



AN INITIATIVE BY
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KURUKSHETRA

JANUARY - 2019

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EMPOWERING RURAL YOUTH: KURUKSHETRA

- ▶ Focus of present govt. is on empowering rural youth thru various rural-centric schemes. Pradhan Mantri Awas Yojana-Gramin, MGNREGA, Start-Up Village Entrepreneurship Programme (SVEP), Make in India, Skill India, Start-Up India, Stand Up India are some of major schemes.
- ▶ PMAY-Gramin has motivated rural youth to live in villages by providing housing facilities like urban areas & contribute to local development.
- ▶ Thru MGNREGA, non-agricultural activities are being promoted in rural areas which provides alternative employment opportunities & increase income of youth engaged in such activities.
- ▶ Start-Up Village Entrepreneurship Programme (SVEP) aims at helping rural poor, including artisans & weavers, to set up enterprises at village level generating employment opportunities for rural youth.
- ▶ Village Adoption Programme (VAP) is unique programme promotes entrepreneurship in food processing & agri-business in rural areas thus empowering rural youth.
- ▶ Samagra Shiksha provides adequate opportunities for rural youth to participate in technology based educational & teaching programme.
- ▶ PMGDISHA is launched to impart digital literacy among rural youth which is providing to be a boon to rural youth.
- ▶ Under PM MUDRA Yojana, youth of rural India set up their own enterprises & become employers by providing employment to many others in their micro enterprise

Empowerment of Rural Youth:

- ▶ Population of India is more than 130 cr. & 62 % of it is below age of 59 years. More than 65 % of country's population is of youth below age of 35 years.
- ▶ By 2020, population of India would have median age of 28 years only as against 38 years for US, 42 years for China & 48 years for Japan.
- ▶ India has 19,94,555 sq. km. agricultural land which is 56.76 % of total area of country. India is fourth largest country in terms of coal resources.
- ▶ India's favourable demographic potential is in position to bestow unexpected benefits to country's economy due to which by 2020 India's GDP is expected to grow by 2%
- ▶ Developed countries may have to face shortage of more than 5 cr. 70 lakh semi-skilled human resources. In India there is possibility of generation of abt. 4cr. 70 lakh manpower in surplus.
- ▶ Abt. 70 % of country's population lives in villages & agriculture is one sector which is providing employment to largest number of people. Contribution of agriculture sector in country's GDP is only 13%
- ▶ Population of youth comprises abt 40% of total population of India.

- ▶▶ Central Govt. & various state govt. are focusing on promoting self-employment & skill development for past few years.
- ▶▶ In India there is constant increase in number of paved roads, shops, schools, health centers & villages w/facilities. Number of pucca houses is increasing in villages.
- ▶▶ Under PMAY-Rural, there is target to build 1 cr. Houses by March 2019. Till Nov. , 2018 construction of 52.26 lakh houses is completed. Scheme has contributed to providing livelihood to large number of youth in rural areas.
- ▶▶ Fourteenth Central Finance Commission has increased grant for village panchayats to Rs. 2,00,292.20 cr. For development of villages for 5 years which is 3 times grant sanctioned by 13th Finance Commission.
- ▶▶ Gram Panchayats are expected same amount from MGNREGA.
- ▶▶ For development of rural areas & empowering rural youth, Gram Panchayats have access to funds of Central Finance Commission & funding of State Finance Commission.
- ▶▶ Agriculture Clinics, Agri-Business Centers & Common Services are helping in socio-economic empowerment of rural youth.
- ▶▶ Creation of “New India” is focused on 2 imp. aspects ‘Make India’ & ‘Swachh Bharat’.
- ▶▶ Optimum use of talent of young entrepreneurs in nation building & skill development of as many individuals as possible, facilities like toilets, cooking gas connection, electricity & internet connections in all households are envisaged. It includes commitment to bridge gap b/w urban & rural areas & to equip rural areas w/urban facilities.
- ▶▶ In report of NITI Aayog on ‘Skill Development & Productivity of Workforce’, 70 % of India’s labour force inhabits rural areas, which is dependent on low productive agricultural activities & where employment opportunities are very less, causes decline in quality of production.
- ▶▶ Thru use of new technologies, alternative crops & labour-intensive crops, concept of high yield in min. agricultural land, better income & satisfactory employment is being envisaged.
- ▶▶ MSME have to play decisive role in making India economy worth 50 trillion US dollars by 2022 & providing employment to 1.20 cr. youth every year.
- ▶▶ MSME provides employment to 10cr. Youth of country by 2022.
- ▶▶ Govt. has implemented 2 point program for making MSME & Start-Up as engines of development for India:
 1. First program aims to improve country’s large economic indicators, emphasis was given on ease of doing business & on top to bottom improvement programs.
 2. Second Step, A Policy was adopted to give special incentives at lower level of these enterprises & startups so they can accelerate pace of development & mobilize employment opportunities for nearly one million Indians.

- ▶ 'e-market place portal' is launched to streamline govt. procurement system. It facilitates smaller companies to bid online for govt. contract on competitive rates.
- ▶ Dept. of Industrial Policy & Promotion' has launched startup tour program, under which mobile van is sent to 2nd/3rd tier towns to identify & promote entrepreneurial talents there.
- ▶ According to survey of National Sample Survey Organization, 2015 - 16, MSME sector has created approx. 11.10 cr. Employment opportunities. Out of these 4 cr. 97 lakh 78 thousand are in rural areas & more than 6 cr. 12 lakh in urban areas.
- ▶ Under MGNREGA, min. of 100 days of guaranteed wage employment is being provided to adult members of each rural household.
- ▶ Under Pradhan Mantri Gram Sadak Yojana, out of eligible 1,78,184 habitations, 1,68,394 are linked to road by middle Nov. , 2018, which is 94.5 % of target.
- ▶ DDAY-NRLM aims to improve quality of life of 7 to 8 cr. Poor rural households in more than 647 dist. , 6559 blocks abt 238,000 village panchayats & around 640,000 villages.
- ▶ Under Startup Village Entrepreneurship Program (SVEP), rural poor are being supported to set up enterprises.
- ▶ During 1st phase, from 2015 - 19, abt 1.82 lakh enterprises are to be set up in 125 blocks of 24 states to empower rural poor.
- ▶ Under Deen Dayal Upadhyay Gramin Kaushalya Yojana, 5.73 lakh rural youths are trained from 2014 - 15 to Feb. , 2018.
- ▶ Thru 2014 - 15 to Feb. , 2018.17 lakh rural youth were trained for self-employment thru rural self-employment training institutes.
- ▶ Under MUDRA Yojana women in large number have adopted self-employment.

EMPOWERMENT OF YOUTH THROUGH SKILLING

- ▶ National Apprenticeship Promotion Scheme (NAPS) – launched on 19th Aug. , 2016. Objective is to provide Apprenticeship Training to 50 lakh youth by 2020.
- ▶ Under scheme. Govt. will share 25 % of prescribed stipend subject to max. of Rs. 1500/- per month per apprentice w/employers.
- ▶ User friendly on-line portal designed to facilitate easy processing of entire apprenticeship.

Facilities provided by Portal:

1. Registration of establishments, Candidates & basic training providers.
2. Establishments can declare their apprenticeship seats/vacancies.
3. Establishments can search & shortlist candidates specific to sector, trades, region etc. 4. Establishments can submit their on-line returns & records along w/their claims.
4. Apprentices can receive & accept offer letters from establishments online.
5. Process all necessary contractual obligations online.

6. Time bound approval of apprenticeship contracts.
 7. Creation of centralized database for compliance & monitoring.
 8. On-line exam system including generation & issue of hall tickets.
- ▶▶ State Apprenticeship Advisers (SAAs) & Regional Directorates of Apprenticeship (RDATs) is mandatory for establishments having manpower strength of more than 40 engage apprentices thru apprenticeship portal.
 - ▶▶ Portal allows registration of apprentices & submission of contract of apprenticeship.
 - ▶▶ Apprentice training in Optional trades are delivered by National Skill Development Corporation (NSDC).
 - ▶▶ Under Optional trades, there are 74,520 establishments, 28,296 apprentice opportunities, 11,10,510 candidates & 4,73,445 apprentices engaged by NSDC.
 - ▶▶ To improve industry connect, Directorate General of Training (DGE&T), M/o Skill Development & Entrepreneurship has adopted German model of Vocational Education system in India by introducing Dual System of Training (DST).
 - ▶▶ Dual System combines practical training in industry & theoretical training w/foundation practical in ITI (s) which leads to better ITI-Industry linkage.

RURAL SELF EMPLOYMENT TRAINING INSTITUTES

- ▶▶ RSETI is 3-way partnership amongst Ministry of Rural Development, State Govt. & Banks.
- ▶▶ RSETIs provide training in Agriculture, Process, Product, & General Entrepreneurship Development Programs (EDP) courses to candidates leading to self-employment.

NATIONAL EMPLOYABILITY ENHANCEMENT MISSION (NEEM)

- ▶▶ Objective of NEEM is to offer on-the-job practical training to enhance employability of person either pursuing his or her graduation/diploma in any technical or non-technical stream or discontinued studies of degree or diploma course to increase their employability.
- ▶▶ In 2017 - 18, NEEM Agents are able to provide industry apprenticeship for more than 43,000 candidates.

NATIONAL SKILL DEVELOPMENT CORPORATION (NSDC)

- ▶▶ Programme includes courses on digital marketing, online safety & financial literacy in
- ▶▶ Regional languages w/Facebook imparting training to people nominated by NSDC.

PRAVASI KAUSHAL VIKAS YOJANA (PKVY)

- ▶▶ Scheme aims at enhancing skill sets of potential emigrant workers in select sectors & job roles, in line w/international standards, to facilitate overseas employment.
- ▶▶ Focus is on sectors that are in demand in Emigration Check Required (ECR) Countries including domestic workers, drivers & construction workers.

- ▶ India International Skills Centers (IISCs) are set up to focus on skilling, assessment & qualifications that are internationally acceptable. In pilot phase, 16 centers are launched across Domestic Workers, Retail, Tourism & Hospitality, Capital Goods, Healthcare, Construction, Automotive & Security. Pre-Departure Orientation Training (PDOT) aims at enhancing soft skills of potential emigrants in terms of culture, language, traditions & local rules & regulations of destination countries.

Jan Shikshan Sansthan (JSS):

- ▶ JSSs earlier known as 'Shramik Vidyapeeth' are established to concentrate on empowerment of unskilled persons, women, persons belonging to SC/ST/OBC communities & Minorities.

JSS organizes 2 types of activities:

1. Vocational Courses: Training Programs involving skills/practical application leading to market demand & income generation.
 2. Conduct suggestive activities other than Life Enrichment Education components.
- ▶ Unique advantage of JSS is, It is able to deliver skill training, vocational training at doorsteps of beneficiaries & present in lot of interior parts of country.

NATIONAL COUNCIL FOR VOCATIONAL EDUCATION & TRAINING (NCVT) PRIMARY FUNCTIONS OF NCVT

1. Recognition & regulation of awarding bodies, assessment related skill related information providers. Approval of qualifications developed by awarding bodies & Sector Skill Councils (SSCs)
2. Indirect regulation of vocational training institutes thru awarding bodies & assessment agencies

EDUCATION INITIATIVES FOR RURAL YOUTH

- ▶ Govt. has developed various schemes & programmes for empowerment of youth. Some of these are Rashtriya Yuva Sashaktikaran Karyakram, National Service Scheme, Rajiv Gandhi National Institute of Youth Development, Pradhan Mantri Yuva Yojana, Deen Dayal Upadhyay Grameen Kaushalya Yojana, Skill India, etc.

SAMAGRA SHIKSHA

- ▶ Goal of scheme is to improving school effectiveness measured in terms of equal opportunities for schooling & equitable learning outcomes.

2 Components of This Programme:

- ▶ A. Digital Education, B. Skill Development.
- ▶ Focus of digital education is on technology-based classrooms. It implies enhanced use of digital boards & DTH channels & strengthening of ICT infrastructure in schools from upper primary to higher secondary level.

- ▶ Skill development focuses on strengthening of vocational education at secondary level by integrating it in curriculum.
- ▶ Idea is to enable students to graduate from high school w/industrial oriented learning experience prior to their 1st job.

SSAKSHAR BHARAT PROGRAMME

- ▶ Programme goes beyond '3' R's: Reading, Writing & Arithmetic.
- ▶ Aims to create literate society thru variety of teaching learning programmes for non-literate & neo-literate of 15 years & above.
- ▶ Objective is achieving 80 % literacy level at national level, by focusing on adult women literacy so as to reduce gap b/w male & female literacy.

4 Key Elements of Programme:

1. Imparting functional literacy & numeracy to non-literates
2. Acquiring equivalency to formal educational system
3. Imparting relevant skill development programme
4. Promote learning society by providing opportunities for continuing education.
5. Principal target of programme is to impart functional literacy to 70 million non-literate adults in age group of 15 years & beyond.

JAN SHIKSHAN SANSTHAN (JSS)

- ▶ JSS provide skill development, link literacy w/vocational skill to provide Life Enrichment Education (LEE) to people.
- ▶ Aim is to shape their beneficiaries into self-reliant & self-assured employees & entrepreneurs.
- ▶ They offer quality vocational skills & technical knowledge at very low cost. 221 Jan Shikshan Sansthan in country.
- ▶ Current aim is to have 50 % of their beneficiaries from amongst neo-literates.

DIGITAL INDIA

- ▶ Aims to ensure that govt. 's services are made available to citizens electronically by improved online infrastructure & by increasing Internet connectivity or by making country digitally empowered in technology.
- ▶ Programme consists of 3 core components:
 1. Development of secure & stable digital infrastructure
 2. Delivering govt. services digitally
 3. Universal digital literacy

Programme is to prepare India for knowledge future.

- ▶ Goal is to make every household digitally literate to make India Global Knowledge hub, w/IT being major driver & engine of growth.

NATIONAL SCHOLARSHIP

- ▶ Portal provides financial assistance to deserving students by awarding them scholarship to Pursue higher education.
- ▶ NSP is unique & simplified platform to help students get benefits of educational scholarships in efficient & transparent manner.
- ▶ Initiatives aims at providing Simplified, Mission-oriented, Accountable, Responsive & Transparent (SMART) System for faster & effective disbursement of scholarships applications & delivery of funds directly into beneficiaries account w/o any leakage.

NATIONAL APPRENTICESHIP TRAINING SCHEME

- ▶ Scheme equipping technically qualified youth w/practical knowledge & skills required in their field work.
- ▶ Apprentices are imparted training by organizations at their place of work.
- ▶ Scheme is only for freshers. Apprentices can join for Apprenticeship Training only once in his lifetime.

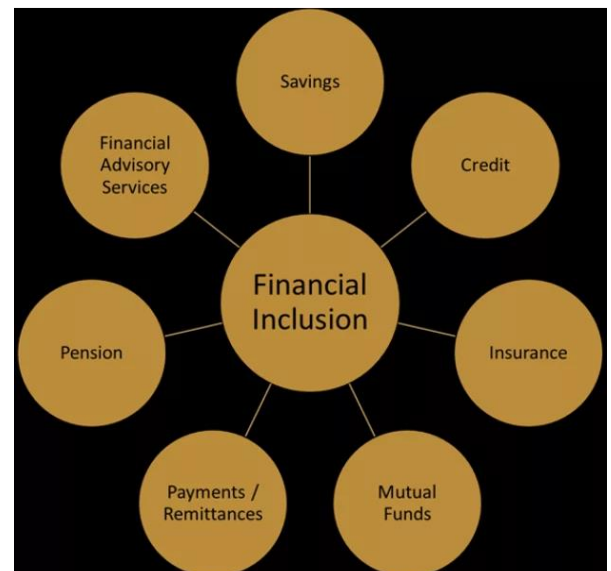
SCHEMES UNDER ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE)

- ▶ Post Graduate Scholarship is for qualified students admitted to M. E. /M. Tech/M. Arch & M. Pharma courses
- ▶ Prime Minister's Special Scholarship Scheme (PMSSS) aims to build up capacities in youth of J&K . Pragati Scholarship for girls pursuing Diploma & Undergraduate Degree level Saksham Scholarship for differently abled students
- ▶ AICTE-INAE Travel Grant Scheme for engineering students who want to present papers abroad. Prerana Scheme for preparing SC/ST students for higher education Samridhhi Scheme for SC/ST students start-ups
- ▶ Support to Students for Participating in Competition Abroad (SSPCA) aims to provide travel assistance registration fees to team of students for attending competition at international level
- ▶ Smart India Hackathon & M. Tech Projects as Internship w/MSMEs scheme to nurture innovation ecosystem. Post –Doctoral Research Fellow (Scheme), Junior Research Fellowships & DBT junior research fellowship (DBT-JRF) Programme.
- ▶ National Post-Doctoral Fellowship (N-PDF) aimed to identify motivated young researchers & provide them support for doing research in science & engineering.

- ▶ Dept. has Women Scientists Scheme wherein women are given Fellowships to conduct research in area of science & technology.

FINANCIAL INCLUSION FOR RURAL YOUTH

- ▶ UNDP recognized role of financial inclusion in achieving 15 out of 17 Sustainable Development Goals which include alleviation of poverty, creation of jobs, gender equality, good health, etc.
- ▶ Goal of financial inclusion is inclusive & sustainable economic growth, by freeing poor sections of society from clutches of money lenders.
- ▶ India's digital inclusion depends on 'BharatNet', project expected to provide high-speed ubiquitous broadband connectivity on optical fibre to Gram Panchayats at low tariffs.



PRADHAN MANTRI JAN-DHAN YOJANA (PMJDY)

- ▶ Scheme offers incentives such as insurance coverage, RuPay cards & over draft (OD) facility apart from Direct Benefit Transfers (DBT), 6 pillars of PMJDY are: Universal access to banking services, Providing basic banking accounts w/OD facilities & RuPay debit card, Financial literacy, Creation of Credit Guarantee Fund, Providing micro insurance, Providing unorganized sector pension scheme, Financial Inclusion initiative was successful w/record of 8.76cr. Savings bank a/c opening w/I 100 days from launch of PMJDY, GoI launched Make in India, Skill India, Startup India & Stand-up India w/view to building ecosystem for sustainable economic growth, promotion of entrepreneurial opportunities & generates large scale employment opportunities especially for youth.

EMPOWERING RURAL YOUTH: KURUKSHETRA JANUARY 2019 (IN HINDI)

- ▶ Stand-up India provides digital platform based on 3 pillars to support enterprises among entrepreneurs from SC, ST & Women category thru:
 1. Handholding support
 2. Providing Information on financing
 3. Credit Guarantee

MICRO UNITS DEVELOPMENT & REFINANCE AGENCY (MUDRA)

LOANS

- ▶ MUDRA was set up for development & refinancing of micro enterprises.
- ▶ Scheme was aimed at providing micro-finance to non-corporate small business sector thru various last-mile financial institutions. Scheme covers credit plus services including financial literacy & other social support services, in order to achieve goal of 'Funding the Unfunded'.
- ▶ GoI's latest initiative of issuance of license to Payments Banks is mainly to encourage micro savings & inculcate banking habits among rural poor & financially excluded.
- ▶ Shishu loan had highest share of 42 % in terms of sanctioned loan amount which was followed by Kishor (34%) & Tarun (24%).

POLICY IMPLICATIONS & CONCLUSIONS

- ▶ RBI & banks should coordinate w/institutions such as State Education Boards (SEBs), CBSE, UGC & AICTE to include financial inclusion as mandatory subject at different educational levels right from school to higher levels of education.
- ▶ NABARD: Building Capacity of Rural Youth
- ▶ National Bank for Agriculture & Rural Development (NABARD)
- ▶ NABARD formed by Act of Parliament in 1982.
- ▶ Mandate of organization is promoting sustainable & equitable agriculture & rural development thru participative financial & non-financial interventions, innovations, technology & institutional development for securing prosperity.
- ▶ Functions of organization are aimed at building empowered & financially inclusive rural India. Initiatives of NABARD in empowering rural youth are:

CAPACITY BUILDING THRU MICROFINANCE MOVEMENT

1. NABARD had launched Self-Help Group-Bank Linkage Program (SHG-BLP) in 1992 w/target of linking 500 SHGs in a year. Aims at improving access of weaker & other sections from formal financial institutions & their livelihood.
2. Microfinance initiative of NABARD has assumed shape of movement in country by forming 87.4 lakh SHGs, collecting savings of Rs. 19,592 cr. & w/credit outstanding of Rs. 75,598 cr. by 31st March 2018.
3. Program has enabled more than 10cr. poor Indian households to gain access to micro-finance from formal banking system.
4. Since 2006, NABARD has started enabling graduation of SHG members to next higher level of livelihoods thru Micro Enterprise Development Program (MEDPs).

5. Livelihood Enterprise Development Program (LEDP) , holistic approach form livelihoods & enterprise development for creating sustainable livelihoods among SHG members was introduced on pilot basis in selected States.
6. 324 LEDPs are supported thru w/grant sanction from NABARD up to 31st March 2018. As on 31st March 2018,15,382 SHG members were supported thru 203 LEDP programmes.
7. Joint Liability Group (JLG) has emerged as one of easiest & collateral-free mode of purveying institutional credit to landless & tenant farmers/artisans by formal banking system.
8. As on 31st March 2018, total of 9.49 lakh JLGs are promoted & linked w/banks.

CAPACITY BUILDING IN FARM SECTOR

1. Farmers Clubs:
2. FC program aimed at forging linkages of farmers w/banks & agricultural technologies.
3. In 1982, Vikas Volunteer Vahini (VVV) programme was introduced to propagate 5 principles of 'Development thru Credit'
4. Credit must be used in accordance w/most suitable methods of Science & Technology.
5. Terms & Conditions of credit must be respected.
6. Work must be done w/skill as to increase production & productivity.
7. Part of additional income created by credit must be saved
8. Loan installments must be repaid on time & regularly so as to recycle credit
9. Goal of this program is capacity building & empowerment of farming community & more particularly small & marginal farmers across rural areas.
10. Thru workshops, training programs & formation/nurturing of village level community-based organizations like Village Watershed Committees, NABARD is providing guidance/education, skill & insight to rural people.
11. As on 31st March 2018, data of 23,000 Farmer's Clubs were digitized.

AGRI-CLINIC & AGRI-BUSINESS CENTRE (ACABC)

1. Agriculture Graduates can set up their own ACABC & offer extension services to farmers. Centers provide expert advice & services to farmers on payment basis to enhance crop/animal productivity & increase incomes.
2. Centers give advice to farmers on crop selection, best farm practices, post-harvest value added options, price trends, risk mitigation mechanism, crop insurance, credit & inputs access etc.

TRIBAL DEVELOPMENT FUND

- Under this Fund, assistance is given to tribal households to have wadi, allied & off-farm activities. Training & capacity building, processing, marketing, micro enterprises for women/landless, community health improvement, women empowerment & building community organizations are other components of TDF projects.

- » As on 31st March 2018, cumulatively project had benefitted 5.21 lakh families w/712 projects across 28 States & UTs.

FARMERS PRODUCE ORGANIZATIONS (FPOS)

- » Promoted under Section IX A of Companies Act, 1956 in 2013.
- » FPOs have ability for improving farmers' welfare & reducing risks.
- » NABARD set up Producers' Organizations Development Fund (PODF) & assisted 221 existing

Producer Organizations (POS). Benefits of joining FPOs:

1. Brings farmers together & gives them strength & confidence.
2. Provides platform to collectively voice their opinions & concerns.
3. Helps members in negotiating for better position
4. Supplies crop inputs to farmers at reduced rate.
5. Offers financial, technical & extension support.
6. Improves capability by demonstration, training & exposure visit.
7. Aggregates crop produce & improves bargaining power.
8. Helps in reducing distress sale by providing pledge loan facility.
9. Provides additional employment by adding value to produce thru cleaning, grading, processing & packing.
10. Links w/processors, wholesaler & consumer for direct sale.

SKILL DEVELOPMENT IN NON-FARM SECTOR

- » Rural Entrepreneurship Development Programme (REDP) is imp. Non-Farm Sector (NFS) promotional programme.
- » Objective is to develop entrepreneurial & activity-oriented skills among unemployed rural youth willing to set up small/micro-enterprise by assisting Voluntary Agencies (VA) /Non-Governmental Organizations (NGO) /Development Agencies (DA) /RUDSETIs etc. w/good track record in conducting REDPs. For generating self-employment & wage employment opportunities in rural areas, NABARD is supporting Rural Entrepreneurship Development Programs (REDP) & SDP. As on 31st March 2018, NABARD has supported training of more than 8.37 lakh rural youth thru 32,520 REDPs/SDPs.
- » NABARD thru its 3 training establishments, Bankers Institute of Rural Development (BIRD) – Lucknow, Mangalore & Bolpur, offers skill training & capacity building of bankers & officials of NGOs in farm, off-farm & micro finance sectors.

STAND UP INDIA SCHEME

- » Objective is to facilitate bank loans b/w Rs. 10 lakh & Rs. 1 cr. To at least one SC or ST borrower & at least one-woman borrower per bank branch for setting up green-field enterprises.

AGRI BUSINESS INCUBATION CENTERS

- ▶ Significance of AIC in facilitating ecosystem conducive for growth of Agribusiness enterprises is recognized worldwide. It helps in increasing agricultural productivity & entrepreneurship development by supporting startups & enterprises.

SKILLING YOUTH THROUGH SURYAMITRA

- ▶ Skilling India is initiative for job opportunities. It is program to create 500 million skilled manpower by 2020. Renewable energy is targeted sector & National Institute of Solar Energy (NISE) under Ministry of New & Renewable Energy (MNRE) is assigned w/responsibility to execute various skill development programmes in renewable energy technology.
- ▶ NISE is conducting 'Suryamitras' training program to provide skilled technicians for installation, commissioning operation & maintenance in solar technology.
- ▶ Objective is to provide employability & entrepreneurship to rural & urban youth & women. GoI intends to achieve target of 175 GW which includes 100 GW from Solar Energy by 2022.
- ▶ Suryamitra Program is Solar PV Technician course which is designed to develop skilled & employable workforce catering to needs of solar PV industries & EPC Projects in installation, commissioning & operation & maintenance of solar power plants & equipment.
- ▶ Qualification required to participate in program is ITI (Electrical & Wireman) /Diploma in Engineering (Electrical, Electronics & Mechanical).
- ▶ Main objective of program is to train 10 + 2 passed, ITI/Diploma holders as field technicians to execute National Solar Mission (NSM) program across country.
- ▶ Focus is to provide employability & entrepreneurship to rural & urban youth & women. MNRE set target of 50000 Suryamitras of skilled manpower in solar energy sector.
- ▶ Surya Mitra mobile App is launched to connect Suryamitras w/entrepreneurship & larger section of society. App can handle thousands of calls simultaneously & can efficiently monitor all visits of Suryamitras.
- ▶ App would come handy w/respect to operation & maintenance, repair & maintenance of solar pumps. App would be useful to serve customers at their doorstep's w/quality installation, repair & O&M services.
- ▶ NISE has fixed price Rs. 150/- per visit as visiting charges for Suryamitra Services.

ICT FOR EMPOWERING RURAL YOUTH INFORMATION & COMMUNICATION TECHNOLOGY

- ▶ ICTs consist of hardware, software, networks & media for collection, storage, processing, transmission & presentation of information & related services.

- ▶ **Skymet:** It is largest weather monitoring & agricultural risks Solutions Company of country. Website forecast weather information, suggests for crop insurance & related risk management.
- ▶ **Frontal Rain Technology:** It is accessible thru computer & mobile. It is useful for firms dealing in commodities like groceries, basmati rice, seeds, cattle feed, sea food, dairy products & edible oil. Website creates scope for demand & supply of agricultural products on cloud.
- ▶ **Agrostar:** It provides genuine agricultural inputs to farmers at their doorstep. It helps to procure agricultural inputs such as seeds, plant nutrition, plant protection & agriculture equipments by simply giving missed call on company's toll free number, 1800 thru their mobile appto prevent hardship of unavailability of products.
- ▶ **Ekgaon Technologies:** It provides technology platform to farmers w/provision of range of services. It provide financial counselling, guide for agricultural input availabilities & provision of govt. assistance etc. It provides information & counselling of credit, savings, remittance, insurance, investment & mortgage etc at doorstep & information regarding microfinance institutions available in locality. It provide local language base agriculture advisory services to mobile users thru interactive voice response system (IVRS).
- ▶ **MITRA (Machines, Information, Technology, Resources for Agriculture):** Aims to improve mechanization at horticulture farms w/use of highly effective farm equipment's. It is useful for fruits & vegetables crops. It is effectively utilized for grapes & pomegranate.
- ▶ **Cropln Technology Solutions:** It offers information on cloud-based platform thru mobile base application. It is known as 'Smart Farms'. It provides smart & safe food supply for consumers around world by considering agriculture as business.
- ▶ **Eruvaka Technology:** It is solar-powered floating equipment that measures oxygen level, temp. & pH range of water & suggests conduciveness of aquaculture & possible remedies.
- ▶ **BHUVAN software:** It integrates & processes ground inputs w/satellite data for diverse needs.

A. 3 Prominent Applications:

- ▶ CHAMAN (Coordinate program on Horticulture assessment & Management using geo-informatics). It helps in:
 1. Digital inventory of all horticulture zones in country.
 2. Deciding cold storage
 3. Managing inflation thru accurate data of food stock.

B. FASAL (Forecasting Agricultural output using Space, Agro-meteorology & Land based observations).

- ▶ It help in:
 1. Monitor crop health

2. Use to directly study crop locations.

C. NADAMS (National Agricultural Drought Assessment & Monitoring System):

1. Remote sensing real time information on current or developing drought at state, dist. & sub dist. Level.

ANDROID APPS ARE NEW TOOLS IN HANDS OF OFFICIALS & FARMERS

1. CCE Agri: App used to estimate crop damage & yield loss at 1100 locations in 12 states.
2. Ground Truth: To monitor crop health being used by 18 state govt.
3. Bhuvan Hailstorm App: Being used to capture hailstorm losses in states.
4. mKisan: Provides farm advisories, such as weather & pest updates on phones to farmers.

NATIONAL AGRICULTURE MARKET (ENAM)

- ▶ It facilitates farmers, traders & buyers w/online trading in commodities.
- ▶ Market is helping in better price discovery & provides facilities for smooth marketing of their produce. Market transaction stood at Rs. 36,200cr. By January 2018.

ICT IN RURAL EMPLOYMENT

- ▶ ICT kiosks are demonstrated to provide attractive job opportunities.

ICT IN HEALTH SERVICES

- ▶ Basic medical information is available online & on CDs, in local languages.
- ▶ Online list of information abt availability of health care facilities & fixing appointments, providing health histories.

ECONOMIC DEVELOPMENT THRU ICT

- ▶ Focus on using ICTs for rural development is supportive of reduced inequality along w/increased efficiency & growth.

OVERVIEW OF ICT INITIATIVES FOR EMPLOYMENT

- ▶ Drishtee: Drishtee.com had origins in Gyandoot project in Dhar, MP. Project is offering range of e-governance related services in villages by internet.

- ▶▶ Aksh: it is fibre optic cable company, w/its core competence in laying & maintaining cable. Its revenue model is driven by content & data that can be delivered over this cable.
- ▶▶ n-Logue: Main impetus for n-Logue came from IIT Chennai research group. Group is responsible for stream of hardware & software innovations.
- ▶▶ ITC: ITC's kiosks are called e-choupals. 4 kinds of e-choupals, tailored very specifically for 4 diff. products: shrimp, coffee, wheat & soybeans. 1st 2 involve large commercial farmers, & focus is on creating Internet access to global market information to guide production & supply decisions.
- ▶▶ TARAhaat: It include comprehensive portal for rural information services & extended vision of its 'TARAkendras' as community centers. It has educational content partner, called TARAgyan, which is developing local language content & software for use in TARAkendras.

OPPORTUNITIES IN VALUE CHAIN & FOOD PROCESSING

- ▶▶ Rural Youth as Engine for Growth
- ▶▶ According to FAO, as future leaders, rural youth need to be prepared in:
 1. Improving their capabilities to produce food & to conserve productive resources in rural environment
 2. Improving their skills & abilities in carrying out income generating activities in rural areas
 3. Relieving population pressure & improving nutrition & well-being of farming families
 4. Developing leadership & ability to work well w/other in group & community situations.

OPPORTUNITIES IN FOOD PROCESSING & AGRIBUSINESSES

- ▶▶ Food processing involves any type of value addition to agricultural produce including primary processing like grading, sorting & packaging to increase marketability of food products.
- ▶▶ Secondary food processing involves value addition by transforming raw produce from its original state to more valuable state w/enhanced food quality, safety & shelf life.

LINKING RURAL YOUTH TO ENTREPRENEURSHIP

- ▶▶ Village Adoption Program (VAP) is unique program designed by National Institute of Food Technology Entrepreneurship & Management to empower rural youth & promote entrepreneurship in food processing.

VAP has several pillars but promotion of entrepreneurship in food processing & value addition is major focused area. VAP team follows imp. steps & activities:

1. Team teaches farmers & rural youth abt 'good agricultural practices (GAP), primary processing, scientific storage practices & value addition techniques.
2. Team facilitates potential entrepreneurs in preparing detailed project proposals & creating backward & forward linkages for their enterprises.
3. Program facilitated in empowering rural youth in many states & promoting food processing enterprises & counting.

SANITATION: THE JOURNEY SO FAR....

- ▶▶ Present govt. 's initiative in sanitation is hailed as remarkable w/resolve to make country "open defecation free". According to report in last 3 years, about 50 million toilets are constructed in rural India & 3.8 million in cities & towns.
- ▶▶ 2.48 lakh villages, 203 dist. & 5 states – Sikkim, Himachal Pradesh, Kerala, U'Khand & Haryana are now ODF. Surveys undertaken show, 85 % of toilets under SBM are being used.
- ▶▶ Chief of WASH (Water, Sanitation, Hygiene) UNICEF India said: 'In fully ODF community, considering medical costs averted, value of time savings & value of mortality averted financial savings for each household is Rs. 50,000 per year'.
- ▶▶ 'Swachhata Hi Seva' campaign was launched to make people feel that work of cleanliness is service to community. Presently, 55 - 60 % of households in country have access to sanitation facilities. This aspects needs to be given special attention & govt. 's program called 'Rashtriya Swachh Ganga Mission' of cleaning Ganga river.

INNOVATIVE ENTREPRENEURSHIP AMONG RURAL YOUTH GOVT.

SCHEMES FOR RURAL ENTREPRENEURSHIP

- ▶▶ Samagra Shiksha focuses on promoting vocational education to make it more job-oriented.
- ▶▶ In order to coordinate efforts of all stake holders in field of skill development & entrepreneurship, GoI formed 'Department of Skill Development & entrepreneurship'.
- ▶▶ To improve employability of workers, 'National Skill Development Mission' was launched. It aims at consolidating & coordinating skilling efforts at national level. To promote employment in agri-based vocational areas in agriculture & allied sector programme named as 'Skill Training of Rural Youth' is launched. 'Deen Dayal Upadhyay Grameen Kaushalya Yojana' focus on rural poor youth in age group 15 - 35 years. It is mandatory to give min. 160 hrs. of training in soft skills, functional English & computer literacy etc. to transform rural poor youth into economically independent & globally relevant workforce.

- » Under 'Pradhan Mantri Kaushal Vikas Yojana' industry relevant short term skill training is provided to youth to enable them secure better livelihood.
- » Project for Upgrading Skills & Training in Traditional Arts/crafts for Development, known as 'Project USTTAD' aims at capacity building & updating traditional skills of master trainers/artisans belonging to minority communities, BPL families in traditional art/craft fields of their choice.
- » Pradhan Mantri Gramin Digital Shiksha Abhiyan (PMGDISHA) was launched to impart digital literacy in rural areas w/aim to empower at least one person per rural household w/crucial digital literacy skills.
- » To promote culture of innovation & entrepreneurship by creating scientific temper among youth, Atal Innovation Mission is set up at NITI Aayog. It aims to improve vision of students who can enhance their creativity & transform them into innovators of new technology.

GOVERNMENT INITIATIVES FOR YOUTH IN NORTH-EAST & J&K:

- » State Livelihood Mission & NULM schemes are being deployed to skill youth. Areas of training identified are: Hospitality – (Cuisines, Food & Beverage, Pastry & Baking)
- » Tourism – Tour operators, hotels, home stay, taxis to places of attraction etc.
- » Nursing, Paramedics
- » Wellness & beauty
- » Fashion designing & garments, handloom weaving
- » Essential technicians – Electrician, Plumbing, repair of Acs, Fridge, Mobile repair etc.
- » Automobile – fitter, turner, mechanics, welding
- » Soft skills for employability in any sector
- » Retail Merchandising
- » Aviation – Cabin Crew, Air Hostess, ground crew etc.
- » Dept. of NE region w/NE Development Finance Co. Ltd. Is setting up VC fund worth Rs. 100 cr. to promote startups in NE states.

UDAAN

- » **UDAAN:** Special Industry Initiative (SII) for J&K aims to provide corporate exposure to youth & provide corporate India w/talent available in state.

SADBHAVNA

- » **Sadbhavna:** It is run by Army. Under this Army runs imp. Program for youth of J&K. Army runs National Integration Tour under Sadbhavna where students get to visit other states of country & get 1st hand view of culture of their fellow citizens. More than 5000 people have benefited out of 200 tours conducted under this scheme.