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GOVERNMENT OF KERALA

REPORT OF THE SURVEY COMMITTEE

ON

VOCATIONALISATION

OF

HIGHER SECONDARY EDUCATION IN KERALA

1980

MEMBERS OF THE COMMITTEE

Dr. P. V. Nair, Member, Board of Secondary Education,
Trivandrum.

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- | | | |
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| 1. Dr. P. A. Nair, Director, Bureau of Economics and Statistics, Trivandrum. | .. | CHAIRMAN |
| 2. Shri P. K. Narayana Pillai, Deputy Director, Directorate of Collegiate Education, Trivandrum. | .. | MEMBER |
| 3. Shri Vijayachandran, Joint Director, Directorate of Employment and Training, Trivandrum. | .. | do. |
| 4. *Shri C. I. Mathew, Joint Director, Directorate of Technical Education, Trivandrum. | .. | do. |
| * He could not attend any of the deliberations of the Committee. | | |
| 5. Shri M. K. Thirumeni, Special Officer, Work Experience Programme, State Institute of Education. | .. | do. |
| 6. Shri R. Gopalakrishnan Nair, Joint Director, Bureau of Economics and Statistics, Trivandrum. | .. | MEMBER-SECRETARY |

The earlier nominee Dr. K. P. Pillai attended many meetings of the Committee.

MEMBERS OF THE COMMITTEE

- 1. Dr. P. A. Wall, Director, Bureau of Economic and Business Administration
 - 2. Sir P. K. N. Director, Bureau of Economic and Business Administration
 - 3. Sir V. Director, Bureau of Economic and Business Administration
 - 4. Sir C. I. Director, Bureau of Economic and Business Administration
 - 5. Sir M. K. Director, Bureau of Economic and Business Administration
 - 6. Sir R. Director, Bureau of Economic and Business Administration
- The earlier nominee, Dr. K. P. attended many meetings of the Committee.

CHAIRMAN

MEMBERS

do

do

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MEMBER-SECRETARY

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I. INTRODUCTION

Broadly, Vocational Education can be defined as a comprehensive term embracing those aspects of the educational process involving, in addition to general education, the acquisition of practical skills, attitudes, understanding and knowledge relating to occupations in the various sectors of economic and social life. Such an education would be an integral part of general education and a means of preparing for an occupational field and an aspect of continuing education.

Vocationalised higher secondary education is not merely technician training. It opens up more avenues of employment and it also helps self-employment. In a developing economy like ours where development activities necessitate diverse fields of technical and other skills, adequate supply of manpower at all levels has to be ensured. Along with the top level administrative and professional intelligentsia as well as the unskilled and semi-skilled manpower at the lower level there is a crucial middle level of manpower trained in specific competencies which is absolutely necessary for the successful implementation of projects and programmes. The middle level generalists are made to handle the situation through vocationalisation of education. Practical work and training are very important components of vocational education which make the students able to translate ideas into hardware to produce goods and services. Various Committees and Commissions have examined the viability of the introduction of vocationalised education at particular levels of general academic stream and problems connected with the same. Many States in India are giving a serious thinking to the introduction of vocationalised education.

In connection with the introduction of vocationalisation of education in the State, the Government of Kerala vide their G. O. Rt. No. 494/77/H. Edn. dated 16-3-1977 constituted a Committee with the Director of Public Instruction as Chairman to examine all aspects connected with vocationalisation at the + 2 Stage of education and make suitable recommendations. The terms of reference of this Committee included a district-wise survey of possible vocationalised courses with the institutional and other facilities available, the + 2 Stage institutions where these courses can be started, their phased programme, additional facilities required in the form of staff, building and equipment and financial commitment. Since the Committee was not in a position to conduct the district-wise survey and make an exhaustive or detailed assessment of the existing facilities for introducing vocationalised courses, the Government of Kerala vide their G. O. Rt. No. 2206/78/H. Edn. dated 27-11-1978 constituted another Committee under the Chairmanship of Shri R. Ramalingom, Joint Director, State Planning Board for the conduct of a Survey in some districts to find out employment opportunities for those who take up vocationalised courses and also to indicate institutions where these courses are to be started. Subsequently Government in their order No. G. O. Rt. No. 225/79/H. Edn. dated 5-2-79 appointed Dr. P. A. Nair, Director of the Bureau of Economics and Statistics, Trivandrum, as the Chairman of the Committee in the place of Shri R. Ramalingom. The other members of the Committee are :

- (1) Dr. K. P. Pillai, Professor of Placement & Training, Directorate of Technical Education.
- (2) Dr. P. K. Narayana Pillai, Deputy Director of Collegiate Education.
- (3) Shri Vijayachandran, Joint Director, Directorate of Employment and Training.
- (4) Shri M. K. Thirumeni, Special Officer, Work Experience Programme, State Institute of Education.

The first meeting of the Committee under the Chairmanship of Dr. P. A. Nair was held at Vikas Bhavan on 1.3.1979 and it was resolved among other things to address Government to co-opt Shri R. Gopalakrishnan Nair, Joint Director in the Bureau of Economics & Statistics, as the Member-Secretary to the Committee. Government accepted the recommendation and issued orders accordingly vide G. O. Rt. No. 877/79/H. Edn. dated 9-5-1979. Government were also pleased to nominate Shri G. I. Mathew, Joint Director, Directorate of Technical Education, as member of the Committee in the place of Dr. K. P. Pillai, Professor of Placement & Training, as recommended by the Director of Technical Education.

II. WORKING OF THE COMMITTEE

The Committee in its first sitting on 1-3-1979 discussed in detail about the approach to the problem of the introduction of vocationalised courses. Taking into consideration the recommendations of the former Committee under the Chairmanship of the Director of Public Instruction, this committee decided to examine the courses of vocationalisation suggested to be introduced at the Pre-degree level in the College sector. The former Committee in its report had suggested various courses for vocationalisation of education at three levels of education, the secondary stage, the higher secondary level in the school sector, and at the Pre-degree level in the college sector. Accordingly three separate lists of courses were furnished in their report, suitable to the particular level of education, each list containing twenty separate courses. In the terms of reference to this Committee for the conduct of district-wise survey on vocationalisation in some selected districts, it was specifically mentioned of the +2 stage of education and hence the committee decided to leave out the courses suggested for the school sector. As regards the higher secondary stage of having two more years of education at the school level after the completion of S.S.L.C. there is no such system prevalent at present in our State just as they have it in Tamilnadu and some other States in India. Since schools running + 2 in the higher secondary stage of education like the Central Schools are very few and not under the administrative control of the State Government the committee unanimously took the view to consider the courses suggested mainly for the Pre-degree level at the college sector. The following are the courses suggested by the former committee, to be considered for introduction at the Pre-degree level in the College sector.

- | | |
|------------------------------------|--|
| (1) Secretarial work | (11) Banking including Forwarding and Clearing |
| (2) Public Relations | (12) Laboratory Technology |
| (3) Tourism and Receptionist | (13) Social and Public Opinion Survey Techniques |
| (4) Commercial Correspondence | (14) Business Statistics |
| (5) Stores and Purchase Procedures | (15) Library Science |
| (6) Advertising and Copywriting | (16) Journalism |
| (7) Salesmanship | (17) Insurance |
| (8) Book Publishing | (18) Pharmacy |
| (9) Office Procedures | (19) Accountancy |
| (10) Market Survey | (20) Industrial Design |

The Committee considered the merits and demerits of each of the above courses in connection with its introduction into the vocational stream and decided to give a lower priority for the following courses. Therefore these courses were excluded from its investigation through the district-wise survey since it is felt that the potentialities of employment in these areas are comparatively very low :

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|---------------------------------|---|
| (1) Public Relations | (5) Laboratory Technology |
| (2) Advertising and Copywriting | (6) Social and Public Opinion Survey Techniques |
| (3) Book Publishing | (7) Business Statistics |
| (4) Market Survey | (8) Industrial Design |

The committee therefore selected the following courses on a priority basis for the detailed enquiry.

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|----------------------------------|---|
| (1) Secretarial Work | (7) Banking including Forwarding and Clearing |
| (2) Tourism and Receptionist | (8) Library Science |
| (3) Commercial Correspondence | (9) Journalism |
| (4) Stores & Purchase Procedures | (10) Insurance |
| (5) Salesmanship | (11) Pharmacy |
| (6) Office Procedures | (12) Accountancy |

The Chairman and the Member-Secretary to the Committee paid a visit to the Food Craft Institute at Kalamassery, Home Science College at Ankamali and the Cochin Chamber of Commerce at Cochin for the conduct of preliminary enquiries about a few particular courses, on the 7th and 8th of March 1979. On 20-3-1979 another meeting of the Committee was called for to discuss about the conduct of the district-wise survey about the potentialities of employment for those who take up the vocationalised courses and to locate facility centres as well as suitable institutions where these courses are to be started, as envisaged in the terms of reference to the Committee. The selected districts for the conduct of the survey are Malappuram and Palghat in the north; Ernakulam and Idukki in the centre; and Trivandrum and Alleppey in the southern region. It was agreed to assess the potentialities of employment arising out of the introduction of the vocationalised courses in all the districts of the State even though the introduction of the courses are restricted for the present to the selected 6 districts only. For the purpose of conducting the survey the committee decided to meet the district level and other senior officers of the Bureau of Economics & Statistics at Ernakulam on 4-4-1979. It was also decided to invite other important personalities in the line to attend the Conference at Ernakulam to obtain their views and suggestions regarding the introduction of these courses into the vocational stream and the conduct of the district-wise survey.

The Committee met the officers of the Bureau of Economics & Statistics and other invited persons at the Conference Hall of the Collectorate, Ernakulam on 4-4-1979. The special invitees included Shri P. Sethuraman, Secretary, Cochin Chamber of Commerce and Shri M. Sulaiman, Director & Chief Consultant, Kerala State Productivity Council, Kalamassery. Examining the courses one after another, the special invitees opined that there was not much scope for the introduction of the following courses individually and there was not much to be included under the Syllabus for a two year period of study. Hence it was suggested to combine these courses to form one which would be of much use as a second line of management in commercial concerns, entrepreneurial units and other official set ups both public and private. The courses are :

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|-----------------------------------|-----------------------|
| (1) Secretarial Practice | (4) Office Procedures |
| (2) Commercial Correspondence | (5) Salesmanship |
| (3) Stores and Purchase Procedure | (6) Accountancy |

The Committee welcomed the suggestion and agreed to consider the same as a single course for vocationalisation.

Another view arisen out of the deliberations relates to a course on 'Cafeteria Service' which forms part of Tourism and Receptionist. Further it was decided to entrust the conduct of the district-wise survey with the Bureau of Economics & Statistics. Considering the seriousness of the matter which will affect the career of a large number of students who opt for these vocationalised courses the survey has to be conducted with all its seriousness and hence it was decided to engage district and regional level officers on payment of honorarium to these officers. The draft schedules prepared for canvassing the required data were approved by the Committee. Two officers would be required in each district except Ernakulam where in view of the heavy work involved four officers were considered necessary for the timely completion of the survey. The period of the survey was fixed to be two months and the officers were instructed to start the work from 5-4-1979 onwards. The Committee met again in the office of the Director, Bureau of Economics and Statistics on 7-5-1979 to review the progress of the district-wise survey on vocationalisation with the help of the progress reports received from the district officers in this regard. In accordance with the directions contained in the G. O. appointing the Committee, it was decided to contact

important personalities and other public men like Presidents and Secretaries of Chambers of Commerce, representatives of firms and banks, agriculturists, industrial leaders etc. and the District Collectors of the selected districts for holding discussions about the introduction of courses for vocationalisation at the +2 Stage of education and obtain their views and constructive suggestions in the matter. Accordingly the committee interviewed both the officials including the District Collectors and non-officials at Alleppey on the 24th and 25th of May 1979 and at Palghat on 28th, 29th and 30th. On the 8th June the Committee convened a meeting of all concerned in this connection at Malappuram Collectorate and obtained the views regarding the introduction of vocationalised courses. On the 28th June the Committee interviewed the District Collector in charge at Idukki Collectorate. On the same day the committee recorded the suggestions of the Principal of the Newman's College at Thodupuzha. One or two professors and an officer of the Industrial centre were present at the meeting convened at the Newman's College. Camping at Ernakulam from 29-6-1979 to 3-7-1979 the committee interviewed the Port Trust Chairman at Cochin, the Hotel and Restaurants Association, the University Librarian, the Principal of the Food Craft Institute at Kalamassery, the Secretary and other members of the Cochin Chamber of Commerce and the District Collector. Many valuable suggestions were obtained out of these interviews and discussions which will be mentioned later in this report. On 7-6-1979 all the officers engaged in the district-wise survey were asked to meet at the Conference-Hall of the Collectorate at Kozhikode to hold discussions with the committee members. Detailed discussions were held with the officers, district by district with regard to their findings on the possibilities of the introduction of the selected courses for vocationalisation and their suitability to the district concerned. So also the potentialities of employment for those who will take up these vocationalised courses were discussed based on the investigations conducted and the data collected in this regard.

III. DISTRICT-WISE SURVEY ON VOCATIONALISATION

(1) Scope and Coverage

The Committee was entrusted with the survey to assess the employment opportunities for those who take up the vocationalised courses and also to indicate institutions where these courses are to be started. The existing facilities available in each district for vocational training will also be listed by the Committee. According to the directions issued by the Government the survey will be confined to the six selected districts only. The Committee felt that even though the plausible courses may be started in some of the selected six districts depending upon the decisions of the Government based on the recommendations of the Committee, it was desirable and necessary to assess the potentialities of employment for the candidates who take up these vocationalised courses in all the districts of the State.

The Committee felt the need of a suitable and experienced field agency to conduct the survey in all its seriousness since the results will affect the career of a large number of students who opt for these vocationalised courses. The unanimous decision was to entrust the survey with the Bureau of Economics and Statistics. After giving a serious thinking to the responsibilities involved it was recommended to engage officers at the district level and above, without the engagement of any subordinate staff, to conduct the field investigation which involves contacting various institutions connected with a particular course, discussions with the officers and representatives of various firms, banks, associations etc. and framing of estimates of employment for a period of time. It also includes location of facility centres from where expert lecturers can give periodical guest lectures to the students and where practical training can be arranged periodically for the entire set of students or batches of student and also to the staff to be appointed in colleges to handle classes relating to vocational courses for which the investigating officers have to contact the heads of such institutions and discuss with them all the possibilities. In the light of the above, the Director, Bureau of Economics and Statistics, who is the Chairman of the Committee entrusted the survey with the officers of and above the rank of District Statistical Officers engaging two officers in each district except at Ernakulam where four officers were engaged taking into consideration the volume of work involved. This work was entrusted with them over and above their normal duties for which the Committee decided to recommend to Government to give these officers an honorarium befitting the nature of work and seriousness of the job. This was recommended to Government and the survey was begun in anticipation of sanction from 5-4-1979.

The period of the survey was fixed as two months. Schedules were prescribed for the purpose and stencilled copies were supplied to all the officers. An explanatory note was also circulated to the officers engaged in the survey; which might be used as guidelines for the proper conduct of the survey. It was indicated in the note that the courses mentioned for vocationalisation are intended to be of a terminal nature which means that there are no further avenues for higher education on the lines of these courses contents, such as a degree or Post-graduate course. After the successful completion of the courses the candidate is to be fit to take up the job, the requirements of which he has learned at the course at the +2 stage level (two years after SSLC). It is also explained that by a facility centre it is meant that some of the course contents of a vocationalised course are carried out there or carried out and taught or taught at the centre. It may be a firm, business house or institution. The idea behind location of facility centres is to make use of the facilities there both for teaching and practical classes utilising the equipments or other things at spare hours and the teaching capacity of the staff on specified topics on extra payment for spare hours or extra work.

The survey was completed according to the time schedule.

(2) Results of the Survey

The survey results reveal that the following courses, if introduced into the vocational stream, have potentialities of employment.

1. The combined course (secretarial work, commercial correspondence, stores and purchase procedure, office procedures, salesmanship and accountancy)
2. Cafeteria Service (evolved out of Tourism and Receptionist)
3. Library Science
4. Pharmacy
5. Banking, including forwarding and clearing
6. Insurance

The courses included under item (1) above do not provide individually enough contents under a syllabus for a two year course. So also the scope of employment under each of the course taken individually is very limited. But the combined course noted above is found to be most acceptable since it will provide a wholesome course to match the job contents required for the entrepreneurs, traders and firms at the second or third line of management. This course will therefore provide a much needed combined skill at a level which is in great demand.

Cafeteria Service is a course evolved out of 'Tourism and Receptionist' meant to train candidates to serve as Receptionists as well as counter servers in hotels and restaurants. There is dearth of trained hands in these lines and prospects of employment are bright. As the standard of living of the common man has increased and changes in his ways of life are taking place, the managements of hotels and restaurants, even other than starred ones, have begun to think and evolve ways and means of running their establishments in a better way by observing hygienic principles and offering better service for which trained and disciplined hands are found wanting. If these candidates get training to prepare some selected dishes also, the prospects of self-employment are also very encouraging. Unless the tourist trade expands considerably the prospects of employment as guides and resident receptionists at places of interest are not encouraging enough and so it is felt that 'Tourism and Receptionist' as such cannot be introduced as a course for vocationalisation. There are three year courses of catering in Madras, Bombay etc. which may produce candidates for managerial places which are of a limited nature in our State. It was originally thought of suggesting this course as 'Cafeteria Management' but later thinking changed it as Cafeteria service, since students coming out of this course should be prepared to accept lower jobs also other than management, in hotels and restaurants. Another interesting thing to mention in this connection is that there is good demand for cooks for various dishes served in important hotels which may secure four digit emoluments within the country but secure three thousand to four thousand rupees abroad and in merchant ships. But the introduction of such a course at the Pre-degree level in colleges along with other academic courses is not conducive enough to suit the College atmosphere.

Under the Cafeteria Service, book keeping, accountancy, telephone operation, counter service, billing etc. will be included under the syllabus. This would equip him in the related skills required for the vocation.

There are possibilities of employment for those who take up Library Science for their vocationalised course provided Government come forward with a helping hand. There are libraries in every high school in the State but these libraries are managed by teachers on a part-time basis for which they are given a small amount as honorarium or allowance. There is need for a full-time Librarian in every high school and these posts, if created, can be filled up by the students coming out of the vocationalised course on Library Science. So also in the University Libraries there are full fledged qualified Librarians but there is dearth of second and third level hands who are to carry out a number of jobs connected with the upkeep of libraries scientifically. This can be made up gradually by introducing a course on library science in the vocational stream. Then there are various categories of libraries under the grandhasala sanghom for which Government are giving grants, the amounts varying according to the category of the library but these amounts are intended for purchase of books periodically. The Committee understand that these libraries are not properly manned by trained hands and candidates coming out of the vocationalised course on library science, if introduced, can hold the posts of librarians in these libraries for the proper upkeep of these institutions, provided Government proposes to increase the grants sufficiently enough to maintain a Librarian. A course on this with limited number of admissions can be started for the present to fill up the requirements of university and other public libraries.

Another course for which there is scope for introduction is 'Pharmacy'. There are a good number of drugs and medical shops spread throughout the State. According to prevalent rules there should be a Pharmacist in every drug or medical store but there is dearth of hands both at the State level and all-India level. The demand for Pharmacists at the All India level extends up to 15 to 20 thousands while the supply comes up only to 3000. It is also known that by 1980 or 1981 Government are to enforce the rules that every drug store should have a Pharmacist. In the Medical College at Trivandrum there is a graduate course on Pharmacy (B. Pharm.) admitting about 50 students a year and the people coming out of the course is absorbed by the Department of Health Services and there is no unemployment for this category. But graduate level Pharmacists are not necessary for running drugs and medical stores for which this vocationalised course of two years at the +2 stage is sufficient if the Government orders approval for the same. But it is known that the permission of the All India Pharmacists' Council is necessary for starting such courses. Also Government must pass orders making this course sufficient for appointment as pharmacists in Chemists and Druggists shops.

Banking including forwarding and clearing is a useful course for vocationalisation which may secure jobs for successful candidates in port trusts, clearing houses and offices of the forwarding agents. It can very well be termed as a course on 'Port Operations and Management' which may include classes on export documentation, accountancy, clearing and forwarding operations, supervisory work in the ships, port and dock operations, customs and dock safety etc. The committee came to know that the forwarding and clearing agents usually employ B. Coms. and even Post-graduates to assist them in documentation and other things connected with the export import operations at the port but by the time they secure proper training they leave the jobs when better avenues open before them. So there is dearth of hands and the students coming out of the vocationalised course on 'Port Operations and Management' can very well secure jobs in the offices of the forwarding and clearing agents. So also the port trust can offer employment to a good number who are trained well in these port operations.

Insurance:—As regards a course of Insurance, the Committee could judge from the results of the investigations and discussions conducted with the people in the line that there is no scope for employment as Assistants and the like in the Insurance offices. It is known that no recruitment has taken place since 1962 or 1963 and the vacancies arising are being filled up by transfer from the northern regions. But the Life Insurance Corporation

of India is planning to appoint full-time agents in rural areas. There is a system of career agents in the L.I.C. to which the selected candidates are paid stipends for a period of two years. They are given theoretical training for a period of six weeks in the office and practical training in the field for one and a half years. After that period they have to work of their own and stand on their own legs receiving the commissions for canvassing policies of Life Insurance. It is a lucrative job but it is doubtful whether the course will attract students to be agents under the Life Insurance Corporation with no monthly assured income. The monthly income depends upon the work one turns out and if he continues to work up systematically for five years, a monthly regular income is ensured and further additional emoluments depend upon the canvassing of policies he does.

Another point to be mentioned in this connection, is that usually training is given to licensed agents for one and a half months only and later he picks up the business according to one's capability and turnover.

(3) District-wise Assessment

TRIVANDRUM DISTRICT

As regards the course on 'Tourism and Receptionist' the enquiries reveal that there is not much scope for introduction of such a course for vocationalisation since the prospects of employment arising out of this are not encouraging. Even though there are some big hotels in Kovalam and in and around Trivandrum City the investigating officers are of the view that the employment prospects out of a course in 'Cafeteria Service' are not bright.

In the Insurance sector, the Life Insurance Corporation of India and the National Insurance Company are the prominent undertakings. As far as the Life Insurance Corporation is concerned, SSLC with 55% marks is the minimum qualification prescribed and appointments are made on the basis of a selective test for the post of Assistants. But since 1962, no new appointments have been made as the existing staff is in surplus. Stray transfers from other zones and divisions are however being made annually. National Insurance Company Ltd., is a unit of the General Insurance Corporation. The categories of posts existing are Junior Inspector, Inspector trainees and Assistants. Graduation is the minimum qualification prescribed for those posts and the candidates are selected after a competitive examination. Necessary training is imparted to them after selection.

As it is, there is no scope for the vocationalised course in the Insurance sector unless this is made as an acceptable qualification for the Insurance Company.

Banking including forwarding and clearing:—Forwarding and clearing operations are generally done at Ports. Since Trivandrum Port is not so much active as to create employment opportunities, there is no possibility to start a course on Forwarding & Clearing at Trivandrum.

Library Science:—Under the Kerala University there is a course for graduates for one year viz., B.Lib. The outgoing personnel are now absorbed as 'Library Assistants' in the various colleges under the University. If a course on Library Science is introduced at the + 2 stage, the successful candidates can be absorbed as Library Assistants or Librarians in the various secondary schools (both Government and Private) and the libraries under the Grandhasala Sanghom, provided the Government takes a decision to create such posts in the schools and enhance the grants now given to the various libraries and insist upon them to post librarians with qualification acquired under the vocationalised course. At present the library work in the schools and other libraries are attended to by teachers on a part-time basis in the schools and secretaries in the other cases on an honorarium or allowance basis. If this course proposed for library science is made the prescribed essential qualification with regard to secondary schools and other libraries, about 350 persons can be employed in Trivandrum District. The above course can be started with a batch of 50 students for the present in the Arts College at Trivandrum, so that the University Library can be used as a facility centre. If there is no objection in starting a course of this kind at the + 2 stage at the University College, it is all the more good for using the University Library as the facility centre.

Combined course on Secretarial practice, Commercial Correspondence, Purchase procedure, Office Procedures, Salesmanship & Accountancy:—The potentialities of employment out of this combined course were enquired into with the institutions like Chamber of Commerce, Grains merchants Association, Trivandrum, Textile and allied goods dealers Association and firms and traders, etc., which constitute the major employers in the trade and commerce sector. It is understood that Salesmen, Bill Clerks, Accountants and in very rare cases Managers are the categories of employees appointed in shops and commercial establishments. It is gathered that for salesman no other special qualification other than literacy in Malayalam and ability to do the work honestly and obediently is needed.

Literacy, proficiency in reading and writing Malayalam and good at figures are the qualifications required for a Bill Clerk. Accountant is a kind of customary work, performed by persons who acquired the knowledge of book-keeping under the old fashion. They are expected to maintain the registers and other records to suit the requirements to satisfy the salestax and incometax authorities. Experience and faithfulness alone are counted and educational qualifications are not considered essential. Managers should be experienced in sales tactics and they also should possess initiative, drive and appeasing character. Though qualifications are not compulsory the same will also be considered whenever qualified persons are available. At present there is a three-year diploma course in the Women's Polytechnic for Commercial Practice, minimum qualification required for entrance being S.S.L.C. Banking, Commercial geography, statistics, mercantile law, business organisation and secretariat practice are the subjects taught. In addition to this, typewriting and shorthand equivalent to K. G. T. Higher are also included under the syllabus. This course is started during 1970 but the employment avenues are few and most of the successful candidates are seeking employment as Typists and Stenographers. A course for two years after S.S.L.C. in Secretariat practice and stenography was started in 1959 but discontinued due to lack of job opportunities for women. But a combination of all these skills in one course could ensure greater acceptance as this will satisfy a

felt need by small and medium firms and the trading community. A pass in the combined course-vocationalised-as-a specific qualification for selection as Salesman, Personal Assistants, Junior Accountants, Store Keeper, etc., in the Government Emporia, various corporations and institutions under the co-operative sector would enhance prospects of employment for those who take up this vocationalised course. At the same time this decision may affect the employment avenues of many unemployed Graduates and Post-graduates who are already there for years in the employment market. There is enough scope for employment in the cooperative sector since most of the societies employ untrained hands at present. If elements of co-operation are also included in the syllabus for the combined course the various co-operative societies can absorb a good number of the successful candidates.

List of Societies where employment is possible

	<i>Number</i>
Primary Agricultural Credit Society	115
Harijan Credit Society	52
Non-Agricultural Credit Societies	101
" " (Harijans)	18
Consumer Co-operative Society (Educational institutions)	311
Housing Society	20
Other Non-Agricultural Societies	15
Non-Credit Societies	43
Milk Supply Societies	134
Primary Coir Societies	243
Handloom Weavers Co-operative Society	150

Near about 300 hands can secure employment in these societies over a period of five years.

The Women's Polytechnic at Trivandrum can be considered as a Facility Centre since there is sufficient number of trained staff for imparting necessary practical training and conduct of guest lectures periodically as and when required if the Government decides to introduce this as a vocationalised course in any one of the colleges at Trivandrum. There is already an academic course for Secretarial practice, Banking etc., at the Government Women's College at Trivandrum for the Pre-degree which can itself be considered for vocationalisation with more course contents.

Another batch for the boys can be started at one of the other centres where conveniences exist, Arts College or any other private college in the city.

Pharmacy:—According to the present rules the services of either pharmacy diploma holders or licence holders of Pharmacy Council are essential to run medical shops. The list furnished by the Drugs Controller for the year 1978 indicates that there are 425 licensed drugs dealers in Trivandrum district. Diploma holders are few and there is dearth of hands. There is a pharmacy diploma course attached to the Medical College, Trivandrum, where only 50 candidates are admitted every year, the minimum qualification for selection to this course being a pass in the Pre-degree with second group. All the successful candidates are absorbed in the department of Health Services. As such there is no unemployed candidate seeking employment. So a condensed course at the + 2 stage is feasible and the successful candidates can find employment as pharmacists in the Medical Shops. It is understood from the pharmacy council that any course in pharmacy can be started only with the approval of the Central Pharmacy Council of India. The Medical College can be considered as a facility centre to secure expert lectures and the conduct of practical classes. The job opportunities may be estimated to be around 175 for a period of 5 years.

Journalism:—During 1977, the University of Kerala started a Post-graduate degree course on Journalism (M. J.). Though the minimum qualification is fixed as graduation for admission to the course the candidates will have to pass an aptitude test also. Due to non-availability of suitable teaching staff no second batch could be started till date. It was expected to employ the successful candidates in the Public Relation Wing of various departments, industrial concerns, information and broadcasting and field publicity sectors. A similar course conducted by the Press Club also admitted graduates only. As for periodicals and daily newspapers they employ people not based on qualification alone but based on capacity and confidence of the management. So it seems that there is no scope for starting a course on Journalism in the vocationalised stream at the + 2 stage level in this district.

ALLEPPEY DISTRICT

Combined course:—The potentialities of employment for those who take up this vocationalised course is assessed separately for the following sectors of the economy:

- (1) Co-operative sector
- (2) Commercial establishments
- (3) Small scale and other Industrial units

(1) *Co-operative sector*:—Usually clerks and salesmen are recruited at the primary level. The minimum qualification prescribed for clerks in Rule 186 of the Co-operative Societies Act 1969 is a pass in the SSLC with a training in co-operation. The qualifications prescribed for salesmen is a pass in the VII Class. The persons who had got appointments prior to 1974 did not possess the minimum qualification prescribed in the Co-operative Societies Act 1969. Hence these people had been given short-term training in a phased manner. The total number of agricultural and non-agricultural credit societies (working) is 435. The main work entrusted with the societies is distribution of loans among the members and running consumer stores. On an average three persons are working in a society. The societies working in rural areas are engaged only in traditional activities. Employment opportunities are not large. Hence considering the retirement vacancies and the expansion programmes of District Co-operative Banks and other Co-operative institutions, the total requirement of qualified hands in this sector for the year 1980-81 would be 70. The total requirements for the next five years would be around 300. The Manager, District Co-operative Bank suggested to include principles of co-operation and banking also in the syllabus for this course in order to make the students qualified for getting jobs in the co-operative sector.

(2) *Commercial establishments*:—The total number of commercial establishments in this district as per the information received from the District Labour Officer, Alleppey is 6132. Out of these 3574 establishments are run independently by owners without the help of employees while the rest is engaging some employees. The shop owners engage only the minimum number on the clerical side. On the taxation side a separate set of people are employed by the owners of the establishments, on a part-time basis. Further, a father to son tradition is followed in most cases. In view of the above facts it can be deduced that the job opportunities in this sector are very few.

(3) *Small scale and other industrial units*:—The small scale Industrial Units started under the auspices of the District Industries Centre are not capable of absorbing many qualified hands since most of them are run by the owners themselves. The total number of industrial units as on 31-12-1978 is 1043 and the total number of employees (skilled and unskilled) in these units is 14445. On the clerical side the number of people employed is very few. Further a good number of units is sick. The other industrial units can absorb some 60 persons during the next five years. These vacancies arise in these industrial units not due to their expansion programmes. The trained persons leave these firms when better avenues of employment open. The new railway line connecting Alleppey and Ernakulam can very well effect changes in the economic environment of this district which will have a significant impact on additional jobs of this nature in future. The requirements for a period of 5 years is assessed to be 60.

The sector-wise requirements for a period of 5 years are furnished below:

1. Co-operative sector	..	300
2. Commercial establishments
3. Small scale and other industrial units	..	60

A class on this combined course for vocationalisation can be started at the S.D. College, Alleppey, while the District Co-operative Bank and its branches can be considered as facility centres utilising the services of the executive officers in the District Bank for periodic expert lectures while the Bank can offer facilities for practical training.

Library Science:—The libraries of this district are functioning in the following three sectors:

1. Libraries attached to Municipalities	5	..
2. ,, under Grandhasala Sanghom	430	..
3. ,, attached to High Schools	200	..

While assessing the employment opportunities for librarians in this district the pattern of the present staff has to be examined. The librarians in the Distributing Library at Alleppey and the Municipal Library at Mavelikkara are qualified hands while most of the others are not qualified. In the high schools the teachers are entrusted with the distribution of books among the students and the teachers. The anticipated requirements of qualified librarians in the municipal libraries and the school libraries would be 204 and if the Government takes a decision to create the required number of posts of librarians in these institutions all the successful candidates coming out of the vocationalised course for library science could very well be absorbed over a period of time.

The services of qualified librarians can also be utilised by the libraries attached to the Grandhasala Sanghom on a phased manner. The Sanghom has classified the libraries attached to it into 6 groups and the amount of grant to each group varies. The total number of libraries under the Grandhasala Sanghom is 430. All those libraries lack resources to engage qualified librarians since the annual grant paid to these libraries by way of librarian allowance is very small. The avenues of employment for qualified librarians will widen if the Government comes forward to raise the amounts given to these libraries as Librarian allowance. A course on Library Science under vocationalisation with a batch of forty or fifty students can be started at the S. D. College, Alleppey. The Municipal Library at Alleppey can be considered as facility centre for giving practical classes to the students. If the proposal to combine the distributing library and the municipal library takes shape more facilities will be available for guest lectures and practical training to the students.

Insurance:—It is known from reliable sources that no Assistants (clerical etc.) have been recruited since 1965. Recent evaluation regarding the work load and the number of clerical staff in each branch office by the Division office of the LIC of India has revealed that the Branch Offices are over-staffed with the Assistants. Further, Keralites working outside the State are coming back home to fill up vacancies arising now and then. Hence whatever little vacancies arise are being filled up by these people. This indicates that the employment opportunities by way of office staff in this sector are practically nil.

As regards Insurance Agents, the recruited candidates are at present given a short term training by the Branch Manager, Development Officers and Divisional Instructors. The qualification prescribed for selection of Agents is SSLC in the urban areas and study upto the 8th standard for rural areas. The nature of activities of the agents in the field relate to: (i) selection of lives, (ii) post sale services, (iii) effecting alteration in the policy, (iv) helping the party in assignment and nomination, (v) settlement of claims on death and maturity; and (vi) revival of lapsed policies. The emoluments to these agents are on a pro rata basis. The training imparted to the Agents is not of an intensive type. A good number of Agents recruited during a year are not continuing their profession in the succeeding year. The main reason for the termination of the service of the Agents is due to the business enhancement and insistence of doing it every year. While assessing the job opportunities for Agents, the nature of the economy has also to be considered. It is mainly based on agriculture in this district. The depression caused in this field due to the fall in price of paddy has affected adversely the volume of business. The Corporation could reverse the declining trend by new business emerged out of individual assurances on people who have got employment in Gulf countries. Even now the agricultural sector is ignored. The rural business represents 20 to 25 per cent, of the total business of the Life Insurance Corporation. As a result of the impact of land reforms the agricultural sector has been restructured and the agricultural labourers and other landless people have emerged as owners of small holdings and cultivation of paddy for these people has become remunerative. Considering the changes in the rural areas due to land reforms measures and the number of rural population, 500 Agents in addition to the present strength can easily be absorbed in this sector on a phased manner. The anticipated additional requirements of Agents for the next five years may be estimated as 200. In this connection it is worth mentioning that the Life Insurance Corporation of India proposes to launch the rural carrier agents scheme. Educated persons (matriculates and above) in the specified rural areas between 22 and 35 years would be selected for undertaking life insurance agency work on a career basis. They would be given training by the Corporation and a stipend of Rs. 125 p. m. would be given in the first year and Rs. 100 p. m. in the second year.

In this context if the Government decides to start a course on Insurance under vocationalisation scheme at Alleppey so that the successful candidates can take up the agency, it can be started at the S. D. College at Alleppey and the Branch Office of the L. I. C. at Alleppey can very well be considered as a facility centre.

ERNAKULAM DISTRICT

(1) *Banking including forwarding and clearing.*—It has already been mentioned that there is no possibility of starting a vocationalised course at the +2 stage on Banking alone since graduates and post-graduates with academic brilliance are always in the field to compete for the posts of Assistants in the Banks. But the inclusion of forwarding and clearing along with banking makes the course suitable to secure jobs connected with the port operations which are mainly carried out at Cochin. Even though there are minor ports at Alleppey, Kozhikode, the export/import operations mainly take place at the major port of Cochin. Investigations and discussions with persons connected with the subject reveal that it is better to christen the course as 'Port Operations and Management' since this involves more job-oriented tasks like Export documentation, Accountancy, clearing and forwarding, supervisory work in the ships, ports and dock operations, customs operations, dock safety etc. The successful candidates coming out of this vocationalised course are sure to secure jobs in the Forwarding and Clearing Houses, Port Trust (both Accounts area and the wharf areas) and the customs offices. Those who come out of the course will be in a position to pass the Licence test conducted by the customs department. Those who specialise in the topics mentioned above to be included in the course can get selection as wharf goods clerks for which vacancies arise every year. So also the various forwarding and clearing offices at Cochin absorb a good number of Assistants every year for which generally graduates and post-graduates come forward for selection. But the clearing houses are of the view that these people never stick to their jobs since they always seek better avenues and emoluments. These generally happen when these people are trained to a certain extent to manage the day to day operations of these business houses. Hence they all welcome such a full fledged vocationalised course on 'Port Operations and Management' to bring out proper hands to take up jobs in these clearing and forwarding offices.

As regards job opportunities for those who take up this vocationalised course, it is understood that the vacancies of wharf goods clerks are filled up by recruitment and on an average 24 vacancies occur every year. The port trust is a very big establishment employing about 7000 persons and many vacancies of various categories of jobs arise every year. There are ample chances for these trained and well equipped candidates to secure a good number of jobs arising out of these vacancies every year. There are about 45 important forwarding and clearing agents at Cochin and nearly 36 vacancies of Assistants occur in an year in these offices which can very well be filled up by the successful candidates coming out of this courses. This can be started with a batch of fifty students in any one of the local colleges, either at Thevara or at the Maharaja's College at Ernakulam.

For facility centres to give these students practical classes or training and to arrange guest expert lectures on various subjects connected with the course, the Inservice Training Centre at the Port Trust, the Export Documentation Centre at Cochin and the various export houses can very well be considered. The Inservice Training Centre is managed by the Port Trust and short term courses are conducted there for the staff of the Cochin Port Trust. Various topics are dealt with by experienced Faculty Members. The Export Documentation Centre is conceived mainly as a measure to expedite the documentation of export cargo by various agencies involved in it and is in tune with the corporate objectives of the Port to provide adequate service to trade and commerce so as to promote international trade, particularly of export trade, and to streamline procedural formalities and to co-ordinate the operations of other official agencies connected with export-import trade with the objective of aiding quick flow of work. So these will be good facility centres.

(2) *Cafeteria Service*.—This is another course which can be considered for introduction in the vocationalised stream at Ernakulam. Cafeteria service is well a kin to tourism development. Hotel and catering industry plays a vital role in the promotion of tourism in any country, as is apparent from the well known adage 'No hotels, No tourism'. According to the Tourist Department, hotels and restaurants earn about 50% of the foreign exchange spent by foreign visitors in India. The present flow of tourists is estimated at 5 lakhs and 70 thousand and this will move up to 10 lakhs by 1980. There are at present 15,000 rooms in our country and an additional 30,000 rooms may be required in the hotels to meet the demand for tourists. This indicates the probable expansion of the hotel industry in the country. There will be demand from the Hotel and Catering industry for more technically trained personnel in order to hold top positions which is possible only by the starting of graduate courses in Hotel Management and Catering Technology which is not contemplated here. The increased demand for middle and still lower positions can be met by a vocationalised course on Cafeteria service at the +2 stage level which may be made equivalent to the diploma courses run at present in the regional institutes. The course contents may include cookery and bakery, restaurant service, house keeping, book keeping, hotel reception, catering management, introduction to management law, hygiene, nutrition, basic science, English and French. The trained personnel in hotel industry have good prospects and future. They can secure jobs as Mid-level executives, house keeper, head steward, floor manager etc. It is also possible to secure jobs at levels lower than the middle ones as trained and educated servers and receptionists in good hotels belonging to the private sector as well as those in the Government and the Tourist Development Corporation and from these levels they can rise upto the middle levels and even more. The standards of maintenance and upkeep, service and hygienic conditions are improving even in middle class hotels and restaurants and the hotel owners are on the look out to provide better service to their customers to boost up their business. They are prepared to absorb trained and disciplined hands at various levels in their establishments. There are many good hotels in and around Ernakulam as also at other important centres of the State and they are in a position to absorb a good number of the successful candidates coming out of the course. The Hotel and Restaurant Association of the State, functioning at Ernakulam has assessed the employment potential of this category to be 500 in the next five years. So there is enough scope to start a course on 'Cafeteria Service' at Ernakulam especially in view of the location of the Food Craft Institute at Kalamassery which is the best available facility centre. At the Institute it is possible to arrange periodical practical classes for batches of twenty students at a time and the experts at the Institute can offer guest lectures on an extra payment basis.

No doubt this is a useful practical course but the introduction of the same in a College at the pre-degree level, it is feared will not suit the college atmosphere since the contents of the course include cookery and bakery. If it can be arranged just as in the case of Home Science group, it is worth-trying to have the course started in a college nearby the Food Craft Institute at Kalamassery. There are two Colleges nearby, the St. Paul's College and the Bharat Mata College one of which may be selected. During the discussions it was suggested to start the course at the Food Crafts Institute itself making use of the laboratories, kitchen, other equipments etc., and the teaching staff. More space is required there since the present courses occupy most of the space. The Institute also has its own expansion programmes and the starting of this course with an annual batch of 50 students is worthy of consideration. The All Kerala Hotels & Restaurants Association supported the starting of the course at the Institute since they are more concerned with disciplined training. They have also extended their whole-hearted co-operation to provide training facilities to the candidates in their establishments.

(3) *Library Science*.—The scope of a course on 'Library Science' in the vocationalised stream has already been discussed in relation to its possibilities in Trivandrum and Alleppey districts and the same conditions hold good for Ernakulam district also for starting a course on Library Science. There is a well-equipped University Library at Kalamassery in the University Campus which can very well be considered as a Facility Centre for giving practical training to a batch of students of thirty or forty. Periodical expert guest lectures can be arranged by utilising the services of the qualified staff in the Library.

There are graduates and post-graduates for holding the top level posts in the library but there is really dearth of hands for fulfilling the tasks at the middle and lower levels. In the University itself there are 13 vacancies at present to be filled up. The services of the intermediate level hands are also necessary in the various colleges in the district. In Ernakulam district there are 52 Government high schools and 152 high schools under private management. Each of these high school requires the services of a librarian which are at present managed by teachers themselves on a part time basis for which they receive a small allowance. So also the various libraries under the Grandhasala Sanghom can utilise the services of the successful candidates coming out of the course provided they are made able to secure the required resources to meet the expenditure.

Job potentialities are high and there is no problem of absorption of the successful candidates of the vocationalised course, provided Government also come forward to assist to open the requisite avenues in the field. There is a good facility centre at the University Library of the Cochin University and a course on Library Science, a batch of 40 students at the +2 stage, can be introduced at the Maharaja's College, St. Paul's College or the Bharat Mata College.

(4) *Pharmacy*.—The College of Pharmacy attached to the Lissi Hospital is running a course on the subject. The duration of the course is one year. Twenty-four persons who have passed the Pre-degree examination with biology as one of the subjects are admitted to the course each year. The trainees who successfully complete the course are awarded the D.Pharm. The employment prospects of Pharmacists is bright especially in view of the fact that the pharmacy council is insisting on employment of qualified Pharmacists in all the medical stores. Since there is already a course on pharmacy in the private sector and there is no medical college to be considered for a facility centre, it is advisable to start this course elsewhere where there are medical colleges to be taken up for facility centres.

(5) *Insurance*:—A vocationalised course on insurance as such does not provide much job opportunities. There is no scope for employment as Assistants and the like in the offices of the Life Insurance Corporation of India, since vacancies are few and the stray vacancies that arise are adjusted by transfer from other zones in India. The only possible avenue is the agency system. The LIC of India is planning to appoint full-time agents in all the rural areas. Candidates will be selected from the rural areas and intensive training will be given to them. They will be paid stipends during the training period. In Ernakulam at present, the LIC has a Career Agents System to build up a set of career agents for insurance work. Graduates who reside in the Cochin Corporation area only are selected as Career Agents and given the necessary training. They are given theoretical training for six weeks in the office and practical training for one and a half years in the field. The agency system is lucrative provided the Agents work upto satisfactory levels to achieve monthly regular attractive incomes. If the course on Insurance is introduced under vocationalisation, the successful candidates can get themselves enrolled as Agents in the rural areas according to the proposed scheme of the Government of India. It looks like self-employment oriented. Since this is applicable to all the selected districts and Ernakulam has prospects of introduction a few other courses under vocationalisation this may not be taken up at Ernakulam.

(6) *Journalism*:—The major printing and publishing houses at Ernakulam viz. Mathrubhumi, Malayala Veekshanam, Desabhinani and minor companies like the Kerala Times were contacted to ascertain the potentialities of employment of these candidates who successfully complete the course on journalism at the +2 stage. The managements of all these concerns opined alike that there is no scope for these candidates in the field as 'Reporters, Sub-Editors' etc. The main reason advanced by them is that the standard of English of these candidates will be poor and they may not be in a position to edit quickly on the desired lines the new items supplied by the PTI and UNI and other agencies. The translation of these news items into Malayalam is a tough job and these people with SSLC standard cannot cope up with the situation. At present post-graduates and graduates with diploma in Journalism are preferred. The selected candidates are given intensive training for a period of two years and then they are posted as Reporters and Sub-Editors. The employment prospects of candidates with SSLC and two years' course on journalism at the +2 stage are bleak in the field of journalism and this committee do not dare to recommend such a course at this level.

IDUKKI DISTRICT

Idukki is a backward district as far as development is concerned but its resources potential is huge. A major portion of this district is covered by dense forest and extensive tea, rubber and cardamom plantations. It is also the abode of the major hydro-electric projects in the State like Pallivasal, Shengulam, Idukki etc. Thekkady, one of the famous wild life sanctuaries in the country is situated in this district. A major portion of the area of the district (96.88%) lies in the highland regions. Since most of the parts of the district are covered by dense forests and plantations there is lesser area for habitation compared to other districts in the State. There are no big or medium type industrial establishments run by the public sector in the district. Tea factories in the various estates are the only major industrial establishments in the private sector. Tata Finlay, Malayalam plantations etc. are the important tea and rubber producing companies in this area. Cardamom is another important cash crop cultivated in this area. There is only one first grade College in this district and that is Newman's College at Thodupuzha. In the light of the above background, the introduction of the vocationalised courses has to be considered.

(1) *Tourism and Receptionist*:—Thekkady, Munnar, Idukki etc. are centres of guest attraction and a large number of people from the various parts of India and outside visit these places with great enthusiasm and interest. Thekkady being the famous wild life sanctuary in the south, the number of tourists are increasing day by day. People who have proper knowledge of tourism and reception can take advantage of this golden opportunity. Now there are no sufficient number of proper guides in any of these tourist centres. In Idukki district there are no major hotels other than those at Thekkady. At present establishments like hotels, tourist centres, industrial establishments etc. which require Receptionists do not exist in the district. Future development in these lines cannot be forecast at present. The existing conditions indicate that the potentialities of employment under 'tourism and receptionist' and cafeteria service are few but the district may extend to a certain extent its share of job opportunities in these lines if a vocationalised course is started somewhere else in the State. There is no scope to start a course in this district.

(2) *Combined course on Secretarial work, commercial correspondence, stores and purchase, salesmanship etc.*—This course will be of importance as far as employment opportunities are concerned. The persons trained under this course can be absorbed in the various estate offices, and private establishments. According to the economic census conducted by the Bureau of Economics and Statistics, there are about 5584 establishments in the district. There are possibilities in the minor industries and major shops to appoint salesmen and Agents to canvass orders for their goods. Rubber products in various forms are manufactured and they require salesmen and representatives for the sale of these products. Assistants, Assistant Managers, Accountants, Salesmen and representatives can be selected from these persons who undergo a course of this kind having alround knowledge of commercial and official correspondence and management. Nearly a hundred persons can seek employment on these lines over a period of 5 years. Typewriting and Shorthand should also be taught along with accountancy.

(3) *Library Science*:—The same conditions as in the other districts prevail in Idukki also. Job opportunities arise only if posts of Librarians are created in the high schools and extra resources are made available to the other Libraries. There are 54 high schools in Idukki district. Now it is a practice that a particular teacher will be in charge of the library working in the school, in addition to his/her normal duties. This will definitely affect the proper working of the library against the interests of the students. Further seven public libraries and reading rooms are also functioning in the district. They can also make use of the trained personnel under Library Science. Prof. U. V. John, Principal of the Newman's College at Thodupuzha has expressed his desire to start such a course in the college. The Newman's College Library keeps up the requisite standard to function as a facility centre for practical training and expert lectures.

(4) *Journalism*:—There are no dailies or weeklies published from the district. The scope of starting a course on journalism is very remote in this district.

(5) *Field Supervisors*:—This is not a course mentioned in the list of courses selected to enquiry by the committee. It has already been mentioned that Idukki is a district of various plantations. The Industrial Relations Officers and other top officials of the Tata Finlay Company Ltd., Munnar expressed the view that Idukki being a district of plantations, courses suitable to this condition might be started in the district. They themselves have 25 estates under their control. Field supervisor or work supervisor in plantations are always in demand and according to the officials near about a hundred persons every year can secure employment under this category. Rubber Board offices have also expressed the same idea and welcomed a course for the above category of work in plantations. There is no training facility centre as such in the Tata Finlay Company at Munnar. The company people will be glad to give practical training to the candidates wherever possible. Their officers will also be happy to deliver guest lectures if required. This course can be started in the Newman's College at Thodupuzha or at the Government College at Kattappana. A batch of 30 to 40 students can be admitted to start with.

PALGHAT DISTRICT

(1) *Tourism and Receptionist*:—A course on 'Cafeteria Service' which forms a part of the broad term 'Tourism and Receptionist' is given special emphasis since this alone is found applicable to this district. There are only four or five hotels where there are Receptionists-cum-billing clerks in the district but the persons employed are not qualified hands. The middle level categories of employees are paid Rs. 150 p.m. plus free boarding and lodging. According to the Hotel and Restaurants Owners' Association there is shortage of trained hands in their establishments and they are prepared to accommodate successful candidates coming out of the course. It is the usual experience of the employers that local people do not work in the hotels and trained hands leave their jobs to take up employment elsewhere in bigger hotels. Hence there is shortage of hands and the additional requirements of employees in these lines are assessed as follows:

	1980-84	1985-89
Supply-cum-tea maker	1000	1500
Cooks	300	600
Assistant Cooks	300	600
Management including billing and accounting	100	150

Leaving aside the requirements of cooks, assistant cooks, tea makers etc. which cannot be met out of a course on 'Cafeteria Service' it can be seen that the employment potential of other categories comes to about a hundred during the next five years. But starting a course on Cafeteria Service in Palghat district is not recommended for want of facility centres.

(2) *Library Science*:—A course on 'Library Science' can be introduced under the vocational stream in one of the local colleges since the prospects of employment of successful candidates are bright. But the assessment is based on conditions stipulated earlier. The high schools should have the posts of qualified librarians since the libraries in the schools are managed by teachers on a part-time basis receiving a small honorarium of Rs. 25 a month. So also the other libraries under different agencies should be made resourceful enough to accommodate qualified librarians. This is expensive but useful and employment oriented. The number of libraries functioning in the district are indicated below:

District Central Library	1
Branch libraries under Local Library Authority	6
Rural libraries	11
Libraries run by Grandhasala Sanghom	240
Libraries in high schools	104
„ technical institutions	11
Colleges including technical colleges	10

This course can be started in the Victoria College at Palghat with a batch of 40 students since the library in the college can be considered as a facility centre for practical training and guest lectures.

(3) *Pharmacy*.—According to the President, Chemists and Druggists Association, the present requirements of Pharmacists at the all-India level is 15000 while the annual out-turn is only 3500. There are more than one lakh retail pharmacies, 15000 hospitals and dispensaries, 45000 primary health centres, 20000 dentists etc. in India. Almost all these require at least one pharmacist. The number of institutions are increasing day by day.

The number of medical shops increased from 83 in 1970 to 132 in 1979 in Palghat district. Five more shops will be opened shortly. In the existing shops most of the Pharmacists are retired hands and many receive their monthly pay purely for permitting the dealer to exhibit his licence in the shop. The opening of new shops are held up only because of shortage of pharmacists. Due to shortage of Pharmacists their remuneration has increased considerably. The present pay of these hands in medical stores is stated to be ranging between Rs. 400 to Rs. 600 a month plus tea expenses. Up to 1969 persons having working experience in medical stores were given licences as Pharmacists. This system was stopped and posting of qualified hands was insisted upon. The Association and the dealers desire to start a course on pharmacy in Palghat district and they are willing to extend full co-operation for giving the selected candidates practical training and apprenticeship in the medical stores. But there is no medical college to be considered as a facility centre to facilitate practical classes and expert lectures. It can very well be concluded that the job potentialities for this category are bright in this district and a good number of the successful candidates can be absorbed in Palghat. The requirements of these hands are assessed to be around 250 for the next five years. Further, there is heavy demand for pharmacists in other states in India and in foreign countries especially in the gulf regions.

(4) *Insurance*.—Discussions with the Branch Managers of Palghat and Ottappalam revealed that there is little scope for employment as office staff like Assistants and Accountants in the Life Insurance Corporation of India for students coming out of the proposed course on Insurance. They recruit only graduates but that does not take place for the last so many years for want of vacancies and the stray vacancies which occur are generally filled up by transfer from other zones in India. But the possibilities of absorbing them as agents are bright and encouraging. The minimum qualification to secure an agency in the urban areas is S.S.L.C. and 8th standard in the rural areas. The remuneration depends upon the work turned out and the agents usually earn more than what the others get in the office as paid employees. The Branch Managers narrated instances where the employees resigned and preferred to be full-time agents when the Life Insurance Corporation discontinued the practice of allowing their staff to work as part-time Agents.

The Corporation has a proposal to start career agency system where the selected incumbents will be given stipends for two or three years. The L.I.C. holds the view that the candidates will be able to manage themselves after a period and their monthly earnings will be attractive. With this background a vocationalised course on Insurance can be started in this district and the successful candidates can choose a career as L. I. C. agent or join the career agency system. The potentialities are high and hundred to hundred and fifty can secure the agencies in a short span of two or three years. The course can be started in one of the colleges in the district for a batch of 30 to 40 students and the Branch offices will be able to provide practical training and classes and arrange expert lectures on the subject since there are a good number of qualified hands in these offices.

(5) *Combined course on Secretarial practice, Commercial Correspondence, Stores and Purchase procedures, Salesmanship, Accountancy etc.*—In order to assess the potentialities of employment for those who take up this vocationalised course, the chamber of commerce, retail merchants association, piece goods merchants association, jaggery merchants, fruits and vegetables merchants associations, chemists and druggists association, hotels and restaurants owners association, the chartered accountants and other public men in the field were contacted to obtain their views and suggestions in the matter. The wholesalers in the big bazaar, Palghat and other taluk headquarters require at least one Assistant knowing commercial correspondence, typing stores and purchase procedure and accountancy. Most of these requirements are at present met out of retired personnel or relatives of the owners of the business. According to the President and Secretary of the Chamber of Commerce the anticipated additional requirements would be around 300 over a period of 5 years and 500 for ten years. The remuneration for the present incumbents ranges between Rs. 200-300 plus a tea allowance of Re. 1 a day.

The retail merchants do not have regular employees in their establishments. They do not require trained hands as salesmen but require hands who know commercial correspondence and accountancy. At present these requirements are met on a contract basis, one man doing the job for a few shops getting Rs. 50-100 from each shop. Retired hands do most of these engagements. If the trainees coming out of the vocationalised course can enter into the field there is scope of involvement of about 50 persons, earning attractive monthly remunerations. But this cannot be considered as a workable thesis in connection with the introduction of a vocationalised course.

The piece goods trade welcome the introduction of such a course since the prospects of employment of these trainees are bright. Eight wholesalers each one having a manager and a few salesmen and near about 70 retail shops employing billing clerks, accountants and salesmen are functioning in Palghat district. These employees never stick on to their jobs continuously since they are always after better jobs and emoluments in bigger establishments. There is a continuous flow of trained hands to Coimbatore creating vacancies in Palghat district and at the same time inconveniences to the manager ents. Such changes of hands occur four or five times a year in an establishment. The remuneration of these employees is in the range of Rs. 250-500 p.m. plus tea allowance up to Re. 1 a day. So also the Chemists and Druggists employ at least one person in each store for maintenance of accounts and to do the correspondence.

Another contributing factor to the possibilities of employment for those people who undergo this course is the rice mills where also proper accounts have to be maintained. There are about 400 rice mills in the district and the Rice Mill Owner's Association expressed the view that a good number of these successful candidates can seek employment towards the vacancies arising in these mills every now and then. The Jaggery merchants, fruit dealers and the hotels and restaurants do not provide enough scope for employment to this category of job seekers. The concerned associations also hold the same view.

The job potentialities may be estimated to be ranging between 250 to 300 for the next five years and the district as a whole welcomes the introduction of such a course. This may be started for a batch of 50 students either at the Victoria College, Palghat or at the Government College at Chittur. The Chamber of Commerce and the Chartered Accountants have promised to extend their whole hearted co-operation for making arrangements for practical training and occasional expert lectures, if a course, on these subjects is introduced under the vocational stream in Palghat area.

MALAPPURAM DISTRICT

Malappuram is one of the most backward districts of the State. It was formed in 1969 merging the portions of erstwhile Palghat and Kozhikode districts. The population is mostly agrarian and the literacy percentage is very low. It is only 48 as against the State average of 62 per cent. The enrolment of students in the secondary sector is only 2266 per lakh of population against the corresponding figure of 5054 for the State. Industrially also the district is backward. This is indicated by the fact that there are only 376 factory workers per lakh of population as against the State figure 4177. The backwardness is attributable to insufficient exploitation of local resources, material, human and financial, lack of irrigation facilities, communication facilities and electricity and above all educational backwardness. With this background in view the possibilities of introduction of various courses under the vocational stream has to be examined and recommended.

Based on the discussions with the officials of various departments, representatives of Merchants' associations, Hotel and Restaurants Association, Life Insurance Corporation of India, bank officials and industrialists and on the enquiries conducted at the various establishments in the district by the investigating officers the potentialities of employment for those who take up some vocationalised courses were assessed. The possibilities of starting some vocational courses in the district were also examined in the above background and the findings are recorded below.

(1) *Cafeteria Service under Tourism and Receptionist.*—The hotels and restaurants in Malappuram district are mostly not having the services of trained personnel. Most of them are below the S.S.L.C. standard and some are even illiterates. The hotels and restaurants association welcome the employment of trained hands but at the same time they are sceptical about their capacity to employ trained hands since they may have to be paid more. But investigations reveal that the number of hotels with reasonable standard are very few and hence the possibilities of employment are not bright. The assessment goes up to only 50 over a period of ten years which is not worthwhile for considering the introduction of a vocationalised course on Cafeteria service in this district.

(2) *Combined course on Secretarial practice, Commercial correspondence etc.*—This combined course is considered to be employment oriented. Those who come out successful in this course can secure jobs both inside the district as well as the State and outside the country especially in the West Asian countries. A good number of young men from all walks of life in this district have gone to West Asia seeking employment. The general contention is that if the people going out are trained in these lines, mentioned in the combined course, so as to manage the mid level office work both in the public and private concerns in the Gulf region a good number can secure lucrative employment over a period of years. Within the district, the trade circles, the industrialists and the co-operative sector held the view that around 290 candidates can seek employment in their establishments during the next five years.

Trade and commerce sector	..	150
Industrial sector	..	90
Co-operation	..	50
		290

There are about 600 registered small scale industries in this district at present as categorised below:

1. Agro-based industries, oil mills, starch factories, defibering units etc.	155
2. Wood based industries, saw mills, splints and veneers, plywood etc.	126
3. Leather units, chappals etc.	13
4. Textiles	12
5. Chemicals	30
6. Engineering units	52
7. Mineral-based industries	27
8. Miscellaneous	185

There is also a proposal to start 700 new units during the next four years according to the officers of the district industries centre. For the co-operative sector to accommodate the candidates of the combined courses elements of co-operation should also be included under the syllabus. The qualification now prescribed for appointment to the posts of clerks, junior accountants and salesmen is junior diploma in co-operation.

A course on this under the vocationalised stream can be started in one of the colleges at Malappuram or Manjeri for a batch of 50 students.

(3) *Library Science*—There are 63 high schools and 2 training schools in this district at present. Moreover Government have accorded sanction to start another 13 high schools during this year. There is no post of a qualified Librarian in any of these schools. The educationists express the view that the creation of a post of a Librarian in these schools is a necessity for the proper functioning of the libraries in the schools which may benefit the students to a considerable extent. The introduction of a course on Library Science is welcomed by one and all but the potentialities of employment entirely depend on the action taken in this regard by the Government. This course can be started in one of the colleges in this district and the College Library can be considered as a facility centre for practical training as well as guest Lectures.

(4) *Pharmacy.*—There is no possibility of introducing a course on pharmacy in this district for want of a facility centre. The medical colleges alone can provide the necessary facilities for practical classes and expert lectures. When we consider the potentialities of employment as regards this course they are also not much pronouncing. Near about a hundred dealers in medicines and drugs function in Malappuram district. There is definitely shortage in pharmacists but the estimates on job opportunities come up to only 25 numbers for the next 5 years in this district.

(5) *Insurance.*—300 L. I. C. agents are at present working in this district. They are given a short term training of three weeks after they are appointed. The Development Officers help them to carry out their duties. This short term training does not provide adequate knowledge of the rules, regulations and functions of the L. I. C. of India. If adequately trained hands come to the field the business of the L. I. C. will considerably increase. It is estimated that 350 L. I. C. Agents more are required during the next five years in this district.

The Agency system is alone mentioned above since there are no prospects of employment in the offices. Vacancies are few and the stray vacancies are filled up by the transfers from other districts.

A vocationalised course on Insurance can also be started at Malappuram for a batch of 40 or 50 students and the branch offices will provide necessary facilities for practical training and guest lectures.

IV. POTENTIALITIES OF EMPLOYMENT IN OTHER DISTRICTS

Even though the Government are contemplating to start feasible vocationalised courses for the present in a few selected districts depending upon the possibilities of employment for those who take up this vocationalised courses the committee felt the necessity to assess the employment potential for the selected courses in other districts also since the successful candidates can secure jobs throughout the State. Hence the same processes of the survey in a limited sense were entrusted with senior officers of the Bureau of Economics and Statistics in Quilon, Kottayam, Trichur, Kozhikode and Cannanore districts also mainly to assess the feasible courses out of the recommended list of courses. No specific worth-considering variations are seen among the districts about the adaptability of selected courses. As is seen from the previous pages mostly the courses found suitable for introduction under the vocationalised stream in the selected six districts could secure employment for the successful candidates in other districts also. Cafeteria management under Tourism and Receptionist, the combined course of Secretarial practice, Commercial Correspondence, Accountancy etc., Library science, Insurance, Pharmacy are acceptable to these districts also and the employment potential out of these courses in these districts is encouraging subject to variation in intensity of employment.

In Quilon district, the possibilities of all these vocations were explored by holding detailed discussions with the personnel officers of most of the major concerns in the district, the General Manager, Industries Centre at Quilon, a few associations of Export and Import trade, Bank officials, Commercial concerns, Life Insurance Corporation of India, Kerala Travels, important hotels, major private hospitals, drugs control inspectorate etc.

The scope of vocations under Tourism and Receptionist is very limited in Quilon district. The Kerala Travels (Branch) and other agencies could not give any prospective and encouraging indications as to the job opportunities in tourism. Pampa, Kakki, Palaruvi, Anchencoil are centres of tourist attraction in the district but they do not provide appreciable scope to create employment at varied levels. So also big hotels and catering houses of high standard are few in this district when compared to Trivandrum, Ernakulam or Kozhikode. Still there are possibilities to employ a few candidates annually who undergo appreciable training in cafeteria service at the lower and middle levels replacing the untrained and uneducated who occupy these positions in most of the establishments. The desire to improve the hygienic standard in hotels and catering houses and serving to the customers on the part of the owners of these establishments is a welcome change and this will create avenues of employment to the properly trained. But the progress is slow and the crude estimates of job opportunities out of a course on cafeteria service come to only ten to fifteen hands a year.

Pharmacy.—There are 97 Government hospitals and dispensaries and 16 indigencus institutions in Quilon district. In the private sector the number is about 109. Licensed drug stores are increasing day by day. Dispensing of medicine in hospitals, dispensaries and these medical stores is the main function of a Pharmacist. Diploma in pharmacy is the accepted prescribed qualification for this job. Registered Pharmacists who have secured registration from the Pharmacy Council are also attending to this job. As per the provisions contained in the amendment recently made in the pharmacy registration Act, the registered Pharmacists and others will not be allowed to function as Pharmacists after September 1981. Thereafter only qualified hands will be allowed to practice as Pharmacists which indicate that there will be dearth of hands to man the drug stores and other institutions. If a vocationalised course on pharmacy accepted by the pharmacy Council of India is introduced the successful candidates can replace the unqualified hands and also fill up the vacancies newly arising. Reliable estimates indicate that around 150 hands could be absorbed during the next five years in this district.

Library Science.—Though library movement had gained considerable momentum in Quilon district during the last few years the scope for jobs in this direction has not expanded much. Now there are 18 colleges on the various parts of the district and one public library and one municipal library at Quilon. These institutions are properly manned at the top and to some extent in the mid level. Then there are the high school libraries functioning with the part-time services of the teachers and the Grandhasala Sanghom libraries working with not properly qualified hands. If future development programmes envisage well maintained libraries at the schools and at the taluk and panchayat level not only to serve the educational, cultural and vocational needs of schools and colleges but also to cater to the wider needs of the public both in the urban and rural areas the library service offers considerable scope to certificate holders at the Pre-degree level. If the Government come forward to create a post of a Librarian in each high school and offer to render necessary assistance to mobilise resources for other libraries also it can very well be assessed that near about 250 qualified hands can secure employment in the library science over the next five years.

Insurance.—The Life Insurance Corporation of India do not provide avenues of employment of office staff since recruitment had been stopped since 1963. But the agency system prevails and the chances are bright and attractive. It is self-supporting but the reward depends upon the hard work one does. A properly trained and enthusiastic worker can earn much more than what an Assistant or a Clerk or a Superintendent earns in the office. Requirements of insurance agents is estimated to be around 200 over a period of five years. But more than ten percent of the agents are thrown out annually on account of non-fulfilment of targets.

Combined course of Secretarial practice etc.—Job opportunities are open to appreciable extents but the demand cannot contain the supply which is growing fast. Suitable hands are available in plenty at the Employment Exchanges and outside. It may be pointed out in this connection that in most of the concerns these people are taken in for clerical work but they are trained to suit particular vocations when necessary. More qualified hands are in plenty especially in the southern parts of the State to suit the situations and before these people are accommodated to a certain extent it may be difficult to secure jobs for trained hands at the + 2 stage level. The system is good, job opportunities are open but the accommodation of better qualified persons in the line creates the bottlenecks. Hence the Investigating officers hesitate to provide even a crude estimate of the job opportunities of this category in the district.

KOTTAYAM DISTRICT

Investigations in Kottayam district reveal that job opportunities are there to a limited extent for those who take up vocationalised courses in Library Science, Pharmacy, Insurance and the combined course. The courses on Tourism and Receptionist (Cafeteria Service) Journalism do not provide much scope for engagement of trained hands at the + 2 stage. The big and small hotels and catering houses are not engaging trained hands as receptionists and the scope of engaging such hands seems to be not bright since the development of Kottayam and other towns is very slow. The categories of posts requiring Journalism as a special qualification are the following :

1. Chief Editor
2. News Editor
3. Chief Sub-Editor
4. Sub-Editors and Reporters

Direct recruitment is generally made to the fourth category while others are considered to be promotion posts. The minimum qualification required for the 4th category is post-graduation.

A certificate course on Library Science for a period of 4 months with practical training for 37 students selected out of 800 applicants is being conducted at present in the Public Library at Kottayam. The selected candidates included fresh hands (S.S.L.C. pass and Graduates) as well as persons working as Librarians in Municipal and Panchayat libraries. Trained hands are very few in these institutions and most of the present incumbents go on with work experience. There is enough scope for qualified hands to be absorbed in the various libraries including the high school libraries which come to about 172. The number of other libraries is about 400. A full-time post of Librarian can be created in each high school.

There are about 200 medical shops in Kottayam district. The annual rate of increase in the number of medical shops is around 10-15. Taking into consideration the replacement requirements also the estimates of absorption of qualified hands will be around 20 annually.

In the insurance sector what holds good in other districts is applicable to Kottayam also. In addition to the general insurance the non-traditional sector covering fire, marine, motor and other miscellaneous items will altogether definitely provide avenue of agency to a hundred persons every year. In the Government College at Nattakom a batch of 25 students are given training in insurance and salesmanship at the Pre-degree level. The course was started in 1975 and according to the Principal the persons who took up this course are faring well in their business and now they are earning attractive incomes as Insurance Agents.

As regards the potentialities of employment of the combined course consisting of Secretarial Practice, Accountancy etc., it is found that there is enough scope for absorption of trained and other qualified hands in the business concerns and other establishments with special reference to taxation processes. It is estimated that 50 candidates can secure jobs every year in this sector.

TRICHUR DISTRICT

In Trichur district the potentialities of employment for those who take up the vocationalised courses are seen for Library Science, Insurance and Pharmacy and to a certain extent for the combined course. Trained hands under the Cafeteria Service are being absorbed only at Guruvayoor Tourist Corporation Rest House while all the others prefer people of experience.

The 17 Colleges and 171 high schools in the district as well as other libraries can accommodate trained hands in library science provided the Government creates a post of librarian in each high school and render necessary assistance to increase the resources of other libraries. Really there is dearth of qualified hands at the middle and lower levels which could be filled up by the successful candidates coming out of the course. Over a period of 5 years near about 250 candidates can secure employment. Under the Insurance sector there is every possibility of securing 50 agencies every year. The job opportunities for Pharmacists are bright in this district. Every year more than 25 new medical stores are started. There is regular flow of money from the gulf region which solves the question of finance. Replacement requirements and the opening of new drug stores provide avenues of employment to Pharmacists for about 30 to 35 hands a year.

KOZHIKODE DISTRICT

Overall assessment of the job opportunities under various vocationalised courses included in the list the combined course is preferred most by the industrial concerns and other entrepreneurs in Kozhikode district. The employers seek the services of a person who could be put to all sorts of assistance in their offices. The moto is to extract the maximum out turn with the minimum number of staff members. They have their own modes of recruitment and training is imparted to the selected personnel to suit the requirements. But there is no chance of

switching over the correspondence from English to the regional language in the near future. Standard of English has to be maintained. Most of the entrepreneurs in this district are of the view that the S. S. L. C. standard of English does not suffice for carrying out the work in a firm and so the proposed vocationalised course may be introduced for graduates or atleast for Pre-degree holders. With the above pre-conditions the assessment on the job opportunities for this category of workers was made. Twenty to Twenty-five candidates could be absorbed every year.

Cafeteria Service.—In Calicut there are a good number of hotels and catering houses of which four maintain a very good standard serving all kinds of dishes, Indian, continental and Chinese. They also provide better lodging facilities like air conditioned rooms, cottages etc. According to them there is shortage of hands especially trained personnel at all levels of management. They give necessary training to the raw hands at present but it is strenuous and expensive. They feel that the standard of English is poor and this has to be made up so as to equip them to deal with the foreigners. So also there is a continuous flow of all sorts of personnel to the gulf countries, including cooks, where trained and qualified hands can secure good jobs and emoluments. Employment opportunities are bright for those who take up a course on cafeteria service and it is assessed that near about 250 hands could be absorbed over a period of five years without difficulty.

Library Science.—It depends upon the initiative from Government whether the qualified hands under Library Science secure job opportunities. Everybody points out the necessity of posting a full-time librarian in the high school libraries which are at present managed by part-time service of the teachers. It could be done on a phased manner and about 150 qualified hands could be absorbed over the next five years.

A course on Journalism at the + 2 stage is not favoured by the dailies and weeklies since the contribution from the candidates may not be much owing to deficiency in English. Generally Post-graduates or graduates with academic brilliance and a course on Journalism are recruited to take up the job.

Pharmacy.—Employment opportunities are bright and encouraging for successful candidates in a course on Pharmacy both in the State and outside especially in the gulf countries. Pharmacies are being set up and their number is increasing fast. It nearly doubled during the last three years (163 to 316). These drug stores are mostly manned by people of experience and not by qualified personnel. Replacement requirements coupled with the new openings bring forth good demand for Pharmacists which may be estimated at 40 vacancies per year.

Banking including forwarding and clearing.—There are nearly 17 companies doing export business in various items. They have got their agents at Cochin and here they are only transporting their goods to Cochin since the shipping facilities are meagre at Calicut. Since all the correspondence is in English they fear that the S. S. L. C. candidates may not be in a position to carry out the job requirements. So also they feel that the S. S. L. C. holders are not mature enough to take up the work connected with forwarding and clearing. Job opportunities are few in this district.

CANNANORE DISTRICT

Tourism and Cafeteria Service.—This district does not boast of any tourist attractions and hence the scope of employment is very limited. As for the hotel industry there are about ten good hotels at the district headquarters and half that number in the various taluks. None of these establishments have any scope or plan for further expansion and hence absorption of trained hands in the future is very limited. But plans are ahead for a few new hotels which will require trained and qualified personnel for mid level and lower levels of management. The requirements of trained personnel under Cafeteria Service in this district could be put at 75 for the next five years.

Library Science.—There is good scope for qualified persons in this field. At present there are 40 libraries under the Local Library authority, 501 libraries affiliated to the Kerala Grandhasala Sanghom and 120 panchayat libraries in the district. Almost all these libraries are at present manned by untrained persons. A library requires one Librarian and one or two Assistance. In this context if these libraries are properly organised and made resourceful, it is possible to absorb a large number of properly qualified persons. The present incumbents are paid only small honoraria. In addition to the above, the high school libraries which are run at present by part-time services of teachers, could be put under a qualified librarian for catering the needs of students and teachers in a better way. This could be done on a phased manner provided the Government takes a favourable decision in this matter and the job opportunities could be placed around 250 over a period of five years.

Insurance.—A course of training in the insurance sector does not guarantee job opportunities in the offices of the Life Insurance Corporation of India and the General Insurance companies. Because of the considerable increase in insurance business agency system becomes attractive and there is enough scope for absorption of agents. If they are properly trained and work conscious they can earn attractive monthly incomes without difficulties. The L. I. C. could provide agencies to atleast 50 trained hands annually.

Pharmacy.—In the existing pharmacies there is no scope for any expansion and further absorption. But on an average some two to three drugs and medical stores are being set up every year which require one Pharmacist and three or four Sales Assistants in each store. Thus about 50 hands including Pharmacists and Salesmen would be required for the next five years.

Combined course on Secretarial work, commercial correspondence etc.—Trained hands in this combined course are required in the commercial establishments, business houses and various industries. The entrepreneurs try to employ the minimum number and try to extract the maximum turnover. So persons trained in this combined course are required so as to put them in charge of all kinds of work connected with the management. Annual requirements can be put around 30 hands in this district. When there is no scope for full employment, the business houses may offer part-time jobs to those trained hands. One can work in two or three establishments on a part-time basis and earn more. Then the requirements will be more.

V. VIEWS AND SUGGESTIONS OF SELECTED PERSONALITIES

According to the directions contained in the G. O. appointing this Committee to study the feasibilities of introduction of selected courses to the vocational stream, the Committee decided to contact important personalities of various walks of life in the selected districts for discussions to obtain their views and considered suggestions over the introduction of vocational courses. This is considered to be the second stage of operations in connection with the conduct of the district-wise survey on vocationalisation of higher secondary education. The district-wise survey has its limitations since it is obtaining only quick estimates on the job potentialities of selected vocationalised courses framed out of contacts and discussions with selected concerns in the line. Because of the time factor it was not possible to conduct a census of the various trade and other establishments to frame reliable estimates of job opportunities under various courses meant for vocationalisation. Purposive selection of establishments was done for contacts and estimation of demand. In order to cover up the deficiencies if any discussions were arranged with important persons of administrative eminence, experts both on the teaching and professional lines, businessmen, industrialists, bankers, agriculturists, representatives of various associations and organisations, Co-operative establishments, Life Insurance Corporation of India, etc. The Committee interviewed District Collectors, Assistant Collectors, Deputy Collectors, Principals and Professors of various technical as well as academic institutions, Port Trust Chairman and his staff, University librarians, L. I. C. Branch Managers, Presidents and Secretaries of Chambers of Commerce and Industry, Druggists and Chemists' Association, Hotel and Restaurant Owners' Association, etc.

Most of them generally welcomed the introduction of specific courses under vocationalisation but a few expressed concern about the job potentialities especially at this stage when thousands of graduates and post-graduates are waiting in the queue to secure some sort of employment and about the capacity of the candidates at the + 2 stage with the training to compete with the highly qualified generalists. Another point raised is that whether a pass in the vocationalised course may be considered as something above the general qualifications, graduation and post-graduation. It was pointed out during the interviews that the present standard of English language of the S. S. L. C. candidates does not suffice to cope up with the situation in terms of correspondence and personal contacts. No switch over to required language is envisaged in the near future in commercial correspondence especially in dealings with other States in India and foreign countries. Further it is doubted whether a boy or a girl of 17 years even after the vocationalised course will be mature enough to do justice to the various responsibilities thrust upon the incumbent. The District Collector, Ernakulam suggested to consider the introduction of the vocationalised courses after the Pre-degree level instead of at the + 2 stage level taking into consideration the standard of English and maturity to shoulder the responsibilities. The Port Trust Chairman welcomed the starting of a course on 'Port Operations Management' instead of having one on Banking including Forwarding and Clearing. He expressed the view that job opportunities for the successful candidates are bright and a good number can secure jobs in the Port Trust itself as there arises a number of vacancies every year. So also the export houses and clearing and forwarding agents can absorb a good number.

The Branch Managers of Life Insurance Corporation of India at various places welcomed the idea of introducing a vocationalised course on Insurance since it will definitely provide job opportunities for successful candidates as Agents which may earn them attractive monthly income. It is some sort of self-employment, the success of which depends upon the hard and sincere work turned out. Vacancies in the office set up are few but the agencies will provide more than what is earned by office Assistants and other personnel.

The Secretary of the Cochin Chamber of Commerce Shri P. Sethuraman while welcoming the introduction of various vocationalised courses and extending his good offices suggested to consider the possibility of starting a course on 'commercial arts' which is in very high demand in all the business circles, commercial arts cover business propaganda, advertisements and canvassing through cinema slides, models, displays, etc.

The all Kerala Hotels and Restaurants Association stressed the need of discipline among the candidates who take up vocationalised courses especially in Cafeteria Service. Shri P. Kerala Varma Raja, the President of the Association and Shri J. Jacob, Principal of the Food Crafts Institute at Kalamassery viewed it as inconvenient to start a course on Cafeteria Service in the Colleges at the Pre-degree level along with the other academic courses since the general college atmosphere may not be suited for the purpose. Since this is job-oriented and requires close attention and discipline, it is better to start the course separately either at the Food Crafts Institute itself by expanding its activities or in a separate building.

The General Manager of the District Co-operative Bank at Alleppey suggested to include the provisions contained in Rule 186 of the Co-operative Societies Act, 1969 in the combined course suggested by the Committee consisting of Secretarial Practice, Commercial Correspondence, etc. The rule insists a training in co-operation for appointment in co-operative societies and other institutions. Basic knowledge in co-operation, banking, rural economics and accountancy would be enough for new entrants to the co-operative institutions. This would help the candidates to secure jobs in the co-operative institutions where a good number of vacancies arise every year.

The University Librarian at the Cochin University welcomed the suggestion to start a vocationalised course on library science at the + 2 stage since the successful candidates could fill up the vacancies at the mid-level in the Universities and the colleges as well. According to him there are about thirteen vacancies in the University Library itself and more vacancies are likely to occur consequent on the expansion of the library. The University Library itself could be utilised as a facility centre for practical classes and training and expert lectures could be arranged periodically by himself and his staff members. Mr. U. V. John, Principal, New Man's College, Thodupuzha also welcomed the course on Library Science and opined that there are potentialities of employment. The college library has a collection of 30,000 books and it can be used as a facility centre if a course is started in the college.

The Collector in-charge at Idukki, Shri P. Gopalakrishnan Nair, in particular reference to the nature and resources of Idukki District expressed the view that a course for 'Field Supervisors' would be suitable for the district which will secure jobs for the candidates in the various estates and companies like the Tata-Finlay could provide the necessary facilities for the conduct of practical classes and training.

Another important suggestion put forth by individuals and various associations is to consider the feasibility of starting a separate centre for vocationalised courses instead of having different courses at various colleges at the + 2 stage level so as to bring in a sense of professionalism and discipline in the college atmosphere. For the present a centralised place may be located to start a 'Regional Institute of Vocationalisation' introducing the recommended courses with single batch of 40 to 50 students for each course. All the courses will be under one roof under the Principal and Specialists for each selected subject. Expert Lectures could be arranged periodically from experts in the field on payment of honorarium for extra work. Reviewing the situation the expansion possibilities and starting of new regional centres could be considered later. The recommendation seems reasonable and workable provided the expenses work up to reasonable limits when compared to the costs in the setting up of the courses at the various colleges. The final idea is to have three Regional Institutes for vocationalisation at Trivandrum, Ernakulam and Calicut.

The question of providing district-wise representation for admission to various courses is also raised during the discussions with individuals and associations. They fear that backward districts may not get enough representation if the selection of candidates is done on the basis of State-wise merit alone. But this is a policy matter and is to be decided at the highest level.

ACKNOWLEDGEMENTS

The Chairman and the members of the Committee feel duly bound to express their gratitude to the distinguished personalities they interviewed, individually as well as through arranged forums for the valuable services they have rendered to the Committee by meaningful discussions and offering valuable suggestions for the proper introduction of the vocationalised courses. We are specially thankful to the Cochin Port Trust Chairman Shri U. Mahabal Rao, the District Collector at Ernakulam Shri Philipose Thomas, the Secretary, Cochin Chamber of Commerce and Industry; Shri P. Sethuraman, the Principal of the Food Crafts Institute; Shri J. Jacob, the President of the All Kerala Hotel and Restaurants Association, Shri Kerala Varma Raja, and the L. I. C. Branch Managers at Alleppey and Palghat; and Shri Syedkhan, Managing Director, Kerala Tourism Development Corporation, Trivandrum, for their active participation in the discussions and their valuable suggestions. We also take this opportunity to express our gratitude to the representatives of various associations, Principals of Colleges, Officers and public men who have contributed much to this cause. The officers of the Bureau of Economics and Statistics, engaged in the conduct of the district-wise survey on vocationalisation deserves special mention in this regard for the timely successful completion of the survey in spite of their engagement in the multifarious routine activities of the department. We congratulate them and at the same time thank them too for the sincere services they have rendered to the Committee.

VI. SUMMARY

The Government of Kerala constituted a Committee with the Director of Public Instruction as Chairman to examine all aspects connected with the vocationalisation of education at the + 2 stage and make suitable recommendations. The Committee submitted its recommendations to Government but could not conduct a district-wise survey to assess the existing facilities and potentialities of employment for those who take up vocationalised courses. Hence Government vide their G. O. R. 225/79/H. Edn., dated 5-2-1979 entrusted the work to another committee under the Chairmanship of Dr. P. A. Nair, Director, Bureau of Economics & Statistics, Trivandrum. In a later communication Government accepted the recommendation of the Committee to co-opt Shri R. Gopalakrishnan Nair, Joint Director of the Bureau as Member-Secretary to the Committee. The Committee was asked to conduct the survey in six districts of the State, Malappuram and Palghat in the north, Ernakulam and Idukki at the centre and Alleppey and Trivandrum in the southern region. Since the vocationalised courses will secure job opportunities for the successful candidates in other districts also, the Committee decided to assess the potentialities of employment under the various courses in all the districts of the State. The former Committee had recommended three types of courses for introduction at the various stages of education, the school sector, the higher secondary stage and the Pre-degree level. At the + 2 stage no higher secondary system of education exists at present in the State sector. So the Committee concentrated its attention on the courses suggested to be introduced at the Pre-degree level. Examining the merits and demerits of the 20 courses included in the list in detail it was finally decided to give priority for investigations on the following courses only since it is felt that the potentialities of employment in the areas of other courses are comparatively low :

- | | |
|---------------------------------|--|
| 1. Secretarial Work | 7. Banking including Forwarding & Clearing |
| 2. Tourism & Receptionist | 8. Library Science |
| 3. Commercial Correspondence | 9. Journalism |
| 4. Stores & Purchase Procedures | 10. Insurance |
| 5. Salesmanship | 11. Pharmacy |
| 6. Office Procedures | 12. Accountancy |

During its deliberations at Ernakulam on 4-4-1979 the Committee accepted the suggestion of the special invitees to the sitting of the Committee to introduce a new course for consideration combining a few of the above courses since it will be more acceptable to the public and job-oriented too instead of individual introduction where there may not be much for a two-year course of study. The combined course includes, (i) Secretarial Practice, (ii) Commercial Correspondence, (iii) Stores & Purchase Procedures, (iv) Office Procedures, (v) Salesmanship, and (vi) Accountancy. Another view arisen out of the deliberations relates to a course on 'Cafeteria Service' which forms part of 'Tourism and Receptionist'. This was also accepted.

Considering the seriousness of the investigation the conduct of the district-wise survey was entrusted with the district and regional level officers of the Bureau of Economics and Statistics on payment of honorarium to these officers. Two officers would be required in each district except Ernakulam where in view of the heavy work involved four officers were considered necessary for the timely completion of the survey. The period of the survey was fixed to be two months and it was started from 5-4-1979 onwards. The investigations involved contacting various institutions connected with the courses to be introduced, discussions with the officers and representatives of various firms, banks, associations etc., and framing of estimates of employment opportunities over a period of time. It also included location of facility centres as well as institutions for introduction of the feasible courses. Schedules were prescribed for the conduct of the survey and explanatory notes were prepared and circulated to the officers engaged in the survey which might be used as guidelines for the proper conduct of the survey.

The survey results reveal that the following courses, if introduced into the vocational stream have potentialities of employment :

- (1) The combined course (Secretarial Practice, Commercial Correspondence, Stores & Purchase Procedure, Office Procedures, Salesmanship and Accountancy)
- (2) Cafeteria Service (evolved out of Tourism & Receptionist)
- (3) Library Science
- (4) Pharmacy
- (5) Banking including Forwarding & Clearing (Port Operations and Management)
- (6) Insurance

The combined course is found to be generally acceptable since it will provide a second line of assistance to the entrepreneurs and other heads of offices and firms. Cafeteria Service is a course evolved out of Tourism and Receptionist, meant to train candidates to serve as Receptionists as well as 'Counter Servers' in hotels and restaurants. There is dearth of hands and the prospects of employment are bright. Under this course, Book-keeping, Accountancy, Telephone operation, Counter service, Billing etc., will be included. Preparation of selected dishes can also be included but it depends upon the suitability of the institution where this course has to be introduced. Recurring expenses will be more and the disposal of the prepared items should not create problems. Library Science offers potentialities of employment provided Government come forward with a helping hand. High School libraries need a full-time librarian and the post of a librarian can be created in each High School. So also libraries under the local library authorities in the district and the libraries functioning under the Grandhasala Sanghom provide enough scope of absorption of qualified hands if their resources are improved to maintain librarians. The University libraries and the colleges also require hands for mid-level and lower level managements in the library. The scope of employment is very large but at the same time it is expensive. But a course on this with a limited number of admissions can be started for the present to fill up the requirements of the Universities and other public libraries.

Pharmacy is another attractive course which provides avenues of employment for those who take up the course for vocationalisation. According to rules there should be a Pharmacist in each drug or medical store. This rule will be strictly enforced by 1980 or 1981. The demand for Pharmacists at the All-India level extends up to 15,000 to 20,000 while the supply is only around 3,500. It is also known that the Pharmacists are in good demand in the Gulf countries and qualified hands in this course can easily secure jobs in those countries. The Druggists and Chemists' Associations also welcome the starting of a course on pharmacy. The permission of the All India Pharmacists Council is necessary for starting such courses. This can be started at places where Medical Colleges exist for utilising them as facility centres.

Banking including forwarding and clearing is a useful course specially suited to places like Cochin where port operations take place. This can very well be termed as 'Port Operations and Managements'. The candidates can secure jobs in the Port Trust as well as in the offices of the Forwarding & Clearing Agents.

Insurance offers job opportunities only in agencies under the Life Insurance Corporation of India and the General Insurance. Vacancies are few in the offices and no recruitment takes place in recent years. But according to experienced persons and officials of the L. I. C. of India Agents are in good demand and the trained and enthusiastic workers earn more than what the officials get as pay and allowances. It is a flourishing self-employment yielding attractive monthly incomes. A course on Insurance can also be brought under vocationalisation.

District-wise assessment on the feasibilities of starting particular courses under the vocationalised stream and their potentialities of employment are summarised below indicating the institutions where these courses can be started and also the facility centres which can be utilised for the conduct of practical training classes to be arranged periodically. Guest lectures can also be drawn out of these institutions on extra payment basis.

TRIVANDRUM DISTRICT

Library Science, the combined course and pharmacy are the three courses identified for introduction into the vocational stream in Trivandrum district. Under the Library Science the job opportunities are estimated to be 350 over a period of five years taking into consideration the necessity of providing a full-time Librarian in each High School also. A course on Library Science for a batch of 50 students can be started in the Arts College, Trivandrum and the University Library can be utilised as the facility centre for practical training and guest lectures. As regards the introduction of the combined course into vocationalisation the main emphasis relating to potentialities of employment is given to the co-operative sector. If elements of co-operation also are included in the syllabus, so as to satisfy the conditions relating to the appointment of staff contained in Rule 186 of the Co-operative Act of 1969, a good number of these candidates can be absorbed in the various societies in the district. More than one thousand and two hundred societies of various categories function in this district and it is expected that about 300 successful candidates of the combined course can be absorbed in these institutions over a period of 5 years. This course can be introduced in the Arts College at Trivandrum or one of the private colleges in the city. The Women's Poly-technic at Trivandrum can be considered for as a facility centre since there is sufficient number of qualified staff in that institution. It can also be considered whether the course of a similar nature now being carried on in the Women's College at Trivandrum may also be brought under vocationalisation with necessary changes in the syllabus.

The potentialities of employment for the pharmacy course is assessed to be around 175 over a period of 5 years. A separate course for a batch of 50 students can be organised and the Medical College can be utilised as the facility centre.

ALLEPPEY DISTRICT

The combined course, the Library Science, Insurance and Pharmacy are the courses found to be suitable for introduction under vocationalisation in Alleppey district. The potentialities of employment for the combined course are assessed under three sectors of the economy and it is estimated that around 360 persons can secure jobs over the next five years in the lines connected with the course. A class on this combined course can be started at the S. D. College, Alleppey and the District Co-operative Bank and its branches can be considered as facility centres.

The anticipated requirements of qualified librarians, taking into consideration the requirements of high schools also, would be around 204 in the district which could be met on a phased programme. A course on Library Science for a batch of forty or fifty students can be started at the S. D. College, Alleppey. The Municipal Library at Alleppey may be considered for the facility centre.

A vocationalised course in Insurance may provide avenues of employment only under the agency system and the anticipated requirements for agents would be around 200 over the next five years. This can be started in the S. D. College at Alleppey or any one of the other colleges in the district. The branch Manager's office of the L. I. C. of India can be thought of as a facility centre for practical classes and guest lectures. Since there is a Medical College at Alleppey, a course on pharmacy can also be started at the S. D. College.

ERNAKULAM DISTRICT

Ernakulam (Cochin) is the best suited for the introduction of the course 'Banking including forwarding and clearing' under vocationalisation since most of the activities connected with this course relate to port operations. So this course can be better termed as '*Port Operations and Management*'. Employment opportunities for the successful candidates are bright and they can be absorbed in the vacancies occurring in the Port Trust and offices of the forwarding and clearing agents. It may not be on the high side if probable vacancies are put around 100 annually. This course for a batch of fifty students can be started at the Maharajas College at Ernakulam or at the Thevara College. The inservice training centre at the Port Trust and the big export houses including the offices of the forwarding and clearing agents can be considered for facility centres.

In view of the location of the 'Food Craft Institute' at Kalamassery which is the best available facility centre for practical classes and guest lectures for a course on 'Cafeteria Service' this particular course is best suited for Ernakulam. It can be thought of starting this course either at the St. Paul's College or at the Bharat Mata College. The potentialities of employment at various levels is estimated to be around 500 over the next five years.

As regards the course on library science the job potentialities are very high and investigations reveal that more than 250 candidates could be absorbed in the next five years. This estimate includes job opportunities in the high schools also. This course can be introduced in the St. Paul's College or Bharat Mata College and the University Library can be considered for the facility centre. Pharmacy, Insurance and the combined course are feasible courses for Ernakulam district but taking into consideration the possibilities at other centres also these three courses are not recommended for Ernakulam district.

IDUKKI DISTRICT

Idukki is a backward district. The combined course and a course on library science have potentialities of employment in this district. It is assessed that the combined course may secure job opportunities for a hundred persons over a period of five years while it will be only around fifty for the library science candidates including the possibilities in the high schools. Both these courses can be started in the Newman's College at Thodupuzha. The college library can be utilised as the facility centre for the library science course.

Idukki being a district of plantations it may be considered whether a course for Field Supervisors for appointment in the various estates of the district may be introduced. The estates require this category of workers and the Tata Finlay and other companies expressed the view that the job opportunities are bright and they would offer all facilities for practical training and expert lectures if a course were started in this district. A course of this kind for a batch of 30 to 40 students can be started at the Newman's College at Thodupuzha or at the Government College at Kattappana.

PALGHAT DISTRICT

Cafeteria Service, Library Science, Insurance, Pharmacy and the combined course have potentialities of employment in this district. But the absence of suitable facility centres restricts the scope of introduction of the courses on Cafeteria Service and Pharmacy under vocationalisation in this district. The job opportunities for candidates who take up these courses are indicated below:

Cafeteria Service	100	(5 years)
Library Science	350	(,)
Insurance	150	(agents) (3 years)
Pharmacy	250	(5 years)
Combined course	250-300	(5 years)

Library science can be started in the Victoria College at Palghat for a batch of 40 students since the library in the college can be utilised as a facility centre. Insurance course can be introduced for a batch of 30 or 40 students in any one of the colleges and the branch office of the L.I.C. of India will function as the facility centre. The Victoria College or the Government College at Chittoor may be selected for starting the combined course.

MALAPPURAM DISTRICT

Malappuram is one of the most backward districts of the State. The potentialities of employment for those who take up the vocationalised courses considered for investigation are noted below:

Cafeteria Service	50	(10 years)
Combined course	290	(5 ,)
Library Science	80	(,)
Pharmacy	25	(,)
Insurance	350	(,)

Of the above courses, Cafeteria Service and Pharmacy cannot be considered for introduction into the vocational stream in this district for want of facility centres. The other three courses can be started in any of the colleges in Malappuram district for batches of 40 to 50 students. The college library can function as the facility centre for a course on Library Science while the branch office of the L.I.C. of India can be considered for the facility centre for the Insurance course. The combined course will give necessary know-how to persons going abroad especially to Gulf countries and make them equipped to secure middle level jobs in various concerns.

In the other districts also the job opportunities for those who take up vocationalised courses have been assessed since the successful candidates can secure jobs in these districts also even though the feasible courses are proposed to be introduced in the selected six districts only mentioned above. The acceptance of the identified courses are more or less the same as in the selected districts and the potentialities of employment are as indicated below:

Courses	(Over a period of 5 years)				
	Quilon	Kottayam	Trichur	Kozhikode	Cannanore
1. Combined course	..	250	..	100-125	150
2. Cafeteria service	50-75	250	75
3. Library Science	250	172	250	150	250
4. Pharmacy	150	100	150-175	200	50
5. Insurance	200	300	250	200	250
6. Banking including forwarding and clearing (Port Operations and Management)

According to the directions contained in the G. O. appointing this committee, it contacted important personalities, representatives of associations, firms, banks, Collectors, Port Trust Chairman etc. to obtain their views and suggestions over the introduction of vocational courses. Most of them generally welcomed the introduction of specific courses under vocationalisation and at the same time they expressed concern about the job potentialities in view of the keen competition from thousands of unemployed graduates and post-graduates. The standard of English of the S.S.L.C. candidates is very poor and they may not be in a position to cope up with the situation in terms of correspondence and personal contacts. A boy or a girl of 17 years even after undergoing vocationalised courses may not be matured enough to shoulder the responsibilities thrust upon them. It was suggested to think of the introduction of the vocationalised courses after the Pre-degree level to overcome the above deficiencies. The Port Trust Chairman suggested to introduce a course on 'Port Operations and Management' in the place of Banking including Forwarding and Clearing; since job opportunities are more in the Port Trust and the clearing houses for the candidates who take up this course. The Life Insurance Corporation Officers welcomed the idea of introducing a course on Insurance since it will bring agency opportunities to a good number.

Another important suggestion placed before the Committee is to consider the feasibility of starting a separate institute for vocationalised courses with a batch of 40-50 students for each possible course, the ultimate aim being to set up three regional institutes depending upon the expansion possibilities based on the potentialities of employment.

The Hotels and Restaurants Association at Ernakulam demanded to start the course on Cafeteria Service at the Food Craft Institute at Kalamassery itself emphasising the necessity to bring in a sense of professionalism and discipline among the students attending the course. They do not welcome the idea of starting this course in the colleges along with the students for other academic courses.

Based on the results of the district-wise survey and the discussions conducted by the Committee with various important persons in the line and officers of various capacities, the Committee make the following recommendations relating to the introduction of various feasible courses in the vocationalised stream at the +2 stage of education.

VII. RECOMMENDATIONS

For the present, the following courses may be taken up for introduction into the vocational stream at the +2 stage level (Pre-degree) since they have potentialities of employment:

1. The combined course (Secretarial work, Commercial correspondence, Stores and Purchase Procedure, Office Procedure, Salesmanship and Accountancy) with elements of co-operation.
2. Cafeteria Service (evolved out of Tourism and Receptionist)
3. Library Science
4. Pharmacy
5. Banking, including forwarding and clearing (Port Operations and Management)
6. Insurance
7. Field Supervisor in Plantations

Of the above, pharmacy course may be started for a batch of 50 students in the Mar Ivanios or M. G. College at Trivandrum and S. D. College at Alleppey and the Medical Colleges at these places can be utilised as the facility centres. Library Science may be started at Ernakulam and Malappuram for a batch of 40 students at each centre. The course at Ernakulam may be introduced at the St. Paul's College, Kalamassery and the University Library at Kalamassery can be considered as the facility centre. At Malappuram, the course can be started at the local Government College and the College library itself can be the facility centre.

The S. D. College at Alleppey and the Victoria College at Palghat can be considered for the introduction of the combined course for a batch of 40 students at each centre. If elements of co-operation are also introduced into the syllabus there are potentialities of employment for the successful candidates in the various co-operative institutions and societies also. The District Co-operative Banks at the respective centres and the Chambers of Commerce can function as the facility centres. The course of a similar nature now being conducted at the Women's College at Trivandrum may be brought under vocationalisation with necessary changes in the syllabus. The Women's Poly Technic at Trivandrum may be considered as a facility centre. The Principal of the Government College at Malappuram requested to consider the starting of the course at Malappuram also.

The course on Cafeteria Service (evolved out of Tourism and Receptionist) and Port Operations and Management may be started at Ernakulam. It is suggested that the course on Cafeteria Service may be conducted at the St. Paul's College at Kalamassery using the Food Crafts Institute as the facility centre for the course. A batch of 30 students may be admitted to start with.

Port Operations and Management may be allotted to the Maharaja's College at Ernakulam or the Thevara College for a class of 50 students. The Port Trust (Inservice Training Centre) can be brought of as the facility centre and the office of the Clearing Agents also will offer necessary assistance for the conduct of practical classes.

A course on Insurance can be started at any of the colleges in the selected six districts and the concerned Divisional or Branch Manager's office of the L.I.C. of India will offer necessary assistance for practical classes and guest lectures. The following colleges may be considered for the above:

1. S. D. College at Alleppey.
2. Newman's College at Thodupuzha.
3. Government College at Malappuram.

2. It is worth consideration of starting a course for 'Field Supervisors' for a batch of 30 students at the Newman's College at Thodupuzha or at the College at Kattappana since the successful candidates can secure employment in the various estates in Idukki district. The companies like the Tata Finlay will offer necessary facilities for practical classes and training to the students.

The conduct of all these specified courses has been discussed with the Principal and staff members of the concerned colleges and they have expressed their willingness to start these courses.

3. Government may consider the possibility of starting a separate Institute for vocationalised courses mentioned above so as to bring in a sense of professionalism and discipline among the selected candidates. The expansion possibilities, with the ultimate aim of setting up three Regional Vocational Institutes may be thought of after evaluating the performances of the pioneer one and the outcome of employment for the candidates coming out of the Institute. The Institute can function under the Director of Public Instruction or under the Director of Collegiate Education. A batch of students for each of the recommended course can be admitted at first

Taking into consideration the views obtained during the series of discussions conducted by the Committee with various personalities, the Committee feel it obligatory on its part to place before Government to consider as to whether it is advisable to start the Vocationalised Courses at the +2 Stage level in view of the poor standard of English language of the S.S.L.C. candidates and their immature age. The vocationalised courses of two years will be over at the age of 17 years and no entrepreneur or other office authorities will be prepared to absorb him/her to carry out the responsibilities. So also, he/she may not be in a position to carry out the correspondence and contacts with the customers which are mostly in English, with the standard of English the candidate secured so far. The switch over to regional languages is slow and the necessity to correspond in English still exists (other state and countries). Hence the introduction of the Vocationalised courses may be thought of after the Pre-Degree level.

5. This Committee has not gone into detail of the syllabus for each specified course meant for Vocationalisation. This has to be determined in detail by the authorities concerned at the implementation stage.

6. It is recommended that the Government departments represented in this Committee may be involved at the implementation stages of the recommendations so as to effectively link the proposals with implementation.

APPENDIX

TABLE I

List of Vocationalised Courses at the Pre-Degree level in the College Sector (Recommended by the former Committee)

1. Secretarial work
2. Public relations
3. Tourism and receptionist
4. Commercial correspondence
5. Stores and purchase procedures
6. Advertising and copywriting
7. Salesmanship
8. Book publishing
9. Office procedures
10. Market survey
11. Banking including forwarding and clearing
12. Laboratory technology
13. Social and public opinion survey techniques
14. Business statistics
15. Library science
16. Journalism
17. Insurance
18. Pharmacy
19. Accountancy
20. Industrial design

TABLE II

List of Courses considered by this Committee for the Conduct of the District-wise Survey

1. Secretarial work
2. Tourism and receptionist
3. Commercial correspondence
4. Stores and purchase procedures
5. Salesmanship
6. Office procedures
7. Banking including forwarding and clearing
8. Library Science
9. Journalism
10. Insurance
11. Pharmacy
12. Accountancy

TABLE III

Employment Potential of the Courses in the Selected Districts

Employment Potential (5 years)

Sl. No.	Name of course	Trivandrum	Alleppey	Ernakulam	Idukki	Palghat	Malappuram
1.	Combined course	300	360	300	100	275	290
2.	Cafeteria Service	75	..	500	..	100	25
3.	Banking including forwarding and clearing (port operations & management)	500
4.	Library science	350	204	250	50	350	80
5.	Journalism
6.	Insurance	150	200	200	..	250	350
7.	Pharmacy	175	75	200	..	250	25
8.	Field Supervisor (Plantations)	350

Combined course : 1. Secretarial work 4. Salesmanship
2. Commercial correspondence 5. Office procedures
3. Stores & Purchase procedures 6. Accountancy

TABLE IV

Employment Potential of the Selected Courses in the State (District-wise)

Employment Potential (5 years)

Sl. No.	Name of course	Trivandrum	Quilon	Alleppey	Kottayam	Idukki	Ernakulam	Trichur	Palghat	Malappuram	Kozhikode	Cannanore
1.	Combined course	300	..	360	250	100	300	..	275	290	125	150
2.	Cafeteria service	75	60	500	..	100	25	250	75
3.	Banking including forwarding and clearing (port operations and management)	500
4.	Library Science	350	250	204	172	50	250	250	350	80	150	250
5.	Journalism
6.	Insurance	150	200	200	300	..	200	250	250	350	200	250
7.	Pharmacy	175	150	75	100	..	200	150	250	25	200	50
8.	Field supervisor (plantations)	350	150	..

TABLE V

Names of Institutions Suggested for the Introduction of the Selected Vocational Courses and Facility Centres

1. <i>Combined Course</i>	(1) S. D. College, Alleppey; (2) Victoria College, Palghat; (3) Govt. College, Malappuram.
<i>Facility centres</i>	District Co-operative Bank and Chambers of Commerce
2. <i>Cafeteria Service</i>	(1) St. Paul's College, Kalamassery; or (2) Bharat Matha College, Kalamassery.
<i>Facility Centre</i>	Food Crafts Institute, Kalamassery.
3. <i>Library Science</i>	(1) St. Paul's College, Kalamassery (2) Government College, Malappuram
<i>Facility Centre</i>	(1) University Library, Cochin (2) College Library, Malappuram
4. <i>Pharmacy</i>	(1) M. G. College, Trivandrum; OR Mar Ivanios College, Trivandrum.
<i>Facility Centre</i>	(2) S. D. College, Alleppey. (1) Medical College, Trivandrum. (2) Medical College, Alleppey.
5. <i>Port Operations & Management</i>	Maharajas College, Ernakulam; OR Sacred Heart College, Thevara.
<i>Facility Centre</i>	(1) Port Trust (Inservice Training Centre) (2) Leading Export Houses
6. <i>Insurance</i>	(1) S D. College, Alleppey. (2) Newman's College, Thodupuzha; OR Government College, Malappuram.
<i>Facility Centre</i>	Divisional Office, L.I.C; OR Branch Office, L.I.C.
7. <i>Field Supervisor (Plantations)</i>	Newman's College, Thodupuzha.
<i>Facility Centre</i>	Tata-Finlays

A NOTE ON THE SURVEY ON VOCATIONALISATION OF HIGHER
SECONDARY EDUCATION

Government have chosen Malappuram and Palghat in the north, Ernakulam and Idukki at the centre and Trivandrum and Alleppey districts in the south for the conduct of the survey. But the Committee have taken a view to estimate the job opportunities in all the eleven districts while the enquiries on the location of facilities for starting these courses is restricted to the six selected districts mentioned above.

2. The committee has decided to make enquiries on the possibilities of starting a new course 'Cafeteria Management' evolved out of the course 'Tourism and Receptionist' which is included in the list of courses: Cooking of certain special items, serving, accountancy and management are the course contents for Cafeteria management. So also according to the suggestions raised during the discussions it was decided to enquire into the potentialities of employment if a few courses mentioned below are combined together to form a new course in addition to separate enquiries on each one of them as marked in the priority list. Secretarial practice, Commercial correspondence, Stores and Purchase, Office procedures, Salesmanship and Accountancy.

3. Courses of a 'terminal nature' means that there are no further avenues for higher education on the lines of these course contents, such as a Degree or Post-graduate course. After the successful completion of the course the candidate is fit to take up the job, the requirements of which he has learned at the course at the + 2 level (two years after S. S. L. C.).

4. The period of the survey is fixed as two months from 5-4-1979 to 5-6-1979 and the investigation part of the survey is entrusted with the Officers at the district level and above.

These schedules have been prescribed for the purpose of the survey which will serve as guidelines for investigation. The schedules have to be filled up but the matter does not end there. Based on discussions that you conduct at various institutions, establishments and personalities, detailed notes have to be prepared to supplement the data which will give a clear picture of the situation. Schedule-wise instructions are not furnished here.

Schedule I — Only a list of facility centres as well as establishments contacted.

Schedule II — Facility centres.

By a facility centre it is meant that some of the course contents of a selected vocationalised course are carried out there or carried out and taught or taught at the centre. It may be a 'firm' business house or institution. The idea behind location of 'facility centres' is to make use of the facilities there both for teaching and practical classes, utilising the equipments or other things at spare hours and the teaching capacity of the staff on specified topics on extra payment for spare hours or extra work. To cite an example the 'Food Craft Institute' at Kalamassery is a facility centre for 'Cafeteria Management' as well as 'Tourism and Receptionist'; another example is a 'Clearing House' or a 'Forwarding Agent's Office' at Cochin for a course on Forwarding and Clearing (Export-Import). So such centres which can be utilised for practical training for students and from which the services of experts and other lecturers can be made use of by way of extra work on extra payment should be located, for all the selected eleven courses, if available, in the six selected districts.

Schedule III.—It is meant for assessing, the scope of employment of jobs arising out of these twelve courses, if they are introduced as a + 2 course at the Pre-degree level, in all the districts of the State. The possible jobs cannot be listed from here but can be derived out of discussions with concerned persons at various centres by the Investigating Officers.

5. The last phase of the enquiry deals with the identification of suitable institutions (colleges) in and around the area where the facility centres are located, for starting these courses at the + 2 level. This work is confined to the selected six districts only. The above are only guidelines. It depends entirely upon the investigating officer to unearth the required data and other salient information based on which the Committee can arrive at definite conclusions and submit concrete recommendations to Government on vocationalisation of courses at the + 2 level.

Survey on Vocationalisation of Higher Secondary Education

Schedule 1.—List of centres and Institutions contacted

- | | |
|--|----|
| 1. District | .. |
| 2. Name of Vocationalised course | .. |
| 3. List of Facility Centres contacted : | |
| (i) | .. |
| (ii) | .. |
| 4. List of establishments contacted for assessing employment Potential : | |
| (i) | .. |
| (ii) | .. |
| (iii) | .. |

Place :

Date :

Signature :

Designation :

Survey on Vocationalisation of Higher Secondary Education

Schedule 2.—(Facility centre schedule)

1. District
2. Town/C. D. Block
3. Name and address of the institution ..
4. Nature of activity
 - (i) Business (specify)
 - (ii) Teaching
 - (iii) Business and teaching
5. If teaching is carried out, courses provided :

Sl. No.	Name of course	Subjects taught	Duration	No. of students	Whether recognised	Employment prospects

6. Facilities available for practical training/apprenticeship:

Subject/trade	No. of hours available for work	No. of students that can be accommodated at a time

7. Details of personnel that can be deployed for external lectures:

Subject	No. of persons	Average No. of hours per week

8. Notes :

Place :
Date :

Signature :
Designation :

Place :
Date :

Survey on Vocationalisation of Higher Secondary Education

Schedule 3.—(Employment Potential schedule)

1. District ..
2. Town/C. D. Block ..
3. Name and address of the Institution ..
4. Nature of activity ..
5. Nature of ownership (Government/Public undertaking/Co-operative/Private) ..
6. Levels of absorption of trained personnel :

Category	Job requirements	Qualification/ work experience desired	Initial emoluments	Average annual intake during last five years	Anticipated additional requirements	
					1980-1984	1985-1989

Notes:

Place :

Date :

Signature :

Designation :

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Table 3--Employment Potential Schedule

- 1. Branch ..
- 2. Town, D. Block ..
- 3. Name and address of the Institution ..
- 4. Nature of activity ..
- 5. Nature of ownership (Government/Other ..
university/co-operative/Private)
- 6. Level of education of trained personnel

Category	Job requirements	Qualification work experience desired	Initial employment	Average annual intake during		Employment additional requirements
				last five years	1960-1961	

Notes

Date: _____
 Signature: _____
 Designation: _____

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