

# DESIGNING FOR EMPLOYABILITY IN INDIA

The Role of Technology in Learning in the 21st Century  
Carnegie Mellon University

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# About Me

☆ <http://peopleslabs.org/>



## People's Labs & the Entrepreneurship Week

The Global Entrepreneurship Week is a worldwide initiative to promote entrepreneurial efforts and aspirations. Running from 16th to 22nd November, Carnegie Mellon was a host organization for the week. People's Labs participated in the activities of the day devoted to social entrepreneurship. At the [Social Innovation Job Fair and Mixer](#), we were glad to inform people of what we do, meet some recruit candidates, and connect with fellow enterprises and non-profits.

[Leave a Comment](#) | [November 23, 2009](#)

## People's Labs at the Peoples' Summit

This is no tongue-in-cheek! The Peoples' Summit was a free educational program

**Categories**

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# Education

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- **What is the point of education?**  
“the point of education is dat you wont have a good job without it.”

Source: [Answers.com](https://www.answers.com)

# Situation in India

- 25% of world's workers are Indian
- 5% of Indian workforce goes through formalized vocational training
- 30% of Indian IT graduates are employable
- In MNCs
  - 23% of management students employable
  - 25% of engineering students employable
  - 15% of finance and accounting employable
  - 10% of professionals w/ any degree employable

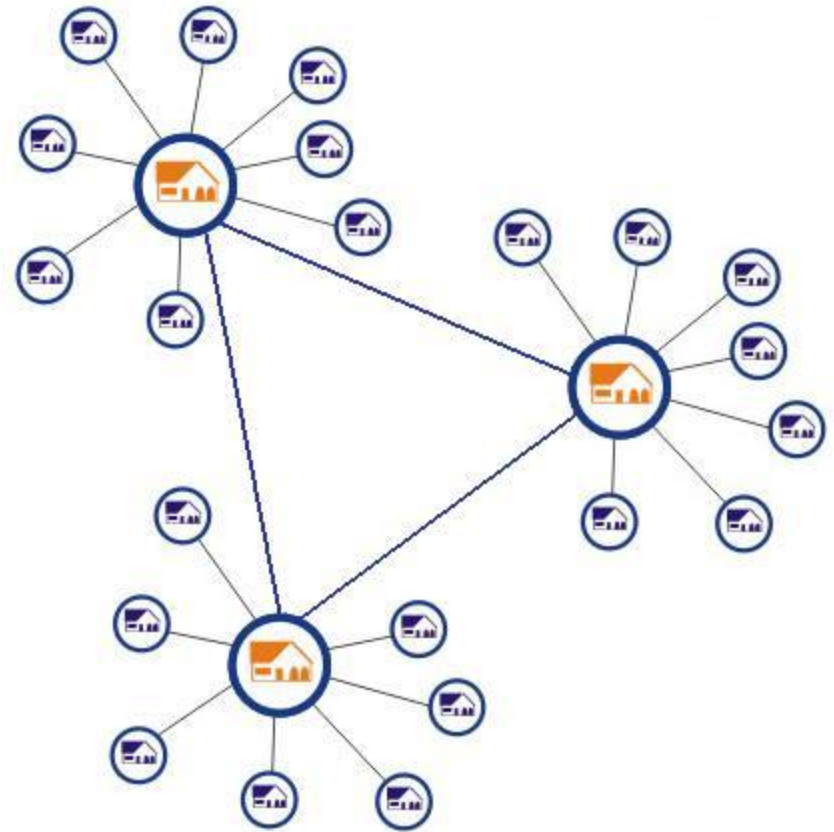
# Employability

- Employability is a person's capability of gaining initial employment, maintaining employment, and obtaining new employment if required
- For individuals, employability depends on
  - ▣ their assets in terms of the knowledge, skills and attitudes they possess
  - ▣ the way they use and deploy those assets
  - ▣ the way they present them to employers
  - ▣ the context (e.g. personal circumstances and labor market environment) within which they seek work



# Hub and Spoke Model

- CLEF BoP schools
- Digital StudyHall
- Digital Green
- GYAN



# Digital StudyHall



# Wikipedia-like



agropedia  
beta

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## Shortcuts

- Library
- agowiki
- agoblog
- Forum (Q/A)
- Unverified posts

## User login

Username: \*

Password: \*

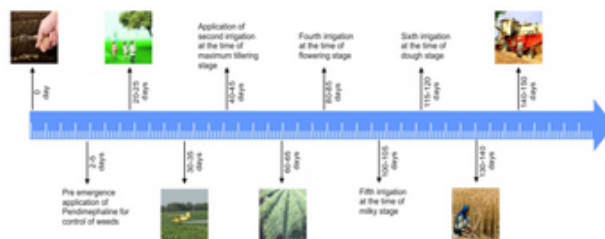
Log in

- Create new account
- Request new password

## New Releases

OA Research Publications **NEW**  
Multilingual Editor

## Time line based practices for Wheat



Timely application of production inputs alone can play very important role to realize yield potential. It is well known that farming communities are interested in the activities associated with crop production and especially regarding the appropriate time for agricultural practices. In the aspect of time based application of agricultural inputs, farmer want to know competency questions such as when the crop should be first irrigated after sowing, what is the appropriate time for application of post emergence weedicides ,My crop is 40 days old now what should I do? and other similar questions.

... [Read More](#)

## Recent agoblog Posts

- Organic Farming - kiran yadav
- പട്ടമരപ്പിന് ഒരു ശാശ്വത പരിഹാരം... - keralafarmer
- भारतीय सब्ज़ी की आँकड़े - 2009-10 - keralafarmer

## Wheat protection technology

Wheat is one of the oldest cereal consumed by human being. Presently, it is the most important food crop of the world, which cover the largest area and contributes the maximum to food production. In India, wheat stands next to Rice, both in area and production. [Read more](#)



## Recent Library Posts

- सत्य-कर्म योजना: गन्ना - kanchannainwal1
- ಗೂಡು ಮಾಯ ಕುಳುವಿನ ವಿವರ ಮತ್ತು ಭ... - naipictuasdharwad
- ಷೋಗರಿ ಕಾಯಿ ಕೊರಕದ ಹಾನಿ ಮತ್ತು ಭ... - naipictuasdharwad
- ಷೋಗರಿ ಕಾಯಿ ಕೊರಕ - naipictuasdharwad
- ಕಡಲೆ ಬೂದಿ ರೋಗ - naipictuasdharwad
- ಕಡಲೆ ಸೊರಸು ರೋಗ - naipictuasdharwad
- ಕಡಲೆ ಕಾಯಿ ಕೊರಕ - naipictuasdharwad

## Recent agowiki Entries

- Public Distribution System of... - Rahul Kumar
- Implementation of... - Awaneesh
- Locust Control and Research - Awaneesh


# aAqua

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 [पशु / Animals](#)  
Threads: 2162 Posts: 6482

 [अन्य / Others](#)  
Threads: 944 Posts: 2550

 [के.वी.के सुझाव / KVK Recommendations](#)  
Threads: 217 Posts: 465

 [बाजार की जानकारी / Market Information](#)  
Threads: 134 Posts: 379

[बाजारभाव\(टेकट/Text\)](#) [बाजारभाव\(Prices\)](#)

 [विशाल शर्मा / Farmer Sharma](#)

[Expert List](#) [About aAQUA](#) [Agrocom Copyright](#)   
[By Keyword](#)

[Agri Tips](#) [Feedback](#)

10% Carbaril or 300 Copper (1:1) use for Dusting on Mango plant at the time of flowering for the protection of flowering drop in Mango.

[Recent Questions](#) [Popular](#)

[Green House](#)  
Dear Sir, We would like to go for 10 Guntha area Green house structure. We are thinking aobut Col...  
Jan 21, 12:27 PM shetkari

[Dairy Farm Training Program and Project report.](#)  
Dear All, KVK Baramati arranging training on Dairy farm Project. This training includes dairy hou...  
Jan 21, 12:22 PM manishkhare

[cucumber cultivation in polyhouses](#)  
pl send me details of cucumber  
Jan 21, 11:54 AM

# Telecentres



# eJeevika



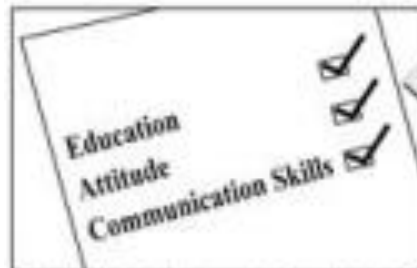
Candidate Register's his Profile on [www.ejeevika.com](http://www.ejeevika.com).



Candidate receives email and sms to attend the Online Interview at one of the 'eJeevika Stations'



Candidate takes the Online Interview, which is conducted with the client's involvement.



The client selects the candidate on the basis of the candidate's educational background, attitude, communication skills and any other criteria required for the specific Job.



The selected candidate starts the Online Training at the village-based Internet Center of 'eJeevika' called 'eJeevika Station'.



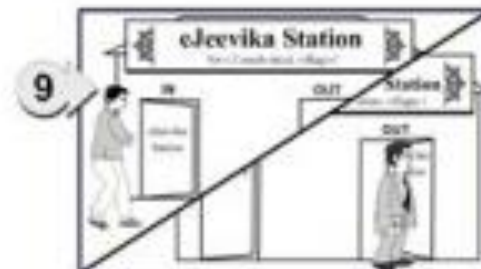
Every day the candidate takes Practice Tests.



The candidate participates in the Online Feedback session and clears his doubts regarding the training.

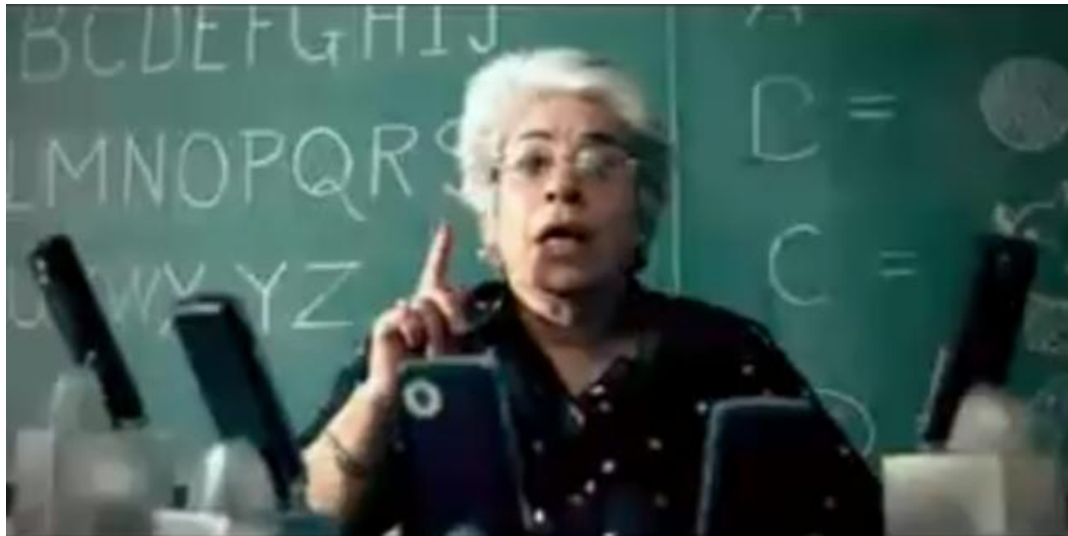


All the candidates of a particular district assemble at a center place for contact class. A trainer from the Client's side conducts the training.

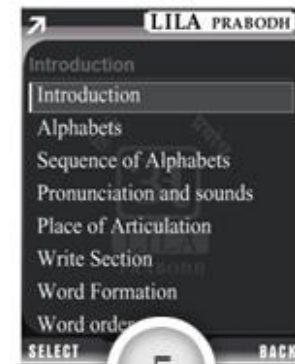


On successful completion of the training, the candidate gets the Job. He joins the corporate.

# M-learning



# EnableM



# BBC Janala

উচ্চমানের ছবিসহ  
দেখার জন্য

BBC জানালা  
সম্পর্কে জানুন

BBC জানালার সাথে  
যোগাযোগ করুন

অনুবন্ধন করুন

BBC জানালা



চাইলেই  
পারবেন!!

আপনি এখানে আছেন: [প্রথম পাতা](#)

Home

প্রথম পাতা

English for conversations

কথোপকথনের জন্য  
ইংরেজি

Pronunciation

উচ্চারণ

Vocabulary lessons

শব্দগুণন ও পাঠ

English for work

কাজের জন্য ইংরেজি

Rinku's World

রিংকুর ভুবন

Quizzes

কুইজসমূহ

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অন্যান্য শিক্ষার্থীদের  
সাথে যোগাযোগ

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Buzz ছবি প্রতিযোগিতা



কুইজে অংশ নিন



রিংকুর ভুবন  
প্রতিশোধ



BBC Buzz-এ স্বাগতম

English used in the news  
খবরে ব্যবহৃত শব্দমালা

BBC সংবাদের প্রতিবেদনগুলো ব্যবহার করে আপনার  
শব্দগুণন এবং ইংরেজি শেখার দক্ষতা বৃদ্ধি করুন।



Indian-Bangladeshi  
agreements

ভারত এবং বাংলাদেশ  
গুরুত্বপূর্ণ পাঁচটি  
দ্বিপাক্ষিক চুক্তি স্বাক্ষর  
করেছে more...

Beijing disrupted by snow

Boost for Bengali at UN

Membership is free and  
open to all

সদস্যপদ একদম ফ্রি এবং সবার  
জন্য উন্মুক্ত

Become a member of this website

এই ওয়েবসাইটের সদস্য হোন

Website members login here

ওয়েবসাইটের সদস্যরা এখানে লগইন করুন

Username Password



Forgotten Password?

পাসওয়ার্ড ভুলে গেছেন?

Stop daydreaming! I want you to listen to this email you sent.  
'Please call Mr. Tanvir. He work from 9 to 5'. He work?



# Finding Jobs



- Job Portals
- Mobile Job Services
- Freelancing Platforms
- Social Networking

# txteagle

## HOW IT WORKS

txteagle solves businesses problems by crowd-sourcing to developing world mobile phone subscribers

client sends txteagle a task (ex: translation)



1

txteagle deconstructs these tasks into micro-tasks



2

micro-tasks are matched to users & sent via SMS / USSD / WAP



3

txteagle tracks responses until confidence reached



4

task is reconstructed & sent to client



5

subscribers are paid in proportion to contribution by airtime or mobile money



6



# Method to designing

## PERSONA



- **Zaheer**
  - 18 year old boy
  - Speaks Urdu, and basic English
  - Lives in a suburb of Hyderabad (~1.5 hours away by road)
  - Works in a restaurant as a waiter
  - Has a basic cell phone
  - Aspires to become an IT professional.
  - Studied till middle school.
  - ...

## SCENARIO

- Zaheer finishes cleaning the restaurant post lunch hour by 3pm. He has a 3 hour break which he can use for education.
- The closest IT college is in the city about an hour away. He cannot afford that travel daily, nor can he afford the tuition, nor will he qualify since he didn't complete high-school education.
- Zaheer goes to a internet kiosk/telecentre though that is just a short walk away. He is registered in an e-learning course that lasts one year to provide computer certification.
- At the kiosk, he gets a computer and logs into the e-learning system to see what has been posted for him to read. He will have a surprise test today that requires supervision by the telecentre operator.
- Zaheer waits for the telecentre operator, Kabir, to free up, and then asks him to activate the test with his login. The telecentre operator does so, and keeps a watch on Zaheer, as he works on the test. Kabir gets 5% of the fee for the e-learning course.
- ...

# Conclusion



- Employability in India is a problem to design for
- Educational Technology innovation is often in the distribution of education
- Personas and scenarios are important for design, development, user experience and business decisions.

# Thank you



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