

# **AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA**



*Editors*

**Dr. S. Theenathayalan  
Dr. V. Sriman Narayanan**

# **AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA**

**FOREWORD**

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## ATMA NIRBHAR BHARAT ABIYAN MAKE IN INDIA: A STEP TOWARDS MAKING INDIA SELF-DEPENDENT

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### Abstract

The Make in India initiative has been promoted with Atmanirbhar Bharat. Indian Prime Minister Sh. Narendra Modi coined the phrase "Make in India" as a global marketing campaign to draw in foreign investment. Campaign focused on achieving the goals of new job creation, GDP growth, improving the Indian economy, turning India into a self-sufficient nation, and giving the Indian economy international prominence by making India a hub for global manufacturing. The COVID-19 pandemic is having a particularly negative influence on the economies around the world, and India is also dealing with the pandemic scenario. However, the Atmanirbhar Bharat programme gave India a chance to establish out as a worldwide manufacturing and self-sufficient nation. The need for an independent India was stressed by Prime Minister Sh. Narendra Modi in order to assist the country in coping with the COVID-19 pandemic. The concept focuses on revitalizing the economy, creating jobs, assisting start-ups, encouraging local manufacturing, fostering young businesses, bolstering supply lines, and empowering individuals. The government has also unveiled a special economic package of Rs. 20 lakh crore as part of the "Atmanirbhar Bharat Abhiyan" to improve the state of the Indian economy. This study also highlighted various initiatives taken by the government to become self-reliant during pandemic situation and the impact of this programme on Indian economy. This research paper, which is the result of descriptive research, analyses why India needed a plan like "Make in India" and needed India to become a "self-reliant India."

**Keywords:** Make in India, Atmanirbhar Bharat, Self-reliant, Economy, Pandemic.

### Introduction

After overtaking the United Kingdom and France, India's economy is among the fastest growing in the world, ranking fifth in terms of nominal GDP. The Indian government periodically introduces new initiatives, one of which is "Make in India," in an effort to better or represent India at this moment. The Make in India programme was introduced by Prime Minister Narendra Modi on September 25, 2014, with the main objective of making India a centre for global manufacturing by encouraging both domestic and foreign businesses to produce their goods there. The Department of Industrial Policy and Promotion is in charge of it (DIPP). The Government of India's Ministry of Commerce and Industry has launched an attempt to increase the

## ABOUT THE EDITORS



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He has published 40 research papers in national and international journals of repute. His academic contributions involve membership and Chairmanship of Board of Studies of various colleges and universities. He was also a recipient of "Best Teacher Award", "Best NSS Programme Officers Award", "Senior Economists Award", "Eminent Academician Award" and "Distinguished Resource Person Award". Besides, he served as NAAC Coordinator, IQAC Coordinator and Dean of Academics and Research at the College. He was invited to deliver a keynote address in the International Multidisciplinary Conference held at Malaysia.



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