

SKILL TRAINING PROGRAMME IS A TOOL FOR ECONOMIC DEVELOPMENT: CASE ANALYSIS

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ABSTRACT

The Skill Training Programmes are imperative for maximizing the employability opportunities among the rural youths at grassroots level which has made possibilities to channelize the skills into wealth for economic development. The Skill Development Programmes is an effective mechanism to scale up the income generation to the rural youths and teenagers.

Keyword : - Development¹, Effective Mechanism², Youth³, Training⁴ and Employability⁵

1. INTRODUCTION

The Skill Training is a pre-cursor for enabling the skills among the rural youths to promote their livelihood opportunities for economic development. The skill and knowledge are driving force for increasing the employability among the rural youths so as Skill Training Institutions are knowledge development mechanism and instrument at grassroots level which has made possibilities for training and capacity building interventions to promote the rural as self-employed personalities. Using this yardstick, the researchers have made an attempt to document the case studies as the outcome of the Skill Development Programme.

1.1 Case:1

Ms. Anitha [20 years old] from humble background, it was difficult to pursue her studies after 10th standard. However, the flagship skill development project of Government of India's Ministry of Rural Development has opened new opportunities for millions of Indian youth from rural areas like her. During an interaction with Skill Development Training Institute, rural mobilization team from Nagapattinam learning centre, Anitha and her parents learned about the government funded skill development programs which can open up a new chapter in her life. The course enabled Anitha, to acquire new skills like effective communication, customer service, merchandise handling, etc through intensive classroom and practical training and internship. After the successful completion of the short-term course in Retail, one of the leading names in India's Retail sector, Pantaloon hired her as a Sales Executive. The skill course not only empowered Anitha to earn Rs. 15,000 for the livelihood but also respect and independence. For her fellow village girls, Anitha, is a role model to look up to and get inspired.

1.2 Case:2

Mr. Karthik [23 years old] from Nagapattinam District. He has trained under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY). He has transformed the skill training landscape in India by a great extent. Karthik is from middle class family; his father is daily wage earner. This is the story of Karthik who grew up in a poor family. He completed his graduation but he was unable to get a job. But as soon as he got to know about the PMKVY his life

took a turn in just 40 days. Today, Kardik is a Customer Sales Executive in Apparel Retail Shop and earn Rs. 14,000/- per month which has enabled their family to run smoothly and also sort out the financial crunch since his family had financial issues before got a job as of now the family condition is improved at large extend.

1.3 Case: 3

Mr. Vignesh (27 years old) from Mayiladuthurai working as Retails sales associate and earn Rs.15000. A hard working youth, Vignesh firmly believes that failure does not last forever and any failure should be used as a stepping stone to success. Vignesh is migrated from Karnatakastate. The residential program enabled him to learn about Retail industry and processes, communication skills and computer skills. After completing the training, he was selected by Pantaloons to work in Chennai District. Vignesh recommends Training Institute and PMKVY as the platform to all those who are willing to work hard, get out of their comfort zone and make a career. He has been a star performer at his workplace and sets an example for all of them who wish to join a skill course. The institute wishes him a successful and a bright future. Most of them after their schooling migrate to other states in search of livelihood. This is where a project like PMKVY has played a crucial role in the life of millions of under privileged youths in rural areas. The project ensures the skill development of the youth through short-term training on a particular job role which has demand in the industry and provide job once the student completes his course successfully. Skill Training Institute has played an important role in shaping the future of thousands of youth in many states through PMKVY project.

1.4 Case:4

Ms. Revathi [20 years old] from coimbatore who works as General Duty Assistant and earn Rs.15000. Revathi belongs to a family where her father earns a meager amount to support the basic needs of the family. He is a farmer by profession. Revathi has studied till class 12. Skill Development Training Institute. She got to know about the institute due to an increase in the popularity of the training center in her neighborhood and the mobilization activity in her village. She wanted to join the Healthcare sector, but could not afford the fees to be paid to other institutes, which charges a sum to certify as well. She came to know from the counsellors that this institute provides free training with NSDC certifications. She always ways had high aspirations in her life. She wanted to help others, which is the main reason she wanted to join the healthcare sector. As she was keener and more interested to work in the healthcare sector, so she was advised to take up the General Duty Assistant job role, which would further help her to pursue a career as per her choice. After joining Skill Development Training Institute, she not only acquired practical and theoretical knowledge regarding the job role but also certification from NSDC. She has acquired interpersonal skills from the training and it has also boosted her morale. She has placed in one of the top hospitals in the city and her earning is very much supporting economically to her family.

1.5 Case:5

Ms. Jayashree [26 years old] from Nagapattinam. She works as General Duty Assistant and earn Rs. 12,000. Ms. Jayshree stepped out from a remote village Nagapattinam District with a less population of 5000 people and 500 households. Her parents work as landless labor with a meager monthly household income of Rs.8000/- per month which is insufficient to feed their family of eight. Jayshree learned about health care skills training through her friend. Her interest in the medical field was so strong from her childhood that she moved out of her village after her 12th grade in Arts subject and joined the training conducted by Skill Training Institute in their Centre of Excellence. Jayshree is already on the path of career progression due to her high commitment to academics and job. She is hardworking girl and learned very short period. She is working in the hospital in the city of Nagapattinam as a General Duty Assistant. Her earning is economically supporting to her family.

2. CONCLUSIONS

The Skill Development Programme is an instrument to enable the skills among the rural youths by enhancing the employable skills and knowledge which leads to economic development. Hence, the study concludes that the case studies have revealed that the inclusive growth of economic development has promoted through Skill Training Programmes at grassroots level in terms of skills updation, employment promotion and opportunity, increased income and livelihood growth and development.

3. REFERENCES

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