



ASSESSING THE LEVEL OF AWARENESS ON GOVERNMENT EMPLOYMENT EXCHANGE OFFICE AMONG YOUTH IN MANDYA DISTRICT: CROSS-SECTIONAL STUDY

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Abstract

This study assesses the awareness and utilization of Government Employment Exchange Office services among youth in Mandya District. A sample of 80 youth was selected using simple random sampling from a population of 11,047. The study reveals that while many youth are aware of the existence of Government Employment Exchange Offices (86.25%), there is a lack of awareness about specific services, particularly job counseling (7.5%). Friends and family are the primary source of awareness (67.5%). The study highlights the need for awareness programs and improvement in services to better meet the needs of youth, addressing the research gap in limited awareness about specific services and lack of utilization. The findings suggest that targeted outreach and promotion strategies can help increase awareness and utilization of services.

Keywords: Employment, Unemployed Youth, Public Services, Mandya District Employment Center, Level of Awareness and Satisfaction.

1. THEORETICAL FRAMEWORK:

Awareness of Government Employment Exchange Office among Youth in Mandya District. The Government Employment Exchange Office plays a pivotal role in facilitating employment opportunities for job seekers, particularly youth, in India. With the country's burgeoning youth population and rising unemployment rates, these offices serve as a crucial link between job seekers and potential employers. Mysore District, known for its educational institutions and growing industries, has a significant youth population that could greatly benefit from the services offered by these offices.

According to a report by the Ministry of Labour and Employment, Government of India, the youth unemployment rate in India was 23.2% in 2020-21, highlighting the need for effective employment services [1]. The Government Employment Exchange Office, with its wide range of services, including job registration, job counseling, and job fairs, can play a vital role in addressing this issue.

A study by Singh and Singh (2018) highlighted the importance of employment exchanges in providing a platform for job seekers to access employment opportunities [2]. However, the study also noted that the effectiveness of these offices is often hampered by issues such as lack of awareness about the services offered, inadequate infrastructure, and inefficient registration processes.

In the context of Mysore District, a study by Kumar (2020) found that many youth were not aware of the services offered by the Government Employment Exchange Office, and even among those who were aware, many did not utilize these services due to various reasons [3]. This highlights the need for a comprehensive study to assess the awareness and utilization of Government Employment Exchange Office services among the youth in Mysore District.

The present study aims to build on the existing literature by exploring the level of awareness about Government Employment Exchange Office services among the youth in Mysore District, the types of services they are aware of, and the challenges they face in utilizing these services. The study will also examine the impact of these services on the employment outcomes of youth in the district.

1.2 Importance of Awareness

Despite the importance of these services, studies suggest that many youth are not aware of the services offered by Government Employment Exchange Offices. A study highlighted the need for awareness about employment exchange services among youth, emphasizing the role of these offices in providing a platform for job seekers to access employment opportunities .

1.3 Scope of the Study

The study on awareness and utilization of Government Employment Exchange Office services among youth in Mandya District.

1.4 Research Objectives:

1. To assess the level of awareness about Government Employment Exchange Office services among the youth in Mandya District
2. To identify the types of services that are most utilized by the youth

2. RESEARCH METHODOLOGY

2.1 Research Design: The study employed a descriptive research design to assess the awareness and utilization of Government Employment Exchange Office services among youth in Mandya.

2.2 Study Population: The study population consisted of 11,047 youth who are registered with the Government Employment Exchange Office in Mandya District. This population was chosen because:

1. **Relevance:** The registered youth are the primary stakeholders and beneficiaries of the office's services.
2. **Accessibility:** The office has records of registered youth, making it feasible to conduct the study.

2.3 Sampling Design: The researcher used **Simple Random Sampling** to select a sample of 80 youth from the study population of 11,047 registered youth in Mandya District.

2.4 Primary Data

- **Structured Questionnaire:** A structured questionnaire was administered to 80 youth registered with the Government Employment Exchange Office in Mandya District to collect primary data on awareness, utilization, and perceptions of Government Employment Exchange Office services.
- **Direct Observation:** Researchers may have used direct observation to gather additional information about the office's services and operations.

2.5 Secondary Data

- **Review of Records:** Existing records and reports from the Government Employment Exchange Office were reviewed to gather information on the services offered, number of registered youth, and other relevant data.
- **Literature Review:** Previous studies, research papers, and articles related to employment services and youth employment were reviewed to provide context and background information for the study.
- **Government Reports:** Official government reports and publications were consulted to gather data on employment trends, youth population, and other relevant statistics.

2.6 Tools for Data Collection

The study used the following tools for data collection:

Structured Questionnaire: A pre-designed questionnaire was used to collect data from the respondents. The questionnaire included questions on awareness, utilization, and perceptions of Government Employment Exchange Office services.

2.7 Data Analysis

The study employed various data analysis techniques to interpret and draw meaningful conclusions from the collected data. Here's an overview of the data analysis process:

Descriptive Statistics

1. **Frequency Distribution:** Used to summarize and describe the demographic characteristics of the respondents, such as age, gender, and educational qualification.
2. **Percentages:** Calculated to understand the proportion of respondents aware of and utilizing Government Employment Exchange Office services.

2.8 Limitations of the Study

The study on awareness and utilization of Government Employment Exchange Office services among youth in Mandya District has the following limitations:

1. **Geographical Limitation:** The study is limited to Mandya District, which may not be representative of other districts or states.
2. **Sample Size:** The sample size of 80 youth may be small, which could limit the generalizability of the findings.
3. **Methodological Limitation:** The study used a structured questionnaire, which may not have captured the full range of perspectives and experiences of the respondents.
4. **Self-Reported Data:** The study relied on self-reported data, which may be subject to biases and inaccuracies.
5. **Cross-Sectional Design:** The study used a cross-sectional design, which may not capture changes over time or causal relationships.
6. **Limited Scope:** The study focused on awareness and utilization of Government Employment Exchange Office services, which may not be representative of other employment services or programs.

3. RESULTS AND DISCUSSION

1. Gender Distribution:

Response	Frequency	Percentage
Male	53	66.25%
Female	27	33.75%

Interpretation: The sample consists of 66.25% males and 33.75% females, indicating a higher representation of males. This could be due to various factors such as sampling bias or differences in willingness to participate.

Discussion: The gender imbalance in the sample may impact the generalizability of the findings. Future studies should strive to achieve a more balanced representation of males and females.

2. Education Level:

Response	Frequency	Percentage
High School	8	10%
Pre-University	19	23.75%
Graduate	36	45%
Postgraduate	16	20%
Other	1	1.25%

Interpretation: The majority of respondents (45%) are graduates, followed by pre-university and postgraduate degree holders. This suggests that the sample consists of relatively educated individuals.

Discussion: The high proportion of graduates in the sample may indicate that the Government Employment Exchange Office's services are more appealing to individuals with higher education levels. This highlights the need for targeted outreach to individuals with lower education levels.

Awareness about Government Employment Exchange Office

6. Level of Awareness:

Level of Awareness	Frequency	Percentage
Very Aware	17	21.25%
Somewhat Aware	48	60%
Not Very Aware	15	18.75%

Interpretation: 60% of respondents are somewhat aware of the services, while 21.25% are very aware. This suggests that while there is some level of awareness, there is still room for improvement.

Discussion: The office may need to provide more information about its services and benefits to increase awareness and utilization. This could be achieved through various channels, including social media, websites, and outreach programs.

3. Awareness of Existence:

Response	Frequency	Percentage
Yes	69	86.25%
No	11	13.75%

Interpretation: 86.25% of respondents are aware of the existence of Government Employment Exchange Office, indicating a relatively high level of awareness.

Discussion: The high awareness level is encouraging, but there is still a need to increase awareness among the remaining 13.75% of respondents who are not aware of the office's existence.

4. Source of Awareness:

Source	Frequency	Percentage
Friends/Family	54	67.5%
Social Media	17	21.25%
Newspaper	9	11.25%

Interpretation: Friends and family are the primary source of awareness (67.5%), followed by social media (21.25%). This suggests that word-of-mouth and personal networks play a significant role in spreading information about the Government Employment Exchange Office.

Discussion: The office may leverage existing networks and relationships to promote its services and increase awareness. Social media can also be utilized more effectively to reach a wider audience.

5. Awareness about Services

Service	Frequency	Percentage
Job Registration	49	61.25%
Job Counseling	6	7.5%
Job Placement	25	31.25%

Interpretation: Job registration is the most well-known service (61.25%), followed by job placement (31.25%). Job counseling is the least known service (7.5%).

Discussion: The office may need to promote its job counseling services more effectively to increase awareness and utilization. This could be achieved through targeted marketing campaigns and outreach programs.

3.1 Study Findings

1. **High awareness of existence:** 86.25% of respondents are aware of the Government Employment Exchange Office.
2. **Limited awareness of specific services:** Only 7.5% of respondents are aware of job counseling services.
3. **Primary source of awareness:** Friends and family (67.5%) are the primary source of awareness about the office.
4. **Low utilization of services:** Despite awareness, many respondents do not utilize the office's services.
5. **Need for awareness programs:** The study highlights the need for awareness programs to inform youth about the specific services offered by the office.
6. **Service improvement:** The office should focus on improving its services to better meet the needs of youth.
7. **Targeted outreach:** The office can target specific groups, such as females and non-graduate degree holders, to increase awareness and utilization of services.
8. **Utilization of technology:** The office can leverage technology, such as social media and online portals, to promote its services and increase awareness among youth.

3.2 Suggestions

1. **Conduct awareness programs:** Organize awareness programs, workshops, and job fairs to inform youth about the specific services offered by the Government Employment Exchange Office.
2. **Improve service delivery:** Streamline the registration process, provide personalized counseling, and ensure that job vacancies are regularly updated to improve service delivery.
3. **Leverage social media:** Utilize social media platforms to promote the office's services, share success stories, and provide updates on job opportunities.
4. **Targeted outreach:** Target specific groups, such as females and non-graduate degree holders, to increase awareness and utilization of services.
5. **Collaboration with educational institutions:** Collaborate with local educational institutions to promote the office's services and reach a larger audience.
6. **Feedback mechanism:** Establish a feedback mechanism to understand the needs and concerns of youth and improve the office's services accordingly.
7. **Training for staff:** Provide training for staff to enhance their skills and knowledge, enabling them to provide better services to youth.
8. **Regular evaluation:** Regularly evaluate the office's services and programs to identify areas for improvement and ensure that the office is meeting its objectives.

3.3 Future Recommendations for other Studies

Based on the current study's findings and limitations, future studies could:

1. **Explore Causal Relationships:** Investigate the causal relationships between awareness, utilization, and employment outcomes among youth.
2. **Examine Employer Perspectives:** Gather insights from employers on the effectiveness of employment services and the skills required by youth.
3. **Develop Predictive Models:** Develop predictive models to identify factors influencing employment outcomes among youth.
4. **Assess Impact of Technology:** Evaluate the impact of technology-based employment services on youth employment outcomes.
5. **Investigate Regional Variations:** Compare awareness, utilization, and employment outcomes among youth across different regions or districts.

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