



JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

School of Commerce Studies

Department of Commerce

Presents

A Two Day International Conference on

“Demographics – Dividend or Disaster?”

- Empower, Educate, Employ

On 29th & 30th January 2016

Abstracts booklet

NURTURE Tomorrow's here
Education Solutions



Redlounge

CourseLinea

educesta
GLOBAL SERVICES PVT. LTD.

passionconnect

64	Analysis of Skill Development Paradigm in Informal sector in India – Kalpana Raghavendra
65	Demography – The Disaster – Lakshmi R & Meghana S Prasad
66	An overview of literacy Rates in India - Taranum Sultana & Anwasha Chattopadhyay
67	A study on the changing demographics factors on e-HRM practices – Spandana Priya C S
68	Gender Equality, Women Empowerment And Economic Growth – Mr. M Melwin James & D Diana
69	A Study on Worklife Balance of Women Employees of IT Industry, Bangalore – Feleen Christy J
70	Demographic dividend to Education dividend: An analysis of higher education system in BRICS nations and its economic potential – Dr. T.R.Ramakrishnan
71	A Study on Opinion and Experience of Rural Women Entrepreneurs towards Self Employment – Prof. Abhishek Mukherjee
72	Seizing the Demographic Dividend – Jayanthi Aggrawal
73	Potentials and Problems in Reaping Demographic Dividend in India – Dr. D.A. Chimankar

70. Demographic Dividend to Education Dividend: An Analysis of Higher Education System in BRICS Nations and Its Economic Potential.

Dr. T R Ramakrishnan, PhD. Scholar in Communication, Bangalore University
Faculty, Jain University; ramakrishnan@bub.ernet.in; Mobile: 9483161430

The age structure on decrease in fertility is predominantly referred to as demographic dividend. The BRICS countries refer to Brazil, Russia, India, China and South Africa by their demographic and economic potential to be the most influential economies of this century. As India is moving to a more promising services economy, it demands for more skilled workforce which has to be gained from the academic institutions. There is less literature related to discussions on this area. Studies indicate that BRICS nations play an important role in the labour supply and scientific output. Hence, this study makes an attempt to assess if the higher education system can meet the quality of the market demand based on performance indicators. The objectives of this paper are to identify if BRICS nations can produce highly skilled labour force and the methods to collaborate to enhance the growth in higher education. Secondary data is accessed from Times Higher Education and relevant databases publically available and freely accessible for analyzing statistically the assumptions that India has a higher potential for a promising economic growth amongst the BRICS nations by its advantage on demographic dividend and its competency in higher education. The Times Higher Education World University rankings methodology was used for the BRICS nations on the 13 performance indicators. The outputs are also compared with the BRICS nation's innovation performance which is different and is paucity in the body of knowledge in economic research journals. The paper discusses how level of education can brighten economic growth and its importance to fill the gap in higher education and innovative performance in the BRICS nations especially in India.

Keywords: performance indicators, innovative measurement, economic growth.

71. A Study on Opinion and Experience of Rural Women Entrepreneurs towards Self Employment

Prof. Abhishek Mukherjee, Sr. Faculty (abhishek.m@inurture.co.in)
iNurture Education Solutions Pvt. Ltd. ADYPU

Entrepreneurship is the panacea of all problems of unemployment, underemployment, domestic violence etc. in rural areas. Entrepreneurship is the process of creating incremental wealth by pooling resources and creating products and services through innovation and creativity. It not only creates self-employment but also generates employment for others. Rural women have plethora of potential but have several constraints which act as an impediment towards employment. As such starting one's own venture not only helps in sustainability but also helps the entire family and society as a whole in the long run. Rural Women have already taken up entrepreneurship, created their own ventures and have achieved success to a certain extent. The present research paper exhumes the experience of rural women and opinion of rural women entrepreneurs about Self Employment. To conduct the present research study a small sample of 30 rural women entrepreneurs were selected randomly from Haveli Taluka in Pune District. A survey was conducted by the researcher with the help of a questionnaire comprising of several open – ended and closed – ended questions. Likert Five Point Scaling technique was also used to get the answers from the respondents. Rural Women Entrepreneurs were interviewed and their experience and opinion on self-