



ORIGINAL RESEARCH PAPER

Education

STRENGTHENING SERVICE SECTOR : ENHANCING KNOWLEDGE ECONOMY AND OVERCOMING SCARCITY OF SKILLS.

KEY WORDS:

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ABSTRACT

Services play an important role in the economies of developed as well as developing countries. The service sector comprises of Education and Research, Health and Medical, Hotels and Restaurants, Banking, Storage, Electricity, Trade, Transport, Communication, Real Estate Insurance, Business and many other services. Out of all these, the health and education services have been the most important in the Indian Economy. In countries which have huge population, there is an immense potential for services sector. A strong and well organized education sector helps in building a Knowledge Economy. Developing the services sector can ensure transformation of manpower into an asset, instead of a liability or burden, through proper utilization. This would generate high income for the country/ nation as a whole. Scarcity in the service sector is majorly of skills. Surplus of manpower without requisite skills as per the demands of the service sector results in scarcity in this sector. In order to strengthen the service sector it is extremely important to work in the area of enhancement of the knowledge economy, which when enhanced would result in dealing effectively with the powerful problem of scarcity in terms of skills which leads us to make unwelcome choices. The strength of any economy can be determined through the level of education and training of the workforce. In order to enhance knowledge economy certain basic requirements have to be met. The gateway to Social as well as Economic stability, Prosperity and happiness can only be reached by building clusters of excellence in terms of performance and skills. This can be done by being innovative and creating a learning environment, attracting and retaining talent and building and enhancing leadership competencies. What is required for raising standard is to ensure development and creation of appropriate mindsets to become globally competent but at the same time stay rooted locally so that demand at the global level is enhanced while raising the quality of performance and adding to productivity and output at the local level. For this again, the right attitude is required and skills need be sharpened in all the three domains i.e. Cognitive, Affective and Behavioral with a motivational mindset. By enhancing the knowledge based economy, we hope to achieve a workforce which is innovative, globally competent and with effective entrepreneurial qualities driven by an educational system which believes in strengthening performance and attitudes among diverse group of stakeholders who are the stirrers of our wheel of change and who need to be influenced in order to achieve economic prosperity, social stability and overall happiness. These stakeholders being-students, teachers, peers, parents, and community at large. Efforts have been made to focus on enhancing Knowledge Economy and Skill development to strengthen the service sector in view of the National Skill development Mission and Global requirements.

The Service Sector-Need and Importance

Services play an important role in the economies of developed as well as developing countries. They are one of the most important pillars of the country's economy and are responsible for about more than fifty percent of Gross Domestic Product (GDP). The service sector forms the largest and most dynamic sector in many of the economies which are developing, like the Indian economy. Over the years, with rapid urbanization, there has been an extensive expansion in the public sector as well as increase in demand has been seen for not only the final consumer services but also for intermediate services, thereby enhancing the importance of the service sector. With the kind of awareness and demand for quality, productivity and the competitiveness in the whole economy, it has become very crucial and of great importance that we have access to efficient and quality services. Thus, not only the demand of the service sector has increased, but also the demand for quality services expected from the service sector. This in turn increases the demand for highly skilled manpower with adequate and appropriate advanced knowledge to cater to the demand of the industry and ensure quality services for optimum growth and progress of the economy. For the economic growth and social development of the country, skills and knowledge are the driving forces which ensure the quality of development of the social aspect as well as the economic growth.

Indian Economy-Role of Service Sector-

The service sector comprises of Education and Research, Health and Medical, Hotels and Restaurants, Banking, Storage, Electricity, Trade, Transport, Communication, Real Estate Insurance, Business and many other services related to computers and information technology, social and personal requirements as well as legal and consultancy services.

Out of all these, the health and education services have been the most important in the Indian Economy. Health and Education hold the key to the all-round and overall progress of the country. They are also the most challenging sectors.

Both Education and Health directly affect the quality of life of the individuals. The skills and knowledge required for the proper functioning and implementation of both these services are of a very high quality and should be of great specialization. Any negligence on part of people serving in both these sectors will cause immense damage to the beneficiaries and to the overall well-being of the nation.

In countries which have huge population, there is an immense potential for services sector. The service sector has significantly contributed towards the development of the human beings and has been effective and largely responsible for the improvement of quality of life and empowerment of human beings in general.

A strong and well organized education sector helps in building the Knowledge Economy. This in turn adds value to the service sector. Educational and intellectual innovative products and services can be exported and utilized for a high value of returns.

The economy of the country includes various industries with different advantages and disadvantages in the global market. The education and training of the workers of a country is a major factor in determining how well the economy of the country will do.

Differences in levels and quality of training are one of the significant factors separating developed and developing countries. Workers increase their earning potential by developing and refining their capabilities and skills. The better they know about a particular work area and its functioning and the more they understand about the particular needs of the industry, the more valuable they are to an employer. Employees want to learn advanced techniques or new skills so that they are able to perform well as per the expectations of their employer and the industry and also for proving their worth and in turn qualifying for higher pay packets.

Many countries have placed and are placing greater emphasis on developing an education system that is able to produce workers who can function and provide services in new industries like

those required in the fields of science, technology and IT sectors. The economy of any country becomes more productive with the increase in the proportion of educated workers as educated workers can more efficiently carry out tasks that require literacy as well as critical thinking abilities. However, obtaining a higher level of education and gaining competency and skills specific to a particular specialization or domain, carries a cost for the resultant gain in skills..

In a nutshell -

The knowledge and skills of workers available is a key factor in determining both services and economic growth. Economies with a significant supply of skilled work force, brought up through formal education and vocational training, are able to capitalize on this through the development of more value-added industries, such as high-tech manufacturing and provide strength to the service sector filling in and removing the scarcity of skills in the service industry.

Knowledge acts as the catalyst and a connective tissue for the modern economies. It strengthens the system and services thereby contributing immensely to the quality of human capital and its contribution to the service sector and overall to the economic development by working on the scarcity aspect and enhancing quality supply of quality human resource and capital.

With the depleting natural resources on the Earth on one hand and the constant need for green infrastructure, expectations from a logistics industry for deliveries of services as per instant requirements, ever growing global demand, performance results expected, and a number of other aspects, high priority is laid on knowledge. Knowledge provides the technical expertise, problem-solving, performance assessment, measurement and evaluation, and data management needed for the trans-boundary, interdisciplinary global scale and status of competition in the present scenario.

Many cities and regions try to follow a knowledge-driven development paradigm and work to increase their knowledge base by investing in higher education and research institutions. In order to attract high skilled labor and maintain a better position for themselves in the global competition, Even though, digital tools are available and provide quick access to knowledge for all those wanting to access it, a lot more is still required to be done to ensure knowledge advancement through which the service sector can be strengthened.

Developing the services sector can ensure transformation of manpower into an asset, instead of a liability or burden, through proper utilization. This would generate high income for the country/nation as a whole. On the other hand an inadequately developed service sector adds to the already existing problems of unemployment and quality products.

Scarcity in the service sector is majorly of skills. Surplus of manpower without requisite skills as per the demands of the service sector results in scarcity in this sector. Dearth of skilled and trained manpower, without adequate know-how leads to obstacles in the realization of objectives and goals of the service sector as well as the overall progress of the economy.

Need to strengthen the service sector.

In order to strengthen the service sector it is extremely important to work in the area of enhancement of the knowledge economy, which when enhanced would result in dealing effectively with the powerful problem of scarcity in terms of skills which leads us to make unwelcome choices.

Enhancing the knowledge economy

The education and training of a country's work force is a major factor in determining just how well the country's economy will do. In order to enhance knowledge economy certain basic requirements have to be met.

The gateway to Social as well as Economic stability, Prosperity and

Happiness can only be reached by building clusters of excellence in terms of performance and skills. This can be done by being innovative and creating a learning environment, attracting and retaining talent and building and enhancing leadership competencies.

What is required for raising standard is to ensure development and creation of appropriate mindsets to become globally competent but at the same time stay rooted locally so that demand at the global level is enhanced while raising the quality of performance and adding to productivity and output at the local level. For this again, the right attitude is required and skills need be sharpened in all the three domains i.e. Cognitive, Affective and Behavioral with a motivational mindset. By enhancing the knowledge based economy, we hope to achieve a workforce which is innovative, globally competent and with effective entrepreneurial qualities driven by an educational system which believes in strengthening performance and attitudes among diverse group of stakeholders who are the stirrers of our wheel of change and who need to be influenced in order to achieve economic prosperity, social stability and overall happiness. These stakeholders being-students, teachers, peers, parents, and community at large. Efforts have been made to focus on enhancing Knowledge Economy and Skill development to strengthen the service sector in view of the National Skill development Mission and Global requirements.

The Vision of our Honorable Prime Minister also emphasizes on the importance of Skill development-

'Today, the world and India need a skilled workforce. If we have to promote the development of our country then our mission has to be 'skill development' and 'Skilled India'. Millions and millions of Indian youth should acquire the skills which could contribute towards making India a modern country. I also want to create a pool of young people who are able to create jobs and the ones who are not capable of creating jobs and do not have the opportunities, they must be in a position to face their counterparts in any corner of the world while keeping their heads high by virtue of their hard work and their dexterity of hands and win the hearts of people around the world through their skills. We want to go for the capacity building of such young people. My brothers and sisters, having taken a resolve to enhance the skill development at a highly rapid pace, I want to accomplish this.'

Skills in the Health and Education Sector to strengthen the Service Sector

Skills are an essential component along with knowledge and right attitude, especially in the Education and health sectors. People from both the sectors cannot afford to be ignorant of this aspect.

Health Sector and Skills

In the health and medical profession the service sector can be strengthened by enhancing skills of the work force engaged in the direct and indirect dealing with the patients and other persons associated. It is extremely important to be trained in soft skills as they are required to deal with human being and that too those who are already in pain and suffering. We all have an experience of the health and medical officers and staff, how their harsh words, mishandling of cases and negligence on their part have a distressing impact on the people/patients and their caretakers. It even spoils cases to the extent that lives are lost or permanent, irreparable damages are caused.

Those people working in the domain of health care normally work in an office environment. The workers and administrators are in charge of the overall management of hospitals, community health care centers, clinics, private medical services and group practices, managing care organizations, medical centers/nursing homes, and other health care facilities. In order to work efficiently and provide quality services, they require smart and efficient working and need to possess leadership qualities and a humanitarian approach. They also need to be equipped with skills, both- Personal and Professional, which add and enhance their abilities and capabilities and ensure effective dealing with the concerned persons. A person working in the health and medical field should first and foremost have the requisite knowledge and mastery in the area of

specialization and work. Besides this they also need to be proficient in certain other basic personal skills.

They require additional skills like strong communication skills, work ethics, maturity, self-confidence etc. which are equally important and need to be developed besides the expert knowledge that is required to work in the field. These are as mentioned and discussed below -

- Strong communication and interpersonal skills to ensure proper and satisfying dealing with the patients and their family and also among their own colleagues.
- Emotional stability is a much desired skill to handle, manage and cope up with crisis and take appropriate decisions.
- Flexibility is essentially required as we are dealing with humans and there are situations which may be adversely affected by rigid attitudes.
- Strong sense of work ethics and time management are another set of skills that need to be developed and inculcated as it is essential to follow only the righteous path to work for larger good.
- Ability to deal with pressure is a must and must essentially be focused on as in the medical and health field there is always pressure to provide urgent services which if not done may cost life.
- Self-confidence is an important ingredient of an effective and efficient professional's personality. The others are looking up to the workers/service providers for help, guidance and great hope. If the work force is one which lacks self-confidence then quality of services would definitely be affected.
- Ability to deal with criticism is another skill which must be possessed as when we work for larger good and benefits, then it is natural to face criticism, but criticism should not demotivate us, rather it should inspire for improved performance. An effective and efficient worker performance is not affected by criticism as he has the ability to deal with it.

Besides the above, the persons working in the health and medical sector also need to work upon their personal aspects and develop skills of

- Empathy- viewing oneself in another person's shoes and ability to feel and understand their pain
- Humanity and humbleness along with careful handling of persons with problems.
- Ability to Work for fairly long hours, often under great stress and pressure.
- Good and efficient practical skills- the efficiency in handling work at hand
- Ability to solve problems and be part of solutions and not part of problems
- Effective decision-making skills.
- Leadership and management skills.
- Compassion and good manners.
- Drive and an urge for continuous learning and upgrading throughout their career.
- Analytical ability and higher mental abilities

Education Sector and Skills

The Education sector is a sector that helps and enables people to gain knowledge and learn. The learning that takes place may be direct, through teaching or indirectly also by providing support to learners in other ways. It involves and may include learners of all ages who engage in learning about any subject which we can think of and which they desire to learn.

Education is another domain where it is extremely important for those associated with this domain to develop skills of various types so that they are effectively and efficiently able to cater to the future citizens giving them quality education and not limiting themselves to knowledge transaction only. This is another crucial area, along with health and medical field, where people cannot play the fool as they cannot afford to spoil generations with their reckless and casual approach. They have to be accountable for the quality of students that are groomed year after year by them. Mere knowledge transfer is not sufficient in this world of advancement. Educators and teachers at all levels need to develop desired skills so that they are able to handle the younger generation with the

required enthusiasm and ultimately produce worthy citizens of the society who in turn are equipped with all those skills required for effective citizenship. It is extremely important to strengthen this service sector with the requisite skills.

When we think about education, at first instance, we think about school teachers. But teaching is only one aspect of it. In the Education field, there are a variety of roles which individuals play like those of Educational Administrators, Educational Psychologists, and Teachers for special children, personal tutors, and educationists working in the informal sector with under-privileged children as well as adults. Then, there are teachers at different levels and grades right from Pre- school teachers to lecturers and professors of universities. At all different levels the type of skills required are different as per the pedagogical interventions required. Each of the different variety of teachers and educationists require a variety of skills besides knowledge and right attitude.

The command on the subject taught by the teachers and educators is of course essential but what is more essential are the skills to teach the students with love, compassion and 'Concern' without which we will keep getting the kind of education personnel who will only complete curriculum and not create effective citizens. The skills which are essential for enhancing and strengthening this service sector are many. They may be broadly classified into Personal and Academic Skills. A judicious blend of both the varieties is essentially important to successfully handle this profession and contribute to the society.

Personal Skills

Personal skills comprise of those skills and qualities which each individual possesses by virtue of his unique personality.

Qualities that are Personal to an individual are the personality traits, attributes and characteristics that an individual possesses like being dependable, honest, with a good sense of humor etc. Possession of these qualities and nurturing them as skills does wonders to an individual's performance especially if he/she is in the field of education. They immensely help and facilitate the building up of his/her Academic and Professional skills also.

Qualities of dedication, enthusiasm, courage, risk taking, conflict resolution patience, persistence and resilience when developed and nurtured as skills can make a big and significant difference in an individuals' professional and career front leading to great improvement and successful contribution of the individual to his/her Academic or professional front and for academic leadership.

Professional / Academic skills

Professional /Academic skills in the Education sector include all those skills which enhance and upgrade the experts working in the Education sector be it at any level or in whatever capacity. As an academician the foremost skill that a person requires is that of-

- Academic writing where he or she is able to express correctly and in the required style and format.
- Critical thinking, application based learning and teaching skills are essential to enable the persons in the education domain to develop command on Cognitive abilities which greatly contribute to the service sector.
- Digital skills- in the era of digitalization, it is essential to have full command over digital technology and its usage in the education world.
- Good Communication skills and collaboration skills are extremely essential as they are basic skills for interpersonal interaction in any profession. These skills enhance the contribution of the individual in the service sector and hence strengthen it. The ability to communicate and express complex ideas in an effective yet simple way and precisely is the foundation of any interpersonal interaction.
- Time management is another very important skill which may be considered in Academics as well as personal skill. An individual who is skilled in time management knows when to do what and ensures optimum utilization of time and

resources at hand to give output for positive outcomes.

- Notes preparation, noting and Referencing for clarity and imparting it to others is another essential and positive approach to skilling oneself. This habit and sharpening of this skill serves as a great advantage for the service sector as learning efficiency is enhanced and quality of work improves increasing qualitative improvement in work output. This if accompanied by skills of Revision adds further value and brings further clarity of concept, thus, strengthening the service sector further.
- Academic integrity, ethical code of conduct, accountability and resourcefulness are also developed as skills and the development of these skills needs to be promoted and ensured. It contributes a lot in strengthening the service sector and brings credibility to it.
- Problem solving and Analytic thinking skills are very important and need to be developed as the people in the education sector require to address various issues and problems which require immediate attention and the need to find workable solutions to those problems.
- Creativity is an essential skill which needs to be inculcated and possessed by people in the education sector as creativity fosters innovation and constructive contribution towards the society and enhances output and quality outcome in the service sector.
- Emotional Intelligence is another aspect which needs to be strong for the better performance and judicious decision making.
- Social Intelligence as one of the additional skills adds value to the individuals understanding of people and working together for better interpersonal relations and improved outcome as a consequence.
- Flexibility-as a person in academics and dealing with human beings, a professional must possess flexibility as an important skill which ensures compatibility, adjustment and progressive attitude which is necessary for successfully performing and enhancing contribution as rigidity curbs all efforts and progress which is through collective contribution and participation.
- Initiative, positive attitude and outlook are essentially required to take a first step towards any effort that is to be made or any change that is to be brought about. An individual in professions like education, health or medical need to possess these qualities and skills so as to motivate and encourage others give quality in their respective fields.
- Discipline and handling fellow human beings with kindness is another requirement for professionals working in the field of Education and Health. This facilitates better understanding and relations leading to strengthening of ties.

Whatever is the profile of the individual in the education field and what so ever role one may play, possessing the requisite skills, both Personal and Academic or Professional is highly important.

Education administrators look after the management part of the school or educational institution. Their work is mainly backstage or behind the Educational institution, whether school or university. They have varied responsibilities like completing and maintaining employment details, organizing first aid and various trainings, helping in managing the building related work. They need to be skilled in their management and administrative capabilities so as to ensure their work as administrators and are able to handle men, money and material in management and be trained in skills for planning, organizing, implementing, monitoring, supervising and evaluating.

Teachers work at different levels primary, secondary or higher education levels, or in adult education sector. Teachers of all levels require academic as well as other personal skills to work efficiently in their respective fields and levels. The mastery of skills enables them to contribute effectively and efficiently in their field.

Teachers for Early Years work with preschool children, teaching through songs, stories, crafts and games. The skills for teachers at this level need to be very specific as the teachers will cater to the foundation forming level of students. The early years are the

formative years and are expected to provide a strong base for future learning and development.

Lecturers are university-level teachers and often balance teaching responsibilities with academic research. They need to be having skills of dealing with young energetic adults. Their Academic skills also need to be of reasonably high level so as to be able to motivate students for Higher level of Academic specialization and Research work.

Educational psychologists often work within a local authority. They move from school to school, helping children who are struggling to learn and participate in class. This being an extremely important task involves possession of all those skills with which the Educational Psychologist can help children adjust and cope up with their day to day conflicts and problems, whether academic or personal in nature. They help in developing those life skills which are essential for survival and sustenance.

Examiners and moderators mark exams and coursework and ensure that the standards of academics are kept constant or progressive. Some of the roles in the education domain are only available and required to be diligently played during the time of examinations. They may be taken on by current or former-teachers. Each of the responsibilities require a set of skills in the performer as each role and corresponding duty can be performed only by the person possessing such skills as leadership traits and planning and organizational skills, crisis management skills along with cognitive skills.

Tutors provide extra help to the students outside school to boost their achievement levels. They're usually employed privately. Becoming a tutor is also not a role which can be played by anyone desiring to be one, it requires specialized skills of catering to the individual needs and requirements of the students as per their levels of academic performance and a skilled tutor caters to these individual differences as well as the ability and skill to transact knowledge to a single student as per his requirements. He requires skills of understanding and 'concern' for the child being tutored.

Special needs teachers work with children who need extra support. They may teach lessons or work with particular students in another teacher's classroom as special educators. Such persons require skills of patience, understanding and humility to perform the required tasks of dealing with the children with special needs.

Education and outreach officers help universities, charities, museums and other organizations to connect with the public and share knowledge. Work efficiently is greatly enhanced if they possess certain skills like those of creativity, collaboration, effective communication, analytical skills, information technology related skills and passion for their work.

Trainers and e-learning providers deliver courses to employees, boosting their workplace skills. This involves trainers being trained efficiently and possessing skills where they are able to work smartly and logically. For this they need to possess Cognitive skills along with communication, collaboration and digital literacy skills.

The different skills are intended to help professionals in the service sector be it health/ medical or Education or any other, to move along the requirements and demands of their respective work areas in line with the current trends.

Each of the skills is unique and have an individual specific manner in which it impacts or helps the personnel in the various job profiles. Interestingly they all have one thing in common and that is, that they add value to the person and his contribution in the area of work at an individual level as well as they strengthen the service sector overall.

CONCLUSION

In both these sectors- Health/Medical and Education- the professionals deal with human beings and in both, the relationship is that of a Godly nature where trust and faith are immense. One

careless in-human act spoils the very life of an individual being dealt by such an irresponsible professional.

A work force which is globally competent, has the right attitude and strengthened performance one who is willing to work with sincerity and zeal to innovate and is 'concerned' for the people they are there to serve can only fulfill the mission of skilled India. Their efficiency and dedicated performance would ensure productivity and output while enhancing outcome - quality of services and enriching the industry with outstanding contribution, which is the need of the hour.

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