ABSTRACT

1. Human Resource Development relies up on the concept of development, where development is the promotion of capabilities. Human resource development has got a pertinent role in the whole process of development. Without human resource development, the management of other resources are not possible. In this context, Human Resource Development can be defined, as a process through which people are helped, in a continuous and planned way, based on assessed capabilities to develop, acquire, or sharpen the capabilities and increase competency with commitment to prove the effectiveness in comparison with others, in order to perform various general functions as an individual and social being and the specific functions associated with the job at present and future.

2. If we consider the national development over to institutional development, HRD of the common people of India is the broad area of consideration. Most of the common people come under the rural population. Among the rural folk, rural youth (15-35 age group) constitutes approximately 73% of the population. So they are the priority sector for any HRD intervention.

3. Nehru Yuga Kendra, an autonomous institution of Government of India, is an agency, which works for the over all development of non-
student rural youth. The Kendra is in operation since 1972. No study has been initiated till date to assess the role of Nehru Yuva Kendra in the development of rural youth. A scientific study on this aspect is the need of the hour. So the researcher attempted the study on the "Human Resource Development of Rural Youth – The Role of Nehru Yuva Kendra".

4. The objectives of the study are (a) to identify and analyse the concept of Human Resource Development, (b) to analyse the aims and objectives of Nehru Yuva Kendra with reference to the programmes on Human Resource Development, (c) to relate the programmes and functioning of Nehru Yuva Kendra, with the concept of Human Resource Development of youth and find out the strength, weakness, opportunities and threats of the institution and (d) to make constructive suggestions for further improvement.

5. Interview schedule, questionnaire (3 nos.), focussed interview and telephonic interview were used for eliciting information from 277 Youth Organisations, 104 National Service Volunteers, 12 Accounts Clerk-cum-Typists and 10 District Youth Co-ordinators, covering all the fourteen districts of Kerala. The study has been restricted to the state of Kerala. The number of respondents has been limited to representative capacity by using random sampling method. The period of study is also confined to a period 1987 to 2002.

6. Reporting format is formulated with 6 chapters, appendix and bibliography. The chapters include, Introduction, Human Resource Management and Development – An overview, Methodology, Impact of NYK,
Programmes on the HRD of Rural Youth, Strengths, Weaknesses, Opportunities and Threats (SWOT) of NYK in the HRD perspective and Summary, Conclusion and Suggestions.

7. The findings showed that all affiliated youth organisations are cosmopolitan in nature. OBC comes as a priority group in the youth club membership. 35.4% of the affiliated youth organisations have their own office building. 65% of the youth club representatives have more than pre-degree and above qualification. 30.3% of the youth club activists have only less than Rs.500/- as monthly income. Female representations in youth clubs are very low. NSV's are not satisfied with their honorarium (63.58%). Youth clubs are not having sufficient fund for their day-to-day administration (44.8% + 33.2%). There is no analysis and evaluation of the skill or training in the required area. There is no performance appraisal, counselling, feedback, performance coaching or motivation. Almost all the National Service Volunteers of Nehru Yuva Kendra (99%) like the nature of work, 75% of the National Service Volunteers are graduates and 10.6% are having post graduation and above qualifications. Shortage of staff, fund and mobility is the limitation of NYK. It is seen that the average extent of HRD climate prevalent among Accounts Clerk-cum-Typist is about 58%. The extent of HRD climate prevalent among District Youth Co-ordinators is about 54%. The overall HRD climate is very low in Nehru Yuva Kendra.