



Atmanirbhar Bharat: Self –Reliance Through Entrepreneurship

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Abstract:

Entrepreneurship is foundational driver for achieving the goals of Atmanirbhar Bharat, promoting self reliance, generating employment, and strengthening India's economic ecosystem through innovation and local enterprise. Atmanirbhar Bharat is a government mission designed to promote self reliance in India by accelerating entrepreneurship, supporting innovation, and strengthening domestic industries across various sectors. The Atmanirbhar Bharat Abhiyan comprises several financial and policy based measures across different sectors to address liquidity, reforms and sector specific challenges.

Entrepreneurial ventures amplify India's capacity to produce goods and services domestically, reducing dependency on imports and leading to a resilient local economy. Program like "Startup India" and "Make in India" have encouraged new business formation, especially among youth and within rural and semi urban areas. By nurturing homegrown solutions, channels creative talent to solve local and global challenges. Atmanirbhar Bharat (ANB) has played an important role in start-ups. It is giving birth to new young entrepreneurs male as well as female but also helping key pillar of India's economic growth. The ecosystem of Atmanirbhar Bharat has opened a new avenue of opportunities and playing an important role to make a bigger change in Indian society.

Keywords: *Atmanirbhar Bharat, Entrepreneur, Entrepreneurship.*

Aims:

Paper aims to analyze Atmanirbhar Bharat Abhiyan, start-ups in India. Paper also focused impact of Atmanirbhar Bharat Abhiyan on Indian economy.

Introduction:

Atmanirbhar Bharat Abhiyan was launched in may 2020 by the Government of India with the aim of making India a self-reliant, resilient and globally competitive

economy. Objective of Atmanirbhar Bharat is to boost India manufacturing capacity. It reduces import dependency encourages innovation and startups . Improve ease of doing business and increase exports. We have till now being dependent on global suppliers, innovations and solutions for Indian needs. Atmanirbhar Bharat Abhiyan gave an opportunity to Indian start-ups to take charge of innovations and produce an

Indian solution for both India and world. Start-up has already started showing its impact by innovating and offering world class affordable products across various sectors like automation, finance, supply chain, logistics, healthcare etc.

Key Initiatives Under the Mission:

- 1) **Production Linked incentive (PLI) Scheme:** Incentives for companies based on increased sales and manufacturing implemented in sectors like electronics, pharmaceuticals, automotive, solar modules and textiles.
- 2) **Vocal for Local:** Promoting locally made products by encouraging domestic production and reducing dependence on imports especially in sectors like MSMEs, electronics, and textiles.
- 3) **Make in India 2.0:** Focused on boosting domestic manufacturing in 27 key sectors like defense, pharmaceuticals, textiles, and electronics to increase production and exports.
- 4) **Digital India Expansion:** Enhancing digital infrastructure, promoting digital payments, and expanding broadband connectivity.
- 5) **Agriculture Reforms & Support:** Agri infra fund, kisan credit card expansions, reforms to strengthen supply chains, support for fisheries, dairy, and animal husbandry.
- 6) **Self- Reliance in Defense:** Increased FDI in defense, Negative import list, Promotion of domestic defense manufacturing.

Notable Case Studies:

- 1) The ODOP scheme (One district one product) has identified over 700 region specific products across 733 districts, helping boost local industries and exports significantly.
- 2) The startup India and standup India schemes have led to the emergence of over 100 unicorns and sanctioned loans worth over 40,000 Rs. Crore to underrepresented entrepreneurs, fostering innovation and job creation.
- 3) During COVID-19 Atmanirbhar Bharat also enabled rapid changes in healthcare sector. Healthcare Infrastructure is increased availability of critical medical equipment, and facilitated nationwide vaccination efforts.
- 4) BoAt Lifestyle India's Homegrown Electronics Brand grown rapidly after COVID -19 demand for digital accessories due to online work and education Atmanirbhar Bharat helped promoted local electronics manufacturing and PLI scheme and it has become India's No. 1 wearable brand.
- 5) Ather Energy India's indigenous EV Scooter Brand post COVID demand for affordable EVs grew Ather built lithium-ion battery systems in India. It has established large scale EV manufacturing in Tamilnadu and became a major Indian competitor to imported EV scooters.

Impact on Indian Economy of Atmanirbhar Bharat:

The Atmanirbhar Bharat initiative has significantly impacted the Indian economy by injecting financial packages

worth approximately Rs. 20 lakh crore (about 10% of India's GDP) to support various sectors including MSMEs, agriculture, manufacturing and infrastructure.

This move has enhanced domestic manufacturing capabilities, reduced import dependency, and increased innovation and entrepreneurship leading to job creation and economic growth.

Before the Atmanirbhar Bharat initiative, the manufacturing sector's share in India's GDP was around 15% in 2014-15. Despite ambitious targets set by earlier initiatives like "Make in India" to increase this share to 25% the manufacturing GDP contribution remained relatively stagnant or slightly declined. For Example the manufacturing share was about 17.4% in 2006 but fell to approximately 15% by 2017 and further to around 13% in FY24 After the Atmanirbhar Bharat initiative, although the government has focused heavily on boosting manufacturing through policies like Production Linked Incentive(PLI) scheme and various reforms, the manufacturing sectors GDP share has not yet reached the target of 25% data shows it between 13% to 17% with some slight recovery. The initiative has strengthened investment inflows and manufacturing output growth rates , but the overalls share of manufacturing in GDP reflects a slow and gradual increase rather than a dramatic rise since the program's launch.

Key Figures:

- 1) Rs. 20 lakh core package announced as part of Atmanirbhar Bharat to aid individuals, MSMEs, farmers, and industries.

- 2) Over Rs. 3 lakh crore collateral free loans offered to MSMEs.
- 3) Investments of over Rs. 1.03 lakh crore attracted through production linked incentive schemes, generating employment for over 6.78 lakh people.
- 4) MSME sector employment growth supporting over 15 crore individuals including 3.4 crore women
- 5) The total financial impact of all packages, including RBI measures, is estimated around Rs. 27.1 lakh crore, over 13% of India's GDP.
- 6) The initiative has strengthened rural and urban economies, improved ease of doing business, reduced external trade dependency, and improved industrial output with the industrial sector growing 9.3% in the first half of FY24.

Atmanirbhar Bharat Benefits:

The significant benefits of Atmanirbhar Bharat Abhiyan include:

- 1) **Job Creation:** The initiative will lead the generation of employment opportunities especially in the manufacturing sector and through the MGNREGA Scheme.
- 2) **Credit Facilities:** MSMEs and various industries will benefit from enhanced credit facilities, promoting increased production.
- 3) **Liquidity Infusion:** The measures undertaken will inject liquidity into the country's banking system, fostering financial stability.
- 4) **Direct Cash Transfers:** Migrant laborers will receive direct cash transfers boosting demand in the economy.

- 5) **Private Sector Participation:** Opening up entry for private players in sectors like space and coal will encourage increased participation from the private sector.
- 6) **Health Infrastructure Improvement:** The initiative aims to uplift the health infrastructure of the country, ensuring better healthcare facilities.

Conclusion and Implications of Atmanirbhar Bharat for India's 2047 goals:

Atmanirbhar Bharat has significant implication for India's 2047 goals, especially its vision to become a developed and energy independent nation. The transition to a self reliant economy under Atmanirbhar Bharat is expected to create large scale employment, empower rural and marginalized communities, and improve overall economic resilience, thus paving the

way of India to achieve its USD 30trillion economy target and developed nation status by 2047. However , challenges remain in infrastructure, skilled workforce development, and regulatory reforms that need to be addressed to fully realize these goals. Over all Atmanirbhar Bharat is a transformative policy for India's ambitious vision for 2047.

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