



Youth Employment In Nagaland Through NSRLM: A Study

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ABSTRACT

Considering many youths have trouble breaking into the workforce and finding fulfilling jobs, youth employment is a pressing concern in developing nations. More than two million people are living in the state of Nagaland in northeastern India, making employment a significant concern for the region. Agriculture, forestry, and tourism make up a major part of the state's economy, with a burgeoning industrial sector providing support. Nagaland's rural residents are being helped through a government program called the Nagaland State Rural Livelihood Mission (NSRLM). The NSRLM aims to increase rural communities' access to economic and entrepreneurial opportunities. This objective is served by the program's promotion of agriculture and allied activities, funding for microenterprises and self-help groups, and training and capacity building for rural youth and women. The NSRLM collaborates with state and regional governments, non-governmental organizations (NGOs), and businesses to improve conditions for people living in rural areas. Establishing rural enterprise centers and offering financial aid and technical support to rural entrepreneurs are just two of the many efforts made by the NSRLM to boost job opportunities in Nagaland. The methodology undertaken is descriptive analysis. The objectives are first to discuss Entrepreneurship for youths in the state, second one is to know the market linkages for the youths in the state, and third one is to explain employment for the youth section of the society under NSRLM.

Keywords: Entrepreneurship, Training, Skill Development, Employment, Livelihood

Introduction:

There is an international crisis of youth unemployment, and young people all over the world are having a hard time finding and keeping jobs that pay enough to get by. In 2020, the international youth unemployment rate was 13.1%, according to the International Labour Organisation (ILO). Young people are disproportionately affected by job losses and reduced working hours, and the COVID-19 pandemic has only made the situation worse. Unemployment among young people has far-reaching effects, hurting not only the unemployed but also their families, communities, and the economy as a whole. Unrest in society, deeper poverty, and stunted economic growth have all been linked to high youth unemployment rates. Nagaland has been struggling with a high youth unemployment rate for several years, making youth employment a pressing concern. A 2019 report by the government of Nagaland found that the state's youth unemployment rate was 11.4%, far higher than the national average of 6.1%. Many youths in Nagaland have been driven to labor in the informal economy or to relocate to other states due to a lack of legitimate employment possibilities. Unemployment among Nagaland's youths has far-reaching effects on the economy of the state and the lives of individuals, their families, and communities. Unrest in society, deeper poverty, and stunted economic growth have all been linked to high youth unemployment rates. The Nagaland State Rural Livelihood Mission (NSRLM) is a programme designed to improve rural communities and alleviate poverty in the state of Nagaland. NSRLM has been executing several programmes and efforts to help Nagaland's youths find gainful employment. Youth in Nagaland, especially those living in rural areas, can take advantage of NSRLM's training and skill development

programmes. The goal of these initiatives is to help young people acquire the information and abilities they need to build fulfilling and secure careers. Young entrepreneurs in Nagaland may count on NSRLM for more than just training and education opportunities.

In the present study, the researcher uses a descriptive and analytical method. Secondary data were sourced from research journals, articles, newspapers, books, magazines, and government documents were also referred. The objectives are first to discuss Entrepreneurship for youths in the state, second one is to know the market linkages for the youths in the state, and third one is to explain employment for the youth section of the society under NSRLM.

Youth entrepreneurs can apply for loans, grants, and other forms of financial assistance through this program. More employment opportunities for youths in Nagaland are a priority for NSRLM, and the organization works closely with the private sector and other stakeholders to make that happen. Employment opportunities for youths have been created through the initiative's collaboration with businesses like agriculture, tourism, and handicrafts. The Nagaland State Rural Livelihoods Mission (NSRLM) has been exerting considerable effort, via its many programs and initiatives, to address the issue of youth employment in Nagaland. NSRLM is supporting sustainable development and decreasing inequality by equipping youths with the knowledge, skills, and resources they need to build a better future for themselves and their state. The state is largely comprised of rural residents, many of whom are youths and hence have fewer work options. The Nagaland State Rural Livelihood Mission (NSRLM) has launched many programs to increase opportunities for youths to find work as a means of addressing this problem. Promoting youth employment has been a significant strategy for NSRLM to combat poverty and stimulate the state's economy in recent years. The initiative has launched many plans and initiatives to help youths develop the skills they need to start their own businesses and become financially independent. The Nagaland State Rural Livelihoods Mission (NSRLM) is a state-level initiative designed to alleviate poverty and foster long-term economic growth in Nagaland's rural communities. The program's overarching goal is to improve the economic security of rural households, with a special focus on those who are weak and marginalized.

Entrepreneurship for Youths:

Many youths in the state have the education and experience to start their own enterprises and add to the state's economy. It is difficult for entrepreneurs in Nagaland to have access to capital, mentorship, and other resources due to the region's poor infrastructure. The state government, however, is making efforts to remedy the situation by funding incubators and new businesses. The state's cultural history can be used to boost the tourist and artisan industries. There is a rising market for organic, locally grown food in the area, creating an opening for new agricultural businesses. To bolster the economic security of Nagaland's rural population, the state government launched the Nagaland State Rural Livelihood Mission. Training, financial aid, and connections to the market are just some of the ways in which this programme helps women, youths, and other marginalised groups gain economic independence. Creating jobs, generating revenue, and adding to the local economy are all ways in which rural communities benefit from entrepreneurial endeavours, making them essential to the region's growth. NSRLM understands this, which is why it has incorporated entrepreneurial training into its curriculum. The mission offers a wide range of services to help entrepreneurs succeed, including assistance with business creation, access to credit, and connections to potential customers. Both men and women are encouraged to join and benefit from NSRLM's self-help group (SHG) creation, training, and support programmes. Members of these SHGs are able to network with one another, gain access to financial services, and enter new markets as a result of the group's existence. In order to aid the SHGs on both the local and regional levels, NSRLM has formed village organisations (VOs) and cluster level federations (CLFs). The Nagaland State Rural Livelihoods Mission (NSRLM) has developed a number of projects and programmes to encourage entrepreneurship in the state. The Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is one such initiative, with the goal of providing rural youth with access to training and placements in hotels and other private sector jobs. The purpose of the Start-Up Village Entrepreneurship Programme (SVEP) is to help people in rural areas start businesses that can thrive in the long run by providing them with resources including education, guidance, and capital. To better assist business owners, NSRLM has teamed up with both public and private entities. The SHGs work with institutions like the National Bank for Agriculture and Rural Development (NABARD) to help small business owners gain access to loans.

NSRLM promotes youth entrepreneurship in the state are as follows:

1. Providing training and skill development: Youths can take benefit from NSRLM's training programmes and skill development courses in fields like agriculture, handicrafts, tourism, and hospitality. The program's ultimate goal is to teach young people the skills they'll need to launch and manage successful enterprises.
2. Creating market linkages: By introducing them to buyers and markets, NSRLM helps young business owners expand their operations. The program also aids in advertising their wares through numerous mediums.
3. Providing financial assistance: Loans and grants are the two kinds of financial aid that NSRLM offers to qualified business owners. Programme participants will be given guidance and resources to help them launch their own enterprises.

4. Offering mentoring and support: Youth entrepreneurs can find guidance and assistance from NSRLM's network of organisations that offer business development services. The initiative's mission is to equip young entrepreneurs with the tools they need to flourish.

Skill development through NSRLM:

Like its predecessor, the National Rural Livelihood Mission, the Nagaland State Rural Livelihood Mission (NSRLM) seeks to improve society by bolstering the capabilities of its youths. To that end, the NSRLM runs several training initiatives aimed at improving the employability of rural youth, women, and other underprivileged groups. Training in entrepreneurship development, financial literacy, and market linkages is all provided by the NSRLM and its partners to help participants launch new enterprises or strengthen existing ones. In order to enrol in one of NSRLM's training programmes, interested parties should get in touch with a local skill development centre. On its website and social media channels, the NSRLM announces upcoming training programmes and details how to sign up for them. Agriculture, horticulture, animal husbandry, handicrafts, weaving, needlework, and many other vocational skills are among those taught at NSRLM. The mission's training programmes are carried out in a variety of different skill development centres and educational institutions.

Agriculture: For rural youth who lack the skills they require for practising sustainable agriculture, NSRLM provides a variety of agricultural skill development training programmes. NSRLM's Agricultural Training Programmes consist of

1. Crop cultivation and management: Issues taught in this course include: preparing the soil, choosing seeds, planting, watering, fertilizing, managing pests and diseases, and harvesting.
2. Animal husbandry: Livestock health, breeding, feeding, and management are just some of the areas covered in this educational programme.
3. Horticulture: Fruit, vegetable, and flower farming, as well as propagation and control of pests and diseases, are all addressed in this educational programme.
4. Agroforestry: Planting trees and bushes alongside crops, preserving soil, and controlling water usage are all covered in this educational programme.

To empower small farmers, give them access to markets, and help them raise their income, NSRLM has also developed farmer-producer organisations (FPOs). Farmer prices are increasing thanks to the FPOs' facilitation of collective farming, marketing, and distribution of agricultural products. To encourage the use of locally adapted and robust seed varieties, NSRLM has also helped community seed banks get started and given farmers seed starter kits. Farmers' reliance on pricey foreign seed inputs has decreased as a result, and their climate change resistance has increased. Additionally, it has trained farmers in a variety of agricultural topics, including crop management, seed selection, soil health management, and post-harvest management. This has aided farmers in implementing improved farming techniques and increasing yields.

Handicrafts: A variety of handicrafts, such as weaving, basketry, wood carving, and pottery, have a long history in Nagaland. Traditional methods are used to create these handicrafts, which are prized for their great quality and distinctive designs. In order to help rural artisans develop their abilities, gain access to markets and raw materials, and produce high-quality handicrafts, NSRLM has been working with them. The project has also been promoting the use of sustainable and eco-friendly materials in the manufacture of handicrafts. In order to give rural artisans access to a larger customer base, NSRLM has also been trying to connect them with regional and international markets. Through the campaign, rural craftsmen have been encouraged to advertise their goods online and reach consumers outside of Nagaland. NSRLM has been hosting numerous training programmes and workshops for rural artisans in order to assist the promotion of handicrafts in Nagaland. With the help of these programmes, craftsmen will be better equipped to produce high-quality, marketable goods. The NSRLM's initiatives to promote handicrafts in Nagaland are assisting in preserving the state's unique cultural legacy and providing rural craftsmen with sustainable means of subsistence. In general, NSRLM has been essential in advancing and helping Nagaland's handicrafts industry. Through its many programmes, NSRLM promotes Nagaland's rich cultural legacy while also assisting rural artisans and weavers in establishing sustainable means of subsistence.

Weavings: Several different indigenous peoples call Nagaland home, and they all bring their own special spin to the art of weaving. Shawls, wraps, blankets, and skirts woven from locally sourced materials including cotton, wool, silk, and bamboo are some of the most popular weaves in Nagaland. Naga weavers work to maintain the state's rich cultural history while also producing stunning fabrics. Naga weaves are known for their elaborate patterns and motifs, which frequently reflect the history, culture, and beliefs of the Naga people. Women in Nagaland do the majority of the weaving and utilise ancient looms to make beautiful textiles. The looms are often made of bamboo, making them lightweight and easy to transport. As a result of the increased demand for their wares in both domestic and international markets, weaving has become a significant source of income for many people in Nagaland. The state government is also doing its part to encourage and facilitate the weaving business by providing weavers with educational opportunities and financial aid. NSRLM, several projects and programmes have been undertaken to promote and support Nagaland's weaving industry. Community-based weaving clusters are one such project, providing a focal point for weavers to pool their talents, expertise, and resources. Weavers are able to gain access to markets and sell their wares via these

aggregations. Weaving, dying, quality assurance, and design instruction are all a part of this. The NSRLM additionally offers loans, grants, and subsidies to weavers for the acquisition of inputs like raw materials and machinery. The NSRLM also plays an integral role in preserving and popularising time-honored weaving practises and patterns. The rich weaving culture of Nagaland is celebrated and the necessity of conserving and fostering traditional crafts is emphasised through the hosting of weaving contests, exhibits, and cultural events.

Creating market linkages:

The Nagaland State Rural Livelihood Mission (NSRLM) is doing outstanding work by providing youths with access to markets to stimulate the state's economic development. Here are some ways in which people can benefit from NSRLM's market-linking efforts:

1. Identifying the products and services that are in demand: The first stage is to determine which goods and services are in the highest demand in the immediate area. Methods for accomplishing this include conducting market research and talking to local company owners.
2. Develop a marketing strategy: The next step is to create a marketing plan to get the word out to potential customers about the newly discovered goods and services. Promotion on social media platforms, participation in community events, and ads in regional media are all examples of this.
3. Building partnerships: Partnerships with local firms can help entrepreneurs find distribution channels for their goods and services. These associations may take the shape of collaborative ventures, collaborations, or even just the provision of basic materials.
4. Provide training and support: Young people's products and services would benefit from training and support to make them more competitive in the market. Skills in product design, packaging, and branding; money management; and entrepreneurial education are all part of this.
5. Offer financial incentives: Youths can be encouraged to start and build businesses of their own by being offered financial incentives like subsidies, loans, and grants.
6. Create a database of buyers: Developing a customer database can link young people with interested buyers. The NSRLM website is a great resource for this, as is creating a buyer-specific database.

With the goal to determine the interest in various goods and services, NSRLM also undertakes significant market research. This not only aids the youth in making connections with buyers, suppliers, and other market stakeholders, but it also allows them to produce goods and services that are in demand, increasing their chances of success in the marketplace. In addition to assisting young people in accessing markets by facilitating their participation in a variety of trade fairs, exhibitions, and other marketing events, NSRLM assists them to understand the market dynamics and creating contacts with key participants in the industry. This allows people to reach a larger audience and make more sales with the items and services they offer. Various schemes and programmes, such as the National Rural Livelihoods Mission (NRLM) and the Prime Minister's Employment Generation Programme (PMEGP), provide access to finance for the youth. These programmes train and educate the youth so that they can produce high-quality goods and services that meet market demand. This encourages young people to become entrepreneurs and creates new jobs. The overarching goals of NSRLM's work to establish market linkages for Nagaland's young are to encourage entrepreneurship and generate job opportunities for those living in rural areas. NSRLM is empowering youths to become economically engaged and self-sufficient by offering them resources and opportunities.

Employment:

The government of Nagaland has launched several initiatives to boost the economy and create new jobs. The Nagaland Industrial Development Corporation (NIDC) works to encourage the growth of small and medium-sized businesses inside the state, while the Nagaland Rural Bank extends finance to agriculturalists and entrepreneurs. In addition to these measures, the state government is investing heavily in improving the state's transport networks, both on the ground and in the air, to boost the economy. The government of Nagaland has implemented several initiatives to boost the state's tourism business. While employment opportunities in Nagaland are not as plentiful as they are in some other states of India, some several industries and sectors offer employment to skilled workers. This is largely due to the state's rich cultural heritage and scenic beauty, which have attracted a significant number of tourists in recent years.

For the rural poor in Nagaland, the state government has launched a programme called the Nagaland State Rural Livelihood Mission (NSRLM). By encouraging people in rural areas to start their own businesses, NSRLM hopes to raise both their income and their standard of living. Better prices for the rural poor are another goal of the mission, which is why it emphasises fostering market links and developing value chains for local produce. Through NSRLM, several prosperous businesses in the state were launched by people from economically disadvantaged backgrounds in rural areas. In addition to helping the rural poor find work, the mission has given them the tools they need to improve their lot in life and become self-sufficient. Successful micro-enterprises like chicken farms, dairy farms, handicrafts, and food processing units have been established in various rural villages in Nagaland because of NSRLM. Women have also been given the chance to start their own businesses thanks to the mission. Overall, NSRLM has been critical in fostering rural enterprise and self-employment in Nagaland, which has greatly aided the state's economic growth. NSRLM aims to encourage youth employment and business ownership in rural communities. The NSRLM has launched a number of programmes and activities that encourage personal growth, institutional strengthening, and business creation.

The Nagaland State Rural Livelihoods Mission (NSRLM) has initiated a Youth Development Programme to better equip rural youth in sectors like agriculture, horticulture, livestock management, and non-farm occupations. Access to financial and marketing resources are also made available through the programme to aid young business owners in getting their ventures off the ground. NSRLM facilitates their training and capacity building. The NSRLM's Rural Enterprise Acceleration Programme (REAP) is designed to help rural business owners by giving them access to resources including funding and training. To aid entrepreneurs in launching and growing their enterprises, REAP offers training and mentorship.

Conclusion:

The youth population of Nagaland have benefited greatly from NSRLM's efforts to place them in stable jobs. Significant numbers of youths in rural areas have received training in fields including hospitality, nursing, agriculture, and construction thanks to our initiative. Because of this, they have been able to launch their own enterprises and have secure jobs. The mission has also aided in rural job creation by encouraging the growth of small and micro-businesses. They do things like weaving, making handicrafts, and preparing food to make money. The mission also seeks to foster agriculture, animal husbandry, and other forms of rural subsistence to generate sustainable livelihoods. It helps finance the building of essential facilities including water distribution networks, agriculture machinery, and roadways in rural areas. To further boost rural revenue, NSRLM is also working to enhance the marketing infrastructure for rural products. Unemployed youths in Nagaland have benefited greatly from the efforts of the Nagaland State Rural Livelihood Mission and they have acquired self-employment. Because of this purpose, rural youths today have the tools they need to improve their lives, thus aiding the state's progress. In conclusion, NSRLM is an important program since it helps create jobs, improves the quality of life in rural areas, and lessened the prevalence of poverty in the state. The goal is to help rural youth and the state as a whole prosper by providing them with the tools, they need to improve their own lives and those of their communities.

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