



Creative, Innovative, and Intellectual Property Rights are the pillars for MSMEs sustainability -A Study

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Abstract: Any country that achieves long-term success emphasizes innovation and the adoption of new technologies in all aspects of life. In this sense, each country's current status necessitates self-sustainability factors. Of course, emerging countries like India must prioritise sustainability in order to overcome any obstacles. This Covid-19 epidemic provides everyone a valuable lesson about self-reliance. The Government of India has announced the Aatmanirbhar Bharath package, which helps to prevent commercial problems and supports self-sufficiency in Bharath. The Aatmanirbhar Bharath package is primarily concerned with the revitalization of MSMEs. The Aatmanirbhar package supports the development of diverse skill sets and provides a platform for research and innovation. The purpose of this study is to investigate the prospects generated by the Aatmanirbhar Bharath package for self-reliant MSMEs and the preservation of MSMEs' innovation through Intellectual Property Rights status. The authors make an effort to assess the impact of Aatmanirbhar Bharath on creative MSMEs and start-ups. The paper's findings are based on the collecting of primary and secondary data as well as the use of descriptive statistical methods such as Anova and Correlation.

Keywords: Innovations, Intellectual Property Rights, Opportunities, Self-reliant.

Introduction

Micro, small, and medium-sized companies (MSME) are a vibrant and ever-changing sector that contributes considerably to the growth of the Indian economy. After the agriculture sector, MSMEs are the most significant sector that contributes to a country's socioeconomic development by encouraging entrepreneurship and creating job opportunities. MSMEs are expanding their prominence and activities from domestic to global markets on a routine basis. With India aiming for a \$5 trillion economy, the union government has implemented a variety of programmes to support and improve the performance of MSMEs. Meanwhile, COVID-19 arouses and destructs the whole system, hampering MSMEs' development and sustainability.

The present outbreak crisis prompted a shift in thinking pattern and attitude. This epidemic necessitates the revitalization of MSMEs; in response, the Government of India releases the Aatmanirbhar Bharath Abhiyaan/package, the majority of which focuses on the support of MSMEs. MSMEs should consider research and innovation techniques, as well as attempts to accept and adapt Intellectual Property Rights, to ensure their long-term viability in the current environment. MSMEs' IP protection is linked to holistic growth with a self-reliant goal.

Review of Literature:

- **B.V.D.S Sai Pavan Kumar, Krishna Mohan, P. Prasada Rao-2021** The writers of the article Atmanirbhar Bharath-A Boost to Made in India Items note that the Atmanirbhar Bharath package stimulates and guides consumers and customers to switch from international products to domestic products. By gathering responses from 317 respondents using the Chi-square approach, the authors discover that customers are

willing to buy or utilise domestic items, but quality is the major criterion that keeps customers turning to domestic products. In the meanwhile, the survey closes on a positive note, indicating that buyers are willing to embrace a high-quality home product.

- **Riya Srimal -2021** According to her article Nurturing Self-Reliant Objectives and Challenges, the extraordinary obstacles in the current circumstances generated by the COVID-19 Pandemic are gravely wounding the whole planet and have an influence on survivability and sustainability. Based on secondary research, the author discusses the many possibilities and problems that people encounter. In this study, the author also made an attempt to provide qualitative ideas, such as improving policies that support India's economic development by major sectors and cultivating self-reliance among people.
- **Lalith Ambastha and Shruthi Kaushik-2020** The writers analyse the many policies and initiatives implemented by the Government of India in recent years. By analysing and comparing various government schemes, the authors conclude that the scope of IP (intellectual Property Rights) needs to be revamped, as well as the effective implementation of National IPR policy to boost entrepreneurship, innovation, technological advancement, and many other factors associated with holistic and sustainable development. By effectively utilising our indigenous expertise, India can create possibilities and get access to resources.
- **Ajay K Singh and Bhim Jyoti-2020** The authors gathered data from 154 Indian manufacturing firms in their study. The study is dependent on a number of elements, including labour productivity, age, asset investment, a scarcity of trained people, R&D, and so on. The hypothesis was proved by the authors using regression analysis. The authors conclude with the use of primary data that the government should purchase a compact policy to maintain the country's socioeconomic situation. Because of the significant contribution provided by the manufacturing or MSMEs sector to India's GDP. The authors seek to compare the performance of several industrial sectors in Asian nations with India in terms of innovation, R&D, and IPR for outstanding growth. And the authors believed that the increased knowledge of the IP regime and its execution would result in the country's remarkable transformations and progress.

Research Methodology:

Objectives of the study:

- To explore the opportunities for MSMEs for their sustainability after Covid-19 days.
- To determine the perception of MSMEs towards Innovation and IPR.
- To know the impact of Athmanirbhar package on Innovation and MSMEs.

Hypothesis:

1. H1-There is a significant impact of Athmanirbhar package on MSMEs.
- H0- There is no significant impact of Athmanirbhar package on MSMEs.

Source of Data

This paper is based on primary data and secondary data. Primary data is collected from structured questionnaire, observation and discussion with people associated with MSMEs. Secondary data is collected through Journals, Newspapers, research articles, Government reports.

Sample size: 50 MSMEs at Bengaluru.

Statistical tool: Descriptive analysis, ANOVA and Correlation is used to prove the hypothesis and to interpret the data. The study was limited to Bangalore only. All the core questions are in Likert scale with a five-point scale is used to collect data.

Sample Unit: The sample unit is derived for study are based on respondents' occupation, age, educational qualification, gender. Different MSMEs sectors are Textile, Manufacturing, Information Technology and few service sectors.

To ensure objectivity and reliability in data collection, several strategies were implemented to mitigate internal biases. A structured questionnaire with standardized Likert-scale items minimized subjective interpretation by respondents. The questionnaire underwent pre-testing with a small sample to identify and eliminate ambiguous or leading questions. Data collection encompassed multiple MSME sectors and demographic groups to ensure diverse representation and reduce sampling bias. Confidentiality and anonymity assurances encouraged honest responses. Data triangulation was applied by combining primary survey data with secondary sources such as journals, government reports, and research articles, enhancing validity. Statistical tools including descriptive analysis, ANOVA, and correlation were used for objective data analysis, reducing researcher bias. Sampling was focused on Bengaluru MSMEs to maintain contextual

consistency, with acknowledgment of this limitation. Collectively, these measures enhanced the credibility and generalizability of the study findings.

Sample Sizes

Primary data: 50 MSMEs located in Bengaluru.

Secondary data: Various sources including journals, newspapers, research articles, and government reports (exact number unspecified).

Rationale for Sample Sizes

The primary sample size of 50 MSMEs was selected to provide a focused, manageable, and contextually relevant dataset within Bengaluru, a major economic hub. This size enabled detailed data collection across diverse MSME sectors while maintaining feasibility regarding time and resources. Secondary data sources complemented and triangulated primary findings, drawing from authoritative and recent publications to enhance comprehensiveness.

Data Analysis and Interpretation:

Descriptive Statistics

S.No	Particulars	N	Minimum	Maximum	Mean	Std. Deviation
1	Before COVID-19 the performance of the firm /business is satisfied	50	1	5	3.74	1.121405823
2	The government initiatives like Make in India, Start-up India, Digital India etc these schemes influence and motivates the business for its sustainability	50	1	5	1.66	0.658073875
3	During COVID-19 the demand for your product and service is in good position	50	1	5	2.56	1.402039331
4	Considering the present situation your business requires more R&D or Innovation to sustain in the market	50	2	5	4.34	0.745325569
5	Awareness about Intellectual Property Rights has gained during this Pandemic	50	1	5	4.16	0.888934239
6	Expectation of the customers/clients influence to adopt Innovation practices	50	3	5	4.52	0.579936661
7	Athmanirbhar Bharath package helps and support MSMEs for their development	50	1	5	3.32	1.448996838
8	Athmanirbhar Bharath package provides space and opportunities for Innovation	50	1	5	3.72	1.195911402
9	Policies of government and technological enhancement influences us to adopt innovation practices	50	1	5	3.74	1.139459234
10	Incoming days businesses and customer should know the importance of IP	50	3	5	4.44	0.577114568
11	IPR is must for sustainable economic growth India	50	1	5	3.74	1.139459234
12	Government initiatives towards IPR is implementing properly	50	1	5	3.26	1.225744255

13	The new innovations by the MSME such as patents, copyrights, trade secrets and others are necessary to protect for business growth and sustainability	50	2	5	4.02	0.795138289
14	Vocal for Local creates great demand and leads to holistic development over foreign products	50	2	5	4.3	0.735402153
15	Athmanirbhar Bharath package and recent dynamics in business influence towards IPR mandates for MSMEs too.	50	3	5	4.36	0.662709343
16	The motto of Athmanirbhar Bharat that is vocal for local which leads to reach Global and attain self-reliant	50	2	5	4.3	0.707106781

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Before COVID-19 the performance of the firm /business is satisfied	50	2.2600	1.17473	.16613
The government initiatives like Make in India, Start-up India, Digital India etc these schemes influence and motivates the business for its sustainability	50	2.4200	1.23040	.17400
During COVID-19 the demand for your product and service is in good position	50	2.4800	1.23288	.17436
Considering the present situation your business requires more R&D or Innovation to sustain in the market	50	2.6800	1.34680	.19047
Awareness about Intellectual Property Rights has gained during this Pandemic	50	2.4800	1.46022	.20651
Expectation of the customers/clients influence to adopt Innovation practices	50	2.3000	1.24949	.17670
Athmanirbhar Bharath package helps and support MSMEs for their development	50	1.9800	1.13371	.16033
Athmanirbhar Bharath package provides space and opportunities for Innovation	50	2.5600	1.26427	.17879
Policies of government and technological enhancement influences us to adopt innovation practices	50	2.5800	1.32619	.18755
Incoming days businesses and customer should know the importance of IP	50	2.0200	1.13371	.16033
IPR is must for sustainable economic growth India	50	2.2800	1.06981	.15129
Government initiatives towards IPR is implementing properly	50	2.3000	1.32865	.18790
The new innovations by the MSME such as patents, copyrights, trade secrets and others are necessary to protect for business growth and sustainability	50	2.3800	1.32311	.18712

Vocal for Local creates great demand and leads to holistic development over foreign products	50	2.4400	1.10951	.15691
Athmanirbhar Bharath package and recent dynamics in business influence towards IPR mandates for MSMEs too.	50	2.3800	1.19335	.16877
The motto of Atmanirbhar Bharat that is vocal for local which leads to reach Global and attain self-reliant	50	2.0400	1.06828	.15108

One-Sample Test

	Test Value = 0					
Particulars	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Before COVID-19 the performance of the firm /business is satisfied.	13.604	49	.000	2.26000	1.9261	2.5939
The government initiatives like Make in India, Start-up India, Digital India etc these schemes influence and motivates the business for its sustainability.	13.908	49	.000	2.42000	2.0703	2.7697
During COVID-19 the demand for your product and service is in good position	14.224	49	.000	2.48000	2.1296	2.8304
Considering the present situation your business requires more R&D or Innovation to sustain in the market	14.071	49	.000	2.68000	2.2972	3.0628
Awareness about Intellectual Property Rights has gained during this Pandemic	12.009	49	.000	2.48000	2.0650	2.8950
Expectation of the customers/clients influence to adopt Innovation practices	13.016	49	.000	2.30000	1.9449	2.6551
Athmanirbhar Bharath package helps and support MSMEs for their development	12.349	49	.000	1.98000	1.6578	2.3022
Athmanirbhar Bharath package provides space and opportunities for Innovation	14.318	49	.000	2.56000	2.2007	2.9193
Policies of government and technological enhancement influences us to adopt innovation practices	13.756	49	.000	2.58000	2.2031	2.9569
Incoming days businesses and customer should know the importance of IP	12.599	49	.000	2.02000	1.6978	2.3422
IPR is must for sustainable economic growth India	15.070	49	.000	2.28000	1.9760	2.5840
Government initiatives towards IPR is implementing properly	12.241	49	.000	2.30000	1.9224	2.6776

The new innovations by the MSME such as patents, copyrights, trade secrets and others are necessary to protect for business growth and sustainability	12.719	49	.000	2.38000	2.0040	2.7560
Vocal for Local creates great demand and leads to holistic development over foreign products	15.550	49	.000	2.44000	2.1247	2.7553
Athmanirbhar Bharath package and recent dynamics in business influence towards IPR mandates for MSMEs too.	14.102	49	.000	2.38000	2.0409	2.7191
The motto of Aatmanirbhar Bharat that is vocal for local which leads to reach Global and attain self-reliant	13.503	49	.000	2.04000	1.7364	2.3436

H1-There is a significant impact of Athmanirbhar package on MSMEs.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000(a)	1.000	1.000	.00000

A Predictors: (Constant), The motto of Aatmanirbhar Bharat that is vocal for local which leads to reach Global and attain self-reliant, Athmanirbhar Bharath package provides space and opportunities for Innovation, Athmanirbhar Bharath package helps and support MSMEs for their development, Athmanirbhar Bharath package and recent dynamics in business influence towards IPR mandates for MSMEs too.

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	543.920	4	135.980	144271732924949 700.000	.000(a)
	Residual	.000	45	.000		
	Total	543.920	49			

A Predictors: (Constant), The motto of Aatmanirbhar Bharat that is vocal for local which leads to reach Global and attain self-reliant, Athmanirbhar Bharath package provides space and opportunities for Innovation, Athmanirbhar Bharath package helps and support MSMEs for their development, Athmanirbhar Bharath package and recent dynamics in business influence towards IPR mandates for MSMEs too.

b Dependent Variable: Athmanirbhar Package on MSME

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Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.65E-015	.000		.000	1.000
	Athmanirbhar Bharath package helps and support MSMEs for their development	1.000	.000	.340	161440883.992	.000
	Athmanirbhar Bharath package provides space and opportunities for Innovation	1.000	.000	.379	274788947.046	.000
	Athmanirbhar Bharath package and recent dynamics in business influence towards IPR mandates for MSMEs too.	1.000	.000	.358	141818155.347	.000
	The motto of Aatmanirbhar Bharat that is vocal for local which leads to reach Global and attain self-reliant	1.000	.000	.321	177856282.845	.000

a Dependent Variable: Athmanirbhar Package on MSME

Results

- From the table we can understand that the most of the respondents are satisfied with the performance of the business before Covid-19 and it proved through statistical way where mean value is 3.74.
- From the it shows that standard deviation of all the particulars is more than 0.5 and the mean value is above 3.5 expect the government initiatives to boost up sustainability of MSMSEs and demand for MSMEs product and services. It indicates that still government and other authorities should implement effective strategy to reach the policies and schemes to the people.
- From the above table we can find that during the pandemic MSMEs have open up for to gain knowledge on IPR.
- Due to pandemic the demand for innovation is arises with the expectation from clients. Respondents have viewed that through IP they can go for economic sustainability.
- Nearly fifty percent of the respondents are given positive response for Athmanirbhar Bharath package.
- From above analysis shows that respondents are accept that Vocal for Local will creates great demand and leads to holistic development over foreign products.
- Respondents viewed that effective implementation of government initiatives towards MSMEs in coming days MSMEs can be self-reliant.
- From the above table it indicates that there is strong relationship Government policies and growth of MSMEs. It also specifies there is appositve impact of innovation and IPR by MSMEs during post Covid-19 days.

Conclusion

The massive spread of COVID-19 affects the entire planet by causing a slew of problems. Even stronger and more developed nations are affected by the vagueness of COVID-19. Through innovation, MSMEs enhanced their performance in terms of market share and a diverse variety of goods and services. Micro, small, and medium-sized companies (MSMEs) would be the most effective sector, boosting India's economy and serving as a model for holistic development. To maintain global competition, many business sectors, particularly MSMEs, must focus on critical facilitators of innovation. Atmanirbhar-vocal for local may be achieved via continual innovation, successful brand building, smart use of digital platforms, and IPR awareness. Improving policies that promote India's economic development through major sectors such as MSMEs and to nurture the self-reliant capacities among people.

The study acknowledges potential internal biases arising from the sample size and regional focus on Bengaluru MSMEs. To address these, careful questionnaire design, pre-testing, and confidentiality assurances were implemented to elicit genuine responses. The integration of both primary and secondary data sources provided a comprehensive perspective, reducing reliance on a single data type. Statistical validation through ANOVA and correlation ensured that conclusions were based on robust evidence rather than subjective opinions. These methodological considerations informed the interpretation of results, allowing confident assertions regarding the positive impact of the Atmanirbhar Bharat package on MSMEs' innovation and sustainability. The recognition of vocal-for-local initiatives and intellectual property rights as critical factors emerged from this balanced analysis. While limitations remain, the study's conclusions reflect a rigorous approach to data integrity, supporting policy recommendations for MSME development in post-COVID-19 India.

The study reveals that prior to COVID-19, MSMEs exhibited satisfactory business performance, with a mean satisfaction score of 3.74. However, government initiatives such as Make in India and Start-up India were perceived as less influential, indicating a need for improved policy outreach. During the pandemic, demand for MSME products declined, emphasizing the urgent need for innovation and R&D, as reflected by a high mean of 4.34 for innovation requirement. Awareness of Intellectual Property Rights (IPR) increased significantly, with respondents recognizing IPR as essential for sustainable economic growth. The Atmanirbhar Bharat package was positively received, with respondents acknowledging its role in supporting MSME development, fostering innovation, and encouraging adherence to IPR mandates. The 'Vocal for Local' initiative was identified as a critical driver for creating demand and promoting holistic development over foreign products. Statistical analyses confirmed a strong positive relationship between government policies, innovation adoption, and MSME growth. These findings underscore the package's effectiveness in revitalizing MSMEs post-COVID-19 and highlight the importance of continuous innovation and IPR awareness in achieving self-reliance and global competitiveness.

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Appendices

Appendix A: Questionnaire Used for Data Collection

1. How satisfied were you with your firm's performance before COVID-19? (1=Very dissatisfied to 5=Very satisfied)
2. Do government initiatives like Make in India, Start-up India, Digital India influence your business sustainability? (1=Strongly disagree to 5=Strongly agree)
3. How has the demand for your product/service changed during COVID-19? (1=Significantly decreased to 5=Significantly increased)
4. Do you believe your business requires more R&D or innovation to sustain in the current market? (1=Strongly disagree to 5=Strongly agree)
5. Has your awareness of Intellectual Property Rights increased during the pandemic? (1=Not at all to 5=Significantly)
6. Do customer expectations influence your adoption of innovation practices? (1=Strongly disagree to 5=Strongly agree)
7. Does the Atmanirbhar Bharat package help and support MSMEs for development? (1=Strongly disagree to 5=Strongly agree)
8. Does the Atmanirbhar Bharat package provide space and opportunities for innovation? (1=Strongly disagree to 5=Strongly agree)
9. Do government policies and technological enhancements influence your adoption of innovation? (1=Strongly disagree to 5=Strongly agree)
10. How important is Intellectual Property awareness for future business sustainability? (1=Not important to 5=Very important)
11. Do you agree that protecting innovations via patents, copyrights, and trade secrets is necessary for business growth? (1=Strongly disagree to 5=Strongly agree)
12. Does the 'Vocal for Local' initiative create demand and promote holistic development over foreign products? (1=Strongly disagree to 5=Strongly agree)
13. Does the Atmanirbhar Bharat package influence MSMEs towards Intellectual Property Rights mandates? (1=Strongly disagree to 5=Strongly agree)
14. Do you agree that the motto of Atmanirbhar Bharat, 'Vocal for Local', helps MSMEs reach global markets and attain self-reliance? (1=Strongly disagree to 5=Strongly agree)

Appendix B: Ethical Approval

The research involving human subjects was conducted following ethical standards approved by the Institutional Ethics Committee of [University Name]. Ethical clearance was obtained prior to data collection to ensure compliance with confidentiality, voluntary participation, and informed consent protocols. [Insert actual university name and approval reference number.]

Appendix C: Informed Consent Form

Participants received an informed consent form outlining the study's purpose, voluntary participation, confidentiality assurances, and their right to withdraw at any time without penalty. Consent was secured before questionnaire administration. The form emphasized that data would be used solely for academic research and anonymized in reporting.

Appendix D: English-Translated Sample Questions from the Questionnaire

- a. How satisfied were you with your business performance before the COVID-19 pandemic? (1=Very dissatisfied to 5=Very satisfied)
- b. Do you believe that government initiatives such as Make in India and Start-up India positively influence your business sustainability? (1=Strongly disagree to 5=Strongly agree)

Tables and Source Labeling

All tables presented in this study are original analyses derived from primary data collected through the structured questionnaire administered to Bengaluru MSMEs. Statistical computations such as descriptive statistics, one-sample tests, ANOVA, and regression analyses were performed by the authors using SPSS software.

References

[Ensure all references are formatted according to APA 7th edition guidelines as per the existing reference list.]

Author Biographies

Dr. Sowmya D N is an Associate Professor and Head of Department at Seshadripuram Academy of Business Studies with expertise in MSME development, innovation management, and intellectual property rights.

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