

# Employability

## Expectations, Reality & Call For Action

by



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# To meet a billion aspirations

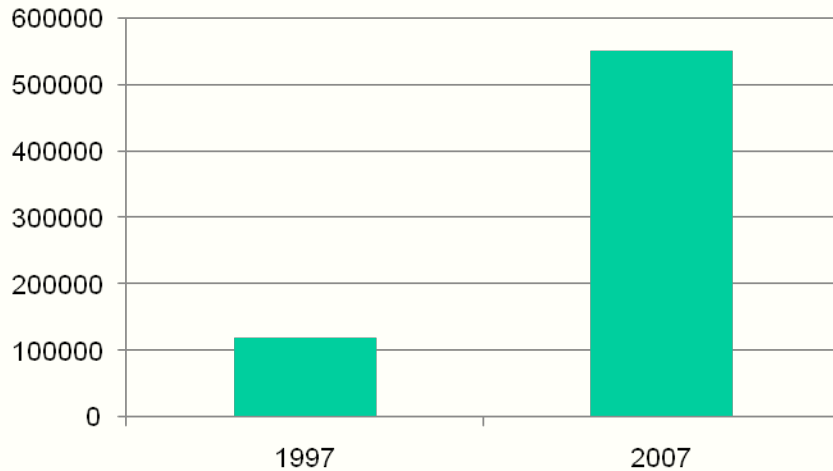
- Fastest growing free-market, democratic economy
- 5<sup>th</sup> Largest consumer market
- 550+ million middle class income people
- 100+ million jobs in the organized sector
- youngest working population

## India by 2030

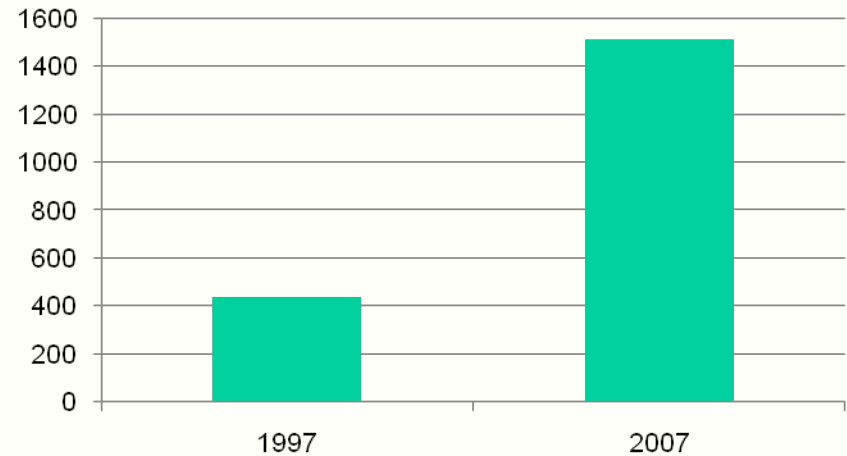


# The nation is creating Engg talent ..

### Engg Student Intake



### No of Engg Institutions



- 2<sup>nd</sup> largest producer of Engg Talent
- Largest English speaking Engg Talent

## India in 2009



# Engg/Tech Job Opportunities : 2009-2013 view

Sector	Employability - Overall	Employability - Science & Tech Professionals	Past 5 years	Next 5 years
Pharma & Biotech	Med	High	18.00%	16.00%
Computer Hardware & services	High	High	25.00%	19.00%
Telecom Services & Hardware	High	High	20.00%	20.00%
Healthcare services & equipments	High	High	30.00%	31.00%
Media	High	High	25.00%	20.00%
IT Services & ITES	High	High	27.00%	20.00%
Education	High	High		
Energy & Power	Med	Med	24.00%	28.00%
Real Estate	High	Med	62.00%	40.00%

Source : Financial Analyst / IBEF / CII / Nasscom reports, other sources. I-Point doesn't warrant accuracy of the above information.

# So, what is the big worry ?



Low quality (***employability***) of Engineering Students is a big concern !

# Is it really a national concern ?

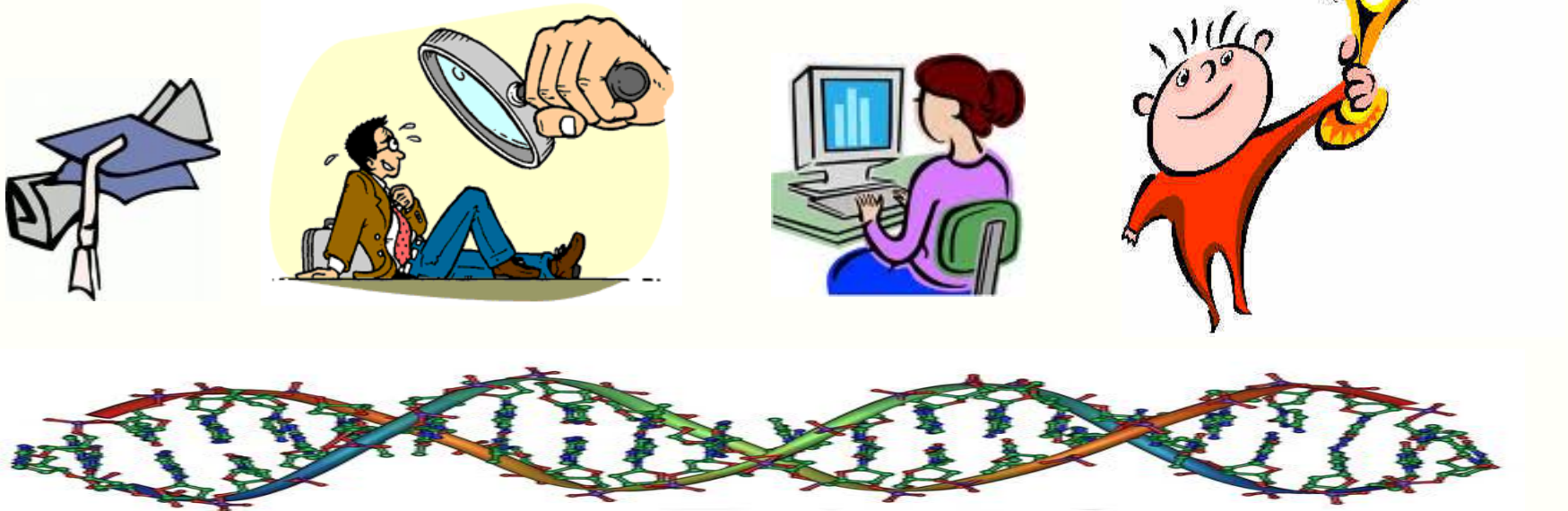
- PM's council for Skill Development
- National skill development coordination board
- National & State Knowledge Commission
- Corporate Initiatives
- NASSCOM, FICCI, CII studies & reports

**Coordinated efforts happening,  
at highest levels !**

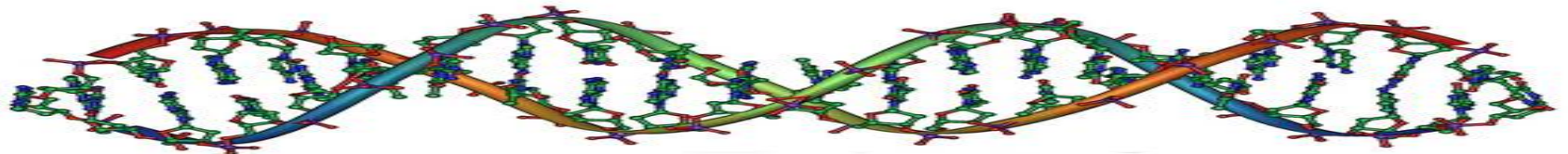
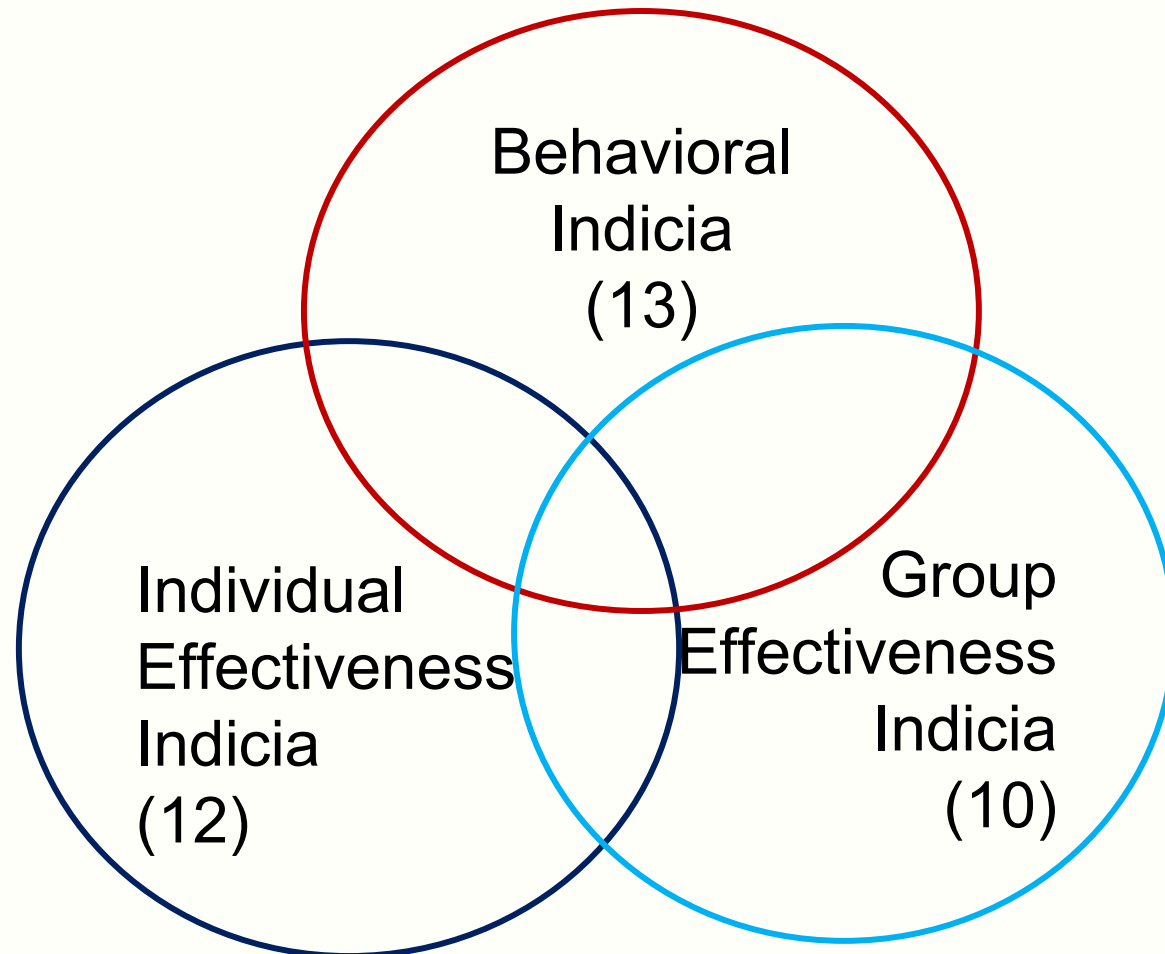


# What is Employability ?

***“Behaviours & skills (beyond the technical / vocational / domain / process knowledge & skills) needed to be productive and to progress in career so as to achieve one’s potential while successfully contributing to enterprise strategic directions”.***



# Employability Indicia



# How big is the problem ?

## **NASSCOM study 2005 for IT/ITES/BPO**

- only 25% of Engineering graduates employable
- only 15% of Non-Engineering graduates employable

## **CII study 2006 covering 36 industries**

- 80 million jobs in organized sector by 2020
- 75% of these (60 million) needs technical/vocational skills
- National graduate output is 3 million p.a

**National risk due to Skill Gap is equivalent to  
> 40 million jobs !!**

# I-Point Survey 2009

## Objectives

- Quantify industry perception of Employability
- Identify key Employability Indicia

## Participants

- 68 senior managers
- 18 companies
- multiple industries

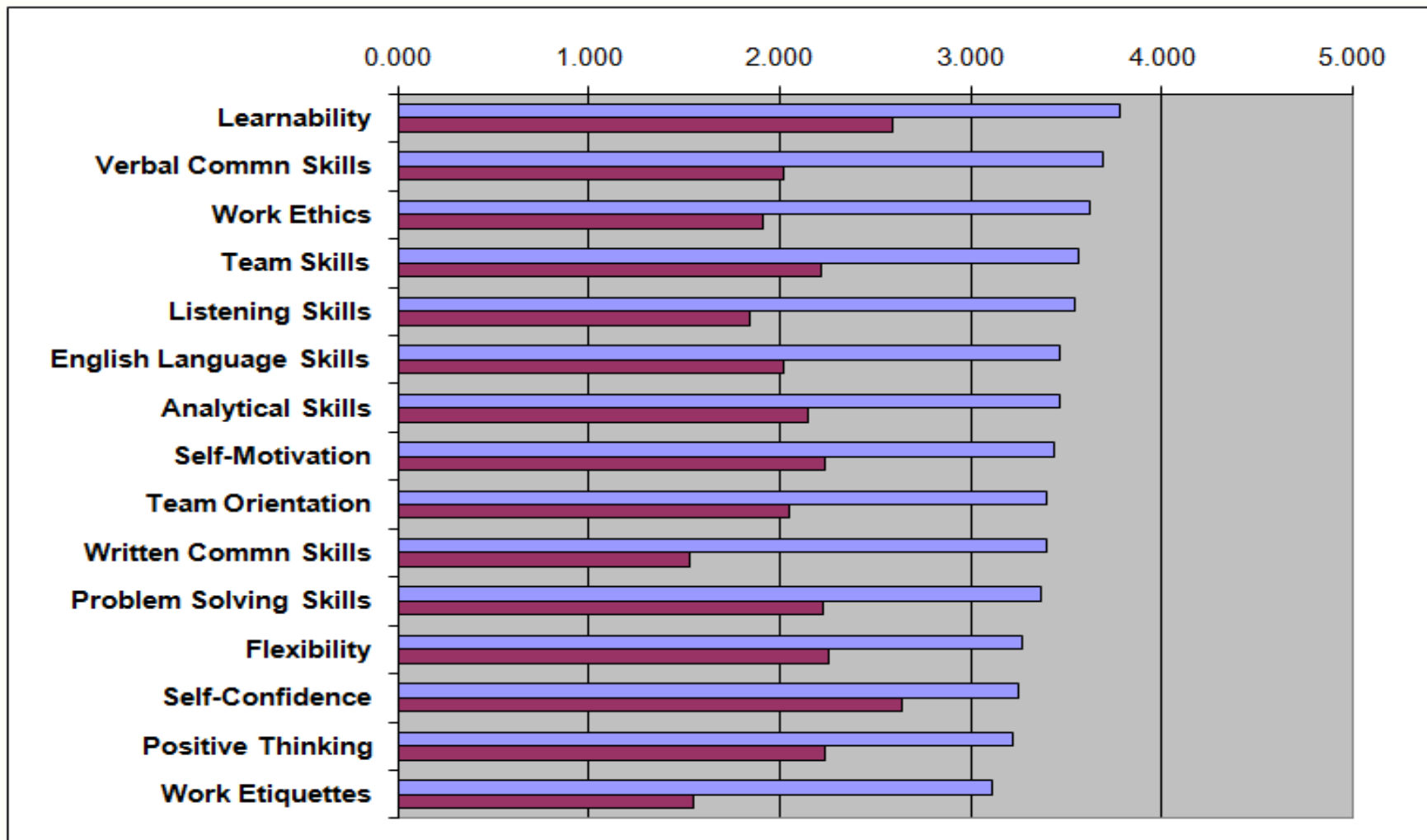
## Instrument

- 3-Dimensional, 35 EI model
- Forced ranking

*Participants considered students from Tier-1 and Tier-2 engineering institutions only*

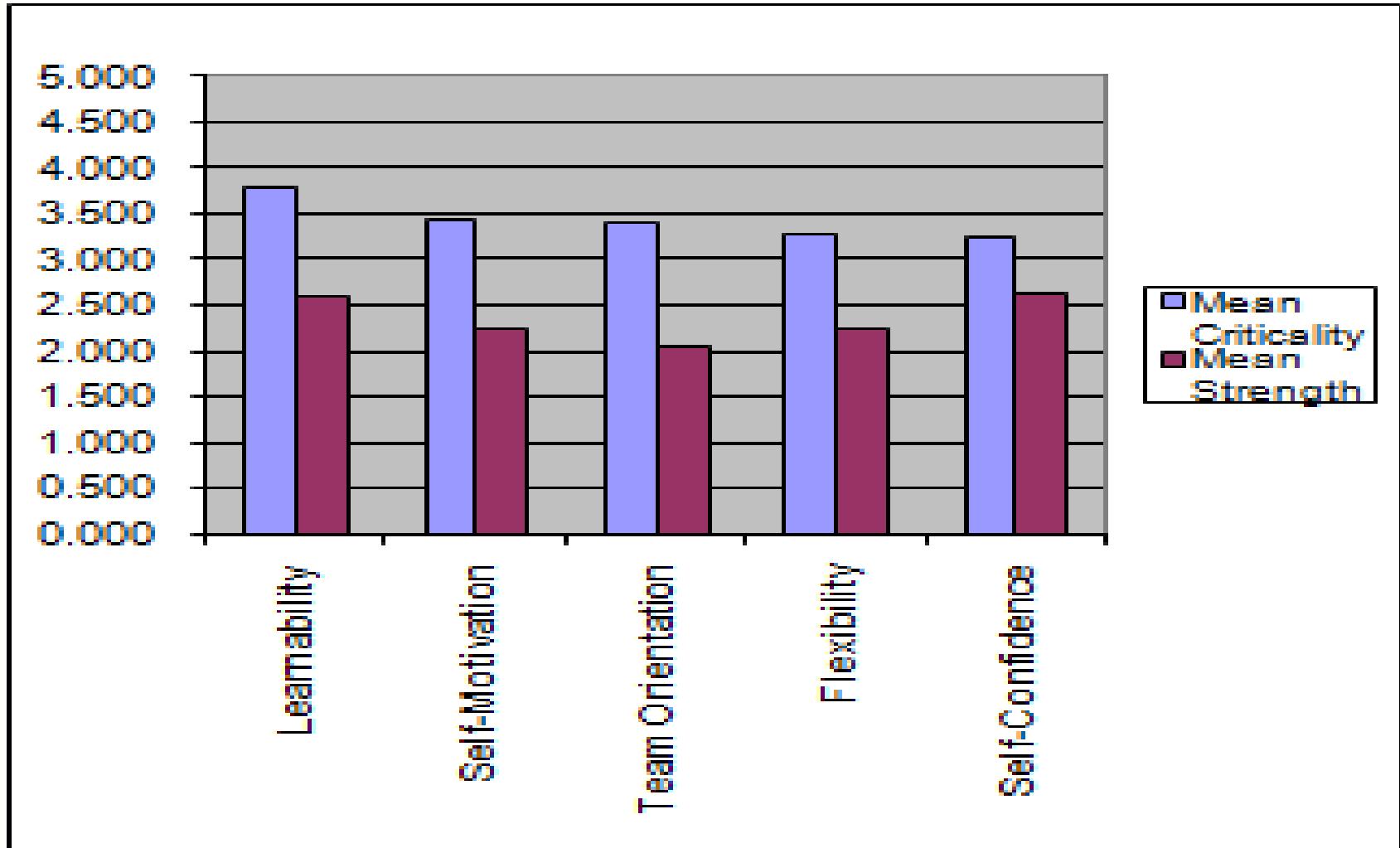


# I-Point Survey 2009 – Top 15 EI

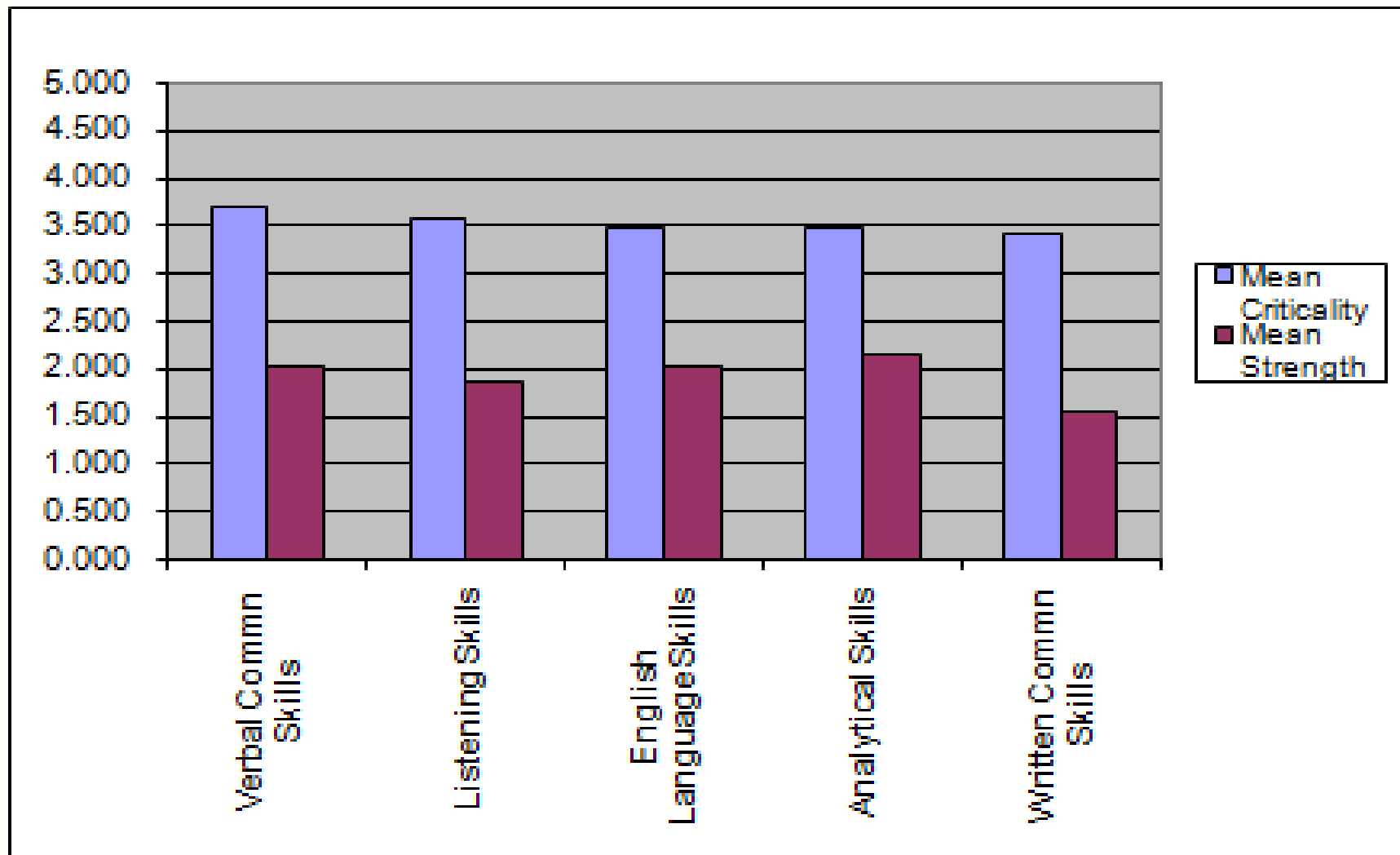


**There was great degree of consensus about top EIs.**

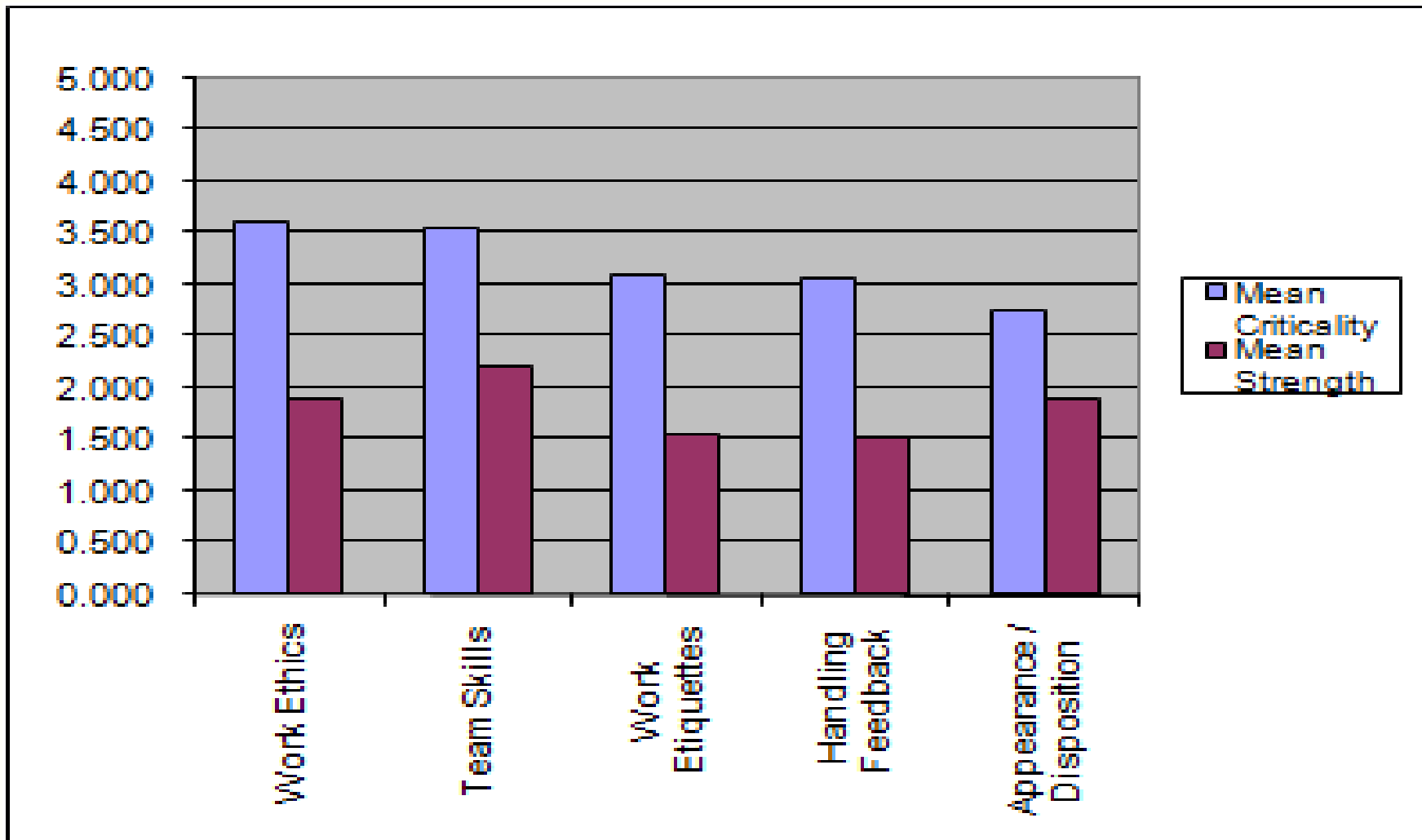
# I-Point Survey 2009 – Top 5 Behavioural EI



# I-Point Survey 2009 – Top 5 Individual Effectiveness EI



# I-Point Survey 2009 – Top 5 Organizational Effectiveness EI



# I-Point Survey 2009



Participants' perception of Engineering students' employability :

- **Only 2 Els (*Learnability, Self-Confidence*) where more than 50% students are strong**
- **No Els where more than 60% students are strong/proficient.**

# I-Point Survey 2009



- **More than 50% students lagging on 8 of the top 15 EI**
- **More than 60% students lagging on 4 of the top 15 EI** (*Work Ethics, Listening Skills, Written Communication Skills, Work Etiquettes*)

# I-Point Survey 2009



- **If students from lower ranked institutions are also included, the picture will be far worse**

**Employability is indeed a grave issue !!**

# Employability & Institution's Rating



- Majority of PEIs highlight placement record instead of academic record
- >75% students in PEIs (>50% in aided) choose institution and branch based on employment prospects
- Employment record was the critical factor used by parents and students to rank PEIs
- Employability was the critical factor used by Industry to rank PEIs
- 75% institutions are already giving more than 35 hours of placement training
- 60% of placement officers said industry expectations of employability is increasing

**Employability is a key expectation from Institutions !!**

# How to address the issue ?

## The 4 channels to develop Industry-Readiness :

### Technical/Domain

**Education** : achieved through the 4-year undergraduate curriculum prescribed by the University

By **Institution**

### Employability

**Enhancement**: development of the students to achieve high proficiency in critical Employability Indicia

By **Institution**

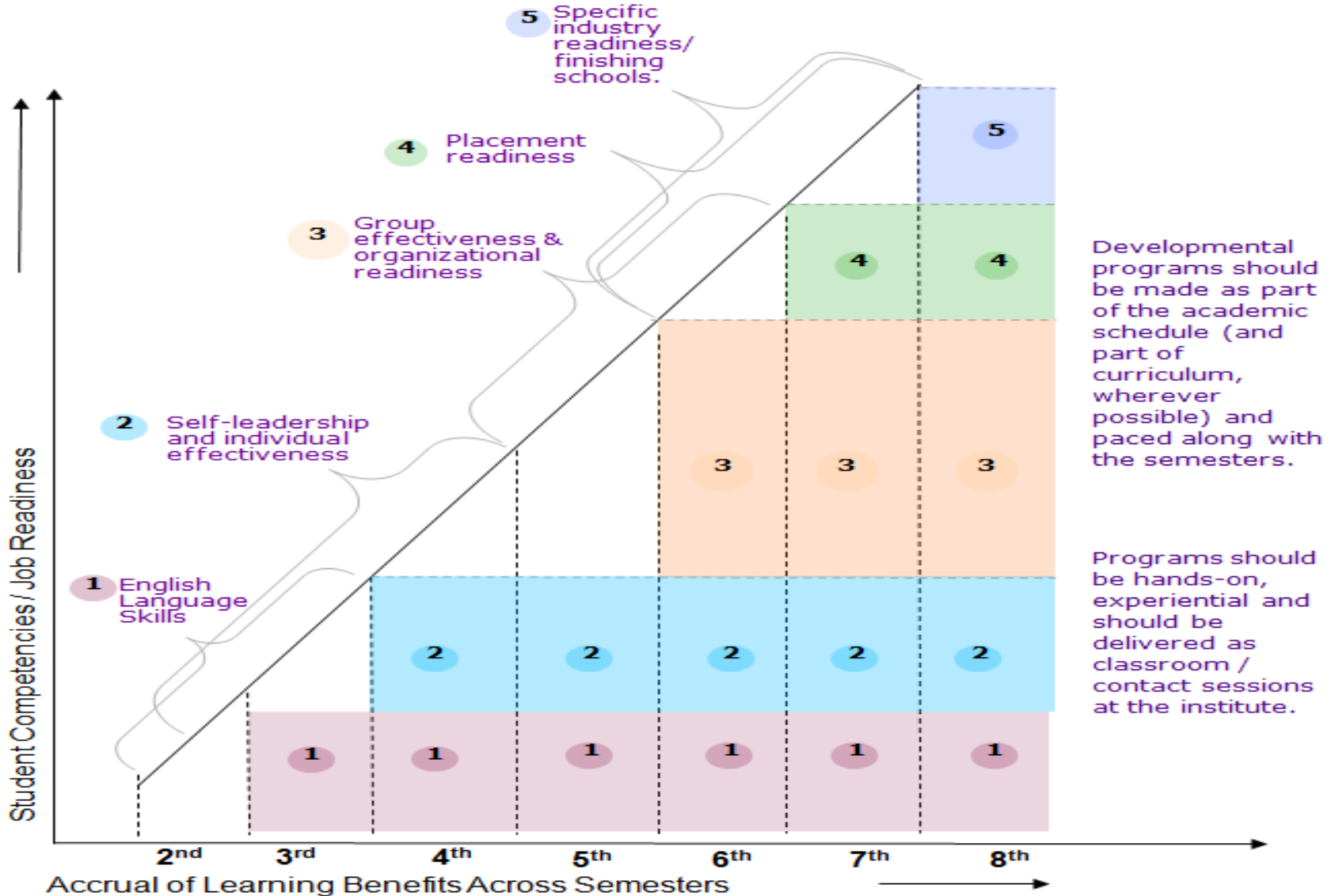
**Finishing School** : Sector-specific technology and process training

By **Industry**

**Induction** : Company-specific technology and process training

By **Industry**

# Employability Enhancement Roadmap



# Acknowledgements



**This presentation is based on the I-Point paper authored by Naren Koduvattat submitted for 39<sup>th</sup> ISTE annual conference held at NITK Surathkal in December 2009.**

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**Best Wishes !!**