



ST PAULS INSTITUTE OF COMMUNICATION EDUCATION FOR WOMEN
(AFFILIATED TO MUMBAI UNIVERSITY)
24th Road, Bandra (W), Mumbai 400 050

SPICEFW/IQAC/2023-24/004

18 October, 2023

To,
Dr. Hanif Lakdawala
Asst. Professor
A.P. College

Invitation Letter

Dear Ma'am/Sir,

I hope this letter finds you well. On behalf of the IQAC team of St. Paul's Institute of Communication Education for Women, it is my distinct pleasure to extend to you an invitation to our esteemed institution as the resource person for an upcoming examination guidance session tailored for the TYBAMMC Advertising subject Copywriting and Advertising and Marketing Research.

We hold your expertise in high regard and firmly believe that your insights and experience would greatly benefit our TYBAMMC students, enabling them to perform more effectively in the upcoming University Examinations. The session is scheduled for Saturday, October 21 2023 at 10:30 AM and will be conducted on campus.

Your presence would not only motivate and inspire our students but also serve as an invaluable learning opportunity for them. Your valuable contribution to the educational community would undoubtedly leave a lasting impact on our institution and its academic endeavors.

We are confident that your participation in this session will significantly enrich the academic experience of our students, thereby fostering a culture of excellence and achievement within our academic community.

Thank you for considering this invitation. We eagerly anticipate your positive response and look forward to the opportunity of hosting you at our institution.

Thanking you

Yours sincerely,

Fr (Dr) Plavendran Irudayasamy
Principal



ST PAULS INSTITUTE OF COMMUNICATION EDUCATION FOR WOMEN
(AFFILIATED TO MUMBAI UNIVERSITY)
Department of Mass Media
24th Road, Bandra (W), Mumbai 400 050

21st October, 2023

To,
Dr. Hanif Lakdwala,
Asst. Professor,
A.P. College

Letter of gratitude

Dear Madam,

The IQAC team of St. Paul's Institute of Communication Education for Women, extends our sincere appreciation for your presence at our college as the speaker for a Guidance Session conducted on "Copy writing and Advertising and Marketing Research" for the TYBAMMC students.

We are sure that the knowledge extended by you will definitely help the students explore the path of excellent opportunities for their future endeavours. This session will also be a great help to prepare them for their examination.

We look forward for more interactions with you in future.

Thanking you.

Yours sincerely,

Fr (Dr) Plavendran Irudayasamy
Principal



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Dr. Rajesh H. Bhoite

As a Recognition of the Publication of the Paper Entitled
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India - A Critical View**

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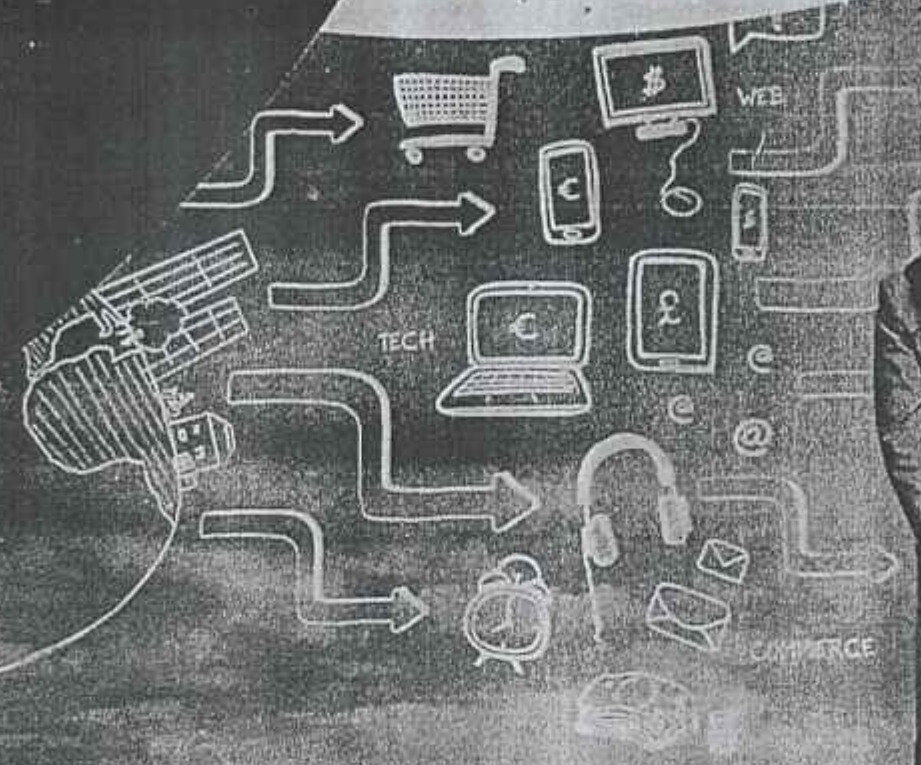
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27. Demographic Dividend and Unemployment in India - A Critical View

Dr. Rajesh H. Bhoite

Assistant Professor Department of Business Economics Ajuman-I- Islam's, Akbar Peerbhoy
College of Commerce and Economics, Mumbai.

Introduction

At one side, Indian population has been considered as demographic dividend being large in number consisting young workforce. At the other side, unemployment is affecting this group population economically, socially and psychologically. Due to no jobs, they are not able to have quality life and cannot contribute for the economy. The policies of the government have been successful to some extent but still the major population is not able to be placed at right jobs. The young population works in unorganized sector and in filthy areas with low paid jobs. It cannot create them as better human capital. The attempt is necessary to train and develop each one. The advantage to India is that, it is the country of young labour force. An increase in the working age ratio can raise the rate of economic growth, and hence confer a "demographic dividend." People of working age are on average more productive than those outside this age group. It's the India's Potential

Objectives of the Study

1. To highlight the nature of unemployment nature and pattern in India
2. To state the Demographic Dividend as a demographic characteristics of India
3. To analyse the training programmes and conclude.

Methodology

The paper is purely secondary based and opinion based. The data has been taken from theses, reports, and articles to present views in better ways.

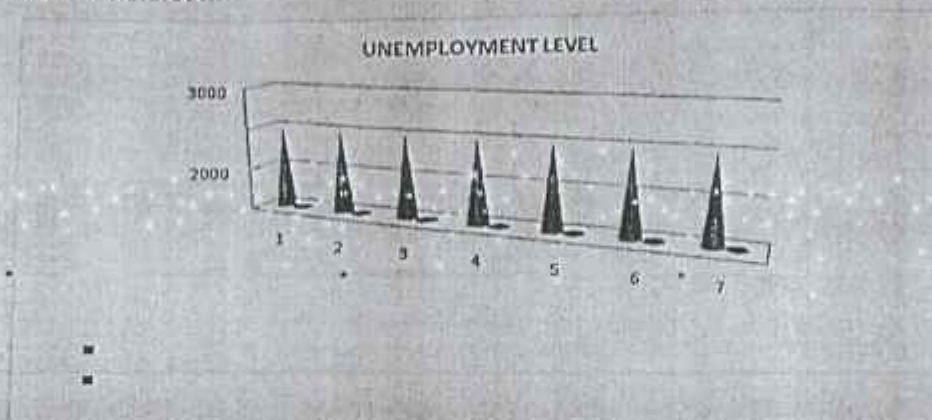
Unemployment Nature in India

Unemployment is a situation where country's workforce is ready to work but find no jobs or government fails to provide jobs. Unemployment is on rise in India with increase in population. Many kind of unemployment types are found in India. Seasonal unemployment is observed in primary sector where population working on agriculture find no jobs during off season and waste their labour for months due to no jobs. Frictional type of unemployment is often found manufacturing sector due to technical or management problems. Rural

unemployment is observed among landless population. No development process in rural areas, leave no scope for employment for them. Urban unemployment is basically observed due to migration and crowded cities. Due to technological up-gradation, labors are losing jobs. The following table highlights unemployment levels for a decade.

| Years | Unemployment Rate |
|-------|-------------------|
| 2011 | 3.53 |
| 2012 | 3.62 |
| 2013 | 3.46 |
| 2014 | 3.41 |
| 2015 | 3.49 |
| 2016 | 3.51 |
| 2017 | 3.52 |

Source: Statista.com



The failure of government to implement policies is the main reason behind increasing unemployment. The rate has been rising showing that the not only the jobs are receding but the wages paid are too lowering. The growth of GDP has been observed without increase in employment levels. High rate of unemployment in almost all the states of India is questionable today. The condition of unorganized sector is very bad as the wage earnings are low. Nearly 67perecebt if households are reported to earn Rs.10,000 p.m. The condition is very alarming in rural areas.

Demographic Dividend

The term Demographic Dividend has been more used to describe young population of the country. It is the benefit derived from demographic changes and increase in population. It's the result of increase in birth rate and declining in death rate. It denotes to working population who can be human capital if properly trained and used in the productive activity. Life expectancy increased contributes to demographic dividend as well. It helps in increasing supply of labour

within the nation as well as in the global markets. It boosts domestic demand and thus savings and investments also increase by virtue. If properly cared and trained, they can be the efficient human capital who can yield the best and fetch more GDP.

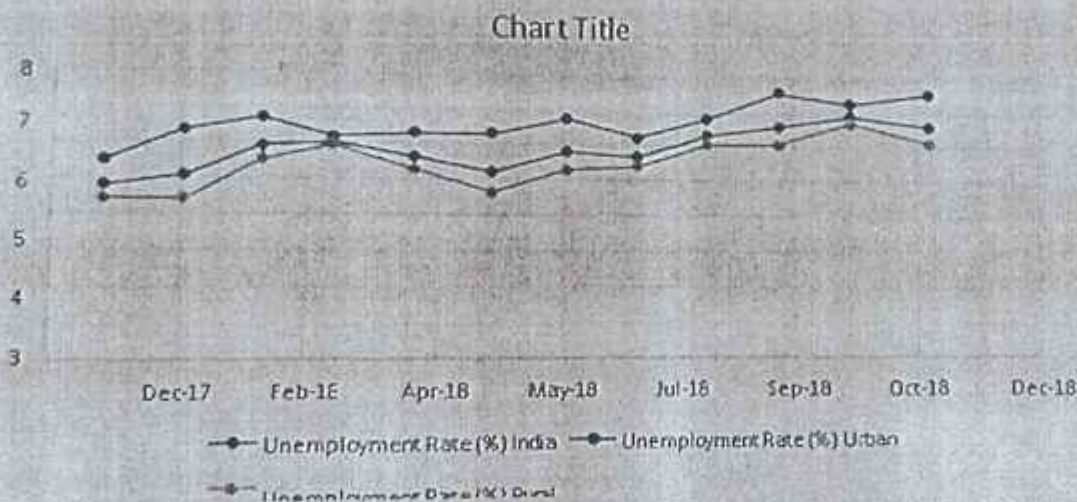
Unemployment level in Urban and Rural Compared

Following data describe the unemployment level in urban and rural areas. The rate of unemployment is on rise in both the areas and the problem is in urban areas where service sector dominates.

| Month | Unemployment Rate (%) | | |
|--------|-----------------------|-------|-------|
| | India | Urban | Rural |
| Nov-18 | 6.62 | 7.56 | 6.14 |
| Oct-18 | 6.91 | 7.27 | 6.72 |
| Sep-18 | 6.61 | 7.58 | 6.1 |
| Aug-18 | 6.32 | 6.81 | 6.06 |
| Jul-18 | 5.7 | 6.25 | 5.41 |
| Jun-18 | 5.81 | 6.77 | 5.3 |
| May-18 | 5.22 | 6.31 | 4.65 |
| Apr-18 | 5.64 | 6.31 | 5.29 |
| Mar-18 | 6.03 | 6.2 | 5.94 |
| Feb-18 | 5.93 | 6.72 | 5.52 |

Source: CMIE

It is clearly visible that the rate of unemployment has risen from 4.78 to 6.62 in which the urban rate is high than the rural unemployment. 7.56 is the rate in urban areas against 6.14 rates in rural areas. The concern is in urban area as it reflects educated unemployment in India.



Analysis of Programmes

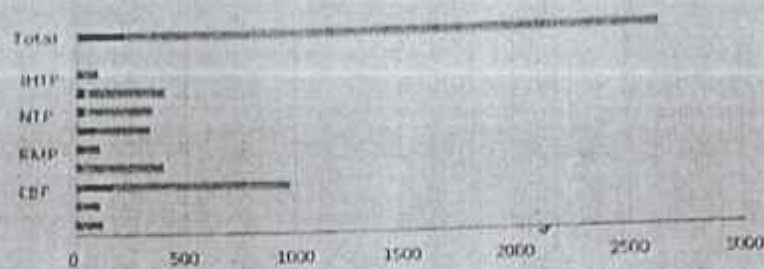
Training Programmes Conducted By Goi

| Name of the Programme | No. of Programme | No. of Days | No. of Participants |
|-----------------------|------------------|-------------|---------------------|
| LAP | 4 | 17 | 106 |
| IRP | 3 | 16 | 92 |

| | | | |
|-------|----|-----|------|
| CBP | 29 | 136 | 813 |
| CLP | 7 | 17 | 376 |
| RMP | 3 | 29 | 77 |
| IITP | 9 | 76 | 249 |
| NTP | 9 | 37 | 298 |
| CTP | 10 | 36 | 358 |
| IHTP | 13 | 15 | 70 |
| Total | 77 | 139 | 2431 |

Source: Ministry of Labour & Unemployment, Report 2017-2018

Chart Title



Programmes sated above

1. Labour Administration Programme (LAP) 2. Industrial Relations PROGRAMMES (IRP) 3. Capacity Building programmes (CBP) 4. Child Labour programmes (CLP) 5. Research Methods PROGRAMMES (RMP) 6. International Training Programmes (ITP) 7. North East Training Programmes (NTP) 8. Collaborative Training Programmes (CTP).9.In House Training Programmes (IHTP)

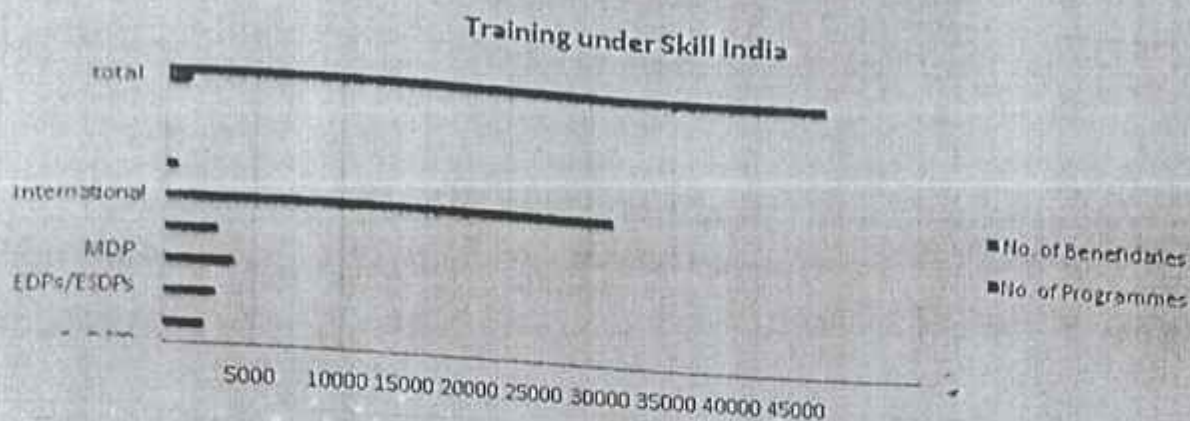
It is clearly observed that the government's initiative towards empowering labour force is adorable but the numbers shown trained shows it's failure. The reason may be asymmetrical information where the people might not have an idea of such programmes. Demographic divided of India may not have capacity of building until otherwise an adequate number is brought under training programmes. Research Method Programme trained numbers are only 77 that shows the need of raising standards of research among educated dividend

Training Programme Under Skill India

| Programme | No. of Programmes | No. of Beneficiaries |
|-----------|-------------------|----------------------|
| TOTS | 85 | 2248 |
| WEDP | 113 | 2828 |

| | | |
|---------------|------|-------|
| EDP | 72 | 3828 |
| EOP/CD | 81 | 2934 |
| EDPS/ESDPS | 93 | 26346 |
| MDP | 26 | 678 |
| INTERNATIONAL | 11 | 201 |
| TOTAL | 1281 | 39063 |

Source: Annual Report 2017-2018, Skill India



The Skill India claims above output of training at various centers. It shows that the beneficiaries are increasing in the training enabling them to get employed themselves and with other with acquired skills. The intentions of the governments are better for the employability. But the nation like India where young population is in crores, these numbers do not show adequate enrollments.

Policies for Sustaining Demographic Dividend

Health Policies

The better health of working population can help in sustaining young work force in the economy. The country is rural economy based. The people need the best medical services to come up for powerful job requirement. The basic medical facilities should be made available to the children as well.

Education

India is a land of villages and therefore the attempt should be taken to set up more schools, college and universities. Along with eight IITs, eight UUM's, Ten NITs etc. the purpose of SSA can be achieved. Mid-day meal more programmes should be introduced to attract children towards schools. The high attendance can surely help in increasing learned workforce in the economy.

Control on demerit Goods

It has been observed that almost every youngster is prone to consumption of demerits goods, such as Tobacco, Drugs, and Alcohol etc. The populations are on the verge of losing enthusiasm and are addicted to such habits. It's a great threat for losing young population. Policies should be brought to control the production of the demerit goods.

Human Development Programme

It consists of The Prime Minister's National Council on Skill Development (NCSD), National Skill Development Coordination Board (NSDCB) and National Skill Development Corporation (NSDC). The NCSD appointed an adviser to the Prime Minister in the NCSD in January 2011. Prime. Along with this Skill India, Make in India, Udaan policies and programmes are trying to make young generation highly productive and active. Policies to improve Human Resource Capabilities will create job suited population.

Conclusion

Merely using population for name sake and pride won't help nations until investments in education, health and job oriented skill programmes is done on the large scale to convert population into productive human capital. It should not that the population change brings impact on economic growth. To achieve DD, the Government much implements Economic Policies towards Growth and try to promote domestic as well as export business to raise the employability and standards of living of the young population.

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