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Self Employment through Skill Development Initiative (with special reference to SJSRY scheme in Coimbatore District)

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Abstract

In Indian Economy there is a drastic changes occurred due to skill development of an individuals. Recent trends in the composition of employment indicate a migration from the work on the basis of Agricultural to the Industrial based & Service Sectors. India has one of the country deals with young & energetic with high potentialities of people for ensuring the inclusive Economic Growth. In this context this paper highlights the self employment of people through their own skill development.

Keywords: Self Employment, Skill Development, SJSRY.

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Introduction

There is a largest work force in several ways in India. In Indian Economy there is dynamic role of individuals by the skill development. The proportion of workforce is converted from the agricultural based to Industrial & Service based sectors in Indian Economy. This paper explores the research based on the skill gap of an Indian people for their sustainable growth & development by generating self employment through skill development.

Statement of the Problem

SKill India Initiatives can be implemented through various schemes for the self development of urban & rural people. The skill development scheme provided by the government is to gain the self employment for an individual. The skill gap for the people in India is identified as a main drawback and this is the problem for always depending on the other countries even the Indian people are highly innate talented & skilled. So this problem can be overcome through giving an awareness to the people by studying the scheme on (SJSRY) Swarna Jayanthi Shahari Rozgar Yojana. SJSRY Scheme provide a several benefit to the people who relies for sustainable development through self employment.

Objectives

1. To Examine, the Extent of the Schemes of SJSRY Contributes in improving the social status of urban poor women as Self Employment for Skill Development.
2. To Study the impact of Swarna Jayanti Shahari Rozgar Yojana (SJSRY) Programme for Skill Initiative in Coimbatore District.

Components of Schemes for the Skill Development

- Self Employment through PMRY Prime Minister's Rozgar Yojana
- Development of Women and Children in Urban Areas (DWCUA)
- The Urban Self Employment Programme (USEP)
- The Urban Wage Employment Programme (UWEP)
- Swarna Jayanti Shahari Rozgar Yojana (SJSRY)
- Urban Women Self-help Programme (UWSP)
- Skill Training for Employment Promotion amongst Urban Poor (STEP-UP)
- Urban Community Development Network (UCDN)

Features of Sjsry Scheme

The Swarna Jayanti Shahari Rozgar Yojana shall rest on a foundation of community empowerment. Rather than relying on the traditional method of top down implementation, this programme shall rely on establishing and promoting community organisations and structures to provide supporting and facilitating mechanism for local development. Towards this end

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community organisations like Neighbourhood Groups (NHGs), Neighbourhood Committees (NHCs), and Community Development Societies (CDSs) shall be set up in the target areas. The CDSs will also identify viable project suitable for that particular area. These CDSs may also set themselves up as Thrift and Credit societies to encourage community savings, as also other group activities. However, Thrift and Credit Societies may be set up separate from the CDSs as well. It is expected that they will lay emphasis on providing the entire gamut of social sector inputs to their areas including, but not limited to, health, welfare, education, etc.

Coverage

The programme will be implemented on the whole town basis with special emphasis on urban poor clusters. It is Applicable to all urban towns in India.

Beneficiaries Eligibility Criteria

There will be no minimum educational qualification for beneficiaries under this programme. However, to avoid an overlap with the PMRY scheme, for the self-employment component, this scheme shall not apply to beneficiaries educated beyond the IX standard. As regards the wage employment component, there will be no restrictions of educational qualifications whatsoever. Where the identified activity requires skill, training of an appropriate level, as may be necessary, will be provided to the beneficiaries before extending financial support.

All other conditions being equal, women beneficiaries belonging to women headed households shall be ranked higher in priority than other beneficiaries. For purposes of this section, women headed households shall mean households, which are headed by widows, divorcees, single women, or even households where women are the sole earners.

Infrastructure Support

Infrastructural support may also be provided to beneficiaries setting up microenterprises in relation to marketing of their products etc. This can be accomplished by providing selling places for the poor in the form of kiosks and rehri markets, setting up of "Nagar Palika Seva Kendras" for construction and other services, (like those provided by carpenters, plumbers, electricians, TV/radio/refrigerator mechanics who will be available to city residents on call), and through provisions of weekend markets/evening markets in municipal grounds or on road sides on the one hand and technical assistance in relation to market surveys/trends, joint brand names/designs and advertising. It is also proposed that a Service Centre should be set up at the CDS level for those who have undergone skill

upgradation training. Special assistance may be provided for setting up of community sevakendras which could be used for multifarious activities such as work places/marketing centres etc. for beneficiaries under this programme.

Technology, Marketing and Other Support

This component will mainly focus on handholding support for the urban poor entrepreneurs who want to be self-employed and set up their own small businesses or manufacturing units. Under this component, Micro-Business Centers (MBC) will be established at cluster level (e.g. handlooms / handicrafts, food processing, construction, glass & ceramics, electrical and electronics, mechanical engineering, auto driving & mechanics, metal works, etc.), supported with one-time capital grant subject to the concerned State Government / Urban Local Body providing the required land free of cost. This will be run on the basis of a Public-Private-Partnership (P-P-P) model. MBCs could also be run by the society of entrepreneurs themselves with manpower hired on contract basis.

Training For Developing Skills

The total allocation for training and capacity building of the personnel involved with the implementation of this programme by the State government. States shall be responsible for translating training material provided by the Government of India or its recognised institutions into vernacular so that it can be used effectively. States may also consider developing in house training capabilities by imparting adequate training to and skill development of officials attached with these institutions to enable them to work as trainers. Besides reducing reliance upon outside agencies, and imparting a field flavour to the training, thereby making it more relevant and responsive towards the situation on the ground, this will enable a much wider spread to be achieved in training programmes.

Project Administration

- Facilitating and promoting voluntarism and organizing groups.
- Guiding and assisting the community in need assessment and formulating plans.
- Working with the community to implement and monitor the programme.
- Liaise with the sectoral departments to establish initial contacts with the clusters
- Facilitating community skill enhancement through interactive experiences.
- Identification of suitable beneficiaries for self-employment ventures.

Table 1

Distribution of samples based on category

S.NO	CATEGORY	FREQUENCY
1	SC	33
2	BC	115
3	Other	36
4	Total	184

In the above table, from the sampled Swarozgaries there is 33 members and 36 members out of 184 samples belong to Scheduled Caste and other

Categories. Hence it reveals that most of the Swarozgaries lies in the cadre of Backward Class.

Table 2

Social status of sampled swarozgaries

S.NO	MALE	FEMALE	BPL	APL
1	24	160	173	11
Total	184	184	184	

The above table indicates Social status of sampled Swarozgaries. Most of the Swarozgaries come under the Below Poverty Line (BPL) Sector. There is high number of beneficiaries belong to female. It is

inferred that SJSRY Scheme achieved its ultimate objective by empowering Urban poor women for their self development.

Table 3

Samples based on household income

S.NO	HOUSEHOLD INCOME (in Rupees)	NO.OF SWAROZGARIES	PERCENTAGE
1	Below 7000	8	4.34
2	7000-15000	118	64.13
3	15000 and above	58	31.52
4	Total	184	-

The table 3 depicts samples based on household income. It is viewed that 64.13 percentage of Swarozgaries belong to household income between

Rs.7000 – Rs.15000.hence it reflects that SJSRY contributes in development of the urban areas.

Table 4

Education wise of sampled swarozgaries

S.NO	LEVEL OF EDUCATION	NO.OF SWAROZGARIES	PERCENTAGE
1	Illiterate	7	3.80
2	Primary to Fifth Standard	130	70.65
3	Secondary to X standard class	42	22.82
4	Higher secondary	5	2.71
5	Total	184	-

The above table exhibits education wise of sampled Swarozgaries. It is indicated that 70.65% of Swarozgaries hold on their education level between primary class to fifth standard class. It is also stated that

Swarozgaries are completed Higher Secondary. Hence it shows that there is positive sign of SJSRY in Coimbatore district.

Table 5

Women contribution to household income

S.No	Share of Swarozgaries in household income	No.of swarozgaries	Percentage
1	0-45%	60	32.60
2	45%-75%	65	35.32
3	75%-100%	53	28.80
4	Primary data not available	6	3.26
	Total	184	-

The table 5 shows a women contribution to household income. It is interpreted that 35.32% of household income lies between 45% to 75 % in share of

Swarozgaries. Thus it is proved that the scheme of SJSRY contributes in improving the social status of urban poor women.

Table 6

Standard of living of sjsry swarozgaries

s.no	NO.OF SWAROZGARIES WHO RECEIVED LOAN	RAISE IN STANDARD OF LIVING	
		YES	NO
1	155	122	33
2	PERCENTAGE	66.30	17.93

The Standard of living of SJSRY Swarozgaries opined that 66.30 percentage as favourable. So from the above table it is clearly reflected that out of 155 aggrieved sampled Swarozgaries 122 Swarozgaries express apposite sign. The impact of SJSRY in Coimbatore District is Excellent.

Summary of Findings and Suggestion

- Since most of the Swarozgaries are women it is found out that SJSRY Scheme achieved its ultimate objective by empowering Urban poor women for their self development.
- It reflects that SJSRY contributes in development of the urban areas, where household income is mostly contributed by female Swarozgaries for their Family development.
- Standard of living of people is maximized by the existence of SJSRY Scheme in Coimbatore district.

Suggestion

- ♦ There is need to create awareness on various improvement of the scheme among the concerned people by creating publicity through electronic media.

Conclusion

The implementation of various Government schemes for the skill development of Indian people is the achievement of the inclusive growth of Indian Economy. The lack of skills gap among the Indian People are

prohibited by providing awareness to the public regarding self employment through skill development Initiative. Hence the most popular scheme of Swarna Jayanti Shahari Rozgar Yojana Scheme provides benefit to the individual not only for the self employment but also for the upliftment of the society by way of empowering the women in Indian Country. Finally it is concluded that skill development initiative schemes are launched by the government so as to enhance the performers of skilled and high potentiated people in all over the world.

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