

Skilling the Youth: Addressing the Youth Un-employment and Skill Development Challenge

Dr. Bilal A. Bhat¹

Abstract:

Skilling of youth is one of the major policy interventions of the Government to address the unemployment amongst the youth. The economy has experienced unprecedented growth, but has been characterized by jobless growth and informalization of job opportunities in the organized sectors. This paper attempts to assess the employment intensity and the potential to create jobs through the skill development initiative of 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. This paper discusses key policy imperatives towards expanding the scale and scope of the scheme amongst the educated youth of Jammu and Kashmir.

Keywords: *Youth, Employment, Skill, Kashmir, Scheme, Government*

¹ Assistant Professor, Centre for Social Justice, Institute of Management and Public Administration, Govt. of J&K, Main Campus, MA Road, Srinagar

Introduction:

The youth are often perceived as agents of social change. This role in social change/transformation is pursued as a result of the young people differentiating between what they accept and what they wish to change in a given social setup, at times through participation in movements for social change. Throughout the world, there have been several cases of such movements by youth. Example can be what was witnessed in the late 1960's, which was marked by the rise of "hippies", who in the West represented a non-violent protest of the youth against western values. They wanted to be left alone to do what they liked without the constraints of the mores and laws of the civilisation in which they grew up. The 1970s witnessed the movements of the underprivileged seeking redress of their social disabilities. For example, the Black Panthers of America resorted to militant movements to pursue their goal. An illustration of revolutionary agitation was that of the youth in China in 1987. In India since 1970 there have been a number of cases of youth agitation, such as that of the anti-reservation in Gujarat in 1985, the All Assam Student Union agitation in Assam in 1984 and the anti-Mandal agitation in north India in 1990 and so on and so forth. But the main challenge in twenty first century for the State has been to address the bigger issue of unemployment and for that purpose from time to time numbers of policy interventions and schemes have been formulated including the skilling of the youth.

Skill India

Skill India Mission is a government scheme launched in 2015. It is an umbrella scheme that has many skilling schemes and programmes under it. The chief objective is to empower the youth of the country with adequate skill sets that will enable their employment in relevant sectors and also improve productivity. The mission intends to create opportunities and space for the development of talents in Indian youth. It aims to develop those sectors which have been put under skill development for the last many years, and also to recognize new sectors for skill development. It is important to empower students with skill-based training as the development of our economy depends upon them. Here's why skill development is important:

- The skill development process helps students think beyond grades. It helps them tap into their capabilities, develop real-life skills, and prepare themselves to be successful in the careers of their choice.

- Skill-based learning improves employability and helps the youth earn more. Furthermore, it improves the economy of a country and promotes its financial growth.
- Skill-based learning helps students develop problem-solving strategies and effective communication techniques.
- Learning skill development promotes the leadership skills of students as it helps them become more altruistic. They learn to use their skills to organize and inspire their teams, which in turn, creates in them leadership qualities.
- It also helps students develop creativity, critical thinking, and analytical thinking as skill-based learning focuses on the evaluation and application of facts to real-life problems.

The aim of the Udaan scheme is capacity building of the youth in J&K through skill development and subsequently exposing them to the best of corporate in India. The initiative also aims at providing the corporate sector in India access to the rich talent pool in J&K. According to official papers reviewed by *Greater Kashmir*, contrary to the aim of Rs 982.57 crore covering around 42,658 beneficiaries, J&K-based banks have approved Rs 1840.15 crore in favors of 53,299 beneficiaries under various employment generation schemes. This comprised Rs 1337.94 crore under the PMEGP, Rs 316.93 crore under the NRLM, Rs 68.93 crore under the NULM, Rs 10.45 crore under the PMWMY, Rs 57.37 crore under the CCS for artisans and weavers, and Rs 48.53 crore under the JKREGP. According to an official, the J&K administration has adopted a two-pronged strategy of courting outside investors while handholding young entrepreneurs to launch their businesses so that they could be job providers instead of job seekers. The government has introduced a variety of self-employment programmes during the last three years to aid young people in starting their businesses. One of the J&K administration's most fruitful efforts has been the mission youth programme.

A sustainable livelihood line in the transportation industry has been established for unemployed kids, thanks to the 'Mumkin' (livelihood generation) programme run by Mission Youth. The 'Spurring Entrepreneurship Initiative' programme is built on the idea of the Youth Enterprise with Innovation (YouWiN) and Champion for an Innovation initiative, which aims to inspire young people, especially young women, to start and grow innovative businesses. Dentists are receiving tailored financial help for opening dental clinics under a sector-specific programme for

dental professionals. Under this programme, a sum of Rs 8 lakh is given as financial support for starting their business.

Another initiative called 'Rise Together' aims to foster community-based entrepreneurship in the Himalayan region in the best possible way to create jobs and income, and foster a sense of social service among the new-age young businesspeople. Under the programme, qualified youth groups receive financial support of Rs 20 lakh, which is made up of a loan from the bank for Rs 17.50 lakh or 70 percent of the project cost and an upfront subsidy component minimum of Rs 2.5 lakh or 10 percent of the project cost. According to the CMIE, J&K has a higher unemployment rate than the rest of India at 15 percent. This raises the issue of how to control the rising unemployment

A Skill Training: Udaan Training in Jammu and Kashmir.

I. Basic features of the UDAAN scheme in Kashmir

The Udaan Scheme was undertaken by the National Skill Development Corporation as a Special Industry Initiative (SII) for the state of Jammu and Kashmir (J&K). The Rangarajan Committee's recommendations guided the creation of the plan, which the federal government used to improve the employability of J&K's educated young, including graduates, post-graduates, and engineers with three-year diplomas. Udaan was promptly implemented in the 2011–12 fiscal year after the Rangarajan Committee was created in August 2010 and its report was submitted in February 2011. By facilitating people in the development of their talents and thereafter introducing them to the top Indian corporations, the Udaan scheme seeks to boost the capacity of young people in J&K. The project also aimed to open up J&K's enormous talented individuals to the industrial India. The organisation in charge of funding and overseeing the programme is the Ministry of Home Affairs (MHA). MHA allocated a total of Rs 750 crore rupees in funding to the scheme. The implementer has so far received Rs 353.45 crore in funding, of which Rs 344.74 crore has been used as of August 2018 (MSDE,2020). The Central Government's Udaan scheme was a big effort to hire the educated youth of the state of J&K. It intended to provide five years of coverage for over 40,000 J&K youth. The government did, however, extend this programme, and it was currently in the closed phase (STARTUP, 2020).



II. Procedure of implementation:

Udaan scheme's overall procedure generally involved the selection of corporate organisations, training of applicants, and placement of candidates (which is an incentivized activity). Four steps are involved in these actions, and they were as follows:

Stage of a proposal: Interested corporate groups submitted proposals to the National Skill Development Corporation (NSDC). It included the relevant information as well as the specified objectives. NSDC screened the documents after they were submitted. Following the approval of ideas, NSDC assigned final objectives to corporate organisations for specific time periods.

Mobilization stage: During recruitment drives, candidates were given information about the training needs, qualifications, and employment possibilities, as well as other details like the facilities available. Campaigns for mobilisation have had a substantial contribution from NSDC. As a result of the Jammu and Kashmir Youth Development Forum's (JKYDF) active involvement in assisting in the mobilisation of candidates in accordance with corporate organisations' requirements. The corporate bodies furthermore have offices and/or mobilizers (which include company representatives, NGOs, mobilisation agencies, etc.) in the state in order to undertake drives.

Training: The candidates who were chosen for the training stage are given one-time travel expenses from J&K to their respective training centres. As soon as the applicants arrived at the training facilities, procedures like document verification, candidate declaration form completion, and training programme orientation began. They were then given accommodations (along with meals). Throughout the duration of their course, they also get monthly stipends. The lengthy

training procedure lasts for a minimum of 90 days, which includes both on-the-job training (OJT) and classroom instruction in technical and product knowledge.

Table I Registrations – District-wise Share	
District	Share of Candidates
Srinagar	11%
Baramulla	10%
Anantnag	7%
Budgam	6%
Pulwama	5%
Kupwara	5%
Kulgam	3%
Bandipora	2%
Shopian	2%
Ganderbal	2%

The requirements for the programme stipulate that 40,000 Jammu and Kashmiri youth were to be targeted throughout a five-year period rather than district-specific registration goals. The majority of rural areas had registration shares between 1% and 2%. The viability of mobilising in rural areas within the allocated budget has been a source of worry for business groups. Rural candidates' superior income prospects in agricultural operations through Udaan compared to corporate postings, their reluctance to travel due to potential employers' conservative mindsets, and other factors have all contributed to this lack of enthusiasm. Political upheaval has also hampered mobilisation attempts in other areas, including Bandipora, Shopian, and Ganderbal. Effective mobilisation was highlighted as being hampered by inadequacies in the distribution of scheme-related information to all districts, which for many corporate bodies remained limited to big districts alone. Male candidates made up about 78% of the candidates, with female candidates making up the remaining 22%. Due to concerns about adaptability, safety, security, etc., parents were frequently hesitant to advance the interests of possible female candidates. The cultural framework governing the advancement of women can be positively changed by offering parental counselling and sharing the success stories of female candidates with the families of prospective female candidates. Handicrafts and Hospitality were the two main industries where women from the state can easily flourish, provided that they were given the required familial support, freedom, and handholding.

Table II Training Centers Sector-wise	
Sector	Share
IT/IteS	35%
Retail	20%
BFSI	15%
Tourism and hospitality	13%
Telecom	13%
Human resources	11%
Healthcare	9%
Textiles and apparels	7%
Engineering services	7%
Sales and marketing	7%
Automobile	4%
BPO	4%
Logistics and supply chain management	4%
Aviation	2%
Advisory	2%
Electrical	2%
Market research	2%
Capital goods	2%
Construction	2%
Electronics	2%
Manufacturing	2%
Security services	2%

According to NSDC records, there were 46 active Udaan partners (corporate entities), of which a sizeable portion (35%) were engaged in IT and ITeS. Other prominently represented sectors included retail (20%), BFSI (15%), tourism and hospitality (13%), telecom (13%), human resources (11%), and healthcare (9%). As can be seen, there was a lot of room for corporate bodies to participate more actively in industries including manufacturing, electronics, aviation, and construction. Tourism and hospitality, textiles, and garments, among other important industries potentially witness significantly greater participation from corporate entities active in these industries. According to few business bodies, there were no sector-specific requirements for corporate representation under the scheme's rules. As a result, corporate in the IT/ITeS industry (mostly BPOs) first provided a significant amount of training, a tendency that persisted.

Table III Categorization of Training Centers (Training Duration)	
Duration	Share
3 months	26%
3.5 months	7%
4 months	2%
4.5 months	2%
5 months	4%
6 months	57%
Above 6 months	2%

Note: From BRIEF (2018-2019)

Candidates dropping out of Udaan: Some candidates who enroll in the Udaan training later resign from it or fired by the company. Under the appointed supervision of the Ministry of Home Affairs, the all-encompassing implementing agency established a timeframe for each milestone specified in the scheme's clause (NSDC,2018, p.14).

SECTION III: Methodology.

This program aims to provide Skill training and enhance the employability of unemployed educated youth of Jammu and Kashmir. The scheme covers all educated youth like graduate, post-graduate, and diploma holders. During Interviews, many UDAAN trainees were privileged to have suitable jobs after properly being trained in companies through UDAAN.

A thorough evaluation of the relevant studies on the "UDAAN scheme," "UDAAN-related schemes," and other related topics was conducted. This study's main goal was to investigate and pinpoint the pertinent aspects of the "UDAAN scheme". Case Study is the main component of this study. Some twelve candidates were chosen to use a semi-structured interviewing technique to obtain their opinions on the "UDAAN scheme". The first question asked was to consider the reason for joining training under the "UDAAN scheme". They were also asked about the benefits received during training. Questions concerning their satisfaction level after completion of their training program. Questions concerning their placement/job offers after completion of their training program were also asked to candidates. Finally, they were also asked about any issues or limitations of the training program.

Here are some Cases of UDAAN recipient candidates.

CASE - I

One of the intriguing conversations was with Imtiyaz Ahmed, *a B.sc Graduate*, at Apollo Med-Skills, Bangalore. The reason for the young man from Baramulla district to joining the program was that he had been unemployed after completing his graduation. He needed to support his family and found that the "UDAAN scheme" was a good platform for enhancing his job skills. He thought that their learning improved as a result of the training. He also added that "the candidates have been influenced and have undergone radical change due to the learning and teaching techniques used by Ms Sikha, Salina, Reema, and Ms Jaspreet Kaur." The Royal Orchids Hotel, one of the businesses hired by the program to train 800 J&K-educated youth, was also mentioned. It is a Bangalore-based hotel chain that worked with NSDC to conduct specific training and job searches for young people in the UDAAN Scheme who had received their education in J&K. He further highlighted that trainers in the program were quite proficient in their teaching skills. He also stated that the training program should cover relevant skills like website designing and healthcare skills. Overall, he was satisfied with the training program and his job offer.

CASE - II

Trained by Sebiz info Pvt. Ltd for six months, Mr ASIF GUL MALIK having Diploma in computer engineering was Placed as a Trainee software engineer at Gurgaon. The candidate has joined the program a he was not sure whether he wanted to pursue his studies or look for a job. He had found out that the "UDAAN scheme" was a good platform for enhancing his technical skills. He added, "when the training was finished, they provided a placement. The recruits from J&K are given new skills through this training, which helps to develop their interests in industrial work and professional skills. However, this procedure was carried out through the massive recruitment drive under the UDAAN initiative, which was carried out by the Training and Placement Team. Several engineering graduates and IT professionals who had earned professional degrees showed up for the eligibility test, which consisted of a written exam, a group discussion, and a final interview. Their main goal was to give students real-world exposure with the chosen technology through projects". He further said they use various training technologies, such as instructor-led courses, e-Learning, and conventional techniques. They also

focused on entrepreneurship growth and personality development. Special sessions were held on business etiquette, negotiating competence, personal grooming and effective communication. These courses have greatly impacted our personal grooming as leadership qualities, teamwork, and analytical skills development amongst unemployed candidates. It offered us 6-month training, and the training location was at Mohali Chandigarh with free training allowances. He highlighted that trainers in the program should also focus on other aspects, like enhancing the trainees' communication skills. At last, the candidate said, 'In an overall scenario, my experience was excellent.'

CASE - III

A more fascinating meeting was with a young employee of Maruti Suzuki, a little pioneer in India who worked in the Maruti Suzuki Training Academy for the automotive business. *SHARIK FAROOQ LONE (name changed), a Mechanical engineering graduate who was trained by IISD Marutiis Duration for 6 months, works now at Gurgaon.* The candidates' decision to enroll in the programme was motivated by his unemployment and zeal to learn more about his area of education. He realized that the "UDAAN plan" was a wonderful platform for improving his job abilities because he wanted to provide for his family. In 2019, he left his employment for several personal reasons and afterwards, Maruti Suzuki Company chose him in Kashmir. He believed that his behavioral, technical, and functional abilities were enhanced. He added, "The Maruti Suzuki Training Academy and the Indian Institute for Skill Development have collaborated on several trainings and upgrading programs. It offers a prestigious training program that prepares recent graduates or diploma holders over six months for "Automotive Sales Training" before placing them with Maruti dealerships". He emphasized the need for programme instructors to pay attention to enhancing technical skills. Finally, the candidate concluded, "In general, my experience was excellent."

CASE - IV

Another graduate candidate *HARSHITA JAIN, trained by VISPL Pvt. Ltd for a duration of 6 months at as Analyst joined* the programme as she was unsure about her life goals. The candidate said, "my friends told me about the UDAAN skills to succeed in life further." "When I joined VISPL at Delhi, choosing to do so as an UDAAN partner was, in retrospect, a freeing

experience." The candidate was content with her training in UDAAN as she had the opportunity to live in a big city and leave behind the usual life of staying at home, getting married young, and starting a family. She was impressed with the professional environment in the programme and the skills she received during her training. She was also happy about the stipend allotted given to her during training. She emphasized that more girls should join the programme to enhance their personal and professional lives. She wanted to highlight that the programme should specifically target girls. Overall, she was satisfied with the content and training of the program.

CASE - V

Muzamil Malik (name-changed), a graduate young boy trained by Apollo Medical Skills for three and a half months at Delhi NCR as executive medical sales. The candidate's reason for enrolling in the programme was that he was confused about his career prospects after graduating. He added that the training curriculum was effectively crafted to advance youths' careers and positively mould them. Candidates who participated in the module of this programme were exposed to a variety of business prospects where they could experience significant professional progress. He also said that "with the help of this system, young people can select from a variety of employment options depending on their academic qualifications and career interests, which they would not have access to in their native places." He highlighted that trainees should be provided with some brief features of the programme before joining so they can be fully prepared for their expectations in the program. He also highlighted that their stipend at times is not received on time, which makes them less motivated to continue in the program. But he thought such programmes should be increased in all places to improve life-skills.

CASE - VI

Another candidate *ABIDA (name-changed)* with an MBA degree trained by *IISD, Pvt. Ltd.* for 6 months at *Gurgaon as sales marketing*, had been disappointed in her future career prospects due to a lack of confidence and counseling. The candidate had no knowledge of or exposure to the corporate world. She was enthused to join the training programme as she had heard about its positive aspects. She felt that her interview and marketing skills had improved after joining the program. She thought the trainers were quite skilled and professional in their approach towards the candidates. She also added that Project UDAAN acts as a step up for newcomers and

systematically discusses the problems and finds appropriate solutions for the trainees. Overall, she was content with her training and her job placement.

CASE - VI

The young lady had joined the training module as she was unemployed after getting a business degree. She had hoped that NSDC's UDAAN programme would allow her to explore her potential and flourish in the working world. *INAYA-MARYAM (alternate spelling) With MBA degree was trained by Frontline Business Pvt. Ltd. at Delhi for six months as a business analyst.* She added that once "she started the training, she understood that it was a good opportunity and a good choice." During the training, she was able to better understand the business's organizational structure, develop interpersonal abilities, speak with assurance, and learn what true autonomy entailed. She described her training as a fantastic exploration, full of knowledge, contact with new people, and more. She was fully content with the training parameters and her job offer. She believed that the government should start more programmes that specifically target girls.

CASE – VII

MOHD ADEEM (name changed) with a degree in Mechanical Engineering was trained by Tata Motors for 6 months at Tata Motors Pune as Manager of Operations/Head of Training Academy. This young person had joined the programme to support his family due to little source of income at home. He was looking for a job and, at the same time, enhancing his job skills for a better future. He believed that UDAAN provided an excellent platform for him to improve his interview skills and gain valuable experience in the corporate world. He added, "after taking part in the training programme, receiving the full support of my directors, and working with a diverse group of people, I was able to dramatically develop my own talents." Additionally, I value the program's structure and rigour. He also added that the programme worked hard to get them into good jobs, as he genuinely liked working with Tata Motors.

CASE - VIII

Despite the successes, there was a candidate who had a negative experience with UDAAN programme. The young boy had enrolled in the programme hoping to receive training and find a good employment option. An intriguing discussion with a candidate *Suhail Mohd (name changed) with MPhil in English, trained by Maruti Suzuki Pvt. Ltd. for 6 months at Tata Motors Pune.* According to him, top businesses offer people training and jobs as a part of the UDAAN

scheme, but there are not enough jobs in the state for everyone. He wasn't impressed by the salary, which starts at Rs. 10,000 per month. He believed that some leading companies provide training to the youth and even help them find jobs, but when it comes to opening their offices in the valley, they simply deny it. As a result, candidates who do not want to leave the state can get good jobs because of the lack of opportunities within the state. He also said, "I was selected for training but was not getting the right employment that suited my qualifications." He said that the valley's young people were not looking for jobs at the call centres. Companies that offer them training are unwilling to give them jobs. He added that it is very traumatic for people who cannot find a job after their training. He added, "So far, in my batch, around 547 applicants have completed the training, of which 221 have been offered employment." He also highlighted that the dropout rate was high in some cases due to lack of job opportunities. Although the candidate was impressed with the training program, he was disappointed with the placement offers and efforts of the authorities to place them in good jobs.

Impact Analysis

The main aim of the qualitative analysis of the study was to get a profound understanding of different aspects of the Udaan scheme. For this, 12 in-depth interviews of Udaan trainees were conducted to get deeper insights of the trainees regarding their expectations, aspirations and their satisfaction level about the scheme. It was observed most of the respondents had joined the programme due to the following reasons:

- i. Lack of employment
- ii. Learning relevant job skills (computer training, communication, technical skills, software courses)
- iii. Exposure to corporate world
- iv. Personality development
- v. Providing support to family

Most of the trainees were satisfied with the training programmes of UDAAN as it provided them with relevant skills. This training provided the recruits from Jammu & Kashmir with new abilities fostered them with a passion for industrial work and a ladder for the growth of their professional expertise. The primary objective of the training was to expose job aspirants to the chosen technology in a real-world setting through projects. A wide range of training methods,

including traditional classroom instruction, online tutorials, and more were offered. Additionally, it also led to the enhancement of their character and capacity for entrepreneurial endeavours. The programme trainees were satisfied as they opined that it has also aided their personal development in areas such as leadership, teamwork, and analytical thinking. They were also contented with the trainer's program. Trainees felt that the instructors were very knowledgeable and professional in their interactions with the trainees.

However, some candidates also emphasised that a component of practical skills like website design and healthcare in the curriculum may be included. Female aspirants were also pleased and satisfied with the high quality of instruction and the supportive professional atmosphere of the programme. The stipend during training that was given to them also made them very happy. They wanted more young women should participate in the programme since it would benefit them greatly. They stressed the need to make the programme accessible to women.

Some trainees, however, did mention that they were not getting their stipends on schedule, which discouraged them and affected many youngsters from sticking with the programme. Few said that the government should expand its media outreach and also include local campaigns targeting young people who are out of work. Government should initiate more initiatives aimed at young women and their growth. Although, majority were satisfied with programme, but lack of jobs in their hometown due to non-availability of corporate firms left some unsatisfied. They said that government should try to get more corporate firms in the valley, to reduce an unemployment rate which is increasing at alarming rate. They also said that due to patriarchal structure of the society, many people don't let their daughters to opt jobs outside despite being beneficiary of the Udaan scheme. Setting up, corporate firms shall also lead to empowerment of young female aspirants. Overall, the programme has been deemed successful by the candidates.

Conclusion: A unique industrial initiative, Udaan was created and implemented in Jammu and Kashmir. Udaan had a strong focus on countering unemployment; it aimed at reaching the 40,000 educated youth of Jammu and Kashmir over a five-year period. It offered skill development and improved employability for educated unemployed youngsters in Jammu and Kashmir. The performance of scheme has been satisfactory and beneficial for the target audience which included graduates, post-graduates and diploma holders in engineering field from Jammu and Kashmir. The program was focused on skills, and the skill certification program's goal was

to make it possible for many young people in Jammu and Kashmir to enroll in standard training techniques, instructional classes, and e-Learning that is industry-relevant. They also focused on entrepreneurship growth and personal development. On corporate etiquette, negotiation skills, personal grooming, and effective communication, separate seminars were held. The focus was on assisting young aspirants in building job-related competences and establishing themselves in the specific workplace environment. Udaan intended for the industrial and private sectors to flourish concurrently. It offered young people around the country a platform to learn about career and entrepreneurship options by its distinctive style. Through this programme, mobilisers like JKYDF made an important effort to alter young people's lives and teaching ecosystems how to determine their own future. The overall findings of the study indicate positive changes in applicants' technical skills and employability. However, it was seen that when one person becomes unemployed, it will have an effect on the living situation of an individual. However, Udaan scheme provided with jobs that allowed an individual to become self-sufficient and meet their basic needs. Udaan addressed socio-economic development by assisting youth with placement support with salaries ranging from Rs 10,000-20,000. Successful candidates are working in major companies across the country. In addition, applicants who returned after completing their training under the programme had started their own businesses in Jammu and Kashmir, joined automakers, hotel establishments, showrooms, etc, which could be considered as a positive economic development backed by the plan. Successful entrepreneurial endeavors created an atmosphere that was favorable for the growth of start-up enterprises among the educated masses, and ensured the creation of jobs. In order to improve training under a more robust legislative framework, Udaan was envisioned as an option for apprenticeships in the skill development environment. It was understood from the study that the scheme should be restarted for the benefit of the youth of Jammu & Kashmir, in future with some revisions in the overall framework and further streamlining of operational aspects.

Suggestions: Here are a few recommendations:

- I. Reintroduce the Udaan scheme for the greater benefit of youth and society. The limitations in the previous Udaan scheme, as per the respondents, should be addressed. These limitations include issues with stipend, gender representation, training sessions, etc.

- II. There should be better awareness of the scheme, through multiple forms of media (TV, Radio, Social Media, etc). Efforts should be made to ensure that the public, particularly in rural areas, are adequately informed of the various Udaan provisions.
- III. The J&K government should have a greater role in implementation of the Udaan system.
- IV. Accountability and openness is necessary for the scheme's resources. In this context, social audit provisions should be extremely important.
- V. There should also be provisions in which self-employment and entrepreneurial activity is promoted among youth, alongside the focus on placement in private sector.
- VI. Jammu and Kashmir need a comprehensively defined industrial plan. Additionally, new opportunities for skill development will be required to revitalize the small-scale manufacturing sector. Increasing the private sector's involvement in social services like health and education can aid in job creation. In the context of private employment, it is important to change our customary outlook of our society where government jobs are given more priority and privilege. In educational institutions, teaching-learning should enable every student to be independent rather than make them wait for government jobs. A huge chunk of the workforce can be employed in the private sector provided there is some pay security and minimum wage rules in this sector.
- VII. More focus should be on skill training and its improvement under the Udaan scheme to ease the entry of all participants in the job market. Programmes like credit access measures can assist youth-entrepreneurship.
- VIII. People should also be trained for the local market needs, like hospitality and food processing. This will also aid the development of private sector locally.

Employment generation is the key channel through which economic growth translates into prosperity for the population. In a growing economy, employment growth with rising productivity is the most effective mechanism available to the poor to participate in the growth process and raise their standard of living. In order to reduce the unemployment, the following points must be considered to frame the policies to eradicate the plague of unemployment.

- I. Promotion of labour intensive generation activities, for example, horticulture, regeneration of degraded forests, watershed development, etc.
- II. The non-farm activities in the rural areas should be given preference. There is lot of service activities required in the remote and rural areas in the field of education, health, and in respect of information technology.
- III. The major employment generation sectors like tourism and handicrafts are required to be encouraged and new tourist spots should be explored. The State of J&K has certain inherent strengths that can be utilized to improve the income of its people and to provide gainful employment opportunities on sustainable basis, which are like strong base of traditional skills not found elsewhere; untapped natural resource; a natural environment which has been very profitably utilized by other countries for high income-environment friendly tourism industry.

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