

## PRODUCTIVE EMPLOYMENT FOR INCLUSIVE AND SUSTAINABLE DEVELOPMENT BY NGO

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### ABSTRACT

Magic Bus India Foundation is dedicated to alleviating poverty through the promotion of productive employment, aiming for inclusive and sustainable development. This paper explores the foundation's strategic initiatives that combine life skills education, vocational training, and career guidance to empower youth from marginalized communities. The study evaluates the impact of these interventions on socio-economic outcomes, including reduced unemployment rates, increased income levels, and enhanced social inclusion. It also examines the foundation's efforts to promote gender equality and build economic resilience among vulnerable populations. Through a mixed-methods approach, including case studies and statistical analysis, the research highlights the transformative effects of Magic Bus programs and offers recommendations for replicating such models in other developing regions.

### 1. 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.

SWOT Analysis for Youth Organization

Analysing the strengths, weaknesses, opportunities, and threats of your youth organization is crucial for its growth and success. 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.
2. Identify strengths : Start by listing the strengths of your youth organization.
3. Determine weaknesses : The weaknesses or areas of improvement within your organization. Examples could include limited funding, outdated technology, or a lack of diversity in your team.
4. Explore opportunities : External opportunities that your youth organization can leverage.
5. Analyse threats : Lastly, assess the potential threats or challenges that your youth organization may face.

### 2. INDUSTRY BACKGROUND

NGOs operate within a landscape shaped by diverse industries, each with its unique challenges and opportunities concerning employment and sustainability. In sectors such as manufacturing, agriculture, services, and technology, NGOs play a crucial role in addressing labor rights violations, promoting fair wages, and advocating for environmentally responsible practices. For instance, in the garment industry, where labor exploitation and unsafe working conditions are prevalent, NGOs collaborate with stakeholders to implement

ethical sourcing initiatives, ensuring that workers are treated fairly and provided with safe working environments. Similarly, in agriculture, NGOs work with smallholder farmers to enhance productivity through sustainable farming practices, thereby improving livelihoods and mitigating environmental degradation. Across various industries,

### COMPANY PROFILE

Company overview: Magic Bus was founded in 1999 by Matthew Specie, a former advertising executive, with the aim of using sports to help children from impoverished backgrounds.

The organization has since expanded to include a range of programs that focus on education, gender equality. Magic Bus operates in 22 states across India, reaching over a million.

History: The Magic Bus organization in India was founded in 1999 by Matthew Specie, a British national who was then working for the advertising agency Ogilvy & Mather in Mumbai. Specie was inspired to start the organization after seeing the impact of sports-based programs on street children in Rio de Janeiro, Brazil.

#### 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.

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.

### 3. 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

### 4. 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.

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.

#### BUSINESS PLAN

- 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.
- 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.

#### 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.

## 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. 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.

## 5. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

### 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.

## 6. 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.
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.
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.

### 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.

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.

## 7. LIMITATION OF STUDY

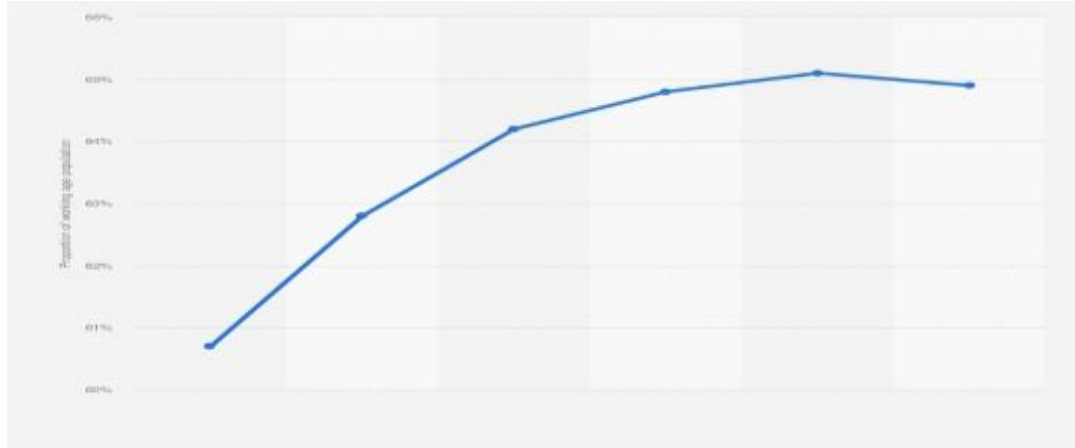
A study on youth employment and skill development encounters various limitations that can affect the validity and generalizability of its findings. One significant limitation revolves around the availability and accuracy of data. Depending on the region or country under study, data collection methods may vary, leading to inconsistencies or gaps in information.

Additionally, the dynamic nature of the job market presents challenges in capturing real-time data on employment trends and skill demands. Another limitation pertains to the diversity of youth populations.

## 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.

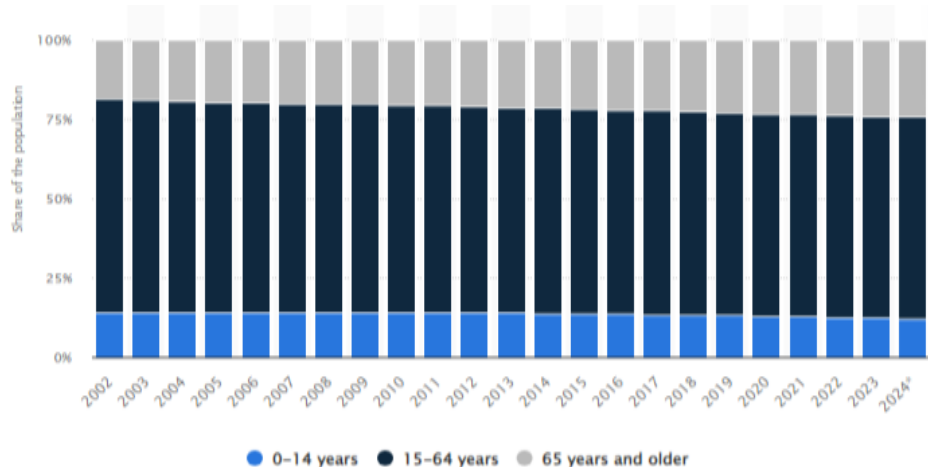
Share of working age to total population in India from 2011 to 2021, with projections for 2036



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.

## 8. 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.

## 9. 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.

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