

ASPIRATION SURVEY OF HIMACHAL PRADESH YOUTH

A. Rationale for Conducting the Survey

1. In designing the menu of vocational training programs to be offered, one must determine the aspirations of the target trainees, the constraints they face in terms of accessing quality technical and vocational education and training (TVET) programs, and then match these with the appropriate training opportunities linked to market demand. An aspiration survey was therefore carried out jointly by PricewaterhouseCoopers, the consulting firm engaged under the project preparatory technical assistance (TA), and the Department of Economics and Statistics (DOES), Government of Himachal Pradesh (GOHP). The survey sampled 6,455 youth (49% women) from all the state's 12 districts. This note summarizes the methodology, sample details, and key findings of the survey. It also explains how these findings have helped to inform the choice and design of the menu of short- and long-term training and livelihood development opportunities that will be supported under the proposed Himachal Pradesh Skills Development Project (HPSDP).

B. Objective of the Survey

2. The survey aimed at identifying the aspirations of a representative cross-section of Himachali youth aged 15–35 years in terms of their career choices, expected remuneration, and preferred job location. Information on household characteristics (in terms of income, employment, and education level), as well as the current and desired education profile (both mainstream and vocational) of the trainees were also collected. The guardians and other elders who “influence” the education and career-related decisions of the trainees were also surveyed. Around 50 focus group discussions were also conducted with men and women groups (age groups of 15–24 and 25–35). The questionnaire is provided in the **Appendix**.

C. Methodology of the Survey

3. The project preparatory TA team and DOES staff collaborated to design and pilot test the initial questionnaire. Based on the feedback of the respondents, some of the questions were refined further to enhance clarity. Thereafter, a 2-day training workshop was held to familiarize the district statistical officers and research investigators of DOES who would administer the survey across the states. The workshop focused on the following:

- (i) scope and purpose of the survey,
- (ii) selection of the sample respondents,
- (iii) the questionnaire,
- (iv) roles and functions of the surveyors, and
- (v) protocol for recording the responses and recording the data while minimizing error and ambiguity.

4. The quantitative survey sampled Himachali youth aged 15–35 years and their influencers (one parent or guardian) using the same instrument. Majority of the youth surveyed were enrolled in secondary, higher secondary, and undergraduate education. Youth from technical education institutions (i.e., industrial training institutes and polytechnics) comprised 1.6% of the total students who are currently pursuing their education. The survey was conducted in three phases as noted in Table 1. Activities in each phase were interlinked. The TA team and DOES head office staff engaged their district teams at these milestones to ensure that feedback was received on a regular basis, which helped align the activities to their expectations. The process for conducting the survey is illustrated in Table 1.

Table 1: Survey Methodology

Phases	Major Activity	Tasks
Phase 1	Designing and planning	<ul style="list-style-type: none"> • Mobilizing the team • Consulting with key stakeholders • Secondary data review • Finalizing study design • Developing sampling framework • Preparing research instruments for survey • Piloting the instruments • Finalizing instruments • Training the enumerators
Phase 2	Data collection	<ul style="list-style-type: none"> • Quantitative survey at household level
Phase 3	Data analysis and reporting	<ul style="list-style-type: none"> • Quantitative data analysis on STATA/SPSS • Presentation of findings • First draft of the report • Report finalization

STATA/SPSS = ____.

Source: Asian Development Bank.

5. Before the main survey, a house listing exercise was carried out with the help of DOES enumerators to identify households with youth aged 15–35 years. The enumerators then randomly selected households where interviews were held with the target respondents (i.e., the youth and their guardians).

D. Sampling for the Survey

6. According to the 2011 Census data, 37% of the total population of Himachal Pradesh falls within the 15–35-year-old group. The following formula was used to calculate the sample for each of the 12 districts of Himachal Pradesh.

$$\text{Sample Size} = \frac{D * Z^* p * q}{E^2}$$

where

p = proportion of youth aged 15–35 years with respect to total population in districts	0.37
$q = 1-p$	0.63
E = maximum error allowed	0.05
Z = z-score corresponding to a significance level at 95% confidence level	1.96
D = design effect	1.10
Nonresponse rate	20%

7. The representative sample size for the youth aspiration survey was calculated as 6,455 (men: 3,295, women: 3,160). The distribution of women (49%) and men (50%) was determined on the basis of the women-to-men ratio in the 15–35 age group in Himachal Pradesh (Table 2).

The final sample size also factored in the skewness in the population using a correction factor. To further distribute the sample, census data was taken to estimate the proportion of the different educational qualifications in the target population.

Table 2: Survey Details by Area Type

S. No.	Area Type	Survey Details ^a	Number of Respondents
1	Rural area	12 districts; 78 blocks; 312 <i>panchayats</i> and 624 villages	10 respondents per village
2	Urban area	10 districts; 60 urban local bodies; 300 wards	2 respondents per ward

^a There are 78 blocks in Himachal Pradesh, with 3,226 *panchayats* and 20,690 *panchayats*. (https://en.wikipedia.org/wiki/Himachal_Pradesh). In this survey, four *panchayats* were randomly selected from each block. A further two villages were selected from each *panchayat*.

Note: *Panchayat* refers to the jurisdiction of a village council.

Source: Government of Himachal Pradesh.

E. Preliminary Findings of the Aspiration Survey

8. The key preliminary findings from the survey based on analysis of the data on key parameters are presented below.

1. Job Sector Aspiration

- (i) Fifty-five percent of the youth prefer government jobs due to the perception of job security and better pay. This mirrors the high preference shown by guardians (i.e., those who influence the youth) for such jobs. In terms of career goals envisaged by influencers for youth who are currently studying, working with the government or public sector is the top choice (67%) followed by pursuing higher education (general) and/or a professional degree.
- (ii) The top five sectors preferred are education (11.5%), automobile (6.2%), banking (5.1%), defense (3.1%), and health care (2.3%). Whereas the preferred sectors for boys are automobile, banking, and defense, for girls, the preferred sectors are education, banking, and health care. The preferred sectors for jobs among the influencers are the same as that of the youth. However, the influencers have a strong preference for professional degrees for the youth.
- (iii) The key takeaway is that all top preferred sectors for jobs are traditional sectors with limited or no inclination toward new-age sectors. Hence, significant outreach and counselling will be required to enhance awareness among the youth and their guardians about new sectors and job roles aligned to demands of the changing structure of the economy.

2. Skills Perceived to be Most Useful while Competing for Jobs

- (i) Some 30% of the youth feel that general educational qualification is the most important factor determining job prospects, followed by one's information technology or computer skills and knowledge (27%). Other

skills perceived to be important are language and communication (19%), scientific or technical knowledge (16%), and skills and knowledge about the preferred job sector (16%). For girls, support from family and spouse is also a key factor influencing their job search. This shows that youth continue to believe that the core foundation provided by mainstream education is more significant in terms of determining a person's "employability" than mere vocational skills alone. Hence, any vocational education program or scheme should also focus on all-around development of youth by providing other relevant competencies such as language, computer skills, etc.

- (ii) While choosing a job, earning potential ranked as the most critical factor, closely followed by job security and parents' desire. This also explains the inclination of youth toward government jobs, as the job security attributed to such jobs is relatively high.

3. Willingness to Pursue Higher Education and Skilling

- (i) Around 80% of the youth in the state who are currently studying wish to pursue higher education (both general and technical). 90% look forward to enhancing their skills (89.8% of the youth enrolled in education and 89.5% of those looking for jobs want to be skilled further). In the urban areas, 55% of the youth feel that they are not adequately skilled, while 60% in the rural areas also feel the same. Hence, the high willingness to pursue higher education or get skilled could be explained by the fact that majority of youth find their existing skills inadequate for their desired job, and that they have not received enough skills from formal education.
- (ii) Overall, the percentage of youth who are interested in further skilling that can enhance their job opportunities is comparatively higher in rural areas. This also aligns with the comparatively higher percentage of youth in rural areas who find the existing the quality and coverage of mainstream education to be inadequate as compared with the expectations of the job market.
- (iii) Further, 98% of the girls wish to pursue a job after completing formal education as against 95% of the boys. This trend is consistent across rural and urban areas. Only 5% of the boys are keen on self-employment and want to start their own business or family business. The percentage is even lower among girls, with only 2% willing to get self-employed. This shows that either self-employment is not seen as a viable career option, or people lack the skills and confidence to start their own business.

4. Perceived Adequacy of Skills

- (i) Only 31% of the surveyed youth feel that they are adequately skilled or technically competent for the desired job. A higher proportion of job-seeking youth (40%) feel that they are adequately skilled for a job as against those currently studying (22%). Around 56% women and 64% men said that they are not adequately skilled. 65% of the youth currently

studying in urban areas and 71% in rural areas feel that formal education is not equipping them with skills required in the job market.

- (ii) Across districts (except in Lahaul Spiti, Shimla, and Solan) 70% of youth felt that they are not adequately skilled. They noted the poor quality of formal education, and the fact that the curricula are not aligned with the types of skills required for the jobs that are in demand. Other reasons highlighted for inadequate skills include lack of guidance about skilling courses (2%) and limited access to skill development courses (4%).

5. Incidence, Awareness, and Readiness for Skill Development Programs

- (i) Sixty-six percent of the youth are aware of the skill development programs in the state, but the penetration of these programs is much lesser. Only between 5% to 10% of the youth who are seeking jobs have been enrolled in skills training programs in the past.
- (ii) Urban youth currently enrolled in schools and colleges are more aware (77%) of various skill development programs compared to their rural counterparts (65%). Among all major schemes, awareness about the Prime Minister's Skill Development Program (Pradhan Mantri Kaushal Vikas Yojana) is the highest, with around 18% of the youth and influencers aware of it. Only 5%–10% of the youth and influencers are aware of other skill development schemes like craftsman training scheme (CTS), Deen Dayal Upadhyay Grameen Kaushal Yojana (DDU-GKY), poultry farming, and health courses under National Rural Health Mission. The fact that awareness of the CTS scheme is lower than that for Pradhan Mantri Kaushal Vikas Yojana, points to the need to ramp up outreach efforts regarding industrial training institutes, and to place more emphasis on quality and outcomes of CTS programs.
- (iii) As to joining a skill development program in the immediate future, 81% of the youth are willing. An almost equal percentage of parents are willing to enroll their children in skill development courses. Youth in rural areas (83%) are more willing to join these programs compared to those in urban areas (65%). Given that the youth currently studying are more aware, as well as willing, to pursue skilling to improve their job prospects, this implies a growing demand for skill development courses in the near future.
- (iv) Those not willing to attend skill development programs in the immediate future cited reasons such as limited access to good quality TVET institutes and programs, skepticism about the value addition of TVET programs, inability to find the right type of TVET courses which matched their aspirations and could result in a job, and lack of time and/or financial resources.

6. Key Determinants of a Good Training Program

- (i) The main determinants of a good training program are quality and location of the training facilities (including connectivity, availability of hostels, proper sanitation facilities, and overall safety and security); experience and quality

of the training programs and trainers; and counselling and placement support. For boys, counseling is the primary factor followed by safety and security of training venue, and adequacy of placement support. For girls, safety and security of training venue, and proximity to one's hometown were important considerations, followed by health and hygiene, and counselling.

- (ii) With regard to the frequency of training, 55% of the youth (56% women and 53% men) would prefer to attend a "part-time" skill development program of 6–12 months duration. Only 20% are willing to attend a residential, full-time skill development program. Only 12% are keen to pursue short-term training programs of up to 1 month. The trend is common across all districts except for Lahaul Spiti, Kangra, and Hamirpur, where the youth prefer a full-time training program. Therefore, due consideration should be given to the preferred time duration and quality of the training facilities in designing the skill development courses.
- (iii) Even though majority youth would prefer to enroll in part-time skill development programs, only 32% of youth looking for jobs are willing to study and work together. The percentage is much lesser (13%) for the youth looking for self-employment. Given the preference for part-time skill program and unwillingness of youth to study and work simultaneously, the add-on, market-led employability enhancement program for undergraduate students could be an attractive proposition in the state.

7. Willingness to Pay for Skill Training

- (i) Among those willing to get enrolled in skill development programs, 62% are willing to pay. This willingness to pay is higher among youth in rural areas (63%) compared to those in urban areas (59%).
- (ii) Around 77% of the youth are willing to pay a lump sum fee of \$75 or less and 19% are willing to pay \$75–\$150. Only 4% are willing to pay more than \$150. More boys (26%) are willing to pay a fee higher than \$75 compared to girls (20%). GOHP may, therefore, consider charging a nominal fee from trainees at some point in the future.

8. Monetary Aspirations Linked to Skill Training

- (i) Around 28% of the youth who are currently in school or college expect a monthly salary of \$150–\$225 after attending a skill development course; 22% expect \$225–\$300; and 19% expect \$300–\$375. Salary expectations are comparatively higher in the districts of Lahaul Spiti, Solan, and Una, where over 70% of the respondents expect a monthly salary of \$225 or more after attending a skill development course. Among the youth looking for jobs, 35% expect a monthly salary of \$150–\$225 after attending a skill development course.
- (ii) Among the guardians of the youth who are currently studying, nearly 78% expect them to earn a monthly salary of \$225 or more after attending a skills training course. Only 42% of the guardians of those who are currently

searching for jobs expect them to earn \$225 or more. The guardians of self-employed youth have a lower salary expectation in the range of \$75–\$225.

- (iii) The salary expectation of youth should also contribute in determining the type of vocational training courses to be launched, and the counselling services that should be provided.

9. Willingness to Enroll in Entrepreneurship Development Programs

- (i) Around 80% of the self-employed youth (77% men and 82% women) are willing to enroll in entrepreneurship development programs. 65% of self-employed youth said that they face difficulties in their ventures due to lack of technical and entrepreneurship skills. Therefore, self-employed youth from all districts expressed interest in livelihood and entrepreneurship development courses that will help them in establishing small businesses.
- (ii) The top five preferred sectors for setting up entrepreneurship ventures are boutique (fashion and designing), agriculture, retail, transportation, and automobile. Horticulture is another preferred area in urban areas. Therefore, due consideration must be given to the preferred sectors while setting up the required facilities at the multipurpose rural training and marketing resource centers, as well as at city livelihood centers.
- (iii) This type of support will be provided through the six city livelihood centers and seven rural livelihood centers to be established under HPSDP.¹
- (iv) The monthly profit expectations of youth after completing entrepreneurship development programs range between \$75 to \$225. Profit expectations are comparatively higher in the districts of Bilaspur, Chamba, and Kangra, where 40% of the youth expect a monthly profit of \$150–\$225. Profit expectation of influencers is aligned with those of youth.

10. Penetration of Career Counselling and Employment Exchanges²

- (i) Only 21% of the youth (across gender and geographies) reported to have received any form of career counselling at their educational institution or at the employment exchange. Of these, 90% reported to have found the counselling useful. Given this limited penetration, there is a need to provide career counselling at educational institutions to enable informed choice towards better career opportunity and relevant higher education.
- (ii) Only 55% of those looking for jobs are enrolled in employment exchanges. The enrollment is higher at 70% or above in the districts of Bilaspur, Lahaul Spiti, Solan, and Una.
- (iii) In view of the above, it is appropriate that the proposed HPSDP will help upgrade 11 employment exchanges into model career centers. Improved

¹ Proposed City Livelihood Development Centers and Rural Livelihood Development Centers in Himachal Pradesh (accessible from the list of linked documents in Appendix 2 of the main text).

² Management Information System and Model Career Centers (accessible from the list of linked documents in Appendix 2 of the main text).

awareness building and career counselling will help the youth tremendously in selecting the right kind of training programs.

11. Willingness to Migrate for Job Opportunities

- (i) A high 92% of the youth surveyed are willing to move to other districts of Himachal Pradesh (outside their native district). Boys are more flexible in terms of moving to other states in the country, with 27% of them willing to move compared to 10% for girls. A similar trend has been observed regarding migration to towns or cities other than the capital city in other states. While 11% of boys are willing to migrate, only 2.5% of the girls are willing. More girls are willing to migrate to Shimla (12%) and native districts' headquarters (31%), compared to boys (7% and 14%, respectively).
- (ii) The main reason for youth not considering to migrate to other states, especially among girls, is the unwillingness of their parents. Other main reasons cited include financial unviability as well as disallowance by spouse.
- (iii) Given these migration trends where the youth are more willing to work within the state, the sectors to be identified for skill training in the proposed skill development interventions need to focus on addressing the skill requirements of the state (rather than considering the national demand trend).

APPENDIX

Questionnaire Number ___ _ _ _ _

HOUSEHOLD QUESTIONNAIRE

HOUSEHOLD INFORMATION PANEL		HH
HH1. District name: _____	HH5. Panchayat name: _____	
HH2. District code: ___ ___ ___	HH6. Panchayat code: ___ ___ ___	
HH3. Block name: _____	HH7. Household number: ___ ___ ___ ___	
HH4. Block code: ___ ___ ___		
HH8. Interviewer name and phone number: Name _____	HH9. Supervisor name and phone number: Name _____	
HH10. Day / Month / Year of interview: _____ / _____ / _____		
HH11. Area: Urban.....1 Rural.....2		

WE ARE FROM DEPARTMENT OF ECONOMICS AND STATISTICS, GOVERNMENT OF HIMACHAL PRADESH. WE ARE WORKING ON A PROJECT CONCERNED WITH ASPIRATIONS OF YOUTH IN HIMACHAL PRADESH. I WOULD LIKE TO TALK TO YOU ABOUT YOUR ASPIRATIONS. THE INTERVIEW WILL TAKE ABOUT **60** MINUTES. ALL THE INFORMATION WE OBTAIN WILL REMAIN STRICTLY CONFIDENTIAL AND YOUR ANSWERS WILL NEVER BE SHARED WITH ANYONE OTHER THAN OUR PROJECT TEAM.

MAY I START NOW?

- YES, PERMISSION IS GIVEN ⇒ GO TO 101 TO RECORD THE TIME AND THEN BEGIN THE INTERVIEW.
 NO, PERMISSION IS NOT GIVEN ⇒ COMPLETE HH13. DISCUSS THIS RESULT WITH YOUR SUPERVISOR

After all questionnaires for the household have been completed, fill in the following information:

HH12. Name of head of household: _____	
HH13. Result of household interview: Completed 1 No household member or no competent respondent at home at time of visit 2 Entire household absent for extended period of time 3 Refused 4 Dwelling vacant / address not a dwelling 5 Dwelling destroyed 6 Dwelling not found 7 Others (<i>please specify</i>) _____ 99	HH14. Primary respondent to household questionnaire: Name: _____ HH15. Total number of household members: _____

A. Code for Q102

01 = Head; 02 = Wife or husband; 03 = Son or daughter; 04 = Son-in-law or daughter-in-law; 05 = Grandchild; 06 = Parent; 07 = Brother or sister; 99 = others.

Code for Q105

01 = Married; 02 = Widowed; 03 = Divorced; 04 = Separated; 05 = Unmarried; 99 = Other.

Code for Q109

1 = School far away; 2 = Education not necessary; 3 = Required for work at home; 4 = Has to support household income; 5 = Schooling facility not available; 6 = Financial constraint.

Code for Q110

1 = Never been to school; 2 = Primary schooling; 3 = Secondary schooling; 4 = Higher secondary schooling with science; 5 = Higher secondary schooling with arts; 6 = Higher secondary schooling with commerce; 7 = Graduation with arts; 8 = Graduation with science; 9 = Graduation with commerce; 10 = industrial training institute; 11 = Polytechnic; 12 = Engineering; 13 = Professional Degree (doctor, lawyer, certified public accountant, etc.); 14 = Postgraduate; 99 = Others.

Code of Q111

1 = Agriculture; 2 = Agricultural trader; 3 = Laborer in village construction, MGNREGS, Others; 4 = Laborer outside village; 5 = Construction; 6 = Salary from employment; 7 = Self-employed; 8 = Own business; 9 = Child laborer; 10 = Unemployed; 11 = Agricultural laborer; 12 = Pensioner; 13 = student; 14 = housewife; 99 = Others (please specify).

Code of Q112

1 = Hinduism; 2 = Islam; 3 = Christianity; 4 = Buddhism; 5 = Sikhism; 6 = Others; 7 = Nonreligious.

Code of Q113

1 = Less than ₹5,000 per month; 2 = ₹5,000–₹9,999 ; 3 = ₹10,000–₹14,999; 4 = ₹15,000–₹19,999; 5 = ₹20,000–₹24,999; 6 = ₹30,000–₹34,999; 7 = ₹35,000–₹39,999; 8 = ₹40,000–₹44,999; 9 = ₹45,000–₹49,999; 10 = More than ₹50,000 per month; 11 = No Income; 99 = Not applicable.

A: Respondent's Profile: This section contains basic questions related to profile of the respondent <i>[The respondent would be one of the members of the family from 15–35 age group]</i>				
SN	Description	Option	Code	Skip
114	Name of the respondent			
115	Social group of the respondent CODE ONE ONLY	General	1	
		Scheduled caste	2	
		Scheduled tribe	3	
		Other backward caste	4	
116	Type of family CODE ONE ONLY	Nuclear	1	
		Joint	2	
		Extended	3	
117	To which category does your household belong? CODE ONE ONLY	APL	1	
		BPL	2	
118	Respondent's education spending per annum			
119	Respondent's pocket expenses per month			
120	Are you currently pursuing any one of these education levels? CODE ONE ONLY	Secondary schooling	1	GO TO SECTION I
		Secondary schooling with National Skills Qualifications Framework qualification (Level 1–4)	2	
		Higher secondary schooling with science	3	
		Higher secondary schooling with arts	4	
		Higher secondary schooling with commerce	5	
		Graduation with arts	6	
		Graduation with science	7	
		Graduation with commerce	8	
		Graduation (technical or management)	9	
		Postgraduation (technical or management)	10	
		Industrial training institute	11	
		Polytechnic	12	
		Completed education and searching for a job; already in a job	13	GO TO SECTION II
		Completed education and looking to set up own business or engage in agriculture	14	GO TO SECTION III

SECTION I: ASPIRATIONS OF THE YOUTH IN EDUCATIONAL INSTITUTIONS

SN	Description	Option	Code	Skip
121	Up to what level do you wish to study (educational attainment)?	Higher secondary	1	
		Bachelors in vocational skills	2	
		Graduate (General)	3	
		Graduate (Technical)]	4	
		Postgraduate	5	
		Higher studies (bachelor's, master's, PhD)	6	
		Others (please specify)	99	
122	In how many months do you wish to join work?	<i>[Specify number of months]</i>		
123	Do you wish to study and work simultaneously?	Yes	1	
		No	2	
124	Who in your family is most influential on your career decision?	<i>[Choose a serial number from household grid]</i>		
		Others (please specify)		
125	After you complete your formal education, what do you want to do? CODE ONE ONLY	Get a job	1	GO TO SECTION III
		Start my own business	2	
		Work at my family business; engage in agriculture	3	
126	What kind of job do you want to get into, as a career choice? CODE ONE ONLY	Labor or manual job	1	
		Clerical job in government	2	
		Technical job in manufacturing	3	
		Technical job in the services industry	4	
		Administrative job	5	
		Managerial job	6	
		Teaching	7	
		IAS, central government service, or state government service	8	
		Professional (doctor, lawyer, certified public accountant, etc.)	9	
		Others (please specify)	99	

SN	Description	Option	Code	
127	What type of job do you think your current course or education level can enable you to secure? CODE ONE ONLY	Labor or manual job	1	
		Clerical job in government	2	
		Technical job in manufacturing	3	
		Technical job in the services industry	4	
		Administrative job	5	
		Managerial job	6	
		Teaching	7	
		IAS, central government service, state government service	8	
		Professional (doctor, lawyer, certified public accountant, etc.)	9	
		Banking jobs	10	
		Others (please specify)	99	
128	Do you think that you are adequately skilled or technically competent to get the job you want? CODE ONE ONLY	Yes	1	GO TO 130
		Not enough skills from formal education	2	GO TO 129
		Never had the opportunity to avail of skill development courses	3	
		Lack of guidance about skilling courses and job-oriented courses	4	
		Others (please specify)	99	
129	Are you looking forward to any further training or skill development that may further enhance your job prospects?	Yes	1	
		No	2	

SN	Description	Option	Code	
130	What sector do you want to join for a job? [Rank top 5 preferences]	Automobile manufacturing (1)		
		Food processing (2)		
		Pharmaceuticals (3)		
		Cold storage (4)		
		Information technology-ITeS (5)		
		Tourism (6)		
		Hospitality (7)		
		Health care (8)		
		Education (9)		
		Logistics (10)		
		Transportation (11)		
		Retail (12)		
		Banking (13)		
		Financial (14)		
		Agriculture (15)		
		Agriculture allied activities (16)		
		Hydel power (17)		
		Horticulture (18)		
		Defense (19)		
		Government (20)		
		Nonprofit nongovernment organization (21)		
		Professional (doctor, lawyer, certified public accountant, etc.) (22)		
		No particular preference (23)		
		Others (please specify) (24)		

SN	Description	Option	Code	Skip
131	What are your salary expectations? CODE ONE ONLY	Less than ₹5,000 per month	1	
		₹5000–₹9999 per month	2	
		₹10,000–₹14,999 per month	3	
		₹15,000–₹19,999 per month	4	
		₹20,000–₹24,999 per month	5	
		₹25,000–₹29,999 per month	5.1	
		₹30,000–₹34,999 per month	6	
		₹35,000–₹39,999 per month	7	
		₹40,000–₹44,999 per month	8	
		₹45,000–₹49,999 per month	9	
		More than ₹50,000 per month	10	
	Others (please specify)	11		
132	Which of the following qualities do you think is the most useful in finding the job you like? [Rank top 5 qualities]	Information technology or computer skills and knowledge (1)		
		Scientific or technical qualifications, e.g., degree or diploma (2)		
		Language and communication skills (3)		
		Understanding and knowledge about the preferred job's sector (3)		
		Ability to work in a team (4)		
		General education qualifications (5)		
		Sector-specific skill set (6)		
		Ambition to grow professionally (7)		
		Completion of an apprenticeship or a sector-specific training course (9)		
		Others (please specify) (10)		

SN	Description	Option	Code	
133	What are the top 3 factors you consider as most critical when choosing a job? [Rank top 3 qualities]	Earning potential (1)		
		Social status associated with the job (2)		
		Job security (3)		
		Emigration prospects (4)		
		Nature of job role (engineering, technology, marketing etc.) (5)		
		Parents' desire (6)		
		Common choice of peers (7)		
		Fast-track career growth prospects (8)		
		Low waiting time for securing job (9)		
		Gender suitable role (10)		
		Others, please specify (11)		
134	Would you consider moving out of your location to take up a job or start or join a business of your liking? CODE ONE ONLY	No, not allowed by parents	1	
		No, not allowed by spouse	2	
		No, not financially viable for family	3	
		No, other family constraint	4	
		Yes, open to move to Shimla	5	
		Yes, open to move to district headquarters of native district	6	
		Yes, open to move to any of the district headquarters in Himachal Pradesh other than native district	7	
		Yes, open to move to any capital city of any state	8	
		Yes, open to move to a town or city (other than capital city) in another state	9	
		Yes, open to move to another country	10	
		No preference		
Others (please specify)	99			

135	Are you or have you ever been enrolled in a skill development program?	Yes	1			
		No	2	GO TO 138		
136	What program were you or are enrolled in? MULTIPLE CODING POSSIBLE	Rural Artisan Programme	1			
		Entrepreneurship Programme	2			
		Rural Engineering Training	3			
		Craftsmen Training Scheme	4			
		Apprentice Training Scheme	5			
		Skill Development Initiative Scheme	6			
		Skilling Rural Youths	7			
		Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY	8			
		Skill Development through ITFT	9			
		Skill Development Horticulture and Ancillary Activities	10			
		Poultry Farming	11			
		Health Courses under NRHM	12			
		Stipend or Scholarship for Trainees for Tourism	13			
		STAR Scheme or PMKVY	14			
Not enrolled in any program	15					
Others (please specify)	99					
137	What is your opinion on the following quality parameters of the training program that you are or were enrolled into?					
	Parameters	VS*	S	A	NS	VUS
	Physical infrastructure of the training center in terms of classroom size	1	2	3	4	5
	Adequacy of domain or information technology lab	1	2	3	4	5
	Quality trainers in terms of training delivery	1	2	3	4	5
	Curriculum in terms of industry relevance	1	2	3	4	5
	Job training in terms of practical exposure	1	2	3	4	5
	Standard of assessment process	1	2	3	4	5
	Relevance and acceptance of certification in industry	1	2	3	4	5
	Adequacy of placement support	1	2	3	4	5
	Career progression opportunities after placement	1	2	3	4	5
	*VS = Very Satisfactory, S = Satisfactory, A = Average, NS = Not Satisfactory, VUS = Very Unsatisfactory.					

SN	Description	Option	Code	Skip
138	What skill development schemes are you aware of? MULTIPLE CODING POSSIBLE	Rural Artisan Programme	1	
		Entrepreneurship Programme	2	
		Rural Engineering Training	3	
		Craftsmen Training Scheme	4	
		Apprentice Training Scheme	5	
		Skill Development Initiative Scheme	6	
		Skilling Rural Youths	7	
		Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY	8	
		Skill Development through ITFT	9	
		Skill Development Horticulture and Ancillary Activities	10	
		Poultry Farming	11	
		Health Courses under NRHM	12	
		Stipend or Scholarship for Trainees for Tourism	13	
		STAR Scheme or PMKVY	14	
		Not aware of any skill development schemes	15	
Others (please specify)	99			
139	In the next few months, are you willing to enroll in a skill development program of the Government of Himachal Pradesh, which will not only skill you but also provide you with job opportunities?	Very willing	1	
		Willing	2	
		Somewhat willing	3	
		Not willing	4	GO TO 144
140	Are you willing to pay for such skill development programs?	Yes	1	
		No	2	
141	How much are you willing to pay (one-time lump sum) for such skill development programs?	Less than ₹5,000	1	
		₹5,000–₹9,999	2	
		₹10,000–₹14,999	3	
		₹15,000–₹19,999	4	
		₹20,000–₹24,999	5	
		More than ₹25,000	6	
		Others (please specify)	99	
142	What type of program are you interested in?	Residential full-time	1	
		Nonresidential full-time	2	
		Part-time	3	
143	What should be the ideal duration of the training course? [Rank top 3 preferences]	Half-month (1)		
		1 month (2)		
		2 months (3)		
		3 months (4)		
		6 months (5)		
		12 months (6)		
		Others (please specify) (7)		

SN	Description	Option	Code	Skip
14 4	Why are you not willing to join a skill development program or course?	I don't see any value addition in terms of career growth; I don't think it will help me find a job	1	
	MULTIPLE CODING POSSIBLE	I will not have time for it	2	
		I will not have money for it	3	
		I would rather straightaway take up a job than get myself enrolled in a skill development program	4	
		I think it is a very lengthy and drawn-out process	5	
		I have not been able to find courses that suit my interest	6	
		I do not have enough support from my immediate family	7	
		I do not have support or permission from my spouse	8	
		Others (please specify) (99)		

		Very Essential	Essential	Some what Essential	Not Essential
14 5	If the Government of Himachal Pradesh were to roll out a skill development, what areas of the training program will be essential according to you:				
	Mobilization, so that the program reaches to all sections of the community in different locations	1	2	3	4
	Counselling, so that candidates are able to match their skills with the job requirements	1	2	3	4
	Short distance of training center from home	1	2	3	4
	Residential program	1	2	3	4
	Physical infrastructure of the training center in terms of classroom size	1	2	3	4
	Adequacy of domain or Information technology lab	1	2	3	4
	Quality trainers in terms of training delivery	1	2	3	4
	Curriculum in terms of industry relevance	1	2	3	4
	Job training in terms of practical exposure	1	2	3	4
	Standard of assessment process	1	2	3	4
	Relevance and acceptance of certification in industry	1	2	3	4
	Adequacy of placement support and job guarantee	1	2	3	4
	Postplacement support and migration support	1	2	3	4
	Stipend during training program	1	2	3	4
	Availability of female teachers and trainers	1	2	3	4
	Safety and security of the training venue	1	2	3	4
	Health and hygiene requirement fulfilment, including sanitation of training venue	1	2	3	4
	Others (please specify) 1	1	2	3	4
	Others (please specify) 2	1	2	3	4

SN	Description	Option	Code	Skip
146	Have you ever been given career counselling in your educational institution?	Yes	1	
		No	2	
147	What is your opinion on career counselling?	Very helpful	1	GO TO 148
		Helpful	2	
		Somewhat helpful	3	
		Not helpful	4	
		No comment	5	
148	Why is it not very helpful?	Relevant counselling not given	1	
		Counselor not approachable	2	
		No follow-up with counselor is possible; it is just a one-time activity	3	
		Time-consuming	4	
		Others (please specify)	99	

<i>This section captures the influencer's response. This section to be responded to by the person given as an option in Q124</i>				
SN	Description	Option	Code	Skip
149	What is the career goal that you envisage for the primary responder of this questionnaire? CODE ONE ONLY	Start his or her own business	1	
		Work for the government or public sector	2	
		Work for a multinational corporation	3	
		Work for a private company	4	
		Work for a nonprofit organization	5	
		Work for own or family farm	6	
		Work for someone else's farm	7	
		Work for family business	8	
		Professional (doctor, lawyer, certified public accountant, etc.)	9	
		Become a good housewife (in case of women primary responder)	10	
		Pursue higher education (bachelor's, master's, PhD) and then find a job	11	
		Others (please specify)	99	

150	Which of the following sectors do you want the primary responder to work in? CODE ONE ONLY	Automobile manufacturing	1	
		Food processing	2	
		Pharmaceuticals	3	
		Cold storage	4	
		Information technology-ITeS	5	
		Tourism	6	
		Hospitality	7	
		Health care	8	
		Education	9	
		Logistics	10	
		Transportation	11	
		Retail	12	
		Banking	13	
		Financial	14	
		Agriculture	15	
		Agriculture allied activities	16	
		Hydel power	17	
		Horticulture	18	
		Defense	19	
		Government	20	
		Nonprofit nongovernment organization	21	
		Professional (doctor, lawyer, certified public accountant, etc.)	22	
		Construction (real estate)	23	
Others (please specify)	99			
1	What are your earnings expectations for the primary respondent? CODE ONE ONLY	Less than ₹5,000 per month	1	
		₹5,000– ₹ 9,999 per month	2	
		₹10,000– ₹14,999 per month	3	
		₹15,000– ₹19,999 per month	4	
		₹20,000– ₹24,999 per month	5	
		₹25,000– ₹29,999 per month	5.1	
		₹30,000– ₹34,999 per month	6	
		₹35,000– ₹39,999 per month	7	
		₹40,000– ₹44,999 per month	8	
		₹45,000– ₹49,999 per month	9	
		More than ₹50,000 per month	10	
		Others (please specify)	99	

152	What is the highest level of education or training you expect primary respondent to complete? CODE ONE ONLY	Higher studies (bachelor's, master's, PhD)	1	
		Postgraduate and beyond	2	
		Graduate	3	
		Others (please specify)	99	
153	Do you feel the education or training that the primary respondent received is useful in getting a job? CODE ONE ONLY	Very useful	1	
		Somewhat useful	2	
		Not useful	3	
154	What skill development schemes are you aware of? MULTIPLE CODING POSSIBLE	Rural Artisan Programme	1	
		Entrepreneurship Programme	2	
		Rural Engineering Training	3	
		Craftsmen Training Scheme	4	
		Apprentice Training Scheme	5	
		Skill Development Initiative Scheme	6	
		Skilling Rural Youths	7	
		Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY	8	
		Skill Development through ITFT	9	
		Skill Development Horticulture and Ancillary Activities	10	
		Poultry Farming	11	
		Health Courses under NRHM	12	
		Stipend or Scholarship for Trainees for Tourism	13	
		STAR Scheme or PMKVY	14	
		Not aware of any of the skill development schemes	15	
Others (please specify)	99			
155	In the next few months, are you willing to get the primary respondent enrolled in a skill development program that will not only provide technical skills but also provide him or her with job opportunities? CODE ONE ONLY	Very willing	1	
		Willing	2	
		Somewhat willing	3	
		Not willing	4	Go to 158
156	Is your family willing to pay such skill development programs? CODE ONE ONLY	Yes	1	
		No	2	

157	How much are you willing to pay (one time-lump sum) for such skill development programs? CODE ONE ONLY	Less than ₹5000	1	
		₹5000–₹9,999	2	
		₹10,000–₹14,999	3	
		₹15,000–₹19,999	4	
		₹20,000–₹24,999	5	
		More than ₹25,000	6	
		Others (please specify)	99	End of the Questionnaire
158	Why are you not willing to send the primary respondent to join a skill development course? MULTIPLE CODING POSSIBLE	I don't see any value addition in terms of career growth; I don't think it will help to find a job	1	
		The primary respondent will not have time for it	2	
		The family will not have money for it	3	
		The primary respondent would rather straightaway take up a job than get enrolled in a skill development program	4	
		I think it is a very lengthy and drawn-out process	5	
		I have not been able to find courses that suits my ward's interest	6	
		I do not have enough support from my immediate family	7	
		No support or permission from spouse	8	
		Others (please specify)	99	End of the Questionnaire

SECTION II: GENERAL JOB SEARCH QUESTIONS

SN	Description	Option	Rank
201	Which of the following qualities do you think is the most useful in finding a job you like ? [Rank top 5 qualities]	Information technology or computer skills and knowledge (1)	
		Scientific or technical qualifications, e.g., degree or diploma (2)	
		Language and communication skills (3)	
		Understanding and knowledge about the preferred job's sector (4)	
		Ability to work in a team (5)	
		General education qualifications (6)	
		Sector-specific skillset (7)	
		Motivation or ambition to grow professionally (8)	
		Completion of apprenticeship or sector-specific training course (9)	
		Mobility or flexibility to travel (10)	
		Support from family or spouse (11)	
		Ability to converse both in Hindi and English (12)	
		Others (please specify) (13)	
SN	Description	Option	Code
202	What are the top 3 factors you consider most critical when choosing a job? [Rank top 3 qualities]	Earning potential (1)	
		Social status associated with the job (2)	
		Job security (3)	
		Emigration prospects (4)	
		Nature of job role (engineering, technology, marketing, etc.) (5)	
		Parents' desire (6)	
		Common choice of peers (7)	
		Fast-track career growth prospects (8)	
		Low waiting time for securing job (9)	
		Others (please specify) (10)	

SN	Description	Option	Code	Skip
203	Would you consider moving out of your location to take up a job, or start or join a business of your liking? Multiple Coding Possible	No, not allowed by parents	1	
		No, not allowed by spouse	2	
		No, not financially viable for family	3	
		No, other family constraint	4	
		Yes, open to move to Shimla	5	
		Yes, open to move district headquarters of native district	6	
		Yes, open to move to any of the district headquarters in Himachal Pradesh other than native district	7	
		Yes, open to move to any capital city of any state	8	
		Yes, open to move to a town or city (other than capital city) in another state	9	
		Yes, open to move to another country	10	
		No preference	11	
		Not willing to migrate	12	
		Others (please specify)	99	

SN	Description	Option	Code	Skip
219	What is your current status in job market? CODE ONE ONLY	In a job but looking for a better one	1	GO TO 221
		In a job and not looking for better options	2	END INTERVIEW
		Searching for a job or preparing for a job	3	GO TO 220
		Others (please specify)	99	GO TO 220
220	In how many months do you wish to start working (for those who are searching)?	<i>[Specify number of months]</i>		
221	Do you wish to study and work simultaneously?	Yes	1	
		No	2	
222	Who is the person in your family mostly influencing the decision on your career decisions?	<i>[Choose a serial number from Household grid]</i>		
223	What kind of job do you want to get into, as a career choice? CODE ONE ONLY	Labor or manual job	1	
		Clerical job in government	2	
		Technical job in manufacturing	3	
		Technical job in the services industry	4	
		Administrative job	5	
		Managerial job	6	
		Teaching	7	
		IAS, central government service, state government service	8	
		Professional (doctor, lawyer, certified public accountant, etc.)	9	
		Media and advertising	10	
		Want to set up own business in future	11	Go to Section 3
		Others (please specify)	99	
224	What type of job do you think your current course or education level can enable you to secure? CODE ONE ONLY	Labor or manual job	1	
		Clerical job in government	2	
		Technical job in manufacturing	3	
		Technical job in the services industry	4	
		Administrative job	5	
		Managerial job	6	
		Teaching	7	
		IAS, central government service, state government service	8	
		Professional (doctor, lawyer, certified public accountant, etc.)	9	
		Media and advertising	10	
		Others (please specify)	99	

SN	Description	Option	Code	Skip
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225	Do you think you are adequately skilled or technically competent to get the job you want?	Yes	1	GO TO 227
		No	2	GO TO 226
226	Are you looking forward to any further training or skill development that may further enhance your job prospects?	Yes	1	
		No	2	
227	Which sector do you want a job or business in? [Rank top 5 preferences]	Automobile manufacturing (1)		
		Food processing (2)		
		Pharmaceuticals (3)		
		Cold storage (4)		
		Information technology-ITeS (5)		
		Tourism (6)		
		Hospitality (7)		
		Health care (8)		
		Education (9)		
		Logistics (10)		
		Transportation (11)		
		Retail (12)		
		Banking (13)		
		Financial (14)		
		Agriculture (15)		
		Agriculture allied activities (16)		
		Hydel power (17)		
		Apple farming (18)		
		Defense (19)		
		Government (20)		
		Nonprofit nongovernment organization (21)		
		Professional (doctor, lawyer, certified public accountant, etc.) (22)		
		Banking (23)		
		No particular preference (24)		
		Others (please specify) (25)		

SN	Description	Option	Code	Skip
228	What are your salary expectations? CODE ONE ONLY	Less than ₹5,000 per month	1	
		₹5000–₹9999 per month	2	
		₹10,000–₹14,999 per month	3	
		₹15,000–₹19,999 per month	4	
		₹20,000–₹24,999 per month	5	
		₹25,000–₹29,999 per month	6	
		₹30,000–₹34,999 per month	7	
		₹35,000–₹39,999 per month	8	
		₹40,000–₹44,999 per month	9	
		₹45,000–₹49,999 per month	10	
		More than ₹50,000 per month		
		Others (please specify)	99	
229	Are you or have you ever enrolled in a skill development program?	Yes	1	
		No	2	GO TO 232
230	What program were you or are enrolled in? MULIPLE CODING POSSIBLE	Rural Artisan Programme	1	
		Entrepreneurship Programme	2	
		Rural Engineering Training	3	
		Craftsmen Training Scheme	4	
		Apprentice Training Scheme	5	
		Skill Development Initiative Scheme	6	
		Skilling Rural Youths	7	
		Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY	8	
		Skill Development through ITFT	9	
		Skill Development Horticulture and Ancillary Activities	10	
		Poultry Farming	11	
		Health Courses under NRHM	12	
		Stipend and Scholarship for Trainees for Tourism	13	
		STAR Scheme or PMKVY	14	
		Not enrolled in any program	15	
Others (please specify)	99			

231	What is your opinion on the following quality parameters of the training program that you are or were enrolled in?					
	Parameters	VS*	S	A	NS	VUS
	Physical infrastructure of the training center in terms of classroom size	1	2	3	4	5
	Adequacy of domain or Information technology lab	1	2	3	4	5
	Quality trainers in terms of training delivery	1	2	3	4	5
	Curriculum in terms of industry relevance	1	2	3	4	5
	Job training in terms of practical exposure	1	2	3	4	5
	Standard of assessment process	1	2	3	4	5
	Relevance and acceptance of certification in industry	1	2	3	4	5
	Adequacy of placement support	1	2	3	4	5
	Career progression opportunities post placement	1	2	3	4	5
VS = Very Satisfactory; S = Satisfactory; A = Average; NS = Not Satisfactory; VUS = Very Unsatisfactory						
232	What skill development schemes are you aware of? MULTIPLE CODING POSSIBLE	Rural Artisan Programme	1			
		Entrepreneurship Programme	2			
		Rural Engineering Training	3			
		Craftsmen Training Scheme	4			
		Apprentice Training Scheme	5			
		Skill Development Initiative Scheme	6			
		Skilling Rural Youths	7			
		Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY	8			
		Skill Development through ITFT	9			
		Skill Development Horticulture and Ancillary Activities	10			
		Poultry Farming	11			
		Health Courses under NRHM	12			
		Stipend or Scholarship for Trainees for Tourism	13			
		STAR scheme or PMKVY	14			
		Not Aware of any of the Skill Development Schemes	15			
Others (please specify)	99					
233	In the next few months, are you willing to get enrolled in a skill development program of the Government of Himachal Pradesh, which will not only skill you but also provide you with job opportunities?	Very willing	1			
		Willing	2			
		Somewhat willing	3			
		Not willing	4		GO TO 238	

SN	Description	Option	Code	Skip
234	Are you willing to pay such skill development programs?	Yes	1	
		No	2	
235	How much are you willing to pay (one time-lump sum) for such skill development programs? CODE ONE ONLY	Less than ₹5000	1	
		₹5,000–₹9,999	2	
		₹10,000–₹14,999	3	
		₹15,000–₹19,999	4	
		₹20,000–₹24,999	5	
		More than 25000	6	
		Others (please specify)	99	
236	What type of program are you interested in? CODE ONE ONLY	Residential full-time	1	
		Nonresidential full-time	2	
		Part-time	3	
			Ranks	
237	What should be the ideal duration of the training course? [Rank top 3 preferences]	Half month (1)		
		1 month (2)		
		2 months (3)		
		3 months (4)		
		6 months (5)		
		12 months (6)		
		Others (please specify) (7)		
			Code	Skip
238	Why are you not willing to join a skill development program or course? MULTIPLE CODING POSSIBLE	I don't see any value addition in terms of career growth; I don't think it will help me find a job	1	
		I will not have time for it	2	
		I will not have money for it	3	
		I would rather straightaway take up a job than get myself enrolled in a skill development program	4	
		I think it is a very lengthy and drawn-out process	5	
		I have not been able to find courses that suit my interest	6	
		I do not have enough support from my immediate family	7	
		I do not have support or permission from spouse	8	
Others (please specify)	99			

SN	Description	Very Essential	Essential	Somewhat Essential	Not essential
239	If the Government of Himachal Pradesh were to roll out a skill development, what areas of the training program will be essential to you:				
	Mobilization, so that the program reaches to all sections of the community in different locations	1	2	3	4
	Counselling, so that candidates are able to match their skills with the job requirements	1	2	3	4
	Distance of training center from home	1	2	3	4
	Residential program	1	2	3	4
	Physical infrastructure of the training centre in terms of classroom size	1	2	3	4
	Adequacy of domain or information technology lab	1	2	3	4
	Quality trainers in terms of training delivery	1	2	3	4
	Curriculum in terms of industry relevance	1	2	3	4
	Job training in terms of practical exposure	1	2	3	4
	Standard of assessment process	1	2	3	4
	Relevance and acceptance of certification in industry	1	2	3	4
	Adequacy of placement support and job guarantee	1	2	3	4
	Postplacement support and migration support	1	2	3	4
	Stipend during training program	1	2	3	4
	Availability of female teachers and trainers	1	2	3	4
	Safety and security of the training venue	1	2	3	4
	Health and hygiene requirement fulfilment including sanitation of training venue	1	2	3	4
	Others (please specify) 1	1	2	3	4
Others (please specify) 2	1	2	3	4	
Others (please specify) 3	1	2	3	4	

SN	Description	Option	Code	Skip
240	Are you enrolled in an employment exchange?	Yes	1	
		No	2	
241	Have you ever been given career counselling in your educational institution or employment exchange?	Yes	1	
		No	2	
242	What is your opinion on career counselling?	Very helpful	1	GO TO 244
		Helpful	2	
		Somewhat helpful	3	
		Not helpful	4	
		No comment	5	
243	Why is it not very helpful?	Relevant counseling not given	1	
		Counselor not approachable	2	
		No follow-up with counselor is possible; it is just a one-time activity	3	
		Time-consuming	4	
		Others (please specify)	99	
<i>This section captures the influencer's response. This section is to be responded to by the person identified as an option in Q124.</i>				
SN	Description	Option	Code	Skip
244	What is the career goal that you envisage for the primary responder of this questionnaire? SINGLE CODE ONLY	Start his or her own business	1	
		Work for the government/public sector	2	
		Work for a multinational corporation	3	
		Work for a private company	4	
		Work for a nonprofit organization	5	
		Work for own or family farm	6	
		Work for someone else's farm	7	
		Work for family business	8	
		Professional (doctor, lawyer, certified public accountant, etc.)	9	
		Become a good housewife (in case of female primary responder)	10	
		Pursue higher education (bachelor's, master's, PhD) and then find a job	11	
		Others (please specify)	99	

SN	Description	Option	Code	Skip
245	Which sector do you want the primary responder to work in? SINGLE CODE ONLY	Automobile manufacturing	1	
		Food processing	2	
		Pharmaceuticals	3	
		Cold storage	4	
		Information technology-ITeS	5	
		Tourism	6	
		Hospitality	7	
		Health care	8	
		Education	9	
		Logistics	10	
		Transportation	11	
		Retail	12	
		Banking	13	
		Financial	14	
		Agriculture	15	
		Agriculture allied activities	16	
		Hydel power	17	
		Apple farming	18	
		Defense	19	
		Government	20	
		Nonprofit nongovernment organization	21	
		Professional (doctor, lawyer, certified public accountant, etc.)	22	
Others (please specify)	99			
246	What are your earnings expectations for the primary respondent? CODE ONE ONLY	Less than ₹5,000 per month	1	
		₹5000–₹9999 per month	2	
		₹10,000–₹14,999 per month	3	
		₹15,000–₹19,999 per month	4	
		₹20,000–₹24,999 per month	5	
		₹25,000–₹29,999 per month	5.1	
		₹30,000–₹34,999 per month	6	
		₹35,000–₹39,999 per month	7	
		₹40,000–₹44,999 per month	8	
		₹45,000–₹49,999 per month	9	
		More than ₹50,000 per month	10	
		Others (please specify)	99	

SN	Description	Option	Code	Skip
247	What is the highest level of education or training that you expect primary respondent to complete? CODE ONE ONLY	Higher studies (bachelor's master's, PhD)	1	
		Postgraduate and beyond	2	
		Graduate	3	
		Others (please specify)	99	
248	Do you feel the education or training that the primary respondent received is useful in getting a job? CODE ONE ONLY	Very useful	1	
		Somewhat useful	2	
		Not useful	3	
		Do not know	4	
249	What skill development schemes are you aware of? MULTIPLE CODING POSSIBLE	Rural Artisan Programme (1)	1	
		Entrepreneurship Programme (2)	2	
		Rural Engineering Training (3)	3	
		Craftsmen Training Scheme (4)	4	
		Apprentice Training Scheme (5)	5	
		Skill Development Initiative Scheme (6)	6	
		Skilling Rural Youths (7)	7	
		Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY (8)	8	
		Skill Development through ITFT (9)	9	
		Skill Development Horticulture and Ancillary Activities (10)	10	
		Poultry Farming (11)	11	
		Health Courses under NRHM (12)	12	
		Stipend or Scholarship for Trainees for Tourism (13)	13	
		STAR Scheme or PMKVY (14)	14	
Not aware of any scheme	15			
Others (please specify) (99)	99			
250	In the next few months, are you willing to get the primary respondent enrolled in a skill development program that will not only provide technical skills but also provide him or her with job opportunities?	Very willing	1	
		Willing	2	
		Somewhat willing	3	
		Not willing	4	GO TO 253

SN	Description	Option	Code	Skip
251	Is your family willing to pay for such skill development programs?	Yes	1	
		No	2	END QUESTIONNAIRE
252	How much are you willing to pay (one time-lump sum) for such skill development programs?	Less than ₹5,000	1	
		₹5,000–₹9,999	2	
		₹10,000–₹14,999	3	
		₹15,000–₹19,999	4	
		₹20,000–₹24,999	5	
		More than ₹25,000	6	
		Others (please specify)	99	
253	Why are you not willing to send your ward to join a skill development program? CODE ONE ONLY	I don't see any value addition in terms of career growth; I don't think it will help to find a job	1	
		The primary respondent will not have time for it	2	
		The family will not have money for it	3	
		The primary respondent would rather straightaway take up a job than get enrolled in a skill development program	4	
		I think it is a very lengthy and drawn-out process	5	
		I have not been able to find courses that suits my ward's interest	6	
		I do not have enough support from my immediate family	7	
		No support or permission from spouse	8	
		Others (please specify)	99	

SECTION III: ASPIRATIONS OF THE YOUTH IN ENTREPRENEURSHIP OR SELF-EMPLOYMENT

SN	Description	Option	Code	Skip
319	What is your current status in terms of entrepreneurial ventures?	Looking to set up; in ideation phase	1	
		Already registered business	2	
		Others (please specify)	99	
320	In how many months do you wish to start an entrepreneurial venture?	<i>[Specify number of months]</i>		
321	Do you wish to study and work simultaneously?	Yes	1	
		No	2	
322	Who is the person in your family most influential in your career decisions?	<i>[Choose a serial number from Household grid]</i>		
		Others please specify		
323	Do you think that you are adequately skilled or technically competent to start an entrepreneurial venture?	Yes	1	GO TO 325
		No	2	GO TO 324
324	Are you looking forward to any further training or skill development that may further enhance your entrepreneurial skills?	Yes	1	
		No	2	
SN	Description	Option	Rank	
325	In which sector do you want to set up your entrepreneurial venture? <i>[Rank top 5 preferences]</i>	Automobile manufacturing (1)		
		Food processing (2)		
		Pharmaceuticals (3)		
		Cold storage (4)		
		Information technology-ITeS (5)		
		Tourism (6)		
		Hospitality (7)		
		Health care (8)		
		Education (9)		
		Logistics (packers, movers, etc.) (10)		
		Transportation (11)		
		Retail (12)		
		Banking (13)		
		Financial (14)		
		Agriculture (15)		
		Agriculture allied activities (16)		

		Boutique (fashion and designing) (17)		
		Apple farming (18)		
		Wedding catering (19)		
		Events management (20)		
		Nonprofit nongovernment organization (21)		
		Professional (doctor, lawyer, certified public accountant, etc.) (22)		
		Others (please specify) (99)		
326	What are your profit expectations per month? CODE ONE ONLY	Less than ₹5,000 per month	1	
		₹5000–₹9999 per month	2	
		₹10,000–₹14,999 per month	3	
		₹15,000–₹19,999 per month	4	
		₹20,000–₹24,999 per month	5	
		₹25,000–₹29,999 per month	6	
		₹30,000–₹34,999 per month	7	
		₹35,000–₹39,999 per month	8	
		₹40,000–₹44,999 per month	9	
		₹45,000–₹49,999 per month	10	
		More than ₹50,000 per month		
		Others (please specify)	99	
327	Are you or have you ever enrolled in an entrepreneurship or skill development program?	Yes	1	
		No	2	GO TO 330
328	What program were you or are enrolled in? MULTIPLE CODING POSSIBLE	Rural Artisan Programme	1	
		Entrepreneurship Programme	2	
		Rural Engineering Training	3	
		Craftsmen Training Scheme	4	
		Apprentice Training Scheme	5	
		Skill Development Initiative Scheme	6	
		Skilling Rural Youths	7	
		NRLM, Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY	8	
		Skill Development through ITFT	9	
		Not Enrolled in any of the program	10	
		Others (please specify)	99	

329	What is your opinion on the following quality parameters of the training programme that you are or were enrolled into?					
	Parameters	VS*	S	A	NS	VUS
	Physical infrastructure of the training center in terms of classroom size	1	2	3	4	5
	Adequacy of domain or Information technology lab	1	2	3	4	5
	Quality trainers in terms of training delivery	1	2	3	4	5
	Curriculum in terms of industry relevance	1	2	3	4	5
	Job training in terms of practical exposure	1	2	3	4	5
	Standard of assessment process	1	2	3	4	5
	Relevance and acceptance of certification in industry	1	2	3	4	5
	Adequacy of placement or incubation support	1	2	3	4	5
	Opportunities postplacement	1	2	3	4	5
	Credit linkage opportunities	1	2	3	4	5
<i>*VS = Very Satisfactory; S = Satisfactory; A = Average; NS = Not Satisfactory; VUS = Very Unsatisfactory</i>						
330	Description	Option		Code	Skip	
	What entrepreneurship or skill development schemes are you aware of? MULTIPLE CODING POSSIBLE	Rural Artisan Programme		1		
		Entrepreneurship Programme		2		
		Rural Engineering Training		3		
		Craftsmen Training Scheme		4		
		Apprentice Training Scheme		5		
		Skill Development Initiative Scheme		6		
		Skilling Rural Youths		7		
		Deen Dayal Upadhyay Grameen Kaushal Yojana and SGSY		8		
		Skill Development through ITFT		9		
		Skill Development Horticulture and Ancillary Activities		10		
		Poultry Farming		11		
		Health Courses under NRHM		12		
		Stipend or Scholarship for Trainees for Tourism		13		
		STAR scheme or PMKVY		14		
Not enrolled in any scheme		15				
Others (please specify)		99				
331	In the next few months, are you willing to enroll in an entrepreneurship development program of the Government of Himachal Pradesh?	Very willing		1		
		Willing		2		
		Somewhat willing		3		
		Not willing		4	GO TO 336	

S.N.	Description	Option	Code	Skip
332	Are you willing to pay for such entrepreneurship development programs?	Yes	1	
		No	2	GO TO 334
333	How much are you willing to pay (one time-lump sum) for such programs? SINGLE CODE ONLY	Less than ₹5,000	1	
		₹5,000–₹9,999	2	
		₹10,000–₹14,999	3	
		₹15,000–₹19,999	4	
		₹20,000–₹24,999	5	
		More than ₹25,000	6	
		Others (please specify)	99	
334	What type of program would you be interested in? SINGLE CODE ONLY	Full-time residential	1	
		Full-time nonresidential	2	
		Part-time	3	
	Description	Option	Rank	
335	What should be the ideal duration of the training course? [Rank top 3 preferences]	Half month (1)		
		1 month (2)		
		2 months (3)		
		3 months (4)		
		6 months (5)		
		12 months (6)		
		Others (please specify) (7)		

	Description	Option	Code	Skip
336	Why are you not willing to join a entrepreneurship development program or course? MULTIPLE CODING POSSIBLE	I don't see any value addition; I don't think it will help me set up a business	1	
		I will not have time for it	2	
		I will not have money for it	3	
		I would rather straightaway start a business than get myself enrolled in an entrepreneurship development program	4	
		I think it is a very lengthy and drawn-out process	5	
		I have not been able to find courses that suit my interest	6	
		I do not have enough support from my immediate family	7	
		I do not have support or permission from spouse	8	
		Lack of awareness	9	
	Others (please specify)	99		

337		Very essential	Essential	Somewhat essential	Not essential
	<i>If the Government of Himachal Pradesh were to roll out an entrepreneurship development program, what areas of the training program will be essential?</i>				
	Mobilization, so that the program reaches all sections of the community in different locations	1	2	3	4
	Counselling, so that candidates are able to match their desired skills with the sector requirement	1	2	3	4
	Distance of training center from home	1	2	3	4
	Residential program	1	2	3	4
	Physical infrastructure of the training center in terms of classroom size	1	2	3	4
	Adequacy of domain or Information technology lab	1	2	3	4
	Quality trainers in terms of training delivery	1	2	3	4
	Curriculum in terms of industry relevance	1	2	3	4
	Job training in terms of practical exposure	1	2	3	4
	Standard of assessment process	1	2	3	4
	Relevance and acceptance of certification in industry	1	2	3	4
	Adequacy of credit linkage support	1	2	3	4
	Stipend during training program	1	2	3	4
	Availability of female teachers and trainers	1	2	3	4
	Safety and security of the training venue	1	2	3	4
	Health and hygiene requirement fulfilment including sanitation of training venue	1	2	3	4
	Others (please specify) 1	1	2	3	4
	Others (please specify) 2	1	2	3	4
	Others (please specify) 3	1	2	3	4

<i>This section captures the Influencer's response. This section to be responded to by the person given as an option in Q322</i>				
SN	Description	Option	Code	Skip
338	What is the career goal that you envisage for the primary responder of this questionnaire? CODE ONE ONLY	Start his or her own business	1	
		Work for the government or public sector	2	
		Work for a multinational corporation	3	
		Work for a private company	4	
		Work for a nonprofit organization	5	
		Work for own or family farm	6	
		Work for someone else's farm	7	
		Work for family business	8	
		Professional (doctor, lawyer, certified public accountant, etc.)	9	
		Become a good housewife (in case of female primary responder)	10	
		Pursue higher education (bachelor's, master's, PhD) and then find a job	11	
		Others (please specify)	99	
339	Which of the following sectors do you want the primary responder to work or start a business in? CODE ONE ONLY	Automobile	1	
		Food processing	2	
		Pharmaceuticals	3	
		Cold storage	4	
		Information technology-ITeS	5	
		Tourism	6	
		Hospitality	7	
		Health care	8	
		Education	9	
		Logistics	10	
		Transportation	11	
		Retail	12	
		Banking and allied	13	
		Financial	14	
		Agriculture	15	
		Agriculture allied activities	16	
		Hydel power	17	
		Apple farming	18	
		Government supply or contracting	19	
		No particular preference	21	
		Automobile	22	
		Others (please specify)	99	
340	What are your earnings expectations for the primary respondent? CODE ONE ONLY	Less than ₹5,000 per month	1	
		₹5000–₹9999 per month	2	
		₹10,000–₹14,999 per month	3	
		₹15,000–₹19,999 per month	4	
		₹20,000–₹24,999 per month	5	
		₹25,000–₹29,999 per month	6	
		₹30,000–₹34,999 per month	7	
		₹35,000–₹39,999 per month	8	
		₹40,000–₹44,999 per month	9	
		₹45,000–₹49,999 per month	10	
		More than ₹50,000 per month		
		Others (please specify)	99	
341	What is the highest level of education or training you expect	Postgraduate and beyond	1	
		Higher studies (bachelor's, master's, PhD)	1	
		Postgraduate and beyond	2	

	the primary respondent to complete? CODE ONE ONLY	Graduate	3	
		Others (please specify)	99	
342	Do you feel the education or training that the primary respondent received is useful in setting up a business? CODE ONE ONLY	Very useful	1	
		Somewhat useful	2	
		Not useful	3	
		Do not know	4	
343	What skill development or entrepreneurship schemes are you aware of? MULTIPLE CODING POSSIBLE	Rural Artisan Programme	1	
		Entrepreneurship Programme	2	
		Rural Engineering Training	3	
		Craftsmen Training Scheme	4	
		Apprentice Training Scheme	5	
		Skill Development Initiative Scheme	6	
		Skilling Rural Youths	7	
		NRLM, Deen Dayal Upadhyay Grameen Kaushal Yojana, and SGSY	8	
		Skill Development through ITFT	9	
		Skill Development Horticulture and Ancillary Activities	10	
		Poultry Farming	11	
		Health Courses under NRHM	12	
		Stipend or scholarship for Trainees for Tourism	13	
		STAR Scheme or PMKVY	14	
		Not aware of any scheme	15	
		Others (please specify)	99	

SN	Description	Option	Code	Skip
344	In the next few months, are you willing to get the primary respondent enrolled in an entrepreneurship or skill development program that will not only provide technical skills? CODE ONE ONLY	Very willing	1	
		Willing	2	
		Somewhat willing	3	
		Not willing	4	GO TO 347
345	Is your family willing to pay such for programs?	Yes	1	
		No	2	End Questionnaire
346	How much are you willing to pay (one time-lump sum) for such skill development programs? CODE ONE ONLY	Less than ₹5,000	1	
		₹5,000–₹9,999	2	
		₹10,000–₹14,999	3	
		₹15,000–₹19,999	4	
		₹20,000–₹24,999	5	
		More than ₹25,000	6	
		Others (please specify)	99	End Questionnaire
347	Why are you not willing to send your ward to join a skill development program? MULTIPLE CODING POSSIBLE	I don't see any value addition; I don't think it will help to set up a business	1	
		The primary respondent will not have time for it	2	
		The family will not have money for it	3	
		The primary respondent would rather start a business than enroll in an entrepreneurship development program	4	
		I think it is a very lengthy and drawn-out process	5	
		I have not been able to find courses that suit my ward's interest	6	
		I do not have enough support from my immediate family	7	
		No support or permission from spouse	8	
		Others (please specify)	99	End Questionnaire

END OF QUESTIONNAIRE