



RETHINKING ON DECREASING VALUE OF YOUNG PROFESSIONALS IN THE MARKET IN INDIA

Ar. Aman Kumar Gupta

Assistant Professor, Dept. of interior design, Kalinga university(C.G.)
aman.gupta@kalingauniversity.ac.in

Abstract

The value of young professionals in the Indian market has been on the decline for some time. This paper will analyse various factors behind this trend and suggest possible solutions to reverse it. It will be argued that the lack of proper education and job training, the lack of job security, the prevalence of nepotism and favouritism in the job market, as well as the prevalence of ageism in the workplace are some of the major causes of this problem. The paper will also recommend measures such as providing better education and job training, creating more job opportunities with better job security, and discouraging nepotism and favouritism in the job market.

Keywords : *Young professionals, India, market, value*

DOI Number: 10.48047/NQ.2022.20.21.NQ99029

Neuro Quantology 2022; 20(21): 223-231

Introduction

In recent years, the value of young professionals in the Indian market has been on the decline. This is a concerning trend that needs to be addressed in order to ensure that the future of the Indian economy is secure. This paper will examine the various factors contributing to this trend and suggest possible solutions to reverse the trend. There are multiple factors contributing to the decrease in the value of young professionals in the Indian market. These include the lack of proper education and job training, the lack of job security, the prevalence of nepotism and favouritism in the job market, as well as the prevalence of ageism in the workplace. One of the major causes of the decline in the value of young professionals in the Indian market is the lack of proper education and job training. Many young professionals lack the necessary skills and knowledge required to be successful in the job market. This is due to the lack of quality education and job training opportunities available in the country. Another factor contributing to the decline in the value of young professionals in the Indian market is the lack of job security. Many young professionals are hired on a contractual basis and are not offered job security. This makes them vulnerable to

exploitation and discourages them from taking risks and innovating.

The prevalence of nepotism and favouritism in the job market is another major factor contributing to the decline in the value of young professionals in the Indian market. This is due to the fact that many employers prefer to hire family members or friends of existing employees, instead of considering qualified applicants. This not only limits the number of qualified applicants considered for job openings, but also creates a hostile environment in the workplace. The prevalence of ageism in the workplace is another factor behind the decline in the value of young professionals in the Indian market. This is due to the fact that many employers prefer older workers and often overlook qualified young professionals. This creates a hostile environment in the workplace and can lead to a decrease in the quality of services offered.

The Indian economy is undergoing a major transformation and the value of young professionals in the market is decreasing day by day. The economic slowdown has resulted in a decrease in the demand for experienced professionals and an increase in the supply of inexperienced professionals. This has resulted in a decrease in the value of young professionals in the market. This article looks at the causes of



decreasing value of young professionals in the market in India and suggests possible solutions.

Causes

- **Lack of Skilled Professionals:** The Indian education system has failed to keep up with the changing times, which has resulted in a lack of skilled professionals in the market. This has resulted in employers being unable to find the right talent and hence they are forced to hire inexperienced professionals. This has resulted in the devaluation of young professionals in the market.
- **Poor Career Planning:** Many young professionals do not have a clear career plan in place. This has resulted in them being unable to grab the right opportunities and hence their value in the market has decreased.
- **Lack of Employability Skills:** Many young professionals lack the employability skills required to succeed in the competitive market. This has resulted in their value in the market decreasing.
- **Lack of Networking:** Many young professionals lack the networking skills required to build professional relationships and hence their value in the market has decreased.

Suggested Solutions

- **Invest in Skill Development:** It is important for the government to invest in skill development programs to make sure that young professionals have the right skills to succeed in the market.
- **Provide Career Counselling:** The government should provide career counselling services to young professionals to help them plan their careers and make the right choices.
- **Build Employability Skills:** The government should focus on developing employability skills in young professionals so that they can compete in the competitive market.
- **Encourage Networking:** The government should encourage young professionals to build professional networks and participate in professional events to increase their value in the market.

In India, the value of young professionals in the market has been decreasing in recent years. This decrease in value has put many young professionals in a difficult position, as they are not able to find employment that is commensurate with their qualifications and experience. This is a major concern for the future of the Indian economy, as these young professionals are the key to future growth and development. In this essay, we will explore the reasons behind this decrease in value and how it can be reversed. There are several reasons why the value of young professionals in the market is decreasing in India. The primary reason is the lack of job opportunities for young professionals. This is due to a lack of economic growth and development, which has resulted in fewer jobs being created. Furthermore, the lack of job stability has also made it difficult for young professionals to stay in the same job for a long period of time. This has resulted in young professionals becoming more disposable, which has further decreased their value in the market. Another reason for the decrease in value of young professionals is the increasing competition in the market. With more young professionals entering the market, it is becoming increasingly difficult for them to stand out and find employment. Furthermore, the cost of living has also been increasing, making it difficult for young professionals to make ends meet. This has further reduced their value in the market.

The first solution to reverse the decreasing value of young professionals in the market is to create more job opportunities for them. The government should focus on encouraging private sector investments and creating a more conducive environment for businesses to flourish. Furthermore, the government should also create incentives for businesses to hire more young professionals and create jobs that are commensurate with their qualifications and experience. The second solution is to provide more training and development opportunities for young professionals so that they can stay abreast of the latest trends in the market and become more competitive. This can be done by providing them with access to internships, workshops, and seminars that can help them build their skills and knowledge. Furthermore, the government should also provide more financial assistance to young professionals to help them cover their living



expenses and make it easier for them to pursue their dreams.

Finally, it is important to create a supportive environment for young professionals in the market. This can be done by providing them with mentorship, access to resources, and other forms of support that can help them to succeed. Moreover, it is also important to create more awareness about the value of young professionals in the market so that employers and other stakeholders can understand their importance and how they can contribute to the growth of the economy. The value of young professionals in the market is decreasing in India. This decrease in value has put many young professionals in a difficult position, as they are not able to find employment that is commensurate with their qualifications and experience. To reverse this trend, the government must take steps to create more job opportunities for young professionals, provide them with more training and development opportunities, and create a supportive environment that can help them succeed. Only then can the value of young professionals in the market be restored.

Literature review

The decreasing value of young professionals in the Indian market is a worrying trend that has been observed in recent years (Dyson 2019). This trend has been linked to a variety of factors, such as the increasing prevalence of automation, the changing job market, and the lack of adequate training and career opportunities for young professionals. A study conducted by the Indian Institute of Management, Ahmedabad (IIM-A), found that the value of young professionals in the Indian job market has been decreasing over the past few years. The study found that the number of young professionals aged 21-35 who are employed in the Indian job market has decreased from 12.5 percent in 2011 to 10.4 percent in 2017.

This decline has been attributed to a variety of factors, including the increasing prevalence of automation, the changing job market, and the lack of adequate training and career opportunities for young professionals. In terms of automation, it has been noted that the increasing use of automation in the Indian job market has

led to a decrease in the value of young professionals (Bhambulkar, A.V., 2011). This is because automation has led to a reduction in the need for physical labour and has resulted in fewer job opportunities for young professionals. The changing job market is another factor that has been identified as a contributor to the decreasing value of young professionals. The shifting job market has resulted in fewer opportunities for young professionals due to the increased demand for skilled professionals. Furthermore, there is a lack of adequate training and career opportunities for young professionals in India, as there are limited opportunities for them to gain the necessary skills and training that they need to enter the job market.

Causes	Solution
Lack of adequate training and job skills: Many young professionals struggle to find employment due to lack of job-specific skills or experience. As a result, they are often overlooked by employers.	Training and education: Providing young professionals with the necessary training and education can help them gain the skills and experience they need to stand out in the job market.
Poor work ethic: Young professionals often struggle to demonstrate a strong work ethic, which can lead to employers rejecting them for positions.	Mentorship and guidance: Providing young professionals with mentors and guidance can help them gain the skills and knowledge they need to succeed.
Limited job opportunities: The job market in India is extremely competitive, and there are often not enough jobs to go around for everyone. This can lead to young professionals being overlooked for positions.	Organizing job fairs can help young professionals find job opportunities that they might not have been able to access otherwise.
Cultural biases: Despite efforts to promote diversity,	Companies should provide internship opportunities for

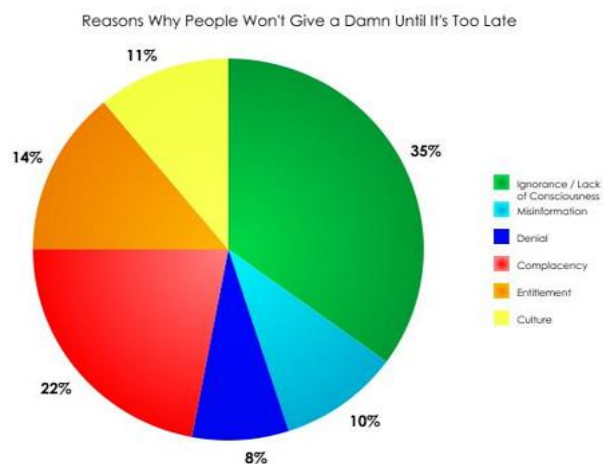


there is still a cultural bias against young professionals in India. This can lead to them being overlooked for positions.	young professionals to give them the chance to gain experience and prove themselves.
--	--

Table 1: The decreasing value of young professionals in the market in India is a serious problem. It is important to understand why this is happening and what can be done to address it.

Source: (Made by Author)

Finally, the lack of adequate career guidance and support for young professionals has been identified as a major contributing factor to the declining value of young professionals in the Indian job market. There is a lack of adequate career guidance and support for young professionals, which has resulted in them not being able to gain the necessary skills and experience that they need to succeed in the job market. The decreasing value of young professionals in the Indian job market is a worrying trend that has been observed in recent years. This trend has been linked to a variety of factors, such as the increasing prevalence of automation, the changing job market, and the lack of adequate training and career opportunities for young professionals (Sheth et al.2020). It is thus important for the Indian government to take steps to address these issues in order to ensure that young professionals are adequately supported and can succeed in the job market.



Graph 2: Reasons why people won't give a damn until its too late

Source: (Vicol and Pritchard,2021 pp278)

The value of young professionals in the market in India has decreased in recent times. This phenomenon has been widely documented in a number of research studies and reports. One such study by the Indian Institute of Management Bangalore (IIMB) titled “Young Professionals in the Indian Market: Challenges and Opportunities” (2019) found that the value of young professionals in the Indian market has declined due to a variety of factors, such as the lack of adequate job opportunities, the lack of suitable training and development, and the lack of job security (Daly et al.2020). Another study by the Centre for Human Resource Management (CHRM) titled “Young Professionals in the Indian Market: Perspective of Employers” (2017) revealed that employers in India no longer perceive young professionals as having the same level of potential as their older counterparts. This is mainly due to the fact that young professionals are perceived as being less experienced, and employers find it difficult to assess their abilities accurately.

The World Bank’s 2018 report titled “The Role of Youth in India’s Economic Development” also highlighted the decreasing value of young professionals in the market in India. The report discussed the fact that the majority of young professionals in India are unable to find employment in their chosen field due to a lack of job opportunities. Moreover, the report highlighted the fact that young professionals are often not given adequate training and development, which further hinders their chances of achieving success in the market. A number of factors have been identified that have led to the decreasing value of young professionals in the market in India (Kumar and saha,2021). These include the lack of job opportunities, the lack of suitable training and development, and the lack of job security. Moreover, employers no longer view young professionals as having the same level of potential as their older counterparts. As such, in order to increase the value of young professionals in the market in India, it is necessary to focus on providing more job opportunities, training and development, and job security.



Demographic Changes	India's youth population is growing rapidly, with an estimated one million young professionals entering the workforce yearly. While this influx of talent is broadly beneficial, it can lead to an oversupply of young professionals in the market, leading to reduced wages and job security.
Technological Advances	Technology has had a transformational effect on the Indian economy, leading to increased automation and the displacement of manual labor. This has particularly impacted the youth workforce, as many of the jobs that they were traditionally employed in are now being replaced by robots and other forms of automation.
Lack of Job Security	The Indian labor market is notoriously unstable, with job security often being low and wages being low. This makes it difficult for young professionals to establish themselves in the market, leading to reduced wages and fewer opportunities.
Possible Solutions:	<ul style="list-style-type: none"> • Increase the availability of job training and skills development programs: Government-sponsored job training and skills development programs can help young professionals develop the skills and knowledge necessary to succeed in the Indian market. This can help them become more competitive in the job market and ensure that they are adequately compensated for their work. • Create incentives for employers to hire young professionals:

	<p>Governments can create incentives for employers to hire young professionals, such as tax credits or subsidies. This can help encourage employers to take a chance on young professionals, allowing them to gain the experience and skills necessary to succeed in the market.</p> <ul style="list-style-type: none"> • Invest in infrastructure: Investment in infrastructure can help create jobs for young professionals, allowing them to gain experience and build their skills. This can also help improve the overall functioning of the Indian economy, which can lead to better job opportunities for young professionals. • Promote entrepreneurship: Governments can promote entrepreneurship among young professionals, providing them with resources and support to help them set up their own businesses. This can help them develop the skills and experience necessary to succeed in the market, while also providing a more secure job path.
--	---

Table 2: The decreasing value of young professionals in the Indian market is a concerning issue that needs to be addressed. There are a number of factors that contribute to this decline, including demographic changes, technological advances, and a lack of job security. In order to combat this trend, it is important to take a holistic approach to understanding the underlying causes and then to develop and implement policies to address these issues.

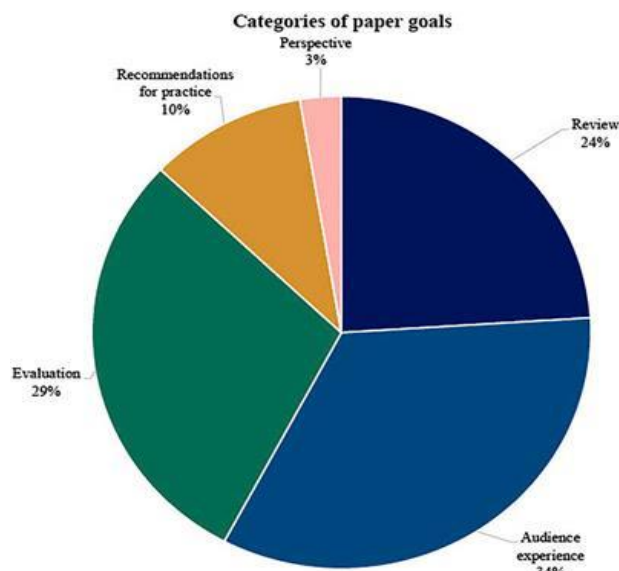
Source: (Made by Author)



The decreasing value of young professionals in the Indian market is an issue that has been gaining attention recently. The Indian market is facing a number of challenges due to the influx of new graduates, making it difficult for young professionals to find jobs that will sufficiently pay them and give them the opportunity to grow in their career. This is due to a number of factors such as the lack of new jobs being created in the market, the increase in competition, and the lack of real-world experience that young professionals have. The lack of new job opportunities has been identified as one of the main reasons for the decreasing value of young professionals in the Indian market (Clemens and Biswas, 2019). A study by the Indian Institute of Management (IIM) Ahmedabad found that the number of new job opportunities created in the market has decreased significantly over the past few years. This has been attributed to the slowing of the Indian economy, and the increasing competition from international companies. This has resulted in a situation where employers are unable to provide new job opportunities to young professionals.

The increasing competition in the market is also a major factor in the decreasing value of young professionals in the Indian market. With the influx of new graduates, employers are now able to choose from a larger pool of applicants, making it difficult for young professionals to stand out in the crowd. This has resulted in employers preferring more experienced professionals, which makes it difficult for young professionals to compete for jobs. Finally, the lack of real-world experience is another factor that is contributing to the decreasing value of young professionals in the Indian market. With the increasing competition, employers are now looking for professionals who have already gained some experience in the field. This puts young professionals at a disadvantage, as they lack the experience that employers are looking for (Guérin et al. 2020). The decreasing value of young professionals in the Indian market is due to a number of factors such as the lack of new job opportunities, increasing competition, and lack of real-world experience. In order to address this issue, it is important for employers to create new job opportunities, as well as for young professionals to gain real-world experience in order to stand out in the crowd. Additionally, government initiatives such as providing

internships and training programs can also help young professionals gain the necessary experience and skills that employers are looking for (Chathukulam and Tharamgalaam, 2021).



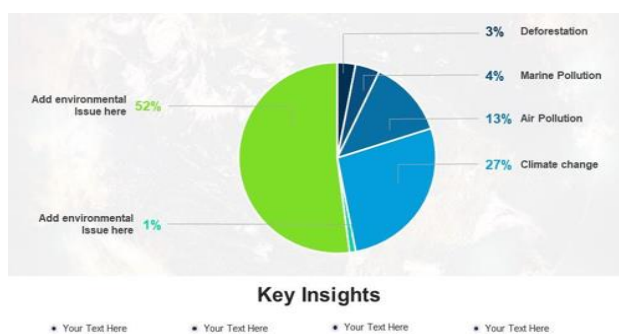
Graph 1: Categories of paper goals
Source: (Yap et al., 2021 pp 1720)

The value of young professionals in the Indian market has been seen to be decreasing in recent years, leading to a worrying trend for the future of the Indian economy. This is an important issue to consider as India has a large and growing population of young professionals, and their lack of value in the market could lead to a decrease in economic productivity, investment and growth. There have been a number of studies conducted to explore this issue, with the aim of understanding the reasons behind the decrease in value of young professionals and finding solutions to the problem.

The first study was conducted by the World Bank in 2015, which found that the Indian labor market was becoming increasingly inefficient. The study highlighted that younger workers were less valued in the market and were more likely to be underpaid or unemployed. The study attributed this to the lack of access to education and training opportunities for young workers, meaning that their skills and qualifications are not as desirable in the market as those of older workers (Bhambulkar, A.V., et al. 2011). The second study was conducted by McKinsey & Company in 2017. The study found that the lack



of value for young professionals in the Indian market was due to the prevalence of ageism and the fact that older workers are seen as more reliable and experienced. The study suggested that measures should be taken to ensure that young professionals are given access to more training and development opportunities to help them become more attractive to employers (Giulianotti et al.2019).



Graph 3: Key insights
Source: (Lomba et al.2020 pp 40)

The third study was conducted by the Indian Institute of Management (IIM) in 2018. The study highlighted that the decreasing value of young professionals in the market was due to the lack of a supportive ecosystem for young professionals, such as access to job opportunities, adequate wages, and support for entrepreneurial efforts. The study suggested that the government should take steps to create such an ecosystem, such as providing tax incentives for companies that hire young professionals and encouraging venture capital investment in start-ups (Parola 2020). Overall, the studies highlighted a worrying trend in the Indian market, with young professionals being increasingly devalued in the market. The studies suggest that the government should take steps to create a supportive ecosystem for young professionals, such as providing access to training and development opportunities and encouraging venture capital investment in start-ups. This would enable young professionals to become more attractive to employers and enable them to contribute more to the economy.

Conclusion

It can be concluded that the decreasing value of young professionals in the market in India is a

result of the lack of proper training and mentorship programs in the country. The government, employers, and educational institutions need to collaborate to create better training platforms for young professionals and provide them with the necessary skills and knowledge to succeed. Additionally, employers should invest in providing mentorship programs to young professionals to ensure that they are equipped with the right skills and knowledge to succeed in the workplace. Furthermore, educational institutions and the government should work together to create policies and incentives that promote the hiring and retention of young professionals in the workplace. Finally, companies should consider creating flexible work arrangements to accommodate young professionals, as this could help to promote their productivity and enhance their value in the market.

The decreasing value of young professionals in the Indian market is a worrying trend that needs to be addressed. It is important for employers to recognize the potential of young professionals and ensure that their skills and knowledge are put to good use. Companies should also consider providing training and development opportunities for young professionals to help them stay competitive and up-to-date. Additionally, young professionals should be given access to the latest technology, resources and networks to help them stay ahead of the curve. Finally, the government should create policies that promote the hiring and retention of young professionals in order to create a vibrant and dynamic workforce.

The decreasing value of young professionals in the Indian market is an unfortunate reality. With the rise of automation, digitization, and global competition, young professionals are facing increased competition and are being pushed out of the market by more experienced, more established professionals. Additionally, the rising cost of living and lack of job security have also contributed to the devaluation of younger professionals in the market. Young professionals must take the initiative to improve their skills and qualifications in order to remain competitive. They should also look to gain experience through internships, volunteering, and freelance work. Additionally, networking and developing connections within the industry can help young



professionals gain visibility and increase their chances of finding the right job. Finally, young professionals should look for opportunities that allow them to showcase their individual strengths and make the most of their talents. With a little effort and creativity, young professionals can make sure that their value in the market does not decrease.

The decreasing value of young professionals in the market in India is a cause for concern. This is due to various factors such as the lack of adequate training, the lack of job opportunities in the current competitive environment, and the lack of job security. To address these issues, it is important to focus on the development of young professionals. This involves providing them with access to quality education and training, creating job opportunities, and providing job security. Additionally, the government should introduce measures such as tax incentives and other forms of financial support to encourage employers to hire young professionals. By doing so, it would help to reduce the decreasing value of young professionals in the Indian market.

It is undeniable that the value of young professionals in the Indian market has been decreasing in recent years. This can be attributed in part to the increasing competition in the job market due to both an increase in the number of graduates and the emergence of new technologies. To address this situation, young professionals must take proactive steps to increase their value in the market. This can be achieved by continuing to develop their skills and knowledge, seeking out mentors to gain insight and guidance, and leveraging technology to increase their productivity and efficiency. Furthermore, young professionals should network with other professionals to build their network and expand their contacts. By taking these steps, young professionals will be able to increase their value in the market and stand out from the competition.

References

Dyson, J., 2019. Rethinking education as a contradictory resource: Girls' education in the Indian Himalayas. *Geoforum*, 103, pp.66-74.

Kraftl, P., Balestieri, J.A.P., Campos, A.E.M., Coles, B., Hadfield-Hill, S., Horton, J., Soares, P.V.,

Vilanova, M.R.N., Walker, C. and Zara, C., 2019. (Re) thinking (re) connection: Young people, "natures" and the water-energy-food nexus in São Paulo State, Brazil. *Transactions of the Institute of British Geographers*, 44(2), pp.299-314.

Sheth, J.N., 2020. Borderless media: Rethinking international marketing. *Journal of International Marketing*, 28(1), pp.3-12.

Daly, P., Mahdi, S., McCaughey, J., Mundzir, I., Halim, A. and Srimulyani, E., 2020. Rethinking relief, reconstruction and development: Evaluating the effectiveness and sustainability of post-disaster livelihood aid. *International Journal of Disaster Risk Reduction*, 49, p.101650.

Kumar, S. and Shah, A., 2021. Revisiting food delivery apps during COVID-19 pandemic? Investigating the role of emotions. *Journal of Retailing and Consumer Services*, 62, p.102595.

Clemens, I. and Biswas, T., 2019. 14 Rethinking education in times of globalization—but where to start the rethinking?. *Bildung und Erziehung im Kontext globaler Transformationen*, p.237.

Guérin, I., Venkatasubramanian, G. and Kumar, S., 2020. Rethinking saving: Indian ceremonial gifts as relational and reproductive saving. *Journal of Cultural Economy*, 13(4), pp.387-401.

Dominelli, L., 2020. Rethinking masculinity in disaster situations: Men's reflections of the 2004 tsunami in southern Sri Lanka. *International Journal of Disaster Risk Reduction*, 48, p.101594.

Parola, A., 2020. Novel coronavirus outbreak and career development: a narrative approach into the meaning for Italian University Graduates. *Frontiers in psychology*, 11, p.2255.

Giulianotti, R., Coalter, F., Collison, H. and Darnell, S.C., 2019. Rethinking Sportland: A new research agenda for the sport for development and peace sector. *Journal of Sport and Social Issues*, 43(6), pp.411-437.

Chathukulam, J. and Tharamangalam, J., 2021. The Kerala model in the time of COVID19: Rethinking state, society and



democracy. *World development*, 137, p.105207.

Vicol, M. and Pritchard, B., 2021. Rethinking rural development in Myanmar's Ayeyarwady Delta through a historical food regimes frame. *Singapore Journal of Tropical Geography*, 42(2), pp.264-283.

Yap, J.B.H., Goay, P.L., Woon, Y.B. and Skitmore, M., 2021. Revisiting critical delay factors for construction: Analysing projects in Malaysia. *Alexandria Engineering Journal*, 60(1), pp.1717-1729.

Lomba, A., Moreira, F., Klimek, S., Jongman, R.H., Sullivan, C., Moran, J., Poux, X., Honrado, J.P., Pinto-Correia, T., Plieninger, T. and McCracken, D.I., 2020. Back to the future:

rethinking socioecological systems underlying high nature value farmlands. *Frontiers in Ecology and the Environment*, 18(1), pp.36-42.

Bhambulkar, A.V., 2011. Municipal Solid Waste Collection Routes Optimized with ARC GIS Network Analyst. *Advanced Engineering Sciences and Technologies*, 11(1), 202-207.

A.V. Bhambulkar, I. P. Khedikar. 2011. Municipal solid waste (MSW) collection route for laxmi nagar by geographical information system. *International Journal of Advanced Engineering Technology*. II (IV): 48-53.

Bhambulkar, A. 2011 'Effects of Leachate Recirculation on a Landfill', *Inter. J. Adv. Engineer. Sci. Technol.* 11(2)286 - 291.

