Review Paper

Atmanirbhar Bharat: Success stories, opportunities and challenges in India

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Abstract

Covid-19 has been around for more than a year, and most of the world's nations are still engaged in the battle against it. The only other option was a lockdown, but these had a catastrophic effect on economies. During this time, people need economic package in order to lead a life and improve their financial conditions. A good Economic package nearly 20 lakh crore rupees was provided by the Government of India in the Month of May, 2020 (i.e May 12, 2020). This package was intended to boost economic condition of the nation and to become independent and also to the poor, migrants, labourers and required population who had been negatively impacted in the Covid-19 pandemic period.

Keywords: Atmanirbhar Bharat, India, Opportunities, Challenges.

Introduction

New efforts are being made by the Indian government to address the problems of the poor and unemployed. Atmanirbhar Bharat is one of the new innovative approaches. Self-reliant is another meaning of Atmanirbhar Bharat. The Atmanirbhar Bharat Abhiyan, also known as the campaign for a selfsufficient India, is the important concept of the new India that current Prime Minister of India has in his mind. It will equip Indians to combat the Corona virus problem with good and compressive economic package. One of the key goals is the Atmanirbhar Bharat Abhiyan, or vision of an independent India. By announcing the Atmanirbhar Bharat Abhiyan (Self-reliant India campaign) on May 12, 2020, the Prime Minister of India made a public appeal. A exclusive economic as well as comprehensive package of Indian Rupee (INR) 20 lakh crores or else 10% of India's Gross Domestic Product (GDP) - was stated to combat the COVID-19 pandemic in India¹.

Making the nation and its people autonomous and self-sufficient is the aim. He goes on to discuss Atmanirbhar Bharat's five pillars: economy, infrastructure, system, vibrant demography, and demand². The important initiatives has been taken by the current Finance Minster, Government of India to announce special package in the Covid-19 pandemic. Some bold reforms were taken place by the Government of India during Covid -19 pandemic in the areas of agriculture, health, labour, tax etc. The good intention was to increase the confidence among people and to attain farmers, people working in the field of business, tax payers, MSME, cottage industry and other needy population in comprehensively. MSME's contribution to the nation's economic and social growth is well known. The contribution of MSMEs to the economic and social growth of the country is well known³.

Making the nation and people to be independent and self-sufficient in all areas is the aim. The five foundational elements or five pillars of Atmanirbhar Bharat mentioned above are part of the Aatmanirbhar Bharat Abhiyan.

Objectives of the current study: i. To comprehend the initiative of Atmanirbhar Bharat, ii. To know about economic and other provisions under Atmanirbhar Bharat during Covid-19 Pandemic, iii. To understand few success stories, opportunities and challenges of Atmanirbhar Bharat to reach people in India.

Methodology

The researchers have used descriptive analysis and discussion based on good examples in the Indian context. Multidisciplinary content analysis was used based on recent political announcements and their impact on reality. Data for the current study were obtained from a number of secondary sources, mainly online sources such are Google, Google Scholar PubMed, Elsevier, and reputable journals. Publications referenced include online journals, articles, research papers, and announcements from government websites and departments. This information serves primarily to support the discussion and to conclude the study.

Review of Literature

Many of the studies have been carried out related Atmanirbhar Bharath. These kinds of study will give good input about importance of self-reliant, independent economy, suggestions, challenges, opportunities and progress of Atmanirbhar Bhararth.

Atmanirbhar Bharat mission is to fight against economy's decline by supporting Mahatma Gandhi National Rural

Employment Guarantee Act 2005 (MGNREGA) to create employment opportunities, education to continue skill development, and Digital Health Mission & wellness Program to achieve social self-sufficiency. Even though many initiatives known as Atmanirbhar Bharat have been announced and put into action, there is still more space for the RBI and the Indian government to work together to create an India Self reliant Bharat. To attain ease of doing business in India, India needs to fulfill numerous reforms in together the labour and land sectors⁴.

At her fifth press conference, the current finance minister, Government of India discussed a stimulus plan to combat COVID-19, referencing the vision set forth by the Indian Prime Minister Shri. Narendra Modi⁵. On May 12, 2020, Prime Minister of India gave speech to the nation. She quoted quoting the Indian Priminster, She told that we stand at a very crucial juncture. An opportunity and a message has been brought by the COVID-19 pandemic. To create an Aatmanirbhar Bharath, we must understand. In addition, Aatmanirbhar Bharath emphasizes the importance of land, labour, liquidity and laws in order to demonstrate the resolve of Aatmanirbha Bharth. The challenges and the crisis present a chance to create an independent India.

The announcement was the latest in along line of reforms, soon after lockdown, developed the Prime Minister Garib Kalyan Package (PMGKP). As part of the Rs.1.70 lakh crore PMGKP, Government announced distribution of free grains, cash payments to women, poor, elderly and farmers etc. In addition, she told in her speech that PMGKP used the technology to carry out direct benefit transfer (DMT) to people. We have been able to do what we have done because of the initiative we have taken over the years as she expressed.

One study conducted on "Bharat towards Atmanirbharta: A Twitter Based Analysis Using NVIVO". This article was extracted a variety of themes under the Atmanirbhar Bharat and important 05 contents or topics were linked to defense and commodity related products. Most of the tweets are on the positive side as revealed by the sentiment analysis. The majority of tweets are from Asia as revealed by the Word Map. The themes were identified in the study such are missile, product, range, requirements and ships. The study also concluded that Aatmanirbhart package relief package is still out of reach and there is state of confusion in the minds of people, the basic system has to be fixed⁶.

Results and discussion

We can see many of the positive aspects in the concept of Aatmanirbhar Bharath like giving importance to local skills, improving economy within the country, improving relations within the nations and encouraging native or local business. It's not just stopping the relationships with other countries. It is rethink and re-search and utilising existing good human resources to develop the nation into self-reliant. During the

Covid-19 pandemic especially in the initial phase, Personal Protection Equipment (PPE) kits were not adequate and were dependent on other countries. But, gradually production of PPE kits in India has increased and sending to other countries. This is one good example of local human resource participation towards nation development.

Success story of Atmanirbhar Bharat via PPE kits, sanitizers: Under the title of "India's successful journey to self-sufficiency in PPE kits" one article was published in October 14, 2020. In this article, information on production of Personal Protective Equipments (PPE) was mentioned. Indigenous producer shad the limitation to prepare PPE's such are body coveralls were essential in the period of COVID-19 pandemic. There was a global crisis on exporting necessary medical equipments like PPE's.

In the month of March, Niti Aayog projected that requirement of 20 million PPE's and 40 million N-95 masks, which translated to 20,000 PPE's and 400,000 h-95/FFP-2 class masks for each day by July.

India was making 200.000 PPE's sets and 200.00 N95 mask sets daily as of May 12. India exported 23 million sets of PPE's to the countries like USA, UK, Senegal, Slovenia and UAE by end the end of July, when its domestic supply of PPE's had outpaced domestic demand⁷.

India was able to do this, which allowed it to transition from being a nation that imported goods to one that was self-sufficient and then exported PPE. As out of this, country like India was able to move towards a self-sufficient country and then as exporter of PPE.

Indian Prime Minister's main dream is to make India Independent. The economic package has gained prominence especially in Aatmanirbhar Bharat Abhiyan. People who are in difficult situation in initial phase of Covid-19 pandemic got benefited by economic package giving by the Government of India. People in different sectors like agriculture, MSME, home trade, tax payers etc. Aatmanirbhar Bharat Abhiyan making India to move forward and which assumed great importance in making self-reliant in the 21st century.

ArogyaSetu app: As Bill Gates said that he was glad that the Indian government is making full use of its extraordinary digital capabilities it its Covid response. Launching ArogyaSetu digital application to detect and connect people to health services for covid-19 response and mitigation of corona virus⁸.

It its report, the World Bank appreciated the "ArogyaSetu" app which as an effective attempt to recognise and manage Covid. If we look at the concept of Atmanirbhar Bharat Abhiyan, the core of the concept is to make the country self-reliant by mainly focusing on local manufacturers and service providers.

Table-1: The Five phases of Atmanirbhar Bharat⁹

Five Phases	The Five phases of Atmanirbhar Bharat
Phase - I	Businesses including MSMEs
Phase - II	Poor, including migrants and farmers
Phase - III	Agriculture
Phase - IV	New Horizons of Growth
Phase - V	Government Reforms and Enablers

Approaches for Atmanirbhar Bharat: Every country is depending to another country in order to get something needed for the people and for the protection of country. India has depended to other countries in one or other areas or equipment to smoothen the development process easily. If the necessary equipment is not available in India, it is natural to rely on other countries. To reduce this kind of dependency, an importance has given to product locally and avoids import from other countries. It helps to achieve self-reliance.

One Nation One Ration Card (ONORC): One Nation One Ration Card plan has been implemented in most of the states in India. It is covering nearly 68.6 crore beneficiaries ¹⁰. This suggests that within this cluster movement of migrant workers would be likely with ration portability fully as well as to some extent depending upon the necessity of the ration card holder. The important objectives of ONORC is to strengthen all National Food Security Act (NFSA) recipients to become self-reliance for their food security anywhere in the country, through portability of their existing ration cards enabling them. ONCRC plan meaningfully contributed in ensuring subsidized foodgrains to NFSA recipients, particularly migrant recipients.

Pradhan Mantri Garib Kalyan Yojana (PMGKY): The Pradhan Mantri Garib Kalyan Yojana/Package is a complete relief package value Rs 1.70 Lakh crore Yojana to assist the poor people. It helps to poor people to get food and money in their hands so that they have no problem buying basic goods and meeting their basic needs. As of March 30, 2020, the package contains providing insurance cover for health workers fighting against Corona Virus. Nearly 80 crore poor people will get 5kg wheat or rice and 1 kg of preferred pulses for free every month for the next three months – extended to November. Additional provisions were announced under this scheme¹¹.

Pradhan Mantri Garib Kalyan Anna Yojana (PM-GKAY): This is a scheme as part of Atmanirbhar Bharat to supply free food grains to migrants and poor. PM-GKAY, took place in problematic time of Corona Virus crisis. This scheme has given provision like food security for the poor people, required and the susceptible households or recipients so that they do not

suffer on account of non-availability of satisfactory foodgrains 12 .

Under the four Phases of this scheme different provisions/financial assistance has been announced or given. Under this scheme, the centre offers 5kg of free grains per month to the poor. This is an adding to the subsidized (Rs 2-3 per kg) ration provided under the National Food Security Act (NFSA) to families covered under the Public Distribution System (PDS). The food grain and the amount may be variable.

Table-2: Atmanirbhar Bharat Abhiyan Package¹³.

Atmanirbhar Bharath Abhiyan Package (ANBHP) Important package has been mentioned below

An economic stimulus package worth nearly twenty lakh crore rupees, representing 10% of India's GDP.

Rupees twenty thousand crore is being assigned for fisheries through the Matsya Sampada Yojana and Rupees thirteen thousand crore is also initiated towards Animal Vaccination. etc

Rupees Two Lakh Crore of concessional credit provided for 2.5 crore farmers via Kisan Credit Card

Under ANBHP, Rupees thirty thousand crore additional emergency working capital funding will be provided to farmers through NABARD

Under the ANBHP, The centre decided to increase the borrowing limits of states from 3% to 5% for the year 2020-2021.

Under the ANBHP, The Government of India will offer extra subordinate debt of Rupees twenty thousand crores.

Under the ANBHP, Rupees one Lakh crore provided for agriculture-related aggregators and Rupees ten thousand crores for Micro Food Enterprises

Under the ANBHP, Rupees 3500 crores will be expended allocating free food grain supply to all migrants for the two months

Under the ANBHP, The particular credit facility worth Rupees five thousand crores was introduced for street vendors

Under the ANBHP, The Government will arrange equity funding to MSMEs through Fund of Funds, having a corpus of Rupees ten thousand crore. These funds will assist the MSMSs to improve and get listed in the stock exchange.

The entire world never expected virus like Corona and its sever impact on humans in the entire world. This virus has taken many deaths and impacted in different dimensions on health, economic, isolation, mental health, stress, anxiety, family burden etc. To control the spread the corona virus, many countries had imposed lock down measures, isolation, wearing masks and social distancing measures to break the chain of transmission of corona virus. India has faced many problems such spread the virus, mental health issues among people like stress, anxiety, health issues etc. Many people lost their income especially in business in the period of lock down.

People above the age of 60 have faced health issues because of their immunity power compared to young generation.

Many countries had taken good steps to control virus by imposing lock down methods. Strict instructions had given to public to wear mask, maintaining social distance or physical distance, taking health care at the time of lock down period. Many awareness programs have been carried out from health department, through different organizations to prevent the corona virus. India is giving importance to produce indigenous medical products, modules and other requirements to help not only health care workers but also public.

Mental Health is important in our life. Many studies have been done related mental health issues and Covid-19. The one study was conducted on "Mental health issues among health care workers during the COVID-19 pandemic – A study from India". We can understand that Health care workers in India face mental health issues. Health care workers must be protected from the negative effects of working in Covid-19 treatment settings through interventions¹⁴.

India has strength of will: self-reliance (*Atmanirbhar Bharat*) can only be achieved through self-reliance, self-confidence. 130 crore people of India have such determination. In India there is perfection of karmic loyalty, skillfulness. Therefore, no one can forget what the Prime Minister said in his 32-minute speech that he has confidence that no one can stop India's determination for self-reliance.

Swadeshi Idea: From the point of view of economic dimension, Swadeshi idea is a manifest form of pure patriotism. Swadeshi supports dealing with all countries on the basis of equality so that its existence is not disturbed. Mahatma Gandhi, the father of the nation in our country, is a great person who created the idea of Swadeshi in the minds of the people of the country. He was used as a powerful weapon in the Swadeshi independence struggle. Banning of foreign cloth, spinning in charaka and use of khadi were an integral part of the life of freedom fighters.

Self-respecting vocal for local: Mahatma Gandhi gave importance to small enterprises in self-reliant India. Accordingly, now steps have been taken to develop small enterprises in our country. The slogan called "Vocal for Local" has been popularized during Covid-19 pandemic. The main objective is encourage local industries and consume local wherever is required. It assists in the long-term impacts of better demand and can be utilized to grow domestic industries and gradually turn them self-sufficient. This will assist in production scaling up and finally turn India into a global hub for manufacturing.

Every family become a Swadeshi family: Families in our country particularly in rural regions have the ability to implement the idea of Swadeshi. Small-scale industries developed when families in villages buy products produced

there. The growth of small scale industries shows the progress of the country. Small scale enterprises have the potential to contribute 50% of India's export sector. Hence, in Prime Minister Shri. Narendra Modiji's self-reliant India, small enterprises have given 3 lakh crore rupees as subsidy to the MSME sector. It enables small enterprises to avail subsidy without providing any security. After four years this loan is allowed to be repaid again.

Let's use Swadeshi, grow Swadeshi, and build a self-reliant India: In today's competitive age, there is competition for the production of every commodity. Today, if we compare different countries, different rates are set for each item. India is buying manufactured goods made in China. So, if self-reliance is to be successful today, Swadeshi Mantra will be successful when we buy products manufactured in our country.

Jayatu Jayatu Bharatam—Atmanirbhar Bharatam: Let the economy be given a new direction: Prime Minister Narendra Modiji addressed our country and said that Covid-19 has hit our country, it is a great epidemic, everyone should maintain social distance during Covid-19 period. He advised people to stay safe at home. Continuous efforts are being made to bring about reforms in the defense sector in India, and several decisive decisions are being made today, such as simplification of export processes. This will undoubtedly help in the progress of the country. Currently, India is in good position to send required medicines or vaccinations to other countries to save the lives of people. The main purpose of is to take care of people's health there. During lock down period the finance minister of the India has announced a special financial package, which has increased the hope of the people.

Indian Defence Industry Ecosystem: India accounted for 11% of the worldwide market share for major arms between 2017 and 2021 and is one of the largest importers in the world. India's imports have dropped from US\$ 19,432 million to US\$ 15,356 million during the previous five years, but the government is working to cut back on these purchases and encourage the export of goods created in India. In order to increase local manufacturing capacity and promote the use of modern technologies, the government has initiated a number of initiatives and reforms in the field of defence 15.

Digital India Revolution: In India today, the concept of Digital India is being given more importance. It can save time, reduce the cost of paper usage and speed up the administration. Modiji's government has held discussions on e-commerce. The concept of Digital India has brought many positive changes in our country. Digital India campaign is helping in different ways. Citizens can access its services electronically, whether by enhanced online infrastructure, expanded internet connectivity, or national digital empowerment. Many Ministries of Government and Departments are covered in one big program or umbrella program called Digital India. It helps to get many thoughts and ideas in a single platform, to look in a compressive

vision, so that everything can be executed as part of entire goal. The Department of Electronics and Information Technology will coordinate this innovative project on behalf of the entire government. As shown in the Table-3, Digital India aspires to give the nine growth pillars the much-needed boost.

Table-3: Digital India and 09 Pillars of growth areas ¹⁶.

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Nine Pillars of Growth Areas	
Broadband Highways,	
Universal Access to Mobile Connectivity,	
Public Internet Access Programme,	
e-Governance: Reforming Government through Technology,	
e-Kranti – Electronic Delivery of Services,	
Information for All,	
Electronics Manufacturing,	
IT for Jobs	
Early Harvest Programmes.	

Reinforcement to Pottery: Clay pottery and terracotta has always held its own importance in Indian culture. Even now earthen vessels are used in villages and some houses in urban areas. It is good for health.

Science-Society Bridge to Athmanirbhar India: It was started for Atmanirbhar Bharath with the objective of reaching out to the hitherto unreached. The program has intended to support or stabilize the social infrastructure and technology driven pillars of Atmanirbhar in our country.

Plan to Revive Small Scale Industries: India is planning to revive its small scale industries and develop them. It helps in further growth. India is giving importance on production of native products by which small scale industries are growing gradually. If Indian small scale industries become very strong, it will help to many people. First of all, good market opportunities to be created for the products produced by small scale industries in India. In addition, small scale industries and the farming sector will develop more and more when Indian farmers get higher prices for the produce they grow.

Today, even though the demand for products produced by small scale industries in India has reduced due to the impact of the Corona virus, the government has supported the development of such sectors by announcing special packages.

Measures to Revive the Economic Sector: The large amount that is Rs.20 lakh crore in stimulator increase the Indian

economy, has been highly appreciated and has helped in a meaning full way. To achieve self –reliant in India, public participation is required.

Unexpected change in domestic production: One of good example is production of personal protective equipment (PPE). Actually, these kinds of kits were not adequate during the lockdown due to Covid-19 pandemic. Gradually importance has been given to product in country to help the people. Hence, there is increase in the quantity of PPE kits after the the motivation of current Indian Prime Minister. India is able to export PPE kits to other countries based on their requirements.

Current Prime Minister of India has called upon people of India to come out of the obsession with foreign made products and show enthusiasm towards buying foreign products. There are good talents in India and such talents need good efforts to develop India. Tweet under the hash tag 'Vocal for Local', he said.

The Prime Minister, who mentioned this issue in his 2020 'Mann Ki Baat' speech, advised us to carry out the resolution of patriotism carefully as we cross the threshold of the New Year. The 'Vocal for Local' campaign launched by the government to strengthen the Swadeshi movement has received tremendous public support. He told the people that *Atmanirbhar Bharat'* should be the goal for all of us, and as part of this, many peopleraising programs should be undertaken.

People should make up their minds to move forward on the path of self-reliance shown by the government, in addition to this, domestic industries should also produce good quality products and work to win the trust of the people.

Challenges: Even though many precautionary measures have been announced by the government during Covid-19, many people are violating the rules by not wearing masks properly. Due to this, most of the cases of Covid-19 are detected. Lockdown was imposed due to excessive Covid-19 cases. Hence, economic progress was affected during lockdown period in India.

Young people should take advantage of the schemes. Otherwise, the schemes implemented by the government will be needless. Although it is difficult for the government to meet the needs of all sections, the participation of public is important for the development of nation. The innovative concept of one type of crop for each district is being prepared for its practicality. The innovative concept of one type of crop for each district is being prepared for its practicality. Taking all the farmers into confidence is also a challenge.

Poverty: There are many reasons for poverty in India. Problems such are illiteracy, malnutrition, severe economic disparities, death due to starvation, unemployment etc, exist in both developing and developed countries. Many good steps have

been taken to remove and reduce the poverty. But, Still it is continuing due to many reasons. Under the Pradhan Mantri Garib Kalyan Package (PMGKP), Centre has announced Rupees 1.70 Lakh crore package for the poor to assist them fight the battle against Coronavirus.

Unemployment: Unemployment is another social problem in India. India will be in number one place in the world if unemployment does not exist in our country. Creating new types of job opportunities are required. Giving importance to local products help many people to get employment opportunities in local productivity works.

Inequality: Another problem facing is inequality. Inequality is different fields due to many reasons. A lot of measures have been taken to reduce inequality in our country. The Aatmanirbhar Bharat Abhiyaan campaign promises to benefit everyone in every field. To compete with the global supply chain, it seeks to be self-resilient. The package will help the underprivileged, migrant workers, and laborers from both organized and unorganized sectors. The Atmanirbhar Bharat Abhiyan's plan appears to deliver a strong supply-side push by increasing the availability of credit on convenient terms and by assisting the commercial and agricultural sectors. Athmanirbhar Bharat's success is dependent on the strategy the Indian government chooses to employ.

Conclusion

Self-efforts and self-reliance attitudes need to come into the minds of people in our country. Active participation in schemes brought by governments is very necessary today, then only all new projects will be successful. Let us pray that *Atmanirbhar Bharat* will be successful in every way.

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