

## STUDENT'S OCCUPATIONAL ASPIRATION TOWARDS MAKE IN INDIA

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### ABSTRACT

The present paper is a part of a study done in three schools of New Delhi, India's capital. Students occupational aspirations towards Make in India, an initiative of Gol. A significant mismatch has been observed between campaign and economy and jobs growth of India and schooling system. Schooling system is still a conventional system where they are making students to get enrolled to professional degrees. In the process, occupational aspirations will not match with the changing patterns of jobs and economy in India as well as Make in India prosperous for each and every sectoral growth. The focus of education system is only to create man power for job market rather than creating knowledge pool to change the economy destiny of India. This will create a mismatch of skills and jobs because Make in India requires regular upgradation of knowledge and skills so that man power can co-relate with overall growth.

### INTRODUCTION

Make in India covers 25 sectors of the economy, it was a movement launched by the Government of India on 25 September 2014, to encourage companies to manufacture their products in India and entuse with dedicated investments in manufacturing. In this movement, the major sectors are: Automobiles, Automobile components, Aviation, Biotechnology, Chemicals, Construction, Defence manufacturing, Defence exports, Electronic systems, Electrical machinery, Food processing, Exports, Information technology and business process management, Leather, Media and entertainment, Mining, Oil and gas, Pharmaceuticals, Ports and shipping, Railways, Rapid Transit, Renewable energy, Roads and highways, Space and astronomy, Thermal power, Textiles and garments, Tourism and hospitality and Wellness and Healthcare, etc.

However, transforming fundamental social and economic paradigms is both a challenge as well as an opportunity. With a population of 1.2 billion people and growing, accounting for 17 percent of the global population, living on only 2.4 percent of the world's surface, India faces deep impediments to achieving the kind of secure and sustainable access to the natural resources and its future generations need for the prosperity and wellbeing they legitimately aspire to.

India is among the world's most first attractive investment destinations, enough business opportunity with high ranking in ease of doing business (World Bank Group – 12<sup>th</sup> position in Ease of Doing Business 2016), upward growth in 16 places in the Global Competitiveness Index (World Economic Forum- 2015-16), also in 1st among 100 countries on the Growth, Innovation and Leadership Index, 1st among 110 investment destinations polled globally (Foreign Policy Magazine - Baseline Profitability Index- 2015); etc have made India superior for business point of views. Low labour costs in India; Labour force of 530 million; Large pool of skilled manpower; Strong knowledge base with significant English-speaking population; 7th most valued national brand in the world, etc are the most competitive advantages. The demographic dividend, such as young country with a median age of 30 years by 2025; largest young human capital base of 550 million under 25 years; population in working age group (15-59 years) to increase from 58% in 2001 to more than 64% by 2021, world's largest democracy with 1.29 billion people; Literacy 74.04%- all are the additional edge here.

It is important to promote India as the most preferred global manufacturing destination to propel sustainable growth; facilitate investment, foster

Innovation, enhance skill development, protect Intellectual property and build best- in-class manufacturing infrastructure by making India the easiest and simplest place to carry out suitable business, eliminating paperwork, processes, procedures, rules & acts, using technology to leapfrog, converging & integrating Government departments, facilitating investment and forecasting Innovation, enhancing skill development, protecting Intellectual property and building best-in-class manufacturing infrastructure.

It is vital to connect all these qualities and aspects with the educational system and upcoming professionals those who are blossoming under the schooling system in India. While testing the occupational aspirations of three schools of Delhi, an MCD government school, a CBSE private school and an ICSE affiliated school, hundred students from each type of school through open and close ended questions had interviewed – most of the students were aware of the Make in India campaign because enough advertisement have been done. Metro rail corporation of Delhi is a very convenient public transport from safety point of view and time saving too. Students who avail metro rail facility to go to school and coaching centers, 80 percent students know about the campaign of GoI through the advertisement in metro rail only. Irrespective of the type of school, the students have appreciated (90 percent students) the efforts that prime minister and GoI has made. They all have a proud feeling that the Indians are on the correct pathway to success. It was very interesting that 34 percent students could narrate the factors which are promoted under Make in India initiative. One or two consultations and seminars have been done in the ICSE school, otherwise government and private CBSE schools have hardly given any opportunity to have a debate and discussion on these sectors and overall economic growth. It was highly appreciated that the students of private schools who commute by rickshaw, by foot, bike or car and are not using public conveyance haven't come across the campaign Make in India. Only 18 percent of them have seen some advertisement on television sets or newspapers while their parents are allowing them to watch television or are reading newspapers. Though private CBSE school

system has accessibility to library and students also get their personal newspaper for which they pay but the students have confined them only to textbooks and social media. It is sad and needs our utmost attention that the middle-class society no matter which caste or category, have less knowledge about the economic growth and development of our country. This is the major segment who will contribute in the success of Make in India. When the students were asked about their occupational aspirations, it is realized that they are attracted towards media and glamorous job trends which they see in their nearby vicinity.

## DISCUSSION

A significant mismatch has been observed in the industries and sector which are promoted by GoI and student's occupation. This is not the end, to some level parents are also not able to transmit their knowledge base with overall growth and development of nation. While conversing with the parents and students about the source of information on economic development, it is analyzed that 76 percent of them receive through the media news channel which they play with the integrity on the basis of TRP. Very few parents and students have seen knowledge based through research and journals and some knowledge based on news channel such as Doordarshan, BBC, Lok Sabha and Rajya Sabha.

It is noteworthy that whenever government is coming up with certain kind of campaigns related to development of nation, it must relate with education system of India that means ministry of industry and development should work in silos but complement each other with their knowledge base and development. In the same way curriculum must be designed with the innovative practices that are relevant in the contemporary scenario. Every year CBSE, ICSE board must review their curriculum in context of policies and system of India and students should know about them with non-political motive for overall development of nation. While asking the economic growth very few students were aware of the economic footprint which we have on the planet earth. At present the way we are consuming our resources we need 1.5 India's to live properly i.e. we need more ecosystem, forest, land and water to

sustain our future. Students were not at all having views on them. Whereas the parents were also been attracted towards rightist approach and they consider the concerns of planet earth (mother earth) as a leftist ideology which hinder the growth and development of India. It was astonishing fact that education system is not maintaining the growth of intellectual domain rather societies, media and education system are promoting workers who would have less egalitarian thought process and enlightenment.

## CONCLUSION

The present status knowledge based and growth scenario will not cater India to develop in actual sense Make in India but they will develop labours to compliment and serve Make in India which would have control in few hands that may be in government or private sector who may play with less knowledge approach of society.

Eventually it may create much more social stratification and Karl Marx theory of social conflict which has been rejected in all senses in the entire world with the approach of our nation. This may repeat or manifest in the society in the coming days. Therefore, education system of India should project knowledge and knowledge-based products rather than labor work force. Unfortunately, it has been perceived by the researcher, in all the three schools, the parents and schools are making labor for socially stratified society with less intellectual enlightenment which of course is the overall objective of education.

## REFERENCES

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