

Skill Development for Viksit Bharat: Focus on Women and Youth

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ABSTRACT

Skill development is important in order to create employment. The motive of various skill development programs is to educate people about knowing certain skills and gaining expertise in a related field. When we want to develop or inherit a new skill, practice should be focused upon. When a startup is set up, we need USP (Unique Selling Proposition), for what that particular business is so special and what unique activities are held in that particular startup. We will talk in this paper about women and young aspirants who want to start their own venture, how can we create a Viksit Bharat together. The main crucial step for setting up your own startup is an 'idea'. Skills are not just for learning new techniques, skills are used to enhance the quality of the product that is presentable and pleasing to the eyes. 268 million dollars were raised in seed funding in the year 2024 by the tech-city, Bengaluru.

KEYWORDS: Skills, creativity, entrepreneurship, idea, women empowerment, motivation

I. INTRODUCTION

In modern India, there is a need to develop skills in almost every individual. The motive of various skill development programs is to educate people about knowing certain skills and gaining expertise in a related field. The Government of India has encouraged the youth to develop and enhance their skills whether it is related to weaving, stitching, having good handwriting, crafts, decoration, pottery, carpentry skills, plumbing etc. The aim of skill development is to make people self-reliant and enabling them to produce products, even by extracting raw materials from India itself, leading to reduction in imports. Why skill is required? This is the most wondered question by most of us.

Skill development is important in order to create employment. Countries like Japan and South Korea have about 70-80% skilled workforce. According to a recent data, many years ago, India had only 10 percent of skilled workforce, most of the people used to try for Government Jobs. But in reality, every person cannot get a Government Job, maybe due to limited seats available and not everyone was capable. The Government cannot provide jobs to each and every person.

Each individual is special and must know their uniqueness in themselves. There is a course that 8th and 10th pass out students can pursue named ITI (Industrial Training Institutes) where students can get training to become an electrician or plumber or a carpenter in their future. Not all have the opportunity to pursue higher education as there are major responsibilities on the shoulder of young boys and girls to earn their living. Money earned by ourselves, has value and we must thank God that we have work to do for which we are paid.

Women must stand on their own feet as future is quite uncertain and we, as humans do not know what will happen in the near future. As we all know stitching is getting expensive as time is passing, they can earn a respectable handful of money for themselves and their family. Those women who could not pursue their studies, can take up a course of stitching, The Government of India has also provided free stitching machine to the economically weaker sections of the society and classes for women who want to work and see their future in making kurta, blouses etc.

Women empowerment is also an important parameter in a country like India, where each woman should have their own identity, so that she can lead her life with dignity, providing monetary support to her children and her parents. We will talk in this paper about women and young aspirants who want to start their own venture, how can we create a Viksit Bharat together.

II. REVIEW OF LITERATURE

According to (Fridland's, 2014), "However, control is there to develop a skill, but effort is centrally surrounded in performing an activity in acquiring a skill."

According to (Montero, 2013), "To make something better, a mastery in the skill involves plenty of effort that can also be more physical effort rather than philosophizing which also includes focus, thinking, consistency and self-motivation."

(Cunningham, 2019), said, "The potential alliances and the benefits of working in free-time with those people who work with enthusiasm, are found to be surrounded with stress of their work that firms point out a particular policy or resources by identifying employees' choices and morals is understood with greater importance."

"Those managers who have other skills or experience in different areas, are not likely to perform good as compared to those managers who have experience. Experience is the only factor by which managerial skills are developed." (Farkas and Wetlaufer, 1996).

According to (Frydman, 2019; Hubbard and Palia, 1995; Cunit and Guadalupe, 2009 a; 2009 b; Bertrand and Schoar, 2003 a; Zhang and Rajagopalan, 2003; Garicano and Rossi-Hansberg, 2006; Murphy and Zabochnik, 2007), "Soft skills inherited by a manager, he is expected to increase his productivity at work. But when compared to those managers who have the knowledge only of the company, and lack of soft skills, productivity is also not achieved."

According to (Pahalad, 2013), "About forty five percent of those workers who are not engaged in agriculture has approximately ten years of study in schools."

According to (Mintzberg, 2004), "Educating in Management has difference in abundance from building management skills."

III. OBJECTS OF THE STUDY

- To study the awareness regarding entrepreneurship in women and youth.
- To identify skill gaps.
- To study the importance of 'idea' before starting a business.

IV. RESEARCH METHODOLOGY

This paper is focused on primary research. Secondary Research is also done, an exploratory approach is used to analyze the situation in our surroundings. The content is taken from newspapers, television, internet and magazines. This paper is based on both qualitative and quantitative data.

(A) PRIMARY DATA

- There was a teacher and once he asked his students about a drawing that he had drawn on the blackboard. He drew a circle and asked 9th grade students to describe what he had drawn on the blackboard, students suddenly started making fun of the teacher. The, the teacher explained, that was the difference between a mind of a five-year old child and a 14-year-old, teenager. A five-year-old child would rather say this drawing was a bangle, earth, or orange etc. But a fourteen-year-old is busy in his own world and thought that they were the most intelligent. But in reality, 9th grade students were lacking creativity.
- A young girl, named Muskan, aged 25 years old, said that she did not have a degree. She belonged to a small village in Himachal Pradesh and had come to a city, she was working in a beauty parlor initially with a monthly salary of Rs. 6000. One day she was encouraged by her husband to start her own business as she cooked very delicious momos. She started making momos and had opened a stall in the Main Market of a city.
- A driver, named Pawan, living on rent in Noida, Uttar Pradesh was getting Rs. 10,000 per month as salary, but one day, he realized that his expenditure was much more that he earned, he was stuck in such a situation of debt that he used to then take small amounts of money from his friends to overcome his debts. He had generated an idea to open a 'Chole Bhature' stall. His fast food in Noida was a success and he could provide money to his family living in a village of Punjab.

(B) SECONDARY DATA

- According to an interview with a Journalist in a Podcast, he said, "No matter how much he is paid for a news show that is aired on a leading news channel, he can only be beneficial for that particular news show or more than that, for a news channel, but he has no way benefitted the society in any way."
- According to an article in a local newspaper, a successful man told that how he cracked a competitive exam and how disciplined he was. He used to get up at 4 O'clock in the morning and he used to study, which made him successful.
- A man who belonged to a small village in Haryana had shifted to New Delhi. He realized that in the hospitality industry, there was a problem of laundry. He started his business as a laundry service provider and hired staff who would work for him. He started with small orders in 2015, now he has set up his business who has a turnover in crores.

V. SKILL DEVELOPMENT

When we talk about skills, we do not only mean to create a product, skills are used in providing services also. For example – providing education is a service in the education sector, delivering lectures in higher education, a teacher requires inter-personal skills as well as soft skills. There are various courses that equip students with good communication skills and team skills. A CEO (Chief Executive Officer) also requires certain skills to run a huge organization. A Principal of a school requires teachers to take classes and teachers need students to teach, this is a chain of inter-relatedness. Performance is not based on how much one knows about anything; it is based on how much motivated and enthusiastic a person is in an organization.

When we want to develop or inherit a new skill, practice should be focused upon. For instance, if we want to learn car driving, we face difficulty for a few days, but after that, we feel okay and start enjoy driving a car. There must be continuous improvement in driving a car. We cannot skip improving ourselves and

practicing. But by putting an effort to do something creative and skillful, it requires self-motivation and working at a consistent pace, makes you to believe in yourself.

When a startup is set up, we need USP (Unique Selling Proposition), for what that particular business is so special and what unique activities are held in that particular startup. Entrepreneurial skills and risk-taking abilities should be present while setting up your startup.

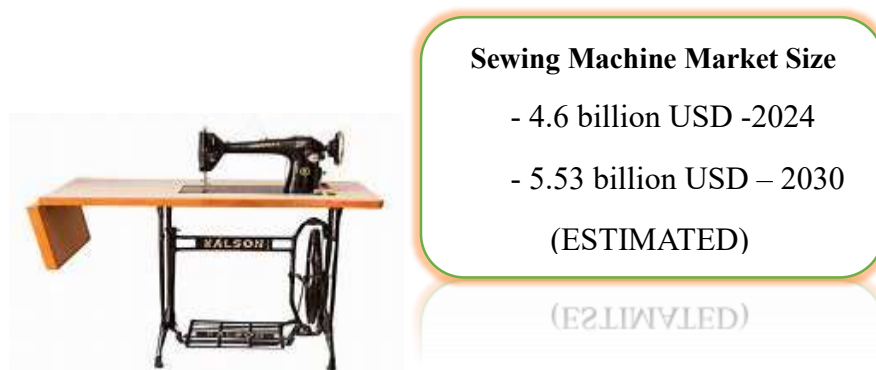


Fig. 1.1

(A) SKILLS IN SCHOOLS

Skills are not just for learning new techniques, skills are used to enhance the quality of the product that is presentable and pleasing to the eyes, and further, the product can be sold in the market. In schools, about ten to twelve years ago, teachers used to teach Accountancy and Economics in such a way that students could understand. But those students who had studied Science and Political Science till X standard, were somehow, unaware of Commerce subjects. So, those skills that the Accountancy and Economics teachers had to teach, were very basic in nature and it was quite difficult for the students to understand. Since, Commerce has a very wide and vast scope, teachers used to explain with various real-life examples. Teaching is an art of interaction between teachers and students in a classroom. Skills are required to be developed in teachers and it is important what a teacher teaches his students and how he teaches.

When we talk about skills that are to be imparted in schools, it is very rare to see those skills that are necessary. In schools of Japan, children are provided with lunch, and since they study in Primary classes, they know basics of how to serve food.

In India, parents and teachers do not focus on what my child is learning or what my student is learning, they are just focused on how many marks he/she is scoring in exams, and their skill development lags behind. Parents have not taught their sons and daughters to serve food, some children serve food by using their left hand, it is shocking. Parents think serving food is the duty of the maid working as house help. In today's times, both mother and father are working, they do not have enough time to see what their child is actually doing, in reality both parents and their sons and daughters are most of the time on phones, watching reels on social media, where is our country going?

All family members are engaged in their mobile phones, for what they are so busy that they forget to teach their child how to talk, how to walk, how to sit on a chair. When guests visit their house, children do not know how to greet them with etiquettes and manners. The morals that we had learnt from our grandparents,

are somehow forgotten by us, we are moving towards a developed country, but what are we teaching our children?

Those persons who have a command over any language, they can write quite well. For writing, a pre-prepared plan or a rough plan is to be made. For example – for writing an article, first we give the introduction, then we write the content which is also known as the ‘body’ of the article, and at the end, we conclude the topic. This is how a primary grade student is taught to write his/her article at school.

Personality can be improved by teaching how to stand, how to sit, how to walk and how politely we need to answer other people’s questions. Personality of an individual should be developed when he or she is young, whatever he is taught at a young age, he tends to follow throughout his life span. For example – when we teach a child to be in discipline, or he or she is taught to be silent in class, he follows his teacher’s words and slowly and gradually, he becomes a good student and a good human being. These qualities may contribute in getting good grades in his subjects during his schooling years. The characteristics that a human being inherits, he is tend to be a disciplined person and he is able to develop skills.

When we look back, 10-12 years ago, there was a session dedicated to ‘skill-building’, and they used to teach children how to make creative things from paper, how to stitch a button, how to make best out of waste etc. But when a student comes in higher classes, he or she is encouraged to give their board exams. All those creative moments, vanish as if they were just a dream. After we enter college, skills of cooking without fire, skill of calligraphy, skill of writing poems, writing essays, basic skill of enjoying life, all somehow disappears. We are encouraged to take up jobs but we forget our hobbies. Running our household would be the only aim left in our life. But now, as a developing nation, students studying in colleges are encouraged to be creative and innovative.

(B) CHALLENGES FIRMS FACE IN FINDING SKILLED LABOR

There are some shortcomings in most of the companies in finding skilled labor. As per studies, there are vacancies in firms that are filled by those labors who do not have sufficient skills, but still performing their tasks, that leads to less productive outputs or defective products. There are so many labors who are unskilled, they need to earn for their family, so they are obliged to work in factories, to work as a construction worker etc.

Those workers working in huge firms, they expect a very pessimistic outlook, especially in the construction industry. There is lack of skills, that are holding a very negative impact towards development of a firm. When we look at a building that is under construction, a single labor does not know all the three skills of cementing, painting or putting bricks in a proper order. He knows only one to two things that is performed during construction of a building, it may be painting the walls properly, the other may know how to put cement etc. Skills are to be learnt. Pressure of builders is there on the construction workers for building a particular flat or a duplex house in very less time. Working as a labor is not easy, it requires strength and most importantly, skills.

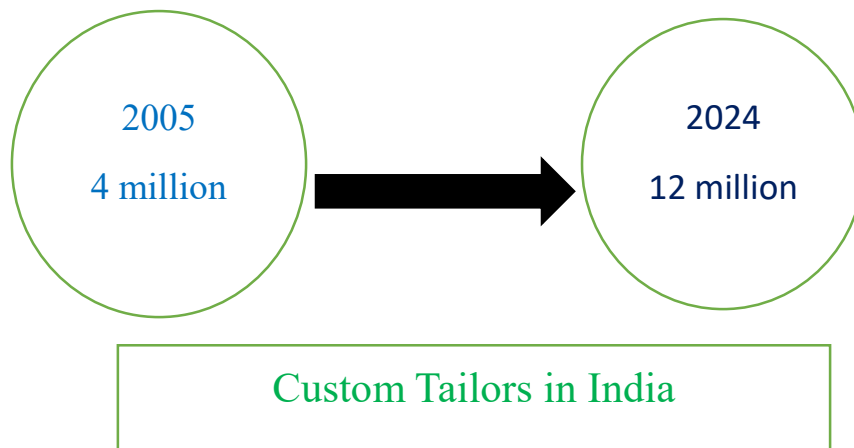


Fig 1.2

(C) WHY ENTREPRENEURSHIP?

The main crucial step for setting up your own startup is an 'idea' and how much interest do the investors take in your potentially built creations. The main step in presenting your project is how efficiently you present your ideas, and what impact or changes will that particular product or service will bring to the society. There is not only a particular issue in a country, but in real, there are several issues of people, whose voice remains unheard, by which the idea can be generated.

Before idea generation, the problem is to be identified. Various content creators on social media teach us how to do make up, how to cook food, but they forget that the country need their voices to be heard for social causes also. An entrepreneur is a person who does something new and innovative, and when an entrepreneur puts everything in his/her startup, he expects that he should earn a profit out of all the efforts he has made. But what if the startup fails? Risk is there in every step. People are now working very hard to develop a good business to run their family and contribute to the GDP of our country, for leading India towards a trillion economy.

The business tycoons, who have built their businesses worth crores, started with a small idea that was unique, and that small idea must have emerged out of their home, their village, the shops near their house. Idea can come from anywhere, the main point is that we must know that yes, I have generated an idea. The famous singers started singing at a very early age and they must have sung in front of people residing in their village, that is why their voice became sensational, composing songs, commercializing them and making them a big hit in the world.

An organic vegetable is grown from those fields that do not use fertilizers or chemicals. In the same way, our idea should be for the benefit for the society. An organic vegetable is good for our health and is expensive as compared to rest of the vegetables, in the similar manner, an entrepreneur should do something that is good for the society.

The idea is generated, and creativity is shown, but why we always forget that our roots are in our country, why people want to go abroad?

A small child is taught how to pronounce the letter 'P', many example are given like pond, pencil, but the person who is teaching the letter 'P' did not teach 'P' for 'Papa', who has given birth to the child. We must understand that what ideals and principles we follow, we will set the same examples for our sons and daughters. When we ourselves do not have value, what will we teach our children?

Skills are to be built and by practice, we can enhance our skills. Entrepreneurship is one of the pathways towards success.

Self-employed women	Percentage of women (Self-employed)
2017-18	51.9%
2023-24	67.4%

Fig. 1.3

(D) WOMEN ENTREPRENEURS: CREATING THEIR OWN IDENTITY

Women empowerment is the most debatable topic, why women empowerment is necessary? When the house is perfectly run by a man, why women need to work? Many debates, many prizes are distributed, many competitions in schools like – Extempore are conducted on the topic – “Women Empowerment”. The answer to the ‘why’ is that men and women are treated as equal as per the Constitution of India. ‘Right to Equality’ is our Fundamental Right. But there are many regions in our country that discriminate women. No matter, whether the fault is of the man or not, the society always blames the woman.

There is a major reason for a woman to be financially independent, not only because she wants to prove herself, but because she has gained knowledge and has skills that can make her independent.

A woman must maintain her dignity and this is possible when she gets respect from her family and the society. A woman wants love from her children. There are many instances where children, without thinking how their mother would feel, they simply ask their mothers whether they know the meaning and value of a degree, MBA? They simply say that their mother would not understand because she is not that much educated. But a mother still smiles at her child and starts taking care of her child. Today’s children would never understand what their mothers have actually done for them.

It is very necessary that a woman may be known for her own identity and people may get inspiration from that woman and say, look, ‘she is a doctor, nurse, pilot, teacher’ etc. These are the professions that women perform in their organization. But what about their own startup?

There are times when women think that they do not have degrees, so she could not be a professional. But what if, a woman is told that she could start her own venture, may be it is cooking as a business, baking cakes, running a boutique, creating decorative items like show pieces for home, all can be done by a woman.

An educated woman may think that she does not have the capital amount to set up a factory to produce packaged food, nowadays that is not a problem. She can become a motivator, a mentor, she can even start her own personal-grooming classes for both children and adults. There are many options to develop skills, skills can be acquired by learning from a skilled person himself, like stitching, cooking, driving, swimming, dancing, singing etc. There are so many things to do in the world, there is just an opportunity near us to just grab it. We just have to choose in which field we are interested in. The work that we must do, should be interesting for us, it may be a hobby which can be changed into a profession also. Such as fashion designing, yoga classes, tuition classes and many more. We can open our own place of work.

Women must be encouraged to set up their own business and they could also employ others for making their startup to grow.

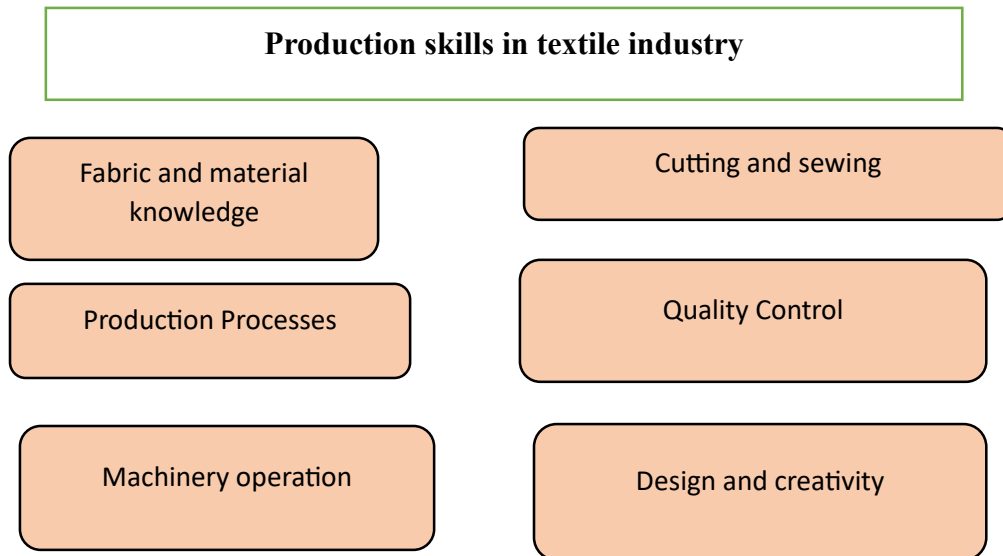


Fig. 1.4

(E) HOW TO CREATE A VIKSIT BHARAT?

The pledge to create a developed country or a ‘Viksit Bharat’ is in the heart of every Indian. The Prime Minister of India, Shri Narendra Modi Ji, has done so much for India and his blessings are given to each individual residing in India to create their own Startup. The vision is very clear and precise. He has guided the people of India towards a right direction and how to grow together. Our special qualities reside in each individual and India is the only country in the world that has people belonging to different religions and languages, demographics etc., they live with unity and love.

Viksit Bharat can only be created when we live with freedom, equality, we express ourselves in a right manner and when we do not discriminate anyone. Forgetting a person’s flaws, we should see his/her qualities and accept a person the way he/she is. When there will be next to no poverty, no discrimination, when people will understand each other and focus on their own work, without spoiling other person’s image, then only a Viksit Bharat may be created.

A woman can give birth to a child, a woman can do anything, she is not less than the capabilities of a man. When a woman does not see flaws in her own child, in the similar manner, we must also see good things in others rather than pointing out his weaknesses.

We must change our outlook and we should change our perspective. There is a saying “Together we can change the world around us”. In a similar manner, we should say that, “Women can now change the world”. A housewife can change the scenario of a house in a positive manner and improve the quality of life of her house, so why can’t she change the world? A woman can educate her neighbors, she can educate her children to become a better human being and to do right things etc.

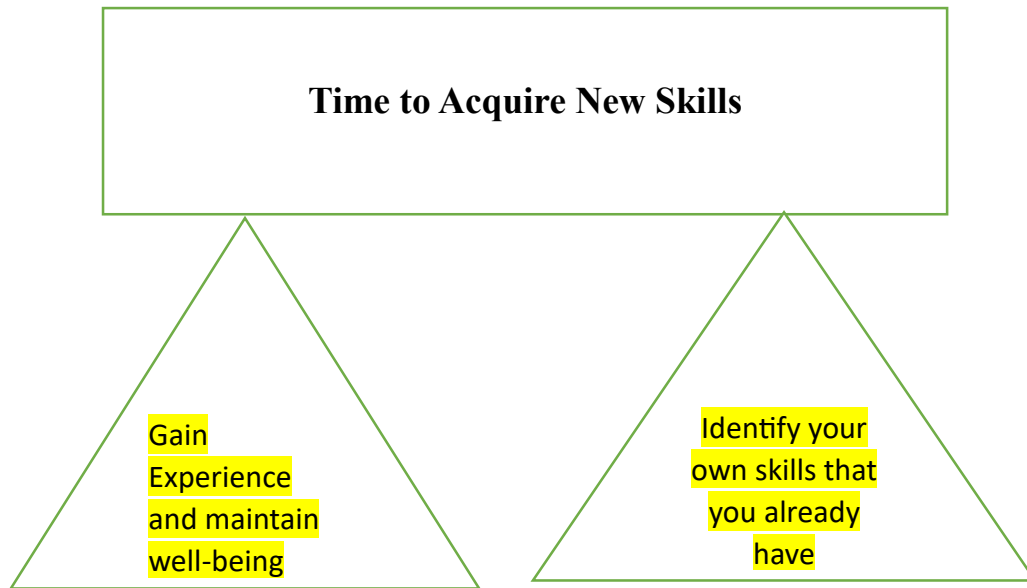


Fig. 1.5

(F) WHAT TO ACHIEVE FROM A STARTUP?

Clarity - Before reaching out to investors, the founders of a startup must be clear about their business plan, and why they need a particular figure of funding. What would be the expected ROI (Return on Investment) from their venture, clarity should be there in the minds of founders.

Patience – The entrepreneur must have patience to receive the amount of funds from their investors.

Right Amount of Funding – An entrepreneur needs to explain why they want a particular amount for their startup. Things are needed to be explained why and not more of not less should be invested, and why that the entrepreneur has fixed that amount only.

Forecast – The forecast with respect to finance that how a company will be developed, the project plan and the time frame to set up a company must be assessed properly.

Sales and Economic Indicators – How much sales a company can do and how to attract customers using a marketing strategy to buy their product or service, should be explained in detail with precision on important factors. What quality of products the company would manufacture and whether the company would be able to make a sale withing the coming financial years or not?

**KEY RESPONSIBILITY FOR
TEXTILE WORKERS**

**Repair and alteration, quality control, maintenance,
sewing and assembly**

Fig. 1.6

(G)ADVANTAGES OF SKILL DEVELOPMENT

Skill development means those activities that enhances KSA (Knowledge, Skills and Abilities), in order to improve the performance of jobs.

Employee Retention – Training that is provided in organizations are seemed to retain the employees for years. When we incorporate the training in the development of the employee, the employee stays with that organization for a longer duration.

Preparation for the Future – By providing employees with digital literacy, it helps employees to solve problems around them and the problems related to the company also.

Enhances Efficiency – When the team has sufficient skills, they handle tasks that are complex in nature with more confidence.

Improves Productivity – When the employees working in an organization, are trained well, the overall employee performance improves that increases their productivity.

Leads towards a Healthy Competition – When an employee is skilled enough, they can think further and out of the box and discover solutions that are fruitful for the company leading to a healthy and competitive place to work in.

Skill Gaps are Reduced – Many plans related to strategies are made and they may help to assess the skills that are required for the workplace which are necessary for the daily operations and helps them to identify which areas need improvement.

Hiring Reputation is Improved – When the potential employees are hired, they help to build strong rapport with the company. This is the time to turn potential employees into meaningful employees that may help the organization to grow further in the right path.

Supports Regulatory Standards – The assessment of regulatory skills enables companies in highly regulated industries to make sure that the employees meet regulatory standards.

Boosts Innovation – The company helps in making a product innovative by developing employees skills and set up the pace that employees are striving to achieve and keeping up with the company's operations.

Job Satisfaction is Improved – The job satisfaction, when improved, well-being is enhanced and better engagement and productivity is ensured.

VI. FINDINGS

- In the year 2022, women-leading startup raised 5 billion dollars in India.
- 268 million dollars were raised in seed funding in the year 2024 by the tech-city, Bengaluru.
- There were about five thousand angel investors in the year 2024 in India.

VII. SUGGESTIONS

- Incorporation of AI (Artificial Intelligence) must be done in startups.
- Ed-tech firms may help the women living in rural areas to educate them by providing special courses that might help them in starting their own business.
- We should encourage women entrepreneurs as they are the future leaders of tomorrow.

VIII. CONCLUSION

Women are never behind whether it is their professional life or their personal life, women must always be in a position of leading and guiding others towards the right path. Entrepreneurs are there who provide jobs to people and they set up standards to benefit the country in a positive manner. When we set up a firm, the environment of that firm should be taken very seriously, at least one casual leave should be given to the employees in a month. The startup must ensure that there is no wastage of water and no wastage of resources. We must recycle the old cartons, paper and plastic materials. Continuous motivation and continuous improvement will make your startup reach heights.

The production and extraction of raw materials, should be extracted from our own country, India should not be dependent on imports. We must also focus on planting more trees. The mission of Viksit Bharat can be achieved when we all are united and we will be together in good times as well as tough times.

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