ABSTRACT

Right from the times of industrial revolution, the parameters sought by the employers in employees were generally the physical ability and the technical knowhow required to execute the specific job. As the times passed by, the needs of the community & society changed drastically, the demands rose with more specifics, technology grew by leaps and finally the products and services changed for the better. In the process, the boundaries of both the consumption & the market grew from local to global and thus the employment arena opened up the international borders. This is exemplified with products being designed in Japan, manufactured in China, marketed for the world, owned by Europe, supported by India, shares traded from Mumbai to New York, the list is endless. All these have transformed the whole world into a global village thus the demand for skills other than hard ones in terms of soft skills coupled with positive attitude are on the rise.

With the global competition on constant rise, the employers either manufacturing goods or offering services were compelled to cut down on costs, work on market economy and focus on productivity in all spheres without exception. Obviously, the industry started looking for human resources well equipped with all the needed competencies in the form of job-ready incumbents. The institutional eco system, which was running on the old traditional approach, started feeling the heat and hence commenced bringing in additional value based inputs other than technical knowledge and skills in order to make the students holistically groomed.

This research work is based on a combination of conceptual literature survey and empirical study dealing with measures of all the probable components required to make engineering students at large and Electronics & Communication graduates in specific. Fundamentally, the study deals with the tripod stake holders of the system – The students, the engineering faculty and the industry, which in turn represent the product, the process input and the demand side of a system respectively in practical sense.

The outcome of the literature survey and the empirical study coherently put together has helped in identifying the skill sets sought after by the industry. The basic data has been collected from a large sample of 1200 students, 193 faculty and diversified electronics and communication industry through structured questionnaire and personal interviews in quite a few cases especially with the industry experts.
The data has been tabulated and analyzed using SPSS package and a model has been built and tested with Binary Logistic Regression method in addition the use of statistical tools like Z test, t-test, chi square test and ANOVA. The study has resulted in quite a few interesting outcomes. It is hoped that the results would help the educational institutions and may guide the academia to attempt incorporating necessary measures so that today’s engineering graduates become truly job-ready in global and holistic sense. The study is expected to help in bridging the perceived competency gap between the engineering students of the day and the industry needs at the other end.