

Development of Students in Tier I and Tier II Cities Using Different Grooming Techniques: A Creative Approach

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Abstract—The current scenario of Tier II and Tier III cities in terms of development as well as employment is well known to everyone. Taking example of Jharkhand, with majority of graduates coming out of universities, the overall jobs (Public + Private) are very few in number. Think about the number of unemployed graduates only in Tier II and Tier III cities of Jharkhand. This is one of the major reasons why most of the graduates shift towards Tier I cities for their educational as well as financial growth. But the problem doesn't stop at this stage. Shifting in Tier I cities brings more challenges and competitions which is idiosyncratic personality and prodigious communication skills. This paper deals with various types and techniques of grooming one should go through in these small cities. The advantages of grooming techniques like Personal Grooming, Professional Grooming, Technical Grooming and most importantly Creative Grooming will be highlighted in this paper. As the paper proceeds, it focuses on the important aspects of grooming and self-development. According to the paper, the primary focus should be grooming of students and theoretical approach or subject knowledge should be secondary. By providing professional techniques, the students from these cities can be guided to showcase their real talent and creativity. Finally the ultimate purpose of presenting this paper is to bring awareness in students and people of tier II and tier III cities that practical knowledge has more benefit over theoretical approach.

Keywords: Grooming, Tier II and Tier III Cities

1. OBJECTIVES

The paper aims at developing the students of Tier II and Tier III cities using different grooming techniques. There are some personality development centres in many of the cities but still the need is more as the population of the graduates coming every year is increasing day by day. The main reason behind the unemployment in the country is the poor facility for skill and personality enhancement. The idea of setting new development centres across these cities could help in more productivity across the nation.

2. MOTIVATION

The lack of jobs and effective skill has urged and motivated the authors to think in the direction of developing a productive personality development centres. The demand for skilful job isn't meeting the productive supply. The graduates are mere graduates on paper but lack decent communication skills. The degrading condition of the society I field of employment has motivated to work on this paper.

3. INTRODUCTION

In today's fast moving world, one needs to be equally fast and skilful. By providing a good set of highly skilled environment, the students from this section of country can help in building the nation strong. India is a country of youth and mass population of youth is unemployed. With multiple courses in various domains of science, commerce and arts, the numbers of graduate are massively increasing every year. The main problem they are facing is high rise in unemployment.

1. Meaning of unemployment in India

Unemployment is the major cause for the low productivity in most of the Tier II and Tier III cities. It can be well defined as the situation where the number of jobseekers exceeds the number of job vacancies in the city. Thus people are willing to work but the city fails to provide them with sufficient jobs. The meaning of unemployment varies from city to city. In the advanced industrialised cities, unemployment is not meaningful in the case of household enterprises, which constitutes a major proportion of productive activities in rural areas. Moreover, people are migrating from Tier II and Tier III cities to Tier I to seek employment, however the slow industrial growth could not provide them with sufficient jobs. Another type of unemployment which is most parasitic in nature is educated unemployment. Huge number of manpower gets diverted due to slacking technical and vocational educational facilities. Poverty is the main cause of this evil. A

person, who cannot have two square meals a day, loses his self-dignity as he/she has no sense of security. He/she is more worried about his survival rather than morality. The abnormal rise in population has also intensified the problem of unemployment in India. That is why the problem of employment has been getting more and more acute every year. A student dedicates several years of his life in studies and it is worry –some condition that even after master's degree, these youth population of India are facing unemployment problem. The economic opportunities in the country in the trade, industry, commerce and agriculture have not proportionately increased. And the society is thus confronted with the problem of finding openings for the educated young people. Since this is a very complex problem, it is hardly possible to provide a single remedy. Its solution thus depends on a variety of economic and social factors.

2. Jharkhand – A State with Growing Potential

According to the details from Census Data 2011[1] (See Table 1), there has been a rise in every section of this state. From population to literacy to gender ratio, Jharkhand has shown a positive rise in every field. But the question is “Is that a great rise or just a normal one?” Comparatively with Census Data 2001, it's a good rise but not a great one. The state has the potential to do great and by providing the youth a platform to polish them will help them rise high.

Table 1: The Census Data of 2001 and 2011

| S. No | DESCRIPTION | 2011 | 2001 |
|-------|--------------------------------|-------------|-------------|
| 1 | Approximate population | 3.3 Crore | 2.69 Crore |
| 2 | Actual population | 3,29,88,134 | 2,69,45,829 |
| 3 | Male | 1,69,30,315 | 1,38,85,037 |
| 4 | Female | 1,60,57,819 | 1,30,60,792 |
| 5 | Population Growth | 22.42% | 23.19% |
| 6 | Percentage of Total population | 2.72% | 2.62% |
| 7 | Sex ratio | 948 | 941 |
| 8 | Literacy | 66.41% | 53.56% |
| 9 | Male literacy | 76.84% | 67.30% |
| 10 | Female literacy | 55.42% | 38.87% |
| 11 | Total literate | 1,83,28,069 | 1,17,77,201 |
| 12 | Male literate | 1,08,82,519 | 76,46,857 |
| 13 | Female literate | 74,45,550 | 41,30,344 |

3. What Are Tier I, II and III Cities?

Tier I cities are cities which constitute a large population, more than a million. Cities like Mumbai, Delhi, Bangalore, Kolkata, etc. comes under this category.

Whereas Tier II cities are just a step down from Tier I, basically smaller than them. Statically if we go, they generally constitutes near about 1 million populations. Examples are cities like Mangalore, Dehra Dun, Pune, etc.

Coming to Tier III cities, these include minor cities like Baroda, Nasik, Madurai, etc. It constitutes population less than

a million. These cities actually have just started to rise and are very fresh in development.

4. The Idea

In 2008, Shipra Bhutani of Jaipur started a small skill centre. While teaching at BIT Mesra, Jaipur campus she discovered the gap between the education imparted at college and the skills required in the industry. In 10 years, she has developed more than 40 skill centres across the nation and runs the Quantum Career Academy – a training partner with National Skills Development Corporation (Government of India)[2]. Inspired from her, one of the authors is developing his own personality development centre for the students of Jharkhand in Ranchi currently named as PRO-DEE. In this project, students will be provided different grooming techniques which will help them to develop their overall personality. There will be majorly 4 types of grooming techniques – Personal Grooming, Professional Grooming, Technical Grooming and Creative Grooming.

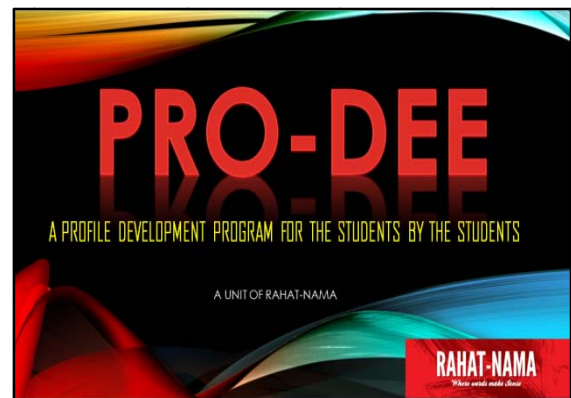


Figure 1. PRO-DEE

For understanding the need of Personality Development session, a survey was conducted among students of various colleges (Amity University Jharkhand, St. Xavier's College, BIT, XISS, Gossner) in Ranchi. 101 students were questioned using the Google forms [2]. There were 10 questions which were about their personality and interest in gaining training sessions if provided.

If we look into the overall survey, the outcomes were as follows –

Initially, their personal information section was given to fill like Email, Name, Course, College and City.

The first question was “**What is your personality?**” Two options were provided, Bold and Shy. 66 of Students opted themselves as Bold while 40 selected shy. The numbers were slightly confusing as due to some technical error few of them selected both Bold and Shy. Anyhow, we see that majority are bold in nature.

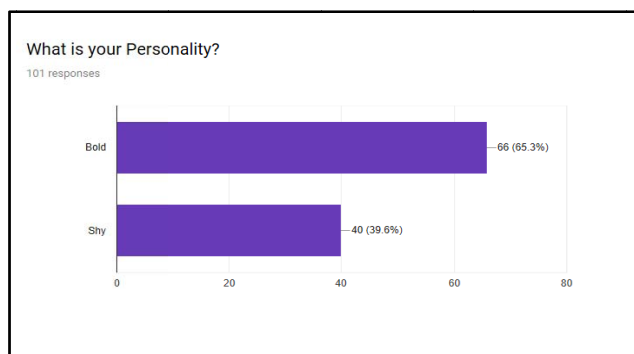


Figure 2. What is your personality?

The second question was “**How are you in front of strangers?**” Here 4 options were given, Very Confident, Confident, Nervous and Normal. 45(44.6%) Students responded as Normal, 44 (43.6%) students Confident, 7(6.9%) Students Very confident and 5(5%) Students selected Nervous as option. Here we see a very thin line between Normal and Very confident.

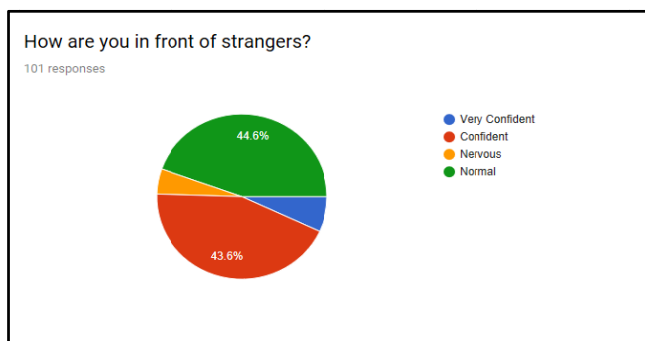


Figure 3. How are you in front of strangers?

The third question was “**On a scale of 1-100 where do you put yourself in communication skills?**” Here we have given 4 options again with different range, 1-25 (Super Human), 26-50 (Power Human), 51-75 (Human) and (76-100) Alien. The range was kept as self analysis of one’s communication skills going best to worst. In this question, majority of them selected, 68, Human with 67.3%, 23 selected Power Human (22.8%), 4 went for Super Human and Alien (4%).

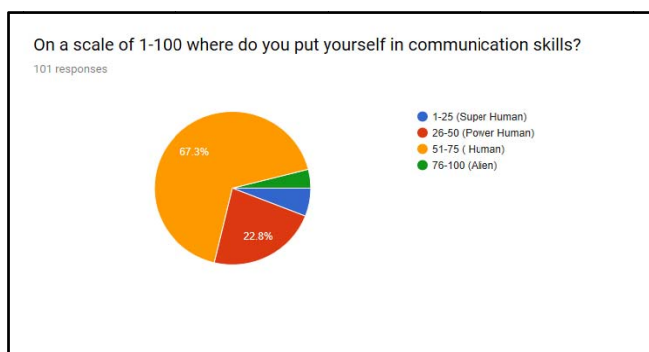


Figure 4. On a scale of 1-100 where do you put yourself in communication skills?

The fourth question was “**If given will you go for a Personality Development session?**” This is one of the most important questions as this shows the interest among the students whereas they are interested or not. 80 out of 101 opted in favour whereas a negligible interest was in against of this. 20 were not sure where to say yes or no.

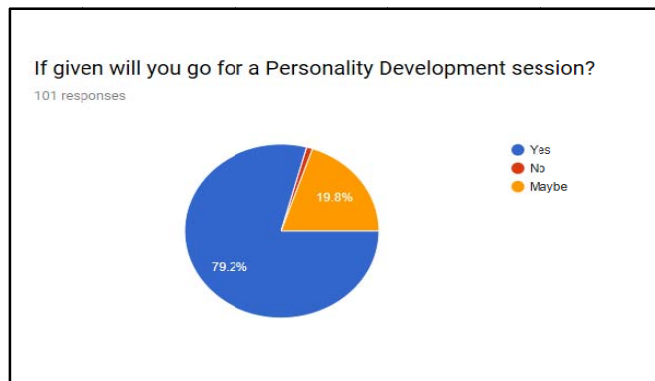


Figure 5. If given will you go for a Personality Development session?

The fifth question was “**How much price can you pay for getting a good Personality Development session?**” Here we provided them 3 options, 500 per month, 750 per month and 1000 per month. 81 (81%) of 101 selected the 500 package while 11(11%) went for 1000 and 8(8%) went for 750 package.

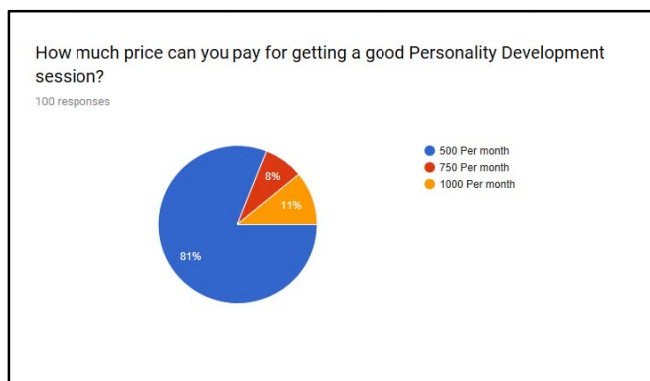


Figure 6. How much price can you pay for getting a good Personality Development session?

The sixth question was “**Are you comfortable attending this in college or tuition like space?**” In this question, students were given two options – college campus and tuition like space. Majority of them were interested in college campus 73(73%) and 27(27%) of them were comfortable in Tuition like space.

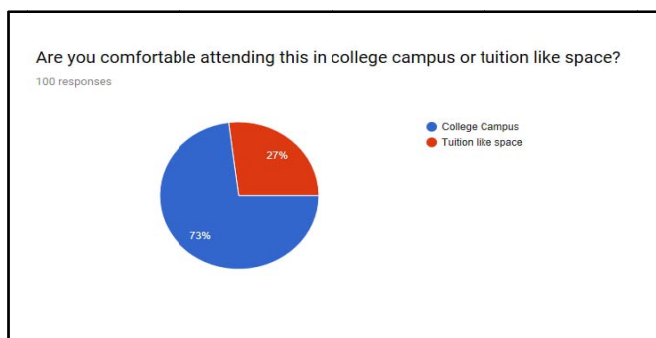


Figure 7. Are you comfortable attending this in college or tuition like space?

The seventh question was “**How many hours can you give for enhancing this skill?**” The duration was distributed in 3 sections – 2, 3 and 4 Hours on Weekends. A large population, 66.3% (67) was interested in 2 hours while 23.8% (24) were interested in 3 hours and 9.9% (10) were interested in 4 hours on Weekends.

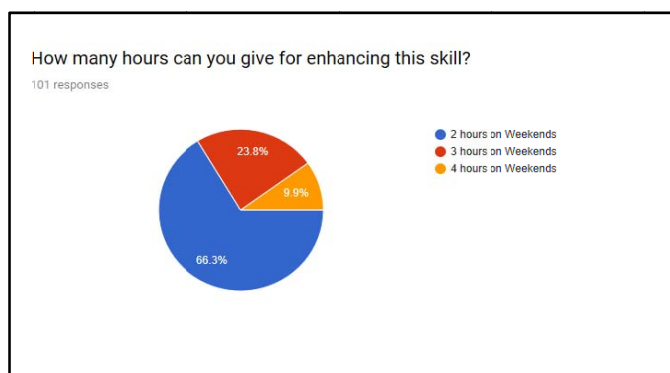


Figure 8. How many hours can you give for enhancing this skill?

The eighth question was “**Do you think this type of project is required?**” In this question majority agreed (85.1%), 86 of 101 students, while 14 (13.9%) were not sure and 1(1%) was not in favour. The interest was very high in students for the requirement of this project.

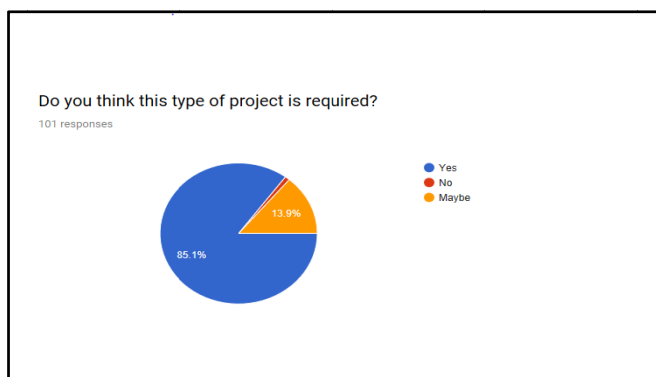


Figure 9. Do you think this type of project is required?

At the end, many students also provided many valuable suggestions and comments on conducting this type of sessions in their city.

4. DRAWBACKS AND PROPOSALS

As discussed in the paper, there are several drawbacks, challenges and difficulties in helping students develop and enhance their personality.

1. Drawbacks

A. Lack of Awareness and Interest

Students' aren't properly informed or guided about skill enhancement and personal grooming session's importance.

B. Weak practical approach

More of a theoretical approach is provided in this field. Only theories won't help in development of the individual. Proper attention on practical approach is missing.

C. Poor focus and orientation of government and colleges

Proper schemes are not provided by the government and educational institutions in this area. Priorities are lacking towards enhancing the grooming techniques. Negligible attention is being given on skill enhancement in educational institutes of Jharkhand.

But there are also some ways through which these difficulties can be overcome.

ii. Proposals

A. Installing Personality Development Centers

There should be an addition to centers that support in developing the skills of students. Enhancing the capabilities of an individual and increasing his ability and quality of work is an important task and should be welcomed.

B. Hiring Professional Trainers and Guides

Good and effective trainers are needed in this field that hold experience in grooming individuals from different backgrounds as the crowd may be diverse in several ways.

C. Positive Support of Government Bodies

Help and support from the government is also needed in making the grooming techniques more efficient and effective. Government should focus on aiding financial help to institutes that help students through different grooming techniques. Employment opportunities may also arise in this field if promoted properly.

5. FUTURE PROSPECTS

The development of students in these types of cities is one of the most challenging areas of youth empowerment. Providing good grooming centres in present not only depends upon research advances, but also on economic considerations (cost of setting up the centres), social acceptance and training of youth in this field.

6. CONCLUSION

Presently, the demand for these types of personality development centres is humongous. Currently, there are very less number of personality development centres in Tier II and Tier III cities. However, the government is approaching many institutions in favour of skill and personality training. But this needs to speed up as the gap between the demand and supply is increasing day by day.

With more development centres, the country can produce more efficient youth which will result in India turning into a powerful nation. All we need a more attention and development in this particular field.

7. ACKNOWLEDGEMENT

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