

# ISSUES AND CHALLENGES IN MARKETING OF SKILL EDUCATION IN SUB-MOUNTAIN AREAS OF PUNJAB

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**Abstract:** In spite of progress over the previous decade in increasing access to schooling in the Punjab, education levels estimated by long periods of schooling are as yet inauspicious in many regions of Punjab. This study is centering Hoshiarpur in Punjab. Hoshiarpur is sub hilly and this piece of the district is otherwise called Kandi area or semi-hilly area . Low attainment in rural areas is frequently credited to farm work; in those areas, children miss school and colleges or drop out to help with farm or household work . There is a need to think about issues and challenges in skill development education in these sub-urban areas of Punjab. Improved marketing strategies can cop up with the challenges. To distinguish and dissect the level of awareness, 20 statements relating to source of information, training covered, training benefit, self-employment, encouragement of self-development, government schemes are distributed among 1000 respondents.

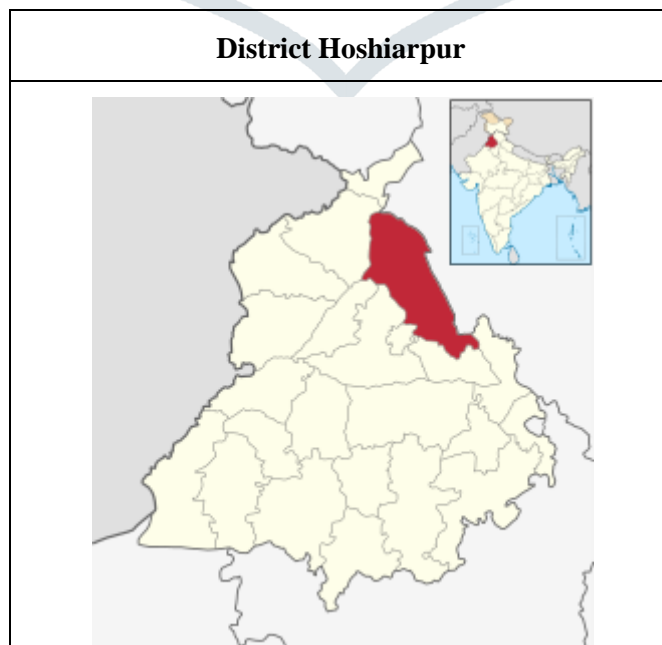
The observation and responses are changed over in to reasonable and orderly statistics are used to organize and analyze the data.

**Key Words:** Skill Development Education, Self-employment.

## I. INTRODUCTION

Across the developing world, the challenge of providing appropriate education and relevant skills to rural youth needs to be met—it is necessary to provide a basic education that motivates them to study, training to give them skills for the labor market, and opportunities for some to pursue higher education. This study is focusing Hoshiarpur in Punjab. Hoshiarpur is sub mountainous and this part of the district is also known as Kandi area or semi-hilly area . The Kandi region is full of seasonal streams. It falls into two about equivalent segments of hills and plain nation. But studies show that students are not in educational institutes, 37 percent do not work and an additional 32 percent do only domestic work. Different explanations behind dropping out incorporate the inability to meet costs of attendance, distance to school, an educational programs or dialect inconsistent with neighborhood conditions, convictions that training isn't essential, and poor school quality . So the educational standard ought to be made improved. The point of the examination is to provide the Skill Development education to the understudies with the goal that they can move forward in the society.

Table 1 : Location of the Study



Location in Punjab, India	
<b>Region</b>	Doaba
<b>Total Area</b>	3,386 km <sup>2</sup> (1,299 sq mi)
<b>Population</b>	1.6 Lakh
<b>Density</b>	470/km <sup>2</sup> (1,200/sq mi)
<b>Language</b>	Punjabi
<b>Literacy</b>	85.40%

Because of that rural population are deprived. Under certain circumstances it is seen that gross enrolment ratio is very poor in these rural areas, even the financial status of the people is very low in sub-mountain areas of Punjab. In the surveys it has been found that more than 60% population is below poverty line. It's very hard to earn livelihood as in the sub-mountain areas farming is also difficult.

For development of these zones, Skill Development Education can be a crucial input. The examination comprises of reasonable number of households covering homogeneous regions as semi-hilly and plain regions and also across agriculturally developed, backward, bet and border areas of the state.

One of the most successful features is the integration of occupational training and social promotion in a similar association. The learning procedure is identified with rural work and living conditions and rural youth are given inclination for social promotion programs, incorporating training in protection against toxic products used in agriculture.

**II. OBJECTIVES OF THE STUDY**

The study is conducted to discuss issues and challenges:

- i. To determine the status of skill development education in semi-hilly (Kandi) areas in Punjab.
- ii. To know the problems of skill development education in semi-hilly (Kandi) areas.
- iii. To find out best possible remedies to cope out those problems through marketing.

**III. METHODOLOGY ADOPTED**

This research is based on survey that gathers data from members of the selected population with the aid of open and close ended questionnaire in order to determine the status of the skill development in sub-mountain areas of Punjab. The data has been collected using both by primary data collection methods as well as secondary sources.

To identify and analyze the level of awareness, 20 statements relating to source of information, training covered, training benefit, self-employment, encouragement of self-development, government schemes are distributed among 1000 respondents.

The observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data.

**IV. RESULT ANALYSIS**

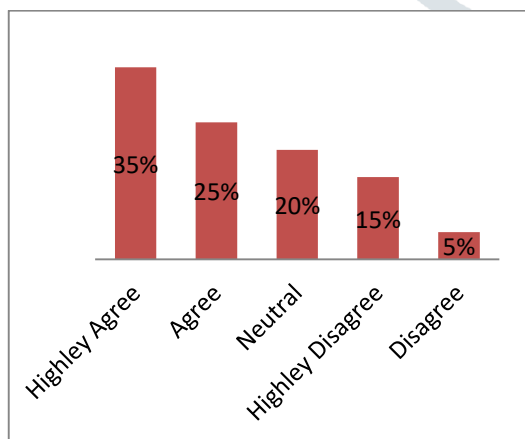


Figure-1:Hard to achieve SDE

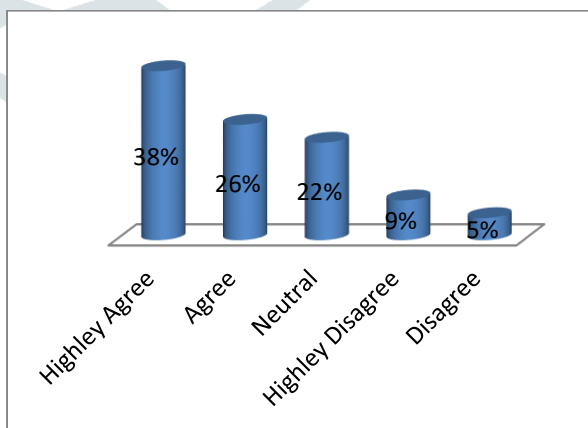


Figure-2:Importance of SDE

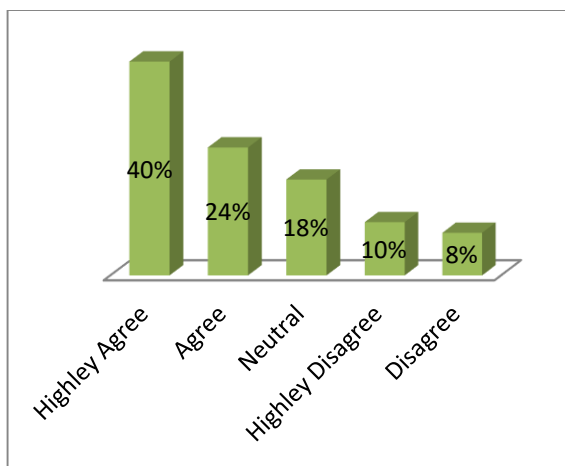


Figure-3 Unemployment is increasing

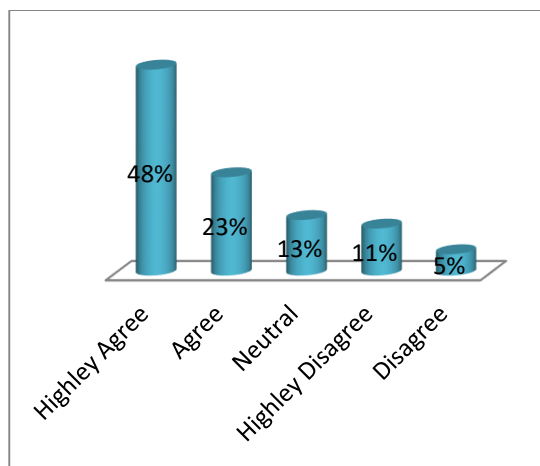


Figure-4 Effect of Promotional Law

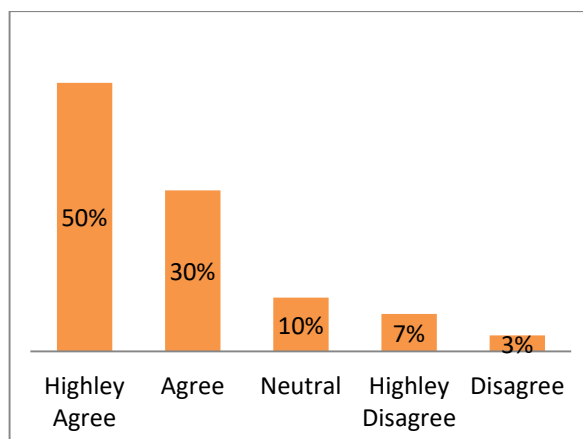


Figure-5 Promotion increases consumers

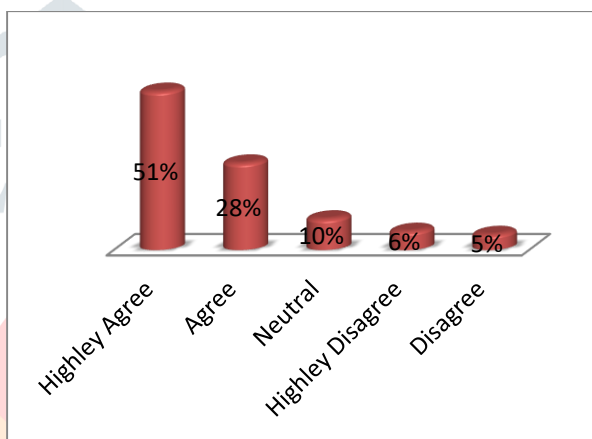


Figure-6 Quality of teachers improve SDE

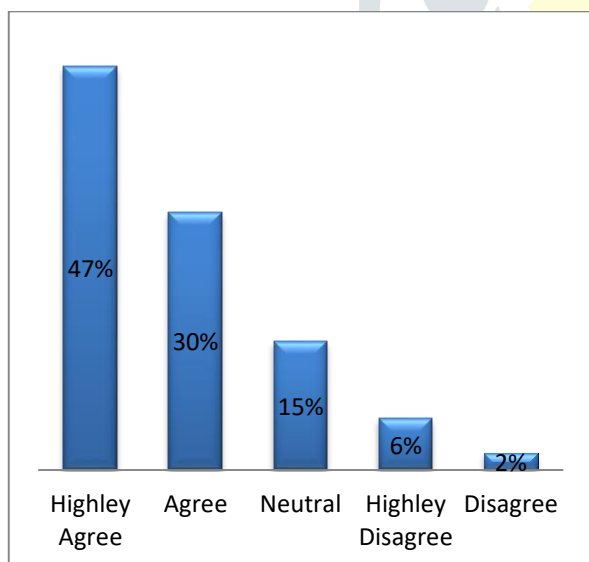


Figure-7 High cost is an obstacle for SDE

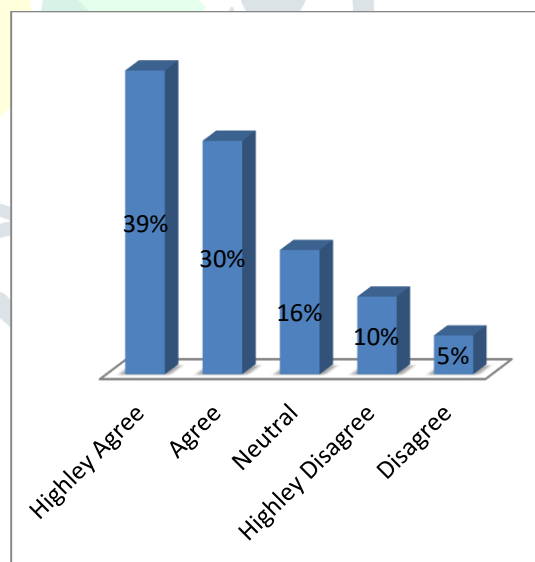


Figure-8 Corruption hamper SDE

**Sub-Mountain areas of Punjab have also been striving very hard to achieve its Skill Development educational objectives for attaining its overall growth and development.**

In figure-1, 35% of the respondents highly agree with the Sub-Mountain areas of Punjab have also been striving very hard to achieve its Skill Development educational objectives for attaining its overall growth and development. 20% of the respondents neutral with the same and 5% of the respondents disagree with the above statement.

**According to the developing world, the challenges of providing appropriate education and relevant skills to rural youth needs to be met.**

In figure-2, 38% of the respondents highly agree with the developing world the challenges of providing appropriate education and relevant skills to rural youth need to be met. 22% of the respondents neutral with the same and 9% of the respondents highly disagree with the above statement.

**India's youth today is facing a serious problem in unemployment and underemployment due to lack of quality education, lack of information on the job market, and, most importantly, not possessing the basic skills required by employers today.**

In figure-3, 24% of the respondents agree with the India's youth today is facing a serious problem in unemployment and underemployment due to lack of quality education, lack of information on the job market, and, most importantly, not possessing the basic skills required by employers today. 18% of the respondents neutral with the same and 10% of the respondents highly disagree with the above statement.

#### **Does promotional law affect negatively on promotional activities of educational services**

In the figure-4, 48% of the respondents highly agree with the promotional law affect negatively on promotional activities of educational services. 13% of the respondents neutral with the same and 11% of the respondents highly disagree, 5% of the respondents disagree with the above statement.

#### **Does promotional activity of educational institution lead to increase consumer (students) patronage**

In figure-5, 50% of the respondents highly agree, 30% of the respondents agree with the promotional activity of educational institution lead to increase consumer (students) patronage. 7% of the respondents highly disagree with the same and 3% of the respondents disagree with the above statement.

**The quality of teaching depends on the quality of teaching faculty. One of the requisite conditions for quality education is the existence of adequate ad qualified faculty**

In figure-6, 28% of the respondents agree with the quality of teaching depends on the quality of teaching faculty. One of the requisite conditions for quality education is the existence of adequate ad qualified faculty. 6% of the respondents highly disagree with the same and 5% of the respondents disagree with the above statement.

**An important obstacle is the high cost of education. The problem is worse in case of technical education where it is only a dream for the rural people mainly dependent on agriculture. The lower middle class families cannot even afford ordinary education**

In figure-7, 47% of the respondents highly agree, 30% of the respondents agree with the important obstacle is the high cost of education. The problem is worse in case of technical education where it is only a dream for the rural people mainly dependent on agriculture. The lower middle class families cannot even afford ordinary education. 6% of the respondents highly disagree with the same and 2% of the respondents disagree with the above statement.

**Political interference and corruption hamper the process of skill development education in sub-mountain areas of Punjab. There is too much political interference and bureaucratic inertia in Indian higher education system**

In figure-8, 39% of the respondents highly agree, 30% of the respondents agree with the Political interference and corruption hamper the process of skill development education in sub-mountain areas of Punjab. There is too much political interference and bureaucratic inertia in Indian higher education system. 10% of the respondents highly disagree with the same and 2% of the respondents disagree with the above statement.

## **V. CONCLUSION**

This paper reviews that the most Indian youth facing serious unemployment problem even that most of youth are being educated but there is found a lack of skills and technical knowledge in the current scenario. This can be overcome by perfect marketing strategies regarding quality of Skill Development education to the youth of these deprived areas. National Skill Development Corporation (NSDC) should have to take initiatives in semi-hilly areas of Punjab. There has been growth in the number of educational institutions, but the gap in rural-urban disparities, regional disparities, inadequate infrastructure etc seem to be widening. Thus a number of problems are inflicting our system of higher education. Resolving these issues is a Herculean but not an impossible task.

It is an aim to train over forty crore people in different skills by 2022 in India and it also able to create new opportunities, space and scope of the talents of Indian Youth for self development. In the world, India has the one of the most youngest population profiles with over 65% of its population below the age of 35 years.

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