



Skill Ind'a

कौशल भारत - कुशल भारत





Career Aspirations of Indian Youth

Prepared For

National Skill Development Corporation (NSDC)

Prepared By

CSC e-Governance Services India Limited

&

Indian Institute of Technology, Delhi

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OBJECTIVE

This study aimed to:

- Understand drivers and determinants of youth aspirations
- Assess career aspirations and job/ sector preferences of youth
- Study perceptions of youth around the adequacy and relevance of their education, skill development programs, current skill sets, and preparedness for the labour market
- Identify barriers faced by youth in meeting their education, skilling, and employment aspirations
- Recommend required strategies and policies needed to bridge misalignments

SAMPLE SIZE

- A sample size of 20,000 participants was decided for consistent results.
- 5 states were selected for the purpose of the study based on NSDC's **Skill Development Priority Index (SDPI)**. States with a high value of the SDPI were selected.

Geographical Criteria:

- Total target sample- 20,000 (for 5 States)
- Number of States- 5
- Number of Districts- 15 (3 Districts per State)
- State Target- 4000
- Per District- $4000/3= 1333$



APPROACH FOR IDENTIFYING DISTRICTS

- States were categorized by region - North, West, South, East, and Central India.
- One state selected from each region based on the SDPI.
- In each state, initially districts were stratified based on National Sample Survey Organisation (NSSO) cluster list.
- From each stratum, selected top two cluster based on the SDPI.
- From each selected cluster, identify 2-3 districts based on availability of school and vocational infrastructure

District (Census - 2011 Code)	State Name	Region	NSS Cluster Name
Sagar (427)	Madhya Pradesh	Central	Central
Damoh (428)	Madhya Pradesh	Central	Central
Indore (439)	Madhya Pradesh	Central	Malwa
Thane (517)	Maharashtra	West	Coastal
Pune (521)	Maharashtra	West	Inland Western
Ahmednagar (522)	Maharashtra	West	Inland Western
Chennai (603)	Tamil Nadu	South	Coastal Northern
Madurai (623)	Tamil Nadu	South	Southern
Ramanathapuram (626)	Tamil Nadu	South	Southern
Bahraich (180)	Uttar Pradesh	North	Eastern
Deoria (190)	Uttar Pradesh	North	Eastern
Bareilly (150)	Uttar Pradesh	North	Southern Upper Ganga Plains
Hooghly (338)	West Bengal	East	Central Plains
24 Paraganas North (337)	West Bengal	East	Southern Plains
24 Paraganas South (343)	West Bengal	East	Southern Plains

KEY FINDINGS



AREAS OF KEY FINDINGS

1. Accessibility of digital devices
2. Vocational training, education level and monthly income
3. Awareness and drivers of skill training
4. Self-employment status
5. Job type
6. Youth aspiration towards migration
7. Job satisfaction
8. Barrier in seeking suitable employment

SUMMARY OF KEY FINDINGS (1/7)

Accessibility of digital device

- i. About 88.4% of the respondents had access to digital devices (Smartphone/ laptop/ computer), while 11.6% did not have access to any digital device across the study areas.
- ii. A slightly higher percentage of rural youth (14.48%) did not have access to digital devices compared to urban areas (9.02%).
- iii. 85% of youth had smartphones (similar across household monthly income groups).
- iv. Access to laptops was lesser among the lower household monthly income group.
- v. Online training is the preferred mode by most of the youth in rural areas. However, in urban areas, the difference in preference between online and hybrid (mix of online and classroom) modes of training was not significant.

SUMMARY OF KEY FINDINGS (2/7)

Vocational training, education level and monthly income

- i. About 73% of the youth had studied up to 12th or below. 8% had a diploma/ ITI/ polytechnic or similar type of certification, and 19% were graduates or above.
- ii. Relatively lesser percentage of females (24.4%) had higher education or diploma/ ITI/ polytechnic certification compared to males (29%).
- iii. 28.04% of the youth reported that they did not receive any training from formal sources. Among the youth who did not receive training from formal sources, 69.35% mentioned that they were not aware of vocational/skill training.
- iv. About 82.72% of the youth who received formal training for their preferred job reported their salary aligned with their expectations.

SUMMARY OF KEY FINDINGS (3/7)

Awareness and drivers of skill training

- i. Majority of the respondents were aware of skill development programs across the study locations.
- ii. ~71.96% received skill training from formal sources.
- iii. Online training from formal sources available on mobile phones was the most preferred mode of training across gender and areas.
- iv. Compared to long-term training, respondents prefer short-term (3-6 months) courses.
- v. The major motivation to pursue skill training was getting a job (64.1%), followed by entrepreneurship and to switch to a better-paying job.
- vi. Those not willing to attend skill development programs in the immediate future cited reasons such as lack of financial resources, limited access to good quality programs and inability to find the right type of courses which matched their aspirations and could result in a job.

SUMMARY OF KEY FINDINGS (4/7)

Self-employment status

- i. 64.9% of employed male respondents were self-employed. Corresponding figure for females is 62.67%.
- ii. The percentage of self-employed increased with age. 31.88% of youth reported to be self-employed and 9% reported to have their own business in the age group of 36-40 years age group.
- iii. Youth with household monthly income below Rs 30,000 accounted for the highest percentage of self-employed person.

SUMMARY OF KEY FINDINGS (5/7)

Job type

- i. Part-time jobs (less than 30 hours a week) were preferred by relatively more females; about 21.1% of the females stated their commitment compared to 16.8% of the male youth for part-time jobs.
- ii. Youth in rural areas were also less committed to a full-time job. About 58.68% in rural areas stated their commitment to full-time as compared to about 64.42% in urban areas.

SUMMARY OF KEY FINDINGS (6/7)

Youth aspiration towards migration

- i. About 78.39% of the youth who reported full preparedness to work in their desired sector were willing to migrate, compared to 45.2% of those who reported moderate preparation and 30.79% who said they were not prepared.
- ii. Willingness to migrate was relatively higher among males.
- iii. 67.16% of self-employed youth and 63.13% of the youth who had their own business were willing to migrate if adequately compensated.
- iv. The main reason for youth not considering migrating to other states, especially among females, may be the unwillingness of their parents/ guardian. Other reasons include financial unviability, lack of confidence, household responsibilities etc.
- v. The percentage of youth willing to migrate was higher for the youth interested in the gig economy.

SUMMARY OF KEY FINDINGS (7/7)

Job satisfaction

- i. Majority of the youth (70.67%), who received the training were satisfied with their job compared to the youth (40.68%) who did not receive any formal training.
- ii. The top five job preferred are Data Entry Clerks, General Office Clerks, Cooks, Field Crop and Vegetable Growers, Legislators.

Barrier in seeking suitable employment

- i. Lack of guidance on identifying jobs most suitable to skill set was the most prevalent barrier in seeking an ideal job, followed by a lack of work experience, lack of soft skills, lack of education and financial constraints.
- ii. Lack of relevant skills and vocational training was reported as a barrier to seeking ideal employment by about 11.25% of the youth. This pattern was similar for males and females.

State-wise Aspiration Matrix of Youth



States	Rural			Urban		
	High	Mid	Low	High	Mid	Low
Maharashtra	Cooks	Beauticians and Related Workers	Advertising and Public Relation Managers	Data Entry Clerks	Waiters	Accounting and Bookkeeping Clerks
					Shop Supervisors	
					Bank Tellers and Related Clerks	
Madhya Pradesh	Field Crop and Vegetable Growers	Traditional Chiefs and Heads of Villages	Accounting and Bookkeeping Clerks	Data Entry Clerks	Sales and Marketing Managers	Accounting Associate Professionals
		Crop Farm Labourers			Computer Network Professionals	
Uttar Pradesh	Crop Farm Labourers	Mechanical Engineering Technicians	Accounting and Bookkeeping Clerks	Mechanical Engineering Technicians	Computer Network Professionals	Accounting and Bookkeeping Clerks
Tamil Nadu	Chemists	Electrical Engineering Technicians	Accounting Associate Professionals	Geologists and Geophysicists	Chemical Engineering Technicians	Accounting and Bookkeeping Clerks
					Bookmakers, Croupiers and Related Gaming Workers	
West Bengal	General Office Clerks	Shop Sales Assistants	Accounting and Bookkeeping Clerks	Data Entry Clerks	Graphic and Multimedia Designers	Administrative and Executive Secretaries

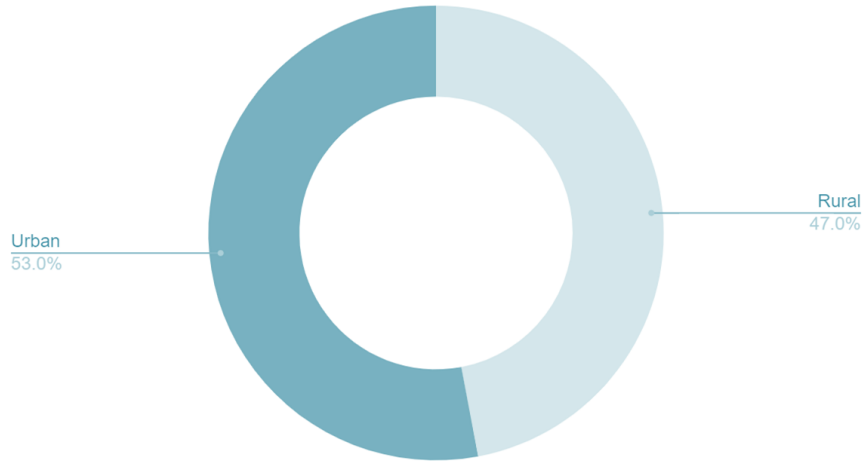
This aspiration matrix used the preferred job roles of youth as dummies to reflect their aspirations. These job roles are divided into three categories namely 'High', 'Mid', and 'Low' based on the number of times these job roles were reported by youth.



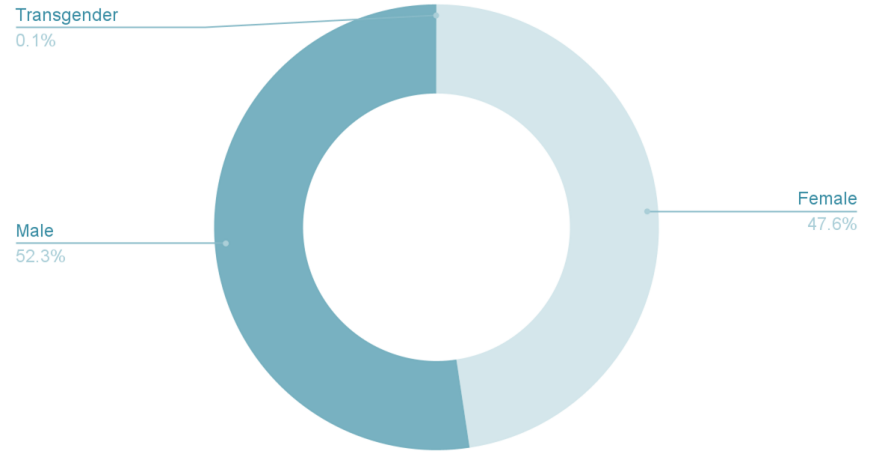
ANALYSIS



Demographic Details

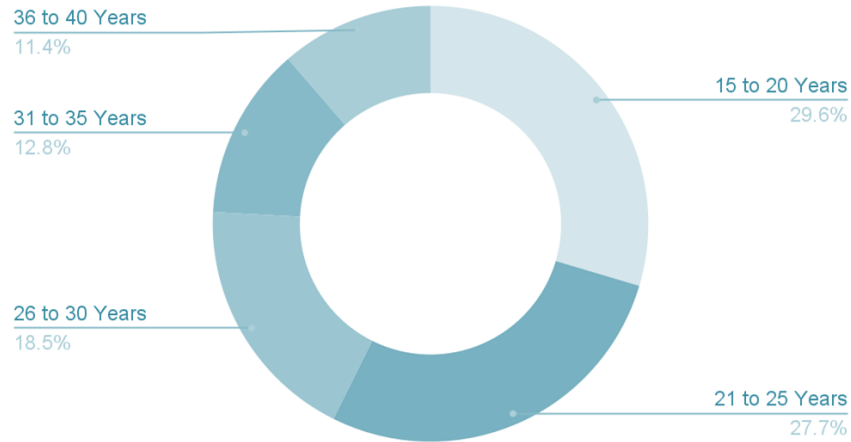


Area-wise distribution of respondents

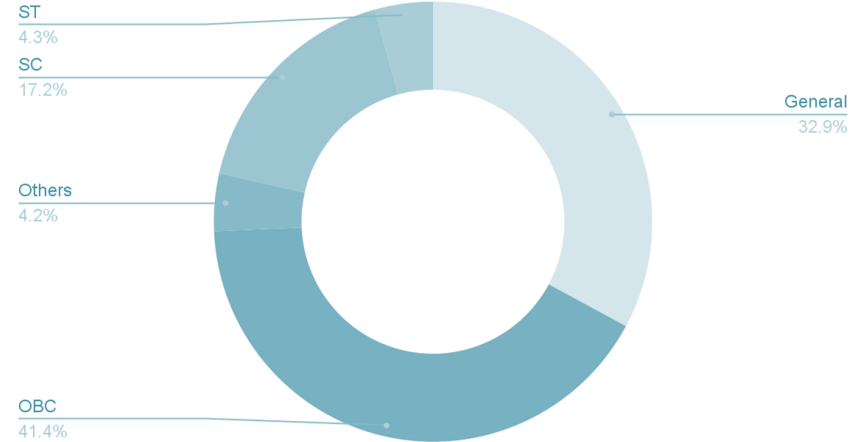


Gender distribution of respondents

Demographic Details

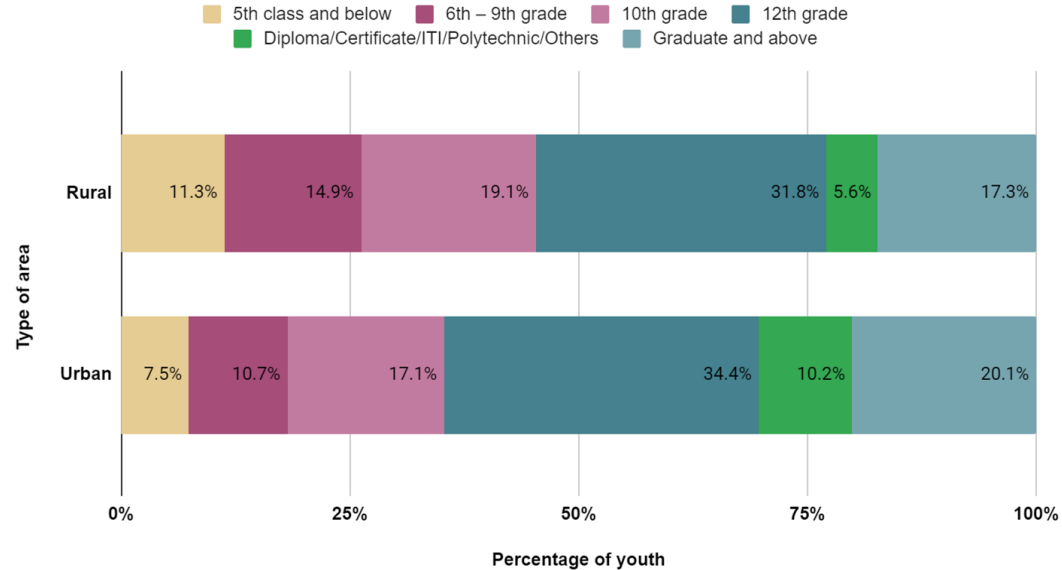
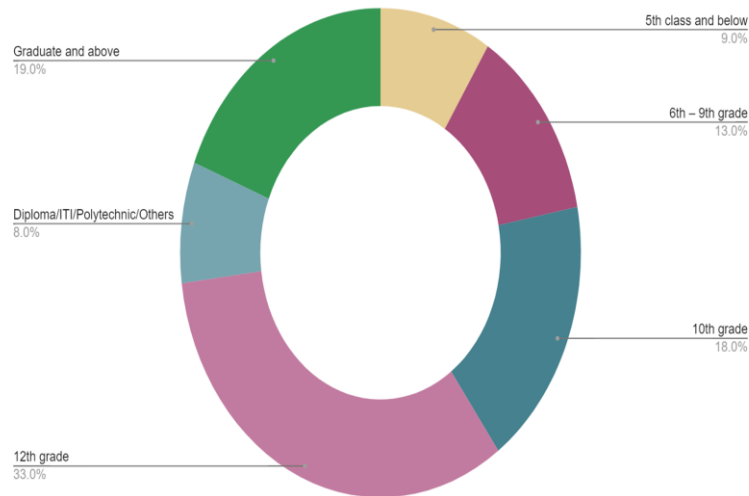


Age distribution of respondents



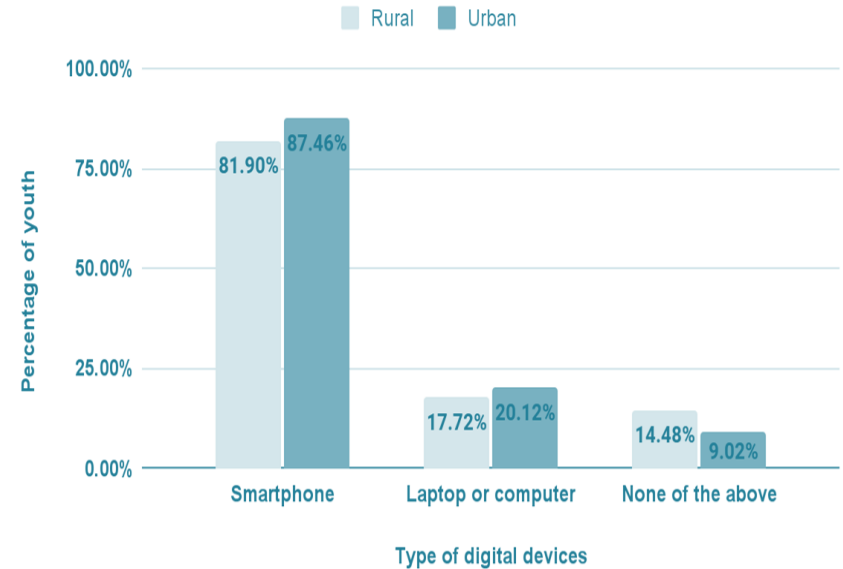
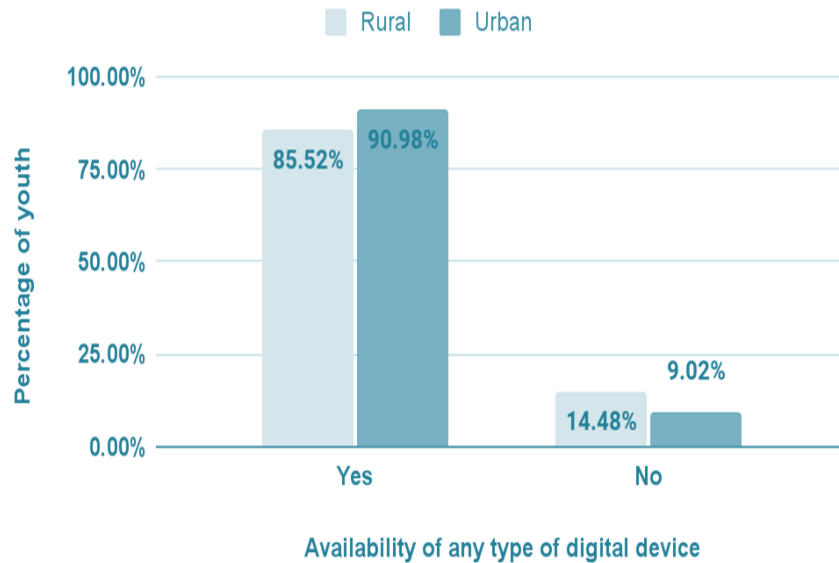
Distribution of social category of respondents

Education Status of Respondents



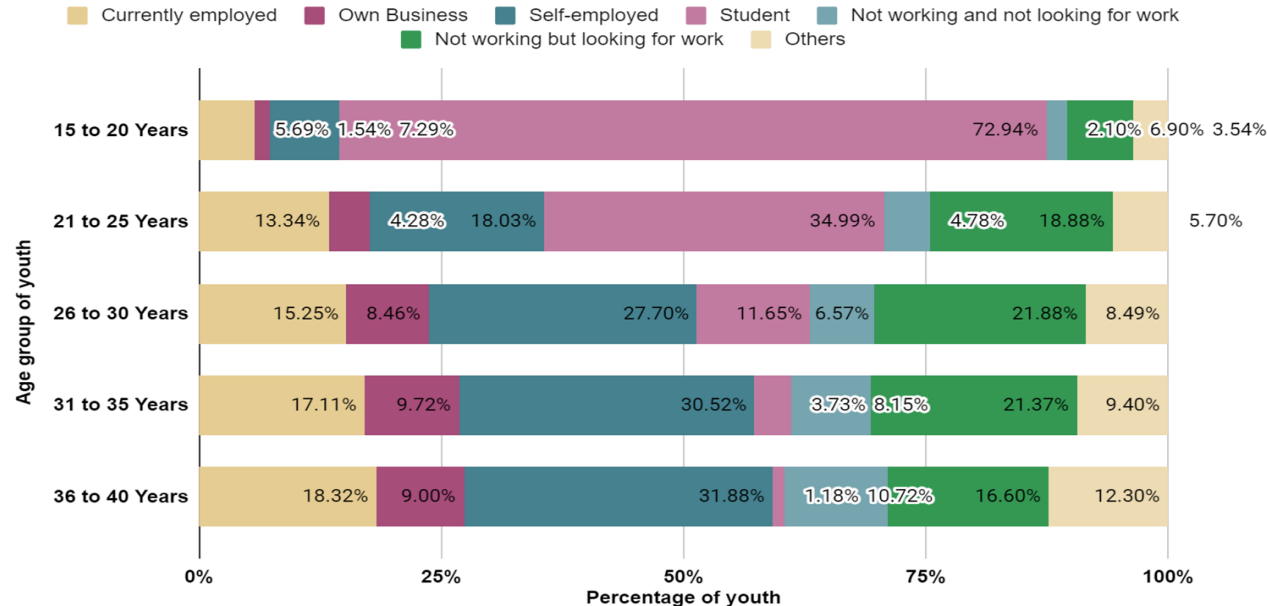
About 77% of the rural and 69.7% of the urban youth had an education up to 12th or below. About 5.6% of the rural and 10.2% of the urban youth had a diploma/ ITI/ polytechnic or similar type of certification, and 17.3% of rural and 20.1% of the urban youth had an educational level of graduation and above.

Access to Digital Devices



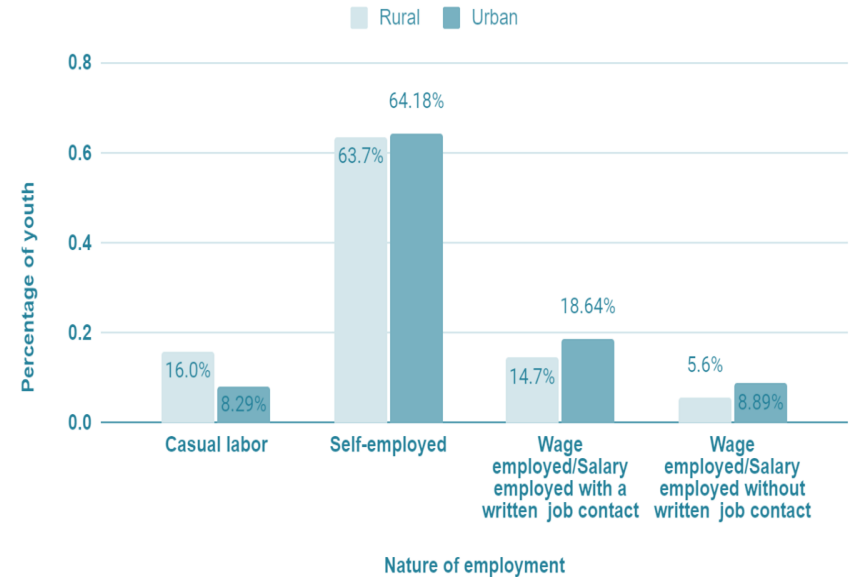
Remarks: The response to the associated question was a multiple select type. Therefore, the total percentage for any particular respondent group can add to more than 100%..

Age-wise Employment Status

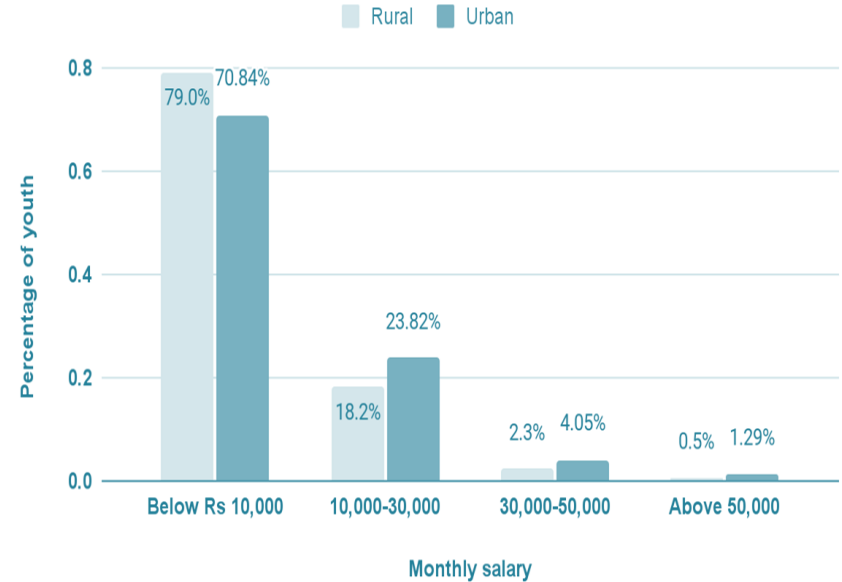
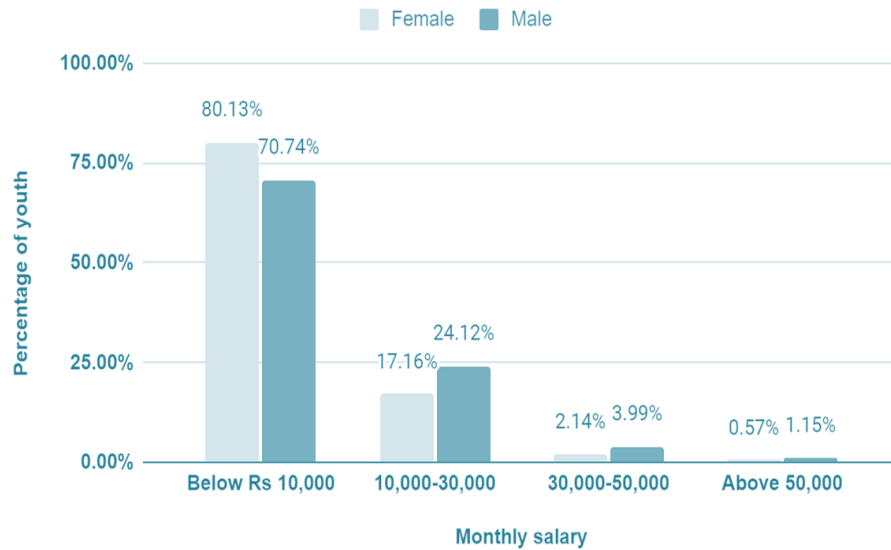


21.88% of the youth in the age group of 26-30 years and 21.37% of the youth in the age group of 31-35 years reported that they were not working but looking for work at the time of the study. This percentage was 18.88% for 20-25 years old and 16.6% for the 35-40 years age group.

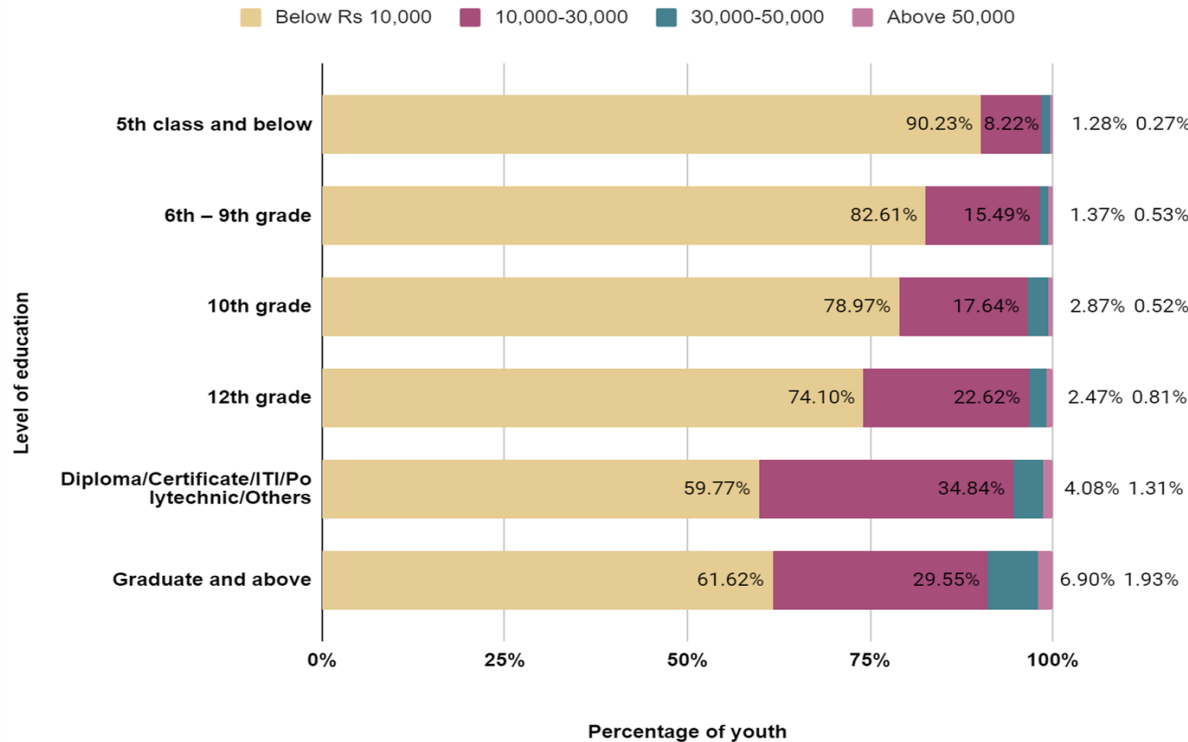
Nature of Employment



Distribution of Monthly Salary



Education Status and Monthly Salary



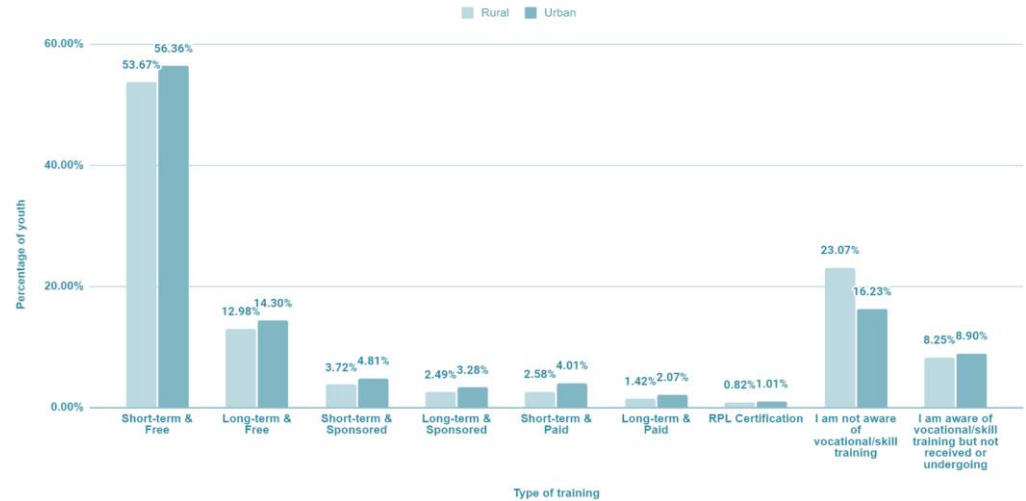
61.62% of youth with an education level of graduation and above, and about 59.77% of youth with diploma/ITI/Polytechnic degree earned below 10,000 per month. About 34.84% of the youth having diploma/ITI/Polytechnic degree earned 10,000-30,000 per month compared to 29.55% having education of graduation and above.

Skill Training from Formal Sources



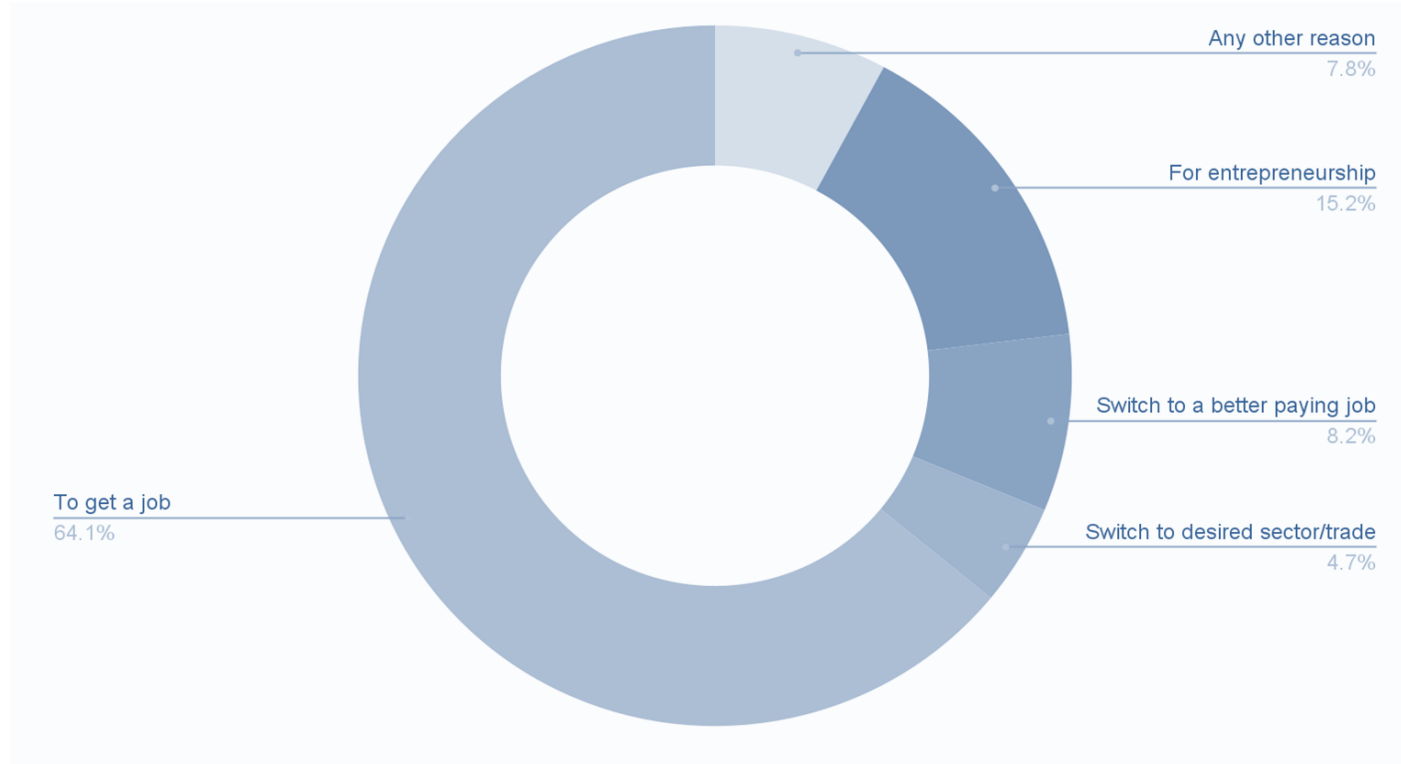
About 71.96% of the youth received any skill training from formal sources. 23.07% of youth in rural areas and 16.23% in urban areas were not aware of vocational/skill training.

Type of area and vocational/ skill training through formal sources

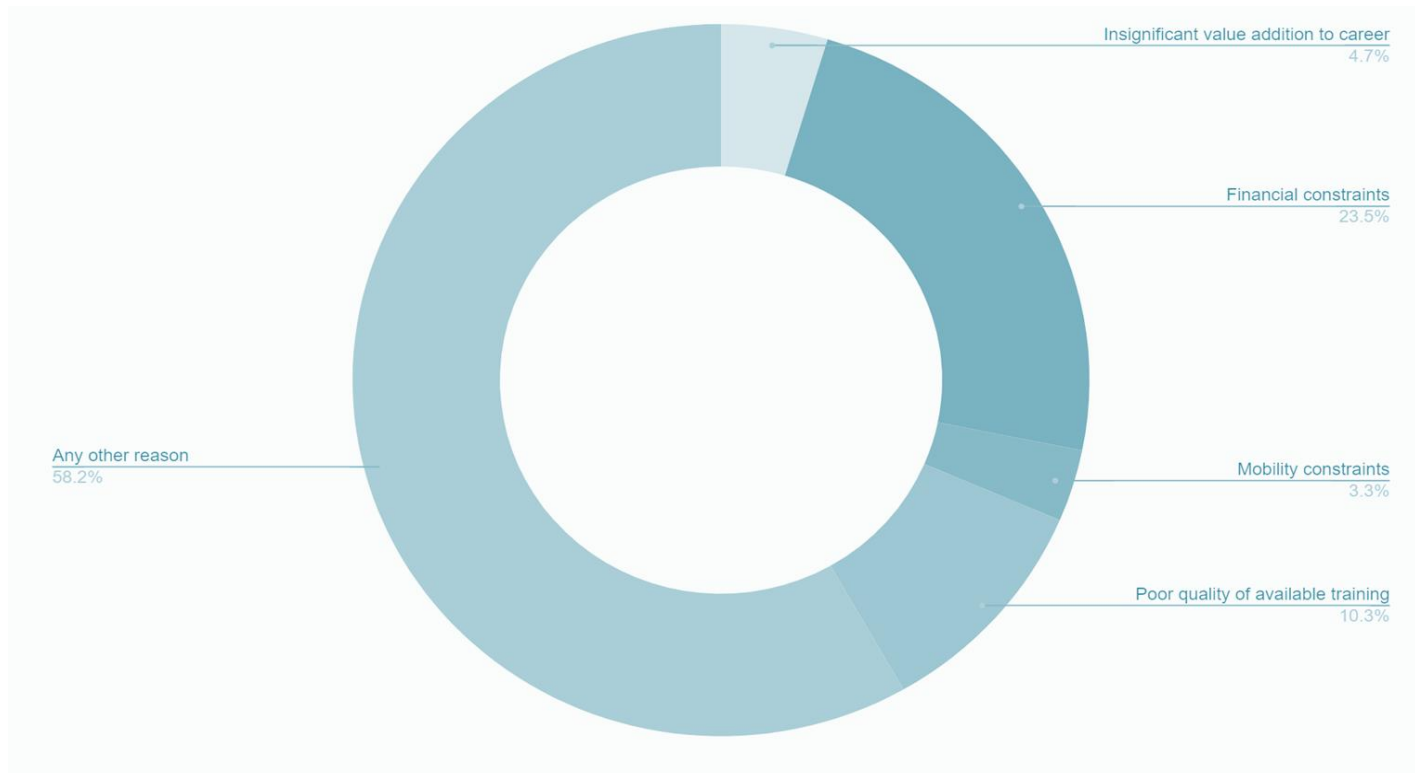


About 53.67% of the rural and 56.36% of the urban youth preferred short-term free training and 12.98% of rural youth and 14.30% of the urban youth preferred long-term free training.

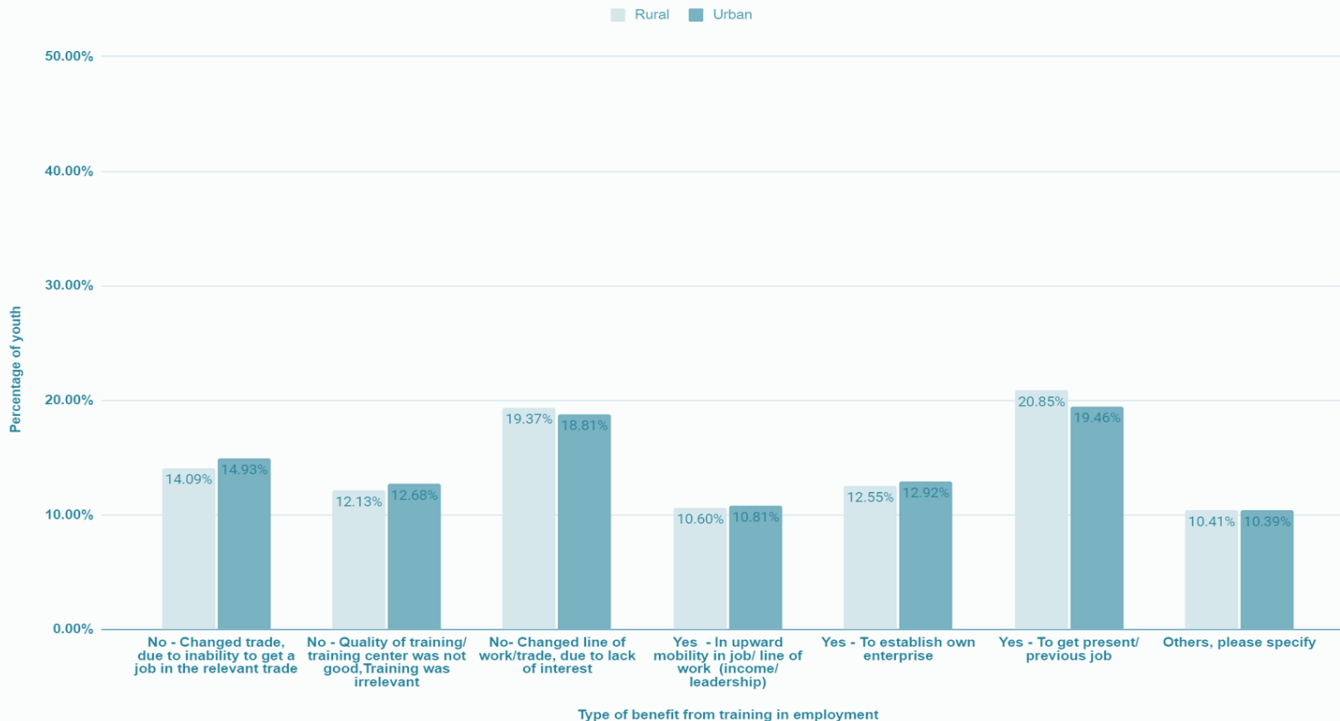
Motivation for Taking Skill Training



Reason For Not Receiving Skill Training

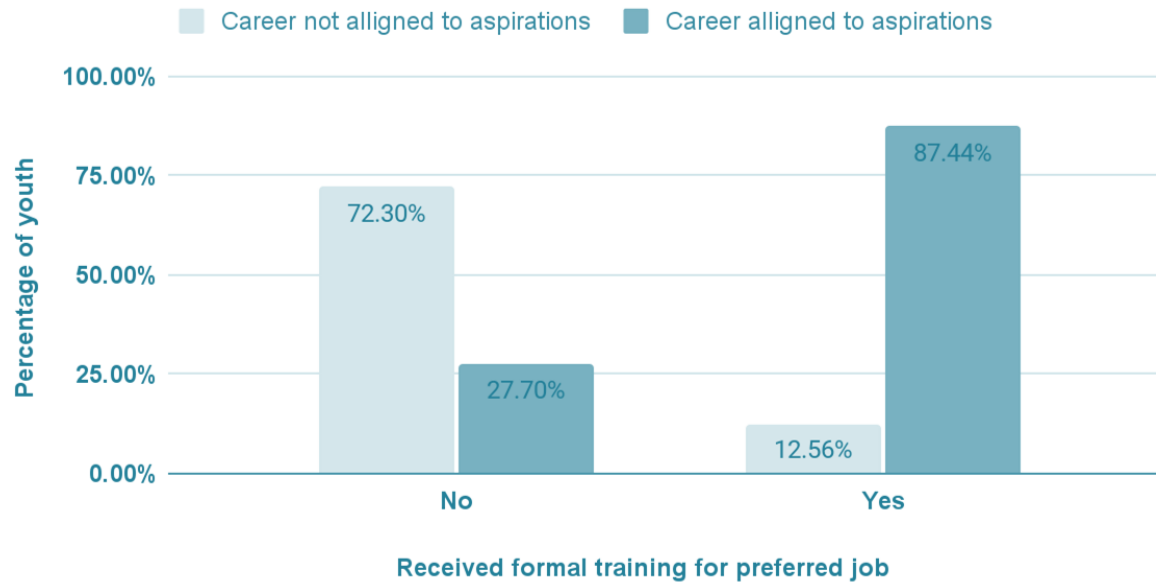


Benefit from Skill Training



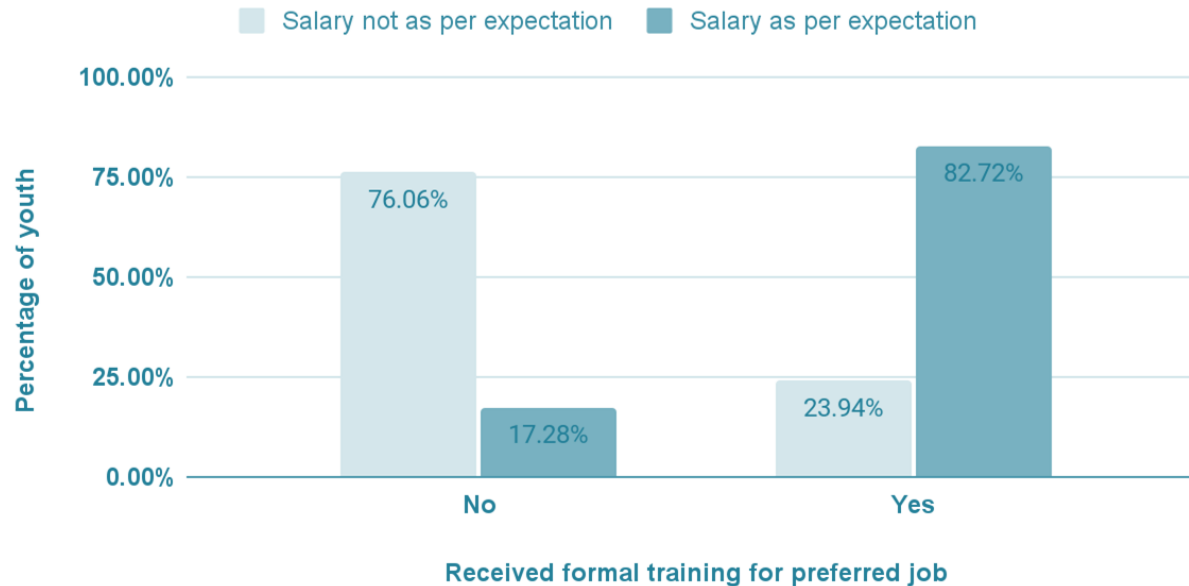
The majority of the youth, about 64.1%, acquired vocational/skill training to get a job, about 8.2% to switch to a better-paying job, and 4.7% for switching their job in the desired sector.

Skill Training for Preferred Job & Career Alignment to Aspirations



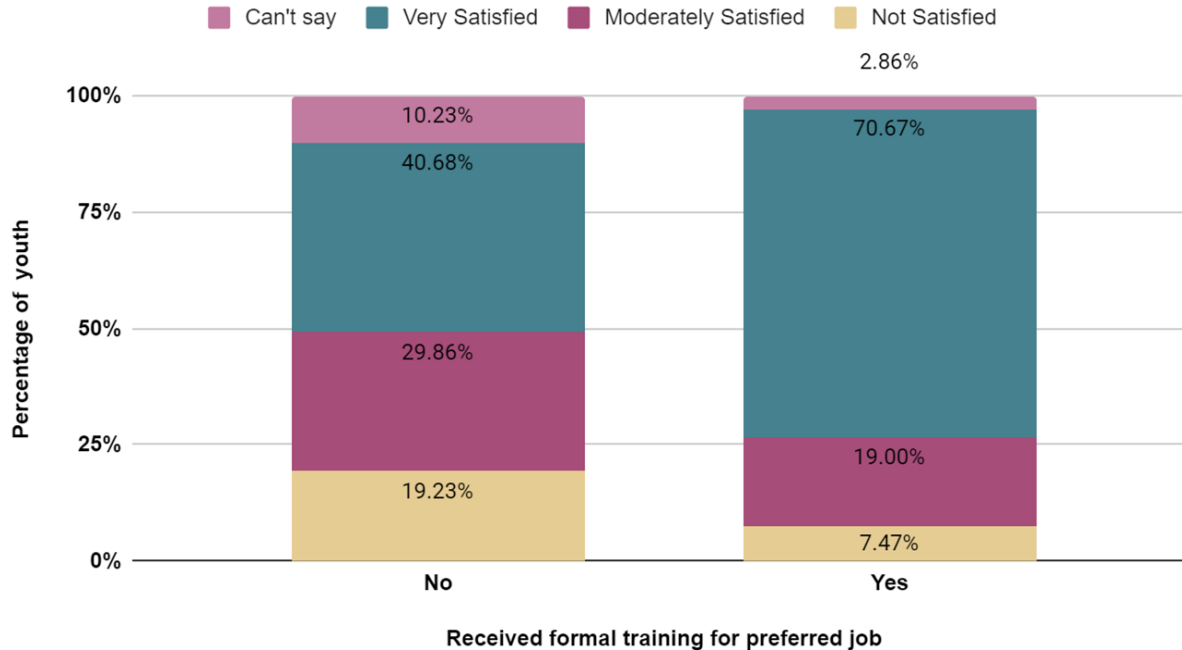
87.44% of the youth who received formal training and 27.7% of the youth who did not received formal training for their preferred job reported that their career was aligned with their aspirations.

Skill Training for Preferred Job & Alignment of Salary to Expectation



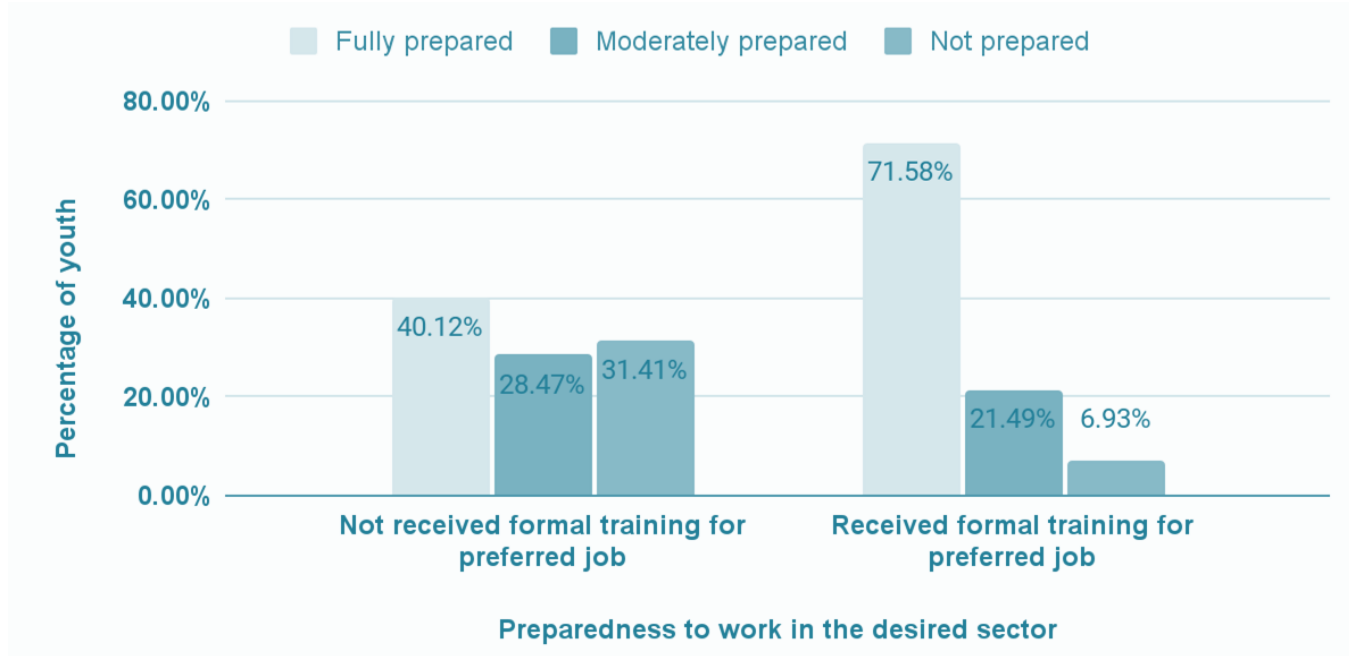
About 82.72% of the youth who received the formal training and 17.28% of the youth who did not receive any formal training for their preferred job reported their salary aligned with their expectations.

Skill Training for Preferred Job and Job Satisfaction



About 70.67% of the youth who received the training were satisfied with their job compared to about 40.68% of the youth who did not receive any formal training.

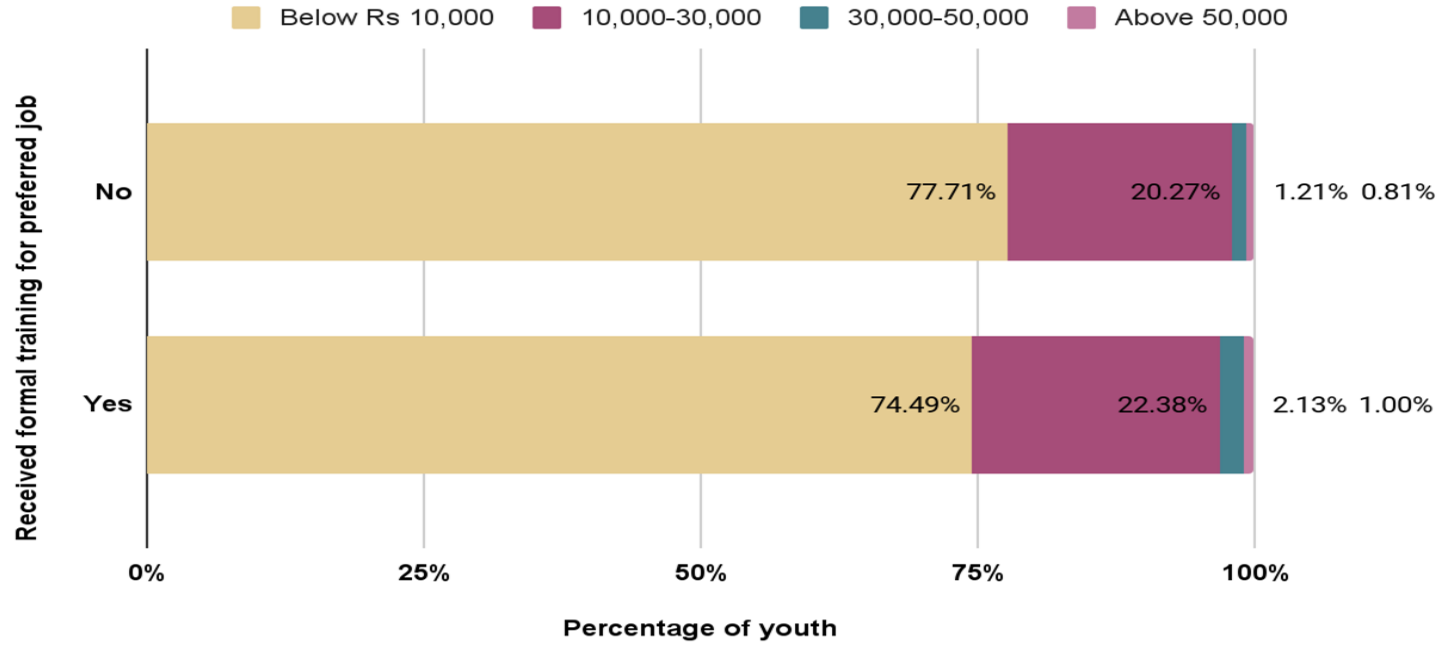
Skill Training for Preferred Job and Preparedness to Work



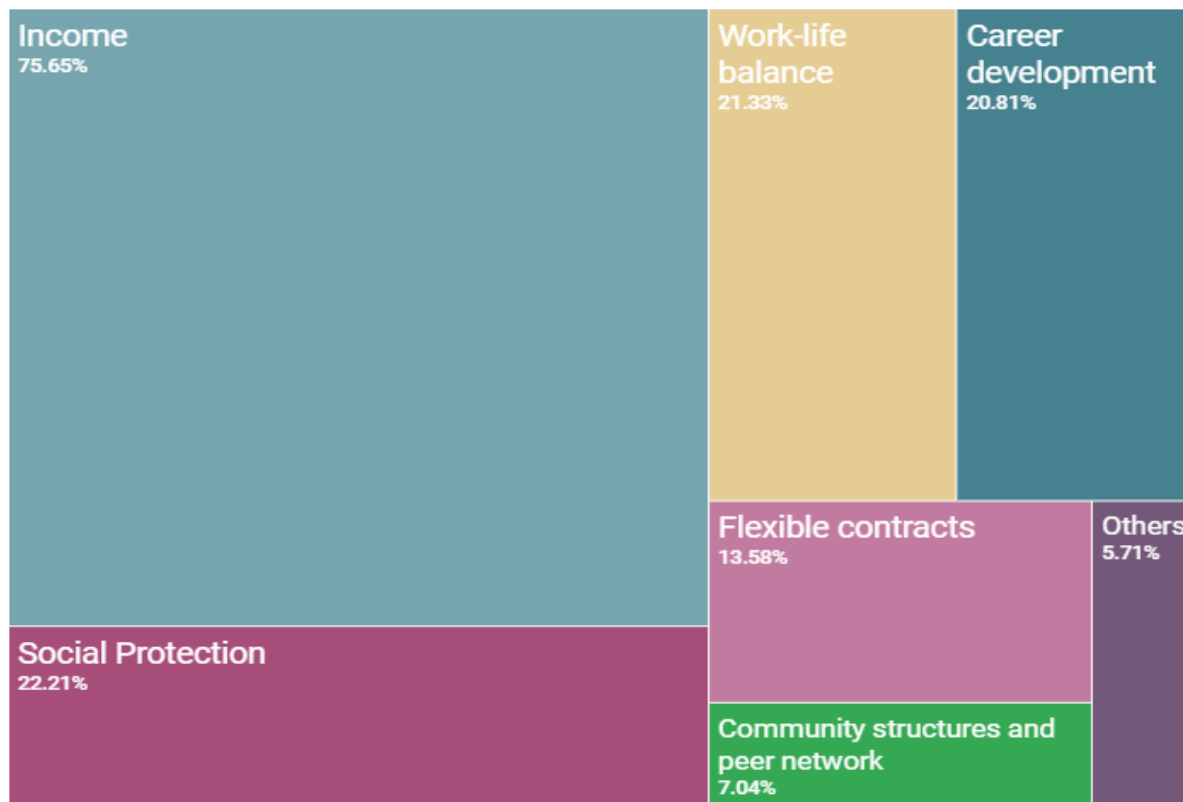
About 71.58% of the youth who received formal training replied that they were fully prepared to work in their desired sector as opposed to only 40.12% of the youth who did not receive.



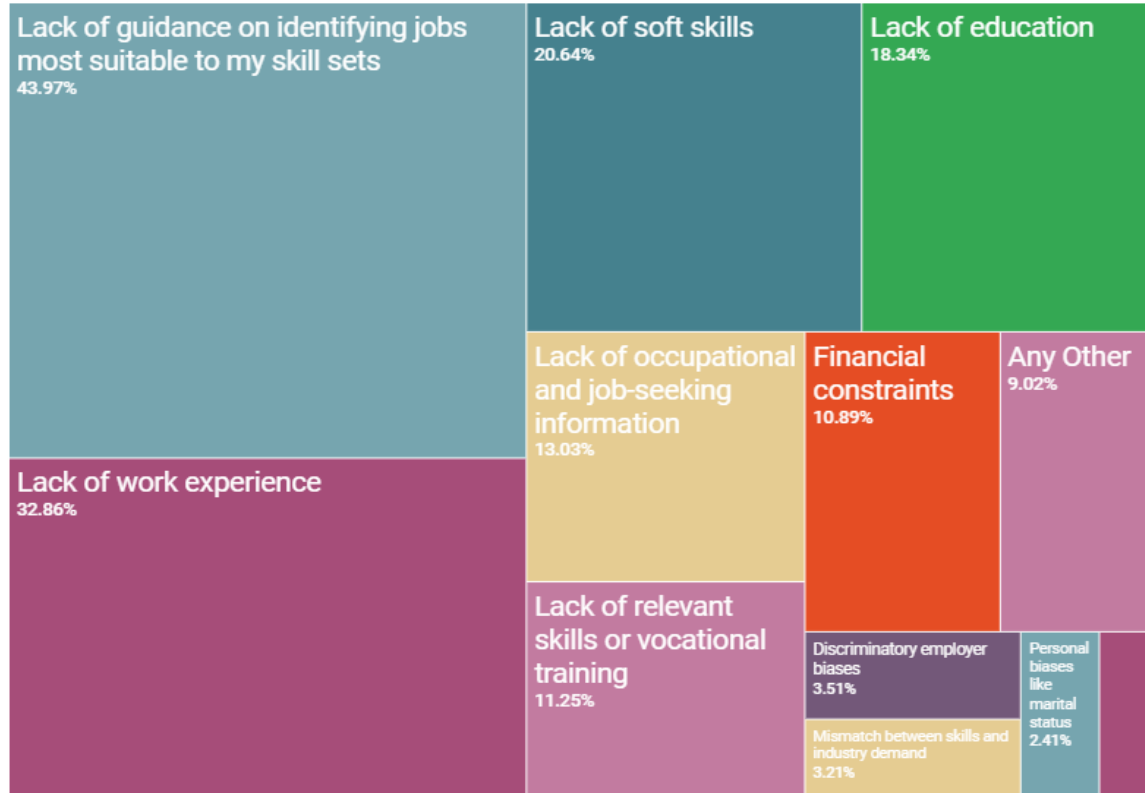
Skill Training for Preferred Job and Monthly Salary



Drivers of Preferences of Skill Training



Barriers in Seeking Suitable Employment



RECOMMENDATIONS





Recommendations (1/2)

- **Affordability and quality of the training:**
 - Should be affordable and accessible to every person.
 - Quality of training as perceived by youth should also be improved.
- **Duration of the training programs:**
 - Duration of training should be short-term, about 3-6 months long.
 - Training that requires longer duration can be divided into levels based on increasing expertise.
 - This might be useful in attracting more youth for preliminary expertise-level training.
- **Awareness about vocational training:**
 - Awareness about vocational/ skill training should be increased among youth.
 - A more holistic awareness which includes the type of training, detailed learning from the training, career prospects, and market conditions related to the sector of training, as well as the probability of migration for employment in that sector should be included to provide a more informed choice to youth.

Recommendations (2/2)

- **Post training assistance and guidance:**
 - Post-training assistance and guidance for getting employment can be provided. It would also create confidence among youth to further pursue vocational/ skill training.
 - A pre-training counselling mechanism can also be brought for facilitating guidance to align their type of training and career aspirations.
- **Mode of training:**
 - Online mode of training emerged to be preferred by the majority of the youth in rural areas.
 - In urban areas, the difference in preference between online and hybrid (mix of online and classroom) modes of training was not significant.
 - The mode of delivery of training can be chosen accordingly to get larger participation of youth.
- **Income targeted skill training:**
 - A two-stage objective of skill training can be formulated. In the first stage, employment of youth can be focused on while providing a better-salaried job can be added to the objective of the second stage of the program.



THANK YOU

Disclaimer: NSDC engaged CSC e-Governance Services India Limited to conduct the study. CSC e-Governance Services and IIT-Delhi jointly prepared the report based on the primary research.