



**Empowering Rural Unemployed Youth: A Case Study on TRL – SBI
Rural Self Employment Training Institute (RSETI), Belpahar, Odisha,
India**

Santosh Kumar Mishra,

AGM (PR & CSR),

TRL Krosaki Refractories Limited,

Belpahar, Odisha, India

ABSTRACT

Young generation of any country play a significant part in the economic development. India being the second most populous and having the largest youth population in the world, have both the opportunity for economic growth and the threat of problem of unemployment. And gainful engagement of the youth either through wage employment or self-employment can convert its threat into opportunity. The purpose of this paper is to study the employment situation in India. At present India is facing the problem of unemployment. A brief account of initiatives undertaken by various countries facing similar problem is given in this paper and the recent initiatives taken by the Indian Government to address this issue is also discussed here. Finally the paper gives a case study of TRL-SBI Rural Self Employment Training Institute (TRL – SBI RSETI), an institute which provides skill based training to local unemployed youth of Jharsuguda District, Odisha, India so that they can start their own enterprise. The study is based on secondary information. The paper concludes that, together, governments, entrepreneurs and corporations can spur growth across the country.

1. Introduction.

“All the wealth of the world cannot help one little Indian Village, unless the people are taught to help themselves” – Swami Vivekananda.¹

The young generation of any nation play a vital role in its economic development. The young generation of a country got to be productively and gainfully engaged either through wage employment or self-employment for contributing in the economic its development. Again a person without having a sustainable livelihood, will be drifted towards a number of social evils and will become a burden for the whole society. The economic investment of governments in education and training will be wasted if young people are not engaged in productive jobs or in wealth creation for the country for supporting public services.

India for becoming an economically developed nation, has to fix a number of issues that have put road blocks in its path of progress. One of the critical issues is the problem of unemployment. According to the fifth annual employment-unemployment survey at all-India level conducted by Ministry of Labour and Employment during April - December 2015, unemployment rate in India has shot up to a five-year high of 5% in FY 2015-16. While the unemployment figure was significantly higher at 8.7% for women, the same for men was 4.3%. The survey says the unemployment rate at rural sector was 5.1% whereas in urban sector, the rate was 4.9 %. Fig.1 represents the unemployment rate of India over the last decade. ²



figure:1 – Unemployment rate in India over the last decade.)

According to an article published by The Indian Express named “India’s jobless growth is undermining its ability to reap the demographic dividend” analyses the Economic Survey of 2015 and provides that during the last decade (2001-11), the labour force is growing at a rate of (2.23 per cent) employment is growing at a rate of only (1.4 per cent). Further the articles explains that, while the employment avenues created by big multinational and IT sectors can provide employment to skilled white-collar workers, the industry cannot transform peasants into factory workers so quickly. Such a transition requires basic training, which is missing.³ India has by now thousands of institutes governed or run by State Boards, Central Boards, AICTE and Universities, which impart structured studies, both basic and technical, to equip the passed out students with employability and employment. These institutes are recognised by Corporates either from Public, Private or Cooperative sectors for employment or allow the youths to start their own ventures as entrepreneurs. But what about the unprivileged youths who are not getting the scope due to ignorance or poverty or lack of initiative from any Government, non-Government or corporate sectors. This group dwell mostly in rural India who end up with unscaled development leading to unemployment and ultimately transforming them to anti-social citizens. Youth in rural areas, whether in developed, developing or transition countries, are more restricted in terms of access to and choice of education, training and employment opportunities than their urban peers. Geographical dispersion not only limits physical access to opportunities, but also leads to missing of relevant information on training courses, youth initiatives, scholarships, etc.

The Government of India is implementing the Swarnjayanti Gram Swarojgar Yojana (SGSY) aimed at providing sustainable income to rural BPL families, largely through the process of formation of Self Help Groups that are provided with credit linkage with Banks and subsidy for creation of income generating assets so as to bring them above the poverty line. However, due to lack of necessary skills for undertaking particular enterprises and also their lack of capacity to access the formal vocational training institutions due to lack of basic entry qualifications, it is difficult for the BPL youth to take up any trade for self-employment. Even if they are already engaged in some trade they need some hand holding in

the form of providing skill up gradation training for making their initiatives viable and sustainable in an increasingly competitive environment.

From the above discussion, it may be concluded that, India is at a crossroad and immediate steps are required to be initiated to get rid of the problem. However bridging the abysmal gap between the rate of growth of labour force and rate of growth of employment through Public Sectors or Govt. Services which are in a decline mode or Private Corporate Houses is not possible. In this context, interventions to encourage self-employment or startups may be taken to meet the dual objective of creation of wealth and employment as well.

2. Initiatives by International Labour Organisation (ILO)

Problems related to youth employment are discussed in a number of ILO Conventions and several Recommendations are also made for treating the issue. After the Millennium Summit, the ILO has strengthened its activities on policy recommendation programmes and tools for its member countries that are targeting the reduction of youth unemployment. It observes that, self-employment and creation of micro and small enterprise creation are routes that young people can actively explore to forge their futures. Business enterprises do have the greatest potential for creating jobs. Hence promoting a positive enterprise culture is also a way to facilitate youth employment.

The ILO also documents innovative ways to keep young people from dropping out of education so they can enter the world of work with better training and higher-paid skills. The ILO's Know About Business (KAB) training package is offered at vocational and technical training institutions. It is a comprehensive set of materials on entrepreneurship education. KAB encourages young people to consider self-employment as a career. By using the package, schools can help trainees who aspire to entrepreneurship to learn to face some of the challenges of managing a small business.

2.1. Shinning Cases from different countries

In Australia, the Youth Outreach Programme (YOP) uses an innovative mentoring model to provide at-risk young people in Western Australia with links, opportunities and supports in education, employment and training, while addressing personal needs such as accommodation, financial security, family mediation and counselling. In collaboration with

its young clients, their families and the local community, it tries to address the issues young people face in a holistic manner.

In Slovenia, the Country Springs project was established in October 2001 within the framework of the national policy “Developing Entrepreneurship and Creativity Among Young People”. This programme targets school leavers and unemployed youth in rural areas and aims to identify business opportunities for young people who have taken over farms or are potential managers in the rural economy or in agriculture-related business. As part of the project, various motivation activities are carried out, as well as workshops, special training programmes and the creation of a database of business information following the “one-stopshop” principle.

The “Skills Development for Self-Reliance” (SDSR) programme is part of ongoing efforts by the ILO, UNDP and SIDA to overcome the weaknesses of rural training in Africa. In Kenya, this has developed into the Kenya Youth Training and Employment Creation Project (KYTEC). KYTEC seeks not only to increase the (self) employment opportunities of rural youth, but also aims at the reorientation of Youth Polytechnics throughout Kenya towards this goal.

In Paraguay, most residents live in rural areas and schooling is severely limited. Peasant farmers often rely upon a single crop, exhausting the land and forcing family members to seek work elsewhere. In response, CECTEC, a non-profit rural development and education institution, founded Educación y Capacitación de Jóvenes Campesinos [ECJC] (Education and Training for Rural Youth) in 1986. A residential agricultural school for the children of peasant farmers in Itapua, Paraguay, ECJC develops the capacities of rural youth and improves their employment prospects within their communities. The programme combines theoretical and technical training at the school with work on the families’ farms and in the community. Students, aged 14 to 19, divide their time between campus and home. They plan strategies and conduct projects on their families’ farms and offer their skills locally, such as giving veterinary aid to farmers. Many of the 200 graduates have remained in the rural areas. To broaden its impact, CECTEC provides assistance to other agricultural schools in Paraguay wishing to adapt its model.

In the Philippines, the Agro-Mechanical Training and Entrepreneurship for Rural Youth Project was launched in 1999 at the Don Bosco Training Centre and is being implemented with the framework of the Global Alliance for Youth Development. It is a mechanical skill training programme focused on promoting skills in repair, maintenance and fabrication of small farm machinery. The trainees are out-of-school boys between 17 and 22 who come from small farming families and communities. The project also engages these young boys in the establishment, management and operation of local agro-service centres. The project has already established working relationships with a number of companies in the Philippines where trainees are placed for employment after graduation. The development of the curriculum and machine prototypes is a joint effort between the Don Bosco Technical School, the International Rice Research Institute and PhilRice, a government company that links agricultural manufacturing companies with farmers' cooperatives. The government's Technical Education and Skills Development Authority provided the initial laboratory equipment. The recruitment of the trainees is facilitated by the Social Action Centre of the Philippines and the local government of Llanera, a beneficiary community.

In Thailand, the Rural Career Programme is a focus programme of the Global Partnership for Youth Development. Implemented by the National Council for Youth Development, the project has leveraged ideas and resources from the International Youth Foundation, Shell International, the Thai Government, local partners and communities to create non-traditional career options for youth returning from urban areas following the decline of Thailand's economy.

In Zambia, the Agribusiness Association of Zambia was launched in 1998 by a group of final year students at the School of Agriculture of the University of Zambia. They launched an organization called the Potential Agribusiness Association of Zambia (PAAZ) to promote agriculture as a business. The organization provides training in use of the Internet to women and youth whose livelihoods depend entirely on farming. PAAZ provides a nerve centre for marketing and production information on alternative agricultural enterprises that are suitable for small-scale farming. The organization trains resource-poor farmers in enterprise management and entrepreneurship skills and links farmers to micro-financing institutions, out-grower schemes and agribusiness companies. Achievements to date include: a feasibility study on alternatives to maize production which were promoted to farmers through field demonstrations in four districts; the creation of information centres in two

districts with access to Internet, telephones and faxes where farmers can find out market prices and opportunities; the establishment of ten youth and women cooperative shops in Lusaka and Chibombo district; the publication of a quarterly newsletter in a variety of local languages and activities to build membership, which now stands at 2,000 smallholder farmers.

Ministry of Skill Development and Entrepreneurship

In order to boost Skill Development and Entrepreneurship, a minister of state has been appointed for the first time with this responsibilities. This shows that, the government is serious about developing and promoting entrepreneurial startups in contemporary times of advancing economies. By 2022, India have targeted to obtain skill development for about 500 million people, primarily through encouraging private players to provide viability gap funding and skill development programme initiatives. With this target in mind, and with the help of private players, it is ministries role to enforce targets are achieved and also create an ecosystem that ensures ease of doing business and nurtures entrepreneurship by eliminating bottlenecks during the process.

2.1.1. SETU

The government is building up an approach to be known as SETU (Self-Employment and Talent Utilization) which will strengthen all prospects of startups, and other self-employment initiatives, especially in technology-driven areas. On 28th February 2015 during his budget speech, current finance minister Arun Jaitley said that “If we really want to create jobs, we have to make India an investment destination, which permits the start of a business in accordance with publicly stated guidelines and criteria.”⁵

According to EY global job creation and youth entrepreneurship survey 2015, The biggest perceived gap among the next working generation is in literacy skills, where more than a fifth of global entrepreneurs (32%) predict a severe gap. 28% believe there is a severe gap in specialist and technical skills, 21% believe there is a severe gap in digital and IT skills and a further 29% believe there is a severe gap in soft skills, which is defined as communications and personal skills. Numeracy skills clock in at 24%. India is a no exception to it and there is a requirement of skill based training for fostering startups in India.⁶

3. Background of the Study

India's population is increasing and so also the urban population. Rapid industrialization in the last decade has happened in mineral rich and coal rich areas. This has resulted in development of small and remote places into big industrial townships within a very short period of time. These areas are experiencing growth of its local population and migration of outsiders also which is imminent with the development of industries. The transition is so rapid that, in many cases these townships fail to maintain the equilibrium of demand and supply of very basic skilled persons like electrician, motor mechanic, plumber, meson, welder, driver, painter, carpenter, etc.

On the other hand, the locals of these areas seldom get the fruit of development because of lack of the required skill set. But there is no such recognized institute for imparting these skillsets as, over a period of time these jobs are being carried out by the knowledge the craftsmen acquire from their forefathers. Other communities were not venturing to intercept into these trades as a social stigma.

This has led to think of a 'connect' - at one side the rural youth devoid of any sustainable livelihood for lack of direction and training and at the other side there is ample opportunity of in the urban areas. The reality is that the rural unemployed youth want to accept either wage or self-employment near their villages and the urban area where the industries are set up, has full opportunity of getting gainfully engaged for them.

In this section, a case study of 'TRL-SBI Rural Self Employment Training Institute' an institute to provide skill based training to rural unemployed youth of Jharsuguda District of Odisha, India is provided which is creating a great impact in upskilling and promoting entrepreneurship in the above remote area.

4. Growth of Industries in Jharsuguda:

Jharsuguda District, once upon a time, had only four visible industries operating in and around it. However, by 2006-07, the number increased to more than 20. During the period, there was mushrooming growth of Sponge Iron and steel plants, apart from the giant

corporates like Vedanta (SesaSterlite) and Bhushan Steel & Power. The population of the District during 2001 was around 4.5 Lakh and today it is around 6.0 lakh. Needless to say the quantum increase was due to industrialisation. Most of the increase in the population was due to skilled employees coming from outside the state to work in the new industries in around Jharsuguda.

The development of industries and addition of more than 25% of the total population without much changes in the ground required huge demand of skilled persons to cater the needs of both the industries and the people staying in Jharsuguda. Though the availability of unemployed locals are there, but they were devoid of the required skill set to meet the demand.

5. Backdrop of TRL-SBI-RSETI:

On the occasion of its 50th year of existence in 2008, TRL Krosaki Refractories, formerly known as Tata Refractories Limited decided to undertake a long term and sustainable CSR project in the community. While making a brainstorming on what to provide and how to provide, many suggestions were arrived. One of the suggestion came was creation of employment and employability thereby the local unemployed youth could get benefitted. The idea was to either establish a model Engineering College or an ITI which were lacking in the nearby vicinity. But then, TRL Krosaki, being in the business of Refractories was not inclined to focus on a non-core activity.

TRL Krosaki's Corporate Social Responsibility (CSR) coverage/ catchment area is about 70 villages in the Lakhanpur Block of Jharsuguda District- the area where its plant is situated. For the villages, it was doing many constructive work including setting up of Societies and creating self-help groups. TRL Krosaki could sense at that time that if it can provide some means of employability and entrepreneurship development ventures to the unemployed youth, then that will fulfil its goal of undertaking a long term and sustainable CSR project.

This idea was frozen and given a final shape. TRL Krosaki could foresee a demand of skilled persons to cater the needs of both the industries and the people staying in Jharsuguda. Though the availability of unemployed locals are there, but they were devoid of the required skill set to meet the demand. These skills, over a period of time, were construed as paternal

jobs by the existing artisans and as such they were also not having expertise except what they had learnt seeing their parents doing. Secondly these unemployed youth didn't have the experience or required knowhow of how to start a business and run it. ⁷

5.1.The action plan prepared for setting up the institute:

This gave rise to setting up of a self-employment training institute at an investment of Rs 1.8 Crores, which was made operational in April, 2009 with a full-fledged training centre with class rooms, workshop sheds, boarding and lodging facilities for 48 persons at a time. The training centre was initially started as Self Employment Skill Development Institute (SESDI).

Incidentally, during 2009, the Government of India under Ministry of Rural Development (MoRD), made it mandatory for all the districts of the Country to construct a Rural development self-employment training institute (RUDSETI) which was subsequently coined as Self-Employment Training Institute (RSETI). The guideline also required the Nationalized Bank, which is the lead bank of the district, to start an RSETI, and SBI being the lead bank of Jharsuguda was declared as the lead bank for the purpose. ⁸

In order to formalize the institute as per the Ministry of Rural Development, Government of India directives, SBI, the lead bank tied up with TRL Krosaki for the same. Accordingly, since 2009, the institute is rechristened as TRL-SBI-Rural Self Employment Training Institute (TRL-SBI-RSETI) and is successfully carrying the work of 'connect' between the unemployed human capital with the utility market. The institute follows the Ministry of Rural Development, Govt. of India approved Guidelines for '**Rural Self Employment Training Institutes**' (RSETIs)

TRL-SBI-RSETI's core offering includes its **free, unique and intensive short-term residential self-employment training programmes with free food and accommodation, designed specifically for rural youth**. Another important feature of the RUDSETIs is its vision statement which says "**Transform unemployed youth to be self-reliant through skill development & entrepreneurship**". This differentiates this institution from the normal run of the mill vocational training centers and has established them as a unique institute.

The young and energetic youth who had an urge of 'I can do' and were not getting direction, were picked up from the villages by imparting entrepreneurship awareness programmes in the villages.

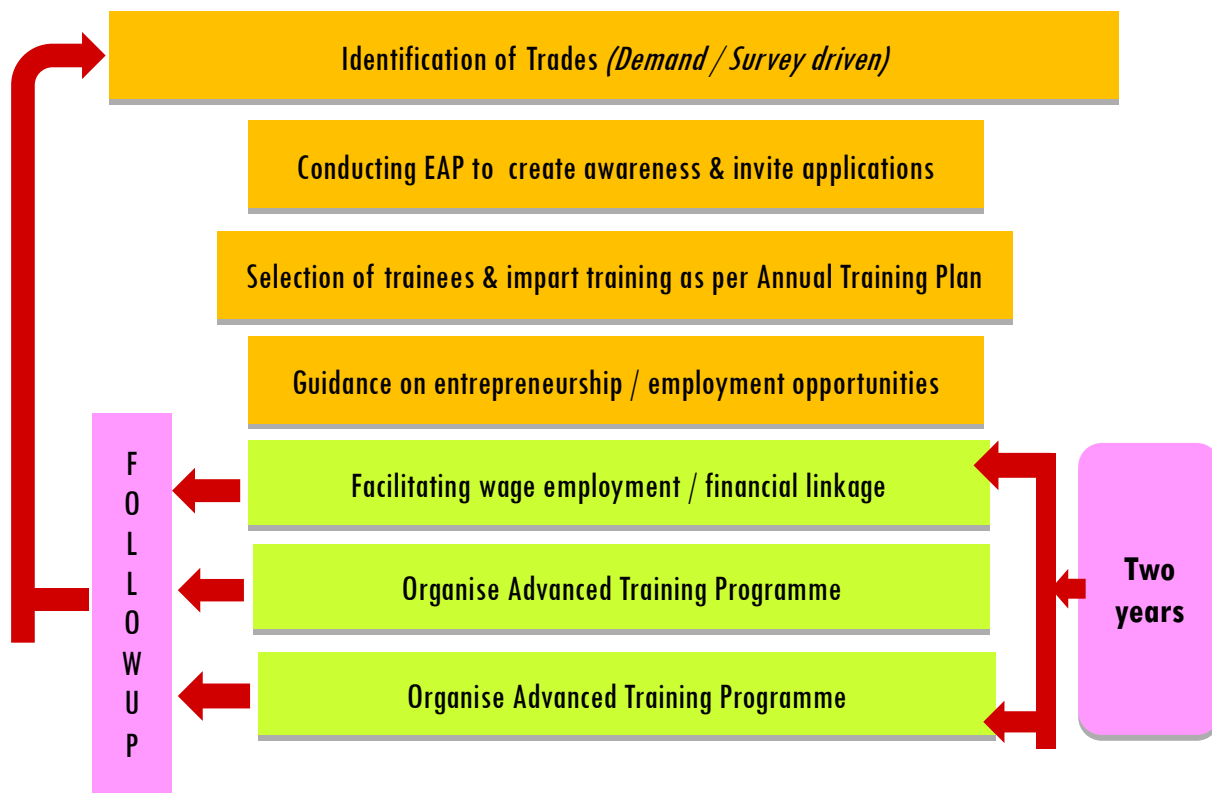
Accordingly, the institute is continuing with the following module:

- The training programmes are designed for a short span of time ranging from 7 days to 45 days.
- The unemployed youth, in the age group of 18 years and 40 years irrespective of their caste, creed or sex are imparted with the training, belonging to Lakhanpur block and other neighbouring villages which is now extended to the entire district and neighbouring districts
- Awareness camps are organised in a cluster of villages including staging of street play depicting the need of employment/ entrepreneurship for the youth mass and the trainees are picked up basing on their aptitude and interest for getting either wage employed or building their own set up as entrepreneurs.
- The trainees are allowed free stay and food in the training centre during the entire period of training.
- The faculties are mostly retired employees of TRL Krosaki who have expertise in the related field or local experts in the respective field who can devote time for the training.
- The passed out trainees are tracked for two years with respect to their employment/ engagement – either wage or self-employment.
- The training centre is tied up with different agencies viz., NABARD, DRDA, etc. for financial assistance and for organising either wage or self-employment to the passed

out trainees. It also partners with District Agriculture Department, Employment Exchange, OREDA and other Govt. Agencies for technical support.

- The course curriculum includes wage employment, self-employment & advanced skill development opportunities to the passed out youths.

5.2 The Training Process:



(Figure:2 – Process of TRL SBI RSETI)

The process of TRL-SBI RSETI starts with identification of marketable trades which can provide opportunities for self-employment or wage employment. This is driven by market demand for various trades identified through survey.

Once the trades are identified, village level Entrepreneurship Awareness Programmes are conducted by the institute in collaboration with Community Development and Social Welfare (CD & SW) Department of TRL Krosaki to create awareness among the rural unemployed youth and to get application forms for training. The institute also has its

website through which one can get the information about the courses offered by the institute and they can download application form from it.

Selection of trainees are done based on an interview with the applicant to test his attitude, get information about his background and other information that qualifies a candidate for training. After selection the trainees are imparted training as per the trade selected by them. The training day starts with yoga and physical exercise to maintain a sound health and sound mind. A session on Most Important Lesson Learnt Yesterday (MILLY) is conducted by the Director of institute to have a brief recapitulation of learning. After their trade training is over, spiritual trainers from Art of Living, The Brahmakumaris Iswariya Vidyalaya, etc. are invited to give a spiritual discourse. The aim is to develop the trainees as skilled persons and a good human being as well.

At the end of the training course, the trainees are guided about availability of entrepreneurship and employment opportunities. Successful entrepreneurs who had attended training programme in the institute are also facilitated and invited to share their experience and encourage the trainees. After the training course is over Senior Govt. Officials, Public Representatives or Eminent Citizens are invited to distribute training completion certificates to the passed out trainees.

The uniqueness of this institute is the system of a Two Year post training follow up and hand holding process. The passed out trainees are helped to start their own enterprise through guiding them to take advantage of various Government Schemes and Credit Linkage with Banks. Those who cannot get engaged through self-employment are helped to get absorbed through wage employment. The institute conducts “Employment Fairs” and invites businessmen, contractors, etc. under whom these trainees can get employed. To boost the marketing of their products, the institute organises “RSETI BAZAR” from time to time.

The progress of the trainees in their business or employment is monitored for two years through direct or telephonic contact. Candidates, who show potential to growth are identified and called for advanced training in his trade.

6. Accolades won by the institute:

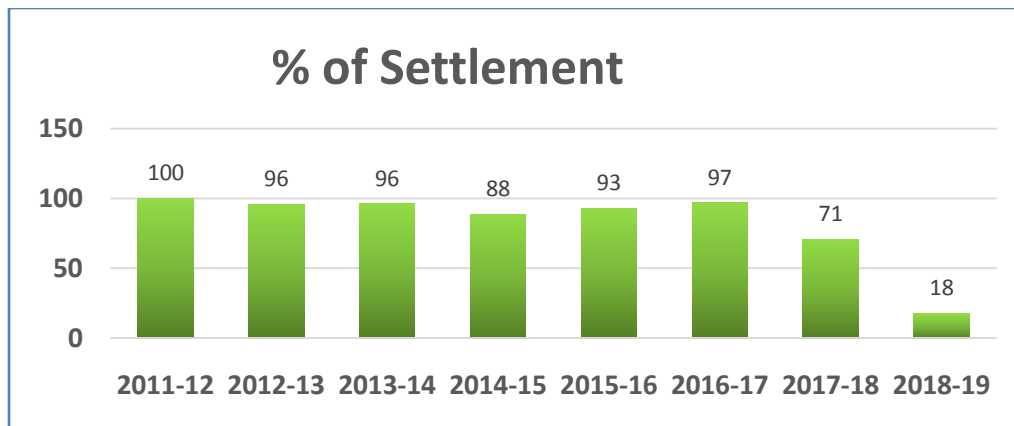
The Institute was adjudged as the third best RSETI in the Country in the year 2011-12. It is rated as 'AA' category RSETI in 2018-19 by MoRD, Government of India and, considered as a 'best practice on employability', 'innovative support' and 'exemplary affirmative action initiative' by Tata Group.

7. Impact on the society:

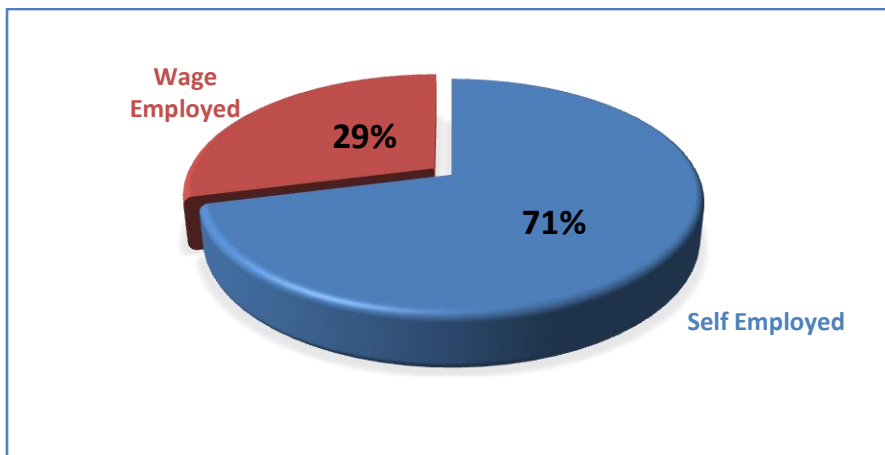
The real fruit of accomplishment on the subject are the results in line with the subject of the topic, a glimpse of which is given below: **Settlement Pattern of trainees after completion of training.**

Year	No of Prog.	Total Trained	Total Settled	Self Employed	Wage Employed	Credit Linked
2011-12	19	399	399	154	245	47
2012-13	27	660	631	248	383	77
2013-14	32	831	798	619	179	178
2014-15	41	990	875	710	165	241
2015-16	45	1180	1096	885	211	176
2016-17	39	1120	1083	843	240	113
2017-18	35	878	622	453	169	149
2018-19	25	600	107	80	27	158
Total	263	6658	5611 (86%)	3992 (71%)	1619 (29%)	999 (25%)

(Table 1: Settlement Data of trainees till December 2018)



(Figure 3: Year wise Percentage of Settlement against total trained till December 2018)



(Figure 4: Type of engagement of all the settled trainees)

From the above table and figures, it can be seen that, number of training programmes went on increasing till Financial year 2014-15 after which it reduced a bit. From the Director of the institute, it is learnt that, the institute has an optimum capacity to conduct 35 training programmes and 800 trainees per year. To improve the standard of programmes, they reduced the number of training programmes and trainees to improve the effectiveness of training. If we see the settlement percentage in figure 3, it can be seen that during 2014-15 and 2015-16 during which the settlement percentage is comparatively less. Here settlement percentage for 2017-18 is not taken into consideration as the trainees have completed training just one year before and they are gradually getting settled. Similarly trainee of 2018 (upto

December) have just completed their training and would take a year more to get settled. Figure 4 gives us the exact idea of type of engagement of the settled trainees. Out of 5611 trainees who got settled or gainfully engaged subsequent to the completion of their trainees, 3211 are self-employed. This becomes 71% of the total settled and rest 29% are wage employed. Though, all the trainees don't possess the attitude or acumen for starting their own venture, still their percentage is way ahead than the wage employed trainees.

7.1.Settlement Data and Demographic Pattern of Trainees:

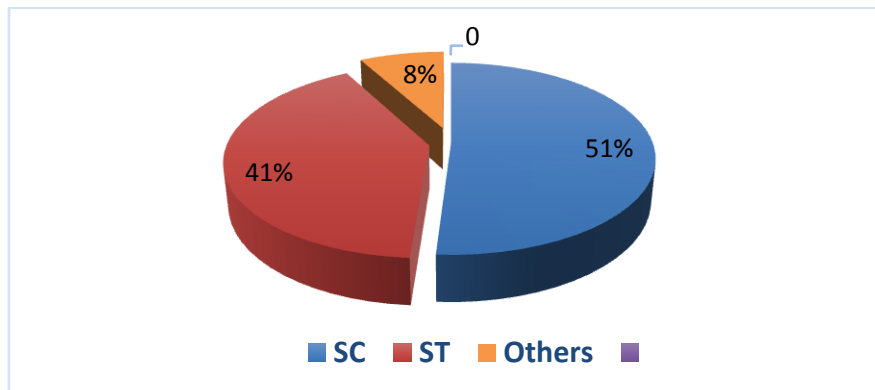
An effort was also made to understand the demographic pattern of the trainees who are getting trained in TRL – SBI RSETI. For understanding the societal impact of any skill development training programme lies in the study of how the weaker section of the society are taken cared. For a place like Jharsuguda where about 48.6% of the population comprises of SC/ST community and in addition to it the OBC population is also very high, the institute consciously makes an effort for ensuring maximum representation from these communities during selection. This can be observed from the data presented in table no. 2.¹¹

FY	SC & ST	% SC &ST	OBC	% OBC	OTHERS	Total
2011-12	222	47	194	41	55	471
2012-13	391	50	283	36	105	779
2013-14	417	49	366	43	71	854
2014-15	442	45	448	45	102	992
2015-16	496	42	572	48	112	1180
2016-17	631	56	448	40	41	1120
2017-18	544	62	298	34	36	878
2018-19 (Dec)	349	55	242	38	41	632
Total	3492	51	2851	41	563	6906

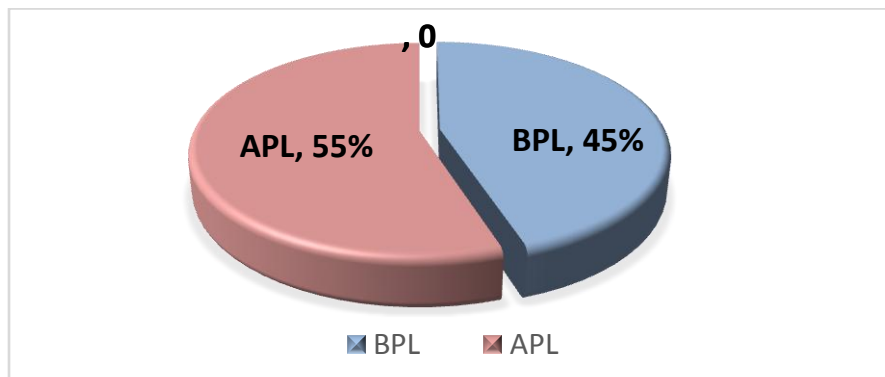
(Table 2: Cast wise composition of trainees over the years till December 2018)

FY	Total	BPL	% BPL	Women	% Women
2011-12	471	195	41	166	35
2012-13	779	291	37	295	38
2013-14	854	353	41	397	46
2014-15	992	367	37	462	47
2015-16	1180	408	35	596	51
2016-17	1120	361	32	652	58
2017-18	878	619	71	699	80
2018-19 (Dec)	632	481	76	514	81
Total	6906	3075	45	3781	55

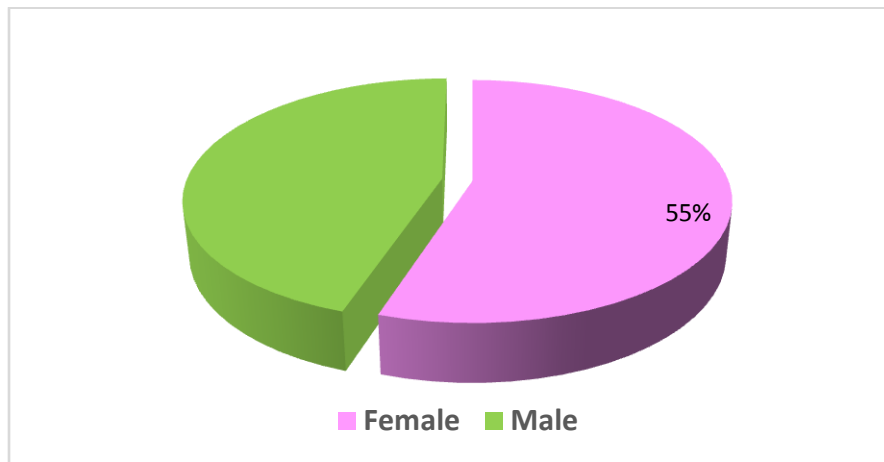
(Table 3 : Composition of trainees on the basis of Sex and Economic Status over the years till December 2018)



(Figure 5: Cast wise composition of total trainees till December 2018)



(Figure 6: Economic Status wise composition of total trainees till December 2018)



(Figure 7: Sex wise composition of total trainees till December 2018)

Table No. 3 and figure No. 5,6 and 7 represents that percentage of SC/ST trainees are more than their percentage of in the entire population of the district. While women trainees are 10% higher than the male trainees, the percentage of BPL candidate is 10% less than candidates in the above poverty line. In the case of BPL candidate the institute should make a specific plan, as in addition to improve employment status of the rural unemployed youth, one of the objective of such institutes should be to reduce poverty.

8. Conclusion :

A generation without the hope of a stable job or sustainable livelihood is a burden for the whole of society. Poor engagement in the early stages of a young person's career can harm job prospects for life. India being a developing country, the majority of the population still live in rural areas and the local economy is based on agriculture and agribusiness. Rural areas have hardly been affected by economic development over the past two decades.

Youth in rural areas, whether in developed, developing or transition countries, are more restricted in terms of access to and choice of education, training and employment opportunities than their urban peers. Geographical dispersion not only limits physical access to opportunities, but also leads to missing of relevant information on training courses, youth initiatives, scholarships, etc. Many young people leave in search of work in urban areas, while those that stay are at risk of becoming transient or homeless if they do not find work.

They may drift into criminality, substance abuse or other problems
self-employment and micro and small enterprise creation are routes that young people can actively explore to forge their futures. Enterprises are the places where the jobs are. Promoting a positive enterprise culture is also a way to facilitate youth employment. For this Government should create an environment conducive for startups and address the issues related to up skilling the youth so that they are equipped and empowered to start their own enterprises.

Start up India and Stand up India is one of the positive steps towards encouraging startups in India. Every budding entrepreneur was eagerly awaiting PM Narendra Modi's Startup policy. The Startup India event brought about a positive vibe into the ecosystem. It was a good initiative by the government which finally noticed the revolution in Indian entrepreneurial sector. Now government is not calling its youth a job seeker any more but addressing them as job creators.

Secondly bridging the gap between the skill set required for young people to be gainfully engaged and the actual skill level is the prime driver for making Skill India. As Mr. Modi, our honourable Prime Minister emphasized in his speech on 15th August 2014, 65% of population of India happens to be under the age group of 35 and if we want to develop our country, then our mission has to be Skill development and Skill India.

Government, entrepreneurs and corporations together can spur growth across the country. India having the largest basket of youths in the world, if such initiatives are taken and institutes are created by the Corporates in India, then the rural unemployed youth can be converted into productive assets of the society.

Reference:

1. <http://www.proud2bindian.com/education/role-of-education-in-national-development/attachment/swami-vivekananda-quotes/> viewed on 18.02.2018
2. <http://www.labour.nic.in/employment-unemployment-scheme> viewed on 14.02.2018
3. <http://indianexpress.com/article/opinion/columns/economic-survey-india-unemployment-2775236/> viewed on 20.02.2018

4. Klaus Haftendorn, Carmela Salzano: Facilitating Youth Entrepreneurship, Part I: An analysis of awareness and promotion programmes in formal and non-formal education. Geneva, International Labour Office, 2003

5. *Rasananda Panda, Recent initiatives to boost start-ups and entrepreneurship in India,*

<http://www.franchiseindia.com/entrepreneur/article/features/enablers/Recent-initiatives-to-boost-start-ups-and-entrepreneurship-in-India-642/#sthash.KqPUxhJA.dpuf>

Viewed on 21.02.2018

6. EY global job creation and youth entrepreneurship survey 2015

[http://www.ey.com/Publication/vwLUAssets/EY_global_job_creation_and_youth_entrepreneurship_survey_2015/\\$FILE/EY-job-creation-youth-entrepreneurship-survey-2015.pdf](http://www.ey.com/Publication/vwLUAssets/EY_global_job_creation_and_youth_entrepreneurship_survey_2015/$FILE/EY-job-creation-youth-entrepreneurship-survey-2015.pdf)

viewed on 14.02.2019

7. Minutes of Human Recourse Council of Tata Refractories Limited (2008)

8. Ministry of Rural Development, Government of India Guidelines for Rural Self Employment Training Institutes (2009), Retrieved from <http://rural.nic.in/>

9. TRL-SBI RSETI Brief, Vision, Unique Features, Retrieved from <http://trlsbirseti.org/>

10. TRL-SBI Rural Self Employment Training Institute Annual Report (2018)

11. www.census2011.co.in viewed on 25.07.2019