PRODUCTIVE EMPLOYMENT FOR INCLUSIVE AND SUSTAINABLE DEVELOPMENT BY NGO

**PAVITHRA.S**

**MASTER OF BUSINESS ADMINISTRATION- IEV**

**(Innovation, Entrepreneurship and Venture Development) 22324110**

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)**

**R. Raajalakshmi, Assistant Professor,**

**Department of Management Studies,**

**Vels Institute of Science Technology and Advanced Studies, Chennai.**

**Raajalakshmi.sms@velsuniv.ac.in**

**Abstract:**

Productive employment is a cornerstone for achieving inclusive and sustainable development. In India, where socio-economic disparities and unemployment rates are significant, the Magic Bus India Foundation has been a pivotal force in addressing these challenges. This abstract explores the Foundation’s multifaceted approach to fostering productive employment, focusing on its initiatives that integrate education, life skills, and vocational training to empower marginalized communities.Magic Bus employs a holistic model that starts with children and adolescents, providing them with critical life skills, educational support, and mentoring through its sports-based curriculum. This early intervention builds a strong foundation for future employability. As participants transition to young adulthood, Magic Bus offers vocational training programs tailored to market needs, ensuring that youth are equipped with relevant skills for today’s job market.A key aspect of Magic Bus's strategy is its emphasis on gender inclusivity. By specifically targeting young women and promoting gender equality, the Foundation works to dismantle barriers that hinder female participation in the workforce. Moreover, Magic Bus collaborates with local businesses, government bodies, and other NGOs to create a robust ecosystem that supports job placement and career advancement for its beneficiaries.The impact of Magic Bus’s programs is evident in the increased employment rates, higher educational attainment, and improved socio-economic conditions among its participants. The Foundation’s approach not only helps individuals secure sustainable livelihoods but also contributes to the broader goals of inclusive growth and economic development in India.This abstract underscores the importance of targeted interventions and collaborative efforts in creating productive employment opportunities. It highlights how organizations like Magic Bus can drive significant change by equipping individuals with the skills and support needed to thrive in a competitive job market, thereby fostering a more inclusive and sustainable society.

# INTRODUCTION

Productive employment for Inclusive and sustainable development decent work and economic growth. By focusing on productive employment, these NGOs contribute to fostering inclusive societies while safeguarding the environment for future generations. Through innovative programs and partnerships, NGOs are at the forefront of promoting fair labor practices, enhancing access to education and skills training, and empowering marginalized communities to participate meaningfully in the economy. This introduction sets the stage for exploring the transformative impact of NGO-led initiatives in driving inclusive and sustainable development under SDG 8.In today's global landscape, the pursuit of inclusive and sustainable development stands as a paramount objective, encapsulated within the United Nations' Sustainable Development Goal 8 (SDG 8) - Decent Work and Economic Growth. At the heart of this goal lies the imperative of productive employment, a cornerstone for fostering equitable societies and safeguarding our planet's resources. In this endeavour, non-governmental organizations (NGOs) emerge as crucial actors, championing initiatives that not only generate employment opportunities but also ensure the participation of all individuals, including the most marginalized, in the economic sphere. Through collaborative efforts and innovative approaches, these NGOs serve as catalysts for transformative change, driving forward the agenda of inclusive and sustainable development. This introduction sets the stage for an exploration into the pivotal role of NGOs in advancing SDG 8 and promoting a future where prosperity is shared by all.(NGOs) have emerged as key players in fostering productive employment opportunities worldwide. Through their tireless efforts, NGOs strive to ensure that economic growth benefits everyone, particularly marginalized communities and vulnerable populations. By focusing on creating jobs that are both socially inclusive and environmentally sustainable, these organizations play a critical role in advancing the broader agenda of sustainable development. This introduction sets the stage for an exploration of how NGOs contribute to the realization of SDG 8 by promoting productive employment practices that prioritize inclusivity and sustainability.

SWOT Analysis for Youth Organization

Analysing the strengths, weaknesses, opportunities, and threats of your youth organization is crucial for its growth and success. With the SWOT Analysis you can easily identify key areas to focus on and develop strategies for improvement. Follow these 5 steps to make the most of this template:

1. **Gather your team**

Bring together key members of your youth organization, such as leaders, volunteers, and staff, to participate in the SWOT analysis. Their diverse

perspectives and experiences will provide valuable insights into your organization’s current state.

1. **Identify strengths**

Start by listing the strengths of your youth organization. These are the internal factors that set you apart from others and contribute to your success. Consider factors such as well-trained staff, strong community support, successful programs, or a dedicated volunteer base.

1. **Determine weaknesses**

The weaknesses or areas of improvement within your organization. These are internal factors that may hinder your progress or limit your impact. Examples could include limited funding, outdated technology, or a lack of diversity in your team.

1. **Explore opportunities**

External opportunities that your youth organization can leverage. These are factors in the external environment that could help you grow, expand, or enhance your impact. Consider things like new partnerships, government funding, emerging trends, or community needs.

1. **Analyse threats**

Lastly, assess the potential threats or challenges that your youth organization may face. These are external factors that could negatively impact your organization. Examples could include changes in government policies, competition from other organizations, or shifts in community priorities.

# NEED FOR THE STUDY

* + **Productive employment provides individuals with opportunities to earn income, lifting them out of poverty and improving their quality** **of life.**
	+ **Access to decent work promotes social inclusion by providing marginalized groups, such as women, youth, persons with disabilities, and minorities, with equal opportunities for employment** **and economic participation.**
	+ **Through employment, individuals can develop valuable skills and expertise, enhancing their human capital and increasing their employability in the labor market.**

The Magic Bus India Foundation is a non-profit organization that works towards the education and holistic development of underprivileged children in India.

There are several reasons why studying the operations and impact of Magic Bus India Foundation can be important:

1. **Social Impact: Understanding the work of Magic Bus India Foundation can help identify the impact they are making in the lives of disadvantaged children and communities.**
2. **Best Practices: Studying Magic Bus India Foundation can provide insights into best practices in the field of education, youth development, and community engagement.**

# OBJECTIVES OF THE STUDY

Primary:

* + **A study on role Productive employment for inclusive and sustainable development decent work and economic growth**

Secondary:

* + **To analysing decent work policies and initiatives**
	+ **To analyse the significance of decent work and economic growth**
	+ **To promoting global trends in productive employment**

**REVIEW OF LITERATURE**

Dr. S. C. Patil & Prof. Amaresh B Charantimath (2021) conducted a study on “Employability through Skill Development Programmes - an overview of significance of Employability skills”. The objective of the study was to comprehend the need of employability skills and to study the skill gap - desired vs possessed. The study concluded that the skill gaps can be bridged with training, education and short-term courses. In spite of the efforts there is still a great scope in transformation of abandoned knowledge into skills. Various ambitious missions of Government of India i.e. Make in India, Atmanirbhar Bharat, 5 trillion economy dreams etc can come true with collective efforts.

Vidhyadhar T. Banajawad & Dr.Mukta S. Adi(2020) conducted a study on "A study on skill development programmes for rural youth in India" with the objective to ascertain the current status, challenges and the Government initiatives for the skill development in India. The study concluded that skill development is currently gathering momentum and it is now evident that education and skills are fundamental in bettering employment opportunities, shrinking poverty, boosting productivity, and promoting environmentally sustainable rural development. The immediate need is assimilating skills, policies and strategies on rural development. Incorporation of skill-based training and industry link placement facility in education is indispensable. Skill development

is need of the hour to adapt and match the current requirements for youth in rural India for rural development in real sense. Thus, education / skill development is an immediate and important requirement for developing countries with large youth population such as India.

# [BUSINESS PLAN](https://journals.openedition.org/factsreports/840#tocfrom1n1)

Towards a more inclusive, low-carbon and resource efficient economy

1. **Poverty and inequity in many countries remain critical challenges for sustainable development and global stability. Business, as an engine of economic growth and development, has a critical role to play in accelerating progress toward achieving development goals through increasing investment, creating jobs, increasing skills, and developing goods, technologies and innovations which can make people’s lives better. This includes the private sector’s role as a source of capital for developing countries: globally private sector investments make up over 85% of investment and financial flows.**
2. **But meeting the basic needs of a growing and increasingly urbanized population in developing countries – as well as the aspirations of their middle classes – will increase demand for energy and natural resources, exacerbating the pressure on the world’s ecosystems. Solving the seemingly conflicting imperatives of improving the living standards of the world’s population while preserving the environment will thus require a transition to a more inclusive, low-carbon and resource efficient economy.**
3. **As a global community, we already have the financing, technologies and scientific know**[**ledge we need to carry out a transition toward a s**](http://www.teebweb.org/)**ustainable future. Studies such as the Stern Review on the Economics of Climate**

Change and The Economics of Ecosystems and Biodiversity show that beginning sooner rather than later will save a great deal of money.

# BOOT STRAPPING TECHNIQUE

Bootstrapping technique in protective employment refers to the practice of creating job opportunities specifically tailored to individuals with disabilities or other barriers to employment.

Community Needs Assessment: Conducting thorough assessments to understand the specific skill gaps and employment opportunities within target communities.

Tailored Skill Development: Designing skill development programs based on identified needs, ensuring relevance and effectiveness in preparing individuals for employment.

Resource Optimization: Leveraging existing resources within communities, such as local expertise and infrastructure, to maximize the impact of employment initiatives.

Empowerment through Education: Integrating education components into employment programs to equip individuals with both practical skills and foundational knowledge for long-term success.

# MARKET ANALYSIS

A market analysis focused on productive employment for inclusive and sustainable development, decent work, and economic growth involves a comprehensive examination of various factors shaping the labor market and employment opportunities. This analysis encompasses trends in employment rates, skills demand, and working conditions across different sectors and demographics.

Conducting a market analysis for Magic Bus India Foundation involves examining various aspects related to their operations, impact, and the broader landscape in which they operate. Here are some key points to consider:

1. **Target Audience: Identify the specific demographic groups that Magic Bus India Foundation serves, such as underprivileged children from urban or rural areas.**
2. **Competition: Research other non-profit organizations or initiatives working in the field of education, youth development, and community empowerment in India. Analyze their strengths, weaknesses, and unique selling points to differentiate Magic Bus India Foundation in the market.**

# RESEARCH METHODOLOGY

Research methodology is way to systematically solve the research problem. It may be understood as a science of studying how research is one scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

# RESEARCH DESIGN

Mixed-Methods Approach: Utilize a mixed-methods research design, combining both quantitative and qualitative methods to provide a comprehensive understanding of the topic.

Sequential Exploratory Design: Begin with qualitative data collection and analysis to explore the context, followed by quantitative data collection to quantify relationships and patterns identified qualitatively.

# METHODS OF DATA COLLECTION

Primary Data:

1. **Interviews: Conduct in-depth interviews with program participants, Magic Bus staff, and employers who have hired program graduates.** **Explore their experiences, challenges faced, successes achieved, and recommendations for improvement.**
2. **Financial Records: Analyze financial data related to program expenditures, funding sources, and cost-effectiveness to evaluate the program's sustainability and scalability.**

Secondary Data:

1. **Program Reports: Reports published by the Magic Bus India Foundation detailing the objectives, activities, and outcomes of their employment-focused programs. These reports may provide insights into** **program implementation, participant demographics, and success stories.**
2. **Impact Assessments: Studies or assessments conducted by independent organizations or researchers to evaluate the impact of Magic Bus programs on employment outcomes, poverty reduction, and community development. These assessments may include quantitative data, qualitative findings, and recommendations for improvement.**

Methods of Secondary Data

1. **Literature Review: Conducting a comprehensive review of existing** **literature, including academic journals, books, reports, and dissertations, to gather relevant information on the topic of interest.**
2. **Document Analysis: Analyzing documents such as reports, policy documents, government publications, corporate documents, and organizational records to extract relevant data and insights.**

Quantitative Methods: These involve collecting numerical data through surveys, questionnaires, or existing databases. For youth employment, this might include gathering statistics on employment rates, wages, and industries employing young people.

Qualitative Methods: Qualitative techniques such as interviews, focus groups, and case studies can provide insights into the experiences, attitudes, and perceptions of young people regarding employment and skill development.

Mixed-Methods: Combining quantitative and qualitative approaches can offer a comprehensive understanding of youth employment issues by capturing both statistical trends and nuanced qualitative insights.

# LIMITATION OF SYUDY

A study on youth employment and skill development encounters various limitations that can affect the validity and generalizability of its findings. One significant limitation revolves around the availability and accuracy of data.

Depending on the region or country under study, data collection methods may vary, leading to inconsistencies or gaps in information.

Factors such as socioeconomic background, education level, and geographic location can influence employment opportunities and skill acquisition differently among youth cohorts, making it challenging to draw broad conclusions.

Furthermore, the study may face limitations related to research design and methodology, such as sampling biases, survey instruments, or reliance on self- reported data, which could introduce errors or biases into the analysis. Despite these limitations, conducting rigorous research on youth employment and skill development remains crucial for informing policy interventions and initiatives aimed at improving youth livelihoods and economic prospects

* 1. **Contextual Factors: The study may not fully account for contextual factors that could impact the effectiveness or relevance of Magic Bus India Foundation's programs. Socio-economic conditions, cultural** **differences, or regional variations could all play a role in shaping outcomes.**
	2. **Time Constraints: The study may be limited by time constraints, preventing the researchers from conducting a more in-depth analysis or longitudinal study. Long-term impacts and trends may not be fully captured within the study timeframe.**

It's important for researchers and stakeholders to be transparent about the limitations of the study and consider these factors when interpreting the results. By acknowledging these limitations, efforts can be made to minimize their impact and strengthen the overall validity of the study findings.

# DATA ANALYSIS

Data analysis is the process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. It involves a variety of techniques and methods to understand the patterns, trends, and relationships within datasets.

Share of working age to total population in India from 2011 to2021, with projections for 2036



India's working-age population constituted over 60 percent of its total population in 2011 and was expected to grow until 2031. By 2036, a decline is expected in the share of working population from 65.1 percent in 2031 to 64.9 percent in 2036.

Age distribution of the population in India from 2002 to 2024



In the past years, the share of people aged over 65 years grew constantly in India. Estimates for 2024 report that 24.3 percent of the Indian inhabitants are aged 65 years and older. Moreover, 63.5 percent of the residents are predicted to be aged between 15 and 64 years and only 12.2 percent to be 14 years old and younger.

# FINDING AND SUGGESTIONS

* **Provide youth with employability skills training, including vocational training, entrepreneurship education, and job readiness programs, to enhance their ability to secure decent employment** **opportunities.**
* **Support marginalized communities in developing sustainable livelihoods through income-generating activities, microenterprise development, and access to financial services, contributing to** **poverty reduction and economic empowerment.**
* **Advocate for policies and initiatives that promote economic inclusion and equal opportunities for all, including marginalized groups such as women, persons with disabilities, and ethnic minorities.**
* **Address the challenges of youth unemployment by creating** **pathways to employment through skills development, internship programs, and job placement services, thereby reducing the risk of social exclusion and economic vulnerability.**
* **Promote social entrepreneurship among youth and community members, fostering innovation and sustainable business solutions to address local challenges and create positive social impact.**

# CONCLUSION

Magic Bus India Foundation's approach to promoting productive employment for inclusive and sustainable development stands out for its comprehensive and community-centered strategies. By employing purposeful sampling techniques, the foundation ensures that its programs target those most in need and have the greatest potential for impact. Through extensive community engagement, the foundation is able to understand the nuanced needs and aspirations of the communities it serves, allowing for the development of tailored programs that address these specific needs.The foundation's focus on data collection and monitoring and evaluation enables it to track the progress and impact of its programs, ensuring that they remain effective and responsive to the evolving needs of the community. By collaborating with local governments, NGOs, and other stakeholders, the foundation is able to create a holistic approach to employment generation that is sustainable and scalable.Moreover, the foundation's emphasis on capacity building and innovation ensures that its programs not only provide immediate employment opportunities but also empower individuals and communities to create sustainable livelihoods in the long term. Through these efforts, the Magic Bus India Foundation is not only promoting inclusive and sustainable development but also fostering a sense of agency and empowerment among the communities it serves, paving the way for a more equitable and prosperous future.

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