



Skill India: A Swot Analysis

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Abstract

Due to the advent of technological changes in all the walks of life coupled with Liberalization, Privatization and Globalization has drastically changed conventional pattern in almost all the sectors. Competition has increased a lot and as far as economic development is concerned, India lags behind due to various problems like unemployment, poverty, illiteracy, gender bias, corruption and many more. To compete with other nations, India must need skilled and trained people. So, to train people, Prime Minister Narendra Modi has launched a campaign 'Skill India' on 15th July, 2015. It was started with the aim to train over 40 crore people in India in different skills by 2022. It includes various initiatives of the Government of India like "National Skill Development Mission", "National Policy for Skill Development and Entrepreneurship, 2015", "Pradhan Mantri Kaushal Vikas Yojana (PMKVY)" and "The Skill Loan Scheme". This paper aims to identify how far skill development programmes achieved success and to analyze its strength, weakness, opportunities and threats of this campaign.

Keywords: Skill, economic development, training, workforce, India

Introduction

The shift from industrial era to informational era has intensified the need of skilled workforce in both developed and developing nations. In the current scenario, highly skilled and talented incumbents are need of the hour. All economies need skilled workforce so as to meet global standards of quality, to increase foreign trade and boost their economic development. Thus, skill becomes the major driver of socio-economic growth of every nation. When we talk of India, it lags behind other nations due to poverty, unemployment, inequality, regional imbalances, and corruption. Thus, the Indian Prime Minister, Mr. Narendra Modi has launched a campaign 'Skill India' aims to develop talents of Indian youth.

Creating skill is the first priority of Government of India. Many people under this campaign would get benefit. The Skill India concept provides training and guidance for all the occupations like construction, weaving, horticulture, fishing, textile and various other sectors. This concept



also trains people to be good at communication skills, life skills management skills and employability skills.

Objectives of the Paper

1. To study the brief overview about the campaign.
2. To analyze the initiative taken by the government of India to make talented and skilled workforce.
3. To analyze the strength, weakness, opportunities and threats of the campaign.
4. To suggest some measures to overcome the threats in front.

Data and Methodology

The proposed study is descriptive in nature. It solemnly based on secondary data and information which is collected from the concerned sources as per the need of the research. The relevant books, papers, articles and websites are used in this study.

Initiatives Taken by Government of India

Various initiatives have been taken by the Government of India to create talent pool and skilled workforce. Some measures have been discussed over here:

- 1. Indian Institute of Skills:** Prime Minister Mr. Narendra Modi laid down the foundation stone of first “Indian Institute of Skills” in Kanpur on December 19, 2016. The institute would adopt various best practices to make Indian youth skilled and well trained so that, they will get best jobs and contribute the nation’s GDP.
- 2. IndiaSkills 2016:** “Skill India” celebrated its first anniversary on 15th July, 2016. To mark the day, the Hon’ble President of India, Shri Pranab Mukherjee inaugurated the first edition of “IndiaSkills Competition” on the occasion of World Youth Skills Day. IndiaSkills is a national competition steered by the Ministry of Skill Development & Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC) to select the best talent who will lead India’s participation at the biennial WorldSkills International Competition. More than 4500 candidates competed in 80 regional rounds to win their way to the IndiaSkills Competition 2016, which was held at PragatiMaidan on 16th & 17th July, 2016.
- 3. Pradhan Mantri Kaushal Vikas Yojana (PMKVY):** It is the flagship outcome-based skill training scheme of MSDE. It is also the largest skill certification scheme with the objective to enable and mobilize a large number of Indian youth to take up output-based skill training and become employable and earn their livelihood.
- 4. Pradhan Mantri Kaushal Vikas Kendras:** The MSDE is working towards the creation of Pradhan Mantri Kaushal Kendra(s) (PMKKs) under the “Skill India Mission”. The target is to deliver training to a minimum of 1 lakh candidates annually.
- 5. National Apprentice Promotion Scheme (NAPS):** It is the new scheme of Government of India to promote apprenticeship training and increase the engagement of apprentices to 50 lakh cumulatively by 2020.

6. **Rural India skill:** Ministry of Rural Development has launched a scheme to train unemployed youths under the BPL category on various skills in order to provide them employability.
7. **Skill Loan Scheme:** Ministry of State (Independent Charge) for Skill Development and Entrepreneurship Shri Rajiv Pratap Rudy has said that Skill Loan Scheme was launched by the hon'ble Prime Minister on 15th July, 2015 with a view to support youth who wish to go through skill training programmes in the country. Any Indian National who has secured admission in a course run by it is, Polytechnics or in a school recognized by Central or State education Boards or in a college affiliated to National Skill Development Corporation (NSDC), Sector Skill Councils, State Skill Mission, State Skill Corporation can avail loan for the purpose. Loan amount varies from Rs. 5000 to Rs. 1,50,000 depending on the course having a repayment period of 3 to 7 years. Simple rate of interest @ 11% and 12% per annum is charged during the study.

SWOT Analysis

Here, SWOT Analysis is a study of the campaign undertaken to identify internal strengths and weaknesses, as well as external opportunities and threats.

Strength of Skill India

- ✓ Large number of youth
- ✓ End-to-end, output-focused
- ✓ Availability of funds
- ✓ Knowledge economy

Weakness of Skill India

- ✓ Administrative challenge: Multi-agency collaboration
- ✓ Lack of trainers
- ✓ Lack of infrastructure
- ✓ Strength itself is a weakness

Opportunities for Skill India

- ✓ Skilled work-force with sustainable employment
- ✓ Increase the rate of employment
- ✓ Self-employment
- ✓ Increase the participation of female population in self-employment schemes

Threats of Skill India

- ✓ Unemployment
- ✓ Poverty
- ✓ Lack of awareness
- ✓ Illiteracy
- ✓ Demand and supply mismatch



- ✓ Regional disparity

Suggestions to overcome threats

1. Inculcating the habit among youth to be educated and well skilled.
2. Increase the level of illiteracy so that unemployment reduces.
3. Advertise the Skill India concept well so that people become aware of it and be the part of campaign and make it a success.
4. Reduce regional disparity by covering each and every small-to-large town, city and state.

Conclusion

To make India globally competitive and to increase the pace of growth, a skilled and talented work-force is need of the hour today. Transformation into knowledge economy increased the need of skilled people. So, the Indian government took the initiative to make India a talent and skilled through Skill India campaign.

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