INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 countries/territories are visiting our journal on regular basis.

CONTENTS

| Sr. No. | TITLE & NAME OF THE AUTHOR (S) | Page No. |
|------------|--|-------------|
| 1. | A STUDY ON PERCEPTION OF INVESTORS REGARDING IMPACT OF MONETARY POLICY ON EQUITY MARKET | 1 |
| | V.PRASHANTH KUMAR & Dr. ILYAS UR RAHMAN | |
| 2. | AN ANALYSIS OF THE RECENT POLICY REFORMS FOR THE ECONOMIC SLOWDOWN DUE TO COVID19 REHAN KHAN | 7 |
| 3. | SELF-RELIANT INDIA AND MSMEs DR. R. C. NAGARAJA | 10 |
| 4. | THE EFFECT OF PROCESS EFFECTIVENESS ON CUSTOMER ENGAGEMENT: AN EMPIRICAL STUDY OF INSURANCE COMPANIES IN INDIA Dr. MANISH BADLANI, Dr. RITIKA MOOLCHANDANI & SHYAM BIHARI DUBEY | 12 |
| 5. | MICROCREDIT ACCESSIBILITY BY WOMEN IN AGRICULTURE: A STUDY IN SAHARANPUR DIVISION OF UTTAR PRADESH SONALI AHLUWALIA | 18 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 23 |

FOUNDER PATRON

Late Sh. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR.

Prof. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

CO-EDITOR

Dr. G. BRINDHA

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

EDITORIAL ADVISORY BOARD

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. CHRISTIAN EHIOBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. KIARASH JAHANPOUR

Dean of Technology Management Faculty, Farabi Institute of Higher Education, Karaj, Alborz, I.R. Iran

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

<u>FORMER TECHNICAL ADVISOR</u>

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

1

E-mail Address

Nationality

Alternate E-mail Address

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Dewelopment Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. **infoijrcm@gmail.com** or online by clicking the link **online submission** as given on our website (**FOR ONLINE SUBMISSION, CLICK HERE**).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

| COVERING LETTER FOR SUBMISSION: | DATED: |
|--|--|
| THE EDITOR | |
| | |
| IJRCM | |
| Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF | |
| (e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/ | /IT/ Education/Psychology/Law/Math/other, please |
| <mark>specify</mark>) | |
| DEAR SIR/MADAM | |
| Please find my submission of manuscript titled ' | |
| your journals. | |
| hereby affirm that the contents of this manuscript are original. Furthermore | e, it has neither been published anywhere in any language |
| fully or partly, nor it is under review for publication elsewhere. | |
| affirm that all the co-authors of this manuscript have seen the submitted value rames as co-authors. | ersion of the manuscript and have agreed to inclusion of |
| Also, if my/our manuscript is accepted, I agree to comply with the formalitie discretion to publish our contribution in any of its journals. | es as given on the website of the journal. The Journal has |
| NAME OF CORRESPONDING AUTHOR | : |
| Designation/Post* | : |
| Institution/College/University with full address & Pin Code | : |
| Residential address with Pin Code | : |
| Mobile Number (s) with country ISD code | : |
| Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) | : |
| Landline Number (s) with country ISD code | : |

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. <u>The qualification of author is not acceptable for the purpose</u>.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> <u>version</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:
 - **New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be typed in **bold letters**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. **HEADINGS**: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably be in **2000** to **5000 WORDS**, But the limits can vary depending on the nature of the manuscrip

- 12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are*referred to from the main text.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES**: The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they may follow Harvard Style of Referencing. Also check to ensure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- *Headers, footers, endnotes* and *footnotes* should *not be used* in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

• Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

• Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

SELF-RELIANT INDIA AND MSMEs

DR. R. C. NAGARAJA ASST. PROFESSOR DEPARTMENT OF COMMERCE GOVERNMENT FIRST GRADE COLLEGE DAVANGERE

ABSTRACT

This self-reliant policy does not aim to be advocate in nature, and as the "self-reliant India does not mean bleak off from rest of the world". The self-reliance does "not mean isolating away from the world. Foreign direct investment is welcome, technology is welcome, self-reliant India... translates to being a bigger and more important part of the global economy." MSME stands for Micro, Small and Medium Enterprises. In a developing country like India, MSME industries are the backbone of the economy. The collateral-free automatic credit line and the subordinate debt to MSMEs may be a game-changer for a sector which is finding it harder and harder to find credit support from banks and other financial institutions. This paper, therefore, highlights the government economic supports to MSMEs and other institutions in Covid-19 pandemic situations.

KEYWORDS

MSMEs, ANBA, FDI, investments, global economy, fund of fund, self-reliance.

JEL CODES

L25, L26, L29.

1. INTRODUCTION

he visual sense of the Mr. Narendra Modi, Prime Minister of India of making Atmanirbhar Bharat or self-reliant India. The prototype mention of this came in the descriptor of the 'Atmanirbhar Bharat Abhiyan' or 'Self-Reliant India Mission' during the proclamation of the coronavirus pandemic related economic package on 12 May 2020. (Misra, 2020) This self-reliant policy does not aim to be advocate in nature, and as the "self-reliant India does not mean bleak off from rest of the world". (Chaturvedi, 2020) The self-reliance does "not mean isolating away from the world. Foreign direct investment is welcome, technology is welcome, self-reliant India... translates to being a bigger and more important part of the global economy." (ET Bureau, 2020)

As part of the Atmanirbhar Bharat package, numerous government decisions have taken place such as dynamical the definition of MSMEs, boosting scope for private participation in numerous sectors, increasing FDI in the defence sector, and the vision has found support in many sectors such as the solar manufacturers sector. The growth of India's personal protective equipment (PPE) sector from zero before March, to 1,50,000 pieces a day by the beginning of May, is considered as a fine example of a self-reliant India. The PPE industry in India has become a ₹7,000 crore (US\$980 million) in two months, the second largest after China. (Bushan, 2020)

Atmanirbhar Bharat has been called by some as a re-packaged version of the Make in India movement using new tag lines such as 'Vocal for Local'. Other opposition members spoke about how India had enacted policies and built companies since its creation to make India self-reliant - SAIL for steel production, IITs for domestic engineers, AIIMS for medical science, DRDO for defence research, HAL for aviation, ISRO for space, CCL NTPC and GAIL in the area of energy; criticizing the advertising tactics. Some have re-phrased it to "Fend for Yourself" Campaign. Also, the calls for India to boycott Chinese products (and promote an Atmanirbhar Bharat instead), are practically difficult in the short term for India as India imports \$75 billion worth of goods every year from China, to the extent that parts of Indian industry are dependent on China.

MSME stands for Micro, Small and Medium Enterprises. In a developing country like India, MSME industries are the backbone of the economy. The collateral-free automatic credit line and the subordinate debt to MSMEs may be a game-changer for the sector. Ease of Doing Business for MSMEs: The Micro, Small, and Medium Enterprises (MSMEs) sector is the most vibrant and dynamic industrial sector contributing significantly to the GDP and export while employing around 40 per cent of the Indian workforce. Intending to get the MSME sector back on its feet, the Prime Minister announced the MSME sector to be within the horizon of the Atma-Nirbhar Bharat Abhiyan (ANBA). Subsequently, the Government announced six regulatory measures as part of the ANBA especially for the MSME sector. In current times, where the mere survival of the MSME sector is at stake, ANBA intends to address the needs of the MSME sector and paves a path for long-term sustainability and profitability of MSMEs. (Pandey, 2020)

2. REVIEW OF LITERATURE

Various recent studies conducted and numerous suggestions were sought to bring effectiveness Atma-Nirbhar Bharat Abhiyan of India.

Misra, Udit (13 May 2020) reveals that in the article "PM Modi's self-reliant India Mission economic package: Here is the fine print". It is an opportunity to achieve economic self-reliance and he stressed on the importance of promoting "local" products.

Bhushan, Ranjit (10 June 2020). in his article "From PPE kits to sanitizes to ventilators, COVID-19 has sparked off an indigenous cottage industry boom" He reveals that the rampaging pandemic in the country, which is slowly pushing India higher on the list of most-affected nations, has, in turn, spawned a gigantic parallel cottage industry manufacturing a variety of anti-COVID gear.

Harish Bijoor (2 June 2020.) in his article "Self-reliant India: The bounce of vocal for local" retrieved that as the 'Made In India' movement gets revived in a new avatar, it is time to understand its many dimensions that will make it either run, hobble or stop altogether the new hash tag floating around in our imagination of a modern and national life of commerce and business in India.

Anand K Sahay (May 29, 2020) finds in his article "Atma Nirbhar Bharat': A mantra to mask failure?" When the lockdown came without notice, and the regime left the four hundred million informal sector in the lurch, the Indian state sat unmoved. Now it is hard to find any classes of people.

3. OBJECTIVES

- 3.1 Interim measures such as liquidity infusion and direct cash transfers for the poor.
- 3.2 Long-term reforms in growth-critical sectors to make them globally competitive and attractive.
- 3.3 Decisions taken by Govt. for the growth of MSME Sector under the ATMA-NIRBHAR BHARAT ABHIYAN (ANBA)

4. RESEARCH METHODOLOGY

The research is mainly based on secondary data. Data has been collected from different sources like scholarly articles, newsletters, and various websites.

5. MSMEs AND GOVERNMENT SUPPORT SCHEMES

First and foremost, revising the definition of MSME under applicable law is intended to bring more MSME enterprises under the purview of being classified as MSMEs so that they can reap benefits associated with it and grow under the watchful eyes. Under the new definition, the investment limit for micro, small and medium enterprises have been raised substantially and the distinction between manufacturing and services has been abolished. This measure will widen the net of benefits associated with classification as an MSME to more enterprises.

5.1 Collateral Free Loans

This is implement by department of financial services. Rs. 3 Lakh crores to collateral free automatic loans for businesses, including MSMEs. Borrowers with upto Rs. 25 Cr. Outstanding and Rs. 100 Cr. Turnover eligible. Loans to have 4 year tenor. 12 months moratorium on principal repayment. Interest to be capped. Interest rate 9.25% to 9.75% from banks. Interest rate 14% from NBFCs. 100% credit guarantee cover to banks and NBFCs on principal. Scheme can be availed till 31st Oct, 2020. All businesses/MSMEs are eligible

MSMEs or All businesses are to Apply through Banks, DFS and National Credit Guarantee Trustee Company Ltd (NCGTC).

5.2. Debt for Stressed MSMEs (Narang, 2020)

Rs. 20,000 crores subordinate debt for stressed MSMEs. The functioning MSMEs which are NPA or are stressed will be eligible. Govt will provide a support of Rs. 4000 crore to CGTMSE. The CGTMSE will provide partial credit guarantee support to Banks. Promoters of the MSME will be given debt by banks, which will then be infused by promoter as equity in the unit

5.3. Equity Infusion For MSMEs

Rs. 50,000 crores equity infusion for MSMEs through fund of funds. It will provide equity funding for MSMEs with growth potential and viability. Funds of fund will be operated through a Mother Fund and few daughter funds. It will help to expand MSME size & capacity, and encourage MSMEs to get listed on main board of stock exchanges. The MSMEs to apply through investor funds on boarded and registered with proposed fund of funds.

5.4. New Definition of MSMEs (Simransaria, 2020)

The distinction between manufacturing and service sector to be eliminated and the composite criteria: The annual turnover and investment for manufacturing and service sector is as follows,

Micro: Investment less than Rs. 1 crore and turnover less than Rs. 5 crore.

Small: Investment less than Rs. 10 crore and turnover less than Rs. 50 crore.

Medium: Investment less than Rs. 50 crore and turnover less than Rs. 250 crore.

5.5. Global Tenders of MSMEs

Global Tenders will be disallowed in government procurement tenders upto Rs. 200 crore. This will be a step towards self-Reliant India and support Make In India. This will help MSMEs to increase their business.

6. STARTUP INDIA

'Atma Nirbhar' MSMEs: How govt measures will enable them for long-term sustainability, profitability, and ease of doing business for MSMEs: In current times, where the mere survival of the MSME sector is at stake, Atma Nirbhar Bharat Abhiyan intends to address the needs of the MSME sector.

Google Duo, Google Duo limit, Google duo new features, google duo news, google duo web Google's investment fund Capital G backs small business lender Aye Finance; leads new funding roundmsme day, MSME boost, Govt's MSME credit scheme continues to roll with 800% jump in amount disbursed to small businesses The creation of 'Fund of Funds' with a capital of Rs 10,000 crores where the government through the funds will pick up an equity stake in the MSMEs with growth potential and viability. These equity infusions will lead to increase in size and capacity of the MSMEs and the revision in the definition of MSME is correlated to this. Further, the long-term goal of such equity infusion is to encourage the MSMEs to list on stock exchanges.

Online marketplace for MSMEs is intended to help all market participants, including end-consumer. Affordable products and services and the narrative of 'Make-in-India' and national unity during marketing will be attractive to the cash-strapped consumer.

Start-ups are not explicitly covered in the definition of MSME; however, start-ups operating in manufacturing and ancillary services sector especially medical devices, robotics etc. may consider registering themselves as MSME. The host of benefits such as priority lending to cluster financing, exemptions, tax soaps etc. will be available to such start-ups along with the new benefits under ANBA.

Lastly, ANBA may be construed as import substitution. Given the fact that India is a net importer, import substitution will empower us to shift away from our dependence on other countries. It may very well be argued that import substitution is primarily focused on giving a fillip to the MSMEs. As the internal demand potential that India has, coupled with a demographic advantage provides mass-scale employment, MSMEs will be on track to achieve economies of scale in the future.

7. CONCLUSION

The collateral-free automatic credit line and the subordinate debt to MSMEs may be a game-changer for a sector which is finding it harder and harder to find credit support from banks and other financial institutions. It will make it lucrative for risk-averse banks to resume lending operations as the government will act as 100 per cent guarantor on both the principal and the interest. The guarantee from the government will ease pressure on banks and other financial institutions as they will not have to make provisions in case the loan account turns into a non-performing one.

REFERENCES

- Bhushan, Ranjit (10 June 2020). in his article "From PPE kits to sanitizes to ventilators, COVID-19 has sparked off an indigenous cottage industry boom" https://www.moneycontrol.com/news/trends/from-ppe-kits-to-sanitisers-to-ventilators-covid-19-has-sparked-off-an-indigenous-cottage-industry-boom-5384981.html
- 2. Chaturvedi, Amit (13 May 2020). To spur growth': Nirmala Sitharaman on PM Modi's Atamanirbhar Bharat Abhiyan https://www.hindustantimes.com/india-news/to-spur-growth-nirmala-on-pm-modi-s-atamanirbha-bharat-abhiyan/story-s71j500ZG21QY4qsTsUnTP.html. The Hindustan Times. Retrieved 13 May 2020
- 3. ETBureau(26 May 2020), Bennett University webinar: Need to tap Artificial Intelligence to fight Covid https://economictimes.indiatimes.com/tech/ites/pra-sad-need-to-tap-artificial-intelligence-to-fight-covid/articleshow/75984783.cms.
- 4. Misra, Udit (13 May 2020). "PM Modi's self-reliant India Mission economic package: Here is the fine print". The Indian Express. Retrieved 13 May 2020.
- 5. Narang, Kamal (13 May 2020) "Atmanirbhar Bharat gives booster shots for MSMEs, https://www.thehindubusinessline.com/economy/policy/fm-announces-3-lakh-crore-collateral-free-automatic-loan-for-businesses/article31574953.ece. Retrieved 03 July 2020
- Pandey, Atul (20 May 2020) 'Atma Nirbhar' MSMEs: How govt measures will enable them for long-term sustainability, profitability- https://www.financialex-press.com/industry/sme/cafe-sme/msme-eodb-how-atma-nirbhar-bharat-abhiyan-will-help-msmes-to-be-sustainable-and-profitable-in-the-long-term/1972764/ Retrieved 03 July 2020.
- 7. Simransaria (15 May 2020) "MSME: Benefits and Aatmanirbhar Bhart" https://taxguru.in/corporate-law/msme-benefits-aatmanirbhar-bharat.html. Retrieved 03 July 2020.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







