Swadeshi

For a Self-reliant India

Secondary Stage

Special Module

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Special Module

Do you know why the word 'Swadeshi' has drawn the attention of the entire nation recently?

Read the following:

My dear countrymen,

For a nation, the greatest measure of self-respect even today is its self-reliance. The bedrock of a Viksit Bharat is also a self-reliant Bharat.

Self-reliance is not confined merely to imports and exports, or to rupees, pounds, and dollars. Its meaning is not so limited. Self-reliance is linked to our capability, and when self-reliance begins to diminish, capability too continually declines. Therefore, to preserve, maintain, and enhance our capability, it is imperative to be self-reliant…

Today, from the ramparts of the Red Fort, my appeal is to the young scientists of my country, to my talented youth, to my engineers and professionals, and also to every department of the government. Should the jet engine for our Made in India fighter jets be ours or not? We are considered the Pharma of the World. We are setting new records in the field of vaccines, but isn't it the need of the hour that we put more energy into research and development, we should have our own patents, we should research the cheapest and most effective medicines for the welfare of mankind, and in times of crisis, these should be useful for the welfare of mankind without any side effects. The Government of India has formulated the BioE3 policy. I request the youth of the country to come and study the BioE3 policy and take steps. We have to change the fate of the country and we need your support…

These are some excerpts from the address of our Hon'ble Prime Minister on the occassion of the 79th Independence Day of India on 15 August 2025. He emphasised how each and every sector in India has the potential to become self-reliant and achieve worldwide outreach.

This power of Swadeshi will pave the road to *Vikshit Bharat* by 2047.

Please scan the QR code to watch the
complete speech delivered by the
Hon'ble Prime Minister on Independence Day.

WHAT IS SWADESHI?

Imagine a school fair wherein you and your friends are selling things you have made on your own — paintings, handmade bookmarks, food items, etc. How proud would you feel if everyone bought your handmade products instead of those from outside? Now imagine a situation where everyone preferred to purchase the products made in our own country, by our own people. How proud would the nation be?

That feeling of pride and self-reliance is what Swadeshi means. The word comes from two Sanskrit words: *Swa* (self) and *Desh* (country), meaning 'of one's own country'. We are using goods produced in our own country and encouraging others to do the same. Swadeshi is not just about buying things. It is about believing in the power, creativity, and talent of our own people. When we say Swadeshi, it also includes our ideas, *chintan* (thoughts), and innovations. It is about nurturing a mindset of confidence that India can think, create, and lead for itself and for the world.

ROOTS OF SWADESHI

The Swadeshi movement began during India's freedom struggle when the British divided Bengal in 1905. It was a time when Indian markets were flooded with inexpensive British goods, that destroyed local industries and put artisans out of work. The cry of Swadeshi urged people to reject imported items and adopt Indian-made products. The call for Swadeshi became one of the most powerful tools in India's freedom struggle. It represented people's movement against exploitation and a collective effort for self-reliance. People protested by boycotting British goods and using Indian-made products instead. Families across India pledged to give up foreign cloth and instead turned to

Indian Handlooms Export in 2025
(Numbers in Crore)

khadi and handwoven garments. This was more than a change in fashion — it was a bold declaration that Indians could live with dignity without depending on foreign products. The boycott provided ordinary citizens with a means to participate in the freedom struggle from their own homes.
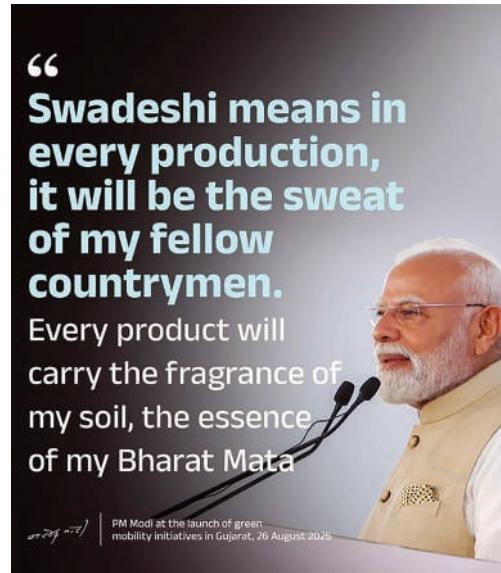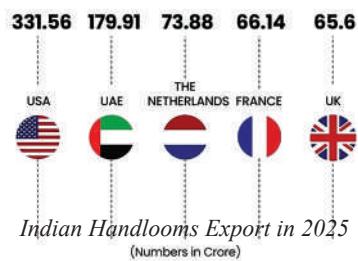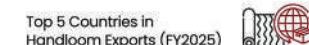
Swadeshi was not only about rejecting foreign goods; it was also about building Indian alternatives. This spirit gave rise to new enterprises and industries owned by Indians. Notable examples include Bengal Chemical and Pharmaceutical Works, established in 1901 by Prafulla Chandra Ray, and Tata Iron and Steel Company, founded in 1907 by Jamsetji Tata. These ventures demonstrated that Indians possessed the capability and vision to establish world-class industries. Swadeshi, thus, laid the foundation for economic self-reliance, which became a cornerstone of India's development.

Did You Know?

During the Non-cooperation Movement, even school children took a pledge to wear only *khadi* uniforms!

The Swadeshi spirit also flowed into the world of art, literature, and music. Plays, songs, and patriotic poems became tools to inspire unity and courage. Rabindranath Tagore's stirring compositions like *"Banglar Mati, Banglar Jol"* (The soil of Bengal, the water of Bengal) awakened a sense of pride and belonging among people. Theatre groups and writers carried the message of Swadeshi into villages and towns, spreading awareness far beyond political meetings. This cultural renaissance ensured that Swadeshi was not just an economic boycott, but a movement that touched people's emotions and creativity.

Our leaders called for the movement of 'Swadeshi', which fostered national pride, economic freedom, and unity across communities. Mahatma Gandhi believed that true strength comes from supporting what is near us—our local farmers, weavers, workers, and industries. He wanted Indians to spin and wear khadi, not because it was easy, but because it gave dignity and work to millions. His concept of Swadeshi was about building a strong foundation at home instead of relying on the world. It is about creating self-confidence, reminding us that we are capable of excellence.

Swadeshi is that spirit in us which restricts us to the use and service of our immediate surroundings to the exclusion of the more remote.

– Mahatma Gandhi
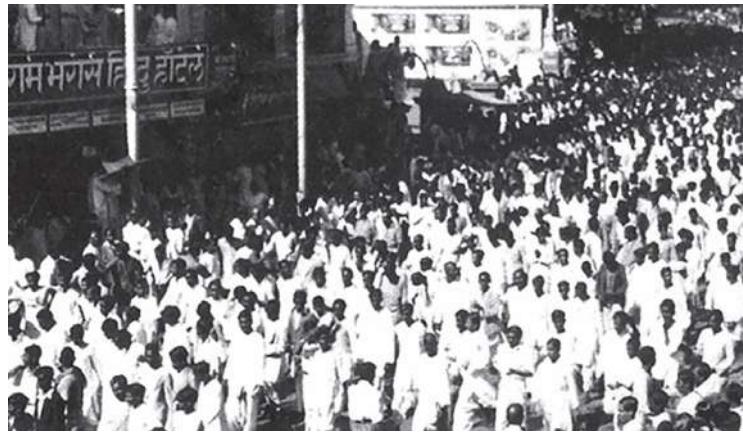
Rabindranath Tagore linked Swadeshi with freedom itself. For him, independence was incomplete unless Indians could create, produce, and live with self-reliance. For him, Swadeshi was the real test of freedom — a nation must learn to develop, make, and innovate on its own. In such a free nation, farmers could grow enough to feed their people, artisans and workers could create goods that matched the best in the world, and scientists, writers, and artists could express their ideas freely without dependence on foreign approval. In his vision, self-reliance was a symbol of dignity. When Indians wore their own cloth, ate food grown on their soil, and read books written by Indian thinkers, they were living proof that India could stand proudly on its own feet.

> *Freedom is not worth having if it does not include the freedom to make our own things and stand on our own feet.*
>
> – Rabindranath Tagore

Known to us as *'Lokmanya'* (beloved of the people), Bal Gangadhar Tilak was among the first leaders to view Swadeshi as far more than a campaign to promote local goods. He saw it as a powerful force to awaken the nation's spirit. For him, Swadeshi was not limited to buying local goods — it was a way to awaken the nation's spirit, with pride, unity, and dignity. Tilak often used fiery speeches and newspapers like *Kesari* and *The Mahratta* to spread the message of Swadeshi. He encouraged youth and ordinary people alike to take pride in their culture, industry, and heritage. He taught us that Swadeshi is much more than buying or selling. It is about believing in ourselves as a nation — that we have the creativity, intelligence, and strength to build our own future. Deendayal Upadhyay carried forward the

> *The boycott is not a mere political boycott. It is a boycott of foreign goods. It is a boycott of foreign cloth. It is a boycott of foreign salt.*
>
> – Bal Gangadhar Tilak

spirit of Swadeshi through his philosophy of *Integral Humanism*. He believed that Swadeshi was the natural expression of India's genius, where local resources, skills, and traditions could meet the needs of the people without blindly imitating the West. His vision of Swadeshi was about villages becoming self-sufficient, industries growing in tune with local strengths, and people living with dignity by drawing upon their own civilisational wisdom. For him, Swadeshi was not isolation—it was India contributing to the world on its own terms which remains to be relevant in today's global scenario.

Long before the Swadeshi movement took shape, Swami Vivekananda spoke of the inner strength that comes from faith in one's own people, culture, and capabilities. He urged Indians to awaken from the colonial mindset that everything foreign was superior. For Vivekananda, Swadeshi was not merely about products but about the awakening of national consciousness. He believed that the path to true freedom lay in harnessing the power of India's youth, reviving indigenous education, supporting local industries, and nurturing pride in India's heritage. Swadeshi was about empowering every farmer, artisan, and worker so that India could rise as a confident, self-sustaining nation and share its spiritual and material wealth with the world.

From the freedom struggle to modern times, many visionaries—like Vinoba Bhave, who linked Swadeshi with Sarvodaya (welfare of all) and promoted self-reliance and community strength through the Bhoodan Movement; Jamnalal Bajaj, who blended philanthropy with Swadeshi values in business; Rajiv Dixit, who revived the call for Swadeshi in modern India by inspiring youth to boycott foreign goods, revive Ayurveda, and trust in indigenous traditions; and Dattopant Thengadi, who championed workers' rights and economic nationalism—have carried forward the spirit of Swadeshi in diverse ways. Whether through community-driven initiatives, people's movements, or grassroots campaigns, the ethos of Swadeshi continues to thrive in the everyday choices and collective will of the people.

The Swadeshi Movement planted the seeds of self-reliance and unity that continued to inspire the freedom struggle in the years that followed. National schools and colleges were established as alternatives to British institutions, which were perceived as instruments of colonial control. These schools aimed to provide not only academic learning but also values of patriotism, self-respect, and social responsibility.

Did You Know?

The National Council of Education, founded in 1906, later became Jadavpur University in Kolkata, which is a living legacy of Swadeshi.

Activity

Make a chart of 5 Indian companies that were founded during or soon after the Swadeshi movement, and are still thriving.

WHY SWADESHI?

Till now, we have seen how Swadeshi emerged as a protest by way of boycott of British-made goods to weaken colonial profits and a solution to rebuild self-reliance by promoting Indian goods, industries, education, and culture. Let us look into the relevance of Swadeshi in today's times.

Economic Self-reliance

The Swadeshi Movement taught Indians that economic strength is the foundation of political strength. A country that depends entirely on others for clothes, food, or technology can never be truly free. This lesson remains valid today—self-reliance in production and innovation is the key to becoming a global economic power. Just as the Swadeshi movement pushed India to rely on its own industries, today's *Atmanirbhar Bharat* campaign encourages Indians to build and use domestic goods—from start-ups in technology to local farming. This ensures that our economy grows stronger and less dependent on imports. Economic power comes when a nation produces not just for itself but also for the world. With Swadeshi as the foundation, India can:
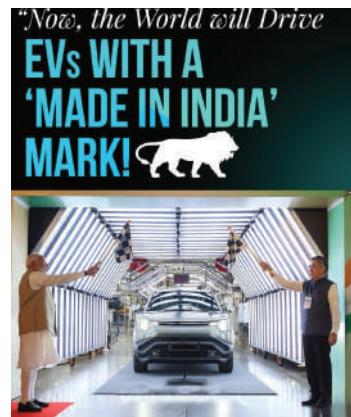
- strengthen its manufacturing base through *Make in India*.
- build global trust in Indian goods—like Amul in dairy, ISRO in space, or *Ayurveda* in wellness.
- export more than it imports, earning wealth and respect globally.

When India combines self-reliance at home with global competitiveness abroad, it can emerge as one of the world's leading economies.

Globalisation and Local Strength

Globalisation has connected markets worldwide. While it brings opportunities, it also makes countries vulnerable to foreign shocks like oil price hikes, pandemics, or trade disputes. Swadeshi thinking reminds us to balance global trade with strong local industries, so that we are not overly dependent on external powers. In recent years, several nations have demonstrated the power of strategic self-reliance. Despite limited natural resources, Israel has become a global leader in technology, agriculture, and defence through innovation and self-reliance. Vietnam also has successfully balanced global integration by protecting its domestic industries and achieving remarkable economic growth while maintaining sovereignty. The economic nationalism of countries like South Korea and Singapore shows that Swadeshi is not unique to India, it is part of a global strategy for growth and resilience. As an integral part of the worldwide supply chain, India contributes significantly to international trade and commerce while building its domestic capabilities. The core

idea of Swadeshi is that a nation must protect and encourage its producers, which is still highly relevant.

Sustainability and Green Economy

Today, Swadeshi is also connected to sustainability. Choosing local products reduces carbon footprints by minimising transportation, supports local farmers and artisans, and encourages environmentally friendly practices. In this sense, Swadeshi aligns with global concerns, such as climate change and sustainable development.

The Swadeshi Movement originated as a protest against colonial exploitation, and its lessons continue to resonate powerfully in the 21ˢᵗ century. In a world shaped by globalisation, trade wars, and climate concerns, Swadeshi inspires us to balance global engagement with local strength, ensuring that India grows with dignity, confidence, and sustainability.

Your Choice Matters!

Swadeshi is not just history — it's a part of our daily lives. Our choices and actions can embody the spirit of Swadeshi. Keep these in mind when you pick your products.

- When buying a soft drink, why not choose an Indian brand over the imported sodas? Why not buy freshly made fruit juice from local juice shops?

- Opting for Khadi or handloom clothes instead of fast fashion brands directly supports local artisans and sustainable practices.

- Let us put in an effort to choose the locally grown or produced food items in our menu, which not only promotes the Swadeshi ethos but also reduces the carbon footprint.

Even small, everyday acts — such as using an Indian-made app, buying locally grown produce, or supporting Indian start-ups — reflect the Swadeshi ethos. Every purchase is a vote for the kind of economy we want — choosing Indian products strengthens local businesses and aligns with the spirit of self-reliance.

Remember: Every time you choose an Indian product, you are building India's future. And when millions make these small choices, together they shape the nation's destiny.

STRATEGIC AUTONOMY

India's pursuit of strategic autonomy—the ability to make independent choices in national security, economy, and technology without being overly dependent on external powers—is deeply rooted in the Swadeshi spirit of self-reliance. In today's digital age, this autonomy increasingly depends on control over critical technologies such as semiconductors, the invisible engines of modern life. These microchips power everything—from smartphones and electric vehicles to medical devices, defence systems, and space exploration. Chandrayaan-3, for instance, relied on Indian-designed semiconductor-based technology and AI to help the Vikram lander

select a safe landing spot on the Moon, proving India's capability to innovate at the frontiers of science.

During the COVID-19 pandemic, India demonstrated its capacity to innovate at scale by developing and producing indigenous vaccines like Covaxin and carrying out the world's largest vaccination drive, even supplying doses to other nations. In defence manufacturing, India has moved from being one of the world's largest importers to producing Tejas fighter jets, Arjun tanks, INS Vikrant (India's first indigenous aircraft carrier), and advanced missile systems. These projects not only strengthen national security but also reduce reliance on external suppliers.
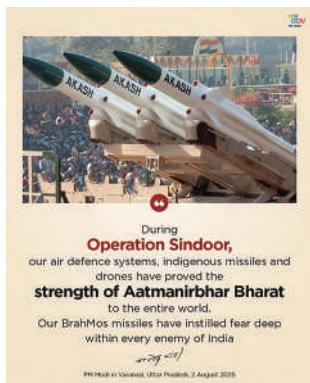
Please scan the QR code to watch the Swadeshi message delivered by the Hon'ble Prime Minister.

Swadeshi is not just about the past—it is india's strategy for the future

Did You Know?

Reasons to why the Semiconductor Industry Matters for India

- **Cheaper Gadgets at Home:** Imagine buying your next phone, laptop, or smart TV at a lower cost because it's Made in India.

- **Jobs, Jobs, Jobs!:** From engineers to factory workers, India's chip revolution is creating millions of new opportunities.

- **Stronger Economy:** Less dependence on imports, more exports to the world. Producing microchips boosts India's GDP.

- **Global Value Chains:** India is stepping into the world's most critical supply chain—semiconductors—making us an indispensable global player.

- **National Security First:** Chips are the silent warriors inside defence systems, satellites, and secure communications. Making them at home means greater safety and independence.

- **Innovation Powerhouse:** With chip fabs, labs, and R&D hubs in India, students, start-ups, and innovators can design next-gen AI, EV, and space tech right here.

Chips are the New Oil of the 21st Century

In space exploration, ISRO has become a global leader with cost-effective and high-precision missions such as the PSLV (Polar Satellite Launch Vehicle), which has launched satellites for dozens of countries, and Gaganyaan, India's first human spaceflight programme now in progress. Missions like Mangalyaan (Mars Orbiter) and Chandrayaan series have put India in the league of spacefaring nations.

These steps are not only economic in nature but strategic, ensuring that India's growth in AI, renewable energy, digital infrastructure, and defence systems is secure against global disruptions. This Swadeshi-driven push is transforming India into a global hub for advanced technologies while giving it the strategic autonomy to shape its own destiny in an uncertain world.

SWADESHI IN THE CONTEMPORARY ERA

The vision of Swadeshi, once expressed through hand-spun khadi and indigenous industries, continues to shape India's economic strategies today. The Government of India, under the leadership of the Honourable Prime Minister, Shri Narendra Modi, has revived this spirit through modern policies that aim to make India self-reliant, globally competitive, and future-ready. Let us examine the programmes undertaken by the Government, its mission and how we can make our country Bharat, self-reliant.

Make in India (2014)

Launched in September 2014, the *Make in India* initiative is one of the Government of India's flagship programmes that aims to transform the country into a global manufacturing hub. The programme was introduced at a time when India's economic growth had slowed down and the country faced critical challenges in sustaining its development. Against this backdrop, *Make in India* was envisioned as a strategy to revive industrial growth by facilitating investment, encouraging innovation, building world-class infrastructure, and enhancing skill development among the youth.

The initiative focuses on developing India's manufacturing capabilities across several key sectors, including automobiles, defence manufacturing, electronics, renewable energy, and textiles. One of the notable achievements has been the significant shift of mobile phone assembly to India, making the country one of the world's largest mobile manufacturing hubs. By promoting both domestic and foreign companies to manufacture within

India, the programme has also created large-scale employment opportunities and reduced the country's dependence on imports.

As one of the pioneering 'Vocal for Local' efforts, *Make in India* not only sought to strengthen India's manufacturing ecosystem but also aimed to showcase its industrial potential to the global community. Over the years, the initiative has evolved into *Make in India 2.0*, which now covers 27 sectors with renewed focus and energy. This new phase continues to push India's ambition of becoming a key global player in design, innovation, and manufacturing, while simultaneously driving inclusive growth and employment for its vast young population.

Make in India has emerged as a symbol of self-reliance and economic strength. By fostering innovation, investment, and employment, it lays the foundation for India's long-term economic strength and positions the country as a key pillar in the global manufacturing landscape.

Start-up India (2016)

Recognising that innovation is central to Swadeshi in the 21st century, this initiative supports start-ups and entrepreneurs through easier regulations, tax benefits, funding support, and incubation centres. This initiative embodies the modern spirit of Swadeshi by nurturing indigenous innovation, entrepreneurship, and self-reliance. While the historical Swadeshi movement encouraged Indians to support local products to reduce dependence on foreign goods, Start-up India extends this vision into the 21st century by empowering Indian youth to create homegrown solutions for domestic and global challenges. The initiative aims to establish a robust ecosystem that promotes innovation-driven enterprises, streamlines regulatory processes, and offers financial, infrastructural, and policy support.

The government has introduced several reforms and schemes under Start-up India, including providing tax exemptions for three consecutive years, easing compliance through self-certification, and enabling the fast-tracking of patent applications at reduced costs. Dedicated funding support has also been established through the Fund of Funds for Startups (FFS), with a corpus of ₹ 10,000 crore, managed by SIDBI, and the Startup India Seed Fund Scheme (SISFS), with an outlay of ₹ 945 crore, to support early-stage ventures. Moreover, the government e-Marketplace (GeM) has created preferential access for start-ups to supply goods and services to ministries and public sector undertakings, giving them direct market opportunities.

As of 2024, India has emerged as the third-largest start-up ecosystem in the world, with over 1,20,000 recognised start-ups and more than 100 unicorns, reflecting its growing global stature. By fostering entrepreneurial energy in areas such as fintech, agritech, healthtech, renewable energy, and digital

SIMPLIFICATION & HAND HOLDING

FUNDING & INCENTIVES

INCUBATION & INDUSTRY-ACADEMIA PARTNERSHIPS

KEY SUPPORT AREAS FOR STARTUPS
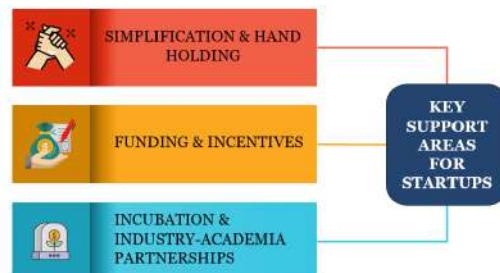
solutions, Start-up India not only generates employment and wealth creation but also strengthens India's long-term economic sovereignty and resilience. In this sense, Start-up India can be seen as a modern expression of Swadeshi, where self-reliance is driven by innovation, technology, and Indian enterprise, rather than merely substituting imports.

> **Did You Know?**
>
> **Government Initiatives for Students Driving Swadeshi Innovation**
>
> **Atal Innovation Mission (AIM) and Tinkering Labs**
> - Hands-on learning with Robotics, 3D Printing, IoT and AI
> - Established in 10,000+ schools across India
>
> **Institution's Innovation Councils (IICs)**
> - Embeds innovation and entrepreneurship in college curriculum
> - Provides hackathons, mentorship and incubation support
>
> **Smart India Hackathon**
> - World's largest open innovation platform
> - Students tackle real-life challenges from government & industry
> - Several solutions transformed into successful start-ups
>
> **Funding and Support**
> - Startup India Seed Fund Scheme for student-led ventures
> - Easy access to investors, incubators and expert mentors
>
> **NEP 2020 Push**
> - Promotes an entrepreneurial mindset from school onwards
> - Focus on internships, multidisciplinary projects and skills for the future

Digital India (2015)

As a movement to make India digitally empowered, Digital India initiative promotes universal internet connectivity, digital literacy and e-governance, homegrown digital platforms such as UPI (Unified Payments Interface), which has become a model for the world. This digital self-reliance strengthens economic power by creating an inclusive and modern economy. The key objectives of the initiative are to:

- Establish a secure and stable digital infrastructure
- Deliver digital services
- Ensure that every citizen has access to the Internet.

Even though India has made remarkable progress in adopting digital technologies and building a strong IT industry, a digital divide still exists. Many people, especially in rural and economically weaker sections, do not have equal access to digital tools like the Internet, smartphone, or online services. This divide creates economic and

social inequalities, slowing down India's overall digital growth. To bridge this gap, the Government launched the 'Digital India' initiative, for making government services accessible online; providing health advice and support digitally; and encouraging online payments and financial inclusion. Key schemes such as Aadhaar (digital ID for every citizen), BharatNet (connecting villages with broadband), and public Wi-Fi hotspots are helping expand internet access to small towns and villages.

Key Programmes under Digital India Initiative

E-Governance	Government services online
Mobile e-Health	Health advice on mobiles
Digital Finance	Online payments for all
Aadhaar	Digital ID for every citizen
BharatNet	Broadband for villages
Public Wi-Fi	Hotspots in towns & rural areas

Vocal for Local (2020)

Setting stage for grassroots empowerment, it encouraged people to support Indian brands and reduce dependence on imports. This campaign asked citizens to support Indian brands, artisans, and small businesses. It was not just about buying Indian products but also about building trust in local quality. The idea is that by supporting local industries, India can reduce its dependence on imports, strengthen Micro, Small, and Medium Enterprises (MSMEs), and boost rural livelihoods.

Fact Box
- **MSMEs:** 30 per cent of India's GDP; 11 crore jobs
- **Khadi Sales:** ₹5,000 crore annually
- **UPI:** India's indigenous digital payments system, adopted in multiple countries

Recently, this idea has been expanded to include the development of local businesses in Aspirational Blocks — districts that require additional support to grow and prosper. For this, the government launched a special brand called *Aakanksha*, which acts like an umbrella under which many smaller local brands and products can come together. These products, with the proper support, can even reach international markets.

To support these local businesses, a dedicated online space for *Aakanksha* products has been created on the Government e-Marketplace (GeM) portal, allowing users to purchase them easily. Additionally, local entrepreneurs will receive support in areas such as digital payments, online selling, packaging, certification, and skill development. This means not only will people learn how to make and sell better products, but they will also be able to compete in larger markets.

For example, a local handloom weaver in Assam can sell her sarees to customers across India; a farmer in Maharashtra can market organic jaggery online; and craftsmen from Rajasthan can find buyers for their traditional pottery and jewellery. During festivals, even local sweets and snacks can be promoted under this initiative.

Let us celebrate festivals with the Swadeshi spirit.

Gifts should be those made in India...

Clothes should be those woven in India...

Decorations should be with items crafted in India...

Lights should be those made in India

By creating such an ecosystem, Vocal for Local is not just about buying Indian—it is about empowering communities, giving them new opportunities, and helping India become more self-sufficient. With continuous effort, initiatives like *Aakanksha* can transform small local ideas into big success stories, bringing prosperity to every part of the country.

> **Activity: Show and tell**
>
> Each student brings **one local product** from home (like homemade snacks, traditional cloth, bamboo craft, or a locally made toy).
>
> They share with the class:
> 1. Where it is made?
> 2. Why is it special?
> 3. How buying it supports local workers?

Atmanirbhar Bharat (2020 onwards)

Atmanirbhar Bharat is a comprehensive vision for self-reliance in all sectors—defense, healthcare, digital technology, renewable energy, and infrastructure. Perhaps the most direct revival of the Swadeshi spirit, *Atmanirbhar Bharat* (Self-reliant India) was announced in response to global disruptions during the pandemic, allocated funds worth ₹ 20 lakh crore (US$ 268.74 billion), which amounts to 10 per cent of India's GDP, as a stimulus package to help recover the economy by promoting incentives for domestic production. Special packages and reforms have been introduced to boost local industries, encourage indigenous defense production, and support farmers through better infrastructure. Outlining the five pillars of *Atmanirbhar Bharat*—Economy, Infrastructure, System, Vibrant Demography and Demand, the Government of India undertook reforms such as Supply Chain Reforms for Agriculture, Rational Tax Systems, Simple and Clear Laws, Capable Human Resource and Strong Financial System towards the realisation of Atmanirbhar goals.

> *Atmanirbharta is not isolation, but self-confidence.*
> – Prime Minister Narendra Modi

India's march towards *Atmanirbharta* (self-reliance) is being fuelled by rapid progress across multiple fronts. Expanding infrastructure—from expressways to world-class airports—has created a backbone for growth, while digital

access through payment apps, telemedicine, and e-governance has empowered citizens to meet daily needs with ease and independence. The surge of youth-led entrepreneurship and start-ups, supported by mentoring, competitions, and innovation platforms, is positioning India as a cradle of global solutions. Sectoral reforms and the push for ease of doing business are unlocking new opportunities, while investments in skill development are building a capable workforce ready for the future. A robust financial ecosystem, with gamified financial literacy for children, digital finance for women, and cyber-safety initiatives, strengthens economic confidence at all levels. As a part of the Atmanirbhar Bharat Abhiyan, the PM e-Vidya has been launched aiming at bridging the digital divide leveraging technology to make education accessible to all. Campaigns like Vocal for Local have reduced dependence on imports and boosted exports, with rural and grassroots projects celebrating indigenous creativity. At the same time, collaborative practices between industries, institutions, and communities are ensuring efficient resource use. Together, these efforts are turning India into a global manufacturing hub. Rooted in the ideal of *Vasudhaiva Kutumbakam*—"the world is one family"—India is not only building for itself but also emerging as a helping hand to the world, sharing innovation, medicines, and humanitarian support.

Local for Global

This modern extension of Swadeshi means that local products in India should have global appeal and reach. This means creating products locally that are not only consumed in India but also recognised and celebrated across the world. Prime Minister Narendra Modi called on all the citizens to promote 'Local for Global'. Products from all corners of the country are reaching foreign shores and its exports has increased to US$ 400 billion showing that India has enormous potential.

From the hills of Himachal and Uttarakhand, nutrient-rich millets are being exported to Denmark; Andhra Pradesh's famous *Banganapalle* and *Suvarnarekha* mangoes are delighting consumers in South Korea; fresh jackfruits from Tripura are making their way to London; while Gujarat's wheat is reaching as far as Crimea and Sri Lanka. These success stories reflect how India's local produce is steadily making a global market. From yoga and Ayurveda to Indian IT services, Amul dairy products, and ISRO's cost-effective space missions, India has shown that local innovation can make a global impact.

The message is clear—when we value and strengthen our local resources, talent, and industries, they can shine on the international stage. This is Swadeshi in its most empowering form: being proudly local while contributing meaningfully to the global community.

FIVE PILLARS OF SELF-RELIANT INDIA

| 01 | 02 | 03 | 04 | 05 |

Quantum Jumps not Incremental changes | One that represents Modern India | Technology Driven | Vibrant demography of the largest democracy | Full Utilisation of Power of demand and Supply
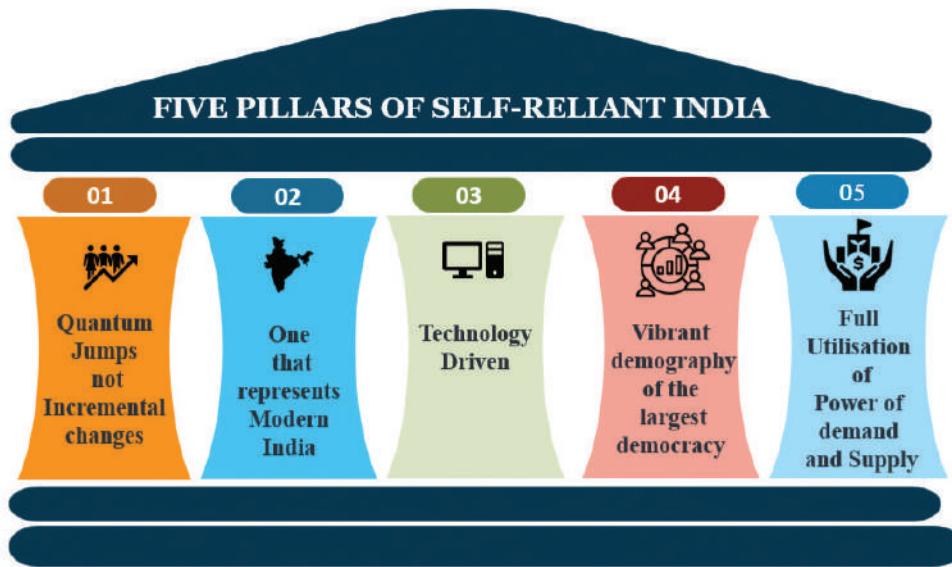
The campaign is about making India strong enough to produce for itself and the world—a true reflection of the Swadeshi ideal in a globalised context.

PLI (Production-Linked Incentive) Scheme (2020 onwards)

The Production Linked Incentive (PLI) Schemes were launched as part of India's vision of becoming Atmanirbhar (self-reliant) and to position the country as a global manufacturing powerhouse. With an ambitious financial outlay of ₹1.97 lakh crore (over US$ 26 billion), the schemes are designed to strengthen manufacturing capabilities, promote exports, and encourage large-scale investments in high-growth sectors. These sectors include mobile manufacturing and electronic components, automobiles and auto components, pharmaceutical drugs and APIs, medical devices, specialty steel, telecom and networking products, white goods such as air conditioners and LEDs, food products, textiles (MMF and technical textiles), high-efficiency solar PV modules, advanced chemistry cell (ACC) batteries, drones and drone components, as well as technology-driven electronic products. Together, these sectors represent the backbone of India's emerging industrial and technological landscape.

Its goal is to make India a global hub for manufacturing and exports, attracting both Indian and global investors. It directly connects to economic self-reliance by scaling up industries that can compete globally. The core objectives of the PLI schemes are to attract substantial private investment, encourage innovation, and enhance operational efficiency by leveraging economies of scale. By linking incentives directly to incremental production and sales, the scheme creates a strong push for companies to scale up operations in India, reduce import dependence, and expand their global competitiveness.

#10YearsOfMakeInIndia

Shattering FDI Records
Record-Breaking Investments in India

$70.95 Billion

$45.14 Billion

2014-15   2023-24

All-time high FDI Inflows of $84.83 Billion in 2021-22

The impact of the PLI schemes has already begun to show encouraging results. As of March 2024, investment realisation stood at ₹1.23 lakh crore across 755 approved applications, generating employment for nearly 8 lakh people. With such outcomes, the scheme is not only revitalising India's manufacturing ecosystem but also contributing significantly to economic growth, job creation, and technological self-reliance.

The PLI schemes represent a major policy innovation in India's industrial strategy. By integrating investment incentives with performance outcomes, they are expected to accelerate India's journey to become a leading hub of advanced manufacturing and exports in the coming decades.

With strategic reforms, investment-friendly policies, and a strong emphasis on infrastructure development, the initiative has played a vital role in enhancing India's industrial capabilities. The success of landmark indigenous projects such as the *Vande Bharat* trains and the INS Vikrant demonstrates the country's technological advancement and growing capacity for self-reliance.

INSPIRING SUCCESS STORIES

Amul—A Swadeshi Movement in Every Drop of Milk

We have a shining example of Swadeshi spirit—the story of Amul, which began in 1946 in Anand, Gujarat. There was a time when farmers were exploited by middlemen under the colonial-era Polson Dairy monopoly. Under the leadership of Dr. Verghese Kurien, the cooperative model empowered local farmers to pool milk production and process it under their own brand—Amul. Today, Amul is not only India's largest dairy brand but also a global giant, proving how

Amul: A model of self-reliance

Swadeshi-led initiatives can transform livelihoods. Similar energy is evident today in Make in India start-ups—from homegrown electronics firms to eco-friendly fashion brands—enabling India to become self-reliant in global markets.
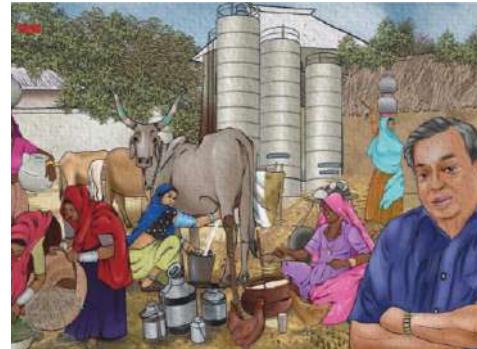
ISRO: India's Swadeshi Space Odyssey

The Indian Space Research Organisation (ISRO) is one of the finest modern-day expressions of the Swadeshi spirit. Born in 1969 under the visionary leadership of Dr. Vikram Sarabhai, ISRO's journey began humbly—with rocket parts carried on bicycles and satellites transported on bullock carts. Yet, from these modest beginnings grew a space program that today stands as a symbol of India's self-reliance, innovation, and global stature.

ISRO made India's first indigenous semiconductor chips

ISRO model of Bhartiya Antariksh Station to be operation by 2035

ISRO embodies the essence of Swadeshi — not merely by reducing dependence on foreign technologies, but by proving that India could build, innovate, and excel in one of the world's most complex fields through indigenous talent. Each mission, each satellite, and each rocket has been a step towards asserting India's place among global space powers.

India's space agency achieved global recognition with Chandrayaan-3 and Aditya L1, both of which were developed indigenously.

Power Sector in India

India is steadily working towards becoming *Atmanirbhar* in the energy sector, reducing its dependence on imported oil, coal, and gas. India's power sector, which is one of the most diversified in the world, range from conventional sources such as coal, lignite, natural gas, oil, hydro and nuclear power to viable non-conventional sources such as wind, solar, agricultural, and domestic waste. India was ranked fourth in wind power capacity and solar power capacity and fourth in renewable power installed capacity, as of 2021.

India also holds the distinction of being the only country among the G20 nations that is on track to achieve the targets under the Paris Agreement. India's wind energy sector is making significant strides towards achieving the ambitious target of 100 GW of production by 2030. Government initiatives like the National Solar Mission, PM-KUSUM Scheme, National Green Hydrogen Mission (2023), and the comprehensive plan worth ₹ 9.15 lakh crore to enhance its power infrastructure to meet the projected demand of 458 GW by 2032, led by the Ministry of Power under the Prime Minister Narendra Modi, aims to strengthen the national power grid and boost energy security.

This decade is expected to witness a major transformation with respect to demand growth, energy mix and market operations. Together, these efforts aim to ensure reliable access to electricity for all, while steadily moving towards more environmentally friendly and renewable sources. By harnessing its own natural resources and innovation to power homes, industries, and transport—and by exporting clean technologies worldwide—India is carrying forward the true Swadeshi vision of self-reliance with global leadership.
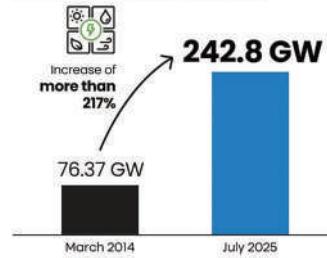
INDIA'S AI LANDSCAPE AND SWADESHI INITIATIVES

In today's digital world, AI is as critical as cotton and steel were during the freedom struggle. In the digital age, Swadeshi AI focuses on the principle of developing homegrown AI technologies to reduce dependence on foreign giants (e.g., OpenAI's ChatGPT or Google's Gemini), protect data sovereignty, and address India's unique needs—such as multilingualism, agriculture, and governance.

India's AI journey began with NITI Aayog's 2018 National Strategy for Artificial Intelligence, focusing on societal applications in healthcare, agriculture, education, and smart cities. The 2024 IndiaAI Mission, with a ₹10,300 crore ($1.2 billion) budget, accelerates this by funding compute infrastructure, datasets, and startups—prioritising indigenous models to avoid 'digital colonialism'.

Foundational & Strategic AI Vision

Public Private Academia Partnership

Deep Cultural Integration

Holistic India Centricity

BharatGen- For an Inclusive AI future

State-of-the-Art Knowledge Generation

True Technological Self-Reliance

Comprehensive Ecosystem Development
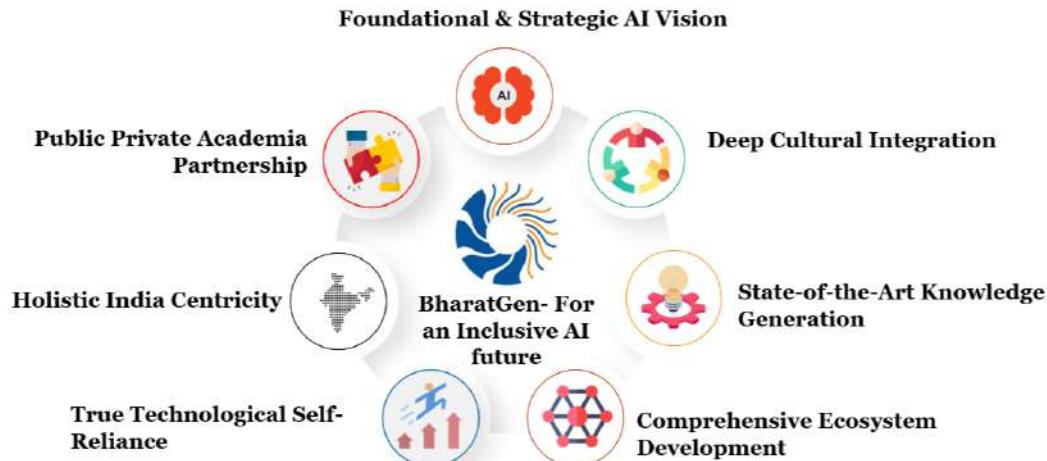
Bharat Gen is India's first-of-its-kind, indigenously developed, Artificial Intelligence (AI) based, government-funded, Multimodal Large Language Model (LLM) for Indian languages. It was launched in 2025 as India's flagship 'Swadeshi' LLM model. It is an open-source, decoder-based transformer (similar to GPT) trained on Indian languages. The platform integrates text, speech, and image modalities, offering seamless AI solutions in 22 Indian languages. This initiative will empower critical sectors such as healthcare, education, agriculture, and governance, delivering region-specific AI solutions that understand and serve every Indian. It is developed under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS) and implemented through TIH Foundation for IoT and IoE at IIT Bombay. The initiative is supported by the Department of Science and Technology (DST) and brings together a robust consortium of leading academic institutions, experts, and innovators.

NEP 2020 – Building Self-Reliance & National Vision of Atmanirbhar Bharat

Skill Development & Vocational Education
Introduces vocaational training from Grade 6 onwards, fostering practical skills, crafts, and industry exposure.

Innovation & Entrepreneurship
Establishes Innovation Hubs, Incubation Centres, and Start-up Ecosystems in schools and higher education institutions.

Multidisciplinary Learning
Breaks rigid subject boundaries, enabling students to think critically, innovate, and apply knowledge across fields.

Digital & Technological Empowerment
Promotes coding, AI, robotics, and digital literacy, preparing youth for future industries.

Local to Global Vision
Encourages the use of local languages, Indian knowledge systems, and culture while also building global competencies.

Empowering Youth
Equips learners not just for jobs but also for entrepreneurship, research, and leadership, nurturing confidence to build solutions for India and the world

Platforms like Bhashini (National Language Translation Mission) bring AI to every Indian by breaking language barriers, enabling people to access services and knowledge in their mother tongues. Through the 'AI for All' initiative, students and teachers are learning the basics of AI, making India's youth future-ready. India Semiconductor Mission (ISM), which provides a comprehensive framework of policy support, incentives, and partnerships to attract global leaders while nurturing domestic talent and innovation, is an answer to building a Swadeshi semiconductor ecosystem—developed within the country, for the country, and ultimately, for the world.

Semiconductor Leap—From West to East

Semiconductors are the backbone of modern technology, powering everything from mobile phones, cars, and medical devices to artificial intelligence and space research.

Today, the global economy is deeply dependent on a handful of countries for microchip manufacturing. Prime Minister Narendra Modi recently laid the foundation for three major semiconductor fabrication plants—at Dholera and Sanand in Gujarat, and Morigaon in Assam. This move represents not just an investment in technology, but a west-to-east sweep of India's vision to emerge as a global hub in one of the world's most critical sectors. By setting up these plants, India signals its resolve to become self-reliant (*atmanirbhar*) in this strategic industry and reduce dependence on imports.

By focusing on local AI talent, start-ups, and innovation, India is ensuring that the next technological revolution is not imported but built in India for the world — a true reflection of 'Local for Global'.

Did You Know?

• The dairy cooperative model pioneered by Amul is studied worldwide as a successful model of self-reliance.

• Chandrayaan-3 and Aditya L1, are entirely indigenously developed by ISRO, India.

The story of Swadeshi is the story of India's resilience. It is not about rejecting everything foreign, but about believing in our own strength first. In 1905, it gave strength to fight colonial exploitation. In 2025, it guides us towards *Atmanirbharta* in a globalised, technology-driven world. We need to conduct researches that fuel innovation, build strong local industries — from semiconductors and artificial intelligence to renewable energy and agriculture — that can withstand global uncertainties. This approach aligns with Gandhi's vision of economic self-sufficiency not as isolation but as building strength to engage globally from a position of resilience.

The government has emphasised supporting affected sectors, particularly micro, small, and medium enterprises (MSMEs), while pursuing market diversification strategies. This approach aligns with Gandhi's vision of economic self-sufficiency not as isolation but as building strength to engage globally from a position of resilience.

Just as the Swadeshi movement encouraged Indians to produce and consume locally made goods, today's Swadeshi 2.0 highlight the need for nations to secure their economies by relying on their own strengths. Government initiatives such as the India Semiconductor Mission (ISM), National Green Hydrogen Mission, Digital India, Start-up India, and Make in India reflect this renewed Swadeshi spirit. They empower Indian farmers, workers, artisans, scientists, and entrepreneurs to shape a self-reliant yet globally competitive India.

Research as the Engine of Swadeshi Progress

Research is the backbone of a self-reliant Bharat.

By investing in indigenous research across science, technology, agriculture, and social sciences, India generates knowledge and innovations tailored to its unique challenges.

Swadeshi-driven research ensures that solutions emerge from within—whether it is developing affordable healthcare, advancing clean energy, or building next-generation digital infrastructure.

A culture of research not only fuels innovation and industry but also strengthens India's journey towards becoming a developed nation, rooted in its own strengths and wisdom.

Swadeshi teaches that real progress comes when a nation trusts its own people, skills, and creativity. When we support Indian products, we support Indian farmers, workers, artisans, and entrepreneurs. In a world shaped by globalisation, trade wars, and climate concerns, Swadeshi inspires us to balance global engagement with local strength, ensuring that India grows with dignity, confidence, and sustainability.

In a world marked by tariff barriers, climate concerns, and shifting power equations, Swadeshi inspires us to balance global engagement with

INDIA 🇮🇳 Among The 'Best Performing Economies In The World'

India climbs to stronger global credit standing to BBB with a stable outlook

Key Highlights:

Policy stability ensuring improved investor confidence

Massive infrastructure investments driving growth

Prudent fiscal & monetary measures

SOURCE - S&P GLOBAL RATINGS

local strength. The Prime Minister's renewed call to "buy Indian, build Indian, and trust Indian" underlines that the march towards becoming the world's third-largest economy will be sustained only if we rely on our own people, skills, and creativity.

The green shoots of Swadeshi 2.0 are already visible—in our chip plants, renewable power grids, space missions, and cooperative movements like Amul. With continued effort, these shoots will grow into teak forests that uphold the economic and strategic pillars of a confident, sustainable, and dignified India on the global stage.

From Bengal's protests to Digital India, from the spinning wheel to space exploration, the Swadeshi spirit remains alive—showing us the path to an *Atmanirbhar Bharat*.

> **Activity**
> - Compare a few Indian and foreign products available in your neighbourhood market. Discuss the details in the classroom.
> - Design posters or write slogans on Swadeshi
> - Organise a Swadeshi *Mela* in school.
> - Write a reflective essay: Why should I prefer Indian products today?

Be Indian, Buy Indian.

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Theme   **Swadeshi**

M	Swadeshi — Vocal for Local
S	Swadeshi — For a Self-reliant India

विद्या ऽ मृतमश्नुते

एन सी ई आर टी
NCERT

राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद्
NATIONAL COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING