**Role of MSMEs in Advancing Atma Nirbhar Bharat: A Case Study of Jharkhand, India**

**Abstract**

Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in realising the vision of an Atma Nirbhar Bharat (self-reliant India). This study critically examines the contribution of MSMEs in Jharkhand, a state rich in natural resources but often grappling with socio-economic issues, toward achieving self-reliance. The case study explores how MSMEs in the region leverage local resources, generate employment, and promote entrepreneurship while addressing issues such as inadequate infrastructure, lack of access to finance, and limited market reach. The study emphasises the need for collaborative efforts between the government, private sector, and local communities to overcome obstacles and harness the full potential of these enterprises. The study highlights successful MSME initiatives in Jharkhand that have boosted local industries like handicrafts, mining, agro-based enterprises, and steel production, showcasing their potential to drive economic growth and self-sufficiency. It also delves into the impact of government schemes such as the PMEGP (Prime Minister's Employment Generation Programme) and the MSME Samadhan initiative on empowering these enterprises. Furthermore, the paper emphasises the importance of digitalisation, skill development, and market linkages for strengthening MSMEs in Jharkhand. By analysing the region's unique issues and opportunities, this case study aims to provide policy recommendations to further enhance the role of MSMEs in achieving an Atma Nirbhar Bharat, with Jharkhand serving as a model for sustainable and inclusive development. In conclusion, MSMEs in Jharkhand hold immense potential to drive inclusive and sustainable growth, provided they receive adequate support from policy structures, financial institutions, and other stakeholders. The collective efforts of the government, private sector, and local communities can ensure that MSMEs in Jharkhand not only overcome existing issues but also emerge as a model for fostering Atma Nirbhar Bharat across the nation.

***Keywords*** *- Micro, Small, and Medium Enterprises, Atma Nirbhar Bharat, Jharkhand, Employment generation, Sustainable development*

**Introduction**

The Atma Nirbhar Bharat initiative, launched by the Government of India, aims to transform the country into a self-reliant economy by enhancing domestic production, reducing dependence on imports, and promoting local businesses. It envisions a robust economic structure driven by innovation, entrepreneurship, and sustainability. The goal of self-sufficiency in agriculture is

to make a farmer productive as well as an entrepreneur. The Atma Nirbhar Abhiyan scheme

announced an economic package that would play an important role in making India self-reliant

and that would benefit farmers and tiny sectors (Moni, 2022). This vision positions Micro, Small, and Medium Enterprises (MSMEs) as a critical driver of growth, emphasising their role in generating employment, supporting supply chains, and fostering innovation across diverse sectors. By empowering MSMEs, the initiative seeks to strengthen India's economic fabric while addressing social and regional disparities.

Characterised by their flexibility and adaptability, MSMEs are well-positioned to respond to dynamic market conditions and emerging opportunities (Manida & Arumugam, 2024). MSMEs hold a vital position in India's economic landscape, contributing nearly 30% to the national GDP and accounting for around 45% of the total exports. With over 63 million units spread across the country, MSMEs play a pivotal role in employment generation, providing livelihoods to more than 110 million people. These enterprises are instrumental in promoting indigenous industries, boosting rural development, and fostering entrepreneurship (Das & Pal, 2022). Their agility and ability to adapt to changing market dynamics make them a cornerstone of economic resilience and sustainability.

Jharkhand, with its rich natural resources, skilled labour force, and diverse cultural heritage, presents a unique opportunity for the growth of MSMEs. The state is endowed with abundant mineral wealth, forest resources, and traditional industries, making it a fertile ground for the expansion of small and medium enterprises. Jharkhand State has a significant 15.88% in the MSME sectors, with a majority of 26.2% of the state’s total population being tribal, and 91% of them are in rural areas (Government of India, 2021–2022). From handloom and handicrafts to agro-based industries and mining-related businesses, MSMEs in Jharkhand have crucial potential to contribute to local development and align with the Atma Nirbhar Bharat vision. This makes the state an essential case study to explore how MSMEs can drive self-reliance in resource-rich yet economically developing regions.

The scope of this study focuses on evaluating the role of MSMEs in achieving self-reliance in Jharkhand, examining their contributions to economic development, employment generation, and social empowerment. It delves into the issues faced by these enterprises, including limited access to finance, inadequate infrastructure, and market constraints. Additionally, the study explores the impact of government initiatives and policies designed to promote MSME growth in the state, such as subsidies, skill development programs, and digitalisation efforts, which are integral to the success of the Atma Nirbhar Bharat initiative.

**Importance of the study**

By highlighting the potential and issues of MSMEs in Jharkhand, this study aims to provide insights into their transformative role in shaping a self-reliant India. It emphasises the need for collaborative efforts between the government, private sector, and local communities to overcome obstacles and harness the full potential of these enterprises. Ultimately, the findings underscore the importance of MSMEs as the backbone of the Atma Nirbhar Bharat initiative, demonstrating how their growth can lead to sustainable and inclusive development in Jharkhand and beyond. Jharkhand is contributing Indian Economy with its natural resources and abundance of forests. Indian government policies, Atma Nirbhar Bharat, help MSMEs to uplift local entrepreneurs in the local economy.

# **Objective of the study**

* To find out the role of MSME in making “*Atmanirbhar Bharat”.*
* To find out the issues and challenges of the “*Atmanirbhar Bharat*” (Self-Reliant) policy
* To find out the way to overcome the challenges.

MSMEs in Jharkhand are the core pillars of the Atmanirbhar Bharat initiative, such as innovation, infrastructure development, economic self-sufficiency, technology development, and the creation of employment. MSMEs have many opportunities to overcome the challenges and make Atmanirbhar Bharat.

**Economic Profile of Jharkhand: Opportunities for MSMEs**

Jharkhand is a mineral-rich state, contributing crucially to India's natural resource reserves. The state is home to approximately 40% of the country’s mineral wealth, including coal, iron ore, copper, mica, and uranium. This abundance of raw materials has supported the growth of key industries such as mining, steel, and power generation. Industrial hubs like Jamshedpur, Bokaro, and Dhanbad have emerged as major contributors to the state’s economy, creating opportunities for ancillary MSMEs to support these large-scale industries through the production of machinery parts, tools, and services.

The rural economy of Jharkhand provides immense potential for MSME development, particularly in areas like agriculture, forestry, and handloom. The state has fertile land for farming, and crops such as paddy, maize, and pulses dominate agricultural production. MSMEs can tap into agro-based industries, including food processing and packaging. Additionally, Jharkhand’s rich forest cover offers opportunities for industries like herbal medicine, lac production, and bamboo products. Traditional crafts such as terracotta, dokra, and handloom weaving also hold crucial potential for small-scale entrepreneurs, providing a unique avenue for economic growth.

The state’s strategic location further enhances its prospects for MSMEs. Jharkhand’s proximity to markets in neighbouring states like West Bengal, Bihar, and Odisha facilitates trade and distribution. Moreover, its well-connected transport network, including railways and highways, supports efficient logistics for small businesses. The government’s industrial areas and export promotion zones in places like Ranchi and Adityapur offer incentives and infrastructure to foster MSME growth. With increasing urbanisation, there is also a rising demand for MSME-driven services in retail, hospitality, and IT sectors.

MSMEs in Jharkhand play a crucial role in employment generation, particularly in rural and semi-urban areas. These enterprises provide jobs to skilled and unskilled workers, empowering marginalised communities and promoting inclusive growth. Women entrepreneurs, in particular, are making crucial strides in traditional sectors like handloom and handicrafts. By fostering a culture of entrepreneurship, MSMEs not only reduce dependency on agriculture but also enhance the state’s industrial output, contributing to the overall economic development.

Despite their crucial contributions, MSMEs in Jharkhand face issues such as a lack of access to finance, inadequate infrastructure, and limited technological adoption. However, the state government has implemented initiatives to address these issues, including financial assistance programs and skill development centres. By leveraging its natural resources, traditional industries, and improving business ecosystems, Jharkhand’s MSMEs hold the potential to drive sustainable economic growth and contribute crucially to the vision of Atma Nirbhar Bharat.

**Policy Structure and Government Initiatives for MSMEs in Jharkhand**

The policy structure for MSMEs in Jharkhand is shaped by both state and central government initiatives aimed at fostering economic growth and self-reliance. At the central level, policies under the Micro, Small, and Medium Enterprises Development Act, 2006, provide legal and institutional support for MSMEs across the country. These policies focus on improving access to finance, technology, and markets, which are critical for the growth of these enterprises. Jharkhand, with its abundant natural resources and growing industrial base, benefits crucially from these policies, which align with the vision of creating an Atma Nirbhar Bharat by empowering local industries.

Several flagship schemes by the central government play a pivotal role in supporting MSMEs in Jharkhand. The MUDRA (Micro Units Development and Refinance Agency) scheme provides easy access to credit for micro and small enterprises, allowing entrepreneurs to establish and expand their businesses. Similarly, the Prime Minister’s Employment Generation Programme (PMEGP) promotes self-employment by offering subsidies to micro-enterprise projects. Additionally, the Start-up India initiative encourages innovation and entrepreneurship, with a focus on fostering start-ups in sectors such as IT, agriculture, and manufacturing, which are key to Jharkhand’s economy.

The government of Jharkhand has introduced state-specific initiatives to complement central schemes and address local issues faced by MSMEs. The Jharkhand Industrial and Investment Promotion Policy, 2021, focuses on providing financial incentives, promoting ease of doing business, and developing industrial clusters to enhance competitiveness. Special emphasis is placed on supporting tribal artisans and traditional industries, such as handloom and handicrafts, which are integral to the state's cultural and economic identity. The policy also aims to attract private investment and create employment opportunities through the development of MSMEs.

In addition to financial assistance, the state government has been proactive in providing skill development and training programs to enhance the productivity of MSMEs. Initiatives like the Jharkhand Skill Development Mission and collaboration with organisations such as the National Small Industries Corporation (NSIC) aim to equip local entrepreneurs with the skills needed to compete in a dynamic market. Efforts are also being made to facilitate digital transformation among MSMEs by introducing e-marketplace platforms and encouraging the adoption of modern technologies.

Despite these efforts, issues such as inadequate infrastructure, limited access to capital, and market linkages persist. To address these issues, the state government is focusing on improving industrial infrastructure, such as establishing industrial parks and common facility centres, to provide MSMEs with better opportunities for growth. These initiatives, combined with central government schemes, are playing a critical role in positioning MSMEs as the backbone of Jharkhand’s economy and a crucial contributor to the vision of Atma Nirbhar Bharat.

**Issues Faced by MSMEs in Jharkhand**

Micro, Small, and Medium Enterprises (MSMEs) in Jharkhand face crucial issues in accessing adequate finance and infrastructure, which hampers their growth and sustainability. Many MSMEs struggle to secure credit due to a lack of collateral and insufficient documentation, coupled with limited financial literacy among entrepreneurs. Although schemes like MUDRA loans exist, their implementation often fails to reach small businesses in remote areas. Moreover, infrastructural gaps, such as inadequate power supply, poor transportation networks, and a lack of industrial clusters, further restrict the expansion of MSMEs in the state.

Skill development and labour-related issues are also major barriers for MSMEs in Jharkhand. A considerable portion of the state's workforce lacks the technical and managerial skills needed for industrial growth. While government programs aim to address this issue, the mismatch between training modules and industry needs leaves many workers ill-equipped for employment. Additionally, the migration of skilled labour to other states in search of better opportunities creates a talent shortage, leaving local MSMEs dependent on unskilled or semi-skilled workers.

Another pressing issue for MSMEs in Jharkhand is the limited access to advanced technology and markets. Most MSMEs operate with outdated equipment and lack the financial resources to upgrade their technologies. This technological gap reduces productivity and hinders the ability of businesses to compete with larger enterprises. Furthermore, the absence of robust digital infrastructure prevents MSMEs from tapping into e-commerce platforms and expanding their market reach beyond local boundaries.

Market accessibility is further constrained by insufficient marketing support and weak supply chain networks. Many MSMEs in Jharkhand struggle to identify suitable markets for their products due to limited exposure and poor branding strategies. The lack of organised marketplaces and marketing assistance forces many businesses to rely on intermediaries, reducing their profit margins. Additionally, delays in the transportation of goods due to poor road connectivity further exacerbate the situation.

Addressing these issues requires a multi-faceted method involving improved policy implementation, capacity-building initiatives, and investment in infrastructure. Promoting collaborations between MSMEs, government bodies, and private organisations can help overcome financial and technological barriers. Furthermore, focused skill development programs tailored to the needs of MSMEs and the local economy can enhance labour productivity. Strengthening digital and physical infrastructure will ensure that MSMEs in Jharkhand can fully realise their potential and contribute effectively to the vision of Atma Nirbhar Bharat.

**Impact of MSMEs on Employment and Skill Development in Jharkhand**

Micro, Small, and Medium Enterprises (MSMEs) have emerged as crucial contributors to employment generation in Jharkhand, particularly in rural and semi-urban areas. With a substantial portion of the state's population residing in villages, MSMEs have created opportunities for self-employment and small-scale entrepreneurship, reducing dependence on agriculture as the sole livelihood source. Industries such as handicrafts, textiles, agro-processing, and mineral-based enterprises provide steady employment to thousands of individuals, helping to bridge the urban-rural economic divide.

In addition to employment, MSMEs play a pivotal role in empowering marginalised communities, including tribal populations, women, and economically weaker sections of society. Many MSMEs in Jharkhand promote the use of traditional knowledge and local skills, enabling tribal artisans and women to earn sustainable livelihoods. Programs designed to train women in weaving, pottery, and food processing have fostered economic independence, thereby promoting social equity and reducing regional disparities in income distribution.

Skill development initiatives have further enhanced the role of MSMEs in transforming the workforce in Jharkhand. Various government-backed and private sector programs have been implemented to provide vocational training to youth in fields like carpentry, welding, and garment manufacturing. For example, the Jharkhand Skill Development Mission (JSDM) collaborates with MSMEs to ensure that training aligns with the industries' needs, creating a skilled labour pool that meets market demands.

Specific case studies highlight the success of MSMEs in advancing skill development. For instance, small-scale enterprises in areas like Jamshedpur and Ranchi have partnered with technical training centres to offer apprenticeships and on-the-job training. Similarly, self-help groups in Dumka have empowered women by providing them with skills in silk production, enabling them to access domestic and international markets. These initiatives not only enhance individual earning capacities but also contribute to the overall growth of the state's economy.

The impact of MSMEs in employment generation and skill development is evident in their ability to foster inclusivity and sustainable growth in Jharkhand. By integrating traditional crafts with modern entrepreneurial practices and supporting skill-building programs, MSMEs have positioned themselves as catalysts for socioeconomic development. Their ability to uplift marginalised communities while meeting labour market needs underscores their importance in achieving long-term economic resilience in the state.

**Sustainable Growth of MSMEs: Pathway to Atma Nirbhar Bharat**

The sustainable growth of MSMEs (Micro, Small, and Medium Enterprises) is vital for achieving the vision of Atma Nirbhar Bharat, as they play a critical role in driving economic self-reliance, employment generation, and local development. Innovation and digitalisation are transformative tools that can propel MSMEs toward sustainability. By adopting advanced technologies, such as digital payment systems, e-commerce platforms, and supply chain management software, MSMEs can enhance efficiency, reduce operational costs, and expand their reach to national and international markets. These innovations enable even the smallest enterprises to compete effectively, bridging the gap between urban and rural economies.

Leveraging local resources and traditional crafts is another key strategy for ensuring the sustainable growth of MSMEs. Many regions in India, including Jharkhand, possess rich natural resources and indigenous craftsmanship, which can be developed into marketable products. Promoting traditional arts, handicrafts, and eco-friendly manufacturing methods not only preserves cultural heritage but also creates opportunities for green growth. MSMEs that tap into these local strengths can differentiate themselves in global markets by offering unique, sustainable, and ethically sourced products. Additionally, integrating modern design and branding techniques with traditional crafts can crucially enhance their market appeal.

Public-private partnerships (PPPs) are crucial in supporting MSMEs on their path to sustainability. Collaboration between governments, private enterprises, and financial institutions can provide MSMEs with the necessary resources, infrastructure, and market access. PPPs can help develop industrial clusters, facilitate training programs, and create incubation centres that foster innovation and entrepreneurship. Furthermore, such partnerships can streamline credit access and reduce bureaucratic hurdles, enabling MSMEs to focus on scaling their businesses and adopting sustainable practices.

The interplay of innovation, local resource utilisation, and strategic partnerships creates a robust structure for the sustainable growth of MSMEs. These enterprises can act as catalysts for inclusive development by empowering marginalised communities, promoting gender equality, and addressing regional disparities. By adopting environmentally sustainable practices, MSMEs can also contribute to India's climate goals, ensuring long-term growth that balances economic, social, and ecological priorities.

In Summary, the sustainable growth of MSMEs is not just a pathway but a cornerstone for realising the vision of Atma Nirbhar Bharat. To achieve this, a multi-faceted method combining innovation, traditional resource utilisation, and collaborative partnerships is essential. With targeted interventions and a supportive ecosystem, MSMEs have the potential to transform India into a self-reliant, globally competitive economy.

**Conclusion**

Micro, Small, and Medium Enterprises (MSMEs) have emerged as a pivotal force in the socio-economic development of Jharkhand, crucially contributing to employment generation, rural empowerment, and industrial growth. Leveraging the state's rich natural resources and traditional skills, MSMEs have been instrumental in fostering entrepreneurship, particularly in tribal and rural areas. By promoting local industries such as handicrafts, textiles, and agro-processing, MSMEs have created avenues for economic self-reliance and have played a key role in reducing regional disparities within the state. These enterprises not only strengthen the local economy but also align with the broader vision of Atma Nirbhar Bharat by encouraging self-sufficiency and localised production.

Despite their substantial potential, MSMEs in Jharkhand face numerous issues, including limited access to finance, inadequate infrastructure, and a lack of technological adoption. To address these issues, targeted policy interventions are necessary. Strengthening financial inclusion through simplified loan processes and enhanced awareness of government schemes can help MSMEs overcome funding barriers. Improving infrastructure, particularly in rural areas, along with the establishment of industrial clusters, can provide a robust support system for these enterprises. Additionally, fostering collaborations with educational institutions and training centres can bridge skill gaps and enhance workforce productivity.

Stakeholder collaboration is critical for the sustainable growth of MSMEs in Jharkhand. Public-private partnerships can play a transformative role in bringing innovative solutions and technological advancements to the sector. NGOs and local community organisations can also contribute by creating awareness and providing support for marginalised groups to engage in entrepreneurial activities. The government must act as a facilitator, ensuring the implementation of policies that create an enabling environment for MSMEs to thrive. Regular feedback mechanisms and consultations with stakeholders can help address ground-level issues and ensure policy effectiveness.

To align MSMEs with the vision of Atma Nirbhar Bharat, it is essential to integrate modern technology and digitalisation into their operations. Promoting e-commerce platforms and digital marketing strategies can help MSMEs expand their market reach and compete globally. Encouraging green and sustainable practices within the sector can not only attract investment but also contribute to environmental conservation. By emphasising innovation and leveraging the state's unique resources, Jharkhand can position its MSMEs as key players in India's self-reliance journey.

In Summary, MSMEs in Jharkhand hold immense potential to drive inclusive and sustainable growth, provided they receive adequate support from policy structures, financial institutions, and other stakeholders. With strategic interventions and a focus on innovation, these enterprises can become the cornerstone of a resilient and self-reliant economy. The collective efforts of the government, private sector, and local communities can ensure that MSMEs in Jharkhand not only overcome existing issues but also emerge as a model for fostering Atma Nirbhar Bharat across the nation.

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