Skill Gap and Youth Employability in India

ENT 2006-1: Governance Entrepreneurship

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Agenda

- Problem Statement, Ask & Theory of Change
- Power Map, AARs, & Stakeholder Segmentation
- Quantitative Analysis
- Organizing Statement
- Organizing Timeline with Peaks
- BATNA, Target & Reservation Price
- Communication Plan
- Change.org petition

Problem Statement

Context → Problem → Sub-Problem → Evidence

Youth employability and skill gap among college students is a major problem in India as less than 50% college students are employable (India Skills Report, 2021) and a lot of them (especially from government institutions with limited resources) struggle to find jobs and internships.

According to a survey done by ILO, in 2019, 53 percent of Indian businesses were unable to hire candidates due to a lack of future skills. The current education system accentuates the problem by not being able to bridge the gap between theory and real world skills and the curriculum needs serious reforms to ensure students have job skills by the time they graduate.

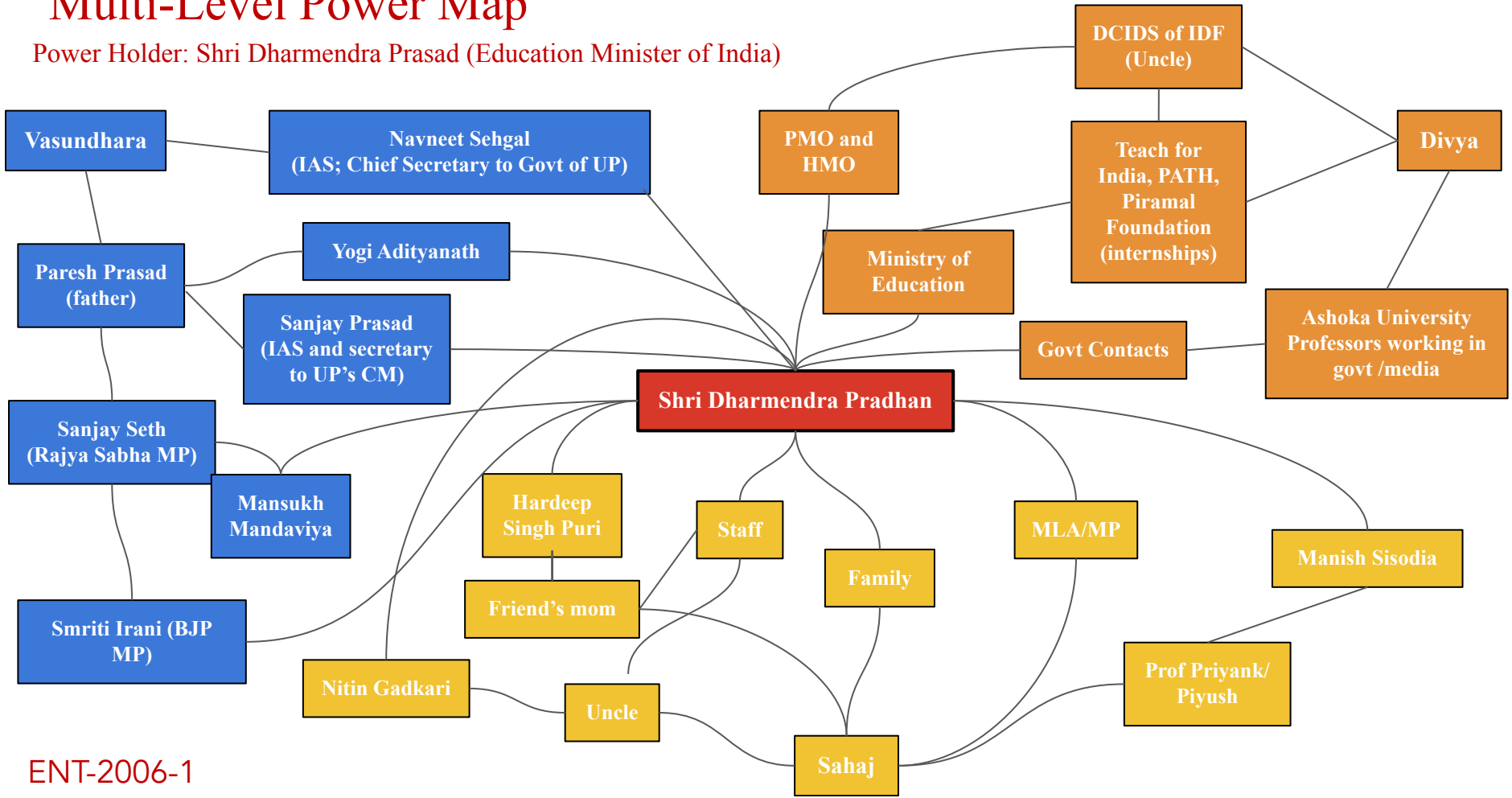
Ask and Theory of Change

IF the ministry of education and skill development releases mandatory upskilling experiential learning programs in all UGC colleges that focuses on core employability, IT and entrepreneurial skills of the 21st century

THEN it would empower the youth by offering them opportunities for their professional development, make them job ready, and give them a better chance of being employed thereby improving India's LFPR

Multi-Level Power Map

Power Holder: Shri Dharmendra Prasad (Education Minister of India)



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AARs

- **ALLIES (larger gamut of supporters outside the system who can increase our supporter base)**

1) **Varun Dhawan/Anushka Sharma**: Signed as brand ambassadors of the Skill India Campaign after their film "Sui Dhaaga"
2) **Sachin Tendulkar**: Brand ambassador of Skill India Initiative
3) **Sonu Sood**: Supports the Skill India Initiative
4) **Ankur Warikoo/Kunal Shah**: Entrepreneurs who are very vocal about skills and development
5) **Ashish Dhawan**: Founder of Central Square Foundation
6) **Teach for India**: Education focused Non-profit organization

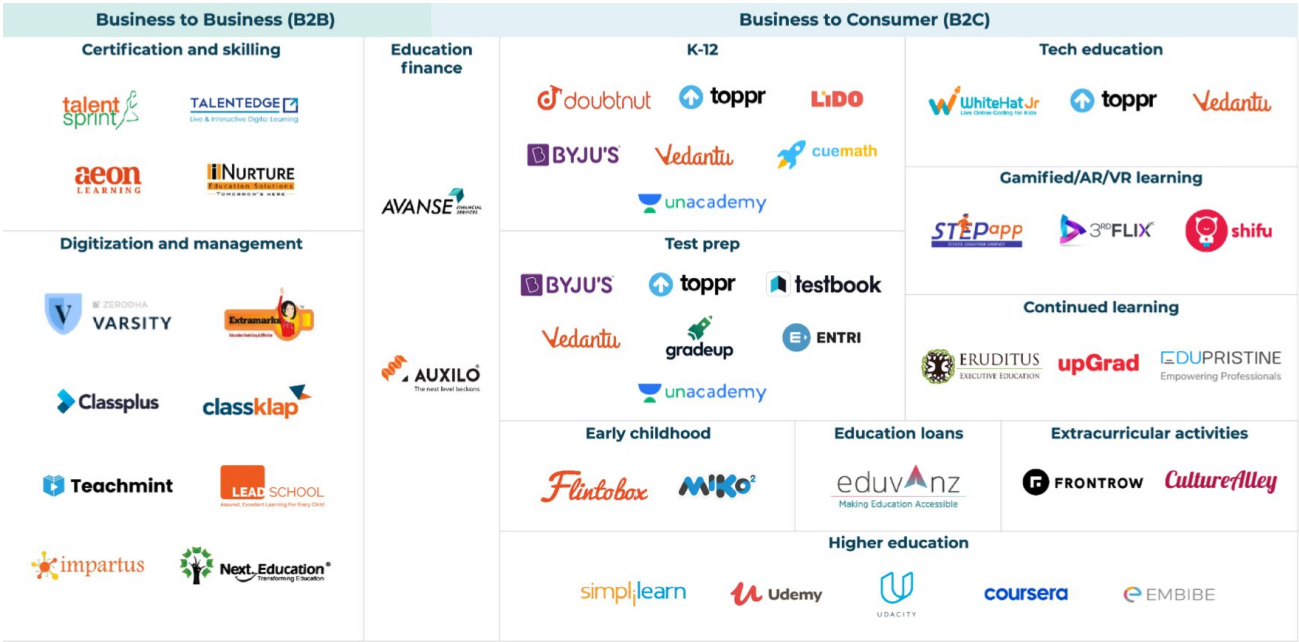
TEACHFORINDIA

CENTRAL SQUARE
FOUNDATION

AARs

❖ ADVERSARIES (who have an economic/non-economic impact and stand to lose)

1) New age **upskilling and ed-tech companies** are using the issue of skill gap to make huge profits
2) If the government aims to introduce such a program then **it eliminates the need to go to third party institutions**
3) Companies like Upgrad, Coursera, Udemy, SimpliLearn, GreatLearning etc.



India's edtech landscape

AARs

❖ RECRUITABLES (people who can potentially be convinced and bought on board)

1. **Ministry of education & skill development**, and the administration of **educational institutions**
2. In public universities like the Delhi University, the admin tends to be very rigid and it can take some time to get them on board so that the mission succeeds
3. **Companies where students can do projects** to support the government's skilling initiative
4. **Mahindra Nath Pandey**, Former Minister of Skill Development
5. **AM Naik**, NSDC Chairman
6. **Prof DP Singh**, UGC Chairman

विश्वविद्यालय अनुदान आयोग
University Grants Commission
quality higher education for all

सत्यमेव जयते
कौशल विकास और उद्यमशीलता मंत्रालय
Ministry of Skill Development
And Entrepreneurship

N·S·D·C
National
Skill Development
Corporation

Stakeholder Segmentation

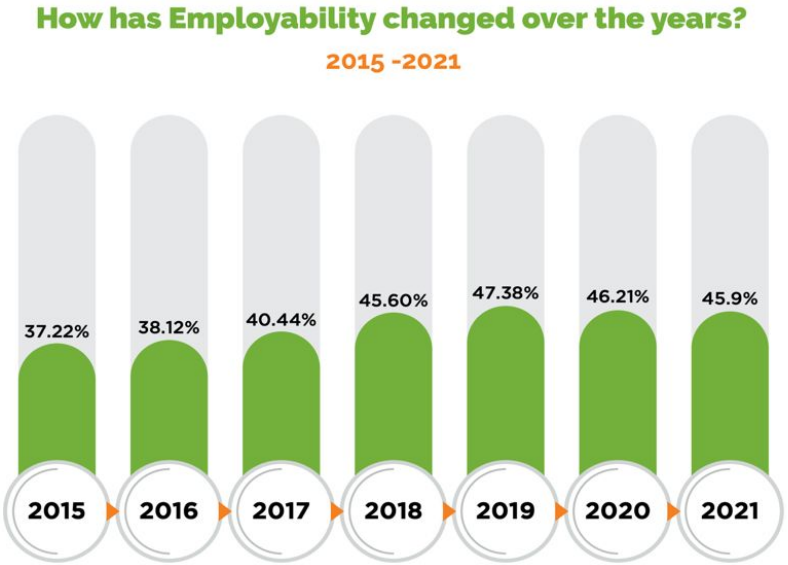
Champion Buyers (who stand for the cause and are most affected)	**Economic Buyers** (directly or indirectly involved with finances)	**Technical Buyers** (whose job it is to do it in the first place)	**Competitive Buyers** (concerned with competitiveness)
• **PM Modi**, as he launched the Skill India Campaign in 2014 • **University graduates** unemployed even after advanced education or facing some difficulty in getting employment • **Public/Private Universities** across India • **Companies** that hire students after they are upskilled	• **Ministry of Finance**, Govt. of India (Nirmala Sitharaman – FM of India) • **National Skill Development Fund** (set up in 2009)	• **Shri Dharmendra Pradhan**, Minister of Skill Development and Education Minister of India • **Rajeev Shekhar**, Deputy Minister, Ministry of Skill Development • **AM Naik**, Chairman of NSDC India • **UGC** - Responsible for maintenance of standards	• **Ved Mani Tiwari**, COO of NSDC India • **Rajiv Kumar**, Vice Chairman NITI AAYOG • **Prof DP Singh**, Chairman of UGC • **Shri Dharmendra Prasad**, Minister of Education and Skill Development

Visible, Hidden, & Invisible Power

- **Visible Power**: Minister of Education, Ministry of Skill Development, Administration Boards of Universities
- **Hidden Power**: NSDC (National Skill Development Corporation), NGOs involved in youth skill development - Unnati, YUVA, NABET india, bmSAY Foundation, PanIIT alumni foundation, Magic Bus India in partnership with BMW
- **Invisible Power**: Varun Dhawan, Anushka Sharma, Sachin Tendulkar, Sonu Sood, Ankur Warikoo, Kunal Shah, Ashish Dhawan

Quantitative Analysis

India Skills Report, in a 2021 report, estimated that overall employability in India is only at 45.9%, that is, at least one of two graduates is not ready for the job market.



An Interpretation

- 46.21% of Indian graduates are unemployable – with 64.7 lakh university graduates (2019 estimate), Almost 30 lakh are unemployable.
- With 50% of our population below the age of 25, that is a significant proportion of human capital not utilised to its potential.
- That is more number of people than in some of 6 India's biggest companies combined

TCS TATA CONSULTANCY SERVICES — Total employees: 5 lakh

Infosys® — Total employees: 2.43 lakh

SBI — Total employees: 2.5 lakh

Reliance Industries Limited — Total employees: 2.36 lakh

wipro — Total employees: 2 lakh

HCL — Total employees: 1.6 lakh

Can we reach 5 trillion $ with half our youth unemployable?

“Prime Minister Modi’s vision of India becoming a $5 trillion economy requires increasing the per-capita income of Indians which can happen only when people get employment, which consequently demands job skills and useful talent.

Quantitative Analysis: Competitiveness and Intra-Country Comparison

- **India ranks 67th globally in data skills**, according to Coursera's 2021 Global Skills Report (GSR)
- **Less than 5% of India's workforce is formally skilled**, compared to China's 20%, South Korea's 96%, Japan's 80%, Germany's 75%, United Kingdom's 68%, and the United States' 52%, according to the ministry of skill development and entrepreneurship's annual report for 2015-16.
- The mismatch between skill, academic training, and employment has broadened to an extent where, on one hand, employers are unable to discover suitably trained people, and on the other, the youth is unable to find the kind of jobs they aspire for.

Organizing Statement

We are organizing university students in various Delhi NCR colleges

To achieve educational reforms that provide access to practical skills and job based programs

By organizing a series of seminars and talks at various colleges of Delhi University

To compel the Ministry of Education and Skill Development to introduce mandatory experiential learning programs in all UGC colleges

By 31 January 2023

Organizing Timeline with Peaks

1. Pre-campaign Planning

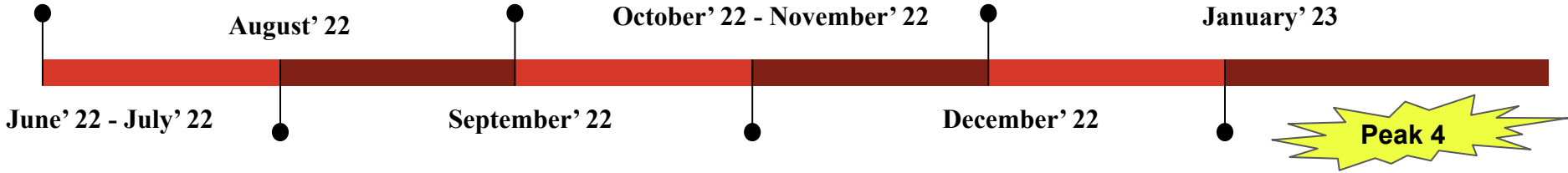
- Outline campaign objectives, set specific goals for the campaign and team members
- Brainstorm a theme or narrative to carry through the campaign
- Engage and build a team of 10 to begin
- Preliminary data analysis and deciding exact date/time/university/logistics
- Power mapping to reach stakeholders/allies

3. PR and outreach about the issue

- Have a social media presence and try to spread the issue of skill gap in India
- Try to get 500 followers on instagram page
- 500 petitions on change.org

5. Expansion Phase

- Reaching out to 15 DU colleges, 10 Private Universities around Delhi NCR
- Increase team size to 40
- Improve social media presence
- 1000 Instagram followers and 2000 change.org petitions



2. Campaign Feasibility Study

- Speaking to universities and personal networks to get access to universities
- Assess readiness by speaking to at least 50-60 students beforehand
- Recommend a detailed plan to get in universities
- Booking seminar halls etc. at specific time

4. Campaign Kick Off

- Seminar at a DU college to educate the student body about the issue
- Reaching out to allies/getting credible faculty to speak about our issue
- Press/media campaign to spread awareness

Peak 2

6. Achieving Targets

- Partner with external organisations to share stories and talk about issue
- Reach 5000 petitions and 5000 followers on instagram page
- Conduct 50+ seminars across Delhi NCR
- Engage with 40 student government bodies on DU colleges
- Gather 1000+ students outside education ministry in New Delhi for protest

BATNA, Target & Reservation Price

AIM OF NEGOTIATION

Make skill development and job preparation a part and parcel of university education in India

TARGET PRICE

Complete Implementation: Introduction of upskilling programs in the curriculum of all UGC affiliated universities in India (which covers **439 state, 54 central and 395 private universities**)

RESERVATION PRICE

Partial Implementation: Implement program in at least **54 major central universities** OR in Delhi NCR universities as a pilot project

BATNA

Reaching out to private upskilling companies to begin implementation of vocational upskilling programs in Delhi University at the very least. Ease of implementation is greater as DU has greater student engagement

WHAT OUR PROPOSAL OFFERS (what's in it for you?)

- Impact the future of more than 3 million young people each year
- Save $1.97 in GDP growth over the next 10 years
- Benefit from news coverage and the positive influence of our allies + champion buyers
- Improve India's global competitiveness and rankings
- Employers easily get work ready graduates

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Communication Plan

Audience List:

University Students	Champion and Technical buyers	Allies	Recruitables	Competitive buyers and media
●Public/Private Universities ●Teachers ●Parents/guardians ●Employers	●Shri Dharmendra Prasad ●University graduates ●Public/Private Universities ●Employers that hire students	• Varun Dhawan and Anushka Sharma • Sonu Sood • Sachin Tendulkar • Ankur Warikoo • Ashish Dhawan	• Public Uni admin ●Specific companies ●Mahendra Nath Pandey ●AM Naik ●Prof. D.P.Singh	• Ved Mani Tiwari • Rajiv Kumar • Prof DP Singh, Chairman of UGC • Shri Dharmendra Prasad

Knowledge and Attitudes Chart:

Issue	Audience	Knowledge	Attitude
Employers don't get skilled candidates (issue of skill gap)	●University students ●Govt Officials ●Allies ●Recruitables ●Competitive buyers	Medium Low Medium High Medium	High Medium Medium Medium High
Current employability trends and data vis a vis other countries	●University students ●Govt Officials ●Allies ●Recruitables ●Competitive buyers	Low Medium Low Medium Medium	Medium Medium High Low High
Not getting jobs/internships even after graduation	●University students ●Govt Officials ●Allies ●Recruitables ●Competitive buyers	High Low Low Low Medium	High Low High Medium Medium

ASHOKA UNIVERSITY

Communication Plan

Key Messages (according to audience segmentation):

- **University students -** 46.21% of graduates don't get jobs because they lack the right skills. Take action if you do not want to be a part of growing chunk of unemployable graduates. This will help you develop job-ready skills and improve your learning experience.
- **Champion Buyers-** The youth of this country are its future. By introducing these changes, you can help them gain useful experiences which will equip them to contribute to the development of India to the best of their ability.
- **Technical Buyers-** 46.21% of graduates don't get jobs because they lack the right skills. Imagine how much they could contribute to India's economy if they were equipped with the right skill set and experiences.
- **Allies-** Help us make these changes so that your friends, children or close ones do not have suffer from the consequences of having insufficient skills.
- **Recruitables- Employers-** Help us bring about these changes so that you can get better trained freshers to hire and not spend exorbitant amounts on training them on basic skills.
- **Competitive Buyers or Media-** Help us facilitate changes for university students so that they can build a bright future for themselves and the country.

Methods to use	Reach	Frequency	Cost	Feasibility	Effectiveness	Rapid Response
Emails	Champion and Technical buyers, Allies and Recruitables	Low- Preferably once	0	Difficult for allies. Easy otherwise	Medium	No
Nukkad Nataks	Universities	Once a month	5000	Difficult	Medium	No
Instagram ads for petition	Universities	Once/twice a week	10000	Difficult	High	Yes
Posters	Universities	Posted once	7500	Easy	Low	No
Tweet-storm	Allies, Competitive buyers and Media and other Stakeholders	Very High	0	Easy	High	Yes
Student Leader Speech	Universities	Fortnightly	0	Easy	Medium	Yes
Talks in colleges	Universities	Once	0	Easy	Very High	Yes

Change.org

Launch Strategy: Our launch would be spread over a week**.** We would conduct conferences in at least 8-10 major DU college (during the placement season) to create awareness and excitement around skill development them. We chose the placement season because that is the time many people realise gaps in their skillset.

Link to Change.org Petition: https://chng.it/Jc7XjsTcvX

Demand for Mandatory Upskilling Programs in all UGC Affiliated Colleges

113 have signed. Let's get to 200!

At 200 signatures, this petition is more likely to be **featured in recommendations!**

Ministry of Education: Demand for Mandatory Upskilling Programs ...

Share on Facebook

Send an email to friends

Tweet to your followers

Copy link

Sahaj Khandelwal started this petition to Ministry of Education and 1 other

Do you know that **skill gap and employability** is one of the major challenges facing Indian youth today?

Less than 50% of college students are employable and a lot of them (especially from government institutions with limited resources) struggle to find jobs and internships after graduation. With more than 65 lakh university graduates each year, **more than 30 lakh are unemployable** i.e. **one out of two students is not ready for the job market.**

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First Social Media Post

(Click to open the video in browser)

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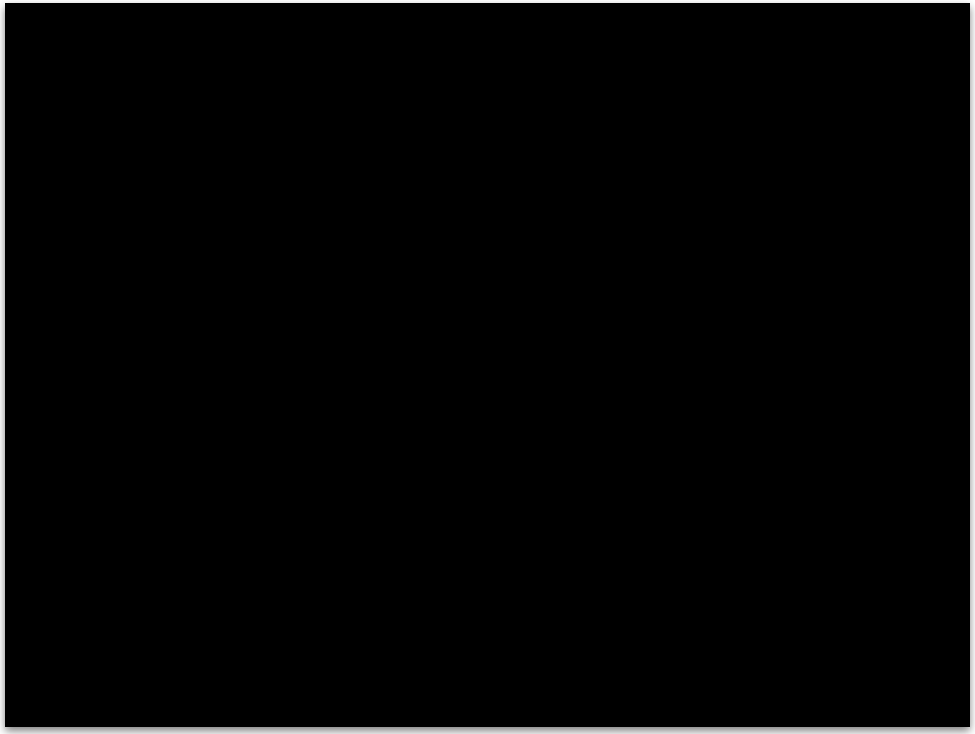
Second Social Media Post

(Click to open the video in browser)



Thank You!