

Almond Board of California for promoting the use of almonds throughout the world. The almond board of California has successfully marketed the product by highlighting the health and nutritional benefits of almonds. The government in consultation with different cashew boards of the country should make efforts to promote cashew nuts just like it has been done for almonds. Another area that needs attention is improvement of production and yield of raw cashew nuts for decreasing the dependence on imported raw nuts. Timely availability of credit at cheaper rates and transfer of technical know-how to the processors would be highly beneficial for them. Another important area which needs attention is framing of a robust risk management strategy for controlling the price volatility in the domestic as well as international market.

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## CHAPTER NINETEEN

### Digital skills, competencies and employment opportunities

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#### 1. Introduction

Youngsters are graduating into what could be one of the hardest employment markets in many years. Joblessness is rising, organizations are freezing enrolment. The ever-changing landscape of the COVID-19 issue leaves the grads questioning what about their future jobs. The job market

is continually changing and technology-driven/ innovation driven careers are becoming more and more popular. Regardless of what field you pick, having hard skills and soft skills can increase success rate. This paper will review some of the most valuable modern skills to develop while looking for a job. It shares the insights that are intended to help job seekers understand the types of jobs and skills required for future jobs. It also intends to show pathways to educational organisations for integration of trending courses in their curriculum, help students to discover their skills and abilities, and identify areas to groom the students. The paper also highlights industry trends. The European Commission (see Punie & Cabrera, 2006) has defined digital competence as involving the confident and critical use of Information Society Technology for work, leisure and communication. COVID-19 impact on campus placement: 66% students without jobs, 33% awaiting response from employers (The Indian Express, 2020). Research by UK-based graduate jobs website Milkround shows just 18% of graduates are securing jobs this year compared to the typical 60% Jones, Jessica (2020). Technology reigns in the job market. According to McKinsey report, India is the second fastest digitising economy in the world. As per India Skills Report 2020, 53% of employers that that only some job seekers could satisfy their requirement.

Companies use various source channels such as job portals, professional networks and social media, and internal referrals to hire the right talents.

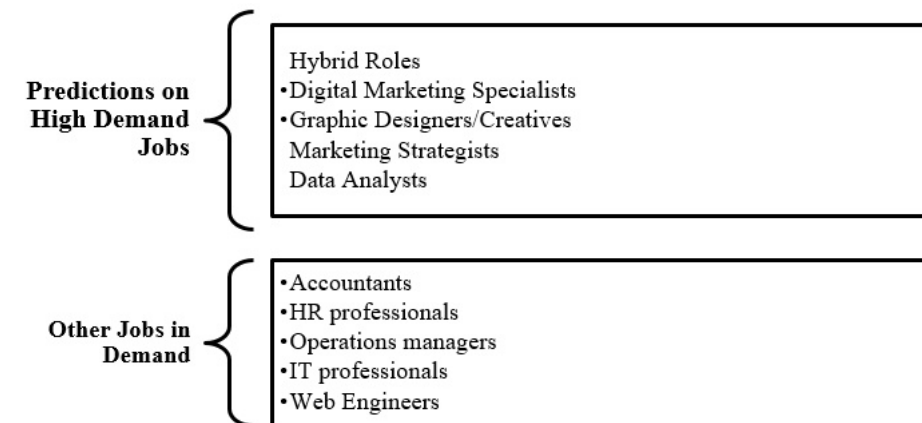
The high-tech landscape with automation replacing low-skilled jobs, it's the demand for human skills that is out stripping the supply (World Economic Forum report The Future of Job Skills, 2020). India's significant IT firms Infosys and Wipro also agree that while they are moving routine positions to atomisation, they are not firing their employees yet moving them to further advanced areas like machine learning and AI which require basic critical thinking, creative thinking and problem solving abilities. Deciphering this as far as curricular plan would mean a training that would teach students a mix of STEAM subjects for scientific research and innovation, humanities for understanding human practices alongside trade for making sense of businesses and financial markets. Nonetheless, the current generation who are concentrating in science, humanities and commerce streams would get themselves painfully deficient in satisfying such jobs roles

## 2. Career and job search sites

Majority of the jobs are tech-oriented. Students should be pursued in areas of popular courses, in-demand skills to expand their knowledge and enhance their skills to stand out different from other candidates. The paper outlines in-demand hard and soft skills

## 3. Promising Skills and Job Opportunities

While undergrads are searching for jobs on their own they are likewise turning towards online courses and affirmations to upskill themselves. Around 70% of undergrads have enrolled to online courses (The Indian Express, 2020). There has been a huge demand for customized courses following the changing social and financial aspects of the post-pandemic age. An age where achieved experts in portions, for example, health care, medicine, research, technology, and innovation will be particularly valued. As indicated by information shared through site Glassdoor, one of the top job searching sites, the best five roles for undergraduates with the most elevated Covid related business openings incorporate enrolled medical/healthcare services, communication, social work, project management, and technicians. There are different advantages of interning, not exclusively does the experience tally yet additionally the information gained helps in career enhancement. Setting off to a top college or graduating top of your batch probably won't be sufficient to find the dream job. An internship abroad can be a key competitive advantage for students, graduates and young professionals. As per a survey conducted by Institute for the International Education, students who interned abroad found that their experience abroad helped them acquire job skills, and they could find new jobs within six months of graduation (Sharma, 2020).



**Figure 1. Career Group Companies, 2020**

The economy might be recouping, however organizations are as yet attempting to recover their balance. This implies that they might not have a budget plan for different recruits and will require somebody who can play hybrid roles, i.e., somebody who can perform multiple jobs will be perhaps the best employment for 2021, however, one should be exceptionally unique and have both hard skills and technical skills. Companies have shifted to the digital market and eCommerce platforms. Because of this, they need more