

## **INDIA'S YOUTH i.e. GEN-Z POTENTIAL TO MAKE COUNTRY REALISE THE TARGETS FULFILLED**

### **why Gen-Z ?**

Generation Z born between 1996 and 2010. First digital natives, leveraging technology, social media, and rapid information access to drive massive cultural, social, and economic change. Authentic, diverse, and socially conscious, prioritize mental health, sustainability, and challenging traditional, inefficient norms. The fusion of financial caution born from observing hardships and a social desire for immediate gratification has resulted in a 'work hard, play hard' mentality.

### **Key reasons for being highlighted-**

- Digital Fluency & Innovation
- Social & Environmental Justice
- Challenging Norms
- Authenticity over Polish
- Economic Influence
- Upbringing in turbulent world( pandemic, climate fears)
- Trend over traditional brands.
- "Shop-sociate"
- "Trifecta"- money, meaning and well being go hand in hand for younger generation.

### **what data says?**

In India, 377 million Gen Z-ers -the largest cohort in the country- are actively steering the nation towards a "Viksit Bharat" (Developed India) by 2047, shifting the economic landscape with a projected \$2 trillion in consumption by 2035.

## **Key contributions to National Targets-**

- **Economic transformation & Consumption**- GEN Z drives 43% of India's consumer spending, totalling \$860 billion. By 2035 they are projected to drive every second rupee of consumer spend.
- **Technological innovation & startups**- According to PM Modi, Gen Z acts as a role model for global youth for pioneering advancements in space technology, AI, fintech, and manufacturing.
- **Active citizenship and Civic engagement**- They have led and shaped major national campaigns such as Swacch Bharat (Cleanliness), Har Ghar Tiranga and Nasha mukt bharat (addiction-free India).
- **Sustainable Development & Green Economy**- Gen Z prioritize environment sustainability, driving initiatives like tree planting (e.g., Vishu Thaineetham) and demanding eco-friendly, sustainable products to meet SDG 13 (Climate Action).
- **Digital-First Workforce**- Integrating AI and automation into work, driving efficiency and adopting new, flexible work models that enhance productivity.
- **Viksit Bharat 2047**- This generation is seen as backbone of economic growth and global influence, with their energy channeled toward transforming India into a developed nation.
- **Entrepreneurial Growth**- 24% of India's genZ aim to launch their own business, fostering a culture of job creation rather than just a job seeking.

## **Challenges-**

- High youth unemployment (16% in India).
- Economic pressure.
- Reliance on informal work.
- Confidence-knowledge gap(skill mismatch).

- Mental health and burnout.

## **How Gen Z saves?**

- **Financial stress and rising costs-** High cost living has become their number one concern more than unemployment and even climate change.(for 52% worldwide and 55% in india).
- **Adapting through side hustles and liquidity-** Almost one of two is juggling side hustles for extra income. Favouring liquid options that offer flexibility in uncertain times.
- **Investing-** WEF suggests that 30% genZ started to invest in university or early adulthood. Their saving habits are still developing.
- **Mutual funds and SIPs-** A 2023 YouGov survey found that 84% of GenZ investors prefer equity mutual funds, 45% favouring mid-cap funds and 41% choosing small-cap funds.\_Meanwhile, data from Share Market (PhonePe's stock broking platform) shows that between August 1, 2024, and July 31, 2025, nearly half (48%) of its mutual fund investors were aged 18–30. Among these younger investors, 92% opted for SIPs, with an average monthly investment of ₹1,000.
- **Stock Markets-** The participation of young investors in the stock market has also risen, with nearly 69% of the investor base now under the age of 40 as of June 2025, as per NSE data. This rise, NSE notes, “reflects the growing participation of younger individuals in capital markets, driven by the rise of discount brokerages and the proliferation of fintech platforms that have made trading far easier.”
- **“confidence-knowledge gap”-** Fintech platforms are one of the few solutions that can bridge this gap between their digital-first mindset and their need for trustworthy, expert guidance.

## **Conclusion**

Online learning, Educational technology-laptops, Digital study tools, Remote work

expectations, Digital collaboration, Social media usage, Digital workplace, Privacy concerns with all these characteristics and part of life of Gen Z they actively contributing financially, socially, environment friendly, tech usage, new ways of investment, a culture of spending, mental well being, they will make the targets fulfilled.