

# 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

## I. INTRODUCTION

India has emerged as one of the world's fastest-growing economies, with initiatives such as *Atmanirbhar Bharat* and the rapid expansion of startups significantly contributing to the strengthening and promotion of the domestic market. *Atmanirbhar Bharat* (Self-Reliant India) is one of the aspirational visions of our Prime Minister, Shri Narendra Modi. This is the reason why the Prime Minister wants to transform into reality the ideas and innovations developed by the youth of India within the Indian economy.

Today, India is focusing strongly on achieving economic self-reliance through better policy institutions aimed at strengthening the domestic manufacturing sector, the creative economy, and new entrepreneurship. However, the *Atmanirbhar Bharat* strategy is prominent as a comprehensive framework designed to reduce external dependency while improving internal capabilities.

At the same time, Government of India strategy startup India has emerged as important contributaries to economic transformation by launching new business models to increase efficiency and generate employment. Due to rapid expansion of India's startup ecosystem reflects in most of the sectors and shifts traditional growth drivers to innovation



led development. The Government of India policy measures such as financial incentive, regulatory simplification and digital support system have further enabled startups to play a significant role in national development.

Both the strategies are Atmanirbhar Bharat and startups promotion represent a strategic approach to economic growth also self-reliant production is supported by innovation and entrepreneurial activity. This paper analyzes how these initiatives influence the growth of the Indian economy by fostering industrial development, technological advancement and generation of employment.

## **II. LITERATURE REVIEW**

**Dr. Archana. Ambedkar** – In this paper studied that the pillars of Atmanirbhar focus on the economy, infrastructure, system, demography and demand. Atmanirbhar Bharat abhiyan is a long term concept and it is very difficult to achieve 100% success because in 1991 all the economics are intimated under the LPG policy. It is important to implement the policy in a successful way because introducing policies is easy but implementation is not an easy task.

**Shreekant Patil** – This research paper studied the Role of Researcher and innovation in shaping Atmanirbhar Bharat and Viksit Bharat. It aims to understand the vital importance of Academy research in tackling India's national challenges and fostering innovation in important factors such as health care and sustainable energy.

**NITI Aayog** – This report signifies the powering Atmanirbhar Bharat through innovation and entrepreneurship. As per report it would be a source of local ingenuity creating global impact. The involvement of the private sector can also promote self reliant strategy and promote talents also create a knowledge hub. The vision of Atmanirbhar Bharat is built on **five key pillars**, aimed at creating sustainable economic growth, fostering innovation and entrepreneurship, bridging digital and economic gaps, and improving society as a whole. This approach seeks to strengthen India's resilience while promoting equitable development and long-term prosperity.

**Pragati Gupta, Dr. Anvita Raghuvanshi** – In this paper studied innovation and technology Hubli the social role in developing emerging markets with the help of startups in India. India has a vibrant startups ecosystem which supports incubators, venture capitalists, mentors and a conducive policy environment. After a long year journey of startups in India the many more businesses spread across length and breadth of the country. Due to huge competition in the market, Indian startups have the opportunity to be highly successful and to aid in the country's economic growth.

**Amrit Kaal** - The concept of Atmanirbhar Bharat, or self-reliant India, was formally introduced by Prime Minister Narendra Modi on May 12, 2020, in response to the economic disruptions caused by the COVID-19 pandemic. The campaign represents a strategic vision to strengthen India's economy and enhance its global competitiveness by fostering domestic production, innovation, and economic resilience. The government proposed a comprehensive economic package worth INR 20 lakh crores, equivalent to around 10% of India's GDP, aimed at revitalizing key sectors and providing immediate relief to businesses and citizens affected by the pandemic.

Several scholars and policy analysts have examined the rationale and implications of the Atmanirbhar Bharat initiative. The program is based on the premise that self-reliance is not just about reducing imports but also about creating a robust economic ecosystem, developing infrastructure, fostering skilled human capital, and stimulating domestic demand. The five pillars outlined in the campaign—economy, infrastructure, systems, vibrant demography, and demand

**IBEF-** The concept of a self-reliant India, promoted under the *Atmanirbhar Bharat Abhiyan*, emphasizes strengthening domestic production capabilities and reducing dependency on imports. In the industrial sector, the Gross Value Added (GVA) rose by 11.89% year-on-year in FY24, driven primarily by robust growth in basic metals (11.56%), motor vehicles (9.11%), and chemical industries (8.81%). A 2020 report by Acuite Ratings & Research highlighted that India imported approximately US\$ 33.6 billion worth of goods from China across 40 key sub-sectors, including agro-products, pharmaceuticals, chemicals, automobile components, handicrafts, cosmetics, and consumer electronics. The report suggested that domestic manufacturing could potentially replace around 25% of these imports without requiring additional investments, leading to savings of roughly 0.3% of GDP.



**III. RESEARCH METHODOLOGY**

**OBJECTIVE OF THE STUDY:**

- To assess the contribution of Aatmanirbhar Bharat initiatives toward enhancing domestic production and reducing dependence on imports.
- To study the relationship between startup growth and economic growth in terms of GDP, industrial output, and job creation.
- To identify challenges in implementing self-reliance and startup policies.

**DATA COLLECTION:**

The study is based on Secondary Data which is collected from websites, articles, and online research papers.

**FINDING OF THE STUDY**

After referring many texts, articles and reports related to Atmanirbhar Bharat and Startups strategies, below are some finding of the study-

**Achieving Aatmanirbhar Bharat**

The vision of Aatmanirbhar Bharat emphasizes strengthening India’s internal economic capacity through industrial growth, infrastructure development, and policy support. Several key indicators reflect progress toward this objective.

Area of Focus	Indicator / Measure	Performance Details	Significance for Aatmanirbhar Bharat
Industrial Growth	Index of Industrial Production (IIP)	IIP grew by 17.4% during April–November 2021–22 compared to a contraction of 15.3% in the previous year	Indicates recovery and strengthening of domestic industrial activity
Corporate Performance	Net Profit to Sales Ratio	Large corporates recorded an all-time high ratio of 10.6% in Q2 of 2021–22	Reflects improved efficiency, profitability, and business resilience



Road Infrastructure	Road Construction Rate	Road construction increased by 30.4%, reaching 36.5 km per day in 2020–21 compared to 28 km per day in 2019–20	Enhances connectivity, logistics efficiency, and economic integration
Rail Infrastructure	Capital Expenditure in Railway	Capital expenditure budgeted to increase nearly five times over 2014 levels to ₹2.15 lakh crore	Supports long-term infrastructure development and reduces transportation costs

From the table, it can be understood that *Atmanirbhar Bharat* has played an important role in supporting India’s economic growth. The rise in industrial production, better performance of large companies, and increased spending on roads and railways show improvement in domestic capacity. These changes help strengthen internal development and reduce dependence on external factors.

**(The 2024 startup story in numbers)**

The analysis of secondary data reveals that India’s startup ecosystem witnessed remarkable growth in 2024. As of December 25, the Department for Promotion of Industry and Internal Trade (DPIIT) had recognised approximately 1.57 lakh startups, indicating a strong policy-driven entrepreneurial environment. During the year, six startups including Rapido, Ather Energy, Moneyview, Perfios, and Krutrim—achieved unicorn status, reflecting increased innovation and investor confidence.

The startup sector has also emerged as a significant employment generator, creating over 1.6 million jobs, thereby contributing meaningfully to economic development. Major metropolitan cities such as Bengaluru, Hyderabad, and Mumbai continue to function as prominent innovation hubs, while Delhi-NCR has emerged as a leading startup ecosystem in the country. Additionally, the growing inclusivity of the ecosystem is evident from the fact that more than 73,000 startups have at least one woman director, highlighting progress toward gender diversity in entrepreneurship.

The data highlights the strong presence of **technology-driven and consumer-oriented startups**, reflecting the growing maturity of India’s startup ecosystem. Following Startups and sectors name with funding are given below:

Startup Name	Sector	Funding Raised (USD Million)
Swiggy	Food Delivery	1310



OYO	Hospitality	1000
BYJU'S	Edtech	540
Paytm Mall	E-commerce	445
Zomato	Food Delivery	410
Udaan	B2B E-commerce	275
Pine Labs	FinTech	207
PolicyBazaar	InsurTech	200
CureFit	Health & Fitness	130

The table indicates that startups contribute significantly to the growth of the Indian economy, as their number has shown a consistent increase over the years. This initiative of the Government of India has supported employment generation for the youth in the domestic market and has promoted entrepreneurial activity within the Indian economy. However, the strategies of the Government of India, including *Atmanirbhar Bharat* and *Startup India*, have played an important role in economic transformation and have created many opportunities for the youth. Several states have actively promoted startup development, with Maharashtra, Delhi NCR, and Karnataka showing a high number of startups, while states such as Rajasthan, Gujarat, and others have also made notable progress. Efforts by the government aim to stimulate the growth of startups in India and advance the objectives of the self-reliant India program.

#### IV. CONCLUSION

The study highlights the strategic initiatives undertaken by the Government of India to accelerate economic growth through the promotion of domestic industries and entrepreneurship. Sectors such as the toy industry, tribal crafts, and handloom industries have shown significant progress by expanding production capacity and enhancing the global presence of indigenous products. Initiatives such as Startup India and Atmanirbhar Bharat, actively promoted by the Honorable Prime Minister through platforms like All India Radio, reflect the government's commitment to fostering self-reliance and innovation.

Effective implementation of these strategies has the potential to strengthen economic development and increase the number of startups across the country. A self-reliant India can play a crucial role in achieving the national vision for 2047. However, the success of any policy depends not only on formulation but also on public awareness, education, transparency, and accountability. The government must ensure that these initiatives are communicated widely so that their benefits reach all eligible stakeholders.

At present, awareness and benefits of these policies remain concentrated in a few states such as Gujarat, Maharashtra, Delhi, and Rajasthan, while several other regions lag behind. To ensure inclusive growth, it is essential for the government to encourage startup ecosystems and innovation hubs in all states. Equal implementation of these policies can help India advance rapidly in the global unicorn landscape.

In conclusion, the realization of these national objectives requires collective efforts from the government, successful entrepreneurs, social media platforms, and influencers to motivate and guide the youth of India. Such collaborative action can ensure balanced development and sustainable economic growth across the nation.



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