

Atmanirbhar Bharat Abhiyan: A Campaign for Self Reliant India

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Abstract

Atmanirbhar Bharat Abhiyan is a new version of 'Make in India' which was announced by the Hon'ble Prime Minister on 12 May 2020 with a new perspective. The government announced an economic recovery package of Rs 20 lakh crore (US\$268.74 billion) and big-bang systemic reforms under Atma Nirbhar Bharat Abhiyan (independent India). The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand. Finance Minister further announces Government Reforms and Enablers across Seven Sectors under Aatmanirbhar Bharat Abhiyaan. This paper focuses on those seven areas that may have the potential to gain confidence in the future. However, there are a few challenges that need to be addressed in order to realize the vision of this program.

Keywords: Self- Reliant Country, Atmanirbhar, Opportunities, Challenges

Introduction

Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. On 12 May 2020, our PM raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign). Its mission to promote Indian goods in the global supply chain markets and help the country achieve self-reliance. Prime Minister Narendra Modi has announced a special economic package worth 20 Lakh crore rupees for an 'Atma- Nirbhar Bharat' or self-reliant India. It's focused to strengthen India's cottage and home industries, small and medium enterprises (SMEs) and other industries.

The five categories of Atmanirbhar Bharat

Phase I: Businesses that include MSMEs.

Page II: The poor, including immigrants and farmers.

Page III: Agriculture.

Part IV: The New Horizons of Growth.

Page V: Government and Energy Changes.

Atmanirbhar Bharat Abhiyan relies on 5 key pillars

1. Economics: you do not think of extra change but quantum jump so that we can turn existing suffering into profit.
2. Infrastructure: that could be the image of modern India or it could be the identity of India.

3. Systems: driven by 21st century technology, and that is not based on ancient laws.
4. Democracy: a living democracy that is the source of the power to make India independent.
5. Demand: where our energy needs and supply chain are used wisely

Break-up of the Aatma Nirbhar Bharat Abhiyaan economy package

The table below shows measure components of the entire special economic package:

Table 1: Break-up of stimulus from Aatma Nirbhar Bharat Abhiyaan package

Parts	Focus Areas	Stimulus in Cr (Rs)
I	MSME, EPF, Gareeb Kalyan, RERA, Credit	5,94,550
II	Farmers, Migrants	3,10,000
III	Agriculture & Allied Sectors	1,50,000
IV	Coal, Minerals, Aviation, Defense, Space, Atomic Energy	
V	Ease of doing business, Health, Education	48,100
VI	Earlier measures like PMGKP	1,92,800
VII	RBI measures	8,01,603
	Total	20,97,053

Review of Literature

Dubey & Sahu (2020) noted that the government had announced Atma Nirbhar Bharat Abhiyan for developing all the entrepreneurs but it has mainly focused on the MSME sector. This mission has taken the step for agriculture base manufacturing activity for the promotion of MSME. However, it will help to create more employment in India and improve their business that's using a natural resource for making their product. The study is based on secondary data and data is collected through articles, websites and news. This is descriptive in nature and qualitative data gathered by the researcher.

Mehta & Awasthi (2021) indicated that MSME has been playing a significant role in the Indian economy for financial growth and development. Moreover, about 36.1 million units of micro small and medium enterprises are putting their efforts into making products and it would assist in Indian export for improving. The study has been dependent on secondary data and correlation and regression methods

have been used to complete the objectives. Ultimately, MSME engages roughly 6.11% of the manufacturing GDP that is helping to grow the economy. Majumder & De concluded that the government has decided to implement EXIM policy for MSME to enlarge the opportunities and move forward to worldwide level by Atma Nirbhar Bharat Abhiyan and make in India scheme. It would create more awareness and education among people for remaining competitive from another country and promote to take participate in the foreign trade fair. The study is based on secondary data and data is collected by research papers, articles, newspapers etc. with the implementation of EXIM policy helps to step forward from traditional to non-traditional items like MNCs and e-commerce.

Lal, et al. (2020) observed that the government of India implemented Atmanirbhar Bharat mission mainly for two significant issues, which are to the advancement of MSME and more dependent on domestic products. The study has been based on secondary data such as websites, articles and research papers. It was based on descriptive in nature and qualitative studies have been used to complete the objectives. The government has taken the step to construct new jobs and improving in export which would help to contribute to GDP.

Sheikh (2020) concluded that the government has moved towards a self-reliant India and for achieving the mission MSME was there to maintain economic employment. Indeed, small scale industries are facing credit requirements so the government has launched several schemes to fulfil their necessities. We studied the banking industry had provided various services about to financial for developing to MSME and Indian government are trying to hold the opportunity as FDI and export shifted from China to India.

Mittal & Kumar (2021) examined that the study is based on secondary data and the data is collected through newspapers, articles and websites etc. India has been taken a step from dependent to independent as they announced Atmanirbhar bharat which meant self-reliant India. After being independent helps to promote sustainable development and an environment-friendly lifestyle.

Joshi, et al. (2020) concluded that the government was earlier dependant on other country products but is now dependant on their products that is why the government has announced atmanirbhar bharat scheme for providing wage guarantee programmes and improvement of financial position of MSME. This study is based on secondary data and a descriptive study has been used to fulfil the objectives. Pratibha (2020) indicated that the government of India has adopted some policies to extend the MSME through enlarging market demand of the local product, improving supply chain mechanism and providing funds to MSME. With the help of self-reliance, small businesses are improving their products and services and providing employment opportunities to the economy that will help to enhance the gross domestic product (GDP).

Sharma & Gupta (2021) concluded that the government trying to develop the economy and there is only the MSME sector that was the prime target for the development of the national economy as well as international economy by atmanirbhar bharat scheme. So the reason behind atmanirbhar bharat abhiyaan is to push the government on being vocal for local and self-dependent. It has examined the theoretical background of the atmanirbhar bharat scheme and also the special economic package is related to boosting the local and small industries of India. **Agarwal (2021)** concluded that atmnrhbhar bharat has been putting the concept of local to global under the policy of self-dependent and make in India and it has focused on two major concepts which are as follows: boost of MSME and to use of local products

and the second is less dependent on other nation product by substitute goods produced in our country. The study is dependent on secondary data and data has been collected by various sources such as newspapers, research papers, articles and websites etc.

Nandan (2020) concluded that Atmanirbhar Bharat scheme has tried to cover the whole scattered economy and is being focused from developing economies to developed economies. We found that every sector would have got benefit through the scheme and will assist to the upliftment of standard of living of the common man. This is the only novel scheme that steps India towards development and if the scheme is getting success in all the aspects then this would-be role model scheme for the whole of the world.

OBJECTIVES OF THE STUDY:

- To study the concept of Atam Nirbhar Bharat Abhiyan.
- To analyse the opportunities provided under Atam Nirbhar Bharat Abhiyan for making Atam Nirbhar Bharat.
- To examine the challenges that arise for attaining the objective of Atam Nirbhar Bharat.
- To study the things to be done to make Bharat- Atma Nirbhar Bharat.
- The present study is based on secondary data collected from different journals, magazines, various books and websites which are clearly mentioned in the bibliography.

Other major decisions taken under Atmanirbhar Bharat Abhiyan

Labor industry reforms

- To avoid regional disparities in low wages, the National Floor Wage will be introduced.
- A letter of appointment must be issued to all employees to facilitate legalization.
- Occupational Safety and Health (OSH) Code to cover all facilities that perform hazardous work.
- Definition of immigrant worker to include immigrant workers directly employed by the employer.
- Presentation of rehabilitation funds for retrenched workers.
- Provision of a Social Security Fund for informal employees.
- Provide credit for the completion of one year work compared to 5 years.
- The installation of ESIC will be extended to all districts and to all institutions that employ 10 or more staff members compared to those in the notified districts / areas only.
- Mandatory installation of ESC for workers in hazardous industries with less than 10 employees.

Agriculture Marketing Reforms

- Currently, farmers are obliged to sell only agricultural products in licenses to APMCs.
- Legislation will be enacted to give farmers the option to sell the product at an attractive price and to facilitate cross-border trade between the provinces.

- A legal framework will be established for contract farming and will allow farmers to communicate with analysts, consultants, exporters in a fair and transparent manner.
- Reduce risk to farmers guaranteed by compensation and quality suspension to be part of the framework.

Changes in the coal sector

- Introduction of commercial coal mining in the coal sector through a profit-sharing approach instead of a stable Rupee / tonne regime.
- To reduce the impact on the environment, the supply of coal gas and the immersion of alcohol will be encouraged by a rebate on revenue.
- Coal Bed Methane (CBM) mining rights will be sold on Coal India Limited's (CIL) coal mines.

Self-Defense

- Prevent the importation of a few weapons and a separate domestic procurement budget to help reduce the huge import bill.
- Integrate the Ordnance Factory Board to promote independence, accountability, and efficiency.
- Increased FDI limit in the defense industry under the automatic route from 49 percent to 74 percent.

Aviation and airspace

- Restrictions on the use of India's airspace will be disclosed so that civilian flights can be more efficient.
- PPP development of international airports through PPP,
- Aerospace Precautions, Rehabilitation, and Rehabilitation Taxation System will be analyzed and integration between the defense sector and community MROs will be established to build an economy of scale.
- Promoting private participation in space activities. The private sector will be allowed to use ISRO resources and other relevant assets to develop their capabilities.

Technology-Driven Education

- PMM in VIDYA - a multidisciplinary access to digital / online education will be launched. The program will include one TV channel set for each class from 1 to 12. Special e-content will be provided for the visually impaired and visually impaired. The top 100 universities will be allowed to automatically start 30 online courses by May 2020.
- Manodarpan, a psychological and social support campaign for students, teachers, and families with mental health and emotional well-being, will also be launched simultaneously.
- The National Foundational Literacy and Numeracy Mission will be launched in December 2020 to ensure that every child achieves learning levels and Grade 5 results by 2025.

The impact of Atmanirbhar Bharat on the Economy

The opening up of the economy and the implementation of a comprehensive set of steps under the 'Atmanirbhar Bharat' package has led to further development of economic stability. India's economy with continuous development in economic indicators shows a V-shaped stability. The agricultural sector remains a thriving hub for the Indian economy, with healthy annual growth of 2.9% on Rabbi Investment, accelerating the sale of tractors. This, together with the small increase in support associated with the acquisition of the record, as well as the acceleration of income generation through the MGNREGS, well reflects household incomes and confirms the success of Prime Minister Garib Kalyan Yojana in alleviating rural stress. The continued growth of trade and industry was also confirmed by the continued growth in PMI production, demand for energy, the continuous improvement of E-way debt production and the accumulation of highways rising above pre-Covid levels. Monthly GST collections reached record levels by December, 2020. The growth rate of commuter trains remains high, as commuters' income begins to improve, port loads are increasing, and domestic flights are on the rise. With the growth of domestic activity, the trade deficit in Indian goods increased, as imports saw positive growth after nine months. India met most of the current account for the third consecutive quarter in Q2: FY21 - \$ 15.5 billion or 2.4 percent of GDP compared to 19.2 billion (3.8 percent of GDP) in Q1: FY21. FDI revenues in the first seven months of the financial year stand at a record high of \$ 46.82 billion, up 11.3 percent more compared to the first seven months of FY2019-20. India's foreign exchange reserves have risen to a new US \$ 586 billion with effect from January 15, 2021.

Criticism of Atmanirbhar Bharat Abhiyan

Rising prices

Several opposition leaders have indicated that according to many economists, government spending on Atmanirbhar's pocket is 1%. RBI actions are included as part of government finances and government expenditures and RBI actions cannot be combined.

Spend extra money

The Indian economy which is likely to have a contract with Gross Value Added in all sectors may decline. According to a study by Prof NR Bhanuorthy of the National Institute of Public Finance and Policy (NIFPP), India's GVA will contract 13% this year under the Base case scenario (Base case scenario refers to a situation in which governments reduce their costs and revenue. falling to maintain their deficit goal). Many economists say government should spend more money to prevent economic erosion. High public spending will come at the expense of high inflation and high inflation, but slower growth will have worse consequences in the face of widespread recession.

Debt reduction

The direct costs incurred by the government such as direct transfer of interest or construction will mean that the money reaches the people. But debt reduction by the RBI is not a direct government expense and banks will be reluctant to lend it.

Moderate MSME Pack

According to opposition leaders, the MSME package was modest and the steps were diverted to be more favorable. Moreover, the illegal industry was not taken care of.

Adequate support for regional governments

The leading provincial governments in the fight against the epidemic have not been adequately supported through transfers.

The redesign of the Make in India Campaign - India's self-confidence campaign is widely criticized as a re-model of the Make in India Campaign - which did not produce the expected results - with some add on.

Conclusion

The entire study concluded that last year when the entire global economy was stuck in the clutches of COVID-19, at that time launched of Atam Nirbhar Bharat Abhiyan was came as a ray of hope in the darkness which is welcome by all with both hands. It aims to be self resilient to face the competition with the global supply chain. The package will support the poor, labourers and migrant workers from both organized as well as unorganized sectors. Atmanirbhar Bharat Abhiyan's strategy seems to provide a strong backlash to provide improved access to finance and support the agricultural and business sectors. Countries are now allowed to borrow within the upper limit but have clear terms of adjustment. The incentive for the demand side through the lack of funding is not yet considered. But there is no denying that there is a great need for pressure now. The purchasing power of the people needs to be increased and the need for industrial products and services must be created. Wage support for immigrant workers and the urban poor is also an immediate problem. Thus, the success of Atam Nirbhar Bharat Abhiyan will depend on all the 137 crores Indians including government, so one has to contribute every bit to make it happen and attain achievement.

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