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Research Article

A Study on Opportunities and Challenges for PLI Scheme. in India

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I N F O

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A B S T R A C T

The increasing contribution of government in boosting of production is the main reason that has amplified the interest to research on the topic. Production linked incentive scheme. has benefitted many companies. The main aimed of this research is to investigate the awareness about. All the manufacturers who are into production of any sector in Ludhiana city from the population for the study. For analysing, raw data was summarized in a master table and from this table the results have been carried out. The questions having multiple/ alternative choices were analysed by taking percentages. The present study investigates attitude of Millennials towards International cosmetic brands in Ludhiana city. Incentive and factors is a major factor that will influence on manufacturers for decision towards enrolling towards scheme. Majority of the Manufacturers are unaware of such scheme. and consider this scheme. as an initial round for big players in the market.

Keywords: PLI Scheme, India, Research, Incentive Schemes, Ludhiana, International Cosmetic Brands

Introduction

What is Production Linked Incentive (PLI)

It is the sum of government incentives that are directly linked to manufacturing performance. The government want to spur production of a certain category of goods. The demand for such goods isn't great. But you may think once they are manufactured in large quantities, or sold at the right price points, it should have worked out fine.

This is where you will employ a production-linked incentive scheme. The PLI is an old and popular tool with governments to spur production of goods that the country sees as necessary for social good, taxes, or employment-generation reasons.

This can be better explained with the example of electric vehicles. They don't have ready demand but a shift to greener automobile is essential for the country. In this regard, the government has launch scheme. which is called the fame scheme. It stands for faster adoption and manufacturing of hybrid and electric vehicles. Under this scheme., there are a whole lot of concessions for EV makers.

The finance minister, Smt Nirmala Sitharaman has announced an outlay for the 13 priority sectors where PLI scheme will be launched with a total outlay of Rs 2 trillion. Sectors for which incentives have already been approved are electronic or technology products, pharmaceuticals drugs, telecom & networking products, food products, high efficiency solar modules, automobile and auto components, specialty steel, textile manufacturing, advanced chemistry cell battery, textiles, and specialty steel.

Sectors covered under PLI scheme

1. Key starting materials /drug intermediates and active pharmaceutical ingredients
2. Large scale electronics manufacturing (ministry of electronics and information technology)

3. Manufacturing of medical devices (department of pharmaceuticals)
4. Electronic/technology products (ministry of electronics and information technology)
5. Pharmaceuticals drugs (department of pharmaceuticals)
6. Telecom & networking products (department of telecommunications)
7. Food products (ministry of food processing industry)
8. White goods (ACs & led) (department for promotion of industry and internal trade)
9. High-efficiency solar pv modules (ministry of new and renewable energy)
10. Automobiles & auto components (department of heavy industry)
11. Advance chemistry cell battery (department of heavy industry)
12. Textile products: mmf segment and technical textiles (ministry of textiles)
13. Specialty steel (ministry of steel)
14. Drones and drone components (ministry of civil aviation)

Investment Criteria

Condition of prescribed incremental investment over Base Year. - both cumulative and annual thresholds is specified. The base year is defined in Policy for determining incremental investment. The separate thresholds are prescribed for each Scheme. Qualifying 'investment' expenditure is specified - Land and building cost is excluded.

Sales Criteria

Condition of prescribed incremental turnover over Base Year is defined in Policy for determining incremental turnover. Separate thresholds for different products is given. Currently Notified Policies does not include export sales.

Criteria

- **Credit notes and discounts to be excluded from sale:** The basic premise on which the PLI scheme.s stands are outcome-based and result-oriented: this means that incentives will be disbursed only after production has taken place in the country.
- **Linking incentives to output:** the calculation of incentives will be based on incremental production to be achieved at a high rate of growth. To achieve this incremental production, beneficiaries will be required to make additional investments in establishing greenfield facilities or carrying out expansion of existing facilities.
- **Creating „champions" to maximize impact:** the scheme. focuses on size and scale by selecting those players who can deliver on volumes. The targeted nature of the scheme. will make it highly effective and the beneficiaries are likely to become globally competitive.
- Selection of sectors has solely been based on its scope to cover cutting-edge technology.

The PLI scheme for 13 key sectors to achieve the following:

- Make domestic manufacturing globally competitive
- To create global champions in manufacturing
- To boost existing capacities in domestic manufacturing for sunrise and strategic sectors
- Curb cheaper imports
- Reduce import bills
- Improve cost competitiveness of domestically manufactured goods
- Enhance export capacity
- Generate employment

Covering key sectors of Electronics System Design & Manufacturing, Skill Development, automobile, battery, pharma, food, textiles, steel, and telecom, the scheme. envisages providing on average 5% of the production value as an incentive. This implies that minimum production because of the scheme. stands to be around $520 bn over the next five years. The idea is to create a few large manufacturing players with the advantage of policy support to the tune of 5-8% of value add, scale, and world-class technology. The scheme. also aims to boost exports, thus narrowing the trade deficit by $55 bn.

PLI scheme are a cornerstone of the government's push for achieving an Atmanirbhar Bharat. The objective is to make domestic manufacturing globally competitive and to create global champions in manufacturing. The strategy behind scheme. is to offer companies incentives on incremental sales from products manufactured in India, over the base year. They have been specifically designed to boost domestic manufacturing in sunrise and strategic sectors, curb cheaper imports and reduce import bills, improve cost competitiveness of domestically manufactured goods, and enhance domestic capacity and exports.

Globally, the incentivization of manufacturing mostly takes a handful of different forms:

- **Special Economic Zones:** by creating special jurisdictions, tailored logistics and specific incentives, many countries have boosted manufacturing, most notably China in its Pearl River Delta;
- **Tax-based and credit-based approaches:** Many countries, particularly those with federal structures, offer credit and/or tax incentives in their provinces to attract investment and employment; and
- **Productivity and research and development-based approaches:** Countries have chosen to incentivize technology clusters (advanced batteries in China, for instance, and nanotechnology in the US) and research in specific areas like plant biology or the human genome.

India's PLI scheme. resembles the „piece rate" method, which has been in decline worldwide. In this concept, which dates to an era when it was common for producers to make only one product off an assembly line, teams and companies were incentivized to raise output. The scheme. has been carefully constructed to adhere to World Trade Organization (WTO) rules. By its very construct, the PLI scheme. does not link the eligibility or quantum of its subsidy to exports and local value addition, thus making it WTO-compliant. Its details (for instance, offering the subsidy to phones with price tags of over ₹15,000) influence companies to commit themselves to exports and local value-addition targets, but indirectly.

Expansion of Production Linked Incentive Scheme

Sectors	**Implementing Ministry/ Department**	**Approved financial outlay over a five-year period (Rs. in crores)**
Advance Chemistry Cell (ACC) Battery	NITI Aayog and Department of Heavy Industries	18100
Electronic/Technology Products	Ministry of Electronics and Information Technology	5000
Automobiles & Auto Components	Department of Heavy Industries	57042
Pharmaceuticals drugs	Department of Pharmaceuticals	15000
Telecom & Networking Products	Department of Telecom	12195
Textile Products: MMF segment and technical textiles	Ministry of Textiles	10683
Food Products	Ministry of Food Processing Industries	10900
High-Efficiency Solar PV Modules	Ministry of New and Renewable Energy	4500
White Goods (ACs & LED)	Department for Promotion of Industry and Internal Trade	6238
Speciality Steel	Ministry of Steel	6322
Mobile Manufacturing and Specified Electronic Components	MEITY	40951
Critical Key Starting materials/Drug Intermediaries and Active Pharmaceutical Ingredients	Department of Pharmaceuticals	6940
Manufacturing of Medical Devices.	Department of Pharmaceuticals	3420

Targets and strategy for implementation

- There will be an all-India rollout of the scheme.
- Implementation of the plan shall be carried out by a Project Management Agency (PMA).
- The PMA is responsible for evaluating applications and proposals, verifying eligibility for support, scrutinizing claims that are eligible for incentive payments, and so on
- An incentive will be paid under this scheme. over six years, ending in 2026-27. An incentive due for payment for a particular year will be due in the subsequent year.

During the contract period of 2021-22 to 2026-27, the scheme. will last for six years.

- The fund limit of the scheme., i.e., the cost shall not exceed the approved amount, is imposed. An incentive award maximum shall be determined in advance for each beneficiary at the time of their approval. There shall be no exceeding of this maximum regardless of achievement/performance.
- This program is expected to promote the expansion of processing capacity by 202627, which will enable processed foods worth Rs. 33,494 crores as well as providing jobs for almost 2.5 lakh people.

Methodology and Mechanisms of Administration and Implementation

- Cabinet Secretary would be the Chair of the Empowered Group of Secretaries at the Centre, which would monitor the Scheme.
- An Inter-Ministerial Approval Committee (IMAC) would determine and approve which applicants were eligible for this scheme., and sanction and release incentives of funds would be decided.
- To move forward with the scheme., the Ministry will develop an Annual Action Plan that covers various activities.
- It would have a third-party evaluation process and midterm evaluation mechanism embedded in it.

A major impact on employment generation

- By executing the scheme., the processing capacities of the industry will be increased to produce processed foods worth Rs. 33,494 crores, and;
- Providing jobs for approximately 2.5 lakh individuals by 2026-2027.

Eligibility

There are different eligibility requirements for businesses under the PLI scheme., depending on the industry approved under the program. Taking telecom units as an example, eligibility is dependent on achieving the point of absolute and relative investment growth as well as manufacturing sales. Investments in MSME companies are limited to Rs 10 crores and investments in other companies to Rs 100 crores. SME‟s and other companies must hold 50% or more of their subsidiaries, if any, under food processing regulations. According to the

Ministry of Food Processing Industries, SMEs are selected based on “their proposal, the novelties of their products and the level of their product development” among other factors.

In contrast, for businesses relating to pharmaceutical operations, the project must be a greenfield one, and the company’s net worth must not be less than 30 percent of its total investments. In addition, the company should provide a Domestic Value Addition (DVA) of at least 90% for fermentation-based products and at least 70% for chemical syntheses.

To increase capacity and take advantage of Economies of Scale, boost exports, attract investment, and generate employment The success of Special Economic Zones (SEZs) only strengthens the case for the economic impact that this strategy can have. The system is modelled after ‘Made in China 2025,’ which aims to improve the competitiveness of specific sectors.

The main target areas of the Production Linked Incentive Scheme. are as follow: The Indian textile industry is one of the world’s largest sectors, and this scheme. will attract significant investment, particularly in the Man-Made fibre (MMF) segment and technical textiles. By 2025, India plans to develop a USD 1 trillion digital economy, thanks to initiatives such as Smart City and Digital India, which are projected to boost demand for electronics India is the world’s second-largest steel producer and introducing it under the PLI scheme. will benefit the country by potentially expanding export opportunities India’s government aims to become a more important member of the global supply chain and boost exports.

The PLI plan will improve the competitiveness of the Indian automobile industry and increase its Globalization Telecommunications, solar panels, medicines, white goods, and the other areas. It can help India to expand economically and become a worldwide manufacturing centre.

Production Linked Incentive Scheme. for textiles have a total budget of Rs. 1.97 lakh crores for 13 industries, as announced in the Union Budget 2021-22. In addition to Rebate of State and Central Levies and Taxes (ROSCTL), Remission of Duties and Taxes on Exported Products (RODTEP), and other government initiatives in the industry, such as supplying low-cost raw materials, skill development, and so on, will usher in a new era in textile production. The scheme’s main aim is to enhance the manufacturing of high-value Man-Made Fiber (MMF) fabrics, clothing, and technical textiles. Over five years, incentives of Rs. 10,683 crores will be given to the industry on production.

Two Phases of Incentives for Eligible Producers will get incentives in 2 phases which are as follow:

- **First Phase:** Individual or any firm prepared to invest at least Rs. 300 crores in the plant, machinery, equipment, and civil works (excluding land and administrative building costs) to create MMF fabrics, garments, and technical textile items is eligible to participate.
- **Second Phase:** Applicants must be prepared to invest a minimum of Rs. 100 crores under the same criteria (as in the first phase) to be eligible to participate.

Expected Benefits of the PLI Scheme

It will result in new investment of over Rs. 19,000 crores, cumulative revenue of over Rs. 3 lakh crore, and more than 7.5 lakh new job opportunities in this area, with several lakhs more in supporting activities. As women dominate the textiles sector, the initiative will empower women and enhance their involvement in the formal economy Implementation and Barriers of PLI Scheme. The PLI scheme. provides qualifying manufacturing enterprises incentives, ranging from 4% - 6%, on incremental sales above the base year of 2019-20 for a term of 4-6 years.

It's similar to a subsidy given to selected recipients in the form of a direct payment earmarked for domestically made items. The amount of the incentive varies per sector, and the savings created by PLI in one area can be allocated to other industries to optimize profits. The PLI programmes are designed to encourage major local and international companies to participate in the manufacturing, resulting in more inclusive growth.

Some of the barriers of this scheme are

India has a higher cost of production" According to Ernst & Young research"", if a mobile costs Rs.100 to produce, the effective cost of manufacturing the mobile is 79.55 in China, 89.05 in Vietnam, and 92.51 in India, domestic firms do not have a good Market share. This approach may benefit overseas corporations more than domestic ones in such instances. These plans might be challenged at the World Trade Organisation (WTO) for violating the principle of national treatment. According to the PLI scheme., both the service and manufacturing sectors must be prioritized, and neither must be considered a trade-off. The focus should also be on company co-location to balance regional Economic Growth. The federal government's working and the states persuade them not to engage in trade-restrictive policies, such as employment reservation for residents, is required. PLI scheme are used to implement structural changes, like land reforms and single-window clearance, among other things. The PLI plan must be combined with other structural changes for India to become a global manufacturing powerhouse.

Literature Review

Bajaj A. (2020)

In his research paper concluded that there were solid reasons why China became "Global manufacturing Hub". There would be solid reasons if „manufacturing shifts from China" even if it is partial shift. For mobile telephony, India is a huge market and attractive manufacturing destination. It is amazing to note that even during Corona pandemic, Government could think of Production Linked Incentive Scheme. with Notification getting released on April 1, 2020 (the days of complete lockdown). Guidelines were framed and were released on 1st June 2020. Project Management Agency was put in place. Application received and global as well as local companies were selected. Enthusiastic response from global as well as local players has enthused Government of India to take the PLI scheme. to other manufacturing sectors. PLI scheme. has given fillip to promote global scale manufacturing in India. This decade will decide whether India would become net exporter of mobile telephony or not.

Aagam V. et. al (2019)

In article: An Assessment of Production Linked Incentive (PLI)

concluded that India has one of the largest pharmaceutical Industries in the world. It is the largest provider of generic medicines globally, occupying a 20% share in global supply by volume, and supplies 62% of global demand for vaccines. India ranks third worldwide for production by volume and fourteenth by value. Despite India being one of the largest exporters for generic medicine, since many years has been majorly dependent on China for raw materials like APIs, which has been a hindrance in the growth of the domestic manufacturing units. With the COVID-19 pandemic and increase in tension with China, India has decided to halt the export of many materials from China which includes APIs for bulk drug manufacturing and medical devices. The Indian Pharmaceutical Industry experienced splintery incidents relating to the logistics of raw materials, Active Pharmaceutical Ingredients (APIs), excipients, and formulations. To overcome the challenge, there was a dire need for urgent and concrete steps to ensure that India is not only self-reliant but is also capable of reducing the over-dependency of the world only on a few countries. This article analyses the Production related challenges India could face postimplementation and provides unequivocal recommendations.

Isabella

In Article Titled "Production Scheme. Optimization" concluded that Uncertainty management occurs at each step of oil field life, starting from exploration phase to

development and production. A rigorous probabilistic analysis is then useful to take decision in a risk-prone environment. The statistical theory, and especially the experimental design approach, is clearly well-suited to determine the main acting uncertain parameters, to evaluate the impact of uncertainty on production forecasts, and to help taking decision during the reservoir development.

In this paper, several statistical methods are proposed, mainly based on the experimental design technique, to solve practical problems throughout the field life:

- Evaluating geological scenarios: for instance, existence of a fault.
- Comparing and ranking impact of uncertain parameters on production profiles.
- Assessing production forecasts under uncertainty.
- Selecting relevant parameters for production scheme. optimization: drilling a new well, determining the production rate for maximizing the plateau duration
- Performing an economic risk evaluation.

These techniques have been widely validated both on realistic synthetic cases and on real field cases. Thus, an illustration of this whole original risk assessment methodology through various field case examples corresponding to different modelling workflow and problematic is presented.

Heng Y. (2019)

In article Efficiency evaluation of a sustainable hydrogen production scheme. based on super efficiency SBM model found that the hydrogen production transition from coal to renewable energy is key to realize low carbon in the whole hydrogen energy system. To accelerate the transition, this study proposes a sustainable hydrogen production scheme. combining coal-based hydrogen production with renewable hydrogen production. Specifically, the excess alkalinity generated by water electrolysis can capture the CO2 from coal-based hydrogen production. Additionally, the oxygen generated by water electrolysis can be provided for coal-based hydrogen production. Different from previous studies, we use the super efficiency SBM model with undesirable outputs to calculate the efficiency of coal-based hydrogen production, renewable hydrogen production and the integrated scheme. Results show that the efficiency of the integrated scheme. with the reasonable configuration is 2.01. And it has the highest efficiency ranking, followed by coal-based hydrogen production and hydrogen production from wind energy, which are 1.07 and 0.84, respectively. On the other hand, the hydrogen production from solar energy is 0.32, which has the lowest ranking. Therefore, the integrated scheme. can provide the low-carbon hydrogen by the inexpensive cost. Popularizing the integrated scheme. should promote the large-scale of renewable hydrogen production, thereby guiding the green transformation of hydrogen production.

Pramod R. et. al. (2020)

Article Titled "Recent Trends and Developments in Textile Industry in India" concluded that In the era of wearable computing, intelligent systems are breaking the bounds of traditional textiles and their design. The integration of the technologies with clothing, accessories, upholstery, or industrial technical textiles provides higher user-comfort and enables their seamless use in everyday activities. Investment in spinning and weaving equipment are increased very rapidly in Countries which is producing and exporting textiles. The Government will devise suitable measures to facilitate that the Textile Industry grows at the rate of 18% per annum. The Government will also take efforts to address the labour force will be generated by creating new infrastructure and also by strengthening the existing ones. Government of India is moving towards increasing productivity for increasing export growth of textiles. Purchasing new machinery or enhancing the quality of the existing machinery and introducing new technology can also be very useful in increasing the research and development (R and D) related activities that in the modern era are very important for increasing the industrial growth of a country.

Kumar, A., & Srivastava, S. (2021)

Analysis of Production-Linked Incentive (PLI) Scheme. in India: Opportunities and Challenges. Journal of Indian Business Research, 13(3), 456-471. This study provides a comprehensive analysis of the PLI scheme. in India, highlighting the opportunities and challenges faced by the scheme.

Khanna, P., & Goyal, V. K. (2022)

Assessing the Effectiveness of the Production-Linked Incentive (PLI) Scheme. for Boosting Manufacturing in India. International Journal of Management, Technology, and Social Sciences, 7(1), 129-142. The authors examine the effectiveness of the PLI scheme. in promoting manufacturing in India, identifying the opportunities it offers and the challenges it faces.

Agarwal, A. (2021)

Production-Linked Incentive (PLI) Scheme.: A Catalyst for Atmanirbhar Bharat. Journal of Commerce and Trade, 16(2), 34-44. This paper discusses how the PLI scheme. can act as a catalyst for achieving self-reliance in India, highlighting the opportunities and challenges associated with the scheme.

Rana, P., & Gupta, M. (2022)

Production-Linked Incentive (PLI) Scheme.: A Game Changer for Indian Manufacturing Sector. International Journal of Engineering, Technology, Management, and Applied Sciences, 10(6), 234-244. The authors analyze the PLI

scheme. as a potential game-changer for the manufacturing sector in India, focusing on the opportunities and challenges it presents.

Kaur, R., & Bansal, A. (2023)

Evaluating the Impact of the Production-Linked Incentive (PLI) Scheme. on Electronics Manufacturing in India. Journal of Business and Retail Management Research, 17(2), 45-55. This study assesses the impact of the PLI scheme. on electronics manufacturing in India, discussing the opportunities it offers and the challenges faced in its implementation.

Gupta, S., & Khurana, P. (2021)

Production-Linked Incentive (PLI) Scheme. in India: A Step Towards Building a Resilient Economy. International Journal of Research and Analytical Reviews, 8(4), 107-118. The authors analyse the PLI scheme. as a step towards building a resilient economy in India, highlighting the opportunities and challenges associated with the scheme.

Sharma, M., & Verma, S. (2022)

Production-Linked Incentive (PLI) Scheme.: An Analysis of the Opportunities and Challenges for Indian Pharmaceutical Industry. International Journal of Applied Pharmaceutical Sciences and Research, 7(2), 31-40. This paper examines the opportunities and challenges faced by the Indian pharmaceutical industry in implementing the PLI scheme., providing a comprehensive analysis of the scheme's impact.

Singh, N., & Kumar, V. (2021)

Production-Linked Incentive (PLI) Scheme.: Prospects and Challenges for the Automobile Sector in India. Indian Journal of Research in Management Studies and Social Sciences, 8(6), 235-246. The authors assess the prospects and challenges faced by the automobile sector in India under the PLI scheme., discussing the opportunities it provides.

Tiwari, S., & Verma, N. (2023)

Exploring the Opportunities and Challenges of the Production-Linked Incentive (PLI) Scheme. for the Textile Industry in India. Journal of Textile and Clothing Science, 14(1), 78-89. This study explores the opportunities and challenges faced by the Indian textile.

Choudhary, A., & Pandey, R. (2022)

A Comparative Study of PLI Scheme in India: Opportunities and Challenges. Journal of Economics and Public Finance, 5(3), 178-192. This study provides a comparative analysis of different PLI scheme implemented in India, examining the opportunities and challenges associated with each scheme.

Mathur, A., & Saxena, R. (2021)

Role of PLI Scheme. in Promoting Export Competitiveness: Opportunities and Challenges. International Journal of Trade and Global Markets, 14(2), 143-158. The authors analyse the role of the PLI scheme. in enhancing export competitiveness in India, discussing the opportunities it presents and the challenges it faces.

Gupta, A., & Bhatia, S. (2023)

Impact of PLI Scheme. on Small and Medium Enterprises (SMEs) in India: Opportunities and Challenges. Journal of Small Business and Entrepreneurship, 30(1), 45-58. This paper examines the impact of the PLI scheme. on small and medium enterprises (SMEs) in India, highlighting the opportunities it offers and the challenges faced by SMEs in implementing the scheme.

Singh, S., & Verma, P. (2022)

The Role of PLI Scheme. in Enhancing Innovation and Technology Development: Opportunities and Challenges. Journal of Innovation and Entrepreneurship, 9(1), 1-16. The authors explore the role of the PLI scheme. in fostering innovation and technology development in India, discussing the opportunities it provides and the challenges encountered in the process.

Aggarwal, R., & Kumar, S. (2021)

Addressing Environmental Sustainability through the PLI Scheme. in India: Opportunities and Challenges. International Journal of Sustainable Development and World Ecology, 28(6), 563-578. This study investigates the potential of the PLI scheme. in addressing environmental sustainability in India, examining the opportunities it presents and the challenges associated with incorporating sustainability measures.

Mishra, S., & Sinha, A. (2023)

Financial Inclusion and the PLI Scheme.: Opportunities and Challenges. International Journal of Banking, Risk, and Insurance, 10(1), 67-82. The authors analyse the opportunities and challenges of integrating financial inclusion measures into the PLI scheme. in India, highlighting the potential benefits and the obstacles faced in promoting inclusive growth.

Research Methodology

This chapter describes the research methodology adopted to achieve the objectives of the study. It includes the scope of the study, research design, collection of data, analysis of data and scope of the study.

Research Design

Research design constitutes the blueprint for the collection, measurement, and analysis of data. It is the strategy for a study and plan by which strategy is to be carried out. Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to home in on research methods that are

suitable for the subject matter and set up their studies up for success.

For the present study, the exploratory and descriptive research design is used.

The research design of the project will be descriptive as it will describe the data and Trends of PLI Scheme in India, while using PLI Scheme in country for Export Purposes. Descriptive research will be used to obtain information concerning the status of phenomenon (PLI Scheme.) to describe what exists.

Objectives of Study

- To study awareness regarding, introduction of PLI scheme. among Ludhiana Exporters.
- To study the factors affecting decision to go for PLI scheme.

Sampling Design

Design of a Sampling plan is a mechanism by which the sampling units of a study are selected from the sampling frame of the population. The selection of the sampling plan in a study in turn affects the cost and to conduct the study and reliability of inferences of the study. Hence, it should be selected with the utmost care. For the present study, the respondents were business owners, business partners, managers, and supervisors.

A purposive sampling method was followed to collect information from 50 respondents out of which 32 were male and 18 were female respondents.

Sampling Unit

Sampling unit is the single unit of the population. Any Exporter who uses PLI Scheme will form the sampling unit of the study.

Sampling Technique

The selection of the respondents will be done based on convenience technique based on the non-profitability method of sampling as they were easiest to access due to geographical proximity, availability at a given time, or willingness to participate in the research.

Sample Size

Sample size will be the size of sample drawn from the population which is the true representative of the research. The number of respondents included in the study will be 50 Exporter who will be interviewed for convenience of evaluating and analysing the data. The sample size selected for the research will be 50 Exporter in the Ludhiana Industries.

Data Collection

Primary data & Secondary Data collection will be used with the purpose of answering the research questions in this. Secondary data collection allowed addressing specific factors influencing Exporter who utilizes PLI Scheme in India, particularly Ludhiana, Punjab. Questionnaires will be filled from target population to get qualitative as well as quantitative data.

Data Analysis Tools/ Techniques

The information gathered will be recorded via Google Forms, Conducting Interview filing out Questionnaire, all responses will be recorded in Excel Sheet which further has been used to carry out descriptive analysis to determine the normality of the distribution. The descriptive analysis of data helps to limit generalization of individual group of observations.

The descriptive analysis of data provides the following:

- Summaries the data in tabular and graphic forms to address the objectives.
- Provides information about the variability in the data.
- Provides basis for indications of observations that need to be considered when doing formal analysis.

The objective of descriptive analysis is to portray the essential features of the data provided in the study. The simple graphic information provided by descriptive analysis acts as the basic virtual of any quantitative analysis of data. It is also helpful to determine the normality of the distribution of data.

Brief about Bar graph and Pie chart

Bar graphs are the pictorial representation of data (generally grouped), in the form of vertical or horizontal rectangular bars, where the length of bars is proportional to the measure of data. They are also known as bar charts. Bar graphs are one of the means of data handling in statistics.

A few questions, i.e., type of workplace, awareness about incentive schemes for setting up manufacturing, factoring affecting to go for PLI scheme have been answered using Bar graph.

Pie Chart: A pie chart is a type of graph that represents the data in the circular graph. The slices of pie show the relative size of the data, and it is a type of pictorial representation of data. A pie chart requires a list of categorical variables and numerical variables. Here, the term “pie” represents the whole, and the “slices” represent the parts of the whole.

A few important like, MSME/NON MSME, allocation of land, access to easy loans have been answered using the pie chart method.

Need and Scope of Study

- To study the awareness regarding PLI scheme. among Ludhiana manufacturers.
- To study the factors affecting decision to go for PLI scheme.
- To study the factors affecting decision not to go for PLI scheme.

Limitations of the Study

Since efforts will be made to collect authentic and reliable information from respondents, however the report might in future be subject to some limitations:

- Some respondents might be reluctant to give this information, so their responses may be biased.
- Time could be a major limitation as it might affect the inferences drawn in the study.
- Sample may not be true representative of the overall scenario.
- Study will be conducted in Ludhiana only. So, the results of study may not be applicable in other areas.

Analysis and Interpretation

Overall structure, location, MSME or Non MSME, type of industry, are some of the important details that have been covered in this section. That in turn has also significantly contributed to the awareness level of the scheme.

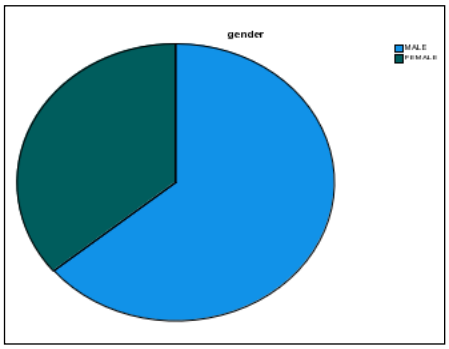

Figure 1.Gender of Respondent

Table1.Response of Different Genders

Gender	Respondents	Valid Percentage
Male	32	64%
Female	18	36%
Total	50	100%

Finding – This pie chart shows that most of the respondents are male majority of Respondents were Male.

Interpretation – It can be interpreted that Indian huf family and factors affect that most of the respondents are male.

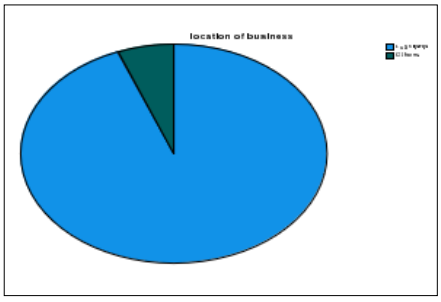

Figure 2.Location of Businesses

Table 2.Location of respondents

Location	Respondents	Valid Percentage
Ludhiana	47	94
Others	3	6
Total	50	100

Finding – Through this pie chart most of Location of Business of Respondents belonged to Ludhiana Region.

Interpretation – Majority people had manufacturing units in Ludhiana.

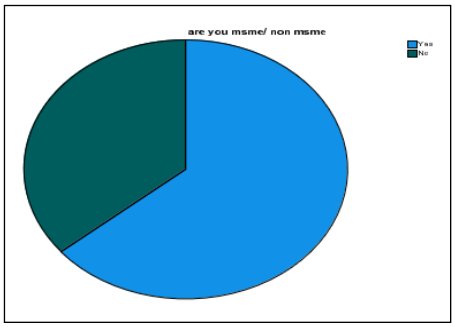

Figure 3.MSME or NON- MSME

Table 3.Number of Respondents applied for MSME

-	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	32	64.0	64.0	64.0
No	18	36.0	36.0	100.0
Total	50	100.0	100.0	-

Finding – Through this pie chart we can see that majority of our responses have registered under MSME about 64% haver registered.

Interpretation – Majority of respondents have applied for MSME and opted for MSME due to benefits given by the government.

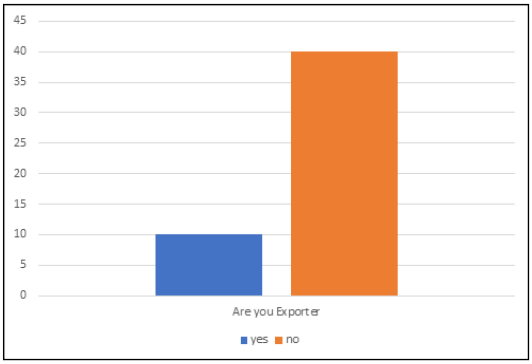

Figure 4.Number of Exporter

Table 4.Frequency of exporters

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	10	20.0	20.0	20.0
No	40	80.0	80.0	100.0
Total	50	100.0	100.0	-

Finding –This bar graph shows that majority of our responses are not exporting anywhere only 20% of the respondents are exporting.

Interpretation – The above bar graph shows that majority of respondents have gone global cause its necessary to expand so they show that their export has major potential.

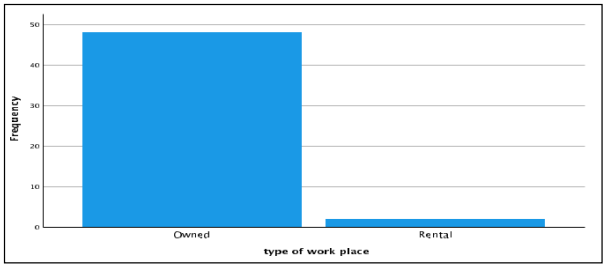

Figure 5.Type Of Work Place (Property)

Table 5.Number of Owned and Rental Places

-	Frequency	Percent	Valid Percent	Cumulative Percent
Owned	48	96.0	96.0	96.0
Rental	2	4.0	4.0	100.0
Total	50	100.0	100.0	-

Finding – Majority of Respondents owned their owned business, less leased the property.

About 96% have their owned workplace

Interpretation – We can interpret from the responses that respondents do not like to pay rent in business as it adds as a further cost.

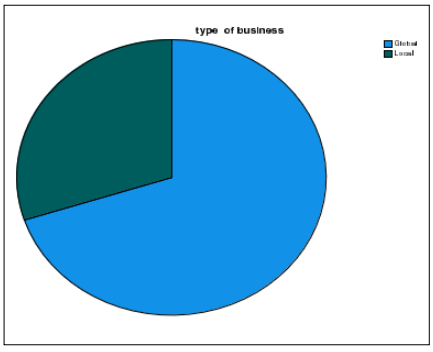

Figure 6.Type of Business

Table 6.Type of business

-	Frequency	Percent	Valid Percent	Cumulative Percent
Local	15	30.0	70.0	70.0
Global	50	70.0	30.0	96.0
Total	65	100.0	100.0	100.0

Finding – Majority of 70 %Respondents have global business, less local.

Interpretation – We can interpret from the responses that respondents do not like to pay rent in business as it adds as a further cost.

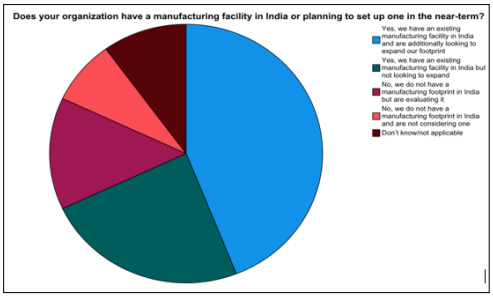

Figure 7.Does your organization have a manufacturing facility in India or planning to set up one in the near-term?

Table 7.Does your organization have a manufacturing facility in India or planning to set up one in the near-term?

-	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, we have an existing manufacturing facility in India and are additionally looking to expand our footprint	22	44.0	44.0	44.0
Yes, we have an existing manufacturing facility in India but not looking to expand	12	24.0	24.0	68.0
No, we do not have a manufacturing footprint in India but are evaluating it	7	14.0	14.0	82.0

No, we do not have a manufacturing footprint in India and are not considering one	4	8.0	8.0	90.0
Don't know/not applicable	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Finding - We can say that from the above pie chart that around 44% of people aren't existing manufacturing and looking up to expand footprint and about 24% for manufacturing but not looking for expand whereas 14% of the respondents are not manufacturing but are looking to set up in the way manufacturing firm whereas 8% do not or not current manufacturers and will not manufacture in future and for 10% of respondents this is not applicable.

Interpretation – This we can interpret that the current manufacturers I want to expand and grow majority of them want to expand out of India and manufacture more and go into exports.

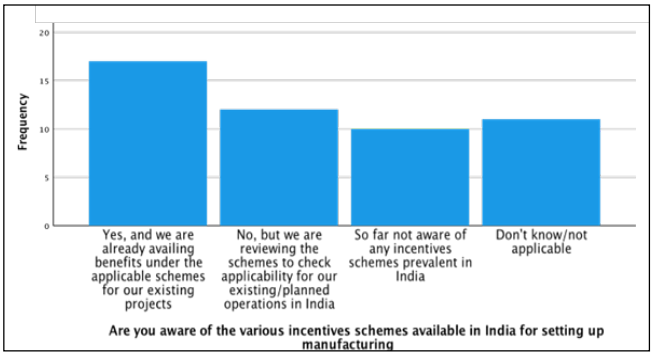

Figure 8.Are you aware of the various incentives scheme available in India for setting up manufacturing

Table 8.Are you aware of the various incentives scheme available in India for setting up manufacturing

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Yes, and we are already availing benefits under the applicable scheme for our existing projects	17	34.0	34.0	34.0
No, but we are reviewing the scheme to check Applicability for our existing/ planned operations in India	12	24.0	24.0	58.0
So far not aware of any incentives scheme prevalent in India	10	20.0	20.0	78.0
Don't know/ Not applicable	11	22.0	22.0	100.0
Total	50	100.0	100.0	

Finding -From the bar graph we can say that about 34% of Respondents they are aware about scheme and projects by the government but and 24% of respondents are viewing the scheme and planning operations in India and about 20% of respondents are not aware of any scheme in India at 22% do not have any clue about the scheme in India.

Interpretation -So we can say that from the l from that bar graph where people want to know about scheme, and they want to apply their skills in manufacturing.

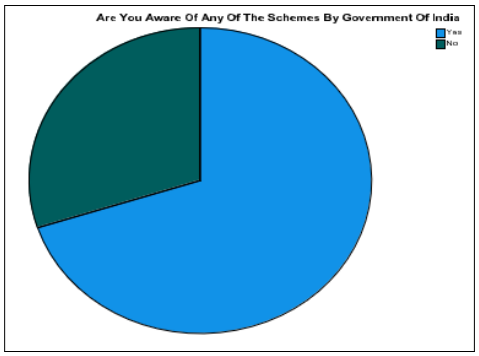

Figure 9.Are You Aware of Any of The Scheme By Government of India

Table 9.Are You Aware of Any of The Scheme By Government of India

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Yes	35	70.0	70.0	70.0
No	15	30.0	30.0	100.0
Total	50	100.0	100.0	-

Finding – From the from the above pie chart we can say that 70% of the respondents know about the scheme of government of India in expanding their business where is 30% of respondents have no clue about the scheme.
Interpretation - So we can interpret from the responses that people are aware about the various scheme by the government of India.

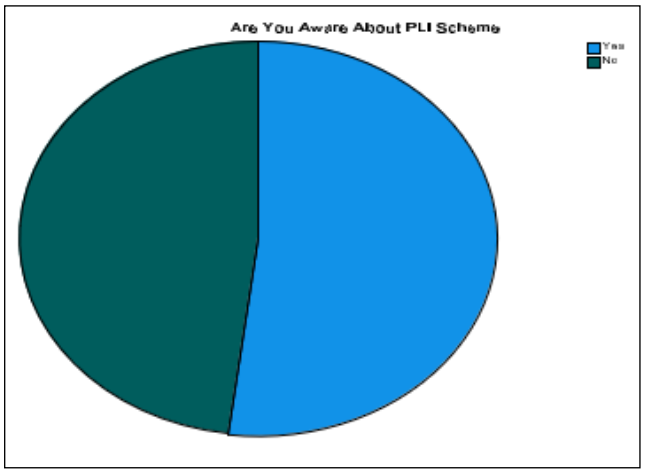

Figure 10.Awareness about Production Linked Incentive Scheme

Table 10.Are You Aware About PLI Scheme

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Yes	26	52.0	52.0	52.0
No	24	48.0	48.0	100.0
Total	50	100.0	100.0	-

Finding -So from the above pie chart we can say that about 52% of the respondents are aware about the PLI scheme. whereas 48% I don't know where of the scheme.

Interpretation -We can say that the government needs to work on the promotion of the PLI scheme. so that a lot of manufacturers can take the advantage of PLI scheme.

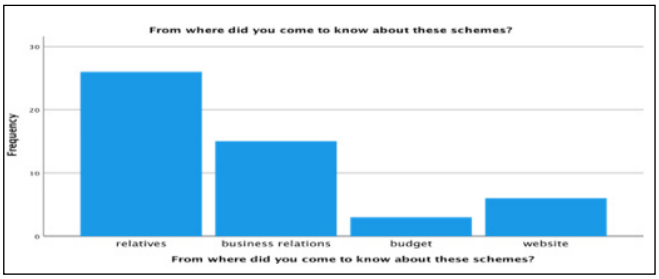

Figure 11.From Where Did You Came to Know About These Scheme. Fig4.12

Table 11.From where did you come to know about these schemes?

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
relatives	26	52.0	52.0	52.0
business relations	15	30.0	30.0	82.0
budget	3	6.0	6.0	88.0
website	6	12.0	12.0	100.0
Total	50	100.0	100.0	-

Finding-So we can see that the respondents have gained knowledge through their relatives the most about 52% of the respondents have gained knowledge about the scheme. to the relatives and about 30% have given their knowledge from business relations whereas 6% have gained through budget and 12% have through online mode

Interpretation – So from this we can interpret that the respondents have collected most of the data from their relatives and budget.

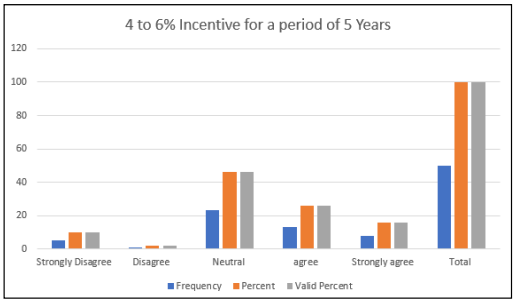

Figure 12.Factors affecting decision to go for PLI Scheme (Objective 1) Fig 4.13.1 a)4%to 6% incentive for a period of five years

Table 12.Percent of incentive Over a period of 5 Years

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Strongly Disagree	5	10.0	10.0	10.0
Disagree	1	2.0	2.0	12.0
Neutral	23	46.0	46.0	58.0
agree	13	26.0	26.0	84.0
Strongly agree	8	16.0	16.0	100.0
Total	50	100.0	100.0	-

Finding -From this above bar chart we can say that 46% respondents have neutral decision regarding the incentive of 4% to 6 % for 5 years.

Interpretation – We can say that respondents have neutral viewpoint on this

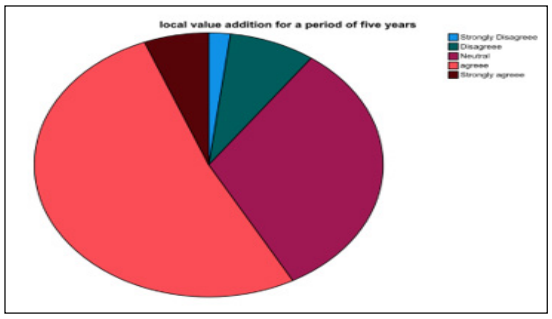

Figure 13.Local value addition for a period of five years

Table 13.Value addition for a period of five years

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Strongly Disagree	1	2.0	2.0	2.0
Disagree	4	8.0	8.0	10.0
Neutral	16	32.0	32.0	42.0
agree	26	52.0	52.0	94.0
Strongly agree	3	6.0	6.0	100.0
Total	50	100.0	100.0	-

Finding -The above pie chart we can say that there is a local that the respondents agree to local value addition about 52% of respondents agree to the local value addition and 32% percent of respondents feel that this is neutral.

Interpretation – We can see that people agree to local value addition for five credits through PLI scheme.

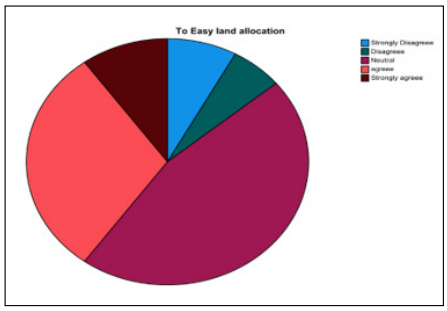

Figure 14.To Easy land allocation

Table 14.To Easy land allocation

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Strongly Disagree	4	8.0	8.0	8.0
Disagree	3	6.0	6.0	14.0
Neutral	23	46.0	46.0	60.0
agree	15	30.0	30.0	90.0
Strongly agree	5	10.0	10.0	100.0
Total	50	100.0	100.0	-

Finding -From the bubble chat we can say that respondents are convinced Respondents are convinced about 46% what's respondents feel that is that easily location is a neutral factor to opt for PLI scheme.

Interpretation – We can interpret that respondents are interested in PLI scheme. with easy land allocation.

(a)

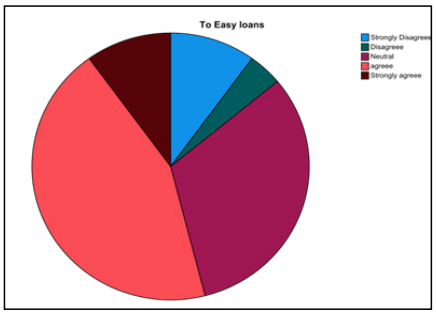

Figure 15.To Easy loans

Table 15.To Easy loans

-	-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	10.0	10.0	10.0
	Disagree	2	4.0	4.0	14.0
	Neutral	16	32.0	32.0	46.0
	Agree	22	44.0	44.0	90.0
	Strongly Agree	5	10.0	10.0	100.0
	Total	50	100.0	100.0	-

Finding -From the above pie chart we can say 44% of respondents feel that they had agreed with the easy loan process in PLI scheme. 32% of respondents have neutral decision whereas 4% disagree and 10% strongly disagree said only 10% strongly agree.

Interpretation - So we can say that easy loan credit criteria is an influential factor for opting for PLI scheme.

(b)

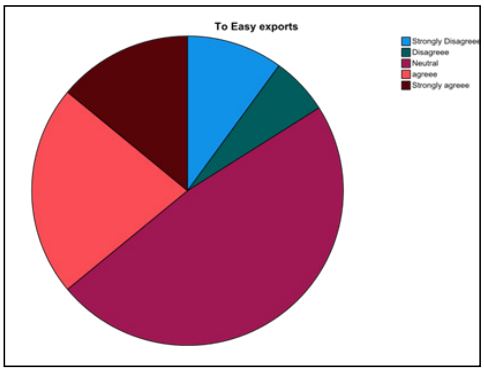

Figure 16.To Easy exports

Table 16.To Easy exports

-	-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	10.0	10.0	10.0
	Disagree	3	6.0	6.0	16.0
	Neutral	24	48.0	48.0	64.0
	Agree	11	22.0	22.0	86.0
	Strongly Agree	7	14.0	14.0	100.0
	Total	50	100.0	100.0	-

Finding – From the above pie chart we can see that 48% of respondents neutrally agree that easy of exports is an influential factor for PLI scheme. where is 22% agree where as 6% discount 10% strongly disagree where is 14% of respondents strongly agree.

Interpretation – So we can say that there is a very less difference between strongly agree strongly disagree respondents have a neutral viewpoint towards easy exports.

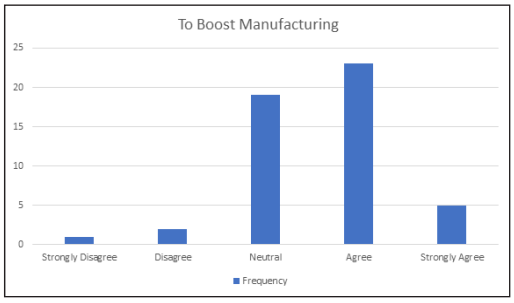

Figure 17.To Boost manufacturing

Table 17.To Boost manufacturing

-	Fre-quency	Per-cent	Valid Percent	Cumu-lative Percent	Cumu-lative Percent
Strongly Disagree	1	2.0	2.0	2.0	10.0
	Disagree	2	4.0	4.0	6.0
	Neutral	19	38.0	38.0	44.0
	Agree	23	46.0	46.0	90.0
	Strongly Agree	5	10.0	10.0	100.0
	Total	50	100.0	100.0	-

Finding – From the bar paragraph we can say that 46% of respondents agree to the sector of boosting manufacturing by PLI scheme. whereas 2% of respondents strongly disagree 4% disagree 38% have a neutral viewpoint whereas 10% strongly agree towards boost in manufacturing.

Interpretation -So we can interpret that respondents have a neutral viewpoint to words boost in manufacturing.

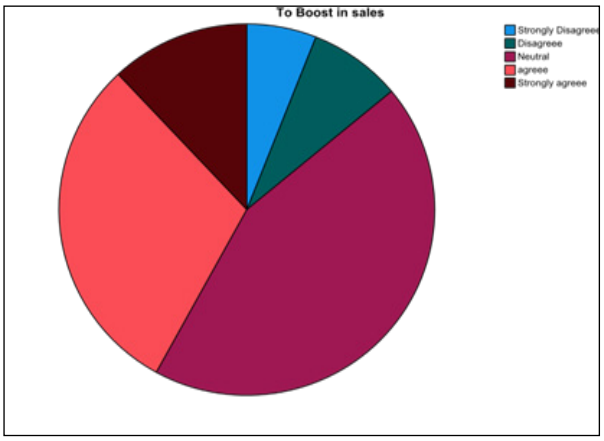

Figure 18.To Boost in sales

Table 18.To Boost in sales

-	-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	6.0	6.0	6.0
	Disagree	4	8.0	8.0	14.0
	Neutral	22	44.0	44.0	58.0
	Agree	15	30.0	30.0	88.0
	Strongly Agree	6	12.0	12.0	100.0
	Total	50	100.0	100.0	-

Finding -From the above pie chart we can say that respondents have neutral agreement regarding boosting sales under PLI scheme. 44% of respondents think its neutral 30% agree with it as a factor to opt for PLI scheme. where is 8% disagree and 6% strongly disagree.

Interpretation – This we can say that respondents have a neutral opinion on boost of sales.

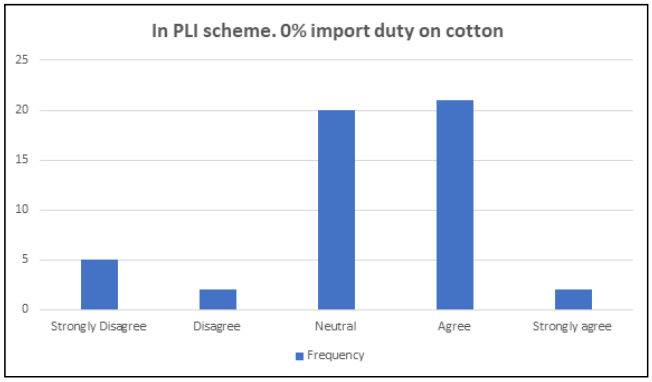

Figure 19.In PLI scheme. 0%import duty on cotton

Table 19.In PLI scheme. 0%import duty on cotton

-	-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	10.0	10.0	10.0
	Disagree	2	4.0	4.0	14.0
	Neutral	20	40.0	40.0	54.0
	Agree	21	42.0	42.0	96.0
	Strongly Agree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	-

Finding - From the above bar graph we can see that 42% of respondents find the sector 0% import duty on cotton and agree to 840% of the respondents find it neutral decision to opt for PLS scheme. where is 10% strongly disagree and 4% disagree to opt for PLI scheme.

Interpretation – So we can see that 0% import duty on cotton is factor which influence the decision of going for PLI scheme.

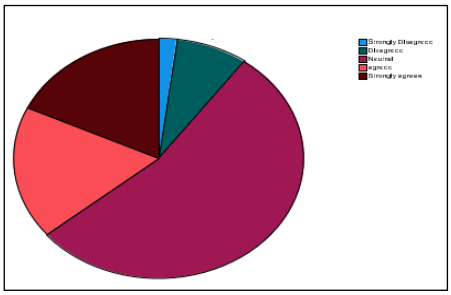

Figure 20.To attract foreign investments

Table 20.Words about Foreign Investments

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Strongly Disagree	1	2.0	2.0	2.0
Disagree	4	8.0	8.0	10.0
Neutral	27	54.0	54.0	64.0
Agree	9	18.0	18.0	82.0
Strongly Agree	9	18.0	18.0	100.0
Total	50	100.0	100.0	-

Finding – From the above pie chart we can say that respondents about 54% of respondents have a neutral viewpoint to words for investments whereas 18% agree and other 18% disagree whereas 8% disagree and 2% strongly disagree.

Interpretation -so we can say that respondents have interest in foreign investments in PLI scheme. and it is a major factor to opt for PLI scheme.

Finding -From the above pie chart we can say that 38% of respondents agree where is 36% of respondents one neutrally agreed where at 6% strongly disagreed and 16% strongly agreed to.

Interpretation -From the above we can see that most of the respondents agreed to nontariff measures as a factor to influence for PLI scheme.

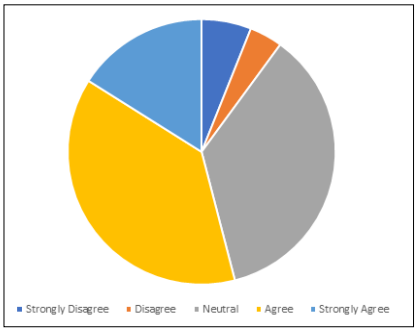

Figure 21.To introduce non-tariff measures that make imports more expensive

Table 21.To introduce non-tariff measures that make imports more expensive

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Strongly Disagree	3	6.0	6.0	6.0
Disagree	2	4.0	4.0	10.0
Neutral	18	36.0	36.0	46.0
Agree	19	38.0	38.0	84.0
Strongly Agree	8	16.0	16.0	100.0
Total	50	100.0	100.0	-

Finding -From the above pie chart we can say that 38% of respondents agree where is 36% of respondents one neutrally agreed where at 6% strongly disagreed and 16% strongly agreed to.

Interpretation -From the above we can see that most of the respondents agreed to nontariff measures as a factor to influence for PLI scheme.

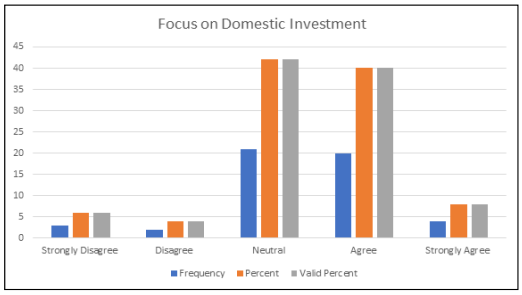

Figure 22.Focus on the domestic market

Table 22.Focus more on the domestic market

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Strongly Disagree	3	6.0	6.0	6.0
Disagree	2	4.0	4.0	10.0
Neutral	21	42.0	42.0	52.0
Agree	20	40.0	40.0	92.0
Strongly Agree	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding -From the above bar graph We can see that 42% of respondents have a neutral outlook towards focus on domestic market whereas 40% agree at 8% strongly agree. Interpretation – So we can state that respondents are interested the government should invest and focus more on the domestic market.

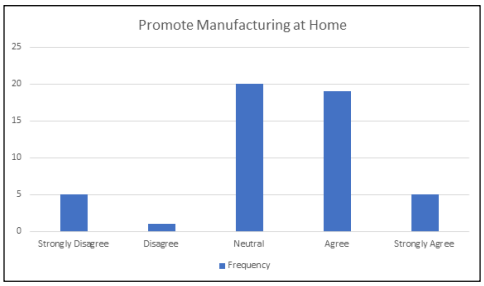

Figure 23.To promote manufacturing at home

Table 23.Promote manufacturing at home

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
Strongly Disagree	5	10.0	10.0	10.0
Disagree	1	2.0	2.0	12.0
Neutral	20	40.0	40.0	52.0
Agree	19	38.0	38.0	90.0
Strongly Agree	5	10.0	10.0	100.0
Total	50	100.0	100.0	-

Finding – From the web of that 40% of respondents have a neutral viewpoint to promote manufacturing at home where is 38% agree where is 10% strongly agree add 10% strongly disagree as a factor to promote PLI scheme.

Interpretation- Respondents have a neutral viewpoint towards me and promoting manufacturing at home.

Awareness Regarding Incentives

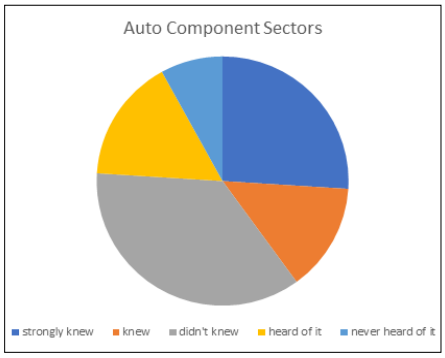

Figure 24.Auto Component Sectors

Table 24.Auto Component Sectors

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	13	26.0	26.0	26.0
knew	7	14.0	14.0	40.0
didn't knew	18	36.0	36.0	76.0
heard of it	8	16.0	16.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding – And from the above the pie chart we can see that about 36% of respondents didn't know about auto component sector whereas 26% strongly knew.

Interpretation – We can say that auto corporate sector didn't have that much of popularity.

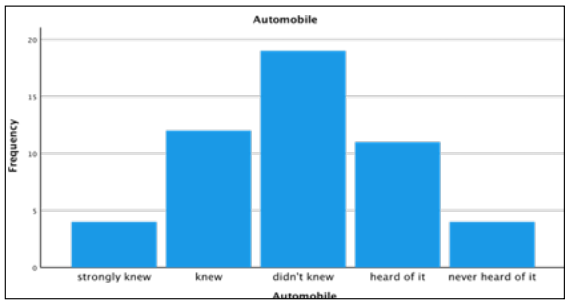

Figure 25.Automobile Sectors

Table 25.Knowledge About Automobile

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	4	8.0	8.0	8.0
knew	12	24.0	24.0	32.0
didn't knew	19	38.0	38.0	70.0
heard of it	11	22.0	22.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding – Bar graph we can say that the respondents didn't knew about the automobile sector only 22% of respondents had heard of it whereas 24% knew it and 8% of them strongly knew that.

Interpretation -We can interpret that majority of the respondents didn't knew about the automobile sector.

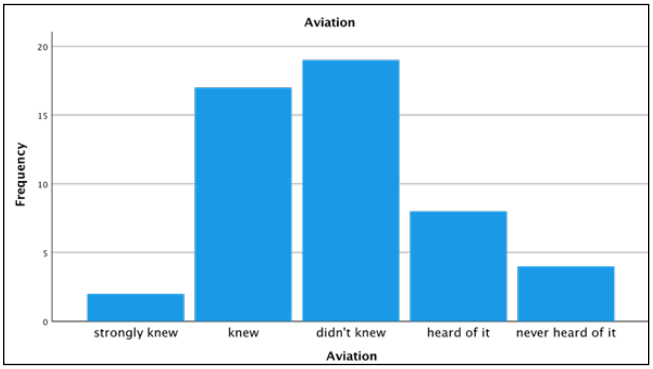

Figure 26.Knowledge about Aviation Sector

Table 26.Knowledge about Aviation Sector

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	2	4.0	4.0	4.0
knew	17	34.0	34.0	38.0
didn't knew	19	38.0	38.0	76.0
heard of it	8	16.0	16.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding -From the back bar graph we can say that 38% of respondents didn't knew about the Bashan sector whereas 34% of respondents knew about the aviation sector and 4% from the new whereas 16% of respondent heard of it send it percent neighbourhood of it

Interpretation -So we can say that about very few had awareness about the aviation sector.

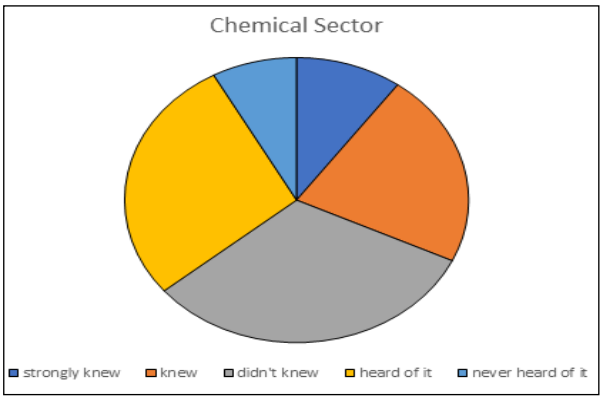

Figure 27.Knowledge about Chemicals Sector

Table 27.Knowledge about Chemicals Sector

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	5	10.0	10.0	10.0
knew	11	22.0	22.0	32.0
didn't knew	16	32.0	32.0	64.0
heard of it	14	28.0	28.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding – From the past a chat we can say that 32% of respondents didn't knew about the chemicals whereas 28% have heard about it and 8% have never heard of it and 22% new about the chemicals sector and 10% strongly knew.

Interpretation -So we can interpret that most of the respondent didn't knew about the chemical sector in PLI scheme. they weren't aware of it.

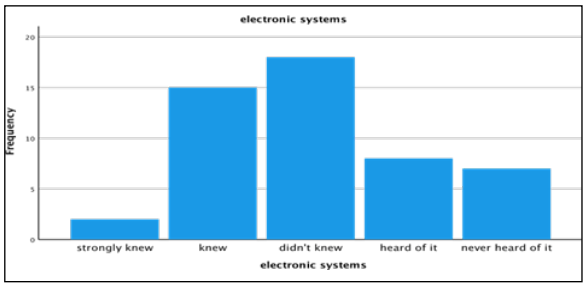

Figure 28.Knowledge about Electronic Systems

Table 28.Knowledge about Electronic Systems

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	2	4.0	4.0	4.0
knew	15	30.0	30.0	34.0
didn't knew	18	36.0	36.0	70.0
heard of it	8	16.0	16.0	86.0
never heard of it	7	14.0	14.0	100.0
Total	50	100.0	100.0	-

Finding -From the above Bar graph i can say that most of the respondent had it didn't have a clue of electronic systems under PLI scheme 36% of respondents renew 30% new in 4% strongly new whereas 14% of respondents have never heard of it and 16% of respondent have heard of it.

Interpretation -We can interpret that 36% of respondents didn't knew where is 30% new aware is a small difference between the awareness of this sector.

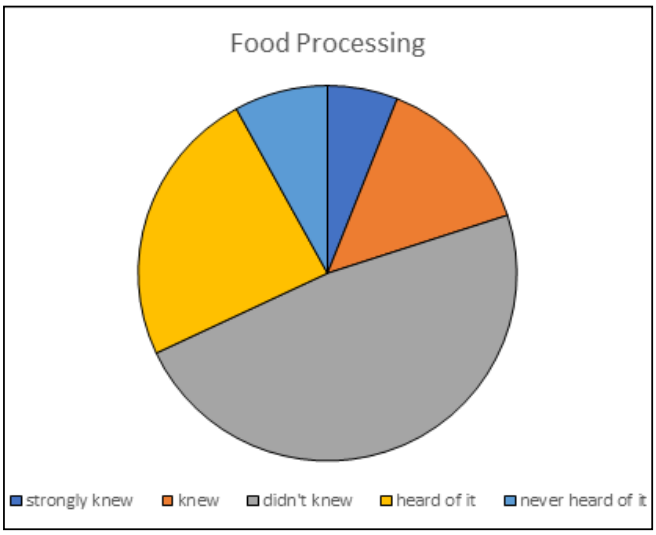

Figure 29.Knowledge about Food Processing

Table 29.Knowledge about Food Processing

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	3	6.0	6.0	6.0
knew	7	14.0	14.0	20.0
didn't knew	24	48.0	48.0	68.0
heard of it	12	24.0	24.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding – From the above pie chart we can say that 48% of responded didn't know about the food processing sector whereas 14% of respondents knew about the food processing sector 6% new strongly about the food processing sector whereas 8% have never heard of it.

Interpretation – From the above we can say that most of the respondent knew as compared to other sectors about the food processing sector is included in PLI scheme.

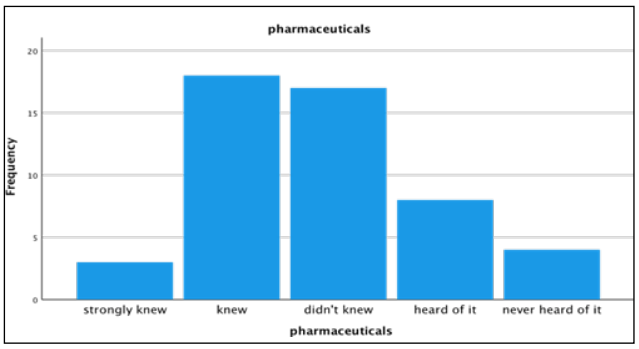

Figure 30.Knowledge About Pharmaceuticals

Table 30.Knowledge About Pharmaceuticals

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	3	6.0	6.0	6.0
knew	18	36.0	36.0	42.0
didn't knew	17	34.0	34.0	76.0
heard of it	8	16.0	16.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding -From the above bar graph, we can say that 36% of respondent about the pharmaceuticals included in PLI and they knew.

Interpretation – So we can say that most of the people knew about the pharmaceuticals around 36% of respondents knew about pharmaceuticals included PLI scheme.

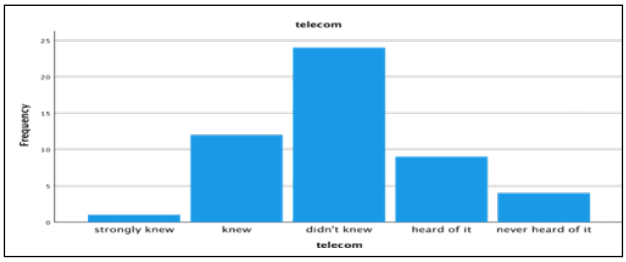

Figure 31.Knowledge About Telecom

Table 31.Knowledge About Telecom

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	1	2.0	2.0	2.0
knew	12	24.0	24.0	26.0
didn't knew	24	48.0	48.0	74.0
heard of it	9	18.0	18.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding – From the above bart graph we can say that. The respondents didn't know about the telecom sector. The PLI scheme. 48% didn't know 24% knew and 2 % strongly knew.

Interpretation - We can say that most of respondents didn't know about the telecom sector.

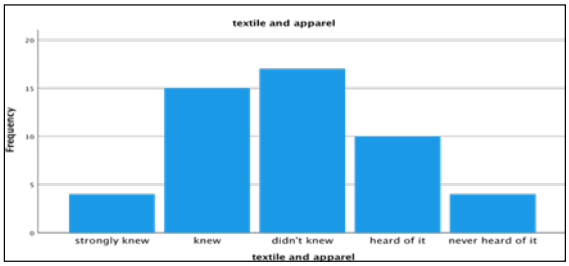

Figure 32.Knowledge about Textile and Apparel

Table 32.Knowledge about Textile and Apparel

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	4	8.0	8.0	8.0
knew	15	30.0	30.0	38.0
didn't knew	17	34.0	34.0	72.0
heard of it	10	20.0	20.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding -Problem From the above bar graph we can say that 34% of the respondent new about detected in the barrel whereas where is 30% of 48 and eight message from the new about it 20% of the respondents have of 8% have never heard of it.

Interpretation -So we can interpret that most of the people new textile sector is the part of PLI scheme.

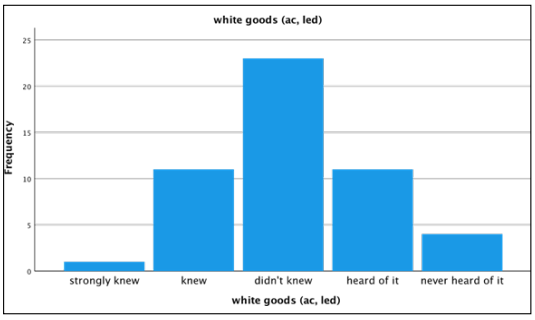

Figure 33.Knowledge about White Goods

Table 33.Knowledge about White Goods

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	1	2.0	2.0	2.0
knew	11	22.0	22.0	24.0
didn't knew	23	46.0	46.0	70.0
heard of it	11	22.0	22.0	92.0
never heard of it	4	8.0	8.0	100.0
Total	50	100.0	100.0	-

Finding – Turn the bar graph we can say that 46% of respondents didn't know about the white goods included in PLI scheme. where is 22% new in two persons totally new 22% have lot of it and 8% have never heard of it.

Interpretation – From the above we can see that respondents didn't know about the white goods are part of PLI scheme.

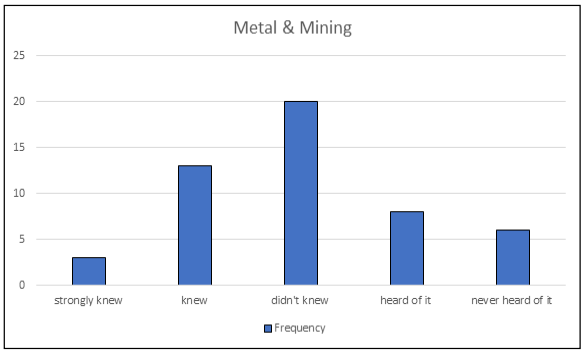

Figure 34.Knowledge about Metal and mining

Table 34.Knowledge about Metal and mining

-	Freq-uency	Per-cent	Valid Percent	Cumulative Percent
strongly knew	3	6.0	6.0	6.0
knew	13	26.0	26.0	32.0
didn't knew	20	40.0	40.0	72.0
heard of it	8	16.0	16.0	88.0
never heard of it	6	12.0	12.0	100.0
Total	50	100.0	100.0	-

Finding – From the above we can say that the respondents 40% didn't know about the metals and mining sector in PLS scheme. where is 26% knew about it and only 16% have heard about it and 6% strongly new about metal and mining included in where a scheme.

Interpretation - The awareness of metal and binding in PLS scheme is very less.

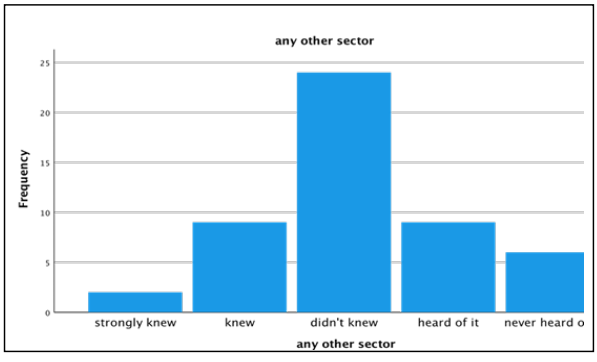

Figure 35.Knowledge About any other sectors

Table 35.Knowledge About any other sectors

-	Frequency	Percent	Valid Percent	Cumulative Percent
strongly knew	2	4.0	4.0	4.0
knew	9	18.0	18.0	22.0
didn't knew	24	48.0	48.0	70.0
heard of it	9	18.0	18.0	88.0
never heard of it	6	12.0	12.0	100.0
Total	50	100.0	100.0	-

Finding-according to above bar graph 48% of the respondents didn't know about any other sector whereas 4% strongly knew about the other sectors where is 18% have heard of it and 6% have never heard of it.
Interpretation-We can say that most of the respondents didn't know about other sectors.

Findings from the Analysis

- Majority of the respondents were male. 64% are male and 36% are female which somehow shows that there are maximum numbers of male as compared to females.
- Most of the respondents with 94% are having their business in Ludhiana and only 6% respondents were having their business to other cities.
- 64% respondents agree that they are registered under MSME due to the benefits given by the government and only 36% respondents do not opt for the MSME.
- Majority of the respondents were not exporting to the other countries, only 20% respondents were exporter.
- Most of the respondents agree that they have an existing manufacturing facility in India, and they are additionally looking to expand their footprint in other countries.
- Majority of respondents were aware about the various incentives and schemes available in India, and they were already availing benefits under the scheme for their existing projects.
- Majority of the respondents with 52% were aware about the production linked incentives and they came to know about this scheme. from their relatives and from their business partners.
- Most of the respondents agree that the factor i.e., 4% to 6% incentive for a period of five year has a neutral effect on the decision to go for the PLI scheme.
- The factor that local value addition for a period of five years affects the decision to go for PLI scheme. Most of the respondents with 52% agreed to it.
- Most of the respondents with 44% and with 48% agreed that the availability of the easy loans and easy exports affect the decision to go for PLI scheme.
- Majority of the respondents agreed that to boost manufacturing, one should go for the PLI scheme.
- Respondents feel neutral that factors for easy land allocation and to boost in sales will affect the decision to go for PLI scheme.
- 54% respondents feel neutral about attracting the foreign investment will affect the decision to go for the PLI scheme.
- The factor to introduce non-tariff measures that make imports more expensive, majority of respondents agreed to it.
- Majority of respondents feel neutral for focusing more on the domestic market will affect the decision to go for the PLI scheme.
- Majority of the respondents were not aware about the incentives being available to different sectors like in chemical sector, automobile sector, aviation, electronic sector, food processing, pharmaceuticals, telecom sector and metal and mining sector.

Conclusions

This section summarizes the Major settings and findings of the study. It uses the major conclusion drawn from the research. The section provides notes on criteria of awareness regarding PLI Scheme. We chose to adopt a descriptive approach for this research. Naturally, this study is mainly quantitative. The researcher utilized probability sampling to select the participants.

This study used Questionnaire as the primary information accumulation process and makes utilization of appropriate reviews on the web, books, articles, diaries to collect secondary data.

Recommendation

Some steps which may help in establishing PLI scheme. are the following:

1. One single website for all sectors: We need to attract best manufacturers to utilise this scheme. so that there is proper utilization of the scheme. and one single web-site/ portal describing all the information is missing.
2. Awareness: spreading awareness is much required as many of the manufacturers are unaware about PLI scheme and benefits. And the scope of PLI scheme. so, spreading awareness and running campaigns for awareness is required.
3. Small manufacturers: for small manufacturers and MSME the scheme. should be passed on to the small manufacturers of required sectors and benefits should be passed to them.
4. more sectors: government should add more required sectors and products to boost manufacturing and export, and this will reduce the dependence on imports

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