

ROLE OF AATMNI RBHAR BHARAT FOR ENHANCEMENT OF SMALL SCALE INDUSTRIES – AN OVERVIEW

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Abstract:- In India, the Small Scale Industries are playing huge part in generating job opportunity, enhancing the standard of living of people, development of rural areas and removing the regional imbalances. According to MSME Ministry data, there are around 6.3 crore MSMEs in India which contributes approximately 29% of GDP in 2021. It has been estimated that a small scale sector produces 4.62 million worth of goods or services. Small Scale Industries has provided largest employment opportunities for the Indian populace, next only to Agriculture. Small Scale Industries account for nearly 50 per cent of the country's exports. But, Covid-19 Pandemic had badly affected the Small Scale Industries. Studies and surveys indicated that approximately 95 percent of SSI Units were badly affected due to nation-wide lockdown imposed in April 2020, 70 percent of SSI Units remained disrupted till August 2020. Even after unlocking and removal of lockdown restrictions, almost 40 percent of SSI Units remained disrupted till the end of February 2021. The impact of Covid-19 Pandemic was visible during Post-Covid Pandemic Period also as the Small Scale Industries finding hard to improve productivity and getting access to finances and market. In this paper we study about present performance of small scale industries and find out what are government scheme under Atm Nirbhar Bhart and what are the remedies for small scale industries.

Key Words:- Covid-19 Pandemic, Small Scale Industries, Micro, Small & Medium Enterprises (MSMEs), AtmaNirbhar Bharat Abhiyaan, Ministry of Micro, Small & Medium Enterprises

Introduction-It is a very famous proverb that need is the mother of invention. Like this Aatm Nirbhar Bharat is need of hour for Indian economy as well as for all Indians during pandemic COVID-19. Aatm Nirbhar Bharat is not only a term but it is a vision of our Prime Minister Shri Narendra Modi to enable India to overcome from this difficult time during pandemic COVID-19 which is never earlier seen. "Aatm Nirbhar" which is a Hindi word meaning in English is "Self Reliant" which also refers less dependency on others or don't be dependent of others. Small scale industries (SSI) refer to those small entrepreneurs who are engaged in production, manufacturing or service at a micro scale. Small scale industries play a focal role in the economic and social development of India in the post-independence era. Small scale industries constitute the backbone of a developing economy with its effective, efficient, flexible and innovative entrepreneurial spirit. Round the world SSI units have been accepted originator of economic growth and for promoting equitable development. The contribution of SSIs to the Indian economy in terms of employment generation, reducing regional imbalances, promoting inter-sectorial linkages, magnifying exports and fostering equitable economic growth potential has been quite marvellous. This sector through more than 6000 products ranging from traditional to high-tech, consisting over 36 million units widely dispersed across the country provides employment to over 80 million persons, contributes about 8% to country's GDP beside accounting for 45% of manufactured output and 40% to the export from the country.

Need Of Aatma Nirbhar Bharat For Small Scale Industries:-

- ✓ India needs to focus on its basic infrastructure.
- ✓ India needs to focus on willpower, inclusion, investment, innovation.
- ✓ The challenges are increasing even more in the 21st century. Therefore, India may need more structural reforms in the future towards the creation of a new India.

- ✓ There is a need to improve the quality of products in order to establish their products globally.

Objectives

- To find out the present status of small scale industries.
- To find out the scheme of Aatma Nirbhar bharat for small scale industries.
- To suggest remedies for existing small scale industries.

Research Methodology -The descriptive methodology has been used to collect the data, the data collected mostly from secondary sources from various journals, books, articles, government published annuals reports, website of different government agencies.

LITERATURE REVIEW

Although small scale industries continue to straddle the industrial sector round the world, the literature on their varied functioning are not many especially with reference to changing perspectives.

Srinivas K T, (2013) has studied the performance of micro, small and medium enterprises and their contribution in India's economic growth and concluded that MSMEs play a vital role in the inclusive growth of Indian economy.

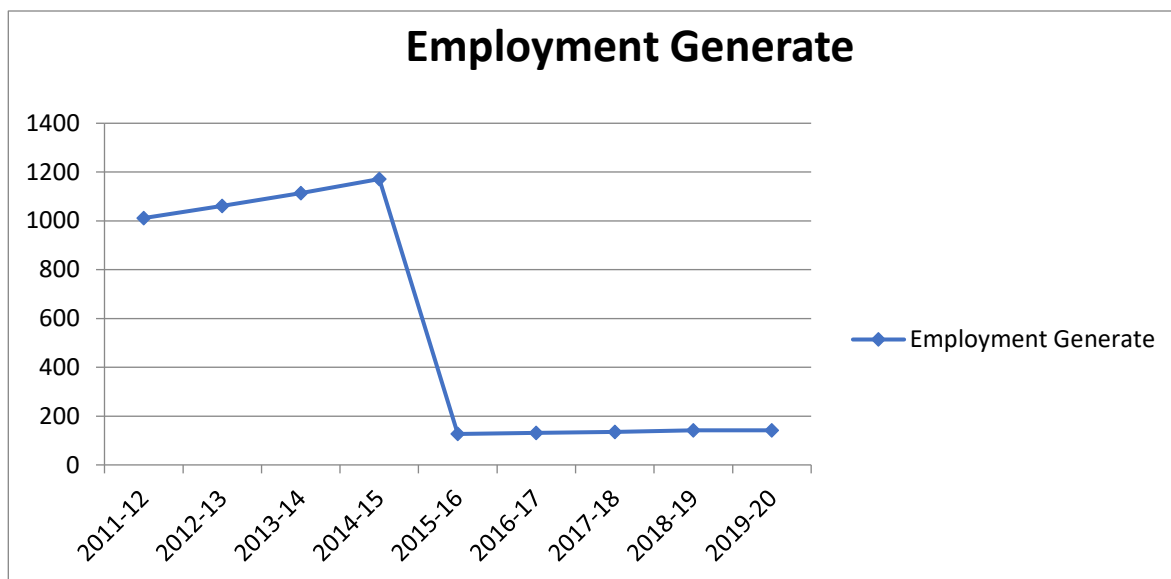
J. Stamely and Michael (1998) in International Marketing under the chapter "Exporting not just for small business show the problems for small exporter and found that A relatively large domestic market and lack of exposure to other cultures, making the selection of markets and identification of customers in abroad difficult.

- ♣ The lack of managerial capabilities and general resource.
- ♣ Controlling the foreign operation, channel, policy and physical distribution.
- ♣ Different safety and quality standard.

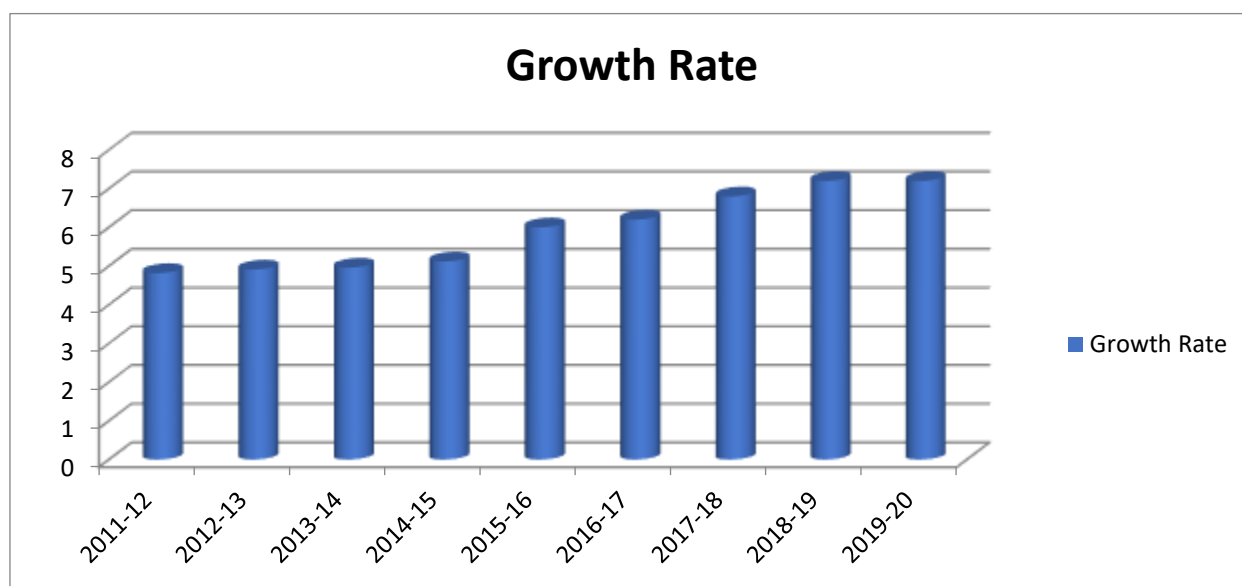
Opportunities and performance of small scale industries -Small scale industries are the second largest employer of human resource after the agricultural sector and produce a wide variety of products ranging from traditional to high-tech. SSI plays a pivotal role in the Indian economy as of being labour-intensive, helps to generate employment in rural as well as in urban areas. The SSIs had also played a cardinal role in the growth operation of Indian economy since independence despite of drastic competition from the big industrial houses and not immensely enriching support from the government. The following are some of the principal role played by small-scale industries in India. 1. Origination of employment: The elemental problem that is confronting the Indian economy is escalating pressure of population on land and needs to create enormous employment opportunities. This problem can be solved to a larger scale by the help of small-scale industries as small scale industries are labour intensive in nature and has shown an outstanding growth in the last decade. The employment generation by SSIs is shown in

| Year | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
|---------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Employment Generate | 1011.69 | 1061.40 | 1114.29 | 1171.32 | 126.76 | 131.84 | 135.71 | 142.03 | 142.03 |

Source: Annual report, Government of India, Micro, Small and Medium Enterprises (2020--21)



| Year | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Growth Rate | 4.82 | 4.91 | 4.96 | 5.12 | 6 | 6.2 | 6.8 | 7.2 | 7.2 |



Some schemes of attma nirbhar bharat for small scale industries –

- ❖ **First Tranche for Labour of Small Scale industry** The first tranche of the economy package was largely directed at alleviating the miseries of the micro, small and medium industries. Other than MSME's DISCOMS and NBFC's were also offered some relief. The prime motto of the first tranche was to infuse liquidity.
- ❖ **Second Tranche for Labour of Small Scale industry**-On the 14th of May, the second tranche of the economic package was announced. These were mainly directed at alleviating the suffering of the poor, including migrants and farmers. The major feature of this tranche was the “one nation one ration card” scheme. Rs 1500cr interest subvention for MUDRA-Shiksha loans. Free supply of food grains for migrants for 2 months. MGNREGS support for the returning migrants. Special credit facility for street vendors. Concessional credit for PM-KISAN beneficiaries. Rs 600 crore employment put using CAMPA funds.
- ❖ **Third Tranche for Labour of Small Scale industry**-These measures were mainly for agriculture and its related infrastructure strengthening. They promote the vision of vocal with global

outreach. The key announcement was the setting up of the Agro infrastructure fund. Launching of National Animals Diseases controls program. Setting up of Animal husbandry infrastructure development fund of 15000 cr. Promotion of herbal cultivation from TOP to total worth 500 cr. Amendments to the essential commodities Act and other agricultural marketing reforms.

- ❖ Fourth Tranche for Labour of Small Scale industry-The fourth tranche of the economic package was titled New Horizons of Growth. It was intended to fast-track investment efforts. Boosting private participation in space technology was a major reform to this tranche. Increasing private investment in the minerals sectors. Reduction in flying costs causing benefits of about 1000 cr for the aviation sectors. more world class airports and making India the global hub for aircraft maintenance, repair, and overhaul (MRO).
- ❖ Fifth Tranche for Labour of Small Scale industry-The Fifth and the last tranche of the package was announced on 17th may and were named as government reforms and enables. The announcements were mainly concerned with ease of doing business by reforming governance and corporate law. Rs 40000 crore increase in the allocation for the MGNREGS. launch of PM eVidhya for technology-driven education.

Benefit from attma nirbhar bharat

AUTOMOBILES INDUSTRIES AND ATTMA NIRBHAR BHARAT

According to the Foreign Secretary, Indian automobile industry particularly low cost automobiles including 2 and 3 wheelers will have an augmented market in developing countries. India is already the fourth largest auto market in the world. It contributes 7% of GDP, 40% of India's manufacturing and engaging 45 million Indian directly or indirectly. The 'Make in India' initiative has played an important role in uplifting country's position. In the past 3-4 years India improved on nine out of ten parameters for ease of doing business.

India's automotive industry transferred it from traditional roles to digital environment to increase connectivity with its customers. India has been known for frugal engineering and for low cost managerial talent. Many global companies named it 'Jugaad' to develop products at low cost, but have enough value to attract demand. There is need of significant investment in research and development that while recognizing 'Jugaad' will set a clear protocol that fosters innovation and solution. It is required to build a PAN - India supply chain network for displaced workers and need to work out on low. interest loans.

Papad industries and attma nirbhar bharat

Papad making business in India is easy to kick start with low, moderate, or high investment. Papad is usually served as a delicacy; it is utilized in most countries located in Asia, predominantly in India. It resembles to be a thin wafer-like product, adds taste when consumed with food. Papad making business in India is a smart and effective option of investing. The variety and balance of pulses and spices differ from region to region depending wholly upon local people's inclinations, whereas specific varieties are winning acclaim at a mass level.

Numerous other different names of Papad are Papadum and Papar. People prefer to consume Papad as a flavor catalyst with the chief course and play the role of a snack. Along with being highly nutritious, it is also palatable. Usually, one can consume Papad, both as fried or roasted. The shelf life of Papad is somewhere between 2½ to 3 months. A stepwise business plan is one of the decisive requirements for all forms of businesses. On a ubiquitous scale, a business plan covers two parts. The primary one is the technical part. It contains the market opportunity, machinery requirement, raw material requirement, as well as production technology. The second and the typical essential part is the financial part. The financial part unveils the financial resources and also sheds light on the profitability concerning the business. Hither, you need to incorporate the break-even, payback period, along with ROI. All of them will assist you not only in establishing the unit but also in managing finance from banks and other financial organizations.

Rubber Industries And Attma Nirbahr Bharat

Established in the year 1994, Bharat Rubber Industries is a reputed Manufacturer & supplier for all types of Rubber lining works. With our years of experience, we have gained expertise in all types of 'Rubber Lining Work' for various Chemical, Pharmaceutical & other Industries in Gujarat State. We work with as aim of attaining complete customer satisfaction. Bharat Rubber Industries is an organization known as the reputed Manufacturer and Supplier of a wide range of Rubber Lining. We also provide services for equipment's after curing, Pipe lines for sand blasting, mixing mill for making rubber sheets, Pipes after rubber lining, Pipes under rubber lining. Bharat Rubber Industries: We are one of the leading units engaged in the process of all types of "Rubber Lining Work" for various Chemical, Pharmaceutical & other Industries in and around Gujarat State. We have been amongst the fastest growing firms and have a gained the reputation of the most trusted Manufacturers and Suppliers. It is our motto to render ultimate customer satisfaction to the clients while serving them in the best manner. We have a long list of esteemed clients which speaks about the huge success and credibility that we hold in the market. We request you to let us know your queries. We can offer you our most competitive rates for Rubber Lining and the job as per your requirement.

Khadhi Industries And Attma Nirbhar Bharat: After independence, he regretted that Khadi, a symbol of self-respect, and hand-spinning were treated as inferior goods, and appealed to the people to distribute only the products of the Khadi village industry during the upcoming festival season. The Prime Minister delivered a speech at the 'Kadhi Utsakh' (Kadhi Festival) held along the Sabarmati River organized by the federal government as part of 'Azadi Ka Amrit Mahotsak'. On Saturday, India's 75th anniversary of independence, 7,500 women spun a 'charkha' (spinning wheel) together at the event, setting a new record, the prime minister said, adding it was a great way to honor freedom fighters. The prime minister himself also turned the charkha on this occasion.

CRITICISM ON ATTMA. NIRBHAR BHARAT:

- ❖ The main criticism for the Atmanirbhar Bharat campaign package is that it is similar to the “Make in India Campaign”. Critics argue that the same plan has been given a different name.
- ❖ Most of these findings are allocated in the same way as the general budget. Therefore, the inclusion of them in special packages is associated with criticism. •This package may not be enough to revive the economy. • Urban employment has been ignored in this package.

Conclusion -The furtherance and advancement of SSIs is essential for the development of Indian economy to achieve impartial distribution of income and wealth, economic self-dependence and economic sustainable developments. To boost the SSI sector so that it can take deserved place in the growth mechanism of Indian economy, it is essential to support MSMEs by educating them to make optimum utilisation of inbuilt capacity to be successful both under human and economic activity. Some appropriate measures to be taken by the government in providing financial assistance at minimum formalities, a platform to be built by government to help the MSMEs in procurement of quality raw material and train them for organised marketing process. By this paper we think that government through the Attma Nirbhar Bhart can growth the MSME.

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