

## **Self-reliance India**

“Self-Reliant India” is the vision of the Prime Minister of India Narendra Modi of making India a self-reliant nation. The first mention of this came in the form of the 'Atmanirbhar Bharata Abhiyan' or 'Self-Reliant India Mission' during the announcement of the coronavirus pandemic related economic package on 12 May 2020. This self-reliant policy does not aim to be protectionist in nature and as the Finance Minister clarified, “self-reliant India does not mean cutting off from rest of the world”. The law and IT minister said that self-reliance does not mean is isolating away from the world. Foreign direct investment is welcome self-reliant India translates to being bigger and more important part of the global economy.

Yes, Self-reliance is 100% possible in India by the manufacturing of products and employment with fresh hands. Stressing ON the need for self-reliance and a stronger focus on manufacturing locally by enterprises, government's highest priority is to strengthen the economy against the impact of coronavirus and get the country back on the growth track. The ramping up of manufacturing of personal protective equipment (PPE) over the last three months was a positive step. Efforts are being made to reduce import dependence in sectors such as mobile and defence manufacturing. It is about creating strong enterprises in India. Enterprises that can become global forces, It is about generating employment. It is about empowering our people to come out and create solutions that can define future of our country.

### **Impact of Indian education system in self-reliance India**

Education is one of the focal areas of Self-reliant India. The proposed reforms could lead to a positive shift in the quality of education. Currently, even though we live in an era of online education, digital accessibility is an issue. Also, according to a Deloitte and GiveIndia report, there is an acute shortage of qualified teachers. While the best teachers cannot always reach the grassroots, digital content can. With a multi-channel approach to combat these issues, now TV channels can run educational content for classes 1 to 12. This will be supplemented by radio and podcasts. With this, the grassroots network of government schools should be viewed more as 'learning zones' rather than 'training institutions'. Edtech companies can chip in by customising the content to the local context.

About 50 lakh students will be looking to enrol in higher education institutions in this academic season alone, so allowing institutions to provide online degrees was a much-awaited reform. Pacing up with the developed countries, hereon students from the remotest and poorest of backgrounds will have access to the best learning content. Moreover, what we need is capacity-building for parents and teachers to engage with this new form of learning. The upcoming NEP needs to structure these reforms further. These reforms have to be seen beyond the theatrics of learning on phone, TV, and over the radio. India has to engage in a deep, structural change in the education system, rather than sporadic announcements and budgetary allocations for us to call this a success.

## Unicorns in India

The third largest startup ecosystem in the world is seeing a new breed of unicorns emerging from the stables of existing unicorns. Ola Electric, Paytm Mall, and PhonePe have already differentiated themselves from their parents, and experts say this trend is likely to continue. The first unicorn which is been emerged as “InMobi”. It is an open office where scores of employees in their 20s are busy on their computers. Naveen Tewari , Founder and Chief Executive Officer, InMobi, is a cricket fan. He has played the game, still he tries to play it whenever he gets the time, watches it out on television and goes for IPL matches in Bengaluru. The 21 unicorn sectors of India are stated below with the table,

Rank	Industry	No.of Unicorns	% of Total Value
1	E-Commerce	7	33.3%
2	FinTech	3	14.3%
3	Shared Economy	2	9.5%
4	Logistics	2	9.5%
5	On-Demand Delivery	2	9.5%
6	New Energy	1	4.8%
7	EdTech	1	4.8%
8	Big data	1	4.8%
9	Communication Platform	1	4.8%
10	Gaming	1	4.8%

Bengaluru is India’s unicorn capital with eight unicorns, followed by Gurgaon and Noida, home to six and two unicorns respectively. Bengaluru contributes to the unicorn list by adding unicorns worth \$29 billion in total, while Gurgaon and Noida contribute by \$19 billion each.

Rank	City	No.of Unicorns	City’s Most Valuable Unicorn
1	Bengaluru	8	BYJU’s
2	Gurgaon	6	OYO Rooms
3	Noida	2	Paytm
4	Pune	1	FirstCry
5	New Delhi	1	Hike
5	Ahmedabad	1	BillDesk
7	Faridabad	1	Lenskart
7	Mumbai	1	Dream11

## **Failure reasons for new startups in India**

Indian Founders lack of Confidence. Not all is gloom and doom in the domestic startup ecosystem. Lack of an innovative Business Model. To be a successful startup must be innovative. Inability to grow. India is a saturated market. India is the second most populous country in the world and a major economy; however, most startups serve the fraction of Indians who live in urban India. The majority of Indians who live in rural areas and small towns remain untouched by most startups. Too many startups serving too few consumers are saturating the Indian market. In India, less than 20 online retailers are enough to serve the current market, but there are too many online retailers chasing too few consumers. Similarly, there are too many startups serving other crowded industries as well. The increasingly crowded startup ecosystem means there aren't enough funds to go around. There are thousands of startups in India some of which will go on to become successful in the years to come. Every startup with an innovative idea and talented leaders can be successful anywhere in the world. For the moment, however, the challenges mentioned are not allowing Indian startups to reach their fullest potential. While funding is the crux of why more startups in India aren't succeeding, there are innovative startups that bring together investors and founders and allow startups to make case for funding. During such sessions, founders articulate their company's vision and how it adds value, if investors believe a startup is viable, they may agree to invest the sum requested by the startup. In return, investors own a share in the startup.

## **Prevention**

The prevention of the failure startups in India can be handled with innovative thinking and smart work. Walk in the shoe of the customer. "Get closer than ever to your customers. Unique proposition. You need to create a unique brand proposition of your product. Effective calculations. Invest in the right team. Enhance leadership skills.

## **Conclusion**

Self-Reliance India is the challenged purpose of people for getting their work with right decisions. Employment of people with fresh hands makes an economical India. As per the online digital education make students get more knowledge with practical session by learning. Unicorns of India will help the people to concentrate on Online investment and work through multiple sectors. Startup at right decision and making innovative ideas to business will make an enhancing environment. So India must be on "Self-Reliance" for people with products and employment of people.