Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. This campaign is popularized by the PM and the Government of India in relation to economic development in the country during and after the COVID-19 pandemic. The term 'Atmanirbhar' is used as an umbrella concept in relation to making India "a bigger and more important part of the global economy", pursuing policies that are efficient, competitive and resilient, and being self-sustaining and self-generating.
On 12 May 2020, the PM raised a clarion call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan (Self-reliant India campaign) and announced the Special economic and comprehensive package of INR 20 lakh crores - equivalent to 10% of India’s GDP – to fight COVID-19 pandemic in India. The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand.

The central government, over the years has made its flagship 'Make In India' and 'AtmaNirbhar' campaigns the focal points of various industrial policies with an aim to lower dependence on imports, to boost local production of high-value goods and in
order to facilitate investment, foster innovation, enhance skill development, protect intellectual property & build best in class manufacturing infrastructure.

The government also took several bold reforms such as Supply Chain Reforms for Agriculture, Rational Tax Systems, Simple & Clear Laws, Capable Human Resource and Strong Financial System.

From an increased focus on Indian firms for public procurement to offering tax incentives to foreign and Indian companies for local manufacturing, the government has also raised its ‘Vocal for Local’ pitch in the past two years.

Vocal for Local has become the latest trending slogan which has emerged during the COVID-19 pandemic. However, the idea behind this movement finds its roots in the Swadeshi movement which was promoted by Mahatma Gandhi and popularised in 1905 during the Indian independence struggle. It was seen as a way to imbibe the feeling of nationalism and nationalistic pride among Indians.
The idea of the slogan vocal for local is to promote local industries and consume local wherever possible so that the long term effects of an increase in demand can be used to develop the domestic industries and make them gradually self reliant. This will help in the upscaling of production, and eventually, make India a manufacturing centre for the world.

Vocal for local gives unequivocal importance to the domestic industries and the small-scale shops and stores. In the times where we are struggling to maintain liquidity and regular cash flow, the vocal for local movement can also be seen as an impetus to reawaken demand and hence, to throw a lifeline to the small and marginal domestic industries which are struggling to survive in the wake of the covid-19 pandemic.

If demand shifts in favour of domestic companies, then the advantage is three-fold. First, it will reduce dependence on foreign products, and hence, cut down on the import pressure. Second, it will give a fighting chance to domestic companies to
survive through the crisis period. Third, it will fit in with the economic backlash against China, and place India in a strategic position to emerge as the new manufacturing centre of the world.

Also, the slogan vocal for local does not only mean that the products should be 'made in India', but the promotion of those products should take place so as to make those products competitive. During the Independence Day speech in 2020, Prime Minister Modi said that "The mindset of free India should be 'vocal for local'. We should appreciate our local products, if we don't do this then our products will not get the opportunity to do better and will not get encouraged." An extension of this slogan is 'local for global', that local products in India should have global appeal and reach.
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