

AN INVESTIGATION ON THE RELATIONSHIP OF EDUCATION AND EMPLOYMENT IN INDIA WITH SPECIAL REFERENCE TO THE ROLE OF PRIVATE UNIVERSITIES

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ABSTRACT

Modern economic conditions are extremely volatile. The world is trying to overcome the pandemic born crisis. Corporates are making huge steps to seek recovery. Several sectors have shown K-shape recovery. This can only be done with the help of competent professionals. Managers and engineers are backbone of corporates. India is no exception. Researcher believe that it will be significant to study the University effectiveness in creating capable professionals. Present study will serve to improve the roots of economic activities. The very first component of corporate process is a capable employee and that is developed by government and private institutions universities. It is not possible for any researcher to study all the states and all the universities in a single study. So, the researcher has selected Chhattisgarh state for the study, and private universities as training institutions.

Keywords: Employability, Education, Teaching-Learning.

1. INTRODUCTION

The global outbreak of COVID-19 was an unparalleled catastrophe, catching the world off guard in the face of a pandemic of unprecedented proportions. The pandemic led to widespread lockdowns, leaving people confined to their homes and stripping countless professionals of their livelihoods. From December 2019 to September 2020, there was a significant surge in worldwide unemployment. The repercussions of this pandemic, which began in 2019, have had a severe impact on the employability landscape in India. As per the 2018 Economic Survey, a staggering 93% of India's workforce is engaged in the informal sector of the economy. The unpredictability of income for a vast majority of the population has reshaped the social and political fabric, owing to the lack of job security in the informal economy. Many individuals lacked the financial cushion necessary to



navigate a crisis of this magnitude, and those who lost their jobs are ill-prepared to confront the unforeseen changes in employability brought about by COVID-19.

Daily wage laborers, contract workers, and self-employed individuals experienced the most severe impact as they grappled with uncertain circumstances in a highly competitive economic environment. The lack of access to basic necessities such as food and shelter persisted well into the early months of 2020, leading to a mass exodus from urban areas to rural ones. By March, the official unemployment rate had risen from 7.8% to 8.7% over the course of February 2020.



Fig 1.1: India Skill Report 2021

The lack of access to basic necessities such as food and shelter persisted well into the early months of 2020, leading to a mass exodus from urban areas to rural ones. By March, the official unemployment rate had risen from 7.8% to 8.7% over the course of February 2020. This uptick in joblessness resulted in an increased mortality rate due to the scarcity of essential resources during the COVID-19 pandemic, affecting a significant and vulnerable portion of the population. The virus spared no distinction between the impoverished and the affluent, spreading across the nation despite nationwide lockdown measures, leading to a period of economic and social devastation. From May 2020 to January 2021, an ongoing cycle of unemployment in the informal sector saw a steady influx of skilled laborers from various regions into metropolitan areas. Graduates and undergraduates began pursuing their individual interests.

Manpower planning, also known as human resource planning, is the process of allocating the appropriate number and type of personnel to the appropriate location at the appropriate time, and ensuring that they are performing the tasks that will best enable the organization to achieve its objectives. The field of human resource planning is crucial to industrialization. Human resource planning must follow a predetermined process and take a systems approach. The procedure is as follows:

1. Examining the manpower inventory as of right now
2. Projecting future labor needs
3. Creating job-training initiatives
4. Create instructional plans

Analysing the current manpower inventory is a necessary step before a manager can forecast future manpower needs. The following details need to be kept in mind for this:

- Work unit type;
- Employee count;
- Department count;
- Employee quantity;
- Employee type;
- After a manager records these variables, he moves on to future forecasting.

Planning for the future labour needs in multiple work units can be done once the variables influencing the manpower forecasts are understood. The following are the typical manpower forecasting methods used by the organisations:

- i. Expert Forecasts: This category covers Delphi technique, official expert surveys, and unofficial decisions.
- ii. Trend Analysis: Three methods can be used to project manpower needs: statistical analysis (central tendency measure), indexation (using base year as basis), and extrapolation (projecting past trends).

iii. Work Load Analysis: This depends on the type of work being done in a division, branch, or department.

iv. Workforce Analysis: Appropriate adjustments must be made to determine net manpower requirements whenever production and time periods need to be analyzed.

v. Other Techniques

Creating employment programmes: Recruitment, selection, and placement plans are all part of the employment programmes that can be framed and developed in accordance with future forecasts and the current inventory.

Create training programmes: These will be determined by factors such as development plans, expansion strategies, and degree of diversification. Training programmes are dependent on how far technological advancement and improvement can go. Additionally, it is done to enhance the workers' abilities, knowledge, and skills.

Manpower planning, also known as human resource planning or workforce planning, is a crucial function within an organization that involves the strategic and systematic process of aligning the workforce with an organization's long-term goals and objectives. This process is designed to ensure that the right number of people with the right skills are in the right place at the right time to achieve organizational goals. In today's dynamic and rapidly changing business environment, the importance of manpower planning cannot be overstated. This essay delves into the significance of manpower planning in modern organizations, emphasizing its impact on efficiency, productivity, talent management, and overall organizational success.

Ensuring Efficient Resource Allocation: One of the primary functions of manpower planning is to ensure the efficient allocation of resources within an organization. By systematically assessing the current and future workforce requirements, organizations can allocate their human resources optimally. This process involves determining the appropriate number of employees, their skills, and their distribution across various departments and roles.

Cost Efficiency: Manpower planning helps organizations manage their labor costs effectively. By forecasting workforce needs, organizations can avoid overstaffing or understaffing, both of which can be costly. Overstaffing can lead to increased labor costs and idle resources, while understaffing can result in overworked employees, decreased productivity, and potential burnout. Properly aligned manpower planning mitigates these issues, contributing to cost savings.

Resource Optimization: Manpower planning helps organizations align their resources with their strategic objectives. It ensures that resources are allocated where they are needed most, enabling efficient resource utilization. This, in turn, leads to better performance and competitive advantages, as organizations can invest their resources in key areas that drive growth and innovation.

Enhancing Workforce Productivity: Manpower planning plays a critical role in enhancing workforce productivity. It ensures that the workforce is equipped with the right skills and capabilities to meet the organization's demands. Here are several ways in which workforce planning contributes to productivity improvement:

Skill Development: Manpower planning identifies the skills and competencies required for different roles and positions within the organization. This information helps in crafting training and development programs to equip employees with the necessary skills, making them more competent and productive in their roles.

Employee Engagement: By aligning workforce planning with employee needs and aspirations, organizations can create a more engaged and motivated workforce. When employees see a clear path for career growth and development within the organization, they are more likely to invest in their roles, leading to increased productivity.

Workforce Diversity: Effective manpower planning can also address diversity and inclusion concerns. By proactively planning for a diverse workforce, organizations can harness a wider range of perspectives and talents, leading to innovation and improved problem-solving capabilities. A diverse workforce can enhance productivity and creativity within the organization.

Talent Acquisition and Retention: Manpower planning is instrumental in attracting, retaining, and developing top talent. In a competitive labor market, organizations must have a well-thought-out approach to talent management to stay ahead.

Recruitment Strategies: Manpower planning guides recruitment strategies by identifying current and future hiring needs. This ensures that organizations are prepared to acquire the right talent when needed. Effective planning can also help in cost-saving through optimized recruitment processes.

Succession Planning: Succession planning is a critical component of manpower planning. It involves identifying and developing employees who can fill key leadership roles in the future. By nurturing internal talent, organizations reduce the risk associated with leadership gaps and ensure continuity of operations.

Employee Satisfaction: Manpower planning also involves monitoring employee satisfaction and well-being. Organizations that pay attention to their employees' needs and concerns are more likely to retain their top talent, as satisfied employees are less likely to leave for other opportunities. This, in turn, reduces the costs associated with employee turnover and maintains stability within the organization.

The researcher has gone through several reports and collected literature on the issues. Researcher found the condition very opaque. No clear statement could be made based upon the available information. On the one hand most of the top companies around the world have CEOs from India, on the other hand an average tec-graduates' salary is too low. Entrance exam of IIT is still the world

toughest exam and on the same time private universities in India hold most of patents and innovation. It was not so clear that whether the universities are playing their role or not? What changes are desired to improve the conditions? What should be done to meet the need of managers and technocrats in Corporate India. To understand the issue researcher has established the problem statement as, 'An Investigation on The Relationship of Education and Employment in India with Special Reference to the Role of Private Universities'.

II. LITERATURE REVIEW

Cabral, C., & Dhar (2019) conducted a comprehensive analysis of skill development research in India, focusing on structural dimensions, research methods, economic sector, and training type. **Vallecha, H., & Bhola (2019)** profiled the status of Community Energy Projects (CE) in India, analyzing six case studies using actor network theory. They highlighted the role of community participation in implementing CE projects and their socio-economic impact on localized growth. The study provided insights for sustainable replication in other regions, identifying challenges, incentives, policy implications, and policy implications for developers, end users, beneficiaries, promoters, and emission reduction. **Oyalabu, G. I., & Oyalabu, S. O. (2020)** investigated the establishment of private universities in Nigeria, using three universities and analyzing secondary data. The study concluded that private universities have significantly contributed to higher education in Nigeria, providing opportunities for those unable to access public universities.

Fissha's (2020) study on first-year students at a private university in Addis Ababa, Ethiopia, found that external factors, such as family, do not significantly influence university choice. To maintain reputation and attract students, universities should focus on location, branding, and pricing policies. **Paschal's (2021)** study on Tanzania's private sector's involvement in higher education found that universities should focus on staffing levels, revise strategies to involve more students, expand, diversify, and remodel operations, and implement support systems and resources. Universities should also conduct more research for social transformation and partner with industry to improve technology and generate market-driven programs. **Vikas Salunkhe et al. (2021)** contributed to the field with their book, "A Paradigm Shift in Higher Education: Evidence-Based Cross-Sectional Study Conducted in South India." These studies highlight the importance of addressing external factors and focusing on students, particularly high school students, in university decision-making. Based upon a primary literature review researcher has found that a significant study upon the role of private universities in professional education needs can be evaluated. Researcher has observed following tentative research gaps:

1. Kumari, J. (2000) have done research on work and employment conditions of teachers in Delhi, India, Kruss, G. (2002) made similar study on 15 private higher educational institutions South Africa. Recent years have changed the educational system in India. Researcher has not found any research on the condition of private university in recent years

with similar approach. Researcher observes a gap in the studies related with universities conditions in India.

- Clarke, T., & Hermens, A. (2001) focused upon IT in training and professional education. Several years later, universities are going through visible transition from Offline to online studies. A.S. Younis (2017) also considered the transitional challenges in front of universities. Researcher do find several small duration studies and research papers related with the transition in education sector. Researcher find unviability of PhD level research on the issue.
- Brown, P., Hesketh, A., & Wiliams, S. (2003), Mihail, D. M., & Elefterie, K. A. (2006) and several others have focused upon the employability of professionals. Researcher did not find any significant study the exactly examine the role of private universities in employability of professionals in India. Researcher find this gap is significant and a study could be conducted on the issue.
- Kruss, G. (2004) and Zhu, X., Iles, P., & Shutt, J. (2011) have focused upon the need of industry and educational education collaboration. Researcher did not find such studies in the geographical area of Chhattisgarh. It will be significant to know the professional form the universities of this zone are fit for industry. Research on the issue of quality of university training and professionalism development according to industry need will be help full.
- Vallecha, H., & Bhola, P. (2019), Oyalabu, G. I., & Oyalabu, S. O. (2020), and several other researchers have done studies on the private universities in international context. Researcher felt a need for similar research in the context of private universities need and university-industry fit for the contemporary India.
- Different employability factors have to examined which are important among the recruiters. So, researcher believes that the present study will meet the modern-day corporate needs and will bridge the gap in the studies conducted to improve effectiveness of private universities.

III. RESEARCH METHODOLOGY

Objective of Study

Following objectives have been defined for present research:

- To study the Different Attributes of Professionals that Private Universities incorporated in them
- To study the measures to increase the contribution of universities to meet corporates' need of professional human resources.

Hypothesis

Based upon the objectives, researcher has proposed following hypothesis:

H01: There is no significant relationship between Private Universities' effectiveness and ethical values of professional graduates in the opinion of recruiters

H02: There is no significant relationship between Private Universities' effectiveness and cost effectiveness of professional graduates in the opinion of recruiters

H03: There is no significant relationship between Private Universities' effectiveness and corporate orientation of professional graduates in the opinion of recruiters

Population and Sampling

Proposed population for the present research is recruiters visiting the universities. The researcher has done survey among the HR officer of the recruiting firms at university. The details of these people have been collected from the help of the placement officer of the university. HR managers from those companies who were hiring students from university, are the suitable person to respond about the employability related details of students graduating from these universities.

Sample Size: 500

Selection of Research Tool and Method

A well-structured questionnaire was created by the researcher. The questionnaire was created by the researcher to include the most information possible that would be available and accessible through a single interaction and could provide pertinent data for the design and formulation of the ideal questionnaire for this study. The statements that make up the items on a Likert scale are ones that respondents are expected to disagree with to varying degrees. There are many different attitudes, so there are no right or wrong answers; instead, respondents must express how they personally feel about the statements. Each statement has five possible responses: strongly agree (SA), agree (A), agree (U), disagree (D), and strongly disagree (SD). Every item is asked for a response from the respondents. Nearly all responses mentioned the questionnaire's questions about effect of university education on the employability of the students. Therefore, the researcher concluded that the questionnaire's face validity is accurate.

KMO and Bartlett's Test:

The Kaiser-Meyer-Olkin (KMO) Test evaluates the suitability of data for factor analysis. The acceptance of the KMO value is viewed differently by various statisticians. In real life, a value of 0.80 to 1.00 is great. An average value fall between 0.60 and 0.80. The value of the research data is 0.766, which is within acceptable limits for sampling adequacy. Bartlett's Test of Sphericity's sig. value is 0.000.

With the help of SPSS, the researcher has tested the collected data. The findings have been detailed in the next chapters.

IV. FINDINGS OF THE STUDY

H01: There is no significant relationship between Private Universities’ effectiveness and ethical values of professional graduates in the opinion of recruiters

Correlations			
		Private Universities’ Effectiveness	Ethical Values
Private Universities’ effectiveness	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	500	500
perceived self- ethical values	Pearson Correlation	.587**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation table shows that Private Universities’ effectiveness is positively related with ethical values. The correlation value is .587 which is above 0.400. The value shows that both have strong correlation. With results of correlation table, hypothesis is rejected so it could be said that, these is a significant relationship between Private Universities’ effectiveness and ethical values of professional graduates in the opinion of recruiters. Ethical values play a fundamental role in employability by shaping the character and behavior of individuals in the professional world. Employees who prioritize ethical conduct are more likely to make responsible decisions, uphold company values, and maintain high standards of accountability. In a globalized and interconnected business landscape, individuals who adhere to ethical values are more likely to succeed in their careers, as they can build lasting, mutually beneficial relationships and earn the respect and admiration of their peers and superiors.

H02: There is no significant relationship between Private Universities’ effectiveness and cost effectiveness of professional graduates in the opinion of recruiters

Correlations			
		Private Universities’ Effectiveness	Cost Effectiveness
Private Universities’ effectiveness	Pearson Correlation	1	.498**
	Sig. (2-tailed)		.000
	N	500	500
cost effectiveness	Pearson Correlation	.498**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).



The correlation table shows that Private Universities’ effectiveness is positively related with cost effectiveness. The correlation value is .498 which is above 0.400. The value shows that both have strong correlation. With results of correlation table, hypothesis is rejected so it could be said that, these is a significant relationship between Private Universities’ effectiveness and cost effectiveness of professional graduates in the opinion of recruiters. Recruiters often prioritize cost-effective hiring strategies to maximize the efficiency of their talent acquisition process. In today's competitive job market, they seek out methods that provide the most value for their investments. One of the top choices for cost-effective hiring is leveraging technology and data-driven solutions. Applicant tracking systems, online job boards, and AI-powered candidate screening tools streamline the recruitment process, reducing the need for extensive manual labor. Recruiters can also tap into social media platforms and professional networks to source candidates at a lower cost compared to traditional methods.

H03: There is no significant relationship between Private Universities’ effectiveness and corporate orientation of professional graduates in the opinion of recruiters

Correlations			
		Private Universities’ Effectiveness	Corporate Orientation
Private Universities’ effectiveness	Pearson Correlation	1	.501**
	Sig. (2-tailed)		.000
	N	500	500
corporate orientation	Pearson Correlation	.501**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation table shows that Private Universities’ effectiveness is positively related with corporate orientation. The correlation value is .501 which is above 0.400. The value shows that both have strong correlation. With results of correlation table, hypothesis is rejected so it could be said that, these is a significant relationship between Private Universities’ effectiveness and corporate orientation of professional graduates in the opinion of recruiters. Recruiters often prioritize corporate orientation as a key factor in their hiring decisions. This preference stems from the recognition that a well-structured and comprehensive corporate orientation program can set the tone for a new employee's success within the organization. An effective orientation not only helps new hires familiarize themselves with the company's culture, values, and mission but also ensures they understand their roles and responsibilities from the outset. It provides an opportunity for employees to establish connections with their colleagues and management, which can boost engagement and productivity.



Multiple Correlations Coefficient

In statistics, the coefficient of multiple correlation is a measure of how well a given variable can be predicted using a linear function of a set of other variables. It is the correlation between the variable's values and the best predictions that can be computed linearly from the predictive variables.

$$R_{1.234} = \sqrt{1 - (1 - r^2_{1.4})(1 - r^2_{13.4})(1 - r^2_{12.34})}$$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 ^a	.564	.531	3.53517

The value of R is 0.751 which shows that the overall relation among all considered 07 variables are high and they have huge impact on each other. The value of R supports above testing of hypothesis.

V. CONCLUSION

The employability of graduates in the modern workforce is a matter of increasing concern. Universities play a crucial role in equipping students with the skills, knowledge, and attributes necessary to secure meaningful employment. The National Education Policy (NEP) 2020, the National Assessment and Accreditation Council (NAAC), and the National Institutional Ranking Framework (NIRF) have become significant drivers in shaping the direction of higher education in India. This research explores how universities can increase the employability of the professionals they produce by aligning their strategies with these standards and policies. Present research suggested that Chhattisgarh's universities have undergone a substantial transformation over the past few decades. They have expanded their academic offerings, improved infrastructure, and adopted contemporary teaching methodologies. This transformation is essential as it lays the foundation for producing employable professionals who can meet the ever-evolving demands of the job market.

One of the central themes that emerged from this study was the importance of strong collaboration between universities and industries. Universities in Chhattisgarh have recognized the significance of this partnership and have taken substantial steps to bridge the gap between academia and the professional world. Internship programs, industry advisory boards, and guest lectures have been instrumental in fostering this collaboration. The curriculum offered by universities in Chhattisgarh has been a subject of scrutiny in this thesis. Ensuring that the academic curriculum is aligned with industry needs is crucial in producing employable professionals. Many universities have made considerable efforts to revise their syllabi regularly and introduce practical, skill-based courses to equip students with the skills required by employers.

Private universities have become increasingly popular choices for students seeking higher education, offering a wide range of programs and degrees. However, the effectiveness and cost-effectiveness of graduates from private universities, especially in professional fields, have been subjects of debate. In this essay, we will explore the opinion of recruiters on the effectiveness and cost-effectiveness of graduates from private universities in the professional job market.

Effectiveness of Graduates

Recruiters often value the effectiveness of graduates in terms of their ability to meet job requirements and excel in their chosen professions. Private universities can be effective in producing graduates who exhibit the following qualities:

1. **Specialized Knowledge:** Private universities are known for their niche programs and specialized courses, allowing students to gain in-depth knowledge in their chosen field. Recruiters value this specialized knowledge, as it often translates into better job performance.
2. **Smaller Class Sizes:** Private universities often have smaller class sizes, leading to more personalized attention from professors. This can result in better learning outcomes and greater readiness for the professional world.
3. **Strong Networking Opportunities:** Many private universities offer robust networking opportunities, connecting students with industry professionals, internships, and job placement services. These connections can be valuable assets for graduates entering the job market.
4. **Innovative Curriculum:** Private universities can adapt their curricula more quickly to changes in industry trends and demands. Graduates may be more up-to-date with the latest advancements in their field.

While technical skills are important, our research revealed that soft skills and personality development are equally vital for employability. Universities have recognized this and have introduced programs and training sessions to enhance students' communication, leadership, teamwork, and problem-solving skills. It is important to acknowledge that the journey to enhancing employability is not without its challenges. Funding constraints, faculty shortages, and the need for sustained industry engagement remain significant hurdles. However, universities in Chhattisgarh are resilient and have taken steps to address these issues. Continuous collaboration with the government, industry, and international institutions can be explored as a way forward.

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