

An Assessment of Performance of Corporate Sector under Udaan Scheme in Jammu Region

Dr. Sonam Sharma

Department of Public Policy and Public Administration, Central University of Jammu, J&K

ABSTRACT

Young people are facing a lot of challenges in India. Skill development has emerged as a national priority in the 21st century in India. Youth require essential skills in order to engage in sustainable and remunerative livelihoods. Here India's corporate sector has successfully managed to bridge the gap. Over the last decade corporate have been leveraging their core competencies to train youth to ensure employability. With this policy at backdrop, policy makers recognised the need to make youth of Jammu and Kashmir more trained and skilful. Thus various skill development schemes like Udaan and Himayat were introduced with the assistance of corporate sector by the Government of Jammu and Kashmir to enhance the employability through skill development. Also, efforts have been made to create opportunities for the youth which helps them to bring them into the mainstream economic environment of the country. The purpose of this research paper is to analyze the training skill and placement provided by the corporate sector under Udaan scheme in the Jammu division and to assess the performance of these corporate companies in employing the benefits.

Keywords: Skill development, Opportunity, Udaan, Himayat, Jammu, and Kashmir.

1. INTRODUCTION

The population of Jammu and Kashmir is among India's youngest, with more than 42 percent aged less than 23 years. For these young people to realize their full potential and achieve their dreams, education and skills are essential. Initiatives are being pursued to include expertise and drive transformational innovation in education. India has undergone dramatic demographic, structural and technological shifts that transform the economy and nature of labour. Working-age people (15-59 years) actually make up 62.5 per cent of our population, which is more than dependent people (children and the elderly). And that number is expected to only increasing. Around 70 million Indians will join the workforce by 2023 according to the World Economic Forum. Although these figures represent a vital opportunity for economic development, without a multiverse of coordinated strategies to include the skills

and resources for young people to achieve their goals, their prospects are in danger. Corporate India recognised the need for a skilled workforce early on and invested in programmes of its employees. These skill development efforts further extended into Corporate social responsibility (CSR) with the Companies Act, 2013 (Divecha, 2020).

The Central government, State government, and various private companies have partnered and initiated various skill development programmes for the youth of Jammu and Kashmir. Skilling India opens up numerous opportunities to the youth of Jammu and Kashmir particularly the unemployed youth who are school and university drop-outs and looking for jobs to get settled. Knowledge growth in the 21st century is considered the primary tool for improving the socio-economic status of the unemployed young. In Jammu and Kashmir, the Ability India system will expand beyond work and job development and contribute to the discernible educational, social and economic mobility for the youth. Developing skills is just as important in combating deprivation and exclusion as preserving productivity and employability. Training, Education and lifelong learning promote a just circle of higher productivity, better quality jobs, growth in income, and development (Berry, 2017). Today, unemployment is a generalized problem. Each state formulates programmes periodically and introduces initiatives to solve this issue. The rising threat of unemployment has plagued the state of Jammu and Kashmir, and several state and central government-funded job development programs are being placed in place to tackle the state's unemployment problem and attract young people. After the rise of militancy, the Indian government has introduced a range of programs to address the unemployment problem, including Nai Manzil, USTAD, Manas, Udaan, and Himayat in Jammu and Kashmir.

As the name implies, the Jammu and Kashmir Special Industry Initiative, funded by the Ministry of Home Affairs and also administered by the National Skills Development Corporation (NSDC), was named Udaan. This initiative is part of the overall Jammu and Kashmir economic problem-solving programme. While the state and central government are taking measures to reinvigorate economic activity in Jammu and Kashmir, the Udaan program is a unique initiative to address the needs of trained unemployed youth in Jammu and Kashmir. The Udaan system is specifically tailored for Jammu and Kashmir teenagers, teachers, postgraduate students, and graduate engineers. The aim is to provide skills and employment opportunities for young people. At the same time, the goal is to give Indian corporate firms with experience in Jammu and Kashmir's vibrant talent community of youth. The goal was to touch 40,000 youngsters over five years in Jammu and Kashmir. It was

realistic to note that Jammu and Kashmir youth were not working in many companies because either they did not know about the opportunities in the companies or the companies were unaware of the talent pool present in Jammu and Kashmir. The Udaan programme's main goal is to build an environment that bridges the void. The Udaan programme aims to encourage businesses around the world to travel to Jammu and Kashmir to meet the local talent pool. Udaan offers a platform to help youth fly, train, and step into work. The system started in 2011. The Cabinet Committee on Economic Affairs, chaired by the Prime Minister, has approved the extension to 2019-2020 of the unique initiative cycle for the Udaan Jammu and Kashmir industries. The Udaan timeline initially had been up to 2015-2016. 40,000 graduate students and three-year graduates of engineering are expected to reach the goal of youth training and employability improvement from 2019-20. Several academics also see Udaan as a national integration programme which aims to reconcile Jammu and Kashmir youth with the rest of the world. Not only does the program provide skills and job opportunities, but it also neutralizes Jammu and Kashmir's radicalisation and seclusion from militancy (Ministry of Home Affairs, 2013).

2. Objectives of the Study

1. To explore the standard of training provided under the Udaan scheme in the Jammu Division.
2. To study the perception of trainees in the Jammu Division towards the Placement Process under the Udaan scheme.
3. To assess the performance of corporate companies under the Udaan scheme in the Jammu Division.

3. Methodology

In the present study, two districts were selected from Jammu i.e. Jammu and Kathua. Those districts were chosen based on the scheme's highest and lowest number of candidates. The research problem was explored using exploratory study methodology. The respondents were the candidates who were trained and then placed. For this study, the sample size was a total of 123 of the qualified candidates who were put under the scheme. Udaan Scheme Efficiency was assessed by testing two parameters i.e. Placement and Training. The data collected through the questionnaire were analyzed by percentage, standard deviation, and Anova as per the need of the collected data. The secondary data was collected from various reports, official records, publications, newspapers, journals, periodicals, and unpublished materials.

4. Standard of Training Provided

The standard of Training imparted under Udaan Scheme in Jammu Division has been assessed through the responses of the trainees as depicted in Table 1.1 below:

Table 1.1: Responses of Trainees on Training Programme

S.NO	Item	SD	DA	UD	A	SA	Mean
1.	Training opportunities gave a chance to enhance your job skills.	2(1.6)	2(1.6)	26(21.1)	53(43.1)	40(32.5)	4.03
2.	Acquired skills proved useful in your job.	15(12.2)	27(22)	22(17.9)	36(29.3)	23(18.7)	3.20
3.	Qualification matched to the training skills.	0(0.0)	28(22.8)	41(33.3)	0(0.0)	1(0.8)	3.22
4.	The training instructor had good communication skills.	0(0.0)	16(5.5)	32(26.0)	66(53.7)	9(7.3)	3.55
5.	The training course was well planned out	0(0.0)	0(0.0)	26(21.1)	60(48.8)	37(30.1)	4.09
6.	The duration of training suits the trainee.	0(0.0)	5(4.1)	31(25.2)	69(56.1)	18(14.6)	3.81
7.	The training instructor needed to update their knowledge.	15(12.2)	26(21.1)	27(22.0)	49(39.8)	6(4.9)	3.04
8.	Emphasis was given to the practical aspect of the skill.	33(26.8)	48(39.0)	42(34.1)	0(0.0)	0(0.0)	2.07
9.	Satisfied with the training stipend	41(33.3)	65(52.8)	17(13.8)	0(0)	0(0)	1.80
10.	Satisfied with the method of training and trainers	0(0)	0(0)	43(35.0)	59(48.0)	21(17.1)	3.82
11.	Did you learn any technical skills during training?	0(0)	4(3.3)	0(0)	63(51.2)	56(45.5)	4.3
12.	Before training was it difficult for you to work.	0(0)	31(25.2)	46(37.4)	46(37.4)	0(0)	3.1
13.	Before training were you less confident and had no proper knowledge of the skill.	0(0)	32(26.0)	39(31.7)	52(42.30)	0(0)	3.1
14.	The training enabled me to be self-sufficient.	0(0)	0(0)	22(17.9)	53(43.1)	48(39.0)	4.2

Source: Computed from primary data.

While evaluating the responses of the trainees on the training given to them by the Udaan Scheme, it was asserted that an Insignificant proportion i.e. (3.2 percent) of trainees were not at all satisfied with the training provided opportunity to enhance their job skills. A

noticeable proportion of respondents i.e. (34.2 percent) reported that acquired skills did not prove useful in their job. A negligible proportion of respondents i.e. (0.8 percent) trainees reported that qualification was matching to training skills. Insignificant proportion i.e. (5.5 percent) revealed that trainees were not satisfied with the good communication skills of the training instructor. The inconsequential proportion of respondents i.e. (21.1 percent) was undecided that the training course was not well planned out. An insignificant proportion of respondents i.e. (4.1 percent) were not satisfied with the duration of training. The inconsequential proportion of respondents i.e. (22.0 percent) was undecided that training instructors needed to update their knowledge. A noticeable proportion of respondents i.e. (34.1 percent) were undecided that emphasis was given to the practical aspect of the skill. The insignificant proportion of respondents i.e. (0 percent) showed satisfaction over training stipend. Again an insignificant proportion of respondents i.e. (0 percent) were discontented with the method of training and trainers. The insignificant proportion of respondents i.e. (3.3 percent) denied that they did not learn any technical skill during training. The inconsequential proportion of respondents i.e. (25.2 percent) disagreed that it was difficult for them to work before training. Again Inconsequential proportion of respondents i.e. (26.0 percent) revealed that the trainees were not less confident and had proper knowledge of skill before training. Insignificant proportion i.e. (0 percent) disagreed that the training enabled trainees to be self-sufficient.

5. Perception of Trainees on Placement

The Placement provided under Udaan Scheme in Jammu Division has been assessed through the responses of the trainees as depicted in table 1.2 below

Table 1.2: Perception of Trainees regarding Placement Policies of Corporate

S. No.	Item	SD	DA	UD	A	SA	Mean
1.	Were you satisfied with the selection process based on written or interview?	0.(0.0)	0.(0.0)	19(15.4)	52(42.3)	52(42.3)	4.2
2.	Criteria for short-listing of candidates used by corporate were satisfactory.	0.(0.0)	0.(0.0)	38(30.9)	49(39.8)	36(29.3)	3.9
3.	Was the placement process after the training fair?	0.(0.0)	30(24.4)	26(21.1)	56(45.5)	11(8.9)	3.3
4.	The criteria for selection gave better results.	0.(0.0)	0.(0.0)	51(41.5)	62(50.4)	10(8.1)	3.6
5.	Corporate gave proper job descriptions before the selection process.	4(3.3)	0.(0.0)	36(29.3)	67(54.5)	16(13.0)	3.7

S. No.	Item	SD	DA	UD	A	SA	Mean
6.	Job description and responsibility were clearly defined.	0.(0.0)	0.(0.0)	16(13.0)	48(39.0)	59(48.0)	4.0
7.	Selection policy of organization was fair.	0.(0.0)	0.(0.0)	16(5.5)	143(49.0)	133(45.5)	4.3
8.	Did Favouritism play any role in the placement process?	21(17.1)	7(5.7)	22(17.9)	41(33.3)	32(26.0)	3.4

Source: Computed from primary data

While evaluating the responses of trainees on the placement process, it was observed that the Negligible proportion of respondents (15.4 percent) was undecided over the selection process of corporate companies which was based on written or interview. Again noticeable proportion of respondents (30.9 percent) was undecided with the criteria for shortlisting of candidates used by corporate. Whereas a highly noticeable proportion of respondents (45.5 percent) disagreed that the placement process after training was fair. The criteria of selection gave better results and were unable to decide by a highly noticeable proportion of respondents i.e. (41.5 percent). Corporate gave proper job description before the selection process was disagreed by an insignificant proportion of respondents i.e. (3.3 percent). An insignificant proportion of respondents i.e. (13.0 percent) was undecided that job description and responsibility were clearly defined. The selection policy of the organization was good was again undecided by an insignificant proportion of respondents i.e. (5.5 percent). The inconsequential proportion of respondents i.e. (22.8 percent) failed to decide on the role of favouritism in the placement process.

6. Assessment of Performance of Corporate Companies under Udaan Scheme

Corporate wise analysis has been made to assess the performance of the Udaan Scheme in the Jammu Division.

Table 1.3: Comparison of Performance of Corporate Companies

Parameters	Company	N	Mean	p-value
Training	IL&FS	47	99.0	0.360
	Royal Orchid	28	98.6	
	Excel Infocom	23	99.2	
	TCS	22	99.7	
	Canara Bank	1	102.2	
	RBL Bank	2	102.2	
Placement	IL&FS	47	46.6	0.019

	Royal Orchid	28	46.7	
	Excel Infocom	23	47.1	
	TCS	22	46.6	
	Canara Bank	1	50.0	
	RBL Bank	2	50.7	

Source: Computed from Primary Data

In Table 1.3, according to the corporate company mean comparisons of satisfaction score shows that the Banking sector has enrolled minimum trainees which were fully satisfied with the training programme and the placement process. The training given to the trainees was equivalent to their jobs so they were very much satisfied with the placement and was placed in the same banks where they were given the training. The hospitality sector i.e. IL&FS and Royal Orchid and IT sector have enrolled maximum trainees but the trainees were less satisfied with the training and placement process as compared to the banking sector. The stipend given to the trainees were not enough at the time of their training as per the views of trainees. They were also not satisfied with the placement process because they were not given the remuneration as they were promised to get after placement. Non-significant 0.360 ($p>0.05$) denotes satisfaction level in training programmes was the same in all three sectors.

7. Future Directions

It has been found that during six months of training among the unemployed youth of Jammu and Kashmir, the basic motive behind the Udaan scheme was to impart a particular skill which could eventually engage them in employment. With a longer period, the preparation needs to be planned. As youth training was limited to six months, Trainees believed that training should be varied to one year to gain more knowledge about the specific skill. Apprentices must be chosen based on their academic qualifications. The skills given to them during training did not match their qualification, which is a big downside because they did not have the placement they were given skills in the field. It is essential to make greater use of technology to impart skills to a large number of people. The development of e-learning packages must be based on modular employable skills through which any candidate can learn by sitting at home. The criteria should be to increase the accessibility of these training programmes. This includes exploring new models like public-private partnerships; distance learning and computerized vocational education.

It was found that the stipend given to the candidates during the training was not acceptable at all, and the placement remuneration was also not up to the standards of the trainee which became the reason for their dissatisfaction with the scheme. So a proper hike is a necessity in the respective areas. Awareness for skill-building schemes should be improved not only at the district level but at the village level too. The study found that rural youth lacked knowledge of the recent skill development schemes in their respective areas. Gram Panchayats and Urban Local bodies will provide information on skills development and mobilize people through self-help and community-based groups.

8. CONCLUSION

The skill development programme has taken the shape of a 'movement' with recent government initiatives. These skill development programmes like Udaan implemented through various Programme Implementing Agencies (PIAs) which in this case were corporate companies has no doubt scaled up employability among the youth of Jammu region. The PIAs like Infrastructure Leasing & Financial Services limited (IL&FS), Tata Consultancy Services (TCS), Canara Bank, and Royal Orchid etc has been more or less successful in providing training and skills to the youth. Skill development initiatives like udaan are changing the face of employment avenues in Jammu and Kashmir and it is evident that youth is taking full benefit of these opportunities despite the lack of infrastructure for training and less stipend given to trainees. Though the training, placement areas are being channelized to overcome the pitfalls so that PIAs can give impetus to the skill development ecosystem in Jammu and Kashmir, it is in the long run expected that the skilled Jammu Kashmir (Kushal Jammu Kashmir) will lead the region to a happy, healthy, and prosperous (Kaushal Jammu Kashmir).

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