

ISO 9001:2015

NAAC 'A' GRADE CYCLE 3

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

Sponsored by S.K.P.V.V. Hindu High Schools Committee

Kothapeta, Vijayawada - 520001

A College with Potential for Excellence (CPE) All India 92nd Rank in NIRF by MHRD (2017)

Recognized as Band Performer in ARIIA by Ministry of Education, Govt. of India.



Certificate

This is to certify that Prof./Dr./Mr./Ms. *R. Deepa*..... of
....*Government Degree College, Tekkali*..... has
Participated/Presented a paper titled '*Skill Development in Andhra Pradesh: A Critique Study of Initiative, Challenges and Way forward*..... in the **ICSSR** Sponsored Two-Day National Seminar on
'**SOCIAL INNOVATION & ENTREPRENEURSHIP IN INDIA**' organized by
Department of Commerce & Management, K.B.N. College (Autonomous), Vijayawada
on 25th & 26th February, 2022.

[Signature]
Convenor

[Signature]
Principal

Skill Development in Andhra Pradesh: A Critique Study of Initiative, Challenges and Way Forward

R Deepa, Lecturer in English, GDC, Tekkali, Srikakulam Dist
Email Id: deepa446438@gmail.com

Abstract

India is said to have a skilled workforce of 500 million by 2022 (Business Standard, Jan 13, 2015). To meet this objective, various initiatives have been taken across different states of the country. The present study is a pioneer study focused upon studying the working of skill development Andhra Pradesh in Andhra Pradesh. The first ever published annual report of the Andhra Pradesh skill development mission has been analyzed using vertical statement analysis. Besides, a survey has been conducted across the skill development Andhra Pradesh amongst the three major cities of Amritsar, Jalandhar and Ludhiana using structured questionnaire. The study has been quite useful in getting constructive feedback from the Andhra Pradesh heads of skill development Andhra Pradesh. The challenges faced by the Andhra Pradesh heads and their valuable suggestions have also been discussed in detail in the paper. The Andhra Pradesh heads believe that the skill development programs should be promoted by the government to ensure people take them seriously. As these courses are provided free of cost by the Andhra Pradesh, majority of the students and in few cases the parents as well, do not take these training programs seriously. Hence it has been suggested that a 'penalty clause' should be added in the admission prospectus whereby students should be

penalised if they leave the course in-between. Moreover, it is advised that all possible efforts should be made to ensure employability of the students once they complete the course. The paper also throws light on the problems faced by the respective Andhra Pradesh heads in acquisition of students, retention of students, realization of timely payment from the government and mobilization support from various departments.

Key words: Skill Development, Student Acquisition, Placement, Economic Growth, Skill Gap

Introduction

Skill development is inevitable for the economic growth of a country. For the economy to grow well, a healthy growth in manufacturing and tertiary sector is required. India is said to have a skilled workforce of 500 million by 2022 (Business standard, Jan 13, 2015). To meet this objective, various initiatives have been taken across different states of the country such as the formulation of the national skill development policy, delivery of modular employable schemes up gradation of existing institutions through World Bank and government of India funding, as well as private partnership model.

National Skill Development Mission

The National Skill Development Corporation (NSDC) is a Public Private Partnership (PPP) model in India, under the Ministry of Skill Development &

Entrepreneurship (MSDE). It aims to promote skill development by catalyzing creation of large, quality and for-profit vocational institutions. (<https://www.nsdcindia.org/New/nsdc-profile>)

Skill Development Mission in Andhra Pradesh

The Governor of Andhra Pradesh through its notification dated 2nd September, 2014 has constituted Andhra Pradesh Skill Development Mission. The Mission is a single point of contact within the Government to devise and guide skill development schemes across the Department. (<http://psdm.gov.in/genesis-and-rationale.php>)

Literature Review

A Pre-tested interview schedule has mainly been used as a main tool for data collection. The authors suggested that there is a need to identify successful entrepreneurs who can be encouraged to train small entrepreneurs. Hussain (2005) has discussed about the emergent and recurring need of skill development efforts for achieving higher productivity in Pakistan. He has further cited examples of vocational training system in the United Kingdom, Germany and Japan. The skill development council, Lahore was established in 1995 and till date it has arranged training and re-training of more than 75,850 educated youth. Moorosi (2009) has done a gender analysis of skill development in South Africa. The study reveals that most of the existing teachers who are not adequately qualified and skilled are women who were denied proper teaching training in

the past. It has been suggested that the programmes that have the potential to deepen the pattern of inequality in skill development, educational institutions and the labour market need to be seriously questioned. The study concludes that with the knowledge about traditional skills already in place, it is only a matter of appropriate training and financial support, which can enhance the economic development of the people in the region.

Need & Scope of the Study

Past literature review gives significant evidence of studies aimed at understanding the mechanism of skill impartment in India and in some cases, across countries also. Besides, a survey of entrepreneurs has also been done in few studies to understand the skill demand and supply status. Considering the state of Andhra Pradesh, few studies have been conducted using secondary data, to understand the challenges faced by skill development Andhra Pradesh in Andhra Pradesh. The past literature does not give any evidence of a study conducted in Andhra Pradesh state using primary data by eliciting responses from the Andhra Pradesh heads of skill development Andhra Pradesh operational in the state.

Objectives of the Study

To assess the financial spending of Andhra Pradesh skill development mission for promoting skill development in Andhra Pradesh.

To assess the quality standards maintained at the skill centers in Various districts of Andhra Pradesh. To understand the challenges faced by

the Andhra Pradesh heads in the smooth functioning of skill centers, thereby, eliciting suggestions from them for an improvement in the system.

Empirical Results

Results based on the Annual Report of Andhra Pradesh Skill Development Mission

Andhra Pradesh skill development mission has uploaded its first ever annual report since its inception in 2019. The report comprises Income & Expenditure statement and a balance sheet. These financial statements have been analyzed using vertical analysis.

An analysis of Income & Expenditure account and Balance sheet gives the following information:

The skill development mission in Andhra Pradesh is spending only 1.23 percent of its Grant-in-Aid on advertisement expenses. In a conversation with the Andhra Pradesh head, Multi skill development Andhra Pradesh, it was observed that the Andhra Pradesh team has to approach the households in rural, semi-urban and urban areas to encourage students for joining skill development courses. The process involved approaching and convincing parents of the prospective students to make them understand the importance of skill courses and their effective contribution towards employability. If the government promotes its skill development courses through advertisement, promotional campaigns and awareness camps, these courses can be promoted in an effective manner, which will lead to an increase in the number of admissions. The courses are provided free of cost to the students and that's why they are not taken

seriously by the wards and the parents also. The need of the hour is to create awareness amongst the masses that doing a skill development course will make them far more employable than doing any non-vocational course.

More academicians should be hired to promote the courses at a mass scale. Presently the mission is spending approximately 23.65 per cent of its aid on the salaries of its staff. The purpose of the mission is to create awareness amongst masses regarding skill development courses so that the youth of the state is easily employable, can be happily consumed by the industry and can even think about self-employment by starting his/her own venture. All this is possible, if primarily the youth is aware of the benefits associated with these courses and they take maximum advantage of the same. According to the Andhra Pradesh Heads, students do not take these courses seriously. High absenteeism and turnover are major issues with wards of uneducated parents. A vertical analysis of Balance sheet depicts that a total of 0.08 per cent has been spent on computers as fixed assets. As more professional staff will be hired by the mission, this requirement will certainly increase which will, no doubt, lead to an increase in productivity.

Challenges faced by the Skill Development in Andhra Pradesh

The Andhra Pradesh heads were interviewed to understand the challenges faced by them in the smooth functioning of their operations. The interview excerpts and survey findings reveal the below given results:

The students lack rigor and enthusiasm

towards work. Even parents, at times, behave so irresponsibly that the very essence of the course is undermined. One of the Andhra Pradesh head told the interviewer that parents are not ready to take the onus of responsibility for their wards. They can have their child sitting idle at home, instead of helping him in skill acquisition. In one incident, since a student was quite irregular in the class, the Andhra Pradesh head inquired about the reasons of high absenteeism from the student concerned. The student told the Andhra Pradesh head that since his parents are out for some ceremonial occasion, they need to have somebody at home the whole day, he was being told by his parents that since his course is a free of cost course, he should stay at home taking frequent leaves and his younger brother enrolled with a college, paying exorbitant fees should go to the college every day, at any cost. This mindset of the parents is very discouraging both for the students and for the Andhra Pradesh heads.

One of the Andhra Pradesh heads is of the opinion that their return gets quite delayed because of the realization cycle chalked out by the state government. Once the student completes the course, he need to be well placed in the industry and finally the Andhra Pradesh has to upload at least three month's salary slips of students post diploma. Once this process is completed, then only the funds are released by the state government.

There is no restriction on the 'drop out' cases amongst students. Hence, the courses are taken quite easily and with leisure by the students and their parents.

The district manager, Team Lease

Services Pvt. Ltd. opined that the students after completing the course are either not interested to join the job or they leave the job after joining which certainly brings forth bad name to the training Andhra Pradesh.

Suggestions for improvement in the system

The Andhra Pradesh heads were kind enough to give suggestions for improvement in the present system of skill impartment. These suggestions have been given below:

It has been suggested that some clauses of 'penalty' should be added in the admission form to overcome the problem of 'drop-outs'. If students leave the course in-between or show high absenteeism, they should be penalized.

An Affidavit should be taken from parents as well as the students to ensure completion of the course by the student, once he joins.

There should be more involvement of industry in the task of skill impartment.

The government may consider issuing some kind of notification to industry for giving priority in recruitment to those candidates who have completed skill training from these skill Andhra Pradesh.

Timely payment from government should be encouraged. This issue has been raised by many Andhra Pradesh heads across all three sample districts.

There should be some reservation of jobs for the students getting trained from the state government skill development Andhra Pradesh.

The Andhra Pradesh Head, Healthcare skill development Andhra Pradesh, believes that the government should encourage private sector for the

placement of trainees getting trained in healthcare sector.

It should be encouraged that the training provided to the students must be, in accordance with the requirements of the industry.

An overall cooperative effort, in a coordinated manner should be encouraged in the skill development process.

The government should send inspection teams regularly to the Andhra Pradesh to ensure strict vigilance.

Establishment of skill development community, mobilization cum counseling Andhra Pradesh at block level should be encouraged.

Summary & Conclusion

Globalization, knowledge and competition have intensified the need for highly skilled workforce in both the developing and developed nations as it enables them to accelerate the growth rate of their economy towards higher trajectory. Today all economies need skilled workforce so as to meet global standards of quality, to increase their foreign trade, to bring advanced technologies to their domestic industries and to boost their industrial and economic development. Thus, skills and knowledge becomes the major driving force of socio-economic growth and development for any country.

Generally children and parents prefer to enter the general academic schools, however, unlike India; the Chinese government encourages the adoption of vocational education by incentivizing it financially. Considering the problems faced in acquisition and retention of

students, by the skill development mission in Andhra Pradesh, similar initiatives implemented in a suitable manner can prove to be quite useful.

A state-level strategy based on quality training and effective measures of improvement will certainly lead to an increase in productivity and diversification of the economy, thereby improving the standard of living.

Future Research Directions

As skill development mission has been set up in Andhra Pradesh in the year 2014, a lot of scope is there in future, to do financial analysis of its financial statements, to study the trend of increase in student enrollment over a period of time. Besides, state-wise comparisons of skill development missions will be quite helpful in estimating the performance of state level missions.

References

- BS Reporter (2015, January 13). India targets 500 mn skilled workers by 2022: Rajiv PratapRudy. *Business Standard*. Retrieved from http://www.businessstandard.com/article/economy-policy/india-targets-500-mn-skilled-workers-by-2022-rajiv-pratap-rud115011301402_1.html
- Deeming C., & Smyth, P. (2018). *Reframing global social policy: Social Investment for Sustainable and Inclusive Growth*. UK: Bristol University Press.
- Institute of Applied Manpower Research, Government of India, Planning Commission. (2011). *Skill mapping in two districts: Gurdaspur (Andhra Pradesh) and Singrauli (Madhya Pradesh)*. Retrieved from http://iamrindia.gov.in/writereaddata/UploadFile/nsdc0report_1849.pdf

ISBN : 978-81-947453-1-0

Groener, Z. (2013). Skill development and structural change: Possibilities for and limitations of redressing structural racial inequalities in South Africa. *International Review of Education*, 59(6), 723-749.

Grover, R.P., & Dak, T.M. (1986). Skill Development and rural industrialization in Haryana: A Socio-economic analysis, *Indian Anthropological Association*, 16(2), 139-147.



KAKARAPARTI BHAVANARAYANA COLLEGE

[AUTONOMOUS]

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, VIJAYAWADA – 520 001.

A College with Potential for Excellence (CPE)

All India 92nd Rank in NIRF by MHRD (2017)

Recognized as 'Band Performer' in ARIIA by Ministry of Education, Govt. of India



ISO 9001-2015 CERTIFIED INSTITUTION

NAAC 'A' GRADE CYCLE 3

ATTENDANCE AND RELIEVING CERTIFICATE

This is to certify that Prof./Dr./ Mr./Ms. R. Deepa has
attended the ICSSR Sponsored Two-Day National Seminar on “**Social Innovation &
Entrepreneurship in India**” on 25th & 26th February, 2022 organized by Department
of Commerce & Management, KBN College.

PRINCIPAL

26/2/22