



**Research Paper**

# **Role of Young Women in Atmanirbhar Bharat Abhiyan and Skill Development**

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## **I. Introduction**

Policy and programme priorities must include youth and adolescents if India is to fully realise its demographic potential. India boasts the world's largest young population, with one in three people under 24 years old, providing us with a special window of opportunity. Adolescents (10–19 years old) and young people in general are crucial since they will make decisions, vote in the future, and contribute to the nation. For their future, their health and well-being are consequently vital. The greatest approach to take advantage of India's demographic dividend is to invest in the country's youthful population. Increasing investments in the education, training, health, nutrition, and overall well-being of the younger generation is vital to ensure their overall well-being and their ability to contribute to the growth and development of the country. Enhancing their access to chances for education and skill development would also be essential. Over time, women have emerged as increasingly significant business owners and are now regarded as a vital resource capable of ensuring the financial stability of the Indian economy.

### **Young Women's Role and Importance in Atmanirbhar Bharat Abhiyan**

#### **A Rich Source of Knowledge, Energy, and Skills**

Young women are highly knowledgeable and research-capable, and they can identify the advantages and disadvantages of any economy or society. With their abundance of energy, knowledge, and talents, Indian youth can solve the issues that face Indian society. The issue of unemployment is pervasive in the Indian economy, and Indian women possess the ability to generate work opportunities in addition to wealth.

#### **Leadership Calibre**

Since there is a great need for leadership in all sectors for appropriate direction and resource utilisation, Indian youth women can develop and expand their leadership qualities with the right training and guidance. By developing leadership qualities in the next generation of Indian youth, their knowledge can be turned into money. On this planet, there are no waste materials or people. All that has to be done is discover their potential.

#### **Capacity to Make Decisions**

Indian youngsters are trustworthy, accountable, and open in their job, and they possess the self-assurance to make critical decisions on their own. Thus, the Atmanirbhar Bharat Abhiyan trusts in the potential of young and assumes that they make decisions without hesitation or delay, and Indian women are no different. Women has the ability to make crucial decisions and guarantee the goals of Atmanirbhar Bharat.

#### **Enduring Progress**

Investing in our female population is essential to achieving the aim of sustainable development because it sets the path for our efforts to lead to the realisation of sustainable development. Our society's socioeconomic and demographic demands can only be met if we prioritise the needs and inspirations of the women who make up our population. Their potential must be realised for sustainable development, but in order to take advantage of the opportunities that India's young talent offers, adequate skill-building must be done.

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### **Employment Generation**

The creation of jobs can also be guaranteed by utilising Indian women's entrepreneurial abilities. Investing in the leadership and involvement of young women will also be crucial. Placing youth at the centre, involving them in decision-making, and allowing them to contribute to the creation of suitable policies and initiatives would guarantee that they have an equal stake in their own well-being. The importance of women as entrepreneurs in the Indian economy cannot be overstated, as the number of female entrepreneurs in the country has significantly increased. They are having a big impact on the ability to create jobs by performing their vital function in the economy. As a result, they are working diligently and sincerely to advance our economy, and their part in promoting growth and prosperity is valuable. According to recent statistics, there are 8 million entrepreneurs in India, or 14% of whom are women. Additionally, women own 10% of all formal businesses. In India, women-owned firms account for about 20.37 percent of the MSME sector and employ roughly 23.3% of the labour force. Women run between 13.5 and 15.7 million enterprises and employ between 22 and 27 million people. They are regarded as India's economic cornerstone. Women's employment opportunities can be increased, but they can also experience less strain from working two shifts a week.

### **Routes to Important Sectors**

Women entrepreneurs in India have made a huge contribution to employment creation through innovation by introducing fresh perspectives and embracing novel strategies to interact with established businesses and industries. They are bringing in new customers and markets both domestically and internationally by developing new items. They are especially engaged in the e-commerce, fashion, healthcare, education, and technology sectors, among others.

### **Put Stereotypes to the Test**

In addition to generating additional job opportunities, the growing number of female entrepreneurs and business owners is also dismantling long-standing gender conventions and stereotypes and serving as role models for younger females. This will cause a significant change in the way society thinks. Women are now successful business owners in a wide range of fields, including e-commerce, branding, social causes, nutrition, health, and handicrafts. In addition to giving their own families security by earning a second source of income, they are also giving other women and today's youth in India access to jobs and possibilities for advancement in both urban and rural areas."

### **The Enhancement of Women's Skills in Achieving the Goals of the "Atmanirbhar Bharat Abhiyan" Making the Most of the Demographic Dividend**

The primary goal of the self-reliant India campaign is to promote the country's native products and increase capacity across all sectors. It also seeks to develop the economy as a whole by expanding its many fields. In any economy, young women and men play equal roles, but the main driver of the Indian economy is the country's youthful population. We must utilise all of the resources at our disposal if we hope to see the Indian economy become self-sufficient. These resources could be found in human or physical capital. Given the number of young women in India, women may be extremely important to attaining the goals of the Self-reliant India campaign. The campaign's goals can be met if the young female population in India develops the necessary abilities.

### **Women's Workforce Skill Development and Production**

Young women can gain the necessary information and abilities to manufacture high-quality goods and services that can be sold domestically and possibly even overseas by developing their skills through training. If we are aware of this, we have a fantastic chance to improve our ability to produce more goods and services domestically by learning new skills. They can receive training to produce things whose demand is expected to rise globally. Therefore, by fostering skill development among our female population as well, we can produce domestically rather than importing goods and services from overseas. When it happens, it will be extremely effective in accomplishing our goal of self-reliance.

### **Workforce Use of Digital Technology by Women**

Indian goods must contend with global competition, and we must work to ensure that we will be able to sustain and grow our competitiveness in the global market in the future. In the meantime, we must continue to nurture our youth under all circumstances. It is imperative that we take action and include it in order to help the younger generation comprehend the new technology and the technology needed to produce goods that are in demand both domestically and internationally. This will also help to expand the employment opportunities available to young women in India.

### **Vocal for Local**

In addition, the promotion of indigenous goods has received the greatest attention in the self-sufficient nation of India. This leads to the conclusion that, when production and consumption are balanced, Indians as a whole ought to prioritise homegrown goods.

### **Promote Our Abilities and Products**

In order to fully utilise our youthful population, we must encourage them. In addition to promoting our goods, we also need to showcase our talents, crafts, and youthful demographic. It emphasised that we should create and develop skills domestically rather than importing them from other nations.

### **From Local to Worldwide**

In addition, the primary driver behind India's goal of becoming a self-sufficient nation is the development of women's talents; we have not only concentrated on the local to the global, but also on the local to the local. This implies that we have access to our nation's labour force or major power if we wish to succeed on a worldwide scale. In order to do this, we must work to ensure that our populace is knowledgeable and equipped with modern technologies in our economy. The major goal of India is to decrease the number of outside resources that we have available to us in every area. In addition, we must add all of our own resources and use them at home. We must consider the global perspective. to produce in order to become self-sufficient and try to sell abroad

### **Women in Business**

One of the reasons we should give women skill development so they can start their own businesses They can have a significant impact on this and are deserving. Women should be able to support themselves economically in order for any society to flourish. In order to accomplish these goals, we must ensure that our young women receive the right training. Women have a dynamic capacity to adapt, are excellent multitaskers, and are renowned to take more chances as entrepreneurs.

### **Major Bottlenecks and Challenges**

#### **Inability to Obtain Capital**

Since family money and property are typically seen as the privileges of men, women often lack access to capital. Because of her limited access to cash, there is a barrier preventing other women in the community as well as herself from taking advantage of the opportunities that come with being a woman entrepreneur.

#### **Fewer Chances to Improve Your Skills**

It is a serious worry in relation to achieve and realise defined objectives of atmanirbhar Bharat Abhiyan since enough and proper facilities and initiatives have not been developed yet.

#### **The Weight of Unpaid Care Labour**

Women are more likely to be responsible for unpaid caregiving at home, young women are more susceptible to this disruption.

#### **Health-related Concerns**

Due to limited access to reproductive healthcare services, menstrual hygiene products, and nutrition, young Indian women are experiencing health issues. In 14 of the 17 states surveyed, there has been a rise in anaemia among teenage girls (15–19 years old). It suggests that the human capital is inadequate.

#### **Social Problems and Taboos**

The biggest setbacks to our society and economy have also included young girls marrying and becoming mothers at a young age, preventing them from obtaining the necessary education to become competent business owners, and crimes against women.

### **Economic Insecurity**

Economic insecurity has been a result of job losses and a lack of work options for young people. Growing financial strains on the most impoverished households pose a risk to the prevalence of adolescent females getting married off and quitting school. A barrier has been erected for girls who wish to continue higher education because of the lengthier academic programme.

### **Additional Elements**

Social preconceptions towards women and work, family commitments, growing household income have also been playing detrimental influence in the purpose of making young women in an entrepreneur.

### **Suggestions**

- 1) Development strategies and policies should be appropriately formulated and implemented to address gender-sensitive concerns such as health, education, and other related matters.
- 2) It's time to dispel the myths that prevent women from pursuing careers and to push for equal representation, income, and opportunities that also contribute to the expansion of the economy as a whole. Promoting gender diversity will enable us to uncover fresh viewpoints that spark creativity and provide solutions for some of the most pressing problems facing the planet.
- 3) Businesses must step up and establish training centres in remote areas and villages to retrain, upskill, and skill women and girls in order to prepare them for jobs in the future.
- 4) In order to meet the demand and supply for trained female labour, it is necessary to maintain a centralised skill management information system that can unify the complete skill ecosystem under a single web site.
- 5) Girls' and women's education should be skill-based and connected to the industry, making female students employable upon completion of their studies.
- 6) In order for women entrepreneurs to succeed in creating clever business models, they need be offered more opportunities for advancement and more access to capital, resources, markets, networks, and mentorship.
- 7) Advocacy and awareness initiatives are necessary to raise public acceptability of women operating enterprises. Additionally, we must all strive to build more diverse and inclusive communities that lower obstacles and provide guidance to young women who aspire to be in the field.
- 8) The self-assurance and ability to pursue careers that are deemed inappropriate for a woman raising a family, People must realise that a woman may successfully build a home and a business with minimal assistance from everyone.

Their perseverance and fortitude in the face of multiple obstacles, including a lack of opportunities for skill development, are contributing to a shift in the perception of women in business. In conclusion, Indian women business owners are significantly boosting the nation's economy and fostering the development of a more just and inclusive society.

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