

# DOCC PROJECT REPORT - 2015

**S R SHROFF AAJIVIKA TRUST – UPL NIYOJANIY KENDRA**

(Promoted by UPL Limited)

To identify reasons preventing youth trained in industrial skills from taking up Industrial jobs and providing recommendations for the same



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My best wishes to S R Shroff Aajivika Trust and the CSR team of UPL Limited for all their future initiatives & I wish them success in taking SRSAT to greater heights and remain an organization committed to the service of community at large.

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## **EXECUTIVE SUMMARY**

Creating job opportunities and matching it with a pool of employable people is the need of the hour for the nation. Pioneering in creating a pool of skilled workers out of the school drop outs among the rural and the urban poor, S R Shroff Aajivika Trust trains the youth in Industrial skills of welding, fitting and wiring under market aligned courses designed and certified by National Council of Vocational Training.

In its second year of operations, the trust observed that out of the many youth trained by it in industrial skills, some had opted out of industrial jobs to either do some other job like that in a call center or start a business of their own. Hence the scope of my project was to figure out a reason behind the deviation observed and thus recommend ways out of it.

My month long study involved primary research in the form of interview of 50 pass out candidates and 25 candidates under training at the trust and literature review about the growing opportunities for skilled workers in India and more so in the state of Gujarat leading to identifying possible reasons behind the deviation observed and thus developing viable recommendations out of it.. .

Based on my study I identified a few reasons like:

- i. a general inclination of the youth of Gujarat towards entrepreneurship,
- ii. lack of ample reach of the trust in the industry that would help it to place its students
- iii. lack of focused efforts towards understanding the mindset of the youth

In line with the reasons identified I have proposed the following:

- i. constitution of a placement cell to look after placement related matter of the students
- ii. constitution of a counselling and guidance cell for understanding and guiding the students the right way
- iii. marketing the trust in the industry as a provider of skilled workers

Thus with a structured approach and focused efforts, the trust would be successful in finding its trained candidates employed and growing in the industry.

## **1. INTRODUCTION**

With the booming population growth of India, Demographic Dividend has become the new buzzword. Demographic Dividend is a period usually of 20-30 years when a greater proportion of the population of a country are young and in the working-age group. This cuts spending on dependents and helps in overall growth of the country.

Propagators of Demographic Dividend for India believe that the increasing population can be both a source of human resource as well as of consumers which create effective demand that would lead to growth and development. Median age of India is 27. It is predicted that by 2020 India shall become the youngest country with 64% of its working population in the working age group. Based on experience of advanced nations, it is believed that demographic dividend has a significant contribution to a country's GDP.

But how far is the dream of demographic dividend achievable in India? Are there opportunities matching the requirements of the economy and the aspirations of the emerging workforce? Is Government creating jobs for the sustenance of the country's growing population?

While the workforce is growing at an exponential rate with the growth in population, growth in employment rate is yet to match pace. In the current scenario while the population of India doubled during 2001-2011 the unemployment rate rose from 17.6% to 20%. In absolute terms 46.9 million (9.6% of total population) of India's youth were unemployed in 2011 compared with a 33.5 million (6.8% of total population) in 2001. Further if we look at growth in GDP followed by that in employment, we would see that even during the period of 2004-05 to 2011-12 when India saw its highest growth in GDP of 8.5% per annum, growth on the employment front was a meager 0.5% per annum.

**UNEMPLOYMENT:** Identifying the unemployed in India, is not as straightforward as it seems. In the Indian context, people from the economically active segment aged 15 to 58 years who are not gainfully employed are termed as unemployed. Till recently even women were considered in this segment as a large number of married women do household work. However since 1991

household work is also considered an economic activity. Therefore looking at the large non uniformity among the segment of people grouped as unemployed, the unemployment can be categorized as:

1. Seasonal Unemployment – Unemployment generated due to the seasonal nature of the work, like agriculture.
2. Voluntary Unemployment – people unwilling to work on various grounds of reason like low wage, flow of income from property they own etc.
3. Frictional Unemployment – occurs because labor are in the process of moving from one production activity to another so there is a time lag between demand and supply of labor.
4. Causal Unemployment - unemployment caused due to a cutback in workforce due to decrease in demand and consumption of the given products or services.
5. Disguised Unemployment – such a situation arises when the number of people working is more than that required for a particular job, like that in agriculture when all the members of the family work while the work could be done by just 2-3 members.

Thus in an attempt to battle unemployment and create quality jobs for the less privileged of the urban as well as the rural areas S R Shroff Aajivika Trust or UPL Niyojaniy Kendra, equipped with skilled faculty and instruments for practical application, facilitates training of youth from the age group of 18 to 35 in industrial skills like welding, fitting and wiring. The course lasts for a period of three months and at the end of it the trainees are awarded the National Certificate of Vocational Training (NCVT) in the skill they are trained in. The vigorous training program, with a greater focus on practical application enables a candidate to secure job in industry with an average salary of INR 7000 to 8000. However it has been observed that 26% of the students trained by the trust do not take up a job as per the skills they are trained in.

**PROBLEM STATEMENT:** To identify reasons behind non employment in industrial roles involving industrial skills like welding, fitting and wiring, of the employable youth trained by SRSAT's UPL Niyojaniy Kendra, by conducting a survey on 50 youths already trained by

SRSAT, analyzing the data thus obtained and suggesting recommendations to ensure greater percentage of industrial employment among the trained youth.

## **2. ABOUT THE ORGANIZATION**

**2.1. UPL LIMITED:** UPL Limited is a global generic crop protection, chemicals and seeds company, headquartered in India (Mumbai). UPL, Advanta, UEL are the three companies of the group listed on the Indian Stock Exchange, with a combined market capitalization of approx. \$2.5billion. The revenue of the company has grown at a CAGR of 26% over the last five years. Also the company has a customer base in 123 countries and subsidiaries in 23 countries.

### **2.2. UPL CSR**

Concern for the community has always been of prime importance to UPL Limited and that has been visible in all of its endeavors. UPL Limited has always looked beyond the bottom line beginning from the early 70s even before the term CSR became a norm.

VISION: The CSR vision of UPL is to commit to create an equitable and inclusive society by supporting processes that will lead to long term sustainable transformation and social integration and creating opportunities that enable the socially disadvantaged to utilize their potential in achieving their aspirations and ambitions.

#### MISSION:

- To implement need based CSR projects and extension work
- To build capacity of community so as to make them self reliant
- To develop partnership with all stakeholders
- To promote and institutionalize CSR with UPL group business strategy

#### CSR VALUES:

- Care
- Excellence
- Partnership
- Sustainability
- Learning and sharing



UPL'S current CSR activities can be divided into six thematic focus areas:

1. AGRICULTURE DEVELOPMENT: Agriculture development intervention so as to systematically develop, communicate and disseminate successful approaches and concepts of sustainable agriculture. Projects under agricultural development are:
  - System of Rice Intensification Project in partnership with AKRSP
  - Dang Paddy Development Project
  - Farmers Training School at Vikram Farm
  - Demonstration at Vikram Farm Naholi
2. EMPLOYABILITY AND ENTREPRENEURSHIP: India with its exponentially growing population has a large segment which is illiterate and unemployed. Lack of opportunities makes them incapable to take up jobs. There the focus of this endeavor of UPL is to provide this target population skill based training to make them employable.
  - UPL Udyamita training to Jai Yogeshwar Mahila Mandal
  - Partnership with SEWA rural
3. EDUCATION AND EMPOWERMENT: Education is a basic human right pivotal to personal as well as societal development. Education is the oldest and one of the prime agenda of UPL CSR.
  - Smt. Sandraben Shroff Gyan Dham School, Vapi
  - Gyan Dham Eklavya Model Residential School, Ahwa Dist. Dang
  - Shroff S Rotary Institute of Chemical Technology, Vataria, Ankleshwar
  - GIDC Raju Shroff ROFEL Institute of Management Studies, Vapi
  - Smt. Pushpavati Devidas Shroff Sanskardeep Vidyalaya, Ankleshwar
  - The Mobile Education Van Project, Ankleshwar
  - Educational Initiative at Plant Location
4. ENVIRONMENT AND NATURE CONSERVATION: To promote awareness and understanding about nature and the need to live in harmony with it. Projects under the focus area are:
  - UPL Vasudha Project
  - Cleanliness Drive at Chirri (Vapi)

- Tree Guard by Unit 2 Ankleshwar
  - Tree Plantation by Unit 3 (Ankleshwar)
  - Tree plantation by Unit 8 (Jammu)
5. HEALTH AND SANITATION: Health and sanitation form a basic need and right of every individual. Adequate health facilities should be available to the community. In a drive to promote that UPL implements/has implemented the following projects:
- The Rotary Hospital, Vapi
  - Sandra Shroff ROFEL College of Nursing, Vapi
  - National Burns Center
  - Health Initiative at Plant Location
6. NATIONAL/LOCAL AREA NEED: This initiative is to help cope-up with the after effects of natural calamities or other location specific needs.
- We Are United (WAU) Response for floods at Vaddara District
  - WAU response for floods at Bharuch district
  - WAU response for floods in Orissa
  - UPL Girl Safety Training Plan
  - UPL ITI Safety Training Campaign
  - UPL Safe Kite Flying Campaign

### **2.3. S R SHROFF AAJIVIKA TRUST (SRSAT):**

SRSAT is an initiative of UPL Limited to create sustainable livelihood. SRSAT, aware of the present and future population challenges of India, believes in helping individuals live a life of dignity. To achieve this the programmes of the trust focus on generating sustainable livelihoods. Its strategy rests on three pillars:

- Skill Development – UPL Niyojaniy Kendra
- Entrepreneurship – UPL Udyamita Programme
- Agricultural Development – UPL Khedut Pragati Programme

**2.4. SKILL DEVELOPMENT:** Believing in skill development being the key to activate potential of India's youth population, SRSAT provides unemployed young people with a comprehensive skills training through UPL Niyojaniy Kendra that shall help them secure employment in the diversifying industries. The Center first conducts a local labor market scan in order to design a market aligned curriculum. The center in Vadodara is a year old and offers short term training in industrial skills like Welding, Fitting and Wiring. The training courses are certified by the National Council of Vocational Training.

The different stages of the programme are:

- **Stage 1 – Youth Identification**

The team identifies underprivileged youth and creates awareness about the various available industrial opportunities.

- **Stage 2 – Skill Inculcation**

The experienced team of faculty trains the identified and interested students in selected trade from amongst welding, fitting and industrial wiring under the short term program. Apart from the skills the candidates are also taught basic work place etiquettes, social behavior and safety.

- **Stage 3 – Mapping Industrial Livelihoods**

With a good relationship with the industry and the Govt. UPL Niyojaniy Kendra puts in its best efforts to identify the opportunities from the industry and thus train individuals accordingly.

**BENEFIT TO THE SOCIETY:**

- A) The unemployed get a launching platform that trains them in the industrial skills required by the various industries thus equipping them with knowledge and in hand experience sufficient to secure a livelihood.
- B) The Industry gets a good quality of talent pool trained to a level required by the industry. This enables industries to meet their human resource requirement of quality

skilled laborers thus enabling them to ensure a continuous running of the business and contributing to the country's economy.



**FIG.2.1. WELDING TRAINING AT UPL NIYOJANIY KENDRA**



**FIG.2.2. FITTING TRAINING AT UPL NIYOJANIY KENDRA**



**FIG.2.3. WIRING TRAINING AT UPL NIYOJANIY KENDRA**

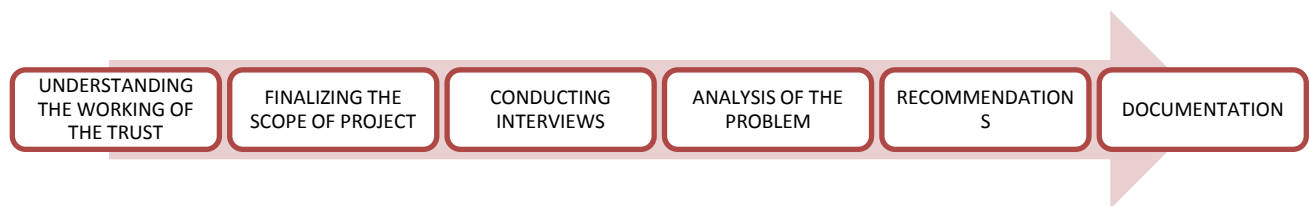
### 3. SCOPE AND STRATEGY OF THE PROJECT

#### 3.1. SCOPE

UPL Niyojaniy Kendra trains 25 students per batch in industrial skills of welding fitting and wiring but fails to see all of them working in the industry. Therefore this project aims to study the working and mindset of the three stakeholders-the trust, the students and the companies where the students are placed to find out the lacunae in the system that fails to convince the students to take up the jobs they have been trained and certified in.

#### 3.2. METHODOLOGY USED

The research method used by me in the project was SURVEY METHOD and the technique used was INTERVIEW TECHNIQUE. The stages of working were as follows:



**FIG 3.1. STAGES OF WORKING**

- **Understanding the Trust:** The first few days before I took a plunge into project specific work, I went through the working of the UPL Niyojaniy Kendra. It was important to know the background of the organization. I saw the classroom setup, sat through classes, saw through the practical exercises being carried out by the candidates; saw the knowledge transfer process being carried out for the students interested to enroll into the course.
- **Finalizing the scope of the project:** Having understood the entire set up and purpose of the organization, It was time to define the scope of project I could work on. Keeping in mind the le resource, current state of project and my knowledge about related areas and required concepts, I in consensus with the trust head Mr. Modhe, finalized the details of my project and deliverables.
- **Conducting Interviews:** The very first step in execution of the project was collecting data from a group of student. For the same I prepared a list of questions that could be

used to elicit responses to get the desired output from the students. On everyday basis I interviewed an average of 4 candidates. Also after I was done with the candidates I went ahead to visit the companies and also had talks with the faculty and the employees of the trust to get insights regarding the problem at hand.

- **Analysis of the problem:** With the data at hand it was time to analyze the data collected and identify the actual problem the trust was facing.
- **Recommendations and Documentation:** The final step in the project implementation was devising recommendations and documenting them with supporting facts, figures and feasibility.

### **3.3. INTERVIEW PROCESS:**

During the phase I was trying to get acquainted to the setup of the trust, I tried talking to the students undergoing training at that point of time. Talking to them I realized that it was not as simple to elicit information from them by means of simple written questionnaires or focused group discussion.

Therefore the most plausible way of collecting primary data from the youth seemed to be the Personal Interview Method.

**Interview Method:** It is a face to face conversation between the interviewer and the respondents, carried out in a planned manner, referred to as structured interview, with an aim to collect data for research purpose.

#### **Advantages:**

- **Probing Complex Answers:** Many a times when the interviewer finds the respondent's answer too short or unclear or feels that the answer given by the respondent is not in line with the question he had put up, he can probe the respondent with additional question to elicit a more suitable and clear.
- **Length of the interview:** If the questions to be asked are many, a personal interview does not tax one's patience. With interview method even the most mundane questions can be made more interesting and conversational.

- **Answers all the questions:** Respondents often avoid answering questions when they fail to understand a question in the questionnaire. In the interview method the interviewer has the flexibility to reframe and make the question simpler for the respondent as long as he does not give a proper answer.
- **Use of gestures and visual aids:** If a respondent fails to understand a question despite reframing it, gestures and visuals can be used to make the question clearer.

Starting the interaction process I interviewed 5- 6 pass-outs of the trust per day. The process of interviewing involved the following steps:

- Introduction:** First step of the interview was to introduce them to myself and the research that I was conducting. In doing so, I assured to them that I did not belong to the trust and hence they need not fear telling the truth. Also I told them how if they could help me identify the problem the solution that would be found for the problem, would be in their favor only.
- Rapport Building:** One important aspect of interview was to ensure the candidate was comfortable speaking to me. Rapport building, more than a discreet step was continuous throughout the interview process. Though I ensured I maintained anonymity of the candidates, I used to first ask them their name, to give the conversation a touch of importance, to make them feel that they as an individual and their opinion were important. Further giving the interview a personal touch I used to compliment them on their achievements if and when they mentioned about them, ask them about their siblings while asking for the number of family members.
- Probing:** In questions that required them to think and give their opinion, it was difficult to get a relevant and complete answer, hence I used to probe them with either hypothetical situation or examples from my perspective.
- Recording:** With the set of questions prepared in an excel sheet, I would note down their answers then and there as they answered.
- Closing:** Closing with a thank you and a smile for having spared time to talk to me was important for the candidate feel good about the interview.





FIG.3.2. INTERVIEWING A CANDIDATE

#### **4. FINDINGS AND INSIGHTS**

##### **4.1. SWOT ANALYSIS OF THE PROGRAMME RUN BY UPL NYOJANIY KENDRA:**

###### **STRENGTHS**

- Experienced and knowledgeable faculty
- Dedicated team
- Strong brand name of UPL in the manufacturing industry leading to strong linkages which can help in launching the youth to the industry
- Courses are short term and focus more on providing practical hands on experience to students.
- The center is well equipped with required machines and equipment required by a skilled worker in the industry
- The courses are designed by National Council of Vocational Training and thus students are awarded a NCVT certificate on course completion

###### **WEAKNESS**

- Office, classroom and practical lab, all in one place so many a times practicals are interrupted by official work due to the noisy nature of the practicals.
- Wrong canvassing of youth (from the point of view of industrial jobs) like in Jaspur where boys were told that since their village had no electrician they had a good opportunity to be a household electrician.
- Small team for youth mobilization and marketing of the program.
- Placements not adequately handled.
- While in theory the trust claims to target the age group of 18 to 35, there are candidates who are underage for an industrial job i.e. less than 18 years of age.

## **OPPORTUNITIES**

- Policymaking focus having shifted to manufacturing and constitution of a National Manufacturing Policy in 2011 aiming to boost the manufacturing sector by raising its contribution to GDP to 25% and thus creating 100 million new jobs by 2025
- Location of the center in the state of Gujarat that has many industries which have a good demand of skilled laborers.

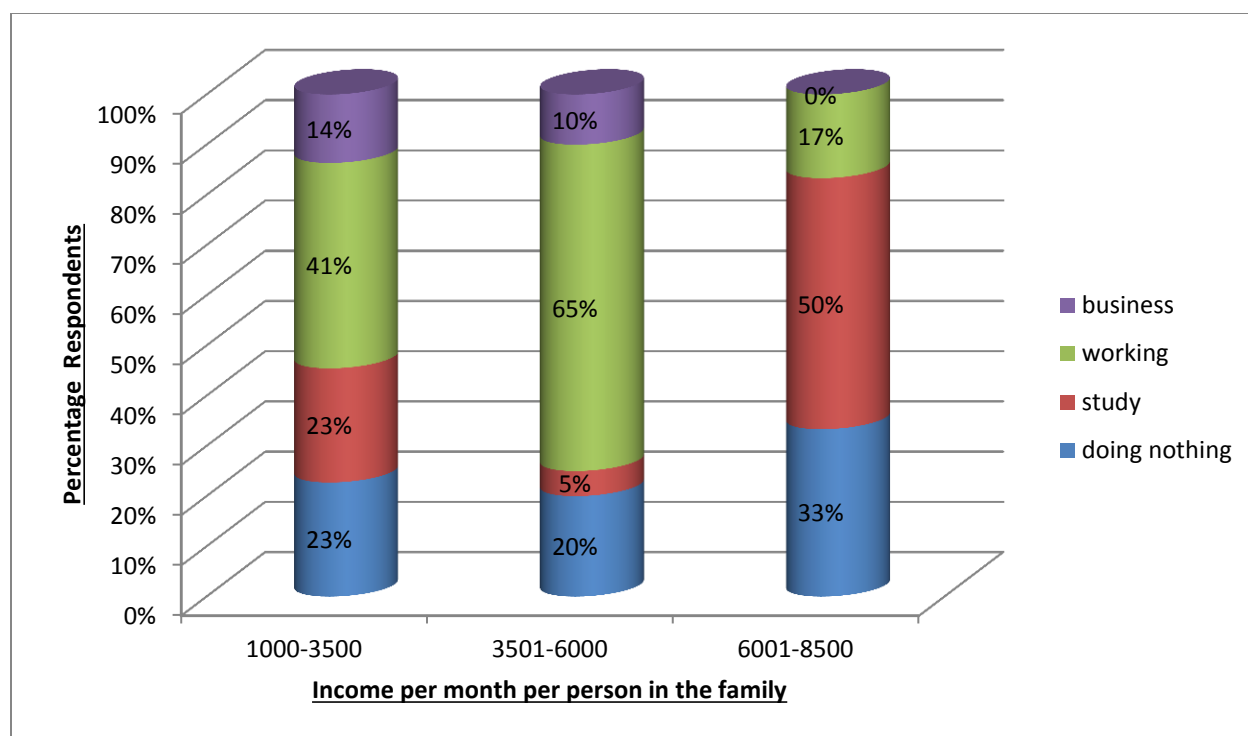
## **THREATS**

- Other jobs that pay a better salary and require less skill e.g.- jobs in a call center lure skilled candidates trained under the programme to switch trade for better salary and better working conditions.
- Many students take up the training as a medium to kill time with no future planning.
- Many students consider this training as a Plan B to their primary plans of taking up other jobs more paying jobs.
- Low wages, low job security, temporary unemployment, not so safe working conditions -the characteristics of a job as a skilled labor are threats to men sticking to this trade. Thus many a times resources expended on training a candidate goes waste.
- Decline in India's manufacturing sector. India's share of global manufacturing stands a little over 2%.
- General preference of the youth towards having own business over working under somebody.

## **4.2. FINDINGS FROM THE INTERVIEW WITH PASSOUTS**

### **4.2.1. Family income as compared to number of family members:**

The first factor that I thought might be a factor and thus looked into was the family income. But there was no specific pattern. The decision to work or not did not depend on the income. Also there were many students who were pursuing studies in various forms like diploma in Engineering. The education in most cases cost them no less than a lakh rupees. Yet the decision to study didn't show any variation or pattern with the income per person per month of the family.



**FIG 4.1.RELATION OF THE CURRENT STATUS OF ENGAGEMENTS OF RESPONDENTS WITH THEIR FAMILY INCOME PER MONTH PER MEMBER**

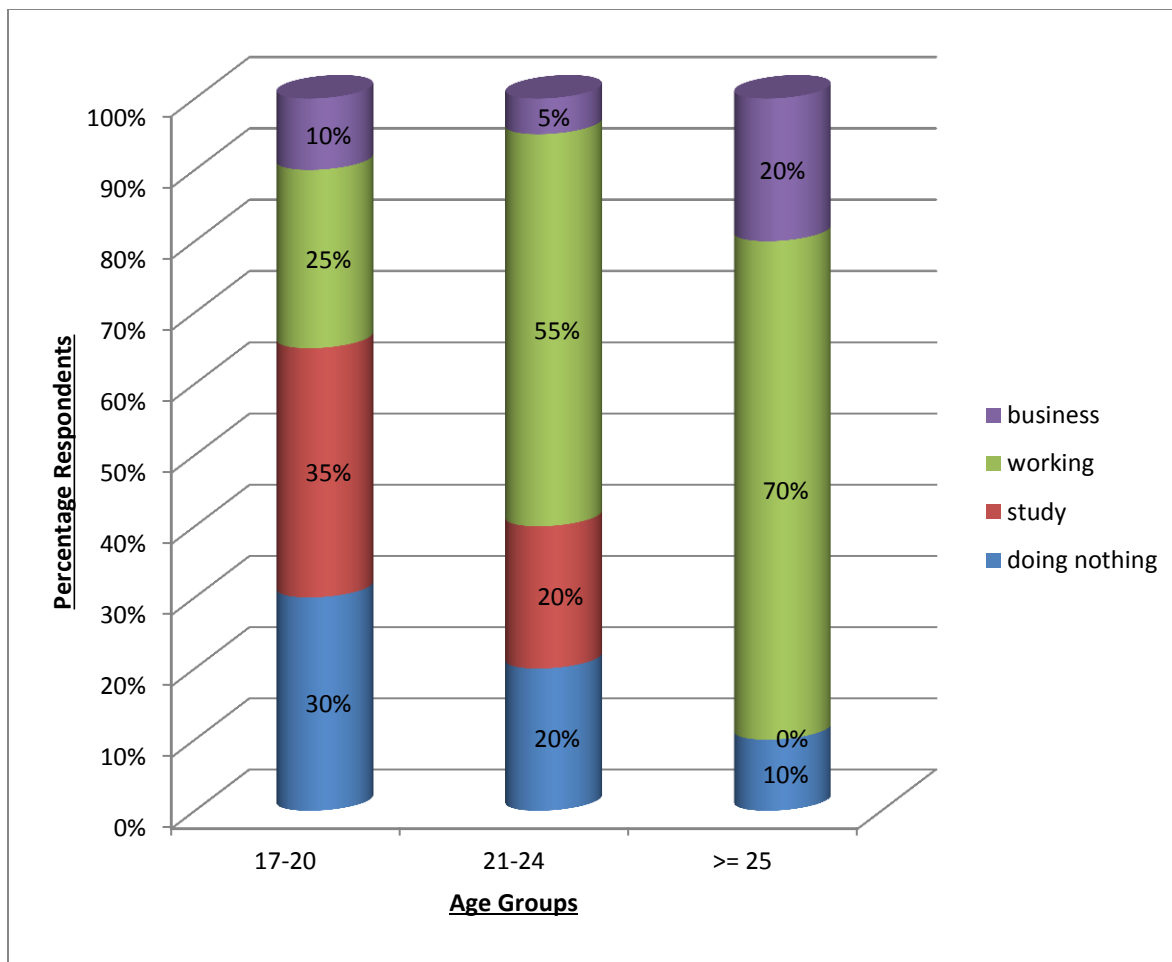
#### **4.2.2. Age of Candidates**

Relating the decision of working to age it was observed that the age group of 17-20 had the minimum percentage of earning candidates. While 35% percent of the candidates had a source of earning remaining were either pursuing studies (35%) or doing nothing (30%).

In the age group of 21-24, the percentage of candidates earning a living was 60% while those studying or doing nothing was 40%.

Among candidates of age higher than 25 the percentage of candidates earning was the highest – 90%.

Thus it can be concluded from the above observations that age did have a relation with the employment status of the candidates. Greater the age, greater the probability of the person working.



**FIG 4.2. RELATION OF CURRENT STATE OF ENGAGEMENT WITH THE AGE OF RESPONDENTS**

#### **4.2.3. Information given to Candidates about the course by the Trust employees**

When asked about the information provided by the trust to the candidates before admission, the students said that they were told the following:

- Good training program
- Greater emphasis on practical
- National level certificate would be provided
- After the course they would be able to get a job paying INR 6000 per month

#### **4.2.4. General Mindset of students about the course:**

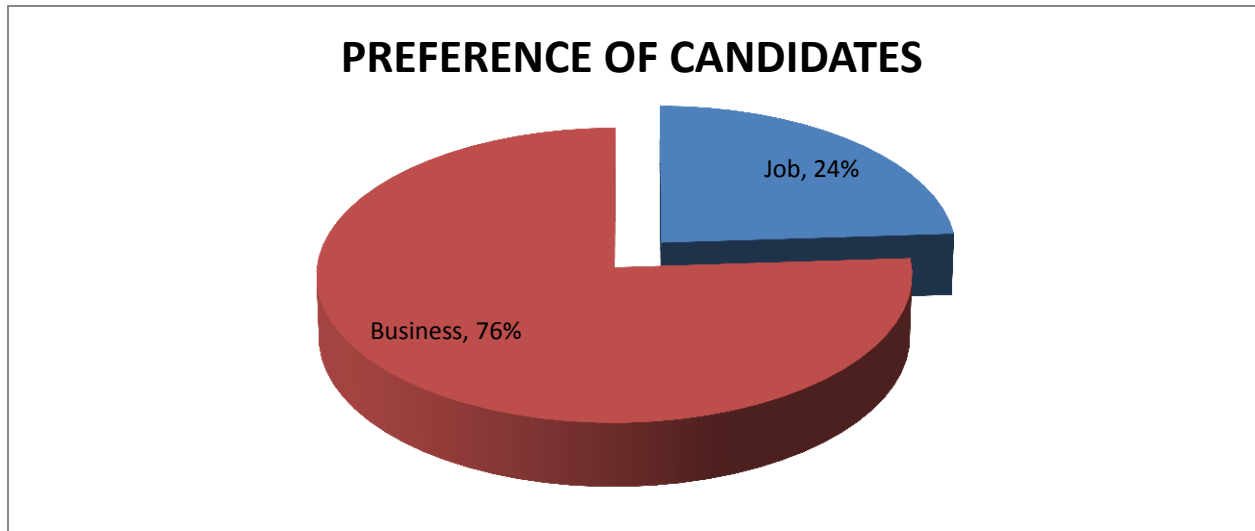
While talking to the students I found that the decision to join the course of most of them was not governed by interest. Rather they enrolled in the course to maximize their chances of being employed in the future. Unsure and unaware of job opportunities these students were busy running a race of accumulating degrees and certificates that could get them a job. They had no idea whether all the degrees they have would supplement each other in building profile suitable to get a job or not. Every time someone told them, that a particular degree or certificate had value in the market and would fetch them a job, they would go and enroll into it without trying to find out details about the course and its relation with a previous certificate or degree they have. It showed a lack of knowledge and also a lack of proper guidance.

#### **4.2.5. Existence of Source of income most important**

Job is a source of livelihood for these people. Nature of work has very little impact on choice of work. As long as they get sufficient salary they do not give much importance to the kind of work or their interest in the work. Even while choosing from among the three trades of fitting welding and wiring offered by UPL, the choice depends on which trade helps one earn more or has more demand in the market.

#### **4.2.6. Inclination towards entrepreneurship**

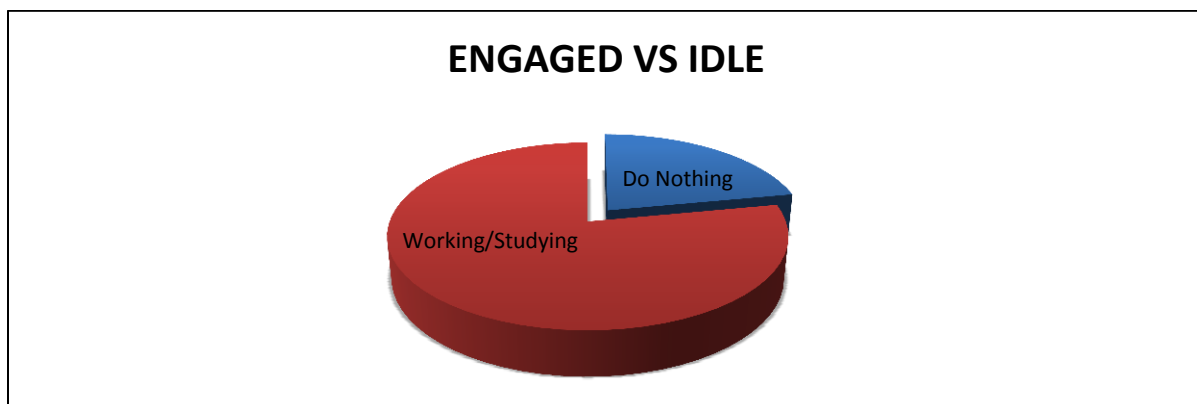
Unless the salary is that good, people here prefer working autonomously than working under somebody's command and control. They prefer owning their own business where they do not have to take orders and can decide their time of work in a day. The candidates believe that owning a business gets them better earning and also lets them have their time, adjusted with work as per their own requirement.



**FIG 4.3. PREFERENCE OF RESPONDENTS BETWEEN A JOB AND OWNING A BUSINESS**

#### **4.2.7. Complacency with status quo**

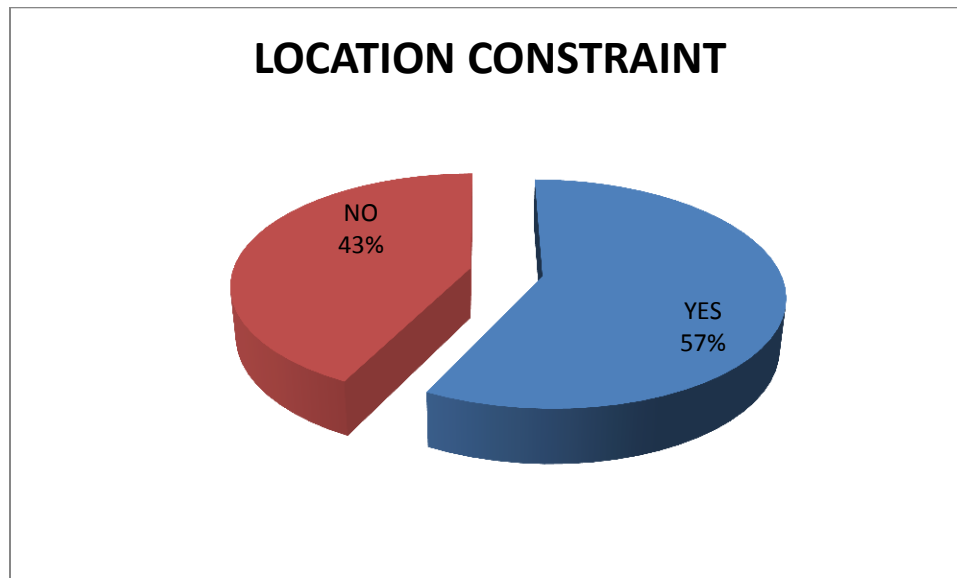
Many are just happy with their lives and do not wish to work hard as long as they are paid a salary sufficient to earn themselves and their family three meals a day. For example there was a person who didn't mind working as a daily wage laborer over trying to secure a job as an industrial wireman. 16% of the respondents were doing nothing despite a paid training with the trust. The trend was more visible among candidates in the age group of 17-20 where 23% of the students were doing nothing.



**FIG 4.4. COMPARISON BETWEEN NUMBER OF ENGAGED AND IDLE RESPONDENTS**

#### **4.2.8. Location constraint**

Also factoring in the choice of job is distance of work place from residence. Quite a number of people interviewed do not wish to leave the place where their family is settled, to earn their livelihood. They prefer taking up any job in the city rather than a particular job of a welder or a fitter or a wireman away from their hometown.



**FIG 4.5. LOCATION CONSTRAINT OF RESPONDENTS**

Above were the few major factors and their relation with the respondents' decision about their engagement.

#### **4.2.9. Work place conditions as described by the respondents**

When asked about the workplace conditions, the candidates had no such problems with the working conditions offered by the companies in the industry. The few problems they had were:

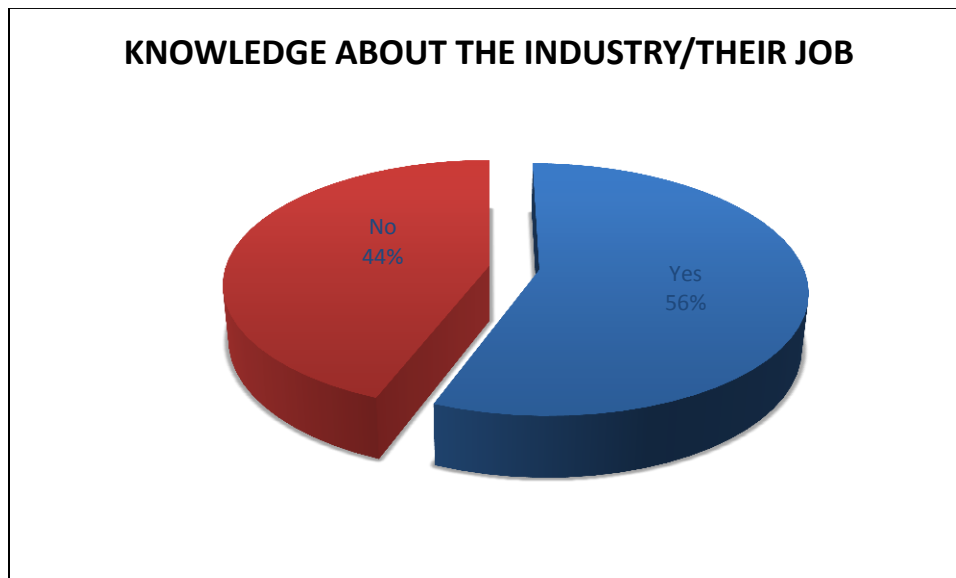
- Nature of their job is temporary-contract based
- Overtime is not paid for
- Compensation not paid for even in case of on job injuries



#### **4.3. INTERVIEW WITH THE STUDENTS UNDER TRAINING**

To further probe into the mindset of candidates, I interviewed the students currently going through the training.

While doing so one major point that came to focus was that many (44%) students didn't know what kind of jobs they would be taking up after the training. Students seemed to be blindly taking the course for the sake of the earning they would have if they get employed. It is important for a candidate to understand his job for him to stick to it and grow in it. Therefore the need of an overall development by imparting knowledge about their work, their surroundings, the job trends, the professional certificates and degrees and a sense to judge and think apart from imparting skills was again emphasized.



**FIG 4.6. KNOWLEDGE ABOUT THE INDUSTRY/THEIR JOB**

All of them wanted to meet a pass out from the trust, working with the industry who could better enlighten them with the opportunities that the industry has in store for them.

## **5. PROBLEM IDENTIFICATION**

### **5.1.Mismatch of opportunities and aspirations:**

Gujarat has been one of India's most industrialized states for decades and its people known for their enterprise. The state of Gujarat, located in the western coast of India has the longest coastline of 1600km in the country. It is bordered by the Arabian Sea both on the west as well as the south west. The state also has excellent infrastructure to complement the geographical advantage. It has 42 ports, 13 domestic airports and 1 international airport. Further the government of Gujarat has undertaken several policy measures and incentives to attract large investments into various sectors of the economy. As a cumulative effect of the aforesaid advantages that the state provides to the investors, Gujarat is a home to many industries. It is known as the Petro capital of India. It is the largest producer of denim in the country, contributing about 65 to 70 percent of the country's denim production. It is the largest producer of processed diamonds accounting for 72% of the world's processed diamond and 80% of India's diamond exports. Overall the state contributes 25% to India's total export of goods.

On the other hand the youth of Gujarat does not want to work under anybody as an employee leading to their unwillingness to work as skilled workers in the industry. Majority of the youth even after joining an industrial job, leave it to pursue a business of their own be it related to the skill like a man skilled in industrial wiring also knows house wiring so he starts working as an independent electrician for houses. Being entrepreneurs gives them not only a better earning but also provides them with a livelihood security and flexibility of time. While every extra hour of work in their business fetches them money, the industrial pays in many companies do not account for the overtime hours a worker puts in.

Therefore it's a situation where the state is encouraging industrial investments but there is lack of resources in the form of skilled workers which stems from the unwillingness of the people of Gujarat to work as Industrial workers by and large due to their inclination towards entrepreneurship.

### **5.2.Lack of reach in the industry so as to provide the pass outs with opportunities**

The target segment of the trust is from the lower strata of the society, mostly BPL or APL category. Though the candidates have studied till 10<sup>th</sup> or 12<sup>th</sup> standard, their knowledge base is very restricted and narrow without much base and reason. They are not as informed and resourceful as the upper strata so as to find job opportunities for themselves. Therefore just training them in an industrial skill and sending them to companies won't serve the purpose of giving them a source of livelihood. At present the employees in the trust give them lectures on the job prospects, their behavior, their presentation, and their interview skills to be inculcated. But such infrequent lectures spread here and there is not sufficient for the people being trained by the trust. Like training in industrial skills the trust needs to hire professionals to hold regular classes on increasing their general awareness work on their mindsets and make them more presentable while appearing for interviews. That will not only help the candidates stand on their own feet, fight for themselves and retain the jobs they have but also have an edge over other workers. Thus the trust lacks the required employees as faculty dedicated to train them for the industry in aspects other than industrial skills.

### **5.3. Lack of understanding the mindsets of the candidates**

While conducting the interview I got many responses as following:

- i. I was sitting idle, someone told me this course is good so I joined.
- ii. Having obtained a certificate in welding, I was told that a degree of B.Com. from MS University, Vadodara has value in the market so I am pursuing B.Com from MSU now.
- iii. I didn't get a job because the certificates haven't come, so I am doing nothing

Such mindsets show a lack of awareness, inability to think for oneself who the right source of information is and who not and an inability to logically ask for the reason behind a statement given by somebody. There is a lack of proper understanding of such mindsets whose clean slate like mind can be painted with the right knowledge about scope of growth as an industrial worker, his duties and rights as an industrial worker and to help them develop a thinking mind that is able to differentiate the right from the wrong and the good from the bad so as to avoid being misguided by masses.

## **6. RECOMMENDATIONS**

**6.1.CONSTITUTE A PLACEMENT CELL:** Current faculty and employees do their best to get the candidates jobs. But due to a few people handling a number of responsibilities in the trust, the efforts are divided and not sufficient. Therefore a separate group should be constituted for the placements, whose functions would as follows:

6.1.1 Convince students to work for 10 years: A common notion among the youth of Gujarat is that it is better to own a business than work for reasons like:

- flexibility in working hours
- higher earnings
- freedom to not work under anybody.

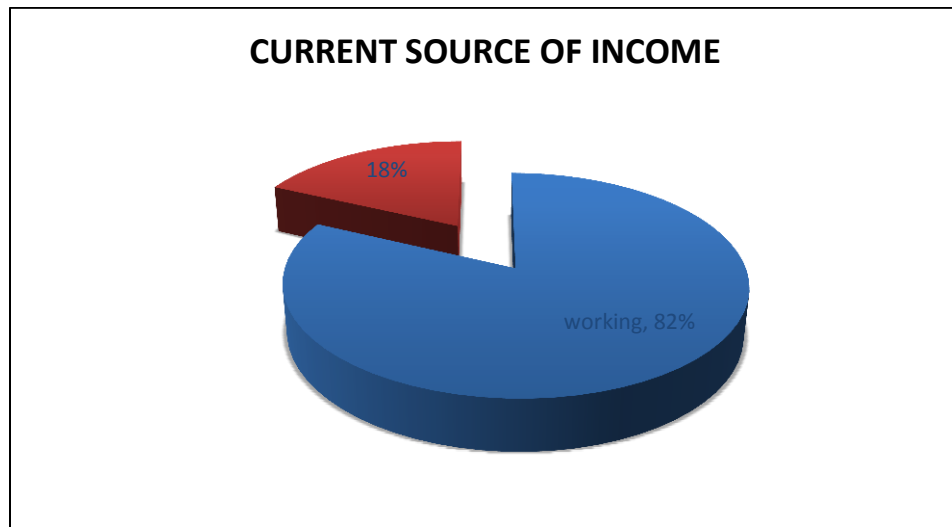
The notion is not completely wrong but a business has its own risks and disadvantages:

- Risky in nature
- Not a constant source of income-range of fluctuation of earnings large
- Requires initial investment
- Growth not as good as that in job

Also contrasting these are advantages of a job:

- Long term security
- Constant source of income
- Salary in terms of perks which are more convenient like company taking care of health problems or providing transportation
- Scope of growth is high. Hard work ensures growth unlike business where the outcome is not always proportional to hard work
- Gives a different social circle that helps individuals grow intellectually as well as socially

In the survey conducted by me it was found that in a hypothetical situation if the students were offered a to do a job with the same monthly income as they would earn from a business startup, only 24% percent candidates preferred job over business as for them job security played a major role in the decision making (Refer FIG 4.3). While due to lack of money required for initial investment from those very respondents 82% are working and only 18% own a business.



**FIG 6.2. CURRENT SOURCE OF INCOME**

Changing the mindset of the masses cannot be done in a day. So it has to be carried out in steps. The candidates enrolling for the courses do not have the resources to invest so as to start a business. So instead of out rightly trying to convince them that working is better than owning a business the trust can convince the students that since they don't have the capital to invest in business and they aim to own one in the future they have to work for a minimum of 10 years to earn and save the amount of money required for owning a business. So the purpose of this would be to ensure that a batch of workers sticks to industrial jobs at least for 10 years beyond which they may be replaced by the new incoming batches. Also, after having worked for 10 years not all the workers

would prefer to switch to owning a business. Some might have seen a brighter prospect in job life and would stick to working beyond 10 years.

- 6.1.2 Negotiate with the companies: Other than launching the trained candidates into the industry the placement group should negotiate with the companies on the behalf of the laborers for better pay and security. Even the non-project based companies employ the skilled labor on contract basis whereas the nature of work that they get the labor into doing can very well permit them to hire the workers as direct employees for long term. There should be a cell formed to protect and fight for the rights of the workers.
- 6.1.3 Interaction with working pass-outs: Arrange for time to time interaction of the current batches with the pass-outs who are working in the industry and are satisfied with their jobs so that the students in the current batch get a fair and believable idea about the prospects of an industrial worker and are inspired to work in the same set up. Being told about the industry by the people from the industry makes things more believable
- 6.1.4 Stay in constant touch with the placed candidates and take feedback about their jobs to help the current students better and also help those pass-outs for further jobs if the need so arises.

**6.2 CONSTITUTION OF A COUNSELLING AND GUIDANCE CELL:** The candidates belong to humble backgrounds which lack proper education and awareness. They are barely aware of the right and the wrong. A group needs to be constituted that would first try to understand the mindset of the students and then provide them guidance in areas of:

- 6.2.1 Confidence building
- 6.2.2 Social etiquettes
- 6.2.3 Awareness about opportunities of growth as an industrial worker
- 6.2.4 Awareness about their value and importance in the society and their contribution to the society
- 6.2.5 Building an ability to judge the right and the wrong and know of the right people to seek guidance

6.2.6 Awareness about the basics of his duties and rights as an industrial worker

6.2.7 Allot a mentor to each student who will help the student even better in aforesaid areas

### **6.3 MARKET THE TRUST IN THE INDUSTRY AS PROVIDER OF EMPLOYEES:**

The trust needs to be known to the companies in the industry for itself and not some faculty or employee working for it. Presently the companies that recruit the pass outs are few. Therefore the trust needs to be marketed in companies not just in Baroda but across Gujarat so that the Industry recognizes the trust as a provider of well trained and certified workers with good caliber and knowledge in the field. The industry needs to recognize the trust as a trustworthy source where from they can get well trained employees in time of vacancy.

## **7. CONCLUSION**

Growing population of India bundled with the problem of lack of employment opportunities for the growing population is a major hurdle in the development of the country. As the name suggests S R Shroff Aajivika Trust is doing its best to make the lower strata of the urban as well as the rural population of the country employable. But as the trust is at a nascent stage – it is still in the process of building a robust system to make its training process more effective.

My month long study has given deep insights not just into the working of the trust but also the mindset of the underprivileged people in the society and accordingly I have provided my recommendations.

Working with the trust and the underprivileged youth gave me an insight into the social sector and helped me realize that developing and helping the less privileged population and getting them at par with the main stream is easier said than done as there are multi-dimensional challenges that need specific attention to be handled their way.



## **ANNEXURE – I**

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## **ANNEXURE – II**

### **QUESTIONS USED FOR INTERVIEW OF PASSOUT STUDENTS**

<b>PERSONAL INFO</b>
Age
Family members
Earning Members
Family Income
Qualification
What course did you do
what were you doing before joining the program?
<b>INFO ABOUT PROGRAM</b>
How did you get to know about the program?
Was the joining voluntary or forced by somebody?
What was told to you about the program?
What was conveyed to you about the future prospects of the program?
Were you convinced?
<b>IMMEDIATELY AFTER TRAINING</b>
Work/Studying
Salary
work environment, safety
did you leave
why
any additional info
<b>CURRENT WORK/STUDIES</b>
Working or studying
where working
Current salary
Long Term aspiration
Is location a constraint

### **ANNEXURE – III**

#### **QUESTIONS USED FOR INTERVIEWING CANDIDATES UNDER TRAINING**

Age
Why have you joined the course?
What kind of a work would you like to do in future - a desk job or a skilled industrial worker? (elaborate while asking)
Do you know about the industry that you would be working in?
Has your interest in the job increased or decreased after joining the program?
Would you like to talk to somebody who is working already?
What were you intending to work as before you came across this program?
What other jobs are on your mind?