

Achieving 'Knowledge Based Society' In Kandi Zones of Punjab through Skill Development Education

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ABSTRACT

This study is focusing Hoshiarpur in Punjab. Hoshiarpur is sub hilly and this region is generally called Kandi territory or semi-sloping region. This study is directed to discover the adequacy of advertising systems for expertise training in sub-mountain zones of Punjab. Improved advertising systems can cope up with the difficulties. Customary Marketing, print ads, for example, bulletins, boards, flyers and paper print advertisements and advanced marketing techniques can help in advancement of the significance of ability improvement training in rustic zones.

I INTRODUCTION

Skill development education is the leading necessity of modern society. It can change human beings to human resources, so we need to frame marketing strategies for the promotion of the same. Along with higher education, Skill Development Education (SDE) is equally important for the future generation. Most of the Skill Development training organizations in rural areas need quality.

Kandi region is full of seasonal streams. It falls into two equivalent segments of hills and plain nation. For Development of Kandi Zones, Skill Development Education (SDE) can be a crucial input. Sub-Mountain (Kandi), zones of Punjab have been trying particularly hard to achieve its Skill Development and educational objectives to attain the growth and overall development. While developing marketing strategies, it would be found that youth of Kandi regions must be considered for SDE. Skill Development Institutions essentially center on the youth can go for native advertising medium, video/visuals advertisements, social media, email and marketing automations; so that individuals and society can get the advantage.

II OBJECTIVES OF THE STUDY

Through this study an attempt is made to highlight the status of skill development in semi uneven sub-mountain areas as well as what challenges have been faced by the skill developmental institutions in Kandi areas. The objective youth are in the age gathering of 18 to 25 years and have a place with Agriculture families having a landholding of 3 to 5 section of land. Larger part of the guardians are uneducated however optimistic for their child training. They are

prepared to put resources into instruction for their youngsters; however they have no essential comprehension of the courses being offered by the Institutes. The study is conducted to the following objectives:

- (a) To determine the status of SDE in Kandi.
- (b) To know the problems of SDE in Kandi.
- (c) To find out best possible remedies to cope out those problems through marketing.

III METHODOLOGY ADOPTED

This research is based on survey that gathers data from members of the selected population with the aid of open and close ended questionnaire containing statements and interview from more than 300 respondents. The data has been gathered using both by primary data collection methods as well as secondary sources. The data generated using the questionnaire is analyzed and inference made out of the data could be used by the decision makers.

IV RESULT ANALYSIS

The fresh data collected through questionnaire is classified & tabulated into useful information by organizing and compiling the bits of data contained in each questionnaire i.e., responses from respondents and the observations are converted into easily understandable and orderly statistics, which are then used to organize and analyze the data. Basic analysis of the data involves testing of hypothesis. Further chi-square test is used as inferential statistics. The observation and responses are converted in to understandable and orderly statistics and further used to organize and analyze the data.

Chi – Square Test

Profile	Variable	Observed Values	Expected Value	Chi-Square	χ^2 Sum	Degree of Freedom (df)	Level of Significance (α)	Table Value	$\chi^2 >$ Table value	Hypothesis
Age	< 35	6	25	14.44	44.24	3	0.05	7.815	44.24 > 7.815	H1 : Satisfied
	35 - 45	43	25	12.96						
	45 - 55	40	25	9.00						
	> 55	11	25	7.84						
Teaching Staff and Facilities in Institute	Very Good	55	25	36.00	67.76	3	0.05	7.815	67.76 > 7.815	H1 : Satisfied
	Sufficient	33	25	2.56						
	Not Sufficient	8	25	11.56						
	Very Poor	4	25	17.64						
Motivation of Parent's through Marketing	Highly Agree	47	20	36.45	63.50	4	0.05	9.488	63.5 > 9.488	H1 : Satisfied
	Agree	28	20	3.20						
	Neutral	15	20	1.25						
	Highly Disagree	6	20	9.80						
	Disagree	4	20	12.80						
Promotional Strategies	Social Media	42	25	11.56	35.76	3	0.05	7.815	35.76 > 7.815	H1 : Satisfied
	Newspaper Advt.	37	25	5.76						
	Hoardings	15	25	4.00						
	Pamphlets	6	25	14.44						

V RECOMMENDATIONS

To create a new generation of professionals; Urgent action is needed to upgrade local regional Universities, fund educational institutes, start research centers, and design affordable skill programs in skill development institutes providing excellence in teaching for youth. Effective marketing is essential to increase parents' knowledge and awareness about the significance of SDE & future opportunities. Advertisements of Skill Development training institutes motivate parents to send youngsters for training. Recommendations to overcome existing problems in SDE in Kandi and rural areas of Punjab are:

- The defective curriculum, in our higher education system does not provide practical knowledge.
- For technical courses, distance education should be avoided.
- Colleges and Universities in rural areas of Punjab don't have adequate ICT facilities. It is the duty of NSDC to provide value education.
- Private institutions are mostly commercial and are profit oriented. So the government institutions need to be opened.

- The best marketing strategies can show signs of improvements.
- Conducive research environment should be created.
- Employability has to be ensured.
- Highly qualified faculty and improved technology for delivery of education should be ensured.
- International equivalency of certification should be ensured.
- NSDC, PMKVY & PSDM may shoulder greater responsibilities to ensure quality education.
- Political interference should be aborted.
- Scholarship schemes for economically poor students of any category should be introduced.

VI CONCLUSION

For improvement of Kandi Zone of Punjab, SDE can play a crucial importance in relation to the development. Most of youth is educated but lack of skills and technical knowledge is found. Youth of Kandi zone is facing serious unemployment problem. This can be overcome by making perfect marketing strategies regarding quality SDE for the youth of these deprived areas. There has been growth in the number of educational institutes, but the gap in rural-urban disparities, regional disparities, inadequate

infrastructure etc. seem to be widening. Thus a number of problems are inflicting our system of education in this area. Resolving these issues is a Herculean but not an impossible task.

Even a large portion of youth are being instructed, yet it is investigated that absence of natural ability to do something and specialized information in the present situation is missing. This can be overcome by:

- (a) Providing quality Skill Development training to the young people of these denied zones by creating establishments and these organizations ought to have good promotional schemes.
- (b) National Skill Development Corporation (NSDC) needs to take more effective activities in semi-sloping territories of Punjab.
- (c) Marketing techniques increase proficiency rate. The advertising for instruction can show signs of improvement. Decadal changes have been found in proficiency rate because of showcasing stunts. Presently we have increasingly computerized advertising approach to evacuate absence of education.
- (d) On the planet, India has one of the most youthful populace profiles with more than three-fourth of its populace underneath the age of 35 years. It is an expect to prepare individuals living in sub-mountain territories of Punjab, various aptitudes by 2022 in India and is likewise ready to make new chances, space and extent of the abilities of Indian Youth for self improvement.