Kerala’s Job aspirants - Guidelines and Opportunities

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Abstract:

Kerala is the State having height in Human development Index in the Country. It has got the highest literacy rate and also number one in female literacy. In case of employment the state is not in the list of toppers in the country. We are trying to analyze the factor and also trying to find out the possible opportunities to improve upon this and trying to point out the Government’s initiatives available and is not been used or under utilized.

Keywords: Employment opportunities, Education, Skill development, Government, Employment exchanges, Literacy, Migration.

Introduction

Kerala is known as Gods own country but when come to the job market this name may not suit because of various reasons. It is a State registered with highest literacy rate in the Country but the challenges are comparatively very high for the employers while recruiting from Kerala. The State is one of the topmost in the Human Development Index (HDI), this alone may not help in the Employment Market especially in Corporate Employment Market.

We are trying to understand the common challenges faced by Employers in Kerala in terms of recruitment and what are all the possible corrective measures can be taken to address these issues. It is utmost important to understand the requirements of the employer and match it with the aspirations of the talent available. Gaining better understanding of the challenges will help us to improve the employability and thereby employment opportunities. Also we are discussing about the opportunities extended by the Government and how effectively it can be utilized.

Kerala is being a state with high political awareness and activism, we are trying to find out how this affected the employment market of the state. Also the state register their highest share of revenue through NRI (NRK) income. We are trying to analyze how it can be a support to the aspirants and what are all the support government extend to the people who are all seeking their career abroad. Also what fails them to get in to the job and how this employability can be built or improved.

Literature Review

Fugate et al., The a psychological requirement for Employability is to be adaptable to all social dimensions like Career, Personal and social.
Lack of industries in Kerala

John et al., 2016 literally mention that Kerala’s Organizational Scenario is not very lucrative for past several years. The paper showed that there is a huge increase in the number of students graduating from the state’s technical institutions. The paper also investigated about the policy of Government of Kerala.

Thomas et al., 2005 reports that the Kerala is industrially backward and it is just trying to travel to the path of Industrialization. He also refers to other reasons like geographical and political. Also this refers that the public investment in industry in Kerala by the central government are low, the high rate of unemployment in the state has a strong pressure from the public to protect employment in the existing industries.

Subrahmanian et al., 2000 investigated that the trends in industrial growth against the backdrop of the overall economic growth in Kerala under the influence of the ongoing economic reforms and evaluates it against the performance of rest of India. It also shows inadequate growth trends under the reform process in Kerala.

Raghavan et al., revealed that Kerala failed to achieve their Economic goal. This due to their high awareness about human rights and this leads to poor performance in Industrial and infrastructure growth. Though Kerala has high social sectors development, it fails to achieve economic expansion.

Challenges and Opportunities
When discussion about the challenges the major challenges are the one we have discussed earlier like Geographical constraints, High awareness on human rights and also political influence on the entire society.

When referring to the Opportunities the state registers the highest Human Development Index (HDI) The literacy rate is highest in the country. Highly informative and health Index also is high. The government supports and extend lots of opportunities which is under utilized. The high influence of NRI population extends the opportunity out side the country.

Statement of the Problem
The state is having the highest literacy rate, high human value index and limited population enough education opportunities and health standards. Still the state is poor as an employer and in employment generation. With the world class talent pool the state is not able to utilize the opportunity and the unemployed youth is not able to capitalize the Governments efforts to build and improve Career opportunities and there by the welfare nation building.

Hence trying to find out the opportunities towards the aspirations of the talents and to bridge the gap between the public efforts to improve the opportunities.

Scope of the Study
The concept of employability means the process of achieving the employment suitable to their skill and education and remain in the job successfully through out the career in line with the employers expectation and our growth aspirations. Identifying their skill sets, provide training and equipping them to be placed directly. The Major problem is the mis match in terms of expectation of employer and the Candidate. This is mainly to enable them to attain successful employment through out their working lives. It is a fact that the employability of our job seekers needs to be improved to avail jobs suitable to their profile. Also there is lack of awareness of opportunities provided by the Government and hence the opportunities are under utilized.
Objectives of the Study

- To understand the skill requirements to get into Employment
- To understand the factors affecting employability skills
- To understand the Connectivity between Education and Employment
- To understand how effectively connect the Skill gap
- To find out the opportunity provided by the Government

Employment Exchange registration details

In the state of Kerala there is more than 34.9 Lakhs of people had already registered with the Employment exchanges of the state. This is not the exact picture of the unemployed group of the state. This shows nearly forty lakhs of people are educated aspirants to Government employments.

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Number of Job Aspirants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male Registrants</td>
<td>1370846</td>
</tr>
<tr>
<td>Female Registrants</td>
<td>2122976</td>
</tr>
<tr>
<td>Total Live Register</td>
<td>3493822</td>
</tr>
</tbody>
</table>

The Talent pool Education Break up

<table>
<thead>
<tr>
<th>Educational Breakup</th>
<th>Number of Aspirants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Matric</td>
<td>384577</td>
</tr>
<tr>
<td>Matriculates</td>
<td>2154221</td>
</tr>
<tr>
<td>PDC</td>
<td>657123</td>
</tr>
<tr>
<td>Graduates</td>
<td>207894</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>90007</td>
</tr>
<tr>
<td>Total Live Register</td>
<td>3493822</td>
</tr>
</tbody>
</table>

The problem we discussed and identified is being a rich source of Talents the state is not very successful in creating enough opportunities and the talents are not fine tuned to be employable even though their education qualifications are very high.

Problem in the Education system

Many time our education system fails to connect with the industry. Pure academic syllabus many time fails to connect with the exact industrial Scenario. This leads to the following problems to the candidates.

- Skill gap - This refers to the actual skills achieved through education of the employee is not matching with the requirements of the employer. This happens due to unscientific way of preparing syllabus and delivery of curriculum.
- More theoretical in Knowledge - Students has to focus more on theoretical studies due to out dated syllabus or lack of exposure to Industry provided by the Institution. This also happens due to wrong method of evaluation.
High aspiration - Candidate - The aspiration of the candidate may high on their initial placement. This happens because he is no way aware of the present scenario and also about his own capability. Also some of the points given below leads to not achieving a job ar achieving awrong job where the candidate may not be able to perform.

- Lack of Commitment
- Lack of information about Job Market
- Difficulty in finding Finding right Job
- Prepare ness for enhancing employability skills
- Early Attrition
- Adaptability
- High Expectation of the Employer

Government Support

The other side of the issue is Government is trying to bridge the gap and for that they have came out with many opportunities. These opportunities are not fully aware by the people across. If they utilize these opportunities this will help a lot in improving the employment rate in the state. Through the Government institution or machineries they are extending lots of schemes and helping hands to improve the level of employment. The Government employment exchanges are traditionally giving the following services, but many people are not capitalizing those supports.

- Registration
- Placements
- Employment Market Information
- Self Employment Scheme - Those who wants to capitalize their unenterprising skill attached to his education government provides financial support.
- ASSAP - Advanced skill acquisition programme - This is a skill development programme conducted by the state for the final year graduation students for a better connect with the industry.
- Vocational Guidance
- Educational Guidance
- Occupational Research
- Employability Centre - This is a novel concept by the State of Kerala , This helps the talents to connect with corporate. The Government machinery will negotiate with private corporate ,will provide trainings to the talents according to their requirements and will equip them to get placed in the respective Organisation.

Here are the details of government budget allocation towards the Cause.

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the Scheme</th>
<th>Budget (Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SARANYA- Self Employment Scheme for the Destitute Women</td>
<td>1600</td>
</tr>
<tr>
<td>2</td>
<td>Computerisation of Employment Exchanges and Directorate of Employment</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Conversion of Employment Exchanges into Centers of Skill and Employability Development</td>
<td>419</td>
</tr>
<tr>
<td>4</td>
<td>Multi Purpose Service Centers/Job Club</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>Strengthening of State Vocational Guidance Unit</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td><strong>Total Budget Allocation</strong></td>
<td><strong>2253</strong></td>
</tr>
</tbody>
</table>
The Kerala emerged as a model economy and it is known for this specialty. The Major economy is in direct connection with its socio-political behavior.

**The Cooperative sector** - The cooperative sector is having a big role in its economy. This is in continuation with their model economy and the people's ideology.

Other important specialty of the state is the people are well informed, progressive in their minds and adaptable to any international developments.

The geography is also unique as the state is very small and all the places of the state are semi-urban with all modern facilities.

**NRI (NRK) Influence**

The state's main revenue is from NRI population. The Major working class are migrants. Hence students are also visualizing this as an opportunity to come up in their career. The government also gives lots of service to promote these opportunities. The NORKA Roots a government enterprise coordinate to the welfare of these people. Let's have a look at the supports they provide to improve opportunities.

- Welfare of NRKs
- Promotion of Regional development with active participation with NRKS
- Social security networks
- A relief fund for immediate needs for NRKs
- Resettlement and reintegration of NRKs returning to the State
- Employment mapping
- To facilitate the creation of high caliber human recourse pool
- Upgrading of skills for job seekers
- Employment Data Bank
- Channelizing investment to State Financial advising
- Prevention of illegal recruitment

**Conclusion**

**Recommendations and Conclusions**

From the above study, we initially found there are a lot of opportunities missing due to ignorance of the candidate. The Government supports need to be communicated properly so that the candidates can utilize this as and when they require. Lots of fund goes in vein due to unknown awareness of the public.

There should be a channel to make the candidates aware about their demands and rights as a candidate. Make them equip to utilize these opportunities to the fullest extend.

The other important things is there are lots of opportunities to get the aspirants to connect with the industry, initiated by the government. This should be communicated to them through education institutions.

The use of public support like employability centers to connect with the industrial world needs to be capitalized to the fullest extend.

As discussed, the people of Kerala are more passionate about Foreign employment and the fertilities provided by the Government is not fully aware / utilized. Make the Candidates aware about all the good efforts to support them as an NRK and there by to contribute to the State.
Skill Gap
Last but note least is to build up the Skill gap. This only will help the aspirants to open the doors of corporate world. Here we need to put more efforts and focus. This needs to be explained in detail.
Initially we identified that there should be close association with the Education syllabus/system with the respective industry. The re modification is required as per the demand of the Industry. Other helpful factors to improve the employability identifies is explained below.

Job personality fitment Test
Identify the best fit candidates for jobs based on the job personality test. This will help us to identify the client as well as the candidates about his job personality or which job he is fit in to. This will help the candidate to understand his job personality. The candidate can work on it and can improve his skills towards it. Suppose after Job fit test a candidate is suggested as fit for Sales job, he can work on this and prepare to became a good professional in Sales. This will definitely give him a good career as the profession he chooses fits to his attitude.

Assessment
Aptitude test will be conducted to understand their aptitude and level of knowledge. Only desire may not help one to improve in his career. The knowledge level also matters. If he understands his level of Aptitude he can improve on it and the employer can select a candidate with desired level of aptitude.

Counseling
After the Job personality test and Aptitude test now we know where the candidate stands on his employability. Here we need to undergo him through a personalize job counseling. This should be conducted by well experienced job Counselor. He/She could identify the strengths and the areas of improvement. Based on that the candidate can prepare himself to improve on the required parameters. This is a crucial step as we can share the counselors comment to the employer and this will help him/her to understand more about the candidate even before the selection process. Counselor can suggest the candidate if any training need to be attended by the candidate in order to improve himself to the desired level. Here Counselor can find out what kind of job will suits him and how good he is in each role and can suggest the same to the employer through Counselor comments.

Trainings
Further to counselors suggestion the candidate had to undergo suggested trainings and this will be aiming at the day one job readiness. The training here suggested is not a detailed training or this is only quality improvement training and not a trade training.

Sharing with the Employer
The results of the Job fit test and aptitude can be shared with the employer along with the Counselor recommendation. This will help us to understand the employer about the candidate in detail. This will help the candidate as well because the employer is already known about the employability caliber of the candidate. This will improve on selection and quality hiring will happen and will lead to less attrition and job satisfaction.

References
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8. Government of Kerala - Department of Employment - Website
9. NORKA Roots - Kerala, Website.