions ranging from heritage sites, sculptured temples and monuments, palaces, pilgrimage destinations, modern cities, Medical and wellness, scenic ghats, beaches, forest and wildlife etc
- Almost 7 million foreign tourist visitors visited in India in the year 2012-13.
- Good National level tourism specific institutes which will caters to the need of qualified human resource.
- India is the 16th most visited country in the world.
- Domestic tourism contributes to three-fourths of the tourism economy.

Growth drivers of the tourism and hospitality sector

- 100% FDI is allowed under the automatic route in tourism and hospitality, subject to applicable regulations and laws.
- 100% FDI allowed in tourism construction projects, including the development of hotels, resorts and recreational facilities.
- Ministry of Tourism is focusing the development of destinations, circuits, mega projects as well as rural tourism infrastructure projects by channelizing maximum funds of the department.
- In order to cater to growing human resource needs of the industry government of India is focusing on skill development by establishing 21 government-run hotel management and catering technology institutes and 14 food craft institutes.
- Medical Visa (M-VISA) and Visa on arrival is big boost to the tourism and travel industry.
- Support from the central agencies in developing revenue generating tourism infrastructure in association with public private partnership.

Financial support for the investors and tourism and hospitality industry

- Development of 5 theme based tourist circuits by allocating INR

500 Crores.

- INR 100 Crores allocated for PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive).
- INR 200 Crores allocated for HRIDAY (Heritage City Development and Augmentation Yojana).
- INR 100 Crores allocated for the preservation and conservation of archeological sites.
- Service tax exemption is extended to the Indian tour operators to foreign tourists in relation to tours wholly conducted outside India.
- The investment linked deduction on income tax on establishing new hotels in the 2 star and above category. 100% deduction of the whole or any expenditure of capital nature excluding land goodwill and financial instruments incurred during the year.
- State government specific incentives offered in the form of subsidized land cost, relaxation in stamp duty, exemption on sale/lease of land, power tariff incentives, concessional rate of interest on loans, investment subsidies/tax incentives, backward areas subsidies and special incentive packages for mega projects.

Investment opportunities in the tourism and hospitality sector

- The presence of world class hospitals and skilled medical human resource is one of the important investment avenues in the medical and wellness.
- Availability of long and beautiful coast line provides opportunities for the Sun sand sea as viable investment opportunity.
- More than 75% of population lives in villages of India which opens up for the opportunity of rural tourism.
- Eco tourism is one of the important avenues which can be considered by the investors.
- City Tourism can be considered by the investors.
- MICE concept is at the nascent stage of its development in India so investors sure will have lot of investment opportunities.
- The tourism industry offers opportunities across related areas like tours and travels industry, hotel and lodging industry, Restaurant and food industry etc.

Agencies involved in the tourism and hospitality sector

- Ministry of Tourism, Government of India
- Hotel Association of India
- Association of Tourism Trade Organizations, India
- Federation of Hotel & Restaurants Associations of India
- Indian Association of Tour Operators
- Travel Agents Association of India
- India Tourist Transporters Association

Conclusion:

Make in India is dream project of Shri Narendra Modiji intended to gain recognition as global manufacturing and service hub which covers the 29 wide array of sector. This initiative intends to simplify ways of doing business in India by providing FDI in to the sectors mention earlier in the paper. This is one of the best programmes by the union government but my concern is about its implementation due to the issues associated with land acquisition bill and so on.

As far as tourism and hospitality sector is concerned the sector is coming up with very good opportunity for the investment which is not only beneficial for investors but also all other stake holders. I personally wish that this programme should become successful and reachable to the every sections of the society there by developing the country as whole.

CUSTOMER'S PERCEPTION TOWARDS FOREIGN V/S INDIAN BRANDS OF ELECTRONIC APPLIANCES; A STUDY IN HUBLI-DHARWAD CITY

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Abstract :

In the view of history of electronics & the competition was very poor number of customers were very few to have such electronics, and other thing was financial constraints, in those days people were not ready to adopt new technology, though the technology has been improving & which is helping in the growth of the nation with respect to parameters such as economy, finance, income, etc.

Early 90's saw the on-set of globalization in Indian market with most of the sectors including electronic sector to global competition. Since the beginning of time, technology has shaped and reshaped the way people live and work. From the invention of the wheel, to the first bow and arrow, the discovery of electricity and wireless communications, and the first television & computer, every technological development has brought with it new possibilities and challenges.

Now the every human being wants to become technically fast & smart, so due to the innovations taking place day-by-day which are attracting the customers to buy those commodities with lots of features especially high class people & today's young generation of the nation.

Since the **HUBLI-DHARWAR** a under developing district of Karnataka having relatively exclusive show rooms & authorized dealing centers of respective companies, so it is felt that there is a need to conduct a study to find out to what extent the people of this region are satisfying with the newly coming electronic appliances.

To know the satisfaction levels of the customers in this region, which indicates that the most of them are comfortable with the new technologies, the study area by adopting an explorative Research model, with a sample of 200 is been taken for the analysis and results.

Introduction

Looking to the healthy competition in the same sector of electronic appliances due to high number of , customer base, and constraint of cashless facilities in the India, it has prompted the researcher to have a pilot study in the study area- North Karnataka.

Since, North Karnataka is slightly back footed in having relatively high class appliances and electrical facility, and as well as very rarely CRM practices are seen in other sectors also. Therefore it is felt that there is a need to study and find out to what extent competition between foreign and Indian brands can really contribute to customer satisfaction in the existing scenario.

Likewise, in the both Indian and foreign electronic products providers are challenged to acquiring potential customers for the services, retaining customers to use the services, and extending various services in the future. In order to achieve those strategies, the service provider must consider establishing closeness of relationship with customer, and offer convenience of services, and build trust of information sharing.

Problem of Research

The problem of research is that why the consumers of Hubli-