



Skill Development and Marketing Skills to Uplift The Lower Class

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To Cite this Article

Dr. Neelu Jora. Skill Development and Marketing Skills to Uplift The Lower Class. International Journal for Modern Trends in Science and Technology 2022, 8(04), pp. 429-433. <https://doi.org/10.46501/IJMTST0804073>

Article Info

Received: 17 March 2022; Accepted: 13 April 2022; Published: 23 April 2022.

ABSTRACT

Low skills perpetuate poverty and inequality. When done right, skills development can reduce un- and underemployment, increase productivity, and improve standards of living. Helping people develop and update their skills makes economic sense. Global mega trends such as the rising role of technology, climate change, demographic shifts, urbanization, and the globalization of value chains are changing the nature of work and skills demands. To succeed in the 21st century labor market, one needs a comprehensive skill set composed of:

- 1. Cognitive skills, which encompass the ability to understand complex ideas, adapt effectively to the environment, learn from experience, and reason. Foundational literacy and numeracy as well as creativity, critical thinking, and problem-solving are cognitive skills.*
- 2. Socio-emotional skills, which describe the ability to navigate interpersonal and social situations effectively, and include leadership, teamwork, self-control, and grit.*
- 3. Technical skills, which refer to the acquired knowledge, expertise, and interactions needed to perform a specific task, including the mastery of required materials, tools, or technologies.*
- 4. Digital skills, which are cross-cutting and draw on all of the above skills, and describe the ability to access, manage, understand, integrate, communicate, evaluate, and create information safely and appropriately.*

The development of skills can contribute to structural transformation and economic growth by enhancing employability and labor productivity and helping countries to become more competitive. Investment in a high-quality workforce can create a virtuous cycle, where relevant and quality skills enable productivity growth and foreign direct investment, which result in more and better jobs for the current workforce and more public and private investment in the education and training system. This, in turn, increases the employability and productivity for both the current and future workforce.

KEYWORDS: skills, uplift, marketing, development, lower, class, employment, education

1. INTRODUCTION

Most countries continue to struggle in delivering on the promise of skills development. There are huge gaps in basic literacy and numeracy of working-age populations, as 750 million people aged 15+ (or 18 percent of the global population) report being unable to read and write, with estimates being nearly twice as large

if literacy is measured through direct assessments. Large-scale international assessments of adult skills generally point to skills mismatches as well as large variation in the returns to education across fields of study, institutions, and population groups. Employers in many developing countries report that a lack of skilled

workers is a major and increasing bottleneck for their operations, affecting their capacity to innovate. [1]



The key issues countries need to tackle for skills development are:

- **Access and completion.** Across the world, investments in education and skills development—from preschool through post-secondary education to vocational training—have high returns. The wage penalty for low literacy is nine percentage points in Colombia, Georgia and Ukraine, and 19 percentage points in Ghana. And the opposite is also true: in Brazil, graduates of vocational programs earn wages about 10 percent higher than those with a general secondary school education. Still, provision of equitable access is a challenge in many low-income and middle-income countries. Furthermore, many students who manage to enroll in education or training programs do not complete their studies and miss out on obtaining formal qualifications, which can dramatically reduce the return on the educational investments in terms of lifetime earning potential.
- **Quality.** Many young people attend schools without acquiring basic literacy skills, leaving them unable to compete in the job market. More than 80 percent of the entire working age population in Ghana and more than 60 percent in Kenya cannot infer simple information from relatively easy texts. For those who access technical and vocational training at secondary and post-secondary levels, returns can vary substantially by specialization and institution. In particular, technical and vocational training (TVET) systems in many countries face challenges related to quality assurance, resulting in perceptions of the vocational track being a second-best option compared to general secondary or tertiary education.

- **Relevance.** Technical and vocational education and training—which can last anywhere from six months to three years—can give young people, especially women, the skills to compete for better paying jobs. Nevertheless, more needs to be done in terms of engaging local employers to ensure that the curriculum and delivery of these programs responds to labor market needs.
- **Efficiency.** Challenges related to governance, financing, and quality assurance also impact the efficiency of skills development programs. The resulting unnecessarily high costs can limit opportunities for disadvantaged youth and adults to access these programs.[2]

The good news is that the evidence on what works and what does not in skills development, and for whom, is growing. At the World Bank Group (WBG), we support governments around the world in designing, implementing, and learning from reforms and programs aimed at addressing the most fundamental challenges of skills development.

2. DISCUSSION

Skill development approach causes poverty reduction. Broad Categories of Approach to Poverty Reduction are:

- reducing international inequities: debt restructuring; financial transfers; renegotiating terms of trade
- boosting national economic growth, and associated production-oriented approaches (in principle agreed by all agencies though now with almost uniform rejection of the 1960s blind faith in ‘trickledown’ effects; despite varying degrees of interest in what should be counted, statistics related with this are overwhelmingly biased towards the monetised market economy which includes many functions irrelevant or harmful to the poor)
- institutional development (a very broad category associated with the general trend towards emphasising the ‘enabling environment’, and including the recent emphasis on ‘social capital’)
- basic needs provisioning, ‘social sector’ strengthening (direct provisioning and indirect influence on public investments in food security, shelter, health, etc.)



Skill India

कौशल भारत - कुशल भारत

कुशल बनें देश अपना, यही है हम सब का सपना

- social security, and safety-nets (public wealth transfers, social insurance)
- structural adjustment (with/without a 'human face') [3]
- human capital development (associated with Amartya Sen's concept of 'capabilities' particularly as promoted by the UNDP)
- empowerment, social inclusion, participation, rights-based approaches (including those addressing gender, ethnic, and age-related inequalities)
- livelihoods (cross-sectoral approaches associated particularly with the work of Robert Chambers)
- reducing inter-generational inequities (environment)
- disaster preparedness and rehabilitation (reducing vulnerability to shocks at various levels)
- peace-making and reconciliation

Skills development is not equated with formal technical, vocational and agricultural education and training alone, but is used more generally to refer also to the productive capacities acquired through all levels of education and training, occurring in formal, non-formal and on-the-job settings, which enable individuals in all areas of the economy to become fully and productively engaged in livelihoods and to have the opportunity to adapt these capacities to meet the changing demands and opportunities of the economy and labour market.[4]

Sabka Saath
Sabka Vikas
Sabka Vishwas
Sabka Prayas

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Azadi Ka
Amrit Mahotsav



3. RESULTS

India is relatively a younger nation compared to its neighbours. Every year around 28 million youth gets added to India's workforce. As per an assessment conducted by the National Sample Survey Office, India's unemployment rate was at a forty-five year high of 6.1% in the year 2018. The country was already reeling under economic slowdown when the COVID pandemic hit. The pandemic has completely disrupted the economic landscape of the nation.

Advantages of Skill Development in India

- Increase in proficiency
- Grow skill sets
- Achieve task in less time with more results
- Increase in performance level

The Government of India has taken out several plans for skill development, but they are also not sufficient to create opportunities for skill development training in India. They need to emphasize skill development programs and help individuals to make use of their talent and knowledge. Today, everyone wants to establish a good career and for this, proper skill development trainings are required. It comes up to be an important part of any individual's career.

The skill development training in India should be made compulsory to enhance all-round expertise of the people. They need proper guidance and training initiatives to develop. Communication, technological know-how, etc. are important for individuals to have a hold on. This can only be possible if they get enough opportunities to grow and develop through skill development trainings.



Since many universities have given importance to skill development, it was found that many students were placed easily. Organizations today want effective and productive people. With skill development, people can work effectively and achieve success in whatever they do. There can be increased chances of promotions and individuals can experience a lift in their careers. All in all, skill development training in India is a must![5]

Significance of technology in skill development training in India

Technology is essential in scaling up the Skill development training in India Initiative. Technology helps to define standard training tools for the candidates so that all tests and tutorials can be conducted easily.

The main aim of creating a skilled workforce has to be united with employment opportunities for young people. Without the required opportunities the core challenges of unemployment in the country will never get resolved!

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Skill Development shaping the future of India

Improved scenarios of employability: Since the government and universities have focused on skill development, it was found that many students were placed easily during the placement drives. Any organization requires for an effective, productive and proficient employee. With the skill development, the people were able to work productively and achieved the greater number of targets in lesser time, with a better self-growth and the corporate.[6]

Government is providing good opportunities to the youth as per their choice and requirement. This aims to increase the employability rate to at least 70% people. Skill awareness programs are helping the people to understand the prospectus of skill training initiative and help to achieve more targets.



नीति आयोग की ताजा रिपोर्ट



मध्य प्रदेश भारत का चौथा सबसे गरीब राज्य। यहां 2.5 करोड़ (37%) से अधिक लोग गरीब हैं। पहले स्थान पर बिहार, दूसरा झारखंड और तीसरे नंबर पर उत्तर प्रदेश है।

Personal Development: Skill development enhances the proficiency of a person in any particular area. Skill enhances to build the professional network, better communication, time management and negotiation skills.

Nurturing Talent: Skills are something that can be acquired by learning. Skill training is helping the people to identify, train and nurture their innate talent in the desired field.

Less number of Dropouts: One of the biggest issues of India is unemployment. Skill development of helping the students to process the basic skills required by the employers today and direct a good direction towards their career.

Increased Career Growth Opportunities: Everyone aspires to embellish a good career in their life. Skill development is the most important part of any successful career journey. Skill makes a person flexible, reliable, productive and efficient in the job prospectus and this widens the career opportunities.

The foundations for an effective, efficient and sustainable skill development ecosystem had been laid over the course of the last few years, however, it is time now to build upon it. As per a Bloomberg Economic article and its projections, India's GDP will grow from \$2.7 trillion in 2019 to \$5 trillion by 2025 and \$8.4 trillion by 2030. Whether we achieve it or not depends on how we capitalize this decade and how effectively we eliminate the causes of disruptions. We must utilize this

opportunity to rebuild ourselves rationally and critically with greater impetus. The task is herculean but not impossible. The distance between a probable future and a possible future is always shortened by resilience and determination.[7]



National skill development corporation

4. CONCLUSION

The Skill Development and Employment vertical of NITI Aayog will undertake policy-driven initiatives in training youth to strengthen the nation's human capital and identify and address critical issues relating to employment, jobs and livelihood generation and social security. This vertical outlines, coordinates, evaluates, analyzes and monitors various schemes, legislations, programs and projects related to skill development, labor and employment, Ministry of Skill Development and Entrepreneurship (MSDE) and Ministry of Labor and Employment (MOLE). Works closely with . The vertical collaborates with various national and international bodies and experts to identify various areas that require mid-term improvement with suggestions and action points that are reflected in the vertical's research and policy-related work. NITI Aayog has identified 117 districts to ensure the transformation of under-developed pockets of India on the objective criteria pertaining to education, health & nutrition, financial inclusion & skill development, agriculture & water resources and basic infrastructure. In the skill sector, five indicators that summarize the aspects of accessibility, quality, equity and relevance of coordinated skill development efforts in the country are being monitored real time to ensure transformation of aspirational districts. The key performance indicators are available on the live dashboard - 'Champions of Change.' [8]

The vertical is working with various stakeholders and agencies in the aspirational districts to impart skill training to the youth, ensure certification and

employment opportunities for trained youth. Special emphasis is laid on youth from the vulnerable/marginalized sections of the society. Partner organisations such as L&T Ltd., Friends' Union for Energizing Lives (FUEL) and Lupin Foundation. FUEL through its Career Guidance and Skilling Centres (CGSC) is providing one-to-one solutions for employment and entrepreneurship and also organising career fests and job fairs in aspirational districts of Chhattisgarh and Maharashtra. L&T Ltd. has set-up Skill Development Centres in Baran district of Rajasthan and Khandwa district, Madhya Pradesh, where it is imparting skill training in the trades of masonry, bar bending and form work. L&T would be adopting ITIs in certain districts where it would undertake activities such as designing the course curriculum, training of trainers, developing course content such as e-manuals etc. Adopt Industrial Training Institutes (ITIs) in consultation with State Govt. Lupin Foundation is providing skill training in the trade of data entry operator, mobile repairing, two wheeler repairing, sewing, data entry etc. in Dholpur, Vidisha and Nandurbar districts. [9]

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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