



Strategies towards improving employability among youth – new avenues

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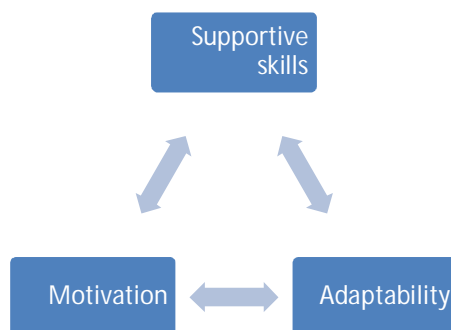
Abstract: This paper focuses on Indian youth & their behavioral responses to new consumer trends & job opportunities. Indian youth show great opportunities towards upward growth. Youth trends in India show great deviation towards consumerism. Indian youth are highly knowledgeable & information seeking. Their sophistication levels have increased. With 65% of the population within the working age bracket India needs pushing towards greater job opportunities.

Keywords: consumerism, job opportunities, employment

The strategies towards employment creation needs mechanism as shown in diagram (1) including creating awareness about strategies for creation of new job opportunities in semi urban & tier II & III cities. The budgetary provision for a larger investments in infrastructure with supportive reforms for societal progression including education health communication etc. Promotion of public private partnerships in funding growth projects which helps in removal of any

imbalances in funding for developmental projects.

The Concept of employability – The employability is an outcome of your range of skills, knowledge, aptitudes, behaviors, and work and life experience. In simple words employability is the potential of the individual to be employed and to progress successfully in employment. Employers need special attributes which contribute to the success in the workplace like as shown in diagram (2)



1. skill of being a team worker
2. good communication skills in transforming the work station to a career unit
3. motivation toward work completion
4. patience & endurance to work pressures



5. adaptive nature of the candidate to work culture

Considerations

1. Indian youth need more variety of jobs as Indian job market has grown outside Indian political boundaries. The Indian students are training towards global jobs which need supplementary skills & internships. There is a necessity to augment skill training for Indian youth at college level. The necessity to make the training more accommodative for the students furnishing their skills is needed.

The labor market regulations have to be eased out. The labor laws & labor regulations guiding the labor is still very traditional there is a need to change the labour guidelines with suitable interventions.

The inhibitions ruling the labor mobility has to change. proper policy intervention

Indian youth have to be trained in meeting global job market demands. training in soft skills , communication skills , interview skills, human resources

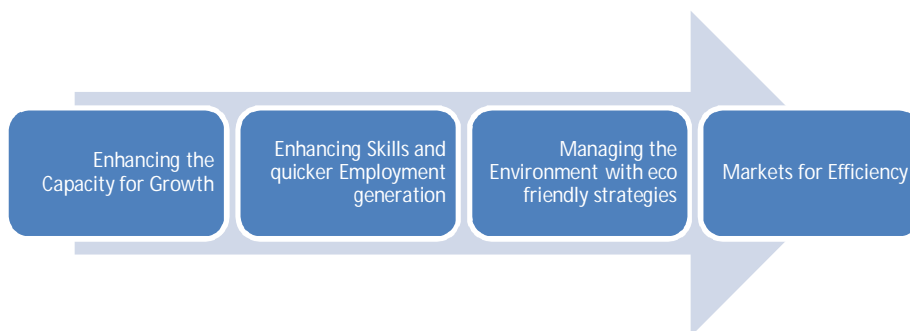
Strengthening the e-governance infrastructure

Single window clearance for development projects

goods & service tax needs greater intervention

Increasing emphasis on social professional networks: Social professional networks have developed over the last four years and are now the number one source of quality hires for Indian staffing firms. Social networking has evolved to become a vital source for quality placements in the country, followed by job boards. Referral programs are also reappearing in the hiring market. Online professional networks are the most preferred channels today for promoting a firm's brand. Indian staffing leaders are of the opinion that brand is a priority as organizations can surge ahead by having a proactive brand strategy in place and measuring its success using qualified metrics. Leveraging social networking and social media more effectively will be vital to stay ahead, for both organizations and job seekers.

Calculated increase in placement budgets
A whopping 81% of Indian staffing leaders plan on increasing their placement budgets. This is good news for HR recruiters and job seekers as the gap between hiring volumes and recruitment budgets is gradually narrowing. Additionally, the most significant metric for Indian staffing firms is the number of placements, followed by client satisfaction, quality of placements, and pipeline of qualified candidates. Thus there is a necessity towards augmenting employability among the youth with Capacity building which leads to enhancing their employability skills as shown in diagram (3)



1. Enhancing the Capacity for Growth
2. Enhancing Skills and quicker Employment generation
3. Managing the Environment with eco friendly strategies
4. Markets for Efficiency
5. Building market Inclusion mechanism
6. Decentralization, Empowerment and Information
7. Technology and Innovation
8. Securing the Energy Future for India
9. Accelerated Development of Transport Infrastructure
10. Rural Transformation and Sustained Growth of Agriculture
11. Managing Urbanization
12. Improved Access to Quality Education
13. Better Preventive and Curative Health Care.

Indian youth can find employment opportunities in

1. Solar energy sector
2. Bio diesel sector

3. Health care sector
4. Textiles & garments export

There are several new career openings which are attracting youth these days.

1. **Data crunching** in Market research & marketing is attracting job seekers as companies are creating huge databases to know customer behaviour trends
2. **Personal counseling & personal therapy for** mental health is an important field which attracts jobs. people these days are suffering from several diseases pertaining to mental health. Stress , time management, workplace pressures , family tensions, relationship problems. etc is causing mental health problems . It is expected that 40% rise in 2020
3. **New technology** will continue to generate breakthroughs in medicine, manufacturing, transportation, and many other fields, biotechnology and biomedicine, nanotechnology, robotics, and 3D printing, which allows the manufacture of physical products from a digital data file are needed. There is a



demand for students trained in robotics & nano technology

4. **Computer engineering** is another field which is attracting students these days. There are lot of jobs created in this field. Linking computer systems together at a high level is very important. A high speed computing is increasingly a prime competitive advantage. The companies are in need of faster networks which is seamless & more faster & more secure.
5. **Eco conservation:** These days Global environment conservation is gaining importance. There is only one planet & all population need to live in this planet in harmony. The resources of the Planet are limited while the human wants are unlimited. Hence green career meaning career in ecological conservation is gaining popularity. Research in prevention of global warming, prevention of technological misuse, controlling depletion of resources, e data collection about carbon emission etc are attracting employers. The funding to these headings has increased while creation of awareness about green careers is on the way.
6. **E-planning:** These are the days of e-planning each event needs meticulous planning hence event management has attracted youth to take up as a career.
7. **Money management** is also very important because money needs to be invested cleverly. Thus there is a need for finance experts

finance analysts, finance data collection organizations, finance forecasting, auditing, accounting etc. There are lots of opportunities in banking sector investment sector, business sector, etc.

8. **Entrepreneurship building & entrepreneurship promotion**
Above all there is a great demand for entrepreneurship building & entrepreneurship promotion. This sector is a growing sector which is attracting youth. There a rise in the institutional formats. These days several Institutes are giving leadership & entrepreneurship building training as a part of the traditional degree courses. Giving training towards capacity building is very important as this training promotes supportive base for leaders to emerge as entrepreneurs.

Besides all these there is a growing demand for getting into

1. used car dealership assistance providers
2. hair saloons / tattoo saloons / nail art saloons,
3. pet grooming / pet services / pet breeding / pet foods/ pet carriages / pet accessories etc
4. social networking service providers
5. online data processing support providers
6. online translation service providers



7. bio- medical engineering service providers

8. personal health care service providers

All these new career need planning & training

1. A planned sequence of activities and previous experiences to achieve specific competencies such as self-appraisal, decision making, goal setting, and career planning are needed

2. Accountability and program improvement (based on results of process / outcome evaluations

3. Qualified leadership

4. Effective management needed to support comprehensive career guidance programs

5. A team approach where certified counselors are central to the program

6. Adequate facilities, materials, resources

7. Strong professional development activities so counselors can regularly update their professional knowledge and skills

8. Different approaches to deliver the program such as outreach, assessment, counseling, curriculum, program and job placement, follow-up, consultation, referral

9. Teaching labor market changes and complexity of the workplace

10. Broadening knowledge, skills, and abilities

11. Improving decision making skills

12. Increasing self-esteem and motivation

13. Building interpersonal effectiveness

14. Maximizing career opportunities

15. Improving employment marketability and opportunities

16. Promoting effective job placement

17. strengthening employer relations

Challenges:

1. Demographic changes and technological advancements may lead to the net loss of 5 million jobs by 2020, according to a report published by the World Economic Forum. In total, the report estimates that a total of 7.1 million jobs could be lost, the majority of which will be white-collar office and administrative jobs.

2. Office & administrative job will be declined by 2030 while business & financial operations jobs are on the increase.

3. Humanity subjects such as arts, designing , sports ,media, etc have to be re-boosted.

4. Software applications developers (app developer): Expected to gain 143.8 million jobs by 2020, a 27.6% increase. .Systems software developers (web developer): 127,000 jobs, a 32% increase. Database administrators: Expected to spike 30.6% and gain about 34,000 new positions. Computer and information systems managers: Will grow from about



308,000 positions to approximately 364,000, an 18% increase. All these developments would affect the education sector and undermine several courses at higher education level.

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