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## ATMA-NIRBHAR BHARAT ABHIYAAN' IN THE CONTEXT OF GLOBAL MARKETING

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**Abstract :** On 12 May, 2020, the Honourable Prime Minister of India, Shri Narendra Modi announced in his address to the nation an economic package of Rs. 20 trillion to tide over the Coronavirus crisis under the Atma-Nirbhar Bharat Abhiyaan. Complementing this view point of the nation, the Honourable Finance Minister of Govt. of India Smt. Nirmala Sitaraman in her budget presentation speech announced Rs. 35,000 crore for the development of Covid-19 vaccines. Even though one can find out certain controversies around the Atma-Nirbhar Bharat Mission, the current scenario warrants for more thought-provoking intrusions into the subject. The present paper details the intricacies of the Atma-Nirbhar Bharat Abhiyan and relates it to the global marketing scenario.

**Index Terms - Abhiyaan, MSME, PPP**

### I. INTRODUCTION

The headlines of a very recent newspaper in early July 2020 report goes like this: "Atma-Nirbhar Bharat Abhiyaan: Not about closing doors, but greater global engagement, says Piyush Goyal". The report continues, "Borrowing from Prime Minister Narendra Modi's five 'Is' — intent, inclusion, investment, infrastructure and innovation — Piyush Goyal, Union Minister for Commerce & Industry and Railways, Government of India said India should focus on investment, infrastructure and innovation in the post-Covid world". According to him most countries across the world have succeeded on the back of new technology, engagement with newer ways of doing work and innovating not only in products and services but also their processes. 'Atma-Nirbhar Bharat Abhiyaan' was not about closing India's doors but opening them and having a greater global engagement. Emphasising that self-reliance does not entail cutting ties with rest of the world, it actually meant a larger role for Indian entrepreneurs, businesses, youngsters and all stakeholders to become a part of resilient global supply chains. "It is about improving our quality of production, achieving higher economies of scale, greater production capacities so that we not only meet India's needs but also meet global demand at competitive prices and through quality products," the Minister said addressing the officials of Bombay Chamber of Commerce and Industry (BCCI) at its 184<sup>th</sup> Annual General Meeting".

Newspapers of 9 January, 2021 also carry the following headlines: "Atma-Nirbhar Bharat Abhiyaan will make world order more just and fair: Kovind". The report continues: "[Ram Nath Kovind](#), Honourable President of India, said the development of two [vaccines](#) for Covid-19 in India is a major step for Aatma-Nirbhar Bharat (Self-reliant India) which runs on the spirit of global well-being. The recent success of our scientists and technicians in developing two Covid vaccines is a major achievement for the Aatma-Nirbhar Bharat Abhiyaan which is driven by the spirit of global well-being," the President said, delivering the Valedictory Keynote address of Pravasi Bhartiya Divas Convention, 2021. The Drugs Controller General of India (DCGI) has approved two vaccines, 'Covishield' from Oxford and Serum Institute of India (SII) and 'Covaxin', an indigenous vaccine developed by Bharat Biotech. He said that year 2020 has been the year of a global crisis caused by Covid-19 and India has been at the forefront in forging a global response to combat the enormous challenges posed by the pandemic. We supplied medicines to nearly 150 countries, making the world look at India as the 'pharmacy of the world'," he added. He said that the Indian government intends to mitigate any disruptions in global supply chains by enhancing availability of goods and services. The idea of Aatma-Nirbhar Bharat is about self-belief leading to self-sufficiency but not seeking self-centered arrangements or turning the country inwards. "Our vision of Aatma-Nirbhar Bharat Abhiyaan has five key pillars of economy, infrastructure, demography, democracy and supply chains".

Obviously these two reports achieve significance in the context of opinion expressed by Shri Amitabh Kant, IAS, CEO, NITI Aayog, Govt. of India. Shri Kant opined that Innovation is the key to success for economic growth and Atma-Nirbhar Bharat Abhiyaan is not anti-globalisation. Sharing his thoughts at FICCI Frames he said that India is in the midst of transformation and people who work with the technology and sunrise sectors will survive going ahead. The country needs to leapfrog into the world of technology. India very often gets into sunset areas of industries and then it becomes very difficult to penetrate in the global market. Therefore, it is very important for the country to get into new areas of growth. He highlighted that people who are going to work on data and artificial intelligence will drive growth going ahead. India's usage of data will be enormous. There is a need to move from data to data intelligent, according to him. The use of block chain is the need of the hour. The technology will also help in real-time monitoring of specific issues. India needs to liberalise on clinical trials and there is a need to get into high-value products. Atma-Nirbhar Bharat Abhiyaan programme has brought many reforms in the form of MSME definition, agricultural sector, among others. Atma-Nirbhar Bharat is not anti-globalisation. It is about getting the best from the world. It is not about protectionism. It is about enhancing the ability of Indian companies to create world-class products and capture the domestic market and then use the strength of the domestic market to penetrate into the global market. It is about being a global champion.

Complementing this view point of the nation, the Honourable Finance Minister of Govt. of India Smt. Nirmala Sitharaman in her budget presentation speech announced Rs. 35,000 crore for the development of Covid-19 vaccines. This is the most important pillar of the vision for Atma-Nirbhar and Swachh Bharat and while the economy is still struggling with the consequences of Covid-19, budgetary support for vaccination and healthcare assumes utmost importance. The government will be focussing on three areas *viz.* preventive health, curative health and well-being. The financial support will overcome fears and boost the service sector for full recovery. As vaccination progresses, hospitality, tourism and formal retail sectors will resume their normal pace.

In the budget speech, the Finance Minister said that the National Infrastructure Pipeline (NIP) launched in December, 2019 with 6,835 projects, has now been expanded to 7,400 projects and around 217 projects worth Rs. 1.10 lakh crore under some key infrastructure ministries have been completed. The budget proposes significant enhancement of capital expenditure to the tune of Rs. 5.54 lakh crore in the next fiscal, besides creating institutional structures and giving a big thrust to monetizing assets to achieve the goals of NIP. NIP is a specific target which the government is committed to achieving over the coming years, which requires a major increase in funding both from the government and the financial sector.

### Atma-Nirbhar Bharat Mission

Atma-Nirbhar means 'Self-reliant'. On 12 May, 2020, the Honourable Prime Minister of India, Shri Narendra Modi announced in his address to the nation an economic package of Rs. 20 trillion to tide over the Coronavirus crisis under the Atma-Nirbhar Bharat Abhiyaan. He said the economic package would play an important role in making India 'self-reliant' and that it would benefit labourers, farmers, honest tax payers, MSMEs and the cottage industry. Making the country self-reliant is the only way to make 21<sup>st</sup> century belong to India. According to the government, it is not protectionist in nature. The economic crisis triggered by the Coronavirus pandemic in 2020 gave birth to the Atma-Nirbhar Bharat Abhiyaan. While the idea was first proposed by the Prime Minister, some of its features are similar to the Swadeshi Movement launched on 7 August, 1905, to take on the British regime of the time.

The five pillars on which Atma-Nirbhar Bharat is to be based are: 1). Economy, 2). Infrastructure, 3). Technology driven system, 4). Vibrant demography, and 5). Demand. According to the government, self-reliance does not advocate a self-centered protectionist system. According to the Honourable Prime Minister of India, Shri Narendra Modi, Atma-Nirbhar Bharat spirit pervades every day from cricket to Covid fight. "It is not only about technological advancement and progress. It has become part of everyday life of the nation," he said, addressing the 18<sup>th</sup> Convocation of Tezpur University digitally from New Delhi on 21 January, 2021. In this context, he referred to the miraculous victory of the young Indian cricket team in Australia which overcame multiple challenges to win the Test match series. "They faced the challenges boldly and came up with new solutions despite a string of injuries and lack of experience. A positive mind-set always leads to positive results which is the essence of Atma-Nirbhar Bharat".

### Summary of announcements under Atma-Nirbhar Bharat Abhiyaan

On 12 May, 2020, the Prime Minister of India, Shri Narendra Modi, announced a special economic package of Rs. 20 lakh crore (equivalent to 10% of India's GDP) with the aim of making the country independent against the tough competition in the global supply chain and to help in empowering the poor, labourers, and migrants who have been adversely affected by Covid-19. Following this announcement, the Finance Minister, Smt. Nirmala Sitharaman, through five press conferences, announced the detailed measures under the economic package. Following is a summary of the key measures proposed under the economic package:

### Government Reforms: Policy Highlights

- Increase in borrowing limits
- Privatisation of Public Sector Enterprise (PSEs)

**Measures for businesses (including MSMEs)****Financial Highlights**

- Collateral free loans for businesses
- Corpus for MSMEs
- Subordinate debt for MSMEs
- Schemes for NBFCs
- Employee Provident Fund (EPF)
- Statutory PF contribution
- Street vendors

**Policy Highlights**

- Expediting payment of dues to MSMEs
- Insolvency resolution
- Disallowing global tenders
- Reduction in TDS and TCS rates
- Ease of doing business for corporates

**Legislative Highlights**

- Definition of MSME
- Initiation of insolvency proceedings
- Amendments to Companies Act, 2013

**Agriculture and Allied sectors****Financial Highlights**

- Concessional Credit Boost to farmers
- Agri Infrastructure Fund
- Emergency working capital for farmers
- Support to fishermen
- Animal Husbandry infrastructure development
- Employment push using CAMPA (Compensatory Afforestation Management and Planning Authority) funds

**Legislative Highlights**

- Amendments to the Essential Commodities Act
- Agriculture marketing reforms
- Agriculture Produce Pricing and Quality Assurance

**Migrant Workers: Policy Highlights**

- One Nation One Card
- Free food grain supply to migrants
- Affordable Rental Housing Complexes (ARHC) for migrant workers / urban poor

**Civil Aviation: Policy Highlights**

- Efficient airspace management
- Public Private Partnership (PPP) model for airports

**Defence: Policy Highlights**

- Increase in FDI limit in defence manufacturing under automatic route
- Make in India initiative in the defence sector

**Energy: Financial Highlights**

- Liquidity support for distribution companies (Discoms)
- Coal evacuation

**Policy Highlights**

- Safeguarding consumer rights
- Regulatory assets
- Privatisation of power distribution
- Commercial coal mining

**Legislative Highlights**

- Reduction in cross-subsidy

**Housing: Financial Highlights**

- Credit Linked Subsidy Scheme for Middle Income Group (MIG)

**Policy Highlights**

- Support to real estate sector

### Social Sector: Policy Highlights

- Public health
- Allocation for MGNREGS
- Viability Gap Funding
- Technology driven education

### Key measures taken by Reserve Bank of India (RBI)

The overall financial package that has been announced also includes the liquidity generated by measures announced by RBI. Some of these measures include:

- Cash Reserve Ratio (CRR) was reduced which resulted in liquidity support of Rs. 1,37,000 crore.
- Banks' limits for borrowing under the marginal standing facility (MSF) were increased. This allowed banks to avail additional Rs. 1,37,000 crore of liquidity at reduced MSF rate.
- Total Rs. 1,50,050 crore of Targeted Long Term Repo Operations (TLTRO) has been planned for investment in investment grade bonds, commercial paper, non-convertible debentures including those of NBFCs and MFIs.
- Special Liquidity Facility (SLF) of Rs. 50,000 crore was announced for mutual funds to provide liquidity support.
- Special refinance facilities worth Rs. 50,000 crore were announced for NABARD, SIDBI and NHB at policy repo rate.
- A moratorium of three months has been provided on payment of instalments and interest on working capital facilities for all types of loans.

### Controversy around Atma-Nirbhar Bharat Mission

The government has said 'self-reliant India does not mean cutting off from rest of the world.' However, some have called Atma-Nirbhar Bharat as a re-packaged version of the Make in India drive using new taglines such as 'Vocal for Local'. Some are of the opinion that Atma-Nirbhar Bharat is not even new – it resonates well with erstwhile ideologies and campaigns (political, business, social or otherwise) such as 'Swaraj', 'Swadeshi', 'The Green Revolution', 'The White Revolution', 'Import Substitution', and also innumerable campaigns of Indian organizations such as Patanjali. Some Opposition members have spoken about how India had enacted policies and built companies since its creation to make India self-reliant - SAIL for steel production, IITs for domestic engineers, AIIMS for medical sciences, DRDO for defence research, HAL for aviation, ISRO for space, CCL, NTPC and GAIL in the area of energy, for example. These politicians have criticised the so-called advertising tactics in the re-packaged scheme. Some have also panned the scheme re-phrased as "Fend For Yourself" Campaign.

### Time to think about global marketing and Atma-Nirbhar Bharat

Global marketing can be defined as marketing on a world-wide scale reconciling or taking global operational differences, similarities and opportunities in order to reach global objectives". Global marketing is also a field of study in general business management that markets products, solutions and services to customers locally, nationally, and internationally. International marketing is the application of marketing principles in more than one country, by companies overseas or across national borders. It is done through the export of a company's product into another location or entry through a joint venture with another firm within the country, or foreign direct investment into the country. International marketing is required for the development of the marketing mix for the country. International marketing includes the use of existing marketing strategies, mix and tools for export, relationship strategies such as localization, local product offerings, pricing, production and distribution with customized promotions, offers, website, social media and leadership. Internationalization and international marketing is when the value of the company is exported and there is inter-firm and firm learning, optimization, and efficiency in economies of scale and scope. International marketing is the performance of business activities that direct the flow of goods and services to consumers and users in more than one nation. It is the application of marketing principles to satisfy the varied needs and wants of different peoples residing across the national borders. It is also the application of marketing principles by industries in one or more than one country. The international promotion policy is another key factor in the global market. Besides deciding a global or local promotion, the type of promotion that we should carry out will be related to the distribution systems available in the foreign markets. International branding is a process of designing a distinct name and picture for an item in the minds of the customers, mainly through advertising campaigns.

Global marketing relies on firms that understands the requirements associated with servicing customers locally with global standard solutions or products and localizes that product as to maintain an optimal balance of cost, efficiency, customization and localization in a control-customization continuum to meet local, national and global requirements. Global marketing and global branding are integrated. Branding is a structured process of analyzing "soft" assets and "hard" assets of a firm's resources. The strategic analysis and development of a brand includes customer analysis (trends, motivation, unmet needs, segmentation), competitive analysis (brand image/brand identity strengths, strategies, vulnerabilities), and self-analysis (existing brand image, brand heritage, strengths/capabilities, organizational values). Global brand identity development is the process of establishing brands of products, the firm, and services locally and world-wide with consideration for scope, product attributes, quality, uses, users and country of origin; organizational attributes; personality attributes, and brand-customer relationship; and important symbols, trademarks metaphors, imagery, mood, photography and the company's brand heritage. A global marketing and branding implementation system distributes marketing assets, affiliate programs and materials, internal communications, newsletters, investor materials, event promotions and trade shows to deliver integrated, comprehensive and focused communication, access and value to the customers.

Now let us come to the point. What does this renewed interest in 'Atmanirbharta' (self-reliance) mean for marketers and campaign managers working for/with home-grown organisations? First and foremost, marketers and campaign managers need to accept the resurgence of nationalist fervour propelled by the Covid-19 crisis, especially its place of origin. The changes introduced in the economy and functioning of businesses are here to stay and so is the renewed interest in all things home-grown. Marketers and campaign managers need to quickly adapt to the new normal. Second, as social distancing measures will now be the norm, marketers and campaign managers need to be more self-reliant in designing and executing marketing campaigns. Physically

meeting and discussing your campaign plans with your research and advertisement agencies and overseeing the executions of the campaigns will not be a regular affair. Hence, developing and executing such campaigns will require the marketer to do a lot of background work before engaging agencies to run the campaigns. Third, marketers who still haven't had the chance to join the digital marketing bandwagon now is the right time. In fact, this is the last chance for them. Fourth, marketers and campaign managers need to have more local content to recapture the imagination of the Indian public. To develop more locally-grounded content, marketers and campaign managers need to work with Indian aesthetics (in place of western concepts and constructs), culture, and traditions. In other words, now is the time to look inwards into our 'atman' (soul) i.e., into our glorious history, culture, and traditions.

## II. ACKNOWLEDGMENT

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