



**EMPOWERMENT OF YOUTH THROUGH CENTRE FOR SKILL DEVELOPMENT
ENTREPRENEURSHIP AND INCUBATION-ISSUES AND SUGGESTIONS-A CASE STUDY OF ADI
FOUNDATION IN SRI KRISHNADEVARAYA UNIVERSITY**

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ABSTRACT

The Central Government of India has undertaken a major step of providing skill training to the youth in order to bridge the gap between the requirement of the increasing industries to fulfil the workforce for various tasks. It will help the youth in gaining fruitful employment in government or private sector and assures the trained and skilled workforce better livelihood. It lessens the dependency on the developed nations for the sake of fulfilment of the skilled workforce. Numerous skill training programmes are offered by the centres of skill development to the youth keeping in mind the requirement of the industrial growth of the region. The unemployed youth are attracted towards these centres and are enrolling themselves in the courses they are interested. The youth especially from the rural areas need to become aware of the benefits from these centres and get consumed in these courses because it helps to lessen the burden of over workforce on the agricultural sector. The youth face several issues to pursue the courses in these centres and that should be addressed by the centre and state governments in order to encourage the participation of the rural youth.

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INTRODUCTION

The economic and social development of any country is dependent on its effective utilisation of available resources to the fullest extent. To realise this objective it is necessary that the human resources require the necessary skills. In India both the central and state governments have innovative vision of development through effective utilisation of the human resources. They are undertaking numerous steps to train the youth with the skills that are required by the corporate sector. They are marching towards the attainment of the objective of becoming the knowledge economy. For this the universities have been identified as a key role players in changing the skill recourse scenario in the country as per the demands of the corporate sector especially in the surrounding and far off regions throughout the globe. The emerging employment opportunities are being identified and the training facilities are being provided through the skill development programmes for the unemployed youth thereby providing gainful and fruitful employment to the youth in order to lead a successful life.

Research Problem

India is a developing country and is facing the backwardness in many sectors. One such sector is lack of skilled human resources. India implementing many schemes that promote primary sector, secondary sector and service sector. To work on the new technical implements or machines we need skilled human resources or else depend on the human resources from foreign nations. Central and State governments are implementing numerous programmes and one such programme is Pradhan Mantri Kaushal Vikas Yojana through which skill training in variety of areas are imparted in various sectors to train the youth and help them to secure job opportunities in their field of interest. This study is confined to the skill training imparted to the youth in ADI FOUNDATION (NGO), Sri Krishnadevaraya University campus in Anantapuramu district of Andhra Pradesh. It is an innovative approach of the University's administration in overcoming the unemployment and poverty issues among the youth in the drought prone are of Rayalaseema region.

Objectives of the study

The objectives of the study are stated below:

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1. To study the functioning of the centre for skill development entrepreneurship and incubation.
2. To study about Pradhan Mantri Kaushal Vikas Yojana.
3. To understand the issues faced by the youth pursuing the training imparted at the centre.
4. To offer suggestions to overcome the issues of the students at the centre.

Scope of the study

The study is limited to the Centre for Skill Development Entrepreneurship and Incubation managed by ADI Foundation in Sri Krishnadevaraya University campus in Anantapuramu District of Andhra Pradesh, India.

Significance of the study

This study is based on an innovative approach and is a living example to other universities in the state and other parts of the country to provide an opportunity for an NGO to take the initiative of skill training and develop human resources. This approach also motivates the youth to discipline themselves and pursue higher educational courses at the university campus.

Centre for Skill Development Entrepreneurship and Incubation

The Centre for Skill Development and Entrepreneurship and Incubation has been visualised and realised effectively by the alumni of the university. This objective was further given impetus through the allocation of five acres of land in its campus to the Anantapur Development Initiative (ADI) Foundation (Non Governmental Organisation (NGO)) that has been established with the sacred objective of contributing something back to the society in the drought prone region of Anantapuramu. This Centre was started by the alumni association of the University in 2007 and is offering various training courses since then. Later in 2009-10 the University allotted five acres land to the NGO i.e., ADI Foundation which tied up with the ROOMAN TECHNOLOGIES that has the sanction of PMKVY scheme. The infrastructure like accommodation facility to the boys, building, class rooms, library and laboratories are well developed. This ADI foundation is organizing several programmes for the benefit of the youth in the drought prone district in training them to update their educational standards and various skills along with providing campus and off campus job opportunities through inviting various companies to conduct interviews for the youth on completing their course. The goal of the Centre is to improve the capabilities of the youth to cope up to the requirement of the companies as per their choice and interest to pursue any course available at the centre and gain fruitful employment and empower themselves.

Objectives of the Centre

The objectives of the Centre are mentioned below:

1. To up-skill the technological talent of the rural and semi-urban youth at affordable costs.
2. Create a large talent pool through Modular Employable Skills in various technical domains ensuring quality in delivery.
3. Organize different domain specific training modules at regular intervals to cater to the needs of the youth of different backgrounds.

4. Promote entrepreneurship among the youth and to motivate towards self employment.
5. Mentor the incubation efforts by encouraging the prospective entrepreneurs in different domains.
6. Interface the industry and academia to promote better understanding.
7. Guide and train the final year students for their internships/project works.
8. Facilitate the students to take up different certification exams.
9. Offer certificate/diploma programmes in Entrepreneurship.
10. Organize Job Melas and recruitment drives to place the talented youth in the areas of their interest. (www.skillsku.com)

Organisational and Administrative set-up of the centre

The Centre for Skill Development Entrepreneurship and Incubation in Sri Krishnadevaraya University, Anantapuramu, Andhra Pradesh effectively operates through the Director, Mentor cum Managing Director and Mentors.

Pradhan Mantri Kaushal Vikas Yojana

The Union cabinet has approved the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) to provide skills training to the youth across the country. The PMKVY scheme is implemented by the Union Ministry of Skill Development and Entrepreneurship through the National Skill Development Corporation (NSDC). This provides skills training to the youth, including the dropouts of class tenth and class twelfth ad aims to cover approximately twenty four lakh youth. The target for skill training through the scheme will be associated with the Union Government’s flagship programmes such as Make in India scheme, Swachh Bharat Abhiyan scheme and National Solar Mission scheme. The skill training will involve soft skills, good work ethics, personal grooming, behavioural change for cleanliness and so on so forth. The inspection of the training through PMKVY will be done by the Sector Skill Councils and the respective State Governments.

Programmes offered at the Centre

The below mentioned programmes are offered at the centre:

Table 1

Sl.No.	Name of the course	Duration of the course (Hours)
1.	Sales Associate	320
2.	Domestic IT Help Desk Attendant	440
3.	Field Technician Computing and Peripherals (FTCP)	340
4.	Field Technician-Networking & Storage (FTNS)	400
5.	Accounts Executive-Accounts Payable & Receivable	190
6.	Goods & Service Tax (GST)	140
7.	Junior Software Developer	400

Secondary Source from the centre

Facilities at the Centre

The main administrative building is well equipped with infrastructure, Classrooms with adequate teaching and non-teaching staff. The approach of the staff is very pleasing and all of them receive very well and respond in a soft and good mannered way. The office staff addresses all the queries of the students joined in the centre. There is a mini accommodation for the men with fever facilities. After the batch completes the

course the staff of the centre invites several companies to recruit the staff required by them in the Centre. It also has a library along with the reading room.

Methodology of the study

This study comprises of both the primary and secondary data. The universe of the study is fifty respondents at the centre comprising both men and women pursuing the course at the centre. The research technique used in this study is simple random sampling method. This study is both exploratory and analytical in approach. To collect the primary data the interview schedule method has been used to analyse the perception of respondents about the functioning, infrastructure, hostel facility, distance of the Centre to the main road, mess facility, road facility to the centre and so on. The secondary data required for the study was collected from the website of the university and material provided at the ADI Foundation in Anantapuramu district at Sri Krishnadevaraya University campus.

Gender-wise distribution of the respondents

Table 2

N=50

Sl.No.	Gender-wise distribution	Percentage of the respondents (%)	Total (%)
1.	Male	50	
2.	Female	50	100

Source: Computed from the primary data

Table 2 indicates that the total universe of the study is 50 respondents. The male respondents constitute 50 per cent and the female respondents represent 50 per cent in the case study respectively.

Age wise distribution of respondents

Table 3

N=50

Age group	% of respondents
Youth (18-35)	100
Total	100

Source: Computed from the primary data

Table 3 depicts the distribution of the respondents in the study area according to their age. The table reveals that the total respondents of the study constitute 50 students comprising the youth who completed the course and several students still pursuing the course.

Perception of the respondents in the study area

Table 4

N=50

Sl.No.	Respondents in the study area	Yes	No
1.	Do you have a (BPL) Below Poverty Line card?	100	-----
2.	Do you belong to Anantapuramu District in Andhra Pradesh?	100	-----
3.	Are you interested in pursuing the skill training course?	100	-----
4.	Do you believe that this training will provide you gainful employment opportunity?	98	02
5.	Have you improved your communication skills in the centre?	79	21
6.	Do you face problems in coming to the centre from the main road?	68	32
7.	Is there any hostel facility at the centre for both men and women separately?	-----	100
8.	Do you get any stipend after joining the centre to pursue the course based on attendance?	100	-----
09.	Is training at the centre adequate to train you for the required course?	100	-----

10.	Do you expect hostel facility along with mess for both men and women during the duration of the course ?	100	-----
11.	Is this training helpful to get a job in Anantapuramu district ?	27	73
12.	Do you wish to start your own office after training in the course ?	43	57
13.	Do you wish to join for another course after the completion of the present course ?	61	39
14.	Do the centre organise seminars, conferences and workshops ?	100	-----
15.	Do you expect that new courses keeping in view the employment opportunities available in the companies/industries at Anantapuramu should be started at the centre ?	100	-----
16.	Do you wish to recommend your relatives or friends to pursue the course at the centre ?	100	-----
17.	Do you expect that new buildings should be constructed to accommodate more number of students who wish to pursue the course at the centre ?	100	-----
18.	Do you expect any monthly scholarship from the NGO's or Central and State Government to support yourself during the duration of the course at the centre ?	100	-----
19.	Is there any concrete compound wall for the centre ?	-----	100
20.	Is there any security guard for both men and women at the centre ?	-----	100
21.	Have you faced any interview after the completion of the course at the centre ?	64	36
22.	Is the accommodation provided for men hygienic at the centre ?	-----	100
23.	Do you think that you will definitely get a job in the campus interviews after the completion of the course ?	46	54
24.	Do you expect a new call centre training course at the centre ?	100	-----
25.	Is this course that you are pursuing totally free of cost ?	100	-----

Source: Computed from the Primary Data

Findings of the study

The findings of the study are as follows:

- 100 per cent of the respondents belong to the BPL families.
- 100 per cent of the respondents belong to Anantapuramu District in Andhra Pradesh.
- 100 per cent of the respondents interested in pursuing the skill training course.
- 98 per cent of the respondents believe that this training will provide gainful employment opportunity.
- 79 per cent of the respondents improved their communication skills at the centre.
- 68 per cent of the respondents face problems in coming to the centre from the main road.
- 100 per cent of the respondents replied that there is no hostel facility at the centre for both men and women separately.
- 100 per cent of the respondents replied that they get stipend after joining the centre to pursue the course based on biometric attendance.
- 100 per cent of the respondents replied that training at the centre is adequate to train for the required course.
- 100 per cent of the respondents replied that they expect hostel facility along with mess for both men and women during the duration of the course as it is far away from the main city and their residing areas.
- 73 per cent replied that this training is not helpful to get a job in Anantapuramu district and they have to go to the capital cities to gain the job opportunity.
- 43 per cent of the respondents replied that they wish to start their own office after training in the course if they are provided the loan facility with subsidy through the banks.

- 61 per cent of the respondents replied that they wish to join for another course after the completion of the present course.
- 100 per cent of the respondents replied that the centre organise seminars, conferences and workshops.
- 100 per cent of the respondents replied that they expect new courses keeping in view the employment opportunities available in the companies/industries at Anantapuramu should be started at the centre effectively.
- 100 per cent of the respondents replied that they wish to recommend their relatives or friends to pursue the course at the centre to achieve gainful employment opportunities.
- 100 per cent of the respondents replied that they expect new buildings to be constructed to accommodate more number of students who wish to pursue the course at the centre.
- 100 per cent of the respondents replied that they expect monthly scholarship from the NGO's or Central and State Government to support themselves during the duration of the course at the centre.
- 100 per cent of the respondents replied that there is no concrete compound wall for the centre and frequently stray dogs and other animals and strangers without permission cross the detached fencing of the allotted campus to the centre.
- 100 per cent of the respondents replied that there is no security guard for both men and women at the centre and some women replied that as it is co-education the NGO should provide women security guards to ensure their safety and which is also encouraging to many new women who wish to pursue the course at the centre.
- 64 per cent of the respondents replied that they faced the interview after the completion of the course at the centre and are satisfied about their performance and praised the pleasing nature of the interviewers.
- 100 per cent of the male respondents replied that the accommodation provided for men is not hygienic at the centre.
- 46 per cent of the respondents replied that they are confident that they will definitely get a job in the campus interviews after the completion of the course.
- 100 per cent of the respondents expressed their desire that they expect a new call centre training course at the centre because there are numerous job opportunities in Bengaluru city which is nearby to Anantapuramu district in Andhra Pradesh.
- 100 per cent of the respondents replied that the course they are pursuing is totally free of cost and inturn they are given a sum of rupees 5000/- at the end of the course after considering the required attendance through biometric process.

Issues identified at the centre

- There is no hostel facility to the men and women at the centre and it is far away from the main city headquarters.
- There is no concrete road to the centre from the main road and there is huge dust pollution when ever a vehicle passes in that road or due to wind.

- The stipend provided to the candidates is very low that is given at the end of the completion of the course and needs to be enhanced drastically due the backwardness of the youth pursuing the course at the centre.
- There is no mess facility and the nearby hotels charge heavily for the meals and the youth face it difficult to bare the expenses so they expect that the centre should start the mess facility.
- The students pursuing the training under PMKVY scheme should be freely given the required tools related to their course so that they practice it frequently and gain expertise in their course for example student laptops.
- There is no single window system for the trained youth under PMKVY scheme to undertake their own gainful business through bank loans.

Suggestions to overcome the issues at the centre

The study offers several suggestion for addressing the issues of the youth at the centre and provide an innovative vision for the development of the centre at the global level and development of the youth in the drought prone district of Anantapuramu district. The suggestions are as follows:

- Career Guidance Programmes on weekends should be organised to motivate the youth to take a bold step to change their lives.
- Inter-communication groups should be organised comprising ten students to communicate among themselves in order to improve their official communication skills.
- The Central, State and Local government should approve the tenders to build a concrete road leading to the centre and the nearby village.
- To attract more number of students the hostel facility at the centre for both men and women should be provided separately and to achieve this the University/Central/State/NGO should take an active initiative to construct new buildings.
- The mess facility should be provided to the youth training at the centre.
- New courses should be started to overcome the lack of skilled human resources required in the companies and industries already established or about to be established industries in the Anantapuramu district of Andhra Pradesh.
- Centre should tie up with the national level and international level skill training and job providers.
- Banks and social welfare departments should provide adequate special loans through one window system to support the trained students financially who wish to start their own office related to the skill training at the centre.
- Proactive approach should be undertaken by the centre to build placement partnerships with the firms.
- New and upcoming training service providers should be encouraged to open their branch at the land allotted to the centre.
- International standard operating procedures should be followed in imparting training to the youth at the centre.
- A monthly scholarship/stipend facility from the NGO's or Central and State Government to support should be

provided to the youth during the duration of the course at the centre.

- Victims of factionism should be given encouragement to train themselves and get fruitful employment.
- Champion employers should be motivated to tie up with the centre for the benefit of the trained youth.
- Compound wall along with security guards should be provided to the land allotted to the centre at the university campus.
- Interview facing skills should be imparted at the centre and experts should be encouraged to take part and train the youth at weekends.
- District Industries Centre should organise special programmes to inform the youth that they can start their own business through single window system.
- Skill training ecosystem should be established by tie up with the local, national and international organisations with the centre.

CONCLUSION

The role of higher educational institutions is acknowledged globally. The new initiative of skill training especially in the backward and drought prone areas is praiseworthy. The universities and several non-governmental organisations that impart skill training to the youth are to be encouraged to tie up and provide numerous skill training courses not only to the youth outside the campus but also to the graduate and post graduate students at the centre during the duration of their course at weekends especially to the social science students because when they walkout of the campus after the completion of the course they feel confident that if they don't secure a job opportunity in the course they studied due to various reasons at the university they may still feel secure because they have the skill training course certificate and adequate skill to gain the job other than the university course they offered at the University campus.

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