

## **AFTER INTERMEDIATE WHAT? (COURSES)**

### **VOCATIONAL DIPLOMA COURSES**

---

This topic leads to the debate as to what is Professional Diploma Course and What is a Vocational Diploma Course.

The main distinguishing words being 'Professional' and 'Vocational'.

"Professional" means relating to or belonging to a Profession.

A **profession** is a vocation founded upon specialized educational training, the purpose of which is to supply objective counsel and service to others, for a direct and definite compensation, wholly apart from expectation of other business gain .

There is considerable agreement about defining the characteristic features of a "profession". They have:

1. a "professional association,
2. cognitive base,
3. institutionalized training,
4. licensing, (to operate in the profession)
5. work autonomy,
6. colleague control... (and)
7. code of ethics..... to which Larson then also adds,
8. "high standards of professional and intellectual excellence,"

Larson stated that "professions are occupations with special power and prestige," and that they comprise "an exclusive elite group," in all societies.

Members of a profession have also been defined as "workers whose qualities of detachment, autonomy, and group allegiance are more extensive than those found among other groups...their attributes include a high degree of systematic knowledge; strong community orientation and loyalty; self-regulation; and a system of rewards defined and administered by the community of workers."

A profession has been further defined as: "a special type of occupation...(possessing) corporate solidarity...prolonged specialized training in a body of abstract knowledge, and a collectivity or service orientation...a vocation-based sub-culture which comprises implicit codes of behavior, generates an esprit de corps among members of the same profession, and ensures them certain occupational advantages...(also) bureaucratic structures and monopolistic privileges to perform certain types of work...professional literature, legislation, etc." [22]

### Vocational Training:

Training that emphasizes skills and knowledge required for a particular job function (such as typing or data entry) or a trade (such as carpentry or welding)

### Skill:-

An ability and capacity acquired through deliberate, systematic, and sustained effort to smoothly and adaptively carryout complex activities or job functions involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills)

### Job description/job function:--

A broad, general, and written statement of a specific job, based on the findings of a job analysis. It generally includes duties, purpose, responsibilities, scope, and working conditions of a job along with the job's title, and the name or designation of the person to whom the employee reports. Job description usually forms the basis of job specification.

### Main objective:

The main objective of vocational education in India is to prepare persons, especially youth in the age-group of 15-25 years for the world of work and make them employable for a broad range of occupations in various industries and

other economic sectors. It primarily trains them in very specific activities and provides a significant hands-on experience in acquiring the necessary skills.

The aim of vocationalization is to avoid students forcing into academic channels having limited options. Vocationalization also helps student to realize their own potentials and provide opportunities for self-employment or profitable employability.

From the discussion stated above, it is clear that a Professional Diploma is totally based on learning skills and risks to do a particular job which comes in the middle hierarchy of posts or functionaries in an industrial organization.

A Professional diploma holder usually minds his own report writing work, and that of supervising the workers functioning under him and guiding them and ensuring punctuality ,productivity, quality and risk- and loss- reduction.

But a Vocational Diploma holder may be a worker in the give occupation. He must have learnt his skills ,theoretically, and with due on- the- job training for few days per month, along with the terminal practical examination in those skills.

The three year Polytechnic Diploma Courses are essentially Professional courses of the middle order. The Diploma engineers have to work professionally and not like a layman. The following State level Technical training Institutes also conduct three year Polytechnic Courses:

Govt. Institute Of Printing Technology, Secunderabad.

A.P. Govt. Institute of Leather Technology,Hyderabad

Govt. Institute of Electronics, Secunderabad

Smt. Durgabai Deshmukh Women's Technical Training Institute, Hyderabad.

I. On the contrary, other non-University Diplomas and non-polytechnic diplomas which are job-oriented may be seen as Vocational Diplomas, like those of **the SETWIN** and other Private Institutes.

- II. Some private institutes like the **Bharatiya Vidya Bhavan** offer Part-time Diploma Courses ;they need to be recognized and specific G Os have to be issued ,mentioning whether it is a Diploma or PG Diploma or Post Diploma course and whether it is a recognized Professional course.
- III. Another example of the Vocational diplomas is the **CFTF Institute in** Hyderabad the details of which are given below:

CFTF faculty is highly trained and have graduated from top reputed institutions like IITC, Mumbai. They have been training students of various ages for the past 16 years and hence, have a strong experience in teaching. They provide personal attention to each and every individual who joins a course under them. They are located in the heart of the twin cities (Hyderabad). They don't have any branches.

### The following Courses are offered by them:

#### Diploma Course in Textile Designing:-

Category: Vocational and Training  
Duration: 3 Months

#### Diploma Course in Fashion Designing:-

Category: Vocational and Training  
Duration: 6 Months

#### Diploma Course in Fashion Designing:-

Category: Vocational and Training  
Duration: 3 Months

#### Diploma course in Cradle Art:-

Category: Vocational and Training  
Duration: 1 Months

### Their exact address is as follows:

#3-4-374/8, H.No #193, Lane #2, Street #4, Basant Nagar Colony (between Basant Talkies and Nrupathunga School), Lingampally, Kachiguda, Hyderabad-500027.

IV. **National Institute of Event Management and Development Mumbai** conducts the following course:

Diploma in Event Management & PR (DEM)  
 Duration : 1 Years Part Time  
 Eligibility : HSC (12th) Pass from any stream  
 Classes : 3 days a week

DEM is a Part-Time program offering the fundamental knowledge about the Events & Entertainment Industry. This well-thought program is especially designed keeping in mind the candidates who are already pursuing their Graduation. The flexible lecture and exam timings shall ensure that the students current engagement do not overlap in any manner. Students can now simultaneously bag this UGC recognized University Diploma program in addition to their existing studies.

It is strongly **believed** that anyone who is incredibly passionate about making a footmark in Events & Entertainment Industry can make DEM work for him as a Career Launch pad. Even for those who have already entered this Industry, can pursue DEM and gain a completely refreshing and professional way of managing things.

V. **The National Institute of Retail and Management**, Ahmedabad, is first-of-its kind retail education and research Institute in India . NIRM has been formed to respond to the unique needs of the modern-day Retail Industry. NIRM aims to create a primary resource center for retail manpower, with functional specializations in Marketing, Finance, Human Resources, IT, Operations and Supply Chain. Besides, specializations are also offered in non-functional subjects like Apparel, Fashion, etc.. The

Programs are Industry-relevant and have been designed in a way which ensures that the students of NIRM maximize their employment and growth prospects. The Institute provides unique educational and career development opportunities through its Distance education Programs.

NIRM is ideal for experienced professionals, who aspire for better prospects and career growth in retail industry or in their respective industries.. NIRM, a Distance Educator of Retail Management is an Institute having motive to groom working students to understand, administer and manage the ever changing business dynamics.

National Institute of Retail and Management is a part of Garuda Education Academy – Giving Wings to your Dreams and is an accredited member of International Accreditation for Distance Learning (IADL). National Institute of Retail and Management also a long-serving member of US-based National Retail Federation (NRF), the largest association of retailers and retail industry professionals across the globe.

At NIRM, the Programs are designed for those who have burning desire to pursue a career in retail and management. The students will get qualified without disrupting their current career progression and earnings. Such candidates can opt for the flexible Management courses at NIRM and get qualified by short duration programs at their own pace and place.

The Programs are designed after careful study of the current and future market needs of Retail Industry. Therefore the Programs are a blend of theoretical Knowledge with real-life case studies .

We invite all those who share our vision, Goals and Purpose to join hands in our efforts to build a new cadre of retail and management professionals, who will participate actively in the growth of this era of economic liberalization and globalization. Come; let us build a prosperous new world together.

Why Retail:

Retailing in India is gradually inching its way toward becoming the next boom industry.

Modern retail has entered India as seen in sprawling shopping centres, multi-storied malls and huge complexes offer shopping entertainment and food all under one roof. A young and popular destination for the trendy young crowd.

There is a huge scope for the growth of the organized sector in India. According to the various surveys conducted individually; In the next five years, India's retail industry will expand more than 80% In India there will be 20% growth for the organized retail segment by 2010 The size of the organized retail will grow three times in the next 4-5 years to 17 billion dollars as against current size of 6 billion dollars. India will witness the fastest growth in retailing and real estate. India is rated 6th in the global retail development index. India is the 5th among the 30 emerging markets for new retailers to enter.

### Ten Reasons Why Retail is One-Stop-Shopping for a Career:-

Retail provides more than 15% of all new jobs. Retail jobs are everywhere, and more open up everyday.

Upper level retail jobs often pay well. Store managers for large chains may earn up to \$100,000 or more each year; specialty store managers earn around \$50,000.

Are you creative minded? From buyers, who choose items to stock, to merchandisers who design the look of store aisles, windows, and shelves, your design impulses will blossom in retail.

Thinking about a career in information technology? With the tremendous growth of online retailing, IT graduates work behind the scenes in retail doing programming, web design, merchandising and more.

Business graduates find excellent opportunities in retail. You'll use your skills at negotiation, management, training, finance, marketing, and public relations.

If you're interested in becoming an entrepreneur, retail is a good place to start. You'll learn the ins and outs of buying, accounting, marketing, and customer service through retail, which are necessary in becoming an entrepreneur.

Are you a natural-born globe-trotter? Retail offers great international travel opportunities, in fields like training, merchandising, and buying.

You don't have to get a degree in retail to work in the field. Most people start out in entry-level positions, and work their way up. Enthusiasm and hard work go a long way.

You can gain experience while you're still in school. Retail jobs can be full- or part-time, and are easy to fit into any school schedule.

You'll routinely make six-figure decisions, spotting trends everyone will be wearing and talking about. Now that's a great career!

#### 4 Reasons Why Retail Is Booming:-

It has been a decade-and-a-half since India embarked on an ambitious economic liberalization program. Over the last five years, many of its benefits have manifested themselves and one of the areas where growth is clearly reflected is retailing.

The latest pronouncements of Finance Minister P Chidambaram about the sector have fuelled interest in stocks from the segment. Let's turn the spotlight on the factors that triggered the exponential growth in the sector.



### Primary reasons:-

The prime reasons that fuelled this boom include favorable demographics, rising consumer incomes, real estate developments, especially the emergence of new shopping malls, availability of better sourcing options - both from within India and overseas - and changing lifestyle.

These factors have transformed hitherto savings-oriented and conservative Indian consumers and made them akin to those in developed markets.

### Organized versus unorganized:-

In a sharp contrast to the retail sector in developed economies, retailing in India - though large in terms of size - is highly fragmented and unorganised. With close to 12 million retail outlets the country has one of the highest retail densities worldwide.

Retailers include street vendors, supermarkets, department stores, restaurants, hotels and even two-wheeler and car showrooms. Counter stores, kiosks, street markets and vendors, where the ownership and management rest with one person, are classified as traditional or unorganized retail outlets. These formats typically require employees with low skills and account for around two-thirds of the sector's output. These are highly competitive outlets, with minimal rental costs (unregistered kiosks or traditional property), cheap labor (work is shared by family members) and negligible overheads and taxes. However, unorganized retailers suffer due to poor shopping experience and inability to offer a wide range of products and value-addition due to lack of sourcing capabilities.

The modern Indian consumer is seeking more value in terms of improved availability and quality, pleasant shopping environment, financing options, trial rooms for clothing products, return and exchange policies and competitive

prices. This has created a rapidly growing opportunity for organized, modern retail formats to emerge in recent years and grow at a fast pace. Inefficiency in the existing supply chains presents further opportunity for organized players to draw on this large market even as lack of consumer culture and low purchasing power restricted the development of modern formats. Migration from unorganized to organized retail has been visible with economic development in most countries.

### Changing age profile and disintegration of joint family:--

India is witnessing a change in the age and income profiles of its over 1 billion population, which is likely to fuel accelerated consumption in the years to come. The country is believed to have an average age of 24 years for its population as against 36 years for the USA and 30 years for China. A younger population tends to have higher aspirations and spends more as it enters the earning phase. Besides, the gradual disintegration of the traditional Indian joint family system has led to nuclearisation of families, which in turn has led to enhanced demand. Add to this an increasing population of working women and new job opportunities in emerging service sectors such as IT-enabled services, retail, food services, entertainment and financial services.

With declining interest rates, the aversion of domestic consumers to taking loans is also fast disappearing. Growing media penetration is leading to a convergence of aspirations of various classes of consumers, bridging the rural-urban divide.

### Growing disposable income:-

More Indian households are getting added to the consuming class with the growth in income levels. The number of households with income of over Rs 45,000 per annum is expected to grow from 58 million in 1999-2000 to 81 million by 2005-06. This large base of households with growing disposable income is expected to drive demand for organized retail. Of this, 56 per cent (44.8 million households) are expected to be concentrated in urban India. Changing

income demographics, age profile and macro environment are visible in the growth in consumption of durables. To cite live examples, the installed base of cars, cable TV subscribers and cellular subscribers has increased significantly over the last five years.

### COURSES at NIRM:-

NIRM offers flexibility to its students to choose the Programs that best suit their professional and career growth needs. So, NIRM builds a structure and ecosystem for improving the learn-ability for the student. The student can use this system to enhance their knowledge and apply them in their work environment.

As a result, NIRM Programs have much wider appeal with the working professionals and within the industry as well.

### Programs:-

Subjects-wise programs offered in each Program Functional Specializations Offered Exclusive Specializations Offered Industry -Specific Programs:-

### Functional Specializations Offered:-

-

<b><u>Marketing</u></b>	<b><u>Finance</u></b>	<b><u>Human Resource</u></b>
Brand Management	Taxation Management	Labor Law Management
Customer Relationship Management	Asset Management	Personnel Management
Sales & Distribution Management	International Finance Management	Public Relations Management
International Marketing Management	Audit Management	Recruitment Management

Advertising Management	Mutual Funds Management	Performance Appraisal Management
Consumer Behavior	Banking Management	Corporate Training Management
Rural Marketing Management	Personal Finance Management	Public Administration Management

<b><u>Supply Chain</u></b>	<b><u>Operations</u></b>	<b><u>Information Technology</u></b>
Import & Export Management	Materials Management	Cyber Law Management
Supply Chain Strategy	Total Quality Management	Internet Commerce/e-Commerce
Inventory Management	Warehouse Management	Enterprise Resource Planning
Logistics Management		Management Information Systems
Production Management		Data and Business Intelligence Management
Purchasing Management		

The eligibility details for different courses are give below:

NIRM Certification Programs	Masters (4-Semester)	MBA Dual Specialization (2-Semester)	MBA (1-Semester)	Post Graduate Diploma in Business Management	Advance Diploma	Diploma
Minimum Eligibility Criteria	Graduate/ Diploma with industry experience	Graduate/ Diploma with industry experience	Graduate/ Diploma and currently working	Graduate/ Diploma with industry experience	10+2 or equivalent	10+2 or ec
Number of Subjects	4 Subjects per Semester	6 Subjects per Semester	6 Subjects Retail Mandatory	4 Subjects per Semester	4 Subjects	2 Subjects
Specializations	Six Specialized Retail MBA Programs	2 Specializations	Retail Management and 1 Specialization	1 Specialization with 2 Subjects	Seven Specialized Advance Diploma Programs	1 Specializ
In-Country Students Fee	INR 50,600/-	INR 42,900/-	INR 30,500/-	INR 25,000/-	INR 14,400/-	INR 9,000
Overseas Students Fee	US\$ 4,500	US\$ 3,600	US\$ 2,600	US\$ 2,000	US\$ 1,100	US\$ 800
Regular Duration	6 months per Semester	6 months per Semester	2 Year	1 Year	1 Year	1 Year
Fast-Track	3 months per Semester	3 months per Semester	6 months	4 months	3 months	3 months
Study Center Exam	3 Hours/Paper	3 Hours/Paper	3 Hours/Paper	3 Hours/Paper	3 Hours/Paper	3 Hours/P
At Home Exam	30 Days	30 Days	15 Days per Semester	10 Days per Semester	10 Days per Semester	7 Days per Semester

Central institute logistic engineering and technology, Chennai , with other centres offer the following diploma Courses:--

#### VI. CIPET Programs (Diploma / Post Diploma / Postgraduate Diploma)

(i)	<p><b>Diploma in Plastics Technology</b></p> <p><b>Course code : DPT</b>  <b>Duration : 3 years</b>  <b>Maximum age : 20 years*</b></p> <p><b>Entry qualification :</b> X Std. with Maths, Science and English.</p> <p>* Age limit is relaxable upto 5 years for applicants from SC/ST category and from North Eastern Region in the case of Diploma / Post Diploma / Postgraduate.</p>
(ii)	<p><b>Diploma in Plastics Mould Technology</b></p> <p><b>Course code : DPMT</b>  <b>Duration : 3 years</b>  <b>Maximum age : 20 years*</b></p> <p><b>Entry qualification :</b> X Std. with Maths, Science and English.</p> <p>* Age limit is relaxable upto 5 years for applicants from SC/ST category and from North Eastern Region in the case of Diploma / Post Diploma / Postgraduate.</p>

#### VII. ENSIGN - The Jewel Design Institute, New Delhi offers the following diploma courses:

**Address:** City Tower, Mall Road, Netaji Subhash Place, Pitampura, New Delhi - 110088

**Details :** Ensign is recognized by Govt. Of India (Ministry of ARI & SSI), Empanelled by Ministry of Defense DGR.

#### Courses

**Diploma Courses:-**

Jewellery Design & Technology Duration : 1 year ( 2 semesters)

Gemology Duration : 1 semester

VIII. The **Indian Diamond Institute, Surat:-**

**Address:** Sumul Dairy Road, Katargam Post Box 508, Surat - 395 008. offers following Diploma

**Courses:** Jewellery Design and machine cast jewellery manufacturing, Diamonds sorting/grading/bruting/ polishing/sawing and in computer aided jewellery designing).

.....