

## **Executive Summary**

### **Skill development & Education eco system In India:**

Skill development is key for country to achieve consistence growth. Due to rise of industrialization, the country has produced enough jobs; these jobs can be filled by youth coming out of colleges every year. The industry is witnessing massive shortage of skilled manpower; the shortage is not only impacting the margins of industry but the economy of the country as well.

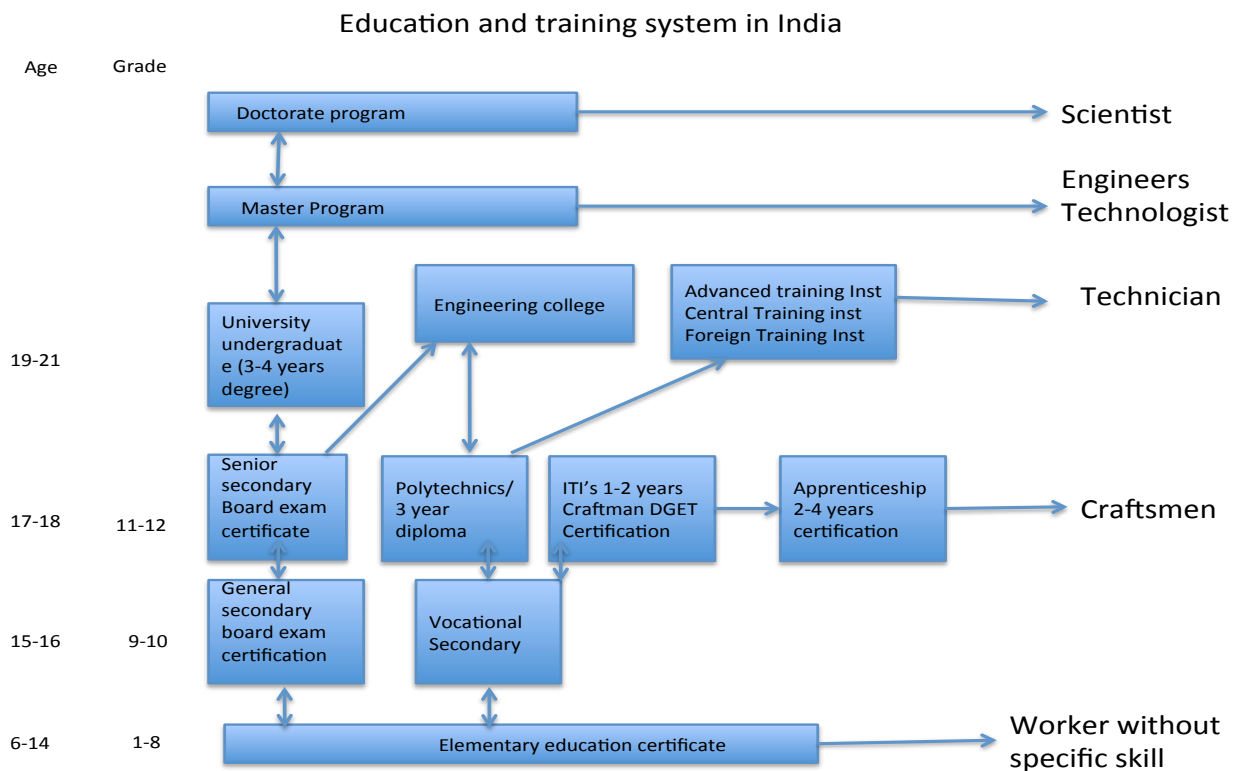
Unemployment can be classified in to two categories; one is, unemployed without qualification. Second is, unemployed with qualification. Both qualified and not qualified segment suffering with massive skill gap.

Service and manufacturing sectors creating enough jobs, but providing skilled manpower is biggest challenge for the country. Majority of employment still in informal sector, the employers of informal sector not keen to train existing manpower due to cost involved in training the workers and no guarantee of worker retention with employer once the training is finished. Govt of India funding skilling programs like RPL (Recognition prior learning) to train existing manpower, However, Most of the employer in informal sector not aware of programs run by Govt or do not meet the Govt criteria for getting the funds.

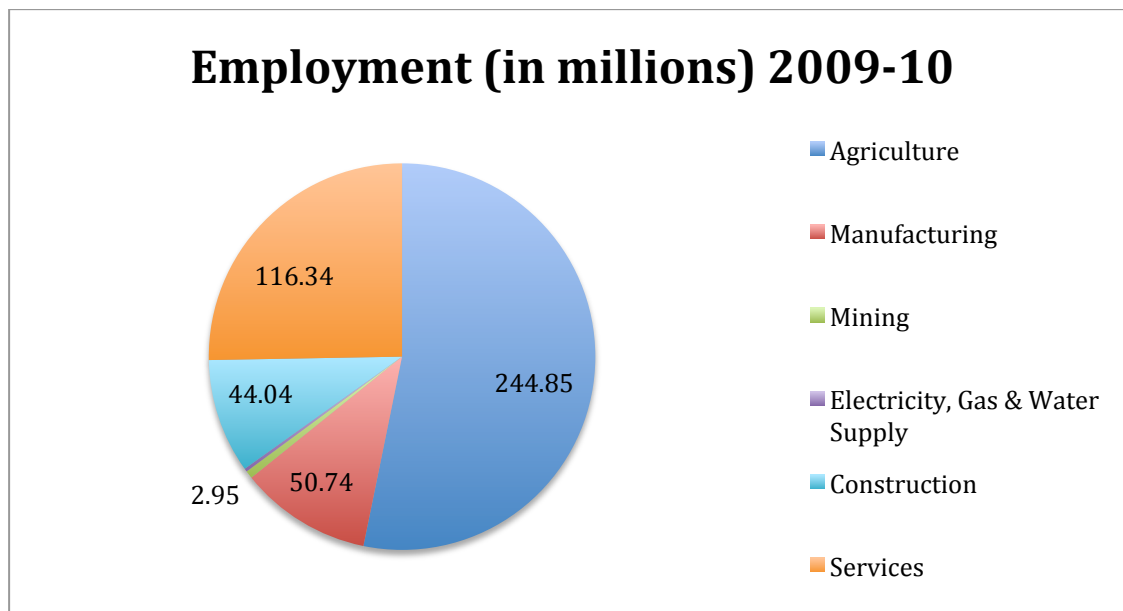
School enrollments have increased drastically across country, but still country lag behind other developing nations in terms of skilled manpower. Every year, 60% graduates coming out of colleges are not getting suitable jobs due to skill gap and difference in skills acquired and industry requirement.

Govt of India along with partnership of vocational training partners initiated the skilling projects across the country to address the ongoing skill gap problem in country, these initiatives able to create only half of skilling capacity in country. NSDC (National skill development corporation) has undertaken target of training 200Million by 2020 through PPP model.

The key reasons for ongoing skill gap is: the out dated course curriculum thought in schools/colleges and students focus more on acquiring certification than particular skill. The industry experts think, "to fill the skill gap, the Govt has to revamp the whole education system and design the education system as per current industry requirements"



Souces: Wordbank.



Source: data.gov.in

**Retail Industry in Inida**

More than 90% retail industry run by unorganized players, After Government policy to allow 100% FDI in Retail industry, lot of big retailer across world rushed to open retail chains across country. Many international retailers attracted towards India due to economic growth of country, rise of income levels of middle class, life style change and customer preference on brands.

Indian retail industry presently values around \$600 Million and expected double by 2020, Retail industry contributes 10% GDP and over all providing 8% employment in country. The industry is growing around 20-25% per year.

Retail industry has not only contributing to economic growth but also producing more jobs like manufacturing and service sectors. Retail industry offers jobs to both skilled and no skilled youth at different levels.

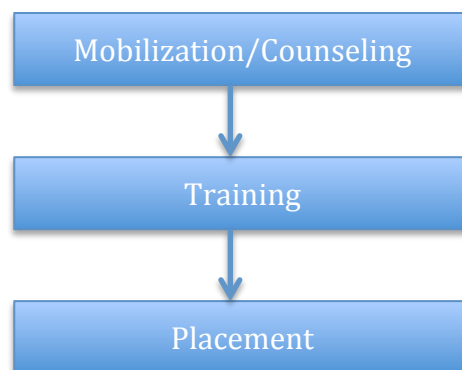
**Out line of Retail training**

Youth age of 19-27 has been given free Retail skill training and these youth deployed in different retail outlets to perform entry-level jobs. Training segmented into two parts: life skills and retail skills. Life skills cover behavioral skills, communicational skills and interpersonal skills and their importance in advancing career. Retail skills will help them to know the actual work that they are about to start. Classroom training followed by OJT (On the job training) for practical knowledge.

**Case study objective**

The objective of case study to understand value addition generated to youth in lives.

**Skill training process:**

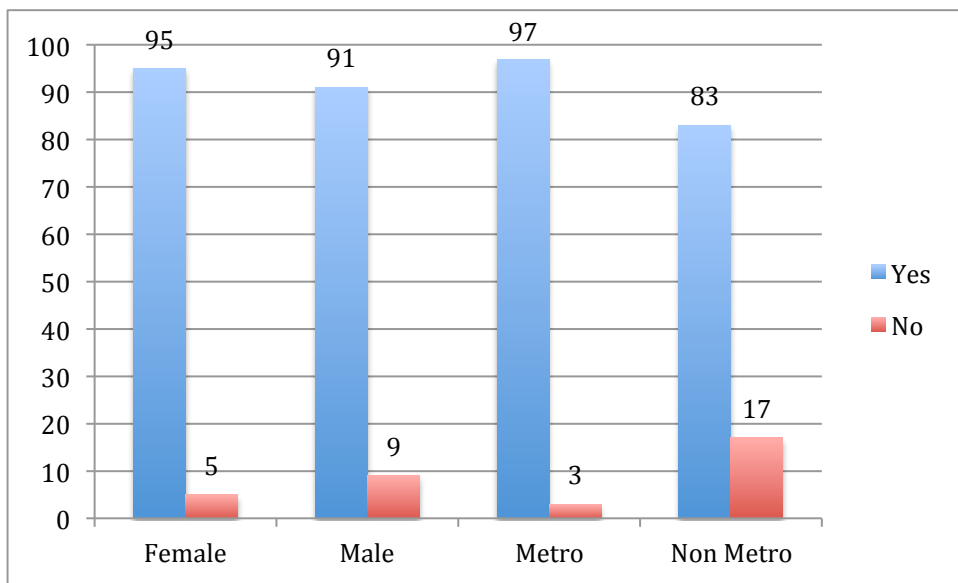


**Sample data:**

Sample size: 100 presently working youth, Location: Across Andhra Pradesh, Telangana, Gender: Male & Female, Age criteria: 19-27.

**Questioner:**

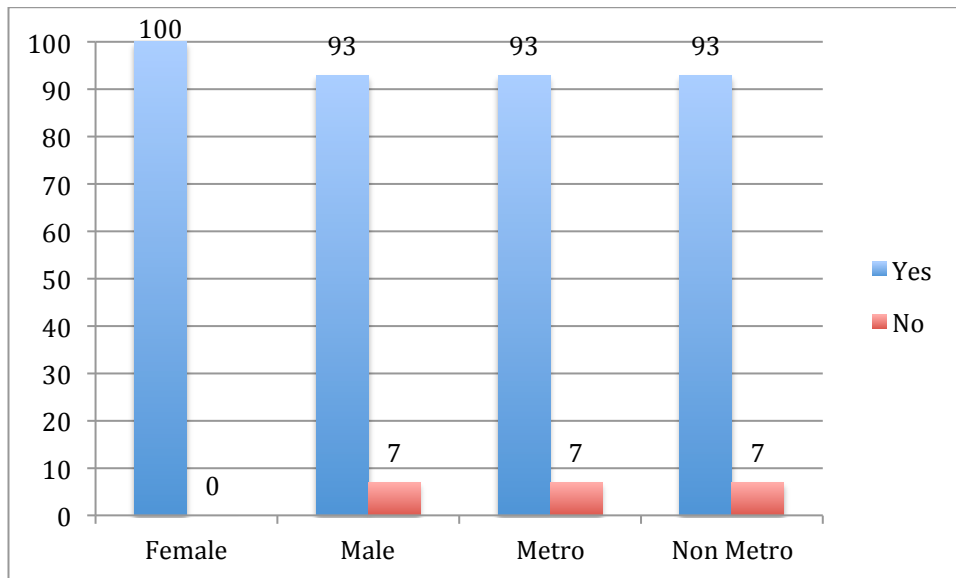
**Are you satisfied with present job?**



**Key identifications:**

- 1) Metro youth are more positive about salary hike and growth compared to non-metro.
- 2) Non-metro youth insecure about job openings in retail sector in case job change.
- 3) Female are more satisfied compared to male, female candidates believes present job offers them equal opportunity and growth based on performance.

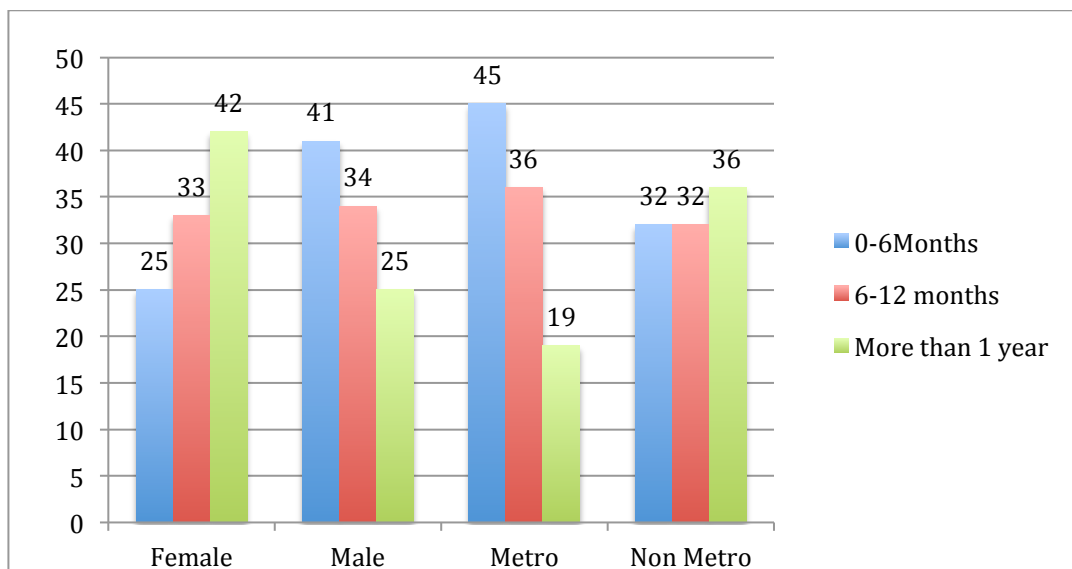
**Is skill training helps you in present job?**



**Key identifications:**

- 1) Female candidates said, skill training benefitted them to know the job better and quickly than others.
- 2) 7% of metro and non-metro youth believes, skill training didn't benefit them much in present job.

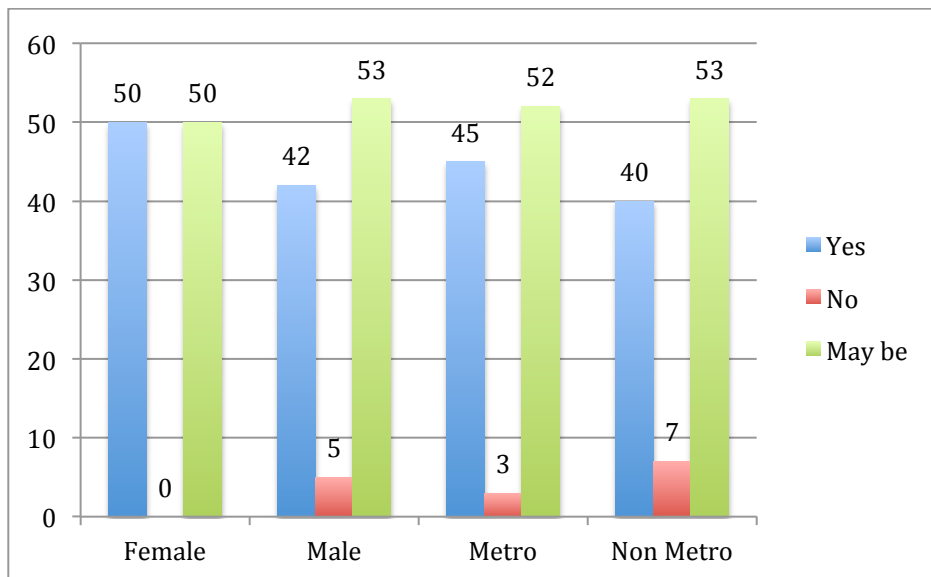
**How long you want to work in present job?**



**Key identifications:**

- 1) Attrition is biggest challenge for Retail industry and skill development, especially in front-end Retail jobs.
- 2) Compare to male candidates, female candidates are more focused towards making long terms career with present employer
- 3) Non-metro youth are interested to work with present employer for long term (More than 1 year).
- 4) 45% youth in metro wants to shift to other employer incase they got better salary and flexible shift timings. 32% youth in non-metro interested to change the job in 0-6 months, however, they are more concerns about availability of jobs and pay scale.

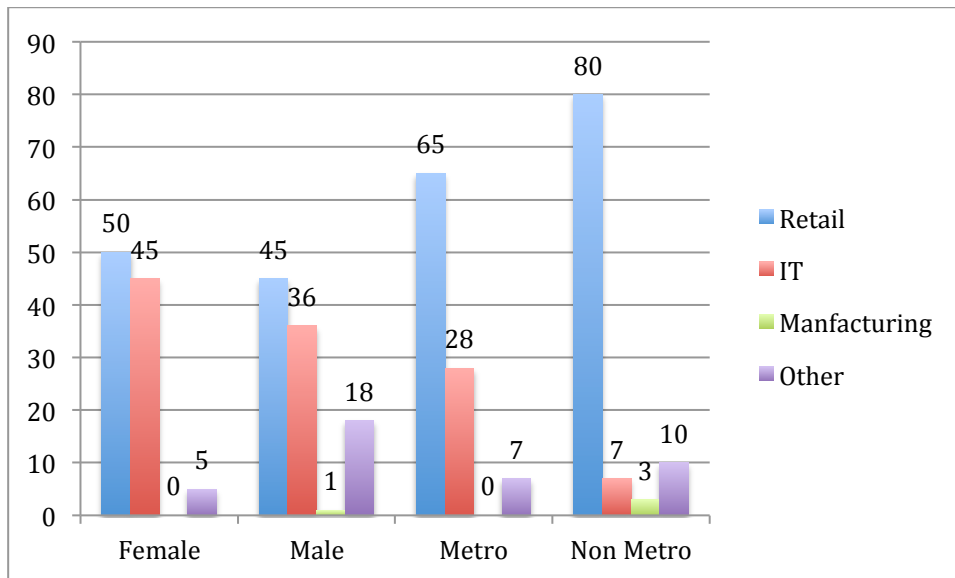
**Are interested to continuation of study while working:**



**Key Identifications:**

Most of the youth across locations agreed that, Eduaction qualification is mandatory to advance in career, they will think of attending night colleges or correspondence courses in future.

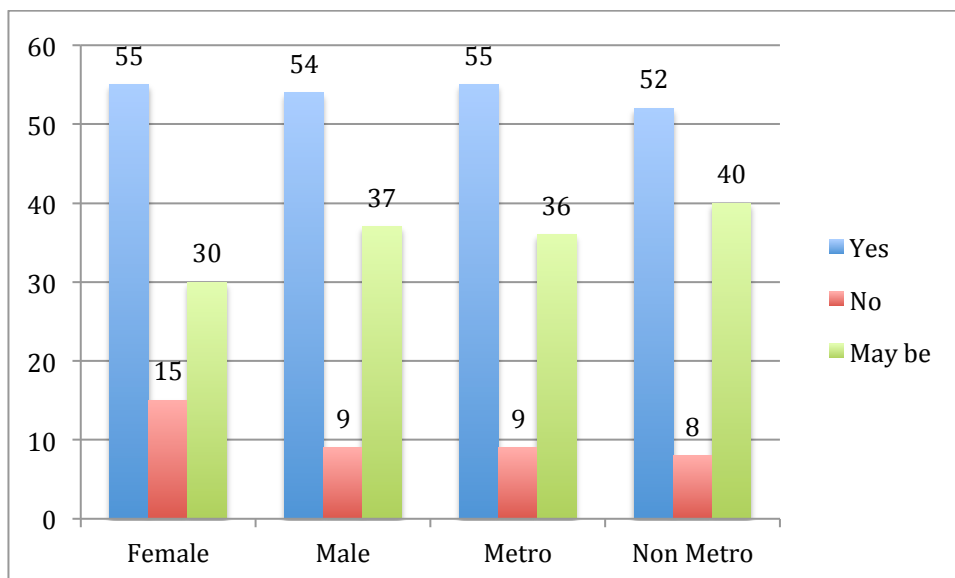
**Which sector your more interested?**



**Key Identifications:**

- 1) Non metro youth are more interested to make career in Retail industry due to mutiple job options and over all growth of Retail sector in country.
- 2) Apart from Retail, IT is next best option which youth want to make long term career
- 3) Other sectors like Telecom, pharma and infrastrucure which attracts youth

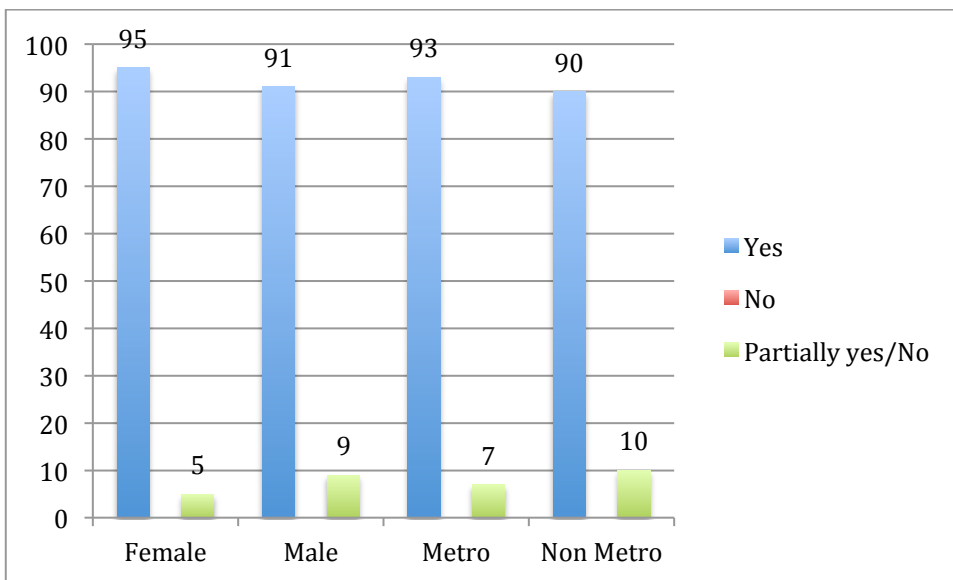
**Are you interested to migrate to other locations for better opportunity?**



**Key Identification:**

Interestingly, more female are interested to migrate to other locations for better opportunity, more than 50% of youth (Male/Female) are ready to shift in case if they got better opportunity in Retail or any other sector.

**Are satisfied with placement support?**

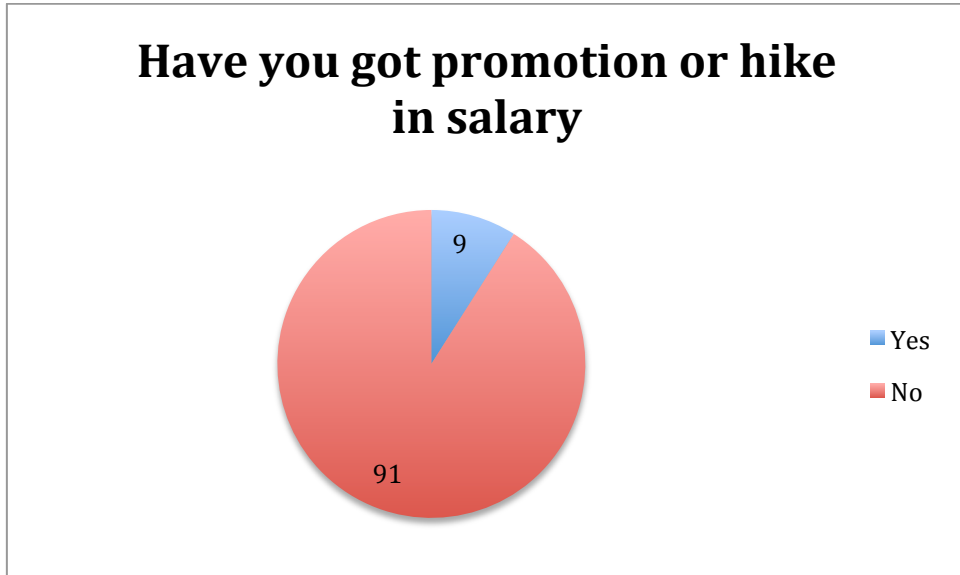


**Key identifications:**

- 1) More than 90% students are satisfied with placement support and they believe, the present opportunity will benefit them to make long term career.
- 2) 5-10% candidates across locations and different gender think; they are keen to make career in other sector than retail and the opportunities provided to them in Retail sector mostly.



**Promotion/Hike/Appreciation:**



**Key identifications:**

- 1) 9% students got the promotion/hike, appreciation.
- 2) 20% students believes, they were expecting salary hike/ promotion for their best performace and achieveing sales targets consistently.

**Will you refer skill training to friends/ relatives?**



**Key Identifications:**

- 1) 89% youth said, they benefitted from skill training and definitely refer to friends & relatives.
- 2) 11% youth said, they are partially satisfied with skill training and placement support and think about referring to friends & relatives.

**Conclusion:**

- 1) Most of the youth took skill training as an opportunity to start the career, and they are confident of advancing their career with the present opportunity.
- 2) Female candidates are more interested to advance in their career compared to male candidates, female candidates believe they have equal opportunities to grow in the retail industry based on performance and hard work.
- 3) Attrition is the biggest challenge for the retail industry, youth prefer to change the employer in case they get a little extra salary than the present.
- 4) Majority of youth are supporting their family financially after starting working.
- 5) Most of the youth believe it is mandatory to have proper qualifications & skills to advance in their career, majority of them have serious plans to upgrade their qualifications through distance learning or corresponding courses.
- 6) Majority of youth have confidence in long-term career growth in the retail industry.
- 7) Most of the youth are satisfied with placement support, and they think it's the best option that they have with their qualifications & skill set.