



## Atmanirbhar Bharat Abhiyaan: Paving a way of making India Self-reliant

Dr. Meenakshi Rathi<sup>a, \*</sup> 

<sup>a</sup> Assistant Professor (Commerce), Govt. Adarsh College Harda, Barkatullah University, Bhopal, Madhya Pradesh, (India)

### KEYWORDS

Sustainable, Atmanirbhar Bharat, Export Promotion, Pandemic, Pandemic relief.

### ABSTRACT

The aim of this paper is to explore the understanding of Atmanirbhar Bharat Scheme introduced for making India a self-reliant country. It is a descriptive study focused on deriving the benefits of rich culture and unsung qualities of countrymen for building a strong and super powerful nation. The Concept of Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged to give a kick start to the Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign) and announced the Special economic and comprehensive package of INR 20 lakh crores-equivalent to 10% of India's GDP – to fight COVID-19 pandemic in India. The paper concentrates on the role of exports in making India 'Atmanirbhar'. It proposes a list of certain trials to be taken by the government to encourage exports in making the mission of 'Atmanirbhar Bharat' convincingly attainable. Reference of COVID and the policies to get out of this pandemic is also discussed in this paper. The study emphasis on translating the skills and talents of the Indian workforce into a powerhouse of economic and Sustainable development of the country.

### Introduction

The concept of Atmanirbhar Bharata is not uncommon for one of the most ancient cultures in the world. The rich culture and proud history of India narrates stories of it being a golden bird that has been a centre of attraction for people all over the world. Even then, the country had remained on the side of generosity while the rest of the world coveted its wealth and resources. Today, as the world stands in the midst of an unprecedented pandemic, India has proven again its ability to rise to the occasion and bring out the best in this difficult situation.

With the introduction of the concept of Atmanirbhar Bharata; by the honourable PM Narendra Modi, to remind the countrymen what they are capable of has inspired a new wave of development. The country has embarked on the path of self-reliance in different sectors. Although initiatives such as Make in India have already improved India's position in the manufacturing sector, this initiative will help expand its reach to different domains as well. The majority of the population depends on agriculture as a source of income. The shift from primary to secondary and tertiary sectors is the need of the hour for the economic development of the country. We got freedom many years ago and commemorating it, our mind gets giddy even today, but let's talk beyond this, now it is time of India's journey of Self-reliance. It is not a new concept, it dates back to the era of Swadeshi movement which started in 1905 by boycotting foreign product & this has been refreshed again by our PM but this time there is some changes that there is no restriction on buying foreign goods but at this time we should invest in our country thereby our PM Narendra Modi on 31st may, gave his 65th Mann Ki Baat address & spoke of a self-reliant India – "ATMANIRBHAR BHARAT", while discussing the need to disincentivise import of goods, which can be manufactured domestically. But, this brings us to question – can such import-substitution policy deliver economic growth for India? Or is this mere rhetoric.

Just as we could not get a freedom in one day, similarly we cannot become self-reliant overnight. We the people of "India of approx. 130 crore of population is our strength & if we decide not to buy foreign goods, India's economy will see a jump." As India recovers from covid,

we understand that it's an opportunity for fostering entrepreneurship, nurturing innovation & creating an ecosystem for both rural & urban development. It's like an individual revolution-infant person to an able person, who can take care of oneself & other same is also true for our nation progress.

Imports have been one of the biggest factors in the dependency on other countries. Countries like China have been leveraging on the import dependency of other countries. As per 2020 data, China accounted for 18% of total Indian imports while constituting 9% of total India's exports. Apart from merchandised goods, critical raw materials or components such as basic chemicals, agro-intermediates, durables, etc., are also sourced from China. To mitigate the supply risk and trade dependence, India has shifted its focus to become self-reliant. This could be accomplished by translating the skills and talents of the Indian workforce into a powerhouse of economic development for the country. During the pandemic, India emerged as a leader with its indigenous COVID vaccines that have enabled it to conduct the world's biggest vaccination drive with ease. This self-reliance enabled the country to provide free vaccines not only to its citizens but also to other countries as a humanitarian gesture. This became possible only because of the favourable environment provided by the government for research and development and manufacturing, which in turn assured scientists and businesses to take risks and work together to make it possible in a short time. India, through this, was able to by-pass the import dependency and rather became a crucial exporter of COVID-19 vaccines.

India has also improved its Ease of Doing Business ranking with the introduction of reforms such as GST, Insolvency and Bankruptcy Code, simplified business policies etc. which have helped in attracting foreign investments. The availability of cheap labour and being one of the biggest consumer markets helped attract businesses to establish their manufacturing facilities in India. One of the examples is the world's largest mobile manufacturing facility in Noida, which is owned by Samsung. The company has also recently launched Samsung Dost & a skill development initiative to train the workforce for the electronics industry. This will create job opportunities for the young workforce as they become more skilled.

### \* Corresponding author


E-mail: [minnuchoudhary@gmail.com](mailto:minnuchoudhary@gmail.com) (Dr. Meenakshi Rathi).

DOI: <https://doi.org/10.53724/inspiration/v7n1.03>

Received 15<sup>th</sup> Dec. 2021; Accepted 22<sup>nd</sup> Dec. 2021

Available online 30<sup>th</sup> Dec. 2021

2455-443X /© 2021 The Authors. Published by Research Inspiration (Publisher: Welfare Universe). This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)

 <https://orcid.org/0000-0002-9435-5966>



The National Infrastructure Pipeline is a major step in the direction of building world-class infrastructure by 2025. The NIP has its focus on transport, energy, water & sanitation, communication, logistics, and social & commercial infrastructure. These projects will result in world-class infrastructure in the country which will attract businesses. Improved road and railway networks will enable logistics, cheap and easy access to power and water, whereas commercial infrastructure will also facilitate the establishment of new businesses to enable production within the country.

India has been focusing on building renewable energy generation capacity. The government has invested heavily in wind and solar power. Its commitment to moving to cleaner energy alternatives has helped promote heavy investments by Indian businesses in many power projects. Generation of employment will be an additional benefit of these projects.

The government is also concentrating on the upliftment of MSMEs. Loans through the Mudra Scheme assist small businesses generate livelihoods for themselves and also provide opportunities to improve their living standards. Collaborations of MSMEs with bigger companies are being encouraged so that these companies prefer local businesses for required services, raw material sourcing, etc., which in turn reduces imports.

India has great potential to become a leader in trade and commerce. With the geographical advantage, cheap labour workforce, great talent base and huge consumer base, India will be able to achieve economic development. Also, increasing production within the country would not only reduce imports but also increase the opportunities for exports, thereby enabling an inflow of foreign currency into the country. Prime Minister Narendra Modi, in his addresses, has also been emphasising 'Vocal for Local' to empower local businesses and create better opportunities for local production facilities. The reforms introduced by the government will definitely pave the way for a self-sufficient and self-reliant India.

The emphasis that countries have placed on their development strategies in favour of either export lead growth strategy or import substitution has influenced the evaluation of current account balance and growth of output. In particular, the methods used to shield domestic sectors from foreign competition such as those used in many Western hemisphere countries have an actual sense cost distortions and resource misallocation then those used to favourite exports in certain countries in Asia.

#### **Design/Methodology/Approach**

The study is based on secondary information gathered from diverse sources such as published articles, government and other web sites, news, etc.

**Export Lead Growth Strategy:** Export lead growth strategy refers to government efforts to increase exports on assumptions that they can improve not only foreign exchange earning but also increase productivity and growth.

#### **Argument in Favour of Export Led Growth Strategy**

Abstracting from such factor as initial level of economic development, population size and natural resources endowment, developing countries that have pursuit strategy based on export lead growth have tended to achieve greater success in terms of real gross domestic product than those countries that have sought to achieve growth based on import substitution and domestic demand.

#### **Problem Associated With Import Substitution Strategy**

The import substitution began to lose favour when it became clear that countries pursuing the strategy were not competing with advanced countries.

Primarily our ingenious businessmen have to take a risk by expanding their own country with our citizen as employee. Maybe it makes less profit in starting period, but I conformed this concept build India & Indians stronger, more capable in economy. Modern culture demands

**Research Inspiration [Vol.07, Issue-I]**

more flexibility, so we should make some institutions on amazing concept so that foreigners will also be interested to come here for learning purpose.

To strengthening the value of "RUPEE" stronger, the executive or GOI have to take bold decisions but before ensuring that our LOCAL earning men of any sector whether organized or unorganized will become stronger with their economy, so that INDIA & INDIANS both will develop simultaneously. The RUPEE can be made strong if we cutdown on consumption of things that require imports. When people despite their diversities come together to accomplish a higher collective goal, they make country more equitable. India is fulfilled with one of oldest civilization; world's largest democracy & the country more diverse than any, if we don't act now, this boon could rapidly turn into a bane; as we are already seeing-in very aggressive brigade of youth vigilante. India is already phasing the dual challenges of economic slowdown & unemployment. Yet, if we pause & look at the present situation, we realize that there cannot be a better time for us to commence the journey towards true self-reliance.

There is need of Vocal for Local, but we also need to expand the definition of LOCAL rather than shrink it. We should initiate forward-looking labour policies, create a balance b/w land, labour & capital & make economic development more inclusive. As we go through these policies, we must take some collective bold decisions & put forward the strength of our 28 states & 8 UT. We need more multinational corporations to set up manufacturing in India they bring high standards, best practices & healthy competition.

Self-confidence begets self-reliance. But it cannot be accomplished with apathy & lack of societal ownership, perhaps nationalism is true spirit should withhold us from continuously seeking to feed our inner beasts. It is certain that one day it will be proud to adopt swadeshi or things made in India, and at that time, quality of goods made by our country can replace the foreign goods. Everyone well known that our INDIA IS INCREDIBAL & if we Indians firmly decided to make INDIA-ATMANIRBHAR to put our tooth & nail & will prove them who thought it daydream for us. And surely, one day India will become a full-blown country.

#### **Export promotion**

Promoting exports means availability of products and services to other countries for not just making income but also helping other countries to grow and automatically we will become a largest serving country. India has many talents and large producing companies also we are the largest producer for agriculture. So, taking agriculture as an example we can work in the field of production of such foods and grains which gives a healthy environment, exporting more and more agriculture products, not just finished goods but also raw materials to the countries which doesn't have material but has technology to make finished goods. India needs awareness about what country has and how can we contribute to develop our nation, many activities are conducted by government to get creativity from us, different states governments are working on developing also many big industries like commerce, agriculture and other many more are contributing to make India a developed nation which can help to grow our economy.

Economic factors affect the exports promotion are inflation, GDP, unemployment etc. These are the factors which plays major role for our economy, due to demands and supply economy faces deflation or inflation which also involves other common factors like income, technology, taste and preference, production and availability of goods and services. Import substitution is one thing that replaces the foreign goods with domestic products. In India we are importing more and exporting less which is not making equilibrium and still we have to face many consequences.

#### **Measures taken for export promotion**

Promotion of export is directly related to sale of goods to outside countries, for this India has to produce more with quality not dumping.

**[Dec. 2021]**

For production India needs raw material which are imported from other countries then manufactured in India with low cost as India has a cheap labour because machinery cost much higher and then these goods are exported.

But relating AZADI with export promotion, India can reduce imports by using Indian raw material, Indian technology by providing employment and it needs large investment in sector of education and jobs not only providing a successful life and career also giving opportunities to someone who deserves. If this is not done a talent would be wasted in BPO jobs, working for international companies will not make India develop its just taking India to its low also working as a labour to other countries by staying in India is not AZADI. Export promotion is not only related to export of goods and services by making products in India gathering material and exporting although it involves many ideas which helps nation to increase the exports, but this factor cannot be ignored.

Conclusion:

Atmanirbhar Bharat Scheme and export promotion together leads to increase exports which takes India towards Azadi, not only economic, political, social, legal, technological but also Individual growth. We have to work on involving our youth towards our nation, like in ancient history A king is expecting a son to lead a state and take the empire for years under his name, same India needs an Individual working for Indian development and lead India to its highest and that will be called as Azadi. Full freedom for everyone works for India work with India and work in India.

This will increase exports as education and employment will be highest

and a proud Indian can do anything for country like a soldier do. Globally developing a business means promotion our culture our work. Promoting us not working for other countries by just doing jobs like data entry just because India can't give money to its own people. If this works India will take another step towards Azadi. The importance of export led growth and import substitution to stimulating economic growth in developing Nations cannot be over emphasized and also has several policy implications. As evident from the experiences of large developing countries that adopted the import substitution growth strategy, large scale import restrictions can be a constraint to economic growth. It is one of the boldest reforms which is the need of the hour to make India a self-sufficient and Self-reliant nation.

#### References

1. Asok Kr Bose Senior Full Time Faculty, Bhawanipur Education Society WWJMRD 2021; 7(3): 31-35
2. Vision of 'ATMA Nirbhar Bharat' Role and Significance of MSME THE MANAGEMENT ACCOUNTANT, DEC. 2020, VOL.-55, NO. - 12, PAGE - 44-47, ISSN: 0972-3528.
3. Smita Dubey & Harish Kumar Dubey: July, 2020 Atmanirbhar Bharat Abhiyan: An Analytical Review.
4. Atmanirbhar Bharat Abhiyan: <https://www.oliveboard.in/blog/atmanirbhar-bharat-abhiyan-package/>, logon 20<sup>th</sup> Nov. 2021.
5. Building Atmanirbhar Bharat & Overcoming COVID-19: <https://www.india.gov.in/spotlight/building-atmanirbhar-bharat-overcoming-covid-19>, logon 20<sup>th</sup> Nov. 2021.
6. The economic times: February, 2021 Budget 2021
7. The Times of India: February, 2021 India finds her place in the world.

\*\*\*\*\*