

ECONOMIC AND SOCIAL DEVELOPMENT OF INDIA

POLICIES AND PROGRAMMES

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Economic and Social Development of India: Policies and Programmes

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Vocal for Local: Resonating the Call for Aatmanirbhar Bharat

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Abstract

The concept of "Vocal for Local" has emerged as a rallying cry, urging individuals and communities to prioritize and support locally produced goods and services. This movement, rooted in the ethos of self-reliance, aligns seamlessly with the vision of "Aatmanirbhar Bharat" (Self-Reliant India). This chapter explores the symbiotic relationship between "Vocal for Local" and the pursuit of an Aatmanirbhar Bharat.

The paper begins by delving into the genesis of the "Vocal for Local" initiative, tracing its roots to the recognition of the economic, social, and cultural significance of locally sourced products. The shift in consumer preferences towards indigenous products highlights the potential impact on fostering a robust and self-sufficient national economy. Furthermore, the chapter investigates the role of small and medium enterprises (SMEs) in realizing the objectives of "Vocal for Local" and contributing to the vision of an Aatmanirbhar Bharat. It delves into the

key objectives, impact, opportunities and challenges faced by "Vocal for Local" initiative, emphasizing the need for supportive policies, infrastructural development, and technology adoption. Also, the Aatmanirbhar Bharat initiative's key components are discussed in this chapter along with bringing out the interplay of 'Vocal for Local' and 'Aatmanirbhar Bharat' initiatives.

Keywords: Vocal for local, Aatmanirbhar bharat, Self-reliant, MSME, Local economy.

1. INTRODUCTION

"When India speaks of becoming self-reliant, it doesn't advocate a self-centred system. In India's self-reliance; there is a concern for the whole world's happiness, cooperation and peace."

Hon'ble PM, Shri Narendra Modi

India, with its rich history and diverse culture, has always been a land of innovation and self-sufficiency. In recent times, two significant initiatives have emerged, aiming to harness the nation's potential for economic growth and sustainability: "Vocal for Local" and "Aatmanirbhar Bharat." These initiatives not only reflect the ethos of self-reliance but also underline the importance of supporting indigenous products and services. In this chapter, we embark on a global journey to explore the historical evolution of "Vocal for Local" initiatives along with other aspects of Aatmanirbhar Bharat.

1.1 A Global Journey Towards "Vocal for Local"

The ethos of supporting local businesses and promoting indigenous products is not confined to any particular region; it's a universal concept that has manifested in various forms throughout history. The movement popularly known as "Vocal for Local" has roots that stretch across continents, resonating with the principles of self-sufficiency, community empowerment, and cultural preservation.

1.2 Ancient Trade Routes and Local Economies

The foundations of supporting local businesses can be traced back to ancient trade routes. Early civilizations, such as those along