

ATMANIRBHAR IN FINANCIAL ECONOMICS, INDIA

ABSTRACT:

The occurrence of Covid-19 pandemic in India has affected the Economy of India to the greatest extent anyone could ever imagine causing damage to almost all the Service, Manufacturing and Trading sectors. Suddenly, due to the lockdown declared by the Government of India, the economy had come to the stage of Stand Still. Therefore, to boost the morale of the common population of almost all the major sectors, the Hon'ble Prime Minister announced a package worth Rs.20 lakh crore which is said to be equivalent to 10 percent of GDP. It is based on Five main pillars namely Economy, Infrastructure, Technology driven system 4. Vibrant demography and Demand that serve as foundation for a self-reliant India. As technology driven systems are one of the pillars in the mission Atamanirbhar Bharat, it becomes a responsibility of the Science fraternity as well to analyse critically the insights of Atmanirbhar Bharat Abhiyan with Scientific approach. The paper elaborates the importance of the Five Pillars and evaluates critically with a scientific approach behind the various aspects of the Mission Atmanirbhar Bharat.

Keywords: Covid-19, Atmanirbhar Bharat Abhiyan, Self-reliant, Corporate Innovation, Economy, GDP

1.1 INTRODUCTION TO ATMANIRBHAR BHARAT ABHIYAN

Prime Minister Shri Narendra Modi has announced the 'Atmanirbhar Bharat Abhiyan' (Self-reliant India Movement) on May 12, 2020 with a special economic & comprehensive package of Rs 20 lakh crores which was aimed towards achieving the mission. The Mission focuses on the importance of promoting local products. The mission is also expected to complement "Make in India" initiative which intends to encourage manufacturing in India including agriculture sector which have a great potential. Agriculture plays a very crucial role in Aatmanirbhar Bharat. With a motive to transform the Agriculture into a Sustainable Enterprise, Government of India, Ministry of Agriculture & Farmers' Welfare has recently taken a host of historical pro-agriculture landmark initiatives towards the development of Aatmanirbhar Krishi in India by implementing 03 landmark reforms on 5th of June 2020, for the benefit of farming community.

With the aim to reach the farmer & transform the way they sell their Agri-produce, e-NAM had enlarged to 1000 mandis of 18 States & 03 UTs. Under the new FPO trade Module, FPOs are doing trade from their collection centres through e-NAM platform. This online market aims at reducing transaction costs, bridge information asymmetries, and help in expanding market access for farmers.

Aiming towards "One Nation One Market" for agricultural commodities in India, e-NAM has made revolutionary change to the traditional agri-business in the country emerged as a ready solution to farmers & other stakeholders to conduct their business. With its value-added services, e-NAM has emerged as much more advanced and robust platform.

Government has announced a new scheme for Formation & promotion of 10,000 FPO's. Collectivization of small and marginal farmer to form their organization as Farmer Produce Organization has been another major initiative by Ministry of Agriculture and Farmer Welfare for making Krishi Atmanirbhar. This will prove to be the most effective and appropriate institutional mechanisms to reduce the cost of production, increase productivity and facilitate better marketing linkages to enhance their net income. This will not only help to augment the income of farmers but will bring a paradigm shift at grass-root level towards Atmanirbhar Bharat.

The salient features of the scheme are as follows:

- Minimum number of members to be 300 in plain area, while 100 in North- East and Hilly areas
- FPOs will be registered either under Companies Act or any State Cooperative Societies Act as decided by Members of FPO
- 15 % of the targeted FPOs are to be formed in Aspirational Districts & formation of FPOs is to be prioritized in notified Tribal areas.
- Scheme will be focused on the concept of **“One District One Product”** to promote formation of value chain, processing and export.
- SFAC, NCDC & NABARD have been chosen as the implementing agencies.
- Agriculture Value Chain Organization forming FPOs and facilitating 60 % of market linkages for members' produce, then FPO management cost can be reimbursed.
- Implementing Agency (IAs) will engage professionally managed Cluster Based Business Organization (CBBOs) to form, register and promote FPOs.

1.2 ADVANTAGES OF ATMANIRBHAR BHARAT ABHIYAN:

- Liquidity infusion and direct cash transfers into the accounts of labourers and daily-wage earners are helpful for their survival during the lockdown
- Long-term modifications in critical sectors keep them globally competitive and attractive
- Substantial growth in the e-Commerce industry
- Boost in the supply chain logistics industry
- Lots of employment opportunities soon in the country
- Reduction in scarcity for medical supplies and food grains

1.3 DIS ADVANTAGES OF ATMANIRBHAR BHARAT ABHIYAN:

Under Atmanirbhar Bharat Abhiyan, Government of India's MSME's support in credit guarantee (support in principal and interest) with 25 Cr outstanding to less than 100 Crore Turnover, buying debt papers of NBFC's. Government issuing Subordinate debt as the

provision of Equity to prevent MSME's further NPA's, provision of Liquidity from Centre and States to Power Distribution Companies, Government's Contribution to EPF by 12 percent, and reduction of Employer's Contribution to EPF to 10 Percent, both for the next three months.

1.4 PURPOSE OF ATMANIRBHAR BHARATH

The people of India have by now come to expect the announcement of a new programme from the government at periodic intervals. Thus, in the past six years, we have had Make in India, Swachh Bharat and Less Cash. Now there is something larger, a goal. In his address to the nation on May 11, Prime Minister Narendra Modi called for an *Atmanirbhar Bharat*. Actually, self-reliance was the stated goal of economic policy in India in the early years after 1947. The architect of this plan was Jawaharlal Nehru, whose record as prime minister – especially economic – intellectuals associated with this government have trashed relentlessly. Now, over half a century after his death, the fulcrum of his vision for India has been ceremoniously brought back with nary an acknowledgement.

Both the facts of economic development across the world and advances in the methodology of empirical research would help us make sense of the economic policies of early independent India. History suggests that India did not pursue a strategy entirely out of line with what was adopted elsewhere. More importantly, we have evidence that growth here first accelerated in the early 1960s. This could only have been a consequence of the policies adopted in the earlier decade, notably the 'Nehru-Mahalanobis Strategy' of investing in capital goods production via newly formed public enterprises. This evidence cannot be jettisoned easily. It is based on a statistical procedure that is free from the predilections of the practitioner. It conclusively disposes of the stance that nothing really changed in India after 1947, a view once held at both ends of the political spectrum but now the preserve of the right-wing. The same procedure also reveals that growth did not accelerate after the Modi government has come to power.

However, while we know that the 1950s were literally path-breaking, we also know that the performance of India's economy has for far too long left much to be desired. This is apparent when we look to our east, where all countries have surged ahead of us, raising national income and spreading it widely. We also know exactly how this has been achieved. Even as they had accumulated physical capital, our East Asian counterparts developed their human resources. The question staring at us is why a society with a highly educated elite in power failed to observe this as development played out over decades.

1.5 HOW IS ATMANIRBHAR USED IN ECONOMY?

Prime Minister Narendra Modi's call for an "Aatmanirbhar Bharat" (self-reliant India) is an important initiative, the International Monetary Funds (IMF) said.

"The economic package under this self-reliant India initiative, which was announced in the aftermath of the coronavirus shock, has supported the Indian economy and mitigated

significant downside risks, so we do see that initiative as having been important," Gerry Rice, Director, Communications Department, IMF,

Looking ahead, as the prime minister has said, for India to play a more important part in the global economy, pursuing policies that stimulate by improving the efficiency and competitiveness of the economy is critical, he said, responding to a question on Modi's call for an "Aatmanirbhar Bharat".

"To achieve the stated 'Make For The World' goal in India, the priority is to remain focussed on policies that can help further integrate India in the global value chain, including through trade, investment and technology,". The IMF's joint study with the NITI Aayog and the Ministry of Finance shows that to achieve a high performance in health-related sustainable development goals, India would need to gradually increase its total spending in the healthcare sector from the current 3.7 per cent of the GDP.

Rarely does it happen that one policy benefits multiple sectors. It's not only about promoting domestic products and increasing value of the home currency, but also about realising the true potential of Indian brands and making them global. This booster shot is the Centre using a certain percentage of the GDP and proportionately distributing the amount across a variety of sectors of industry and society. What is also interesting is the manner in which the idea of a self-reliant India has resonated with the citizens of the country. It appears that the government has been successful in awakening patriotism in its citizens in order to boost demand for local-made products.

India is today transitioning from a situation where it opened its doors to liberalisation and globalisation to one where it has to rearm itself to become a competitive manufacturing hub, a self-reliant country that can face war and pandemics, and a comfortable investment destination where the world can relocate to capitalise on its huge and talented manpower and geographic advantages. One cannot look at it as a crude strategy to close down China and replace it with India. It is more of a strategy to make India equally attractive, to make the world believe in the regulatory stability in our country and to revive the nation and truly put it in on the world map.

1.6 OBJECTIVES OF ATMANIRBHAR IN FINANCIAL ECONOMICS

Atmanirbhar Bharat Abhiyan involves fiscal policy and relief measures for various industries as the economic consequences of the pandemic have left no sector untouched. Some of the objectives of this package are:

- The main aim is to reduce unemployment, insolvency, and poverty and to increase India's per capita GDP and the purpose is to make Indian Economy stronger and to promote local products in India as well as all over the world.
- To provide debt to MSME promoters, who can, in turn, infuse the money as their equity in the enterprise and the interest rate will be capped (Rs.3 Lakh crores loans is the emergency credit line for MSME's).

- To protect the Indian ventures from foreign competition and boost the agenda 'MAKE IN INDIA' and self-reliance by disallowing the global tenders in procuring government tenders up-to Rs.200 crore.
- The scheme has announced a reduction in TDS and TCS rates. The rates of Tax Deduction at Source (TDS) for the non-salaried specified payments made to residents and Tax Collected at Source (TCS) will be reduced by 25% from the existing rates. This reduction will apply from May 14, 2020 to March 31, 2021. This is estimated to provide liquidity of Rs 50,000 crore.
- A special insolvency resolution framework for MSMEs under the Insolvency and Bankruptcy Code, 2016 will be notified. The Insolvency and Bankruptcy Code, 2016 will be amended to provide for the following:
 1. Minimum threshold to initiate insolvency proceedings will be increased from one lakh rupees to one crore rupees.
 2. Suspension of fresh initiation of insolvency proceedings up to one year, depending upon the pandemic situation.
 3. COVID-19 related debt will be excluded from the definition of 'default' under the Code for triggering insolvency proceedings.
- To provide financial relief to businesses during the Coronavirus crisis, the government has decided to continue support to EPF contributions for businesses and their workers for 3 more months.
- Direct listing of securities by Indian public companies in permissible foreign jurisdictions will be allowed. Private companies which list Non-Convertible Debentures (NCDs) on stock exchanges will not be considered listed companies.
- To provide financial relief to businesses during the Coronavirus crisis, the government has decided to continue support to EPF contributions for businesses and their workers for 3 more months.
 - a) The relief measure was announced in the month of April to fund EPF contributions for 3 months i.e. from March to May – both by the employer and the employee- a total of 24% of wages. The employees working in an establishment having less than 100 workers were eligible for such relief.
 - b) The scheme has now been extended till August 2020 and will provide liquidity relief of Rs.2, 500 crores to 3.67 businesses and 72.22 lakh employees across the country.
- To increase the take-home salary for salaried employees, the statutory PF contribution of both the employer and employee will be reduced to 10% each from the current 12% for the next 3 months.
 - 1) This scheme will be applicable to employees who are not covered under 24% EPF support mentioned earlier.

- 2) However, central public sector enterprises and state PSUs will continue to contribute 12% as their employer contribution.
 - 3) This measure will provide relief to about 6.7 lakh businesses and 4.3 crore employees.
- The government of India promised reforms into land labour and regulation to shape India into a business-friendly nation. To fulfil the promise the, the labour ministry of India into a business-friendly nation.
 - The government has come up with a special liquidity scheme worth rupee 30,000 for investing in investment grade debt Paper of NBFCs, HFCs and MFIs. The scheme will be f guaranteed by the government and will be especially beneficial for the housing sector.
 - The government increased the private sector role mining while removing many obstacles for private company mining in coal sector and it would have been for the benefit of corporate if the government would have provided direct benefits like cash support and pause for reduction in GST payments.
 - The government has extended the CLSS (credit linked Subsidy scheme) for middle income households to March 2021. This will lead to investment of rupees 70,000 crore in the housing sector, thus boosting the already ailing real estate sector.
 - The government will provide Rs.4,000 crore to Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), which will, in turn, provide partial credit guarantee to banks.

1.7 CORPORATE INNOVATION FOR ATMANIRBHAR

The real vision of Atmanirbhar Bharat would be achieved when each stakeholder in the larger socio-economic ecosystem of the nation viz. corporations, academic and research institutions, civil society and the government can collectively contribute.

The COVID-19 pandemic and the expansionist tendencies of China as witnessed on the borders have created a situation where it has become imperative for India to reduce dependencies on global supply chains, and focus on creating innovation and entrepreneurial ecosystems that would lead to economic and technological self-reliance and self-sufficiency through home-grown success stories. While these are possible, they would take time, as a lot of ingredients that would contribute to them are in the making.

There are four such game-changing ideas developed over the two decades, the likes of which could help achieve success in several aspects of the vision of Atmanirbhar Bharat.

Adult Literacy Programme: Through teaching software, multimedia presentations, and printed material, the Computer-based Functional Literacy Programme developed by TCS in 2000 taught a person 3Rs – Read, write and basic arithmetic, in one among nine Indian and three foreign languages within 50-55 learning hours at a cost of just Rs.500 per person. This was enough for everyday requirements, such as reading destination signs on buses, legal/bank

documents and even newspapers. It was recommended for deployment as a National Mission in India's XI th Five Year Plan (2007-2012), but not implemented at the desirable scale. In two decades, only a million people have benefited from this Programme, when the number of adults who cannot read and write stands at nearly 266 million.

Tech-Enabled Quality Primary Education: Gram-Maitra, a multimedia-based asynchronous interactive remote teaching technology developed by TCS had the capacity to deliver high quality teaching to lakhs of primary schools. It focused on providing high quality education to students in rural and underprivileged areas using DTH (for multilingual video lessons) and internet technologies (for interactive Q&A sessions between students and teachers). With an estimated equipment cost of Rs 17,500 per classroom, a state enrolling 100,000 primary schools in the system could avail of this facility through an annual subscription of Rs 140 crore. By 2016, nearly 363,000 schools were covered under the Sarva Shiksha Abhiyan, the government's flagship Programme for elementary education, with an annual outlay of about Rs 20,000 crores. Yet, learning outcomes were falling with every passing year, averaging around 42%.

Bioinformatics for Drug Discovery: In 2007, President Abdul Kalam launched Bio Suite, a bioinformatics product aiding drug discovery developed by TCS in collaboration with 18 leading Indian institutes. Given to R&D institutions in India at a nominal price of Rs 49,990, it became a success in the global market, particularly among the start-up biotech companies and drug discovery firms. By 2023, the global bioinformatics services market is expected to reach \$3.53 billion.

Agro Advisory System: M-Krishi, an agro-advisory system for farmers, launched in 2009, provided services such as weather forecasts, pesticide, and fertilizer advisory. It allowed farmers to use ICT for solving farming challenges through personalized advice in their local language. For those using the service, field efficiencies resulted in over 40% increase in yield, and over 10% reduction in pesticides and fertilizer usage. A decade after its launch, the M-Krishi app has benefitted only a million farmers when the total number of people in the agriculture sector is over 500 million.

The diversity of these research projects was impressive. They provided much-needed, affordable and implementable solutions to India's complex problems. Some of these seem so relevant during the current pandemic. To ensure sustainability of such initiatives, TCS did not work on them as CSR projects. Some of these innovations had the potential of providing commercial usage.

While working towards an Atmanirbhar Bharat, governments will have to leverage such disruptive socio-economic innovations and interventions in long-term national interests. This would not be possible in isolation but through collaborative execution with diverse stakeholders including corporations that have the best national talent and immense resources to experiment with ideas.

TCS is not the only large company with an innovation ecosystem. Most large corporations across sectors and industries have been investing substantial talent and resources in areas of

strategic importance. For example, L&T has been championing self-reliance in the key sectors of defense, nuclear power, space research, power, and infrastructure.

The "Aatmanirbhar Bharat App Innovation Challenge" was launched by Prime Minister Narendra Modi on July 4 which saw participation from 6,940 tech entrepreneurs and start-ups across the country

The challenge had entries for nine different categories namely Business, eLearning, Entertainment, Games, Health, News, Office and Work from Home, Others and Social. A mega hackathon was organised on Friday where the top finalists selected under the challenge across categories showcased their apps.

In the Social category, Chingari emerged as the top winner, followed by writing app Your Quote and Koo which allows people to follow top Indians and news in Indian languages.

The challenge saw the participation of excellent apps that have the potential of being leaders in their categories, Ministry of Electronics & IT said on Thursday, adding that many of the apps have been developed by women entrepreneurs who have shown how innovation and technology can help create value and successful enterprises.

1.8 ATMANIRBHAR BHARAT APP INNOVATION CHALLENGE: PM MODI ASKS START UP TO BUILD APPS ECOSYSTEM

Days after government banned 59 Chinese apps; the Ministry of Electronic & Information Technology in partnership with Atal Innovation Mission- Niti Aayog has launched Digital India Atmanirbhar Bharat App Innovation Challenge for Indian tech entrepreneurs and start-ups. Launched and Promoted by Prime Minister Narendra Modi the Innovation Challenge has been made available on my gov website from July 4.

The objectives are to support and build a strong ecosystem for Indian apps and help realise the vision of PM Modi for building a Digital India and using Digital Technologies for building on Atmanirbhar Bharat.

The App Innovation Challenge includes the promotion of existing apps as well as the development of new apps. Categorised into two tracks, the Track 1 Innovation Challenge will identify the best Indian apps that are already being used by citizens and have the potential to scale and become world -class apps in their respective categories.

To be completed in a month, this Innovative Challenge with cash awards and incentive of featuring on leader boards seeks to create an ecosystem where Indian entrepreneurs and start-ups are incentivised to ideate, incubate, build, nurture and sustain technology solutions to serve Indian citizens as well as their world.

The Mantra is to make in India for India and the World. Track 1 has been categorised including office productivity and work from home, social networking, e-learning, entertainment, health and wellness, business including aggrotech and fin-tech, news and games.

Subsequent to this App Innovation Challenge, government will also launch Track 2 of the Atmanirbhar Bharat App Innovation Challenge that will seek to identify Indian start-ups, entrepreneurs, companies and encourage them with ideation, incubation, prototyping and roll out of applications.

In a post published on LinkedIn, Prime Minister spoke about the vibrant tech and start up ecosystem in India. He said that there is a lot of enthusiasm among the start-up and tech ecosystem to innovate, develop and promote home grown apps. This challenge will be jointly hosted by the government and members of tech community to make it more holistic.

Prime Minister shared ideas and asked if technology can help make traditional Indian games more popular, if apps can be developed to help people in rehabilitation or getting counselling or if apps with targeted and smart access to the right age group for learning, gaming, etc. can be developed. He urged the tech community to participate and help create an Atmanirbhar App Ecosystem.

"Everyone believes in the ability of Indians to innovative and present solutions and when there is a feeling of dedication and compassion then this power becomes limitless. At the beginning of this month, the country's youth were given an app innovation challenge," said PM Modi during his monthly "Mann ki-Baat" programme.

The Prime Minister continued saying that for an Atmanirbhar Bharat and nation's future, this is a good indication. After much scrutiny, about two dozen apps were awarded in different categories. You must learn and connect with these apps, he added.

Prime Minister cited examples of various apps saying, "One of these apps is the Kutuki Kids Learning App. This is an interactive app for small children in which kids can learn a lot about Math and Science through stories and songs. It also contains activities and games."

"Similarly, there is an app for micro blogging platforms. It is called Koo, through which we can communicate and interact through text, audio and videos in our mother tongue. Similarly, Chingari app is gaining popularity amongst the youth," he added.

"There is one more app-Step Set Go which is a fitness app. It keeps all records of how much you walked, how many calories you burned. It also motivates you to stay fit. Many other apps have also won this challenge including many businesses, games apps," he said.

"You also come forward, innovate and implement something. Your efforts in today's small start-ups will transform into global conglomerates tomorrow and make a mark for India," he added.

1.9 HOW ATMANIRBHAR HLEPS IN RESTORING THE ECONOMY

Prime Minister Narendra Modi announced the Atmanirbhar Bharat Abhiyan (or Self-reliant India Mission) and said that in the days to come his government would unveil the details of an economic package — worth Rs 20 lakh crore or 10% of India's GDP in 2019-20 — aimed towards achieving this mission.

While the central government has taken several steps to revive the economy, these initiatives addresses the supply side of the issue, more needs to be done to address the demand side of the problems. After a total lockdown in most parts of the country, the government has started opening up the industries in a calibrated manner in almost all the states in India. The last three months saw a contraction of almost 15 percent in terms of growth figures.

The central government has drawn a road map to achieve its ambitious goal of #atmanirbharbharat by promoting #vocalforlocal campaign. Curbing heavy imports and making the economic environment conducive for self-manufacturing & production is a drive to ramp-up domestic consumption and explore the further scope of exports. However, there are several important factors that shall work in India's favor in the coming financial year.

Firstly, India's agriculture sector even in such testing times has fared exponentially well with a 3- 4 percent growth expected this year. It is not only good agricultural states like Punjab and Haryana, but even smaller states have managed to do well. The fiscal stimulus announced by the union finance minister objectifies to advance Agriculture and the agro-processing industry; this is expected to give a further push to the sector in the coming years.

Secondly, the economic stimulus package announced by the central government is an all comprehensive one that aims to target most of the sectors of the economy. The Rs 20 lakh crore financial packages which are almost to the tune of 10 percent of India's GDP coupled with a slew of measures by the Reserve Bank of India is aimed at infusing liquidity in the economy and helping the business tide over the pandemic. These measures should help India in achieving a sharper growth trajectory in the next financial year and a growth rate forecast to at least 6 percent. However, the government needs to ensure that the schemes announced are percolated down to the smallest of the business units and that the banks pass on the benefits doled out by the central government to its ultimate customer.

The government in the last six years has initiated several programs like the Make in India, Skilling India and Digital India. All these campaigns are showing results now. If during the lockdown, most companies have managed to operate their business with their employees in remote access conditions and yet achieved 70-80 percent efficiency, the credit surely goes to Digital India technology. This paradigm shift clearly signifies evolution times.

India has also gradually scaled up to 63rd position on the ease of doing business ranking globally. Many state governments too have started taking steps to attract foreign companies who are planning to shift their base to countries that are fundamentally stronger. They are offering land and tax incentives, customized solutions and create a conducive business environment to entice foreign companies' relocation.

However, many sectors draw immediate attention from the government to resurrect their business continuity. The lockdown has exposed and led bare India's healthcare system.

There is an immediate need to increase healthcare spending and revamp the existing healthcare and wellness infrastructure to cater to the healthcare needs of the economy.

At present, India spends less than 1.5 percent of its gross domestic product for healthcare as against the global average spending of 6 percent. While the government has kept a target of

increasing its spending to 3 percent of the GDP by the year 2022, it would still be half of the average global spending. If the country aims to achieve its sustainable development goal that is healthcare for everyone, it is important that the government increases its funding to the healthcare sector.

Another sector that has impacted the most is the Real estate and construction sector. There is a pressing need to revisit the goals set by the government in the housing and infrastructure sector. Indian economy is a consumption-driven economy and resumption of purchase of houses will rekindle the real estate. The rippling effect will in turn reboot about 300 allied industries with its positive effect and lead to generation of more than five crore jobs across the country. It needs a fine blend of cautious optimism with pragmatic concerns to handle this sector which is the second-largest employment generator and directly contributes to the GDP of the nation nearly 10 percent.

Currently, the sector is facing an acute paucity of almost 10 lakh workers at any given point of time. It has the potential to absorb excess labor force from the agriculture sector on a continual basis and get them productively employed; however, it won't be possible without the government taking aggressive steps to revive the same.

India also needs reforms in its labor laws to make it compliance-friendly to attract more industries. There should be uniformity in the power tariffs. In some states, the power charges are exponentially higher than the other, which results in industries migrating in other states to reduce their operating costs.

Government has worked on offering production linked incentives to five sectors to boost domestic manufacturing. The vocal for local emphasis is laid for ample job creation and augment local manufacturing as a bolstering effort to attract new investments in the coronavirus-stricken economy.

While the government of India has taken an honest step to revive the economy, the steps partially address the supply side of the problem rather than taking care of the demand side. The government should take steps like reducing the goods and service tax (GST) by at least 50 percent over the period of the next 6 months to one year to revive demand. This would encourage spending and help create demand for goods and services in the economy. As an unabated rise in coronavirus cases further dims the economic outlook, India Inc. is hopeful of the further announcement of government measures on Independence Day to revive growth.

CONCLUSION:

The government by starting this campaign has led a true Swadeshi movement and resonates with Sangh's philosophy to enrich and revolutionize Indian products. However, in the quest to attain a self-reliant India, it is necessary for the government to decentralize its policies, take decisions for rural crowd and labors, keep poor and underprivileged at priority, make environmentally friendly policies that are rooted to make India and a self-sufficient nation globally. In history, when India believed in the Gandhi's model of self-reliance, wonders happened. He articulated it as a social interdependence and mutual co-operation in a society.

On the contrary today, a virus has violated our independence, but we all shall 'be vocal for local' and adapt to new lifestyle of being mutually interdependent and become empowered.