

**Employability Survey Report
Bundelkhand Region of Uttar Pradesh**



**By
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Noida**

(2012)

This study has been conducted by Indian Institute of Natural Resources Management (IINREM) in a very short span of time on a small sample of target group rather than the entire target group itself as covering the entire target group would not have been viable considering the time and resources required. The analysis and outcome of the study therefore may or may not reflect the perspective of the entire audience as a whole.

There may be a bias in the response of the respondents, as they may not give adequate responses to questions, as they may not be willing to reveal certain information thereby hindering the data collection process. In the unorganized and small setups, labour laws are not well in practice, so the respondents from these sections might have not shared the exact details. Secondary data of all areas are not available for study.

Executive Summary

The Swarnjayanti Gram Swarojgar Yojana- Special Project (SGSY-SP) under the Ministry of Rural Development(MoRD) Govt. of India aims to provide employment linked, market –oriented training to rural BPL youth in the age group of 18-35 all across the country. The scheme is instrumental in equip the youth in marketable skill and mainstreaming opportunities in the booming sectors of the country, in return which caters the demand of the industries. , Government of India through Placement linked skill development projects under SGSY-SP is aiming to provide skill training related to wage employment in the organized sector.

As this project is designed to equip the unemployed rural youth from the BPL households with marketable skills, which would enable them to secure placement in the industry so, this quick study was conducted to gauge the various dimensions that are needed to be addressed for attaining the output. Some of these broad dimensions are as follows:

- ✓ Requirements of the industry in terms of human capital.
- ✓ Gaps in the current demand- supply.
- ✓ Identification of trades in which trainings needs to be imparted to the rural BPL youth.
- ✓ Plan for deployment of resources; both capital and personnel for the smooth execution of the project.

Our objective is to study the wage employment opportunities for rural BPL youth and women in Bundelkhand region of Uttar Pradesh covering Banda and Jhansi districts. The study attempted to identify and analyze various options in each area of employment and estimate the number of jobs available in each option according to the skills required for each job opportunity. This enumeration of

opportunities is done by market scanning in the districts.

Besides the employment opportunity mapping, the study has focused on the socio economic and demographic status of its people to develop a better understanding of their employability. Emphasis has been laid on understanding the requirements and status of the special groups such as SCs, STs, Minorities, women and physically challenged groups who need to be specially addressed through the SGSY-SP programme.

This study was done in exploratory mode by a dedicated team of professionals from IINREM which made sincere efforts to reach each and every stakeholder of the whole chain whether it's the youth, community elders on one hand and employers on the other hand, in order to frame a clear picture of the present scenario and what is needed to be done to achieve the pre determined output of linking the BPL youth with wage employment through skill training programmes.

Thus a thorough market scan has been conducted in industries & communities to find out the requirement of the people in various job profiles as well as to find out what are the interests of the unemployed people so that demand matches supply and thus the objective of providing employability is fulfilled.

Scope of Study

The report deals with skilled manpower Market Potential Study (LMPS) in Jhansi. We have undertaken a market scan in the form of survey to find out the employability status in various sectors. This report deals with the employability issue of the school dropouts and women. Our target segment mainly have been the youth in the age group between 18 and 30. Though our organization IINREM works for women and unprivileged youths who are unemployed but the surveyors were given a wide scope to explore and do the market survey. Our survey was not only related to the school dropouts rather we also focused on people who are unemployed despite of being a graduate or doing a diploma course from an ITI.

Our market scan or survey consisted of three major parts.

- Skilled manpower market scan in the industries
- Community profiling
- Market scan in educational institutes

In Skilled manpower market scan we visited various corporate in various sectors including service sectors like hotels and hospitality, corporate offices, hospitals, industrial sites, retail, automobile service stations, manufacturing sectors .We collected information from these sectors about their current workforce and the entry profiles they provide. At the same time we explained them IINREM's course modules and told them that how IINREM can help provide them with trained workforce which

can help the employer company to function smoothly. We first looked into their entry level positions and then matched it with the current courses being carried out in IINREM's SDI programmes. Thus we matched the requirements and gave IINREM the estimate of the people in various entry level profiles which the various industries would be requiring in the near future so that IINREM can train and place them accordingly. We got the validation of the rough estimate of the required future workforce in the form of letter of interest with the signature of the concerned company head. Thus in this report we have furnished the details of all those companies/ institutions who have agreed to be business mentors and help IINREM in their objective of providing unemployment to the unprivileged youth.

Secondly we concentrated on community profiling where we visited various communities in the remote areas .We interacted with various individuals as well as with the community leaders and found out about the educational background of the youth in that area and whether if offered a course, will they be interested to associate with IINREM and take up the course and thus get employed after the completion of the course. Apart from this we also tried to find out their special interests so that we can motivate them to go ahead with it and be a part of IINREM.

Thirdly we focused on the educational institutes so that a rough idea can be framed as to what courses are being taught to the students there and what kind of vocational trainings are given in the institutes which will act as an useful insight for IINREM to devise better courses for the unemployed youth.

Thus after completing the survey of the above sectors we did a detailed analysis and therefore suggested the recommendations to Ajmal Foundation and provided them with an idea as to which are the areas they should concentrate on and how many people they should train in various areas so that they can meet the requirements of the various sectors.

Objective of the study

The main objectives of this survey were:

- To find out the requirements of people in entry level job profiles in various industries and corporate through a thorough market scan and assess the demand.
- To focus on community profiling by visiting various communities and finding out the educational background of the youth, finding out their interests in various fields and thus assessing the supply.
- Also our aim is to find out other vocational institutes like IINREM which offer vocational courses so that we can compare them with the modules that IINREM is providing and enhance them if required.

- Giving the information to IINREM who in turn will analyze the data and will thus provide the requisite training to the individuals and place them accordingly so that the demand matches the supply.
- Find out the scope for E learning and on-site as well as off –site opportunities.
- Building corporate relationships and focusing on business mentoring by inviting the corporate and other important individuals having experience in various fields to come forward and give guest lectures at the programs and seminars conducted by IINREM in various areas so that IINREM can get a better picture and assistance about achieving their employability mission.
- Study the current demand in various industries in the form of opportunities through interaction with the educational institutes, community leaders and industry experts.

Here the main focus should be on fulfilling the needs of the industries as well as providing the right job at the right place at the right time to the individuals depending on their interests so that they enjoy their work and are motivated to work better.

We even got the estimate of the people which the industry will require in future through a letter of interest along with their signature. Since there is no scope for employment in industries or in services required at home so focus has been laid on community profiling.

Methodology Adopted

The methodology adopted here has been both primary and secondary. Firstly we were provided with questionnaires from IINREM for industries, community profiling & educational institutes using which we conducted the market scan.(collecting secondary data about region)

A sample size of 30 has been considered for community profiling. Apart from this the sample size of industries & educational institutes is 10.

We have used secondary data on collecting information about IINREM from journals, magazines and the brochures of IINREM as provided to us from the company. Apart from this we have used the mode: personal interview for collecting information from various community leaders and individuals in communities.

- Literature Survey: Journal Articles, Newspaper Clippings, Open Source government and NGO documents/ reports etc.
- Primary data collected from random sample survey using two sets of structured questionnaires.
- Interviews with academicians, Community leaders, police officers, media personnel, NGO activists, retired and serving government officials

Research methodology included ways and methods of data collection, and analysis then after. The design of this research was exploratory in nature. Under Exploratory Research, we try to explore the possible ways or solutions to research problems. Our study is thus problem solving in nature as it focuses on mapping the livelihoods so as to plan the most effective training courses.

In this research, both primary and secondary data have been appropriately used.

Primary data was collected by conducting in-depth interviews with stakeholders, and conducting Focused group discussions (FGD) with Panchayat heads, and villagers of the covered districts in Bundelkhand region of Uttar Pradesh. Heads of industrial organizations, and significant players of the service sector were also contacted and their views were taken into consideration. These interviews gave us an insight into the existing conditions and the future prospects of both districts

Secondary data was collected from the Census figures, relevant internet sites and published documents. Special care has been taken to incorporate the 2011 Census data wherever available.

Survey Coverage

State	District	Blocks/Villages
Uttar Pradesh	Jhansi	Moth

People Interacted	<ul style="list-style-type: none"> ➤ School and college going students, ➤ Parents, ➤ NREGA workers, ➤ Drop out students, ➤ Unmarried girls and married women, ➤ Women heading the family, ➤ Teachers and Private Tutors, V ➤ Village head, ➤ BDO, DRDA officials and other govt. functionaries. ➤ Widows and Divorcee
Places Visited	<ul style="list-style-type: none"> ➤ BDO office, ➤ DRDA office ➤ Panchayat office

	<ul style="list-style-type: none"> ➤ schools and colleges ➤ ITI, ITCs and other vocational training institutes. Industries, ➤ NREGA work sites ➤ Village clubs.
Number of families covered, Number of beneficiaries/students interacted?	<ul style="list-style-type: none"> ➤ 100 Families (Approx.) ➤ 200 Students
livelihood of the block/district covered	<ul style="list-style-type: none"> ➤ Agriculture (Farming of Rice.) ➤ Daily wage labour ➤ Small Industries workers ➤ Other Shops & Automobiles Centers ➤ Vey few govt. employee
literacy, education and availability of infrastructure in the area	<ul style="list-style-type: none"> ➤ Medium literacy rate ➤ Low education ➤ Infrastructure for primary and secondary education is average ➤ Availability of vocational and skill training facility is low ➤ Transportation and communication facility is found to be reasonably good,

JHANSI

Geography

Jhansi District is one of the districts of Uttar Pradesh state in northern India. The town of Jhansi is the district headquarters. The district is bordered on the north by Jalaun District, to the east by Hamirpur and Mahoba districts, to the south by Tikamgarh District of Madhya Pradesh state, to the southwest by Lalitpur District, and on the east by the Datia and Bhind districts of Madhya Pradesh. Population OF Jhansi is 1,746,715 (2001 census). Several railway lines serve the district. South of Jhansi District lies the hill country of Bundelkhand, which slopes down from the Vindhya Range. The district consists of the level plain of Bundelkhand, distinguished for its deep black soil, known as mar, and admirably adapted for the cultivation of cotton. The district is intersected or bounded by three principal rivers,

the Pahuj, Betwa and Dhasan. The main city in Jhansi district is Jhansi. Other towns are Mauranipur, Garautha, Moth, Babina, Chirgaon, Samthar Gursarai Erich, etc.

Demographics

According to the 2011 census Jhansi district has a population of 2,000,755. This gives it a ranking of 231st in India (out of a total of 640). The district has a population density of 398 inhabitants per square kilometer (1,030 /sq mi). Its population growth rate over the decade 2001-2011 was 14.66%. Jhansi has a sex ratio of 885 females for every 1000 males and a literacy rate of 76.37%.

Economy

Jhansi is one of the most developing district of Bundelkhand region of Uttar Pradesh. There are more than 6000 medium industrial units. Some of the large public units include Bharat Heavy Electricals Limited, Bharat Petroleum Corporation, Baidyanath Ayurvedic (P) Limited, Diamond Cement Limited, Parichha Thermal Power Project, etc.

Community Profiling

Communities Covered

In Jhansi we have covered 4 different communities and have interacted with the community leader to take an overview about the educational background of the people living there, their mode of livelihood, the ratio of literates to illiterates and their average salary. After getting the relevant information regarding the above we also explained him about IINREM, its purpose and the various intervention so that the community leader can have a fair idea about placement linked Skill development project and can explain it to the other individuals in the community and thus motivate the unemployed ones to join the courses of their interest and thus get placed accordingly.

We did our community profiling and covered the following areas in Jhansi:

- ***Village Amrokh***
- ***Village Chandora***
- ***Village Lohagarh***
- ***Village Chaapar***

Criteria for selection of communities

Our basic aim of community profiling was to visit the unprivileged youth who are school drop outs or are sitting back at home even after being a graduate or after pursuing a course from ITI and convey to them the purpose of IINREM and to boost their confidence and encourage them to get associated with IINREM and pursue courses of their own choice so that they can be placed accordingly after the training is completed. Thus we selected the above 4 areas because these were suitable for community profiling and thus provided us with all the information which we needed for this purpose.

Main Reasons behind choosing these communities:

- Most of the youth out here were either school drop-outs sitting back at home or were working as skilled manpower after completing 10th standard since they had to support their family.
- Besides this their average salary was also just around 4000 or less.
- The literacy rate was low so it was a good scope for us working on behalf of IINREM to provide more knowledge to these youth through our courses and thus place them.
- Moreover no Corporate NGO has supported these areas before thus these were the untapped area and we thought that it would be a good opportunity for us working on behalf of IINREM to make the youth understand the importance of undergoing training under IINREM, get placed and thus support their family.

For Each Community we have focused on the following categories

Table 12

Information Categories	Village Amrokh	Village Chandora	Village Lohagarh	Village Chaapar
Profile of People Met	The youth as well as the middle aged people of the community and the sarpanch.	Sarpanch as well as the youth of the community.	Mainly Youth, community leader	Sarpanch, the youth and their parents.
Number of People Met	10	10	10	10
Mode of Contact	Personal Interview through community profiling questionnaire	Personal Interview through community profiling questionnaire	Personal Interview through community profiling questionnaire	Personal Interview through community profiling questionnaire
Demographics of the community	Total population-4123. 914 below poverty line. Approx 1500 people are in the age group of 18-30 years.	Total population-912.. 108 are below poverty line. Approx 300 are in the age group of 18-30 years.	Total population 7000. 40 below poverty line. Approx. 2500 people are in the age group of 18-30 years.	Total population-2037. 272 are below poverty line. Approx 1000 are in the age group of 18-30 years. 30% between the age of 18-30 are employed.
Educational patterns	Literacy rate is 40% Mostly people have passed their secondary education, rest are graduates.	Literacy rate is 50%. Mostly people 10 th Pass.	Literacy rate is 55%. Mostly people have passed metric & intermediate. Very few are graduates.	40% of the youth have passed metric, 30% have passed intermediate and 10% are graduates.
Livelihood Patterns	Generally unemployed, some are working as semi skilled laborers.	Generally into farming and some are temporary employees.	Generally unemployed, some are working as semi skilled laborers.	Generally into farming and some are temporary employees.
Existing Organizations and Schemes	Nil	Nil	Nil	Nil

Youth Aspirations	Getting employment with a pay scale of round 3000-4000.	Getting employment with a pay scale of round 3000-4000	Getting employment with a pay scale of round 3000-4000	Getting employment with a pay scale of round 3000-4000
Interested exhibited in type of course	Computer courses, English speaking, Technical, Medical courses, Job in Malls and Hotels.	Computer courses, Technical Course and teaching courses.	Computer courses, English speaking, Technical, Medical courses, Job in Malls and Hotels	English Speaking courses, Technical Courses, Computer Courses.
Any other details as see fit	Less jobs locally. Wages are low. Ready to relocate if wages are good.	No special measures have been taken to help the people here so this area requires special attention.	Youth keen to pursue skill training for employment.	Want jobs locally..

Profiling of Educational Institutes

We covered around 5 vocational institutes in Jhansi city. The main purpose of carrying out profiling of educational institutes was to find out their course curriculum and training pattern so that IINREM can improvise on their existing curriculum and training. Also we needed to identify if these educational institutions would be interested in collaborating with IINREM in providing training to the underprivileged.

Criteria for selection of Educational institutes:

The criteria for selecting these institutes were that we were looking for vocational institutes which provide similar training as provided by IINREM.

Following are the details of the few institutes in Jhansi

Magpie Tech Computer Education, Jhansi

Tel: 0510-2452653, 6531287

Don Bosco Vocational Training Centre

Near Nirmala Convent, Isaitola, Idgah Road, Garia Phatak, Jhansi-284 003,

Tel : 7376992376 / 9452491253,

e-mail : manivellaringatt@gmail.com, jamespc05@rediffmail.com

Seerat Educational Society

209 Near ITI Opp. Railway Crossing, Naya Gaon, Jhansi

Era Computer Education,

48, Chambers Nr SBI, Elite, Jhansi

Overall observation from the profiling**From point of view of industries**

Some of the companies have their own training program in place with dedicated teams directed and controlled by the corporate office of the particular branch which is in charge of imparting all the necessary skills like product knowledge, customer handling etc required for the employee to perform his job. If there has to be any collaboration with such industries with regards to providing training to their existing employees the corporate offices of the branches or companies have to be contacted. The chances are very less that they would agree to our proposal as they have already invested in the building up of their own dedicated team of trainers.

Other companies were small and they provided on the job training to their workers; which was done by the supervisors who had experience in working in the company for many years. As such they were not ready to invest any further or pay any premium for the training. This was especially the case in the entire manufacturing sector where training could only be provided on the machines of the factory and that too while working which makes the implementation of onsite or offsite quite difficult.

In other sector like health care the employees were already expected to have some kind of professional training. The focus of the companies was on practical training rather than theoretical training and most of the companies had some arrangement or other to impart practical training to their employees. In fact some companies kept employees on off role basis and recruited them only after they were found to be satisfactory after undergoing the training.

From the viewpoint of educational institutes:

In case of providing on site and off site program to the educational institutes and training centers, we tried to visit as many different types of training centers as we could like Computer Training Centres, Garment Making, Hospitality & Retail, Healthcare, Accountancy, etc. What we noted was that no matter what approach we took none of them was ready to agree that the students were having problems finding placements. Some of them went on to say that they had 100 % placement while some said that they did not offer any placement assistance but all their students were able to find self employment. They gave us the list of courses that were in demand at present and many of them agreed to help IINREM in designing its course module and training. We did get an important input from visiting the various institutes that self employment was a very important aspect that IINREM should look into and had the prospect of increasing the employment rate amongst the underprivileged.

Recommendations

After a thorough market scan in Jhansi, following are the observations which we would like to recommend to the Placement Linked Skill Training Programme of IINREM in Jhansi so that it can function better and carry out the employability objective of IINREM in an effective way.

- Though they are distributing pamphlets specifying the course, it is important that they mention the sub-divisions of the courses or what exactly they will teach the individuals during the specified span of time. With the better insight into each course it will become much easier for the individuals to decide that

which course they want to pursue and what the specific area they want to specialize in is.

- Currently courses for 3 months are being offered but after doing the community profiling we analyzed that the individuals here want to specialize in various areas rather than getting trained in various courses. Thus the span of courses should be increased from 3 months to at least 6 months so that the individuals get adept in the particular field and is able of working in a good organization.
- An exemption should be granted for people initially for these courses and provision should be kept so that they can pay the fees in installments because as stated above their average earning is very less so it would be very difficult for them to pay a lumpsum amount initially at the starting of the course.
- Apart from this since these areas are untapped as no NGO has ever conducted any programmes here so IINREM can carry out extensive road shows in the communities and make people understand the importance of IINREM's purpose.
- The IINREM centre should teach the students the importance of being punctual and having a positive attitude towards work along with the practical training about the specific courses. If the student is placed in a good organization, he/she should work diligently without fail because if the individuals show lack of commitment towards their work then the corporate relation with IINREM will be jeopardized and at the same time the goodwill of IINREM will be hampered.
- It is very important to maintain a good networking channel among the existing IINREM Skill Centres so that if in any particular area the IINREM Skill centre is having difficulty in placing its students then the other IINREM Skill Centres working in other areas can help them out with the placements. In that case the

students may have to migrate to better areas where they will have better opportunities of employability.

- IINREM Skill Centres should also focus on self employment because while conducting the community profiling survey we came across many individuals who wanted to open small shops of their own or become entrepreneurs in their own fields of interest, thus by providing the theoretical as well as the practical training, IINREM Skill Centres can make them well equipped and can help them to be self employed.

MARKET SCAN

There are many small and medium scale and a few large scale industries in Jhansi. While doing our survey we found out that the new industries are not coming up and development is restricted to nearby Kanpur city only. The requirement of manpower in the entry level segment is low in the coming five years. There is little effort from the Govt. with respect to industrial development in this region. The industries are mostly dependent on natural resources and rather harming the environment. The jobs are available in nearby cities like Kanpur, Allahabad and Lucknow.

ANALYSIS AND RECOMMENDATIONS

Sectors Covered

The main sectors that were identified and covered during the market scan are:

Hospitality

The KSA (Knowledge, Skills and Ability) table for the hospitality sector is given below:

Profiles	Qualification	Knowledge and Skills required	Attitude
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F &B Manager	Hotel Management Graduate, Work Experience	Management skills, Proficiency in English and Local language, People skills, Analytical and logical skills	Punctual, high degree of patience, ability to work under stress
Housekeeping Staff	10th Pass	People skills	Punctual, high degree of patience, ability to work under stress
Travel Desk management	10-12th Pass/ BHM	Proficiency in English and local language, knowledge about the local geographical area, People skills	Punctual, Active
Front office management / Team Member	12th Pass/ Graduate	Proficiency in English and local language, Presentation skills, People skills, Analytical and logical skills	Punctual, honest, Smartness, Appearance, Active

Table 1

Retail

The KSA table for the retail sector is given below:

Profiles	Qualification	Knowledge and Skills required	Attitude
Marketing & Sales	10 th /12 th /graduate	People skills, communication skills, Time Management, Proficiency in English and local language.	Punctual, high degree of patience, ability to work under stress

Over the counter sales	Graduate	People skills, communication skills, management skills	Punctual, Smartness, Patience
Front Office Management	Graduate	Basic computer knowledge(data entry), People skills, communication skills, Time Management, Proficiency in English and local language.	Active, Punctual, high degree of patience
Billing Assistants	12 th / graduate	Basic computer knowledge (data entry)	Ability to handle stress, Punctual

Table 2

Health Care

The KSA table for the healthcare sector is given below:

Profiles	Qualification	Knowledge and Skills required	Attitude
Nurses	BSc/Diploma in Nursing, work experience	People skills, Nursing skills	Punctual, patience, willingness to work at flexible hours
Diagnostic Assistants	Diploma, Work experience	People skills, medical skills	Punctual, patience
Clinical Medical Assistants	Diploma	Medical skills, Analytical and logical skills	Punctual, Active, willingness to work at flexible hrs
Bedside Assistant/ Ward Boy	10 th Pass	Medical skills, Dental knowledge	Punctual, Active, patience
Medical Record technicians	Diploma, 12 th in Science stream	People skills, Medical skills,	Ability to handle stress, Punctual

Table 3

Pharmaceutical

The KSA for this sector is given below:

Profiles	Qualification	Knowledge and Skills required	Attitude
Salesperson	12 th / Graduate	Written & Oral Communication Skills, Domain Knowledge, People skills	Punctual, high degree of patience, ability to work under stress
Pharmacists, Chemists	B,Pharma(graduate)/D.Pharma(diploma)	Domain Knowledge, presentation skills	Punctual, honest
Medical representative	12 th , Graduate	Written & Oral Communication Skills, Domain Knowledge	Punctual, high degree of patience,

Table 4

Livelihood Table

Industry	Employability Opportunity	Monthly Salary (In Rs.)
HOTEL		
	Housekeeping Staff	2000 - 3000
	Stewards	2000 - 3000
	Front Desk	4000 - 5000
	Electrician	2000 - 3000
	Azmaltains	3000 - 4000
	Bellboys	1000 - 2000
	Waiters	2000 - 3000

	Drivers	2000 - 3000
HOSPITAL		
	Nursing Staff	3000 - 5000
	Housekeeping Staff	2000 - 3000
	Attendants	2000 - 3000
	Store Keepers	2500 - 3500
	Ward Boys	2000 - 3000
	OT Technician	3000-4000
	Radiology Technician	3000-5000
	Receptionist	3000-5000
	Medical Record Technician	4000-6000
RETAIL		
	Sales Person	2000 - 4000
	Housekeepers	2000 - 3000
	Security Guards	2000 - 3000
	Floor Managers	3000 - 4000
	Cashiers	3000- 5000
PHARMACEUTICALS		
	Salesperson	2000-4000
	Pharmacists	3000 - 4000
	Medical representative	3000 - 4000
	Chemists	3000 - 4000

Various Mentors and areas of interest

We tried our best in to make business mentors in Jhansi but the members of all the three segments, corporate, community individuals and educational institutes said that they want to visit the employability training centre first, get well acquainted with the training modules themselves and then decide whether they want to be business mentors.

We got the Letter of Interest from various corporate in almost all the sectors. All the following corporate would like associate themselves with IINREM.

Table

Sl. No	Name of the Company/Sector	Potential Profiles	Salary	Opportunities
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Industrial Sector				
1.	Jhansi Orthopedic Hospital	Ward Boys/ Nurses	Above 4000	5-10
2.	Nirmal Hospital	Ward Boys	Above 4000	10
3.	Hotel Yatrik	Hospitality Assistants	Above 4000	4
4.	Hotel Sita	Hospitality Assistants	4000-5000	6s

- Awareness among the youths and the villagers in respect to the scopes and opportunities available to them will be increased.
- Skill training to boys and girls will fetch a job in the market and they can support their family income. This in turn can bring a substantial change in the psychology of the parents and they will not discourage their girl child for education and will not prohibit them to go out of the village for job.
- Students having sound English speaking ability can fetch a better job in BPO and Hospitality industry which will provide them with steady and continuous growth in terms of career.
- More number of technical and vocational training institutes will come up by seeing the interest of the area for training and education. Followed to this industries may also come for establishment by looking at the existing pool of skilled manpower.

Finalization of trades by mapping of employment potential

In line with survey IINREM has finalized the following trades for implementation of Placement Linked Skill Development Programme

- Hospitality
- Facility Management
- Healthcare
- Retail sale &
- Tourism

Community profiling Questionnaire

Question asked during the visit to the stakeholders:

- ✓ Head of the family
- ✓ Earning member of the family
- ✓ Approximately monthly income of the family
- ✓ Livelihood options of the family
- ✓ Occupation of Family
- ✓ Number of Family members
- ✓ Qualifications of members
- ✓ Interest for training and education amongst youth
- ✓ Awareness about Placement Linked Skill Development Programmes. Or any other govt. schemes for job oriented courses.
- ✓ Students and their parents interest in which kind of job or what kind of training..like, computer, or technical like, welding, electrician etc. or whether they prefer doing job in hotel industry ?
- ✓ Have the beneficiaries ever stayed out from their village in other town and cities.
- ✓ If they are going first time to outside of their village, will they be able to adjust and what kind of apprehension they harbour in mind?
- ✓ If they will be provided training, what kind of training they would be preferring residential or non residential.
- ✓ Are the parents of girls allow their girl child to go for residential training and followed by a job out side their village. .

- ✓ Willingness for to migrate for a job
- ✓ Interest for Job
- ✓ Monthly Income of family
- ✓ Whether availing any training?
- ✓ Whether parents are willing allow the Son/Daughter for job
- ✓ From how many years they are residing there
- ✓ Are you aware of your nearby Industries/Factories

QUESTIONNAIRE

INDIAN INSTITUTE OF NATURAL RESOURCES MANAGEMENT EMPLOYABILITY ASSESSMENT

SARPANCH INTERVIEW SCHEDULE

We are from Indian Institute of Natural Resources Management (IINREM) based in Delhi. IINREM is starting a project titled Aajeevika: Placement Linked Skill Development Programme for rural BPL youth to understand the issues of unemployment and do relevant interventions for BPL rural youth in Bundelkhand region of Uttar Pradesh. We are conducting a Employability Assessment of the situations of employment and skill development in Banda, Hamirpur, Jhansi and Jalaun districts of Uttar Pradesh for possible interventions. It will take around 45 minutes to complete the interview. We thank you for taking time out of your busy schedule to respond to our queries.

Before we proceed, can we please introduce ourselves? I will start from myself, my name isand I come from Delhi. Can you please introduce yourself?

1. Name Of the Sarpanch:
2. Village:
3. Address:
4. No. of Localities & their Names:
5. Total Population :
6. Age wise breakup:

	Below 18	18-30	30- 60	60+
%				

7. Total No. of families:
8. Total working population vs. non working population:
9. Classification of Working Population:

	Temporary	Permanent	Agriculture	Others
No. of persons				

10. Total working population vs. non working population in 18 – 30 years category:

11. Income Levels of Working Population 18 – 30:

	0-3000	3000-6000	6000 - 10000	10000 +
Skilled manpower / unskilled				
Semi skilled				
Agriculture				
Others				

12. Total Population below poverty line:

13. Literacy level of youths in 18 – 30 years:

14. Caste classification:

	SC	ST	BC / OBC	GEN
%				

15. Avg. Salary Expectations of 18 – 30 years age category:

	Unemployed	Employed
%		

16. Job Expectations of 18 – 30 years age category:

17. Health & Sanitation:

18. Main Problems in Village:

19. Interested in INREM courses:

INDIAN INSTITUTE OF NATURAL RESOURCES MANAGEMENT
EMPLOYABILITY ASSESSMENT

INDIVIDUAL
INTERVIEW SCHEDULE

We are from Indian Institute of Natural Resources Management (IINREM) based in Delhi. IINREM is starting a project titled Aajeevika: Placement Linked Skill Development Programme for rural BPL youth to understand the issues of unemployment and do relevant interventions for BPL rural youth in Bundelkhand region of Uttar Pradesh. We are conducting a Employability Assessment of the situations of employment and skill development in Banda, Hamirpur, Jhansi and Jalaun districts of Uttar Pradesh for possible interventions. It will take around 45 minutes to complete the interview. We thank you for taking time out of your busy schedule to respond to our queries.

Before we proceed, can we please introduce ourselves? I will start from myself, my name isand I come from Delhi. Can you please introduce yourself?

1. Name:
2. Age:
3. Address & locality:
4. Contact details:
5. Educational qualification

1 st to 5 th	6 th to 10 th	Intermediate	Graduate
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6. SC/ST/BC/GEN:
7. Household income per year:
8. Father's name & occupation:
9. No. of family members:
10. Present working status: Employed or unemployed
11. If working then: Manual____ Agriculture____ Semi skilled____ Skilled____
12. Earnings

0-3000	3000-6000	6000-10000	Above 10000
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13. Job type and salary expectations:

14. Courses interested in:

15. Willing to travel?

16. Willing to re-locate?

17. Quote:

MARKET_SCAN_QUESTIONNAIRE

INDIAN INSTITUTE OF NATURAL RESOURCES MANAGEMENT EMPLOYABILITY ASSESSMENT

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Name of the person:

Designation:

Name & Address of the organization:

Contact No: _____ Email: _____

Q1. What are the current entry level jobs in your company which require the following attributes?

Skilled:

Unskilled:

Q2. How do you find recruiting the people for entry level jobs?

Easy Moderately Difficult Difficult

Q3. What is the recruitment channel that you prefer currently?

TV/Newspaper Ads Employee References Placement
Agencies

Campus Interviews Any Other Please Specify

Q4. What is the average recruiting cost per every new employee of your organization?

Q5. Are you satisfied with the current recruitment policies of your company?

Yes No

Q6. Is the cost that you incur for recruiting each employee compensated by the return per head?

Yes No

Q7. What are the technical skills that are required for the entry level positions of your organization?

Mechanical Electrical Automobile Hotel
 Management Mobile Technology ITES

Any other (Pls Specify): _____

Q8. What are the soft skills that you look in your prospective employees?

Spoken English Presentation Skills People Skills

Others (Pls Specify) _____

Q9. What is the minimum educational qualification required to join your company?

Doesn't matter 10th class Intermediate Graduate
 Post Graduate Others (Please Mention)

Q10. If a candidate possesses the necessary skills but lacks in the minimum educational qualification, would your organization be open to recruit him/her?

Yes No

Q11. What training do you give to a new employee after joining and what is the average cost per employee? (Please Tick)

0-2000 2000-4000 4000-6000 6000-8000 8000-10000 above10000

Q12. What is the average package of an employee of your organization? (Tick)

1000-2000 2000-3000 3000-4000 4000-5000 above 5000

Q13. Are you aware about IINREM?

Yes No

Q14. Would you like to be associated with IINREM?

Yes No

Q15. Please rank the following attributes in a scale of 1-5 (1-for highest and 5-lowest) which you would prefer to look while selection of candidates.

Preference	1	2	3	4	5
Educational qualification					
Smartness					
Experience					
Communication Skills					
Analytical and logical skills					
Appearance					
Punctuality					
Intelligence					

Any other input?

QUESTIONNAIRE FOR INSTITUTES

INDIAN INSTITUTE OF NATURAL RESOURCES MANAGEMENT EMPLOYABILITY ASSESSMENT

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Before we proceed, can we please introduce ourselves? I will start from myself, my name isand I come from Delhi. Can you please introduce yourself?

Name of the person:

Designation:

Name & Address of the Institute:

Contact No: _____ Email: _____

Courses being taught in the Institute:

What do you charge for the course(s)?

Which course is in demand and why?

It's a

Co-education Institute

Women's Institute

Where do the students come from?

Within the town/ city Near by Village/community/town from different states

Do you give any placement assistance? If yes what sort of companies come to the Campus?

What is the average salary do these companies offer?

Is there any course which can be given to the drop outs?

Can you help us in framing our curriculum?

Yes

No

Different inputs with regards to subjects/professional courses:

What is the scope in future? (With regards to the training on a particular course)

Recommendations If any:
