

# A case for using the JOJOE model for **creating large scale employability of rural youth.**

Give a man a fish and you feed him for a day. Teach him how to fish and you feed him for a lifetime. - **Lao Tzu**

**T**he entire story of livelihood generation would have been different if only Lao Tzu wrote this quote differently. Let me explain .

The entire world of NGOs and Govts believe that giving a man a skill is to guarantee his prosperity. In fact it is the opposite in a developing country like India, which has embarked upon a globalization program without understanding the consequences on the Lao Tzu quote.

Self employment is not a boon- it is a curse. Why? It is so simple that it is not obvious.

Self employment in a globalizing economy requires entrepreneurship of a very high order that they do not teach in an IIMA nor does the Marwari genetic strain help. The entrepreneurship that is forced on a fisherman is so complex because:

- 1 he is competing with big fishing boats
- 2 he has no control on the pollution levels in his fishing area
- 3 he has no say on the prices
- 4 he has no cold chain to take the fish to the remunerative markets
- 5 he does not know how to brand the fish - cost effectively
- 6 he does not have the economics of scale
- 7 he has no one who will lend him money except the usurious money lender
- 8 no one has taught him the soft skills and networking skills
- 9 no one has taught him basic accounting and the basics of business

Lets add more to his list of issues: everyone in his village will copy him if he succeeds, and completely destroy him if he fails.

He knows to sell fish only in his village - half of the village has already migrated to a city and there is already one fisherman who started before him (another good Samaritan did the Lao Tzu on him) and who is more desperate than him.

## **Do you get the picture?**

Self-employment is a curse when it is forced on people who do not have any other choice.

It is a bigger curse when people who train him on the skill teach him out dated techniques (our ITIs excel in this) and give him false hopes

## So what is the alternative?

Clearly employment by a corporate body which can use his skills, pay for his productivity, and take care of the business side without exploiting him. Exploitation becomes impossible when he has a choice of many employers or in other words there is a job market for his skills.

## You say that is great and I agree with you, but where is the problem?

The problem is that the training for skill must match the employer's need and not the trainer's competence. The employer must dictate the curriculum - not the academicians. Lastly we cannot expect the employer to pay for the training as well as provide employment. Someone else should make him readily employable.

## Who should make him employable?

I have already explained why the employer is reluctant to do this - he is giving him the job and making sure that he gets his salary every month and giving him the experience, which will make him marketable. One more reason for the employer's reluctance - the employee has no loyalty these days and as soon as the employee is trained, competitors ensnare him and all his investment on training goes to the benefit of competition.

The second option is to ask the Government to pay. First there is enormous leakage by the time the money reaches the beneficiary. Second the Government has to fund this in every budget and the amount can only increase with time and so it is not sustainable.

The only sustainable option is for the beneficiary to pay - because for him/her, this is an educational investment and one can recover it in a short period after he gets employment

## From where will the poor beneficiary get the money to pay for the course? What if he does not get a job after the investment in the training?

The first is easy to answer. We need to arrange educational loans from a financial (including micro finance) institution, on reasonable terms.

The second question is little more difficult. Employers need to provide job guarantee before the course begins. This means there should be a way of assessing the candidate before the course begins, in such a way that he becomes employable if he completes the course satisfactorily and there should be no assessment for employment at the end of the course.

Employers will agree to do this only on two conditions - one the assessment before the course should be scientific and course training should be guaranteed to train the candidate to the desired level.

**WE ARE OFFERING**  
**2000**  
**APPOINTMENT LETTERS**  
**FROM INDIA'S LARGEST FINANCIAL INSTITUTIONS**  
**AT THE TIME OF ENROLMENT**

PRESENTING IFBI'S INDUSTRY-RELEVANT CAREER PROGRAMS IN BANKING AND FINANCE. Recognising the need for skilled manpower in the exponentially growing Banking, Insurance and Financial Services Industry in India, NIIT, Asia's No. 1 IT trainer, set up the Institute of Finance, Banking and Insurance (IFBI). Its focus is to create industry ready, hour-one, day-one, productive manpower for India's Banking, Insurance and Financial services sector. Over the last one year IFBI has placed more than 2,000 students in the banking industry and conducted skill enhancement courses for over 4,000 bankers.

**ifbi**  
Institute of Finance, Banking & Insurance

**PROGRAMS OFFERED IN CURRENT SESSION**  
★ POST GRADUATE DIPLOMA IN BANKING OPERATIONS (PGDBO) with Appointment Letter at the time of enrolment.  
★ POST GRADUATE DIPLOMA IN FINANCIAL PLANNING (PGDFP) with Appointment Letter at the time of enrolment.

**ELIGIBILITY:** Graduates with minimum 50% marks, born on or after October 1st, 1981  
**LAST DATE OF APPLICATION: NOVEMBER 28, 2007.**

**TO RIDE THIS BANKING AND FINANCE BOOM**  
APPLY ONLINE AT [www.ifbi.com](http://www.ifbi.com) OR CALL ON 011 6000 9000 OR SMS IFBI TO 56161  
OR CALL TOLL FREE ON 1800 180 6448 (For BSNL Users) / 1800 102 6448 (For Airtel users)

**PARTNER ORGANIZATIONS**  
Finacle | infobis | VALUE PARTNER | HDFC BANK | We understand your world | ICICI Bank | ICICI Securities

IFBI CENTER: HYDERABAD: 2nd Floor, 205 & 206, Babukhan Estate, Basheerbagh, Hyderabad-500002 (Next to Lal Bahadur Stadium)  
CONTACT: 011 6000 9000



## Is this possible?

Yes. TMI First is proud to announce the JOJOE model (Jointly Owned Job Oriented Education). Already ICICI Prudential Life Insurance Company Ltd., has launched a PG Programme on Management and Insurance (PGPMI) in 2006 which has over 1000 students across 17 centers. NIIT launched a one year program in banking recently

## Which types of courses can be offered in the JOJOE model?

**Courses from one month to 12 month duration courses can be offered under three academies:**

**Technical Academy:** Machinists, Welding, Plumbing, Electricians, Carpenters, Brick Masons, Home/Auto Painters, Surveyors, Telephone Servicing, TV Servicing, Refrigerator/Home Appliance Servicing, Audio Equipment Servicing, Auto Body/Metal Workers, Auto Engine Mechanic, Tailors/Dress makers etc

**Sales Academy:** Demonstrators/Product Promoters, Insurance sales, Financial product sales, Retail counter sales, Retail cashiers, Rural sales agents, etc.

**Service academy:** Drivers (cars and heavy vehicles), Security guards, Waiters (restaurants), Office Cleaning Services, Pest Control workers, Home care aides (including geriatric care) etc.

If self employment is not the objective, how can one get some of the above skilled candidates - like drivers, plumbers - jobs in the organized sector?

There are two options. One is to start a staffing company which will employ these people. Second is to reach out to the SME ( small and medium sector) employers through innovative ideas and encourage them to select from the academy. Both can be done

What are the key success factors to train, in a large scale, through JOJOE model ?

- 1 Scale - the model will work only in large-scale format - across the country, across many industries etc.
- 2 Training costs must be cut down through tech assisted training, using existing training infrastructure, locating training close to candidate - at district/mandal/block level

- 3 Educational loans must be made available at affordable costs - with out elaborate guarantees
- 4 Advertising campaign aimed at the parents - to allow the children to move to nearest job centers
- 5 Creating mechanisms for stay and eat - cost effectively - at job centers
- 6 Creating simple mechanisms for SME employers to hire from the academy

I hope we have been able to raise some of the key issues related to large scale employment in India.

### About the author

T Murali dharan ., an IIT Chennai and IIM Ahmedabad Alumnus, is the chairman of TMI group and the creator of the JOJOE model. TMI First, one of the TMI group companies, is one of India's largest third party fresher hiring agency in India. He would love to receive reader comments at [tmd@tminetwork.com](mailto:tmd@tminetwork.com)

# XLRI Jamshedpur

with **ICICI Prudential Life Insurance Company Ltd.**, launches  
1 year PG certificate in Management and Insurance.

fly HIGH with  
**PGPMI**  
post-graduate program in management & insurance  
Course commences  August 2007

### Eligibility criteria

**Graduates/Engineers** of 2007, 2006, 2005 with 50% or above, and less than 20 months of work experience • Candidates with valid CAT/MAT state level scores will have only one round of selection.

### How to apply

**SMS <Prospec XLRI> <your e-mail id> to 7333**  
OR ► e-mail to [pgpmi@xlri.ac.in](mailto:pgpmi@xlri.ac.in)

- At the end of the 12 month course student will be absorbed in ICICI Prudential Life Insurance Company Ltd.
- Admission offer will be made on the same day.

### Admission Test @ Kolkata

**From: 27<sup>th</sup> to 30<sup>th</sup> June '07**  
**Time: 10:00 AM to 5:00 PM**

**At: 2COMS, 388 Block G, New Alipore, Kolkata - 700053..**

**At: 2COMS, 2nd floor, 8 Maulavi Mujibur Rahman Sarani, Near Conclave Building, Beck Bagan, Kolkata - 700017..**

 **033-39878471/72**

  
**ICICI PRUDENTIAL**  
LIFE INSURANCE  
We cover you. At every step in life.



**XLRI Jamshedpur**  
School of Business & Human Resources

[www.xlri.ac.in](http://www.xlri.ac.in)