

THE ROLE OF NEP 2020 IN EMPLOYMENT CREATION WITH SPECIAL REFERENCE TO THE RETAIL SECTOR

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ABSTRACT

The NEP superseded the 34 years old educational policy of 1986; it was launched on 29th July 2020 when the Union Cabinet approved it with plenty of hope and some positivity in direction of the holistic development of students. It aims to pave a for providing quality education to all aspiring students rich or poor by ensuring a low dropout rate. It is a significant tool with five foundational pillars access, affordability' equality' quality, and accountability, NEP 2020 creates a Holistic application-based educational platform with a special emphasis on skill development which will make the students future ready with skill-based education. This paper aims to identify concerns and pinpoint NEP 2020 the emerging retail scenario play and the most crucial role in the country's economy as it affects various sectors like food, footwear clothing textile books, music, gift articles, Jewelers, fuel, pharmaceutical sector, etc. The new education policy 2020 is aiming to develop skill-based education that employs in the retail sector, it emphasizes practical, hands-on skills rather than classroom-based learning which is needed in the Global job market. in this manuscript, the author has discussed the overview of NEP, its impact on the retail sector, the opportunities and challenges of NEP in the aspects of the retail scenario, etc.

Keywords: Education, Retail Sector, New Education Policy, Employment Creation, UNESCO.

Introduction

The entire responsibility of making the people of any country empowered and liberated is on the shoulders of the educational institutions of that country. Since the Vedic period, those educational institutions have played a major role in the upliftment of the country. According to the United Nations Educational Scientific and Cultural Organization (UNESCO), there are four pillars of education or learning. Learning to know, means providing an important foundation for learning to understand the complexities of the world. Learning to do, something new or to add something new to what is given. Learning to become something in society to establish the actualization of your potential. The last pillar is Learning to live together, which means knowing your rights, etc.

It is marked in Article 45 of the Constitution of India that it is the responsibility of the Central and State governments to provide universal, free, and compulsory education. The focus of education system in India is divided into three parts, Primary, Secondary, and Tertiary Education. The progress of the higher education system in India proved that the origin of education is from the Vedic era itself. The knowledge of our ancient literary heritage, Upanishads, Vedas, Brahmins, Puranas, etc. is received by sages. As an educational institution of ancient India, the world's largest first university was established around 700 BC in Takshashila, a tehsil of the present-day Rawalpindi district of Pakistan.

Some other main educational institutions in the Vedic period are Nalanda (Bihar) famous for Buddhist monastery, Vallabhi, Nadia, Mithila, Udantapuri Jagdala, etc. are considered to be the sources of education of the Vedic period. The history of the higher education system in India is very old, the advent of the British also played an important role in the development of the modern education system.

Charter Act 1813 in the form of a modern education system, under which Hindu College was established in Calcutta, The Elphinstone report, wood dispatch, proved to be a meaningful step in the

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direction of mass education. Hunter Commission and Wardha Scheme of Education are some of the major education systems before independence.

Now let's discuss about some of the main education systems after independence, The University Education Commission of 1948, the Secondary Education Commission of 1952, National Education Commission, are prevalent.

The first National Educational Policy on Education was implemented on July 24, 1968, on the report of the Kothari Commission, in which the development of the 10+2+3 method, the development of Hindi as a contact language, etc. The National Policy on Education came into force in 1986 and finally, after 34 years of waiting the New Education Policy 2020 was implemented with the dream of holistic development.

The retail industry is rapidly changing industry in the world. It is the fastest phase and most dynamic with easy to adopt industry due to the entry of various new entrepreneurs it contributes over 10% of the country's GDP and generates 8% of the employment for the livelihood NEP is making entrepreneurs for tomorrow because it's based hands-on skills feature that helps to citizens to learn new skills through this. NEP comes with vocational training that assists young generations in adopting lifelong learning skills that will be able to deal with the rapid rate of technology development. It will provide learning opportunities by facing real-life situations.

India has the world's 5th largest global place in the retail sector. In FDI confidence India marked as ranked 16 after reviewing the various countries.

To creation of an effective and efficient workforce in a nation is very important to an education guide college student into skill space career paths this will effectively prepare them for future jobs with the right or perfect skills. according to the new education policy, multidisciplinary institutes are expected to enrol more than 3000 or more students by 2040. NEP suggests that at least half of the Indian student population should adopt vocational training.

Objectives

- To understand the concept of NEP.
- To study the role of NEP in employment creation with special reference to the Retail sector.
- To study the current scenario of the Indian Retail sector.

Methodology

This research paper is based on a descriptive study. The necessary secondary data was collected from various websites, books, journals, magazines, and other publications.

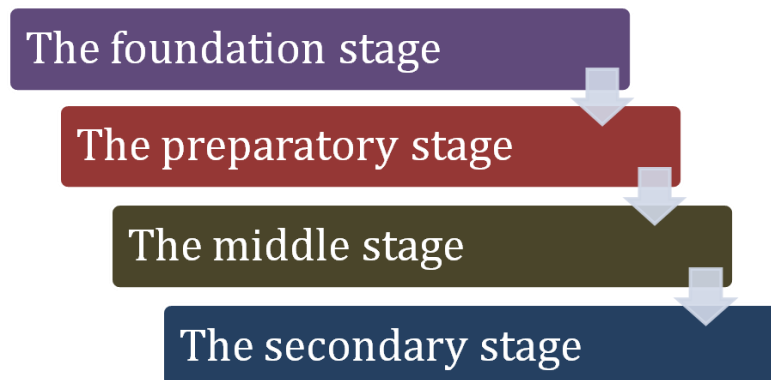
Overview of NEP 2020

The new education policy ameliorates the traits of the education system and provides skills-based training to participate in the knowledge-based economy.

The Global education development docket indicated in goal-04 (sustainable development goals 4) of the 2030 agenda for SDG acquired by India in the year 2015, looking for quality education for all till 2030.

In the NEP the curriculum will be segmented based on 5 + 3 + 3 + 4 in the place of the 10 + 2 model with a 6% investment for the GDP contribution in the growing educational sector, under this policy We are going to ready youths to face the current and future challenges with multidisciplinary and a Holistic education system.

- The NEP is based on some unique principles such as searching identifying and fostering the unique feature of every student for Holistic development in both academic and non-academics,
- flexibility for choosing their path according to their talent, and, making a career on this. There are tough specifications between various types of academic fields like science, maths, commerce & management, arts, Humanities, social science languages, sports, etc., for multidisciplinary and Holistic education to ensure unity for all knowledge fields.
- Ignore rote learning and focus on conceptual learning
- Support critical thinking for making logical and rational decisions with creativity
- focus on continuous professional development for teachers and faculty members who are the backbone of the education system



Four Crucial Phases of NEP

- **The Foundation Stage Focuses:** on 3 to 8-year-old Children and this stage has been fixed for the next five years. Anganwadi Centre provides three years of pre-school education with basic health care to the children.
- **The Preparatory Stage:** This stage covers children from 8 to 11 years, in children up to the class 5th grade, at this stage all the knowledge given in the regional languages also pay special attention and Memorial skills children to thought, computer maths, through the practical experiments.
- **The Middle Stage of NEP:** This Stage of NEP has been fixed for the next three years, in this stage the children's covered up to 6 to 8 classes, under this stage we follow a subject-based curriculum, and coding will also start with children of the 6th class. The unique feature of this stage of NEP vocational testing and vocational Internship for making eligible for employment during school education. Critical thinking and quick adaptability in the mental process for evaluating the progress of the students the artificial intelligence-based software helps to make decisions related to future growth and improvements.
- **The Secondary Stage:** This stage of NEP has been fixed for the next four years and its focus is on 9th to 12th standard children. Under this stage the students can choose their subject combination as per their choice, students can choose the subject of science as well as subjects of Arts and Commerce categories this level of NEP will help to improve.

Various Regulatory Bodies Related to Higher Education of Commission

- National Higher Education Regulatory Council (NHERC).
- General Education Council (GEC)-It helps to identify specific and unique skills that students must adopt during the academic programs. It also gives the facility to move from general to vocational education.
- National Accreditation Assessment Council (NAAC)-This regulatory body checks the quality status of the Institution and provides accreditation.
- Higher education Council- This regulatory body provides financial support for all colleges and Universities. the accoutrement related to digital and online education through digital has gained maximum Momentum in this COVID-19 era and the Central Government launched NEP also introduced changes to mashup with the changing time and demand of current Era.
- The hybrid system of online and offline education helps to avoid over-exposure to technology in school-going children. increasing the limit of online content to 40% is it helps to strengthen online learning and multiple entry and exit provide flexibility and lifelong learning.
- The Digi locker platform and academic Bank of Credit (ABC) help student study flexibility with their convenience and interest.
- With ABC student can store and move their credits from one institution to another institution.
- Electronic content will be made available for study in the regional languages of the related States.

Except for Medical and legal educational bodies there is only one single regulator to rule all the institutions which issue known as the Higher Education Commission of India (HECI) it replaces the UGC and AICTE.

As per multidisciplinary education and research University is parallel to IIMs and IITs will be made. To enrol in this world-class institution, there will be a common entrance test which will be managed by a national testing agency.

The Accoutrement Related to Advanced Education

- Under NEP 2020 it has been targeted to achieve 100 Percent youth and adult literacy by 2030.
- Linguistic diversity per NEP 2020 class 5th to 8th priority has been set to study in mother tongue regional languages.
- Ability to adopt a foreign language from the secondary level i.e., 9th class.
- At least two Indian languages are mandatory for the three-language formula.
- One more option available to reading and learning Sanskrit and other traditional languages.
- Related to physical education provisions- Along with the education skills that will also develop under 2020 all the students from the minimum class will be able to Adopt training in sports, yoga, music, dance, painting, horticulture etc.
- Opportunities under NEP 2020-In the context of state government NEP -2020 helps to improve budgetary efficiency and the better outcome for monetary and resource sharing.

In the Respect of Higher Education Institutions (HEIS)

- Opportunities for expansion and incremental enrolments in terms of ODL and digital programs with the branch campus in under countries.
- Also, enhances opportunities for private institutions in the context of research funding with a merit-based peer-reviewed process.
- In terms of faculty create better service and a healthy environment with access to infrastructure.
- Various career advancement opportunities are available through career program mechanisms and professional development.
- The MOOCs programs such as the Swayam Prabha and Diksha portals ignore the career gap and provide opportunities to continue learning outcomes.
- For improved teaching draw a rationalism of teaching and the curricular pedagogical approaches.
- Opportunities related to students like scholarships greater flexibility to course choice digital store credit through ABC hands-on learning with practical exposure internships and many more options available.
- And the precious exposure for Indian students to exchange programs and setting up foreign branch institutions in India.

Challenges Faced by NEP-2020

- Lack of infrastructure for facilitating vocational or skills-based education from schooling to higher education.
- Lack of trained teacher educators in multi-disciplinary education as well as vocational training
- Fail to adopt change in teaching methods as per the NEP 2020 there are many more methods available for dealing with students of different age groups. Shifting from the old method of lecture delivery to demonstration and practical is a tough task.
- The need for multiple language educators is also a very critical task for the institution to teach in multiple languages and the knowledge of new age group courses like codingetc. launched at the schooling level under NEP2020 bachelors in education will be changed according to current requirements.
- Coordination is the backbone of any policy and it is also the biggest challenge concerning NEP 2020. The cooperation plays a very crucial role in NEP because various states have their

schools and the state government has to come forward for the real implementation of this decision.

- Affordability in terms of funds because the NEP 2020 opened the door for Android in foreign institutions and these things are very expensive to gain admission to enter the Indian education system. It can be very biggest challenge for lower-class students to pursue higher education.
- The financing point depends on how strong the power is to spend the proposed 6% of gross domestic product as public expenditure on the educational system.

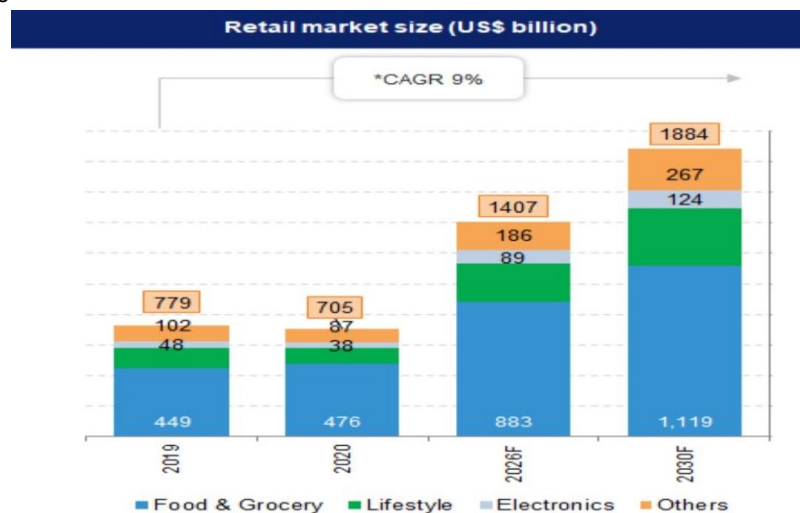
Current Retail Scenario in India

The retail industries one of the fundamental building blocks of the Indian economy and it is a very most attractive industry in the world because of many more new entrepreneurs and players that we play in this industry with new creative ideas.

Various factors affect the growth of the Indian retail market like changing demographic patterns of the consumer day by day increasing family income of urbanization and the most crucial weapon is the rapidly changing tastes and preferences of the consumer.

Size of the Retail Market

- India's retail sector is expected to increase at the rate of 9% between 2019 and 2030.
- Expected revenue of the brick and motor (B&M) retailers, is increase by Rs 10,000 to 12000 crore in FY20
- India has the third largest number of e-retail shoppers. The new -era of logistics players are expected to deliver 2.5 billion D2C (Direct to consumer) consignment by 2020.there were 1.2 million daily e-commerce transactions as of 2021.
- According to GRDI (Global Retail Development Index), India is in mark top 2 position in the world.
- Retail classification is based on the organized retail market and unorganized retail market. Organizing the retail market reinforces that the retailers are licensed for commercial and trading activities.
- And unorganized stand for the unauthorized shops and they are not following the legal procedure to run their business or nice retailing percentage in India and the rest of the data is unorganized.



Growth Rate of Retail Market

- In 2022, the retail market in India was valued at INR 91,891 billion. From 2022 to 2027, the market is anticipated to expand at a compound annual growth rate (CAGR) of over 13%. The retail market research report for India offers historical and projected market data for the country's overall retail sales.

- Due to economic recovery and inflation, retail sales in India are expected to expand at a 13.3% CAGR between 2022 and 2027.
- India's online electrical sales share is predicted to be the highest of all industries in 2027, at 54.5%.
- sales in the home industry will increase by INR 8.4 billion by 2027.

Employment Generation in Retail Sector

The boom of retail industry has created many employment opportunities. The contribution of retail sector to employment generation is 8% of total population of India. People from varied skills, talent and experience are required in the industry. There are various key sectors in retail they lead to employment generation in retail market like, food & grocery, clothing& footwear, home, electricals, health & beauty with many multinational companies ex- Reliance Group, ITC Retail, Aditya Birla Group, Tata group, Subhiksha, Shoppers Shop Raymonds etc.

JOB Opportunities in the Retail Sector

Department stores, supermarkets, shopping malls, hypermarkets, convenience stores tele marketing, discount stores, automatic vending machines, specially stores, category Keller stores food stores mom and pop stores are various organized retail formats of India.

JOB Opportunities in the Retail Sector the Retail industry is a rapidly changing sector in the world because of its revulsive nature it can be a great opportunity for career and enhancement in any skill. A retail career contributes to your creating an article or collaborative strength that can help to develop strong customer service and effective communication skills that are highly beneficial in any industry. Store summary responsibility of this job opportunity incoming and outgoing of orders with ensure racks and fully stocked merchandise at the right time.

- **Departmental Manager:** The DM's responsibilities include recruiting interviewing selecting and orienting new staff for the company monitoring and evaluating better stop performance and preparing the department will budget and forecast budgetary needs.
- **The Retail Cashier:** Cashiers work in the cash counter that deals with receiving customer payments and providing billing receipts it is also responsible for return refunds and exchange-related duties.
- **Sales Associate:** The associate is engaged in helping customers find the best product and make purchases they also welcome customers to answer queries and place new orders for sold products.



- **Customer Service Executive:** it provides service at customer service test handling all the customer problems and solutions it's also handling with an exchange providing information related to offers royalty programs and responding to questions related to the availability and delivery. Disposition is responsible for strong communication and analytical problem-solving skills.
- **Visual Merchandiser:** The merchandiser is responsible for the display of products and services in the stores and usually works closely with inventory tracking and highlighting the merchandise for sale.
- **Leadership Development Associate:** this associate is responsible for leading motivating monitoring training controlling activities related to the employment they're also responsible for training new employees for the stores.
- **The Security Officer:** loss prevention and security officer are liable for company loss control and cash handling activities. They are also responsible for creating customers checking employees and inspecting store alarms of the store.
- **The Logistics Coordinator:** The primary responsibility of this job opportunity is incoming and outgoing orders to ensure racks are fully stocked with the right merchandise at the right time.
- **Digital Cataloguer:** is responsible for preparing the digital catalogue for the merchandise presentation creating offers, etc.
- **Supply Chain Manager:** Responsible for the flow of goods and services for production to the final consumers they are responsible for on-time product delivery keeping an accurate count of products and storing them safely in the warehouse and distribution centres.

Prospect Job Opportunities with the help of NEP 2020

NEP has charismatic features that support employment creation in the retail sector. Below is the list of the summing units we just proved and NEP is a game changer plan in the education system as well as for employment creation.

The first feature of NEP that is responsible for job opportunities in the detailing industry is the exposure to vocational education in schools and also the highest education to 50% by this exposure students are for the skill-based education at the middle stage of the learning phase.

The second most crucial characteristic of NEP 2020 that is responsible for employment generation and the separation between various trees like arts, science, commerce and extracurricular activities as these all collab with the vocational streams.

The third feature that supports it is the providing internship at the stage of the middle by which the student can be eligible for employment generation during the period of school education.

The fourth teacher that shows interest in holistic and multi-disciplinary educationion with multiple time entry and exit holistic development includes physical and fitness intellectual emotional social and spiritual development of the mind and body.

This policy is putting practice on developing technical skills and soft skills in the under graduates and post graduate students promotes using steps formulation tent to holistic learning it helps to create leadership skills personality development-based thinking, etc.

Conclusion

Based on this study reveals numerous facts; that NEP significantly addresses the skill gap in the Indian education system. Due to the skilling gap supply and demand of workers will expand at a large level. According to the new education policy vocational or skill-based education is designed to sharpen the practical skills of students and have an approach toward education from the middle stage of school. It is designed with miraculous features like primary education in the mother tongue, providing internship and training from the middle stage, and the best part of NEP is mandatory coding instructions starting in grade 6th it is the finest element that will be beneficial for the nation's economy because the current trend, demand for computer science is at a peak and only expected to increase day by day.

Similarly, the NEP has worked to give birth to more skill-based workers in less time and support the trained professional employment for growing opportunities in the retail sector as well as the allied areas of this supply chain management and logistics system management

So, NEP is the supporting element to creating professional skills, with the promotion of sustainable development and it will become an investment instrument for the employment creation and fill the gap between skilled and unskilled labour.

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