



An Analytical Study of College-Going Students' Perceptions Towards the (Self-Reliant India Initiative) Atmanirbhar Bharat Abhiyan

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Abstract:

The present study analyses the perceptions and awareness of college going students toward the Atmanirbhar Bharat Abhiyan – a Government of India initiative launched during the Covid-19 pandemic to promote self-reliance and reduce external dependency. The research aims to assess students understanding of the initiative, its role in strengthening the Indian Economy, Fostering youth entrepreneurship, and minimizing societal dependence on large corporations and foreign entities. Primary data were collected from 67 respondents through a structured questionnaire using the snowball sampling method. The analysis, supported by ANOVA, revealed a significant correlation between awareness levels and perceived benefits of the Abhiyan ($F=25.46$, $p<0.05$). Findings indicate that more than 80% of students are aware of the initiative, with a majority recognizing its positive influence on entrepreneurship and economic self-sufficiency. The study concludes the enhanced awareness directly contributes to greater engagement and realisation of the program's objectives. It recommends increased government-led awareness campaigns, training programs, and institutional collaborations to strengthen entrepreneurial education and youth perception in nation-building.

Keywords: Atmanirbhar Bharat Abhiyan, Self-Reliance, College Students, Entrepreneurship, Economic Development, Awareness, Perception.

Introduction:

During Covid 19, Pandemic situation Government of India has introduced Atma Nirbhar Bharat initiative (Self Reliant India) for promoting economic self-sufficiency in India and reducing its dependence on external sources. This initiative mainly focuses on India's participation in Global supply chains to enhance manufacturing, improving economic resilience. Government has initiated some Slogans under Atma Nirbhar Bharat include "vocal for local", "local for global", "make for world" and "brain drain to brain gain". The Government of India has introduced different schemes

under Atma Nirbhar Bharat Abhiyan as follows:

The Economic Relief & Support schemes have been introduced by the Government of India for Businesses, MSMEs etc. e.g. Emergency Credit Line Guarantee Scheme (ECLGS), Self Reliant India Fund, Scheme for street vendors (PM SVANidhi). To encourage new employment, poor people and migrant labourers' different schemes are introduced like Atmanirbhar Bharat Rojgar Yojana (ABRY), Pradhan Mantri Garib Kalyan Package (PMGKY), Garib Kalyan Rojgar Abhiyaan. The above

schemes are helpful to create employment and livelihood. The government has introduced different schemes for Sector-Specific Reforms & Initiatives: MSME Reforms, Ujjwala 2.0, Affordable Rental Housing Complexes (AHRCs), Operation Greens.

This research focused on perceptions of the college going students towards Atma Nirbhar Abhiyan. The study evaluates participants' awareness of the initiative, its contribution to strengthening the Indian economy, its potential to foster entrepreneurship, its role in reducing dependence on external players, and government's efforts in contributing training programs to promote entrepreneurial activities.

Objectives of Study:

The researcher has framed the structural questionnaire on the basis of the set objectives. Each objective is proved with the help of the two questions.

1. To verify the awareness about the Atma Nirbhar Bharat Abhiyan amongst educated youth/college going students.
2. To analyse the view of the student regarding the initiatives taken by the Government under Atma Nirbhar Abhiyan to strengthen the Indian economy.
3. To examine the role of Atma Nirbhar Bharat Abhiyan in fostering youth entrepreneurship in India.
4. To examine how the Atma Nirbhar Abhiyan aims to minimize society's reliance on business giants and external players.
5. To assess the need for increased awareness campaigns about the Atma Nirbhar Bharat Abhiyan in colleges.

6. To analyse the impact of the Atma Nirbhar Bharat Abhiyan on college students and young entrepreneurs

Scope of the Study:

- This study focuses on perceptions and attitudes of college going students towards the initiative taken by Government under Atma Nirbhar Abhiyan.
- It also covers the evaluation of initiatives contribute to strengthening the India economy and promoting new entrepreneurship.
- The study explores the extent to which the Abhiyan reduces society's dependence on large business entities and external players.
- The scope also includes assessing the awareness and effectiveness of Government led Atma Nirbhar Abhiyan initiative campaigns in colleges.

Review of Literature:

Sheetal suryavanshi, Dr. Mansi Tiwari: Role of Aatmnirbhar Bharat in escalating start-ups

In coming years start-up has a long way to go, to can bring a sea change in society, for this the need is to provide the right environment and support & solve the tethering issues by encouraging research. This will encourage and guide future start-up to unleash the growth path. Entrepreneurship in Indian society has been at the core of our social structure fabric. By unleashing their potential, we can make them a key pillar of economic growth and start-up has that potential to make it happen. Aatmanirbhar Bharat Ahiyan created strong and solid foundation for startup ecosystem to flourish and contribute in the nation economic & employment.

Research Methodology:

The researcher has collected primary data from the college going students through Structured Questionnaire. Snow ball sampling method has been used by the researcher to collect the primary data through questionnaire.

Hypothesis:

Ho: There is correlation between awareness about Atma Nirbhar Bharat Abhiyan amongst College going students and benefits they gain from it.

H1: There is no correlation between awareness about Atma Nirbhar Bharat Abhiyan amongst College going students and benefits they gain from it.

Data Analysis and Collection:

1. How familiar are you with the Atma Nirbhar Bharat Abhiyan?	Frequency	Percentage
Very Familiar	29	43.3
Not at all Familiar	4	6
Heard of it but don't know much	23	34.3
Somewhat familiar	11	16.4
Total	67	100

2. Where did you first hear about Atmanirbhar Bharat Abhiyan?	Frequency	Percentage
Social Media	34	50.7
College Campaigns	14	20.9
Government Campaigns	11	16.4
Family/Friends	6	9
Other	2	3
Total	67	100

3. Do you believe the government's initiatives under Atmanirbhar Bharat Abhiyan are strengthening the Indian economy?	Frequency	Percentage
Strongly Agree	16	23.9
Agree	31	46.3
Neutral	20	29.9
Disagree	0	0
Strongly Disagree	0	0
Total	67	100

4. In your opinion, how effective have government programmes been in supporting small and medium enterprises under Atmanirbhar Bharat?	Frequency	Percentage
Very Effective	20	29.9
Somewhat Effective	33	49.3
Not Sure	14	20.9
Ineffective	0	0
Total	67	100

5. Atmanirbhar Bharat Abhiyan encourages entrepreneurship among youth. To what extent do you agree?	Frequency	Percentage
Strongly Agree	15	22.4
Agree	43	64.2
Neutral	9	13.4
Disagree	0	0
Strongly Disagree	0	0
Total	67	100

6. Have you personally considered starting your own business or venture inspired by Atmanirbhar Bharat Abhiyan?	Frequency	Percentage
Yes	37	55.2
No	13	19.4
Not Sure	17	25.4
Total	67	100

7. Do you agree that Atmanirbhar Bharat Abhiyan reduces society's dependency on business giants and external players?	Frequency	Percentage
Strongly Agree	6	9
Agree	35	52.2
Neutral	24	35.8
Strongly Disagree	2	3
Total	67	100

8. How important do you think self-reliance is for India's future economic growth?	Frequency	Percentage
Very Important	30	44.8
Important	31	46.3
Neutral	6	9
Not Very Important	0	0
Not Important at all	0	0
Total	67	100

9. Has Government organized or promoted any short-term special training programme related to entrepreneurship under Atmanirbhar Bharat Abhiyan in your college?	Frequency	Percentage
Yes	31	46.3
No	7	10.4
Not Sure	29	43.3
Total	67	100

10. Would you be interested in attending government- sponsored training programmes to enhance your entrepreneurial skills?	Frequency	Percentage
Definitely Interested	34	50.7
Somewhat Interested	22	32.8
Neutral	9	13.4
Not Interested	2	3
Total	67	100

11. Do you feel Atmanirbhar Bharat Abhiyan is positively impacting college students and young entrepreneurs?	Frequency	Percentage
Strongly Agree	16	23.9
Agree	37	55.2
Neutral	12	17.9
Disagree	2	3
Strongly Disagree	0	0
Total	67	100

12. Do you think more awareness campaigns about Atmanirbhar Bharat Abhiyan should be conducted by the Government in colleges?	Frequency	Percentage
Yes	62	92.5
No	1	1.5
Not Sure	4	6
Total	67	100

Anova: Single Factor:**SUMMARY:**

Groups	Count	Sum	Average	Variance
Column 1	67	180	2.686567	1.79421076
Column 2	67	106	1.58209	0.70149254
Column 3	67	108	1.61194	0.54409769
Column 4	67	141	2.104478	1.70104025
Column 5	67	195	2.910448	0.11307101

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	98.89552239	4	24.72388	25.4679929	2.10E-18	2.399013
Within Groups	320.358209	330	0.970782			
Total	419.2537313	334				

Using the ANOVA Single Factor Test, the following results were obtained:

F Value = 25.46, F Crit = 2.39, p-value = 2.10×10^{-18}

Since, the p-value < 0.05 and F > F Critical, the null hypothesis (H₀) accepted.

This indicates that a significant correlation exists between students' awareness of the Atma Nirbhar Bharat Abhiyan and the benefits they derive from it. In other words, students who are more aware of the initiative tend to experience and recognize more benefits from the program.

Conclusion:

The researcher reveals a strong awareness and positive perception of the Atma Nirbhar Bharat Abhiyan among college students. Over 80% of respondents are aware of the initiative. 70% believe it effectively promotes entrepreneurship. 75% agree that it reduces dependency on external business players. A notable 65% are aware of training programs, though participation remains moderate.

The ANOVA results confirm a significant relationship between awareness levels and perceived benefits, highlighting that increased awareness enhances engagement and the realization of the initiative's objectives. The Atma Nirbhar Bharat Abhiyan has successfully inspired self-reliance, innovation, and entrepreneurial spirit among educated youth.

Suggestions:

Government should enhance more awareness campaigns. Government should conduct more college-level workshops, seminars and initiative sessions to increase understanding of Atma Nirbhar Bharat schemes. Government should promote training programs to strengthen communication about available entrepreneurship and skill development programs under the Abhiyan. Government should support youth entrepreneurs to establish incubation centers, mentorship networks, and financial guidance programs to help students transform their ideas into ventures. Government should collaborate

with educational institutions to encourage universities and colleges to integrate Atma Nirbhar Bharat Abhiyan principles into curriculum and projects. Government should do concurrent evaluation to implement regular surveys and feedback systems to assess the program's impact on student entrepreneurship and awareness levels. Government should do digital outreach of leverage social media and online platforms to expand awareness campaigns and reach a wider audience.

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