

“Role of commerce in rural India for improving employability”

Authors : Renu, Research Scholar, Bhagwant University, Ajmer, Department of Education (Rajasthan)
Dr. Neeru Verma, Associate Professor of Education at Bhagwant University, Ajmer (Rajasthan)

Abstract

In a nutshell, graduates are increasingly expected to have marketable talents in order to get jobs. India's multinational corporations are becoming interested in the rural market. Commerce in India's rural areas has a substantial effect on the country's economy. Rural areas are seeing an increase in job availability. Colleges should implement modern curricula that will better prepare students for the employment market in rural areas.

Introduction

People living in rural areas make up a significant proportion of India's population, and they rely heavily on agricultural exports and domestic crop sales for their livelihoods. Seventy percent of India's population lives in rural areas, according to a recent study, and finding work there has historically been difficult. Nevertheless, thanks to government initiatives and innovative business owners, this is beginning to change.

The goals are to increase production in rural regions, raise incomes for rural residents, expand access to essential services like healthcare, clean water, and education, modernise infrastructure like roads and bridges, and bolster social support systems like child care centres and community centres.

Research Hypothesis/Statement

"The Importance of Business to Increasing Employment Opportunities in Rural India"

When asked, "What is Business? "

When we talk about "commerce," we're referring to the sum of all the activities that aim to facilitate the free flow of goods and services by removing barriers related to geography, logistics, price, and knowledge. The provision of suitable commercial services would assist alleviate their various difficulties in the sale, purchasing, and distribution of commodities.

Our Dependence on Commercial Activity:

Trade is vital because it enables individuals to acquire the things they need and want. Notwithstanding these obvious advantages, it also helps the economy grow and raises living standards. Trade, transportation, storage, insurance, banking, and advertising are the six main pillars of business, and they all serve crucial functions in society. It aids in laying the groundwork for a career in business and finance, which is both in demand and highly rewarding on a personal and societal level.

One significant source of employment is small companies. They provide a great deal of work for people in outlying places. In every economy, it is the little businesses that do the most to ease the burden of unemployment. To put it another way, this is the predominant function they play in a nation like India.

Employment prospects for traditional craftspeople and the poor are bolstered by the proliferation of cottage and rural enterprises in rural regions.

Jobs are created at every stage of the supply chain, from sourcing raw materials to selling finished goods at retail, underscoring the significance of commerce and trade.

One consumer for each product is essential. Without commerce, it would be impossible to produce products, grow any industry, or generate revenue for a country since each facet of commerce serves a different requirement along the product's path from manufacturer to consumer.

When it comes to the day-to-day operations of the business world, there are primarily six distinct areas of expertise that must work in tandem.

☑ Trade \☑ Transport \☑ Warehousing \☑ Insurance \☑ Banking \☑ Advertisement

The Future of Indian Rural Trade

“Role Of Commerce In Rural India For Improving Employability”

Only by emphasising skill development above mere syllabus completion will rural India's youth become more marketable to potential employers. A significant percentage of classrooms at many schools still practise the antiquated "blackboard method" of instruction, in which the professor or head of department does the vast majority of the talking. Students are seldom given the chance to interact with one another outside of class. More has to be done, but management's mindset shift was essential in raising rural students' chances of finding work after graduation.

Due to more unemployment and lower income, persons living in rural regions have less money to spend, which has a negative impact on their standard of living. The government has implemented a number of programmes designed to increase job opportunities, particularly in the countryside.

Statistics from the National Sample Survey (NSS) show that the rural unemployment rate has risen from 72% in 2000 to 81% now. Concerns have been raised about the fall in person-day employment as a result of MGNREGA's concentration on planning productive absorption of underemployment and excess labour force in rural regions by giving up to 100 days of direct additional means employment generating in the rural household.

There are a number of government programmes aimed at alleviating rural poverty and joblessness.

- The Rural Employment and Assistance Act of 1980

The Rural Landless Employment Guarantee Act of 1983 guarantees work for at least one member of a rural household for a period of one hundred consecutive calendar days.

Example(s): • JRY 1999 • EAS 1993 etc.

In order to feed the hungry poor in rural regions, it is critical that jobs be created in agriculture and industries. The need to make agriculture in India more sustainable and lucrative is unwelcome.

What can be done to boost interest in the study of business in India's rural areas?

Several businesses now focus on the rural market and the rural customer in India because, even in this highly developed age, the rural market still has a disproportionate amount of influence on the Indian economy. All the businesses that facilitate the distribution of products and services to people living in rural areas constitute what is known as the rural market. These are a few key elements that enhance commercial employment in rural areas:

- Raise literacy rates - today's youth in rural areas value education more than previous generations. As a result of these factors and the fact that the literacy rate in rural India was 71% in 2015, people of all ages recognise the value of education and work to promote it.

The job prospects of rural residents have improved, leading to a higher standard of living.

It is important to provide rural areas with access to modern technology that may help them overcome issues like transportation and power outages.

Although it may seem counterintuitive, the ideal strategy for rural advertising is to use traditional methods of branding, such as billboards and wall murals.

The Role of Commerce in Improving Employment Opportunities in Rural India

Literature reviews have highlighted the following as the most pressing issues in many rural communities: poverty, unemployment, homelessness, crime, social evil, poor living standards, and a lack of facilities.

The conclusion that we can draw is that the creation of highly quality employment is one of the most challenges for economic policies in India today, but if the government takes some solid steps for removing unemployment, such as providing skilled education related to improving employability, that will help rural people improve their standard of living and their awareness of Commerce.

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