HYPERLOCAL EMPLOYMENT OPPORTUNITIES SURVEY REPORT OF BHUBANESHWAR CITY 2024

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2. PROJECT OVERVIEW

This project is designed to thoroughly examine the job market landscape in Bhubaneswar city, focusing on the main economic sectors such as Retail, Services, IT, Agro and Food Processing, Hospitality, Health, Electronics, Mechanical, and Manufacturing. The primary objective is to map the range of job roles available, identify employment gaps, and how well the local workforce's skills align with employer needs. The project aims to identify in-demand jobs and the specific skills they require while addressing gaps in workforce skills to better align with the evolving needs of the job market.

To gain in-depth insights, the study will incorporate interviews with HR managers and recruitment specialists. These discussions will reveal key aspects of hiring processes, common recruitment challenges, and job growth forecasts for the city over the next few years. This comprehensive analysis will support targeted policy recommendations to enhance job accessibility and sustainability.

The project will specifically examine key commercial and industrial zones in Bhubaneswar, such as Indradhanu and ID Market (noted for retail and wholesale trade), Janpath (a major retail hub), and Shaheed Nagar (a bustling commercial center). Areas like Chandrasekhar and Patia will be studied for their contributions to the IT sector, while Bomikhal and Rasulgarh will be analyzed for their growth in construction and manufacturing. Mancheswar's industrial base and Baramunda's expanding retail and food sectors will also be explored for their job opportunities.

This project adopts a holistic approach to assess Bhubaneswar's employment landscape, aiming to uncover key opportunities and challenges. The findings will guide the development of targeted training programs, enhance workforce readiness, and support effective policy-making to meet the city's evolving job market demands. The project seeks to contribute to sustainable job creation and economic inclusivity in Bhubaneswar by addressing skill gaps and employment barriers.

3. INTRODUCTION

Bhubaneswar, the capital city of Odisha, has emerged as a dynamic urban center known for its rapid commercial and infrastructural growth. Blending traditional culture with modern advancements, the city holds a strategic economic position in eastern India. Over the past decade, Bhubaneswar has seen significant expansion across various sectors such as information technology, retail, education, healthcare, logistics, and manufacturing, creating a robust landscape for employment opportunities. Bhubaneswar's evolution from the "Temple City" with its rich cultural heritage to a modern capital city began in 1948 under the "Neighborhood Unit Planning" concept by Otto H. Koenigsberger. This set the stage for horizontal development and administrative growth The growth trajectory continued with major developments between 1956 and 1976, including the establishment of state and regional institutions. Today, as a Smart City, Bhubaneswar prioritizes citizen-centric planning and economic inclusivity, fostering job opportunities while facing challenges related to youth employability and matching workforce skills with market needs.

The labour market in Odisha, as captured by the *Periodic Labour Force Survey (2020-21)*, shows promising trends. The Labour Force Participation Rate (LFPR) in Odisha stood at 56.5%, an improvement from 55.3% in the previous year, and higher than the national average of 52.6%. The unemployment rate in Odisha during 2020-21 was 5.3%, notably lower than some high-income states like Kerala, which had a rate of 10.1%. The state also performed better in female labour force participation, which was 33.2% compared to the national level of 32.5%. These statistics underscore Odisha's potential as an employment generator and emphasize the need to understand Bhubaneswar's local job market better.

The term "hyperlocal economic study" in this context refers to an in-depth analysis of employment conditions within specific areas. This approach helps map the types and volumes of available jobs, the skills required by employers, and the challenges faced by job seekers in these targeted zones. This report focuses on a hyperlocal economic analysis of Bhubaneswar's employment scene, particularly in commercial zones that have become hubs for small and medium enterprises (SMEs), retail businesses, IT firms, and manufacturing and service sectors.

This report will explore Bhubaneswar's employment landscape by mapping job types and availability, identifying skill gaps, and analyzing employer expectations. It will provide insights into challenges such as skill deficits, wages, transportation, and socio-economic hurdles. By doing so, the report aims to offer actionable data to create targeted policies and training programs that enhance employability and foster economic inclusivity in Bhubaneswar.

OBJECTIVES

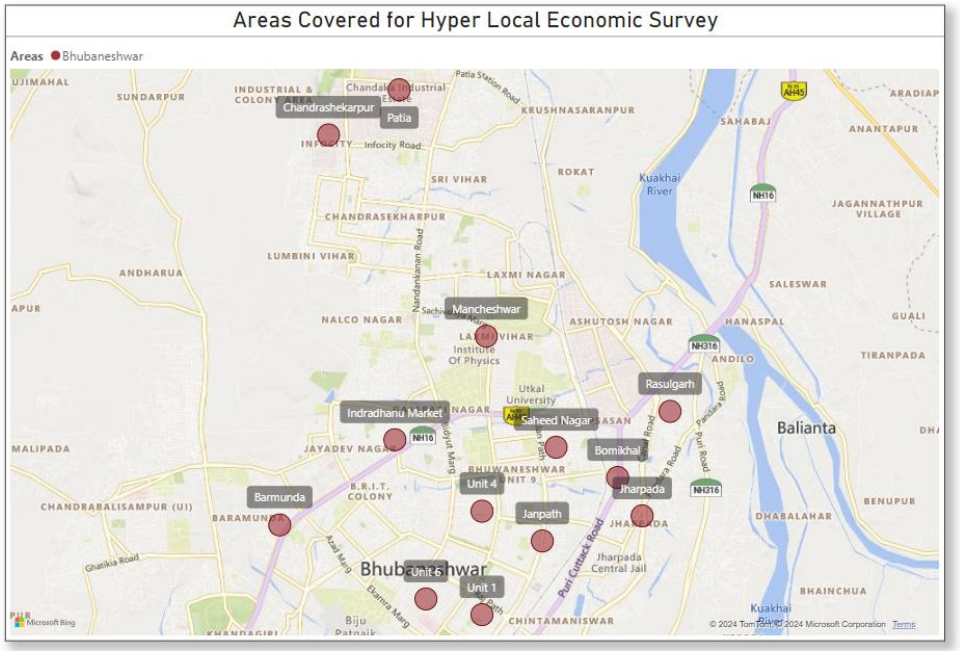


- **Scope and Coverage of the Study**

The study focuses on a detailed analysis of hyperlocal employment across major commercial hubs within Bhubaneswar. Key areas included in the scope are:

- **Janpath**: A prominent 4-km commercial stretch between Shishu Bhawan Square and Vani Vihar Square, known for its retail shops, malls, and service establishments, enhanced under the Smart City initiative.
- **Shaheed Nagar**: A bustling business district along Janpath Road, characterized by a mix of retail, dining, and service-oriented businesses.
- **Chandrasekharpur**: An area with a strong presence of corporate offices and IT companies, offering a range of employment in tech and service sectors.
- **Patia**: A rapidly developing IT and educational hub, home to major tech firms and retail establishments, fostering job opportunities in technology, retail, and hospitality.

- **Unit 1 and Unit 4**: Known for their traditional markets, these areas offer jobs in wholesale, retail, and service sectors.
- **Unit 6**: A mix of residential and administrative offices, providing jobs in public administration and related services.
- **Bomikhal**: An emerging area with a focus on construction-related employment and retail opportunities.
- **Rasulgarh**: An industrial and commercial hub with SMEs providing employment in manufacturing, logistics, and retail.
- **Mancheswar**: A major industrial zone with opportunities in production, technical operations, and logistics.
- **Baramunda**: A significant transportation and residential area offering roles in logistics, retail, and education.
- **Indradhanu Market:** Indradhanu Market in Nayapalli, Bhubaneswar, is a vibrant hub that provides diverse employment opportunities through its numerous vendors, supporting local livelihoods and serving the community's varied shopping needs.



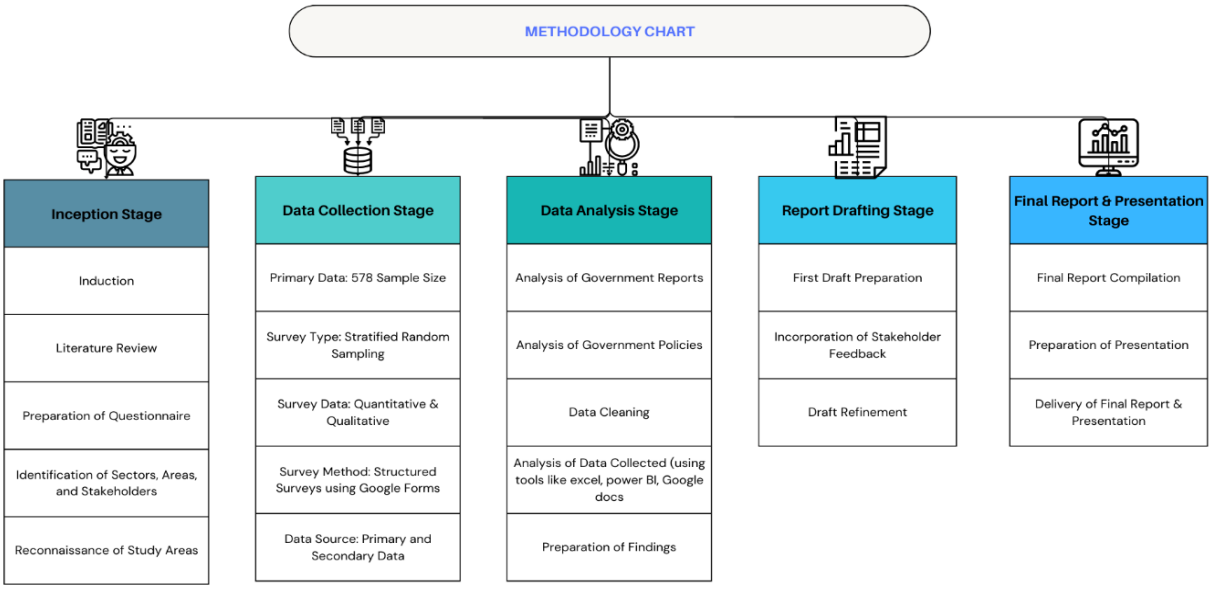
- **About GOYN**

The *Global Opportunity Youth Network (GOYN)* is a collaborative initiative dedicated to creating systemic change to enhance youth economic opportunities. GOYN partners with local and global stakeholders to support "Opportunity Youth" (OY)—young people aged 15-35 in India who are not enrolled in formal education, are unemployed, or are engaged in informal, unstable jobs. GOYN's mission is to bridge the gap between young people's potential and the existing job market through a combination of participatory solution design, multi-sector collaboration, and advocacy.

GOYN's strategy emphasizes equity, systemic change, and the empowerment of youth by igniting their voices. It collaborates with local partners, including businesses, vocational training institutions, and government bodies, to co-create solutions that resonate with the needs and aspirations of the communities it serves. This network's core belief is that when given the right support and opportunities, youth have the power to shape their own futures.

4. METHODOLOGY

This study employed a stratified random sampling method to ensure comprehensive data collection across different sectors and areas. The survey targeted 615 key informants from 12 sectors, covering 13 key areas in Bhubaneswar: Janpath, Shaheed Nagar, Chandrasekharpur, Patia, Unit 1, Unit 4, Unit 6, Bomikhal, Rasulgarh, Mancheswar, Baramunda, and Indradhanu Market.



Data Collection Approach

- Survey Type: A combination of qualitative and quantitative surveys was used.
- Survey Method: Data was collected through structured surveys using Google Forms.
- Data Collectors: The survey team consisted of 8 individuals (3 girls and 5 boys) who conducted data collection and report preparation.
- Data Sources: The primary data formed the main basis of the study, while secondary data was incorporated to provide a comprehensive overview.
- Analysis Tools: Analysis and report preparation were conducted using Excel, Google Docs, Google Maps, Google Earth, and QGIS.

Study Duration: The study was conducted over a 28-day period from 24th October 2024 to 22nd November 2024.

Ethical Considerations

- Informed Consent: All participants were informed about the purpose of the study, its scope, and their role in it. Their consent was obtained prior to participation.
- Confidentiality: Data collected from participants was stored securely and used exclusively for the purpose of this research.
- Voluntary Participation: Participation was entirely voluntary, and participants could withdraw at any point without any consequences.
- Transparency: Clear communication regarding the research goals, processes, and outcomes was maintained with all participants.
- Professional Relationship: Researchers upheld a professional relationship with all informants, maintaining respect and impartiality throughout the process.

This methodology ensures a rigorous, ethical, and well-rounded approach to data collection and analysis, producing reliable results that can support informed conclusions.

5. LOCAL SECTORAL OVERVIEW

This section analyzes employment in various sectors within the local economy, including retail, IT, and service industries. Outline the purpose of exploring these areas—**Janpath, Saheed Nagar, Chandrasekharpur, Patia, Units 1, 4, and 6, Bomikhal, Rasulgarh, Mancheswar & Baramundasuch** as identifying job distribution, types of roles available, and trends affecting these sectors.

- **Sectoral Overview**

➢ **Retail Sector**

Bhubaneswar's retail sector has grown significantly, with major employment spread across areas like Chandrasekharpur, Patia, Janpad and Baramunda. This sector includes both large Pan-India retail chains and local Bhubaneswar brands, providing diverse job opportunities for the city's residents. This analysis, based on our survey, examines the structure of the retail sector in these key areas, highlighting employment trends and workforce characteristics. The retail sector's importance in the local economy and its impact on employment.

We collected **256 samples** from the retail sector, covering segments such as FMCG, clothing and lifestyle, hardware, construction materials and furniture, electrical and electronics, and jewellery. These samples were sourced from diverse locations, as shown in Figure 4.1.

- **FMCG (Fast-Moving Consumer Goods) Sector:** The fast-moving Consumer Goods (FMCG) sector has grown steadily in Bhubaneswar, particularly in areas like **Patia, Chandrasekharpur, Janpad, and Barmunda**. These regions, with a rapidly urbanizing population, have seen an increase in both organized retail chains and small local businesses such as general stores, kirana (grocery) stores, and specialty FMCG outlets.
- **Clothing and Lifestyle Sector:** The clothing sector in Bhubaneswar is expanding rapidly, offering job opportunities in shops and franchises. Roles include store managers, sales staff, and branding experts. Franchises provide training to enhance skills, making this sector a great option for both employment and business ventures.

- **Hardware, Construction Materials & Furniture Retail:** This growing market in Bhubaneswar has job opportunities, primarily in larger shops. Employers seek skilled workers with knowledge of hardware, construction materials, and furniture retail. Strong working skills, customer service expertise, and product knowledge are essential.
- **Electrical & Electronics Retail:** Bhubaneswar's electrical and electronics retail market, including shops for electronics, smartphones, and computers, is growing quickly. Employers seek candidates with ITI diplomas, relevant experience, and, in some cases, training. Due to safety concerns, skilled professionals are needed in this sector.Jewellery Retail
- **Jewellery:** The jewelry retail sector in Bhubaneswar includes both private and branded stores. While private stores offer limited job opportunities, branded stores like Bluestone have more openings and focus on hiring employees with excellent customer service, sales, and communication skills.

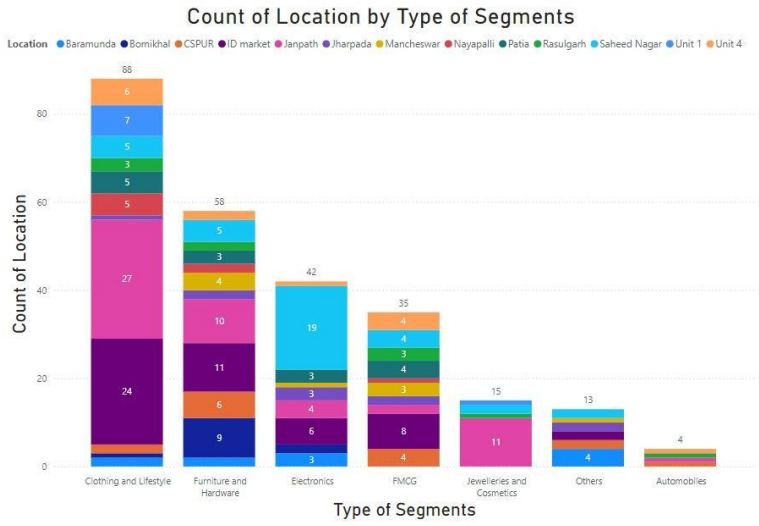


Figure 4.1

➢ **Services Sector**

The service sector in Bhubaneswar is diverse, covering logistics, beauty and wellness, NGOs, and automobile services. In the Mancheshwar area, cold storage and warehouses hire technical staff to support logistics operations, often through agencies. Salons and beauty parlors require skilled beauticians and therapists, with

larger establishments preferring experienced candidates. NGOs, like the Saha Organization, partner with the city on sanitation projects, offering roles that need strong leadership and teamwork skills. The automobile sector employs mechanics and technicians, though some businesses face challenges finding skilled workers locally, often relying on referrals or outsourcing.

We collected **46 samples** from the service sector, covering segments such as Salons & Beauty Parlour, NGOs, Automobile Services, Logistics, Media &Advertising, Education & Training. These samples were sourced from diverse locations, as shown in Figure 4.2.

- **Salons & Beauty Parlors**: Salons have job opportunities, typically requiring beauty care diplomas and, in some cases, experience. Key skills include knowledge of beauty treatments, hair care, and beauty products. Large salons also look for employees with strong English communication skills.
- **NGOs**: NGOs in Bhubaneswar, such as Saha Trust and Punituliye, are hiring serious candidates for roles like managers and HR positions. Saha Trust offers competitive salaries and growth opportunities.
- **Automobile Services**: In specific areas of Bhubaneswar, automobile services are in demand but offer limited job opportunities. Employers seek skilled technicians and mechanics for vehicle repair and maintenance. Hard work and attention to detail are essential.

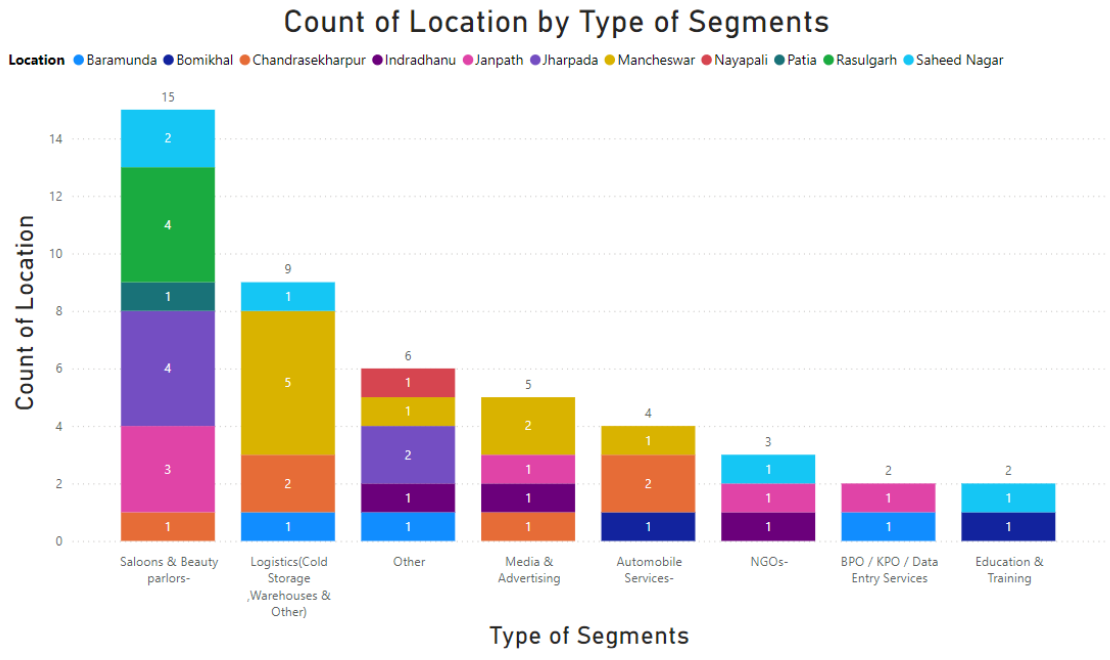


Figure: 4.2

- **Healthcare Sector**

The healthcare sector in Bhubaneswar, encompassing major hospitals, diagnostic centers, and pharmacy chains, is a key employer in the region. Large institutions like Care Hospital and UNAP partner with nursing colleges to source skilled technical staff, while third-party agencies or internal referrals fill non-skilled roles. Pharmacies such as Med-Plus and Apollo Pharmacy also contribute to local employment, typically hiring through agencies. With a focus on skilled, technically trained professionals, the sector offers competitive salaries, reflecting its essential role in providing healthcare services to the community.

We collected **42 samples** from the healthcare sector, covering segments such as Hospitals & Clinics, Diagnostic Centres & Pathology Labs, Pharmacy. These samples were sourced from diverse locations, as shown in Figure 4.3.

- **Hospitals & Clinics**: Bhubaneswar's hospitals and clinics offer good healthcare facilities. Hospitals require candidates with relevant medical qualifications and experience. Family-owned clinics have limited job opportunities but seek qualified professionals.
- **Diagnostic Centres & Pathology Labs**: These centers require skilled professionals with relevant medical qualifications and experience.
- **Pharmacy**: Bhubaneswar hosts both private and company-managed pharmacies, such as Apollo and DavaIndia. DavaIndia hires professionals with D.Pharm and B.Pharm degrees. Company-managed pharmacies seek qualified professionals, while private pharmacies have fewer openings, typically for candidates with D.Pharm or B.Pharm qualifications.

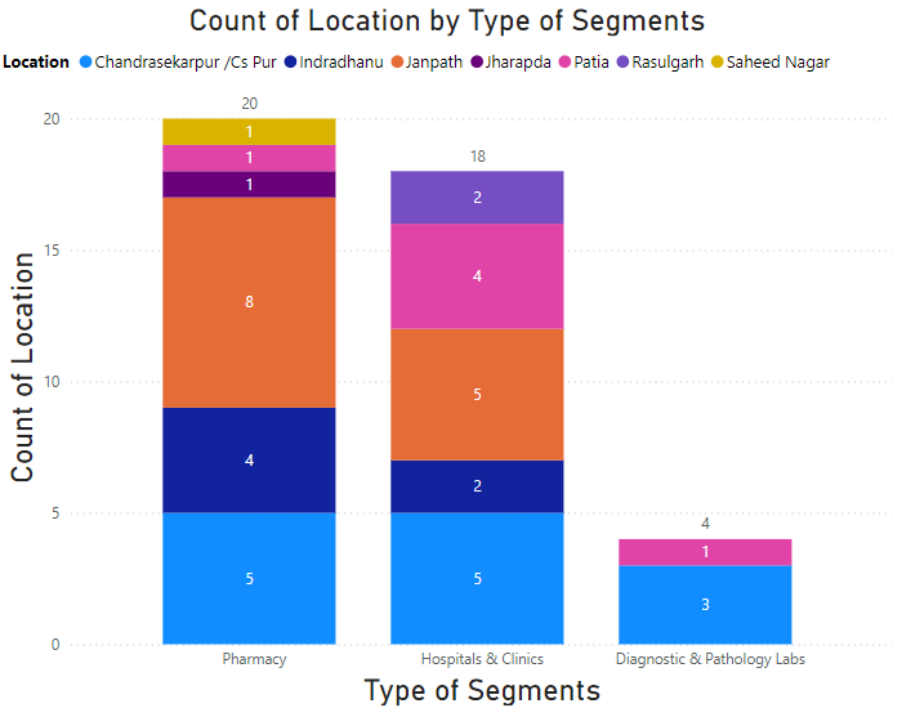


Figure: 4.3

- **Hospitality Sector**

The hospitality sector in Bhubaneswar, including hotels, guest houses, restaurants, and event management services, is growing rapidly due to the city's thriving business and conference activities. Areas like Chandrasekharpur and Sahid Nagar are central to this growth, with hotels and guest houses regularly hiring staff for various roles like housekeeping, customer service, and maintenance. Leading hotel brands often conduct placement drives, prioritizing candidates with hospitality skills. Restaurants in nearby areas seek skilled workers, such as waiters, chefs, and bar staff, valuing customer service and quick learning abilities. Additionally, seasonal employment opportunities in event management and catering are filled through third-party agencies, often bringing in workers from outside Odisha to meet demand during peak seasons.

We collected **120 samples** from the hospitality sector, covering segments such as Restaurant, Guest House, Hotel, Tours and Travels. These samples were sourced from diverse locations, as shown in Figure 4.4.

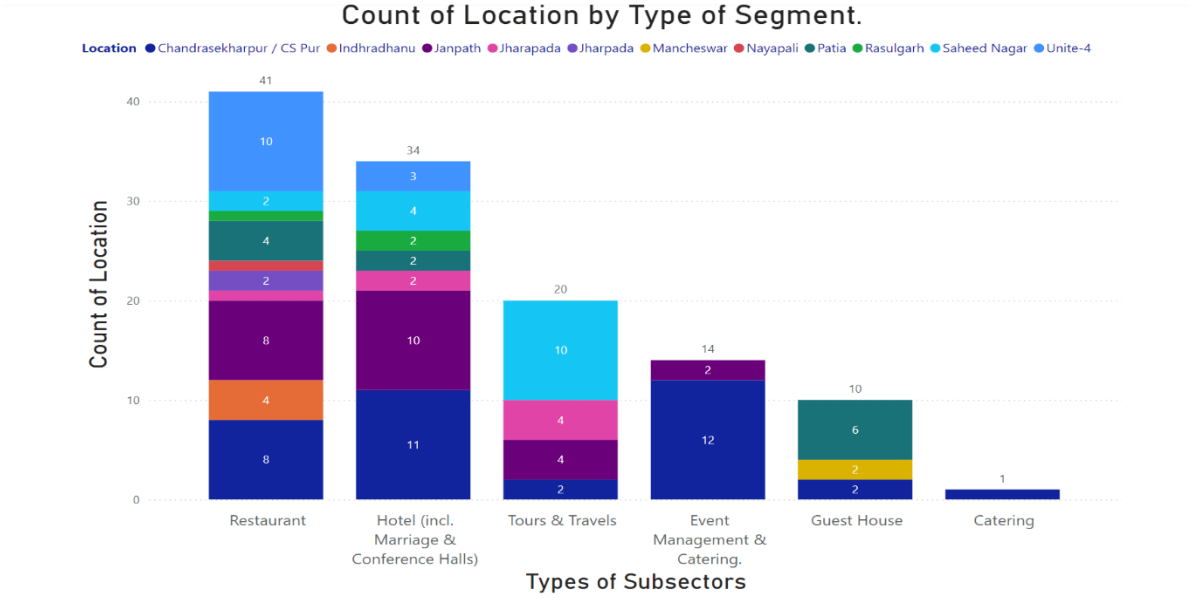


Figure 4.4

- **IT and ITES Sector**

In Bhubaneswar, the Chandrasekharpur and Patia areas have emerged as significant hubs for IT and ITES industries, hosting major companies and creating ample employment opportunities for local youth. These areas are centers for various roles, including BPO services, IT support, software development, project trainee, and office administration jobs. This concentration of companies has established Bhubaneswar as a growing destination for technology and service-based employment in Odisha. The demand for skilled professionals in these sectors contributes to job creation, skill development, and economic growth, making it a promising avenue for youth employment in the region.

Based on the 24 samples collected from the IT and ITES sector, the current number of employees working is around 2,856, while the required number of employees is around 283.

- **General Manufacturing**

Bhubaneswar, particularly the Mancheswar Industrial Area, has emerged as a growing center for general manufacturing, hosting diverse industries such as engineering, transformer production, iron, aluminum, and steel manufacturing, as well as kitchen equipment production. These sectors contribute significantly to the city's industrial landscape. Observations indicate that the manufacturing sector offers relatively higher incomes for

employees compared to other sectors, making it a vital contributor to economic growth and employment in the region. This development highlights the potential of Bhubaneswar's manufacturing industry to drive regional prosperity while addressing employment demands.

- **Furniture Manufacturing**: In specific areas of Bhubaneswar, furniture manufacturing is in high demand but offers limited job opportunities. Skilled carpenters, designers, and production staff are needed, with an emphasis on punctuality, hard work, and attention to detail.
- **Engineering Manufacturing**: Engineering manufacturing in Bhubaneswar offers limited job openings. Employers seek candidates with technical skills in production, machine operation, and design, emphasizing time punctuality and dedication.
- **Steel, Aluminium, Iron, Glass Fabrication**: The fabrication sector in certain parts of Bhubaneswar is growing, though employment opportunities are limited. Skilled workers are required for welding, assembly, and material handling.
- **Maintenance & Repair**: The maintenance and repair sector in Bhubaneswar offers limited job opportunities. Employers require skilled technicians for machinery, electrical systems, and infrastructure repairs, with a focus on punctuality and hard work.

We collected **48 samples** from the General Manufacturing, covering different segments These samples were sourced from diverse locations, as shown in Figure 4.5.

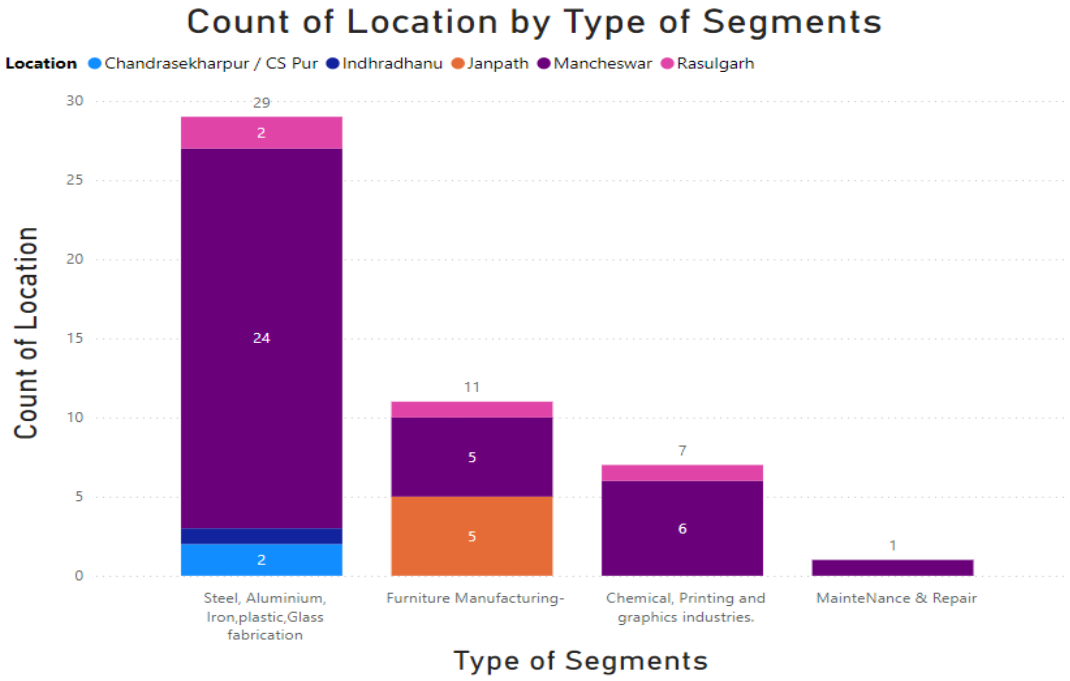


Figure 4.5

- **BFSI Sector**

The BFSI (Banking, Financial Services, and Insurance) sector in Bhubaneswar is a crucial driver of economic growth, offering a diverse range of financial services. The city hosts a variety of institutions, including Public Sector Banks, Private Commercial Banks, Non-Banking Financial Companies (NBFCs), Microfinance Companies, Insurance Companies, Brokerage Firms, Cooperatives, Investment Banks, Pension Funds, and Payment Banks. Each of these segments plays a significant role in catering to the financial needs of individuals and businesses, ranging from basic banking and insurance to investments and pension management. With the increasing demand for financial services, Bhubaneswar continues to attract both local and national BFSI players, fostering an environment of financial inclusion and innovation.

We collected **12 samples** from the BFSI sector, covering different segments. These samples were sourced from diverse locations, as shown in Figure 4.6.

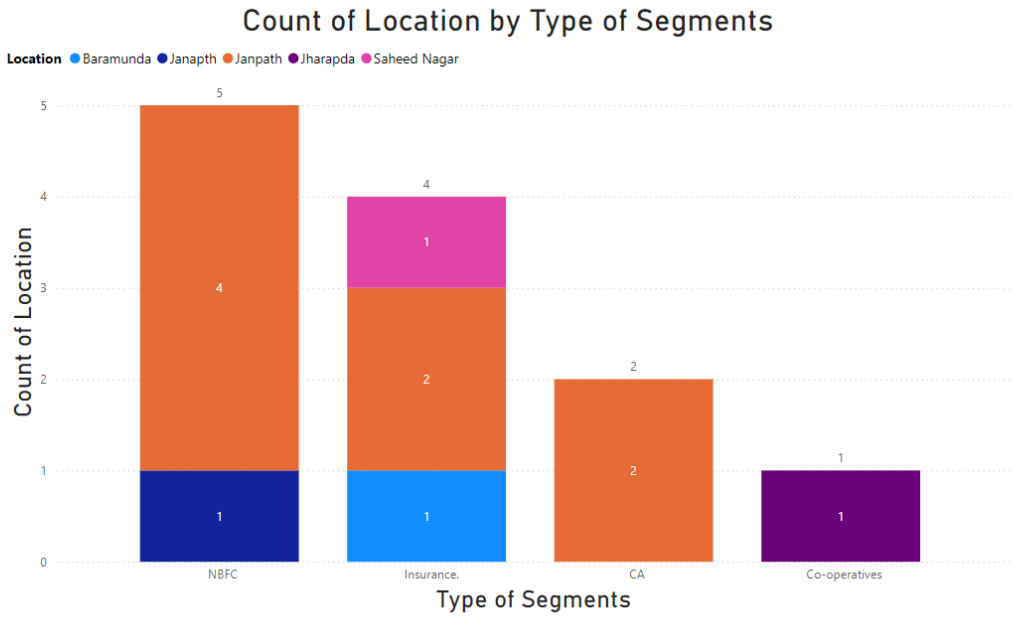


Figure: 4.6

- **Agri and Food Processing**

The agri and food sector in Bhubaneswar, including private businesses and franchises such as cake shops and bakeries, is expanding. These businesses seek employees with expertise in cake making, dairy products, and food preparation. Store manager positions are also available, with many franchises offering job opportunities. Employers look for candidates with relevant skills in food production, customer service, and management.

From the 11 samples collected in the agri and food sector, the number of employees currently working is 284, while the required number of employees is 66, as depicted in Figure X.

6. SKILLS AND WORKFORCE

In this section, we explore the types of jobs available across 12 key areas in Bhubaneswar, including Janpath, Saheed Nagar, Chandrasekharpur, Patia, Units 1, 4, and 6, Bomikhal, Rasulgarh, Mancheswar, Indradanumarket and Baramunda. These areas offer diverse job roles in sectors like retail, services, hospitality, healthcare, IT and ITES, BFSI, general manufacturing, and more. The analysis focuses on the skills required for

these jobs, such as customer service, sales, and technical knowledge, along with the availability of opportunities in each area. This study highlights workforce trends, job distribution, and the growing demand for skilled and semi-skilled workers in Bhubaneswar's dynamic job market.

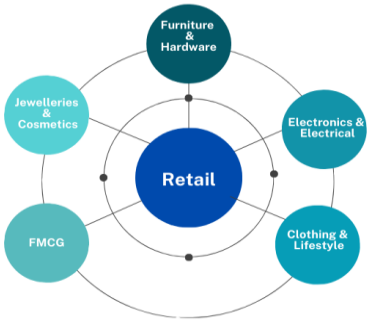
- **Sectoral Overview**

➢ **Retail sector**

The retail sector in Bhubaneswar spans across subsectors like **FMCG**, **Jewellery & Cosmetics**, **Furniture & Hardware**, **Electronics & Electrical**, and **Clothing & Lifestyle**, offering diverse job roles such as sales associates, store managers, cashiers, and technical personnel. Key skills required include customer service, product knowledge, financial management, inventory handling, and supply chain logistics. Salaries range from ₹8,000 to ₹22,000 depending on the role and expertise, with opportunities available in both large retail chains and small businesses across the city.

Job Role	Required Skills	Salary Range
Sales Associate	product, market-trend Knowledge	₹12,000 - ₹18,000
Warehouse Assistance	Logistics, Basic understanding	₹10,000 - ₹15,000
Store operation Associate	inventory, supply chain knowledge,	₹10,000 - ₹14,000

Job Role	Required Skills	Salary Range
Jewellery consultant	product Knowledge, sales technique	₹15,000 - ₹18,000
Receptionist	Customer Service Skills, Multi-skills	₹10,000 - ₹14,000
Store manager	financial management	₹12,000 - ₹14,000



Job Role	Required Skills	Salary Range
Sales Executive	Customer Service Skills, Communication	₹12,000 - ₹18,000
manager	finance handling, Decision making	₹15,000 - ₹20,000
Technical Person	Technical knowledge of product, Problem Solving	₹17,000- 22,000

Job Role	Required Skills	Salary Range
sales person	product Knowledge, Communication	₹12,000 - ₹18,000
Cashier	Finance Handling, Comp. Knowledge.	₹15,000 - ₹20,000
Store Operation Associate	inventory Management, Supply- chain, Logistics	₹8,000 - ₹13,000

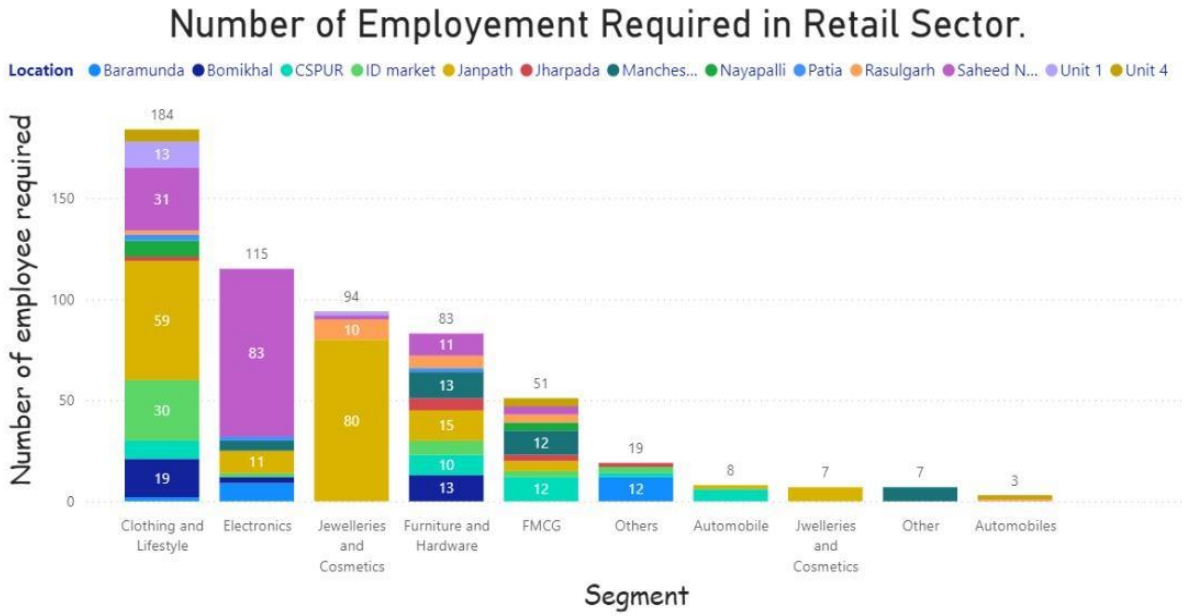
Job Role	Required Skills	Salary Range
supervisor	Observation, Supply chain-logistic management.	₹15,000 - ₹22,000
Sales Executive	Good looking, Communication	₹13,000 - ₹18,000
Store Keeper	Sector Knowledge, inventory Management	₹8,000 - ₹15,000

Desired education qualification for the service sector

Entry-Level Roles Educational Qualification: 10th or 12th pass.

Supervisory or Managerial Roles (Educational Qualification): Graduation in any field (preferred in management or commerce).

Based on the 256 samples collected from the Retail sector, the current number of employees working is **around 3383**, while the required number of employees is **571 which is about 16.8%**, as shown in Figure 5.1



(Figure – 5.1)

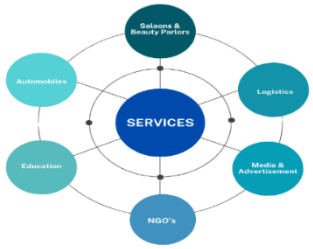
- **Service sector**

Bhubaneswar's service sector offers diverse roles with varying skills and salaries. Salons and Beauty Parlors hire skilled professionals like beauticians and makeup artists with communication, hairstyling, and nail art skills, paying ₹7,000 to ₹22,000. Logistics (Cold Storage) needs technical staff with supply chain and technical skills, offering ₹15,000 to ₹27,000. Education provides assistant roles requiring leadership and communication skills, with salaries from ₹7,000 to ₹22,000. Automobile Service hires technicians with repair and diagnostic skills, paying ₹7,000 to ₹22,000. Media and Advertising values creativity, digital marketing, and editing skills, with salaries from ₹8,000 to ₹20,000. NGOs offer roles requiring leadership, communication, and project management skills, with salaries from ₹17,000 to ₹30,000.

Job Role	Required Skills	Salary Range
Service Representative	Hair Stylist, Communication	₹16,000 - ₹22,000
Beautician	Makeup, Nail Art	₹12,000 - ₹15,000
Helper	Storekeeping, Orgnaisation	₹7,000 - ₹11,000

Job Role	Required Skills	Salary Range
Technician	Repair Maintenance	₹18,000 - ₹22,000
Storekeeper	Orgnaisation Skills	₹11,000 - ₹15,000
Helper	Housekeeping	₹7,000 - ₹12,000

Job Role	Required Skills	Salary Range
Assistant	Leadership, Communication	₹18,000 - ₹22,000
Helper	Housekeeping	₹7,000 - ₹12,000



Job Role	Required Skills	Salary Range
Sales Executive	Sales Knowledge, Supply Chain knowledge	₹17,000 - ₹20,000
Technician	Technical Skills, Product safety knowledge	₹18,000 - ₹27,000
Manager	Logistic Knowledge	₹15,000 - ₹25,000

Job Role	Required Skills	Salary Range
Sales Executive	Digital marketing, Analytics	₹12,000 - ₹20,000
Printing	Flex binding, Binding Techniques	₹8,000 - ₹15,000
Photographer and Videographer	Camera Handling, Creativity, Editing	₹12,000

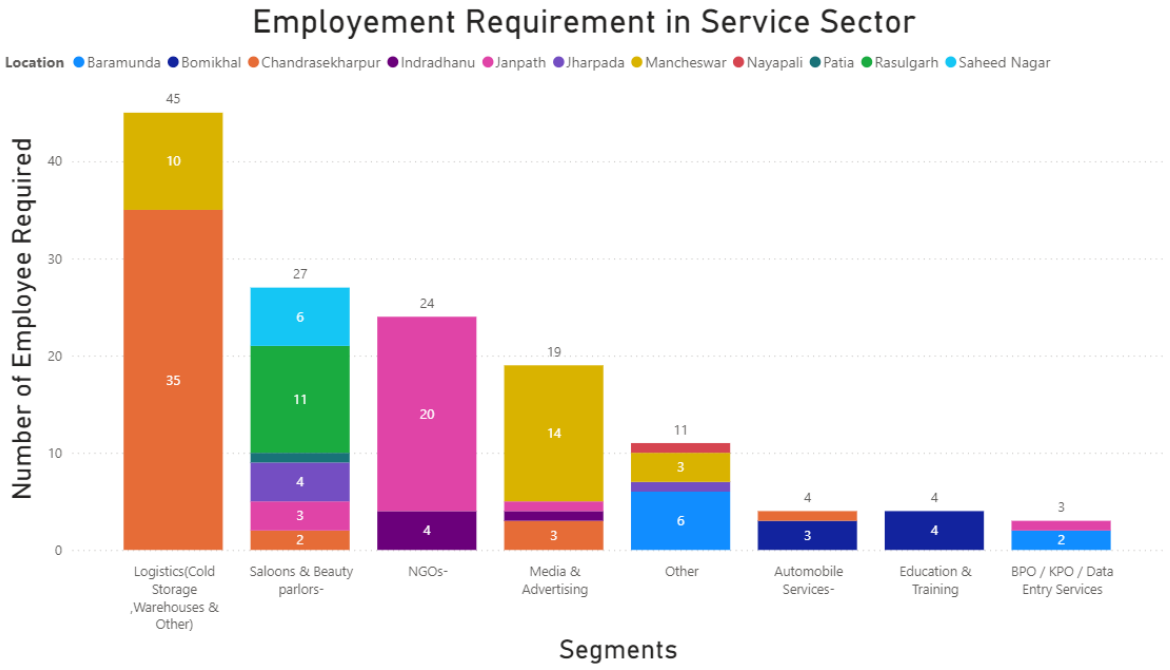
Job Role	Required Skills	Salary Range
operational person	Field skills, monitoring skills,	₹17,000 - ₹30,000
HR/manager	project management skills, Finance Skills	₹25,000 - ₹40,000
Assistance	Computer skills, Administrative skills, project Knowledge	₹18,000 - ₹25,000

Desired education qualification for the service sector

- **Minimum**: High School (10+2) or equivalent, relevant experience for entry-level, Bachelor's degree in the specific subject area; Teaching certifications are mandatory for formal school positions, Graphic Design.

-**Preferred**: Business Administration (MBA) for senior roles

As per the 46 samples collected from the service sector, the current number of employees working is around **1,157**, while the required **number of employees is around 137 which is about 11.8%**, as depicted in Figure 5.2.

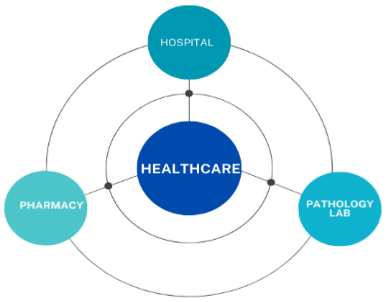


(Figure -5.2.**)**

- **Healthcare sector**

The healthcare sector offers diverse roles across hospitals, pharmacies, and pathology labs. Hospitals employ medical assistants, nurses, managers, and helpers (₹8,000–₹18,000), requiring clinical, patient care, and management skills. Pharmacies hire pharmacists and storekeepers (₹8,000–₹15,000) with product knowledge and organizational expertise. Pathology labs offer roles like lab technicians and sample collectors (₹8,000–₹15,000), emphasizing analytical, technical, and communication skills.

Job Role	Required Skills	Salary Range
Medical Assistant	Managing, Clinical Skills	₹11,000 - ₹15,000
Nurse	Patient Rehabilitation	₹15,000 - ₹18,000
Hospital Manager	Healthcare Knowledge, Financial Management	₹15,000 - ₹18,000
Helper	Housekeeping, Basic Sectoral understanding	₹8,000



Job Role	Required Skills	Salary Range
Pharamcist	Product Knowledge, Soft Skills	₹11,000 - ₹15,000
Store Keeper	Storekeeping, Organizational Skills	₹8,000 - ₹10,000

Job Role	Required Skills	Salary Range
Lab Technician	Analytical, Technical & Safety	₹13,000 - ₹15,000
Sample Collector	Medical Process Knowledge, Communication	₹8,000 - ₹10,000

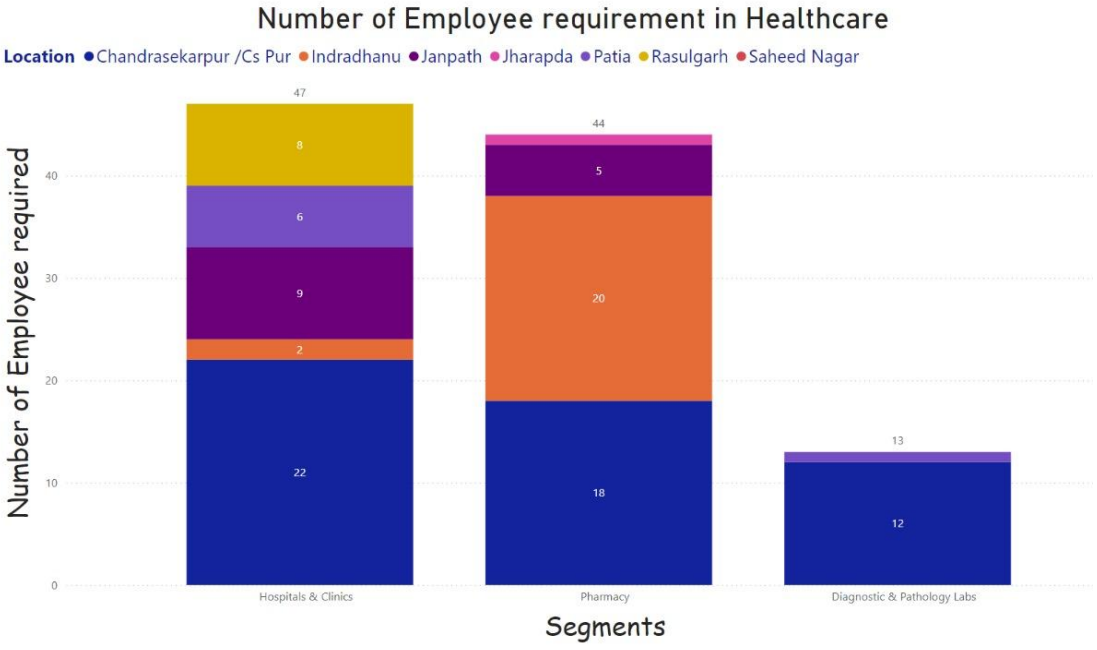
Desired education qualification for the Health sector

Nurses: Diploma in Nursing (GNM) or Bachelor's in Nursing (B.Sc Nursing). A Master's in Nursing (M.Sc Nursing) is preferred for higher roles.

Pharmacists: A diploma in Pharmacy (D.Pharm) or Bachelor's in Pharmacy (B.Pharm) is required; registration with the state pharmacy council is mandatory.

Lab Technicians: Diploma in Medical Laboratory Technology (DMLT) or Bachelor's in Medical Laboratory Technology (BMLT) for sample collection, analysis, and reporting roles.

Based on the 42 samples collected in the healthcare sector, the current number of employees working is around **829**, while the required number of employees is **around 104 which is about 12.5 %**, as shown in Figure 5.3.



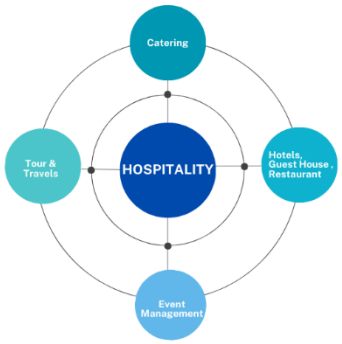
(Figure 5.3.)

- **Hospitality sector**

The diagram highlights key job roles, skills, and salary ranges in the hospitality industry across four sectors: Catering, Hotels & Restaurants, Tour & Travel, and Event Management. Roles like waitstaff, cooks, managers, and receptionists require skills such as communication, coordination, and time management, with salaries ranging from ₹7,000 to ₹27,000. Specialized roles in tour operations, accounting, and event planning emphasize technical, leadership, and organizational skills, offering salaries between ₹11,000 and ₹18,000. The industry provides diverse opportunities tailored to specific expertise.

Job Role	Required Skills	Salary Range
Waitstaff	Communication	₹8,000 - ₹12,000
Manager	Communication, Problem Solving, Coordination	₹18,000 - ₹27,000
Cook	Cooking, Time Management	₹12,000 - ₹17,000

Job Role	Required Skills	Salary Range
Marketing	Communication, Customer Service, Knowledge	₹7,000 - ₹12,000
Tour Operator	Geographical Knowledge, Coordination	₹11,000 - ₹15,000
Accountant	Financial Management, Technical Skills	₹12,000 - ₹17,000



Job Role	Required Skills	Salary Range
Manager	knowledge of Industry, Communication	₹12,000 - ₹18,000
Receptionist	Communication, Multitasking Coordination	₹8,000 - ₹10,000
Cook	Cooking, Time Management	₹12,000 - ₹17,000

Job Role	Required Skills	Salary Range
Event Manager	Organization skills Communication	₹12,000 - ₹18,000
Planner	Leadership, Coordination	₹11,000 - ₹17,000
Helper		₹12,000 - ₹17,000

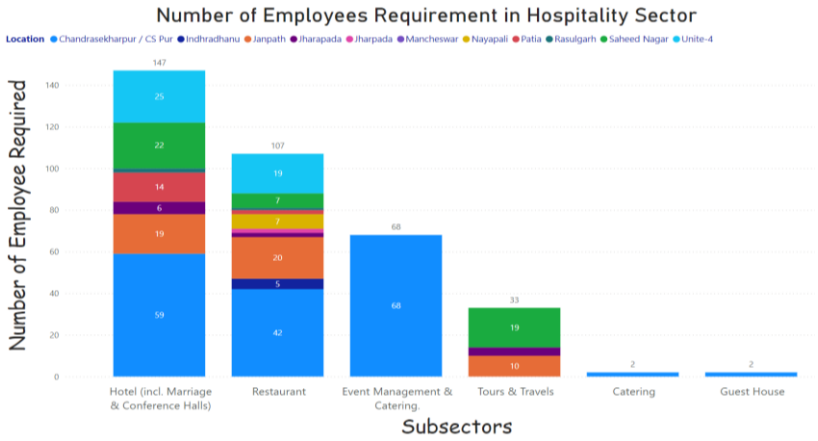
Desired education qualification for the Hospitality sector

Helper: High school diploma; on-the-job training often sufficient.

Accountant: Bachelor's degree in Commerce, Accounting, or Finance.

Manager: Bachelor's degree in Hospitality, Hotel Management, or related fields.

Based on the 120 samples collected in the hospitality sector, the current number of employees working is about **2,114**, while the **required number of employees is around 359 which is about 16.9%**, as shown in Figure 5.4.



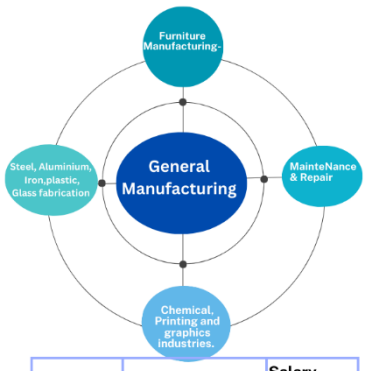
(Figure 5.4)

- **General Manufacturing sector**

The diagram highlights key roles in the General Manufacturing sector, including Furniture Manufacturing, Steel and Metal Fabrication, Maintenance & Repair, and Chemical and Printing Industries. Jobs like supervisors, machine operators, technicians, carpenters, and designers require skills such as machine operation, carpentry, accounting, and graphic design. Salaries range from ₹8,000 to ₹25,000, depending on the role and specialization, with opportunities for both skilled and casual workers.

Job Role	Required Skills	Salary Range
Supervisor	Managerial skills. inventory manage,	₹15,000 - ₹18,000
carpenter	carpentry skills,	₹12,000 - ₹25,000
casual worker	basic understanding of carpenter procedures	₹8,000 - ₹15,000

Job Role	Required Skills	Salary Range
Machine operator	machine operating knowledge, operation process knowledge.	₹12,000 - ₹15,000
Technician	ITI based Skills, machine knowledge	₹10,000 - ₹15,000
casual worker	sector Knowledge, basic Understanding.	₹8,000 - ₹15,000



Job Role	Required Skills	Salary Range
mechanics	machine component knowledge, problem solving	₹10,000 - ₹15,000

Job Role	Required Skills	Salary Range
office Assistance	Accounting, Tally,	₹12,000 - ₹15,000
Machine operator	Digital & large format printing, Chemical handling & safety	₹8000 - ₹12,000
Designer	Graphics designing, Animation	₹12,000 - ₹15,000

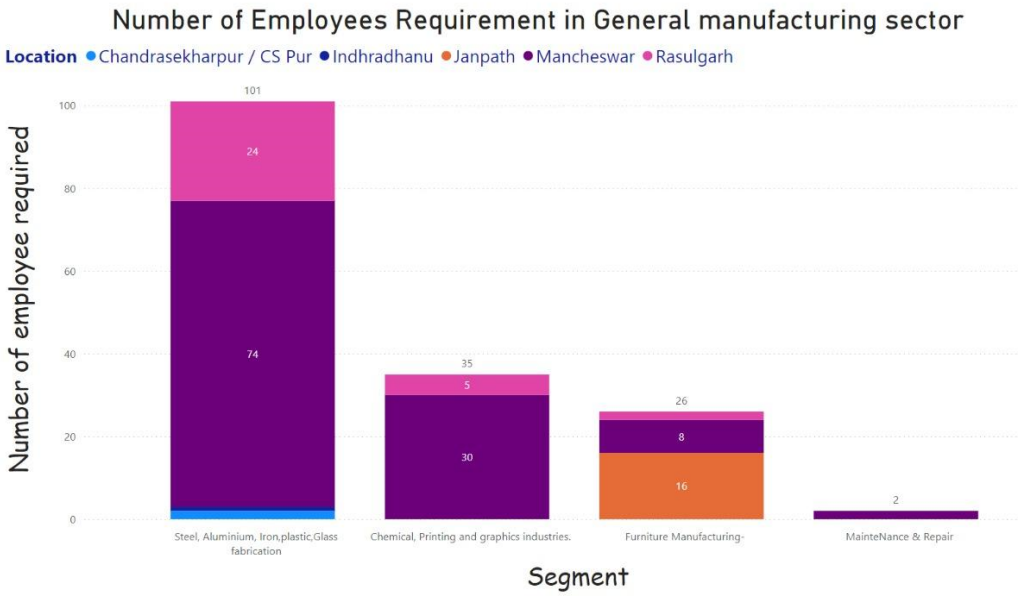
Desired education qualification for the General Manufacturing sector

Casual Workers: Minimum of primary or secondary education with basic sector knowledge.

Machine Operators and Technicians: ITI certification or diploma in relevant technical fields.

Supervisors and Office Assistants: Higher secondary education, diploma, or a degree in management or accounting.

From the 48 samples collected in the general manufacturing sector, the number of employees currently working is **about 876**, while the required **number of employees is about 164 which is around 18.7%** , as depicted in Figure 5.5.



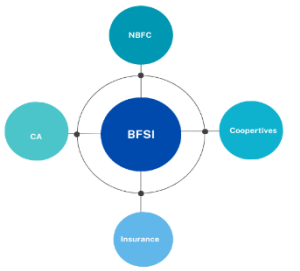
(Figure 5.5)

- **BFSI sector**

The BFSI (Banking, Financial Services, and Insurance) sector offers diverse job opportunities across roles such as sales, management, accounting, and customer service. Key domains include NBFCs, insurance, cooperatives, and chartered accountancy, with salaries ranging from ₹8,000 to ₹27,000. Essential skills include communication, problem-solving, salesmanship, and financial management, catering to a wide range of professional expertise.

Job Role	Required Skills	Salary Range
Salesperson	Salesmanship, Marketing	₹11,000
Operation Manager	Presentable, Managing	₹18,000 - ₹27,000
Office Boy	Housekeeping, Basic Technical	₹8,000

Job Role	Required Skills	Salary Range
Accountant	Data Entry	₹14,000 - ₹17,000
Articleship	-	-



- Government Recruitmnet

Job Role	Required Skills	Salary Range
Advisor	Salesmanship, Customer Service, Analytical	₹14,000 - ₹17,000
Telecaller	Communication, Problem Solving	₹18,000 - ₹27,000
Salesperson	Customer Service, Intelligence	₹12,000 - ₹17,000

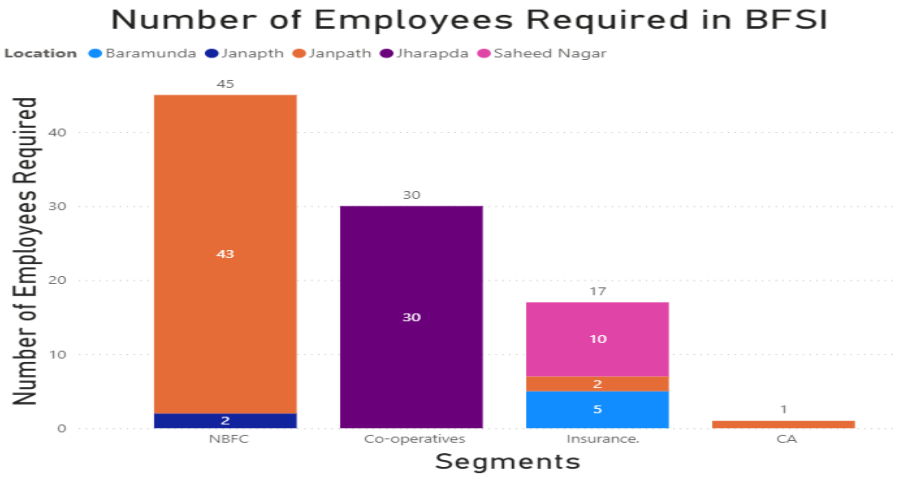
Desired education qualification for the BFSI sector

Salesperson/Telecaller/Advisor: Minimum of a high school diploma (12th grade); a bachelor's degree in business, finance, or marketing is preferred.

Accountant: A bachelor's degree in commerce, accounting, or a related field is typically required.

Operation Manager: A bachelor’s or master’s degree in business administration, finance, or management.

From the 12 samples collected in the BFSI sector, the number of employees currently working is about **400**, while the required number of employees is about **93 which is around 23.2%** , as illustrated in Figure 5.6.



(Figure 5.6)

- **IT and ITES Sector**

In Bhubaneswar, the Chandrasekharpur and Patia areas have emerged as significant hubs for IT and ITES industries, hosting major companies and creating ample employment opportunities for local youth. These areas are centers for various roles, including BPO services, IT support, software development, project trainee, and office administration jobs. This concentration of companies has established Bhubaneswar as a growing destination for technology and service-based employment in Odisha. The demand for skilled professionals in these sectors contributes to job creation, skill development, and economic growth, making it a promising avenue for youth employment in the region.

The situation in Bhubaneswar's IT and ITES sector:

The IT and ITES sector is expanding rapidly in Bhubaneswar, creating a strong demand for skilled talent.

Most companies are hiring in large numbers, with about 70% of recruits coming from Odisha and 30% from other states. *(Sources: HR, PINNACLE Consulting.)*

A common challenge is that fresh graduates often need more workplace maturity to adhere to company policies, making it harder for them to adapt smoothly to professional environments.

Employee attrition is also a concern, with some team members leaving for other companies without prior notice. This unexpected turnover disrupts project continuity and creates staffing gaps.

To meet the industry’s growing needs, many companies are scaling up recruitment efforts, but finding effective strategies to retain talent remains essential.

Desired education qualification for the IT and ITES sector

Software Developer/Engineer: A bachelor's degree in computer science, information technology, or related fields. Proficiency in programming languages like Java, Python, or C++ is essential.

Data Analyst: A bachelor's degree in data science, statistics, or mathematics. Knowledge of tools like SQL, Excel, and Python is preferred.

Customer Support/Call Center Executive: Minimum of a high school diploma (12th grade); strong communication skills are essential.

Technical Support Engineer: A diploma or degree in computer science, IT, or electronics.

UI/UX Designer: A degree or diploma in graphic design, visual arts, or a related field.

Digital Marketing Specialist: A bachelor's degree in marketing, business, or mass communication; certifications in digital marketing tools are beneficial.

- **Agri and Food Sector Overview**

The agri and food sector in Bhubaneswar is a dynamic and growing industry, encompassing a range of businesses, including sweet shops, bakeries, snack outlets, and wholesale food distributors. Many of these establishments are owner-managed, reflecting the localized nature of operations. While some franchises specializing in sweets, cakes, and dairy products actively seek skilled employees, job opportunities remain limited in smaller businesses, which often prioritize self-management. Our exploration of key locations, including the Indradhanu Market, revealed a mixed employment landscape. Although some businesses are recruiting, particularly franchises and wholesale food distributors seeking young, Odiya-speaking candidates, most traditional outlets reported no immediate vacancies. This highlights the potential for targeted workforce engagement in specific areas of the sector.

- **Electrical and Electronics Manufacturing Sector Overview**

The electrical and electronics manufacturing sector in Bhubaneswar, particularly in the Mancheshwar industrial area, plays a significant role in local employment. Based on our survey of 15 units, the sector currently employs around 183 individuals, with an additional requirement of around 28 employees. Key businesses, such as wire and copper production units, are actively seeking machine operators, helpers, supervisors, and both skilled and semi-skilled labor, reflecting the sector's demand for a diverse and technically proficient workforce.

Based on the 15 samples collected in the electrical and electronics manufacturing sector, the current number of employees working is around 183, while the required number of employees is around 28.

7. GROWING INDUSTRIES AND EMERGING OPPORTUNITIES

Bhubaneswar is a growing city that provides a ground of opportunities that can absorb youth into the job market. In the coming years, various industries will set up units. These will provide job opportunities to the local youth.

Industries with High Potential for Growth

The industrial sector is a key growth driver for Odisha, contributing 41.3% to the state's GSVA in 2022-23 (AE), with strong forward and backward linkages. It employs 28.47% of the workforce as of 2020-21, higher than the average 22.15% in high-income states. Odisha's industrial sector grew by 6.05% in 2022-23, following 12.1% growth in 2021-22, rebounding strongly from a limited 1.4% decline in 2020-21 during the COVID-19 pandemic, compared to a 3.3% contraction at the national level.

Odisha government took initiatives to develop industries at the policy level. The government has introduced a range of policies through reforms. This includes Odisha Industrial Policy Resolution 2022, Odisha Apparel and Technical Textiles Policy 2022, Odisha Logistics Policy 2022, Odisha Export Promotion Policy 2022, Odisha Registered Vehicle Scrapping Facility Policy 2022, Odisha Civil Aviation Policy 2022, Odisha Tourism Policy 2022, Odisha Data Centre Policy 2022, and Odisha IT Policy 2022.

The Industrial Policy Resolution 2022 streamlines industrial project approvals with online single-window clearances, offers dedicated investor support, provides top-tier incentives for priority and thrust sectors, and focuses on robust industrial infrastructure development. Odisha government has developed a GO SWIFT online single-window portal (Government of Odisha – Single Window Investment Facilitation and Tracking) to transform the B2G interface through the entire project investment cycle.

Bhubaneswar is a city that is planning to invest in IT. In the city, focus on sectors like Aluminium Park, Mega Food Park, Sea Food Park, Electronics manufacturing clusters, PCPIR, Plastics Park, Textile Park, etc. For dedicated manufacturing zones, the state has to build the necessary infrastructure. Infrastructure building will create demand for employees in organised and unorganised sectors and cater to non-skilled, semi-skilled, and skilled employees. (Odisha Economic Survey)

After government incentives, Bhubaneswar has recorded growth in industries that can fulfil job demands. We found opportunities available in sectors IT, real estate, automobile, hospitality, logistics, apparel, agri-and food, and manufacturing, which are some industries that can fulfil the demand. (The New Indian Express)

Opportunities for Youth Engagement and Skill Development

These Emerging sectors create jobs for youth. Bhubaneswar will be the epicentre of technology. This will lead each contacted sector. Infrastructure like buildings, transport, residential complexes, etc., is needed for building IT hubs.

As per the market scenario, jobs are available in these areas. Most of the areas demand skills for the work. As we have found in the market, youths don't have the skills to work in these sectors. It is an opportunity for students to focus on skills; further, they work in the industrial environment and perform well. (Odisha Economic Survey)

Market demanding skills, as we found while studying the market that sectors demand, it is categorised below:

Skills and Sectors

Automobile

The Automobile sector recorded growth of 14.22% and 28.31% in 2022-2023. This growth shows opportunities for emerging jobs in the sector. The automobile sector is a big sector that has multiple jobs, such as showroom sales executive, showroom manager, workshop manager, customer relationship executive, automobile mechanic, automobile electrician, back-office executive, and automobile trainer. (TOI)



Source: vahan.privahan.gov.in

For senior positions like Showroom and Workshop Manager/In-charge, companies prefer candidates with an MBA, engineering qualifications, and relevant experience in the automobile sector. Junior roles, including Sales Executives, Customer Relationship Executives, and Back-Office Executives, typically require graduates with good work ethics, strong communication skills, and proficiency in computer applications such as MS Excel and Office. Technical roles, such as Automobile Mechanics and Electricians, prioritize experienced professionals. Across all positions, employers value teamwork, dedication, a willingness to learn, and motivation as essential traits.

Tourism Sector

The tourism sector in Odisha is emerging as a powerful growth engine, driven by the Odisha Tourism Policy, 2022. With a focus on eco-tourism, adventure, religious, and cultural tourism, the government is enhancing infrastructure, including roads, airports, and eco-retreats, while offering financial incentives, single-window clearances, and community participation through women's self-help groups. Innovative initiatives like caravan tourism, heritage preservation, and global marketing campaigns are positioning Odisha as a leading global destination.

Bhubaneswar, known as the "Temple City of India," stands at the heart of Odisha's tourism growth. Part of the renowned "Golden Triangle" with Puri and Konark, it boasts architectural wonders like the Lingaraj, Mukteswara, and Rajarani temples. Historical sites such as Dhauli Giri, Udayagiri and Khandagiri Caves, and the Odisha State

Museum draw history enthusiasts, while Nandankanan Zoological Park attracts nature lovers. With a 14.27% to 24.07% increase in tourists during 2021-22, the sector significantly boosts the state's economy and creates employment for locals.

Emerging opportunities in this growing sector include careers in travel agencies, tour operations, hospitality management, event planning, eco-tourism, cultural heritage promotion, digital marketing, tourist guiding, transportation, culinary tourism, and sustainable destination development. Travel agents and consultants, key players in the sector, require excellent communication, customer service, sales, time management, cultural awareness, and destination knowledge. As Odisha continues to enhance its tourism offerings and connectivity, the sector presents immense potential for professionals and entrepreneurs to thrive in this vibrant and expanding industry.

Hospitality sector:

Increasing tourism has pushed the hotel hospitality sector. The Odisha government has identified 358 tourist spots located in 30 districts. Inter-state, intra-state and international tourists increased twice in the state between 2010-11 and 2019-20. Tourists are attracted towards Bhubaneswar, and the city is unique. Bhubaneswar is one of these spots where tourism comes.

Hospitality is a growing sector where various jobs are open for youth. Posts are available in the sector for front-of-house, back-of-house, management, and additional roles. For these roles, the candidate should have some basic skills and education. The hospitality sector demands a candidate who can understand the guests' concerns and demands and fulfil them quickly.

Logistic Sector

Logistics is a pillar of the economy and crucial to supply chain management. It encompasses a well-developed system of roads, rail networks, air routes, and waterways dedicated to storing, managing, transporting, and delivering goods from their source to their final destination.

The Odisha State Logistics Policy envisions creating an integrated, efficient, and sustainable logistics ecosystem to enhance the state's competitiveness and industrial growth. It focuses on regulatory reforms, private sector participation, and multi-modal transportation to reduce costs and improve efficiency. Key objectives include

mapping and enhancing logistics facilities, developing multi-modal parks, dry ports, and storage infrastructure, and improving first and last-mile connectivity. The policy emphasises technology adoption, skill development, and sustainable practices like green trucking and fuels. It aims to align with SDGs for responsible infrastructure development while fostering innovation, promoting MSMEs, and improving the quality of logistics services.

The government wants to develop Bhubaneswar as an industrial hub and industries that will flourish here: Aluminium, Food, Sea Food, Electronics manufacturing clusters, PCPIR, Plastics, Textile industries, etc. The state builds supply chain management, transportation, and warehouse operations for the industries.

The sector offers diverse job opportunities, including warehouse and inventory management, transport and delivery, logistics coordination, data entry, supply chain support, operations support, and technical roles. Entry-level roles typically require basic computer skills, familiarity with inventory systems, spreadsheets, and data entry software, along with accuracy in record-keeping, time management, communication skills, and proper handling of goods.

Apparel and Textile sector

The Odisha Apparel and Technical Textiles Policy 2022, launched by the Government of Odisha, aims to boost the state's textile and apparel sector by fostering industrial growth, creating employment opportunities, and promoting sustainability. Building upon the Odisha Apparel Policy of 2016, this policy targets diverse textile segments, including garment manufacturing, technical textiles (such as Agrotech and Meditech), and related activities like ginning and spinning. A key focus is employment generation, especially for women, by attracting investments and enhancing skill development. The policy also emphasises export promotion, improving Odisha's market share in textile exports, and mandates that at least 90% of the workforce in beneficiary units be local residents. To encourage investments, the policy offers fiscal incentives like a capital investment subsidy of up to 40% on plant and machinery costs, employment cost subsidies for hiring local workers, reimbursements for market outreach activities, and support for eco-friendly infrastructure development.

Bhubaneswar plays a pivotal role in implementing this policy, with initiatives such as developing textile and technical textile parks near the city to provide essential utilities and attract investors. These parks, along with SWIFT approval processes and efficient land allotment, aim to create a business-friendly ecosystem.

Bhubaneswar is also positioned as a hub for skill development programs tailored to the textile sector, enhancing employability for the local workforce. By combining investment incentives, infrastructure support, and a focus on local employment, the Odisha Apparel and Technical Textiles Policy 2022 aspires to transform Odisha into a prominent hub for textile manufacturing while ensuring sustainable industrial growth.

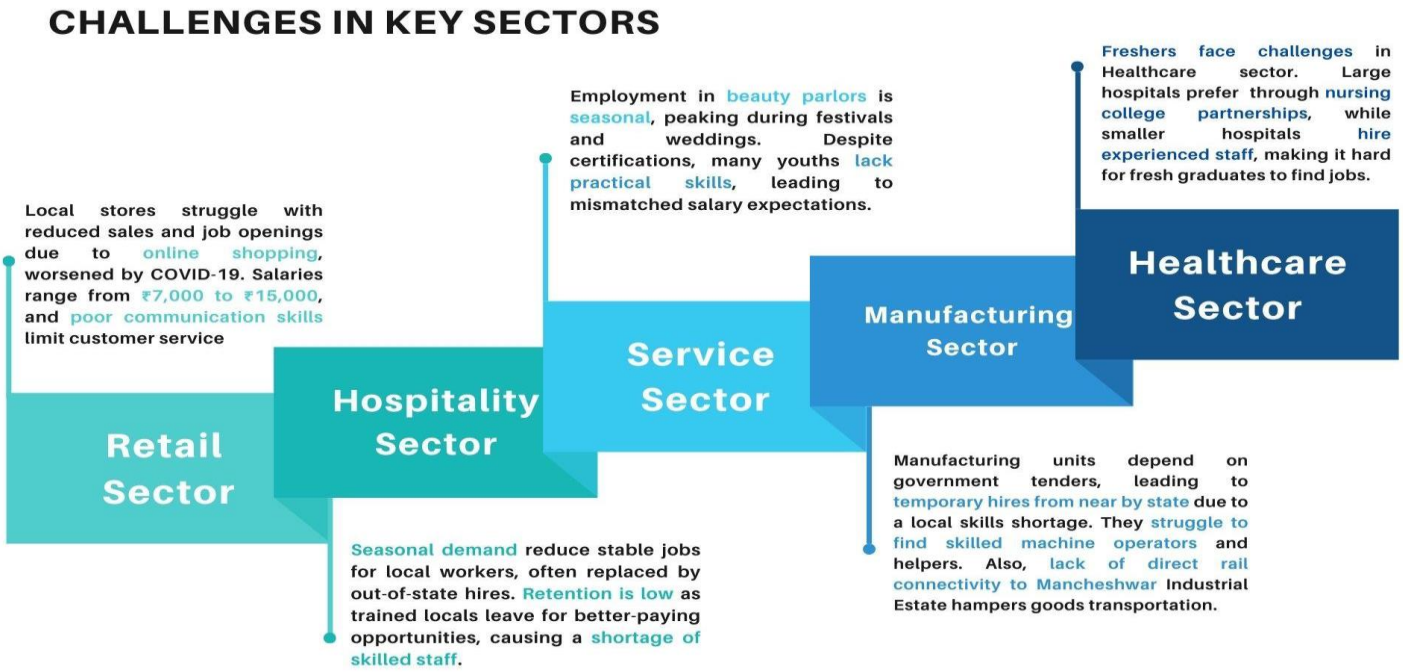
Entry-level roles in production, retail, sales, and logistics require basic education and specific skills. In production, positions like Production Assistant and Machine Operator require a high school diploma and skills in attention to detail, teamwork, technical knowledge, and safety awareness. Retail roles such as Sales Associate and Cashier need strong communication, customer service, and basic computer skills, including using POS systems. In logistics, Warehouse Associates, Shipping Clerks, and Inventory Assistants need skills in organization, communication, and inventory management. Emerging roles like Digital Textile Designers and E-Commerce Specialists focus on digital design and managing online sales platforms.

Agri and Food Sector

The Odisha government's Food Processing Policy 2022 aims to boost the food industry by encouraging private sector investment and improving infrastructure, skills, and fiscal incentives. The policy focuses on developing food processing parks and facilities near existing clusters, making it easier for entrepreneurs to set up businesses. The PMFME scheme has helped transform micro-food processing units, leading to growth in Bhubaneswar's food sector. This has attracted both local and national investors, and local businesses have flourished under the scheme, creating job opportunities and contributing to economic development.

Entry-level jobs in this sector include Food Production Worker, Machine Operator, Quality Control Assistant, and Packer, all requiring a high school education. Companies provide training for these roles. In logistics and supply chain, positions like Warehouse Associate, Inventory Assistant, and Shipping Clerk also require a high school education, along with basic computer skills in MS Office and Excel. Retail and customer service jobs such as Salesperson, Customer Service Representative, and Cashier require a high school diploma, with cashiers needing additional computer skills. Basic communication, teamwork, and computer literacy are essential across these roles.

8. CHALLENGES AND BARRIERS TO EMPLOYMENT



- **Retail Sector**

In the **Chandrashekharpur, Janpath and Patia** areas, the retail sector shows a complex mix of both local and national brands. Most retail stores, particularly those selling clothing and general merchandise, are seeing changes due to the rise of online shopping. Employee salaries here generally range between 7,000 and 15,000. FMCG retail, represented by large stores like S-Mart and Reliance Smart, relies on both skilled and unskilled workers, with a noticeable preference for hiring women as sales executives. Bulk hiring is common and often managed by third-party agencies under the direction of office managers and HR teams. The hardware and construction materials shops typically have a small team—usually two to three experienced staff for sales, with additional help for distribution and housekeeping. Retention is high, and new hires are usually through internal referrals only when absolutely needed.

In **clothing retail**, major brands like Pantaloons and Raymond operate franchise setups in these areas, with a preference for experienced candidates. Some stores Favor young, presentable male and female employees as sales executives to appeal to customers. The COVID-19 pandemic shifted shopping habits towards online platforms, affecting both in-store sales and employment opportunities in the clothing sector. Electronics stores in the area,

such as those representing brands like LG and Godrej, place their own sales representatives in stores that work on monthly sales targets. While store owners express concerns that this limits their autonomy, they also note that competition between brand reps can boost overall sales. The **furniture retail** sector, meanwhile, places a high value on product knowledge among staff to enhance customer service, creating a stable work environment with fewer turnover issues.

In **Barmunda, Unit 1, and Unit 4**, there's a strong demand for skilled workers across electronics, furniture, FMCG, and apparel shops. However, local retailers often express a need for more skilled labor, especially those who demonstrate qualities like honesty, dedication, and good customer-handling skills. Post-COVID, e-commerce has reduced foot traffic significantly, leading to a noticeable impact on sales, especially in areas like Unit 1 and Unit 4, where business has slowed considerably. Business owners here often look to Bengal for workers, reflecting a preference for outsourcing labour due to perceived commitment issues with local hires.

In **Janpath and Rasulgarh**, a unique trend is observed in the furniture sector, where customer service skills are often found lacking. Communication barriers make it hard for employees to connect with customers, leading to a negative impact on sales. Saloon shops in this area also prefer to hire specialized workers, like nail artists, from other cities, particularly Kolkata, due to a belief that local candidates lack dedication and frequently take leaves. There's a broader trend here of younger people avoiding traditional employment in Favor of independent work, hinting at a shift in attitudes toward regular jobs. This sentiment among youth adds to the challenges of finding consistent and committed employees in this market.

Shahid Nagar and Indradhanu Market have a robust retail presence, particularly with electronics and mobile stores. Shahid Nagar, for instance, is known for its numerous branches of electronics and mobile shops, providing steady job opportunities in sales, customer service, and technical roles. Indradhanu Market stands out with strong franchise networks, housing well-known brands like Titan, Zudio, and Sreeleathers. These franchises offer employment opportunities not only locally but across branches in Bhubaneswar, fostering broader job prospects. However, job roles in these stores are often limited to sales and billing positions, with a focus on skilled employees capable of meeting performance targets. Some businesses have diversified or expanded into nearby cities to mitigate risk and attract a larger customer base.

- **Hospitality Sector**

The hospitality industry in Bhubaneswar is growing, especially in **Chandrashekharpur**, where the demand for hotel and guesthouse accommodations is high due to conferences and events. Major hotels, particularly three-star and five-star establishments, prioritize hiring candidates with strong hospitality skills through placement drives, ensuring high standards of service. Event management and catering businesses in Chandrasekharpur and Patia create seasonal employment opportunities, often relying on Bengali labourers sourced through local middlemen. Although local labor is sometimes available at lower rates, there's a clear preference for out-of-state workers due to perceived issues with reliability and dedication among local youth. Event-related roles are filled seasonally, with staff brought in as needed, which offers flexibility to businesses but lacks job stability for workers.

In **Bomikhal**, while there is demand for hospitality workers, business owners face challenges with local youth, who tend to leave jobs frequently and exhibit inconsistent performance, especially during festive seasons. Skills required in this sector include housekeeping, customer handling, and cooking, and many employers look beyond local candidates due to the difficulty in retaining committed employees. **Shahid Nagar** also has a significant presence of hotels and restaurants, with steady hiring in restaurants for serving, cooking, and management roles. However, hotel job openings are fewer, and hiring decisions largely rest with business owners. Meanwhile, **Indradhanu Market** faces challenges in employee retention, with many trained individuals leaving for better opportunities.

- **Service Sector**

The service sector in **Chandrashekharpur and Patia** includes a range of businesses, such as salons, beauty Parlors, and logistics. Salons in these areas are well-established and generally employ skilled technical staff either through internal referrals or third-party agencies. Beauty parlors stand out for providing inclusive opportunities, with a preference for hiring transgender individuals as makeup artists, though employment is often seasonal. In the **tours and travel** segment, there is a shortage of skilled drivers, with a reliance on referrals for hiring due to high demand and relatively good pay. In **logistics and cold storage** within the Mancheshwar industrial area,

warehouses depend on specialized technical staff to operate equipment, usually hired through third-party agencies, highlighting the logistical backbone necessary to support continuous production and supply chains.

In **Barmunda and Mancheshwar**, there's strong demand for workers with practical skills, such as sewing, electrical work, and plumbing. However, despite many youths holding skill certificates, employers find they often lack hands-on experience, which limits their employability. Employers here also note a tendency for young workers to demand higher wages despite their limited practical expertise, posing an additional challenge for the sector.

- **General Manufacturing Sector**

The **Mancheshwar industrial area** is a hub for diverse manufacturing industries, including furniture, steel and aluminium fabrication, pharmaceuticals, engineering, electrical manufacturing, printing and graphics, and kitchen equipment. Each industry has distinct labour demands and operates on different employment cycles. For instance, companies in the printing, graphics, and engineering sectors often depend on government contracts. When these companies secure government tenders, they ramp up hiring, frequently bringing in additional labor from Bengal to meet short-term demands.

In the **welding and fabrication sector**, there is a strong focus on on-the-job training. Workers start as trainees, gradually gaining experience and skills. Many eventually venture out on their own, setting up small businesses using portable welding and fabrication equipment. These micro-enterprises offer door-to-door services and contribute to a cycle of employment in the area by hiring technicians through internal referrals as they expand. This creates a dynamic workforce ecosystem, where skill development and entrepreneurship are intertwined.

Manufacturers in **steel framing, food production, steel utensils, and carry bags** also operate in Mancheshwar. These industries primarily seek workers with some level of experience but are also open to training newcomers. For example, steel utensil manufacturers employ a mix of local and out-of-state workers, reflecting a significant dependence on migrant labour to maintain production. Skills in machine operation and general assistance are particularly valued across these sectors, highlighting a need for both technical expertise and adaptability.

- **Healthcare Sector**

The healthcare sector in **Chandrasekharpur and Patia** is marked by a mix of large hospitals, diagnostic centers, and pharmacy chains. Major hospitals like Care Hospital and U NAP have partnerships with nursing colleges, creating a direct pipeline for technically skilled graduates in healthcare roles. For non-skilled positions, such as housekeeping, larger organizations prefer to use third-party staffing agencies, whereas smaller hospitals and diagnostic centers often rely on internal referrals to fill these roles. Pharmacies in the area, including well-known chains like Med-Plus and Apollo Pharmacy, typically hire 3-4 staff members per store through third-party agencies, reflecting an industry standard for managing labor needs efficiently. Given the technical skills required, salaries in the healthcare sector are relatively high, ranging from 13,000 to 18,000 INR.

In **Unit 6**, hospitals and clinics prioritize hiring individuals with formal training from medical institutes, while pharmacies seek staff knowledgeable in pharmaceuticals. **Indradhanu Market** presents a different hiring landscape, with limited job openings in pharmacies and clinics. Some family-run clinics in this area prefer employing relatives rather than external hires. In **healthcare**, employers are selective, hiring only qualified professionals to maintain standards, making it a highly competitive sector.

- **Agri and Food Processing Sector**

In **Mancheshwar**, agricultural and food processing organizations seek employees who can work in field operations and on-ground activities. While they offer training for entry-level positions, higher-level roles require candidates with a background in computer skills (e.g., proficiency in Excel and MS Office) and at least a graduate degree, highlighting the sector's need for both manual labour and administrative expertise.

In **Shahid Nagar**, food-related businesses, particularly franchises specializing in sweets and cakes, have some job openings and are open to hiring candidates with specific skills. Feedback from visits to sweets and bakery shops was generally positive, indicating potential employment opportunities, albeit limited in scale. Meanwhile, **Indradhanu Market** has fewer job openings in this sector. Most sweet and snack shops in this area are owner-managed, reducing the need for external hiring. However, one wholesale food distributor mentioned a demand for young workers fluent in Odia, indicating a preference for local language skills in customer-facing roles.

- **Electronics and Electrical Manufacturing Sector**

In **Mancheshwar**, the wire and copper production units require a diverse range of employees, including machine operators, helpers, supervisors, and both skilled and semi-skilled labor. These units emphasize the need for technical expertise to operate and maintain machinery, as well as a hierarchy of supervisory roles to ensure quality and productivity in manufacturing processes.

In **Shahid Nagar**, several electronics and mobile shops are actively seeking employees with a solid understanding of electronics and mobile technology. These shops look for candidates skilled in mobile repairs and customer service to cater to the growing demand in the mobile sector. Sales assistance and technical support roles are specifically geared toward individuals with knowledge of mobile devices. Across both areas, the electronics and electrical manufacturing sector highlights the importance of technical skills, particularly in mobile technology and machinery operation, with a mix of opportunities for trained professionals and those willing to learn on the job.

General Findings and Challenges

Despite Bhubaneswar's position as a central hub for Odisha and surrounding states, it has yet to emerge as a significant production centre, especially in comparison to cities that have actively developed their manufacturing sectors. The focus in Bhubaneswar has primarily been on the service sector, leading to limited investment and growth in manufacturing. This has created a gap where both skilled and unskilled workers often migrate from neighboring states like Jharkhand and West Bengal, seeking job opportunities that Bhubaneswar's market cannot fully support on its own.

When companies look to hire for specific roles, job vacancies are generally posted online, and third-party staffing agencies step in to provide candidates with the required skills. For example, the Lighthouse foundation mobilizes students, provides training, and places them in organizations. However, Lighthouse's model also presents a challenge: after training, students often expect higher salaries that match their newly acquired skills, leading to a potential mismatch between salary expectations and actual market rates. This has led some to argue that it may

be more practical for individuals to start with limited skills in entry-level roles and gain on-the-job experience, rather than entering the job market with high expectations post-training.

During the surveys, a former IRS officer highlighted a different perspective on the employment landscape in Bhubaneswar. He suggested that the easy availability of resources has reduced the motivation among youth to pursue skill acquisition and employment actively. He also noted that government policies, including income-based livelihood programs and the Public Distribution System (PDS), called Freebies, have contributed to a lack of drive to develop skills or seek stable employment, as basic needs are often met through these supports. **Janpath** has unique characteristics in the service sector, particularly in chartered accountant offices, which focus on specialized tasks like auditing and TDS. Instead of hiring outside workers, CA firms prefer recruiting CA students as article trainees, reducing hiring costs.

Across various sectors explored, it was observed that while workers typically receive regular pay, they experience limited career growth. Franchise owners mentioned that while larger companies offer young employees competitive salaries for sales roles, the positions provide minimal opportunities for advancement. The employment model often emphasizes higher pay scales without focusing on employee development, which, combined with limited employee commitment, has contributed to an employment gap in Bhubaneswar's job market. This trend underscores a need for a more balanced approach that promotes both skill development and career progression to create sustainable job growth in the region.

9. RECOMMENDATION FOR POLICY AND PRACTICE

This section explores innovative approaches to bridge skill gaps and empower India's youth at the Central, State, and Bhubaneshwar levels. It highlights the **National Skill Development Policy** and **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** as key initiatives driving inclusivity and economic growth. At the state level, Odisha's programs, like the NUA Odisha Scheme and the Odisha Skill Development Project, align with local industry needs, emphasizing reskilling and future-ready training.

Complementing these efforts, How **Global Opportunity Youth Network (GOYN)** introduces a participatory, equity-focused model. By co-creating programs with youth and addressing systemic barriers, GOYN enhances skill development's impact, creating pathways for sustainable livelihoods. This document outlines how GOYN's collaborative approach with partners like the **Light House Communities Foundation** drives holistic, localized solutions for empowering India's young workforce.

The **National Skill Development Policy** and the **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** emphasize the importance of skilling as a driver of economic growth and inclusivity, aligning with India's demographic advantage of a young workforce. These central initiatives are designed to address skill gaps, promote employment, and enhance productivity across various sectors, particularly in construction, IT/ITES, healthcare, tourism, banking, textiles, and food processing.

Under the **National Skill Development Policy**, the vision is to skill 500 million people by 2022, with an annual capacity of 15 million. This policy highlights inclusivity by targeting disadvantaged groups, including women, youth, minorities, economically weaker sections, and persons with disabilities. It encourages states to expand skill development institutions with upgraded infrastructure, ensuring alignment with market needs.

The **Pradhan Mantri Kaushal Vikas Yojana 4.0** takes this further by emphasizing continuous learning through skilling, reskilling, and upskilling to match the evolving job market. With a focus on inclusivity, PMKVY 4.0 aims to make skill training accessible to SC/ST, women, and marginalized communities, providing pathways for both wage and self-employment. Between 2015 and 2022, over 1.37 crore youth have been trained, demonstrating the scheme's impact in aligning training with industry demands.

The Odisha government has implemented several policies and initiatives to address the challenges of skill development and employment, particularly in emerging and traditional sectors like handicrafts, handloom, agriculture, and IT. The **state budget for 2024-25** highlights significant steps toward reducing the skill gap by focusing on skilling, reskilling, and upskilling opportunities. With a 60% hike in the allocation for skill development and technical education, the budget aims to make youth employable with future-ready skills while meeting the increasing demand for skilled manpower in industries.

Under the **Odisha Skill Development Project**, an allocation of ₹200 crore has been earmarked to enhance the employability of young people. This project incorporates partnerships with government institutions like ITIs, polytechnics, MSMEs, and agriculture clusters. Additionally, credible private players and industry associations are being engaged through incentive-based policies to ensure the effective delivery of training programs.

A key component of the state's effort is the **NUA Odisha Scheme**, approved in October 2023. This scheme focuses on bridging skill gaps in emerging fields while incorporating new-age technologies into traditional sectors. Training under NUA Odisha includes skilling for fresh entrants, add-on courses for students, and digital courses for youth in higher education institutions. The scheme sets an ambitious target of skilling at least one lakh youth annually for three years, directly addressing the employability challenges identified in Bhubaneswar's survey outcomes.

These initiatives aim to align skill development efforts with local labor market demands, emphasizing collaboration between the government, industries, and academic institutions. Through these targeted programs, Odisha is working toward creating a robust ecosystem for skill enhancement, which complements its service-oriented development strategy.

Bhubaneswar’s Focus on Skills and Employment

The **Bhubaneswar Development Plan 2040** emphasizes creating a thriving urban environment with a strong focus on skill development and employment opportunities. The city’s strategic growth areas—Information Technology (IT), Tourism, Food Processing, and E-Mobility—are poised to drive future employment demand. With planned interventions in these sectors, there is an urgent need for skilling initiatives aligned with market requirements. For instance, the city’s **IT and Electronics System Design and Manufacturing (ESDM) sector**

is expected to expand significantly, with the development of IT parks, real-time data systems, and high-speed transit corridors requiring technically skilled employees. Similarly, the **Bhubaneswar e-Mobility Plan**, targeting 30% electric vehicle adoption by 2030, will create opportunities for professionals skilled in EV technology, manufacturing, and maintenance.

Additionally, the tourism sector, guided by the **Odisha Tourism Policy 2022** and projects like **Swadesh Darshan 2.0**, focuses on eco-tourism, heritage tourism, and sustainable practices. These initiatives aim to enhance local youth skills in hospitality, travel, and tourism, creating a steady demand for service-oriented skills. Similarly, the food processing sector's planned infrastructure improvements, including cold chain storage and packing centers, highlight the need for technical and operational expertise in this field.

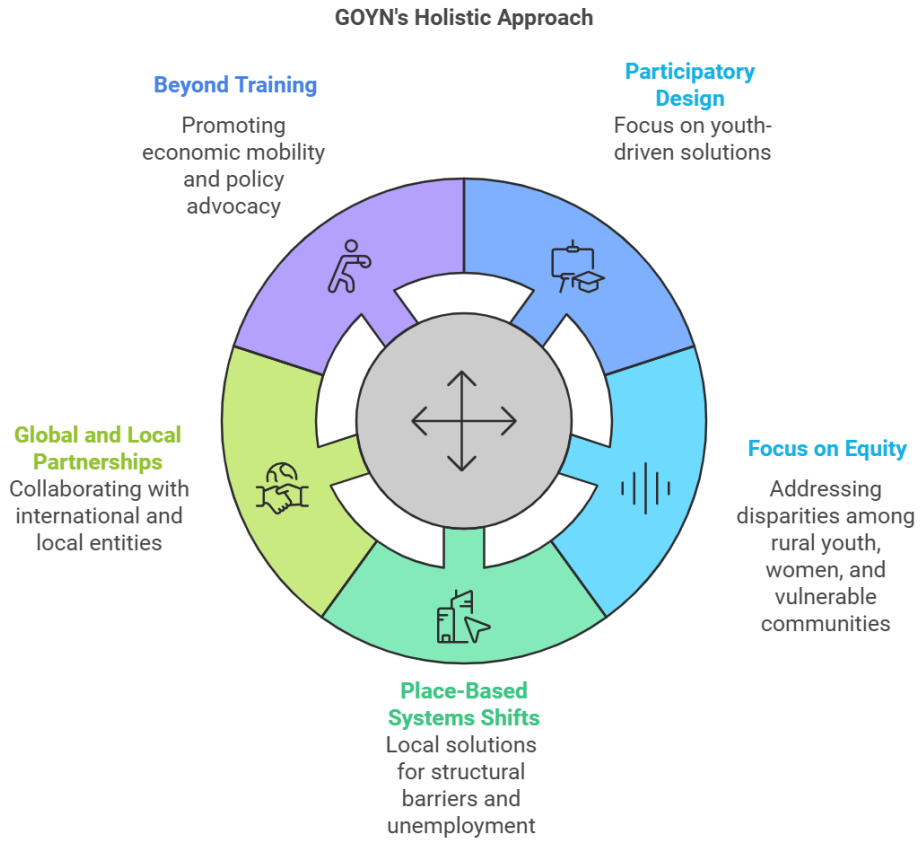
State and central skilling and employment generation policies have traditionally focused on scaling technical training programs to enhance employability, often adopting a standardized approach. While these policies contribute significantly to addressing the skill gap, their impact is limited by challenges such as insufficient localization, lack of inclusivity, and minimal attention to systemic barriers like infrastructure and socio-economic inequalities.

GOYN offers a distinct and superior framework by emphasizing participatory design, equity, and systems-level interventions. Unlike conventional policies that primarily deliver training, GOYN involves youth in co-creating programs, ensuring they are context-specific and directly relevant to regional needs. Its targeted focus on marginalized groups, such as rural youth and women, further enhances inclusivity, addressing gaps left by broader policies.

Additionally, GOYN's integration of global expertise with local partnerships, coupled with advocacy for systemic change, ensures that interventions go beyond skill development to create sustainable economic mobility. This holistic approach, which includes addressing structural barriers and fostering youth empowerment, sets it apart as a model capable of driving long-term, equitable transformation in youth employment.

How GOYN Differs from Normal Skilling

The **Global Opportunity Youth Network (GOYN)** sets itself apart from traditional skilling programs by addressing the broader, systemic barriers to youth employment, particularly for marginalized groups. Below is a detailed explanation of its unique approach:



1. Participatory Design

GOYN believes that youth should not just be beneficiaries of programs but active participants in designing solutions that impact their lives. This means:

- **Youth Co-Leadership**: Programs are co-created with young people, ensuring their voices, aspirations, and challenges are central to decision-making.
- **Relevance to Local Needs**: The inclusion of youth in the design process ensures that solutions are contextually appropriate and address specific regional challenges like access to resources, skill gaps, or socio-economic barriers.

2. Focus on Equity

Unlike many skilling initiatives that adopt a one-size-fits-all approach, GOYN actively prioritizes marginalized groups such as:

- **Rural Youth**: A significant focus is on rural populations, where access to education and jobs is limited.
- **Women and Girls**: Recognizing that three-quarters of unemployed youth globally are female, GOYN emphasizes gender-inclusive programs to tackle systemic discrimination and empower young women.
- **Vulnerable Communities**: It also targets those in precarious, informal jobs or those entirely disconnected from education or employment.

3. Place-Based Systems Shifts

Rather than offering standalone skilling programs, GOYN adopts a **systems-level approach** to create long-term change:

- **Structural Barriers**: It addresses the root causes of unemployment, such as lack of infrastructure, access to resources, and market mismatches.
- **Regional Specificity**: Each intervention is tailored to the specific socio-economic realities of the region, ensuring solutions are deeply rooted in local needs and challenges.

4. Global and Local Partnerships

GOYN leverages its vast network to create sustainable and scalable solutions:

- **Global Expertise**: It partners with international organizations to bring in best practices and innovative solutions.
- **Local Integration**: Programs are implemented through collaborations with local stakeholders, such as governments, NGOs, and community groups. For example, in India, GOYN works with the **Light House Communities Foundation** to connect rural youth with employment opportunities and entrepreneurship training.

5. Beyond Training: A Holistic Approach

Traditional skilling programs often focus narrowly on imparting technical skills. GOYN, on the other hand, adopts a **holistic model**:

- **Economic Mobility**: Focuses on providing pathways to sustainable livelihoods, rather than short-term job placements.
- **Youth Empowerment**: Builds confidence and leadership skills in young people, enabling them to take charge of their futures.
- **Policy Advocacy**: Engages in advocacy efforts to influence policies that can remove barriers to youth employment on a larger scale

Implementation of GOYN by Light House Communities Foundation in India

In India, GOYN collaborates with **Light House Communities Foundation** to address the unique challenges faced by Indian youth:

- Developing **place-based solutions** that are specific to local contexts, especially for marginalized and rural youth.
- Creating opportunities for skill development, employment, and entrepreneurship by leveraging partnerships with local governments, industries, and NGOs.
- Supporting India's rural youth—who comprise two-thirds of the population—by addressing barriers in education, agriculture, and gender-based employment disparities.

10. WAY FORWARD

- **Specialized Training for Youth**

  GOYN and Light House Communities Foundation should provide focused training for local youth in customer service, sales, and product knowledge. Emphasis on communication skills, commitment, and punctuality will address critical gaps in employability.

- **Sector-Focused Training in Tourism and Hospitality**

  Skilling programs should align with the **Odisha Tourism Policy 2022**, offering training in tourism management, hospitality, and eco-tourism. Partnerships with tourism boards and hotels can help youth gain practical experience and job placements in areas like tour guiding and event management.

- **Digital and Technical Skills Development**

  To meet the needs of Bhubaneswar's growing IT sector, youth should be trained in comprehensive skill set like digital literacy, knowledge about sector and coding. Programs should also focus on emerging fields such as electric vehicle (EV) technology, supporting the city's e-Mobility Plan for 30% EV adoption by 2030.

- **Food Processing and Supply Chain Training**

  Skill-building in food processing, cold chain logistics, and packaging is essential to support the establishment of food processing centers in Bhubaneswar. Training on food safety, quality control, and supply chain management will prepare youth for sustainable employment in this sector.

- **Empowering Women Through Targeted Programs**

  Programs should aim to upskill women in retail, hospitality, and eco-tourism, enabling them to take on managerial roles. This approach will foster gender equality and empower women in growing industries.

- **Support for Transgender Professionals**

  GOYN should collaborate with transgender groups to provide training tailored to sectors like beauty and wellness, where demand for their participation is high. This will ensure inclusivity and employment opportunities in these growing fields.

- **Awareness and Community Engagement**

  Efforts should be made to increase awareness about the initiatives and impact of GOYN and Light House Communities Foundation. Community outreach and advocacy will build support for the programs and create greater part.

11. APPENDICES

- Fieldwork Activities

















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