

Business & Entertainment

Addressing India's Youth Unemployment Crisis

India stands at a critical juncture, grappling with a staggering challenge that threatens its socio-economic fabric: youth unemployment. The recently published India Employment Report 2024, a collaborative effort by the International Labour Organisation and the Institute of Human Development, unveils stark realities, painting a grim picture of the nation's employment landscape.

At the heart of this crisis lies a distressing statistic: nearly 83 per cent of the unemployed workforce comprises the youth. This revelation is not just a statistic; it's a reflection of unrealized potential and dashed aspirations. In a country where young people represent a significant portion of the population, their inability to find gainful employment casts a shadow over India's capacity to harness its demographic dividend.

Editorial

The report delves deeper, revealing a concerning trend of rising unemployment among youth with at least secondary education, reaching 65.7 per cent in 2022. While there have been sporadic improvements in the labour force participation rate and the worker population ratio, they are overshadowed by the persistently high levels of unemployment.

The turnaround in employment figures, observed intermittently amidst economic distress, underscores the need for cautious interpretation. While economic fluctuations may influence job creation, sustainable solutions demand a comprehensive approach. The onus cannot solely rest on government intervention or industry initiatives; rather, it necessitates a synergistic effort between policymakers, businesses, and civil society.

Chief Economic Adviser V Anantha Nageswaran rightly emphasizes the role of industry in addressing unemployment, highlighting the fallacy of relying solely on government interventions. However, this doesn't absolve policymakers of their responsibility. Instead, it underscores the imperative for strategic policymaking aimed at fostering skill development and promoting employment generation.

Quality of employment is as crucial as its quantity. It is imperative to channel the talents of India's educated youth into sectors experiencing robust growth, such as manufacturing, services, and construction. This requires concerted efforts to bridge the gap between skills and market demand, ensuring that young Indians are equipped to meet the evolving needs of the economy.

The urgency of addressing youth unemployment cannot be overstated. It demands bold and innovative solutions, transcending political rhetoric and short-term fixes. It demands a commitment to nurturing a generation of empowered and productive citizens, capable of driving India's growth story forward.

As India navigates the complex terrain of employment challenges, it must embrace the ethos of collaboration and inclusivity. Only through concerted efforts can the nation unlock the full potential of its youth, paving the way for a brighter and more prosperous future for all.

Why Personalised Gifts are the Secret Weapon of Every Leading Company

In the relentless hum of India's corporate landscape, where ambitious targets and fierce competition define the workday, a quiet revolution is taking hold. Beyond the spreadsheets and late-night emails, forward-thinking companies are discovering the hidden power of personalised gifting. Statistics reveal a compelling truth: 72% of Indian employees cite lack of recognition as a key reason for considering a job change (Source: TimesJobs Survey, 2023). This is where personalised gifts step in as a silent yet potent weapon. They go beyond generic tokens of appreciation, transforming the workplace dynamic. Think of it as a carefully-crafted message addressed directly to each employee, whispering, "Your work matters, your individuality is valued, and you are an integral part of this organization."

Adding to the idea of how marketing strategy gets in place in some of the leading gifting companies across Asia, Mr. Anubhav Pandey, Chief Strategy Officer at Consortium Gifts, said, "In the era of hyper-personalization, the strategic integration of personalised gifts isn't just a gesture; it's a formidable tool that cultivates lasting brand impressions. With studies revealing a staggering 85% increase in customer loyalty and a remarkable 70% rise in brand advocacy when personalised gifts are involved, it's clear: customization isn't merely an option, but the cornerstone of unparalleled customer engagement and brand resonance."

Unforgettable Impact: Standing Out From the Crowd
In a world of generic marketing emails and forgettable



ads, a personalised gift cuts through the noise. A study by the Promotional Products Association International (PPAI) found that 79% of people recall the company that gave them a useful promotional gift (source: PPAI).

Emotional Connection: Spark Loyalty Beyond Transactions

People don't just remember gifts; they remember the emotions they evoke. A personalised gift demonstrates that you care about the recipient as an individual, fostering a deeper connection than a generic discount. According to a study by McKinsey & Company, customers are willing to pay a premium for brands they feel emotionally connected to [source: McKinsey & Company].

Data-Driven Targeting: Personalization Beyond Names

The power of personalization goes beyond just adding a name. By leveraging customer data and purchase history, companies can tailor gifts to specific interests and needs. This data-driven approach ensures the gift is not only appreciated but also used, keeping your brand top-of-mind.

Employee Engagement: The Gift That Keeps on Giving

Personalised gifts aren't just for clients and customers. Recognizing and rewarding employees with thoughtful gifts fosters a sense of appreciation and loyalty. A study by Achievers Workforce Institute found that 70% of employees reported feeling more engaged when they are recognized for their contributions [source: Achievers Workforce Institute].

Like Fortune 500 companies we at Consortium Gifts have served (HCL, EY, Adobe), personalised welcome kits make new hires feel valued. This human touch boosts morale, cultivates pride, and fuels engagement. Studies show it strengthens job satisfaction and loyalty. A thoughtful gift, tailored to their achievements or interests, goes beyond a simple welcome – it

fosters a lasting connection to the company and colleagues.

Conclusion
Forget cookie-cutter marketing and impersonal transactions. Personalised gifts are the emotional spark that ignites lasting connections. Imagine the ROI – a study by Deloitte found that highly engaged customers are willing to spend up to 3x more [source: Deloitte]. In today's competitive landscape, personalised gifts aren't a luxury, they're a strategic investment in building brand advocates and driving customer lifetime value. So, ditch the one-size-fits-all approach and unlock the power of personalization. It's the secret weapon that strengthens loyalty, fuels engagement, and ultimately, supercharges your success.

By Anubhav Pandey, Consortium Gifts, Chief Strategy Officer

HDFC Bank and TD Bank Group Facilitate Canadian Study Journey for Indian Students

In a strategic move aimed at simplifying the banking experience for Indian students planning to pursue education in Canada, HDFC Bank and TD Bank Group have entered into an expanded relationship. This partnership introduces a new referral program, with HDFC Bank referring students to TD's International Student GIC Program. This program aligns with the Government of Canada's Student Direct Stream (SDS) study permit pathway, enabling students to fulfill financial support requirements through a Guaranteed Investment Certificate (GIC) from TD.

To apply for an expedited study permit, students must furnish proof of financial support, which the TD International Student GIC Program facilitates. This initiative underscores HDFC Bank's commitment to assisting Indian students in their endeavors to study abroad, particularly in Canada, a prominent destination for international education.

HDFC Bank, India's leading private sector bank, boasts a vast distribution network of 8,091 branches and 20,688 ATMs across 3,872 cities/towns as of December 31, 2023. On the other hand, TD Bank Group is Canada's

second-largest bank and the sixth-largest in North America

Gujarati, and Urdu, TD is well-positioned to cater to the needs of Indian students. Mr. S Sampath Kumar, Group Head Retail Branch Banking, HDFC Bank, affirmed the bank's commitment to simplifying the process for Indian

students and Non-Resident Indians (NRIs) aspiring to study in Canada. Ms. Smita Bhagat, Group Head Retail Branch Banking, HDFC Bank, emphasized the association's aim to support the study permit requirements of Indian students while enhancing their overall living experience in Canada.

Canada has emerged as a preferred destination for Indian international students, with over 425,000 active study permits in 2023. Sona Mehta, Executive Vice President of Canadian Personal Banking, TD Bank Group, expressed enthusiasm for the expanded relationship with HDFC Bank,

highlighting the benefits it brings to students embarking on their educational journey in Canada.

Through the TD International Student GIC program, students gain access to a GIC tailored to SDS program requirements, along with a suite of financial offerings, including a student checking account and exclusive one-time credits for HDFC Bank customers.

TD's commitment to accessible banking and personalized advice ensures a seamless transition for students, providing them with ease, value, and trusted guidance throughout their journey.



Giridhar Raj's 'Vedavati' Begins Filming

Renowned Kannada director Giridhar Raj gears up for his Hindi film 'Vedavati', following the success of 'The Why'. With a rapidly progressing cast selection process, the film is set to start shooting in Mumbai in June. Raj, known since 'Zero Made in India', has carved a unique niche in Bollywood. 'Vedavati' is poised to feature several Bollywood stars, adding anticipation to the project.

Bhakti Rathore: Versatile Star in Demanding Roles

Actress Bhakti Rathore shines with her versatile acting prowess amidst rigorous shooting schedules. Juggling pivotal roles in "Aankh Micholi" and "Pushpa: Impossible," she garners acclaim in television. Despite pressure, Rathore's unwavering dedication reflects in her performances. Balancing professional commitments with spirituality, she sets an inspiring example. Rathore's journey inspires aspiring actors, showcasing her multifaceted talent and unwavering passion for the craft.

Presentation by: Kali Das Pandey

Heartfelt Drama 'Ek Kudi Punjab Di' on Zee TV

Zee TV's "Ek Kudi Punjab Di," airing at 7:00 PM, promises a captivating blend of romance and drama. Produced by Dome Entertainment, the series stars Avinash Rekhi, Tanisha Mehta, and Monika Khanna. Set in Punjab, the storyline follows Heer and Ranjha's boundless love, complicated by the arrival of Teji. Viewers are left pondering whether their love will endure, adding depth to this engaging narrative. Available on Zee5 for enhanced entertainment.

Ravi Kishan's 'Mahadev of Gorakhpur' Global Release

Megastar Ravi Kishan's multilingual film "Mahadev of Gorakhpur" is set to release in India and the USA simultaneously on March 29. With languages including Bhojpuri, Hindi, and Tamil, the film marks a significant milestone in Bhojpuri cinema's international expansion. Directed by Rajesh Mohanan and produced under Ravi Kishan Productions, the film's portrayal of devotion to Lord Shiva has garnered widespread anticipation, promising a remarkable cinematic experience.

Airtel Introduces Special IPL Bonanza Offer Starting at Rs. 39 for Cricket Enthusiasts

Udaipur: Cricket fever has once again gripped the entire nation as the biggest T20 league kicks off today. Airtel has launched a special limited-period IPL Bonanza offer for its users, starting at just Rs. 39. The telecom giant has revised its existing unlimited data pack plans for all prepaid customers, introducing two new special packs priced at Rs. 39 and Rs. 79, down from Rs. 49 and Rs. 99 respectively.

These packs are specially curated for IPL 2024, ensuring uninterrupted connectivity for Airtel's cricket fans and guaranteeing that their data doesn't run out while streaming matches. For Airtel DTH users, Airtel Digital TV has partnered with Star Sports to enhance viewers' experience during the ongoing IPL 2024 season. This partnership will kickstart the premium 4K services of Star Sports on Airtel Digital TV, offering cricket enthusiasts an even more immersive experience.

Customers can now enjoy the thrilling action of Tata IPL 2024 on their streaming devices hassle-free with Airtel starting March 22, 2024.

Indian Real Estate: Driving Economic Growth

India's real estate sector, encompassing residential, commercial, and infrastructure, is a key driver of economic expansion, projected to reach \$5.17 trillion by 2047. With regions like Delhi-NCR witnessing substantial growth, housing demands soar, boosting employment and infrastructure development. Residential and commercial segments contribute significantly to GDP, attracting investors and fostering business growth. As urbanization rises, the sector's impact on India's economy is poised for further growth and development.



Simpl's Holi Splash Sale Boosts D2C Brands

Simpl announces its Holi Splash Sale from March 20-31st, offering discounts up to 15% on products from hundreds of D2C brands like Superkicks and Wellversed. With Simpl's affordability constructs and banking partnerships, consumers can access diverse products across fashion, beauty, electronics, and more. This initiative aims to enhance e-commerce experiences, addressing affordability concerns in India's fast-growing D2C market, projected to exceed \$60 billion by 2027.



DMG Udaipur Urges Revenue Acceleration

The State Mines Department instructs field officers to expedite revenue collection, aiming for 100% recovery during the fiscal year. Director Bhagwati Prasad Kalal stresses prompt payment from leaseholders and quarry license holders. Offices surpassing targets, like Jaipur, excel, while others are urged to intensify efforts. Technical assistant Devendra God updates progress via PPDT platform, with insights shared by officials during a virtual conference. Measures are underway to ensure full revenue recovery by March 31.

Digitalization of Driving Licenses and Vehicle Registration

Starting April 1st, driving licenses and vehicle registration certificates will transition to electronic issuance as E-DL and E-RC. This eliminates the Rs. 200 fee and offers services like renewal electronically. Applicants can access documents via citizen portals or e-Mitra centers, featuring a QR code for verification. Authorities emphasize adherence to central motor vehicle regulations, urging state departments to implement the system effectively. Collaborative efforts and widespread promotion support this initiative.

Swatch Art Journey 2024: Timepieces Inspired by Masters

Swatch partners with Tate galleries for Swatch Art Journey 2024, offering a range of art-inspired watches. From Turner's vivid sunsets to Bourgeois's spirals, each piece reflects iconic artworks. Embrace Chagall's circus whimsy or Matisse's bold cut-outs. These timepieces blend art and function, inviting wearers to express themselves. Available worldwide from March 21, they bring the joy of art to wrists everywhere, celebrating creativity and self-expression.

Tuli Research Center's 'Self-Discovery' Exhibition

Neville Tuli presents 'Self-Discovery via Rediscovery India' at New Delhi's India International Center Galaxy. From March 15 to 30, explore original and digitized Indian artworks, artifacts, and archives. Curated by Tuli

Research Center, the exhibition delves into Indian cinema, fine arts, architecture, and more. With a focus on education reform, Tuli aims to share India's essence with the public, bridging cultural gaps through art and heritage.

Pradeep Pandey 'Chintu' Films in Lucknow

Amidst the vibrant streets of Lucknow, Bhojpuri star Pradeep Pandey 'Chintu' was spotted shooting for "Shoorveer," embodying a valiant warrior's role. Mingling freely with the crowd, he and co-star Yamini Singh showcased the film's authenticity. Directed by R.K. Shukla, produced by Shivram Film Entertainment, and featuring an ensemble cast, "Shoorveer" promises action-packed entertainment. With post-production underway, the film is anticipated to hit screens between June and July.

Bhojpuri YouTube Star Chhotu Babu's Sudden Demise

Chhotu Babu, renowned for his YouTube channel "Tanatan Bhojpuri," tragically passed away in Mumbai due to a heart attack, leaving

behind a grieving family, including two young children. His unexpected death at 38 shocked the Bhojpuri film industry, with superstar Khesari Lal Yadav expressing deep sorrow. Plans are underway to transport his remains to Patna for final rites. The loss has deeply saddened film promoter Sanjay Bhushan Patiala, urging support for the bereaved family.

Mahesh Pandey's 'Jay Bharati' Marks 80 Episodes

Mahesh Pandey's patriotic drama "Jay Bharati," airing on DD National, chronicles the journey of Jay, a young man aspiring to serve his country as a soldier. Starring Yash Tonk, Shivam Singh Raghuvanshi, and Rutpanna Aishwarya, the series portrays Jay's unwavering patriotism and his triumph over challenges. With 80 episodes aired, the show resonates with audiences for its heartfelt storytelling and realistic depiction of the Indian Army.

Amit Shrivastav: Real

Estate Visionary

Lucknow-based entrepreneur Amit Shrivastav is revolutionizing the real estate landscape with innovative residential complexes and malls. His company, Shrivastav Developers, prioritizes functionality and luxury, exceeding expectations with each project. By staying attuned to consumer needs and supporting community initiatives, Shrivastav has garnered acclaim and awards for his contributions to urban development. With ambitious plans for the future, he continues to set new benchmarks in the industry, leaving a lasting legacy of excellence.

OTT Platforms Face Crackdown - Mansi Bhatt

The central government's recent move to ban 18 OTT apps, 19 websites, and 10 applications in India has sparked discussions on content regulations. Minister Anurag Thakur cited the Information Technology Act, 2000, to justify the action, emphasizing the responsibility of platforms to uphold decency standards. Mask TV OTT's Mansi Bhatt praised the government's decision, highlighting their platform's compliance with guidelines and diverse, popular content offerings, including the recent release "Hindutva."