



Aatma Nirbhar Bharat from Rural Dimension: A Study of Initiatives of Government of India towards Self Sustainable India

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Abstract: *Of late India now becoming “Aatma Nirbhar Bharat” due to the steps taken by the present Central Government of India towards creating Self Sustainable India. It is to be presumed that very soon the country will become Self-reliant and also become a role model for the entire world by showing its capacity and commitment along with the craftsmanship and creativity imbibed well in the veins of the country culture. The present Covid-19 scenario is the biggest opportunity to India and became an exhibition to the entire world that how it had coped up by creating avenues to face the deadly Corona Virus. It may be the making of PPE Kits, Sanitizers, Masks or any other medical equipment. It is not only confined to medical field but also in all sectors how the country has performed to out date the impact of the present situation.*

The objectives of this research article well depicts the role and the strategy of the country in enduring its commitment towards self-reliant India. The rural scenario has now become the focal point through which the self-reliant India is supposed to be as India is mostly a gamut of rural dominated geographical and socio-cultural nation. The present paper has been from the angle of the initiatives and the strategies to leverage the turn towards the self-sustainability of India.

Key Words: Aatma Nirbhar Bharat, Rural Dimension, Initiatives, Self-sustainability.

Introduction:

Prime Minister, Narendra Modi, laid emphasis on Atmnirbhar Bharat (Self-reliant India). Modi has promoted ‘Vocal about Local’ campaign to make India ‘Aatma Nirbhar’ self-reliant. There are also several measures that Finance Minister, Nirmala Sitharaman has announced specifically for MSMEs considering the priority to local brands. Amit Shah, Home Minister, GOI, through twitter confirmed the announcement of the Ministry of Home Affairs which bans all outside products from the canteens of the Central Armed Police Forces (CAPFs) starting from June 1st of 2020. This would mean that “50 lakh families of about 10 Lakh CAPF personnel will use indigenous products”.

“In times of crisis, this local has fulfilled our demand, this local has saved us. Local is not just the need, it is our responsibility also” The PM had said while addressing the nation on 12th May 2020. These are all the indications given by Government that there is a wide scope for rural development. What we need is just to respond to the initiative taken by the Government of India.

We all very well knew that it is not possible for any Government to offer jobs for all the unemployed. But the opportunities are created by this Government to become self-reliant by banning the China Made products as well as services coming to India and capturing our large market. Now it is our duty to make ourselves capable to produce the products within India and fulfill the Demands of the market.

This paper will broadly focus on how we will make us capable for undertaking the responsibility of fulfilling market demand and the second point will be what opportunities are opened for rural India to make itself self-reliant.

Objectives of the Study:

1. To explore the scope for rural India development after Atmnirbhar Bharat (Self-reliant India)
Decision taken by Government.
2. To find out the Skill development required to grab the opportunities by Rural Segments

3. To know the type of support needed by Rural Segments to become self-reliant by India

4. To portray the type of labor needed in the Indian Rural Scenario to facilitate the startups in India.

The above objectives are further subdivided according to the need of study. Above mentioned are major objectives of the study.

Review of literature:

Scholarly articles for rural decision and how to target the non-urban customer is very well discussed in this article in detail which helped for validating the objectives of the study.

1. **Inflibnet: Rural market : Opportunities and challenges**, In this article various opportunities which can be created for rural market are explained in a lucid way which help in this paper for detailed study for opportunities in Rural India
2. **Economic times: Self-reliant India: Vocal for Local**: in this article P.M Modi policy of vocal for local is discussed. Amit Shah (H.M. India) intention which bans all outside products from the canteens of the Central Armed Police Forces (CAPFs) starting from June 1. This would mean that “50 lakh families of about 10 Lakh Central Armed Police Forces (CAPF) personnel will use indigenous products. This will help in studying the objectives of the paper. This will create so many industry in India to cater the needs of CAPF.

Methodology:

This article is mostly based on the secondary data has been collected to study in detail to give more appropriate suggestions and to bring at the more accurate conclusion. Primary data has been collected through the localities and the secondary data has been collected from published articles, news paper, books, websites and uploaded information through official websites of Government.

Analysis of the Study:

We all know the rural marketing structure is not uniform in all parts of India. The type of structure prevalent in a particular State or Region depends on various factors such as the state of development of agriculture, condition of transport and communication facilities, purchasing power of

population, marketing strategy implemented, use of social media etc. Rural marketing is a type of marketing in which activities are planned according to the needs and requirements of the people living in the rural areas.

Let us take an example of an area where soil is fertile and maximum labor force is engaged in farming but it is not possible to absorb all the labor then it is very essential to find out the ways to absorb this force in a meaningful way. As we discussed earlier Home Minister bans all outside products from the canteens of the Central Armed Police Forces, we must find out the farm related demand of the canteen. The products very much in demand but brought from outside should be focused first. For example if the canteen is purchasing tomato sauce from outside bust due to this ban it is facing the shortages of sauce, here there is an opportunity to the extra labor force to convert its raw material like tomato into tomato sauce which is very much in demand. This allied industry brings two way benefit first labor force engaged in meaningful way, and the second is the farmer will get good price for his tomatoes which get more demand in market. Such way the rural people purchasing power will defiantly increased.

In the fast-moving consumer goods (FMCG) industry, particularly in food, Indian brands have been following Prime Minister Narendra Modi's 'vocal for local' or localization vision for a while now. Emphasizing on a self-reliant, or 'Atmnirbhar', India, the government has asked that products not just be made in India, but also for the promotion of local brands, manufacturing, and supply chain. For achieving this we need lot of development, such as, in marketing which can be easily reachable to target customer, even we have to improve the features of products, which must attract the customer to purchase the product. Just producing the products will not be sufficient. Searching market and grabbing customer is as essential as to produce the products.

“When the Prime Minister said go ‘vocal for local’, he meant that products be made competitive *vis-a-vis* global brands. It didn't mean that one must only buy products that have a logo ‘made in India’ on it. *To retain in market for a longer period of time it is important to retain quality of a product at reasonable prices. As the producer is newly entering into the market it is important for him to*

develop confidence and trust among the customer. Policies of Government opening the doors for new entrant but the survival are totally dependent upon the entrepreneur. What product he choose, what technology he is using, how he is doing marketing, who are his target customer, what research he made before entering in market etc. are very vital for his survival. New comers need help on these issues. If they get proper support and guidance it will be easier to survive his business. “The Prime Minister’s ‘vocal for local’ and ‘local for global’ mantra has also brought out the significance for our local brands to have a global presence. India is the biggest and the fastest-growing market in the world for the majority of the product categories.

Conclusion and Observations:

After observing the above analysis it is obvious to come to the following observations. They are:

1. If proper infrastructure facilities and project support is provided to rural people, we can utilize their skill at maximum.
2. Rural employment can be increased to a remarkable size.
3. Allied industries to agriculture can prosper and as a result farmer will get good price for his produce due to increase in demand.
4. Balance of payment will have a favorable impact.
5. Rural skill will remain in rural area, as a result unnecessary burden on urban area will be minimized.

Suggestions:

1. Segment the area according to the raw material available.
2. Train the labour force according to the requirement and products that can be produced in respective regions.
3. Help new entrants in project preparation and getting initial market for their products.
4. Provide infrastructural facilities and other support at reasonable cost.

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