

METHODS

An empirical study on the green skill development programme and its inclusiveness in green industries for effective green marketing and sustainable development: key success factors and challenges

D.S. MallikaS¹ and D. Raja Jebasingh²

¹Research Scholar

²PG and Research Department of Commerce and Management, St. Joseph's College of Commerce, Bengaluru, South India

***Correspondence:**

D.S. MallikaS,
Dsmallika.achar@gmail.com

Received: 20 March 2023; **Accepted:** 03 April 2023; **Published:** 20 May 2023

India is a young, human-resources-rich nation. With regard to our country's economic growth, India continues to lag behind due to various issues such as homelessness, unemployment, analphabetism, infrastructure for medical care, etc. Youth play a crucial role in the country's economic growth. The Green Skill Development Programme (GSDP) of the Ministry of Environment, Forests, and Climate Change (MoEF and CC) is an environmental and forestry skills development initiative to encourage young people in India to procure employment and/or self-employment. The system aims to develop long-term workers who are technically skilled and committed to sustainability. In June 2017, the GSDP pilot project was launched. In the current situation, it has been discovered that the majority of young people being trained face a severe labor shortage due to a lack of skills and technical knowledge. Most of them do not know what is happening with today's technology. Attempts to supply sustainability skills are made through the GSDP, which are also known as "green skills." These are the skill sets, expertise, values, and attitudes that the workers need to develop and foster sustainable social, ecological, and economic conditions in business, industry, and the community. Such companies favor workers who possess green skills to achieve their mission. In this study, an effort is made to define the primary green skills sought by the green sector, determine how successful the GSDPs have been, and identify the foremost challenges experienced by the youth in participating in the government-sponsored GSDPs.

Keywords: green skill development programme, green industry, economic development, job creation, self-employment

Introduction

India a large population of working-age people. In India, poverty is a serious problem. Under Skill India, various initiatives such as the National Skill Development Mission, Pradhan Mantri Kaushal Vikas Yojana (PMKVY), the National Policy for Skill Development and Entrepreneurship, the Skill Loan Scheme, and Rural India Skill have been launched. The Green Skill Development Programme (GSDP) of the Ministry of Environment, Forests and

Climate Change (MoEF and CC) is a unique initiative launched in June 2017 that facilitates India's young generation in obtaining gainful employment and/or self-employment.

The curriculum aims to build skilled green workers with technical knowledge and dedication to sustainable development. There is a significant gap between the demand and supply of skills and capabilities, both cognitive and practical, at different levels in the environment, as well as in forests in India. Nonetheless, most vocational training

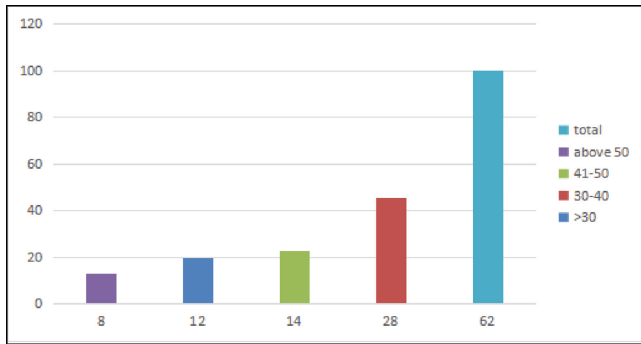


FIGURE 1 | Age.

TABLE 1 | Age.

Age	No. of respondents	Percentage
Less than 30	12	19.35
30-40	28	45.16
41-50	14	22.58
Above 50	8	12.90
Total	62	100

Source: Survey data.

TABLE 2 | Gender.

Gender	No. of respondents	Percentage
Female	52	83.87
Male	10	16.12
Total	62	100

Source: Survey data.

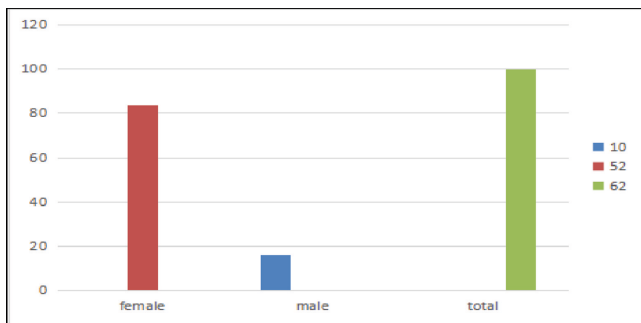


FIGURE 2 | Gender.

programs focus not on “soft” skills or “natural” skills but on mechanical /technical skills.

This void is being filled by the Natural Skill Development Program (NSDP). It increases people’s employability in occupations that lead to maintaining or restoring environmental quality while at the same time improving human well-being and social equity.

TABLE 3 | Educational qualifications.

Educational qualifications	No. of respondents	Percentage
Illiterate	12	19.35
Primary	14	22.58
Matriculation	22	35.48
Degree	10	16.12
PG and above	4	6.45
Total	62	100

Source: Survey data.

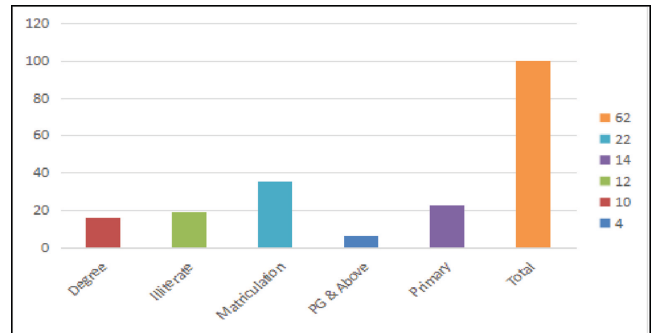


FIGURE 3 | Educational qualifications.

TABLE 4 | School dropouts.

Dropouts	No. of respondents	Percentage
Yes	34	54.83
No	28	45.16
Total	62	100

Source: Survey data.

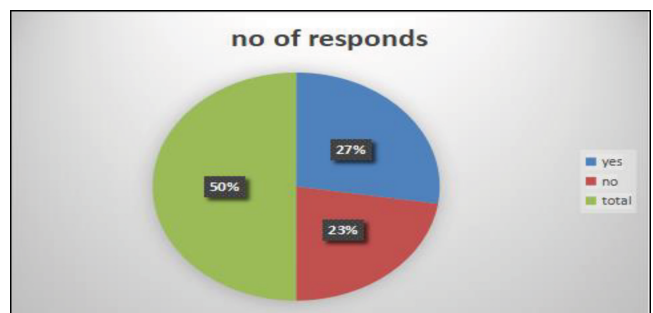


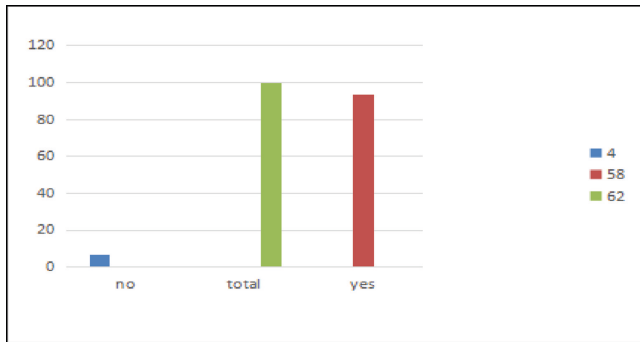
FIGURE 4 | School dropouts.

The green industry is the unified field that unites each environment-conscious individual’s efforts. It seeks to preserve the environment and distribute it to future generations—a “green world.” The green sector covers a broad range of areas such as water management, renewable energy, waste management, green transport, green building, and conservation in the general environment. How well the green industries are making the most of the green skill sets

TABLE 5 | Respondents who faced unemployment problem.

Problem faced	No. of respondents	Percentage
Yes	58	93.54
No	4	6.45
Total	62	100

Source: Survey data.

**FIGURE 5** | Respondents who faced unemployment problem.

of their employees is a researchable question. This research article examines the key success factors and challenges of the GSDP and its inclusiveness in green industries.

Overall, the overall performance and innovative approach of India's Green Jobs sector are commendable. A significant boost for our nation is the incredible potential that this industry holds.

Research design

Objectives of the study

The study's primary goals are as follows:

- Recognize the notion of GSDP's awareness
- To perceive the benefits of and problems faced in the GSDP
- To make some recommendations based on the study's results and findings

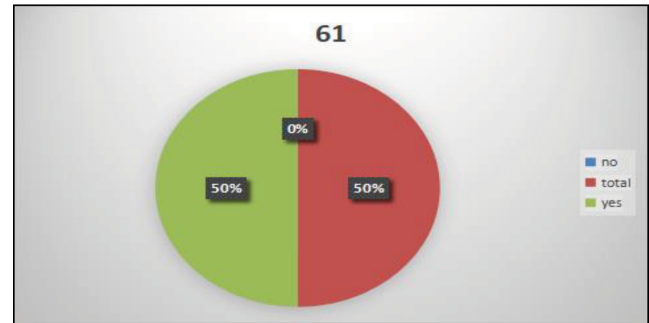
Research methodology

For conducting this research, both primary and secondary data have been used. Primary data is gathered by handing out questionnaires and conducting telephone interviews with respondents. The information was gathered from 62 respondents from several firms in rural Bangalore that fall under the Green Industry category. The random sampling method has been used in the study's sample selection. Websites with a connection to the topic were used to gather secondary data.

TABLE 6 | Awareness of GSDP.

Awareness	No. of respondents	Percentage
Yes	61	100
No	0	0
Total	61	100

Source: Survey data.

**FIGURE 6** | Awareness of GSDP.**TABLE 7** | Source of information.

Source of information	No. of respondents	Percentage
TV advertisement	30	48.38
Radio	24	38.70
Newspaper	6	9.67
Internet	2	3.22
Total	62	100

Source: Survey data.

Data analysis and interpretations

Following is how the data has been gathered and interpreted:

Analysis and interpretation

Table 1 and **Figure 1** show the total number of survey participants. The GSDP has benefited the most people between the ages of 31 and 40.

Table 2 and **Figure 2** show the entire sample of survey respondents selected; most are males who have benefited from the GSDP compared to female respondents.

Table 3 and **Figure 3** show that the majority of the chosen respondents have education levels below matriculation.

Table 4 and **Figure 4** show that the overall majority of the respondents, school dropouts, have benefited from the GSDP.

Table 5 and **Figure 5** show the majority of those who participated in the survey were unemployed.

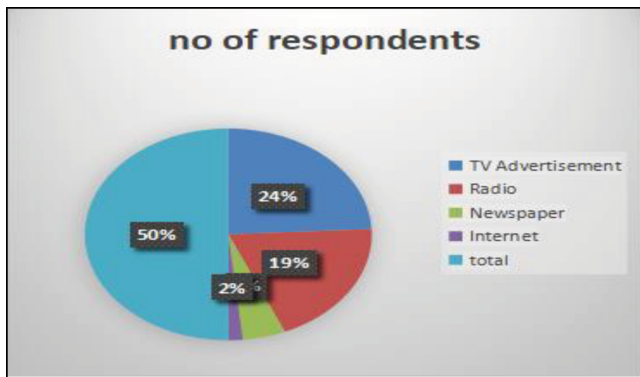


FIGURE 7 | Source of information.

TABLE 8 | Training under GSDP.

Training	No. of respondents	Percentage
Yes	60	96.77
No	2	3.22
Total	62	100

Source: Survey data.

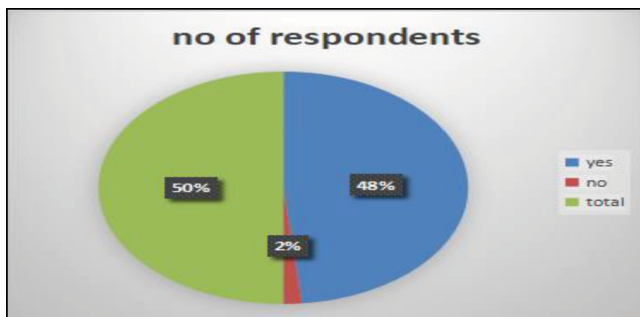


FIGURE 8 | Training under GSDP.

Table 6 and Figure 6 show that all respondents were aware of the GSDP initiated by our honorable prime minister, Shri Narendra Modi.

Table 7 and Figure 7 show that most respondents overall have heard of the Skill India idea from television advertisements.

Table 8 and Figure 8 show that the GSDP has provided training to 97% of the survey participants.

Table 9 and Figure 9 show that the majority of those who have received green skill development training are in the textile industry.

Table 10 and Figure 10 show that the respondents have taken full advantage of all the benefits of their education. Self-confidence was ranked first among the benefits of learning by the participants, followed by skill development, technical skill development, mental development, and technological advancement.

TABLE 9 | Area of training covered.

Area of training	No. of respondents	Percentage
Construction	–	–
Textile	20	33.33
Jewellery designing	–	0
Banking	–	0
Tourism	–	0
Transportation	10	16.66
Agriculture	14	23.33
Trading	–	0
Weaving	4	6.66
Handicraft	2	3.333
Horticulture	4	6.66
Fishing	6	10
Total	60	100

Source: Survey data.

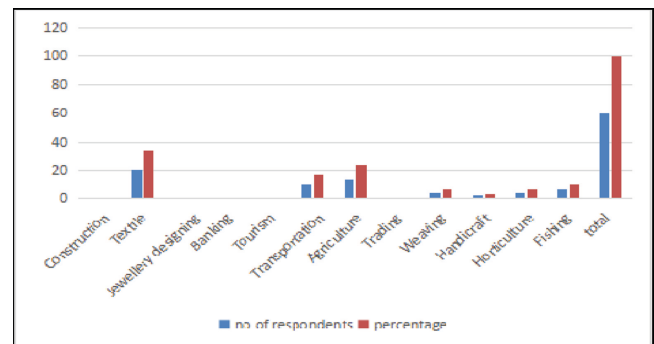


FIGURE 9 | Area of training covered.

TABLE 10 | Training benefits.

Benefits availed	No. of respondents	Ranking
Self-confidence	11	4
Entrepreneurship and skill development	5	6
Technical skills	10	5
Knowledge of technological development	13	1
Mental development	12	2
All of the above	11	3
Total	62	

Source: Survey data.

Table 11 and Figure 11 show that since finishing the training program, most respondents overall have launched their own firms.

Table 12 and Figure 12 show that even after preparation, most of the respondents experienced different problems. These respondents claimed that the absence of subsidies for the purchase of commercial cars was the primary problem, citing fierce competition, ignorance, a scarcity of raw materials, and a dearth of technology as contributing factors.

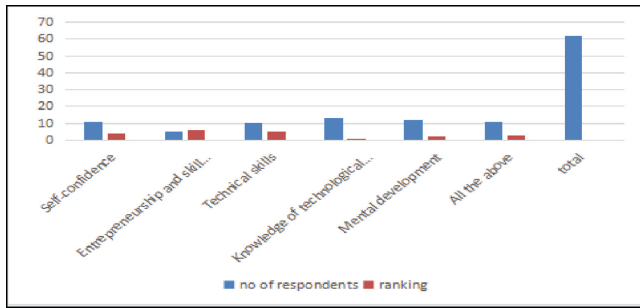


FIGURE 10 | Training benefits.

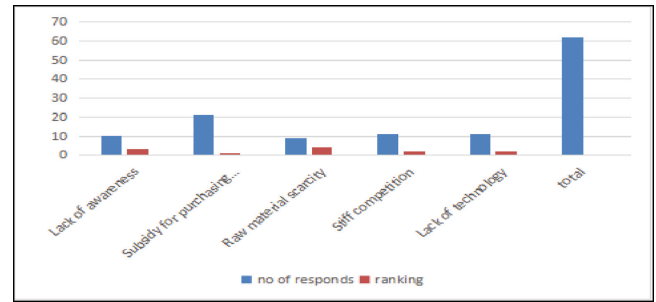


FIGURE 12 | Persistence of problem even after training.

TABLE 11 | Helpfulness of training.

Helpful training	No. of respondents	Percentage
Set up a small-scale industry	18	30
Employment generation	14	23.33
Sharing knowledge to the weaker sections	2	3.33
Self-employment	26	43.33
Total	60	100

Source: Survey data.

TABLE 13 | Factors motivated through GSDP.

Factors	No. of respondents	Ranking
Desire to achieve something	21	1
Need for independence	10	3
To get social prestige	10	3
Financial benefit	10	3
Desire for leadership	11	2
Total	62	

Source: Survey data.

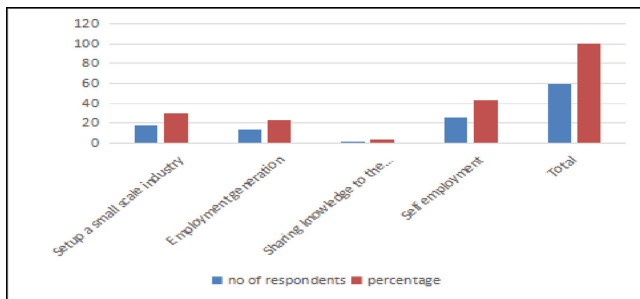


FIGURE 11 | Helpfulness of training.

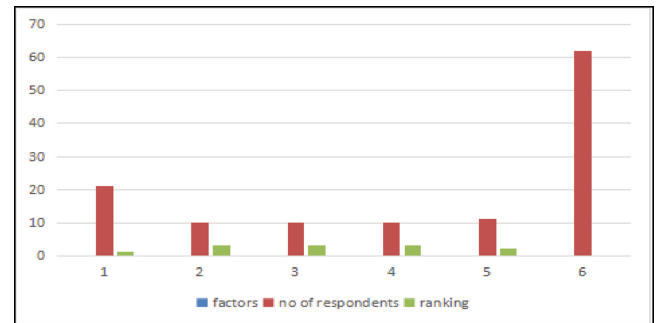


FIGURE 13 | Factors motivated through Skill India Campaign.

TABLE 12 | Persistence of problem even after training.

Problems	No. of respondents	Ranking
Lack of awareness	10	3
Subsidy for purchasing commercial vehicle	21	1
Raw material scarcity	9	4
Stiff competition	11	2
Lack of technology	11	2
Total	62	

Source: Survey data.

Findings and suggestions and conclusion

The findings of the study are summarized in the sections that follow based on the analysis and interpretation

- The GSDP benefits approximately 45% of the respondents between the ages of 31 and 40, with most male respondents benefiting the most.
- The majority of the respondents in the survey are of below academic matriculation level, and the remaining are dropouts who have had significant unemployment troubles, according to the study's findings, which demonstrate how the government is striving to address the unemployment problem.

Table 13 and Figure 13 show that the respondents have been influenced by the GSDP in various ways. Those who want success ranked highest, followed by those who desire liberty, social prestige, financial gain, and leadership qualities.

- Many respondents are aware of the GSDP because of various government marketing programs that are highly commendable.
- The majority of the survey respondents received green skill development training in a variety of areas, which aided in their overall development. It demonstrates the schemes' success and the youths' positive response.
- It is revealed from the survey that respondents faced some major problems even after the training when setting up their own company, which must be addressed.
- Nearly all of the respondents were inspired by the GSDP and encouraged others to advocate for themselves.

The following suggestions have been made in light of the data analysis and findings

- There must be action taken to increase female participation in self-employment programs for all age groups.
- It is important to take steps to reduce school dropout rates and offer the highest quality education.
- There is still a need to increase awareness of the Skill India definition across various media so that even the most disadvantaged members of society can benefit.
- People should be given realistic exposure to major problems in various fields before starting their own businesses.
- Publicizing self-employment education programs and offering financial incentives to people eager

to launch their own firms and provide employment possibilities for the good of society are both necessary.

Conclusion

A country like India, with its sizable population, must deal with serious unemployment issues. Measures were taken by the government to support the self-employment schemes. Youth are trained in a variety of fields while receiving growing guidance and support in the development of their personalities and overall development.

The world has praised our honorable prime minister, Shri. Narendra Modi, and the GSDP has grown in popularity. This is a significant step in transforming India into a developed country by fostering the abilities of our people and securing a promising future for our young people. It is time for young people to take on leadership roles so that they can focus on social security and job creation rather than the economy. With this new approach, India will undoubtedly achieve its goals.

References

1. Dewhurst H, Thomas R. Encouraging sustainable business practices in a non-regulatory environment: a case study of small tourism firms in a UK national park. *J Sust Tour.* (2003) 11:383–403.
2. Regeer BJ, Hoes AC, van Amstel-van Saane M, Caron-Flinterman FF, Bunders JF. Six guiding principles for evaluating mode-2 strategies for sustainable development. *Am J Evaluat.* (2009) 30:515–37.
3. Tzschentke NA, Kirk D, Lynch PA. Going green: decisional factors in small hospitality operations. *Int J Hospit Manage.* (2008) 27:126–33.
4. Zahedi A, Otterpohl R. Towards sustainable development by creation of green social entrepreneur's communities. *Proc CIRP.* (2015) 26:196–201.