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## India As Business Super Power – Has The Planned Approach Converge With The Opportunity

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### Abstract

'Make in India' and "Atma Nirbhar Bharat" slogans echoing in the recent environment aims at two larger goals for the country, one being developing India as a manufacturing hub for the world, the other is to enhance self sufficiency by reducing import dependency. While the earlier was thought early and initiated during 2014 in a planned manner to establish the footprint of a manufacturing hub for the world, the later was seen as an opportunity with the wake of the pandemic. Is there a connection between these two which this study attempted and found that if not directly, but accelerated the process at a time when 'Make in India' movement was missing estimations. The international pressure on China leading to opening of avenues for countries like India is a clear indication of opportunities knocking at the door and the planners along with the business houses, financial institutions, regulators and market researchers have come together in re-framing policies to intensify the speed of the movement. Schemes like Production Linked Incentive (PLI) are clear driving factors which this study also attempted to evaluate along with market trends while suggesting possible solution approach towards bridging blow holes.

### Introduction

'Make in India' initiative was launched by Prime Minister in September 2014 as a part of nation-building initiatives and with an aim to transform India into a global manufacturing hub. Was it the need of time and why as a question has been roaming in many minds. India having large population strength equipped with wide technical know-how has been missing with a vision to fulfill the investment requirement by inviting foreign investors. 'Make in India' made that dream come true but it was the start only and challenges on the way delayed the execution plan. Finding potential market, quality control to match international standard and various compliance requirements were the factors largely responsible for the delay. The vision of the 'Make in India' campaign are to accelerate growth in manufacturing sector and in turn to increase the share of manufacturing in the Gross Domestic Product (GDP) of the country, create at least 100 million additional jobs by 2022 along with appropriate skill development, over and above enhancing global competitiveness while ensuring sustainability.

While the campaign was determined to reach its pre-set goals and struggling with various challenges, an unprecedented situation of pandemic clouded the whole world. Due to COVID-19 pandemic, India experienced declining international trade; slow down in the economy, reduced flow of foreign investments, delay in project execution and many such impediments that further slowed down the pace of the 'Make in India' campaign. While planners were thinking of a possible way out, the pandemic situation was creating a surge in demand for medical equipment like PPE gear, masks and vaccines. India quickly realigned its strategies rekindling the nineties old policy of Liberalization, Privatization and Globalization and grabbed the opportunity of supplying the medical requirements to the world. Such an act of the country not only helped establishing the foot print but demonstrated the capability before the world.

With the emergence of the pandemic, many countries were found adopting protectionist policies and India being a developing country was not an exception. Although emergency supply was on the rise, the global trade on most other segments was nearly closed leading to a crisis of importable articles and signaling towards shifting focus to self dependency. India identified twelve sectors including auto components, textiles, industrial machinery and furniture, food processing, organic farming, iron, aluminium and copper, agro-chemicals, electronics, leather and shoes and started promoting self sufficiency by implementing a parallel campaign called 'Atma Nirbhar Bharat', which means self sufficient India. This campaign added strengths to the earlier one and helped the manufacturing sector build enough infrastructure not only to cater the domestic need but to explore global markets and fulfill both the goals of 'Make in India' and 'Atma Nirbhar Bharat'.

## Literature review

The topic under study is relatively new and there is no much previous literature on this subject as it is recently introduced by Prime Minister of India to make India a self-reliant nation and make it a leading global supplier. However, according to Dr. (Smt.) Rajeshwari Shettar, SM Sheshgiri (2017), 'Make in India' program shows drastic change in many sectors like aviation, automobiles, biotechnology. Many researchers tried to represent that Foreign Direct Investment (FDI) and continuous increase in investment in Research and Development will help in generating employment. Puneet Aneja in his paper focused that 'Make in India' campaign is an imaginative idea of our Prime Minister to convert it into reality and to take some share from China in global manufacturing we have to improve our infrastructure, ease of doing business, reform tax and labour laws. Dr. Richa Shrivastava in her paper explained that India has the capability to push its manufacturing. Government had taken several steps to encourage domestic as well as foreign investors by removing the business barriers and increase the purchasing power of average person helps in boosting demand and generating employment.

Though the above studies focused on various aspects of the 'Make in India' campaign, but they fail to establish the link of the 2014 initiative with the overlooking opportunities with the emergence of the recent campaign of the government of India called 'Atma Nirbhar Bharat'. While the present study aims at studying the intricacies of both the initiatives separately, an attempt is also made to understand its efficacy in the guise of depleting dependency on the global supplier, the People's Republic of China. The study also tried suggesting few policy changes and initiatives which might help enhance the speed of execution in establishing global footprint with sustenance.

## 'Make in India' campaign

'Make in India' campaign was the dream project of the present Prime Minister of India being inspired by the Singapore model implemented by their ex Prime Minister Mr. Lee. The model of becoming a quality manufacturing hub for the world by inviting foreign investments was also demonstrated by the People's Republic of China (PRC) and the world is witnessing how PRC is gaining strength and emerges as a world power. The planners while designing the campaign have also focused on creating jobs and skill enhancement in 25 sectors of the economy. Those are 1. Aviation 2. Automobile Components 3. Automobiles 4. Biotechnology 5. Defence manufacturing 6. Construction 7. Chemicals 8. Food Processing 9. Electronic systems 10. Electrical Machinery 11. Information Technology 12. Mining 13. Media and Entertainment 14. Leather 15. Oil and Gas 16. Railways 17. Ports and Shipping 18. Pharmaceuticals 19. Renewable Energy 20. Textiles and Garments 21. Space and astronomy 22. Roads and Highways 23. Thermal Power 24. Tourism and Hospitality and 25. Wellness. In order to make the execution of the campaign possible in an easy go manner the government has also planned few quick initiatives to address the possible challenges. Major initiatives of the 'Make in India' execution plan are as follows:

1. Invest India cell: To facilitate an investor, this cell has been set up by the government. It will act as the first reference point for guiding foreign investors on all aspects of regulatory and policy issues. Invest India Cell assists foreign investors in obtaining regulatory clearances.
2. Consolidated services and faster security clearances: There is an integration of all central government services with an e-Biz single window online portal and states are being advised to introduce self-certification. Now the ministry of home affairs gives all security clearances to investment proposals within three months.
3. Dedicated portal for business queries: One dedicated cell has been created for answering all queries from entrepreneurs through a new web portal, <http://www.Makeinindia.com>. The back-end support team will answer all the queries within seventy two hours.
4. Easing policies and laws: There is delicensing of a large number of defence items. The validity of industrial license granted to the manufacturers of these defence items has been extended to three years.
5. Interactions with the users/visitors: Through a pro-active approach the visitors are tracked for their geographical location, interest and real time user behaviour. The registered visitors of the website or anybody who raises queries will be provided with relevant information and newsletter.
6. The requirements of minimum paid-up capital and common seal for companies have been removed by the Companies (Amendment) Act, 2015. A number of other associated regulatory requirements and other regulatory requirements have also been simplified in this Act.
7. Under "Invest India Cell", an Investor Facilitation Cell has been established to guide, assist and handhold investors during the entire life-cycle of the business.
8. 'Japan Plus' and 'Korea Plus' have been established by the Department of Industrial Policy and Promotion. These are the special management teams to facilitate and fast track investment proposals from Japan and Korea respectively.

9. Protecting Minority Investors: At present the board members want greater disclosure of conflicts of interest and lot of remedies are available in case of prejudicial related-party transactions. The shareholders of privately held companies have also been provided additional safeguards.

### “Atma Nirbhar Bharat” Campaign

Atmanirbhar Bharat Abhiyan was announced by the Honourable Prime Minister on 12th May 2020. The term ‘Atmanirbhar Bharat’ means self-reliant or self-sufficient. The term used by the Prime minister of India in connection with the growth in country that upholds Indian economy in establishing its global foot print of a universal supplier. The uninvited pandemic has posed as a risk on the pathway of India’s plan in becoming the manufacturing hub for the world, but the suspicion on China has opened many opportunities and the world started looking at India as an investment opportunity, which has the potentiality to become a global supplier. The ‘Atmanirbhar Bharat’ campaign is based on five pillars and the execution has been planned in five phases.

**Infrastructure:** The economic infrastructure of a country is the foundation of an economy which is established through communication, transportation, energy, supply chains and financial institutions, etc. The Government of India strongly believes that there is a need of world-class infrastructure to prove our identity. During this pandemic, preference is given on healthcare infrastructure by increasing the number of beds in hospitals, medical equipments, intensive care units, etc.

**Technology-driven System:** The innovation in the field of technology has helped the business enterprises a lot to establish upgraded business operations at a lower cost which contributes enormously to the economy.

**Technology-driven platforms:** Taking into consideration of all possible components; the technology-driven platforms can directly boost the business structure. A better business structure will eventually lead to a better economy.

**Demography:** It is the study of the human population which includes its size, growth, density, distribution, and another essential portion of statistics. In population front, India is the second largest country in the world. We are having one-fifth of the total world population. The Government of India believes that our vibrant demography will be a big source of energy for a self-sufficient India.

**Supply and Demand:** The relationship between supply and demand is the quantity of goods and services the producers want to sell at different prices and the quantity at which consumers want to buy. Self-sufficient India will see a demand for goods, wherein the demand and supply chain be utilised fully. Under the scheme of ‘Atma Nirbhar Bharat’, it is indispensable to have a strong supply chain and supply system by satisfying consumers’ demands.

The Five phases of ‘Atmanirbhar Bharat’ are:

**Phase-I: Businesses including MSMEs :** A total of Rs. 5, 94,500 crores furnished for the first tranche under ‘Atmanirbhar Bharat Abhiyan’, which will solely focus on strengthening India’s backbone and rejuvenating Indian economy. Micro, Small and Medium Enterprise (MSME) is considered as the real backbone of Indian economy. Central Bank and the Government are taking all basic measures to boost the growth and development of MSMEs. Prominent actions taken in the first tranche are 1.Free collateral loans to MSME units worth Rs. 3 lakh crore, 2.MSME Fund with an aggregate amount of Rs. 10,000 crore for small-scale business, 3.Subordinate debts for stressed MSMEs worth Rs. 20,000 crore, 4.Partial credit guarantee of Rs. 4,000 crore for stressed MSMEs, 5.EPF facilities for businesses and entrepreneurs, 6.Statutory PF contribution lowered.

**Phase-II: Poor, including migrants and farmers:** After the announcement of the first installation package, Nirmala Sitharaman, the Union Finance Minister, introduced the second tranche, primarily focusing on migrant labourers, street vendors and farmers. Rs. 3, 10,000 crore has been allocated for the second tranche under this yojana. For this, Government of India has taken many measures including, 1.Free supply of food grains for labourers and migrant workers, 2.Implementation of ‘One Nation One Ration Card’ for migrant workers, 3.A sum of Rs. 70,000 crore funds for the housing sectors including the middle-income group as a relief measure, 4.A unique credit facility of Rs. 5000 crore for the street vendors, 5.Emergency Funds of about Rs. 2 Lakh crore for the welfare of farmers, 6.Rs. 1500 crore interest subvention for Shishu Loans, 7.Funds of Rs. 6000 crore to safeguard tribal employment, 8.Annual health checkups for migrant workers, 9.Appointment letter in favor of migrant workers, 10.Social Security Funds.

**Phase-III: Agriculture:** In the third tranche of ‘Atmanirbhar Bharat Abhiyan’, Government of India has focused primarily on agricultural reforms. The most important objective is to support agricultural sectors, fishery, animal husbandry and dairy. The Government declared a sum of Rs. 1.5 lakh crore for the agricultural infrastructure fund. Nirmala Sitharaman, the Union Finance Minister, came up with a lot of economic measures which are exclusively meant for the development of better infrastructure and capacity building in rural areas. The agricultural reforms in the third tranche of ‘Atma Nirbhar Bharat Abhiyan’ have been provisioned with: A financial package of Rs. 1lakh crore was announced for farm-gate infrastructure, involving the post-harvest management infrastructure along with other agricultural proprietors, 2.Rs. 500 crores granted for the extension of the ‘Operation Green’ from onions, tomatoes to diverse agricultural produce, 3.Fifty per cent subsidy in favor of cold storage and transportation, 4.Rs. 4000 crores which will cover 10, 00,000 hectares under the roof of the National Medicinal Plant Board of ‘Atmanirbhar Bharat Abhiyan’, 5.A sum of Rs. 500 Crore to promote the bee-keeping initiative in order to go ahead for extracting honey and wax, 6.A fund of Rs. 15, 000 crores has been set up for the development of dairy industries and cattle farming under ‘Atmanirbhar Bharat Abhiyan’, 7.A fund of Rs. 13, 343 crores to control animal diseases under ‘Atmanirbhar Bharat Abhiyan’, 8.Under ‘Pradhan Mantri Matsya Sampada Yojana’, Rs. 20, 000 has been allocated for the welfare of a fisher man/woman.

Phase-IV: New Perspectives of Growth: Under the 'Atmanirbhar Bharat Abhiyan', the Government of India announced a fourth tranche involving a sum of Rs. 20 lakhs in favor of eight important sectors like coal, minerals, air space, defence, etc. The 4<sup>th</sup> and 5<sup>th</sup> tranches have an equal value of Rs. 48,100 crore, integrating an additional fund of Rs. 40,000 crore for Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) for generating job opportunities in the lock down in India. A sum of Rs. 8100 crore was also given in support of feasibility gap funding. Briefly the sectors which are covered in the 4<sup>th</sup> tranche are: 1.Mineral sector, 2.Commercialisation of coal and mining, 3.Atomic energy Reforms, 4.Increased Defence Production, 5.Air space Management, 6.Power distribution in Union Territories.

Phase-V: Government Reforms and Enablers: A supplementary package of Rs. 40, 000 crore in seven steps for health and education, ease of doing business, MGNREGA, decriminalisation of Companies Act, state government funds, as well as others. The Central Government has granted a sum of Rs. 46, 038 crores for all the state governments. In addition to this, the Government of India has uplifted the advance limit by 60 per cent for emergency use. For the relief activities during this pandemic, a sum of Rs. 4,113 crore was released from the Health Ministry in support of state governments. Some of the enablers are: 1.Income Tax Relief for Home Buyers: Residential Units around Rs 2 Crore, the differential allowed between the agreement's worth and circle rate has been extended from 10% to 20% before June 30, 2021, 2.Declaration of Emergency Credit Line Guarantee Scheme (ECLGS) 2.0 concerning 26 stressed sectors identified by Kamath Committee, 3.A sum of Rs 1.46 trillion granted to manufacturing Production Linked Incentives (PLI) to drive the ten champion sectors, 4.Extension of about Rs 3 trillion Emergency Credit Line Guarantee Scheme up to March 31, 2020, 5.A sum of Rs 18,000 crore additional expenditure sanctioned for Pradhan Mantri Awas Yojana (PMAY), 6.Infusion of equity in National Investment and Infrastructure Fund (NIIF) Debt Stage: About Rs 6,000 crore of equity to be furnished to the debt platform. By 2025, they have to sponsor projects to the extent of Rs.1,10,000 crore, 7.Nirmala Sitharaman, the Union Finance Minister has introduced 'Atmanirbhar Bharat Rozgar Yojana', ventured at incentivising the employment opportunities generation during the pandemic recovery period, 8.Government of India grants up to Rs 65,000 crore fertilizer subsidy for 14 million farmers, 9.An additional budget expenditure of Rs. 10, 200 crore is granted to support industries and create industrial infrastructures under the roof of 'Atmanirbhar Bharat'.

While the planners were excited encashing the opportunity arising out of the loss of confidence of the rest of the world on China, it was equally important to stay self-sufficient. In order to promote self sufficiency. Primarily below sectors were identified and promoted.

**Textile Industry:** In terms of economic contribution and employment generation, textile is the second largest industry after agriculture in India. China is the largest importer of raw materials and also becomes the leading exporter of finished goods. In comparison to China, Indian Textile industry is the second largest producer of raw cotton, cotton yarn and fibre yarn. In order to reduce dependency on China, it was planned to enhance manufacturing of industrial accessories and amplify manufacturing activities not only to increase self sufficiency but to cater to the global demand.

**Organic Farming:** According to the World Organic Agriculture Report, 2018, India has the second largest area exposer after China earmarked for organic agriculture. North eastern states have become the hub of organic farming in our country. Now organic farming turns to be a movement in the North-East and it dominates the world market. Sikkim is the leader in organic farming. The people of Sikkim are now completely involved only in organic cultivation. There is even larger scope for the country to promote organic farming and become a world leader.

**Automobile Industry:** Starting from building safety features to reduce carbon emissions, the automobile industry of India has seen frequent changes in the last decade. These initiatives largely aim at transforming Indian automobile industry to a world class automobile supplier. The FAME-II initiative is one such effort but the major challenge was again dependency on China for the battery. When companies like Tesla have expressed their interest to establish manufacturing units in India, the country need an intense plan to promote battery production which will further contribute to the economy in terms of a direct linkage effect. The components and spares are another linkage industry that has been taken up by the policy makers.

**Pharmaceutical Industry:** India enjoys an important position in the global pharmaceuticals sector. India is the largest provider of generic drugs globally. Indian pharmaceutical sector supplies over 50% of global demand for various vaccines, 40% of generic demand in the US and 25% of all medicine in the UK. Globally, India ranks 3<sup>rd</sup> in terms of pharmaceutical production by volume and 14<sup>th</sup> by value. Presently, over 80% of the antiretroviral drugs used globally to combat AIDS are supplied by Indian pharmaceutical firms. The Union Cabinet has given its nod for the amendment of existing Foreign Direct Investment (FDI) policy in the pharmaceutical sector in order to allow FDI up to 100% under the automatic route for manufacturing of medical devices subject to certain conditions. But, we are heavily dependent on China for the raw materials which are required by our pharmaceutical industry for which there is a continuous increase in import. This dependency creates an alarming situation for our pharmaceutical industry which requires a faster approach to initiate internal capacities.

## The connect between the two

The approaches of 'Atmanirbhar Bharat' and 'Make in India' are more or less similar and complements each other. While one aim at an increase in exports by focusing on manufacturing activities, the other aim at enabling the earlier initiative by promoting in-house activities to minimise import dependency. Following learnings from its neighbouring Singapore and China, Make in India initiative was to develop India as a manufacturing hub for the world. The road was not that easy as drawn on the blueprint but had to face challenges starting from land acquisition to obtaining clearance from many statutory bodies to win over conflicting rules between state and center over and above poor governance. These impediments often discourage foreign investors to experiment in India. Moreover timeline as a factor was never attained making many past ventures unsuccessful and is claimed to be the most discouraging factor.

Government of India being well aware of the missing bus were deliberating on many alternatives when the pandemic hit the world making everybody realise of a situation that changed the prevailing perception of globalisation. With the world closed, importance of self reliance was felt and the planners thought of connecting it with the make in India initiative as an opportunity to attain self sufficiency by way of promoting domestic manufacturing. Hence Atmanirbhar Bharat was born and under the guise of which many pump priming packages aiming at reigniting Make in India was initiated. 'Atmanirbhar Bharat' contains an indirect linkage to boost the 'Make in India' campaign. For this, the policy makers have cautiously thought of following initiatives:

### Production Linked Incentive

To materialise the vision of 'Atmanirbhar Bharat', the Union Cabinet, led by the Prime Minister, Shri Narendra Modi, permitted the Production Linked Incentive (PLI) Scheme for white goods (air conditioners and LED lights) with a budget allocation of Rs. 6,238 crore. The most important objective of the PLI scheme is to promote manufacturing in India by removing sectoral disabilities, creating economies of scale and ensuring efficiency. It is planned to build an ecosystem in India and make India an integral part of the global supply chains. This scheme is likely to draw attention of global investments, create large employment opportunities and boost exports significantly.

The PLI scheme for white goods will extend an incentive of 4 per cent to 6 per cent on incremental sales of goods manufactured in India for a period of five years to companies engaged in manufacturing of air conditioners and LED lights. Different sectors have been identified for different types of components separately to specifically aim at global investments into preferred areas. Selection of companies for this scheme will be done so as to give incentives to manufacturing of components or sub-assemblies which are not produced in sufficient quantity in India at present. Companies busy in assembly of finished goods cannot get all such incentives.

PLI scheme is instrumental in achieving growth rates which are higher than the existing ones for AC and LED industries, develop suitable eco-systems in India and create global standard manufacturing hub in India. Companies are required to meet the Bureau of Indian Standards (BIS) and Bureau of Energy Efficiency (BEE) quality standards to sell both in the domestic market and global markets. By this, investment in innovation and research and development and up gradation of technology will be possible.

### Samarth Udyog Bharat 4.0

'Make in India' and 'Atmanirbhar Bharat' for the manufacturing sector too is being promoted by the Government of India because a manufacturing base provides a stable growth in comparison to service-based economy. In order to bring digital transformation in manufacturing, a large number of institutions are already operational under the Samarth Udyog Bharat 4.0 programme. Samarth Udyog Bharat 4.0 is an initiative of the Ministry of Heavy Industry and Public Enterprises which includes manufacturers, vendors and customers as the main participants under the umbrella of Industry 4.0. To spread awareness about Industry 4.0, the following five Common Engineering Facility Centres (CEFC) are now working in India:

- a) Centre for Industry 4.0 (C4i4) Lab, Pune,
- b) IITD-AIA (IIT, Delhi- Automation Industry Association), foundation for smart manufacturing,
- c) Industry 4.0 India at IISc Factory R & D Platform,
- d) Smart Manufacturing Demo & Development Cell at Central Manufacturing Technology Institute, CMTI Bengaluru,
- e) Industry 4.0 projects at Department of Heavy Industry Centre of Excellence (CoE) in Advanced Manufacturing Technology, IIT Kharapur.

Facilitating prospective investors with market research, understanding global requirements, touching down sentiments of MSMEs and extending support to micro segments like SHGs and cooperatives should be the priorities of Samarth Bharat to drive both the movements.

### India's Digital Transformation Goal

Digitalisation has many facets including market research, production analysis, international demand and many more for MSME manufacturers. Increased operational efficiency, quality and flexible reporting process are some of its long-term benefits. A new perspective of the manufacturing process has been obtained by real-time analysis of production through data collection and visualisation tools as an update of the production status. It provides a better insight into the machinery, personnel and the process efficiencies. These advantages facilitate manufacturers to save time and reduce expenses, thereby making their products more

competitive in the market. Apart from the above direct benefits, initiatives like e-way bill, introduction of GST, Payment through UPI and many more such actions are directly or indirectly facilitating trade.

### **Skill development**

Movement to become a manufacturing hub comes with a basic requirement of skilled manpower and India has every potentiality to develop that. It is essential that more and more industries and professionals start the skill enhancement programmes for its immediate implementation and to make the employees future ready. A two way strategy to enhance skill set of the existing manpower and creating fresh skilled work force to cater the upcoming need is call of the time. Digitalisation has become popular during this pandemic through Industry 4.0. and digital learning can help build the desired skill set. The adaptability to digital learning and acceptance of that man-force is a larger question that time will answer. The other important side of this initiative is whether the digitally trained manpower is acquiring equal skill set as against physical learning. Experts say while it comes to enhancing skill set, digital learning has more effectiveness than acquiring a fresh. But considering the situation, it can be said that digitalisation in building skill set is a welcome movement the government of India in support of its movement of both Make in India and Atmanirbhar Bharat.

### **The China Factor**

Emergence of China as a factor has been discussed globally since the pandemic originated from the mainland. The pandemic has really cornered China a little because of its fishy stand over the occurrence of the unpredictable disease COVID-19 on its soil, and the mishandling in alerting the rest of the world about the disease. It is suspected that the virus is a laboratory-based biological weapon to maintain Chinese supremacy in the world and help win the trade war with the USA. But the USA had suffered dreadfully from the trade war even before the pandemic made it worse.

This was followed by a call from many countries to boycott or at least tone down trade with China. Due to skilled cheap labour availability, most of the Multi National Corporations (MNCs) have their manufacturing base in China. But now they are thinking to shift their manufacturing base to other countries, and India appeared to be the next best destination for them.

The above sentiment is in support of the Make in India movement and experts are of the view that India should and is well prepared in encashing this opportunity but the internal roadblocks need to be eliminated as quick as possible. The swadeshi sentiment among the local entrepreneurs under the Atmanirbhar Bharat has encouraged local entrepreneurs to manufacture various products starting from toys to mobile phones to cater the domestic demand. Will Indians willingly accept costlier articles at the cost of swadeshi is a question that time to answer. But if we can build a globally cost effective produce complying international quality standards, even in a phase wise approach, the plan as thought by the planners will definitely yield fruit.

### **Suggestions and Conclusion**

Both 'Make in India' and 'Atmanirbhar Bharat' campaigns are parallel efforts to establish India as a supply chain for the world to cater both manufacturing and service sector needs. While the earlier campaign was progressing with numerous bottlenecks, the advent of the pandemic leading to global anti campaign against China has opened opportunities for this large democracy which the present government has attempted to en-cash. Not only the initiatives under the 'Atmanirbhar Bharat' campaign worked as pump priming for the earlier campaign but also enabled use of internal resources in making the country self reliant. A conjunct approach is welcome as effective to open many opportunities like employment, skill development, industrialisation and its direct and indirect linkage effects in the sectors like housing, communication infrastructure, mineral exploration, agriculture, health care and many more. It is said that, being in the right place at the right time is luck which can be well related to a situation when the world is losing reliance on China, India has the opportunity to emerge. Upon careful examination of the above discussion and various articles, we suggest:

1. Policy makers to focus on sectors having wider scope and global interest at the first stage which will touch global sentiments and help in inviting foreign investments to the country.
2. Sustainability is vital under a long term approach. Rather venturing everywhere, policy makers must focus on marketable yet cash rich sectors. Making of vaccine and Personal Protective Equipment (PPE) gears is one such initiative but wider coverage in the sector is suggested for sustainability.
3. Extending benefits to MSME may not be sufficient but need to be extended to micro segments like Self Help Groups (SHGs), cooperatives which will help build the infrastructure at grass root level.

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