

# MARKETING STRATEGIES TO IMPROVE SKILL DEVELOPMENT IN SUB-MOUNTAIN AREAS OF PUNJAB

Manav Saini<sup>1</sup>, Dr. Atul Loomba<sup>2</sup>

Director/Associate Professor<sup>1</sup>, Associate Professor<sup>2</sup> Faculty of Management  
KMS College of IT and Management, Dasuya<sup>1</sup>, Rabinderanath Tagore University<sup>2</sup>

## ABSTRACT

The rural world is changing rapidly, and young people need to be prepared for skill development education to rise to the new opportunities, using marketing strategies. This paper is carried out to determine the status of skill development education in semi-hilly (Kandi) areas in Punjab. To find out best possible remedies to cope out the skill development educational problems through marketing. This work is carried out to study the socio-economic factors playing a role in the education of rural and semi-hilly areas of Punjab (Kandi area) students. The aim of the study is to focus on the steps to improve marketing strategies. The young adults, ranging in age from 15 to 30, have vastly different marketing requirements.

**Key Words:** Skill Development Education, Rural Areas, Marketing Strategies

## INTRODUCTION

In today's modern society, skill development education is the backbone of the modern society. It has the power to transform human beings into human resources, so marketing strategies are required for promotions. Along with primary, secondary and higher education, Skill Development Education (SKD) is also an instrument to build future generation. While imparting knowledge and skills to the youth, Skill Development Institutions play an important role in accelerating the developmental process. In India majority of the Skill Development educational institutions are urban centric. Even most of the Skill Development educational institutions in rural India lack quality. Since independence Sub-Mountain areas of Punjab has also been striving very hard to achieve its Skill Development educational objectives for attaining its overall growth and development.

When devising marketing strategies geared toward adults, you'll find varying sub-demographics you must consider. The Young adults, ranging in age from 15 to 30, present vastly different marketing requirements than retired adults over the age of 65. The characteristics of different age groups play a vital role in the advertising efforts, so define the audience as closely as you can to get the most effective results.

Ages 12-18 spend a great deal of their time in playing sports, watching **Tele Vision** and mobile activities. TV and search ads are an effective way to reach this age demographic. Skill Development Institutions primarily target the young demographic can turn to effective advertising mediums such as local magazines

and newspapers, television advertising and community outreach efforts to connect with their audience. Local magazines that focus on or have subsections pertaining to educational skills, programs, job topics hold a strong presence with the young generation demographic. Television advertising is a good way to reach a large young audience by placing ads on talk shows, sitcoms and reality TV. Effective advertising can also be accomplished through community outreach with other adults in community. Example: Skill Development Institutions can host a workshop for students entering the workforce. Institutes can offer free demonstrations to high school students. Book stores can arrange kids' reading programs to the community.

**Native advertising** - 70% of clients would preferably find out about new services through substance over barefaced publicizing. Native advertising is a consistent method to advance advertisements that aren't troublesome to clients.

**Video and visuals**—Video advertising is rising, not declining, so making significant video and visual substance that recounts a story and conveys messages to audience. At the point when 92% of portable video purchasers share recordings with others, the effect of video is really clear.

**Social Media** HubSpot's State of Inbound 2016 report demonstrates that 48% of institutions overviewed were wanting to add YouTube to their showcasing endeavors in the following a year, 39% were including Facebook, and 33% intended to include Instagram.

**Email and Marketing Automation** can complete various things, if you have data of the students,

## **OBJECTIVES OF THE STUDY**

The study is conducted to improve marketing strategies for Skill Development in Sub-Mountain Areas of Punjab. The target students are in the age group of 18 to 25 years & belong to Agriculture families. The students begin to seek vocational courses during graduation or while pursuing senior secondary school but about 5% of students pursuing vocational courses can be working professionals; these students have information about educational centers around towns but are unaware about availability of courses & opportunities.

## **METHODOLOGY ADOPTED**

This research is based on survey that gathers data from members of the selected population with the aid of open and close ended questionnaire in order to determine the status of the skill development in sub-mountain areas of Punjab. The data has been collected using both by primary data collection methods as well as secondary sources.

To identify and analyze the level of awareness, 20 statements relating to source of information, training covered, training benefit, self-employment, encouragement of self-development, government schemes are distributed among 1000 respondents.

The observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data.

## RURAL MARKETING FOR SKILLS EDUCATION

Contriving a rural marketing campaign can be trying because of the numerous obstacles it shows that may outperform the desires for the marketers. Arranging and readiness is the core of building a strong rural marketing campaign and shutting in with no deterrents. The truth of the matter is that execution of any arrangement needs basis and in addition planning for the country zones Punjab. Conservatism expresses that it is fundamental that designs ought to incorporate definite arrangements for the unexpected conditions that may surface in the season of consummation of the battle.

All that being stated, counteractive action stays to be a superior alternative than fix yet the development of such a technique sounds extremely tedious. It is about difficult to recollect every single detail while actualizing a highly functional rural marketing campaign for instruction which implies that missteps can happen more frequently than marketer might want to acknowledge. Building up a effective marketing plan depends to an extraordinary degree on the sort of projects you offer, including the conveyance designs, course lengths, essential learning and geographic reach. Characterizing your projects particularly can lead you to distinguish at least one target markets, which would then be able to illuminate your choices on publicizing, estimating, advancements and advertising techniques.

Accordingly, the best activity while formulating any rural marketing campaign, one ought to make a rundown of things to recall.

### Understanding the audience

While planning a marketing campaign for rural areas and small towns, the preferences of the audience can be a tricky area to predict. Their satisfaction has a price which should be considered while planning the campaign so that the campaign achieves its objectives. and the ideal target audience will depend on the type of educational programs and services you provide. Think about the kind of people who will benefit most from your services to point you in the right direction. If you are marketing community college courses, for example, consider targeting high-school seniors and young adults. If you provide trade-skills certification courses, target working adults looking for a career change.

### Treating rural market different from urban ones

Regarding the rural markets same as urban ones may not be exceptionally useful for the campaign, the advertiser should comprehend and regard these distinctions. This understanding gives them an edge to perform better and improve results.

### **Marketing Agencies**

A significant part of being prepared is to research about everything involved with the preparation. A rural marketing agency should be aware about the intricate details about the audience and market of the area. Demographic, geographical and resources available in the area should be sufficient.

### **Advertising**

Place advertisements in outlets that are frequented by your intended interest group. Here we are focusing on low-pay grown-ups and families, think about posting promotions in neighborhood print daily papers or occupations classifieds to get the message out about new projects at a generally minimal effort.

### **Pricing and promotion**

Use price promotions to give students a chance to experience the curricula for themselves. Consider hosting free educational seminars including valuable information.

### **Public Relations**

The service nature of educational programs creates opportunities to serve surrounding communities while boosting the programs' reputation among potential students. Consider offering free, basic classes in low-income communities, for example, or make large donations to charities promoting adult literacy. Find ways to give company time and resources to the cause of education for the poor in the communities you serve and you will gain the respect of influential community leaders.

### **Budgeting**

No marketing plan would be complete without a budget to maintain the profitability of the campaign. Begin your budget by calculating your expected revenue increase from the campaign. Multiply the number of people you expect to view your marketing messages by the rate at which you expect to convert views into purchases, then multiply the result by your average expected revenue from each new student. Using this figure as a foundation, apportion specific budget amounts to each area of your marketing plan, leaving a small buffer to allow for unexpected expenses.

## **STATISTICAL ANALYSIS**

Following questionnaires are distributed among the students of semi-hilly areas of Punjab of age group 15-25 years out of which 700 are males and 300 are females.

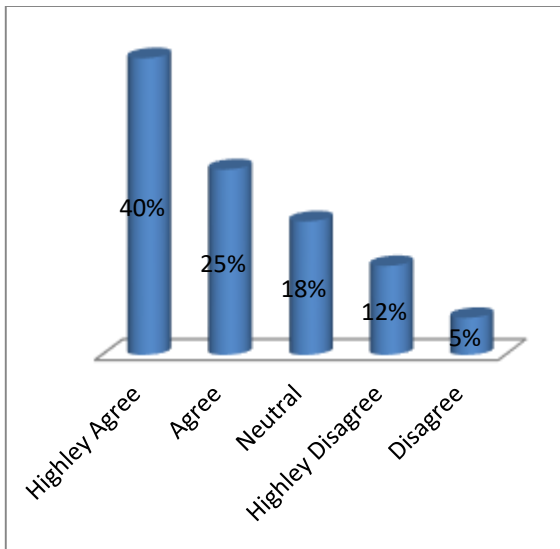


Figure 1: SKD is crucial input

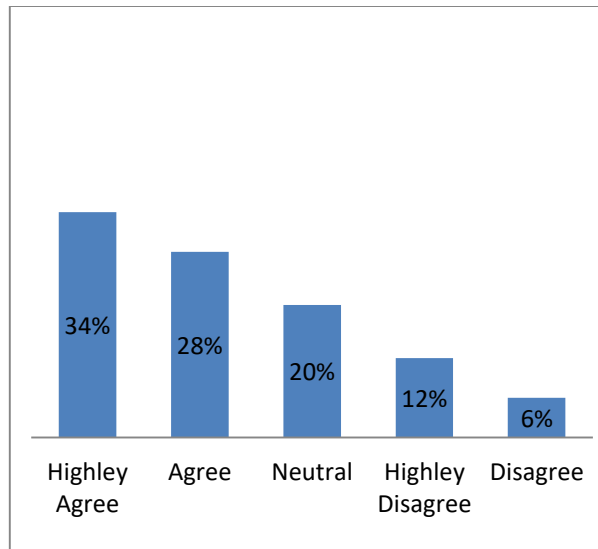


Figure 2: Importance of Marketing

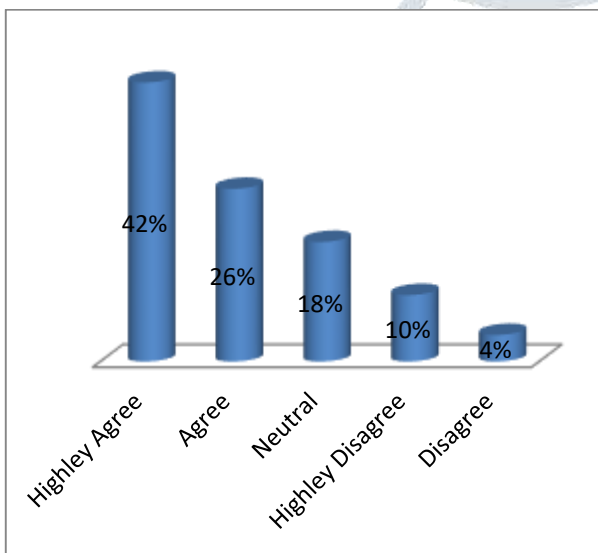


Figure 3: Marketing strategies should be updated

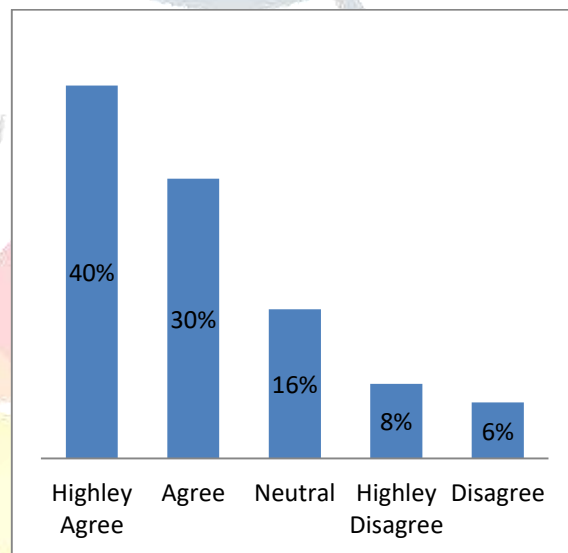


Figure 4: Challenges in Marketing

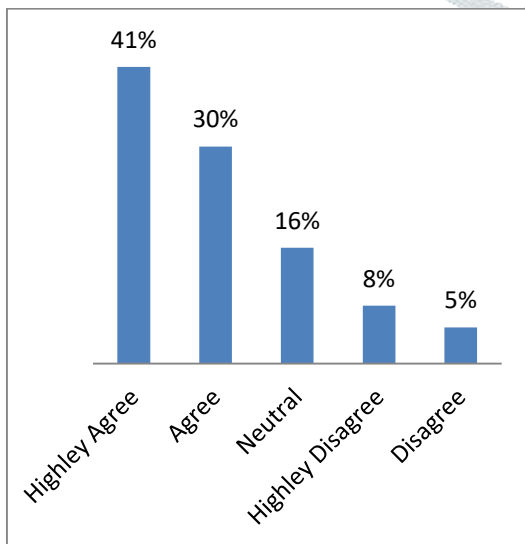


Figure 5: Requirement of social media

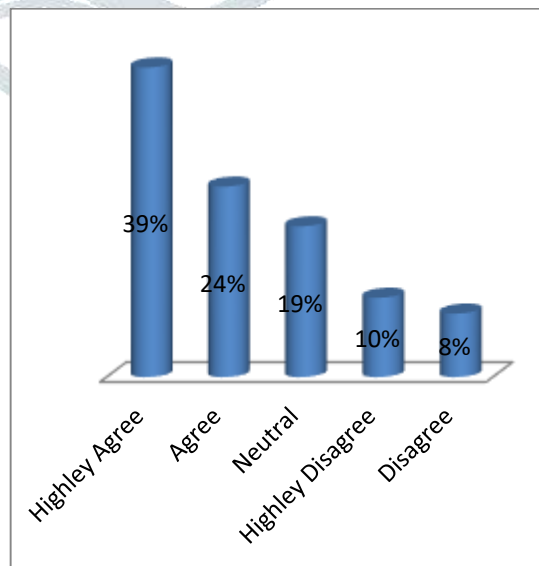


Figure 6: Requirement of Innovations



**For development of sub mountain areas of Punjab (Kandi), Skill Development Education can be a crucial input.**

In Figure-1, 25% of the respondents agree with the development of sub mountain areas of Punjab (Kandi) areas, Skill Development Education can be a crucial input. 18% of the respondents neutral with the same and 12% of the respondents highly disagree with the above statement.

**Successful marketing of the invaluable Skill Development educational service in rural areas of sub-mountain (Kandi areas) becomes very essential as they will act as producers in the days to come.**

In Figure-2, 34% of the respondents highly agree, 28% of the respondents agree with the Successful marketing of the invaluable Skill Development educational service in rural areas of sub-mountain (Kandi areas) becomes very essential as they will act as producers in the days to come. 12% of the respondents highly disagree with the same and 6% of the respondents disagree with the above statement.

**Marketing is a domain which is dynamic i.e. involves change, an important phenomenon not to be overlooked.**

In Figure-3, 26% of the respondents agree with the Marketing is a domain which is dynamic i.e. involves change, an important phenomenon not to be overlooked. 18% of the respondents neutral, 10% of the respondents highly disagree with the same and 4% of the respondents disagree with the above statement.

**Education sector marketing is notoriously challenging. Well-known hurdles include budget limitations and having to appeal to a completely new audience each year – and with the rise of digital marketing channels, marketing your educational institution effectively is becoming even more competitive and complex.**

In Figure-4, 40% of the respondents highly agree with the education sector marketing is notoriously challenging. Well-known hurdles include budget limitations and having to appeal to a completely new audience each year – and with the rise of digital marketing channels, marketing your educational institution effectively is becoming even more competitive and complex. 16% of the respondents neutral with the same and 6% of the respondents disagree with the above statement.

**Prospective students now expect you have a strong social media presence across key channels, including Facebook, Twitter and YouTube**

In Figure-5, 41% of the respondents highly agree, 30% of the respondents agree with the prospective students now expect you have a strong social media presence across key channels, including Facebook, Twitter and YouTube. 16% of the respondents neutral with the same and 5% of the respondents disagree with the above statement.

**Skilling programs are coming up with specialized courses on entrepreneurship in different sectors. Instead of training students to work under someone, these programs focus on leadership and innovation.**

In Figure-6, 39% of the respondents highly agree with the Skilling programs are coming up with specialized courses on entrepreneurship in different sectors. Instead of training students to work under someone, these programs focus on leadership and innovation. 19% of the respondents neutral with the same and 10% of the respondents highly disagree with the above statement.

## CONCLUSION

This study concluded that for development of these areas, Skill Development Education can be a crucial input. Successful marketing of the invaluable Skill Development educational service in rural areas of sub-mountain (Kandi areas) becomes very essential as they will act as producers in the days to come

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