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Global Development Incubator

GLOBAL OPPORTUNITY YOUTH NETWORK: BHUBANESWAR

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aspen institute



Ecosystem mapping in Bhubaneswar and Cuttack

Global Opportunity Youth Network

December 2024

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Approach and methodology

Our approach | Overview

Deloitte has adopted a consultative approach to support GOYN in conducting demand-side mapping and creating a comprehensive labour absorption plan for youth (15-35 years) in Bhubaneswar and Cuttack

DESK REVIEW

Secondary research to understand the present skilling, employment and entrepreneurship ecosystem, needs and opportunities, and key stakeholders. Documents reviewed:

- *Government policies and schemes*
- *Government and state-specific surveys and reports (Odisha Economic Survey, PLFS, Sector Skill Council reports)*
- *ILO reports*
- *Youth aspiration mapping conducted by LCF*

DATA COLLECTION

Through additional avenues for collection of relevant data:

- *Filing RTIs*
- *Requesting other government sources (JAGA Mission)*

STAKEHOLDER INTERACTIONS

Triangulation of desk research and data obtained through primary interactions with stakeholders:

- *In-person interactions during the field visit to Bhubaneswar and Cuttack*
- *Virtual interactions*

CONSOLIDATION

Inference of inputs and developing actionable insights

Framing — *Assessing the current scenario*

Visioning — *Identifying opportunities*

Designing — *Developing a plan for the future*

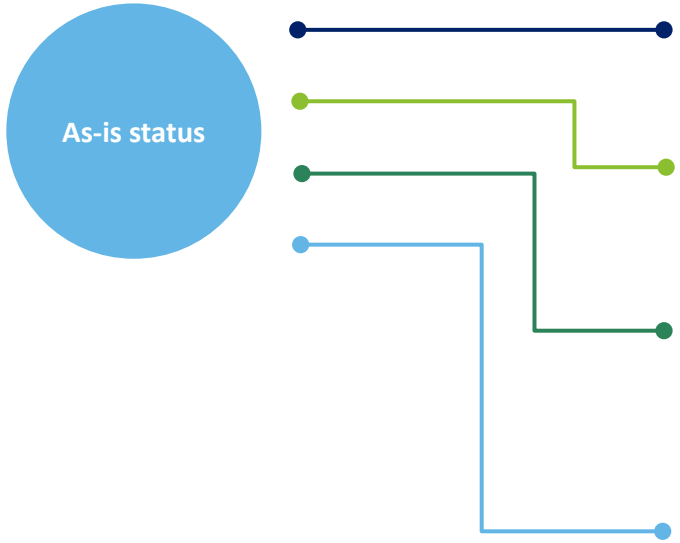
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Background



Odisha’s skilling and employment landscape

By 2041, Odisha’s working age population (15-59 years) will peak, of which 34% is expected to be youth (15-34 years). Yet, 36% of youth are not in employment, education or training (NEET)



48.1%

Workforce distribution by key sectors

- The share of the total workforce employed in the agriculture and allied sectors is the highest at 48.1%, followed by the industry sector at 25.8%, and the services sector at 26.1%.[1]

21.8%

Higher unemployment rate in Odisha

- Odisha has a higher unemployment rate among urban youth (15-29 years) as compared to the national average of 15.7%.[2]
- Odisha ranks amongst the lowest (21st out of 22 states) in the employment condition index.[3]

39.95%

Unemployed educated youth

- Odisha has also recorded the highest unemployment rate among educated youth (15-29 years) (22nd out of 22 states) as compared to the national average of 21.84%.[3]

Up to 24.1%

Gaps in earnings

- In FY 22-23, average earnings of regular wage/salaried, self-employed and casual workers in Odisha were below the national average, suggesting workers’ earnings need to move up through transition to more productive employment and skill development.[1]

Skilling, employment and economic trends in Odisha

- 6.5 lakh youth trained under the Chief Minister Employment Generation Programme (2019-23).
- 78/82 planned Skill Development Centres by the Odisha Skill Development Authority are completed.
- The state is enhancing skilling opportunities for youth through international partnerships with ITEES Singapore and Microsoft.

- Odisha is emerging as a technology hub in Tier-2 cities through its conducive policies.
- The state is also supporting informal workers through its flagship schemes like the Urban Wage Employment Initiative (UWEI)/Mukhya Mantri Karma Tatpara Abhiyan (MUKTA).

- Odisha has one of the highest secondary level dropout rates in India at 27.3%, significantly higher than the all-India average of 12.6%.[1]
- Per capita income of Odisha is nearly INR 1.6 lakh as compared to India’s INR 1.8 lakh in 2023-24. The gap between per capita income of Odisha and India was 12% in 2023-24.[1]

[1] Odisha Economic Survey 2023-24
[2] PLFS 2022-23, MOSPI, GoI
[3] India Employment Report 2024, ILO

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Odisha’s self-employment and entrepreneurship landscape

By 2041, Odisha’s working age population (15-59 years) will peak, of which 34% is expected to be youth (15-34 years). Yet, 36% of youth are not in employment, education or training (NEET)



Status:

- In FY 22-23, out of the total employed labour force in Odisha (15+ years), 64% i.e., **131.6 lakh were self-employed**.
- As of June 2024, Odisha **has 8.41 lakh MSMEs registered on the UDYAM portal**. However, the actual number of MSME units is likely much higher. According to the **2022-23 Annual Survey of Unincorporated Sector Enterprises (ASUSE)**, Odisha has **29.4 lakh unincorporated non-agricultural enterprises**.

131.6 lakh self-employed in Odisha

Growth:

- In the last six years (between 2017-18 and 2022-23), the **share of self-employed workers in the state has risen by 6.7%**, while that of casual worker and salaried worker was reduced by 5.7% and 1% respectively.
- **Bank advances to MSMEs** by in Odisha **grew from INR 13.8 thousand crore in 2011-12 to INR 62.3 thousand crore in 2022-23**, at a **CAGR of 14.7%** during the period, as per the 171st State Level Bankers’ Committee (SLBC).
- **MSME development** remains a priority area for the state.

8.41 lakh MSMEs registered on UDYAM Portal

Self-employed workers’ share has increased by 6.7%

Monthly earnings:

- In FY 2022-23, average earnings of self-employed workers in Odisha were **24.1% below** the national average, with Odisha generating INR 9,966 compared to INR 13,131 nationally.
- This income gap suggests that self-employment opportunities in Odisha are underdeveloped offering significant **growth potential**.

Bank advances to MSMEs grew at a CAGR of 14.7%

Source: Odisha Economic Survey 2023-24

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Khordha and Cuttack's skilling and employment landscape

By 2041, Odisha's working age population (15-59 years) will peak, of which 34% is expected to be youth (15-34 years). Yet, 36% of youth are not in employment, education or training (NEET)

Khordha (as-is status)

- Khordha was the fifth populous district in the state of Odisha, with a total population of **22.5 lakh** (Census 2011)**.**
- The **median age** of the population in Khordha **–** which was **27 years** in **2011-12 –** was projected to increase up to **31 years** in **2021-22.**[1] The share of population below 30 years, **is projected to decrease from 53.4% in 2011-12 to 47.9% in** 2021-22,[1] implying that the district may lose the demographic dividend that it has, much sooner.
- Khordha is the most urbanised district in the state of Odisha, with **48%** of its population residing in urban areas.[2]
- Although the gap in the Labour Force Participation Rate (LFPR) among male and female population persists at both district and state levels, it is significantly higher at the district level. **In 2018-19, in Khordha, the male LFPR was about 7 times higher than the female LFPR.**[2]

Cuttack (as-is status)

- With a total population of **26.24** lakh in 2011-12, Cuttack was the second most populous district in Odisha (Census 2011).
- The working age population (15-59 years) share was estimated to increase from **65% share** in 2011-12 to **69%** in 2021-22.[1] Increase in working age population can lead to increase in potential output and therefore higher economic growth in the long run, if skill intervention is undertaken to keep its working population productive.
- Service sector is the most dominant sector in the district with more than **65% contribution to the total Gross Value Added (GVA).**[3] Cuttack's economy is heavily dependent on service sector that has, over the years, lost the ability to generate enough jobs, which is leading to increased unemployment in the district.

Education and standard of living indicators[4]

- **3.8% HHs** reported that not even one member of the HH aged 10 years or older has completed six years of schooling.
- **28.12% HHs** reported a school-aged child is not attending school up to the age at which he/she would complete.
- **8.54% HHs** reported inadequate housing.
- **11.36% HHs** reported that no household member has a bank account or a post office account.

Education and standard of living indicators[4]

- **7.36% HHs** reported that not even one member of the HH aged 10 years or older has completed six years of schooling.
- **3.18% HHs** reported a school-aged child is not attending school up to the age at which he/she would complete.
- **33.80% HHs** reported inadequate housing.
- **13.1% HHs** reported that no household member has a bank account or a post office account.

[1] 2011 Census
[2] District Skill Development Plan Khordha
[3] District Skill Development Plan Cuttack
[4] National Multidimensional Poverty Index baseline report based on NFHS-4 data (2015-16)

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Odisha’s skilling and employment landscape | Policies and schemes (1/2)

Some of the central and state government schemes pertaining to skill development for youth in Bhubaneswar and Cuttack are given below

State government

Placement Linked Training Program (OSDA)

Targeted at youth, especially dropouts, the training imparted in courses are aligned with the guidelines from Sector Skill Councils (SSCs)

Chief Minister’s Employment Generation Programme

The programme aims to employ 15 lakh youth from 2019-2024

Nutana Unnata Abhilasha (GoO)

Fresh skilling for youths and supplementary courses, digital and e-courses for higher education students. Includes establishing advanced labs, incentivising training providers, curriculum development, and ToTs



Central government

Pradhan Mantri Kaushal Vikas Yojana (MSDE)

Provides free short-duration skill training and incentivises this by providing monetary rewards to youth for skill certification

National Apprenticeship Promotion Scheme (MSDE)

Offers graduate, diploma students and vocational certificate holders a practical, hands-on on-the-job-training (OJT) based skilling opportunities. Incentives to employers in the form of 50% stipend reimbursement

PM Vishwakarma (MSDE and MoMSME)

Recognition and support: Artisans and craftspeople enrolled in the scheme will receive a PM Vishwakarma certificate and an identity card. Offers a stipend of INR 500 for skill training per day and INR 15,000 grant for the purchase of modern tools.

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Odisha’s skilling and employment landscape | Policies and schemes (2/2)

Some of the central and state government schemes pertaining to entrepreneurship and credit available for youth in Bhubaneswar and Cuttack are given below

State government

Odisha Urban Wage Employment Initiative (Housing & Urban Development Department, GoO)

Targeted at urban poor for providing sustainable livelihood opportunities and creation and maintenance of community assets – focus on climate-sensitive buildings

Nano-unicorn (OSDA)

Entrepreneurship programme targeted at candidates who have undergone skill training at any ITI/ IP and should be recommended by the institute

Swatantra Yuva Udyami Scheme – Urban (Housing & Urban Development Department, GoO)

Aimed at aiding 5,00,000 urban youth in 2024-2026 to set up their own businesses by offering interest-free loans



Pradhan Mantri MUDRA Yojana (M/o Finance)

Provides loans up to INR 10 lakh to the non-corporate, non-farm small/micro enterprises

PM SVANidhi Scheme (M/o Housing & Urban Affairs)

Provides collateral-free working capital loan to street vendors

Scheme of Fund for Regeneration of Traditional Industries (M/o MSME)

Aims to organise traditional industries and artisans into competitive clusters, providing support for their long-term sustainability and employment. It focuses on enhancing product marketability, improving artisan skills, providing better tools and facilities, and strengthening cluster governance with stakeholder participation

Central government

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Stakeholder mapping

Based on the secondary literature available, a stakeholder map has been created to identify the enablers for driving skilling, employment and entrepreneurship in Bhubaneswar, Cuttack, and Odisha at large

ECOSYSTEM

- **Family |** The primary unit of support to youth. Large part of aspirations and mobility are determined here.
- **Government |** Biggest institutional stakeholder. Encompasses schemes, policies, training institutes, relevant departments, etc.
- **Civil society and skilling organisations |** Organisations working towards youth upliftment in various forms – skilling, counselling, capacity building, etc.

YOUTH

- **Students** | Youth currently in school/college or undergoing skill training.
- **Job seekers** | Youth currently in search of job – may be dropouts/unemployed or seeking upward mobility through upskilling.
- **Gig workers** | Workers seeking or doing informal platform- and non-platform-based jobs (part-time or full-time).
- **Entrepreneurs** | Youth aspiring to start their own enterprises.

MARKET

- **Employers** | Businesses, industries or services providing formal or informal employment to youth, both at entry level and experienced roles.
- **Industry associations** | Institutional stakeholders in the market – organisations, groups of industries or clusters – having similar offerings and can act as subject matter experts.
- **Credit facilitators** | Regulated and unregulated credit, including banks, NBFCs, angel funders, or government schemes offering credit assistance.

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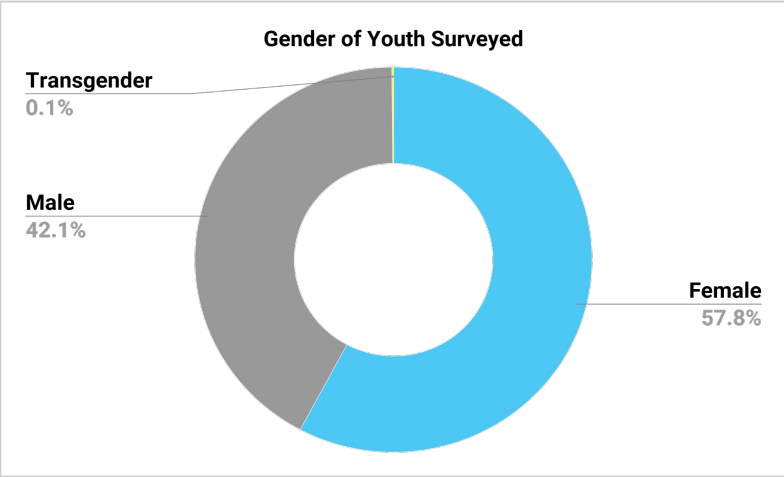
Youth overview

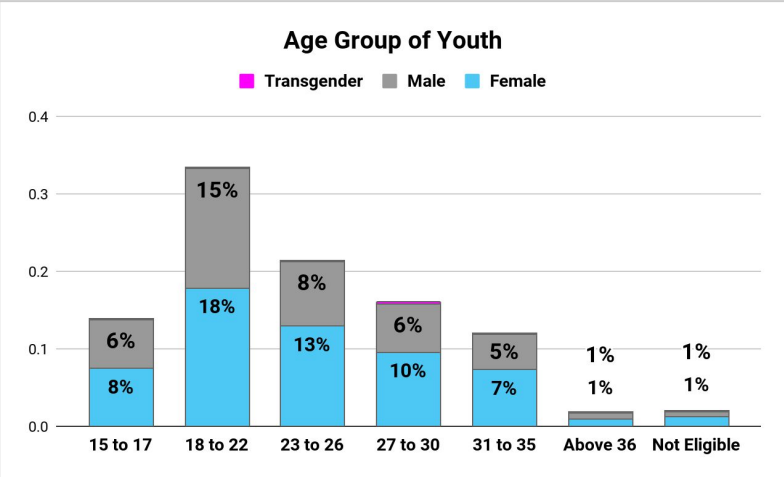
LCF and GDI worked jointly for OY mapping in Bhubaneswar

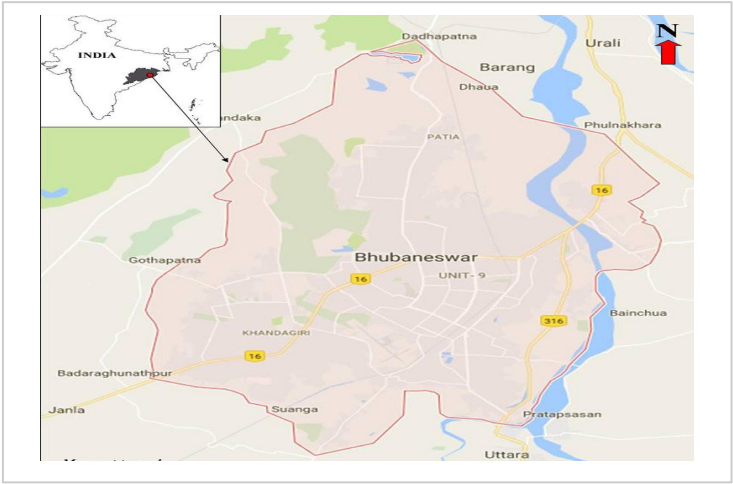
Process	~ Number of person days	Status
Opportunity Youth mapping for GOYN Bhubaneswar was **jointly undertaken by local LCF and GDI teams**	N/A	**Completed**
LCF and GDI co-created the survey and focus group questionnaires based on inputs from key local stakeholders	1	**Completed**
LCF conducted the data collection on the ground, with **GDI team members participating in key focus group discussions** in order to understand the reality on the ground ~**3,100 OY** between 15-35 years of age across Bhubaneswar and Cuttack were covered (~2,900 via survey interviews and ~200 via focus groups) with additional insights considered from younger and older age groups	60	**Completed**
GDI analysed the data (represented in the following slides) with the following considerations: • Understanding **youth segments, and aspirations and challenges** by segment • Using the available data to draw a holistic picture of the **youth landscape**, as well as **family and community contexts** • Focus group findings were used to test and strengthen quantitative data from the surveys • Each insight was drawn by asking the question **'how will this data inform ToC and pathways design?'** • Following the above, each slide provides (1) **insights from quantitative survey data (**2) **complementary FGD insights** and (3) an **intervention recommendation along with a more detailed section** at the end, on recommendations for deep impact at scale – towards saturation in Bhubaneswar city	20	**Completed**
The **LCF and GDI teams reviewed emerging insights periodically** via weekly check-ins to ensure that integrity of the ground-level data was preserved, and analyses were solution oriented	N/A	**Completed**
Separately, the size of the OY population was also mapped using the OY calculator (add link)		

Bhubaneswar and Cuttack are Odisha's key urban centres with a large and diverse youth demographic

To understand the aspirations, challenges and needs of this population, especially of those belonging to economically disadvantaged backgrounds, **GOYN Bhubaneswar surveyed 2,914 youth** from **registered and unregistered slum areas, Adarsh communities, and low-income non-slum housing** across Bhubaneswar and Cuttack areas







Placeholder for GEO Map

57.8% respondents were females, **42.1%** males, and **0.1%** transgender

Majority belonged to General Caste (43%), followed by OBC (20%), Schedule Caste (19%), and Schedule Tribe (17%)

14% youth were between **15-17 years,**

54% were aged **18-26 years**,

and **30%** were over **27 years**

Areas with significant youth concentration included

Bharatpur (22.4%), **Santipali Basti** (7%), **Samantapuri Basti** (6.9%), and **Salia Sahi** (5.4%)

Size of the OY population in Bhubaneswar and Cuttack | Methodology

The process for calculation of Opportunity Youth is given below

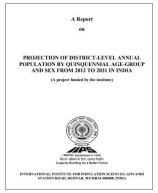
Challenges

- Unavailability of updated Census data: Most analyses and reports continue to use Census 2011 as baseline
- Required granularity of data: Percentage of NEET youth at local level is unavailable; estimations have been made using Odisha data

Methodology

1 ESTIMATION OF CURRENT POPULATION (DISTRICT LEVEL)

- Indian Institute for Population Sciences (IIPS) report on estimation of district-level population for all districts of India (2012-2031)
- Setting 2025 as the reference, obtained projected district-level population and youth%.
- Sourced slum population data for Bhubaneswar and Cuttack from response to an RTI request and JAGA Mission



A Report on PROJECTION OF DISTRICT-LEVEL ANNUAL POPULATION BY QUINQUENNIAL AGE GROUP AND SEX FROM 2012 TO 2031 IN INDIA

Population - 2011 Census

Territory	Total Population			Slum Population		
	Total	Male	Female	Total	Male	Female
1	2	3	4	5	6	7
Cuttack Municipal Corporation	**610189**	316242	293947	**163766**	83502	80264
Bhubaneswar Urban Agglomeration	**885363**	468043	417320	**163983**	86326	77657

2 RATIO METHOD FOR SMALLER AREA

- Calculated projected city population and projected slum population from projected district population (applying ratio method on 2011 Census data).
- The ratio method formula used for the projection of the future population of area 'i' at any time 't' (P_t^i) is

$$P_t^i = R_t^i * P^t \text{, where}$$

R_t^i = Ratio of future date population of an i^{th} area to the population of a larger area of which it is a part (this is calculated through the ratio of the population of a smaller area to the larger area at various points of time in the past)

P^t = future population of the larger area

3 CALCULATION OF NEET YOUTH

- ILO report on youth employment, education and skills gives an estimate of the youth (15-29 years) not in education, employment or training (NEET) for Odisha as 36.4%.
- In absence of more refined data, we have assumed NEET youth in slums of Bhubaneswar and Cuttack to be 36.4% as well.

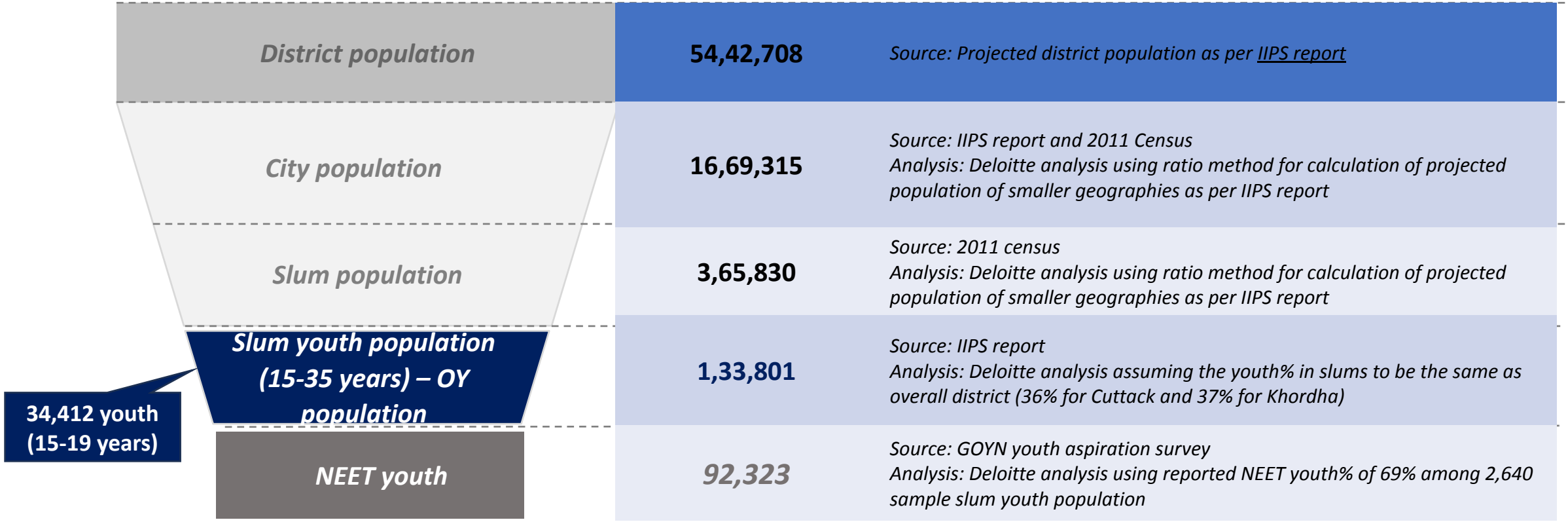


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Opportunity Youth calculation | Slum population

Based on desk review and secondary research, the population of OY and NEET youth aged 15-35 in Bhubaneswar and Cuttack who hail from marginalised backgrounds is given below

Projected slum population in Bhubaneswar and Cuttack for 2025



In this approach, slum population estimates were used to arrive at the slum OY population of ~1.3L and slum NEET population of ~92k

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Validation of findings

Deloitte has also triangulated the calculations with the slum population data provided by JAGA Mission

Parameter	SLUM POPULATION	
	JAGA Mission (As of 2022)	Deloitte calculation (For 2025)
Total slum population (Bhubaneswar and Cuttack)	3,10,120	3,65,830
No. of youth aged 15-35 in slums (Bhubaneswar and Cuttack)	1,20,037	1,33,801

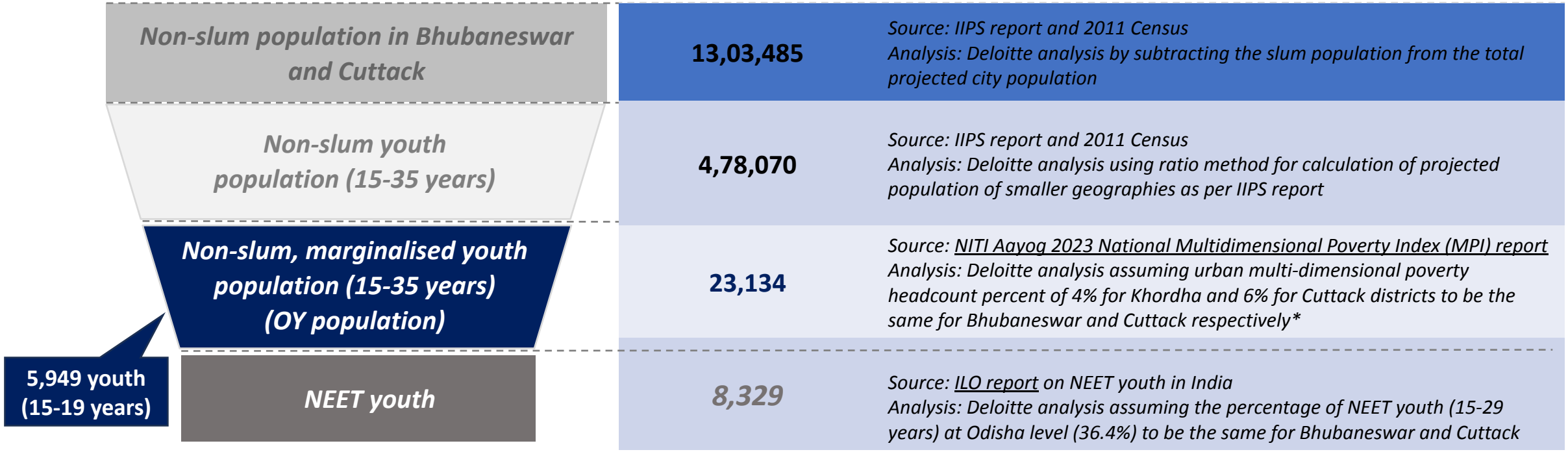
Note: Data obtained from JAGA Mission is updated till 2022 and covers 574 slums in Bhubaneswar (382) and Cuttack (192).

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Opportunity Youth calculation | Non-slum population (1/2)

Based on desk review and secondary research, the population of OY and NEET youth aged 15-35 in Bhubaneswar and Cuttack who hail from marginalised backgrounds is given below

Projected non-slum population in Bhubaneswar and Cuttack for 2025



In this approach, MPI estimates were used to arrive at the non-slum OY population of ~23k and non-slum NEET population of ~8k

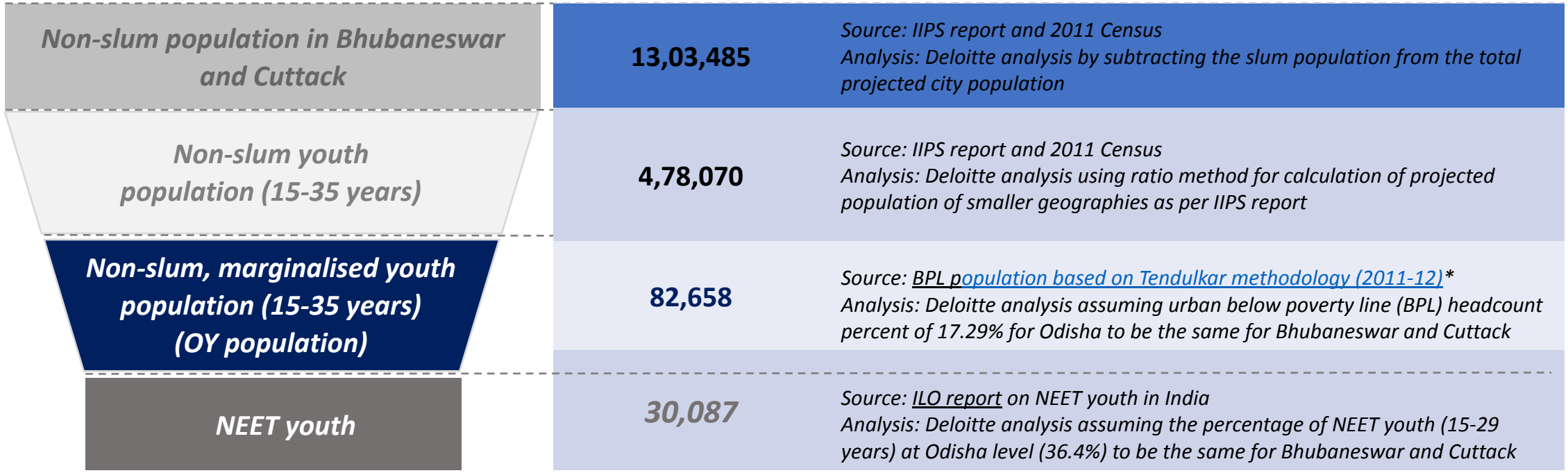
** The overall multi-dimensional poverty headcount percent in Odisha is 15.68%.*

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Opportunity Youth calculation | Non-slum population (2/2)

Based on desk review and secondary research, the population of OY and NEET youth aged 15-35 in Bhubaneswar and Cuttack who hail from marginalised backgrounds is given below

Projected non-slum population in Bhubaneswar and Cuttack for 2025



In this approach, BPL estimates were used to arrive at the non-slum OY population of ~82k and non-slum NEET youth population of ~30k

* ***Note:*** *The Government of India has discontinued the estimation of BPL population based on consumer expenditure data. Instead, the government has transitioned to MPI to estimate poverty in India, as mentioned on the previous page.*

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Opportunity Youth calculation

Based on desk review and secondary research, the population of opportunity youth aged 15-35 in Bhubaneswar and Cuttack who hail from marginalised backgrounds is given below



Projected OY population in Bhubaneswar and Cuttack for 2025

1,33,801

OY among slum population

+

23,134

OY among non-slum marginalised population (using MPI estimates)

1,56,935

Total OY population in Bhubaneswar and Cuttack

40,361 OY (15-19 years)

Note: Out of the total OY, NEET youth is estimated to be ~1.05L (~92k in slum and ~8k in non-slum areas)

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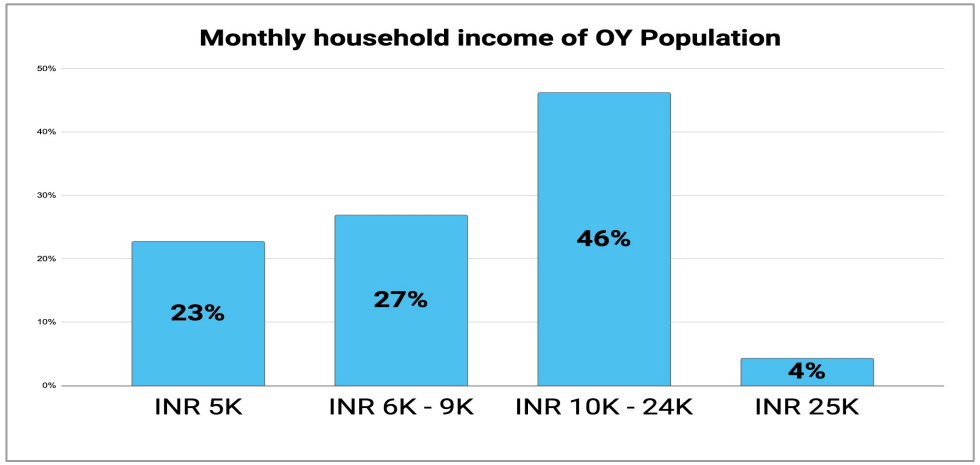
50% youth surveyed have a monthly household income of INR 10-25K. However, 65% youth reported having no individual income

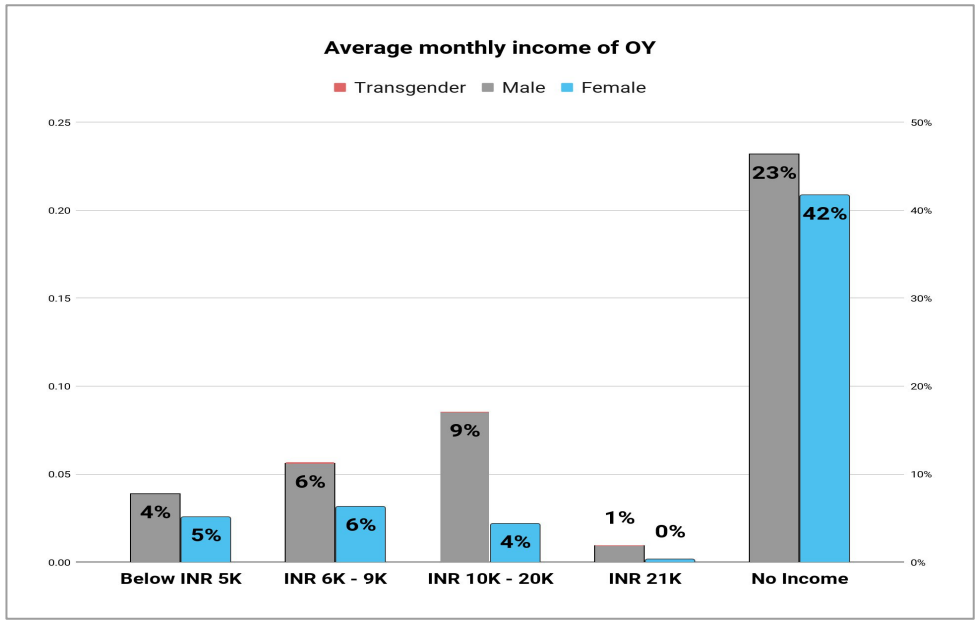
These **socioeconomic realities and gender dynamics** play a defining role in the lives of youth, offering insight into the challenges, opportunities, and complexities they experience on a daily basis

61%	46%	35%
Live in a household with **4-6 family** members	Have an average monthly household income of **INR 10K - 24K**	Youth were married, of which **74% are females and 26% males**

21K Above Is the average monthly income youth aspire for

- Only 1% report to earning that much
- 9% earn below 5K and
- **65% do not earn at all**





Education levels and interests of youth vary, often influenced by traditional family expectations

Patriarchal gender roles and familial expectations influence educational and career choices for youth, with some facing resistance to pursuing higher education or entering the workforce

1 in 4	1 in 5	1 in 5
Have studied only till **Grade 10**	Have completed **Grade 12**	Have completed **Graduation**

1 in 3

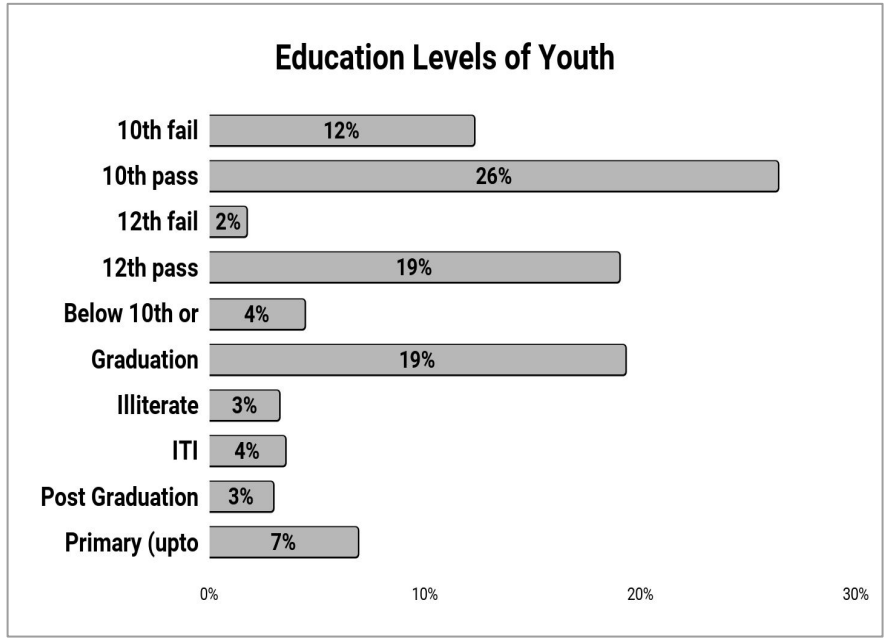
Youth surveyed are **interested in re-entering or completing education**, with majority belonging to the 18-22 years age group

- **50%** young **women** dropped out of school due to **early marriage**
- **30%** young **men** left education to **care for sick family members**

Insights from FGDs

Financial constraints emerge as a significant barrier to education, with limited family income forcing many youth to discontinue studies.

Despite facing challenges, many youth express a strong desire to continue their education, explore various career opportunities, and invest in their personal and professional growth.



Intervention recommendation

A key emerging pathway is supporting younger OY to **re-enter education** through collaborative efforts with partners offering documentation and re-enrolment support, alternative learning, and remedial education

Career aspirations, while myriad, demonstrate a predominant preference for formal employment

Youth expressed diverse aspirations, including careers **in teaching, arts, technology, public service, family businesses, entrepreneurship**, etc.

1 in 3

Youth are **undecided** about their future

- Of which **62% are females and 38% males**
- 29% of undecided youth are aged **18-22 years**

55%

Aspire to formal employment, with **younger age groups showing more interest (15-26 years)**, with minimal gender disparity

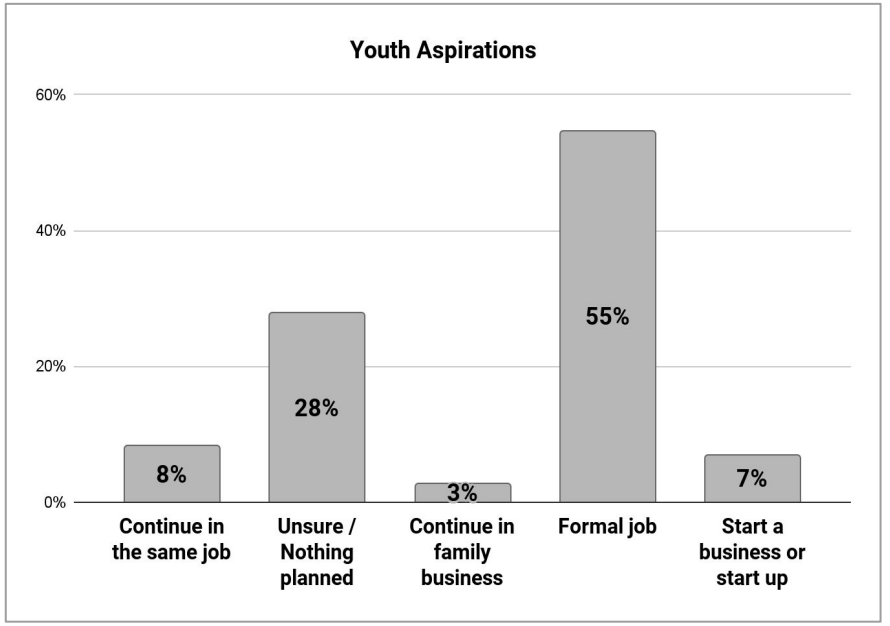
7%

Are interested in starting a business or startup of which **60% are males and 40% females**

25% interested in business are aged **23-26 years**

Insights from FGDs

Several youth, particularly among younger age groups, are uncertain about their future career paths, and are influenced by factors, such as peer decisions, family background, limited guidance, and exposure to addiction and alcoholism in their surroundings.



Intervention recommendation

A strong preference for formal employment, especially among younger age groups, highlights the need for connection to good vocational training, placement and post-placement support – after foundational services, such as agency building, competency mapping, career planning, etc.

An increasing number of youth are showing interest in Entrepreneurship, but they need guidance and end-end support to set them up for success

While a small fraction of surveyed youth expressed interest in entrepreneurship, **focus group discussions emphasised their strong inclination towards starting businesses**, both in the formal and informal sectors, with the aim of uplifting their families and communities

Entrepreneurship is a critical pathway to examine for the following reasons:

- **Size of OY population:** Necessity for entrepreneurship and self-employment pathways for labour absorption at scale, beyond formal employment
- **New upcoming opportunities:** Of self-employment in value chains of upcoming sectors (and promotion + support by government) to develop these opportunities

72%

Report feeling underprepared to start their own business

- **57%** seek knowledge and **guidance**
- **21%** require access to **funds** and investments
- **8%** need **customised support** and handholding

Wards 42 and 51

Are **primary areas** where youth have shown a keen interest in entrepreneu

Pending, from LCF

Emerging busin

- Food and beverages
- Handicrafts
- Textiles and garments
- Web development

Insights from FGDs

Women aspiring to start businesses face mobility challenges due to traditional social norms that discourage them from seeking employment outside the home. As a result, they find home-based work more feasible and seek to acquire skills that align with this goal to attain financial independence.

Youth highlight the importance of knowledge and support for their entrepreneurial pursuits. Specifically, they emphasise the need for access to mentorship, guidance in business management and financial literacy.

Intervention recommendation

Develop an entrepreneurship pathway curated to empower youth to be successfully self-employed, and even become job-creators. The pathway would include end-to-end support and services, including developing business plans, facilitating mentorship connections, providing access to finance, entrepreneurship training, access to business management tools and services, etc.

With limited work experience and insufficient information about available opportunities, youth express concerns about their future prospects

Inadequate knowledge of diverse career options, coupled with the absence of career guidance support, leaves many aspiring youth uncertain about their future, leading to confusion and indecision

74%

Do not have any work experience

35%

With prior work experience are **currently unemployed**

76%

Report wanting **support** finding a job

Youth report facing several **barriers in accessing economic opportunities**

18-30 years

- **Lack of job information** (61% females, 39% males),
- **Relevant skills** (68% females, 32% males), and
- **Work experience** (57% females, 43% males)

31 years and above

- **Unaware about opportunities** (61% females, 39% males)
- **Job guidance** (51% females, 49% males)
- **Financial constraints** (55% females, 45% males)

Insights from FGDs

Youth highlighted the lack of guidance and expertise as key obstacles in navigating their career paths. These challenges result in low confidence, self-doubt, and reduced motivation to pursue their interests. They believe that career discovery and planning are critical to help youth choose pathways of training and work.

Intervention recommendation

- Tailored competency/aptitude mapping, career guidance, and career planning support to youth of various age groups is needed, to address unique challenges in accessing meaningful employment opportunities
- Connect youth to paid internship/apprenticeship opportunities to help them gather work experience
- Develop informative guides to raise awareness about different career paths

There is a consensus among youth regarding the importance of skill development and training courses to enhance employment prospects

This realisation is pronounced among youth from particularly excluded backgrounds, who face numerous barriers in accessing gainful employment and **view skill development as a window of opportunity for upward socioeconomic mobility**

42%

Expressed **interest in a combination** of spoken English classes, career counselling, and digital/financial literacy services

23%

Highlighted their interest solely in **vocational training**

59%

Of those interested in skill development courses **are females, with a majority belonging to the 18-22 age group**

50%

Belong to households with a **monthly income of INR 10K - 20K,** while cost of these courses are INR XX (3 months) and INR XX (6 months)

Pending, from LCF

Insights from FGDs

Geographical constraints and inadequate public transport limit youths' access to job centres and vocational training facilities, particularly affecting female OY residing in remote areas.

Cost of training and urgency to earn money to meet daily expenses are other deterrents for youth.

Intervention recommendation

Facilitate connections between youth and skill development courses customised to their aptitude, interests and accessibility (by distance and affordability) and the evolving demands of the job market, ensuring alignment between youth aspirations and industry needs

Vulnerable groups, such as disabled youth and LGBTQIA youth experience additional barriers to enter and stay in the workforce

Despite facing adversity, these **youth demonstrate resilience and determination** in pursuing their aspirations and actively seek out opportunities for skill development and entrepreneurship

3%

Youth had some form of disability, of which **61% were females and 39% males**

75%

Transgender youth **do not have any prior work** experience

Only 1 in 3

Completed their education **till 10th grade,** citing **financial constraints** as the main reason for dropping out

50%

Transgender youth express interest in **formal employment**

59%

PwDs were **unemployed** and **13%** were **self-employed**

25%

Transgender youth with prior work experience **feel discriminated against** in their workplace

Insights from FGDs

PwD, especially women, face significant challenges in accessing employment opportunities due to mobility issues, lack of support, and limited job availability. These barriers hinder their ability to pursue their entrepreneurial dreams or secure stable employment.

Majority transgender youth feel they are underpaid and aspire to earn upwards of INR 25K per month.

Intervention recommendation

Develop targeted interventions tailored to segment-specific requirements. Advocacy with employers and government to strengthen policies and practices is critical for equitable opportunities and inclusion in the workforce

Smart segmentation, targeted outreach and tailored services can help accelerate youth journeys towards dignified and sustainable work at scale

Placements

- **76%** are interested in job placements
- Of which **58%** are females and **42%** are males
- Among those interested in placements, **28%** are aged 18-22, **16%** are aged 23-26, and **11%** are aged 15-17 years

Job preparation

- **36%** require job search guidance, **17%** prefer apprenticeships or internships, and **24%** require customised forms of support
- Of these, **59%** are females and **41%** are males
- **33%** of those interested in job preparation are between 18-22 years

Skilling courses

- **58%** females expressed interest in enrolling for courses like tailoring, PGDCA, and computer classes
- **41%** males are interested in courses like driving, PGDCA, Tally, and soft skills development

Resources

- **64%** reach out to family and friends for career guidance support
- Other sources of information include peers (**12%**), the internet (**12%**), counsellors (**7%**), and teachers (**4%**)

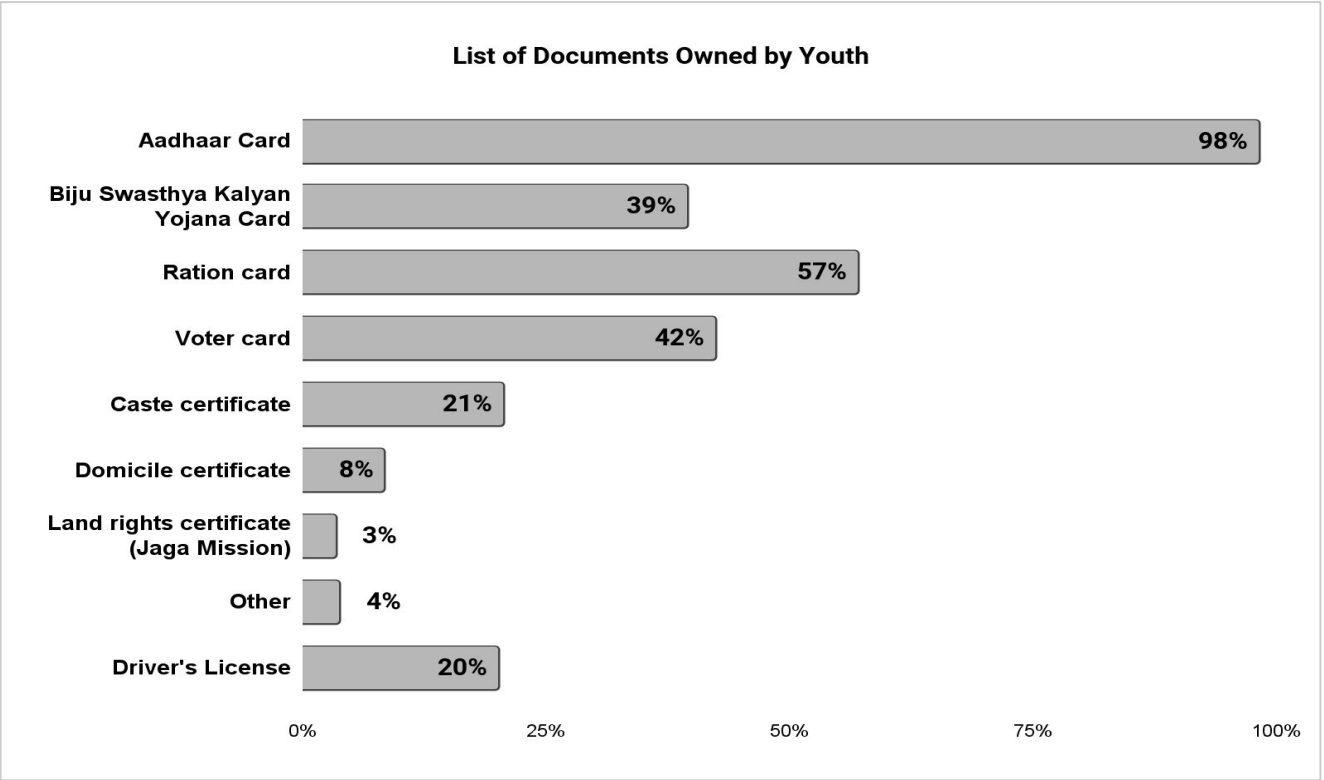
Intervention recommendation

Factor in the above considerations and findings in the labour absorption planning, and while developing the city saturation plan

Youth also need support for social and financial inclusion, resilience building, and mainstreaming

Key inclusion indicators and insights

- **62%** have no savings
- **34%** regularly save money in banks, post offices, or SHGs
- **4%** have some form of loan or debt
- **89%** own a smartphone, with a higher percentage of females (**63%**) compared to males (**37%**) without a smartphone



Intervention recommendation

- Launch a financial literacy programme to equip youth with essential skills for savings and asset building.
- Support opening of bank accounts where needed.
- Provide information and support with paperwork to access government schemes

Youth transition several points in their journey to employment

Critical services and support vary at each transition point

Identifying these points helps create tailored interventions for improved programme efficiency and effectiveness

Career Explorer

- Need support transitioning from education to the job market
- Motivated to explore various career options and identify suitable pathways for employment
- Access services, such as agency building, career counselling, apprenticeship, etc.

Job Seeker

- Seeking employment, may or may not have some work experience
- Require support with job preparation, such as resume building, interview prep, etc.
- Access services through placement programmes, vocational training centres, and social media

Skill Builder

- Interested in opportunities to upskill and enhance employability
- Prefer courses tailored to their interests and industry preference
- Access services through institutions, skill development programmes, and online courses

Budding Entrepreneur

- Aspire to start their own businesses or be self-employed
- Need support in developing business plans and access to skilling, finance, and markets
- Access services through entrepreneurship programmes, mentorship, financing, marketplaces

Education Re-Entrant

- Dropped out of school due to various reasons, now interested in pursuing further education to improve job prospects
- Options of remedial education and flexible learning to bridge academic gaps
- Need career counselling, job readiness support to build industry aligned skills

Structurally Excluded

- Require tailored interventions to address specific needs, such as PwD and LGBTQIA individuals
- Need inclusive services, policies and practices for social and economic inclusion
- Access services through specialised organisations, advocacy groups, and inclusive education programmes

Youth move across these transition points with continued improvement

Recognising this complexity enables provision of curated, constant and long-term support to youth through their journey

Longitudinal tracking of skills built across youth journeys is critical in order to provide tailored supports that help ‘graduate’ youth from being OY

Education	Job preparation	Job seeking	Skill building	Entrepreneurship
• Completion • Graduation • Re-entry	• Agency building • Resume building, interview support, etc.	• Job search • Guidance • Networking	• Skill building • Upskilling • Career growth	• Vocational training • Networking • Access to funds



Skills are built at every stage and mapping this skill development is important to accelerate youth journeys



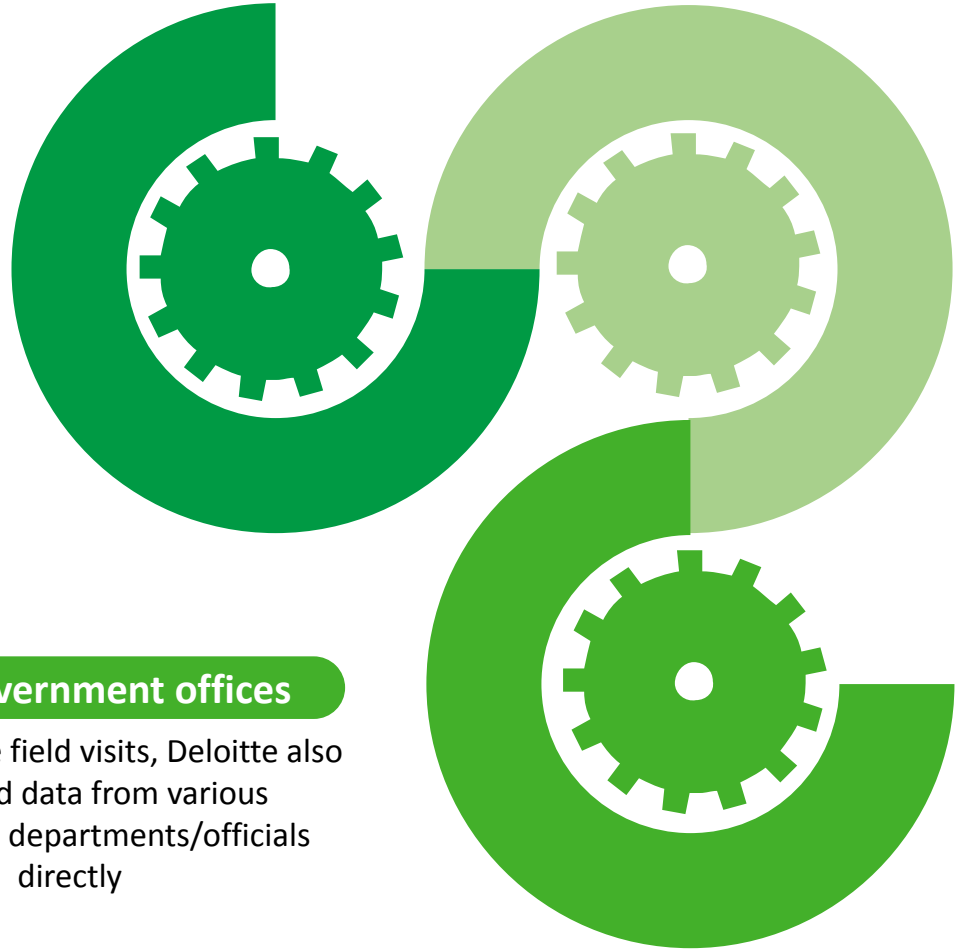
Data collection for demand-side mapping

Methodology for primary data collection

Deloitte followed a three-pronged approach to collect relevant data outside of the public domain

RTIs

Deloitte team filed multiple RTIs asking for relevant information to obtain data not in the public domain



From government offices

Leveraging the field visits, Deloitte also requested data from various government departments/officials directly

Through stakeholder interactions

As a part of KIIs, stakeholders were requested to provide sectoral overview, including estimates on market size, total workforce, skills required, employability potential, among others. **Deloitte reached out to 153 stakeholders across all stakeholder groups (except youth, parents and LCF).** Additionally, Deloitte interacted with 9 personnel from LCF (including LH staff).

Stakeholder type	Number of interviews conducted
Youth	37
Parents	2
Employers (individual)/ Industry associations	30
Government stakeholders	8
Skilling organisations/NGOs	9
Academics/educational institutes	2
Total	**88**

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Responses to RTIs

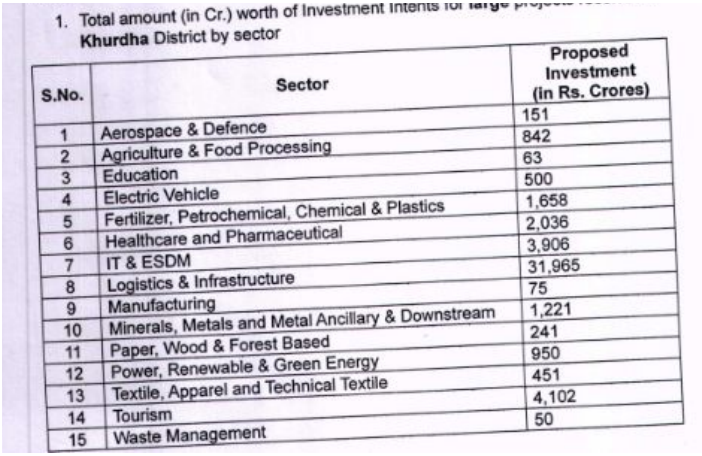
Deloitte followed a three-pronged approach to collect relevant data for the project beyond the published reports

18
RTIs filed

5
Responses

Key enquiry areas of RTIs filed

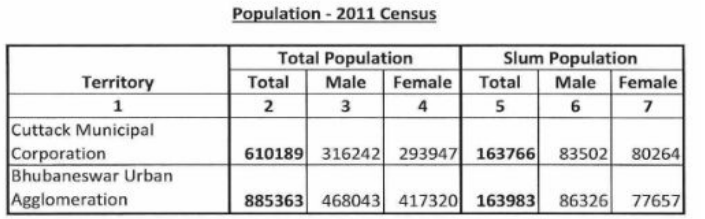
- Total and slum population in Bhubaneswar and Cuttack, including youth (15-35 years)
- Beneficiary count of skilling programmes in Bhubaneswar and Cuttack
- Understanding of sectoral policies relevant to employment and entrepreneurship
- Details about current employment trends and skill gaps
- Investment trends and project employment to be generated in Bhubaneswar and Cuttack across sectors
- Data on various schemes, credit access, and benefits availed



1. Total amount (in Cr.) worth of Investment Intents for large projects in **Khurdha** District by sector

S.No.	Sector	Proposed Investment (in Rs. Crores)
1	Aerospace & Defence	151
2	Agriculture & Food Processing	842
3	Education	63
4	Electric Vehicle	500
5	Fertilizer, Petrochemical, Chemical & Plastics	1,658
6	Healthcare and Pharmaceutical	2,036
7	IT & ESDM	3,906
8	Logistics & Infrastructure	31,965
9	Manufacturing	75
10	Minerals, Metals and Metal Ancillary & Downstream	1,221
11	Paper, Wood & Forest Based	241
12	Power, Renewable & Green Energy	950
13	Textile, Apparel and Technical Textile	451
14	Tourism	4,102
15	Waste Management	50

RTI on upcoming investment in Khordha district



Population - 2011 Census

Territory	Total Population			Slum Population		
	Total	Male	Female	Total	Male	Female
1	2	3	4	5	6	7
Cuttack Municipal Corporation	**610189**	316242	293947	**163766**	83502	80264
Bhubaneswar Urban Agglomeration	**885363**	468043	417320	**163983**	86326	77657

RTI on slum population in Cuttack and Bhubaneswar

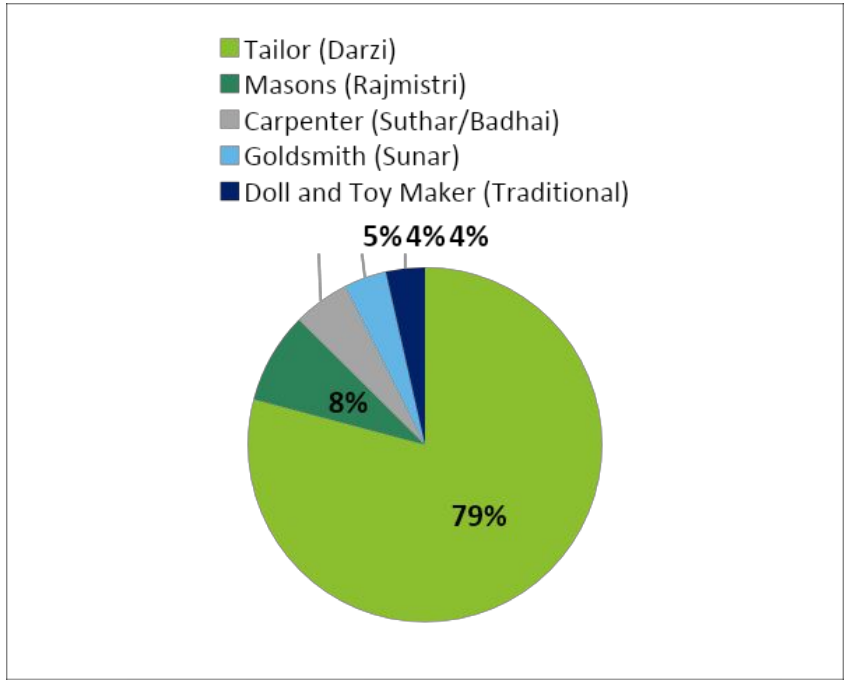
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Responses to RTIs | PM Vishwakarma Scheme | Applicant statistics by trades

This analysis of the PM Vishwakarma Scheme in Cuttack district, covering the period from 9 November 2023 to 9 September 2024, highlights the top trades for which applications were received, indicating demand in these trades

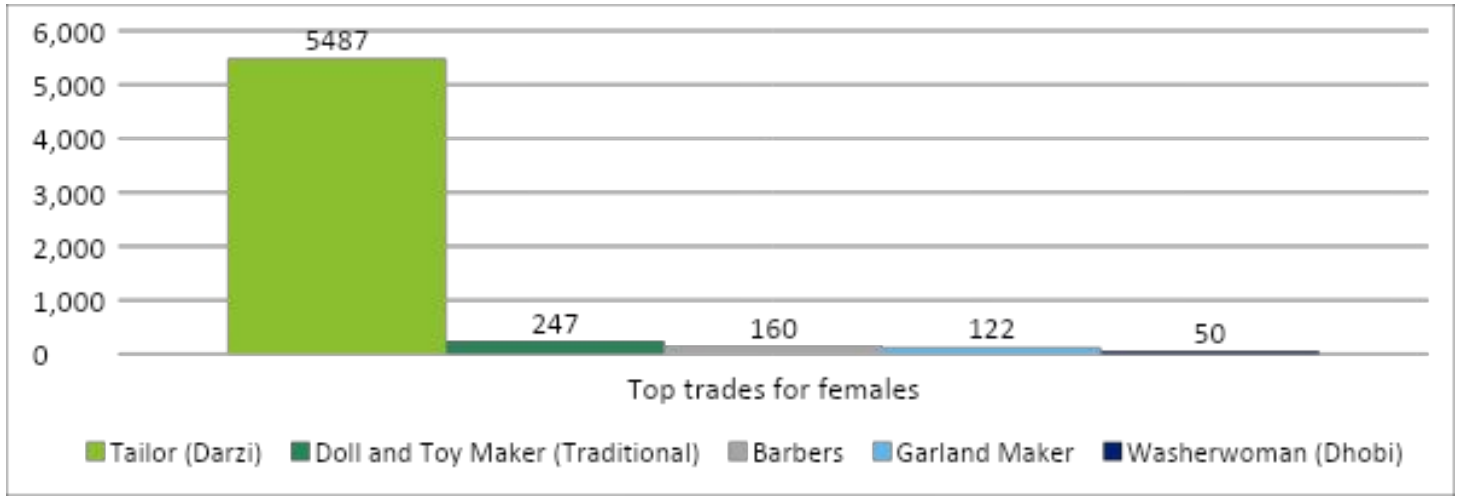
Total number of applicants	8,238
No. of female applicants	6,170
No. of male applicants	2,068

Top trades basis no. of applications (these trades form 84% of the total applications)

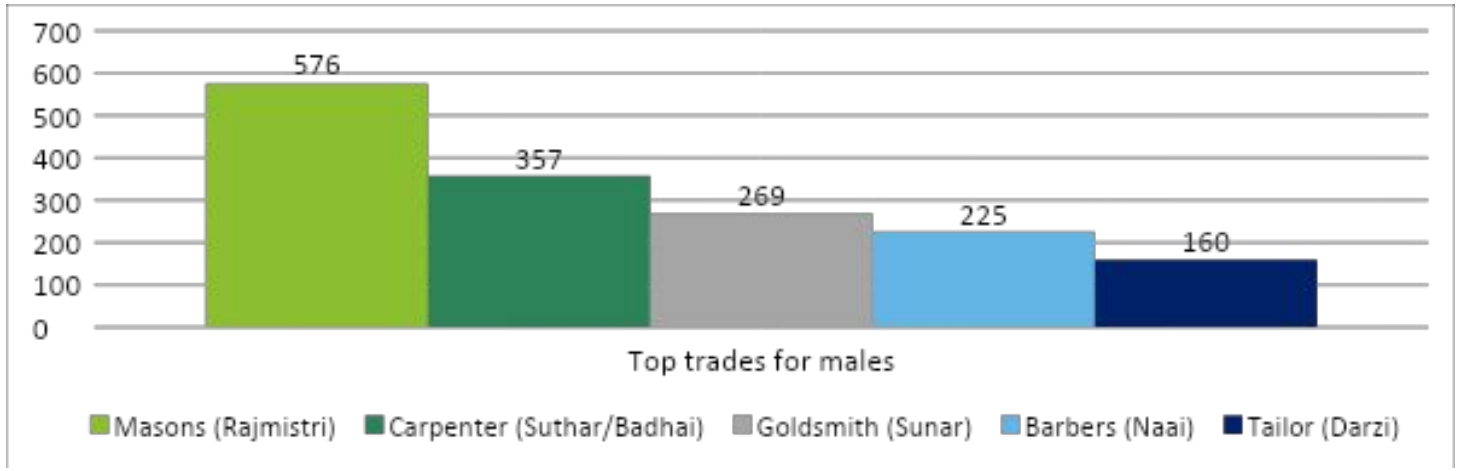


Source: Response from RTI

Top trades for females based on no. of applications (form 98% of the total female applications)



Top trades for males based on no. of applications (form 76% of the total male applications)

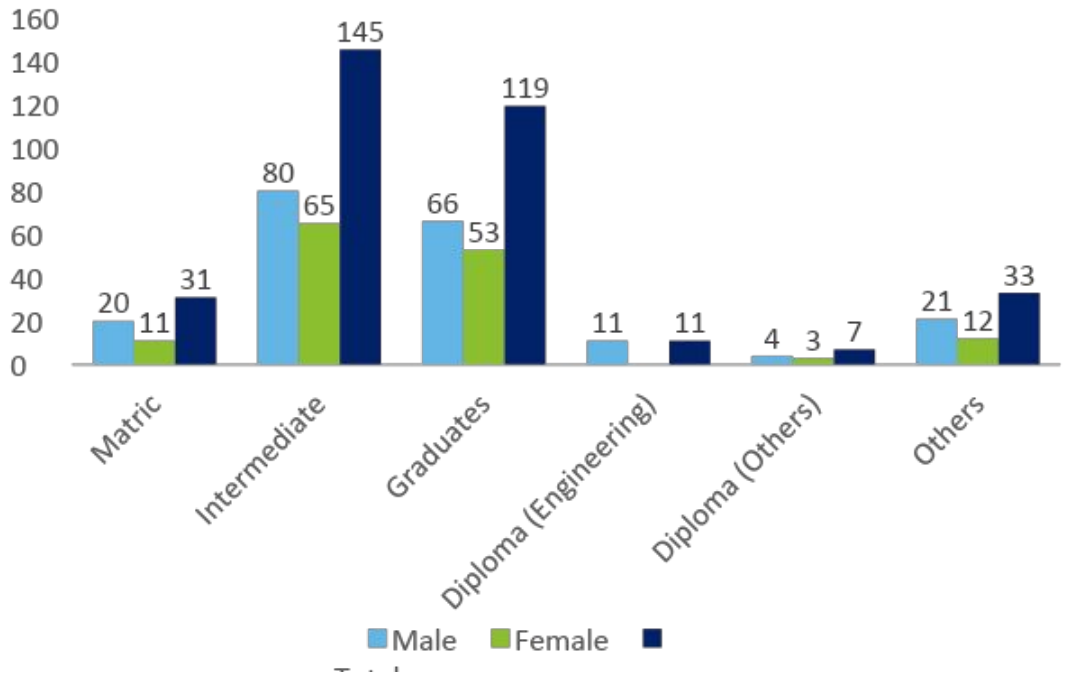


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Data from government offices

Deloitte followed a three-pronged approach to collect relevant data for the project beyond the published reports

New job seekers registered on the government portal – July 2024



Source: District Employment Exchange, Cuttack

Total and youth (15-35 years) population residing in slums in Bhubaneswar and Cuttack (as of 2022)

	Total Number of Youths (15-35 yrs) Residing in Slums of Bhubaneswar and Cuttack				
2	Sl. No.	ULB Name	Slum Name	Slum Population	No of youths in slum (15-35 yrs)
3	1	Bhubaneswar(MC)	Prasanti Vihar Basti Near Housing Board Colony	3791	1379
4	2	Bhubaneswar(MC)	Prasanti Vihar Chirgaltola	3637	1385
5	3	Bhubaneswar(MC)	Budha Nagar Banaphula Basti	546	222
6	4	Bhubaneswar(MC)	Patia Jalimunda Sahi	990	406
7	5	Bhubaneswar(MC)	Shanti nagar Basti (Near cluster-III)	1098	478
8	6	Bhubaneswar(MC)	Shikharchandi Cluster-I	107	51
9	7	Bhubaneswar(MC)	Sikharchandi Cluster II	367	154
10	8	Bhubaneswar(MC)	Sikharchandi Cluster III	1508	638
559	557	Cuttack(MC)	Tentulinali Bhoisahi	193	81
560	558	Cuttack(MC)	Tota Sahi	290	106
561	559	Cuttack(MC)	Gopalpur Dehuri Sahi	153	59
562	560	Cuttack(MC)	Gopalpur Samal Sahi	228	94
563	561	Cuttack(MC)	Srikoruan Bauri Sahi	191	76
564	562	Cuttack(MC)	Srikoruan Gurubari Sahi	103	45
565	563	Cuttack(MC)	Tarini Basti	245	105
566	564	Cuttack(MC)	Anantabalia College Behera Sahi	122	45
567	565	Cuttack(MC)	Bhanapur Dhoba Sahi	79	29
568	566	Cuttack(MC)	Bhanapur samal Sahi	144	49
569	567	Cuttack(MC)	Nuagada kudasahi & Barik Sahi	336	120
570	568	Cuttack(MC)	Pira Bazar Muslim Sahi Bhanapur	174	64
571	569	Cuttack(MC)	Pratap Nagar Kaibartya Sahi	449	156
572	570	Cuttack(MC)	Adangadiha Mallick Sahi & Bhoi Sahi	108	47
573	571	Cuttack(MC)	Jogiani Basti	123	47
574	572	Cuttack(MC)	Nua kacharamala Harijan Sahi	73	32
575	573	Cuttack(MC)	Nuapatna Indiragandhi Colony	382	148
576	574	Cuttack(MC)	Purunakacharamala Harijana Sahi	147	53
577			**Total**	**310120**	**120037**

Source: JAGA Mission

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Stakeholder interactions | Youth

Focus group discussions (FGDs) with 37 youth were conducted across 2 LCF centres in Bhubaneswar and Cuttack



On aspirations

While “good job” was the most prominent (33%), teaching, government services, banking, and data entry jobs were the other most common responses.

On perceived skill gap

Only a small minority (2 students) reported technical skills as a gap. For most, the focus was on typing, communication skills, and spoken English.

On commuting for jobs

Only 6 boys and 3 girls said they were comfortable with travelling daily for work outside of Cuttack and Bhubaneswar. Some youth, particularly females, also expressed interest in part-time jobs.

On definition of a good job

Some of the common answers were centred on safety, timings, salary hikes, and non-target-based/non-manufacturing role.

On challenges in job search

Youth also highlighted various manipulative and fraud channels online that have opened up to extort money in lieu of getting an interview or job.

Some key takeaways

Lack of opportunities after graduation

Such high participation of graduates in skilling programmes indicate a systemic issue of lack of practical education and job readiness

Lack of awareness about employment avenues

Most sample youth did not have clarity on diverse job roles/were not very confident in their aspirations and thus can benefit from increased focus on counselling

Gender barriers

Systemic gender barriers restrict economic and social mobility of girls. Safety, marriage and commute remain the biggest challenges

Manufacturing-based jobs

There is a reluctance for taking up manufacturing and factory-based work. Apprenticeship or OJT model might be fruitful

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Stakeholder interactions | Parents

Home visits and interactions with 2 parents were conducted in Cuttack

"My daughter, Mandakini, has been seeking employment for the past three years after completing her graduation. She has one year of work experience as a customer care executive. However, her contract was not renewed after the year ended. We are hopeful that she can find a position in the banking sector, preferably in a front office role. However, we are concerned about her safety, so we are looking for opportunities that do not involve late-night shifts. Her husband is fully supportive of her efforts to secure employment."

- Parent in Cuttack

"I have been a baker in Cuttack for the past 20 years. My daughter, Lopka, wishes to follow in my footsteps by starting her own bakery in Bhubaneswar. While I am proud of her ambition, I am concerned about her moving so far away to start a business, as it involves significant risks. I would prefer that she settle down first by getting married and then pursue this venture with her husband's support."

- Parent in Cuttack

Some key takeaways

- As per parents, youth prefer to work locally and not migrate due to familial obligations
- Safe employment is a major concern for families, especially for female youth
- Female youth also face pressure to prioritise marriage over finding gainful employment
- Families typically expect starting salaries for their children to range between ₹15,000-25,000 per month

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Stakeholder interactions | Government

Interactions with personnel across different government departments were conducted to gain inputs on the skill, employment and entrepreneurship ecosystem



ITIs

- There are **3 government ITIs** – 1 in Bhubaneswar and 2 in Cuttack.
- The total enrolment across the 3 ITIs is 2,400.
- The female enrolment across government ITIs is **31%**, among the highest in the country. It is also free for girls.

The most **preferred trades** are the traditional ones that **provide eligibility for government jobs**. Only once they are filled, students opt for new-age trades.

ITIs have introduced courses like solar tech, electronics (sensor-related technology), mechanic EV, and logistics (warehousing technology). Female candidates prefer courses for electrician, computer applications, dressmaking, and food and beverage industry.

Placed candidates in trades like refrigeration, electrician, plumbing, etc. work in jobs for ~1 year and then **prefer to take independent gig work** as a career option.



Slums

- JAGA Mission has surveyed **382 slums** in Bhubaneswar and **192 slums** in Cuttack.
- As of 2022, there were **~3.1 lakh** people living in these slums.

In the surveyed slums, there were **~1.2 lakh** youth residing in the age group of 15-35 years.

As per a survey, the individuals in the 31-35 age group showed **interest in self-employment and collective work**. Due to family and financial constraints, higher education was not preferred.



Employment and entrepreneurship

- The District Employment Exchange looks after the skilling schemes in the district.
- The Institute of Entrepreneurship Development, Cuttack supports **self-employment clusters.**

Angel financers are **upcoming sources of credit** emerging for micro and small entrepreneurs. These are leading industrialists in the area who want to give back to the society.

The major employers in past placement drives conducted are from **microfinance, security and construction**.

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Stakeholder interactions | Skilling organisations and NGOs (1/2)

Interactions with skilling organisations and NGOs were conducted to gather insights on the skill development, employment and entrepreneurship ecosystem. Key findings from the interactions are given below

> *"Apart from technical skills, candidates are also trained in email etiquette, body language, professional grooming, effective communication, computer skills, and English proficiency to develop essential soft skills and ensure they are work-ready and equipped to thrive in professional setting."*

> *"The entrepreneurship course, which focuses on transitioning small businesses like clothing, jewellery, and soaps to e-commerce platforms, has proven particularly successful, especially among female entrepreneurs."*

Demographic details of the candidates

The organisations primarily catered to **semi-urban and slum populations**, consisting largely of **school and college dropouts** with a **minimum qualification of 10th pass**

Courses and training offered

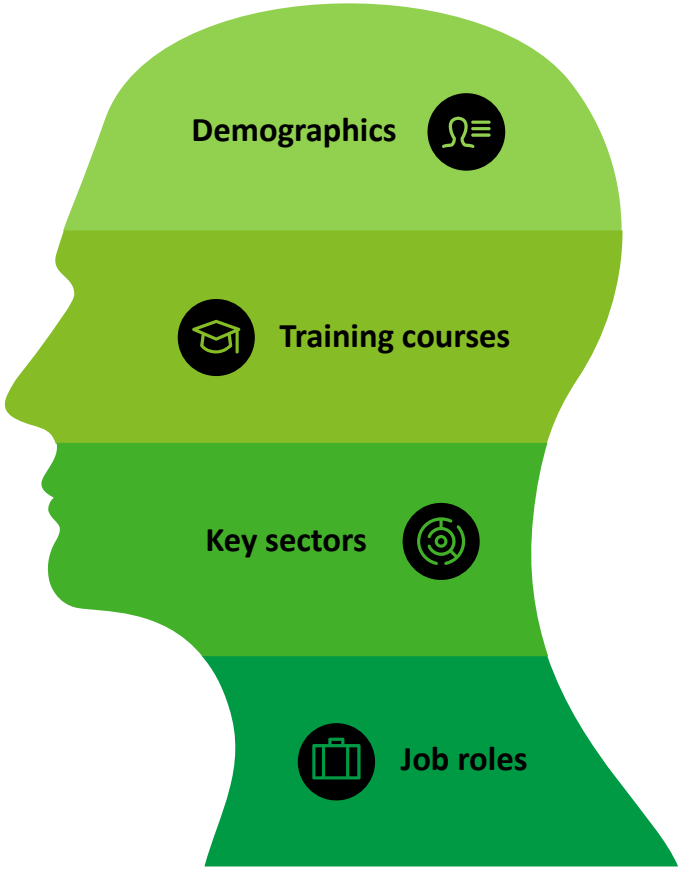
The candidates are being provided with courses in **financial services**, **electrical and home appliances**, **office administration**, **digital literacy**, **21st century skills**, **soft skills,** and **workplace readiness**

Key sectors placed in

The candidates have been placed across various sectors, including **BFSI, IT, ITeS, FMCG, education, accountancy, healthcare,** and **government jobs**

Job roles placed in

Candidates have been placed in the following roles:
Business Development Executive, **Sales Executive**, backend Roles, telecalling roles, **Credit Card Officer**, **Customer Care Executive**, **Junior Technician**, **AMC Assistant**, **Tally Operator**, **Data Entry Operator**, **Health Paramedics**, and **Municipal Office Driver**



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Stakeholder interactions | Skilling organisations and NGOs (2/2)

Interactions with skilling organisations and NGOs were conducted to gather insights on the skill development, employment and entrepreneurship ecosystem. Key findings from the interactions are given below

> *We are also introducing a course on entrepreneurship development. The programme will cover essential topics, such as the fundamentals of entrepreneurship, self-analysis, and will serve as a gateway to launching a business. It will guide participants through the MSME registration process, required documentation, and technical aspects like market research and identifying opportunities.*

> *With the aging population in Bhubaneswar, the demand for healthcare roles, such as General Duty Assistants (GDA) and home nurses is set to rise significantly.*

Average salary earned

Individuals placed in various roles earn an average monthly salary ranging from **INR 13,000 to INR 20,000**

Sectors and job roles expected to be in demand

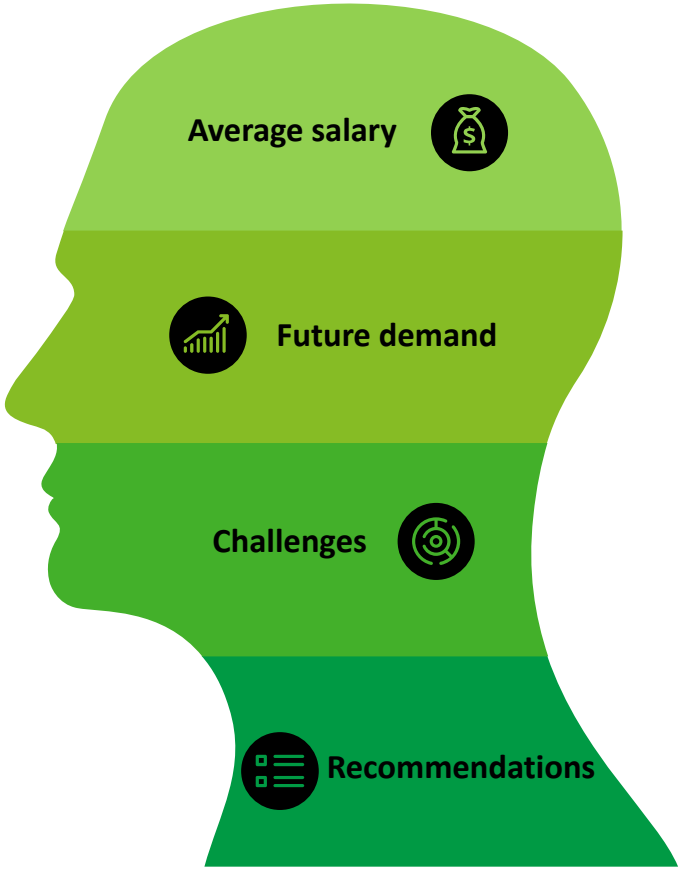
Job roles in **electrical and home appliances**, **office administration**, and **financial services** are anticipated to be in demand. Additionally, growth is expected in **retail, electronics, healthcare** and **green jobs**, with a particular focus on solar technology roles

Challenges

Training centres are **non-residential**, which poses a significant challenge for candidates. Additionally, some candidates **struggle with the pressure** of year-end and month-end closing or meeting targets. Other challenges include difficulties in **adapting to corporate culture**, **reluctance to relocate for employment**, and **finding suitable accommodation**

Recommendations

Enhance training programmes **to focus more on developing communication** and other **soft skills**. Additionally, ensure that **minimum wages are paid** to all candidates to support fair compensation and improve job satisfaction



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Stakeholder interactions | Employers and industry associations

Interactions with 26 employers and 4 industry associations (representative of ~600 organisations) were conducted

Sector	# Employer interactions/ Interviews conducted
Food processing	2
Apparel	2
Metals and ancillary	2
Tourism and hospitality	2
Logistics, infrastructure and retail	6
IT and Electronic Systems Design Manufacturing (ESDM)	4
Healthcare and pharmaceuticals	3
EV and green energy	1
Gig employment	3
Banking, Financial Services and Insurance (BFSI)	5

Some prominent employers/associations interacted with



Deloitte team in conversation with Mr Bijay Sahoo, Secretary, Odisha Young Entrepreneurs Association (OYEA)

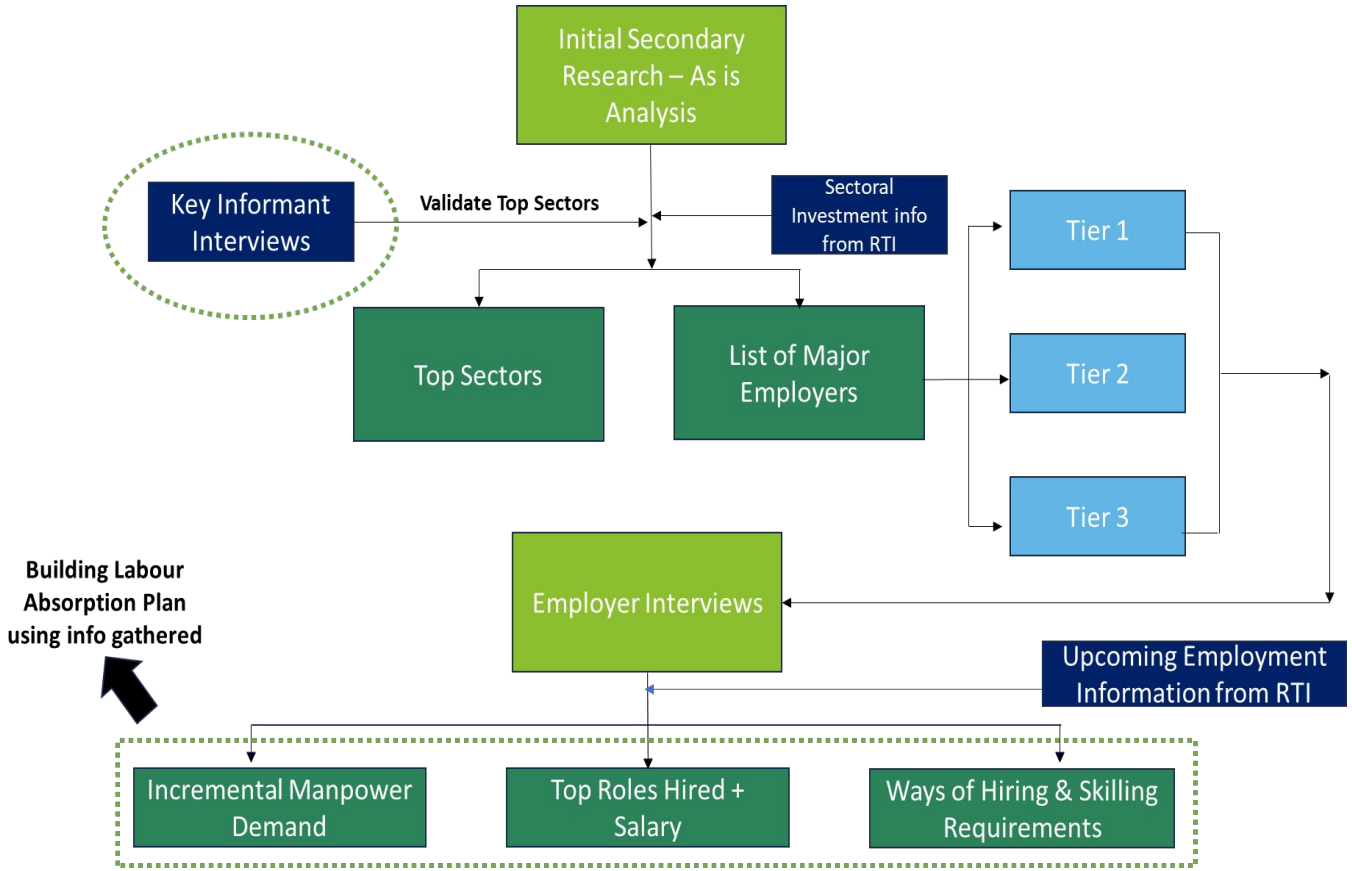
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Prominent employment sectors

Methodology | Process flow

The process followed for developing the labour absorption plan is given below



Parameters for analysis of sectors

1. **Proposed investment** (in INR Cr) based on the MoUs signed in Make in Odisha Conclave 2022. (*Obtained from **RTI***)
2. **Expected employment to be generated** based on the MoUs signed in Make in Odisha Conclave 2022. (*Obtained from **RTI***)
3. **CAGR of major sectors** at the state level in Odisha to judge broader trends. (*Sourced from Odisha Economic Survey 2023-24*)
4. **Feedback** on the relevance of the sector received from the interactions with **stakeholders** – government, industry associations and employers.
5. **Potential for self-employment** in the sector – based on stakeholder feedback and secondary research.

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Selection criteria (1/2)

For development of the labour absorption plan, sectors with upcoming investment in Bhubaneswar and Cuttack were analysed against various parameters to understand the growth and employment generation potential

	Upcoming investment (in Cr)[1]	Proposed employment (#)[1]	Last 5-year CAGR in Odisha[2]	Stakeholder feedback	Potential for self-employment[3]
Aerospace and defence	151	365	Not available	○	○
Agriculture and food processing	1,937	3,517	20.4%	●	●
Education	63	210	Not available	◔	◑
Electric vehicles	500	500	Not available	◕	◑
Fertilisers, petrochemicals, chemicals and plastics	1,948	1,314	16.1%	◑	◑
Healthcare and pharmaceuticals	2,036	9,593	29%	◕	◑
IT and ESDM	3,906	40,275	17%	●	◔
Logistics and infrastructure	32,128	55,918	9.4%	◕	◑

[1] Response from RTI
[2] Odisha Economic Survey 2023-24
[3] Analysis of primary and secondary research

● Strong ○ Weak

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Selection criteria (2/2)

For development of the labour absorption plan, sectors with upcoming investment in Bhubaneswar and Cuttack were analysed against various parameters to understand the growth and employment generation potential

	Upcoming investment (in Cr)[1]	Proposed employment (#)[1]	Last 5-year CAGR in Odisha[2]	Stakeholder feedback	Potential for self-employment[3]
Manufacturing	75	390	Not available	◔	○
Minerals, metals and metals ancillary	4,739	6,702	25%	◕	○
Paper, wood and forest-based	297	1,700	6.4%	◑	◑
Power, renewable and green energy	950	1,750	Not available	◕	◑
Textile, apparel and technical textile	3,501	39,716	6.6%	●	●
Tourism and hospitality	4,293	13,426	17.1%	●	●
Waste management	50	70	Not available	○	○
Platform-based services (gig economy)				◑	●

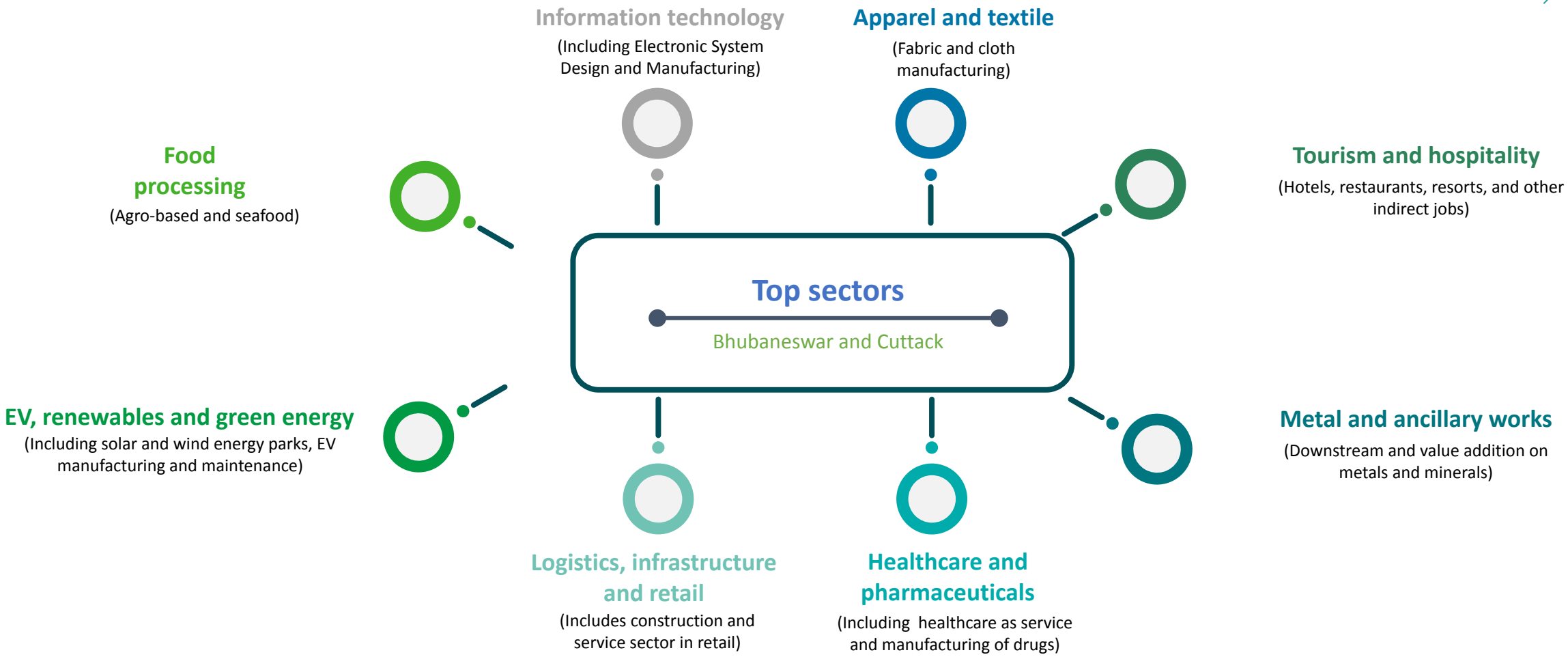
[1] Response from RTI
[2] Odisha Economic Survey 2023-24
[3] Analysis of primary and secondary research

● Strong ○ Weak

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Employment opportunities | Top sectors (1/5)

Based on desk review and secondary research on the economy of Bhubaneswar and Cuttack, the following top and growing sectors have been identified. These sectors have also been triangulated through interviews with different stakeholders



Total proposed employment of **~1.7 lakh** over **3-5 years**[1] (up to 2027) was committed across these 8 sectors at the Make in Odisha Conclave 2022

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[1] Odisha Industrial Policy 2022

Employment opportunities | Top sectors (2/5)

Based on desk review and secondary research on the economy of Bhubaneswar and Cuttack, the following top and growing sectors have been identified. These sectors have also been triangulated through interviews with different stakeholders

SECTOR	Food processing	Information technology	Apparel and textile	Tourism and hospitality
RATIONALE	**Prominent industry in both** Cuttack and Bhubaneswar, with the presence of small, medium and large-scale players. With **easy access to coast, seafood processing** is also a major industry.	With **favourable government policies and ~200+ tech and BPM setups**, Bhubaneswar has been identified as one of the **emerging technology hubs** from tier-2 cities.[1]	**Newly set-up apparel park** with leading manufacturers from across the country. **Apparel and textile companies have been the leading recruiters in past job fairs** organised by the government.	**Puri and Bhubaneswar are two major hubs of tourism** around the twin cities. Tourism is a **highly labour-intensive** sector, creating new jobs locally. Around **~13% of contribution to state's GDP** comes from tourism.[2]
TOP JOB ROLES	Loader/Packer, Sorter/Grader, Marketing Associate, Packaging Line Manager, Seafood Processor	Domestic IT Helpdesk Assistant, Junior Software Developer, Customer Relation Management–Voice, Application Maintenance Engineer,	Sewing Machine Operator, Quality Assessor, QC Executive – Sewing Line, Factory Compliance Auditor	Front Desk Associate, Food and Beverage Steward, Houskeeping Associate, Bell Desk Associate

* As per MoUs signed under Make In Odisha Conclave 2022

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Employment opportunities | Top sectors (3/5)

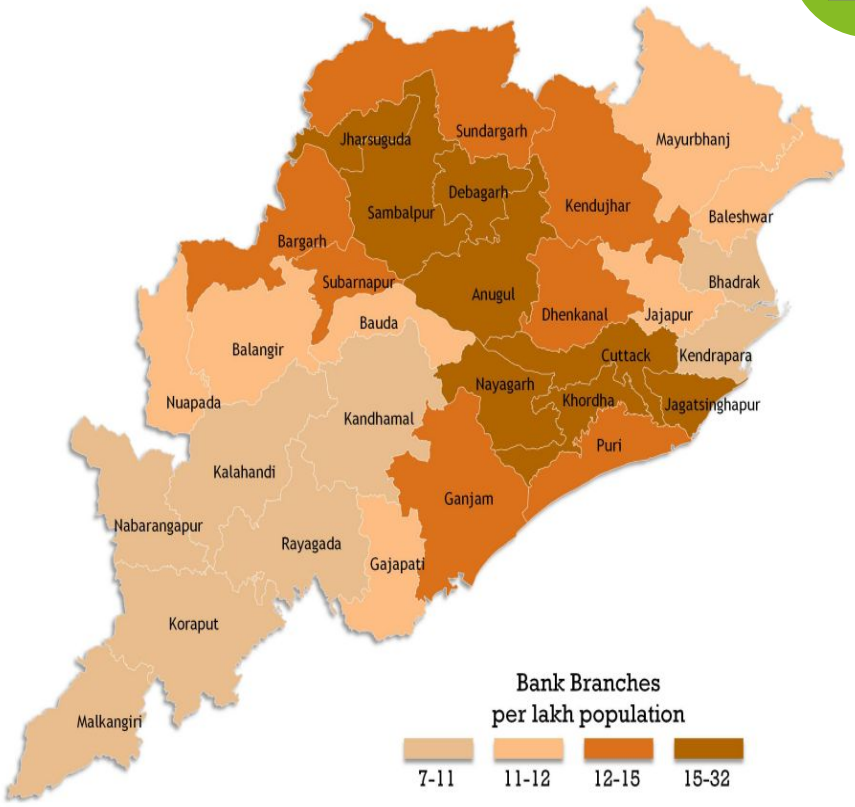
Based on desk review and secondary research on the economy of Bhubaneswar and Cuttack, the following top and growing sectors have been identified. These sectors have also been triangulated through interviews with different stakeholders

SECTOR	Metal and ancillary works	Healthcare and pharmaceuticals	Logistics, infrastructure and retail	EV, renewables and green energy
RATIONALE	Since Cuttack and Bhubaneswar **do not have prominent mining but are at geographical and infrastructural advantage**, ancillary and downstream industries have become prominent in the area.	Bhubaneswar is becoming a **prominent destination for healthcare** facilities. **Common Facilitation Center formed** by the MSME Department in Bhubaneswar-Cuttack for pharmaceutical industry.	With the **growth of urban centres** in Bhubaneswar and Cuttack, and **expansion in trade and export**, all of retail, infrastructure and logistics sector is growing. Being a **labour-intensive sector**, it has **higher absorption potential** for jobseekers.	Based on **government priorities** and promotion of industry through the Green Energy Policy, there is a **requirement of skilled youth in this new and emerging sector**.
TOP JOB ROLES	CNC Operator, Metal Welder, Fitter Electrical and Electronic Assembly, Assistant Electrician	Home Health Aide, General Duty Assistant, Product Executive, Medical Representative, Packaging Assistant, Geriatric Care Aide	Warehouse Associate, Inventory Clerk, Loader/Unloader, Forklift Operator, Transport Coordinator, Data Entry Operator	Solar PV Installer, EV Technician, Green Hydrogen Plant Technician, Plastic Recycling Operator

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Employment opportunities | Top sectors (4/5)

Given below are insights into the BFSI sector, highlighting key trends and opportunities based on desk research and stakeholder interactions with employers and skilling organisations



District-wise spread of bank branches/lakh population

2.9 % of GSVA

Key statistics

In Odisha, financial services account for 2.9% of the state's GSVA (2023-24 AE).

Contributed 7.9% to services GSVA (2023-24 AE).

The sector is estimated to grow at 2.3% (2023-24 AE), over the previous year.

5,744 branches

Banking network

As of 2022-23, 12 public sector banks, 19 private sector banks, 2 regional rural banks, 5 small finance banks, and 1 state cooperative bank operate in Odisha with 5,774 branches in all.

During 2022-23, 167 new branches of different banks were opened in the state, as compared to 59 in the previous year.

15-30k per month

Top job roles and earnings

Sales Executive, Loan Officers, Underwriters, back-end roles in IT, Admin, MIS; offering average salaries of INR 15-30k per month.

The sector employs individuals with minimum qualification ranging from 10th pass to graduation.

However, most sample employers communicated that they do not have a plan to expand in the near future.

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Employment opportunities | Top sectors (5/5)

Based on desk review and primary interactions, the following top sectors have been identified

SECTOR	Handicraft and handloom sector	Small cottage industries	Gig employment	Other trades
RATIONALE	51 crafts practiced by 1.6 lakh artisans, integral to the state's cultural heritage. Offers strong self-employment opportunities with low investment and simple technology, alongside national and international marketing potential. In FY 2022-23, 7,211 new units were added, bringing the total to ~40,000. Employment in the handicraft sector tripled from 2015-16 to 2022-23, reaching nearly 65,000 workers. Odisha is famous for intricate Ikat designs, with 57,000+ looms supporting around 70,000 households by March 2023; Bargarh leads with 11,121 looms, followed by Cuttack with 9,748.	Based on the interactions, several trades were identified as having significant potential for self-employment opportunities within the cottage industry sector. Some of the trades mentioned include **paper and leaf plate making**, **honey production**, ***agarbatti* making**. Further stakeholder engagement would help to deepen or broaden these insights.	The Economic Survey FY 2023-24 projects the gig workforce to reach 23.5 million, comprising 6.7% of non-agricultural workforce by 2029-30. The gig economy can boost labour market participation, especially for those facing barriers to accessing traditional jobs. Since 2023, delivery workers in Odisha can register under the Unorganized Workers' Social Security Board, recognising gig workers, though many remain unaware of their benefits. Sectors like **food delivery** (Zomato, Swiggy), **ride-hailing** (Ola, Uber), and **home services** (Urban Company) offer flexible work options, expanding workforce participation.	Based on the RTI response for the PM Vishwakarma Scheme, the data highlights demand across sectors, such as **tailoring, masonry, carpentry, and goldsmithing**, etc. reflecting their ongoing relevance in the labour market. Trades like **barbering, doll and toy making, and garland making** also demonstrate interest, pointing to the sustained importance of these skills. This data suggests a need to focus on skill development and support mechanisms for workers in these sectors. (Please see page 15 for specific details with respect to the number of applicants.)

Source: Odisha Economic Survey 2023-24 and stakeholder interactions

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Prioritisation matrix

Methodology | Prioritisation matrix

For the development of the prioritisation matrix, Deloitte analysed and assigned grades to various factors to assess the opportunity cost against salaries, including educational qualification, additional skills required, time investment for training required as per NSDC

*Based on stakeholder interactions, **grades** were assigned to each criterion required to gain employment in various job roles (from 1-5, with 5 being the highest in terms of entry barrier/opportunity cost)*

	1	2	3	4	5	
Minimum education qualification	$8^{th}/10^{th}$	12^{th}	Graduate	ITI/Diploma/GNM	B.Tech	***20% weightage***
Technical requirements	Very low	Low	Medium	High	Very high	***30% weightage***
Soft skill requirements	Very low	Low	Medium	High	Very high	***30% weightage***
Time investment for training (As per NSDC QP*)	< 200 hours	200-300 hours	300-400 hours	400-500 hours	> 500 hours	***20% weightage***

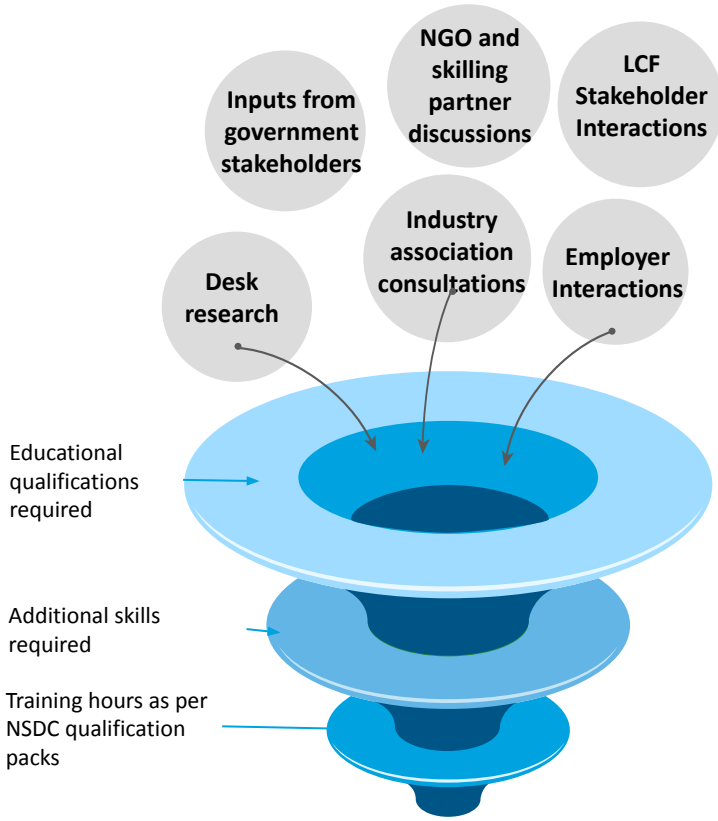
*A **weighted average grade** for job roles across these parameters was calculated and plotted against average entry-level salaries offered to develop a **prioritisation matrix***

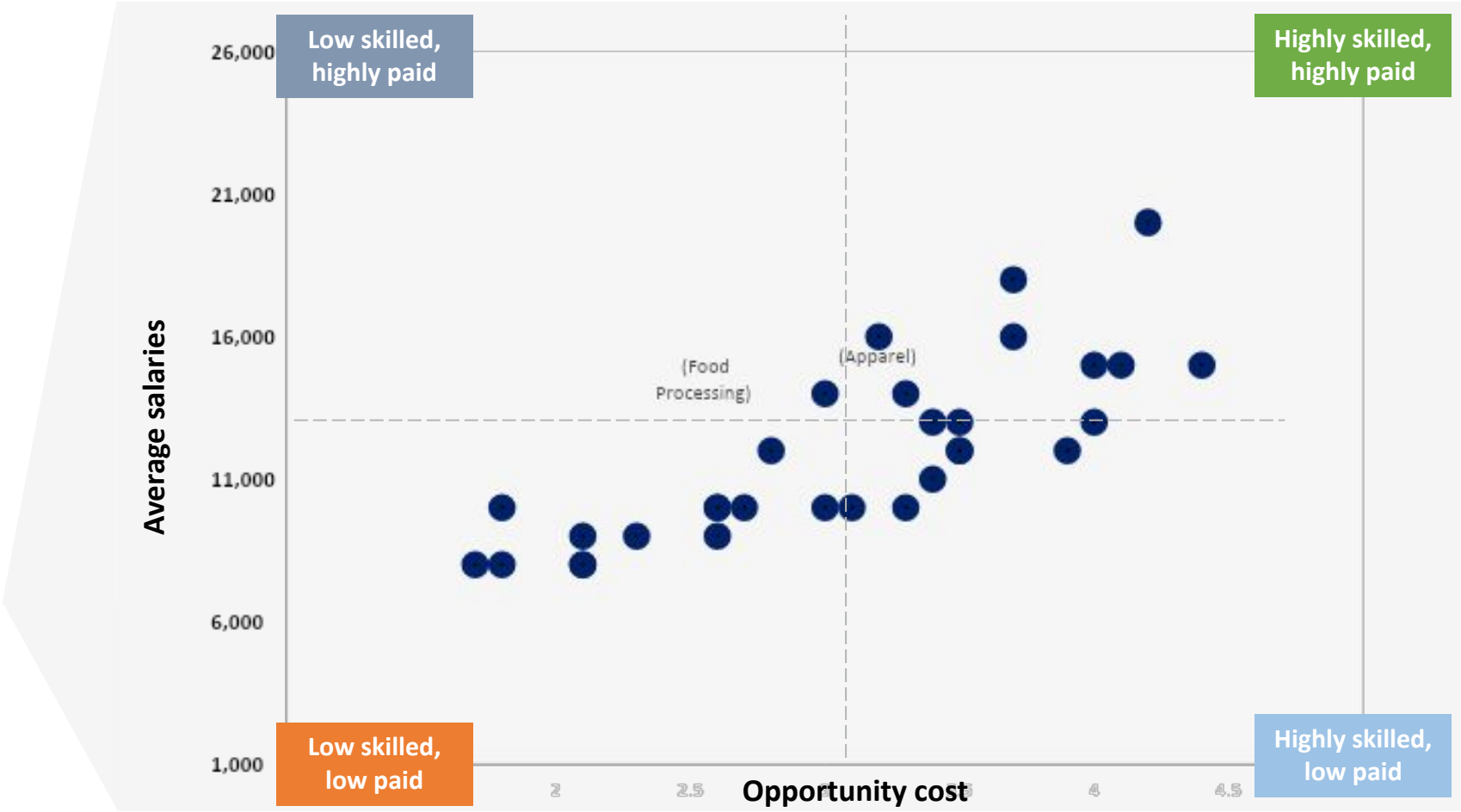
Note: NSDC has developed Qualification Packs (QP) specifying number of hours of training and the modules for each job role.

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Prioritisation matrix | Formal sector (1/2)

Based on interactions with stakeholders and secondary research, a matrix for **average salaries** (reward) **vs opportunity cost** (entry barrier) for various job roles has been developed





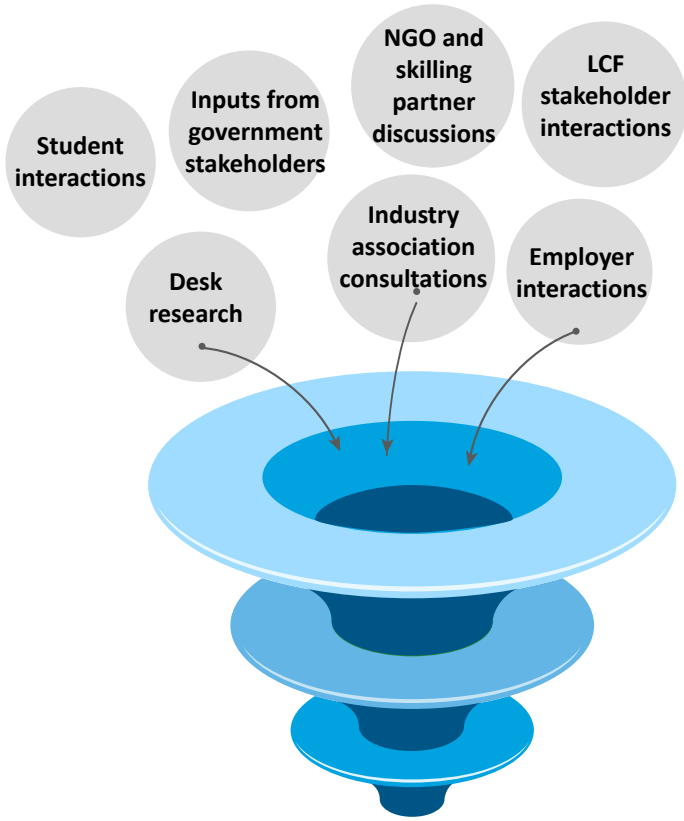
(Educational qualification, additional skills required, time investment for training)

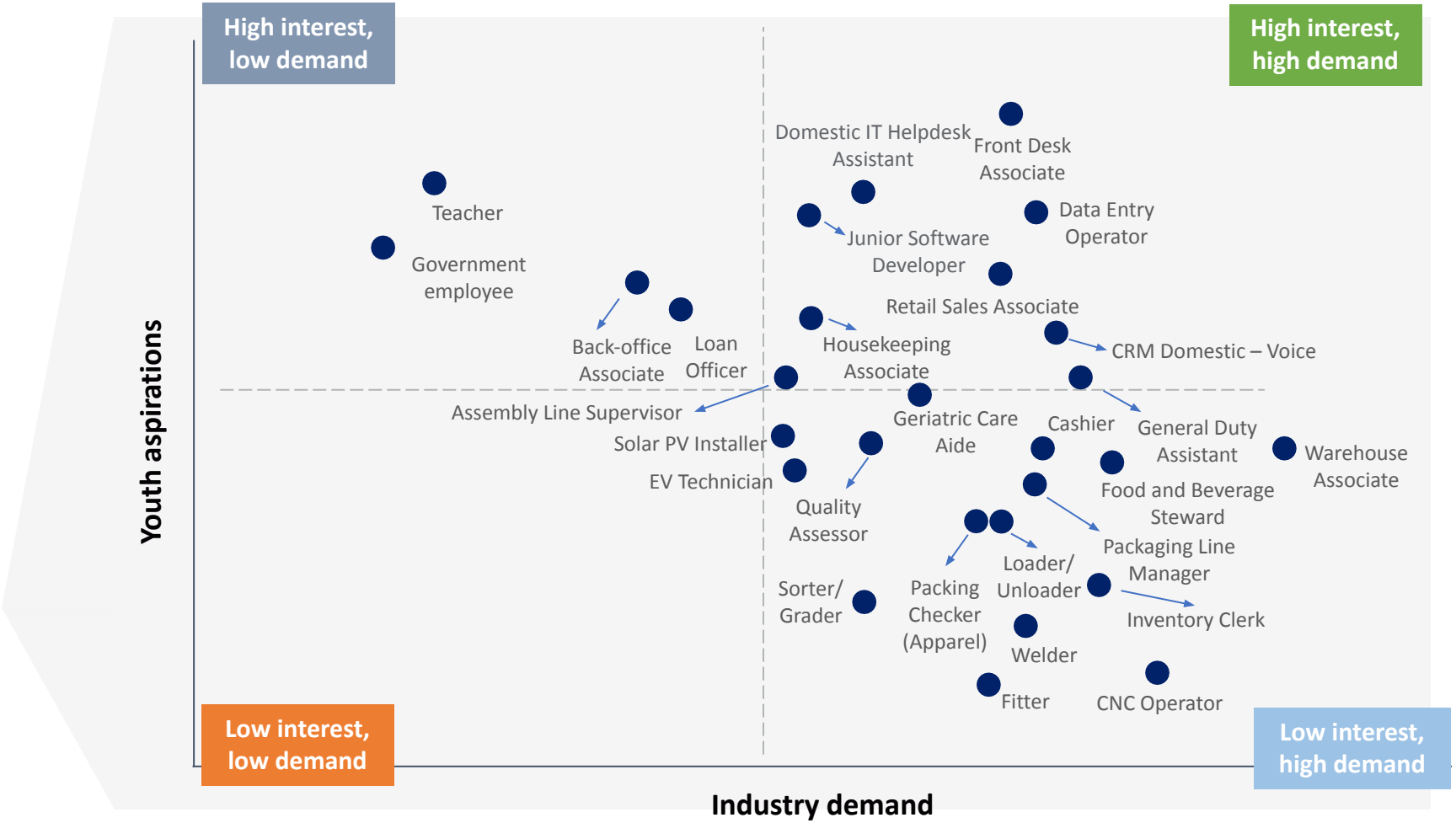
Note: The salaries are not in absolute numbers and are an estimate based on the feedback received from stakeholders

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Prioritisation matrix | Formal sector (2/2)

Based on interactions with stakeholders and secondary research, a matrix for **youth aspirations** against the **industry demand** for various job roles has been developed



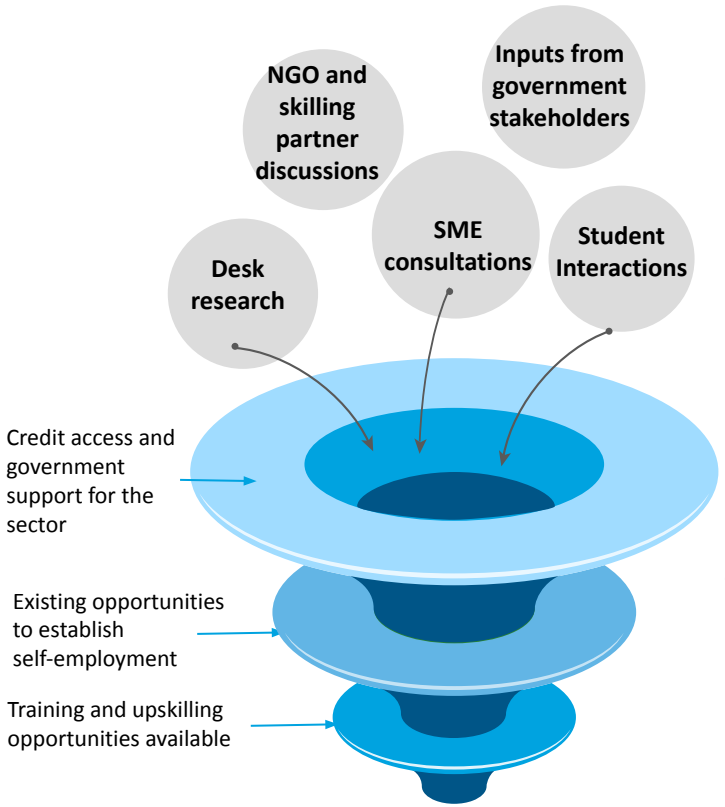


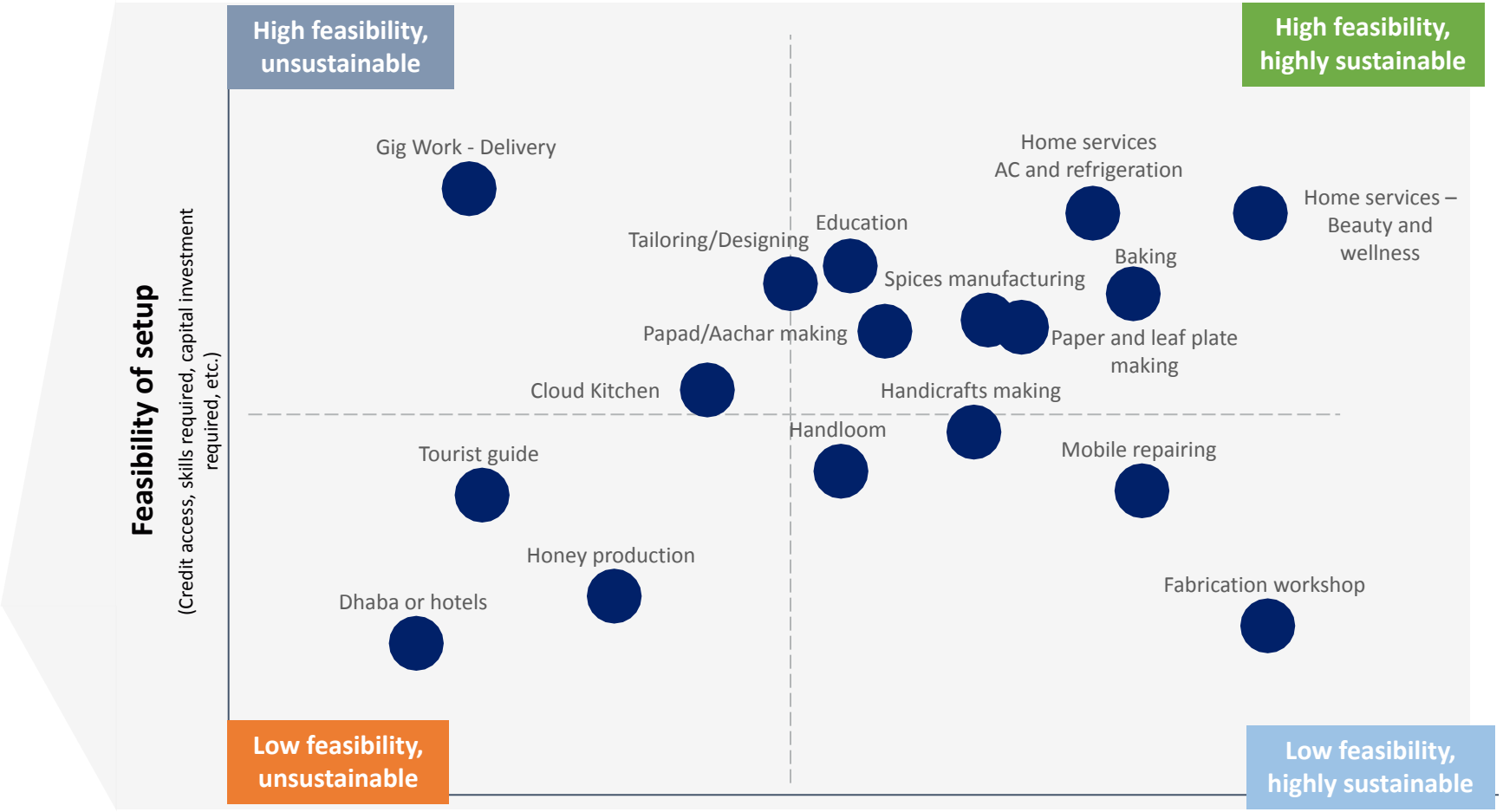
Note: The youth aspirations have been deduced from Deloitte's primary interactions with the youth and insights from LCF's youth aspiration survey

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Prioritisation matrix | Self-employment, gig opportunities

Based on interactions with stakeholders and secondary research, a matrix for feasibility of setup against long-term sustainability for self-employment opportunities has been developed





Note: Based on secondary research, stakeholder interactions, and Deloitte analysis of self-employment ecosystem in Bhubaneswar and Cuttack

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Choice cascades framework

A high-level choice cascade for GOYN's initiatives in Bhubaneswar and Cuttack is given below

Goals and aspirations

- **Current planned goals**
  - Enhance economic opportunities and well-being of **1,50,000** Opportunity Youth by 2030
  - Strengthen **ecosystem coordination** and **collaboration**
  - Influence and improve **youth employment** policies

Where to play

- **Programmes and activities**
  - Ecosystem mapping
  - Collaborative infrastructure
  - Pathways implementation
    - Lighthouse
    - Skill sector transformation
    - Pathways for nano and micro entrepreneurs
  - Developing **youth well-being** index
  - Government **liaison cell**
  - Youth **capacity building**
  - **M&E** data platform
- **Target population and geographies**
  - Opportunity Youth from slum and non-slum communities in **Bhubaneswar and Cuttack** Municipal Corporations

How to win

- **Value proposition**
  - Working **across the ecosystem** with government, employers and experts and not just youth
  - Designing **scalable pilots**
  - Building **formal partnerships** and leveraging them for **policy advocacy**
- **Sources of defensible advantage**
  - On-ground presence of **Anchor Partner** and expertise in implementing the model
  - Place-based **saturation approach**
  - **Data driven** programme and **global learning** network
  - Global **learning network**

Capabilities and assets

- **People**
  - Presence of **established training centres/skilling organisations** in Bhubaneswar and Cuttack
  - Peer learning from Pune and PCMC teams, and global network
- **Distinctive capabilities**
  - Community-based participatory approach vis-à-vis youth
  - Structured approach towards skilling, such as GOYN's earning lab, foundational course, toolkits, frameworks, etc.
- **Gap areas**
  - Availability of data sources
  - Skilling partnerships
  - Government partnerships and buy-in

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Choice cascades framework

A high-level choice cascade for GOYN's initiatives in Bhubaneswar and Cuttack is given below

Goals and aspirations	Where to play	How to win	Capabilities and assets

- **Current planned goals**
  - Enhance economic opportunities and well-being of **1,50,000** Opportunity Youth by 2030
  - Strengthen **ecosystem coordination** and **collaboration**
  - Influence and improve **youth** [illegible] policies

Considering the gaps in job-readiness even amongst the graduate youth, **can interventions be planned in collaboration with colleges** and/or schools?

- **Programmes and activities**

Programmes and activities

- **Bridge courses** for OY from semi-rural/tribal areas/families
- **Employer sensitisation** workshops and development of master trainers amongst employers, especially for marginalised/disabled candidates
- **Drives** on registration of gig workers with the Labour Welfare Board
- Alumni candidate network

- **Target population and geographi**[illegible]

Target population and geographies

- Leverage the **JAGA Mission data** to target specific slum areas in a phased manner
- Leverage **partner NGO/skilling network** to reach underserved non-slum areas

- **Value proposition**
  - Working **across the ecosystem** with government [illegible]ployers and experts and [illegible]uth
  - [illegible]
  - [illegible]

- **Awareness/sensitisation sessions** for job roles with high demand but less popularity among youth
- Partner with government skilling institutes for **technical courses, which require substantial infrastructure** requirement (GDA, specific ITI courses)
- **Policy papers** (with academics) to advocate for more inclusive policies

- **People**
  - Prese[illegible] **established training** co[illegible] B[illegible]
  - P[illegible] te[illegible]
- **Di**[illegible]
  - Community based participatory approach vis-à-vis youth
  - Structured approach towards skilling, such as GOYN's earning lab, foundational course, toolkits, frameworks, etc.
- **Gap areas**
  - Availability of data sources
  - Skilling partnerships
  - Government partnerships and buy-in

- Engage with corporates for **employee volunteering** initiatives to leverage the technical skills of employers

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Labour absorption plan

Labour absorption plan | Overview

A high-level view of the career pathways and approximate absorption for opportunity youth in Bhubaneswar and Cuttack is given below

~1.5L OY

Continuing education

~25k

- As per LCF's youth aspiration survey,[1] **30%** of the surveyed youth want to complete their school education.
- We estimate **1 in 6 youth** to pursue education in the longer term.

Possible intervention: Designing a *job readiness programme with schools/colleges* to reduce unemployment among educated youth.

Temporary/transition jobs

~15k

- Temporary jobs or internships can be a handy career transition without putting significant time investment for upskilling.
- It is beneficial for those facing financial constraint and unable to complete education ***or*** those aiming to gain short-term work experience while pursuing education.
- The newly launched **PM Internship Scheme, National Apprenticeship Promotion Scheme**,[2] etc. can be leveraged.

Possible intervention: Tie-ups with corporates to facilitate OJT internships.

Entrepreneurship/gig employment

~30k

- Around **51%** of the surveyed youth showed interest in self-employment.
- With increased awareness about credit access, upskilling avenues, and rise in platform-based gig opportunities, we **estimate ~20% of youth** to take up entrepreneurship/gig employment.

Possible intervention: Early identification of interested youth and providing guidance on credit access, skilling, business plan development and markets through an entrepreneurship development programme.

Formal sector jobs

~80k

- **57%** of the surveyed youth expressed interest in pursuing a formal job.
- High-level breakdown of some top sectors and prominent job roles is given in the subsequent pages. Some job roles which are common across the sectors are also mapped separately.

***Possible interventions*:** Partnership with the **government** to utilise their **infrastructure** for some training courses /**co-create training programmes** and establishing **pre-placement linkages** with leading employers.

[1] The youth aspiration survey conducted by LCF has been leveraged to arrive at the estimates. The survey covered a sample of 2,640 responses from youth (15-35 years) across slums in Bhubaneswar and Cuttack.

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[2] As per the National Apprenticeship portal, the current engagement stands at ~13k apprentices in Khordha and Cuttack districts (accessed on 30 October 2024).

Labour absorption plan | Formal sector | Overview

A high-level view of approximate opportunities and the requirements for roles in the shortlisted six sectors is given below

Sector	Total jobs available (new jobs + existing vacancies)	Top job roles	No. of top job roles available	Top job roles as a % of total jobs available in the sector
Tourism and hospitality	~16,000	Food and Beverage Steward, Housekeeping Associate, Front Desk Associate	**~7,200**	**45%**
Apparel and textile	~43,000	Sewing Machine Operator, Packing Checker, Quality Assessor	**~21,500**	**50%**
Information technology	~43,000	Domestic IT Helpdesk Assistant, Junior Software Developer, Junior Data Analyst	**~19,200**	**45%**
Healthcare	~11,000	General Duty Assistant, Geriatric Care Aide, Medical Representative	**~5,000**	**45%**
Food processing	~4,400	Marketing Associate, Packing Line Manager, Sorter/Grader	**~1,800**	**40%**
Logistics, infrastructure and retail	~56,000	**Transportation**: Truck Driver, Logistics Coordinator, Route Planner, Fleet In-charge, Shipping and Receiving Clerk **Warehousing:** Warehouse Associate, Forklift Operator, Packer/Sorter, Loader/Unloader, Inventory Clerk **Retail:** Floor Manager, Merchandiser, E-Commerce Associate, Cashier	**~56,000**	**~100%**

Traditionally female job role[1] Traditionally male job role[1]

[1] Based on desk review and stakeholder interactions

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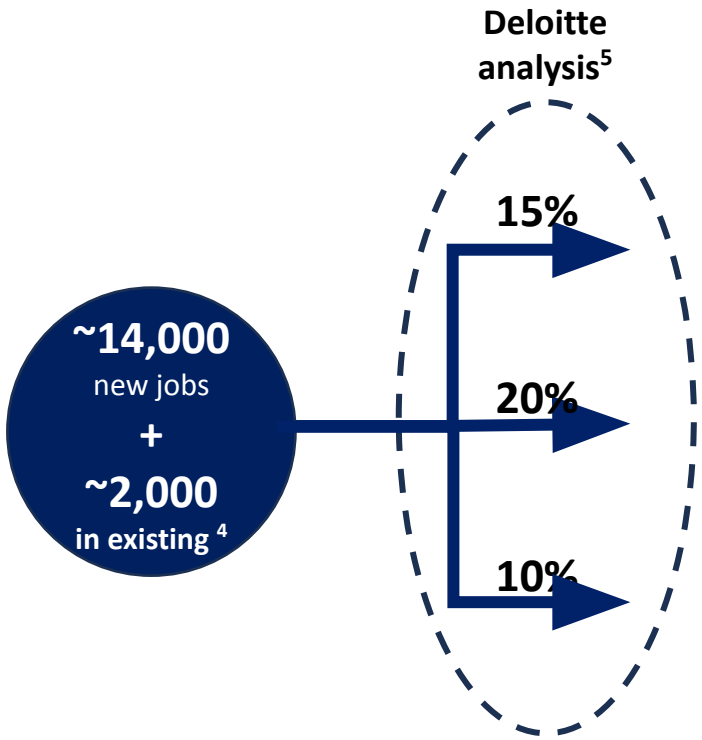
Labour absorption plan | Formal sector | Tourism and hospitality

A high-level view of approximate opportunities and the requirements for roles in the tourism and hospitality sector is given below

INR 4,293 Cr.
Upcoming investment in the sector[1]

13,426
New jobs to be created[2]

~9,000
Hotel rooms across ~380 hotels in Bhubaneswar and Cuttack[3]



	Average salary	Minimum education qualification	Skills required	Time investment for training[6]
~2,400 Food and Beverage Steward	INR 10,000	10th	Communication, table etiquettes	305 hours
~3,200 Housekeeping Associate	INR 8,000	10th	Housekeeping basics	250 hours
~1,600 Front Desk Associate	INR 10,000	12th	Communication, spoken English, basic computer proficiency	320 hours

[1,2] Response from RTI
[3] Annual report, Department of Tourism 2023-24
[4] Assuming ~5 additions to each hotel due to attrition or expansion
[5] Analysis of primary and secondary research on distribution of job roles across the tourism and hospitality sector
[6] As per NSDC qualification packs

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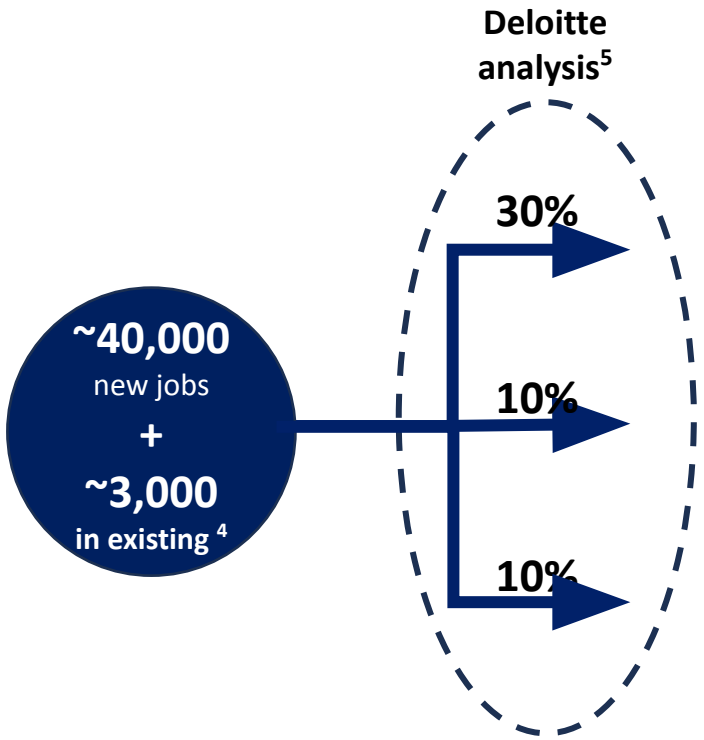
Labour absorption plan | Formal sector | Apparel and textile

A high-level view of approximate opportunities and the requirements for roles in the apparel and textile sector is given below

INR 3,501 Cr.
Upcoming investment in the sector[1]

39,716
New jobs to be created[2]

~14,000
Current workforce in MSME units in Bhubaneswar and Cuttack[3]



	Average salary	Minimum education qualification	Skills required	Time investment for training[6]
~12,900 Sewing Machine Operator	INR 8,000	10th	Operation of automated sewing machine	270 hours
~4,300 Packing Checker	INR 9,000	10th	Visual inspection, labelling, etc.	300 hours
~4,300 Quality Assessor	INR 13,000	Graduation	Understanding of production standards	540 hours

[1,2] Response from RTI
[3] District Industry Potential Survey, Bhubaneswar and Cuttack
[4] Assuming ~20% workforce churn due to attrition or expansion (textile is a high-attrition sector)
[5] Analysis of primary and secondary research on distribution of job roles across the apparel and textile sector
[6] As per NSDC qualification packs

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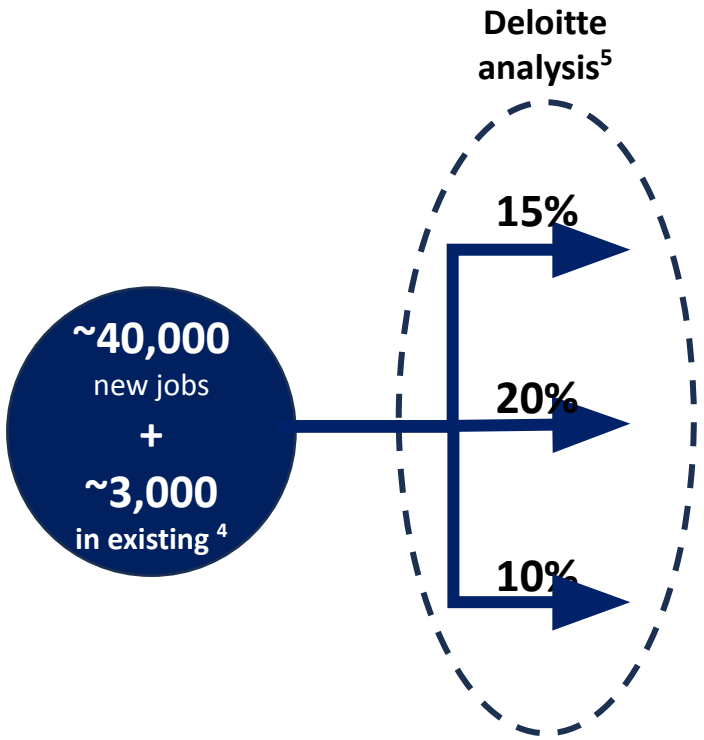
Labour absorption plan | Formal sector | Information technology

A high-level view of approximate opportunities and the requirements for roles in the information technology sector is given below

INR 3,906 Cr.
Upcoming investment in the sector[1]

40,275
New jobs to be created[2]

~60,000
Current workforce in IT sector in Bhubaneswar and Cuttack[3]



	Average salary	Minimum education qualification	Skills required	Time investment for training[6]
~6,400 Domestic IT Helpdesk Assistant	INR 12,000	Graduation	Hardware systems, troubleshooting	400 hours
~8,500 Junior Software Developer	INR 20,000	B.Tech	Programming skills, analytical and problem-solving ability	400 hours
~4,300 Junior Data Analyst	INR 25,000	B.Tech	Data manipulation tools, statistics, etc.	540 hours

[1,2] Response from RTI
[3] Report on emerging technology hubs in India – Nasscom and Deloitte
[4] Assuming ~5% workforce churn due to attrition or expansion (IT is a high-skill and low-attrition sector)
[5] Analysis of primary and secondary research on distribution of job roles across the IT sector
[6] As per NSDC qualification packs

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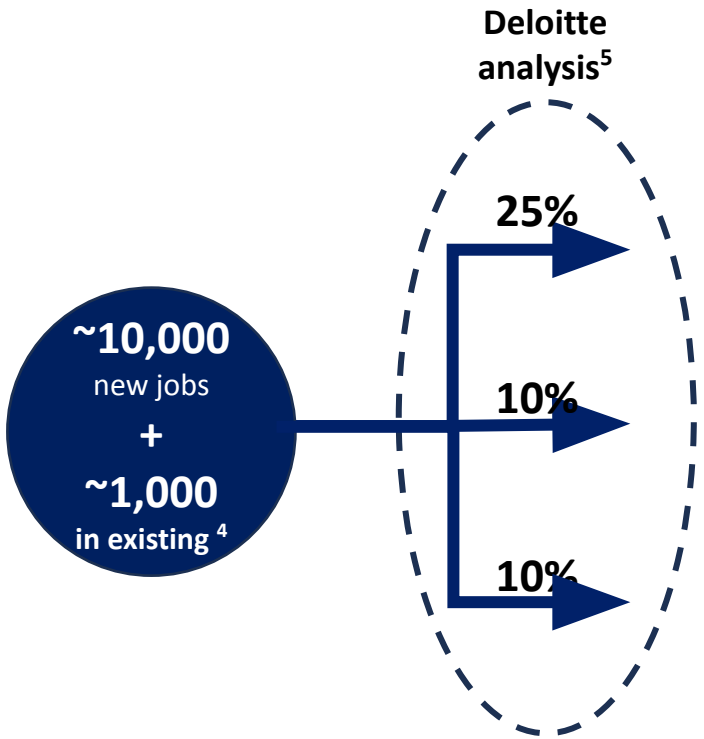
Labour absorption plan | Formal sector | Healthcare

A high-level view of approximate opportunities and the requirements for roles in the healthcare sector is given below

INR 2,036 Cr.
Upcoming investment in the sector[1]

9,595
New jobs to be created[2]

~200
Hospitals currently in operation in Khordha and Cuttack[3]



	Average salary	Minimum education qualification	Skills required	Time investment for training[6]
~2,800 General Duty Assistant	INR 15,000	GNM/Diploma	Equipment handling, vitals, basic medical knowledge	600 hours
~1,100 Geriatric Care Aide	INR 12,000	12th	Bedside assistance, patient care	1,000 hours
~1,100 Medical Representative	INR 13,000	Graduation (preferably Diploma in Pharmacy/ B.Pharma/life sciences)	Excellent soft skills and communication	520 hours

[1,2] Response from RTI
[3] Based on government data (as per primary stakeholder interactions, there are ~500 hospitals, private clinics, and nursing homes in Bhubaneswar and Cuttack)
[4] Assuming ~5 additions to each hospital due to attrition or expansion
[5] Analysis of primary and secondary research on distribution of job roles across the healthcare sector
[6] As per NSDC qualification packs

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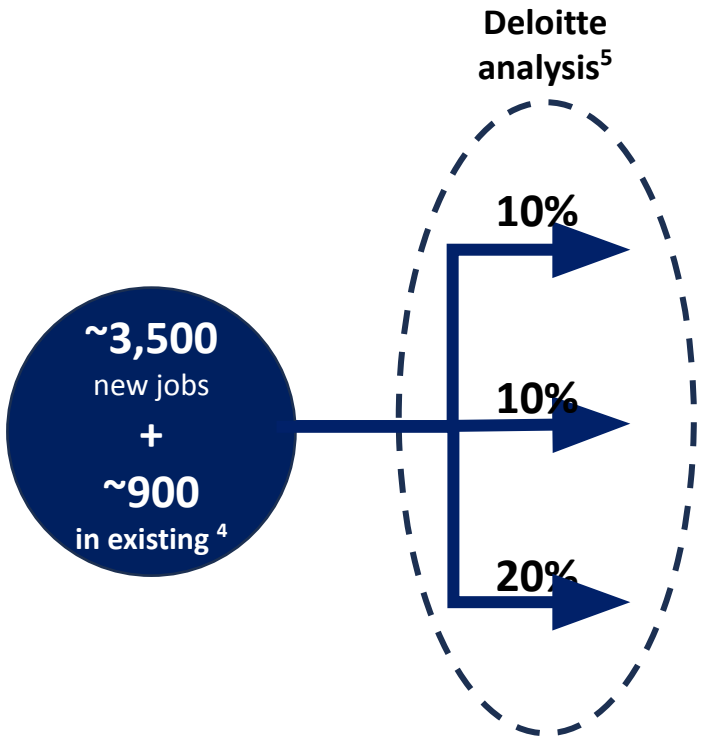
Labour absorption plan | Formal sector | Food processing

A high-level view of approximate opportunities and the requirements for roles in the food processing sector is given below

INR 1,937 Cr.
Upcoming investment in the sector[1]

3,517
New jobs to be created[2]

~18,000
Current workforce in MSME units in Bhubaneswar and Cuttack[3]



	Average salary	Minimum education qualification	Skills required	Time investment for training[6]
~450 Marketing Associate	INR 12,000	12th	Communication skills, product knowledge	320 hours
~450 Packing Line Manager	INR 14,000	Graduation	Technical knowledge of all machinery and processes	330 hours
~900 Sorter/Grader	INR 8,000	10th	Understanding acceptable quality standards	200 hours

[1,2] Response from RTI
[3] District Industry Potential Survey, Bhubaneswar and Cuttack
[4] Assuming ~5% workforce churn due to attrition or expansion (food processing is a low-skill and low-attrition sector)
[5] Analysis of primary and secondary research on distribution of job roles across the food processing sector
[6] As per NSDC qualification packs

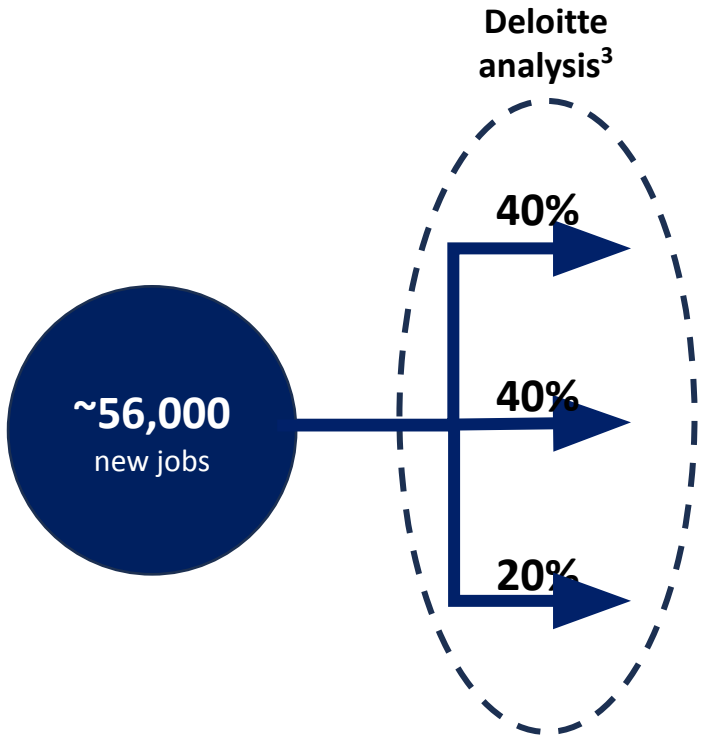
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Labour absorption plan | Formal sector | Logistics, infrastructure and retail (1/2)

A high-level view of approximate opportunities and the requirements for the logistics, infrastructure and retail sector is given below. Due to the bigger size of the sector, a sub-sector level analysis has been presented below

INR 32,128 Cr.
Upcoming investment in the sector[1]

55,918
New jobs to be created[2]



Transportation

- Truck Driver
- Logistics Coordinator
- Route Planner

Top job roles:

Warehousing

- Warehouse Associate
- Forklift Operator
- Packer/Sorter

Retail

- Floor Manager
- Merchandiser

[1,2] Response from RTI
[3] Analysis of primary and secondary research on distribution of jobs in the logistics, infrastructure and retail sector

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Labour absorption plan | Formal sector | Logistics, infrastructure and retail (2/2)

Based on interactions with stakeholders and secondary research, some prominent roles across the logistics, infrastructure and retail sector along with salaries, entry-level qualifications and NSDC recommended training durations are highlighted below

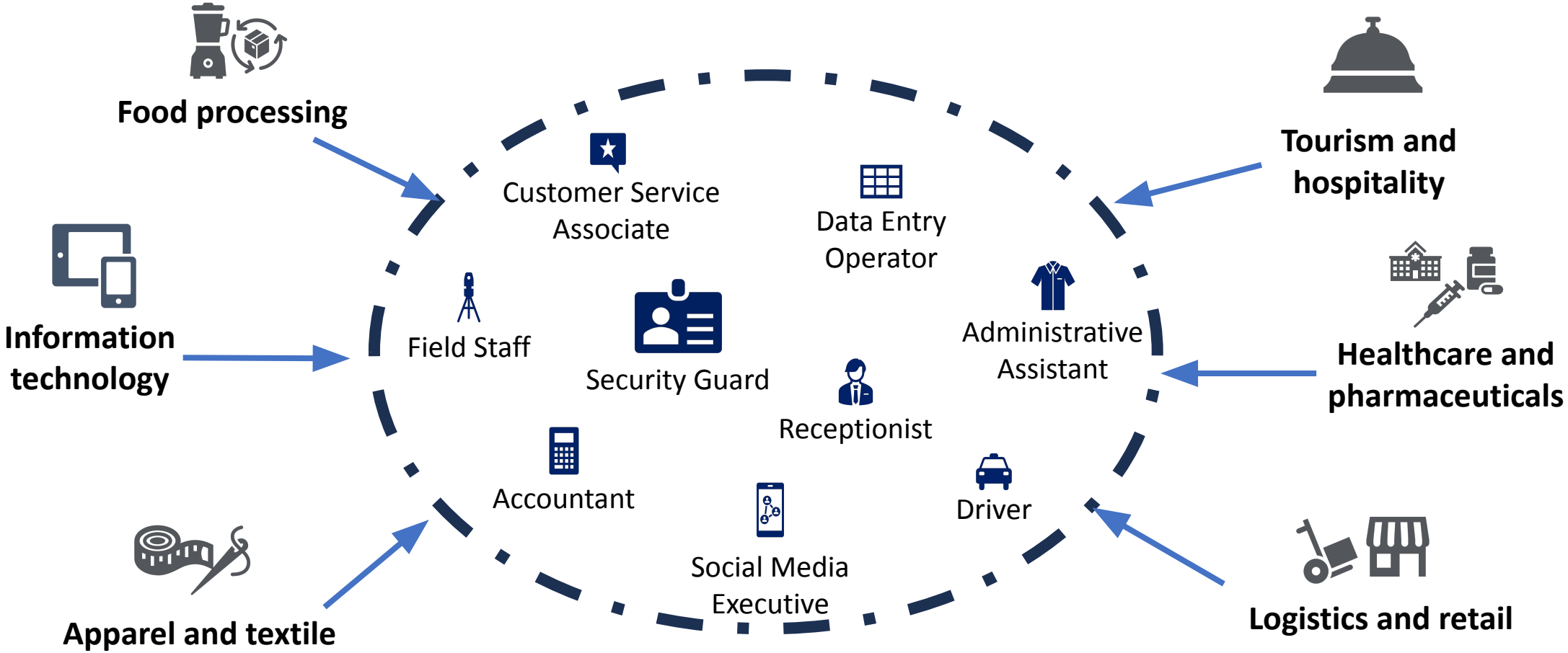
Job role	Sub-sector	Average salary[1]	Minimum educational qualification	Time investment for training[2]
Truck Driver	Transportation	INR 16,000	8th	330 hours
Forklift Operator	Transportation	INR 15,000	8th	300 hours
Warehouse Associate	Warehousing	INR 10,000	10th	250 hours
Loader/Unloader	Warehousing	INR 8,000	8th	180 hours
Inventory Clerk	Warehousing	INR 14,000	12th	440 hours
Merchandiser	Retail	INR 14,000	12th	350 hours
Cashier	Retail	INR 10,000	10th	200 hours

[1] Analysis of primary and secondary research on salaries in the sector
[2] As per NSDC qualification packs

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Labour absorption plan | Formal sector | Roles common across sectors

In the formal sector economy, some support roles are required across sectors to manage and enhance business operations



NOTE: As per stakeholder feedback, some of the conventional formal sector roles mentioned above are also hired through third-party contractors (contractual employment) and overlap with informal sector employment.

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Labour absorption plan | Self-employment | Handloom and handicrafts sector

A high-level view of the handloom and handicraft sector and the pathways to self-employment is given below

Handloom and handicrafts sector

- 51 different crafts practiced by around 1.60 lakh artisans in Odisha
- Cuttack has 9,748 looms

- Employment in the handicraft sector tripled from 2015-16 to 2022-23, reaching nearly 65,000
- As of March 2023, over 57,000 looms are in operation, supporting ~70,000 households

- 7,211 new handicraft units added in FY 2022-23, totaling approximately 40,000 units

Source: Odisha Economic Survey 2023-24

Top entrepreneurship opportunities

Ikat designing	Khandua sarees	Silver filigree	Brass and metal works

Pathways

Leveraging following schemes for financial and training support and toolkits to start/expand businesses

- PMEGP
- PM Vishwakarma scheme
- SFURTI
- Odisha Credit Gurantee Scheme

- Utilising GeM (Government e-Marketplace) to reach wider audiences
- Exploring social media platforms for promotion
- Collaborating with the Odisha State Cooperative Handicrafts Corporation for marketing support, access to exhibitions, raw material banks, and skill development
- Collaborating with the State Institute for Development of Arts and Crafts (SIDAC) for product innovation via design cell and marketing support

Collaborating with the Directorate of Industries and leveraging the National Handloom Development Programme for infrastructure, training, and raw material support for setting up enterprises

Leveraging the Odisha Handicraft Policy, 2019

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Labour absorption plan | Self-employment | Food processing and cottage industries

A high-level view of the food processing and cottage industries and the pathways to self-employment is given below

Food processing and other cottage Industries

- Over the last 8 years ending in 2022-23, FPI has experienced an AAGR of 5.35% at 2011-12 prices[1]
- India's food processing sector output is projected to reach USD 535 billion by 2025, with a CAGR of 15.2%[1]
- Tier-2/3 cities could mirror the trend in metropolitan areas by consuming more processed food in the coming years[1]
- Credit deployment in FPI grew at a CAGR of 9.7% from Mar '20 to Mar '24, with a YoY growth of 14.9% in Mar '24, indicating strong demand and investment in the sector[1]

- According to the latest Annual Survey of Industries (ASI) for 2021-22, the total number of persons engaged in registered food processing sector was 20.68 lakhs[2]
- Unregistered food processing sector supported employment to 51.11 lakh worker as per the NSSO 73rd Round, 2015-16 and constituted 14.18% of employment in the unregistered manufacturing sector[2]

- As per Annual Survey of Industries 2021-22, in Odisha, the total number of factories in the registered food processing sector was 70 and as per NSSO 73rd round (July 2015- June 16, no. of enterprises were 77,781[2]

Top entrepreneurship opportunities

Papad/Aachar making	Honey production	Spice manufacturing	Paper and leaf plate making	Baking	Fish and seafood processing	Meat and poultry processing

Pathways

- Registering under Udyam registration for MSMEs to avail government benefits
- Obtaining FSSAI registration to ensure compliance with food safety standards

Leveraging the following schemes for setting and scaling up of enterprises:

- Credit-linked capital subsidy scheme
- Pradhan Mantri Mudra Yojana
- SWAYAM scheme
- Pradhan Mantri Formalisation of Micro Food Processing Enterprises Scheme

- Leveraging the Food Industry Capacity and Skill Initiative, Agricultural Promotion and Investment Corporation of Odisha Limited (APICOL) and ITIs to enhance skill sets and avail subsidies
- Exploring social media platforms for promotion

- Leveraging the Odisha Food Processing Policy, 2022 and the classification of loans to food and agro-based processing units and cold chain under agricultural activities for priority-sector lending[2]

Sources:
[1] Economic Survey 2023-24
[2] Annual report: Ministry of Food Processing Industries, Government of India, 2023-24

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Labour absorption plan | Self-employment | Other services (including gig employment)

A high-level view of gig employment and other services to boost self-employment is given below

Gig employment and other services

According to NITI Aayog's estimates based on national labour force survey data, in 2020–21, 77 lakh workers were engaged in gig economy[1]

Gig workforce is expected to expand to 23.5 million (2.35 crore) and form 6.7 % of the non-agricultural workforce or 4.1 % of the total livelihood in India by 2029–30[1]

5,647 people applied for assistance under PM Vishwakarma scheme for tailoring in Cuttack from Nov'23- Sep'24[2]

2023-24, Odisha's services sector experienced significant growth, expanding by 9.2% (AE)[3]

Trade, repair, hotels and restaurants contributed 23.3% in services GSVA (AE)[3]

Top entrepreneurship/self-employment opportunities

- Delivery/ride hailing services
- AC and refrigerator repair services
- Beauty and wellness services
- Caregiving services
- Tailoring
- Education
- Mobile repairing
- Cloud kitchen/home-based food services
- Tourist guide

Pathways

Since 2023, delivery workers have been eligible to register under the Odisha Unorganized Workers' Social Security Board, marking the formal recognition of gig workers and the growing potential of gig employment in the state. However, many workers remain unaware of their eligibility and benefits, underscoring the need for greater outreach to ensure gig workers are informed and can access social protections.

- Registering on e-Shram portal and Odisha Unorganized Workers' Social Security Board to avail social security benefits
- Registering on the gig platform relevant to the chosen field

- Leveraging schemes like PM Kaushal Vikas Yojana and collaborating with ITIs and other skilling organisations to facilitate training and upskilling

- Providing financial and digital literacy training to enhance abilities to manage fluctuating incomes, make informed financial decisions, and utilise digital platforms effectively for gig opportunities

- Alignment with Odisha Shops and Commercial Establishments Act, 1956
- Registration with District Labour Office

[1] Economic Survey 2023-24
[2] Response from RTI
[3] Odisha Economic Survey

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Annexures

Annexure 1 | Upcoming investments

We also analysed the upcoming investments in Bhubaneswar and Cuttack to understand the future growth of sectors and the prospective employment to be generated

Upcoming investments

We filed an RTI to obtain the upcoming investment value (in crores) as per MoUs signed in Make in Odisha Conclave 2022 for Khordha and Cuttack districts.

Sector	Amount (in Cr.)
Aerospace and Defense	151
Agriculture and Food Processing	842
Education	63
Electric Vehicle	500
Fertilizers, Petrochemicals, Chemical & Plastics	1,658
Healthcare and Pharmaceutical	2,036
IT & ESDM	3,906
Logistics & Infrastructure	31,965
Manufacturing	75
Minerals, Metals & Metals Ancillary Downstream	1,221
Paper, Wood & Forest Based	241
Power, Renewable & Green Energy	950
Textile, Apparel & Technical Textile	451
Tourism	4,102
Waste Management	50

Sectoral investment in Khordha district (Make in Odisha Conclave 2022)

Sector	Amount (in Cr.)
Agriculture and Food Processing	1,095
Fertilizer, Petrochemical, Chemical & Plastics	290
Logistics & Infrastructure	163
Minerals, Metals & Metal Ancillary Downstream	3,518
Paper, Wood & Forest Based	56
Textile, Apparel & Technical Textile	3,050
Tourism	191

Sectoral investment in Cuttack district (Make in Odisha Conclave 2022)

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Annexure 2 | Proposed employment

We also analysed the proposed employment in Bhubaneswar and Cuttack to understand the future growth of sectors and the prospective employment to be generated

Proposed employment

We filed an RTI to obtain the proposed employment as per MoUs signed in Make in Odisha Conclave 2022 for Khordha and Cuttack districts.

Sector	Employment (#)
Aerospace and Defense	365
Agriculture and Food Processing	2,807
Education	210
Electric Vehicle	500
Fertilizers, Petrochemicals, Chemical & Plastics	750
Healthcare and Pharmaceutical	9,593
IT & ESDM	40,275
Logistics & Infrastructure	50,708
Manufacturing	390
Minerals, Metals & Metals Ancillary Downstream	1,650
Paper, Wood & Forest Based	1,500
Power, Renewable & Green Energy	1,750
Textile, Apparel & Technical Textile	19,506
Tourism	13,126
Waste Management	70

Proposed employment in Khordha district (Make in Odisha Conclave 2022)

Sector	Employment (#)
Agriculture and Food Processing	710
Fertilizer, Petrochemical, Chemical & Plastics	564
Logistics & Infrastructure	5,210
Minerals, Metals & Metal Ancillary Downstream	5,052
Paper, Wood & Forest Based	200
Textile, Apparel & Technical Textile	20,210
Tourism	300

Proposed employment in Cuttack district (Make in Odisha Conclave 2022)

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Annexure 3 | Longlist of manufacturing sectors in Odisha

From Odisha Economic Survey 2023-24

Values in INR Lakh

Manufacturing sector	2017 Value	2021 Value	CAGR
Manufacturing of crop and animal product, hunting, etc.	42,553	58,279	8.2
Manufacture of food products	1,012,200	2,192,627	21.3
Manufacture of beverages	98,529	170,577	14.7
Manufacture of tobacco products	12,010	9,751	-5.1
Manufacture of textiles	25,389	25,171	-0.2
Manufacture of wearing apparel	3,093	11,674	39.4
Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	4,935	4,394	-2.9
Manufacture of paper and paper products	346,948	438,962	6.1
Printing and reproduction of recorded media	17,269	14,569	-4.2
Manufacture of coke and refined petroleum products	4,115,824	7,519,698	16.3
Manufacture of chemicals and chemical products	1,188,177	2,312,431	18.1
Manufacture of pharmaceuticals, medicinal, chemical and botanical products	5,254	14,400	28.7
Manufacture of rubber and plastics products	231,231	199,646	-3.6
Manufacture of other non-metallic mineral products	524,929	932,962	15.5
Manufacture of Basic Metals	12,660,959	30,939,573	25
Manufacture of fabricated metal products, except machinery and equipment	71,725	262,311	38.3
Manufacture of electrical equipment	1,228,129	581,802	-17
Manufacture of machinery and equipment n.e.c.	29,221	88,355	31.9
Manufacture of motor vehicles, trailers and semi-trailers	11,512	12,548	2.2
Manufacture of other transport equipment	14,712	19,749	7.6
Manufacture of furniture	8,670	20,347	23.8
Repair and installation of machinery and equipment	20,169	5,685	-27.1

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Annexure 4 | RTI responses

Information for RTI application dated 13.08.2024 of Ruchika Mittal, u/s 6(3) of RTI Act.

Question	Information
1. Total number of individuals engaged in the gig economy, year wise.	1. Presently there is no specific information on number of individuals engaged in the gig economy available with the Labour Welfare section.
2. Breakdown of gig economy workers by sector (e.g. ride sharing, delivery service, freelance work), including year wise distribution.	2. However, unorganised workers belonging to the category of "delivery boy" have been allowed for registration since 2023 under Odisha Unorganised Workers' Social Security Board and so far 7 nos. of delivery boys from Cuttack district and 2 nos. of delivery boys from Khordha district have been registered during the year 2023-24.
3. No. of women engaged in the gig economy in these cities, with a year wise and sector-wise breakdown.	3. No such information is available with the Labour Welfare section.
4. Details of any government or private sector initiatives aimed at supporting or regulating gig economy workers, including any programmes for skill development, financial assistance, or legal support.	4. Social security schemes like Death benefit (Natural and Accidental) and disability benefit due to accident are being implemented for the registered beneficiaries and their family members.
5. Information on the income levels, job security and benefits provided to gig economy workers, if available, including any reports or surveys conducted.	5. No such information on income levels, etc. is available with the Labour Welfare section.
6. Data on the impact of gig economy on local employment and economic activity, including any analysis of job creation or economic contributions.	6. No such information is available with the Labour Welfare section.

Information on gig economy

Please find the information related to Make in Odisha 2022:

1. Total amount (in Cr.) worth of Investment Intents for **large** projects received in **Khurdha** District by sector

S.No.	Sector	Proposed Investment (in Rs. Crores)
1	Aerospace & Defence	151
2	Agriculture & Food Processing	842
3	Education	63
4	Electric Vehicle	500
5	Fertilizer, Petrochemical, Chemical & Plastics	1,658
6	Healthcare and Pharmaceutical	2,036
7	IT & ESDM	3,906
8	Logistics & Infrastructure	31,965
9	Manufacturing	75
10	Minerals, Metals and Metal Ancillary & Downstream	1,221
11	Paper, Wood & Forest Based	241
12	Power, Renewable & Green Energy	950
13	Textile, Apparel and Technical Textile	451
14	Tourism	4,102
15	Waste Management	50

2. Total proposed employment to be generated by upcoming **large** industries in **Khurdha** District aggregated by sector

S.No.	Sector	Employment
1	Aerospace & Defence	365
2	Agriculture & Food Processing	2,807
3	Education	210
4	Electric Vehicle	500
5	Fertilizer, Petrochemical, Chemical & Plastics	790
6	Healthcare and Pharmaceutical	9,593
7	IT & ESDM	40,275
8	Logistics & Infrastructure	50,708
9	Manufacturing	390
10	Minerals, Metals and Metal Ancillary & Downstream	1,650
11	Paper, Wood & Forest Based	1,500
12	Power, Renewable & Green Energy	1,750
13	Textile, Apparel and Technical Textile	19,506
14	Tourism	13,126
15	Waste Management	70

Information on proposed investment and employment in Khordha

3. Total amount (in Cr.) worth of Investment Intents for **large** projects received in **Cuttack** District by sector

S.No.	Sector	Proposed Investment (in Rs. Crores)
1	Agriculture & Food Processing	1,095
2	Fertilizer, Petrochemical, Chemical & Plastics	290
3	Logistics & Infrastructure	163
4	Minerals, Metals and Metal Ancillary & Downstream	3,518
5	Paper, Wood & Forest Based	56
6	Textile, Apparel and Technical Textile	3,050
7	Tourism	191

4. Total proposed employment to be generated by upcoming **large** industries in **Cuttack** District aggregated by sector

S.No.	Sector	Employment
1	Agriculture & Food Processing	710
2	Fertilizer, Petrochemical, Chemical & Plastics	564
3	Logistics & Infrastructure	5,210
4	Minerals, Metals and Metal Ancillary & Downstream	5,052
5	Paper, Wood & Forest Based	200
6	Textile, Apparel and Technical Textile	20,210
7	Tourism	300

Information on proposed investment and employment in Cuttack

Population - 2011 Census

Territory	Total Population			Slum Population		
	Total	Male	Female	Total	Male	Female
1	2	3	4	5	6	7
Cuttack Municipal Corporation	**610189**	316242	293947	**163766**	83502	80264
Bhubaneswar Urban Agglomeration	**885363**	468043	417320	**163983**	86326	77657

Information on urban slum population

C-14 ODISHA - POPULATION IN FIVE YEAR AGE-GROUP BY RESIDENCE AND SEX (2011 Census)

Age-group	Total								
	Total			Rural			Urban		
	Persons	Males	Females	Persons	Males	Females	Persons	Males	Females
1	2	3	4	5	6	7	8	9	10
All ages	41974218	21212136	20762082	34970562	17586203	17384359	7003656	3625933	3377723
0-4	3633019	1878127	1774902	3136169	1609566	1526603	516869	268561	248299
5-9	4074768	2085399	1989429	3494942	1782516	1712426	579826	302823	277003
10-14	4348625	2203535	2145090	3755896	1872543	1883353	643229	330992	312237
15-19	3923598	1972684	1950714	3240171	1610989	1629182	683227	355695	329532
20-24	3783527	1870939	1912588	3078847	1513663	1565184	704680	357276	347404
25-29	3574037	1772976	1801161	2918990	1446384	1472606	655047	326492	328555
30-34	3102691	1542233	1560758	2520189	1247203	1272986	582802	295030	287772
35-39	3051188	1528685	1522503	2497391	1242592	1244799	553797	286093	267704
40-44	2691474	1387020	1303554	2196313	1126384	1069929	495161	260636	233625
45-49	2334030	1212666	1121364	1905599	982737	922862	428431	229929	198502
50-54	1847812	957524	890288	1516062	776529	739533	331750	180995	150755
55-59	1483720	744291	739429	1235630	607411	628219	248090	136880	111210
60-64	1474061	737635	736426	1269444	630692	638752	204617	106943	97674
65-69	979625	487849	491776	851670	421279	430391	127955	66570	61385
70-74	768070	380635	387435	666519	329265	337254	101551	51370	50181
75-79	364800	183294	181506	314077	157552	156525	50723	25742	24981
80+	397592	204857	193135	337943	175428	162515	60049	29429	30620
Age not stated	119171	61347	57824	95210	48470	46740	23961	12877	11084

To

The Asst. Manager-cum-PIO
DIC,Cuttack

Sub: Supply of information under RTI Act.
Ref: Letter No. 2642 Dt 03.09.24

Sir,

With reference to letter on the subject cited above, I am to furnish herewith the master data sheet downloaded from the PM-Vishwakarma site(MS-Excel sheet) for your ready reference which cover the information regarding Sl No. 1,2 & 3. Further Sl No. 4 to Sl No. 7 is not available in this office.

Encl : As above(Soft copy)

Yours faithfully,

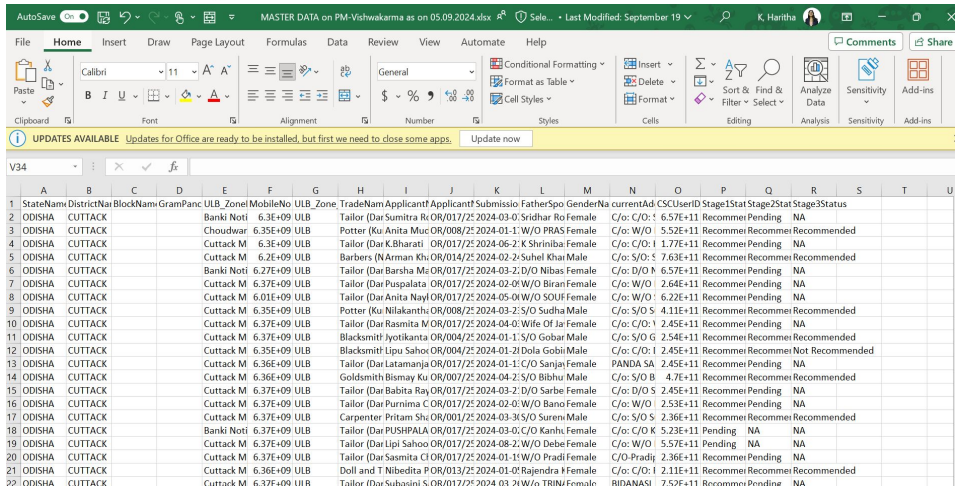
Smt Ranjita Mahanta
AIO,DIC,Cuttack

Public Information Officer
District Industries Centre
Cuttack

DISTRICT INDUSTRIES CENTRE
06 SEP 2024
CUTTACK

PM Vishwakarma RTI information

1. Total number of traditional artisans and craftsmen registered under the PM Vishwakarma scheme. **FY 2023-24- 1Nos**
2. Year –wise and craft-wise breakup of the beneficiaries, including details of the specific trades or crafts they are engaged in. **FY 2023-24- Doll and Toy Maker**
3. Number of women artisans and craftsmen who have benefited from the scheme, with a year-wise and craft-wise breakdown. **Nil**
4. Details of the financial assistance, subsidies, or grants provided to the beneficiaries under the scheme, with a year-wise and craft-wise breakdown- **Not available**
5. Information on the training and skill development programs conducted under the PM Vishwakarma scheme, including the number of participants and the types of skills imparted. – **Not available**
6. Data on the infrastructure, tools, and equipment provided to the artisans and craftsmen under the scheme, including the types of support provided for each trade- **Not available**
7. Any available reports or data analyzing the impact of the PM Vishwakarma Scheme on the livelihoods of the beneficiaries, including improvements in productivity, income levels, and market access- **Not available**



Information on PM Vishwakarma Scheme

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Annexure 5 | Stakeholder interactions completed (1/2)

Name of the organisation	Type of stakeholder	Name of SPOC	Mode of interaction
Centre for Informal Sector and Labour, JNU	Academic/Educational Institute	Dr. Santosh Mehrotra	Virtual
Utkal University	Academic/Educational Institute	Mr. Sarit Panda	In-person
Samsung (Sales)	Employer	Ms. Shivani	Virtual
Ginger Hotels	Employer	Ms. Shovna	Virtual
Garg Logistics	Employer	Mr. Sameer	Virtual
Zomato	Employer	Mr. Priyaranjan	Virtual
Hi-Tech Medical College & Hospital	Employer	Mr. Jyotirmaya Panda (COO)	In-person
Orchid Biotech/Bharitri Udyan Pvt Ltd (Agri-tech industry)	Employer	Mr. Kishor Kumar Sutar	In-person
Urban Company	Employer	Mr. Raksha	Virtual
JAGA Mission	Government	Mr. Shishir Ranjan Dash	In-person
JAGA Mission	Government	Ms. Nikita Mishra	In-person
Director of Technical Education & Vocational Training	Government	Mr. G. Reghu, IAS	In-person
District Employment Exchange, Cuttack	Government	Mrs. Mamta Behura, OAS	In-person
CM Skill Development Fellow, Cuttack	Government	Ms. Ansoo Susan	In-person
District Employment Exchange, Bhubaneswar	Government	Mr. Bijay Patra	In-person
CM Skill Development Fellow, Bhubaneswar	Government	Ms. Santoshi	In-person
Institute for Entrepreneurship Development	Government	Mr. Amar Mahatara	In-person
District Small Scale Industries Association	Industry Association	Mr. Batakrishna Ojha	In-person
Odisha Young Entrepreneurs Association	Industry Association	Mr. Bijay Sahoo	In-person
Indian Chamber of Commerce – Odisha Chapter	Industry Association	Mr. Jyoti Prakash Pal	In-person
Seafood Exporters Association of India (Odisha Chapter)	Industry Association	Mr. Kamlesh Mishra	Virtual
Anudip Foundation	Skilling organisation/NGO	Ms Alakananda Ghosh, Mr Tanmay Mukherjee	Virtual
ICICI Academy for Skills	Skilling organisation/NGO	Sanjukta Mohapatra	In-person
PMCET	Skilling organisation/NGO	Mr. Jenamani	In-person

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Annexure 5 | Stakeholder interactions completed (2/2)

Name of the organisation	Type of stakeholder	Name of SPOC	Mode of interaction
Tata Strive Hospitality Centre, WSC	Skilling organisation/NGO	Mr. Arunangshu Bhattacharya	In-person
Centre for Youth and Social Development	Skilling organisation/NGO	Mr. Basanta Nayak, Mr. Pranay Mohapatra, Mr. Haris Chandra Singh	Virtual
Access Development Services	Skilling organisation/NGO	Mr. Suvendu Rout and Mr Arjun Kumar	Virtual
Youth4Jobs Foundation	Skilling organisation/NGO	Mr. Rajesh	Virtual
Bandhan Skill Development Centre	Skilling organisation/NGO	Ms. Abhilipsa	Virtual
Raya Apparels	Employer	Mr Surendar Nayak	Virtual
Mahashakti Foundation	Skilling organisation/NGO	Mr. Jugal Kishore Pattnayak	Virtual
Galaxy Consultancy	Employer	Tina Chacko	Virtual
Innovsource	Employer	Dibyalochan	Virtual
Retrod technologes	Employer	Archana Sahoo	Virtual
Greentech Renewable	Employer		Virtual
Zudio	Employer	Neelam Ipsita	Virtual
Royal Sundaram General Insurance Co. Limited	Employer	Nihar ranjan panigrahi	Virtual
Barbeque Nation Hospitality Ltd	Employer	Jayanta Saha	Virtual
Shoppers Stop	Employer	Mousumi	Virtual
Medplus	Employer	Suryakant Naik	Virtual
Unity Small Finance Bank	Employer	Baruni Mishra	Virtual
Glowmore Finance Pvt. Ltd.	Employer	Sitaram Muni	Virtual
Creditaccess Grameen	Employer	Mrutyunjay Mangaraj	Virtual
OSAFII	Employer	Mita	Virtual
Walintech Solutions	Employer	Debashis Sahoo	Virtual
Arihant International	Employer	Hemant Surana	Virtual
Kamalini Associates	Employer	Biswa Ranjan Behera	Virtual
Hire an Hour	Employer	MD Mr Sanjay Patra	Virtual
Tripathaga Textiles	Employer	Ms. Pratha Das	Virtual

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