

Unemployment in India: A challenge in the age of innovations in technology

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Abstract

Gandhiji once said "What I object to, is the craze for machinery, not machinery as such. The craze is for what they call labour-saving machinery. Men go on 'saving labour', till thousands are without work and thrown on the open streets to die of starvation." There has been a remarkable revolution in technology which has made life comfortable. The works are being done more quickly and efficiently but still people find it hard to earn money. The world has shifted from labour intensive jobs to techno savvy jobs. The current paper is an attempt to review the literature on the status of unemployment in the country in last more than 40 years. About 42 research papers have been sampled through rigorous judgmental sampling by identifying the regional and causal aspects of the research in the field of unemployment in the Indian subcontinent. The results concluded that there is ever lasting demand for new jobs with new technologies taking place of older ones that can lead to more new job opportunities without sacrifice of human work force at the cost of technology. The policies need to be upgraded regularly at the same pace as the changing technology within the available resources.

Keywords:

Unemployment, Innovation, Population growth, Government programs

JEL Categories: E24, P23, R23, Q55, H53

Introduction

The minimum working hours in India is 8 hours per day as per the Factories Act 1948. In India, 63% population in the working age group (15-59 years) is projected and in 2026, this will increase to 68.4%. In India we cannot properly utilize a big labour force so youth unemployment is going to be a challenge for the current economy in India. In India more than 6 crores youths, who are well educated, are unemployed. Based on methods by the National Sample Survey Office (NSSO), various approaches have been used for measuring unemployment. These include:

Usual Status Approach: Those persons who has had no gainful work for a major time during the 365 days.

Weekly Status Approach: Those persons as unemployed who did not have gainful work even for an hour on any day of the week.

Daily Status Approach: Unemployment status of a person is measured for each day in a reference week. The terminology used for measurement includes the following:-

Unemployment rate:- The number of people unemployed divided by the working population/people working in the labor force.

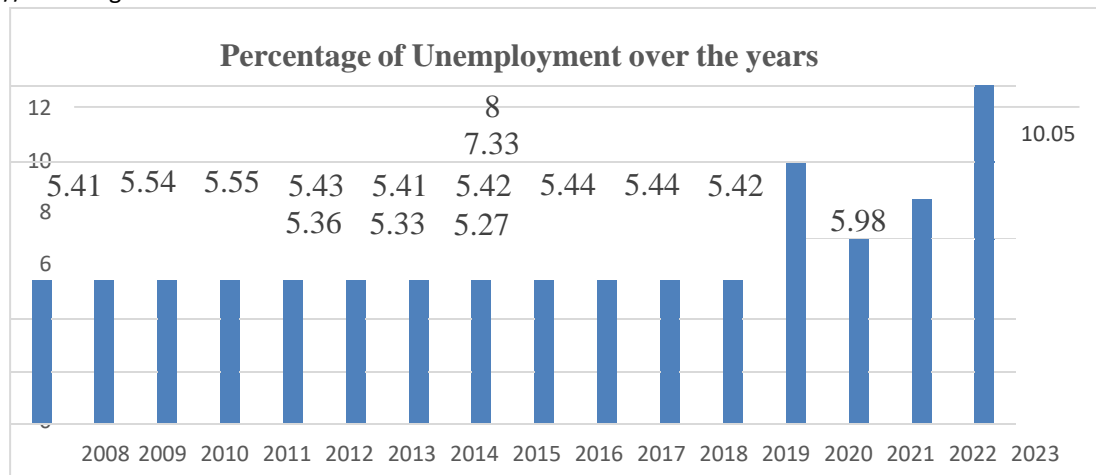


Figure 1:

Percentage of Unemployment from 2008 to 2023(Oct)
(Source: Centre for Monitoring Indian Economy (CMIE))

There are various causes of unemployment as follows:-

- Decline of small scale industries after independence and the new industrial policy of the 1990s.
- Disguised-unemployment due to joint family system in rural areas.
- An increase in population.
- Lower mobility to far off areas away from family causes greater unemployment.
- Mismatch between vocational training and theory oriented education curriculum.
- The biggest employer, the agriculture sector, contributing to 51% of employment, it contributes only 12-13% to the country's GDP.
- Skill gap between the skills and employment opportunities available.
- SMEs forced to shut down due to implementation of GST in 2017 threatening more taxes on SMEs.
- Closure of local branches due to mergers of Banks.
- Trading business affected due to demonetization in 2016.
- Small Scale Industries affected due to Covid-19 Pandemic and lockdown.

According to the latest Periodic Labour Force Survey (PLFS) released by the National Statistical Office (NSO), the unemployment rate in urban areas rose from 8.2% to 9.3%. Rural unemployment increased from 6.4% to 7.3%. India's Labor Participation Rate (LPR) reduced from more than 46% in 2016 to just over 40% in 2021.

Job Loss due to Innovation in technology such as use of AI, Chat GPT and Virtual Assistance includes sectors as customer services, data entry tasks, tele-marketing, transcription jobs, call centers, Assembly Line in factories, software development, banking and insurance, manufacturing, legal and administrative profession, creative industries.

1. Literature Review

Varghese, M. (2021) stated that in India in order to make the production of everything cheap has led to technological unemployment. **Trivedi (2023)** tried to analyze the macroeconomic effects of financial digitalisation on employment and inflation by examining the Phillips curve relationship. The findings divulged the breakdown of the Phillips curve and bring to light the inversion of the relationship between inflation and unemployment. **Srivastava (2023)** stated that India's unemployment scenario is the result of a confluence of various economic, social, political and technological factors. **Magnani, M. (2022)** stated that in the short term,

innovation has led to the sacrifice of certain sectors and related jobs. **Sinha, A. (2020)** pointed out that disruptive technological change that will play out in terms of unemployment has begun to coexist with new types of technological unemployment in India. **James, R.C. (1959)** focused on intra-urban barriers to labor mobility in Indian economy characterised by the chronic labor surplus and tried to examine the resultant impact on the ease of introducing labor-displacing technological change. **Kumar, A. (1989)** pointed out that the government policies are the result of pressures from the ruling interest groups and as such employment are too few in comparison to the needs. **Sinha, P. (2013)** stated that with 93 per cent of the available work provided by the informal sector, a significant number of well-educated youth in India are either unemployed, underemployed, seeking employment or between jobs, or coping with insecure work arrangements.

Dhandekar, A. (2021) tried to find out how the traditional products like cow products can be helpful in foundry businesses to encourage entrepreneurship in rural India. **Kamble, D.M. (2015)** stated that in India unorganised sector employees amounts to 96 percent while organised sector constitute nearly 6 percent of the employment. Target group programs and policies has a short term impact. Employment of migrant labourers facilitates regional distribution of capital and reduces regional income inequality. Unemployment is therefore creating the problem of income inequality, regional income inequality, poverty health, education, labour migration, and gender inequality. **Mehra, G. (2018)** aimed at giving a deep insight into the nature of unemployment in India, its various causes, impact on the economy and major steps taken up by government for reducing rates of unemployment in India. **Dev et al (2011)** examined that the employability of the workforce would hamper the advantages due to demographic dividend if measures are not taken to improve the educational attainment and skill development of the youth. **Panigrahi et al (2014)** stated that 49 percent is the share of the unemployed people in India that is made up by young job seekers. **Digvijay, D.B. (2021)** took unemployment as a dependent variable and GDP, and rate of inflation are two independent variables and found through regression analysis that Unemployment is greatly influenced by GDP. India's unemployment rate falls as the country's GDP rises. While India's inflation rate has a no significant impact on the country's unemployment rate. **Bhardwaj (2018)** defined Unemployment as a state of worklessness for a man fit and willing to work. It is a condition of involuntary and not voluntary idleness.

There is an urgent need to relook at human resource development strategies in the country. Regional analysis suggested presence of both demand scarcity and excess supply of educated youth in the labour market. **Bhattacharya et al (2019)** stated that India is bestowed with one of the largest English-speaking, technically qualified young workforce working at lower salary levels than their developed country counterparts. **Sahu (2021)** stated that increasing population in the country is the chief cause of unemployment because it increase competition for resources that are limited in nature. **Pradhan, R. K. (2021)** stated that in India maximum students qualified engineering course from engineering colleges (managed by private and state government). **Tripathi (2016)** investigated the relevant household level determinants of employment and unemployment situation in India with special reference to North East states of India. They suggested that government needs to consider various household level factors such as age, marital status, religion group, social group, and education level for updating and formulating employment enhancement policies. Further, the macro level policies need to be strengthened by emphasizing on micro level policies, giving due consideration to the development status (backward states/ region, e.g. North East states) for increasing employment

opportunities.

Mitra et al (2020) stated that the stagnation in job creation and decline in the total employment in the manufacturing sector and the structural changes in the economy appear to be pushing the unemployment level up. **Chakraborty, A. K. (1975)** stressed that the tendency of sending our students abroad for learning foreign technical knowhow which would make them unfit for the conditions obtaining in India. **Bisht et al (2023)** stated that the advantage of youth human capital to a country depends on the successful School-to-Work transition, while a broken School-to-Work transition indicates a disconnection in youth's labour market transition. era. **Sridhar et al (2018)** suggested that the poor employability of the workforce would hamper the advantages due to demographic dividend if measures are not taken to improve the educational attainment and skill development of the youth. **Amin et al (2023)** indicated that trade openness and human capital have a negative impact on the unemployment rate in both the long and short run, suggesting that trade openness and human capital have reduced the unemployment rate in India. **Leela et al (2021)** tried to investigate the relationship between unemployment rate (UR), growth of Gross Domestic Product (GDPG), net inflow of Foreign Direct Investment (FDI), population growth (POP), and automation level (AUTO).

The Indian government has several schemes to address the issues of unemployment in the country as follows:-

2.1 Atmanirbhar Bharat Rojgar Yojana (ABRY): It was implemented through the Employees Provident Fund Organization (EPFO) in 2020 to encourage employers to create new jobs and restore lost jobs during the Covid-pandemic. The benefits includes providing subsidies to the employers of this scheme for a period of two years from the date of registration to the scheme and providing social security benefits to the employees. Under this scheme, the employees' share and employers' share is credited by 12 percent of wages by the central government. The registration under the scheme was up to 31st March 2022. As of March 31, 2024, a total of Rs. 10,188.50 crore has been disbursed to 60.49 lakh beneficiaries. It is recommended that a backup plan should be there to cope up with the risks of job-loss due to pandemics in future. (Source: Directorate General of Employment guidelines on the scheme by Ministry of labor and employment).

2.2 Pradhan Mantri Kaushal Vikas Yojana (PMKVY): For Indian citizens between the ages of 18 and 45, including 10th and 12th class dropouts, to develop their skills. This scheme is run by the Ministry of Skill Development and Entrepreneurship (MSDE) and implemented by the National Skill Development Corporation (NSDC). Under this scheme, youth are given training for three months, six months, or one year. After completing the training, the youth are given a certificate. The scheme was launched in 2015 by providing free short duration skill training and incentivizing this by providing monetary rewards to youth for skill certification. The basic concept was to boost both industry and employability of youths. The Short-Term Training of 200 to 600 hours is imparted at PMKVY Training Centres (TCs) is imparted to the candidates who are either unemployed or school/college dropouts. The Training is provided according to the National Skills Qualification Framework (NSQF) with Financial, Soft Skills, Digital Literacy and Entrepreneurship as a part of the education syllabus. The candidates with prior learning experience or skills are assessed and certified under the Recognition of Prior Learning (RPL) Scheme which aims to align the competencies of the unregulated workforce of the country to the NSQF.

The scheme is being implemented through Centrally Sponsored Centrally Managed component which is implemented by National Skill Development Corporation. This accounts for 75% of the PMKVY funds and the Centrally Sponsored State Managed component is implemented by State Governments through State Skill Development Missions (SSDMs). This accounts for 25% of the PMKVY funds. Since 2015, the scheme has trained/oriented 1.48 crore candidates by 30th June, 2024. It is recommended that the skills are to be updated regularly to the tune of updated technology. (source: <http://pmkvyofficial.org/>).

2.3 Pradhan Mantri Rozgar Yojana (PMRY): This scheme is for unemployed and educated individuals between the ages of 18 and 35, who have passed at least the 8th standard to enable the youth to start small businesses. Under this scheme, banks sanction financing up to 90% to 95% of the project cost. The Project Cost is Rs. 1.00 lakh for business sector and Rs. 2.00 lakhs for other activities. The project cost of Rs 10 lakh is covered in case of partnership project. Self Help Groups can be considered for Assistance under the Scheme provided the membership of the group would not exceed 10 numbers. Maximum loan limit for a Self Help Group is Rs. 10.00 lakhs . Rate of Interest and Repayment Normal rate of interest shall be charged which may range between 3 to 7 years.

The Directorate of Industries and the District Industry Centers and are mainly responsible for Implementation of the Scheme along with the banks. The implementation of action plan involves selection of candidates, identification of economic activities, identification of necessary infrastructure, follow-up service and liaisoning with banks, local agencies, industry, business and service related organizations.

The scheme was launched on the auspicious day of 2nd October, 1993, the birth Anniversary of Mahatma Gandhi all over the country. Small Industries Service Institute (SISI) located in the four Metropolitan cities of Delhi, Kolkata, Mumbai and Chennai are the implementing agencies of this scheme. At the state level, State Level PMRY Committee meetings monitors the progress of the scheme every quarter. The scheme is for all educated unemployed between the age group of 18-40 years, in general with a 10 years relaxation for SC/STs, ex-servicemen, physically handicapped and women. As regards educational qualification preference is given to those who have been trained for any trade in Government recognised/approved institutions for a duration of at least six months. All economically viable activities including agriculture and allied activities are covered but excluding direct agricultural operations like raising crop, purchase of manure etc.

Subsidy is limited to 15% of the project cost subject to ceiling of Rs.7,500/- per entrepreneur. Banks will be allowed to take margin money from the entrepreneur varying from 5% to 16.25% of the project costs as to make the total of the subsidy and the margin money equal to 20% of the project cost.

Training expenses and operational expenditure to be covered within the ceiling of Rs.2,000 per case. Preference is given to weaker sections including women. The scheme envisages 22.5% reservation for SC/ST and 27% for other Backward class (OBCs). Basically the targets are given for a year starting from April to March. The State Government reallocates the states targets to all District Industries Centres(DIC) of the district, where the scheme is in vogue. Along with DICs, the banks also form a part of the implementing agencies for sanction of loans. The Chief General Manager, RPCD of Reserve Bank of India is intimated about the targets allocated to the states, they intern issue the necessary guidelines and funds to the lead banks of

the states. Lead banks of the states issue the necessary instructions to their respective bank branches of each district for the disbursement to be made in accordance with the fixed targets. The District Industries Centre (DIC) along with banks being the implementing agency at the grass root level of each districts calls for people to apply for PMRY loans. The GM, DIC constitutes the task force committee and convenes meeting to conduct interview of the candidates. The committee selects the candidates by the process of grading marks. Task Force Committee selects the candidate and allocate to the bank. The selected candidates, are duly intimated and directed to approach the selected bank branch for sanction of the loan, with this the selection process is completed. The candidates get familiarized with the finer points of starting and successfully running their selective enterprises. The period of training is 15 to 20 working days for candidates setting up industry sector and 7 to 10 working days for business/service sector. The DCSSI reviews and monitors the progress of PMRY. All the measures are aimed to make the objective of the scheme i.e to provide employment to educated unemployed youth of the society for whom the scheme is formed, (Source: PMRY guidelines issued by the government).

2.4 Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA): A scheme under the Ministry of Rural Development. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is a law that guarantees at least 100 days of paid work per year to adult members of rural households who are willing to do unskilled manual work: The MGNREGA is primarily implemented by gram panchayats (GPs). The wage rate specified from time to time not to be at a rate less than sixty rupees per day.(as per NREGA Act, 2005). Under this scheme, project 'UNNATI', a skilling project intends to upgrade the skill base of the Mahatma Gandhi NREGA beneficiaries, and thereby improving their livelihoods, so that they can move from the current partial employment to full-time employment. This project is meant to provide training to one adult member of age 18-45 years in (RSETI/KVK) & 18-35 years old in (DDU-GKY) of a household who has completed 100 days of work under Mahatma Gandhi NREGA in the previous financial years from the year of commencement of the project. The project UNNATI is implemented in convergence between Rural Skill division of MoRD, KVKs of Ministry of Agriculture and with Mahatma Gandhi NREGA division of MoRD. This project is having two types of skilling: the skilling for wage employment and skilling for self employment. A total number of 64,176 candidates have been trained under Project UNNATI till March, 2024. Cluster Facilitation Project was started with the objective to provide rural livelihood under Mahatma Gandhi NREGA to aspirational districts and other backward areas of the country. The CFP strives to actively leverage the benefits of Aspirational Districts Programme (ADP), CSR initiatives, philanthropic organizations and think tanks under the leadership of the District Programme Coordinator (DPC). It is recommended to pursue such initiatives in future as schemes like NREGA have been successfully implemented in the country and providing guaranteed employment to the rural households. (Source: Scheme guidelines issued by the government).

2.5 Support for Marginalized Individuals for Livelihood and Enterprise (SMILE): A scheme under the Government of India. This is a central sector scheme by the Ministry of Social Justice and Empowerment of the Government of India for the rehabilitation of transgender people and people who beg. The scheme provides skill development and economic linkages. The government funds 100% of the approved expenditure. The Ministry has allocated Rs. 365 Crore for the scheme from 2021-22 to 2025-26. There is a sub- scheme: **Scheme For Residential Education For Students in High Schools in Targeted Areas (SHRESHTA).**

The main objective behind the scheme is to involve the voluntary sector and training institutions of repute to improve educational and socioeconomic conditions of the target group i.e. Scheduled Castes with a view to upgrade skill to enable them to start income generating activities on their own or get gainfully employed in some sector or the other. (Source: <https://socialjustice.gov.in>).

2.6 PM young achievers scholarship award scheme for vibrant India for OBCs and others (PM -YASASVI): This is a award Scheme for OBC and Others' popularly known as "PM Yashasvi" is offering 15,000 scholarships ranging from INR 75,000 to INR1,25,000 per year for Class 9-12 meritorious OBC/DNT/EBC students. The target groups are the Students studying in 9 th class/ 11 th class.

A total of 15,000 deserving students are awarded scholarships under the PM Yashasvi Scholarship Scheme 2024 to support their higher education. The scheme is open to students from OBC, DNT, EBC, and other reserved categories, offering scholarships ranging from INR 75,000 to INR 1,25,000. In PM yashasvi Scholarship students of OBC/EBC/DNT having annual income up to 2.5 lakhs. A total of 15,000 deserving students will be rewarded awarded scholarships under the **PM Yashasvi Scholarship Scheme 2024** to support their higher education. The scheme is open to students from **OBC, DNT, EBC**, and other reserved categories, offering scholarships ranging from INR 75,000 to INR 1,25,000.

Although the criteria of selection of schools for scholarship is still under question by many educationists still the initiative is a welcome note for literacy among the weaker sections of the society. (Source: scheme guidelines issued by the government).

2.7 Pradhan Mantri Anusuchit Jaati Abhyuday Yojna (PM-Aj.AY): A scheme under the Government of India for eradicating poverty of scheduled castes in rural areas. The objectives of the Scheme are to:

- (a). Reduce poverty of the SC communities by generation of additional employment opportunities through skill development, income generating schemes and other initiatives.
- (b). Improve socio-economic developmental indicators by ensuring adequate infrastructure and requisite services in the SC dominated villages.
- (c.) Increase literacy and encourage enrolment of SCs in schools and higher educational institutions by providing adequate residential facilities in quality institutions, as well as residential schools where required, especially in the aspirational districts/ SC dominated blocks and elsewhere in India.

While giving priority to provide funds to the villages selected under the 'Adarsh Gram' component as per actual requirement in a particular year, the funds under the Scheme of PMAJAY will be broadly distributed amongst its components as under:

- a. Adarsh Gram: Up to 50% of the total allocated funds under the scheme to the States/UTs under Gap-filling activities for selected villages.
- b. Administration, Monitoring and Evaluation: Up to 5% of the total allocated funds under the scheme for setting up and operation of the TSG and PIU at the Central level as well as Project Implementation Units (PIU) at the State and District level.
- c. Construction/Repair of Hostels (not covered by the States): Up to 2% of the total allocated funds to be utilized for this purpose and released directly to the implementing agencies by the Ministry.

d. Grants-in-aids for the Projects at District/State: The balance available funds under the scheme will be provisionally allocated to the States/UTs in proportion to their SC Population (50% weightage) and on the basis of the ratio of Special Component Plan (now known as State SCSP) to the Annual Plan as compared to the SC population in the States/UTs (50% weightage).

The scheme is 100% funded by the Central Government. However, the States/UTs are free to provide additional funds from their own resources if they so desire. Sufficient provisions shall be kept in the States SCSP allocation for taking up the maintenance, upkeep or operations of all such projects. e. Out of the 5%, under 'Administrative and other charges', up to 1% shall be utilized at Central Level for carrying out various activities such as expenditure related to development of MIS Portal, setting up of TSG and PMU, awards to best performing Districts, procurement of infrastructure, field visits, meetings, IEC activities, evaluation studies, social audit, publications, etc. The remaining 4% is released to the State Governments subject to submission of Annual Action Plan. The State can utilize these funds for carrying out the following activities: Meeting all kind of expenses related to PIU at State/Districts including infrastructure, salary/wages etc., Need assessment, Capacity building and Training, IEC Activities, Expenses of Meetings, Seminars, Visits, special events, Camps etc., Social Audit, Evaluation of the Scheme Implementation. It is recommended to implement the scheme evenly among all states of the country as to ensure even development of rural masses. (Source: scheme guidelines issued by the government).

2.8 Prime Minister Employment Generation Program (PMEGP): A scheme under the Central Bank of India to generate employment opportunities in rural as well as urban areas of the country through setting up of new self-employment ventures/projects/micro enterprises. PMEGP is a major credit-linked subsidy programme aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector. The scheme is implemented by Khadi and Village Industries Commission (KVIC) functioning as the nodal agency at the national level. At the state level, the scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs), District Industries Centres (DICs) and banks. The maximum cost of the project/unit admissible in manufacturing sector is ₹ 50 lakh and in the business/service sector, it is ₹ 20 lakh. Any individual, above 18 years of age. At least VIII standard pass for projects costing above Rs.10 lakh in the manufacturing sector and above Rs. 5 lakh in the business / service sector. Only new projects are considered for sanction under PMEGP. Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme), Institutions registered under Societies Registration Act, 1860; Production Co-operative Societies, and Charitable Trusts are also eligible. It is recommended that such schemes that target the micro enterprise sector should be more focused on as they are directly linked to the individual capabilities. (Source: Scheme guidelines issued by the government).

So much has been stressed by the Government to eradicate unemployment and to improve the living standard of the people. Yet the middle class society of the country still finds it difficult to cater to the day to day needs. After completing their education, the youth of the country didn't know where to move on. In spite of all the communication facilities and the on line resources available at hand yet they are struggling to find suitable jobs in the towns and cities. The efforts of the government are praise worthy in terms of well drafted framework for schemes which are implemented through various committees and task forces. The youth is confused. After getting technical education they are forced to search jobs in administrative line. There are many technical graduates serving in banks and other service sectors. Very few are pursuing jobs

to their satisfaction. The reasons may be many such as criterias fixed for the jobs, late declaration of job results or even lack of vacancy in the sectors. There is still craze among youth for securing jobs in public sector as compared to private sector due to job security. The mind of youth is filled with so much aspirations and ambitions. There is need for a balance between available resources and vast working force. The researchers have brought out this perspective for the policymakers to frame the employment policies accordingly.

2. Research Gap and future scope:-

As the recent trends still shows increase in unemployment in the country despite Government's efforts to impart education, training, skill development and finally employment to every section of the society, still there is scope for further improvement in the policies in all the sectors especially labour, agriculture and technological sector to remove unemployment from Indian sub continent. India is a nation of 'unity in diversity'. There can not be a common cause and remedy applicable to all parts of the nation. There is scope for region-wise study of unemployment.

3. Research Objective:-

- To review the existing literature in the field of unemployment in India.
- To identify the gaps in the existing the literature available.

4. Research Methodology:-

The source of data collection was secondary. The reason for secondary data being utilized in this study is that the approach to unemployment is more based on the figures available in the documents than the individual perspectives (primary data) towards unemployment which is considered almost same in the developing economies of the world. From 100s of research papers available online, 42 papers were sampled using judgmental sampling technique from 1956 to 2023. The existing literature was reviewed. A systematic literature review of 42 articles that were carefully collected, retrieved, and rigorously categorized from various scholarly databases. The articles, included in this study, focused primarily on highlighting high-demanding issues of youth unemployment, the desire for cheap products and services, financial digitization and economic crises. The research gaps were identified and the future scope of research was suggested in the field to help the policy makers of Human resource development in the organisations.

5. Conclusion and Recommendations:-

A total of 42 papers from 1956 to 2023 were selected. There were 6 papers on causes of unemployment had pointed out that unemployment is due to the desire for cheap technology, 4 papers highlighted that the lack of youth training (Technical, Vocational Education and Training) after the graduation resulted in unemployment. 2 papers found that females are more unemployed than the males. 2 papers stressed that although there is 51 % employment in the agriculture sector yet this sector contributes to only 12-13 % of GDP. 2 papers observed that the financial digitization, innovation in short term leads to unemployment.

The Researchers have shown that economic crises, financial inflation, rapid urbanization, stagnation in job creation, foreign education of students (study abroad), broken school-to-work transition, psychological impression about labour intensive jobs among youths, social factors as violence against women, poverty and population growth has resulted in unemployment in Indian sub continent.

Researchers have suggested that in the innovation in the long run, Industry 4.0, International cooperation in labour markets, use of traditional products, raise in GDP, open trade markets and labour market reforms can result in more employment opportunities in the Indian sub continent. Most of the researchers have highlighted issues that lead to unemployment. It is up to the policymakers of the country to take timely measures to remove unemployment as the population is everincreasing and the resources are limited. India is a nation of ‘unity in diversity’. There can not be a common cause and remedy applicable to all parts of the nation. There is scope for region-wise study of unemployment. Further, some of the economists have suggested reduction in working hours to reduce unemployment. It is proposed that work should be split and evenly distributed among a large number of workers so that each worker can get their share of work and salary. The question still remains as even after so much development in technology where the life is becoming so much easy, the youths are still finding it difficult to manage livelihood.

As regards individual efforts for securing jobs include: up-skilling continuously, enhancing soft skills, networking strategically, adaptability, stay informed of latest developments in Job sector, focusing on personal branding and diversifying income.

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