

Atmanirbhar Bharat Abhiyaan –Towards Promotion of Entrepreneurship

Ms. Lakshmi Varma *Adhoc Faculty in School of Management Studies, Central University of Kerala*

Prof.Dr.V.Balachandran, *Dean, School of Management Studies, Central University of Kerala*

Abstract

AtmaNirbhar Abhiyaan was launched by the Prime Minister on 15th May 2020 to make India Self reliant. The schemes focus on promoting multiple sectors of MSMEs, cottage industries, aviation, health etc which will boost employment and entrepreneurship in the country. Our Government had realized the importance of entrepreneurship long back and has taken various measures to support who strived to be entrepreneurs. Entrepreneurship not only generates income for the owner, but also employment to a number of people around it as well as provides products and services to the society at a cheaper rate and easily accessible manner. Hence it reduces the dependency of the society on the business giants and external players. It boosts the productivity of the economy. The Government under the AtmaNirbharat Bharat Abhiyaan takes initiatives to support the economy that has been affected by the Corona Virus pandemic and the lockdown of the country which is still continuing in smaller levels.

Key words: *AtmaNirbharBharat, Entrepreneurship, Entrepreneurs, Economic development/Growth, empowerment,*

Date of Submission: 26-08-2021

Date of Acceptance: 11-09-2021

I. Introduction:

AtmaNirbhar Bharat Abhiyaan is a campaign launched by PM Narendra Modi in May 2020. This is a movement to promote entrepreneurship. The importance of being a self-sufficient country is becoming more and more evident in this period of Covid. Most of the developed countries in the world have been affected by the pandemic causing a massive reduction in International trade and migration of people. Countries like China, America, and Britain, etc have received a severe blow to their economic growth. This is an awakening call for our country to be self-dependent to maintain a stable economy through thick and thin. The government has taken a huge step in making India self-reliant. The citizens are encouraged to be owners of their enterprises. Entrepreneurship is the only method that can become the backbone of a resilient economy. Entrepreneurs in our country have always made us proud. They have contributed to the growth of our economy in various measures. They are not only contributors to income tax and GDP growth, but they also provide financial, technological, and human resources whenever required.

Entrepreneurship for societal welfare: Entrepreneurship promotes social and economical development in every walk of life. Such businesses have not only helped themselves economically, but they have created an easier way for the common man to attain his needs. Mr. Azim Premji, Mr. JRD Tata, Mr. Dhirubhai Ambani and their peers who were once young businessmen have with great willingness shown their gratitude to the society from the beginning itself. Wipro enterprises and Azim Premji foundation have together contributed around 1125 crore rupees to fight against the Covid Pandemic and the involvement of Mr. Tata in the empowerment of women and girl's education is noteworthy. There are countless examples to illustrate how such entrepreneurs work for the welfare of society.

Entrepreneurship for economic development: The role of entrepreneurship in the development of a country is immense. Our government has realized the contribution that startups can promote economic growth. 'AtmaNirbhar Bharat' or self-reliant India is the term our PM, Narendra Modi coined when he spoke about economic development. The promotion of entrepreneurship can mitigate issues like unemployment and underdevelopment of the economy. Big corporates indeed employ millions of youth in this country, but these corporates were also startups when they began. Numerous examples of successful start-ups can be quoted which have helped us to remove our dependence on corporates and MNC companies from outside. We are well aware of the stories of Make My Trip, Red Bus, Zomato, Ola Cabs, and Flipkart, etc who began with a humble background and rose to be a giant.

One such example is Swiggy. A company that began in Bangalore with 6 delivery executives is now worth around \$3.3 billion. Today Swiggy operates in over 300 cities all over India and employs over 2 lakhs delivery executives. Swiggy's success can be pointed out by the innovative use of Artificial Intelligence in food delivery. The company serves not only its customers but also its partner restaurants and delivery executives too. The AI platform can predict the locality from where the probability of getting a high number of orders and the type of dishes those are most likely to be ordered thereby making the work of the employees and the restaurant owners easier. It also empowers smaller restaurants to reach a wider range of customers as home delivery is made easy. The customers are happy as the home delivery at any time and any place makes life convenient for them.

If Swiggy is a technologically advanced start-up in an urban city, Prema Gopalan's Swayam Shikshan Prayog was developed in a rural part of Maharashtra.



When her village was hit by an earthquake, Prema along with other women in the village decided to rebuild the houses. Prema was able to inspire women from around 1300 villages for this project. They completed the project within 5 years, in 1988. After this event, she began Swayam Shikshan Prayog which trained women in various fields like organic farming, sanitation, health, etc. SSP encourages women to be the 'change makers' of their community. Hence this start-up helps others to become entrepreneurs and become self-sufficient.

Promotion of Innovative projects: AtmaNirbhar Bharat Abhiyaan is involved in various activities that promote innovative projects and citizens who strive to be self-reliant. In the scenario of the pandemic, the government has announced a package of 20 lakh crores to make the country competitive in the world market. It supports the growth of multiple industries like agriculture, fisheries, coal, and mineral, etc, and has also take relief measures for the migrant workers, street vendors, workers on fixed salaries, etc. It promotes Medium and Small scale industries, Housing Finance Companies, and Non-Banking Finance Companies by providing relief measures. The main feature of AtmaNirbhar Bharat Abhiyaan is that it provides Business loans to MSMEs, small agriculturalists, people engaged in animal husbandry, etc without any collateral securities. The borrowing limit of the states has also been increased from 3% to 5% so that they can improve the health care, education, sanitation, and infrastructure. The migrant workers will be able to avail the facilities anywhere in the country with one ration card. AtmaNirbhar Bharat Abhiyaan aims to protect society from any sort of external dependence and also bring global cooperation to our country. Encouraging start-ups will enable the country to fulfill the mammoth task that our government has undertaken.

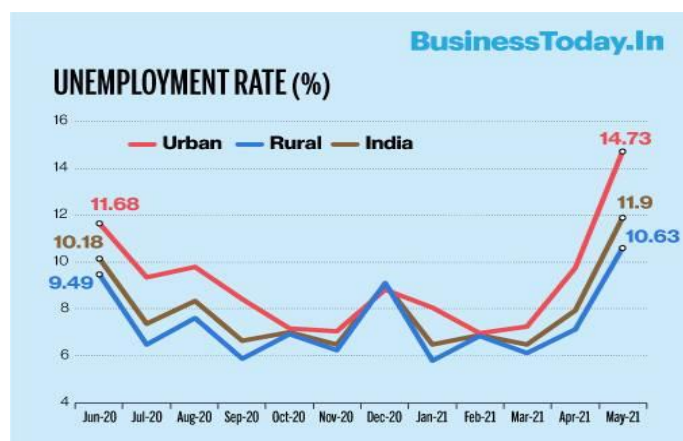
AtmaNirbhar Bharat is built on 5 pillars that –

- i. **Economy:** The Abhiyaan aims to make a giant stride of growth in the economy and not step by step changes.
- ii. **Infrastructure:** The infrastructure facilities which stand at par with global standards will be introduced in the country which will represent the modern India.
- iii. **Systems:** The Abhiyaan desires to create a technology based system which is not based on our old customs, rules and regulations.

- iv. **Demography:** India's demography is its strength. We are endowed with a young population which can be utilized for strengthening our economy.
- v. **Demand:** The Abhiyaan also aims to reinforce all the stakeholders in the supply chain. We will be able to utilize the full power of demand and supply with this step.

AtmaNirbhar Bharat Abhiyan – A Movement towards self reliance

The Pandemic that infected the Indian society in the early 2020s and which is still continuing in 2021 has created a sense of uncertainty in the country. A significant proportion of the population lies in the middle class and lower classes of the society. The rural India who was already struggling to grow among various difficulties has yet again received a blow. India is said to have hit a low on the employment rate in 2020-21 due to the extended lock down. The Unemployment rate of the country was 11.9% in May 2021 which is very high as compared to the 6% in September 2020.



It is said that over 1 crore people have lost their jobs and the income earned by most of the households in the country have drastically reduced. Hence people are forced to find alternate sources of livelihood. Self employment is the best choice that the citizens can opt for at present.

Atmanirbhar Bharat –Measures initiated

The Government has released numerous schemes under AtmaNirbhar Bharat Abhiyaan to refinance the economy that has been struck by the pandemic and the lockdown that resulted from it. Most of the rural entrepreneurs belong to the Micro, Small and Medium Industry and the cottage industries. This sector is also the largest employment provider to the middle class and lower class citizens. The MSMEs in the country will be boosted with special focus through the Abhiyaan. Rupees 20000 crores has been allocated to provide a subordinate debt and various other financial measures like Rupees 2500 crores to support companies to reduce their EPF contribution, Rupees 30000 crores for improving the liquidity of NBFCs, HFCs, MFIs etc have been announced under the schemes.

The Pradhan Mantri Garib Kalyan Package caters to the poor citizens of the country. This includes the provision of rice/wheat, pulses, facilities like gas cylinders, increase in daily wages, and Provident Fund facilities which will support the farmers, construction workers, senior citizens, widows and female citizen of the country. RBI has also been handholding this scheme by taking various measures to improve the liquidity of the country. Special schemes like Kisan credit card, 86000 crores in the form of agricultural loans etc provide focused support to the farmers in the country. Many salaried professionals in the rural areas turned to agriculture, animal husbandry, pisciculture etc. to earn income during this period. Financial assistance has been provided for people becoming entrepreneurs in these sectors. An amount of 20000 crore rupees have been dedicated under the Pradhan Mantri Matsya Sampada Yojana. The Animal Husbandry Infrastructure Development Fund has provided an amount Rs. 15000 crore for this sector. Other schemes are dedicated to herbal cultivation, bee keeping etc.

The Abhiyaan has also included many measures such appointment letters to the labourers, provision of gratuity for those who have completed one year of service in fixed term employment, standardizing the minimum wage, etc to formalize the employment of labourers and migrant workers. An annual health check and strict measures for the health and safety of workers have also been formed under this scheme. The state governments are given the responsibility to look after the welfare of the migrant workers. They have been provided with identification cards through which they can access facilities like food provision through the

Public distribution System and portability of welfare facilities. The migrant workers are also allotted accommodations which are affordable to them.

Another beneficial scheme under this Abhiyaan is the moratorium period of 3 months for payment of monthly installments for loans in all sectors. This initiative relieved millions of citizens from the tension who were deprived of work or salary during these months. Receiving benefits in the form of the basic needs removes the burden of the people of providing their families. This helps them to bounce back on their feet when the economy is brought back to the original state.

The Government has also reformed their policies to increase the inflow of investment in the country. The states are ranked according to their attractiveness to improve the competitiveness. An empowered group of secretaries have been established to perform the clearance of the investments in fast track mode. The infrastructure of the country will be upgraded to promote investments in the country. Digitizing the country is a great step that helped many sectors to maintain their business from being shut down. People have used this opportunity to create additional incomes through online works. Board meetings, sales pitches, educational and training sessions, reporting and even cabinet meetings are being conducted online. The land bank has been developed to make industrial land available when required. Establishment of Industrial Information system with GIS mapping in the SEZs, Industrial parks and estates will enhance the technological advancement of the business sector immensely. Special consideration has been given to the aviation sector. Private partnerships are encouraged to create multiple airports of global standards. The improvement of transportation facilities will catapult the investments inside the country including foreign investment.

The government has also launched several activities focusing the development of the tribal population of the country. Our country constitutes a very diverse population of tribal community which forms an important part of our society. Building the basis of entrepreneurship in such communities is vital for their growth and development.

Tribal Entrepreneurship Development Program [TEDP]

The Tribal Entrepreneurship Development Programme was launched by the Union Minister of Tribal Affairs, Arjun Munda. Ministry of Tribal Affairs and Associated Chambers of Commerce and Industry of India (ASSOCHAM), an apex industry body has commenced a new three-year initiative jointly for Tribal Entrepreneurship Development. ASSOCHAM has been designated as one of several Centres of Excellence partnering with Ministry of Tribal Affairs to implement special projects related to socio-economic development of Tribals.

It is a three year initiative intended to develop the potential of tribal community so as to harness the skills and talents of tribal communities for overall social and economic growth of this community. The objective of the program is to optimize the contribution of tribal population to the growing economy of our country and support India's vision of becoming Atmanirbhar.

It is also envisaged to promote and support entrepreneurship across Indian tribal communities. Required efforts are initiated in connecting agriculture and forest produce with markets using technology, creation of self-help groups, empowering women, and creating self-sustainable enterprises. In order to implement the proposal, initially 1000 tribal artisans would be identified under this initiative. The tribal artisans will be assisted to create a unique brand identity with a differentiated value proposition. Further, it is proposed that they will be linked with the potential customer base through exhibitions, virtual road shows. The Centres of Excellence are expected to facilitate the tribal artisans in marketing their products so that their earnings will be enhanced for betterment of their lives.

Collaboration by Sri Sri Institute of Agricultural Sciences and Technology (SSIAST) with MOTA

The Ministry of Tribal Affairs (MoTA) has been actively pursuing the AtmaNirbhar Bharat Abhiyan through envisioning projects and policies that promote self-sustenance and are self-generating for the tribal community of India. The SSIAST in collaboration with MOTA has launched its Centre of Excellence for natural farming to making tribal farmers self-reliant. The project will train 10,000 tribal farmers in sustainable Natural Farming techniques and will introduce them to marketing opportunities.

Collaboration by ASSOCHAM with MOTA

On Oct. 2nd 2020, MoTA and ASSOCHAM launched the 'Tribal Entrepreneurship Development Program' a three year long initiative focused on socio-economic development of Tribal groups in India. MoTA with FICCI Social Economic and Development Foundation undertook a study on Tribal welfare and Entrepreneurship Development in Jharkhand with the focus of the study was to understanding the present means of livelihood of the tribal community in the two identified districts, identifying the challenges faced by them and recommending suitable strategies to make them self-sustainable.

BAIF Development Research Foundation

Under Model Village Scheme, BAIF has envisaged to bring about an overall development in a far off village to become a Model Village. The Mission of the organisation is to create opportunities of gainful self-employment for the rural families, especially disadvantaged sections, ensuring sustainable livelihood, enriched environment, improved quality of life and good human values. This is being achieved through development research, effective use of local resources, extension of appropriate technologies and upgradation of skills and capabilities with community participation.

The various measures adopted by the government are expected to trigger the growth of our economy and help us to recover the losses we suffered in the previous year. The economic growth of the country is forecasted to be 10% in 2021 which will be greater than a number of fast growing countries including China.



II. Conclusion

It is evident from the foregoing analysis and discussion that AtmaNirbhar Bharat Abhiyan has become a movement for promotion of entrepreneurship particularly in undeveloped and under developed regions in India. The movement intends to identify potential and skill among poorer sections of society and to train them so as to earn a livelihood not only for them but also for their entire family. The Movement envisages creation of innumerable entrepreneurs and infuse confidence. Today, some of the States are glad to see many entrepreneurs particularly in rural areas started producing different types of local products and started marketing through various agencies. There has been a perceptible change in their mindset. They started raising the standard of life of the people around them. They not only employ their fellow beings but also provide their customers with innovative products at affordable prices so that the dependence on external sources like exported goods and services are reduced. When an industry flourishes in an area, the infrastructure facilities also improve thereby providing the local people with good roads, hospitals, schools, malls, and many other facilities. A rural entrepreneur can bring an underdeveloped society to the front of the nation just like Prema Gopalan's. It not only makes us independent but also creates an edge in our exports that will further lead to an inflow of foreign currencies.

References

- [1]. Agarwal.S. (2018, December 23). Swiggy Timeline: From a Bootstrapped Venture to India's Fastest Growing Unicorn (Infographic).Startup Success Stories. *Entrepreneur India*. <https://www.entrepreneur.com/article/325292>.
- [2]. Government of India.(2020). *AatmaNirbhar Bharat Abhiyaan*. Retrieved from <https://aatmanirbharbharat.mygov.in/>
- [3]. Invest India. (2021). *Atmanirbhar Bharat Abhiyaan*. Retrieved from <https://www.investindia.gov.in/atmanirbhar-bharat-abhiyaan>
- [4]. Ministry of Tribal Affairs. (2021). *Aatmanirbhar Bharat Abhiyaan*. Retrieved from <https://tribal.nic.in/atmanirbhar-bharat.aspx>
- [5]. Ministry of Tribal Affairs. (2021). *Model Village (Adarsh Gram)*.Retrieved from <https://tribal.nic.in/Model-village.aspx>
- [6]. PIB Delhi.(2020,October 2). *Shri Arjun Munda E-Launches Tribal Entrepreneurship Development Programme of M/o Tribal Affairs in Partnership with Assocham Under Its Centre for Excellence Initiative*. Ministry of Tribal Affairs. <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1661117>.
- [7]. Roy.A. (2018, October 11). These 5 rural women entrepreneurs changed the destiny of their communities. *Yourstory*. <https://yourstory.com/2018/10/5-rural-women-entrepreneurs-changed-destiny-communities/amp>.
- [8]. Sharma.M (2021,June 3). Unemployment rate shoots up to 12-month high of 11.9% in May. *Business Today*. In. <https://www.businesstoday.in/latest/economy-politics/story/unemployment-rate-shoots-up-to-12-month-high-of-119-in-may-298103-2021-06-03>.
- [9]. Sharma.S. (2020, December 9). India may regain 'fastest-growing economy' tag in 2021; base effect, Modi govt policies to help. *Financial Express*. <https://www.financialexpress.com/economy/india-may-regain-fastest-growing-economy-tag-in-2021-base-effect-modi-govt-policies-to-help/2146453/>