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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	mHEALTH EFFECTIVENESS AND POTENTIAL IN INDIA <i>SURENDRA NATH SHUKLA, J K SHARMA & DR. BALVINDER SHUKLA</i>	1
2.	AN EFFICACY OF IMPACT OF TURNOVER RATIOS ON PROFITABILITY WITH SPECIAL REFERENCE TO INDIAN PHARMACEUTICAL INDUSTRY <i>DR. N. PASUPATHI</i>	7
3.	5S TECHNIQUE: THE EMERGING CONCEPT OF SERVICE QUALITY <i>SIMERJEET SINGH BAWA, DR. HARPREET SINGH & DR. NITYA</i>	11
4.	PERCEIVED ORGANIZATIONAL SUPPORT AND AFFECTIVE OCCUPATIONAL COMMITMENT AS MEDIATING VARIABLES ON THE RELATIONSHIP BETWEEN ORGANIZATIONAL CAREER GROWTH AND EMPLOYEES PERFORMANCE <i>SAUD NAPITUPULU, TULUS HARYONO, HUNIK SRI RUNNING SARWITRI & MUGI HARSONO</i>	16
5.	PUBLIC SERVICE INNOVATION: STUDY OF MASS TRANSPORT SERVICE THROUGH THE MASS RAPID TRANSIT (MRT) IN JAKARTA <i>ERIE SYAHRIAL, DR. SRI SUWITRI, DR. BAMBANG RIYANTO & DR. SUNDARSO</i>	28
6.	ROLE OF ISO IN IMPROVING QUALITY OF MANAGEMENT EDUCATION IN INDIA <i>DR. KOMAL CHOPRA & DR. PRADNYA CHITRAO</i>	34
7.	REPORTING QUALITY OF SOCIAL SUSTAINABILITY INDICATORS OF INDIAN MANUFACTURING FIRMS: AN ANALYSIS <i>DIGANTA MUNSHI & DR. SRABONI DUTTA</i>	38
8.	SERVICE QUALITY IN HIGHER EDUCATIONAL INSTITUTIONS: AN EMPIRICAL ASSESSMENT <i>DR. MUSHTAQ AHMAD BHAT & MUDASIR QUADIR SOFI</i>	42
9.	AN EMPIRICAL STUDY ON PMJDY SCHEME IMPLEMENTATION AT KANEKAL MANDAL OF ANANTAPUR DISTRICT <i>G DIVAKARA REDDY</i>	49
10.	HRM PRACTICES AND ITS CONTRIBUTION TO LEARNING ORGANIZATION: A LITERATURE REVIEW <i>ESHA SINGH</i>	53
11.	KISSAN CREDIT CARD SCHEMES AND FARMERS AWARENESS - INITIATIVES OF KERALA GRAMIN BANK <i>DR. PRAKASH. C, NEBU CHERIAN. P & JOBY JOSEPH THOOMKUZHY</i>	56
12.	A CASE STUDY ON CASH MANAGEMENT PRACTICES IN COOPERATIVE BANKS <i>DR. MOHD. IQBAL DARZI</i>	75
13.	FINANCIAL INCLUSION IN VILLAGES OF INDIA: A CASE STUDY OF VILLAGES OF SHYAMSUNDAR GRAM PANCHAYAT <i>DR. BANESWAR KAPASI</i>	77
14.	MARKETING STRATEGIES OF RETAIL SECTOR IN INDIA <i>PRIYA MALIK</i>	80
15.	YOUTH ENTREPRENEURSHIP DEVELOPMENT <i>DR. B. KANNAN. & R. DHANABAL</i>	85
16.	A STUDY ON AGRICULTURAL COMMODITY IN TRICHY <i>K. DHINESHNI & DR. S. P. DHANDAYUTHAPANI</i>	88
17.	PORTRAYAL OF NATURE IN ENGLISH LITERATURE AND CONSERVATION OF NATURE <i>SANGEETHA .J</i>	91
18.	A STUDY ON SUPPLY CHAIN MANAGEMENT IN FMCG IN MYSURU CITY <i>JAGATH PONNANNA & SANDHYA P</i>	93
19.	ASSESSMENT OF FACTORS AFFECTING PERFORMANCE OF WOMEN ENTREPRENEURS IN MSEs: THE CASE OF EAST SHOA ZONE OF OROMIA REGIONAL STATE-ETHIOPIA <i>SILESHI LETA NEMERA</i>	96
20.	FACTORS AFFECTING ECONOMIC DEVELOPMENT AND GROWTH OF INDUSTRY IN INDIA <i>SHRUTI SHARMA</i>	99
	REQUEST FOR FEEDBACK & DISCLAIMER	100

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YOUTH ENTREPRENEURSHIP DEVELOPMENT**DR. B. KANNAN.****ASST. PROFESSOR****PG & RESEARCH DEPARTMENT OF COMMERCE****PERIYAR E.V.R. COLLEGE (AUTONOMOUS)****TRICHY****R. DHANABAL****RESEARCH SCHOLAR****PG & RESEARCH DEPARTMENT OF COMMERCE****PERIYAR E.V.R. COLLEGE (AUTONOMOUS)****TRICHY****ABSTRACT**

The youth are the major human resource for development and thus key agents of social changes, economic development and technological innovation. Therefore, there is a need for youth involvement and participation in the socio-economic, cultural, and political environment of a country and its development programmes, as well as in activities based on the youth's specific needs, desires and aspiration. If children are the future of a nation, youth are its present resource. The dynamic role of youth constructive and active work culture of the youth lends a nation its integrity and character. But the profile of the youth in India has been rather low and its role is extremely mediocre especially after India achieved independence. Youth constitute an important asset of the society.

KEYWORDS

youth entrepreneurship, entrepreneur, unemployment, development programme, socio- economic.

INTRODUCTION

We all share a vision of a just and more equitable global economic order. We all know that youth power can fuel the change we wish to see in the world. And yet, though 20% of all young people have the potential to become entrepreneurs, only 5% do. In motivating the other 15% to take to entrepreneurship and create employment, lies the challenge of change. Some important create facts which lead to youth entrepreneurship are:

- Asia has 300 million unemployed youth in the 18-35 age groups.
- China and India are the world's fastest growing economies.
- Youth unemployment and under-employment in South Asia is as high as 50-60 per cent.
- Manufacturing and service excellence in Asian countries drive global competitiveness.
- Millions of young Asians work for less than a dollar a day.
- Asia leads the world in design innovations in electronics and automobiles.

OBJECTIVES

1. To identify the Unemployment of youth and Disabled youth.
2. To know the characteristics of youth Entrepreneurship and the
3. To study the various classifications of youth Entrepreneurship.
4. To Analysis the youth Entrepreneur Development Programme.

DEFINITION OF YOUTH

The youth in India cover the age of 15 to 35 years. It is acknowledged that since all the persons within group are unlikely to be one homogenous group, but rather conglomeration of sub-group with differing social roles and requirements, the age group may, therefore, be divided into two broad sub-groups viz. 15 -19 years and 20-35 years. The availability of a human resource of such magnitude for achieving socio – economic change and technological excellence need commensurate infrastructure and suitable priorities to maximize its contribution to National Development.

IMPORTANCE OF YOUTH

- Youth are capable of becoming successful entrepreneurs and creating a large number of new jobs for there, if they are stimulated and assisted to apply one-to-one mentoring models, and develop their entrepreneurship awareness building skills, personal empowerment skills, entrepreneurial/ enterprise skills, business planning skills business management skills, support services availing skills and business improvement skills.
- Youth are an asset, invaluable partners for economic and social development. The expected inflow of young people into the labour market, rather than being viewed as a problem, should be regarded as presenting and enormous opportunity and potential for economic and social development.
- Today's youth will determine the future of India in the 21st century.
- Youth have a unique role in the achievement of environmentally sound and sustainable development.

YOUTH UNEMPLOYMENT

According to the Definition of United Nations, persons without or and currently available for work, who had already made arrangements to take up paid employment or undertake self-employment activity at a subsequent to the reference period, are to be considered unemployed, irrespective of whether or not they continued seeking work. All regarded as unemployed are persons temporarily absent from their jobs with no formal job attachment, which were currently available for work and seeking work. In situations where the conventional means of seeking work are of limited relevance, where the labor market is largely unorganized or of limited scope, where the labour absorption, is temporarily inadequate or where the labour force is largely self-employed, a relaxed definition of unemployment can be applied, based on only the first two of the above-mentioned criteria (without work and currently available for work). Such a relaxed definition of unemployment also is applied in the case of persons temporarily lead off without formal job attachment. The unemployment rate is the ratio of unemployed persons (numerator) to the economically active population or labor force (denominator), expressed as a percentage. Age specific unemployment rates relate unemployed persons of a specific age group to the economically active population or labor force of the same age group.

Seeking or available for work or unemployed: people, who are owing the lack of work, had not worked but either sought work through employment exchanges, intermediaries, friends or relatives or by making applications to prospective employers or expressed their willingness or availability for work under the prevailing conditions of work remuneration, were considered as those who were 'seeking or available for' (or unemployed)

Youth unemployment is by no means spread evenly amongst young people. A number of individual characteristics tend to increase or reduce the likelihood that a young person becomes unemployed. Let us look at of these in turn.

DISABLED YOUTH

Another group in the labor market facing particular difficulties is the "disabled". Numerous studies have noted both the lower rates of labor force participation and higher unemployment rates. It might just be observed that the differential in labor market success between the disabled and those without disabilities tends to increase with age. In part this may be attributed to the tendency of disabilities to increase in severity with time, but also to the persistence of effects of an early lack of success in the labor market.

WHAT IS ENTREPRENEURSHIP?

Most economic, psychological and sociological research points to the fact that entrepreneurship is a process and not a static phenomenon. Entrepreneurship is more than just a mechanical economic factor. Entrepreneurship has to do with change and is also commonly associated with choice-related issues. Existing definitions of entrepreneurship often related to the functional role of entrepreneurs and include coordination, innovation, uncertainty bearing, capital supply, decision making, ownership and resource allocation. Indeed, three of the most frequently mentioned functional roles of entrepreneurs are associated with major schools of thought on entrepreneurship.

CHARACTERISTICS OF ENTREPRENEURSHIP

- The entrepreneur has an enthusiastic vision, the driving force of an enterprise.
- The entrepreneur's vision is usually supported by an interlocked collection of specific ideas not available to the marketplace.
- The overall blueprint to realize the vision is clear, however details may be incomplete, flexible, and evolving,
- The entrepreneur promotes the vision with enthusiastic passion.
- With persistence and determination, the entrepreneur develops strategies to change the vision into reality.
- The entrepreneur takes the initial responsibility to cause a vision to become a success.
- Entrepreneurs take prudent risks. They assess costs, market/customer needs and persuade others to join and help.
- An entrepreneur is usually a positive thinker and a decision maker.

TYPES OF YOUTH ENTREPRENEURSHIP PROGRAMMES

Business start-up programmes

- Programmers' specifically for young women and young men.
- Programmes in which young people are a large proportion of participants,
- Programmes designed to promote or foster a more entrepreneurial culture.
- Sponsoring, running or judging youth enterprise competition,
- School based businesses and competitions,
- Promoting role models.

Impact of these programmes

- These programmers clearly help the young participants overcome the many obstacles they face in starting businesses.
- Unfortunately, these programmes do not reach sufficiently large numbers of young people.
- We should not necessarily think in terms of another project or programme but start thinking more strategically.

FUTURE PERSPECTIVE OF ENTREPRENEURSHIP

- Entrepreneurship as in the past will determine technical innovations, status of social institutions and political management systems. On the basis of these factors, we can expect the future to be a place where basic needs will remain and only the wants will change. India will overcome the barriers of the infrastructure of procure; we will also visualize a strong manufacturing and agricultural sector.
- Entrepreneurs and not managers will be in demand, as only will be equipped to find order in chaos. The focus of entrepreneurial energy will shift from achieving volume sales to fulfill a specific requirement. Governance will become more growth and development. More autonomy will become the basis of all issues.
- The future will see entrepreneurship as the key driver of economic development, technological obsolescence will become order of the day and there will be more space for leisure. New businesses will be credited with providing variety of new jobs in the economy. New and small business will also develop more than their share product and service innovation. At one end we will see the technological upheavals is quick succession and on the other end there will be social value systems and cultural issues undergoing slow but dynamic transformations
- Our strategy should foster partnership between and build on the existing efforts of governments, employers' organization, trade unions, youth originations and other civil society groups to learn from each other and to efforts and resources.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP)

Entrepreneurship Development Programmed (EDP) refers to a programme designated to help a person in strengthening the entrepreneurial motive and in acquiring skills and capabilities necessary for playing his/her entrepreneurial role effectively. Towards this end it is necessary to promote his/her understanding of motives, motivation, pattern, their impact on behavior and entrepreneurial value. A programme which seeks to do this can qualify to be called EDP. This has to be stressed here because there are a number of programmers which aim at providing informational or managerial inputs are required by a new entrepreneur, access. With programmed not touching entrepreneurial motivation and behavior cannot be called an EDP.

Entrepreneurial development which basically covers the areas of non-financial incentives is an important promotional activity that has assumed special importance in the context of our policy of board basing the entrepreneurial cadre and encouraging particularly small, medium and tiny sector entrepreneurs. EDPs thus achieve the twin objectives of widening the entrepreneurial base and creation of self-employment opportunities.

Entrepreneurship development programmes require a selection process that attempts to identify those target groups that have some of the key prerequisites for entrepreneurial success. While it can be argued that public funds should be spent on those who most need help, a selection process deploys limited resources where they are most effective, to the overall benefit of the community. Beneficiaries may be individuals and/or groups. An entrepreneur to recognize and design unique, innovation business opportunities, based on an analysis of local conditions and their own special skills.

Entrepreneurial development programmes may have to include support for entrepreneurship orientation and awareness, the development of the competencies (skills, experience and attitudes) necessary to recognize a market opportunity and organize the resources to meet it and the improvement of business performance for growth and competitiveness. ED training is usually more effective when linked to fiancé and other services such as marketing, quality assurance and productivity

improvement. For example, involving the development banks at an early stage of the support process helps to prepare the entrepreneur for the credit process and facilitates to prepare the entrepreneur for the credit process and facilitates the bank's appraisal of the business plan.

CONCLUSION

The future will see entrepreneurship as the key driver of economic development. New businesses will be credited with providing variety of new jobs in the economy. Entrepreneurs and not managers will be in demand, as only they will be equipped to find order in chaos. In today's economy, technical and business skills are not enough to operate a business. Entrepreneurial skills are also required to anticipate changes, identify opportunities, and create a high-performance working environment according to the realities demanded by global competition. The development of entrepreneurship amongst engineers and general graduates is going to be an effective mechanism for technology innovations, helpful in the removal of regional imbalances and sustainable growth of small industries. Entrepreneurship requires a strong determination to reach goals regardless of personal sacrifice.

The study of entrepreneurship has relevance today, not only because it helps entrepreneurs better fulfill their personal needs but because of the economic contribution of the new ventures. More than increasing national income by creating new jobs, entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place. Although government gives great support to basic and applied research, it has to have great success in translating the technological innovations to products or services. This leaves the entrepreneur, who frequently lacks both technical and business skills, to serve as the major link in the process of innovation development, and economic growth and revitalization

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