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Employment Potential in India: Rural-Urban Divide and Female Dominance Perspective

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Abstract

The present study tries to analyze the employment scenario in terms of rural-urban regions across sectors for India with a particular focus upon observing the dominance of female employment. With a brief background of the employment conditions for West Bengal, a primary survey accompanies our study. It provides a brief account of the socio-economic condition favouring fresh female labour force. We observe that the rural sector observes a fall in employment in agriculture, which is partly absorbed by other sectors. Urban employment also shows fall in agriculture and industries, while other sectors flourish. Even though primary sector faces negative growth in employment, it still provides maximum employment relative to the other sectors. Rural regions serve more employment than urban. As rural female to male share increases, there is a trend of increase in employment among women. Services are the only male dominant sector. Urban female to male share falls in agriculture. The primary survey confirms that fresh influx of the female labour force have moderately accurate socioeconomic conditions to join the labour market.

Keywords: *Urban employment, Rural employment, Primary sector, Employment potential*

1. Introduction

India originated as an ancient piece of land with huge diversity in flora and fauna. Its presence became visible after being colonized by the British. As they discovered that India is a store-house of natural resources, they planned to overstay their welcome after entering India with the proposal of trade. Utilizing its resources to their fullest capacity would have made India at par with the position of The USA. It is the existence of these resources which can make the statement justifiable that “India was born with the zenith of potential”. The barrier that stands on the way of progress is the traditional ways of utilizing these potentials. Among the various macroeconomic indicators that reflect the level of development of an economy, Employment is the most important. Being a labor abundant economy, it can be proposed that the ability to encourage the development of productive capacity in future should be the most in this country. There are three sectors which provide for economic activities for the citizens and means of earning a sustainable livelihood. The activities included in the primary sector are agriculture and agri-allied activities. Those of secondary sector include mining and quarrying, construction, manufacturing etc. The tertiary or service sector includes banking, insurance, electricity-gas-water supply etc. Thus, the supply side of employment potential focuses on increase in employment due to increase in production or economic growth. This can be done through lowering of taxes, decreasing regulations and allowance of free trade. Keynesian unemployment, demand deficit unemployment, also known as demand side unemployment, arises with deficit in demand for commodities in an economy. This has a simultaneous effect causing reduced production and corresponding reduction in employment. The reasons for unemployment persistent in India include, high population, unparallel education system with the requirements in the prevailing job market, excessive burden on primary sector, low productivity in

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agricultural sector combined with lack of alternative opportunities for agricultural workers, unskilled workforce, etc. These include the demand side problems of Indian economy. We propose to study the potential of employment generation through two perspectives: Initially, through examining the extent of employment persistent in the economy across the sectors and then, by checking the current scenario of the economy through an analysis of the job preferences of the available labour force. Our paper consists of the following plan of study. Following the first section of Introduction, section-2, is a brief review of the existing literature. It also provides us with the background information of the existing scenario of employment in India, West Bengal and the district that our study covers. We have depicted our objectives of carrying out this study in section-3. In section-4, we have provided information about our data collection and methodology that we have used. The discussion regarding our result is presented in section-5. Finally, in section-6, we have concluded our study.

2. Brief Background of Existing Literature

2.1. Background of our study

India's economy is characterized by a dual economy with surplus labour as defined by Arthur Lewis (Ghose 2016; Lewis 1954). Diversification in employment with respect to rural-urban employment, male-female employment and formal-informal employment is observed. In the initial years of development planning, unemployment was not expected to emerge as a major problem. It was assumed that reasonable growth rate and labour intensive sectors would prevent any increase in unemployment and this expectation continued from one Five Year Plan to another during the 1950's and 1960's. However, the economy grew at a slower pace (around 3.5 as against the planned rate of 5 per cent per annum) and the labour force grew more rapidly than the increase in employment, doubling the unemployment figures during 1956-1972, from around 5 to 10 million and increasing the unemployment rate from 2.6 to 3.8 per cent (Papola, 1994). Structural change through Kuznets's process refers to the movement of labour from agriculture to industry and services in the course of economic growth (Kuznets 1957). As per historical experiences, it has been shown that with economic growth, workers tend to move from low-productivity employment in agriculture to high productivity employment in the other sectors. They initially move to the secondary sector and then follow up to tertiary sectors. Thus, the process indicated employment condition improvements. Movement of labour from the traditional agriculture to modern industry, manufacturing and services has been reflected by numerous development theories. With respect to 2011 census, rural India constitutes 68.8% of Indian population and 72.45% of its workforce. It contributes one-third of non-farm output and 46% of total employment in the country. (Chand, Srivastava, Singh, 2017). This provides us with one of the reasons why we try to observe the trends in rural and urban employment in India. During the period of economic acceleration, 2004-05 to 2011-12, we observe a tremendous fall in employment. This was due to withdrawal of female workers across all sectors, especially in the rural areas. Thus, a surge in female workforce must have an equal positive effect on total employment. This proves to be the reason for our focus on female labourforce. The real challenge that is faced by the economy is to create employment opportunities for the educated joining the fresh labourforce in near future. Based on the list compiled from the Report on Fifth Annual Employment-Unemployment Survey (2015-16) conducted by the Ministry of Labour and Employment of Government of India, West Bengal is in the best position out of all States. It ranks the lowest unemployment. Thus, we consider West Bengal in our study. West Bengal is famous for its rich diversity. Located in the eastern part of India, it has provided habitat to numerous civilizations. Thus, it possesses a significance of a historical background. It is the sixth largest state in terms of economic size. It is the second largest tea producer among Indian States, and an abundant producer of rice. The state ranked 11 in Indian states on ease of doing business and reform implementation. It is home to the second highest number of MSMEs in India. (IBEF, 2023). Among all districts of West Bengal, the capital of Kolkata holds an important place in terms of economic activities. Kolkata is a strategic entry point for markets in South East Asia. Thus the cost of

operating a business is lower in Kolkata compared to the other metropolitan cities of India. It is the most distinct district with female workers being formally employed. Thus, South Kolkata is our field of survey.

2.2. Brief Account of Existing literature

2.2.1. Literature on the rural-urban and male-female differentials with respect to India

Abraham (2009) wrote in response to the change in employment growth in India. This was after a jobless growth period of 1990s. Agricultural sector is characterized by the prevailing conditions of marginal productivity, instability on prices and stagnation. In response to the income crisis choking the farm sector, employment growth is a channel. Thus, the reserve labourforce to supplement for income required for sustenance. He concludes that the crisis in rural sectors had created forced sectoral and regional mobility of the working population. Aggarwal and Kumar, (2012) in their article had analyzed the growth-structural change-poverty linkages within the framework of New Structural Economies. Service-oriented structural transformation was observed for India. The changing sectoral distribution of GDP was unmatched with the distribution pattern of employment. Agricultural sector and other sectors with low productivity seemed to dominate employment. Other than this, permanent wage employment existed for a marginal fraction of labourers. Wide differentials in wage were observed due to the mismatch in growth of output and employment. Lack of the proper direction of structural change renders the poverty reducing effects of growth inactive. This could be solved by job creation by expansion of industries. (Behera, 2016) has examined the dynamic related to employment in agriculture. He has examined the trends in growth and employment in India. Providing a brief background of policies related to agriculture and growth, a trend analysis has also been observed in terms of labour productivity, capital labour ratio, elasticity and investment share. Lastly, an econometric model had been estimated to analyse the determinants of employment. It was found that, investment is a more growth promoting indicator compared to employment. Other determining factors include, use of high yield variety seeds, terms of trade, public investment. Chand, Srivastava, and Singh (2017) have provided a comprehensive study on the changes in the rural economy. Dividing their period of study into pre reform, post reform and period of economic acceleration, they have observed the nature of growth in rural economy. The finding made by them suggests pro-employment rural growth strategy. The rural economy of India may have experienced growth in terms of output, but also a fall in terms of employment. Their findings forecast high dependency of employment on rural regions to have serious implications. Employment in the rural sector has increased moderately in the pre-reform period, marginally in the post reform period and fallen in the period of economic acceleration. Across the non-farm sectors, manufacturing and services observed a fall, while construction faced an expansion. Various explanations were given as reasons for a serious defeminisation of workforce. The relationships between employment and globalisation in countries as well as panel of the countries in South Asian region have been investigated and there are no long-run relations between the two for India as well as the panel of the countries (Das & Ray, 2020). The results of the study carried out by Das (2022) indicate that the Indian economy is not going in the right directions so far as employment opportunity is concerned; putting a big question on attaining the sustainable developmental goal.

2.2.2. Literature on the rural-urban and male-female differentials with respect to West Bengal and its districts.

Dasgupta (1987) in his paper, dealt with the definitional and conceptual problems related to urban areas of West Bengal. He provides a historical background of evolution of urbanization patterns along with reference to certain case studies. This phenomenon has altered the growth in rural as well as urban areas. The author tried to study it. District wise analysis in terms of rural-urban population, yield and gender ratio was made by him. The author concludes that, the pattern of urbanisation of one of the important Indian states, West Bengal, is distinct from the alternative pattern of decentralized urbanization as observed in Punjab, Haryana and Kerala. The cause behind the distinctiveness must be due to differing

land tenure system, the colonial economic policies and course of economic development post independence. The paper provides major evidence on the importance of West Bengal as a State of India and Kolkata as a district. Bhaumik (2002) has provided a descriptive research on the conditions prevailing with respect to employment/unemployment prevailing in West Bengal. It provided state specific understanding for the trends and dimensions of employment. Analysis and projections of employment segregated under rural and urban divisions as well as under male and female divisions were done in details. The study of employment was done under the definition of Casual Daily Status. A comparative analysis was performed between the different states of India and West Bengal. Such comprehensive analysis helped in providing policy prescriptions to combat adverse situations on unemployment. Chakraborty and Chakraborty (2010) had provided an in depth study on participation of female workforce and gender differential with respect to earning in West Bengal. They observed that, with increase in literacy, women moved away from low skilled activities. It is observed that, with increase in Muslim population, female workforce participation falls. The nature of work also influences female participation in workforce. Predominance of home-based work has more female workers. An earning function was estimated for men and women which shows low differentials in earnings. A successful research has been performed on the factors effecting female employability with extensive study on two districts. Thapa (2015) provided a brief description on the performance of agriculture and its effects on employment and wages. It seems to underscore the marginalization in the rural region livelihood. With special focus on West Bengal, the findings reveal deceleration in production growth and yield of food grains. The chronic problem of unemployment along with the huge differential in farm and non-farm sector between Indian states and West Bengal was observed. Thus, the underlying factors of the employment situation and government policies undertaken to take control of mounting unemployment is an example of positive intervention. Biswas (2018) has investigated worker participation rate of women in West Bengal. It is believed that female worker participation acts as a driver of growth. Employment potential can be thus shown as the methods of growth in employment accelerating overall growth of the economy. Author states the relationship between women's engagement in market for labour and overall development economy is complex. It is observed that, the male-female gender gap has decreased slowly. Female workforce has relatively lower participation rate compared to males making their share fall. Rural women are observed to enjoy more participation than in urban. During 2011-12, casual employment of the rural women was greater than urban women. Most rural women work long hours in poor work conditions. Goswami (2019) has made a case study on rural West Bengal with respect to marginal and falling female workforce participation. It was observed that, the social, demographic, cultural, economic and ethnographic spheres within the geographical area of West Bengal demand a village level analysis. To satisfy the demand, an enquiry is made with respect to this article. Six districts were studied which were selected according to their female workforce participation rates. Factors which provide labour force participation include availability of work, increase in literacy rate, health, nutritional facilities transport, etc. Chaudhuri (2019) in her study, identifies socio-economic determinants with respect to the share of earnings to total household income. A primary study on 300 households with focus on women in slums of Kolkata was performed. The results of the survey conclude that, the poor adopt 'survival strategies' for existence. The analysis concludes heterogeneity among female slum dwellers' paid activities, and the intense 'informalization' of their employment. The findings of the study confirm women's employment and earnings are not influenced by caste and educational attainments of women belonging to BPL families. Women being the head of such households provide a bigger share to the income portfolio of the family. Contribution of women to family income is inversely proportional to family size in such socio-economic backgrounds. Similar study is observed by (Mandal, Mukherjee & Sikdar, 2016). Bhattacharyya and Chaudhuri (2021), in their paper, have used primary survey of 100 working women to determine the trend of defeminisation of labour. They also tried to analyse the pattern of women's participation in Indian labour force, with special reference to West Bengal. With increase in female literacy, gender deference in economic participation can be observed with clarity. The convention of gendered work division is a prevalent part and parcel of Indian society. In order to make holistic development possible, equal or at least considerable participation of women is observed to be an

important aspect. Factors that seem to impact female employment are, education, demographic profile of society and cultural taboos. Out of all districts, Kolkata is the most distinct, with most female workers in the formal sector. The paper concludes that, gender inequality is greater in agriculture based economy like West Bengal, with fights with respect to social hindrances are inevitable.

3. Objectives of our Study

The objectives of our study are, firstly, to observe the trends in rural and urban employment in India. Secondly, we try to observe the trends in female to male share of employment in India. Lastly, we try to examine with the help of a primary survey, whether the socio-economic conditions faced by female workforce in South Kolkata are the same as that observed throughout literature.

4. Sources and Methodology

In order to capture the nature of employment in the dual economic structure of India, statistical data on employment and unemployment is generated principally by the National Sample Survey of Employment and Unemployment conducted since (1972/73) every five years by the National Sample Survey Organisation which is a constituent of the Central Statistical Office. Data for our study is taken from the same source considering the 32nd, 38th, 43rd, 50th, 55th, 61st, 66th and 68th rounds respectively. The main source of the secondary data for our analysis is from the reports published by Ministry of Statistics and Programme Implementation. The primary survey used in our data is a selective sampling of a group (of approximately 350 students) fresh labour force¹². We try to observe whether their preferences towards the sectors in which they are seeking jobs are in lieu with the employment potential in India. Data was collected from a group of around 350 students. The data were collected on

1. Name of the students
2. Name of the school from where they passed out
3. Their residence.
4. Their medium of conversation
5. Qualification of parents
6. Family income
7. Subject combinations chosen
8. Reason for stream selection
9. Ability to speak English.
10. Whether computer trained-
11. Job preference ranking
12. Need for computer training

The inferences of employment potential are obtained through trend line analysis. For gender based potential we consider the female to male share of employment. It is the ratio of female employment to male employment which reflects the dependency gap between the two.

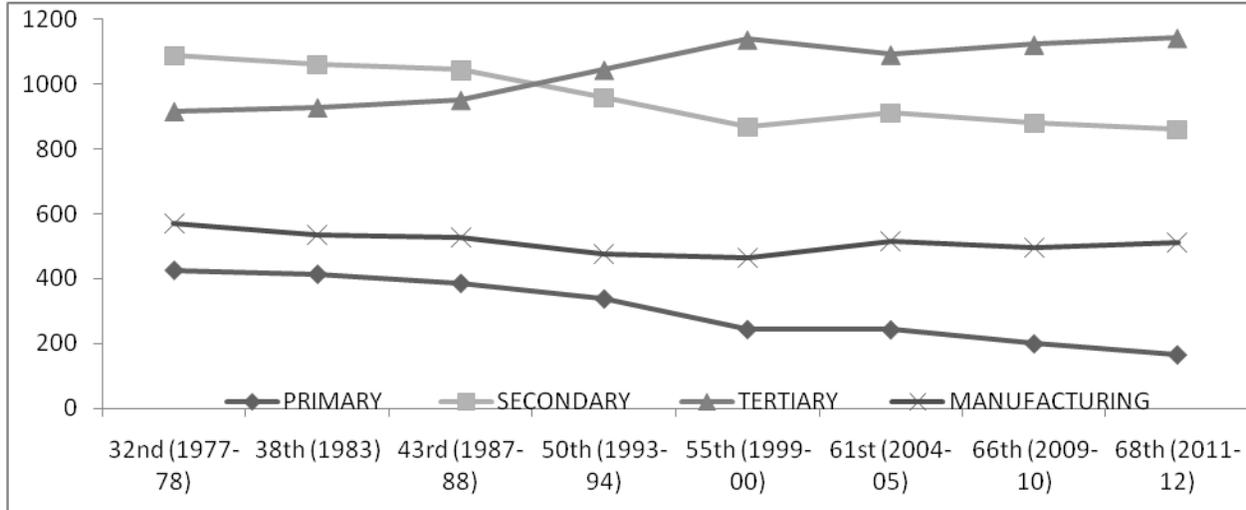
It is observed that female labour force participation, an important indicator of the improvement of the prevailing employment conditions and the difference in localization plays a major role in employability. Thus, the plan of our study follows employment potential with respect to Rural Urban development constraint and gender inequality constraint. In order to observe the parity with the current scenario, the analysis of the primary survey has been considered

5. Results and Discussion

5.1. Results on All India analysis.

We start by analysing through graphical representations in trend of employment in Rural India, Urban India and Male and female employment respectively.

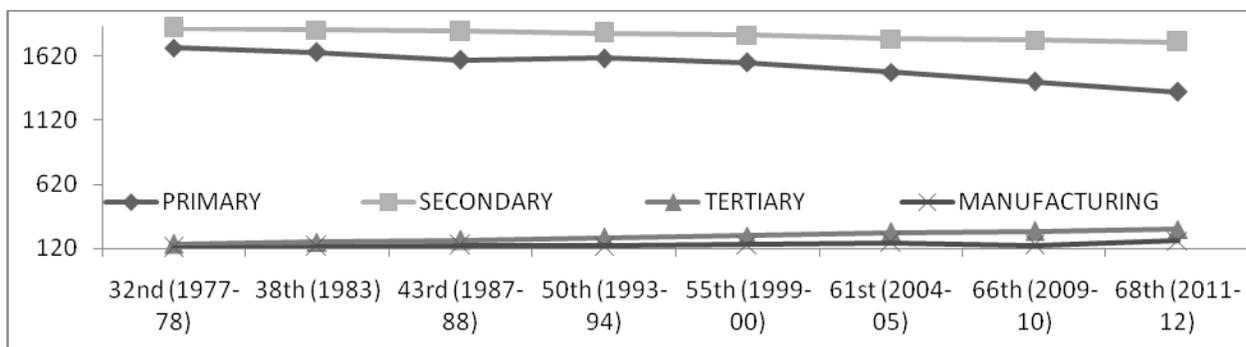
Figure 1: Urban employment across sectors in India.



Source: Data from mospi.

Figure 1 depicts employment in the urban regions in India. The tertiary or services has employed majority. In 1977-78, Secondary sector or industry was dominant in employment generation which later fell and was substituted by services. Agriculture employs the least among the three and the trend shows that it is employing far less amount overtime. Manufacturing employs a lot greater than the agriculture. It is considered separately as per literature, it acts as a driving force of economic growth and employment creation. Thus we can infer that Services show a growing trend of employment and dominates in its capacity to absorb more of the labour force. Services and industries trend scissor each other during the 1980s which means that at that point they were at parity with respect to employment level. There is a convergence observed Secondary sector as a whole and manufacturing, a component of the sector. This implies that the number of people gaining work in the manufacturing sector is increasing, but the other subsectors in the industrial sector are losing their ability to employ. A divergence is observed between manufacturing and services which imply that services is capable of employing more than manufacturing, though both sectors show increasing trend. Our results are supported by Chand, Srivastava and Singh (2017).

Figure 2: Rural employment across sectors in India.

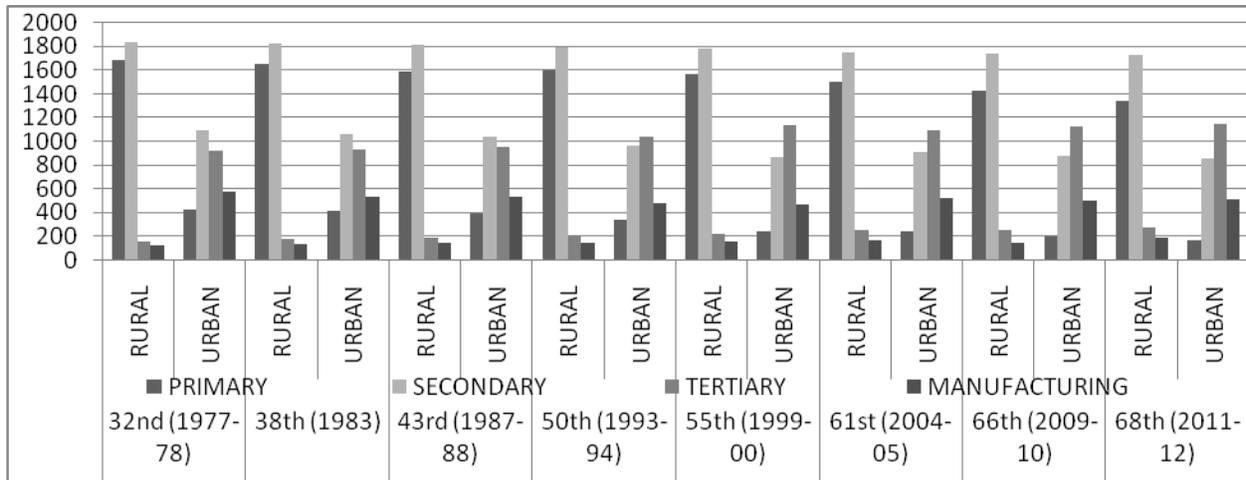


Source: mospi

Figure 2 depicts that Industries are at the zenith of employing the rural labour force. The Industries employ most of the people in the rural sector, though it depicts a slightly decreasing trend. The second highest employer is the primary sector its trend shows a further decrease overtime. Tertiary and manufacturing sectors though gradually increasing in employment level are quite low with potential of generating employment. Thus, it is possible to conclude by observation that Industries dominate as a whole in generating employment in the rural sector, though it is facing a low rate of employment generation. With a falling employment in primary sector, we observe government taken interventions, help in financial inclusion in the sector.(Das, 2015). Our results are supported by (Chand, Srivastava & Singh, 2017).

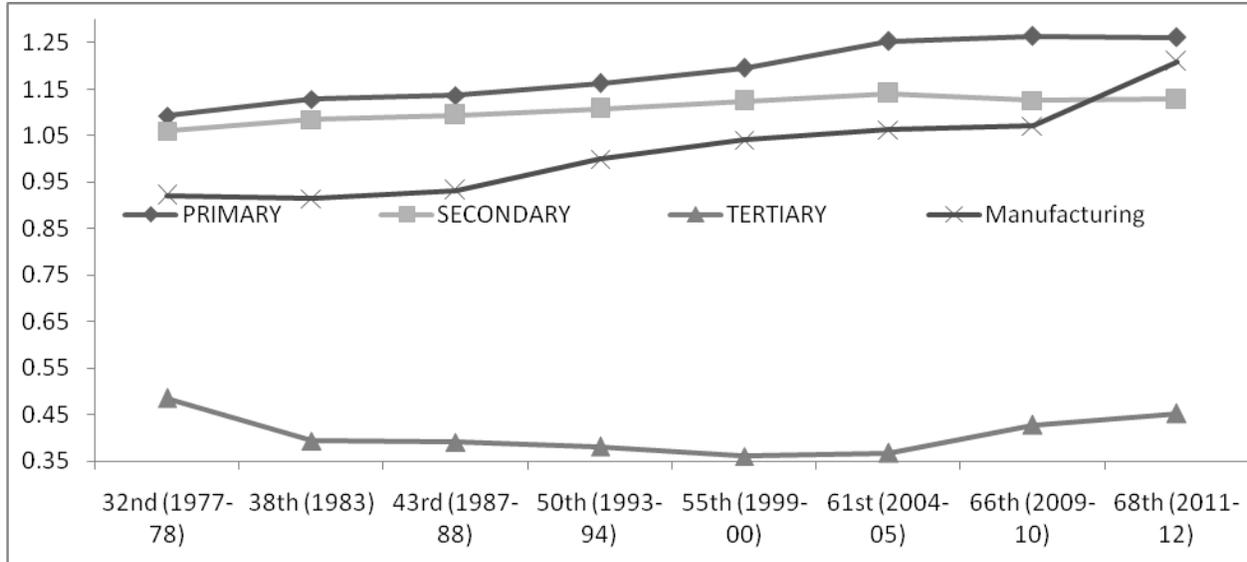
Figure 3 provides a comparative analysis of the rural and urban sectors combined to see which sectors are the most efficient in employment generation; we observe that, Industries (secondary sector) as a whole have dominated in generating the maximum amount of employment. The least has been provided by manufacturing. Thus the ability to develop and gain momentum in absorbing labour force is of this sector. In other words we can state that it has the maximum potential to grow if favorable policies are implemented by the government. Our results are supported by (Chand, Srivastava & Singh, 2017).

Figure 3: A comparative analysis across sectors in the various rounds of the surveys.



Source: mospi

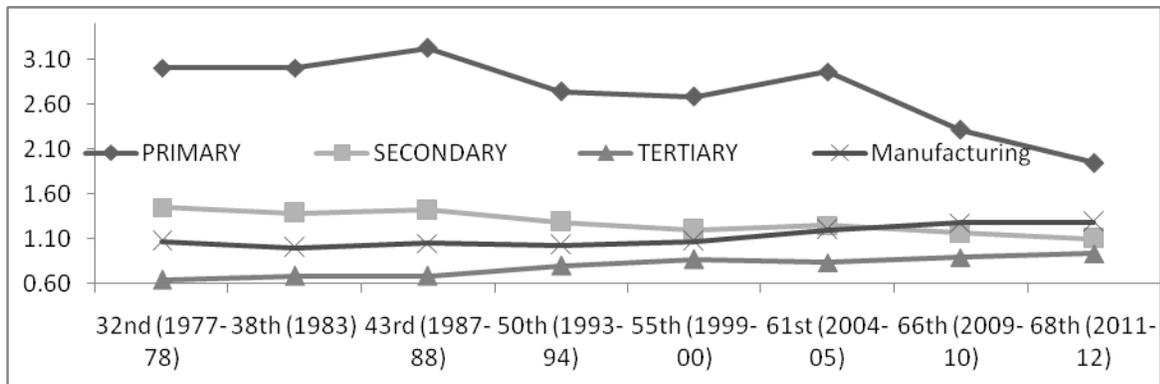
Figure 4: Rural female to male share in employment.



Source: Author’s own calculation from mospi.

The males in the rural sector mainly receive employment in Industries, followed by agriculture. Services employ more people compared to manufacturing. Thus manufacturing is the least employing sector. We observe a converging approach of the four trends where services absorb most of the workers. Secondary sector employs female population most though it gradually falls. The second most popular sector is agriculture, but with a fall overtime. Manufacturing and services have the lowest employment absorption so far. Thus, it has the maximum scope of improvement. Figure 4 tries to estimate of employment potential with respect to female employability is an indicator of gender dependency. The most interesting part of the research is that female workforce occupies the major share of employment between the two genders. Service is the only sector where male dominates the female. Agriculture is dominated by female workforce. In Rural, Manufacturing which was the third in order of female employability becomes highest. Secondary sector is increasing. Manufacturing sector comes out to be a sector of most employment potential as we observe that there has been a shift from male domination to female domination. Our results are confirmed by (Mazumder & Neetha, 2011), (Ragarajan et. al. 2011, 2013), (Kannan & Raveendran, 2012), (Abraham, 2013), (Chand, Srivastava and Singh, 2017).

Figure 5. Urban female to male share of employment.



Source: Author’s own calculation from mospi.

As for male employment in the Urban, the descending order of employability is Services, Industry, Manufacturing and finally agriculture. They tend to grow at the same rate overtime. Primary sector employs the most. Dynamism across the sectors in terms of employability is observed for women in Urban. Initially, Industries were the highest employers. With time three scissor situations is observed, Industries and services sectors have been under the pressure of a competition for being the most employment generating sector. There were two scissors between the two trends. The first in the late 1990s, with a falling industries and a rising services following in the 2004-05 with a falling services and recovering industries are both at moderate rates. At the end, it is the services which perform best with respect to employment generation. The third scissor occurs with an increasing manufacturing sector and a falling agriculture. Here, the same phenomenon of falling secondary and rising manufacturing is observed, where a convergence is approaching. This may be due to shift of working force from other forms of industries to manufacturing. Figure 5 tries to show the trend in the female to male share of employment. In the urban, we observe that services still remain to be male dominant, though with gradual increase in male to female ratio, it will approach female dominance. Manufacturing retains its feature of increasing female dominance, where as agriculture in having a reversal of dominance. Male workforce is increasing in the agriculture sector. Industry has almost reversed its dominance. Thus, Services and manufacturing has a huge employment potential in favour of female. Our results are confirmed by (Mazumder & Neetha, 2011), (Ragarajan et. al. 2011, 2013), (Kannan & Raveendran, 2012), (Abraham, 2013), (Chand, Srivastava and Singh, 2017).

5.2. Discussions on West Bengal based on Literature.

- Post liberalization, there was a sharp fall in employment leading to West Bengal ranking first among fifteen major states in India. The loss in employment was 755 males and the rest female.
- Rural regions have faced relatively severe loss in employment compared to urban. Thus, a clear impression of West Bengal being subject to employment setbacks since 1993-94 particularly in rural areas was confirmed by annual growth rates.
- Females in West Bengal have been in an unfavourable situation with respect to employment, as the male-female division of employed show 85% of the present employed to be male.
- West Bengal is a predominantly rural economy. Agriculture, agri-allied activities, manufacturing, trade (wholesale and retail) and services have been important employment generating sectors. With a predominant loss in employment, manufacturing, trade and service sectors have been capable of reabsorbing three-fourth of the workers in the urban sector. Rural females have lost more employability compared to the male workers. The same situation holds in the urban regions. These conclusions have been drawn from analysis in literature specifically, Bhaumik, S.K. (2002), Chakraborty, I & Chakraborty, K. (2010) and many more.

5.3. Analysis on employability of fresh female workforce in South Kolkata; Primary Survey

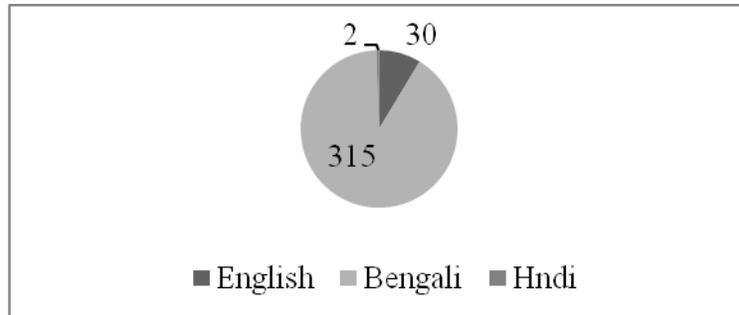
We have now come in terms with the fact that the female workforce especially in the rural has a huge potential in the level of employment in India. A primary survey has been constructed on female youths ready to enter the labour force. The selective sampling has been performed in a state of West Bengal. All the figures are made from the calculations of the data available from survey. It is observed that all our results are in accordance with literature, specifically Goswami, D. (2019), Chaudhuri (2019) and many more.

We begin our analysis with the distribution of children who have arrived from institutions offering different medium of communication. We see that Bengali offers the comfort zone of majority.

From figure 6 we conclude that, thus with around only 9% of the students belong to the non-Bengali cult of medium of colloquial exchange. They refer to the minority of the existing population. In today's globalized economy, it is more important than ever to be able to communicate with colleagues from all

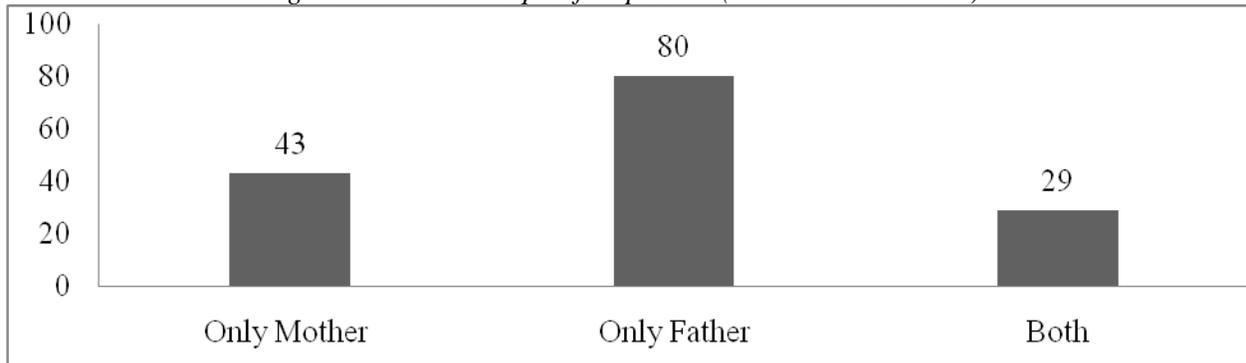
over the world. If you cannot communicate effectively in a common language, it will be difficult to build relationships and trust with your colleagues. Our respondents face the problem of medium of communication. This is importance to be taken care of to increase the potential of employment.

Figure 6: Medium of communication.



Source: Author's own calculations.

Figure 7: Those with qualified parents (Graduate and above).

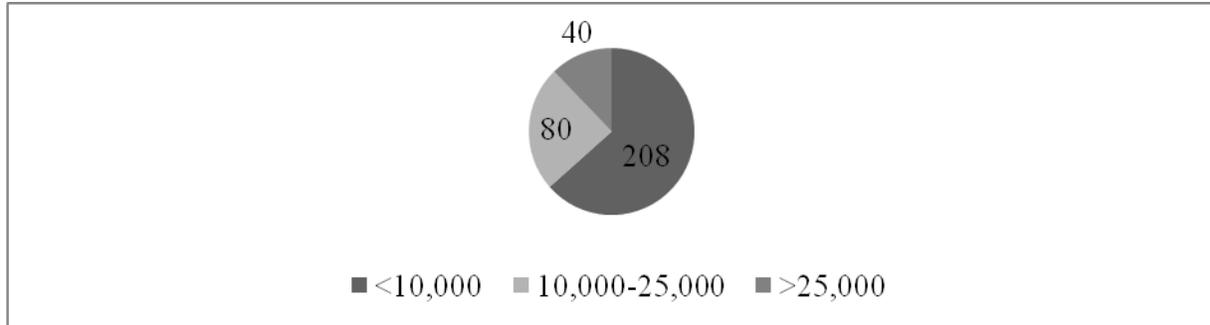


Source: Author's own calculations.

From figure 7 we observe that, the students come from a background where their parents have basic education. A few of them are wards of graduate couples. The father being a graduate is nearly twice than the mother being one. It's clear that parents' education is a key determinant of expanding or contracting career aspirations for children. In the absence of proper guidance, children look for easy fixes and quick employment options. Most such kids end up taking Arts or Humanities or some vocational training to gain employability.

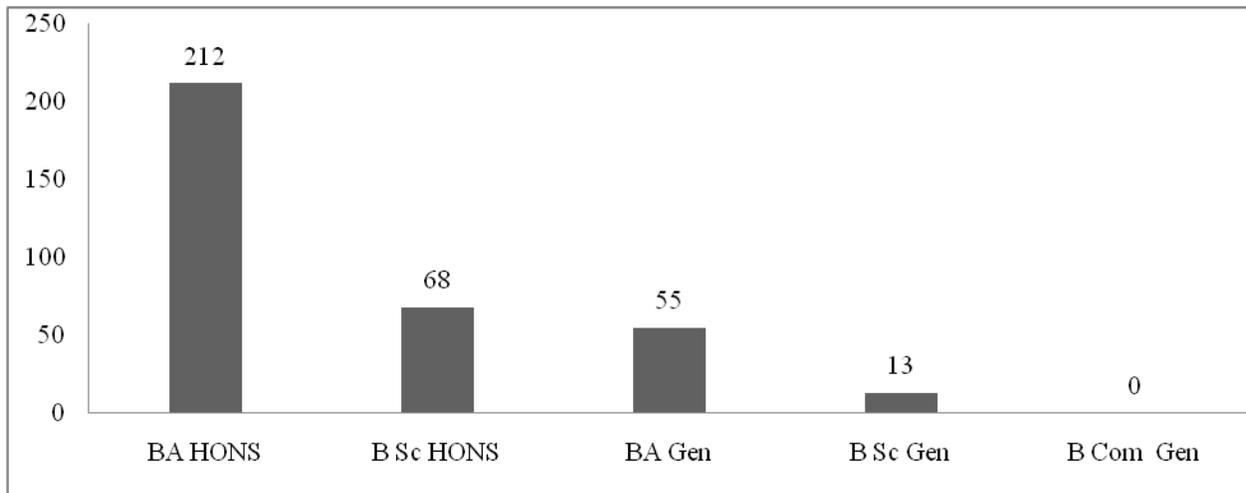
From figure 8, we analyze the immediate social background from where the students have originated are studied so as to check whether there is a possibility of high dropout rate prevailing and we observe that majority of the students come from a subsistence income levels. This implies that there is prevalence of high dropout. Studies have shown that a lack of or inadequate family income is often cited as a common impediment towards pursuing preferred career choices. Additionally, family income has been found to affect career maturity in adolescents, with higher income families having a positive influence on career development.

Figure 8: Family Income.



Source: Author’s own calculations.

Figure 9: Choice of subjects for Course.

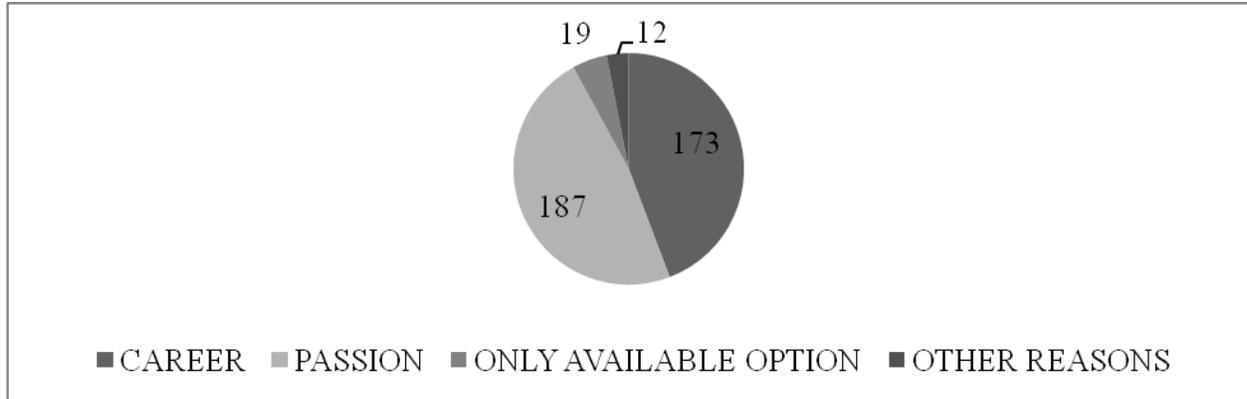


Source: Author’s own calculations.

In figure 9 we observe majority of the students are enrolled in B.A. Honours courses (B.Com. has been left unaccounted from the survey). This is the section which is the most prevalent to students opting for a job. Most of the competitive examinations evaluating the potential of candidates do assess on the subjects which the course offers. Interestingly, Most of the students enroll in the same subject. Such a choice of subject provides better spatial awareness, increase in critical thinking skills, gaining skills to promote citizenship and compatibility with surroundings. Other positive aspects include increase in cultural awareness, an increased understanding of scarcity and choice in work environment and current events, a respect for the roots and increased knowledge of world affairs. This makes them job-ready. Employers have an incentive to employ such aspirants.

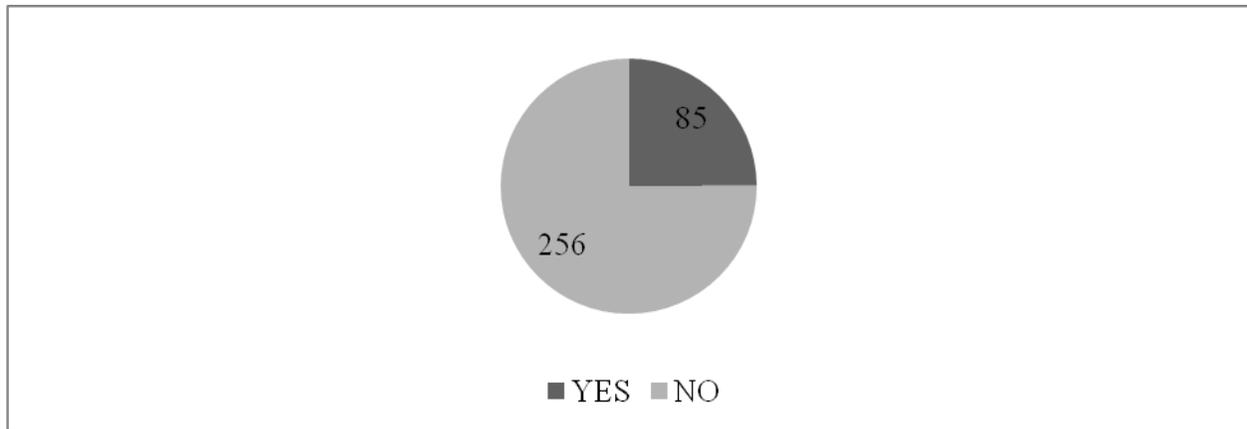
Figure 10 provides information on passion for the subject and career oriented viewpoint has been the driving force behind their selection of their undergraduate subject combination in majority. Majority shall opt of Post-graduation and later take up a job after college. The main reason behind this is to capture most of jobs. The gap between higher study and job orientation is very low, which confirms our analysis.

Figure 10: Reason for stream selection



Source: Author's own calculations

Figure 11: Ability to speak English

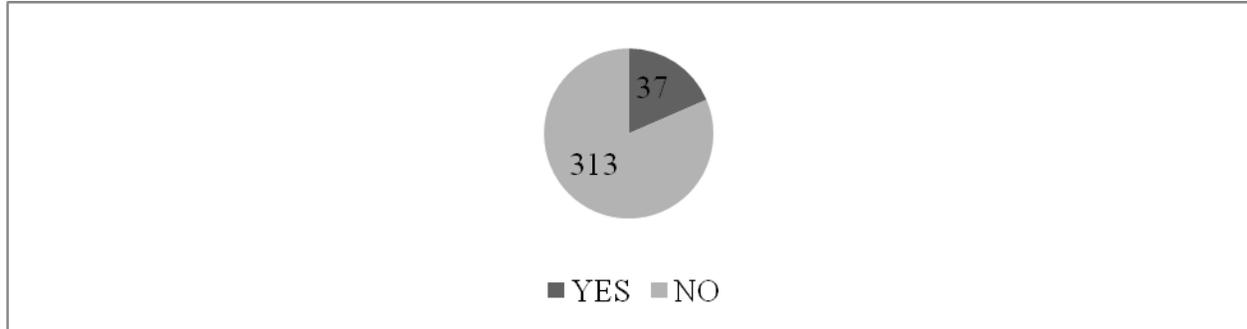


Source: Author's own calculations

Though most aspiring labour force have the regional language as their comfort zone in communication, they are highly efficient in English communication as well. This gives a positive point to enhancement of employability. Figure 11 states most of the students are highly efficient in computer training.

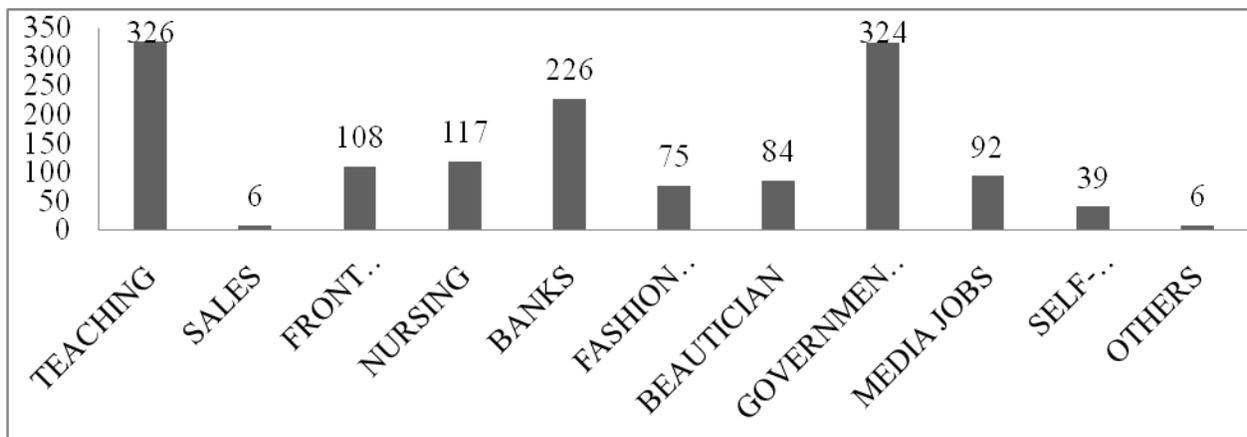
Figure 12 shows that our respondents are trained with basic knowledge of computers. Strong computer skills allow you to communicate effectively with colleagues, clients, and partners using email, instant messaging, video conferencing, and other digital tools. Computer tools and applications can provide valuable insights and support for problem-solving and decision-making. In the present world of Digital India, cent percent of the population have easy access to technology. This helps people to be aware of their surroundings. This also works for our respondents.

Figure 12: Computer trained



Source: Author's own calculations.

Figure 13: Job preference ranking

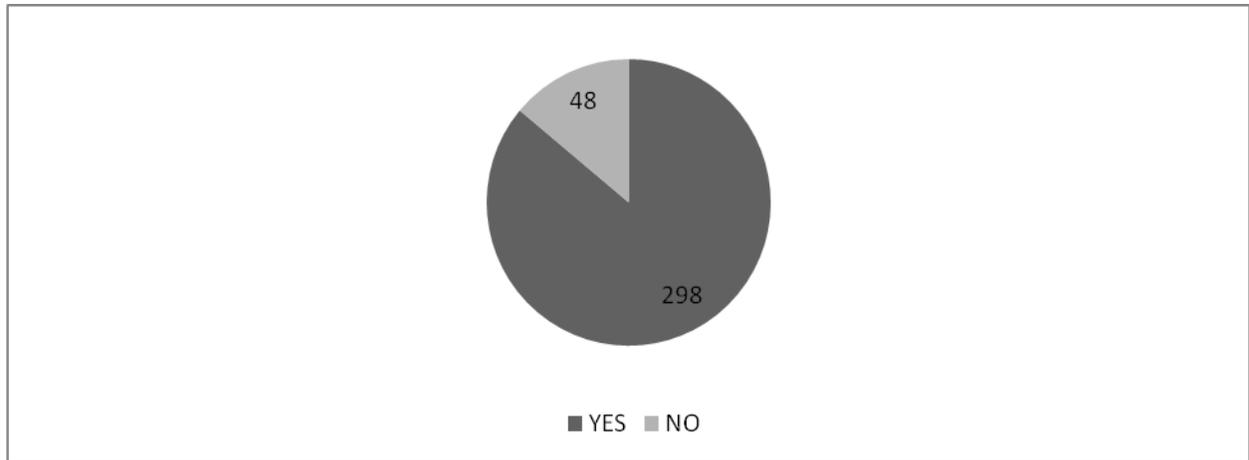


Source: Author's own calculations

Figure 13 proves a per job preference ranking, we observe that our sample results are at par with the previous analysis which we have performed on an all India basis. Most of the jobs opt for a secured form of life. Government jobs in the manufacturing sector does attract majority of the students. As for teaching, a more secured form of service, do attract the most, but the difference between the two is negligible. This is a point of pride for us to see that the new entrants in female workforce are parallel with the present trend of the progressive society. Figure 7 provides us with a scenario of low training in the professional use of computer. This includes that use of computer in analytical purposes.

Figure 14 shows that most of our respondents hail from schools in regional locations, it poses a disadvantage. Relatively few are apt in working with computers which poses a major disadvantage in the digital based environment of education. This has a solution as our college has efficient computer learning environment and classes provided are worth taking. Thus, most of the students would like to have further participation in such career oriented programmes for their own benefit. Thus we also see that there is presence of huge employment potential which needs to be tapped by the employers.

Figure 14: Requirement of career orientation programmes



Source: Author's own calculations.

6. Conclusion

Literature conveys to us that manufacturing and services are the two most dynamic sectors of employment generation. Tertiary sector dominates in providing employment for the Urban regions. Manufacturing progresses at a gradual rate. Workers shift from other secondary sectors to manufacturing while agriculture as employment generating sector falls. This proves manufacturing and services to have the potential of employment generation in Urban sector. The Rural sector being abundant with the gift of nature is supposed to be dominated by primary sector for employment. A paradox emerges as the secondary sector dominates in employment (though with a falling trend). Workers denied employment in these two sectors find employment in services. Manufacturing employment growth is very gradual implying a marginal share of denied industry-favoring workers finding jobs in manufacturing. India has a huge demographic dividend in population which is not converted into labour force. Workers queue up for well paid jobs. Manufacturing sector can provide with necessary conditions of absorbing the most of such fresh employment in future if government and entrepreneurs provide with sufficient financial and infrastructural support. Female in rural regions are generally employed in agriculture and industries where manufacture and services grow marginally. Thus sectors accommodating the most are falling in employment potential with time. Industries and services have been under the pressure of competition for being the most employment generating sector among Urban women. Services perform best in the scenario. Approaching convergence between secondary and manufacturing implies shift of work force from other forms of industries to manufacturing. With time, primary sector employs most among urban male. Among rural men, a converging approach of the four sectors is observed with services employing the most. Female workforce occupancy is the major share of employment compared to men. In both rural and urban cases, manufacturing is the sector with most employment potential owing to shift from male domination to female domination in employment. From the primary survey, we infer that new influx of female workforce is moving in the same path of our progressive society.

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The field of survey was the rural regions of South 24 Parganas. Data was collected for the year 2017-18. Interviewers had specifically collected data from the colleges present in the locality.