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## Review paper on scope of Atmanirbhar Bharat

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### ABSTRACT

*“Necessity is the mother of invention”. Like all the other countries India is also fighting with the Covid-19 Pandemic. The pandemic creates huge inflation, economic depression all over the world. However, it also turns out an opportunity for India to be stand out as global manufacture and self- reliance under the AtmaNirbhar Bharat program. This Abhiyan is started to mitigate the negative effects of the COVID-19 pandemic. We have to take steps to ensure that products which we import from elsewhere are manufactured in India. Our whole paper highlights the practical implementation areas with detailed reviews. It will also showcase how the Indian Youth should participate and shape the AtmaNirbhar Module for the betterment of the motherland. It tries to analyze the limitations and bring out the various suggestions to utilize the existing capacity for becoming a global supplier. Our paper delivers the extended arm towards the five significant pillars of the AtmaNirbhar Bharat mission named Economy, Infrastructure, System, Demography, and Demand. It also highlights the four prime sectors like Rural Tourism, Electronic, Information Technology, and Modern Agriculture which are competent to give a quantum scale growth in this initiative. Our paper's sole aim is to converge the differential building blocks of the AtmaNirbhar Bharat mission.*

**Keywords:** Economy, Infrastructure, Inflation, Converge, Differential

### 1. INTRODUCTION

India, due to the novel coronavirus 24th march onwards was under Lockdown. In this year of 2020 whatever the situation is faced by the world as well as India due to Covid-19 gave a new concept to come out that is self-reliant India. With the effect of Covid-19, many countries are adopting protectionist policies. India is a developing country. Therefore, it is very difficult to adopt protectionism. But in some areas, we have the potential to achieve self-reliance such as textiles, furniture, food processing, organic farming, medical, automobile, software solutions, etc. The idea behind self-reliance or AtmaNirbhar is not defining to become an isolated country but on the contrary, it is to make sure that India can emerge as a global nerve center of the complex modern multinational supply chains. Due to its dense manpower, a billion brains can work together for optimized solutions. As of now, India is solely dependable on china for its cheap price tag product then also we are imbalanced with them on an import-export policy. Ultimately a self-reliant India will stand on five pillars are Economy, Infrastructure, System, Demography, and Demand. The Startup India, Make in India, Made in India, Skill Development will strongly build India under the AtmaNirbhar Bharat initiative. Further details are provided in this paper.

#### 1.1 Let's Race ahead and start our journey towards Atmanirbhar Bharat / Self-Reliant India...

"Atmanirbhar" is often understood as either "self-reliance" or as "self-sufficiency".

Atmanirbhar Bharat has been called by some as a re-packaged version of the Make in India movement using new taglines like 'Vocal for Local'. The program highly emphasis domestic manufacturing and productions of goods to meet the domestic demand thereby lowering the import burden. The state of the world today teaches us that (AtmaNirbhar Bharat) "Self-reliant India" is the only path. Every country should be at least self-sufficient for their basic needs. This Moto has become the center of gravity around which other products can also be developed indigenously. India must have the self-confidence to chart its course and compute its path to self-reliance. The pandemic has generated a supreme chance for the country to showcasing indigenous power. It is not going to be very easy as it seems, to be Self-Reliant. We'll need to strengthen the roots to achieve it. Tremendous research and experiment need to be done to build its roots. Hit and Try approach will be more beneficial. The Chinese 20-year model of globalization will solve most of the negative points. However, they were carried out reverse engineering techniques. We under AtmaNirbhar Bharat needs to approach via technology over globalization. Thus, the innovation will be the prime focus leading to world-class products. We will have to go 'Vocal for Local' by promotion, adoption of products by Indian origin companies to make them a globally identified, and it would be our contribution to make India Self-Reliant. On the other hand, it's the responsibility of the Indian manufacturers that they should produce durable, reliable goods keeping in mind that many of us should adopt it. We will have to know the reason that why we Indians don't use local things aren't that reliable or it doesn't meet our demand & standards, I think so because we

don't buy the jute products, handlooms, khadi, Indian origin garments but we prefer the imported one. India can't be AtmaNirbhar by the effort of some of us, instead, it needs the contribution of all of us. It's not the sole responsibility of the creator, we as a consumer also needs to support them by buying and recommending domestic variants. Thus, hand in hand will be the key player for this mission.

### 1.2 Emerge of need to be self-reliance (kind off)...

India is a country known for its teaching-learning methods. Since ancient India (formerly Bharat) we were mostly engaged in "necessity is the mother of invention" ideology. This tradition is followed even in modern India too. The Pandemic due to the novel coronavirus not only shows its negative impact globally but also teaches the lessons of self-reliance. Because of COVID-19, the global supply chain was disturbed creating a scarcity of basic needs for many countries. Although India was having sufficient resources already imported. However, as the lockdown 2.0 and onwards were going on, the local ventures came up to meet the utmost need of face mask, sanitizers, PPE kits, etc. This created hope for being AtmaNirbhar in every aspect. As every year many reports show the growing Chinese market capitalization in India, the local businesses were in the need for local support.

Atmanirbhar Bharat Abhiyan is the new version of 'Make in India' which was announced by Hon'ble Prime Minister on 12th May 2020 with a new vision. 'Make in India' program shows a drastic change in many sectors like aviation, automobiles, biotechnology. PM Modi said that India will play a leading role in the global revival. AtmaNirbhar Bharat Abhiyan is not about being self-contained or being close to the world. It is about being self-sustaining & self-generating. This was undertaken and the Atmanirbhar Bharat concept was introduced. The pandemic gives the lesson that, this is the right time for India to get established as a global hub for manufacturing various products. The manpower can be utilized in the right direction for creating world-class solutions. Today, the mission has created a belief among citizens that they can also have the power to serve the nation by participating in "vocal for local". The local businessmen are also highly enthusiastic about delivering their best.

### 1.3 The Pillars to Adhere

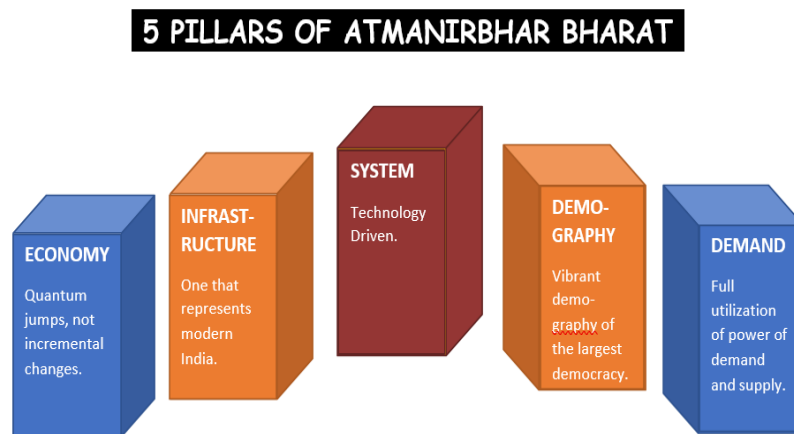


Fig. 1

### 1.4 Economy

As mentioned about the pillars of the AtmaNirbhar Bharat Abhiyaan, the Economy is one among them. For a government, the economy is usually in the middle while launching any of the schemes. The economic headway of the country is very expected as a successful jaunt of any program initiated. Also, the success of the ruling party is somewhat related to the GDP during its time.

As said by PM Modi "An economy that takes quantum jumps and not incremental change."

The AtmaNirbhar Bharat mission has its center of gravity towards the economic growth of the country. The PM Modi's 5 Trillion Indian's GDP 2023 target is often given a shape and a quantum move through this initiative. During this 21st century, every country is heading for the strongest GDP. Thus, this significant pandemic has given us the chance to rebuild the foundations under this mission. Through this mission, the government is trying to reconstruct the domestic demography. Since the 1990s as privatization is introduced in India the aim was to spice up the Indian economy. But today, still we are underneath the mark. One among its causes could be the more powerful impact of foreign products having surplus demand regardless of its price tag. Although they're up to the mark for customer satisfaction. Our local businessman due to almost negligible research and development falls way back in quality assurance. Our big learning from our pre-1991 closed economy was that efficiency is tough to spur without the prod of worldwide rivalry. it's usually the threat of consumers being lured away that pushes companies to boost quality, contain costs, invest in research, innovate, and perform better. We saw this happen after we opened our markets to the remainder of the planet. This resulted in a much better allocation of personal resources, by and enormous, a facet of economic liberalization remains valid. Self-reliance may be a worthy pursuit, but its implementation must not slide us back to the old days of inefficiency. Another reason could be unbalanced import and export. The import of products has overpassed export. Thus, these points are often tackled by AtmaNirbhar Bharat. The manpower potential alongside great minds are often utilized for economic reformation. it's export dependence which will make even an outsized economy vulnerable. Self-reliant India needs a competitive economy.

## 2. INFRASTRUCTURE

"Infrastructure that should be world-class and becomes the identity of India, which is synonymous with a modern India."

For any country, its infrastructure is a matter of gratification. From roadways, railways to airports, and other smart-city initiatives, the last few years have witnessed an astonishing change in the sector, leading to world-class facilities coming up across different parts in the country. The infrastructure industry in India has been experiencing fast development in various sectors with the improvement of urbanization and growth in the participation of foreign investments in this field. Infrastructure growth is clear all over the country in the form of new highways, roads, ports, railways and airports, power plants, urban and rural infrastructure, including water supply, sewerage, and drainage, irrigation, and agriculture systems. The point of infrastructural development is having higher importance for bring a AtmaNirbhar Bharat, as healthy roads will produce greater transportation in lesser time, world-class enities for living will create fast-forward urbanisation, great momentums will boost the tourism activities and so on will thus accelerate the economical portfolio indeed achieving self-reliance. However, the infrastructural development will need mandatory and high-class research and development team to achieve the mark within the time bound. Thus, the employment will be generated on greater scale for the exceptional projects to be carried out. This Pillar on the other hand will also lead to the develop extraordinary skills and techniques among the rural labours as the massive infrastuctural workers are from the rural India. Not only their livelihood and wages but also the formal work method will be reframed. Thus, the extracted development of the infrastructural field might be instrumented in other fields also. Exceptional Projects, Massive labour force, Research oriented models, cost effective expenses, space utilisation, Genuine implementation, long lasting and eco-friendly structures, High class plans, Dedicated Core Team, etc will configure to this pillar. With private investment, consumption-led demand, and exports all looking weak, the thrust to revive growth would have to come from the government-driven expenditure. Constructing future-ready, intelligent, buoyant, and sustainable infrastructure could help restart capital goods production, provide employment, and revive private sector confidence. Strengthening rural infrastructure should promote the growth of agro-based industries, better access to markets for farmers, and the creation of job opportunities for the rural population.

**“Infrastructure sector is all about constructing assets for the country. It is part of nation-building.”**

### **3. SYSTEM**

**“We need a system that is no longer based on the rules and rituals of the past but one that actualizes the dreams of the 21st century. This system needs to be technology-based.”**

India is a developing country that has had many ups and downs. But despite all barriers, the nation is making every effort towards development. As a third world nation, there is little that India can achieve but there are lots that have been achieved such as:

1. 2014:- Polio Eradication
  2. 2013-14:- Launch and successful completion of Mars Orbiter Mission [MOM] or Mangalyan
- And many more...

The system is the pillar of AtmaNirbhar Bharat which expounds that the technology should be enforced in almost every field. The traditional paper file records should be dumped using the latest technological advancement. Thus, to create a digital flawless system for better and quick access for the creator as well as the consumer. Although this pillar is highlighted during the Atmanirbhar Bharat mission, its foundation was laid down by Hon. PM on 1st July 2015 under the Digital India initiative. This pillar becomes the utmost extended path for boosting digitalization in India. The question arises is it needed right now for India? The answer is definitely Yes, it is. A whole world is taking a quantum jump in technological aspect, India needs the utmost reframing of its technological system. Technology will be a lead generator for India for gaining maximum FDIs., a concentrated IT industry service provider, establishing Multinational companies 'Indian branches, etc. India using technology can serve the world in many aspects. The roar of developed nations for 5G technology will be a golden chance for India to provide world-class services. Recently Indian company Tata Consultancy Services (TCS) becomes the world's most valuable IT company surpassing the US's Accenture. This shows we have great potential just needed the local and governmental endorsement for kick-starting digitalization. This is the pillar having wider benefits for almost every corner. The Education system being technology-driven can deliver 24\*7 learning for students, more interactive, as well as reachability over miles through the internet, can be procured. The Hospitals can be connected from Kashmir to Kanyakumari and Ghuar Mota to Kibithu over a single database for constituting an ecosystem for where citizens can take treatment throughout the country. Every Single transportation medium can be digitalized to deliver one-click ticket booking and more specific routes thus facilitating lesser travel time. With the 21st century bringing more and more development in the world, the nation also sets its sight on more development plans and has begun to grow economically and even in the infrastructure sector. Most critics have predicted that India will be a fast ruling nation, even overtaking its rival China. Not only in the population sector, the economy and industrial sectors have also developed a lot in India. Companies have taken to a huge sweep, with more and more foreign nations investing in India. The technology-driven system has infinite strong points as we are heading for the 21st century which is also known as the Technological era. Hence to give India a new face it is obligatory to digitalize India swiftly for turning out to be a world leader and achieving self-reliance.

### **4. DEMOGRAPHY**

**“We are the world's biggest democracy. Vibrant demography is our strength. It is the source of energy for our efforts to make India self-reliant.”**

Till now we came across three pillars that were shaping India's self-reliant mission, but the most important key factor for bringing up all the other four pillars more significantly is the largest democracy factor. As we have a very strong and energetic youth population, the manpower can be brought in to play a vital inning that can mould the AtmaNirbhar Bharat initiative. The Demographic credentials can be taken into consideration for delivering wider governmental policies as per the requisite. This will assist the needy with worthwhile resources so that the morale of the enthusiast can be taken up as well as will give an advantage towards being self-reliant. India's demographic dividend or demographic disaster, dependent on the shade of your glasses, is defined

by the fact that 600 million of India's 1.3 billion people are under the age of 25. Over two thousand ethnic groups make up India's population, speaking 780 different languages of which only 22 are officially recognized by the Government of India. The geographic diversity of India reaches from villages beneath the Himalayas in the north to communities in the Thar Desert in the west, rain forests in the Northeast, the central Deccan Plateau, and beaches that extended to the southern tip of the subcontinent.

As we saw how China make use of its manpower during the late '90s. India should also have an equivalent approach. The more hands available in the better of the nation the faster will be the development. Thus the self-reliance moto will be achieved by taking the advantage of billion brains. As we know since the past 70 years after the independence many policies were made and recorded on paper but their lack of proper implementation has caused a negative impact on the upbringing of the nation in many aspects. Thus the execution of many such policies under AtmaNirbhar Bharat concentrated according to the demography is much needed.

## 5. DEMAND

**“The cycle of demand and supply in our economy is an asset. We need to utilize this powerfully.”**

In light of the current scenario, we need to reconsider our supply chain dynamics and form our economy. We need to redefine our plan to become self-reliant. Atmanirbhar Bharat is possible if we work on our fundamentals. The fifth pillar which can also be entitled as the backbone of this abhiyaan is the demand and supply chain. This is the primary reason for launching this mission. The surplus imports of even small-scale commodities over the exports need to be taken under control. For this, the AtmaNirbhar Bharat initiative actively needs to be successful. Then another motivation can be pointed out to counter the growing dominance of Chinese products. Even the demand for Agarbatti which is the most common and daily need of every Indians household is meet by the Chinese imports. Thus many such sectors are there whose demand is still fulfilled by Chinese products. Since most companies are looking for alternatives beyond China for all the manufacturing operations, we in India got a great opportunity ahead of us. And to tackle the chance well, we have to re-examine our policy and approach. The ups and downs in the prices of daily commodities have always been in the people's eye. India has a vast domestic market with high consumption, and dependency just on the natural availability of resources for socio-economic activities contains growth. At the working-class level, all this is a great experiment of the demand-supply cycle: check what resource is short in a particular area; research where that particular resource is great, and redirect the resource to the place where it is short. This is what we have seen occurring in the past and will continue to happen for generations to come. The new pattern of migrants going back to their states will shift the demand-supply curves appreciably. Economic growth, which previously came with tremendous urbanization, will now be seen distinctively. If we can make all the necessities like food, water, shelter, Internet connectivity, and some employment opportunities available within rural areas, a good number of migrants might just stay back and it will indeed decrease the pressure on our megacities. This would also dodge overcrowding in cities. To meet all these it's the utmost need to grow the domestic market. The manpower of India can be deployed for the wider supply chain. This competency was shown by India during the lockdown. From Zero production of PPE kits to the lakhs/day not only delivered to the domestic demand but also foreign demand. In the times to come, the demand-supply cycle will reduce and there will be a surge in the awareness of the purchases of the future. For larger feasibility, businesses around the world will have to accommodate themselves according to the shift in consumer behavior. The use of technology and Internet penetration is enormously increasing consumption patterns. It will openly be a testing time for industries and institutions, and in reality, only the suitable or those that can change faster will survive. The organized demand and supply chain can be also made use of for generating a large-scale employment break over the unemployment. Thus, this pillar contributes in wider aspects to the AtmaNirbhar Bharat Mission.

## 6. THE PRIME SECTORS



Fig. No.2

## 7. RURAL TOURISM

Whenever we think of tourism in India, mostly these places come to mind, the Taj Mahal of Agra or the old monuments of Delhi. If we have to make our India AtmaNirbhar then we will have to develop tourism in rural areas where the Indian culture is better known. Because foreign tourists like Indian culture more. So, if the Indian culture from the rural areas is developed properly then



people living there can get employment to increase their tourism. Those who are artists of rural areas can show their own cultural art. India's folk art has considerable potential in the international market due to its traditional beauty and authenticity. Rural folk paintings of India have unique colourful designs which are considered in religious and mystical traditions. Some of the famous folk paintings in India are Madhubani paintings of Bihar, Panchatantra paintings of Odisha state, Nirmal paintings of Andhra Pradesh, and other such folk-art forms. Folk art, however, is not limited only to paintings, it also extends to other arts such as pottery, home decoration, jewellery, cloth making and other things.

The potteries of some regions of India are quite popular among foreign tourists because of their ethnic and traditional beauty. And in such a way our culture will also get importance. The historic monuments of Indian Kings and the kingdom can be renovated and kept maintained so that tourists can explore them. We should feel proud and responsible for keeping the inheritance alive. Just like the care taken of Mysore Palace and Amber fort of Jaipur, the other forts and palaces are also in the same need. The more we will be focused on the underrated monuments the more we will be able to showcase the world the powerful dimensions of the ancient India. The tourism industry rules all the length and breadth of Indian geography, from the Runn of Kutchh of Gujarat to the seven sisters of Eastern India and the deep valleys of the Himalayas in the north to the Greenery and coastal heritage of southern India. Thus, if the buzz is created among the Indian citizens the industry can highly contribute towards the GDP, building a clear path for AtmanNirbhar Bharat. All these can promote the slogan of "Vocal for Local" as stated by our PM Narendra Modi.

### 8. ELECTRONIC SECTOR

Modern India is aggressively heading towards a technologically sound country that needs hardware support along with software development. As per the reports shown by the world trade centre, India is heavily dependent on China for fulfilling the requirement of electronic equipment by almost 90%. It mainly includes integrated circuits, TV panels, LEDs, motherboards, mobile phones, etc. Almost in every sector, the hardware becomes the backbone for building successful software. "Between April 2019 and February 2020, total imports of electronic goods stood at Rs 3.59 trillion. Out of this, imports from China stood at Rs 1.42 trillion or 40 percent of total imports of such goods," WTC said. Thus, this underrated sector requires drastically indigenous support to overcome this huge gap. Trillions can be reinvested in India itself rather than flowing to China. This will not only clock India to be self-reliant but also employment can be created on large scale. Many such moves are being marked by the Modi government under the made in India initiative. Global brands like Apple, Samsung, LG, Xiaomi, etc are in the plans to moving their plants from China to India over trade disputes. Thus, a golden occasion for an Indian player to take up this chance and start supplying the requirement within the nation is emerging. Entrepreneurs under start-up India can also set up a manufacturing model through various subsidiaries. Such steps can also take India at the centre for supplying cheap and quality electronic goods over China thus attracting more and more foreign investment.

**PRODUCTION PROFILE OF ELECTRONICS SECTOR.  
(IN RS. CRORE)**

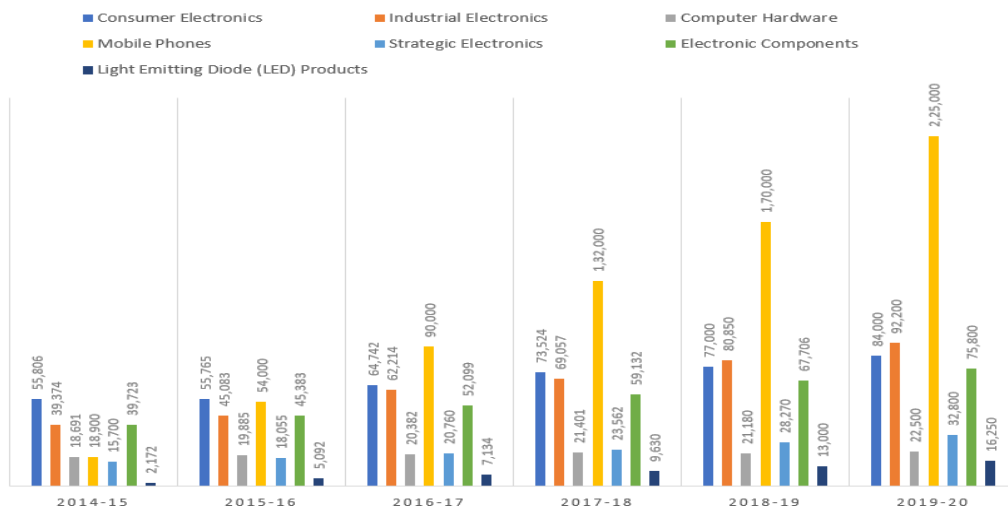


Fig. 3

### 9. IT SECTOR

The most prominent field of the 21st century is the IT industry. This technological era is mostly driven by this sector, and, yes, the time has come for India to level up this sector with the most advanced fulfillments. Yes, the MNCs like Alphabet Inc., Apple Inc., Samsung, Amazon, Facebook, etc. have their dominance throughout the globe but the pointer which is connected to all these and mainly with Chinese companies is about user data. Hence from the national security side as well as from the possessing self-potential point, we need to take a stand in this sector also.

The Unicorns like BYJU's, Paytm, Oyo, etc. are though indigenous but it covers heavy investment from China. The Indian Tech giants like TCS, Infosys, Persistent having a strong foundation can manipulate this foreign supremacy through a million mind's power. The Digital India mission was also started by our Hon. PM in 2015 which describes the transformation of the paperwork to digital work. Thus concluding the point, we indeed need our servers, our clouds, own security system to handle such system with more privacy, the computer scientists also need to understand that what they are doing for foreign companies the same can be applied by taking the nation at the core.

The AtmaNirbhar Bharat thus highlights that young minds along with innovation with a vision to be Atmanirbhar in the IT field must be shaped within the coming years. The recent example of Atmanirbhar is related to online gaming. India due to some security clause banned the most popular app PUBG. The next day Bengaluru based nCore games announced Indigenous PUBG rival FAU-G. This demonstrates that "If there is a will, there is a way". And the Will is the key factor for making a quantum move in being self-reliant in the field of IT.

## **10. AGRICULTURE**

Everyone knows that India is an agricultural country. But the development is not much in the agriculture of our country. If we want to become AtmaNirbhar in the area of agriculture, then we have to bring more development. We can bring development in all these ways in agriculture, we have to educate our farmers about the technical agricultural facilities as their area a lot of new facilities available such as

- GIS software and GPS agriculture
- Satellite imagery
- Drone and other aerial imagery
- Farming software and online data
- Merging datasets

These facilities can be provided for better production. The agriculture sector is the building block for India's AtmaNirbhar Bharat mission. Lack of advanced instruments, poor technological application, uniform maximum selling price, etc. is some of the issues that need to figure out. More powers and financial aids should be given to farmers so that maximum yield can be produced. Whatever the production is, sometimes due to poor crop or due to short sale, all the farmers throw away that produce. For this, we can request the government to provide cold storage and a large storage area, so the crops will not get spoiled.

It is important to strengthen our agriculture to create an AtmaNirbhar Bharat.

## **11. CONCLUSION**

The AtmaNirbhar Bharat initiative is not only the sole responsibility of the government, but also of every citizen. The elder ones can contribute through their life long experiences while the younger ones can dwell into innovation and creative activities. India has its own potential of being AtmaNirbhar, the one thing is about realizing, and implementing it in a consistent manner. The government should also provide a prime focus towards backwards rural India for maximizing the collective growth of India. Our paper concludes on the points that are highly responsible for quantum growth being a self-reliant country in almost every walk of life. The crackdown of Chinese dominance in the Indian market and 5 trillion dollar economy target can be given a sunrise through this AtmaNirbhar Bharat mission.

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