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A STUDY ON IMPACT OF SKILL INDIA ON RURAL YOUTH OF NORTH EAST INDIA: PROGRAMMES AND POSPECTS

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ABSTRACT

The Indian government's "Skill India" initiative sought to empower the youth of the nation by offering them training and programmes for skill development that would improve their chances of finding employment and starting their own businesses. This study aims to assess the effects of the Skill India initiative on rural youth in India's North East. The North East is renowned for its distinctive cultural diversity and difficult socioeconomic conditions, where rural adolescents frequently face few possibilities for employment and education. The findings show that the Skill India initiative has significantly improved the situation of rural youth in the North East. The program has played a crucial role in equipping them with vocational skills, ranging from traditional crafts to modern industries, thereby expanding their employment horizons. Additionally, the initiative has encouraged entrepreneurship, leading to the creation of small-scale businesses, further stimulating the local economy. Moreover, Skill India has fostered a sense of self-confidence and self-reliance among the rural youth, motivating them to take charge of their own futures. As a result, there has been a positive shift in societal attitudes towards skill-based careers, with increased recognition and appreciation for vocational skills. The need for specialized skill development programmes based on regional demands and the need to address gender discrepancies in skill training possibilities are still issuing. Training centers must also be accessible in rural locations.

Keywords: Skill India, Entrepreneurship, Skill Development, National Policy, Vocational Training and Employment.



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INTRODUCTION

In recent years, skill development has emerged as a critical component of India's strategy for economic growth and youth empowerment. The "Skill India" initiative, launched by the Government of India in 2015, aims to equip the country's burgeoning youth population with relevant vocational skills, making them more employable and capable of contributing to the nation's socio-economic progress. Among the regions targeted by this initiative, the North East region of India stands out as an area with unique challenges and opportunities.

The North East region, comprising eight states, is known for its diverse culture, rich traditions, and picturesque landscapes. However, it has long faced issues related to economic disparities, inadequate infrastructure, and limited access to education and employment opportunities, particularly in rural areas. Despite these challenges, the region's youth possess immense potential and enthusiasm for self improvement and growth.

This study seeks to investigate the impact of the Skill India initiative on rural youth in the North East region. By analyzing the effectiveness of the program in addressing the specific needs and aspirations of rural youth, this research aims to shed light on the program's contributions to enhancing livelihood prospects, entrepreneurial ventures, and overall socio-economic development in the region.

Skill India:

A Transformative Initiative Under the direction of the Hon'ble Prime Minister Shri Narendra Modi, the Skill India project aims to develop a skilled workforce that can meet the demands of India's quickly changing economy. This programme has been made possible thanks in large part to the National Skill Development Corporation (NSDC), which has worked with numerous public and commercial organizations. A wide number of vocational training programmes are included in Skill India, including those for the manufacturing, construction, healthcare, hospitality, and information technology industries, among others.

Skill India in North East India:

Contextual Challenges

The North East region faces unique challenges that necessitate tailored interventions to address skill development effectively. Infrastructure gaps, linguistic diversity, limited connectivity, and cultural differences pose obstacles to the implementation of skill training programs. Additionally, gender disparities and social norms may influence the participation of rural youth, especially young women, in skill-building initiatives.



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REVIEW OF LITERATURE

This part provides an overview of research studies conducted on skill development programs targeted towards rural youth. Skill development initiatives are essential for empowering and uplifting rural communities by equipping young individuals with the necessary competencies to secure better employment opportunities and contribute to local economic growth. Through an analysis of various studies, this review aims to highlight the effectiveness, challenges, and potential improvements of skill development programs for rural youth.

Several research studies have investigated the impact of skill development programs on rural youth. Gupta et al. (2015) conducted a longitudinal study in India, examining the outcomes of a government sponsored vocational training program for rural youth. The study found that participants who completed the training experienced a significant increase in employability, with a majority securing jobs in various industries within six months of program completion.

In another study by Li et al. (2018) in China, the researchers explored the effectiveness of entrepreneurship-focused skill development programs in rural communities. The study revealed that such programs not only led to an increase in entrepreneurial intentions but also positively influenced the establishment and growth of rural enterprises, contributing to local economic development.

However, not all skill development programs have been equally successful. A study by Johnson and Smith (2019) in Kenya evaluated a rural youth training initiative that faced challenges related to program sustainability and relevance to local market needs. The study emphasized the importance of continuous program evaluation and adaptation to ensure long-term positive outcomes.

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The study conducted in Ghana by Amoako (2019) aimed to assess the impact of a skill development program on rural youth empowerment. The researchers implemented a vocational training program that focused on various trades, including agriculture, carpentry, and entrepreneurship. The study evaluated the program's effectiveness in enhancing the employability of rural youth and improving their overall empowerment status. The findings of this study highlighted that the skill development program positively influenced rural youth empowerment. Participants reported increased self-confidence and a sense of autonomy after completing the training. The acquisition of practical skills not only improved their employability but also instilled a sense of purpose and ambition among the youth. The study suggests that targeted skill development programs can play a crucial role in empowering rural youth and uplifting their communities.

The research study by Kumar (2018) focused on evaluating the impact of skill development initiatives in rural India on youth employment. The study analyzed data from various rural skill



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training programs to assess the effectiveness of these initiatives in addressing the issue of unemployment among rural youth. The study revealed that rural skill development initiatives had a positive impact on youth employment in India. The training programs contributed to enhancing the employability of rural youth by equipping them with industry-relevant skills. Furthermore, the study suggested that incorporating elements of entrepreneurship and market-oriented training into skill development programs could further improve employment outcomes for rural youth. The reviewed research studies indicate that skill development programs can be powerful tools for empowering rural youth and driving economic growth in rural areas. Successful programs have been shown to enhance employability, foster entrepreneurship, and contribute to the overall development of rural communities. However, it is crucial for policymakers and program designers to consider the local context, market demands, and continuous evaluation to ensure the sustainability and effectiveness of such initiatives.

STATEMENT OF THE PROBLEM

In recent years, policymakers and development organizations have recognized the importance of skill development programs for rural youth to address the challenges of unemployment and economic disparity in rural areas. These programs aim to bridge the skills gap, improve employability, and foster entrepreneurship among the rural youth population. The present review delves into the existing literature on this subject to identify key findings and recommendations for future initiatives.

SIGNIFICANCE OF THE STUDY

This research holds significant implications for policymakers, practitioners, and stakeholders involved in skill development and youth empowerment. By gaining insights into the experiences and perspectives of rural youth in the North East region, the study will contribute to the refinement and strengthening of the Skill India initiative to better cater to the region's needs and aspirations.

OBJECTIVE OF THE STUDY:

The primary objectives of this study are as follows: To assess the effectiveness of Skill India in providing relevant skill development opportunities to rural youth in the North East region. To analyze the impact of skill training on the employability and entrepreneurship prospects of rural youth.

To identify the challenges faced by rural youth in accessing and benefiting from Skill India programs. To recommend policy measures for enhancing the positive impact of the Skill India initiative in the North East region.



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RESEARCH METHODOLOGY:

As it is an exploratory study, the research paper is primarily dependent on secondary data that was gathered from many journals, periodicals, and publications. The needs of the study's objectives are taken into consideration when using a descriptive study. The study made considerable use of secondary data.

OPPORTUNITIES FOR SKILL DEVELOPMENT FOR RURAL YOUTH IN THE NORTH EAST REGION:

The North East region of India presents unique opportunities and challenges for skill development among rural youth. Various government initiatives and programs, along with collaborations with private organizations and NGOs, offer skill development opportunities to empower rural youth and enhance their employability.

Pradhan Mantri Kaushal Vikas Yojana (PMKVY):

PMKVY is one of the flagship schemes under the Skill India mission, providing skill development training to youth across India, including the North East region. Rural youth in the North East can benefit from PMKVY's diverse range of courses and training programs tailored to local industry needs (Ministry of Skill Development & Entrepreneurship, Government of India, 2021).

North Eastern Council (NEC) Skill Development Initiatives:

The NEC plays a vital role in promoting skill development and entrepreneurship in the North East region. It collaborates with various stakeholders to provide skill training and capacity-building programs for rural youth, focusing on sectors such as agriculture, tourism, handicrafts, and healthcare (North Eastern Council, n.d.).

National Rural Livelihood Mission (NRLM):

NRLM aims to create sustainable livelihood opportunities for rural communities, including youth, in the North East region. NRLM's Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) provides skill training and placement-linked employment opportunities to rural youth from disadvantaged backgrounds (National Rural Livelihood Mission, n.d.).

State-Specific Skill Development Programs:

Various North Eastern states have implemented their own skill development programs to address the unique needs of their youth. These programs are often aligned with the regional industries and aim to equip rural youth with relevant skills for local employment and entrepreneurship opportunities.



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Private Sector Initiatives and NGOs:

Private companies and non-governmental organizations (NGOs) operating in the North East region also contribute to skill development. They collaborate with local communities and offer training programs in sectors such as hospitality, tourism, IT, and handloom and handicrafts, creating opportunities for rural youth to enhance their skills and find suitable employment (Das & Kalita, 2021).

IMPACT OF SKILL TRAINING ON THE EMPLOYABILITY AND ENTREPRENEURSHIP PROSPECTS OF RURAL YOUTH IN NORTH EAST INDIA:

The impact of skill training on the employability and entrepreneurship prospects of rural youth in North East India has been a subject of interest and research. Skill development initiatives have aimed to empower rural youth by equipping them with relevant skills and knowledge to improve their employability and entrepreneurial capabilities.

Improved Employability:

Skill training programs have shown to significantly improve the employability of rural youth in North East India. The acquisition of new skills and competencies enhances their chances of securing formal employment, leading to better livelihoods and economic empowerment. A study conducted in Assam showed that skill training programs contributed to higher employment rates and improved job placements among rural youth (Singh & Kalita, 2019).

Entrepreneurship Promotion:

Skill training initiatives have also played a significant role in promoting entrepreneurship among rural youth in the North East region. By imparting entrepreneurial skills and knowledge, these programs encourage rural youth to start their businesses and become self-reliant. The North Eastern Council (NEC) has been actively involved in supporting skill development and entrepreneurship initiatives, fostering a conducive environment for rural youth to set up their ventures (North Eastern Council, n.d.).

Enhanced Income Generation:

Skill training has led to increased income generation for rural youth in North East India. By acquiring marketable skills, they can access better job opportunities, resulting in higher earning potential. Additionally, rural youth who venture into entrepreneurship through skill training have the potential to create new sources of income, contributing to their economic upliftment (Hussain & Sharma, 2020).

Promotion of Local Industries:

Skill training programs often focus on sectors relevant to the local industries of the North East region, such as agriculture, handicrafts, tourism, and hospitality. By providing targeted training



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in these sectors, rural youth are better prepared to meet the demands of the local job market. Moreover, the promotion of these sectors through entrepreneurship can lead to the growth and sustainability of the region's economy (Das & Kalita, 2021).

Social Empowerment:

Skill training not only enhances the employability and entrepreneurial prospects of rural youth but also contributes to their social empowerment. By gaining new skills and knowledge, rural youth feel more confident and capable, leading to improved self-esteem and social recognition. Skill training has also been observed to reduce migration from rural areas, as youth find better prospects within their own communities (Das & Das, 2019).

CHALLENGES FACED BY RURAL YOUTH IN ACCESSING AND BENEFITING FROM SKILL INDIA PROGRAMS IN NORTHEAST INDIA:

Challenges faced by rural youth in accessing and benefiting from Skill India programs in Northeast India have been documented in various studies and reports. Despite the government's efforts to promote skill development, several barriers hinder the effective implementation of these programs in the region.

Limited Access to Training Centers:

The lack of sufficient skill development centers in remote and rural areas of Northeast India hampers the participation of rural youth in Skill India programs. This limited access to training facilities creates difficulties for youth who may have to travel long distances to access skill training opportunities.

Inadequate Awareness and Information:

Many rural youth in the Northeast region are not aware of the various skill development programs and opportunities available to them. Lack of information and awareness campaigns about Skill India initiatives make it challenging for them to take advantage of these programs.

Language and Cultural Barriers:

Diverse languages and cultures in Northeast India can pose challenges for trainers and beneficiaries to effectively communicate and engage in skill development programs. Language barriers can hinder the delivery of training content and limit the impact of skill development initiatives.

Relevance of Training Programs:

The relevance of skill training programs to the local industries and job market in Northeast India is crucial for rural youth to benefit from these initiatives. If the training programs do not align with the specific needs and demands of the region, it may lead to lower employability prospects for the trained youth.



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POLICY MEASURES FOR ENHANCING THE POSITIVE IMPACT OF THE SKILL INDIA INITIATIVE IN THE NORTH EAST REGION:

Enhancing the positive impact of the Skill India initiative in the North East region requires the implementation of targeted policy measures. These measures should address the region's specific challenges and opportunities to ensure the effective delivery of skill development programs.

Strengthening Infrastructure and Access:

Improving the accessibility of skill development centers in rural and remote areas of the North East region is essential. Policy measures should focus on strengthening infrastructure, setting up mobile training units, and utilizing technology to deliver skill training programs to youth in far-flung areas.

Customizing Skill Training Programs:

Policy measures should aim to customize skill training programs according to the specific needs and demands of the North East region. Aligning training with the region's local industries and emphasizing traditional crafts and skills can enhance the employability of rural youth.

Promoting Entrepreneurship:

Policy measures should encourage and support entrepreneurship among rural youth in the North East region. This can be achieved through financial incentives, incubation support, and mentorship programs for aspiring entrepreneurs. Strengthening Industry-Academia Collaboration: Policy measures should foster collaboration between industries and academic institutions to design skill training programs that meet industry requirements. This collaboration can help bridge the gap between demand and supply of skilled workforce in the region.

CONCLUSION:

The Skill India initiative has shown promising results in empowering rural youth in the North East region. By enhancing their employability and fostering entrepreneurship, the program has contributed to socio-economic development in the region. To further maximize the impact, policymakers should address the identified challenges and continue investing in skill development infrastructure to sustain the momentum of positive change among the rural youth of North East India. Skill development opportunities for rural youth in the North East region are diverse and varied, with government schemes, state-specific initiatives, and collaborations with private organizations playing a crucial role. These opportunities aim to empower rural youth, enhance their employability, and foster economic growth in the region. By providing relevant skills training aligned with local industry demands, these initiatives contribute to creating sustainable livelihood opportunities for rural youth in the North East region.



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The impact of skill training on the employability and entrepreneurship prospects of rural youth in North East India has been significant. Skill development initiatives have improved their employability, fostered entrepreneurship, enhanced income generation, promoted local industries, and contributed to their social empowerment. These findings highlight the importance of skill training in empowering rural youth and driving sustainable economic development in the North East region. The challenges faced by rural youth in accessing and benefiting from Skill India programs in Northeast India are multifaceted and need careful consideration for effective implementation. Addressing these challenges requires collaborative efforts between government agencies, private sector stakeholders, and local communities to ensure that skill development initiatives are relevant, accessible, and inclusive for the rural youth of the region. Enhancing the positive impact of the Skill India initiative in the North East region requires a holistic approach that considers the region's unique challenges and opportunities. Policy measures that focus on improving accessibility, customizing skill training, promoting entrepreneurship, strengthening industry academia collaboration, building awareness, ensuring inclusivity, and implementing robust monitoring and evaluation mechanisms can lead to meaningful and sustainable skill development outcomes for rural youth in the North East region.

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