



## Technical Session V : Presentation- 4

### Empowering Youth through Skills: Success Stories

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#### ABSTRACT

Youth empowerment through skills could lead towards three different outcomes – employment (as job seekers), self-employment (as independent professionals) and entrepreneurship (as job creators). While skills have such extensive potential to transform the future of young people and show them different ways to fulfill their personal and professional ambitions, there is little awareness about the means to do it. In fact, for many in India, success is synonymous with acquiring degrees and landing a job that pays well.

But, how many manage to become successful, going by this definition? What about those who are left in the race to score well in a fiercely competitive environment? With about 10 million youth entering job market, we need to promote alternative careers and different ways to empower youth. In other words, it is imperative to create a story that touches upon various elements of making skills aspirational.

Success stories play an important role in creating awareness about multiple options and helping them make informed decisions. When a story highlights the struggles, achievements and the path treaded by an achiever, it will not only motivate others but convince them that there are many ways to learn, earn and sustain themselves and their families. In this presentation, I will share few stories of students who have undergone skill-based training and found suitable jobs. I will also share few examples of apprentices and interns who have shaped their careers through industry-integrated learning.

Few points get highlighted as we look into the power of success stories in informing and influencing youth behavior and mindset. One, the contribution of the industry and two, the role of parents in accepting the fact that there are many options for youth to explore their potential. Most importantly, we need to delve deeper into how the aspirational value of a job gets built with the idea of a workplace, the salary and technology adoption.

**Keywords:** Youth Behaviour, Youth Empowerment, Self-Employment, Entrepreneurship

## BRIEF CV

Dr. Madhuri Dubey founded National Skills Network-NSN, a digital platform to share the positive impact of skilling and vocational training to bridge the gap between industry and education. Within 3.5 years of its launch and with an audience base of 8 lakhs, NSN has been receiving overwhelming response and support from various stakeholders in education, training and employment space in India and abroad. With NSN, Madhuri has been able to put to use 22 years of rich and varied experience in training, curriculum design, technology-based learning and marketing, combined with her research in Education Policy and Curriculum Studies in ESL (Ph.D).

A firm believer in the transformative potential of digital technologies, she is exploring many ways to link initiatives like “Skill India”, “Digital India” and “Make in India” through NSN since availability of skilled workforce forms the base for all these initiatives. Alongside, she is working closely with CII (Southern Region) to strengthen the Industry-Academia collaboration for connecting Education with Economy.

Prior to NSN, Madhuri was associated with software MNCs contributing to enterprise learning and marketing communications. She was also involved in pro bono work for government organizations like CDAC and private organizations in vocational training, e-Learning and digital marketing. Her book on e-Learning, “Effective E-learning – Design, Development and Delivery”, launched in 2011, remains first of its kind in India.