

Atmanirbhar Bharat

Atmanirbhar Bharat which translates to 'self-reliant' India. the term is used as 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. The first popular mention of this came in the form of the 'Atmanirbhar Bharat Abhiyan' or 'Self-Reliant India Mission' during the announcement of India's COVID-19 pandemic related economic package on 12 May 2020, 12 October and 12 November 2020. Since May 2020, the phrase has been used across ministries such as the Ministry of Consumer Affairs, Food and Public Distribution, Ministry of Education and the Ministry of Defence in relation to press releases, statements and policies. The phrase has also been used by the government in relation to the 2021 Union Budget of India. Private companies and their products have also been considered as fine examples of self-reliance in India such as— the Maruti 800 car, Thums Up beverage, Amul, HDFC, the leading IT companies of India, and Bharat Biotech and Serum Institute of India. Bharat Biotech developed India's first indigenous COVID-19 vaccine in a bench-to-beside journey that took eight months.

Slogans

1. Vocal for local

Not only should products 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. Amul Managing Director RS Sodhi explained that the phrase vocal-for-local "meant that products be made competitive vis-a-vis global brands" and that "it didn't mean that one must only buy products that have a logo 'made in India' on it." An extension of this slogan is 'local for global', that local products in India should have global appeal and reach. The slogan has also been extended to sectors such as the toy sector, "time to be vocal for local toys".

2. Make for the world

Make for world should go hand in hand with 'make in India' and that the slogan 'make for world' should be a key slogan like 'make in India' .

Other initiatives

1. Coir Udyami Yojana aims to develop the coir-related industry's sustainable development.
2. India's own 'Made in India' 5G network was announced in July 2020 by Reliance Jio. Mukesh Ambani announced in mid-July "Jio has created a complete 5G solution from scratch, that will enable us to launch a world-class 5G service in India, using 100 per cent homegrown technologies and solutions". In September 2020, Tech Mahindra announced that they have "the capability to build and run an entire 4G or 5G network in India. We have done that already."

3. With the aim of promoting the toy industry of India, the country's first national toy fair was digitally launched in February 2021.