



REVAMPING SWADESHI WITH ATMANIRBHAR BHARAT

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Abstract: India is a cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legends, and the great grandmother of traditions which depicts that India was Swadeshi since the beginning. Atmanirbhar Bharat might seem like a policy but it has its deep and tenacious roots in the 19th century.

Swadeshi – swadeshi was a sentiment, a sentiment that reflected nationalism but with the passage of time, this sentiment faded away and India landed in a huge economic crisis, the crises came because India didn't strive harder for self-reliance. The need for ATMANIRBHAR BHARAT Knocking on our doors in the form of Make in India. Many experts tend to do the comparison between the Swadeshi movement and the Atmanirbhar Bharat campaign and on the other hand, some say “it's an extension to swadeshi” but is it so? Is our vocal for local will make our nation “EshahPanthah”.

We do see swadeshi and Atmanirbhar Bharat it has the same concept of “Make in India” but the difference between both is the time, personalities, and some situations that took place in the past but are not relevant for the present time. At present, Atmanirbhar Bharat makes India self-reliant by cutting the imports and increasing the exports which will give a boost to our national income but does not follow the core policy of the swadeshi movement by boycotting foreign goods and relations which clearly shows the distinction between both programmes.

Eshah panthah will make India the hub of manufacturing. So, we can say that Atmanirbhar Bharat is a policy to make India an economic superpower keeping in the view of a developed Bharat with sustainable development. and in this regard, the citizens of India need to revamp the feelings of nationalism that they had shown in the swadeshi movement but the questions come how?

Key Words: - Swadeshi, Nationalism, Atmanirbhar Bharat, Make in India

INTRODUCTION

Swadeshi is an association of two Sanskrit words: swa- “self or own” and desh- “country” that means “one's own country”. By swadeshi first thing came to our mind is that self-reliance or ‘Atamsakti’ which means not being dependent on anyone. The word “swadeshi” in which “deshi” comes that is local or domestic came to the minds of legends at that time when a country needed it. Self-reliance in various spheres intended the re-asserting of the national dignity, and honor. And it bought this feeling in a form of movement known as the swadeshi



movement. Surendra Nath Banerjea, Krishna Kumar Mitra, Prithwishchandra Ray, Bal Gangadhar Tilak, Lala Lajpat Rai, Ajit Singh, Chidambaram Pillai, and many more leaders were a part of this movement and gave their contributions to making more swadeshi.

“What we could not have accomplished in 50 or 100 years the great disaster, the partition of Bengal has done for us in six months. Its fruits have been the great national movement known as swadeshi movement”—Abdul Rasul

By this we understand is to achieve something great by doing something big. And they want to increase the importance of “Swabhasha” and “Swa-bhusha” by boycotting foreign goods. But it was not ended only on goods but also included boycotting government schools, colleges, courts, services, even the organizations. By fulfilling the meaning of self-reliance they established national colleges of vernacular languages like Tagore Shantiniketan and Bengal national college and many more, schools that gave the primary, secondary and higher education like the national council for education was established, even the technical colleges established under this, under this movement various indigenous enterprises setup such as textile mills, match factories, insurance companies, and chemical factories like Acharya P.C Ray Bengal chemicals factories that gain momentum and well-known. So, we can say that the growing seed of manufacturing shown from here with the potential that India has since beginning. And it envisioned to bring about the social and economic rejuvenation.

Swadeshi was not just a word it is a feeling and a need of thousands of people. But with the passage of time swadeshi was faded away. There are many reasons for this fadedness. Swadeshi movement was known for the masses those masses who participated whole heartedly in this movement but these masses also had the backdrops- the concept of ‘divide and rule’ that the Britisher created a hurdle directly or indirectly between masses time to time. In the mass movement where the persons who participated by their own having their own conditions and demands of whom the Muslim peasants were also the one who wanted to improve their conditions was one of the major demands but no one gave the priority to their demand and ultimately the movement becomes the upper, middle and elite masses. Also, the ‘All India Muslim League’ established which divided the Hindus from Muslim and wanted to create separate nation. So, lack of support from Muslim peasants is one of the reasons. Another reason is lack of masses connectedness; the movement was so spread that people faces many problems in communication with each other. They do not even knew what was going on in another part of the state or country and this was all because of communication gap that established by lack of tools and technology. The movement run by different leaders was also spread outside the Bengal and they also had the problem of communication and this was the reason for the disappearance of the leaders. Some leaders were arrested or imprisoned by the Britishers, some leaders quit their political life like Aurobindo Ghosh and move to French territory, and some leaders were deported by the Britishers. Every movement is known by the masses but a major role is played by the leader, and a leaderless movement stands nowhere because the leader or the great leader is the one who shows the direction to the movement and this was another reason for the declining of swadeshi. Some other reasons like internal conflict inside the political party between the moderates and extremists. Their working method was



totally different from each other-on the one hand, the moderates used legal ways in the movement like peaceful agitation, justice and fair play, reforms, passive resistance their 3P's method- prayer, petition and protest while on the other hand extremists used all the possible ways that fitted at the time such as active resistance, violence, use of weapons against any kind of dominance, aggression, self-reliance, etc. So, this created many differences between them. Individual heroism is also one such reason. So, we saw many reasons for the decline or we can say fadedness of swadeshi.

And after this many movements begin and ended and the result was the effect shown in the form of the crisis after we got independence. Before independence, we were just locals but after that everything is about 'India- that is Bharat'. The policies made by Britishers destroyed the whole agriculture sector and we know the agricultural sector is very important for India for so long in the past, even in present, and even it will be important in the future too. During the colonial rule, the policies made by the Britishers like zamindari, Ryotwari, and Mahalwari were mostly for land distribution from which they earn money. Even at the time of World War II, their demands made crops fail led to famine in major areas of the country which raises the problem of food shortage, production, inflation, people became jobless which led to poverty, many people died because more than half of the population belonged to rural area which was involved in the agriculture sector. Illiteracy was one of the backdrops because of which they took time to understand the things. After independence agriculture contribution to Gross domestic product (GDP) was steady declined from 1951-to 2011 for this the government implemented 1st five-year plan in 1951 which focused on 'the development of the primary sector'. In 1943 Bengal famine causes to death of thousands of people till 1967. The government focused on farming areas but the growing population was also a point of concern that led the government to launch the green revolution in 1965. India launched the green revolution that led to increases in the agriculture production with the help of mechanization, chemical fertilizers, high yield varieties seeds until 1967 that allowing the decline of food costs. In mid of 1950 to 1960's India was dependent on imports which shows that India is not self-sufficient for food. Our economic condition was very bad and then also we needed to import the food grain for the people of the country. But this was not enough for the country, India needed urgent reforms in their agriculture policy and green revolution was the result of it.

Green Revolution not only solve the problem of food production or hunger but also cut the inflation that was related to food production. The modern tools and techniques used in the green revolution helped the seeds to grow faster. Also demands for machines growing day by day which led to some industrial growth and generate the employment. The areas where the corps failed and the production was very less was increased by 4.7 tonnes of wheat in 1975 and this production was spread.

More than half of the production of agriculture contributes to the Gross domestic product. According to 2011 census, 54.6 percent population is involved in agriculture that contributes 17.4 percent to the country's GDP. According to Food and agriculture organization, the agriculture and the allied sector is the largest source of livelihood in India, 70 percent of its rural households still depend primarily on agriculture for their livelihood with 82 percent of



farmers being small and marginal. In 2017 to 2018 total food grain production was estimated 275 million tonnes however India importer of 14 percent of pulses in the world. While the self-sufficient India in matter of food production...the India is having quarter of the world's hungry people, and nearly 30 percent of population under poverty.

we saw agriculture reforms that happened but what about the secondary and tertiary sector industrial growth. The started five-year plans made by the government focused on the development of the agriculture sector but they forget about the industrial development. we saw the employment generation in the primary sector under the reforms but that employment is majorly helped the skilled or semi-skilled workers but later on, the people became jobless because the work of men was done by the machine. Apart from lack of employment, another reason for the downfall is the domestic market swept. India's imports increased day by day and were dependent on imports. The domestic market stood nowhere because people don't have enough money to start their own.

Financial crisis was the reason of the inefficient management. India was not able to pay for essential imports and debts. India relied on imports and foreign debts and also, war was one of the reasons for more expenses that happened after independence. The gross fiscal deficit increased from 9 percent of GDP from 1980 to 1981 to 12.7 percent of GDP from 1990 to 1991. and India faced a balance of payment crisis, India wanted more loans and approached the international bank for reconstruction and development that is world bank, and the international monetary fund (IMF) but these banks put their conditions and suggestion in front of India to become liberalized and after this India opened 34 Industrial sectors in 1991. The government of Manmohan Singh later gave the New Economic Policy under which Liberalization, privatization, and globalization came.

The new economic policy included many economic reforms in it. some short-term reforms and some long-term reforms, short-term measures were taken to correct certain things, and the long-term measures took to improve and increase the efficiency of the economy. The reforms take place under new economic policy was: - Industrial reforms, financial reforms, tax reforms, foreign exchange reforms, trade and investment reforms etc. Before reforms, the government imposed many restrictions on people for not opening any kind of firms. The government did not issue any kind of license easily. But after reforms took place government abolished it from almost all the products like electronics, drugs, chemical factories, alcohol etc. Later, we saw public-private exits in one place in the industrial sector as well as the financial sector and another sector too. After LPG reforms private sector was spread all over India very fast, and when things get privatize the employment generation improved a little bit because the private companies hired people within and outside the country. Privatization helped to do things fast but along with privatization, globalization also took place and it played a major role in the world.

The interconnectedness of people from one place to another or we can say it all over the world. Globalization is a medium to connect the whole world under one umbrella through various dimensions like political, social, cultural, economic, technological, and many more. when India adopted the Liberalization, Privatization, and globalization reforms-they started a transformation. Transformation of people, their culture, systems, society, their socio-economic



conditions, etc. when India faced a crisis generally India's imports were more and a few exports take place and that too of raw materials from which the foreign companies or other countries make goods and sell their products to the Indian market. But after globalization take place, the market opened for all. Those products which we import from outside India now the products were made in India but the problem is the branding of those products are of foreign companies. The MNCs set up their companies in other countries for cheap labor and a big market and sell their product at low cost. MNCs gave the opportunity to both skilled and nonskilled workers. With the help of globalization, the growth in foreign investment takes place. Information and Communication technology that plays a major role to contact with each other in the global era. The government companies, banks, and other organizations are connected via communication that comes with technology, day by day technology gains momentum. At present time nothing can be done without technology from information to innovation everything is done via technology -computer, internet, telephone, telegraphs are such examples of it. The remote areas where there is no access of internet remains backward because the technological development did not take place. So, for the development of the country information and technology is important. Transportation made travelling and trading faster. Apart from this tax reforms were also important for India's self-reliance after independence India put taxes on imports so that foreign companies did not capture the domestic market and companies even did not come here because of heavy taxes but in the 1990s India decided to liberalize so that the competition and situation both get improved. Globalization is beneficial for many, like people getting better living standards, job opportunities, health care facilities, access to education, and access to the global market with the help of WTO and MNCs. MNCs increased their investments in India, new jobs were created, and it made Indian companies became global with the help of newer technologies-Companies such as TATA, Infosys, etc. The effect was seen in youth more because India is a Youth country and today's youth want to move from rural to urban to become rich through education. Globalization impacted India in various sectors like employment, agriculture, health, industries, etc. It has several consequences like interdependence and competition increased between economies in the world market results a swept of the domestic market because of cheaper products, inadequate investment. Industrial growth steadily declined in 2012-13. The local producers became jobless because they did not use new technology and they did not have the modern ideas of it like India's watch market before globalization it was domestic but after globalization, the domestic watch market disappeared, even the local's domestic market of cow dunk or earthen pots now is available on Amazon and other apps. Globalization became the reason for the decline of agriculture in India. Before this major contribution to GDP came from the agricultural sector but now it contributes less than 20 percent to India's GDP, and the impact shows on farmers and in the cost of production. Apart from this education is a positive impact but it has also negative things like people getting knowledge based on information that brought them closer to foreign culture and forgetting the Indian core values and their own culture.

we saw many positives policies after the economic crisis but all of them makes India dependent on the foreign market. But we have a vision not only made in India but also make in India. Make



in India is the ladder that helps to achieve the objective of Atmanirabhar Bharat. Make in India is a call of a need- for innovation, investment, for enhanced skill development, ease of doing business. when we say Make in India that means India has the potential to become self-reliant.... How? With the help of five pillars: - **“ECONOMY”, “INFRASTRUCTURE”, “SYSTEM”, “VIBRANT DEMOGRAPHY” AND “DEMAND”**. Make in India seems like a policy or scheme launched by the government but actually, it is a long-term vision that our country saw for growth and development. Many people did not want to stay here.... why? because they have a mindset that India will not grow and remain the same. Under this programme, India wants to create more jobs and skill enhancement in 25 sectors such as automobile, chemicals, biotechnology, leather, mining, tourism, thermal power, etc.

Now, the question arises why make in India? What's the Need for it and that too majorly focuses on the manufacturing sector? So, there are several reasons for this because for so long India's imports were seen more and it shows India's dependency on other countries, people migrating from India to other countries for the business, facilities, or for their growth. People ask a question to the government whether the government is trustworthy or not? Another point added to the need is for the growth of the poor people- to become the middle class because when a poor people converted into the middle class that means growth takes place now how it can be possible? It can be possible by generating employment and can be generated through the manufacturing sector. And to fulfill this, we have to become self-reliant. The biggest example of self-reliant India is the 'mars mission' it is an indigenous mission. once our Prime Minister Narendra Modi Ji said "Make in India programme connects its roots from the past experiences, needs of the present, and challenges of the future."

In India the defense sector is one of the biggest examples of importer because 90 percent or more imports were seen in this sector.... why? The reason behind this is the past wars and attacks that India faced and faces today also and that shows and affects our economy. The manufacturing sector contributed 12 to 15 percent to India's GDP and with the Make in India Programme, our prime Minister wants to increase it by 25 percent. Now, why majorly focus on the manufacturing sector? because the research says that the manufacturing sector is the only sector that will grow the economy faster than any other sector. we saw an overall trade deficit in terms of goods, and the service sector alone cannot able to improve the loss.

TATA motors are the largest manufacturing company based on the turnover. Through the Make in India initiative, the objective is to contribute 12 to 14 percent per year to our GDP with the help of 25 sectors including the manufacturing, infrastructure, and service sector, another objective is to create 100 million jobs by 2022. Make in India shows success in many sectors like Automobile which is the engine of the make in India programme. It contributes percent to the GDP and increased export by 35 to 40 percent of total output. Another sector is electronics one of the pillars of make in India and digital India. The renewable energy sector also plays a major role India had a renewable energy capacity of 150 GW consisting of solar (48.55 GW), wind (40.03 GW), small hydropower (4.83 GW), bio-mass (10.62 GW), large hydro (46.51 GW), and nuclear (6.78 GW). India has committed to a goal of 450 GW of renewable energy capacity by 2030.many of the sectors opened 100 percent FDI. According to the "World Bank



ease of doing business " report, India ranked 142 in 2014 and 63rd in 2019 so, we can see the changes easily.

Under this programme, government opened 5 industrial corridors-

Delhi-Mumbai industrial corridor (DMIC), Amritsar-Kolkata industrial corridor (ABIC), Bengaluru-Mumbai economic corridor (BMEC), Chennai-Bengaluru industrial corridor (CBIC), and Vizag-Chennai industrial corridor (VCIC). Whereas launches many schemes like 'Skill India', 'startup India', 'Digital India', 'Pradhan Mantri Jan Dhan Yojna', 'smart cities', 'Atal Mission for Rejuvenation and Urban Transformation (AMRUT)', 'Sagarmal', 'Indian Solar Alliance (ISA)', 'Accelerating Growth of New India's Innovation (AGNI)', etc. To make India a manufacturing hub government launches so many thing, Production-linked incentive (PLI) is one of the schemes which aims to invite more foreign investors to set up their manufacturing units. And now the expansion of PLI in 10 more sectors tells its importance of it. Apart from this India now launches its indigenous list that indigenization of defense equipment within India. Till now government introduced three indigenous lists - 1st list comprises 101 items came in 2020, the second list comprises-108 items that were published in 2021, and the third list that comprises 101 items now in 2022. So, the Make in India initiative generated employment and increases the GDP and gives thrust to small manufacturing units within the country or outside, country invites other countries and companies to invest in India and they with themselves bring new technology which will help more to boost.

But there are many backdrops in this programme. It focuses on the manufacturing and service sectors that affect the decline of the agricultural sector. Another backdrop is the depletion of natural resources, other than this is an environmental concern. Apart from this the target of achieving 25 percent of India's GDP is not still fulfilled by the manufacturing sector. It contributes only 16.92 percent of India's GDP. If we compare India and China.... India's economy is very less as compared to China's economy. According to 2019 statistics, China which got independence after India, It's GDP is 4.78 times greater than India's GDP. Another added to this is more foreign investment dependency and the global market. And India's biggest problem is corruption which is blockading this initiative to become successful. But Atmanirbhar Bharat is a 2.0 version of make in India which seems like an extension of swadeshi with more potential, and capability to achieve the goals.

BUT HOW IS SWADESHI RELATED TO ATMANIRBHAR BHARAT OR HOW IS IT DIFFERENT?

Swadeshi was just a "NO" to western dependence and Atmanirbhar Bharat can be seen as an industrial revolution that never took place in India.

Prime Minister Narendra Modi's urge for a self-reliant India is "Swadeshi Economic". 'Swadeshi should not be interpreted an isolated concept. It is India's bridge between localization and globalization'. India was becoming a dumping market for the various nation such as China, Vietnam, etc. due to which domestic marketing getting wiped out. To protect the nation from being just a mere market for a global world, Atmanirbhar Bharat gave a sudden boost to entrepreneurs and the domestic market. Swadeshi was limited to the making of the nation or nation in the building with a single driving force of nationalism. But in this era of artificial



intelligence self-reliance is much more than that. Its urges to provide financial stability for the citizens, economic development of the country as well as the data localization. India has a huge benefit of human resource which even some developed nation does not have. With the changing geopolitical scenario India is emerging as an important geostrategic nation but what we need is the local push.

While "As per Mahatma Gandhi advocating of swadeshi does not mean more rejection of foreign manufacturers just because they are a foreigner a true votary of swadeshi will never harbor ill-will towards the foreigners". The swadeshi is often misunderstood with a mere meaning of adaptation of local goods while boycotting foreign one. while everyone knows Mahatma Gandhi's message was of selfless service, love, and non-violence.

If we analyze Gandhi's idea, we will find the revampment of swadeshi in Atmanirbhar Bharat in its trust form which we discuss in the context of the launch of Atmanirbhar Bharat Abhiyan.

The covid-19 has devastated the interlinkages of the global world. the countries which were dependent on other countries have suffered a blow due to the prohibition of cross-border movement. This was the time when the countries started thinking with domestic products. This pandemic turns into an opportunity for India when the country with no capability of producing PPE kits, N-95 masks produced 2 lakhs PPE kits and 2 lakhs N-95 masks per day within two months. And with this opportunity came the realization of its potential for manufacturing hub. The question was "if this could be produced in-house why not other products that too with a country of a great demographic dividend". The country which was up till now can not only produce for themselves but also can export it to the global world.

At one point of time, India's imports were more and exported upto \$150 billion-\$200 billion but now India exports reach \$400 billion. Previously India's management system was not so good but now the management system doing a great job. The people are hard-working and because of them, India steps toward success. All over the world the products of India exports increase day by day. "Such as from Assam, the haikandi leather products or the handloom products of Osmanabad, fruits, and vegetables of Bijapur were exported to many countries, Even the Nagaland Naga chili was exported to London first time. The 1st shipment of Bhalla wheat from Gujrat was exported to Kenya." In covid -19 pandemic India made its vaccine which protects many people. And also, India exported the vaccine to other nations for free and paid also. vocal for local is a huge mantra for Indians to buy the products of locals and not only buy but promote to. So, that local for vocal, becomes local to global. Prime Minister Narendra Modi said: - "when every Indian became vocal for local so, it does not take long for local to become global". The government took many initiatives to help MSME workers and other people like government made "Government E-Marketing portal" (Gem) portal - in this portal, the small companies can sell their products easily and directly to the government without doing extra huffs, and Ayurveda, Yoga, and Naturopathy, Unani, Siddha and Homeopathy (AYUSH) increasing day by day. Six-year ago it was about 22 thousand crores but now it is near about 1 lakh 40 thousand crores. and under AYUSH many startups opened till now.

"Nation takes giant leap only when resolve became higher than dream, when resolution is backed by relentless and honest efforts...then resolution turns into success" ---PM Narendra



Modi

India gains momentum day by day but with the help of whom? The MSME sectors, from workers to weavers, from farmers to the big giants, engineers, etc. All are doing great jobs they have the ability to do more. And these people along with the government strengthen the Make in India programme. Make in India was always local but to strengthen it more we have to "vocal for local" then it became global. The recent visit of prime minister Narendra Modi to Gujarat for establishing many things like inaugurating the Banas dairy complex apart from this 1st time in India he laid the foundation stone of the WHO global center for traditional medicine in Jamnagar. This shows the growth of India globally.

This growth which we saw, all this we will achieve only when all the people give their best to a nation which shows their love for the nation. Like during swadeshi people connect arose the feeling of nationalism.

Nationalism is defined differently by different people. But what more we understand with nationalism is the love for the nation... when a nation becomes supreme for the individual and we see this love now with the Atmanirbhar Bharat campaign. The sense of nationalism in Indian has not died but has taken different forms which was clearly seen when Indians boycotted the Chinese products after the Galwan valley conflict. The word socialism in our preamble reflects the high idea of socialism which is different from rest of the world it aims for the upliftment of society and Atmanirbhar Bharat has given a boost to this ideology.

India is unique in its way from geographical diversity to food diversity, we have a lot to offer to the world rather than just being a market of 1.39 billion customers. In the pre-independence era, we had khadi which helped us in swadeshi but now India has the potential to become 'VISHWA GURU'. From suffering from a food crisis after independence to exporting wheat to Egypt in the world's food crisis that's how India has transformed. From being unknown to the global world to holding a visit of 102 foreign dignitaries in the last two years that's how India is emerging as a global leader. But to become a "Global leader" we need to contribute more to nationalism. But the question is how? The answer is with the help of local for vocal.

Conclusion:

On the journey from swadeshi to Atmanirbhar Bharat, we saw many ebbs and flows. where we saw in swadeshi boycotting of goods and services and make their products at the same place, also we saw the supercomputer Param Pravega majority manufacturing and assembling within the country with the indigenous software in the line of Make in India Initiative. Till now we saw many sacrifices of our leaders. But now what we want to see is the decision-making, policy-making, and implementation of policies in an efficient and effective manner. Most of the time people said that things lapse because of technical error but what we do not focus on is the problems in the policies and their implementation. And may be this is where we lack. If we focus on sustainable development goals like no poverty, zero hunger, decent work & economic growth, Industry, innovation, partnership for the goals, and other of the 17 SDGs helps us to achieve the goals of self-reliant India that will boost our economy and helps us to become an economic superpower. And all this will happen only when we revamp the feeling of



nationalism among people by activating the vocalization of locals and later it becomes global. We Know India is doing and can do more. The journey of India that is Bharat wants to become the journey of “EK BHARAT SHRESTH BHARAT”.

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