

## SOCIO-ECONOMIC IMPACT OF EMPLOYMENT GENERATION PROGRAMMES ON YOUTH OF KASHMIR: A STUDY OF UDAN SCHEME—A SPECIAL INDUSTRY INITIATIVE

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### ABSTRACT

*The creation of decent jobs is one of the biggest challenges facing policy makers trying to achieve faster, more sustainable and more inclusive growth. The economy has experienced unprecedented growth, but has been characterized by jobless growth and in formalization of job opportunities in the organized sectors. This paper attempts to assess the employment intensity and the potential to create jobs through the Udaan program. A major policy objective of the scheme is to ensure demand-oriented employment opportunities. Nevertheless, the scheme serves broader socio-economic goals of empowerment through positive network effects. Udaan, on the one hand, greatly stimulates the yearning of young people. This paper discusses key policy imperatives towards expanding the scale and scope of the scheme among the educated youth of the Kashmir.*

**KEYWORDS:** Youth, Employment, Kashmir, Udaan

### INTRODUCTION

Indian constitution provides a framework for the conditions and regulations of livelihoods. According to the supreme court of India, 'the ultimate aim of social security is that everyone has the means of livelihood, it means that the right to social security is inherent in the right to life'. **Article 39(A)**, states that all citizens, men and women equally, have the right to an adequate means of livelihood. Similarly, Article 39(d) directs equal part for equal work for both men and women. According to classical usage, full employment means all who are willing to work at the going real wage can find employment. The full employment situation is considered consistent with a certain volume of frictional unemployment, which is taken as unavoidable. The United States Employment Act of 1946, eschewed the term full employment and stated its goal as 'maximum employment, production and purchasing power' (Roa, 1968:112-113)

**i. The economic meaning of Employment:** The economic meaning usually refers, first, to the source of income that an individual derives from work and second, the basic factor in the production processes of society. The employment concept is then applied to activities that are compensated financially and are considered "generative," either directly or indirectly for example, and in stressing either the employment of that part the existing labor force which is perceived as "surplus" and may be largely unskilled,

or else the long-range preparation of potential workers for new skills which will be required from them in industry and technology.

**ii. The sociological meaning of employment:** The social meaning of employment refers to the fact which gives a person a definite role in society. His social role, of course, also interacts with other factors such as class, race and education. Absence of employment makes him, temporarily, at least, a social outcast. However, the presence of a large group of people who are not fully accepted into the social structure constitutes a turbulent force with potentially explosive effects in society. Conversely, having employment gives people a sense of security as individuals and group members. Societies in which geographic, occupational and class mobility are hindered by tradition or structural rigidities are likely to produce different responses to specific employment situations, such as mass unemployment or shortage of skilled manpower, from societies even when the levels of income and output are quite comparable.

**iii. The psychological meaning:** Lack of employment tends to result in feelings of alienation and personal frustration. The intensity of such feelings depends on the specific values and organization of the society concerned. Where an extended family group is traditionally geared to taking care of unfulfilled needs, both physical and mental, frustration and alienation are likely to be far less intense than

in a society that simply leaves the individual isolated. At place the "wish to work" and the quest for a job as a felt need represents the striving for a social function and a feeling of being useful to others. This may be more emphatically true in industrialized economies rather than less developed economies. However, the active quest for a job also depends on additional psychic factors. Many persons will actively look for a job if the objective labor-market conditions look favorable, if there is a functioning employment service, if the remuneration available is adequate, and; the person who has a strong urge for a social function will look for a job intensively (Lauterbach, 1977:283-298).

According to a report on the World Employment Program, the International labor organization has forcefully argued for the integration of employment creation of economic development through the use of productive available labor in order to accelerate economic growth and substitute labor. It has also suggested that a strategy should adopt for comprehensive programs of rural development, labor intensive public works, and utilization of industrial capacity, promotion of industrial products for domestic and foreign markets.( Singhvi, 1977:174-188).

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| 1944-1949 | <ul style="list-style-type: none"> <li>The International Labour Organization's Declaration of Philadelphia call supporting programmes to achieve full employment and raise standard living "the solemn obligation" of the organization.</li> <li>The United Nations adopts the Universal Declaration of Human Rights, which says that "everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment".</li> </ul>  |
| 1964-1966 | <ul style="list-style-type: none"> <li>The International Labour Conference adopts the Employment Policy Convention 1964 (122). It acknowledges that there is a human rights dimension to work. It serves as a framework for member states who want to make national employment policies.</li> <li>The United Nations adopts the International Covenant on Economic, Social and Cultural Rights, which says that "the right to work ... includes the right of everyone to the opportunity to gain his living by work which he freely chooses or accepts, and [states should] take appropriate steps to safeguard this right".</li> </ul> |
| 1995-1997 | <ul style="list-style-type: none"> <li>The International Labour Conference adopts the Employment Policy Convention 1964 (122). It acknowledges that there is a human rights dimension to work. It serves as a framework for member states who want to make national employment policies.</li> <li>European Union member states establish a set of common objectives for creating more and better jobs through the European Employment Strategy. They agreed on yearly monitoring procedures and indicators (quantified measurements, targets and benchmarks) to monitor and evaluate progress.</li> </ul>                               |

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| 2000-2004 | <ul style="list-style-type: none"> <li>2000 The United Nations General Assembly underlines the importance of full, productive and freely-chosen employment to social and economic progress.</li> <li>2004 In Africa, an Extraordinary Summit on employment creation and poverty reduction convened in Ouagadougou adopts a Declaration on Employment and Poverty Alleviation in Africa, a Plan of Action for the Promotion of Employment and Poverty Alleviation and a Follow-up Mechanism and Evaluation</li> </ul>   |
| 2005-2008 | <ul style="list-style-type: none"> <li>Heads of state at the World Summit "resolve to make the goals of full and productive employment and decent work for all, including for women and young people, a central objective of [their] relevant national and international policies, as well as [their] national development strategies, including poverty reduction strategies, as part of [their] efforts to achieve the Millennium Development Goals".</li> <li>The United Nations expands the Millennium Development Goals to include a new target for employment, recognizing that decent and productive work for all is central to addressing poverty. Four new employment indicators call on all countries to report progress with data broken down by sex and urban/rural differences.</li> </ul>  |
| 2010-2011 | <ul style="list-style-type: none"> <li>2010 The G20, meeting in Seoul, agree on 25 clear, future-oriented, collective commitments called The Seoul Development Consensus. It offers a new approach to designing economic policy frameworks that lead to both growth and global development goals such as poverty reduction and employment generation</li> <li>Meanwhile, at a historic conference in Oslo, the International Monetary Fund, along with other international leaders, calls for an employment-focused policy response to the global economic downturn.</li> <li>2011 The OSLO Conference on Macro and Growth Policies in the Wake of the Crisis reached a broad consensus that we have entered a very different world in terms of policy making in the wake of the international financial crisis of 2008. In the age-old discussion of the relative roles of markets and the state, the pendulum has swung toward the state.</li> </ul> |

Source: ILO 2015

#### Definition of Full employment:

J.M.Keynes: According to him full employment is the absence of involuntary unemployment. He has defined full employment is a state of affairs where involuntary unemployment is absent, but voluntary and frictional unemployment is present. Full employment is observed when output has risen to a level at which the marginal return from a representative unit of the factors of production has fallen to the minimum figure at which a quantity of the factors sufficient to produce this output is available.

Prof. Ohlin: he agreed with the Keynesian thesis that effective demand reaches at an appropriate level then full employment is secured. But he also points out that deficiency of aggregate demand brings involuntary unemployment. When a great deal of adaptation and balancing will have to meet then the status of full employment is created by increasing amount of investment and purchase is higher.

Prof. Beveridge: He defines that full employment is not such state of affairs where there are vacant jobs than unemployed men, but there are the jobs which are at fair at wages in such a way that unemployed men can reasonably be expected to take them. This means that the demand and supply of labor are related to each other both qualitatively and quantitatively.

Mrs. Robinson: Her definition of full employment coincides with the Keynes definition of employment. She says that the point at which full employment reaches at every impediment of labor gives rise to money wages a way. She further goes that conditions of full employment, obtain when no one employer can increase his staff without reducing the staff of some other employer. She holds the view that full employment in a precise sense can never be attained as long as friction exist rather than to full employment in an imprecise sense in which it can be said to be attainable such unemployment remains being vaguely attributed to frictions.

Crowther wrote: full employment does not necessarily mean that every man and women have a job. It means only that there is no more supply of idle labor or capital of the sort that actually are being demanded.

Lerner: He draws a sharp distinction between the unemployment that exists as there are not enough jobs available in the economy and also the unemployed men, skills and locations do not match. These also include those workers who at any time are on the way from one job to another. He characterized it as deflationary unemployment as he realizes that due to wrong skills and wrong location of 'jobs' brought frictional unemployment. According to Lerner, full employment refers to such a situation where there are equal number of jobs and aspirants. It means the total number of work vacancies is equal to the total number of workers seeking jobs. Thus, to sum up full employment postulates two things; first there should always be more vacant jobs than unemployed men and not slightly fewer jobs though Beveridge calls this situation as a 'mockery'. Second the jobs should be with fair wages and so located that unemployed men reasonably accept them (Puttaswamaiah, 1977:12-18).

#### **According to Employment Policy in Tenth five Year Plan 2002-07:**

A steering committee on labor and employment was adopted for targeting 10 million employment opportunities

per year over the Tenth Plan Period. Generation of employment opportunities is linked to economic activities. Faster growth is important to productively employ the increase in the labor force and improve the quality of existing employment. One of the important objectives is to provide gainful high quality employment and creation of good quality work opportunities would be achieved when such a growth strategy is followed, which are likely to deal with policy constraints which discourage the growth of employment. Its main focus was too dealt with qualitative aspects of employment and to ensure consistency between the requirement and availability of skills.

## **II. THEORITICAL PERSPECTIVES**

### **(A) General theory of Employment**

The classical conclusions are intended that not an individual, but a whole body of labors must accept a money wage. They are supposed equally applicable to the entire field of the system. The classical school reconcile this phenomena with the second postulate by saying that when the demand for labor at the existing money wage is satisfied then everyone is willing to work is employed. This situation would occur with an agreement among workers not to work for less, than more employment would be forthcoming. This brings two observations the first of which shows the actual attitude of workers towards real wages and a second one is fundamental. Moreover, the contention of unemployment is due to refusal of labor. It is not very plausible to assert that unemployment in the United States in 1932 was due to labor obstinately refusing to accept a reduction of money wages. Indeed, it is true that the existing real wages is a minimum below which more labor is now employed will be forthcoming. Involuntary unemployment and frictional unemployment would be non-existent. At present, employment is usually available at the existing money wages even though the price of wage goods is rising and real wages are falling. In short, this classical theory maintains the wage bargains between the entrepreneur and the workers determine the real wages so that are assuming free competition amongst the employers (*Keynes: 1935:13-17*).

### **II (B). Kantian Theory of Meaningful Work:**

The preliminary definition of "meaningful work" in Kant's explicit writing is that one should always treat the humanity in a person as an end and never as a means merely. Thus, in context of business there should be a moral requirement in human history that all corporations should provide to them. Kant himself says few things about the nature of work. First, Kant argues that work is important for the development of self-hood as it develops one's quality to perform an act autonomously and live independently. He says life is a spontaneous activity and it is the occupation that gives the awareness. Without occupation man cannot live happily. If he earns his bread, he eats it with greater pleasure

than if it is doled out to him. Similarly, man feels more contented after heavy work than when he has done no work; 'it means his power is in motion'. Moreover, wealth contributes to self-respect because it gives independence to a person. To work simply in order to make money means that one can provide for one's needs and pleasures and in so doing make one's self independent, work has value because business firms provide jobs. For a Kantian, the true contribution of capitalism in an affluent society means having a job that brings pleasure and independence. However, Kant is also concerned about the corporate downsizing and job loss that do not provide a living wage. Thus, firms should formulate Kantian theory because firstly, it provides a sufficient salary for the workers, physical well-being and satisfaction of his desires. Secondly, it seems obvious that meaningful work in capitalist economy must support the dignity, autonomy and rationality of human beings. Since autonomy means "empowerment" provide more opportunities for workers to exercise autonomy on the job. Firms should also apply some facts of it like; workers should not violate negative liberty. One can choose his occupation freely and exercise freedom on the job as well, management practices should strengthen the rational capacities and physical welfare of employees, Managers must allow employees the latitude to pursue their individual conceptions of happiness in accordance with their own desires. Moreover, firms also have an obligation to provide employees with a living wage and security such that employees have the ability to pursue happiness in accordance with their own desires.

### III. CLASSICAL THEORY OF EMPLOYMENT

John Maynard Keynes in his *General Theory of Employment, Interest, and Money* published in 1936, made a frontal attack on the classical theory of employment. He developed a theory which brought a revolution in economic policy. This theory was actually written against classical thought. The classical thought believed in the existence of full employment in the economy. To them, full employment was a normal situation. Unemployment results from the rigidity in the wage structure and interference in the working of the free market system in the form of trade union legislation, minimum wage legislation, etc. Full employment exists 'when everybody who at the running rate of wages wishes to be employed' (Smirti chand:2019).

Thus, according to this theory, income and employment are determined by production function and equilibrium between demand and supply of labor. Production depends on the level of employment. Level of employment refers to equilibrium of demand and supply of labor in the economy. Full employment is a normal feature in a capitalist economy. Unemployment may exist for shorter period but self adjusting forces will restore full equilibrium (Froyen,

2020). In India the phenomena of unemployment is a big one which cannot be precisely explained by theoretical concepts. In common parlance, one who is productive activity, but cannot be gainfully employed is called unemployed. In other words, unemployment consists of the non-utilization of available resources. However, prosperity is made possible through optimum utilization of human resources because it is a treasure which can be put into productive activity. This treasure is valuable only if it is to be used. Unemployment is socio-economic and a political problem. In its economic sense, it means a tragic waste of human resources and the resultant is deprivation of goods and services which an unemployed could produce. The wastage of such unutilized manpower becomes alienated against the social order owing to frustration and anger. Similarly, if it persists for a long, the disillusioned unemployed persons can become a potential source of danger to the political, social and cultural stability of the society. After independence planners of India have adopted a five year plan strategy for the economic development of our country in which unemployment is one of the major objectives all throughout the plan. But unfortunately in the first four plans government has no positive employment policy of its own. Whatever employment was generated was a by-product of certain increase in the tempo of industrial and agricultural production. No active effort on the part of government was made to link economic programs with employment. However, in the Fifth five Year Plan planners opened a new chapter on the removal of poverty and the attainment of self-efficiency. In the year 1971, the then Prime Minister, Late Shrimati Indira Gandhi quoted, 'Garibi Hatao' and later on followed by "Half-a-Million job programs." In 1971-72 the introduction of self-employment programs was a remarkable chapter in solving the unemployment program. Then, in 1981-82 government of India has launched many self-employment schemes especially in rural areas. Because of the partial benefits of such schemes they did not produce sound results in attaining prosperity and development of the nation. An inclusive growth strategy on human capital formation was made in order to target poverty during the Eleventh Plan. This structure of growth and pattern of production deals with employment generating means in different sectors so as to put India on a sustainable growth path. Composition of growth has to generate jobs and to alleviate poverty. Thus, a high growth rate of economy, employment oriented structure and special employment schemes are the three prolonged features of the development. Though, the first two ensure an increased volume of economic activities and productive utilization of human capital and resources leading to enhancement of opportunities of employment and income. Many special schemes aimed at supplementing the employment generating impact on special target groups consisting of the poor and the unemployment group by assisting them with skills, trainings,

strategies for employment generation in order to produce a strengthened, creative, technical and entrepreneurial skills among the working. India has two broad categories of employment schemes Self-employment and wage-employment schemes. Some of them are meant for poor in urban and rural areas, Women, SCs and STs. While others are not targeted. Although their organizational pattern means for poverty alleviation not had been helpful in a sustainable employment generation. Their component of planning is so weak in terms of selection and sequences of assets for generating sustainable employment in the mainstream. Though there is some success on some grounds, but the overall scenario is not encouraging and these schemes have a long term financial drain on the economy. There is a sharp deceleration in the growth of the labor force. *According to the World Development Indicators Database of the World Bank, in 1990, India's labor force was 317.68 million; by 2019, it had grown upto 517.49 million in 2019. Thus, over these three decades, India's labor force grew at 1.69% per year (Basu:2020).*

#### **Udaan Scheme:**

An expert group constituted by Prime minister under the chairmanship of Dr.C. Rangarajan, Government of India launched the scheme Special Industry Initiative for Jammu and Kashmir in the nature of the partnership between the different corporate sectors of India and the Ministry of Home Affairs. The corporate tend to implement the schemes encounter several difficulties such as duration of training, payment, mechanism, rigidity of appointment of different components of training costs etc. The committee of secretaries and feedback from other agencies, cabinet committee on Economic Affairs (CCEA) in its meeting held in 2013 approved proposal for revision in the norms for the scheme. Ministry of Home affairs engages such agencies which it considers fit for the purpose of the implementation of the scheme like a National Skill Development Corporation (NSDC) under section 25 of the companies act has been authorized for its implementation. In Kashmir the nodal agency is known as Jammu and Kashmir Youth Development Forum located at bismbernagar, Srinagar. This agency conducts Mega-Drive recruitment programs at different degree colleges in order to aware the educated youth about this program. The duration of skill training shall be minimum three months to maximum six months, or nine months, depending upon the requirement of the corporate engaged for the purpose. However, it may sometimes increase up to nine months under the project approval committee on the request of the committee. The duration, venue and curriculum of training are decided by the corporate on the ground of the profile and requirement of the organization for improving the skill and employability of the target audience. There are two types of Nodal officers as appointed by the State government;

State Nodal officer category and Nodal officers at EI/ Employment Exchange (EE). Under the state government, the deputy commissioner, educational institutions shall designate their nodal officer to work in close coordination with 'Udaan' partners. Their bio-data shall be uploaded on the website of Udaan hosted by implementing agency and nodal department of such educational institutions and state government. After the completion of training, a trainee is interviewed by the corporate for placement, either through placement agency or by job fair organization. In a nutshell, it is said that Jammu and Kashmir has always been a subject matter of discussions. When it comes to employment skill development in Jammu and Kashmir has been a challenge and continues to be. NSDC has made a partnership program with the different corporates of India. This program is named as Special Industry Initiative (SII) which is termed as 'Udaan' to ascertain a change in the employment and skill space among youth of the valley through an action oriented agenda. As per the report of the expert group on employment patterns in Jammu and Kashmir Udaan is targeted to help the youth of J&K who want to ascertain and grow their careers. It has two main aims first to provide skills to the youth and secondly employment to the targeted youth approximately 40,000 youth over a period of five years in high growth sectors. Another focus is to pay well-off jobs for the trained labor force. It makes a call to all the organizations across the country to select the deserving candidates from the state in order to train and then place them either within the organization or outside. It is the NSDC who can be entitled to transfer, hide out or disclose any information related to proposals, affiliates, representatives, auditors and other parties selected by NSDC for some confidential uses of the scheme. Even it has the right to bring timely modifications in the context of terms and conditions. The project is meant for a period of five year and organizations can submit a single plan for the approval of the proposal.

## **II LITERATURE REVIEW**

**World Development Report 2019:** The report says that the Government should accept and adjust to the impact of new technologies on workers implemented interests and not attempt to control or regulate them. The report points out, "onerous" regulations on business should be removed, and private firms should be alleviated of obligations. The WDR 2019 does not provide policymakers with the tools to create fair rules of the game, such as transition plans for displaced workforces, policies to ensure that platform workers are fairly compensated or an approach to trade in services which allow governments to regulate in the public interest. Instead, the report makes technology the protagonist, rather than the choices of companies and governments. The report eludes the fact that work for platform companies is a result of aggressive

strategies to ignore, overthrow and eliminate regulations such as employment relationship rules.

***Decent work and the sustainable development goals.*** (2018). The author of this article has discussed about the Millennium Development goals (MDGs). Which aims at sustainable development goals (SDGs). The key principle of SDGs is quest for decent work for all men and women, for productive, high quality employment and inclusive labor market situations. Employment in the new standard is more narrowly defined as ‘work for pay or profit’. Employment is defined as a reference to classify persons of working age by their labor force status. This will access employment opportunities that generate an income and policies for employment creation.

***Employment policy implementation mechanisms***(2014) *A synthesis based on country studies.* The author discusses about the developmental aspect of the Economic growth, which leads to job creation. He says, if an economy is on a growth path, there is no need to worry about jobs. At most, policies may be needed to ensure a smooth and efficient functioning of the labor market. Moreover, active labor market policies are anticipated to coordinate the supply side with the demand side. Economic policies as well as labor market policies determine the employment outcome of economic growth. Employment policies function on both the demand and supply sides of the equation. Demand-side measures include macroeconomic and sectoral policies and policies aimed at direct job creation. Policies aimed at raising the rate of enrollment and encouraging young people to continue with education/training, can reduce the supply of labor in the market. Education and skills training can also improve the quality of the labor force and help to reduce the mismatch between demand and supply of labor. Active labor market policies (e.g. Training and retraining of workers, employment services, etc.) play an important role in bringing about the necessary adjustments in the labor market and preventing unemployment. The author provides some suggestive measures that National employment policies (NEPs) should ideally combine both kinds of policies include elements ranging from macroeconomic and sectoral policies for education, training and other active labor market policies.

***Youth employment policy*** (2008). The author in his article manifests at the time of economic difficulty, youth is the first fired and last hired. Youth are the temporary workers classified as “freeters”. Freeters are those who wanted to be part-time workers and be independent from companies, but with the slump of the economy more businesses employed freeters to save on labor costs. As a result, becoming a full-time employee became more elusive for young people.

***Yan, China’s employment policies and strategies***(2018). The author in his article discusses that how

china being a highly populated country boasting the tremendous workforce in the world. The Chinese national economy has witnessed a sound, sustainable, and rapid growth. The Chinese government attaches great importance to the issue of employment, and takes employment as the first priority of people’s livelihood and as the top strategy for ensuring the stability of its society. The Chinese government regards persistently the development of the tertiary industry as a major preference for the expansion of employment. The Chinese government has paid great attention in actively developing labor-intensive industries and enterprises that have comparative benefits and whose products enjoy market demands, particularly private and self-employed businesses, and medium/small enterprises with big employment capacity.

***Finn, D., (1984) Training and Employment Schemes for the long term unemployed: British government policy for the 1990’s.*** In 1987, the British government has introduced the Social Security Act and the Employment Act (1988) in order to achieve its objectives. This act introduces a form of ‘workfare’ for hard shippers. Who lose their jobs, bringing them with allowances? It radically alters the manpower services commission with the new training commission. This act also brought changes by implementing job centers, restart interviewing and courses and services for the disabled were all controlled by the secretary of state for employment.

***Pandya, R. (2016) Skill development and Entrepreneurship in India.*** The twelfth plan makes a model for skill challenges in terms of out- reach, skill development efforts and various economic policies. Hence National Skill Development program was formulated in 2009. Which envisions empowering of all individuals through improved skills, knowledge and access to decent employment? An urgent need is felt to main stream skill formation and innovative approaches for skill formation. A coordinated action committee was made which has brought a paradigm shift in achieving certain objectives like quality, quantity, outreach and mobility. The skill development program does not aim at training for the requirement of jobs, but also linking them to job opportunities and market realities. This would in turn facilitate transformation of young people into a productive workforce.

***Daly, M. 2011 in his article entitled “A Rising Natural Rate of Unemployment: Transitory or Permanent”*** depicts that A mismatch between the characteristics of job openings, such as a skill requirement or location. Mismatch component is an important factor of increasing natural –rate of unemployment. Which occur when an imbalance took place in labor supply and demand across industry sectors, geographic areas or skill groups? This rise in mismatches above its level makes it harder to find a job and more

expensive for firms to fill the vacancy. Which result in ultimate downward pressure on job creation?

**David, Carr, Stel, Thurik (2005) in their paper on *Does Self Employment Reduce Unemployment?*** The author mentions that there are two aspects, i.e. Push and pull aspect of the relation between unemployment and self employment. On the one hand unemployment reduces the opportunities of enjoying a paid job and induces searching for one which in turn pushes people into self employment.

**Aldcroft, H.D (1984). Reads *Full Employment: the elusive goal*** without a strong industrial and micro policy no macroeconomic strategies, even a protectionist one, will succeed. In addition to a major industrial initiative, a more positive approach is required to improve the operation of factor markets, including measures to improve the allocation of capital to small firms raising individual incentives, changes in the tax system, policies to facilitate labor mobility and to restore the price mechanism in the labor market. Prof. Campbell points out; we require a more radical change in the attitudes of society'. An economic transformation depends on the possession of deeper seated attitudes and attributes than those more superficial ones which can be conjured up by government action alone.

**Quinn, K. (1987). *Temporary Work Schemes: Fair Employment or Slave Labor?*** In this journal the author intends to concentrate on the relevance of temporary schemes and to highlight the benefits and disadvantages occurring both to the participants and to the sponsored organization. He discusses certain issues being responsible for long term unemployment and also put forth their suggestions to come back with this core problem. The effects of long term unemployment are well inveterate elsewhere. Its main effect is apathy and a sense of hopelessness. Many interventions have been tried by the commentators over the decades. A rapid increase in training and work schemes are placed. The principle scheme in this article was a social employment scheme. Thus, the Social Employment Scheme and other community-based work schemes should be seen as an alternative to live on the dole. They replace despair with dignity, enforced idleness with productivity, replace apathy with creativity. Much work needs to be done on the structure and delivery of these schemes.

**Higgins (2001), *Policies that promote wage employment.*** stated, In 1997 France introduced the TRACE {Trajet d'accès à l'emploi} program. It aimed at hard-to-employ young people, this program provides a "route to integration" lasting up to 18 months for young people facing severe family, social and/or cultural problems, and includes skills diagnosis, the teaching of basic skills and training towards occupational qualifications.

**Baqal, G.M (2008) *Entrepreneurship Development and Small Scale Industries*,** the author says that in a bid of industrialization the central as well as state government has created small scale centers to accelerate the tempo of industrial activity in J&K. The government has adopted a policy of encouraging only private entrepreneurs in small sector by providing them necessary infrastructure and attractive incentives. Thus, in this regard the government made 'District Industries Centre' on May 1, 1978/8 under the Industrial Policy Statement of Dec, 1977 to facilitate all entrepreneurs at the district level so that they may set up small scale units. It may provide services like arrangement for the supply of machinery and equipment, entrepreneurial training, etc. In Jammu and Kashmir 10 DICS started functioning in 10 districts before 1980. The DICS are expected to prepare developmental works which are called 'Action plans'. These plans indicate the type of industries, entrepreneurs in an area, targets of new units to be set up, generation of employment, production and investment in the new units, supply of raw materials, finance, technical, technological inputs and marketing assistance are also included in the Action Plan.

**Sudan (2006) in his paper *Youth Unemployment & Industrial Training: A study from Jammu and Kashmir depicts*** a centrally sponsored scheme, launched by the Ministry of Labor, Government of India with an aim to modernize the training facilities, which will boost self-employment and curb youth unemployment in the state. It was in 1956, the Craftsman Training Scheme (CTS) was introduced in India through ITIs for large-scale self-employment of the youth. However, in the state of Jammu and Kashmir, the scheme was introduced in 1958 and two ITIs were established in the capital cities of Srinagar and Jammu in order to provide industrial and technical skills to youth to be better qualified for employment/self-employment within and outside the state. The scheme was conducted through the National Apprenticeship Council (NAC) at the national level.

**The Youth Employment Inventory:** International Labor organization, along with its partners like Federal Ministry of Economics corporation and the Development of Germany, The inter-American Development Bank and the Youth Employment Network's Secretariat made a data base intervention for improving the labor market outcomes for young people globally. It is comprised of 90 countries who made program design for the events, youth network programs in the field of youth employment.

**Youth Employment Network:** To improve the standard of the employment prospects of young people, the United Nations have come up with many stakeholders to develop an initiative for better policies of youth concern. It looks at the youth as partners for devising solutions to a common problem. The representatives play central role in the

implementations of National Action Plans. So far 21 countries have joined their hands to tackle the youth employment challenge at the highest level.

### III. Objectives of the study:

1. To prepare a conceptual framework of Udaan scheme in Kashmir.
2. To evaluate the socio-economic profile of 'Udaan trainees', and assess the benefits derived by the youth from it.
3. To analyze the satisfaction level of the youth who have received training and job under the scheme.

### IV. METHODOLOGY

Today, youth has emerged as a distinct social class and represents a vital demographic dividend. Jammu and Kashmir a conflict zone implies severe victimization of youth careers, opportunities and livelihoods. This has created a growing problem of unemployment, creating frustration among youth and other multifaceted problems at the socio-economic forefront. Considering the dearth of rigorous research pertaining to the sociology of problems faced by the youth in Kashmir, the present study is a scholarly endeavor to sociologically analyze the dynamics of employment scheme among the youth in Kashmir.

**Tools and Techniques:** It was constructed after studying the following;

- Theoretical perspectives on youth employment.
- Literature on youth unemployment and employment schemes.

Data and information collected from Books, Journals, Annual Assessment reports, Census data. Five year Plan documents, Newspapers, Magazines, Research documents and dissertations, official web sources of Directorate of Economics and Statistics, Jammu and Kashmir counselling office, NSDC, JKEDI etc.

**Research Instrument:** Interview Schedule and observation method is used as a research instrument for the conduct of the survey.

**Interview Schedule Development:** A series of structured interviews was developed to collect the data. It contains questions based on socio-economic context, causes and consequences. Open-ended and closed-ended questions were formed to capture more ideas and suggestions to limit the problems of the target audience.

**Field Enumeration/Survey:** The researcher conducted the survey with support from the JKYDF within the target group belonging to different universities, colleges and even the survey was performed in residential/working settings.

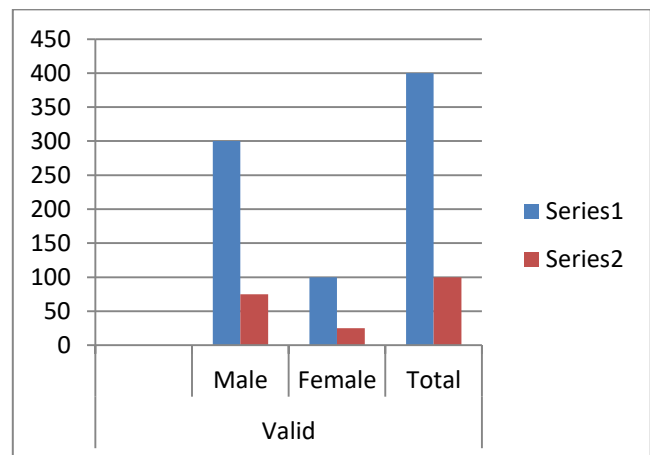
**Data Analysis:** Data was analyzed in SPSS (Statistical package for the Social Science) method in order to ensure the accurate cumulative frequency percentage, analysis and tabulation of responses obtained from the statements of the respondents. The total sample was taken 400 educated Udaan beneficiaries.

### V. FINDING AND DISCUSSION

#### 5.1 Gender:

There have been significant variations in both gender roles in culture and history. Gender role theory emphasizes the environmental causes of gender roles and the impact of socialization, or the process of transferring norms, values, beliefs and behaviors to group members, in learning how to behave as a male or female. Social role theory proposes that the social structure is underlying force is distinguishing genders and that sex-differentiated behavior is driven by the division of labor between two sexes within the society. The division of labor creates gender roles that, in turn, lead to gender-specific social behavior (*collage 2016*).

#### Gender:



*\*The column-bar graph represents frequency and percentage of the Gender division of the respondents. (Source: field study)*

#### Interpretation:

As represented in Table 5.1, registrations have happened from Udaan beneficiaries irrespective of their district locations in J&K. There were no district-level registration targets within the program guidelines, with the objective of covering 40,000 youths from Jammu & Kashmir over a five-year period. However, a large scale assessment of district registrations could facilitate a more consistent distribution going forward. To this end, efforts have been made to engage with certain corporate bodies to identify district-specific problems. According to the responses, the feasibility of mobilizing in rural areas within the allocated



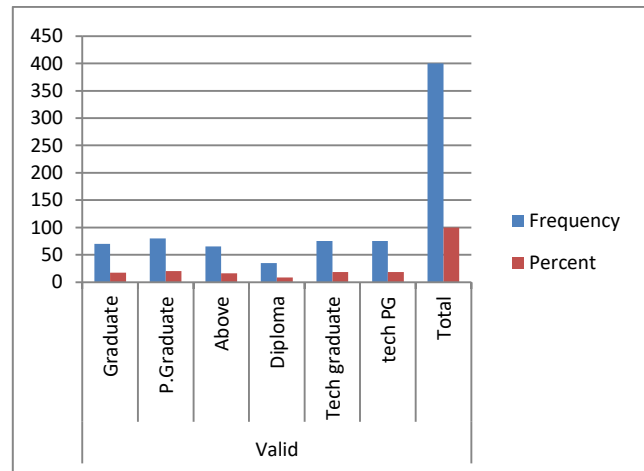
budget has been a concern for social bodies. Some of the reasons behind the same have been low interest levels shown by rural candidates due to higher income prospects in agricultural activities vis-à-vis corporate placements under Udaan, reluctance to travel due to conservative mindset of potential candidates/their families, geographical remoteness, etc. Political disturbances in certain districts have also hampered mobilization processes. For remote districts, fewer colleges and more travel time were significant barriers. Inadequacies in dissemination of scheme related information to all territories were also mentioned as an issue in conducting effective mobilization, which for many corporate bodies remain confined to major districts only. About 75% of the applicants were male, with the remaining 25% female. Responses from select corporate bodies were sought with a position to outline intervention areas for increased female participation. It was garnered from the responses that orthodox societies formed a major portion of Jammu and Kashmir, with families possessing very conservative views regarding female members. Therefore, parents are often reluctant towards furthering the interests of potential female candidates due to apprehensions over adaptability, safety, security, etc. Counseling of parents and sharing successful stories of female candidates with the families of potential female candidates can go a long-way in fostering positive changes in the societal framework governing the progress of women. As per the respondents, handicraft and hospitality are the two major sectors wherein women from the country can readily succeed, provided necessary family support, shore leave and hand holding are provided to them.

## 5.2 Education

There is a strong consensus that formal education is an important determinant of individual earnings as well as labor force status. Educated workers have three advantages over less educated workers: higher wages, greater employment stability, and greater upward mobility of income. Education is becoming more and more important in meeting the demands of the jobs of the future. In low-income countries, highly educated workers may find it more difficult to find a suitable job since skilled jobs are scarce, but once they do, chances are that it will be a quality job. They may be envious of low unemployment rates among less educated workers, but that is certainly offset by the quality of jobs. This is due to the fact that high-skilled workers tend to make more money, work more hours and be more official employees. Conversely, in Kashmir division educated people are more exposed to unemployment and job quality deficits and, when employed, they are less likely to be in official paid employment. Nevertheless, the higher the educational level of the worker, the better the working conditions (particularly in terms of professional status, formalities, working time and pay). But this does not necessarily mean that it is solely the

advanced educational level of highly educated workers which leads to their improved working conditions. There can be other factors at play, and there can be common factors that affect workers' education and job quality.

## Education:



*\*The column-bar graph represents frequency and percentage of the Educational classification of the respondents. (Source: field study)*

## Interpretation

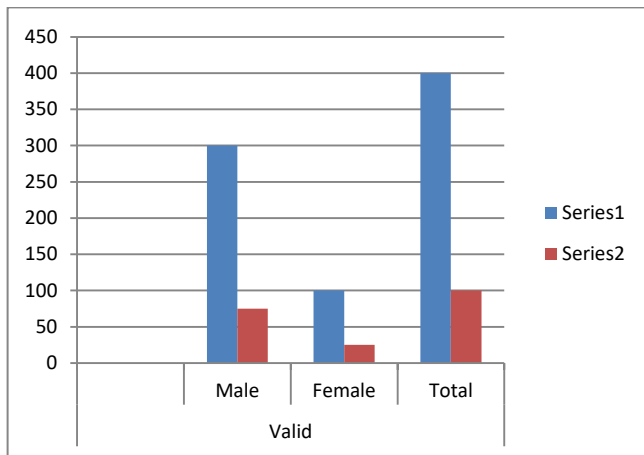
From the above table(4.2) it is inferred that 17.5 percent of the respondents of Udaan scheme are graduates, 20 percent are post graduates and 8.75 percent are above qualified like M.Phil and p.hds. While in terms of technical field, 16.25 percent is diploma holders, 18.75 percent are technical graduates like (BBA, B. Tech, BCA), and 18.75 percent are Tech post- graduates like (M. Tech, MBA) etc. Skill development emphasizes acquisition of skills to ensure access to decent employment, regardless of how, where and when skills are acquired. It involves both development of new skills and up gradation of existing skills a person has. The technological advances have increased the demand for skills and competencies and reduced the value of unskilled labor. Realizing the importance of skill development, Government of India adopted a National Skill Development Program in its Five-Year Plans and favored the formation of skill development institutions, at State and National level. In the case of Kashmir valley, where unemployment is at peak, skill development initiatives can be instrumental in imparting training to young men and women. These initiatives can provide new opportunities and avenues and accelerate creation of more jobs.

## 5.3. Marital status:

Marital status appears to be strongly linked to life satisfaction among older adults compared to young adults. Gender stereotype roles play a significant role in the labor

market. Situation of a men and women is associated with gendered social norms, marriage too often keeps women out of labor force and put forward for them disproportionately to different forms of labor underutilization by preventing them from job searching even though they would like to take up a job or by driving them to work in a paid jobless hours than they would like to work.

#### Marital status:



*\*The column-bar graph represents frequency and percentage of the Marital class of the respondents. (Source: field study)*

#### Interpretation

With regard to marital status of interviewees, a majority of 75 percent, is single and only 25 percent are married. The classification of the data by gender shows that of the total number of respondents, the number of married men and married women is the lowest. The prevalence of social custom means it is the responsibility of men to feed his family which results in a delayed marriage of unemployed youth or no marriage at all. This is one of the main reasons that more men are still single compared to women. At the same time, marriage makes an individual more responsible. Normally, one of the important criteria for a bridegroom is that he should be an employee and a remunerative hand. Many respondents told the researcher that young people who are single and unemployed may travel outside of work, but that it is difficult for young married couples to settle outside because of family constraints. It signifies that the educated unemployed youth can extend out for job roles, but the married youth has limited choices.

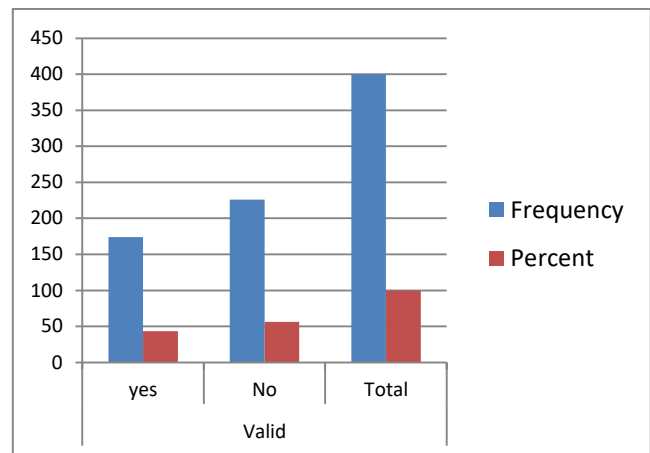
“The late Prof. Bashir Ahmad Dabla, *Emergence of Late marriage in J&K* (2009) asserts that the average age of marriage in Kashmir has risen from 23 years to 31, and 20 years to 27 for males and females respectively. Dabla believes that socio-economic, educational and political developments in J&K had a radical impact on the practice of marriage. Right

now unemployment has one such big reason” (Muzafar, 2015). Some said that would-be grooms or brides seek person from their own profession which also defers marriage. As unemployment grows tremendously, most of the helpless souls are dependent on their parents. So they do not want to take additional responsibilities this became a cause of late marriage. Most of them are unanimous that unemployment is the major cause of deferring marriages in the Valley.

#### 5.4 Registering with other than udaan program:

Here respondents are asked about registering with other government/semi-government programs and trying to understand their behavioral action on it.

#### Registering with other than Udaan program



*\*The column-bar graph represents frequency and percentage grouping of Registration of the respondents. (Source: field study)*

#### Interpretation

It has been furnished with other unemployment benefits either provided by the State Government or from an authorized body. Officially speaking, The intention was to know the perspectives on the need, nature of the government has initiated many programs such as the Voluntary Service Allowance (VSA), J&K Self- Employment Scheme, Seed Capital Funds Scheme, Youth Start Up Loan Scheme, National Minority Development Finance Corporation, Women in Entrepreneurship Initiative. These are already in existence for years, but have shown no positive results year after year Jammu and Kashmir unemployment rate grows up steadily. A routine of surveys has indicated that immature people do not sufficiently advise on workplace-related opportunities, necessary skills and career pathways. Prior to leaving school, it seems essential that they have access to this information in order to be better prepared for what they must expect and what is expected of them. Good quality career guidance along with labor market prospects should help young people get more serious career options. Some young

people prefer to study a subject area that results in fewer opportunities for future tasks. Governments, employers and trainers should work together to provide clearer pathways to youth. Similarly, programs aimed at facilitating the transition of young people into the world of work should be developed. Professional education and learning systems have shown that on-the-job practice and training can have a positive effect. The quality and relevance of education are often considered as the first root cause of youth unemployment. In 2010, in 25 out of 27 developed countries, the highest unemployment rate was among people with a primary education or less. Yet, higher education does not guarantee a decent job. Beyond the necessity to ensure its access to all, education is not adequately tailored to the needs of the labor market, which in turn leads to two consequences: the inability for young people to find jobs and the inability for employers to hire the skills they need. Combined with the economic crisis and the lack of sufficient job creation in many countries, it has resulted in high unemployment rates around the world and the development of a skills crisis. Surveys suggest that up to half of all businesses have open positions for which they are struggling to find suitably qualified people. One global survey found that more than 55% of employers worldwide believe there is a "skill- crisis" as businesses witness a growing mismatch between the skills that students learn in the education system and those required in the workplace. For the governments, it is always a key question, how they can bridge this gap?

**Semboja (2007)**, cited an example of Tanzania's structural adjustment program which failed to bring about the transformation of underlying objectives to address unemployment in the region, argues, employability does not only require skills and training, but also public policies which are favorable to create conducive environments, which will be able to match demand and supply in the labor market.

**Mchovu et al. (1998)** Reflecting on policy failures affirm, policies are formulated, but its implementers pay no attention to implementation on policy outcomes. Apparently, most social policies are fashionable and not reflective of the strategies used during implementation. Thus it took a challenge to its implementation. For instance, all social policies need to have actors who are responsible and aware of a particular situation and are ready to influence change. Another policy failure is the discord between the aims of the policy and the needs of the community. Needless to admit that the majority of the policies in India at both the country and regional level are formulated by a team of experts in collaboration with all stakeholders and without proper research of the problem. In such cases, a consistent dialectic is needed between the goals of politics and the needs of the community, and the failure of politics becomes an inevitable fact. Again, with respect to conflicting interests, the author

notes that there are some challenges in implementing social policies. In terms of conflicting interests between the policy aims and the demands of the target community what is demanded by the community is different from what is prioritized in the policies. It therefore becomes very onerous to implement a policy keeping in mind that beneficiaries are not motivated by the policy in place.

#### CASE-STUDY

An example of a case where the researcher has found an educated youth who is a victim of unemployment. After finishing his MSc in 2013, 32-year-old Sameer Ahmad fought for five years for a job. Facing social stigma coupled with depression, the resident of Baramulla borrowed money to invest in the tourism sector. But due to the uncertain situation he lost all the investment, leaving him financially broke. Left in the lurch, he registered himself with the district employment office hoping to find a government job. He stated, "I lost all my investment in tourism business. Then I registered with district employment office two years ago. But so far no opportunity has come my way," he said. Ahmad is one among lakhs of unemployed youth who have registered themselves with different employment offices for jobs. Official figures reveal that as many as 2.5 lakh educated unemployed youth, including 1.5 lakh postgraduates have registered themselves with different district employment and counseling centers last year. This is precisely because the government's employment generating schemes have failed to yield results in Jammu and Kashmir. The number of beneficiaries under these schemes has dropped by 50 percent last year compared to 2018. However, it was found from the sources, Under Prime Minister's Employment Generation Program (PMEGP), the jobs generated in the Union Territory in 2019 was 17488. It is less than 70 percent of 60232 jobs generated through this scheme in J&K in 2018. Similarly, the employment generated under Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) has dropped by 50 per cent in 2019. As per the figures, 84 educated youth has been employed under this scheme last year compared to 115 in the year 2018. The Union Ministry for Rural Development's Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) has also recorded 50 per cent decline in 2019 compared to 2018. As per the figures, 3.69 crore person days of work were generated under this scheme in 2018 which in 2019 dropped to 1.53 crore person days. The Union Ministry for Labor and Employment document accessed by The Kashmir Monitor reveals that the unemployment rate in Jammu and Kashmir stands at 5.3 per cent. In Jammu and Kashmir, the urban unemployment rate stands at 10.0 per cent, while as the rural unemployment is 4.2 per cent.

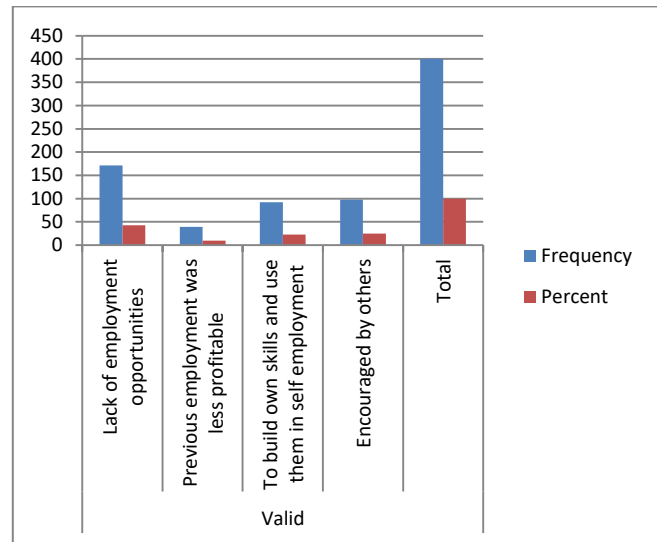
#### 5.5. Respondents response for choosing Udaan Scheme

Since Independence, the Government of India has launched a number of Centrally Sponsored Schemes (CSS) and Community/Area Development Programs in the areas of health & family welfare, education, employment & poverty eradication, agriculture, women & child development and social welfare, etc. both in rural and urban areas of the Country, including Jammu & Kashmir. The chief objectives of all these schemes are to generate employment, better quality of life, remove poverty & economic inequality and human loss. Besides, these schemes are also aimed at creation of basic infrastructure and assets essential for economic development in rural areas. There is a general feeling that despite of huge allocations made by Government of India through Central Schemes/Centrally Sponsored Schemes in Jammu & Kashmir, the development in basic infrastructure and amenities/facilities are not perceptible, especially in rural areas of the State. Furthermore, the standard of living of the population is still very low and the employment opportunities

for young people are still considered to be very limited and inadequate. The main objectives are to examine whether Udaan have generated the desired benefits, including specification of reasons for their tardy implementation, short-comings in implementation and the steps required to tone up their implementation, including their monitoring, to achieve the desired results. Unemployment is a serious concern in Kashmiri society and young people are looking for better opportunities in government, semi-government and the business sector. According to the Oxfam survey, 'Kashmir today is a sea of unemployed youth, a place where the infrastructure is crippled and there is almost no effort to encourage private enterprise and self-employment.' The study reveals that opportunities for professional education remain very limited. Out of roughly 700,000 youth in the age group of 18-30 years, close to 50 percent remain unemployed despite higher education. Mercy Corps reports, "Of the large cohort of youth between the ages of 18 and 30 in the Kashmir Valley, an estimated 48 per cent are unemployed." The survey, conducted by Chatham House (UK) reveals 96 per cent of respondents in Kashmir Valley identified unemployment as one of the major problems facing Jammu and Kashmir. In fact, the incidence of youth unemployment in Kashmir has been on an upward trend since 1993 (Mercy Corps, 2011).

Developing skills means not only acquiring new skills, but also upgrading existing skills. Demand for skills development has increased with technological advances and modern patterns of development. The increase in employment in India has led the Indian government to take skills development initiatives in its five-year plans since the start of the planning period. As part of the National Skill Development Program, the Government of India has established professional training institutions across India. These institutions provide a variety of courses for unemployed youth as part of various programs developed by the Government of India. Furthermore, the Government of India has implemented a number of job-creating programs to address the unemployment problem. In the J&K state, where unemployment is high, skills development can be an efficient way to generate self-employment among young people. Apart from centrally sponsored schemes, the various development institutions in J&K, particularly in Srinagar districts like CAP Foundation, DB Tech and IL&FS and Udaan and Himayat offer both training and placement to youth under their skill development initiatives. Moreover, small skills development initiatives undertaken by the State are also useful to provide employment for young people. To conclude, the problem of unemployment must be understood at global level in order to improve employment opportunities for youth (Bashir: 30-41).

#### Respondent's response for choosing Udaan Scheme:



*\*The column-bar graph represents frequency and percentage of Choosing Udaan scheme by the respondents. (Source: field study)*

#### Interpretation

From the responses (table 4.8), it is inferred that 42.75 percent of the respondents say lack of employment opportunities is the cause for choosing the Udaan platform because it is attributed that higher unemployment rate than the national level occurred because of lack of avenues in the private sector. Apart from the mid-scale private sector enterprise, there is no high end companies, MNCs operating in J&K which is the main reason why jobs are scarce. Young people see government jobs as the only sustainable opportunity in the present situation. Besides these figures, data indicate the severity of unemployment in J&K e.g., three lakh employment registrations by post-graduates and P.hDs are figured out. The Kashmir chamber of commerce and industries also in its preliminary report suggested that since August, five lakh job losses were recorded in Kashmir region only post abrogation of Article 370 which was followed by lockdown to combat COVID pandemic. The issue of Kashmir is compounded by the fact that the private sector in the Kashmir region has not yet reached its full potential. The main source of employment is the govt sector, which is stretched to the extent that you have 1 lakh youth working as daily related workers in govt departments and are seeking regularization of their services for the past two years tourism sector of J&K to be dull (**unemployment rate in JK**).

While as 9.75 percent of the respondents claim that their previous employment was less profitable so they try for Udaan platform. Since poor working conditions are the main global employment challenge, according to the International Labor Organization (ILO) UN has made decent work for everyone as part of the sustainable development Goals'. Holding a job does not always guarantee decent living

conditions currently holding an informal job, meaning one not governed by the rules that dictate the rights of employers and employees. This leads to a number of problems, including lack of social protection, extended hours, and the possibility of being dismissed without notice or severance pay, and dangerous working conditions, among others. In a worldwide scenario, more than one out of five young people (under the age of 25) are without an occupation, meaning that they are unemployed, with no training and not in school. In the meantime, 145 million young workers are living in poverty. This is a situation that is not expected to improve any time soon, according to the ILO's world employment and social outlook, trends 2019, which forecasts that the decline in the youth labor force participation rate over the past 25 years will likely to continue. This is particularly alarming because youth unemployment is a vicious cycle those who remain excluded from the job market for a long time fail to acquire the skills that future employers will be looking for. There is, thus an urgent need to recognize youth employment as a priority for both public policy and the private sector to be offering young people, more and better employment opportunities that is the goal of global decent jobs for youth initiative. Similarly, the wage gap between men and women is one of the today's greatest social injustices on an average, a woman with the same skill and responsibilities earn 20 percent less than a man. Aggravated by other inequalities, women are more likely than men to be involuntary part-time workers, though many would prefer to work more hours. Combined with persistent stereotypes, these inequities translate into significantly lower female participation rates. Millions of working people in the developing world are severely underemployed and engage in extremely low productivity survival activities. Even in advanced industrialized countries, precarious and discouraged workers have renounced the search for elusive employment. Similarly, in developing countries which have a dualistic structure that combines a small formal segment with a large non-formal segment, the employment problem manifests itself not in high unemployment, but in high incidence of underemployment hidden in self-employment and casual wage employment outside the formal segment. However, 23 percent of the respondents say, Udaan build own skills and use them in self employment. A skill set refers to the range of abilities and skills an individual can apply to gain and perform a job well. These can include both personal and professional skills. Taking the time to understand your skills and develop and improve them udaan can help you to achieve your professional goals like earning a promotion or becoming an expert in a specific field. They say that the skill set is a set of skills, qualities and experiences that one develops over the course of one's life and one's work. Having more skills can help you develop your professional skills and enable you to excel in your work. The right skill set can help you develop

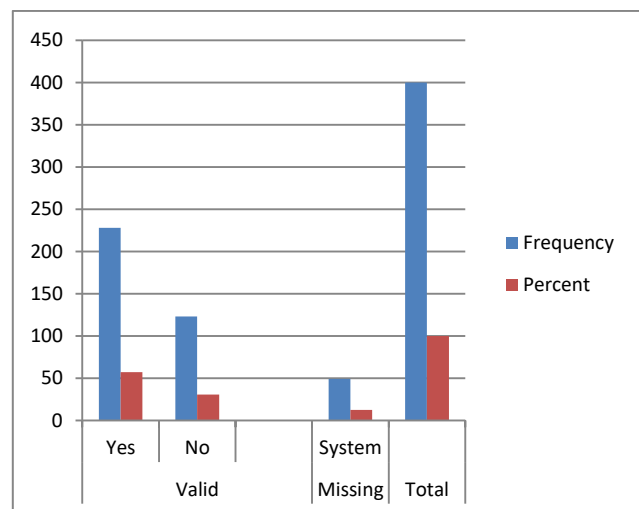
your career. Udaan offer a more interactive approach to master in skills e.g. training in it help candidates gain practical experience on how to operate management tools. It also aims to enhance your general skills like communication, negotiation and problem solving. Additionally, udaan helps to develop professional or technical skills which are referred to as technical expertise your gain through education and work experience. These professional skills assist you in carrying out your professional duties. Personal skills, also known as soft skills, international skills or interpersonal skills, are distinguishing features and attributes of how you express yourself. These competencies shape your way of working autonomously with others. Virtually, each job requires you to have good personal skills. Although, the required skills may vary from one position to another. These are intangible skills that help to improve your work and life.

Finally, 24.5 percent of urban recipients say they have been encouraged by others, such as their peer groups to go with Udaan. As they say, it came as a vision in Kashmir to transform how to capitalize on technology. The purpose of the udaan program is to strengthen the capacity of youth in J&K through skills development and then expose them to the best companies in India. The initiative is also intended to provide the business sector in India access to the rich pool of talent in J&K. It purports to provide skills training and increase the employability of the unemployed youth of J&K. It covers graduates, post-graduates and three-year diploma-holders of J&K's engineering degree and also provides exposure companies to the rich pool of talent present in the state of J&K.

### 5.6. Respondent's response over the job offer

Here the respondents are interviewed about the job offers made by different corporate bodies and their reaction towards it.

#### Respondent's response over job offer:





*\*The column-bar graph represents frequency and percentage of Job offer under Udaan scheme by the respondents. (Source: field study)*

### Interpretation

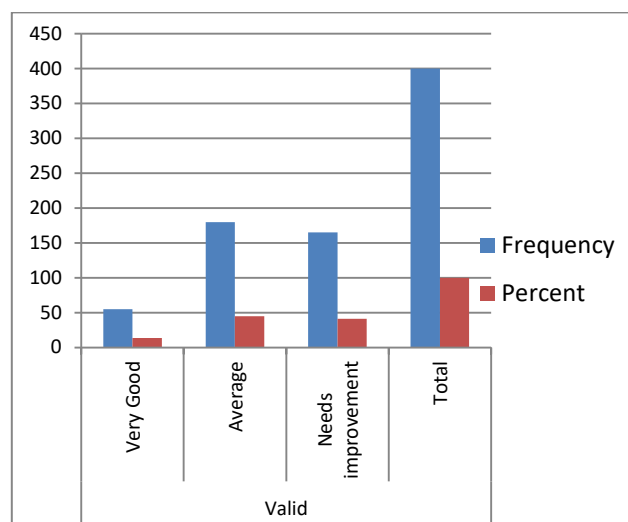
From the inferences of the above Table 30.75 percent said no, they did not receive offers of employment, according to their specialization and relevance. They suggest that there should be a requirement to re-direct enrollment, leading to inadequate selection of candidates and inconsistencies in the narratives used for engagement. Realignment of targets based on the objectives of the scheme, i.e. indicators defining a generation of employability such as successful completion of training, quality of placement support, etc.. A group of candidates further argues, A host, of steps have been taken towards candidate verification by NSDC as well as corporate bodies for further strengthening of verification procedures to prevent the enrollment of candidates in multiple training centers. There is a need for a common pool of candidate information, including biometric details of candidates, which is accessible to all corporate bodies providing training and other relevant stakeholders. Need systems similar to the Aadhaar Biometric Attendance System (AEBAS) to monitor applicant's attendance and prevent cases from receiving allowances without being available for training. Yet 49 percent did not respond to that. Instead, they propose things such as: The need to strengthen grievance redress mechanisms to resolve training center and applicant issues. An interactive platform which may be a common portal may be created for grievance redress. Requirement of comprehensive Standard Operating Procedures (SOPs) for corporate bodies covering all stages i.e. mobilization, training, placement support, etc. Need for a single document containing stage-wise guidelines common to all training centers. Revamped positioning of the scheme may go a long way in negating the effects of negative feedback on the ground so, it needs enhanced screening of candidates and accreditation of Udaan certification by the policy establishment to generate necessary aspiration levels among potential candidates and for increased promotional activities/advertisements.

### 5.7. Experience of Udaan Training

Udaan is a golden opportunity for the unemployed Educated Youth of Jammu and Kashmir, especially Graduates, Postgraduates and three year Diploma engineers. It is a platform to develop general skills, to obtain employment and exposure to business India. Essentially, the expert panel was formed by the Prime Minister's Office under the chairmanship of the Dr. Rangarajan to come up with an employment plan for the state of Jammu and Kashmir. The rate of unemployment is too much higher in Jammu and Kashmir. On the Contrary, lack of corporate sector as

well. As per the reports, 'unemployment rate in J&K is higher than the average National Unemployment rate. The state of J&K having 24% of the population in the unemployed (18-29) age group is much higher than the national unemployment rate of 13.2%. The motto of the Udaan project is to address economic matters of the state. The table below shows the Udaan learning experience rate.

### Experience of Udaan Training:



*\*The column-bar graph represents frequency and percentage classification of Experience of Training by the respondents. (Source: field study)*

### Interpretation

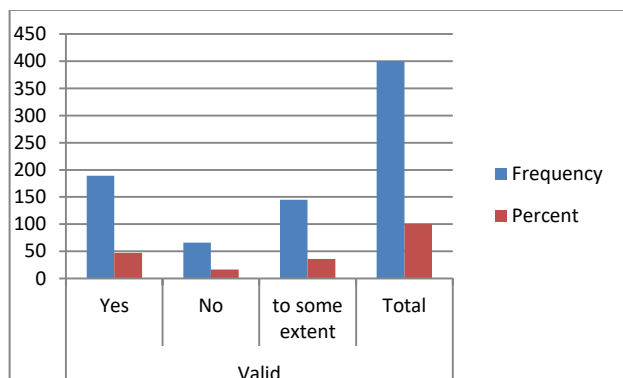
In terms of satisfaction with training, 13.75 percent rated it as well, while 45 percent said the training was neither too good nor too poor. While 41.25 percent say no, it was not up to the mark as a result, it needs improvement. Through on-the-ground interactions, it was determined that there is significant untapped potential in terms of mobilizing candidates in Jammu and Kashmir. First, there is the potential for a significant increase in the number of women candidates. According to the survey conducted at the training centers visited, only 15 percent of the candidates were women, which can give rise to a significant increase. Mobilization campaigns in Jammu and Kashmir, therefore need to focus on improving awareness among potential participants. Second, there are substantial opportunities for increased mobilization within the state's rural areas. Apart from the basic objectives of the action, one of its main objectives was to bridge the rural urban gap and therefore requires constant attention. Measures such as increasing advertisement in the rural areas, ensuring greater presence of mobilisers, conducting necessary surveys on a consistent basis, engaging with the gram Panchayats, consistent orientation of the target audience and sufficient follow ups would go a long way in increasing participation of candidates from the rural parts of the state.

There is a need for more focused criteria for short listing of candidates, so as to ensure selection based on the objectives of the scheme and requirements of the corporate body imparting training. The selection process needs to also consider the expertise areas of the candidates and accordingly brief them about relevant companies providing training in as per the expertise areas as well as orient them as to what is expected of them. The process also needs to be merit based, entailing necessary assessment of aptitude and attitude of candidates, which would not only ensure increased success rates but lowered dropout shares as well. The introduction of such evaluation criteria is also expected to generate the desired value of the training opportunities offered within the program.

### 5.8. Udaan as an Employment Resource

Creating jobs are a cornerstone of any economic stimulus program. Many activities can fall under the rubric of job creation, including immediate short-term opportunities that yield quick impact, or the development of more enduring livelihoods in the civil service or private sector. It is important to distinguish between these different activities, recognizing that sustainability and long-term impact should be duly taken into account when implementing any job creation program. Job creation is essential on many fronts. At the political level, job opportunities give the population an interest in the peace process by providing young men and women with alternatives to violence. On the economic front, jobs provide income for poor families, boost domestic demand for goods and services, and stimulate overall growth. Socially, employment can also foster social healing, encourage the return of displaced persons, and enhance long-term social well-being (**job generation**).

#### Udaan as an employment resource:



*\*The column-bar graph represents frequency and percentage set of Views on Udaan as a source of Employment by the respondents. (Source: field study)*

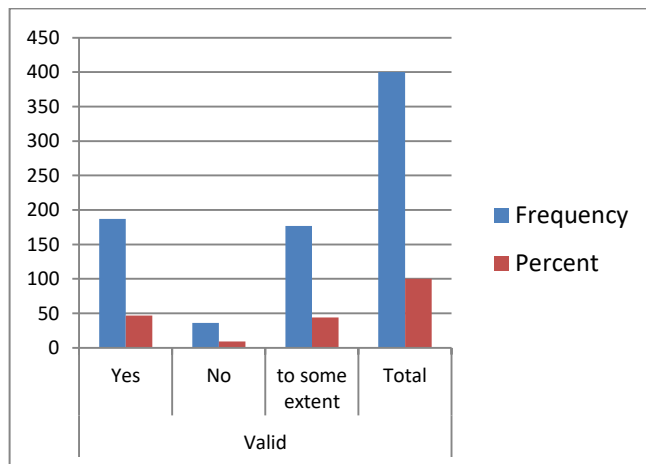
#### Interpretation

The interactions revealed that for the majority of the respondents say, government jobs are of topmost priority. However, all respondents confirmed that they are exploring other training opportunities offered by Udaan as well. A notable share of the respondents showed interest in working in private sector enterprises, of which they were interested in getting opportunities within the state itself, while the rest expressed willingness to work across the country, provided salary expectations were met. The 36.25 percent youth opined that more is needed to be done to improve the private sector in the state and also, salaries and other benefits offered should be at par with any other state in the country. Some of the respondents of which 16.5 percent say No expressed that there is an ardent need to infuse more resources (in terms of investments and technology) for developing local industries so as to create increased opportunities within the state. The interest of youth in acquiring the skills needed to take advantage of opportunities within the state to make the state prosperous is evident from the interactions. It has been found that in Jammu and Kashmir various schemes are being run by the notable organization, namely, Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) provides the opportunities for unemployed youth of the state to build their future. It provides motivation and a source of resources to help young people to start their own businesses. Mohammad Jafayat, who currently operates a dairy farm, is a case in point. He said, "Initially, I started my farm with eight cows. Now, I have 11 cows. My unit works well, I get about 80,000 rupees a month. I provide dairy products. It works well now, I intend to extend it again." I received a lot of support from the EDI department and the banks". He added that the classes under the JKEDI scheme also taught him the skills of running a successful business. "This department provides us motivation and awareness as to how can we create employment opportunities for ourselves and for others," he said. One of the schemes of the JKEDI Department is the Youth Start-up Loan Scheme (YLS). A part of the Jammu and Kashmir government's flagship Sher-e-Kashmir Employment and Welfare Programme for Youth (SKEWPY), YLS is a pilot off bank credit facility that offers a maximum of Rs 8 lakhs to young startup entrepreneurs. Another scheme is the Seed Capital Fund Scheme (SCFS), which is a landmark economic empowerment initiative of the state. The system supplies start-up capital up to Rs. 7.5 lakhs coupled with an offer of bank financing at preferential rates for youth eligible for the creation of their enterprises. The foregoing fact indicates that the government should make active efforts to represent such a regime before a common man. For him to learn entrepreneurial skills by establishing their own units that indirectly help our nation by reducing a portion of unemployment in our nation.

### 5.9. Udaan ensures a sustained decrease in unemployment

It is inappropriate to forecast GDP growth and employment elasticity over a long 25-year period. The 2020 employment scenario will develop on the basis of some underlying trends with respect to long-term drives. Although labor force growth is slowing down, employment elasticity will also decrease, meaning that labor market pressure will not lessen. As opportunities for agricultural work continue to decline, there will be rapid growth in the informal sector. To cope with these expected trends, employment programs and strategies are needed to promote labor-intensive and capital saving technologies. Job creation in small establishments should be promoted through job creation incentives rather than capital investments. A simple but comprehensive social security system will need to be put in place to improve the quality of employment in a scenario where workers will grow strongly. Such a social security system coupled with higher labor income, based on higher productivity of the skilled labor force, will facilitate the conversion of emerging job opportunities into meaningful jobs. Similarly, interviewees were asked about the extent of the long-term reduction in unemployment by udaan platform.

#### Udaan ensures a sustained decrease in unemployment



*\*The column-bar graph represents frequency and percentage set of Views on Unemployment by the respondents. (Source: field study)*

#### Interpretation

From the representation of the respondents, 46.75 percent agree with the fact that udaan has ensured a sustainable decrease in unemployment. While 9 percent say no and 44.25 percent say that to some extent it has resulted in a drop in the unemployment rate. According to government data, Jammu & Kashmir is home to an alarming 6,02,979 registered unemployed youth. With 18,560 Udaan candidates receiving job offers after successful completion of training, it may be said that the scheme has facilitated the employment of around 3 percent of the unemployed youth population. In a state wherein employment opportunities for the youth are

minimal, the fact that Udaan has been able to create an ecosystem for equipping and providing employment to a notable share of the unemployed youth can be considered as a commendable achievement (**Review of udaan scheme**).

**Sanderine et al. (2009)**, Addressing the ineffectiveness of the several policies aimed at unemployment, especially among the youth suggests that the regime should come up with the strategies which will hook up young people from long term unemployment or mass unemployment. These are measures such as help with job search, work experience and learning, skills training and financial support for entrepreneurship.

#### UNESCO's Youth Unit:

UNESCO (United Nation Educational, Scientific and Cultural Organization) through its Youth unit envisages empowerment of youth by reaching out to them responding to their expectations, ideas and fostering useful and long lasting skills besides encouraging their participation of youth in the dialogue process. It concentrates mainly on inter-agency cooperation, cooperation with youth forum(s) NGOs, youth policies and programs by encouraging their active involvement in the process of integration into political programs. To create spaces and opportunities for empowerment and to provide recognition, visibility and credibility for their contributions.

#### 5.10. Udaan like Scheme can bring self-reliance and self-security among youth

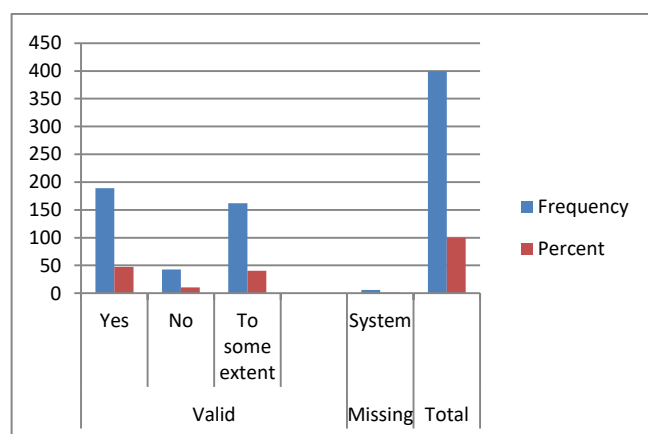
**Self-Reliance:** Generally, it is the ability to think and act without the help or influence of others, the ability to decide what you should be or do. Self-reliance fosters the need for individuals to improve their living conditions through the initiatives and resources at their disposal. It is also regarded as a development which relies on "internal" resources as opposed to a development which relies heavily on "external" resources. Self-reliance is synonymous with self-sufficiency. It means doing things on our own rather than doing things for others. Self-reliance is the personal initiative in the ability and effort to identify, harness and manage effectively and efficiently the personal and collective resources, human or natural in the immediate surroundings in order to uplift one's or a people's quality of life, standard of living and condition of existence. It also refers to the sole dependence of individual capabilities to improve life and the ability of an individual to rely on him/herself in order to accomplish a specific task and progress in it. The idea of self-reliance lays heavily on youth empowerment by training of mind and body of the youth for proper integration into the society and for positive development. The process of continuous improvement of the youth development, structures, institutions and programs in order to create a social condition, ensure the rights of the youth are advanced and



protected, their welfare enhanced, and their effective functioning and self-actualization ensured. Youth development is a sine-qua-non for youth empowerment (Dr.Kwopnan2020)

However, job security is an assurance that an employee can retain his or her job for the foreseeable future with a minimum of external influences. Typically, a business can offer better job security to employees in times of economic expansion and vice versa; job security is usually worse in times of recession. Job security also varies according to niche/industry: jobs in law enforcement and healthcare are generally more 'secure' than in the private sector. (Guest Blogger: 2021)

#### **Udaan like Scheme can bring self-reliance and self-security among youth**



*\*The column-bar graph represents frequency and percentage set of Views on Self reliance and security of the respondents. (Source: field study)*

#### **Interpretation**

The researcher noted from the respondents' views, 47.25 percent agree with the fact that job – related training programs can develop self reliance among a person while, at least 10.75 percent says NO we don't agree with the statement. However, again 40.5 percent said to a certain extent, it will train a person to become self-sufficient and self-secured. They mentioned, Unemployment brought the crisis to Jammu and Kashmir. As of 2017, Unemployment rate in the state was more eminent than the average National unemployment rate, with J&K having 24.6 percent of the population (in the age of 18-29 years) unemployed. This is far more than the pan India unemployment rate of 13.2percent, as unveiled by official statistics. They add that the unemployment rate in the age group of 18-29 years is higher among females at 45.1 percent, while among male in the same age group, the rate is at 17.8 percent.

In the middle of this dismal situation, we have seen the Indian government over the years develop mechanisms.

The first and most well-conceived of them is Udaan. The objective of the program is to provide vocational training and improve the employability of unemployed young people in J&K. The Scheme covers graduates, post graduates and three year engineering diploma holders. It has the twin objectives of providing an exposure to the unemployed graduates to the best of Corporate India, and providing Corporate India an exposure to the rich talent pool available in the State. However, another thriving scheme is the PMKVY. Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification Scheme is to enable a large number of J&K youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals who have acquired learning experience or competencies must also be assessed and certified under Prior Learning Recognition (PLAR). This has also been a popular outreach program for the youth. Next comes the Himayat scheme. Himayat is a skills development initiative related to placement for training and placement of 1 lakh J&K youth approximately 5 years. It is part of the skills empowerment and employment program of the Prime Minister's Office (PMO). The project envisions support for the youth of J&K by providing them with vocational training linked to placement in various sectors like IT, Customer Service and Sales, Hospitality and the like. As an implementing partner, IL&FS envisages to be a leading contributor in accelerating social and economic development in J&K. Moreover, a beautiful legacy of the UPA government remains the Umeed (Hope) scheme – a Government of India funded flagship project to empower women in conflict-ridden Kashmir, launched in June 2013. The project is aimed at encouraging rural women to make small savings so that they SHGs will eventually become bankable at a reduced rate of interest. Rahul Gandhi announced that Rs 755 crore centrally funded Umeed project will be implemented across the state involving 900 thousand women in 143 blocks, covering 4,098 Panchayats of the state. The government roped in SUPR, an Andhra Pradesh based company to train and guide groups in J&K. SUPR needs to send community contacts (CRPs) and professional contacts (POC) to help people understand how to get out of poverty. This again, has been a much acclaimed scheming.

From the above discussion, it is seen that the motto of these schemes is to bring self –reliance and self security feeling among the individuals to the best of his society to survive.

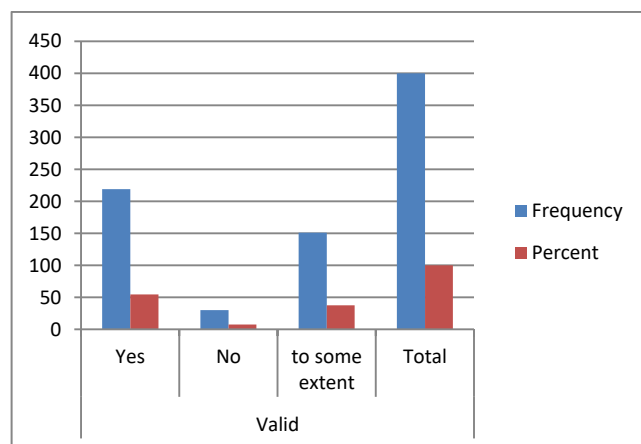
#### **5.11. Job-related schemes bring down Social Exclusion among Unemployed youth**

Social exclusion can be viewed as a dynamic multidimensional process wherein various deficits reinforce

each other. In this context, unemployment is seen as one of the major risk factors for social exclusion. Exclusion from employment may result in the alienation of society and in turn increase the risk of long-term dependency. Furthermore, social exclusion can affect not only the present generation, but also pass it on to the next generation. Social exclusion has many interrelated dimensions that can strengthen each other. Exclusion from society can also have an impact, for example, on social participation or mental health, through perceived lack of inclusion and alienation. Higher perceived alienation is related to lower well-being and higher risk of depression. The total effects of job loss which might lead to social exclusion: **perceived social integration, well-being and mental health and economic resources**, as well as the **psychosocial needs social participation, social status** and higher *self-efficacy*. (Laura pholan: 2019)

The principal components of the process of social exclusion are unemployment, poverty and social isolation: they reinforce each other and provoke progressive social exclusion through their interaction. It is widely believed that the main factor is the marginalization of individuals in the labour market, i.e. their long-term unemployment. This induces a fall in the standard of living, and in many cases impoverishment, which then receives two further issues – it limits resources for seeking usage and makes it impossible to take part in societal actions. Scarce resources and increased social isolation, separate people from the information and networks they need, making re-employment more challenging. In this way, the dark spiral of social degradation goes on. Empirical studies have supported the view that unemployment and poverty lead to the progressive operation of social exclusion, but they have likewise indicated that the shock of unemployment may vary in different environments.

#### Job-related schemes bring down Social Exclusion among Unemployed youth:



*\*The column-bar graph represents frequency and percentage set of views on social exclusion by the respondents. (Source: field study)*

#### Interpretation

From the response it is analyzed that 54.75 percent say yes, 7.5 percent, says No and 37.25 percent, says to some extent job- related schemes can bring down the unemployment among the youth.

Job loss leads to exclusion from the labor market and the lack of opportunity to meet needs typically associated with an employment relationship. Two main functions of paid employment can be emphasized: the first function is the provision of financial resources, which allow individuals to maintain a minimum standard of living and to shape life according to subjective perceptions and aims. Job loss coincides with earnings losses, and hence might constrain access to economic resources. Social participation might comprises formal participation, such as activity in an association and informal participation like interact with friends and relatives. It has been found that the unemployed engage in social activities less frequently, and have less social support from close relations and authority figures compared to employed individuals. Moreover, the psychological distress that goes along with being unemployed is compounded by the negative social attitudes towards unemployment; which risks further alienating the unemployed from mainstream society. As a consequence, the loss of social contacts can lead to lower life satisfaction. Individuals tend to see themselves in a similar way to how others see them, and that employed workers with a relatively low occupational status, for example, unskilled manual workers, feel that they are treated with more respect and recognition than unemployed individuals. Job loss might bring a certain stigma as well as feelings of shame and worthlessness. This loss of social prestige may be reflected in the subjective perception of occupying a lower social status. Unemployment may have additional psychosocial consequences aside from those above mentioned. For instance, unemployment can worsen both depression and anxiety which might in turn result in a general dissatisfaction with life as well as mental health problems. Life satisfaction can be viewed as the culmination of what resources enable people to do and to be within a society, in other words, their ability to convert resources into a better life. The subjective assessment of quality of life can thus be viewed as a proxy for an individual's welfare, and serve as an overarching framework for concepts which stress social integration and exclusion issues. Those experiencing mental health problems, or who are dissatisfied with their lives, are likely to be at risk of experiencing social exclusion. This is partly due to the negative effect on one's ability to work, as being emotionally stable is a central dimension of employability and a basis for regular activity. Studies show that in the long-run the unemployed face a higher risk of dying early, and are more likely to commit suicide which could be interpreted as the worst form of social exclusion.

In social-cognitive theory, building self-efficacy describes a person's ability to cope with demanding situations through adaptation. (Bandura, 1997) says, ' Self-efficacy might be an important individual characteristic in modern labor markets, in which a growing number of responsibilities are entrusted to the worker'. Tisch and Wolff (2015) talk about the relationship between employment and self-efficacy. Employed workers are likely to be more confident with respect to their problem-solving capabilities due to feedback received from colleagues and superiors. Furthermore, an employment relationship links an individual to a collective goal or objective that could lead to greater effectiveness when such goals are achieved. The regular on-the-job activity can also help an individual learn about and value their own skills. Thus, Jahoda's latent employment functions should positively affect self efficiency. Fryer (1986) suggests that people want to actively control their lives through projects and objectives. Hence, job loss and the associated loss of the aforementioned functions may lead to lower levels of self-efficacy. In addition, unemployment can be considered an individual setback (Silver et al., 2005).

## DISCUSSION

The economy is deteriorating severely. The main reason for concern is unemployment, which affects every aspect of life, be it social, financial or political. When it comes to Jammu and Kashmir, there are many things that are responsible. First, prolonged curfews and communication failures are major factors in unemployment. Based on a survey, over 4.56 billion jobs have been lost since August 5, 2019. Second, the lack of a clearly defined industrial sector aggravates the situation. As a result, industries such as tourism and apple exports, which are the backbone of Jammu and Kashmir's economy, are underdeveloped. Thirdly, the lack of skills development for young people due to an under-developed education sector is also one of the causes of unemployment. Fourthly, the COVID-19 pandemic has made the situation worse. It has affected nearly all areas. The challenge of creating adequate decent employment opportunities is to bring up a structural transition from farm to the non farm sector avenues for employment. Such transition necessitates a comprehensive and convergent policy synchronizing a coherent vision of the country's employment objectives and ways to achieve them. The underlying principles of the National Employment Policy encompass multidimensional interventions covering a wide range of economic growth, which leads towards the increase of employment opportunities. However, it might be a challenging task to identify and create employment opportunities.

## CONCLUSION

The Udaan program started with the goal of reaching 40,000 youth in Jammu & Kashmir over a period of 5 years. Based on the information ,the above metrics indicate that the performance of the scheme has been satisfactory and it has been beneficial for the target audience, i.e. unemployed graduates, post-graduates and diploma holders in engineering from the state of Kashmir. From a qualitative point of view, positive changes in levels of competence (technical and flexible) and in the social status of applicants have been visible. Successful applicants were able to reach venerated companies throughout the country. Further, many successful candidates returning home post completion of training under the scheme have also established entrepreneurial ventures in Jammu & Kashmir, which can be seen as a healthy economic development supported by the scheme. Further, the importance of awareness generation regarding skill development initiatives at the high school and college levels is immense to educate and equip future candidates, and subsequently ensures greater success rates and reduced drop outs. Finally, learning opportunities in the skills development landscape to foster training within a strengthened legal framework (Apprentice Act, 1961) can be explored for the future. In conclusion, it is envisaged that the scheme may continue for the benefit of the youth of Jammu & Kashmir, with some revisions in the overall framework and further streamlining of operational aspects.

## 8. COMPETING INTERESTS

Authors have declared that no competing interests exist.

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