

# **A RESEARCH PAPER ON - ECONOMIC PROSPERITY THROUGH SKILL INDIA: A STUDY OF KEY SUCCESS FACTORS AND CHALLENGES**

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## **ABSTRACT**

*India is a country with major represent youths. As far the economic development of our country is concerned, India is still lagging behind due to various problems like poverty, unemployment, illiteracy, medical infrastructure etc. Youth plays a crucial role in achieving economic prosperity of the country.*

*The main aim of Skill India is a concept introduced by Hon'ble Prime Minister of India Narendra Modi in March 2015 is to create opportunities, space and scope for self-development of the talents of Indian Youth. This program is initiated in to provide training and skill development covering youth of each and every village.*

*In the present scenario, it is found that most of the youth being educated are been facing severe unemployment problem due to lack of skills and technical knowledge. Most of them are unaware of the developments taking place in the modern technology. Attempts are made through skill development programme to provide creative technical skill training to youth population to encourage the concept of self entrepreneurship by providing them training in various activities and providing financial assistance through loans at a cheaper rate of interest.*

*Lot of activities is implemented by the government to enhance the level of creativity and infuse leadership qualities in youth. But still some deviations and loopholes are found. Now the new approach is to concentrate on job creation and youth without idleness.*

*In this paper, an attempt has been made to identify how far the skill development programmes have achieved success and what are the major problems faced by the youth in initiating the skill development programmes launched by government.*

**Key words:** Creative Skills, Economic development, Job Creation, Self development, Talent Acquisition

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## 1. INTRODUCTION

India is a country with high working age population. Unemployment is a severe problem faced in India. Skill India is an initiative to improve the physical and mental development of Indian youths so that the unemployment problem in the country can be reduced.

Skill India is a multi skill project launched in March 2015. The main aim is to develop the talents of Indian Youths. Here more emphasis is given to value addition among youth who are jobless, school dropouts along with the educated ones. It emphasises on the concept of job creation and social security by which the youth undertake responsibility and no youth remain idle and burden to the economy. Skill development idea helps youths to raise their confidence and improve their productivity.

The Skill India concept provides support, training and guidance for all occupations like construction, textile, transportation, agriculture, weaving, handicraft, horticulture, fishing and various other sectors along with language and communication skills, life skills, personality development skills, management skills including job and employability skills.

## 2. RESEARCH DESIGN

### 2.1. Objectives of the Study

The main objectives of the study are;

- To know the awareness of skill development concept.
- To know the problems faced in self employment.
- To provide some suggestions based on the observations and findings of the study.

### 2.2. Research Methodology

This research is based on the primary data and the secondary data. Primary data is collected by distributing the questionnaires to respondents and through telephonic interviews. The data is collected from 31 respondents from various places in and around Mangalore city. Random sampling is been used in selecting the samples for the study.

Secondary data has been collected from websites related to the topic.

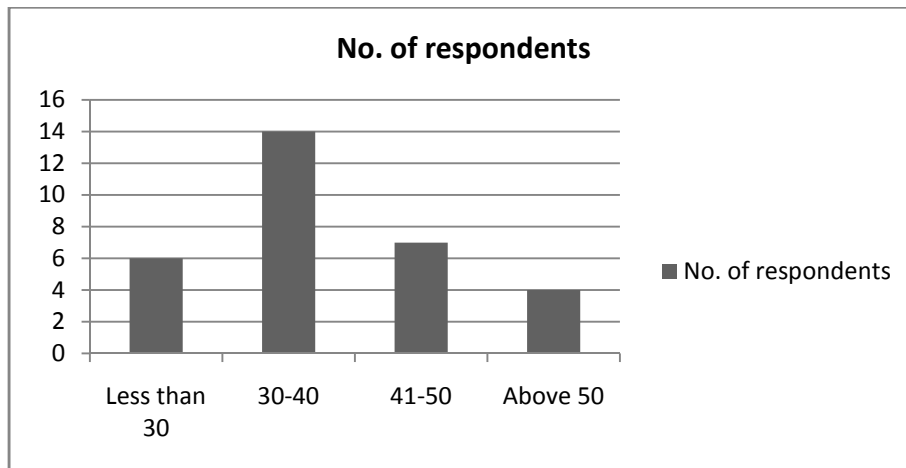
## 3. DATA ANALYSIS AND INTERPRETATIONS

The data has been collected and interpreted in the following manner:

**Table 1 Age**

Age	No. of respondents	Percentage
Less than 30	06	19
30-40	14	45
41-50	07	23
Above 50	04	13
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 1** Age

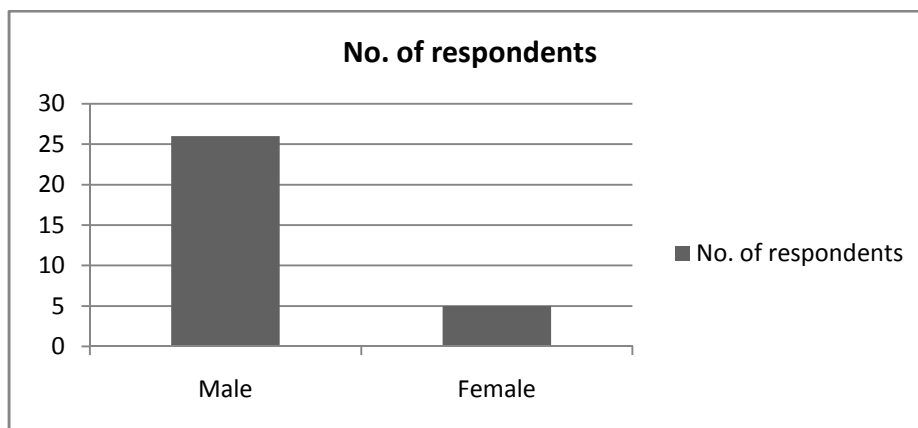
***Analysis and Interpretation:***

Out of the total respondents selected for the survey, majority of the people between the ages of 31-40 have availed more benefit from the Skill India Campaign.

**Table 2** Gender

Gender	No. of respondents	Percentage
Male	26	84
Female	05	16
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 2** Gender

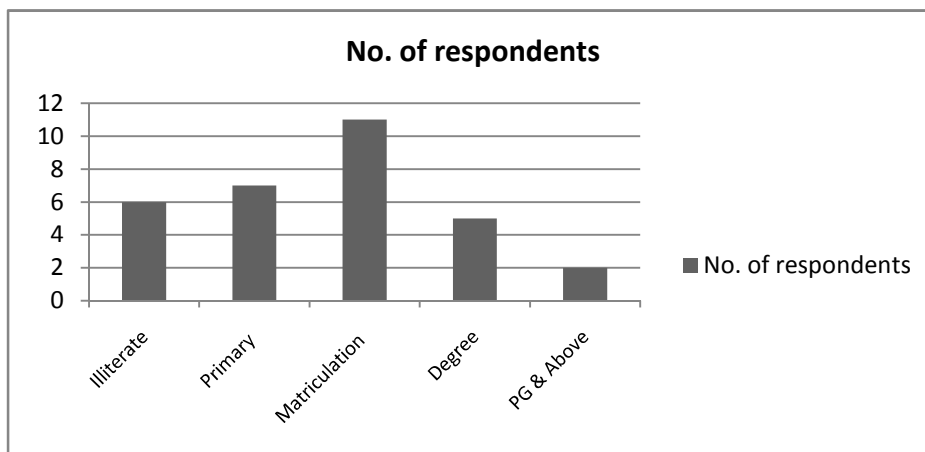
***Analysis and Interpretation:***

Out of the total respondents selected for survey, majority of them are males who are benefited from Skill India concept when compared to female respondents.

**Table 3** Educational Qualification

<b>Educational Qualification</b>	<b>No. of respondents</b>	<b>Percentage</b>
Illiterate	06	19
Primary	07	23
Matriculation	11	35
Degree	05	16
PG & Above	02	7
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 3** Educational Qualification

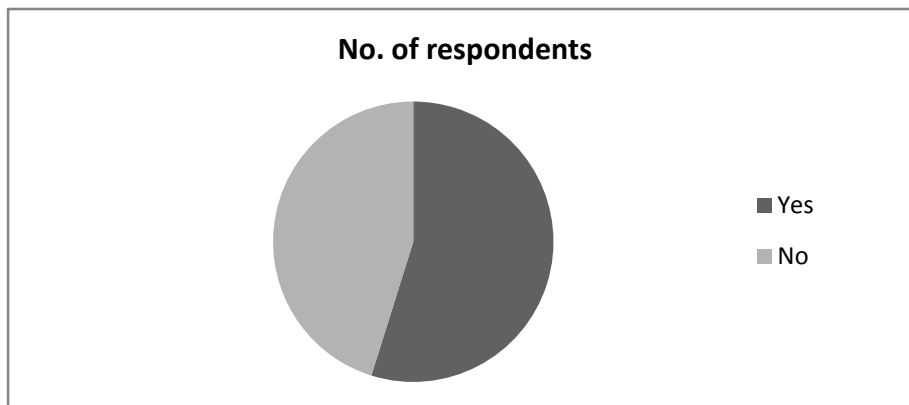
**Analysis and Interpretation:**

Out of the total respondents selected majority of them are below the matriculation level of education.

**Table 4** School Dropouts

<b>Dropouts</b>	<b>No. of respondents</b>	<b>Percentage</b>
Yes	17	55
No	14	45
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 4** School Dropouts

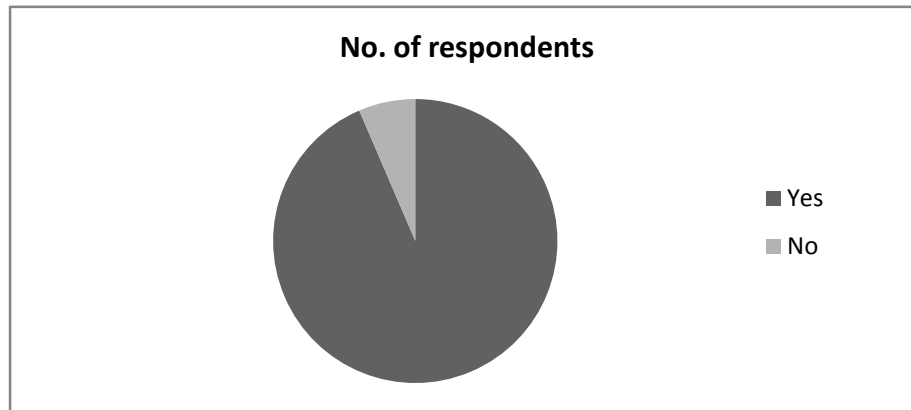
**Analysis and Interpretation:**

Out of the total respondent's majority are school dropouts who have availed the benefit of Skill India.

**Table 5** Faced Unemployment Problem

Problem faced	No. of respondents	Percentage
Yes	29	94
No	02	6
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 5** Faced Unemployment Problem

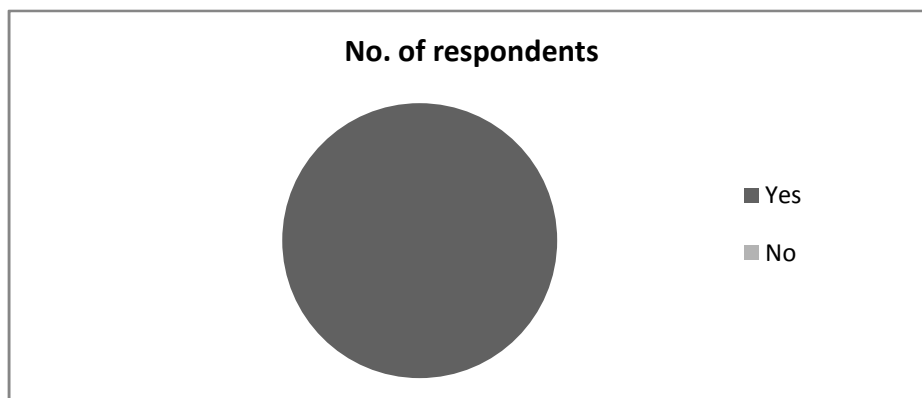
**Analysis and Interpretation:**

Majority of the respondents selected for the survey have faced unemployment problem.

**Table 6** Awareness of Skill India Campaign

Awareness	No. of respondents	Percentage
Yes	31	100
No	-	0
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 6** Awareness of Skill India Campaign

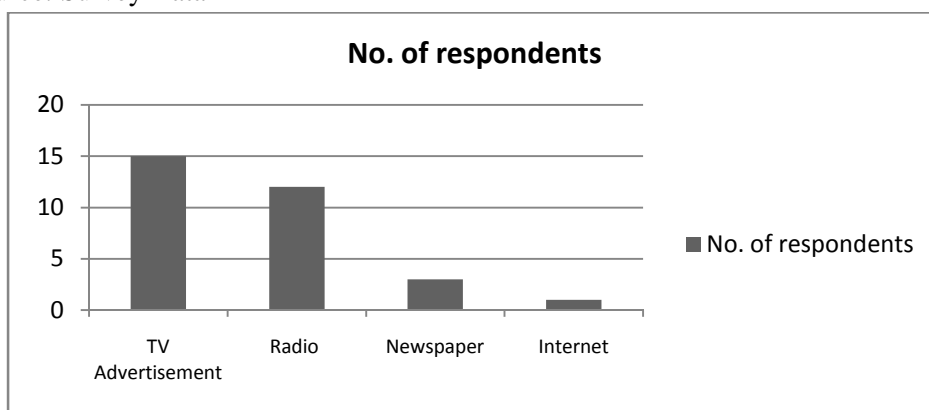
**Analysis and Interpretation:**

Out of the respondents selected for survey all the respondents got awareness regarding the Skill India concept launched by our Hon'ble Prime Minister Narendra Modi.

**Table 7** Source of Information

Source	No. of respondents	Percentage
TV Advertisement	15	48
Radio	12	39
Newspaper	03	10
Internet	01	3
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 7** Source of Information

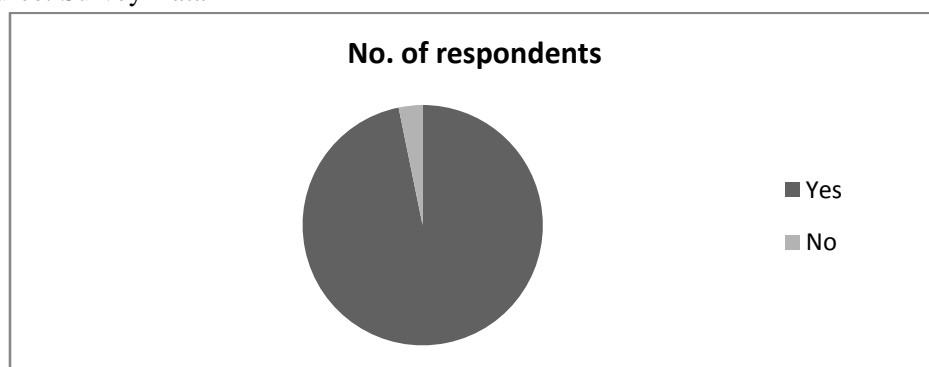
**Analysis and Interpretation:**

Out of the total respondents majority know about the Skill India concept through Television advertisement.

**Table 8** Training under the Skill India Campaign

Training	No. of respondents	Percentage
Yes	30	97
No	01	3
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 8** Training under the Skill India Campaign

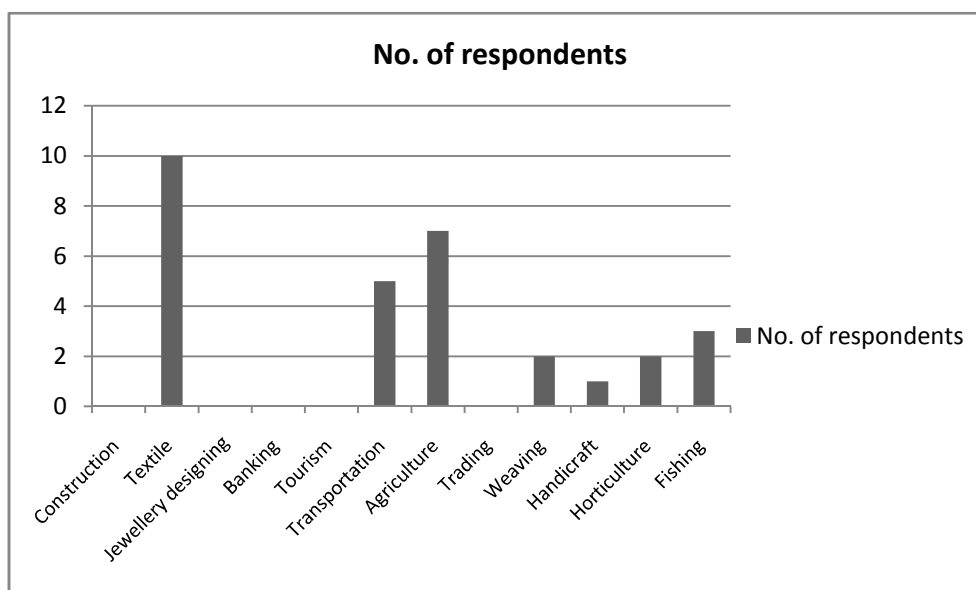
**Analysis and Interpretation:**

Out of the respondents selected for survey 97% of the respondents have undergone training under the Skill India Campaign.

**Table 9** Area of Training Covered

Area of training	No. of respondents	Percentage
Construction	-	-
Textile	10	33
Jewellery designing	-	-
Banking	-	-
Tourism	-	-
Transportation	05	17
Agriculture	07	23
Trading	-	-
Weaving	02	7
Handicraft	01	3
Horticulture	02	7
Fishing	03	10
Total	30	100

Source: Survey Data



Source: Survey Data

**Figure 9** Area of Training Covered

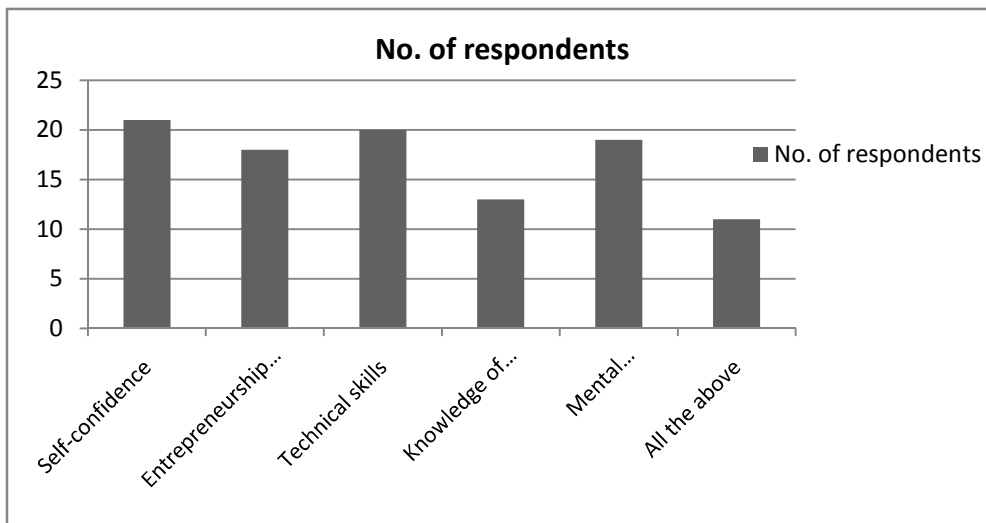
**Analysis and Interpretation:**

Out of the respondents who have undergone training, majority are trained in textile area.

**Table 10** Training Benefits

Benefit availed	No. of respondents	Ranking
Self-confidence	21	1
Entrepreneurship and skill development	18	4
Technical skills	20	2
Knowledge of technological development	13	5
Mental development	19	3
All the above	11	6

Source: Survey Data



Source: Survey Data

**Figure 10** Training Benefits

**Analysis and Interpretation:**

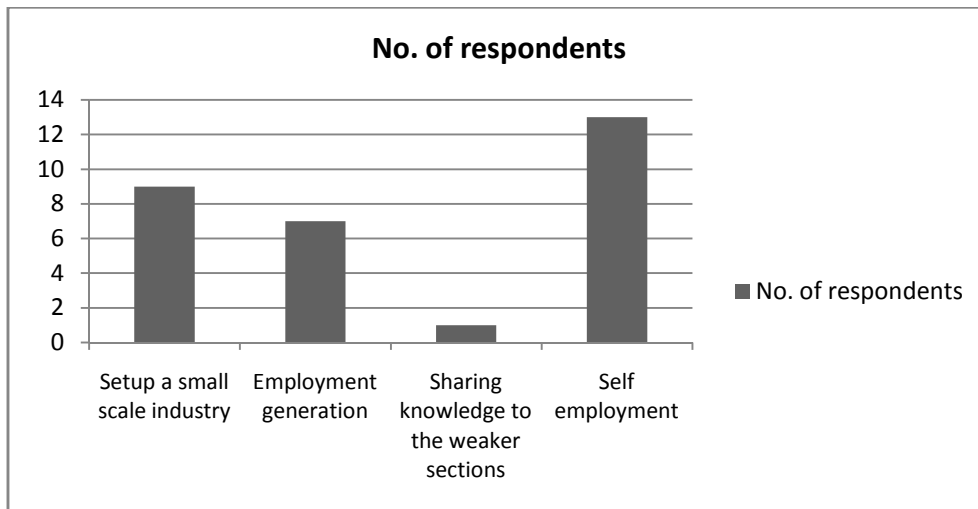
The respondents have availed all the benefits out of the training provided to them. Among training benefits respondents have given preference for Self Confidence followed by Skill Development, Technical skills, Mental Development and Technological Development.

**Table 11** Helpfulness of Training

Helpfulness	No. of respondents	Percentage
Setup a small scale industry	09	30
Employment generation	07	23
Sharing knowledge to the weaker sections	01	3
Self employment	13	44
Total	30	100

Source: Survey Data





Source: Survey Data

**Figure 11** Helpfulness of Training

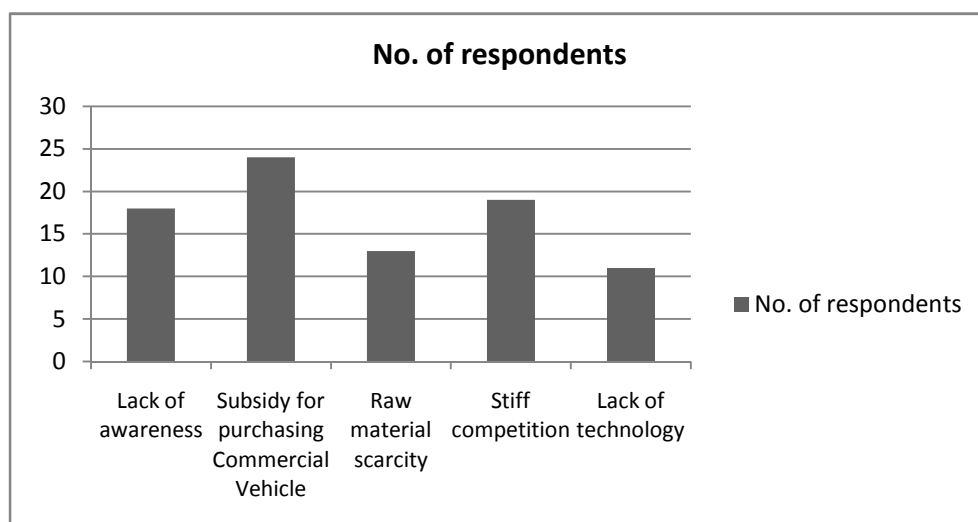
**Analysis and Interpretation:**

Out of the total respondents majority have setup self employment after the training programme.

**Table 12** Persistence of Problem even after Training

Problems	No. of respondents	Ranking
Lack of awareness	18	3
Subsidy for purchasing commercial Vehicle	24	1
Raw material scarcity	13	4
Stiff competition	19	2
Lack of technology	11	5

Source: Survey Data



Source: Survey Data

**Figure 12** Persistence of Problem even after Training

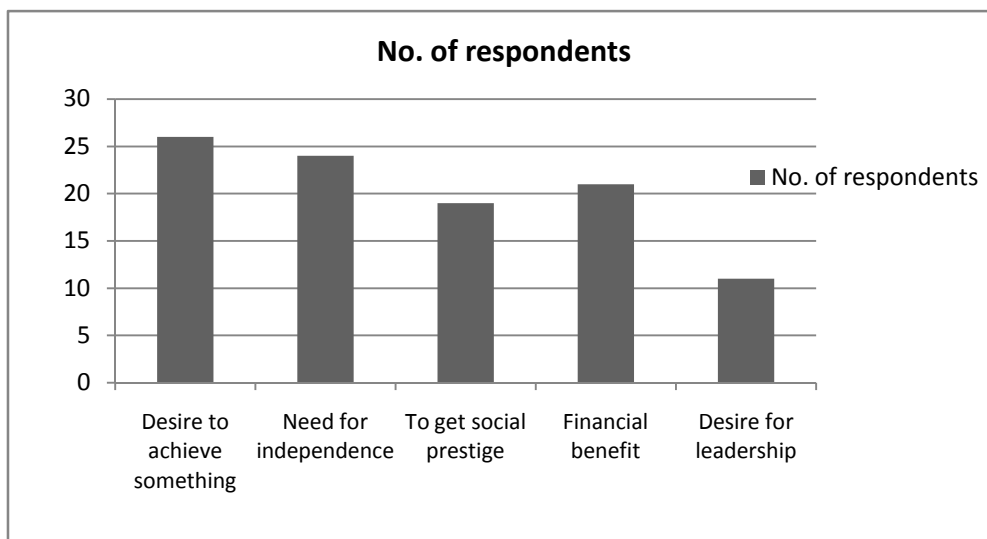
**Analysis and Interpretation:**

Most of the respondents have faced different problems even after the training. Among these respondents have said that the major problem was availing subsidy for purchasing commercial vehicle followed by Stiff Competition, Lack of Awareness, Raw Material Scarcity and Lack of Technology.

**Table 13** Factors motivated through Skill India Campaign

Factors	No. of respondents	Ranking
Desire to achieve something	26	1
Need for independence	24	2
To get social prestige	19	4
Financial benefit	21	3
Desire for leadership	11	5

Source: Survey Data



Source: Survey Data

**Figure 13** Factors motivated through Skill India Campaign

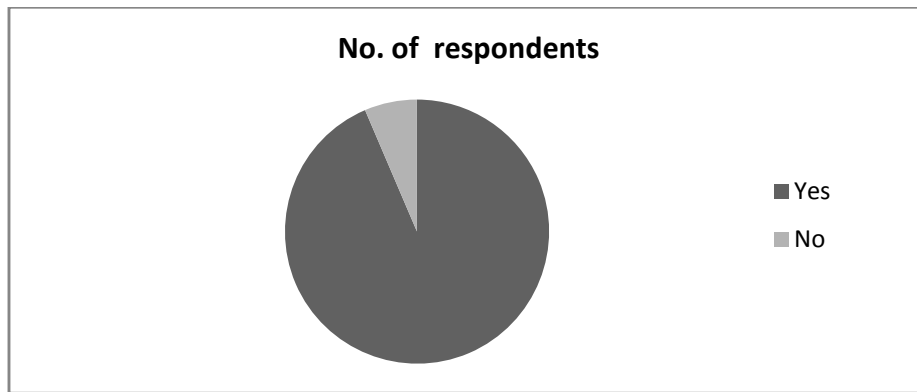
**Analysis and Interpretation:**

The above figure shows that the Skill India Campaign has motivated the surveyed respondents in several ways. Among those Desire to achieve something was given the first preference followed by Need for independence, Social Prestige, Financial benefit and Leadership quality.

**Table 14** Encouraging others to take up self employment

Encouragement	No. of respondents	Percentage
Yes	29	94
No	02	6
Total	31	100

Source: Survey Data



Source: Survey Data

**Figure 14** Encouraging others to take up self employment

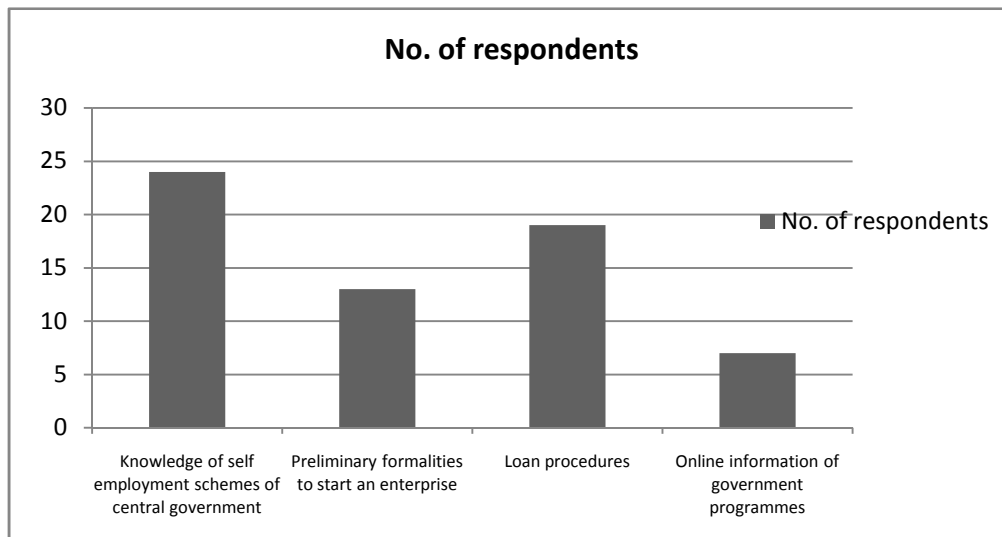
**Analysis and Interpretation:**

Majority of the respondents encourage others to undertake self employment.

**Table 15** Awareness about self employment promotion schemes of Government

Awareness	No. of respondents	Ranking
Knowledge of self employment schemes of central government	24	1
Preliminary formalities to start an enterprise	13	3
Loan procedures	19	2
Online information of government programmes	07	4

Source: Survey Data



Source: Survey Data

**Figure 15** Awareness about self employment promotion schemes of Government

**Analysis and Interpretation:**

Most of the respondents are aware of the self employment promotion measures of government. Apart from these, awareness regarding loan procedures, preliminary formalities

to start an enterprise and online information of government programmes are also initiated through government portals.

### **Based on the Analysis and Interpretation, following are some of the Findings of the Study**

- About 45% of the respondents falling between the age group of 31-40 are more benefited due to the Skill India concept and it is seen that majority of male respondents have availed the benefit.
- From the survey it is seen that most of the respondents are below the matriculation level of education and majority are school dropouts and had faced severe unemployment problems which indicate how Government is caring to abolish unemployment problem.
- Majority of the respondents were aware of the Skill India Campaign due to various publicity schemes of Government which is highly commendable.
- Out of the respondents selected for survey majority have undergone the skill development training under different areas and have benefited them in their overall development. This shows the popularity of the schemes and good response from the youth.
- The survey reveals that even after the training the respondents had faced some major problems while setting up their own business, which need to be tackled.
- Almost all the respondents have motivated through Skill India Campaign and have encouraged others for self employment.

### **Based on the Data Analysis and Findings, some Suggestions have been offered**

- Measures have to be taken in order to increase the participation of female population in self employment schemes covering all the age groups.
- Actions should be taken to minimise the school dropouts and to provide education in the best way possible.
- The awareness regarding the Skill India concept should still be increased through different Medias so that even the poorest sections of the society should be benefited.
- Practical exposure to the major problems in different fields should be made known to the people before setting up their own business.
- The self employment awareness schemes should be made known and financial benefit should be provided to those who are willing to set up their own enterprise for promoting employment opportunities for the well being of the society.

## **4. CONCLUSION**

A country like India with high population is severely facing major problem of unemployment. Measures are taken to promote the self entrepreneurship schemes by the government. Youth are provided with training in various fields with support and guidance increasing in the personality development and overall development of the youth.

The Skill India concept has achieved popularity all over the world appreciating the initiative taken by our Hon'ble Prime Minister Narendra Modi. A great move towards developing India as developed country by motivating Indian talents of our nation and make a bright future for youth.

Now it is time for youth to accept responsibility so that they do not remain idle in the society and concentrate more on job creation and social security. With this new approach India can surely move towards its targeted results.

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