

ENGLISH LANGUAGE: "A GUARANTEED TURNPIKE" TO CREATE SMART EMPLOYEES AND SMART GENERATION OF NEW INDIA.

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Abstract:

English being the most dominant, global language of communication, diplomacy, business, science, technology and industry, the ever-increasing importance of English language communication skills as a crucial, vital element in deciding ones employability quotient cannot be overstated. Lack of linguistic proficiency, poor communicative and personality skills often make it difficult for young graduates to organize and express their thoughts effectively and confidently. This affects their prospect of gaining and keeping employment

Surveys after surveys have brought home the alarming fact that India is facing a huge skills gap; severe job-talent mismatch, the lack of right skills and competencies for the job required and even less than 25 per cent of the fresh graduates are employable. 'Insufficient supply of quality skills' remains one of the major impediments to further economic growth in India

The present paper attempts to draw attention to the widening employability crises and the dire need of paradigm shift in the way ELT community at professional colleges perceive their role. It is high time they prepared themselves to play the role of a trainer or facilitator who can build real competencies and skills to bridge the skill gap by focusing on integrated, multi-skill development of the learners, along with enhancement of English Language skills.

Keywords : Employability, motivation, proficiency, soft skills

Introduction:

English is associated with the ideology of modernity and progress. It is the language of the educated élite and a marker of social status. English-speaking workforce is the key ingredient in employability today, considering India's formidable place in the global information technology industry, particularly the BPO and KPO sectors. So English language communication skill is no doubt a very crucial, core and the most demanded employability skill; a life skill' or a "survival skill' in the twenty-first century

India, which is a multi-cultural and multi-lingual country. We are fast-moving into a world in which not to have English is to be marginalized and disqualified. English is a useful vehicle, a vital element in India's continued progress, but the final goal must lie beyond English. A number of technically competent students have not been successful in job interviews just because of their lack of