

# 'Vocal for Local' initiative

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## Context

The **'Vocal for Local' initiative** was launched by the NITI Aayog as part of the [Aspirational Blocks Programme](#).

## About

- The initiative aims to bolster local economies and sell grassroots entrepreneurship.
- It is being applied in partnership with [Government e-Marketplace \(GeM\)](#) and [Open Network for Digital Commerce \(ONDC\)](#) systems.

## Vocal for Local initiative

- Vocal for Local is an idea that urges Indians to get back native products, stimulating economic development and self-sufficiency.
- It asks citizens to prioritize goods produced domestically, thereby strengthening domestic industries.

## Benefits of Vocal For Local Initiative

- Encouraging the purchase of locally made products stimulates monetary increase with the aid of helping nearby corporations, artisans, and producers.
- Small and medium-sized firms are the spine of India and the Vocal for Local helps in strengthening these businesses by providing them with improved visibility and market accessibility.
- Local production usually implies less transportation and carbon footprint, contributing

to environmental sustainability.

- Many domestically made products in India are deeply rooted in the country's rich cultural history and traditions. The initiative helps maintain indigenous crafts and traditions, safeguarding cultural range.
- Vocal for Local fosters an experience of community empowerment by encouraging people to take part in their local products and organizations.

## **The Aspirational Blocks Programme (ABP)**

- The Aspirational Blocks Programme (ABP) was released in 2023.
- **Objective:** ABP specializes in improving governance to enhance the quality of life of citizens in the most difficult and relatively underdeveloped blocks of India.
- 500 blocks from 329 districts across 27 states and four Union Territories of India are part of the programme.
- The Programme method is primarily based on convergence of current schemes, defining outcomes, and monitoring them on a strong basis.
- 40 key performance indexes (KPIs) were selected to measure development of the blocks which have been grouped into 5 topics.

## **Government e-Marketplace (GeM)**

- GeM is the Public Procurement Portal for procurement of goods and services for all Central Government and State Government Ministries, Departments, Public Sector Units (PSUs) and affiliated.
- GeM endeavors to make the general public procurement procedure obvious, efficient and inclusive.
- It is a 100 percent authorities owned company set up beneath the aegis of Department of Commerce, Ministry of Commerce and Industry.
- It gives the gear of e-bidding, opposite e-public sale and call for aggregation to facilitate the government users.

## **Open Network for Digital Commerce (ONDC)**

- ONDC is a community primarily based on open protocol and could allow local commerce across segments, which include mobility, grocery and many others to be observed and engaged by any community-enabled software.
- It is an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industry.
- **Objective:** The platform aims to create new opportunities, lower virtual monopolies and through supporting micro, small and medium organisations and small investors and help them get on online platforms.

**Source: The PIB**

**UPSC Mains Practice Question**

**Q.What do you understand about the 'vocal for local' strategy? Can India afford self-reliance? Will it not isolate India from the global economy? Critically examine. (250 words)**