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### ROLE OF INDIAN GOVERNMENT IN PROMOTING YOUTH DEVELOPMENT AND ENTREPRENEURSHIP

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#### **Abstract:**

*This research paper is on role of Indian government in promoting youth development and entrepreneurship in recent years. The objective of this paper is to find out the policies, schemes and programmes introduced and implemented by the government of India. Our country future is depends on our Youth. For them to be an asset for us and not a liability it is important to create an ecosystem of appropriate policies and programmes for promoting their health, education, employment and ensuring their skilling and training. The Government of India makes significant investment on programmes for the youth, through various Ministries/ Departments. In addition, the State Governments and a number of other stakeholders are also working to support youth development and to enable productive youth participation in the nation building. As innovation and entrepreneurship is being encouraged in our youth and startups are being promoted through enabling ecosystem. In this paper the researcher analyzed the youth polices, schemes and programmes created impact among the youth of India. Researcher suggests that, 1ndia needs to equip its youth workforce with employability skills and knowledge so that they can contribute substantively to the economic growth of the country and themselves.*

**Key words:** *Youth, youth development, youth programme, Government schemes, youth entrepreneurship.*

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## Introduction

*“Millions and millions of Indian youth should acquire the skills which could contribute towards making India a modern country” - Hon’ble Prime Minister of India, Shri Narendra Modi.*

Youth being enthusiastic, vibrant, innovative and dynamic in nature is the most important section of the population. Youth shows strong passion, motivation and will power which also make them the most valuable human resource for fostering economic, cultural and political development of a nation. Youth is the most valuable segment of the population. Human resource potential of individuals not only gain maximum but also reaches its peak during this period. Youth in reality represent the present of a country. Young ones when nourished properly can grow like a huge redwood tree but if not controlled or neglected can erupt like a volcano. No country can afford to ignore its youth. India is a young nation in the sense that share of its youth in total population in 2011 stands at 34.8 percent. India is also seen to remain younger than many other populous countries. This has provided a great opportunity for the country to reap this demographic dividend for making rapid economic growth. Therefore, the Government of India makes significant investment on programmes for the youth, through various Ministries/ Departments. In addition, the State Governments and a number of other stakeholders are also working to support youth development and to enable productive youth participation. Youth has always been of

vital concern of the Government of India. Various measures have been taken to promote employment opportunities among the youth such as implementation of schemes like Make in India, Prime Minister's Employment Promotion Scheme, National Apprenticeship Promotion Scheme, Pradhan Mantri Kaushal Vikas Yojana, setting up of National Career Service Platform etc. Fourth and eighth goal in Sustainable Development Goals (SDG) are specially emphasis for the youth development and decent employment.

## Youth Concepts & Definition – India and the World

Conventionally, period from adolescence to middle age is termed as youth. Age constitute the determining characteristics in the definition of Youth by various agencies. UN adopted the age group 15 to 24 for defining youth. The National Youth Policy initially (in 2003) defined the youth as in the age group 13-35. However, National Youth Policy (NYP), 2014 modified it and defined ‘youth’ as persons in the age-group of 15-29 years. International Year of Youth was celebrated from 12 August 2010 to 11 August 2011 by UNO.

## Objectives and Methodology

The general objective of this study is to find out the policies, schemes and programmes implemented by the government of India and its current situations.

The researcher used secondary data for this descriptive study.

## **Background of the Indian Youth**

India has the relative advantage at present over other countries in terms of distribution of youth population. As per India's Census, the total youth population increased from 168 million in 1971 to 422 million in 2011. India is seen to remain younger longer than China and Indonesia, the two major countries other than India which determine the demographic features of Asia. A negative aspect of Youth in India is that the sex ratio in youth population is consistently decreasing from 1991 onwards. The reduction in sex ratio of youth is found to be much more than that of the overall population. It has come down to 939 in 2011 as compared to 961 in 1971 and is projected to decline further to 904 in 2021.

A country's ability and potential for growth is determined by the size of its youth population. The energy and passion of the youth if utilised properly, can bring huge positive change to the society and progress to the nation. Youth are the creative digital innovators in their communities and participate as active citizens, eager to positively contribute to sustainable development. This section of the population need to be harnessed, motivated, skilled and streamlined properly to bring rapid progress for a country.

UNDP Youth strategy (2014-17). About 87 per cent of young women and men living in developing countries face challenges brought about by limited and unequal access to resources, healthcare,

education, training, and employment as well as economic, social and political opportunities. In many parts of the world, youth face poverty, hunger, barriers to education, multiple and intersecting forms of discrimination, violence, and limited opportunities for growth and employment prospects. Youth are often excluded from decision-making processes and generally looks at untraditional avenues for civic engagement. Youth has always been of vital concern of the Government of India. Various youth development programmes undertaken by the Union Government after Independence, like National Cadet Corps (NCC), National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS) and the schemes for financial assistance to NGOs engaged in youth development bear ample testimony to this fact.

It was in the International Year of Youth (1985) that a separate Department of Youth Affairs & Sports was created in Government of India. The Government of India (GoI) currently invests more than Rs 90,000 Crores per annum on youth development programmes or approximately Rs 2,710 per young individual per year, through youth-targeted (higher education, skill development, healthcare etc.) and non-targeted (food subsidies, employment etc.) programmes.

## **1. Policy Initiatives for Youth in India**

### **1.1. The National Youth Policy, 2014**

The National Youth Policy, 2014 (NYP-2014) was launched in February, 2014. The NYP-2014 proposes a holistic 'vision' for the youth of India, which is "To empower youth of the country to achieve their full potential, and through them enable India to find its rightful place in the community of nations". In order to realize this Vision, the NYP-2014 identifies 5 clearly defined 'Objectives' which need to be pursued and the 'Priority Areas' under each of the Objectives. The objectives and priority areas identified under the NYP-2014 are summarized below:

Objectives	Priority Areas
1. Create a productive workforce that can make a sustainable contribution to India's economic development	1. Education
	2. Employment and skill development
	3. Entrepreneurship
2. Develop a strong and healthy generation equipped to take on future challenges	4. Health and healthy lifestyle
	5. Sports
3. Instil social values and promote community service to build national ownership	6. Promotion of social values
	7. Community engagement
4. Facilitate participation and civic engagement at all levels of governance	8. Participation in politics & governance
	9. Youth engagement
5. Support youth at risk and create equitable opportunity for all dis-advantaged and marginalised youth	10. Inclusion
	11. Social justice

## 1.2. National Skill Development and Entrepreneurship Policy

Recognizing the imperative need for skill development, Government of India framed the National Policy for Skill Development and Entrepreneurship 2015. The primary objective of this policy is to meet the challenge of skilling at scale with speed, standard (quality) and sustainability. It aims to provide an umbrella framework to all skilling

activities being carried out within the country, to align them to common standards and link skilling with demand centers.

Ministry of Skill Development and Entrepreneurship Details of Budget Allocated to Ministry (Rs. in crores)									
	Revised Estimates 2017-18			Actual Expenditure 2017-18 (up to 13.01.2018)			Budget Estimate 2018-19		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
<b>MS DE</b>	1886.22	7.50	1893.72	1286.22	6.14	1292.36	2304.61	56.00	2360.61
<b>DG T</b>	422.00	40.50	462.50	193.08	3.00	196.08	563.05	203.00	766.05
<b>Total</b>	2308.22	48.00	2356.22	1479.30	9.14	1488.44	2867.66	259.00	3126.66

Source: Ministry of Skill Development and Entrepreneurship, Annual Report 2017-18

## 1.3. National Sports Policy 2001

The twin planks of the National Sports Policy 2001 are "Broad-basing of Sports" and "Achieving Excellence in Sports" at the national and international levels.

The following programmes and schemes are implemented by the **Sports Authority of India (SAI)**.

Programmes / Schemes	No. of Centers	No. of Trainees		Expenses per head / per annum (INR)	
		Boys	Girls	Residential	Non-residential
SAI Training Centres	59	4644	1982	12,250/-	14,150/-
Special Area Games Scheme	20	1236	946	12,250/-	14,150/-
Centre Of Excellence Scheme	15	239	175	15,000/-	18,150/-
National Sports Academy Scheme	15	375	129	15,000/-	18,150/-

Source: Annual Report Ministry of Youth Affairs and Sports, 2017-18

## 2. Government Schemes for Youth Development in India

**2.1. Khelo India:** A new umbrella Scheme "Khelo India" was launched

during the financial year 2016-17 after merger of existing scheme Rajiv Gandhi Khel Abhiyan (RGKA), Urban Sports Infrastructure Scheme (USIS) and National Sports Talent Search System Programme (NSTSSP).

### Funding for Khelo India scheme (Rs. in crore)

S. No.	Financial Year	Estimated Expenditure		
		Recurring	Non-Recurring	Total
1	2017-18	347	180	527
2	2018-19	402	175	577
3	2019-20	477	175	652
<b>Total</b>		<b>1226</b>	<b>530</b>	<b>1756</b>

Source: Annual Report Ministry of Youth Affairs and Sports, 2017-18

### 2.2. Restructuring of Schemes

The Department of Youth Affairs has re-structured/ consolidated all the Scheme implemented by the Department, into 3 Schemes, with effect from 01.04.2016, as follows:

S. No.	Names of Schemes (Before Restructuring)	Names of Schemes (After Restructuring)
1	Nehru Yuva Kendra Sangathan NYKS)	Merged into a new 'umbrella' Scheme called "Rashtriya Yuva Sashaktikaran Karyakram (RYSK)".
	National Youth Corps (NYC)	
	National Programme for Youth & Adolescent Development (NPYAD)	
	International Cooperation	
	Youth Hostels (YH)	
	Assistance to Scouting & Guiding Organisations	
	National Young Leaders Programme (NYLP)	
2	National Service Scheme (NSS)	National Service Scheme (NSS)
3	Rajiv Gandhi National Institute of Youth Development (RGNIYD)	Rajiv Gandhi National Institute of Youth Development (RGNIYD)

### 3. Government Programmes for Youth in India

### 3.1. List of Programmes for Youth Development: 2017-18 (Up to 31.12.17)

S. No.	Scheme	Core Programme	No. of Programmes	No. of Youth Participated	
1	NYKS	Youth Club Development Programme-YCDP	2238	1,87,388	
		Training on Youth Leadership and Community Development (TYLCD)	459	19,332	
		Promotion of Sports (Block & District Level Sports Meets)	1920 (Block) 190 (District)	2,77,956	39,901
		Skill Up-gradation Training Programme (SUTP)	3186	97,498	
		Promotion of Folk Art and Culture	154	29,953	
		Observance of Days of National and International importance	10090	12,59,893	
		District Youth Convention	304	2,06,392	
		Awards to Outstanding Youth Clubs	176 clubs		
		Mahatma Gandhi Yuva Swachhta Abhiyan evam Shramdaan Karyakram	62 districts		
		Youva Aadarsh Gram Vikas Karyakram	78 districts		
		Slum Yuva Dauds		34,200	
		Celebration of International Day of Yoga	384 districts 37286 clubs 14 State level	2,55,474 10,44,518 34,007	
		2	National Youth	Every Year -	623 districts

	Corps	INR.5,000/- honorarium per person per month		
3	National Service Scheme (56,178 units in University, colleges 12,483 Schools)			36.58 lakh volunteers
4	Rajiv Gandhi National Institute of Youth Development		220 ToT/Capacity Building	15,000
5	National Program me for Youth and Adolesce nt Develop ment	National Youth Festival Young individuals and NGOs Voluntary youth organization s Tenzing Norgay National Adventure Awards North East Youth Festival		INR.50,000 INR.2,00,000 /- INR.5,00,000 /- 1,800 Youth

Source: Annual Report Ministry of Youth Affairs and Sports, 2017-18

### 3.2. Other Youth Development Programme under NYKS

- International Cooperation
- Youth Hostels
- Assistance to Scouting and Guiding Organisations
- National Young Leaders Programme (NYLP)

### 3.3. Schemes/Programmes on Entrepreneurship and Skill Development for Youth

NYP-2014 emphasizes four areas where on-going entrepreneurship programmes can be strengthened to offer greater support to youth entrepreneurs. These are (a) outreach & information provision, (b) scale & inclusion, (c) programme quality and relevance, and (d) monitoring

and evaluation. In order to create an environment in which youth can generate sustainable self-employment and entrepreneurship opportunities, it is essential that they have access to training, incubator support to develop and execute their ideas, & the credit to finance their ventures.

### 3.4. DDU-GKY

Ministry of Rural Development is undertaking Deen Dayal Upadhyaya Grameen Kaushalya Yojna (DDU-GKY), a placement linked Skill Development Scheme for rural youth under the National Rural Livelihood Mission (NRLM). The DDU-GKY is uniquely focused on rural youth between the ages of 15 and 35 years from poor families. DDU-GKY is present in 21 States and UTs, across 568 districts, impacting youth from over 6,215 blocks.

### 3.5. DAY-NRLM

Aajeevika - National Rural Livelihoods Mission (NRLM) was launched by the Ministry of Rural Development (MoRD), Government of India in June 2011. The Mission aims at creating efficient and effective institutional platforms of the rural poor, enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services. In November 2015, the program was renamed Deen Dayal Antayodaya Yojana (DDAY-NRLM). The objectives are:

1. Creation of Productive Workforce
2. Strengthening and Diversifying Livelihoods

3. Mahila Kisan Sashaktikaran Pariyojana (MKSP)

4. Skill Training and Placement Support

5. Rural Entrepreneurship Development through RSETI

6. Start-up Village Entrepreneurship Programme (SVEP)

### **3.6. Prime Minister's Employment Generation Programme (PMEGP)**

'Prime Minister's Employment Generation Programme (PMEGP)' has been launched by Ministry of Micro, Small and Medium Enterprises in 2008-09 with the merging of the erstwhile Prime Minister Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) schemes. PMEGP is a credit-linked subsidy programme aimed at generating self-employment opportunities through establishment of micro-enterprises in the non-farm sector by helping traditional artisans and unemployed youth. Any activity (except those in the negative list.) can be taken up under PMEGP, broadly in the areas as mentioned below:

i. Agro Based Food Processing Industry (ABFPI)

ii. Forest Based Industry (FBI)

iii. Mineral Based Industry (MBI)

iv. Polymer & Chemical Based Industry (PCBI)

v. Rural Engineering & Bio-Technology Industry (REBTI)

vi. Hand Made Paper & Fibre Industry (HMPFI), and

vii. Service & Textile Industry

Source: Ministry of Rural Development

### **3.7. Enterprise and Skill Development**

The Office of Development Commissioner of Ministry of Micro, Small and Medium Enterprises conducts a large number of vocational and entrepreneurship development programmes. The Entrepreneurship Development Programmes (EDPs) are conducted through MSME- Development Institutes, with focus on entrepreneurial skills development coupled with specific skills relating to trades like electronics, electrical, food processing, etc, which enables the trainees to start their own ventures. The programme includes the following :-

(i) Entrepreneurship Development Programmes (EDPs)

(ii) Entrepreneurial Skill Development Programme (ESDP):-

(ii) Management Development Programmes (MDPs)

(iv) Industrial Motivation Campaigns (IMCs)

(v) Vocational and Educational Training

### **3.8. Assistance to Training Institutions (ATI) Scheme**

Under the scheme, assistance is provided to existing and new training Institutions for establishment of Entrepreneurship Development Institute (EDI) and strengthening of their training infrastructure on a matching basis. Assistance is also provided under the Scheme to existing Training Institutions, for conducting Entrepreneurship Development Programmes (EDPs) and

Entrepreneurship cum Skill Development Programmes (ESDPs) and Training of Trainers (ToTs) programmes in the areas of Entrepreneurship and/or Skill Development.

### 3.9. Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) launched on 15 July, 2015, on the occasion of World Youth Skills Day is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). PMKVY is implemented by National Skills Development Corporation (NSDC) under the guidance of MSDE. With a vision of a Skilled India, MSDE aims to skill India on a large scale with speed and high standards. The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Under this Scheme, Training and Assessment fees are completely paid by the Government. Government has now approved the Scheme for another four years (2016-2020) to impart skilling to 10 million youth of the country.

### 3.10. National Career Service Centres (NCSC)

Twenty Five National Career Service Centres for Schedule Caste, Schedule Tribes have been set up in 25 States. During 2017-18, till September, 2017, 6956 candidates could make use of facilities provided at NCSCs to practice Typing and Shorthand and 646 candidates participated in the Pre-Recruitment Training Programme

organised by NCSCs. The prime motto of this NCSC is “Right opportunities, right time”. Government of India has recently made it mandatory for government vacancies to be posted on the NCS Portal.

NCSC Tamil Nadu: Fact Sheet (Till July 2019)				
S.No.	Parameter	All India	Tamil Nadu	Contribution (%)
1	Total Population	1,21,08,54,977	7,21,47,030	5.96%
2	Total Hits on NCS Portal	15,79,84,715	53,16,343	3.37%
<b>NCS Portal Users Indicators</b>				
3	Jobseekers Registration	1,03,04,615	79,453	0.77%
	Employers Registration	5,899	646	10.95%
	Skill Providers Registration	1,683	108	6.42%
	Counsellor Registration	493	24	4.87%
	Local Service Provider Registration	11,065	161	1.46%
	Placement Organization	38	1	2.63%
	Government Department Registration	908	91	10.02%
	<b>Career Center Details</b>			
4	Total Career Centers	1,114	43	
	Total Model Career Centers	103	3	2.91%
<b>Job Posting Indicators</b>				
5	Total No. of Job Postings	11,63,308	55,536	4.77%
	Total No. of Job Vacancies	51,40,045	2,21,015	4.30%
<b>Job Fair Indicators</b>				
6	Total Job fair Events	2,945	166	5.64%
	No. Of Employers Participated	4,936	454	9.20%
	No. Of Jobseekers Participated	2,17,800	8,326	3.82%
	Other Events (Seminar, Work shops Etc.)	989	46	4.65%
<b>Call Center Indicators</b>				
7	Total Cases registered	12,69,771	25,168	1.98%

Total Calls Received	7,89,473	0	0
Total Web Requests Received	8,754	360	4.11%

Source: NCSC Tamil Nadu: Fact Sheet

### 3.11. National Employment Service

A key role played by the Employment Exchanges is to motivate and guide the unemployed youth for taking up self employment ventures in view of shrinkage in wage paid jobs. In 22 selected Employment Exchanges, Special Cells for Promotion of Self Employment have been working. The Employment Exchanges have been assigned an important role in this area to motivate the unemployed youth for taking up self-employment as their livelihood. Self-Employment Promotion Cells (SEPC) in 28 selected Employment Exchanges were established in the country. Entrepreneurship is celebrated today on account of the advantages it generates. The youths of today make a choice for entrepreneurship as a preferred career.

Total number of Employment Exchanges (as on January 2016*)	997
University Employment Information and Guidance Bureaux (UEIGBx)	76
Professional and Executive Employment Exchanges	14
Special Employment Exchanges for the Physically Handicapped	42
Special Employment Exchange for Plantation Labour	01

Source: Ministry of Labour and Employment, Annual report: 2017-18

### 3.12. A Committee for National Youth Programmes (CONYP)

CONYP was also set up as per the guidelines of National Youth Policy with

the Prime Minister as its Chairperson which led to the formation of a National level committee constituted by the Department of Youth and Sports for preparation of the National Perspective Plan for the Youth, 1996-2020. The committee identified various areas of concern for youth which inter-alia include:

1. Youth in Academic Institutions;
2. Out of School/Non-Student Rural Youth.
3. Out of School/Non -Student Urban Youth and Youth in Slum Areas.
4. Training, Employment, Vocational Guidance and Career Counseling.
5. Youth-Culture and Creative.
6. Sports, Adventure and Recreation for Youth.
7. Youth and Adolescence.
8. Youth-Sanitation and Environment
9. Youth Health including Drug Abuse, Alcohol and HIV / AIDs
10. Youth with Special Needs
11. Youth and Gender Justice
12. Youth, Media and Communication
13. Youth in Urban Areas
14. Youth and Population
15. Youth in the North East

**3.13.** A new initiative called **Pravasi Kausha Vikas Yojana** has been launched by the government of India, aimed at training and certification of Indian work force in select sectors and job roles, in line with international standards to facilitate overseas employment opportunities.

### **Enhance and Boosting Youth Employment**

India needs to equip its workforce with employable skills and knowledge so that they can contribute substantively to the economic growth of the country. Skill India Mission has been launched with a vision of skilling the youth population in a big way. National Skill Development Mission aims to skill 50 million persons by 2022. Skill Development initiative scheme, based on Modular Employable skill (MES) framework and National Skill Qualification Framework (NSQF) have been in operation to provide vocational training to workers in unorganized sector. Apprenticeship Pratsahan Yojana is operational to encourage MSMEs to ensure that youth get enough opportunities for vocational training and can be brought into the mainstream of development.

The fact that a large number of countries are actually facing the challenge on the opposite side of age line makes youth employment even more complex. India believes that encouraging labour mobility following fair migration principals can be a win-win solution for addressing this demand supply imbalance. Promoting entrepreneurship is essential in order to enable youth to productively contribute to India's economic development. About 50% of the labour force is currently self-employed, and SMEs employ 70 million people which is approximately 15% of the labour force. As the number of skilled individuals increases through the renewed push for skill development and labour force participation grows, the

number of entrepreneurs is likely to increase further.

### **Discussion & Recommendation**

As India moves progressively towards becoming a global knowledge economy, it must meet the rising aspirations of its youth. Job creation for skilled youth is also a major challenge before the nation.

- The number of local entrepreneurs emerging very year in India is very low. The Global Innovation Index 2014 ranks India 76 out of 143 countries. Accelerating entrepreneurship especially that based on innovation is crucial for large-scale employment generation in India.
- Like our NYP – 2014 suggested, State Governments would be encouraged to setup Kaushal Vardhan Kendras (KVKs) at panchayat level for mobilising and imparting skills pertaining to local employment/livelihood opportunities to school drop-outs, adolescent girls, housewives and rural youth.
- Campaign should be organized in the higher secondary school level itself for promote skills in students with the key aspects of the campaign include an emphasis on the importance of having a goal and purpose in life and preparing students physically, mentally and emotionally.
- As today's world is more focused on informal employment than formal employment, the Employment policy should be formulated to meet the youth employment needs.

## Conclusions

To conclude, the rapid economic changes and future job scenario offers both a challenge and opportunity to youth to enhance their employability for a better life. The enhanced employability would ensure job security and career progression thereby empowering youth to contribute to economic growth and be benefited out of the growth as well. Various initiatives and programmes together with best practices in the skill development space can be scaled up and replicated across states to achieve the desired objective of making youth the change agent. It is the Government of India responsibility whether it is going to reap the opportunity or disaster with its youth demographic dividend. Recently, interest in youth entrepreneurship has been fuelled due to high levels of unemployment amongst young people and as a way to foster employment opportunities or to address social exclusion. Finally, if we want to ensure our Former President of India Dr. A.P.J. Abdul Kalam's dream that "the youth need to be enabled to become job generators from job seekers", we, the government of India, state governments, NGO's, CBO's and every citizen of our country have to use our youth population as an opportunity to develop our youth become socially and economically empowered.

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