

## TOURISM MARKETING STRATEGIES IN TELANGANA STATE

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### ABSTRACT

Skilled workforce is a pre-requisite for growing economy. India has more than 65% of its population between the ages 15 and 59, a strong demographic advantage. Skill development is essential to enhance the employable skills and entrepreneurial skills in the youth. In 21st century, Information Technology emerged as the largest and fastest growing sector in the world economy, making higher contribution towards employment. A considerable part of the success of India's economy can be attributed to the growth of IT in the past two decades. In the recent years, development in IT played a significant role in creating demand in the Indian Technology sector. IT contributes 9.5% of India's GDP and employs over 3.5 million professionals. Telangana State is at the forefront of embracing all the new and cutting edge technologies in IT industry. Hyderabad has become preferred destination for IT sector contributing in a big way in putting India on the global map. India has the world's largest youth population. If youth are properly employed, then the country would make special identity in the world. Telangana State has more than one crore youth. Telangana State's main agenda is to empower youth with employability skills in technology based industries. The IT department has potential vertical TASK for employing the youth towards creating a vibrant Telangana. The present paper is an attempt to analyze the role of TASK in enhancing the employable skills in the youth in Telangana State.

**Keywords:** employability skills, Information Technology, higher education, entrepreneurship

### 1. INTRODUCTION:

Hyderabad is one of the leading hubs for tech talent in the country. It is important that the talent emerging from the region has the requisite skills that the industry demands, in order to meet the growing need for a skilled workforce. Telangana Academy for Skill and Knowledge

(TASK) is a non-profit organization formed by the government of Telangana to bring synergy among institutions of Government, Industry and Academia. TASK aims at offering quality human resources and services to the industry. TASK imparts soft skills, organizational skills and technical training to participants by giving them access to industry relevant modules in order to improve their employability TASK provides a quick fix solution which otherwise would take years. This is vastly different from the half-hearted skill development programmers of the past where a third-party vendor would be handed over the responsibility to provide training. Skill development is an exercise that should lead to an increase in meaningful employment and should be a fruitful exercise for every organization. TASK provides a model of skill development for both government agencies and private organizations. Through this model, the government can generate more employability for its youth and organizations can get higher productivity from new recruits. TASK has taken up many initiatives that aim at various subsets of students and professionals in the state to provide better skill development opportunities to the youth of Telangana. At present, TASK has 558 registered colleges, 148392 registered youth, 273782 students trained and 4563 faculty trained. The following are the key Initiatives of TASK,

1. Soft skill Development Programmed for Better Employment - In technical institutes, students receive little instruction on developing soft skills-interaction with peers, the ability to articulate thoughts with confidence, work in a team and prioritize jobs. The students from state colleges often lack good language skills and an outgoing personality. Due to this gap, they are not able to perform well in interviews. So, TASK has selected specialized trainers who can teach the students the necessary soft skills.
2. Reaching Out to Students in Far Flung Locations - TASK also provides access to remote education by using tools like Massive Open Online Classes (MOOCs) to reach a higher number of students across the state.
3. Providing Quality Training by Use of Technology - TASK has started an aerospace course for engine repair meant for polytechnic students. However, the challenge lies in access to a live engine for the students to tinker with. The issue has been solved by using AR-VR technology. With augmented and virtual reality tools, the students can get a feel of repairing engines without touching one.

4. Training with Small and Medium Enterprises (SMEs) - TASK works with SMEs at its own cost. They also have programmers for various segments like unemployed resources or existing professionals.

## **Interventions of TASK**

1. Technology Entrepreneurship Programme (TEP): Technology Entrepreneurship Programme is a semi virtual programme offered by the Indian School of Business (ISB) in partnership with TASK. The programme aims specifically to motivate and generate interest in entrepreneurship among 3rd and 4th year engineering students.

TEP has three primary goals at its Core

To promote technology entrepreneurship as a practical career option and nurture the culture of entrepreneurship in the region

To link entrepreneurial and innovative behavior to educational and career pathways.

To provide an experience for engineering students to create investible technology based Start-ups.

The components of TEP can be broadly categorized into three areas:

Core Courses: Online modules that cover topics on Product and Service Design, Innovation Management and Entrepreneurship.

Practicum: Hands on activity based learning through Human Centric Design. This includes workshops, engineering design challenge and industry visits.

Build Your Own Venture: a series of boot-camps and mentor clinics are conducted to assist students to build their own venture in the second year. In addition, classroom sessions on topics like marketing strategy, negotiations and other management related topics are held to prepare students be pitch ready for Demo Day with potential investors.

## **2. Finishing School for Unemployed Youth.**

In order to meet the shortage of skilled human resource needs of corporates, TASK has taken up a project to pilot a Finishing School for about 1000+ unemployed youth from districts across

Telangana that also includes PWD & BPL category. This programme is conducted for 8-12 weeks wherein the skilling sessions on technical, organizational and personal skill modules are delivered through Instructor Led Training, e-Learning and Self-Study Labs. These sessions offer industry relevant learning content which helps the students in enhancing the success rate for getting through a job interview and selection process. This facilitates the young graduates to find jobs by increasing their employability quotient and provides skilled candidates to corporates. It helps the candidate to get through a job interview and selection process. The unemployed youth are eligible to apply. The candidates are selected on the basis of assessment test, group discussion & interview and placement drives are facilitated after skilling.

### **3. Professor of Practice (PoP) - Quality Trainer**

A Professor of Practice is an experienced professional from industry (E.g.: IT/ITES, Banking, Financial Services, Insurance, Retail, Healthcare, Automobile, Aviation, Manufacturing, Pharmacy, Government Services) either practicing or retired who visits colleges across districts and helps deliver training to undergraduate students to improve their soft skills that would impact the student's personal and organizational skills. Students are trained through the new skilling process designed by TASK which is a critical component for the students' success.

Effective pedagogy incorporates a number of simple skilling methods that promotes students well-being and improves their confidence levels. This enables the students to perform better in interviews. The pedagogy includes 25% time spent on concept, 25% case study, 25% practice session and 25% evaluation and feedback of the student. This helps the students to improve their communication skills, presentation skills, time management, values, group discussions, preparing for interviews, goal setting, team work, decision-making and problem solving abilities.

### **4. Skilling in Collaboration with Industry**

TASK has collaborated with Technology Organizations to enhance the technical skills of graduates while pursuing their education. As a part of this collaboration the respective technology organization enables the content/delivery of technology training and certification in the respective colleges across Telangana. TASK has assigned dedicated representatives for each of the technology accounts. They play the role of master trainers to either conduct the

training themselves or do it via the Train-the-Trainer mode in association with a technology partner.

Following are the special agreements by TASK to enhance the student's employable skills and knowledge:

**1. Infosys Campus Connect:** is a unique academic industry to build a sustainable partnership with engineering institutions for the mutual benefit of producing 'industry-ready' Information Technology professionals by aligning and enhancing the engineering students' competencies with the needs of the industry. This program has version program components to create synergy for effective, fast paced learning conclaves, Road shows, Faculty Enablement Programmes, foundation programme, soft skills, seminars, webinars, student contest, campus connect portal in a digital collaboration platform for the academia-industry interaction on anytime, anywhere basis.

**2. Salesforce:** TASK signed MoU with Salesforce Academic Program to provide training for more than 2000 students and 100 faculty members. Salesforce ecosystem will enable creation of 1.9 million jobs on cloud computing between 2015 and 2020. Salesforce aims at partnering colleges and universities around the world to empower students with the latest skills in Salesforce.

**3. Samsung Digital Academy:** has been set up with the objective of creating a pool of trained youth who can leverage the software development and testing opportunities presented by innovation digital technologies. The company will offer Digital Academia course in collaboration with TASK.

**4. Oracle:** Oracle and TASK have signed a partnership deed with oracle Academy Curriculum in engineering colleges in the state. The programme is expected to help 2000 students and 150 faculty members. As a part of this partnership, Oracle will facilitate a 'train-the-trainer'

course to ramp up faculty representatives as instructors. Oracle academy membership costs nothing and offers individual learners, educators and educational institutions access to world-class technology and other resources.

**5. IBM:** IBM Career Education has partnered with the TASK. It will be conducting training programmes in the area of Cloud and Mobile based Applications and Big Data s for the faculty

members and students in engineering colleges across all the districts of the Telangana state. From the industry point of view, the programme provides skilled manpower which improves the productivity of fresh hires and can be deployed on immediate projects with opportunities later on skilling and reskilling at the industry.

**6. Internshala:** TASK partners with Internshala to support student internship resources and career services. Internshala is India's no. 1 internship and online training portal where students from all over the country can find an internship in their field of interest. The platform has more than 10 lakh students as registered users and 30000+ companies advertise more than 100,000 internships, with stipend on Internshala every year. Students can apply to the desired internships online and the companies' interview and select the candidates as per their criteria.

**7. Spoken Tutorials -IIT-Bombay:** TASK has partnered with IIT Bombay Spoken Tutorial and introduced the technology-based-e-learning modules to enable skilling through online media. The project is run by IIT Bombay and powered by MHRD, Government of India. The courses serve as e-tutor for the open source software such as C/Java/ BASH/PHP &My SQL/ Python etc., which are useful for both academic learning and to make students for job-ready programmes. This learning content is available free of cost to all students registered with TASK.

**8. CYIENT:** TASK and CYIENT (formerly InfoTech Enterprises Limited) collaborate for setting up a "Train and Hire" model for final year students from polytechnic, engineering colleges and Degree (B.Sc.-computer science and electronics) students from TASK registered colleges across Telangana. The students would qualify for employment/internship opportunities in CYIENT post the training/skilling.

**9. CISCO Networking Academy:** Cisco Networking Academy is an IT skills and career building program for institutions and individuals worldwide. It delivers a comprehensive, 21st century learning experience to help students develop the foundational ICT skills such as problem-solving, collaboration and critical thinking. TASK and Cisco are working together for the purpose of expanding Academy Program into the educational system in the region.

**10. Tata STRIVE:** TASK associates with Tata STRIVE to train youth for gaining employment, entrepreneurship and community enterprise. The emphasis of the training is



equally on technical and non-technical skills with a special focus on practical experience for increasing productivity, imbining quality and ensuring safety

**11. Cambridge English Language Assessment:** Cambridge English associated with TASK to provide the faculty and students of TASK registered colleges access to International English Qualifications.

**12. NSIC-TSC:** TASK and NSIC-TSC (National Small Industries Corporation- Technical Services Center) collaborate for offering industry relevant skilling courses for students and faculty members.

## 5. CONCLUSION:

Skill development is an essential requirement for any economy to stay globally competitive and provide a good quality of life to its residents. Skill development is the key to enhance the employable and entrepreneurship skills among the students. But, despite the understanding that skill development is necessary for the sustenance and growth of any country, there is a considerable lack of quality training and resources in India to develop the skills of its workforce. The professional education colleges are not responsive enough to incorporate the requirements of industry in their curriculum, and that this scenario is especially true for the state governed technical colleges in comparison to the privately owned colleges where curriculum is more in sync with corporate needs. The government of Telangana has been actively working towards addressing a substantial gap between the quality of education imparted by technical colleges and the technologies that hiring organizations are working on. It is heartening to see that the industry is teaming with academics and preparing graduates for real life work. This enhances the employability skills of college students, which is the need of the hour.

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