

## CRITICAL EVALUATION OF 'ATMANIRBHAR BHARAT': NATION'S CORE STRENGTH IN FUTURE.

**Dr. Preeti Rajguru**

Commerce and Management, BMCC, Pune

**Mr. Areen Amrutkar**

Commerce and Management, BMCC, Pune

**Mr. Suyash Deshpande**

Commerce and Management, BMCC, Pune

**Mr. Harsh Gadakh**

Commerce and Management, BMCC, Pune

### ABSTRACT:

'Atmanirbhar Bharat' is a buzzword that we can see now and then being talked about. 'Atmanirbhar Bharat' is based on the ideas of 'Economic Independence' and 'Nation Development' that aims to help India toward 'Self-Sufficiency' in several fields. This paper critically evaluates the vision of 'Atmanirbhar Bharat' where the contribution of that manufacturing sector towards GDP was aimed at around 25% of the total GDP by 2022, but according to the data, it shows that the manufacturing ratio has declined by 13% and the number of manufacturing jobs declined by 46%.

The question arises where is the 'Atmanirbhar Bharat' vision lacking? This research paper analyzes the key areas that can act as crucial factors for the successful implementation of 'Atmanirbhar Bharat'. The solution to the complexity of the 'Atmanirbhar Bharat' vision is given through the data collected from primary and secondary sources. The government's focus on developing a strong foundation for various policies, increasing patents, attracting the right talent, raising awareness, and so on will aid local manufacturing in various sectors in promoting 'Atmanirbhar Bharat' which will be a nation's core strength in the future.

**Keywords: Atmanirbhar Bharat, Import, Policies, Awareness.**

### I) Introduction:

In the past few decades, India has been looked upon as the fastest-growing economy, with the fastest possible manufacturing hub. Whether it be India during the Indus Valley Civilization, when all other civilizations were preoccupied with finding food, or figuring out how to live in a society, India itself, had already established the most advanced civilization known to humankind. 'Vedas' contain human knowledge, Indus Valley was the epicenter of knowledge throughout prehistoric eras where the majority of humanity lived as nomadic people, the various scriptures of India contain knowledge about number systems, astronomy, literature, physics, engineering, construction, mathematics, business, agriculture, natural law, and space science.

The country has never relied on any other nation or culture to aid in its total development. These archaic allusions showcase that there was a period in the past when India was indeed Atmanirbhar. As the culture of the country is based on the Sanskrit phrase "Vasudeva Kutumbakam" which means all the world is one family, it is in our nature to create new things and use those inventions to benefit others.

However, with foreign invaders and tyrants, the self-sufficiency of the country was destroyed and it took over 89 years (approx.) i.e. from 1858-1947 to come out of the shackles of various foreign invaders. But now the situation was that the country which was rich and 'Atmanirbhar' in all sense was unable to become again self-reliant nation because the primary purpose of that time was the survival of people and hence the country depended on foreign help.

In today's unpredictable world, being dependent on another country in any way is extremely detrimental and dangerous. In the instance of recent wars and conflicts, it is observed that various country's reliance on another country for everything can have an impact on both the global economy and the country's economy too. Realizing the importance of this and looking at the world crises after many years of independence in 2020 Prime Minister

Narendra Modi proposed reviving 'Atmanirbhar Bharat'.

The English phrase 'Self-Reliant Indian Mission' was used by the government in 2014 regarding national security, poverty, and digital India. However, the concept was then popularized in Hindi as 'Atmanirbhar Bharat Mission' following the launch of India's COVID-19-related economic package in 2020. Atmanirbhar Bharat means 'self-reliant' and this 'Hindi' slogan was more popularized by Prime Minister Narendra Modi's Government about the country's economic development. This phrase is an umbrella idea for the Prime Minister Narendra Modi government's aspirations to expand India's position in the global economy while also making it more efficient and competitive. Since then, the Ministry of Consumer Affairs, Food and Public Distribution, Ministry of Education, and Ministry of Defense have all utilized the phrase in press releases, statements, and policies.

'Atmanirbhar Bharat Abhiyan' or 'Self-Reliant India' was launched by the PM in the wake of the pandemic to manage the economic disruption in the country. The objective was to make the Indian people self-reliant and independent by all means with the help of a full-fledged economic stimulus package. Mainly the mission of 'Atmanirbhar Bharat Abhiyan' was emphasized through the COVID-19 vaccine development process but through this mission, we can see that many sectors are now working with the same mission with different dimensions. Various policies are run by the government to support 'Atmanirbhar Bharat Abhiyan' like 'Start-up India', 'Pradhan Mantri Mudra Yojana', 'Atal Innovation Mission', 'Stand-up India', 'SMILE' (Support for Marginalized Individuals for Livelihood and Enterprise), 'Electronics Development Fund' (part of Digital India drive), 'ASPIRE', 'Samridh Scheme'.

'Atmanirbhar Bharat Abhiyan' has become very important for India, because currently, the country is dependent on the import of various goods that may be produced domestically. Achieving self-sufficiency is critical for a growing country like India since it reduces the country's dependency on foreign goods. Dependence on foreign goods and services can boost India's economic growth, but it will not help develop native productive resources. Thus, for emerging nations to prevent themselves from being subservient to industrialized ones, becoming self-reliant is a crucial goal. Atmanirbhar Bharat is a massive mission, and the Indian government strives to make this happen. However, several factors need to be improved to boost 'Atmanirbhar Bharat'. This paper examines some of these challenging factors in detail and offers some potential suggestions that can help to remove the obstacles and restore India's reputation as 'Atmanirbhar'.

## II) Objective:

- 1) To understand the concept of 'Atmanirbhar Bharat'
- 2) To know the various policies associated with 'Atmanirbhar Bharat'
- 3) To identify the key factors for the successful implementation of 'Atmanirbhar Bharat'
- 4) To give suggestions about how these challenges can be overcome to achieve the dream of Self-reliant India.

## III) Statement of Problem:

After a review of the literature, it is found that though the country was self-reliant pre-independence, making the people realize the importance of the Atmanirbhar Bharat post-independence is a tough job. To take people back to their roots for which the nation was early known as a self-sustaining country, the present government must overcome all the challenges that act as a hurdle to fulfill the dream of 'Atmanirbhar Bharat Mission'. People are unaware of the various policies that support 'Atmanirbhar Bharat Mission'. People have resources but they lack an entrepreneurial mindset. The country still lacks in number of registered patents and trademarks. Though the country is known for its young population it lacks skill-based talent. Through this research paper, the researcher attempted to identify the key factors that would support the development of the 'Atmanirbhar Bharat Mission' in India. Hence the topic selected by the researcher is '*Critical Evaluation of "Atmanirbhar Bharat": Nation's Core Strength in Future*'.

## IV) Hypothesis:

### Hypothesis 1:

H0: Awareness about government schemes is not dependent on educational qualification

H1: Awareness about government schemes is dependent on educational qualification

**Hypothesis 2:**

H0: Knowledge about Atmanirbhar Bharat is independent of Age

H1: Knowledge about Atmanirbhar Bharat is dependent of Age

**Hypothesis 3:**

H0: Knowledge about Atmanirbhar Bharat is not dependent on Occupation

H1: Knowledge about Atmanirbhar Bharat is dependent on Occupation

**V) Research Methodology:**

This study is a descriptive research where data is collected through primary and secondary sources. Primary data is collected through structured questionnaires and interviews. Data was collected from around 237 respondents like people having small business students, professionals, and homemakers to know their awareness about 'Atmanirbhar Bharat'. The sample size of 237 respondents was selected through the Random Sampling Technique. Secondary data was collected through research journals, newspapers, and government websites.

**VI) Review of Literature:**

- 1) Dr. Upender Sethi (2022) concluded in his paper 'Atmanirbhar Bharat Abhiyan': A Campaign for Self-Reliant India" that there is a need to increase the purchasing power of the people in a country that will increase in demand for industrial products and services. The wage structure needs to be revised. According to the researcher the success of the 'Abhiyan' depends on the involvement of every Indian in the process.
- 2) Dr. Shailendra Kumar (2022) concluded in his research that achieving the 'Atmanirbhar Bharat' dream is not an easy task due to our over-dependency on imports, unskilled labor, lack of infrastructure facilities existent capital deficit, etc. According to the researcher "Atmanirbhar Bharat" can become successful only when government concentrates on innovation, collaboration, education, entrepreneurship, start-up, and governance.
- 3) Mrs. Varada V. Khatri (2022) concluded in the research that India has a young population and hence it has a good opportunity to achieve the vision of 'Atmanirbhar Bharat Abhiyan'. It is very essential to make a sustained effort to reform the education system which will create not only employment but develop entrepreneurial skills through problem-solving and decision-making individuals. Learning and training are necessary to create awareness among the Indian Youth.
- 4) Debasish Sur and Sourav Prasad (2020) observed that "Atmanirbhar Bharat Abhiyan" lacks in creating awareness among the people who are involved in implementing it. In order to make the 'Atmanirbhar Bharat Abhiyan' local bodies like District Regulatory Authorities should be proactive in the successful implementation of the 'Abhiyan'

From the above literature review, we can evaluate that Atmanirbhar Bharat is one of the unique thoughts that the government has come after COVID-19 to boost the local market, but according to various literature, the dream of Atmanirbhar Bharat is not easily achievable. It will be successful when the various challenges are overcome and all the people of the nation irrespective of your caste, creed, or gender are involved in this process. Through the literature review, the researcher has found that all talk about the challenges that the country faces in the implementation of this scheme, but no one poses a proper solution to overcome these challenges. This paper concentrates more on finding out the crucial challenges and giving a concrete solution to overcome these challenges so that the dream of Atmanirbhar Bharat is achievable successfully.

**VII) Key Factors for Successful Implementation of 'Atmanirbhar Bharat Mission':**

In the pursuit of self-reliance and innovation-driven growth, India's manufacturing sector stands poised for transformation. Central to this evolution are five essential factors: Raw Materials, Resources, Technology, and Talent & Skill. Addressing the challenges and opportunities within each domain, our proposed model offers a comprehensive framework aimed at fostering innovation and propelling India towards a future of self-sufficiency.

By strategically addressing the critical factors that underpin innovation, we seek to create an ecosystem where creativity flourishes, ideas thrive, and India emerges as a global leader in manufacturing innovation

### **1) Availability of Raw Material**

The manufacturing sector stands as a cornerstone in the edifice of economic development for any nation. If a country wants to be self-reliant country must have ample availability of raw material. The procurement and utilization of raw materials and resources often pose challenges, particularly for innovators hailing from Tier II or Tier III cities. While these regions are brimming with potential talent, the accessibility to necessary raw materials and resources remains a bottleneck, hindering the realization of innovative ideas.

For instance, in a Tier II city with a budding technology sector, small electronics manufacturers might rely heavily on imported rare earth minerals like neodymium and dysprosium for producing components such as magnets used in speakers and electric vehicle motors. Due to the limited domestic extraction of these minerals, businesses may face challenges in securing a consistent supply chain, leading to fluctuations in production and increased costs. Similarly, in the agricultural sector of a tier 3 city, small-scale farmers or food processors might require specialized machinery components for processing or packaging their products efficiently. Components like precision gears or stainless steel parts might need to be imported due to the lack of local manufacturing capabilities or specific technical specifications. Importing such components can add complexity to the supply chain and increase expenses for small businesses, affecting their competitiveness in the market.

Addressing this challenge necessitates a multi-faceted approach, primarily focusing on streamlining the accessibility of raw materials and resources for aspiring innovators. The government's intervention becomes imperative in this regard. Through strategic initiatives, the government can facilitate the importation of essential raw materials, machinery, and other requisite supplies on a demand-driven basis, because it is not possible that every resource to be available in the country. Government policies aimed at reducing the cost of raw materials through subsidies, incentives, and strategic partnerships with resource-rich nations can significantly benefit domestic industries. By smoothening the implementation of such policies, industries can become more competitive globally, leading to increased production and economic growth.

### **2) Technology**

In the contemporary landscape of global innovation, technology stands as the bedrock upon which progress is built. However, despite the proliferation of technology, accessing cutting-edge solutions remains a challenge for many aspiring innovators within the nation.

To bridge this gap, the government can adopt a two-pronged approach. Firstly, through strategic collaborations and partnerships with foreign entities, the government can facilitate the acquisition of advanced technology, thereby enhancing the ease of doing business and fostering an environment conducive to innovation.

Secondly, while foreign technology presents a viable option, it is imperative to recognize the latent potential within the nation itself. Often, indigenous technological solutions remain underutilized due to barriers in access. Government intervention can play a pivotal role in mitigating these barriers by establishing Research and Development (R&D) labs. These labs serve as conduits, facilitating the transformation of innovative ideas into tangible products. To bridge the gap between innovators and R&D facilities, various government institutions pave the way for seamless knowledge transfer and collaboration, thereby propelling the nation towards self-sufficiency and innovation-led growth.

### **3) Skill-Based Education and Training:**

A training institution is a dedicated organization or establishment that focuses on imparting knowledge and developing skills in individuals. These institutions cater to a wide range of fields and disciplines, including academics, vocational training, technical skills, and professional development. They can vary in size, scope, and specialization, offering programs ranging from short-term courses to comprehensive degree programs.

The role of educational institutions, including training institutions, is multifaceted and crucial for societal development. Firstly, they serve as hubs for knowledge dissemination, where individuals can acquire theoretical understanding and practical skills in their chosen fields. Through structured curriculum, expert faculty, and state-of-the-art facilities, these institutions create conducive environments for learning and growth. Additionally, educational institutions play a pivotal role in shaping the future workforce by providing students with the necessary tools and competencies to succeed in their careers. They not only equip individuals with technical know-how but also foster critical thinking, problem-solving abilities, and interpersonal skills essential for navigating today's dynamic job market.

With the advent of the New Education Policy (NEP), there has been a paradigm shift towards promoting practical-oriented education and skill-based training in India. The NEP recognizes the importance of aligning education with the needs of the industry and society, emphasizing the integration of theoretical knowledge with hands-on experience.

One of the key aspects of the NEP is the emphasis on vocational education and skill development from an early age. By introducing vocational courses at the school level, the policy aims to provide students with exposure to various trades and professions, allowing them to make informed career choices and acquire relevant skills from an early age.

Furthermore, the NEP advocates for the establishment of multidisciplinary institutions and the integration of vocational training into mainstream education. This approach not only bridges the gap between academia and industry but also ensures that students are well-prepared for the demands of the modern workforce.

Moreover, the NEP emphasizes the importance of experiential learning, internships, and apprenticeships as integral components of the education system. By providing students with opportunities to gain real-world experience and apply their knowledge in practical settings, the policy aims to enhance their employability and facilitate a seamless transition into the workforce.

#### **4) Increasing the Number of Patents/ Trademarks:**

Expanding India's Intellectual Property Rights (IPR) regime, particularly in patents and trademarks, is crucial for fostering self-reliance under the 'Atmanirbhar Bharat Mission'. Despite being the world's second-most populous nation, India lags significantly behind in patent registration, with only around 77,000 patents in 2022, placing sixth globally. In stark contrast, China leads with over 16 million patents, followed by the USA, Japan, South Korea, and the European Patent Office (EPO). This glaring gap underscores the imperative to bridge the disparity and leverage India's vast reservoir of talent and innovation.

A key issue hindering India's progress in patent and trademark registration is the lack of awareness among the general populace. Many individuals remain oblivious to the importance of securing Intellectual Property Rights, while those cognizant of it often lack the requisite knowledge about the registration process. To address this gap, concerted efforts are needed to raise public awareness and demystify the intricacies of IPR. One significant benefit of bolstering patent registration is the reduction of technological dependency on foreign markets. By incentivizing domestic innovation and protecting intellectual property, India can mitigate reliance on imported technologies, thereby fostering economic sovereignty and resilience. Moreover, an enhanced IPR ecosystem will facilitate technology transfer, spur entrepreneurship, and catalyse indigenous R&D efforts across various sectors.

To achieve these objectives, a multifaceted approach is warranted. Firstly, the government should spearhead initiatives to educate and empower citizens about the significance of patents and trademarks. This could entail organizing seminars, workshops, and awareness campaigns under the aegis of the Ministry of Commerce and Industry, targeting MSMEs and local enterprises. Additionally, integrating IPR education into the curriculum of educational institutions will nurture a culture of innovation from a young age.

Furthermore, streamlining the patent registration process through digital infrastructure and procedural reforms is imperative. Currently, the lengthy registration period of 18 to 24 months poses a deterrent to innovation.

By implementing efficient mechanisms and reducing the registration timeline to a year or less, India can incentivize inventors and entrepreneurs to safeguard their intellectual property without undue delay.

In essence, fostering a robust ecosystem for patents and trademarks is not just a matter of legal compliance but a strategic imperative for India's socio-economic development. By harnessing the power of intellectual property, India can chart a course toward self-reliance, innovation-driven growth, and global competitiveness.

## 5) Awareness

‘Atmanirbhar Bharat’, translating to ‘self-reliant India’, is a vision that encompasses various dimensions aimed at fostering economic independence and resilience. To effectively implement this vision, it's crucial to spread awareness about existing policies and government schemes.

Many policies have been initiated by the government to promote self-reliance in different sectors such as manufacturing, agriculture, healthcare, technology, and infrastructure. However, the effectiveness of these policies heavily depends on their reach and understanding among the target audience. Spreading awareness ensures that the intended beneficiaries are aware of the support available to them. It will also help in addressing any misconceptions or lack of information that might hinder participation in these schemes.

The government can use various mediums through which it can spread awareness at the grass-root level about the existing policies:

- **Printed Materials:** Distribute pamphlets, brochures, and leaflets in local languages and through community centers, post offices, and public buildings to ensure accessibility to information.
- **Social Media Campaigns:** Leveraging social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to share information about government policies, engage with the public, and answer queries.
- **Mobile Apps and SMS Campaigns:** Developing mobile applications where citizens can access information about government policies and initiatives. Additionally, sending out SMS alerts to inform citizens about important updates and events.
- **Community Leaders and Influencers:** Collaborating with local community leaders, influencers, and grassroots organizations to spread awareness about government policies within their respective communities.
- **Educational Institutions:** Partnering with schools, colleges, and universities to incorporate information about government policies into the curriculum and organize workshops or seminars for students and teachers.
- **Door-to-door Campaigns:** Conducting door-to-door campaigns to directly engage with citizens, address their concerns, and provide information about government policies.
- **Local Media Partnerships:** Collaborating with local newspapers, radio stations, and community newsletters to publish articles, interviews, and features on government policies and their impact on the community.
- **Interactive Websites and Hotlines:** Creating user-friendly government websites where citizens can access detailed information about policies, apply for benefits, and seek assistance. Additionally, establishing hotlines or helplines where citizens can call to inquire about policies and receive guidance.

## 6) Policies

To achieve the vision of Atmanirbhar Bharat (self-reliant India), it's imperative to streamline and implement various government policies. Policy procedures in India are often characterized by complexity, bureaucratic red tape, and lengthy processes, which can be daunting for citizens and businesses alike. From obtaining licenses and permits to navigating tax regulations and compliance requirements, the volume of paperwork and the convoluted procedures can hinder efficiency and discourage participation. To make these procedures more user-friendly, several reforms are imperative.

Streamlining and digitizing the application processes can significantly reduce paperwork and processing

times. Implementing clear guidelines and providing online resources that simplify the steps involved in each procedure would also enhance accessibility and transparency. Additionally, establishing dedicated help desks or hotlines staffed with knowledgeable personnel can guide individuals through the process, address queries promptly, and offer assistance where needed. Simplifying language and terminology used in official documents and forms would make them more comprehensible to the general public. Moreover, periodic reviews and revisions of policies to eliminate outdated or redundant requirements would ensure that the procedures remain relevant and efficient. By prioritizing user experience and implementing these reforms, India can foster a more conducive environment for economic growth and development while empowering its citizens to engage more effectively with government policies and programs.

### 7) **Single Window Clearance (SWC)**

In many countries, including ours, the concept of single window clearance exists as a promising solution to streamline the process of starting a new business. However, despite its existence, the functionality of this system often remains underutilized due to a lack of awareness and usage. This leads to prolonged bureaucratic processes and hampers the ease of doing business. Therefore, it is imperative to devise effective solutions to revitalize and maximize the potential of single window clearance.

To address the underutilization of single window clearance and revitalize its functionality, a multifaceted approach is essential:

Firstly, comprehensive awareness campaigns should be launched, targeting entrepreneurs across all regions through educational institutions, business associations, and media channels. These campaigns should emphasize the benefits of single window clearance and guide on accessing the platform easily.

Secondly, efforts should focus on enhancing accessibility by ensuring online availability and a 24\*7 online system with a dedicated support center will enhance the accessibility and boost the user experience.

Thirdly, the clearance process must be streamlined and simplified through digitalization and automation, reducing bureaucratic hurdles and expediting approval timelines.

Finally, capacity-building initiatives should be implemented to equip government officials with the necessary skills to efficiently administer the single window clearance system. By implementing these solutions collectively, we can overcome the challenges hindering the effective utilization of single window clearance and pave the way for a more conducive environment for business establishment and growth.

In conclusion, smoothening and implementing policies aimed at ensuring access to raw materials, fostering R&D through technology infusion, and leveraging free trade agreements to boost exports are essential steps toward realizing the vision of Atmanirbhar Bharat. By effectively implementing these policies, India can strengthen its industrial base, promote innovation, and enhance its position in the global marketplace, ultimately leading to sustainable economic growth and self-reliance.

## VIII) **Data Analysis and Interpretation:**

### 1) **Age of Respondent**

Table 1: Age

Age	Frequency	Percentage
20-25	105	44
25-30	36	15
30-35	22	9
35-40	28	12

40-50	26	12
50 Above	20	8
	237	100

The analysis of the data in Table 1, shows that 80% of the respondents are young and are in the age group of 20-40. India's most of population is young which indicates that to make the 'Atmanirbhar Bharat Mission' successful it is very important to spread awareness among the current working-class people of age 20-40 years of age.

## 2) Educational Qualification

Table 2: Educational Qualification

Educational Qualification	Frequency	Percentage
SSC	8	3
HSC	27	11
Graduate	136	57
Post Graduate	62	27
Other	4	2
	237	100

The data revealed in Table 2, that 57% of the respondents are graduates, and 27% are postgraduates which indicates that most of the respondents are well qualified and have the potential to understand the concept of "Atmanirbhar Bharat Mission", and if made them aware they can contribute the success of this mission.

## 3) Occupation of Respondents:

Table 3: Occupation

Occupation	Frequency	Percentage
Student	80	34
Professional	86	36
Businessman	66	28
Homemaker	5	2
Retired	0	0
	237	100

Data in Table 3, indicates that 34% of the respondents are students, 36% are professionals and 28% are businessmen. As the maximum percentage are students it's a good sign that these are the respondents who are in a state of learning and can make a self-reliant mission achievable.

## 4) Do you have knowledge about 'Atmanirbhar Bharat'



Table 4: Knowledge about 'Atmanirbhar Bharat'

Responses	Frequency	Percentage
To a great extent	45	19
Somewhat	109	46
Very little	55	23
Not at all	28	12
	237	100

Analysis of the data in Table 4 shows that out of the total respondents, 46% of them were somewhat aware of the 'Atmanirbhar Bharat Mission', and they had moderate levels of knowledge about the mission. It's an indication that it is high time the awareness about 'Atmanirbhar Bharat Mission' should be spread more and reached more population and not only the limited business class section of society.

**5) Are you aware of the various government policies and schemes launched by the government to promote 'Atmanirbhar Bharat'?**

Table 5: Awareness of Various Government Policies

Responses	Frequency	Percentage
Yes	86	36
No	151	64
	237	100

The data in Table 5, indicated that 64% percent of the respondents are not aware of the various government policies. The awareness should be spread at the grassroots level

**6) Have you taken benefit of any government policy?**

Table 6: Taken Any Benefit of Government Policies

Responses	Frequency	Percentage
Regularly	9	4
Occasionally	29	12
Rarely	50	21
Not at all	149	63
	237	100

As per the analysis in Table 6, the number of people knowing about the policies is also reflected in this data which shows that many people have not taken any benefit from the policies introduced by the government.

**7) Small business owners are using government facilities for their businesses efficiently.**

Table 7: Use of Government Facilities for Business Purposes

Responses	Frequency	Percentage
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Strongly disagree	3	5
Disagree	7	11
Neutral	26	39
Agree	25	37
Strongly agree	5	8
	66	100

Analysis of Table 7, shows that 37% of the small business owners are utilizing various government facilities for their business purpose. While 39% of the small business owners did not give any reply. Small businesses are a very important part of the 'Atmanirbhar Bharat Mission' and hence it is important to make these people aware of the scheme so that they can utilize various schemes launched under this mission and then contribute to the success of the self-reliant nation.

**8) Are you aware of government official websites providing data required for businesses?**

Table 8: Awareness of government official website relating to various policies

Responses	Frequency	Percentage
Yes	76	32
No	161	68
	237	100

Table 8, data indicated that 68% of the respondents are unaware of the various government official's websites providing data required for business. It's an alarming sign that people need to be made aware of the various schemes related to the 'Atmanirbhar Bharat scheme'

**9) Do you think there is a need for more awareness programs regarding government initiatives for businesses?**

Table 9: Need to spread awareness about the government scheme

Responses	Frequency	Percentage
Yes	207	87
No	30	13
	237	100

In Table 9, 87% of the respondents are of the view that there is a need to spread more awareness about the 'Atmanirbhar Bharat Mission'. The opinion in the survey is crystal clear that there is a need to spread awareness about government initiatives and related schemes which are existing. This will result in increasing the benefit to people and optimizing the use of various government schemes to increase the local manufacturing and businesses in the country

**IX) Hypothesis Testing**

**1) Hypothesis 1:**

H0: Awareness about government schemes is not dependent on educational qualification

H1: Awareness about government schemes is dependent on educational qualification

Table 10: Awareness and Educational Qualification:

Row Labels	NO	YES	Grand Total
SSC	7	1	8
HSC	19	8	27
Graduate	82	54	136
Post Graduate	39	23	62
Other	4		4
<b>Grand Total</b>	<b>151</b>	<b>86</b>	<b>237</b>
Chi-square p-value =	0.295392		
<b>Result: H0 Accept</b>			

After applying the Chi-square test the P value obtained is 0.295392 at a 5% level of significance null hypothesis is accepted and the alternative hypothesis is rejected.

The hypothesis posits that this assertion underscores the idea, that individuals, regardless of their educational background, can possess knowledge about government initiatives. Educational qualifications traditionally serve as a measure of one's formal learning, but this hypothesis challenges the assumption that awareness of public policies is exclusively linked to academic attainment. In practical terms, it suggests that information dissemination methods, such as public campaigns, media outreach, and community engagement, play pivotal roles in ensuring.

## 2) Hypothesis 2:

H0: Knowledge about Atmanirbhar Bharat is independent of Age

H1: Knowledge about Atmanirbhar Bharat is dependent on Age

Table 11: Awareness and Age

Row Labels	Great Extent	Somewhat	Very little	Not at all	Grand Total
20-25	28	50	20	7	105
25-30	6	17	7	6	36
30-35	1	13	4	4	22
35-40	1	11	11	5	28
40-50	5	10	9	2	26
>50	4	8	4	4	20
<b>Grand Total</b>	<b>45</b>	<b>109</b>	<b>55</b>	<b>28</b>	<b>237</b>
Chi-square p-value	0.010493				
<b>Result: H0 Reject</b>					

After applying the Chi-square test the P value obtained is 0.010493 at a 5% level of significance, the null hypothesis is rejected and the alternative hypothesis is accepted.

This implies that age plays a significant role in shaping one's understanding of 'Atmanirbhar Bharat'. Various factors, such as educational background, exposure to information, and adaptability to change, differ among age groups, influencing the depth of comprehension. Younger individuals may be more adept at grasping newer concepts, while older generations might rely on prior experiences and perspectives.

## 3) Hypothesis 3:

H0: Knowledge about 'Atmanirbhar Bharat' is not dependent on Occupation

H1: Knowledge about 'Atmanirbhar Bharat' is dependent on Occupation

Table 12: Awareness and Occupation

Row Labels	Great Extent	Somewhat	Very little	Not at all	Grand Total
Student	22	37	18	3	80
Professional	17	43	16	10	86
Businessmen	5	29	18	14	66
Home-keeper	1	0	3	1	5
<b>Grand Total</b>	<b>45</b>	<b>109</b>	<b>55</b>	<b>28</b>	<b>237</b>
Chi-square p-value	0.00421				
<b>Result: H0 Reject</b>					

After applying the Chi-square test the P value obtained is 0.00421 at a 5% level of significance, the null hypothesis is rejected and the alternative hypothesis is accepted.

The hypothesis "Knowledge about 'Atmanirbhar Bharat' is not dependent on occupation" is rejected, suggesting that occupation does influence the understanding of 'Atmanirbhar Bharat'. Occupations often shape individuals' perspectives and exposure to economic policies. For instance, professionals in specific industries may have a more nuanced understanding of the policies affecting their sector. Additionally, educational and informational resources related to 'Atmanirbhar Bharat' may vary among occupations, impacting the depth of awareness.

#### X) Conclusion:

The concept of 'Atmanirbhar Bharat', symbolizing a self-reliant India, has captured widespread attention and sparked fervent discussions. This paper critically evaluates 'Atmanirbhar Bharat' and the crucial elements that may play a significant role in the mission to successfully implement 'Atmanirbhar Bharat' in the years to come. In an era when the world is looking at India with different expectations, it is important that the country become self-sufficient to dominate the global market. In coming years Atmanirbhar Bharat's core strengths could include easy availability of material, spread of awareness about the vision and mission of 'Atmanirbhar Bharat' at the grassroots level, improved technology, skill-based training, simplification in the process of various policies, revival of single window clearance, increase in number of patents.

'Atmanirbhar Bharat' will be successfully implemented only when 140 crore people in the country are equally involved in it. It is very important to educate the people about the 'Atmanirbhar Bharat Mission'. There should be an improved patent law that will safeguard Intellectual Property Rights and encourage innovation. The various policies of government should support domestic production and simplify bureaucratic procedures. By applying the suggested solution into practice, will accelerate the realization of the country's ambition of self-sufficient nation wherein economic independence will be of supreme importance and creativity will flourish.

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