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## S. SANJEEVA REDDY MODEL OF WOMEN EMPLOYMENT GENERATION THROUGH SKILL TRAINING

Dr. S. Chandra Sekhar Reddy and S. Divya Reddy



### ABSTRACT:

*Women empowerment is one of the biggest tolls for 'effective development' of any country, Today the empowerment has become one the most important concern of 21<sup>st</sup> century. They need to be skilled in order to be able to serve their families at home better as well as professionally. Skill development not only creates employment opportunities but*

*also empowers them. The aim of skill development, I in case of women, is not just simply preparing them for jobs, but also to boost their performance by improving the quality of work in which they are involve. This paper touches the impact of skill training on women employment and entrepreneurship.*

**KEYWORDS :** Skill Training, Women Employment Generation, Empowerment.

### INTRODUCTION:

Women are not only managing their families but also playing an essential role in the development of the entire society. For the socio-economic development of any country, women empowerment is essential. There are many ways to empower women like to increasing the spiritual, political, social, educational, gender and skill training. Since the turn of the century, status of women in India has been changing due to growing industrialization, globalization and social legislation. With the spread of skill trading and development, women have

shifted from the kitchen to a higher level of professional activities. Self-employment and entrepreneurship have been a male-dominated phenomenon from an early age, but time has changed the situation and brought the women today's most memorable and inspirational entrepreneurs. The report published by IRIS knowledge foundation in collaboration with Un - Habit: State, the person in the urban area, has 93% greater chance of acquiring training than someone in the rural area. The rate of literacy among females as per 2011 census was 65.46% and they are possessing higher education and also entering into various types of professional courses such as MBA, Engineering, MCA, Teaching, Para Medical courses, Medicine, etc. Apart from this

majority of women have been changing their perception towards Government jobs and starting their own enterprises availing the supports provided by the Govt. of India under various schemes. But the number of women in this field of self-employment must be encouraged by providing skill development training programmes and entrepreneurship development training programmes through NGO, State level concerned department, and National and International Organizations. It is expected that attainment of the education would empower the women to join the labour market at a slightly later age better trained, qualified and in quality employment with necessary skills even in the

unorganized sector also. The aim of skill development, particularly in case of women, is not merely to prepare them for jobs, but also to improve the performance of women workers by enhancing the quality of work in which they are engaged.

## REVIEW LITERATURE

Duflo E. (2011) study argues that the interrelationships of the Empowerment and Development are probably too weak to be self-sustaining and that continuous policy commitment to equality for its own sake may be needed to bring about equality between men and women. Vijaya and Lokhandha (2013) suggested that skill development will boost women empowerment with high productivity and earnings. Skills lead to confidence among them to be more innovative. Kittur Praveen (2014) concluded that in order to encourage women entrepreneurship, a special training course for women, entrepreneurs must be started to improve their skills. Trade-related Entrepreneurship Assistance and Development (TREAD) scheme was launched by Ministry of Small Industries to develop women entrepreneurs in rural, semi-urban and urban areas by developing entrepreneurial qualities. Women Component Plan, a special strategy adopted by Government to provide assistance to women entrepreneurs. Shailendra Kumar Gupta (2016), introduced by government to provide reservations for women and encouraging them to start their ventures.

- The National Skill Development Mission, headed by the Prime Minister, was launched in 2008, and Coordinate Action Plan for Skill Development was formulated with a three-tier structure that includes, (a) The Prime Minister's National Council on Skill Development, as the apex body for advice on policy and interventions, (b) The Skill Development Coordination Board to device detailed strategies, guidelines and instructions based on the advice of the council, and (c) The National Skill Development Corporation (NSDC), a non-profit company registered under the Companies Act of 1956. The role of the corporation is to identify the full range of skill development needs, develop processes with special emphasis on excellent standards and certifications, training of trainers, and proper delivery of training.
- The statistics of Central Labor Department reveal that in 2013 out of three graduates in our country two are unemployed. There is a high demand for permanent jobs in Government Services. This is one side of the coin. On the other side, in our country, there is a lot of demand (58%) for skilled human resources both in public and private sector enterprises. The people who have undergone professional courses training is very high in other countries. In Korea 96% Japan 80% but in India, it is only 3%. In china every year 9 crore people are undergoing skill development training. But this type of training has been provided to only 40 lakh people in India. Skills and knowledge are the driving forces of economic growth and social development of any country. They have become even more important, given the increasing pace of globalization and technological changes provide both challenges that are taking place in the world. As India moves progressively towards becoming a 'knowledge economy' it becomes increasingly important that the XI Five Year Plan should focus on the advancement of skills and these skills have to be relevant to the emerging economic development.

Prof. Sandhya Rani (2016) Small, Medium and big industries. There is no dearth of ideas among youth. The only thing that is required is suitable guidance and training in the required field in the country as well as people. Already - China, Japan, Germany, Korea have captured the world market by manufacturing varieties of products. America, Australia, Brazil, Thailand have started supporting Micro industries. As per the analysis of critics, it is clear that India has ample scope to develop as one of the largest cars manufacturing country in the world if it can avail the opportunities in the right time. Our prime minister of India has given a slogan 'Make in India', and inviting investments from other countries. If FDIs (Foreign Direct Investments) increase, it improves the employment situation in our country and the youth will get a job. Sheenam Ohrie (2019), referring to studies, says 40% of start-ups fail in the first year. And only 2% of venture capital funding goes to women entrepreneurs. In India, the

initiative has been running since 2015. Varad Krishna (2019) "We have 190 corporate who are part of our programme. A focus area for us is addressing the challenge of low female participation in the labour force. Our analysis of labour force survey data suggests that of the country's labour force of 395.2 million, only 91.6 million are women.

Skilling initiatives - complemented by a wider push towards empowerment through gender sensitization, creation of economic opportunities and economic and social support can be used to raise this number. Providing residential facilities for women trainees, embedding mentoring and coaching in skills programmes and providing social support through mechanisms such as local workshops have all been explored.

Preparing women for forms of employment that are more attractive to them, such as the gig economy and its more flexible work models, is especially relevant, given that 229.2 million women (out of the 301.5 million who are not in the labour force) report their status as "attending domestic duties", in our analysis.

Encouragingly, our progress so far in terms of creating access to skill development for women has been positive. More than 50% of the candidates trained under PMKVY are women. A significant number of women have also been trained in unconventional roles, such as in the electronics and hardware sectors. On our paid courses, women account for 40% of trained candidates.

### OBJECTIVES

1. To study about programs providing skill training for women.
2. To analyze the factors influencing on skill development.
3. To offer useful Suggestions in the light of finding.
4. To determine the impact of skill development on women employment generation.

### RESEARCH METHODOLOGY

Since the study is of women employment generation through skill training in Y.S.R. Kadapa District, Andhra Pradesh would be the research area for the study. Y.S.R. Kadapa is backward with industrializing and more women looking for livelihood. The study has been pursued with the specific objectives of tracing the structure of Women Employment Generation linked with S. Sanjeeva Reddy Foundation. The opinion of the respondents on qualitative variables was collected on a three-point scale. Tools like percentage, average and ranking based on summated score were used data analysis.

### DATA COLLECTION METHODS

Both primary and secondary data collected to meet the study. The primary data would be collected from specially designed structured and semi-structured scheduled from the sampled respondents-trainers and officials.

Secondary data would be collected from publications, websites, articles, periodicals, newspapers, and government reports.

### RESEARCH SAMPLE

Well-structured questioners will be constructed and administered to a sample of women entrepreneurs. The study carried out 100 women participants. In addition, information collected from 10 Officials, those who are organizing the skill training programs and 10 faculty members, those who are having connectively with skill training and entrepreneurship conducted. Skill training system as a subsystem of human resource development has to be seen in the context of employment generation rather than as an isolated activity. Skill training is an intervention to improve entrepreneurial skills as well as enhance technical skills among trainees to take up wither wage employment or self-employment. The significance of training for skill development as one of the components of employment generation, clearly highlighted that modern governments had accepted the responsibility to impart training for unemployed youth equip them increasingly component to undertake self-employment activities as an alternative to wage employment. The primary aim of training for self-

employment is to develop entrepreneurial capabilities and up-gradation of skill among unemployed youth to encourage them for the establishment of micro-enterprises not only to make them self reliant but also to provide employment opportunities to employed youth. An attempt is made to analyse the data collected from the primary and secondary sources on training programs of Sanjeeva Reddy Foundation for the last three years i.e. from 2016 to 2019 in terms of admission system, course content and design, available infrastructural facilities, evolution system and related organizational issues.

### PERSONAL PROFILE

It can be observed that 50 women participants have a technical background, whereas 40 participants have an academic background. Further, it explains that more than 50% students who studied in Sanjeeva Reddy Foundation courses have either passed intermediate/failed or from the vocational background. It can be inferred from this data that Sanjeevareddy Foundation courses were tailored made to develop vocational skill among students who had the lower educational background

The study reveals that more than 60% of respondents secured assistance after completion of their courses. Still, in another dimension, nearly 37.71% of participants failed to secure any assistance after completion of their courses. This is the area where Sanjeeva Reddy Foundation needs to take appropriate steps to provide post-course assistance for all the students to settle either wage employment or self-employment

The study noticed that as many as 2500 participants were trained in training centers during the study period 4 years (2015 to 2019) among them 1600 participants who constitute 64% of trained candidates established and running their own self-employment ventures. Another important observation of the study is that 63% of women participants have secured basic assistance after completion of the skill training in the form of Bank loans to establish self-employment.

It can be inferred from the data that the lecture component should be reduced in pedagogy and introduce the participative nature of teaching methods to involve students in the process of learning and make it purposeful.

### FINDINGS OF THE STUDY

1. A change in the mind set of the people in the country, not just the women themselves, but the men have to wake up a world that is moving towards equality.
2. Empowerment of women could only be achieved if their economic and social status is improved. This could be possible only by adopting definite social and economic policies with a view of Women skill training and development.

### SUGGESTIONS

- The study confirms the hypothesis that well-structured skill training ensures employment generation to an individual to become self-employed.
- The study hypothesizes that training programs are contributing substantially for beneficiaries in generating income to lead a respectable life in the society.
- It is suggested that lecture component should be reduced in pedagogy and introduce participatory nature of pedagogical methods and techniques like case studies, interactive meets, discussions, field visits study tours project work and seminars to strengthen teaching methodology and make it purposeful.

Further, it should introduce shift system in all training centers to accommodate number of participants in each course, in turn, it helps to improve its financial resources. It is also suggested that simply imparting skill training and development to women participants is not enough. The institute should provide post-training assistance to students as a facilitator to settle in their respective fields.

The first and foremost priority should be given to the education of women, which is a grassroots problem. Hence, education for women has to be paid special attention.

Women should be allowed to work and should be provided with enough safety and support to work. They should be provided with proper wages and work at par with men so that their status can be elevated in society.

### CONCLUSION

It is seen that there is a need for developing gender-responsive strategies for skill development for women- who are no less than men. Empowering women socially, economically, educationally, politically and legally is important for socio-economic development. As more and more India move towards the knowledge economy, it becomes increasingly important for it to focus on the advancement of the skill training and these skill training has to be relevant to the emerging economic environment.

To sum up, it can be observed that the training program of SSR Foundation are need-based, short duration and within the research of education and uneducated women youth. Therefore, SSRF could be a model for employment generation for uplift of SC, ST, BC, Minority and OC, irrespective their cast and place. It has the potential to become a premier institute for providing skill development to educate unemployed to take-up self-employment ventures in a big way. The SSR Foundation has been offering Tailoring, Beautician, Maggam, Embroidery, Ms office, Coir products, Jute bags making for unemployed women from their centers (Hyderabad, Mydukur from YSR Kadapa District and YSR Kadapa District). The Mantra of SSR foundation is offering a flexible time schedule for women, those who are having Children and also facing working women. The organizing is not only providing training but also taking steps towards solving personal problems of women participants.

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