

EFFECTIVENESS OF MARKETING STRATEGIES FOR SKILL EDUCATION IN SUB-MOUNTAIN AREAS OF PUNJAB

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Abstract: Entrepreneurs in the new agribusiness require the abilities and knowledge to work in open and demanding markets. This study is led to find the effectiveness of marketing strategies for skill education in sub-mountain areas of Punjab. The best marketing strategies are those that are focused toward a specific audience of sub urban areas(Kandi) of Punjab, concentrated on key benefits based on the audience's point of view and interests and delivered at a proper time - when the audience is well on the way to be attentive to and interested on the message being delivered. To identify and analyze the level of identify and analyze, 20 statements relating to source of information, training covered, training benefit, self-employment, encouragement of self-development, government schemes is considered. Traditional Marketing , print advertisements, such as newsletters, billboards, flyers and newspaper print ads and digital marketing strategies can help in promotion of the importance of skill development education in rural areas.

Key Words : Marketing, Training, Self-employment

I. INTRODUCTION

The people living in rural areas have been facing socio- economic problems and psychological tensions. The constraints and prospects of the development along the semi-hilly areas assume unique significance in the process of skill development education due to specific needs of the people living in the poor conditions However, the magnitude of the problems differ from region to region depending upon the geographical condition, socio-cultural set up of the region and efforts of National Skill Development Council and government of the state can improve their livelihood by providing ICT literacy, Media Literacy and Information Literacy .Today student need to develop skills, content knowledge, leadership and responsibility other than academic knowledge. Perfect promotional strategies can help the youth of these areas to select the appropriate path. It is important to know:

- Number of colleges per thousand sq. km
- Number of colleges per lakh population
- Number of universities per ten thousand sq. km
- Number of universities per ten lakh population

Table 1 : Total Educational Institutes

| INSTITUTE | NO. |
|--|-------|
| Universities Number | 16 |
| Arts, Commerce, Home Science & Science Colleges Number | 276 |
| High/Senior Secondary Schools Number | 9475 |
| Middle Schools Number | 5245 |
| Primary Schools Number | 14242 |

II. OBJECTIVES OF THE STUDY

- (i) To study effectiveness and benefits of marketing strategies in skill education
- (ii) To study how audience is effected by marketing strategies.
- (iii) To study how poverty allivation is improved in semi-hilly areas of Punjab.

III. 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.

IV. EFFECTIVENESS OF SKILL EDUCATION IN PUNJAB

Agriculture is main source of income in rural areas and this income is seasonal in nature. It is fluctuating also as it depends on crop production. Though large, the rural market is geographically scattered. There are linguistic, religious and cultural diversities and economic disparities. But still with the increasing literacy level in considered rural areas and semi-hilly areas industrial sector of the State which contributes 24.51 percent to GDP has increased by 4.52 percent during 2017-18(A) as per advance estimates as compared to 4 percent growth in the industrial sector of national economy.

Table 2: Government Expenditure on Rural Development Program in Punjab by Major Heads (in Lakh Rupee)

| 1980-81 | 1990-91 | 2000-01 | 2014-15 | 2015-16 | 2016-17 |
|---------|---------|---------|---------|---------|---------|
| 11.73 | 13.33 | 966.98 | 3733.48 | 4380.15 | 4141.14 |

Source: Statistical Abstract of Punjab, Economic & Statistical Organization,

To give further boost to industrial sector in the state, the State Government has notified the 'Industrial & Business Development Policy-2017, which is a part of the vision to put the state back on high trajectory of growth and prosperity. The new Policy is a holistic framework for sustainable industrial growth of the State. The Policy is architected around eight core strategic pillars of Infrastructure, Power, Micro, Small and Medium Enterprises (MSME), Ease of Doing Business, Startup & Entrepreneurship, Skill Development, Fiscal & Non-Fiscal Incentives and Stakeholder Engagement supported by Sector Specific Strategies for growth. The policy offers attractive opportunities for companies to invest in the State. To boost industry in the State, Government has provided power subsidy amounting to Rs.1440crore by providing power @Rs. 5 per unit to industry. There are an estimated 1.72lac registered Micro, Small, Medium and Large Industrial Units in the State as on 31.3.2017 with the fixed investment of about Rs.86324crore and employing about 15.26lakh persons. These units produced industrial goods worth Rs.201590crore in 2016-17 including items such as Hosiery Goods, Bicycles and Cycle Parts, Automobile Parts, Sewing Machine Parts, Yarn and Textile, Hand Tools and Machine Tools, Sports Goods and Leather Goods. The export performance of Punjab has been commendable in the last few years. Exports from the State during the year 2014-15 to 2016-17 was to the tune of Rs.27,235crore Rs.27,747crore and Rs. 29,300crore respectively.

Table 3: Minimum Wages for Agricultural and skilled Labor fixed by the state Government

| Year | Agricultural Labour. | Percentage increase/decrease Over previous Year/Month | Skilled Labour | Percentage increase/decrease Over previous Year/Month |
|---------|----------------------|---|----------------|---|
| 0 | 1 | 2 | 3 | 4 |
| 2003 | 89.30 | 3.30 | 135.80 | 2.14 |
| 2004 | 91.39 | 2.34 | 137.89 | 1.54 |
| 2005 | 94.24 | 3.12 | 140.74 | 2.07 |
| 2006 | 98.61 | 4.64 | 145.11 | 3.11 |
| 2007 | 102.41 | 3.85 | 148.91 | 2.62 |
| 2008 | 129.20 | 26.16 | 203.60 | 36.73 |
| 2009 | 136.79 | 5.87 | 211.19 | 3.73 |
| 2010 | 148.06 | 8.24 | 222.46 | 5.34 |
| 2011 | 160.48 | 8.39 | 234.88 | 5.58 |
| 2012 | 210.00 | 30.86 | 264.50 | 12.61 |
| 2013 | 250.64 | 19.35 | 305.14 | 15.36 |
| 2014 | 266.52 | 6.34 | 321.02 | 5.20 |
| 2015 | 277.13 | 3.98 | 331.63 | 3.31 |
| 2016(R) | 299.21 | 7.97 | 351.77 | 6.07 |
| 2017(P) | 305.83 | 2.21 | 358.12 | 1.81 |

Source: Labor commission, Punjab

IV.IMPROVEMENT IN POVERTY ALLIVATION

Punjab has tackled the problem of poverty in more effective manner than other states. As per latest poverty estimates (2011-12) prepared by Expert Group constituted under chairmanship of Dr. C Rangarajan, percentage of population living below the poverty line in Punjab is only 11.3% as compared to 29.5% at the National level. Poverty line in rural and urban area has been fixed at Rs. 1127.48 and Rs.1479.27 respectively in Punjab viz-a-viz Rs.972 and Rs.1407 at National level. In percentage term, people living below poverty line in India are 18.2% more than in Punjab. Punjab is better placed among the major states of India in terms of poverty ratio and it is placed at 2nd rank after Himachal Pradesh at No. 1. A peculiar feature of poverty in Punjab is

that people living below poverty line (7.4%) is significantly less in rural area than (17.6%) in urban area. At National level percentage of population living below poverty line is higher (30.9%) in rural area than (26.4%) in urban area.

V.STATISTICAL ANALYSIS

Because of the long time needed to prepare a new generation of agricultural scientists and professionals, urgent action is needed now to design, fund, and implement programs that combine upgrading local universities, supporting regional centers of excellence in teaching and research, and providing cost-effective higher-degree training outside the region?

In figure-1, 39% of the respondents highly agree, 28% of the respondents agree with the long time needed to prepare a new generation of agricultural scientists and professionals, urgent action is needed now to design, fund, and implement programs that combine upgrading local universities, supporting regional centers of excellence in teaching and research, and providing cost-effective higher-degree training outside the region. 10% of the respondents highly disagree with the same and 5% of the respondents disagree with the above statement.

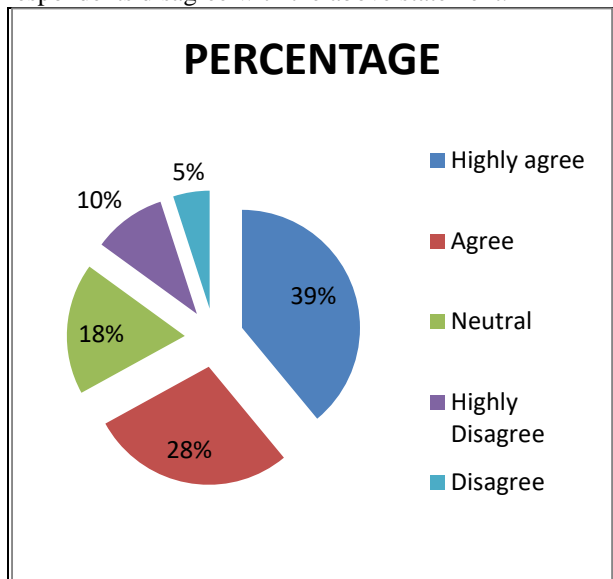


Figure-1 Needs to prepare new generation

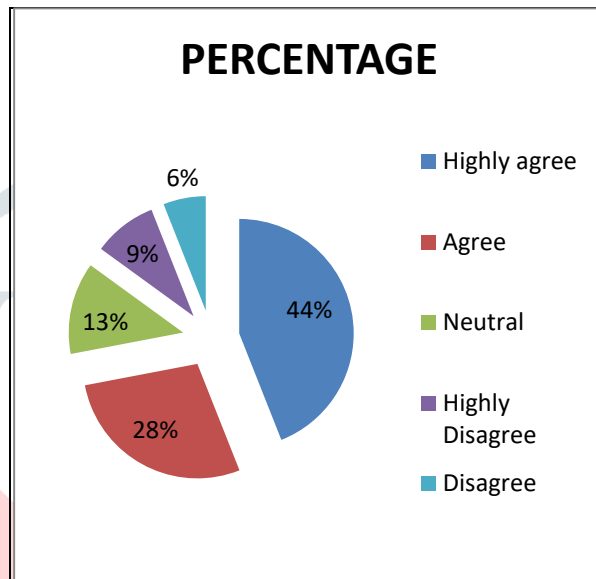


Figure-2 Promotional activities have increased awareness

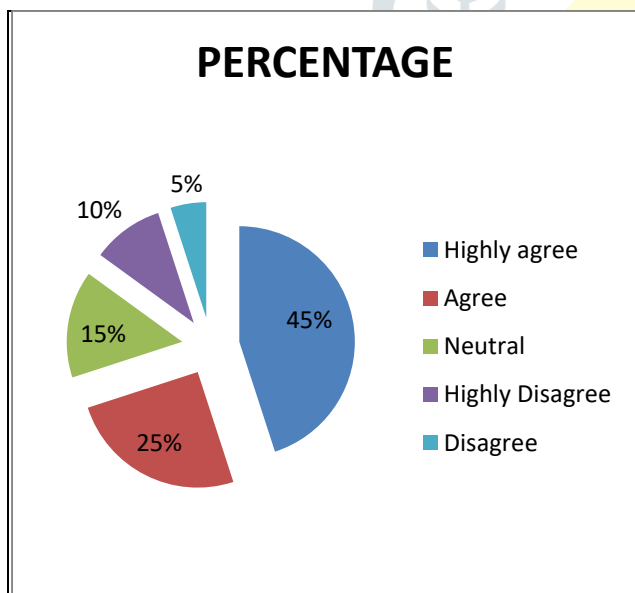


Figure-3 Effectiveness of planned promotional activities

Does a Promotional activity of educational institutions lead to increase awareness of the institution to its consumers?

In figure-2, 44% of the respondents highly agree, 28% of the respondents agree with the Promotional activities of educational institutions lead to increase awareness of the institution to its consumers. 13% of the respondents neutral with the same and 9% of the respondents highly disagree, 6% of the respondents disagree with the above statement.

A well planned marketing and promotional strategies for education services could make the difference of course in semi-hilly areas of Punjab (Kandi)

In figure-3, 45% of the respondents highly agree with the a well planned marketing and promotional strategies for education services could make the difference of course in semi-hilly areas of Punjab (Kandi). 15% of the respondents neutral with the same and 10% of the respondents highly disagree with the above statement.

VI. SUGGESTIONS FOR MARKETING

If we emphasis on proper marketing strategies with full efforts we can achieve the following goals.

- Quality of education and research activities will be encouraged and improved.
- Interests of the students will be protected by providing the facilities according to their diverse needs.
- International equivalence of certification should be ensured.
- Such diversified requirements of the students may be taken into consideration domestically and internationally to satisfy them.
- Information network on skill development may be used optimally to deliver the service.
- Merit-based student financing should be encouraged.
- Conducive research environment should be created.
- High quality faculty and improved technology for delivery of education should be ensured.
- Employability has to be ensured by making the educational system relevant to reality.
- Appropriate marketing mix in terms of courses, fees, channel of delivery and promotion has to be designed to attract more talents.
- Institutions such as NSDC, PMVYK, PSDM etc., may shoulder greater responsibilities to ensure the quality in Education and Research in Skill Development Education system through constant monitoring and evaluation.
- More researches are required to understand the complex link between ICTs, learning and achievement.

VII. CONCLUSION

Now there is need to prepare a new generation of agricultural scientists and professionals. Urgent action is needed now to design, fund, and implement programs that combine upgrading local universities, supporting regional centers of excellence in teaching and research, and providing cost-effective higher-degree training in semi-hilly areas of Punjab. Promotional activities of educational institutions lead to increase awareness of the students living in these areas. Today is the time of digital marketing. Every young one have a mobile phone with internet. Advertisements for young adults need to be unique and frequent. With the awareness of skill development, Punjab has tackled the problem of poverty in more effective manner than other states.

VIII. REFERENCES

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