

# Empowerment of Youth for Rural Development

**Dr. Ajay Garg**

Head, Department of Commerce, Faiz-e-Aam Degree College, Meerut

**Paper Code :** JCT-A19-AG

**DOI :** <https://doi.org/10.26703/JCT.v14i1-7>

**Web Address :** <http://www.jctindia.org/april2019/v14i1-7>

**Archive :** <https://ideas.repec.org/a/jct/journal/v14y2019i1p44-48.html>

<http://EconPapers.repec.org/RePEc:jct:journal:v:14:y:2019:i:1:p:44-48>

**Similarity :** 15 percent



**How to Cite:** Garg, A. (2019). Empowerment of Youth for Rural Development. (H. Agarwal, Ed.) *Journal of Commerce and Trade*, 14 (1) 43–48.

<https://doi.org/10.26703/JCT.v14i1-7>.

## Abstract

*The future of any country lies in its youth. Today's youth are the most creative innovative, Tea-savvy and have the power to transform the nation to build more powerful and prosperous world. India has the world's largest youth population a very favorable demographic profile with a median age of about 28 years which suggest that youth will make a significant contribution to the economic development and prosperity of the country.*

**Keywords :** Youth, Empowerment, Rural Development.

**Classification-JEL :** J 17, R 13

## 1. INTRODUCTION

Youth age is the most energetic and capable period of life while most developing countries are facing the challenge of ageing population,. Indian demographic situation is very favorable in this regard. Youth should be equipped with appropriate education skill, positive work attitude, the spirit of commitment and devotion for innovative contribution in the economy. But such imaginative thinking cannot lead to its realization in true sense. For this the whole nation must have commitment for the holistic development of youth power of the country, especially in the rural areas. Only then will they be able to assess their abilities to make significant contribution towards the nation building process. This is only possible through active and effective implementation of the programme of youth in rural development.

India has 1994555 square kilometer agricultural land which is 56.76 % of the total

area of the county. Our country is also blessed with natural wealth in the form of rivers, forests and mountains. India can be called as a country od huge opportunities and immense possibilities, in which abundant resources are available for all. India also has the destination of being the fourth largest country in terms of coal resources. In this context mahatma Gandhi had rightly said that' there are enough resources for everyone's need but not for any body's greed."

India is emerging as a major power with the economy registering comparably high growth rates due to the advancement of knowledge, science and technology, the method of production of farm and non-farm products have been changing consumer's choice and preferences have been changing. The youth are most valuable segment of the population. In present day economy, science, technology market information and innovation play important roles in the development of rural economy.

Economist are of the view that India is favorable demographic potential is in the position to bestow unexpected benefits to the country's economy due to which by the year 2020 India's GDP is expected to grow by 2% economists also estimate that developed countries may have to face a shortage of more than 5 crore 70 lakh manpower in surplus. Amount 70 present of the country's population lives in the villages and agriculture is one sector which is providing employment to the largest number of people despite this the contribution of agriculture sector in the country's gross domestic product is only 13 percent.

The population of youth comprises about 40% of the population of India. This section besides being the most energetic, active and ambitious, is a valuable resource for the country. The majority of our counter's population has been dependent in farming and related activities from the very beginning; it is also natural because India is a country of agrarian economy. It is another matter that the effect of modernization and industrialization has increase with the change of time. There by the central government and various state governments have been focusing on promoting self-employment and still development for the past few years. On the occasion "National youth Day" Prime Minister Shri Narendra Modi had meaningfully said we want our young people not to self-employment, but to become employers.

In fact empowerment of rural youth is directly related to the empowerment of village. The faster and pace of village empowerment and the wider its scope. The empowerment of rural youth will be as comprehensive and effective. However in present time, there is an issue that has emerged in this regard that after getting higher education, rural youth does not want to live in village. He migrates to urban cities even though his standard of living there is much lower as compared to the village. It can speed up the progress to the village, suggest a new path of progress to the whole village and contribute to its prosperity. It the village

young person gets good education only for earning a good job are higher degree for himself, then realizing the dream of village empowerment will not be an easy task, and in such a saturation the empowerment of rural youth will remain a mirage.

The Pradhan Mantri Awas Yojana Gramin has truly transformed the landscape of village. The spirit, which the prime minister awas yojana rural has launched in the rural youth to live in village and contribute to local development by providing the rural youth housing facilities as in a city in the village itself; fraise worthy. Rural housing scheme has increase the pace of construction activities that lead to creation of large scale employment opportunities under this scheme there is a target to build one crore houses by March 2019. Till November 2018 construction of 52.26 lack houses under the Pradhan Mantri Awas Yojana (Rural) has been completed. A major change in life style of youth in rural area has been noticed due to that scheme.

Today rural youth are getting enough opportunities to study in arts, science, commerce and agricultural science as well as specialized professional courses like engineering, pharmacy, management, law and medicine. This has become possible due to the rapid expansion of the network of educational institutions in small town and rural areas. Now the income of the people of the villages as well as their capacity and willingness to spend have increased wages are increased time to time.

India is emerging as a major power with the economy registering high growth rates. Due to advancement of knowledge, science and technology the method of production of farm and non-farm product have been changing consumer's choice and preferences have been changing. The youth are the most valuable segment of the population, when nourished will they can do wonders. In the present day economy, science technology, market information and innovation play important roles

in the development of farm and non farm products.

As the employment avenues in rural areas are limited many young people migrate to towns and cities for work. With change in consumer preferences technology product and price in agriculture is changing. They need to be made prepared to win to the new challenges and opportunities. Empowerment and skilled training provides young people an avenue to gain practical knowledge build confidence, greater understanding of things and capabilities for their livelihoods. When every young person contributes to the best of his/her capacity and ability, India can be a developed country. The new agriculture and rural industries require trained workforce and agricultural professionals. Young minds are filled with ideas and innovation. Greater understanding of the various schemes, greater understanding and competency enables them to be successful entrepreneurs.

We are marching towards building a "New India" in which the youth and in particular the rural youth will be the main participants. The creation of new India is focused on two important aspects "Make in India: and "Swachh Bharat" in such an India along with freedom of work every individual optimum use of the talent of young entrepreneurs in nation building and skill development of as many individuals as possible, facilities like toilets, cooking gas connection, electricity and internet connection in all the households of the country have been envisaged.

The concept of "New India" free from poverty unemployment and corruption is intrinsic to our culture and national values but to achieve this every Indian will have to come forward with strong determination and will power. Nearly half of our country's population is dependent on agriculture and allied activities and this sector provides only partial employment. Thus full use of capable manpower in the form of rural youth is not being made. Providing skill training to such a

large number of unskilled human resources is not less than a challenge. If efforts are made to showcase agriculture as a profitable business, a large number of educated and trained youth will be drawn to this business. For this it is necessary to give industry status to agriculture.

Government has taken few important initiatives to give a push to the rural youth. The rural youth push is even more important as more than half of India's 63 million MSMEs are in rural areas. It is common knowledge that MSMEs typically face credit constraints as well as market access issues.

## 2. SOME VARIOUS INITIATIVES

The following sections outline in brief the various initiatives which have the potential to empower rural youth through job creation and skill development.

**a) MUDRA:** the micro units development and reference agency (MUDRA) bank was founded with the motto of "funding the unfunded" by extending financial support including refinancing to the micro segment of the Indian economy in order to provide funds for those institutions and individuals. Clearly 5.8 crore non-corporate small business sectors have grown through financial institutions like NBFC, MFIs and banks etc. MUDRA Ltd (initially an NBFC) has been recognized by official statement as MUDRA. The scheme seeks to enhance the employability and self-employability of youth in India. These will help to increase the confidence of young, educated or skilled rural youth who will now aspire to become first generation entrepreneurs.

Launched in April 2015 Rs. 4.6 trillion (4.6 lakh crore) credit has sanctioned under this scheme as on February 2018 spread across 10.38 crore beneficiaries. Women's financial inclusion has massive implications on overall human development for 2018-19, the loan disbursement target is set at Rs.3 trillion (3 lakh crore).

**b) Pradhan Mantri Kaushal Vikas Yojana**

**(PMKVY):** the PMKVY is a flagship program of the ministry of skill development and entrepreneurship (MSDE) goal aimed at improving vocational skills of youth in terms of strength and potential impact, this is a program with vast implications in rural youth of the country. The objective of this skill certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood.

The (PMKVY) Pradhan Mantri Kaushal Vikas Yojana scheme has the potential to drive up employability undercut unemployment and under employment, as well as improve productivity and incomes. This will be hugely complementary to the self-employment drive by way of MUDRA and start up India.

**c) START- UP- INDIA** starts up India aims at fostering a favorable environment for startups in view of boosting economic growth and bringing about job creation. The campaign is central in and action plan with three pillars. 1. Simplification and handholding funding support and incentives and 3 industries-academia partnerships and incubation. The ministry of human resource development and department of science and technology have agreed to partner in an initiative to setup over 75 start up support hubs under the program. The reserve bank of India will also take steps to contribute to an ecosystem that is conducive for the growth of start-up businesses. Start-up India is a mile stone in Indian economy and rural development. This recognition has enabled the 14 k startups from across 484 districts of India. 55 percent of the startups are located in tier 1 cities while 27 percent and 18 percent are based on tier 2 and tier 3 cities.

**d) Mahatma Gandhi national rural employment guarantee act (MANREGA) :** The act came into force initially in 200 districts and was extended gradually to others areas notified by the central government. This is one of the continuing flagship programs of the government

to provide minimum number of days of employment to rural people including youth.

**e) Deen Dayal Upadhyay gramin kaushal yojana (DDUGKY):** it caters to rural youth employment opportunities. One positive attitude towards this initiative is that the funds are disbursed through a digital voucher directly into the qualified applicant's bank account. It seeks to reposition rural India as a resource that can support the needs of the global manufacturing industry.

Deen dayal antyodaya yojana (DDAY) national rural livelihood mission is being implemented with the aim to improve the quality of life of seven to eight crore poor rural households. In more than 647 districts, 6559 blocks about 238000 village Panchayats and around 640000 villagers. Under this special attention is being given to the rural poor families, people who carry human faecal waste, victims of human trafficking , deprived tribal groups, differently abled and regally created bounded laborers at least one female member of the specified rural poor family included in self-help groups and related organizations in a time bound manner.

So far more than 4645 lakh self-help groups have been formed. The number of women members in them is about 5.27 crore. About 86000 federations have been formed. A loan of 1.42 lakh crore has been made available to SHG's from 2014 to 2018 during the first phase from the year 2015 to 2019; about 1.32 lakh enterprises are to be setup in 125 blocks of 24 stated to empower rural poor. The step is expected to create jobs for about 3.78 lakh rural youth.

With this the youth of the rural areas got a good opportunity to start a small trade or restart the business once closed due to lack of funds. It is clear from all these facts and figures that the pace of development of our villages has accelerated and it has positively impacted the empowerment of youth in rural areas. The need of the hour is not only to provide rural youth

educated and skill training at par with international level and maintain current pace of providing them suitable employment and self-employment but also take the pledge to enhance the momentum constantly.

On 7th October, 2017 Pradhan Mantra Gramin Digital Shiksha Abhiyan (PMGDISHA) was launched to impart digital literacy in rural areas with the aim to empower at least one person per rural household with crucial digital literacy skills. Under this abhiyan, rural people between the age group of 14 to 60 years are being trained without any fees to operate computers, tablets, smart phones etc. and access government E-Services, undertake digital payment, compose e-mail through the use of internet. PMGDISHA is expected to make around 40% rural households in country digitally literate by March 2019.

The youth needs to have strong internal will power and the strength of internal clarity, this will give them the confidence and the courage to face all challenges that come their way and the ability to resolve their problems as Swami Vivekananda said "Take up one idea. Make that one idea your life; dream of it think of it, live on that idea let the brain, the body, muscles, nerves, every part of your body be full

of that idea and just leave every other idea alone. This is the way to success and this is the way real spiritual giants are produced" for the sake of better job opportunities better connectivity and other infrastructure the rural youth need to focus on one social mission alone to make India a country of their dreams and a better place to live in.

### 3. CONCLUSION

On the basis of the above analysis it can be concluded that so far many schemes and programmes have been launched by the government with special initiatives to create scientific temper and foster the spirit of innovation among the rural youth. These schemes through their hand holding support provides an excellent opportunity for the growth of young rural entrepreneurs. It will help young entrepreneurs initiate, establish and run their enterprises successfully. To conclude rural youth are contributing enormously for sustainable development of agriculture and rural economy. With the help of various government initiatives they will further strengthen rural development efforts of the government.

---

### References

1. P. Adinarayana Reddy, New Delhi, Sarup, 2004, X, 118 P., Tables, \$ 14. ISBN 81-7625-452-5.
  2. M. G. Olujide, Attitude of Youth Towards Rural Development Projects in Lagos State, Nigeria Department of Agricultural Extension and Rural Development, University of Ibadan, Ibadan, Nigeria.
  3. Dr. P. Easwara Rao, Mr. G. Jagannath Rao, The Role of Youth in Rural Development, International Journal of Multidisciplinary Advanced Research Trends ISSN: 2349-7408 Volume 1, Issue 2, September 2014.
-