

AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA



Editors

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

AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA

FOREWORD

Edited by

**Dr. S. THEENATHAYALAN
Dr. V. SRIMAN NARAYANAN**

Published by

L ORDINE NUOVO PUBLICATION

academicbookpublication@gmail.com

www.nuovopublication.com

Book Title : **AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA**

Editors : **Dr. S. THEENATHAYALAN**
Associate Professor & Head
Department of Economics and Centre for Research in Economics
The Madura College (Autonomous) Madurai, Tamil Nadu

Dr. V. SRIMAN NARAYANAN
Associate Professor
Department of Economics and Centre for Research in Economics
The Madura College (Autonomous), Madurai, Tamil Nadu

Book Subject : **Economics**

Book Category : Chapter Edited Volume

Copy Right : Editors

First Edition : **July 2023**

Book Size : B5

Paper : 21 kg, Maplitho NS

Price : Rs.900/-

Published by : **L ORDINE NUOVO PUBLICATION**
E-mail: academicbookpublication@gmail.com
www.nuovopublication.com
Mobile:99442 12131.

ISBN Supported by
Raja Ram Mohan Roy National Agency for ISBN, New Delhi – 110066 (India)

ISBN: 978-93-92995-65-1



Disclaimer: *The Publisher and editors cannot be held responsible for errors or any consequences arising from the use of information in this Book; the views and opinions expressed herein are of the authors and do not necessarily reflect those of the publisher and editors.*

CONTENTS

S.No	Title	Page No.
1	Performance Analysis of Digital Transactions in India Dr. S. Theenathayalan & Dr. S. Murugan	1
2	Digitalization and its Impact on Environment T. Kalaiselvi & Dr. S. Ganesan	7
3	A Study on Rural Women Entrepreneurs in Vadipatti Taluk, Madurai District, Tamilnadu Dr. M. Regina Mary	12
4	Digitalisation and its Impact on Indian Economy Dr. P. Kannan & Dr. R. Gopi	24
5	Perceived Factors which Induce The use of New Technology in (Digital India) E-Banking Services Dr. A. Marimuthu & S. Hemanath	27
6	An Empirical Analysis of Atma Nirbhar Bharat Abhiyan Dr. S. Meenakshi	35
7	Atma Nirbhar Bharat Abiyan: Make in India – An Outlook Dr. S. Karthikeyan & Dr. P. Gnanasoundari	41
8	Atma Nirbhar Bharat Abhiyaan – A Pride of India Dr. V. Sriman Narayanan & Dr. J. Premkumar	46
9	G-20 Conference: A Pride of India Dr. M. Subramanian, Dr. D. Abraham Pradeep & Dr. R. Sivajothi	52
10	புதிய பாரத எழுத்தறிவுத் திட்டம் 2022-23 முனைவர் பெ.குப்புசாமி	57
11	Implementation of Government Sponsored Employment (SGSY) Schemes in Sivaganga District Dr. S. Chidambaranathan	65
12	Women Empowerment through Self Help Groups in Theni District, Tamil Nadu Dr. S. Karthikeyan & Dr. S. Senthilkumar	69
13	Impact of Make in India on Tourism and Hospitality Dr. C. Sahaya Mary Sophia & Dr. R. Suji Karthika	75
14	Digitalization and its Impact in India Dr. M. Yesurajan & Dr. T. Indra	81
15	Prospects and Challenges Ahead in Indian Industries: An Optimistic Approach S.T. Siddharthan	87
16	Atma Nirbhar Bharat Abiyan Make in India: A Step Towards Making India Self-Dependent Dr. S. Karthikeyan & Dr. P. Mohammed Hither Ali	95

17	Make in India Versus Make for India Dr. S. Karthikeyan & Dr. M. Satheesh Pandian	106
18	Digital India Innovation in Agricultural Sector Some Reflection Dr. B. Sasikumar	112
19	Effective Utilization of Intellectual Property Potentially Enhances the Role Played by MSMEs S. Seethalakshmi & Dr. K.S. Alakumarimuthu	120
20	Role of Micro, Small and Medium Enterprises in Indian Economy A. Rajeswari & Dr. S. Karthikeyan	124
21	Digital Transaction in India: An Analysis Dr. V. Kannan & Dr. P. Senthilkumar	130
22	A Proactive Support to Empower Entrepreneurs by the Dint of Startup India Scheme Dr. P. Anita	135
23	E-Governance in India - Successes and Challenges: The Way Forward Dr. K.S. Alakumarimuthu & K. Pandi	140
24	Efficiency and Problems Faced by the Micro, Small and Medium Enterprises (MSMEs) in Madurai District R. Dilipan & Dr. S. Theenathayalan	143
25	Role of Micro Small & Medium Enterprises in India Dr. M. Gnanamani	148
26	A Study on Startup and its Impact on MSME in Tamilnadu with Special Reference to Vellore District Dr. S. Jaber Asan	156
27	Digital Payment Ecosystem in India K. Satheeshkumar & Dr. R. Kalirajan	161
28	Impact of Make in India on Indian Economy: Evidences of Secondary Data Dr. A. Kannan & V. Thamaraiselvi	166
29	Micro, Small and Medium Enterprises of India and Economic Growth Dr. M. Manjula	171
30	Self Reliant India with Special Reference to One Nation One Ration Card Dr. G. Angala Eswari	178
31	Role of Ministry of Micro, Small and Medium Enterprises (MSME) of Coir Industry in Pollachi Taluk, Coimbatore District Dr. M. Mehar Banu & Mrs. Divyabharathi R	183
32	A Study on Performances and Prospects of MSME in India Angel D	190
33	Trend Analysis of Revenue Collection from Goods and Service Taxes in India Dr. R. Premalatha	194

34	Economic Implications of Goods and Service Tax – A Frontward Approach Dr. S. Thangamayan	202
35	Impact of Digitalization on the Growth of Indian Economy- An Analytical Study Z. Meer Ismail Ali	210
36	Trend and Pattern of Manufacturing Sector in Tamilnadu Dr. T. Selvakumar, Dr. J. Priya Rubi & Dr. S.T. Jacob Ponraj	214
37	Impact of GST on Small and Medium Industries – A Case Study of Selected Small Scale Industries in Madurai District Dr. S. Sureshkannan	223
38	Challenges and Opportunities for Digital India S. Sheela & Dr. T. Indra	229
39	MSME is a Tool for Women Empowerment Mrs. A. Gracy Rani & Dr. K. Selvalakshmi	233
40	G20 Summit: Prominence and Pride of India Dr. V. Venkadeshwaran	237
41	Role of Digital India Program in Strengthening Good Governance: A Study of Madurai Municipality Corporation A. Subha Bharathi, T. Sathish Kumar & Dr. T. Indra	241
42	Impact of Climate Change on MSME's in Madurai District Dr. M. Deepan	247
43	Sanitation and Hygiene Issues on Human Health Dr. B. Lakshmi & Dr. R. Dharmadurai	252
44	Current Scenario of MSMEs in India Dr. S. Sharmeela Banu	264
45	Challenges of Make in India: Prospects from Dr. A.P.J. Abdul Kalam's View Dr. C. Nithiyantham	270

AN EMPIRICAL ANALYSIS OF ATMA NIRBHAR BHARAT ABHIYAN

Dr. S. Meenakshi

Assistant Professor, PG Department of Economics & Centre for Research in Economics, The Madura College, (Autonomous), Madurai

Abstract

The Atmanirbhar Bharat Abhiyan, a new iteration of "Make in India," was unveiled on May 12, 2020, by the Hon'ble Prime Minister. To lessen the detrimental consequences of the COVID-19 pandemic, the Finance Minister Nirmala Sitharaman made the specific announcements within a five-day relief package. She made it clear that it has no intention of enacting protectionism against other nations. All industries that require FDI and foreign technology are encouraged. When international trade in products and services was restricted due to the pandemic, India demonstrated its independence in the production of PPE by increasing its daily production from zero to 1,50,000 pieces by the beginning of May. The report focuses on the industries and regions that could one day become self-sufficient. It makes an effort to evaluate the constraints and present several solutions for using the current capability to become a worldwide supplier.

Keywords: Covid-19, Atmanirbhar Bharat Abhiyan, Organic Farming, APIs

Introduction

India's decreased foreign trade as a result of the COVID-19 epidemic inspired the concept to become self-sufficient in some areas and a major provider to the world market. Fiscal crisis, BOP crisis, and hyperinflation in 1991 prompted the introduction of a new policy known as LPG, or Liberalization, Privatization, and Globalization. Similar to how from March 2020, COVID-19-related situations that affected both the world and India have led to the emergence of a new idea known as an independent India. Many nations are pursuing protectionist policies in response to COVID-19. India is a developing nation, thus adopting protectionism is very challenging. But in some industries where we have a chance to become self-sufficient, we can erect trade barriers to safeguard and advance homegrown businesses. 12 industries have been identified by the government, including auto parts, textiles, furniture, industrial machinery, food processing, organic farming, iron, aluminum, and copper, agro-chemicals, electronics, leather, and footwear. It has been decided to concentrate more on masks, sanitizers, and ventilators in order to become a global provider. These goods can be manufactured domestically at a low cost, giving them a comparative edge. India has enormous potential in the fields of pharmaceuticals, agrochemicals, and active pharmaceutical ingredients.

ABOUT THE EDITORS



Dr. S. THEENATHAYALAN is presently serving as Associate Professor and Head, Department of Economics and Centre for Research in Economics of The Madura College (Autonomous), Madurai, Formerly Member – Syndicate (Governor's Nominee) and Member - Convener Committee, Madurai Kamaraj University. At present he is a Member in Academic Council, Madurai Kamaraj University and Member- Planning Board (Governor's Nominee), Manonmaniam Sundaranar University, Tirunelveli. He has credibly maintained consistent academic records in his post graduate studies with a University Rank. He started his teaching career in July 1991 with a passion for teaching for more than 3 decades. He has guided 15 Ph.Ds, 32 M.Phil., published 22 books and good number of students completed their PG Projects.

He was also the organizing secretary of 10 National Seminars, 1 National Conference and 3 International Conferences. In addition, he has delivered 80 plus invited lectures at the UGC-HRDC and keynote addresses in Economics in National, International conferences and radio talks. His research contributions are also outstanding. At present, 4 Ph.D. Scholars and one Post-Doctoral fellow are working under him. He is the domain expert and one of the authors of Plus One and Plus Two Economics Text Books of Government of Tamil Nadu.

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.



Dr. V. SRIMAN NARAYANAN, M.A., M.Phil., Ph.D. SET, is presently working as Associate Professor PG Department of Economics and Centre for Research in Economics, The Madura College (Autonomous), Madurai since 1998. He obtained his Ph.D. in Economics from the Madurai Kamaraj University in 2008. To his credit, he has participated and presented many papers in the International, National and State Level Seminars/Conferences and Workshops. He has also published few articles in the refereed and UGC-Care Listed journals and edited books. He has produced a Ph.D., 15 M.Phil. scholars and many PG Projects. He has rich experience in administration as Member Secretary in the Academic Council, Placement Officer, Deputy Controller of Examinations and Controller of Examinations in The Madura College. Recently, he visited Malaysia for an International Conference as Chairperson. Besides, he received the Best NSS Programme Officer award from the Madurai Kamaraj University.



Published by
L ORDINE NUOVO PUBLICATION
academicbookpublication@gmail.com
www.nuovopublication.com

ISBN 939299565-2



9 789392 995651