



A study on people's opinion on employment opportunity in Shivamogga city

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Abstract

Employment is a relationship between two parties, usually based on a contract where work is paid for, where one party, which may be a corporation, for profit, not-for-profit organization, co-operative or other entity is the employer and the other is the employee. Employees work in return for payment, which may be in the form of an hourly wage, by piecework or an annual salary, depending on the type of work an employee does or which sector she or he is working in. Employees in some fields or sectors may receive gratuities, bonus payment or stock options. In some types of employment, employees may receive benefits in addition to payment. From this research we came to know that shivamogga city is having employment opportunity in private sector areas. And the age group of peoples who are seeking for employment is 25-30 years. Hence shivamogga city has to concentrate more on hiring the peoples. Research is conducted about Employment opportunity in shivamogga city and we found many problems of employment opportunity in shivamogga city by various questionnaires. Sampling unit is Employees with Sampling size 50, Sampling technique: Non-Probability sampling, sampling type convenience, research design descriptive. The scope of this study is restricted only to the shivamogga city. This study has an insight about employment opportunity in shivamogga city. This will help the peoples and industries to know the areas available for employment and also the role of shivamogga city in providing employment opportunity within the city.

Keywords: shivamogga, employment, opportunities, industries, tier-3 city

Introduction

Employment opportunity plays a vital role in development of any nation. Employment opportunity means giving an employment to those who is needy and eligible people who have enough skills and knowledge. The paramount consideration in the filling of any vacancy shall be the necessity to obtain a staff of the highest standards of competence, efficiency and integrity. Due regard shall be paid to the importance of maintaining a staff selected on a wide geographical basis, recognizing also the need to take into account considerations of gender and age. Every official shall be required to possess a fully satisfactory knowledge of one of the working languages of the Organization. Employment is an important macroeconomic variable which explains both the Physiology and Anatomy of economic development. It is a means to achieve development and hence full employment is the goal of both the developed and developing economies. Employment is an opportunity to earn income, a means of self-respect and provides an entitlement and command over goods and services. Employment engages not only to people but also employs all other factors of production to produce goods and services (Dayananda K.C. 2014) ^[2].

Quality Employment

ILO parameters of quality employment

- Income level
- Condition of employment
- Absence of wage discrimination

- Status of employment.

Literature Review

1. Aguayo Eva (2011) ^[1] in his paper "Impact of Tourism on Employment: An Econometric Model of 50 Central and East European regions" analyzed the economic impact of tourism development. He employed an econometric model to show that there is positive impact of tourism on employment and market services. In this paper the model shows the positive impact of tourism on the services sector. Tourism could be faster both in employment growth and regional development through the sectoral linkages within the region
2. Lim and McAleer study (2005) critically examined the management practice, problems and challenges faced by two ecotourism attractions located in the Gold Coast and Brisbane in Queensland, Australia. The study focused on two case studies of best practices of ecotourism management and proactive Sustainable tourism stance of an eco-resort and wetland reserve and concludes that sustainable tourism could make significant contribution to the quality of environment, economic development and wellbeing experience for the visitors and tourists. The study shows that both resorts have demonstrated a commitment to environment of the communities apart from generating lot many employment opportunities.
3. Srivastava (2010) ^[3] in his paper "Ecotourism Means for Community Development" examined that tourism is not only complementary for the economic development but

also it improves quality of internal environment, goods, transport, hotel etc., it also provides largest employment opportunity to youths and also encourage cultural development. Tourism industry helps to maintain good relationship between host and home countries citizens.

- Nafees A Khan (2008) [4] in his work on "Human Resource Development in Tourism Industry in India A Case Study of Air India Ltd" made an attempt to analyze the HRD initiatives of tourism industry with special reference to Air India Ltd., to enhance and sharpen the capabilities of its employees. The study also identifies the need of the Air India to incorporate the spirit of HRD in day-to-day functioning. He identified the role of HR Manager in selecting and recruiting the right kind of people, who can be an asset for the tourism sector.

Research Methodology

Peoples in this present scenario, peoples are struggling for employment opportunity, lack of skills and lack of knowledge. In this process it is difficult for us to study and understand the real problems of the peoples. Hence this study is carried out to study the challenges faced by the industries and areas available for employees under the topic "Employment Opportunity".

Objectives of the Study

- To understand the scope of employment opportunities in shivamogga city.
- To Study and Analyze area available for employment.
- To understand the challenges faced by industries in shivamogga city

Research Design and Sampling Design

- Research Design:** Descriptive research design
- Sample unit:** Employees
- Sample size:** 50
- Sampling Technique:** Non-Probability Sampling
- Sampling type:** Convenience sampling

Limitations of the Study

- Information given by the respondents may be biased.
- Restricted to shivamogga city.
- Difficult to collect more information due to time constraints.
- Not possible to cover large population.
- Some respondents are refused to participate

Tabulation, Analysis, and Interpretation

Table 1: Table showing employment opportunity details in Shivamogga.

Particular	No of Respondents	Percentage
strongly agree	15	30%
Agree	18	36%
Neutral	10	20%
Disagree	5	10%
Strongly disagree	2	4%
Total	50	100%

Analysis

From the Analysis it is clear that the particulars of the respondents between 15(30%) Strongly agree, 18(36%) Agree, 10(20%) Neutral, 5(10%) Disagree, and 2(4%) Strongly Disagree.

Interpretation

From the above graphs it is clear that out of 50 respondents 36% says that they agree and 4% says that they are strongly disagree.

Table 2: Table showing the details of foremost reason for employment in city

Particular	No of Respondents	Percentage
Greater connectivity with other places	17	34
Upcoming airport	6	12
Student ratio-high	7	14
Vast knowledge & skill resource	7	14
Economy & unemployment	8	16
Citizen participation	5	10
Total	50	100

Analysis

From the Analysis it is clear that the particulars of the respondents between 17(34%) Greater connectivity with other places, 6(12%) Upcoming airport, 7(14%) Student ratio-high, 7(14%) Vast knowledge & skill resource and 8(16%) Economy & unemployment.

Interpretation

From the above graphs it is clear that out of 50 respondents 34% are greater connectivity and 12% upcoming airports.

Table 3: Table showing the details Does shivamogga follows any model for developing the city progress

Particulars	No. of Respondent	Percentage
Yes	28	56%
No	22	44%
Total	50	100%

Analysis

From the Analysis it is clear that the particulars of the respondents between 28 (56%) Yes and 22(44%) No.

Interpretation

From the above graphs it is clear that out of 50 respondents 56% says Yes and 44% says that No

Table 4: Table showing the details of sectors available for employment opportunity in shivamogga city.

Particulars	No. of Respondent	Percentage
Service sectors	13	26%
private sectors	17	34%
public sectors	12	24%
self- entrepreneurship	S	16%
Total	50	100%

Analysis

From the Analysis it is clear that the particulars of the respondents between 13(26%) Services sectors, 17(34%)

Private sectors, 12(24%) Public sectors, and 8(16%) Self-entrepreneurship.

Interpretation

From the above graphs it is clear that out of 50 respondents 34% says that private sector and 16% says that self-entrepreneurship.

Table 5: Table showing the details of Challenges faced by Industry in shivamogga city?

Particular	No of respondents	Percentage
Educational system	7	14%
Transportation & mobility	10	20%
IT connectivity	18	36%
skilled employees	5	10%
Intelligent local govt. society	10	20%
Total	50	100%

Analysis

From the Analysis it is clear that the particulars of the respondents between 7(14%) Educational system, 10(20%) Transportation & mobility, 18(36%) IT connectivity, 5(10%) skilled employees, 10(20%) intelligent local govt. society.

Interpretation

From the above graphs it is clear that out of 50 respondent’s t 36% says that IT Company connectivity is the main challenges faced by the industries in shivamogga

Table 6: Table showing the details of poor transportation Facility is the challenge faced by industries in Shivamoga?

Particular	No of respondents	Percentage
strongly agree	8	16%
Agree	14	28%
Neutral	10	20%
Disagree	13	26%
Strongly disagree	5	10%
Total	50	100%

Analysis

From the Analysis it is clear that the particulars of the respondents between strongly agree 8(16%), Agree 14(28%), Neutral 10(20%), Disagree 13(26%), and strongly disagree 5(10%).

Interpretation

From the above graphs it is clear that out of 50 respondents 28% says that they will agree and 10% says that they will strongly disagree.

Findings, Suggestion and Conclusion

- Out of 50 respondents 50% are below 25years age.
- Out of 50 respondents 66% are male.
- In respondents, status consists married and unmarried respondents are equal.
- 48% of respondents are private sector employees.
- 36% says that they agree that shivamogga has employment opportunity.
- 52% peoples aging between 25-30 years are seeking for employment opportunity.

- 34% says greater connectivity with other places is the foremost reason for employment in shivamogga city.
- 50% says that shivamogga fallows models for developing the city progress.
- 40% says that it yes, it is very important to provide employment opportunity at global level.
- 32% of respondents says yes, it is rather important for receive an externals evaluation.
- 24% are yes it is rather important and 24% says that no, it is rather not important to provide employment opportunity to other cities.
- 34% says that private sectors as employment opportunity in shivamogga city.
- 46% are agreed that entering of IT companies will provide employment opportunity.
- 34% are agreed and 34% are disagree that education system is limiting skills of employees.
- 52% says that 2010-2017 is the year from where shivamogga enriched itself in creating new employment.
- 56% says yes shivamogga will create deep impact for creating employment opportunity.
- 36% says that IT Company connectivity is the main challenges faced by the industries in shivamogga.
- 42% are disagreeing that poor education system in shivamogga city is the main challenge for industry.
- 28% are agree about poor transportation facility is the challenge faced by industries in shivamogga.
- 30% says that co-ordination is the internal problem faced by the industries in shivamogga city.
- 44% are neutral that stake holder participation in employment opportunity has greater edge.
- 40% are agree that policy makes approach in creating valuable employment in shivamogga.

Suggestions

1. From the research it is found that shivamogga city is having employment opportunity and the area which is providing more employment opportunity is private sectors.
2. Age group of peoples who are seeking for employment is between 25-30years
3. Hence it is important to concentrate more on the challenges which are facing by the industries in shivamogga city.
4. Upcoming airports are the foremost reason for providing employment in shivamogga city.
5. By receiving an external evaluation shivamogga city can provide more skilled employees.
6. Entering of IT companies in shivamogga city can bring a boom in employment opportunity.

Conclusion

From this research we came to know that shivamogga city is having employment opportunity in private sector areas. And the age group of peoples who are seeking for employment is 25-30 years. Hence shivamogga city has to concentrate more on hiring the peoples. The best way of improving the employment skills is to improve the education system. Upcoming airport can bring the more employment opportunities in shivamogga city and entering of IT companies into the city can provide more employment

opportunities in the city. If the IT companies enter the city, than the shivamogga city can create more employment opportunities in other countries also. And some policy makers can also create valuable employment opportunities in shivamogga. Some of the problems which industries are facing is lack of education system, lack of transportation, and skilled employees, if these problems can improved than there will be lots of employment opportunities will be available there.

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