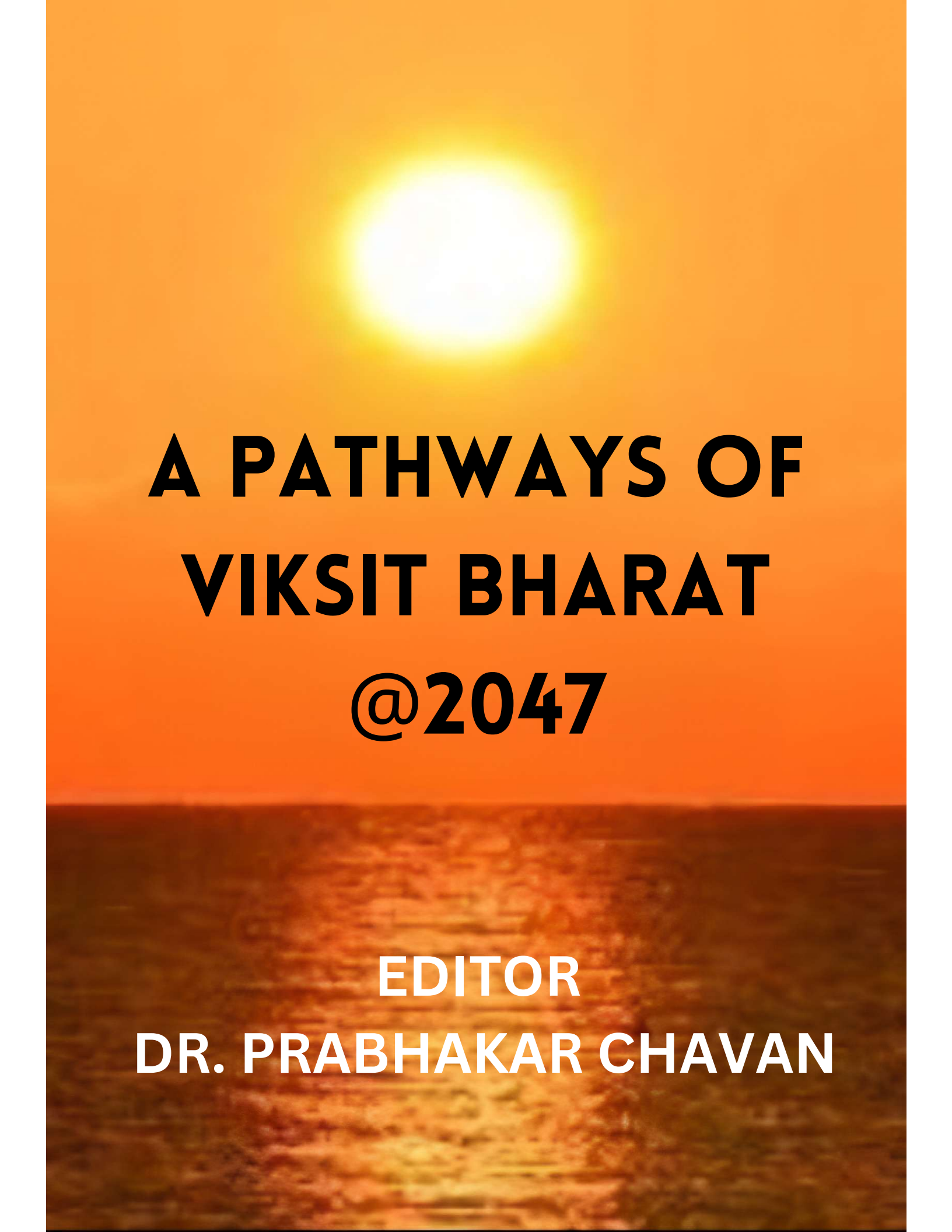




A PATHWAYS OF VIKSIT BHARAT @2047

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DR. PRABHAKAR CHAVAN**

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TOURISM CLUB AND VIKSIT BHARAT 2047 – EXPLORING EMPLOYABILITY AND SUSTAINABLE DEVELOPMENT IN HIGHER EDUCATION

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Abstract: The present empirical paper incorporates the exploratory initiatives of the Government of India since 2014. Several flagship programs of Unnat Bharat Abhiyan, Dekho Apna Desh, Understanding Lifelong Learning Opportunities for All (ULLAS), Yuva Tourism Club Skill, India and several other new programs have been launched successfully and are linked with Viksit Bharat 2047. Viksit Bharat is the landmark initiative of the Prime Minister of India to make India Vishwa Guru with the concept of 'Sabka Saath Sabka Vikas' engaging all stakeholders for the development of the country. Several programs of community, the third gender and many such initiatives were discussed, which were started by the Government of India after 2014. Several success stories and case studies have also been incorporated in this study. It has covered Tourism Club and the courses also in detail to link with factors related to employability.

Keywords: Viksit Bharat, Unnat Bharat Abhiyan, ULLAS, Sustainable Social Development Goals, WASH, UNAIDS.

Introduction

The Government of India as part of "Azadi Ka Amrit Mahotsava" coined the term, "Education for All" and also started working on 'Yuva Tourism Club' in order to promote employability through tourism. The objective is to also promote the tourism industry in India in order to achieve sustainable development and Viksit Bharat 2047. Through the initiatives that are taken, the aim is to link and promote soft skills, team spirit, managerial skills, besides promoting sustainable tourism in our country. The schools, colleges and universities will have 'Yuva Tourism Club' to nurture social, cultural, environmental and gender-sensitive environments, which is a crucial aspect for tourism industry.

India is a diverse land with a rich cultural heritage that practices unity in diversity, with a strong historical background of Indian philosophers and social reformers. The youth need to be trained and exposed to social and cultural values, which need to be ingrained as their core value systems. The young population need to become tourism ambassadors, who promote their country's rich cultural heritage across the globe. In order to promote tourism

and the employability, the Prime Minister of India called on 'Dekho Apna Desh', 'Nation First', each of these have been fundamental in promoting regions and states. The focus in the tourism industry must be brought in by emphasizing on local freedom fighters, women leaders, historical and religious places of great importance like 'Ram Temple', which is a place of great international importance and many other such places of significance.

The Tourism Club is also expected to promote "Ek Bharat Shrestha Bharat" covering Tourism, Artificial Intelligence and Natural Resources and Cultural Tourism. This concept of Yuva Tourism will also promote travel and tourism as a course and as a multi-disciplinary professional field in Social Sciences. It will cover sustainable tourism, gender, environmental components, and sports tourism with a view to opening avenues for professionals and successful entrepreneurs.

Tourism Club

The promotional activities such as slogan writing, essay, poster, quiz competition and debate competition must be emphasized through the "Tourism Club". In the field of tourism, the idea is to get the local youth involved in its activities. Educational and religious tourism as a field, must stress on the awareness of the historical places of importance and religious places of importance. The youth will also select tourism courses based on various themes of interest such as, historical, religious, social or cultural tourism. One must remember that India is a land of great diversity, with many languages, religions, and ethnicities. It has strong, social, educational, cultural and regional perspectives which need to be understood not only by Indian youth, but also by the youth of other continents who visit India.

Tourism and Lifelong Learning

The various Departments of Lifelong Learning & Continuing Education provide certificates, diplomas and some have also initiated Management of Tourism as a Master's Degree Course, especially University of Delhi. The University of Delhi under its Department of Continuing Education and Extension has scheduled Second Master's Degree in Management of Tourism under the Faculty of Social Sciences developed by one of the faculty members, Dr. Kumar Ashutosh, Associate Professor in consultation with other faculties.

Management of Tourism is scheduled to be started in order to promote employability under Viksit Bharat 2047 and to provide employability the efforts are being made to engage large scale of youth in professional multidisciplinary courses. It has provisions of credit transfer, internationalization, internship and scope of sustainable development by gender inclusion, ecology, religion, environment, social outreach and religious tourism. The University of Delhi by appointing multidisciplinary faculties intends to provide scope of employability and sustainability in higher education through this course in the field of tourism.

Tourism Club in UBA Villages

The University of Delhi under its adopted rural villages has scheduled Tourism Club in each adopted rural cluster of north and south Delhi in order to link with Viksit Bharat 2047. Each village will identify 50 boys and girls, with a total of 250 in five villages to be trained as Viksit Bharat "community ambassadors". They will be trained in soft skills, vocational skills and will also be linked to employability through strong networking and

partnership with the various ministries, corporates banks and voluntary organizations serving under Niti Ayog of the Government of India. They will not only get literacy, but also financial help, digital aid, health benefits, political aid and consumer literacy along with employability skills to link with Viksit Bharat 2047. The youth will get opportunities and scope to link with "Viksit Bharat Club".

Viksit Bharat Club

The Honorable Prime Minister of India, Shri Narendra Modi, Government of India has promised to provide the core concepts of economic empowerment and employability by 2047 to all citizens of the country. This will also cover the most disadvantaged and marginalized groups, including socially and economically deprived communities of India. They will be provided basic amenities such as water, sanitation, bank linking and linking with ration facilities.

Community Learning Centre and Viksit Bharat

While conceptualizing the academic, research and social outreach in the University during 2012-2015, MA and M.Phil programmes were started at the academic and research level and the concept of community learning centres were initiated for female sex workers, transgenders, elderly population, and injecting drug users. The community centres that have been formed for research in Tourism Studies provide all the inputs mentioned in Viksit Bharat 2047 for empowered India covering soft skills to employable skills.

The youth members need lifelong learning and earning opportunities and constantly upgrade their knowledge and skills in order to sustain themselves in a competitive atmosphere. It should not only be the task of the Government but of all the stakeholders to include public and private needs to work for sustainable development. The Government of India since 2014 worked for the farmers, women reservation bill in Parliament Ram Temple, Transgender Act 2019 and Rules 2020, Start Up India and Skill India initiatives to achieve the targets of Viksit Bharat 2047. The Community Learning Centres provided the opportunities for the vast, manpower resources in developing social outreach.

Viksit Bharat Club

Viksit Bharat 2047 will be achieved even before 2047 if we develop strong networking and partnership with the various Governmental agencies, autonomous organizations, private sector, besides the corporate organizations. The University of Delhi has adopted Jagatpur, Jharoda, Mukunpur, Madanpur Khaddar and Badarpur Khador. The cluster of villages in north and south Delhi has strong linkages with centres for literacy under National Education Policy 2020 to promote understanding lifelong learning for all (ULLAS).

Youth in the five villages in the rural cluster of Delhi are identified through community need assessment. After community need assessment, the needs of youth boys and girls, house-wives and senior citizens must be focused on. Each group must have common Unnat Bharat Club and they must also have age and gender specific clubs. They will be provided financial, digital and vocational skills for their productive engagements. The process will have the following categorization:

S. No.	Name of village	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5
1.	Jagatpur	Community Need Assessment	Group Formation as per need	Identification of team leadership training	Soft Skills	Vocational training
2.	Jharoda	-do-	-do-	-do-	-do-	-do-
3.	Mukunpur	-do-	-do-	-do-	-do-	-do-
4.	Madanpur Khaddar	-do-	-do-	-do-	-do-	-do-
5.	Badarpur Khador	-do-	-do-	-do-	-do-	-do-

(Based on planning of DU under UBA of DU 2024)

Soft skills will include financial skills, negotiation skills and youth leadership skills. Women will also be provided knowledge on legal literacy, domestic violence, how to protect oneself, knowledge on alcoholism and drug abuse. The vocational skills will link with computer skills, training of plumber, electrician, beauty, culture and other new skills while visiting Unnat Bharat Abhiyan rural clusters in Madanpur Khaddar and Badarpur in Delhi visited Aganwadi workers, adolescent boys and girls and the offices of plan India and their career centres, which would also link with the Viksit Bharat Club 2047.

Tourism and Employability

The multi-dimensional tourism field has almost 10 percent contributions in the field of employability. India has a lot of scope of travel and tourism that will contribute to Viksit Bharat. It has huge employment scope of literate, skill, semi-skilled and fully skilled manpower. It has dimensions of reservations, tour and travel agencies and their networks, food and accommodation including development of sites and hotspots for the tourists through national and international guides and experts.

The need of the hour is to develop modern training and development facilities through professional digital based training and internship leading to youth employability. It also requires proper digital facilities such as ICI network, website upgradation by engaging local tourism sector. This will promote innovative products based on comprehensive market demands.

Tourism-Roadmap-Local to Global

Trained professional manpower through regional, local efforts and public private partnership and more opportunities in this sector could be created in order to generate more employment opportunities in the country. The tourism roadmap through trained professional manpower is the need of the hour. The tourism sector accelerates employability, boosts hotel industries, service sector and local employability in the area.

Even G20 Roadmap related to travel and tourism further accelerate public private partnership and enhance local employability and engage youth, whether they are skilled, semi-skilled or even non-skilled. The goals of sustainable development will certainly be achieved through harnessing tourism as a goal to achieve the target of sustainable development.

The comprehensive sustainable long term goal of strategic planning for 2030 and beyond not only helps India but will promote goals of sustainable development. Tourism sector will help the multi-stakeholders to increase income, generate sustainable and decent employment opportunities, engage the youth through the variety of engagements, poverty alleviation, and through sustainable human development. If we see the contributions in GDP sector, it is approximately 6.25 percent and 8.79 at national GDP of total employment in India. The G20 countries were welcomed under “One Earth, One Family and One Future” in India from 9-10 September, 2022 focussed on our theme "Vasudhaiva-Kutumbakam". Several prominent Indian cities welcomed and celebrated G20 countries Summit and helped in promoting the world economy through the Indian efforts. The G20 countries promoted travel and tourism at the national and global levels with the aim of achieving Viksit Bharat 2047 through the efforts of the Government of India.

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