**ORIGINAL RESEARCH PAPER**

**SOFT SKILLS & ITS ROLE FOR DEVELOPING EMPLOYABILITY FOR STUDENTS**

**KEY WORDS:** soft skills, employment, communication skills, students

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**INTRODUCTION**

Soft Skills - A word which is appears to be very simple but has a huge impact on one’s success or failure. People misinterpret soft skills for communication skills. It is anticipated that if one’s communication skills are good, he is fit for the job. Soft Skills are more than that. These are people skills. Soft skills are personal attributes that enhance a person’s job performance, interactions and career prospects. How well one networks with others influences the success of his career. “If you want a job, have technical skills. If you want a career, have people skills.” Beginning in the early 1980s, management consultants and scholars began challenging the notion that people with high IQs are most likely to have business and career success. Instead, they found that individuals who use what the management journal The McKinsey Quarterly called “the soft S’s of style, skills, staff, and shared goals” (Watson, 1983) generally outperform. According to the American Society of Training and Development’s (ASTD) State of the Industry 2011 report (Green & McGill, 2011), U.S. employers spent $171.5 billion on employee learning and development in 2010. More than 27.6% of the learning content they provided went to teaching soft skills, including interpersonal (7.49%), customer service (7.35%), and management and supervisory skills (12.83%). [2] Analyst firms, such as Bersin & Associates, that follow corporate training and development trends have found similar results showing that organizations tend to spend at least 20-25% of their training budgets on soft skills initiatives. The figures clearly indicate the necessity of soft skills in career development.

**Importance of Soft Skills**

In the present scenario, the industry demands have changed. Most of the companies prefer to hire people with a combination of soft skills and hard skills. Communication skills are the first and foremost of the soft skills because until and unless a person is able to put forth his ideas and explain his thoughts to others in a confident manner, he will not be heard. With communication comes listening. Active listening is also an essential trait of a successful manager. One can reciprocate to others’ thoughts or ideas only when he/she listens effectively. One can become an excellent manager without becoming a good leader, but one cannot be an excellent leader without becoming a good manager. Be it any job, one needs to manage his work properly. Soft skills combine many management skills in it. The most crucial resource that one employs in any job or work is the human resource. Soft skills teach many management skills also which a person needs to incorporate while working to step up the corporate ladder. One of these is the critical thinking and problem solving skill. This is the ability to identify and analyze problems.
delay gratification, control anger, direct and focus attention, manage emotions, and regulate behaviors. Self-control is an intrapersonal skill, foundational to many others: it enables successful decision-making and resolution of conflict. A positive self-concept includes self-confidence, self-efficacy, self-awareness and beliefs, as well as self-esteem and a sense of well-being and pride. Positive self-concept is an additional intrapersonal skill that is important for workforce success. It is related to success across all four workforce outcomes and is especially supported in youth-specific literature. Hard work and dependability, responsibility, and self-motivation are also highly valued by employers and supported by a strong base of research evidence, placing them in the top ten supported skills. The field is building more evidence that these can be improved through interventions among youth and young adults, and it is expected that, in time, they may emerge with as much support as those above enjoy. Teamwork involves proficiency in these as well as other skills, so while it appears among the top ten supported skills, the recommendations focus on some of the components of teamwork, rather than on the overarching set of skills that it represents.

CONCLUSIONS
Students need to work on their Soft skills since these skills will continue to be in great demand in the years to come. Students therefore, must take time to introspect, read materials on enhancing self awareness, emulate how others handle difficult interpersonal situations, and ask family and friends to provide constructive feedback for further improvement. Mastering soft skills takes persistence. Students need to equip themselves with an array of self management skills for an inspired and purpose driven life. As Tom Hopkins says, “You are your greatest asset. Put your time, effort and money into training, grooming, and encouraging your greatest asset.”

REFERENCES: