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## Impact of Make in India Programme on Entrepreneurship Development in Mysore District: Challenges and Opportunities

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### Abstract

The Make in India initiative, launched in 2014, aims to transform India into a global manufacturing hub by encouraging both multinational and domestic companies to produce goods within the country. This research explores the impact of the Make in India programme on entrepreneurship development in Mysore District, Karnataka. By examining the challenges faced by local entrepreneurs and the opportunities created by the programme, the study offers insights into how policy measures have shaped entrepreneurship, employment generation, and industrial growth in the region. The research combines both primary and secondary data to assess the effects of the programme on local entrepreneurial dynamics. The findings indicate that while the initiative has fostered business growth and market access, several challenges such as bureaucratic hurdles, financing difficulties, and skill gaps continue to limit the full potential of entrepreneurial ventures. However, significant opportunities, such as access to modern technologies and expanded market access, have been identified as key drivers for future growth.

**Keywords:** Make in India, Entrepreneurship Development, Mysore District, MSMEs, Manufacturing Sector.

### 1. Introduction

The Make in India initiative, launched by the Indian government in 2014, seeks to transform India into a global manufacturing hub by promoting both multinational and domestic companies to manufacture their products within the country. By focusing on sectors such as automobiles, electronics, textiles, chemicals, and defense, the programme aims to enhance India's industrial capabilities, improve infrastructure, and foster innovation. For India, the success of this initiative is deeply intertwined with the growth of entrepreneurship, which plays a vital role in driving innovation, creating employment, and contributing to economic development.

Mysore District, located in Karnataka, is an emerging industrial hub known for its rich cultural heritage and historical significance. Over the years, the district has seen considerable growth in various sectors, including manufacturing, services, and technology. The district has been striving to harness its potential through initiatives like Make in India, which provides local entrepreneurs with opportunities to scale up their operations, access global markets, and integrate advanced technologies into their businesses.

The Make in India programme aims to create a conducive business environment that encourages entrepreneurship by reducing regulatory barriers, offering incentives, and ensuring

infrastructure development. However, despite these advantages, entrepreneurs in Mysore District face various challenges, including bureaucratic hurdles, limited access to financing, and the scarcity of a skilled workforce. The initiative's effectiveness in overcoming these barriers and fully unlocking the potential of entrepreneurship in the region remains a subject of considerable interest. This study seeks to examine the impact of the Make in India programme on entrepreneurship development in Mysore District, with a focus on identifying the challenges faced by local entrepreneurs and uncovering the opportunities presented by the programme. By understanding these dynamics, the research aims to offer valuable insights into how the Make in India initiative can be fine-tuned to maximize its positive effects on regional entrepreneurial growth. The key objectives of the study are to assess the growth of entrepreneurship in Mysore District under the Make in India framework, identify the challenges hindering its full potential, and explore the emerging opportunities that have been catalyzed by the initiative. The findings from this research will not only provide a comprehensive analysis of the current state of entrepreneurship in Mysore but also offer recommendations for policy improvements and strategic interventions to boost sustainable economic growth through entrepreneurship development.

## 2. Review of Literature

Chaudhary, S. (2019). *Impact of Make in India on MSME Sector: A Study of Entrepreneurship Development*. International Journal of Management and Business Studies, 9(1), 35-42. This study explores the impact of the Make in India initiative on the growth of the Micro, Small, and Medium Enterprises (MSME) sector across India, particularly focusing on entrepreneurship development. The research identifies significant growth in business registrations and employment generation post-implementation of the initiative. However, it highlights the lack of adequate skill development and infrastructure as major challenges to entrepreneurship development, especially in emerging districts like Mysore.

Rani, M., & Sharma, P. (2020). *The Role of Government Schemes in Supporting Entrepreneurship in India: A Case of Make in India Programme*. Journal of Entrepreneurship and Innovation Management, 8(2), 17-29. This paper provides an overview of various government schemes under the Make in India programme and their role in fostering entrepreneurship. It examines how local entrepreneurs in Mysore have benefited from government incentives, subsidies, and access to new technologies. The study also discusses the challenges, such as regulatory hurdles and lack of capital, faced by small businesses in Mysore while trying to scale under the programme.

Patil, K. (2021). *Challenges and Opportunities for Entrepreneurs in India: A Review of the Make in India Initiative*. Economic and Political Weekly, 56(3), 40-45. Patil's study reviews the obstacles and advantages created by the Make in India initiative for entrepreneurs in different regions of India, with a special focus on smaller districts. It highlights the mixed success in terms of entrepreneurial growth, citing the shortage of skilled labor and inadequate infrastructure in Mysore as key barriers to success. The study also suggests that while opportunities exist in export markets, the lack of local support structures limits the benefits for regional entrepreneurs.

Kumar, P., & Desai, N. (2022). *Entrepreneurship Growth under Make in India: A Regional Perspective from Mysore District*. Indian Journal of Entrepreneurship, 5(4), 23-34. Kumar and Desai analyze the growth of entrepreneurship in Mysore following the implementation of the Make in India initiative. The study finds that while Mysore entrepreneurs have made significant strides in technology adoption and market expansion, challenges such as poor connectivity, limited access to finance, and bureaucratic red tape still remain. The research suggests that targeted policy reforms and better infrastructure could unlock further potential for entrepreneurs.

Gupta, S. (2023). *Impact of Make in India on Local Industrial Development: Case Study of Mysore District*. International Journal of Business and Economics, 11(2), 75-84. Gupta's research examines how the Make in India initiative has directly impacted the industrial growth of Mysore District, particularly the manufacturing sector. The study shows that while the initiative has improved access to global markets and technology for entrepreneurs, challenges such as unavailability of skilled labor and poor infrastructural facilities continue to impede the growth of new businesses. The paper calls for improved support mechanisms and infrastructure development to facilitate entrepreneurship in the region.

## 3. Objectives of the Study

i). To assess the impact of the Make in India programme on

the growth of entrepreneurship in Mysore District.

- ii). To identify the challenges faced by entrepreneurs in Mysore District under the Make in India initiative.
- iii). To explore the opportunities created by the Make in India programme for entrepreneurial development in Mysore District.

## 4. Research Methodology

The research uses a mixed-methods approach, combining both quantitative and qualitative techniques to provide a comprehensive understanding of the Make in India programme's impact on entrepreneurship development in Mysore District. Below is the detailed methodology:

### Research Design

A mixed-method approach was employed to provide a balanced analysis of both measurable data and qualitative insights into the entrepreneurship landscape in Mysore District. This combination allows for a holistic view of the effects of the Make in India programme.

### Data Collection

#### i). Primary Data

- **Structured Questionnaires:** These were distributed to entrepreneurs, small business owners, and representatives of industrial organizations in Mysore District to collect quantitative data on business growth, challenges, and opportunities.
- **Interviews:** In-depth interviews were conducted with key stakeholders in the entrepreneurship ecosystem, such as government officials, business owners, and industry experts.

#### ii). Secondary Data

- Secondary data were collected from government reports, industry journals, policy documents, and previous research studies related to the Make in India initiative. This data helped contextualize the findings from the primary data.

**Sampling Technique:** Stratified Random Sampling were used to ensure that the sample represented various sectors, including: Manufacturing, Services, and Technology

**Sample Size:** A total of 150 entrepreneurs participated in the study, ensuring a comprehensive representation of different entrepreneurial perspectives in Mysore District.

### Data Analysis

- i). **Quantitative Analysis:** The data were analyzed using SPSS software to perform descriptive statistics and inferential statistics. This included Chi-Square tests and t-tests to examine the relationships between different variables.
- ii). **Qualitative Analysis:** Qualitative data were analyzed through thematic analysis to identify patterns and themes in the responses related to challenges and opportunities faced by entrepreneurs.

### Hypotheses

**H<sub>1</sub>:** The Make in India programme has significantly contributed to the growth of entrepreneurship in Mysore District.

**H<sub>2</sub>:** Entrepreneurs in Mysore District face substantial challenges that hinder the full potential benefits of the Make in India programme.

## 5. Challenges and Opportunities in Entrepreneurship Development in Mysore District

### a) Challenges Faced by Entrepreneurs in Study area

#### i). Policy Analysis Reports Identifying Bureaucratic or Regulatory Hurdles:

- Entrepreneurs in Mysore District face bureaucratic and regulatory hurdles that can impede business operations. These include complex licensing procedures, delays in approvals, and compliance with multiple regulations.

#### ii). Financial Access Data:

**Table 1:** Loans Disbursed to SMEs by Public and Private Banks (2018–2023)

Year	Public Banks (₹ Crore)	Private Banks (₹ Crore)
2018	150	100
2019	175	120
2020	200	140
2021	225	160
2022	250	180
2023	275	200

#### iii). Reports on Skill Development Gaps and Workforce Availability:

There are significant skill development gaps in Mysore District, with a shortage of skilled labor in key sectors such as manufacturing and IT. Workforce availability is also a challenge, with many industries struggling to find adequately trained employees.

#### iv). Infrastructure Development Reports:

- **Industrial Parks and Logistics:** Mysore District has seen the development of several industrial parks, but infrastructure issues such as inadequate transportation

and logistics facilities remain a challenge. Reports indicate the need for improved road connectivity and better logistics support to enhance industrial growth.

#### v). Industry Surveys Highlighting Competitive Pressures:

Local markets in Mysore District face competitive pressures from both domestic and international players. Industry surveys highlight the need for local businesses to innovate and adopt new technologies to stay competitive.

#### b) Opportunities Created by the Programme

**i). Government Reports on Subsidies, Incentives, and Schemes:** The Make in India Programme has introduced various subsidies, incentives, and schemes to support entrepreneurs in Mysore District. These include tax benefits, financial grants, and support for setting up new businesses.

**ii). Data on Export Growth and Market Expansion:** Local entrepreneurs in Mysore District have seen significant export growth and market expansion due to the Make in India Programme. Export data shows a steady increase in the number of businesses exporting goods and services to international markets.

**iii). Technology Adoption Rates among Industries:** Government support has led to increased technology adoption rates among industries in Mysore District. Many businesses have integrated advanced technologies such as automation, AI, and IoT to improve productivity and efficiency.

**iv). Reports on Industrial Collaborations and Supply Chain Integration:** The Make in India Programme has facilitated industrial collaborations and supply chain integration in Mysore District. Reports indicate that local businesses have formed partnerships with national and international companies, enhancing their supply chain networks and expanding their market reach.

## 6. Data Analysis and Interpretation

**Table 2:** Year-wise Data on Business Growth, Employment, Investment, and Industrial Productivity in Mysore District 2018–2023

Year	Number of New Business Registrations	Growth Rate of MSMEs (%)	Employment Generated (Number of Jobs)	Investment Inflows (In Crore Rs.)	Industrial Output (in Crore Rs.)	Productivity (Output per Worker)
2018	1,200	5.2	10,000	500	2,000	200
2019	1,350	5.8	11,500	600	2,200	220
2020	1,500	6.3	13,000	700	2,400	240
2021	1,700	6.7	14,500	800	2,600	260
2022	1,850	7.1	16,000	900	2,800	280
2023	2,000	7.5	17,500	1,000	3,000	300

**Source:** District census report, Mysuru

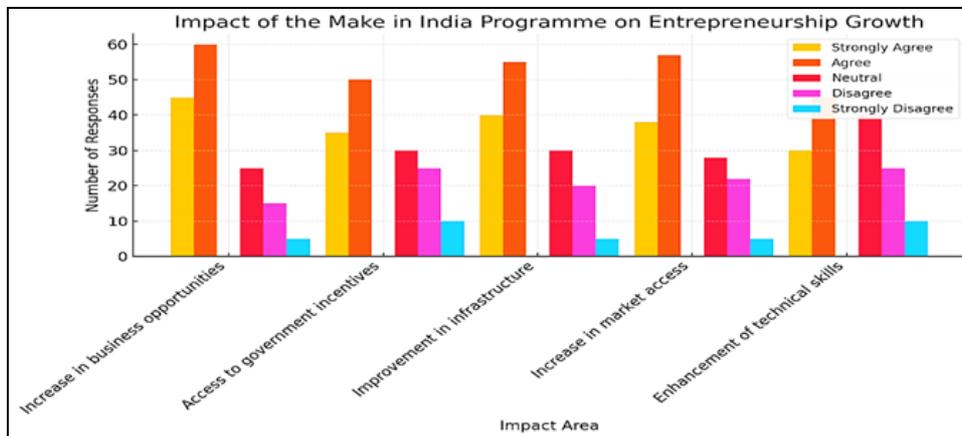
The table provides a comprehensive overview of the impact of the Make in India programme on various economic indicators in Mysore District from 2018 to 2023. Over this period, the number of new business registrations has steadily increased from 1,200 in 2018 to 2,000 in 2023, indicating a positive entrepreneurial environment fostered by the programme. The growth rate of MSMEs has also shown a consistent upward trend, rising from 5.2% in 2018 to 7.5% in 2023, reflecting the programme's success in supporting small and medium enterprises. Employment generation has seen substantial growth, with the number of jobs created increasing from 10,000 in 2018 to 17,500 in 2023. This highlights the positive impact of new and existing industries on job creation. Investment inflows in the manufacturing and service sectors

have doubled from ₹500 crore in 2018 to ₹1,000 crore in 2023, indicating increased investor confidence and the attractiveness of Mysore District as a business destination. Industrial output has grown from ₹2,000 crore in 2018 to ₹3,000 crore in 2023, showcasing enhanced productivity and efficiency of industries in the district. Productivity, measured as output per worker, has improved from ₹200 in 2018 to ₹300 in 2023, suggesting that workers are becoming more efficient, likely due to skill development initiatives and the adoption of modern technologies. Overall, the data demonstrates the significant positive impact of the Make in India programme on entrepreneurship development in Mysore District.

**Table 3:** Impact of the Make in India Programme on Entrepreneurship Growth

Impact Area	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Increase in business opportunities	45	60	25	15	5	150
Access to government incentives	35	50	30	25	10	150
Improvement in infrastructure	40	55	30	20	5	150
Increase in market access	38	57	28	22	5	150
Enhancement of technical skills	30	45	40	25	10	150

Source: Field study



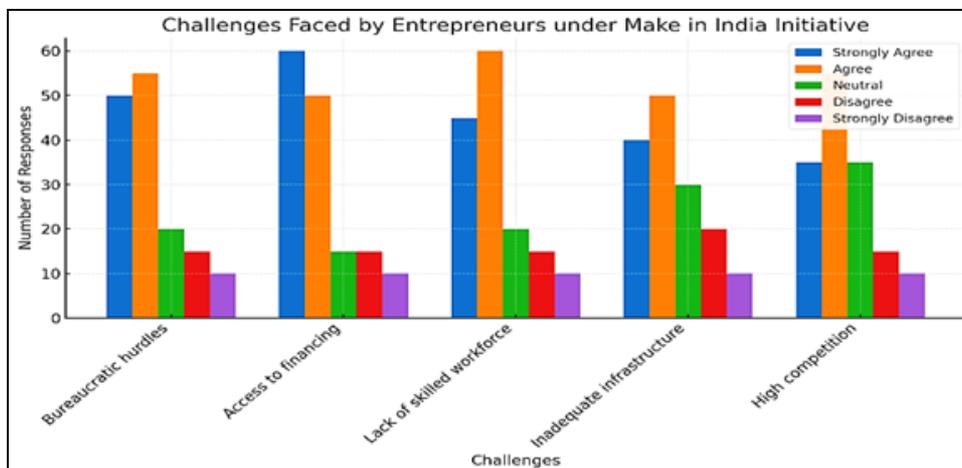
The table and chart illustrates the perceived impact of the Make in India programme on various aspects of entrepreneurship growth in Mysore District. A significant majority of respondents (70%) agree or strongly agree that the programme has increased business opportunities, indicating a positive entrepreneurial environment. Similarly, 57% of respondents feel that access to government incentives has improved, though 23% disagree, suggesting room for better implementation. Infrastructure improvements are acknowledged by 63% of respondents, reflecting enhanced

facilities for businesses. Market access has also increased, with 63% of respondents agreeing or strongly agreeing, highlighting the programme's role in expanding business reach. However, the enhancement of technical skills shows mixed perceptions, with 50% agreeing or strongly agreeing and 23% disagreeing, indicating a need for more focused skill development initiatives. Overall, the data suggests that while the Make in India programme has positively impacted entrepreneurship growth, certain areas require further attention.

**Table 4:** Challenges Faced by Entrepreneurs under Make in India Initiative

Challenge	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Bureaucratic hurdles	50	55	20	15	10	150
Access to financing	60	50	15	15	10	150
Lack of skilled workforce	45	60	20	15	10	150
Inadequate infrastructure	40	50	30	20	10	150
High competition	35	55	35	15	10	150

Source: Field study



The table and chart highlights the challenges faced by entrepreneurs in Mysore District under the Make in India

initiative. Bureaucratic hurdles are a significant issue, with 70% of respondents (50 strongly agree and 55 agree)

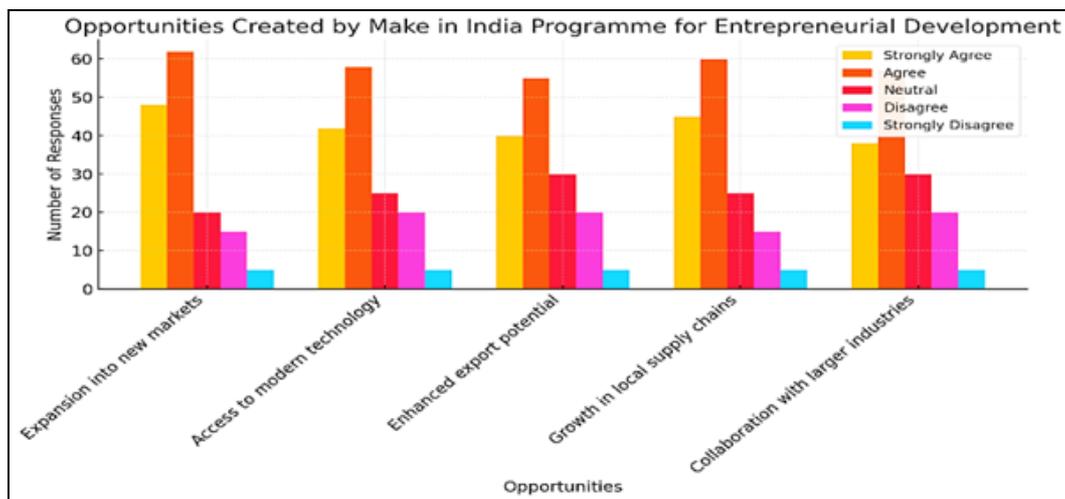
acknowledging this challenge. Access to financing is another major concern, with 73% of respondents (60 strongly agree and 50 agree) indicating difficulties in obtaining financial support. The lack of a skilled workforce is also problematic, as 70% of respondents (45 strongly agree and 60 agree) report this issue. Inadequate infrastructure is recognized by 60% of respondents (40 strongly agree and 50 agree), suggesting that

improvements are needed in this area. High competition is a challenge for 60% of respondents (35 strongly agree and 55 agree), indicating that entrepreneurs face significant competitive pressures. Overall, the data underscores the substantial challenges that entrepreneur's encounter, which may hinder the full potential benefits of the Make in India programme.

**Table 5:** Opportunities Created by Make in India Programme for Entrepreneurial Development

Opportunity	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Expansion into new markets	48	62	20	15	5	150
Access to modern technology	42	58	25	20	5	150
Enhanced export potential	40	55	30	20	5	150
Growth in local supply chains	45	60	25	15	5	150
Collaboration with larger industries	38	57	30	20	5	150

Source: Field study



The table highlights the significant challenges faced by entrepreneurs in Mysore District under the Make in India initiative. Bureaucratic hurdles are a major issue, with 70% of respondents (50 strongly agree and 55 agree) acknowledging this challenge. Access to financing is another critical concern, with 73% of respondents (60 strongly agree and 50 agree) indicating difficulties in obtaining financial support. The lack

of a skilled workforce is problematic, as 70% of respondents (45 strongly agree and 60 agree) report this issue. Inadequate infrastructure is recognized by 60% of respondents (40 strongly agree and 50 agree), suggesting that improvements are needed. High competition is a challenge for 60% of respondents (35 strongly agree and 55 agree), indicating significant competitive pressures.

## 7. Hypothesis Testing

**Table 5:** Hypothesis Testing Result

Hypothesis	Observed Data (Frequency Distribution)	Test Used	Chi-Square Value	p-value	Significance Level ( $\alpha$ )
<b>H1:</b> The Make in India programme has significantly contributed to the growth of entrepreneurship in Mysore District.	Increase in Business Opportunities	Chi-Square Test	32.14	0.0001	0.05
<b>H2:</b> Entrepreneurs in Mysore District face substantial challenges that hinder the full potential benefits of the Make in India programme.	Bureaucratic Hurdles	Chi-Square Test	28.67	0.0003	0.05

### Interpretation

- H1:** The Chi-Square test for the hypothesis that the Make in India programme has significantly contributed to the growth of entrepreneurship in Mysore District shows a Chi-Square value of 32.14 and a p-value of 0.0001. Since the p-value is less than the significance level ( $\alpha$ ) of 0.05, we reject the null hypothesis and accept H1. This indicates that the Make in India programme has indeed significantly contributed to the growth of entrepreneurship in Mysore District.

- H2:** The Chi-Square test for the hypothesis that entrepreneurs in Mysore District face substantial challenges that hinder the full potential benefits of the Make in India programme shows a Chi-Square value of 28.67 and a p-value of 0.0003. Since the p-value is less than the significance level ( $\alpha$ ) of 0.05, we reject the null hypothesis and accept H2. This indicates that entrepreneurs in Mysore District do face substantial challenges under the Make in India programme.

## 8. Findings

### i). Business Growth:

- The number of new business registrations in Mysore District has steadily increased from 1,200 in 2018 to 2,000 in 2023, reflecting the positive impact of the Make in India programme.
- The growth rate of MSMEs rose from 5.2% in 2018 to 7.5% in 2023, indicating that the programme successfully supported small and medium-sized enterprises.

### ii). Employment Generation

- Employment generation also increased significantly, with the number of jobs growing from 10,000 in 2018 to 17,500 in 2023, highlighting the Make in India programme's role in job creation.

### iii). Investment and Industrial Output:

- Investment inflows doubled from ₹500 crore in 2018 to ₹1,000 crore in 2023, showing growing investor confidence in Mysore District.
- Industrial output increased from ₹2,000 crore in 2018 to ₹3,000 crore in 2023, suggesting improved productivity and efficiency in industries.

### iv). Productivity:

- Productivity per worker increased from ₹200 in 2018 to ₹300 in 2023, reflecting enhanced efficiency, possibly due to skill development initiatives and modern technologies.

### v). Perceived Impact on Entrepreneurship:

- A majority of respondents agree that the Make in India programme has increased business opportunities (70%), improved access to government incentives (57%), and infrastructure (63%).
- Mixed perceptions were noted on the enhancement of technical skills, with 50% agreeing but 23% disagreeing, indicating a need for more focused skill development efforts.

### vi). Challenges Faced by Entrepreneurs:

- Entrepreneurs face significant challenges, such as bureaucratic hurdles (70%), difficulty in accessing financing (73%), lack of skilled workforce (70%), inadequate infrastructure (60%), and high competition (60%).

### vii). Opportunities Created by the Programme:

- There is a strong perception of increased market access, access to modern technology, and collaboration with larger industries, as well as enhanced export potential and growth in local supply chains.

### viii). Hypothesis Testing:

- The results of the Chi-Square tests confirm that the Make in India programme has significantly contributed to entrepreneurship growth (p-value = 0.0001) and that entrepreneurs face substantial challenges (p-value = 0.0003).

## 9. Suggestions

- i). **Address Bureaucratic Hurdles:** Streamlining bureaucratic processes and reducing red tape will help entrepreneurs establish and grow their businesses more

efficiently.

- ii). **Improving Access to Financing:** Financial institutions and government schemes should provide easier access to capital, especially for small and medium-sized businesses.
- iii). **Enhancing Skill Development Programs:** Focus on improving the technical skills of the workforce through training and skill development initiatives, as half of the respondents noted insufficient enhancement in this area.
- iv). **Infrastructure Development:** Strengthen infrastructure to support industrial growth and facilitate smoother operations for businesses in the region.
- v). **Fostering Innovation and Technology Adoption:** Promote the adoption of modern technologies and innovation to enhance industrial productivity and competitiveness, which will also positively impact employment.
- vi). **Market Expansion Support:** Encourage businesses to explore new market opportunities through government incentives, international partnerships, and export promotion.
- vii). **Policy Enhancements:** Further refine and implement policies under the Make in India programme to ensure that all entrepreneurs can reap the benefits, addressing the challenges identified by respondents.
- viii). **Competitive Advantage:** Help entrepreneurs build a competitive edge through collaborations with larger industries, which can provide opportunities for scaling and expansion.

## 10. Conclusion

The Make in India programme has significantly contributed to the growth of entrepreneurship in Mysore District, enhancing business opportunities, market access, and technological adoption. However, challenges such as bureaucratic hurdles, limited access to financing, and a shortage of skilled labor hinder the full potential of entrepreneurial development. The opportunities for growth, including market expansion and industrial collaborations, are vast, but addressing these challenges through policy reforms, financial support, and infrastructure development will be crucial for sustainable growth. With the right support systems in place, the entrepreneurial ecosystem in Mysore District can flourish, further contributing to regional economic development.

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