

# **Employer Led Models of job creation**

**A FICCI Report  
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# Task force

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## Members

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## Assisted by

- **Upassana Maurya- Research Associate FICCI**

# **Present job land scape**

- **In transition- employment slowdown in core sectors**
- **Concurrent emergence of new engines of job creation**
- **Increased infrastructure & construction activity**
- **Driven by govt spending, new self employment models, emerging technology aggregator models etc transforming job landscape**
- **Challenge– 17 m new entrants in workforce vs 5.5 m jobs created year on year**
- **Other factors-levels of FDI flow, overseas job opportunities**
- **Employment generation mammoth task**

## **3 possible scenarios**

### **Focus on**

- ❖ **Investment in education, health & social sectors related to Dev of human capital**
- ❖ **investment in infrastructure Dev, adoption of new age technologies, reskilling and unskilling.**
- ❖ **Economically viable, employment-oriented business models/innovations which maybe highlighted & scalability be explored**

# About the Report

- Brings together insights into models from different sectors
- Over 70 Indian & International Models
- The not so frequently referred industries / companies reflected upon
- Some out of box, very unique models captured under 'one of its kind'
- Cases that can be replicated
- A reference point for Govt, Industry, Academia, Skilling Agencies, Job Seekers.

# Sectors Covered

- **Agriculture & Agro based**
- **Manufacturing**
- **Services**
- **Social Innovation & Enterprises**
- **One of its kind**

# Select Models in Services Sector and Skill Sets Needed

<b>Organizations</b>	<b>New-Age Skill Sets</b>
<b>Agarwal Packers &amp; Movers Ltd</b>	<b>Besides the core skill-sets required in respective organizations, following emerging skill-sets would help in better career prospects:</b>  <b>Cyber Security Expertise</b>  <b>Complex Data Analytics</b>  <b>High-end Digital Literacy</b>  <b>Blockchain, AI and IoT Expertise</b>  <b>Digital Content Development</b>  <b>Graphic and Web Development</b>  <b>Problem Solving and Decision Making</b>
<b>Thomas Cook India</b>	
<b>Vandana Luthra Curls &amp; Curves (VLCC)</b>	
<b>AISECT</b>	
<b>Fino Paytech</b>	
<b>Fullerton India Credit Company</b>	
<b>CSC E-governance Services India Ltd</b>	
<b>Myra Medicines</b>	
<b>Rising Care</b>	
<b>Facility Kart.com</b>	
<b>Garage on Demand Service</b>	
<b>Rivigo</b>	
<b>World Art Community</b>	

<b>Corporate Foundations</b>	
<b>Aditya Birla Skills Foundation</b>	
<b>Schneider Electric</b>	<b>Numeracy</b>
<b>Jaquar India Foundation</b>	<b>Communication,</b>
<b>Godrej Salon-i</b>	<b>Problem solving,</b>
<b>Rural Shores</b>	<b>Basic digital literacy</b>
<b>L'Oreal India</b>	<b>Other Technical skills.</b>
<b>Nudge Foundation</b>	



# Select Models in Manufacturing Sector and Skill Sets Needed

<b>Organizations</b>	<b>New-Age Skill Sets</b>
<b>JK Tyre &amp; Industries Ltd</b>	<b>Besides the core skill-sets required in respective organizations, following emerging skill-sets would help in better career prospects:</b>  <b>Creative Marketing</b>  <b>Machine Learning Expertise</b>  <b>Quality Process Expertise</b>  <b>Automated Systems Programmers</b>  <b>Smart Logistics Professionals</b>
<b>ACC Cements</b>	
<b>SUN Pharma</b>	
<b>Eveready</b>	
<b>Asian Paints</b>	
<b>Orient Fashion India Pvt Ltd</b>	
<b>TCNS Limited</b>	

# Select Models in Social Innovation & Enterprises and Skill Sets Needed

<b>Organizations</b>	<b>New-Age Skill Sets</b>
<b>Industree</b>	<b>Besides the core skill-sets required in respective organizations, following emerging skill-sets would help in better career prospects:</b>
<b>Connect India</b>	
<b>IKureTechSoft</b>	
<b>ONganic Foods Pvt Ltd</b>	<b>Digital and Media Literacy</b>
<b>Dastkar</b>	<b>Critical Thinking</b>
<b>The Indian Craft House</b>	<b>Respect for Diversity (Organizational Skills)</b>
<b>Youth4Jobs</b>	<b>Social Intelligence and Perspective Formation</b>
	<b>Social Business Ethics</b>

# Select Models in Agriculture and Agro-Based Industry and Skill Sets Needed

<b>Organizations</b>	<b>New-Age Skill Sets</b>
<b>Fasal</b>	<b>Besides the core skill-sets required in respective organizations, following emerging skill-sets would help in better career prospects:</b>
<b>CCP (Crystal Crop Protection Pvt Ltd)</b>	
<b>Godrej Agrovet Limited</b>	<b>Climate Adaptability</b>
<b>Triton Foodworks</b>	<b>Customized Technology Adaption</b>  <b>Forecasting Skills</b>

# **International Perspective**

- **Chicago manufacturing connect-US**
  - **Neighbourhood School near manufacturing activity**
  - **Builds neighbourhood capacity, community engagement, inclusive growth**
- **Edu cluster – Finland**
  - **A cooperation framework – Consortium**
  - **Members Collaborate for competence and capacity building**
  - **Also combine expertise**
  - **Promote sustainable business models**

## ● **Talent REVEALERS Competition – France**

- **Encourage Youth Entrepreneurship**
- **Reward through Competition**
- **Award Money for Startups**

## ● **Apprenticeships – UK**

- **Adoption of best practices**
- **High skills available**
- **Shortfall in intermediary, basic skills**
- **Boost to Apprentices in all sectors**

# Recommendations

## ❖ Govt

- Authentic database
- Labour mgt info system- LMIS
- Licenses – renewal for Skilling agencies
- Licenses- trainees
- National apprenticeship promotion scheme – NAPS
- Dev of clusters

*Contd..*

## ❖ **Industry Academia Interface**

- **Fluid curriculum– part of curriculum industry driven**
- **New Age Skills Labs– PPP mode**
- **Career counselling**
- **Skilling at school level**
- **Internship**

## ❖ **Employers Engagement**

- **Employment Silos to Employer Groups**
- **Growth of smaller clusters & networks**

***THANK YOU***