



SKILL DEVELOPMENT PROGRAM INITIATION TOWARDS EMPLOYMENT IN RURAL YOUTH: OPPORTUNITIES AND CHALLENGES

N. HARI KRISHNA
Research Scholar
Osmania University
Cell: 9949459592

Dr. R. SAMPATH KUMAR
Associate Professor, Department of Business
Management, UCCBM, Osmania University,
drrsampath@gmail.com

ABSTRACT

Skills development is the method of recognizing skill gaps by developing and honing the skills. It is significant because skills determine one's ability to execute their plans with success. The main goal of Make in India campaign is to accelerate growth in the economy and increase the demand for skilled manpower in the country. Review of literature in the article helped to gain additional insights on the skill development initiatives and policies. The demographic factors explain that India is considered as the hub of highest young workforce in the world. This indicates that that India can be the largest provider of workforce to the world. But still, India has difficulty to fill up jobs due to a shortage of applicants with the right skills and knowledge. It also brings out the difficulty the country faces with matching the jobs to the skills available. The paper aids in analyzing the current skill gaps in the country and the areas where there is a huge scope of supply of skilled workforce. The study briefly identifies the challenges faced in development of skills in the country and highlighting the employment opportunities arising in the different sectors. The active involvement of Public Private Partnership ensures a better supply of skilled workforce. The main objective of the study is to analyze the impact of soft skills development in India. Study used secondary data for the study. The study analysis the industry, objectives of research, hypothesis formulated definition of the basic terms, advantages and limitations are discussed. This study helps the rural youth in knowing the benefits of skill development and the opportunities pertaining to it.

Key Words: Skill development, Employment, Rural youth, Opportunities, Challenges.

Introduction:

The Indian economy grew at an advanced rate of 7.6 percent year in the quarter January – March 2016, thereby making it a fastest economy to grow. India's demographic profile is helping the country to aim for an accelerated economic growth. India is expecting a huge growth in the labour market by having 64.8 percent of the population as the working population. It gives a lot of benefit to the country in the labour market.

Most of the economies in the world are ageing fast, their contributions adding to the global workforce will be reduced to a great extent While, India will be an exception to it, with a major dominance in the global workforce in the years to come. India will be enjoying dominance in the global workforce by being the biggest provider of skilled labour to the world. Boston Consulting Group, in its study discussed the workforce demand and supply challenges faced in the world. It stated that by 2020 the world may expect a shortage of 47 million people.

India, on the other hand will have a surplus of 56 million working people. India will be able to gain advantage of the increased working population if they able to equip its workforce with the appropriate skills. In this respect, skills development emerges as one of the most critical aspect of India's economic policies.

Review of literature

Deeming & Smyth (2018) have suggested in their study about one thing 'developing' and 'developed' countries have in common: the deficiency of high-quality jobs and a respectable earnings for all. Necessitate of the hour is to extend vigorous employment policies that consist of a broad assortment of apparatus, work familiarity programs, guidance, support in job seek and wage allied subsidies. **Hepner & Lotter (2018)** have accessible of a case study to toss light on challenges of guidance programs and in addition draw attention to their academic practices. The paper moreover discusses the involvement in vocational education and training by original people. **Jasveen Kaur & Manu Dogra (2018)** a state-level scheme recognized on excellence instruction and successful course of perfection will unquestionably upshot in an augment in efficiency and diversification of the nation, thus advancement in the eminence of living. **Sengupta and Chapman, (2018)**. It has been commented that the low contribution of business in skill development programmes is an important reason behind the poor placement performance of skill development initiatives. Because of the poor contribution of industry in curriculum design and delivery, the skills that are taught are out of sync with the needs of employers. **Thomas. T (2018)** in his study "Role of Employment Training Programme-Analysis of Performance of DDU GKY" terminated that the performance of the theme in Kerala isn't up to expectations and it wants more improvement.

Based on the review of literature, the below objectives have been made.

Objectives of the study

1. To analyze briefly about skill development programs
2. To evaluate the initiation of skill development programs on rural youth
3. To study the opportunities of skill development programs to the rural youth
4. To study the challenges faced by rural youth in completing their course.

Research Methodology

The study is based on descriptive research using secondary data gathered from websites of public and private skill development institutions. Primary data was gathered from the employees of these institutions through discussions. Secondary data was gathered from journals, thesis, books, websites etc.

Skill development Programs

Skills development is the method of recognizing skill gaps by developing and honing the skills. Professional skills are abilities that can help individual to be successful in their job. People having professional skills can benefit people in all job positions, industries and work environments.

Skill development programs aim to acknowledge the ability of the youth and extend their support by serving them with the proper guidance; infrastructure, opportunities, and encouragement that help them achieve their ambitions. Education and skills are essential for everyone, and they both walk hand in hand in everyone's career journey. They are the roots behind the economic growth and community development of a country. Therefore, both central & state governments are continuously making efforts to provide skill development to the youth with their skilling partners around the country.

Skill development is very important for improving the poverty and inequality. Low skills be responsible for poverty and inequality. When training is done properly, skill development can reduce unemployment and increase the productivity and improve standard of living. Helping people develop and update their skills makes economic growth to increase.

Do students require training?

As much as learning is an ongoing process, skill development follows the same trend. Each product seeks a competitive edge and future employability largely depends on how perfect one's skills are. Skills are competencies expected to produce positive, beneficial results for an organisation. With India's rapid economic growth in recent years, driven by the new-age technologies, the need for skills development across industries has become crucial.

NSDC (National Skill Development Corporation) has contributed significantly to the overall achievement of the Skill India mission. To proactively catalyse the economic growth of our nation, we believe that quality vocational training and support systems for skill development demand attention.

Initiation of skill development programs on rural youth

- **Pradhan Mantri Kaushal Vikas Yojana (PMKVY):** PMKVY (2016-2020) is a grant-based scheme, providing free of cost skill development training and skill certification in over 252 job roles to increase the employability of the youth. ... Provide fresh skill development training to school dropouts, college dropouts and unemployed youth through short term courses.
- **Rozgar Mela:** A Rozgar Mela is an event where a number of employers and job seekers come together for the purpose of applying and interviewing for jobs. Defined more precisely, a Rozgar Mela is an employment strategy to fast-track the meeting of job seekers and employers.
- **Pradhan Mantri Kaushal Kendras (PMKK):** Vocational training needs to be made aspirational to transform India into the skill capital of the world. In line with the same, Ministry of Skill Development and Entrepreneurship (MSDE) intends to establish visible and aspirational Model Training Centres (MTCs) in every district of the country. NSDC is the implementation agency for the project.
- **Capacity Building Scheme:** Capacity Building Scheme (CB Scheme) is an initiative towards this objective. The scheme aims at providing technical and professional support to State level policy and decision making bodies and to develop specialized skills for e-Governance both at Central Line Ministries and State/UTs.

- **Udaan:** Udaan is a B2B trade platform that brings manufacturers, traders, retailers, and wholesalers into a single platform. Udaan, India's largest b2b e-commerce platform has appointed co-founder Vaibhav Gupta as CEO. This is part of the plan for the next phase of growth for the Bengaluru-based company.
- **School Initiatives and Higher Education:** In the school education space, NSDC expanded its footprint to 2 new states of Andhra Pradesh and Tamil Nadu, taking the total count of states and UTs engaged to 28 with a total of 9182 schools. NSDC has worked with MHRD to restructure the implementation model of skill development trainings in schools from 4-year (1 entry at 9th class and 1 exit at 12th class) to 2-year model (entry at 9th and exit at 10th; again entry 11th and exit at 12th class).
- **India International Skill Centres (IISCs):** Government of India is keen to bridge the global shortage of labour force in the coming years by reaping the demographic dividend of young Indian labour force. To meet this objective, Ministry of Skill Development & Entrepreneurship (MSDE) under the "Skill India Mission" has set up India International Skill Centre (IISC) to provide skill training and certification benchmarked to international standards.
- **Pre Departure Orientation Training (PDOT):** Given the need to orient potential migrant workers with regards to language, culture, do's and don'ts in the destination country, the emigration process and welfare measures, PDOT program has been launched.

These are the few skill development programs on rural youth. These programs were organized to train the rural youth to get them employed based on their ability and knowledge.

Few Skill Development Program Training and Workshops in India

1. CSIR-CDRI workshops.
2. INUP sponsored hands-on training.
 1. ISRO Sponsored Training and Workshops.
 2. Training and Research at IGMPI.
 3. Leadingindia.ai workshops.
 4. IIM Ahmedabad collaborative research workshop.
 5. AIIMS New Delhi workshop series.

Advantages of Skill development:

The benefits of Skill Development include increased business profits, improved performance, improved accuracy & quality, improved communication, complies with rules & regulations, improved recruitment & career opportunities, and development of good customer relations.

- It keeps you healthy. Learning keeps your mind engaged and body active.
- It opens doors.
- It increases your adaptability.
- It increases your likability.
- It keeps you relevant.

Opportunities of Skill development

Job markets all across the world including India are undergoing a tectonic shift. The future of work in India: Inclusion, Growth and Transformation Report by the Observer Research Foundation and the World Economic Forum sheds light on the future of transformative technology and its impacts on work in India. Some key insights from this report are that companies expect technological change to lead to job creation, not job loss. They recognize the potential of new technologies in the coming years. The whole focus is expected to be on automation of repetitive tasks, time optimization, maximizing productivity, creation of digital platforms for online access to job opportunities and formalizing informal operations. It is critical for people to keep picking up new tricks of their trade and keep themselves updated with new technological changes in their sphere of work.

Challenges faced by rural youth in completing their course.

- India is facing a lot of challenges keeping in view the current infrastructure and the policy framework. The challenges faced in skill development have been discussed below:
- **Insufficient capacity:** Current infrastructure facilities available in the educational institutions throughout the country are inadequate considering the huge demand for skilled labour. There are not many trained and highly skilled trainers available. The faculty needs to be motivated and skilled to take up higher responsibilities.
- **Mobilisation:** The outlook of people associated with skill development is still very traditional. The enrolment of the students for vocational education and training has become an extremely challenging task.
- **Scalability:** Any model to be successful needs a lot of support from different stakeholders. Since there is limited buy-in from the corporate sector, the progress of such initiatives is slow.
- **Skills Mismatch:** There are lot of issues related to the skills needed by the industry and the skills imparted by the educational and training institutes. There is lack of industry-faculty interaction because of which the skill sets provided by the educational and training institutes do not end up suiting the employers' requirements. As a result, though the people may be skilled but they do not get employment. It becomes extremely important that the industry professionals are also included in the design of the skill development curriculum.

Along with the above challenges few other challenges are

- Low intrinsic "aspiration quotient" resulting in low demand for vocational skilling programs.
- Employers cite the shortage of skilled employees as a constraint
- Skill development scenario is still evolving with different agencies handling the same agenda, absence of standards, and lack of training capacity.

Basic communication skills for employees to improve:

- Active listening
- Assessing the best communication method
- Communicating with friendliness and approachability
- Projecting confidence
- Effective feedback sharing
- Being clear and concise
- Communicating with empathy and respect
- Reading non-verbal cues
- Responding within an appropriate period
- Communication skills. Communication skills are needed in virtually any job.
- Leadership skills.
- Teamwork skills.
- Interpersonal skills.
- Learning/adaptability skills.
- Self-management skills.
- Organizational skills.
- Computer skills.

Few Examples of personal development skills

- Communication.
- Interpersonal.
- Organization.
- Problem-solving.
- Self-confidence.
- Adaptability.
- Integrity.
- Work ethic.

Ways and methods to overcome the existing skills and improve themselves

1. Set your career goals.
2. Get a mentor.
3. Read books.
4. Join a training course.
5. Set aside time to work on each skill.
6. Practice regularly.
7. Participate in job shadowing.
8. Join a professional association.

Conclusion

Skill development is the most important aspect for the development of our country. India has a huge 'demographic dividend' which means that it has very high scope of providing skilled

manpower to the labour market. This needs a coordinated effort from all stakeholders including: Government agencies such as Ministry of Skill Development and Entrepreneurship, National Skill Development Corporation etc. play a major role in developing the rural youth. They provide hostel facilities and accommodation facilities. But initiation should be taken by government to overcome the dropout from the courses. Provide them with good hostel and quality food to the participants.

References

1. Abhinav Narayanan and Emon Nandi (2017) *Do Skilled Workers Have Decent Jobs? Indian Journal of Human Development*, vol. 11(1), pages 124-132, April. DOI: 10.1177/0973703017715920
2. Abhishek, V and Aditya, S (2015) "Skill Development Programmes: A Project Management Perspective", *International Journal of Humanities and Management Sciences (IJHMS) Volume 3, Issue 5, ISSN 2320-4044 (Online)*.
3. Brown, B, L (2001). *Does Training Generally Work? The Returns to In-Company Training.* " *Industrial and Labour Relations Review* 54, no. 3 (April) 647-662.
4. Chavda, M. D., & Trivedi, B. S. (2015). *Impact of Age on Skills Development in Different Groups of Students. International Journal of Information and Education Technology*, 5(1), 55-59. doi:10.7763/ijiet.2015.v5.476.
5. FRETWELL, D. and COLOMBANO, J. (2000). *Continuing Education: an Integral Part of Lifelong Learning. Emerging Policies and Programs for the 21st Century in Upper and Middle Income Countries*
6. Gawade Santosh Bhiwa, G. S. (2014), *SKILL DEVELOPMENT – An Engine of Economic Growth. Tactful Management Research Journal*, ISSN: 2319-7943, Impact Factor: 2.1632(UIF).
7. K. Kalaiselvan and K. P. Naachimuthu (2011) *A Synergetic Model to Training & Development, Indian Journal of Industrial Relations*, Vol. 47, No. 2 , pp. 366-379
8. Kanchan S, & Sakshi, V (2015). "Skill development initiatives and strategies", *Asian Journal of Management Research*, Volume 5 Issue 4
9. Kent, David W and Mushi, Paul S.D (1995) *The Education and Training of Artisans for the Informal Sector in Tanzania, Working paper, Food and agriculture organization of the United Nations*
10. Kumari, S, 2016. *Skill enhancement through Deen Dayal Upadhyaya Grameen Kaushalaya Yojana, Kurukshetra-A journal of Rural Development*, August,2016,Vol.64, No.10, Pp.34- 37.
11. Olga A. Tolstykh, A. Khomutova (2012) *Developing the communicative competence of the university teaching staff: an integrated-skill approach*, Published 1 June 2012
12. Panda, D. (2015), "Growth determinants in small firms: drawing evidence from the Indian agro-industry", *International Journal of Commerce and Management*, Vol. 25 No. 1, pp. 52-66, doi: 10.1108/IJCoMA-12-2012-0080.