INDIA

Population: 1,252,000,000 | Income Level: Lower Middle Income | Policy Decisions: National |Level of Career Development Initiatives on Scale of 1-5: 3

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EMERGING TECHNOLOGIES

Please describe how technologies are CURRENTLY used to support workforce preparation, placement, and development policies for young people in your country.

India is among one of the top countries in the global list for advancement in Information and Communication Technology, especially in the last two decades. The country is known for spectacular and rapid economic growth in mainly two areas: Export-oriented software and ICT-based services sector. Today, India is considered as a role model and a pioneer in software development and a favorite destination for IT-enabled services.

The IT industry in India has a major impact on its social and economic development. The usage of ICT has been linked with the achievement of various developmental goals of the country which includes School education, Higher Education, job placements and career advancement.

At the school level, ICT is an important component and is subsumed in Rashtriya Madhyamik Shiksha Abhiyan (RMSA). The Abhiyan was launched by Government of India under the Ministry of Human Resource Development in December 2004 and revised in 2010. The aim is to provide opportunities to secondary stage

Top 3 Barriers for Youth Employment:

1. A lack of actual jobs available.

2. A lack of knowledge on how to gain the proper skills needed for specific jobs.

3. A disconnect between the jobs available and the education received.

students to mainly build their capacity on ICT skills and make them learn through computer aided learning process. Under the scheme, smart schools were established in the various parts of the country that serve as 'Technology Demonstrators' and thus, prepare the future workforce comparable to global standards.

The Government of India has leveraged its technological resources in helping its mission to make Higher Education accessible to all deserving students. In this regard, it has launched its National Mission on Education through Information and Communication Technology (NMEICT) in 2009 to provide the opportunity for all the teachers and experts in the country to pool their collective wisdom for the benefit of every Indian learner and, thereby, reducing the digital divide. With the help of ICT, the GoI is trying to sustain a high growth rate of economy through capacity building and knowledge empowerment of the people and for promoting new, upcoming multi-disciplinary fields of knowledge.

In India, the information about placement and development policies are spread across the country through ICT. The government portals and the private job consultants are making ample use of internet, mobile and e-services to disseminate the information about the open job positions of the market.

The 'National Portal of India" is the Official Portal of the Government of India which is designed, developed and hosted by a premier ICT organization under the aegis of the Ministry of Communications and Information Technology. The Portal has been developed as a Mission Mode Project (MMP) under the National E-Governance Plan (NEGP) of the Government. The objective behind the Portal is to provide a single window access to the information and services being provided by the Indian Government for citizens and other stakeholders. The portal gives latest information about the government developmental plans and policies related to labor and employment.

Besides, Employment News, a weekly publication of the Publications Division under Ministry of Information and Broadcasting publishes government job vacancies. One can search jobs along with the jobs highlights. List of Employment News dealers in different parts of the country is also given. Questions and answers for different career option are given. Results of different competitive examinations and admission results are also provided. Users can access the previous issues of the publication. Information on complete advertisement and latest announcements is also available. Users can also access e-version of the newspaper and avail service of job-alerts.

The Private Job Portals like Monster, Naukri.com, Shine

EMERGING TECHNOLOGIES

, Indeed are various gateways through which potential job seekers look for the opportunities. Most of the job portals are free of cost for the candidates to get registered and receive the calls from the employers. .

How does the use of technology connect with existing structures or provision of career guidance?

The exclusive career guidance services for the people of country in India are not yet established. However, few steps have been taken in this direction. Career guidance in India is majorly done at local levels within the specific contexts of school, university open houses, career fairs and career guidance workshops that are held time to time at informal levels. Parents, relatives and elder siblings at home are the major career guides for a prospective student who is trying to identify his/her career goals. Teachers at school and university level are the second major anchors in the life of a student who is in a dilemma of choosing a career.

It is sad to highlight that a pervasive community-reach or a nation-wide career guidance programme has not been so far established in the country. Few national TV channels do present a weekly programme to guide the students in detail about a particular line of work, but, the outreach of such program is not very wide and thus, the services remain available to some group of people only.

An initiative worth mentioning here that can act as an infrastructure for provision of career guidance in the coming years is 'Digital India'. The GoI , under the aegis of Department of Electronics and Information Technology, has launched its country-wide program called 'Digital India' to transform India into a digitally empowered society and knowledge economy. The focus is on making technology central to enabling change. There are 9 Pillars of Digital India as can be seen in the figure below.

Through its nine-faceted pillar framework, the government envisions digital Infrastructure as a utility for every Indian Citizen. The program aimed to bestow digital empowerment to its citizens can be a big support for career-related services in the coming times.

What are the challenges your country faces related to Emerging Technologies?

Though India is known around the world for its ICT sector, the major challenge lies in providing beneficiaries to poorest or disadvantaged groups. The geographical and socio-economic divide between rural and urban India is the major challenge in front of the country. The prime arena on which the country needs to work strongly is to reap the benefits of technology in providing access of education and employment to needy and disadvantaged communities. The government needs to strengthen its ICT systems to improve internet literacy among the masses.

Further, people of India speak diverse languages. As per 2011 census, the rural-urban distribution of population in India is 68.84% and 31.16 %, respectively. The majority of rural population of India is not familiar and well-versed with English language. There is a need to develop local internet language in this multi-lingual country so that ICT-based initiatives can be embarked in all the official languages of India. Google aiming to get 500 million internet users in India by 2017, has also stressed the need for Indian language content on the Internet. Google's India MD, Rajan Anandan announced the Indian Language Internet Alliance in November 2014. The website, '*hindiweb.com*' and 'Hindi voice search' have also been introduced in which curated content is in Hindi.

Another major challenge related to Emerging Technologies in India is the listing of the country in a group of 39 least connected countries (LCCs) of the world. The country has relatively low levels of mobile-cellular penetration and broadband internet access. The ICT access and use in India is limited to basic voice and low-speed data services. India needs a world-class infrastructure with modern facilities to fully capitalize on the opportunity and sustained growth in the global ICT market and IT sector.

WHY ROI MATTERS

Please describe how the value and impact of policies for workforce preparation, workforce placement, and development of young people is assessed (if at all) in your country.

India is in process of launching its major policy for workforce preparation, placement and development of young people. A mission mode project by the name of "National Career Service (NCS)" has been sanctioned by the Government of India with outlay of Rs 150 crores. The project is set to be implemented soon. When implemented, the existing Employment Exchanges in the country will be repositioned as the hub for all career related services and focus on providing career counselling and vocational guidance activities which are the need of the day and are not being provided by any other agency, either governmental or private.

The country, in the beginning years of implementing the first Career policy, is yet to advance in defining the parameter of measurement and evaluation of success. Currently, no well-standardized and defined assessment parameters have been formulated.

How is the value of career guidance provision in supporting such policies measured?

So far, the parameters for measuring the successful implementation of the career guidance provision in the NCS have not been well-defined. The monitoring and evaluation of the scheme is proposed to be carried out on three major dimensions:

1. Dynamic MIS (Management Information System) reports

2. Impact evaluation and citizen feedback

3. Third party audits and concurrent evaluation.

2015 International Symposium Goal:

"...advance our understanding about the education, employment and career scenario in other developing nations and how these differ from developed countries..."

The project aims at proving youth with the right career choice and their association with the National Career Service will be life-long so that they actively contribute to a productive and efficient workforce. The NCS architecture is shown below:

The National Career Service Portal will connect the people seeking jobs with people/companies looking for employees to hire. It will act purely as an intermediary for persons with different needs to meet. The portal will aggregate all information pertaining to jobs, job seekers, training and the employers. It will seek to connect the two parties using SMS, call centers and electronic means of communication like emails. The portal can be accessed by employers from the public sector and private sector, along with intermediaries like recruitment agencies, skill development institutes and trainers.

http://currentaffairs.gktoday.in/government-launch-national-career-service-portal-10201415045.html

What are the challenges your country faces related to measuring Return on Investment (ROI)?

The country needs to first successfully implement its National Career Service Portal. The initial three parameters for measuring ROI on NCS are formulated and reported by the government. The exact protocol to measure ROI and beneficial effects it will endow to the youth of the nation needs to be designed by considering the multiple stakeholders involved in the scheme. An integrated process-based system is to be developed to understand its impact on individual development and economic growth of the country.

ENGAGING EMPLOYERS

Please describe the formal and informal roles and mechanisms that employers play/participate in to support workforce preparation, workforce placement, and development of young people in your country.

India's employers can be broadly divided into two categories:
1. The central and state governments of India are the biggest employers of the nation that own companies that are called as public service unions or PSUs. As these companies vary in terms of their business, financial strength and their impact on the growth of the nation, they are categorized as Maharatna, Navaratna and Miniratna. Among the three, the Maharatnas top the category among the PSUs. Presently, the seven Maharatnas are Bharat Heavy Electricals Limited, Coal India Limited, GAIL (India) Limited, Indian Oil Corporation Limited, NTPC Limited, Oil & Natural Gas Corporation Limited and Steel Authority of India Limited. Some of the mechanisms followed by the Indian Ratnas to develop and maintain the youth talent pipeline of the country are:
*   Hiring the best talent through a rigorous selection process.
*   Talent-based Head hunting in campuses of leading educational institutes
*   Training and development of human resources
*   In-house Management development programs
*   Grooming fresh talent
*   Adoption of measures pertaining to compensation and welfare of employees
*   Social security benefits to employee and dependents (example: A trust called 'Sahyog Trust' has been established by Maharatna, ONGC, which provides financial assistance to the secondary workforce during various contingencies.

2.   The second category of Indian employers belongs to the Private Sector. As per the Annual BT-People Strong Survey done in August 2014, India's topmost employer of Private Sector include Google, Accenture, TCS, Microsoft, IBM, Infosys, Reliance, Larsen & Toubro. Some examples of the protocols that these companies follow in supporting Indian workforce are:

*   Google in India is known as the best pay master and as an organization that has the finest working atmosphere. The selection process for the Google is quite tough and the head hunting is done for creative and innovative young minds.

*   Accenture keeps its workforce updated with consistent communication and known for better salaries in the market.

*   TCS, having an army of over 3 Lakh employees, is a known 'good' and a 'regular' company of India. Tata in India is a trusted brand name that is supposed to carry the core values for the benefit and well-being of its employees. Keeping employees productive and happy is a key objective of the company. TCS has the lowest attrition rate in the sector at 12.8 per cent and nearly 70 per cent of the Tata company's total cost is incurred on personnel.

India has a collectivist culture which values joint and extended family traditions. Besides a good pay package, communication, welfare policies, health benefits, values, trust and social security are the main motivation factors for workforce placement and development.

ENGAGING EMPLOYERS

What policies exist, if any, to support employer engagement? Please refer to occupational and labor market information, work experience, interventions in education and training institutions, and career guidance.

The young people, today, face many choices and opportunities and need to be effective career planners to maximize their individual growth and to contribute to the economic health of the nation. This has led to the growing importance of 'employer engagement' across the globe under which businesses and employers partner with schools and colleges to enhance the skills and improve the performance of the prospective workforce. Employers' engagement with the students makes them aware of the skills, abilities, knowledge required to perform a particular job role or position of a particular career opportunities. The knowledge gained on-the job is valued more than the theoretical concepts learnt in the classroom.

In India, the successful attempts have been made to bring the schools, universities, students and employers at one platform. To establish industry-specific relation with the employers, internship programs have been introduced at University's Undergraduate and Post-graduate levels in which students gain hands-on experience of the work. Placement drives and Talent search campaigns are launched in the academic institutes to identify the right talent for the right role of the organization. The industry-specific speakers, presenters, coaches, mentors and leaders are invited in school and colleges to guide students about the jobs and career paths. Site tours and industrial visits are organized to make students aware of the jobs available and working of the company.

Some of the academic institutes of India known for employer engagement are IITs, IIMs, BITs-Pilani and NIFTs. Companies like HLL, McKinsey, ITC, AT Kearney have been regulars at the IITs and the topmost B-schools to pick up the fresh talent.

What are the challenges your country faces related to Engaging Employers?

In India, the employers are engaged with the academic institutes in a very limited manner restricted to topmost engineering and top-notch B-schools mainly. The opportunities and benefits of employer engagement are leveraged by a few handful students who happen to enter these academic institutes by facing a tough challenge of entrance exams. Many students have to look for the internship and work-related opportunities of their own through government portals or private job consultants. Besides, a coordinating synergistic platform is lacking to match the academic knowledge acquired by a student in the academic institutes with the actual on-job skill to perform a work role. Enterprise education should be introduced for better engagement of employer.

INTEGRATED POLICIES: CREATING SYSTEMS THAT WORK

Continued...

What policies have been implemented in your country?

The two major policies implemented in India directly pertaining to career planning, development and advancement of its population are- National Skill Development Policy (NSDP), The Prime Ministers' Employment Generation Programme (PMEGP).

The NSDP was formulated to create an institutional base for skill development in India at the National Level. It is based on a three-tier institutional structure created by the Government of India in early 2008 which endeavor to bridge the social, regional, gender and economic divide in skilling and target for skilling 500 million people by 2020. One of the objectives of the policy is to develop a high-quality skilled workforce /entrepreneur relevant to current and emerging employment market needs.

The PMEGP, on the other hand, is one of the largest credit-linked subsidy schemes meant for providing finance towards the set-up costs of entrepreneurial ventures in the manufacturing and service sectors. The programme aims to create an environment in which youth can generate sustainable self-employment and entrepreneurship opportunities. It helps in giving youth training and incubation support to develop and execute their ideas and the credit to finance their ventures.

Major Challenges:

1. Equitable and Accessible Education system.
2. Employment and Skill Development System.
3. Promotion of Entrepreneurship.

Please describe how policies for workforce preparation (including entrepreneurship) and workforce placement are integrated or coordinated, if at all, in your country. Who and/or what is driving the integration or coordination? How are local communities and public service users involved, if at all, in those policies?

Though a considerable number of policies on skill and career development of youth are implemented through various Ministries of Indian Government, the major challenge lies with respect to the coordination of multiple stakeholders at various levels. In addition to central and state governments, civil society organizations, corporates and industry associations are also working to promote youth development through programs on education, skill development and career development. These Stakeholders work in a fragmented manner and often with little coordination and with no overarching objective or framework. There is a lack of concerted effort to identify the range of stakeholders working on youth's career development, analyze the impact of activities and determine how these stakeholders can be aligned and leveraged to more effectively support the career needs of the youth.

To what extent do these sectors coordinate such policy or program initiatives? To what extent do they include career guidance/advice/information provision? How useful and efficient are these to support the policy initiatives?

The country has taken just initial few steps in structuring and developing a comprehensive skill development plan for its prospective large pool of youth. The policies and the programs are designed, documented and implemented from national to local levels to benefit the country's youth. Besides government initiatives, non-government stakeholders are also involved in developing courses, curriculum, assessment, certification and placement of youth. What country needs is the successful integration and coordination of multiple stakeholders and systems so that an overarching framework can be developed in order to align the various patrons and to provide them with guidance on key issues.

ADDITIONAL INSIGHTS

Are there any other unique challenges within your country to which you would like to draw attention?

India has an enormous size of youth population that is hierarchically and segmentally divided into varied strata of socio-economic status, organized & unorganized sector, access to education, gender, socially privileged and disadvantaged groups, rural-urban division and geographical locations. The country is expected to become the third largest economy by 2030, contributing about 5.5%-6% to the world GDP, only after the United States, China and Japan. While most of these countries face the risk of an ageing workforce, India is expected to reap the "demographic dividend" as the population of India is expected to exceed 1.3 billion by 2020 with a median age of 28 which is considerably less than the expected median ages of China and Japan. Despite its projected benefits of demographic dividend, India has a serious shortage of skilled workers and large mismatches in the demand and supply of labor markets. There is a skill gap between what industries demand based on recent rapid economic growth and skills that young people acquire through vocational training. The country youths' access to formal education at all levels and vocational training at industry level continue to be limited. The enrollment rates at primary and secondary education levels have increased but dropout rates also remain high. The vocational education and training systems in the country have limited capacity to accommodate the school graduates, and have not been able to provide young people with the industry-based vocational skills. To achieve the vision of creating a productive youth workforce that can make a sustainable contribution to India's economic development, the GoI has designed various programs and policies that give access to the right set of tools and opportunities to youth to channelize their career path. The entrepreneurship is also encouraged amongst the youth and is supported through the process of idea generation, incubation and financing. Given the scale of challenges facing the youth and the wide range of stakeholders engaged in various capacities, it is important that creating systems should be adjunct with creation of supporting environment for action of those systems.

Are there any additional examples of successful programs or policies you would like to share? Please provide references or links to any key reports that have discussed career development in your country.

India is committed to give its youth a better future in terms of formal education, vocational education, specialized skills training and income-generation opportunities to build-up their career. For this, GoI has taken a two-pronged approach, enabling skill development and implementing direct employment programs for lower skilled individuals.

Example of outcomes of government approach can be seen through the efforts of 'The Ministry of Labour and Employment' that has set up a standard system of assessment and certification of vocational training and industries. The ministry is implementing the "National Career Service (NCS)" Project as a mission mode project to provide a variety of employment-related services like career counseling, vocational guidance, information on skill development courses, apprenticeship, internship etc. With the increased focus of government on career counseling, the ministry proposes to create Model Career Centers which will become the hub of Career Counseling in their area. In the NCS project, it is proposed to establish 100 Model Career Centers to provide a variety of employment-related services. Reference: October, 2014: Ministry of Labor and Employment, Government of India (Pt. Deendayal Upadhyay Shramev Jayate Karyakram). Similarly, The Ministry of Rural Development of GoI also runs a scheme called 'Himayat' under which 3 months' skill training is imparted to the youth in Jammu & Kashmir in sectors where there is higher employer demand, followed by job placement and post-placement support. (Reference: *http://himayat.in/index.php?r=himayatOverview/overview*)

What is the extent and nature of government funding to support these developments? From which sources and for what purposes (distinguishing system development, system maintenance, and service delivery)? Where possible, please quantify the government funding provided.

The Government of India currently invests more than Rs. 90,000 Crores per annum on youth development programs or approximately Rs. 2710 per young individual per year through youth-targeted (higher education, skill development etc.) and non-targeted (food subsidies, employment etc.) programs. In addition, the State Governments and a number of other stakeholders are also working to support youth development and to enable productive youth participation.

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