

# Atma Nirbhar Bharat: Rural Transformation through technology

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**Abstract:** *The Prime Minister of India announced the AtmaNirbharAbhiyaan initiative on May 15, 2020, with the goal of making India self-sufficient. These plans aim to encourage business ownership and growth in a variety of areas, including micro, small, and medium-sized enterprises (MSMEs), cottage industries, aviation, healthcare, and more in rural India. As part of AtmaNirbharat Bharat Abhiyaan, the government is stepping up efforts to help the economy recover from the Corona Virus epidemic and the ongoing, if reduced, nationwide lockdown. Therefore the purpose of this paper is to examine the rural transformation caused through technology under Atmanibhar Bharat Abhiyaan. The study and debate clearly show that AtmaNirbhar Bharat Abhiyan has evolved into a movement to encourage entrepreneurship, especially in underdeveloped parts of India. The movement aims to recognize the abilities and talents of disadvantaged individuals and provide them with training to secure a means of living for themselves and their families. The Movement aims to inspire the formation of numerous businesses and instill confidence. Today, several states are pleased to observe several entrepreneurs in rural regions initiating the production of diverse local products and promoting them through different organizations. There has been an observable shift in their thinking. The Prime Minister has issued a push for a self-sufficient India. The phrase "Aatmanirbhar Bharat" encourages supporting local products. It is based on five fundamental aspects: the economy, infrastructure, systems, demographics, and demand. Aatmanirbhar Bharat aims to empower individuals and businesses to foster growth and enhance India's prosperity and strength. Many rural places in the nation are densely populated. Experiencing village life in India allows you to encounter the authentic essence of the country. It is crucial to develop the rural economy and provide employment and opportunity in rural regions for the concept of "Aatmanirbhar Bharat" to succeed.*

**Keywords:** Aatmanirbhar Bharat, Rural transformation, rural economy, technology

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