

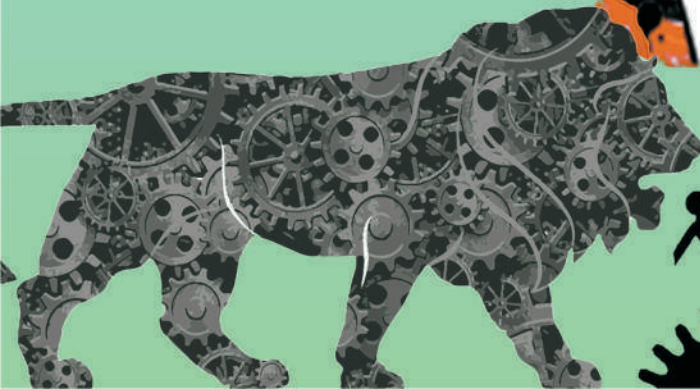
रामवार्ता

QUARTERLY NEWSLETTER OF IBS GURGAON | FOR PRIVATE CIRCULATION ONLY

Employability Skills for आत्मनिर्भर भारत

Skill India

कौशल भारत - कुशल भारत



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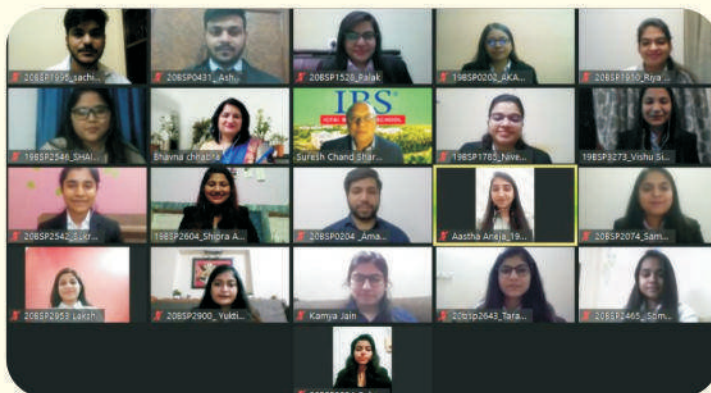
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FROM THE CHIEF EDITOR'S DESK



Economy has been passing through the contraction phase since March 2020. Not only there is no abatement in the turmoil caused by Covid-19, its fury is on the rise during 2021-22. A vast mass of population has turned edgy. The cost of living is rising at an unprecedented rate due to rising input costs. Maintaining supply chains in shape has become another formidable challenge.

The civic and health infrastructure is in tatters. Migrant and construction labour are fleeing the project sites to reach their homes. They have made the final choice in favour of LIFE over LIVELIHOOD. The assurances from Governments and corporates to stay on the project sites are not producing the intended results.

This period will go down in the history as a black swan event- which occurs once in several hundred years. Every one is suffering- the firms, the employees, the communities, the government, the borrowers, the lenders, the vendors, the suppliers, the old and the young.

Two developments distinctively characterise the present abnormal period; one is working in a positive way and the other in a negative manner. Firstly, transportation has taken a backseat and communication has emerged as a powerful substitute for transacting business. The loss of mobility of people-consumers, producers, marketeers, service providers and so on has adverse economy wide ramifications for efficiency, productivity and choices particularly in sectors like travel & tourism, entertainment, real estate etc. The scars of the bruises experienced by these sectors would take very long time to fade away.

Secondly, face-to-face communication has been replaced by digital communication. Digitization of virtually all the sectors of the economy is bound to have economy wide productivity gains. There is significant empirical evidence that digitization enhances the connectivity amongst all economic actors and stakeholders such as governments and citizens, raw material providers and manufacturers, labour and capital, financial and real sector etc thereby boosting productivity, creating new jobs and enhancing the quality of life for society at large.

The present issue of Samvaad is focused on the theme of 'Employability skills required for Aatmanirbhar Bharat'. The term 'Aatmanirbhar Bharat' was introduced to move the Indian economy from the stage of low level of equilibrium to the stage of self-sustenance. The objective of this mission is to build capacities across sectors that would help in realizing economies of scale and scope leading to global competitiveness. Further, this mission is aimed at scaling up the infrastructure development, attracting FDI, promoting consumption and investment-led growth and technology induction.

Self-reliant India is different from self-sufficient India. Self-reliance doesn't mean a closed economy, self-containment or isolation from the world. It is about self-sustaining, self-generating and pursuing policies that promote efficiency, equity and resilience.

This means that we need to focus more on skilled workforce to enhance employment, competitiveness, resilience and exports. Self-reliant India translates to being a bigger and more important part of global economy and catering to the demand of the economies.

A skilled and versatile workforce is necessary to enhance employment opportunities and global competitiveness. Artificial intelligence, cloud computing, machine learning, data science and internet of things are the new areas of interest for the world. To acquire competitiveness in global markets, we need to focus on disseminating these skills widely, across educational institutions, business organisations, government and non government bodies etc. The objective is to promote new ideas and practices. It will always remain work-in-progress.

Happy Reading Samvaad!!

Prof. S. C. Sharma
Director, IBS Gurgaon



FROM THE MANAGING EDITOR'S DESK

History repeats itself, but no one expected it to happen So Soon!! With the second and strong multi-mutant wave of coronavirus the complete economy is once again at risk. World economy is under threat of slow down. It is estimated that billions of people will fall back into poverty as there will be a significant decline in economic activity both in advanced and emerging economies. There is an unprecedented level of social unrest worldwide due to lack of medical facilities, the debt levels are going to increase and can constrain burden on the economy.

In India, health situation at present time is grim, already the early warning signs on macro and micro economic parameters are visible and the situation needs to be tackled strongly by the Government and its citizenry. It is a known fact that the life post covid-era will not be the same, the effects of the pandemic are expected to have a lasting impact on every sphere of activity across different sectors. The emerging economies that rely on global trade imports of strategic goods and services and tourism will be the worst affected.

To handle the after-effects of the pandemic, India must focus on two objectives, first, reviving different spheres of the economy in the short run and second, insulating the economy from any future global economic downturn in the long run. Therefore, need of the hour is to become Self-Reliant today. A self-reliant operating model would be required to meet the demand of present time as Covid-19 has disrupted the nature of jobs and skill set required. Appropriately, the present issue of Samvaad is based on the theme of '**Employability skills required in Aatmanirbhar Bharat**'.

At this juncture, enhancing employability skills is must for the tough times which mankind is facing at present. Skill-development for self-sustainability is important at every level of economic activity. Almost 50 percent of India's total population is below 25 years. We have a huge reservoir of educated young population which is a unique proposition in the demography. The fact that many Indians are holding senior positions in many political and corporate world abroad is well known to all. This shows that there is no dearth of knowledge and talent in our country, however we need to upgrade the skills that the youth of the country requires to meet the employment need of the next century. There is a paradigm shift in the digital technology that drives the job market, work from home or remote working with the increase in the adoption of digital technology will be the new normal for the future jobs.

By 2025, the top skills which the employers will seek are analytical thinking, innovation, active learning strategies, complex problem solving, optimistic frame of mind, critical thinking, resilience, stress tolerance, flexibility, creativity, originality, initiative, leadership, team development, reasoning, emotional intelligence, planning, designing, programming, experiential learning, teamwork and overall

positive attitude. For the young population which will join the work force in this decade, a new holistic approach towards life and work needs to be adopted.

During the last quarter, IBS Gurgaon organized many academic and extracurricular events and activities, such as- panel discussions, workshops, guest lectures, placement processes, series of knowledge sharing sessions by Alumni, various competitions and festive celebrations through Zoom platform. Students participated in all activities with full energy, zeal and enthusiasm. Samvaad comprises proficient opinions of our experienced faculty members on the theme, besides the regular columns of Campus Buzz, Faculty Forum, Students Article, Celebrity Watch, Alumni Success Story and Book Review. My heartfelt thanks to the Student team of Samvaad Cell, Batch of 2021 & Batch of 2022 for their hard work and valuable contribution for bringing out this issue of Samvaad.

Happy Reading Samvaad !!
I am sure you will find it informative and interesting

For any kind of feedback or suggestions, please contact at bhavna.chhabra@ibsindia.org

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Managing Editor, Samvaad



Prof. Navneet Saxena
Associate Editor, Samvaad

Skills for Aatmanirbhar Bharat

'Employment Skills' is one of the most fundamental foundation elements of a nation's economic growth. The world is today on the edge of Industry 4.0 and the Indian economy hopes to push this change. The current need for a workforce that is ready for jobs and industry has never been more significant. Core employability skills have the ability to hugely impact the skilling space and therefore there is an urgent need to build the strong capacity of youth for various kinds of jobs, at speed and scale.

Global Business Coalition for Education (GBC-Education), the Education Commission, and UNICEF have reported that India is behind only Maldives (46%), Nepal (46%) and Pakistan (40%) who are projected to see even fewer students reach the appropriate barometer of learning and skills to tackle the jobs of the year 2030. At the current rate, about fifty percent of the current workforce will need to be reskilled by 2025, as the adoption of technology increases, according to the World Economic Forum's Future of Jobs Report.

A lot of studies say that problem-solving and critical thinking top the list of skills that employers believe will grow in prominence in the next five years. Some newly emerging trends this year are skills in managing self, such as active learning, resilience, stress tolerance and flexibility.

Recently the Future of Jobs Survey estimated that around forty percent of workers will require reskilling of around six months. India needs a holistic and emphatic approach to address the skills shortage in the country. Various estimates say that by 2022, 700 million skilled workers will be needed to meet the needs of a growing Indian economy. The highly-trained demographic population needs to be deployed efficiently by creating suitable job opportunities. Mass education of the younger lot and their suitable employment is key to ensuring that it is indeed a rich demographic dividend.

FACULTY ARTICLES

Employable Skills For Aatmanirbhar Bharat



Prof. Umesh Kalra
Adjunct Faculty, IBS Gurgaon

As the title connotes, employable skills are linked to the requirements of the employment market.

1. Employability refers to a person's capability of gaining initial employment, maintaining employment and obtaining new employment. It is like possessing a set of skills and knowledge that makes a person choose occupations in which he/she is satisfied and successful. In other words, these are the skills that could be utilized and are found useful to the employee and the organisation at large. These could also be termed as job readiness skills

2. 'Aatmanirbhar Bharat' basically means self-dependent/reliant India. Serious thinking on these lines had started in 2018 during the China-USA trade war but

was given a big push after one of the severest lockdowns imposed on the country following a pandemic. The vulnerability of the country on the dependence on import, particularly on China, even for non-essential goods, became quite evident during the period. The economic crisis triggered by the COVID 19 gave birth to the Aatmanirbhar Bharat Abhiyan. While the idea was first proposed by the present government, some of its features are similar to the Swadeshi movement launched on August 7, 1905, to take on the British regime of the time.

3. The concept is brought up during the present times of economic slowdown to make India stronger in economic terms and a more important part of the global economy by pursuing policies that are only efficient, competitive but also flexible. The purpose is to promote local products in India as well as all over the world by emphasizing 'vocal for local'

4. Let us be clear that though Aatmanirbhar or self-reliant indicates being self-sustaining and self-generating, this does not mean self-containment or remaining isolated, or cutting off relations from the world by being protectionist. It will be self-defeating. In the present economically integrated world, it is neither possible nor practical. World trade is an essential part of the economic growth for every and any country.

5. India already bitterly tasted the failure during the third five-year plan (1961-66) which stated that the Indian economy "must not only expand rapidly but at the same time become self-reliant and self-generating." Import substitution was assigned significant weightage. A country that depended and depends upon the import of crude oil to more than 80 percent extent, could not afford to think of pursuing this policy effectively. These consequences were obvious. The progress made in the plan was rather disappointing. There were serious shortfalls in such vital sectors as agriculture, irrigation, power and industry.

6. This mission is not in the above sense of the term and aims to make India self-reliant in all senses through five pillars viz. Economy, Infrastructure, System, Vibrant Demography and Demand. The government announced a special economic and comprehensive package of Rs 20 lakh crores, equivalent to 10% of India's GDP. The government took several bold reforms such as supply chain reforms for agriculture, rational tax systems, simple laws, capable human resource and a strong financial system. All these pillars are fundamental provided there is a proper mix of interests.

7. However, this mission could be truly successful only when one of its crucial factors, human capital, is gainfully employed. For this, we need to look at the country's massive skill gap between the requirement and the availability as India embarks on the path of self-reliance. For this, it has to nurture a skilled workforce.

8. The importance of this is highlighted by the World Bank which says that in a majority of developing economies such as India, Indonesia and Nigeria, the youth population is swelling and will approach the peak of their demographic bulge during the next two decades. But a youth bulge presents an advantage only if economies can create productive jobs with rising wages. Without large-scale job creation, surplus labor in developing economies will exert downward pressure on wages and working conditions. The result will be not only a deteriorating quality of life but also a ceiling on economic growth

9. Pandemic, not only in India but throughout the globe, changed the equations in the labour market. According to International Labour Organisation (ILO), workers around the world lost \$3.5 trillion in labor income in the first three quarters of 2020. From simply a health crisis, the pandemic led to an economic crisis, uncertainty in the business climate and fear among employees. WTO estimates that the impact of the health crisis on global trade has been more severe than that of the financial crisis of 2008-09. Devastating consequences on nations like India is being witnessed due to large population and weak healthcare infrastructure

10. Of late there has been restructuring in the job market and for many, technology has enhanced efficiency but for others, it has disrupted livelihoods. In the current situation, employable skills assume even more importance. India has one of the youngest populations in the world- almost 46% less than 24 years of age. Many of them would be competing for jobs that do not exist today. Today, technology, industrial automation, robotics and Artificial Intelligence (AI) are changing the way industries work-making many of the jobs of today redundant. As a result, a lot of the working population would need to re-skill themselves to new jobs emerging from technology innovations. India's job market needs fresh thinking to address current and emerging challenges to make the mission successful. Extraordinary times call for extraordinary measures, holds more truth now than ever before.

11. Appropriate education and skill training are the passport to the future. Skill development is a way to empower the workforce with necessary skills, knowledge through vocational or technical training to meet industry requirements and to ensure competitiveness in a dynamic market. The mismatch problem arises from divergence in what employers are seeking in the candidates in addition to qualifications and actual skills candidates have. This issue of employability skills is particularly important for students who have completed their education but are unable to get a job.

12. Realising the importance of skill training for emerging India, the government established the Ministry of Skill Development and Entrepreneurship in 2014 to coordinate all skill development efforts across the country and initiated several programs to develop skills in the younger generation. Very good, but unless it is supported by the future-ready education system, such ministry cannot achieve its objective.

New Education Policy (NEP), 2020 (which replaced National Policy on Education, 1986), should be viewed from this angle. It is meant to provide a comprehensive vision for both school and higher education across the country and empowers the future workforce with more flexibility to choose their courses. The flexibility and autonomy presented to the future workforce will enable them to explore a variety of options and build more relevant in-demand skills.

13. However, till now, it is only a policy, not a law and implementation of its proposals depends on further regulations by both states and the center, education being a concurrent subject. But if implemented effectively and in right earnest, the policy can help reshape the future of the workforce and help the emerging job seekers become more job-ready, thereby making the mission accomplished. Since the economic changes are taking different shapes at a very fast pace at both the domestic and global level, any delay in operationalising the policy will not be in the public interest.

Role of Extracurricular Activities in Enhancing Soft Skills



Dr. Sangeeta Shahane
Faculty, IBS Gurgaon

Employability skills are crucial to do well in a job, stay ahead of other colleagues, better decision making, resolve conflicts, improved teamwork, persuasive attitude and a higher emotional quotient. Therefore enhancing employability skills is the key factor on the mind of any scholar with a focus on making them better employable.

As such, today's higher education institutes are being evaluated by their actions to enhance the student's employability skills. They are expected to keep in mind the social and economic needs of the times and play a major role in expediting social mobility with better access to higher education, leading to enhanced employability.

Today's graduates are expected to have gained skills and potentials such as communication skills, team-working and problem-solving skills during the course of their learning process. The overall activities in these institutions of learning should be grounds where mentors and teachers are able to monitor and track their progress to not just enhance the subject knowledge but work on their soft skills and attitude as well that will increase the chances of their getting employed upon completion of the course.

In the present practice of campus placements, a variety of extracurricular activities play an important role, where a closer bonding between institutions, student bodies and the students plays a crucial role.

Various projects that institutions carry out with the help of student bodies or committees could be grouped under five themes:

1. Development of clubs and societies - broadly covering areas like sports, dance, drama, literature and activities related to annual fest, convocation, farewell etc.
2. Student welfare activities - mainly in the area of co-scholastic activities such as Industrial training, Summer Internship, Placement, Alumni, Digital Marketing, Finance and HR.
3. Volunteering as a means of enhancing social employability – includes working with NGOs, organizing seminars around social issues like healthy eating, stress, alcohol, drugs etc.
4. Entrepreneurship and enterprise - Supporting students towards achieving entrepreneurial ideas and connecting them with the corporate world.
5. Rewards and Recognition of these activities – which includes acknowledging and appreciating participating students of these cells, clubs or associations by awarding certificates, appreciation badges etc.

The idea is to provide a variety of activities under these themes which can be run by the institution through their students' association or committees. These activities should provide service, recreation and at the same time enhance participating students' employability skills.

Employability Skills for Aatmanirbhar Bharat



Prof. Rupa Rath
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Aatmanirbhar Bharat has been viewed by some as a re-packaged form of the Make in India movement using new taglines such as 'Vocal for Local'. Prime Minister Mr. Modi during the 2020 Independence speech, said that 'make for world' should go hand in hand with 'Make in India' and that the slogan 'make for world' should be a key slogan like 'Make in India' is a distinction of the slogan is "Make in India for the world". The slogan holds good for building a much stronger economy for India. India was a net importer of merchandise with a trade deficit of \$ 152.88 billion in 2019-20. In May 2020, Prime Minister Modi laid down five pillars of 'Aatmanirbhar Bharat'— economy, infrastructure, technology-driven systems, vibrant demography and demand. In March 2020, Mr Modi said that "at the core of Aatmanirbhar Bharat is to create wealth and values not only for ourselves but for the larger humanity."

In the pre-liberalized era when our domestic industry was largely protected, being 'Aatmanirbhar' would have meant being 'self-reliant'. Today, with the size of our economy inching towards 3 trillion dollars, the meaning of 'Aatmanirbhar' has changed into building capability that would make Indian goods globally competitive. This would mean that the quality of merchandise to be manufactured in India needs to be of international standard at affordable prices, which will compel merchants in India to reduce imports. Also, a large portion of its imports should be meant for manufacturing export-oriented goods, as is the case with diamond. India needs to work strategically in this direction by leveraging its cheap labour, demographic dividend (median age is 30) and start-up eco-system and simultaneously pushing the pedal for technology import, investment on innovation and attracting capital through FDI etc. But a critical question arises: Does India have the reservoir of the right skill, which is employable for this mission?

According to the India Skills Report 2019 by the Confederation of Indian Industry (CII), the workforce is estimated to increase by 27 percent by the year 2022. However, the question lies in how to fill the void of the right skills-sets required in the job market? A current study reveals that the majority of our engineers are not suitable for software development jobs. 78% of fresh hires in the IT sector need the training to become employable. About 40% of 16 million IT and BFSI employees need reskilling over the next 5 years due to rapidly changing technologies and job roles. In addition to this, our road to Industry 4.0 is fraught with challenges in terms of lack of relevant technical skills in emerging technologies such as AI, IoT, robotics, AR-VR, Cyber Security etc. It is absolutely clear that with a vanilla B.Tech or MBA degree, an employee will not be able to hit the ground running in Industry 4.0.

At the same time, the journey from learning to employability has been undergoing certain radical changes: first, most contemporary learning content is freely available online and hence is ahead of the curricula of the education institutes and second, changes in the industry are taking place at a very rapid pace and hence its requirement is far different from what the academic institutes impart. In view of this, a higher level of industry-academia collaboration, an international collaboration for developing new-age skills, assumes far greater importance today. It is imperative to transition the learning model from a conceptual model into a contextual model. It is therefore important to co-create the curriculum for developing contextual learning in the form of business problems, case studies, simulated project tools and infrastructure for hands-on learning. Further on the front of pedagogy, technology-based personalized learning will emerge as the most preferred choice as it would empower the learners to choose what they want to learn, at what pace and from whichever location.

While at the micro-levels, skills will keep on changing rapidly and therefore, an employee will need to unlearn old and re-learn new skills continuously, at a broad classification, the following skills and competencies will be required for the future:

- 1. Cognitive skills:** Foundational literacy and numeracy, ability to understand complex ideas, innovative skill, creativity, critical thinking, problem-solving abilities etc.
- 2. Socio-emotional skills:** Interpersonal skills, emotional intelligence, teamwork, leadership, crisis management, change management, coaching, mentoring etc.
- 3. Technical skills:** Acquired knowledge, expertise and interactions needed to perform a specific task, including the mastery of required materials, tools or technologies.
- 4. Digital skills:** The ability to access, manage, understand, integrate, communicate, evaluate, and create information. This skill will act as an enabler for speed of decision and action.

Boosting Aatmanirbhar Bharat by Boosting Employability Skills



Prof. Ekta Rani Chauhan
Faculty, IBS Gurgaon

Ever since the COVID-19 pandemic spread in March 2020, the world's economy has been in tatters due to health and economic crises. To deal with the pandemic, countries around the world imposed strict lockdowns on the movement of people, on international travel and on the transportation of goods and services to minimize the threat to the health and safety of its people. As a result, many industries and organizations are either being shut down completely or operating at minimum capacity and the effects are visible on the global economy. To address the economic challenges posed by the unprecedented situation, on 12th May 2020, India's Prime Minister, in his call for Aatmanirbhar Bharat Abhiyan (Self-reliant India Campaign), announced an overall economic package worth Rs. 20 lakh crore (US\$280 billion), 10% of India's GDP, with emphasis on making India as a self-reliant nation. The vision

of Hon'ble Prime Minister for being 'Vocal for Local' and making India Aatmanirbhar is very critical at this juncture to not only make India a self-reliant nation by boosting the rate of employment but also to the vision of becoming a \$5 Trillion economy by 2025.

India is a land of God's bounty-a land of immense opportunities, a blessed land with huge demographic dividends and this call is a call for a nation to be confident of its resources, its possibilities and potential. A call not against any nation but for the uprise of self-belief and to be more self-reliant, a walk away from the colonial mindset of the supremacy of anything foreign. Against this backdrop, this call can boost the confidence of all Indian-born small and medium enterprises and provide a platform for research and innovation to create new business opportunities and to unleash the hitherto latent potential of a young and vibrant nation that is rearing to go.

If we see through the kaleidoscope of history we will find that this is nothing new, Swadeshi movement has been an integral part and soul of the freedom movement of India, however, the current call is not against any nation or company but to give priority to the local-born businesses to meet its needs. Especially in the COVID-19 situation where the world is going de-globalized and the primary focus is to meet your requirements through your resources is the need of the hour. Indian companies have risen to the occasion and proved that they are ready to innovate and improvise to meet the requirements. A country which was facing acute shortage of PPE kits and ventilator once due to the sudden spurt of COVID cases in months' time was the biggest supplier of the same to its neighbouring countries. The question is to provide the ecosystem to sustain this momentum in the future to achieve the goal of a self-reliant country. Aatmanirbhar Bharat's call has fuelled the demand for skilled manpower to be employed in Indian Companies. COVID situation has taught us that we can never be fully prepared for the uncertainties of the future however we can prepare ourselves for unforeseen by being flexible, being more adaptable and investing in the development of transferable skills like the ability to adapt and taking risks, and by being little more humane.

Education especially higher education has always been considered as a tool to fight unemployment, skill development and boost the growth of the nation. As a Higher education system, we can play a pivotal role in

increasing the employability skills of our students by stimulating the creativity, innovativeness, problem-solving ability in them based on sustainable development. By adopting experiential learning, problem-based learning and learning by your own mistakes as educational tools we can boost student's ability to think critically, problem-solving ability and ability to take risks. We can promote a positive attitude amongst students to make them future-ready by instilling in them the right attitude to look and evaluate a situation thereby adapting to the given conditions. In a way thinking out of the box to produce non-conventional ideas. Giving the training in teamwork and collaboration will enhance their interpersonal skills and ability to handle people and human dimensions of working in real-life situations.

By instilling them with values of empathy and the ability to build relationships and communicating an idea as transversal competencies are key to entrepreneurship development and also related to education for sustainable development. There are different ways higher education can play its role in improving employability by amending curricula (including relevant courses), teaching Business plans and proposals, creating incubation centres, inviting angel funders and investing in small students entrepreneurial ventures to boost their confidence.

The success of any movement completely depends upon the way people adapt to it and make it a mass movement, only coming time will reveal how India as a country will rise to the call of Aatmanirbhar Bharat and succeed in the future to rise as a nation.



Dr Reenu Kalani
Faculty, IBS Gurgaon

Employability Skills for Aatmanirbhar Bharat

The conceptualization of 'Aatmanirbhar Bharat' is an opportunity to make India a self-reliant, competitive and resilient economy. The success of Aatmanirbhar Bharat calls for the need for a new demand-driven set of skills, pertaining to Industry 4.0. Employability skills are the arsenal that can bring the moribund economy back to life. It is not just the qualification or technical skills, that are required for employability, the ability to create new knowledge, new product and design thinking, strategize coherently, are also needed to thrive in any workplace. A blend of both hard and soft skill sets, technology and business facilitation skills, acting as a catalyst for change are key skills in the current scenario. The new normal calls for adaptability, the ability to

switch roles and innovative thinking. Learning and innovation along with research and development are an integral part to bring the required transformation, hence has to be a continuous process. The pandemic has highlighted the need for skilling, upskilling and reskilling. With the increased focus on AI automation and robotics, updating with the change in the technology environment is at the heart of sustained competitive advantage. Digitalisation has already highlighted the need for data literacy and data analysis.

Extraordinary times now call for extraordinary measures so as to achieve the required employability skills. Education is the key ingredient in improving employability skills. Domain knowledge is the foremost and critical requirement. It's time to reinvent higher education through vocational training and skill universities. Skill gap needs to be identified and rectified with an on-the-job model of skill training. Education received today is not adequate for a transforming world with many scientific and technological advances. So, the curriculum should be revised after taking feedback from the industry experts. Access to digital resources and infrastructure should be made easily available especially to the rural population. Entrepreneurship skills should be amplified with the required support. The onus to bring the required transformation lies with the vibrant demography, the youth of India. India has one of the youngest populations in the world — almost 50% less than 25 years of age. Government should formulate policies so as to promote employability. Policies like The New Haryana State Employment of Local Candidates Act, 2020 are a threat to deserving candidates. In the era of globalization and integration, such protectionist policies will hamper employability and talent. Government should enhance skill training schemes, skill committees and connecting with local employment offices and impart relevant training focusing on empowering youth with the desired employability skills.

Employability Skills for Aatmanirbhar Bharat



Dr. Rakhi Singh
Faculty, IBS Gurgaon

Against the background of COVID-19 pandemic, the Government of India kick started the country's self reliant campaign - **Aatmanirbhar Bharat Abhiyaan**. This was part of special economic and comprehensive package launched to beat the pandemic.

Economy, Infrastructure, Vibrant Demography, Demand and System are the five pillars around which a self reliant nation is to be built. Alongside, following sectors were identified wherein the country will not only aim at becoming self reliant but also become a major global supplier: Food processing, Agro chemicals, Organic farming, Electronics, Industrial machinery, Iron, Copper, Aluminium,

Furniture, Leather and shoes, Textiles, Auto ancillaries, Coveralls, Ventilators, Masks and sanitizers.

Government recognizes that if India has to create more jobs and push exports, it has to promote manufacturing on a large scale. With this in mind, targeted production linked incentive schemes have been launched for identified sectors, some of which include Automobiles, Chemicals, Food products, Electronic products, Textiles, White goods, Speciality steel, Telecom, Pharmaceutical products among others.

In the meantime, the government has unleashed long pending reforms to fix agriculture supply chain, rationalize the tax systems, putting in place simple and clear laws, strengthening the financial system and building a strong and capable workforce.

It is important to highlights above changes in the economic system so as to identify the emerging opportunities for both the entrepreneurs and the job seekers. It is necessary to read these changes in the economy along with the clearly identifiable trends in the job market, post COVID. Some of these trends are highlighted below:

- ▶ **Managing uncertainty** – Focus for companies is on identifying and managing external risks.
- ▶ **Global supply chains** – Overdependence on China leading to severe disruption in GSCs has resulted in focus on de-risking the supply chain.
- ▶ **Digitization** – Digitizing and automating as many businesses and activities as possible, minimizing human intervention; focus on innovation through technology.
- ▶ **Social media influence** – Importance of social media as a job creator and also in influencing the trends/ choices across the economy and society is expanding exponentially.
- ▶ **Remote working** – Remote working (WFH) is gaining prominence, thereby saving on costs too.
- ▶ **Sub-contractors in demand** – Past evidence suggests increasing demand for sub contractors (being considered low risk option, lower initial and maintenance cost, better utilization).

Share of manufacturing in Indian GDP at 17% is low, by international standards. But the picture is set to change with manufacturing expected to create maximum jobs. Above mentioned trends set the pre-requisite for future jobs to be DATA where,

D - Digital up-skilling

A - Agility

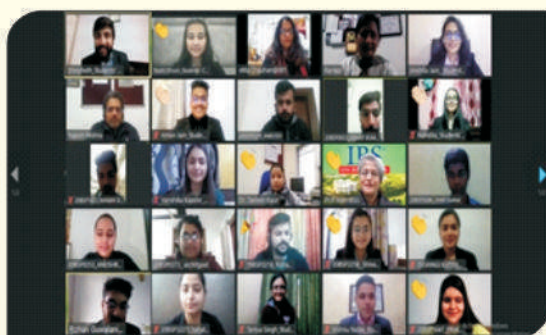
T – Tech savvy

A - Adaptability

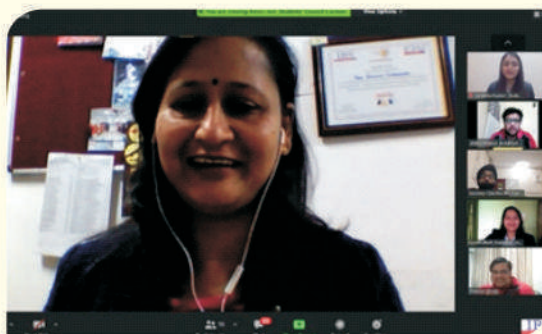
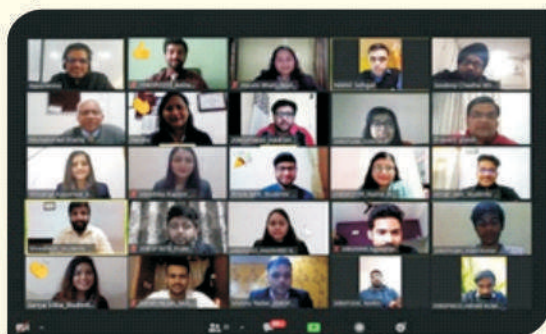
CAMPUS BUZZ

Clubs@IBS Gurgaon Coordinated by Students' Council

The **HR Club** of Students' Council organized an event 'Ethennect' on 8th January, 2021 to assess the participants' knowledge in the field of HR. The event consisted of 2 well-planned rounds. The first round was 'Enigma' wherein the participants were provided with a word document consisting of a puzzle of a QR code, the participants were required to solve the puzzle, scan it to reach the Google form that consisted of MCQ type questions testing their knowledge in the field of HR. The second and final round was Skill-Villa, wherein participants were given real-life HR situations in teams of two, the participants had to do a roleplay in the given situation. The judgment criteria for the same were content, confidence and communication skills. The interactive event created great enthusiasm among the students and made the wait for the next event worthwhile. The event was organized by Dr. Anupama Raina, Dr. Shalini Khandelwal & Dr. Tavleen Kaur.



The 'Technocrats Club' of Students Council organized the event 'Gimmick Arena' on 14th January, 2021. The respected judges were Prof. Pravash Ghosh, Prof. Jasdeep Chaddha and Dr Mohammad Shariq. The event was related to technological knowledge and consisted of 2 rounds. The first round, Raptor Trap had a few riddles followed by a game trail and it checked the knowledge and speed of participants in answering the questions. The second round, I Spy, required the participants to guess the machine displayed in the video, speak for a minute describing the same and then add the technological innovation to it. The judging criteria was content, speed, confidence and delivery of speech. The event was full of excitement and energy. The Students Council events were organized by Dr. Ranika Chaudhary & Prof. Rajesh Mishra.



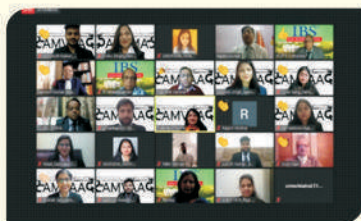
Lohri Celebration

The 'Social Responsibility' Cell of IBS Gurgaon organized a virtual Lohri Celebration on 13th January, 2021. The event started with the kind words of Prof. S.C. Sharma, Director, IBS Gurgaon who spoke about the importance of the festival and its significance in our lives. His speech was followed by a skit put together to depict the reason behind celebrating the festival of Lohri. The skit was followed by a vibrant and lively dance performance by the students. The celebration elevated the mood and spirits of the audience present. The event was coordinated by Dr. Sonali Yadav and Prof. Bhagat Singh.



Samvaad Cell Panel Discussion

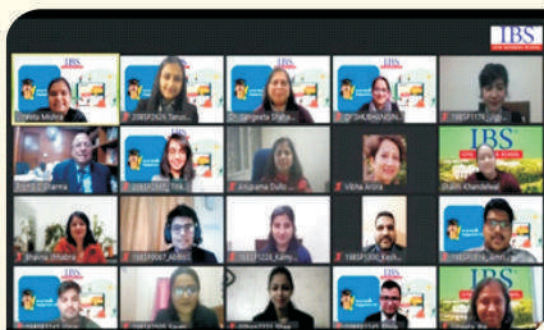
A Panel Discussion on 'Banking Sector in India- Issues, Challenges and the Way Forward' was organized by Samvaad Cell of IBS Gurgaon on 23rd January, 2021. The personalities in the panel were Prof. S.C. Sharma, Director, IBS Gurgaon, Mr. Nitin Mohan Sahay, Chief Manager, Punjab National Bank, Mr. Rajeev Kumar, Assistant General Manager, TJSB Sahakari Bank, Mr. Nikhil Sinha, Assistant General Manager, IDBI Bank and Prof. R K Anand, Head of Strategic Management & Economic Advisory Division (SMEAD). The discussion was initiated by Prof. S.C. Sharma, where he spoke about the emergence of the Banking sector and later all the panellists presented their point of view regarding the current banking situation and their future as well. The entire discussion revolved around how the banks performed during this pandemic and the challenges they faced. The various emerging trends in the banking sector were looked upon. The discussion turned out to be quite enlightening and knowledgeable for the students.





Blog Writing Competition by Social Media Engagement Cell

The newly launched cell of IBS Gurgaon, Social Media Engagement Cell organized their first event 'The Blog Writing Competition' on 29th January, 2021 to strengthen the critical thinking and writing skills of students on LinkedIn. The competition was organized online and budding Shakespeares were invited to an Online Blog writing competition where the participants knocked their creative doors to present their unique pieces via a Google form. Team of faculty Members- Dr. Sangeeta Shahane, Prof. Vineeta Mishra, Dr Vibha Arora and Dr Shubhangini Bhalla along with Digital Marketing Cell student representatives received many excellent pieces of work. The evaluators primarily assessed the blogs on parameters of use of language, creativity and layout tactics. Also, a few other aspects such as social media presence analytics and the overall impact of the blog were considered. Overall the event provided a platform to the young ignited minds to showcase their creative skills through an exemplary piece of writing.



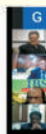
Panel Discussion on 'Union Budget 2021-22'

Department of Finance and Economics organized a panel discussion on the theme 'Union Budget 2021-22' on 9th February, 2021. The panel discussion was initiated by Prof. S. C. Sharma, Director, IBS Gurgaon, moderator of the discussion. The panellists for the panel discussion were Prof. Umesh Kalra, Adjunct Faculty in Economics, Prof. Arun Kr. Aggarwal, Adjunct Faculty in Finance, Prof. R. Venkataraman, Dean (Examinations) & Faculty in Finance, Prof. R.K. Anand, Visiting Faculty in Finance and Prof. Varun Aggarwal, Visiting Faculty in Finance. The panellists highlighted and discussed some intriguing and captivating areas of the Union Budget 2021-22. The panel discussion enabled the students to further expand their horizon of knowledge. The session proved to be quite enlightening and informative for young minds.



Fiscal Deficit

- First time Govt. accepts the Deficit is going to be 9.5%
- Adding approx. 4% of states, Total will be around 13.5%
- VERY VERY HIGH
- Expecting this to be 6.7% for FY 21-22. ??



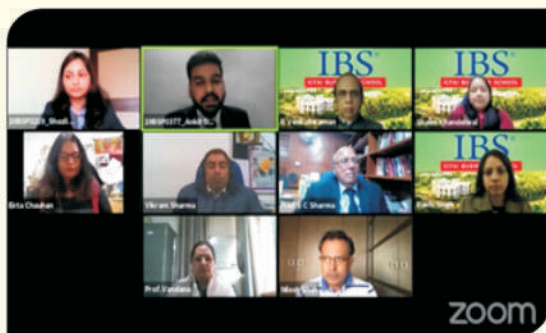
IBAC CELL EVENTS

Economy and Market

IBAC Cell organized an intellectual and knowledgeable session on 5th January, 2021, on 'Economy and Market' by Mr. Nilesh Shah, Managing Director/ Group President, Kotak Mahindra Asset Management Company Limited accompanied by Prof. S.C. Sharma, Director, IBS Gurgaon along with various faculty members. Mr. Shah spread his knowledge blanket on topics ranging from leadership quality to the current economic scenario in India. He made the students aware of the path the corporate world has travelled when the government has become a referee rather than a player since the early 90s.

He shared his views on how policymakers liberated the market but the speed can be faster to make the individuals and country prosper. He made students envision some great trends in the financial market and encouraged trading in financial instruments. He also threw some light on how markets are forward-looking and that's why more foreign investments are expected as the Indian economy is expected to grow.

Lastly, he boosted the students by teaching them the power of compounding and entrepreneurship with the story of how Kotak Bank started in the 80s and concluded his vision of how an infra surplus India can play a catalyst for budding entrepreneurs. Later, he addressed the audience and thanked Mr. Nilesh Shah for his optimism and hope. The event was signed off by an interactive question-answer round by students with Mr. Shah.



Mr Nilesh Shah addressing the audience



Attentive audience

'NO POLITICS, NO BUSINESS, ONLY LIFE LESSONS'

IBAC Cell organized a knowledgeable session on 22nd January, 2021, on 'No Politics, No Business, Only Life Lessons' by Mr. Nishant Chaturvedi, Senior Executive Editor TV9 (Bharatvarsh) accompanied by Prof. S.C. Sharma, Director, IBS Gurgaon along with various faculty members. Mr. Chaturvedi enlightened the students with his different experiences and also taught how one should successfully execute his plans. He made the students aware about how difficult it is to survive in the world if he/she does not have a clear vision. He also stated the importance of Parents as they are the first teachers and they have a key role in shaping up the character. Prof. S. C. Sharma addressed the audience and thanked Mr. Chaturvedi for his kind words and important life lessons. The event was signed off by an interactive question-answer round for students. The IBAC Cell events were coordinated by Prof. R. Venkatraman.



Mr. Nishant Chaturvedi



Addressing the audience

Internship Cell Events

SIP Briefing for the Class of 2022

SIP briefing was organized by IBS Gurgaon on 18th January, 2021 and 19th January, 2021 to enlighten the batch of 2022 about the forthcoming 14 weeks internship. Prof. S.C. Sharma, Director, IBS Gurgaon, graced the occasion with his presence. Dr. Shalini Khandelwal, Dean Academics, gave the introductory remarks and Prof. Sanjeev Sareen guided the students about the internship program. The students were informed about the registration process for the SIP, acceptable behavior during the internship, different reports to be prepared by them and the evaluation criteria for the same.

SIP Calendar

Date	Activity
12 th February 2021	SIP Registration
18 th February 2021 to 21 st May 2021	SIP at Company

SIP Evaluation Schedule

Date	Evaluation
8 th to 12 th March 2021	SIP Proposal
12 th to 13 th April 2021	SIP Interim Evaluation
17 th to 20 th May 2021	SIP Specific Evaluation
3 rd to 5 th June 2021	SIP Final Evaluation

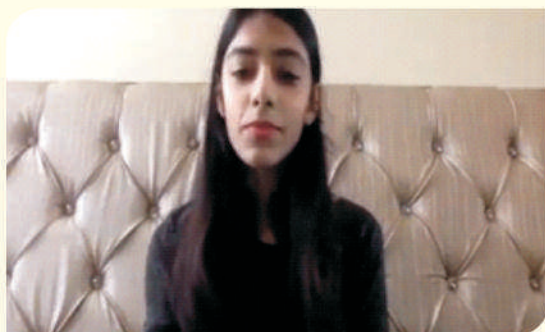
**SUMMER
INTERNSHIP
PROGRAM 2021**

SIP Interactive Series - I

Internship Cell organised an interactive session on 8th February, 2021 with Mr. Kunal Singh, Management Trainee, Hettich who did his internship in Amul to connect with students and guide them. He warmly welcomed and thanked the teachers for giving him the stage so as to share his valuable experience and tips with the students. Then, he interacted with the students by citing his real-life experience of doing his internship at Amul. He was hired by Amul to get trained in the marketing field. While getting trained during his entire internship program he stayed in touch with his faculty guide as well as company guide, and always shared his insights about his training with them, and also discussed doubts and issues faced during the program. All points shared were really helpful, fruitful and motivating for all the students to make their internship experience worthwhile.



Internship Cell organised an interactive session on 9th February, 2021 with Ms. Kritika Sharma who did her internship in Sirona. She shared her experience at Sirona in the field of sales and marketing. It was an extremely knowledgeable session as she shared all the tasks she had performed during her SIP, problems faced by her were also discussed and how she overcame each one of them. She also gave tips to students, like reaching the office on time, never saying no to a task, not getting demotivated and always learning from the failures. After getting an insight into her SIP experience, the forum was open for the audience to ask questions where all questions were answered with great enthusiasm by Ms Kritika and with that, the event came to an end.



Internship Cell organised an interactive session on 10th February, 2021 with Mr. Gurden Singh who did his internship in KKS Capital. The event started with welcoming and addressing the audience by Prof S.C Sharma, Director, IBS Gurgaon, He talked about how Summer Internship Program helps us nurture our skills and add corporate experience to the career. Mr Gurden Singh shared his internship experience at KKS Capital in the field of Finance. It was an insightful session as he shared all the tasks that he had performed during his SIP, problems faced by him and how he overcame each one of them. He also gave some very interesting tips to students, He said "One should always ask for work from their mentor, the mentor will not run after you". Later, the forum was open for the audience to ask questions and all questions were answered by Mr Gurden with great enthusiasm. With that, the event came to an end.

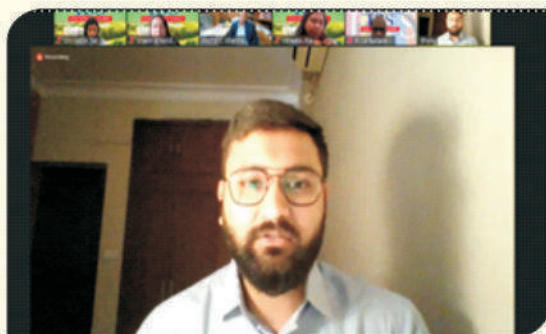


Internship Cell organised an interactive session on 11th February, 2021 with Mr. Vineet Jain who did his internship in Edumentor, discussed his experience and hurdles when he had no work and how he utilized that time. After getting an insight into his SIP experience, the forum was open for the audience to ask questions and all questions were answered in detail, Mr. Vineet Jain concluded "Every day is a learning experience, it is you who can make it count" and the event ended on a good note.

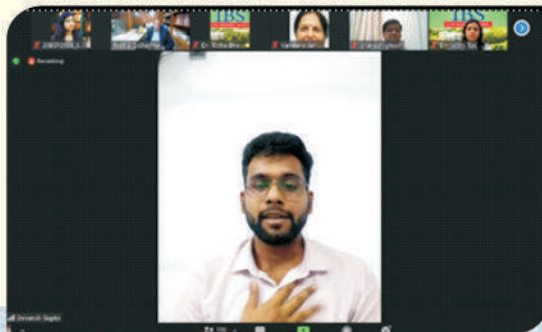
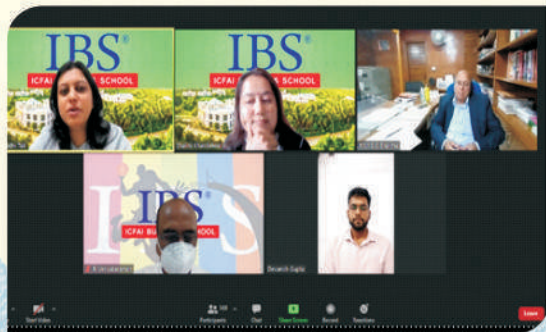
Internship Cell organised an interactive session on 12th February, 2021 with Ms. Mitali Jalhotra who did her internship in Lite Bite Foods, she warmly welcomed and thanked the teachers for giving her the stage so as to share her valuable experience and tips with the students and then she interacted with the students by citing her real-life experience of doing her internship at Lite Bite Foods. She suggested students to be in touch with their guides and share things. The session was very insightful for the students which helped them solving their queries.

SIP Interactive Series-II

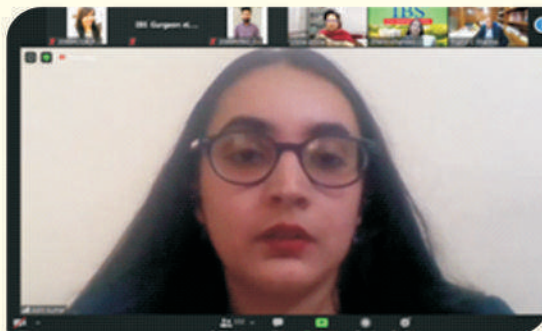
A SIP session was conducted by Mr. Devansh Gupta, an IBS Alumni of 2018 Batch, Financial Planning Analyst at BlackRock, Mr. Bhanu, also an IBS Alumni of 2019 Batch, Team Manager Operations, Amazon on 22nd March, 2021. To share insight about the tips students must follow to make their internship more valuable and effective. They shared their mantra of working in Corporates and how to get learning as much as possible. They have shared some basic points also like, making a to-do list, never say no to any work, just work properly and your work will be justified. The session was educational and engaging for the students.



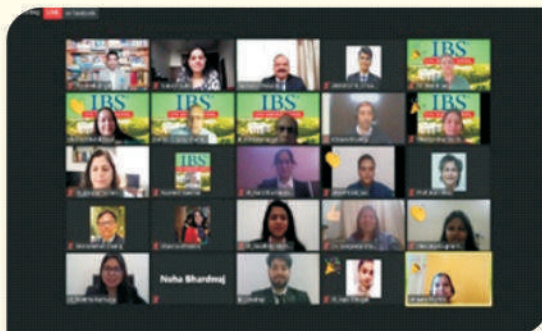
Internship Cell organised an interactive session on 23rd March, 2021 with Ms. Aditi Arya who did her internship with Rites Pvt. Ltd. She shared her experience where she emphasised the importance of being punctual and always being keen to learn. It was an extremely knowledgeable session as she shared all the tasks she had performed during her SIP, problems faced by her were also discussed and most importantly how even during Covid-19 her SIP was not much affected. The audience was keen to discuss the problem faced by them in their ongoing SIP's and with utmost enthusiasm, Ms. Arya helped them find a solution.



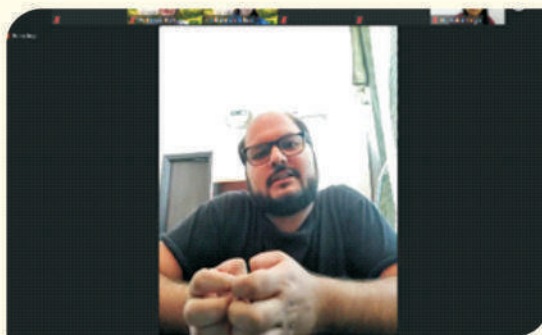
SIP Awardee alumni Aditi Kumar, currently working as an Analyst in E&Y, graced the session with her meaningful presence on 24th March, 2021 where she left no stone unturned in answering even the minute detailed questions of inquisitive students. She inspired everyone on how one can polish his/ her skills in the SIP period and should push himself/ herself in exploring all the technical and soft skills aspects of the corporate atmosphere. Prof. S.C. Sharma enlightened students and also mentioned how students can learn basic marketing techniques with the help of grounded examples of a hawker in a street.



Internship Cell of IBS Gurgaon conducted a SIP interactive series on 25th March, 2021 with Mr. Rahul Lakhani, Business Analyst, Evalueserve who did his internship at Profit Idea. He shared his valuable experience with the audience and suggested various courses that can help them in the corporate world. He also guided students for the interview and placement preparations. The knowledgeable session concluded on a great note with a question-and-answer round for students at the end.



Internship Cell of IBS Gurgaon organized an interactive session with Mr. Kunal Saigal, Accounts Manager, Zomato on 26th March, 2021. Mr. Saigal is an IBSAF silver medalist who interned at Jindal Steel. Prof. Jean Saldanha warmly welcomed him and Mr. Saigal shared his internship experience with the audience. He talked about how a core marketing internship benefited him for his future roles and how he helped in developing a B2B B2C platform for the stainless-steel industry. He advised the students to work on everything that is given to them because the more experience gained now, the better it is for the future. He shared various tips with the students and said that be confident about the work you do, internship brings a lot of opportunities for you, grab them and work hard. After receiving insights from his experience, the students asked questions, which he answered with enthusiasm and with that the event came to an end.



Entrepreneurship Development Cell Farewell 2021

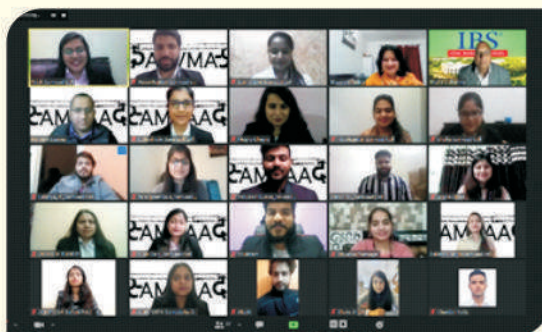
Entrepreneurship Development Cell junior batch students organized Farewell function for Batch-2019-21 students at IBS Gurgaon campus on 27th February, 2021. The programme commenced with a speech by Prof. S. C. Sharma, Director, IBS Gurgaon. He delivered a highly inspiring address to the students of the outgoing batch exhorting them to grapple with the problems of life with a total sense of dedication, commitment, hard work and honesty. Prof. Vikram Sharma, Coordinator, EDC Cell also addressed the students.

The students of the outgoing batch shared their experiences of the campus life and stated that they would love to visit the campus year after year to share their experience with the corporate world and enrich the campus life through building a continuing dialogue between IBS and the industry.

Samvaad Cell Farewell 2021

Samvaad Cell of IBS Gurgaon organised a virtual farewell for the senior students of the cell on 12th February, 2021. The event was graced with presence of Prof. S.C. Sharma, Director, IBS Gurgaon, along with Dr. Bhavna Chhabra, Managing Editor, Samvaad Cell and Prof. Navneet Saxena, Associate Editor. The event was also accompanied by Samvaad family super seniors who enlightened the event and made the evening more interactive.

The event started with tons of memories played in a video of their journey throughout, then all seniors one by one expressed their experience and talked about placements and had an interaction with Prof. Sharma. Live singing and dance were performed by the junior members, a Talent show for seniors was organised along with the announcement of titles and a song dedicated to every senior and super senior. Goodbyes are not forever but the event ended with making the most cherishable memories.





Dr. Vikram Sharma on 'Achievers Meet' at Hotel Rivoli, Rohtak on 14th March, 2021.

Dr. Vikram Sharma on 'Achievers' Meet at Hotel Clove 99, Ambala on 15th March, 2021.



Dr. Vikram Sharma on Achievers' Meet at Hotel Maya, Chandigarh on 16th March, 2021.

Dr. Vikram Sharma on Achievers' Meet at Hotel Grand Marian, Ludhiana on 17th March, 2021.



Dr. Vikram Sharma on Achievers' Meet at Hotel Best Western, Jalandhar on 18th March, 2021.

Dr. Vineeta Mishra on Achievers' Meet at Hotel Regent Grand, Delhi on 14th March, 2021.



Dr. Shalini Khandelwal on Achievers' Meet at Mosaic Hotel, Noida, U.P on 20th March, 2021.

Prof. Anupama Raina, Dr. Vineeta Mishra & Dr Vibha Arora on Achiever's Meet at IBS Gurgaon on 20th March, 2021.

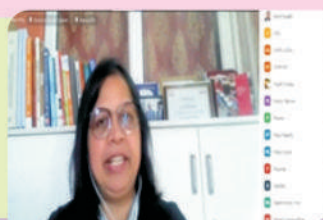


Dr. Nidhi Tak, Prof. Sangeeta Sahane & Prof. S C Sharma on Achiever's Meet at IBS Gurgaon on 21st March, 2021



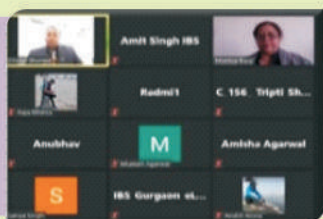
Dr. Nidhi Tak on 'Presentation and Personal Interview Tips' on 16th January, 2021 via Zoom for IBSAT Qualified Students.

Dr. Sangeeta Shahane on 'Presentation and Personal Interview Tips' on 20th January, 2021 via Zoom for IBSAT Qualified Students.



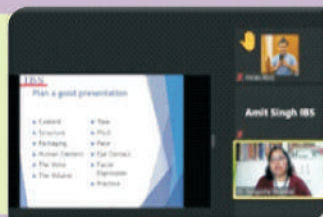
Prof. Jean Saldanha on 'Presentation and Personal Interview Tips' on 23rd January, 2021 via Zoom for IBSAT Qualified Students.

Dr. Sangeeta Shahane on 'Presentation and Personal Interview Tips' on 23rd January, 2021 via Zoom for IBSAT Qualified Students.



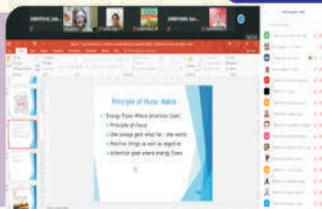
Dr. Monica Bajaj on 'Presentation and Personal Interview Tips' on 30th January, 2021 via Zoom for IBSAT Qualified Students.

Dr. Sangeeta Shahane on 'Presentation and Personal Interview Tips' on 06th February, 2021 via Zoom for IBSAT Qualified Students.



Dr. Monica Bajaj on 'Presentation and Personal Interview Tips' on 13th February, 2021 via Zoom for IBSAT Qualified Students.

GUEST LECTURES @ IBS GURGAON



Group Captain D.P. Apte on 'Focus, Perseverance, Confidence, Goal Setting & Knowing Self, Time Management, Anxiety Reduction and Cessation of Addiction' from 26th December, 2020 to 16th January, 2021 organized by Dr. Monica Bajaj.

STUDENTS' ARTICLES

Employability Skills for Aatmanirbhar Bharat



Raman Poonia
20BSP2913

The phrase Aatmanirbhar gained utmost importance post-pandemic when Hon'ble Prime Minister Sh. Narendra Modi used #AatmanirbharBharat to highlight the significance and emerging need for a self-sufficient India. Indian economy is on the verge of economic crisis but the government has left no stone unturned to make India globally competitive.

The Government aims to assist MSMEs and start-ups which in turn will generate employment with numerous initiatives and policies introduced to pave the way for a developed India, educating the youth and making the youth well equipped with professional skills to improve their standards of living. India is one of the youngest countries and the manpower available in India is unmatched. To make full use of manpower, it is important to be aware of the latest trends & technological advancements and prepare ourselves for a better & brighter future by learning new and improved skills. The policies would make it easier for students to learn practical, vocational, technological and managerial skills while also encouraging a culture of creativity and entrepreneurship at the school, university and industrial levels, paving the way for a new India.

Not only is the government focusing on youth empowerment but also aiming to promote vocal for local hence making the Indian products more competitive in the global market "Making self-sufficient, self-reliant and a developed India".

A Transition towards Better Self!!



Ankit Dabral
20BSP2932

In today's world where India is surrounded by a lot of superpowers with advanced technology and demographic advantages, it becomes foremost for the nation to introspect the core issue which hinders the country's efficiency and productivity at the global scale. Modern warfare is not only limited to the battlefields, it is no longer about survival but aimed at growth and prosperity. Deep study and evaluation of current policies revolving around bridging the skill gaps are necessary to make the nation stronger and more self-reliant. India is moving towards 'Aatmanirbhar Bharat' which aims towards making India the market leader rather than a follower. But the journey is long and requires a lot of alterations to the existing norms and even possibly new implementations of required adaptations to get to the top.

As of the current survey conducted by The Times Higher Education and French Consultancy, India is at 15th spot in terms of employability which is good considering the fact of an upward trend. The report of 'GLOBAL SKILLS INDEX 2020' ranked India 51 in terms of Data Science, 34 in the Business domain and 40 in Technology worldwide.

The prominent challenges that are needed to be handled to make 'Aatmanirbhar Bharat' a success story is related to the development of industry-related curriculum to curb the inefficiency caused due to the inability of the workforce to apply theoretical knowledge in the real world scenario. In addition to broadening the structure of the curriculum, soft skills are to be made compulsory at all levels of the hierarchy. Depending on the level of indigenous production, incentive plans should be calibrated, restrictions against the import of cheaper produce from foreign countries will provide an opportunity for the local produce in terms of sustainability and cost-competitiveness.

India needs to shift towards a country-to-country model while continuing with the bilateral agreement which ensures the balance of payments as well as technology sharing. Small producers and businesses should be provided 'ease to do business' environment. Innovation is the key to self-reliance. For that, the government should either collaborate with the globally renowned entities or set up its center. Moreover, the deep distrust between the public and private sectors needs to be dismantled to create harmony in society. All-round development of the sector from the very bottom needs to be done to enrich this program foundation and to bring the nation towards a bright and uplifting path to become the global leader.



Harshita Gupta
20BSP0863

Aatmanirbhar Bharat: Dream to Reality

Is India capable of producing Aatmanirbhar Bharat? Absolutely!

We have the resources to achieve that but the problem lies with the utility of these resources. Once we are able to efficiently and effectively use these resources, the day won't be far when we would be one of the leading nations in the world and would be having a PCI and HDI more than that of the United States.

But how can we achieve all this? The answer is education, training and development. India is a nation of cheap and abundant labour, but what is the benefit here if we are not able to take advantage of that! The jumpstart should be provided with a change in the educational system and making it more vocational and practical. In addition to this, collecting all the labour available and training them would do wonders! Also, if the current infrastructure of India is improved then it would not only boost productivity but also combat one of the biggest problems of 'Brain Drain'. The majority of India's population is school-going and the right amount of investment in educational infrastructure with reform in the system will accelerate economic growth.

Furthermore, the training and development of employees at their workplace by companies can also make a huge difference for the nation. Rather than forcing them to be a part of the rat race, they can be trained and encouraged to become better at both work and life. This would improve their productivity and also help them with other dealings in life. This would also assist them in developing employability skills such as communication, networking, presentation, leadership, teamwork etc. All of these soft skills are as important as hard skills.

I believe that our country has the complete potential to become self-reliant and it just needs to realise that and put it to use. Once this is done, nothing can stop us from reaching the top!



Lakshmi Singh
20BSP2953

Employability Skills for Aatmanirbhar Bharat

It is essential for every country to be self-sufficient to prosper. Covid-19 had quite a significant impact on economies all over the world- from the United States to Japan and the Indian economy has also seen a significant drop in GDP.

With a mission to make India self-sufficient and give a major boost to the Indian economy, Prime Minister Sh. Narendra Modi highlighted the significance of making India self-sufficient by popularizing the phrase- Aatmanirbhar Bharat. Around 65% of India's population is under the age of 35 and 50% is under the age of 25. India is ideally positioned to recognize its millennial potential due to its large & educated young population. The fact that many multinational companies are headed by Indians indicates that India has a wealth of knowledge and talent. However, to meet the employability rates of the technology-driven 21st century, we must upgrade and upskill the youth.

The government has taken a number of initiatives to support the vision of Aatmanirbhar Bharat by empowering youth to acquire valuable skills and entrepreneurial knowledge that will generate enormous numbers of job opportunities.

In addition to the above, the National Education Policy 2020 highlights the significance of imparting skills as a key component of the modern education system and how it will serve as a benchmark in the construction of modern India. It is our privilege as responsible citizens of India to come together to make India self-sufficient and assist the government in steering the nation building league.



Monika Maurya
20BSP1328

Employability Skills for Aatmanirbhar Bharat

The phrase 'Aatmanirbhar Bharat' was addressed by our respected Prime Minister Sri Narendra Modi on 12th May, 2020. The intention behind Aatmanirbhar Bharat is to make India self-reliant. To achieve its target of becoming Aatmanirbhar, India is focusing on producing with the help of its available resources. To achieve the global standards of products, India should focus on the use of technology and innovation along with manufacturing. We can explore the horizon of the digital gaming arena by developing

games that are inspired by its culture and folk tales as there is huge potential in them. The five pillars of Aatmanirbhar Bharat are— Economy, Infrastructure, System, Vibrant Demography and Demand. If we focus on all the development in all these arenas wholeheartedly, nobody can stop our nation from being Aatmanirbhar. These sectors are chosen to be the very stature of pillars of the initiative because-

- ▶ Economy—an economy that brings Quantum Jump rather than Incremental change.
- ▶ Infrastructure—an infrastructure that becomes the identity of modern India.
- ▶ System—A system that is driven by technology to fulfil the dreams of the 21st century
- ▶ Demography—Our Vibrant Demography is our source of energy for self-reliant India.
- ▶ Demand—The cycle of demand and supply chain is the strength that needs to be harnessed to its full potential.

The manufacturing and agriculture sectors of the country have great potential for generating employment for the youth. Learning a single new skill will not be enough to enhance the efficiency of the employees and to improve the quality of the products. It becomes vital to create a workforce that can multitask. Unemployment is a major problem now and surveys indicate that the rate is quite high in India i.e. 23.5%. Even after having huge skilled manpower, we lack for creating employment opportunities. The missing link that generates employment opportunities is skill development that means we should focus on employability skills and vocational training. Skill development is the catalyst that will lead our country to self-reliance.



Mr. Amit Hans

CELEBRITY INTERVIEW

'THEME: EMPLOYABILITY SKILLS FOR AATMANIRBHAR BHARAT'

Founder Director of EduCorp Consultancy Services Pvt. Ltd., Chandigarh and Senior Corporate Trainer with more than 13 years experience. Mr. Hans is also a TEDX speaker and IIM Ahmedabad call holder.

1. As we know that the vision behind Aatmanirbhar Bharat is to promote more domestic and Indian products (i.e., self-reliant India, which does not mean cutting off from the rest of the world). So according to you, are we on the right track to achieve this? What is your viewpoint on it considering the current situation?

Ans. As an entrepreneur, I have understood that there are two phases of making a project successful:

The Planning Stage (The Vision Stage)- How do you visualize in your mind on this front. I think we are absolutely on the right track because when you understand Aatmanirbhar Bharat, the purpose is to make it a production/ manufacturing hub for the entire world. In times to come, manufacturing is going to grow in leaps and bounds in terms of contributing to the global economy.

The Implementation Stage (The Execution Stage)- I think we are yet to go a long way from here. Linked to it are the obvious challenges like India is a big country, too much of population, too many bottlenecks that have been there. So we are far away from that.

So, we need to pull our socks and try to execute plans in a very phased manner. "The success of the project is also dependent on the practicability of that project." If the project can't be made feasible, what's the point of making it?

2. How can upskilling prove to be the backbone of the Aatmanirbhar Bharat Abhiyaan?

Ans. The word upskilling itself captures the essence of this entire project because when you want to reach a particular vision unless you prepare the entire lot moving in that direction and upskill them, there is no point in having that big and grand vision. The concept is of the bottom of the pyramid in which the upskilling happens from the lowermost strata and then it moves further in an upward direction. We as a country wouldn't be able to grow in terms of the overall economy together without phases because when we look at the countries across, economies shift (i.e., they move from stage 1 to stage 2 and to stage 3) and to enhance our economy in total we need to use upskilling as a basic fundamental.

3. Being an entrepreneur, what would you suggest for the youth of our nation- whether to focus on building a new business or upgrading their job skills to work in corporate?

Ans. Theoretically, people are too fascinated by entrepreneurship & give a lot of weightage to it, especially the youth. I think both of them- entrepreneurship and working in the corporate are equally important because there is an unnecessary charm that has been attached to entrepreneurship as it panders to the freedom and independence of individuals without realizing that entrepreneurship is not just about freedom. For instance, a vegetable vendor can be seen as an entrepreneur because he is not reporting to anybody but the guy has not been skilled enough to get a job and hence is bound to sell the vegetables. So entrepreneurship is enabling people to get employment. Youth must understand that they should not get infatuated by entrepreneurship as a corporate job is equally respectable as entrepreneurship and adds skills in you and value to the country just like the latter.

4. The government has taken momentous steps such as boosting scope for private participation in different sectors, increasing FDI participation etc. So will it have any effect on the employability status

of India?

Ans. It is macroscopic. There are multiple aspects. It just cannot be seen from an employability perspective only. While privatizing the government entities, we need to understand that this is not just about the number of people who get employment rather it is about the role and responsibility of a government in running the country. For example- more and more companies when going out of the public sector, the trust for the government and the social fiber reduces. If everything is privatized, it is going to take many years to come true to the privatization model. When government disinvests itself from any PSC immediately, there is a sense of mistrust that leads to rising of questions like- Why is it happening? Is it really bad? What would happen to those people who were already working? The moment it gets privatized, everything is about the Balance Sheet and the P&L account wherein private entities easily let go of people and thus cause social unrest. Privatization per se is important but it has to be well planned. It cannot be implemented out of the blue so that people are in disarray and therefore there is social & economic upheaval. The numbers more or less remain the same depending upon sector to sector.

5. What different opportunities apart from the present ones does Aatmanirbhar Bharat Yojana bring for India in terms of employability?

Ans. So far, I am positive about the vision and purpose of Aatmanirbhar Bharat because imagine if people are encouraged to set up their factories and are allowed to do so. For example- people sitting in a small city like Meerut or Moradabad want to set up a factory on their own and if entire government machinery enables me to start it up and employ other people by my side. Once it becomes a hub, automatically the chances to export and the economic growth increase and therefore employability will not just be at a high level but even at gross root level chances will be high so far as the conceptualization is concerned. Conceptualization should be backed & supported by the government and bottleneck & red tape have to go to materialize properly.

6. What skills do you think a fresher should possess to cope with the cutthroat competition brought about by the pandemic in the new normal?

Ans. MBA is just an upskilling program as we learn new methodologies. Same is the case for the rest of our lives. If we keep upskilling ourselves, we are going to be in demand. The moment you become stagnant, within a period of two to three years (that's the kind of dynamic nature that the world has) high chances are there for you to be out of the market.

Kind of requirements which are there in the new normal is:

- ▶ Technical Orientation- How well versed are you with World Technology? It's important that even if you are a non-technical person, because of your academic background, you need to have a technological orientation to know how it affects you.
- ▶ Emotional Quotient (EQ)- Mentally strong and poised people are required who can handle their emotions considering the extreme situation.
- ▶ Self-Driven Approach- 'Entrepreneurship' means taking full responsibility and accountability for the work which is assigned to you. So, it gets translated to a more holistic and generalist view of the business.

7. What measures can be taken to solve the problem of Brain Drain in our country?

Ans. Brain Drain is not when a person goes abroad to study. It is only when the person leaves for good, remains there and does nothing for the country. To stop real Brain Drain i.e., going abroad for studying and not coming back:

- ▶ lot more opportunities should be created here in India before leaving and after returning
- ▶ no bottlenecks

- ▶ The setting of the business without much hassle. If it happens, there will be a temptation to come back.

If a person does its management program from abroad and decides to come back to India and doesn't get a job will be counted as a brain drain since Indian companies believe more in Indian brands like IIM than global institutes. It is to be ensured that sufficient opportunities are available in India before the person goes out or even if the person wants to come back after the completion of studies.

8. Start-ups have emerged as key drivers of economic growth and job creation and are often a catalyst for radical innovation. What challenges and good fortunes Covid-19 brings for them?

Ans. Challenges

- ▶ Human Connectivity which we used to feel when we were in office space.
- ▶ Managing Human Capital which includes the mental and physical health of the workforce and maintaining bonding between the employees
- ▶ Talent Acquisition or acquiring the right workforce to get the best results.

Good Fortunes

- ▶ Better work-life Balance as employees are working from home & most of them are thinking to create working space at their places.
- ▶ Less Travelling time which enhances the productivity of the employees

9. How can we bridge the wide gap between industry requirements and academic knowledge?

Ans. The key differentiator is practical knowledge. More and more colleges must move to practical knowledge and they must try to innovate a lot in terms of the execution of the pedagogy. Teaching should be two-way. For example- the beauty of the MBA program is not just hiring the best of the teachers. We gather a few good minds at one platform and let those minds think about how businesses are running. Within those case study methods, these brilliant minds gather together & discuss and faculty plays the role of facilitator. Here, a 'learning by doing' environment can help to bridge the gap. Unless and until this gap is reduced, companies will always under appreciate the talent because they have to invest a lot in training new people.

10. Do you think new barriers to Chinese products in India will create innovative employment opportunities?

Ans. This is a socio-political question because it very easy to write a message on social media but on a political level it can't be done because it would disturb the trade, business and commerce activities to such an extent that suddenly two economies would completely shake which would definitely have dire consequences. Traders who are earning their livelihood by being associated because there was political yes for Chinese goods, you are suddenly leaving them nowhere. If the ban is not there, it means these products are legally allowed to enter the market. For all those who believe to earn their livelihood through that, I don't think there is anything wrong.

In case a complete ban happens, is it going to create innovative jobs? The answer is a partial yes. Let's illustrate it through gaming products PUBG and FAUJI. When PUBG was banned, FAUJI was introduced which could have been introduced prior to that but the difference here is in the quality. New innovative employment opportunities have always existed and will exist as long as your focus is on quality. It doesn't need a ban on Chinese products.



**Compiled By:-
Taranpreet Kaur
20BSP2643**

ALUMNI SUCCESS STORY



Dheeraj Kumar Arora

Batch of 2009, IBS Gurgaon

Assistant Vice President - Corporate Strategy & Planning, Genpact

If you really want to be different then your choices must be different, it has to be unique which sets as an example and motivate others. The way IBS – conducts as a case study approach, it will become your way to deal with daily encounters related to your work or life, especially when you collaborate & work for transformation of processes and drive different teams to get things done.

2 years spent at IBS was a game changer for me as it helped me sharpen my overall skills & Personality development, gave me a platform to explore different areas where I want to excel or work forward. Doing live projects with professors, writing case studies and research papers, working together in teams, and presenting assignments not only gave me extensive exposure, but also brought a positive change in my attitude to catapult my career in the right direction. It helped me a lot and taught me how to collaborate and work together for targeting goal.

Coming from a small city & commerce background, with 0 years of industry experience, I joined IBS to sharpen my skills and take my career to new heights. As young leaders, we are expected to drive results in collaboration with teams and thus, it becomes essential for us to understand people management skills. In & out we deal with people only so we really need to understand the mechanism of how People Management skills are developed and executed.

The IBS pedagogy not only helped me inculcate problem solving skills, but also learned team management. In Addition, a 3-month internship program offered at ABN AMRO Bank was really a superb opportunity for me to explore my career option with real-time exposure to the client management, understand business processes, business pain areas and thus giving an opportunity to apply your knowledge gained through this 2 years program and role that I would like to fit into.

I joined Genpact in November 2009 post a short stint with HDFC Bank through the campus placement at IBS. I wanted to work into Analytics Domain thus got an opportunity to work with such a great organization with a boundless culture. After being in Operations, mentoring Lean Six Sigma projects, Corporate Growth Function/Operations, it's fascinating to be in part of Corporate Strategy Team where we work on key projects that help in making Genpact future growth strategies. With our Digital Transformation drives, diverse learning platforms, and new-age technologies – Genpact is continually empowering us to enhance our understanding of digital, technology, process domain and data. For me, work is my life's priority. Whatever domain I have worked in, I have given it my best shot. My biggest learning has been from our leaders. How they lead by example, support your career path, and back you up to take risks and fly. Off work, I have a keen interest in organizing events since childhood. Even in office, I have organized get-togethers and team events. So, for me, there are no different worlds of work and life. Don't they say that when work is pleasure, life is joy!"

Thanks to IBS for making me accustomed to the corporate rituals that I'm able to make quick decisions and deliver value within set timelines. I am proud to be a part of the IBS family and thankful to my Alma mater for preparing me with the unique blend of experience and knowledge to enter the corporate world.



Mr. Ratan Tata

CELEBRITY WATCH

Mr. Ratan Naval Tata, an Indian Businessman and former chairman of Tata Sons, was born in Mumbai on 28th December, 1937. He was the chairman of Tata Group from 1990 to 2012 and more than 65% of his share is invested in charitable trusts. Mr. Ratan Tata is one of India's biggest philanthropists. His goal has been to raise the quality of life for Indians with Human Development.

Being a highly educated businessman, he holds a Bachelor's degree in Architecture from the Cornell University, USA and has pursued a seven-week Advanced Management Program from Harvard Business School, USA.

During the 21 years that he drove the Tata Group, the income of the company increased over 40 times and profit grew over 50 times. He strikingly got Tata Tea to get Tetley, Tata Motors to take over Land Rover and Tata Steel to acquire Corus. All this turned Tata from a generally India-driven gathering into a worldwide business, with more than 65% of incomes coming from activities and deals in more than 100 nations. He conceptualized the Tata Nano car. The advancement of the Tata Nano was huge on the grounds that it helped put vehicles at a value point reachable for the normal Indian buyer.

Ratan Tata works for Indian organizations in a senior capacity. He is a member of the Prime Minister's Council on Trade and Industry. He is also on the advising board of the RAND's Center for Asia Pacific Policy. He is also an operative contributor in India's AIDS initiative program and also a member of the international advisory board of the Mitsubishi Cooperation, the American International Group, JP Morgan Chase and Booz Allen Hamilton.

Ratan N. Tata has been honored by the Government of India with the second-highest civilian award, The Padma Vibhushan, in 2008 and Padma Bhushan in 2000. On 24th February of this year, Ratan Tata was awarded the 'ASSOCHAM Enterprise of the Century Award' to Shri Ratan Tata.

Empowering every class of people the maximum that he can, he can be easily qualified as one of the most successful human beings on earth who reciprocates the love that he receives from everyone in the most delightful and practical manner.



**Compiled By:-
Somya Jain
20BSP2465**



BOOK REVIEW

Name of the Book: *India's Skill Challenge: Reforming Vocational Education and Training to Harness the Demographic Dividend*

Author: Santosh Mehrotra **Publisher:** Oxford University Press

Santosh Mehrotra is a Human Development Economist, Professor of Economics, Centre for Informal Sector and Labour Studies, Jawaharlal Nehru University. He was an economic advisor in the United Nations system in New York City, Italy and Thailand. He was the chief economist of the Global Human Development Report during 2002-2005. He was the head of the Rural Development Division of the Planning Commission. He was also the Director-General of the National Institute of Labour Economics Research, Planning Commission. He has worked with the Indian Government as a policymaker and advisor, with the international organizations as a technical expert and as an academic whose research work has been translated into several languages.

The book 'India's Skill Challenge: Reforming Vocational Education and Training to Harness the Demographic Dividend' talks about India's changing demographic profile. The author points out that a sizeable proportion of India's growing population is in the working-age group. This proves to be an opportunity for the country to grow. But there are a few impediments in the way.

The author tells that although India has a large workforce, but only a fraction has any formal vocational education and training. Over half the country's workforce does not even have primary education. The book critically reviews the vocational training system in India with the help of primary surveys of vocational training providers and enterprises.

The author provides a comprehensive outline of the reforms that can improve the employability of India's youth. He recommends that vocational training should be included in secondary education and expanded to higher education institutions. He also suggests that industry participation should be increased and the National Vocational or Skills Qualification Framework should be implemented. He warns the readers that until a vocational education and training framework is not implemented effectively, India will not be able to utilize its demographic dividend. The book covers the entire framework which would help India in becoming 'Self-Reliant' or 'Aatmanirbhar'.



**Compiled By:-
Sukrati Jain
20BSP2542**

VOX POPULI

Findings of Opinion Survey from a sample of 315 PGPM students of class 2022 at IBS Gurgaon:

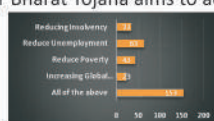
Q1. What value of economic relief package is announced for Aatmanirbhar Bharat Yojana?



Q3. In your opinion, has the government's skill-development programs had any impact on the employability status of the country?



Q5. Which of the following objectives do you believe Aatmanirbhar Bharat Yojana aims to achieve?



Q7. Do you think that government's decision of boosting private sector impact the employability rate in India?



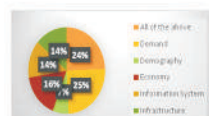
Q9. What strategy should be pursued by Aatmanirbhar Bharat Yojana to achieve its goals for youth employment?



Q2. Do you agree that government initiatives like 'Skill India' and 'Start-up India' are the way to self-reliance?



Q4. Which among the following pillars do you think has contributed most towards Aatmanirbhar Bharat Yojana success?



Q6. As per Aatmanirbhar Bharat Yojana initiative, do you see India going towards self-reliance on the grass-root levels?



Q8. Which of the following sector's improvement can be the biggest driver of the Aatmanirbhar Yojana Bharat initiative?



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