



Short Review Paper

The Role of Atmanirbhar Bharat Abhiyaanin Women Empowerment

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Abstract

The significance of the Atmanirbhar Bharat Abhiyan in empowering women will be critically examined in this essay. The goal of Atmanirbhar Bharat Abhiyaan is to make India economically independent in terms of manufacturing, employment, and labour force. For the progress of the country, women's economic independence is crucial. In the growth of Indian society and the country as a whole, women have been instrumental. Under the Atmanirbhar Bharat Abhiyaan, numerous programmes have been introduced to raise women's socio-economic, cultural, and political standing. It has resulted in the protection of human rights and political emancipation of women in constituencies. Women have been actively involved in politics, and there have been significant changes in how they vote. In terms of political evolution, political culture, political socialisation, and political modernisation, women have dominated. This study examines Atmanirbhar Bharat Abhiyaan's effects on Prime Minister Narendra Modi's parliamentary district, paying particular attention to women's empowerment. The empowerment of women in the constituency has significantly benefited from numerous Atmanirbhar Bharat initiatives, including "Ek Stall Ek Mahila Ke Naam," "Samarth Training Abhiyan," and "Kabad Se Jugad," and others. It has significantly improved women's economic empowerment and way of life. It will clarify the patterns and most recent dynamics of Atmanirbhar Bharat Abhiyaan in women's empowerment in this setting.

Keywords: Atmanirbhar Bharat, women empowerment, self-reliance.

Introduction

The coronavirus pandemic's effects on the world economy led to the audacious Atmanirbhar Bharat campaign. The fundamental objective of this Abhiyaan is to become self-sufficient and a provider to the entire world. India adopted the policies of liberalisation, privatisation, and globalisation after an economic crisis hit it in 1991. Similarly, on 12 May 2020, Prime Minister Modi launched this economic package of self-reliance, which shares some characteristics with the Swadeshi movement of 1905 under British control¹.

The announced plan would help cottage industry MSMEs, labour, and farmers. Zero Personal Protection Equipment (PPE) kits were produced before the COVID-19 outbreak, but India today manufactures 2 Lakh PPE kits daily. Protectionist measures have been implemented in several developed nations. Adopting protectionist policies is difficult for Emerging nations. India has demonstrated the ability to become independent. To become a global supplier, the government concentrated on twelve industries: textiles, automobiles, food processing, iron, organic farming, furniture, industrial machinery, agro-chemicals, aluminium, copper, electronics, masks, ventilators, and sanitizers².

The Atmanirbhar Bharat Abhiyan was founded on five pillars when it was first introduced. The Prime Minister explained the

importance of these five pillars, stating that India's economy must be built for quantum growth rather than incremental growth. India must build a robust infrastructure to attract the most foreign investment possible.

Technology has evolved into a crucial component of every system. India requires a system to fulfill the twenty-first century's aspirations built on technology rather than outdated customs. The foundation of each nation is its demography. India is the largest democracy in the world, and its dynamic population is the country's primary source of independence. Women will participate in sports because the population is split in half. Demand determines whether any country's market will survive. India has the second-largest population in the world, creating a sizable market; thus, our economy's cycle of supply and demand, which is power, needs.

In addition to these goals, Mr. Prime Minister Narendra Modi concentrated on four essential "L"s for an independent India. Self-reliance does not entail adopting an egocentric or protectionist mindset¹. It simply means to be a worldwide supplier instead of a global consumer nation. Demand and supply chains are the lifeblood of every market. This campaign gives a good impression that it meets domestic needs and helps India enter the global market as an exporter. Every individual must be self-sufficient, therefore –

The objectives of this research are: i. To evaluate Atmanirbhar Bharat Abhiyaan's effects in the unique setting of women. ii. It examines the function of policies put out by the Atmanirbhar Bharat Abhiyaan. iii. Analyses the relationship between self-reliance campaigns and women's empowerment, iv. To study how a woman's political involvement has been impacted by the Atmanirbhar Bharat Campaign.

Methodology

The fact that this research universe corresponds to Prime Minister Modi's constituency means that all studies are based on women, allowing for straight forward generalization. The data analysis will be based on primary and secondary data from books mentioned in the bibliography, articles, journals, local newspapers, and central government websites.

Human dignity, equality, and social justice are the cornerstones of "Atmanirbhar Bharat." The three ideas are not independent from one another but rather linked and interdependent. The focus is on collaboration rather than rivalry. It emphasises community above tenacious individualism. Since then, many more academics have expressed interest. The field of study itself has been broad, encompassing, among other things, anthropology, demographics, history, sociology, economics, politics, development, and culture. It is a fact that human civilisation is fundamentally shaped by the battle for survival or a better way of life³.

When the Prime Minister declared that Aatmanirbhar Bharat (Self-Reliant India) was necessary, actions were taken to achieve it. I wonder if this is conceivable without the empowerment of women. Women-led development will pave the way for an independent Bharat. We must not lose sight of women making up 50% of our population. Resilience, ardor, and devotion to one's family, society, and nation are displayed at various times for various sections, including the fight to preserve women's dignity, the freedom struggle, uplifting education, economic empowerment, sports, medicine, science, and technology, research and development, rural and urban area development, environment management, the spiritual development of individuals and society, administration and civil services, and liberal arts, literature, and culture. Numerous instances unambiguously demonstrate that women perform exceptionally well in any sector when given equal weight and position or when they opt to develop something required for society's advancement.

What is a woman's empowerment?

The controversial term is empowerment. According to the circumstances and issues, its interpretation varies. "Empowerment" is typically used to describe women's advancement in all areas. Women's empowerment is described as encouraging women to be independent and make decisions for them to contribute to social progress⁴.

The country's advancement is complemented by an empowered society and empowered women. A crucial necessity of the moment is women's empowerment in the nation.

India's Empowerment of women

In the case of India, the fundamental principles of gender equality are incorporated into the Preamble, Fundamental Rights, Fundamental Duties, and Directive Principles of the Indian Constitution. The Constitution also commands the state to engage in positive discrimination to empower women. The empowerment of women was a key component of the fifth five-year plan⁵. A parliamentary act created the National Commission for Women in 1990 to safeguard women's rights (The National Commission for Women Act, 1990). Women's political participation in local governance was censured by the 73rd and 74th Constitutional Amendments⁶.

2001 was designated as the year of women's emancipation. The government established numerous institutions to empower women, enacted legal provisions, and launched numerous initiatives and campaigns. Despite this, women are now under represented in every field. With a ranking of 140 out of 156 nations, India's women's status is clear. Their education in women's economic engagement has been noted. The ratio between opportunity and gender discrimination has risen to 32.6%. According to this study, the percentage of women in the labor force has decreased from 24.8 to 22.3 percent. The proportion of women in the professional and technological sectors decreased to 29.2%. In India, women earn barely 20% of what males do⁷.

Atmanirbhar Bharat and Women Empowerment

The growth of a country's economy is influenced by its working population. Both male and female working populations engage in temporary and productive work⁸. According to this claim, no country can advance without the participation of the female half of the global population. 48.45% of our population is women. Has a population of 36,76,841. In Gulbarga, there are 17,54,984 women. Just half of the population is female. Gulbarga has a 75.60% literacy rate, with a 66.69% literacy rate for women. In Gulbarga, 47.73% of women work, and 33.20% of women participate in the work force⁹.

Women can become more independent, but to do so, they must participate more in the economy and earn a fair income. For skilled envelopment and financial support, training is required. With the help of numerous programmes, Atmanirbhar is a significant step in empowering women to become financially and professionally independent. The Atmanirbhar Bharat Abhiyaan campaign promotes financial independence by improving one's skills. The main factor that causes women to be dependent on men in every area is financial reliance. Women are empowered when they learn to rely on themselves.

However, Atmanirbhar Bharat Abhiyaa gave women a tremendous start².

Widow Pension Scheme: Although there is currently a widow pension programme, the Uttar Pradesh government has chosen to create a unique widow pension. The government gives widows who lost their husbands. To the Covid outbreak 6000 rupees a year. This programme benefits 10,000 women, which incredibly benefits a widow's ability to support her. The victim of triple talaq is also receiving a pension from the government¹⁰.

Mission Shakti: Making women self-sufficient and respectful of themselves is the goal of Mission Shakti. Instilling self-assurance in women is done so for their protection; however, the National Rural Livelihoods Mission (NRLM) aims to empower women to become self-sufficient¹¹.

Mukhya Mantri Kanya Sumangal Scheme: Other programmes are being implemented to empower women, but Mukhya Mantri Kanya Sumangala Yojana is quite successful. It emphasises educating daughters to help them become self-sufficient and healthy. This programme supports the future education of girls from economically disadvantaged families. The government provides 15000 rupees for the daughter's health and education. Thus, this programme meets the essential requirement for female empowerment. It is essential for ensuring women's financial inclusion⁷.

Atmanirbhar Bharat Rojgar Yojna: To promote work prospects during the COVID-19 pandemic, this programme was introduced in November 2020. This programme offers provident fund subsidies to enterprises registered with EPFO to hire new employees. The government will contribute 12 percent of the base pay for two years. It is aimed towards workers forced to leave the company between 1 March and 30 September 2020. More than 50 lacks employees are already receiving benefits from this programme. This programme empowers the COVID-19 pandemic-affected female employees who are also beneficiaries³.

Ek Stall Ek Mahila Ke Naam: Women are now more prevalent in self-sufficient outdoor jobs in urban areas, such as street food and tea stalls, vegetable stands, fruit and juice stands, and vegetable stands. Although the Ek Stall Ek Mahila Ke Naam programme is very helpful to rural areas, women continue to care for their families while wearing the veil. The "Ek Stall Ek Mahila Ke Naam" programme helps rural women become independent. It began in Baraga on, a rural Varanasi neighborhood and Prime Minister Narendra Modi's parliamentary district³.

Wood toy craft: Varanasi's wood working industry has grown thanks to Prime Minister Narendra Modi's "Local for Vocal" campaign. Men dominated wood working in the past. The Samarth Training Campaign now teaches wood art to women in urban and rural regions.

These women make between 15,000 and 25,000 rupees per month. These women can now make a solid living by crafting wooden toys in their spare time after doing chores because of the Prime Minister's Local for Vocal campaign¹².

Impact of Atmanirbhar Bharat Campaign on the Women's Status

The domain of women in patriarchal India is limited to the home. Women's self-reliance boosts their self-respect. Because of male domination, women's ability to work and earn money was underestimated. As a result, only men are expected to work for a living in society. Women put forth much effort at home but are not paid for it. Women are viewed as second-class citizens in society because they are not valued for the labour they put in. They are incapable of making decisions about their own lives.

Consequently, there are two main effects: first, women become entirely dependent on men, and second, they behave subordinately in their own lives. The initiative led by Atmanirbhar Bharat has eradicated societal discrimination against women. It is enhancing women's status by enabling them to become independent. Women are taking care of their families while working. They are gaining financial independence and can make decisions about their lives.

Consequently, women are gaining authority. Economic independence has helped women gain self-respect and appreciation for their labour. Their awareness of their financial interests is growing. We may claim that women are growing more independent in both the social and economic spheres. The economic advancement of women will accelerate the development of the nation's economy⁴.

Atmanirbhar Bharat Campaign and Political activism of women

Varanasi women were politically apolitical in the past. Compared to men, their participation in voting was minimal. But they participate in political campaigns and vote at roughly the same rates as men. Women believe the government initiatives under the self-reliance programmes are altering their lives.

The government of Uttar Pradesh developed numerous women-centric programmes through which women benefited. Therefore, they receive direct economic benefits and support for that particular political party.

As a result, women tended to vote for the government in the 2022 election for the legislative assembly. Women participated in the political party's campaign as well.

Thus, we can conclude that a self-reliant campaign elevates women's social and economic status and mobilises voters⁵.

Conclusion

The Atmanirbhar Bharat Abhiyan will provide people with more economic power. India's economy will be thriving. However, without eliminating gender inequities, this bold initiative could fail. The expansion of the Indian economy depends significantly on women's financial inclusion. However, due to prevailing sociocultural norms and barriers to equal involvement in the Indian economy, women are fighting for their rights. Because of the Covid-19 pandemic, there is a wider gender gap. The Prime Minister's COVID-19 pandemic announcement pushed a gender aspect. Due to COVID-19, women were absent from the conversations of those impacted. This programme promised to pay women with Jan Dhan accounts Rs 500 monthly.

However, it was insufficient for women to survive. Indian women already work for free in the home. They must also shoulder the cost of childcare. Therefore, influential women-centric welfare policies and programmes are required for women to participate in the economy. Although the Atmanirbhar Bharat goal must be achieved for the central government and the state of Uttar Pradesh to succeed, numerous women-focused programmes have been implemented. Women's increased earnings will boost both supply and demand. The Indian economy will gain from it. Working women's hostels, One Stop Centers and Women Help lines are a few of the programmes offered by Beti Bachao Beti Padhao. Central government programmes like Mahila Shakti and Ujjawala Scheme, among others, are essential to women's empowerment. Women's empowerment programmes include Mission Shakti, School Chalo Abhiyaan, Government assistance for children's education, Mahila Samarthya Yojana, Mukhyamantri Kanya Sumangala Scheme, and others. As a result, we conclude that Atmanirbhar Bharat and Women are complementary. The vision of Atmanirbhar will be realized if women are given more power.

The theoretical underpinnings of the Atmanirbhar Bharat system were reviewed, and concerns regarding the special economic package were also covered. In this article, tweets from Twitter were used to investigate both the negative and positive sentiments. It is undoubtedly one of the practical measures to strengthen the economy's five pillars—the economy, infrastructure, system, dynamic demography, and demand. It is a hierarchical growth where better work prospects are found at the top, starting with labourers and farmers⁶.

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