

YOUTH @ HOME

A post pandemic perspective on state-of-mind of youth in India

This deep-dive research was undertaken by 25 postgraduate students of NIFT Chennai - MFM (Batch of 2019-2021) as a part of IDM subject - "Trend Study for Accessories" under the guidance of Dr. Kaustav SenGupta - Associate Professor at NIFT Chennai

INTRODUCTION

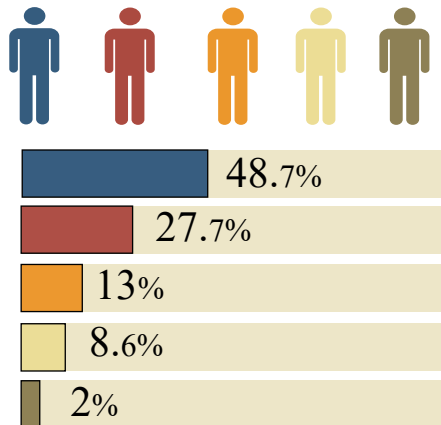
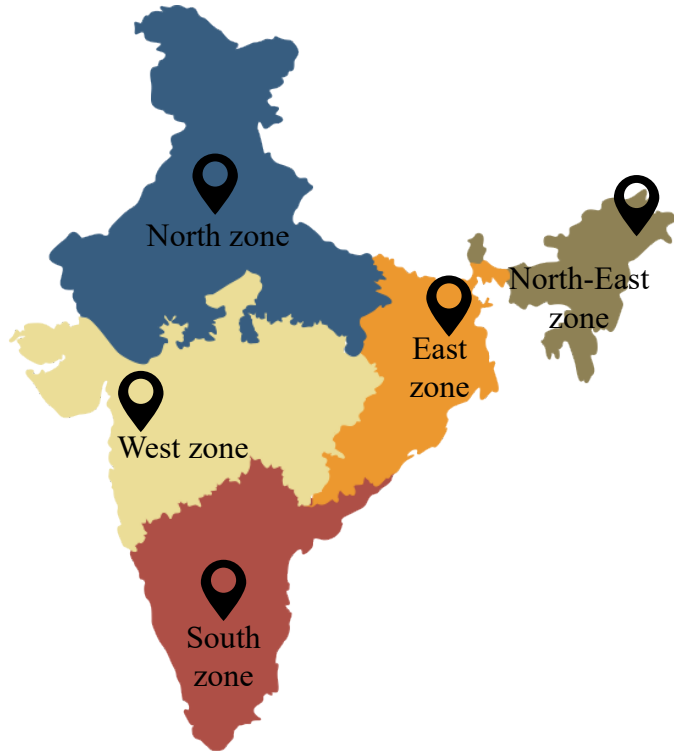
Amid pandemic and lockdown we remain essentially home-bound while anticipating the future. Barely any other sector except the essentials and pharmaceuticals are operating. And Covid-19 successfully continues to hold its place in our everyday conversations. A virus that is not only affecting lives but also livelihoods. In a world where staying home and doing nothing was considered a 'waste of time', our species are now forced to do so. Humans have learned to slow down. And Mother Earth is taking the very needed break from the daily hustle. While senior citizens are exposed to maximum health risk from Covid-19, the younger generation is facing mental stress along with financial and career crisis. Uncertainty is prevalent in the near future of youth in India.

It indeed becomes important to talk about the youth of world's largest democracy because the NYP (National Youth Policy) stated that about 34% of India's Gross National Income (GNI) is contributed by the youth, aged 15-29 years. As per the Guardian (2018) about 600 million people (more than half of India's population) are under 25 years old; and no country has more young people than India.

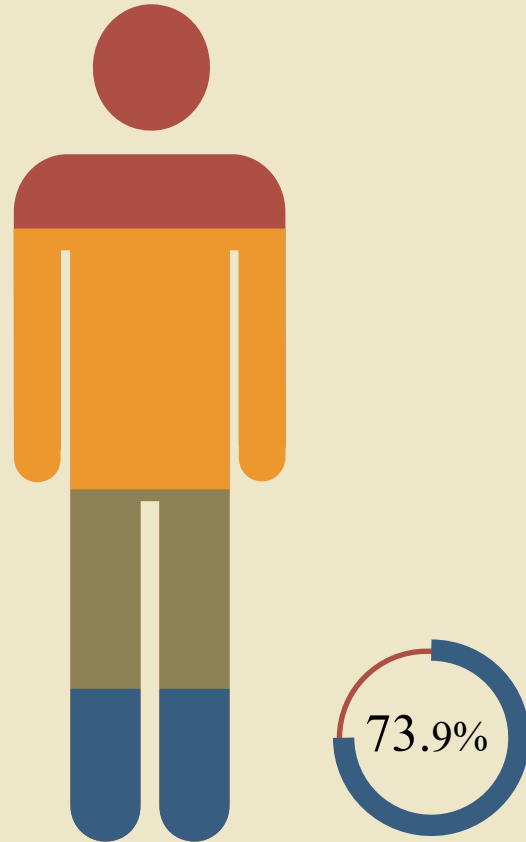
As per India's Census 2011, Youth (age 15-24) consisted of one-fifth of the population (19.1%). It was expected that the share of youth would be 34.33 % of the total population by 2020. India's National Youth Policy (NYP, 2003) considered all individuals in the age-group of 13-35 years as youth population. Though, the same policy in the year 2014, further reduced the age bracket of "youth" in India to 15-29 years. It was also predicted that by 2020, the average age in India will be 29 and it is set to become the world's youngest country with 64% of its population falling under the working-age bracket. India is likely to have the world's largest workforce by 2027, with a billion people aged between 15 and 64 (Bloomberg News). When the world is aging, India is becoming younger! Hence, the future of India is getting shaped by the youth. Thus, it is important to note their state-of-mind to the current scenario and the attitude they pose towards the changes that have been brought by Covid 19.

This report intends to map the mindset of the Gen Y (millennials) and Gen Z, the two generations which largely constitutes the youth population of our country.

SAMPLE SET



524 respondents within ages ranging from 15 to 36 years



Of which 73.9% respondents fall under the age group 20-25 years

The sample set represents two generations:



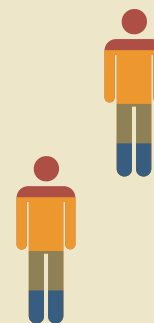
MILLENNIALS

Born between 1981 and 1996



GENERATION Z

Born between 1997 and 2010



53.1%

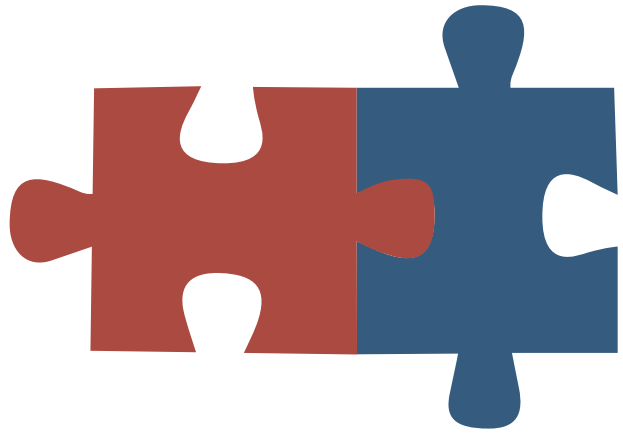
Female

46.4%

Male

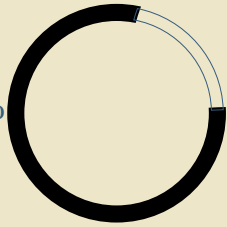
0.60%

Non-binary

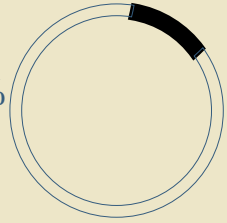


Improvement in interpersonal bonding {family/partner /pet /flat-mate /roommate}

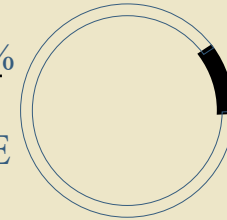
78.4%
YES



11.1%
NO

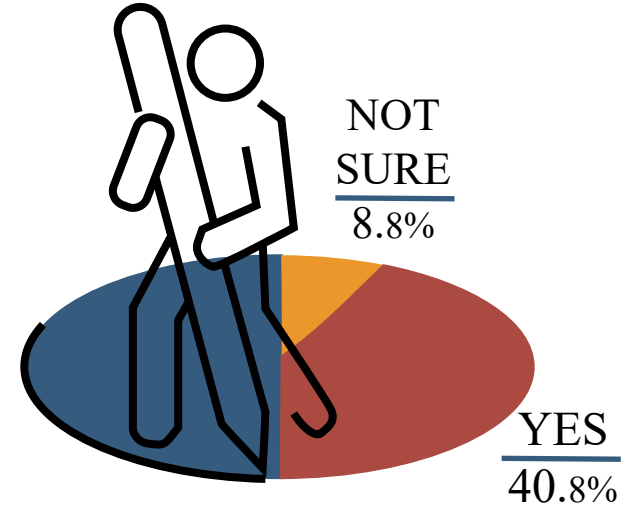


10.5%
NOT SURE



Lack of personal space and felt the need to indulge in some “me time”

NO
50.4%



NOT SURE
8.8%

YES
40.8%

YES|39.5%

NO|41.2%

NOT SURE|19.3%

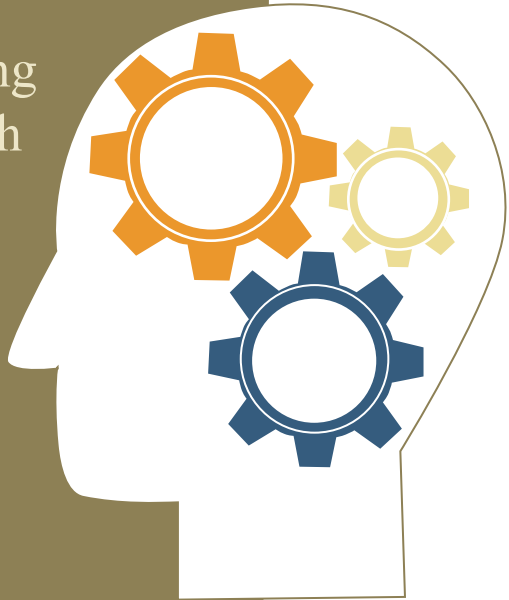


Spiritual podcasts and webinars soothing you amidst lockdown stress

PERSONAL

WELLNESS

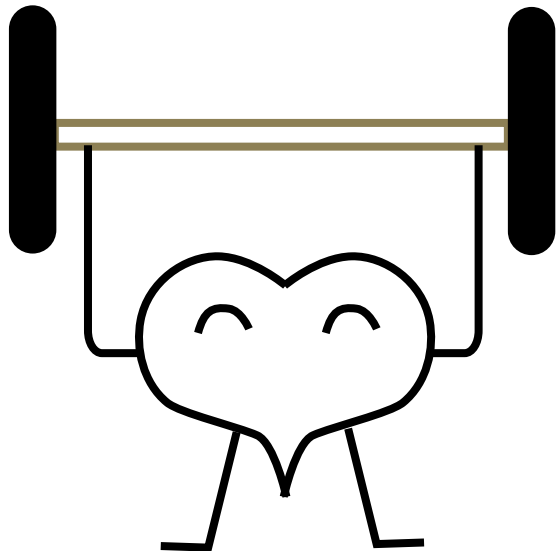
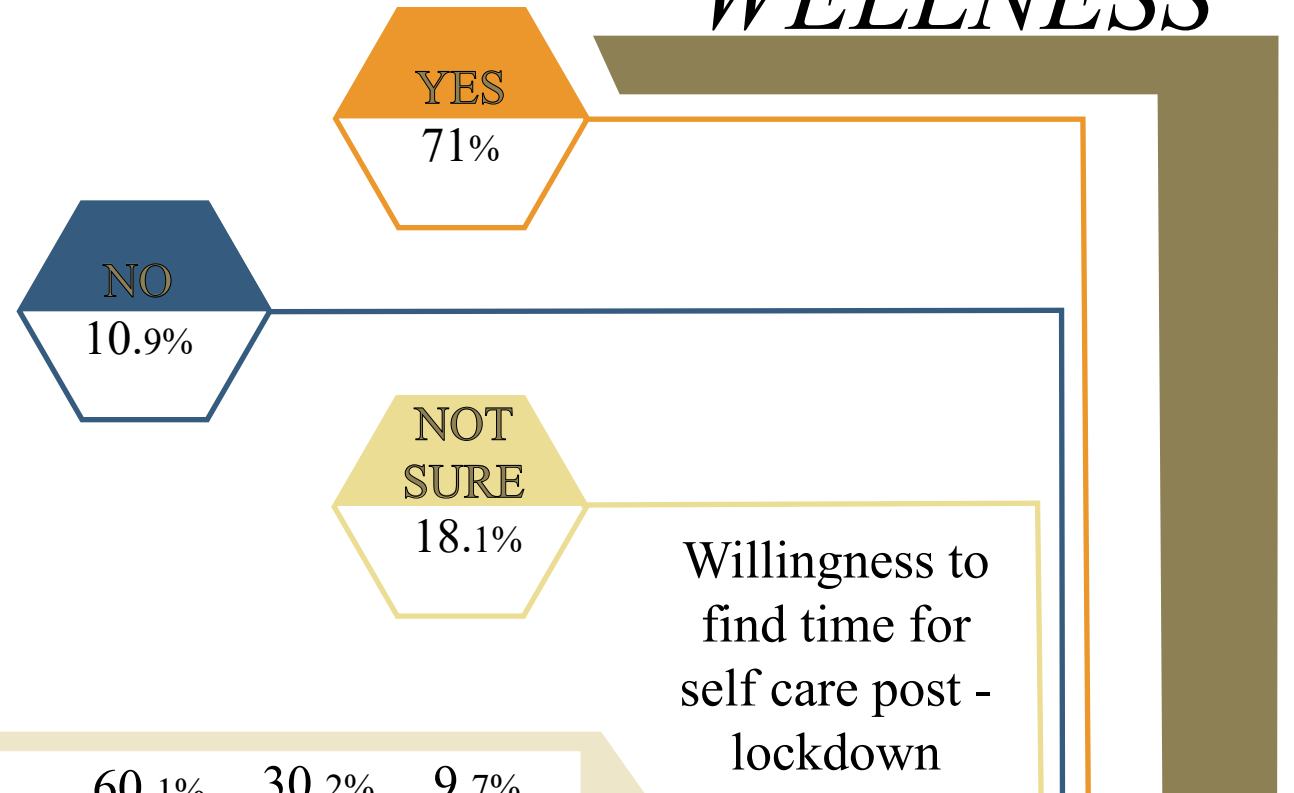
Lockdown affecting your mental health



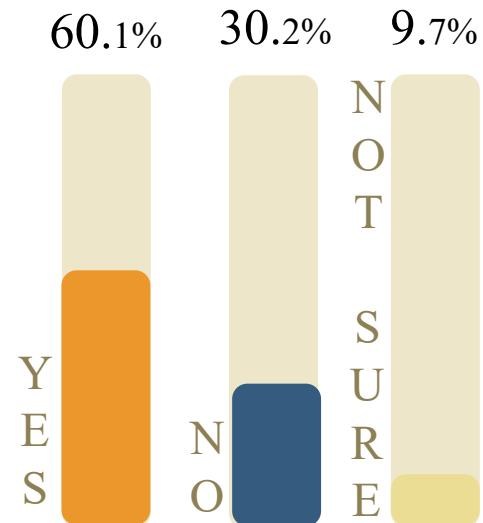
YES 43.3%

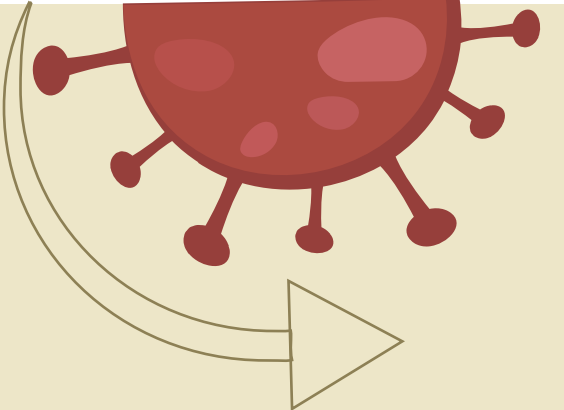
NO 42.4%

NOT SURE 14.3%

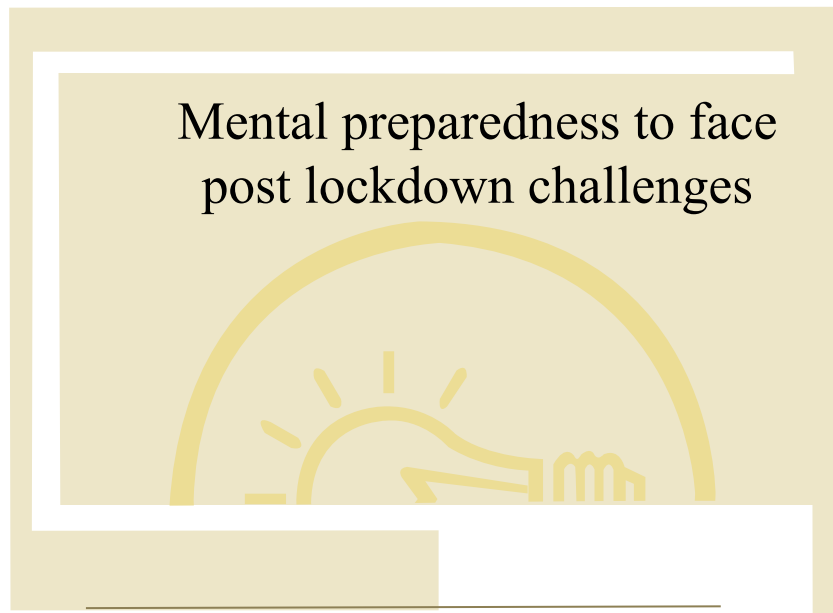
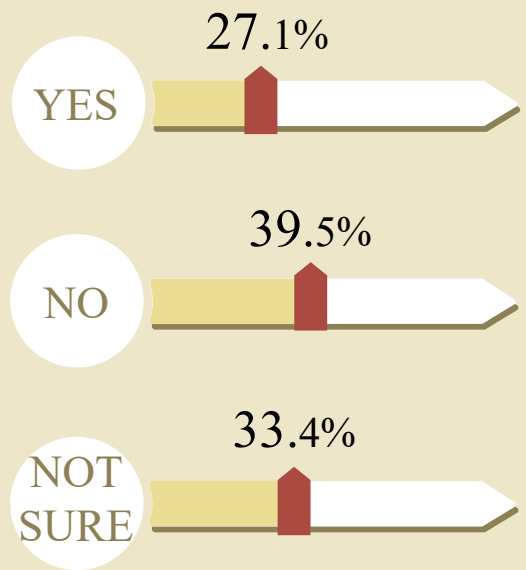
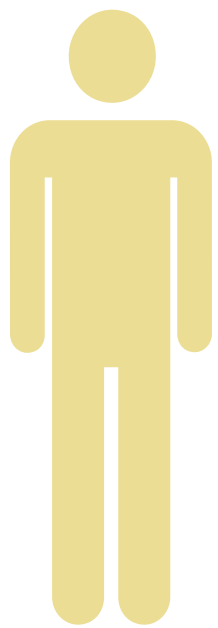


Keeping yourself physically fit?

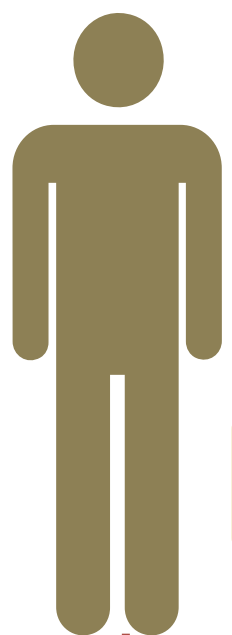




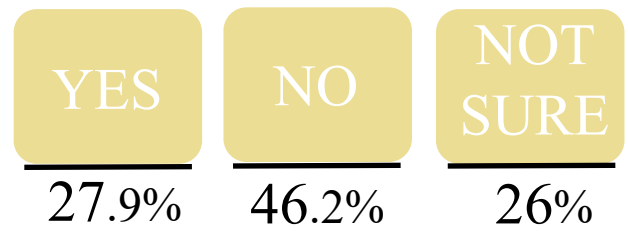
Hopeful of better days post pandemic



Mental preparedness to face post lockdown challenges



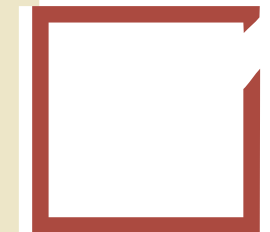
Live the previous normal social life without practicing social distancing, post pandemic



YES
66.6%



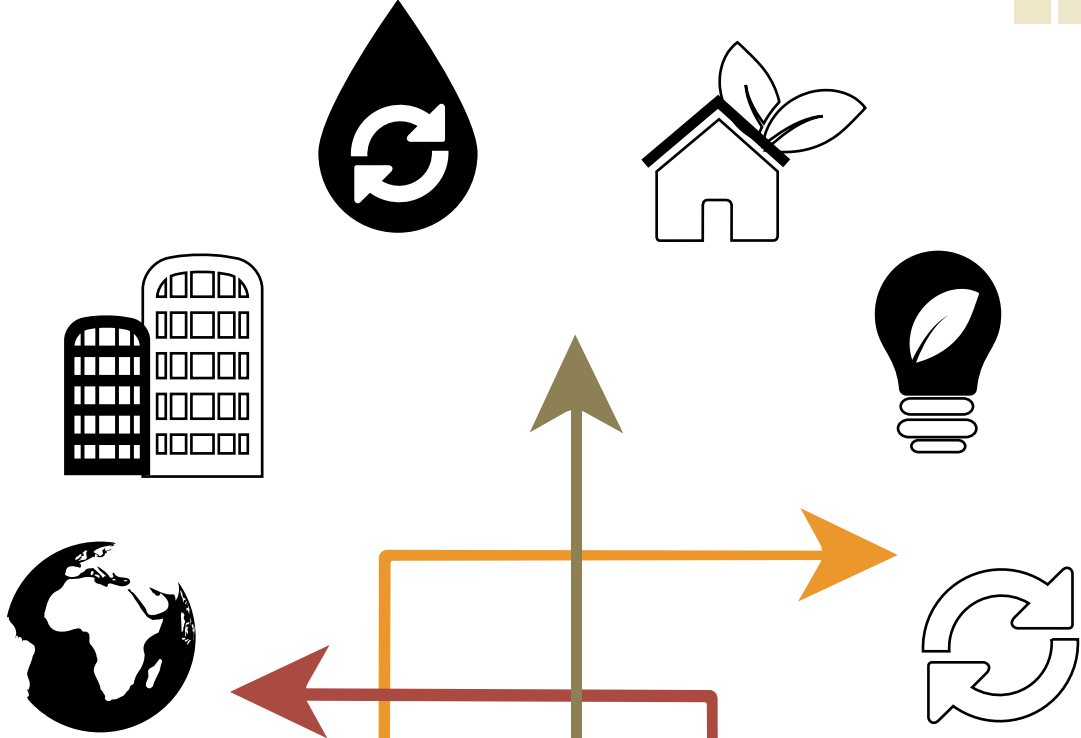
NO
10.1%



NOT SURE
23.3%



ECOLOGY

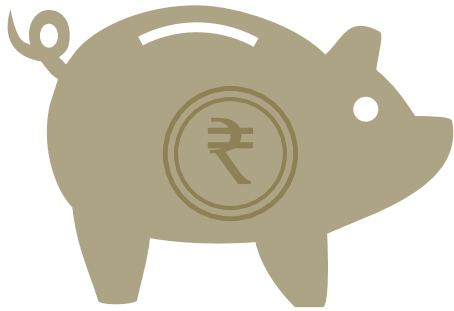


Thoughts on if people will be more environmentally aware post lock-down

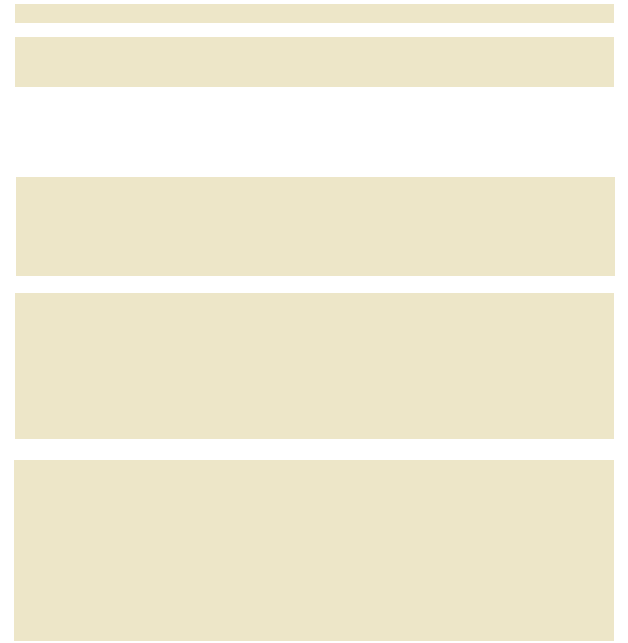
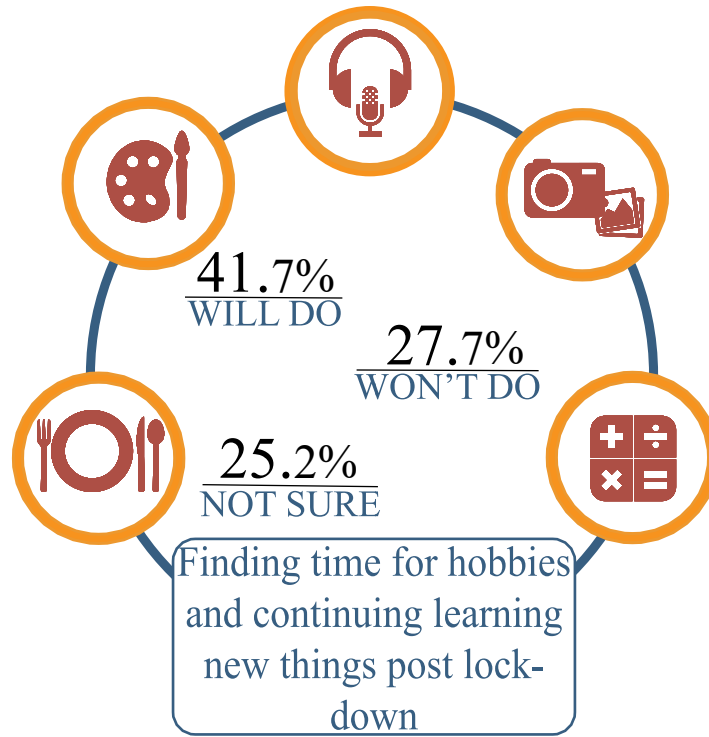
YES	NO	NOT SURE
57.6%	20%	22.3%

On doing your part at ensuring ecological harmony

YES	NO	NOT SURE
91.4%	2.6%	6%



Change in saving habit - willingness to increase savings

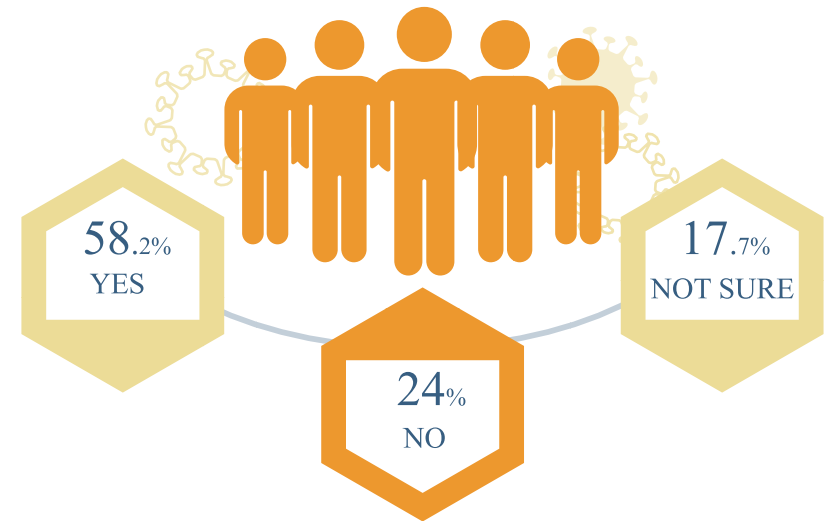


Hope on people being more empathic and respectful post lockdown



ETHOS

Thoughts on if communal harmony has been disturbed due to the pandemic



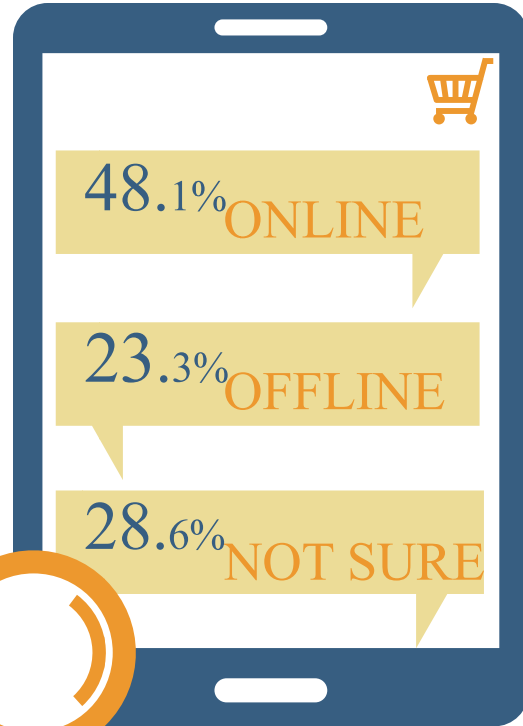


Indulging in “revenge buying”
post lockdown

27.3%
NOT SURE

17%
WILL DO

55.7%
WON'T DO



Preference of online over
offline to purchase prod-
ucts post pandemic

66.2%
WILL USE

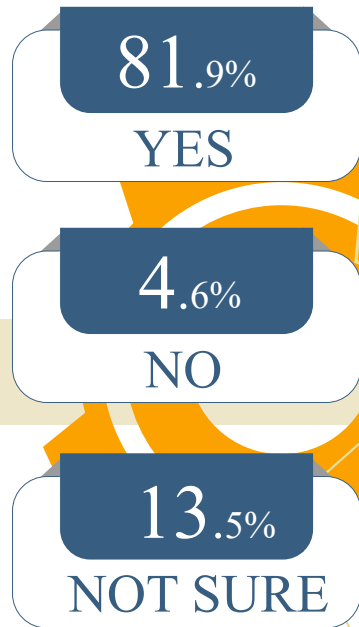
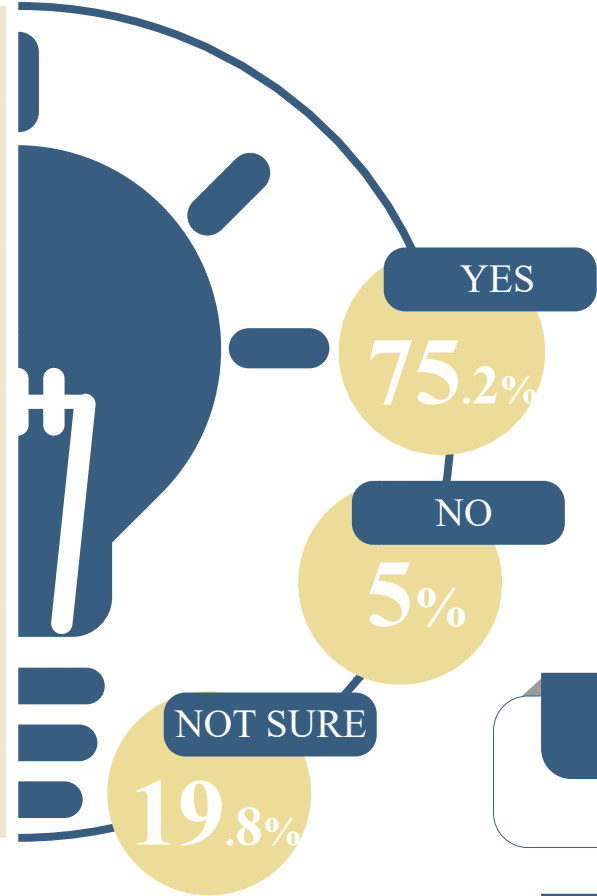
14.3%
WON'T USE

Use of “contactless payment and
delivery mode” after the pandemic

19.5%
NOT SURE

*BUYING
HABIT*

Will start-ups come up with unique business ideas and product offerings in order to stabilize?

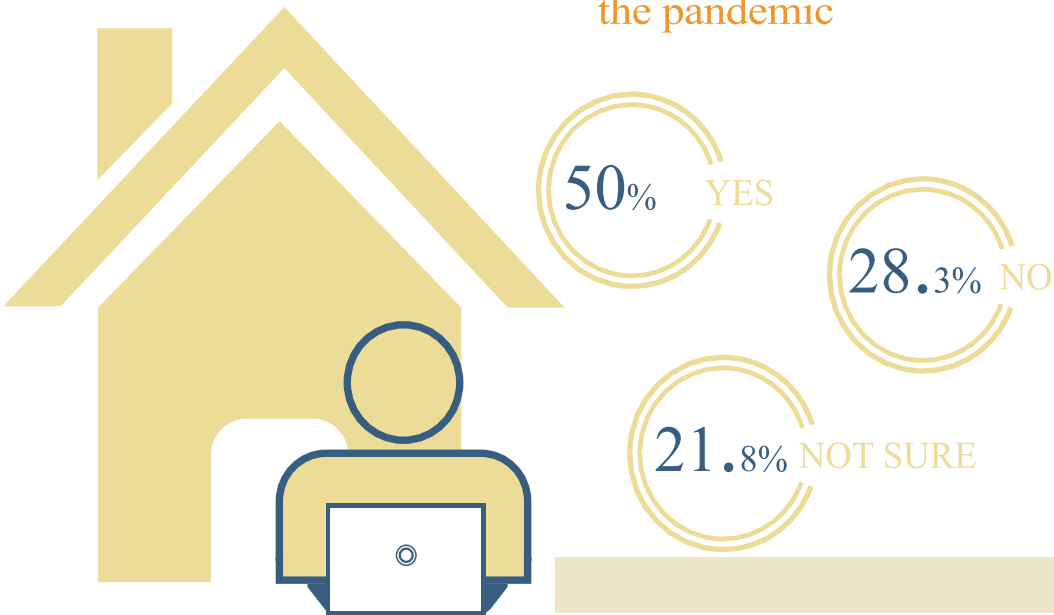


Would organisations re-innovate their business models to gain customers



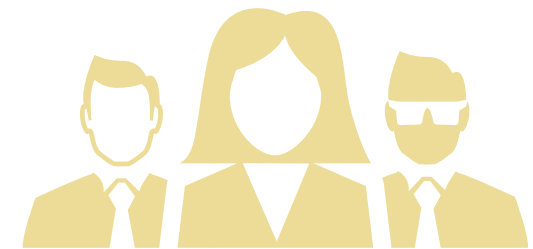
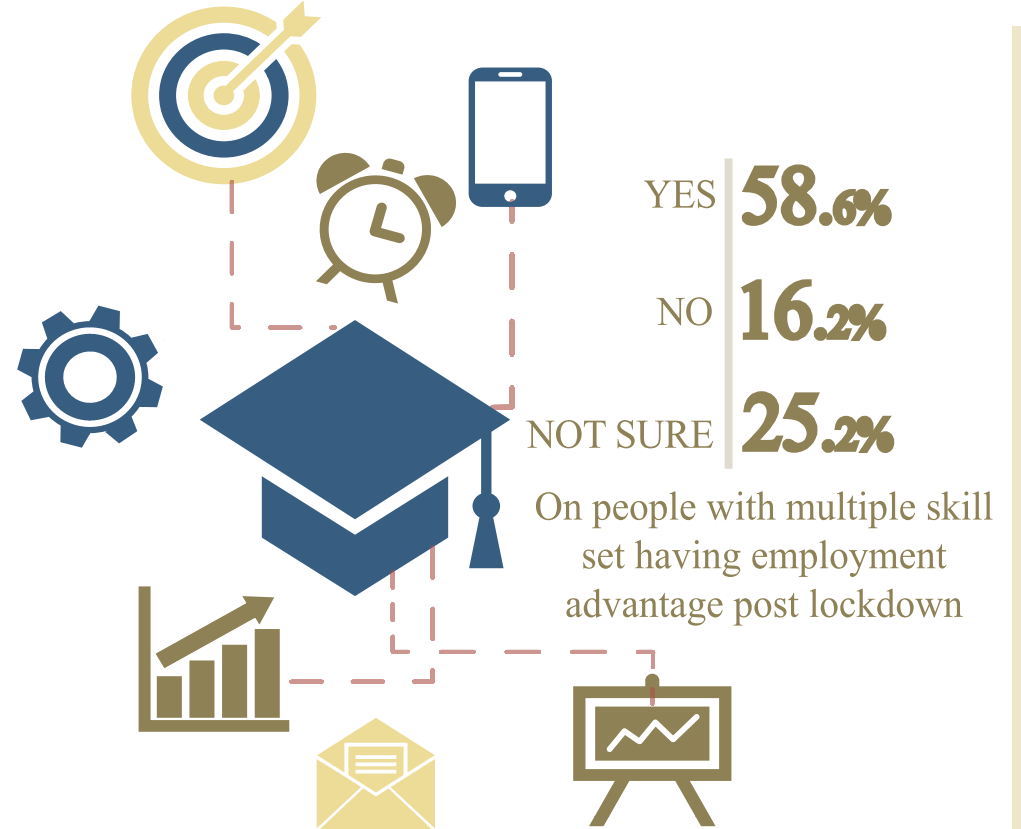
Would domestic companies benefit due to people encouraging locally developed products

BUSINESS



Getting accustomed to work from the comfort of home

CAREER



Thoughts on whether the youth will become entrepreneurs rather than choosing conventional jobs



CREDITS

This deep-dive research was undertaken by post graduate students of NIFT Chennai - MFM (Batch of 2019-2021) as a part of their IDM subject - “Trend Study for Accessories” under the guidance of Dr. Kaustav SenGupta - Associate Professor at NIFT, Chennai and Principal Investigator- VisioNxt (the first ever AI enabled fashion and retail forecast development initiative by NIFT under Ministry of Textiles, Govt. of India). The students maintained safe practices and communicated digitally with the respondents and themselves, maintaining the Govt. advisory.

The data was analysed, drafted and consolidated in report format to distribute.

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Infographics Source/ Reference: freepik.com



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