

ROLE OF NITI - NATIONAL INSTITUTE FOR TRANSFORMING INDIA AAYOG TOWARDS AN ECONOMIC DEVELOPMENT THROUGH WOMEN ENTREPRENEURSHIP

Author's Name: Dr. S. Prabakaran

Affiliation: Assistant professor , PG & Research Department of Economics, Gobi Arts & Science college,
Gobichettipalayam, Tamil Nadu, India

E-Mail: prabakaran99806@gmail.com

DOI No. – 08.2020-25662434

Abstract

National Institute for Transforming India (NITI) Aayog was formed in 1950s for purpose of planning commission and develops the country activities. It has established on 2014 for the aim of successful achieve sustainable development goals of Nation. It is compressing all the interstate Chief Ministers of council and take necessary steps to develop the countries mainly focuses on become an entrepreneurship, keenly concentrate the departments for successful India such as Innovation and knowledge for ecosystem. Agriculture reforms and makes former friendly, Educational reforms, Medical reforms, Digital and creditable India. Swatch Bharat and Digital India activities will be followed by the State Governments to reach Central Govt. objectives. The NITI Aayog leads future development activities to the interstates and develops Indian's economic policy for to increase financial funds flow and it is executives National Advisory Committee. An agriculture reforms activity is backbone of the Nation's development cum think tanks of Government of India. NITI-WEP to teach skill development activities, various skills will be taught in through these methods. There are more than 5,000 women entrepreneurships have registered in this service and there are several industrial had partners for aspirants women entrepreneurs such as NFICCL, NASSCOM, CII and SIDBI and FACEBOOK has newly partnered with NITI – WEP for gear of start up and supports to Women entrepreneurship Platforms.

Keywords: Women entrepreneurship, Women Entrepreneurship Portal - WEP

INTRODUCTION

National Institute for Transforming India formed for National Advisory Committee for all interstates follow central procedure for development of states for National Development. Also it follows and rethinking reforms all departmental activities, mainly focuses on all departments especially agriculture, medicals, technologies and entrepreneurship, new start-ups and become, a nations development means based on the nation's education and entrepreneurship. The NITI leads all developmental activities to the State Governments and take necessary steps to all developments, what are the drawbacks in the departments, those will be eliminated and fine tune for continuous process . The Central Govt schemes to execute and share the knowledge between the interstate governments and submit the resolution of the development process. The NITI consisting President and Vice President, supporters also all state Chief Ministers are council members in National Institute for Transforming India(NITI) free registration and motivation for New aspirant and various information will be provided and many more financial assistance, marketing assistance for product information and its feature will be introduced through NITI.

OBJECTIVE OF THE STUDY

- To develop interstate activities and reforms all the department developments
- To achieve Incredible India through Educational, Agriculture and Digital India.
- To promote Innovation , knowledge and entrepreneurs support system

FUNCTIONS OF NITI AAYOG

There are plenty of objectives are consisting in NITI Aayog such as :-

- Foster cooperative federalism
- Design policy & Programme frame work
- Act as a Resource centre & knowledge
- Monitoring and evaluation
- Tourism development in India - Identify 10 out of 1,300 islands to develop
- Food – Map requirements for the next 15 years, including domestic availability and imports.
- Imports - Move to zero – import regime in agriculture
- Technology - Use of not only knowledge but also wealth creation.
- Nature Resources – Prepare a catalogue of untapped resources.
- Exports - Sensitise states on its importance
- Workforce – Visualise future requirements
- Procurement – Enter into agro – procurement agreements with other countries in exchange of technology.
- Women Entrepreneurship Platforms – Motivations to start-ups

WOMEN ENTREPRENEURSHIP ACTIVITIES

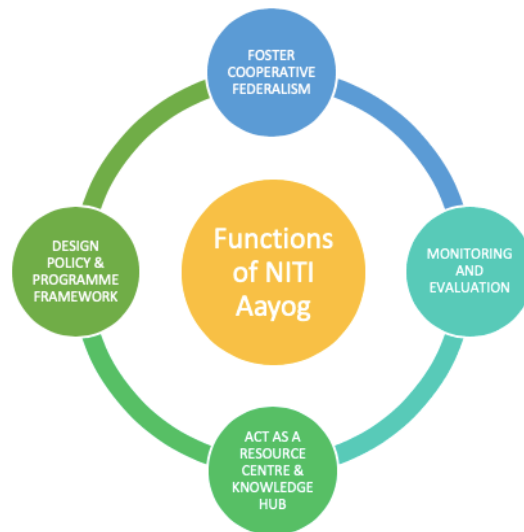
- Finance Arrangements
- Marketing and Networking,
- Entrepreneurship Development activities
- Mentoring Incubation and Acceleration
- Skill Development
- Corporate Partnership
- Funding Supports etc for women entrepreneurs.

FREE REGISTRATION FOR WOMEN ENTREPRENEURS

The NITI provides free registration and guidelines for new start-ups holders with necessary information and supports to be provided by the NITI for women entrepreneurs platforms. Because this is mainly focus on development of Nation, most of the people want to white scholar job / Govt job. Bu the out sarkar does not possible to provide job for them. But NITI can make plenty of entrepreneurship in our country. Young Entrepreneurship Program quickly boom among in the youngsters.

WOMEN ENTREPRENEURSHIP PLATFORMS (WEP)

The NITI collaborate all interstate to develop women entrepreneurship partners. WEP empowered to establish women entrepreneurs and an ecosystem with budding on existing entrepreneurship system across the Nations. It is mostly supports to aspiring as well as existing all entrepreneurs in our nation , WEP supports and handhold from starting business to expanding next level of business activities makes through this activities. While supports to the entrepreneur’s necessary suggestion and business maintenance meth ods, suggestion and reviews can be given by this wep. Who can support and benefit through this program ie. If have an idea to start up and exist entrepreneurs may established through platforms.



SIDBI

SIDBI has tie up with National Institute for Transforming India (NITI), It leads to financial supports to the new entrepreneurs also some terms and condition to be provide minimal guarantee to the new entrepreneurs for motivate to become more and more. Many bank avails to start new business for youngsters and there are several indusial had partners for aspirants women entrepreneurs such as NFICCL, NASSCOM and CII.

WOMEN ENTREPRENEURS PLATFORMS - 3 PILLARS

WEP consisting three types of pillars for supports to women entrepreneurs all possible ways to the help and guidance to an entrepreneurs its divided three types of part such as Ichha Shakti, Gyaan Shakti and Karma Shakthi.

ICHHA SHAKTHI

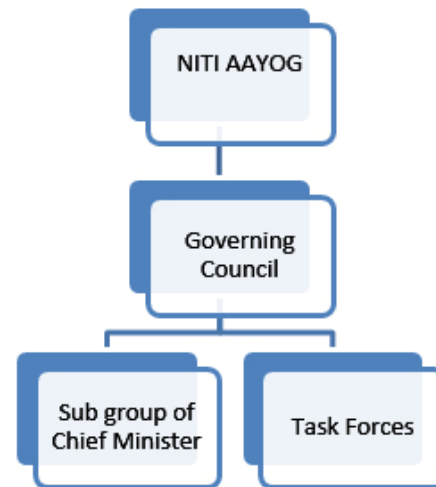
Provides and motivate newly starts up entrepreneurs and necessary information regarding of the business procedure and guidelines will be provided through this method. Aspirant types of business, investment level, government norms to entrepreneur’s guidance will be supported through this ichha sakthi.

GYAAN SHAKTHI – WOMEN ENTREPRENEURS PLATFORMS

Gyaan shakthi very vital role in the NITI because based on the wep’s provides all the information and make as ecosystem support can be made through this Gyaan Shakthi – wep also provides foster activities and leading methods, development procedures employee management system and entrepreneurs govt terms and condition, loan procedure will be adopted in this activity. It supports to planning and organizin g methods to accelerate.

ssKARMA SHAKTI - GYAAN SHAKTHI – WOMEN ENTREPRENEURS PLATFORMS

This types of stage hands on support to the newly entrepreneurs and help them in right time right way ie necessary advice, not only hands on also financial advising, cost control, material management, purchase indent methods and various suggestion will be provided in this activities, job analysis, job description, avoid waste management, orientation methods, purchase should be done through quotation procedure, because compare the various materials rates should compare with one to others, which quotation rate is lower than other, it will be scrutinized to purchase order. Through this procedure, an entrepreneurs possible to gain purchase knowledge accordingly.



MARKETING ASSISTANCE FOR WEP

NITI – WEP supports to all types of marketing assistance for an newly entrepreneurs, quality product should be build through this advisory committee, built product should market all over the nation through media technology, such as digital media, SNS (Social Networks Service). Social Media supports to spread out information about the product to mass people in sitting place. An entrepreneur can market / introduce their products throughout the world, buyer may contact directly to the entrepreneurs based on this method brokers may omit and reasonable price may benefit to the customer accordingly.

NITI'S WEP- SKILL DEVELOPMENT

Necessary skills development will be provided through these activities, various entrepreneurs' skill set learning method, such as handicraft, creativity, business management, customer service, decision making , critical thinking, adaptability, team management, problem solving, soft skills, hard skills, home based business, tailoring, vending machine, and copies machine operating skill developments and many more skill development to be thought by the WEP.

FUNDING AND FINANCIAL ASSISTANCE

Funding and Financial assistance will be provided through Women Entrepreneurs Platforms, newly entrepreneurs may struggle to funding and financially. In this manner based on their business requirements funding and financial will arrange this accordingly. During needs their requirements some terms and condition will be reduced like self help groups. They may monthly remit their dues the bank sector with low interest money.

ATAL TINKERING LABS - WEP

Design Technology thinking, internet things, programme coding, teaching training programme, 3D digital printing and Robotics, shop online program code will be taught. These types of practice to promote and creative innovative mind set in school levels, because an entrepreneur's concept will be taught during the school levels, because they can mind set and gain knowledge of entrepreneurs

during the childhood. After growing their mind set became to strengthen to react their business during the deadline process/ easily solve their problems.

REVIEW OF LITERATURE

This chapter presents a review of literature on various aspects that are inevitably linked up with the concept of green buildings and its relationship with the associated cost impact. It is an appraisal of a wide array of cross section of published literature that emerged from multiple academic disciplines including environmental, architectural, planning, economic, landscape, engineering, social sciences and marketing which are found significant to provide insights and identify the factors essential in developing the analytical framework for this research. This review is divided in five major parts. The first part of the review envelops a brief discussion on construction activities and their impacts on quality of urban life with green buildings as a solution to achieve a sustainable environment. This is followed by green initiatives worldwide highlighting the green certification programs, their applicability and their current status in India. The impacts of the green certification with their tangible and intangible benefits in day to day life as well as building life cycle are briefly discussed in second part, literature established that the role of green buildings need additional attention towards economic aspect at first costs and the stakeholder's acceptance to go for green residential buildings needs to be repositioned highlighting their benefits in daily life and creating awareness at grass root level.

In the third part various theories regarding human behavior are looked at towards the interrelationship between green buildings and their costs. Theories related to quality of life in context of green buildings are discussed from different perspectives which includes comfort parameters, pro environmental behaviour, economic outlook of users towards adopting green options, affordability and their willingness to pay for green measures. Studies addressing cost of green buildings from various perspectives are included in the fourth part both in India and abroad. Various methods and methodologies that are widely adopted for estimation of green costs were examined and discussed to find out their applicability for this work. Studies regarding additional costs and cost impacts as well as the payback possibilities are included in next and final part. The findings of the literature review are summarized.

CONSTRUCTION INDUSTRY AND GREEN BUILDINGS

The built environment and its relations with the natural environment are multifaceted and have an enormous impact on the world around us. Hence, sustainability is an intricate notion which encompasses not just energy but all the resources needed to sustain human activity. A large part of edifice sustainably is concerned with addressing the global warming that is driving climate transform with energy preservation and techniques to maintain balance between capital costs and long-term asset value. It includes enhancing biodiversity and creating healthy spaces that are economically feasible and susceptible to civic needs. The need arises to start respecting natural systems and learning from ecological processes to form a better balance between human needs and the environment.

Dixon, 2010: The need of construction arises for almost every activity humans adopt for living. Various typologies including the residences, work place, educational institutions, shopping malls, theatres, hospitals, hotels, industries, infrastructure, service utility areas and many more form the

major part of the worldwide construction activities. These construction activities impact the environment at every stage of their construction and operation. These impacts occur from initial work on-site through the construction period, operational period and to the final demolition when a building comes to an end of its life

Foley; et al, 2008 : The Capitalist mode of production (Marxist theory) describes that ‘means of production’ (or capital goods) and the ‘means of consumption’ (or consumer goods) are mainly produced for market sale; output is produced with the intention of sale in an open market; only through sale of output, can the owner of capital claim part of the surplus-product of human labour, and realize profits (M Litschi, 2012). Equally, the inputs of production are supplied through the market, as commodities. The prices of both inputs and outputs are mainly governed by the market laws of supply and demand (and ultimately by the law of value). In short, a capitalist must use money to fuel both the means of production and labor in order to make commodities. These commodities are then sold to the market for a profit. The profit once again becomes part of a larger amount of capital which the capitalist reinvests to make more commodities and ultimately more and more capital.

Soliman, 2004 House, as a commodity should prove profitable to all stakeholders at all ends. Each residential unit is constructed with the intention of sale with the inputs of various design consultants and execution team including the laborers to realize profits for all of them. The inputs of materials for this construction activity that relate as commodities from the Marxist theory are governed by the market conditions and the demand supply pattern. Further the sale of these units also is governed by the demand and supply pattern as per the law of value and Marxist theory. So, in order to gain profit for all stakeholders it is essential that the buyer – the sole stakeholder on the other side should feel that the deal is profitable for him for his entire lifetime. This will stimulate the continues sale and the profit will once again become a part of larger capital open for reinvestment and enhance the commodities and profits resulting in sustenance.

SUGGESTION AND CONCLUSION

National Institution for Transforming India provides in all possible ways to become a women entrepreneurs and out governments focus leadership guidelines with free registration and types of business and others information will be given by the NITI to the new business starters. All interstates should aware about the entrepreneurs and loans information and eligible criteria some valuable business consultant will be provided by the NITI schemes to the newly business starters, not only support and help to aspirant also existing businessman needs and help to expand their business activities and their products to be marketing among the people through marketing assistance. Some financial supports also will be provided for business. The NITI takes necessary guidelines for future entrepreneurs, so various subjects have been fetching during their school hood. Motivate the Women Entrepreneurships Platforms (WEP), whoever wants to starts ups new business those find and evaluate their ideas and screenings their business attitude and briefly evaluate business activities. Anything unwanted plug inns in the business sketch, it will be eliminated and final resolution will be taken for their process. NITI Aayog totally consisting to develop the National and improve women entrepreneurship in all possible ways. There is few functions are very vital role in NITI Aayog activities such as

- Technology - Use of not only knowledge but also wealth creation.
- Nature Resources – Prepare a catalogue of untapped resources.

- Exports - Sensitise states on its importance
- Workforce – Visualise future requirements
- Procurement – Enter into agro – procurement agreements with other countries in exchange of technology.
- Women Entrepreneurship Platforms – Motivations to start-ups

REFERENCE

- "NITI Aayog Budget Allocation Increased by More than 20%". Press Information Bureau. 23 February 2018. Retrieved 16 February 2020.
- "NITI Aayog update June 2017.", NIC news, June 2017.
- "Prime Minister Narendra Modi inaugurates 'NITI Lectures: Transforming India'". "Niti Lectures".
- Jatinder, Kaur. "NITI Aayog Releases State Statistics Handbook" (Online). ABC Live. Retrieved 1 September 2017.
- "PM Modi Says AI, Blockchain Will Change the Nature of Jobs".
- "IndiaChain: India's ambitious blockchain project - The Indian Economist DailyHunt". DailyHunt. Retrieved 31 October 2018.
- "What is IndiaChain: a blockchain system that could soon be the heart of governance in India?". Business Insider. Retrieved 31 October 2018.
- "Archived copy" (PDF). Archived from the original (PDF) on 16 July 2015. Retrieved 16 July 2015.
- "Gazette of India: Re-constitution of NITI Aayog dated June 7, 2018" (PDF).
- "Niti Aayog vice-chairman Arvind Panagariya in RBI Governor race", Deccan Chronicle, 20 June 2016
- "New Ministers join NITI Aayog". The Hindu. Retrieved 7 June 2019.
- "New Ministers join NITI Aayog". The Hindu. Retrieved 7 June 2019.
- "Agriculture expert Ramesh Chand appointed as Niti Aayog member | Business Standard News". Business-standard.com. 18 June 2016.
- "From Planning Commission To Niti Aayog: Life comes a full circle for Dr Vinod Paul". The Indian Express. 6 August 2017. Retrieved 28 August 2017.
- "Niti Aayog extends deadline for research labs by a month", The Economic Times, 15 June 2016.