RURAL EMPLOYMENT

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Abstract: Gandhi ji said, “If villages prosper the country will prosper, if villages sink the country will sink”. Keeping this in view, the Indian State has initiated a number of development measures for all round development of India. Poverty and unemployment are two major problems India faces. India is the second-largest country in the world as measured by population, with about 1.2 billion people. It is also an emerging economic power, with a strong growth record spreading over the last twenty years. In terms of size, India is the tenth- or fourth largest economy in the world, depending on whether market exchange rates or purchasing power parity rates are used to translate local currency to dollars. In the contemporary scenario where our nation is set to emerge as one of the world’s most thriving and promising economy, it is imperative that rural India take the centre stage and to do so ministry of rural development has relentlessly been working on this and pioneered various flagship programmes like GGD-UKY, SPMRM.

Keywords: Rural employment, skill India, rural development, nsdc skill gap

I. INTRODUCTION

Rural development in India has witnessed several changes over the years in its emphasis, approaches, strategies and programmes. It has assumed a new dimension and perspectives as a consequence. Rural development can be richer and more meaningful only through the participation of clienteles of development. Just as implementation is the touchstone for planning, people's participation is the centerpiece in rural development. People's participation is one of the foremost pre-requisites of development process both from procedural and philosophical perspectives. For the development planners and administrators it is important to solicit the participation of different groups of rural people, to make the plans participatory.

II. REVIEW OF LITERATURE

Asthana (1987) worked out in “RLEGP helps in Solving Rural Unemployment”, the drafting and implementing of programmes of rural development. Rural employment programmes are not doles – they create durable community assets which give direct benefit to the village poor and broaden the source base of the village economy and hence employment.7 S.M. Shah (1989) examined in his paper, “Rural Employment Need Massive Expansion for Employment Creation and Alleviation of Poverty”, and says that employment potential is designed to go up by 4 percent per year, well above the expected growth of labour force at about 2.5 to 2.6 percent. Various programmes have been implemented for generating employment opportunities and domestic GDP were raised in the economic development.12 Hemchand Jain (1989) had made a study on “Enlarging Employment in Rural Areas”, to achieve a more rapid and diversified growth of economic activities development of the employment structure throughout the country. The researcher finds out the strategy of capital intensive in agricultural field for creating employment generation for growth strategy.
III. OBJECTIVES OF THE STUDY:
The objective of the study is to:-
1. Seek out the current trends in rural labour, employment and the upliftment of rural India through major policies framed by GOI
2. To enhance living standards in rural area and reduce poverty.
3. To insure equally justice and equalisation of opportunities in the society.

Rural employment
Enhancing employment opportunity in rural areas is a necessary condition for economic development to occur. While economic development does not merely meant just creation of job, but creation of job is also a part of the economic development. Rural areas differ from national areas in many ways, they have everything in deficit say it employability, skill generation, income etc. Employment opportunities can be generated in rural as well as urban areas through setting up of new self employment ventures/projects/micro enterprises. The scheme is formulated by merging Prime Minister’s Rozgar Yojana (PMRY) and Rural Employment Generation Programme (REGP)

IV. SKILL DEVELOPMENT IN INDIA–PRESENT STATUS AND RECENT DEVELOPMENTS
India is one of the youngest nations in the world with more than 54% of the total population below 25 years of age.
India’s workforce is the second largest in the world after China’s. While China’s demographic dividend is expected to start tapering off by 2015, India will continue to enjoy it till 2040.
India’s formally skilled workforce is approximately 2% - which is dismally low compared to China (47%), Japan (80%) or South Korea (96%). To leverage our demographic dividend more substantially and meaningfully, the Government launched the “Skill India” campaign along with “Make in India”.
In this brief, we look at the Skill Development ecosystem in India - the need for Skill Development, initiatives taken by the Government and schemes introduced for skill government by the present government.

V. NEED FOR SKILL DEVELOPMENT
Livelihood opportunities are affected by supply and demand side issues. On the supply side, India is failing to create enough job opportunities; and on the demand side, professionals entering the job market are lacking in skill sets. This is resulting in a scenario of rising unemployment rates along with low employability.

Job Creation: Between 1999-2000 and 2004-05, the number of jobs increased by 59.9 million persons (assessment by usual status) against an increase in labour force of 62 million.
Though, the increase in employment kept pace with increase in labour force for the next 5 years, the total increase in jobs was only 1.1 million. Employment generation picked up from 2009-10, with 13.9 million people finding jobs in 3 years.
However, 14.9 million people entered the job market during this period. Currently about 26 million people enter the working age group every year with about 65% of them looking for jobs.

Youth Skilling: While keeping pace with employment generation is one issue, employability and productivity of those entering the labour market is another issue. As per the India Skills report 2015, only 37.22% of surveyed people were found employable - 34.26% among male and 37.88% among
female. NSSO (2010) showed that only 10.1% of the labour force had received vocational training, with only 25.6% among them receiving a formal vocational training. India ranked last among 60 countries on labour productivity (World Competitiveness Yearbook, 2012).

**Demand for Skilled Workforce:** CII (2009) had projected Incremental Human Resource Requirement till 2022 at 201 million, making the total requirement of skilled work force by 2022 at 300 million. A major share of these jobs was to be added in the manufacturing sector, with the National Manufacturing Policy (2011) targeting 100 million new jobs in manufacturing by 2022. The National Skill Development Policy (2009) had set a target of skilling 500 million people by 2022. More recently, study reports commissioned and released by Ministry of Skill Development assessed an incremental human resource requirement across 24 sectors as 109.73 million by 2022.

**VI. GOVERNMENT POLICIES ON SKILL DEVELOPMENT**

The Government has recognized the need for Skill Development with the 11th Five Year Plan providing a framework to address the situation. The first National Skill Development Policy was framed in 2009 and subsequently a National Skill Development Mission was launched in 2010. The Policy was to be reviewed every five years to evaluate the progress and revised appropriately.

The 12th Five Year Plan observes that Skill development programmes in the past have been run mainly by the government, with insufficient connection with market demand. It has called for an enabling framework that would attract private investment in Vocational Training through Public–Private Partnership (PPP). The NDA Government created a Ministry of Skill Development & Entrepreneurship to address the Skill Development needs.

**VII. MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP**

A Department of Skill Development and Entrepreneurship was created under the Ministry of Youth Affairs and Sports in July, 2014 and was subsequently upgraded to full-fledged ministry in November 2014.

The role of the Ministry involves coordinating and evolving skill development frameworks, mapping of existing skills and certification, industry-institute linkages among others. Human Resource and Skill Requirement reports across 24 sectors were prepared which serve as a baseline for all skill development initiatives.

The Ministry works primarily through the National Skill Development Corporation (NSDC), National Skill Development Agency (NSDA), and the Directorate of Training (DT).

Of the 500 million targeted to be skilled under the National Skill Development Policy 2009, the National Skill Development Corporation (NSDC) was mandated to skill 150 million, while the Directorate General of Employment and Training (DGET), under the Ministry of Labour and Employment was to skill 100 million. Currently, over 70 skill development schemes across various sectors are being implemented by over 20 Central Ministries/Departments. The roles and functions of these entities are mentioned below.
VIII. DRAFT NATIONAL POLICY FOR SKILL DEVELOPMENT AND ENTREPRENEURSHIP 2015

The objective of the Policy is to meet the challenge of skilling at scale with speed, standard (quality) and sustainability. It aims to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link skilling with demand centers. The Policy lists out ten major directions for the Skill Development Framework, including increasing the capacity, synergy among existing schemes, global partnerships and inclusivity. It seeks to address the lacunae in Entrepreneurship by steps like streamlining entrepreneurship in education system, inventing business through mentorship, fostering social entrepreneurship, promoting inclusivity, improving the ease of doing business and providing access to finance. It also mentions the possibility of the launch of the National Mission for Skill Development &Entrepreneurship in next six months. The policy encourages companies to spend at least 25% of Corporate Social Responsibility (CSR) funds on skill development, seeks to introduce fee paying model along with Skill Vouchers, and set up a Credit Guarantee fund for Skill Development. A ‘Project Implementation Unit’ (PIU) is also proposed to be set up to review the implementation and progress of the various initiatives under this policy.

Selected Schemes and Funding
The Government has introduced new schemes along with a revamp of few existing schemes. Some of the more important ones are listed below, along with information on implementing agencies and budgetary outlay for this financial year.
**Pradhan Mantri Kaushal Vikas Yojana (PMKvy):** This is a flagship outcome-based skill training scheme aimed at benefiting 24 lakh youth. A monetary reward is provided to trainees on assessment and certification. The steering Committee for PMKVY is responsible for providing directions for implementation.

Implementing Agency: The scheme will be run through the National Skill Development Corporation (NSDC), by the Ministry of Skill Development and Entrepreneurship Scheme Outlay (2015-16):
Budgetary Allocation of Rs 1,500 crore (including awareness, mobilization and administrative expenses).
NSDC supports vocational training institutes by providing funding up to 75% of the total project cost in case of for profit entities and up to 85% of the total project cost in case of not for profit entities.

**Deen Dayal Upadhyaya Gramin Kaushal Yojana (DDU-GKY):**
The Skill component of NRLM, Aajeevika Skills, has been revamped as the Deen Dayal Upadhyaya-Grameen Kaushalya Yojana.
The minimum entry age for the scheme has been reduced to 15 years (from the earlier 18).
Training will be imparted through 1500-2000 centers to be set up for the purpose over the next two years.
The Government is also exploring a Project for providing Livelihoods in Full Employment (LIFE) for skilling the unskilled workers in NREGA.
This project is likely to start from mid-July.

Implementing Agency:
The DDU-GKY National Unit in the Ministry of Rural Development functions as the policymaking, technical support and facilitation agency. DDU-GKY State Missions provide implementation support and the Project Implementing Agencies (PIAs) implement the programme through skilling and placement projects. Scheme Outlay(2015-16):
Budgetary Allocation of Rs. 1200 crores.
This scheme will run with a changed sharing pattern, with states bearing the revenue expenditure.

Other Schemes:
Under the Deen Dayal Upadhyaya Antyodaya Yojana (DAY) scheme, Ministry of Housing and Urban Poverty Alleviation will undertake skill development of 5 lakh urban poor per year. The first phase of DAY in urban areas is to be implemented from 2016-17. The Ministry has signed a Memorandum of Undertaking (MoU) with NSDC to assist in training.
Other new programmes include NaiManzil for education and skill development of dropouts; USTTAD(Upgrading Skills and Training in Traditional Arts/Crafts for Development) to conserve traditional arts/crafts and build capacity of traditional artisans and craftsmen belonging to minority communities; NaiRoshni, a leadership training programme for minority women; and MANAS for upgrading entrepreneurial skills of minority youth.

**IX. CONCLUSION**
What shape “various employment schemes” will take and what more it can do time can tell. but no doubt it seems to be a good initiative –providing skills to people .because india is among the few
countries across the world whose working age population is very high. It is also high time now measures are taken to improve the physical and mental development of the youths of the country so that none of them remains unemployed problems also get reduced, it is time to open up avenues by which the youth accepts responsibility and no one remains idle and burden to the country.

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