

An Analytical Review of Atmanirbhar Bharat Abhiyan: A True Commitment or a Cosmetic Stunt

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ABSTRACT

The Atmanirbhar Bharat Abhiyan is a new version of “Make in India” that was announced by the Hon'ble Prime Minister on May 12, 2020. During Covid-19, India experienced various types of misfortunes. The impact of the lockdown on the Indian economy was extremely huge. It is, for the most part, a realistic spending plan and whenever executed totally can be an ever-evolving one for Atmanirbhar as well. To urge development and to help a confident India, the Atmanirbhar Bharat Abhiyan vests on five points of support which will be dealt with in not a continuous change but rather a quantum jump so we can convert the current difficulty into a benefit. The way to an Atmanirbhar Bharat lies in the sustainable development of events, which in turn relies upon saving regular assets and advancing an environment-friendly way of life. In this way, Atmanirbhar Bharat is to be guzzled and advanced with the idea of Green consumerism.

Keywords: *Atmanirbhar Bharat Abhiyan; Covid-19; Pandemic; Green consumerism; Sustainable development.*

1.0 Introduction

The term “Atmanirbhar Bharat” signifies confidence or independence. The term is utilized by the top state leader of India regarding the development of the country. The expression “Atmanirbhar” has been practiced in association with building India into “a significant and a more striking piece of the world economy”, driving strategies that are efficient, relentless and tough and being self-supporting and self-creating. Atmanirbhar

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Bharat doesn't imply "Self-containment", "disengaging away from the world", or being a "patriot". The primary name of this came as "Atmanirbhar Bharat Abhiyan" or the "confident India mission" during the affirmation of India's Covid-19 Pandemic Connected economy bundle on 12th May 2020. From there on, two more Atmanirbhar Bharat Packages were accounted for on the 12th of October and 12th of November 2020 with the appearance of the all-out monetary spur of ₹29.87 lakh crore. (GOI, n.d.)

"Atmanirbhar" can be deciphered as both independence and confidence. The activities and opening moves taken towards confidence are:

- The development of India's Personal Protective Equipment (PPE) area from zero preceding Walk 2020, to 450000 pieces every day by the start of July 2020, is viewed as a brilliant illustration of a confident India. The PPE business in India has turned into a ₹10000 crore business in 90 days, the second best after China. (GOI, n.d.)
- The bulkiest asset in the country worth ₹21000 crores was laid out by the IIT Alumni Board with the focal point of holding up the campaign towards independence. (GOI, n.d.)
- India's own "Made in India" 5G organization was revealed in July 2020 by Reliance Jio. Mukesh Ambani revealed in mid-July, "Jio has associated an outright 5G arrangement without any preparation, that will approve us to begin an elite 5G assistance in India, utilizing 100 percent homemade advancements and arrangements". In September 2020, Tech Mahindra revealed that they can arrange and run a total 4G or 5G organization in India and have done that up to this point.
- In August 2020, the Defence Ministry announced in a public statement that it is "now poised for a massive effort towards Atma Nirbhar Bharat activities."
- Over a five-year period. Self-reliance is also emphasized in the defense production and export promotion policies, as well as the defense accession strategy.
- In September 2020, India's Minister of Chemicals and Fertilizers stated, "India will be self-sufficient in fertilizer production by 2023."
- Coir Udyanni Yojana focuses on improving the viability of the coir-related business. Some have picked Atmanirbhar Bharat as an appealing new slogan for the Make in India campaign, which uses new slogans such as "Vocal for Local."

1.1 Five pillars of the atmanirbhar bharat abhiyan

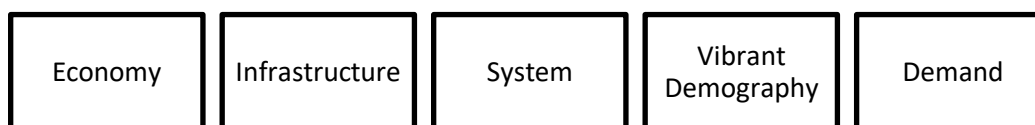
The economic package declared by the Prime Minister, as well as other packages delivered during the lockdown period, total roughly US\$ 283.73 billion, or about 10% of India's GDP.

It is expected to bring support and strength to diverse parts of the country, as well as a new impetus to the country's growth path in 2020. Land, Labor, Liquidity, and Laws have all been highlighted in this package to demonstrate India's commitment to being self-sufficient.

Self-sufficiency in India does not imply turning inwards or becoming an insular nation, but rather embracing the world by getting stronger.

Dr S. Jaishankar, India's External Affairs Minister, underlined that the need for self-reliance does not mean closing doors to globalization, but rather growing with it, as a self-sufficient India will have more to offer the world. The purpose is to bring about the country and its citizens self-sufficiency and self-reliance in all senses. He added five pillars of Aatma Nirbhar Bharat—Economy, Infrastructure, System, Vibrant Demography and Demand.

Figure 1: Pillars of Self-Reliant India



Source: Adapted from <https://www.investindia.gov.in/atmanirbhar-bharat-abhiyaan>

- **Economy:** We need an economy that makes a quantum leap rather than incremental changes.
- **Infrastructure:** We require infrastructure that can serve as modern India's identity.
- **System:** A system that deviates from prior century norms. It should be technologically advanced and capable of fulfilling our 21st-century ambitions.
- **Vibrant Democracy:** Our strength, our source of energy for our aim of making India self-sufficient.
- **Demand:** The Abhiyan aims to strengthen the economy by establishing a demand and supply chain that is tied to its proper perspective.

2.0 Literature Review

Nandan (2020) concluded that the Atmanirbhar Bharat scheme has tried to cover the whole scattered economy and is focusing on everything from developing economies to developed economies. We found that every sector will benefit through the scheme and will assist in the upliftment of the standard of living of the common man.

This is the only novel scheme that takes India towards development and if the scheme is getting success in all aspects then this would be the role model scheme for the whole world.

Dubey (2020) noted that the government had announced the Atmanirbhar Bharat Abhiyan for developing all the entrepreneurs, but it has mainly focused on the MSME sector. This mission has taken a forward step for agriculture based manufacturing activities for the promotion of MSMEs. However, it will help to create more employment in India and improve businesses that are using natural resources 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 is gathered by the researcher.

Sheikh (2020) concluded that the government has moved towards a self-reliant India and for achieving the mission, MSMEs are 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 how the banking industry had provided various services for financial development to MSMEs and the Indian government is trying to hold the opportunity as FDI and export shifted from China to India.

Agarwal (2021) concluded that Atmnirbhar Bharat has been putting the concept of local to global under the policy of self-dependence and make in India and it has focused on two major concepts which are as follows: firstly, a boost of MSMEs and use of local products and secondly, less dependence on other nation's products by substituting goods produced in our country. The study is dependent on secondary data and the data has been collected from various sources such as newspapers, research papers, articles, websites etc.

Mittal (2020) examined that the study is based on secondary data and the data is collected through newspapers, articles, websites etc. India has taken a step from dependent to independent since it announced Atmanirbhar Bharat which means self-reliant India. Being independent helps to promote sustainable development and an environment-friendly lifestyle.

3.0 Objectives of the Study

The objectives of the present study are noted below: -

- To study various aspects of the Atmanirbhar Bharat Abhiyan.
- To find out the capacity of some sectors to achieve self- reliance.

- To find out the problems in the way of the Atmanirbhar Bharat Abhiyan.
- To suggest remedies for existing loopholes.

4.0 Research Methodology

Secondary data was acquired for this study from a range of publications, magazines, books, and websites, all of which are listed in the bibliography. This study also demonstrates how well a green economy may aid in the restoration of nature, as well as how important investment decisions in green technologies have become in recent years. Furthermore, it has been proposed that going green is the only way to achieve a self-sustaining and self-reliant India, an Atmanirbhar Bharat.

In light of the new strategy announcements and their impact on the ground, the assessment employs a multidisciplinary content examination. The research is also precise since it allows authors to examine Atmanirbharta and apply it to government policy using their own expertise and wisdom. The information for the review was gathered from a variety of sources, the majority of which were found on the internet, such as Elsevier, Google, Google Scholar, and reputable news publications. Articles from online newspapers and diaries, research papers, and government agency announcements are among the publications mentioned. This information is mostly utilised to aid in the debate and conclusion of the study. The analysis of the writings emphasised the importance of India becoming self-sufficient in order to combat the monetary losses caused by the current epidemic situation.

5.0 Analysis and Discussion

5.1 Sectors having the potential to achieve self-reliance in the future

Textile Industry: In terms of financial commitment and employment generation, India's material industry is second only to agriculture. The textile and apparel sector accounts for 14 percent of the contemporary creation, 4% of India's GDP, and 15% of the country's product revenues. For the textile sector, India imports accessories and raw materials from China. China is the world's largest exporter and importer of all finished goods and raw resources. In the production of silk, India's textile sector is the second largest producer of crude cotton, cotton yarn, and cellulosic fibre yarn. It is additionally the biggest maker of jute and the fourth biggest maker of synthetic fibre. India sends out 25 million kg of cotton yarn to China each month (Ghosal, 2014). We need to analyze both the positive and negative sides i.e., threats and opportunities. India will be a favored market for obtaining clothes. Pieces of the clothing industry likewise imported

synthetic fiber from China. Accordingly, articles of clothing merchants need to change to other nations. This is a chance for the domestic producer to supply the texture to a piece of clothing. The exporter China accounts for roughly 40% of the global product market. India, as well as other countries such as Vietnam and Bangladesh, are importing from China. In this way, if they do not receive these crucial open doors from China, they may be routed to India. According to a recent analysis by India Brand Equity Foundation, India's overall textile exports stayed at USD 39.2 billion in FY 2017-18 and are expected to increase to USD 82.00 billion by 2021 (Upto Jan 19). Many textile companies have begun making personal protective equipment (PPE) including masks. India has surpassed China as the world's second-largest producer of PPE units, with a value of Rs 7000 crore. PPE units are manufactured by 600 firms around the country. Every day, polyester active apparel companies produce 7-8 thousand PPE units. Fabric for the PPE pack is sourced from Nasik, Himachal Pradesh, Gujarat, and South India, among other places. As a result, while India is a fantastic assembling country, we will lose open doors in the next two to three months as a result of a lack of value and poor product delivery.

Organic Farming: According to the 2018 World Organic Agriculture Report, India is the world's third-largest producer of organic foods. The Indian natural food market is estimated to be around \$1.5 billion, out of a global natural food market worth \$ 250 billion. The north-east of India has developed as a center point of natural cultivation with their efforts. Organic cultivation can turn into a tremendous development in the north-East and overwhelm the worldwide market. Sikkim has taken more time to change over their whole produce in natural cultivation. It is assessed that Indian natural farming is developing at 25% per year (Aayog, 2020). Enabavi, Telangana's first driving natural or synthetic-free town is the best example of natural cultivation and shows gigantic potential in Indian cultivation through which farmers can deliver more than just the subsistence level.

Automobile Industry: According to the Foreign Secretary, the Indian car sector, particularly low-cost automobiles such as two- and three-wheelers, will see a growing market share in developing countries. India is currently the world's fourth largest vehicle market. It generates 7% of India's GDP, 40% of the country's manufacturing, and connects 45 million Indians directly or indirectly. The "Make in India" initiative has had a huge impact on the country's predicament. India has improved on nine out of ten metrics for ease of doing business in the last three to four years. To improve connectivity with its customers, India's automobile sector transitioned from traditional roles to a digital environment. To increase availability with its customers, India's

automobile sector transitioned from traditional occupations to advanced climate jobs. Workers are an asset for any sector, thus it would be wiser to establish an Auto Industry Laborers Benefit Fund and invest more in preparing them for employment.

Pharmaceutical Industry: The Indian pharmaceutical sector accounted for 5% of the global market in 1969. By 2020, the situation will be reversed, with Indian pharma accounting for about 85% of the global market. (EY, 2021) India has been successful in servicing the home market for more than 50 years and may be able to assume the role of a “global pharmacy. “As indicated by Parexel, India traded pharma items worth \$200.02 million in the monetary year 2018, with a recorded development of 37.52% (EY, 2021). Excess reliance on China for APIs should be diminished since continuous expansion in the import of raw materials from China shows disturbing circumstances for the Indian Pharma industry. Many of the world’s leading pharmaceutical companies have established operations in Vishakhapatnam to assemble APIs to get access to maritime routes and airports, as well as to create a more focused Center of Excellence for Pharma. The Indian pharmaceutical sector has been steadily growing over the last few years, as shown in Table 1.

Table 1: Value Growth of the Indian Pharmaceutical Market

	Steady Trend		Value Growth in %			
	2014	2015	2016	2017	2018	2019
Indian Pharma Market	8	15	11	8	7	9
National List of External Medicines (NLEM)	-9	10	5	-6	3	6
Non-NLEM	11	16	12	10	7	10

Source: PwC API paper (PWC, 2020)

5.2 MGNREGA

Without self-sufficient villages, Mahatma Gandhi believed, an independent India would be impossible to imagine. The MGNREGA is also a major rural employment programme that provides residents with incredible opportunities to become self-sufficient. Under the Atmanirbhar Bharat Abhiyan, the government has distributed an additional asset of Rs. 40,000 crore to the MGNREGA. Ranch bunds built under the MGNREGA programme in Madhya Pradesh have aided a massive increase in the agricultural yield. This initiative is said to have resulted in a 190 percent increase in the income of beneficiaries in Jharkhand. Recently, there has been a focus on resource development on privately owned property. Natural product plantations, ranch bunds,

ranch lakes, and a well for drinking and irrigation are all included. This is an ideal opportunity for the country's population, including transient labourers, who have returned to be occupied with a variety of activities such as the construction of small check dams and ravine stopping, and many have become empowered to produce three yields rather than a single crop each year. The government increased the distribution of assets for MGNREGA, but it is insufficient because these funds are not adequately allocated in poor states due to corruption, thus employees must 'become vocal' in order to implement it correctly in local areas.

6.0 Findings

Some methods could be used to achieve the Abhiyan's aims. As the government has set aside a large sum of money for the development of several sectors and initiatives, it is critical that the monies generated be properly allocated and reach the intended recipients.

- *Objective 1*, it is being observed that Atamnirbhar Bharat focused on 5 components- Economy, Infrastructure, System, Demography, and Demand in which the government's goal is to make India a \$5tn economy by 2025, which will become India's new identity. Thus, to achieve the target of a \$5tn economy, more than 100 lakh crore will be invested in infrastructure development (TOI, 2019).
- *Objective 2*, it is noticed that India's Pharmaceutical Industry is capable of making finished formulations. In 1969, India contributes only 5% to this industry at the global level but with this initiative, it raises up to 85%, likewise in the Automobile, Agricultural sectors (NABARD, 2022).
- *Objective 3* is about the problems in the way of Atamnirbhar Bharat. Due to poor income growth, the rest of the demography's consumer demand for agriculture, small-scale manufacturing and self-employment are also stagnant. Also, the aggregate demand for goods and services again is determined by people's income and purchasing power, which has dropped due to the covid-19. After the package was announced, simpler loans had been taken in addition to the existing loans, the credit deposit ratio of all commercial banks operating in India would have grown.
- *Objective 4* which emphasises the remedies or suggestions of the problem in the way of Atamnirbhar Bharat, through proper allocation of funds in various industries as well as raising awareness amongst the citizens will help to overcome the challenges faced by the initiative.

7.0 Challenges and Remedies

7.1 Challenges

Issues related to liquidity: The Rs 20 lakh crore plan includes both fiscal and monetary measures, the latter of which includes loan guarantees and liquidity injections into banks and other financial sector institutions rather than the wider economy. The majority of the package consists of liquidity measures about which the RBI is required to notify banks and banks are required to notify citizens. Due to insufficient monetary policy transmission, this transmission would be less smooth.

Lack of demand: Aggregate demand has been depressed as a result of the impasse, forcing budgetary intervention. However, by depending solely on credit to stimulate the economy, the package ignores the fact that investment can only grow when individuals of all income levels have money to spend.

Lack of backward and forward linkages: The MSME sector may confront a demand vacuum unless the rest of the domestic economy recovers, and output may be curtailed soon.

Fiscal deficit on the rise: The stimulus programme, according to the government, is worth nearly 10% of India's GDP (ETMarkets.com, 2020). Financing it, however, would be difficult due to the government's worry about the fiscal imbalance.

Difficulty in raising funds: The government is seeking disinvestment to help fund the effort. However, because the vast majority of Indian enterprises are already heavily in debt, investing in PSUs is challenging. Furthermore, because the rupee's value against the dollar is at an all-time low, borrowing in overseas markets is problematic.

7.2 Steps to be taken (remedies)

Increasing demand: The country's economic plan, if it emerges from the lockdown, will need to include a stimulus that boosts demand across the board. The best way to achieve this is to invest in green infrastructure. Infrastructure spending is exceptional in that it provides institutions with increased productivity while simultaneously increasing the purchasing power of individuals who are most affected by the lockdown, primarily daily wage workers.

Mobilizing finances: India's foreign reserves are at an all-time high, implying that they may be used to fund the stimulus package strategically. To fund the remaining expenditures, privatization, taxation, loans, and additional international assistance may be required.

Reforms across the board (Holistic reform): Any stimulus package that is not accompanied by broad-based reforms will not have a trickle-down effect. As a result, the

Atmanirbhar plan includes the unrealized objective of comprehensive changes, which might include reforms in the public sector, education, skill development, and labour, among other things.

8.0 Recommendations

Some approaches could be used to achieve the Abhiyan's goals. Despite the fact that the government has put aside a substantial amount of money for the advancement of various sectors and initiatives, there is a need for the funds to reach the appropriate people. Natural disasters and pandemics have a disproportionately negative impact on the poor. As a result, the country may expect frequent economic and financial difficulties. The success of every idea or strategy is contingent on good administration and adequate policy implementation procedures. It's also crucial to establish yourself as a self-assured, worldwide expanding provider.

9.0 Conclusion

The Atmanirbhar Bharat Abhiyan (Atmanirbhar Bharat Abhiyan) is a long-term project. Given that all economies have been absorbed into the LPG strategy since about 1991, it is rather tough to achieve in the short future. According to the study's conclusions, the Indian economy has the capacity to attain independence, but this will require the efficient application of government laws and the equitable distribution of government-allocated assets. Both urban and rural communities have significant potential to generate if adequate arrangements are made and executed. The government should concentrate all of its resources on promoting areas that are capable of pioneering new ideas. It is not just the government's job to consume locally, but it is also the responsibility of the consumers.

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