

# **Young Workforce-Emerging Challenges and Actions in India**

*A Redefining perspective for youth empowerment*

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**ABSTRACT:** The youth workforce in India are playing a prominent role in transforming traditional to challenging and result oriented contribution for the success of organizations and especially in Indian demographic workforce the percentage of educated young workforce are increasing with the superannuation of the baby-boomers. The last two decades the young workforce are occupying and accounting for acquiring new skills, creativity and innovativeness. Many small, medium and large-level problems have deeply rooted in morale incapacitating the sorts, between the workforces demographically. The older workforce is at existing in the labour market like earlier, the young workforces are entering the workforce ladder in a higher level transition stage. The changes in the technology and advancement is witnessing a mismatching pace to the aging in contrast to the young workforce who are tech savvy and build with the essential skills. This scenario levies a greater responsibility on the organization's to empower and carve the Generation Y and Generation of Digital Age to implement with multiple roles to hang at the top of the accomplishment ladder. This article emphasis on the new set of roles and competencies those young workforces are to be equipped and empowered as key agents for social change and driving force for economic development and technological innovation.

**KEY WORDS:** Young Workforce, Baby Boomers, Skills, Creativity, Innovativeness, and Empower

## **I. INTRODUCTION**

In India young workforce is a rising star. India would emerge as an importer or rather management for talent through its young workforce. In our country the workforce (population aged 20-59) will surge from 486 million to 761 million by 2020 says a report. The number of graduates is expected to more the double from 43 million to 88 million. It is expected to add about 250 million to its labour pool at the rate of 18 million a year, which is more than the entire labour force of Germany. During the first four months of 2010, Indian companies have bought 34 foreign companies for about U.S. \$11 billion dollars. Statistics shows that while ten years back, only about 0.2 million people were employed in the IT industry, told the figure is touching 3.5 million. Today the bulk of workforce (around 80%) in organizations constitutes the younger generation with an average age of twenty five years. Since majority of the workforce is very young, it is worth mentioning young motivates young today. Our workplace will emerge stronger, gaining momentum and the organizations may have a hub-and-spoke model, a corporate headquarters with many satellite operations. This so called 'demographical dividend' has drawn a new interest in the HUMAN RESOURCES concepts and practices in India.

## **II. ROLE OF YOUNG WORKFORCE IN EMERGING ORGANISATIONS**

A strong current of passion runs through the young workforce in India. "Have a dream, be curious, learn, try, and invent in the organizations." Youth workforce should be strategists in knowledge, skills and talents, "unless you are empowered in the company, you can't be part of the strategic group with a narrow powered." Instead, organizations must work on young workforce to get on strategically in solving problems and working with high motivations. To start thinking in the way required to solve strategic people-related problems of the organization's the young workforce is to be required to equip with more belongingness which can acquire with empowerment. The best organization's practices for the problems are going to be developed in India by empowering young workforce. These practices greatly depend on following empowering skills

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- 1. Intense focus on customer:** The customer includes not only outsiders who buy the organization's products or services but also internal customers who interact with and serve others in the organizations.
- 2. Concern for continuous improvement:** Empowerment is a commitment to never being satisfied. "Very Good" is not good enough. Quality can always be improved.
- 3. Process focused:** Empowering young workforce will continuously improve work process.
- 4. Change:** There should be always a scope for change shift because the behavior is dynamic.
- 5. Balance:** There should always be balance between functions, workplace and behavior at workplace.
- 6. Communicating:** Communicate and encouraging honestly, open communication will empower young workforce in turn success of organization's depends.
- 7. Continous Learning:** The aptitude and ability of an individual to learn new things on a constant basis, apply his/her knowledge base to become more productive at the job, and make relevant correlations between problem and their solutions.

Organizations often witness that their growth is affected by the lack of empowerment and must therefore take an innovative approach practices. Therefore, organizations need to appraise their approach to young workforce empowerment. "You got to think again, what do I want to test for? How would I find that out?" And if organizations change their tests, they may find that the very people they used to reject earlier are now empowered. In India organization's also has to develop skills in people by empowering people to brush up their knowledge of English or improve their soft skills or social skills. However, organization may also have to help people improve their technical and management skills. This, of course, requires innovation in the process.

### III. CONCERN ISSUES FOR YOUNG WORKFORCE EMPOWERMENT

1. Distribute content logically in addition and simple with a brain-friendly fashion.
2. Orchestrate the optimum environment for training.
3. Slot the audience in multi-faceted, ingenious ways to facilitate super Learning.
4. Strengthen learning and nail down commitments.
5. Choose creative and stimulating delivering formats for "dry" material.
6. Facilitate partner and group activities applicable to learning objectives.
7. Transfer information from short-term to long term Memory
8. Plan and design a seamless, multi-sensory training that will have lasting impact.
9. Apply Accelerated learning strategies for results-boosting, super-charged training.
10. The younger generation is aliened to the concept of loyalty, even as today's relationship with co-workers talk about reliance and mentorship.
11. Young leaders incorporate an ideal communication strategy.
12. Youngsters are comfortable with web-based social networking.

### IV. YOUNG WORKFORCE-BUILDING BLOCKS

Today, organization is not only grappling with issues of attrition and retention, but also of maintaining a talent pipeline, driving high performance throughout the organization and experimenting with new compensation practices and empowerment issues. Hewitt's 2007 Top Companies for Leaders research shows that 'empowering' leaders in the open market will become increasingly risky and difficult. Hewitt's research on next generation HR has placed bold bets on areas where HR can deliver more values to business:

Next generation HR will demonstrate a causal relationship between workforce practices and business performance. HR would continue its focus on human capital measurement but would shift from 'post facto' measure to more 'predictive' measures allowing management to make better strategic decisions.

Talent management requires a disciplined and rigorous approach in the same way that organizations manage their supply chain for products and services. To drive a continuous supply of talent, organization's would not only have to look at new talent acquisition, but also at articulating future critical competencies required by the business,

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creating mechanisms for the assessment of internal talent on these competencies, development of internal talent, creating workforce empowerment planning frameworks and determine market levels.

Next generation HR will be accountable for driving performance at the organizational and individual levels. In times of fluctuations, leading companies begin to focus on empowering young workforce to higher performance from the skills, which is done by better goal alignment and higher stretch in targets and more rigorous performance coaching.

Young leaders should be prepared to manage a global workforce, which can be sourced from across the world. Young leaders need to be proficient at developing and promoting talent from anywhere and creating the infrastructure to build a high-performing global workforce. This means managing new managing types of relationships and adapting to a diverse population in terms of needs, business requirements, and cultural expectations is the order of the ,which should be equipped.

## V.EMERGING TRENDS:-EMPOWERING YOUTH

Some of the employers are creating organization structures that enhance ownership and autonomy, making young managers responsible for a high level of decision-making. Leading organizations have a sharp focus on leadership development. This includes developing the top team and a leadership pipeline for the future.

They have high-potential accelerated development programmes that offer superior development opportunities, cross –functional roles, action learning projects, accelerated vertical movement un addiction to higher fixed pay and variable pay. Choices at different life stages differ; research shows that when one is younger, the achievement motive is the strongest. Long term incentives are emerging as an important retention and motivational tool for the senior and top management levels. We find that every year, the best employer comes from the industry that is booming during the period. Does this mean that good employers only profitable sectors? The best Employers show an alignment between their people processes and business goals. The very nature of this alignment leads to engaged employees and a high level of business goal achievement. “The best organizations have a clear focus an ensuring high-performance cultures and workplaces, supported by strong performance management and a high degree of linkage to career opportunities. For the best employers, performance assessment is an effective tool and senior leaders are not hesitant to use it. It serves the purpose of supporting the business strategy”.

It is suggested that Indian leaders were less dependent on their personal charisma, but they emphasized logical and step by step implementation processes. Indian leaders focused on empowerment and accountability in cases of critical turnaround challenges, innovative challenges, innovative technology, product planning and marketing, which is helping in accomplishing the goals and objectives of the organization for organizational effectiveness.

## VI.CONCLUSION

In the light of emerging scenario the success of the organization might be achieved through developing the young workforce and tapping their skills and talents to the optimal level. Harnessing these resources is a major challenge and to be considered as the critical of the 21<sup>st</sup> century’. Where as traditionally most of the organizations are giving a side end approach towards managing, maintaining and empowering young workforce where the Young entrants are becoming scapegoats to the system in contrast to the baby boomers. It is evidence from the discussion the Indian organizations constitutes of most of the young workforce is representing the growth and image. Knowing the fact organizations are taking a side track and denying the ground realities of Young workforce role in organizations. It is the thought process that can facilitate change in the Indian organizations which are set up of challenges that Young workforce has to deliberate opportunities. The organizations personal lack in the interest of HR skills trap should be improved by adopting new models of empowerment and create value addition to organizations.

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