

Analyzing The Role of Skill India Campaign As A Tools Of Economic Development :With Special Reference to Youth Self-Development and Employable Skills

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Abstract

India's demographic advantage can be effectively transformed into economic growth through skill-oriented human capital development. The Skill India Campaign was launched to enhance employable skills, promote self-development, and generate employment opportunities among youth. This study examines the role and effectiveness of the Skill India Campaign in promoting youth self-development, employable skills, employment generation, and overall economic development. The research is descriptive in nature and is based on primary data collected from 400 respondents across various regions of Haryana using random sampling, supported by secondary sources. The findings reveal a strong positive perception of Skill India programmes in improving self-confidence, technical competence, communication abilities, and personality development. The study also indicates that the campaign has contributed significantly to job creation, self-employment, income generation, and reduction of unemployment by shifting focus from purely academic qualifications to skill-based training. The paper concludes that Skill India is a vital policy initiative for harnessing India's demographic dividend and strengthening sustainable economic development.

Keywords: *Skill Development, Education, Employable Skill, Economic Development, Talent Acquisition.*

Introduction

India has a sizable population that is of working age. In India, unemployment is a serious issue. The goal of Skill India is to enhance the physical and mental growth of Indian youths in order to lessen the nation's unemployment issue. A multi-skill project called Skill India was introduced in March 2015. The major goal is to nurture Indian youths' skills. Here, value contribution among educated and uneducated youth is stressed more than it is among jobless youth. It places a strong focus on the idea of social security and job creation so that young people take on responsibility and don't become a drain on the economy. Youths can increase their productivity and self-confidence by using skill development strategies. The Skill India concept provides support, training and guidance for all occupations like construction, textile, transportation, agriculture, weaving, handicraft, horticulture, fishing and various other sectors along with language and communication skills, life skills, personality development skills, management skills including job and employability skills. The major goal is to extend those industries that were previously considered under skill development and to create golden possibilities, space, and scope for the ability development of Indian young. For the past a long time, as well as to find new industries where skills can be developed. By 2020, 500 million young people in our nation would receive training and skill development, reaching every town, according to the new program's goal.

SKILL DEVELOPMENT

India urgently needs to develop its skills because of the country's high unemployment and underemployment rates, as well as the fact that many Indian students are being turned away by MNCs and other major corporations in pursuit of better employment possibilities. They risk becoming victims of drug addiction and other anti-social behaviours, which the country cannot afford, if their potential is not fully realized. For the recently launched national missions, such as Make in India, Digital India, and Smart Cities, etc., a competent workforce is essential. India has to integrate skills and training together with education to produce a workforce that meets worldwide standards of quality and productivity in order to realize this objective. Giving due importance to Skill Development, Ministry for Skill Development and Entrepreneurship have been established in 2014 to coordinate with other Ministries and Departments to achieve the goals of Skill India Mission. Government aims to skill 40 crore population by 2022. Various Sector Skill Councils have been formed to identify the required skills in various sectors, design Skill Development Training Programmes for respective Sectors and monitors such skill development trainings conducted through various agencies and corporates in that sector so that both the industry in that sector as well as population looking for jobs in that sector are both mutually benefited

Literature review:

The researchers have made an extensive review of literature to understand the importance of skill development in India.

Dr. S. C. Patil & Prof. Amaresh B Charantimath (2021) conducted a study on “Employability through Skill Development Programmes - an overview of significance of Employability skills”. The objective of the study was to comprehend the need of employability skills and to study the skill gap - desired vs possessed. The study concluded that the skill gaps can be bridged with training, education and short-term courses. In spite of the efforts there is still a great scope in transformation of abandoned knowledge into skills. Various ambitious missions of Government of India i.e. Make in India, Atmanirbhar Bharat, 5 trillion economy dreams etc can come true with collective effort. **Vidhyadhar T. Banajawad & Dr. Mukta S. Adi(2020)** conducted a study on "A study on skill development programmes for rural youth in India" with the objective to ascertain the current status, challenges and the Government initiatives for the skill development in India. The study concluded that skill development is currently gathering momentum and it is now evident that education and skills are fundamental in bettering employment opportunities, shrinking poverty, boosting productivity, and promoting environmentally sustainable rural development. The immediate need is assimilating skills, policies and strategies on rural development. Incorporation of skill-based training and industry link placement facility in education is indispensable. Skill development is need of the hour to adapt and match the current requirements for youth in rural India for rural development in real sense. Thus, education / skill development is an immediate and important requirement for developing countries with large youth population such as India. **Anita Swain & Sunita Swain (2020)** conducted a study on "Skill Development in India: Challenges & Opportunities". The study intended to analyze the data sourced from National Skill Development Corporation. It concluded that India, the 2nd populous country in the world with around 60% youth population, has a ‘demographic dividend’ and need capitalize on it for reaping the benefit which can add value to the economy of the country and also support ‘Make in India’ campaign by providing the skilled workforce in the country. The ‘Skill India’ mission requires more focus on entrepreneurship skills for enhancing job generation in the country.. Indian youth should be aware of such schemes, get required training and make themselves employable.

Agarwal S. (2016) has written paper which attempts to illustrate the importance on “Central Pillar of Employability: Skill Development”. This research paper is an effort to understand the present skill capacity and the challenges faced by skill development system in India along with their solutions. To assessed the level of skill capacity of the Indian workforce with the help of education and vocational training. The present study also found that both the government

and its partner agencies have launched various measures/initiatives for the effective implementation of the skill development system in the economy. And still it faces a number of undetermined issues/challenges that need immediate attention of the policy makers. And it also finds that these programmes are unable to create avenues for casual workers and are not of the scale needed. **Dr. Chandra Sekhar Dash, Shilpa Dash (2020)** conducted a study on "Skill Development Mission and the Skill Landscape of India: - An Empirical Study". The study aimed to assess the skill landscape of India in the wake of emerging technological disruptions, global transformation and international mobility of workforce. The findings of the study indicate that despite the laudable and commendable features of the 'Skill India Mission', the challenges of gender inequality, sectorial imbalance in skilling, training and placements still persists. **Rajni Singh (2019)**, conducted a study on "Research - based learning on skill development of engineering graduates: An empirical study". The study made an effort to explore the role of thesis/dissertation in engineering education for skill development and based on the empirical study of Indian engineering graduates, the study concluded that Research Based Learning contributes to the development of problem solving, domain knowledge, language and communication, communication & IT, general learning, academic knowledge, attitude and ethics skills. The study also brought out that Research Based Learning is best fit and improves problem solving more than other skills as Indian engineers lack those skills. The study proposes the necessity of incorporation of Research Based Learning using labs such as learning factory for re-engineering the engineering education to meet the increasing revolutions in industrial era and promote the required skills of engineering graduate.

OBJECTIVE

- To examine the role of the Skill India Campaign in promoting youth self-development, talent acquisition, and employable skills.
- To assess the effectiveness of Skill India programmes in employment generation, self-employment, and overall economic development of India.
- To analyze the impact of the Skill India Campaign on reducing unemployment by strengthening job creation and skill-based workforce development

Research methodology:

The proposed study is mainly descriptive in nature is based on primary data& information which is collected from the concern sources and are as per the need of research. The relevant books document of various ministry department s & organizations, articles, paper & website are used in this study. Primary data is collected by distributing the questionnaires to respondents and through telephonic interviews. The data is collected from 400 respondents from various places in and around Haryana state. Random sampling is been used in selecting the samples for the study. Secondary data has been collected from websites related to the topic.

Data Analysis and Interpretation

TABLE 1

fig.1

Gender	No. of Respondent	Percentage
Male	250	62.5
Female	150	37.5
Total	400	100

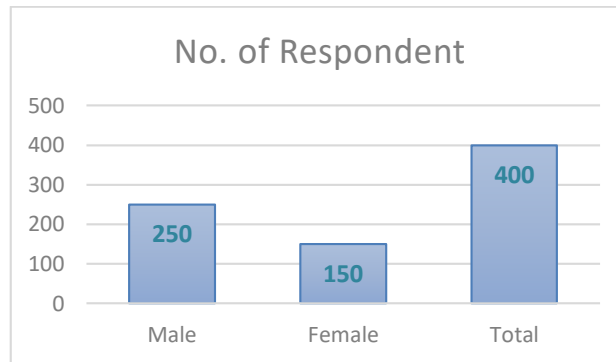


TABLE 2

Age	No. of Respondent	Percentage
less than 30	80	20
30-40	150	37.5
40-50	100	25
above 50	70	17.5
total	400	100

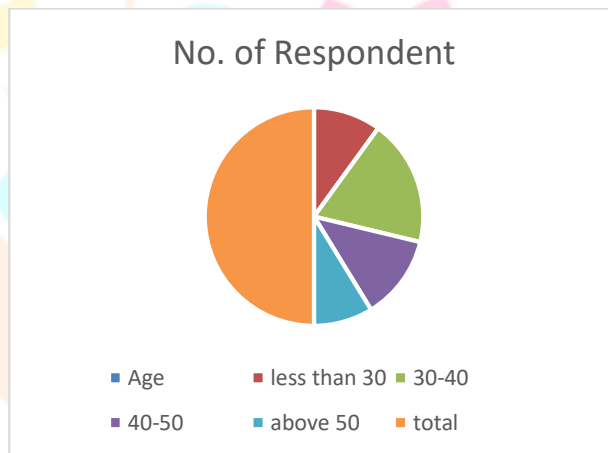


fig.2

Analysis and Interpretation:

Out of the total respondents selected for the survey, majority of the people between the ages of 31-40 have availed more benefit from the Skill India Campaign.

Out of the total respondents selected for survey, majority of them are males who are benefited from Skill India concept when compared to female respondents.

TABLE 3 Awareness of skill India Campaign

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	TOTAL
1. Skill India training programmes improve self-confidence and personal growth.	20	10	20	250	100	400
2. The Skill India Campaign helps youth identify and enhance their individual talents.	10	20	25	255	90	400
3. The campaign enhances communication, leadership, and personality development skills	40	30	20	260	50	400

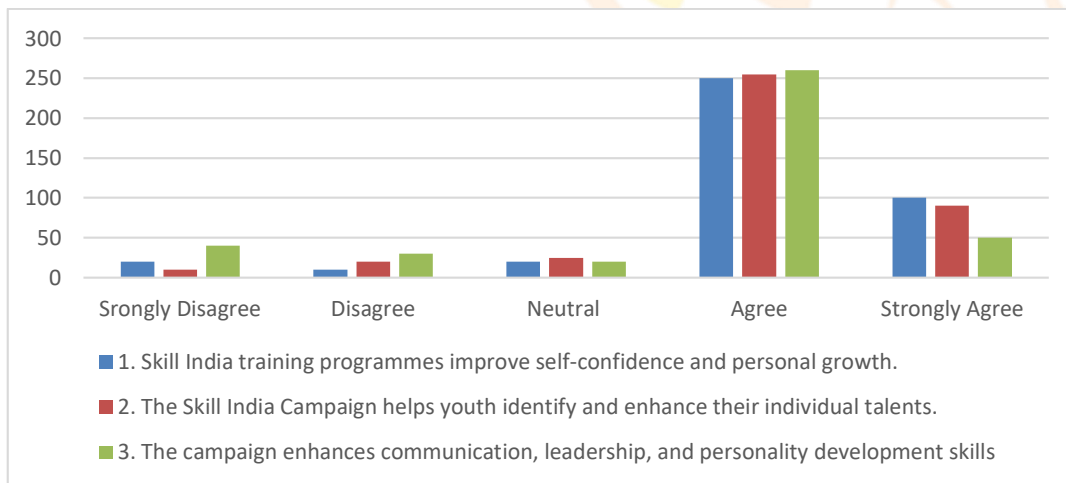


fig.3 Awareness of skill India Campaign

Analysis and Interpretation:

The chart shows a **strongly positive perception** of the Skill India Campaign among respondents. A **large majority agree or strongly agree** that Skill India training programmes improve **self-confidence and personal growth**, help youth **identify and enhance individual talents**, and enhance **communication, leadership, and personality development skills**. Very few respondents fall under the disagreement categories, indicating **high acceptance and effectiveness** of the campaign in promoting youth self-development and employable skills.

TABLE 4

Effectiveness of Skill India Programmes in Employment Generation, Self-Employment, and Economic Development

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	TOTAL
1.Skill India programme create better employment opportunities for trained youth.	10	20	10	200	160	400
2. Skill India initiatives support national economic development goals.	25	15	20	225	115	400
3. Skill India programmes contribute to income generation and financial stability	30	40	25	200	105	400

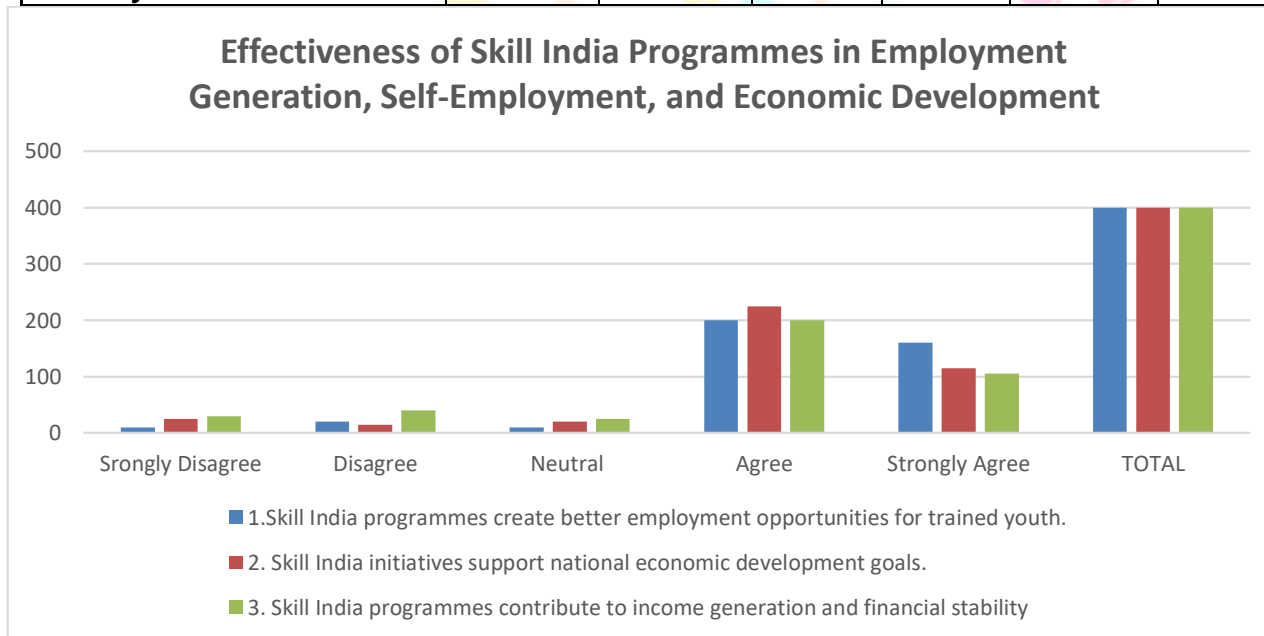


FIG.4

ANALYSIS AND INTERPRETATION

The graph clearly indicates a **high level of agreement** among respondents regarding the effectiveness of Skill India programmes. Most respondents **agree or strongly agree** that these programmes create better employment opportunities, support national economic development goals, and contribute to income generation and financial stability. The negligible disagreement reflects a **positive impact of Skill India initiatives on employment generation, self-employment, and overall economic development.**

Table 5. Impact of Skill India on Unemployment Reduction and Job Creation						
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	TOTAL
1. The campaign contributes to sustainable job creation in the Indian economy.	10	20	10	200	160	400
2. Skill-based training under Skill India improves job placement opportunities.	10	20	25	255	90	400
3. Skill India reduces dependency on traditional academic qualifications for employment	40	30	20	260	50	400

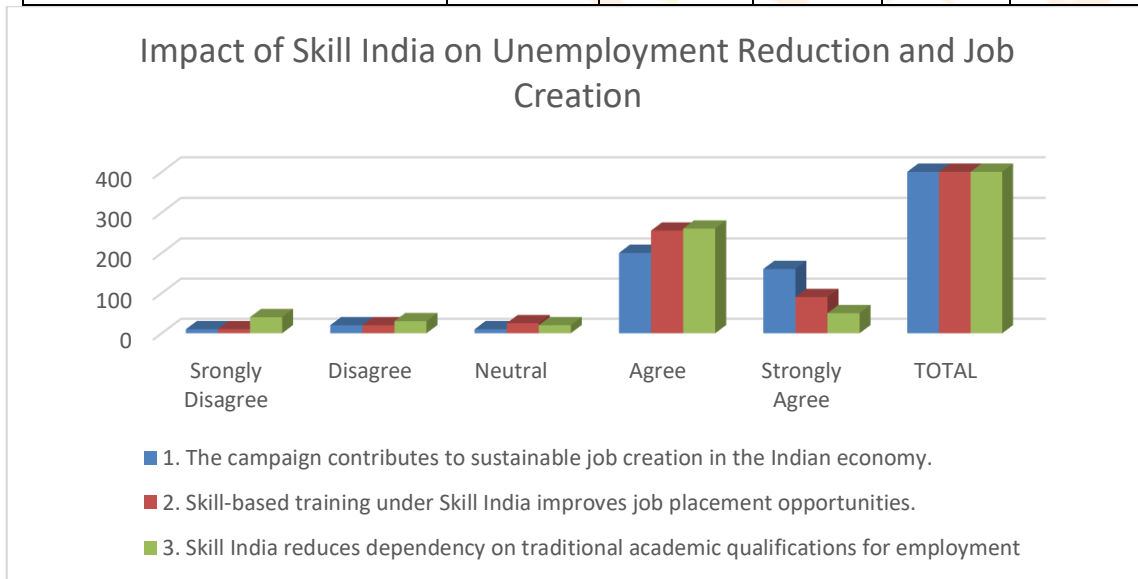


FIG.5

Analysis And Interpretation

The graph shows that a majority of respondents agree or strongly agree that the Skill India Campaign contributes to sustainable job creation, improves job placement opportunities through skill-based training, and reduces dependence on traditional academic qualifications. Minimal disagreement indicates the campaign’s positive role in unemployment reduction and workforce development.

TABLE 7- BENEFITS AVAILED

TRAINING BENEFITS		
Benefit Availed	No. of Respondent	RANK
1. Self-confidence	210	1
2. Entrepreneurship and skill development	180	4
3. Technical skill	200	2
4. Knowledge of technological development	130	5
5. Mental development	190	3
6. All Of the above	110	6

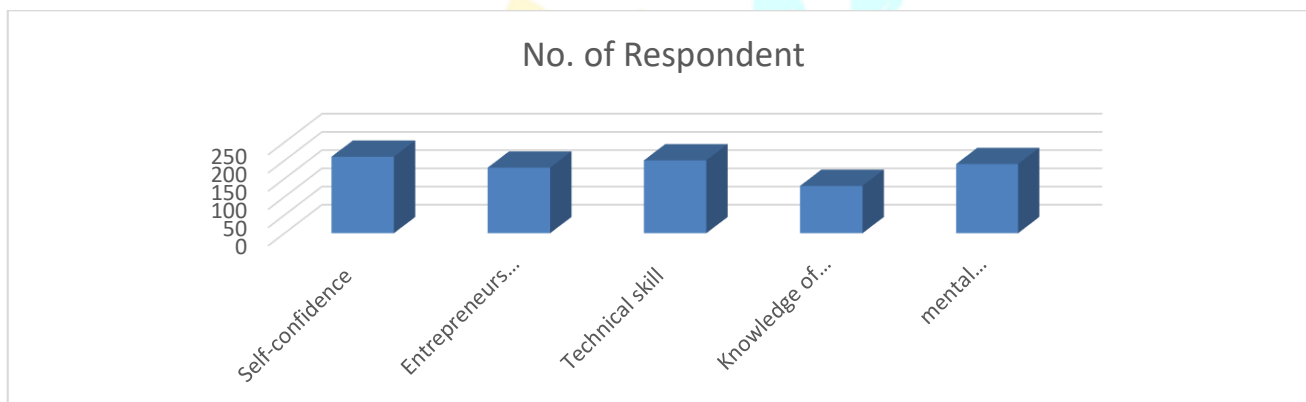


FIG.7

Analysis and Interpretation:

The respondents have availed all the benefits out of the training provided to them. Among training benefits respondents have given preference for Self Confidence followed by Skill Development, Technical skills, Mental Development and Technological Development.

CONCLUSION

The present study highlights the significant role of the **Skill India Campaign** in promoting **youth self-development, talent acquisition, and employable skills**, thereby contributing to **economic development in India**. The findings clearly indicate that a majority of respondents perceive Skill India programmes as effective in enhancing **self-confidence, technical competence, communication abilities, and overall personality development** among youth. This reflects the campaign’s success in bridging the gap between traditional education and industry-relevant skills.

The study further reveals that Skill India initiatives have made a **positive contribution to employment generation and self-employment**, with many beneficiaries opting for **self-employment, entrepreneurship, and small-scale industrial activities**. The programmes have also supported **income generation and financial stability**, reinforcing their importance in strengthening the economic base of the country. Respondents largely agree that Skill India aligns well with national development objectives and supports workforce productivity.

Moreover, the campaign has played a constructive role in **reducing unemployment** by fostering **skill-based workforce development and sustainable job creation**. By reducing dependency on academic qualifications alone

and emphasizing practical skills, Skill India has improved job placement opportunities and enhanced employability among youth.

Overall, the Skill India Campaign emerges as a **crucial policy initiative** for harnessing India's demographic dividend. However, to maximize its impact, greater focus is required on **industry linkage, effective training-to-employment transition, quality implementation, and inclusive reach**. Strengthening these aspects will ensure that Skill India continues to contribute meaningfully to **long-term economic growth, employment generation, and social development**, thereby supporting India's journey towards becoming a developed economy.

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