

Atam Nirbhar Bharat: Opportunities and Challenges

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Abstract: As rightly stated that every situation has its pros and cons, it is up to a person or an organisation or a government has to see as if what he/she/they perceive. Same attitude applies on the circumstances we i.e. Indians and Indian govt. has faced last year. At that time when the entire world is bashing under the hardship of coronavirus or COVID-19 pandemic, Indian government has fabricated a pragmatic, optimistic and forward looking perspective in the manifestation of "Atam Nirbhar Bharat Abhiyan" to make our Bharat- "Atam Nirbhar Bharat". This scheme act as a flicker of hope in the dark times we had faced in 2020. On one side it thrust us to become Atam Nirbhar which paved the way to strengthen our economy, improve standard of living, recover the trade deficit etc. and on the other side it initiates a promising scenario for the local manufacturers, producers, various sectors to realise their potential. It provides them whole lot of possibilities to channelize for their upmost advantage along with challenges that can emerge during the pathway of achieving the objective of "Atam Nirbhar Bharat". In this paper the researcher has conceptualized the "Atam Nirbhar Bharat Abhiyan" accompanying with features, pillars, objectives, opportunities accessible and the challenges that can stand up in modelling India as "Atam Nirbhar Bharat". Thus, in this study researcher has explained the abhiyan that government has launched in 2020 to achieve the mission of making India – "The Atam Nirbhar Bharat".

Key Words: Atam Nirbhar Bharat, Atam Nirbhar Bharat Abhiyan & COVID-19 Pandemic.

1. INTRODUCTION:

In 2020, when every single corner of the world was overblown by COVID-19 pandemic which enforced each government to urge their citizens to live in the phase of lockdown. The enforcement of lockdown was the only alternative that is accessible for them in order to curtail the proliferate of Coronavirus. This course of action has actually hit 70% of the economic activities of the domestic industries and put us to a standstill. Existence of these circumstances has pushed us downsized to a negative single digit of the GDP growth in the country. On the one side we are facing the physical, psychological, social and emotional trauma that crept due to COVID-19 virus and on the other side of the coin the situation has become worst due to economic losses our domestic industries have encountered. So, in order to facilitate positivity and to thrust our domestic industries to lift themselves from the low-level equilibrium trap, Government has to give a drive from the forefront. This necessitate the government to come up with the ideology of "Atam Nirbhat Bharat Abhiyan" as this is the time that our country has to come at a platform to become Atam Nirbhar. This doctrine will act as a helping hand in creating wealth and values not only for our industries but for the wider humanity. Thus, "Atam Nirbhar Bharat Abhiyan" will improve the existing chaotic economic situation and assist in providing a boost to the feeble economy and paved us to the path of Atam Nirbhar Bharat. So, in this the researcher will explain as how the objective of making our country Atam Nirbhar Bharat will be achieved by Atam Nirbhar Bharat Abhiyan.

2. STATEMENT OF THE PROBLEM:

“Atam Nirbhar Bharat: Opportunities and Challenges”

OPERATIONAL DEFINITIONS OF THE STUDY

- **Self-Reliance:** Self-reliance is a quality of depending on yourself for things instead of relying on others.
- **Atam Nirbhar Bharat:** It actually means that we are able to produce the products indigenously, what we need and eventually play a larger role in the global economy by exporting the surplus products.
- **Atam Nirbhar Bharat Abhiyan:** It is the abhiyan which paved a way to make India a Atam Nirbhar country. It is the scheme that provides all the essential and desirable infrastructural and other facilities to make an economy a self-sufficient, self-generating and self-reliant.

3. OBJECTIVES OF THE STUDY:

- To study the concept of Atam Nirbhar Bharat Abhiyan.
- To analyse the opportunities provided under Atam Nirbhar Bharat Abhiyan for making Atam Nirbhar Bharat.
- To examine the challenges that arise for attaining the objective of Atam Nirbhar Bharat.
- To study the things to be done to make Bharat- Atma Nirbhar Bharat.

CONCEPT BEHIND ATAM NIRBHAR BHARAT ABHIYAN

In the hour of crisis, mere discussion of problem can't fulfil any purpose, one should have to search out the solution of that. One such solution came in the form of an ideology entitled-"Atam Nirbhar Bharat Abhiyan", which was initially announced on 12 May 2020. Its proponents do not intend to be protectionist in nature. It does not signify cutting from the rest of the world or not mean to isolate ourselves from the world. The Abhiyan uttered the following slogans - "Vocal for Local", "Local for Global", "Make in India for the World", and "Brain Drain to the Brain Gain". This abhiyan will act as an umbrella for building India a bigger and more important part of global economy by pursuing policies that are more streamlined, productive, driving, resilient and being self-sustaining and the self-generating. Under this scheme, Indian government has laid the provision of approx. ₹20 lakh crore as a stimulus package for different sectors to revive the economy from the adversity of the pandemic. So, it is proved to be blessing in disguise for our domestic sectors. The 2nd and 3rd phase of the abhiyan came on 12 October 2020 and 12 November 2020 respectively by adding on more benefits for our locals. This Abhiyan directed towards fostering the local products and urge everyone ameliorates the quality, rejuvenate supply chain, provide the finest products. It intensified more on inner strength and self-belief for modelling this "Atam Nirbhar Bharat Abhiyan" a successful mission. Thus, such reforms are extensive, planned, unified, interconnected and futuristic process for the Nation's holistic development i.e. be a Atam Nirbhar Bharat.

4. REVIEW OF RELATED LITERATURE :

Mittal, V., and Kumar, M. (2020) stated that Atam Nirbhar Bharat is the vision of making India a bigger and vital part of the global economy, pursuing environment-friendly policies that are competitive, efficient, resilient, self-sustaining and self-generating. They thought self-reliance is a thought process that differs from concepts of 'self-containment', 'isolating away from the world' or being 'protectionist'. Atam Nirbhar is largely hinged on business- as usual practices, striking a balance between local and global, where Indian farmers, producers and businesses preserve our ancient wisdom, rich biodiversity and sustainable practices, so as to be the torch-bearer for the rest of the world to follow. Thus, Atam Nirbhar Bharat will aptly help to shine in the right pathway. **Bijoy, N. (2020)** stated that Atam Nirbhar Bharat Abhiyan will strengthen the domestic industries. It will act as a method of reviving and boosting the craftsmanship and indigenous industries of the economy. As a result of increasing incentivisation, more entrepreneurs are bound to emerge. Increased competitiveness of domestic firms will help India become a more important part in the global supply chain. Thus, the initiative can help India widen the role it plays in the global economy. **Agarwal, D. (2020)** stated that the only solution provided to catalyse the recovery of Indian economy from the disastrous pandemic is launching the "Atam Nirbhar Bharat Abhiyan". Coronavirus awakened industry to realise the underlying problems which could be taken as an opportunity for them to prepare better in such unprecedented times. The industries have realised the importance of a transparent supply chain, moving the manufacturing domestically and even reducing dependency of raw materials from countries like China. Hence, this is the best opportunity for India to use its pillars of strength to innovate and use for its growth which would make India become a global leader. This would not only catalyse the domestic economy as it would boost employment, foreign investment, GDP and have a multiplier effect sailing the economy into a positive direction.

5. WHY IS IT INTRODUCED?

Basic reasons behind its emergence are:

- To drift from globalisation to localization.
- To enlarge the investment in all sectors.
- To yield a boost in employment through MGNREGA.
- To empower a technology driven education system with equity.
- To stand up for state governments always by promoting State level reforms and raised borrowing limits of States from 3% to 5% for 2020-2021 only.
- For enhancing the ease of doing business.

6. CORE OF ATAM NIRBHAR BHARAT ABHIYAN:

In order to build-up us strong building, one needs strong headed pillars, same ideology is applicable to this much needed Atam Nirbhar Bharat Abhiyan. The ideology and enactment of this one is rooted on five strong pillars that are –

Fig. 1: 5 Pillars of Atam Nirbhar Bharat



6.1 OBJECTIVES OF THE ABHIYAN

The purposive objective of the Atam Nirbhar Bharat Abhiyan in India is two-fold:

- Firstly, interim measures like liquidity infusion and direct cash transfers in order to provide benefits to low migrant workers, vendors can act as a short absorber for the ones who are in distress.
- In order to mark the presence of domestic industries in the global market, long term reforms in growth-oriented sectors are framed which make them competitive and attractive at global platform.

CATEGORIZATION OF OPPORTUNITIES AVAILABLE UNDER DIFFERENT TRANCHES TO BECOME ATAM NIRBHAR BHARAT

Complete break-up of the Atam Nirbhar Bharat Abhiyan launched and categorised under five different tranches in order to achieve the objective of Atam Nirbhar Bharat. The basic attribute of all five tranches are propounded in tabular form as under:

Table 1: Categorization of Opportunities available under Different Tranches

Tranche	Total Amount Allocated (₹ in crores)	%age of GDP	Sectors along with the Availability of Opportunities
First	5,94,550	2.97%	<p>(i) Micro, Small and Medium Enterprises (MSMEs)</p> <ul style="list-style-type: none"> • Free collateral loans worth ₹3 lakh crores. • Subordinate debt for stressed MSMEs worth ₹20,000 crores. • Equity infusion for MSMEs through Fund of Funds. • Partial credit guarantees for stressed MSMEs worth ₹4000 crores. <p>(ii) Corporate sector</p> <ul style="list-style-type: none"> • EPF support for business and workers worth ₹2500 crores for 3 months. • EPF contribution reduced from 12% to 10% which released ₹6750 crores liquidity to employees and employers. • ₹ 50,000 crores liquidity infusion through TDS/ TCS rate reduction.

			<p>(iii) NBFCs/ HFCs/ Mutual Fund</p> <ul style="list-style-type: none"> ₹ 30,000 crores channelized for a liquidity scheme to support NBFCs/MFIs/ HFCs/ Mutual funds etc. Additional credit guarantee scheme 2.0 for NBFCs worth ₹45,000 crores. In case of any default, the Government will bear 20% of that loss under this Abhiyan. <p>(iv) Power Distribution Companies</p> <ul style="list-style-type: none"> Provision of ₹90,000 crores bailout to cash starved discoms and independent power producers. Anticipating privatisation of discoms functioning in union territories. <p>(v) Real Estate</p> <ul style="list-style-type: none"> Extension of completion and registration deadline under it which urged an increase in demand along with employment generation.
Second	3,10,000	1.55%	<p>(i) Farmers</p> <ul style="list-style-type: none"> Announcement of ₹2,00,000 crores emergency fund for farmers made available through Kisan Credit Cards. Through NABARD emergency working capital fund ₹30,000 crores will be allocated for farmers. <p>(ii) Migrant Workers</p> <ul style="list-style-type: none"> ₹ 3500 crores allocated for supplying free food grains to migrants for 2 months. Scheme of One Nation, One Ration Card for migrant workers. Facility of annual medical check-ups. Timely wages and modifying the minimum wages for migrant workers and farmers. <p>(iii) Street Vendors and Small Businessman</p> <ul style="list-style-type: none"> Announcement of a unique credit facility worth ₹5000 crores for the street vendors. Total ₹1500 crores interest subvention for Shishu loans under MUDRA rate was introduced to kick start the small businessmen. Sum of ₹ 70,000 crores funds to the housing sector and middle income groups.
Third	1,50,000	0.75%	<p>(i) Agriculture and allied sectors</p> <ul style="list-style-type: none"> ₹ 1,00,000 crores are reserved for financing facilities for agri-infrastructure projects. Animal Husbandry Infrastructure Development Fund to be set up worth ₹15,000 crores. ₹4000 crores allocated for promoting Herbal cultivation. ₹500 crores for Operation Green which is extended to all vegetables. Beekeeping initiatives worth ₹500 crores have been done. For filling gaps in the value chain and for initiating additional fish production and employment, Mantri Matsya Sampada Yojana was launched for developing marine and inland fisheries. Formulating agricultural marketing reforms like barrier free inter-state trading.

			<ul style="list-style-type: none"> Compensatory Afforestation Fund Management and Planning Authority (CAMPA) funds worth ₹6000 crores will be used for afforestation and plantation works. Provision of ₹ 13,343 crores for controlling animal diseases under National Animal Disease Program.
Fourth	8100	0.04%	<p>(i) Coal and Mineral Sector</p> <ul style="list-style-type: none"> Ending up the Monopoly of Coal India Limited by introducing commercial mining of coal. Liberalization in the Coal bidding as well as selling market. Investment of worth ₹50,000 crores has been inducted in the coal and mining sector. <p>(ii) Civil Aviation Sector</p> <ul style="list-style-type: none"> Building a hub for aircraft repair and overhaul. Privatisation of airports. Optimisation of Indian airspace. Hike in FDI in defence manufacturing from 49% to 74% <p>(iii) Defence Sector</p> <ul style="list-style-type: none"> Enhancement of production of weapons and ammunition. <p>(iv) Energy Sector</p> <ul style="list-style-type: none"> Privatisation in power distribution groups in union territories. Reducing loan shedding issues. Establishment of a research reactor in public-private partnership mode for producing medical isotopes. Setup of Technology and Incubation Centre along with the research facilities and entrepreneurs to develop atomic power sectors.
Fifth	40,000	0.2%	<p>(i) MGNREGA</p> <ul style="list-style-type: none"> Additional fund worth ₹40,000 crore allocated to cater to the financial and health problems of migrant workers. <p>(ii) Education Sector</p> <ul style="list-style-type: none"> Launching of online courses by 100 top universities of India. Launch of Diksha: One Nation One Platform for e-education. Online content of students with disabilities. One class, One Channel will also be launched. Inclusion of AM radio, community radio and podcasts for education. Launch of new software to conduct e-classes. Launch of PM e-Vidya for providing a uniform learning platform. <p>(iii) Health Sector</p> <ul style="list-style-type: none"> ₹ 4113 crores fund released from the Health Ministry in favour of State Government for COVID-19 activities. Ramping up Health and Wellness Centre in rural and urban areas. Launch of Aarogya Setu App. <p>(iv) Public Sector</p> <ul style="list-style-type: none"> Public-private partnerships initiated. New policies for public sector enterprises are framed for their revival.

So, Overall stimulus provided by Atam Nirbhar Bharat Package: (Table 1.1)

S.No	Tranche (Item)	Amount (₹ in Crores)
1.	First	5,94,550

2.	Second	3,10,000
3.	Third	1,50,000
4.	Fourth	8,100
5.	Fifth	40,000
	Sub-Total	11,02,650
6.	Earlier measures including Pradhan Mantri Garib Kalyan Package (PMGKP)	1,92,800
7.	RBI measures (actual)	8,01,603
	Sub-Total	9,94,403
	Grand Total	20,97,053

6.2. PROS AND CONS OF ATAM NIRBHAR BHARAT ABHIYAN :

Pros	Cons
<ul style="list-style-type: none"> Balance of payment improved as our import bill decreases. Export receipts enhanced. Enlargement of employment opportunities. As products produced within the country so that resulted into fall in the long-term inflation rate. Supply chain will improve. India's GDP and per capita GDP will also improve. 	<ul style="list-style-type: none"> Less competition from foreign products can result into deterioration in the quality of products. Possibility of monopoly situation can creep up. Raising trade tariff on foreign products can push them to impose huge tariff retrospectively. Unwillingness on the part of the government for not doing privatisation of PSUs will further make India's manufacturing sector uncompetitive.

6.3 . CHALLENGES EMERGED IN ACCOMPLISHING ATAM NIRBHAR BHARAT :

The dream which our Prime Minister Mr. Narendra Modi has seen along with 137 crores Indians to make our Bharat-“Atam Nirbhar Bharat” is not the cake walk. The road on which we have just started walking is not easy, it's full of hurdles and speed breakers. Following are the challenges that are emerging from time to time under this are:

- Issues associated with liquidity.
- Paucity of Demand.
- Inadequacy of backward and forward linkages.
- Burgeoning fiscal deficit.
- Difficulty in mobilizing finances.
- Struggling in meeting infrastructural aspirations.
- Existence of more indirect benefits comparatively to direct benefits has failed to boost the confidence and inculcating optimism in the corporate sector.
- Schemes talked about relying more on loans rather than cash support, so modification in this is desirable.
- Inclusion of the collateral free loans for micro, small and medium enterprises has made them more care free which resulted in higher default by them that crept up the non-performing assets. So, the challenge in front of the government is how to handle this?
- Deterioration of the asset quality in the banking sector due to bad loan issues and unsecured loans is also one of the challenge that government has to deal.
- The other challenge is that the total government expenditure that has been incurred through the package is only 1% of India's GDP growth.
- One of the biggest challenge for India is to mark her presence and make her place in the global market when countries like China and USA has so much control in the global business.
- The other challenge that arise is how to enhance R & D activities and to create conducive environment for that.
- Disruption of the supply chain due to national and international lockdown has led to supply side contraction.

So, these are few challenges that India has to rectify in order to accomplish the objective of Atam Nirbhar Bharat.

6.4 . THINGS TO BE DONE TO BECOME ATAM NIRBHAR BHARAT :

The vision of making Bharat- “Atam Nirbhar Bharat” is a tough mission to achieve. A whole lot of challenges are arising time to time during this process, some things are still left to be done to become Atam Nirbhar Bharat. Following steps to be taken are-

- Allocation of direct benefits like cash support will be channelized in comparison to indirect benefits.
- Discontinue or reduction in GST payments.
- Appraising the existing agrarian problems and search out the possible solutions in holistic manner.
- More reforms should be drafted in relation to production and productivity so as to double the farmer’s income.
- Issues concerning marginalised sections such as landless labourers, tenants etc. desired to be studied extensively.
- Few areas in the agrarian sector like land reforms, consolidation of fragmented holdings, transparency on ownership and proprietorship of land resources and digitalization.
- To avail the benefits of the scheme, another phase of industrial revolution is urgently required.
- A deliberate industrial policy is indispensable to interchange the existing ecosystem for transforming India a global manufacturing hub.
- Improvement in infrastructure facilities, constant power failures, glitches in communication systems are yet to be done.
- Reforms should be inclusive in nature.

So, these are several steps that Indian government can take to accomplish the mission of making India "Atam Nirbhar Bharat"

6.5 . SUCCESS STORIES OF INDIA AS ATAM NIRBHAR BHARAT :

Health Sector

* Growth of PPE from zero before March 2020 to 4,50,000 pieces a day by the beginning of July is the fine example of India's Atam Nirbhar Bharat Abhiyan. Our PPE industry has achieved a milestone of 10,000 crores in 3 months, the 2nd largest after China.

* Manufacturing of COVID vaccines i.e. Covaxin and Covishield at domestic platform in such a mass scale in such a short span of time is the living example of Atam Nirbhar Bharat Abhiyan.

Tele Communication

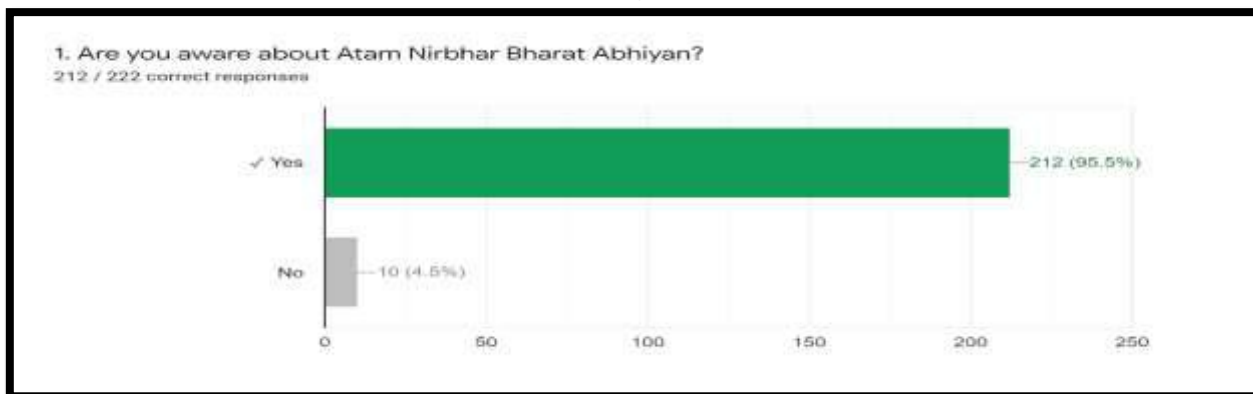
*5G network was announced in July 2020 by Reliance Jio. It entitled us to launch a world class 5G service domestically using 100% home based technologies and solutions.

7. RESEARCH METHODOLOGY (Table 2)

Type of Study	Descriptive Study
Research Universe	India
Sample Size	222 Respondents
Sampling Method	Random Sampling
Method of Data Collection	Questionnaire (Google Form)
Sources of Data Collection	Primary & Secondary
Data Analysis Technique	Bar Diagrams

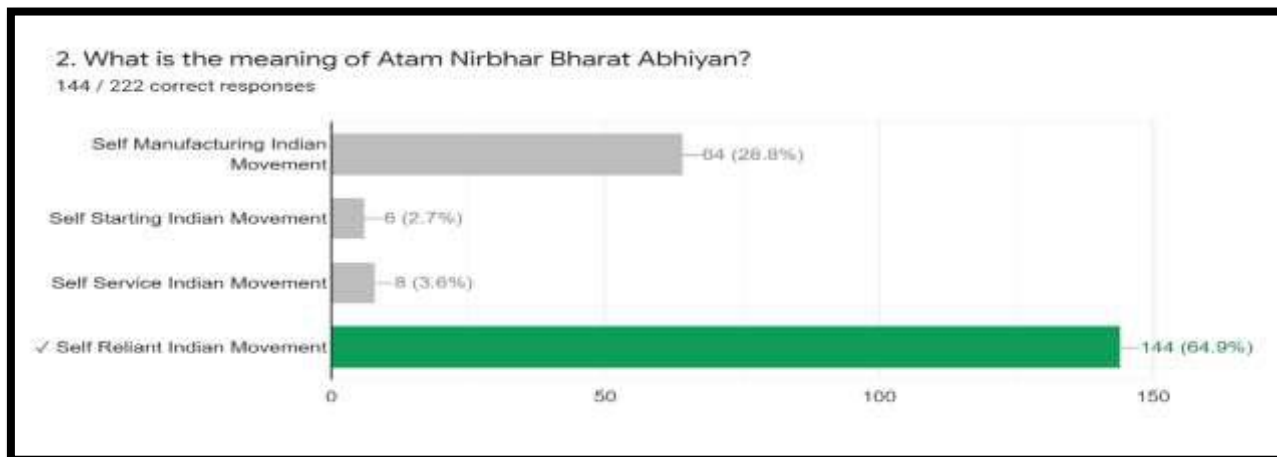
8. ANALYSIS AND INTERPRETATION:

Fig. 2



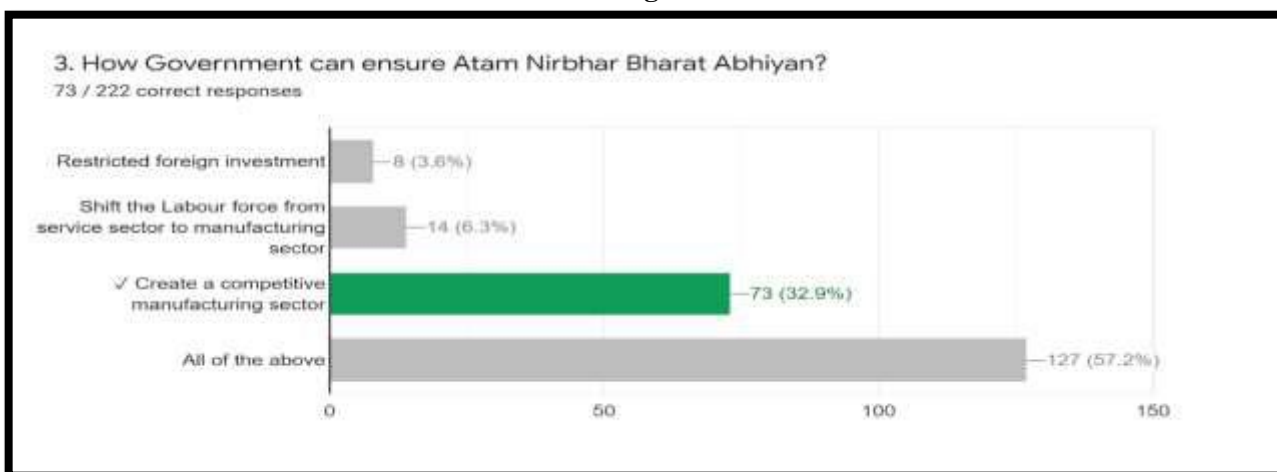
Interpretation: 212 out of 222 (i.e. 95.5%) respondents are aware whereas 10 out of 222 (i.e. 4.5%) are unaware about Atam Nirbhar Bharat Abhiyan.

Fig. 3



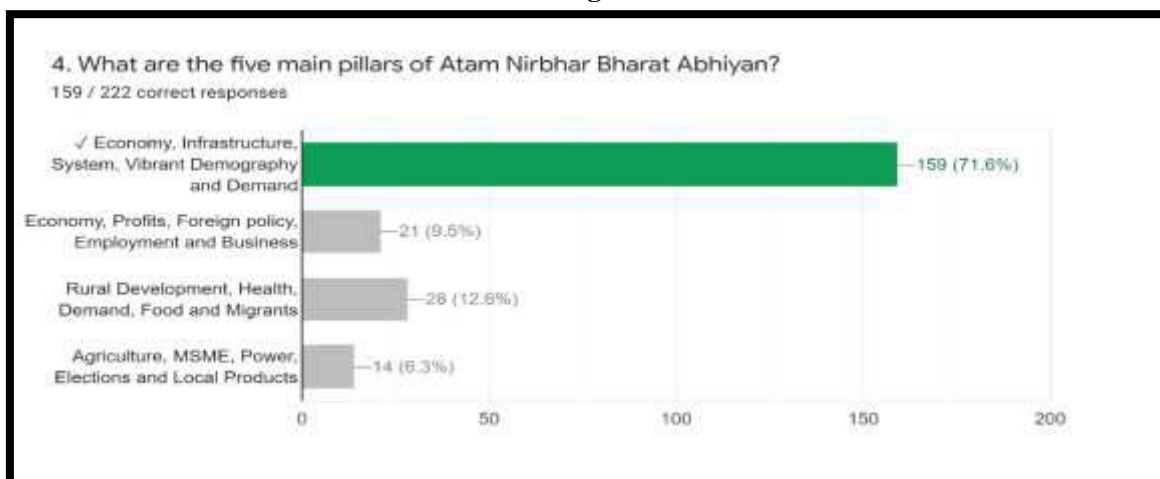
Interpretation: 144 (i.e. 64.9%) respondents are familiar with the correct meaning of Atam Nirbhar Bharat Abhiyan whereas 78 (i.e. 35.1%) are unfamiliar about the meaning.

Fig. 4



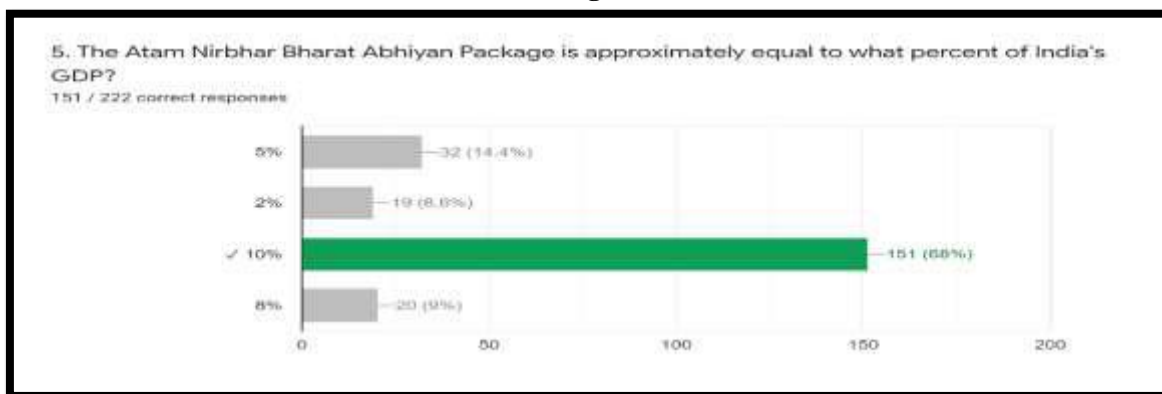
Interpretation: 73 (i.e. 32.9%) respondents believed that creating a competitive manufacturing sector whereas 8 (i.e. 3.6%) has the notion that restricted foreign investment, 14 (i.e. 6.3%) has the idea that shift the labour force from service sector to manufacturing sector and lastly, 127 (i.e. 57.2%) has believed that all these factors are responsible to ensure Atam Nirbhar Bharat Abhiyan.

Fig. 5



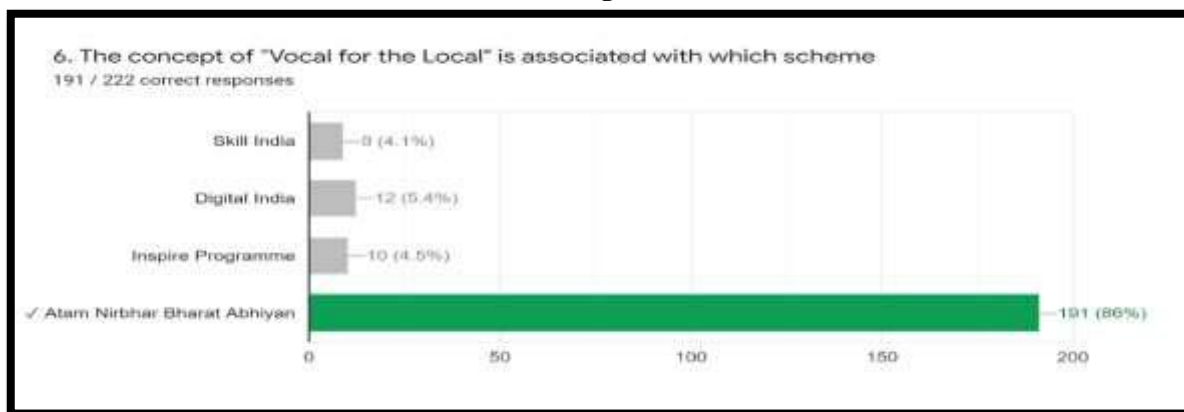
Interpretation: 159 (i.e. 71.6%) respondents are informed of the main pillars of Atam Nirbhar Bharat Abhiyan whereas 63 (i.e. 28.4%) respondents are not informed of the main pillars.

Fig. 6



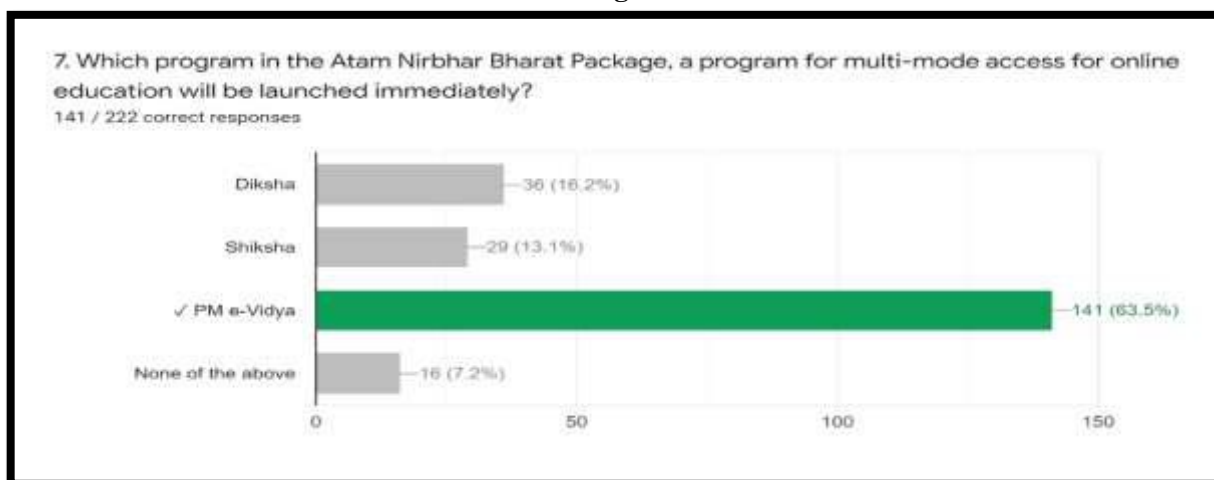
Interpretation: 151 (i.e. 68%) respondents thought that Atam Nirbhar Bharat Abhiyan package is equal to 10% of India's GDP whereas 14.4% 8.6% and 9% respondents thought that this Package is equal to 5%, 2% and 8% of India's GDP respectively.

Fig. 7



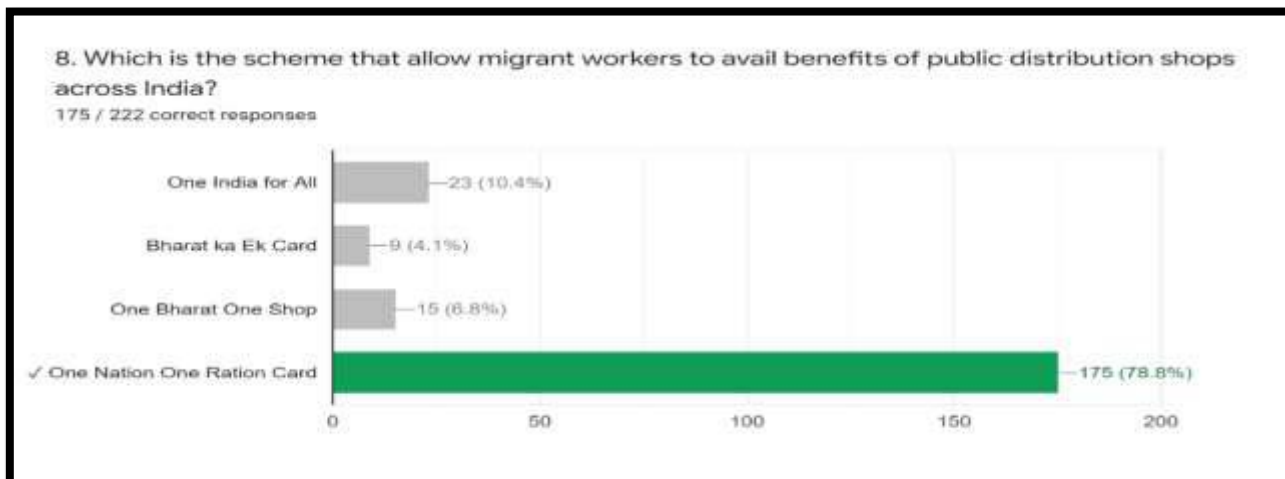
Interpretation: 191 (i.e. 86%) respondents are aware that concept of vocal for the local is as sociated with Atam Nirbhar Bharat Abhiyan whereas 4.1% 5.4% and 4.5% respondents thought that this concept is associated with schemes like Skill India, Digital India and Inspire program respectively.

Fig. 8



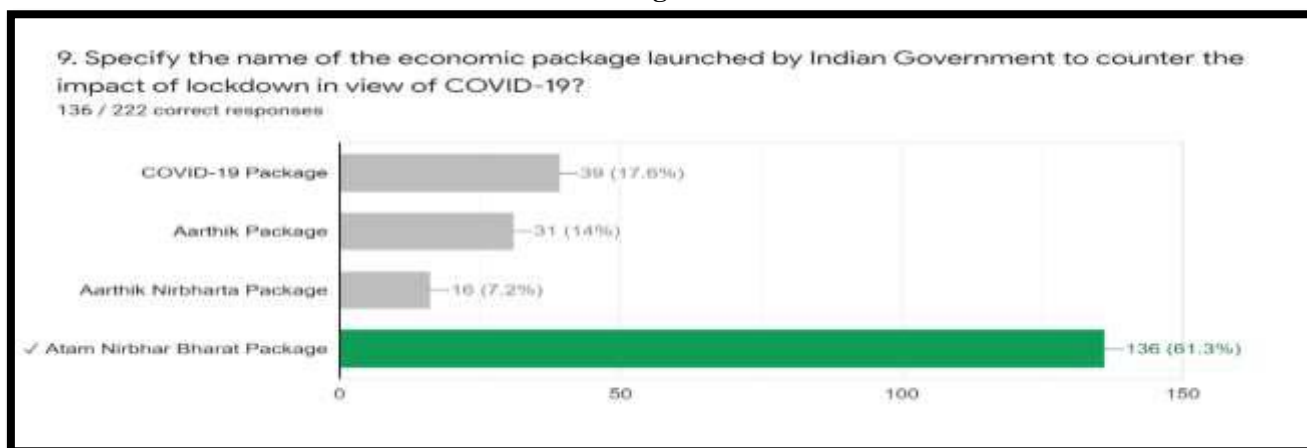
Interpretation: 141 (i.e. 63.5%) respondents have the perception that PM e-Vidya is the program whereas 16.2%, 13.1% respondents have the perception that Diksha, Shiksha is the program for online education respectively.

Fig. 9



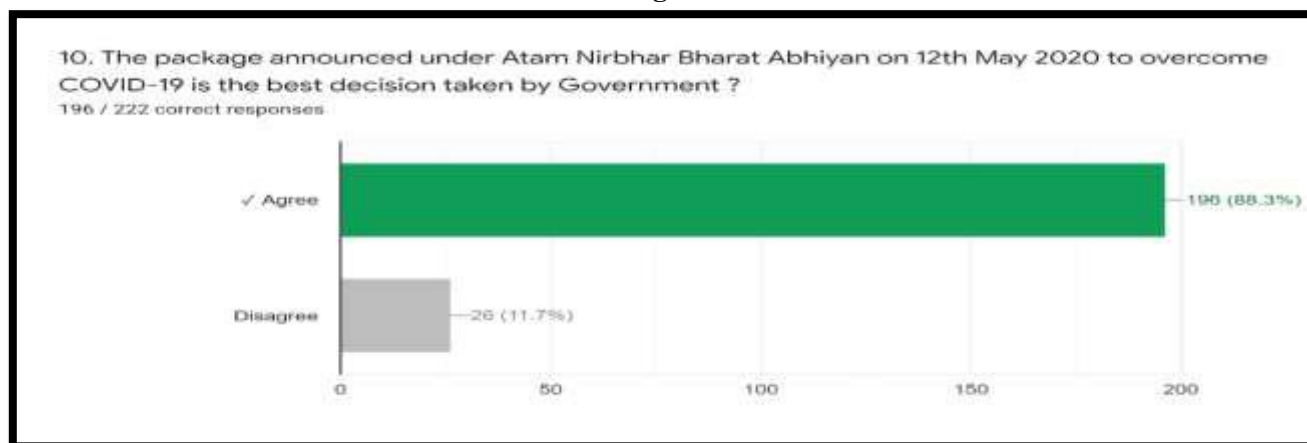
Interpretation: 175 (i.e. 78.8%) respondents have the belief that One Nation One Ration Card scheme will help migrant workers whereas 10.4%, 4.1%, 6.8% respondents believed that One India for All, Bharat ka Ek Card & One Bharat One Shop respectively are the schemes.

Fig. 10



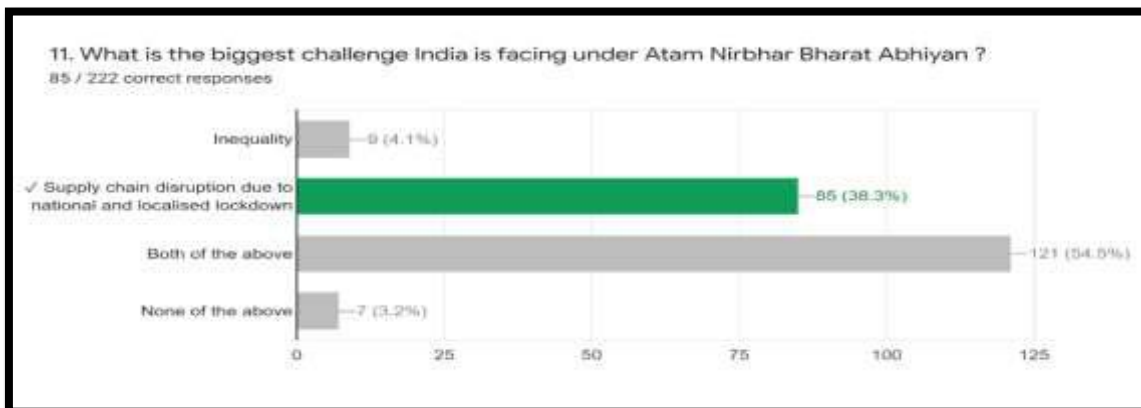
Interpretation: 136 (i.e. 61.3%) respondents have the correct knowledge that Atam Nirbhar Bharat Package is the one launched by the government to counter the impact of lockdown in view of COVID-19 whereas 86 (i.e. 38.7%) respondents have incorrect knowledge.

Fig. 11



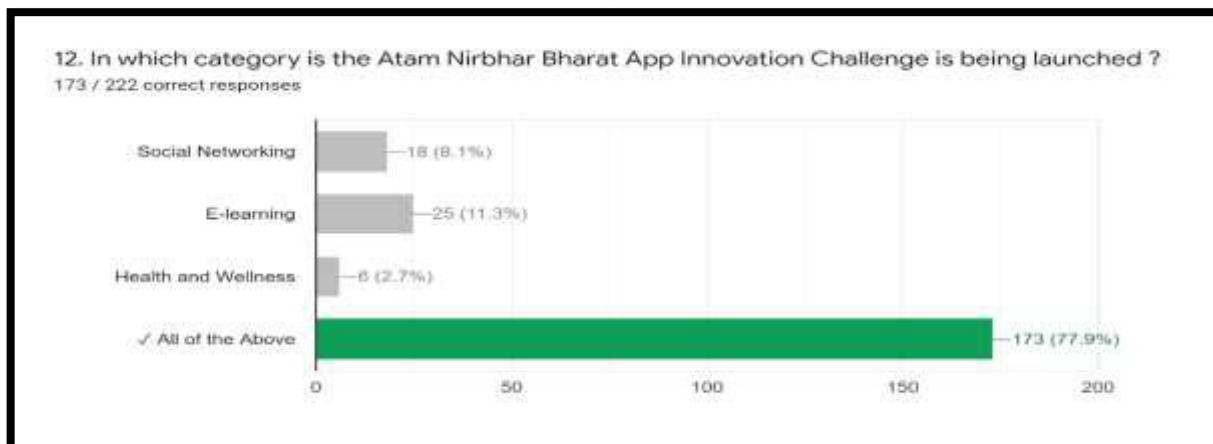
Interpretation: 196 (i.e. 88.3%) respondents agree with this statement whereas 26 (i.e. 11.7%) respondents disagree with this statement.

Fig. 12



Interpretation: 9 (4.1%) respondents have the conception that inequality is the biggest challenge, 85 (i.e. 38.3%) respondents have the conception that supply chain disruption is the biggest challenge. 54.5% respondents thought that both are the challenges whereas 3.2% respondents thought that inequality and supply chain disruption are not the challenges.

Fig. 13



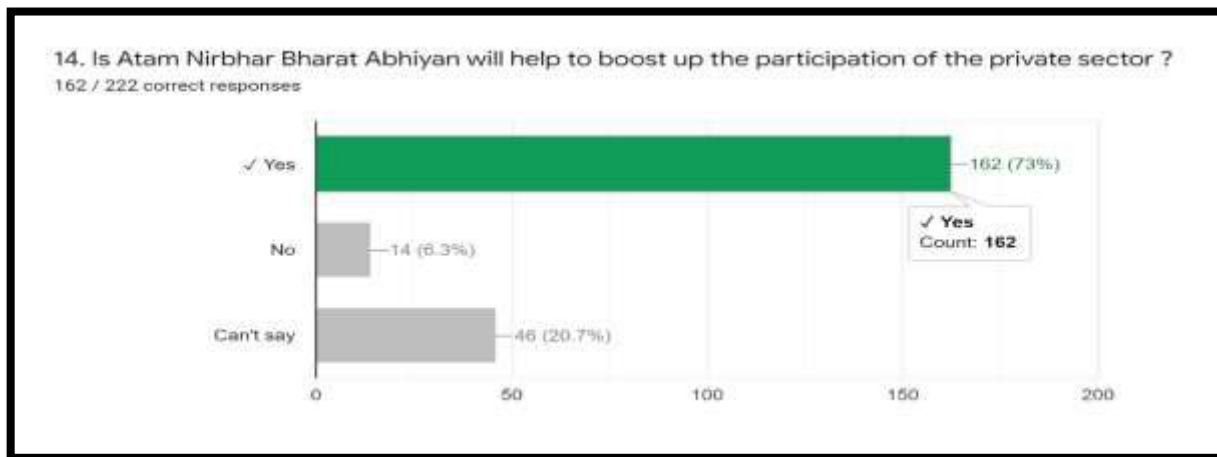
Interpretation: 173 (i.e. 77.9%) respondents have given the correct response as in which category Atam Nirbhar Bharat App Innovation challenge is being launched. 49 (i.e. 22.1%) are partially aware about the category in which App is being launched.

Fig. 14



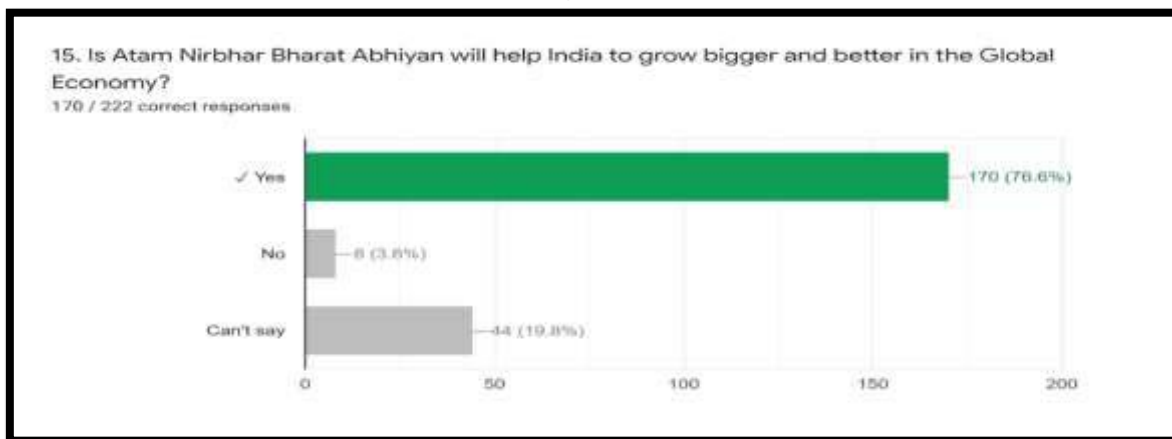
Interpretation: 155 (i.e. 69.8%) respondents believed that this Abhiyan will have a positive effect on the economy whereas 4.5% respondents believed that it will have a negative effect whereas 25.7% respondents can't say about the nature of effect it has on the economy.

Fig. 15



Interpretation: 162 (i.e. 73%) respondents feel that Atam Nirbhar Bharat Abhiyan will boost private sector participation whereas 6.3% are of the opinion that it will not boost this.

Fig. 16



Interpretation: 170 (i.e. 76.6%) respondents are of the opinion that Atam Nirbhar Bharat Abhiyan will help India to go bigger and better in the global economy whereas 3.6% respondents have an unfavourable viewpoint regarding this, on the other hand 19.8% respondents can't say anything about it.

10. MAIN FINDINGS OF THE STUDY :

- Majority of the people are aware about the Atam Nirbhar Bharat Abhiyan.
- Only few people know how Atam Nirbhar Bharat Abhiyan can be ensured.
- Most of the people have the perception regarding the main pillars of Atam Nirbhar Bharat Abhiyan.
- Majority of the individuals know that concepts like e-Vidya, Vocal for Local, One Nation One Ration Card are associated with this Abhiyan.
- Based on the responses, majority ones thought that Atam Nirbhar Bharat Abhiyan will boost up the private participation, economy as a whole and is a good decision by the government.

11. DELIMITATIONS OF THE STUDY :

- This study is confined only 222 respondents.
- As Google form is used for data collection, it signifies that only educated respondents are included.
- Sample area comprised of respondents from Haryana and Delhi only.
- Only one tool for data collection is used i.e. Questionnaire (Google form). Other tools like interview is not used.

12. RECOMMENDATIONS:

- Indian government must start providing information and also disseminate awareness regarding Atam Nirbhar Bharat Abhiyan.

- The opportunities accessible to the beneficiaries of various sectors will be showcased effectively and clarity on that will be provided to the masses at the ground level.
- It is recommended that each citizen must realise that such a far-reaching and gigantic vision cannot be achieved by government alone, equal companionship of all the 137 crores Indians are essential.

13. CONCLUSION :

The entire research study concluded that last year when the entire global economy was stuck in the clutches of COVID-19, at that time launched of Atam Nirbhar Bharat Abhiyan was came as a ray of hope in the darkness which is welcome by all with both hands. Atam Nirbhar Bharat Abhiyan popped up as a drizzle of rain in the arid land, ushering relief for bringing back the economy on track. It is the economic package announced in five tranches for refilling the empty pockets and stomachs of the suppressed classes from the coronavirus crisis. In addition, it has the longer vision to stand the country on that platform where it can sustain and tackle any black swan in the future. Further, government has to understand that giving all the facilities to develop the underlined sectors will not fulfil the purpose, one has to bring attitudinal change and the potential to take innovative steps in order to achieve the mission of making Bharat a "Atam Nirbhar Bharat". Thus, the success of Atam Nirbhar Bharat Abhiyan will depend on all the 137 crores Indians including government, so one has to contribute every bit to make it happen and attain achievement in this regard.

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