

## Atmanirbhar Bharat Abhiyan: Opportunities and Challenges

Sarah Momin

Lecturer, Swayam Siddhi Mitra Sangh's Degree College, Bhiwandi.

Email: [Sarahlmomin999@gmail.com](mailto:Sarahlmomin999@gmail.com) Contact: 9975824639

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### Abstract

Self-reliant means one's own power and resources rather than those of others. Our Prime Minister NARENDRA MODI in his national address On Tuesday,12 MAY, announced an economic package of worth RS 20 LAKH CRORE called for an "AATMANIRBHAR BHARAT" ABHIYAN. India has demonstrated how it rises up to challenges and opportunities therein, as manifested in the re-purposing of various automobile sector industries to collaborate in the making of life saving ventilators. It means from ventilators to PPE kits to electronics to toys to footwear to cloths we have to be self reliant and we should have to promote INDIAN BRANDS.

**Key Words:** *Self Reliant Country, Atmanirbhar, Opportunities, Challenges*

### Introduction:

On May 12, Prime Minister Narendra Modi, announces a special package of RS 20 lakh Crore (equivalent to 10% Indian GDP) with the aim of making the country independent against the tough competition in the global supply chain and to help in empowering the poor, labourers, farmers, daily wages Indians who have been adversely affected by CO-VID. Government emphasizes on five pillars for self-reliance. Following are those pillars:

- Economy
- Infrastructure
- System
- Demography.
- Demand.

The economic crisis is triggered by CO-VID 19 pandemic is much like the 1991 economic crisis which was a harbinger of a paradigm shift via liberalization, privatization and globalization. We will see what the challenges are and what the opportunities of this Abhiyan are.

### **Objectives of the study:**

1. To know the importance of Atmanirbhar Bharat Abhiyan (Self Reliant).
2. To understand various facilities provided by the government for the Abhiyan.
3. To inquire the opportunities by using and promoting Indian goods.

### **Limitations of The Study:**

1. It is not possible to boycott foreign goods completely and immediately. As people are habitual are using foreign goods e.g. electronics, clothes, toys etc.
2. It is very difficult to bring all the industries at one platform to use from raw materials, capital, investments, supply chain etc only under Indian businessman.
3. It is quite difficult to mindset our young generation to give their services in our countries rather than taking jobs in foreign.
4. Lack of awareness among people

### **Research Methodology:**

This study is conducted to evaluate the Atmanirbhar Abhiyan scheme by the Indian Prime Minister.

It is based on secondary data was collected by different newspapers, journals and various magazines.

## Data Analysis:

### Challenges & opportunities, current scenario:

**Primary Occupation And Government Role:** First and foremost thing is that more than 50% Indians are engaged in primary occupation so government should improve our agriculture and agro-based industries by innovation method, should train the farmers and labourer with advance technology for better and quality production.

**Innovation and Industrial Sector:** We can bring innovation in industries with the help of engineers, economist and educated people.

**Use Of Indian Talent:** Several research proved that Indians are more talented than some other nation and we have proved it everywhere whether it is Indian scientist in NASA or industrialist in UK, China and USA, Engineers in gulf countries or Indian Scholars throughout the world. Its time to use our educated mind to make the country Atmanirbhar.

**WTO and Government:** It's not about people only to some extent government hands are also tied. According to WTO government can't banned foreign goods completely in Indian market so the Indian should co-operate the government and economy by using Indian brands and Indian manufacture product only.

**Toys And Indians Demand (One of the best eg):** Not only mobile and mobile applications, we are fond of foreign toys also 80% toys are coming from another country to India. 67% toys are unsafe for children then too we demand chinese toys. From last 5 years in our country among every 10 toys making company 4 companies had shut down. Now its time to promote our Indian brands.

**Pharmaceutical:** 70% raw materials of medicines are imported from china, now we have the opportunity to make it in our country and one more profit will be large number of employment for our people.

**Medical Facilities:** Earlier ventilators were imported from foreign countries but now within 40 days IIT Rokee Professors made portable Ventilators on very low cost. Now lots of opportunity in medical and technology field.

**Mobile (Need of the time):** We don't manufacture mobile phone completely in our country its only assemble in our country. Large number of population is using mobile phones if supply will be more automatically cost will be less.

**Electronics Gadgets:** Same situation will be seen in other electronics products so we have problems also but at the same time opportunities also.

**12 Sectors and Proper Investment:** Government highlights 12 sectors for making them self reliance which is necessary, for that serious action and proper investment is required which is quite difficult but at the same time ample numbers of job opportunities as well as improvement in GDP rate.

**Lack of Proper Investment:** Lack of better employment is one of the problem of young educated so they move towards foreign and serving for other countries.

**Profitable Agriculture:** Agriculture should be more profitable and there should be no loss of farmers which they face almost in every year. Strategy, techniques, equipments, loan, supply chain everything should be proper, advance and accurate.

**Lockdown And Customer's Demand:** The lockdown has lowered the demand of customers it's a big challenge in front of us.

**MSME Sector:** Unless the economy rest of the domestic economy is revived, the MSME sector may face a shortage of demand and its production may soon sputter to a close.

**Prime Minister Package and Our GDP:** However the government claims that the stimulus package is around 10% of GDP. However, financing it would be difficult as the government is worried about containing the fiscal deficit.

**Constant Loss In Indian Industries:** Majority of Indian Industries are already a bit debt-laden to take up the stake in PSUS.

**Lack of Knowledge A Sign of Danger:** Though government has started several schemes and providing loans and different packages but lack of knowledge among common people may create problem to start new business or to promote own business.

### **Suggestions:**

We should promote Indian goods and buy Indian brands only.

Government should invest only in Indian company.

There is ample of talented people in our country. Government should provide better opportunities with handsome salary so people may prefer to do job here rather than in foreign countries.

### **Conclusion:**

The ATMANIRBHAR ABHIYAN may ease the difficulties of the labours, farmers who have suffered the most during lockdown. It also expected to support middleclass, to help home industries, small scale industries, to increase Indian GDP and provide livelihood to crores of people across the country.

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