



## Atmanirbhar Bharat Abhiyan: The Way to Future

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### ABSTRACT

Amidst the global pandemic of Covid-19 wreaking havoc across the world and jolting economy of nations, Prime Minister Narendra Modi's "Atma Nirbhar Bharat" package was a much needed tonic particularly in a developing country like India where the economic growth has been blighted by the outbreak of Novel Coronavirus. The term "Atma Nirbhar Bharat" means self-reliant India. The mention of this novel concept came during the announcement of an epic Rs. 21000 crore economic package to fight the ongoing pandemic in India. Atmanirbhar Bharat has been looked by many people as a revised version of Make India Movement, focusing on "Swadeshi" and relying less on other countries. However, the endeavour has been looked as a nifty driving force for India to become a well-developed country. The present article aims at bringing out the relevance of this eye-twitching initiative.

Keywords: Atma Nirbhar Bharat; India; Swadeshi; Economy

### 1. Introduction

The honourable Prime Minister of India while addressing the nation in the second week of May announced an eye-twitching epic economic relief package worth Rs. 20 lakh crore blended with initiatives taken earlier by the Reserve Bank of India and the government's own announcement of a relief package worth Rs. 1.7 lakh crore. The special economic package is in fact the crux part of "Atmanirbhar Bharat." The package would be imperative for the industries, middle class people, micro, small and medium enterprises (MSMEs) and large enterprises, boosting scope for private participation in numerous sectors, increasing FDI in the defense sector and found an able support in solar manufacturer sector as well. The campaign of "Atma Nirbhar Bharat" can be looked as a latest version of "Swadeshi Movement" which was started at the time of pre-independence era during 1850 which was also known as "First Swadeshi Movement." Swa means self/own and desh means "country" thereby meaning "of one's own country." Truth to be told, there are several policies enacted and major companies built aiming at self-reliant India which have been spoken about by many while others have been demanding a complete boycott of Chinese products and services to better achieve the mission.

### 2. Literature Review

Some companies which aims at making India self-reliant

- SAIL (Steel Authority of India Limited)
- Indian Institutes of Technology (IITs)
- All India Institutes of Medical Sciences (AIIMS)
- Defence Research and Development Organisation
- Hindustan Aeronautics Limited
- Indian Space Research Organisation
- National Thermal Power Corporation Limited
- Gas Authority of India Limited

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### Some key drivers of Atmanirbhar Bharat

The reeled up economy of India as a result of the Coronavirus lockdown to curtail the boisterous pandemic gave the Indian government plenty to mull over. The government of India had earlier announced many economic stimulus package to strengthen the economy in order to pull it out of doldrums as well as to cater to the needs of low income group, medium and small scale sectors and many. With things getting ever more complicated, the government of India finally decided to focus on make India self-reliant and minimize imports to provide a boost to the economy.

The growth of India's personal protective equipment (PPE) sector from zero before March, to 150000 pieces a day by the beginning of May, is considered as a fine example of a self-reliant India. The PPE industry in India has become Rs. 7000 crore (US\$980 million) in just two months, the second largest after China. The result was a much needed inspiration and encouragement for the Indian government to announce "Atmanirbhar Bharat"

Furthermore, the boiling tensions between India and China in the Indo-China border especially in aftermath of the ugly Galwan Valley skirmish on 15th June, 2020 resulting in the tragic death of 20 Indian soldiers triggered massive hatred towards China and Chinese products and services calling for complete ban on such products and services by the Indians. The Swadeshi Jagran Manch further opined that India should not give projects like Delhi-Meerut RRTS to China. The existing hypертensions prevailing finally forced the Indian government to call a ban of Chinese products including 59 Chinese apps like TikTok, WeChat, UC Browser and many other notable apps.

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### 3. Implementations

The launch of the intriguing "Atmanirbhar Bharat Innovation App Challenge" after banning 59 Chinese apps has been aimed at identifying the best Indian apps to have the potential to scale up and become world class apps in their respective categories. The Prime Minister of India, Shri Narendra Modi has also invited the start-up and technology community in the "Atmanirbhar Bharat App Innovation Challenge." which is expected to create "Atmanirbhar App Ecosystem."

The inauguration of Rewa Ultra Mega Solar Power Plant by Prime Minister of India, Shri Narendra Modi in Madhya Pradesh is expected to bring a positive change in the lives of poor, the middle class, the tribals and the farmers of Madhya Pradesh. According to the honourable Indian Prime Minister, the project is a true representation of "Atmanirbhar Bharat."

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### 4. What the future beckons

Self-reliant India does not mean to jettison itself from the rest of the world, it does not mean isolating away from the world. In fact the term "Atmanirbhar Bharat" or self-reliant India translates to being a bigger or a fulcrum of the global economy. Some have re-phrased it to "Fend For Yourself" Campaign. Also, the calls for India to boycott Chinese products (and promote an Atmanirbhar Bharat instead), are practically difficult in the short term for India as India imports \$75 billion worth of goods every year from China, to the extent that parts of Indian industry are dependent on China. But it is not impossible, a manifestation of the times of Gandhian era when large scale manufacturing took place in the heart of India as well as very little trade between Indian and China. Granted the fact that Indian industries are dependent on China to a great extent but a closer analysis would actually reveal that the profit gained by India while trading with China has not been great. Taking this into consideration, it is quite a befitting move by the Indian government to resort to self-reliant endeavour. India is a quite astoundingly diversified, blessed with a plenty of natural resources and a hub of manufacturing as well as exports. Working on these, can actually bolster the Indian economy and achieve the mission of "Atmanirbhar Bharat." Only time will tell, to what extent can India achieve this endeavour but it is absolutely correct to say that a new era in India has spectacularly arrived which has proven its worth in achieving the mission of "Atmanirbhar Bharat" thus making India self-reliant and perching it in the list of developed countries of the world.

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