

A CONCEPTUAL FRAMEWORK TO INCREASE OPPORTUNITY IN INDIA.

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ABSTRACT: *With the growing population, India is booming with a youthful workforce but employment opportunities are to scale up. This needs more enterpreneural skills rather than job seekers. The paper addresses various sectors and situations existing in Indian Society. The paper discusses various sectors of employment and concludes upon improve living standards of India.*

Keywords: pyramid of needs, brand renting, industrialization

INTRODUCTION: With the early industrialization, came increased financial strength and it was a matter of great jubilation. But with time, industrialization is accompanied by problems such as pollution, increased social dependency on job market for security and slowly, now it's the time when people started worry about job security. Governments are trying everyday to increase employment opportunities within the country and abroad, one of such step was VRS-voluntary retirement scheme of government employees to employ the young ones.

LITERATURE SURVEY: Foreest et al studies the degree of sub-optimality of the First Come First Serve rule for inventory systems controlled by the well known base-stock policy. He concluded that the alternative stock reservation policies are very simple and considerably improve either the fill rate or reduce the total cost, without having much cost on the backorder level[1]. Smolyansky et al deduced that the financial linkages between regions of a country serve as the transmission channel for policy externalities of a bank[2]. Magro et al built on the smart specialization literature, innovation policy, policy evaluation literature and the literature on governance in pluralistic contexts to build a conceptual framework to analyse the governance of policy-mix evaluation[3]. Moody et al explored the influence of visualizations and the technologies used to create and distribute policy making. The choice of technologies used to create a visual event increased transparency and impacted policy making[4].

METHODOLOGY: Instead of schemes like Voluntary retirement, Indian society should have concentrated on the 'pyramid of needs' and should have encouraged enterpreneurship across industries as a matter of social pride to self-actualization.

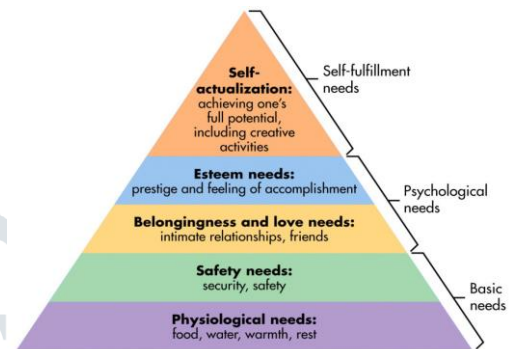


Figure 1: Maslow's hierarchy of needs[5]

For this framework, the paper concentrates on food industry, technology, real estate, engineering and education sectors. The employment opportunities should grow across all levels of income, education, community and cultures. To address community and cultural diversity, India has the system of reservation in education and employment. However, these days, engineering graduates occupy all jobs viz administration, clerical and engineering. The subjects of graduation, in particular, must be tested in administrative services, instead of sociology and related subjects. Engineering graduates must be put out of clerical jobs since it's a bane to graduates of arts and sciences.

DISCUSSION: India has grown its capacity in food security over years. We are a land of many festivals and every festival has got a distinct set of delicacies to be entertained during the festival. These seasons of festivals are a great opportunity to encourage Rural Business Hubs in villages near by metros like Delhi, Chennai, Bangalore and Hyderabad. In our grossery stores across India, there is a strong supply chain of various items. For example, a hair oil bottle after consumption of oil in it is thrown away. Instead, if the empty bottle made of plastic is returned in the grossery store, it would result in double the earning of the existing supply chain and also reduce the consumption of plastic, since the bottle could be reused.

In engineering, expertise grows with practice. Instead of encouraging fresh graduates to enterpren, engineering civil servants could be encouraged to turn into enterpreneurs. This not only creates low level employment but also creates an additional opportunity to aspiring civil servants. However, to enterpren, one needs a product to be manufactured and sold. Thus, an engineering product could be broken down into number of sub-assembly

parts and distributed among ancillary industries, to manufacture. This needs a stringent quality requirements since the end product would be a complete assembly. One more approach to this, is to make a company of not more than of twenty people so that employment benefits may not be implemented as a government norm. However, the annual living cost of these twenty people must be calculated and should be earned through the company. Every organization needs land. Usually, it has been a practice in India to consume agricultural land to set-up industries. But, there is a barren land of 13 percent[6]. This barren land could be utilized to set-up industries. A barrier to an ancillary industry is the transportation time to the manufacturer. Thus, let most of the ancillary industries be located at a place like a desert in Rajasthan and be assembled there itself. However, manufacturing industry needs a lot of soft water. Deserts have scarcity of water. This problem could be addressed by under-ground canals siphoning water to these manufacturing plants. Another possibility is to de-salinate the hard sea water and use it in manufacturing industry. This also helps in creating new jobs but increases the cost of manufacturing. Another approach to increase enterpreneurship is to encourage technology obsolescence. For example, the current day buses are equipped with Pneumatic doors. These pneumatic doors add to the carbon emissions during manufacturing. These doors could be replaced by a mechanical door made of soft magnets and an electric circuit to magnetise and demagnetise it. However, technology obsolescence involves a lot of principles of physics viz optics, magnetism and electricity.

Real estate sector is eating away the agriculture lands near-by cities and towns. This is a horizontal growth. Instead, the sector could concentrate on vertical growth. This necessitates new building materials, mechanisms and machinery to circulate air at higher elevations and also other in-house transportation systems. This would enhance skills of technocrats and thus produce high level niche jobs. One tactic to counter depleting agriculture lands is to make cities more denser with sky scrapers. For example, a multi-storey tower being constructed both for the wealthy and their poor servants would ease the government to implement Right to Education Scheme for the children of those poor servants. This reduces the urban living cost atleast by the convenience and its time and also eases policing.

Government has initiated an institute by name SISI-MSME to serve small scale industries. However, this institute has to do a lot of service to the country by identifying products that could be made with minimal skill of labour. Such products include cycle spokes, paper industry making notebooks for school children, candles, chalk pieces etc. Such companies could be put across India. For example, the number of government schools using blackboard and a chalk piece are a great deal of business to chalk making company.

To tackle inflation, Brand renting concept in apparel industry must be extended to tailors in cities and towns waiting for business. These tailors could take up the

business of brand renting and make apparels except for awareness of the concept.

Annually, eight lakh engineering students graduate and the employability of these technical graduates is 8%[7]. There is an urgent need to address the quality of education imparted. With the set-up of new government educational institutes, only the number of graduates with a brand name is growing. The standards of education could be improved only by changing the referred text books in education. This leads to increased output and thinking faculty among students of engineering. Most of the colleges in India impart Engineering education. So, these colleges must take care of the books being referred in class. This is a matter of practice and could be only taken care of, by the individual despite the list of prescribed textbooks by an affiliating university. A management graduate must be encouraged to explore new frontiers of employability instead of campus placements in IIMs. Now, the Indian society is in a stage where MBA schools are sought after by employers.

CONCLUSION: With these initiations, the 130 billion and counting Indian population could ease their living and improve standards of living. This requires more detailed analysis into the society as to the employability of youth across educations. The youth of the country must be encouraged to explore new dimensions of life instead of mere wage earners.

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