



## A Study on Dynamic Factors Affecting of "Self-Reliant India"

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# **A study on Dynamic Factors affecting of "Self-Reliant India"**

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## **Abstract:-**

The COVID-19 pandemic is having an exceptional impact on the economies around the world. And, India is not an exception. In order to help the nation cope with the COVID-19 pandemic, the government of India has made a slew of policy reforms and announcements. With the aim to revive the economy, our Prime Minister Narendra Modi emphasized the requirement of a self-reliant India. The idea focuses on reviving the economy, generating employment, promoting domestic production, supporting start-ups and budding enterprises, strengthening supply chains and empowering people. For the same, the government has recently announced a special economic package worth Rs. Twenty lakh crore under the 'Aatmanirbhar Bharat Abhiyan'.

**Keywords:** Pandemic, Self-Reliant , Vocal and Self-reliance

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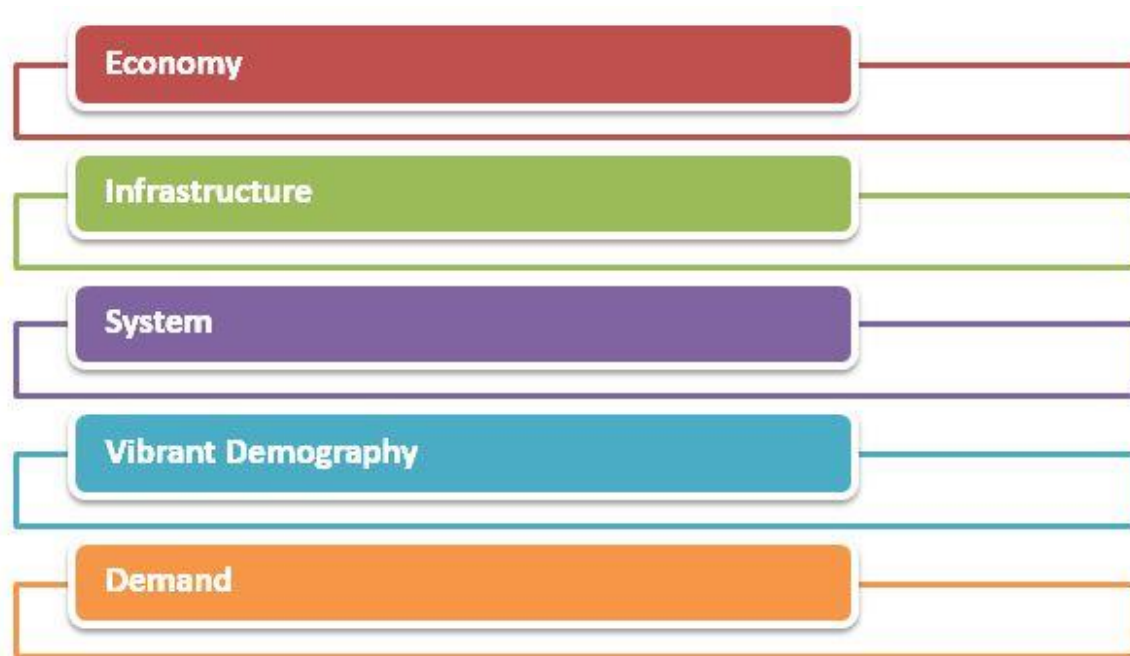
## **Introduction :**

Self-reliance in state-run heavy industries and strategic sectors in the decades following independence had placed India ahead of most developing countries. In the 1970s and 1980s, however, India did not modernize these industries to climb higher up the technological ladder. The private sector, which had backed the state-run core sector approach in its Bombay Plan, stayed content with near-monopoly conditions in non-core sectors in a protected market. Little effort was made to modernize light industries or develop contemporary consumer products. India's industrial ecosystem was thus characterized by low productivity, poor quality and low technology and was globally uncompetitive.

‘Vocal for local’ is another observable fact promoted by the Prime Minister Narendra Modi that is an extension of self-reliant India Movement, urging us citizens to support our local businesses and use India’s products. By propelling these ideas, the PM is putting us in-charge of the products that might shape our Economy, which will help businesses that are affected by COVID-19 pandemic.

At a time when the world is aching from a deadly COVID-19 pandemic, India has planned to convert this crisis into an opportunity and strengthens its fight by becoming self-reliant OR Atma-Nirbhar. The term “self-reliant” or “Aatmanirbhar” was coined by the Prime Minister of India, Narendra Modi, during his address to the nation on May 12th , 2020. He called this campaign as Self-Reliant India Movement or Atma Nirbhar Abhiyan.

### **Five Pillars of Self-Reliant India**



(<https://aatmnirbharsena.org/blog/self-reliant-india-movement/>)

### **Vocal for Local**

The COVID-19 pandemic has shown us the benefits to “BE INDIAN & BUY INDIAN” a vision of the Prime Minister of India, Narendra Modi are reflected in the words “Vocal for Local.” According to our Prime Minister Shri Narendra Modi, our scriptures,

‘Esha Upanishads, ‘ talk about self-reliance or Atma Nirbhar . India has now become aware of its supply chain and also has realized the importance of being self-reliant as relying on other countries for critical items will ultimately put us on their mercy. The COVID-19 pandemic has brought about many changes in the consumer behavior and pattern. Due to this, many global retailers had to face huge revenue fall down.

This The COVID-19 pandemic has educated us the value of local manufacturing, local markets, and local supply chains. The emphasis on “local to vocal” asserts that it is all about” Made in India” and to push Indian products to become large enough to compete with international brands. The mission of this Self-Reliant India Movement or Atma Nirbhar Abhiyan is explained as not being self-centric but being self-sufficient to bring co-operation, happiness, and peace in the globe.

Every Indian civilian has a key role to play in leading India’s massive Self-Reliant India Movement or Atma Nirbhar Abhiyan as each one of us are encouraged by promoting local products and to use Indian products more and more. By urging every Indian civilian to buy and promote Khadi, not only buy local products but also to advertise them at the worldwide front, it will indeed be called “a local for vocal’ as self-reliance leads to empowerment, happiness, and satisfaction.

### **Working towards #SelfReliantIndia**

The Prime Minister of India , Narendra Modi in his speech pointed out five ‘I’s to make India a self-reliant economy. These induce intent, investment, infrastructure, inclusion and innovation. He further stressed on the need to restrict imports and boost local manufacturing with the “Make in India for World”, “Local for Global” And “Vocal for Local” initiatives. The India is emerging as a strong, self-sufficient and self-reliant nation with enormous opportunities.

Here are a few Dynamic factors that can help India become a self-reliant country.

### **Social Factors**

- With a large pool of highly educated and ambitious youngsters, India has an benefit in the burgeoning number of start-ups and in-dependent enterprises promoting local talent. Government schemes like Rural Self Employment and Training Institutes (RSETI), Pradhan

Mantri Kaushal Vikas Yojana (PMKVY), etc. enable the youth from rural India to secure industry-relevant skill training and migrating to bigger cities for job opportunities or establishing their own trade.

- With a 130 billion population, India has a strong customer market. Moreover, the spread of the internet and changing customer habits have given a push to the domestic market, supporting budding entrepreneurs and start-ups. A classic illustration of this is the success of Reliance Jio which has managed to reach the milestone of 400 million subscribers in a single nation market.
- India has various opportunities and abundant resources. Combined with the high level of skills, it's one of the factors which has made India the information technology (IT) hub of the globe.

### **Structural Factors**

- The India boasts of strong technical and engineering capabilities that are backed by top-notch educational institutes that work towards educating the youth of India. The government has initiated a New Education Policy to meet the changing requirements of quality education, innovation and research that further aims to make India a knowledge superpower. There is a new focus on vocational training as well, further increasing the talent pool.



- The Production Linked Incentive Scheme (PLI) introduced by the government focuses on enhancing India's manufacturing capabilities and enhancing exports. The scheme offers

production-linked incentives for Ten sectors including white goods manufacturing, telecom, textile, automobiles, food products and pharmaceutical, among others. The scheme aims to attract investment and make Indian manufacturers globally competitive.

### **Economic Factors**

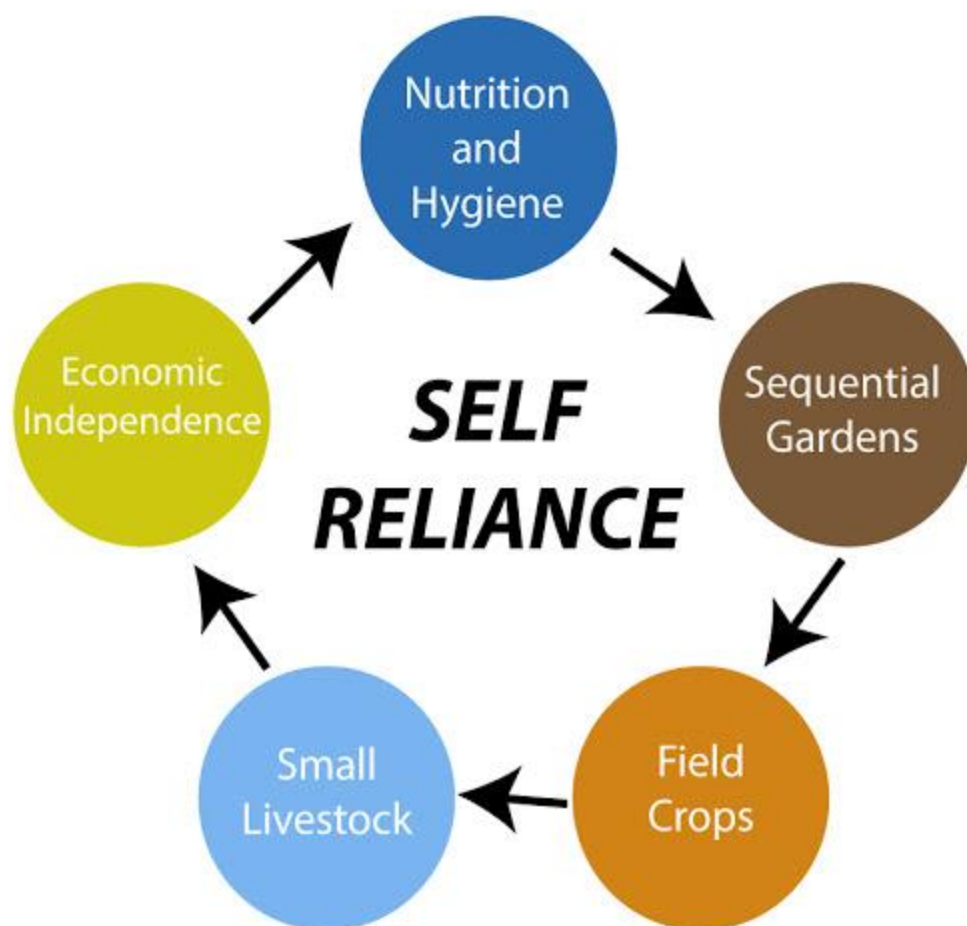
- The 'Make in India' campaign is playing a significant role in boosting the domestic manufacturing industries and reducing the reliance on imports. The achievement of the Personal Protective Equipment (PPE) manufacturing industry establishing a new market estimated to be worth at least Rs. 10,000 crore in just two months is an excellent example of the Make in India success story. This has not only given birth to an entirely new industry but has also made India a self-reliant and strong nation. And guess what? India is now the world's second-largest supplier of medical PPE. Isn't that inspiring?
- India has a favorable industry environment. It ranks at 63rd position among 190 nations in the recent World Bank's ease of doing business 2020 report.

### **The Way Forward for India**

The government's recent reforms such as allowing private companies in strategic sectors, labour reforms, agriculture reforms and commercial mining of coals, among others, act as strong pillars for the growth of the Indian economy. A step forward towards self-reliant capabilities in areas like robotics, artificial intelligence, automation, electric and fuel cell vehicles, electricity storage systems, solar cells and modules, etc. can add up to more #AatmanirbharBharat stories.

That's why ITC has teamed up with Network18 to present 'Swabhiman Bharat' – an initiative by Network18 to amplify the call given by The Prime Minister of India, Narendra Modi of creating a 'Self-Reliant India' and to shine limelight on world-class Indian resources and its indigenous stories.

The Swabhiman Bharat idea goes beyond exhorting the virtues of Indian produce. It shines a spotlight on world-class Indian assets and powerful narratives of excellence, while also providing valuable insight into entities, individuals and establishments that are invested in India's prospect and are shaping its growth story.



You can be part of this huge push for India's economic future, by helping add to our 'Swabhiman'. Share stories of people, organizations, brands, etc. who are bringing our native abilities to the fore and help shed spotlight on the best among us.

Campaigning to go vocal for local is reasonable when import dependence has become high and many products earlier made in India, even if not competitively, have been significantly outsourced. That this dependence has also centered in one country, from which imports exceed 40 per cent in a number of areas, a percentage deemed as a dominant presence in competition literature even if at the firm level, is clearly not sustainable from an economic protection perspective. Even so, it is important that this campaign does not get implemented arbitrarily at the ground level. Delaying customs clearance for shipments at a time when economic revival is a priority could end up harming ourselves.

It is, therefore, useful that clarifications have been made from the government's side that this movement is not meant to be inward looking or a return to the 'license-permit raj' days. That the government is also actively seeking foreign investment shows understanding of this imperative need at this stage. That we not only want to make products in India but make them for the world hopefully indicates that we are also aiming at competitive manufacturing and not import substitution at any cost.

**Conclusion:**

Some of the measures, including reduction in the business taxation rates or the recent moves initiated to simplify labour codes, are useful in this regard. So are the production-linked incentive schemes seeking investments in a number of critical areas .

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