

A KEY ROLE OF 'VOCAL FOR LOCAL' IN THE MISSION OF SELF-RELIANT INDIA (ATMANIRBHAR BHARAT)

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ABSTRACT

Vocal for local in India, it is not a brand-new idea. Gandhiji pioneered this idea during a time when Indian products were prioritised above British ones in order to preserve India's economy and morals. The "Vocal for Local" is subsequent widespread slogan to begin amid the Covid-19 outburst. The thought behind this movement, whereas, is not brand-new. It has its origins in the Swadeshi movement, which gained national attention in 1905 during the war for Indian independence. Swadeshi was created and promoted by Mahatma Gandhi and the other outstanding liberation fighters as a means of instilling nationalism and patriotic pride among Indians. In past two years the Covid-19 pandemic was indeed having a previously completely unnoticed impact on global economies. The Indian government has announced and changed many policies to aid in the nation's response to the pandemic. The Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign) was launched by our PM on May 12, 2020. The vision of the new India that the Honourable Prime Minister Shri Narendra Modi has in mind is the Atmanirbhar Bharat Abhiyaan or Self-Reliant India campaign. Making the nation and its people independent and self-sufficient is the goal. A special economic and comprehensive package of INR 20 lakh crores was declared to combat the Covid-19 pandemic in India. Atmanirbhar Bharat is supported by five pillars: economy, infrastructure, system, vibrant demography and demand. Vocal for Local is an initiative aimed at improving domestic manufacturing and usage, for which government have created numerous strategies like "Make in India, Start-up India, and Digital India." Vocal for local offers small businesses and domestic industries clear priority. India has a chance to develop into a manufacturing powerhouse and can help to maintain international trade by campaigning for Vocal for Local. The present study overviews the Self-reliant India campaign (Atmanirbhar Bharat Abhiyaan). The study also attempts to assess the role of 'Vocal for Local' campaign in the mission of Self-Reliant India.

Keywords: Self-Reliant India (Atmanirbhar Bharat), Make in India, Vocal for Local.

Introduction

Indians have recently changed their focus to domestically produced items in order to replace imported goods and accomplish their resolution. Vocal for local In India, it is not a brand-new idea. Gandhiji pioneered this idea during a time when Indian products were prioritised above British ones in order to preserve India's economy and morals. The "Vocal for Local" is subsequent widespread slogan to begin amid the Covid-19 outburst. The thought behind this movement, whereas, is not brand-new. It has its origins in the Swadeshi movement, which gained national attention in 1905 during the war for Indian independence. Swadeshi was created and promoted by Mahatma Gandhi and the other outstanding liberation fighters as a means of instilling nationalism and patriotic pride among Indians.

In previous two years the Covid-19 pandemic was certainly having a previously completely unnoticed impact on global economies. The Indian government has announced and changed many policies to aid in the nation's response to the pandemic. The vision of the new India that the Honourable

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Prime Minister Shri Narendra Modi has in mind is the Atmanirbhar Bharat Abhiyaan or Self-Reliant India campaign. Making the nation and its people independent and self-sufficient is the goal.

Research Methodology

Objectives of the Study

- To overview the Self-reliant India campaign (Atmanirbhar Bharat Abhiyaan).
- To assess the role of 'Vocal for Local' campaign in the mission of Self-Reliant India.

Collection of Data

The present study is qualitative in nature. The secondary data is the base of present study and has been collected from various articles published in magazines, daily newspaper, websites, internet, published journals, etc.

Overview of Self-Reliant India (Atmanirbhar Bharat) Campaign

The Covid-19 epidemic had an adverse impact on India's society and economy in a multitude of ways. You may learn more about the Atmanirbhar Bharat Abhiyan, the full-fledged economic stimulus programme unveiled by the Union Government. The Self-reliant India campaign (Atmanirbhar Bharat Abhiyaan) was launched by our PM on May 12, 2020. Nirmala Sitharaman, the Union Finance Minister, unveiled the Self-reliant India programme or Atmanirbhar Bharat Abhiyan in four instalments in May 2020.

In connection to making India "a greater and more significant part of the global economy," executing plans that are effective, viable, and robust, and being self-sufficient and self-generating, the phrase "Atmanirbhar" is used as an umbrella concept. The goal of the central government's flagship "Make in India" and "Atmanirbhar" campaigns is to reduce reliance on imports, increase domestic production of high-value goods, and to facilitate investment, encourage innovation, boost skill development, safeguard intellectual property, and establish world-class manufacturing infrastructure.

Self-sufficiency does not entail closing off India from the outside world. India supports global prosperity and considers a connection between its development and that of other nations. The rest of the world believes that India can make significant contributions to the advancement of all humankind. Self-sufficiency will make the world more human-centred. In today's international society, self-reliance has a distinct meaning from being self-centred.

A special economic and comprehensive package of INR 20 lakh crores comparable to 10% of the GDP of India, was declared to combat the Covid-19 pandemic in India. Atmanirbhar Bharat Abhiyaan is supported by five pillars as follows:

- **Economy:** considers a quantum leap rather than an incremental improvement to turn the current challenge into a benefit.
- **Infrastructure:** this might represent contemporary India or it could be the essence of India.
- **Systems:** based on modern technology rather than outdated regulations.
- **Democracy:** A thriving democracy that provides India's drive toward independence.
- **Demand:** This is the area where our supply chain's and demand chain's strengths are wisely combined.

Role of 'Vocal for Local' Campaign in the Mission of Self-Reliant India (Atmanirbhar Bharat)

The aim of Vocal for Local is for the nation to be self-sufficient in their production and supply and to utilize self-consumption of commodities created. All people of the nation now have a nationalist attitude as a result of this move toward self-reliance. But now that the worldwide pandemic is well underway, this idea has undergone significant alterations. The Atmanirbhar Bharat Abhiyan or Mission, which was announced alongside India's Covid-19 economic package, was the first time this was brought up. The renowned slogans of the mission comprise "Vocal for Local", "Made for World", and "Local for Global".

The major goal of manufacturing enterprises has shifted to meeting the basic requirements and demands of every person. Maintaining replacements is also a crucial effort to prevent a crisis situation when the global supply networks fail. This is the last phase in boosting India's local manufacturing sector. Since the beginning of time, support for world economy has been unmistakable. Indians have recently changed their focus to domestically produced items in order to replace imported goods and follow their decision. India has a chance to develop into a manufacturing powerhouse and can help to maintain international trade by campaigning for Vocal for Local.

The daily wagers and small-scale retailers have already been the hardest affected by the Covid-19 pandemic's financial crisis. As a result, those who are promoting for local awareness have helped to rekindle consumer interest in local goods. For those industries, which were struggling to adapt to the worsening conditions, this was a blessing. If demand changes in a manner that benefits domestic industries, this will result in several benefits. For example, it will ease pressure on imports by reducing reliance on imported goods. Additionally, it will provide domestic businesses a chance to endure the current economic crisis. In addition, it will be consistent with the economic reaction against the nations where India imports the most, positioning India to become the world's new manufacturing hub.

This programme will create jobs for a large number of locals, and the local economy will grow as a result. These local markets will eventually develop to such a level that they will export their well-known goods to many nations throughout the world. Utilizing locally produced goods will build local identity while also boosting the local and national economy. The core message of Vocal for Local is to "make local, utilise local, and promote local products."

Conclusion

In conclusion, it may be said that the vocal support for local action can also be seen as an underlying reason to reignite demand and, consequently, to bring a backbone to the small and marginal domestic industries that are trying to survive in the immediate aftermath of the COVID-19 pandemic, at a time when we are struggling to maintain liquidity and regular cash flow. In order to harness the long-term impacts of a rise in demand to grow domestic industries and eventually make them self-reliant, it is important to support local businesses and spend locally wherever feasible. Vocal for Local is an initiative aimed at improving domestic manufacturing and usage, for which government have created numerous strategies like "Make in India, Start-up India, and Digital India." Vocal for local offers small businesses and domestic industries clear priority. In turn, this will aid in production scaling up and eventually turn India into a global hub for manufacturing.

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