

# Study of Skills Development Among the Youths With Google Integrated Entrepreneurial Training

<sup>1</sup>Dipak U. Tatpuje, <sup>2</sup>Dr. Avinash Ganbote

<sup>1</sup>Ph. D. Scholar (Management) TMV, Pune, Maharashtra, India

<sup>2</sup>Associate Professor, SVPM, Institute of Management, Baramati, Maharashtra, India

## Abstract

Rural youth empowerment is possible only by imparting specific skills. Vocational skills, Technological skills and entrepreneurial educations are the basic parameters of youth empowerment. Information and communication technology (ICT) skills has changed scenario of traditional skills. In the era of globalization and concept of Global village, knowledge driven economy plays a vital role of the ICT skills. Digital education pedagogy gave a considerable impact upon the problem solution techniques. Interactive and collaborative learning is possible by using the various tools and apps of the Google platform. E-book integration with Google tools for entrepreneurial training for development of the ICT product found suitable for empowerment of the youths. Android Smart phone electronic gadget makes it possible to educate youth more and more affordable and interesting to adopt the time driven skills.

Digital Educational Technology driven contents with use of multimedia also changes traditional parameters of the classroom training. Project based learning with activities for the managerial skills are also useful for self employment. Innovation in ICT product development and its technological incubation is possible with the Tools of Google platform. Massive Online Open Course (MOOC) of the specific subjects is now hosted with Google sites integrated with Youtube Edu. Ayurved ICT entrepreneurship, Eduentrepreneurship, Science & technology interventions in fashion design are the sectors taken for the use of Google Tools for the promotion of business.

The purpose of this study is to find skills development among the youths by Google integrated entrepreneurial training and also to find ICT products having potential for commercialization & business promotion.

## Keywords

Globalization, Tele-collaboration, MOOC, SCORM, Rubrics, Moon shot thinking, Flipped Classroom

## I. Introduction

Massive Online Open Course (MOOC) has changed scenario of all the sectors, teaching – learning process and hence skills of the new age. The scenario of general workout procedure is getting impacted with Information and Communication Technology (ICT). Computer Assisted Learning (CAL), Computer Based Training (CBT) terminologies has been changed because of smart phone driven gadgets. Interactivity is the major concern for the development of skills. In order to address all these concerns Google gave good interactivity with additional component of tele-collaborative learning using many tools. Google Community and Google Drive are now taking care of team building exercise in achievement motivation module of the entrepreneurial training. Google platform is useful in three ways. ICT product development and it's sale, Entrepreneurial tasks of any business and business promotion tools for online community. Many Important tasks and skills for entrepreneurship are taken care of by the ICT. Tally, Enterprise Resource Planning (ERP), System Analysis and

Applications, Office automation are the specific ICT tools for system enhancement in the enterprise. The first stage and potential entrepreneurs are aware of these skills. Updating of these skills for the specific scenario of ICT product development and online sale for revenue generation is the timely driven activity as this field is changing very fast.

ICT product development with idea generation (Ideation) to reality is the process that would be possible using Google and its platforms. Conceptually a private Google community group, dedicated with specific task of learning with ability of using e-resources is taken into consideration. Flipped Classroom, Information share for knowledge, ability to express and knowing the technical terminologies are important parameters. PBL with collaborative activities is the major aspect of empowering the youths to develop ICT product. Conceptually Tele-collaboration is the ICT assisted collaborative learning. Google Community and Google drive are available as a platform for use Tele-collaborative Learning for development of timely paced skills.

ICT products sale on line is conceptually different to that of the traditional skills of marketing the products in the local or real market. In present scenario, it's a challenge to meet and develop such competencies among the youths during the workshop. ICT product sale has no geographical or restricted area limitation. To reach beyond, use of appropriate platform becomes the top most criteria. One of the purposes of this study is address the problem of understanding these concepts developing in the area by the potential and first generation entrepreneurs. Google platform was used to practice these concepts for real time problem solutions.

## II. Objectives

1. To use Google tools for development of vocational and entrepreneurial skills.
2. To make the use of ICT for collaborative activities to achieve the task.
3. To develop an ICT product and also nurture for its commercial value using Google.
4. To understand the role of Google Online Marketing course (GOMC) for business promotion.
5. To understand the power of Google Adwords and Google AdSense.

## III. Methodology

Google platform with number of tools and apps are useful for vocational and entrepreneurial training. Use of Videos, online tools, interaction through Google community, Google drive and various apps, interactive graphics for skill development, Google plus, Google maps, e-reading skills for online content were the major integrated components of this project. ICT literate youths have been selected by making assessment for internet and related technology skills. Before entering into six weeks internet enabled training, selected youths are exposed to the orientation camp. Terminologies like MOOC, telecollaborative learning, activity assessment, Moon shot thinking and design are covered to know about the philosophical development of this Case study.

Android E-books and multimedia entrepreneurial education materials were used during this workshop. These materials are specific and compliant with Sharable Content Object Reference Model (SCORM) standard of the web based learning. Flipped classroom is used for participation of every candidate enrolled for this entrepreneurial education workshop using Google hangout. The contents shared with activities are of three types. Entrepreneurial education and responsive web design, and android apps development are the three areas of education selected for Google Community workshop. Project team was formulated to develop ICT product having a potential of commercialization. Content developer, responsive web designer, e-marketer, technologists are the roles played by the participants. These roles have been assigned according to their choice, liking and expertise with them.

Every stage of ICT product development has been critically analyzed by the expert online trainers with text and video chatting through Google hangouts during the workshop. One to one discussion meets in person were also arranged to integrate a whole process of entrepreneurial learning with the technology. Preworkshop, workshop and post workshop mentoring are the three important stages of this project. The age group of the selected participants is 20 to 45 having electronic gadget with internet connectivity. With coding one can develop and integrate android app to earn money. Software Development Kit (SDK) is the best resource for such type development. During the survey over the Google community, we find most of such apps are for the purpose of gaming. This information was shared with participants to tap the other areas. In order to assess the entrepreneurial skills, we used Google drive as a platform.

#### IV. Results

This workshop created interest among the participants to develop the responsive web and ICT product especially an android app for on line commercialization. Effective tele-collaboration was possible because of the Google Hangout, Google Community and Google drive.. Restricted access limited to closed group of common interest makes it possible to develop products for online compatibility. It was also found suitable to post the subject specific contents.

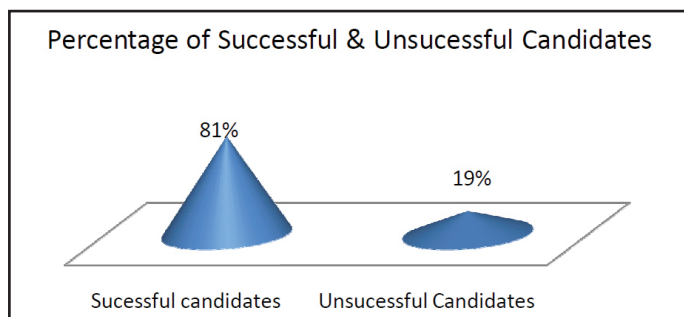


Fig. 1:

Fig. 1 shows the percentage of the successful and unsuccessful candidates trained during the workshop. 81% Successful participants developed their products for the online community. All products are responsive webs compatible with laptop, desktop, tablet and smart phones. Tourism, Botanical plants, hospitality service, panchayat governance etc. are the topics chosen by the participants. Total 19 % Unsuccessful participants were unable to put their online presence. While analyzing reasons behind the unsuccessful participants, we found lack of competencies listed

in the following table 1 along with percentage of unsuccessful participants.

Table 1:

Sr. No.	Competency	% of participants
1.	Technological Incompetence	4%
2.	Incompatibility of the ICT product with the available platforms	7%
3.	Absence in integration of various ICT tools	2%
4.	SCORM incompatibility	3%
5.	Unable to achieve predefined levels	3%

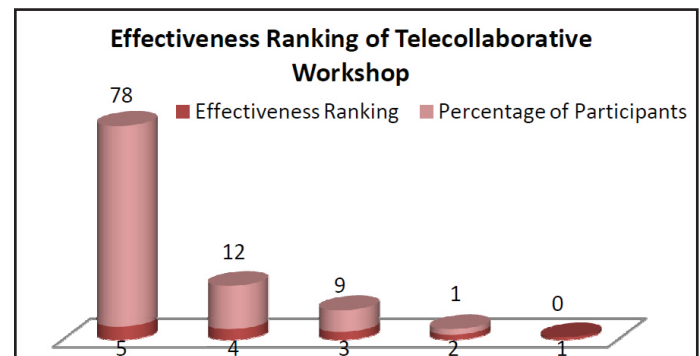


Fig. 2:

Feedbacks from the participants were analyzed to know the effectiveness of this case study. It is shown in fig. 2. Total 78% participants gave top 5 ranking, 12% participants gave 4th rank, 9 % participants gave 3rd rank, 1% participants gave 2nd rank and no one gave bottom rank one.

#### V. Conclusions

The Google Online Marketing Challenge (GOMC), Get Your Business Online (GYBO), and Women Entrepreneurs on the web are the platforms of the Google are found useful during the training. Google Play and Amazon are the two platform used by the participants of this workshop. Android App integration with responsive web needs knowledge of coding with Software development Kit (SDK). On line tools like MIT app and AppsGeyser found useful for developing integration of such tools. Lack of technological skills is found the main reason for unsuccessful participants. The percentage analysis of unsuccessful participants on the basis of semi-urban and rural community specifies 82% participants for semi-urban area and 28 % participants for the rural area. Rural candidates suffered from the broadband connectivity and high speed internet. Smart phone 2-G connectivity at rural area doesn't serve the completed purpose of developing ICT product.

Android E-books on entrepreneurial education, responsive web, and development of the apps have been integrated with Google drive platform to develop ICT products. Post workshop activity for commercialization of the ICT product shows development of competencies among the participants as specified in the Table 1. Google platform was successfully used for tele-collaboration of the activities for the various skills in the areas vocational education, ICT and entrepreneurial education.

## References

- [1] DST report, "Fueling Entrepreneurship the story of technology business incubation in India", 2014
- [2] Alain Fayolle, "Handbook of Research in Entrepreneurship Education", Edward Elgar Publishing, 2010.
- [3] Calvin A. Kent, "Entrepreneurship Education: Current Developments, Future Directions", Greenwood Publishing Group, 1990.
- [4] Donna Kelley, Hugh Thomas, "Entrepreneurship Education in Asia", Edward Elgar Publishing, 2010.
- [5] Manzar Osama, "Social Media in Education", 2013.
- [6] [Online] Available: <http://www.sataraplus.com>
- [7] [Online] Available: <http://www.gomc.com>
- [8] [Online] Available: <http://www.teconline.org.in>
- [9] [Online] Available: [http://www.unescobkk.org/fileadmin/user\\_upload/apeid/workshops/3rd\\_entrepreneurship/Entrepreneurship\\_education\\_meeting\\_-\\_concept\\_note.pdf](http://www.unescobkk.org/fileadmin/user_upload/apeid/workshops/3rd_entrepreneurship/Entrepreneurship_education_meeting_-_concept_note.pdf) (As on 10/11/2014)
- [10] [Online] Available: [http://www.books.google.co.in/books?id=qXzr\\_xdnt\\_0C&dq=entrepreneurship+education&source=gbs\\_navlinks\\_s](http://www.books.google.co.in/books?id=qXzr_xdnt_0C&dq=entrepreneurship+education&source=gbs_navlinks_s) (As on 08/11/2014)
- [11] [Online] Available: [http://www.books.google.co.in/books?id=ASYeeQe\\_yC4C&dq=entrepreneurship+education&source=gbs\\_navlinks\\_s](http://www.books.google.co.in/books?id=ASYeeQe_yC4C&dq=entrepreneurship+education&source=gbs_navlinks_s) (As on 11/11/2014)
- [12] [Online] Available: <http://www.ediindia.org/Creed/data%5CDipak%20Tatpuje.htm> (As on 29/06/2014)
- [13] [Online] Available: <http://www.life-global.org/en/LEARN-ONLINE/Courses> (As on 20-08-2014)
- [14] [Online] Available: <http://www.gybo.com>
- [15] [Online] Available: <http://www.life-global.org/en>
- [16] [Online] Available: <http://www.ict.unescobkk.org/workshop-resources>
- [17] [Online] Available: <http://www.entrepreneurship.intel.com/intelyouthenterprise>