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A Study on Status of Unwaged Graduates during Covid 19 in Coimbatore City

Mr. Anand A.S

B.Com Computer Application, Rathinam College of arts and Science-641021

ABSTRACT

The increased enrolment of college students in recent years, it has become increasingly difficult for students to find work. Under the current backdrop of an increasingly problematic job crisis, a study on the causes of college student unemployment is critical and urgent.

On this foundation, the author proposes a solution to the problem of student unemployment: to improve college education and establish a scientific training mechanism; to change students' perceptions of work and improve their employability; and to broaden students' employment horizons and encourage them to start their own businesses.

Keywords: Economy, Unemployment.

INTRODUCTION

According to consumer pyramids surveys done by the Center for Monitoring Indian Economy Pvt Ltd (CMIE) between September and December 2021, India has the greatest unemployment rate, with 19.4 percent, which is the highest unemployment rate in 2021.

This is a person who has completed their secondary education (10th-12th) and has an unemployment rate of greater than 10%. This trend continues and continues to be lessened when the level of education is dropped. Only 1% of the population is unemployed, and those with a primary school education are less likely to be unemployed.

In recent years, the country's unemployment rate has risen. Prices in cities are greater than in rural areas, and there is a similar pattern under the floor. The country's unemployment problem is the biggest source of concern among Indians. The Corona Pandemic (COVID-19) exacerbates unemployment. According to the Indian government's data, the deficit produced in calculating the amount of jobs is the difference between genuine structures developed over time.

OBJECTIVES OF THE STUDY

- To analyze the reason for unemployed graduates during pandemic period
- To know the current living status of unemployed graduates
- To examine unemployed graduates attitude towards employment

SCOPE OF THE STUDY

The last 2018/19 season began in December 2019, with graduates who finished the highest level of training between August 2018 and July 2019. On November 11th, 2020, after ten days, the Union's second poll on global health will be launched. The onset of a Covid 19 pandemic was announced by the organisation.

STATEMENT OF PROBLEM

India has a problem with unemployment, and it is tough for her to find work on a wide scale. Unfortunately, in comparison to enormous unemployment among men and young women, our country is designed for integrated issues. Educated people are associated with this issue in Kerala, Bengal, Maharashtra, Tamil Nadu, and other places where the share of high education persons is large. At the same time as the COVID-19 pandemic lockdown, India's unemployment rate skyrocketed, as most private enterprises laid off workers.

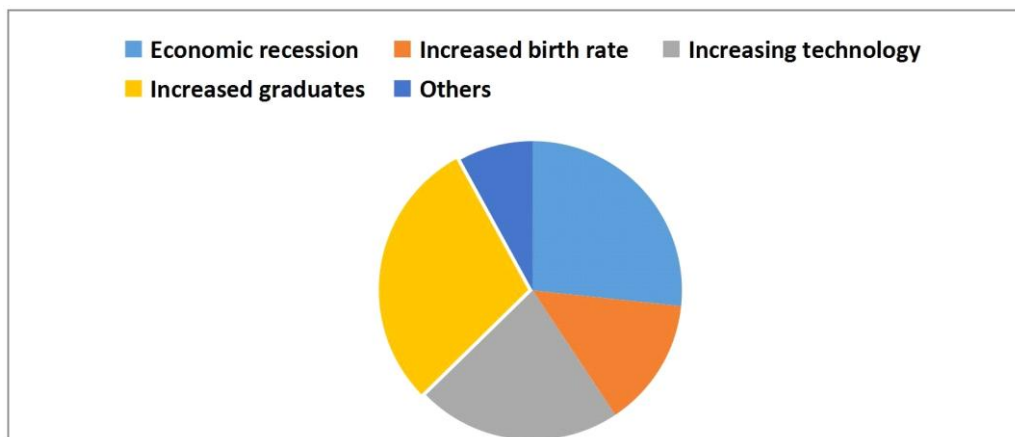
REVIEW OF LITERATURE

Francis And Lydia (2005) According to their research, today's customers want more information about the product class, category, and brand before making a purchase. As a result, a substantial amount of information should be provided through advertising, and any changes in schemes should be communicated to customers on a regular basis.

Hoyer, Macinnis, and Pinaki Das Gupta, (2008) - Consumer behaviour reflects the aggregate of human decision-making units' decisions regarding the acquisition, consumption, and disposal of goods, services, activities, and ideas. Consumer behaviour encompasses more than just how a person purchases tangible items such as bath soap, digital music players, and automobiles. It also includes the use of services, activities, and ideas by consumers, such as going to the doctor or visiting a theme park.

DATA ANALYSIS AND INTERPRETATION

s.no	Responses	No. of respondents	Percentage
1	Economic recession	40	26.67
2	Increased birth rate	21	14
3	Increasing technology	33	22
4	Increased graduates	44	29.33
5	Others	12	8
	Total	150	100



FINDINGS

- 27% of the graduates says that economic recession is the main cause of unemployment, 14% says that increased birth rate is the reason, 22% says that increased technology is the reason, 29% says that increased graduates are the main cause and 8% says the other reasons.
- 73% of the graduates are still in the search of job and the other 27% are not in the search of job

SUGGESTION

- The small-scale industry is found out to be the best means to solve the growing unemployment problem.
- Another solution to unemployment is self-employment.

CONCLUSION

India is a developing country on the path to progress. The available resources must be fully utilised during this processing process. Unemployment is a major issue in all economies. This has ramifications for unemployed people because they were unemployed and faced with insufficient opportunities to find a new job. It also causes people who work to be less confident in their ability to keep their jobs public in the future.

REFERENCE

Parul (2020) Unemployment during COVID-19 – the most severe impact in this pandemic

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