

# Perception of Companies towards Skill Development Program

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**Abstract:-** “Easy is not an option. No days off. Never Quit. Be Fearless. Talent you have Naturally. Skill is only developed by hours and hours of Work” said by Usain Bolt.

**Our country is having a large number of young populations, which is the backbone of our country as a developing nation we have a lot to achieve, in this competitive world we need to make our skills shine like painting, drawing, athletes, computer every skill can be polished and by continuous practicing and hard work helps you get your key skill which moves you high from others.**

**Keyword:-** Skill Development, Employability, Education.

## I. INTRODUCTION

Skill Development is very important for economic growth and development. A country like India which is still on a path of development needs skilled people to take the growth to next level. As we all know, India is one of the most populated countries in the world so, we have the benefit of doing the development process in a better way. India should invest in its people to get more and the best out of people. Skill development is the key to end unemployment. If we focus more on skill development plans with innovative ideas, we can get more competent youth.

In this internet world where everybody is connected with everyone, and we have come this far with so much during this pandemic, as this hit, we adapt whole online system schools have gone online many companies supports work from home and where they learn new things which is a future skill, if this pandemic doesn't hit us, we never imagined the life as we are living today. People are learning new skills through online mode which surely help you in your later life because technology is the future for you and your skills can give a head-on fight in this competitive world.

Today's youth are facing challenges regarding jobs, employment, in this advanced and globalized world where every company, institution, business is in a race to make

their bar higher and higher. Learning new skills helps youth to compete in this ever-growing world.

A government like India understands the importance of the skill development model that's why they introduced the 11th five-year plan providing a framework to address the situation. The first skill development policy was established in 2009 and subsequently a National Skill development mission as launched in 2010.

Our Education system is not groomed enough to make a student more resourceful and skilful. Developed countries like Germany, USA, Australia are more focused on practical and skilled training than memory training, we should take their successful education reforms and implement in our education system.

## II. LITERATURE REVIEW

1. (SonaliKanchan, 2015) Skill and Knowledge both are key factors of human and economic growth. Suitable policies for skill development help in the development of an economy. Skill development is the national priority for which government takes various steps for the future.
2. (S. Nayana Tara, 2016) We Need to focus on the youth by enhancing skill development in India. In the recent past Government policies on skill development by applying more schemes and programs make us fit for challenges. A knowledge economy requires to develop workers knowledge and knowledge technologists who can become more analytical and flexible of doing their work.
3. (Okada, 2012) India is lacking because of limited access of education institutions and the drop rates from schools and colleges are remain high. India is not sufficiently prepared for the youth's skill developments by their old methods of education system as compare to the what outside world's requirements.
4. (Santosh) The continued growth of our economy skills plays a major role, those life skills, generic skills, essential employment skills helps you to deal with outside consequences and you can develop these skills throughout your life from basic education to your work life.

5. (Agarwal, 2014) In our country skill development plays a major role, it reflects the gap between employed and unemployed. Which arises the major question is what lack of skills in India's youth lacking in getting employment.
6. (Unni, 2016) The emerging problems between skills/education and jobs. As India is growing as a knowledge economy and with the rapid growth and uses of technology it is necessary to learn some skills regarding technology.
7. (Verma, 2015) Women have been regarded as the nuclei of a nation and the builder and moulder of its destiny. The people of today can analyse, organize, and mobilize the surrounding situation for social transformation. Because of participation in social activities, leadership qualities and technical skills are developing in everybody.

➤ *Research Objectives*

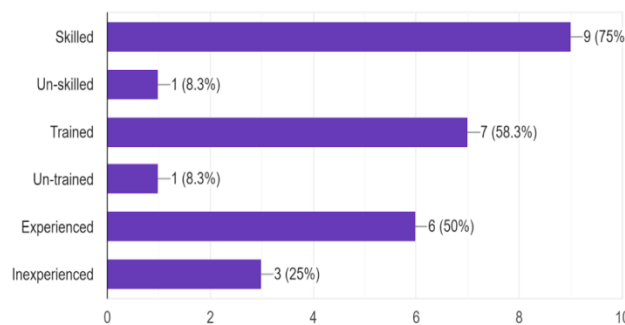
- 1) To understand the companies view about skill development program
- 2) To analyse the kind of candidate companies are expecting with available manpower.

**III. RESEARCH METHODOLOGY**

The data is collected from primary and secondary sources both. For primary data structured questionnaire was developed and circulated among the CEO, MD's, HOD, Owner of various companies. Opinions collected are graphically represented and inferred in the analysis. Secondary data is collected from various websites, journals, magazines, and newspaper articles.

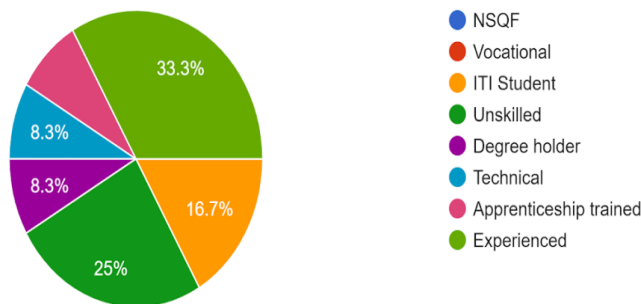
**ANALYSIS**

**COMPANIES' PREFERENCE WHILE SELECTING THE CANDIDATE FOR THE JOB**



**Figure 1:- Mostly companies preferred skilled, trained and experienced people for job**

**CANDIDATE WHICH IS MORE DIFFICULT TO FIND FOR THE JOB**



**Figure 2 Companies found difficult to find the experienced people for the job**

Opinion for the below attributes specifying reasons for not finding the suitable candidate

- Low level of educational knowledge
- Low technical knowledge
- Candidates don't possess the required skills
- Low training level of the candidate
- Candidates knowledge's is not as expected
- Salary expectation is high
- Candidates work experiences is not as expected
- Applicant does not feel good about the job condition.
- Skills taught in institute are not in demand in the market
- Students want to start their own business
- Courses are not sufficient to train the required skills
- Students are not willing to upgrade their skills

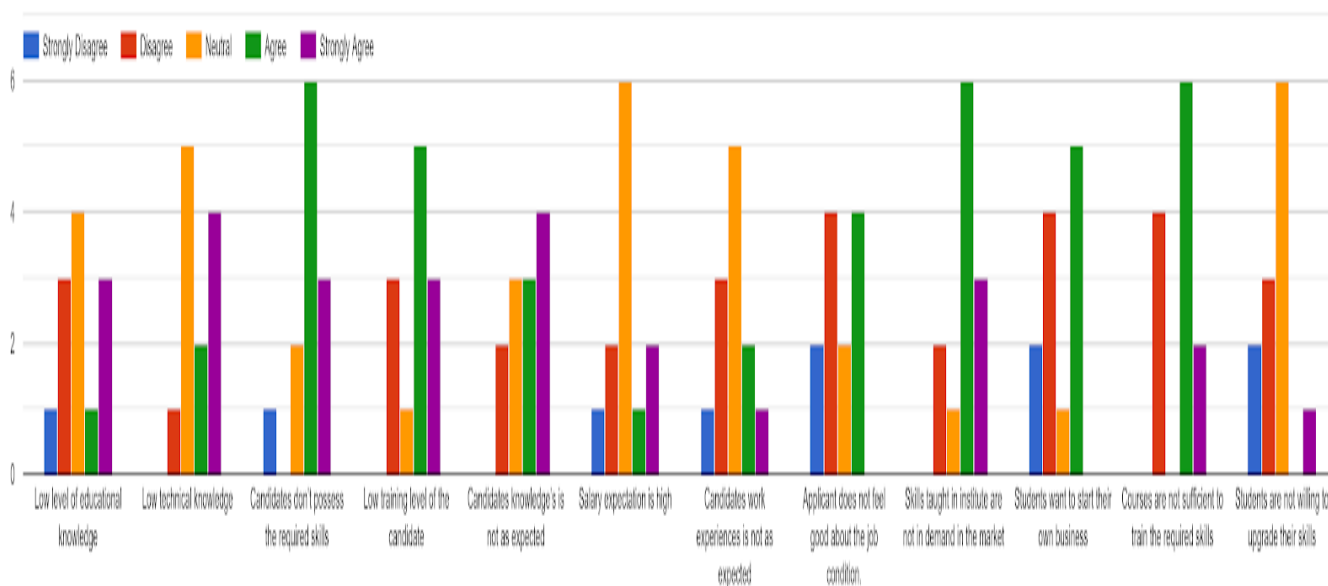


Figure 3

- a) Mostly companies found that low level of education knowledge is the not the problem in the candidates
- b) Mostly companies found that 50% of people who applied for the job possess the technical knowledge
- c) Mostly companies agreed that the candidates does not acquired the required skills for the job
- d) Mostly companies agreed that the candidates have the low training level
- e) Mostly companies agreed that candidate’s knowledge is not as it is expected
- f) It was found that unrealistic salary expectation is not the major issue with the candidates
- g) 50% of candidates do not have the work experience as expected by the companies
- h) It is observed that skills taught in institute are not in demand in the market
- i) Almost 50% of students want to start up their own business
- j) Mostly companies feel that Courses are not sufficient to train the required skills
- k) According to companies Almost 50 % of students are always ready to upgrade their skills

EMPLOYER THOUGHT ABOUT THE SKILL DEVELOPMENT PROGRAM

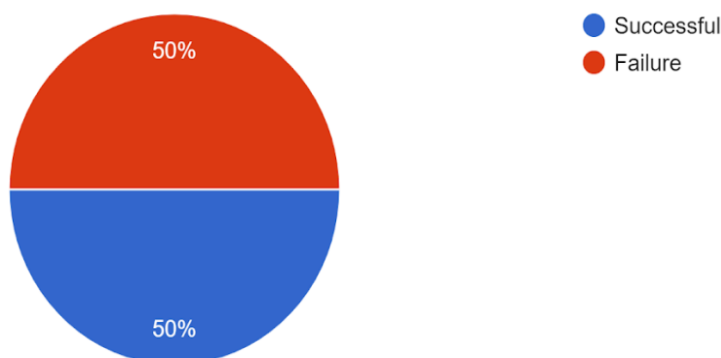


Figure 4

ACCORDING TO EMPLOYER WHO IS RESPONSIBLE FOR FAILURE OF SKILL DEVELOPMENT MISSION.

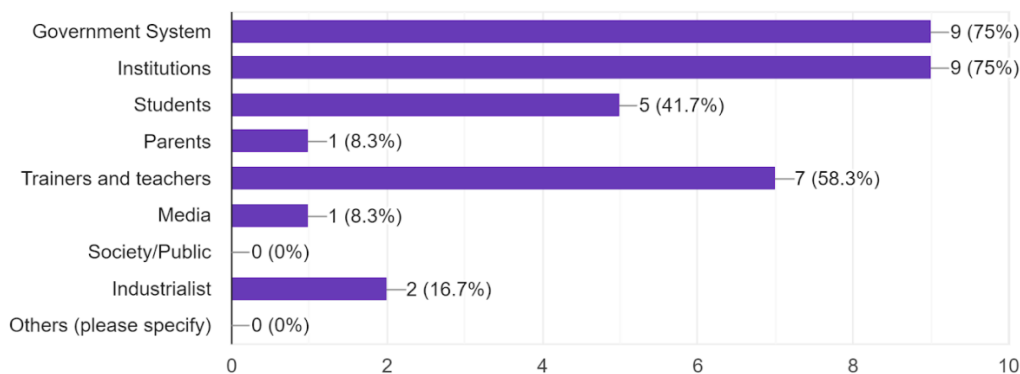


Figure 5

Majority of people is in the opinion that the skill development mission is failed due to faulty implementation of government system, institutions and non-seriousness trainers and trainees.

ACCORDING TO EMPLOYER WHAT ARE THE REASONS FOR FAILURE OF SKILL DEVELOPMENT MISSION.

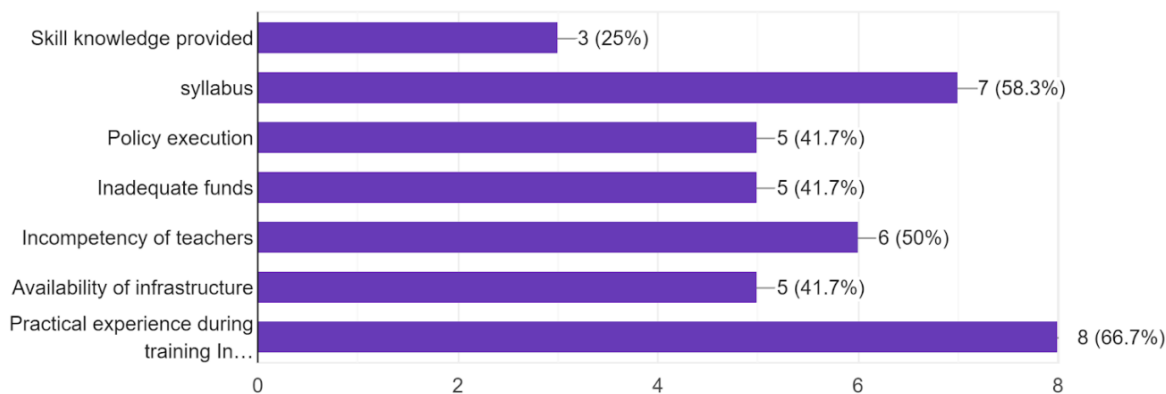


Figure 6

The major reasons identified for the failure of skill development mission are inappropriate syllabus, lack of practical training and incompetent teachers.

MEASURES CAN BE TAKEN TO IMPROVE THE SKILL DEVELOPMENT PROGRAM

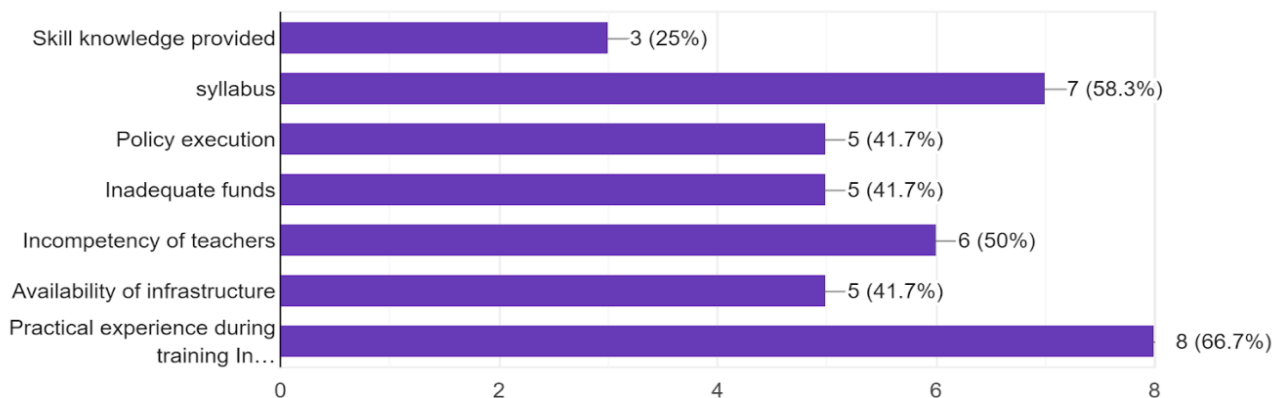


Figure 7

It is found that to make skill development mission successful the syllabus should be reframed in compatible with the industry requirements. This should also include the making syllabus more skill based and practical oriented rather than theoretical based. The need of training the trainers is lot as the imparting of accurate skills &

knowledge can be done when trainers are well acquainted with the updated syllabus.

**TOP 10 SECTORS REQUIRING SKILLED TRAINING (2017 TO 2022)**

**Top 10 Sectors Requiring Skilled Training (2017 to 2022)**



Source: Ministry of Skill Development and Entrepreneurship Annual Report 2016-17

**Figure 8**

Although we found many workers are engaged in the construction sector still these workers are not skilled to do the work as per required standards and norms. So a major gap was identified in the construction sector between the skilled people available and required.

**SKILL TARGETS AND ACHIEVEMENT ACROSS MINISTRIES**

**Skill Targets And Achievements Across Ministries**



Source: National Skill Development Agency; Annual Report 2016-17. Note: \*Figures upto December 2016; Achievement data for various ministries is not available for 2016-17.

**Figure 9**

In 2009 India issued a National Policy on Skill development with the target of skilling 500 million people by 2022. For aiming the same various sector skill council was set up under different ministries. However with the adding year the gap between the annual skill target and people skilled got increased. This shows a major loophole in the planning and implementation. When examine it was found that these ministries was having lack of infrastructure facilities and trained trainers to impart standard training.

**IV. CONCLUSION**

Skill development mission was launched with the objectives to empower the young generation by having self-employment, to uplift weaker sections, to develop standards in training, to have capacity building in unorganised sector, to enhance the teachers quality, to increase the training capacity, to make people employable, to fill the gap between the industry requirements and manpower requirements, etc. There were lots of hopes and expectation with the mission

by government, industry and public but it is observed that the mission was able to fulfil its objectives and hence the problem pertains to exits. The analysis made from primary data and secondary data too indicating the failure of skill development mission.

From analysis it can be easily known that companies are looking for the experienced, skilled and knowledgeable people for the job which is still not available in the market. Most employers found that candidates have less knowledge; they need to be trained, and obtaining the skill certificate is not making them directly deploying in the industry. Companies feel that lack of infrastructure, lack of trained trainers, non-serious attitude for trainees and trainers and unmatched curriculum are the major reasons for the failure of the mission.

Moreover due to mismatch in what is expected from skill course and what was delivered, the ministries are not able to skilled targeted numbers they are supposed to.

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