

EDUCATIONAL INITIATIVES OF TODAY TO STIMULATE ENTREPRENEURSHIP TOMORROW

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Abstract

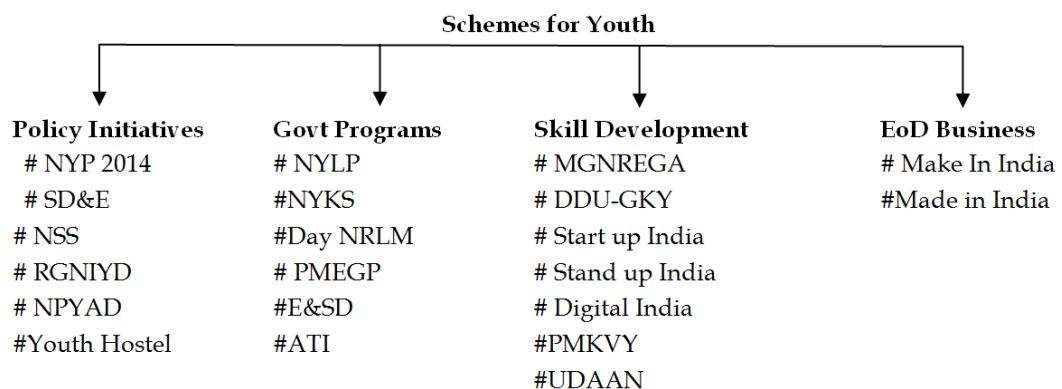
India in its report on "Youth in India 2011" has explicitly asserted that youth is the most valuable segment of the country at the same time it also have been by the whole world that is by 2030. India's population comprises of 34% youth. In the same count it is also has been realized that 87% of the young men and women living in the developing country face challenges of employment. India is not an exception to it. Being a country with more young men & women it is still more challenging of India as regards to the unemployment of Youth. India is going to be the youngest country in the world as the average of India is going to be in the range between 15-24 years. Hence off late both developing and underdeveloped countries have started recognising the potentials of the youth in terms of their capabilities which can solve the unemployment problems in one hand and also contribute towards the economic development on the other hand, in this way countries are trying to provide congenial environment by way of providing financial assistance, tax exemption, concessions to start their venture so that they can equally contribute for revenue generation for themselves in turn contributing to the economic well-being of the country. Though the Government of India is taking numerous initiatives like Make in India, Made in India, Skill India, Digital India etc., the problem of unemployment is not resolved hence this paper suggest that the various scheme of the Government needs to be linked with the curriculum so that the graduate will not only start one's own business but also contribute for the economic development of the nation by way of generating employment opportunities for other youths of this country.

Keywords: Entrepreneurship & Educational initiatives, status of youth, unemployment.

Introduction

India in its report on "Youth in India 2011" has explicitly asserted that youth is the most valuable segment of the country at the same time it also have been by the whole world that is by 2030. India's population comprises of 34% youth. In the same count it is also has been realized that 87% of the young men and women living in the developing country face challenges of employment. India is not an exception to it. Being a country with more young men & women it is still more challenging of India as regards to the unemployment of Youth. India is going to be the youngest country in the world as the average of India is going to be in the range between 15-24 years. Hence off late both developing and underdeveloped countries have started recognising the potentials of the youth in terms of their capabilities which can solve the unemployment problems in one hand and also contribute towards the economic development on the other hand, in this way countries are trying to provide congenial environment by way of providing financial assistance, tax exemption, concessions to start their venture so that they can equally contribute for revenue generation for themselves in turn contributing to the economic well-being of the country. Though the Government of India is taking numerous initiatives like Make in India, Made in India, Skill India, Digital India etc., the problem of unemployment is not resolved hence this paper suggest that the various scheme of the Government needs to be linked with the curriculum so that the graduate will not only start one's own business but also contribute for the economic development of the nation by way of

generating employment opportunities for other youths of this country. Youths are more committed and they are having a dynamic leadership style which makes them more successful in their business endeavor. Having said that the youths having inborn qualities of leadership style, innovation, dynamics etc, still youths are facing certain barriers to start their business by themselves, the followings are identified as the major barriers namely financial, family commitments, access to information and other procedural aspect in relation to establishing the business venture. These barriers were recognized by the government and the Government is trying to eradicate one by one, by way of providing the necessary support in establishing their own business with some sort of concessions and relaxations. In connection to this State Government as well as the Union territory was directed by the central Government to motivate the youth to start their own business endeavors. The Government of India has framed various policies which are helpful for the youth to establish their business. This paper analyse the various initiatives taken by the Government in line with the Youths of India



Policy Initiatives

The department of youth and sports set up a committee called Committee on National Youth Program for the youth for a period between 1996 - 2020, the Prime Minister will act as the Chairperson. The program aims at shaping the youth as well as making them to participate in nation building process. The following are the key areas identified by the committee:

The National Youth Policy, 2014

The National Youth Policy 1988 was replaced in the year 2003 and in the year 2014 with objective of empowering the Youth by making them strong to face the global challenges, channelizing their energies for the nation building. Under this policy the age groups between 15 to 29 years are called as Youth. The NYP 2014 had identified the following areas namely:

Objectives	Priority Areas
1. Create a productive workforce that can make a sustainable contribution to India's economic development	1. Education
	2. Employment and skill development
	3. Entrepreneurship
2. Develop a strong and healthy generation equipped to take on future challenges	4. Health and healthy lifestyle
	5. Sports

3. Instill social values and promote community service to build national ownership	6. Promotion of social values
	7. Community engagement
4. Facilitate participation and civic engagement at all levels of governance	8. Participation in politics & governance
	9. Youth engagement
5. Support youth at risk and create equitable opportunity for all disadvantaged and marginalized youth	10. Inclusion
	11. Social justice

Skill Development and Entrepreneurship

Due to recent advancement on technology and skill development in domestic as well international market the National Skill Development Policy was brought in the year 2009, which was replaced as the National Policy for Skill Development and Entrepreneurship in the year 2015. The policy was framed in such a way so as to have the inclusive growth by linking the skill development with improved production and employability. The following are considered as the key enablers namely Aspiration and Advocacy, Capacity, Quality, Synergy, Mobilization and Engagement, Global Partnerships, Outreach, ICT Enablement, Trainers and Assessors, Inclusivity and Promotion of skilling among women.

Government Programmes

National Young Leaders Programme

This **Programme (NYLP)** was formulated in the year 2014-15 with a view to enabling the youth in the process of National Building. The major components of the programme includes (a) Neighbourhood Youth Parliament for educating on the socio-economic issues especially in village communities, (b) Youth for Development Programme with the aim of channelizing the young energies in the nation building process, (c) National Young leaders awards for recognizing the youth excellence in their respective field of work, (d) National Youth Advisory Council to advice the ministries and department on the youth related issues, (e) National Youth Development Fund was set up for the purpose of empowering Youth. There are 5,092 such programmes have been organized by the Ministry of Youth affairs and sports during the year 2014-15.

Nehru Yuva Kendra Sangathan

This organization was launched in the year 1972, having 8.5 million youth enrollment this is considered to be the largest youth organisations among the other countries. The Programme aims at developing the personality and leadership qualities among the youth so as to make them actively participate in the economic development. The core areas of the programme includes Entrepreneurship and self employment including women empowerment, sanitation and cleanliness, environment conservation, rural development, skill development and disaster relief and rehabilitation, etc. these programmes are classified as the three namely, core programmes, programmes organized with funding from National Programme for Youth & Adolescent Development and programmes organized in collaboration with other ministries

National Service Scheme

This Scheme was established in the year 1969 with the aim of inculcating the social responsibilities, shaping the leadership qualities and characters among the students communities so

that these voluntary services can be utilized at the critical times of disasters and calamities etc.,. As per the recent record there are 36.42 lakh volunteers in its roll of universities, colleges, senior secondary schools.

Rajiv Gandhi National Institute of Youth Development

This Institute was found in 1993 with the objective of educating the youth in multi-dimensional perspective by providing post graduate level academic programmes. Being the deemed university the apex institute works in close relation with the youth organization like NSS, NYKS etc.,.

National Programme for Youth and Adolescent Development

This Scheme was introduced in the year 2008 with the aim of providing financial assistance to both governmental and non-governmental organization for the purpose of undertaking developmental activities exclusively for the Youth and Adolescent. As on 2015-16 Rs.20.40 crores were granted to various organizations for the purpose of developmental activities relating to the Youth and Adolescent. The major components of the Schemes are (i) Youth Leadership and Personality Development Training, (ii) Promotion of National Integration, (iii) Promotion of Adventure; Tenzing Norgay National Adventure Awards, (iv) Development and Empowerment of Adolescents and (v) Technical and Resource Development.

Youth Hostels

The provision of Hostels facilities were introduced with the aim of providing accommodation at the reasonable rate so as to enable the youth to experience the various historical places and places of cultural importance. Under this scheme the construction cost of the Hostel borne by the Central Government and the State Government bears the cost of maintenance such as water, electricity etc.,. There are 83 Youth Hostels have been established across the country out of which six hostels have been certified as the ISO 9001:2008 [Agra (Uttar Pradesh), Dalhousie (Himachal Pradesh), Jodhpur (Rajasthan), Mysore (Karnataka), Panaji (Goa) and Puducherry].

Assistance to Scouting and Guiding Organisations

This Scheme was initiated in the year 1980 with objective of providing financial assistance to organisations for the purpose of organising various programmes for young boys and girls related to adult literacy, youth empowerment, community services, training camps and skill development programmes.

Kill Development of Youth

MGNREGA

The Mahatma Gandhi National Rural Employment Guarantee Act was initiated with the aim of providing at least 100 days of guaranteed employment to every rural adult members volunteer to do unskilled manual work. As the provisions of the act the applicants are to be employed within 15 days and such employment should be located within 5 km of their residence, if the applicants are not employed within 15days then they are entitled to an unemployment allowance.

Deen Dayal Upadhyaya Grameen Kaushalya Yojna

This scheme (DDU-GKY) was launched by the Ministry of Rural Development, which focused on skilling the rural unemployed youth so as to enable their employability. This program also supports the other programs like Make in India, Made in India, Digital India, Start-Up India, Stand-Up India and Smart Cities. This scheme is extended to 21 States and UTs.

National Rural Livelihoods Mission

Aajeevika-NRLM was launched by the Ministry of Rural Development in the year 2011 which was later in the year 2015 renamed as Deen Dayal Antayodaya Yojana with objective of creating institutional platform for rural poor so as to enable them to increase their income sustainable enhancement with access to various finance service.

Prime Minister's Employment Generation Programme

In the year 2008-09, the Ministry of Micro, Small and Medium Enterprises launched this programme by combining the Prime Minister Rojgar Yojana and Rural Employment Generation Programme so as to provide continuous and sustainable employment to youth if rural as well urban areas.

Enterprise and Skill Development

The Ministry of Micro, Small and Medium Enterprises organizes various vocational and entrepreneurship development programmes. The EDP programmes stimulates the trainees to venture their own business in the field of electrical, electronic and food processing sectors. The programme includes (i) Entrepreneurship Development Programmes EDPs to nurture the talent of youth on various aspects of business (ii) Entrepreneurial Skill Development Programme (ESDP) for upgrading various skills relating to production, technology, IT etc., for existing as well as prospective entrepreneurs. (iii) Management Development Programmes MDPs for making efficient decision-making so as to increase in the productivity and profitability (iv) Industrial Motivation Campaigns IMCs of 1 to 2 days conducted to motivate entrepreneurs to set up MSEs so as to lead them towards self-employment. (v) Vocational and Educational Training for the purpose of conducting long term, short term, trade/field-specific and industry-specific tailor-made courses for the young and energetic aspirants.

Assistance to Training Institutions Scheme

This scheme enable the training Institutions to establish the Entrepreneurship Development Institute (EDI) for the purpose of strengthening the infrastructure, skill development activities generate self employment opportunities at the rural as well urban areas.

Pradhan Mantri Kaushal Vikas Yojana

The Ministry of Skill Development & Entrepreneurship through National Skills Development Corporation established this program in the year 2015 with the objective of providing skill training to Indian Youths which will help them to be employable. The target for the next block period between 2016-2020 is to provide skill development for 10 million youths of India.

UDAAN

The programme was launched with objective of providing skills training to J&K youths so as to improve the employability and to help the corporate to identify the talented youths. The Youth under the scheme means graduates, post graduates and three year engineering diploma holders for J&K

Ease of Doing Business

Make in India

This initiative was launched in the year 2014 by the honorable Prime Minister of India with the view to motivate the citizens, businessman, partners and investors of domestic as well as foreign countries to manufacture / produce the products in India by providing sufficient infrastructure facilities. By making products in India, the employment opportunities will increase. This program achieved a FDI inflow of USD 77 billion during the period of 2014-16 i.e. 44% increase in FDI flow in India.

Start Up India

This scheme was launched in the year 2015 with view to promote India as a start up hub across the world by way of liberalizing the start up procedures, financial assistance, self compliance certification, tax holidays, reduction in registration cost of patent etc.,

Stand Up India

This scheme was introduced in the year 2016 to stimulate the entrepreneurship among women and scst communities by providing bank loan ranging from 10 lakhs to crores. The core areas of the scheme are handholding support, providing information on financing and credit guarantee at the gross root level entrepreneurs for the purpose of economic empowerment.

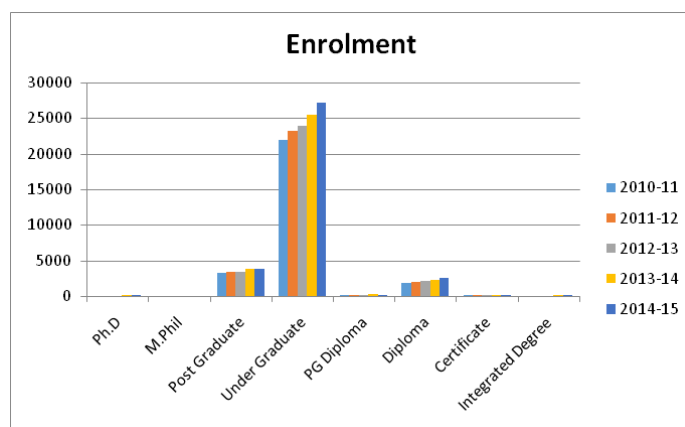
Digital India

It is the initiative made by the Government of India to transform the government related services into electronic supported services for the purpose of providing efficient government services. This program aims at developing a secure & stable digital infrastructure with universal digital literacy. The Government initiative like Make in India, Made in India, skill India etc., will

Student Enrollment in Higher Education (In 000)

	2010-11	2011-12	2012-13	2013-14	2014-15
Ph.D	77.8	81.4	95.4	107.9	117.3
M.Phil	25.3	34.2	30.4	31.4	33.4
Post Graduate	3269.7	3367.2	3448.2	3822.2	3853.4
Under Graduate	21972.3	23175	23890.3	25500.3	27172.3
PG Diploma	139.9	196.2	194.1	276.5	215.4
Diploma	1813.4	2071.6	2207.6	2285.6	2507.7
Certificate	144.3	184.7	191.9	187.3	170.2
Integrated Degree	57.1	74.1	94.7	125	141.9
Total	27499.7	29184.3	30152.4	32336.2	34211.6

Source: All India Survey on Higher Education (AISHE); Department of Higher Education, M/o HRD.



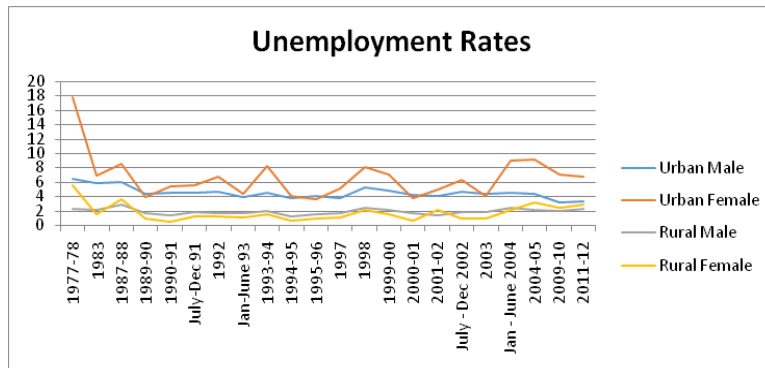
Interpretation

In the background of all the schemes of Government of India if we look at the above we can observe that the that the students enrolment over a period of 5 years ranging from 2010 - 2015, is in the upward trend, especially enrolment in the undergraduate level has grown significantly i.e., 23.67% (21972.3 for 2010-11 and 27172.3 for the year 2014-15) this reveals the importance of higher education among

the Indian population is growing and it is observed that the youth is aiming for a better employment on the basis of their educational qualifications.

Unemployment Rates (fig in %)

Year	Urban		Rural	
	Male	Female	Male	Female
1977-78	6.5	17.8	2.2	5.5
1983	5.9	6.9	2.1	1.4
1987-88	6.1	8.5	2.8	3.5
1989-90	4.4	3.9	1.6	0.8
1990-91	4.5	5.4	1.3	0.4
July-Dec 91	4.5	5.5	1.8	1.2
1992	4.6	6.7	1.6	1.2
Jan-June 93	3.8	4.3	1.6	1
1993-94	4.5	8.2	2	1.4
1994-95	3.7	4.1	1.2	0.5
July 95- June 96	4	3.6	1.5	0.8
Jan -Dec 97	3.7	5.1	1.6	1
Jan -June 98	5.3	8.1	2.4	2
July 99 -June 2000	4.8	7.1	2.1	1.5
July 2000 - June 2001	4.2	3.8	1.6	0.6
July 2001 - June 2002	4.1	4.9	1.4	2
July - Dec 2002	4.7	6.3	1.8	0.9
Jan - Dec 2003	4.3	4	1.8	0.8
Jan - June 2004	4.5	9	2.4	2.1
July 2004 - June 2005	4.4	9.1	2.1	3.1
July 2009 - June 2010	3.1	7	2	2.4
July 2011 - June 2012	3.2	6.7	2.2	2.8



Interpretation

However when we go through the records of the unemployment status the data reveals that the unemployment rates are found to be higher in urban area than that of rural areas, especially female unemployment rate is highest in the urban i.e., 7% and rural at

3% rate. Hence one can infer that the educated youths are facing the unemployment problem due to the gap between the educational curriculum, unemployment and the various scheme provided by the Government of India. The traditional educational system was aiming at the employability rather than generating employment opportunities. This gap can be filled possibly by imparting the entrepreneurial education at the undergraduate level irrespective of the streams of education so that while studying the students will be having an opportunity to know about the Government initiatives as well as how to start their business endeavor.

Conclusion

India has the significant advantage over the other countries with respect to youth population i.e., as per the Census 2011, India's total youth population has increased to 422 million as compared to 1971 it was 168 million and the maximum number of students are at the under graduate level programs but still youths of India are facing serious problem of unemployment. The ILO has predicted that the India's unemployment rate is expected to grow from 18.3 million (2017) to 18.6 million and 18.9 million in the respective years of 2018 and 2019. Though the Government of India has initiated a numerous programs such as Make In India, Made In India, Start Up India, Stand Up India, Skill India and Digital India etc., with view to assist the young entrepreneurs to venture their own business so that they create an employment opportunity not only for oneself but also for the job seekers this is the quickest way in which India can attempt to eradicate the unemployment. But the awareness among the youth on the entrepreneurial education on the various schemes of starts ups is significantly low. It was believed that through education the young population can be stimulated to take active part in the process of nation building. From this paper it was found that there is huge gap between the Government initiative on the entrepreneurial education and the traditional education system which is prevailing in the country. Hence the authors are suggesting that these initiatives of the Government for the youth with respect to various Start Up program can be made as the curriculum so as to stimulate the entrepreneurial qualities at the early stage of the college education. In this way the student will be aware of entrepreneurial opportunities and assistance with respect to finance, marketing, skill development, technological advancement.

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