

# Mapping of entrepreneurial opportunities

A Rapid study of 11 states

June 2021



# Foreword

Enhanced competitiveness, progressive strengthening and rapid transformation of the ecosystem is expected to help multiply the contribution of the MSME sector. For India, to emerge as a global value chain leader, strengthening of the enterprise value chain is essential.

MSMEs are the backbone of the Indian economy. The Government of India's vision of a 'Self-Reliant India' and 'Vocal for Local' initiatives are oriented towards achieving USD 5-trillion Indian economy by 2025. This brings forth opportunities to leverage the demographic dividend for which the youth needs guidance to walk the entrepreneurial journey and become job creators as against being job seekers.

Enhanced competitiveness, progressive strengthening and rapid transformation of the ecosystem is expected to help multiply the contribution of the MSME sector. For India, to emerge as a global value chain leader, strengthening of the enterprise value chain is essential. Such transformation also needs an impetus from the dedicated Regional and State level entities for addressing issues related to formalisation of many micro-units in the sector, enhancing access to necessary institutional credit, filling the information and knowledge gaps, addressing critical technical and physical infrastructure constraints for industry, providing access to a range of DigiTech services, twinning with a range of essential Business Service providers, capacity building in facilitator institutions and establishing strong regional governance platforms through the development of vibrant Industry Associations.

The UK Sinha Committee on MSMEs has recommended a more focused engagement of SIDBI with State Governments for which SIDBI has engaged GT Bharat LLP as Project Management Unit (PMU). The PMU through its range of support and facilitation services is working with the respective States to strengthen their enterprise eco system.



SIDBI, through its PMU has specifically carried out a rapid profiling of States in order to assess the reverse migration related challenges being faced in partner States. The PMU after undertaking this exercise has identified trades / services / livelihood options which are in demand in a State and which can be considered by potential reverse migrants as a means of their livelihood.

I am confident that these rapid profile(s) will be quite useful to all stakeholders while devising plans to address the issues of reverse migration. These are also expected to provide useful inputs for decisions on skilling of youth in order for policy formulation in respect of entrepreneurial and livelihood options at a regional level. SIDBI shall onboard these potential areas on its digital platform, Udyamimitra, for facilitating the aspirants in getting the information on nano/micro potentials in the State where they intend to setup their dreams and become job creators.

I believe, the PMUs have become cross-pollination platforms for ideas, inclusive engagements and for replicating learnings faster. When we all shall Standup together and walk alongside, MSEs shall Standout as differentiators. New aspirational seeds shall germinate and blossom. Many GEMS shall flourish. Existing enterprises shall soon evolve into inspirational ones.

**Sivasubramanian Ramann**  
Chairman & Managing Director

# Need of the study

In developing countries, it has for long been the trend that only single migrants participate in the extensive rural-urban migration. This exact phenomenon will be elaborated and enlightened in this report. In India, as well as in other countries, migrants play an integral role in the urban workforce. This report tells us the pattern of migration in various states and what are the best government initiatives and entrepreneurship opportunities available for the migrant laborers. It also put emphasis on how low-skilled laborers cope with life in an urban setting. Furthermore, this report throws light on the cognitive pressures and reasons that force people to move, leaving their families behind. It has been observed and found that states are facing challenges with respect to migrant labors and finding it difficult to promote entrepreneurship activities at ground level.

Additionally, during the COVID19 pandemic, India has been in lockdown since March 25, 2020. We have around 40 crore people migrating within the country (from one state to another).

The aftermath of the COVID19 pandemic has demonstrated that migrant workers are arguably the most vulnerable section in the Indian electorate. They are away from their homes and are made to work in unsafe and unhealthy conditions with low or irregular payment. The contractors through whom they are hired and the establishments that employ them are least responsible for supporting them in times of crisis. The

lockdown has severely affected migrants, who have lost their jobs due to shutting of industries and were job less; enormous small businesses were shut due to unavailability of buyers in the market.

SIDBI to address the challenges being faced by these labourers (reverse migrants) and the respective State governments, through Grant Thornton Bharat LLP, placed as PMU agency(ies) in 11 states, carried out rapid profiling of the states to assess the reverse migration related challenges faced in partner states. The PMU has undertaken a rapid profiling exercise and identified trades/services/ livelihood options which are in demand in the state and can be considered by potential reverse migrants as a means of livelihood. It will also be discussed how low-skilled migrants contribute to the economic development witnessed in India.

The paper covers up overall aspects of migrant labors in 11 states of the country – state wise numbers, reason of migration, employment & entrepreneurship options available, key steps taken by the state, vocational training & livelihood schemes available for migrants, departments & stake holders partnering, etc.



# Methodology and strategy adopted to carry out this study

The methodology used for collection of information on rapid profiling of states and viable entrepreneurial options was divided into two parts – primary information collection by undertaking meeting and group discussions with the industry associations, MSME units, self-help groups, local NGOs, State and Central govt. officials related to various departments and agencies such as Industries Department, Labour Directorate, Tribal Welfare Department, Cottage Industry department, Skill Development Corporation, Enterprise Development Institutes, Urban Development Department, Handloom & Handicrafts department, Directorate of Training and Employment, Skill Development Mission, State Livelihood Missions, technical institutes, MSME-DI and service providers. These stakeholders gave an overall picture of the challenges faced by the State Government due to sudden increase in number of unemployed workforces owing to lockdown. They also informed the strategy adopted by the State governments by aligning various departments in mitigating the challenges. The officials also told activities already undertaken by the govt. to address it. First and foremost, agenda for almost all the State Government was to provide shelter

and foods. Then data collection and registration of migrant people. Skill assessment and channelizing them as per existing skill to various jobs were next priority. The State and Central govt. officials informed about the existing schemes and procedure to access the scheme benefits. Few financial institutions were also approached informally to get data on status of financial transactions of the MSME sector units which had faced negative consequences of lockdown and reverse migration. Financial institutes also provide information on overall status of financial benefits of various schemes implemented by different State Governments. Service providers informed the services hired by the State Governments for successful implementation of skill training, employment creation etc. Responses obtained from primary survey were compiled, processed and analyzed to arrive at the suggestions on viable entrepreneurial options. In addition to the primary data the secondary data were consulted from various reports published in national newspapers, magazines, websites, explored State Government policies and Schemes, report published by NITI AAYOG etc.



# Maharashtra State

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## Report Summary

This section of the report considers the pattern of Migration in Maharashtra, State Government initiatives & Entrepreneurship opportunities in the state.



# Introduction

During the COVID19 pandemic, India witnessed a complete lockdown since March 25,2020. Passenger trains and flights were halted. The lockdown has severely impacted migrants, several of whom lost their jobs due to shutting of industries and were stranded outside their native places wanting to get back. Since then, the government has announced relief measures for migrants, and made arrangements for migrants to return to their native place. the Court directed central and state governments to complete transportation of remaining stranded migrants and expand focus of relief measures to facilitate employment for returning migrants.

The latest government data on migration comes from the 2011 Census. As per the Census, India had **45.6 crore** migrants in 2011 (38% of the population) compared to **31.5 crore** migrants in 2001 (31% of the population). Between 2001 and 2011, while population grew by 18%, the number of migrants increased by 45%.

## Patterns of Migration



Internal migrant flows can be classified on the basis of origin and destination. One kind of classification is: i) rural-rural, ii) rural-urban, iii) urban-rural and iv) urban-urban. As per the 2011 census, there were 21 crore rural-rural migrants which formed 54% of classifiable internal migration (the Census did not classify 5.3 crore people as originating from either rural or urban areas). Rural-urban and urban-urban movement accounted for around 8 crore migrants each. There were around 3 crore urban-rural migrants (7% of classifiable internal migration).



Another way to classify migration is: (i) intra-state, and (ii) inter-state. In 2011, intra-state movement accounted for almost 88% of all internal migration (39.6 crore persons).



There is variation across states in terms of inter-state migration flows. According to the 2011 Census, there were 5.4 crore inter-state migrants. As of 2011, Uttar Pradesh and Bihar were the largest source of inter-state migrants while Maharashtra and Delhi were the largest receiver states. Around 83 lakh residents of Uttar Pradesh and 63 lakh residents of Bihar had moved either temporarily or permanently to other states. Around 60 lakh people from across India had migrated to Maharashtra by 2011.<sup>8</sup>

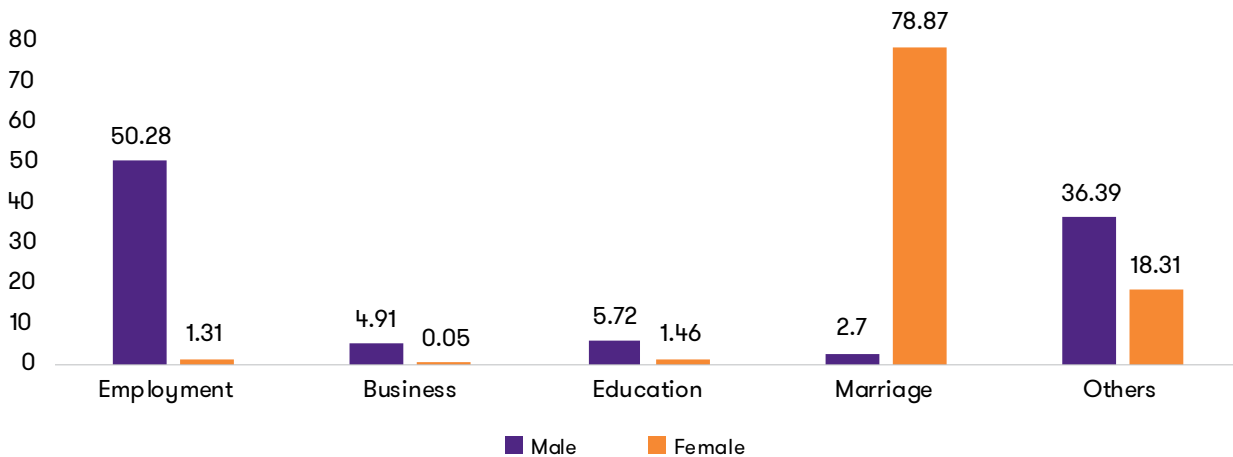
8. Economic survey of Maharashtra 2019-20

## Migration in Maharashtra:

Major reasons for migration in the State is to seek better employment opportunities in males (50.28%), whereas marriage is the prime reason for migration amongst females (78.87%). Compared to census

1991 and census 2001, there has been an upward trend in migration because of employment. The people employed in labour force increased from 26.5% (pre migration) to 88.4% (post migration).

### Percentage distribution of migrants by reason of migration in the state



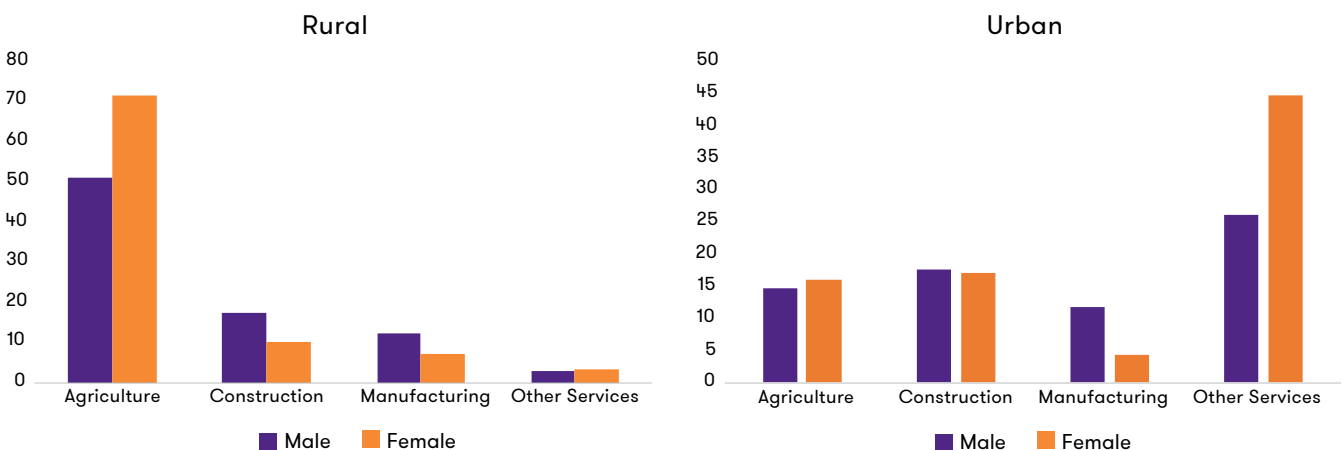
## Seasonal migration

Seasonal migration is higher in rural areas of Maharashtra with people primarily employed in the agriculture sector moving out for another job-related search during the 'off season'. The trend of seasonal migration is predominantly witnessed amongst the rural population employed in the agriculture sector (57.4%), followed by construction (14.8%) and manufacturing (10.7%). Amongst the urban population, seasonal

migration is mainly amongst people who are employed in 'other services' (30.7%) followed by construction (17.5%).<sup>9</sup>

Seasonal migration amongst females (71.2%) involved in agricultural activity in rural areas is higher as compared to their male counterparts (50.9%). Similarly, seasonal migration amongst urban females (44.7%) is higher as compared to urban males (26.1%) working in other services sector.

### Seasonal Migration - major Sectors (in %) for the state











9. Migration in India NSSO 64 round20

## Key Work Sectors Employing Migrant Workers:

Migrant workers are predominantly employed in the informal segment at the destination economies. They are generally engaged in manual unskilled/semi-skilled

jobs and struggle to find a decent employment at entry level. The jobs that come to them are typically high-risk, low-paying jobs, which have either been rejected by the local workers or have not been offered to them. The key sectors which are found to have a large concentration of migrant workers are








 <p><b>Construction</b></p>	 <p><b>Transportation/Head loading Hotel and hospitality</b></p>	 <p><b>Factory work, Mining, Brick-kilns</b></p>	 <p><b>Agriculture, Domestic work</b></p>
 <p><b>Recycling and scrap work</b></p>	 <p><b>Vending and hawking</b></p>	 <p><b>Textile industry</b></p>	 <p><b>Security services</b></p>

In most cases migrant workers are employed as replacement to the local high-cost resources, either due to competitive availability of such resources or the jobs being perceived by the local resources as menial. Further, the migrant workers are generally subjected to

long working hours, less favourable working and living environment, and low wages, due to lack of scope for unionization. This has usually resulted in lack of job and social security to the migrant workers.

## Policy and Infrastructure Initiatives -

The following policy initiatives and infrastructure initiatives are set to drive the State's economy in the immediate future:

 <p><b>Maharashtra state Industrial Policy 2019</b></p>	 <p><b>Smart City projects</b></p>	 <p><b>Projects and schemes related to the thrust sectors mentioned in the IP of 2019.</b></p>	 <p><b>Defence, Highway, Metro Projects across - Mumbai, Nagpur, Pune.</b></p>
 <p><b>Maharashtra Samruddhi Mahamarg, Sagarmala, Logistics and Warehousing projects across Nagpur - Wardha.</b></p>	 <p><b>Delhi - Mumbai Industrial Corridor.</b></p>	 <p><b>Magnetic Maharashtra etc.</b></p>	



## Thrust Sectors Profile<sup>10</sup>

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### Electric Vehicles (Manufacturing, Infrastructure and Servicing) –

With over 25 million vehicles on road and automobile being the major manufacturing industry in the State, Maharashtra Government aims to maximize the adoption and manufacturing of EVs in the State.

### Aerospace and Defense Manufacturing –

India's defense expenditure has grown by 231% in last one decade and is expected to reach INR 7.74 lakh crore (US\$120 billion), in the next ten years. Considering the historical base of the several ordnance factories in Maharashtra, the State is well placed to take advantage of aerospace and defense investments in India and give impetus to Make in India initiative of the Central government.

### Industry 4.0 –

The combination of industry, Internet of Things (IoT), IOT based Kiosks, Embedded Technology, 3D Printing, Artificial Intelligence, Robotics, Nanotechnology, and other such new technologies, has given rise to Industry 4.0. Developed countries like Germany, Japan, South Korea, and United States etc. have already started implementing their plans based on Industry 4.0. In order to keep domestic industry globally competitive, the State Government shall promote investment towards emerging industry 4.0 technologies.

### Promotion of Integrated Data Centre Parks (IDCP) –

Considering the location of Mumbai City, its power infrastructure and under-sea cables landing at Mumbai, it has the potential of becoming largest data storage hub in the World. Integrated Data Centre Parks wherein, a developer company builds infrastructure required for Tier - 4 data centers and various other companies can use this data storage space will be promoted & incentivized.

### Textile Machinery Manufacturing –

Maharashtra has been a leader in textiles by virtue of cotton production. Textile manufacturing machineries are largely imported. The State will promote textile machinery manufacturing as thrust sector and will offer suitable incentives.

### Biotechnology and Medical and Diagnostic Devices –

In order to leverage the state's advantage in hi-tech manufacturing, Maharashtra aims to be a leader in biotechnology and Medical & Diagnostics Devices manufacturing.

### Agro & Food Processing (Secondary and Tertiary Food Processing units)-

Agro & food processing sector has a huge potential for employment generation across the entire State, especially in MSMEs. The secondary and tertiary processing units has immense growth potential and value addition. Therefore, the State Government shall endeavour to set up mini food parks (MFPs) in all districts of the state.

### Information Technology (IT) & IT Enabled Services (ITeS) –

Home to over 1,200 software units and 30% share of the country's software exports, Maharashtra provides a well-established ecosystem for IT & ITeS companies. Pune and Mumbai are the major IT & ITeS centres in the State.

### Electronic Systems Design & Manufacturing (ESDM) and Semiconductor Fabrication (FAB) –

Domestic demand for electronics hardware products is increasing every year in the country and most of it, is met through imports. This thrust sector thus has tremendous potential for growth and also huge employment opportunities. Maharashtra with established ecosystem for electronics hardware manufacturing is poised to take advantage of Government of India's efforts towards domesticating electronics hardware manufacturing.

10. Industrial policy 2019

### Logistics & Warehousing –

Maharashtra's strategic location and seamless connectivity with national and international geographies on account of its port and airport linkages, makes it an ideal location for logistics and warehousing activities.

### Green Energy/ Biofuel Production –

Maharashtra has over 25 million vehicles on road and this figure is all set to increase in near future. With rising concerns regarding the carbon emissions and increasing oil imports, there is urgent need to support Green Energy/ Biofuel Production. Switching to renewable energy sources like biofuels (including ethanol), biomass from all crops etc. will not only make the State clean but decrease State's reliance on oil imports.

### Sports and Gym Equipment Manufacturing –

With improving economic climate, rising disposable incomes, and changed perception towards fitness is

fueling the demand for sports and gym related goods and services in India. It has opened new business opportunities for manufacturing of sports and gym equipment's.

### Nuclear Power plant equipment manufacturing –

India aims to manufacture nuclear power plant equipment and fuel assemblies locally under its Make in India program. This would also provide equipment's for the second phase of Kudankulam Nuclear Power Plant.

### Mineral / Forest based Industries –

In order to promote employment generation in the state & also to encourage the value addition / use of forest produce in Industries, particularly in forest rich & mineral rich areas, forest-based industries, mineral based industries & agro-industries / plantations will be promoted. This will be applicable only to those minerals which are under the purview of the state government.

## Focus Districts –

Statewide.

## Aspirational Districts<sup>11</sup>

Gadchiroli, Jalgaon, Osmanabad, Nandurbar.

## Policy and Infrastructure Initiatives –

The following policy initiatives and infrastructure initiatives are set to drive the State's economy in the immediate future:



Maharashtra state Industrial Policy 2019



Smart City projects



Projects and schemes related to the thrust sectors mentioned in the IP of 2019.



Defence, Highway, Metro Projects across – Mumbai, Nagpur, Pune.



Maharashtra Samruddhi Mahamarg, Sagarmala, Logistics and Warehousing projects across Nagpur – Wardha.



Delhi – Mumbai Industrial Corridor.



Magnetic Maharashtra etc.

11. Msme.gov.in

## Strategic initiatives taken by Maharashtra Government for migrant workers

The state has a total of 957 ITIs with an annual capacity of 132,714 students. There are 418 government ITIs and 539 private ITIs in the state. The state also has a strong vocational training partner network which provides skill

training across central & state level schemes like PMKJVA, PMKVY, NULM & NSDC Fee based model. The state has a total of 502717 training partners empaneled across various central & state level schemes. Basis the estimation of the training capacity for the VTPs and assuming that each of the VTPs have a capacity of running 2 batches in a day and completing 3 cycles in a year, it is deduced that these VTPs have a capacity of 9.04 Lakh which can be trained by them annually.

### Short Term Skilled Personnel

Sector	Trainees
Apparel, Made-Ups & Home Furnishing	50,811
Beauty & Wellness	34,858
Banking, Financial Services and Insurance	28,762
Automotive	21,801
Retail	18,302
IT-ITES	18,227
Construction	17,330
Telecom	15,228
Electronics & Hardware	14,527
Healthcare	11,188
Agriculture	9,762
Capital Goods	5,193
Tourism & Hospitality	4,775
Gems & Jewellery	3,427
Logistics	3,281



30% of the workforce was engaged in services sector activity and is estimated to grow in next 10 years



Average women's participation in labour force is relatively greater in Maharashtra as compared to India.



As per the report on district level estimates 2013-14, ~5% of the labour force had received vocational training; 3.6% received formal vocational training. Of these, 72.4% were employed in urban areas and 24.2% were not in the labour force. 4.9% were unemployed. In vocational education, state has 957 ITIs and has a strong vocational training partner network.

Being the most industrialized State, Maharashtra presents various opportunities to people from other parts of the country, thus witnessing in migration trends. Similarly, the State also witnesses out migration with skilled workforce moving out from Maharashtra to various parts of the world.

## Self Help Portal for Migrant labour registration

Mahaswayam portal integrates skilling, employment, and entrepreneurship in an effort to make this a go to portal for various stakeholders involved in Skill India Mission. Maha stands for Maharashtra and Swayam stands for one's self. It is an effort by the State Government to bring together students, youth, job seekers, employers, trainers, and entrepreneurs all under one umbrella. Mahaswayam portal has been developed by the Skill Development, Employment and Entrepreneurship Department to integrate the skill related activities in Maharashtra with Jobs and

Entrepreneurship for providing a unique platform to all the stakeholders. This portal will provide single interface to all the stakeholders to obtain information related to Skill Training, Job vacancies and Entrepreneurship development programs.

## Mahaswayam Web Portal Advantages

This new web portal is a combination of 3 important components to tackle unemployment for the welfare of youth in Maharashtra: -

Component	Conducting Organization	Official Website
Skill Development (Kaushal Vikas)	Maharashtra State Skill Development Society (MSSDS)	<a href="https://kaushalya.mahaswayam.gov.in/">https://kaushalya.mahaswayam.gov.in/</a>
Employment / Jobs	Directorate of Skill Development, Employment & Entrepreneurship	<a href="https://rojgar.mahaswayam.gov.in/#/home/index">https://rojgar.mahaswayam.gov.in/#/home/index</a>
Entrepreneurship	Annasaheb Patil Arthik Vikas Mahamandal Maryadit	<a href="https://udyog.mahaswayam.gov.in/#/home">https://udyog.mahaswayam.gov.in/#/home</a>

## Benefits of Mahaswayam Portal

To make our nation as the human asset capital of the world, the Government of Maharashtra has set up an objective of producing 4.5 crores talented labour by 2022. To accomplish this objective, forty-five Lakh talented labour will be should have been delivered each year by the state for a long time. As a feature of this measure, the Government has presented Mahaswayam Portal. Under this exertion, different plans have been propelled by the concerned government. These employment schemes will be very beneficial for all of the residents of the state.

## Employment through Maharashtra state skill development society (MSSDS)

The Society is the Nodal Agency for planning, coordination, execution & monitoring of Skill Development Initiative of Government of Maharashtra. The society is functioning under the Skill Development, Employment and Entrepreneurship Department, Government of Maharashtra. All the Skill Development schemes of various departments of Government of Maharashtra are integrated and implemented through the active coordination under the single umbrella of this society.

## Employment through Commissionerate of Skill development, Employment & Entrepreneurship

To facilitate employment and provide self-employment guidance for the youth to enhance their incomes, thus promoting inclusive growth, Commissionerate of Skill Development, Employment and Entrepreneurship was set up. The directorate brings together around 33 lakh job aspirants and employer database of more than 67000 public and private establishments. Employment Promotion Programme (EPP) by the State Government is a scheme to provide on-job training to Job Seekers for acquisition and up gradation of skill & experience in private sector for experienced as well as un-experienced Job Seekers. Employment Promotion Programme (EPP) aims to enhance skills of the youth and make them employable as per the market requirement. EPP is a stipendiary scheme.

## Entrepreneurship and self-employment through Annasaheb Patil Arthik Vikas Mahamandal Maryadit

To support the economically backward communities in terms of providing entrepreneurship and self-employment opportunities Annasaheb Patil Arthik-magas Vikas Mahamandal Maryadit was set up in 1998. In the year 2000, Government of Maharashtra announced scheme for self-employment and employment which was completely a state funded scheme.

## Key Skilling initiatives & opportunities in the Thrust sectors

To support the economically backward communities in terms of providing entrepreneurship and self-employment opportunities Annasaheb Patil Arthik-magas Vikas Mahamandal Maryadit was set up in 1998. In the year 2000, Government of Maharashtra announced scheme for self-employment and employment which was completely a state funded scheme.

### Key skilling initiatives<sup>12</sup>

Schemes/ Projects	Implementing Agency
Pramod Mahajan Kaushalya Udyojkta Vikas Abhiyan (PMKUVA)	MSSDS
National Urban Livelihood Mission (NULM)	Ministry of Housing and Urban Poverty Alleviation (MHUPA)
Pradhan Mantri Kaushal Vikas Yojana (PMKVY)	Ministry of Skill Development & Entrepreneurship (MSDE).
Maharashtra Agriculture Special Project	MSSDS
Rural Self Employment Training Institutes (RSETI)	The Ministry of Rural Development (MoRD)
Maharashtra Centre for Entrepreneurship Development (MCED)	Directorate of Industries, Govt. of Maharashtra

## New opportunities due to outflow of migrant labourers

The Maharashtra government is also looking at filling up the gaps that have been created due to the outflow of thousands of workers in the state who have returned to their home states of Bihar, West Bengal, Jharkhand, and Chhattisgarh, among others. These workers used to be employed in factories in Maharashtra's industrial cities, including Mumbai, Pune, Nagpur, and Nashik. As confusion prevails about when or if they will return, local factory owners are facing a major labour crisis.

As Maharashtra is more of a consumption state and has the labour from the above-mentioned states in huge number, the sudden outflow has created a vacuum in terms of skilled labour. In a bid to meet the challenge of manpower vacuum created after Lakh of migrants left Maharashtra, the state government has launched

an online portal to help the locals find employment. The portal, [www.mahaswayam.gov.in](http://www.mahaswayam.gov.in), has up to date information about jobs available in govt. and private sector allowing locals and industries to post their job requirements and apply for the same. The portal has been launched as an initiative of the skill development dept.

## Key Skill Requirements

Building construction industry & real estate services  
 Automobile and auto services  
 Textile & clothing  
 Transportation, logistics, warehouse & packaging sector,  
 Helpers in the Organized Retail, Healthcare services, Food processing workers, IT & ITES, Leather & Leather goods, Gems & Jewellery Banking, financial services & Insurance  
 Tourism, travel, hospitality & trade, Furniture & furnishings, Electronics and IT hardware, Media & entertainment, Chemicals & pharma.

12. Various Govt. websites

# Potential Areas for Livelihood Opportunities

Sector	Trades/ Vocation	Districts Covered
Manufacturing Sector: (15 days - 180 days)	Carpentering, woodwork, Wood Embossing, wood Craft	Mumbai, Navi Mumbai, Thane, Palghar, Nashik, Raigad, Pune, Kolhapur etc
	Embroidery and Stitching garments	
	Fabrication, Colouring and Welding work	
	Aluminium windows, Channel and Steel gates work	
	Bakery and Bread products, Dessert making	
	Namkeen and diet-based products of everyday consumption	
Services Sector: (15 days - 180 days)	Plumbing, Electric fittings, Trading	Mumbai, Navi Mumbai, Thane, Palghar, Nashik, Raigad, Pune, Kolhapur, Nagpur, Sindhudurg, Ratnagiri, Wardha etc
	Electrical and Electronics	
	Health, Nutrition and Wellness	
	Automotive service Technicians/Helpers	
	Farm Equipment maintenance and Servicing	
	Tailoring and Alteration	
	Mobile shops, repair of Household products	
	Computer printing, photocopying and stationary services	
	Logistics services for Primary/Secondary/Tertiary activities	
	Masonry work, Raj Mistry	
	Solar Panel installation and Repair	
	Tourism and Medical Tourism	
	Repair and maintenance of Irrigation and Agri Implements	

Sector	Trades/ Vocation	Districts Covered
Agribusiness and Allied sectors (15 days - 90 days)	Horticulture and Floriculture	Across the state - Most of the districts have huge potential in primary, secondary and tertiary processing.
	Cultivation of Fruits and Vegetables, shed Irrigation, exotic vegetables	
	Preparation of jam, jellies, Pickles etc	
	Dairy farming/Goat Rearing	
	Plant Nursery and seedling Raising	
	Vermicomposting and Gobar gas production	
	Organic Farming	
	Veterinary practices for cattle	
Forestry product based Micro Enterprises	Handicraft items from forest produce /various Fibbers	Gadchiroli, Bhandara, Gondia, Osmanabad, Beed, Jalna, Baramati, Chandrapur, Aurangabad.
	Honey processing and bee keeping	
	Mulberry and Tasar Sericulture	

## Expected Potential Employment & Upskilling

### 1. Skilling and Reskilling of the existing workforce:

Most of the workers, Laborers are in dire need of skill enhancement and retraining. Their current skillset or absorbed skillset of the family, without any certification shall not be useful in order to garner any productive occupation/job.

**2. Adopting New or Emerging Technology:** As per the study 74 lakh incremental employment opportunities will be created over a period of 5 years with tertiary sectors having the lion's share and a shift from traditional primary sector. With ever-changing needs of economy in the country, it is imperative to measure the pulse of changing consumption patterns, evolving business models and innovation disrupting public and private enterprises. Adopting to technological changes such as artificial intelligence, machine learning, increased automation etc. is need of the hour and will result in creation of different kind of demand for skilled labour.

**3. Policy guidelines:** A well-defined policy linking investments in skill to clearly defined outcomes such as boosting the state's economic growth, supporting self-employment/ livelihood opportunities, supporting labour aspirations, or a combination of these, can have two major benefits i.e., clarity on how to allocate resources and sending a clear signal to investors,

employers, and the labour market about available resources to consider while planning for the future.<sup>13</sup>

### 4. Need based targeting of annual training spent:

Through this study it is important to have continuous collaboration with district level stakeholders to understand the needs at local community level in order to engage with the members of the labour force and maximize reach of training activities. Understanding the needs and the aspiration will result in improvement of target allocation and mobilization efforts across the state.

**5. Multi-department collaborative effort to plug data and information gaps:** Through this study it became increasingly evident that there are gaps in availability of basic economic indicators and occupational data at a sub-state and sub-sectoral level. While the announced annual Periodic Labour Force Survey (PLFS) exercise is likely to provide more frequent employment data. Data adequacy at a sub-state level to analyze changing labour market trends is essential. Collaboration with the Directorate of Economics and Statistics (DES), Government of Maharashtra to leverage their state-wide machinery could be an alternative. Initiating a joint consultation with various departments and DES can reveal other alternatives worth exploring as well.

13. MSSDS website, Ministry of labour and Employment

**6. Institutional strengthening and capacity building:**

There is also significant potential to leverage existing institutional capacity at general and technical education institutions to deliver training as well. Infrastructural facilities of higher education institutions and the typical learning environment created at formal education institutions could improve learning outcomes from private training activities. This can help in optimizing capital expenses and non-wage recurring expenses through shared capacity, for both formal education and TVET.

**7. Training of Trainers:** There is a dearth of trainers and master trainers across the State and especially in the less developed Districts like Gadchiroli, Nandurbar, Beed, Parbhani, Sangali, Sindhudurg etc. There is also limited efforts and investments for continual upgrading/ upskilling of the trainers. MSSDS can consider establishing Regional Trainers' Academies at one nodal district of the 6 divisions of the state equipped with adequate facilities to train, assess and certify trainers and in partnership with the Sector Skill Councils (SSCs), industry bodies and/or relevant national institutions.

**8. Strengthening soft-skills and employability skills:**

Employers across all sectors have acknowledged the limitations on inter-personal skills and communication skills among the youth, as constraining their effective performance of work. Many employers highlighted the need for strengthening the skills in spoken English. Given that the existing educational institutions and their mandate do not cater to the requirement of

soft-skills and employability skills, it is important for MSSDS to consider designing a targeted intervention on improving the soft-skills and employability skills of the State's Youth. MSSDS can learn from the experiences of other States in this regard, and develop a custom-pack of the interventions, encompassing 21st century employability skills and soft-skills, in addition to Spoken-English and basic information and communication technology (ICT). MSSDS should consider implementing this in long-term and short-term skill development program.

**9. Strengthening Industry-experience:** It is seen that the earning potential among graduates does not vary significantly from Diploma / ITI certificate holders over their career path. To enhance the value of the programs at the graduate level, it is necessary to strengthen their exposure to work environments (through guided industry-visits, internships, or apprenticeships) for both technical and non-technical programs across the industrial and services sectors. It is also important to consider mandatory and periodic industry exposure for the faculties/ trainers, to develop an industry-ready workforce.

**10. Prioritizing entrepreneurship development:** Through the primary surveys conducted with the labour force, it is noted that 56% of the respondents opted for self-employment as compared to 44% wage-employment.

**11. Prioritization of identified/emerging sectors:** As per the study conducted and the recommendation framework, MSSDS should focus on the identified/ emerging sectors with popular job roles for the sector





# What next.....?

The COVID19 pandemic has a profound and deep impact in the lives and livelihood of the most vulnerable sections of the society. These include the marginalised, poor people of the country, especially the migrant population who had to bear the brunt of the unprecedented lockdowns, which triggered exodus of migrant population to the relative safety of their hometowns, districts of the respective states.

## The COVID19 pandemic & labour

The home town migration for some has been a temporary measure to tide over the uncertain situation and return to their workplace when things normalise, for others it is imperative to find a livelihood solution either through self-employment of getting absorbed locally in the existing Industry. In some there is a strong desire to do something of their own at their home town. Many of these displaced are skilled people, even professionals.

Skilling, reskilling and upskilling are important aspects in terms of providing employment and enterprise opportunity to migrant labour. However, along with hard skills, soft skills including attitudinal changes needs to be incorporated in order to make the initiative successful.

Many state governments, followed the way and implemented various schemes, viz. Sewa Mitra Platform in UP, Rajasthan Labour Employment Exchange, Setting up of Kaushalkar.com by Karnataka, Integrated Skill Portal for Migrant Workers, Mukhyamantri Swarojgar Yojana in Uttarakhand, Mahaswayam web portal in Maharashtra, SAMPARKA portal in Assam and many more. Most of these initiatives were focused on either providing employment opportunities or social security. In order to address the issue of self employment ( being job creator) which requires handholding and mentoring boosters, many organisation initiated multiple steps to create employment / livelihood opportunities in their (labourers) hometown.

SIDBI, through the GT Bharat LLP (placed as PMU agency in 11 states), conducted a rapid migrant labour profiling and suggested viable enterprise and livelihood options in various states. This was done through consultative means and study of existing measures prevailing in various states. The study documented various options for livelihood available for migrant labourers in their home town.

The value chain actors need to unleash a campaign mission on digitisation as a great democratiser of access to financial and non financial services. Several fintechs have made headways in easing access to aspirants. Digital platforms like mitra portals ( standupmitra, udyamimitra, msme Saksham, PSB59). are offering digital delights. A platform which provides access to E Business services for existing enterprises can be trendsetter. Involvement of technical institutions as solution centres for adjoining clusters and or artisanal pockets can be game changers. It is also desirable to have lot of reforms and policy level inputs, including revolutionary – reforming public private partnership.

A national labour database (local and migrant), linked with Aadhaar and Jan Dhan accounts, can help capture and monitor various indicators like wage-trends, skillsets, education, experience etc. In this, a Specific identity no. can be given to each migrant labor. That detail shall be shared with all concerned dept. (SLDC, employment dept. labor dept., KVKs) all Industry associations, major manpower consultancies, skill development institutes, industrial & MSME departments of respective states and with all agencies involved in the livelihood creation. The same may enable them to map suitably as per their orientation, skill set for further employment or livelihood opportunities. Different programmes, schemes, institutions need to marry their mandate for nation good.

**Cluster mapping and major cluster-based skill development approach in each district may also be explored for streamlined efforts to address the reverse migration issue.** The major clusters present in each district or mandal/block, skill development programs can be taken up for the displaced population to enable them to start the enterprise or enhance their employability as skilled labour for the existing units. In bigger cluster - training and manpower skill development can be done as soft intervention for the migrant labours. OEMs can impart training to the labours of same interest and they can be utilized as their extended units with smaller setups.

Leveraging networks can propel the REVIVE & THRIVE journey, for sure.

# Digital Knowledge Bank

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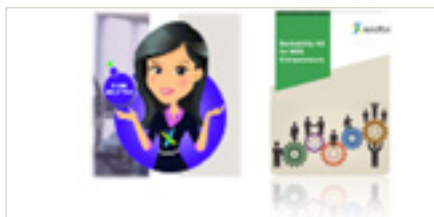
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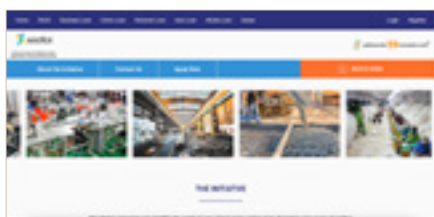
[ahidf.udyamimitra.in](http://ahidf.udyamimitra.in)



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