**MARKET ANALYTICS**

**Data and Objective of analysis:** Analysis is based on cumulative monthly demand data through ASEEM portal for August and September 2020. Objective of the analysis is to analyze the change in labour demand by State, Sector, Jobrole and district. The chart shown here is part of "ASEEM Demand analysis-September" and illustrates state wise total labour demand in August and change (increase or decrease in demand) in September month.

**Key findings :**
- Karnataka, Maharashtra, Tamil Nadu, Delhi saw large addition to demand over September, while Haryana saw less.
- Andhra Pradesh, Telangana, Gujarat, West Bengal, Uttar Pradesh also added significant demand over September.
- Five states - Manipur, Arunachal Pradesh, Sikkim, Assam and Tripura, observed lower cumulative demand in September compared to August.
- Bihar saw a significant increase in demand and moved to 15th rank in September from 26th rank in August. Bihar also was not among the top 15 states in August, but made its way in September by replacing Sikkim (which moved to 28th position in September)
- 6 States (Tamil Nadu, Andhra Pradesh, Gujarat, Rajasthan, West Bengal and Bihar) moved up in ranking, 4 states dropped in ranking (Haryana, Uttar Pradesh, Chhattisgarh and Tripura), and 5 states retained their rank.

**KEY HIGHLIGHTS**

1. Blended Learning pilot batches have been initiated by Retail, Construction, Electronics and Healthcare SSCs, impacting a total of 101 students.
2. NSDC is collaborating with Generation India Foundation (GIF) on a project to demonstrate improved employment and retention outcomes for 30,000 trainees in PMKs across 70 districts using an innovative methodology with cofunding from private philanthropy.
3. NSDC and Microsoft join hands for the India Imagine Cup 2021. Imagine Cup is the world’s largest student technology competition driven in 190+ countries across the world.
4. NSDC has partnered with edTech major Byju’s to support skilling of teachers and trainers through eSkill India portal by providing them free access to Byju’s educational content and tools.
5. NSDC has joined hands with Skill Lync through eSkill India portal which specializes in providing technical online courses with special focus on Automotive, Capital Goods, IT-ITeS courses.
6. NSDC has partnered with Green Jobs SSC, providing the SSC a platform to create a wider reach for their courses on eSkill India portal. It will also help widen the domain specific course catalogue offered by eSkill India.
7. NSDC and SahiPay jointly conducted a webinar on “Digital Financial inclusion and opportunity for creation of Nano-Entrepreneurs through SahiPay as a Solution.”
## PRADHAN MANTRI KAUSHAL VIKAS YOJANA (PMKVY 2.0)

### As of Dec'20

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Non Scheme</th>
<th>PMKK</th>
<th>TP First</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Allocated</td>
<td>44,67,367</td>
<td>87,91,970</td>
<td>3,45,002</td>
<td></td>
</tr>
<tr>
<td>Total Trained</td>
<td>36,25,999</td>
<td>60,64,032</td>
<td>1,85,745</td>
<td></td>
</tr>
<tr>
<td>Total Certified</td>
<td>29,30,897</td>
<td>45,06,008</td>
<td>1,25,697</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>11,65,731</td>
<td>16,43,796</td>
<td>27,71,727</td>
<td></td>
</tr>
</tbody>
</table>

### As of Dec'20

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people trained</td>
<td>16,43,796</td>
</tr>
<tr>
<td>Number of people certified</td>
<td>11,65,731</td>
</tr>
<tr>
<td>Number of people placed</td>
<td>6,02,460</td>
</tr>
</tbody>
</table>

### PRADHAN MANTRI KAUSHAL VIKAS YOJANA (PMKVY 2.0) - DISBURSEMENT

<table>
<thead>
<tr>
<th>Short-Term Training (STT)</th>
<th>Recognition of Prior Learning (RPL)</th>
<th>Special Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>₹4,253.64 Cr</td>
<td>₹755.90 Cr</td>
<td>₹139.52 Cr</td>
</tr>
<tr>
<td>₹86.49 Cr</td>
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<td>₹5,149.06 Cr</td>
</tr>
<tr>
<td>Total</td>
<td>₹108.16 Cr</td>
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</tr>
</tbody>
</table>

### LOAN STATUS (NON SCHEME, PMKK & TP FIRST*)

<table>
<thead>
<tr>
<th>Parameter</th>
<th>As of Dec'20</th>
<th>In Dec'20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanctioned</td>
<td>₹1,78,83,34 Cr</td>
<td>₹1,86,745</td>
</tr>
<tr>
<td>Disbursed</td>
<td>₹1,22,92,39 Cr</td>
<td>₹6,02,460</td>
</tr>
<tr>
<td>Outstanding</td>
<td>₹7,35,48 Cr</td>
<td>₹925.99 Cr</td>
</tr>
</tbody>
</table>

### Top Receiving Indian States

1. Karnataka 9,98,514
2. Tamil Nadu 8,21,831
3. Maharashtra 7,06,808
4. Delhi 7,06,808
5. Uttar Pradesh 6,02,460

### Total Receiving Indian States

3,92,314

### Top 5 Sectors w.r.t number of jobs available

1. Logistics, Retail, Apparel, Healthcare and Electronics & Hardware - 2,91,26,561
2. Child Care Worker - 2,78,51,265
3. Electronic Equipment Assembling - 2,45,96,732
4. Factory Sheet Metal Work/Welding - 1,96,12,888
5. Scaffolding - 1,56,23,018

### 820+ courses catalogued across 38 knowledge partners

### 16,35,000+ Total opportunities (Vacancies generated)

### 3.2 lakh+ registered users

### 4.3 lakh+ course enrolments

### EDUCATION INITIATIVES

- **Course offered**: 125 Qualification Packs (NSQF level 2 to 4)
- **NSDC-approved Training Partners Involved**: 58
- **Apprenticeship-embedded degree courses were piloted in 30 colleges across 3 sectors - Retail, Logistics and Media, enrolling 668 students.**

### INDIA-JAPAN TECHNICAL INTERNSHIP TRAINING PROGRAMME (ITTP)

<table>
<thead>
<tr>
<th>Sending Organizations Empaneled</th>
<th>Trained Place in Japan</th>
<th>Candidates under training</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>220</td>
<td>660</td>
</tr>
</tbody>
</table>

### AATMANIRBHAR SKILLED EMPLOYEE EMPLOYER MAPPING (ASEEM)

<table>
<thead>
<tr>
<th>Sectors</th>
<th>As of Dec'20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics, Retail, Apparel, Healthcare</td>
<td>6,45,568</td>
</tr>
<tr>
<td>Child Care Worker</td>
<td>4,778</td>
</tr>
<tr>
<td>Electronic Equipment Assembling</td>
<td>2,01,34</td>
</tr>
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</tr>
<tr>
<td>Scaffolding</td>
<td>2,17,803</td>
</tr>
</tbody>
</table>

### LEARNING RESOURCES AND TECHNOLOGY

- **eSkill India**: 820+ courses catalogued across 38 knowledge partners

### INTERNATIONAL PROGRAMMES

- **India International Skill Centre (UISC) Network**
  - **Top 50 International Migrating Districts - 66% coverage**
  - **Top 50 Receiving Indian States**
    - Kerala, Tamil Nadu, Maharashtra, Uttar Pradesh, Karnataka
  - **Top 5 Sectors**: Construction, Oil & Gas, Tourism & Hospitality, Automotive, Management, Entrepreneurship & Professional