

Overview



Atmanirbhar Bharat Abhiyaan or Self Reliant India Campaign is the vision of new India. On 12 May 2020, Indian Prime Minister Mr. Narendra Modi made a clarion call for Atmanirbhar Bharat Abhiyaan and announced special package of USD 266 Billion -equivalent to 10% of India's GDP- to fight the COVID-19 pandemic in India.

Atmanirbhar Bharat is not about being self contained, or being closed off from the world. Rather, it is about upscaling growth of Indian industry, its skills and capabilities, to make it more resilient, less vulnerable to shocks and more integrated with global supply chains.

To this end, Government of India has taken several important and practical reform measures covering, inter alia, taxation, bankruptcy and insolvency laws, agriculture, labour and foreign direct investment policies.

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The Road Ahead

5 Pillars of Self-Reliant India

Economy
Quantum jumps, not incremental changes

Infra-structure
One that represents modern India

System
Technology driven

Demography
Vibrant demography of the largest democracy

Demand
Full utilisation of power of demand and supply

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Package of
₹ 20 lakh crores
USD 266 million
(about 10% of GDP*)

Focus on Land,
Labour, Liquidity
and Laws

To cater to labourers, middle class,
cottage industry, MSMEs and
industries among others

** including recent economic measures and RBI announcements*

Bold and Timely Reforms Undertaken

Supply Chain Reforms for Agriculture

Rational Tax System

Simple and Clear Laws

Capable Human Resource

Strong Financial System

Schemes by Sector

Sector	Scheme title
AGRICULTURE & FORESTRY	Financing Facility under Agricultural Infrastructure Fund
	Promotion of Herbal Cultivation
BFSI	BANKING – Emergency Credit Line Guarantee Scheme (ECLGS)
	BANKING – International Financial Services Centers Authority
	FINTECH & FINANCIAL SERVICES – The International Financial Services Centers Authority
	INSURANCE – The International Financial Services Centers Authority
DEFENCE MANUFACTURING	Defense Acquisition Procedure (DAP) 2020
	Defense Production & Export Promotion Policy (DPEPP) 2020
	Technology Development Fund (TDF) Scheme
FOOD PROCESSING	Animal Husbandry Infrastructure Development Fund
	Beekeeping Initiatives
	Pradhan Mantri Matsya Sampada Yojana
	Formalisation of Micro Food Processing Enterprises (FME) Scheme
	Subsidy for transportation of all fruits and vegetables
MEDICAL DEVICES	Promoting Domestic Manufacturing of Medical Devices
PHARMACEUTICALS	Promotion of domestic manufacturing of critical Key starting Materials / Drug Intermediates / Active Pharmaceutical ingredients
RETAIL & E-COMMERCE	PM SVANidhi scheme



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Sector wise Product Lines for PLI Scheme

Sector	Product Lines
Advance Chemistry Cell (ACC) Battery Manufacturing	ACC Batteries
Electronic/Technology Products	<ul style="list-style-type: none"> i. Semiconductor Fab ii. Display Fab iii. Laptop/Notebooks iv. Servers v. IoT Devices vi. Specified Computer Hardware
Automobile and Auto Components	Automobile and Auto Components
Pharmaceuticals	<p>Category 1</p> <ul style="list-style-type: none"> i. Biopharmaceuticals ii. Complex generic drugs iii. Patented drugs or drugs nearing patent expiry iv. Cell based or gene therapy products v. Orphan drugs vi. Special empty capsules vii. Complex excipients <p>Category 2</p> <ul style="list-style-type: none"> i. Active Pharma Ingredients (APIs)/Key Starting Materials (KSMs) and /Drug Intermediaries (DIs) <p>Category 3</p> <ul style="list-style-type: none"> i. Repurposed Drugs ii. Auto-immune drugs, Anti-cancer drugs, Anti diabetic drugs, Anti Infective drugs, Cardiovascular drugs, Psychotropic drugs and Anti-Retroviral drugs iii. In-vitro Diagnostic Devices (IVDs) iv. Phytopharmaceuticals v. Other drugs not manufactured in India vi. Other drugs as approved

Sector	Product Lines
Telecom Products	<ul style="list-style-type: none"> i. Core Transmission Equipment ii. 4G/5G, Next Generation Radio Access Network and Wireless Equipment iii. Access & Customer Premises Equipment (CPE), Internet of Things (IoT) Access Devices and Other Wireless equipment iv. Enterprise equipment: Switches, Router
Textiles	<ul style="list-style-type: none"> i. Man-Made Fiber Segment ii. Technical Textiles
Food Processing	<ul style="list-style-type: none"> i. Ready to Eat / Ready to Cook (RTE/RTC) ii. Marine Products iii. Fruits & Vegetables iv. Honey v. Desi Ghee vi. Mozzarella Cheese vii. Organic eggs and poultry meat
Solar PV manufacturing	Solar PVs
White Goods	<ul style="list-style-type: none"> i. Air conditioners ii. LED
Steel Products	<ul style="list-style-type: none"> i. Coated Steel ii. High Strength Steel iii. Steel Rails iv. Alloy Steel Bars & Rods



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Production-Linked Incentive Scheme to Enhance India's Manufacturing Capabilities and Enhance Exports

Priority	Sectors	Implementing Ministry / Department	Approved financial outlay over a five year period (2020–2025) (USD million)
1	Advance ChemistryCell (ACC) Battery	NITI Aayog and Department of Heavy Industries	2,469
2	Electronic/Technology Products	Ministry of Electronics and Information Technology	682
3	Automobiles & Auto Components	Department of Heavy Industries	7,782
4	Pharmaceuticals & drugs	Department of Pharmaceuticals	2,046
5	Telecom & Networking Products	Department of Telecommunications	1,663
6	Textiles: Man-made Fibres and Technical Textiles	Ministry of Textiles	1,457
7	Food Products	Ministry of Food Processing Industries	1,487
8	High Efficiency Solar PV Modules	Ministry of New and Renewable Energy	613
9	White Goods (ACs & LED)	Department for Promotion of Industry and Internal Trade	851
10	Specialty Steel	Ministry of Steel	862
Total			19,912

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Case Study # 1 Sanitizing Machine for Libraries



A team of innovators from North-Eastern Hill University, Meghalaya, has developed a machine to sanitize books in order to avoid spread of COVID-19 infection.



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Case Study # 2



The pandemic had taught India to be not overly dependent on anyone, but become self-reliant. When the lockdown was announced, one of the biggest concerns was the availability of PPE kits, masks, ventilators, adequate supply of oxygen, ICU beds, and Covid isolation centers, prompting several experts to say that India would be one of the worst affected countries. However today we are not only producing PPE Kits, but also exporting to other countries. I must thank all of India's industry for coming forward proactively to make India self-sufficient in a variety of way to make India ready to fight this pandemic.

– H.E. Mr. Piyush Goyal, Minister of Commerce & Industry, Railways, Consumer Affairs, Food and Public Distribution

Notable reforms implemented in the recent past

Government is focused on improving the investment climate in India and is committed to making it an attractive place for business

- **Goods and Service Tax (GST):** A nation wide GST implemented replacing more than 25 indirect taxes at national and state levels
- **Insolvency and Bankruptcy code:** Established a robust legal framework to handle insolvency and bankruptcy cases for protecting interests of lenders and investors
- **Recapitalisation and strengthening Public Sector Banks (PSBs):** Multi-pronged approach to strengthen Indian PSBs through recapitalization and other identified measures
- **Agricultural reforms:** Liberalised agriculture marketing regulations to improve efficiency in agri value chain and attract higher investments into the sector
- **Labour reforms:** Rationalised numerous central labour laws into four codes, thus simplifying regulatory environment and reducing compliance costs

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Responsive Policy Actions

Creating a business friendly ecosystem and reducing the cost of doing business

- Corporate tax reduced to 22%; 15% for new manufacturing units
- Dividend Distribution Tax (DDT) abolished
- 100% tax exemption for sovereign wealth funds and pension funds for investments in infrastructure till 2024
- Standard bid document & e-tendering for major contracts
- Single window clearance
- FPI regulatory regime rationalized and simplified
- Project Development Cells in each ministry to help co-ordinate with investors & government
- Increased viability gap funding for social infrastructure



India has not started speaking about manufacturing only after the pandemic. We have been working on increasing manufacturing for sometime now. India is, after all, a young country with a skilled workforce. But India doesn't believe in gaining from the loss of others. India will become a global manufacturing hub on its own strengths. Our effort is not to become some country's alternative, but to become a country which offers unique opportunities. We want to see the progress of all. If India progresses, 1/6th of humanity will progress. We saw how a new world order was formed after World War II. Something similar will happen post Covid-19. This time, India will ride the bus of manufacturing and integrating in global supply chains. We have specific advantages in the form of democracy, demography and demand.

– Prime Minister of India H.E. Mr. Narendra Modi



Embassy of India, Seoul

www.indembassyseoul.gov.in

Twitter: @IndiainROK

Facebook: @IndiainROK

Tel/Fax: 02-798-4247 (Extn: 420/417)

For investment related queries, kindly contact:

Mr. Swapnil Thorat (Commercial & Investment Officer) - com.seoul@mea.gov.in

Ms. Soyeon Kang (Investment Assistant)- mkt.seoul@mea.gov.in

Invest India (Korea Plus Desk)

<https://www.investindia.gov.in/country/korea-plus>

Get more information on Atmanirbhar Bharat on

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