

“A Paper on “Innovative Strategy for Employability”
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Abstract:

In this competitive era to get job and to survive in that job employable qualities are very important, as the market turned towards global standards candidates should adopt some innovative strategies which are different from others. Today education system is like business they are not services motive but running to earn name and revenue. Students also entering into corporate world only with certificates without having practical knowledge or training. To get job and to sustain they should have something unique strategies. Employable qualities like case analysis, analytical skills, communication, practical problem solving, critical situation handling like this innovative strategies students should adopt in their learning process. Employers always search for something better than existing, so to get a competitive job and to growth in that job students must capable of something unique characteristics. So innovative employable qualities frame work should be made in existing education systems and students also learn to certify themselves by their own not by university certification.

This paper focuses on studying the present employable conditions of the students/candidates, what the employers looking from proposed employees and to be employable and to sustain in that job what candidates should adopt in their personality and also how institutes can make their output productive from others.

Keywords: Innovation, Employability, Job Markets, knowledge., skills

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1. Introduction:

Over decades Indian education system is in the way of producing marks cards holding so called graduates instead of producing employable potential candidates. Many researchers say that employability among the Graduates is decreasing day by day. Compare to GURUKULA System of education, we are having sophisticated infrastructure and other facilities but coming to the point of potentiality of education it is vice –versa.

Employability refers to ‘A set of achievements – skills, understandings and personal attributes – that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy’.

Present education system is just concentrating on framing modern and tough syllabus year by year by neglecting the employable skill in the students; they are just producing the marks cards. As the present systems are globalized in all aspect education systems should globalized and reconstruction should be made.

It is not only the part of education institutions but also students should think beyond the boundary and they have to adopt the employable skill, simply securing good marks is not at all fetching anything to them. They have to take global thoughts and have to adopt global standards. We also live in a country where the people see education as the means of climbing the social and economic ladder. If the education system is failing – then it is certainly not due to lack of demand for good education, or because a market for education does not exist. As a result of education and business partnerships, there is general consensus that career and employability skills should be taught in high schools, since many students leave education without the requisite skills to succeed in the adult work world

2. Literature Review:

Hillage and Pollard (1998):

Employability refers to a person's capability for gaining and maintaining employment. To engage or make use of the services of an individual in return for money. For individuals, employability depends on the knowledge, skills and abilities they possess, the way they present those assets to employers. As such employability is affected by both supply-side and demand-side factors which are often outside of an individual's control.^[1]

Professor Mantz Yorke (2004)

“Employability is not the same as gaining a graduate job, rather it implies something about the capacity of the graduate to function in a job and be able to move between jobs, thus remaining employable throughout their life.”^[2]

The USEM model (Knight and Yorke, 2004) outlines employability as four broad and inter-related components:

- Understanding
- Skillful practices (including deployment of skills)
- Efficacy beliefs (including students views of themselves)
- Meta-cognition (including self-awareness and a capacity to reflect on learning) ^[3]

Hakeem Irfan (2013): Only 34% of graduates are employable:-

Over 28 states & seven union territories the online tests conducted in about 2,200 colleges for two months in August and September of 2013, mainly concentrated on English language, cognitive skills, personality, information technology, general abilities and domain skills — finance, retail, sales and automobile — of students graduating early next year. Although, the 34% employable included only 11% females, the survey says that female employees are better in quality than their male counterparts. During the assessment at least 100 employers were contacted in 10 sectors including engineering & core, hospitality, travel, BPO, banking, finance and others. ^[4]

Hakeem Irfan(2013):

Over half of India's 1.2 billion people are under the age of 30, and some 12 million Indians are expected to join the workforce every year over the next 10 years. As per the report's findings, 2014 would not see bullish hiring in any of the sectors. Out of the ten sectors surveyed, majority of the sectors including BFSI, BPO/ITES, manufacturing are not expecting a major change in their hiring numbers. Engineering and core, hospitality and travel, are the only sectors where there will be a significant increase in the hiring numbers. "Students were not only poor in English language, but the basic domain knowledge in respective fields was also very poor. Lack of confidence and poor problem solving skills was there in most of the students," founder and CEO of Wheebox, Nirmal Singh told.

Preparing for tomorrow

1, 00,000 numbers of students surveyed. Of them 32,000 were girls

2200 number of colleges contacted for the survey

100 numbers of employers questioned

10 number of sectors covered

Percentage of total employable youth: 34

Percentage of female employable youth: 11

60 days Duration of the survey. ^[5]

Statistics on employability in India(2013):

A forecast made by McKinsey has observed that the Indian factories will need more than 73 million workers by 2015. This will be 50 per cent more than what is existing today. A report published by NASSCOM has found a disturbing trend. It states that only twenty five per cent of the total B.Tech graduates in the country are employable. This observation was made on the basis of the technical skills, communicative skills, team work and presentation skills. Out of the 4 lakh engineers who pass out from various engineering colleges across the country, only one lakh of them are fit in terms of working with a company. In the case of other graduates the situation is worse. Only 15 per cent of the total graduates in the country are employable.^[6]

Narayana Murthy(2011): Poor quality of students entering IITs, 80% of IITians are of poor quality:

In an interview with times of india, Narayan Murthy pointing at the falling standards of IIT students and going against the grain of uncritical media celebration of the IITs. He said that employable quality among the top management and technical institute's students is also very less.

Factors Impacting employability skills by VarwandkarAjit, Deshmukh P.B (2013)

A million engineers in India struggling to get placed in an extremely challenging market. Somewhere between a fifth to a third of the million students graduating out of India's engineering colleges run the risk of being unemployed. Others will take jobs well below their technical qualifications in a market where there are few jobs for India's overflowing technical talent pool. Beset by a flood of institutes (offering a varying degree of education) and a shrinking market for their skills, India's engineers are struggling to subsist in an extremely challenging market.

In today's era of high expectations and ever changing rules of the game, EMPLOYABILITY plays a vital role in the professional success of an individual. Today's organizations are looking for the kind of manpower which not just has the basic academic knowledge but also has the ability to bridge between their available skill sets and the elementary needs of the respective job. A fresh engineering graduate who joins an organization has the first challenge to prove that she/he can adopt the company's cultural ecosystem and deliver performance as per the demands raised. Not just to get through the barrier of selection process but also to continue to be employed uninterruptedly, one is required to possess much more than an engineering degree. Today's employee has to establish and connect with the business needs and team desires. In short, it is the employability skills which play a major role in determining the career-ability of graduates. Employability is about prospective employees gaining the skills and capacities required to enter and succeed in the labor market, and adapting to the environment to support them at work in the long run. Lately 'employability' has been a big concern and an agenda for national discussion. In an enlightening statement, the Chief Mentor for Infosys, Mr. NR Narayan Murthy said that even the IIT's are not delivering quality engineers. The future demand of engineers by the industry is likely to be voluminous and given the adequate number of engineering institutes in Chhattisgarh (India) the education system seems to be capable of

delivering those numbers of engineers. However the challenge for the institutes is to deliver ready to employ (employable) engineers. Through this research an attempt has been made to identify the factors impacting employability skills of engineering graduates from the state of Chhattisgarh.^[7]

Rising unemployment by Yojana Sharma (2014)

People with postgraduate qualifications are even more likely to be jobless than those with undergraduate degrees, while graduate unemployment is higher than for those with vocational qualifications.

India has seen a surge in graduate unemployment in the past two years – one in three graduates up to the age of 29 was unemployed, according to the Labour Ministry's Youth Employment-Unemployment Scenario 2012-13 released last November.

In India, "graduates spend a lot of time accumulating different degrees and ultimately realize that these degrees aren't going to provide a passport into lucrative private sector jobs", said Craig Jeffrey, professor of development geography at Oxford University.

"In the past there were a lot of state jobs that were an outlet for graduates, but those state jobs are increasingly in short supply – so you see 27,000 apply in India for the same job."^[8]

National Employability Report Graduates (2013):

English and Computer Skills dampening smaller town employability prospects significantly

For students residing or studying in smaller towns and cities (tier 2/tier 3), the maximum gap is observed in English and Computer skills. Since both these skills are rated as enablers and useful skills in knowledge sector jobs, they demand early intervention. It was observed that even after moving to metros for education, graduates are not able to bridge the gap in their computer skills. This is despite the fact that they are equivalent, with respect to all other skills, to candidates permanently residing in metros. Despite the positive sentiment of the IT revolution, it is found that more than 50% graduates do not know how to perform simple functions like copy-pasting text nor are they able to differentiate between hardware and software. This calls for greater as well as targeted intervention in areas of Computer and English skills.

Education system promoting rote learning in place of actual application of concepts

Not more than 25% of the graduating students could apply concepts to solve a real-world problem in the domain of Finance and Accounting. On the other hand, on average, 50% graduates are able to answer definition-based/theoretical questions based on the same concept. This shows that even though students have got exposure to the concepts, they really do not understand them or know how to apply them. Thus, our higher education system needs to lay greater stress on application of concepts and discourage rote learning.

Over 40% employable graduates beyond the top 30% colleges have no way to signal their employability to potential recruiters

41% of graduates employable in accounting roles hail from colleges beyond the top 30% colleges, whereas for the IT services sector this percentage is 36%. Despite being employable, these students have no way to signal their employability to recruiters who end up recruiting only from reputed colleges and universities. Not only does this beget economic inefficiency, but brings in unfairness for the student. The need of the hour is to develop effective means to 'discover' employable students easily across the nation. ^[9]

Table no 01: The employability of graduates in different sectors.

SECTOR/ROLES	EMPLOYABILITY (%)
Sales And Business Development	15.88
Operations/Customer Service	14.23
Clerical/Secretarial Roles	35.95
ANALYTICS AND COMMUNICATION	
Analyst Corporate	3.03
Communications/Content Development	2.20
IT AND IT'S INDUSTRY	
IT Services*	12.97
IT'S and BPO	21.37
IT Operations	15.66
ACCOUNTING ROLES	
Accounting*	2.59
TEACHING	
Teaching	15.23

3. **Objectives:**The objective of the research is to identify the factors impacting the employability

- To study the present Employable condition.
- To identify the factors that employers prefer to employ the candidates.
- To suggest the strategies that makes candidates Employable.

4. **Research Methodology:**

Theoretical Research: This research is based on Non-empirical approach; this involves perusal of mostly published works like researching through archives of public libraries, court rooms and published academic journals.

- It is based on secondary data:
 - Researches thesis.
 - Journals.
 - National reports.
 - Case analysis.
 - Interview report with employers.
 - Newspaper publications.

5. **Findings and Discussions:**

As per the research employability among the Indian students / graduates is decreasing day by day compare to other countries. Even though there is increase in demand for education, and huge output, there is a failure of employment due to lack of knowledge in the industries and academics.

- ✓ Top most technical and management institutes fail to produce the employable candidates like IIM & IITs.
- ✓ Day by day number of seats in colleges increasing but there is no increase in employability.
- ✓ Unemployment rate in India is 8.5 %, which is more for a developing country.
- ✓ Mesmerizing issue is that the employable quality of all the stream/sectors is reducing. Candidates are just coming out with certificates not to certify themselves.

SECTOR / ROLE	Employability %			
	ARTS	COMMERCE	MANAGEMENT	SCIENCE
BUSINESS FUNCTIONS				
Sales And Business Development	10.70	12.85	14.34	20.13
Operations/Customer Service	8.91	7.85	8.76	12.72
Clerical/Secretarial Roles	15.87	18.48	22.43	27.04
ANALYTICS AND COMMUNICATION				
Analyst	3.63	2.66	2.31	3.59
Corporate Communications/Content Development	3.16	1.90	2.10	2.31
IT INDUSTRY				
IT Services				
IT'S and BPO	---	---		
IT Operations		18.37	---	
ACCOUNTING ROLES	15.82	12.75		12.95
Accounting			23.10	25.11
TEACHING	10.57	2.59		20.11
Teaching			14.65	
	----		0.82	-----
	11.2	12.14		
			15.21	19.17

6. Suggestions:

As the present world is open for all, students/candidates should adopt the skills and acquire the knowledge which is expecting from the Employers. The most common employable skills employers expecting are:

✓ **Intelligence:**

The ability of gathering and interpreting information is the intelligence. Students have to work towards their analysis/interpretation skills, if they don't know how to express what they learn from academics they will fail to be employable.

✓ **Leadership ability:**

This is the at most quality employers looking from a potential candidate. Even students are good in academics if they fail to come forward and take leading role they will fail in their career.

✓ **Integrity:**

Completeness or the maturity of acceptability can treat as integrity. To become success in career accepting fault and openly receiving comments is essential. Even some times without mistake from employee he/she will get comments, at that time how the candidates will going to handle is matters. This openly accepting is important special quality required.

✓ **Likability:**

It is essential strategy that every candidate should adopt to get success in their career, Employers like people who are warm, friendly, easygoing, and cooperative with others. Employers are looking for people who can join the team and be part of the work family.

✓ **Competence:**

Competence is terribly important for the success of any person. In its simplest terms, competence is the ability to get the job done. It is the ability to set priorities, to separate the relevant from the irrelevant tasks, and then to concentrate single-mindedly until the job is complete. Completing the accepted job even its having many obstacles and critical situation is very essential quality that a candidate should develop.

✓ **Courage:**

The willingness to take risks. Courage also means the willingness to accept challenges, to take on big jobs or even new jobs where there is a high degree of uncertainty and the possibility of failure. The willingness to speak what is running in the mind, employers expect the candidates who will speak to their mind openly. Expressing opinion is very important quality that every candidate should develop.

✓ **Inner strength:**

This is the common skill that every employer expects from a candidate. At the time of interview how the candidate is going present himself. How positively and coolly taking the criticism and answering for the interviewer is shows his inner strength.

✓ **Continuous learning:**

To become success in any jog the zeal of learning should be there. The employers expect the candidate how are having interest in developing themselves, they should not be rigid in nature. Because world is changing, so to cope up with that changes employees should flexible enough.

✓ **Problem solving.**

✓ **Personal management.**

✓ **Organizational skills.**

7. Conclusion:

From the research it is clear that employability among the students is drastically decreasing this is because of they are not open to the industrial practices, education institutes are just framing the syllabus keeping the view of their standards with other universities/institutes by neglecting what actually corporate expects.

Students are gaining theoretical knowledge but they are not aware of industrial methodology. They are not exposing to practical training. In some streams revolution has to be made, still they are studying the old systems and thesis which are not adoptable now.

Along with the academic knowledge students have to turn towards exposing themselves to gain industrial knowledge. They should certify themselves by their own innovative ideas, strategies and skills not by the university certification.

Academicians, Policy makers, Universities should study the job markets, Entrepreneurial challenges, Industries while framing the courses, syllabus is utmost important rather than producing whatever they wish.

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