

## SOFT SKILLS: A NEED OF EDUCATED YOUTH

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**Abstract:** *The aim and goal of commerce or any other education is not only to achieve employment or doing better life, the aim is very broad based, to promote well being of the society, it should help in developing quality of leadership and overall personality, it create intellectual capabilities for benefit of the society.*

*In business involved the process of activities and work in a particular way and for the particular purpose, at present, the need of new age, corporate has to change their way of running the business. They are not interested in your education, marks, degrees. They don't want to spend time and money on training. They want cost reduction and if they get ready to use managers with skilled. The paper covers various issues of skills and suggests the certain innovative for educated youth.*

- **Introduction**

'Inside every block of stone a beautiful statue, need only remove the excess materials to reveal the work of art within'. If we apply this vision in education, definitely developing skill in every child.

Dr. Whitmore, presented a report in CONARC soft skill conference 1972, the following tentative definition was formulated:

"Soft skills are important job-related skills that involve little or no interaction with machines and whose application on the job is quite generalized".

They criticized this concept in other words, "those job functions about which we know a good deal are hard skills and those about which we know very little are soft skills".

1972 U.S. Army training manual identified formal usage of the term soft skill, in this training psychologist Nicholas Humphrey famously stated that it is social intelligence that defines human rather than quantitative intelligence.

In 2016, Bonnie Urciuoli hypothesized skills with occupational demands of neo-liberal economies, workers are required to own their skills and successfully market them to employees.

- **Concept**

Soft skills are a cluster of productive personality traits, these skills can include social graces, communication abilities, language skills, personal habits, cognitive empathy, time management, teamwork and leadership.

- **Expectations of corporate**

A definition based on review literature explains soft skills as an umbrella term for skills under key three functional elements, People skills, social skills and personal skills.

The concept, corporate expect business qualification with strong strategy content. The realization by organization, that narrow professional qualification skills are ultimately not enough in this business environment, business schools have to recognize the need and realities of corporate and aware of these problems and interpersonal skills now form an important part of many courses, but each sector, industry and company has required a particular skill.

- **Skills**

Following are likely to be common for all,

- 1) **Hard skill**

Hard skills were the only skills necessary for career employment and were generally measurable from educational background, work experience or through interview, these refers to ability to do the job and includes technical ability, knowledge and qualification.

- 2) **Soft skills**

Following is a list of soft skills complied by Eastern Kentucky University,

- a) Communication- Oral, speaking capability, written, presenting, listening.
- b) Courtesy- Manners, etiquette, business etiquette, gracious, says please and thank you, respectful.
- c) Flexibility.- Adaptability, willing to change lifelong learner accepts new things, adjusts, teachable.
- d) Integrity - honest, ethical, high morals, has personal values, does what's right
- e) Interpersonal skills - nice, personable, sense of humor, friendly, nurturing, empathetic, has self control, patient, sociability, warmth, social skills.
- f) Positive attitude- Optimistic, enthusiastic, encouraging, happy, confident.
- g) Professionalism- business like, well-dressed, appearance, poised.
- h) Responsibility- Accountable, reliable, gets the job done, resourceful, self-disciplined, wants to do well, common sense.
- i) Teamwork - co-operative, gets along with others, agreeable, supportive, helpful, collaborative.

j) Work ethic- Hard working, willing to work, loyal, initiative, self-motivated, on time, good attendance.

### 3) Core competencies

Core competencies can include technical, subject matter know how, a reliable process and product development and culture of employee dedication.

### 4) Common Sense

Students or would be managers should have common sense to a particular work how to done effectively.

- **Categorization**

The above categorization to persons, soft skills is an important part of their individual contribution to the success if they promote activities for staff to develop these skills through wellness enhancing programs. Training or rewarding personal habits such as dependability and conscientiousness can yield significant return on investment for an organization. Example , studies by standard research institutes and the Carnegie Mellon foundation among 500 CEOs established, that 75% of long term job success resulted from soft skills and only 25% from technical skills, hence soft skills are an important as technical skills.

- **Suggestions**

- Policy of education must be decided on quality basis.
- Planned management educational institute to start more.
- Sufficient financial support should be given to business educational institute.
- Business educational institutes concentrate on the prepared best plans for futures.
- Industry and business educational institute to more interactive to each other.
- Syllabus formed of business educational institute with guidance of business experts and their future requirements.
- Business educational institute and corporate have compulsory internship to teach actual work to students.

- **Conclusion**

There are rapid expansion of commerce and management of jobs are very more and in between the growth of unplanned management school are more, students gets only certificated, business management institutes have to make students with required skills and knowledge as per requirement of corporate to become students successful in the competing world.

