



TOWARDS ATMANIRBHAR BHARAT : OPPORTUNITIES, CHALLENGES AND MEASURES FOR SELF-RELIANCE

Dr. Rajeev Kumar,
Associate Professor & Principal I/C,
Kirorimal College of Education, Bhiwani, Haryana, India
Email: rajeevkumarmce@gmail.com

ABSTRACT:

The concept of Atma Nirbhar Bharat, or self-reliant India, embodies a comprehensive vision for the nation's development across economic, societal, technological, and global spheres. This paper provides an in-depth analysis of the opportunities, challenges, and measures associated with the Atma Nirbhar Bharat initiative. It begins by elucidating the core tenets of Atma Nirbhar Bharat, emphasizing the need for holistic development across various sectors to achieve self-reliance. It highlights the importance of not just economic autonomy but also societal well-being and global competitiveness. Opportunities arising from Atma Nirbhar Bharat include the potential for local industries to thrive, reduced dependence on imports, and the fostering of innovation and entrepreneurship. Moreover, the initiative presents avenues for India to assert itself on the global stage, particularly in sectors like healthcare, technology, and defence.

However, the journey towards self-reliance is fraught with challenges. These include adapting to technological advancements, modernizing labour laws, and mitigating environmental concerns. Moreover, the paper discusses the need to address disparities in education and employments to ensure inclusive growth. To navigate these challenges and capitalize on opportunities, the paper proposes a series of measures. These encompass reforms in education, incentivizing entrepreneurship, promoting sustainable development, and enhancing infrastructure. Additionally, it emphasizes the importance of flexible policies and international collaboration in realizing the vision of Atma Nirbhar Bharat. Thus, this paper asserts that while significant strides have been made, achieving Atma Nirbhar Bharat requires concerted efforts and comprehensive strategies. By addressing challenges and seizing opportunities, India can chart a path towards self-reliance, fostering prosperity and well-being for all its citizens.

Keywords : Self-reliance, Indian economy, Economic development, Societal well-being, Technological advancement, Global competitiveness, sustainable development, global collaboration.

INTRODUCTION:

The word Atam Nirbhar covers all the canons of Indian Society and spheres of national boundaries. In the true sense of the meaning for the word Atam Nirbhar is to have propositional development in all sectors to reach to the self- reliant Bharat which excels in science, technology, business, trade, health services, medicines, pilgrimage, foreign

policy through the local resources at large. The dictionary meaning of Atam Nirbhar which means self-reliance but it must not be reduced to mere self-centeredness. In other words, we can say that self-reliance means strengthening local and regional manufactures and service provider in all sectors and improving the standard of living by addressing trade deficit and balance of payment. We should not forget that the journey of Atam Nirbhar should not be limited to inward looking and not merely economic nationalism.

Atam Nirbhar Bharat or self-reliant Bharat is the vision of new India. In the year 2020 the Prime Minister Sh. Narendra Modi raised a clarion call to the nation giving a start to Atam Nirbhar Bharat and announced the special economic and comprehensive package of Rs. 20 Lakh Crores equivalent to 10% of GDP of the nation. This entire instinctive announcement was due to the fatal disease which sneaked out from the mysterious land of Wuhan, China and spread its red teeth and claws to devour humanity for a total annihilation on the earth. Even most powerful counties and developed countries were under total lockdown. This pandemic cast its deadly effect on the world and it was ready to engulf total life on the earth by exposing limitations of health care systems, inefficiency of social protection frameworks and lack of economic flexibility all over the world. To combat this fatal disease covid-19 Indian Government led by Hon'ble Prime Minister has also taken drastic measures like imposing country-wide lockdowns and closing borders to arrest further spread of the pandemic. These strategies have caused slowdown in economic activity and trade, disrupting global supply chains. All the contact- dependent services which include hospitality, tourism, amusement activities, and related businesses are facing hard times. The crisis has disturbed the cyclic flow of funds in various economies in India.

During this critical time various monetary measures were announced by RBI, the central bank of India, and financial stimulus package by the Government of India. Here Prime Minister of India came up with a new initiative called Atma Nirbhar Bharat and announced a stimulus package with legal and social reforms to reduce unemployment, insolvency, poverty and to increase India's per capita GDP. The mission of this Atam Nirbhar was explained by our Prime Minister as not being self-centric but being self-sufficient so that it can bring happiness, co- operation and peace of the world.

The Five pillars of Atma Nirbhar Bharat focus on:

- Economy– an economy that brings Quantum Jump rather than Incremental change.
- Infrastructure– represents the modern India.
- System– Technology-driven systems fulfill the needs of the 21st century
- Demography–Vibrant Demography of the largest democracy.
- Demand–Full utilization of the power of demand & supply.

But these five pillars can be strengthened only through the 4 Es i.e. Education, Employability, Employment and Entrepreneurship.

Talking about the vision for this Abhiyan the Prime Minister urged to all Indians to come up with detailed study of every sector and to think big. In his vision he not only aims to promote local products but also suggested everyone to improve quality, modernization of supply chain and providing best products. Indian PM also said, Be Vocal for Local. He further said Aatma Nirbhar Bharat campaign does not mean only making reductions in imports, but to develop capacity of India and its creativity using the skills at optimum level. It has lots of opportunities for various Indian communities but many times questions are raised on the challenges ahead, but there are millions of measures available for such challenges.

Opportunities in Atma Nirbhar Bharat Abhiyan :

- ✚ Atma Nirbhar Bharat focuses on making India self- reliant and self-sufficient in all aspects, by reducing our dependence on imports. By nourishing local manufacturers the Atma Nirbhar Bharat can be made a successful mission.
- ✚ Atam Nirbhar does not suggest to cut off relations from global platform, the fundamental concept is to become not only self- sufficient but also to promote local businesses to cater the needs of nation and the rest of world.
- ✚ The concept of Atam Nirbhar Bharat actually came during the first tenure of Sh. Narendra Modi as Prime Minister when he visited Japan and Chinese President came to India regarding the Bullet Train Project. Both the nations offered help in installing high speed and Bullet Train in India but Indian Prime Minister denied to accept the offer as a help. Instead he signed the treaty with both nations to have training schedule for Indian Engineers and hand over of technology. But the very word Atam Nirbhar came up with thumping sound at the time of break out of Corona-19 disease. Before the spread of the disease in medical facilities Indian was nowhere but soon through the zeal of Atam Nirbhar Bharat, nation not only met out the adequacy but offered medical help to more than 150 countries of the world. During this period India contributed 60% to the global vaccine production in the world and from zero PPE kits reach to 2 lakh PPE kits daily. Every city now has oxygen plant and low cost medicines under generic medicine.
- ✚ One more step towards the Atam Nirbhar Bharat India headed through its religious pilgrimages. The renovation and construction of religious places have brought a huge foreign currency in tourism. The construction of Ram Mandir at Ayodhya, Kashi Corridor and Som Nath Corridor have nearly brought employment to every family of these areas.
- ✚ The latest achievement is the marvelous temple raised in UAE, a pure Muslim country. Countries like New Zealand, Holland, Russia and several countries of Europe, USA and Asia have started teaching Hindi language and Indian religious thoughts.

- ✚ Before 2014 India hardly had a few factories of ammunition. Every time country depended upon the export of Army equipment's and ammunition but through this Atma Nirbhar Bharat Abhiyan India has excelled in this field also. India made Missiles, Helicopters, Fighter Jets, Tanks are being imported by many countries of the world. The success in space technology India is in the top five nations of the world.
- ✚ Atma Nirbhar Bharat sows the seeds for a new course of long-term development and serves as the turn on which India can emerge as a hub for manufacturing and investments for the world.
- ✚ Atma Nirbhar Bharat opens the opportunities to rural area people to explore the income generation opportunities through innovations including the communities or population in rural India.
- ✚ Atma Nirbhar Bharat opens new avenues for start-ups by providing economical aids to become entrepreneurs who may become the driving force of nation in future.
- ✚ Atma Nirbhar Bharat would integrate India with the world as the concept envisages an opportunity to paint green the economic sectors that have the maximum impact on sustainable development. Both sustenance and sustainability have to be the cornerstones of economic development in future.
- ✚ The MGNREGA combination of INR 40,000 crore may help in alleviating the distress of migrants when they return to their villages. The creation of jobs in this sector would encourage consumerism and the demand would pick up which is good for the economy.
- ✚ Atma Nirbhar Bharat Abhiyan promotes Green Consumerism and promise to incentivize solar photovoltaic manufacturing and advanced battery storage.
- ✚ The e-Vidya program for multi-mode access to remotely connected students to online education through the Greener-Digital platform provides uniform learning to whole nation.
- ✚ This program would enable schools and universities to stream courses online.
- ✚ Public expenditure on health care services will be increased by investing in grass-root health institutions and ramping up health and wellness center across the nation.
- ✚ Boosting the self-reliance of domestic defense industries, the import of 101 items has been stopped and the limit of foreign direct investment (FDI) has been increased from 49% to 74%. It will provide boost to the production, employment and reducing the huge import bill.

Challenges in Atma Nirbhar Bharat Abhiyan

- ❖ Now a day technology, industrial automation, robotics and Artificial Intelligence (AI) are changing way of industrial work and making many of the jobs unneeded. India's job market is undergoing these changes and there is need for fresh thinking to address current and emerging challenges.



- ❖ The key challenge before the Atma Nirbhar Bharat is the high dropouts at various stages of education. There is need to bring back the dropouts and to improve quality of school education.
- ❖ Indian local companies face unfair competition from foreign companies. Government should take initiatives to help the local companies to tackle this problem by providing extra help.
- ❖ A huge number of migrations of various companies into India has initiated the competition to have good rank at international level. Though India has improved a lot in last decade but still upgraded rank of India is 63. For healthy competition for Atma Nirbhar Bharat it must be among top fifty ranks.
- ❖ The rate of registration charges of property is high and our labor laws need to be modernized.
- ❖ Today India is facing two bigger crises: air pollution and climate change. Hence we have to shift our dependence on energy from coal & diesel to pure energy in form of solar, wind and nuclear energy.
- ❖ Sometimes there is delay in getting permission from government officials due to inefficiency of government employees so that many important research projects do not get permission on time, hence vision of Atma Nirbhar Bharat is got derailed.
- ❖ The Economic packages as required for the country during the Lockdown period enhancing demand throughout the country are required for startups and entrepreneurs by Indian government. Though in the budget of 2024 Finance minister One lakh crore for startups and entrepreneurs, which seems a good platform for success of Atma Nirbhar Bharat.
- ❖ The main challenge faced by local companies is in supply chains, which results into delay in the service, on logistics, and it also puts bad effect on imports which hampers production, manufacturing of goods, and services in the economy.
- ❖ In a lot of industries, India is dependent to an extent on countries like China for production and supply chain. The need of the hour is to be self- reliant in these areas.

Measures for Self-Reliance:

- ✓ Higher education system in India has big role to play in development of the economy. Focus of higher education needs to be changed. We have to integrate professional practice during studies and provide opportunities to further enhance professional development.
 - ✓ It is important to teach young people to be an entrepreneur, to equip fresh graduates to start and run their own enterprises, to be job creators rather than job seekers. This is an important step towards Atma Nirbhar Bharat.
-



- ✓ The vision of 5-pillared growth to self-reliance, in the longest possible run, is incomplete without being sustainable in approach. The sustained growth is possible only with balanced ecology.
- ✓ Free medical help to all citizens of India in all respects should be provided irrespective of all discriminations.
- ✓ The approach is to be kept flexible so that many scholars, teachers, professors, retired or working professionals and many villages, schools or colleges come up and take up this venture of transforming India to new heights.
- ✓ There are several hurdles and shortcomings in translating acquired skills in applications towards income development. As new norms are to be set up in unknown areas, the results could not be predicted. In such cases the participatory action research could be useful.
- ✓ We must focus on reducing the rate of registration charges of property, which is actually very high and our outdated labor laws need to be revised to the maximum effect. The journey has begun and to reach to destined milestone we need a specially designed economic blue print that will ensure the success. This blueprint would need to address domestic growth and put in place measures that will make India attractive for foreign investments.
- ✓ Adequate infrastructure fitted with modern amenities or systems can create appropriate educational interventions which may lead to an employment and put employability to best possible use. Hence government should work in this field also.
- ✓ For Atma Nirbhar Bharat one of the most important solution is a better use of available infrastructure transportation, better customer service, sustainability, use of local manufacturing and better use of analytics. If these solutions are systematically implemented, then all the problems faced by supply chains of companies across will be solved.

CONCLUSION

Even though various measures have been announced as Atma Nirbhar Bharat and have been implemented, there is a lot of scope to build India Atma Nirbhar. This mission is equipped to fight the downfall of the economy by contributing to job creation, education to continue skill development and Digital health mission and one health program to be self-reliant socially.

India with its young population has good opportunity to attain status of Atma Nirbhar Bharat in a short span of time. The Atma Nirbhar Bharat Abhiyan motivates us to work further. Learning and training are necessary to bring about the whole transformation of India through the youth. Government should invest in developing the education system so that future employees are technology-driven and are ready for the industry. We must maintain a balance between being global and able to provide locally.



REFERENCES

- [1] Atma Nirbhar Bharat Abhiyan.
<https://www.investindia.gov.in/atmanirbhar-bharat-Abhiyaan> (accessed 04 22, 2021).
- [2] Atma Nirbhar Bharat Abhiyan. <https://aatmanirbharbharat.mygov.in/> (accessed 04 22, 2021).
- [3] Bhattacharji, Chetan. "Atma Nirbhar Bharat: Missing a Focus on Air Pollution and Climate Change," Observer Research Foundation, no. 375 (July 2020).
- [4] Chatterjee, Aneek. India as an Emerging Global Power: Challenges and Prospects. 08 27, 2020. <https://diplomatist.com/2020/08/27/india-as-an-emerging-global-power-challenges-and-prospects/>.
- [5] Dr. Ajay Massand, M.K. Lodi and Dr. Lubna Ambreen. "Atma Nirbhar Bharat: Economic, Legal, and Social Aspects." International Journal of 11, no. 6 (2020): 1038- 1046.
- [6] Dr. Ranjith P.V., Dr. Ajay Massand. "Role Of Atma Nirbhar Bharat In Revitalization Of Supply Chain In India." Journal of Contemporary Issues in Business and Government 27, no. 1 (2021): 115-128.
- [7] Gautam R. Patel, B. M. Christian, H. C. Patel and N. B. Pawar. "Gobar Bank: The Pace towards "Atma Nirbhar BHARAT"." Biotica Research Today 2, no. 10 (2020): 1088-1091.
- [8] Kamat, Pradeep V. Kamat & Dr. Neela. "Education, Employability, Employment and Entrepreneurship in relation to Five Pillars of Atma Nirbhar Bharat Post COVID – 19." FINS Journal of Diplomacy & Strategy, July 2020.
- [9] Kumar, Aditya. "Summary of announcements: Aatma Nirbhar Bharat Abhiyaan." PRS Legislative Research (Institute for Policy Research Studies), May 20, 2020: 1-6.
- [10] Modi, Dr. Brahmdeo. "AATMANIRBHAR BHARAT: OPPORTUNITIES AND CHALLENGES." International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS) 3, no. 3 (2020): 18-21.
- [11] Mukul Kumar, Dr. Vivek Mittal. "HARA BHARA ATMANIRBHAR BHARAT." European Journal of Molecular & Clinical Medicine 7, no. 11 (2020): 6553-6572.
- [12] Online Lokmat. "<https://www.lokmat.com/national/coronavirus-least-100-scientists-petition-pm-Modi-better-access-icmr-data-bank-a719/>." 04 30, 2021.
- [13] Purushothaman, P., Suresh, ESMT Murthy, K. "Addressing learning and training needs of rural population in the context of Atma Nirbhar Bharat."