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A STUDY OF AWARENESS AMONG COLLEGE STUDENTS  
ABOUT ATMA NIRBHAR BHARATH ABHIYAN

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**Abstract**

*The world was affected by the recent unprecedented epidemic of COVID-19, which had a significant impact on people's livelihoods, health, nutrition, and socioeconomic status. When the lockdown was implemented, India saw reverse migration to villages and towns from metro cities. During this challenging period, India's GDP fell by about 23% in the first quarter of 2020-21, and over 12 million jobs were destroyed. Although the COVID issue has caused a pandemic, now is the ideal time to use this pandemic as an opportunity to develop the country according to one's desires in the shape of Atmanirbhar Bharat. The Self-Reliant India campaign, or Atmanirbhar Bharat Abhiyaan, is the vision of the new India, which has announced a unique economic and complete package worth INR 20 lakh crores (about \$1 billion) to fight the COVID-19 pandemic in India. The goal is to make the country and its residents self-sufficient. He also described Aatma Nirbhar Bharat's five pillars: economy, infrastructure, system, vibrant demography, and demand. Under the Aatmanirbhar Bharat Abhiyaan, the Finance Minister also announced government reforms and enablers in seven sectors. The government implemented several significant reforms, including agricultural supply chain improvements, rational tax systems, simple and clear laws, capable human resources, and a strong financial system. There is a lack of understanding about the Aatma Nirbhar Bharath Abhiyan among college students, and this study is primarily focused on providing an outline of the Abhiyan and determining how students are aware of it, to discover the reasons for the lack of awareness among college students, opportunities and to offer the useful suggestions in the light of findings.*

**Keywords:** COVID-19, Self-Reliant India, economy, infrastructure

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**Introduction**

To address covid – 19 out break and subsequent lock down in India which has led to economic slowdown, Self – reliant India mission is lunched. Atmanirbhar Bharat Abhiyaan or Self Reliant India Campaign is the vision of new India. On 12 May 2020, Indian Prime Minister Mr. Narendra Modi made a clarion call for Atmanirbhar Bharat Abhiyaan and announced special package of USD 266 Billion -equivalent to 10% of India's GDP- to fight the COVID-19 pandemic in India. Atmanirbhar Bharat is not about being self contained, or being closed off from the world. Rather, it is about upscaling the growth of Indian industry, its skills and capabilities, to make it more resilient, less vulnerable to shocks and more integrated with global supply chains. The aim is to make the country and its citizens independent

and self-reliant in all senses. He further outlined five pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand. The Finance Minister further announces Government Reforms and Enablers across Seven Sectors under Aatmanirbhar Bharat Abhiyaan. The first set of relief measures outlined by the Finance Minister focused on helping the Indian economy's backbone—MSMEs, which employ roughly 11 crore people and account for about 29 percent of GDP. The second business catered to migrant workers and street sellers for Rs. 3,10,000 crore. To allow migrant labourers to purchase rations from any depot across the country, the F. M. introduced the "One Nation, One Ration Card." The government announced plans to improve the overall form sector with the third round of measures, totaling Rs 1.5 lakh

crore, focusing on agricultural and related industries such as dairy, animal husbandry, and fisheries. The pandemic situation provided India with a new opportunity to demonstrate and lead the globe by localising products and upgrading supply chains to fulfil domestic demands." "India now has the chance to diversify global supply chains," Foreign Secretary Sushma Swaraj said in a speech to the Federation of Indian Chambers of Commerce and Industry in New Delhi. With the combination of supply-demand principles with highly varied value chains, rising technologies, and artificial intelligence, we now have a significant chance to prevent supply chain disruptions by increasing the usage of novel digital platforms and applications."

### Objectives of the Study

1. To study the overview of AtmaNirbhar Bharath Abhiyan.
2. To study how students are aware of the Abhiyan
3. To study the major challenges, opportunities of the AtmaNirbhar Bharath initiative. To offer useful suggestions in the light of findings

### Review of Literature

To address covid – 19 outbreak and subsequent lock down in India which has led to economic slowdown, Self – reliant India mission is launched. Atmanirbhar Bharat Abhiyaan or Self Reliant India Campaign is the vision of new India. On 12 May 2020, Indian Prime Minister Mr. Narendra Modi made a clarion call for Atmanirbhar Bharat Abhiyaan and announced special package of USD 266 Billion -equivalent to 10% of India's GDP- to fight the COVID-19 pandemic in India. Atmanirbhar Bharat is not about being self contained, or being closed off from the world. Rather, it is about upscaling growth of Indian industry, its skills and capabilities, to make it more resilient, less vulnerable to shocks and more integrated with global supply chains. The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand. Finance Minister further announces Government Reforms and Enablers across Seven Sectors under Aatmanirbhar Bharat Abhiyaan. The first set of relief measures

outlined by the Finance Minister focused on helping the Indian economy's backbone—MSMEs, which employ roughly 11 crore people and account for about 29 percent of GDP. The second business catered to migrant workers and street sellers for Rs. 3,10,000 crore. To allow migrant labourers to purchase rations from any depot across the country, the F. M. introduced the "One Nation, One Ration Card." The government announced plans to improve the overall form sector with the third round of measures, totaling Rs 1.5 lakh crore, focusing on agricultural and related industries such as dairy, animal husbandry, and fisheries. The pandemic situation provided India with a new opportunity to demonstrate and lead the globe by localising products and upgrading supply chains to fulfil domestic demands." "India now has the chance to diversify global supply chains," Foreign Secretary Sushma Swaraj said in a speech to the Federation of Indian Chambers of Commerce and Industry in New Delhi. With the combination of supply-demand principles with highly varied value chains, rising technologies, and artificial intelligence, we now have a significant chance to prevent supply chain disruptions by increasing the usage of novel digital platforms and applications."

### Need For The Study

The Aatmnirbhar Bharat project lays the groundwork for long-term reform and growth in key sectors of the Indian economy, resulting in increased per capita GDP in a time of crisis. For many businesses, migrants, sellers, indigenous families, and others, the Aatm Nirbhar Bharat Abhiyan in India is a dream come true. In India, the Aatmnirbhar Bharat Abhiyan has played a significant role in the lives of oppressed sectors and people, and it has been a huge success in turning disaster into opportunity. In India, the Aatm Nirbhar Bharat Abhiyan is a repackaged version of the 'Make in India' concept, with extra incentives for the MSME sector, encouraging private engagement in many sectors, increasing foreign direct investment in the military sector, and many other things. The major goal is to implement economic reforms that will return the economy to its intended level of growth. But do the college students know about it? If yes, then to what extent or how much they know about "Aatmnirbhar Bharat Abhiyan"?

### Scope Of Study

Youths are future of India. Youth can champion this concept at all over country, if youth understood this concept properly Aatmnirbhar Bharat Abhiyan concept made strong, it helps to Government and we can achieve target. Researchers select UG and PG and PU Students. This research has been done between 2<sup>nd</sup> May 2022 to 20<sup>rd</sup> May 2022.

### Research Methodology

The study is based on critical evaluation and analysis of basically Primary Data. The primary sources include college students. A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared to collect relevant information from the primary source for the guidance of the researchers. With the help of the questionnaire, detailed discussions were made with the certain sources of primary data to understand their views, thinking and attitude which would help to give the researchers useful recommendations, if any. The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, growth rate, averages, etc. Questionnaire is used mainly to analyze the opinion of the students. The study is also based on secondary data. The data has been extracted from various sources like research articles, publications from Ministry of finance, Government of India, various authenticated websites.

### Sources Of Data

To find out about the awareness campaign among PU, UG, and PG students, a questionnaire was created. For conducting/ assembling the review of literature, certain

reports and research articles were also referred to. As a result, the study incorporates information from both primary and secondary sources. The personal interview procedure was useful in this process in explaining the exact list of the questionnaire to respondents if they had any difficulty answering the question or in clearing any confusion they had.

**Sample Design:** Convenience Sampling

**Sample Size:** Data was collected from 51 PU, UG and PG students.

### Research Instrument:

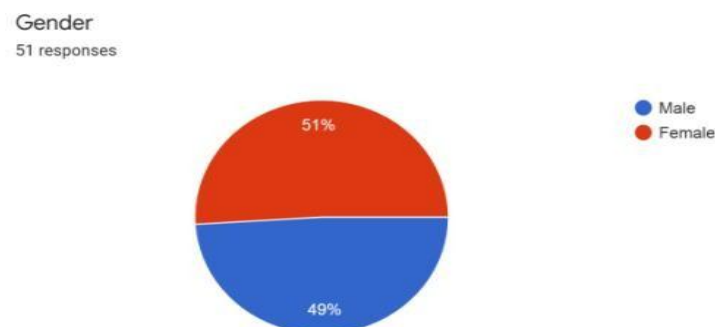
The tool used is questionnaire and personal interview.

Following facts were kept in mind while preparing the questionnaire:-

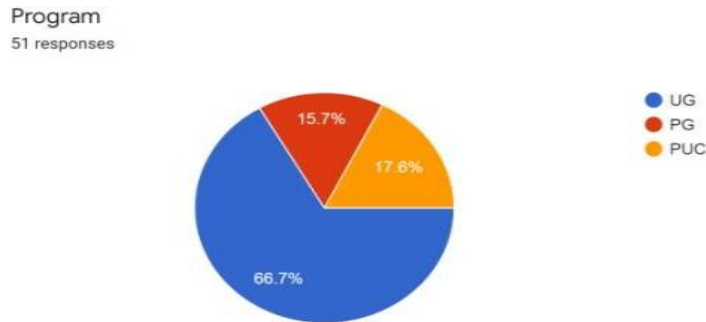
1. We attempted to arrange the questionnaire in such a way that it would constitute a logical element of a well-thought-out tabulation plan, as well as to write it in simple language.
2. The majority of the questions are multiple-choice.
3. To guarantee proper question sequencing, we first created a rough copy of the questionnaire.
4. We also paid close attention to the fact that the questionnaire should include simple but clear instructions for the respondents so that they do not have any difficulty answering the questions.

### Data analysis

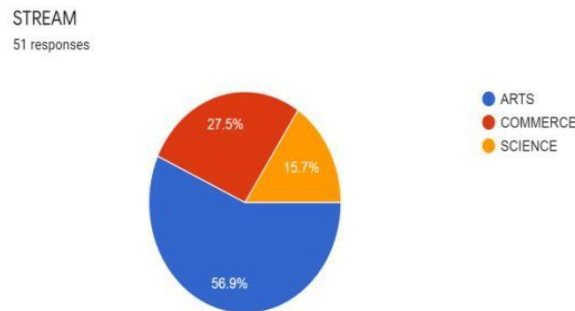
Data was collected from 51 UG, PG and PUC students from different colleges through questionnaire. The questionnaire included certain important questions on the Atma Nirbhar Abhiyan Programme.



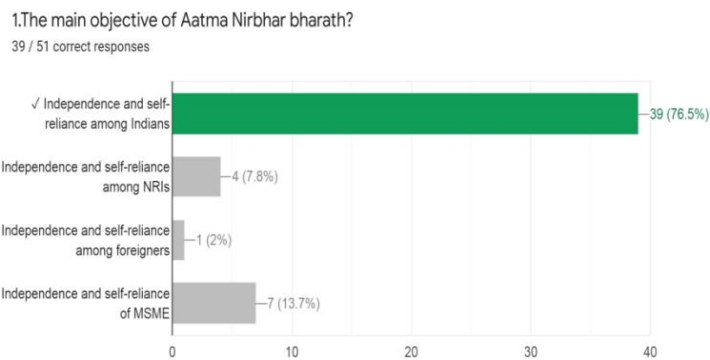
The above chart shows the Gender –wise classification of students ,Out of 51 respondents there were 51% of male respondents and 49% of female respondents.



Out of 51 respondents 66.7% were UG students, 15.7% were PG students and 17.6% were PUC students.

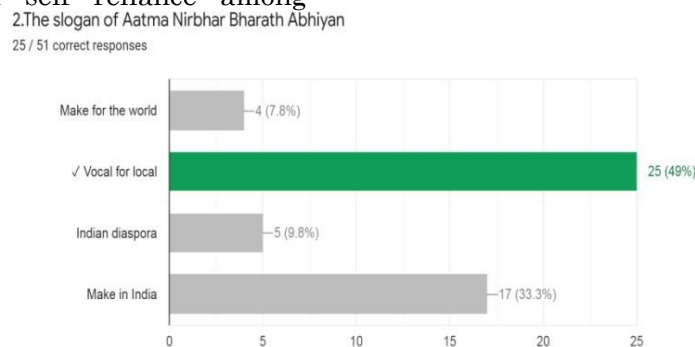


Out of 51 respondents 27.5% were commerce students, 56.9% were arts students and 15.7% were science students. This is the introductory question to make in India.



The above chart specifies that out of 39 respondents 51 respondents gave the right answer. Only 76.5% [39] respondents gave the correct answer i.e option [A] interdependence and self reliance among

Indians. Remaining 12 respondents gave the wrong answers. This shows that the numbers of students are more aware about this question.

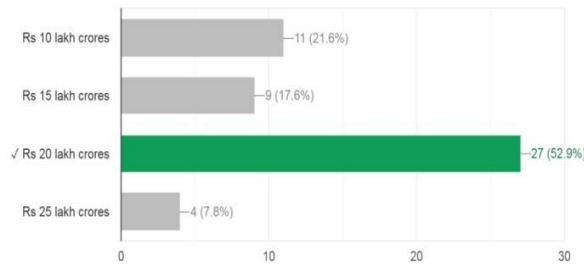


This chart shows that 25 out of 51 respondents gave the right answer. Only

49% [25] respondents gave the correct answer i.e option [B] Vocal for local.

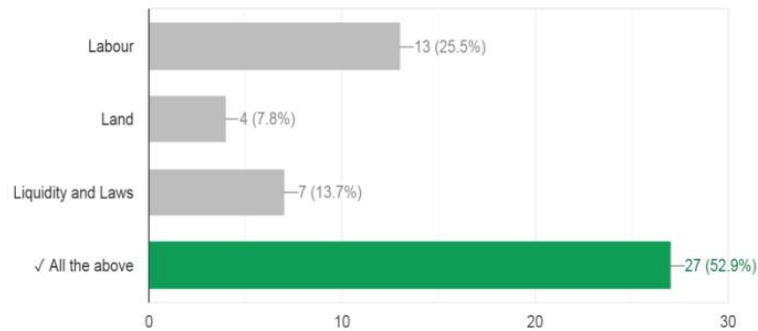
Remaining 26 respondents gave the wrong answers

3.How much economic relief package is announced by Prime Minister Narendra Modi through Aatma Nirbhar Bharat Abhiyaan?  
27 / 51 correct responses



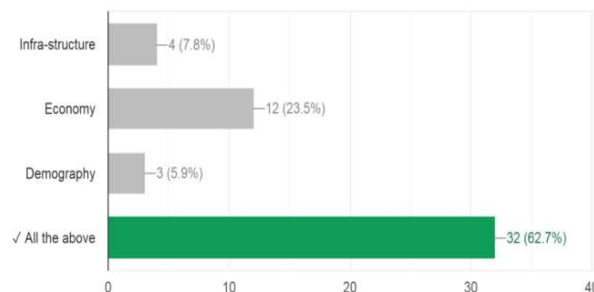
To the above question- 27 out of 51 respondents gave the right answer. Only 52.9% [27] respondents gave the correct answer i.e option [C] Rs 20 lakh crore . Remaining 24 respondents gave the wrong answers

5.On which of the following the Aatma Nirbhar Bharat Abhiyaan package is focused?  
27 / 51 correct responses



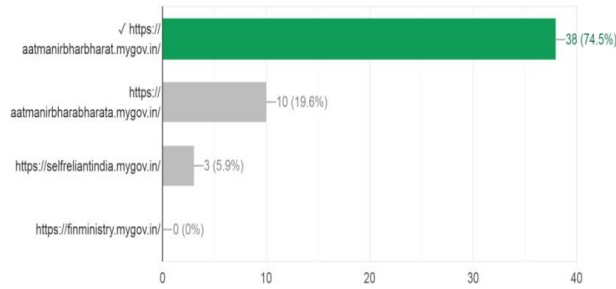
This chart shows that 27 out of 51 respondents gave the right answer. Only 52.9% [27] respondents gave the correct answer i.e option [D] all the above which included options like Labour, Land , Liquidity and Laws . Remaining 24 respondents gave the wrong answers.

6.What are the Pillars of Self-Reliant India Movement?  
32 / 51 correct responses



To the above question- 32 out of 51 respondents gave the right answer. Only 62.7% [32] respondents gave the correct answer i.e option [ D] which included options like infrastructure , economy and demography . Remaining 18 respondents gave the wrong answers.

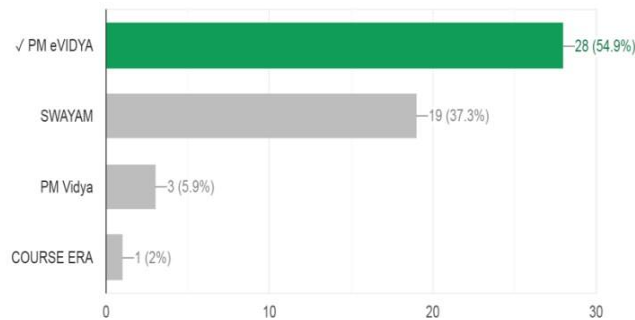
8.Which is the official Website of Atmanirbhar Bharath ?  
38 / 51 correct responses



This chart shows that 38 out of 51 respondents gave the right answer. Only 74.5% [38] respondents gave the correct answer i.e option [A]

<https://aatmanirbharbharat.mygov.in/> . Remaining 13 respondents gave the wrong answers.

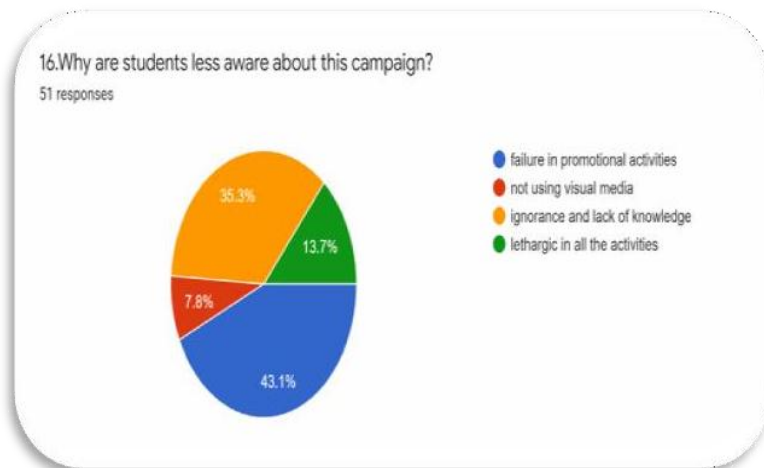
11.What is the name of programme launched by government for multi-mode access to digital/online education?  
28 / 51 correct responses



To the above question- 28 out of 51 respondents gave the right answer. Only 54.9 % [28]respondents gave the correct

answer i.e option [A] PM e-VIDYA. Rests of them are unaware rest of them are unaware about the question.

16.Why are students less aware about this campaign?  
51 responses



To the above question35.3% of the students have chosen ignorance and lack of knowledge as their answer. 13.7 % of the students have chosen lethargic in all activities as their

answer. 43.1 % of the students have chosen failure of promotional activities as their answer.7.8 % of thestudents have chosen not using visual media as their answer.

Table 1. Awareness among students about Atma Nirbhar Abhiyan Programme.

QUESTIONS	No. Of people answered correct out of 51	% of people answered correct	No. Of people answered wrong out of 51	% of people answered wrong
1. Aatma Nirbhar Bharath Abhiyaan economic package is how much equivalent to India's GDP?	22	43.1%	29	56.9%
2. Which ministry looks after this programme?	25	49%	26	51%
3. What is the definition of small industry under MSME?	27	52.9%	24	47.1%
4. What percent of the entire outstanding credit will the Business/MSME get from banks/NBFCs as Emergency Credit Line under the Aatma Nirbhar Bharath package?	27	52.9%	24	47.1%
5. The PMMSY has been launched for?	20	39.2%	31	60.8%
6. Vivad se Vishwas Scheme is related to?	21	41.2%	30	58.8%
7. PM Svanidhi Scheme is related to?	16	31.4%	35	68.6%
8. The government aims to implement "One Nation One Ration Card" by?	17	33.3%	34	66.7%

The majority of our respondents believe that in order to raise awareness and boost the initiative's success, the government should publicise the initiative's ideas and objectives, and it should reach out to everyone with effective campaigns and awareness programmes, making better use of social media platforms such as Facebook, Instagram, Twitter, and Whatsapp as a tool to spread awareness on the Atma Nirbhar Abhiyan programme. And while some believe that educating students about Make in India in schools and colleges is critical, others say that educating youth about the programme by promising them guaranteed jobs and marketing opportunities for their products will be a worthwhile effort.

Some of them believe that the government should encourage native production and that native advertising strategies should be used to increase native employment and attract new clients. According to some, marketing as a technique for promoting Indian-made goods is critical.

### Findings

Two out of fifty-one respondents answered more than fourteen of our questions given in the questionnaire correctly and in those students' commerce, students were the majority. As we got responses from 51 students. Our respondents were 51% boy students and 49% girl students. Among them, only 2% of the students answered all the questions correctly. 4% answered 10 questions correctly, 3% of the students answered 8 questions correctly and 5% of the students answered 7 questions correctly. The remaining students failed to answer 60% of the given questions. Majority of our respondents think that spreading awareness through advertising and using social media platforms like Face book, Instagram, twitter and what's app as a tool to spread awareness on make in India programme. And some believe educating about the campaign in schools and colleges is very important and few believe using marketing as a strategy to promote Indian made products is crucial.

After the analysis we came to the conclusion that all the respondents have no proper knowledge of Atma Nirbhar Bharath Abhiyan. Unfortunately no one answered to these questions correctly. As a result, the students are not appropriately referring to newspapers and manuals, which leads to the conclusion. They are not paying attention to the audiovisual aids. They are ignoring the government's plea for the country to become independent.

The majority of students are uninterested in current events. Their main areas of interest are politics and sporting activities. Aside from that, they are fascinated by the world of cinema. However, they are uninterested in country-building initiatives. The responses supplied by the pupils clearly demonstrate this. When pupils are unable to describe what it means to manufacture something in India? We can't expect them to provide any useful suggestions. As a result all of their recommendations are only explanations. Because of a lack of information about manufacturing in India, pupils do not give them adequately. From the government's perspective, the concept of make in India has received insufficient publicity and propaganda. As a result, it is not available to all students, and they are unable to comprehend the material. For these mistakes we cannot blame the students.

#### **Suggestion**

We came to know how much aware about UG and PG, PUC students are on Atma Nirbhar Bharath programme and there were lot of different suggestions and ways to spread awareness on Atma Nirbhar Bharath programme successful so that it could reach the aim which was set by the government of India while launching this programme. As per the studies which we did and from the responses we got we believe that the programme is still not successful and it is very important that every citizen should be aware of it and it's crucial that every Indian should contribute to Atma Nirbhar Bharath programme successful so that India can become one of the top manufacturers in whole world by doing so Indian economy can grow. Whole country is relied on youths the world say that India is the upcoming power house because of the massive youth population so it's extremely important to

spread awareness amongst youths about the program and encourage youths to support by either encouraging them to start their own manufacturing company in India or to buy made in India products. It also important to spread awareness by giving advertisement in television, radio and newspapers so that large number of people will get to know. The studies suggest that people in rural area is not aware of this programme so government should conduct awareness programmes in rural parts of the country to educate rural people. Marketing of Indian made products is necessary the manufactures should advertise their products in very effective way so that people can get attracted to buy their product. Giving quality assurance is very important so buyers can trust the products which they will be buying.

It is necessary to add programme in the curriculum of the school and colleges so that students will be lectured about the programme and awareness will be developed from very young age. The teachers have to persuade the students to read daily newspapers and periodicals regularly. Students should be asked the questions relating the recent economic situations of the country. The lecturers should be thorough in explaining the concept of make in India properly. The library should be well equipped with latest development of the country. More seminars, webinars, workshops should be conducted in the classrooms when a new concepts is introduced. The students should be taken to factory where foreign direct investment is made in large scale. The extra impetus by the government on initiatives like skill development has been proposed to provide essential support to Atma Nirbhar Bharath to thrive. We should manufacture goods in such a way that they carry zero defects and goods with zero effect that they should not have a negative impact on the environment. Reforms like bringing more sectors under the automatic route, increasing the FDI cap and simplifying the procedural delays has to be initiated.

#### **Conclusion**

Atmanibhar Bharat Abhiyan, which translates to "self-reliant India" or "self-dependent India," is the main goal of "making in India," and a crucial part of this mission is to boost India's global economy.



The key vision of atmanibhar bharat is sustainable development, self-sufficiency, and promotion of eco-environmental lifecycle of production.

The Atmnibhar bharat abhiyan has highlighted the necessity of MSME in reviving the Indian economy and boosting domestic product self-reliance while reducing the usage of imported goods. In India, the import of 101 product lists has been halted. Three important components for MSME success are supplied by this mission: availability of skilled labour in MSME clusters, financial stability, and market competitiveness of their product to achieve both import substitution and export. The MSME sector is India's most in-demand, dynamic, and significant economic component. This sector makes a significant contribution to job creation, social and economic development, and the development of the nation's backwards and rural areas. The advertising team should place a specific emphasis on teenagers and youngsters, developing extremely effective

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methods and skills to capture their interest and encourage them to participate in this programme so that Atma Nirbhar Bharath can reach all of its aims, goals, and objectives.

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