

Study on the Role of Atmnirbhar Bharat and Promotion of Startups on Growth of Indian Economy

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Abstract: *“Atmanirbhar is the seed of innovation and resilience” this statement signifies self reliant (Viksit Bharat) India and transforming India's vision to become a developed nation till 2047. The stone of Atmanirbhar Bharat led by the Prime Minister of India Shri Narendra Modi and the Government of India during 12 May 2020, connected with the economic vision, mission and economic development, national security, skill India and digital India. The challenges experienced by the government during the COVID-19 pandemic highlighted structural gaps and inspired a strategic shift toward self-reliance and the encouragement of local production under the “Vocal for Local” vision . We have to take steps to ensure that products which we import from elsewhere are manufactured in India. Our whole paper highlights the practical implementation areas with detailed review. It means making your own goods in your own country as well as one district, one product that is the path of Atmanirbhar Bharat and through the Atmanirbhar Bharat. While the start-up India scheme launched in 2016 has completed the almost 10 year journey in 2026 and remarked India as one of the largest and strongest ecosystems in the world. Around 50,000+ recognized start-ups by DPIIT (Department for promotion of Industry & Internal trade), India ranks at third-largest start-up ecosystem in the world. This paper provides a theoretical analysis of the role of Atmanirbhar Bharat and promotion of start-ups on growth of the Indian economy . This Paper is an attempt to find out how the strategies of the government of India are playing an important role to the emerging Indian economy and promoting the future path. The analysis shows that ideas turn into realities with the help of promoting start-ups India . Since its inception, the journey of Atmanirbhar Bharat and Start-up India has changed the role of the Indian domestic market in the world markets. The study also highlights the challenges faced by the Atmanirbhar vision and startups in India..*

Keywords: Atmanirbhar, Startups India, Indian Economy, Vocal for local, Vikshit Bharat, Government

