# District wise skill gap study for the State of Madhya Pradesh

January, 2013

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# Report Structure

The report is structured in the following manner

- **Part I** includes Foreword, Acknowledgements, Study Objectives, Approach and Methodology, Study Limitations and Executive Summary.

- **Part II** concentrates on the profile of Madhya Pradesh from a socio-economic and human capital perspective and state-level recommendation on skill development in Madhya Pradesh

- **Part III** consists of detailed analysis of all districts of Madhya Pradesh froma socio-economic and human capital perspective and specific district-level recommendations

- **Part IV** consists of Appendix

# Acknowledgement

We are grateful to the Government of Madhya Pradeshj and its various departments for their contribution towards the successful completion of the study. Our special thanks to the Ms. Ajita Bajpai Pande, IAS, Mr.Sanjay Singh, IAS and Mr. G.P. Shrivastava IAS who gave their time for focused and intense discussions.

We acknowledge with gratitude the support provided by the skill Training Institutions, NGOs, Industry Representatives and the youth of the state for their contribution towards the study

We would like to thank all industry partners, training partners for their active participation. The success of the study has been possible through their collabourative efforts.

In addition, we convey our gratitude to all those who have, in some way or other, contributed towards the successful completion of this study.

# 1   Executive Summary

National Skill Development Corporation (NSDC) had mandated KPMG Advisory Services Pvt Ltd to undertake a District-level Skill Gap Study of the state of Madhya Pradesh, involving various Departments of the Government of Madhya Pradesh, and Industry Bodies, as key stakeholders. The study focused on identifying district-wise incremental skilling requirements in Madhya Pradesh during the period 2012-22, for the potential growth sectors in Madhya Pradesh. A roadmap for skill development initiatives in the state is proposed through recommendations for key stakeholders. Extensive district level primary interactions including discussions with industries, vocational training providers and Government officers, were conducted. Focused group discussions were organized to understand youth aspirations towards employment. Global and Indian best practices in skill training have also been studied.

The demographic and social profile of Madhya Pradesh presents a unique human resource opportunity for economic growth through manpower skilling. Availability of working age population, measured  from the 15-59 age group population, is estimated to grow from 4.34 million in 2012 to 4.83 million by 2017 to 5.28 million by 2022..

Manpower supply has regional variations along social and gender dimensions in Madhya Pradesh. Dhar, Bhopal, Indore, Gwalior, Sagar, Katni, Rewa and Satna districts are high human resource growth districts. Predominantly tribal regions like Mandla, Dhar, Jhabua, Sidhi, Khargone, Seoni, Shahdol and Chhindwara have to be given special focus, considering the aspiration towards seasonal work-related migration, stemming from socio-economic backwardness and lack of sustainable local livelihood/employment opportunities in these areas. Madhya Pradesh primarily being a rural economy, the role of women in capacity building cannot be undermined with a high proportion of rural female engaged in agri-allied activities. Considerations of industry towards employing female in manufacturing enterprises specifically in medium-small scale category have to be addressed. Further, there is a need to emphasize special focus on skilling of women in the districts of Dindori, Alirajpur, Mandla and Balaghat which have a higher proportion of female population.

Keeping the current realities of the state in view, along with possible economic growth that could be created in various sectors through favorable policies, an estimate of incremental manpower requirement during the XII plan and XIII plan periods, would be 4 million and 3.8 million respectively across primary, secondary and tertiary sectors.  In XII plan period, the targets of job opportunity to be created per annum could be set at around 8, 00,000.

Incremental human resource requirements in the state have significant geographical and sectoral variations. Construction, Mining, Textiles and Apparel, Power, Healthcare, Education and Agri-allied industries such as Dairy, Poultry Farming and Horticulture, are priority sectors from a manpower development perspective in the state. IT/ITES, Renewable Energy, Logistics are among the emerging sectors in the state, with high potential for employment generation. Key business centers in Madhya Pradesh, including Bhopal, Indore, Jabalpur, Ujjain and Gwalior, are expected to contribute to a significantly high proportion of employment generated during 2012-22. Focus districts for manpower requirement in primary, secondary and tertiary sectors include:

| Sector | Districts |
|---|---|
| Primary(Agriculture and Allied) | Dhar, Ujjain,Chindwara, Jabalpur, Hoshangabad, Guna and Ashok Nagar, Dewas, Indore, Shajapur, Vidisha, Sagar, Ratlam, Sehore, Mandsaur, Khargone |
| Secondary(Manufacturing) | Indore, Bhopal, Jabalpur, Ujjain,Gwalior, Dhar, Satna, Dewas, Sagar, Khandwa |
| Tertiary(Services) | Indore, Bhopal, Jabalpur, Gwalior, Ujjain,Sagar, Satna, Ratlam,Chindwara, Rewa |

Assessment of existing training infrastructure in comparison to human resource demand over XII Plan period indicates significant capacity expansion requirement for semi-skilled category through vocational education in Madhya Pradesh with a surplus pool of un-skilled and highly skilled workforce. Vast scope of employment in un-organized sector for un-skilled workers and limitations of the study in terms of sectoral coverage attribute to the surplus manpower in this category. Excess supply in high skilled category would indicate relatively low employment opportunities in this category within the state expected to result in migration of skilled workforce from the state during the period 2012-22. Further, employability of highly skilled graduates is an issue owing to misalignment of courses with industry needs and poor quality of institutes. Issue of low employability of graduates has to be addressed through suitable up skilling considering local industrial requirements in order to ensure availability of industry ready manpower.

Vocational education has a key role to play in the educational system of Madhya Pradesh, which has a relatively low capacity in higher education. While significant drop out rates are witnessed after school education across the state resulting in low enrollments in higher education, districts of Jhabua, Alirajpur, Barwani, Sheopur have considerably high dropouts even at school level. Intervention of vocational education to bridge the gaps in the educational system (even within the schooling stage itself) and provide seamless options for students to pursue vocational education has to consider these variations along with employment opportunities while structuring specific programs.

The state has a significant scheme training opportunities with Building and Other Construction Workers' Welfare Cess, Ministry of Agriculture, Ministry of Labour, Ministry of Communication and IT, Ministry of MSME, Ministry of HUPA, Ministry of Textiles, and several other government ministries and departments, having large training mandates. However, monitoring mechanisms for ensuring effectiveness of such programs is a lacuna in the current system.

Madhya Pradesh is primarily an agrarian economy with a high dependency on the agriculture related activities in rural areas. Though the current levels of work participation rates in rural regions are high, seasonal nature of agricultural work would mean underemployment for a significant section of agricultural labour force in the state. There is a need to create supplementary employment opportunities in Agri-Allied and Household Manufacturing sectors to the rural population through adequate training.

Youth aspiration study indicates a clear mismatch between student aspiration and job opportunities available in the state. Sectors such as retail, construction, agri-allied activities, textile and transportation and logistics need to work on building a positive image, and providing the right working environment/perks, to attract talent. Sectors such as construction, transportation and logistics offer employment opportunities outside the state as well, for trained manpower. In sectors such as IT/ITES, Healthcare etc, while youth are willing to work, there isn't adequate opportunity within the state and hence, there is white collar migration, mostly towards the southern states, for employment.

Increasing entrepreneurial activity in the state of Madhya Pradesh has to be matched with appropriately skilled managerial and technical workforce. However, interactions with industry in the state have revealed that challenges are often related to quality of the workforce, rather than quantity. Most of the industry personnel opined that quality issues in the state are two-fold - technical knowledge and soft skills/behavioural aspects - with prospective employees lacking in either, or both of them. Manufacturing industries are facing serious issues to employ appropriate manpower, as most skilled graduates prefer to work in services sector than in manufacturing.

Key Recommendations for the Government include Setting up Anchor Institutes for Manpower Development in focus industries, Offering Short term Training Programs Courses through Public Private Partnership, Incorporating Skill Training in mainstream K12 Education, Offering Demand-Driven Skill Training Programs and validating program effectiveness through tracer studies and exploiting technology for trainer development activities, as well as to reach out to remote areas. It is also recommended that the District Employment Exchanges be transformed into Skill Management Centers offering seamless information sharing between employment providers and employment seekers.

Sector Skill Councils (SSCs) can support training initiatives in the priority organized sectors of Construction, Mining, Textiles and Apparel, Power, Healthcare. NSDC could play an active role in bringing national/global level training providers to Madhya Pradesh by setting up a joint forum of NSDC Investee Training Companies, NSDC partner Training companies and representatives of Government of Madhya Pradesh.

Private training providers can provide skill training in conjunction, using government endowment training schemes for sectors of Construction, Retail, Transportation and Logistics, Food Processing and Healthcare. Training programs for displaced marginal farmers need to be aligned to livelihood activities aimed at supplementing farm income through training in mixed farming activities of dairy, poultry, horticulture, fisheries, sericulture etc. Cluster based skill training initiatives in PPP mode can be established near industry clusters, to ensure proximity to market for absorption of trained talent. There is also an opportunity to set up finishing schools for tertiary sectors with a high salary potential, where students will be willing to pay and learn – eg: IT&ITES and Banking and Financial Services – Skills in both technical and non-technical category.

District wise skill gap details and recommendations are provided in the full report. We suggest that the recommendations of the study should be treated as a whole by all the stakeholders to realize the intended objective of a robust skill

development ecosystem in Madhya Pradesh. It is also recommended that an empowered implementation committee should be tasked for implementation of these recommendations, and to achieve desired goals.

# 2 Study Objectives

National Skill Development Corporation (NSDC) had mandated KPMG Advisory Services Pvt Ltd to undertake the District level Skill Gap Study of the state of Madhya Pradesh.

Study objectives included the following at the state as well as district levels:

- Socio-economic profile – demography, economic profile of district by industry, state of education.

- Identify developmental opportunities keeping in mind factor endowments and stakeholder perspectives.

- Identify specific developmental initiatives/projects which have an impact on employment generation.

- Articulate the aspirations of the youth.

- Identify the current and future (2012- to 2017) skills and manpower requirements by industry and estimate the gap that exists.

- Study the existing VT infrastructure both in the private sector, and the government domain.

- Suggest suitable interventions/recommendations to address the skills gap.

- Recommendations were to be specific and actionable.

- Recommendations were also include specific initiatives that NSDC can take based on the mandate of the organization.

- Create an action plan with indicative timelines.

# 3 Approach and Methodology

KPMG has adopted a structured methodology to study the skill ecosystem in Madhya Pradesh, assess incremental manpower needs, and collate insights, to arrive at recommendations to address the manpower skill gaps in the districts of the state – which in turn aggregate to provide a picture of the manpower skill gaps in the entire state.

## Dimensions to assess skill gaps

Skill gaps were assessed under two dimensions, each of which required a different approach

i.   Need for manpower skill development in the organized sector: This involved understanding skill gaps for formal/informal employment in both private and public enterprises among key manufacturing and services sectors in Madhya Pradesh.

ii.  Need for manpower skill development for livelihood trades: This involved understanding skill requirements to foster local livelihoods in primary, secondary and tertiary sectors in the districts.

## Salient features of the study

**Socio-economic Profile:** Detailed analysis of demographic and socio economic factors such as population, population growth trends, population density, urbanization, overall literacy, female literacy, healthcare indices, school education, higher/vocational education, drop out rates, domestic product, per capita income, labour force participation, worker participation rate, migration, primary, secondary & tertiary sector profiles at a state and district level.

**Sectoral Focus:** The study focused on analysing manpower skilling requirements from the perspective of state level high growth sectors along with localized sectors that have potential at the district level. Since around 70% of the population of Madhya Pradesh is involved in agriculture and agri-allied activities, the study also focused on manpower skilling requirements in these areas. Government policies of related sectors were studied, to understand thrust and growth targets for different sectors in the state, which would translate to priority sectors from the perspective of investment in manpower skilling as well.

**Voice of Stakeholders:** Detailed interactions were undertaken with various stakeholders, such as youth, private skill training providers, Government departments with skill training mandate, and industry players, to understand their perspectives on manpower training and placement.

**Manpower Supply-Demand Gap:** Manpower supply-demand gap would be the difference between projected workforce participation and industrial manpower requirements, estimated upto 2022.

**Estimation of Manpower Supply**:  Based on estimations of population growth rate, working age group population and labour force participation, manpower supply in 2017 and 2022, have been estimated at the district and state level.

**Assessment of Existing Skill Training Capacity:**  Existing skill training capacity has been calculated based on sanctioned intake and enrolment in formal skill training institutions – government and private institutions offering Higher Education, Vocational Education (ITI/ ITC) and  Diploma programs, at both the state and district levels along with Government sponsored training schemes. A dipstick study was undertaken at the district level to understand the institutional readiness of the skill training institutions.

**Computation of Incremental Employment Potential:** District level and state level data on categories of investment and employment were analyzed to arrive at the composition of economic activity, and their respective growth rate in each district. The proposed sectoral growth rate for the state of Madhya Pradesh and its districts, have been estimated based on a triangulation of several factors such as past growth trend, state government's policy impetus to sectors, ,inputs from industry personnel, presence of industrial infrastructure, besides a state-comparable analysis. Labour elasticity estimates have been used to arrive at sector wise employment growth projections at the district and state level. Based on industry inputs and published literature, incremental employment potential has been classified as highly skilled, skilled, semi skilled and un-skilled. Further, critical skills required for the focus sectors have been highlighted, keeping in view the adoption of technology in industries.

Detailed approach for the human resource requirement estimations is given below.

| Primary Sector | | |
|---|---|---|
| **Sub Sectors** | **Factors considered for estimation of district wise incremental manpower during 2012-22** | **Key stakeholders** |
| Agriculture | Based on analysis of district level crop pattern, irrigation pattern and extent of mechanization, the training potential in agriculture has been estimated | Department of Agriculture, District Agricultural Officers, Agricultural promotion councils in major agro clusters of Madhya Pradesh |
| Agriculture Allied Activities | District wise/category wise estimated growth in Agri-Allied output by 2022 based on analysis of<br><br>Growth targets from Nodal Agencies for key Allied activities in Madhya Pradesh<br><br>Historic growth trends, funding allocation from nodal agencies<br><br>Category wise employment potential in Agri-Allied activities | Nodal Agencies for Individual Allied Sectors<br><br>Horticultural<br><br>Sericulture Department<br><br>Fisheries Department |
| **Secondary Sector** | | |
| **Sub Sectors** | **Factors considered for estimation of district wise incremental manpower during 2012-22** | **Key stakeholders** |
| Large Scale Industries | Estimated district wise/sector wise investment during 2012-22 in a district, from sector wise projected investment estimated based on an analysis of<br><br>Investment targets from state industries | MP AKVN, Department of Commerce & Industry, industry bodies/players in identified priority sectors covering SEZs, Industrial clusters including<br><br>Food Processing |

| | department/District Industries Center(DIC)/ Madhya Pradesh Audyogik Kendra Vikas Nigam Limited (MP AKVN )<br><br>Achievability of targets from interaction with nodal bodies for identified priority sectors, historical trends (IEM data)<br><br>Estimated sector wise manpower intensity based on historical trends for investment to employment ratio (IEM data) and inputs from industry bodies. | Pharmaceuticals<br><br>Textile<br><br>Chemical<br><br>Basic Metals/ Fabricated metal products<br><br>Mineral Processing<br><br>Auto and auto components<br><br>Non metallic minerals<br><br>Electrical Products<br><br>Power<br><br>Cement Industries |
|---|---|---|
| MSMEs(Medium-Small Scale Enterprises) | Estimated sector wise MSME growth potential in the district, from an analysis of<br><br>Inputs from DIC on potential MSME sectors in the district<br><br>Historical trends in sector wise MSME growth from Entrepreneurship Memorandum-II (EM-II)<br><br>Qualitative inputs from MSME units.<br><br>Employment generation capacity in MSME units based on analysis of<br><br>EM-II data<br><br>Qualitative inputs from MSME units from identified priority clusters | District Industries Officer(DIC), Promoters of MSME units from key identified  sectors including<br><br>Food Processing<br><br>Textile and garments<br><br>Metal Processing<br><br>Chemical and Chemical Products<br><br>Electrical Products<br><br>Wood/wooden products<br><br>Any other district specific units |
| **Tertiary Sector** | | |
| **Sub Sectors** | **Factors considered for estimation of district wise incremental manpower during 2012-22** | **Key stakeholders** |
| IT-ITES | Estimated district wise IT-ITES output(IT-ITES Exports/Domestic) growth during 2012-22 based on analysis of<br><br>Output growth targets from Department of IT<br><br>Historic achievement of growth targets, | Department of Information Technology<br><br>IT-ITES Industry bodies<br><br>Key IT-ITES  Players in Madhya Pradesh |

| | | |
|---|---|---|
| | Interaction with IT-ITES industry bodies and key IT Players in Madhya Pradesh | |
| | Estimated Manpower intensity in IT-ITES industry based | |
| | Inputs from IT-ITES industry bodies | |
| | Historic trends in output linked employment generation potential in IT-ITES Industry | |
| Tourism | Estimated growth in number of tourist visits to major tourist destinations in the district during 2012-22 based on analysis of | Department of Tourism, Govt of Madhya Pradesh |
| | Growth targets from Department of Tourism | |
| | Historic tourist arrival trends, | |
| | Interactions with Tourism Industry Players. | |
| | Employment generation potential of tourist visits, based on Interactions with regional tourism development bodies | |
| Hospitality | District wise estimated growth in number of hotel rooms/restaurants during 2012-22, based on analysis of | Hotel and Restaurant Associations |
| | Growth of hospitality sector in the district based on contribution to district GDDP | |
| | Inputs from State/Regional Hotel and Restaurant Associations | |
| | Key growth drivers for hospitality like trends in per capita income, life style patterns. | |
| | Employment potential estimates in hospitality industry | |
| Healthcare | District wise estimated growth of healthcare institutions during 2012-22, estimated based on analysis | Department of healthcare along with nodal agencies for |
| | Universal healthcare access targets(number of PHCs/CHCs/SHCs/ beds /healthcare professionals per 1000 population) | Primary healthcare Secondary healthcare Tertiary healthcare |
| | Achievability of targets from proposed healthcare | Private healthcare institutions in key |

| | sector allocation and historic spending pattern<br><br>Estimated manpower intensity in healthcare institutions based on requirement of healthcare professionals (Number of doctors/nurses/technician per number of hospital beds) | districts. |
|---|---|---|
| Education | Estimated district wise growth of education institutions during 2012-22 based on analysis<br><br>Universal and state level penetration targets for educational institutes (Schools/Higher Education Institutions /Vocational Education Institutions)<br><br>Achievability of targets from proposed fund allocation towards education<br><br>Manpower intensity in educational institutions, estimated based on human resource requirement in educational institutions(student to teacher ratio) | Department of School Education<br><br>Department of Higher Education<br><br>Department of Technical Education & Vocational Education. |
| Logistics | Projected contribution from logistics sector to the district economy based on analysis of<br><br>Historic growth trends in logistics sector to the district economy<br><br>Investment into logistics hubs (Railways/Roadways)<br><br>Interaction with key Logistics players<br><br>Employment potential in logistics industry based on analysis of<br><br>Current employment patterns in logistics industry<br><br>Inputs from key logistics players in Madhya Pradesh | Department of Transportation<br><br>Private logistics providers in key districts. |
| Transportation | Estimated district wise growth in number of commercial vehicles during 2012-22 based on analysis of historic trends in commercial vehicle registrations in the district and  interactions with transportation companies<br><br>Estimated requirement of manpower per vehicle based on Inputs from transportation companies | Department of Transportation<br><br>Transportation Companies |

| | | |
|---|---|---|
| Retail | District wise estimated growth in organized/un-organized reatail sector<br><br>Historic sub sector GDDP growth trends<br><br>Penetration of organized retail<br><br>Key growth drivers like per capita income trends, spending patterns<br><br>Employment generation potential estimates | Key organized retail players in Madhya Pradesh |
| Banking Sector | Estimated district wise growth in number of bank branches during 2012-22 based on analysis of<br><br>Financial inclusion targets<br><br>Historic growth trends in deposits/loans<br><br>Manpower requirements in banking outlets | District level Lead Banks |
| Financial Services | Estimated growth in Non Banking Financial Companies (NBFC) in the district<br><br>Projected growth trends in bank deposits/loans<br><br>Historic growth trends in NBFC operations<br><br>Manpower intensity in NBFCs | Leading Non-Banking Financial Services |

**Assessment of Manpower Supply-Demand Gap:** Supply-demand gap at the district and state level was estimated from the incremental manpower supply and projected employment growth, during 2012-17 and 2017-22.

## Research Methodology of the Study

The study was carried out through both primary and secondary research methodology, as well as qualitative and quantitative techniques.

**Primary Research:** Primary research inputs were collected through research techniques such as in-depth discussions, formal interviews, and Focus Group Discussions (FGD). Interview schedules, FGD Guidelines and points for field observations were developed in accordance to the study objectives. Consultation meetings were conducted with the following stakeholders to understand their perspectives on skill development.

| Activity | Number of Interviews |
| --- | --- |
| Primary Interviews | 720 |
| FGDs across Madhya Pradesh | 40 |
| Number of Participating Students | 700 |

State Government Officials: Department of Skill and Technical Development, Directorate of Economics and Statistics, Department of Industries, State Planning Commission, Department of Tribal Development, Department of Urban Development, Department of Rural Development, Audhyogik Kendra Vikas Nigam, Madhya Pradesh Rural Livelihood Development Department,Department of Healthcare, Department of Transportation, Department of Toursim, Department of School Education, Department of Higher Education, Department of Vocational Education & Training.

District Administration Officials: District Collector, Officials from DRDA , DUDA, District Planning Office, District Employment Office, District Labour Office, SC/ST Welfare Department Officials and Women and Child Development Department, Sarpanch/Patwari from a sample of villages.

Skill Training Providers: Government ITI Principals and Training Officers, Private ITC Principals and Training Officers, NGOs involved in Skill Training, Financial Services Institutions involved in Skill Training

Skill Training Beneficiaries:Students who are currently pursuing vocational education, and focus groups such as BPL women trained under government programs

Industry Representatives: HR and Operations personnel  from key industries and members representing industry associations in the respective districts

Migrant Labour : Dipstick survey in tribal belts and non-tribal belts of Madhya Pradesh

Focus Group Discussions (FGDs) were conducted with groups of 10-15 students in each district to understand their aspirations in terms of social life, career, expected economic standards of living and work related mobility - and the outcome was correlated to the level of industrialization of the district. The group discussions were carried out in a systematic manner with both skill training beneficiaries and skill training providers. The discussions were designed to be participatory in nature, and evoke inputs from all stakeholders, with due representation from various sections of trades and courses besides gender, both at the trainer and trainee levels.

**Secondary Research:** Secondary Data was collected from a number of sources including central, state and district government/administration agencies, especially the Department of Economics and Statistics, Department of Industries - and program specific information from departments with a mandate in skill training, and from studies commissioned by funding agencies, NGOs etc.,

## 4.    Growth in Human Capital in Madhya Pradesh

### Demographics

Madhya Pradesh is the second largest state in terms of geographic extent, covering an area of 308,244 sq. km. The state is administratively divided into 50 districts. As per 2011 census, Madhya Pradesh has a population of 72 million[1] accounting to 6 percent of India's population. State population has grown at 20.3 percent between 2001 - 2011. Population density of the state is 236[2] persons per square kilometer and is significantly lower than the national average of 382 persons per square kilometer. Further, distribution of population among the districts is uneven with 21 districts registering population density of less than 200 persons per square kilometer resulting in regions with relatively higher and lower human capital availability.
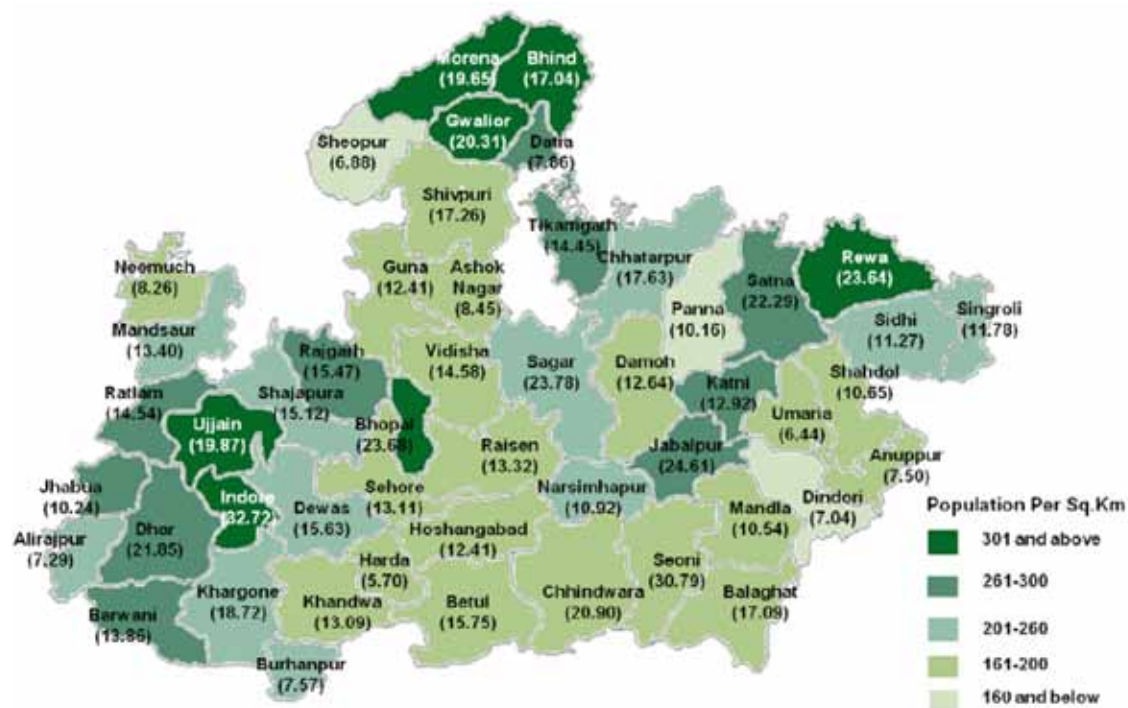


Majority of the state (around 72 percent) population still lives in rural areas. However, there has been a steady growth in urbanization, with the emergence of industrial clusters in the districts of Indore, Bhopal, and Gwalior as destinations for intra state migration.

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[1] http://censusindia.gov.in/2011-prov-results/data_files/mp/04population.pdf%2050%20No23.4.pdf
[2] http://censusindia.gov.in/2011-prov-results/data_files/mp/04population.pdf%2050%20No23.4.pdf

| Demographic Trends in Urban Districts of Madhya Pradesh | | | |
|---|---|---|---|
| District | Population in Crores (2011) | Percentage of Urban Population | Population Growth Rate (2001-11) |
| Indore | 3.27 | 74% | 32.7% |
| Bhopal | 2.36 | 81% | 28.5% |
| Gwalior | 2.03 | 63% | 24.4% |

Scheduled Castes and Scheduled Tribes constitute over a third of the total population. Scheduled Tribes form 20.63 percent of the total population as against 8.20[3] percent at an all India level. There were 46 recognized Scheduled Tribes of which three tribes have been classified as "Special Primitive Tribal Groups". Twenty one districts in the state including Mandla, Dhar, Jhabua, Sidhi, Khargone, Seoni, Shahdol and Chhindwara are identified as tribal districts in Madhya Pradesh. The percentage of Scheduled Caste population to the total population of the state is 13.14 percent, which is lower than the all India average of 16.20 percent[4]. An aspiration towards seasonal work related migration, stemming from socio-economic backwardness and lack of sustainable local livelihood/employment opportunities in the region, has been observed amongst the surveyed tribal population in the state.

As of 2011, the gender ratio of the state stands at 930 females per 1000 males. Gender ratio had constantly increased over the last three decades though it is still lower than the current national average of 940. Tribal districts such as Dindori, Alirajpur, Mandla and Balaghat have more women than men, indicating the need to emphasize special focus on skilling of women in these areas. Madhya Pradesh primarily being a rural economy, the role of women in capacity building cannot be undermined. The government is making concerted efforts towards a healthy gender ratio in the state through various schemes such as Laxmi Ladli Yojana, Janani Suraksha Yojna, Gaon Ki Beti[5] etc. Twenty six districts constituting 46.06 percent of the total population of Madhya Pradesh have a better gender ratio than the state average.

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[3] http://censusindia.gov.in/Tables_Published/SCST/STCRC_23.pdf
[4] http://www.mp.gov.in/spb/annualplan/annual%20plan.htm
[5] http://www.mpinfo.org/mpinfonew/english/mp_schemes/index.asp

**Female Population Per 1000 Male Population**
- 986 and above
- 951-985
- 916-950
- 881-915
- 880 and below
- ★ Tribal districts
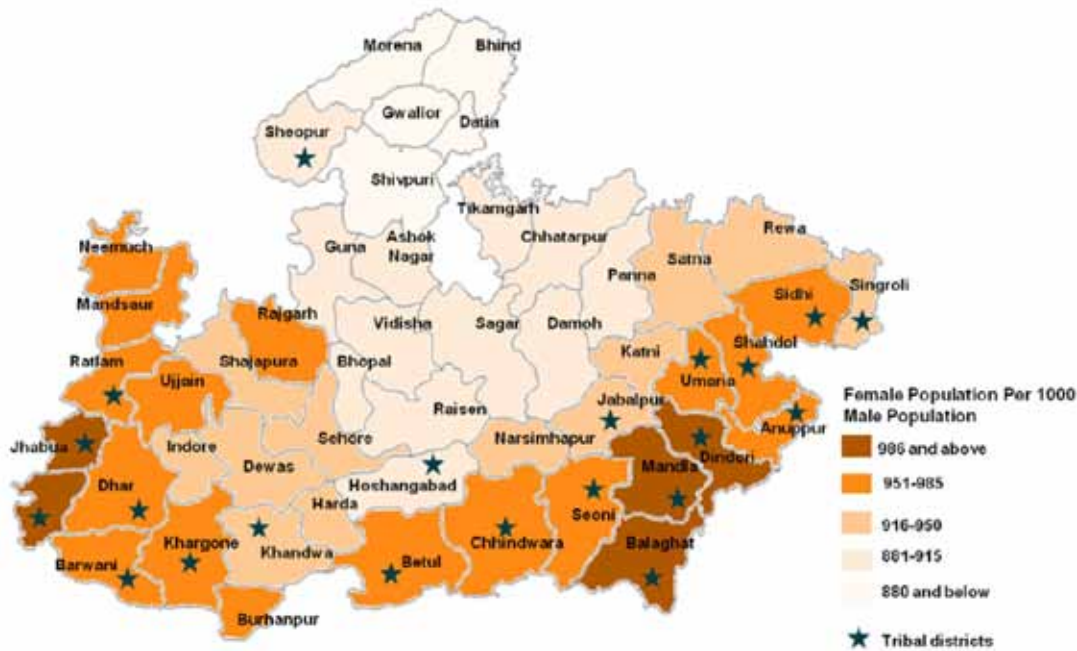
## Population Growth in Madhya Pradesh

**Population distribution by age group in Madhya Pradesh has been witnessing** significant changes, largely due to control of population growth which, has resulted in net decline of 2.33 lakh child population (0-6 years) during 2001-2011. As per KPMG estimates, the state has a significant demographic dividend, with a rising working age population and a sizeable population chunk in the lower working age spectrum. Between 2012 and 2017, an additional 4.9 million[6] people are expected to enter the labour market, followed by another 4.5 million[7] people during 2017-22.

**Madhya Pradesh Demographic Estimations**
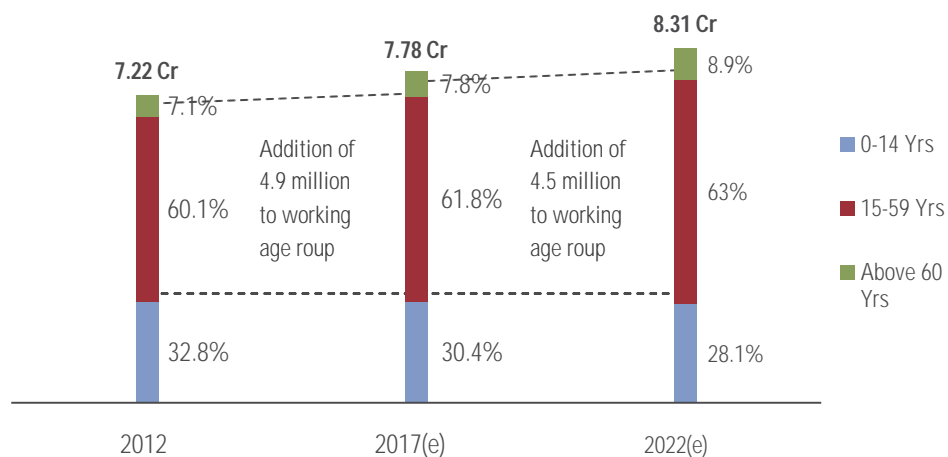


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[6] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

[7] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

Availability of working age group population in a district is an indication of human resource potential in the district economy. Distribution of available working age group population among the districts of Madhya Pradesh, estimated based on nominal growth rate, is presented in the graph above. However migration would play a crucial role in determining the exact composition of the population. Ensuring adequate skilling of the available workforce is necessary to increase their productivity and thus propel state economic growth.
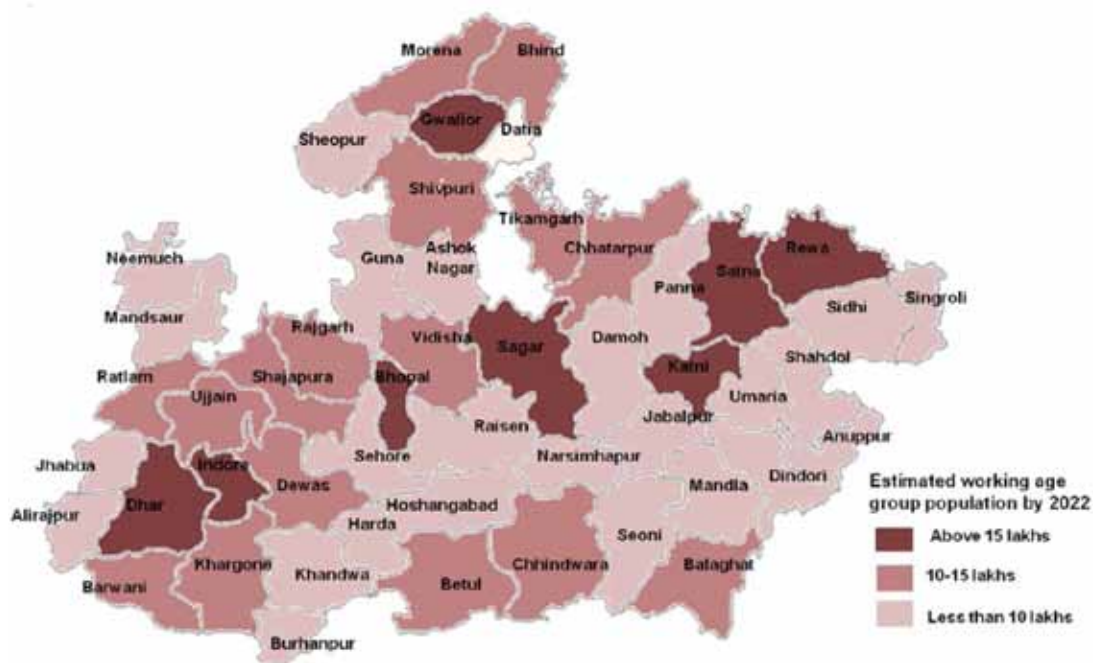


## Literacy

According to Census 2011, literacy rate in the state stood at 70.63 percent as against 74.02 percent at national level. Over the past two decades, the government has made significant effort towards increasing literacy levels in the state by implementing schemes such as Total Literacy Campaign, Padna Badhna Andolan, Lok Samark Abhiyan and more recently through Sarva Siksha Abhiyan.

**Literacy Rate Comparison of Madhya Pradesh with India**
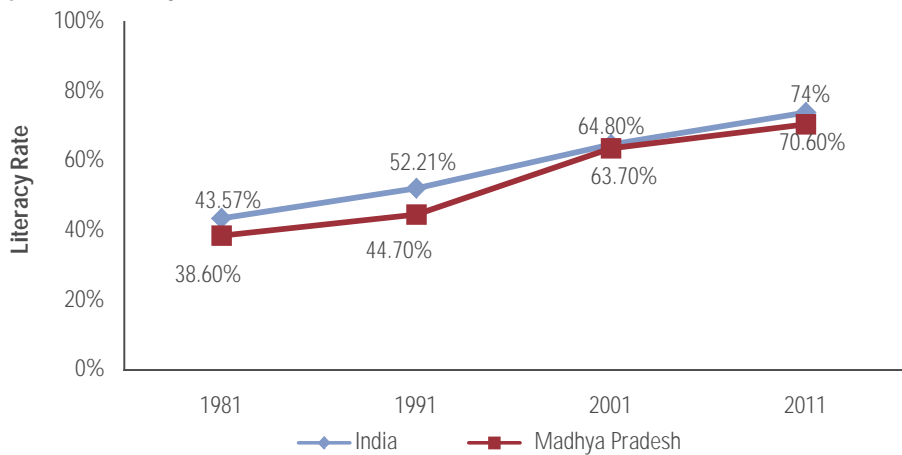


While the mass education initiatives like SSA (Sarva Shiksha Abhiayan) have significantly increased the literacy rates in urban districts of Bhoapl, Indore, Jabalpur, the reach of these programs is still limited in tribal districts including Jhabua, Alirajpur, Barwani, Sheopur. Literacy levels in these regions is alarmingly low, at less than 60 percent. Stengthening of primary education infrastructure, and monitoring of mass education schemes,must be laid emphasis on,in these pockets.
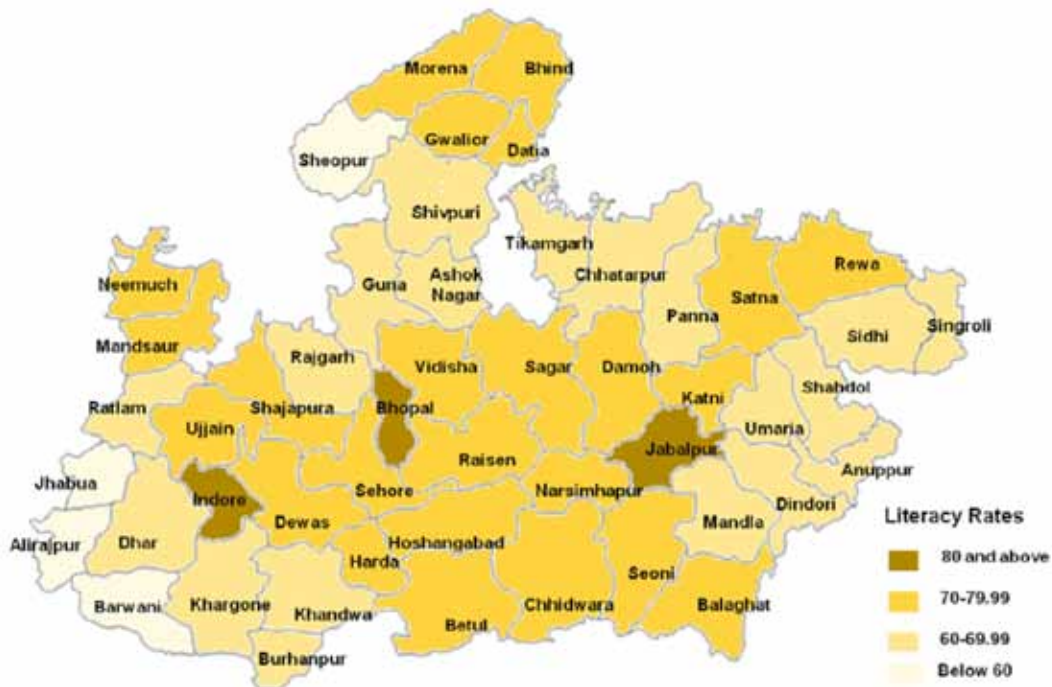


However, female literacy rate at 60.02 percent is still lower than the all India female literacy rate of 65.46 percent, and much lower than the Madhya Pradesh male literacy rate of 82.14 percent. Inequity in literacy has been observed between urban and rural areas, with rural literacy rate in the state being 65.29 percent and urban literacy being 79.4 percent[8].

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[8] http://www.censusindia.gov.in/2011-prov-results/data_files/india/Final%20PPT%202011_chapter6.pdf

**Enrolment in K12 Institutions in Madhya Pradesh**
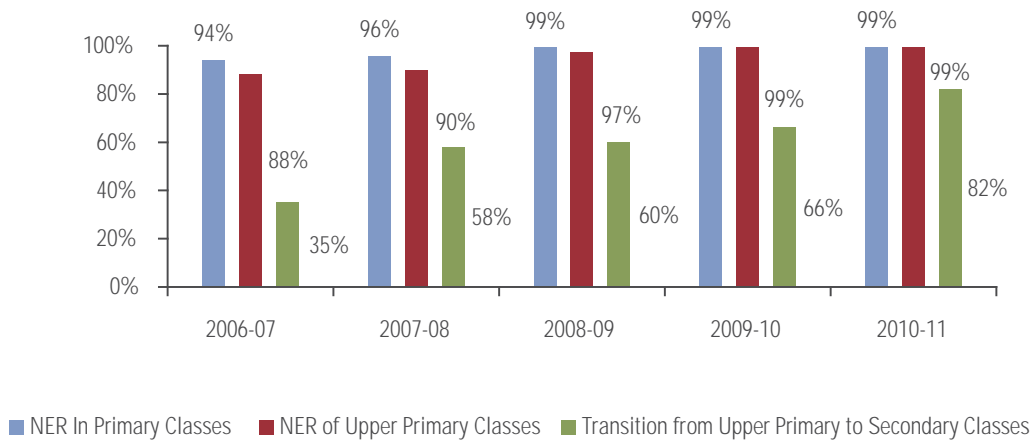


Figure1: Enrollment in K12 Institutions in Madhya Pradesh[9]

While the State has progressed towards providing universal access to all regions and ensuring high enrolment, further efforts are required to increase retention of students across higher levels of education. Significant drop out rates are witnessed after school education, resulting in low enrollments in higher education - predominantly due to limited access, and inadequate quality higher educationalinstitutions in the state.

**High Drop-out Rate in Madhya Pradesh**
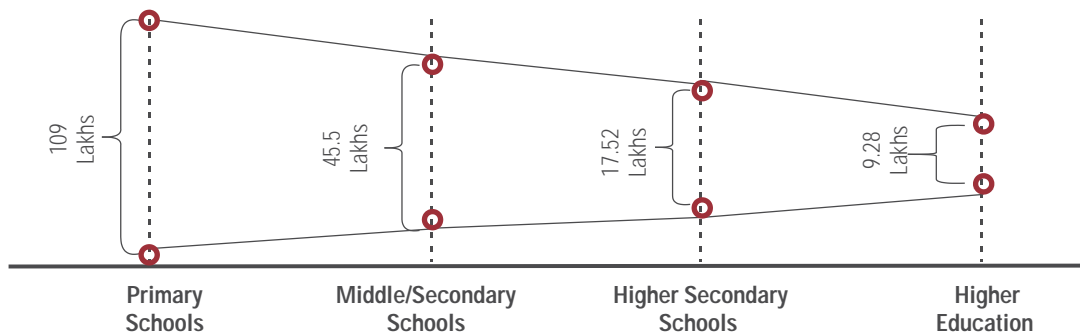


Successful implementation of universal education programs at the school level has to now be followed by expansion in higher education facilities. The last decade, which has seen remarkable growth in primary education facilities, has not witnessed proportional capacity expansion in higher educational institutions.

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[9] MP Annual Plan 2012-13 presentation to Planning Commission and http://www.ssa.mp.gov.in/RETENTION.pdf

**Growth of Educational Institutions in Madhya Pradesh**
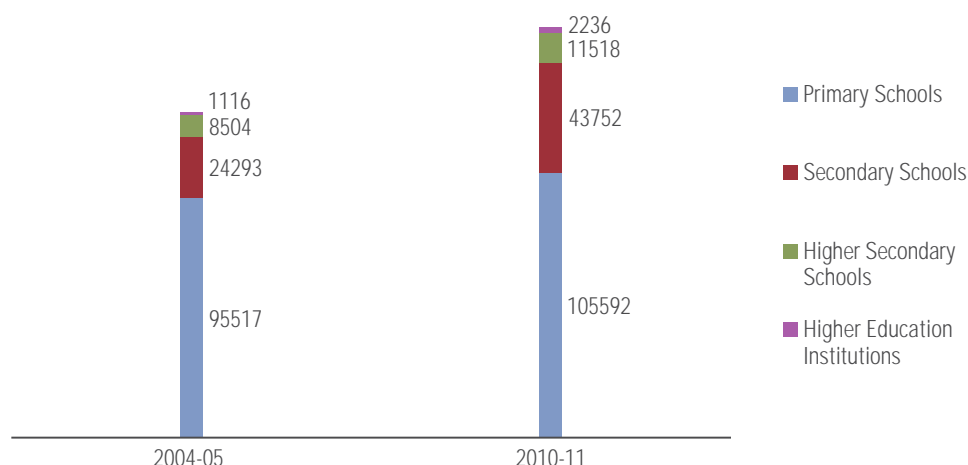


Figure 2: Growth Educational Institutions in Madhya Pradesh[10]

## Healthcare

The state is undergoing significant demographic changes and hence, it is important to achieve inclusive growth across gender, age, castes and regions to sustain the growth momentum. Historically, Madhya Pradesh has been plagued by challenges of poor healthcare, given the geographical spread and low level of development. The state is ranked a low 20th in the Human Development Index, 2008-09[11] - covering aspects of poverty, employment, health, education, rural infrastructure, development of the weaker sections of society, women and child development, and social security. In recent times, Madhya Pradesh has performed well in the area of education with the state registering highest GER (6-13 years) during 2008-09. Healthcare parameters continue to be a cause of concern due to low penetration of healthcare facilities, especially in the backward districts of the state. Life expectancy at birth (both male and female) and Infant Mortality Rate in the state continue to be on the lower side.

A comparative view of Madhya Pradesh with neighboring states is presented in the table.

| Performance of Madhya Pradesh in comparison to other Indian states on healthcare indicators | | | | | | | |
|---|---|---|---|---|---|---|---|
| Health Indicators | 2005 | 2010/2009* | | | | | |
| (As per SRS Data) | Madhya Pradesh | Madhya Pradesh | Andhra Pradesh | Madhya Pradesh | Maharashtra | Orissa | All India |
| Infant Mortality Rate | 76 | 62 | 46 | 44 | 62 | 61 | 47 |
| Crude Birth Rate | 29.4 | 27.3 | 17.9 | 21.8 | 17.1 | 20.5 | 22.1 |
| Crude Death rate | 9.0 | 8.3 | 7.6 | 6.7 | 6.5 | 8.6 | 7.2 |
| Total Fertility Rate | 3.6 | 3.3* | 1.9* | 2.5* | 1.9* | 2.4* | 2.6* |

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[10] Department of Higher Education, Department of School Education, GoMP
[11] http://indiabudget.nic.in/es2011-12/echap-13.pdf

# 5   State of the Economy

The state economy's GDP has registered a growth rate of 9.07 percent CAGR between 2006 and 2012(Advance Estimates), while the national GDP grew at 7.8 percent[12] during the same period. This indicates a gradual shift in the economy from primary to secondary and tertiary sectors. In 2011-12, the primary sector contributed to one-fifth of the total GSDP, while contribution from the secondary sector had remained almost constant at a little less than one third of the total economy between 2009-10 and 2011-12. Tertiary sector has shown the maximum growth amongst the segments with a contribution of 46.96[13] percent in 2011-12.

**Madhya Pradesh Economic Performance**
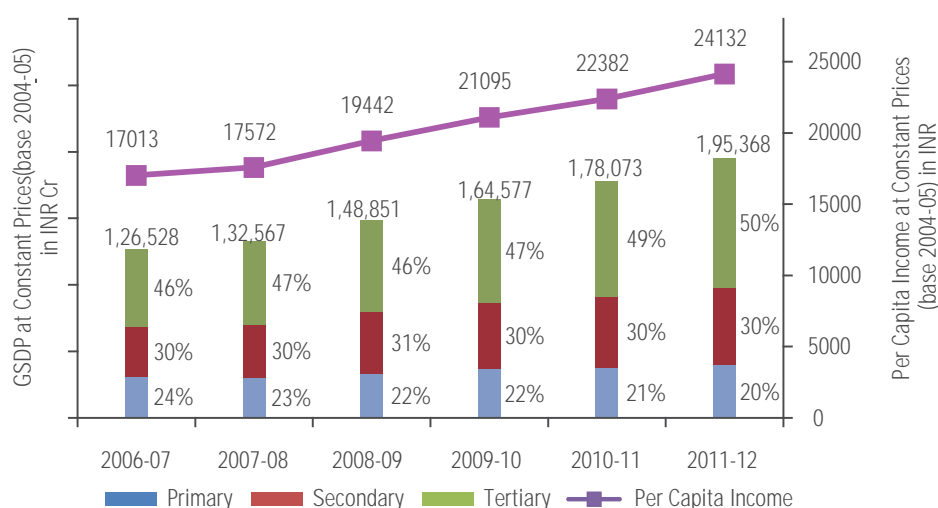


In 2011-12, primary sector contributed to one-fifth of the total GSDP while contribution from secondary sector had remained almost constant at a little less than one third of the total economy between 2009-10 and 2011-12. Tertiary sector has shown the maximum growth amongst the segments, with a contribution of 46.96[14] percent in 2011-12.

While the state per capita income ( Estimated at constant prices 2004-05 base) has increased from INR 17,013 to INR 24,132 between 2006-07 and 2011-12, it is still lower than the national level average of INR 38,005 during 2011-12. Per capita income at current prices has grown at the rate of 7.29% and 12.04 % per annum for Madhya Pradesh and All India level respectively during 1999-2000 to 2009-10. In terms of contribution of individual districts to the overall state economy, urban districts of Indore, Bhopal, Jabalpur predominantly dominated by services sector acount for a major share. Fifteen key districts  in  Madhya Pradesh contribute to about 55% of the total state economy.

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[12] http://indiabudget.nic.in/es2010-11/echap-01.pdf
[13] Directorate of Economics and Statistics, Government of Madhya Pradesh, Bhopal
[14] Directorate of Economics and Statistics, Government of Madhya Pradesh, Bhopal

**Economy of Key Districts in Madhya Pradesh**

**(2008-09 Estimates At Current Prices)**

| District | Primary Sector | Secondary Sector | Tertiary Sector | Total |
|---|---|---|---|---|
| Indore | 9% | 21% | 70% | 16,324 Cr |
| Bhopal | 5% | 25% | 70% | 11,045 Cr |
| Jabalpur | 21% | 25% | 54% | 9,041 Cr |
| Sidhi&Singrauli | 57% | 26% | 16% | 6,913 Cr |
| Ujjain | 30% | 25% | 45% | 6,606 Cr |
| Gwalior | 11% | 27% | 62% | 6,426 Cr |
| Chhindwara | 47% | 17% | 36% | 5,642 Cr |
| Sagar | 29% | 23% | 48% | 4,757 Cr |
| Dhar | 46% | 22% | 32% | 4,714 Cr |
| Shahdol | 47% | 22% | 31% | 4,444 Cr |
| Hoshangabad | 38% | 22% | 40% | 4,286 Cr |
| Satna | 20% | 28% | 52% | 4,253 Cr |
| Ratlam | 33% | 17% | 50% | 4,033 Cr |
| Betul | 34% | 32% | 34% | 3,856 Cr |
| Guna | 40% | 22% | 38% | 3,833 Cr |

■ Primary Sector  ■ Secondary Sector  ■ Tertiary Sector

## 5.1 Agriculture

Madhya Pradesh is predominantly an agrarian economy with agriculture, animal husbandry and fisheries being the nucleus of the primary sector in the state. The state has greater dependence on agriculture, both from an economic as well as employment perspective.

Between 2006-07 and 2010-11, the sector's contribution to GSDP at current prices grew at 13.5%[15]. While the absolute growth of the sector at current prices shows an increasing trend, the rate of growth across different years has been highly fluctuating. Further, between 2006-07 and 2010-11, secondary and tertiary sectors grew at a higher pace than agriculture - consequently, the relative contribution of agriculture sector to the state economy, reduced from 23.85% to 20.93%[16].

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[15] Directorate of Economics and Statistics, Government of Madhya Pradesh, Bhopal
[16] Directorate of Economics and Statistics, Government of Madhya Pradesh, Bhopal

**Growth of Agricultural Output in the State**
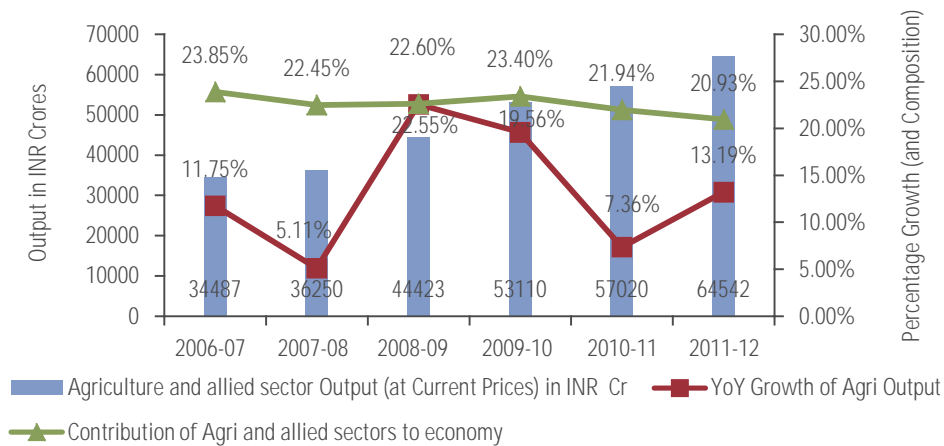


Erratic and uneven distribution of monsoon is one of the main constraints in accelerating and sustaining growth of the sector. Between 2007 and 2011, state had witnessed severe drought in 37 to 41[17] districts adversely along with rainfall deficiency ranging from 26 days to 30[18] days at the state level.

With only 32.5%[19] of the total cultivable land under irrigation, the remaining land tract is dependent on rainfall for cultivation, and hence prone to vagaries of nature. Of the net irrigated area, 67.8[20] percent of the irrigation is received from wells and tube wells, indicating higher dependence on ground water sources, which could become a cause of concern with depleting water table levels.

As of 2005-06, operational land holding pattern in the state indicates that small and marginal land holdings constitute over 67.6 percent of the total land holdings with area covering only 29.17 percent of the land area. Between 2000 and 2006, the average landholding size reduced from 2.22ha to 2.02h[21]a. Such small and marginal farmers are involved in subsistence farming in small landholdings, where deployment of agricultural implements is difficult. The state has been traditionally on the lower side of usage of fertilizers. Though between 2001 and 2010, usage levels increased from 44.35 kg per ha to 77 kg per ha, it is still lower than national average of 128 kg per ha.[22]

Because of the above reasons, the state lags behind the national average in the productivity of certain key agro produces such as rice, wheat, maize, mustard and sugarcane. State's performance is comparative to the national average in crops such as soyabean, jowar, bajra, mustard[23] etc.

[17] Deputy Relief Commissioner, Government of Madhya Pradesh
[18] Madhya Pradesh – Statistics at a Glance, various years, Directorate of Economics and Statistics, GoMP
[19] Commissioner, Land Records, Gwalior, Madhya Pradesh
[20] Agriculture Economic Survey of Madhya Pradesh, 2012
[21] Agriculture Economic Survey of Madhya Pradesh, 2012
[22] Agriculture Economic Survey of Madhya Pradesh, 2012
[23] Commissioner, Land Records, Gwalior and India Agricultural Statistics at a Glance, 2010

**Comparison of Agricultural Productivity (2008-09)**
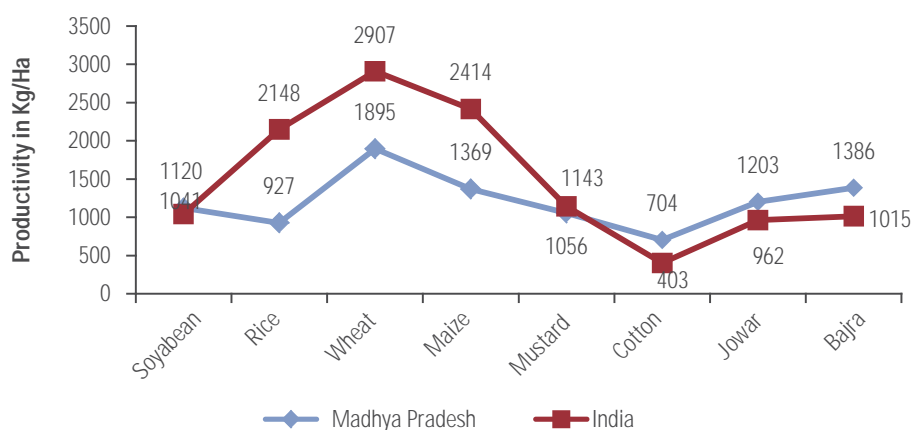


Despite decreasing relative contribution to the overall economy, employment and occupational dependence of the state on agriculture is very high. Of 42.74 percent worker participation in the state, 72 percent of the total workers are dependent on agriculture and allied activities - which is higher than the national average of 58 percent[24] employment dependency on agriculture. Further, analysis of the 5th Economic Census of Madhya Pradesh indicates that out of the 17.35 lakh establishments, around 95% establishments were non-agriculture based. Comparing results with that of Economic Census, 1998, agricultural establishments had recorded negative growth, indicating reducing interest in undertaking commercial/trading based activities based on agriculture.

Analysis of the macro-economic scenario from an agriculture sector perspective indicates a need to diversify the skill set of the current population involved in the primary sector, to ensure a sustained livelihood mechanism.

Agri-allied sectors such as horticulture, dairy farming, and fisheries, complement traditional agricultural activity, in increasing the earning potential of those involved in agriculture.

**Animal husbandry and livestock** is an integral part of agri allied sector. Animal husbandry, especially cattle and goats and sheep, poultry and piggery, have been providing rural livelihood opportunities. Cattle is also the main source of draught power in agricultural operation and rural transportation in the state.[25]The sector registered a growth of 19.5 percent between 1997 and 2007, reaching a total value of INR 4.07 crore. The well known indigenous breeds of cattle in the state include Malvi, Nimari and Kenkatha. Madhya Pradesh is the seventh largest producer of milk in the country with 7.514 million metric tonnes[26] milk production in 2011-12. Egg production in the state stood at 757 million as of 2011-12. Meat production reported the highest CAGR of 13.3% and has gone up from 10800 tonnes in 2001-02 to 38000 tonnes in 2010-11.

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[24] Census of India, 2001
[25] Livestock Census, GOI, Ministry of Agriculture, Dept of Animal Husbandry, Dairying and Fisheries
[26] Integrated Sample Survey, GOI, Ministry of Agriculture, Dept of Animal Husbandry, Dairying and Fisheries

**Growth in Livestock in Madhya Pradesh**
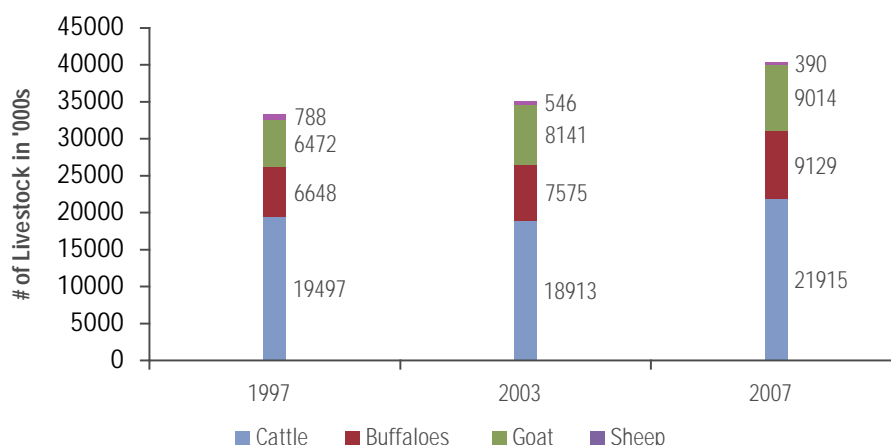


Fisheries are an agri allied activity which supplements livelihood income, besides serving as food and nutritional support for the family.Inland fish production in the state is necessitated due to the land-locked situation of Madhya Pradesh. There is still vast potential to be tapped. Out of 3.49 lakh ha of water area available in the form of ponds and tanks, 98 percent area has been brought under fisheries activities. As per the New Fisheries Policy, 2008 including Fishery Federation, the water bodies like village ponds and reservoirs are managed by the various bodies in the state. Production of fish increased from 47457 M tonnes in 2001-02 to 66678 M tonnes in 2010-11.

| Livestock Growth Clusters in Madhya Pradesh | |
|---|---|
| **Activity** | **Districts** |
| Dairy | Vidisha ,Bhind, Dhar, Gwalior, Ratlam, Sheopur, Shajapura, Ujjain, Raisen, Sidhi, Indore, Shivpuri, Chhatarpur, Rewa, Satna |
| Piggery | Panna,Mandla,Chhattarpur,Satna,Rewa,Jabalpur,Balaghat,Rajgarh,Bhind, Sidhi, Dindori, Vidhisha, Shivpuri, Guna, Betul, Damoh, Katni |
| Goatery | Jhabua,Sidhi,Shivpuri,Dhar,Chhattarpur,Chhindwara,Tikamgarh,Barwani,Balaghat,Mandsaur ,Ratlam,Panna,Guna,Shajapur,Ujjain,Satna |
| Sheep Rearing | Barwani,Tikamgarh,Chhattarpur,Shivpuri,Morena,Gwalior,Bhind,Shajapur,Rewa,Sidhi,Rajgarh,Khandwa,Mandsaur,Jhabua,Datia. |
| Poultry | Jabalpur,Barwani,Jhabua,Indore,Chhindwara,Dhar,Sidhi,Betul,Bhopal,Mandla,Balaghat, Seoni, Khargone, Khandwa, Shahdol. |

Horticulture is one of the emerging sectors in the state, with area under horticultural crops like fruits, vegetables and spices, showing significant increase in recent past. Around 8.2 lakh hectares of land is under horticulture crops in Madhya Pradesh. Of the total land area under horticulture, vegetables occupy 34.5 percent, spice crops occupy 44.4 percent and fruits occupy 16 percent.   Between 2001-02 and 2010-11, production of horticulture crops grew at a CAGR of 10.8 percent.

Increasing income levels of farmers, providing additional employment due to labour intensive nature, and suitability for cultivation even on small and marginal operational holdings, are the primary reasons for the thrust on the horticulture sector in the state. The sector is also a potential foreign exchange earner through the export of aromatic and medicinal plants.

**Growth in Area under Horticulture in Madhya Pradesh**
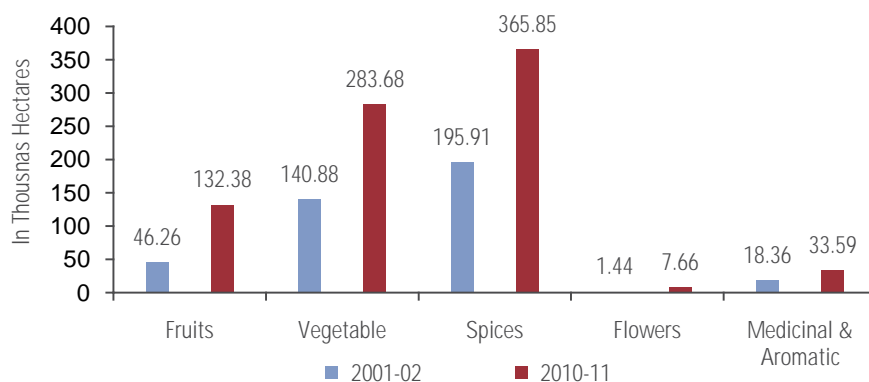


Over 73 percent[27] of the funding in the sector is directed towards establishment of Spice Gardens, creation of water resources, establishment of new plantations and flower gardens, and in organic farming. The state is also investing in setting up appropriate post harvest facilities such as packing houses, refrigerated vans and mobile processing unit, cold storage facilities, perishable cargo handling facilities, and in organizing whole sale markets and rural markets[28].

| Horticulture Clusters in Madhya Pradesh | |
| --- | --- |
| **Crop** | **Districts** |
| Garlic | Ujjain, Shajapur, Mandsaur, Ratlam, Jhabua, Indore, Dewas |
| Coriander cluster | Shajapur, Mandsaur, Ratlam, Indore, Dewas |
| Chilli cluster | Sagar, Chhindwara, Indore, Dhar, Khargone, Khandwa, Badwani, Burhanpur |
| Orange cluster | Bhopal, Betul, Hoshangabad, Chhindwara, Ujjain, Shajapur, Mandsaur |
| Aonla cluster | Bhopal, Sagar, Jabalpur, Ujjain, Shajapur, Ratlam, Jhabua, Badwani |
| Banana cluster | Betul, Dhar, Khargone, Khandwa, Badwani, Burhanpur, Hoshangabad |
| Mango cluster | Bhopal, Betul, Hoshangabad, Sagar, Jabalpur, Ujjain, Jhabua, Dewas, Indore |
| Flowers cluster | Bhopal, Indore, Ujjain |

[27] Madhya Pradesh Horticulture Mission
[28] Madhya Pradesh Horticulture Mission

Sericulture is another key agri-allied activity that is prominent in the state. Around 3281 hectares of land is under mulberry cultivation and 921 hectares under tussar cultivation in the districts of Indore, Dhar, Khandwa, Sehore, Raisen, Vidisha, Mandla, Balaghat, Hoshangabad etc. Between 2007-08 and 2009-10, tussar cocoon production increased from 254 lakhs to 610 lakhs, mulberry cocoon production from 390000 kgs to 4785000.[29] The sector generated a total employment of 29547 in 2009-10, of which 67 percent was from tussar cultivation, 31 percent from mulberry and the remaining from Eri silk cultivation.

Agriculture and allied activities output in the state has regional variations depending on the land area under cultivation, nature of soil, irrigation facilities and scope for allied activities in the districts. A comprehensive view of information related to crops and allied activities for districts contributing significantly to overall state Agri and Allied sector output is presented in the table.

| Key Activities in Districts with High Agri and Allied Sector Output | | | |
|---|---|---|---|
| **District** | **Contribution of District to Overall State Primary Sector Output** | **Major Crops** | **Agri- Allied Activities** |
| Dhar | 4.42% | Soyabean, Wheat, Cotton Horticulture of vegetables and spices. | Dairy, Goatery and Fisheries |
| Ujjain | 4.27% | Wheat, Maize, Soyabean, Jowar, Cone, Channa. Horticulture of fruits, vegetables and medicinal plants. | Dairy, Sericulture |
| Chhindwara | 4.23% | Horticulture of spices, fruits and medicinal plants. | Forest Produce, Diary, Piggery, Poultry and Goatery |
| Jabalpur | 4.06% | Wheat, Paddy, Channa and Maize | Dairy, Sericulture |
| Hoshangabad | 3.39% | Wheat, Soya bean and Pulses. Horticulture of vegetables | Forest Produce, Sericulture, Dairy, Poultry, Piggery and Goatery |
| Guna and Ashoknagar | 3.25% | Soya bean, Wheat, Paddy, Channa, Maize, Sugarcane, Jowar, Pulses. Horticulture of fruits, vegetables and spices. | Dairy, Goatery and Fisheries |

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[29] http://www.mpsericulture.nic.in/Physical.htm

| | | | |
|---|---|---|---|
| Dewas | 3.20% | Soyabean, Gram.<br>Horticulture of vegetables. | Dairy, Goatery |
| Indore | 3.08% | Wheat, Channa.<br>Horticulture of flowers, fruits and spices | Dairy, Sericulture and Fisheries |
| Shajapur | 2.95% | Channa, Soyabean, Wheat, Maize, Jowar.<br>Horticulture of flowers, fruits and spices | Dairy, Fisheries and Sericulture |
| Vidisha | 2.86% | Wheat, Soyabean and Channa | Dairy, Fisheries and Sericulture |
| Sagar | 2.85% | Wheat, Linseed and Jowar | Dairy |
| Ratlam | 2.80% | Soyabean, Maize, Chickpea, Wheat.<br>Horticulture of fruits and spices. | Diary, Goatery |
| Sehore | 2.76% | Soyabean, Wheat, Channa, Maize, Paddy, Gram and Mustard.<br> Horticulture of spices, vegetables and fruits | Forest Produce, Dairy |
| Mandsaur | 2.65% | Wheat, Soyabean, Jowar, Maize, Pulses, Urad, Gram, Arhar, Opium.<br>Horticulture of fruits, vegetables and spices. | Dairy, Fisheries |
| Khargone | 2.63% | Cotton, Wheat, Soyabean and Chilli | Dairy, Goatery |
| **Top 15 districts account to over 50% of total state Agriculture and Allied Activities output** | | | |

## 5.2   Secondary Sector

Madhya Pradesh is endowed with rich mineral deposits and other natural resources, providing tremendous potential for industrial growth. Secondary sector in the state grew at a compounded growth rate of 17.09[30] percent between 2006-07 and 2011-12, though its contribution to state GDP continued to remain almost constant at around 29 percent during the same period.

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[30] Directorate of Economics and Statistics, Government of Madhya Pradesh, Bhopal

**Contribution of Secondary Sector towards GSDP**
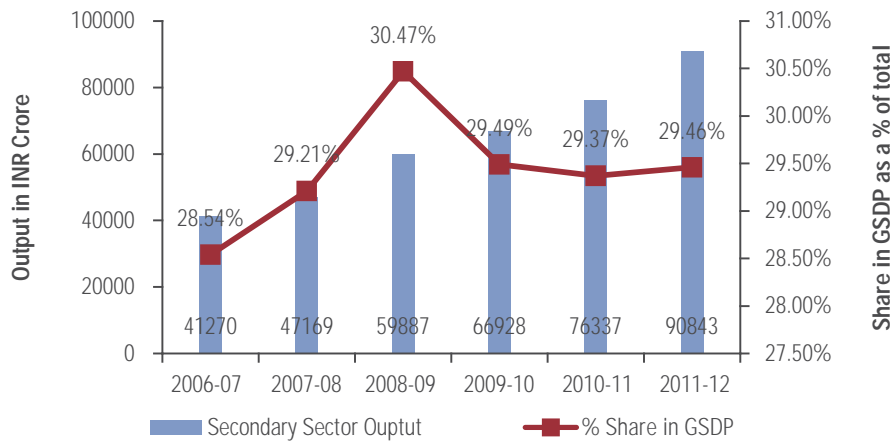


Figure 3: Contribution of Secondary Sector towards GSDP[31]

In order to achieve the state's economic agenda of attracting industrial investment as well as the social agenda of generating employment opportunities, the state government is undertaking several initiatives towards these objectives.

The state's Industrial Promotion Policy, 2010, has several features such as a single window clearance system, development of industrial infrastructure, establishment of facilitation centers such as Audyogik Kendra Vikas Nigam, MP TRIFAC etc, for attracting large scale investments. The state periodically conducts investor meets and road shows to attract investment from domestic and global corporates. The last Global Investor Meet –II organized at Khajuraho in 2010, had attracted MoUs with proposed investments to the tune of INR 2,35,736 crores.[32]

The state has established 19[33] Industrial Growth Centers in Gwalior, Indore, Bhopal, Jabalpur and Rewa regions of MPAKVN to attract investments in large and medium scale industries. The state has also set up the following infrastructure across various priority sectors - Food Parks (Hoshangabad, Chhindwara, Bhind, Mandla, Khandwa and Mandsaur), Apparel Park (Indore and Jabalpur), Agri Export Zones (Bhopal), Diamond Park(Panna), Stone Park (Satna) and Integrated Infrastructure Development Centers (Neemuch, Mandsaur, Khargone, Sagar, Tikamgarh, Morena and Satna).[34]

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[31] Directorate of Economics and Statistics, Government of Madhya Pradesh, Bhopal
[32] http://www.business-standard.com/india/news/power-mining-mous-top-investments-at-khajuraho-meet-in-madhya-pradesh/412562/
[33] http://www.mpindustry.org/ind-InfraGrowthCenter.asp
[34] http://www.mpindustry.org/ind-Infra-Glance.asp

Morena  Bhind
Gwalior  Datia
Sheopur
Shivpuri
Tikamgarh
Neemuch  Guna  Ashok Nagar  Chhatarpur  Rewa
Mandsaur  Rajgarh  Vidisha  Sagar  Panna  Satna  Sidhi  Singroli
Ratlam  Shajapura  Bhopal  Damoh  Katni  Shahdol
Ujjain  Raisen  Jabalpur  Umaria
Jhabua  Indore  Sehore  Narsimhapur  Anuppur  Dindori
Alirajpur  Dhar  Dewas  Hoshangabad  Mandla
Harda  Seoni
Khargone  Khandwa  Betul  Chhindwara  Balaghat
Barwani
Burhanpur

**Category of Allied Activities**
★ Food Parks
▲ SEZs
◆ IT Parks
▭ Diamond & Jewellery Parks
⬭ Auto Cluster
● Apparel Park
● Stone Park
◆ ICD/IID

The state is also encouraging MSME segment through entrepreneurial drives, 'Escort Service' to entrepreneurs through Rajiv Gandhi Udyami Mitra Yojana (Central Sector Scheme), besides supporting venture funding through state agencies such as Madhya Pradesh Financial Corporation as well national institutions such as SIDBI, IDBI etc[35].

Government is also investing in creating the appropriate social infrastructure to support the industrialization in the state. The state has 8596.10 MW[36] of installed generation capacity, comprising of state level thermal and hydro generation projects apart from drawing from the national grid. As of 2010-11, the state had 4709 kilometers of national highways and 10249 kilometers of state highways with total road length of 99329 kms[37]. However, the state's roadway average of 53.68 km/100 sq km is much lesser than the national average of 83 km/100 sq km[38], indicating backwardness from a connectivity perspective. Main cities as well as mineral rich districts are well connected through railway services, though backward regions are yet to witness any major rail projects.

Due in part, to several favorable government initiatives, there has been perceivable growth in the secondary sector. Industrial growth, in terms of investment, has been predominantly propelled by large-medium scale industries whereas small scale industries have played a significant role in contributing to employment generation in the state. Industrial investment in the state grew at a CAGR of 12.4% between 2006-07 and 2011-12. In 2011-12, SSI category attracted an investment of INR 4300 Crores through 20,100 units, generating an additional employment of 46,000.

[35] Madhya Pradesh Annual Economic Survey 2011-12
[36] http://mp.gov.in/spb/annualplan/ap-2011-12/Volume%20-1%202011-12.pdf
[37] Madhya Pradesh Annual Economic Survey 2011-12
[38] http://mp.gov.in/spb/annualplan/ap-2011-12/Volume%20-1%202011-12.pdf

**Investment and Employment in LMI and SSI Sectors**
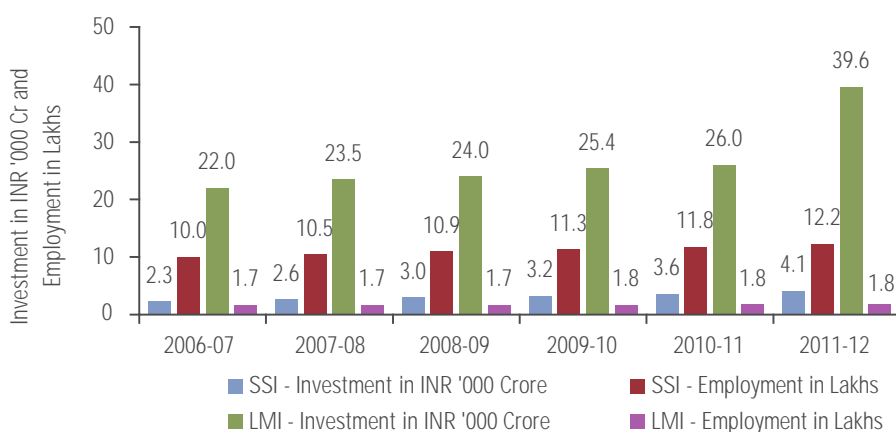


Figure 4: Investment and Employment in SSI and LMI sectors[39]

The trend of large scale industries generating low employment opportunities is primarily due to high levels of automation and mechanization in the industries, with demand for only skilled manpower, in lesser numbers, to operate the machines.

While the state is steady on its path of industrialization, it is still restricted to certain pockets in the region - with most of the other districts being untouched by significant industrial activity. Given the declining attractiveness of agriculture from a sustainable employment perspective, unless headway is made in increasing investment in MSME segments to generate manifold employment opportunities, it would be difficult to accommodate workforce displacement from primary sector.

Agro-products, Chemical and Chemical Products consumer goods, drugs and pharmaceuticals, mines and minerals, manufacturing and textiles sectors are some of the key sectors that are attracting major investments into Madhya Pradesh.

Food processing is one of the key sectors in the state with agri and agri-allied activities contributing over 20% to the GSDP. Covering 5 crop zones and 11 agro climatic zones, the state has a diversified farming environment with total cropped area of 20.4 mn hectares. The state had a marketable surplus of 3.8mn tonnes of wheat and 4.3 mn tonnes of soyabean besides paddy, cotton, gram and rapeseed which could be exploited by the food processing industries in the state. Food parks have been established in the following districts - Jaggakhedi – Mandsaur District, Nimrani – Khargone District, Pipariya – Hoshangabad District, Borgaon – Chhindwara District, Malanpur - Ghirongi – Bhind District and Maneri – Mandla District. Besides these, another Agricultural SEZ is being planned near Jabalpur and approvals for another set of 16 food parks are in the pipeline. These provide tremendous opportunity for the growth of the sector in the coming decade, especially in the following food processing categories

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[39] Madhya Pradesh Annual Economic Survey 2011-12

## Food Processing Sector Opportunities in the State

| Produce | Processed Food and Other Opportunities |
| --- | --- |
| Cereals and Pulses | Maize - Dairy feed, Cornflakes, Starch, Oil<br>Wheat - Packaged Atta, Maida, Porridge (Dalia), Suji, Pasta<br>Soyabean - Soya Milk, Soya Protein, Extruded foods, Soya flour<br>Rice - Rice Bran, Puffed Rice, Flaked Rice, Bran Oil |
| Vegetables | Potato - Flour, Chips<br>Onion - Dehydrated Flakes<br>Green Peas - Dehydrated Peas, Frozen Peas<br>Tomato - Puree, Ketchup, Sauces, Concentrate |
| Spices | Chilli, Ginger, Garlic, Coriander - Powder, Oleoresin, Paste |
| Fruits | Mango, Orange – Juice, Pickles, Jams, Squash |
| Meat | Meat and Meat products, Modernization of abattoirs |
| Fisheries | Fish wafers, Sausages, Soup, Cutlets, Fish feed, Fish balls |

The following are the key agriculture export clusters in the state of Madhya Pradesh

## Key Agri Export Zones

| Produce | Districts Covered |
| --- | --- |
| Potato, Onion & Garlic | Dhar, Indore, Dewas, Shajapur, Ratlam, Ujjain, Mandsaur, Neemuch |
| Spices, Coriander & Fenugreek | Guna, Ujjain, Rajgarh, Shajapur, Ratlam, Mandsaur, Neemuch |
| Wheat- Durum & Sharbati | Ujjain, Dewas, Shajapur, Ratlam, Mandsaur, Neemuch, Indore, Dhar, Bhopal, Guna, Sehore, Vidisha, Raisen, Hoshangabad, Harda & Narsinghpur |
| Pulses Lentil & Gram | Shivpuri, Guna, Vidisha, Raisen, Narsinghpur, Chhindwara |
| Oranges | Chhindwara, Hoshangabad, Betul |

**Minerals Mining and Processing:** Madhya Pradesh is one of the key mineral production states India. The state has rich deposits of coal, limestone and manganese,andis also the only source of diamond mining in India. Bauxite, Copper, Dolomite, Fire Clay and Granite/Marble stones are the other mineral resources available in the state. Balaghat, Singrauli, Panna, Katni, Satna and Sagar are among the mineral rich districts of Madhya Pradesh.  Presence of rich mineral base has resulted in the growth of mineral based industries like cement, power, steel and stone processing in the mineral clusters. Regions with key mineral resource deposits are presented in the map.

**Category of Mineral Resources**
- ★ Coal
- ▲ Limestone
- ◆ Diamond
- ▬ Manganese
- ⬭ Bauxite
- ● Copper
- ● Dolomite
- ◆ Fire Clay
- ▲ Dimensional Stone

**Cement:** Madhya Pradesh being a state with rich lime stone and coal reserves, has significant opportunities for the growth of Cement industry. Madhya Pradesh is ranked third in cement production, while accounting for 12% of India's total production during 2008-09.(Source: Cement Manufacturers Association of India). Satna district has emerged as a main cement producing region in the state, due to proximity to key raw material deposits. Damoh-Panna and Rewa regions have potential for the growth of cement industry.

**Auto-Auto Components:** Strategic location of the state in the central part of India provides key advantages for the well connected regions of Madhya Pradesh to emerge as auto clusters. Two wheeler and four wheeler assembling units have established presence in Pitampur auto cluster near Indore. Pitampur-Indore region region is witnessing accelerated growth of auto components manufacturers fuelled by the establishment of OEMs (Original Equipment Manufacturers) Mahindra, Eicher, Volvo and Bajaj in the region. Pitampur region is emerging as a major auto cluster supported by infrastructure including auto testing track and auto research centre. State's policy of incentives for automobile component sector is contributing positively to the growth of this sector.

**Manufacturing of Engineering/Electrical Goods:** Key manufacturing regions in the state like Bhopal have traditionally been a hub for engineering & electronic component manufacturing units (Govindpura Cluster). Large public sector undertakings like BHEL are present in the state. State's thrust to provide fiscal and non fiscal incentives to the sector, has fuelled growth in other regions like Indore.

**Textiles:** Textiles is one of the key sectors in Madhya Pradesh, with the state being one of the highest cotton producing states in India, with a production of 14.50 lac bales of cotton in 2009-10, which is equivalent to 6% of total cotton produced in country. The state has a rich tradition of weaving, and has more than 55 mills generating exports worth over USD 325 million per annum. There are over 43,000 power looms and 47,000 handlooms in the state. Several leading players such as Aditya Birla Grasim, Mafatlal, Vardhman Group, Indo Rama Synthetics, SKumars, Pratibha Syntex Ltd etc are present in the state. The state is promoting the sector through development of textile infrastructure such as the following

- Readymade Garment Complex coming up at Indore at an investment of Rs. 140.1 million
- Indore Textile cluster for readymade garments industry, over 1260 garment units
- Apparel Designing Centre established under TCIDs scheme
- Garment Cluster at Jabalpur – Rs. 439.3 million
- Apparel Park in SEZ Indore - area of 133 acres – Rs. 290.7 million
- CLC Textile Park at Pandhurna Park in Chhindwara over 60 acres of land
- Garment Textile Park at Pardeshipura in Indore over 40 ha. of land

**Handicrafts:** Madhya Pradesh has tremendous potential for handicraft activities ranging from stone carvings, one of India's oldest handicrafts, to modern zari works. While the traditional handicrafts are practiced mainly in rural parts of Madhya Pradesh, modern handicrafts are popular in urban regions like Indore, Bhopal and Gwalior. List of key handicraft activities in Madhya Pradesh are presented in the table.

| Handicrafts Activity | Potential Regions |
| --- | --- |
| Bamboo & Cane | Shahdol, Balaghat, Mandla, Seoni |
| Dolls | Gwalior, Bhopal, Jhabua |
| Floor Coverings | Sironj, Jhabua, Jabalpur, Shahdol |
| Folk Paintings | Bundelkhand, Gondwana, Nimar, Malwa |
| Iron Craft | Villages in Madhya Pradesh |
| Jute | Bhopal, Indore, Gwalior |
| Ornaments | Tikamgarh, Jhabua, Sheopur |
| Papier Mache | Gwalior, Bhopal, Ratlam |
| Stone Carvings | Gwalior, Jabalpur, Tikamgarh |
| Stuffed Leather Toys | Gwalior, Indore, Dewas |
| Terracotta | Bundelkhand |
| Textiles | Malwa, Nimar |
| Woodcraft | Malwa, Nimar, Bundelkhand, Sheopur, Rewa |
| Zari Work | Bhopal, Gwalior, Indore |

**Bio Technology:** Bio Technology is one of the emerging sectors in Madhya Pradesh. The state has envisaged becoming a leader in the field through a sector specific policy, and constituting a nodal agency to oversee the growth of the sector. The state provides impetus to the sector through incentives ranging from capital subsidy to training assistance. Bio Technology Park in Indore, Institute of Life Science & Technology in Bhopal and Bio fuel Park near Rewa, are key infrastructure available in the state. Agricultural research on hybrid varieties and clinical trials are amongst the key activities undertaken in the state.

**Chemical and Pharmaceuticals:** Madhya Pradesh is a leading basic chemicals producing state in India. Bina refinery in Sagar district with a capacity of 6 million tons is one of the largest refineries in India. Support structure created through

AKVN has resulted in the growth of Pharmaceutical industry in Pithampur region near Indore. Leading drug manufacturers like Ranbaxy, Lupin have established manufacturing facilities in the Pithampur cluster.

Key industrial activity in both large scale industries segment and small scale segment for major industrial districts of Madhya Pradesh is presented in the table below.

| Snapshot of Key Industrial Districts in Madhya Pradesh | | | |
|---|---|---|---|
| District | Contribution of District to Overall State Manufacturing Output | Potential Sectors for Large Scale Industrial Growth | Key MSME Activities |
| Indore | 12.9% | Textile and Food Processing | Food Processing , Pharma, Auto-Auto components, Plastic Products , Paper Products, Textile and Construction Based Material |
| Bhopal | 9.0% | Engineering Products, Electrical Products, Chemicals, Food Processing, Biotech, Pharmaceuticals, Plastics and Textile | Engineering, Food Processing, Paper Products and Construction Based Material |
| Jabalpur | 6.8% | Engineering Products, Electrical Products, Chemicals, Stone, Mineral Processing, Food Processing, Forest Produce and Herbals | Food Processing, Paper Products, Construction Based Material and Engineering Products |
| Ujjain | 4.8% | Chemicals, Textile and Plastic Products | Paper Products, Plastic and Household Utensils, Chemicals, textile and Construction Based Material |
| Gwalior | 4.2% | Engineering Products ,Stone Processing, Electrical Products, Food Processing and Chemicals | Engineering Products, Food Processing , Basic Metal Processing and Agro Based |
| Dhar | 3.7% | Auto-Auto Components, Engineering Products, Textile, Pharmaceuticals, Plastic Products and Basic Metal Processing | Engineering Products, Pharmaceuticals, Plastic Products and Metal Products |

| Satna | 3.6% | Non-Metallic Minerals, Basic Metal Processing , Electrical Products and Food Processing | Stone Crushers, Ash Fly Brick Manufacturing and Jaggery Manufacturing |
|---|---|---|---|
| Dewas | 3.1% | Engineering Products, Metal, Agro based, Textile based, Pharmaceutical and Electrical based | Metal Based Industries, Textile ,Engineering Products, Agro Based and Paper Products |
| Sagar | 2.9% | Mineral Processing, Stone, Food Processing and Agro Based | Food processing, Metal, , Engineering Products and Construction Based Material |
| Khandwa | 2.5% | Textile, Agro Based | Paper Products, Textile, Furniture |
| **Top 10 districts account to over 50% of total state manufacturing output** | | | |

## 5.3  Tertiary Sector

Tertiary sector is the largest contributor to the state economy, contributing 46.94% to GSDP in 2011-12, with a 5 year CAGR of 17.36%[40]

**Contribution of Tertiary Sector towards GSDP**
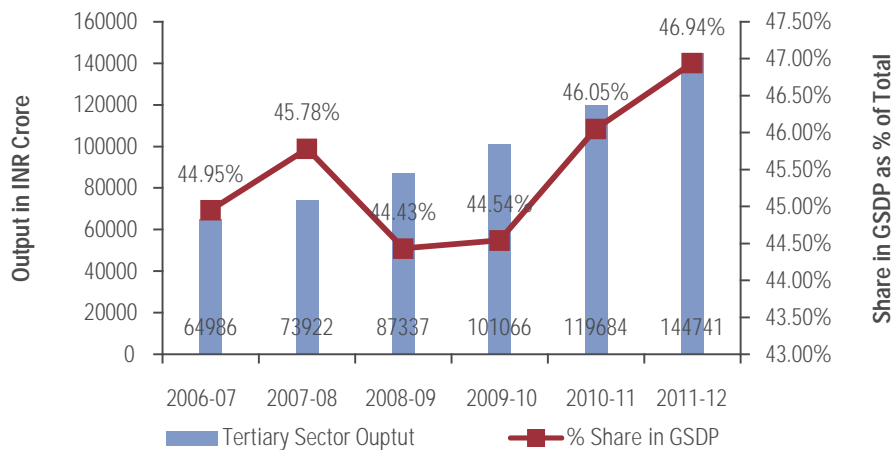
Key components of tertiary sector include hospitality sector, ownership of dwelling, business services, banking and insurance and public administration.

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[40] Directorate of Economics and Statistics, Government of Madhya Pradesh, Bhopal

**Composition of Tertiary Sector in Madhya Pradesh (2008-09)**



- Other Services 20.27%
- Public Administration 10.48%
- Real Estate, Ownership of Dwelling, Business Services, Legal 15.19%
- Banking & Insurance 8.80%
- Communication 3.55%
- Storage 0.21%
- Transport by other means 6.82%
- Railways 4.54%
- Trade, Hotels, Restaurants 30.15%
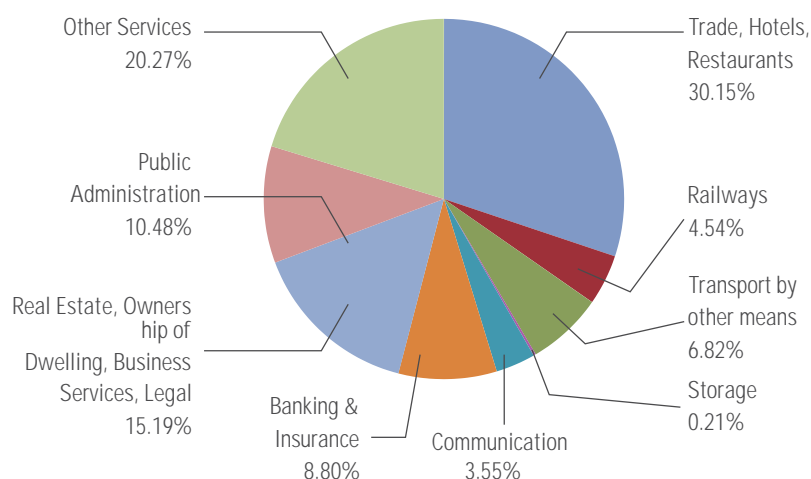
The state governments, over the past decade, have undertaken several initiatives towards transforming Madhya Pradesh into a knowledge economy. The state had drafted the IT Policy way back in 1999. With increasing focus on adoption of IT in every sphere of public service activity, the sector is expected to contribute significantly to the economy.

**IT/ITES:** The state government has allotted 212.63 acres of land at Badwai to set up a IT Special Economic Zone on a PPP basis. The government is also in the process of developing IT Parks at Jabalpur and Gwalior and has allotted 36.43 ha and 12 ha of land respectively[41]. State government's proposal for setting up 21 IT SEZs have been accepted by the central government, giving a boost to IT sector in the state. MOUs worth Rs. 77 billion have been signed with 20 companies[42] for investment in IT sector in the State IT Parks at Bhopal, Gwalior, Indore, Jabalpur and Crystal IT Park. Softwares worth Rs. 2.22 billion have been exported during 2009-10[43]. Government is also planning to establish Centre for Excellence in Government Engineering Colleges in the state. The following are the industry-academia partnership in the IT sector - Engineering College Jabalpur – IBM, Engineering College Ujjain – ORACLE, Engineering College Rewa – Microsoft, Engineering College Sagar – CISCO and Sardar Valabh Polytechnic – ADOBE[44]

**Financial Services:** Banking and financial services isanother key sector in the tertiary category in the state. There are totally 4281[45] branches in the state with 1901 rural branches, 1158 semi urban branches and 1222 urban branches. State Bank of India has the largest network in the state with 995 branches. From a microfinance perspective, total number of SHGs linked by the banks in the state as on 31 March 2007 was of the order of 70,000 while SGSY groups linked by banks was around 42,000[46]. Apart from this, many small loans under the priority and non-priority sector have been extended by the banks. However, comparing the performance of state (57% linkage banking) against national average of 80%[47] linkage, between 2005 and 2007, indicates that Madhya Pradesh, despite being a recipient of several donor driven projects having a significant microfinance component, progress on linkage front has been lower.

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[41] Madhya Pradesh Annual Plan 2011-12
[42] http://www.mptrifac.org/PotSector/IT-ITES.pdf
[43] http://www.mptrifac.org/PotSector/IT-ITES.pdf
[44] Madhya Pradesh Annual Plan 2011-12
[45] http://www.dif.mp.gov.in/bep/banksum.aspx
[46] http://www.microfinanceindia.org/download_reports/madhya_pradesh_vision_document.pdf
[47] http://www.microfinanceindia.org/download_reports/madhya_pradesh_vision_document.pdf

**Tourism and Hospitality:** The state ranks fifth in the number of domestic tourist arrivals in India. Tourism has consistently contributed to more than 16% of the NSDP for the past 5 years. The state has 31% of its area with forest cover. It has 9 National parks and 25 Wildlife Sanctuaries. Tourism spots like Khajuraho, Bhimbaitka and Sanchi have been recognized as world heritage centers. Pilgrim Tourism has been the main driver for tourists in the State. Kanha, Bandhavgarh, Pench, Panna and Shivpuri are famous tiger reserves. There are 382 tourist sites, of which 18 major centers which attract a large number of domestic and foreign tourists have been short listed for comprehensive development. Madhya Pradesh with an annual tourism influx of around 0.11 million generates benefits equivalent to Rs. 637 crores[48]annually.

| Category of Activity | Tourist Locations |
|---|---|
| Heritage Sites | Gwalior, Datia, Orchha, Khajuraho, Bhopal, Sanchi, Burhanpur etc |
| Wildlife parks, lakes, rivers and hill stations | Pachmarhi, Amarkantak, Kanha, Bandhavgarh, Panna, Satpura, and Pench Valley National Parks: Tigra Lake (Gwalior), Upper Lake (Bhopal), Gandhi Sagar (Mandsuar), etc. |
| Metros and major tourism centers | Pachmarhi, Khajuraho, Bhopal, Gwalior, Indore, Jabalpur etc. |
| Pilgrim Tourism | Ujjain, Maheshwar, Omkareshwar, Chitrakoot, Bhopal, Sanchi, Orchha, Amarkantak, Rajim, etc. |

**Trade and Retail:** The prospectsfor organized retail sector in the state has increased with an increasing per capita income. The state has been witnessing growth of several organized mall spaces such as The Great India Place by Collage Group in Bhopal with a area of 7 lakh square feet; Ashima Mall[49], Bhopal spread over 6 lakh square feet; DB City Mall at Bhopal; Future Group's Central at Indore; Treasure Island[50] spread over 8.60 lac sq ft by Entertainment World Developers Limited, etc. Corporate players have been gradually penetrating rural retail market through initiatives such as DCM Shriram Consolidated Limited (DSCL)'s Agri-Business[51], ITC's Choupal Sagar, HUL's Shakti, Mahindra & Mahindra's Shubhlabh and Tata's Kisan Sansar. Despite growth in organized retail, unorganized format is still dominant in the state.

**Transport and Logistics**: Strategically located at the heart of the nation, Madhya Pradesh is well connected to major cities of Delhi, Mumbai, Nagpur, Ahmedabad etc. There are 19 National Highways with total length of 5064[52] km passing through the state, besides 18373 km of state highway. Madhya Pradesh, having a great agrarian base, offers significant opportunity for warehousing and transportation. MPWLC runs warehouses for the storage of agriculture products and minors forest produce offered by individuals, co-operative societies and other institutions. The strategic location of the state makes it an obvious choice to become a prominent warehousing hub.

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[48] http://www.mptrifac.org/PotSector/TourismSecto.pdf
[49]http://www.imagesfashion.com/content/aashima-mall-shapes-up-as-the-next-big-thing-in-bhopal-1604.aspx
[50] http://www.timalls.com/treasure_island_jablpur.html
[51] Economic times and The Hindu
[52] http://www.nhai.org/statewise1.asp

**Healthcare:** Healthcare system in Madhya Pradesh is still in its nascent state of evolution, particularly in the rural areas[53]. The state has 13.6 PHCs and SHCs per lakh population, which is marginally less than the national average of 14.2[54].

While tertiary sector contributes significantly to the economy of districts of Madhya Pradesh with Retail, Hospitality, Transportation& Logistics, Banking& Financial services accounting for the bulk of employment in this segment, industry is highly fragmented with limited growth of organized players. Penetration of organized players in services segment is mostly limited to urban pockets of Bhopal, Indore, Jabalpur, Gwalior, and Ujjain. Key tertiary activities in prominent services economy districts contributing to over fifty percent of total state services economy,are presented in the table.

| Key Service Sectors in Districts with High Tertiary Sector Output | | | |
|---|---|---|---|
| **District** | **Contribution of District to State Tertiary Sector** | **Organized Service Sectors** | **Un-Organized Service Sectors** |
| Indore | 14.4% | IT-ITES, Hospitality, Logistics, Retail, Healthcare | Retail, Transportation Services, Financial Services, Facilities Management |
| Bhopal | 9.9% | IT-ITES, Financial Services, Hospitality, retail, healthcare | Retail, Hospitality, Financial Services, Facilities management, Transportation services |
| Jabalpur | 6.2% | Financial Services, Retail | Logistics, Retail, Hospitality |
| Gwalior | 5.1% | Hospitality, Tourism, Financial Services | Transportation and Logistics, Retail, Hospitality |
| Ujjain | 3.7% | Tourism, Hospitality, Financial Services | Retail, Hospitality, |
| Sagar | 2.9% | Financial Services, Tourism, Hospitality | Retail, Transportation, Logistics, |
| Satna | 2.8% | Healthcare, Education | Hospitality, Retail, Logistics |
| Ratlam | 2.6% | Healthcare, Financial Services, Education | Retail, Transportation , Hospitality |
| Chhindwara | 2.6% | Financial Services, Education | Retail, Hospitality, Transportation |
| Rewa | 2.4% | Financial Services, Education, Healthcare | Retail, Hospitality, Transportation |
| **Top 10 districts account to over 50% of total state tertiary sector output** | | | |

[53] http://www.mp.gov.in/health/healthpolicy.HTM
[54] http://nrhm-mis.nic.in/UI/RHS/RHS%202011/District-wise%20Health%20Centres.pdf

The following sectors have been identified as emerging sectors with potential in the future for high economic growth in the state

| Sector | Policy Thrust | Growth Regions |
|---|---|---|
| IT-ITES | Employment and Land Rate Concessions , Exemption of stamp duty , Exemption on tax and acts , Power Related Incentives , Special incentive to invest in e-Governance projects | Indore, Bhopal, Gwalior, Jabalpur |
| Renewable Energy | Special package for mega projects , Industrial investment promotion assistance , 5 year electricity duty exemption on captive power generation , 25% capital subsidy | Gwalior, Indore, Bhopal, Jabalpur and Rewa for solid waste based power. Rajgarh, Neemuch, Mandsaur for solar power. Narmada Basin area for geo thermal energy. Ratlam, Dewas for wind energy |
| Wellness Tourism | Tourism is a thrust sector for the State Government | All major tourist destinations in Madhya Pradesh have potential for the growth of Rejuvenation, Yoga & Meditation, Diseases Management, ayurvedic treatment and spa industries. |
| Logistics | Madhya Pradesh Warehousing & Logistics Corporation (MPWLC) is appointed as the nodal agency for the development of logistics sector Growth thrust on Road ways through encouragement of BOT contracts etc., | Multi Modal Logistics Hub –Pitampur, Composite Logistics Hubs -Bia, Ujjain, Jabalpur Construction of Modern Warehouses -Balaghat, Katni, Shahdol, Shivpuri, Morena Operating & Maintaining CPC –Indore Composite Logistics Hub –Hoshangabad |

# 6    Labour Force Distribution in the State

As per NSSO 66th Round Employment Survey, Worker Participation Ratio (WPR) per 1000 persons in the 15-59 age group based on current daily status is 551 in comparison to the national average of 509. The Labour Force Participation Rate (LFPR) per 1000 persons in the 15-59 age group based on current daily status for rural Madhya Pradesh is 628 as compared to 471 in urban regions. This significant difference arises from better participation of rural people in agriculture. Though the participation rate in rural regions is high, seasonal nature of agricultural work would mean underemployment for a significant section of agricultural labour force in the state. Subsequently, Madhya Pradesh has a low unemployment rate of 38 per 1000 persons in the 15-59 age group based on current daily status of 38 in comparison to the country's average of 67.

Madhya Pradesh has 68.8 percent of its worker population involved in agriculture and allied activities as of 2004 indicating the agrarian nature of the state workforce. Around 16 percent of the worker population is involved in secondary and tertiary activities each, which are low in comparison to the country's average of around 21 percent for both. The distribution of workers in the secondary and tertiary sectors for both the country and the state is dominated by the manufacturing, construction and trade segments.

**Comparison of Worker Distribution by Industry Classification  in secondary and tertiary sector (2008-09)**



Madhya Pradesh Labour force and Workforce for 2012, 2017 and 2022, are estimated considering the LFPR, WPR from NSSO 66th Round Employment Survey and applying it over the estimated population in the 15-59 age group for these periods. Overall labour force and workforce would change because of the change in working age group population (15-59 age group). Projected labour force and workforce for the overall state are presented in the table.

| Madhya Pradesh Workforce Estimations( in lakhs) | | | | | | |
|---|---|---|---|---|---|---|
| Year | Population | Working Age Population | Labour Force | Work force | Incremental Supply 2012-17 | Incremental Supply 2017-22 |
| 2012 | 722 | 434 | 256 | 239 | | |
| 2017 | 788 | 483 | 285 | 266 | 49 | |
| 2022 | 839 | 528 | 311 | 290 | | 45 |

Availability of working age population measured from 15-59 year age group is estimated to grow from 434 lakhs in 2012 to 528 lakhs by 2022. While the period between 2012 and 2017 is estimated to witness an addition of 49 lakhs to the working age group, further addition is expected to drop to 45 lakhs during 2017-22. Labour force measured from the population employed, is expected to increase from 256 lakhs in 2012 to 311 lakhs by 2022, adding 29 lakhs and 26 lakh people to the labour force during XII and XIII plan periods respectively. In order to sustain current levels of worker participation rates, there is a need to create additional jobs in the state at an average rate of around 6 lakh per annum during the XII plan period. To realize the additional employment opportunities over the next decade, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.



Total Population 839 lakhs
Working Age Group Population 528 lakhs
Labour Force 311 lakhs
Work Force 290 lakhs
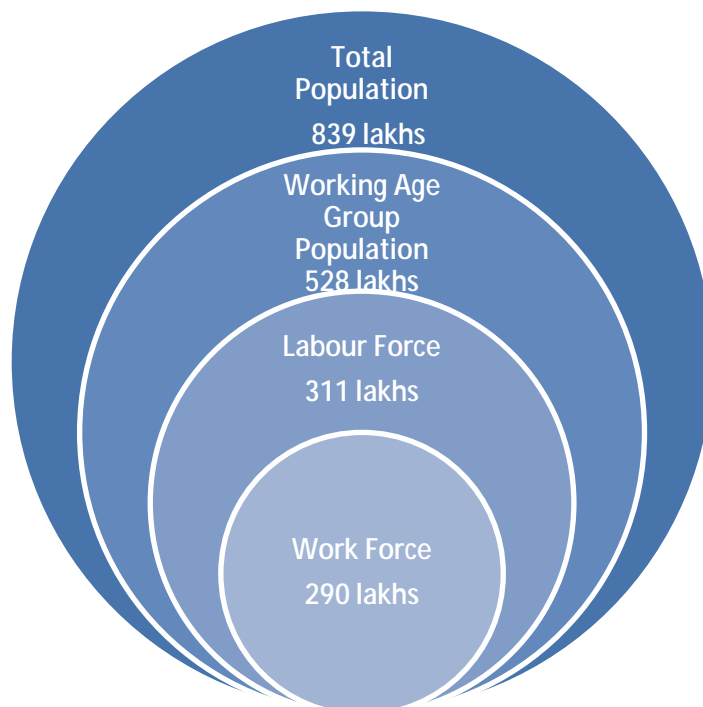
**Estimated workforce composition in 2017 & 2022**

District wise Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with LFPR, WPR from NSSO 66th Round Employment Survey, by apportioning participation rates on a pro rata basis. Projected district wise labour force and workforce are presented in the table.

| District | Estimated Population (2017) | Working Age Population (2017) | Labour Force (2017) | Work Force (2017) | Incremental Supply during 2012-17 |
|---|---|---|---|---|---|
| Indore | 3883892 | 2446852 | 1087693 | 1015181 | 375359 |
| Dhar | 2483185 | 1564406 | 946636 | 883526 | 199512 |
| Bhopal | 2638309 | 1662135 | 711158 | 663747 | 191409 |
| Gwalior | 2292098 | 1444022 | 614907 | 573914 | 178038 |
| Morena | 2212780 | 1394052 | 679839 | 634517 | 169750 |
| Jhabua | 1277518 | 804836 | 486975 | 454510 | 146340 |
| Bhind | 1907270 | 1201580 | 585604 | 546563 | 142049 |
| Khargone | 2050774 | 1291988 | 811810 | 757690 | 134938 |
| Barwani | 1587383 | 1000051 | 622156 | 580678 | 132309 |
| Rewa | 2506056 | 1578815 | 981682 | 916237 | 131789 |
| Sagar | 2519196 | 1587093 | 938279 | 875727 | 131536 |
| Shivpuri | 1894188 | 1193338 | 733162 | 684285 | 126222 |
| Rajgarh | 1720933 | 1084187 | 722225 | 674078 | 124051 |
| Balaghat | 1859537 | 1171508 | 805256 | 751572 | 120889 |
| Khandwa | 1480243 | 932553 | 535398 | 499704 | 115803 |
| Guna | 1409051 | 887702 | 473238 | 441688 | 112652 |
| Katni | 1453116 | 915463 | 502405 | 468911 | 110952 |
| Satna | 2332974 | 1469773 | 848640 | 792063 | 110377 |
| Seoni | 1529705 | 963714 | 630322 | 588301 | 108436 |
| Jabalpur | 2514734 | 1584283 | 880765 | 822048 | 93392 |
| Chhatarpur | 1857647 | 1170318 | 674844 | 629854 | 93008 |
| Vidisha | 1568051 | 987872 | 513161 | 478951 | 91561 |
| Ratlam | 1558230 | 981685 | 621295 | 579876 | 88622 |
| Chhindwara | 2151660 | 1355546 | 846650 | 790207 | 86531 |

| | | | | |
|---|---|---|---|---|
| Mandla | 1176484 | 741185 | 511150 | 477074 | 86443 |
| Dewas | 1654552 | 1042367 | 659919 | 615923 | 85910 |
| Sidhi | 1242636 | 782861 | 437646 | 408470 | 85284 |
| Ujjain | 2049400 | 1291122 | 781180 | 729100 | 84328 |
| Singrauli | 1288073 | 811486 | 458975 | 428376 | 83840 |
| Sehore | 1409032 | 887690 | 518494 | 483929 | 81980 |
| Tikamgarh | 1528775 | 963128 | 647213 | 604066 | 79100 |
| Dindori | 825988 | 520373 | 369820 | 345164 | 76200 |
| Ashoknagar | 950666 | 598920 | 323131 | 301589 | 72620 |
| Shahdol | 1154467 | 727314 | 435114 | 406108 | 71179 |
| Damoh | 1338101 | 843003 | 539461 | 503497 | 69673 |
| Shajapur | 1569767 | 988953 | 706361 | 659271 | 68667 |
| Umaria | 745070 | 469394 | 251169 | 234424 | 65081 |
| Betul | 1616591 | 1018453 | 668962 | 624364 | 62933 |
| Burhanpur | 837405 | 527565 | 311572 | 290800 | 58417 |
| Panna | 1077584 | 678878 | 420950 | 392886 | 56827 |
| Raisen | 1372242 | 864512 | 467640 | 436463 | 55805 |
| Datia | 845434 | 532623 | 374211 | 349263 | 49295 |
| Sheopur | 746295 | 470166 | 266079 | 248341 | 46233 |
| Hoshangabad | 1263842 | 796221 | 426782 | 398330 | 45062 |
| Alirajpur | 772084 | 486413 | 363638 | 339396 | 40411 |
| Narsimhapur | 1109128 | 698751 | 443364 | 413806 | 38197 |
| Harda | 617006 | 388714 | 241765 | 225648 | 37552 |
| Mandsaur | 1328401 | 836892 | 628030 | 586161 | 31843 |
| Neemuch | 838773 | 528427 | 382300 | 356814 | 28873 |
| Anuppur | 753675 | 474815 | 314035 | 293098 | 22723 |

| District | Estimated Population (2022) | Working Age Population (2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Indore | 4247684 | 2676041 | 1219793 | 1137427 | 720076 |
| Dhar | 2681781 | 1689522 | 1048315 | 977528 | 382738 |
| Bhopal | 2832036 | 1784183 | 782768 | 729912 | 367193 |
| Gwalior | 2470271 | 1556270 | 679540 | 633655 | 341542 |
| Morena | 2383000 | 1501290 | 750735 | 700042 | 325643 |
| Jhabua | 1416392 | 892327 | 553627 | 516243 | 280734 |
| Bhind | 2050406 | 1291756 | 645544 | 601953 | 272502 |
| Khargone | 2189730 | 1379530 | 888837 | 828819 | 258860 |
| Barwani | 1718342 | 1082555 | 690591 | 643959 | 253817 |
| Rewa | 2648054 | 1668274 | 1063656 | 991834 | 252820 |
| Sagar | 2661146 | 1676522 | 1016327 | 947700 | 252335 |
| Shivpuri | 2023867 | 1275036 | 803254 | 749015 | 242140 |
| Rajgarh | 1846624 | 1163373 | 794660 | 741002 | 237975 |
| Balaghat | 1984305 | 1250112 | 881114 | 821617 | 231910 |
| Khandwa | 1596000 | 1005480 | 591930 | 551960 | 222153 |
| Guna | 1521272 | 958401 | 523907 | 488530 | 216108 |
| Katni | 1564459 | 985609 | 554641 | 517189 | 212846 |
| Satna | 2454825 | 1546540 | 915648 | 853819 | 211744 |
| Seoni | 1639893 | 1033133 | 692891 | 646104 | 208020 |
| Jabalpur | 2624589 | 1653491 | 942592 | 878944 | 179160 |
| Chhatarpur | 1958973 | 1234153 | 729731 | 680456 | 178424 |
| Vidisha | 1664544 | 1048663 | 558577 | 520860 | 175648 |
| Ratlam | 1652132 | 1040843 | 675469 | 629858 | 170010 |
| Chhindwara | 2251217 | 1418267 | 908326 | 846992 | 165998 |

| | | | | |
|---|---|---|---|---|
| Mandla | 1263786 | 796185 | 563029 | 525011 | 165829 |
| Dewas | 1747378 | 1100848 | 714646 | 666390 | 164807 |
| Sidhi | 1329792 | 837769 | 480239 | 447810 | 163606 |
| Ujjain | 2145830 | 1351873 | 838710 | 782080 | 161773 |
| Singrauli | 1374583 | 865987 | 502243 | 468329 | 160836 |
| Sehore | 1495490 | 942159 | 564288 | 526185 | 157268 |
| Tikamgarh | 1614309 | 1017015 | 700785 | 653465 | 151743 |
| Dindori | 900309 | 567195 | 413335 | 385425 | 146179 |
| Ashoknagar | 1023537 | 644828 | 356738 | 332649 | 139312 |
| Shahdol | 1228673 | 774064 | 474845 | 442783 | 136547 |
| Damoh | 1413337 | 890402 | 584266 | 544815 | 133659 |
| Shajapur | 1647051 | 1037642 | 759964 | 708648 | 131728 |
| Umaria | 809040 | 509695 | 279662 | 260778 | 124849 |
| Betul | 1689644 | 1064476 | 716953 | 668541 | 120728 |
| Burhanpur | 896932 | 565067 | 342197 | 319091 | 112065 |
| Panna | 1138776 | 717429 | 456154 | 425353 | 109015 |
| Raisen | 1436255 | 904840 | 501888 | 467998 | 107054 |
| Datia | 897399 | 565361 | 407303 | 379799 | 94566 |
| Sheopur | 794450 | 500504 | 290443 | 270832 | 88691 |
| Hoshangabad | 1317478 | 830011 | 456195 | 425392 | 86446 |
| Alirajpur | 815671 | 513873 | 393925 | 367326 | 77523 |
| Narsimhapur | 1155066 | 727691 | 473457 | 441487 | 73276 |
| Harda | 656256 | 413441 | 263676 | 245872 | 72039 |
| Mandsaur | 1371739 | 864196 | 664993 | 620090 | 61086 |
| Neemuch | 873502 | 550307 | 408243 | 380677 | 55390 |
| Anuppur | 782175 | 492770 | 334189 | 311622 | 43591 |

# 7    Migration Situation in the State

Migration in Madhya Pradesh is moderate in comparison to the scenario at all India level, with only 11 out of 1000 households reporting migration activity in 2009-10 as against 19 at India level[55]. Madhya Pradesh has a significantly higher migration in urban areas in comparison to rural areas, which is similar to the trend observed at a national level.

The male migration rate is far lower than female migration rate, in both rural and urban areas. In Madhya Pradesh Rural, nearly 53.3 per cent of the females are migrants while the male migration rate is only 3 per cent, and in Madhya Pradesh Urban, the male migration rate is nearly 16 per cent compared to female migration rate of 52 per cent.[56] Based on interactions with migrants, it can be inferred that seeking better livelihood and employment opportunities has been the key driver for migration amongst male population in Madhya Pradesh, and marriage has been the key driver for female population in the state. Around 40.6 percent of the male migrant population migrates for employment related reasons and 13.4 percent migrate for education related reasons while 90.3 percent of the female migrant population migrates due to marriage reasons[57].

**Distribution (per 1000) of Migrants  by Location**
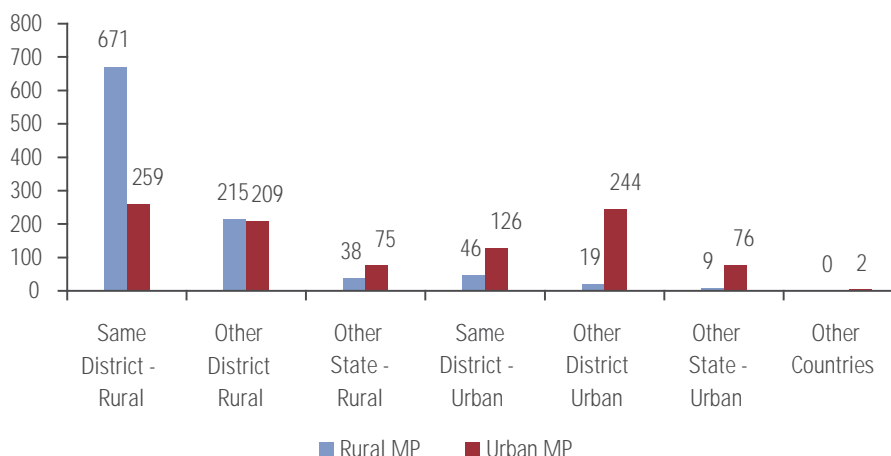


Analysing the pattern of migration in the state, 67% of the migration in rural Madhya Pradesh happens within nearby villages in the same district. Interactions with rural migrants revealed that most of them were unwilling to part from their families and villages for a long period of time. Further, there are a substantial number of livelihood activities that the migrant population gets to engage in, within a 50-100 km radius – which the movement to a distant urban cluster in a different district might not guarantee, given the associated cost factors. Migration from urban to rural areas is predominantly due to female migration associated with marriage reasons.

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[55] Migration in India NSSO 64th Round
[56] Migration in India NSSO 64th Round
[57] Migration in India NSSO 64th Round

Migration offers better economic prospects for individuals in the state as there is significant increase in number of people engaged in economic activities post migration. Non-work related aspects form the prominent reason for migration. A significant increase in self employment has been observed due to migration, both in urban and rural parts of Madhya Pradesh, while casual labour composition shows marginal increase in comparison to other activities, especially in rural Madhya Pradesh.

**Distribution (per 1000) of migrants by their usual principal activity status before and after migration**

| Activity status | Rural MP | Urban MP |
|---|---|---|
| Self Employed - BM | 75 | 53 |
| Self Employed - AM | 219 | 115 |
| Regular wage / salaried - … | 6 | 47 |
| Regular wage / salaried - … | 15 | 106 |
| Casual labour - BM | 143 | 48 |
| Casual labour - AM | 223 | 50 |
| Unemployed - BM | 1 | 20 |
| Unemployed - AM | 0 | 6 |
| Not in labour force - BM | 770 | 822 |
| Not in labour force - AM | 543 | 722 |
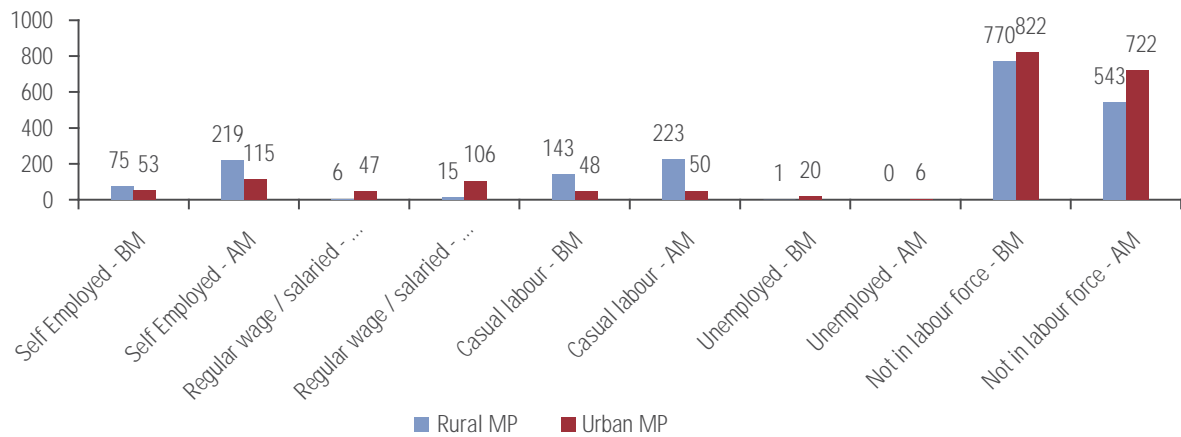
# 8 Incremental Manpower Requirements

Manpower growth in the districts of Madhya Pradesh would be driven by anchor industries varying from agriculture to IT/ITES. Based on our analysis of the industrial situation in the state, the following have been identified as sectors with significant employment potential in the districts of Madhya Pradesh, during 2012-2022.

| District | Horticulture | Sericulture | Animal Husbandry/Fisheries | Handicrafts & Furniture | Auto & Auto Components | Food Processing | Fabrication | Textile & Handlooms | Mineral Processing | Mining | Chemical & Chemical Products | Manufacturing of FMCD | Pharmaceuticals | Construction Based Material | Rubber & Plastics | Paper and Paper Products | IT-TES | Healthcare | Hospitality & Tourism | BFSI | Education and Training | Organized Retail | Communication | Transportation and Logistics | Construction |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Indore | √ | √ | √ | √ | √ | √ | √ | √ | | | √ | | √ | | | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| Bhopal | √ | | √ | √ | √ | √ | √ | | | | √ | √ | | | | | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| Jabalpur | √ | | √ | √ | √ | | √ | | | √ | √ | | | | | | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| Gwalior | | | √ | √ | √ | | | | | √ | √ | | | | | | √ | √ | √ | √ | √ | √ | √ | | √ |
| Ujjain | √ | | √ | √ | √ | | | √ | | | √ | | | | √ | | √ | √ | √ | √ | √ | √ | √ | | √ |
| Sagar | √ | | | | | | | | | √ | √ | | | | | | | | | | | √ | | | √ |
| Chhindwara | √ | | √ | | | | | √ | | | √ | | √ | | √ | | | | √ | | | | | | √ |
| Satna | | | √ | | | √ | √ | | √ | √ | | √ | | √ | | | | | | | | | | | √ |
| Morena | | | √ | | | | | | | | | | | | √ | | | | | | | | | | |
| Dewas | √ | | | √ | √ | | √ | | √ | √ | √ | √ | √ | | √ | √ | | | | | | | | | √ |
| Ratlam | √ | | √ | √ | | | √ | | | | √ | | √ | | | | | | | | | | | | |
| Bhind | | | √ | | √ | √ | √ | | | | √ | | √ | | √ | | | | | | | | | | √ |
| Dhar | √ | √ | √ | | √ | √ | √ | | √ | | √ | √ | √ | √ | √ | | | | | | | | | | |
| Chhatarpur | | | √ | | | | | | | √ | | | | | | | | | √ | | | | | | |
| Rewa | | | √ | | √ | | √ | | √ | √ | √ | √ | | √ | √ | | | | √ | | | | | | |
| Hoshangabad | √ | √ | | | | | | | | | | | | | | | | | √ | | | | | | √ |
| Vidisha | | √ | √ | √ | | √ | | | | | | | | | √ | | | | | | | | | | |
| Guna | | | √ | √ | | | | | | | √ | | | | | √ | | | | | | | | | |
| Betul | √ | | √ | | | | | √ | | √ | | | | | | | | | | | | | | | |
| Raisen | | √ | | √ | √ | √ | √ | √ | √ | √ | √ | √ | √ | | √ | | | | √ | | | | | | |
| Khargone | √ | | √ | | | √ | | √ | | | √ | | | | | | | | | | | | | | |
| Shivpuri | | | √ | | | | | | | √ | | | | | | | | | √ | | | | | | |
| Shajapur | √ | | √ | | | √ | √ | | | | | | | | | | | | | | | | | | |
| Mandsaur | √ | | √ | | | √ | | √ | | √ | | | | | | | | | | | | | | | |
| Rajgarh | | | √ | | | √ | | √ | | | | | | | | | | | | | | | | | |

| District | Horticulture | Sericulture | Animal Husbandry/Fisheries | Handicrafts & Furniture | Auto & Auto Components | Food Processing | Fabrication | Textile & Handlooms | Mineral Processing | Mining | Chemical & Chemical Products | Manufacturing of FMCD | Pharmaceuticals | Construction Based Material | Rubber & Plastics | Paper and Paper Products | IT-TES | Healthcare | Hospitality & Tourism | BFSI | Education and Training | Organized Retail | Communication | Transportation and Logistics | Construction |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Katni | | | √ | | | | | | √ | √ | | √ | √ | √ | | | | | | | | | | | |
| Burhanpur | √ | | | √ | | | | √ | | | | | | | | √ | | | | | | | | | |
| Khandwa | √ | √ | √ | | | | | √ | | √ | | | | | | | | | | | | | | | |
| Damoh | | | √ | | | | | | √ | √ | | | | √ | | | | | | | | | | | |
| Tikamgarh | | | √ | √ | | | | | | √ | | | | | | | | | √ | | | | | | |
| Sehore | | √ | | | | | | √ | | | | | | | | | | | | | | | | | |
| Neemuch | | | | | | | | | | √ | √ | | | √ | | | | | | | | | | | |
| Balaghat | | √ | √ | √ | | | | | | √ | | | | | | | | | √ | | | | | | |
| Shahdol | | | √ | √ | | | | | | √ | | | | | | √ | | | | | | | | | |
| Annupur | | | | | | | | | | | | | | | | | | | √ | | | | | | |
| Bharwani | √ | | √ | | | | | √ | | | | | | | | | | | | | | | | | |
| Narsimhpur | | | | | | √ | | | | √ | | | | | | | | | | | | | | | |
| Datia | | | √ | | | | | | | √ | | | | | | | | | | | | | | | |
| Seoni | | | √ | √ | | | | | | √ | | | | | | | | | √ | | | | | | |
| Ashoknagar | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mandla | | √ | √ | √ | | | | | | √ | √ | | | | | | | | √ | | | | | | |
| Panna | | | √ | | | | | | | √ | | | | | | | | | √ | | | | | | |
| Harda | | | | | | | | | | √ | | | | | | | | | | | | | | | |
| Umaria | | | | | | | | | | √ | | | | | | | | | √ | | | | | | |
| Sheopur | | | √ | | | | | | | | | | | | | | | | | | | | | | |
| Sidhi& Singrauli | | | √ | | | | √ | | | √ | √ | | | | | | | | | | | | | | √ |
| Jhabua | √ | | √ | √ | | | | | | √ | | | | | | | | | | | | | | | |
| Alirajpur | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dindori | | | √ | | | | | | | | | | | | | | | | | | | | | | |

Keeping the current realities of the state in view, along with possible economic growth resulting from favorable government policies, the following estimations on incremental manpower requirement, have been arrived at. According to KPMG estimates, the additional increase in incremental manpower requirement during XII plan and XIII plan periods will be 4 million and 3.8 million respectively. In XII plan period, the targets of job opportunity to be created per annum are 8,00,000 for the state.

Further, incremental manpower requirements have been classified on the basis of skill requirements. Skilled category denote those skills acquired through professional degrees (study duration greater than 5 years after Std X), semi-skilled category denote skills acquired through vocational training (study duration greater than 3 years after Std X) and unskilled

category denote those that require basic understanding of job, which are acquired on the job with minimal/no training requirements. Proportion of skill levels

| Sector | 2012-17 | | | | 2017-22 | | | |
|---|---|---|---|---|---|---|---|---|
| | Skilled Category | Semi-Skilled Category | Unskilled Category | Total | Skilled Category | Semi-Skilled Category | Unskilled Category | Total |
| Agriculture & Allied Activities | NA | NA | 422771 | 422771 | NA | NA | 359915 | 359915 |
| Pharma & Medicinal Products | 204 | 2680 | 1187 | 4071 | 177 | 2326 | 1032 | 3535 |
| Rubber and plastics products | 717 | 6578 | 7036 | 14331 | 622 | 5707 | 6108 | 12437 |
| Food Processing | 4568 | 19227 | 67564 | 91359 | 3966 | 16695 | 58653 | 79314 |
| Fabrication | 575 | 5367 | 5550 | 11492 | 499 | 4660 | 4816 | 9975 |
| Paper & Paper Products | 345 | 3105 | 3451 | 6901 | 300 | 2695 | 2996 | 5991 |
| Chemical & Allied Products | 2420 | 17382 | 28601 | 48403 | 2101 | 15087 | 24828 | 42016 |
| Construction Based Material | 756 | 5425 | 8930 | 15111 | 657 | 4731 | 7753 | 13141 |
| Mineral Processing | 1337 | 11866 | 13542 | 26745 | 1161 | 10300 | 11757 | 23218 |
| Auto and Auto Components | 666 | 8292 | 4355 | 13313 | 578 | 7202 | 3780 | 11560 |
| Textiles | 2002 | 8917 | 29123 | 40042 | 1738 | 7744 | 25285 | 34767 |
| Manufacturing of Electrical Products | 253 | 3037 | 1763 | 5053 | 220 | 2635 | 1548 | 4403 |
| Construction | 30022 | 75654 | 494755 | 600431 | 26728 | 67354 | 440473 | 534555 |
| IT&ITES | 3294 | 62588 | NA | 65882 | 3291 | 62520 | NA | 65811 |
| Healthcare | 3806 | 72317 | NA | 76123 | 5588 | 106169 | NA | 111757 |
| Transportations and Logistics | 22444 | 53716 | 372729 | 448889 | 25660 | 61414 | 426128 | 513202 |
| Retail | 48804 | 123446 | 803838 | 976088 | 40381 | 102138 | 665099 | 807618 |
| Hospitality | 9054 | 45556 | 126461 | 181071 | 7491 | 37692 | 104633 | 149816 |
| Communication | 14558 | 81917 | 194681 | 291156 | 17429 | 87804 | 243340 | 348573 |
| Banking and Financial Services | 23536 | 48883 | 398309 | 470728 | 24679 | 51256 | 417650 | 493585 |
| Education and Training | 9135 | 165790 | 7782 | 182707 | 9907 | 178896 | 9343 | 198146 |

District wise incremental manpower requirements estimation indicate that districts of Indore, Bhopal, Jabalpur, Gwalior and Ujjain have the highest human resource requirement given the industrial and service oriented activities centered around these districts.

| District | Incremental Human ResourceRequirement 2012-22 |
|---|---|
| Indore | 827438 |
| Bhopal | 758419 |
| Jabalpur | 473812 |
| Gwalior | 341759 |
| Ujjain | 286270 |
| Khandwa | 258526 |
| Satna | 230979 |
| Sagar | 230927 |
| Chindwara | 199117 |
| Rewa | 185764 |
| Hoshangabad | 183733 |
| Ratlam | 178717 |
| Guna | 161598 |
| Shahdol | 158385 |
| Dhar | 155365 |
| Morena | 151193 |
| Katni | 149066 |
| Khargone | 144277 |
| Chhattarpur | 142476 |
| Mandsaur | 141735 |
| Betul | 140824 |
| Balaghat | 139142 |
| Sidhi & Singrauli | 138780 |
| Shajapur | 127760 |

| | |
|---|---|
| Shivpuri | 120357 |
| Jhabua & Alirajpur | 119006 |
| Vidisha | 116882 |
| Dewas | 116345 |
| Rajgarh | 114932 |
| Bhind | 113042 |
| Damoh | 110905 |
| Seoni | 104154 |
| Tikamgarh | 102070 |
| Raisen | 99312 |
| Barwani | 95439 |
| Narsimhpur | 95286 |
| Sehore | 90178 |
| Neemuch | 89794 |
| Mandla | 82671 |
| Datia | 67794 |
| Panna | 66053 |
| Shoepur | 65206 |
| Harda | 50705 |
| Umaria | 47831 |
| Dindori | 34371 |

# 9    Human Resource Development Scenario in Madhya Pradesh

## Government Initiatives towards Skill Development

Skill development is one of the focus areas for the Government of Madhya Pradesh. The state government has set up Madhya Pradesh Council for Vocational Education & Training (MPCVET) under the chairmanship of the Chief Minister, as the nodal body to anchor skill development agenda in the state. The objective of MPCVET is to hasten the pace of skill development through identification of key sectors for skill development, coordinating with central and state ministries as well as with industry and private skill training providers.

**Tentative Department wise Composition for Skill Development targets in XII five Yrar Plan**

Total Training Target: 48 Lakhs



Medical Education 2%
Village Industries 2%
School Education 8%
Horticulture 2%
Gas Tradegy Welfare 2%
Transportation 2%
Information Technology 2%
CI & E 2%
Higher Education 8%
Tourism 2%
Agriculture 8%
OBC Ministry 8%
Labour and Employment 8%

Women and Child Development 3%
Technical Education and Skill Development 16%
SC and ST Welfare 8%
Rural Development 8%
Urban Development 8%
Health and Family Welfare 11%

The state's skill development target for the XII Five Year Plan is 48 lakhs with 22 state departments under its ambit to achieve this target. Targets of the Department of Technical Education and Skill Development followed by the Health and Family Welfare constitute over 27 percent of the total training target.

Skill development in the state predominantly happens through two modes – formal skill training institutions, and skill training activities funded on a per candidate basis through government endowments.

## Skill Training through Formal Institutions

Higher education, more specifically technical education, has achieved considerable growth over the past five years in the state. As of 2010-11, the state had 222 engineering colleges with an intake capacity of 82,400 students. However, access to medical education is still a challenge considering the vast population of the state, with limited number of seats. This has led to acute shortage of medical professionals given the increasing demand for health services in the state.

The state has been undertaking several proactive initiatives towards enhancing skill training capacity and capability in the state. Initiatives such as Model ITIs at each district, upgrading infrastructural facilities in vocational training centers, opening up Skill Development Centers in un-serviced blocks besides increasing reach of Community Polytechnics, and encouraging private participation in skill training and apprenticeship activities, are some of the flagship programs of the state under the direct training mandate.

| Course | 2010-11 | |
|---|---|---|
| | # of Institutions | Intake |
| BE/Architecture[58] | 222 | 82,400 |
| Management | 218 | 18,490 |
| MCA | 94 | 6,348 |
| Pharmacy | 127 | 8,829 |
| Polytechnic(Vocational) | 58 | 13,630 |
| ITI/ ITC | 279[59] | 38,880 |
| Medical Colleges (MBBS) | 11 | 1070 |

### Skill Training through Government Endowments

Skill development is one of the national priorities for the Government of India. In the Central Government, around 20 Ministries are closely involved with skill development initiatives either through setting up own skill training capacity (done by Ministry of Labour and Employment, Ministry of Higher Education etc) or by providing per-trainee costs of training for specific target populations (done by Ministry of Housing and Urban Poverty Alleviation, Ministry of Rural Development, Ministry of Minority Affairs etc).

| Ministry under Central Govt. | Training Scheme Details | Training Capacity Estimates(2012-17) |
|---|---|---|
| Building and Other Construction Workers' Welfare Cess | Skill Training for Construction Activity based on the availability of Construction Cess with the State Government, of which around 50% can be deployed in manpower training initiatives | 2,50,000 |
| Ministry of Agriculture | Skill Training for agri and allied sectors based on national targets of the sector and state's employment share in the agricul`ture and allied activities | 97,336 |
| Ministry of Labour | the state is expected to receive funds based on national targets set for Modular Employability Scheme under Skill Development Initiative Scheme, proportionate to it contribution to secondary sector activities | 72,000 |

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[58] All India Council for Technical Education website and Annual Report 2006-07
[59] Skill Development for Inclusion, Planning Commission Presentation, Pachmarhi, 2012

| | | |
|---|---|---|
| Ministry of Communication and IT | Scheme wise national targets for software export industry including setting up of DOEACC Centres/RIELIT and upgradation of existing centres, Special Manpower Development Programme in the area of VLSI Design and related software (SMDP-II); Estimations are based on national targets and the state's | 44,000 |
| Ministry of MSME | National MSME manpower development targets apportioned to state based on state's employment share in MSME segment | 36,000 |
| Ministry of HUPA | Physical training targets from an estimated allocation of INR 38.86 crores towards skill training component STEP-UP under Swarna Jayanthi Shahari Rozgar Yojana | 21,118 |
| Ministry of Textiles | Manpower training targets under Integrated Skill Development Scheme for Textiles and Apparel Sector including Jute and Handicrafts, apportioned based on state's contribution to textile sector | 15,000 |
| Ministry of Higher Education | Manpower training targets apportioned based on state's population in higher education age group | 13,200 |
| Ministry of Health and Family Welfare | Scheme training targets for ASHA Training, Personnel trained on IMNCI, Doctors trained on LSAS, Doctors trained on EMoC, ANMs/SNs/LHVs trained as SBA and Navjat Shishu Suraksha Karyakram (NSSK); apportioned based on state's share of national population | 9,300 |
| Ministry of Women and Child Development | Training targets under Women Empowerment Scheme apportioned based on female population in the state | 8,800 |
| Ministry of Road Transport and Highways | Training targets under "Refresher training to drivers" apportioned based on state's share in national highway length | 7,000 |
| Ministry of Social Justice and Empowerment | Training targets apportioned based on state's share of Scheduled Caste population | 2,800 |
| Ministry of Food Processing | Training targets apportioned based on state's share of contribution to food processing sector | 2,460 |
| Ministry of Chemicals and Fertilizers | Training targets apportioned based on state's share of employment in manufacturing segment | 1,500 |
| Ministry of Tourism | Estimated funding of INR 1.54 Cr towards flagship "Hunar se Rozgar" scheme, based on the state's contribution to tourism industry | 1,400 |
| Ministry of Minority Affairs | Training targets under Leadership Development of Minority Women apportioned based on state's share of minority population | 1,250 |
| Heavy Industries | Training targets apportioned based state's employment share in manufacturing segment | 1,000 |

# 10 Estimated Training Capacity Gap in Madhya Pradesh

Industry wise manpower skills are classified as skilled, semi skilled and unskilled depending on the nature and duration of training and existing training/higher education capacities are categorized to match the three levels. Assessment of existing training infrastructure in comparison to human resource demand over XII Plan period, indicates significant capacity expansion requirement for semi-skilled category through vocational education in Madhya Pradesh with a surplus pool of un-skilled and highly skilled workforce. Vast scope of employment in un-organized sector for un-skilled workers and limitations of the study in terms of sectoral coverage attribute to the surplus manpower in this category. Excess supply in high skilled category would indicate relatively low employment opportunities in this category within the state expected to result in migration of skilled workforce from the state during the period 2012-22. As per NSSO 64th Sample Survey, around 10% of migrant workforce shows characteristics of out-of state migration. Further, employability of highly skilled graduates is an issue owing to misalignment of courses with industry needs and poor quality of institutes. Issue of low employability of graduates has to be addressed through suitable upskilling considering local industrial requirements in order to ensure availability of industry ready manpower.

| Skill Category | Incremental Demand | Incremental Supply | Source of Supply | Human Resource Deficit 2012-17 |
|---|---|---|---|---|
| Skilled | 1.78 lakhs | 5.85 lakhs | From higher education institutes | -4.07 lakhs |
| Semi Skilled | 8.21 lakhs | 5.97 lakhs | From Vocational Training Institutes and Various Govt Training Schemes | 2.24 lakhs |
| Un-Skilled | 29.92 lakhs | 31.03 lakhs | School drop-outs without any access to formal skill training | -1.11 lakhs |

# 11   Youth Aspirations in Madhya Pradesh

Having estimated the incremental manpower requirements from an industry perspective, it is important to understand the career aspirations of youth, who would be the ultimate beneficiaries of employment generation in the state.

## Economic background – a key influencer of choice of further study

Economic background of an individual is one of the key factors influencing the choice of programs for further study. Course fee level, time taken to be gainfully employed, level of sophistication, and social perception of the course, are the other key determinants. Typically, students from weaker sections of the society, both economically and socially, opt for vocational courses over higher education programs. Higher education programs were considered a significant investment, both monetarily and time-wise, and moderately risky in terms of cost and benefit - and hence, often beyond the reach and risk appetite of students from weaker sections.

## Significant influence by peers and family in career decisions

Students in both graduate and ITI categories were significantly influenced by their peer circle and family members, in their preference for courses. Some students had sought opinions from their school teachers before deciding on the courses. External marketing activity by private players helped create awareness amongst students and their parents, though it did not contribute significantly to their final decision making process.

## Accredited courses – popular choice of study

Vocational programs, especially NCVT/SCVT accredited courses, were popular with students as \placements are almost assured for holders of these accredited certifications Between NCVT and SCVT, NCVT had higher probability of placement success with government and leading private industries. Non-accredited courses such as those in MES, which are aimed at skill development and not considered as an entry qualification for a government job, was not observed to be popular with the student segment.

## Preference for government jobs over private

Youth preferred employment with government organizations over private. This preference was driven by factors such as job security, perceived 10am-5pm working culture, adequate salary and other perks, insurance schemes for government employees etc. Students from ITIs perceived private sector jobs to have low job security, be technically advanced and hence difficult, coupled with long working hours and relatively low salary, while the graduates were more amenable to adapt to the private sector working environment

## Awareness of career opportunities high in industrialized districts

Awareness of career opportunities was correlated to the economic progress of the districts. Higher awareness levels were observed in students from the economically developed districts than those from backward districts. ITI students had moderately high awareness of the job opportunities in the government sector, and regularly kept track of apprenticeship related advertisements in the newspaper - while the graduate students did not have a clear idea of opportunities specific

to their stream of study, in the government sector. Awareness of job opportunities in private industries for their respective educational profiles was very low in the graduate category, in comparison to their ITI counterparts who fared better, in knowledge of typical roles in their sectors of interest.

## Preference for employment over entrepreneurship

Overall entrepreneurial pursuit was observed to be low-moderate in the ITI category, while it was low in the graduate category. Awareness of entrepreneurial activity was also low, and there was lack of awareness on operational and financial support that could be received from state agencies for self employment.

## Preference for white collar jobs

Both categories of students had a strong aspiration for white collar jobs over blue collar jobs, though the ITI students were moderately less disinclined to shop floor jobs.

## Higher than market level salary expectations from first job

ITI students from the developed districts of the state had higher salary expectations from their first job, which ranged between INR 15,000 to INR 18,000 - while the actual market salaries in the districts hovered around INR 9,000-10,000 only. ITI students from backwards districts were not far behind in terms of their salary expectations of INR 12,000- INR 18,000 - though the actual market salaries in such districts were around INR 5000- INR 8000

## Preference for migration for work

Students from both categories were willing to migrate across districts and across states, to find their desired career opportunity. Female students, especially in the ITIs, were concerned about family pressures not to migrate - while their urban graduate counterparts were more willing to migrate

## Sectoral Preference for Employment

| # | Sector | Aspiration | Comments |
|---|--------|------------|----------|
| 1 | Agriculture and allied | Low | Graduate and ITI students from urban areas do not aspire to be part of agriculture or allied activities, despite being from agricultural families<br>ITI students from rural areas of agri-oriented districts are not averse to working in agricultural activities, though actively seeking such work and getting back to their fields is only as a back-up option for them<br>General population, especially in towns and village areas, are favorable towards agriculture (with allied activities to boost their income)<br>Agriculture related direct training programs in select districts are provided to farmers by Krishi Vigyan Kendra. Government agencies, through NGOs, often train farmers in agri-allied sectors |
| 2 | Auto & Auto Components | Moderate | Graduates and ITI students, especially from those regions where auto majors are present, are keen on pursuing a career in the sector<br>Auto majors have been generous with their apprenticeship offers as well as final offers, along with an attractive pay package. Hence the sector demands respect from |

| | | | ITI students<br>Jobs offered in the sector, especially at technical levels, are aligned towards automobile engineering or mechanical engineering trades<br>The industry is highly organized and respected by the local population, hence students believe that it gives them good social stature<br>Trades directly relevant to the Auto sector are in high demand amongst students, especially in the ITI segment<br>Students are willing to migrate to distant districts to work in the sector |
|---|---|---|---|
| 3 | Chemical & Pharma | Low | Generally perceived as hazardous by ITI students; Graduate students have little or no inclination towards the sector |
| 4 | Construction materials & building hardware | Low | In general, there was very little interest/awareness about opportunities in technical and supervisory fields as there were only a few SSI units in this sector in most districts, largely employing unskilled labour<br>Female students were especially averse to the sector, despite their having little knowledge about the opportunities in the sector – indicating a perception problem |
| 5 | Electronics & IT Hardware | High | The industry is in a nascent stage of growth, centered around tier 1 cities with little or no penetration in rural areas<br>ITI students aspire to work in similar roles in other sectors, or set up entrepreneurial ventures in hardware, at their home locations |
| 6 | Food Processing | Medium | Moderate interest/awareness about opportunities in this sector<br>Women candidates are the most inclined towards the sector – both at the ITI levels, as well as at BPL trainings provided by DRDA and DUDA |
| 7 | Furniture & Furnishing | Low | Students pursuing carpentry courses in ITIs aware of job opportunities<br>Entrepreneurial aspirations in this sector was observed to be high |
| 8 | Leather & Leather Goods | Low | Though there is a leather toys cluster near Indore, awareness level in both categories of students was low<br>Health hazard is generally perceived to be associated with this industry |
| 9 | Gems & Jewelry | Low | There are no currently no formal courses in gems and jewelry by the ITIs or graduate colleges in Madhya Pradesh<br>BPL women who get trained in jewelry making take up the activity as it is creative and are able to source raw material at affordable price |
| 10 | Organized Retail | Medium | A salesperson role in a grocery format retail store is not considered an aspirational role by most students in urban regions, especially graduates. They however believe that a "customer service executive" in non-grocery format retail stores is an interesting option to explore<br>Women candidates were more favorable towards this sector<br>Knowledge of spoken English seen as essential to land job in the sector<br>ITI Students not aware of any job opportunities in this sector |
| 11 | Textile | Low Medium | In textile clusters of the state, students are aware of job opportunities in textile majors like Vardhaman, Trident Industries, Pratibha Syntex etc<br>Though ITI students aspire to take up jobs in the sector as a second preference to government jobs, the attrition rate is very high (50-70%) within the second 6 months of joining<br>Increased noise levels and associated health hazards of inhaling suspended yarn |

| | | | particles, decreases attractiveness of industry |
|---|---|---|---|
| 12 | Banking, Financial Services & Insurance | High | BFSI jobs generally perceived as high-end (except related insurance roles) Graduates are aware of typical job opportunities in the sector; Youth from urban/suburban regions proactively seeking jobs in the sector Knowledge amongst ITI students about jobs in the sector is very limited |
| 13 | Building, Construction & Real Estate Services | Low | Graduates were not very keen on working in the industry, although they were not clear about the nature of opportunities Female students were especially averse to the sector While ITI students were aware of the typical roles in the construction sector, they were not able to have top-of-mind recall of private players |
| 14 | Education & Skill Development | High | This is considered as a highly respected profession by both graduate students as well as ITI students, especially if employed with either the government, or with organized large private players Awareness of entrepreneurial initiatives in education sector, amongst both categories of students, was observed to be low |
| 15 | Healthcare | High | There is awareness amongst students on the roles of doctors and nurses but not about the other paramedical courses; Students believe that these are expensive courses with a long payback and gestation period before earning a reasonably good living Role of doctors and nurses, is considered respectable in the society, with female students graduating into becoming nurses, than their male counterparts |
| 16 | IT & ITES industry | High | There is general awareness about sector as one with high-end job opportunities, especially amongst the urban graduates - but there is not much awareness about the roles offered Students believe that knowledge of English and an engineering background is essential, to work in IT/ITES industry Students are also interested in developing their IT skills through external certification courses |
| 17 | Media | Medium | Very low awareness about the sector and job opportunities |
| 18 | Tourism, travel, hospitality & trade | Low | Overall low awareness of the sector and job opportunities, except for some knowledge on hospitality related courses It is generally not perceived to be an industry with high-end job opportunities |
| 19 | Transportation and logistics | Low | Students awareness about industry is low with knowledge limited to documentation activities associated with logistics and warehousing |
| 20 | Minerals – Mining & Processing | Medium-Low | Students, especially from ITIs, evinced interest in the sector, as players involved in mining activities are either government agencies offering secure government jobs or large private players with attractive jobs Perceived health hazard/safety issues with the sector Students in the interviewed districts were not aware of separate ITI courses for mining sectors |

## Skill Development Attractiveness Matrix for the State

The following matrix has been arrived at, based on incremental employment potential in a sector mapped against preferences of skilled youth for a career in the respective sectors. This indicates a clear mismatch between student aspiration and job opportunities available in the state. Sectors such as retail, construction, agri-allied activities, textile and transportation and logistics need to work on building a positive image and providing the right working environment/perks to attract talent. Sectors such as construction, transportation and logistics offer migration related employment opportunities and hence, trained manpower get employed outside the state as well. In sectors such as IT/ITES, Healthcare etc, while youth are willing to work, there is not adequate opportunity within the state and hence, there is white collar migration, mostly towards the southern states for employment.



Source: **KPMG** Analysis
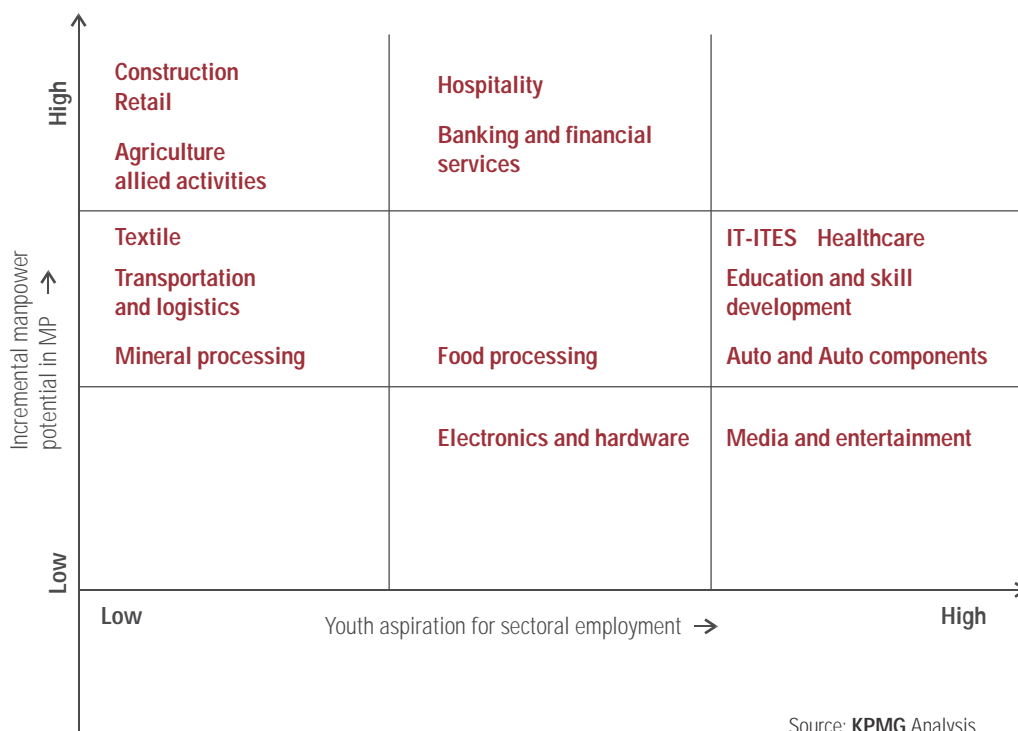
# 12    Challenges in Skill Development

## Institutional Challenges in Skill Development

Government of Madhya Pradesh has been taking several initiatives towards enhancing the employability of youth in the state. While the objectives of skill development initiatives are by themselves good, implementation of the initiatives is fraught with challenges.

The government has been in the forefront of implementing several Central and State funded skill training initiatives. There are over twenty government departments involved in various forms of skill training. However, the focus on provisioning and financing of skill development activities has not been balanced with a mechanism for ensuring the effectiveness of the same. This significantly hampers the achievement of learning outcomes and employability in the open market.

There are instances where certain districts in the state have significant presence of specific native industries, but have not been able to source the right set of candidates from the home districts, and are hence forced to look for manpower from other states. Besides non-availability of skilled manpower, union/labour issues with employees from home district are cited as the next key reason for this.

Currently, there is no formal mechanism to periodically review and revise the curriculum based on industry requirements. Traditional engineering trades, though popular amongst students, are decreasing in their relevance to industry, due to increased automation and technology deployment. Eg: Welding, Tool and Die Making, Fitting etc. Minute segmentation of courses under Modular Employability Scheme, without taking into account holistic learning needs of the industry, can also be cited as an outcome of the lack of such review mechanism.

With regard to program delivery, most of the vocational trainers opined that the frequency of refresher trainings provided, are not adequate to understand the subject in detail - and they are facing challenges while imparting training to students, especially on latest introductions in the curriculum. Faculty vacancies, especially in vocational training institutes, are significant - and are filled using guest faculties on a temporary basis through contract (typically of 11 months' duration). According to stakeholders in several districts, most of the guest faculties are always on the lookout for their next job, hence compromising on the quality of delivery.

During discussion with stakeholders, issues such as delay in conduct of examinations and award of certifications in MES training programs, were highlighted. In certain instances, the dates of MES examinations have been uncertain even after 4 months of course, and in certain other courses of the previous batches, students have not received their grades and certificates for more than 3 months after completion of the course.

ITI and ITCs, especially in backward districts, find it difficult to engage with private industries for apprenticeship program due to various reasons such as the lack of a policy mandates and incentives to industry to offer apprenticeship program and due to lengthy administrative formalities associated with the same.  This significantly affects the industrial exposure available to students.

Industry tends to give preference for trainings that are certified at national levels and for those that have stringent admission norms. Due to these reasons, those pursuing NCVT courses are at advantage over their SCVT counterparts. Courses offered by a few ITIs/ITCs have not be able to receive affiliation from NCVT as they could not meet the accreditation norms - such courses continue to be accredited by SCVT despite lapses in norms.

With regard to training programs funded by government endowments, most programs are out-of-sync with market requirements and industry needs. This leads to lesser impact of the local livelihood training programs on providing meaningful employment or entrepreneurship opportunities to people.

Interactions with skill training providers in the state reveal that funding for the initiatives are not linked to the impact of training on students' earning potential. Such a mechanism does not provide an incentive for skill training providers to improve their training performance. In training programs where there is a stipend component, students often enroll for the sake of stipend and not for real learning.

There is no formal mechanism to consolidate information on skill availability in districts which industries can use for their recruitment plans and decisions. There are instances of industries in Pithampur and Bhopal wanting to recruit from far-off districts, but not being aware of the modalities to reach out to the manpower in those districts.

At the other end of the spectrum, aspiring small scale entrepreneurs in the district face several roadblocks, be it in site identification and occupation, or in securing funding from banking institutions.

# 13 Workforce Related Issues faced by Industry

Increasing entrepreneurial activity in the state of Madhya Pradesh has to be matched with appropriately skilled managerial and technical workforce. However, interactions with industry in the state, have revealed that challenges are often related to quality of the workforce, rather than quantity. Most of the industry personnel opined that quality issues in the state are two-fold - technical knowledge and behavioural aspects - with prospective employees lacking in either, or both of them.

Industries, especially in the secondary sector, find it difficult to employ appropriate manpower as most skilled graduates prefer to work in services sector than in manufacturing. While recruitment of skilled manpower is one side of the challenge, retaining them in the system beyond their learning/training period is the other challenge. Industries in sectors such as textiles, construction, food processing etc find it difficult to retain employees in the operational segment, beyond a year. While employees in these industries quote low salaries coupled with long working hours and harsh working conditions as the key reasons for attrition in their industry, representatives from the industries differ in their opinion.

A generic preference for out-of-district workforce was observed in most of the medium and large scales organizations interviewed. This was primarily due to the belief that the level of unionization/organization amongst out-of-district workforce would be lower than home grown workforce, and that productivity would be higher as they would not opt for frequent holidays.  They also tend to stay closer to the factory/office, ensuring reduced incidence of late incomings. To the extent possible, industry preferred employing women over men, due to their perceived dedication to work at hand.

Industries often opine that their views as members of the Institute Management Committees (IMCs) are often not considered. Industries also expressed their views on inadequacy of employable skills amongst youth, who graduate both from formal and non-formal training institutions. Significant amount of the initial years are spent on training freshmen employees, both on technical as well as behavioural aspects of working in a formal organization set up.

# 14 Institutional Recommendations for Skill Development in the State

## Recommendations for the Government of Madhya Pradesh

### 1. Setting up Anchor Institutes for Manpower Development

Setting up state level Anchor institutes in the following identified focus sectors, would go a long way in enhancing technical competence and skill levels of manpower. Focus sectors of the state have been identified based on government thrust, availability of resources and level of private sector involvement. Correspondingly, prominent districts to host sector specific anchor institutes have been identified based on availability of natural resources, social infrastructure, educational infrastructure, proximity to state capital and traditional involvement with the respective industries.

Anchor Institute should be chosen based on their industry acceptance, demonstration of their understanding of sector, proof of availability of faculty, research/study infrastructure and support system and their state and national level industry connect.

| Focus Sector | Suggested Districts to host Anchor Institutes |
|---|---|
| Textiles and Apparel | Sehore |
| Pharma | Indore |
| Construction | Chhindwara |
| Food Processing | Hoshangabad |
| IT/ITES | Bhopal |
| Chemical and Chemical Products | Sagar |
| Energy | Singrauli |
| Forest Based Products | Mandla |

### Functioning of the Initiative

- Anchor institutes should set up exclusive Cell for Industrial Skill Enhancement (CISE) and engage full time employees as per requirements.

- The Institute will act as the focal centre for training programs in the respective sectors in the entire state in collaboration with any co-anchor sector, if required.

- The Institute has to submit a proposal with details of proposed program implementation (including details of training programs to be conducted)

- Skill Development Council will approve the training programs and associated budget based on objectives intended to be achieved and the action plan for the same

- Periodic (preferably quarterly) meetings of stakeholders need to be conducted to review progress on initial budget and assess deviation from the said plan. Brief progress update needs to be submitted to the Skill Development Mission

**Role of the Anchor Institute**

- To focus on enhancing technical and managerial competence of manpower in the respective sectors, through appropriate training programs

- To collect information on sectoral courses ( all levels – ITIs, UG, PG) offered and review them for any upgradation required for making them industry responsive

- To suggest introduction of short term skilling courses for those already working in the industry

- To prepare teaching and learning material for skill training programs

- To constantly interact with industry and introduce new training programs of high standards

- To provide an opportunity for students pursuing courses in the sector to interact with industry professionals by encouraging student-industry interaction forums

- To encourage faculty to undertake industrial research and consultancy activities, so that they stay abreast of industry developments

- To appoint, not more than 3, support institutions per sector across the state - to support anchor institutions in performing its activity efficiently

**Nature of Government Assistance to be provided**

- Total financial support towards capital and operating expenses should not exceed limit ( Eg: INR 2 crore – INR 10 crore) for each sector for the entire operative period. Progress of the institute will be reviewed annually for continuing financial assistance

- Anchor and Support Institutes to be provided financial support for the following

    o Capital Expenditure: Cost of equipment (not land and building) to be released based on project progress, Reasonable Pre-project expenses (to be decided), Limited contingency expense (to be decided)

    o Operational Expenditure: Cost of office consumables, communication expenses and travelling of faculty

**Review of the Scheme:**

- Each sectoral anchor institute will be reviewed annually for performance based on the following aspects

    o Industry feedback of the modifications to the existing courses and new programs launched

    o Market popularity of the courses launched

    o Number of faculty development activities undertaken

    o Number of  research/consultancy activities undertaken

    o Accomplishment against time schedule

## 2. Incorporating Skill Training in mainstream K12 Education

The initiative should aim at incorporating vocational skill training courses into mainstream K12 school education.

**Objectives:**

- To impart training in simple marketable vocational skills to students in Std IX and Std X

- To develop vocational interests and aptitudes in enhancing exploration of vocational preferences

- To facilitate the students in making choice of vocational courses at the higher secondary level.

- To prepare students for participation in work-experience as a desired dimension of academic education

**Features**

- On a pilot basis, Pre-Vocational Education should be introduced only in the schools where there are vocational courses at Std XII are being offered, and regular infrastructure facilities are available for the chosen Pre-Vocational Course, before implementing in mainstream schools

- After completion of Pre-Vocational at lower secondary stage, the pass outs should attain marketable skills in the course concerned

- The evaluation in classes IX and X should be done by the schools. However the grades awarded by the schools in class X will be reflected in the Board's Certificates with the title of the course concerned. They will be equated to credits which can be taken forward for further education in vocational streams

**Implementation**

- Form a joint committee comprising members of Department of School Education and Department of Technical and Vocational Education and Association of State Board Schools

- Develop a framework for incorporating vocational courses in mainstream school education

- Incentivise adoption of this scheme amongst K12 institutions for credit transfer between vocational and mainstream school education

- Joint committee to submit a report on the feasibility of scheme and on the roadmap for implementing the scheme within 6 months period

## 3. Increased Focus on Demand Driven Skill Training Programs and validating the effectiveness of choices made through tracer studies

**Objectives:** The objective of this initiative would be to increase the effectiveness of skill training programs delivered by government departments such as DRDA, DUDA, Dept. Of MSME etc by ensuring skill demand before creating skill supply

**Features:**

- Program to be designed such that it is demand driven and there will be high probability of market acceptance

- Area in which training will be provided to a particular BPL youth will be decided after assessing market demand and subsequently, assessment of the candidate aptitude

- Increased employability prospects of trainees

- Increased support for successful candidates undertaking self employment, through "Escort services" with two year follow up to ensure sustainability of micro enterprises set up through above schemes and assured credit linkages with Banks

**Implementation:**

- Form a District level Steering Committee comprising members of DRDA, DUDA, District Lead Bank, leading local NGOs and ex-participants of similar training programs conducted in the past

- District level Steering Committee to periodically monitor the progress and review the performance of training programs undertaken by the various constituents under District Administration

- District level Steering Committee to commission periodic studies or evaluations of market relevance of courses and to trace the effectiveness of programs delivered - to be done by agencies as decided by the Committee

- Form a State level Steering Committee co-chaired by Principal Secretary, DRDA and DUDA to periodically review and monitor progress of district wise performance of training mandates

- State level Steering Committee to include representation from other departments with significant training targets

- State Committee to devise schemes for trainer development and to ensure availability of master trainers for skills with high market demand

- State Committee to provide a forum for networking with interest groups and stakeholders,to ensure better identification of opportunities and demand

## 4. Technology enabled Faculty Development Model

**Objectives:** This initiative aims at continuous development of faculty skills in their respective domains through periodic distance training sessionsthrough VSAT or similar technology

**Features:**

- Centre for Faculty Development in Vocational Skills would be the nodal point for all faculty development activities

- Would work on upgrading the knowledge base of existing faculty members through short term frequent refresher programs offered on a technology based platform

- Would offer advanced technology programs for upgrading skills and knowledge of faculty in emerging areas of technology in their respective fields of study offered on a similar platform

- Would undertake work related to development of teaching methodologies, pedagogy and content on upcoming topics in various fields of study as prescribed

- The main studio would be located at the head office of the Central from where lectures will be delivered. The lectures will be broadcast through VSAT or other suitable technology, to regional training centres where faculty from neighbouring regions will participate. The training sessions would simulate a live environment with multi-user discussions

**Implementation**

- MPCVET to draw an action plan for implementing the distance training model, including identification of locations of regional centres

- MPCVET to form a committee to invite bids for setting up distance training centres

**Nature of Government Assistance to be provided**

- Total financial support towards capital and operating expenses should not exceed a prescribed limit for each institute for the entire operative period. Progress of the institute will be reviewed annually for continuing financial assistance

- Nodal and regional VSAT based training centers to be provided financial support for the following

  o Capital Expenditure: Cost of equipment (not land and building) to be released based on project progress, Reasonable Pre-project expenses (quantum can be decided), Limited contingency expense (quantum can be decided)

  o Operational Expenditure: Cost of office consumables, communication expenses and travelling of faculty

## 5. Transforming District Employment Exchanges to Skill Management Centers (SMC)

The initiative aims at enlarging the role of District Employment Exchanges to Skill Management Centres that will reach out to government and private industry to gather information on vacancies at district, state and national level - and make the information available to relevant job seekers in the district

**Features**

- Skill Management Centres will create a skill repository of skill requirement and skill supply in the district

- For understanding skill requirement, SMC will capture labour market information from key industries in the district

- Skill Management Centres will liaise with training institutions to get a database of candidates available for work along with their relevant skill sets

- The initiative will offer a platform to bring job seekers and job providers together, and support in placement initiatives

**Implementation**

- At the district level, form a joint committee comprising of members of Dept of Labour& Employment,  Dept of Industries, GoMP and Dept of Technical and Higher Education

- Create a periodic forum for sharing of information amongst the various stakeholders

- Track the benefits accrued to the candidates enrolled with SMCs

## Recommendations for Industry

**Short term Training Programs Courses through Public Private Partnership (PPP)**

The aim of the initiative is to make industry an active partner in skill development initiatives in the state. The initiative will provide infrastructural and financial assistance for running short term training programs under PPP mode. Such courses could be offered in an existing educational institution, or can be offered in an infrastructure shared by the district administration. Industry partners can run training programs aligned to existing courses with addition of new subjects or start new courses, addressing their specific requirements.

These could be offered to students of existing colleges, to apprentices and external trainees chosen through respective district administration departments.

**Implementation of Scheme**

- Form an advisory council consisting of District Administration officials, Industry Officials and Institutions The advisory council should meet at least once in a year

- The council will review and approve the set of training activities, courses to be offered,  supply of faculty etc for the subsequent academic year

- The council will review the infrastructure requirement and sharing of responsibilities between various stakeholders involved - such as that of providing land and buildings at concessional rates, supporting in the procurement of equipments, sharing of teaching staff between the industry and institutions etc

- Submit annual performance report of the scheme to the Department of Technical and Vocational Education, Govt of Madhya Pradesh

**Role of Industry**

- Raise a minimum 25% of requirement of cost of machinery and equipment and required funds, if any, for upgradation of infrastructure

- Sponsor trainees for a minimum of 25% of the intake

- Provide teaching support through industry personnel

- Industry personnel to provide training support to academic faculty

- Nominate members for the advisory council

**Nature of Government Assistance to be provided**

For running courses in existing institutions, the host institute needs to offer basic infrastructure facilities such as land and building. it can be considered that the cost of machinery and equipment (limited up to a specified amount)may be contributed by Government of Madhya Pradesh. The balance cost can be borne by the partner industrial house.

For courses to be launched in non-educational institutions, respective district administration can offer land and (or) buildings and the other infrastructure cost should be borne by the private player.

## Playing an active role in establishing Sector Skills Council

National Skill Development Corporation is tasked with developing an enabling environment for skills development through promotion of Sector Skills Councils. Industry players should actively participate in setting up SSCs to complement the existing vocational education system in meeting the entire industry's requirements of appropriately trained manpower in quantity and quality on a sustained basis. All key players in each industry sector should must actively support  the activities of Sector Skills Council through the following

- Supporting in the development of skill inventory database for the industry sector, skill-wise, region-wise and identifying skill gaps and technology to be taken up for teaching
- Partnering with educational institutions to train trainers and upgrade skill sets of existing industry employees, and those in the industry value chain
- Support in providing certification and accreditation of industry skills

### Recommendations for NSDC

- NSDC should provide support towards training manpower in the following priority sectors of Madhya Pradesh. Priority sectors have been identified based on government thrust, availability of support infrastructure, traditional presence of relevant industrial activity and private sector involvement in the industry in the state

  o Construction, Mining, Textiles and Apparel, Power, Healthcare, Education and Agri-allied such as Dairy, Poultry Farming and Horticulture

  o Respective sector skill councils could play an active role in promoting skills relevant above sectors in the state

- NSDC could play an active role in bringing national/global level training providers to Madhya Pradesh by setting up a joint forum of NSDC Investee Training Companies, NSDC partner Training companies and representatives of Government of Madhya Pradesh

- NSDC could support training capacity development in the focus districts ofIndore, Bhopal, Jabalpur, Gwalior and Ujjain. These are the top-5 districts which will witness the maximum manpower requirement given the amount of industrial and service oriented activities centered around these districtsNSDC Sector Skills Councils would need to conduct detailed skill deficit study for priority sectors in Madhya Pradesh and develop a roadmap for skill development in respective sectors in the state

## Recommendations for Vocational Training Providers

Vocational training providers can focus on three specific segments in the state for delivering vocation education

| Segment | Description | Target Sectors for Skill Training |
|---------|-------------|-----------------------------------|
| B2G | · This segment will cater to those industries which receive significant impetus from the state government<br>· Training providers can offer their programs in conjunction with government endowment training schemes | **Secondary and Tertiary:** Construction Sector, Retail Sector, Transportation and Logistics, Food Processing, Healthcare<br>**Agri and Allied:** Mixed Farming  with |

| | | |
|---|---|---|
| | · Offers opportunity to align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training | focus on Dairy farming, Poultry, Livestock Farming and Sericulture<br><br>Horticulture - Fruit Cultivation , Flower Cultivation, Spice Cultivation |
| B2B | · This segment will cater to those industries which recruit in large numbers where the training cost is borne by the company<br><br>· Focus on placement driven training (both technical and non-technical) targeting local youth from low income families with cost to be borne by companies<br><br>· Training providers can establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent. For example,<br><br>o Engineering Goods /Auto Components  – in proximity to Pithampur Auto Cluster<br><br>o Pharmaceuticals – in proximity to Pithampur Pharma Cluster<br><br>o Manufacturing of Leather Products – in proximity to Leather Toys Cluster | Organized Retail, Organized sector of Hospitality, Organized Security Services |
| B2C | · This segment will cater to those industries which require high levels of skill training and for those industries where entry level remuneration is higher<br><br>· Private training providers can set up finishing school training for tertiary sectors such as those with high salary potential, where students will be willing to pay and learn - Skills in both technical and non-technical category<br><br>· Provide training for skills in those sectors where the requirement for absorption within the organized sector is higher such as Construction | IT&ITES and Banking and Financial Services – High paying category<br><br>Construction – higher employment prospects |

## Summary of sectors requiring skill intervention

| | |
|---|---|
| **Auto/Industrial Manufacturing** | Areas requiring skill development activity are largely shop-floor oriented technical roles. Some of the key roles which face shortage of skills include Painting, Body Building(spot welding),Sheet Metal Work,Machining & Casting. Maintenance end work also has several roles, for which it is trained manpower can be sourced from ITIs - Mechanical, Electrical, mechatronics, automobile electronics |
| **Auto Assembling** | Areas requiring focus on skill development include that of diesel mechanics, fabricators, electricians and wiremen. Specialized welders in Arc welding who can work in extreme conditions on advanced fabrication equipments, are not available in the districts |
| **Chemical Industries** | Key roles in the sector are centered around mechanical, electrical and instrumentation trades. There is acute shortage related to instrumentation, boiler attendant,AOCP, lab attendant roles in the industry. There is a shortage of MSc/BSc chemists in quality divisions considering the high growth of chemical industries. Electronic Automation and understanding of PLC systems is a skill deficit among candidates from electrical trades |
| **Electrical Equipments** | Key skills required in this sector include that of electronics, PPO, electical and instrumentation. Fitters are also in demand for recruitment. PPO trade is a key deficit in all industries involving plastic processing as it is not available in the state. Electronics and Instrumentation is another trade with high skill deficit |
| **Textile** | Trained manpower are required in the roles of Ring frame operation, weaving, processing (CDR,BDR,Stuntor), Bar-coding machine operations. Electrician, Wireman, Fitter are the generic trades for which candidates are recruited from ITIs as these roles do no require any industry specific training. Frame operation roles witness very high attrition (with employees not working beyond 7-8 months), due to extreme working conditions |
| **Pharmaceuticals** | Core skills that are in demand in this industry include that of Process Operator, Packaging Operator, Process Technicians, Lab QC Technicians -Lab Technicians (Analytical), R&D Technicians. Bio-instrumentation roles also face skill shortage in the industry |
| **Edible Oil Industry** | Key roles in the industry that face skill shortage include instrumentation technicians, packaging operators (jar and pouch), AOCP, Boiler Operators. Some of the other important roles include QC chemists, fitters, electricians and lab technicians |
| **Thermal Power** | Key roles requiring skill development focus include sector specific training for mechanical engineers, electrical engineers, instrumentation engineers, master chemists and civil engineers. Currently, fitters and electricians recruited from ITI/ITCs are still required to be put on in-house training before deployment in the plants. Instrumentation engineers and chemists are in significant shortage, in the state thermal plants |

| | |
|---|---|
| **Cultivation** | Awareness about high yield varieties, micro nutrients and pest Control, Organic farming and Vermi compost methods, Micro irrigation techniques, Usage and repair of farmequipments, Marketing and management practices, Knowledge on food processing techniques and related procedures to extract greater value from farm produce |
| **Agri-Allied Activities** | Skill enhancement for marginal farming communities in the field of live stock, piggery, goatery, fishery. Need to enhance skills related to marketing and distribution of farm produce and skill related to forest produce processing to extract greater value. Training programs associated with increasing supplementary farm incomes need to be provided to marginal farmers |
| **Transportation & Logistics** | Commercial Vehicle Drivers and Crane Operators are in acute shortage in the state. Given the amount of growth Madhya Pradesh is set to witness in transportation due to its strategic location, there is an imminent need to address shortage of HCV drivers in the state |
| **Tourism & Hospitality** | Roles requiring attention of skill development authorities include Front Desk Staff, Housekeeping, Chefs, Travel Agents, Tour Guides, Beauticians/Saloon |
| **Healthcare** | Key roles requiring skill development focus include all levels from ground level healthcare support staff such as ASHA volunteers, paramedical roles, nursing roles as well as clinical roles. Within paramedical category, roles that face skill shortage include Physician Assistants/Compounders, Radiologists, Physiotherists, Biomedical Instrumentation technicians, Dialysis technician, Respiratory technician and OT Assistants & Perfusionists. Nursing staff and physicians (generalists as well as specialists) are also inadequate in the state |
| **Banking & Financial Services** | Roles requiring attention of skill development include that related to Banking Correspondents (Bank Saathis), Sales and Marketing roles of Financial Services agents in Insurance and NBFC companies |
| **Construction** | Construction sector, both within the state and outside, is providing significant jobs for the semi-skilled and unskilled category of workers. Roles of electricians, carpenters, barbenders and welders, masons are roles requiring significant skill enhancement both qualitatively and quantitatively. |
| **Industrial/Commercial SupportServices** | Skill shortages are high in roles related to building maintenance, facilities management - housekeeping, technical services - electrical, plumbling, carpentary, horticulture, pest control, mail room services and  security services |

| | |
|---|---|
| **Education** | Teaching roles related to technical training and soft skills are also in shortage with many education institutions, especially at vocational training levels, unable to find qualified faculty. Teachers need to be trained on modern pedagogical tools and techniques to increase effectiveness of teaching across schools, vocational institutions and higher education institutions |
| **Mining** | Private mine operators face shortage of skills in roles such as mine blasters, electricians, mechanical operators and fitters. Girl candidates despite being trained in these roles are not offered employment in mines. Mining industry requires industry specific training unlike several other sectors which manage with generic trades. |

| Sector | Focus Districts |
|---|---|
| **IT-ITES** | Indore, Bhopal, Gwalior, Jabalpur |
| **Logistics** | Dhar, Ujjain, Jabalpur Balaghat, Katni, Shahdol, Shivpuri, Morena, Indore, Hoshangabad |
| **Hospitality& Tourism** | Indore, Bhopal, Gwalior, Ujjain, Sagar |
| **Retail** | Indore, Bhopal, Gwalior, Jabalpur |
| **Healthcare** | Indore, Bhopal, Satna, Ratlam, Rewa |
| **Financial Services** | Indore, Bhopal, Gwalior, Jabalpur, Sagar, Ratlam, Chhindwara, Rewa |
| **Auto Sector** | Dhar |
| **Engineering Products** | Bhopal, Indore |
| **Mineral & Mineral Processing** | Balaghat, Singrauli, Panna, Katni, Satna and Sagar |
| **Cement Industry** | Satna, Damoh, Panna andRewa |
| **Agro and Food Processing** | Bhopal, Sagar, Gwalior, Jabalpur |
| **Textile Industry** | Dewas, Dhar, Ujjain, Bhopal, Indore |
| **Logistics** | Indore,Dhar (Pitampur),Hoshangabad, Ujjain, Jabalpur,Balaghat, Katni, Shahdol, Shivpuri, Morena |
| **Renewable Energy** | Gwalior, Indore, Bhopal, Jabalpur and Rewa( solid waste  based power)  Rajgarh, Neemuch, Mandsaur (solar power),Ratlam, Dewas( wind energy) |

# Part III. District Level Skill Gap Development Study

National
Skill Development
Corporation

# 15    District Level Skill Gap Studies

## 15.1    Skill Gap Study of District of Indore

### 15.1.1  Social Profile

#### 15.1.1.1  Demographics

Indore is one of the prominent districts in the state for its commercial activity, with Indore city as the capital. The district has a population of 32.7[60] lakhs as of 2011. Indore is a densely populated urban district with 74% of the population living in urban areas. The district density is amongst the highest at 839 people per square km in comparison to state average of 236[61] . Increase in inward migration with the emergence of industrial clusters in the district, has resulted in high density of population, and increased urbanization in the district. As of 2011, gender ratio of the district stands at 924 females per 1000 male population whereas child sex ratio (0-6 years) is comparatively lower at 892 girls per 1000 boys[62]. The district has a lower proportion of SC/ST in comparison to state average.

#### 15.1.1.2  Literacy

As of 2011, the literacy rate in the district (82.3 percent) is higher than that of state average of 75.15 percent[63]. Due to intensive efforts by the government, less than 1% of the students in the age group of 6-14 years are out of school. There are 3,337 K12 institutions in the district with private sector participation being around 48 percent[64], which is considerably higher than the state average - indicating higher affordability in the district. However, dropout rate in the below Std VIII category, is of concern, considering that many of these children end up as child labour working as domestic servants or working in shops.

With the strengthening of primary education system through Sarva Siksha Abhiyan, issue of capacity inadequacy in higher grades has gained prominence. According to KPMG estimates, assuming no additional increase in capacity at high school level, schools in Indore might support only around 50 percent of the student to pass through from from primary to high school level in the next 5 years.

| District | Madhya Pradesh | Indore |
|---|---|---|
| Population(2011) | 72,597,565 | 3,272,335 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 32.7% |
| Population Density Per Sq.km(2011) | 236 | 839 |
| Level of Urbanization(2011) | 27.6% | 74.1% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 924 |
| Proportion of ST Population(2001) | 20.3% | 6.7% |
| Literacy Rate(2011) | 70.6% | 82.3% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 14.3% |

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[60] http://indore.nic.in/Profile_INDORE2012.pdf
[61] http://indore.nic.in/Profile_INDORE2012.pdf
[62] http://indore.nic.in/Profile_INDORE2012.pdf
[63] http://indore.nic.in/Profile_INDORE2012.pdf
[64] http://indore.nic.in/Profile_INDORE2012.pdf

| | | |
|---|---|---|
| Number of Literates(2011) | 43,827,193 | 2,358,338 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 610,603 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.04 |
| Contribution to State Economy(2008-09) | - | 9.52% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 54,195 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 9.3% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 21.5% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 69.2% |

### 15.1.2  District Economy

The district economy had registered a growth rate of 11.5[65] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years. Services sector is the key driver of the district economy, contributing to about 70 percent of the district income while growing at a 10.7 percent CAGR over the past 5 years[66]. Though in absolute value terms, the primary sector had grown at a faster rate (14.45 percent), the sector contributes to below 10 percent of the economy. The district per capita income is more than double the state average, resulting in a high percentage of sec A and sec B population.

**Indore Economic Growth**



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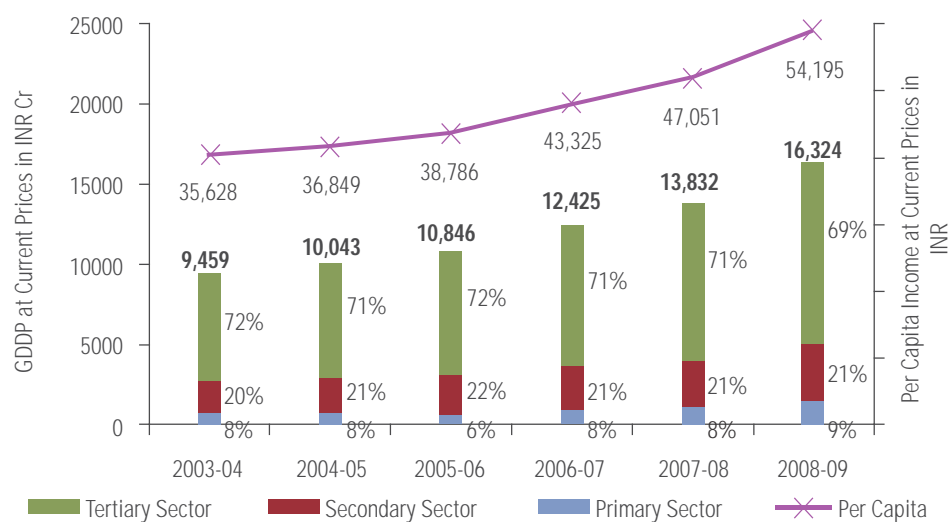
[65] Madhya Pradesh, Annual Economic Survey 2011-12
[66] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.1.2.1 Agriculture and allied sectors

Crop cultivation in the district is constrained by availability of arable farm land. Between 2005-06 and 2008-09, net sown area remained almost constant at 2,50,400 hectares. Even the total forest cover in the district is low at 18.21 percent - in comparison to the state average of 30.71 percent[67].

Amongst the food grain regions, Indore is predominantly a wheat belt, with 23.13 percent of the net sown area under wheat. However during 2005-06 and 2008-09 clear shift has been observed in the crop portfolio of the district with Channa taking over from wheat as the major crop, evidenced from over 50 percent growth in sown area and output of Channa[68].

Between 2005-06 and 2008-09, usage of tractors in the district grew at 13.8 percent CAGR indicating significant growth in the extent of mechanization - especially in the blocks of Indore and Mhow. Increased mechanization has lead to a significant reduction in marginal labour involved agricultural activities.

In the agri-allied sector, dairy farming is major activity undertaken in the district. Indore Dugdh Sangh is a leading milk cooperative union in the district which has 925 functional dairy cooperatives under its ambit. Between 2006-07 and 2011-12, average milk procurement in the union increased by 14.2 percent CAGR reaching 2.01 lakh litres by 2011-12. With the growth in dairy sector, the Union has increased the number of Artificial Insemination centers from 135 in 2007-08 to 167 in the current year. Average income of the dairy cooperative members increased at a staggering 26.16 percent CAGR from INR 15,170 in 2006-07 to INR 47.280 in 2011-12, indicating the economic potential of the sector in the agri allied category[69].

In the sericulture segment, 38.4 hectares of land in Mhow, Indore and Saber blocks are under mulberry cultivation. The Dharnaka center focuses on seed research in the segment while Indore centers focus on nursery and research and Mhow center focuses on grainage details of mulberry cocoon.

Indore is a key district from a horticulture perspective. Mango, Guava, Amla, and Pomegranate[70] are the key horticulture crops and chilli and garlic are the key spices grown in Indore. Indore has been identified as one of the key flower cultivation districts in the state, producing Roses, Gladiolus, Chrysanthemum, and Glardia[71].

### 15.1.2.2 Industry

Indore is one of the major industrial and commercial hubs of Madhya Pradesh. Secondary sector in the district grew at 12.95 percent CAGR over the last five years generating significant employment. Sanwer Industrial area is the largest industrial area in Indore with predominant cluster mix of rolling mills, foundries, lead reprocessing, electroplating, drugs & pharmaceuticals, chemical, textile processing, galvanizing units, vegetable Oil refineries etc. Pardesipura area houses the electronics complex. Pologround industrial unit predominantly houses fabrication, anodizing and foundry based units. Units in Laxmibai Nagar, Palda, Mangaliya are mostly food processing based[72]. Industrial growth in the district is boosted by impetus through AKVN (Audyogik Kendra Vikas Nigam Ltd) Indore. Promotion of Industrial parks and SEZs has resulted in large industries establishing presence in Indore. Electronic Complex, Readymade Complex, Rangwasa, are the industrial areas developed under AKVN Indore.

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[67] Madhya Pradesh Statistical Handbook 2010
[68] Madhya Pradesh Statistical Handbook 2010
[69] http://mpcdf.nic.in/stat_IDS.htm
[70] http://nhm.nic.in/JIT_Reports/Madhya_Pradesh_2011-12.pdf
[71] http://nhm.nic.in/ActionPlan/ActionPlan_MP.pdf
[72] Based on discussions with GMDIC, Indore ; http://cpcb.nic.in/divisionsofheadoffice/ess/F-Indore.pdf

Of the INR 585 crores of investment that has been made in the LMI category in Indore, textiles and food processing industries constitute over 81 percent[73] of the total investment. Food processing industries have made Indore their base due to the availability of industrial infrastructure and proximity to soya producing districts in the Malwa region like Dewas, Dhar and Hoshangabad, despite Indore not being an agrarian economy. Large scale soyabean oil extraction units have been set up by companies such as Ruchi Soya, Alpine Solvents, Vishal Agrotech. Dhar Textile Mills, Sam Spintech, STI India Ltd are some of the major textile players in the district.

**Compostion of LMI Investment in Indore**

( as of March 2011)
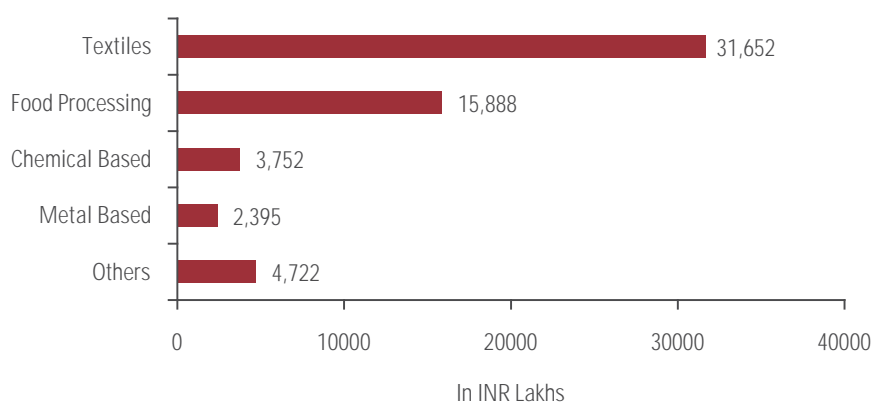


Between 2006-07 and 2011-12, the Small Scale Industries category received investments worth INR 213 Crore, generating incremental employment of 10,500[74]. Food Processing (20.21%), Pharma (17.95%) and Auto-Auto components (14.16%) constitute over 50% of the total investment in the SSI segment in 2010-11. Besides these, plastic based, paper and textiles segment contribute over another quarter of the SSI investment in the same year.[75]

**Growth of SSIs in Indore**



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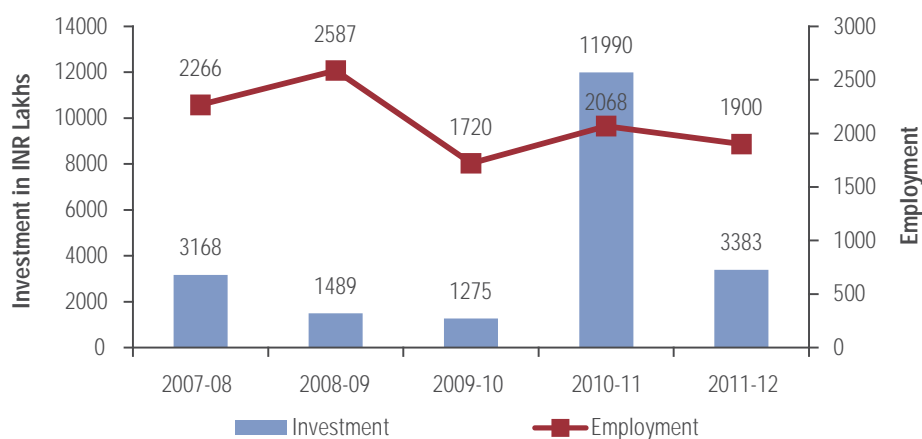
[73] Data received from Department of Industries, GoMP
[74] Data received from District Industry Center, Indore and AKVN Indore
[75] Based on discussions with GMDIC, Indore

Based on discussions with District Industries Center, there is potential for the following industries to come up in Indore district

| Sector | Industries |
|---|---|
| Food Processing | Masala making units, chilli powder, sauce, pickles, papad and potato chips making units, starch units. |
| Textile | Readymade garments, hosiery units |
| Rubber and Plastic Related Products | Leather toys, plastic products, soft toy units |
| Manufacturing of Engineering Products | Machine hardware, auto parts , agricultural implements, machine tools making units |
| Manufacturing of Electrical Equipments | Electrical fitting, washing machine, control panel, HPM lamps, wire cables, electrical fittings, electronic ballasts, emergency lamps, rechargeable torches, TV antenna units |
| Fabricated Metal Products | General fabrication, steel fabrication units |
| Paper and Paper Products/ Wood based | Packing material, corrugated boxes, card board boxes manufacturing units, Wooden furniture units |
| Chemical and Chemical Products | Basic chemical, paint and varnish units |

### 15.1.2.3 Services Sector

Services sector has been the driver of the district economy with contribution of about 70 percent to GSDP. The sector grew at 10.7 percent between 2004-05 and 2008-09, driven by business services, financial services, hospitality, retail and healthcare segments.

Hospitality segment has grown at 11.14[76] percent between 2004-05 and 2008-09, with a gradual shift towards mid and luxury segment, with hospitality majors such as Fortune Landmark, Hotel Radisson, Hotel Crown Palace, Taj Group etc setting up their establishments in the recent past. Organized food chains such as Pizza hut, Dominos, Café Coffee Day (9 outlets[77]), Barista (4 outlets[78]) have already established their stores in Indore city.

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[76] Madhya Pradesh Annual Economic Survey, 2012
[77] http://www.cafecoffeeday.com/locate-an-outlet.php?mnid=1
[78] http://www.barista.co.in/users/storelocatorallstate.aspx

**Contribution of Services Sector to GSDP (2008-09)**

| | In INR Lakhs |
|---|---|
| Storage | 2056 |
| Railways | 11609 |
| Communication | 31015 |
| Public Administration | 47926 |
| Banking & Insurance | 115994 |
| Transport by Other Means | 136447 |
| Other Services | 138521 |
| Trade, Hotels & Restaurants | 253887 |
| Real Estate, Ownership of ... | 392241 |
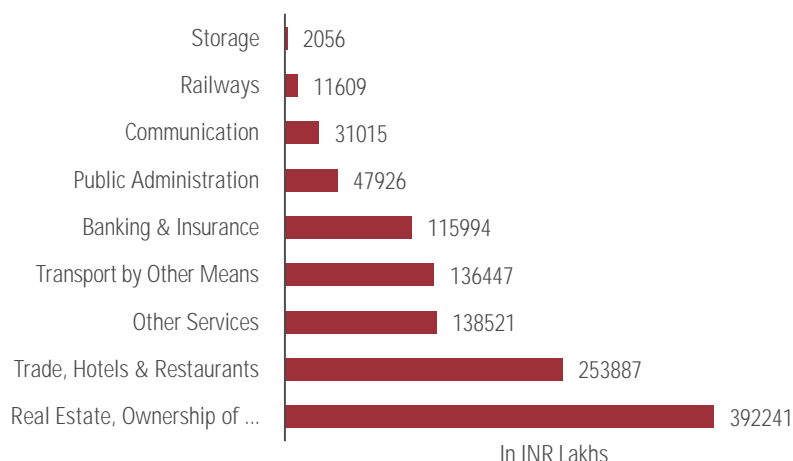
In the financial services space, bank branches in the district have increased from 310 to 379between 2007-08 to 2010-11, recording a 15.4 percent compounded annual growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Major AMCs and insurance underwriting companies have direct/indirect presence in the district.

NASSCOM has identified Indore as one of the emerging IT/ITES destinations in India[79]. Crystal IT Park in the district is the first-of-its-kind IT Park developed by Indore AKVN. Infosys and Tata Consultancy Services, have been given 130 acres and 100 acres respectively, along the Super Corridor, by the state government, for development of IT SEZ. Besides these, Ruchi Realty Holdings, Impetus and Agroweb Online are also establishing similar IT SEZ in the district[80]. Other key players operating in the district include CSC, Mphasis, Teleperformance, First Source. According to state investment facilitation body, TRIFAC, the cost of establishing and operating an IT company in the district would be 30 percent lower than that of other tier-1 cities[81].

Overall healthcare reach at the district level,is much below the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population in the district, is below 4 units in comparison with the state average of 13 units per lakh population[82] - indicating the need for increased penetration of healthcare services in the district. Recently, healthcare affordability in Indore city, owing to affluence, has seen players like Apollo establishing their presence in the city.

Logistics and transportation sector in the district has been growing at a rapid pace predominantly due to increase in road infrastructure beside rail and air connectivity. Indore city is well connected to the industrial hubs in Madhya Pradesh and Maharashtra. A state highway of length 203 kms connects Indore and Edilabad.[83] Pithampura-Dhar-Mhow Investment Region of the Delhi-Mumbai Industrial Corridor passes through Indore district. Interlinks with hinterlands is currently inadequate, causing congestion on Bhopal-Dewas Highway, Ratlam Highways, Indore-Ujjain Highways.There is a need to enhance capacity of road coverage.[84] Integrated cargo handling facility with center for perishable goods, is being

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[79] http://www.mphasis.com/pdfs/Focus_on_Indore.pdf

[80] http://articles.timesofindia.indiatimes.com/2012-06-26/indore/32424245_1_audyogik-kendra-vikas-nigam-sez-projects-indore

[81] http://www.mptrifac.org/PotSector/IT-ITES.pdf

[82] http://www.mp.gov.in/health/

[83] http://www.mptrifac.org/PotSector/InfrastructureSector.pdf

[84] http://www.dmicdc.com/frmDownloads.aspx?pgid=43

developed in the Indore airport[85]. These activities have led to logistics giants such as SafeExpress setting up a warehousing facility at 11,50,000 square feet, the largest in the central part of India.[86]



Indore being an emerging tier-2 city in India, with a high percentage of sec A and sec B population (44 percentas per census 2001)[87], promises a lot of potential for organized retailing,. Growth in per capita income and changing life styles especially in youngsters and working class, has been a key reason for the growth of organized retail in the city. Along with Future Group's Central with a floor space area of 2.5 lakh square feet, Treasure Island at MG Road, Mangal City at Vijay Nagar area and MR10 are operational in the city.

### 15.1.3 Workforce Distribution in the district

#### 15.1.3.1 Current Employment Scenario in Indore

Work participation rate in the district (36.2 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as household industry workers and other workers, accounts to 68%[87] of total working population - indicating a high level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is very low amongst women at 18.77 percent, in comparison to male WPR at 51.97 percent, with the disparity being more prominent in urban areas.[88]

There is significant immigration into the urban clusters of Indore district due to the direct and indirect employment opportunities the district generates. In the skilled and semi-skilled youth category, immigration occurs either because certain education opportunities do not exist in the home district (eg: students migrate from Burhanpur to Indore as there are no vocational training institutes in the district) or because the youth see brighter employment prospects by being closer to the industrial clusters of Indore and Pithampur.

Immigration into Indore is more common amongst the unskilled category, especially from the neighboring districts, leading to significant increase in the slum dwelling population in the district. Indore has the largest slum population in the state with 445 slum pockets and a slum population of 3,31,220.[89]

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[85] http://www.mpakvnindore.com/why_indore.php
[86] http://www.expresspharmaonline.com/20111231/pharmaally10.shtml
[87] District Statistical Handbook, Indore, 2011
[88] District Statistical Handbook, Indore, 2011
[89] Madhya Pradesh Human Development Report, 2007

### 15.1.3.2 Estimation of Supply of Manpower in Indore

According to KPMG Estimates, Indore district has a significant opportunity in terms of a favourable demographic dividend - with rising working age population and a sizeable population on the lower end of the working age spectrum. By 2022, there will be 12.2 lakh[90] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Indore | 4247684 | 2676041 | 1219793 | 1137427 | 720076 |

### 15.1.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Indore has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, education, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Indore.

Employment growth is expected to be strongest in the services sector with the sectors of Retail, Hospitality, Transportation& Logistics, Banking& Financial services and Construction broadly accounting for the bulk of demand. Retail Trade alone is expected to generate over one lakh jobs between 2012-17, predominantly in urban areas, and much of it in the unorganized sector. Although the incremental manpower requirement reflects an increase in demand, it also reflects the capacity of the sector to absorb, informally, the surplus labour. Occupations in demand would include administrative, executive and managerial workers, sales workers in Retail Trade, low-skill construction workers, skilled workers like toolmakers, and machine and transport equipment operators in Manufacturing.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 7065 | NA | NA | 6014 |
| Pharma & Medicinal Products | 98 | 1285 | 569 | 85 | 1115 | 495 |
| Rubber and plastics products | 149 | 1364 | 1459 | 129 | 1183 | 1267 |
| Food Processing | 527 | 2220 | 7800 | 458 | 1927 | 6771 |

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[90] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

| Fabrication | 55 | 512 | 529 | 48 | 444 | 459 |
|---|---|---|---|---|---|---|
| Paper & Paper Products | 118 | 1064 | 1182 | 103 | 923 | 1026 |
| Chemical & Chemical Products | 149 | 1068 | 1758 | 129 | 928 | 1526 |
| Construction Based Material | 30 | 212 | 349 | 26 | 185 | 303 |
| Auto and Auto Components | 101 | 1263 | 663 | 88 | 1096 | 576 |
| Textiles | 228 | 1015 | 3314 | 198 | 881 | 2877 |
| Manufacturing of Electrical Products | 15 | 180 | 104 | 13 | 155 | 91 |
| Construction | 2132 | 5373 | 35139 | 1898 | 4784 | 31284 |
| IT&ITES | 867 | 16464 | NA | 828 | 15727 | NA |
| Healthcare | 215 | 4080 | NA | 329 | 6247 | NA |
| Transportations & Logistics | 3781 | 9048 | 62785 | 4322 | 10345 | 71780 |
| Retail | 5252 | 13283 | 86495 | 4345 | 10990 | 71567 |
| Hospitality | 974 | 4902 | 13608 | 806 | 4056 | 11259 |
| Communication | 1439 | 8096 | 19241 | 1723 | 8678 | 24051 |
| Banking and Financial Services | 3966 | 8237 | 67117 | 4159 | 8637 | 70377 |
| Education and Training | 533 | 9676 | 454 | 589 | 10630 | 555 |

### 15.1.4  Human Resource Development Scenario in the District

### 15.1.4.1 Current State of Workforce Development

Indore is fast emerging as the educational hub of Madhya Pradesh, housing institutes of national importance such as like IIM, Indore and IIT, Indore. Higher education, more specifically technical education, has achieved considerable growth over the past five years in the state. In the sample set of students who were interviewed, the diversity of the home district was almost 80% among vocational students - with representations from Harda, Burhanpur, Betul, Dewas, Dhar, Ujjain, Mandsaur, Khargone, Jhabua, Satna and Balaghat. A similar phenomenon of immigration was observed in the graduate category, with students from across the state studying in Indore colleges.

| Human Resource Development Institutions in Indore | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 45 | 19,710 |
| Pharmacy[1] | 35 | 1,800 |
| Polytechnic(Vocational)[1] | 3 | 850 |
| ITIs | 4 | 1,118 |
| Medicine(MBBS) | 3 | 440 |

Apart from setting up of education/training institutes, District Urban Development Department is working to enhance livelihood skills through its Swarna Jayanthi Shahari Rozgar Yojna(SJSRY) in Stitching and Sewing, Handicraft, Toy making, Savories making.

Swarna Jayanthi Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA), had an allocated budget of INR 20.20 lakhs for training purposes during 2012-13. During 2011-12, training budget was predominantly spent for activities such as pickle making, agarbathi making and artificial jewelry.

Capacity expansion in higher/vocational education institutions, along with government funded schemes, has positively impacted the growth of available skilled workforce in the district - as evident from the number of registrations in the District Employment Exchange[91] As on March 2012, District Employment Exchange had live registrations totaling 49,198 of which 90 percent belonged to the skilled youth category. However, providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of the youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[92].

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Pratibha Syntex, Pitampur | Thread Cutter/Packer | 37 |
| Infosys,Indore | BPO Operator | 200 |
| Indian Army | Clerk/Sainik/Nurse/Cook | 900 |
| Lupin, Dhar | Trainee | 115 |
| Dominos Pizza | Delivery Boys | 35 |

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[91] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[92] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Shivasakthi Bio-Plant | Customer Care Executive | 11 |
|---|---|---|
| IGS Limited | Sales Executive | 11 |

### 15.1.4.2 Incremental Training Capacity through Government Endowments

According to KPMG estimates based on the potential district budgetary allocation for various central government schemes, around 1.28 lakh people in secondary and tertiary services and 1.44 lakh people in total, can be trained incrementally during the five year period of 2012-17. Government funded training schemes can meet only 34 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades.

**Potential Incremental Training Capacity  Indore (2012-17)**

Total Potential Capacity: 144310

| Category | Value |
|---|---|
| Other Ministries | 2935 |
| Ministry of Food Processing | 1600 |
| Ministry of Women & Child ... | 2000 |
| Ministry of Health and Family Welfare | 2100 |
| Ministry of Higher Education | 3000 |
| Ministry of HUPA Alleviation | 5000 |
| Ministry of MSME | 8125 |
| Ministry of Road Transport & Highways | 8750 |
| Ministry of Textiles | 9500 |
| Ministry of Agriculture | 15500 |
| Construction Workers Cess (BOCW) | 17800 |
| Ministry of Communication and IT | 22000 |
| Ministry of Labor | 46000 |

### 15.1.5  District Specific Recommendations

Indore, being a district  with high economic growth, predominantly driven by tertiary and secondary sectors,  has significant opportunties for skill development to cater to various industries. There is sizeable opportunity in direct training of 90,000 people in the formal segment alone in the district, over the next five years.

Recommendations for skill development in the district are made, considering the following  points related to skill ecosystem in the district:

·  High employment potential in services sectors - **Retail, Hospitality, Banking & Financial services and Construction** primarily in un-organized category
·  **Transportation and Logistics** to witness significant demand of skilled and semi skilled manpower, given the strategic positioning of the district along national highways
·  Growth in commercial and industrial development in Indore has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**

- Among high employment growth manufacturing areas, **manufacturing of engineering/electrical products, food processing**, demand high level of skilling
- Sustainable growth of industrial clusters in the district would require multi faced skill development for the workers, including personality development and **sales and marketing skills**
- Existing focus on training for the informal sector by private skill training providers is low
- Public sector spending on skill training predominantly focuses on primary and secondary sectors

Based on interaction with industries, Indore is viewed as a potential destination for attracting a diversified sample of skilled youth from across Madhya Pradesh. Based on interaction with youth in the state, Indore is viewed as a potential employment destination across most districts in Madhya Pradesh.

The positioning of Indore from a Skill Development perspective, should emphasize the market linkages to attract private skill training operators to invest in the district. Indore can potentially be a fertile harvesting ground for private skill training across manufacturing and services sector with support for immediate market linkage for trained candidates

Considering these factors, the proposed action plan for stakeholders in skill development in Indore district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | - Focus on increasing participation from national/regional private skill training providers with focus on the following sectors<br>   o  Hospitality and Tourism<br>   o  Retail<br>   o  Banking and Financial services<br>   o  Transportation and Logistics |
| Government | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o  **Informal segment of Construction Sector**<br>   o  **Informal segment of Retail Sector**<br>   o  **Formal/ Informal segment of Transportation and Logistics**<br>   o  **Formal/ Informal segment of Food Processing**<br>   o  **Formal segment of Healthcare**<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o  **Dairy farming**<br>   o  **Mulberry cultivation**<br>   o  **Fruit Cultivation-** Mango, Guava, Amla, and Pomegranate<br>   o  **Flower Cultivation**- Roses, Gladiolus,Chrysanthemum, Glardia<br>   o  **Spice Cultivation** - Chilli and Garlic<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics, Food Processing and Healthcare |

| Private Skill Training Providers | • Focus on placement driven training (both technical and non-technical) targeting local youth from low income families with cost to be borne by companies |
|---|---|
| |    o **Formal segment of organized Retail** |
| |    o **Formal segment of Hospitality** |
| |    o **Formal segment of Security Services** |
| | • Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent |
| |    o **Engineering Goods /Auto Components** – Due to proximity to Pithampur Auto Cluster |
| |    o **Pharmaceuticals** – Due to proximity to Pithampur Pharma Cluster |
| |    o **Food Processing** – Due to presence of Namkeen Innovative Cluster in Indore |
| |    o **Manufacturing of Leather Products** – Due to presence of Leather Toys Cluster |
| | • Opportunity for setting up finishing school training for tertiary sectors with high salary potential, where students will be willing to pay and learn |
| | • IT&ITES and Banking and Financial Services –Skills in both technical and non-technical category |
| | • Assessment of training provided by government departments in sectors of retail, construction, food processing, transportation and logistics and healthcare |
| | • Bridging basic skills of communication and numeracy |
| Industry | • Provide training for skills in those sector where the requirement for absorption within industry is higher, such as |
| |    o **Construction** |
| |    o **IT/ITES** |
| | • Initiate and support modular employability skill training in collaboration with private players/Government |
| | • To create placement linkage opportunities in training institutions |

## 15.2   Skill Gap Assessment of Betul District

### 15.2.1  Social Profile

#### 15.2.1.1 Demographics

Betul district is situated in the southern part of Madhya Pradesh sharing its border with Maharashtra's Amaravati district. District is sparsely populated with a population of 15.75 lakhs[93] (as per 2011 Census) and a population density of 157 per sq.km[94]in comparison to the state average of 236 [95]and national average of 382 per sq.km[96] Betul is predominantly a rural district with 80.37 [97] percent of the total population living in rural areas (as per 2011 census), however a clear trend of

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[93] http://www.census2011.co.in/census/district/314-betul.html
[94] http://www.census2011.co.in/census/district/314-betul.html
[95] http://censusindia.gov.in/2011census/censusinfodashboard/stock/profiles/en/IND023_Madhya%20Pradesh.pdf
[96] http://censusindia.gov.in/2011census/censusinfodashboard/stock/profiles/en/IND023_Madhya%20Pradesh.pdf
[97] http://www.census2011.co.in/census/district/314-betul.html

urbanization has been observed with the 2001-11 Urban Decadal Growth being 19.3 percent[98]as against 11.5 percent[99] in the rural segment. The district also has a significant proportion of SC/ST constituting 49.9 percent[100] of the total population, of which tribal population forms 39 percent [101] (as per 2001 census) which is highest amongst districts in Madhya Pradesh. With significant proportion of population living in rural areas with low population density, the district is faced with a significant challenge of increased cost of delivery of last mile services.

### 15.2.1.2 Literacy

District literacy rate standing at 70.14 percent [102] (as per 2011 census)is comparable to that of the state, however there is a significant gender inequity with male literacy rate averaging around 78.6%[103] (as per 2011 census) while female literacy rate stands at 61.6%[104](as per 2011 census). Betul has a lower private participation in school education with about 91.4 percent[105] of the schools in being run by the government.The district has a better  transition rate from primary to middle schools at 94 percent [106], indicating low dropout rates after primary schooling.

| District | Madhya Pradesh | Betul |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,575,247 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 12.9% |
| **Population Density Per Sq.km(2011)** | 236 | 157 |
| **Level of Urbanization(2011)** | 27.6% | 12.9% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 970 |
| **Proportion of ST Population(2001)** | 20.3% | 39.4% |
| **Literacy Rate(2011)** | 70.6% | 70.1% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 16.8% |
| **Number of Literates(2011)** | 43,827,193 | 959,429 |
| **Enrollments in Primary&Upper Primary Schools(2010)** | 15,356,399 | 306,857 |
| **Number of Primary & Secondary Healthcare Centers per 1000 Population(2011)** | 0.14 | 0.19 |

[98] http://www.census2011.co.in/census/district/314-betul.html
[99] http://www.census2011.co.in/census/district/314-betul.html
[100] District Statistical Handbook, Betul,2010
[101] District Statistical Handbook, Betul,2010
[102] http://www.census2011.co.in/census/district/314-betul.html
[103] http://www.census2011.co.in/census/district/314-betul.html
[104]http://www.census2011.co.in/census/district/314-betul.html
[105] http://www.dise.in/drc.htm
[106] http://www.dise.in/drc.htm

| | | |
|---|---|---|
| Contribution to State Economy(2008-09) | - | 2.25% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 25,080 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 34.2% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 31.9% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 33.9% |

### 15.2.2  District Economy

Economy of Betul has registered a CAGR of 11.1 percent[107] between2003-04 and 2008-09 with the composition of sectors remaining largely constantduring this period - indicating a uniform growth across various sectors. Per capita income of Betul grew at a faster pace at 13.98%[108]  than that of the state average of 11.45%[109] during the period 2003-04 and 2008-09.

**Betul Economic Growth**
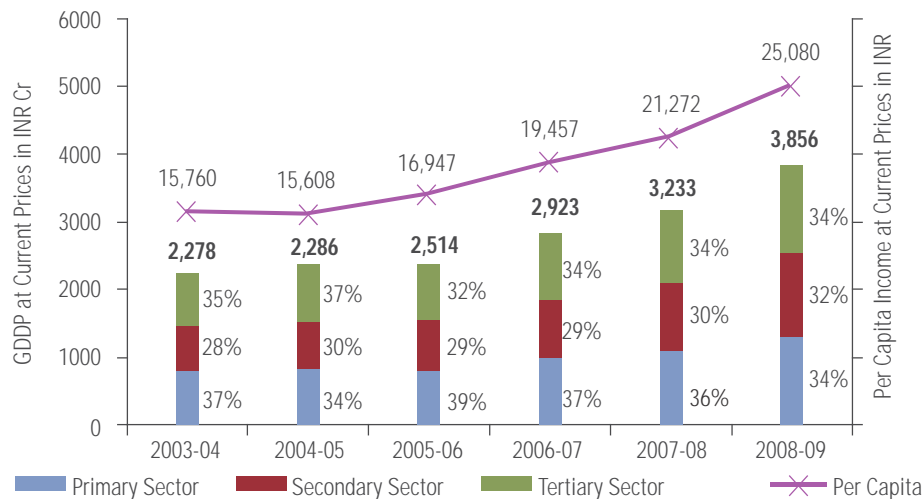


### 15.2.2.1 Agriculture and allied sectors

Agriculture and allied activities, is the key source of livelihood for the district. As per 2008-09 estimates[110] district  has 40% of the land as net sown area, closely followed by forests covering an area of 39%. Beter irigation facilities made available through provision of irrigation facility, micro-irrigation works, renovation of traditional water bodies etc. through MNREGA in the district, have reulted in enhanced net sown area from 3,99,407 ha in 2007-08 to 4,16,100 ha by 2008-09. Majority of the district land is covered with black soil - with wheat, paddy, maize, jowar and sugarcane as major crops.

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[107] Estimates of State Domestic Product 1999-2010, Madhya Pradesh; KPMG Analysis
[108] Estimates of State Domestic Product 1999-2010, Madhya Pradesh; KPMG Analysis
[109] Estimates of State Domestic Product 1999-2010, Madhya Pradesh; KPMG Analysis
[110] District Statistical Handbook, Betul,2010

Low average landholding in the district[111] (2.079 ha, even lower than the state average of 2.50 ha) is impacting the adoption of technology and machinery in farming.

Poultry and livestock rearing is traditionally looked at, as income generation activities supporting farm income in the majority of agrarian households. However, lack of awareness about the activities, and inaccessibility of services such as veterinary healthcare, have caused a decline in interest in organised forms of of poultry and livestock activities in Betul. Total livestock population in Betul is 15,22,512 and poultry population is 3,63,766. Under Swarnajayanthi Gram Swarozgar Yojna, many self help groups are being supported by the Department of Rural Development, in Livestock and Poultry rearing activities.

In the horticulture sector, mango, orange, banana and aonla are the key fruits grown in the district. Some of the key varieties of mango grown in the district includes Amrapali, Dashehari ,Gajariya ,Sunderja ,Keshar, Langra, Mallika, Alfanjo, Ratna, Neelam , Sindhu. Around 921[112] fruit orchards have been established by Krishi Vigyan Kendra in the district. Betul is one of key flower cultivation districts with focus on Marigold and Glardia. Betul has an exclusive mandi for oranges cultivated in the district. AVT Natural Products, a leading oleoresin producer in South India, is undertaking contract farming for marigold in Betul. Around 150 hectares of land is under organic farming in the district.[113]

Around 64 hectares of land[114] is under mulberry cultivation in Bhimpur, Prabhatpatnam and Shahpur blocks of Betul.

Betul is one of the richest districts of Madhya Pradesh in terms of forest resources - with a forest cover of almost 40% of the area of the district. Principal forest produces of the district consists of teak, timber, tendu leaves, lac, bamboo - along with medicinal herbs and minor forest produce like mahua, awla, chironji, hurra, bahera, lemon grass, ashwagandha, gum, lac, jackfruit, honey & pamaroja etc. 'Tikhadi oil' made from Pamaroja is famous and is known as Betul Oil. 'Tikhadi' oil has perfume and cosmetic contents. There are over 250 farmers involved in Lac collection with lac being collected from over 12,000 [115]trees.

### 15.2.2.2 Industry

Betul district is largely an agrarian economy, with high dependence on agriculture and allied sectors. Hence, a significant proportion of industry is based on agro processing, with a few other industries focusing on mineral based products. The level of industrialization is gradually on the rise in the district. Pathakheda in Ghoradongri block is famous for its coalfields and the coal mined is used in the 9 large production units at Satpura thermal power station with a total installed capacity of 1,142 MW. The district has two large oil processong units(Betul Oil and Flours Ltd,Adhiswar Oil and Fats Pvt Ltd),Betul Tyre and Tube Industries Ltd and MP Veneers Pvt Ltd.

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 18 Crore, generating incremental employment of 3,950[116]. Key activities in which SSIs have come up in the past, include agro-processing including flour mills, soya mills, jaggery making, ice cream manufacturing, processing of forest produce such as chirounji, iron fabrication units, cement products, transformer repair units, roofing tiles, brick kilns, manufacturing of agricultural implements etc. SSI segment, if properly attended to, could generate significant amount of employment opportunities locally.

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[111] District Statistical Handbook, Betul,2010
[112] http://kvkbetulzpdvii.org/nhm.php
[113] National Horticulture Mission for Madhya Pradesh
[114] http://www.mpsericulture.nic.in/centers.htm
[115] http://kvkbetulzpdvii.org/naip.php
[116] Data received from District Industry Center, Betul

**Growth of SSIs in Betul**
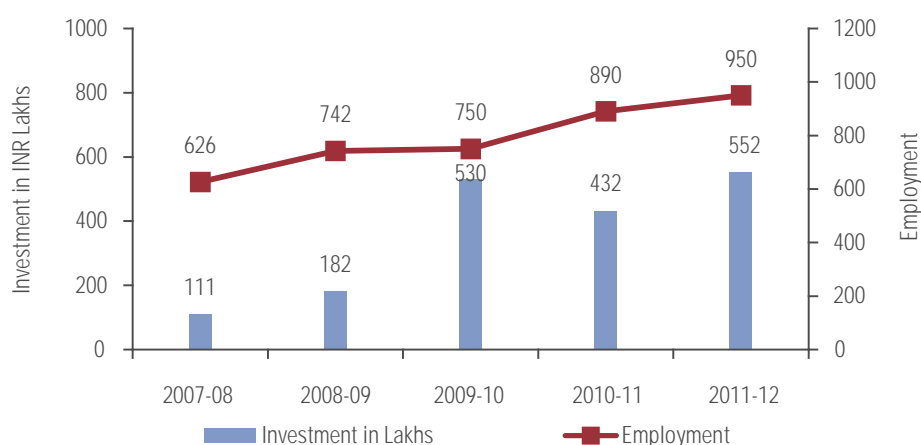


Based on discussion with district industry officials, some of the key small scale industrial activities that have opportunity in the district-

| Sector | Type of Units |
| --- | --- |
| Food Processing | Kadh Tel, De-oiled cake, potato starch, tamarind starch, poultry feed, cold storage, processed fruits, soya milk, soya cake, masala making, corn crispies/chips, Khandasari sugar, energy bars, medicinal foods, milk chilling units, dairy farming. |
| Construction based Material | Fly ash hollow bricks, granite cutting and polishing, mosaic tiles, Hume pipe, RCC pipe, wooden furniture saw mill, veneers, plywood. |
| Metal Units | Agricultural implements |

### 15.2.2.3 Services Sector

Services sector dominated by farm trade, hotels and other services category grew at 10.23[117] percent CAGR between 2003-04 and 2008-09, at a rate lower than the primary and secondary sectors.

Trade and hotels segment contributing to 26 percent the total tertiary sector GDDP as on 2008-09[118] has only grown at a little over 9 percent between 2004-05 and 2008-09[119]. During this five year period, the district has not witnessed significant growth of organized players, having only small hotels and shops. Dominanace of small un-organized players has not resulted in a high demand for trained manpower - as most of these outfits rely on unskilled workers.

Transportation by Railways and Roadways contributes significantly to the tertiary sector by accounting for 20 percent of total tertiary sector 2008-09[120]- with Railways contributing most of it. The significance of Railways is due to the Delhi-Chennai Railway line passing through the district. District head quarter Betul is well connected to prominent cities like Indore, Bhopal and Nagpur through NH 59A, NH 69. The district has a stretch of around 211.2 km of national highway and

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[117] Estimates of State Domestic Product 1999-2010, Madhya Pradesh; KPMG Analysis
[118] Estimates of State Domestic Product 1999-2010, Madhya Pradesh; KPMG Analysis
[119] Estimates of State Domestic Product 1999-2010, Madhya Pradesh; KPMG Analysis
[120] Estimates of State Domestic Product 1999-2010, Madhya Pradesh; KPMG Analysis

154.6 km of state highways. However, poor connectivity to places beyond Betul town and tehsil blocks, mostly through district and local roads, is a major hurdle for development in these regions.

In the financial services space, between 2007 to 2012, the total number of bank branches in the district,has increased from 65 to 87 - with a 17 percent compounded growth in deposits[121]. Growth in per capita income post 2006-07 is a key reason for the growth rate in deposits.

**Contribution of Services Sector to GSDP (2008-09)**

| Sector | Value |
|---|---|
| Other Services | 33,467 |
| Public Administration | 17,225 |
| Real Ownership of Dwel. B. Sr. & Legal | 5,703 |
| Banking & Insurance | 7,890 |
| Communication | 5,028 |
| Storage | 209 |
| Transport by Other means | 6,035 |
| Railways | 21,227 |
| Trade Hotels and Restaurants | 33,982 |
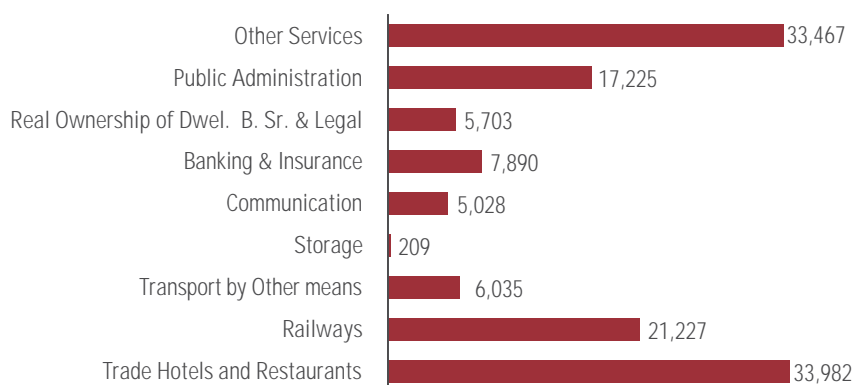
The district has around 33 PHCs and 260 SHCs serving a population of 15.57 lakhs[122]. Coverage of healthcare services standing at 18 SHCs and PHCs per lakh population, predominantly through Govt units, is above the state average of 13[123] per lakhs population.

### 15.2.3  Workforce Distribution in the district

### 15.2.3.1 Current Employment Scenario in Betul

The worker's participation rate for Betul district is 44.2% as per Census 2001, compared to the state average of 42.7%. Agriculture is the largest employer in the district with 73.7%124 of the workforce engaged in agricultural activities either as cultivators or as agricultural labourers. Almost 80% of the employment in the rural areas is in the agriculture sector. Contrary to this, almost 88% of the urban population is engaged in the services (tertiary) sector. The dependency ratio for the district is 84.8% which is almost similar to the state's average of 84.3%. The dependency ratio is higher in the rural areas at 90.3% than urban areas at 63.9%.125 Around 19.3% of the district's population falls into the category of not having full employment.

With increasing awareness level of minimum day wages and increasing connectivity, both road, rail and through telecom, migration is becoming an increasingly important phenomenon in the context of employment opportunities. Most of the migrant workers from Betul are in the age group of 20-35 years who travel either individually or in groups of 10-25 for work in neighboring districts - or sometime even to distant states. Migration happens for agricultural as well as for non-agricultural activities such as construction activities, trucking and brick kilns. While agriculture based migration is usually seasonal with migrants returning back to Betul at the end of the season, non-agricultural migration happens for an extended duration. Migrants from Betul travel to districts in Madhya Pradesh such as Hoshangabad, Harda, Narsingpur for

[121] RBI Statistics
[122] http://www.mp.gov.in/health/insti.htm
[123] http://www.mp.gov.in/health/insti.htm
[124] MP DevInfo District Profile - Betul
[125] www.mp.gov.in/difmp/mphdr%5CEmpLivelihoodTables_E_1998.pdf

agricultural labour activities, and to places such as Mumbai, Nanded, Amravati, Nagpur etc to work in both agro and non-agri related activities. Festivals form an important part of the life of people from Betul and hence most of them seek to return home for extended vacations in Betul, during the festivals.

Besides regular agricultural workforce migration, skilled youth is significant to industrialized regions in Hoshangabad, Sehore, Bhopal and Nagpur. Hoshangabad has a huge number of government establishments such as the Security Papers Mill, Ordinance Factory, Indian Railways, Diesel and Electric Locomotive sheds. Sehore is famous for its large textile units – Vardhaman, HG and Trident Group. Bhopal has a whole host of opportunities, especially BHEL and Indian Railways unit. Nagpur having food processing units is another attractive destination for employment related migration out of district.

### 15.2.3.2 Estimation of Supply of Manpower in Betul

According to KPMG Estimates, Betul district has a favourable demographic dividend, with rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 7.16 lakh[126] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|---------|---------|---------|---------|---------|
| Betul | 1689644 | 1064476 | 716953 | 668541 | 120728 |

### 15.2.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Betul has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in Betul. According to the estimates, Construction and real estate segment in the secondary sector, will be the largest employment generator in the district, followed by transportation and logistics. In the tertiary sector, retail will provide the highest quantum of the total jobs - while tourism and hospitality will follow closely.

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[126] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied Activities | NA | NA | 12,005 | NA | NA | 10,220 |
| Food Processing | 123 | 516 | 1,812 | 106 | 448 | 1,573 |
| Fabrication | 11 | 103 | 106 | 10 | 89 | 92 |
| Construction | 585 | 1,473 | 9,633 | 520 | 1,311 | 8,576 |
| IT&ITES | 12 | 226 | NA | 16 | 296 | NA |
| Healthcare | 63 | 1,193 | NA | 111 | 2,111 | NA |
| Transportations and Logistics | 690 | 1,651 | 11,453 | 788 | 1,887 | 13,094 |
| Retail | 703 | 1,778 | 11,577 | 582 | 1,471 | 9,579 |
| Hospitality | 130 | 656 | 1,821 | 108 | 543 | 1,507 |
| Communication | 233 | 1,313 | 3,119 | 279 | 1,407 | 3,899 |
| Banking and Financial Services | 270 | 560 | 4,565 | 283 | 587 | 4,787 |
| Education and Training | 153 | 2,773 | 130 | 155 | 2,806 | 147 |

### 15.2.4  Human Resource Development Scenario in the District

### 15.2.4.1  Current State of Workforce Development

Betul has a limited number of technical educational institutions to fulfill the incremental manpower requirements in the district. The district has three ITI s and three ITCs for technical skill development, along with a private engineering college.

| Human Resource Development Institutions in Betul[127] | | |
|---|---|---|
| Program | # of institutions | Intake |
| BE/Architecture | 1 | 240 |
| Pharmacy | 1 | 60 |
| Polytechnic(Vocational) | 1 | 240 |
| ITI | 3 | 751 |

[127] Department of Technical Education, Madhya Pradesh

The district has a proportionally significant skill training capacity through other initiatives, in comparison to institutional delivery. RSETI (Rural Self Employment Training Institute) provides training in stitching and sewing for women and mobile repairing for men. DUDA (District Urban Development Authority) provides skill training in Dairy Farming support, Artificial jewelry making, Pickle making, Hand knitting Artificial Jewelry through SGSY, while DUDA (District Urban Development Authority) provides skill training in Hand Knitting, Pickle Making, Operating Domestic Electrical Appliances though SJSRY.

| SJSRY Training (2010-11)[128] | |
|---|---|
| Trade | Enrollments |
| Artificial jewelry making | 30 (2011) |
| Pickle making | 22 (2010) |
| Hand knitting | 18(2010) |
| Operating domestic electrical appliances | 15 (2010) |

Significant skill training and further support is provided to farmers to promote Mulberry cocoon and Eri Cocoon farming in the district, through the Department of Sericulture.

While the trades under ITI training are generic trades with engineering focus, skill training provided by other initiatives are such that it would be difficult for trainees to establish market linkages, by themselves. RSETI, being a training offshoot of a financial institution, focuses its funding on those trades where there is investment into capex which is kept hypothecated to the bank, in case the candidate fails to repay the loan.

Due to low capacities in skill training institutes, registrations in District Employment Exchange are low, with total live registrations as on March 2012, being 18,411 - of which 16,851 belonged to the skilled youth category[129]. In the current scenario, employment generation for skilled youth is predominantly outward focussed as evident from private job fair conducted during 2011-12[130].

| Company | Job Role | # of Candidates |
|---|---|---|
| Vardhman Fabrics, Budni | Machine Operator | 36 |
| Vardhman Fabrics, Budni | Production Trainee | 32 |
| Apollo Tyres, Baroda | Trainee Operator | 08 |
| Peral Ind Securyiry services Ltd | Security Guards/Supervisors | 181 |

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[128] DUDA,Betul
[129] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[130] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Shivasakthi Bio-Plant | Customer Care Executive | 31 |
| IGS Limited | Customer Care Executive | 84 |

### 15.2.4.2 Incremental Training Capacity through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 19,000 people in secondary and tertiary services and 31,000 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet less than 50 percent of the total incremental manpower between 2012 and 2017 - leaving a significant gap to be bridged. However, formal employment potential in secondary and tertiary sectors is significantly low in comparison to public training targets.

**Potential Incremental Training Capacity Betul (2012-17)**

| Sector/Ministry | Capacity |
|---|---|
| Building and Other Construction ... | 4870 |
| Ministry of Health and Family Welfare | 1010 |
| Ministry of Road Transport and Highways | 400 |
| Ministry of Social Justice and Empowerment | 170 |
| Ministry of Women and Child Development | 980 |
| Ministry of Higher Education | 1430 |
| Ministry of Agriculture | 12160 |
| Ministry of MSME | 2320 |
| Ministry of Communication and IT | 1060 |
| Ministry of Minority Affairs | 140 |
| Ministry of Food Processing | 120 |
| Ministry of Labor | 4650 |
| Ministry of HUPA | 1570 |
| Ministry of Tourism | 100 |
| Ministry of Tribal Affairs | 160 |

Total Potential Capacity: 31140

### 15.2.5 District Specific Recommendations

Betul, being a balanced economy with equal contributions from all sectors, has proportionally equal employment opportunities in the three sectors. However, formal employment in the district is limited due to shortage of organized players in the services sector and large industrial units. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

· Balanced Economy with high proportion of informal employment
· Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
· Employment in manufacturing driven by food processing and construction based material work
· Potential for the development of furniture industry

- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Betul is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Betul district would indicate the following priority areas:

From a Skill Development Perspective, Betul should be positioned as a sourcing ground for skilled manpower employable across the state and anywhere in the country

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o   Security Services |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o   Construction Sector<br>   o   Retail Sector<br>   o   Transportation and Logistics<br>   o   Healthcare<br>- Establish cluster-based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o   Wooden Furniture Cluster – Due to presence of forest with Betul Teak<br>   o   Wooden Handicrafts Cluster - Due to presence of forest with Betul Teak<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o   Dairy farming<br>   o   Livestock Rearing – Piggery, Goatery, Poultry<br>   o   Mulberry cultivation and Silk Weaving<br>   o   Lac Cultivation<br>   o   Fruit Cultivation- Mango, Orange, Aonla, Sapota, Pomegranate<br>   o   Flower Cultivation – Marigold, Glardia<br>   o   Vegetable Cultivation – Drumstick, Curry Leaves, Cabbage<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | - Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o   Security services |

| | |
|---|---|
| | • Assessment of training provided by government departments in sectors of Retail, Construction, Transporation and Logistics<br>• Bridging basic skills of communication and numeracy |
| **Industry** | • Provide training for skills in those sectors where the requirement for absorption is high, such as<br>   o Construction<br>   o Security Services<br>• Initiate and support modular employability skill training in collaboration with private players/Government<br>• To create placement linkage opportunities in training institutions |

## 15.3  Skill Gap Assessment of Chhindwara District

### 15.3.1  Social Profile

#### 15.3.1.1  Demographics

Chhindwara district is bound by Hoshangabad, Narsinghpur, Betul District, Seoni and Nagpur District (Maharashtra),Chhindwara has a total population of 20.9 lakhs as of 2011, of which 75.83 percent reside in rural areas.[131] The district is sparsely populated with 177 people per sq. km. in comparison to the state's average of 236.[132] The district has a higher gender ratio than the state. Reserved categories comprise 46.3 percent[133] of the total population of the district. The district has a significant tribal population comprising of Gond, Pardhan, Bharia and Korku tribes.[134]

#### 15.3.1.2  Literacy

Chhindwara has a high literacy rate of 72.2 percent in comparison to the state average of 70.6 percent[135]. There are 4,158 K12 schools in the district, of which only 13.1 percent are owned by the private sector.[136] Enrolment in government schools accounts for 87.16 percent of the total enrolment.[137] 95.6 percent of the students attend upper primary schools after primary education.[138] Transition rate for students in upper primary schools decreases as they progress to higher classes and is only 55 percent from Std VII to Std VIII.[139]

With the strengthening of primary education system through Sarva Siksha Abhiyan, issue of capacity inadequacy in higher grades, has gained prominence. According to KPMG estimates, assuming no additional increase in capacity at high school level, schools in Chhindwara would support only around 78.9 percent of the students passing through primary to high school level, in the next 5 years.[140]

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[131]Census of India 2011
[132] Census of India 2011
[133] Census of India
[134] http://chhindwara.nic.in/aboutus.htm
[135] Census of India 2011
[136] http://www.dise.in/drc.htm
[137] http://www.dise.in/drc.htm
[138] http://www.dise.in/drc.htm
[139] http://www.dise.in/drc.htm
[140] http://www.dise.in/drc.htm

| District | Madhya Pradesh | Chhindwara |
|---|---|---|
| Population(2011) | 72,597,565 | 2,090,306 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 13.0% |
| Population Density Per Sq.km(2011) | 236 | 177 |
| Level of Urbanization(2011) | 27.6% | 24.2% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 966 |
| Proportion of ST Population(2001) | 20.3% | 34.7% |
| Literacy Rate(2011) | 70.6% | 72.2% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 17.4% |
| Number of Literates(2011) | 43,827,193 | 1,316,324 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 401,369 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.18 |
| Contribution to State Economy(2008-09) | - | 3.29% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 27,722 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 47.1% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 17.4% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 35.5% |

## 15.3.2  District Economy

District economy has grown by 9.20 percent CAGR between 2003-04 and 2008-09 - as compared to the state's average of 10.78 percent during the same period.[141] Primary sector constitutes close to 50 percent of the output with major contribution from agriculture and mining activities. Mining activities have grown by 6.7 percent[142] CAGR between 2003-04 and 2008-09 with coal, manganese and dolomite minerals mined[143]. Per capita income has steadily increased to exceed the stage average of INR 24,132, enabled by growth in primary and tertiary sectors[144]

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[141] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[142] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[143] http://chhindwara.nic.in/birdseyeview.htm
[144] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm

**Chhindwara District Economic Performance**
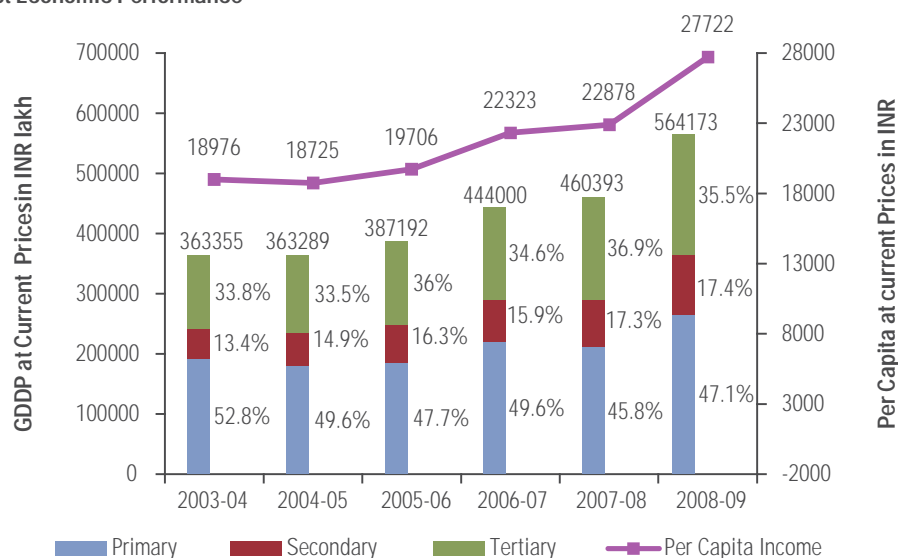


## 15.3.2.1 Agriculture and allied sectors

The district economy is predominantly agro-based. Contribution of agriculture and allied activities has been 71.1 percent[145] to the primary sector in 2008-09. The district has 40.33 percent[146] of its total geographical area under cultivation. Net sown area under irrigation was only 26.59 percent in 2008-09 as compared to 43.55 percent of state's average.[147] Wells cater to 65.6 percent of net irrigation in the district. Around 33 percent of the net irrigated area is under soya cultivation.[148]

Agricultural practices are traditional, with minimal usage of farm implements. There are around 7 tractors[149] per 1,000 hectares of cultivated land in 2007-08, which is low compared to the state's average of 19[150] indicating low levels of mechanization of agriculture. Further, growth in tractor usage has been only 1.3 percent[151] in 2006-08 - which is very low in comparison to state average of 5.8 percent[152] in the same period.

Chhindwara is densely forested with 35.28 percent forest cover.[153] Bamboo, Teak, Harra, Saalbeej and Tendu Patta are the major forest wealth accounting for 2.85 percent of the contribution of primary sector to GDDP.

Chhindwara is one of the key horticulture thrust districts. It is part of the orange cluster, identified by the state horticulture department.  Organic farming is an emerging trend in the district, with over 260 hectares pursuing the same. Garlic is a key spice grown in the district. India's first Spice Park has also been established in Boregaon in Chhindwara with an estimated project cost of INR 8.44 crores[154]. The initial phase of the park consists of a Garlic Dehydration Plant set up by the Spices Board and a Steam Sterilization Unit set up by STCL Ltd., a public sector company. The district also has 9 pack houses and 17,000 tonnes of cold storage capacity[155]. Oranges grown in Chhindwara are directly marketed in Nagpur.

[145] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[146] Madhya Pradesh Statistic Handbook 2010
[147] Madhya Pradesh Statistic Handbook 2010
[148] Madhya Pradesh Statistic Handbook 2010
[149] District Statistical Handbook Chhindwara 2010
[150] Madhya Pradesh Statistical handbook 2010
[151] District Statistical Handbook Chhindwara 2010
[152] Madhya Pradesh Statistical handbook 2010
[153] Madhya Pradesh Statistical handbook 2010
[154] http://nhm.nic.in/ActionPlan/ActionPlan_MP.pdf
[155] http://nhm.nic.in/ActionPlan/ActionPlan_MP.pdf

Mother Dairy, New Delhi directly procures oranges from cultivators in Chhindwara. AVT Natural Products Limited, has undertaken contract farming initiatives in district to grow marigold for their oleoresin production.

Livestock rearing is another major activity in the district. There are 7.23 lakh cattle population, 1.35 lakh buffalo population and 3.06 lakh goat population. Besides these, the district also has high poultry population of 4.69 lakhs. Piggery is also an emerging activity in the district[156].

Chhindwara has a mini dairy plant with a processing and packaging capacity of 10,000 litre per day[157]. A few of the self help groups are operating in the dairy processing segment. Around 147 SHGs have benefitted from the special dairy project of the Zilla Parishad of Chhindwara[158].

### 15.3.2.2 Industry

Contribution of the secondary sector to the district economy has been around 17.4 percent[159] of the district's GDDP in 2008-09. The sector registered 15.1 percent compounded growth between 2003-04 and 2008-09.[160] Chhindwara has an exclusive Industrial Growth Centre at Borgaon for water intensive industries and houses companies such as Raymonds, Niket Udyog Ltd, PBM Politeck Ltd, JCO Gas Pipe Ltd, etc. There is also a Food park in Borgaon with supporting infrastructure of Cold Storage, Ware House, Milk Chilling Plant, ETP and Testing Lab.

Chhindwara has 8 operational Large and Medium Industries including that of Raymonds and Hindustan Unilever[161]. Investment in LMI sector in Chhindwara as of March 2012 stood at INR 572.25 crore of which 51 percent comprised of textile sector investment[162]. Of the remaining, 26 percent of the investment is from chemical based industries.

**Compostion of LMI Investment in Chhindwara** ( as of March 2012)



| Category | Investment in INR Lakhs |
|---|---|
| TEXTILE | 29356.3 |
| CHEMICAL & CHEMICAL PRODUCTS | 14967.72 |
| AGRO BASED | 7256.73 |
| BASIC METAL | 3136 |
| DRUGS & PHARMACEUTICALS | 1225.65 |
| RUBBER & PLASTIC | 822.84 |
| FOREST BASED | 342.86 |
| FOOD PROCESSING | 117 |
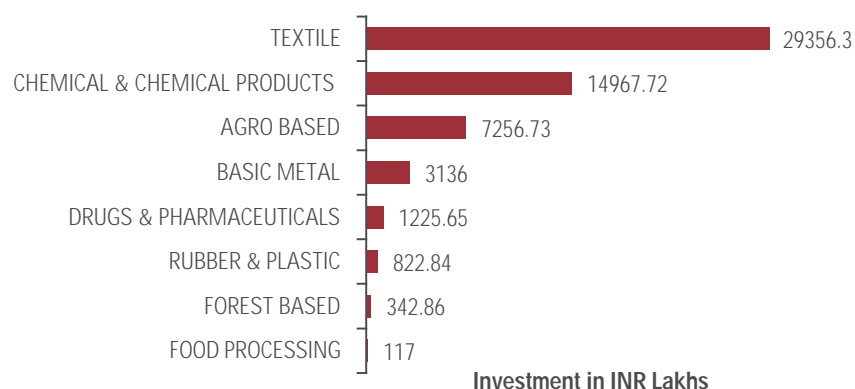
Small Scale Industries witnessed an investment of INR 41.31[163] crores between 2007-08 and 2011-12, generating a total employment of 6,319 people. Food processing and metal based industries have contributed 33.27 percent and 19.96

[156] http://www.kvkchhindwarazpdvii.org/about_chhindwara.php
[157] http://mpcdf.nic.in/Infra_Inf_JDS.pdf
[158] http://www.zpchhindwara.nic.in/data/sdp/SDP.pdf
[159] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[160] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[161] DTIC Madhya Pradesh
[162] DTIC Madhya Pradesh
[163] District Industries Centre Chhindwara

percent to the SSI investments in 2010-11 respectively.[164] Other industries in the district include those based on construction, paper and pharma industries.

**Growth in SSI in Chhindwara**
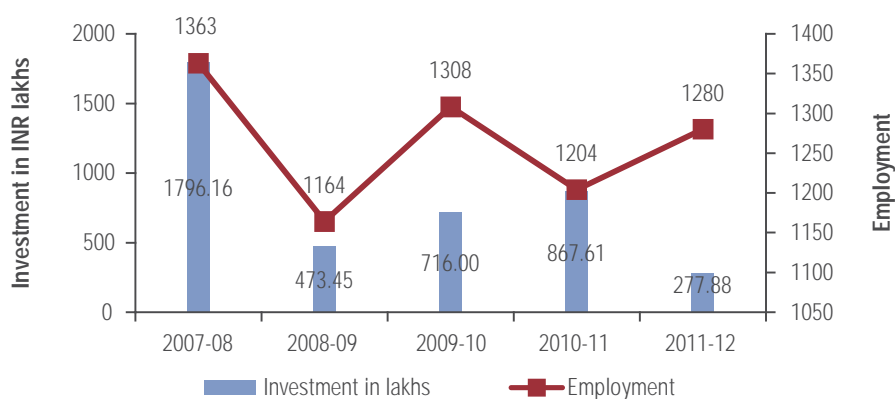


Based on discussion with district industry officials, the following small and medium scale industries have a good potential in the district:

| Category | Industries |
|---|---|
| Food Processing | Mushroom processing and packaging, Dal Mill, Oil Mill, Soya Plant, Flour Mill, Jaggery Processing Units, Dairy Products, Energy bars, fruit and vegetable dehydration and preservation, orange juices, soya oil |
| Forest/ Wood Based | Wooden furniture making, Saw Mill, Jute Bags, Bamboo baskets, cardboard boxes |
| Mineral Based | Dolomite powder, Soft Coke and Hard Coke units, Coal candy |
| Textiles | Cotton yarn, man-made yarn, woolen items, carpet weaving |
| Pharma | Surgical bandages, ayurvedic medical formulations, pathological research |
| Others | Polythene bags, Bricks, Tin Container, PVC Pipes, cement blocks, leather shoes |

## 15.3.2.3 Services Sector

Services sector has been contributing 35.5 percent[165] to GDDP in 2008-09. This sector has grown by 10.3 percent CAGR between 2002-03 and 2008-09. Key contributors to the sector include trade and hospitality, business services, transportation and public administration.

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[164] District Industries Centre Chhindwara
[165] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm

**Contribution of Services Sector to District Economy (2008-09)**

| Sector | Amount in INR lakhs |
|---|---|
| Trade Hotels and Restaurants | 63662 |
| Other Services | 47384 |
| Real Ownership of Dwel. B. Sr. & Legal | 26489 |
| Public Administration | 23225 |
| Transport by Other means | 12354 |
| Banking & Insurance | 11419 |
| Railways | 8150 |
| Communication | 7249 |
| Storage | 336 |
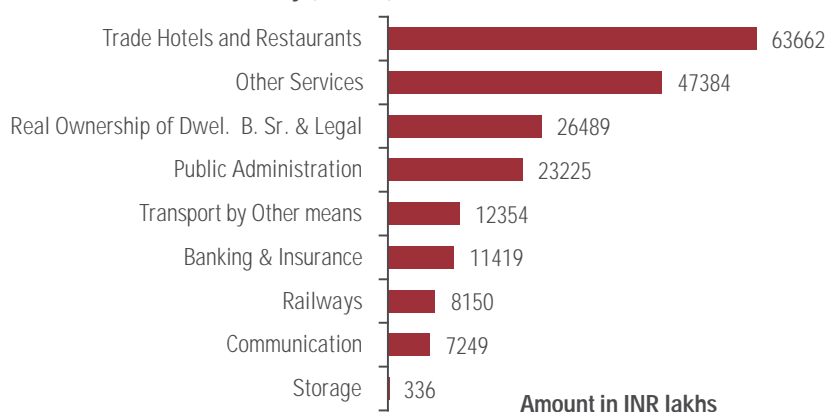
Trade and hospitality industry of Chhindwara has grown by 9.1 percent[166] CAGR in the past 5 years. Dominance of soya in agriculture and textile in industries, has been promoting trading activity in the district. Increasing secondary and tertiary industries have increased the prospects of business and legal services. It has also added to the revenue of the hospitality segment. There are a few places of tourist interest including Patalkoth, Tamia, Tribal Museum, Chota Mahadev Cave, Devgarh Fort, Nagdwari, Hot water spring at Anhoni, etc.

In the financial services space, number of bank branches in the district has grown from 69 to 85 between 2006 and 2011.[167] Credit disbursement registered a 12.1 percent CAGR growth and bank-deposits, 19.1 percent CAGR growth, indicating increasing standard of living.[168]

Chhindwara has 67 Primary Healthcare Centers, 311 Secondary Healthcare Centers, 1 civil hospital and 2 district hospitals. The district has better healthcare access with 16 Healthcare centers per lakh of population, which is higher than the state's average of 13.5. Moreover, there are some private clinics and nursing homes providing medical facilities to the people.

Contribution of railways to GDDP has increased by 9.2 percent CAGR, and that of roadways and other transport has increased by 17 percent CAGR over the past 5 years.[169] A small portion of NH 69 passes through the district connecting Betul to Nagpur. There is 1,863 km of pucca road and 800 km of kuchha road in the district.[170] The district has a rail network connecting it to districts of Nagpur, Betul and Seoni.

### 15.3.3 Workforce Distribution in the district

### 15.3.3.1 Current Employment Scenario in Chhindwara

Work Participation Rate in the district is 42.2 which is comparable to the state's average of 42.7.[171] The district has 42.15 percent of its population under the worker category.[172] There are only 12,617 Household Industry workers in the district.[173]

According to District Rural Development Officials, inter district migration is lower than intra district migration in Chhindwara. Migration is witnessed more amongst the poorer population in SC/ST community than in others. Unskilled

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[166] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[167] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[168] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[169] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[170] http://chhindwara.nic.in/birdseyeview.htm
[171] http://www.censusindia.gov.in/Census_Data_2001/Census_Data_Online/Economic_Data/Work_Participation_rate.aspx
[172] http://www.censusindia.gov.in/Census_Data_2001/Census_Data_Online/Economic_Data/Work_Participation_rate.aspx
[173] http://www.censusindia.gov.in/Census_Data_2001/Census_Data_Online/Economic_Data/Work_Participation_rate.aspx

labour migrates to work as manual labour, mostly in construction related activities, brick kilns, cement factories, local trades of auto mechanics, painting etc, and not as much in agricultural activities. Most of the migration occurs during non-agricultural seasons of January-February and most of the migratory population remains unemployed during June-July-August periods of the year. Labour migrates to districts of Narsingpur, Hoshangabad, Nagpur, Amravati etc. Most of the semi-skilled and skilled youth migration occurs due to inadequate employment opportunities for technical trades. District's youth aspire to work for government establishments such as BHEL, Railways, Steel Authority of India, Coach Factory, and Electricity Board. Skilled youth are willing to migrate to places such as Tamil Nadu, Andhra Pradesh, Karnataka for suitable employment opportunities.

### 15.3.3.2 Estimation of Supply of Manpower in Chhindwara

According to KPMG Estimates, Chhindwara district has a significant demographic dividend, with rising working age population and sizeable population on the lower working age spectrum. By 2022, there will be 9.08 lakh[174] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Chhindwara | 2251217 | 1418267 | 908326 | 846992 | 165998 |

### 15.3.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Chhindwara has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Chhindwara. According to the estimates, in the next 5 years, Chhindwara is expected to witness an incremental manpower requirement of over one lakh[175].

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[174] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[175] KPMG Estimates on Incremental Manpower Requirement

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied Activity | NA | NA | 14092 | NA | NA | 11997 |
| Pharma/ Medicinal Products | 4 | 53 | 23 | 3 | 45 | 20 |
| Rubber and plastics products | 69 | 633 | 678 | 60 | 550 | 588 |
| Food Processing | 143 | 603 | 2118 | 124 | 523 | 1838 |
| Fabrication | 34 | 314 | 325 | 29 | 273 | 282 |
| Paper & Paper Products | 17 | 148 | 165 | 14 | 129 | 143 |
| Construction Material | 29 | 205 | 338 | 25 | 179 | 293 |
| Auto and Auto Components | 3 | 31 | 16 | 2 | 27 | 14 |
| Construction | 948 | 2388 | 15620 | 844 | 2126 | 13906 |
| IT&ITES | 19 | 357 | NA | 25 | 468 | NA |
| Healthcare | 46 | 869 | NA | 149 | 2822 | NA |
| Transportations & Logistics | 526 | 1258 | 8728 | 601 | 1438 | 9978 |
| Retail | 1317 | 3331 | 21689 | 1090 | 2756 | 17945 |
| Hospitality | 244 | 1229 | 3412 | 202 | 1017 | 2823 |
| Communication | 336 | 1892 | 4497 | 403 | 2028 | 5621 |
| Banking & Financial Services | 390 | 811 | 6607 | 409 | 850 | 6928 |
| Education and Training | 270 | 4896 | 230 | 286 | 5170 | 270 |

### 15.3.4 Human Resource Development in the District

### 15.3.4.1 Current State of Workforce Development

Chhindwara has colleges providing opportunities in science, commerce and law. Moreover, there are eleven[176] technical training institutions including five ITIs engagement in skill development activities. In 2011, District Employment Exchange

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[176] http://mpsc.mp.nic.in/dt/Public/ListofITIDetails.aspx

had 16,966 registrations, taking live register value to 67,608 while there was only one job vacancy that was notified that year.[177]

| Human Resource Development Institutions in Chhindwara | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic(Vocational) | 1 | 150 |
| ITI s | 5 | 1,373 |

District Urban Development Authority has also been actively training urban BPL people and has coordinated training activities for 1,920[178] people in 2011-12. DUDA has been focusing on computer training, stitching, papad making and agarbathi making under the Swarna Jayanthi Shahari Rozgar Yojna (SJSRY).

| SJSRY Training (2011-12) | |
|---|---|
| Trade | Number of candidates trained |
| Computer Training | 375 |
| Stitching | 425 |
| Papad Making | 560 |
| Agarbathi Making | 560 |

District Rural Development Authority has over 3,500 Self Help Groups registered with it.[179] Swarnajayanthi Gram Swarozgar Yojna received INR 17.12 crore funding of which 50 percent was distributed for primary sector activities and 47 percent to tertiary sector.[180] Key trainings provided to SHGs have been in the trades related to jute work, furniture making, papad making, agarbathi making, etc.

Capacity expansion in higher/vocational education institutions along with government funded schemes, has positively impacted the growth of available skilled workforce in the district, as evident from the number of registrations in District Employment Exchange. As on March 2012, District Employment Exchange had live registrations totaling 52,528 of which 93.82 percent belonged to the skilled youth category in comparison to state's average of 89.21 percent[181]. However providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is hig, notification of government sector jobs has not been very encouraging.

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[177] District Emloyment Exchange, Chhindwara
[178] DUDA Chhindwara
[179] DRDA Chhindwara
[180] DRDA Chhindwara
[181] http://www.mprojgar.org/pdf/Skilled_labour.pdf

| Company | Job Role | Number of Candidates |
|---|---|---|
| Vardhaman Fabrics, Budni | Machine Operator/ Labourer | 33/140 |
| Vardhaman Yarn, Mandideep | Machine Operator/ Labourer | 21/101 |
| Bombay Securities Services, Nagpur | Security Guard | 42 |
| Disha Engineering, Nagpur | Labourer | 141 |
| Pratibha Syntex Ltd, Pithampur | Labourer | 60 |
| Spintex Industries Ltd, Pithampur | Labourer | 19 |

Private career fairs organized by District Employment Exchanges had attracted companies from various parts of Madhya Pradesh and from Maharashtra for roles related to security services and textiles industries, providing employment for 557 people[182].

### 15.3.4.2 Incremental Training Capacity through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 37,848 people in secondary and tertiary sectors, and 58,833 people in total, can be trained incrementally during the five year period of 2012-17.

**Potential Incremental Training Capacity Chhindwara (2012-17)**

| | |
|---|---|
| Ministry of Agriculture | 20986 |
| Building and Other Construction ... | 7893 |
| Ministry of Labor | 7240 |
| Ministry of Communication and IT | 4904 |
| Ministry of Textiles | 4361 |
| Ministry of MSME | 3620 |
| Ministry of HUPA | 2594 |
| Ministry of Higher Education | 1900 |
| Ministry of Health and Family Welfare | 1339 |
| Ministry of Women and Child ... | 1306 |
| Ministry of Food Processing | 934 |
| Ministry of Road Transport and ... | 810 |
| Ministry of Social Justice and... | 248 |
| Ministry of Tribal Affairs | 190 |
| Ministry of Tourism | 189 |
| Ministry of Minority Affairs | 180 |
| Heavy Industries | 73 |
| Ministry of Chemicals and Fertilizers | 67 |

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[182] District Employment Exchange Chhindwara

### 15.3.5 District Specific Recommendations

Chhindwara, predominantly an agro-based economy, is estimated to have proportionally higher incremental employment opportunities in agri-based and food processing related sectors. However, formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Significant training from Government initiatives is expected to be targeted towards agri-allied activities and construction. However, within the services sector, a good deal of employment generation is expected to happen in the informal segment of transportation and logistics retail industry, where penetration of training activities is limited. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Agri and service based economy with high proportion of informal employment
- Retail, Transportation and Logistics and Construction sectors to provide significant employment opportunities followed by Agri-allied activities
- Employment in manufacturing sector to be driven by Food Processing industry and rubber and plastics industry
- High per capita income with limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Chhindwara is viewed as a potential sourcing ground for employees, due to its proximity to state capital. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Chhindwara district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | • Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o Retail Sector<br>   o Construction Sector<br>   o Transportation Logistics<br>   o Security Services |
| **Government** | • Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o Construction Sector<br>   o Retail Sector<br>   o Transportation and Logistics<br>   o Security Services<br>• Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o Food Processing Cluster – Due to Food Park in Borgaon and Spice Park in Chhindwara,<br>   o Textile Cluster - Due to presence of large scale industries in textile as well as presence of Apparel Training Institute |

| | |
|---|---|
| | • Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in <br>   o Fruit Cultivation- Oranges, Mangoes and Amla <br>   o Spice Cultivation – Garlic – Due to presence of Spice Park <br>   o Flower Cultivation – Marigold <br>   o Dairy farming – Piggery, Goatery, Poultry <br> • Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics |
| **Private Skill Training Providers** | • Focus on placement driven training in the following segment predominantly using district as a sourcing hub <br>   o Security services <br> • Focus on delivery of government funded training schemes in sectors of <br>   o Construction <br>   o Transportation and Logistics <br> • Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics <br> • Bridging basic skills of communication and numeracy |
| **Industry** | • Provide training for skills in those sector where the requirement for absorption within industry is higher such as <br>   o Construction <br>   o Security Services <br>   o Banking and Financial Services <br> • Initiate and support modular employability skill training in collaboration with private players/Government <br> • To create placement linkage opportunities in training institutions |

## 15.4   Skill Gap Assessment of Hoshangabad District

### 15.4.1  Social Profile

#### 15.4.1.1 Demographics

Hoshangabad has a population of 12.4 lakhs, of which around 69 percent reside in rural areas[183]. The district is sparsely populated, with 185 people per sq. km - much lower than the state average of 236 and national average of 382[184]. Dominance of agriculture and lower industrial activities has reduced employment opportunities in the district - leading to out-ward migration, which in turn, has lowered the population density. The adult gender ratio, 912 females per 1000 males is similar to 0-6 age group gender ratio[185]. The minorities comprise 30.9[186] percent of the total population of the district.

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[183]Census of India 2011
[184] Census of India 2011
[185] Census of India 2011
[186] Census of India

## 15.4.1.2 Literacy

The district has high literacy rate of 76.5 percent as compared to the state's average of 70.6 percent[187]. Female literacy rate is high and stands at 67 percent. There are 2,222[188] K12 schools in the district, of which only 22 percent are owned by the private sector - but 40 percent of the enrolled students have chosen to go to the private schools. 89.8 percent of the students attend upper primary schools after primary education. With the strengthening of primary education system through Sarva Siksha Abhiyan, issue of capacity inadequacy in higher grades has gained prominence. According to KPMG estimates, assuming no additional increase in capacity at high school level, schools in Hoshangabad might support only around 64.3 percent of the students passing through primary to high school level in the next 5 years[189].

| District | Madhya Pradesh | Hoshangabad |
|---|---|---|
| Population(2011) | 72,597,565 | 1,240,975 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 14.5% |
| Population Density Per Sq.km(2011) | 236 | 185 |
| Level of Urbanization(2011) | 27.6% | 31.4% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 912 |
| Proportion of ST Population(2001) | 20.3% | 15.1% |
| Literacy Rate(2011) | 70.6% | 76.5% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 18.1% |
| Number of Literates(2011) | 43,827,193 | 826,057 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 274,433 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |
| Contribution to State Economy(2008-09) | - | 2.50% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 34,875 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 37.5% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 21.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 40.7% |

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[187] Census of India 2011
[188] http://www.dise.in/drc.htm
[189] http://www.dise.in/drc.htm

## 15.4.2  District Economy

The economy of the district has grown by 13.03 percent[190] CAGR between 2003-04 and 2008-09 as compared to 10.78 percent of the state's average during the same period. Primary and tertiary sectors constitute a significant part of the district economy. There has been a growth of 15.8 percent CAGR in the primary sector, and 10 percent CAGR in the tertiary sector between 2003-04 and 2008-09. There has been a steady increase in the per capita income of 11.25 percent CAGR in 2005-08 - which shot up to around 21 percent[191] in 2008-09 mainly due to growth of the secondary sector.

**Hoshagabad District Economic Performance**
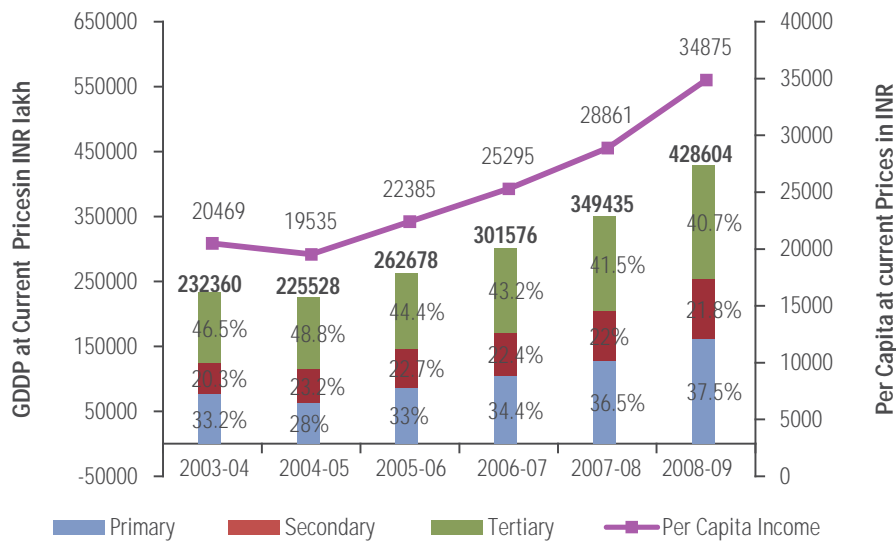


### 15.4.2.1 Agriculture and allied sectors

The district has around 45 percent[192] of its total geographical area under cultivation. 71.9 percent of the net sown area, is under double crop cultivation - keeping farmers engaged on their fields almost all round the year. The net sown area under irrigation was 91.84 percent in 2008-09 as compared to 43.55 percent of state average, indicating a remarkable progress in agriculture-enablingfactors[193].

The major crops of the district are wheat, soya bean and pulses. 72.35 percent of net sown area has been a part of wheat cultivation in 2008-09, giving a yield of 2.77 metric tons per hectare - in comparison to the state's average of 1.47 metric tons per hectare[194]. This is mainly due to the improved irrigation facilities of which canal irrigation contributes more than 50[195] percent, mainly due to the Tawa Canal Command. Soya bean is also an important crop as it is the raw material for oil processing industries. In 2006-07, around 2,37,140[196] metric tons were produced in the district. There are, in total, 5[197] agriculture mandis in the district, the largest of them being in Itarsi. The good connectivity of the district to the rest of the state and also the country, has made it possible for good marketing of the crops.

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[190] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[191] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[192] Madhya Pradesh Statistic Handbook 2010
[193] Madhya Pradesh Statistic Handbook 2010
[194] Madhya Pradesh Statistical handbook 2010
[195] District Statistical Handbook Hoshangabad 2010
[196] District Statistical Handbook Hoshangabad 2010
[197] http://hoshangabad.nic.in/trade.html

There are around 38[198] tractors per 1,000 hectares of cultivated land in 2007-08 - which is nearly double of the states's average of 19[199] indicating a high focus on agriculture in the district. But the growth in number of tractor has been 2.81 percent[200] in 2006-08 which is very low with respect to state average of 5.8 percent[201] in the same period. The basis of the district being agrarian, it needs further modernization in farm equipments and machineries.

The district has a forest cover of 38.41 percent[202], which is well above the state average. Among the forest area, 38% are teak forest, 36% mixed forest and 26% other type of wood forest. Teak Wood, Rose Wood, Goose Berry, Lendia, Achar, Kusum, Ringhha, Haldu, Tinsa, Palash, Beel, tendu, Jhiriya, Bamboo, Mahua ,Sarrai , etc. are main forest products of the district. Bineyaka, Ranipur, Denwa, Birjee Khapa, Bori, Churna, Suplai and Ranjhi are the reserve forests of the district[203]. There is a Lac Cluster set up under the Sfurti Scheme where Lac stick, processed Lac and Seed Lac are produced under the ambit of Villa Vanopaj Sangh[204].

Hoshangabad is one of the key districts for horticulture activities. Focus crops grown in the district include oranges, mangoes, amla, banana- which are directly marketed in metros of Delhi and Mumbai. A food park has been established at Pipariya block, with an estimated project cost of INR 8.21 crore[205]. Food park has attracted investments worth INR 4 crore towards mango and orange processing activity. Support infrastructure for post harvest management activities is available in the district in the form of pack houses, water storage reservoir and processing units.

Dairy farming is another key activity in the district, comprising cattle breeding, buffalo breeding, poultry, piggery and goatery. Krishi Vigyan Kendra in Hoshangabad is supporting farmers in establishing dairy farming units, besides setting up biogas unit.[206]

In the sericulture segment, around 424 hectares of land in Sohagpur, Vankhedi, Babai, Khesla, Hoshangabad and Pipariya blocks, are under mulberry cultivation, forming over 12.9 percent of the total land under cultivation in Madhya Pradesh. Around 61 hectares of land is under Tussar Cultivation in the district[207]. For sale and purchase of Tussar Production (Tusssar Cocoon), M.P. Silk federation has established its branch in Hoshangabad.

### 15.4.2.2 Industry

The contribution of secondary sector to the district economy has been around 21.8 percent[208]of the district's GDDP in 2008-09. A growth of 14.7 percent CAGR between the period of 2003-04 and 2008-09 has been registered for the sector[209]. Hoshangabad has only 8[210] Large and Medium Industries - so the industrial activities are majorly based on handicraft, silk, leather, pulses, delivery of sand and tiles from Narmada, etc.[211]

The investment in LMI sector in Hoshangabad as of March 2012 is INR 186.31 crore of which around 25 percent has come from agro based industries[212]. The Central Government controls two major industries in the district namely "Security

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[198] District Statistical Handbook Hoshangabad 2010
[199] Madhya Pradesh Statistical handbook 2010
[200] District Statistical Handbook Hoshangabad 2010
[201] Madhya Pradesh Statistical handbook 2010
[202] Madhya Pradesh Statistical handbook 2010
[203] http://dietpachmarhi.nic.in/dict.htm
[204] http://msme.gov.in/Approved%20cluster%20under%20SFURTI.pdf
[205] http://nhm.nic.in/ActionPlan/ActionPlan_MP.pdf
[206] http://www.kvkhoshangabadzpdvii.org/Innovative%20story.pdf
[207] http://www.mpsericulture.nic.in/centers.htm
[208] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[209] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[210] DTIC Madhya Pradesh
[211] http://hoshangabad.nic.in/trade.html
[212] DTIC Madhya Pradesh

Papers Mill" in Hoshangabad for printing bank notes, and an ordinance factory in Itarsi under the Defense Ministry. There is also a railway engineering factory which is into manufacturing both diesel and electric sheds.[213]

**Growth of SSIs in Hoshangabad**
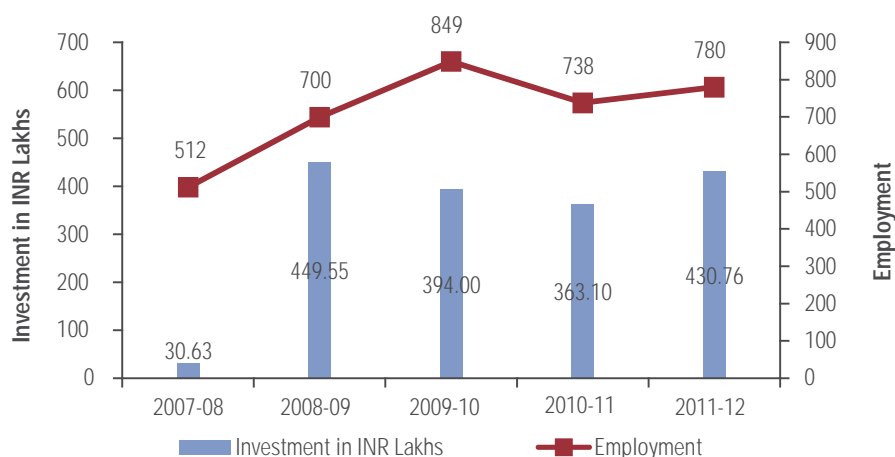


There has been an investment of INR 16.68[214] crores in the SSI segment between 2007-08 and 2011-12. The food processing and construction based materials industry has contributed 45.77 percent and 26.46 percent to the SSI investments in 2010-11 respectively[215]. The food processing industries in the district comprises of soya bean industries, flour mills, dal mills, farm equipments centre, etc. There are a number of air cooler manufacturing units, wooden furniture units, plywood units, saw mills, steel fabrication set ups, cement sleepers, cement pipe manufacturing, electric pole manufacturing, paper pulp manufacturing unit, etc. contributing to the SSI segment. There has been 11.1[216] percent CAGR increase in employment between 2007-08 and 2011-12.

Based on discussion with district industry officials, the following small and medium scale industries have a high potential in the district –

| Sector | Industries |
|---|---|
| Food Processing | Oil mill, dhal mill, soya cake, masala grinding, bakery, honey  processing and bottling, dry pickle making, mushroom  dehydration, fruit based toffees, tooti-fruti from papaya |
| Mfg of Engg Products | Agricultural implements |
| Metal Products | Brass utensils, fabricated items |
| Chemical | Phenol making |
| Construction Related Material | Chimney bricks, Mangalore pattern tiles, mosaic tiles, brick kilns, hollow bricks, cement blocks and pre-cast slabs |

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[213] http://hoshangabad.nic.in/trade.html
[214] District Industries Centre Hoshangabad
[215] District Industries Centre Hoshangabad
[216] District Industries Centre Hoshangabad

### 15.4.2.3 Services Sector

The service sector has been contributing 40.8 percent[217] to GDDP in the 2008-09. This sector has grown by 10 percent CAGR in the period of 2003-09, which is much lower than the growth in primary and secondary sectors. The major contribution has been from trade and hospitality, transportation and public administration.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Amount in INR Lakhs |
| --- | --- |
| Trade Hotels and Restaurants | 49853 |
| Railways | 42518 |
| Other Services | 29078 |
| Public Administration | 18198 |
| Real Ownership of Dwel. B. Sr. & Legal | 12736 |
| Banking & Insurance | 8401 |
| Communication | 6642 |
| Transport by Other means | 6203 |
| Storage | 604 |
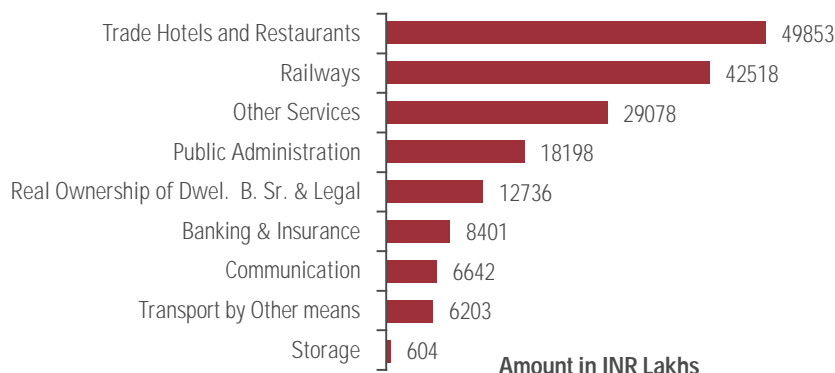
The trade and hospitality industry of Hoshangabad has grown by 9.1 percent[218] CAGR in the past 5 years. There were 771[219] hotels and restaurants and 11 cinema halls in the district till December 2011. Pachmarhi region surrounded by Satpura hills has been a destination for natural beauty, ancient architecture and religious temples[220]. Satpura and Bori are the main reserve forest areas and game sanctuary in the district.[221] The Tawa project[222] for water sport is expected to improve the district's tourism industry. Besides these, Anhoni, Awali Ghat, Bandrabhan, Bheelat Dev, Bori reserved forest, Sandia Narmada Temples, Tilak Sandoor are few more important tourist centers in the district.

The district is a strong agro trading base due to the large scale production of wheat and soya crops. There are 5 agricultural mandis in the district, the largest of them being in Itarsi. [223]

In the financial space, the number of bank branches of the district has grown by 10.64 percent CAGR between 2006 and 2011[224]. The district predominantly has nationalized banks. The credit given by the banks have grown at the rate of 19.73 percent CAGR and the bank-deposits have had a growth of 20.86 percent CAGR in the past five years reflecting an improvement in the standard of living[225].

The district has 15 PHC and 139 SHC along with 1 District Hospitals and 2 Civil Hospitals[226]. To add to this, there is a military hospital, and few homeopathic and ayurvedic hospitals in the district too[227]. The number of PHCs and SHCs per 1000 person in the district is 1.24 - which is much better than the state average of 0.93[228].

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[217] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[218] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[219] Labour Department, Hoshangabad
[220] http://hoshangabad.nic.in/tourism.html
[221] http://dietpachmarhi.nic.in/dict.htm
[222] Destination Madhya Pradesh: Global Investors Summit-II, 2010
[223] http://hoshangabad.nic.in/trade.html
[224] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[225] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[226] http://nrhm-mis.nic.in/UI/RHS/RHS%202011/District-wise%20Health%20Centres.pdf
[227] http://hoshangabad.nic.in/hsptl.html
[228] http://nrhm-mis.nic.in/UI/RHS/RHS%202011/District-wise%20Health%20Centres.pdf

The contribution of railways to GDDP has increased by 9.2 percent CAGR - and that of roadways and other transport has increased by 11.4 percent CAGR over the past 5 years[229]. The district has a stretch of around 58 km of national highway, 213 km of state highways connecting the neighboring districts[230]. NH 69 and State highway 21 and 22[231] pass through the district. The rail route of Howrah-Mumbai and Bhopal-Nagpur goes through Itarsi, a town at a distance of 18 km from Hoshangabad and thus joining Mumbai, Kolkata, Delhi and Chennai[232]. This provides a good opportunity for people to migrate and also carry on trade across the country. The railway engineering industries have also contributed to this sector.

### 15.4.3 Workforce Distribution in the district

### 15.4.3.1 Current Employment Scenario in Hoshangabad

Work Participation Rate for the district is 35.7[233] which islower than the state's average of 42.7. The district has 3.87 lakh workers, of which 75.6 percent belong to the rural areas - indicating a high involvement of the workers in primary activities. There are around 1.1 lakh cultivators and 1.34 lakh agriculture labour in the district. There are only 9,749[234] household industry workers - indicating the agrarian nature of the district. There were 13,463 registrations in the employment exchange in 2011, making the live register figures reach 4.6 lakhs. However, only 98 vacancies were notified[235].

There is significant migration from Hoshangabad into neighboring industrial clusters of Bhopal, Indore and Dhar. Most of the semi-skilled and skilled youth migration occurs due to inadequate employment opportunities for technical trades, a direct resultant of low industrial growth in the district. Youth's aspiration towards working for the state/central government organizations is manifested in their high interest and awareness levels related to jobs in Security Paper Mills, Ordinance Factory, BHEL, Railways, Steel Authority of India, Coach Factory, and Electricity Board, most of which are located outside the district. The level of awareness of private sector jobs was also higher in this district in comparison to its neighbors.

With a high interest in jobs with government and established private sector firms, youth in the district are interested in taking external skill certifications besides the qualifications gained through formal education - both higher and vocational. This trend is driven by private sector's preference for experience and knowledge - and government sector's interest for formal certification.

Migration in unskilled labour category from rural/tribal parts of Bankhedi, Pipariya, Sohagpur and Khesla blocks of the district, to urban clusters in Hoshangabad, is also on the rise. As of 2004, Hoshangabad district had 135 slum pockets with a population of 61,172. Hoshangabad municipality houses a staggering 78.64 percent of the total slum dwelling population in the district.

### 15.4.3.2 Estimation of Supply of Manpower in Hoshangabad

According to KPMG Estimates, Hoshangabad district has a significant demographic dividend, with rising working age population and a sizeable proportion in the lower working age spectrum. By 2022, there will be 4.56 lakh[236] people

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[229] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm

[230] http://cgwb.gov.in/District_Profile/MP/Hoshangabad.pdf

[231] http://cgwb.gov.in/District_Profile/MP/Hoshangabad.pdf

[232] http://hoshangabad.nic.in/trade.html

[233] http://www.censusindia.gov.in/Census_Data_2001/Census_Data_Online/Economic_Data/Work_Participation_rate.aspx

[234] http://www.censusindia.gov.in/Census_Data_2001/Census_Data_Online/Economic_Data/Work_Participation_rate.aspx

[235] District Employment Exchange Hoshangabad

[236] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

available in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Hoshangabad | 1317478 | 830011 | 456195 | 425392 | 86446 |

### 15.4.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Hoshangabad has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Hoshangabad.

According to the estimates, in the next 5 years, Hoshangabad is expected to witness an incremental manpower requirement of 92,685[237]. Construction and real estate segment in the secondary sector  andhospitality, transport, logistics, warehouse and packaging in the tertiary sector, shall provide huge quantum of the total employment in the district.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | NA | NA | 6064 | NA | NA | 5163 |
| Food Processing | 256 | 1076 | 3781 | 222 | 934 | 3283 |
| Fabrication | 6 | 55 | 57 | 5 | 48 | 50 |
| Paper & Paper Products | 9 | 82 | 91 | 8 | 71 | 79 |
| Chemical | 6 | 40 | 65 | 5 | 34 | 56 |
| Construction Material | 39 | 278 | 458 | 34 | 242 | 397 |
| Auto and Auto Components | 9 | 111 | 59 | 8 | 97 | 51 |
| Construction | 730 | 1840 | 12035 | 650 | 1639 | 10715 |
| IT&ITES | 17 | 316 | NA | 22 | 415 | NA |
| Healthcare | 50 | 957 | NA | 86 | 1638 | NA |

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[237] KPMG Estimates on Incremental Manpower Requirement

| Transportations & Logistics | 1230 | 2944 | 20428 | 1406 | 3366 | 23354 |
|---|---|---|---|---|---|---|
| Retail | 1031 | 2608 | 16984 | 853 | 2158 | 14053 |
| Hospitality | 191 | 963 | 2672 | 158 | 797 | 2211 |
| Communication | 308 | 1734 | 4121 | 369 | 1858 | 5151 |
| Banking & Financial Services | 287 | 597 | 4861 | 301 | 626 | 5097 |
| Education and Training | 162 | 2939 | 138 | 167 | 3015 | 157 |

### 15.4.4  Human Resource Development in the District

### 15.4.4.1 Current State of Workforce Development

Hoshangabad has 11 colleges out of which 7 provide post graduate courses in science, arts and commerce[238]. The district has a strong base for technical education, with 1 polytechnic and 2 ITI for skill development and diploma courses respectively[239]. The ITIs provide training in various trades like electrician, fitter, turner, machinist, MMV, tractor mechanic, etc. - which provide either NCVT or SCVT certification. ITI Hoshangabad also conducts sort term courses on village engineering services, IT skills, women empowerment and photography.

| Human Resource Development Institutions in Hoshangabad | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic(Vocational)[1] | 1 | 60 |
| ITI | 2 | 533 |

District Urban Development Cell has also been actively training the people, and 2,750[240] people have benefited from it in 2011-12. DUDA has been focusing on stiching, jute work, zari work, beauty parlour, cooking and bakery, photography, artificial jewelry, mehandi art, security gaurd, shellac work, fashion designing, plaster of Paris sculptor, sofa-set and carpet weaver, hand knitting, interior decoration, machine embroidery, etc. under the Swarna Jayanthi Shahari Rozgar Yojna (SJSRY).

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[238] http://hoshangabad.nic.in/education.html
[239] http://hoshangabad.nic.in/glance1.html
[240] DUDA Hoshangabad

| SJSRY Training (2011-12) | |
| --- | --- |
| Trade | Training Done |
| Stitching and Designing | 870 |
| Beauty Parlor | 510 |
| Artificial Jewelry | 160 |
| IT Based | 310 |
| Technical | 160 |
| Cooking | 120 |
| Jute based | 120 |

The District Rural Development Authority has formed 3,890 SHGs which conduct training activities under the SGSY (Swarna Jayanthi Swarozgar Yojna). The banks have provided loans to 989 people of INR 463.84 lakhs in 2011-12. The SHGs have been formed with financial assistance in trades like dairy, goat breeding, animal husbandry, horticulture, spice trading, brick making, readymade cloth manufacturing, agriculture, gardening, pottery, forest produce, poultry, etc.

Capacity expansion in higher/vocational education institutions along with government funded schemes, has positively impacted the growth of available skilled workforce in the district - as evident from the number of registrations in District Employment Exchange. As on March 2012, District Employment Exchange had live registrations totaling 41,326 - of which 87.08 percent belonged to the skilled youth category in comparison to state's average of 89.21 percent[241]. However providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is on the higher side, notification of government sector jobs has not been very encouraging.

| Company | Job Role | Number of Candidates |
| --- | --- | --- |
| Pearl Industries, Ahmendabad | Security guard/Supervisor | 196 |
| AJC Pvt. Ltd, Bhopal | Customer Care | 44 |
| Samsung India, Noida | Operator trainee | 18 |
| Vardhaman | Machine Operator Trainee | 12 |
| Apollo Tyres, Madhya Pradesh | Trainee/ Operator | 25 |

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[241] http://www.mprojgar.org/pdf/Skilled_labour.pdf

Job fairs organized by the employment exchange had attracted different companies from Madhya Pradesh and outside for recruitment of roles such as security guard, supervisors, operator trainees, customer care executives, etc. - and were able to employ 295[242] people.

### 15.4.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 25,158 people in secondary and tertiary services - and 42,113 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet less than 50 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 50,000 manpower without government funded training.

**Potential Incremental Training Capacity Hoshangabad (2012-17)**

| | |
|---|---|
| Ministry of Agriculture | 16955 |
| Ministry of Labor | 6995 |
| Building and Other Construction ... | 6081 |
| Ministry of MSME | 3498 |
| Ministry of Communication and IT | 2358 |
| Ministry of HUPA | 1983 |
| Ministry of Higher Education | 1127 |
| Ministry of Health and Family Welfare | 794 |
| Ministry of Women and Child Development | 751 |
| Ministry of Road Transport and Highways | 407 |
| Heavy Industries | 377 |
| Ministry of Food Processing | 292 |
| Ministry of Social Justice and ... | 190 |
| Ministry of Tourism | 148 |
| Ministry of Minority Affairs | 107 |
| Ministry of Tribal Affairs | 51 |

### 15.4.5 District Specific Recommendations

Hoshangabad, being an economy with high share of agriculture and services sectors, is estimated to witness proportionally higher incremental employment opportunities in these sectors. However, formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 21,000 in formal segment over the next five years.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within services sector, employment generation is expected to happen in the informal segment of transportation and logistics retail industry, where penetration of training activities is limited. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

· Agri and service based economy with high proportion of informal employment

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[242] District Employment Exchange Hoshangabad

- Retail, Transportation and Logistics and Construction sectors to provide significant employment opportunities followed by Agri-allied activities
- Employment in manufacturing sector to be driven by Food Processing industry
- High per capita income with limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Hoshangabad is viewed as a potential sourcing ground for employees, due to its proximity to state capital. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Hoshangabad district could focus on the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o Construction Sector<br>  o Retail Sector<br>  o Transportation Logistics<br>  o Security Services |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o Construction Sector<br>  o Retail Sector<br>  o Transportation and Logistics<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Food Processing Cluster** – Due to Food Park in Nimrani<br>  o **Lac Cluster -** Due to presence of high forest cover<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Mulberry cultivation and Tussar Cultivation**<br>  o **Dairy farming**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Lac Cultivation**<br>  o **Fruit Cultivation-** Oranges, Mangoes and Amla<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics |
| **Private Skill Training Providers** | - Focus on placement driven training in the following segment predominantly using district as a sourcing hub |

| | |
|---|---|
| | o **Security services**<br>· Focus on delivery government funded training schemes in sectors of<br> o **Construction**<br> o **Transportation and Logistics**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br> o **Construction**<br> o **Security Services**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.5   Skill Gap Assessment of Balaghat District

### 15.5.1  Social Profile

#### 15.5.1.1  Demographics

Balaghat has a population of 17 lakhs as of 2011 - of which 85.6 percent belong to the rural area.[243] The district has a low population density of 184 persons per square km in comparison to the state's average of 236.[244] The district has a gender ratio of 1,021[245] females per 1000 males which is exceptional in the state. However, the child gender ratio has reduced from 968 girls per 1000 boys in 2001 to 961 girls per 1000 boys in 2011.[246] The proportion of child population in 2011 has been 12.2 in 2011 which has reduced by 3.2 in the last decade.[247]The rural and urban decadal growth rate (2001-2011) of population stands at 11.7% and 26.2% respectively indicating migration of people from rural to urban areas.[248] The SC/ST of the district accounts to a considerable figure of 29.6 percent of the total population.[249]

#### 15.5.1.2  Literacy

The district has a literacy of 78.29 percent which is marginally higher than the state's average of 75.15 percent[250]. There are 3,482 K12 institutions in the district with private sector participation of only 19.59 percent[251]. There is similar enrolment in the private schools of 15.97 percent[252]. The transition ratio at primary level is around 99 percent - which reduces for primary to upper primary transition, to 74.5 percent[253].

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[243] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[244] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[245] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[246] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[247] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[248] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[249] http://www.censusindia.gov.in/PopulationFinder/Population_Finder.aspx
[250] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[251] http://www.dise.in/drc.htm
[252] http://www.dise.in/drc.htm
[253] http://www.dise.in/drc.htm

With the strengthening of primary education system through Sarva Siksha Abhiyan, issue of capacity inadequacy in higher grades has gained prominence. According to KPMG estimates, assuming no additional increase in capacity at high school level, schools in Balaghat could support around 89.6 percent of the student pass through from primary to high school level in the next 5 years.

| District | Madhya Pradesh | Balaghat |
|---|---|---|
| Population(2011) | 72,597,565 | 1,701,156 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 13.6% |
| Population Density Per Sq.km(2011) | 236 | 184 |
| Level of Urbanization(2011) | 27.6% | 14.4% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 1,021 |
| Proportion of ST Population(2001) | 20.3% | 21.8% |
| Literacy Rate(2011) | 70.6% | 78.3% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 17.4% |
| Number of Literates(2011) | 43,827,193 | 1,169,938 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 337,981 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.15 |
| Contribution to State Economy(2008-09) | - | 1.91% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 21,098 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 38.1% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 23.5% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 38.4% |

## 15.5.2 District Economy

The district economy had registered a growth rate of 10.89 percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[254]. The primary sector and tertiary sector have grown at the rate of

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[254] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm

9.3 percent CAGR and 10.4 percent CAGR respectively, each contributing around 38 percent to the economy - indicating a gradual shift of the economy from primary to tertiary sector[255]. Mining activities have a strong hold, contributing over 37.3 percent to the primary sector[256]. There are 48 mines of major minerals in the district, including that of Manganese, Copper and Dolomite located in the region of Baihar, Balaghat, Waraseoni, Katangi[257]. Besides these, there are over 100 mines of sand, soil and stone. The per capita income has grown from INR 12,901 in 2003-04 to INR 21,098 in 2008-09 at the rate of 10.34 percent CAGR[258].

**Balaghat District Economic Performance**
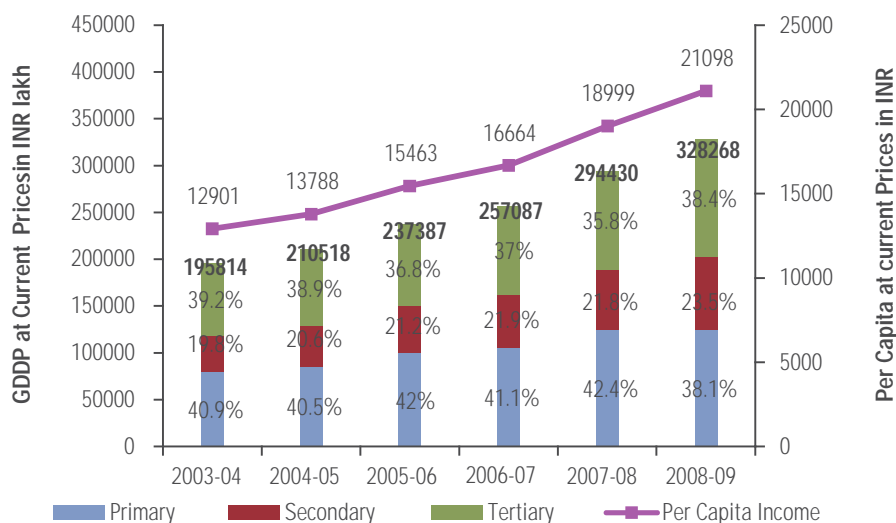


## 15.5.2.1 Agriculture and allied sectors

The district has 29.6 percent of its geographic area under cultivation.[259] 46.8 percent of the net sown area is under irrigation as of 2008-09.[260] Wainganga, Bagh, Son, Deo and Ghisri rivers flow through the district. Canals from these rivers are able to irrigate 60.2 percent[261] of the net irrigated area. Less than 25 percent[262] of the net sown area has been under multiple cropping, indicating non-availability of year long agriculture based employment. The major crops of Balaghat include wheat, rice, channa and mustard. 91 percent of the net sown area of the district is under rice cultivation[263]. Unlike in most other parts of Madhya Pradesh, rice can be grown as a dual crop. Moreover, recently hybrid cultivation has been tried in the district, and these have achieved success with good productivity ranging from 50-70 q/ha.[264]

Decreased adoption of mechanization coupled with low availability of cultivable farmland, has hindered the growth of agriculture sector in the district. Between 2006-07 and 2010-11, usage of tractors in the district has reduced by 23.5

[255] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[256] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[257] http://www.balaghat.nic.in/resources.htm
[258] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[259] Madhya Pradesh Statistical Handbook 2010
[260] Madhya Pradesh Statistical Handbook 2010
[261] Madhya Pradesh Statistical Handbook 2010
[262] Madhya Pradesh Statistical Handbook 2010
[263] District Statistical Handbook, Balaghat
[264] http://www.rkmp.co.in/sites/default/files/ris/rice-state wise/Status%20Paper%20on%20Rice%20in%20Madhya%20Pradesh.pdf

percent[265]. Besides reduction in tractor usage, usage of other implements such as irrigation pumps and harvesters have also reduced over time.

Balaghat has a forest cover of 51.7 percent[266], which contributes 7.7 percent[267] to primary sector. Bamboo, timber, tendu leaves, harra, chirota seeds, sal seeds, aonla, Mahua leaves, gums quality II and chironji are the key forest products in the district.

In sericulture segment, around 440 hectares of land in Kherlangy, Balaghat, Baihar, Parsda, Waraseovni and Kirnapur blocks are under mulberry cultivation, forming over 13.5 percent of the total land under cultivation in Madhya Pradesh. Around 140 hectares of land is under Tussar Cultivation in the district[268]. M.P. Silk federation has established its branch in Balaghat for purchase and sale of Tussar cocoons in the district.

Balaghat has been a traditional weaving district with weaver pockets of Waraseoni, Hatta, Mehandiwada, Ervaghat, Bonkatta, Dhanitola, and Beni. However, due to lack of appropriate market linkage, most of the weavers have moved on in search of other forms of livelihood, contributing to migration from the district. With adequate training and funding support, these weavers can be rehabilitated into working on producing Verdi cloths, Hospital bed sheet, green cloths, surgical bandages etc.

Fruits & vegetable production, Medicinal plant production, Sericulture, Weaving, Piggery Units, Breeding buck Units, Poultry Units, Dairy Units, Handicraft promotion, are the key agri allied activities that are found in various pockets in the district.

### 15.5.2.2 Industry

The secondary sector of Balaghat has grown the fastest, at the rate of 14.8 percent[269] CAGR, between the period of 2003-04 and 2008-09. There are three industrial sites in the district- Suburban Industrial Estate, Balaghat spread across 5.95 acres of land with 3 industrial sheds; Industrial Area, Garra in an area of 16.05 acres; Industrial department has 343 acres of land at Bodundukala for future allotment to industries.[270]

The district has two PSU and five medium scale industries based on metal ore, edible oil and woven sack. The district has an Large and Medium Industries (LMI) investment of INR 9.5 crores with 51.5 percent of it based on metallic and non-metallic minerals of the district.[271] 30.3 percent[272] in the LMI segment come from agro based industries. The agro based LMI industries have been closed due to the non-availability of raw material and power, indicating low prospects for food processing industries in the district.[273]

There are 273 Small Scale Industries, of which 42 are based on Mangalore pattern tiles accounting for 46.6 percent of investment, and generating an employment for 6,300 people.[274] Moreover, there are 85 rice mills and 130 poha mills providing employment to 1,668 people.[275]

[265] District Statistical Handbook, Balaghat
[266] Madhya Pradesh Statistical Handbook 2010
[267] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[268] http://www.mpsericulture.nic.in/centers.htm
[269] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[270] http://www.balaghat.nic.in/trade.htm
[271] Department of Industries, Govt. Of Madhya Pradesh
[272] Department of Industries, Govt. Of Madhya Pradesh
[273] District Trade & Industries Centre (DTICs), Madhya Paradesh
[274] http://www.balaghat.nic.in/trade.htm
[275] http://www.balaghat.nic.in/trade.htm
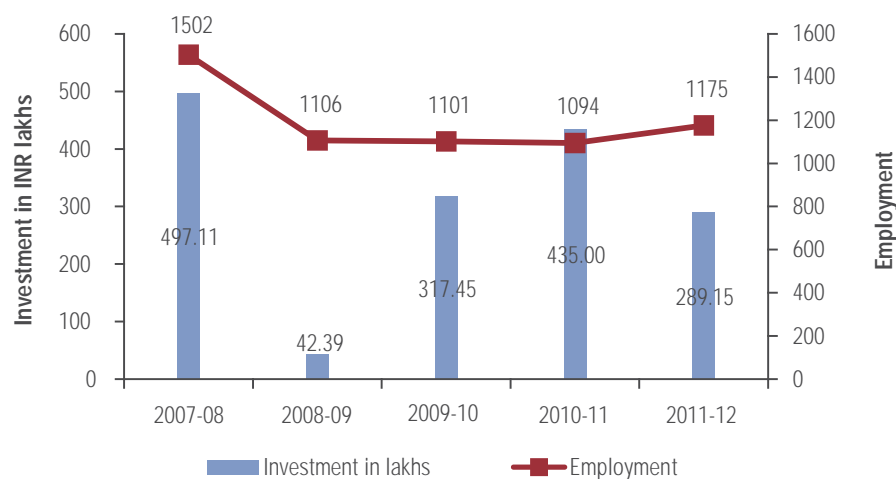
Between 2006-07 and 2011-12, Small Scale Industries have received investments worth INR 15.81 crores, generating incremental employment of 5,978.[276] The investments have reduced by 12.67 percent[277] CAGR over the same period. The focus of investment remains on food processing industries accounting for 32.6 percent of investment and construction based industries having 45.3 percent of investment[278].

Based on discussions with district Industries center, there is potential for following industries to come up in Balaghat district-

| Sector | Type of Units |
|---|---|
| Food Processing | Rice Crispies, savories, Murmura, tomato sauce, pickles, papad, flour, confectionery and masala production, dairy farming and production of milk products such as paneer. |
| Construction based Material | Granite and marble cutting and polishing, dolomite grading, cement manufacturing, cement jaalis, Mangalore tiles, brick kilns. |
| Wood Based | Bamboo based handicrafts, wooden and terracotta toys, wooden veneers |
| Rubber/Plastic Products | PVC pipes, manufacture of tin container |
| Engineering Products | Manufacture of agricultural implements |
| Fabricated Metal Products | Steel and aluminum furniture |
| Mineral Processing | Copper melting plants, ferro manganese alloys, silico manganese alloy plants |
| Chemical and Chemical Products | Turpine oil, phenol manufacturing, washing powder, manufacture of sodium silicate, sulphuric acid units |

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[276] District Industries Centre Balaghat
[277] District Industries Centre Balaghat
[278] District Industries Centre Balaghat

Given the presence of dense forest cover in Baihar block, production of bamboo products has been significant in the district. A cluster for the development of bamboo crafts under the MSME has been approved in the district which is a prospect for employment generation.[279]

### 15.5.2.3 Services Sector

Services sector consistently has had a major contribution to the district economy of around 38 percent.[280] There has been prominent growth since 2006-07 onwards with major contribution coming from trades and hospitality segment. There has been considerable contribution from business services, banking and communication segments.

Trade and Hospitality segments have grown at 9.1 percent CAGR between 2003-04 and 2008-09[281]. The district is a major tourism destination of due to the Kanha National Park. In 2010-11, over 1,74,773 tourists, including 34,078 foreigners, visited Kanha. Kanha National Park is famous for tiger, leopard, kingfisher, cuckoo, etc. Lanji Temple/Fort, Nahlesara Dam, Dhuti Da, Rampaily Temple, Hatta Bawali, Gangulpara Tank and Water fall are other places of interest in the district.[282]

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Amount in INR lakhs |
| --- | --- |
| Trade Hotels and Restaurants | 46507 |
| Other Services | 37998 |
| Public Administration | 18997 |
| Real Ownership of Dwel. B. Sr. & Legal | 7786 |
| Communication | 4539 |
| Banking & Insurance | 4470 |
| Transport by Other means | 3157 |
| Railways | 2224 |
| Storage | 261 |
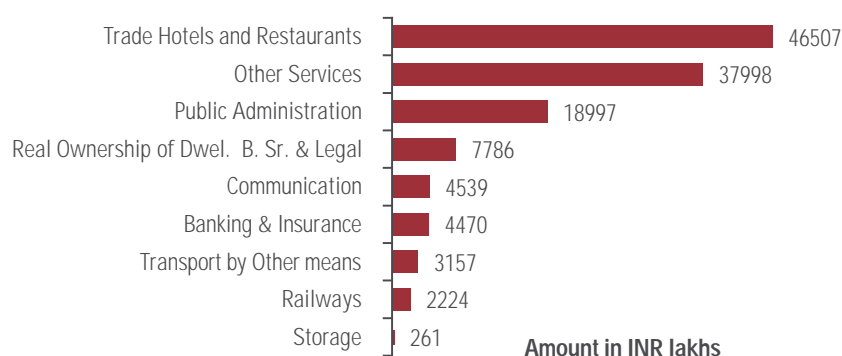
In financial services space, between 2006-07 and 2010-11, bank branches in the district have increased from 54 to 64.[283] Deposits and credits in the district grew at 18.8 percent and 17.09 percent respectively during the same period.[284]

Availability of healthcare facilities in the district has been comparable to state's average. There are 13.5 PHCs and SHCs per lakh population.[285] There is a district hospital and a civil hospital along with 15 private hospitals in the district.[286]

### 15.5.3 Workforce Distribution in the district

### 15.5.3.1 Current Employment Scenario in Balaghat

Worker Participation rate (WPR) in the district is around 50.3 - which is much higher than the state's average of 31.7[287]. WPR is higher in rural area with 52.9 as compared to 33 of urban areas[288]. There is stark contrast in the worker

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[279] http://msme.gov.in/Approved%20cluster%20under%20SFURTI.pdf
[280] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[281] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[282] http://www.balaghat.nic.in/tourist.htm
[283] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[284] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[285] http://www.mp.gov.in/health/
[286] http://www.balaghat.nic.in/hospital.htm
[287] Census of India
[288] Census of India

participation rate of the female population, with rural female WPR of 50.4 and urban female WPR 18[289]. The House Hold Industry workers of the district account for 6.8 percent of total main workers[290].

According to District Rural Development Officials, there is a noticeable trend of intra and inter district migration in Balaghat district, given the predominant tribal population in the district. It has almost been accepted as a better avenue for livelihood than undertaking farming. Migration is predominantly witnessed in the blocks of Balaghat, Baihar and Khairlanji. Migration happens for agricultural as well as for non-agricultural activities such as construction activities, trucking and brick kilns. Migrants from Balaghat travel to districts in Madhya Pradesh such as Hoshangabad, Chindwara, Narsingpur for agricultural labour activities, and to places such as Mumbai, Amravati, Nagpur etc to work in both agro and non-agri related activities.

Most of the semi-skilled and skilled youth migration occurs due to inadequate employment opportunities for technical trades. District's youth aspire to work for government establishments such as Manganese Ore India Limited, Security Paper Mills, Ordinance Factory, BHEL, Railways, Steel Authority of India, Coach Factory, and Electricity Board - most of which (except MOIL) are located outside the district.

### 15.5.3.2 Estimation of Manpower Supply in Balaghat

According to KPMG Estimates, Balaghat district has a significant demographic dividend, with rising working age population and a sizeable proportion in the lower working age spectrum. By 2022, there will be 8.81 lakh[291] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Balaghat | 1984305 | 1250112 | 881114 | 821617 | 231910 |

### 15.5.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Balaghat has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Balaghat.

Employment growth is expected to be driven by Agri- Allied sector followed by Retail and Construction. Agri- Allied activities like Piggery Units, Breeding buck Units, Poultry Units, Dairy Units, Handicraft based activity are expected to absorb a majority of the workforce exiting agriculture - owing to slow growth in the sector and penetration of mechanization. Retail employment in urban regions is predominantly unorganized. Growth of organized hospitality players in Kanha region is expected to stabilize in the next five to ten years.  Manufacturing segments such as food processing

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[289] Census of India
[290] Census of India
[291] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

units, construction based material and furniture manufacturing is expected to create maximum employment generation within the sector.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | NA | NA | 13782 | NA | NA | 11733 |
| Rubber & plastics products | 8 | 70 | 75 | 7 | 61 | 65 |
| Food Processing | 201 | 847 | 2977 | 175 | 735 | 2584 |
| Fabrication | 7 | 61 | 63 | 6 | 53 | 55 |
| Chemical | 7 | 51 | 83 | 6 | 44 | 72 |
| Construction Material | 76 | 545 | 897 | 66 | 474 | 778 |
| Auto and Auto Components | 6 | 69 | 36 | 5 | 60 | 31 |
| Textiles | 3 | 12 | 40 | 2 | 11 | 35 |
| Mfg of Electrical Products | 2 | 19 | 11 | 2 | 26 | 15 |
| Construction | 656 | 1654 | 10818 | 584 | 1473 | 9631 |
| IT&ITES | 13 | 245 | NA | 17 | 321 | NA |
| Healthcare | 142 | 2697 | NA | 141 | 2670 | NA |
| Transportations & Logistics | 145 | 346 | 2401 | 165 | 396 | 2744 |
| Retail | 962 | 2433 | 15844 | 796 | 2013 | 13110 |
| Hospitality | 178 | 898 | 2493 | 148 | 743 | 2062 |
| Communication | 211 | 1185 | 2816 | 252 | 1270 | 3520 |
| Banking & Financial Service | 153 | 317 | 2586 | 160 | 333 | 2712 |
| Education and Training | 182 | 3307 | 155 | 200 | 3608 | 188 |

### 15.5.4  Human Resource Development Scenario in the District

### 15.5.4.1  Current State of Workforce Development

Balaghat has a good infrastructure for workforce development,with seven degree colleges catering to various streams of commerce, humanities, pure sciences and engineering. There is a single government polytechnic and 4 ITIs in the district.[292] Polytechnic Institute provides diploma in civil, computer, electrical and mechanical while ITIs cater to basic trades such as electrician, fitter, turner, welder etc

| Human Resource Development Institutions in Balaghat | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 1 | 300 |
| Pharmacy | 1 | 60 |
| Polytechnic(Vocational)[1] | 1 | 240 |
| ITI s | 4 | 970 |

Swarna Jayanthi Gram Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA) had a total budget of INR 1,948.05 lakhs in 2011-12, of which 52.7 percent were disbursed for SHGs involved in tertiary sector.[293] 38.6 percent of the money was used for the 1,388 SHG formed for the primary sector in fields like irrigation, dairy farming etc.[294] Rural Development Department is also instrumental in providing training to rural women through Tejaswini Scheme - Hair and Skin care, Cutting and Sewing and MS Office Skills.

| SGSY Training (2011-12) | |
|---|---|
| Trade | Number of people benefitted |
| Embroidery | 200 |
| Security Guard | 483 |
| CFL Manufacturing | 227 |
| Food Processing | 235 |
| Artificial Jewelry | 118 |
| Agarbathi Making | 259 |
| Bamboo Works | 27 |

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[292] http://mpsc.mp.nic.in/dt/Public/ListofITIDetails.aspx
[293] ZIlla Panchayat, Balaghat
[294] ZIlla Panchayat, Balaghat

Department of Urban Development Authority, through its SJSRY – STEP UP Scheme has trained 160 students from BPL families in urban areas, in papad and agarbathi making during 2011-12, through NGO network.

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district as evident from the number of registrations in District Employment Exchange. As on March 2012, District Employment Exchange had live registrations totaling 49,622, of which 92.3 percent belonged to the skilled youth category.[295]However, providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging. There were 18,141 additions in 2011 to make the live registers to 57,036 in the District Employment exchange, and 85 jobs were offered to these people.[296]

| Company | Job Role | Number of Candidates |
|---|---|---|
| Pratibha Sintex, Pithampur | Trainees Worker | 84 |
| Vardhaman Fabrics, Budhni | Machine Operator | 84 |
| Sail Mfg. Ltd, Sehore | Machine Operator | 118 |
| Vardhaman Yarn, Raisen | Machine Operator | 13 |
| SBI Life Insurance | Insurance Agent | 6 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. The focus of roles offered were predominantly technical in nature, serving secondary sector clients.[297]

### 15.5.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 23,675 people in secondary and tertiary services and 31,062 people in total can be trained incrementally during the five year period of 2012-17. Government funded training schemes can meet less than 50 percent of the total incremental manpower estimate between 2012-17 leaving a proportionally significant gap that private training providers must be encouraged to bridge.

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[295] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[296] District Employment Exchange, Balaghat
[297] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

**Potential Incremental Training Capacity in Balaghat (2012-17)**

| Ministry | Value |
|---|---|
| Ministry of Agriculture | 7387 |
| Ministry of Labor | 7370 |
| Building and Other Construction ... | 5466 |
| Ministry of MSME | 3685 |
| Ministry of Higher Education | 1547 |
| Ministry of Communication and IT | 1441 |
| Ministry of HUPA | 1245 |
| Ministry of Women and Child ... | 1090 |
| Ministry of Health and Family Welfare | 1090 |
| Ministry of Road Transport and Highways | 207 |
| Ministry of Minority Affairs | 146 |
| Ministry of Tourism | 138 |
| Ministry of Social Justice and ... | 134 |
| Ministry of Tribal Affairs | 97 |
| Ministry of Food Processing | 18 |

## 15.5.5 District Specific Recommendations

Balaghat, being a primary sector driven economy, there is opportunity in direct training to the extent of 14,000 in formal segment over the next five years.  Further, significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and Industrial sectors. However, services sector employment generation, mostly in retail, is largely informal with limited penetration of training. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

· Largely agrarian economy with significant workforce displacement expected to happen, especially amongst the agriculture labour class

· Growth in retail, predominantly un-organized and construction expected to generate significant employment opportunities in the informal sector

· Oportunities for manufacturing cluster development like bamboo cluster and food processing

· Low per capita income and limited employment opportunities in organized sectors compared to working age population growth

· District youth aspirations to work in cities for better livelihood

Based on interaction with industries, Balaghat is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Balaghat district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o Hospitality and Tourism<br>   o Security Services |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o Construction Sector<br>   o Retail Sector<br>   o Healthcare<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o Bamboo Product Cluster – Due to presence of Bamboo MSME cluster<br>   o Food Processing Cluster – Due to availability of key raw materials<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o Dairy farming<br>   o Livestock Rearing – Piggery, Goatery, Poultry<br>   o Mulberry and Tussar cultivation<br>   o Silk Weaving<br>   o Fruit Cultivation- Mango, Orange, Lemon, Kathal, Amrud<br>   o Vegetable Cultivation – Potato, Onion, Lady Finger, Tomato, Beans, Cabbage, Cabbage and Carrot<br>   o Flower Cultivation - Ghenda<br>   o Spice Cultivation - Chili, Ginger, Turmeric<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Food Processing and Healthcare |
| **Private Skill Training Providers** | - Focus on placement driven training in the following segments predominantly using district as a sourcing hub while catering to domestic demand in the Kanha region<br>   o Hospitality and Tourism<br>   o Security services<br>- Assessment of training provided by government departments in sectors of Retail, Construction, Food Processing and Healthcare<br>- Bridging basic skills of communication and numeracy |
| **Industry** | - Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o Construction<br>   o Security Services<br>- Initiate and support modular employability skill training in collaboration with private players/Government<br>- To create placement linkage opportunities in training institutions |

| Stakeholder | Action Points for Stakeholders |
|---|---|

## 15.6    Skill Gap Assessment of Dindori District

### 15.6.1  Social Profile

#### 15.6.1.1  Demographics

Formed in 1998, from Mandla, Dindori has a population of 7.04 lakhs as of 2011, of which 95.41 percent belong to the rural area.[298] District has a very low population density of 94 persons per square km in comparison to state average of 236 as of 2011.[299] Gender ratio of district population has increased from 991 females per 1000 males in 2001 to 1004[300] females per 1000 males in 2011. Dindori is a tribal dominated district with all 7 blocks being notified under Tribal Sub Plan by Planning Commission of India. Reserved categories constitute 70.31 percent of total district population[301] with Baiga,Koal, Pardhan, Dhula, Bhoomia and Agaria as key  tribal groups[302] .

#### 15.6.1.2  Literacy

District has significantly lower literacy rate standing at 65.47 percent in comparison to state average of 75.15 percent[303]. There are 1,929 K12 institutions in the district with private sector participation of 5.7 percent accounting for 28.21[304] percent enrollments. Dropout levels in primary and upper primary have been low, with transition rates of around 97 percent from primary to upper primary.[305]

High transition rates in primary and upper primary levels demand proportional capacity expansion in higher grades in the district.

| District | Madhya Pradesh | Dindori |
|---|---|---|
| Population(2011) | 72,597,565 | 704,218 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 21.3% |
| Population Density Per Sq.km(2011) | 236 | 94 |
| Level of Urbanization(2011) | 27.6% | 4.6% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 1,004 |
| Proportion of ST Population(2001) | 20.3% | 64.5% |
| Literacy Rate(2011) | 70.6% | 65.5% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 24.1% |

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[298] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[299] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[300] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[301] http://www.censusindia.gov.in/PopulationFinder/Population_Finder.aspx
[302] http://kvkdindorizpdvii.org/about_dindori.php
[303] http://www.censusindia.gov.in/2011-prov-results/prov_data_products_MP.html
[304] http://www.dise.in/drc.htm
[305] http://www.dise.in/drc.htm

| | | |
|---|---|---|
| Number of Literates(2011) | 43,827,193 | 391,230 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 140,120 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.26 |
| Contribution to State Economy(2008-09) | - | 0.45% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 15,274 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 47.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 13.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 39.3% |

### 15.6.2 District Economy

District economy had registered a growth rate of 9.22 percent CAGR between 2003-04 and 2008-09 incomparison to state growth rate of 9.07% during the same period.[306] Dindori economy is dependent on agriculture and forestry activities, which account to about 47 percent of total GDDP in 2008-09.[307] However, tertiary has witnessed significant growth with a CAGR of 11 percent over this period, while primary sector has grown at a little over 6 percent. Contribution from secondary sector has remained low over the years due to lack of industrial growth. District percapita income at INR 15,247 in 2008-09 is still lower than the state average[308], although it has incresed significantly between 2003-04 and 2008-09.

**Dindori District Economic Performance**

[306] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[307] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[308] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
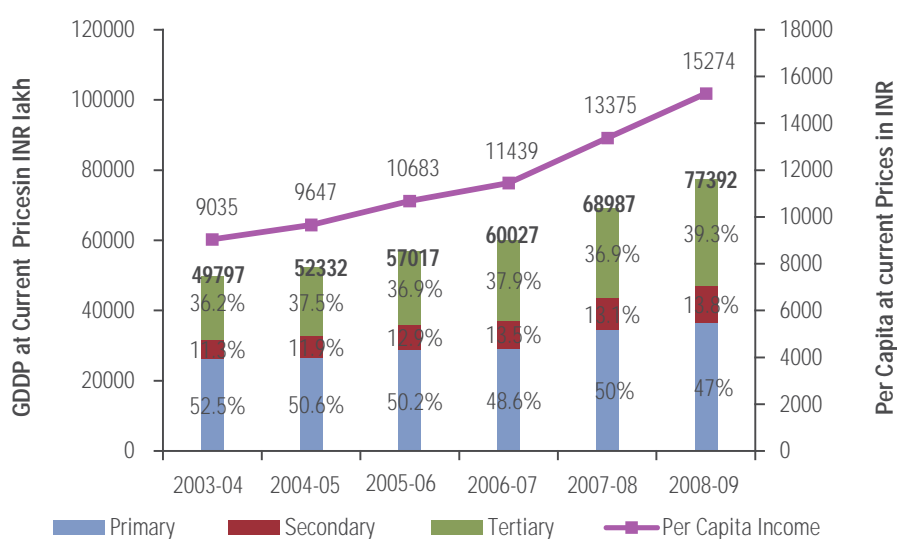
### 15.6.2.1 Agriculture and allied sectors

Dindori has about 27.35 percent of its geographic area under cultivation[309].Only about 3.5 percent of net sown area in the district, is under irrigation as of 2008-09[310] - with canals and wells being the only source of irrigation. Rice, maize, millets such as Kodo, Kutki & Oil seed Ramtilla, are among the key agricultural crops in Dindori. Penetration of mechanization into farming is low in the district, with only 2.5 tractors per 1000 hectares of net sown area in comparison to state average of 19.4[311]. Low agricultural productivity due to lack of irrigation facilities and primitive agricultural practices resulting in low ouput, have not helped in promoting agri exports - with most of the product used for self consumption.

District has sizeable horticulture activity under cultivation of fruits (guava, mango, ber, amla, jackfruit, drumstick and apple) and vegetables(okra, tomato, brinjal, cauliflower, cabbage, bottleguard, radish, cowpea and spinach) in 208 ha and that of spices in 240 hectares, with a productivity of 6675 kg/ha and 3278 kg/ha respectively. Besides these, spices such as coriander, garlic, turmeric, ginger, chilli and turmeric are also grown. Flowers such as marigoldand gallardia are also grown in small pockets of the district. 12 Self Help Groups are involved in vegetable cultivation in the district through SGSY scheme.

Dindori with a forest cover of 33.34 percent[312] , has significant contribution from the sector to the district's GDDP . Mahlon patta, patt and char[313], are among the key forest produce in the district.

Livestock rearing along with fisheries, is a key agri-allied activity in Dindori with around 84,300 cattles, 30,600 buffalos, 60,600 goats and 5,000 poultry birds. During 2010-11,livestock production in the district has reached 96,700 metric tonnes, growing at 28.68 percent, while fish production has increased from 390 tonnes to 680 tonnes between 2005-06 and 2010-11. 55 SHGs are currently involved in dairy farming, 10 in goatery and 26 in poultry-related activities as part of SGSY scheme.

### 15.6.2.2 Industry

Secondary sector in Dindori has grown at the rate of 13.6 percent[314] CAGR between the period of 2003-04 and 2008-09, however this growth is associated with increased construction activity in the district,and limited growth in manufacturing category. Between 2007-08 and 2011-12, district has received an investment of INR 7.9 crores in SSI segment generating an incremental employment for 2,502 people.[315]

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[309] Madhya Pradesh Statistical Handbook 2010
[310] http://kvkdindorizpdvii.org/about_dindori.php
[311] District Statistical Handbook 2010, Dindori
[312] Madhya Pradesh Statistical Handbook 2010
[313] http://www.madhyapradesh.co.in/dindori-district/
[314] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[315] District Industries Centre, Dindori

**Growth in SSI Investments in Dindori**
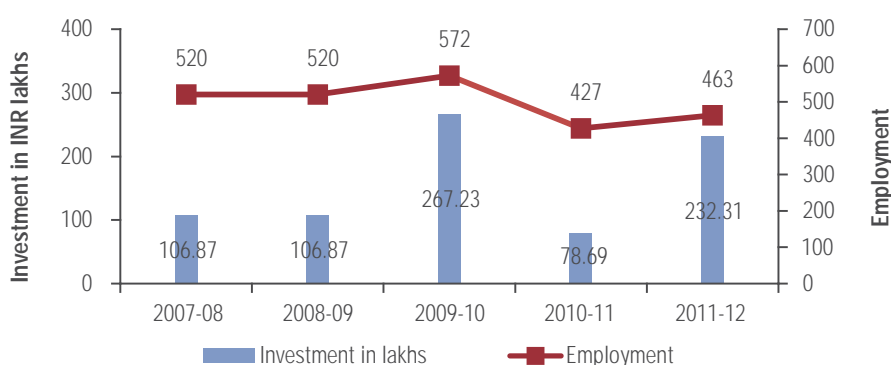


Based on discussion with district industry officials, the following small and medium scale industries have potential in the district:

| Category | Industries |
|---|---|
| Forest/ Wood Based | Wooden furniture making, Saw Mill, Jute Bags, Bamboo baskets, cardboard boxes, Lac processing , Lac Bangles Gum Production, Handicrafts |
| Mineral Based | Steel Industry, Ferro Alloys, Alloy Steel, Fertilizer, Die Aluminium |

### 15.6.2.3 Services Sector

Services sector in Dindori contributing a significant 39.3 percent to district GDDP during 2008-09[316] has trade and hotel public administration as major contributors.

Trade and Hospitality segment dominated by un-organized players, has grown at 9 percent[317] CAGR between 2003-04 and 2008-09. Dindori, having India's only Fossil Park, along with Jagatpur ecotourism zone, has considerable tourism potential [318].

Banking and Financial services is another key services segment in Dindori with a significant growth of deposits and credits at 17.82 percent CAGR and 14.16 percent CAGR respectively during 2007-2011[319]. However, much of this growth is limited few number of branches with branch strength increasing from 14 to 17 [320] during the same period.

Penetration of healthcare services in the district has been lower than the state average, with only 7.6 PHCs and SHCs per lakh population into comparison to  13.5 PHCs and SHCs per lakh population at state level.

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[316] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[317] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[318] http://dindori.nic.in/tourism/places.htm
[319] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[320] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Amount in INR lakhs |
|---|---|
| Other Services | 11795 |
| Trade Hotels and Restaurants | 8311 |
| Public Administration | 6595 |
| Communication | 1057 |
| Banking & Insurance | 968 |
| Transport by Other means | 827 |
| Real Ownership of Dwel. B. Sr. & Legal | 791 |
| Storage | 33 |

### 15.6.3 Workforce Distribution in the district

### 15.6.3.1 Current Employment Scenario in Dindori

Worker Participation Rate in Dindori, at 57 percent, is higher than state average of 31.7[321]. High participation rate is attributed to significant fulltime/seasonal agricultural employment in rural areas - as evident from disparity in rural and urban WPR at 58.2 percent and 31.9[322] respectively. Cultivators and agricultural labourers account for 90.2 percent of the total workers of the district[323] .

Untapped natural resources and low yielding agricultural activity pushes people into poverty, thereby triggering migration for livelihood activities. Migration is highly prevalent in the district, and around 22 percent of the district population migrate interstate for over 6 months on an annual basis. Seasonal migration begins from Diwali after harvesting rice,and continues up to Holi.Tribal population migrates towards forest areas for collecting Tendu leaves, cutting of bamboo trees, wood picking, Mahua picking and Achar picking. Labour also migrate towards Annupur, Jabalpur, Mandla and Narsinghpur for agri/ non-agri activities. Skilled youth in the district migrate to distant developed districts of Indore, Bhopal, Hoshangabad, Gwalior, Jabalpur etc.

### 15.6.3.2 Estimation of Supply of Manpower in Dindori

According to KPMG Estimates, Dindori district has a significant demographic dividend, with rising working age population and a sizeable proportion on the lower working age spectrum. By 2022, there will be 4.13 lakh[324] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Dindori | 900309 | 567195 | 413335 | 385425 | 146179 |

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[321] Census of India
[322] Census of India
[323] Census of India
[324] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

## 15.6.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Dindori has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Dindori.

According to the estimates, in the next 5 years, Dindori is expected to witness an incremental manpower requirement of 17,819[325]. Construction and Retail,along with Agri-Allied activities, would contribute significantly to employment generation. Manufacturing category in the district, due to lack of sector specific advantages, would provide limited employment opportunities - with mineral processing units and construction based industries of brick klins as the major contributors to the segment.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied | NA | 0 | 7109 | 0 | 0 | 6052 |
| Rubber and plastics products | 9 | 79 | 85 | 8 | 69 | 74 |
| Food Processing | 2 | 9 | 33 | 2 | 8 | 28 |
| Paper & Paper Products | 2 | 20 | 22 | 2 | 17 | 19 |
| Construction Material | 8 | 61 | 100 | 7 | 53 | 86 |
| Mineral Processing | 19 | 172 | 196 | 17 | 149 | 170 |
| Auto and Auto Components | 2 | 22 | 12 | 2 | 19 | 10 |
| Construction | 72 | 181 | 1181 | 64 | 161 | 1051 |
| IT&ITES | 3 | 55 | 0 | 4 | 72 | 0 |
| Healthcare | 30 | 570 | 0 | 39 | 741 | 0 |
| Transportations and Logistics | 22 | 53 | 365 | 25 | 60 | 417 |
| Retail | 172 | 435 | 2831 | 142 | 360 | 2343 |
| Hospitality | 32 | 160 | 445 | 26 | 133 | 369 |
| Communication | 49 | 276 | 656 | 59 | 296 | 820 |
| Banking &Financial Services | 33 | 69 | 560 | 35 | 72 | 587 |
| Education and Training | 80 | 1459 | 68 | 94 | 1703 | 89 |

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[325] KPMG Estimates on Incremental Manpower Requirement

### 15.6.4  Human Resource Development Scenario in the District

### 15.6.4.1 Current State of Workforce Development

Dindori has significantly low higher education infrastructure with only two[326] Government colleges providing higher education along with two  ITI s  and one polytechnic.

| Human Resource Development Institutions in Dindori | | |
| --- | --- | --- |
| Program | Number of institutions | Intake |
| Polytechnic(Vocational)[1] | 1 | 120 |
| ITI/ITC | 2 | 199 |

DRDA coordinated Swarna Jayanthi Gram Swarozgar Yojna (SGSY) scheme has trained rural Self Help Groups in trades related to food processing such as masala production, papad making, agarbathi making, flour production, village industry based activities such as  cups made of Dhona leaves etc [327]

District has been witnessing significant employment generation issues as evident from Employment Exchange live registrations totaling 10,835 of which 88.24 percent belonged to the skilled youth category[328], even with low higher education infrastructure. While interest of youth in seeking government placements is on the higher side, notification of government sector jobs has not been very encouraging. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. The industries focused on hiring uskilled labour from the district.[329]

| Company | Job Role | # of Candidates Selected |
| --- | --- | --- |
| Alien Electronics, Ghaziabad | Unskilled Labour | 14 |
| Pratibha Sintex, Pithampur | Unskilled Labour | 175 |

### 15.6.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 4,644 people in secondary and tertiary services and 7,961 people in total, can be trained incrementally during the five year period of 2012-17. Government funded training schemes can meet less than 50 percent of the total incremental manpower estimate between 2012-17.

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[326] http://dindori.nic.in/stat.htm
[327] ZIlla Panchayat, Dindori
[328] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[329] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

**Potential Incremental Training Capacity Dindori (2012-17)**

| Ministry | Value |
|---|---|
| Ministry of Agriculture | 3317 |
| Ministry of Labor | 1273 |
| Ministry of Higher Education | 640 |
| Ministry of MSME | 637 |
| Building and Other Construction ... | 597 |
| Ministry of Health and Family Welfare | 451 |
| Ministry of Women and Child ... | 448 |
| Ministry of HUPA | 163 |
| Ministry of Communication and IT | 146 |
| Ministry of Tribal Affairs | 111 |
| Ministry of Minority Affairs | 61 |
| Ministry of Road Transport and ... | 54 |
| Ministry of Social Justice and ... | 39 |
| Ministry of Tourism | 25 |

## 15.6.5 District Specific Recommendations

Dindori, being a rural tribal economy, dependent on agriculture and allied activities, has high employment opportunities in agri-allied activities. However, formal employment in the district is limited due to shortage of prominent industrial activity. Requirement for skill training in the district is about 4,179 in formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-allied activities and construction, which will be the second largest employment generator. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

· Agri dependent tribal economy with high informal employment
· Construction sector to provide significant employment opportunities after Agri-Allied activities
· Employment in manufacturing driven by mineral processing sector
· Potential for the development of forest product based industry
· Low per capita income and limited employment opportunities in organized sectors compared to working age population growth

Based on interaction with industries, Dindori is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Dindori district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| Government | • Provide skill training in conjunction with private skill training providers using government endowment training schemes<br> o Construction Sector<br> o Retail Sector<br>• Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br> o Mineral Processing Cluster – Due to presence of mineral based units<br> o Wood Based Furniture/Handicrafts Cluster<br>• Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br> o Dairy farming, Piggery, Goatery, Poultry<br> o Mulberry cultivation and Silk Weaving<br> o Lac Cultivation<br> o Fruit Cultivation- Guava, Mango, Ber, Amla, Jackfruit and Apple<br> o Vegetable Cultivation – Okra, Tomato, Brinjal, Cauliflower, Cabbage, Bottleguard, Radish, Cowpea and Spinach<br>• Align Livelihood training programs to industrial requirements of sectors: Retail and Construction |
| Private Skill Training Providers | • Assessment of training provided by government departments in sectors of Retail and Construction<br>• Bridging basic skills of communication and numeracy |
| Industry | • Provide training for skills in those sector where the requirement for absorption within industry is higher, such as Construction<br>• Initiate and support modular employability skill training in collaboration with private players/Government |

## 15.7    Skill Gap Assessment of Seoni District

### 15.7.1  Social Profile

#### 15.7.1.1  Demographics

Seoni has a population of 13.8 lakhs with significantly high rural population of 88.12 percent[330]. District population density has increased from 133 per sq km in 2001, to 157 per sq km in 2011, however it is still much lower than the state average of 236, and national average of 382.[331] Seoni has a population composition of 984 females per 1,000 males but the gender ratio in 0-6 age group is not encouraging - with only 954 girls per 1,000 boys[332]. Reserved category, predominantly tribal, accounts for 47.12 percent[333] of total district population[334].

#### 15.7.1.2  Literacy

District has a better literacy rate compared to state average, improving from 65.61 percent in 2001 to 73.01 percent in 2011[6] . Even female literacy rate at 64.14 percent though lower than that of male is better than the state average of 60 percent. There are 3,207 K12 schools in the district, of which private schools accounting for 10.17 percent in number, contribute to 21.67 percent of enrollments[335]. Transition rate from primary to upper primary at 97.7 percent has been encouraging[336].

With the strengthening of primary education system through Sarva Siksha Abhiyan, issue of capacity inadequacy in higher grades has gained prominence. According to KPMG estimates, assuming no additional increase in capacity at high school level, schools in Seoni might support around 86.1 percent of the students passing through primary to high school level in the next 5 years. [337]

| District | Madhya Pradesh | Seoni |
|---|---|---|
| Population(2011) | 72,597,565 | 1,378,876 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 18.2% |
| Population Density Per Sq.km(2011) | 236 | 157 |
| Level of Urbanization(2011) | 27.6% | 11.9% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 984 |
| Proportion of ST Population(2001) | 20.3% | 36.8% |
| Literacy Rate(2011) | 70.6% | 73.0% |

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[330]Census of India 2011
[331] Census of India 2011
[332] Census of India 2011
[333] Census of India, 2011
[334] http://seoni.nic.in/
[335] http://www.dise.in/drc.htm
[336] http://www.dise.in/drc.htm
[337] http://www.dise.in/drc.htm

| | | |
|---|---|---|
| Male-Female Literacy Rate Gap(2011) | 20.5% | 17.6% |
| Number of Literates(2011) | 43,827,193 | 878,051 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 276,772 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.21 |
| Contribution to State Economy(2008-09) | - | 1.47% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 19,782 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 40.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 21.5% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 38.5% |

### 15.7.2 District Economy

Seoni economy has witnessed 10.48 percent cumulative growth between 2003-04 and 2008-09 in line with the state growth of 10.78 percent during the same period[338]. Primary and tertiary sectors accounted for nearly 80 percent of the district economy over the years with the primary sector growing at a rate of 7.9 percent CAGR, and tertiary sector at 10.6 percent between 2003-04 and 2008-09[339]. Contribution of secondary sector to overall economy has witnessed a steady rise, with the segment registering a high cumulative growth at 16.4 percent during the same period due to significant growth in construction and industrial activity in the district.

**Seoni District Economic Performance**

[338] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[339] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
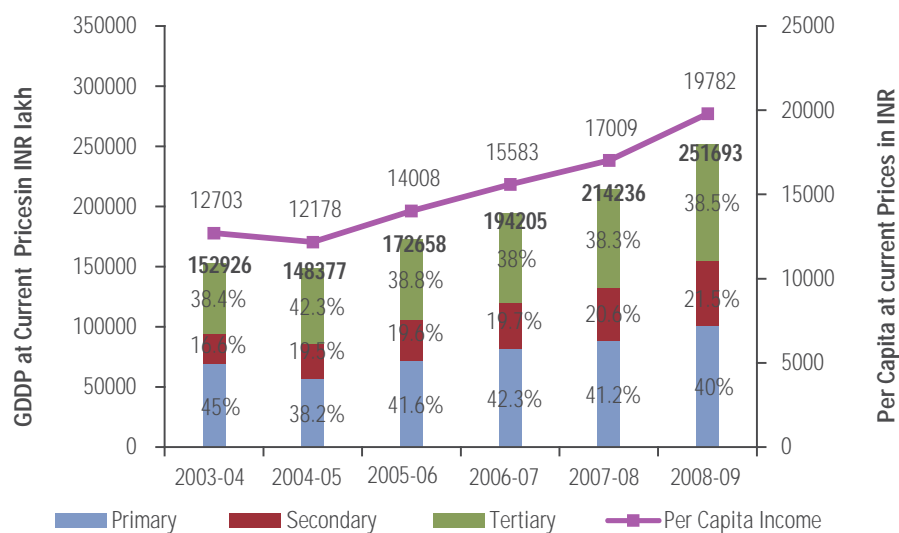
### 15.7.2.1 Agriculture and allied sectors

Agriculture and allied activities contributing 85.6 percent[340] to total primary sector GDDP in 2008-09, is a significant livelihood activity in the district. Seoni has high potential for agricultural activities, with 42.10 percent[341] of total geographical area suitable for cultivation. However, with large portion of cultivable area witnessing only one crop during the year due to lack of adequate irrigation facilities, seasonal unemployment of agricultural workers is common, and has led to migration[342]. Wheat, rice, channa and mustard are among major crops grown in the district. Growth in mustard cultivation has increased potential for oil processing units in the district.

Seoni is densely forested with 38.91 percent of land area under forests[343]. Forest produce contributed a little less than 10 percent to disitrict economy during 2008-09 with timber, bamboo, tendu leaves, harra, gum, aonla and char being major forest produce.

Vegetable cultivation is a key horticulture activity in Seoni. Coriander, cowpea, okra, tomato, brinjal, pea, arhar, bottle guard and chestnut are among key vegetables grown in the district.

### 15.7.2.2 Industry

Secondary sector in Seoni has contributed to 21.5 percent[344] of total district economy during 2008-09. Sector has witnessed rapid growth at 16.4 percent CAGR between 2003-04 and 2008-09[345].

Growth in secondary sector is significantly attributed to industrial advancement of the district, witnessing an investment of INR 750.53 crore into large and medium Scale Industries as of March 2012, predominantly in agro based and food processing categories.

Small scale industries have been the major employment generation category in the district, receiving an investment of INR 111.67[346] crores and generating an incremental employment of 8,636 between 2007-08 and 2011-12. Construction and pharma based materials industries have been the attractive segments for investments during this period. Pharma sector comprises largely of ayurvedic and herbal products. Emergence of manganese mines is leading to significant growth of small scale mineral processing units in the district. Availability of raw material like mustard oil has been a key reason for the growth of oil processing units in Seoni.

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[340] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[341] Madhya Pradesh Statistic Handbook 2010
[342] Madhya Pradesh Statistic Handbook 2010
[343] Madhya Pradesh Statistic Handbook 2010
[344] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[345] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[346] District Industries Centre Seoni
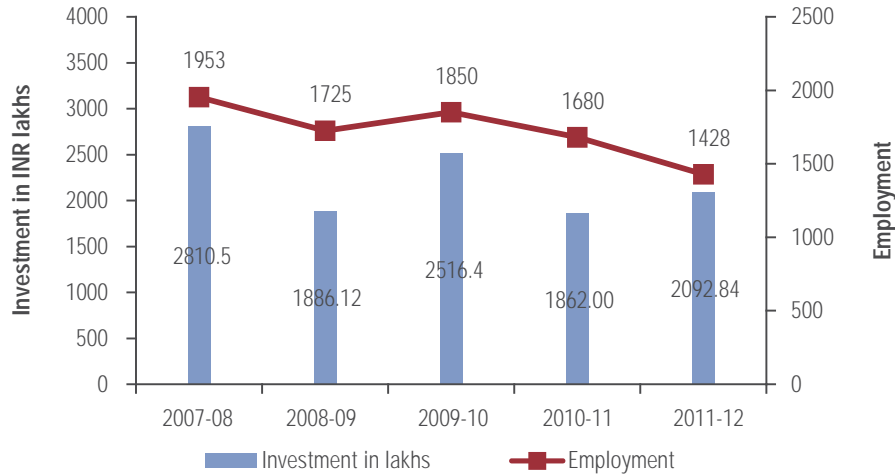
Based on discussion with district industry officials, the following small and medium scale industries have potential in the district:

| Category | Industries |
|---|---|
| Food Processing | Pop Corn units, Bakery and Confectionery, Dal Mill, Rice Mill, Soya Plant, Flour Mill, Soya milk, Dairy Products, Fruit preservation, Papaya based candy, Custard Powder, Masala production, Custard Apple processing |
| Forest/ Wood Based | Wooden furniture making, Saw Mill, Jute Bags, Bamboo baskets, cardboard boxes, Lac processing , Lac Bangles Gum Production, Handicrafts |
| Mineral Based | Dolomite processing, Soft Coke, Hard Coke units, Coal candy |
| Textiles | Cotton yarn, man-made yarn, woolen items, carpet weaving, tussar weaving. |
| Pharma/ chemical | Surgical bandages, ayurvedic medical formulations, pathological research, herbal shampoo, alcohol, cleaning acid |
| Construction material | Stone crushing, granite cutting and polishing, mosaic tiles, brick |
| Leather based | Tannery, leather shoes |
| Others | Steel furniture, Tin/ Plastic container,  printing press, |

### 15.7.2.3 Services Sector

Tertiary sector contributed to around 40 percent[347] of district economy during 2008-09 with trade, hotels along with other services and public administration being major contributors.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Amount in INR lakhs |
|---|---|
| Trade Hotels and Restaurants | 32388 |
| Other Services | 29039 |
| Public Administration | 15696 |
| Real Ownership of Dwel. B. Sr. & Legal | 7250 |
| Banking & Insurance | 4295 |
| Communication | 3698 |
| Transport by Other means | 3419 |
| Railways | 1090 |
| Storage | 114 |
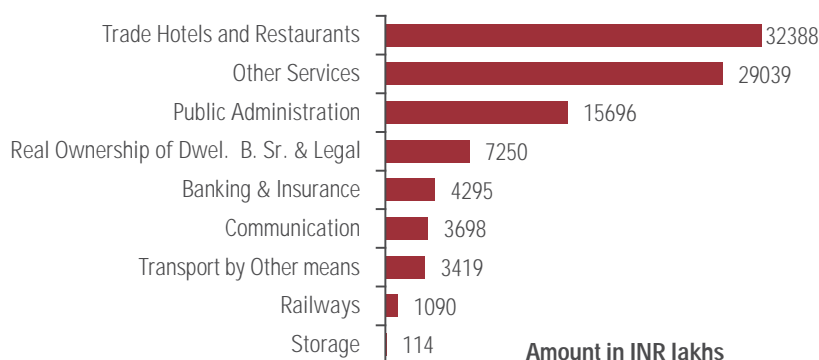
Trade and hotels segment of Seoni has grown by 9.1 percent[348] CAGR during 2003-04 and 2008-09. Retail and wholesale trade of herbal products like aloevera powder has been significant in the district. Pench Tiger Reserve is a major tourist attraction, and has helped the growth of organized hospitality segment in Seoni.

In financial services sector, number of bank branches has increased from 35 to 38 between 2006 and 2011[349], resulting in increased financial activity. During 2006 ad 2011, credit disbursements have grown at 19.67 percent CAGR and the bank-deposits have grown at 20.21 percent CAGR[350] .

District has 30 PHC and 264 SHC along with 1 District Hospital and 1 Civil Hospital.[351]  Density of health care centers measured in terms of number of PHCs and SHCs per lakh person, stood at 12.4, which is comparable to the state average of 13.5[352].

Roadways being the major means of connectivity, connecting the district to other prominent cities like Nagpur, Bhopal, and Indore, has grown significantly. Two national highways NH 7 and NH 26 connect district headquarter to Jabalpur, Nagpur and Narsinghpur. Seoni is connected to Chhindwara and Mandla through rail network.

### 15.7.3  Workforce Distribution in the district

### 15.7.3.1 Current Employment Scenario in Seoni

District overall Work Participation Rate standing at 48.8 percent is significantly higher than state average of 42.7[353] percent. WPR is higher in the rural areas as compared to the urban area[354] with agriculture and allied activities being the major livelihood activity in rural areas.

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[347] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[348] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[349] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[350] http://www.rbi.org.in/scripts/PublicationsView.aspx?Id=14325
[351] http://nrhm-mis.nic.in/UI/RHS/RHS%202011/District-wise%20Health%20Centres.pdf
[352] http://nrhm-mis.nic.in/UI/RHS/RHS%202011/District-wise%20Health%20Centres.pdf
[353] http://www.censusindia.gov.in/Census_Data_2001/Census_Data_Online/Economic_Data/Work_Participation_rate.aspx
[354] http://www.censusindia.gov.in/Census_Data_2001/Census_Data_Online/Economic_Data/Work_Participation_rate.aspx

Seasonal nature of agriculture activity in the district has resulted in short term migration to neighboring districts and cities for agricultural/industrial work. Migration is even observed among semi-skilled and skilled youth due to inadequate employment opportunities for engineering trades in the district,with people willing to migrate to far off places like Madhya Pradesh, Punjab and Haryana to seek appropriate employment opportunities.

### 15.7.3.2 Estimation of Supply of Manpower in Seoni

According to KPMG Estimates, Seoni district has a significant demographic dividend, with a rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 6.93 lakh[355] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|----------------------------|-----------------------------|---------------------|-------------------|-----------------------------------|
| Seoni | 1639893 | 1033133 | 692891 | 646104 | 208020 |

### 15.7.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in Seoni has been estimated based on the following parameters - investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market-based insights from discussions with industries in Seoni.

According to KPMG estimates, in the next 5 years, Seoni is expected to witness an incremental manpower requirement of 53,750[356]. Retail industry is the largest, and would provide maximum employment opportunities along with construction. However district potential to generate formal employment is limited due to the informal nature of major employment generation sectors. Among the secondary sectors, food processing and construction based material industries have significant employment opportunities.

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[355] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[356] KPMG Estimates on Incremental Manpower Requirement

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture& Allied | NA | NA | 11,680 | NA | NA | 9,944 |
| Pharma & Medicinal | 11 | 147 | 65 | 10 | 127 | 56 |
| Rubber and plastics | 2 | 20 | 21 | 2 | 17 | 19 |
| Food Processing | 22 | 93 | 328 | 19 | 81 | 285 |
| Fabrication | 11 | 99 | 102 | 9 | 85 | 88 |
| Paper & Paper Products | 3 | 27 | 30 | 3 | 23 | 26 |
| Construction Material | 30 | 214 | 353 | 26 | 186 | 306 |
| Construction | 580 | 1,461 | 9,556 | 516 | 1,301 | 8,507 |
| IT&ITES | 9 | 168 | NA | 12 | 220 | NA |
| Healthcare | 45 | 857 | NA | 118 | 2,240 | NA |
| Transportations &Logistics | 117 | 280 | 1,945 | 134 | 320 | 2,224 |
| Retail | 670 | 1,694 | 11,034 | 554 | 1,402 | 9,130 |
| Hospitality | 124 | 625 | 1,736 | 103 | 517 | 1,436 |
| Communication | 172 | 965 | 2,294 | 205 | 1,035 | 2,868 |
| Banking and Financial Services | 147 | 305 | 2,485 | 154 | 320 | 2,606 |
| Education and Training | 161 | 2,929 | 137 | 179 | 3,231 | 169 |

## 15.7.4  Human Resource Development in the District

### 15.7.4.1 Current State of Workforce Development

Seoni has considerable higher education opportunities within the district. The district has 7 technical training institutes, which are providing training in industry oriented courses like fitter, turner, etc. - along with the polytechnic that is conducting diploma courses for civil, computer science, electrical and mechanical engineering.

| Human Resource Development Institutions in Seoni | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic(Vocational)[1] | 1 | 240 |
| ITI/ITC | 7 | 1,373 |

District Urban Development Authority (DUDA) has also been contributing significantly to human resource development under SJSRY program, training around 720 people during 2010-11[357] with a focus on stitching and IT related skills.

| SJSRY Training (2010-11) | |
|---|---|
| Trade | Training Done |
| Stitching and Designing | 190 |
| Hair and Skin Care | 40 |
| Computer Training | 470 |
| Technical Training | 20 |

Under SGSY program around 305 Self Help Groups have benefitted through Department of Rural Development[358], receiving training in artificial jewelry making, picking making, agarbathi making, doormat and cotton toys manufacture, and readymade garments production[359].

Capacity expansion in higher education institutions has resulted in proportioinal growth of skilled manpower, with 96 percent of total 18,047 employment exchange registrations in the skilled youth category[360]. However, providing suitable employment opportunities in engineering trades has been a challenge due to proportionally low employment growth in comparison to human resource growth. Private Job Fairs conducted by District Employment Exchanges have been able to attract limited opportunities in engineering trades as evident from the job fair details 2011-12.

| Job Fair Detail, Seoni 2011-12 | | |
|---|---|---|
| Company | Job Role | Number of Candidates |
| Pratibha Syntex Ltd, Pithampur | Machine Operator | 11 |
| Industries Securities and Fire Service and Construction Company, Rewa | Security Guard | 107 |

[357] DUDA Seoni
[358] Zilla Panchayat, Seoni
[359] Zilla Panchayat, Seoni
[360] http://www.mprojgar.org/pdf/Skilled_labour.pdf

### 15.7.4.2 Incremental Skill Training Potential through Government Endowment

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 14,300 people in secondary and tertiary services and 23,900 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can only train an estimated 44 percent of the total incremental manpower during 2012-17.

**Potential Incremental Training Capacity - Seoni (2012-17)**

| Ministry | Value |
|---|---|
| Ministry of Agriculture | 9568 |
| Building and Other Construction ... | 4828 |
| Ministry of Labor | 2931 |
| Ministry of MSME | 1465 |
| Ministry of Communication and IT | 1342 |
| Ministry of Higher Education | 1254 |
| Ministry of Health and Family Welfare | 883 |
| Ministry of Women and Child ... | 867 |
| Ministry of HUPA | 834 |
| Ministry of Road Transport and Highways | 224 |
| Ministry of Social Justice and ... | 140 |
| Ministry of Tribal Affairs | 127 |
| Ministry of Minority Affairs | 119 |
| Ministry of Tourism | 96 |
| Ministry of Food Processing | 46 |

### 15.7.5 District Specific Recommendations

Seoni, being an economy with high share of agriculture and services sectors, is estimated to witness proportionally higher incremental employment opportunities in these sectors. However, formal employment in the district is limited due to shortage of organized players in services sector, and large industrial units.

Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within services sector, employment generation is expected to happen in the informal segment of retail industry, where penetration of training activities is limited. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

- Agri and service based economy with high proportion of informal employment
- Retail sector to provide significant employment opportunities followed by Construction and Agri-allied activities
- Incremental employment in manufacturing sector is very minimal
- Low per capita income with limited employment opportunities in organized sectors,vis-à-vis the working age population growth
- District youth aspirations to migrate and work in other districts/cities for better livelihood opportunities

Based on interaction with industries, Seoni is viewed as a potential sourcing ground for employees. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Seoni district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
| --- | --- |
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o Retail Sector<br>   o Security Services |
| **Government** | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o Informal segment of Construction Sector<br>   o Informal segment of Retail Sector<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o Forest Based Products Cluster - Due to a good presence of forest cover<br>   o Food Processing Cluster<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o Lac Cultivation<br>   o Vegetable Cultivation - Coriander, Cowpea, Okra, Tomato, Brinjal, Pea, Arhar, bottle guard<br>   o Livestock Rearing – Piggery, Goatery, Poultry<br>· Align Livelihood training programs to industrial requirements of sectors: Retail and Construction |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o Security services<br>· Focus on delivery of government funded training schemes in sectors of<br>   o Construction<br>· Assessment of training provided by government departments in sectors of Retail, Construction<br>· Bridging basic skills of communication and numeracy |

## 15.8　Skill Gap Assessment of Bhopal District

### 15.8.1　Social Profile

#### 15.8.1.1　Demographics

Bhopal is key district in Madhya Pradesh, housing the state capital and hence, a major seat of commercial activity in the state. Bhopal has a population of 23.7 lakh[361] as of 2011. 80.43 percent of the population resides in urban areas, indicating a high level of urbanization[362]. The district is densely populated with 854 people per square km in comparison to state average of 236[363] . The district has a low gender ratio of 911 females per 1000 males in comparison to the state's average of 930 females per 1000 males[364]. The proportion of 0-6 year children in the district has decreased from 15.7 in 2001 to 12.4 in 2011 indicating a reduction in manpower growth in the future[365]. The district has a lower proportion (17.9 percent) of SC/ST in comparison to state average.

#### 15.8.1.2　Literacy

As of 2011, the literacy rate in the district (82.3 percent) is higher than that of the state average of 75.15 percent.[366] There are 2,358 K12 institutions in the district with private schools forming 48.77 percent,[367] which is considerably higher than the state average indicating higher affordability in the district. However, only 23.95 percent[368] of the students are enrolled in private schools.  The transition ratio from primary to upper primary is high, with more than 95 percent[369] of students continuing education after each class in the primary classes. The transition ratio decreases from grade 5 onwards, with the transition ratio from grade 7 to grade 8 being only 64.1 percent[370].

With the strengthening of primary education system through Sarva Siksha Abhiyan, issue of capacity inadequacy in higher grades has gained prominence. According to KPMG estimates, assuming no additional increase in capacity at high school level, schools in Bhopal would be able to support only around 70.9 percent of the students passing from primary to high school level in the next 5 years.

| District | Madhya Pradesh | Bhopal |
|---|---|---|
| Population(2011) | 72,597,565 | 2,368,145 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 28.5% |
| Population Density Per Sq.km(2011) | 236 | 854 |
| Level of Urbanization(2011) | 27.6% | 80.8% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 911 |

[361] http://www.censusindia.gov.in/default.aspx
[362] http://www.censusindia.gov.in/default.aspx
[363] http://www.censusindia.gov.in/default.aspx
[364] http://www.censusindia.gov.in/default.aspx
[365] http://www.censusindia.gov.in/default.aspx
[366] http://www.censusindia.gov.in/default.aspx
[367] http://www.dise.in/drc.htm
[368] http://www.dise.in/drc.htm
[369] http://www.dise.in/drc.htm
[370] http://www.dise.in/drc.htm

| | | |
|---|---|---|
| Proportion of ST Population(2001) | 20.3% | 3.3% |
| Literacy Rate(2011) | 70.6% | 82.3% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 10.9% |
| Number of Literates(2011) | 43,827,193 | 1,706,846 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 413,123 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.03 |
| Contribution to State Economy(2008-09) | - | 6.44% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 48,446 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 5.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 24.6% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 70.4% |

## 15.8.2 District Economy

The district economy had registered a growth rate of 13.73 percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07 percent during the last five years[371]. Services sector is the key driver of the district economy, contributing to about 70 percent of the district income while growing at a 13.4 percent CAGR over the past 5 years[372]. The secondary and primary sectors have grown at the rate of 15.2 percent CAGR and 13.2 percent CAGR between 2003-04 and 2008-09 respectively.[373] The district per capita income is more than triple the state average, resulting in a high standard of living.

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[371] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[372] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[373] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm

**Bhopal District Economic Performance**



Chart: GDDP at Current Prices in INR lakh (left axis), Per Capita at current Prices in INR (right axis)

| Year | GDDP | Primary | Secondary | Tertiary | Per Capita Income |
|---|---|---|---|---|---|
| 2003-04 | 580552 | 5.5% | 23% | 71.4% | 29111 |
| 2004-05 | 646289 | 5% | 25.5% | 69.6% | 31521 |
| 2005-06 | 704423 | 4.8% | 24.4% | 70.8% | 33433 |
| 2006-07 | 803206 | 5.1% | 23.4% | 71.5% | 37113 |
| 2007-08 | 916055 | 5.1% | 23.1% | 71.9% | 41229 |
| 2008-09 | 1104561 | 5% | 24.6% | 70.4% | 48446 |

Legend: Primary, Secondary, Tertiary, Per Capita Income

## 15.8.2.1 Agriculture and allied sectors

The district has 54.63 percent of its geographic area under cultivation, which is higher than the state's average of 48.58 percent.[374] 52.8 percent area of the land under cultivation is under multiple cropping, which is better than the state's average of 38.3 percent - indicating substantial employment opportunities for the farmers[375]. The forest cover of the district is very low at 16.21 percent of total geographical area, as compared to the state average of 30.71 percent.[376]

Key crops of the district are wheat, maize, pulses and soya bean. The cultivation of wheat is carried on in 44.4 percent of net sown area, and that of pulses is carried on in 23.10 percent of net sown area.[377] The district has 58.23 percent of net sown area under irrigation in comparison to the state average of 43.55 percent.[378]

Bhopal is a key district from a horticulture perspective. Mango, Orange, Amla, Ber, Custard Apple and Pomegranate[379] are the key horticulture crops, and garlic is the key spice grown in Bhopal. Bhopal has been identified as one of the key flower cultivation districts in the state, producing Roses, Gladiolus, Chrysanthemum, Glardia and Aster. The district also has a lone mulberry cultivation center in Phanda block spread across 19 hectares [380]of land.

Dairy farming is major activity undertaken in the district. Bhopal Dugdh Sangh is a leading milk cooperative union in the district which has 1,496 functional dairy cooperatives under its ambit. Between 2006-07 and 2011-12, average milk procurement in the union increased by 9.5 percent CAGR reaching 2.73 lakh litres by 2011-12. With the growth in dairy sector, the Union has increased the number of Artificial Insemination centers from 225 in 2007-08 to 314 in the current year. Average income of the dairy cooperative member increased at a staggering 20.8 percent CAGR from INR 15,949 in 2006-07 to INR 41,178 in 2011-12, indicating the economic potential of the sector in the agri allied category[381].

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[374] Madhya Pradesh Statistical Handbook 2010
[375] Madhya Pradesh Statistical Handbook 2010
[376] Madhya Pradesh Statistical Handbook 2010
[377] District Statistical Handbook, Bhopal
[378] Madhya Pradesh Statistical Handbook 2010
[379] http://nhm.nic.in/JIT_Reports/Madhya_Pradesh_2011-12.pdf
[380] http://www.mpsericulture.nic.in/centers.htm
[381] http://mpcdf.nic.in/stat_BDS.htm

### 15.8.2.2 Industry

Bhopal is one of the major commercial hubs of Madhya Pradesh, with the secondary sector in the district having grown at 15.2 percent[382] CAGR in the past five years. MPAKVN (Bhopal) Limited, a subsidiary of M.P. State Industrial Development Corporation Limited, has an industrial growth centre on 1350.38 hectares of land at Mandideep and Pillukhedi in the district.[383] Bhopal AKVN has attracted investments from several leading industries such as HEG, Crompton and Greaves, P&G, Godrej, Lupin, IFB, Nahar etc. The growth centers have infrastructure such as internal container depots and food parks in Babai and Pipariya. Additionally, AKVN also proposes to set up engineering clusters, logistics hub and food park as well.[384]

Till date, Bhopal district has received a total investment of INR 754.58 crores of investment in Large and Medium Industries category. Bharat Heavy Electricals Limited constitutes 66.33 percent[385] of the total investment. Contribution from chemical based industries is 7.65 percent predominantly due to the presence of an LPG bottling plant.[386] The food processing industries constitute 5.66 percent[387] of the total investment. Besides these, investments have also flown into sectors such as pharmaceuticals, rubber and plastic and textiles etc.

**Compostion of LMI Investment in Bhopal** ( as of March 2012)
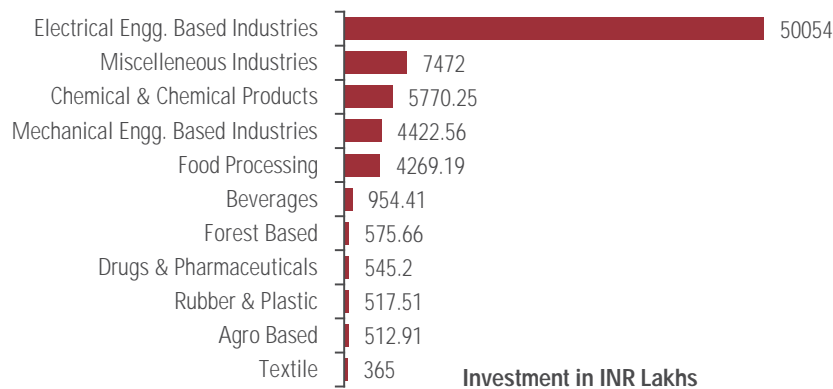
| Industry | Investment in INR Lakhs |
| --- | --- |
| Electrical Engg. Based Industries | 50054 |
| Miscelleneous Industries | 7472 |
| Chemical & Chemical Products | 5770.25 |
| Mechanical Engg. Based Industries | 4422.56 |
| Food Processing | 4269.19 |
| Beverages | 954.41 |
| Forest Based | 575.66 |
| Drugs & Pharmaceuticals | 545.2 |
| Rubber & Plastic | 517.51 |
| Agro Based | 512.91 |
| Textile | 365 |

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 111.67 crores, generating incremental employment of 10,500[388]. Engineering (33.26 percent), Food Processing (15.14 percent) and paper industry (12.67 percent), constituted over 60 percent of the total investment in SSI segment in 2010-11[389]. Besides these, pharma, electrical, metal based, plastic based, chemical and agro based segment contributed over another quarter of the SSI investment in the same year.[390]

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[382] http://planningcommission.nic.in/plans/stateplan/index.php?state=ssphdbody.htm
[383] http://www.mpsidc.org/Rewa/bhopal.htm
[384] http://www.mpsidc.org/Rewa/bhopal.htm
[385] Data received from Department of Industries, GoMP
[386] Data received from Department of Industries, GoMP
[387] Data received from Department of Industries, GoMP
[388] Based on discussions with GMDIC, Bhopal
[389] Based on discussions with GMDIC, Bhopal
[390] Based on discussions with GMDIC, Bhopal
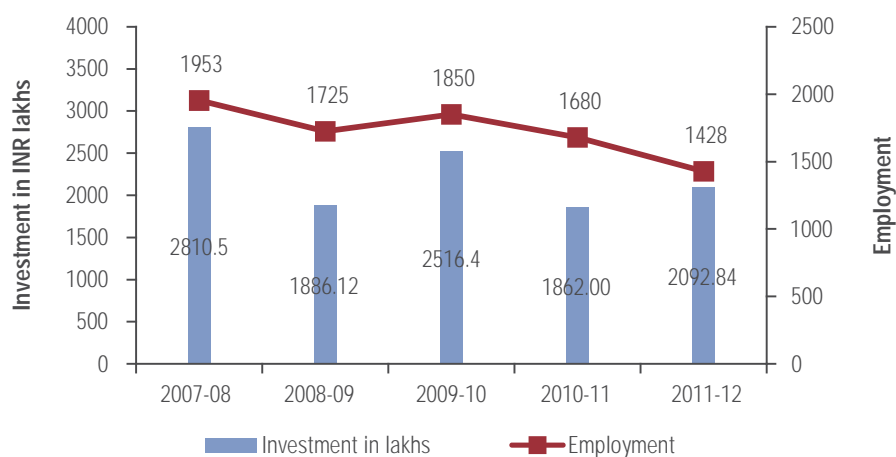
Based on discussions with District Industries center, there is potential for following industries to come up in Bhopal district

| Sector | Industries |
|---|---|
| Food Processing | bone meals, spice oleoresins, tamarind starch, fruit processing |
| Manufacturing of Engineering Products | Hydraulic assembling, tension motors |
| Pharma and Medicinal Products | Fish oil, fish oil capsule. |
| Manufacturing of Electrical Equipments | Water filter, electronic blast, electronic moving display, dish antenna, electronic box, remote control switches, solar lamps, chimneys, water heaters |
| Fabricated Metal Products | Stainless steel, corrugated steel, name plate of brass |
| Wood and Wood Products | Wooden boxes, wooden furniture |
| Chemical and Chemical Products | Candle making, wax emulsion, detergent |
| Construction based material | Fly ash bricks, sand lime bricks |

## 15.8.2.3 Services Sector

The economy of the district is driven by the service sector, which contributes around 70 percent to the GDDP. The sector has grown by 13.4 percent CAGR over the last five years, driven by banking and finance, trade and hospitality, and business services segments.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Amount in INR lakhs |
|---|---|
| Banking & Insurance | 207717 |
| Trade Hotels and Restaurants | 164277 |
| Real Ownership of Dwel. B. Sr. & Legal | 134187 |
| Other Services | 81940 |
| Public Administration | 77374 |
| Transport by Other means | 60737 |
| Communication | 30375 |
| Railways | 20633 |
| Storage | 733 |
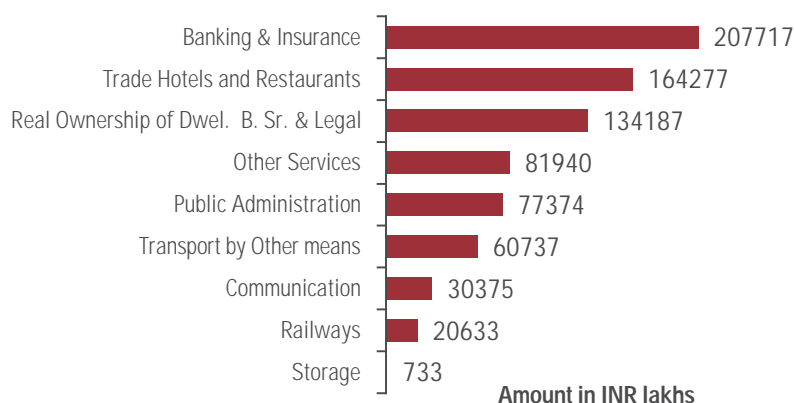
Trade and hospitality segment has grown at 21.12 percent between 2004-05 and 2008-09, with a gradual shift towards mid and luxury segment hotels, as can be witnessed by the entry of leading hospitality majors such as Marriot, ITC, etc. Further, tourism in the district also drives the hospitality segment. Bhopal leads in cultural, religious, leisure and business tourism in MP, with places like Sanchi, Bhimbetka Caves, etc. The Kaliasot water sport project is expected to add to the revenue of tourism industry.

In the financial services space, between 2006 to 2011 bank branches in the district have increased from 189 to 276 recording a 31.7 percent and 27.65 percent compounded growth in deposits and credit respectively. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Major AMCs and insurance underwriting companies like LIC, HDFC, ICICI etc. have direct/indirect presence in the district.

NASSCOM has identified Bhopal as one of the emerging IT/ITES destinations in India[391]. It has around 30 percent cost advantage over other leading IT cities in India[392]. An IT park is expected in 25 acres of land at Bidwai village which is 500m from the airport, to create around 75,000 jobs.[393]There is a proposal for another IT park at STP Bhopal integrated with Ayodhya township, spread across 80 acres of land.[394] IT sector is progressive in the state and in the district, and is expected to generate a lot of employment.

Overall healthcare reach at the district level,is much below the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, in the district is around 3 units in comparison with the state average of 13 units per lakh population[395], highlighting the opportunity for increased penetration of healthcare services in the district. However, a trend of entry of national level private players such as Apollo, Wockhardt, AIIMS, is seen in the district.

Roadways and airways have grown by 14 percent CAGR in between 2003-04 and 2008-09 while the growth in railways has been 9.2 percent CAGR in the same period. NH 12, NH34 and NH 86 pass through the district connecting it to Kota, Betul, Sagar and Dewas. Madhya Pradesh Warehousing and Logistics Corporation plans to set up a centre at Karond with a capacity of 4000 MT. Bhopal has an important railway junction which enroutes all Delhi-Chennai trains. The Raja Bhoj Airport in Bhopal is one of the most important airports of the state connecting it to several important cities of the country.

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[391] Nasscom's report on 50 leading cities
[392] Destination Madhya Pradesh: Global Investors Summit-II, 2010
[393] http://daily.bhaskar.com/article/MP-BHO-bhopal-it-park-to-create-75-thousand-jobs-2335307.html?PRVNX=
[394] http://www.mapit.gov.in/IT_Park.asp
[395] http://www.mp.gov.in/health/

### 15.8.3 Workforce Distribution in the district

### 15.8.3.1 Current Employment Scenario in Bhopal

Work participation rate in the district (32.1 percent) is similar to the state average of 31.7 percent. Percentage of people employed as household industry workers and other workers, accounts to 32.08 percent[396] of total working population - indicating low level of employment in the district. Worker participation is very low amongst women at 14.9 percent, in comparison to male WPR at 47.4 percent, with the disparity being more prominent in urban areas.[397]

Bhopal, being the state capital and a major urban growth center, is witnessing high levels of inward migration from districts, both near and far. In the skilled youth category, there is a trend of inward migration from other districts in Madhya Pradesh, as well as from districts of neighboring states such as Rajasthan, Maharashtra and Madhya Pradesh. Students from vocation streams either work in the home district of Bhopal, or migrate to neighboring Dhar and Indore Pithampur area, which have higher industrial activity. Graduate students from Bhopal city are willing to migrate out to destinations such as Delhi, Mumbai and Chennai for better higher education and employment opportunities. In the unskilled labour category, Bhopal is a non-farm migration destination for migrants from Chindwara, Jhabua, Hoshangabad, Betul, Barwani, Dhar etc, who are involved in activities such as road construction, building construction, earth moving, brick kilns, rickshaw pulling etc. Interactions with migrant labours indicated that almost 20-30% of their stay in the district goes in search of work. The district has 282 slum pockets housing 17% of the total district population, making Bhopal one of the districts with high slum dwelling population in the state.

### 15.8.3.2 Estimation of Supply of Manpower in Bhopal

According to KPMG Estimates, Bhopal district has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 7.83 lakh[398] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Bhopal | 2832036 | 1784183 | 782768 | 729912 | 367193 |

### 15.8.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Bhopal has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Bhopal. According to the estimates, in the next 5 years, Bhopal is expected to witness a incremental manpower requirement of 3.81 lakhs[399].

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[396] District Statistical Handbook, Bhopal, 2010
[397] District Statistical Handbook, Bhopal, 2010
[398] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[399] KPMG Estimates on Incremental Manpower Requirement

Construction and real estate segment in secondary sector will be the largest employment generator in the district, followed by transportation, logistics and warehousing. In the tertiary sector, hospitality sector, organized retail and IT/ITES will provide significant employment in the district

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | NA | NA | 3414 | NA | NA | 2906 |
| Pharma & Medicinal | 10 | 134 | 59 | 9 | 116 | 52 |
| Rubber and plastics products | 90 | 830 | 888 | 79 | 720 | 771 |
| Food Processing | 366 | 1542 | 5419 | 318 | 1339 | 4704 |
| Fabrication | 55 | 515 | 532 | 48 | 447 | 462 |
| Paper & Paper Products | 112 | 1010 | 1122 | 97 | 876 | 974 |
| Chemical | 81 | 583 | 960 | 71 | 506 | 833 |
| ConstructionMaterial | 7 | 48 | 80 | 6 | 42 | 70 |
| Auto and Auto Components | 156 | 1938 | 1018 | 135 | 1683 | 883 |
| Textiles | 4 | 16 | 54 | 3 | 14 | 47 |
| Manufacturing of Electrical Products | 24 | 288 | 167 | 21 | 249 | 146 |
| Construction | 1993 | 5021 | 32837 | 1774 | 4470 | 29235 |
| IT&ITES | 833 | 15827 | NA | 784 | 14891 | NA |
| Healthcare | 235 | 4474 | NA | 206 | 3912 | NA |
| Transportations and Logistics | 2063 | 4936 | 34252 | 2358 | 5644 | 39160 |
| Retail | 3398 | 8595 | 55967 | 2812 | 7111 | 46307 |
| Hospitality | 630 | 3172 | 8805 | 522 | 2624 | 7285 |
| Communication | 1409 | 7929 | 18844 | 1687 | 8499 | 23554 |
| Banking and Financial Services | 7102 | 14750 | 120190 | 7447 | 15467 | 126027 |
| Education and Training | 338 | 6133 | 288 | 342 | 6184 | 323 |

### 15.8.4  Human Resource Development Scenario in the District

### 15.8.4.1 Current State of Workforce Development

Bhopal being the capital of the state has many elite institutions like NIT, NLIU, etc. which provide high end education to the people all across the country. There are different branches of engineering and medical science taught in the colleges with Civil, Electrical, Mechanical and IT amongst the most popular. Several vocational training institutes conduct technical trades like fitter, turner, etc. and non- technical courses like Applied Videography and Modern Office Management.

| Human Resource Development Institutions in Bhopal | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 83 | 7560 |
| Pharmacy | 45 | 2820 |
| Polytechnic(Vocational) | 4 | 1565 |
| ITI | 4 | 2029 |

Swarna Jayanthi Gram Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA), had a total budget of INR 118.25 lakhs allocated for 2011-12, of which INR 11 lakhs has been allocated for training purposes.[400]

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district - as evident from the number of registrations in District Employment Exchange[401]. As on March 2012, District Employment Exchange had live registrations totaling 44,666 of which 86 percent belonged to the skilled youth category.[402]

However, providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

| Company | Job Role | Number of Candidates |
|---|---|---|
| Help & Mark, Bhopal | Data Entry Operator | 17 |
| Army Recruitment Board, Bhopal | Technician/Nursing/Typist/ Tradesman | 1500 |
| Dominoz Pizza, Bhopal | Delivery Boy | 32 |
| AJC Pvt. Ltd, Bhopal | Customer Care Executive | 59 |

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[400]http://www.zpbhopal.nic.in/SGSY.htm

[401] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[402] http://www.mprojgar.org/pdf/Skilled_labour.pdf

| | | |
|---|---|---|
| Parmali Wells Ltd, Bhopal | Technician | 8 |
| Vardhaman, Madideep | Customer Care Executive | 12 |
| Shivshakti Bioplant, Sagar | Sales Executive | 29 |
| Epos Healthcare, Gurgaon | Supervisor | 14 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. The roles offered included delivery boy, customer care executive, ITI technician, sales executive, supervisor, etc.[403]

### 15.8.4.2 Incremental Training Capacity in the District

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 1.10 lakh people in secondary and tertiary services, and 1.15 lakh people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 30 percent of the total incremental manpower estimate between 2012-17.Significant portion of training targets are aimed at manufacturing, construction, IT&ITES sectors.

**Potential Incremental Training Capacity in Bhopal (2012-17)**

| Ministry | Value |
|---|---|
| Ministry of Labor | 32267 |
| Ministry of Communication and IT | 24841 |
| Building and Other Construction ... | 16593 |
| Ministry of MSME | 16134 |
| Ministry of HUPA | 9737 |
| Ministry of Agriculture | 4988 |
| Ministry of Road Transport and Highways | 3985 |
| Ministry of Higher Education | 2153 |
| Ministry of Health and Family Welfare | 1517 |
| Ministry of Women and Child ... | 1432 |
| Ministry of Tourism | 487 |
| Ministry of Food Processing | 355 |
| Ministry of Social Justice and ... | 299 |
| Ministry of Minority Affairs | 204 |
| Heavy Industries | 97 |
| Ministry of Textiles | 54 |
| Ministry of Chemicals and Fertilizers | 26 |
| Ministry of Tribal Affairs | 18 |

### 15.8.5 District Specific Recommendations

Bhopal being a teriary sector driven economy, has significant opportunties for skill development over the next decade. The district has the potential to create over 1 lakh employment opportunties in the next five years predominantly in services sector.

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district:

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[403] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

- High employment potential in services sectors - **Retail, Transportation and Logistics, Communication and Construction** primarily in un-organized category
- **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower, specifically in financial intermediaries considering the high level of economic activity witnessed as a state capital.
- Growth in commercial and industrial development in Bhopal has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**
- Among high employment growth manufacturing areas, **manufacturing of engineering/electrical products, food processing**, **chemical and chemical products** demand high level of skilling
- Being a service driven employment generation economy demand for specific roles in **sales and marketing** is expected to be high across sectors.
- Existing focus on training for informal sector by private skill training providers is low
- Public sector spending on skill training predominantly focusing on secondary and tertiary sectors.

Based on interaction with industries and commercial enterprises, Bhopal is viewed as a potential destination for sourcing from a diversified sample of skilled youth from across Madhya Pradesh. Based on interaction with youth in the state, Bhopal being the state capital with large public sector undertaking and private industries is viewed as a potential employment destination across Madhya Pradesh. Considering these factors, the proposed action plan for stakeholders in skill development in Bhopal district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sectors<br>  o Banking and Financial Services<br>  o Retail<br>  o Hospitality<br>  o Transportation and Logistics<br>  o Communication |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o Construction Sector<br>  o Retail Sector<br>  o Transportation and Logistics<br>  o Manufacturing of engineering/electrical products<br>  o Food Processing<br>  o Healthcare<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o Dairy farming, Livestock rearing – Goatery, Piggery<br>  o Horticulture- Mango, Orange, Amla, Ber, Custard Apple and Pomegranate<br>  o Flower Cultivation- Roses, Gladiolus, Chrysanthemum, Glardia and Aster |

| | |
|---|---|
| | o    Spice Cultivation - Garlic<br>•   Align Livelihood training programs to industrial requirements of sectors Retail, Transportation and Logistics, Construction,Healthcare,Manufacturing |
| **Private Skill Training Providers** | •   Focus on placement driven training (both technical and non-technical) targeting local youth from low income families with cost to be borne by companies<br>   o   Banking and Financial Services<br>   o   Formal segment of organized Retail<br>   o   Formal segment of Hospitality<br>   o   Formal segment of Security Services<br>•   Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o   Engineering Goods /Auto Components – Presence of Govindpura Industrial Estate<br>   o   Food Processing –Proximity to  Food Parks in Babai, Piparia<br>   o   Transportation and Logistics – Proximity to ICD developed by AKVN Bhopal<br>•   Opportunity for setting up finishing school training for tertiary sectors such as  those with high salary potential, where students will be willing to pay and learn ( both technical and non-technical category)<br>   o   Banking and Financial Services<br>   o   IT&ITES<br>•   Assessment of training provided by government departments in sectors of retail, construction,  manufacturing of engineering/electrical products transportation and logistics<br>•   Bridging basic skills of communication and numeracy |
| **Industry** | •   Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o   Banking & Financial Services<br>   o   IT/ITES<br>•   Initiate and support modular employability skill training in collaboration with private players/Government<br>•   To create placement linkage opportunities in training institutions |

## 15.9    Skill Gap Assessment of Barwani District

### 15.9.1  Social Profile

#### 15.9.1.1 Demographics

Barwani was formed on 25th May 1998 by carving out of West-Nimar and Khargone district. Barwani is situated on the south-west side of Madhya Pradesh with river Narmada at its northern border. District is surrounded by Satpura (in South) and Vindhyachal (in North) forest ranges. The district covers an area of 3,665 sq km.[404]The district is bound in the north by Dhar district, in the south and east by Khargone district[405] of Madhya Pradesh and west by Dhule district of Maharashtra State.

The district has a population of 13.85[406] lakhs as of 2011. Barwani has population density of 256 per sq km which is higher than the state average of 236 per sq km. Urbanization in Barwani is lower than that ofstate average, withonly 14.7% of population living in urban areas - in contrast to average MP urban population of 27.6%.[407]As of 2011, gender ratio of the district stands at 981 females per 1000 male population whereas child sex ratio (0-6 years) is lower at 940 girls per 1000 boys[408].

#### 15.9.1.2 Literacy

As of 2011, the literacy rate in the district (50.23 percent) is much lower than state average of 70.63 percent[409]. There are 3073 schools in the district with private sector participation being around 5 percent[410], which is much less than state average of 17% private sector participation.

| District | Madhya Pradesh | Barwani |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,385,659 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 27.5% |
| **Population Density Per Sq.km(2011)** | 236 | 256 |
| **Level of Urbanization(2011)** | 27.6% | 22.3% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 981 |
| **Proportion of ST Population(2001)** | 20.3% | 67.0% |
| **Literacy Rate(2011)** | 70.6% | 50.2% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 14.2% |

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[404] http://barwani.nic.in
[405] Barwani at a glance, Central ground Water Board, MP
[406] Census, 2011
[407] Census, 2011
[408] Census, 2011
[409] Census, 2011
[410] DISE, 2010-11

| Number of Literates(2011) | 43,827,193 | 564,852 |
|---|---|---|
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 289,537 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.23 |
| Contribution to State Economy(2008-09) | - | 1.11% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 14,837 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 38.5% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 16.3% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 45.2% |

### 15.9.2  District Economy

The district economy had registered a growth rate of 10.5[411] percent CAGR between 2003-04 and 2008-09 as in comparison to the state growth rate of 9.07% during the same period. Tertiary and Primary sectors are the key drivers of the district economy, contributing 45 and 39 percent respectively to the district income, while growing at 10.16 and 9.56 percent CAGR respectively, over the past 5 years[412]. Though in absolute value terms, secondary sector had grown at a faster rate (14.01 percent), given the contribution of secondary sector of around 16% of the GDDP, it is less significant to the overall district's economic growth. The district per capita income is INR 14,837, which is much less than the state average of INR 24,709.

**Barwani Economic Growth**
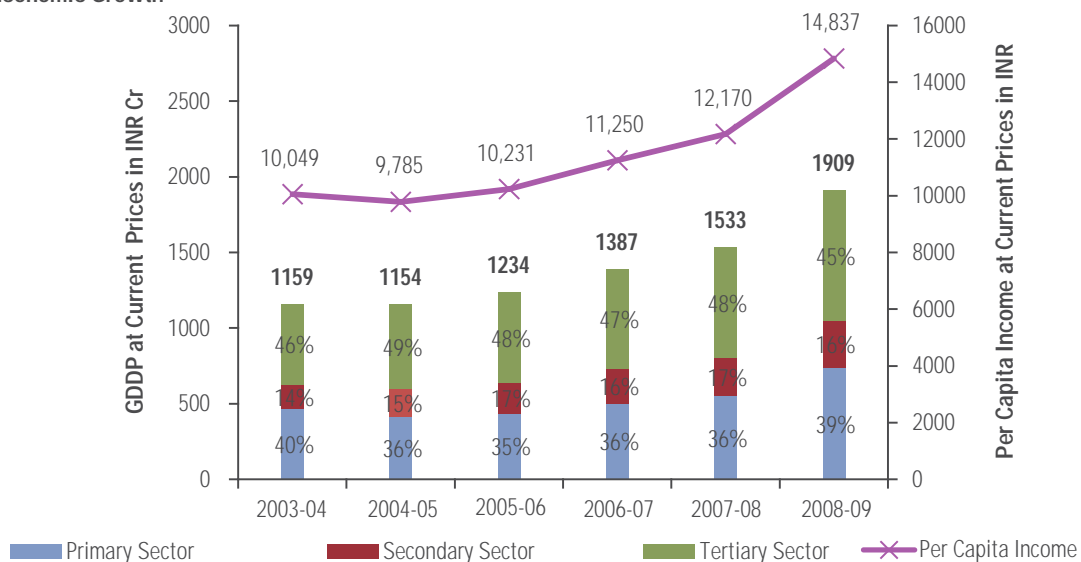
[411] Madhya Pradesh, Annual Economic Survey 2011-12
[412] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.9.2.1 Agriculture and allied sectors

Total geographical area of Barwani district is 3665 km². Forest area is 6.67% of total land in the district, whereas area under cultivation is 63.5% of total district land. Net sown area constitutes 88% of total cultivable land.[413] Also, 19% of cultivated land is dual cropped which is low in comparison to state average of 38%.[414]

Generally, five types of soils are found in the district namely Kali–I, Kali–II, Kali-III, Halki Khadri and Bardi. The soils of Barwani district are classified as medium black cotton soils, containing nearly 50% silt and clay together. Mostly the soils are lighter, open and drained. Alluvial type of soil is found on both the sides of the river Narmada and in some patches on the banks of its tributaries like Goi, Deb & Bour. This type of soil is deep fertile & well drained. The soils of the rest of the district are mostly shallow & poor in fertility.[415] Shallow soil constitutes 65.66 percent of total soil available in Barwani.[416]

The total area irrigated by canals is 4.95 $km^2$ of the total area sown, of 2,325.82 $km^2$.The total area irrigated by tube wells is 119.42 $km^2$, by open wells 216.86 $km^2$ and by ponds & Tanks 385.11 $km^2$. The total area under assured irrigation from various sources is 655.38 $km^2$. This is only 28.17% of the net sown area. Hence, almost 72% of the sown area in the district is rain-fed.[417]

Dairy farming, goatery and sheep rearing are key agri-allied activities in the district.

Cotton is cultivated on 23.84% of agriculture land, Sorghum is cultivated on 20.35% of agriculture land and Maize is cultivated on 14.2% of total agriculture land. Chilli is another major crop in Barwani and is grown on 6.8% of agriculture land. There are 4,34,350 cattle, 98,304 buffaloes and 1,62,150 goats present in Barwani.[418]

Between 2002-03 and 2006-07, usage of tractors in the district grew at 6.4 percent CAGR, indicating healthy growth in the extent of mechanization. However, the presence of 1.3 tractors per sq km of agricultural land in Barwani,still indicatesa low level of mechanization in the district.[419]

Agricultural products are marketed through Madhya Pradesh Agricultural Products Marketing Committee. The committee management has markets (Krishi Upaj Mandi) at Barwani, Anjad (Thikri Tehsil), Sendhwa, Barwani (Tehsil Sendhwa) and Khetia (Tehsil Pansemal). Being the district head quarter, Barwani is having a semi developed market. Other places like, Sendhwa and Rajpur also have similar types of market.

### 15.9.2.2 Industry

The district has 2181 MSE units and 02 LMI units in operation. Major industries are Agro and Textile based. Agro industries are mainly grain and pulses processing, whereas textile industries are mainly Cotton ginning.[420]The district has the distinction of cotton cultivation for a long time. On the basis of the available raw materials, Ginning factories were established in the important places of the district. At present about 75 units are working in the district, providing employment to about 800 people. Most of the units are concentrated in Sendhwa (about 4% of the working units), Anjad (About 20% of the working units), Khetia, Pansemal and Rajpur (About 10% each of the working units) Tehsils. Only a few Ginning factories are in Barwani Tehsil. A few units have their own cotton seed oil extraction plant (Small units) and extracting oil from the cotton seeds, which are sent to other places / states for human consumption. Apart from this

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[413] Barwani at a glance, Central ground Water Board, MP
[414] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[415] Barwani at a glance, Central ground Water Board, MP
[416] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[417] Barwani at a glance, Central ground Water Board, MP
[418] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[419] District statistical handbook, Barwani, 2007
[420] Discussions with GMDIC, Barwani

cluster group of activities, about 40 small food processing (including spices grinding, flouring etc.) units are reported to be working in the district, which provides employment opportunity to about 200 people. Some stone crushing units are also working in Pati development block. About 4000 units registered under Small-scale sector.About 50% of the units are expected to be in oepration.

**Composition of LMI Investment in Barwani** (as of March 2011)
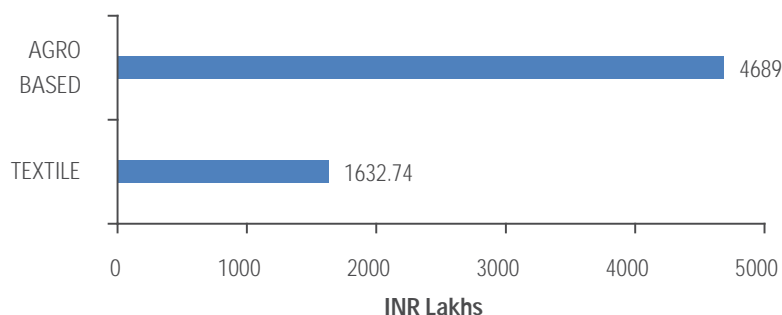


Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 45 Crore, generating incremental employment of 3,142[421]. Food Processing and textile industries constitute 70% of the total investment in SSI segment in 2010-11. Besides these, metal based industries, leather and plastic unitsconstitute other key SSI segments. [422]

Some of the key challenges faced by industries in the district include Non availability of trained person, short supply of electricity and water, lack of demand due to low quality, lack of information on modern technology, lack of common facilities center, non availability of land in industrial estate, and non availability of term loans.

**Growth of SSIs in Barwani**
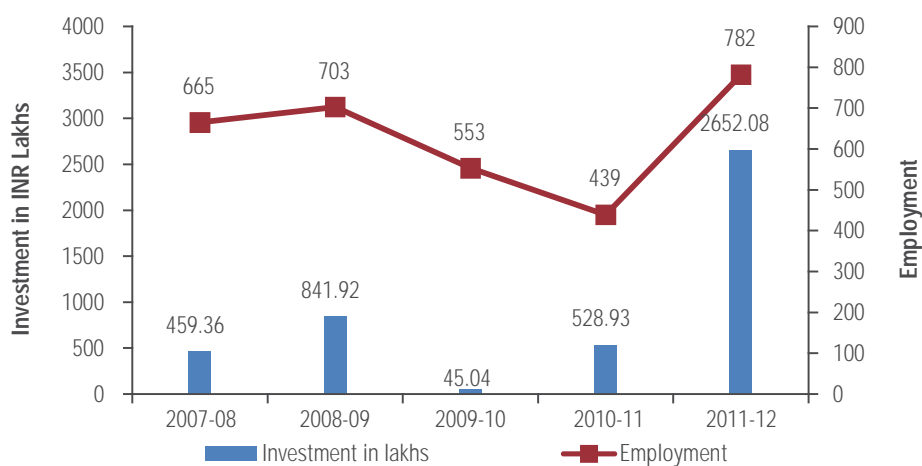


Based on discussions with District Industries center, there is potential for following industries to come up in Barwani district

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[421] Data received from District Industry Center, Barwani
[422] Discussions with GMDIC, Barwani

| Sector | Industries |
|--------|-----------|
| Food Processing | Flour Mill, Soya based products, Dairy Products, Milk Based Products, Ghee Manufacturing, Bakery Products, Jams and Jellies, Biscuits, Namkeen, Spices |
| Mineral Based | Stone Crusher, Stone Cutting |
| Forest Based | Wooden Toys, Wooden Furniture, Medicinal extraction and Natural Oil, Wooden Packaging |
| Textile Products | Readymade Garments, Embroidery Work, Hosiery Knitting items |
| Leather Based | Toys, Shoes, Bags, Cushions |
| Rubber Based Products | Tyre Rethreading, Plastic Granolas, Rubber Spare Parts (Automobiles), Packaging Material, Bicycle Tube and Tyres |
| Plastic based products | Wire Brushes, PVC Soles, Plastic Toys, PVC Pipes, Sports Items |
| Chemical & Chemical Products | Detergent Cakes, Detergent Powder, Liquid Blue, Phenyl, Tissue Paper, Metal Polish, Herbal Cosmetics, Paper Soap, Air Freshener Shoe Polish, Room Sprayers, Perfumed Hair Oil, Hand Gloves  Adhesive Tape |
| Glass & Ceramic Industries | Mosaic Tiles, Floor tiles, Cement Jalli, Cement Flower Pots, Cement Windows, Marble Cutting & Polishing, Granite Cutting & Polishing, Lime Powder, Decorative Glass Items, Stone statue, Cement hollow Bricks |
| Mechanical Items | Tractor Trolley, Automobile Components, "U" Bolts,  Agricultural Equipment, Steel Furniture, Steel trunks, Offset printers, Engineering workshop, Lathe Machine, Room Coolers, Steel Furniture, Desert Coolers, Steel Almirah, Bend Remover |

### 15.9.2.3 Services Sector

Services sector contributes about 45 percent to GDDP. The sector grew at 10.16 percent between 2004-05 and 2008-09. Hospitality segment constitutes 42.32% of total services product, and has grown at 9.1[423] percent between 2004-05 and 2008-09. Communication sector saw a healthy growth rate of 19.2% between 2004-05 and 2008-09, indicating the living standard development of district. Storage segment is another fast growing segment in Barwani, indicating agricultural support development in the district.[424]

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[423] Madhya Pradesh Annual Economic Survey, 2012
[424] Madhya Pradesh Annual Economic Survey, 2012

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Railways | 22 |
| Storage | 116 |
| Communication | 2676 |
| Transport by Other means | 3590 |
| Banking & Insurance | 5576 |
| Real Estate, Business ... | 8085 |
| Public Administration | 9479 |
| Other Services | 20162 |
| Trade Hotels and Restaurants | 36467 |
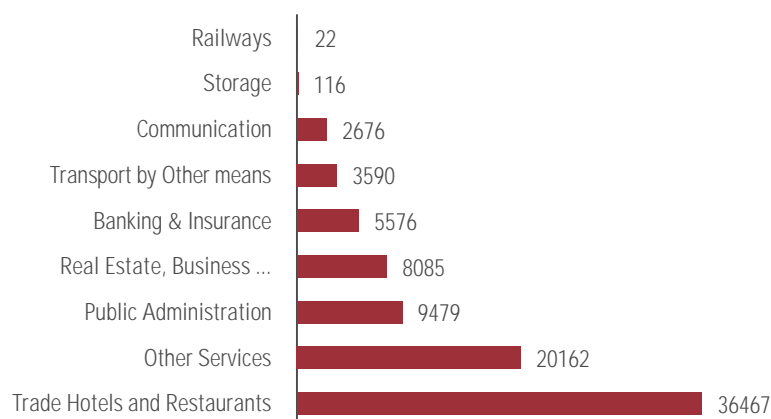
Overall healthcare reach at the district level is better than state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, in the district is 2.09 and 16.74 units per lakh population respectively in comparison with the state average of 1.6 and 11.9 units per lakh population[425] respectively.

There are seven nationalized banks, Regional Rural Bank, District Central Co-Operative Bank and Lead Development Bank branches are working in the district. 66 branches of these banks extend the financial services in the district. All development blocks have a minimum of 1 bank branch.

Logistical support needs to be developed in Barwani for development of trade and services. Currently, the nearest railway station is situated at Indore, which is one of the major commercial railway stations of western railway. Another nearby railway station is Khandwa, which is 180 km from Barwani. Khandwa is situated on Central Railway and it is connected with Barwani via State highway Number 26. Barwani is connected to the Agra-Bombay NH-03 by Khandwa-Baroda SH-26 at the distance of 45 KM at Julwaniya.[426]. Road is the only mean of transportation in the district. The district has 2,300 Km. of all weather roads. National highway No: 3 and State Highway nos. 36, going through the district, and SH-26, connect the district Head Quarter Barwani with important cities like Khandwa, Khargone and Baroda (Gujrat). National Highway no. 3 passes through the Thikri, Rajpur, Sendhwa and Niwali Tehsil.

Some of the services offered by MSMEs in the district includeCAD/CAM Services, Industrial Photography services, Testing Laboratories, Research & Development Services, Sub Contract Exchange, Goods Delivers, Machinery repairing workshop, Electric Motor Repairing and Rewinding, Computer related service, Mobile Repairing Center, Dress Design and Hotel Service

### 15.9.3  Workforce Distribution in the district

### 15.9.3.1 Current Employment Scenario in Barwani

Work participation rate in the district (48.43 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as agricultural workers accounts to 84.35%[427] of the total working population, indicating

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[425] http://www.mp.gov.in/health/
[426] http://barwani.nic.in
[427] District Statistical Handbook, Barwani, 2007

high level of worker participation in the primary sector. Worker participation is low amongst women at 43.71 percent in comparison to male WPR at 53.01 percent.[428]

Typical migration in Barwani is outbound. Unskilled labour move towards Madhya Pradesh and Maharashtra for industrial and construction jobs. Migration in Barwani not only occurs both in search of livelihood, andfor extra income generation. Inbound migration is negligible in the district.[429] Barwani has 69 slum pockets and 21,033 slum population.[430]

### 15.9.3.2 Estimation of Supply of Manpower in Barwani

According to KPMG Estimates, Barwani district has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 6.9 lakh[431] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|------------------|------------------|------------------|------------------|------------------|
| Barwani | 1718342 | 1082555 | 690591 | 643959 | 253817 |

### 15.9.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Barwani has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Barwani. According to the estimates, in the next 5 years, Barwani is expected to witness a total incremental manpower requirement of 49,000[432].

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|---------|-----------|---------|---------|-----------|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied Activities | NA | NA | 10448 | NA | NA | 8894 |
| Food Processing | 133 | 558 | 1961 | 115 | 485 | 1702 |
| Textiles | 54 | 238 | 779 | 47 | 207 | 677 |

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[428] District Statistical Handbook, Barwani, 2007
[429] Discussions with Collector, Barwani
[430] Madhya Pradesh Human Development Report, 2007
[431] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[432] KPMG Estimates on Incremental Manpower Requirement

| Construction | 226 | 570 | 3727 | 201 | 507 | 3318 |
|---|---|---|---|---|---|---|
| IT&ITES | 8 | 156 | NA | 11 | 203 | 0NA |
| Healthcare | 55 | 1045 | NA | 128 | 2431 | NA |
| Transportations and Logistics | 94 | 226 | 1565 | 108 | 258 | 1789 |
| Retail | 754 | 1908 | 12424 | 624 | 1579 | 10279 |
| Hospitality | 140 | 704 | 1955 | 116 | 582 | 1617 |
| Communication | 124 | 699 | 1660 | 149 | 749 | 2075 |
| Banking and Financial Services | 191 | 396 | 3226 | 200 | 415 | 3383 |
| Education and Training | 155 | 2807 | 132 | 174 | 3136 | 164 |

### 15.9.4  Human Resource Development Scenario in the District

### 15.9.4.1  Current State of Workforce Development

The scope for imparting technical skills & training in the district is very low, due to absence of Technical & Vocational Institutes. During 2008-09, an ITI has been established at Tehsil Niwali (Barwani) with two trades viz. Cutting & Sewing(21 seats)& Computer Operator (26 seats) only. Barwani has no presence of any higher education institute. In the sample set of students who were interviewed, the diversity of districts was high with students' representation from several nearby districts such as Burhanpur, Khargone, and Khandwa etc.[433]

| Human Resource Development Institutions in Barwani | | |
|---|---|---|
| Program | Number of institutions | Intake |
| ITIs[434] | 2 | 117 |

Apart from the established set up of education/training, Swarna Jayanthi Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA) is imparting training by forming numerous SHGs in several areas as mentioned below. RSETI is also involved in providing skill enhancement trainings in the district. Till April 2012, RSETI did 2 trainings and trained 43 youth in total.[435]

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[433] Discussions with ITI Students
[434] Directorate of Skill Development, Jabalpur
[435] Discussions with RSETI Director

| SGSY Performance,  (2011-12)[436] | |
| --- | --- |
| Trade | No. of SHGs members |
| Irrigation | 1250 |
| Live stock | 1200 |
| Village Industry | 35 |
| Handicraft | 25 |
| Handloom | 16 |
| Tertiary Sector | 6 |

As on March 2012, District Employment Exchange had live registrations totaling 21,316 of which 82 percent belonged to the skilled youth category.[437] However providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is on the higher side, notification of government sector jobs has not been very encouraging.

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were technical as well as non technical in nature[438].

| Company | Job Role | Number of Candidates Selected |
| --- | --- | --- |
| Pioneer Security, Ahmadabad | Security guard | 59 |
| Century Denim, Khargone | Fitter | 57 |
| Panther Security, Ahmedabad | Security guard | 110 |
| Ipos Health India | Surveyor | 223 |
| Pratibha Syntex, Pithampur | Trainee | 264 |

### 15.9.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 13,738 people in secondary and tertiary services and 21,337 people in total can be trained incrementally during the five year period of 2012-17.

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[436] Data collected from Zilla Panchayat, Barwani
[437] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[438] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

**Potential incremental training capacity, Barwani, 2012-17**

| Ministry | Value |
|----------|-------|
| Ministry of Food Processing | 290 |
| Ministry of Women and Child Development | 870 |
| Ministry of Health and Family Welfare | 888 |
| Ministry of HUPA | 1037 |
| Ministry of Higher Education | 1260 |
| Ministry of Communication and IT | 1497 |
| Ministry of MSME | 1669 |
| Building and Other Construction ... | 1883 |
| Ministry of Labor | 3337 |
| Ministry of Agriculture | 7599 |
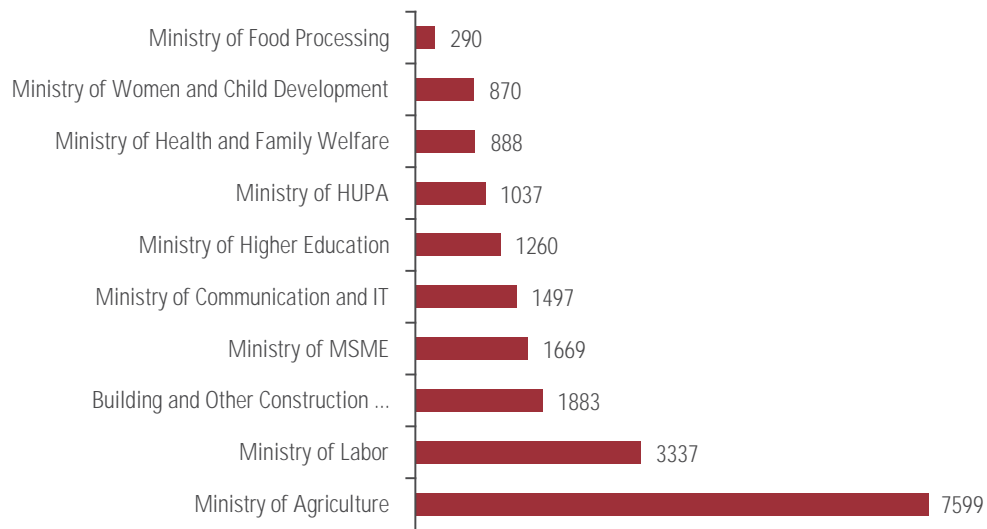
## 15.9.5  District Specific Recommendations

Barwani, being an agrarian district, has more employment opportunities in the primary sectors. Formal employment in the district is limited due to shortage of organized players in services sector and large industrial units.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

- An agrarian economy
- Retail, Banking and Education sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and textile industry
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Barwani is a district with immense agricultural potential, especially in cotton production. Hence building a support infrastructure and identifying key possibilities from existing synergies will be the key to Barwani's development.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | • Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Food processing**<br>  o **Textile** |
| **Government** | • Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Banking sector**<br>  o **Retail Sector**<br>  o **Education Sector**<br>  o **Healthcare**<br>• Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Food Processing Cluster** – Due to presence of immense agricultural potential in Barwani<br>• Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming**<br>• Align Livelihood training programs to industrial requirements of sectors: Retail, Banking, Education and Healthcare |
| **Private Skill Training Providers** | • Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o **Food Processing**<br>  o **Textile**<br>• Assessment of training provided by government departments in sectors of Retail, Banking, Education and Healthcare<br>• Bridging basic skills of communication and numeracy |
| **Industry** | • Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>  o **Textiles**<br>  o **Food Processing**<br>• Initiate and support modular employability skill training in collaboration with private players/Government<br>• To create placement linkage opportunities in training institutions |

| Stakeholder | Action Points for Stakeholders |
|---|---|

## 15.10   Skill Gap Assessment of Dewas District

### 15.10.1   Social Profile

#### 15.10.1.1   Demographics

Dewas District in Ujjain Revenue Division, is situated on the Malwa plateau in the West-central part of Madhya Pradesh. Dewas is primarily an industrial district, with an area of 7,020 km². The district is bounded by Ujjain district in the north, Indore district in the west, West-Nimar district in the south-west, East Nimar district in the south, Hoshangabad district in the South East, Sehore district in the east and Shajapur district in the North-East. The tropic of cancer passes through the district near Nemawar village, south of Khategaon town.[439]

The district has a population of 15.63[440] lakhs as of 2011. Dewas has a population density of 223 per sq km, which is less than the average state population density of 236 per sq km. Urbanization in Dewas is comparable with the state average, with 28.9% of population living in urban areas, in contrast to average MP urban population of 27.6%.[441]As of 2011, gender ratio of the district stands at 941 females per 1000 male population, whereas child sex ratio (0-6 years) is lower at 907 girls per 1000 boys[442].

#### 15.10.1.2   Literacy

As of 2011, the literacy rate in the district (70.53 percent) is on par with state average of 70.63 percent[443]. There are 3,051 schools in the district with private sector participation being around 28 percent[444], which is higher than state average of 17% private sector participation, indicating higher affordability and urbanization in the district. Dewas has many good schools for education, up to HSC level. For higher education, there are a few colleges, but students prefer to move to Indore because of its close proximity, advanced facilities and options for higher education and various professional courses to choose from.[445]

| District | Madhya Pradesh | Dewas |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,563,107 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 19.5% |
| **Population Density Per Sq.km(2011)** | 236 | 223 |
| **Level of Urbanization(2011)** | 27.6% | 28.9% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 941 |
| **Proportion of ST Population(2001)** | 20.3% | 16.5% |
| **Literacy Rate(2011)** | 70.6% | 70.5% |

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[439] http://dewas.nic.in
[440] Census, 2011
[441] Census, 2011
[442] Census, 2011
[443] Census, 2011
[444] DISE, 2010-11
[445] Discussions with ITI Principal

| | | |
|---|---|---|
| Male-Female Literacy Rate Gap(2011) | 20.5% | 23.9% |
| Number of Literates(2011) | 43,827,193 | 944,968 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 301,617 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| Contribution to State Economy(2008-09) | - | 2.07% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 23,308 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 42.4% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 23.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 33.8% |

### 15.10.2 District Economy

The district economy had registered a growth rate of 10.09[446] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years. Tertiary and Primary sectors are the major contributors of the district economy, contributing 42 and 34 percent respectively to the district income, while growing at 8 and 10.39 percent CAGR respectively, over the past 5 years[447]. In absolute value terms, however, the secondary sector has grown at a faster rate of 14 percent. The district per capita income is INR 23,308, which is comparable to the state average of INR 24,709.

**Dewas Economic Growth**



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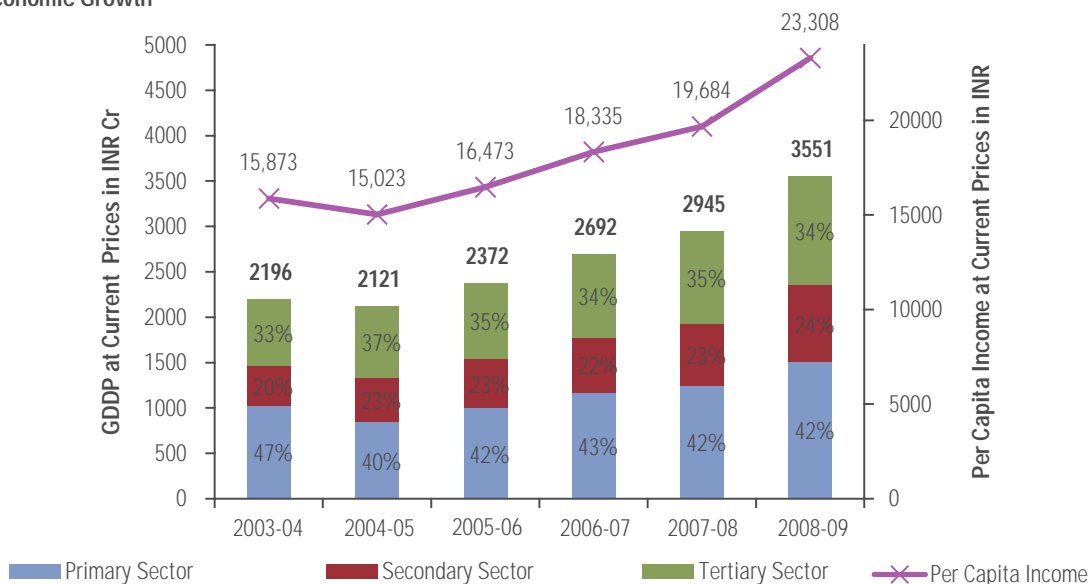
[446] Madhya Pradesh, Annual Economic Survey 2011-12
[447] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.10.2.1 Agriculture and allied sectors

Total geographical area of Dewas district is 7020 km². Forest area is 29.43% of total land in the district whereas area under cultivation is 55.3% of total district land. Also, 60.8% of cultivated land is dual cropped which is much high in comparison to state average of 38%.[448] The type of soil in Dewas is deep fertile & well drained. Deep soil constitutes 51.81%, Medium deep soil constitutes 17.95% and Shallow soil constitutes 65.66 percent of total soil available in Dewas.[449]

The total area irrigated by canals is 67.6 $km^2$ of the total area sown of 3,884 $km^2$.The total area irrigated by bore wells is 931 $km^2$, and by open wells 659 $km^2$. The total area under assured irrigation from various sources is 1,936 $km^2$ which is 50% of the net sown area. Hence, almost 50% of the sown area in the district is rain-fed.[450]

Soyabean is cultivated on 76.26% of agriculture land, Gram is cultivated on 28.14% of agriculture land, and wheat is cultivated on 13.8% of total agriculture land. Potato, Onion and Garlic are other major crops grown in Dewas. There are 2,76,410 cattle, 94,130 buffaloes and 1,25,090 goats present in Dewas.[451]

### 15.10.2.2 Industry

Dewas is an industrial city of the state. It has many mid-sized and small industries. The largest companies include Kirloskars, Arvind Mills, S Kumars, Tata - Cummins, Gajra Gears,Gabriel India Ltd, Ranbaxy Labs, Steel Tubes and the Bank Note press. Rapid industrialization took place in the late 70s and early 80s, but due to inadequate infrastructure, the pace has been slower since the late 80s. There are still large companies delivering substantial profits, however. Dewas is known as the Soya capital of India and is a major part of the soya bean processing industry in the country.[452]

Secondary sector in Dewas grew at 14 percent CAGR over the last five years, and it contributes 24% to Dewas' GDDP. Major industries are Mechanical, Metal, Agro based, Textile based, Pharmaceutical and Electrical based. Vicinity of Indore to Dewas serves as major catalyst for industrial development in Dewas. Some of the key exportable products from the district include Soya De-Oiled Cake and Soya Products, Fabrics, Automobile Parts, Pharma products, General Engg. Items , Turbo charger, Machinery spares , cigarette filters, etc

[448] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[449] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[450] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[451] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[452] Discussions with GMDIC, Dewas

**Composition of LMI Investment in Dewas** (as of March 2011)z
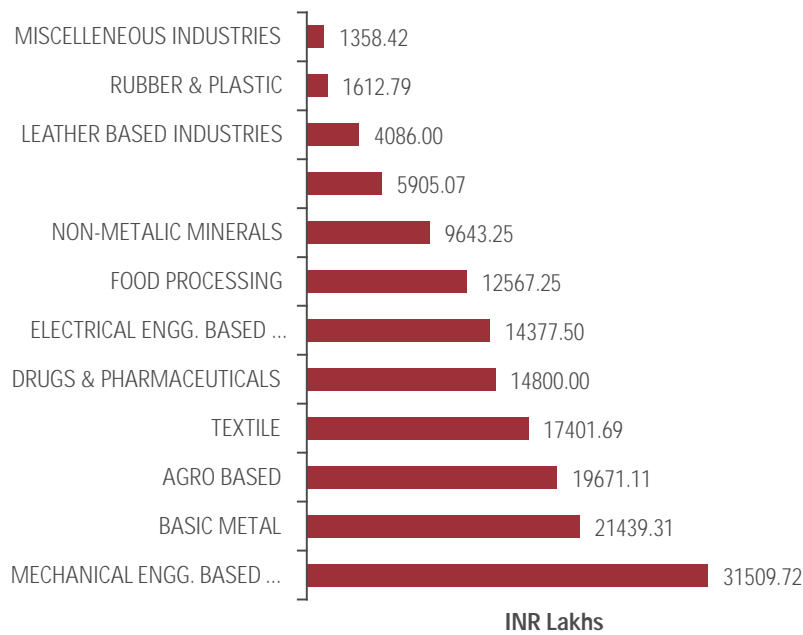
| Industry | INR Lakhs |
|---|---|
| MISCELLENEOUS INDUSTRIES | 1358.42 |
| RUBBER & PLASTIC | 1612.79 |
| LEATHER BASED INDUSTRIES | 4086.00 |
| | 5905.07 |
| NON-METALIC MINERALS | 9643.25 |
| FOOD PROCESSING | 12567.25 |
| ELECTRICAL ENGG. BASED ... | 14377.50 |
| DRUGS & PHARMACEUTICALS | 14800.00 |
| TEXTILE | 17401.69 |
| AGRO BASED | 19671.11 |
| BASIC METAL | 21439.31 |
| MECHANICAL ENGG. BASED ... | 31509.72 |

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 37 Crores, generating incremental employment of 4,040[453]. Metal based and textile industries alone constitute 49% of the total investment in SSI segment in 2010-11. Besides these, Engineering, Agro and Paper based industries constitute another important SSI segments in Dewas.[454]

**Growth of SSIs in Dewas**

| Year | Investment in lakhs | Employment |
|---|---|---|
| 2007-08 | 656.53 | 945 |
| 2008-09 | 972.59 | 805 |
| 2009-10 | 63.41 | 697 |
| 2010-11 | 180.91 | 701 |
| 2011-12 | 1788.44 | 892 |
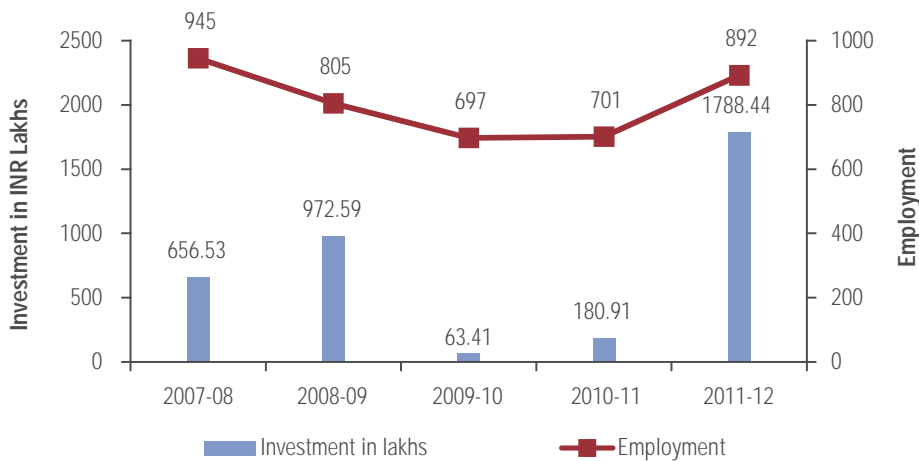
In recent years, some industries have closed their operations due to a shortage of sufficient infrastructure to support growth. The main factor is the shortage of water, as the water table has significantly reduced due to excessive usage in the previous decades.[455]

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[453] Data received from District Industry Center, Dewas
[454] Discussions with GMDIC, Dewas
[455] Discussions with GMDIC, Dewas

Due to its high location above mean sea level and at one corner of the plateau, constant wind flows in the region making it perfectly suited for harvesting wind energy. MP wind farms have chosen an ideal location for planting more than 100 large wind mills on a hill some 13 km from Dewas. It generates around 15 megawatts of power. A few private companies have financed these to get uninterrupted power supply.[456]

Based on discussions with District Industries Officials, the following have been identified as industry segments with potential for growth - Automobile, & general engineering, Electrical, Electronics, Food Products, Soya based products and Textile industries.

### 15.10.2.3  Services Sector

Services sector contributes about 34 percent to GDDP. The sector grew at 10.39 percent between 2004-05 and 2008-09. Hospitality segment constitutes 35.29% of total services product, and has grown at 9.2[457] percent between 2004-05 and 2008-09. Communication sector saw a health growth rate of 16.1% between 2004-05 and 2008-09, indicating the living standard development of district. Storage and transport segments are other fast growing services segments in Dewas.[458]
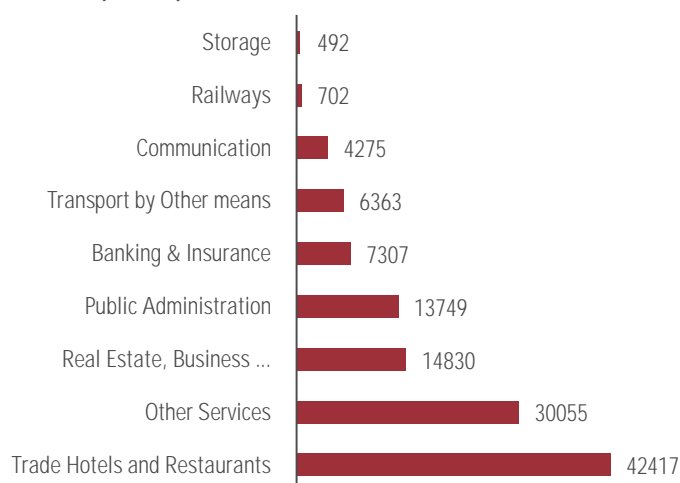
**Contribution of Services Sector to GDDP (2008-09)**

| Segment | Value |
|---|---|
| Storage | 492 |
| Railways | 702 |
| Communication | 4275 |
| Transport by Other means | 6363 |
| Banking & Insurance | 7307 |
| Public Administration | 13749 |
| Real Estate, Business ... | 14830 |
| Other Services | 30055 |
| Trade Hotels and Restaurants | 42417 |

Overall healthcare reach at the district level is slightly less than the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, in the district is 1.41 and 11.52 units per lakh population respectively in comparison with the state average of 1.6 and 11.9 units per lakh population[459] respectively.

Dewas offers logistical support for development of trade and services in the district. Dewas Junction is a Standard Broad Gauge Railway Station which belongs to Ratlam Division of Western Railway (India) Zone.[460] Dewas Junction lies on Indore Junction BG - Ujjain Junction branch line, and it has one line originating and going towards Maksi Junction which connects Nagda /Bhopal Junction WR-CR link line. There are regular trains plying to Mumbai, Delhi, Kolkata, Chennai and other major cities. All trains, including superfast and express trains, stop at the station. The electrification of the Indore-Ujjain section is underway and expected to be finished soon.[461]

[456] Discussions with GMDIC, Dewas
[457] Madhya Pradesh Annual Economic Survey, 2012
[458] Madhya Pradesh Annual Economic Survey, 2012
[459] http://www.mp.gov.in/health/
[460] http://dewas.nic.in
[461] http://dewas.nic.in

Dewas is also well connected to major cities in state and Central India through extensive network of national and state highways. NH3 Agra Mumbai National highway (A.B. Road) passes through the town.[462]

Based on discussions with District Industries Officials, it was ascertained that the district has potential for the following activities in the sector sector DTP Work, Internet cafes and Online Service, Two wheeler Auto mobile services, Electric Motor repairing Service, Four wheeler repairing service, Beauty Parlor, Tailoring Service and Transport.

### 15.10.3 Workforce Distribution in the district

### 15.10.3.1 Current Employment Scenario in Dewas

Work participation rate in the district (47.01 percent) is relatively higher than the state average of 31.7 percent.[463] Typical migration for livelihood in Dewas is inbound. Unskilled labour from Khandwa and Khargone migrate for agriculture, industrial and construction jobs. Outbound migration is typically of Dewas students towards Indore for higher studies.[464] Dewas has 166 slum pockets and 49,309 slum population.[465]

### 15.10.3.2 Estimation of Supply of Manpower in Dewas

According to KPMG Estimates, Dewas district has a significant demographic dividend with rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 7.14 lakh[466] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Dewas | 1747378 | 1100848 | 714646 | 666390 | 164807 |

### 15.10.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Dewas has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Dewas. According to the estimates, in the next 5 years, Dewas is expected to witness a incremental manpower requirement of 55,000[467] in secondary and services sector. Retail segment in tertiary sector will be the largest employment generator in the district, at 45 percent of total employment generated by tertiary sector, followed by banking, communication and education.

[462] http://dewas.nic.in
[463] District Statistical Handbook, Dewas, 2011
[464] Discussions with Collector, Dewas
[465] Madhya Pradesh Human Development Report, 2007
[466] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[467] KPMG Estimates on Incremental Manpower Requirement

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Specialized Skills | Medium Skills | Basic Skills | Specialized Skills | Medium Skills | Basic Skills |
| Agriculture & Allied | NA | NA | 5434 | NA | NA | 4626 |
| Pharma & Medicinal Products | 15 | 192 | 85 | 13 | 167 | 74 |
| Rubber and plastics products | 4 | 40 | 43 | 4 | 35 | 37 |
| Food Processing | 55 | 233 | 817 | 48 | 202 | 710 |
| Fabrication | 38 | 355 | 368 | 33 | 309 | 319 |
| Chemical & Chemical Products | 26 | 189 | 311 | 23 | 164 | 270 |
| Mineral Processing | 17 | 148 | 169 | 15 | 129 | 147 |
| Auto and Auto Components | 41 | 511 | 269 | 36 | 444 | 233 |
| Textiles | 85 | 380 | 1241 | 74 | 330 | 1077 |
| Manufacturing of Electrical Products | 22 | 267 | 155 | 19 | 232 | 136 |
| Construction | 474 | 1195 | 7814 | 422 | 1064 | 6957 |
| IT&ITES | 14 | 263 | NA | 18 | 344 | NA |
| Healthcare | 92 | 1755 | NA | 120 | 2275 | NA |
| Transportations and Logistics | 178 | 426 | 2956 | 204 | 487 | 3379 |
| Retail | 877 | 2219 | 14451 | 726 | 1836 | 11957 |
| Hospitality | 163 | 819 | 2273 | 135 | 678 | 1881 |
| Communication | 198 | 1116 | 2652 | 237 | 1196 | 3315 |
| Banking and Financial Services | 250 | 519 | 4228 | 262 | 544 | 4433 |
| Education and Training | 197 | 3582 | 168 | 206 | 3722 | 194 |

### 15.10.4 Human Resource Development Scenario in the District

### 15.10.4.1 Current State of Workforce Development

Dewas has a low presence of higher education institutes, with one polytechnic and one engineering institute. In the sample set of students who were interviewed, the diversity of districts was high with students' representation from several nearby districts such as Khandwa, Khargone, Sehore etc.[468]

| Human Resource Development Institutions in Dewas | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic(Vocational)[469] | 1 | 120 |
| ITIs[470] | 4 | 650 |
| Engineering institutes[471] | 1 | 420 |

Apart from the established set up of education/training, Swarna Jayanthi Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA) is imparting training by forming numerous SHGs in several areas as mentioned below. RSETI is also involved in providing skill enhancement trainings in the district. Till January 2012, RSETI did 18 trainings and trained 490 students.[472]

| SGSY Performance (2011-12)[473] | |
|---|---|
| Trade | No. of SHG members |
| Irrigation | 112 |
| Live stock | 787 |
| Village Industry | 216 |
| Tertiary sector | 311 |

As on March 2012, District Employment Exchange had live registrations totaling 31,605 of which 88 percent belonged to the skilled youth category.[474]However providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs

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[468] Discussions with ITI Students
[469] Directorate of Technical Education, Madhya Pradesh
[470] Directorate of Skill Development, Jabalpur
[471] Directorate of Technical Education, Madhya Pradesh
[472] Discussions with RSETI Director
[473] Data collected from Zilla Panchayat, Dewas
[474] http://www.mprojgar.org/pdf/Skilled_labour.pdf

has not been very encouraging. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were both in technical as well as non technical nature[475].

| Company | Job Role | Numbrer of Candidates Selected |
|---|---|---|
| H & R Johnson, Dewas | Fitter | 93 |
| Maa Chamunda Enterprises | Trainee | 63 |
| Chadda Enterprises, Dewas | Trainee | 50 |
| Inspire Consultancy, Ujjain | Executive | 155 |
| W.S.I, Indore | Trainee | 160 |

### 15.10.4.2   Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 34,891 people in secondary and tertiary services and 50,790 people in total can be trained incrementally during the five year period of 2012-17.

**Potential incremental training capacity, Dewas, 2012-17**

| | |
|---|---|
| Ministry of Road Transport and Highways | 417 |
| Ministry of Women and Child Development | 961 |
| Ministry of Health and Family Welfare | 1001 |
| Ministry of Higher Education | 1421 |
| Ministry of Food Processing | 1996 |
| Ministry of HUPA | 2298 |
| Ministry of Textiles | 2585 |
| Ministry of Communication and IT | 2745 |
| Building and Other Construction ... | 3949 |
| Ministry of MSME | 5564 |
| Ministry of Labor | 11128 |
| Ministry of Agriculture | 15899 |

### 15.10.5   District Specific Recommendations

Dewas, being an agrarian and industry focused district, has more employment opportunities in the primary and secondary sectors. Requirement for skill training in the district is about 13,292 in formal segment over the next five years.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector,  employment generation is expected to happen in informal segment of retail industry, where

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[475] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- An agriculture and industry driven economy
- Retail, Banking, Education and Communication sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing, textile and metal based material work
- Average per capita income and prospective employment opportunities in organized sectors compared to working age population growth

Dewas is a district with immense industrial potential, which can be unlocked through setting up of appropriate skill training institutions"

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o  Food processing industry<br>  o  Textile industry<br>  o  Metal industry |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o  Banking Sector<br>  o  Retail Sector<br>  o  Communication Sector<br>  o  Education Sector<br>  o  Healthcare<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o  Food Processing Cluster – Due to presence of immense agricultural wealth in Dewas<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o  Dairy farming<br>  o  Livestock Rearing – Piggery, Goatery, Poultry<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Communication, Banking, Education and Healthcare |
| **Private Skill Training Providers** | - Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o  Food processing industry<br>  o  Textile industry |

| | |
|---|---|
| | o   Metal industry<br>·   Assessment of training provided by government departments in sectors of Retail, Communication, Banking, Education and Healthcare<br>·   Bridging basic skills of communication and numeracy |
| **Industry** | ·   Provide training for skills in those sector where the requirement for absorption within industry is higher, such as<br>o   Food processing industry, Textile industry, Metal industry<br>·   Initiate and support modular employability skill training in collaboration with private players/Government<br>·   To create placement linkage opportunities in training institutions |

## 15.11    Skill Gap Assessment of Dhar District

### 15.11.1   Social Profile

#### 15.11.1.1   Demographics

Dhar district is part of the Indore Division of Madhya Pradesh. The district has an area 8,153 km². It is bounded by the districts of Ratlam to the north, Ujjain to the northeast, Indore to the east, Khargone to the southeast, Barwani to the south, and Jhabua to the west.[476] The district has a population of 21.84[477] lakhs as of 2011. Dhar has population density of 268 per sq km which is more than average MP population density of 236 per sq km. Urbanization in Dhar is less than average MP with 18.9% of population living in urban areas in contrast to average MP urban population of 27.6%.[478]

As of 2011, gender ratio of the district stands at 961 females per 1000 male population whereas child sex ratio (0-6 years) is lower at 913 girls per 1000 boys[479].

#### 15.11.1.2   Literacy

As of 2011, the literacy rate in the district (60.57 percent) is low in comparison to state average of 70.63 percent[480]. There are 4,839 schools in the district with private sector participation being around 16 percent[481], which is at par with state average of 17% private sector participation, indicating average affordability in the district. GER in the district at primary and upper primary levels is 110.3 and 41.48 respectively, hence indicating huge disparity in penetration of education at two levels.[482]

| District | Madhya Pradesh | Dhar |
|---|---|---|
| **Population(2011)** | 72,597,565 | 2,184,672 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 25.5% |
| **Population Density Per Sq.km(2011)** | 236 | 268 |
| **Level of Urbanization(2011)** | 27.6% | 18.9% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 961 |
| **Proportion of ST Population(2001)** | 20.3% | 54.5% |
| **Literacy Rate(2011)** | 70.6% | 60.6% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 21.4% |
| **Number of Literates(2011)** | 43,827,193 | 1,111,637 |

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[476] http://dhar.nic.in
[477] Census, 2011
[478] Census, 2011
[479] Census, 2011
[480] Census, 2011
[481] DISE, 2010-11
[482] DISE, 2010-11

| | | |
|---|---|---|
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 508,576 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.20 |
| Contribution to State Economy(2008-09) | - | 2.75% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 23,149 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 45.8% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 21.9% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 32.3% |

### 15.11.2  District Economy

The district economy had registered a growth rate of 12.81[483] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years. Primary and Tertiary sectors are the major contributors of the district economy, contributing 46 and 32 percent respectively to the district income, while growing at 13.87 and 10.93 percent CAGR respectively, over the past 5 years[484]. Secondary sector has grown at an annual rate of 13.6 percent. The district per capita income is INR 23,149 which is at par with the state average of INR 24,709.

**Dhar Economic Growth**



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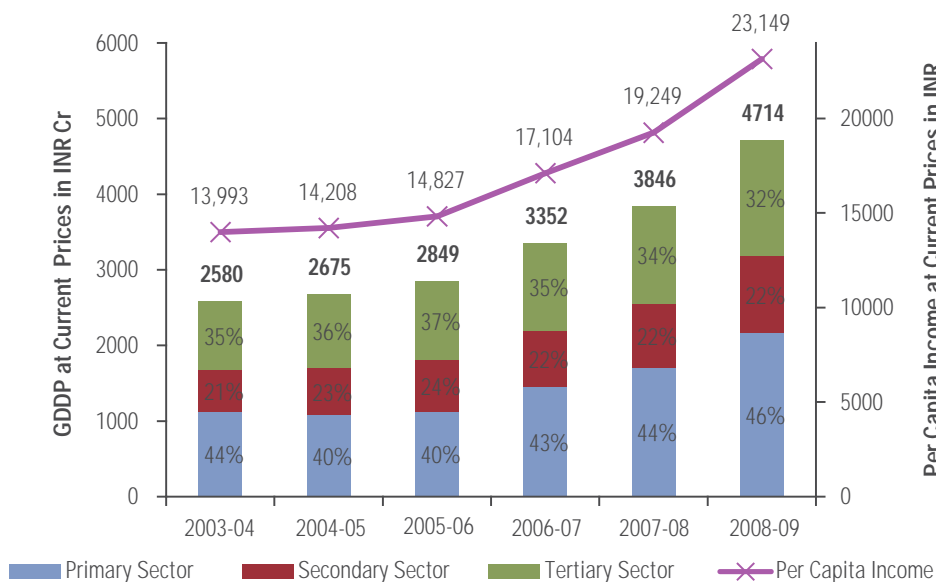
[483] Madhya Pradesh, Annual Economic Survey 2011-12
[484] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.11.2.1  Agriculture and allied sectors

Total geographical area of Dhar district is 8190 Km$^2$. Forest area is 14.3% of total land in the district whereas area under cultivation is 61.6% of total district land.  Also, 47.45% of cultivated land is dual cropped, which is high in comparison to state average of 38%.[485] The type of soil in Dhar is deep fertile & well drained. Deep soil constitutes 43.29%, Medium deep soil constitutes 21.38% and Shallow soil constitutes 35.33% of total soil available in Dhar.[486]

The total area irrigated by canals is 133 km$^2$ of the total area sown 5045 km$^2$.The total area irrigated by bore wells is 1,227 km$^2$ and by open wells 821 km$^2$.  Almost 44.12% of the sown area in the district is rain-fed.[487]

Soyabean is cultivated on 49.66% of agriculture land, Wheat is cultivated on 42.87% of agriculture land and Cotton is cultivated on 23.15% of total agriculture land. Potato, Onion, Chilli and Garlic are other major crops grown in Dhar. There are 4,73,100 cattle, 1,79,700 buffaloes and 3,25,100 goats present in Dhar.[488]

### 15.11.2.2  Industry

Secondary sector in Dhar grew at 13.6 percent CAGR over last five years, and it contributes 22% to Dhar's GDDP. Major industries are Mechanical, Metal, Textile based, Pharmaceutical and Rubber and Plastic based. Proximity of Indore to Dhar serves as major catalyst for the industrial development in Dhar. [489]

Pithampur is a town in the Dhar district of Madhya Pradesh, India. Pithampur is a well-developed industrial area. It has both large and small scale industries. A large number of nationally and internationally reputed companies are functioning in Pithampur. It has been divided mainly in four sectors; sector-I, II, II, and sector-IV. Pithampur has an industrial Special Economic Zone (SEZ). Majority of the vehicle-producing companies of India have their factories in Pithampur. It is considered as a hub for the automobile manufacturing industry.[490]

Some of the major companies that have industrial units in Pithampur are New & ReCon Parts, Mahle Engine Components Pvt Limited, Flexituff International Limited, Anant Steel Pvt Ltd, L&T Case Equipment, Eicher Motors, Mahindra two Wheelers, Caparo, Force Motors Ltd, Man Force Trucks, Rathi steel, Cipla, Indorama Synthetics, Steel tubes of India, Bridgestone Tyre Ltd, Kach Motors, IPCA, Lupin, Syncom, Decora Tubes, Peb Steel Lloyd, Lloyd Insulation, Ceebco, Mahale, Lakhani. The construction of Asia's largest auto testing track has also been sanctioned by Govt. of India. Apart from automobile industries, Pithampur is home to various other industries like food processing, chemical processing, distilleries, manufacturing, and textile industries.[491]

Pithampur has a Dry Port facility from Container Corporation India Limited. This facilitates direct exports of finished goods to foreign countries with all paperwork done at Pithampur facility.[492]

There are 7,292 registered industrial units in Dhar, inclusive of those under DIC, Dhar and AKVN, Pithampur.  There are 116 Registered Medium & Large Units with estimated Avg. No. of Daily Worker employed in Small Scale Industries being 12,658 and the employment in Large and Medium Industries being 10,678. The district has 5 Industrial Areas in Pithampur and Khewda regions.

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[485] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[486] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[487] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[488] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[489] Discussions with GMDIC, Dhar
[490] http://dhar.nic.in
[491] http://dhar.nic.in
[492] http://dhar.nic.in

**Composition of LMI Investment in Dhar** (as of March 2011)
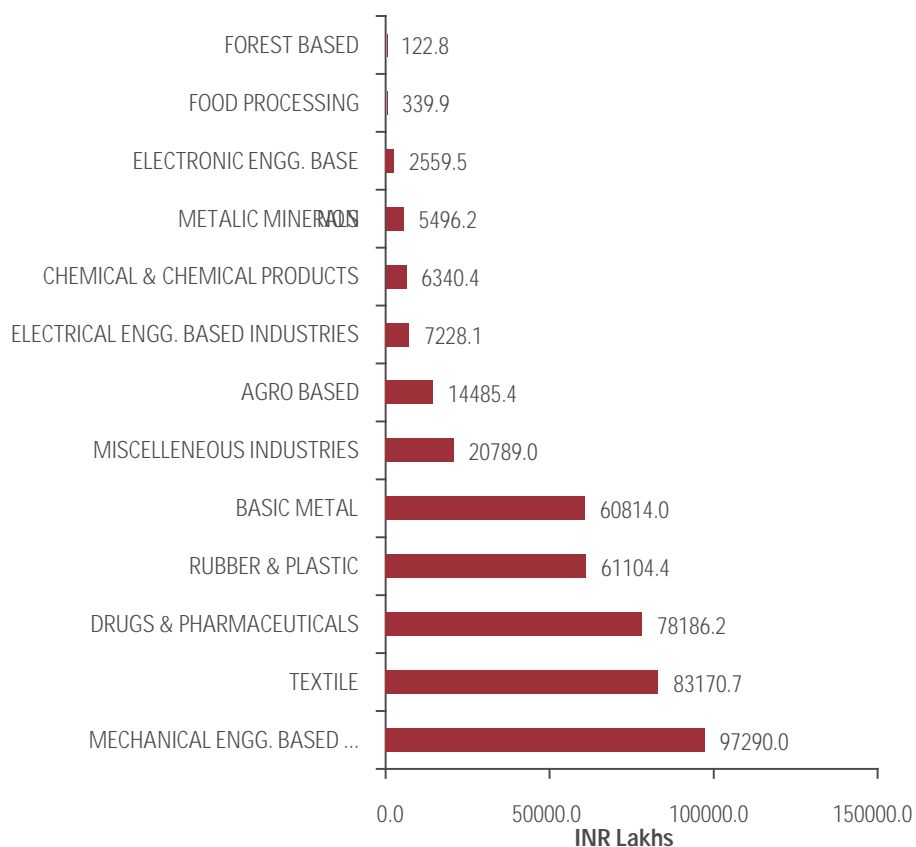
| Category | INR Lakhs |
|---|---|
| FOREST BASED | 122.8 |
| FOOD PROCESSING | 339.9 |
| ELECTRONIC ENGG. BASE | 2559.5 |
| METALIC MINERALS | 5496.2 |
| CHEMICAL & CHEMICAL PRODUCTS | 6340.4 |
| ELECTRICAL ENGG. BASED INDUSTRIES | 7228.1 |
| AGRO BASED | 14485.4 |
| MISCELLENEOUS INDUSTRIES | 20789.0 |
| BASIC METAL | 60814.0 |
| RUBBER & PLASTIC | 61104.4 |
| DRUGS & PHARMACEUTICALS | 78186.2 |
| TEXTILE | 83170.7 |
| MECHANICAL ENGG. BASED ... | 97290.0 |

INR Lakhs

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 185 Crores, generating incremental employment of 8,248[493]. Metal based and chemical industries alone constitute 64% of the total investment in SSI segment in 2010-11. Besides these, Engineering, Plastic and Pharmaceutical based industries constitute another important SSI segments in Dhar.[494]

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[493] Data received from District Industry Center, Dhar
[494] Discussions with GMDIC, Dhar

**Growth of SSIs in Dhar**
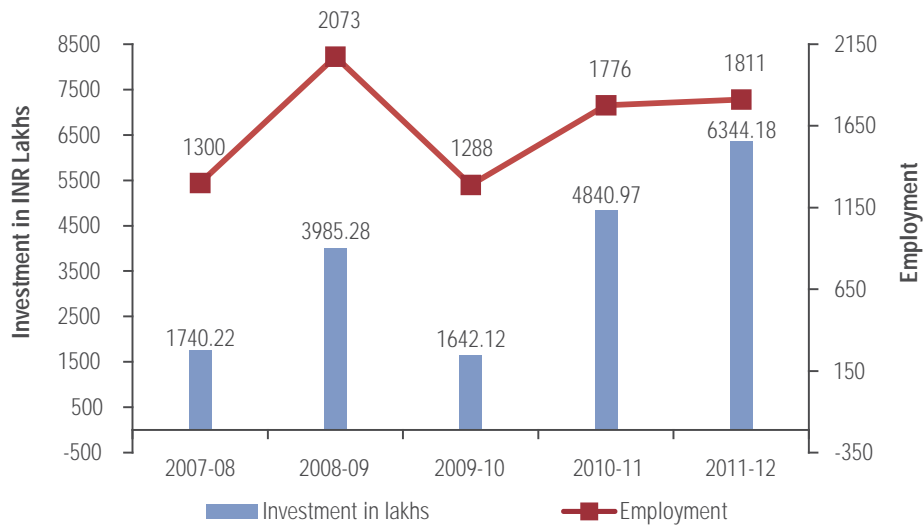


**15.11.2.3  Services Sector**

Services sector contributes about 32 percent to GDDP. The sector grew at 10.93 percent between 2004-05 and 2008-09. Hospitality segment constitutes 34.71% of total services product and has grown at 9.3[495] percent between 2004-05 and 2008-09. Communication sector saw a health growth rate of 17.7% between 2004-05 and 2008-09, indicating the living standard development of district. Storage is another fast growing services segment in Dhar.[496]

**Contribution of Services Sector to GDDP (2008-09)**
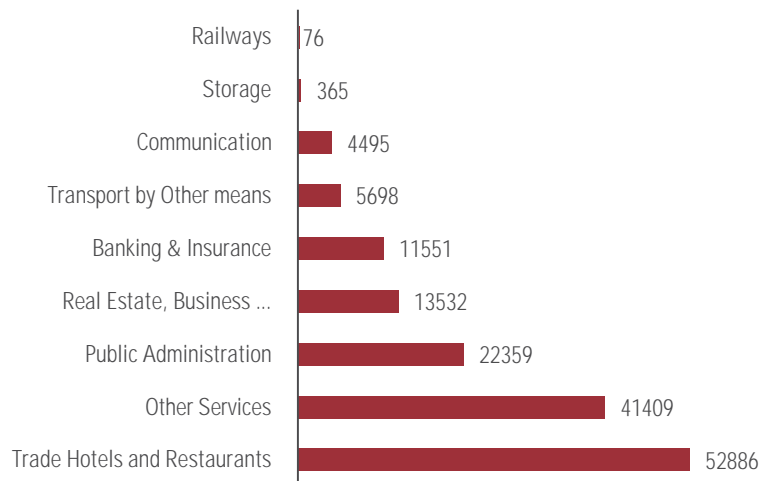


Overall healthcare reach at the district level is better than state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, in the district is 2.11 and 18.03 units per lakh population respectively in comparison with the state average of 1.6 and 11.9 units per lakh population[497] respectively.

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[495] Madhya Pradesh Annual Economic Survey, 2012
[496] Madhya Pradesh Annual Economic Survey, 2012
[497] http://www.mp.gov.in/health/

Given its proximity to Indore, Dhar offers appropriate logistical support for development of trade and services in the district. Devi Ahilyabai Holkar National Airport is a prominent airport, and is situated in Indore. The Airport offers good connectivity from major cities of India.[498]

Dhar does not have a railway station. Convenient railway stations are located at Ratlam and Indore which are connected to all major cities in India. National Highway 59 (NH 59) connecting Ahmedabad in Gujarat with Indore in Madhya Pradesh, passes through Dhar. National Highway 79 (NH 79) links Ajmer in Rajasthan and Dhar in Madhya Pradesh.[499]

### 15.11.3   Workforce Distribution in the district

### 15.11.3.1   Current Employment Scenario in Dhar

Worker participation rate in the district (46.52 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as agricultural workers accounts to 57.05%[500] of total working population indicating an average level of worker participation in primary sector. Worker participation is low amongst women at 40.48 percent in comparison to male WPR at 52.48 percent.[501]

Typical migration for livelihood in Dhar, is inbound. Skilled as well as unskilled labour from all parts of Madhya Pradesh, migrates to Pithampur for industrial and construction jobs. Outbound migration is typically of Dhar's students towards Indore for higher studies.[502] Dhar has 54 slum pockets and 23,819 slum population.[503]

### 15.11.3.2   Estimation of Supply of Manpower in Dhar

According to KPMG Estimates, Dhar district has a significant demographic dividend, with rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 10.5 lakh[504] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|----------------------------|------------------------------|---------------------|-------------------|-----------------------------------|
| Dhar | 2681781 | 1689522 | 1048315 | 977528 | 382738 |

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[498] http://dhar.nic.in
[499] http://dhar.nic.in
[500] District Statistical Handbook, Dhar, 2009
[501] District Statistical Handbook, Dhar, 2009
[502] Discussions with Collector, Dhar
[503] Madhya Pradesh Human Development Report, 2007
[504] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

### 15.11.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Dhar has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Dhar. According to the estimates, in the next 5 years, Dhar is expected to witness an incremental manpower requirement of 80,350.[505]

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 11,259 | 0 | 0 | 9,584 |
| Pharma & Medicinal | 27 | 354 | 157 | 23 | 307 | 136 |
| Rubber and plastics | 58 | 537 | 574 | 51 | 466 | 498 |
| Food Processing | 22 | 92 | 325 | 19 | 80 | 282 |
| Fabrication | 38 | 359 | 371 | 33 | 312 | 322 |
| Paper & Paper Products | 0 | 1 | 1 | 0 | 1 | 1 |
| Chemical & Chemical Products | 12 | 88 | 144 | 11 | 76 | 125 |
| Mineral Processing | 3 | 29 | 33 | 3 | 25 | 29 |
| Auto and Auto Components | 44 | 543 | 285 | 38 | 472 | 248 |
| Textiles | 140 | 625 | 2,041 | 122 | 543 | 1,772 |
| Manufacturing of Electrical Products | 4 | 46 | 27 | 3 | 39 | 23 |
| Construction | 620 | 1,563 | 10,224 | 552 | 1,392 | 9,103 |
| IT&ITES | 20 | 377 | 0 | 26 | 495 | 0 |
| Healthcare | 105 | 1,996 | 0 | 198 | 3,762 | 0 |
| Transportations and Logistics | 157 | 375 | 2,599 | 179 | 428 | 2,971 |

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[505] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Retail | 1,094 | 2,767 | 18,017 | 905 | 2,289 | 14,908 |
| Hospitality | 203 | 1,021 | 2,835 | 168 | 845 | 2,345 |
| Communication | 209 | 1,174 | 2,789 | 250 | 1,258 | 3,486 |
| Banking &Financial Services | 395 | 820 | 6,684 | 414 | 860 | 7,008 |
| Education and Training | 304 | 5,512 | 259 | 326 | 5,895 | 308 |

### 15.11.4 Human Resource Development Scenario in the District

### 15.11.4.1 Current State of Workforce Development

Dhar has a small presence of higher education institutes, with one polytechnic and one pharmacy institute. In the sample set of students who were interviewed, the diversity of districts was high with students' representation from several nearby districts such as Burhanpur, Khandwa, and Khargone etc.[506]

| Human Resource Development Institutions in Dhar | | |
|---|---|---|
| **Program** | **Number of institutions** | **Intake** |
| Polytechnic(Vocational)[507] | 1 | 120 |
| ITIs[508] | 5 | 425 |
| Pharmacy institutes[509] | 1 | 60 |
| **SGSY Performance (2011-12)[510]** | | |
| **Trade** | **No. of SHG members** | |
| Irrigation | 953 | |
| Livestock | 543 | |
| Village Industry | 224 | |
| Tertiary Sector | 342 | |

Apart from the established set up of education/training, Swarna Jayanthi Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA) is imparting training by forming numerous SHGs in several areas as mentioned

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[506] Discussions with ITI Students
[507] Directorate of Technical Education, Madhya Pradesh
[508] Directorate of Skill Development, Jabalpur
[509] Directorate of Technical Education, Madhya Pradesh
[510] Data collected from Zilla Panchayat, Dhar

below. RSETI is also involved in providing skill enhancement trainings in the district. Till April 2012, RSETI did 3 trainings in Dairy and trained 231 students in total.[511]

As on March 2012, District Employment Exchange had live registrations totaling 48,436 of which 84 percent belonged to the skilled youth category.[512]However, providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

| Company | Job Role | # of Candidates Selected |
| --- | --- | --- |
| Parasram Puriya International | Trainee | 68 |
| Manforce trucks Ltd, Pithampur | Trainee | 10 |
| Spaintex Industries, Pithampur | Trainee | 53 |
| Pratibha Syntex, Pithampur | Trainee | 21 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly technical in nature, primarily serving textile sector clients[513].

### 15.11.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 49,371 people in secondary and tertiary services and 71,431 people in total, can be trained incrementally during the five year period of 2012-17.

**Potential incremental training capacity, Dhar, 2012-17**

| | |
| --- | --- |
| Ministry of Road Transport and Highways | 374 |
| Heavy Industries | 561 |
| Ministry of Food Processing | 918 |
| Ministry of Women and Child Development | 1358 |
| Ministry of Health and Family Welfare | 1399 |
| Ministry of Higher Education | 1986 |
| Ministry of HUPA | 2101 |
| Ministry of Communication and IT | 2505 |
| Building and Other Construction ... | 5166 |
| Ministry of MSME | 6621 |
| Ministry of Textiles | 12355 |
| Ministry of Labor | 13242 |
| Ministry of Agriculture | 22059 |

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[511] Discussions with RSETI Director
[512] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[513] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

### 15.11.5  District Specific Recommendations

Dhar, being an industrial district, has higher employment opportunities in the secondary sectors. Requirement for skill training in the district is about 16,000 in formal segment and about 76,000 in the informal segment over the next five years.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and textiles. However, within the services sector,  employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

- An agrarian as well as  industry focused economy
- Retail, Banking and Education sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by multiple sectors in Pithampur region, being lead by textile, manufacturing and pharma segments.
- Average per capita income and prospective employment opportunities in organized sectors.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o  Food processing industry<br>  o  Textile industry<br>  o  Plastic industry<br>  o  Metal industry<br>  o  Pharmaceutical industry |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o  Informal segment of Banking Sector<br>  o  Informal segment of Retail Sector<br>  o  Informal sector of Education<br>  o  Informal sector of Healthcare<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o  Manufacturing Cluster – Due to presence of Pithampur SEZ<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o  Dairy farming<br>  o  Livestock Rearing – Piggery, Goatery, Poultry<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Banking, Education and Healthcare |
| **Private Skill Training Providers** | - Focus on placement driven training in the following segment predominantly using district as a sourcing hub |

| | |
|---|---|
| | o     Food Processing<br><br>o     Textile industry<br><br>o     Plastic industry<br><br>o     Metal industry<br><br>o     Pharmaceutical industry<br><br>·   Assessment of training provided by government departments in sectors of Retail, Banking, Education and Healthcare<br><br>·   Bridging basic skills of communication and numeracy |

## 15.12    Skill Gap Assessment of Harda District

### 15.12.1   Social Profile

#### 15.12.1.1   Demographics

Harda district has a predominantly agricultural economy. It is situated in the eastern part of Madhya Pradesh. Prior to 1998-99,district Harda was a part of Hoshangabad district. Harda is part of MP's wheat-based green belt.[514]

The district has a population of 5.7[515] lakhs as of 2011. Harda is a less densely populated district, with population density of 171 per sq km in contrast to average Madhya Pradesh density of 236 per sq km. Also, urbanization in Harda is less than stateaverage, with only 21% of population living in urban areas.[516]

As of 2011, gender ratio of the district stands at 932 females per 1,000 male population whereas child sex ratio (0-6 years) is marginally lower at 921 girls per 1,000 boys[517].

#### 15.12.1.2   Literacy

As of 2011, the literacy rate in the district (74.04 percent) is higher than the state average of 70.63 percent[518]. GER in the district is close to 100% at primary, as well as upper primary levels. There are 1,073 schools in the district, with private sector participation being around 23 percent[519], which is close to the state average, indicating average affordability in the district. Also given the agrarian nature of the district, even the average presence of private institutions conveysaa premium for education, and preference for private institutions in district.

| District | Madhya Pradesh | Harda |
|---|---|---|
| Population(2011) | 72,597,565 | 570,302 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 20.2% |
| Population Density Per Sq.km(2011) | 236 | 171 |
| Level of Urbanization(2011) | 27.6% | 20.9% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 932 |
| Proportion of ST Population(2001) | 20.3% | 26.6% |
| Literacy Rate(2011) | 70.6% | 74.0% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 18.8% |
| Number of Literates(2011) | 43,827,193 | 361,381 |

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[514] Harda at a glance, Central ground Water Board, MP
[515] Census, 2011
[516] Census, 2011
[517] Census, 2011
[518] Census, 2011
[519] DISE, 2010-11

| | | |
|---|---|---|
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 139,662 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |
| Contribution to State Economy(2008-09) | - | 0.93% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 29,338 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 57.5% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 11.1% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 31.4% |

### 15.12.2   District Economy

The district economy had registered a growth rate of 12.95[520] percent CAGR between 2003-04 and 2008-09, as against the state growth rate of 9.07% during the last five years. Primary sector is the key driver of the district economy, contributing to about 60 percent of the district income, while growing at a 14.12 percent CAGR over the past 5 years[521]. Though in absolute value terms, the secondary sector had grown at a faster rate (15.28 percent), given the contribution of secondary sector to be just around 11%, it is less significant to overall district's economic growth. The district per capita income is more than the state average.

**Harda Economic Growth**
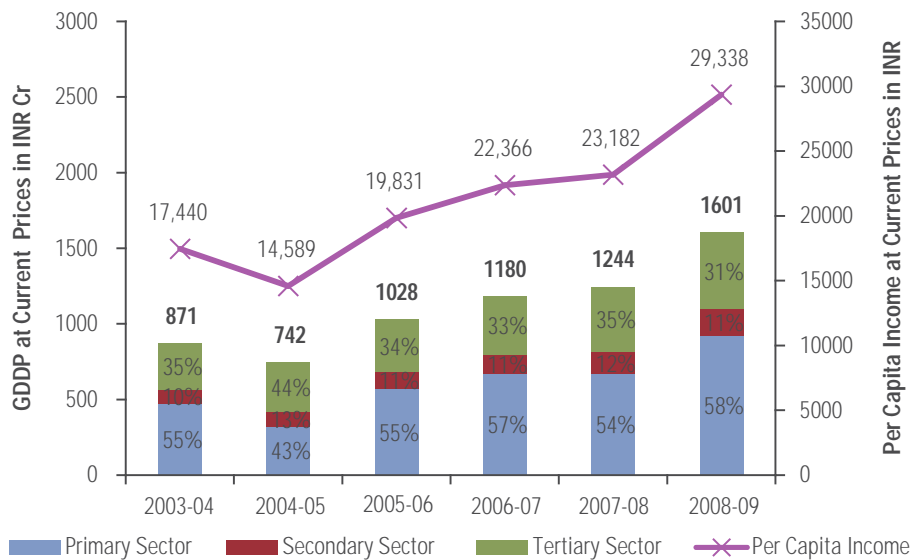
[520] Madhya Pradesh, Annual Economic Survey 2011-12
[521] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.12.2.1   Agriculture and allied sectors

Between 2005-06 and 2008-09, net sown increased from 1,79,800 to 1,83,300 hectares[522]. Forest area is 30% of total land in the district, whereas area under cultivation is 69% of total district land. Hence, forest and agricultural land together constitute 99% of total Harda. Also, 78% of cultivated land is dual cropped, which is much higher than the state average of 38%. The district is very rich in the field of agriculture, due to good sources of irrigation, and fertile alluvial and black cotton soil. Wheat and gram are the main crops grown during Rabi season. Cotton, Soyabean, Mustard, Til and Groundnut are the main oilseeds produced here. The farmers have started the production of Sunflowers[523]. Wheat is cultivated on 43.5% of agriculture land, Soyabean is cultivated on 61.3% of agriculture land and Gram is cultivated on 7.6% of total agriculture land.

The entire district falls in the Narmada Basin, and is drained by the Narmada River and its tributaries. . The river Narmada flows along the northern boundary of the district. The Ganjal river is the major tributary of the Narmada river, and flows from south to north along the eastern boundary of Harda district before merging into the Narmada river. 81% of total agricultural land is irrigated, which is very high in comparison to other districts.[524] Canals and dug wells are the most popular source of irrigation in Harda, with 6,164 dug wells spread over an area of 330 sq km and 3 canals which irrigate an area of 796 sq km.[525]

Between 2002-03 and 2006-07, the usage of tractors in the district grew at 1.44 percent CAGR indicating meager growth in the extent of mechanization. But in absolute terms,there are 2 tractors per sq km, indicating a high level of mechanization in district. Timarni block has the highest number of tractors in the district.

### 15.12.2.2   Industry

Harda is primarily an agrarian district with negligible presence of industries. Secondary sector in the district grew at 15 percent CAGR over the last five years, but still constitutes just 11% of Harda district's GDDP. Only major industries are in food processing, mainly grain and pulses processing, and the furniture industry.[526]In the large and medium scale industries segment, agro based industry is the largest, with INR 15 crore investment. Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 7.32 Crore, generating incremental employment of 2,151[527]. Food Processing and agro based alone constitutes 60% of the total investment in SSI segment in 2010-11. Besides these, plastic based and furniture segment constitutes another important SSI segments in Harda.[528] Some of the thrust sectors that are expected to develop in future, are Dairy Processing, irrigation equipments and horticulture parks.[529]

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[522] Madhya Pradesh Statistical Handbook 2010
[523] Harda at a glance, Central ground Water Board, MP
[524] Madhya Pradesh Statistical Handbook 2010
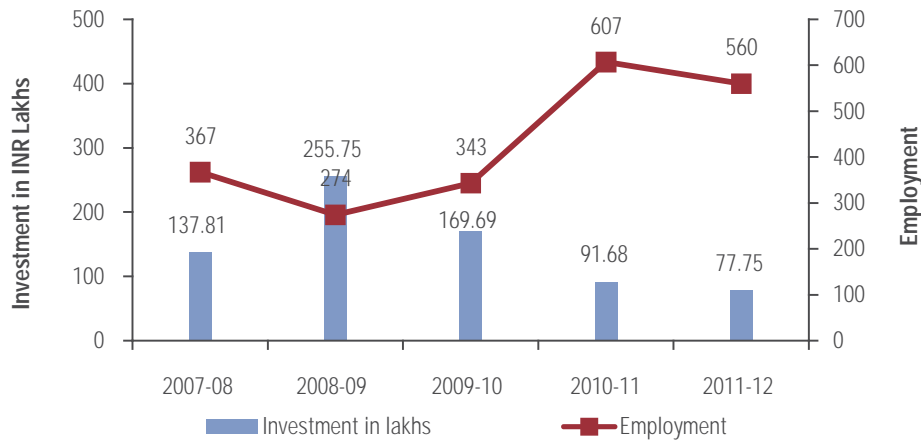[525] Harda at a glance, Central ground Water Board, MP
[526] Discussions with GMDIC, Harda
[527] Data received from District Industry Center, Harda
[528] Based on discussions with GMDIC, Harda
[529] Discussions with CEO, Zilla Panchayat, Harda

**Growth of SSIs in Harda**



Investment in lakhs values: 137.81 (2007-08), 255.75 (2008-09), 169.69 (2009-10), 91.68 (2010-11), 77.75 (2011-12)

Investment bar labels: 274 (2008-09)

Employment values: 367 (2007-08), 274 (2008-09), 343 (2009-10), 607 (2010-11), 560 (2011-12)

### 15.12.2.3 Services Sector

Services sector contributes about 30 percent to GDDP. The sector grew at 10.3 percent between 2004-05 and 2008-09.Hospitality segment constitutes 34.5% of total services product, and has grown at 9.1[530] percent between 2004-05 and 2008-09. Communication sector saw a healthy growth rate of 13.4% between 2004-05 and 2008-09, indicating the improvement of the standard of living in the district.

**Contribution of Services Sector to GDDP (2008-09)**
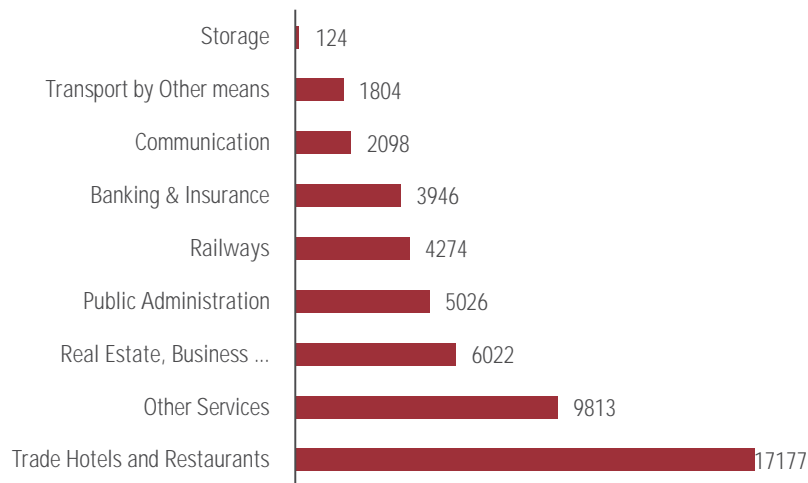


| Category | Value |
|---|---|
| Storage | 124 |
| Transport by Other means | 1804 |
| Communication | 2098 |
| Banking & Insurance | 3946 |
| Railways | 4274 |
| Public Administration | 5026 |
| Real Estate, Business ... | 6022 |
| Other Services | 9813 |
| Trade Hotels and Restaurants | 17177 |

Overall healthcare reach at the district level is just below the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population in the district, is 1.05 and 10.7 units per lakh population respectively - in comparison with the state average of 1.6 and 11.9 units per lakh population[531] respectively, indicating the opportunity for increased penetration of healthcare services in the district.

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[530] Madhya Pradesh Annual Economic Survey, 2012
[531] http://www.mp.gov.in/health/

Logistical support is adequate in the district as Harda lies on Delhi-Mumbai and Kolkata-Mumbai railway routes. State Highway No. 15, linking Bhopal to Khandwa and National Highway No.59 A, linking Indore to Betul, pass through the district. The villages in the district are approachable by fair weather motorable tract.[532]

### 15.12.3 Workforce Distribution in the district

#### 15.12.3.1 Current Employment Scenario in Harda

Work participation rate in the district (52.85 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as agricultural workers accounts to 69%[533] of total working population, indicating a high level of worker participation in primary sector. Worker participation is low amongst women, at 31.07 percent, in comparison to male WPR at 52.85 percent.[534]

Typical migration in Harda is of tribal people to the district, for agriculture labour– mostly from Betul, Khandwa and Sehore. Because agriculture is the dominant sector in Harda, migration is mostly seasonal. Most of the skilled workforce of the district migrate to Indore and Bhopal. There is no significant interstate migration. Harda has 49 slum pockets and 14,546 slum population.[535]

#### 15.12.3.2 Estimation of Supply of Manpower in Harda

According to KPMG Estimates, Harda district has a significant demographic dividend with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 2.64 lakh[536] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Harda | 656256 | 413441 | 263676 | 245872 | 72039 |

#### 15.12.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Harda has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Harda.

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[532] Harda at a glance, Central ground Water Board, MP
[533] District Statistical Handbook, Harda, 2007
[534] District Statistical Handbook, Harda, 2007
[535] Madhya Pradesh Human Development Report, 2007
[536] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

According to KPMG estimates, in the next 5 years, Harda is expected to witness a total incremental manpower requirement of 25,800[537]. Retail segment in tertiary sector will be the largest employment generator in the district, followed by construction and transportation.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | NA | NA | 2,716 | NA | NA | 2,312 |
| Rubber and plastics | 1 | 8 | 8 | 1 | 7 | 7 |
| Food Processing | 78 | 327 | 1,151 | 68 | 284 | 998 |
| Fabrication | 0 | 2 | 2 | 0 | 2 | 2 |
| Construction | 165 | 416 | 2,723 | 147 | 371 | 2,424 |
| IT&ITES | 5 | 87 | NA | 6 | 115 | NA |
| Healthcare | 24 | 460 | NA | 46 | 874 | NA |
| Transportations and Logistics | 157 | 375 | 2,603 | 179 | 429 | 2,976 |
| Retail | 355 | 899 | 5,852 | 294 | 744 | 4,842 |
| Hospitality | 66 | 332 | 921 | 55 | 274 | 762 |
| Communication | 97 | 548 | 1,302 | 117 | 587 | 1,627 |
| Banking and Financial Services | 135 | 280 | 2,283 | 141 | 294 | 2,394 |
| Education and Training | 72 | 1,314 | 62 | 75 | 1,352 | 71 |

### 15.12.4 Human Resource Development Scenario in the District

### 15.12.4.1 Current State of Workforce Development

Harda has limited presence of higher education institutions except one polytechnic institute. In the sample set of students who were interviewed, the diversity of districts was high, with students' representation from several nearby districts such as Burhanpur, Betul, Khandwa, Sehore etc.[538]

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[537] KPMG Estimates on Incremental Manpower Requirement
[538] Discussions with ITI Students

| Human Resource Development Institutions in Harda | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic(Vocational)[539] | 1 | 240 |
| ITIs[540] | 2 | 157 |

Apart from the established set up of education/training, Swarna Jayanthi Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA) is imparting training by forming numerous SHGs in several areas as mentioned below. RSETI is also involved in providing skill enhancement trainings in the district. In 2011, RSETI did 6 trainings in

| SGSYY Performance (2011-12)[541] | |
|---|---|
| Trade | No. of SHGs |
| Fish raring | 34 |
| House making | 60 |
| Cleanliness & writing | 58 |
| Computer training | 5 |
| RSETI  activities | 522 |

As on March 2012, District Employment Exchange had live registrations totaling 11,933 of which 85 percent belonged to the skilled youth category.[542]However providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Apollo tyres ltd | Trainee | 6 |
| Anant Spinning Mills | Trainee | 50 |
| Vardhman Yarns, Mandidweep | Trainee | 50 |
| Pratibha Syntex, Pithampur | Trainee | 176 |

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[539] Directorate of Technical Education, Madhya Pradesh
[540] Directorate of Skill Development, Jabalpur
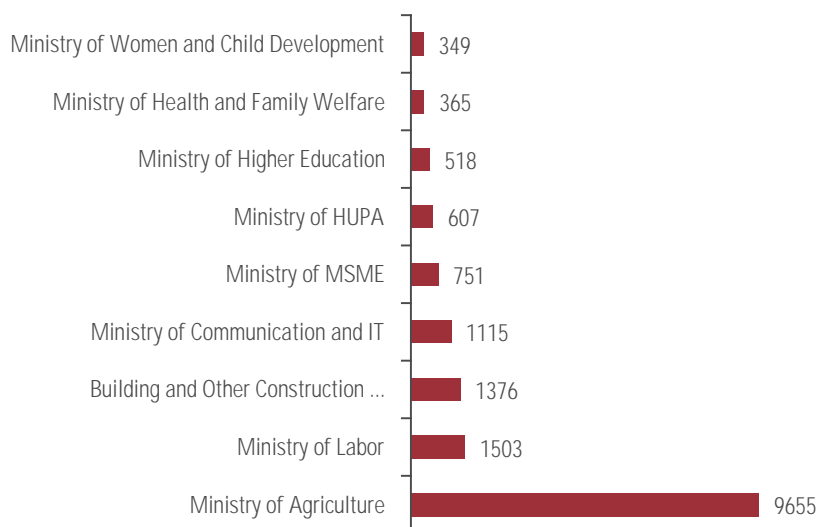[541] Data collected from Zilla Panchayat, Harda
[542] http://www.mprojgar.org/pdf/Skilled_labour.pdf

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly technical in nature, primarily serving textile sector clients[543].

### 15.12.4.2 Incremental Training Capacity in the District

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 7,024 people in secondary and tertiary services, and 16,678 people in total, can be trained incrementally during the five year period of 2012-17.

**Potential incremental training capacity, Harda (2012-17)**

| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 349 |
| Ministry of Health and Family Welfare | 365 |
| Ministry of Higher Education | 518 |
| Ministry of HUPA | 607 |
| Ministry of MSME | 751 |
| Ministry of Communication and IT | 1115 |
| Building and Other Construction ... | 1376 |
| Ministry of Labor | 1503 |
| Ministry of Agriculture | 9655 |

### 15.12.5 District Specific Recommendations

Harda, being an agrarian district, has more employment opportunities in the primary sectors. Formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 4,836 in formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

· An agrarian economy
· Construction, Transportation and Retail sectors to provide significant employment opportunities after Agri-Allied activities
· Employment in manufacturing driven by food processing and construction based material work
· Potential for the development of furniture industry
· Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
· District youth aspirations to migrate and work in cities for better livelihood opportunities

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[543] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o Food processing |
| Government | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o Construction Sector<br>  o Retail Sector<br>  o Transportation and Logistics<br>  o Healthcare<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o Wooden Furniture Cluster – Due to presence of immense forest wealth in Harda<br>  o Wooden Handicrafts Cluster - Due to presence of immense forest wealth in Harda<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o Dairy farming<br>  o Livestock Rearing – Piggery, Goatery, Poultry<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| Private Skill Training Providers | - Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o Food Processing<br>- Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>- Bridging basic skills of communication and numeracy |
| Industry | - Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>  o Construction<br>  o Food Processing<br>- Initiate and support modular employability skill training in collaboration with private players/Government<br>- To create placement linkage opportunities in training institutions |

| Stakeholder | Action Points for Stakeholders |
|---|---|

## 15.13    Skill Gap Assessment of Jhabua and Alirajpur District

### 15.13.1   Social Profile

#### 15.13.1.1   Demographics

Jhabua is predominantly a tribal district with 87% scheduled tribe population.[544] The main tribe is the Bhil tribe. Rural population constitutes 91% of the total population in Jhabua. According to the 2011 census Jhabua District has a population of 1,024,091. The district has a population density of 285 inhabitants per square kilometer. Its population growth rate over the decade 2001-2011 is 30.58 %. Jhabua has a sex ratio of 989 females for every 1,000 males, and a literacy rate of 44.45 %. Sex ratio in Jhabua is high in relation to the average for the state of MP. The district has a high proportion of SC/ST Population in comparison to state average.[545]

Alirajpur district was carved out from the erstwhile Jhabua district on May 17, 2008 by incorporating Alirajpur, Jobat and Bhavra tehsils of it. Alirajpur town is the administrative headquarters of this district. According to the 2011 census Alirajpur district has a population of 7,28,677. This gives it a ranking of 498th in India (out of a total of 640). Urban population is 7.8% of total population. The district has a population density of 229 inhabitants per square kilometer, which is lower than average MP. Its population growth rate over the decade 2001-2011 was 19.4%. Alirajpur is one of the few areas in India with a sex ratio above 1,000, with a sex ratio of 1,009 females for every 1,000 male. Such high sex ratio is a result of equal preference for the girl child in the traditional tribal culture of the region.[546]

| District | Madhya Pradesh | Alirajpur |
|---|---|---|
| Population(2011) | 72,597,565 | 728,677 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 19.4% |
| Population Density Per Sq.km(2011) | 236 | 229 |
| Level of Urbanization(2011) | 27.6% | 7.8% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 1,009 |
| Proportion of ST Population(2001) | 20.3% | 86.9% |
| Literacy Rate(2011) | 70.6% | 37.2% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 12.6% |
| Number of Literates(2011) | 43,827,193 | 217,624 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 172,404 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.23 |

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[544] Census, 2011
[545] Census, 2011
[546] Census, 2011

| District | Madhya Pradesh | Jhabua |
|---|---|---|
| Population(2011) | 72,597,565 | 1,024,091 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 30.6% |
| Population Density Per Sq.km(2011) | 236 | 285 |
| Level of Urbanization(2011) | 27.6% | 9.0% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 989 |
| Proportion of ST Population(2001) | 20.3% | 86.9% |
| Literacy Rate(2011) | 70.6% | 44.5% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 20.4% |
| Number of Literates(2011) | 43,827,193 | 362,791 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 244,359 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.20 |
|  | **Madhya Pradesh** | **Jhabua & Alirajpur** |
| Contribution to State Economy(2008-09) | - | 1.49% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 16,098 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 45.2% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 18.5% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 36.3% |

### 15.13.1.2  Literacy

As of 2011, the literacy rate in Jhabua is 44.5 percent. Being a tribal district, literacy rate for Jhabua is very low in comparison to MP (almost half). There are few high and higher secondary schools in district at 4.83% of total schools[547]. There are 2,610 schools in the district with private sector participation being around 9 percent[548], which is considerably lower than the state average. Jhabua ranks 47 in terms of literacy rate when compared with other districts. There is a decadal change of 1% in literacy. Jhabua being a tribal area, people are more inclined toward agriculture and performing

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[547] DISE, 2010-11
[548] DISE, 2010-11

their traditional activities - hence creating an environment of education and development is a major challenge in the district.

Alirajpur has the lowest literacy rate in India. According to provisional data of the 2011 census, only 37.22% of the population of the district is literate. There are 2,290 schools in the district with private sector participation being around 5 percent[549], which is much lower than the state average.

### 15.13.2  District Economy

The district economy of Jhabua had registered a growth rate of 11.10[550] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years. All three sectors that are Primary, Secondary and Tertiary contribute almost equally towards district economy. In terms of percentage trend, the contribution of the secondary sector has grown slightly, while the contribution of the tertiary sector has decreased with time.

**Jhabua Economic Growth**
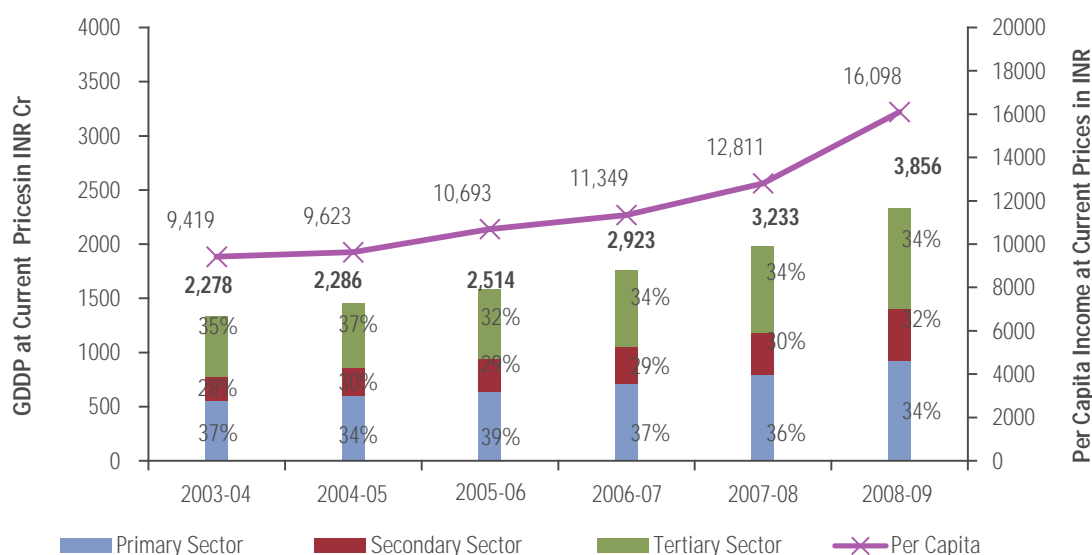


Alirajpur is an economically backward district with negligible presence of industries and services. Around 70% of the total population of Alirajpur is below the poverty line. [551] Data for GDDP is not reported separately, and is included in Jhabua's reported data.

### 15.13.2.1  Agriculture and allied sectors

Agriculture and allied activities, constitute an important part of Jhabua's Economy. Agricultural land is 4.45 % of total land in Jhabua.[552] Even the total forest cover in the district is much less at 2.51 percent in comparison to the state average of 30.71 percent[553]. Amongst food grain, Jhabua is predominantly a maize growing region, with 55.6 percent of the net sown area under maize.[554] Staple crop for tribal people of region is maize, and that is the main reason for high maize

[549] DISE, 2010-11
[550] Madhya Pradesh, Annual Economic Survey 2011-12
[551]http://alirajpur.nic.in/introduction.htm
[552] Statistical Handbook, Jhabua, 2009
[553] Madhya Pradesh Statistical Handbook 2010
[554] Statistical Handbook, Jhabua, 2009

production in the region. Focus on agri-allied activities also has been comparatively lesser, with pockets of segments involved in dairy farming and poultry related activities.[555]

Between 2004-05 and 2007-08, the number of tractors in the district grew at a healthy rate of 19.63 percent CAGR, indicating significant growth in the extent of mechanization. Increased mechanization will lead to a significant reduction in marginal labour involved in agricultural activities.[556]

Alirajpur's topography is predominantly hilly. Its economy depends primarily on agricultural crops, especially mangoes. The agricultural trading yard in Alirajpur is the biggest in all the state when it comes to mango trading. The Noor Jahan, a very rare variety of mango can only be found in the Alirajpur, specifically in the town of Katthiwara. Other important cultivation is of "Taadi" trees from which liquor is extracted by local people on a large scale. Sugar bites are also made from Taadi, which has great medicinal value. Maize and pulses are other prominent crops of the district.[557]

Jhabua and Alirajpur have Tussar plantations spread across whole districts over an area of 386.8 Hectares.[558]

### 15.13.2.2 Industry

Chemical and rock mining-based industries are found in Jhabua. The industrial area is present in small patches with Meghnagar being the main area for manganese based industries. Only 3 large industries exist in the Chemical sector in Jhabua. Other chemical industries largely comprise hydrocarbon-based chemicals. Certain Construction material industries, mainly in stone chips, are also present. Governance in Jhabua is proactivelytrying to change the low industrialization of the district. District industry office has also developed marketing material listing the thrust industry areas and proposed schemes for investment. Following are the thrust areas for development:

- Food processing based industries such as tomato ketchup, pulses mill, bakery etc.

- Forest produce based industries such as furniture, honey rearing etc.

- Textile based industries such as readymade garments, hosiery, printing etc.

- Chemical based industries such as soap making, detergent making, paints etc.

- Construction material industry such as stone crushing, rock phosphate etc.

- Other small livelihood areas such as jute products, stationary making, card board boxes etc.

Several promotional schemes are being run by government to promote industry development in above mentioned thrust areas such as

- There are plans for subsidised land allocation for priority sectors

- Loan availability at low interest rates

- There are special taxation schemes for investments in range of 1-10 crores

- 50 % expenditure of gaining international and ISO certification will be payed by Government

- Patent expenditure reimbursement etc.

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[555] Statistical Handbook, Jhabua, 2009
[556] Statistical Handbook, Jhabua, 2009
[557] Discussions with CEO, Zila Parishad, Alirajpur
[558] http://www.mpsericulture.nic.in/centers.htm

Given the niche focus of government on industrial development and existing synergies in terms of raw material and labour availability, food processing, chemical and construction material industriesare expected to grow in future.[559]

**Composition of LMI Investment in Jhabua (as of March, 2011)**
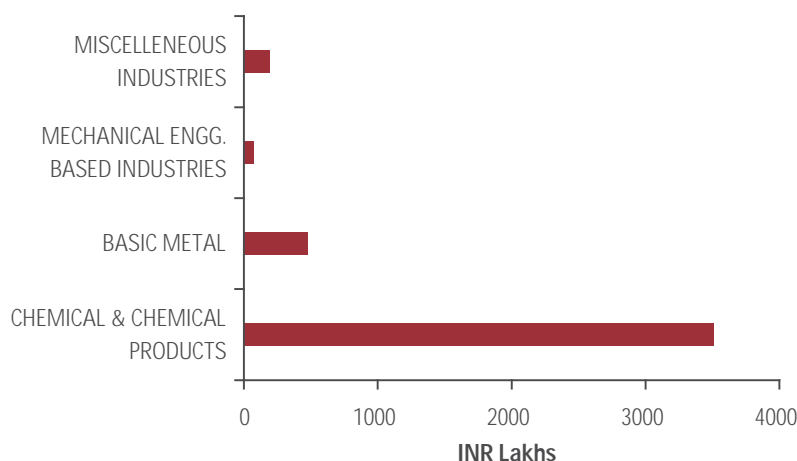


Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 21.76 Crore, generating incremental employment of 4,555[560]. Chemical (33.55%), Construction based material (22.49%) and Textile (12.47%) constitutes over 50% of the total investment in SSI segment in 2010-11. Besides these, metal, paper and beverages segment contribute to the remaining part of the SSI investment in the same year.[561]

**Growth of SSIs in Jhabua**
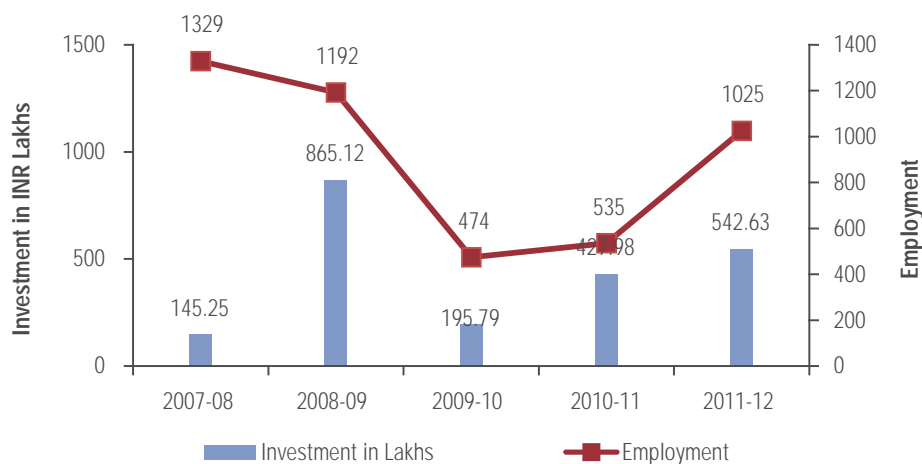


As is the case with Jhabua, Government is proactive in developing industries in Alirajpur and has been promoting several thrust areas through several schemes. Following are some of the key thrust areas:

- **Pulses, Oil, Maize and Flour mill:** There is good amount of agricultural produce available in Alirajpur to start up units in these areas.

[559] Discussions with DIC, Jhabua
[560] Data received from District Industry Center, Jhabua
[561] Based on discussions with GMDIC, Jhabua

- **Cotton Ginning:** Cotton is grown in some parts of the district
- **Brick, Tile making and Stone crushing:** Sand of Alirajpur is good for brick making. Also, there are huge belts of rocks which can be utilized for tile making and stone crushing. Also given the construction demand in nearby developing districts such as Indore, market will be readily available.
- **Bakery, Honey, Taad Gur and other processed food:** Given the agricultural constitution of district, these industries can be easily sustained in the area.
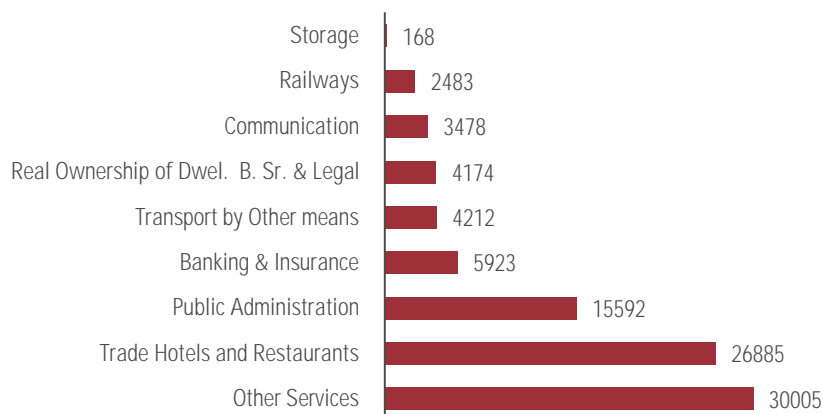
Certain Government schemes (same as being proposed in Jhabua) are working to develop industries in proposed thrust sectors.[562]

Between 2010-11 and 2011-12, Small Scale Industries in Alirajpur received investments worth INR 2.43 Crore generating incremental employment of 463[563]. Only major industry in Alirajpur is based on Dolomite which is mined and then talcum white powder is formed out of it.

### 15.13.2.3  Services Sector

Services sector has been the driver of the district economy with contribution of about 34 percent to te district GDDP. The sector grew at 13.72 percent between 2004-05 and 2008-09. Storage and communication services each grew at 13 % between 2003-04 and 2008-09. During this period, banking services also grew at a healthy rate of 10.7 % but transport services including railways grew at around 9%. [564]

**Contribution of Services Sector to GSDP (2008-09)**

| Category | Value |
|---|---|
| Storage | 168 |
| Railways | 2483 |
| Communication | 3478 |
| Real Ownership of Dwel.  B. Sr. & Legal | 4174 |
| Transport by Other means | 4212 |
| Banking & Insurance | 5923 |
| Public Administration | 15592 |
| Trade Hotels and Restaurants | 26885 |
| Other Services | 30005 |

Overall healthcare reach at the district level is better than the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population is 2 and 19 respectively. The state average is 13 units per lakh population[565] for PHCs and SHCs combined. However, given the economic backwardness of district, there is hardly any presence of good private health infrastructures.

Logistics and transportation sector in the district has been lagging in comparison to other sectors. Road is the only means of transportation in the district. The district has 2,877 Kms of all weather roads. About 1,457 kms of seasonal roads also serves the purpose of transporation in the district. National Highway No. 29 and State High way No 26, going through the

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[562] District Industry Profile, DIC, Alirajpur
[563] Data received from District Industry Center, Jhabua
[564] Madhya Pradesh Annual Economic Survey, 2012
[565] http://www.mp.gov.in/health/

district via Alirajpur which connects with important cities like Khandawa, Khargone, Barwani and Barod. The proximity of Jhabua to Madhya Pradesh and Rajasthan can be utilized for economic benefit of district, if proper road and transport infrastructure is developed. Mumbai - Delhi (WR) broad gauge line is also passing through the district. Meghnagar is the only main railway station in the district, which is about 16 Km away from the district HQ. Udaygiri is a small station in Petlwad Tehsil .[566]

In Alirajpur, overall healthcare reach at the district level is better than the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population is 2 and 21 respectively. Alirajpur has 24 Bank offices with total deposits of around Rs. 400 crores.

### 15.13.3 Workforce Distribution in the district

### 15.13.3.1 Current Employment Scenario in Jhabua & Alirajpur

Work participation rate in the Jhabua (52.51 percent) is relatively higher than the state average of 31.7 percent. In some of the Tehsils such as Bhabhra, worker participation is as high as 81 %.  Percentage of people employed as agricultural workers accounts to 62%[567] of total working population, indicating high level of economic dependence on primary activities.

Seasonal migration takes place for cutting of crops. Migration to sehore, Indore, Dewas and Bhopal takes place for cutting of soyabean, wheat etc. Some people migrate to other parts of Madhya Pradesh for working as construction labour. People from the Petlawad block usually migrate for agricultural activities. People from the Ranapur block usually migrate within Madhya Pradesh only. People from Meghnagar migrate to Rajasthan, Thanla and even to Delhi. Tribal people have their typical crops (maize, pulses etc) which they cultivate quite irrespective of the market. For livelihood, they believe in seasonally migrating and earning in other districts of Madhya Pradesh and neighbouring states. The outbound migration is mainly of tribal unskilled workers.

As the overall state of industrial development of the district is low, there is little inbound migration of skilled labour. Jhabua has 41 slum pockets and 13,363 slum population.[568]Typically in Alirajpur, there are 8- 10 persons per family, but average land holding is too low to sustain them on their own land. 60% of the people migrate to other districts of Madhya Pradesh, and 40% are engaged in the NERGA activities. Major MNREGA activities in the district are Kapil dhara., where the government gives away the dug wells back to labour.[569]

### 15.13.3.2 Estimation of Supply of Manpower in Jhabua & Alirajpur

According to KPMG Estimates, Jhabua and Alirajpur districts have a significant demographic dividend with rising working age population with sizeable population on the lower working age spectrum. By 2022, there will be 5.5 lakh people in Jhabua and 3.9 lakh people in Alirajpur[570]  participating in the labour market system of the districts. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

[566] District Industry profile, DIC, Jhabua
[567] District Statistical Handbook, Jhabua, 2009
[568] Madhya Pradesh Human Development Report, 2007
[569] Discussions with CEO, Zila Panchayat, Jhabua
[570] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Jhabua | 1416392 | 892327 | 553627 | 516243 | 280734 |
| Alirajpur | 815671 | 513873 | 393925 | 367326 | 77523 |

### 15.13.3.3 Incremental Manpower Requirement in Jhabua & Alirajpur

Incremental manpower requirement in the districts of Jhabua and Alirajpur have been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Jhabua and Alirajpur. According to the estimates, in the next 5 years, Jhabua and Alirajpur are expected to witness total incremental manpower requirement of 51,000[571]. Retail segment will be the largest employment generator in the tertiary sector, with the potential of generating 18 percent of total jobs. Construction sector is expected to contribute significantly to employment opportunities in next 5 years.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | NA | NA | 15,992 | NA | NA | 13,614 |
| Food Processing | 5 | 21 | 74 | 4 | 18 | 64 |
| Fabrication | 6 | 60 | 62 | 6 | 51 | 53 |
| Paper & Paper Products | 1 | 12 | 13 | 1 | 10 | 11 |
| Chemical & Chemical Products | 111 | 799 | 1,315 | 97 | 693 | 1,141 |
| Construction Material | 3 | 19 | 32 | 2 | 17 | 28 |
| Auto and Auto Components | 1 | 7 | 4 | 1 | 6 | 3 |
| Textiles | 5 | 20 | 67 | 4 | 18 | 59 |
| Manufacturing of Electrical Products | 0 | 1 | 1 | 0 | 1 | 1 |

---

[571] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Construction | 562 | 1,417 | 9,269 | 501 | 1,262 | 8,252 |
| IT&ITES | 9 | 162 | NA | 11 | 211 | NA |
| Healthcare | 60 | 1,142 | NA | 168 | 3,200 | NA |
| Transportations and Logistics | 174 | 416 | 2,887 | 199 | 476 | 3,301 |
| Retail | 556 | 1,407 | 9,159 | 460 | 1,164 | 7,578 |
| Hospitality | 103 | 519 | 1,441 | 85 | 429 | 1,192 |
| Communication | 161 | 908 | 2,158 | 193 | 973 | 2,697 |
| Banking & Financial Services | 203 | 421 | 3,427 | 212 | 441 | 3,594 |
| Education and Training | 257 | 4655 | 219 | 309 | 5581 | 291 |

### 15.13.4 Human Resource Development Scenario in the District

### 15.13.4.1 Current State of Workforce Development

In terms of education, Jhabua has very limited presence of higher education institutions. In the sample set of students who were interviewed, diversity of students was limited, with majority of the ITI students being from Jhabua, while some were from nearby districts such as Barwani, Alirajpur, Khandwa and Khargone. [572]

| Human Resource Development Institutions in Jhabua[573] | | |
|---|---|---|
| Program | Number of institutions | Intake |
| ITI/ITC | 3 | 359 |

Apart from the establishment of educational/training institutions, RSETI is another initiative that has been taken in the district for skill up gradation of people. Jhabua RSETI has building and funding allotted,but at present, the director is the only staff available. They have to recruit permanent trainers. There is a mandate by NIRD for all RSETI, that at least 70 people should be trained and should be provided loan to start their own business. Courses like Inverter repairing, motor repairing, two wheeler repairing and doll making are proposed by Jhabua RSETI. An awareness camp on a large scale is also being proposed.[574]

As on March 2012, District Employment Exchange had live registrations totaling 30,414 of which 79 percent belonged to the skilled youth category.[575]However, providing suitable employment opportunities to skilled youth has been a challenge

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[572] Discussions with ITI Students
[573] Directorate of Skill Development, Jabalpur
[574] Discussions with RSETI Director
[575] http://www.mprojgar.org/pdf/Skilled_labour.pdf

in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

| Company | Job Role | # of Candidates Selected |
|---------|----------|--------------------------|
| Ambuja Textiles Ltd | Worker | 73 |
| Ipos Health India Ltd | Surveyor | 45 |
| Pratibha Syntex, Pithampur | Worker | 58 |
| Vardhman Fabrics, Budhni | Worker | 36 |
| Pearl Industry Security Services, Ahmedabad | Security Guard | 41 |
| Spaintex Industries Ltd, Pthampur | Worker | 66 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly semi skilled in nature, serving industry clients[576].

Alirajpur has no higher education instutute but has one polytechnic institute. In the sample set of students who were interviewed, diversity of students was limited in comparison to ITIs of other districts, with majority of the ITI students being from Jhabua and Alirajpur, while some were from nearby districts such as Barwani, Khandwa and Khargone. [577]

| Human Resource Development Institutions in Alirajpur[578] | | |
|--------------------------------------------------------|--|--|
| Program | Number of institutions | Intake |
| ITI/ITC | 1 | 64 |
| Polytechnic Institute | 1 | 120 |

Through SGSY, bamboo products such as Supra and Tonni are being made. There are also certain traditional art and craft skills of tribal people which are being focused on, through SGSY and trainings through NGOs.[579]

### 15.13.4.2  Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 15,044 people in secondary and tertiary services and 27,066 people in total, can be trained incrementally during the five year period of 2012-17.
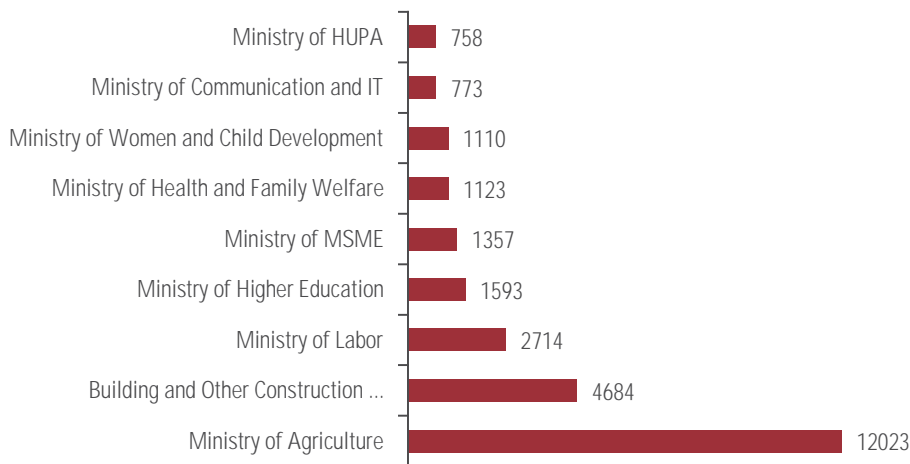
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[576] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf
[577] Discussions with ITI Students
[578] Directorate of Skill Development, Jabalpur
[579] Discussions with NGO and CEO, Zilla Parishad, Alirajpur

**Physical Target 2012-17**

| Ministry | Value |
|---|---|
| Ministry of HUPA | 758 |
| Ministry of Communication and IT | 773 |
| Ministry of Women and Child Development | 1110 |
| Ministry of Health and Family Welfare | 1123 |
| Ministry of MSME | 1357 |
| Ministry of Higher Education | 1593 |
| Ministry of Labor | 2714 |
| Building and Other Construction ... | 4684 |
| Ministry of Agriculture | 12023 |

## 15.13.5 District Specific Recommendations

Jhabua and Alirajpur, being balanced economies with equal contributions from all sectors, have proportionally equal employment opportunities in the three sectors. However, formal employment in the districts is limited due to shortage of organized players in the services sector, and large industrial units. Requirement for skill training in the districts is about 14,000 in the formal segment over the next five years, in comparison to 46,000 in informal segment. Significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of the retail industry and transportation, where there is limited penetration of training. Recommendations for skill development in the districts are made considering the following points related to skill ecosystem in the districts.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Chemical and Transportation sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing, construction and chemical based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o Food processing<br>   o Chemical<br>   o Construction |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o Informal segment of Construction Sector<br>   o Informal segment of Retail Sector |

| | |
|---|---|
| | <ul><li>o Informal sector of Transportation and Logistics</li><li>o Informal sector of Healthcare</li></ul><ul><li>Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<ul><li>o Construction material – Due to presence of immense rock wealth in Jhabua as well as in Alirajpur</li><li>o Chemical - Due to presence of inorganic mineral wealth in Jhabua</li></ul></li><li>Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<ul><li>o Dairy farming</li><li>o Livestock Rearing – Piggery, Goatery, Poultry</li></ul></li><li>Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare</li></ul> |
| **Private Skill Training Providers** | <ul><li>Focus on placement driven training in the following segment predominantly using district as a sourcing hub<ul><li>o Food Processing</li><li>o Chemical</li><li>o Construction</li></ul></li><li>Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics</li><li>Bridging basic skills of communication and numeracy</li></ul> |
| **Industry** | <ul><li>Provide training for skills in those sector where the requirement for absorption within industry is higher such as<ul><li>o Construction</li><li>o Food Processing</li><li>o Chemical</li></ul></li><li>Initiate and support modular employability skill training in collaboration with private players/Government</li><li>To create placement linkage opportunities in training institutions</li></ul> |

## 15.14    Skill Gap Assessment of Khandwa & Burhanpur District

### 15.14.1   Social Profile

#### 15.14.1.1   Demographics

Khandwa District lies in the Nimar region, which includes the lower valley of the Narmada River. The Narmada forms part of the northern boundary of the district, and the Satpura Range form the southern boundary of the district.[580]

Khandwa has a population of 13 lakhs[581] as of 2011. Khandwa is a less densely populated district, with population density of 178 per sq km in contrast to the average state density of 236 per sq km. Also, urbanization in Khandwa is less than the average in MP, with only 20% of the population living in urban areas.[582] As of 2011, gender ratio of the district stands at 944 females per 1,000 male population whereas child sex ratio (0-6 years) is marginally lower at 931 girls per 1,000 boys[583].

Burhanpur District was created on August 15, 2003, from the southern portion of Khandwa District. The Tapti River flows through the district from east to west. The district is divided from Khandwa District on the north by the Satpura Range, which is also the divide between the Narmada River valley and the valley of the Tapti.[584]

Burhanpur has a population of 7.57[585] lakhs as of 2011. Burhanpur has a population density of 221 per sq km, which is marginally less than the average across the state of MP. Urbanization in Burhanpur is better than the state average, with 34.4% of population living in urban areas.[586] As of 2011, gender ratio of the district stands at 951 females per 1,000 male population, whereas child sex ratio (0-6 years) is lower at 921 girls per 1,000 boys[587].

#### 15.14.1.2   Literacy

As of 2011, the literacy rate in Khandwa (67.53 percent) is lower than the state average of 70.63 percent[588]. GER in Khandwa is 160% at primary level and 78% at upper primary level. GER indicates high disparity amongst education penetration at primary and upper primary level. There are 1,919 schools in the district with private sector participation being around 17 percent[589] which is at par with state level average of private schools participation.

As of 2011, the literacy rate in Burhanpur (65.28 percent) is lower than the state average of 70.63 percent[590]. There are 854 schools in the district with private sector participation being around 16 percent which is marginally lower in comparison to state average of 17 percent private school participation.[591]

[580] http://khandwa.nic.in/
[581] Census, 2011
[582] Census, 2011
[583] Census, 2011
[584] http://burhanpur.nic.in/
[585] Census, 2011
[586] Census, 2011
[587] Census, 2011
[588] Census, 2011
[589] DISE, 2010-11
[590] Census, 2011
[591] DISE, 2010-11

| District | Madhya Pradesh | Khandwa |
| --- | --- | --- |
| Population(2011) | 72,597,565 | 1,309,443 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 21.4% |
| Population Density Per Sq.km(2011) | 236 | 178 |
| Level of Urbanization(2011) | 27.6% | 19.8% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 944 |
| Proportion of ST Population(2001) | 20.3% | 29.7% |
| Literacy Rate(2011) | 70.6% | 67.5% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 21.4% |
| Number of Literates(2011) | 43,827,193 | 747,032 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 260,981 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.16 |
| District | Madhya Pradesh | Burhanpur |
| Population(2011) | 72,597,565 | 756,993 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 19.2% |
| Population Density Per Sq.km(2011) | 236 | 221 |
| Level of Urbanization(2011) | 27.6% | 34.4% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 951 |
| Proportion of ST Population(2001) | 20.3% | 29.7% |
| Literacy Rate(2011) | 70.6% | 65.3% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 16.0% |
| Number of Literates(2011) | 43,827,193 | 415,717 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 132,355 |

| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.15 |
|---|---|---|
| | **Madhya Pradesh** | **Khandwa & Burhanpur** |
| Contribution to State Economy(2008-09) | - | 2.18% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 19,640 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 30.5% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 24.1% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 45.4% |

### 15.14.2 District Economy

The district economy had registered a growth rate of 9.13[592] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years. Tertiary sector is the key driver of the district economy, contributing to about 45 percent of the district income while growing at a 10.09 percent CAGR over the past 5 years[593]. Though in absolute value terms, the secondary sector has grown at a faster rate (13.05 percent), it is of lower significance to the overall economic growth of the district. The district per capita income is less than the state average.

**Khandwa & Burhanpur Economic Growth**
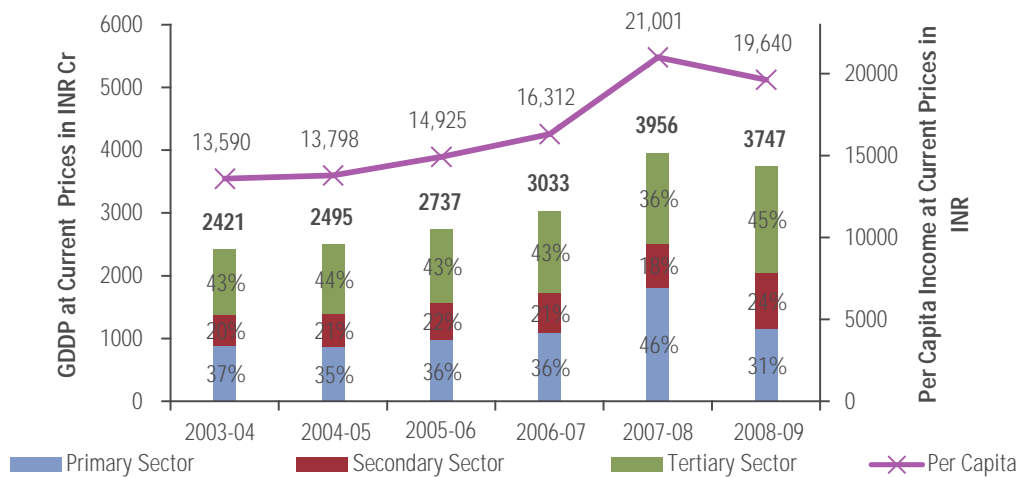
[592] Madhya Pradesh, Annual Economic Survey 2011-12
[593] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.14.2.1 Agriculture and allied sectors

The area of the district is 8,307 sq. km, and it has been divided into three tehsils and seven blocks.Entire Khandwa district falls under the Narmada basin, and its tributaries form the main source of surface water in the area.[594] Forest area is 40% of total land in the district whereas area under cultivation is 39% of total district land. Hence, forest and agriculture land together constitutes 79% of total Khandwa. Also, 28% of cultivated land is dual cropped, which is lower than the state average of 38%.[595] Soyabean is cultivated on 51.2% of agriculture land, Cotton is cultivated on 26% of agriculture land and Wheat is cultivated on 19% of total agriculture land.[596]

Irrigation Facilities in the Khandwa district are under development. Only 37.41% of net sown area is irrigated and rest of the area is rain fed. Out of a total of 1,138.98 sq km of irrigated land, 934.66 sq km are irrigated from ground water sources - which is about 82.06% of total irrigation in the district. There are 4,036 tube wells & 47,224 dug wells in the district.[597]

The soil of Khandwa district majorly comprises medium black soils, which are low fertility soils. There are also certain alluvial deposits which constitute gravel, sand, silt or clay sized unconsolidated alluvium.[598]

There are 4,25,000 cattle, 1,36,000 low yielding buffaloes and 1,95,000 goats in Khandwa.[599] Government is also planning to form big clusters of SHGs in dairy. Milk collection centers will be opened in the district. Milk Federation is also supporting the plan.[600]

Forest area covers 59% of total land in the district, whereas area under cultivation is 30% of total district land. Hence, forest and agricultural land together constitute 89% of the total area of Burhanpur. Also, 14% of cultivated land is dual-cropped, which is lower in comparison to the state average of 38%. Cotton is cultivated on 44% of the agricultural land, Soyabean is cultivated on 14% of the agricultural land and Sorghum is cultivated on 12% of the agricultural land. Banana is the major horticulture crop with a coverage of 18% of total agricultural land.[601]

Out of the total agricultural land, 42% is irrigated, which is at par with the average of the state of MP. Open wells and Bore wells are the most popular source of irrigation in Burhanpur with 14,761 open wells and 3,386 bore wells which irrigate total area of 41,000 hectares.[602]Shallow soils constitute 46.17% of total soil in Burhanpur. Deep soils and Medium deep soils respectively constitute 35.48% and 18.34%.[603]

### 15.14.2.2 Industry

Secondary sector in the district grew at 13.05 percent CAGR over the last five years, and it constitutes 24% in terms of contribution to Khandwa's GDDP. The only major industries are in Textiles and Food processing. Textile industries majorly comprise readymade garments and rope industries. Food processing industries are mainly in grain and pulses processing and spices.[604]

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[594] Khandwa district ground water information booklet, Central Ground Water Board, Govt. of India, 2009
[595] District agriculture profile, National Initiative on Climate Resilient Agriculture (NICRA), 2010
[596] District agriculture profile, National Initiative on Climate Resilient Agriculture (NICRA), 2010
[597] Khandwa district ground water information booklet, Central Ground Water Board, Govt. of India, 2009
[598] Khandwa district ground water information booklet, Central Ground Water Board, Govt. of India, 2009
[599] District agriculture profile, National Initiative on Climate Resilient Agriculture (NICRA), 2010
[600] Discussions with CEO, Zilla Panchayat, Khandwa
[601] District agriculture profile, National Initiative on Climate Resilient Agriculture (NICRA), 2010
[602] District agriculture profile, National Initiative on Climate Resilient Agriculture (NICRA), 2010
[603] District agriculture profile, National Initiative on Climate Resilient Agriculture (NICRA), 2010
[604] Discussions with GMDIC, Khandwa

An industrial area is in development in Bhavsinghpur, which is around 6 km from Khandwa town. In future, multiple sectors are expected to develop in Khandwa. Four major Thermal Power plants are to be set up in 2 years. Fly ash based industries have started showing interest in Khandwa due to the expected future availability of fly ash from power plants.[605]

Khandwa, being a logistical junction, provides appropriate logistical support to industries. Other support Infrastructure such as water, electricity etc are also available in Khandwa.Asof March 2011, Khandwa had received an LMI investment of INR 43 crores in textiles and INR 5.2 crores in agro based industries.

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 35 Crores, generating incremental employment of 5,403[606]. In Khandwa and Burhanpur, Textile and Metal industries together constitute 68% of the total investment in SSI segment in 2010-11. Besides these, plastic based and food processing industries constitute another important SSI segments in Khandwa and Burhanpur.[607]

**Growth of SSIs in Khandwa**
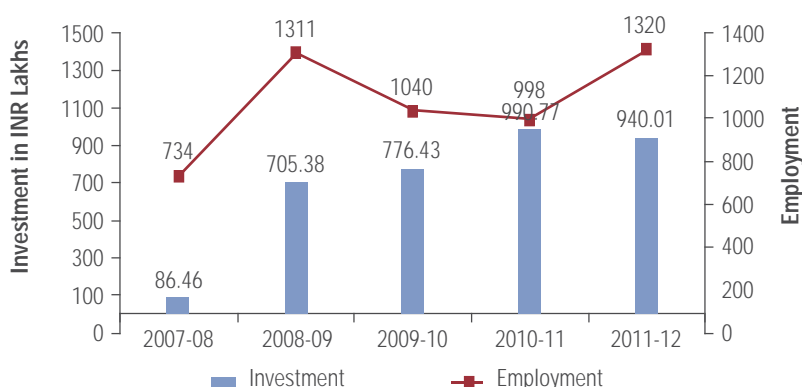


Only major industries are in Textiles and Forest based industries. Textile industries majorly comprise loom and processing. Forest based industries are mainly paper based, such as news paper, paper cups etc.[608]

**Composition of LMI Investment in Burhanpur** (as of March 2011)
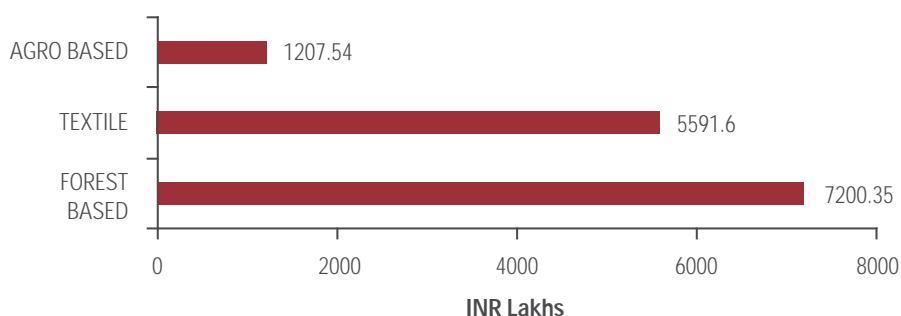


Between 2009-10 and 2011-12, Small Scale Industries category received investments worth INR 10 Crores, generating incremental employment of 992.[609]

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[605] Discussions with GMDIC, Khandwa
[606] Data received from District Industry Center, Khandwa
[607] Based on discussions with GMDIC, Khandwa
[608] Discussions with GMDIC, Burhanpur

**Growth of SSIs in Burhanpur**
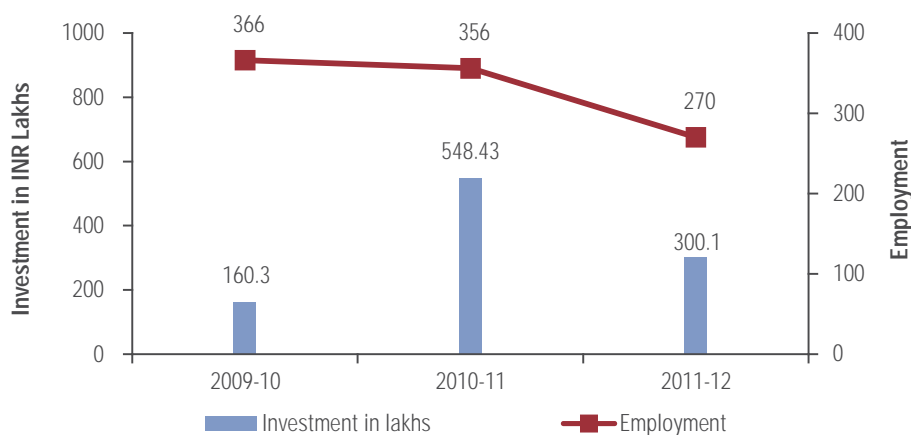


### 15.14.2.3  Services Sector

Services sector contributes about 45 percent to Khandwa's GDDP. The sector grew at 10.09 percent between 2004 and 2009. Hospitality segment constitutes 37.32% of total services product, and has grown at 9.1[610] percent between 2004-05 and 2008-09. Communication sector saw a health growth rate of 15% between 2004-05 and 2008-09, indicating the living standard development of district.

**Contribution of Services Sector to GDDP (2008-09)**
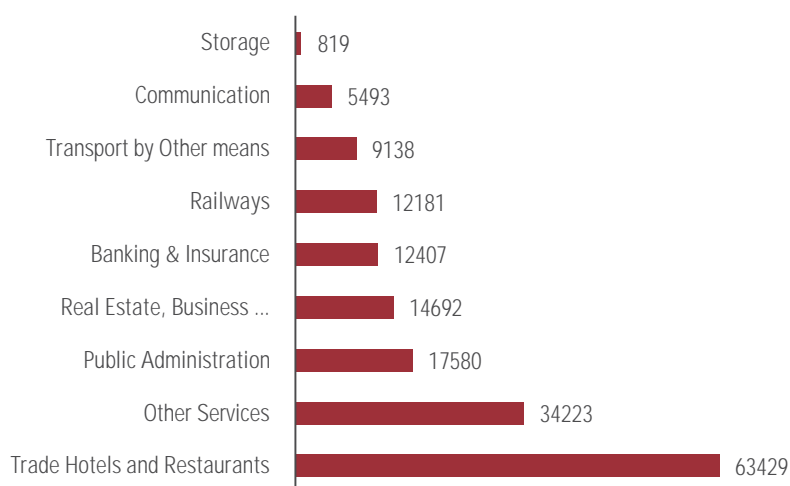


Overall healthcare reach in Khandwa is better than the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, in the district is 2.29 and 13.21 units per lakh population respectively, in comparison with the state average of 1.6 and 11.9 units per lakh population[611] respectively.

Overall healthcare reach in Burhanpur is at par with the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population in the district, is 1.72 and 12.81 units per lakh population respectively in comparison with the state average of 1.6 and 11.9 units per lakh population[612] respectively.

Khandwa provides appropriate logistical support for development of various trades and services in the district. Khandwa is located on the Main Train Junction, with daily connections to Bombay, Pune, Delhi, Goa, Cochin, Kolkata, Indore, Bhopal, Patna, Allahabad, Lucknow, Jammu, Hyderabad and Bangalore. Khandwa also has an airstrip which provides the possibility of developing an airport in future, if adequate development happens in the district.[613]

### 15.14.3 Workforce Distribution in the district

### 15.14.3.1 Current Employment Scenario in Khandwa & Burhanpur

Work participation rate in Khandwa (53.11 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as agricultural workers accounts to 67%[614] of total working population, indicating high level of worker participation in primary sector. Worker participation in Khandwa amongst women at 48.46 percent,is on par with male WPR at 46.89 percent.[615]

Typical migration in Khandwa is inbound from other states. Labour from Bihar come to Khandwa and its villages for work such as digging, construction etc. There is no significant inter village migration in the district. Some labour migrates to Pithampur for work. Mainly, BPL families go out for work, and that too as seasonal labour.[616]

As there are many industries in Burhanpur, there is no significant outbound migration from Burhanpur. Only seasonal migration takes place to Maharashtra for agriculture purpose. People from Maharashtra, UP and Rajasthan come to Burhanpur to work on power looms.

### 15.14.3.2 Estimation of Supply of Manpower in Khandwa

According to KPMG Estimates, Khandwa district has a significant opportunity in terms of increasing demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 5.9 lakh people in Khandwa and 3.4 lakh people in Burhanpur[617] participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Khandwa | 1596000 | 1005480 | 591930 | 551960 | 222153 |
| Burhanpur | 896932 | 565067 | 342197 | 319091 | 112065 |

[612] http://www.mp.gov.in/health/
[613] http://khandwa.nic.in/
[614] District Statistical Handbook, Khandwa, 2010
[615] District Statistical Handbook, Khandwa, 2010
[616] Discussions with Sarpanch, Khandwa
[617] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

### 15.14.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Khandwa has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in Khandwa. According to the estimates, in the next 5 years, both the districts together are expected to witness an incremental manpower requirement of 90,000[618]. Communication segment in tertiary sector will be the largest employment generator in the district at, followed by Retail and Construction.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Specialized Skills | Medium Skills | Basic Skills | Specialized Skills | Medium Skills | Basic Skills |
| Agriculture & Allied | 0 | 0 | 8,819 | 0 | 0 | 7,507 |
| Rubber and plastics products | 15 | 134 | 143 | 13 | 117 | 125 |
| Food Processing | 62 | 261 | 916 | 54 | 226 | 795 |
| Fabrication | 23 | 211 | 218 | 20 | 183 | 189 |
| Textiles | 417 | 1,855 | 6,060 | 362 | 1,611 | 5,261 |
| Construction | 755 | 1,902 | 12,442 | 672 | 1,694 | 11,077 |
| IT&ITES | 17 | 325 | 0 | 22 | 427 | 0 |
| Healthcare | 68 | 1,293 | 0 | 117 | 2,226 | 0 |
| Transportations and Logistics | 565 | 1,351 | 9,375 | 645 | 1,545 | 10,718 |
| Retail | 1,312 | 3,319 | 21,609 | 1,086 | 2,746 | 17,880 |
| Hospitality | 243 | 1,225 | 3,400 | 201 | 1,013 | 2813 |
| Communication | 1,914 | 10,768 | 25,592 | 2,291 | 11,542 | 31,988 |
| Banking & Financial Services | 424 | 881 | 7,179 | 445 | 924 | 7,528 |
| Education and Training | 181 | 3,286 | 154 | 188 | 3,387 | 177 |

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[618] KPMG Estimates on Incremental Manpower Requirement

### 15.14.4 Human Resource Development Scenario in the District

### 15.14.4.1 Current State of Workforce Development

Khandwa has limited higher education opportunities in the district. In the sample set of students who were interviewed, the diversity of districts was high with students' representation from several nearby districts such as Burhanpur, Khargone, Khandwa, Sehore etc.[619]

| Human Resource Development Institutions in Khandwa | | |
| --- | --- | --- |
| Program | Number of institutions | Intake |
| Polytechnic(Vocational)[620] | 1 | 360 |
| ITIs[621] | 5 | 728 |

Burhanpur has one engineering and polytechnic institute. In the sample set of students who were interviewed, the diversity of districts was high with students' representation from several nearby districts such as Burhanpur, Khargone, Khandwa, Harda etc.[622]

| Human Resource Development Institutions in Burhanpur | | |
| --- | --- | --- |
| Program | Number of institutions | Intake |
| Polytechnic(Vocational)[623] | 1 | 180 |
| ITIs[624] | 2 | 115 |
| Engineering College[625] | 1 | 300 |

In Khandwa, apart from the established set up of education/training, Swarna Jayanthi Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA) is imparting training by forming numerous SHGs in several areas as mentioned below.A cooperative model can be launched under SGSY for better results.Khandwa district administration is also planning to form big clusters of SHGs in dairy.[626]

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[619] Discussions with ITI Students
[620] Directorate of Technical Education, Madhya Pradesh
[621] Directorate of Skill Development, Jabalpur
[622] Discussions with ITI Students
[623] Directorate of Technical Education, Madhya Pradesh
[624] Directorate of Skill Development, Jabalpur
[625] Directorate of Technical Education, Madhya Pradesh
[626] Discussions with CEO, Zilla Panchayat, Khandwa

| SGSYY Performance, Khandwa (2011-12)[627] | |
|---|---|
| **Trade** | **No. of SHGs** |
| Irrigation | 50 |
| Livestock | 13 |
| Village Industry | 4 |
| Handicraft | 1 |
| Tertiary Sector | 2 |

In Burhanpur, apart from the established set up of education/training, Swarna Jayanthi Swarozgar Yojna (SGSY) scheme under District Rural Development Authority (DRDA) is imparting training by forming numerous SHGs in several areas as mentioned below.

| SGSYY Performance, Khandwa (2011-12)[628] | |
|---|---|
| **Trade** | **No. of Swarozgaris** |
| Irrigation | 147 |
| Livestock | 496 |
| RSETI  activities | 226 |

In Khandwa, as on March 2012, District Employment Exchange had live registrations totaling 23,143 of which 87 percent belonged to the skilled youth category.[629]However providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Pearl Industry Security Ltd | Security Guard | 59 |
| Security skill council India | Security Guard | 32 |
| Pearl India, Amedabad | Security Guard | 67 |
| Pratibha Syntex, Pithampur | Trainee | 32 |
| Ipos Health India | Surveyor | 177 |

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[627] Data collected from Zilla Panchayat, Khandwa
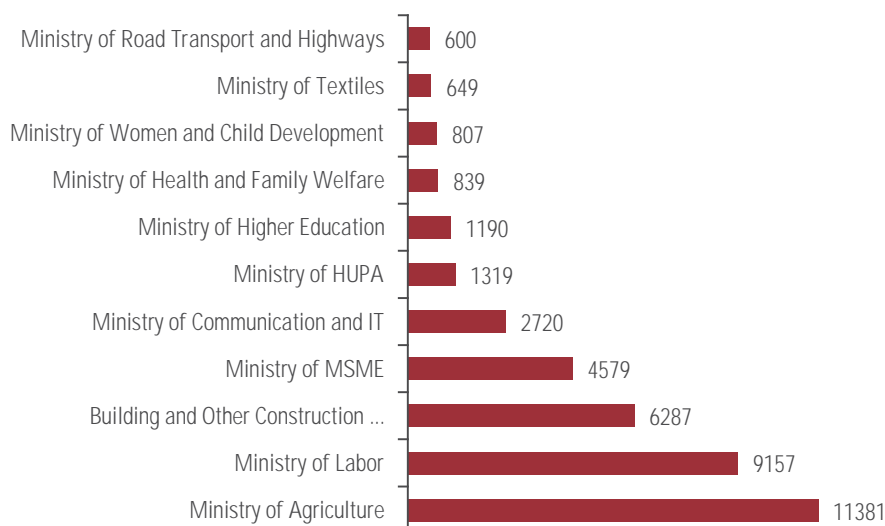[628] Data collected from Zilla Panchayat, Khandwa
[629] http://www.mprojgar.org/pdf/Skilled_labour.pdf

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non technical in nature, primarily serving security industry clients[630].

### 15.14.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 27,607 people in secondary and tertiary services and 38,988 people in total can be trained incrementally during the five year period of 2012-17.

**Physical Target 2012-17**

| Ministry | Value |
|---|---|
| Ministry of Road Transport and Highways | 600 |
| Ministry of Textiles | 649 |
| Ministry of Women and Child Development | 807 |
| Ministry of Health and Family Welfare | 839 |
| Ministry of Higher Education | 1190 |
| Ministry of HUPA | 1319 |
| Ministry of Communication and IT | 2720 |
| Ministry of MSME | 4579 |
| Building and Other Construction ... | 6287 |
| Ministry of Labor | 9157 |
| Ministry of Agriculture | 11381 |

### 15.14.5 District Specific Recommendations

Khandwa and Burhanpur are tertiary and secondary sector focused districts. Formal employment in the district happens through organized players in the services sector, and large industrial units. Requirement for skill training in the district, is about 29,394 in the formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of the retail industry and formal as well as informal segment of Communication industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- A Tertiary and Secondary Sector focused economy
- Communication, Construction and Retail sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and Textile industry
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

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[630] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o Food processing<br>   o Textile |
| **Government** | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o Construction Sector<br>   o Retail Sector<br>   o Transportation and Logistics<br>   o Healthcare<br>   o Communication<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o Food processing<br>   o Textile<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o Dairy farming<br>· Align Livelihood training programs to industrial requirements of sectors: Communication, Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o Food Processing<br>   o Textile<br>· Assessment of training provided by government departments in sectors of Communication, Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o Textile<br>   o Food Processing<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.15    Skill Gap Assessment of Khargone District

### 15.15.1   Social Profile

#### 15.15.1.1   Demographics

Khargone district was formerly known as West Nimar district. On May 25, 1998, West Nimar district was bifurcated into two districts: Khargone and Barwani. The district lies in Nimar region, and is part of Indore Division. Area of the district is 6,478 km².[631] Khargone district is surrounded by Maharashtra State, Khandwa, Barwani, Dewas and Indore Districts. River Narmada flows through Khargone district. In 2006, the Ministry of Panchayati Raj classified Khargone as one of the country's 250 most backward districts.[632]

 The district has a population of 18.72[633] lakhs as of 2011. Khargone has a population density of 233 per sq km which is at par with the average state population density of 236 per sq km. Also, urbanization in Khargone is less than the average across the state, with only 16% of the population living in urban areas.[634]

As of 2011, gender ratio of the district stands at 963 females per 1,000 male population whereas child sex ratio (0-6 years) is lower at 931 girls per 1,000 boys[635].

#### 15.15.1.2   Literacy

As of 2011, the literacy rate in the district (63.98 percent) is lower than that of the state average of 70.63 percent[636]. GER in the district is more than 100% at primary as well as upper primary level. There are 4,000 schools in the district with private sector participation being around 12 percent[637], which is much less than state average of 17% private sector participation.

| District | Madhya Pradesh | Khargone |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,872,413 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 22.8% |
| **Population Density Per Sq.km(2011)** | 236 | 233 |
| **Level of Urbanization(2011)** | 27.6% | 16.0% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 963 |
| **Proportion of ST Population(2001)** | 20.3% | 35.5% |
| **Literacy Rate(2011)** | 70.6% | 64.0% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 20.3% |

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[631] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[632] http://khargone.nic.in
[633] Census, 2011
[634] Census, 2011
[635] Census, 2011
[636] Census, 2011
[637] DISE, 2010-11

| | | |
|---|---|---|
| Number of Literates(2011) | 43,827,193 | 1,009,868 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 377,840 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.17 |
| Contribution to State Economy(2008-09) | - | 1.98% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 18,904 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 37.4% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 22.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 39.8% |

### 15.15.2  District Economy

The district economy had registered a growth rate of 11.55[638] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years. Tertiary and Primary sectors are the key drivers of the district economy, contributing 40 and 37 percent respectively to the district income, while growing at 11.01 and 10.51 percent CAGR respectively, over the past 5 years[639]. Though in absolute value terms, secondary sector had grown at a faster rate (14.45 percent), but given that the contribution of the secondary sector is around 23%, it is less significant to the overall district's economic growth. The district per capita income is INR 18,904 which is less than the state average of INR 24,709.

**Khargone Economic Growth**



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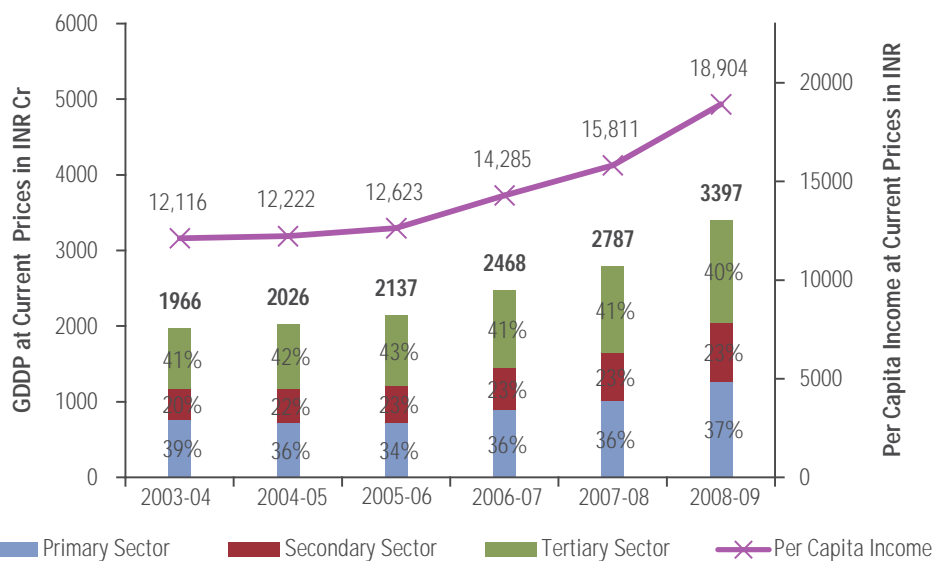
[638] Madhya Pradesh, Annual Economic Survey 2011-12
[639] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.15.2.1  Agriculture and allied sectors

Total geographical area of Khargone district is 6478 km².[640] Forest area is 26% of total land in the district, whereas area under cultivation is 63% of total district land. Hence, forest and agricultural land together constitutes 89% of the total land of Khargone. Also, 13% of cultivated land is dual cropped, which is much lower in comparison to state average of 38%. Shallow soil constitutes 53.2 percent of total soil available in Khargone.[641]

Irrigated land constitutes 36.6 % of Khargone's total agricultural land, where as the rest of the agricultural land is rain fed. Open wells are the most popular source of irrigation in Khargone with 62,611 dug wells, which irrigate an area of 93,662 hectares.[642] Several Canals are at the development stage in the district so irrigation will increase by 2-3 times in next 2-3 years. Command and Development programs are also running to train people in canal operations and maintenance.[643]

Cotton is cultivated on 52.1% of agriculture land, Wheat is cultivated on 28.15% of agriculture land and Soyabean is cultivated on 15.9% of total agriculture land. Chilli is another major crop in Khargone and is grown on 17,583 hectares of land. There are 4,76,000 cattle, 1,66,129 buffaloes and 3,02,003 goats present in Khargone. [644]

Between 2008-09 and 2010-11 usage of tractors in the district grew at 7.08 percent CAGR indicating healthy growth in the extent of mechanization. 1.5 tractors are present per sq km of agricultural land in Khargone, hence indicating average level of mechanization in the district. [645]

### 15.15.2.2  Industry

Khargone is primarily an agrarian district with industries typically based on processing of agricultural produce. Secondary sector in the district grew at 14.45 percent CAGR over last five years, and it contributes 23% to Khargone's GDDP. Only major industries are Agro and Textile based. Agro industries are mainly in grain and pulses processing, where as textile industries are in Cotton ginning.[646]

**Composition of LMI Investment in Khargone** (as of March 2011)



| Category | INR Lakhs |
|---|---|
| MECHANICAL ENGG. BASED INDUSTRIES | 163.33 |
| NON-METALIC MINERALS | 310 |
| CHEMICAL & CHEMICAL PRODUCTS | 4640.27 |
| AGRO BASED | 11228.29 |
| TEXTILE | 34736.26 |

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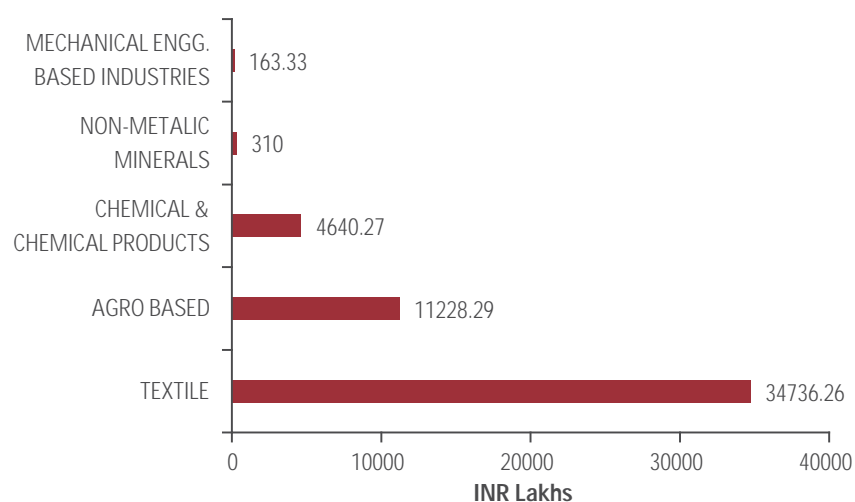
[640] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[641] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[642] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[643] Discussions with Collector, Khargone
[644] District Agricultural Profile, National initiative on climate resilient agriculture, 2009
[645] District statistical handbook, Khargone, 2011
[646] Discussions with GMDIC, Khargone

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 94 Crore, generating incremental employment of 7,570[647]. Food Processing and textile industries alone constitute 63% of the total investment in SSI segment in 2010-11. Besides these, chemical and metal based industries constitute another important SSI segments in Khargone.[648]

Currently, only ginning part of textile value chain is being captured by industries in Khargone. Given the high cotton production in Khargone, there is potential for expanding the current ginning industries to spinning segment of value chain.[649]

**Growth of SSIs in Khargone**
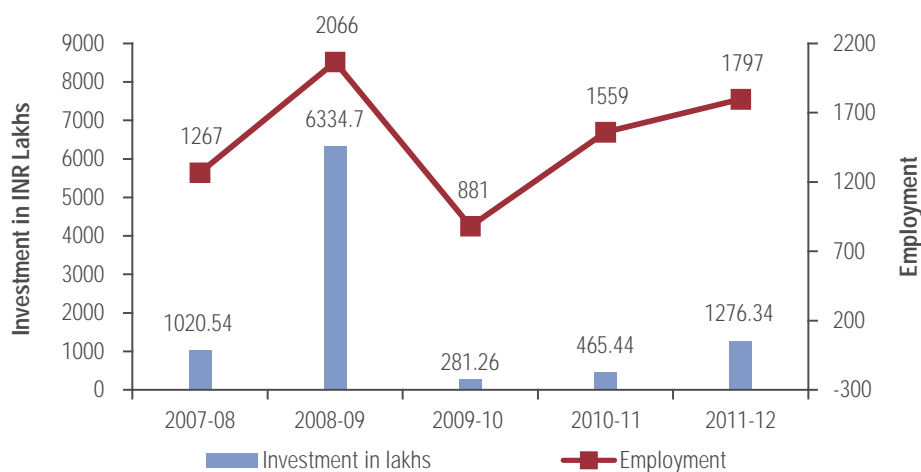


### 15.15.2.3 Services Sector

Services sector contributes about 40 percent of the district GDDP. The sector grew at 11 percent between 2004-05 and 2008-09. Hospitality segment constitutes 36.28% of total services product, and has grown at 9.1[650] percent between 2004-05 and 2008-09. Communication sector saw a healthy growth rate of 18.7% between 2004-05 and 2008-09, indicating the improvement of the standard of living in the district. Transport sector is another fast growing segment in Khargone.[651]

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[647] Data received from District Industry Center, Khargone
[648] Discussions with GMDIC, Khargone
[649] Discussions with GMDIC, Khargone
[650] Madhya Pradesh Annual Economic Survey, 2012
[651] Madhya Pradesh Annual Economic Survey, 2012

**Contribution of Services Sector to GDDP (2008-09)**

| | |
|---|---|
| Storage | 206 |
| Railways | 264 |
| Transport by Other means | 4826 |
| Communication | 5317 |
| Banking & Insurance | 9481 |
| Real Estate, Business ... | 13332 |
| Public Administration | 18719 |
| Other Services | 34082 |
| Trade Hotels and Restaurants | 49102 |

Overall healthcare reach at the district level is better than the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, in the district is 2.88 and 14.58 units per lakh population respectively, in comparison to the state average of 1.6 and 11.9 units per lakh population[652] respectively.

### 15.15.3 Workforce Distribution in the district

### 15.15.3.1 Current Employment Scenario in Khargone
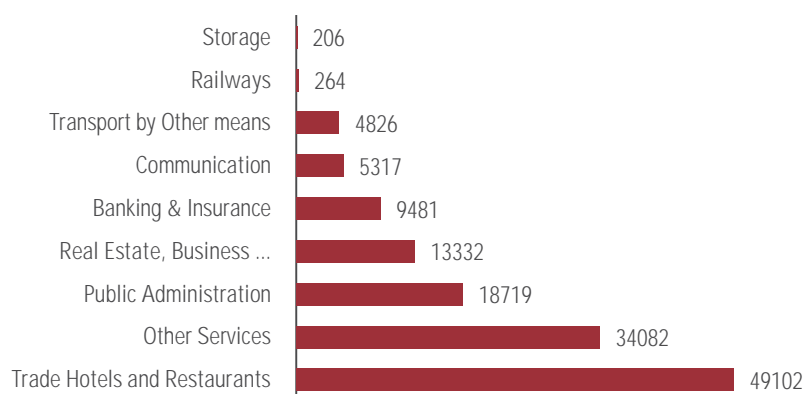
Work participation rate in the district (46.05 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as agricultural workers accounts to 67%[653] of total working population, indicating a high level of worker participation in primary sector. Worker participation is low amongst women at 39.48 percent in comparison to male WPR at 52.29 percent.[654]

In Khargone, migration of labour is seen especially during the harvesting period, to surrounding districts of Barwani and Khandwa, which is in the month of October to December and in February to April. This migration is temporary. The period of migration extends from 15 days to 04 months at a stretch. This is mainly for Soya bean harvesting.[655] Migration in Khargone not only occurs in search of livelihood, but also for extra income generation. There is also some migration of skilled and semi skilled labour towards Dewas andMaharashtra for industrial and construction jobs. Inbound migration is negligible in the district.[656] Khargone has 69 slum pockets and 35,828 slum population.[657]

### 15.15.3.2 Estimation of Supply of Manpower in Khargone

According to KPMG Estimates, Khargone district has a significant demographic dividend, with rising working age population with sizeable population in the lower working age spectrum. By 2022, there will be 8.9 lakh[658] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

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[652] http://www.mp.gov.in/health/
[653] District Statistical Handbook, Khargone, 2011
[654] District Statistical Handbook, Khargone, 2011
[655] Discussions with Patwari, Khargone
[656] Discussions with Patwari, Khargone
[657] Madhya Pradesh Human Development Report, 2007
[658] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|---------------------------|------------------------------|---------------------|-------------------|-----------------------------------|
| Khargone | 2189730 | 1379530 | 888837 | 828819 | 258860 |

### 15.15.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Khargone has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Khargone. According to the estimates, in the next 5 years, Khargone is expected to witness an incremental manpower requirement of 74,000[659] in secondary and services sector. Retail segment in tertiary sector will be the largest employment generator in the district, followed by Financial Services and Communication. Food processing and Textile segments will generate significant employment in secondary sector.

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|--------------|-----------|---------|--------------|-----------|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture and Allied | 0 | 0 | 11,176 | 0 | 0 | 9,514 |
| Rubber and plastics | 0 | 4 | 4 | 0 | 4 | 4 |
| Food Processing | 81 | 341 | 1,199 | 70 | 296 | 1,040 |
| Fabrication | 1 | 6 | 6 | 1 | 5 | 5 |
| Paper & Paper Products | 0 | 4 | 4 | 0 | 4 | 4 |
| Chemical & Chemical Products | 35 | 249 | 409 | 30 | 216 | 355 |
| Auto and Auto Components | 0 | 4 | 2 | 0 | 4 | 2 |
| Textiles | 262 | 1,168 | 3,813 | 228 | 1,014 | 3,311 |
| Construction | 602 | 1,518 | 9,926 | 536 | 1,351 | 8,837 |

---

[659] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| IT&ITES | 13 | 251 | 0 | 17 | 329 | 0 |
| Healthcare | 59 | 1,112 | 0 | 156 | 2,958 | 0 |
| Transportations and Logistics | 129 | 308 | 2,135 | 147 | 352 | 2,441 |
| Retail | 1,016 | 2,569 | 16,728 | 840 | 2,126 | 13,841 |
| Hospitality | 188 | 948 | 2,632 | 156 | 784 | 2,178 |
| Communication | 247 | 1,388 | 3,299 | 295 | 1,488 | 4,123 |
| Banking & Financial Services | 324 | 673 | 5,486 | 340 | 706 | 5,752 |
| Education and Training | 199 | 3,620 | 170 | 206 | 3,712 | 194 |

### 15.15.4  Human Resource Development Scenario in the District

### 15.15.4.1  Current State of Workforce Development

Khargone has a few higher education institutes to train local students in the district. In the sample set of students who were interviewed, the diversity of districts was high with several students from nearby districts such as Burhanpur, Khandwa, and Barwani etc.[660]

As on March 2012, District Employment Exchange had live registrations totaling 35,774, of which 87 percent belonged to the skilled youth category.[661] However, providing suitable employment opportunities to skilled youth has been a challenge in the district. While the interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| LIC, Khargone | Trainee | 42 |
| ICICI, Khargone | Trainee | 50 |
| Century textiles | Trainee | 100 |
| Shivshakti Bioplant, Bhopal | Trainee | 29 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non technical in nature, primarily serving services sector clients[662].

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[660] Discussions with ITI Students
[661] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[662] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

## 15.15.4.2  Incremental Training Capacity in the District

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 29,482 people in secondary and tertiary services, and 42,507 people in total can be trained incrementally during the five year period of 2012-17.

**Potential incremental training capacity, Khargone,  2012-17**

| Ministry | Value |
|---|---|
| Ministry of Food Processing | 695 |
| Ministry of Women and Child Development | 1165 |
| Ministry of Health and Family Welfare | 1199 |
| Ministry of HUPA | 1521 |
| Ministry of Higher Education | 1702 |
| Ministry of Communication and IT | 2468 |
| Ministry of MSME | 3161 |
| Building and Other Construction ... | 5016 |
| Ministry of Textiles | 5160 |
| Ministry of Labor | 6322 |
| Ministry of Agriculture | 13025 |

## 15.15.5  District Specific Recommendations

Formal employment in the district is limited due to shortage of organized players in services sector and in large industrial units. Requirement for skill training in the district is about 13,582 in the formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities, textiles and construction. However, within the services sector,  employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

- An agrarian and tertiary sector dominated economy
- Construction, Banking and Retail sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and textile sectors
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | • Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o Food processing<br>   o Textiles |
| **Government** | • Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o Construction Sector<br>   o Retail Sector<br>   o Banking<br>   o Healthcare<br>• Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o Textile Cluster – Due to presence of immense Cotton wealth in Khargone<br>• Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o Dairy farming<br>• Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Banking and Healthcare |
| **Private Skill Training Providers** | • Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o Food Processing<br>   o Textiles<br>• Assessment of training provided by government departments in sectors of Retail, Construction and Banking<br>• Bridging basic skills of communication and numeracy |
| **Industry** | • Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o Textile<br>   o Food Processing<br>• Initiate and support modular employability skill training in collaboration with private players/Government<br>• To create placement linkage opportunities in training institutions |

## 15.16    Skill Gap Assessment of Ratlam District

### 15.16.1   Social Profile

#### 15.16.1.1   Demographics

Ratlam is located in the north western part of the state, and surrounded by six other districts. According to the 2011 census, Ratlam District has a population of 1,454,483 people. The overall demographics of Ratlam is quite similar to that of the state overall. The district has a population density of 299 inhabitants per square kilometer. Its population growth rate over the decade 2001-2011 was 19.67 %. Ratlam has a sex ratio of 973 females for every 1,000 males, and a literacy rate of 68.03 %. The percentage urban population is 29.9%. The percentage urban population for MP is 27.63%.[663]

#### 15.16.1.2   Literacy

As of 2011, the literacy rate in the district (68 percent) is lower than the state average of 70.6 percent[664]. GER in the district is above 100% at primary level and 87% at upper primary level. There are 2,811 schools in the district with private sector participation being around 21 percent[665], which is close to the state average indicating average affordability in the district. The city has three government colleges, one homeopathic college, and two engineering colleges and is planning to build a medical college.[666]

| District | Madhya Pradesh | Ratlam |
|---|---|---|
| Population(2011) | 72,597,565 | 1,454,483 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 19.7% |
| Population Density Per Sq.km(2011) | 236 | 299 |
| Level of Urbanization(2011) | 27.6% | 29.9% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 973 |
| Proportion of ST Population(2001) | 20.3% | 25.9% |
| Literacy Rate(2011) | 70.6% | 68.0% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 22.9% |
| Number of Literates(2011) | 43,827,193 | 845,276 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 317,561 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |

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[663] Census 2011
[664] Census 2011
[665] DISE, 2010-11
[666] http://ratlam.nic.in/

| | | |
|---|---|---|
| Contribution to State Economy(2008-09) | - | 2.35% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 28,759 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 33.4% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 16.7% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 49.8% |

### 15.16.2  District Economy

The GDDP for Ratlam in 2008-09 stands at INR 40,327 million. The growth rate from 2007-08 is 12.24 %. The per capita income for 2008-09 is INR 28,751 in comparison to INR 24709 for the state overall. Tertiary sector contributes highest (50%) to Ratlam's GDDP. Secondary sector and Primary sector contribute 33% and 17% respectively. Secondary Sector has been growing fastest, at the rate of 13.31%[667].

**Ratlam Economic Growth**
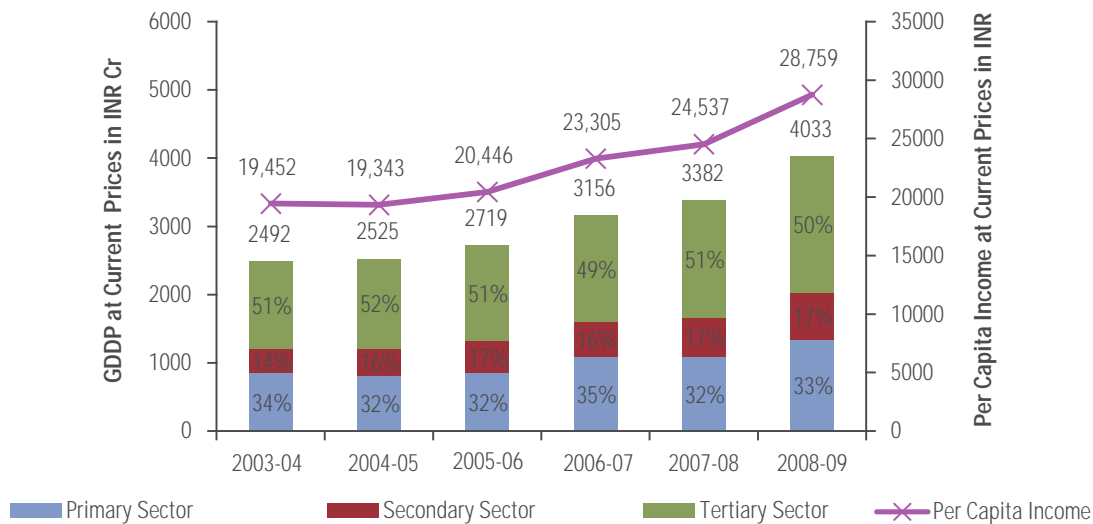


### 15.16.2.1  Agriculture and allied sectors

Between 2005-06 and 2008-09, net sown area increased from 3,30,686 to 3,33,502 hectares[668]. Forest area is 6.75% of total land in the district, whereas area under cultivation is 69% of total district land - which is much greater than the MP average of 49%. Hence, forest and agriculture land together constitute 76% of the total land of Ratlam. Also, 46% of cultivated land is dual cropped, which is also higher in comparison to state average of 38%. The district is rich in the field of agriculture due to good sources of irrigation and fertile soil composition. Ratlam has 61% deep soils, 31% shallow soils and 8.5% medium deep soils.

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[667] Madhya Pradesh, Annual Economic Survey 2011-12
[668] Madhya Pradesh Statistical Handbook 2010

There is no major river flowing in vicinity of Ratlam, hence ground water and rainfall are the major source of irrigation for district. 43% of the total agricultural land is irrigated,while the rest of the agricultural land relies on rainfall as the source of irrigation. Bore wells and Open wells form the major source of irrigation with percentage area coverage of 55.09% and 33.5% respectively, of the total irrigated land. As per NICRA report, ground water in the district has been overexploited.[669]

In terms of percentage area sown, Soyabean is the major crop in Ratlam, being cultivated on 60% of total agricultural land. Other major crops include maize, chickpea and wheat. Major Horticultural fruits are Papaya and Orange covering 2,605 and 1,281 hectares of land respectively. Fruits from Ratlam are sent to different places like Delhi, Mumbai, Jaipur etc. Major Horticultural vegetables are Onion, Potato and Cabbage covering 3,255, 1,305 and 1,235 hectares of land respectively. Garlic is the major produce amongst spices, with a coverage of 12,349 hectares of land. Ratlam also has a rich population of livestock. There are 17,28,000 cattle, 77,400 buffaloes and 2,03,100 goats.[670] There are also certain Wineries being set up in recent years in Ratlam. As of now, they are tax free, and hence have strong potential of giving competition to other popular wines in the market.[671]

### 15.16.2.2  Industry

Majority of agro based industries in Ratlam produce vegetable oils. Pharmaceutical segment has only one pharmaceutical giant i.e. IPCA Labouratories. Ratlam has several chemical factories, namely JVL, Hightech, Shaba Chemicals, Bordiya Chemicals, and Sujjan Chemicals, all of which manufacture copper wire and plastic rope, among other products.[672] Once, there were a lot of cotton industries in Ratlam - but they decreased with time due to electricity, water and labour problems. One of the other major reasons was the law and order problem in region which forced industries to shift to Maharashtra.[673]

 Considering the proposed industries and industrial infrastructure development, several sectors are expected to see growth in future, with food processing being the prominent one. Development of Food Park is in process, henceseveral agro based food processing industries are expected to be set up in future. Raw material availability and great logistical support will provide additional synergies for the development of Food Processing industries. Namkeen cluster has also been proposed, and is expected to develop in next 2-3 years. Packaging industry also has a great scope of development to support food processing industries. Currently, all packaging work is done near Indore. Arom international is starting a 22 crore packaging plant in Ratlam.[674]

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[669] National Initiative on Climate Resilient Culture (NICRA), 2009
[670] National Initiative on Climate Resilient Culture (NICRA), 2009
[671] Discussions with CEO, Zilla Panchayat, Ratlam
[672] http://ratlam.nic.in/
[673] Discussions with Collector, Ratlam
[674] Discussions with GMDIC, Ratlam

**Composition of LMI Investment in Ratlam**

**(as of March 2011)**
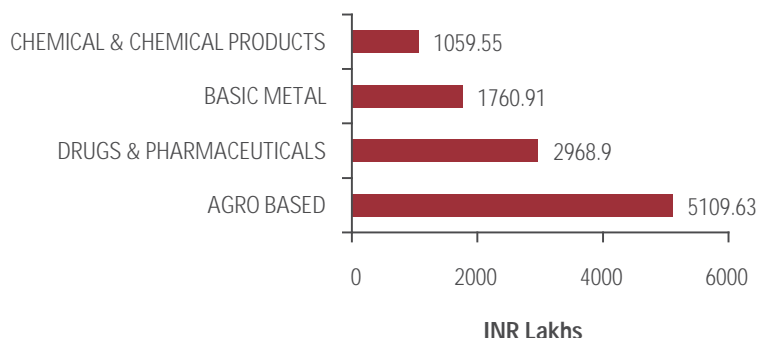
| | INR Lakhs |
|---|---|
| CHEMICAL & CHEMICAL PRODUCTS | 1059.55 |
| BASIC METAL | 1760.91 |
| DRUGS & PHARMACEUTICALS | 2968.9 |
| AGRO BASED | 5109.63 |

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 50 Crore Small Scale Industries, generating incremental employment of 6,442[675]. Metals & Wires (34%), Agro (19%) and Plastic (10%) constitute over 50% of the total investment in SSI segment in 2010-11. Besides these, paper, wind power, electrical goods and textiles segment contribute over another quarter of the SSI investment in the same year.[676]

**Growth of SSIs in Ratlam**

| Year | Investment in INR Lakhs | Employment |
|---|---|---|
| 2007-08 | 684.65 | 1038 |
| 2008-09 | 1245.9 | 1274 |
| 2009-10 | 1510.1 | 1676 |
| 2010-11 | 1006.46 | 1213 |
| 2011-12 | 478.63 | 1241 |

Investment in lakhs ■ ——■—— Employment
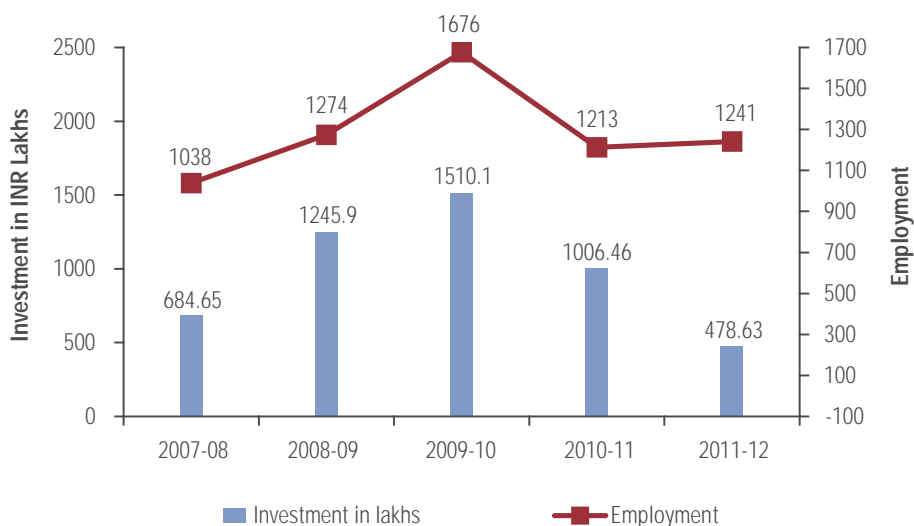
### 15.16.2.3  Services Sector

Services sector has been the driver of the district economy, with a contribution of about 50 percent to the district GDDP. The sector grew at 9.45 percent between 2004-05 and 2008-09, driven by hospitality and retail segments. Communication sector constitutes just 3.16% of the total tertiary sector, but is the fastest growing sub sector with a growth rate of 15.5%, indicating the improvement of living standards in the District. Given the diversity and scale of agricultural produce in Ratlam, the storage sector forms a significant part of the agriculture value chain.  Fortunately, the Storage segment is growing at a rate of 13.6%, indicating a positive outlook for the development of food processing industries in Ratlam.[677]

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[675] Data received from District Industry Center, Ratlam
[676] Based on discussions with GMDIC, Ratlam
[677] Madhya Pradesh Annual Economic Survey, 2012

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Storage | 625 |
| Communication | 6354 |
| Transport by Other means | 7293 |
| Banking & Insurance | 9482 |
| Public Administration | 15703 |
| Railways | 29484 |
| Other Services | 32667 |
| Real Estate, Business Services ... | 40351 |
| Trade Hotels and Restaurants | 59049 |
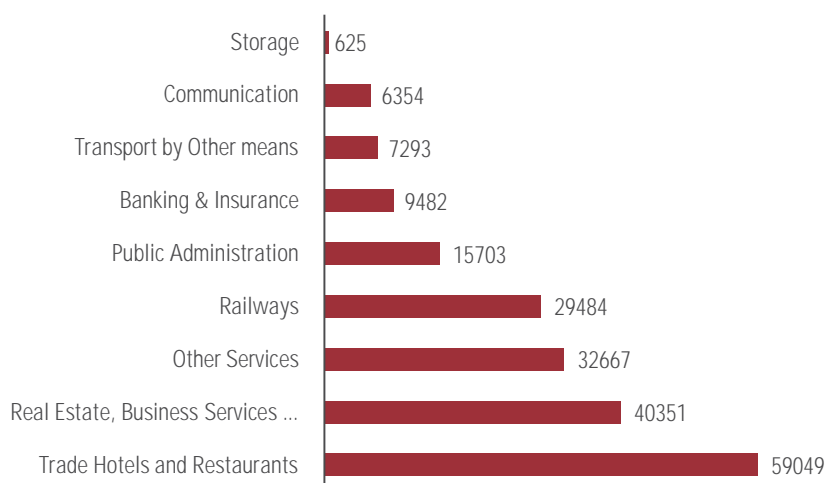
Ratlam is famous for its purity and design in manufacturing gold and ornaments. Ratlami Namkin (sev) is famous throughout the country. Ratlam is also famous for its sari throughout the state. Ratlam's Chandni Chowk is very famous for its gold, silver shops and metal Shops. Gandhi sukhlal jhamaklal is the best metal merchant in the whole of Madhya Pradesh, and people from all over the state come to the city to shop there.[678]

From 2007 to 2011, bank branches in the district have increased from 78 to 92, and deposits have increased from 1,060 Cr to 2,291 Cr. Overall healthcare reach at the district level is just below the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population in the district, is 1.72 and 10.7 units per lakh population respectively, in comparison with the state average of 1.6 and 11.9 units per lakh population[679] respectively. There is an opportunity for increased penetration of healthcare services in the district.

Logistics and transportation sector in the district has been growing at a rapid pace, predominantly due to increase in road infrastructure besides rail. Ratlam is connected to Indore and Neemuch via National Highway no. 79. Recently it has been connected to Ujjain via Badnawar. Newly constructed four-lane highway to Lebad has reduced the time to reach Indore. Railways can also play a major role in Ratlam's future development. There are four major railways passing through Ratlam City, leading to Mumbai, Delhi, Ajmer and Khandwa.[680]

### 15.16.3   Workforce Distribution in the district

### 15.16.3.1   Current Employment Scenario in Ratlam

Work participation rate in the district (45.08 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as agricultural workers accounts to 75%[681] of total working population, indicating high level of worker participation in primary sector. Worker participation is low amongst women at 36.31 percent, in comparison to male WPR at 53.72 percent.[682]

Labour from Jhabua migrate inward at the time of wheat and Soyabean cutting. People  geberally don't migrate outward from Ratlam, due to adequate NREGA opportunities. Those who migrate typically go to Surat and Mumbai. Residents of

[678] http://ratlam.nic.in/
[679] http://www.mp.gov.in/health/
[680] http://ratlam.nic.in/
[681] District Statistical Handbook, Ratlam, 2009
[682] District Statistical Handbook, Ratlam, 2009

Bajna and Selana go to Gujrat for work in agriculture, construction as well as industries. Skilled labour moves to Pithampur and Indore, hence if training capacity is increased, jobs should easily be found due to the development of the Indore region. Industries with skilled labour requirement such as Chemical industry, Wires industry etc, largely sources labour from outside Ratlam. Ratlam has 162 slum pockets and slum population of 75,540.[683]

### 15.16.3.2 Estimation of Supply of Manpower in Ratlam

According to KPMG Estimates, Ratlam district has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 6.75 lakh[684] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Ratlam | 1652132 | 1040843 | 675469 | 629858 | 170010 |

### 15.16.3.3 Incremental Manpower Requirement in the Ratlam

Incremental manpower requirement in the district of Ratlam has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in Ratlam. According to the estimates, in the next 5 years, Ratlam is expected to witness an incremental manpower requirement of 91,000[685]. Retail segment in tertiary sector will be the largest employment generator in Ratlam. Transportation is another significant services segment with a potential of generating significant number of jobs[686].

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Specialized Skills | Medium Skills | Basic Skills | Specialized Skills | Medium Skills | Basic Skills |
| Agriculture & Allied | 0 | 0 | 9,647 | 0 | 0 | 8,213 |
| Pharma & Medicinal | 21 | 271 | 120 | 18 | 236 | 105 |
| Rubber and plastics products | 3 | 25 | 27 | 2 | 22 | 23 |
| Food Processing | 177 | 744 | 2,613 | 153 | 646 | 2,269 |

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[683] Madhya Pradesh Human Development Report, 2007
[684] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[685] KPMG Estimates on Incremental Manpower Requirement
[686] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Fabrication | 26 | 247 | 255 | 23 | 214 | 221 |
| Paper & Paper Products | 1 | 7 | 8 | 1 | 6 | 7 |
| Chemical & Chemical Products | 47 | 336 | 553 | 41 | 292 | 480 |
| Construction Material | 0 | 1 | 1 | 0 | 1 | 1 |
| Auto and Auto Components | 1 | 13 | 7 | 1 | 11 | 6 |
| Manufacturing of Electrical Products | 1 | 16 | 9 | 1 | 13 | 8 |
| Construction | 522 | 1,314 | 8,594 | 464 | 1,170 | 7,651 |
| IT&ITES | 19 | 358 | 0 | 25 | 469 | 0 |
| Healthcare | 70 | 1,329 | 0 | 115 | 2,176 | 0 |
| Transportations and Logistics | 944 | 2,258 | 15,668 | 1,079 | 2,582 | 17,914 |
| Retail | 1,221 | 3,089 | 20,117 | 1,011 | 2,556 | 16,645 |
| Hospitality | 227 | 1,140 | 3,165 | 188 | 943 | 2,619 |
| Communication | 295 | 1,659 | 3,942 | 353 | 1,778 | 4,927 |
| Banking and Financial Services | 324 | 673 | 5,487 | 340 | 706 | 5,753 |
| Education and Training | 182 | 3307 | 155 | 189 | 3409 | 178 |

### 15.16.4  Human Resource Development Scenario in the District

### 15.16.4.1  Current State of Workforce Development

Ratlam ITI is a center of excellence for the Electrician course. The Electrician course has 96 seats with an actual intake of 126. The other major courses are tractor mechanic, machinist and welder. Ratlam ITI has 14 courses, with 50% courses of 2 years duration.[687]Ratlam ITI is one of the largest and oldest ITIs in MP. They have a good reputation amongst industries, and have close to 100% placement in some trades like turner and fitter. Some trades such as Cutting and Sewing have poor placements. As per the ITI principal, they have more job demands in comparison to the amount of students they train- hence capacity ramp up for some trades came as an immediate requirement for ITI.[688]

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[687] Discussions with ITI Principal, Ratlam
[688] Discussions with ITI Principal, Ratlam

They believe that tie ups with companies can be improved for better placement prospects. Local chemical industries have also raised requirement for starting new chemical industry trades at the ITI. Quite a large spectrum of private as well as government enterprises recruit from Ratlam ITI. At present Ratlam ITI have 19 regular trainers and 22 guest faculty. Dropout rate stands at around 41%.[689]

Government jobs are highly desired (mainly in railways), owing to the better pay structure, easy work conditions and job stability. Overall awareness of various training prospects is low. Students' perception of Ratlam ITI is generally good. Capacity ramp up both for seats and trainers is desired by students. There is not much location and sector preference for jobs. Major consideration in jobs is salary and public sector preference. Students have slight preference for developed districts such as Indore, Dewas, Pithampur etc but that is also subject to high salary requirement in these regions. The salary desired by students is above INR 7,000 and minimum acceptable for subsistence is pegged at INR 5,000.[690]

| Human Resource Development Institutions Ratlam | | |
|---|---|---|
| Program | Number of institutions | Intake |
| ITI/ICTs | 4 | 1,020 |
| Technical Colleges | 2 | 660 |
| Management Institutes | 1 | 60 |

Major demand of trades under MNREGA is in water conservation and water management related activities. There are total 14,000 workers working under MNREGA. As per CEO, Ratlam, SGSY has an yearly target of 5 crores, which is to be spend for organizing traiinings under different trades in Ratlam. Although the performance of SGSY is believed to be average in Ratlam, discontinuity of SHGs emerged as the major problem. 30% SHGs are inefficient and do not produce any signifiacnt results. They have also tried to work out some innovative model of trainings, which are directly linked to market. Under one project, groups of women were trained in making sanitry napkins, and medical stores were contacted and encouraged by district top governance to sell the produce.[691]

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district, as evident from the number of registrations in the District Employment Exchange[692]. As on March 2012, District Employment Exchange had live registrations totaling 34,197. However, providing suitable employment opportunities to skilled youth, has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

[689] Discussions with ITI Principal, Ratlam
[690] Discussions with ITI Students
[691] Discussions with CEO, Zilla Panchayat, Ratlam; Discussions with District Collector, Ratlam
[692] http://www.mprojgar.org/pdf/Skilled_labour.pdf

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Spintex, Pitampur | Trainee worker | 33 |
| Shiv Shakti Bio,Indore | Sales Executive | 10 |
| Pratibha Syntex | Trainee | 55 |
| Mainforce truck, Pitampur | Trainee | 5 |
| Spaintex, Pitampur | Trainee worker | 61 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[693].

### 15.16.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 29,931 people in secondary and tertiary services, and 43,948 people in total can be trained incrementally during the five year period of 2012-17.

**Physical Target 2012-17**
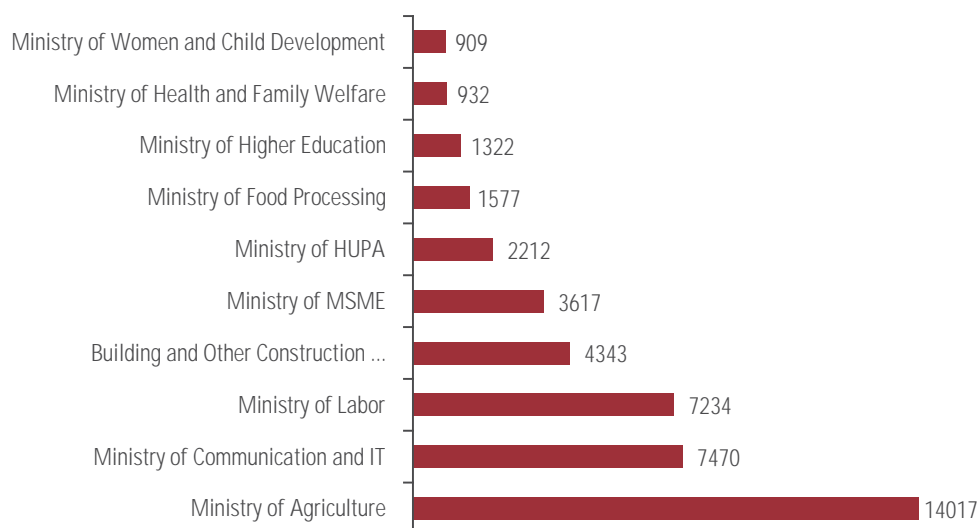


### 15.16.5 District Specific Recommendations

Ratlam's economy is dominated by tertiary sector, with around 50% of GDDP being contributed by services, and primary sector with around 35% of the GDDP being contributed by agriculture. Formal employment in the district is present due to presence of organized players in services sector and large industrial units. Requirement for skill training in the district is about 21,000people in the formal segment over the next five years. Significant training from Government initiatives is

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[693] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

expected to be targeted towards Agro-Allied activities, IT and Construction. However, within the services sector, employment generation is expected to happen in the informal segment of retail industry and transportation, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- A services driven economy with high proportion of retail trade industry in services
- Construction, Transportation and Retail sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and chemical based material work
- Strong potential of Namkeen and Gold trade industry in Ratlam
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Ratlam is a district with immense agricultural and services industry potential. This potential can be truly harnessed by planned development strategy and removing bottlenecks such as water issues, law and order issues etc. Hence, building a strong support infrastructure and identifying key possibilities from existing synergies, will be the key to Ratlam's future development.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sectors<br>   o Food processing<br>   o Chemical |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o Construction Sector<br>   o Retail Sector<br>   o Transportation and Logistics<br>   o Healthcare<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o Processed Food Cluster – Due to the presence of a diverse mix of horticultural crops at large scales<br>   o Namkeen Cluster -  Harness the long standing brand of Ratlam in Namkeens<br>   o Gold Cluster: Harness the trust of masses on Ratlam's gold purity and elegant designs<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o Dairy farming<br>   o Livestock Rearing –  Goatery<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |

| | |
|---|---|
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o Food Processing<br>   o Chemical<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industryindustry is higher, such as<br>   o Chemical<br>   o Food Processing<br>   o Construction<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.17    Skill Gap Assessment of Datia District

### 15.17.1   Social Profile

#### 15.17.1.1   Demographics

Datia district comes under Gwalior division, with its headquarters at Datia town. The district has a population of 7.86[694] lakhs as of 2011. The decadal growth rate in population was 18.4% for year 2001-2011, which is amongst the lowest in Madhya Pradesh.[695]Datia is a rural district with 78% of the population living in rural areas. The district density is 292 people per square km in comparison to state average of 236[696] . As of 2011, gender ratio of the district stands at 875 females per 1000 male population whereas child sex ratio (0-6 years) is comparatively lower at 851 girls per 1000 boys[697].

#### 15.17.1.2   Literacy

As of 2011, the literacy rate in the district (73.5 percent) is higher than that of the state average of 70.6 percent[698]. There are 1,392 K12 institutions in the district with private sector participation being around 14 percent[699], which is considerably lower than the state average - indicating lower affordability in the district. The total school enrollments for the government run schools are 1.9 lakh.[700]

Datia ranks 15 in terms of literacy rate when compared with other districts. There is a decadal change of 2.2% in literacy as it rose from 71.3% in 2001 to 73.5% in 2011. Female literacy rate has improved over the last decade, and stands at 60.21% - but this is lower than the state average. The gap in literacy, between male and female, stands at 24.97%[701].

| District | Madhya Pradesh | Datia |
|---|---|---|
| Population(2011) | 72,597,565 | 786,375 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 18.4% |
| Population Density Per Sq.km(2011) | 236 | 292 |
| Level of Urbanization(2011) | 27.6% | 23.2% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 875 |
| Proportion of ST Population(2001) | 20.3% | 1.6% |
| Literacy Rate(2011) | 70.6% | 73.5% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 25.0% |
| Number of Literates(2011) | 43,827,193 | 497,883 |

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[694] http://datia.nic.in/
[695] Census of India 2011
[696] Census of India 2011
[697] Census of India 2011
[698] Census of India 2011
[699] DISE Statistics
[700] School Enrollment Statistics, Madhya Pradesh
[701] UNDP report

| | | |
|---|---|---|
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 165,644 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| Contribution to State Economy(2008-09) | - | 0.84% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 20406 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 33.1% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 23.4% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 43.5% |

### 15.17.2  District Economy

The district economy had registered a growth rate of 9.5[702] percent CAGR between 2003-04 and 2008-09. Primary and Tertiary sectors are the key drivers of the district economy, contributing to about 80 percent of the district income, with the Primary sector growing at a 5.7 percent CAGR, and tertiary at sector at the rate of 10.7 percent over the same 5 years[703]. Though In absolute value terms, contribution from tertiary sector had grown at a faster rate (10.7 percent), there has been a clear shift of income from primary to tertiary sector. The district per capita income has also grown from a mere INR 14,000 to INR 20,400

**Datia Economic Growth**
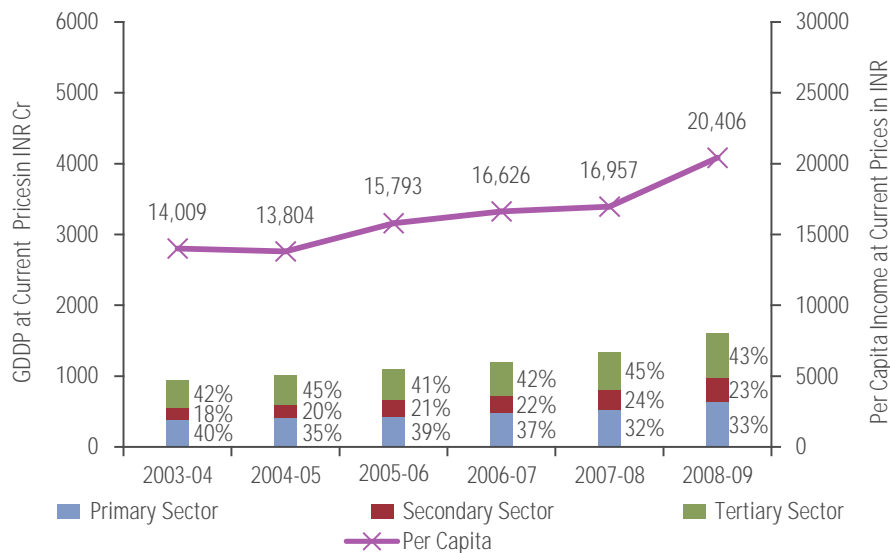
[702] Madhya Pradesh, Annual Economic Survey 2011-12
[703] Madhya Pradesh, Annual Economic Survey 2011-12

### 15.17.2.1  Agriculture and allied sectors

The share of agriculture and allied activities in Datia has reduced over the years. Between 2005-06 and 2008-09, net sown area decreased from 1,97,200 hectares to 1,96,000 hectares. This is primarily due to change of land use, for setting up Industries or otherwise. Even the total forest cover in the district is much less at 4%, in comparison to the state average of 30.71%[704]. Amongst the food grainsin the region, Datia is predominantly a wheat belt. However the production output of Wheat has gone down from 266 thousand metric tonnes in 2006-07 to only 29.08 thousand metric tons in 2009-10. This is attributed to the below average rainfall in the district.[705]

Between 2005-06 and 2008-09, the usage of tractors in the district grew at only 2 percent CAGR, indicating negligible growth in the extent of mechanization.[706] Less mechanization has led to an addition in marginal labour involved agricultural activities.

### 15.17.2.2  Industry

Datia has very few industries. Handloom-weaving is an important industry in the district, and the administrative town is a market center for food grains and products made of cotton. Some of the prominent industries in the district include multi-product, textile and dairy industries. Krishi Upaj Mandi Samiti, at Datia, Bhander and Seondha towns, is an open market for agri-products set up by Agricultural Marketing Board, Madhya Pradesh. [707]

There are also several manufacturing companies that have set shop in Datia, ranging from metals to solvents. These industries include, Pandit Granite, Agro Solvent Products, Magnum gases private Ltd., Tirupati wire Industries Pvt. Ltd. and Datia Metal Industries. There has been a notable growth in the manufacturing sector in Datia with the total registered Manufacturing firms increasing from 5,152 in 2005-06 to 7,614 in 2008-09. Similar trend in an overall increase followed for Non-registered manufacturing firms as well.[708] There are several areas managed by DTIC for Industrial development. These are Industrial area Datia (4.1 hectares) and Gramin Karmashala, Datia (1.1 hectare)[709].

Of the INR 18.7 crores of investment that has been made in the LMI category in Datia, Agro based industries constitute to over 83 percent[710] of the total investment, followed by textiles and Non metallic minerals.

Between 2006-07 and 2011-12, Small Scale Industries category received investments worth INR 9.9 Crores, generating incremental employment of 1,596[711]. Plastic Households (33.53%), Metal (26.03%) and Pharma (16.27%) constitute over 50% of the total investment in SSI segment in 2010-11. Besides these, beverage, chemical and construction based material contribute over another quarter of the SSI investment in the same year.[712]

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[704] Madhya Pradesh Statistical Handbook 2010
[705] District Statistical Handbook,2010
[706] District Statistical Handbook,2010
[707] http://datia.nic.in/tradeIndustry.htm
[708] Data received from Department of Industries,GoMP
[709] http://www.mpindustry.org/LandDetails.pdf
[710] Data received from Department of Industries, GoMP
[711] Data received from District Industry Center, Indore and AKVN Indore
[712] Based on discussions with GMDIC, Indore

**Growth of SSIs in Datia**
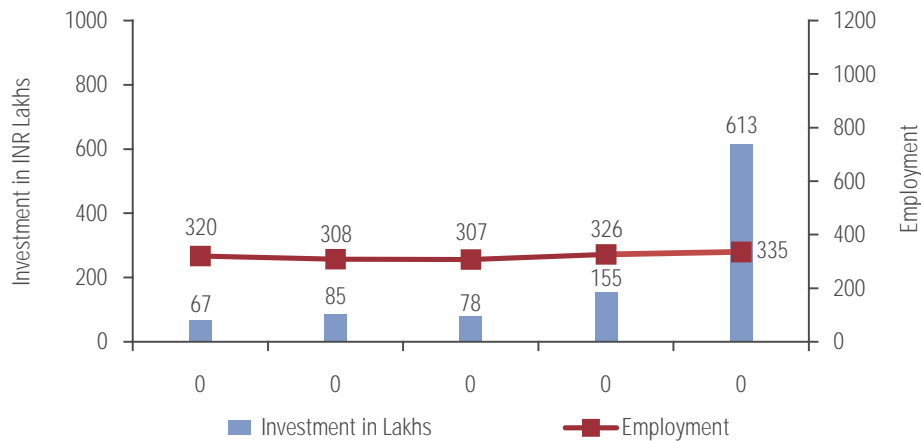


## 15.17.2.3 Services Sector

Services sector has been the driver of the district economy, with contribution of about 43 percent to GDDP. The sector grew at 10.8 percent between 2004-05 and 2008-09, driven by Hospitality segment (Trade, Hotels and Restaurants).

Hospitality segment has grown at 9[713] percent between 2004-05 and 2008-09, with an increase in restaurants and food joints. As such, there is no big chain of hotels or restaurants in Datia. A few hotels have opened up which offer comfortable stay for anyone travelling on business to Datia

In the financial services space, between 2007-08 to 2010-11, bank branches in the district have increased from 39 to 44, recording a 19.20 percent compounded growth in deposits. State Bank of India is the most prominent bank with 11 branches. There are 18 other nationalized bank branches[714]. There are two private banks present in Datia, these are HDFC and Axis Bank.

**Contribution of Services to GDDP (2008-09)**



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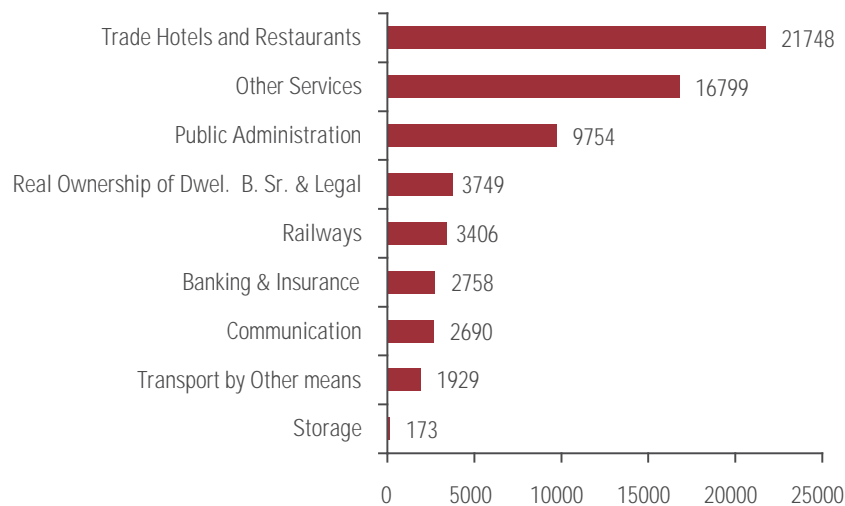
[713] Data received from District Industry Center, Indore and AKVN Indore
[714] Madhya Pradesh district bank data

The health infrastructure in the district is poor and lacks in number of hospitals and clinics required. There is 1 district hospital, 2 urban civil hospital and 1 Community health centers. In addition to this there are 11 primary health centers and 87 sub health centers in the district. The average area (in 100 sq km) serviced per health institution is high and is 3.8km. This is higher compared to state's average of 3.4 km. [715]

Logistics and transportation sector in the district has been growing at a rapid pace predominantly due to increase in rail connectivity.The contribution of railways to the District GDP has grown at the rate 9.15%.Datia is 69 Km from Gwalior, 25 Km away from Jhasi (UP.), 325 Km south of New Delhi and 320 Km north of Bhopal. District of Bhind bounds Datia to the north while district of Gwalior lies to the west, which makes it a strategic location.

### 15.17.3   Workforce Distribution in the district

### 15.17.3.1   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Datia has a significant demographic dividend with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 4.07 lakh people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth[716]

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Datia | 897399 | 565361 | 407303 | 379799 | 94566 |

### 15.17.3.2   Current Employment Scenario in Datia

The worker's participation rate as per 2001 census stands at 50.3%. Among workers, employment share of cultivators is 63.5% and agricultural labourers at 11.5%. A major segment of working population is involved in agriculture. 87.5% of the rural working population is involved in cultivation and agricultural activities in the district.[717]Contrary to this, around 78.9% of the urban working population is involved as a part of other workers category. This includes workers from secondary and tertiary sectors.  Migration from the area to distant places is not common; seasonal migration to villages within the watershed (like Uchad, an agriculturally more developed village) or nearby areas for agricultural labour, is common though. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district (eg: students migrate from Datia to Gwalior because the ITI Gwalior offers 21 skill related courses) or because the youth see brighter employment prospects by being closer to the industrial clusters of Malanpur and Gwalior.

Immigration into Gwalior is more common amongst the unskilled category leading to significant decrease in the slum dwelling population in the district. Datia has a low slum population with 34 slum pockets and 19,343 slum population.[718]

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[715]Department of Public Health and Family Welfare, Bhopal.
[716] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

[717]Census of India, 2001.
[718] Madhya Pradesh Human Development Report, 2007

### 15.17.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Datia has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in Datia. According to the estimates, in the next 5 years, Datia is expected to witness an incremental manpower requirement of over 35,000 people[719]. Construction and real estate segment in secondary sector will be the largest employment generator in the district followed by organized retail.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 5,660 | 0 | 0 | 4,819 |
| Pharma & Medicinal Products | 5 | 67 | 29 | 4 | 58 | 26 |
| Rubber and plastics products | 29 | 263 | 282 | 25 | 228 | 244 |
| Food Processing | 21 | 90 | 315 | 18 | 78 | 273 |
| Fabrication | 14 | 132 | 136 | 12 | 114 | 118 |
| Chemical & Chemical Products | 5 | 37 | 61 | 5 | 32 | 53 |
| Construction Based Material | 3 | 25 | 41 | 4 | 29 | 47 |
| Textiles | 4 | 19 | 62 | 4 | 16 | 54 |
| Construction | 347 | 875 | 5,725 | 309 | 779 | 5,097 |
| IT&ITES | 6 | 115 | 0 | 8 | 150 | 0 |
| Healthcare | 47 | 894 | 0 | 70 | 1,329 | 0 |
| Transportations and Logistics | 140 | 335 | 2,326 | 160 | 383 | 2,659 |
| Retail | 450 | 1,138 | 7,409 | 372 | 941 | 6,130 |

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[719] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Hospitality | 83 | 420 | 1,166 | 69 | 347 | 964 |
| Communication | 125 | 702 | 1,669 | 149 | 753 | 2,086 |
| Banking and Financial Services | 94 | 196 | 1,596 | 99 | 205 | 1,673 |
| Education and Training | 93 | 1,681 | 79 | 99 | 1,783 | 93 |

### 15.17.4    Human Resource Development Scenario in the District

#### 15.17.4.1    Current State of Workforce Development

There are two Government ITI's, one each at Datia and Bhander. Currently Datia ITI offers 3 skill courses - Welding, Cutting and Sewing and Electrician. The sanctioned seats are 16,21 and 21 respectively. Reservation structure is 50% admissions from the District, and 50% from the rest of the State. Students come from districts like Datia and Gwalior, though the percentage of students coming from Gwalior districts is very low. Datia ITI currently runs in rented premises and does not have a building of its own.

| Human Resource Development Institutions in Datia | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 2 | 900 |
| Pharmacy[1] | 1 | 120 |
| Polytechnic(Vocational)[1] | 1 | 120 |
| ITI/ITC | 2/1 | 181* |

*One ITC with two courses and 21 each intake

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district, as evident from the number of registrations in District Employment Exchange[720]. As on March 2012, District Employment Exchange had live registrations totaling 22,473 of which 92 percent belonged to the skilled youth category. However providing suitable employment opportunities to skilled youth has been a challenge in Datia as well. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging.

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[720] http://www.mprojgar.org/pdf/Skilled_labour.pdf

| Company | Job Role | # of Candidates Selected |
|---|---|---|
| Spantex Limited, Dhar | Workmen | 35 |
| Shivshakti Bioplant, Indore | Sales Executive | 53 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving secondary sector clients[721].

### 15.17.4.2  Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 13,600 people in secondary and tertiary services, and 18,560 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 45.6 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving a manpower of over 22,000 without government funded training.

**Potential Incremental Training Capacity Datia (2012-17)**
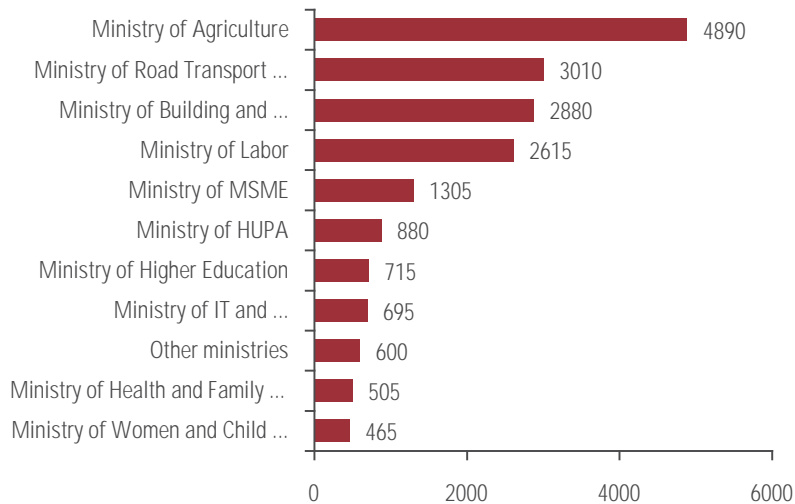


### 15.17.5  District Specific Recommendations

There is sizeable opportunity in directly training 37,000 people who cannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives to over 18,000 people, which will be funded by the government through its various skill development initiatives. Datia being more of an Agrarian economy with a growing focus towards the tertiary sector in the last few years, has opportunities in both the Primary as well as tertiary sectors. Although Secondary sector has been growing continuously, formal employment in the district is limited due to shortage of organized players in services sector and large industrial units.

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[721] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

Significant training from Government initiatives is expected to be targeted towards agri-Allied activities, Fisheries, Horticulture and construction. However, within the services sector, employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training.

It is to be noted that Tourism could be promoted in the district, considering the presence of Peetambra Peeth, Beer Singh Deo Mahal, Choti Badoni and Ashoka Shilalekh. Each of the mentioned locations lies within 30 kms from the town centre.

Horticulture could be promoted in all blocks of Datia including Bhander, Seondha, as a total of 6,104 hectare area to be brought under horticulture activities in Sagar, Damoh, Chhatarpur, Tikamgarh, Panna and **Datia districts**

A tentative possible reserve of 0.861 million cubic meters of Black Granite and 21.27 million (over Bundelkhand regions which covers Datia also)cubic meters of Multicolor granite down to a depth of 10 meters, has been estimated by the Geological survey of India, which could promote mining especially in the Sikau and Baruni blocks.

Fisheries could be promoted especially in the Ramsagar village due to the presence of Ramsagar reservoir and Sindh river basin forming 46 Sq. Km of catchment area.The water body can serve as a good habitat for aquatic organisms and can also be very well used for stocking of Indian major carps for their cultivation.

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district

- Agrarian cum tertiary sector based economy with high propotion of Informal employment.
- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities.
- Potential for development of mining based activities.
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increased participation from national/regional private training providers with focus on<br>　· Security<br>　· Automobile Repairing including Auto AC repiairng |
| **Government** | · Provide fundamental/basic level skill training in the sectors of<br>　· **Informal  Construction**<br>　· **Horticulture**<br>　· **Mining**<br>　· **Tourism**<br>　· **Fisheries**<br>· Aligning Livelihood training programs to industrial training requirements of  sectors mentioned above including Agro based trainings<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>　o **Dairy farming**<br>　o **Livestock Rearing** – Piggery, Goatery, Poultry<br>　o **Fruit Cultivation-**  Mango, Orange, Aonla, Chiku,Karonda<br>　o **Vegetable Cultivation** – Ginger, Acidlime,turmeric, Sweet potato |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub for<br>　· **Security Services**<br>　· **Automobile repairing including AC**<br>· Assessment of training provided by government departments in sectors of Mining, Horticulture, Retail, Fisheries<br>· Bridging basic skills of numeracy and communication |
| **Industry** | · Provide training for skills in those sectors where the requirement for absorption within industry is higher such as<br>　· **Construction**<br>　· **Security Service**<br>· To create placement linkage opportunities in training institutions |
| Funding Agencies | · To support capacity upgradation in content, faculty and infrastructure support for delivery of training programs in Datia district<br>· To assist in establishing a Center of Excellence in sectors of  Mining and Construction<br>· To assist in establishing an Academy of  Faculty Training in the sectors mentioned above |

NSDC
**National Skill Development Corporation**

## 15.18    Skill Gap Assessment of Chhattarpur District

### 15.18.1   Social Profile

#### 15.18.1.1   Demographics

Chhattarpur district comes under Sagar division, with its headquarters at Chhattarpur town. As per Census 2011, Chattarpur has a population of 17.62[722]lakh which was 14.74 lakh in 2001. The density of population is around 203 per sq.km compared to 236 of Madhya Pradesh and 382 of India, as per Census, 2011[723]. When it comes to rural population, Chattarpur has a percentage of 78%. The urbanization in the district is quite low with only 22% of people living in the urban areas. There is a huge aspiration of urbanization in the district (by migrating to urban locations). Madhya Pradesh as a whole has urbanization of 27.63 %.[724] The male population in Chattarpur District is around 53.09% and sex ratio is 884 per thousand males as per Census, 2011 which is significantly lower when compared to the State sex ratio of 930.

#### 15.18.1.2   Literacy

Literacy rate in the district is low and is around 64.9 percent[725] when compared to 70.6 percent for Madhya Pradesh. The female literacy rate is 54.3%, which is lower than the state average of 60%. The male literacy rate which is at 74.2%, is also lower than state average of 80.5%.The number of Government/Non Government/ Registered Primary schools in the district, is 2,032 and 355 Middle schools. There are 663 high schools and 10 higher secondary schools in number.[726]It is to be noted that as per 2001 Census, literacy rate was overall 53.26% - hence a significant improvement over last 10 years could be noticed.Chhatarpur ranks 41st (or 10th lowest) in terms of literacy rate when compared with other districts of Madhya Pradesh, but decadal change of Chhatarpur in literacy is 11.6%, which is 2nd highest in Madhya Pradesh, as it rose from 53.3% in 2001 to 64.9% in 2011[727]

| District | Madhya Pradesh | Chhatarpur |
|---|---|---|
| Population(2011) | 72,597,565 | 1,762,857 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 19.5% |
| Population Density Per Sq.km(2011) | 236 | 203 |
| Level of Urbanization(2011) | 27.6% | 22.6% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 884 |
| Proportion of ST Population(2001) | 20.3% | 3.5% |
| Literacy Rate(2011) | 70.6% | 64.9% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 19.9% |

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[722] Census of India, 2011
[723] Census of India,2011
[724] Census of India, 2011
[725]Census of India. 2011
[726] DISE statistics 2010-11
[727] Census of India,2011

| | | |
|---|---|---|
| Number of Literates(2011) | 43,827,193 | 962,827 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 410,517 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| Contribution to State Economy(2008-09) | - | 1.63% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 16,151 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 27.7% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 28.4% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 44.0% |

## 15.18.2  District Economy

Chhatarpur is predominantly an agrarian-economy with focus on agriculture and forest and logging activities. Fishing is also a source of occupation.There is a decline in the growth rate of primary sector mainly due to growth of secondary and tertiary sector. The tertiary sector is constantly growing at an average of 10.4%. There has been increment in the secondary sector GDDP. From 2005-06 year to 2006-07 the increment was 12.04%, and from 2006-07 to 2007-08 the increment was 15.95%. The growth of secondary sector and tertiary sector shows that government initiatives to promote industries in the district, have met with some success. The tertiary sector has been stable with a percentage share of around 44% over last 2 years.

**Chattarpur Economic Growth**
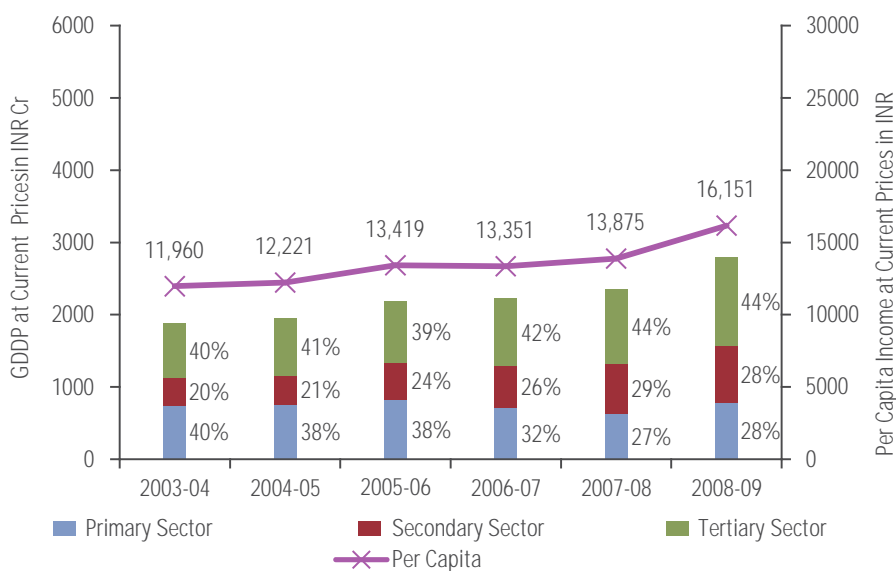
The secondary sector has grown modestly and had a 28% share in 2008-09.  There has been a steady increase in the per capita income from Rupees 11,960, in 2003-04 to 16,151 in 2008-09, which is higher than the state's average.

### 15.18.2.1   Agriculture and allied sectors

Chhatarpur district is primarily an agricultural district occupying the Yamuna Sub-basin of Ganga basin, and forms the part of Bundelkhand plateau. The major soil type is Alluvial, Red & Yellow, mixed red & black and medium black soils. Kharif crops like Paddy, Jowar, Maize, Pulse(Tuar, Urad), Til groundnut Soyabean, Sugarcane and Rabbi crops like wheat, Gram, Alsi, Muster, Rai & Vegetable are the major crops sown in the district. Ground water plays an important role in irrigation in this district. The average rainfall in the district is 1068.3mm. The net sown area and cultivable area are 4038.63 square km and 651.67 square km respectively.[728]It is to be noted Rice, Wheat, Channa and Jwar grows abundantly in Chattarpur. Around 47% of the land is under cultivation, with a very small portion under cultivable waste land (8%). Around 1/4th of the geographical area is under forest cover. Forest and logging activities in the district contributes to 2.07% of the GDDP of primary sector. Around 4% of the land is not available for cultivation and 8% constitutes fallow land. The land in the category of others excludes both fallow land and cultivable waste land.Area under principle crop is 5,113.09 square Km.[729]The percentage of net sown area to total geographical area is 46.3%, while percentage of Net Irrigated to Net Sown Area is 53.2%. The cropped area under food grains (in '000 Ha) is 377.3.[730] Between 2007-08 and 2008-09 usage of tractors in the district grew from 6,841 to 7,930 for usage in agriculture.[731]

### 15.18.2.2   Industry

Chhatarpur has very few industries. The State Government currently is giving priority to develop the industrial park in Tikamgarh-Sagar-Chhatarpur which will be named as Granite Park[732].Currently Chattarpur has only one large scale Industry, which is Rio Tinto engaged in diamond mining.The mining giant is an Australian firm that invested INR 3300 lakh and provides employment to more than 200 people in Chattarpur[733].Some of the prominent industries in the district include multi-product, textile and dairy industries. Krishi Upaj Mandis at Chhatarur district's various town are open market for agrarian-products set up by Agricultural Marketing Board, Madhya Pradesh.

There is a Semi-Urban Industrial Area located at Nowgong Road, Chhatarpur comprising 8.66 Acres of land, having 29 plots allotted to 17 Industrial Units which have product type like porcelain items, spices, potato wafers, steel items fabrication, brackets, steel items fabrication, pottery items (cups, mugs etc.), carom boards, barbed wires, angle poles, ceramics, engineering works, coal brackets, servicing, shutter channel gates, polythene sheets, angle poles, GP huts, pump house, clay, granite tiles etc. Amongst them, the most prominent are M/S Vijay Ceramics, Pratap Industries, Khajuraho brackets, Sharda Coal Brackets, Anand Plastic Industries, Khajuraho potteries and Nandlal steel Industries.[734]

State-run NTPC has signed a memorandum of understanding with the state government and MP Power Trading Company to set up a 3,960 MW coal based power project in Madhya Pradesh. NTPC will invest Rs. 20,000 crore towards this project. The 6x660 MW plant would be set up near Barethi in Chattarpur district to supply power to the Bundelkhand region. The project is likely to be commissioned during the twelfth five year plan period (2012-17)[735]

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[728] District Statistical Handbook
[729]MP Agro Industries Development Corporation – Brochure, Destination MP, Global investors summit-II, 2010
[730] UNDP Report : District profiling, District fact sheet, 2007
[731] District Statistical Handbook 2010
[732] Primary discussions with DIC, Chattarpur
[733] Data received from Department of Industries, GoMP

[734] Primary Interactions with DIC, Chattarpur
[735] http://powerwatchindia.com/news/2-news/155-ntpc-to-set-up-rs-20000-crore-power-plant-in-mp

It is to be noted that the Small scale industries from 2007 through 2012 have received Investments of close to 21.69 crores. The overall scenario has so far generated an Incremental employment of around 4,482.[736]Food and Allied (50%), Granite mining (38.8%) constitute around 90% of the total Investments received in the SSI segment.[737]

**Growth of SSIs in Chattarpur**
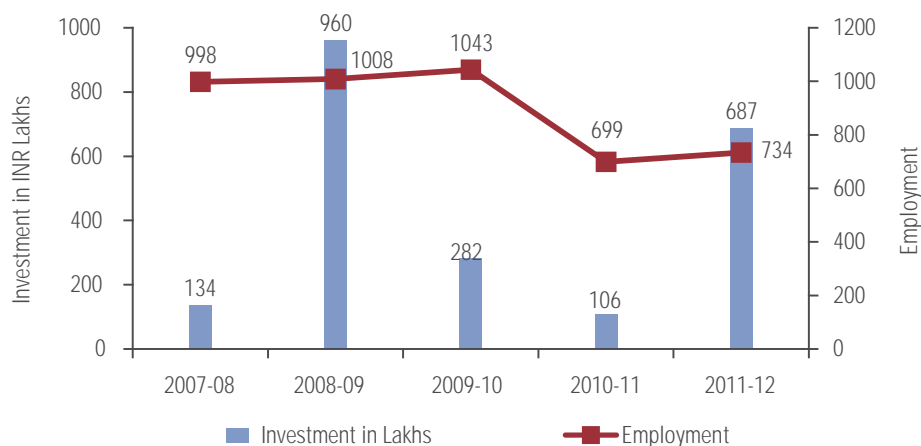


### 15.18.2.3 Services Sector

Services sector has been steadily growing in the district with a contribution of about 43 percent to GDDP. The sector grew at 10.5 percent between 2003-04 and 2008-09, driven mainly by the Hospitality Industry, Public Administration segments - besides transport.[738]

**Contribution of Services to GDDP (2008-09)**
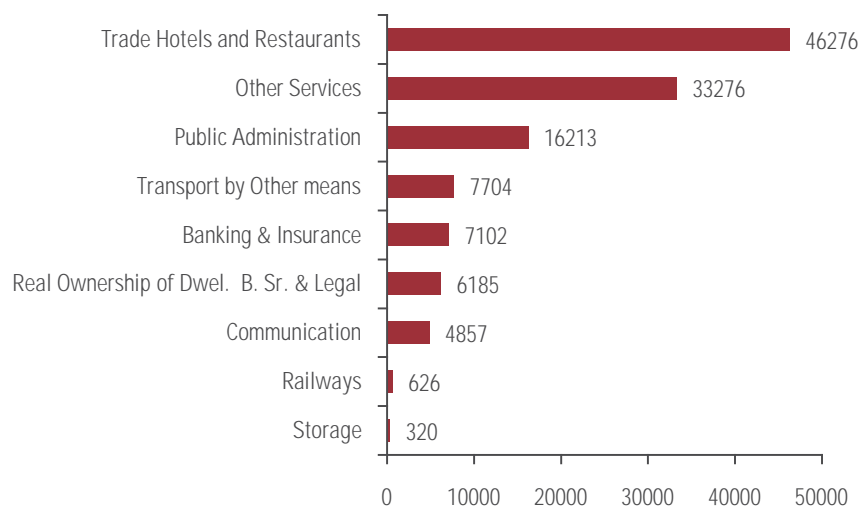


It is to be noted that Hospitality Industry has registered CAGR of around 9%,reflecting good scope for training in this particular area. Almost all five stars hotel including The Taj, Radisson, Clarks etc are present in Khajuraho. It is also to be

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[736] Data received from District Industry Center, Indore and AKVN Indore

[737] Based on the data received from DIC Chattarpur

[738]Directorate of Economics and Statistics, Govt of Madhya Pradesh

noted that Panna district lies very close to Khajuraho and it is famous for its wildlife sanctuary and Diamond Mining. The presence of companies like Rio Tinto has facilitated growth of budget hotels for its employees coming from abroad and for tourists likewise.[739]

In the financial services space, bank branches in the district between 2006-07 to 2010-11 have increased from 70 to 80, taking the deposits from 763 crores to 1,903 crores – i.e. more than double in 5 years. It is also to be noted that private sector bank such as ICICI, HDFC and Axis have shown interest in the district by opening up their branches. These companies have also widened their portfolio by including products such as Travel and Life Insurances amongst others.

Logistics and transportation sector in the district has been growing at a reasonable pace predominantly due to investments in road infrastructure, beside rail and air connectivity. It was noted that from year 2003-2008, the sector grew at a Compounded annual growth rate of 11.5%.Chhatarpur is well connected with other districts, and within the district with roads. With a stretch of 204.4km of National Highways and 167.0km of state highways, the district is connected with the surrounding districts and with cities like Indore and Bhopal. There is 479.6km of district main road running across the district; it is second highest in Madhya Pradesh after Bhopal district. Around 1676.5km is the length of pucca roads and 586.6km of kuchha roads.  The road length per 100 sq km is 26.1km. Rural road per village is 1.2 km, and it is higher than the state average of 0.9 km per village.[740]

### 15.18.3   Workforce Distribution in the district

### 15.18.3.1   Current Employment Scenario in Chattarpur

The worker's participation rate as per 2001 census stands at 40.2%. Among workers, employment share of cultivators is 59.8% and agricultural labourers at 12.7%. A major segment of working population is involved in agriculture. 83.9% of the rural working population is involved in cultivation and agricultural activities in the district.[741]

Contrary, around 69.2% of the urban working population is involved as a part of other workers category. This involves workers from secondary and tertiary sectors. The dependency ratio for the district is 95.0% and is higher than state average of 84.3%. This is an indication of majority of population being unemployed or underemployed. The percentage of marginal workers of age group 15-59 stands at 8.8% of the total population of Chhatarpur, and is lower than the percentage of non-workers in the district, which is at 15.6% of the population.[742]

Outward migration patterns were noticed, and often in September to March, people migrate from Chattarpur block to Khajuraho to find work in hotels[743]. These migrants are usually semi skilled. Students from the ITI like to move out and find work, usually to cities like Jhansi,Bhopal and Indore.[744]Each of them expected a salary of more than INR 10,000 and aspired to work in a government undertaking such as BHEL and Railways.

### 15.18.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Chattarpur has a significant demographic dividend, with a rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 7.29 lakh people participating in the

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[739] Primary Interactions with DIC, Chattarpur

[740] Public Works Department,2003, Bhopal.

[741]Census of India, 2001.

[742] Ministry of water Resources,  Central Ground Water Board,  North Central Region, Bhopal,  December'2007

[743] Primary Interaction with the village Sarpanch

[744] Primary interactions with students from ITI Chattarpur

labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.[745]

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Chhatarpur | 1958973 | 1234153 | 729731 | 680456 | 178424 |

### 15.18.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Chattarpur has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Chattarpur. According to the estimates, in the next 5 years, Chattarpur is expected to witness an incremental manpower requirement of 85,000[746]. Construction and real estate segment in secondary sector will be the largest employment generator in the district at 20 percent, while organized retail will provide an incremental employment at 22.5 percent of the total employment in the district.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 9704 | 0 | 0 | 8276 |
| Food Processing | 171 | 721 | 2533 | 149 | 626 | 2199 |
| Construction Material | 48 | 341 | 562 | 41 | 297 | 487 |
| Mineral Processing | 0 | 0 | 0 | 0 | 0 | 0 |
| Auto and Auto Components | 2 | 28 | 15 | 2 | 24 | 13 |
| Construction | 864 | 2177 | 14239 | 769 | 1939 | 12677 |
| IT&ITES | 12 | 226 | 0 | 16 | 296 | 0 |

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[745]KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

[746] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Healthcare | 161 | 3054 | 0 | 115 | 2184 | 0 |
| Transportations and Logistics | 221 | 528 | 3663 | 252 | 603 | 4187 |
| Retail | 957 | 2421 | 15766 | 792 | 2003 | 13044 |
| Hospitality | 178 | 893 | 2480 | 147 | 739 | 2052 |
| Communication | 225 | 1268 | 3013 | 270 | 1359 | 3766 |
| Banking & Financial Services | 243 | 504 | 4109 | 255 | 529 | 4309 |
| Education and Training | 165 | 3000 | 141 | 171 | 3093 | 162 |

### 15.18.4   Human Resource Development Scenario in the District

#### 15.18.4.1   Current State of Workforce Development

Chhatarpur ITI is one of the older ITI's started in the year 1984. Currently it offers 4 skill based courses which are Fitter, Carpenter, Electrician and Steno (Hindi). Looking at the demand from the local market,  it was noted that courses such as Diesel mechanic and Motor mechanic, if introduced, could be really beneficial. In the mechanical group, Welder stream could be introduced. In the sample of 10 students surveyed 90% were from Chhatarpur and the rest were noted to be from Panna, Damoh, Tikamgarh and Sagar districts.

| Human Resource Development Institutions in Chhatarpur | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 1 | 500 |
| Polytechnic(Vocational)[1] | 1 | 300* |
| ITI/ITC | 6 | 504** |
| Medicine(MBBS) | - | - |
| Pharmacy | 1 | 60 |

*Seats includes admission through PPT only **Assuming 3 courses per 4 ITC and an intake of 21 students per course

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district as evident from the number of registrations in District Employment Exchange[747]. As on March 2012, District

Employment Exchange had live registrations totaling 29,294 of which 97.5 percent belonged to the skilled youth category. However providing suitable employment opportunities to skilled youth has been a challenge in Chattarpur as well, just like

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[747] http://www.mprojgar.org/pdf/Skilled_labour.pdf

the other districts. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[748].The employment exchange representative emphasised that the main reason for high unemployment amognst the youth is due to pursuit of non-professional degrees such as B.COM, and B.A etc[749]

| Company | Job Role | Number of Candidates Selected |
|---------|----------|-------------------------------|
| Pearl Industries Security Pvt. Ltd., Ahmedabad | Security Guard | 07 |
| Panther, Ahmedabad | Security Guard | 54 |
| Bombay Intelligence Security, Raipur | Security Guard | 35 |
| Spantex Industries, Pithampur | Trainees Worker | 50 |
| Pratibha Syntex, Pithampur | Trainees Worker | 35 |

**Source:** Job Fair progress report2012

### 15.18.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 23,515 people in secondary and tertiary services and 30,400 people in total can be trained incrementally during the five year period of 2012-17.

**Potential Incremental Training Capacity  Chattarpur (2012-17)**



| | |
|---|---|
| Ministry of Building and ... | 7195 |
| Ministry of Agriculture | 6885 |
| Ministry of Labor | 5485 |
| Ministry of MSME | 2740 |
| Ministry of HUPA | 1970 |
| Ministry of Higher Education | 1600 |
| Ministry of IT and ... | 1145 |
| Ministry of Health and Family ... | 1130 |
| Ministry of Women and Child ... | 1050 |
| Other ministries | 700 |
| Ministry of Road Transport ... | 505 |
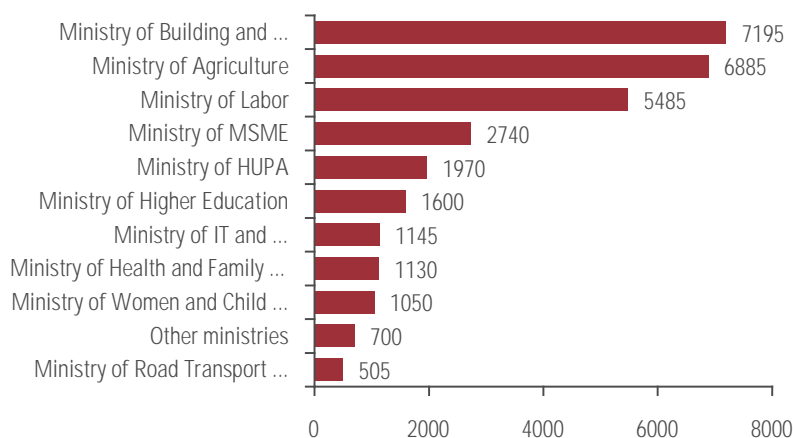
Government funded training schemes can meet only less than 50 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs.

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[748] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf
[749] Primary Interactions with the GM Employment exchange Chattarpur

### 15.18.5 District Specific Recommendations

There is sizeable opportunity in direct training of 59,000 odd manpower that cannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives to over 30,000 which will be funded by the government through its various skill development initiatives.Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of the retail industry, where there is limited penetration of training.Khajuraho block with an increase in tourism from all over the world would see a rise in organized hospitality and retail. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Growing Secondary and Tertiary sector with high proportion of Informal employment.
- Tourism, Retail along with Transportation and logistics sectors to provide significant employment opportunities.
- Potential for developing the furniture Industry considering that furniture from Chattarpur already has an established market.
- District youth aspirations to migrate and work in cities for better livelihood opportunities

It is to be noted that a huge Granite park is coming up on Tikamgarh-Sagar-Chattarpur belt and government shall give subsidies to help locals establish industries. Government also leases out quarries for period of 20 years in Katahara, Tehsil laundi. Presence of Khajuraho, Panna National park near Panna district, Pandava Waterfalls,Bhimkund, Raneh falls, Dhubela and Jatashankar is already promoting tourism in a big way.Rio Tinto's (Australian Diamond mining company) **Bunder project**is coming up in the area. Study determined the presence of 27.4 million carats in the Bunder region (seven times richer than Panna). This may require more mining professionals in the region.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increased participation from national/regional private training providers with focus on Retail, Diamond/Granite Mining,Tourism,Hospitality and Furniture, Diesel Mechanic and Welding |
| **Government** | - Provide fundamental/basic level skill training in the sectors of  Agriculture, Tourism and Food processing using government training schemes<br>- Aligning Livelihood training programs to industrial training requirements of   Food Processing, Agriculture and Tourism |
| **Private Skill Training Providers** | - Provision of training in  Retail, Mining, Welding, Diesel Mechanic and Hospitality<br>- Assessment of training provided by government departments in focus sectors<br>- Bridging basic skills of numeracy and communication |

## 15.19 Skill Gap Assessment of Gwalior District

### 15.19.1 Social Profile

#### 15.19.1.1 Demographics

Gwalior district comes under Gwalior division with its headquarters at Gwalior itself near Agra. As per Census 2011, Gwalior has a population of 20.30[750]. The density of population is around 445 per sq.km compared to 236 of Madhya Pradesh and 382 of India. When it comes to rural population, Gwalior has a percentage of 37.3%, which is lower than the state's average. The urbanization in the district is quite high with around 62.68% of people living in the urban areas; the population density is higher than state's average. There is a huge aspiration of urbanization in the district, which is a main factor for higher population density. Madhya Pradesh as a whole has urbanization of 27.63 %.[751]It ranks 4 when it comes to density of population compared to other districts of MP.[752] The male population in Gwalior District is around 53.71% and sex ratio is 862 per thousand males as per Census, 2011 which is significantly lower when compared to the State value of 930.

#### 15.19.1.2 Literacy

Literacy rate in the district is low and is around 77.9 percent[753] of the total population, but it is better compared to the average of 70.6 percent for Madhya Pradesh. The female literacy rate is 68.3% which is lower than the state average of 60%. The male literacy rate which is at 86.3% is also greater than the state average of 80.5%.The number of government/Non Government/ Registered Primary schools in the district is 1408 and 559 Middle schools. There are 66 high schools and 46 higher secondary schools in number.[754]It is to be noted that as per 2001 Census, literacy rate was overall 69.4%, hence a significant improvement over last 10 years could be noticed.

| District | Madhya Pradesh | Gwalior |
|---|---|---|
| Population(2011) | 72,597,565 | 2,030,543 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 24.4% |
| Population Density Per Sq.km(2011) | 236 | 445 |
| Level of Urbanization(2011) | 27.6% | 62.7% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 862 |
| Proportion of ST Population(2001) | 20.3% | 3.5% |
| Literacy Rate(2011) | 70.6% | 77.9% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 18.0% |

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[750] Census of India, 2011
[751] Census of India, 2011
[752] Census of India, 2011
[753]Census of India. 2011
[754] DISE statistics 2010-11

| | | |
|---|---|---|
| Number of Literates(2011) | 43,827,193 | 1,384,434 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 530,101 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.06 |
| Contribution to State Economy(2008-09) | - | 3.75% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 33,886 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 11.3% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 26.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 61.9% |

## 15.19.2  District Economy

The City of Gwalior in Madhya Pradesh is designated as Counter magnet city in the National CapitalRegion (NCR) plan - 1989. It is one at the counter magnet cities which are to play a role in reducing pressure on the growth of the Capital Region and the City of Delhi. Key economic activities in Gwalior district are mainly trade and commerce and Gwalior acts as the principal collection and distribution centre of the region.[755]It is predominantly Trade, Hotels, and Restaurants along with focus on manufacturing, construction, Real ownership activities, agriculture etc, that act as the main source of occupation.[756]Gwalior has predominantly been a service economy and hence has its highest share from the tertiary sector. The tertiary sector has been stable with a percentage share of around 62% over years.

**Gwalior Economic Growth**



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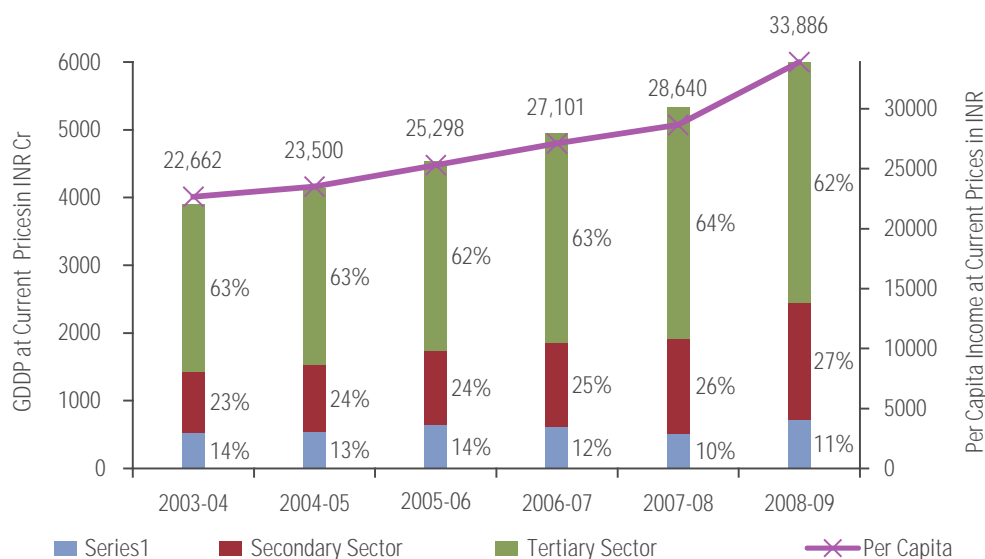
[755]Directorate of Economics and Statistics, Govt of Madhya Pradesh
[756] Directorate of Economics and Statistics, Govt. of Madhya Pradesh

The secondary sector has grown modestly and had a 27% share in 2008-09. There has been a steady increase in the per capita income from Rupees 22,662, in 2003-04 to 33,886 in 2008-09, which is higher than the state's average.

### 15.19.2.1  Agriculture and allied sectors

Rice, wheat, maize, corn and tuar grows abundantly in and around Gwalior.Per capita agriculture production of the cereals, pulses, food grains are increasing while the production rate of soybean is decreasing. Per capita cereal production increased from 195 Kg/hectare in 1998-99 to 205 Kg/hectare in 2003-04. Similar trend was also noticed for food grains whose per capita agriculture production went up from 1939 Kg/hectare to 2104Kg/hectare.Among workers, employment share of cultivators is 27.1 % and agricultural labourers at 7.6 %.A major segment of working population is involved in agriculture. 60.5% of the rural working population is involved in cultivation and agricultural activities in the district.[757] Approximately 2,17,278 hectares of land was available for agriculture in the year 2007-08 which has increased to 2,59,595 hectares in 2010-11.[758] It was noted that in the year 2009-10 the total area under the production of Wheat was approximately 94,000 hectares[759] which makes it the largest area grown under any particular crop.Out of total 1,810.23 hectares irrigated land, 1,128.48 hectares was irrigated from ground water sources. There were 14,698 tube wells and 33,048 dug wells up to the year 2006 for irrigation purpose.[760]The net sown area to the net geographical area is 56.8 %[761].Wheat is the most important food grain grown in the district. Mustard is the most important oil seed grown in the district. Between 2005-06 and 2008-09, usage of tractors in the district remained constant with 8,567 tractors being registered for usage of agriculture.[762]

### 15.19.2.2  Industry

Medium-large scale working industries are operational in the Gwalior district.Amongst them, the most prominent are Taj Group of Hotels, Railway Spring factory and J.B. Bangharam foods. The industrial estates of Gwalior have all the facilities that are needed for the development of the industries of Gwalior. The total number of Manufacturing companies noted for 2008-09 were around 72,000 - which includes both registered as well as unregistered firms.There are several areas managed by DTIC for industrial development. Some of them include old Industrial area Gwalior, Industrial area Gospura, Industrial area Biralanagar, Baraghata, Barai, Maharajpura and Biloua. Approximately 500 hectares of area fall under these Industrial blocks with the Old Industrial area Gwalior occupying more than 50% of the total area.[763] In fact, the existing industrial areas are said to be instrumental in the development of the industries in Gwalior. Some of the industries that form an integral part of Gwalior economy are Handicraft and hand loom industry, Tanning industry, Leather industry, Food packaging industry, FMCG, Electrical & Electronics, Agrochemical industries, Flavors and fragrance industries, Pharmaceuticals and dyes industries.[764]

Railway spring factory with an investment of over INR 50 crores is one of the biggest companies in the area. Other known industries dominant in the region are Food processing, Agro based and Chemical based.[765]Investmentof around 2,000crore

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[757] Ministry of water Resources,  Central Ground Water Board,  North Central Region, Bhopal,  December'2007
[758] District Statistical Handbook 2010
[759] District Statistical Handbook 2010
[760] Ministry of water Resources,  Central Ground Water Board,  North Central Region, Bhopal,  December'2007
[761] District Statistical Handbook 2010
[762] District Statistical Handbook 2010
[763] http://www.mpindustry.org/LandDetails.pdf
[764] Primary Interactions with the DIC
[765] Primary Interactions DIC Gwalior

is expected in an upcoming IT park, which may genete employment to the tune of 2,000 considering that there are several Engineering colleges in Gwalior.[766]

Of the total investment that has been made in the LMI category in Gwalior, Engineering based companies have a substantial share with an investment of close to 52 crores providing employment to 450 people. The main company in this category is Hindustan Vidyut Product Private limited and Railway spring factory. Large scale Agro based industries constitute over 7.2 percent[767] of the total investment and provide employment to over 700 people. Similarly Chemical based Industries in this segment constitute a 7 percent share, and provide employment to nearly 250 people.

It is to be noted that the Small scale industries from 2007 through 2012 have received Investments of close to 43 crores. The overall scenario has so far generated an Incremental employment of around 6,690.[768]Engineering and Engineering based (11.5%), Food processing (19.7%), Metal (12.1%) and Agro based (13.4%) constitute over 50% of the total Investments received in the SSI segment.[769]

**Growth of SSIs in Gwalior**
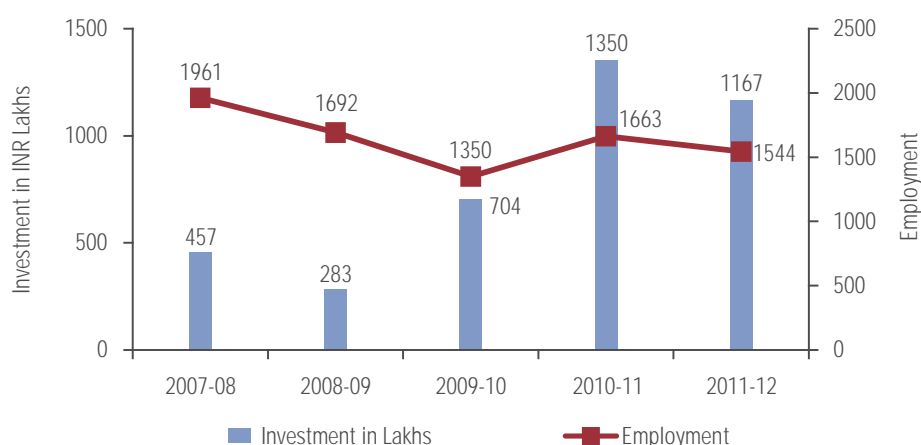


### 15.19.2.3   Services Sector

Services sector has been steadily growing in the district with a contribution of about 61 percent to GDDP. The sector grew at 16.25 percent between 2006-07 and 2008-09, driven mainly by the Hospitality Industry, Real Ownership and Transport segments besides Public Administration.[770]

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[766] http://dailypioneer.com/state-editions/bhopal/15482-conference-discusses-gwalior-it-potential.html
[767] Data received from Department of Industries, GoMP
[768] Data received from District Industry Center, Indore and AKVN Indore

[769] Based on the data received from DIC Gwalior
[770]Directorate of Economics and Statistics, Govt of Madhya Pradesh

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Trade Hotels and Restaurants | 111246 |
| Real Ownershio of Dwel. B. Sr. & … | 71963 |
| Other Services | 65075 |
| Transport by other means | 45880 |
| Public Administration | 44865 |
| Banking and Insurance | 28446 |
| Railways | 14934 |
| Communication | 14684 |
| Storage | 885 |
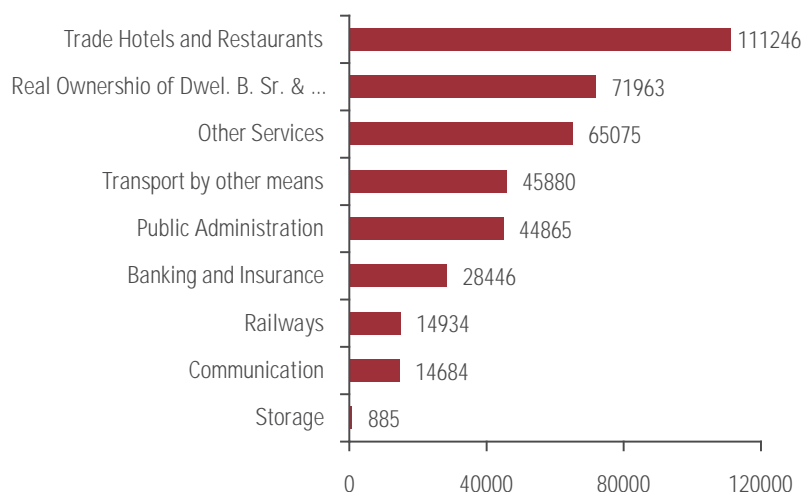
It is to be noted that the Hospitality Industry has registered a year on year CAGR of around 18.7%, showing a scope for training in this particular area. Gwalior is fast becoming a destination for Weekend tourism, leading to the development of Hotel Industry. Places such as the Gwalior fort, Scindia museum, Rani Laxmibai museum etc, attract a significant tourist crowd.[771]The presence of very famous Scindia School in the district attracts crowd from all over India, with affluent parents coming to meet their kids.

In the financial services space, bank branches in the district between 2007-08 and 2010-11 have increased from 131 to 146, taking the deposits from 3,460 crores to 8,476 crores, more than doubling in 5 years. It is also to be noted that private sector bank such as ICICI, HDFC and Axis have shown interest in the district by opening up their branches. These companies have also widened their portfolio by including products such as Travel and Life Insurances and ShareTrading services amongst others

Logistics and transportation sector in the district has been growing at a reasonable pace predominantly due to increase in road infrastructure beside the rail and air connectivity. It was noted that from year 2007-2008 the sector grew at a Compounded annual growth rate of 16.5%. Gwalior is well connected with other districts and within the district with pucca roads. With a stretch of 161.2 km of National Highways and 9.0km of state highways.There is 212.4 km of district main road running across the district along with 1079.3 km of pucca road and 165.7 km of kuchha road. The road length per 100 sq km is 23.9 km and rural road length per village is 1.1 km.[772]

### 15.19.3  Workforce Distribution in the district

### 15.19.3.1  Current Employment Scenario in Gwalior

The worker's participation rate as per 2001 census stands at 32.5 %. Among workers, employment share of cultivators is 27.1 % and agricultural labourers at 7.6 %.A major segment of working population is involved in agriculture. 60.5% of the rural working population is involved in cultivation and agricultural activities in the district.[773]

The dependency ratio for district is 75.3%, which is lower than state average of 84.3%.But even then, 3/4th of the dependent population are unemployed or underemployed. The percentage of marginal workers of age group 15-59 stands

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[771] Primary interactions with the DIC
[772] Public Works Department,2003, Bhopal.
[773] Ministry of water Resources,  Central Ground Water Board,  North Central Region, Bhopal,  December'2007

at 4.8% of the total population of Gwalior, and is lower than the percentage of non-workers in the district, which is at 27.1% of the population.[774]

Inward Immigration patterns were noticed from districts such as Tikamgarh, Bhind, Morena and Datia[775]. These migrants are usually labourers and work on farms, as Coolies and rickshaw pullers. Students from the ITI would like to stay in Gwalior and find work, and students from other districts studying in ITI Gwalior also felt likewise.[776]Each of them expected a salary of more than INR 8,000 and aspired to work in a company such as BHEL or railways.

### 15.19.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Gwalior has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 6.8 lakhs people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.[777]

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Gwalior | 2470271 | 1556270 | 679540 | 633655 | 341542 |

### 15.19.3.3   Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Gwalior has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Gwalior. According to the estimates, in the next 5 years, Gwalior is expected to witness a incremental manpower requirement of 1,74,000[778] with construction and real estate, retail and transportation and logistics sectors expected to provide significant employment opportunities.

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[774] Ministry of water Resources,  Central Ground Water Board,  North Central Region, Bhopal,  December'2007
[775] Primary Interaction with the village Sarpanch, Dabra Gram Panchayat
[776] Primary interactions with students from ITI Gwalior
[777]KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

[778] KPMG Estimates on Incremental Manpower Requirement

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | NA | NA | 4893 | NA | NA | 4161 |
| Pharma & Medicinal | 2 | 26 | 12 | 2 | 22 | 10 |
| Rubber and plastics | 53 | 486 | 520 | 46 | 422 | 451 |
| Food Processing | 350 | 1471 | 5170 | 303 | 1278 | 4488 |
| Fabrication | 39 | 360 | 372 | 33 | 313 | 323 |
| Paper & Paper Products | 51 | 459 | 510 | 44 | 399 | 443 |
| Chemical Products | 10 | 74 | 122 | 9 | 64 | 106 |
| Construction Material | 25 | 179 | 294 | 22 | 156 | 255 |
| Auto and Auto Components | 28 | 346 | 182 | 24 | 301 | 158 |
| Textiles | 4 | 16 | 51 | 3 | 14 | 44 |
| Mfg of Electrical Products | 11 | 132 | 76 | 10 | 114 | 67 |
| Construction | 1215 | 3063 | 20029 | 1082 | 2727 | 17831 |
| IT&ITES | 543 | 10322 | NA | 507 | 9626 | NA |
| Healthcare | 202 | 3845 | NA | 160 | 3037 | NA |
| Transportations & Logistics | 1181 | 2827 | 19614 | 1350 | 3232 | 22425 |
| Retail | 2301 | 5820 | 37900 | 1904 | 4816 | 31358 |
| Hospitality | 427 | 2148 | 5962 | 353 | 1777 | 4933 |
| Communication | 681 | 3833 | 9110 | 816 | 4109 | 11387 |
| Banking & Financial Services | 973 | 2020 | 16460 | 1020 | 2118 | 17259 |
| Education and Training | 389 | 7061 | 331 | 467 | 8435 | 441 |

### 15.19.4 Human Resource Development Scenario in the District

### 15.19.4.1 Current State of Workforce Development

Gwalior ITI currently has a good technical training Infrastructure. Currently, it offers 21 courses such as Technician, Wiremen, Draftsmen and Fitter amongst others. Students usually come from Morena, Bhind and Datia district despite of these districts having their own ITI's. The key reasons noticed for the same were good placements and reputation of Gwalior ITI. In the sample of 10 students surveyed 70% were from Gwalior and the rest were noticed to be from the nearby districts mentioned above.

| Human Resource Development Institutions in Gwalior | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 22 | 7,900 |
| Polytechnic(Vocational)[1] | 3 | 1300* |
| ITI/ITC | 14 | 1356** |
| Medicine(MBBS) | 1 | 140 |
| Pharmacy | 9 | 540 |

*Seats includes admission through PPT and Non PPT **Assuming 3 courses per 11 ITC and an intake of 21 students per course

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district, as evident from the number of registrations in District Employment Exchange[779].

As on March 2012, District Employment Exchange had live registrations totaling 64,330, of which 87.6 percent belonged to the skilled youth category. However providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of the youth in seeking government placements is high, notification of government sector jobs has not been very encouraging. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[780].The employment exchange representative emphasised that the main reason for high unemployment amogst the youth is because of the traditional studies such as B.COM, and B.A etc

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[779] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[780] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Company | Job Role | # of Candidates Selected |
|---|---|---|
| TCI,Gurgaon | Trainee Assistant | 262 |
| ArvindPvt.Ltd, Gandhinagar | Production trainees | 40 |
| Indian Army | Sainik | 955 |
| Maral Overseas, Khargon | Trainee | 37 |
| Shiv Shakti Biotech,Indor | Sales Executive | 185 |
| Cosmos Manpower | Operator/Helper | 100/23 |
| SKSDC | Security Guards | 33 |
| SBI Life Insurance | Advisor | 245 |
| Maral Overseas | Trainee Operator, ITI | 86 |
| Wesmet IndiaLtd, Mathura | ITI trainees | 16 |
| SSCI, Gurgaon | Security Guards | 42 |

## 15.19.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 58,880 people in secondary and tertiary services and 66,000 people in total, can be trained incrementally during the five year period of 2012-17.

**Potential Incremental Training Capacity  Gwalior(2012-17)**
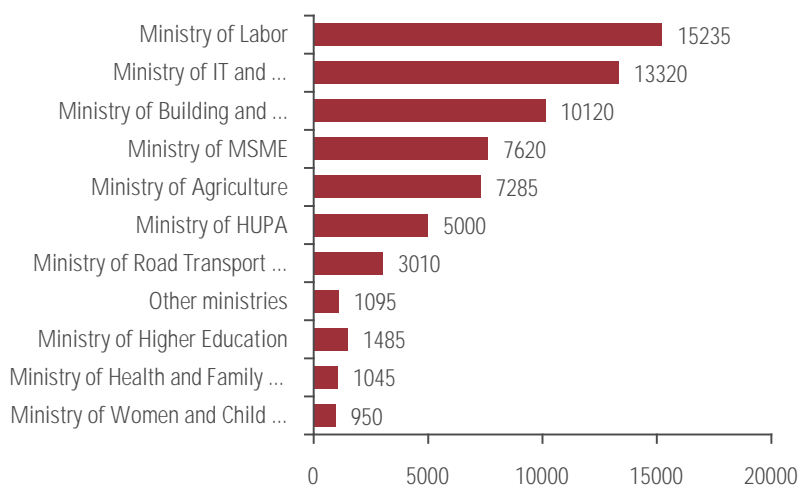
| Ministry | Capacity |
|---|---|
| Ministry of Labor | 15235 |
| Ministry of IT and ... | 13320 |
| Ministry of Building and ... | 10120 |
| Ministry of MSME | 7620 |
| Ministry of Agriculture | 7285 |
| Ministry of HUPA | 5000 |
| Ministry of Road Transport ... | 3010 |
| Other ministries | 1095 |
| Ministry of Higher Education | 1485 |
| Ministry of Health and Family ... | 1045 |
| Ministry of Women and Child ... | 950 |

Government funded training schemes can meet less than 50 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs.

### 15.19.5   District Specific Recommendations

There is sizeable opportunity in direct training of manpower that cannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives to over 58,000- which will be funded by the government through its various skill development initiatives. Gwalior being a tertiary sector driven economy, has significant opportunties for skill development over the next decade.

Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district:

· High employment potential in services sectors - **Retail, Transportation and Logistics, Communication and Construction** primarily in un-organized category
· **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower, specifically in financial intermediaries considering the high level of economic activity witnessed as a state's very important district and increase in lending and total deposits.
· Growth in commercial and industrial development in Gwalior has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**
· Being a service driven employment generation economy demand for specific roles in **sales and marketing** is expected to be high across sectors.
· Existing focus on training for informal sector by private skill training providers is low
· Public sector spending on skill training predominantly focusing on secondary and tertiary sectors.

Gwalior is fast becoming a destination for weekend tourism due to the presence of Gwalior Fort, Scindia museum, Gujari Mahal, Man Mandir Palace, Ghaus Mohammed's tomb, and also good connectivity with Delhi and Agra, along with presence of good hotels such as Taj. This is going to boost the demand for Hospitality professionals.

Plans of developing Gwalior into an IT hub may well materialize with an upcoming IT park and companies, availability of trained manpower, and companies such as Jain Pack looking to invest up to Rs. 2,000 crores in the district.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increased participation from national/regional private training providers with focus on<br>   o   Organized Retail,<br>   o   Travel, Tourism and Hospitality<br>   o   Warehousing/Logistics<br>   o   Banking and Financial services<br>   o   Communication |
| **Government** | · Provide fundamental/basic level skill training in the sectors such as<br>   o   Retail segments<br>   o   Transportation and Logistics<br>   o   Food processing<br>   o   Healthcare<br>   o   Manufacturing of Engineering/Electrical products<br>· Aligning Livelihood training programs for displaced agricultural labourers through training in<br>   o   Dairy farming, Livestock rearing – Goatery, Piggery<br>   o   Horticulture- Guava, Ber, Aomla, Mango,Pomergranate<br>   o   Spice Cultivation – Coriander, Turmeric,Ajwain |
| **Private Skill Training Providers** | · Provision of training in<br>   o   Organized retail, Travel tourism and Hospitality<br>   o   Insurance and Banking sectors<br>   o   Warehousing and Logistics<br>· Opportunity for setting up finishing school training for tertiary sectors such as those with high salary potential, where students will be willing to pay and learn ( both technical and non-technical category)<br>   o   Banking and Financial Services<br>   o   IT&ITES<br>· Assessment of training provided by government departments in the sectors mentioned above<br>· Bridging basic skills of numeracy and communication |
| **Industry** | · To create placement linkage opportunities in training institutions<br>· Initiate and support modular employability skill training in collaboration with private players/Government |

## 15.20    Skill Gap Assessment of Morena District

### 15.20.1   Social Profile

#### 15.20.1.1   Demographics

Morena district comes under Chambal division with its headquarters at Morena town. As per Census 2011, Morena has a population of 19.65[781]lakh which constitutes 2.7% of total Madhya Pradesh population. The density of population is around 394 per sq.km compared to 236 of Madhya Pradesh and 382 of India, as per Census, 2011. When it comes to rural population, Morena has a percentage of 76.06%, which is much higher than the state's average. The urbanization in the district is very low with only 17.4% of people living in the urban areas.The population density is higher than state's average. It ranks 5 when it comes to density of population, compared to other districts of MP.[782] The male population in Morena District is around 54.36% and sex ratio is 839 per thousand males as per Census, 2011. The sex ratio of children below age of 6 is also lower, and has declined over the last decade. There are only 825 girl child per thousand male child, which is lower than the 2001 Census figures of 837 per thousand.

#### 15.20.1.2   Literacy

Literacy rate in the district is low, and is around 72.07 percent[783] of the total population - but it is better in comparison to 70.6 percent for Madhya Pradesh. Female literacy rate is 57.64% which is lower than the state average of 60%. The male literacy rate at 84.22% is, however, greater than the state average of 80.5%.The number of government/Non Government/ Registered Primary schools and Middle schools in the district is 1,936 and 552respectively. There are 99 high schools and 112 higher secondary schools in number.[784]The HDI index for education stands at 0.715 with the children's expectancy in schools at 1.000 and literacy at 0.572[785].

| District | Madhya Pradesh | Morena |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,965,137 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 23.4% |
| **Population Density Per Sq.km(2011)** | 236 | 394 |
| **Level of Urbanization(2011)** | 27.6% | 23.9% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 839 |
| **Proportion of ST Population(2001)** | 20.3% | 0.8% |
| **Literacy Rate(2011)** | 70.6% | 72.1% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 26.6% |

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[781] http://morena.nic.in/glance.html
[782] Census of India, 2011
[783] http://morena.nic.in
[784] http://morena.nic.in/education.html
[785] Human development Index, 2005, UNDP Report on Madhya Pradesh

| | | |
|---|---|---|
| Number of Literates(2011) | 43,827,193 | 1,200,551 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 514,697 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.11 |
| Contribution to State Economy(2008-09) | - | 1.87% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 17,526 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 33.2% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 24.7% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 42.1% |

### 15.20.2 District Economy

Key economic activities in Morena district are mainly agriculture and trade/commerce. Morena being an important center for agricultural production, has enabled the emergence of agri-industry related activities. There is an increment in the growth of the primary sector, secondary sector and tertiary sector. But the growth rate of primary sector, which was 5.25% in 2005-06 to 2006-07, and 4.67% in 2006-07 to 2007-08 declined due to increment in the growth rate of secondary sector and tertiary sector. The tertiary sector is constantly growing at an average of around 9.9%.Although there has been an increase in the per capita income from INR 11,770 in 2003-04 to 17,526 in 2008-09, the per capita still remains lower than the State/National average.

**Morena Economic Growth**
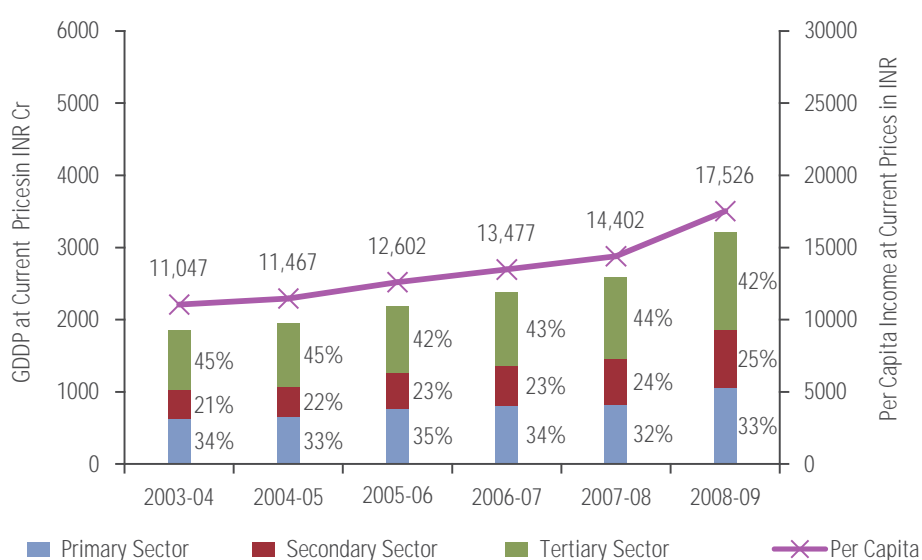
### 15.20.2.1 Agriculture and allied sectors

Wholesale business of agricultural produce is one of the most important activities in Morena. Around 79.18% people of Morena work in agriculture and allied activities. Towns and villages of Morena depend on Morena APMC market for trading of their agricultural produce. Sarson (Mustard), Bajra, Turaiya, Chana, Tuar Dal etc are major agricultural production in Morena[786]. It is to be noted that Morena is called the "**Yellow belt of India"** for the fine Alluvial soil drained by the Chambal river is appropriate for the cultivation of Mustard crop.A major segment of working population is involved in agriculture. 80.4% of the rural working population is involved in cultivation and agricultural activities in the district.[787]  Among workers, employment share of cultivators is 62.6% and agricultural labourers at 6.9%..It was noted that in the year 2009-10 the total production of Rai/Mustard was 196.4 thousand metric tonnes[788] and that of Wheat was 179.7 thousand metric tonnes.The net sown area to the net geographical area is 53.7 % and net sown area is 2,68,100 hectare.Wheat is the most important food grain grown in the district. Mustard is the most important oil seed grown in the district. Major kharif crop is Bajra.Canal is the major source of irrigation which accounts for 42.94 percent of the total irrigated area. The average rainfall in the district is 750 mm.[789]

Between 2005-06 and 2008-09, usage of tractors in the district grew at 2.2% percent CAGR, indicating a heavy reliance on Non-mechanized ways of farming such as Bullock carts and Wooden or Iron ploughs.[790]

### 15.20.2.2  Industry

67 small scale working industries are operational in the Industrial development Centre Banmore of Morena district.23 small scale working industries are operational elsewhere in the district. 8 medium & 3 large scale industries are also operational in Industrial development Centre Banmore. There are 2 exports units. There are several areas managed by DTIC for industrial development. Some of them include[791]Industrial Estate Morena, Industrial area Morena, Industrial area Kutarwali and Hingona Khurd.Packaging material, plastic container, pipes, Animal husbandry and Oil Mills are some of the key industries of Morena. J.K tyres and KS oil mills with an investment of above INR 1,000 crores are some of the biggest companies in the area. Other known industries dominant in the region are Food based, Bricks manufacturing and paper and printing.[792]

Of the total investment that has been made in the LMI category in Morena, Rubber and Plastic based companies have a substantial share. The main company in this category is J.K tyres which manufactures tyres and tyre tubes after making an investment of more than 425 crore. This industry grants employment to more than 1,600 people.Agro based industries constitute over 7 percent[793] of the total investment, and provide employment to around 300 people. Oil mills have made Morena their base due to the availability of Mustard.

It is to be noted that from 2007 through 2012, the Small scale industries have received significant Investments of close to 844 lakh only in the year 2011-12. A large reason for the same, has been attributed to the ease out of Industrial policy. Incremental employment generated so far, is around 4,200.[794]Engineering and Engineering based (35.2%), Food and allied (22%) and Construction based (20.4%) constitute over 50% of the total Investments received in the SSI segment during

[786] District Statistical Handbook 2010
[787]Census of India, 2001.
[788] District Statistical Handbook 2010
[789] District Statistical Handbook 2010
[790] District Statistical Handbook 2010
[791] http://www.mpindustry.org/LandDetails.pdf
[792] Primary Interactions DIC Morena
[793] Data received from Department of Industries, GoMP
[794] Data received from District Industry Center, Indore and AKVN Indore

2011-12. Beside this, Metal and Metal-based companies along with Cold storages, also had investments in this segment.[795]

**Growth of SSIs in Morena**
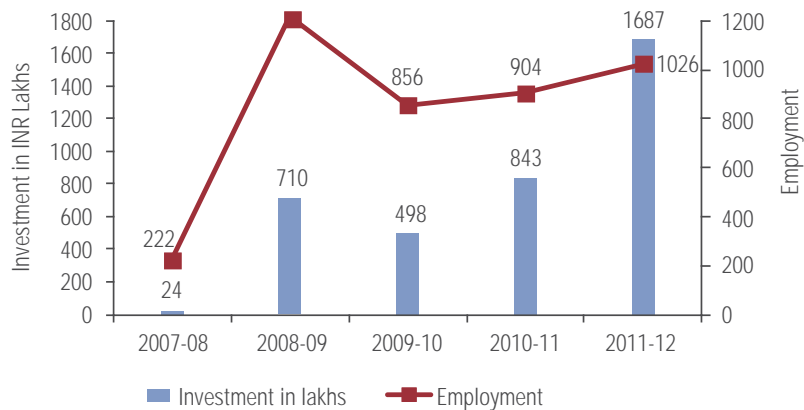


### 15.20.2.3  Services Sector

Services sector has been steadily growing in the district with a contribution of about 29 percent to GDDP. The sector grew at 8.5 percent between 2006-07 and 2008-09, driven by Hospitality and Transport segments besides Public Administration..[796]

**Contribution of Services Sector to GSDP (2008-09)**
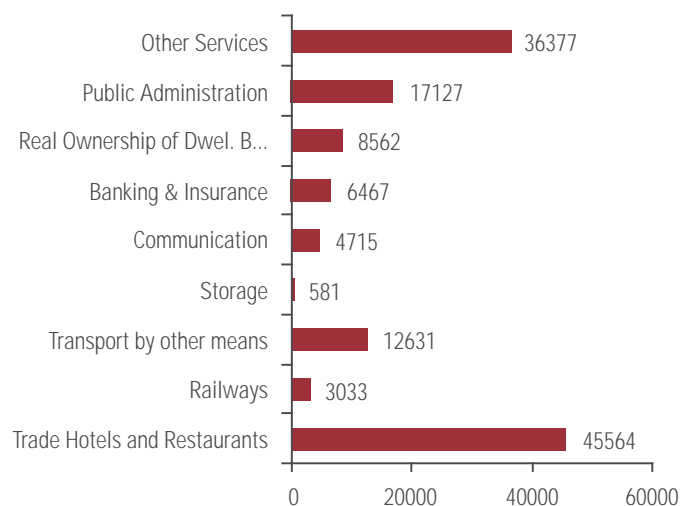


It is to be noted that Hospitality Industry has registered a year on year CAGR of around 18% showing a scope of training in this particular area. There are some tourists sites such as Sihoniyas (the capital of Kuchhwahas), the fort of Sabalgarh and Pahadgarh (cave paintings) that are also worth visiting.Considering that the Government of Madhya Pradesh is promoting tourism in a big way, the hospitality industry is also getting a boost simultaneously.

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[795] Based on the data received from DIC Morena
[796]Directorate of Economics and Statistics, Govt of Madhya Pradesh

In the financial services space, between 2007-08 to 2010-11, bank branches in the district have increased from 59 to 69, taking the deposits from 676 crores to 1,523 crores. It is also to be noted that private sector banks such as ICICI, also have shown interest in the district by opening up their branches. These banks have also started selling multiple financial services-related products to their customer base showing a scope of financial sector in coming years.

Logistics and transportation sector in the district has been growing at a rapid pace predominantly due to increase in road infrastructure beside the rail and air connectivity. Morena can be reached by air via the airport in Gwalior, which is about 46 kilometers away. The district can also be reached by road via the Agra-Mumbai National Highway, and by railroad on the main trunk broad gauge railway that joins Delhi-Madras and Delhi-Bombay via Bhopal. It was noted that businessmen mainly from Agra and Delhi often come to Morena for purchasing Mustard for their factories, which probably led to the development of Hospitality Industry.Morena is well connected with other districts and within the district with roads. With a stretch of 34.0 km of National Highways and 178.8 km of state highways, the district is connected with the surrounding districts, and with cities like Indore and Bhopal. Morena is well connected by train services to all parts of the country including metros like Delhi, Mumbai, Chennai, Pune, Hyderabad, Jaipur, Indore and other major cities, direct connectivity by train are available to these cities . Express train such as the Bhopal Express, Taj Express and Bhopal Shatabdi and many more, stop at Morena. Morena is located on the Delhi-Bhopal Railway route, it takes 4 hours to reach Delhi and 6 hours to reach Bhopal from Morena by train.

### 15.20.3   Workforce Distribution in the district

### 15.20.3.1   Current Employment Scenario in Morena

The worker's participation rate as per 2001 census stands at 37.0%. Among workers, employment share of cultivators is 62.6%, and agricultural labourers at 6.9%.Around 80.4% of the rural working population is involved in cultivation and agricultural activities in the district.[797]On the other hand, around 83.0% of the urban working population is involved as a part of other workers category. This involves workers from secondary and tertiary sectors. Apart from the people who are into administration, majority of people are involved in agricultural production, business, trade and commerce, small scale industries.[798]

The dependency ratio for the district is 92.2%, and is higher than state average of 84.3%. This is an indication of the majority of the population being unemployed or underemployed. The percentage of marginal workers of age group 15-59 stands at 7.4% of the total population of Morena, and is lower than the percentage of non-workers in the district, which is at 14.6% of the population.

There are no significant Immigration patterns that were noticed. Students from the ITI would like to migrate to better cities such as Gwalior, Indore and Bhopal to find work and to live in a more affluent society[799]. However, if they could find a job in Morena itself, they would like to stick to their hometown. Often, after the cutting season of Mustard, a village wise migration in noticed only for doing NREGA based activities.

### 15.20.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Morena has a significant demographic dividend with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 7.5 lakh people participating in the

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[797]Census of India, 2001.
[798]Directorate of Economics and Statistics, Govt of Madhya Pradesh
[799] Primary interactions with students from ITI Morena

labourmarket system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.[800]

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Morena | 2383000 | 1501290 | 750735 | 700042 | 325643 |

### 15.20.3.3   Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Morena has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in Morena. According to the estimates, in the next 5 years, Morena is expected to witness an incremental manpower requirement of 78,000[801]. Construction and real estate segment in secondary sector will be the largest employment generator in the district followed by transportation, logistics and warehousing. In the tertiary sector, retail sector will provide the highest number of jobs within the segment.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | NA | NA | 9671 | NA | NA | 8233 |
| Pharma & Medicinal | 0 | 5 | 2 | 0 | 4 | 2 |
| Rubber and plastics | 26 | 242 | 259 | 23 | 210 | 225 |
| Food Processing | 134 | 563 | 1977 | 116 | 488 | 1716 |
| Fabrication | 31 | 289 | 299 | 27 | 251 | 260 |
| Paper & Paper Products | 13 | 119 | 132 | 11 | 103 | 114 |
| Chemical Products | 17 | 120 | 197 | 14 | 104 | 171 |

---

[800]KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[801] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Construction Material | 5 | 33 | 54 | 4 | 28 | 46 |
| Auto and Auto Components | 1 | 7 | 4 | 1 | 7 | 4 |
| Textiles | 14 | 61 | 198 | 12 | 53 | 172 |
| Mfg of Electrical Products | 10 | 120 | 69 | 9 | 104 | 61 |
| Construction | 753 | 1896 | 12402 | 670 | 1688 | 11041 |
| IT&ITES | 13 | 253 | NA | 17 | 331 | NA |
| Healthcare | 160 | 3033 | NA | 158 | 2995 | NA |
| Transportations & Logistics | 414 | 991 | 6874 | 473 | 1133 | 7860 |
| Retail | 942 | 2384 | 15523 | 780 | 1972 | 12844 |
| Hospitality | 175 | 880 | 2442 | 145 | 728 | 2021 |
| Communication | 219 | 1231 | 2925 | 262 | 1319 | 3656 |
| Banking & Financial Services | 221 | 459 | 3742 | 232 | 482 | 3924 |
| Education and Training | 271 | 4913 | 231 | 295 | 5319 | 278 |

### 15.20.4 Human Resource Development Scenario in the District

### 15.20.4.1 Current State of Workforce Development

Morena currently lacks a good Education Infrastructure. The ITI in Morena is an Ambedkar ITI and admits boys only from SC category, and is notopened up for the general category. Higher education, more specifically technical education, has achieved considerable growth over the past five years in the state. In the sample set of students who were interviewed, the representation of the home district was almost 80% among vocational students, with representations from Ambah, Gwalior, Datia and Bhind in the remaining 20%.

| Human Resource Development Institutions in Morena | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 3 | 1,200 |
| Pharmacy[1] | 7 | 650 |
| Polytechnic(Vocational)[1] | 2 | 120 |
| ITI/ITC | 2 | 242 |
| Medicine(MBBS) | 0 | 0 |

Capacity expansion in higher/vocational education institutions, along with government funded schemes, has positively impacted the growth of available skilled workforce in the district, as evident from the number of registrations in District Employment Exchange[802]. As on March 2012, District Employment Exchange had live registrations totaling 20,669, of which 95 percent belonged to the skilled youth category. However providing suitable employment opportunities to skilled youth has been a challenge in the district. While the interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[803].

| Company | Job | # of Candidates |
|---|---|---|
| Epos Health India, Gurgaon | Surveyor | 56 |
| Security Skills Council of Gurgaon | Security Guard | 106 |

### 15.20.4.2 Incremental Training Capacity in the District

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 35,765 people in secondary and tertiary services and 47,000 people in total can be trained incrementally during the five year period of 2012-17.

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[802] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[803] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

**Potential Incremental Training Capacity, Morena (2012-17)**

| Scheme | Value |
|---|---|
| Ministry of Health and Family Welfare | 1020 |
| Manpower Development, Ministry of ... | 1445 |
| Ministry of HUPA | 1745 |
| Training Programs under other ... | 2745 |
| Manpower Development, Ministry of ... | 3285 |
| Skill Training for Construction Activity | 6265 |
| Ministry of Labor | 6575 |
| Manpower Development, Ministry of ... | 11200 |
| Manpower Development, Ministry of ... | 12685 |
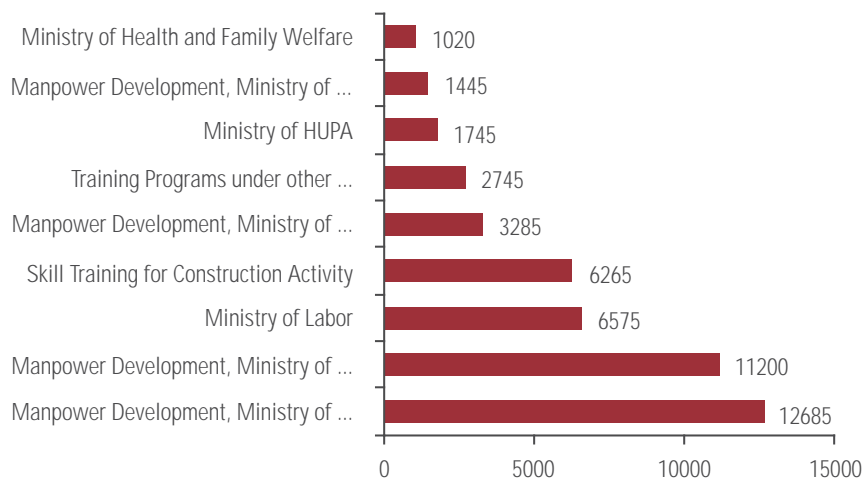
Government funded training schemes can meet 60% of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 31,000 of manpower without government funded training.

### 15.20.5  District Specific Recommendations

There is a sizeable opportunity in direct training of manpower that cannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives which will be funded by the government through its various skill development initiatives.Morena being a Primary as well as teriary sector driven economy, has significant opportunities for skill development over the next decade. It is to be noted that even the Secondary sector growth is on the rise, with the number of manufacturing firms on the rise (both registered and unregistered)

Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district:

- High employment potential in services sectors - **Retail, Transportation and Logistics, Tourism** primarily in un-organized category
- **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower considering multiple range of financial products being introduced by financial Institutions operating in Morena.
- Growth in commercial and industrial development in nearby regions such as Gwalior, Delhi, Gurgaon, Agra, has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**
- Being a service driven employment generation economy demand for specific roles in **sales and marketing** is expected to be high across sectors.

Morena geographically falls in the Chambal region, which brings with it,very fertile Alluvial Soil due to the presence of Chambal river basin, enabling a very high production of mustard. This may help develop industries such as Mustard oil milling, considering that Morena is popularly known as the "Yellow belt of India"

Presence of large forests towards the south may well promote Painting and lacquered woodcraft.It is also to be noted that Wood carvers of Madhya Pradesh are considered some of the finest in India.

Tourism is another area which will see more jobs adding in the near future considering the presence Presence of Sihoniya (the capital of Kachwahas), Pahadgarh (Cave paintings), Padawali (from Gupta period) and the fort of Sabalgarh, Chambal sanctuary.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increased participation from national/regional private training providers with focus on the following sectors Retail, Banking and Financial Services including Insurance, Tractor and Diesel Mechanics, Mining and Hospitality |
| **Government** | · Provide fundamental/basic level skill training in the sectors of construction, transportation and logistics, food processing using government training schemes<br>· Aligning Livelihood training programs to industrial training requirements of construction, transportation and logistics and Food Processing |
| **Private Skill Training Providers** | · Provision of training in Retail, Hospitality, Mining, Diesel Mechanics and Banking sectors<br>· Assessment of training provided by government departments in sectors of construction, transportation and logistics and Food Processing<br>· Bridging basic skills of numeracy and communication |
| **Industry** | · To create placement linkage opportunities in training institutions |

## 15.21    Skill Gap Assessment of Bhind District

### 15.21.1   Social Profile

#### 15.21.1.1   Demographics

Bhind district comes under Chambal division with its headquarters at Bhind itself. As per Census 2011, Bhind has a population of 17.03[804]lakh which constitutes 2.3% of total Madhya Pradesh population. The density of population is around 382 per sq.km compared to 236 of Madhya Pradesh and 382 of India, as per Census, 2011.The population density is higher than the state average, and Bhind ranks at 6 when it comes to density of population, compared to other districts of MP.  When it comes to rural population, Bhind has a percentage of 76.27%[805]. The urbanization in the district is very low, with only 23.7% of people living in the urban areas. The male population in Bhind District is around 54.44% and sex ratio is 838 per thousand males as per Census, 2011. The sex ratio of children below the age of 6, is also lower, and has declined over the last decade. There are only 834 girl children per thousand male children.The decadal growth in population of Bhind is 19.25% compared to 17.19% in the previous decade and state's average of 20.3% for 2001-2011[806]

#### 15.21.1.2   Literacy

Literacy rate in the district is around 76.07 percent[807], which is better than the average of 70.6 percent for Madhya Pradesh. As per 2001 census, literacy rate was overall 70.52 % which is a significant improvement. The female literacy rate is 64%, which is again higher than the state average of 60%. The male literacy rate which is at 87.22%, is also greater than state average of 80.5%. The number of primary schools in the district is 1,769, and middle and high schools are 731 and 109 in number.  There are 35 higher secondary schools. The HDI index for education stands at 0.759 with the children's expectancy in schools at 1.000 and literacy at 0.638[808].

| District | Madhya Pradesh | Bhind |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,703,562 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 19.3% |
| **Population Density Per Sq.km(2011)** | 236 | 382 |
| **Level of Urbanization(2011)** | 27.6% | 25.4% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 838 |
| **Proportion of ST Population(2001)** | 20.3% | 0.5% |
| **Literacy Rate(2011)** | 70.6% | 76.6% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 23.2% |

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[804] Census of India, 2011
[805] Census of India, 2011
[806] Census of India,2011
[807] http://bhind.nic.in
[808] Human development Index, 2005, UNDP Report on Madhya Pradesh

| | | |
|---|---|---|
| Number of Literates(2011) | 43,827,193 | 1,119,675 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 384,808 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |
| Contribution to State Economy(2008-09) | - | 1.50% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 16,439 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 32.8% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 25.6% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 41.6% |

### 15.21.2  District Economy

Key economic activities in Bhind district are mainly agriculture, dairy, poultry and farming. Bhind's positionas an important center for agricultural production, has enabled emergence of agri-industry related activities. There is increment in the growth of the secondary sector, whereas tertiary sector has remained more or less stable with approximately 42% contribution to the district economy in 2008-09. It is to be noted that the secondary sector saw a growth of 18% compounded annually, over 5 years i.e from 2003-04 to 2008-09. During the same time the primary sector grew at just around 9% and tertiary at 12.5%.Although there has been an increase in the per capita income from INR 10,845 in 2003-04 to 16,439 in 2008-09, the per capita still remains lower than the State/National average.According to GDDP data, Bhind district constitutes 1.486% of the GDP of the state. [809]

**Bhind Economic Growth**
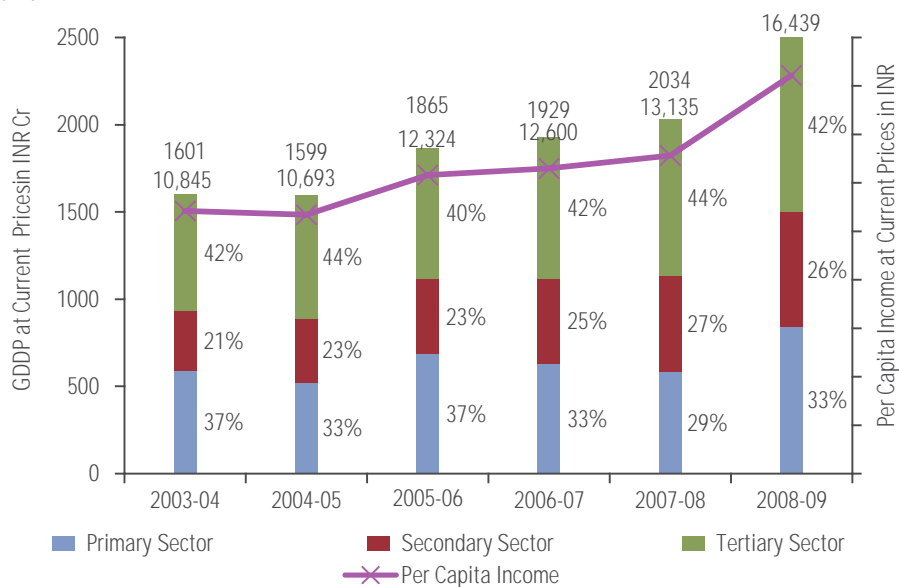
[809]Directorate of Economics and Statistics, Govt of Madhya Pradesh, GDDP, 2007-08 at current prices.

### 15.21.2.1 Agriculture and allied sectors

Bhind district is primarily an agricultural district with fertile soil drained by the Chambal river, Sindh river and the tributary stream Kwari, Pahuj rivers. The major soil type is Deep Alluvial Soils. Wheat, Rice, Jawar, Maize, Tur, and Soyabean are the major crops sown in the district.[810] The average rainfall in the district is 705.1 mm[811]. The net sown area and cultivable area are 3,298.82 square km and 3,406.25 square km respectively.[812]Out of total 1,09,700 hectares irrigated land. There were 708 tube wells and 10,031 dug wells, 6 ponds, 3 canals up to the year 2006, for irrigation purpose.[813]Dugwells hence form the main source of Irrigation, as they irrigate around 658.60 Sq. Km of land.

Around 58% of the land is under cultivation, with a very small portion under cultivable waste land (2%). Around 13% of the land is not available for cultivation, and 5% constitutes follow land[814]. The land in the category of others, excludes both fallow land and cultivable waste land. Over all ground water development of the district is 25.03% and all the blocks of the district falls in safe category of ground water development.The percentage of net sown area to total geographical area (4,459 sq. km.) is 58.3% while percentage of Net Irrigated to Net Sown Area is 55.7%. The cropped area under food grains is 282,000 Hectares[815]. The district receives maximum rainfall during the south west monsoon period i.e. June to September. About 91.9% of the annual rain fall happens during the monsoon season, thus surplus water for ground water recharge is available during the period from June to September. The maximum rainfall of Bhind district is 820.7 mm in Gohad, and minimum 640.8 mm is at Mehgaon.[816]Between 2005-06 and 2008-09, usage of tractors in the district grew at just 2.2% CAGR, indicating a heavy reliance on non-mechanized ways of farming such as Bullock carts and Wooden or Iron ploughs.[817]

### 15.21.2.2 Industry

Bhind has two industrial growth centers, Malanpur & Ghirongi. Malanpur has 625 Hectares while Ghirongi has 833 Hectares of land under the respective Industrial zones.About 417 small scale industries have been established through District Industry Centre, Bhind.  About 2,340 people are employed in these industries. Khad Gramudyog has established about 48 small scale industries which are providing employment to over 600 people.There are several areas managed by DTIC for industrial development. Some of them include:[818]Semi Urban Industrial estate, Bhind, Industrial Area-Daboh, Gramin Karmshala-Mehgaon. Some of the prominent Industries in the district are, Atlas cycles Ltd., Malanpur, AVN tubes Ltd., Cadbury India Ltd.Flex Industries Ltd., Godrej Soaps Ltd., Hotline CPT ltd., Hotlines glass Ltd., Ranbaxy labs, NHK spring India,Kodak India, Sterling Agro and so forth.

Of the total investment that has been made in the LMI category in Bhind, Electronics engineering based companies have a substantial share. The total share is around 33% with an investment of more than 790 crore. This industry grants employment to more than 4,000 people. Rubber and Plastic industries constitute over 17 percent[819] of the total investment, and provide employment to around 1,000 people. Similarly, metal-based companies also form a total share of around 17% in the district.

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[810] District statistical Handbook
[811] District Statistical Handbook
[812]Ministry of water Resources, Central Ground Water Board-Madhya Pradesh
[813]Ministry of water Resources, Central Ground Water Board-Madhya Pradesh
[814] District Statistical Handbook,2010
[815] UNDP Report : District profiling, District fact sheet, 2007
[816]Ministry of water Resources, Central Ground Water Board-Madhya Pradesh
[817] District Statistical Handbook 2010
[818] http://www.mpindustry.org/LandDetails.pdf
[819] Data received from Department of Industries, GoMP

It is to be noted that the Small-scale industries from 2007 through 2012, have received significant Investments of close to Rs. 40 crores. The overall scenario has so far generated an Incremental employment of around 3249.[820]Metal based (28.32%), Plastic households (20.45%) and Chemical based (16.45%) constitute over 50% of the total Investments received in the Bhind district. Beside this, Food processing and Agro based companies also received investments in the SSI segment[821].

**Growth of SSIs in Bhind**
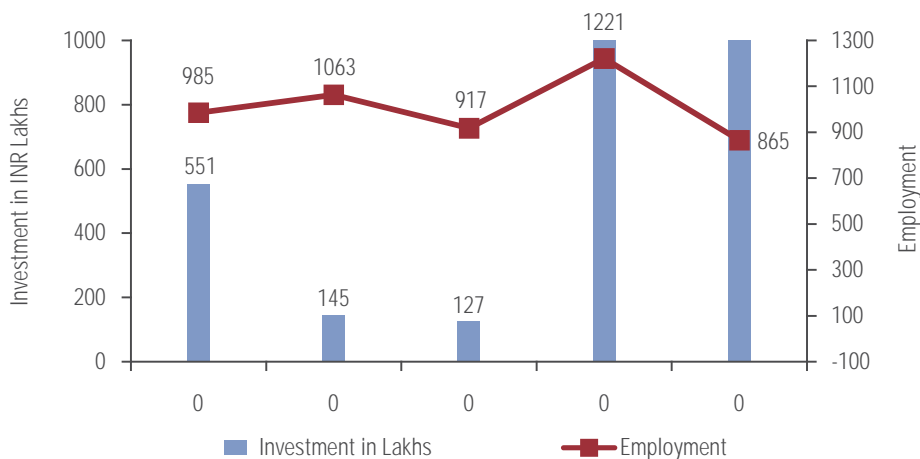


### 15.21.2.3   Services Sector

Services sector has been steadily growing in the district, with a contribution of about 41 percent to GDDP. The sector grew at 9.8 percent between 2003-04 and 2008-09, driven by Hospitality, Financial Services, Healthcare and Public Administration.[822]

**Contribution of Services Sector to GSDP (2008-09)**



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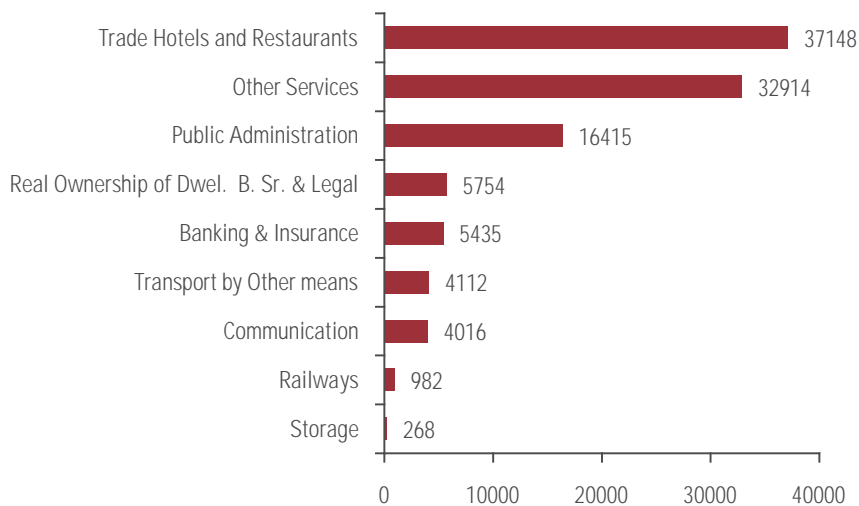
[820] Data received from District Industry Center, Indore and AKVN Indore

[821] Based on the data received from DIC Bhind

[822]Directorate of Economics and Statistics, Govt of Madhya Pradesh

It is to be noted that Hospitality Industry has registered a year on year CAGR of around 19%, which indicates a scope for training in this particular area. The reason for this growth,is the growth of Malanpur Industrial belt, which has been shifted from the Gwalior Industrial division to Bhind Industrial division. This has brought about development of 2 and 3 star hotels in and around this area.

In the financial services space, between 2007-08 to 2010-11 bank branches in the district have increased from 53 to 63, taking the deposits from 595 crores to 1,366 crores. It is also to be noted that private sector bank such as ICICI also have shown interest in the district by opening up their branches. These banks have also started selling multiple financial services related products to their customer base showing a scope of financial sector in coming years.

Logistics and transportation sector in the district has been growing at a rapid pace predominantly due to increase in road infrastructure beside the rail and air connectivity. Bhind is well connected with other districts by roads like Gwalior, Datia, Morena, Etawah, Kanpur, Jalaun, and within the district, with roads. Bhind is also connected by railway with Gwalior. With a stretch of 82.0 km of National Highways and 212.0km of state highways, the district is connected with the surrounding districts and with Uttar Pradesh border. There is 295.0 km of district main road running across the district along with 1,246.9 km of pucca road and 185.2 km of kuchha road.

### 15.21.3   Workforce Distribution in the district

### 15.21.3.1   Current Employment Scenario in Bhind

The worker participation rate as per 2001 census stands at 38.0%. Among workers, employment share of cultivators is 59.7% and agricultural labourers at 12.3%. Around 82.6% of the rural working population is involved in cultivation and agricultural activities in the district.[823]Around 69.2% of the urban working population is involved as a part of other workers category. This involves workers from secondary and tertiary sectors. Apart from the people who are into administration, majority of people are involved in agricultural   production, business, trade and commerce, small scale industries.[824]

The dependency ratio for the district is 90.2%, and is higher than state average of 84.3%. This is an indication of the majority of the population being unemployed or underemployed. The percentage of marginal workers of age group 15-59 stands at 7.6% of the total population of Bhind, and is lower than the percentage of non-workers in the district, which is at 20.4% of the population.[825]

Significant Emigration patterns were noticed, with students from the ITI migrating to cities such as Gwalior, Indore and Bhopal to find work and to live in a better society[826]. Students even worked in the Malanpur block and considered travelling back and forth on daily basis from their villages. It was noticed that, if each one of the students interviewed, could find a job in Bhind itself, then they would like to stick to their hometown.

### 15.21.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Bhind has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 6.45 lakh people participating in the

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[823]Census of India, 2001.
[824]Directorate of Economics and Statistics, Govt of Madhya Pradesh
[825]Census of India, 2001.
[826] Primary interactions with students from ITI Bhind

labourmarket system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.[827]

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Bhind | 2050406 | 1291756 | 645544 | 601953 | 272502 |

### 15.21.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Bhind has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Bhind. According to the estimates, in the next 5 years, Bhind is expected to witness an incremental manpower requirement of 58,700[828]. Construction and real estate segment in secondary sector will be the largest employment generator in the district. In the tertiary sector, retail sector will be the largest employment generator.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 8961 | 0 | 0 | 7629 |
| Pharma & Medicinal | 0 | 2 | 1 | 0 | 1 | 1 |
| Rubber and plastics | 29 | 263 | 281 | 25 | 228 | 244 |
| Food Processing | 11 | 48 | 169 | 10 | 42 | 146 |
| Fabrication | 18 | 167 | 173 | 16 | 145 | 150 |
| Paper & Paper Products | 0 | 1 | 1 | 0 | 1 | 1 |
| Chemical Products | 29 | 209 | 343 | 25 | 181 | 298 |
| Construction Material | 0 | 1 | 2 | 0 | 1 | 2 |

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[827]KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

[828] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Auto and Auto Components | 36 | 442 | 232 | 31 | 384 | 201 |
| Textiles | 11 | 48 | 157 | 9 | 42 | 137 |
| Construction | 580 | 1461 | 9552 | 516 | 1300 | 8504 |
| IT&ITES | 11 | 203 | 0 | 14 | 266 | 0 |
| Healthcare | 127 | 2419 | 0 | 142 | 2696 | 0 |
| Transportations & Logistics | 138 | 330 | 2287 | 157 | 377 | 2614 |
| Retail | 768 | 1944 | 12656 | 636 | 1608 | 10471 |
| Hospitality | 143 | 717 | 1991 | 118 | 593 | 1647 |
| Communication | 186 | 1048 | 2491 | 223 | 1124 | 3114 |
| Banking & Financial Services | 186 | 386 | 3145 | 195 | 405 | 3298 |
| Education and Training | 215 | 3907 | 183 | 219 | 3945 | 206 |

### 15.21.4  Human Resource Development Scenario in the District

### 15.21.4.1  Current State of Workforce Development

Bhind lacks a good Education Infrastructure. Currently, the ITI has a training capacity of around 350 students in a year. Students mainly come from Bhind, Gwalior and Morena. There are certain companies which recruit from ITI Bhind, these are Cadbury, Crompton Greaves and Surya bulbs.Out of all the students surveyed,80% wanted jobs in the government sector - especially railways and or BHEL. The rest were open to private jobs. It was also noted that the students aspired to to get a minimum salary of atleast 6-7,000 per month, and were open to looking into new markets for jobs.The preferences in order were noted to be Malanpur, Gwalior, Bhopal and Indore.

| Human Resource Development Institutions in Bhind | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | - | - |
| Pharmacy[1] | 4 | 240 |
| Polytechnic(Vocational)[1] | 2 | 180 |
| ITI/ITC | 4 | 453 |
| Medicine(MBBS) | - | - |

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district, as evident from the number of registrations in District Employment Exchange[829]. As on March 2012, District Employment Exchange had live registrations totaling 27,704 of which 98 percent belonged to the skilled youth category. However, providing suitable employment opportunities to skilled youth, has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving secondary sector clients[830].

| Company | Job Role | Numnber of Candidates Selected |
|---|---|---|
| Maral Overseas, Khargaon | Trainee operator | 5 |
| Ginni filament Ltd., Mathura | Machine Operator | 147 |

### 15.21.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 23,220 people in secondary and tertiary services, and 32,000 people in total, can be trained incrementally during the five year period of 2012-17.

**Potential Incremental Training Capacity  Bhind  (2012-17)**
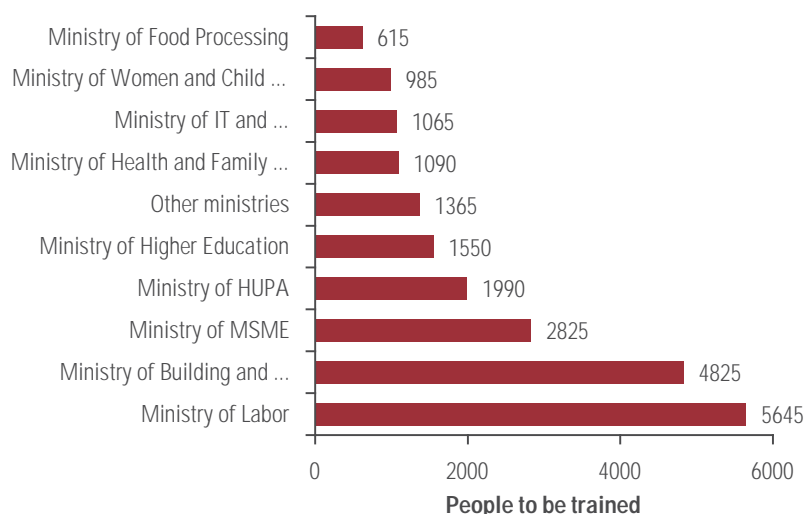


Government funded training schemes can meet 48% of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 31,000 of manpower without government funded training.

[829] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[830] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

## 15.21.5 District Specific Recommendations

There is sizeable opportunity in direct training of manpower whocannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives to a manpower of over 32,000, which will be funded by the government through its various skill development initiatives.Bhind being a Primary as well as teriary sector driven economy, has significant opportunties for skill development over the next decade. It is to be noted that even the Secondary sector growth is on the rise, with a number of manufacturing firms on the rise (both registered and unregistered).

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district:

- Abundance of livestock population leading to a rise in employment in Ghee manufacturing, Dairy and poultry.
- Agriculture being an important economic activity shall lead to the growth of companies manufacturing Agro solvents. This would be boosted by high internal demand.
- High employment potential in services sectors - **Retail, Transportation and Logistics, Tourism** primarily in un-organized category
- **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower considering multiple range of financial products being introduced by financial Institutions operating in Bhind.
- Growth in commercial and industrial development in nearby regions such as Gwalior, Delhi, Gurgaon, Agra has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**

Bhind geographically falls in the Gwalior region which is a high growth region for Rice and Wheat.Government capital and Interest subsidy in the Malanpur Industrial area may bring about investments in the Rice/Flour mills.A fertile alluvial soil leads to an abundant overall production of two crops every year.The overall groundwater situation in all blocks of Bhind has been categorized in the safe category.

Fisheries is another area which sees a lot of scope in employment.From Chambal on the North, Sindh on the western border and Pahuj on towards the East, various big and small rivers and nallahs form the principal fish resources in the District. Pissiculture is done at the departmental level in the reservoir on the river Vaisali and has a scope of further expansion.

Considering a high internal demand followed by an opportunity to export from this zone may give rise to companies manufacturing Agro solvents especially in the Ghirongi and Malanpur block.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | • Focus on increased participation from national/regional private training providers with focus on  the following sectors<br>   o   Retail<br>   o   Travel and Hospitality<br>   o   Insurance and Financial services<br>   o   Warehousing and Logistics<br>   o   Security guards training |
| **Government** | • Provide fundamental/basic level skill training in the sectors such as<br>   o   Fisheries<br>   o   Dairy and Poultry<br>   o   Food Processing<br>   o   Informal segment of construction<br>   o   Informal segment of transportation<br>• Aligning Livelihood training programs to the displaced agricultural labourers through training in<br>Dairy farming, Livestock rearing-Goatery, Piggery, Poultry<br>Oilseed production-Til, Groundnut, Seasamum |
| **Private Skill Training Providers** | • Provision of training in<br>   o   Retail and Hospitality<br>   o   Insurance and Banking sectors<br>   o   Warehousing and Logistics<br>• Assessment of training provided by government departments in sectors of  construction, transportation and logistics and Food Processing<br>• Bridging basic skills of numeracy and communication |
| **Industry** | • To create placement linkage opportunities in training institutions |

## 15.22    Skill Gap Assessment of Sheopur District

### 15.22.1  Social Profile

#### 15.22.1.1  Demographics

Sheopur district comes under Gwalior division, with its headquarters at Shivpuri town. As per Census 2011, Sheopur has a population of 6.87[831]lakh, which constitutes .01% of the total population of Madhya Pradesh. The density of population is around 104 per sq.km compared to 236 of Madhya Pradesh and 382 of India, as per Census, 2011. When it comes to rural population, Sheopur has a percentage of 84.1%, which is much higher than the state's average. The urbanization in the district is very low, with only 15.9% of people living in the urban areas.[832] The male population in Sheopur District is around 52.5% and sex ratio is 902 per thousand males as per Census, 2011. The sex ratio of children below the age of 6 is also lower, and has declined over the last decade. There are only 888 girl children per thousand male children, which is higher compared to the 2001 Census figures of 837 per thousand.

#### 15.22.1.2  Literacy

Literacy rate in the district is very low, and is around 58 percent[833] in comparison to 70.6 percent for Madhya Pradesh. The female literacy rate is 44.5%, which is lower than the state average of 60%, and is fourth from the bottom when compared to all the districts. The male literacy rate, which is at 70.3%, is again lower than the state's average of 80.5%.The number of government/Non Government/ Registered Primary and Middle schools in the district, are 889 and 133 respectively. There are 267 high schools and 0 higher secondary schools in number.[834]The private participation of schools in the district is very low at just around 13%[835], this is primarily due to the low paying capacity of parents which has so far kept private players away from the market.

| District | Madhya Pradesh | Sheopur |
|---|---|---|
| Population(2011) | 72,597,565 | 687,952 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 23.0% |
| Population Density Per Sq.km(2011) | 236 | 104 |
| Level of Urbanization(2011) | 27.6% | 15.6% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 902 |
| Proportion of ST Population(2001) | 20.3% | 21.5% |
| Literacy Rate(2011) | 70.6% | 58.0% |

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[831] Census of India,2011
[832] Census of India, 2011
[833] Census of India, 2011
[834] Madhya Pradesh School Data
[835] KPMG Analysis

| | | |
|---|---|---|
| Male-Female Literacy Rate Gap(2011) | 20.5% | 25.8% |
| Number of Literates(2011) | 43,827,193 | 332,091 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 150,912 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.14 |
| Contribution to State Economy(2008-09) | - | 0.63% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 16,387 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 49.4% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 14.0% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 36.7% |

## 15.22.2  District Economy

Key economic activity in Shepour district is mainly agriculture, however the district has seen a steady growth in the Secondary and Tertiary sectors.There is a decline in the growth rate of primary sector from 2003-04 to 2007-08, but secondary sector and tertiary sectors have constantly grown except for the year 2008-09 where there is a slight fall in the overall growth. The tertiary sector is growing at an average of 10.6%, and secondary sector is growing at 14.1%. [836]A breakdown of GDDP by sector indicated that Agriculture till date contributes the most to the Economy, and as the district is growing, small hotels and Restaurants are coming up due to the presence of Kuno wildlife sanctuary which is believed to be home to a few tigers.It is to be noted that this Hospitality Industry has grown at 9.1% CAGR from 2003-2008[837]. Although there has been an increase in the per capita income from INR 11,770 in 2003-04 to INR 16,387 in 2008-09, the per capita still remains lower than the State/National average.According to GDDP data, Sheopur district constitutes 1.53% of the per capita of the state.[838]

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[836]Directorate of Economics and Statistics, Govt of Madhya Pradesh
[837]Directorate of Economics and Statistics, Govt of Madhya Pradesh
[838]Directorate of Economics and Statistics, Govt of Madhya Pradesh.

**Sheopur Economic Growth**
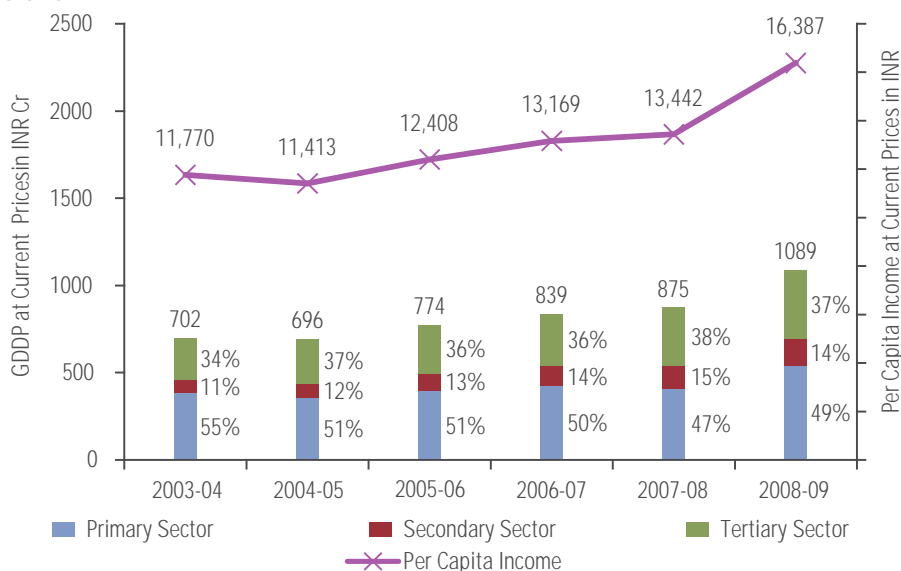


### 15.22.2.1  Agriculture and allied sectors

Mustard production is high in Sheopur district, and despite that, there is no mustard oil factory in the district. Krishi Upaj Mandis at Sheopur district's towns are open market for agri-products set up by Agricultural Marketing Board, Madhya Pradesh. Sheopur district is an agrarian district occupying the Chambal basin valley.The important rivers of Chambal, Seep and Kuno drain the district. Major types of soil in district are Alluvial and Mixed red & black soil and average rain fall is in between 700-1000 mm. Canal is the major source of irrigation in Sheopur district, which accounts for 53,350 hectare irrigation (35% approx.). 38,600 hectare is irrigated by tube-wells (25% approx), 12,250 Hectare by wells (8% approx),10,200 hectare by rivers (7% approx), and 1,300 hectare by ponds (1% approx). Wheat is the most important food grain grown in the district. Mustard is the most important oil seed grown in the district. Major kharif crops are Bazara and Soyabean. Sugar cane, rice, gram also yield well in Sheopur district.[839]

Between 2007-08 and 2009-10 usage of tractors in the district grew at a low 1.6% percent CAGR, indicating a heavy reliance on non-mechanized ways of farming such as Bullock carts and Wooden and Iron ploughs.[840]

### 15.22.2.2  Industry

Sheopur has very few industries. At present there isn't any large scale or medium scale industry in Sheopur district. The district can be developed as an industrial area for food processing and multi-products. Around 156 small scale industries are working in industrial department center of Sheopur, based on pipes, masks, toys, doors, stands, windows, wooden memorials, flower vases, bedposts and cradle posts etc.[841]There is only one area managed by DTIC for Industrial development which includes Industrial area Sheopur in 5.3 hectares of land.[842]

There is a huge scope for development of agro based industries, forest product based industries, industries based on herbs, and woodcraft etc. which can generate employment and enhance economy, but electricity shortage is the main

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[839]Ministry of water Resources, Central Ground Water Board, North Central Region, Bhopal,  December'2007

[840] District Statistical Handbook 2010

[841] sheopur.nic.in/

[842] http://www.mpindustry.org/LandDetails.pdf

problem as far as the industrial growth is concerned in Sheopur district. Only 12 hectare of land has been secured so far as industrial land. [843]

It is to be noted that the Small scale Industries from 2007 through 2012, have received investments worth INR 3.6 crores. The overall scenario has generated an incremental employment of close to 2,000[844].It is also to be noted that the art of Wood carving has flourished over ages. The craftsmen of Sheopur makes pipes, masks, toys, doors, stand, windows, bed posts etc. Forest area as large as 2,82,818 Sq. Km may well promote these activities.

**Growth of SSIs in Sheopur**
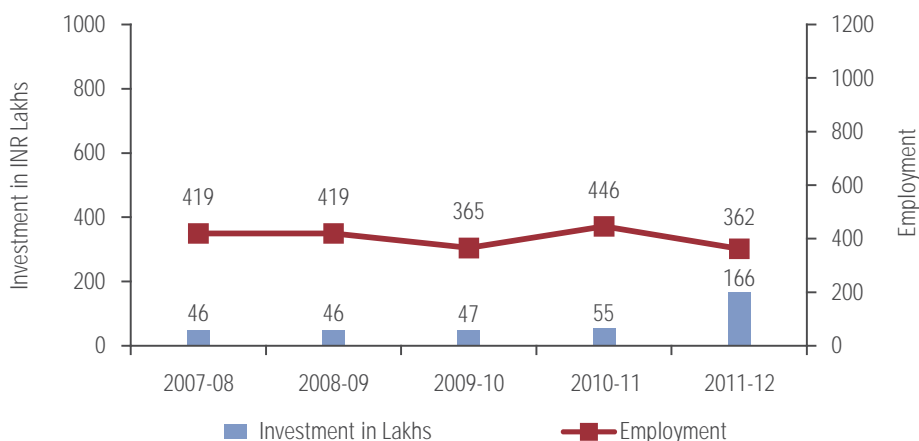


### 15.22.2.3   Services Sector

Services sector has been steadily growing in the district with a contribution of about 37 percent to GDDP. The sector grew at 18.7 percent CAGR between 2007-08 and 2008-09, driven mainly by the Hospitality segment amongst other services.[845]

**Contribution of Services Sector to GSDP (2008-09)**



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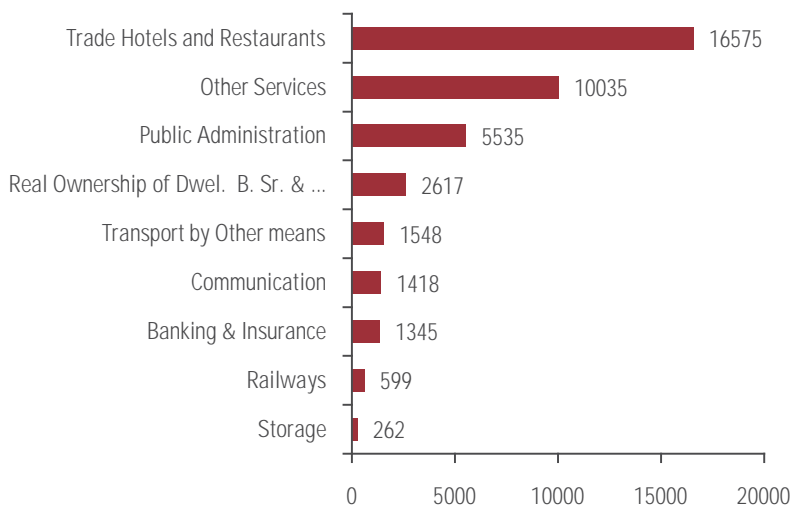
[843] Primary discussions with the DIC
[844] Data received from District Industry Center, Indore and AKVN Indore
[845]Directorate of Economics and Statistics, Govt of Madhya Pradesh

It is to be noted that Hospitality Industry has registered a CAGR of around 9% from 2003-04 to 2008-09 showing a scope of training in this particular area. There are some tourist's sites such as Kuno wildlife sanctuary spread over an area of 344 sq Km which are acting as a big attraction for tourism.

In the financial services space, between 2007-08 to 2010-11 bank branches in the district have increased from 19 to 24, taking the deposits from 187 crores to 412 crores. It is also to be noted that private sector bank such as ICICI and HDFC also have a shown interest in the district by opening up their branches. These banks have also started selling multiple financial services related products to their customer base showing a scope of financial sector in coming years.

Healthcare is another area which is on governments top priority in Sheopur. Sheopur is a rural and poor district and it receives funds from the Backward Regions Grant Fund Program (BRGF). Lack of urbanization in the district, poor health facilities, lack of good drinking water, presence of large slum population, kuchha and semi-pucca houses indicate poverty in the district.This indicates a scope for Public private partnership in Health and care.In Sheopur district there is a District hospital which has all the major medical facility, 3 Samudayic Swastha Kendra, 9 Primary Health Centers, 90 sub health centre. The health infrastructure in the district is poor and lacks in number of hospitals and clinics required. There is 1 District hospital which has all the major medical facility, 3 Samudayic Swastha Kendra, 9 Primary Health Centers, 90 sub health centre[846].The average area serviced per health institution is high and is 330sq km. This is lower compared to state's average of 340sq km.

### 15.22.3 Workforce Distribution in the district

### 15.22.3.1 Current Employment Scenario in Sheopur

The worker's participation rate as per 2001 census stands at 41.0%. Among workers, employment share of cultivators is 61.3%, and agricultural labourers at 15.8%. A major segment of working population is involved in agriculture. 87.7% of the rural working population is involved in cultivation and agricultural activities in the district.[847]Around 82.3% of the urban working population is involved as a part of other workers category. This involves workers from secondary and tertiary sectors.

The dependency ratio for the district is 95.1% and is higher than state average of 84.3%. This is an indication of the majority of population being unemployed or underemployed. The percentage of marginal workers of age group 15-59 stands at 12.0% of the total population of Sheopur, and is lower than the percentage of non-workers in the district, which is at 14.4% of the population.

Sheopur does not have much opportunity for its locals as there is no Medium or Large scale Industries. The only ones that do exist are small scale and offer very limited opportunity. Considering the same a significant migration is noticed in to cities like Gwalior and Shivpuri which are the closest cities with opportunities.

### 15.22.3.2 Estimation of Supply of Manpower in Sheopur

According to KPMG Estimates, Sheopur district has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 2.9 lakh[848] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

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[846] Department of Public Health and Family Welfare, GoMP.(2006)
[847]Census of India, 2001.
[848] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|---------------------------|-----------------------------|---------------------|-------------------|-----------------------------------|
| Sheopur | 794450 | 500504 | 290443 | 270832 | 88691 |

### 15.22.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Sheopur has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Indore. According to the estimates, in the next 5 years, Sheopur is expected to witness an incremental manpower requirement of 33,700 [849].

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|--|--|---------|--|--|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 9671 | 0 | 0 | 8233 |
| Pharma & Medicinal | 0 | 1 | 0 | 0 | 1 | 0 |
| Rubber and plastics | 4 | 39 | 42 | 4 | 33 | 36 |
| Food Processing | 21 | 90 | 317 | 19 | 79 | 276 |
| Fabrication | 5 | 46 | 48 | 4 | 41 | 42 |
| Paper & Paper Products | 2 | 19 | 21 | 2 | 16 | 18 |
| Chemical Products | 3 | 19 | 32 | 2 | 17 | 27 |
| Construction Material | 1 | 5 | 9 | 1 | 4 | 7 |
| Textiles | 2 | 10 | 32 | 2 | 8 | 28 |
| Manufacturing of Electrical Products | 2 | 19 | 11 | 1 | 17 | 10 |
| Construction | 149 | 375 | 2454 | 133 | 334 | 2185 |
| IT&ITES | 4 | 68 | 0 | 5 | 89 | 0 |

[849] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Healthcare | 160 | 3033 | 0 | 158 | 2995 | 0 |
| Transportations and Logistics | 64 | 153 | 1059 | 73 | 174 | 1210 |
| Retail | 343 | 867 | 5647 | 284 | 717 | 4672 |
| Hospitality | 64 | 320 | 888 | 53 | 265 | 735 |
| Communication | 66 | 370 | 880 | 79 | 397 | 1100 |
| Banking & Financial Services | 46 | 96 | 778 | 48 | 100 | 816 |
| Education and Training | 271 | 4913 | 231 | 295 | 5319 | 278 |

### 15.22.4  Human Resource Development Scenario in the District

#### 15.22.4.1  Current State of Workforce Development

Sheopur currently lacks good Education Infrastructure. Currently there is only one SDC which offers 3 skill related courses. There are only 20 students from the nearby villages. The SDC does not have proper infrastructure in terms of electricity shortage, poor sanitation and un- hygienic drinking water. Although, the SDC is always at shortage of electricity, it still runs the Electrician course without any provision of gensets. There are 20 students who are studying and all of them come from the nearby villages. No significant migration patterns were noticed as this is the first batch for this SDC.

Capacity expansion in higher/vocational education institutions along with government funded schemes has positively impacted the growth of available skilled workforce in the district as evident from the number of registrations in District Employment Exchange[850]. As on March 2012, District Employment Exchange had live registrations totaling 5,879 of which 85.5 percent belonged to the skilled youth category. However, providing suitable employment opportunities to skilled youth has been a challenge in the district. While the interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. Focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[851].

| Company | Job Role | # of Candidates Selected |
|---|---|---|
| Shivshakti Bioplant, Indore | Salesman | 12 |
| SSCI training centre, Gurgaon | Trainer | 06 |
| Pioneer, Ahmedabad | Security guard | 19 |
| SIC, Sheopur | Insurance agent | 137 |
| L.N.J, Boswada | Trainer | 24 |

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[850] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[851] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

### 15.22.4.2  Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 5,755 people in secondary and tertiary services and 11,400 people in total, can be trained incrementally during the five year period of 2012-17.

**Potential Incremental Training Capacity  Sheopur  (2012-17)**
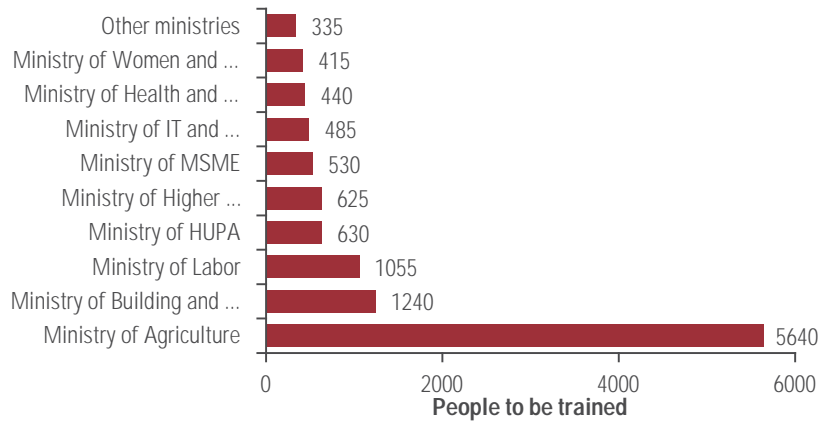
| Ministry | People to be trained |
|---|---|
| Other ministries | 335 |
| Ministry of Women and ... | 415 |
| Ministry of Health and ... | 440 |
| Ministry of IT and ... | 485 |
| Ministry of MSME | 530 |
| Ministry of Higher ... | 625 |
| Ministry of HUPA | 630 |
| Ministry of Labor | 1055 |
| Ministry of Building and ... | 1240 |
| Ministry of Agriculture | 5640 |

Government funded training schemes can meet less than 50 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihoodtrades.

### 15.22.5  District Specific Recommendations

There is sizeable opportunity in direct training of manpower that cannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives to over 11,000, which will be funded by the government through its various skill development initiatives. Sheopur, being an agrarian economy is noticing a marginal shift from agriculture to Secondary and Tertiary sectors. Within the tertiary sector, employment generation is expected to happen in the formal segments of Education, and both Informal and formal segments of Retail. Significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and Healthcare. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Growing Secondary and Tertiary sector (although at slow pace) with high proportion of Informal employment.
- Retail and formal Education segment to provide significant employment opportunities.

It is to be noted that the Scheme of Madhya Pradesh Rural Livelihood Program (MPRLP) is active in Sheopur district. Easy finance availability, and encouragement of Micro scale industries may specifically promote Animal Husbandries and Biogas plants - especially in blocks like Vijaypur, Karahal and Veerpur.

Tourism in the Palpur block due to the presence of Kuno wildlife Sanctuary may promote related industries such as Tourism and Hospitality. It is to be noted that Hospitality over the years has already gained prominence.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increased participation from national/regional private training providers with focus on<br>   o     Tourism and Hospitality<br>   o     Security Services<br>   o     Banking and Financial Services |
| **Government** | · Provide fundamental/basic level skill training in the sectors such as<br>   o     Transportation and logistics<br>   o     Food Processing<br>   o     Construction<br>· Aligning Livelihood training programs for displaced agricultural labourers through training in<br>   o     Dairy farming, Livestock rearing – Goatery, Piggery<br>   o     Horticulture |
| **Private Skill Training Providers** | · Provision of training in Tourism and Hospitality, Security services and Banking sectors<br>· Assessment of training provided by government departments in sectors of construction, transportation and logistics and Food Processing<br>· Bridging basic skills of numeracy and communication |
| **Industry** | · To create placement linkage opportunities in training institutions |

## 15.23  Skill Gap Assessment of Shivpuri District

### 15.23.1  Social Profile

#### 15.23.1.1  Demographics

Shivpuri district comes under Gwalior division with its headquarters at Shivpuri town. As per Census 2011, Shivpuri has a population of 17.25[852]lakh which constitutes 2.3% of total Madhya Pradesh population. The density of population is around 168 per sq.km compared to 236 of Madhya Pradesh and 382 of India, as per Census, 2011. When it comes to rural population, Shivpuri has a percentage of 83.3%, which is much higher than the state's average. The urbanization in the district is very low with only 16.7% of people living in the urban areas.[853] The male population in Shivpuri District is around 53.2% and sex ratio is 877 per thousand males as per Census, 2011. The sex ratio of children below age of 6 is also lower, and has declined over the last decade. There are only 888 girl children per thousand male children, which is higher when compared to 2001 Census figures of 837 per thousand.

#### 15.23.1.2  Literacy

Literacy rate in the district is very low, and is around 63.7 percent[854] in comparison to 70.6 percent for Madhya Pradesh. The female literacy rate is 49.5% which is lower than the state average of 60% and is fourth from the bottom when compared to all the districts. The male literacy rate which is at 76.2%, is again lower than state's average of 80.5%.The number of government/Non Government/ Registered Primary and Middle schools in the district is 2,315 and 188 respectively. There are 68 high schools and 6 higher secondary schools in number.[855]The private participation of schools in the district is very low at just around 14.4%[856], this is primarily due to the low paying capacity and general mentality of working and earning money instead of going to schools for Education.

| District | Madhya Pradesh | Shivpuri |
|---|---|---|
| Population(2011) | 72,597,565 | 1,725,818 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 22.7% |
| Population Density Per Sq.km(2011) | 236 | 168 |
| Level of Urbanization(2011) | 27.6% | 17.1% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 877 |
| Proportion of ST Population(2001) | 20.3% | 11.2% |
| Literacy Rate(2011) | 70.6% | 63.7% |

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[852] Census of India,2011
[853] Census of India, 2011
[854] Census of India, 2011
[855] Madhya Pradesh School Data
[856] KPMG Analysis

| | | |
|---|---|---|
| Male-Female Literacy Rate Gap(2011) | 20.5% | 26.7% |
| Number of Literates(2011) | 43,827,193 | 921,055 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 421,443 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |
| Contribution to State Economy(2008-09) | - | 1.57% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 16,004 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 40.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 19.3% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 40.7% |

## 15.23.2 District Economy

Key economic activity in Shivpuri district is mainly agriculture, along with forest and logging activities, however Shivpuri has seen a steady increase in Secondary and Tertiary sector. Fishing is also a source of occupation.[857]There is a decline in the growth rate of primary sector from 2003-04 to 2007-08, but secondary sector and tertiary sectors have constantly grown except for the year 2008-09 where there is a slight fall in the overall growth. The tertiary sector is growing at an average of 9.2%, and secondary sector is growing at 14.7%.[858]A breakdown of GDDP by sector indicated that agriculture till date contributes the most to the Economy, and as the district is growing, small hotels and restaurants are equally coming up - including an Eco tourism resort by the Government of Madhya Pradesh. This may be attributed to the tourist attractions such as Scindia National park in the district. It is to be noted that this Hospitality Industry has grown at 9.1% CAGR from 2003-2008[859].

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[857] Directorate of Economics and statistics, GOMP
[858]Directorate of Economics and Statistics, Govt of Madhya Pradesh
[859]Directorate of Economics and Statistics, Govt of Madhya Pradesh

**Shivpuri Economic Growth**
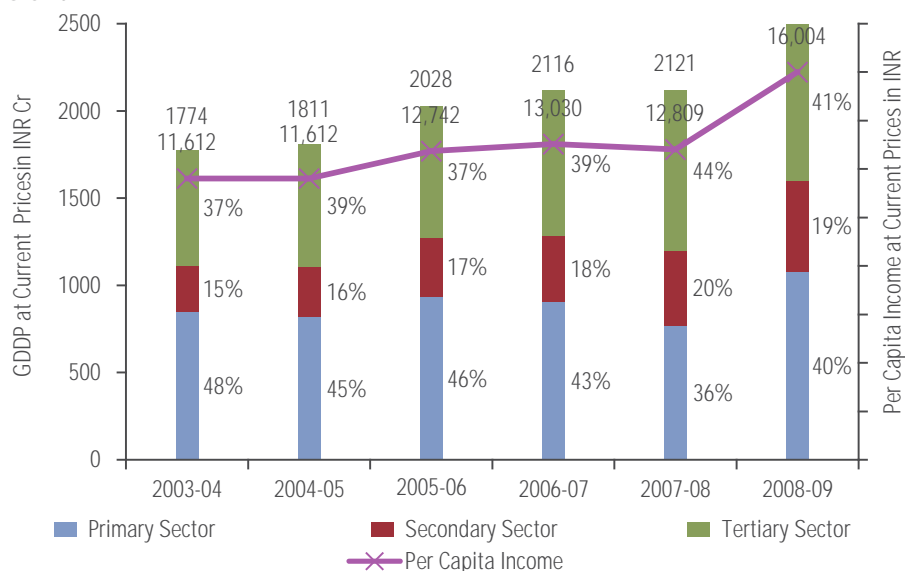


Although there has been an increase in the per capita income from INR 11,612 in 2003-04 to 16,004 in 2008-09, the per capita still remains lower than the State/National average.[860]

### 15.23.2.1   Agriculture and allied sectors

Shivpuri district is primarily an agricultural district occupying the Chambal and Narmada basin valley, and forms the part of Malwa plateau with an undulating topography. The major soil type is black cotton. Wheat, Rice, Jawar, Maize and Soyabean are the major crops sown in the district. Ground water has an important role for irrigation in this district. The average rainfall in the district is 964 mm. The net sown area and cultivable area are 3,990.89 square km and 4,642.15 square km respectively.[861] The percentage of net sown area to total geographical area is 27.1%, while the percentage of Net Irrigated to Net Sown Area is 44.6%.[862]

Out of total 1,619.76 hectares irrigated land Ground water is the main source of irrigation in the district and about 95% of the irrigation is either through the dug well or tube wells. There were 8075 tube wells and 61,660 dug wells up to the year 2006 for irrigation purpose.[863]Shivpuri receives on an average 875 mm of rain.[864]Principal crops of Shivpuri are wheat, rice, groundnut, gram, jawar etc. and area under principal crop is 5,144.66 sq. km.

The Agriculture mandis in District Shivpuri are Shivpuri, Pohri, Bairad, Kolaras, Badarwas, Khatora, Karera and Pichhore which serve as the main centre for cultivators to sell their crops.[865]

### 15.23.2.2   Industry

Shivpuri is a growing industrial region. Handicraft is an emerging employment sector for economically weaker sections. Leather industry is also gaining popularity among them. There are two centers of Sericulture industry in Kolaras and Pohri Block.[866]

[860]Directorate of Economics and Statistics, Govt of Madhya Pradesh.

[861] District Statistical Handbook

[862] District Statistical Handbook

[863]Ministry of water Resources, Central Ground Water Board, North Central Region, Bhopal,  December'2007

[864] District Statistical Handbook

[865] http://shivpuri.mp.gov.in/industry.htm

Stone Tiles industries are found in Shivpuri District. Groundnuts, Mustard and Soybean are available as raw material in Shivpuri. The Agriculture mandis in District Shivpuri are Shivpuri, Pohri, Bairad, Kolaras, Badarwas, Khatora, Karera and Pichhore. While there are no export houses in Shivpuri district, there are several industrial units that export their products, such as Sharda Solvent, Ltd. which exports D. Oil Cake, and the Balaji Stone Cutting Industry which exports stone tiles.[867]

There are several areas managed by DTIC for industrial development. Some of them include[868]Industrial area-Shivpuri, Industrial area-Badoudi, Industrial area-Bairad

There are two large & medium industries/enterprises established in Shivpuri before enforcement of MSMED Act. - upto March 2011:- M/S Sharda Solvent Ltd. and M/S Gwalior Cement Co. Pvt Ltd. There are no large & medium industries/enterprises established in Shivpuri after enforcement of MSMED Act.[869]Some of the other prominent industries in the district include multi-product, textile and dairy industries.

It is to be noted that the Small scale Industries have received investments worth INR 18.32 crores from 2007 through 2012,generating an overall incremental employment of close to 3,754[870].Food Processing (39%),Agro based (13.21%) form a significant portion of the SSI investment in the district.[871]

**Growth of SSIs in Shivpuri**
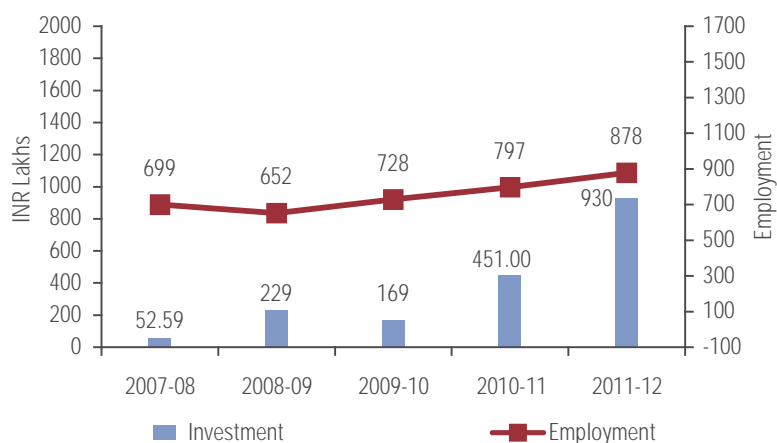


### 15.23.2.3 Services Sector

Services sector has been steadily growing in the district with a contribution of about 40 percent to GDDP. The sector grew at 15.3 percent CAGR between 2003-04 and 2008-09, driven mainly by the Hospitality segment amongst other services.[872]

[866] http://shivpuri.mp.gov.in/industry.htm
[867] http://shivpuri.nic.in/
[868] http://www.mpindustry.org/LandDetails.pdf
[869] Department of Commerce, Industry &Employment :: M.P.
[870] Data received from District Industry Center, Indore and AKVN Indore
[871] Data received from DIC, Shivpuri
[872]Directorate of Economics and Statistics, Govt of Madhya Pradesh

**Contribution of Services to GDDP (2008-09)**

| Category | Value |
|----------|-------|
| Storage | 312 |
| Railways | 1139 |
| Communication | 4236 |
| Transport by Other means | 4801 |
| Banking & Insurance | 6070 |
| Real Ownership of Dwel. B. Sr. & Legal | 6122 |
| Public Administration | 17470 |
| Other Services | 29060 |
| Trade Hotels and Restaurants | 40668 |
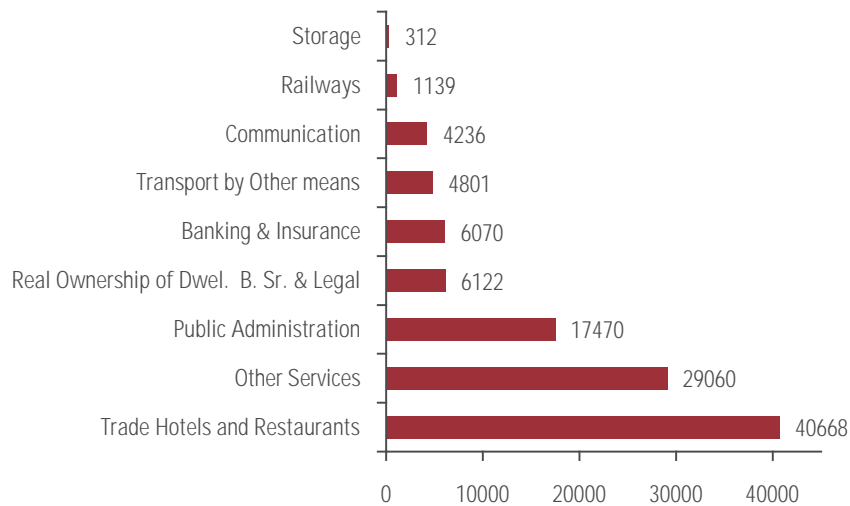
It is to be noted that Hospitality Industry has registered a CAGR of around 9% from 2003-04 to 2008-09,and there is scope for manpower training in this particular area. Government has started projecting Shivpuri as a site for eco tourism giving the sector an overall boost. The development of an Eco resort in the Madhav National park, has promoted a lot of foreign tourism over the last few years.

In the financial services space, between 2006-07 to 2010-11, the overall deposits in Public and private sector banks, have gone up from from 728 crores to 1,308 crores. During the same time, lending has gone up from 409 crores to 693 crores, showing an overall confidence in the banking sector. It is to be noted that 3 private sector banks have also set shop in Shivpuri, signifying a confidence in the potential of this market. These banks (public and private)have also started selling multiple financial services related products to their customer base, showing scope of the growth of the financial sector in coming years.

In the Logistics space,the district is has excellent road connectivity,as it lies 116 kms south of Gwalior, on Agra-Bombay National Highway No. 3, an excellent all-weather road. This road connects the district to Gwalior, Agra and Delhi in the north and Guna, Bhopal, Ujjain, Indore and Bombay in the south. Apart from this Highway, Shivpuri is well connected with Jhansi by all weather National Highway No. 25 which goes up to Kanpur, Lucknow and beyond. Another road connects Sheopur district. From the Agra Bombay National Highway, another road branches off to Kota. There is no airport in the district. Recently Shivpuri has been connected by rail to Gwalior and Guna. With a stretch of 232.8 km of National Highways and 185.8 km of state highways, the district is connected with surrounding districts and with cities like Indore and Bhopal. There is 351.4 km of district main road running across the district, along with 1281.0 km of pucca road and 114.0 km of kuchha road.[873]

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[873] Public Works Department, 2003, Bhopal

### 15.23.3  Workforce Distribution in the district

### 15.23.3.1  Current Employment Scenario in Shivpuri

The worker's participation rate for SC is 46% and for ST category is 48.0%. The participation rate for SC is higher than state average of 43.1%, but for ST it is lower than state's average which is 50.5%. This is due to the fact that only around 10% of the total main workers in Shivpuri are of ST category.

Among workers, employment share of cultivators is 69.0% and agricultural labourers at 11.7%. A major segment of working population is involved in agriculture. 89.8% of the rural working population is involved in cultivation and agricultural activities in the district.[874]Around 87.4 % of the urban working population is involved as a part of other workers category. This involves workers from secondary and tertiary sectors.

The dependency ratio for the district is 91.4%, and is higher than the state average of 84.3%. This is an indication of the majority of the population being unemployed or underemployed. The percentage of marginal workers of age group 15-59 stands at 8.0% of the total population of Shivpuri, which is lower than the state's - and is also lower than the percentage of non-workers in the district, which is at 12.6% of the population.

Migration has been a common phenomenon for the villagers, with a large chunk of them travelling to cities like Gwalior and Bhopal to work as labourers. These migrants usually do not make a salary of more than INR 3,000 per month. The primary interactions suggested that usually males from the family migrated, and the rest are supported via NREGA activities in their respective villages.

### 15.23.3.2  Estimation of Supply of Manpower in Shivpuri

According to KPMG Estimates, Shivpuri district has a significant demographic dividend, with rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 8.03 lakh[875] people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Shivpuri | 2023867 | 1275036 | 803254 | 749015 | 242140 |

### 15.23.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Shivpuri has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market-based insights from discussions with industries in Indore. According to the estimates, in the next 5 years, Shivpuri is expected to witness an incremental manpower requirement of 62,800[876].

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[874]Census of India, 2001.
[875] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India
[876] KPMG Estimates on Incremental Manpower Requirement

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 12314 | 0 | 0 | 10483 |
| Rubber and plastics | 3 | 28 | 29 | 3 | 23 | 25 |
| Food Processing | 175 | 737 | 2590 | 152 | 640 | 2248 |
| Fabrication | 1 | 9 | 10 | 1 | 8 | 8 |
| Paper & Paper Products | 1 | 6 | 7 | 1 | 5 | 6 |
| Construction Material | 1 | 7 | 11 | 1 | 6 | 10 |
| Mineral Processing | 10 | 87 | 100 | 9 | 76 | 87 |
| Construction | 472 | 1188 | 7772 | 420 | 1058 | 6919 |
| IT&ITES | 10 | 196 | 0 | 14 | 257 | 0 |
| Healthcare | 122 | 2326 | 0 | 114 | 2168 | 0 |
| Transportations & Logistics | 161 | 384 | 2665 | 184 | 439 | 3047 |
| Retail | 841 | 2128 | 13855 | 696 | 1760 | 11464 |
| Hospitality | 156 | 785 | 2180 | 129 | 650 | 1803 |
| Communication | 197 | 1106 | 2628 | 235 | 1185 | 3285 |
| Banking and Financial Services | 208 | 431 | 3512 | 218 | 452 | 3683 |
| Education and Training | 169 | 3064 | 144 | 178 | 3216 | 168 |

### 15.23.4 Human Resource Development Scenario in the District

### 15.23.4.1 Current State of Workforce Development

Shivpuri town has a good Education Infrastructure as a dedicated Centre of Excellence for Tourism. Considering a high demand in tourism, the Shivpuri ITI has introduced courses such as Advance module of Eco tourism, Tours and Travel Management and Hospitality management.In totality there are 12 courses affiliated through NCVT. Out of the total number of students surveyed, 80% belonged to Shivpuri with a handful coming from Gwalior. Significant patterns in terms

of migration were noticed and students were keen on taking up jobs in Gwalior and Bhopal. The expected minimum salaries were to the tune of 8K-10K and companies like BHEL and Railways topped the list as an employer of choice.

Capacity expansion in higher/vocational education institutions, along with government funded schemes, has positively impacted the growth of available skilled workforce in the district - as evident from the number of registrations in District Employment Exchange[877]. As on March 2012, District Employment Exchange had live registrations totaling 37,627, of which 86.5 percent belonged to the skilled youth category. However, providing suitable employment opportunities to skilled youth has been a challenge in the district. While interest of youth in seeking government placements is high, notification of government sector jobs has not been very encouraging. In the latest recruitment drive through District Employment Agency, Indian Army had recruited 208 soldiers from the district[878].

### 15.23.4.2   Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 17,180 people in secondary and tertiary services and 28,410 people in total can be trained incrementally during the five year period of 2012-17.

**Potential Incremental Training Capacity  Shivpuri (2012-17)**

| Ministry | Population |
|---|---|
| Ministry of Women and Child ... | 1020 |
| Ministry of Health and Family ... | 1105 |
| Other ministries | 1110 |
| Ministry of IT and ... | 1135 |
| Ministry of HUPA | 1470 |
| Ministry of Higher Education | 1570 |
| Ministry of MSME | 1945 |
| Ministry of Labor | 3895 |
| Ministry of Building and ... | 3925 |
| Ministry of Agriculture | 11230 |
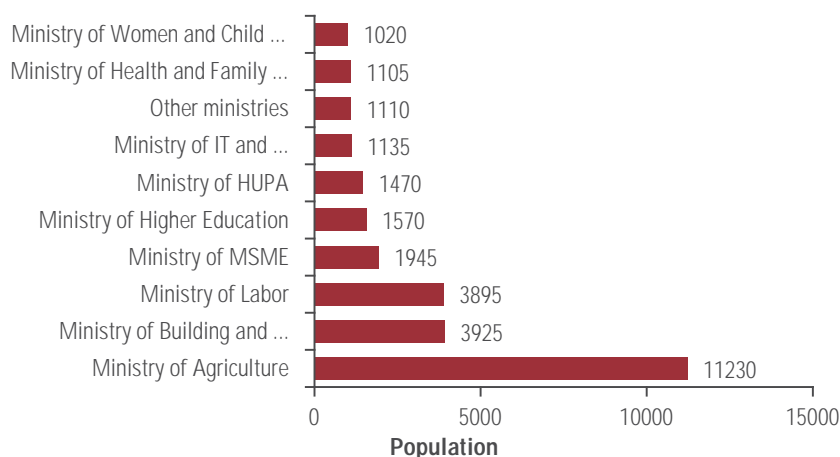
Government funded training schemes can meet 39% of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades - leaving over 47,000 manpower without government funded training.

### 15.23.5   District Specific Recommendations

There is sizeable opportunity in direct training of manpower that cannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives to a manpower of over 28,000- which will be funded by the government through its various skill development initiatives.

Within the tertiary sector, employment generation is expected to happen in the formal segments of Education, and both Informal and formal segments of Retail. Tourism shall also generate significant employment over the coming years, considering that Shivpuri is being developed as a destination for Eco tourism. Significant training from Government

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[877] http://www.mprojgar.org/pdf/Skilled_labour.pdf
[878] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

initiatives is expected to be targeted towards Agri-Allied activities and Healthcare. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Growing Secondary and Tertiary sectorwith high proportion of Informal employment.
- Retail and formal Education segment to provide significant employment opportunities.
- Banking and Financial Services to witness significant demand of skilled and semi-skilled manpower, specifically in financial intermediaries, considering the high level of economic activity witnessed as a state capital.
- Being a service driven employment generation economy demand, for specific roles in sales and marketing, is expected to be high across sectors.

It is to be noted that the presence of Mulberry silk centre in Kolaras and Pohri block shall promote Sericulture in the district - which can provide employment to the displaced Agricultural labourers. The government scheme of DRDA is also in place to promote the same.Approximately 18,000 hectares of forests in Shivpuri may promote industry like Herbal Extracts, especially in the Karera and Shivpuri block.There's a huge scope of Oils extraction and refinery especially in Bairad, Picchore and Shivpuri blocks considering a huge production of Groundnut, Soyabean and Mustard.

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | • Focus on increased participation from national/regional private training providers with focus on<br>  o Eco Tourism<br>  o Retail<br>  o Hospitality<br>  o Sericulture |
| **Government** | • Provide fundamental/basic level skill trainings in conjunction with private skill training providers using government  endowment training schemes<br>  o Construction Sector<br>  o Retail Sector<br>  o Transportation and Logistics<br>  o Food Processing<br>  o Healthcare<br>• Aligning Livelihood training programs for displace marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o Dairy Farming, Livestock Rearing-Poultry, Goatery and Piggery<br>  o Sericulture<br>  o Horticulture-Sweet Potato<br>  o Spice Cultivation-Garlic |
| **Private Skill Training Providers** | • Provision of  placement driven training in<br>  o Tourism |

| | |
|---|---|
| | o    Hospitality<br>o    Security services<br>o    Organized retail<br>o    Banking and Financial services<br>Assessment of training provided by government departments in sectors of construction, transportation and logistics and Food Processing and Retail.<br>· Opportunity for setting up finishing school training for tertiary sectors such as those with high salary potential, where students will be willing to pay and learn ( both technical and non-technical category)<br>    o    Banking and Financial Services<br>    o    Travel and Tourism<br>· Bridging basic skills of numeracy and communication |
| **Industry** | · To create placement linkage opportunities in training institutions<br>· Initiate and support modular employability skill training in collaboration with private players/Government |

## 15.24    Skill Gap Assessment of Vidisha District

### 15.24.1   Social Profile

#### 15.24.1.1   Demographics

Vidisha district is located near the state's capital Bhopal, and is surrounded by Ashoknagar, Sagar, Raisen, Guna and Bhopal districts of Madhya Pradesh. It is a part of Bhopal Division[879], and covers an area of 7,371 square km[880]. Vidisha is the administrative headquarters of the district. It has a population of 14.58[881] lakhs as of 2011. Vidisha is a sparsely populated rural district with population density of 197.83 per square km, which is lower than the state's average of 235.52 persons per square km. The district witnessed a growth of 20.93 % in population over the last decade. Urbanization is 23.3%, and is less than state's average of 27.63 percent.

Gender ratio of the district stands at 897 females per 1,000 male population and the child sex ratio (0-6 years) is also lower and stands at 922 girls per 1,000 boys[882]. Around 15.82% of the total population is within 0-6 age group. The child sex ratio as per 2001 census was 943, and this has significantly declined over the last decade. It is much less than the state's average.

Around 24.73 % of the population is under SC/ST category, with 19.85% of the total population under SC category and 4.88% under ST category[883]. The number of people below the poverty line is quite high and is 40.4% of the total population. This is greater than the state's average.

It ranks 37 out of 50 in terms of least poverty amongst the districts of Madhya Pradesh[884]. The percentage of people below poverty line in urban areas (61.1 percent) is high when compared to rural areas (33 percent)[885]. Around 3.58 % of the population is in slum regions, with 81 slum pockets present in the district[886].

#### 15.24.1.2   Literacy

As of 2011, literacy rate in the district (72.08 percent) is greater than that of the state average of 70.63 percent[887]. There have been decent improvements in the literacy rate as per 2001 figures (61.8%). There are 2,959 K12 institutions in the district with private sector participation being around 11.64 percent[888]. Around 24% of the total students are enrolled with private schools and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[889].

Female literacy rate (61.67%) is much lower, when compared to male counterparts (81.38%)[890]. As per the 2001 census, female literacy was at 47.4%. Although the female literacy rate has improved over the last decade, there is a need to improve the system of education further[891]. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes as many girls

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[879] http://Vidisha.nic.in/
[880] Census of India, 2011
[881] Census of India, 2011
[882] Census of India, 2011
[883] Census of India, 2001
[884] District  wise poverty estimates, state planning commission, Madhya Pradesh
[885] District  wise poverty estimates, state planning commission, Madhya Pradesh
[886] Migration and Urbanization, HRD Report, 2007
[887] Census of India, 2011
[888] Census of India, 2011
[889] DRC Data on School Education
[890] Census of India, 2011
[891] Census of India, 2001 and 2011

drop out from around that period. In terms of student enrollment, it has decreased substantially over the years and has seen a declining trend at all grades from I to VIII[892].

Number of enrollments has seen a declining trends over the year at all grades[893]. Transition rate from primary to upper primary is 76.2% and the retention rate at primary level is 74.1%.[894]

| District | Madhya Pradesh | Vidisha |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,458,212 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 20.0% |
| **Population Density Per Sq.km(2011)** | 236 | 198 |
| **Level of Urbanization(2011)** | 27.6% | 23.3% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 897 |
| **Proportion of ST Population(2001)** | 20.3% | 4.9% |
| **Literacy Rate(2011)** | 70.6% | 72.1% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 19.7% |
| **Number of Literates(2011)** | 43,827,193 | 884,829 |
| **Enrollments in Primary&Upper Primary Schools(2010)** | 15,356,399 | 326,898 |
| **Number of Primary & Secondary Healthcare Centers per 1000 Population(2011)** | 0.14 | 0.11 |
| **Contribution to State Economy(2008-09)** | - | 1.80% |
| **Per Capita Income(INR), Current Prices(2008-09)** | 24,709 | 22,016 |
| **Contribution of Primary Sector to Economy(2008-09)** | 31.5% | 44.0% |
| **Contribution of Secondary Sector to Economy(2008-09)** | 22.9% | 18.7% |
| **Contribution of Tertiary Sector to Economy(2008-09)** | 45.6% | 37.3% |

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[892] DRC Data on School Education
[893] DRC Data on School Education
[894] District Elementary Education Report Card : 2010-11

## 15.24.2 District Economy

District economy registered a growth rate of 11.5 percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[895]. There is a significant growth in the economy of the district mainly driven by growth in both primary and secondary sectors.

Contribution from primary and service sector is still significant when compared to secondary sector. Primary sector contributes 44% of the district economy while growing at 11.13 percent CAGR over the past 5 years[896]. In absolute value terms, contribution from secondary sector had grown at a faster rate (16.73 percent)[897].

District per capita is INR 22,016 in the year 2008-09[898]. There has been a CAGR of 9.49 percent in per capita income[899]. Per capita income has witnessed a huge growth of 23.07 percent over the year from 2007-8 to 2008-9[900].

**Vidisha Economic Growth**
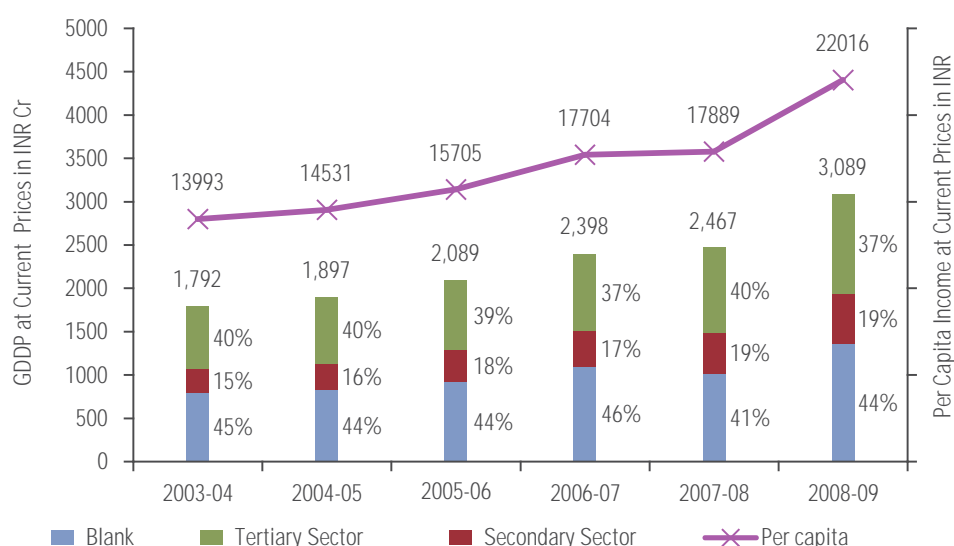


## 15.24.2.1 Agriculture and allied sectorS

Vidisha is predominantly an agricultural economy. Out of the total 7,37,100 hectares of land, between 2005-06 and 2008-09, net sown area remained almost constant at 5,32,000 hectares. Total forest cover is around 14.83 % of the total geographical area of the district[901]. There are large areas under forest, and to implement forest working plan prescription, Government has an outlay of INR 346 lakhs[902], and another INR 8 lakhs for environmental forestry. The forest and logging activities have contributed to around 3.27% of the primary sector economy and are growing with a CAGR of 11.14% over the period of 2003-04 and 2008-09.

Agriculture and allied activities is growing at a CAGR of 10.63%. Around INR 7.08 lakhs has been allotted for fisheries. For Oilseed production program and for intensive fruit development program, government has allotted an outlay of INR 35 lakhs and INR 3.8 lakhs respectively, in the year 2011-12.

[895] Madhya Pradesh, Annual Economic Survey 2011-12
[896] Madhya Pradesh, Annual Economic Survey 2011-12
[897] Madhya Pradesh, Annual Economic Survey 2011-12
[898] Madhya Pradesh, Annual Economic Survey 2011-12
[899] Madhya Pradesh, Annual Economic Survey 2011-12
[900] Madhya Pradesh, Annual Economic Survey 2011-12
[901] Madhya Pradesh Statistical Handbook 2010
[902]District Wise Outlays, 2011-12, District Plan

Wheat, Soyabean and Channa are the major crops of the district. Taking into account multi crop area, 47 percent of the net sown area is under soyabean and 39 percent under wheat along with 34.5% under Channa[903]. Produce of Jowar and Maize have decreased over the years[904].

Rainfall in the year 2008-09 was 1001.4 mm which was higher compared to previous years. Highest rainfall was witnessed in 2006-07. Around 52.5 percent of net sown area is irrigated[905]. Government is promoting irrigation and agricultural activities through an outlay of INR 80 lakhs in the Balram Talab Yojana, and another INR 50 Lakhs for Micro-irrigation[906]

Krishi Upaj Mandishave been set up in Vidisha, Serojn, Shamshabad, Lateri, Kurwai, Gulabganjand Ganjbasoda[907]. They export wheat, soyabean, gram, and lentil[908].

Vidisha district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 7 routes connecting different parts of Vidisha to other districts[909]. Chilling centres are installed in Sanchi, Vidisha and Lateri[910].

Apart from agriculture, other primary sector activities include sericulture. There are 3 mulberry silk centers at Kurvai, Nateran and Sironj along with one threading unit in Sironj[911].

### 15.24.2.2 Industry

Secondary sector in the district grew at 16.73 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[912]. Growth rate of industries which includes mining along with the secondary sector, is 17.64 percent CAGR over the five year period[913]. Growth in this sector is significant, and the growth rate is higher than primary and tertiary sector. Mining sector as a whole, has grown at a high CAGR of 54.26%[914]. This indicates lot of mining and quarrying activities in the district. When compared with year 2007-08, mining activity has increased by 62.18% in the year 2008-09[915]. Some of the minerals found in the district include limestone, laterite, vidhyan sandstone, basalt and raod metal clay[916]. Vidisha and Basoda are the important industrial areas in Vidisha district. Some of the large scale industries in the district include,

o    M/S Srf Ltd. (Rubber and Plastic)
o    M/S Flexituff Industries Ltd. (Rubber and Plastic)
o    M/S S.M. Dyechem Ltd (Food Processing)
o    M/S Emerald Tobacco Pvt. Ltd. (Miscelleneous Industries)
o    M/S Amulya Exports. (Basic Metal)

[903]Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[904] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP6-Vidisha-26.6.2012.pdf
[905] Madhya Pradesh Statistical Handbook 2010
[906]District Wise Outlays, 2011-12, District Plan
[907] http://www.mpmandiboard.org/mainaddcom.htm
[908] http://www.mpmandiboard.org/mainaddcom.htm
[909] http://mpcdf.nic.in/RVidisha.htm
[910] http://mpcdf.nic.in/Infra_Inf_BDS.pdf
[911] http://www.mpsericulture.nic.in/centers.htm
[912] Madhya Pradesh, Annual Economic Survey 2011-12
[913] Madhya Pradesh, Annual Economic Survey 2011-12
[914] Madhya Pradesh, Annual Economic Survey 2011-12
[915] Madhya Pradesh, Annual Economic Survey 2011-12
[916] http://vidisha.nic.in/

**Compostion of LMI Investment in Vidisha (as of March 2011)**

| Industry | Investment in Lakhs |
|---|---|
| Rubber & Plastic | 18144 |
| Miscelleneous Industries | 1500 |
| Food Processing | 1631 |
| Basic Metal | 500 |

Investment in Lakhs
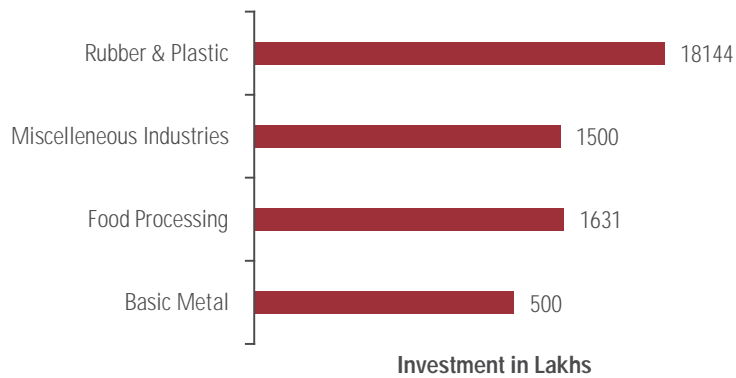
Vidisha has industrial areas allotted at Kanjana and GanjBasoda in the district. Other areas allotted by DTIC are at Vidisha, Kurwai and Kampana[917]. Around 52.3 Ha of land is present near the Basoda region.

Vidisha has witnessed growth in number of small scale industries in the districtin the year 2011-12. As per 2011-12 figures small scale industries have total investment of 504.83 lakhs generating 1,041 total employments in the district.

**Growth of SSIs in Vidisha**

| Year | Investment in Lakhs | Employment |
|---|---|---|
| 2007-08 | 253.59 | 863 |
| 2008-09 | 247.18 | 1043 |
| 2009-10 | 163.71 | 965 |
| 2010-11 | 310.89 | 840.00 |
| 2011-12 | 504.83 | 1041 |
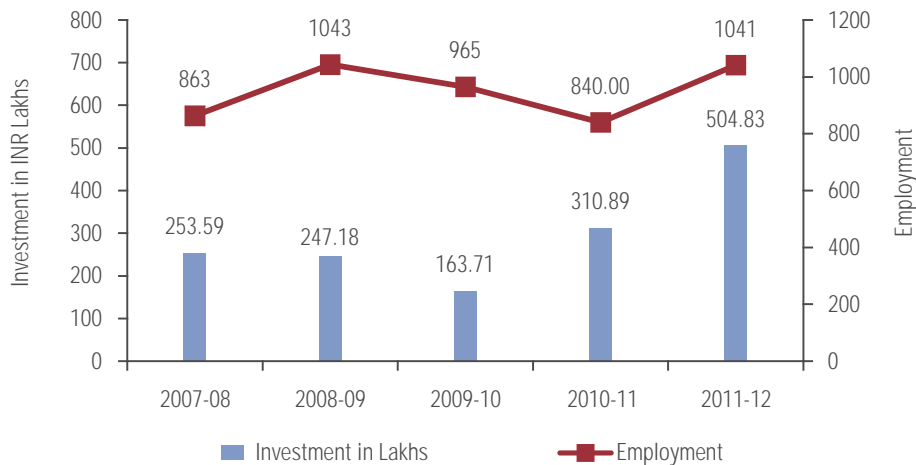
Food processing (17.81%), Chemicals (69.86%), and Engineering (7.53%) constitute over 50% of the total investment in SSI segment in 2010-11[918].

### 15.24.2.3  Services Sector

Services sector has been the driver of the district economy, with contribution of about 37 percent to GDDP. The sector grew at 9.74 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants, along with Real estate.

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[917] District industries survey report, Vidisha
[918] Based on discussions with GMDIC, Vidisha

Trade, hotels and restaurants as a service sector, constitutes 36 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include communication (16.12 percent), Storage (12.47%), real ownership of dwellings (9.27 percent) and public administration (15.04 percent)[919].

There is one national highway crossing the district[920]. The total length of highways is 494 km.National Highway No. 86 connects Kanpur in Uttar Pradesh with Dewas in Madhya Pradesh. The state Highways connecting all important towns, have a total length of about 743.4 Km[921] within the district. There is a good railway connectivity as well, within the district.

Overall healthcare reach at the district level is on par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs, is 21 and 144 respectively in the district - which is higher than the state average of 13 units per lakh population[922]. There are 2 civil hospitals and 1 district hospital. There is a further scope and need to improve the number of health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 300.

**Contribution of Services Sector to GDDP (2008-09)**

| Sector | In INR Lakhs |
|---|---|
| Public Administration | 12647 |
| Real Ownership of Dwel. B. Sr. & … | 14830 |
| Banking & Insurance | 4605 |
| Communication | 3810 |
| Storage | 369 |
| Transport by Other means | 4611 |
| Railways | 4161 |
| Trade Hotels and Restaurants | 41275 |
| Other Services | 28936 |

**In INR Lakhs**
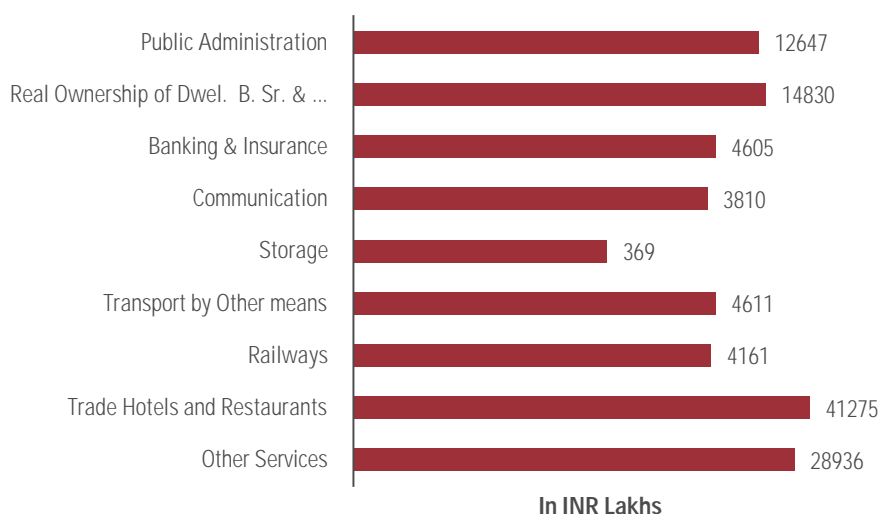
In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 64 to 81, recording a 17.75 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 626 crore INR to 1,417 crore INR over the five year period[923].

### 15.24.3   Workforce Distribution in the district

### 15.24.3.1   Current Employment Scenario in Vidisha

Worker's participation rate in the district (37.2 percent) is lower than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 29.3%[924] of total working population,

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[919] Madhya Pradesh, Annual Economic Survey 2011-12
[920] http://vidisha.nic.in/
[921] http://vidisha.nic.in/
[922] http://www.mp.gov.in/health/
[923] RBI Data : 2011-12
[924] District Statistical Handbook, Vidisha, 2011

indicating very low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 21.2 percent in comparison to male WPR at 51.2 percent, with the disparity being more prominent in urban areas.[925]

Such a low participation of women workforce is mainly because of lack of good education in the district. Lower female literacy rate is another reason for such a low WPR among women.

Around 70.6 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 85.2 percent of the rural population is involved in agriculture. 86 percent of the urban working population is involved in other activities which includes service sector. This is higher than the state's figure of 84% of the urban working population. This shows the dependence on tertiary sectors in the urban areas.

Migration is observed outside the district mainly due to the various opportunities available outside. Migration to nearby districts such as Guna and Bhopal are common, and into the urban clusters of Vidisha district, i.e. intra-district migration is high. It is mainly driven by direct and indirect employment opportunities in the surrounding districts. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Vidisha[926]. Vidisha city is very close to Bhopal, and thus there are migrations happening outside the district, mainly driven by the employment opportunities available in the nearby regions.

Dependency ratio is high and stands at 92.7 when compared to state's average of 84.3 per thousand population. Unemployment in the district is at 13.7 percent of the population, which is lower than that of Madhya Pradesh average of 16.4 percent. In the urban areas, 15.8 % of the population in the age group of 15-59 is unemployed. Dependency ratio ratio is 22.9 more in rural areas compared to urban areas in the district of Vidisha.

### 15.24.3.2 Estimation of Supply of Manpower in the District

According to KPMG Estimates, Vidisha has a significant demographic dividend, with rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 5.6 lakhs people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state's growth.[927]

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
| --- | --- | --- | --- | --- | --- |
| Vidisha | 1664544 | 1048663 | 558577 | 520860 | 175648 |

[925] District Statistical Handbook, Vidisha, 2011
[926] Based on Discussions with President, Zila Parishad
[927] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

### 15.24.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Vidisha has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in Vidisha. According to the estimates, in the next 5 years, Vidisha is expected to witness an incremental manpower requirement of around 60,300[928].

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 8036 | 0 | 0 | 6841 |
| Rubber and plastics | 89 | 819 | 876 | 77 | 711 | 761 |
| Food Processing | 13 | 56 | 197 | 12 | 49 | 172 |
| Fabrication | 2 | 14 | 15 | 1 | 13 | 13 |
| Chemical Products | 2 | 11 | 19 | 1 | 10 | 17 |
| Construction | 670 | 1689 | 11043 | 597 | 1503 | 9832 |
| IT&ITES | 11 | 203 | 0 | 14 | 266 | 0 |
| Healthcare | 74 | 1408 | 0 | 116 | 2202 | 0 |
| Transportations and Logistics | 234 | 559 | 3878 | 267 | 639 | 4433 |
| Retail | 854 | 2159 | 14062 | 706 | 1787 | 11635 |
| Hospitality | 158 | 797 | 2212 | 131 | 659 | 1830 |
| Communication | 177 | 995 | 2364 | 212 | 1066 | 2954 |
| Banking and Financial Services | 157 | 327 | 2665 | 165 | 343 | 2794 |
| Education and Training | 174 | 3164 | 149 | 186 | 3359 | 175 |

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[928] KPMG Estimates on Incremental Manpower Requirement

### 15.24.4 Human Resource Development Scenario in the District

### 15.24.4.1 Current State of Workforce Development

Vidisha has 3 ITIs and 2 ITCs in the district along with 1 Engineering College. There are very less number of colleges. There are a few government colleges for arts and science. Vidisha need to focus on the workforce development and has to increase its training potential. Total number of institutes is still low, and there is a clear gap in terms of workforce availability and skilled labours.

| Human Resource Development Institutions in Vidisha | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 1 | 540 |
| Pharmacy[1] | NA | NA |
| ITI (Govt.) | 3 | 435 |
| Medicine(MBBS) | NA | NA |
| ITC (Private) | 2 | 462 |

Total number of youths registered with employment exchange is 22,248 out of which 20,508 is skilled. Almost 92% of the registered youths are skilled in the district. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment. A few jobs were offered, and focus of roles offered were both technical and non-technical in nature, serving secondary and tertiary sector clients[929]. The number of people getting placed in tertiary sectors outreached the number in secondary sector. A total of 71 youths were placed as customer care executives, 88 as security guards/guard-man, 50 as sales executive, and another 28 as production trainee and technician out of the 355 youths placed in the job fair last year.

| Job fairs in the district | | |
|---|---|---|
| Company Name | Skills Looked at | Intake |
| Asis Pvt. Ltd, Bhopal | Customer Care Executive | 71 |
| Bhartiya Jeevan Beema Nigam, Vidisha | Grameen Career | 28 |
| Epose Health India, Bhopal | Sarvekshak | 90 |

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[929] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Flexi International Pvt. Ltd, Peethampur | Sales Executive | 24 |
|---|---|---|
| Pearl Industrial Security, Ahmedabad, Gujrat | Technician | 15 |
| Penthure Security Service, Ahmedabad | Security Guard | 64 |
| Shivashakti Bioplant, Bhopal | Security Guard | 11 |
| Shivashakti Bioplant, Sagar | Sales Executive | 39 |
| Vardhaman Yarn, Sakalapur | Trainee | 13 |
| **Total** | | **355** |

### 15.24.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 19,940 people in secondary and tertiary services and 34,140 people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 56.4 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 26,500 manpower without government funded training.

**Incremental Training Capacity in Vidisha**



| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 874 |
| Ministry of Health and Family Welfare | 934 |
| Ministry of Higher Education | 1326 |
| Ministry of HUPA | 1727 |
| Ministry of MSME | 1925 |
| Building and Other Construction ... | 5580 |
| Ministry of Labor | 3850 |
| Ministry of Communication and IT | 2745 |
| Ministry of Agriculture | 14201 |
| Others | 976 |
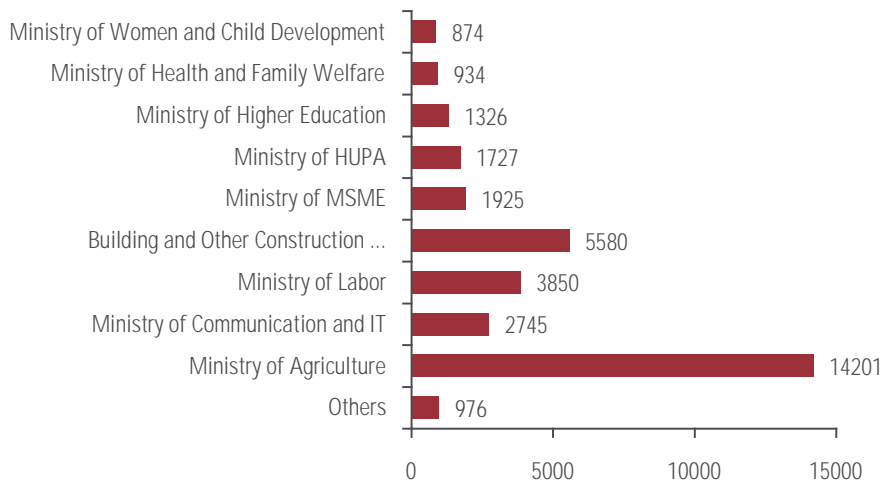
### 15.24.5 District Specific Recommendations

Vidisha, being a balanced economy with equal contributions from primary and tertiary sectors, and double that of the secondary sector, has proportional employment opportunities in the three sectors. However, formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 15,100 in the formal segment over the next five years.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the

services sector, employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and construction based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Vidisha is viewed as a potential sourcing ground for human capital for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are quite willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Vidisha district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o  Security Services<br>  o  Retail<br>  o  Food Processing<br>  o  Sericulture (Around 30 Lakhs outlay Alloted) |
| Government | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o  Construction Sector<br>  o  Retail Sector<br>  o  Transportation and Logistics<br>  o  Healthcare<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o  Sericulture can be developed along Sironj block of Vidisha<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o  Dairy farming (3 Dairy Centres)<br>  o  Mulberry cultivation and Silk Weaving<br>  o  Lac Cultivation<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| Private Skill Training Providers | - Focus on placement driven training in the following segment predominantly using district as a sourcing hub |

| | |
|---|---|
| | <ul><li>○ Security services</li><li>○ Retail/ Hospitality</li></ul><ul><li>Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics</li><li>Bridging basic skills of communication and numeracy</li></ul> |
| **Industry** | <ul><li>Provide training for skills in those sector where the requirement for absorption within industry is higher such as</li><li>○ Construction</li><li>○ Security Services</li></ul><ul><li>Initiate and support modular employability skill training in collaboration with private players/Government</li><li>To create placement linkage opportunities in training institutions</li></ul> |

## 15.25    Skill Gap Assessment of Ujjain District

### 15.25.1   Social Profile

#### 15.25.1.1   Demographics

Ujjain district is a part of Ujjain division with its administrative headquarters at Ujjain city. It is bounded by Shajapur, Dewas, Indore, Dhar and Ratlam. It covers an area of 6,091 square km[930] and has a population of 19.86[931] lakhs along with population density of 326.15 per square km. Population density is significantly higher than the state's average of 236 per square km. A growth of 16.11% in the population is witnessed over the last decade. Urbanization of the district is 39.22 percent, and is greater than the state's average of 27.63 percent. Gender ratio is 954 females per 1,000 male population whereas child sex ratio (0-6 years) is comparatively lower at 919 girls per 1,000 boys[932]. Around 13.32% of the total population is within 0-6 age group. 28 % of the population is under SC/ST category with 24.72% of the total population under SC category and 3.11% under ST category[933]. The percentage of people below poverty line in urban areas (25.7 percent) is higher than in rural areas (23.3 percent)[934]. Overall, 24.4% of the total population of Ujjain district is below poverty line[935].

#### 15.25.1.2   Literacy

As of 2011, literacy rate in the district (73.55 percent) is greater than that of the state average of 70.63 percent[936]. There have been improvements in the literacy rate as per 2001 figures (70.9%). There are 3,227 K12 institutions in the district with private sector participation being around 31.84 percent[937]. Around 39% of the total students are enrolled with private schools,which play a smaller role in the primary, secondary and higher education,than Government schools in the district[938].

Female literacy rate (61.40%) is lower when compared to male counterparts (85.22%)[939]. As per 2001 census, female literacy rate stands at 57.9%[940], and it has increased marginally over a decade. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes, and many girls drop out from schools around that period[941][942]. Transition rate from primary to upper primary is 83%[943]. Enrollments were highest in 2008-09, after which a decline was observed with number of enrollments in class VIII increasing across the years[944]. Retention rate at primary levels is 67.5%, with Gender Parity Index at 0.94 for primary level[945].

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[930] Census of India, 2011
[931] Census of India, 2011
[932] Census of India, 2011
[933] Census of India, 2001
[934] District  wise poverty estimates, state planning commission, Madhya Pradesh
[935] District  wise poverty estimates, state planning commission, Madhya Pradesh
[936] Census of India, 2011
[937] Census of India, 2011
[938] DRC Data on School Education
[939] Census of India, 2011
[940] Census of India, 2001 and 2011
[941] DRC Data on School Education
[942] District Elementary report card, 2010-11, India
[943] District Elementary Education Report Card : 2010-11
[944] District Elementary report card, 2010-11, India
[945] District Elementary report card, 2010-11, India

| District | Madhya Pradesh | Ujjain |
|---|---|---|
| Population(2011) | 72,597,565 | 1,986,597 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 16.1% |
| Population Density Per Sq.km(2011) | 236 | 326 |
| Level of Urbanization(2011) | 27.6% | 39.2% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 954 |
| Proportion of ST Population(2001) | 20.3% | 3.1% |
| Literacy Rate(2011) | 70.6% | 73.6% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 23.8% |
| Number of Literates(2011) | 43,827,193 | 1,266,579 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 358,172 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.10 |
| Contribution to State Economy(2008-09) | - | 3.85% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 33,759 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 30.4% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 25.3% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 44.3% |

### 15.25.2 District Economy

District economy registered a growth rate of 11.38[946] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during last five years[947]. Contribution from primary and service sector is still significant, when compared to the secondary sector. Primary sector contributes 30.39% of the district economy, while growing at a 12.81 percent CAGR over the past 5 years[948]. In absolute value terms, contribution from secondary sector had grown at a faster rate (13.04 percent)[949]. District per capita income is INR 33,759 in the year 2008-09[950]. There has been a CAGR of 9.50

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[946] Madhya Pradesh, Annual Economic Survey 2011-12
[947] Madhya Pradesh, Annual Economic Survey 2011-12
[948] Madhya Pradesh, Annual Economic Survey 2011-12
[949] Madhya Pradesh, Annual Economic Survey 2011-12
[950] Madhya Pradesh, Annual Economic Survey 2011-12

percent in per capita income[951]. Per capita income has witnessed a huge growth of 21.6 percent over the year from 2007-8 to 2008-9[952].

**Ujjain Economic Growth**
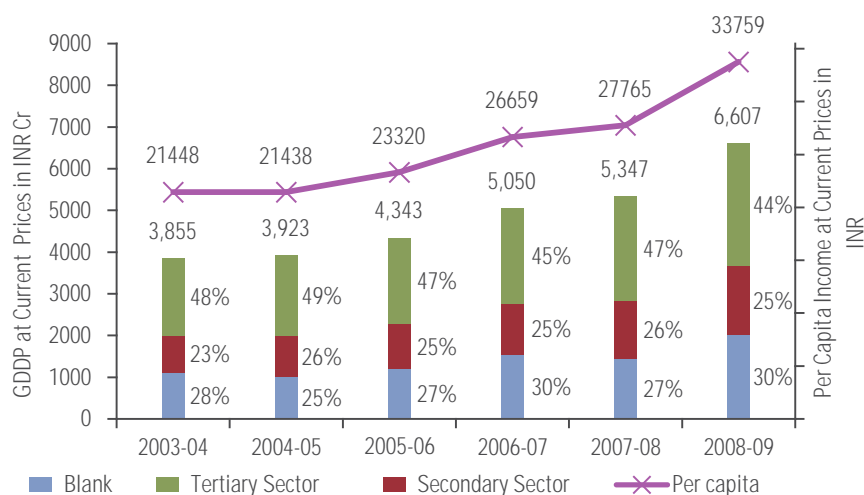


### 15.25.2.1 Agriculture and allied sectors

Ujjain is predominantly an agricultural economy. Out of the total 6,09,100 hectares of land, between 2005-06 and 2008-09, net sown area remained almost constant at 4,89,000 hectares. Total forest cover is around 0.52% of the total geographical area of the district[953].

Agriculture and allied activities is growing at a CAGR of 12.62% while fishing witnessed a growth of 19.09% over the five year period. For Oilseed production program and for intensive fruit development program, government has allotted an outlay of INR 116 lakhs and INR 12 lakhs respectively, in the year 2011-12.

Wheat, jowar and cane are the major crops along with soyabean[954]. Taking into account multi crop area, 92.3 percent of the net sown area is under soyabean and 43.48 percent under Channa, along with 27.62% in wheat[955]. Around 65% of the total net sown area is double cropped. There has been an increasing trend in the production of Channa over the years, while Jowar and Maize is decreasing in terms of land covered and produce. There is variety of horticulture crops in the district. Some of the fruit crops include orange, guava, sweet lime and papaya. Oranges are famous in the district, and are produced in large quantities. Vegetables such as potato, sweet potato and green peas, along with lady's finger, Kaddu Vargoya etc, are grown in the district. Spices include Coriander, Fenugreek seed along with garlic and chilli. Chilli is the major spice crop in the district followed by garlic and coriander. Popular medicinal and aromatic crops include Ashwa Gandha and Aamla. Flowers grown in the district include marigold, navrang and guldawadi[956].

Rainfall in the year 2008-09 was 610.6 mm, which was substantially lower, compared to previous years. Around 40 percent of net sown area is irrigated. Irrigated land is quite low in proportion, and the farmers are still dependant on

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[951] Madhya Pradesh, Annual Economic Survey 2011-12
[952] Madhya Pradesh, Annual Economic Survey 2011-12
[953] Madhya Pradesh Statistical Handbook 2010
[954] http://ujjain.nic.in/statistics/statistical_profile.htm
[955]Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[956] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan

rainfall for agriculture[957]. Government is promoting irrigation and agricultural activities by an outlay of INR 60 lakhs in Balram Talab Yojana, and another INR 150 Lakhs for Micro-irrigation[958].

Ujjain district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 7 routes connecting Ujjain[959].There are two bulk milk coolers in Khachrod and Badnagar[960]. The capacity is 2,50,000 liters per day[961].

Ujjain Dughdha Sanga is a cooperative society, based out if Ujjain city - which is producing large amount of milk based products in the district under the brand name Sanchi[962]. Khachrod and Badnagar has bulk milk center with 2,50,000 liters of milk per day[963]. The cold chain infrastructure is located at various prime locations in and around Ujjain district. The Cooperative society directly takes up the milk from the farmers and supplies it to the manufacturing unit. Government has also helped the local people of Ujjain to set up shops for selling milk and milk products, under the same brand name Sanchi. These booths are known as Sanchi booths[964].

Apart from agriculture, sericulture is also popular in the district. 3 mulberry silk centers at Molana, Malyakhedi and Kanchankhedi located within the Badnagar, Ghatiya and Khachrod blocks respectively, are present in the district[965].

### 15.25.2.2  Industry

Secondary sector in the district grew at 16.13 percent CAGR over the five-year period, from 2003-04 to 2008-09[966]. Growth rate of industries - which includes mining along with the secondary sector - is 13.33 percent CAGR over the five year period[967]. Growth in this sector is significant and the growth rate is higher than primary and tertiary sector. Mining sector as a whole has grown at a high CAGR of 85.51%[968], indicating increasing mining and quarrying activities in the district.

Contribution from manufacturing sector to the economy, is growing at a CAGR of 10% while that of construction is around 19.25%. Overall, the secondary sector is growing at 13.04%[969].

Ujjain, Mahidpur, Khachrod and Badnagarare are the important industrial areas present in Ujjain district with predominant cluster mix of textiles, chemical products and non metallic minerals.

Some of the large scale industries in the district include :

- M/S Grasim Industries [Caustic Soda Membrane Cell Unit]  (~200 Crores INR investment)
- M/S Grasim Industries [Staple fiber division] (~500 Crores INR investment)
- M/S Gwalior Chemical Ind Ltd.(~100 Crores INR investment)
- M/S Ujjain Dugdh Sangh Sahkari Ltd

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[957] Madhya Pradesh Statistical Handbook 2010
[958]District Wise Outlays, 2011-12, District Plan
[959] http://mpcdf.nic.in/CC_UDS.htm
[960] http://mpcdf.nic.in/CC_UDS.htm
[961] http://mpcdf.nic.in/CC_UDS.htm
[962] Based on the discussion with industrial bodies in the district
[963] http://mpcdf.nic.in/CC_UDS.htm
[964] http://mpcdf.nic.in/CC_UDS.htm
[965] http://www.mpsericulture.nic.in/centers.htm
[966] Madhya Pradesh, Annual Economic Survey 2011-12
[967] Madhya Pradesh, Annual Economic Survey 2011-12
[968] Madhya Pradesh, Annual Economic Survey 2011-12
[969] Madhya Pradesh, Annual Economic Survey 2011-12

Apart from this there are large numbers of corrugated boxes and accessories units within the district. Some of the upcoming sectors include iron and iron casting, cotton and non-woven, pharmaceuticals, steel rerolling, adhesives and gums, and plastic items[970].

**Compostion of LMI Investment in Ujjain**
**(as of March 2011)**

| Sector | Investment in Lakhs |
|---|---|
| Textile | 50377.75 |
| Rubber & Plastic | 6724.44 |
| Mechanical Engg. Based ... | 918 |
| Food Processing | 211 |
| Agro Based | 1777.36 |
| Chemical & Chemical Products | 42729.77 |

**Investment in Lakhs**
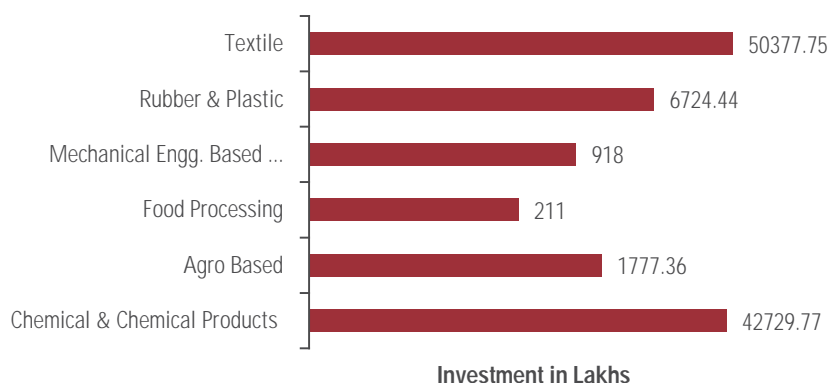
Some of the allotted land areas for industries are located at Chakrod, Maksi Road, Dewas Road, Noulakha Beed, Bandhka, Mahidpur and Badnagar. The main industrial locations are present in Maksi, Dewas, Mahidpur and Chakrod[971].

Ujjain has witnessed significant growth in number of small scale industries in the district in the year 2008-09. As per 2011-12 figures, small scale industries have total investment of 695.82 lakhs, generating 678 total employments in the district.

**Growth of SSIs in Ujjain**
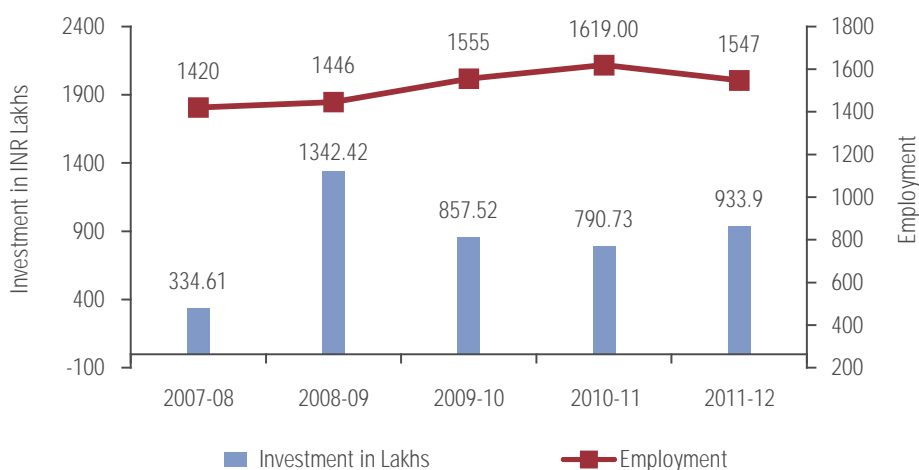


Plastic households (17.29%), Paper (56.31%) and Chemical (3.52%), textile (10.56%) and construction material (6.45%) constitute over 80% of the total investment in SSI segment in 2010-11. Besides these, food processing, agro based and mineral segment contribute over another quarter of the SSI investment in the same year.[972]

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[970] Based on discussions with GMDIC, Ujjain
[971] District industries survey report, Ujjain
[972] Based on discussions with GMDIC, Ujjain

### 15.25.2.3   Services Sector

Services sector has been the driver of the district economy, with contribution of about 44 percent to GDDP. The sector grew at 9.61 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade Hotels and Restaurants as a service sector, constitutes 30.7 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include communication (16.58 percent) and storage (11.59 percent)[973]. Religious tourism is popular due to the presence of Mahakaleshwar temple and some other important temples in the Ujjain city and the district.

There are other small and large roads in the district[974]. MP SH 18 of length 362.3km and MP SH 27 of 386.60km, cross the district[975]. The city Ujjain is well connected with roads and railways.

Overall healthcare reach at the district level is on par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 22 and 171 respectively in the district which is higher than the state average of 13 units per lakh population[976]. There are 6 civil hospitals and 1 district hospital. There is a further scope to improve the number of health centres in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 700.  The number of health centres and clinic are listed below[977]. There are 20 primary health centers and 169 sub-health centers along with 23 allopathic clinics.

**Contribution of Services Sector to GDDP (2008-09)**
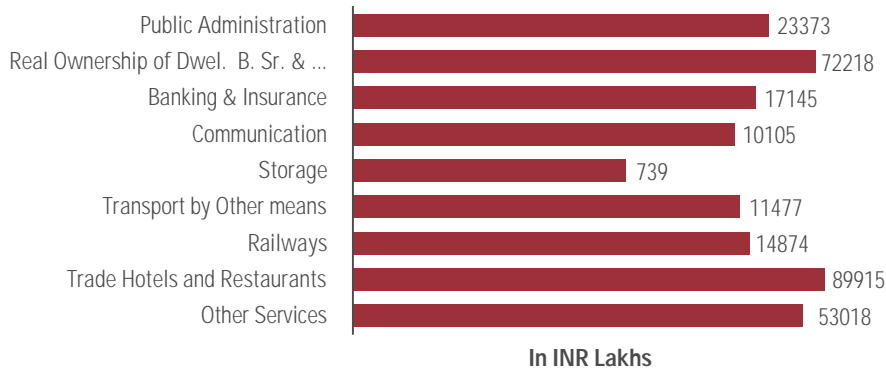
| Category | In INR Lakhs |
| --- | --- |
| Public Administration | 23373 |
| Real Ownership of Dwel.  B. Sr. & ... | 72218 |
| Banking & Insurance | 17145 |
| Communication | 10105 |
| Storage | 739 |
| Transport by Other means | 11477 |
| Railways | 14874 |
| Trade Hotels and Restaurants | 89915 |
| Other Services | 53018 |

**In INR Lakhs**

In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 124 to 144, recording a 19.12 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 1722 crore INR to 4,130 crore INR over the five year period[978].

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[973] Madhya Pradesh, Annual Economic Survey 2011-12
[974] Compendium, PPP projects in State Highways,
[975] Compendium, PPP projects in State Highways,
[976] http://www.mp.gov.in/health/
[977] http://ujjain.nic.in/statistics/statistical_profile.htm
[978] RBI Data : 2011-12

### 15.25.3   Workforce Distribution in the district

### 15.25.3.1   Current Employment Scenario in Ujjain

Worker's participation rate in the district (44.1 percent) is higher than state's average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 37.1%[979] of total working population indicating medium level of employment generation through industries and services sector, in line with economic activity in the district. Worker participation is low amongst women at 33.9 percent, in comparison to male WPR at 53.8 percent, with the disparity being more prominent in urban areas.[980]

Around 62.9 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 87.9 percent of the rural population is involved in agriculture. 88.4 percent of the urban working population is involved in other activities, which includes the service sector. This is higher than the state's figure of 84.3% of the urban working population. Dependency ratio as whole is less in the district, and the percentage of people, without employment, in the age group of 15-59 year is 15%.

Migration is observed in Ujjain district mainly due to various opportunities available outside the district. Migration to Ujjain from nearby districts like Mandsaur, Ratlam, Shajapur and Neemuch, is common. Migration into the urban clusters of Ujjain district, and intra-district migration, is also prominent. Migration is mainly driven by direct and indirect employment opportunities from the surrounding districts. In the skilled and semi-skilled youth category, outward migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Ujjain.

Migration due to religious activities is common and happens in Shivrathri and Saavan season. Some children migrate to Nagda and join resin and subsidiary industry.

Dependency ratio is low at 77.7, compared to the state average of 84 per thousand population. Unemployment in the district is 15% of the population, which is less than that of Madhya Pradesh average of 16.4%. In the urban areas 16.1%, of the population in the age group of 15-59, is unemployed.

Immigration into Ujjain is more common amongst the unskilled category, especially from the neighboring districts - leading to significant increase in the slum dwelling population in the district. Ujjain has a slum population with 277 slum pockets and 1,55,582 persons under the slum category.[981]

### 15.25.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Ujjain has a significant demographic dividend, with rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 8.38 lakhs people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.[982]

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[979] District Statistical Handbook, Ujjain, 2011
[980] District Statistical Handbook, Ujjain, 2011
[981] Madhya Pradesh Human Development Report, 2007
[982]KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|---------------------------|-----------------------------|---------------------|-------------------|-----------------------------------|
| Ujjain | 2145830 | 1351873 | 838710 | 782080 | 161773 |

### 15.25.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Ujjain has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in Ujjain. According to the estimates, in the next 5 years, Ujjain is expected to witness a incremental manpower requirement of 1.47 lakhs[983].

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|---------------|-----------|---------|---------------|-----------|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 12363 | 0 | 0 | 10525 |
| Rubber and plastics products | 39 | 354 | 379 | 34 | 307 | 329 |
| Food Processing | 18 | 77 | 271 | 16 | 67 | 235 |
| Chemical Products | 399 | 2864 | 4713 | 346 | 2487 | 4092 |
| Auto and Auto Components | 3 | 31 | 16 | 2 | 27 | 14 |
| Textiles | 518 | 2307 | 7536 | 450 | 2003 | 6541 |
| Construction | 968 | 2438 | 15947 | 861 | 2171 | 14197 |
| IT&ITES | 536 | 10176 | 0 | 497 | 9436 | 0 |
| Healthcare | 42 | 805 | 0 | 143 | 2709 | 0 |
| Transportations and Logistics | 687 | 1645 | 11413 | 786 | 1880 | 13048 |
| Retail | 1860 | 4704 | 30633 | 1539 | 3892 | 25346 |
| Hospitality | 345 | 1736 | 4819 | 285 | 1436 | 3987 |

[983] KPMG Estimates on Incremental Manpower Requirement

| Communication | 469 | 2638 | 6269 | 561 | 2828 | 7836 |
| Banking & Financial Services | 586 | 1218 | 9921 | 615 | 1277 | 10402 |
| Education and Training | 278 | 5043 | 237 | 288 | 5201 | 272 |

### 15.25.4 Human Resource Development Scenario in the District

#### 15.25.4.1 Current State of Workforce Development

Uijjain has one polytechnic college along with 5 ITIs and 3 ITCs in the district. There are 8 Engineering colleges and 1 medical college. Ujjain need to focus on workforce development, and has to increase its training potential. The total number of institutes is still on the lower side, and there is a clear gap in terms of workforce availability and skilled labours. A number of educational institutions are coming up in the district. Govt. is proposing to make Ujjain as "**Knowledge City**" of Madhya Pradesh.

State Govt. has taken decision to establish centre for excellence in Govt. Engg. College. Government college of Ujjain, will be made as a centre. The work is undertaken by Oracle Pvt. Ltd[984].Government has also sanctioned an amount of INR 50 lakh for the construction of Government Sangit Mahavidhyalaya Ujjain[985].

| Human Resource Development Institutions in Ujjain | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 8 | 2670 |
| Pharmacy[1] | 2 | 120 |
| ITI (Govt.) | 5 | 961 |
| ITC (Private) | 3 | 987 |
| Medicine(MBBS) | 1 | 100 |
| Polytechnic | 1 | 480 |

Govt. of Madhya Pradesh is planning to develop 2 skill centres per district. This has been planned at Ghatia and Tarana. Some of the training institute other than ITIs include RSETI – Lead Bank – Bank of India, NGOs – Param Hari Krapa Social Welfare Society, Ujjain, NGO – Shruthi Kirthi Siksha Samiti, AISECT Ujjain – NGO[986]. Training conducted by NGOs include various other trades like retail, sales and marketing, soft skill, tally, accounting, tourism etc. RSETI trains on Mobile and TV repairing, Motor repairing, dairy development etc.

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[984] Annual Report, Madhya Pradesh, 2011-12
[985] Annual Report, Madhya Pradesh, 2011-12
[986] Discussion with Government officials and NGOs present in the district

NGOs are doing well in the district, and are striving towards excellence in vocational skilling. The number of enrollemnts are high in such NGOs, that are mainly targeted towards computer and electronic courses. Students from different districts are ready to get enrolled in such NGOs. Government has provided them license to spread education and improve the level of skill in the district.

Total number of youths registered with employment exchange is 36,936 out of which 32,403 is skilled. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment. Many jobs were offered, and focus of roles offered were both technical and non-technical in nature, serving tertiary sector clients[987].A total of 4,024 students were placed with around 800 as sales executive, 97 as security guards, 6,725 as soldiers and 515 as Insurance agent in LIC.

| Job fairs in the district | | |
|---|---|---|
| **Company Name** | **Skills Looked at** | **Intake** |
| A.V Agro, Ujjain | Marketing executive | 19 |
| Aditya Nirmal Society, Ujjain | Machine Works | 334 |
| Basic Career Consulting, Ujjain | Sales Executive | 62 |
| Centram Skilled works, Indore | Sales Executive | 56 |
| Centram Skilled works, Indore | Operator | 60 |
| Cosmos Main power, Gandhi Nagar | Security Guard | 52 |
| Cosmos Main power, Gandhi Nagar | Trained Operator | 60 |
| Emphosis BPO, Ujjain | Customer Care Executive | 187 |
| Enavle India, Indore | Trainees | 86 |
| Madhya Pradesh Ambuja Exports Ltd, Ahmedabad | Machine Works | 107 |
| ICI Dotcome, | Marketing executive | 45 |
| Inspire Consultancy and services, Indore | Sales Executive | 165 |
| Kataria Group, Ujjain | Marketing executive | 112 |
| Kataria Group, Ujjain | Sales Executive | 310 |
| LIC India, Badanagar | Sahayak Abhikarta | 102 |

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[987] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| | | |
|---|---|---|
| LIC India, Mahidpur | Sahayak Abhikarta | 52 |
| LIC India, Nagda | Sahayak Abhikarta | 138 |
| LIC India, Ujjain | Sahayak Abhikarta | 223 |
| LIC Training Service India Ltd, Bharatpur | Security Guard | 20 |
| Navbharat Fertilizers, Indore | Sales Executive | 31 |
| Navbharat Fertilizers, Indore | Security Guard | 25 |
| Other 7 companies | Varied | 463 |
| Poineer Engineering, Ujjain | Machine Works | 8 |
| Rajasthan Cotton Mills, Bhavanimandi, Rajasthan | Machine Works | 147 |
| Rajasthan Textile Mills, Bhavanimandi, Rajasthan | Machine Works | 160 |
| Samsung Electronic, Noida | Operator Trainees | 35 |
| Sena Bharathi, Mahu | Sainik | 725 |
| Shivashakti, Indore | Sales Executive | 173 |
| Spintex, Peethampur | Machine Works | 67 |
| **Grand Total** | | **4024** |

### 15.25.4.2  Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 57,735 people in secondary and tertiary services and 79,269 people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet about 50 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 68,000 manpower without government funded training.

**Incremental Training Capacity in Ujjain**

| Ministry | Value |
|---|---|
| Ministry of Textiles | 7484 |
| Ministry of Women and Child Development | 1230 |
| Ministry of Health and Family Welfare | 1272 |
| Ministry of Higher Education | 1806 |
| Ministry of HUPA | 3962 |
| Ministry of MSME | 8632 |
| Building and Other Construction ... | 8058 |
| Ministry of Labor | 17263 |
| Ministry of Communication and IT | 13369 |
| Ministry of Agriculture | 21534 |
| Others | 2142 |
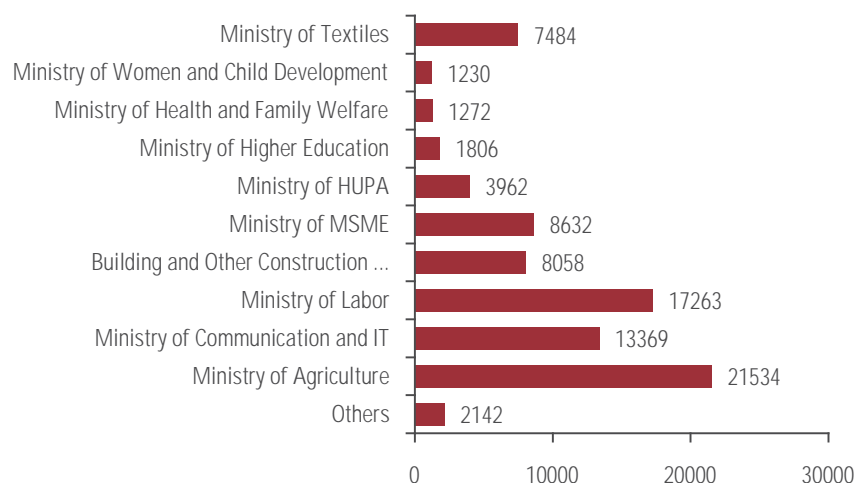
### 15.25.5 District Specific Recommendations

Ujjain being a primary and teriary sector driven economy, has significant opportunities for skill development over the next decade. The district has potential to create over 80,000 employment opportunties in the next five years, predominantly in the services sector.

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district:

- High employment potential in services sectors - **Retail, Transportation and Logistics, Communication and Construction** primarily in un-organized category
- **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower, specifically in financial intermediaries - considering the high level of economic activity witnessed as a state capital.
- Growth in commercial and industrial development in Ujjain, has spurred indirect employment demand in certain unorganized sectors - like **security services and facilities management**
- Among high employment growth manufacturing areas, **manufacturing of engineering/electrical products, food processing**, **chemical and chemical products** demand high level of skilling
- Employment generation being largely service driven, the demand for specific roles in **sales and marketing** is expected to be high across sectors.
- Existing focus on training for informal sector by private skill training providers, is low
- Public sector spending on skill training is predominantly focusing on secondary and tertiary sectors.

Based on interaction with industries and commercial enterprises, Ujjain is viewed as a potential destination for sourcing from a diversified sample of skilled youth from across Madhya Pradesh. It will be made "Knowledge City" and a base for education centre. Based on interaction with youth in the state, Ujjain, with large public sector undertaking and private industries is viewed as a potential employment destination across Madhya Pradesh. Considering these factors, the proposed action plan for stakeholders in skill development in Ujjain district would cover the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | • Focus on increasing participation from national/regional private skill training providers with focus on the following sectors<br>   o   Banking and Financial Services<br>   o   Retail<br>   o   Hospitality<br>   o   Transportation and Logistics<br>   o   Communication |
| **Government** | • Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o   Informal segment of Construction Sector<br>   o   Informal segment of Retail Sector<br>   o   Formal/ Informal segment of Transportation and Logistics<br>   o   Formal/ Informal segment of Manufacturing of engineering/electrical products<br>   o   Formal/Informal segment of Food Processing<br>   o   Formal segment in Healthcare<br>• Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o   Dairy farming, Livestock rearing – Goatery, Piggery<br>   o   Horticulture- Mango, Orange, Amla, Ber,<br>   o   Flower Cultivation-  Guldawadi, Marigold and Navrang<br>   o   Spice Cultivation – Garlic, Onion, Chilli and coriander.<br>• Align Livelihood training programs to industrial requirements of sectors Retail, Transportation and Logistics, Construction,Healthcare,Manufacturing |
| **Private Skill Training Providers** | • Focus on placement driven training (both technical and non-technical) targeting local youth from low income families with cost to be borne by companies<br>   o   Banking and Financial Services<br>   o   Organized Retail<br>   o   Hospitality<br>   o   Security Services<br>• Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o   Food Processing –Proximity to  agri mandi in Neemuch and Mandsaur<br>   o   Transportation and Logistics –connected with road and railway linkages<br>• Opportunity for setting up finishing school training for tertiary sectors such as  those with high salary potential, where students will be willing to pay and learn ( both technical and non-technical category)<br>   o   Banking and Financial Services<br>   o   IT&ITES<br>• Assessment of training provided by government departments in sectors of retail, |

| | construction,  manufacturing of engineering/electrical products transportation and logistics |
| --- | --- |
| | · Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br><br>   o Banking & Financial Services<br>   o IT/ITES<br>   o Retail<br><br>· Initiate and support modular employability skill training in collaboration with private players/Government<br><br>· To create placement linkage opportunities in training institutions |

## 15.26    Skill Gap Assessment of Shajapur District

### 15.26.1   Social Profile

#### 15.26.1.1   Demographics

Shajapur district is a part of Malwa region and Ujjain Division, with the administrative headquarters at Shajapur town. It is bounded by Ujjain district, Dewas, Sehore, Rajgarh and Rajasthan and covers an area of 6,195 square km[988]. It has a population of 15.12[989] lakhs as of 2011. Shajapur is a sparcely populated rural district with population density of 244.12 per square km, which is marginally higher than the state's average. It witnessed a growth of 17.17% in population over the last decade. Urbanization is 19.4% and is significantly less than the state's average of 27.63%. Gender ratio of the district stands at 939 females per 1,000 male population whereas child sex ratio (0-6 years) is comparatively lower at 913 girls per 1,000 boys[990]. Around 14.1% of the total population is within 0-6 age group. Around 25 % of the population is under SC/ST category with 21.98% of the total population under SC category and 2.74% under ST category[991]. The percentage of people below poverty line in urban areas (40.9 percent) is higher compared to rural areas (16.9 percent)[992].

#### 15.26.1.2   Literacy

As of 2011, literacy rate in the district (70.17 percent) is marginally lesser than that of the state average of 70.63 percent[993]. There are 2,978 K12 institutions in the district - with private sector participation being around 23.3 percent[994]. Around 43.5% of the total students are enrolled with private schools, and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[995].

Female literacy rate (56.36%) is much lower that that of male counterparts (83.19%)[996]. As per the 2001 census, female literacy stands at 57.4%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under the Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes, and many girls drop out from around that period. In terms of student enrollment, the year 2009-10 witnessed a peak with maximum enrollment[997].

| District | Madhya Pradesh | Shajapur |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,512,353 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 17.2% |
| **Population Density Per Sq.km(2011)** | 236 | 244 |
| **Level of Urbanization(2011)** | 27.6% | 19.4% |

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[988] Census of India, 2011
[989] Census of India, 2011
[990] Census of India, 2011
[991] Census of India, 2001
[992] District  wise poverty estimates, state planning commission, Madhya Pradesh
[993] Census of India, 2011
[994] Census of India, 2011
[995] DRC Data on School Education
[996] Census of India, 2011
[997] DRC Data on School Education

| | | |
|---|---|---|
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 939 |
| Proportion of ST Population(2001) | 20.3% | 2.7% |
| Literacy Rate(2011) | 70.6% | 70.2% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 26.8% |
| Number of Literates(2011) | 43,827,193 | 911,619 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 289,041 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |
| Contribution to State Economy(2008-09) | - | 1.83% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 21,136 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 44.3% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 18.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 36.9% |

### 15.26.2 District Economy

District economy registered a growth rate of 9.78[998] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[999]. Contribution from primary and service sector is still significant when compared to secondary sector. Primary sector contributes 44.3% of the district economy while growing at a 7.25 percent CAGR over the past 5 years[1000]. In absolute value terms, contribution from secondary sector had grown at a faster rate (16.13 percent)[1001]. The district per capita income is greater than the state's average and stands at INR 21,136 in the year 2008-09[1002]. There has been a CAGR of 7.82 percent in per capita income[1003]. Per capita income has witnessed a huge growth of 24.4 percent over the year from 2007-8 to 2008-9[1004].

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[998] Madhya Pradesh, Annual Economic Survey 2011-12
[999] Madhya Pradesh, Annual Economic Survey 2011-12
[1000] Madhya Pradesh, Annual Economic Survey 2011-12
[1001] Madhya Pradesh, Annual Economic Survey 2011-12
[1002] Madhya Pradesh, Annual Economic Survey 2011-12
[1003] Madhya Pradesh, Annual Economic Survey 2011-12
[1004] Madhya Pradesh, Annual Economic Survey 2011-12

**Shajapur Economic Growth**
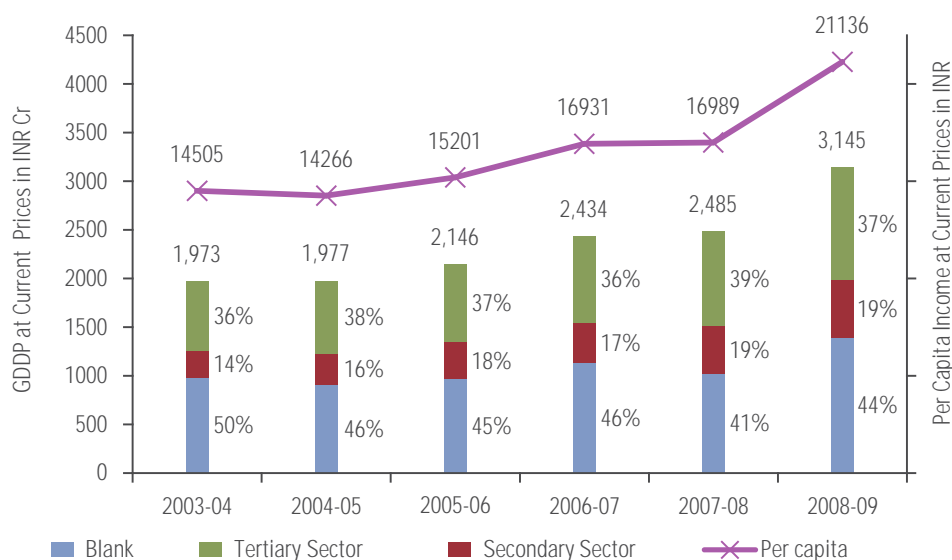


### 15.26.2.1  Agriculture and allied sectors

Shajapur is predominantly an agricultural economy. Out of the total 6,19,500 hectares of land, between 2005-06 and 2008-09, net sown area remained almost constant at 4,54,000 hectares. Total forest cover is around 1.12% of the total geographical area of the district[1005].

Agriculture and allied activities is growing at a CAGR of 6.83% while fishing witnessed a growth of 37.43% over the five year period. For Oilseed production program and for intensive fruit development program, the government has allotted an outlay of INR 50 lakhs and INR 45.05 lakhs respectively, in the year 2011-12.

Shajapur has a river flowing through it. The banks of river Parbati have alluvial soil. The district has deep black and shallow black brown and alluvial soils of the northern region[1006].

Channa and soyabean along with wheat, maize and jowar are the major crops of the district. Taking into account multi crop area, 76.59 % of the net sown area is under soyabean, and 37.1 % under Channa, along with 19.96% in wheat[1007]. There has been an increasing trend In terms of produce of Channa over the years, while Jowar and Maize is decreasing in terms of land covered.

Rainfall in the year 2008-09 was 688.8 mm which was much lower compared to previous years. Around 45 percent of net sown area is irrigated. Government is promoting irrigation and agricultural activities by an outlay of 50 lakhs in Balram Talab Yojana and another 200 Lakhs for Micro-irrigation. Government is promoting horticulture and food processing as well in the district by many schemes[1008].

Krishi Upaj Mandi are found in Shajapur, Sujalpur, Aagar, Surasen, Nalkheda, Kalapeepal and Maxi[1009]. There is a variety of horticulture crops in the district[1010]. Some of the fruit crops include mango, oranges, sweet lime and Aamla. Oranges are famous in the district and are produced in large quantities. Vegetables such as potato, tomato, lady's finger and Kaddu

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[1005] Madhya Pradesh Statistical Handbook 2010
[1006] http://shajapur.nic.in/
[1007] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1008] District Wise Outlays, 2011-12, District Plan
[1009] District industries survey report, Shajapur
[1010] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan

Vargoya are grown in the district. Production of Potato is highest. Spices include Coriander, Fenugreek seed along with garlic, onion and chilli. Coriander is the major spice crop in the district followed by onion and garlic. Medicinal and aromatic crops include Chandra sur and Ashwa Gandha. Flowers grown in the district, include marigold, morga and rose[1011].

Shajapur district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 13 routes; 7 of them connecting Shajapur and 6 of them connecting Agar[1012]. Chilling centre installed in Shajapur is under the Jila Panchayat scheme, producing 10,000 liter of milk per day. Another plant at Agar installed under NDDB scheme has the capacity of another 10,000 litre per day[1013].

Apart from agriculture in the district, some of the other primary sector activities include sericulture and horticulture. 3 mulberry silk centers at Ghattimukhtyarpur, Nandni and Piplyanagar located within the Kalapipal block are present in the district[1014].

### 15.26.2.2  Industry

Secondary sector in the district grew at 16.13 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1015]. The growth rate of industries which includes mining along with the secondary sector is, 16.73 percent CAGR over the five year period[1016]. The growth in this sector is significant, and the growth rate is higher than primary and tertiary sector. Mining sector as a whole, has grown at a high CAGR of 58%[1017]. Mineral inventory work in the district will be carried out as per 2011-12 annual plan of Madhya Pradesh[1018].

Shajapur and Agar are main important industrial areas in Shajapur district with predominant cluster mix of basic metal, chemical products and non metallic minerals.

Some of the large scale industries in the district include,

- M/S Shajapur Solvent Extraction Pvt. Ltd.
- M/S Sidharth Tubes Ltd.
- M/S Ramco Industries Ltd.
- M/S Regent Beer & Wine Ltd
- M/S Aadani Willmar Ltd.

Some of the SSI include Kambal business, gitti breaking, textiles, garments, dhona pattal etc. Daal plants, edible oil, seed processing, stone cutting and polishing, stone-gitti formation, paints and distemper, invertor battery,  contribute over another quarter of the SSI investment in the same year.[1019]

Intensive cotton development program has been in operations to provide subsidy on production of foundation seeds distribution of certified seeds, distribution of plant protection equipments, front line demonstrations, subsidy on sprinkler

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[1011] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan
[1012] http://mpcdf.nic.in/CC_UDS.htm
[1013] http://mpcdf.nic.in/CC_UDS.htm
[1014] http://www.mpsericulture.nic.in/centers.htm
[1015] Madhya Pradesh, Annual Economic Survey 2011-12
[1016] Madhya Pradesh, Annual Economic Survey 2011-12
[1017] Madhya Pradesh, Annual Economic Survey 2011-12
[1018] Annual Plan, 2011-12,  Volume I
[1019] Based on discussions with GMDIC, Shajapur

set and training program. The state is contributing 25%, and the remaining 75% is supported by central government. Shajapur is one of the 14 chosen district for this program.

Ratlam-Nagda and Pithampur-Dhar-Mhow are two investment regions from the industrial areas of Neemuch and Shajapur have been included in the DMIC with a vision to create strong economic base[1020].

**Compostion of LMI Investment in Shajapur (as of March 2011)**



Investment in Lakhs
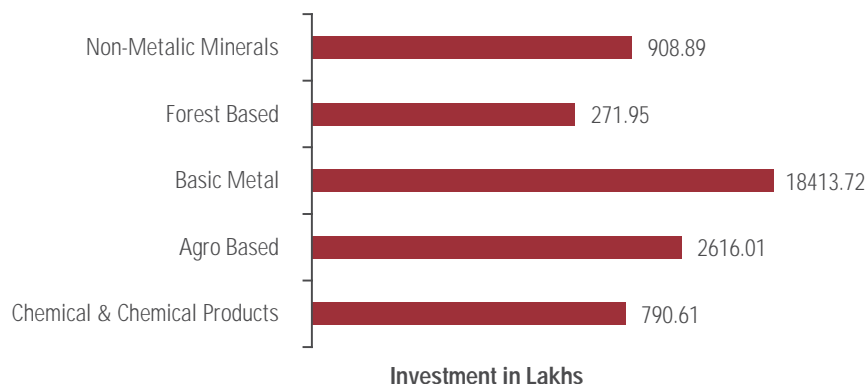
Some of the industrial areas include Shajapur, Gadroly, Lond and Aagar along with Shujalpur and Chakrod. Around 43 Ha of land is allotted for industrial purpose in Lond and around 52.7 Ha is in Shujalpur[1021]. There are investments in small scale industries as well.

Shajapur has witnessed significant growth in number of small scale industries in the district in the year 2008-09. As per 2011-12 figures, small scale industries have a total investment of 695.82 lakhs generating 678 total employments in the district.

**Growth of SSIs in Shajapur**



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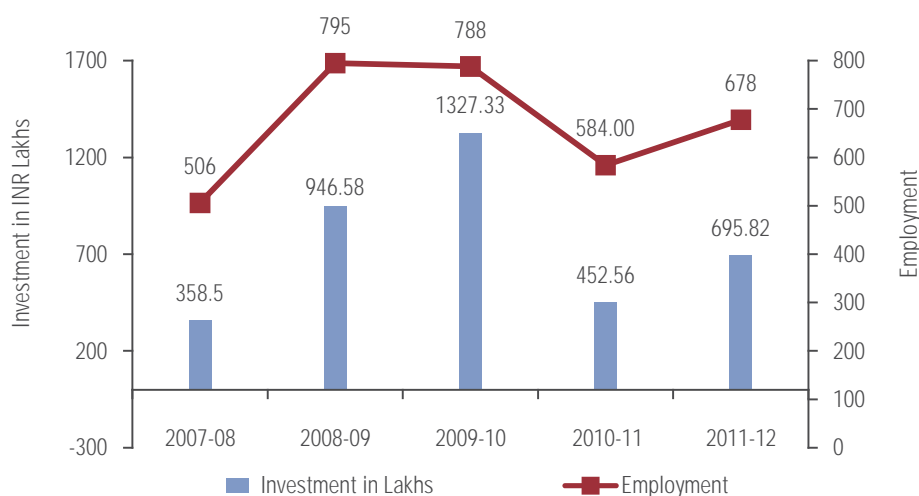
[1020] Annual report, 2011, Madhya Pradesh
[1021] District industries survey report, Shajapur

### 15.26.2.3   Services Sector

Services sector has been the driver of the district economy with contribution of about 37 percent to GDDP. The sector grew at 10.29 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade Hotels and Restaurants as a service sector, constitutes 41 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include real ownership of dwellings (6.77 percent) and public administration (10.61 percent)[1022].

National Highway  No. 3  crosses Shajapur. There are other small and large roads in the district[1023]. The district Neemuch and Shajapur is connected, and is included in Delhi Mumbai Industrial Corridor (DMIC). The total stretch of kacha and pakka roads is 1735.15 km and 1429.54 km respectively.

Railway line connecting the district includes Ujjain-Bhopal line and Ujjain-Guna line, along with Haridwar-Faizabad marg.

Overall healthcare reach at the district level is on par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 19 and 170 respectively in the district - which is higher than the state average of 13 units per lakh population[1024]. There are 4 civil hospitals and 1 district hospital. There is a further scope to improve the number of health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 200.

**Contribution of Services Sector to GDDP (2008-09)**



| Category | In INR Lakhs |
|---|---|
| Public Administration | 12309 |
| Real Ownership of Dwel.  B. Sr. & ... | 7856 |
| Banking & Insurance | 4314 |
| Communication | 4040 |
| Storage | 530 |
| Transport by Other means | 4315 |
| Railways | 5019 |
| Trade Hotels and Restaurants | 47272 |
| Other Services | 30338 |

**In INR Lakhs**
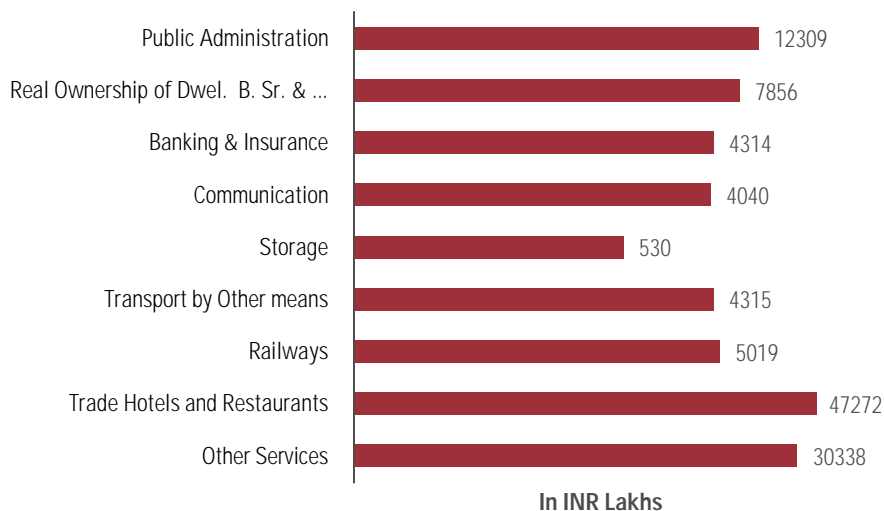
In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 65 to 84, recording a 18.16 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 448 crore INR to 1,032 crore INR over the five year period[1025].

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[1022] Madhya Pradesh, Annual Economic Survey 2011-12
[1023] Compendium, PPP projects in State Highways,
[1024] http://www.mp.gov.in/health/
[1025] RBI Data : 2011-12

### 15.26.3   Workforce Distribution in the district

### 15.26.3.1   Current Employment Scenario in Shajapur

Worker's participation rate in the district (48.8 percent) is relatively higher than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 24.4%[1026] of total working population - indicating very low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 42 percent in comparison to male WPR at 55.1 percent, with the disparity being more prominent in urban areas.[1027]

Around 75.6 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 85.4 percent of the rural population is involved in agriculture. On the other hand, 75.3 percent of the urban working population is involved in other activities which includes service sector. This is lower than the state's figure of 84% of the urban working population. This is the reason for high dependency ratio in urban areas of Shajapur when compared to state's average.

Migration in Shajapur is due to various opportunities available outside the district. Migration to nearby districts like Ujjain and Indore are common, and migration into the urban clusters of Shajapur district, intra-district migration is lower. It is mainly driven by direct and indirect employment opportunities in the surrounding districts. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Shajapur.

Dependency ratio is high and stands at 86.9 when compared to state's average of 84 per thousand population. Unemployment in the district is 16.6 percent of the population, which is marginally greater than that of Madhya Pradesh's average of 16.4 percent. In the urban areas, 13.8 % of the population in the age group of 15-59 is unemployed.

### 15.26.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Shajapur has a significant demographic dividend, with rising working age population and a sizeable population on the lower working age spectrum. By 2022, there will be 7.59 lakhs people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state growth.[1028]

| District | Estimated Population(2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during  2012-22 |
|----------|---------------------------|-----------------------------|---------------------|-------------------|-----------------------------------|
| Shajapur | 1647051 | 1037642 | 759964 | 708648 | 131728 |

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[1026] District Statistical Handbook, Shajapur, 2011
[1027] District Statistical Handbook, Shajapur, 2011
[1028]KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

### 15.26.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Shajapur has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Shajapur. According to the estimates, in the next 5 years, Shajapur is expected to witness an incremental manpower requirement of 66,100[1029].

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture & Allied | 0 | 0 | 11895 | 0 | 0 | 10126 |
| Food Processing | 33 | 141 | 494 | 29 | 122 | 429 |
| Fabrication | 80 | 751 | 777 | 70 | 652 | 674 |
| Chemical Products | 9 | 64 | 105 | 8 | 55 | 91 |
| Mineral Processing | 4 | 35 | 41 | 3 | 31 | 35 |
| Construction | 613 | 1544 | 10099 | 546 | 1375 | 8991 |
| IT&ITES | 11 | 208 | 0 | 14 | 273 | 0 |
| Healthcare | 49 | 935 | 0 | 110 | 2096 | 0 |
| Transportations and Logistics | 254 | 607 | 4214 | 290 | 694 | 4818 |
| Retail | 978 | 2473 | 16105 | 809 | 2046 | 13325 |
| Hospitality | 181 | 913 | 2534 | 150 | 755 | 2096 |
| Communication | 187 | 1055 | 2506 | 224 | 1131 | 3133 |
| Banking & Financial Services | 148 | 306 | 2496 | 155 | 321 | 2617 |
| Education and Training | 163 | 2953 | 139 | 168 | 3041 | 159 |

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[1029] KPMG Estimates on Incremental Manpower Requirement

### 15.26.4  Human Resource Development Scenario in the District

### 15.26.4.1  Current State of Workforce Development

Shahjapur has one polytechnic college along with 4 ITIs and 1 ITC in the district. Shajapur need to focus on the workforce development and has to increase its training potential. The total number of institutes is still on the lower side, and there is a clear gap in terms of workforce availability and skilled labours.

| Program | Number of institutions | Intake |
| --- | --- | --- |
| ITI (Govt.) | 4 | 552 |
| ITC (Private) | 1 | 84 |
| Medicine(MBBS) | NA | NA |
| Polytechnic | 1 | 120 |

The total number of youths registered with employment exchange is 24,490, out of which 22,113 is skilled. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment. A few jobs were offered, and focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[1030]. A total of 441 students were placed, with 170 getting placed in Peethampur Industrial area.

| Job fairs in the district | | |
| --- | --- | --- |
| Company Name | Skills Looked at | Intake |
| Kataria Group, Ujjain | Sales Executive | 51 |
| Infosys VTO, Indore | Marketing Executive | 60 |
| Emphosys BPO, Ujjain | Customer care executive | 52 |
| Aditya Nirmal Society, Ujjain | Machine works | 26 |
| Rajasthan Cotton mills, Bhavani Mandi | Machine works | 53 |
| LIC India, Shajapur | Sahayak Abhikarta | 37 |
| Enable India, Indore | Customer care | 13 |
| Emphosys BPO, Ujjain | Call-centre / BPO | 24 |

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[1030] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Maa Chamunda Enterprise, Dewas | Technician/Helper | 36 |
|---|---|---|
| Navbharat Fertilizers, Indore | Marketing Executive | 27 |
| Sidhaarth Tube, Shajapur | Technician Sales | 11 |
| Shivashakti Biotech, Ujjain | Executive | 19 |
| HDFC, Ujjain | PO/ Sales Marketing | 37 |
| Enable India, Indore | Operator | 01 |
| **Total** | | **441** |

### 15.26.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 18,925 people in secondary and tertiary services and 33,679 people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 50.9 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 32,400 manpower without government funded training.

**Incremental Training Capacity in Shajapur**

| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 929 |
| Ministry of Health and Family Welfare | 969 |
| Ministry of Higher Education | 1375 |
| Ministry of HUPA | 1492 |
| Ministry of MSME | 2172 |
| Building and Other Construction ... | 5103 |
| Ministry of Labor | 4344 |
| Ministry of Communication and IT | 1454 |
| Ministry of Agriculture | 14754 |
| Others | 1087 |
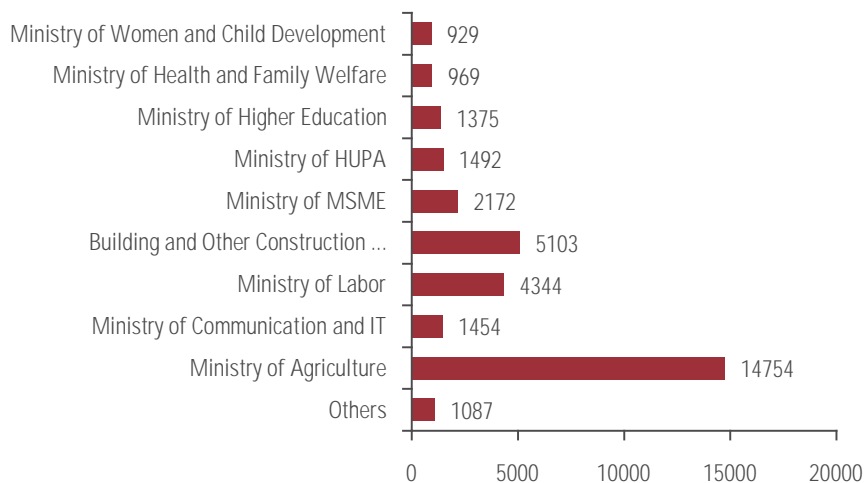
### 15.26.5 District Specific Recommendations

Shajapur, being a balanced economy with equal contributions from primary and tertiary sectors and double than that of the secondary sector, has proportional employment opportunities in the three sectors. However, formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 15,000 in formal segment over the next five years. Significant training from Government initiatives, is expected to be targeted towards agri-Allied activities and construction. However, within the services sector,

employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and construction based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Shajapur is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Shajapur district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Security Services**<br>  o **Retail** |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Construction Sector**<br>  o **Retail Sector**<br>  o **Transportation and Logistics**<br>  o **Healthcare**<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Sericulture can be developed along the three regions in Kalapipal block of the district.**<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming (2 dairy plants (chilling center))**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Mulberry cultivation and Silk Weaving**<br>  o **Lac Cultivation**<br>  o **Fruit Cultivation-** Mango, Orange,<br>  o **Flower Cultivation –**Rose, Mari, Gold, Morga, Gyadilous, Glardiya, Bijli<br>  o **Horticulture crops -** Ashwa Gandha, Chandra SurIsabgol, Basil, Lkalmegh, Musli, Sarp Gandha, Shatawari, Sanaya |

| | |
|---|---|
| | o **Vegetable Cultivation** – Tomato, Potato, Ladys Finger, Brinjal, Green Peas, Onion. |
| | o Onion Produce is popular in the district**.** |
| | · Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub |
| | o **Security services** |
| | o **Retail/ Hospitality** |
| | · Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics |
| | · Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as |
| | o **Construction** |
| | o **Security Services** |
| | · Initiate and support modular employability skill training in collaboration with private players/Government |
| | · To create placement linkage opportunities in training institutions |

## 15.27    Skill Gap Assessment of Sehore District

### 15.27.1    Social Profile

#### 15.27.1.1    Demographics

Sehore district is located around 39 km from the state capital Bhopal[1031]. It is surrounded by Shajapur, Dewas, Hoshangabad, Raisen and Bhopal. It is a part of Bhopal division[1032]. It covers an area of 6,578 square km[1033]. Sehore is the administrative headquarters of the district. It has a population of 13.11[1034] lakhs, as of 2011. Sehore is a sparcely populated rural district with population density of 199.30 per square km, which is lower than the state's average of 235.52 persons per square km. The district witnessed a growth of 21.51% in the population over the last decade. Urbanization is 18.95% and is less than state's average of 27.63%. Gender ratio of the district stands at 918 females per 1,000 male population whereas child sex ratio (0-6 years) is comparatively lower at 906 girls per 1,000 boys[1035]. Around 14.86% of the total population is within 0-6 age group. 31.25 % of the population is under SC/ST category, with 20.49% of the total population under SC category and 10.76% under ST category[1036]. 26.2% of the population is below the poverty line. The poverty percentage is lower than the state's average[1037]. The percentage of people below poverty line in urban areas (44.1 percent) is higher than in rural areas (20.6 percent)[1038]. 2.41% of the population is in slum regions, with 103 slum pockets present in the district[1039].

#### 15.27.1.2    Literacy

As of 2011, literacy rate in the district (71.11 percent) is more than that of the state average of 70.63 percent[1040]. There have been some improvements in the literacy rate as per 2001 figures (59.5%). There are 2,638 K12 institutions in the district with private sector participation being around 21.08 percent[1041]. Around 63.5% of the total students are enrolled with private schools, and they are playing a smaller role in the primary, secondary and higher education compared to Government schools in the district[1042]. This is in contrast to many surrounding districts of Sehore.

Female literacy rate (58.86%) is much lower when compared to male counterparts (82.37%)[1043]. As per 2001 census, female literacy was at 47.4%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes as many girls drop out from around that period. In terms of student enrollment, it has decreased substantially over the years, and has seen a declining trend at all grades from I to VIII[1044].

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[1031] http://Sehore.nic.in/
[1032] http://Sehore.nic.in/
[1033] Census of India, 2011
[1034] Census of India, 2011
[1035] Census of India, 2011
[1036] Census of India, 2001
[1037] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1038] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1039] Migration and Urbanization, HRD Report, 2007
[1040] Census of India, 2011
[1041] Census of India, 2011
[1042] DRC Data on School Education
[1043] Census of India, 2011
[1044] DRC Data on School Education

| District | Madhya Pradesh | Sehore |
|---|---|---|
| Population(2011) | 72,597,565 | 1,311,008 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 21.5% |
| Population Density Per Sq.km(2011) | 236 | 199 |
| Level of Urbanization(2011) | 27.6% | 18.9% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 918 |
| Proportion of ST Population(2001) | 20.3% | 10.8% |
| Literacy Rate(2011) | 70.6% | 71.1% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 23.5% |
| Number of Literates(2011) | 43,827,193 | 793,710 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 327,399 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| Contribution to State Economy(2008-09) | - | 1.54% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 20,855 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 50.1% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 16.4% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 33.5% |

### 15.27.2  District Economy

District economy registered a growth rate of 8.51% CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[1045]. Growth is comparatively low in the district, compared to surrounding districts. Primary sector contributes 50% of the district economy while growing at a 6 percent CAGR over the past 5 years[1046]. In absolute value terms, contribution from secondary sector had grown at a faster rate (14.87 percent[1047]). The district per

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[1045] Madhya Pradesh, Annual Economic Survey 2011-12
[1046] Madhya Pradesh, Annual Economic Survey 2011-12
[1047] Madhya Pradesh, Annual Economic Survey 2011-12

capita income is greater than the state's average and stands at around INR 20,855 in the year 2008-09[1048]. There has been a CAGR of 6.3 percent in per capita income[1049]. Per capita income has witnessed a huge growth of 26.32 percent over the year from 2007-08 to 2008-09[1050].

**Sehore Economic Growth**
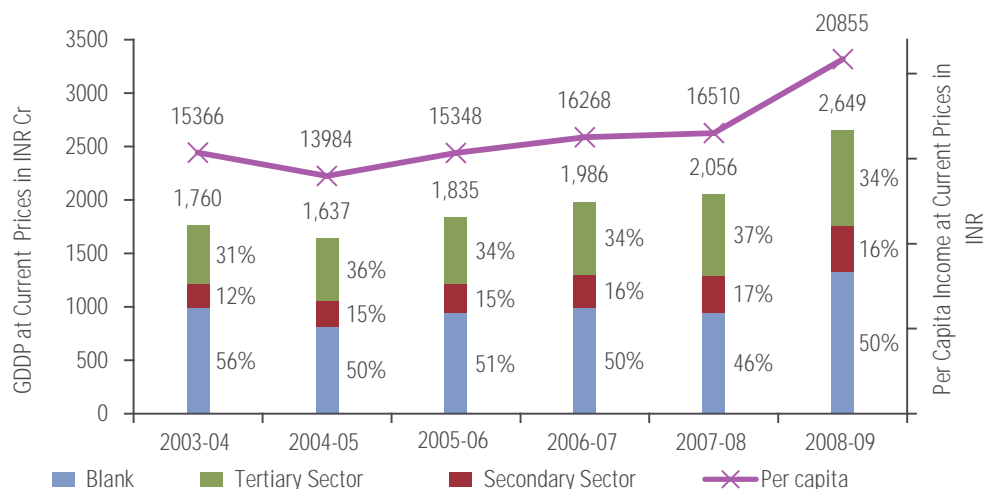


### 15.27.2.1 Agriculture and allied sectors

Sehore is predominantly an agricultural economy. Out of the total 6,57,800 hectares of land, between 2005-06 and 2008-09, net sown area remained almost constant at 3,86,000 hectares. Total forest cover is around 26 % of the total geographical area of the district[1051]. There are large areas under forest, and to implement forest working plan prescription, Government has an outlay of INR 600 lakhs[1052] and another INR 12 lakhs for environmental forestry.

Soyabean, wheat, Chana and Maize are the main crops of the district. Taking into account multi crop area, 73.5 percent of the net sown area is under soyabean and 52.8 percent under wheat along with 30.57% in Channa[1053]. Some of these areas are double cropped areas. In 2009-10 the produce of crops were high, with anIncreased production of Maize. Other popularly grown crops in the district include Gram and Mustard[1054].

Narmada and Parvati river is the main river flowing along Budni and Ashta[1055]. Rainfall in the year 2008-09 was 714.7 mm which was lower compared to previous years. The highest rainfall was witnessed in 2006-07. Around 62 percent of net sown area is irrigated[1056]. Government is promoting irrigation and agricultural activities by an outlay of INR 150 lakhs in Balram Talab Yojana and another INR 190 Lakhs for Micro-irrigation. Government is promoting horticulture and food processing as well in the district by many schemes[1057].

[1048] Madhya Pradesh, Annual Economic Survey 2011-12
[1049] Madhya Pradesh, Annual Economic Survey 2011-12
[1050] Madhya Pradesh, Annual Economic Survey 2011-12
[1051] Madhya Pradesh Statistical Handbook 2010
[1052] District Wise Outlays, 2011-12, District Plan
[1053] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1054] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP6-Sehore-26.6.2012.pdf
[1055] http://www.sehore.nic.in/Sehore-Statistics.htm#bk14
[1056] Madhya Pradesh Statistical Handbook 2010
[1057] District Wise Outlays, 2011-12, District Plan

Krishi Upaj Mandi are found in Sehore, Ashta, Nasrullaganj, Rehti, Ichhawar, Shyampur and Baktara[1058]. They export wheat, soyabean, gram, and paddy[1059]. There is a variety of horticulture crops in the district[1060]. Production of fruits crops like mango, guava and orange is common. Tomato, potato and spices are the common vegetable crops[1061].

Sehore district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 26 routes connecting different parts of Sehore to other districts[1062]. Chilling centers are located at various locations like Ichchhawar, Ashta, Sehore, Budhni and Shyampur [1063].

### 15.27.2.2 Industry

Secondary sector in the district grew at 14.87 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1064]. Growth rate of industries, which includes mining along with the secondary sector, is 17 percent CAGR over the five year period[1065]. Growth in this sector is significant and the growth rate is higher than primary and tertiary sector.

Sehore and Ashtha are the important industrial areas in Sehore district. Some of the large scale industries in the district include,

- M/S M.P. State Cooperative Oilseed Grovers Fed. Ltd. (Agro-based)
- M/S Central Silver Plant Ckvi. (Textile)
- M/S Milk Chilling Centre (Forest based)
- M/S Bhopal Sahkari Dugdh Sangh (Cattle Feed Plant) (Dairy)
- M/S Vardhaman Fabrics (Textiles)
- M/S Abhishek Industries Budhani (Textile)
- M/S S.E.L. Manufacturing Company Ltd. (Textile)

**Compostion of LMI Investment in Sehore
(as of March 2011)**

| Category | Investment in Lakhs |
|---|---|
| Textile | 438 |
| Non-Metalic Minerals | 123.37 |
| Miscelleneous Industries | 68.31 |
| Forest Based | 365.98 |
| Agro Based | 3406.68 |
| Chemical & Chemical Products | 708.45 |

Investment in Lakhs

[1058] http://www.mpmandiboard.org/mainaddcom.htm
[1059] http://www.mpmandiboard.org/mainaddcom.htm
[1060] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP6-Sehore-26.6.2012.pdf
[1061] Agriculture in Madhya Pradesh, 2011-12
[1062] http://mpcdf.nic.in/RSehore.htm
[1063] http://mpcdf.nic.in/Infra_Inf_BDS.pdf
[1064] Madhya Pradesh, Annual Economic Survey 2011-12
[1065] Madhya Pradesh, Annual Economic Survey 2011-12

Sehore has industrial areas at Sehore city and Badhini in the district. Around 20 Ha of land has been allotted by DTIC within Budani city and another 13 Ha in Mandi. Lands at Luhaniapura, Pachama,Ashta and Echhawar[1066].

Sehore has witnessed growth in number of small scale industries in the district in the year 2008-09. Maximum investment happened around 2008-09. As per 2011-12 figures small scale industries sector has received a total investment of 360 lakhs generating 711 employments in the district.

**Growth of SSIs in Sehore**
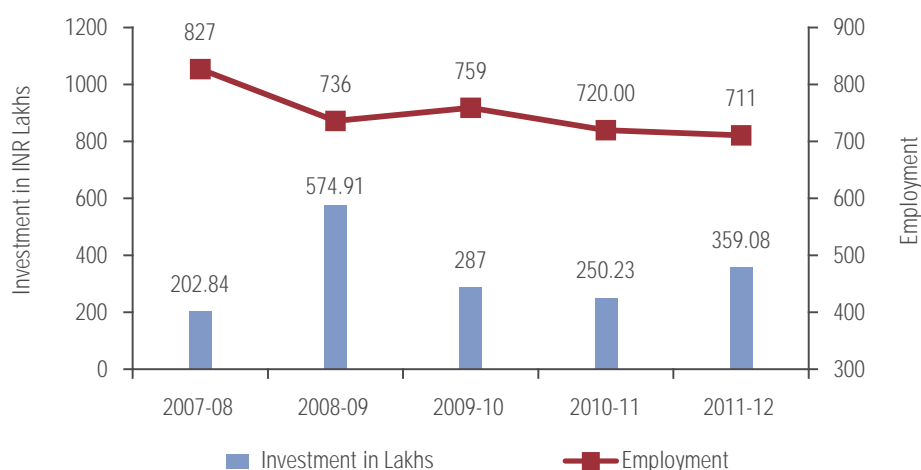


Food processing (16.61%), plastic households (29.67%), metal (20.51%) and Agro-based (9.77%) constitute over 50% of the total investment in SSI segment in 2010-11[1067].

### 15.27.2.3 Services Sector

Services sector has been the driver of the district economy with contribution of about 33.5 percent to GDDP. The sector grew at 10 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade, hotels and restaurants as a service sector, constitutes 35 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include storage (16.03%), communication (14.78 percent) and public administration (14.56 percent)[1068].

There is one national highway crossing the district[1069]. Total length of highway is 494 km.National Highway No. 86 connecting Chattarpur, along the UP border, to Dewas has been built. One statehighway MP SH 18 of length 362.3 km is running along the district connecting Bhopal and Madhya Pradesh[1070].

Overall healthcare reach at the district level is on par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs, is 15 and 151 respectively in the district - which is higher than the state average of 13 units per lakh population[1071]. There is 1 civil hospital and 1 district hospital. There is a further scope and need to improve the number of

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[1066] District industries survey report, Sehore
[1067] Based on discussions with GMDIC, Sehore
[1068] Madhya Pradesh, Annual Economic Survey 2011-12
[1069] http://www.sehore.nic.in/sehore-maps.htm#Road Network
[1070] http://www.sehore.nic.in/sehore-maps.htm#Road Network
[1071] http://www.mp.gov.in/health/

health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 200.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | In INR Lakhs |
|---|---|
| Public Administration | 11593 |
| Real Ownership of Dwel.  B. Sr. & ... | 7817 |
| Banking & Insurance | 4758 |
| Communication | 3580 |
| Storage | 183 |
| Transport by Other means | 4006 |
| Railways | 2056 |
| Trade Hotels and Restaurants | 30980 |
| Other Services | 23841 |

**In INR Lakhs**
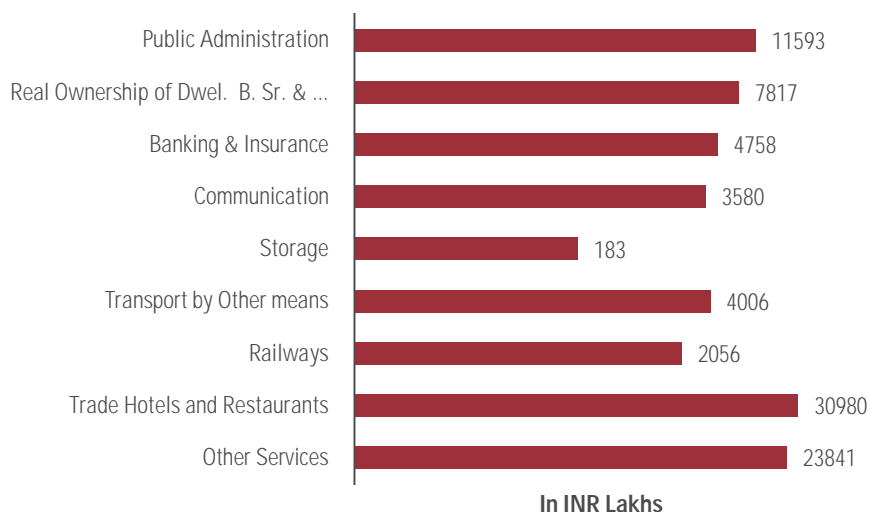
In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 60 to 88, recording a 17.46 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 547 crore INR to 1223 crore INR over the five year period[1072].

### 15.27.3   Workforce Distribution in the district

### 15.27.3.1   Current Employment Scenario in Sehore

Worker's participation rate in the district (41.8 percent) is lower than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 33%[1073] of total working population indicating very low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 34.1 percent in comparison to male WPR at 48.8 percent, with the disparity being more prominent in urban areas.[1074]

Such a low participation of women workforce is mainly because of lack of good education in the district. Lower female literacy rate is another reason for such a low WPR among women.

Around 76.2 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 87.7 percent of the rural population is involved in agriculture. On the other hand, 85.5 percent of the urban working population is involved in other activities which includes service sector. This is higher when compared to the state's figure of 84% of the urban working population.

 Migration is observed outside the district mainly due to the various opportunities available outside. Seasonal migration is observed during harvest season. Migration to nearby districts such as Bhopal and Raisen are common[1075].  Migration into

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[1072] RBI Data : 2011-12
[1073] District Statistical Handbook, Sehore, 2011
[1074] District Statistical Handbook, Sehore, 2011
[1075] Based on Discussions with President, Zila Parishad

the urban clusters of Sehore district, i.e. intra-district migration is less. It is mainly driven by direct and indirect employment opportunities in the surrounding districts. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district or because the youth see brighter employment prospects by being closer to the industrial clusters of Sehore[1076].

Dependency ratio is high and stands at 94.1 when compared to state's average of 84.3 per thousand population. Unemployment in the district 18.8 percent of the population which is slightly greater than that of Madhya Pradesh average of 16.4 percent. In the urban areas 18.3 % of the population in the age group of 15-59 is unemployed. Dependency ratio is 22.3 higher in rural areas compared to urban areas in the district of Sehore.

### 15.27.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Sehore has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 5.64 lakhs people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state's growth.[1077]

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Sehore | 1495490 | 942159 | 564288 | 526185 | 157268 |

### 15.27.3.3   Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Sehore has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Sehore. According to the estimates, in the next 5 years, Sehore is expected to witness an incremental manpower requirement of 46,7000[1078].

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[1076] Based on Discussions with President, Zila Parishad
[1077] KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

[1078] KPMG Estimates on Incremental Manpower Requirement

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 8417 | NA | NA | 7165 |
| Rubber and plastics products | 1 | 5 | 5 | 0 | 4 | 4 |
| Food Processing | 111 | 469 | 1648 | 97 | 407 | 1431 |
| Chemical & Chemical Products | 21 | 151 | 249 | 18 | 131 | 216 |
| Mineral Processing | 1 | 13 | 15 | 1 | 11 | 12 |
| Textiles | 14 | 64 | 208 | 12 | 55 | 181 |
| Construction | 326 | 821 | 5370 | 290 | 731 | 4780 |
| IT&ITES | 8 | 156 | NA | 11 | 204 | NA |
| Healthcare | 45 | 862 | NA | 55 | 1043 | NA |
| Transportations and Logistics | 159 | 380 | 2634 | 181 | 434 | 3011 |
| Retail | 641 | 1621 | 10554 | 530 | 1341 | 8733 |
| Hospitality | 119 | 598 | 1660 | 98 | 495 | 1374 |
| Communication | 166 | 935 | 2221 | 199 | 1002 | 2776 |
| Banking and Financial Services | 163 | 338 | 2753 | 171 | 354 | 2887 |
| Education and Training | 142 | 2575 | 121 | 149 | 2682 | 140 |

### 15.27.4   Human Resource Development Scenario in the District

### 15.27.4.1   Current State of Workforce Development

Sehore has 3 ITIs in the district along with 1 Engineering college.  There are very less number of colleges. There are few government colleges for arts and science. Sehore need to focus on the workforce development and has to increase its training potential. The total number of institutes is still on the lower side and there is a clear gap in terms of workforce availability and skilled labours.

| Human Resource Development Institutions in Sehore | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 1 | 900 |
| Pharmacy[1] | NA | NA |
| ITI (Govt.) | 3 | 509 |
| Medicine(MBBS) | NA | NA |
| Polytechnic | NA | NA |

Total number of youths registered with employment exchange is 20,542 out of which 19,677 is skilled Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment. Jobs were offered and focus of roles offered were both technical and non-technical in nature, serving secondary and tertiary sector clients[1079]. Almost 95.8% of the registered youths are skilled in the district. A total of 720 youths were placed as production trainees, 428 as sales executive, manager and sales person, 576 as security officer and 208 as Machine operators out of the 2,375 youths placed in the job fair last year.

| Job fairs in the district | | |
|---|---|---|
| Company Name | Skills Looked at | Intake |
| Asis Call Center, Bhopal | Call Center Executive | 25 |
| Asis Limited, Bhopal | Customer Care Executive | 58 |
| Centum Works, Bhopal | Sales, Retailer, Guard | 203 |
| Eureka Forbes,  Bhopal | Sales Executive | 13 |
| IL&FS Ltd, Bhopal | State Head Skills | 80 |

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[1079] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| | | |
|---|---|---|
| Indigram Skilled Ltd, Bhopal | Security Officer | 211 |
| Nav Kisaan Bio Plant Ltd, Jabalpur | Sales Executive | 110 |
| Pearl Security, Ahmedabad | Security Officer | 365 |
| Petro I T Limited, Gurgaon | Surveyors | 77 |
| Reliance life Insurance | Sales Manager | 15 |
| SAIL, Ashta | Production Trainees | 720 |
| Shivashakti Bioplant Limited, Bhopal | Salesman | 290 |
| Traident, Budhni | Sales Executive | 35 |
| Vardhaman Fabrics, Budhni | Machine Operator | 133 |
| Vardhaman Yarn, Mandideep | Machine Operator | 40 |
| **Total** | | **2375** |

### 15.27.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 13,555 people in secondary and tertiary services and 27,200 people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 51.8 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 19,610 manpower without government funded training.

**Incremental Training Capacity in Sehore**



| | |
|---|---|
| Ministry of Women and Child Development | 796 |
| Ministry of Health and Family Welfare | 840 |
| Ministry of Higher Education | 1192 |
| Ministry of HUPA | 1263 |
| Ministry of MSME | 1420 |
| Building and Other Construction ... | 2713 |
| Ministry of Labor | 2840 |
| Ministry of Communication and IT | 1447 |
| Ministry of Agriculture | 13644 |
| Others | 975 |
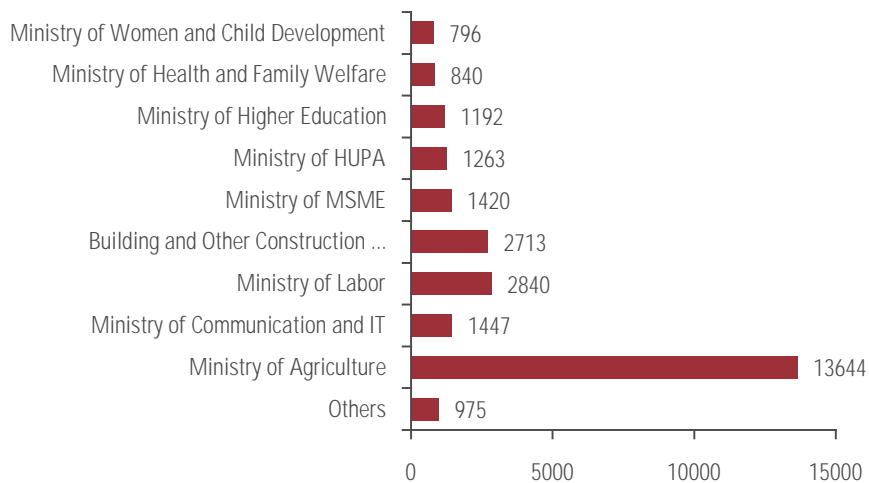
### 15.27.5 District Specific Recommendations

Sehore, being a balanced economy with equal contributions from primary and tertiary sectors, and double than that of the secondary sector, has proportional employment opportunities in the three sectors. However formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 20,000 in the formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and construction based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Sehore is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Sehore district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Security Services**<br>  o **Retail**<br>  o **Food Processing** |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Construction Sector**<br>  o **Retail Sector**<br>  o **Transportation and Logistics**<br>  o **Healthcare**<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming (3 Dairy Centres)**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Mulberry cultivation and Silk Weaving** |

| | |
|---|---|
| | o **Lac Cultivation**<br>o **Fruit Cultivation-** Mango, Lemon Citrus,<br>o **Horticulture crops -** Chandra SurIsabgol,<br>o **Vegetable Cultivation** – Potato, tomato, onion<br>o **Spice Park –** Coriander is grown in the district along with other spices.<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>o **Security services**<br>o **Retail/ Hospitality**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industryindustry is higher such as<br>o **Construction**<br>o **Security Services**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.28  Skill Gap Assessment of Rajgarh District

### 15.28.1  Social Profile

#### 15.28.1.1  Demographics

Rajgarh district is located in the state's western part and is surrounded by the state of Rajasthan, along with Guna, Bhopal, Sehore and Shajapur. It is a part of Malwa region and Bhopal Division[1080] with administrative headquarters at Rajgarh town. It covers an area of 6,195 square km[1081], and has a population of 15.46[1082] lakhs with a population density of 251.35 per square km, which is higher than the state's average of 236 per square km. The district witnessed a growth of 17.17% in the population over the last decade. Urbanization is 17.88% and gender ratio is 955 females per 1000 male population whereas child sex ratio (0-6 years) is comparatively lower at 916 girls per 1000 boys[1083]. 14.6% of the total population is within 0-6 age group. 21% of the population is under SC/ST category, with 17.44% of the total population under SC category and 3.78% under ST category[1084]. Percentage of people below poverty line in urban areas (49 percent) is higher than in rural areas (11.2 percent)[1085].It ranks 10 in terms of least poverty amongst the districts of Madhya Pradesh[1086].

#### 15.28.1.2  Literacy

As of 2011, literacy rate in the district (62.68 percent) is lesser than that of the state average of 70.63 percent[1087]. There have been improvements in the literacy rate as per 2001 figures (53.7%). There are 3,253 K12 institutions with private sector participation being around 17.13 percent[1088]. Around 20.5% of the total students are enrolled with private schools, and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[1089].

Female literacy rate (49.79%) is much lower than that of male counterparts (75.07%)[1090]. As per the 2001 census, female literacy stands at 37.1%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes as many girls drop out from around that period. In terms of student enrollment, it has decreased substantially over the years and has seen a declining trend at all grades from I to VIII[1091].

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[1080] http://rajgarh.nic.in/
[1081] Census of India, 2011
[1082] Census of India, 2011
[1083] Census of India, 2011
[1084] Census of India, 2001
[1085] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1086] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1087] Census of India, 2011
[1088] Census of India, 2011
[1089] DRC Data on School Education
[1090] Census of India, 2011
[1091] DRC Data on School Education 2011-12

| District | Madhya Pradesh | Rajgarh |
|---|---|---|
| Population(2011) | 72,597,565 | 1,546,541 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 23.3% |
| Population Density Per Sq.km(2011) | 236 | 251 |
| Level of Urbanization(2011) | 27.6% | 17.9% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 955 |
| Proportion of ST Population(2001) | 20.3% | 3.8% |
| Literacy Rate(2011) | 70.6% | 62.7% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 25.3% |
| Number of Literates(2011) | 43,827,193 | 827,898 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 304,651 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |
| Contribution to State Economy(2008-09) | - | 1.70% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 19,952 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 42.7% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 23.5% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 33.9% |

### 15.28.2 District Economy

District economy registered a growth rate of 10%[1092] CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[1093]. There is a significant growth in the economy of the district, mainly driven by improvement in both primary and secondary sectors. Contribution from primary and service sector is still significant when compared to secondary sector. Primary sector contributes 42.7% of the district economy while growing at a 7.32 percent

[1093] Madhya Pradesh, Annual Economic Survey 2011-12
[1093] Madhya Pradesh, Annual Economic Survey 2011-12

CAGR over the past 5 years[1094]. On absolute value terms, contribution from secondary sector had grown at a faster rate (15.55 percent). District per capita income is greater than the state's average and is INR 19.952 in the year 2008-09[1095]. There has been a CAGR of 7.94 percent in per capita income[1096]. The per capita income has witnessed a huge growth of 20.9 percent over the year from 2007-8 to 2008-9[1097].

**Rajgarh Economic Growth**
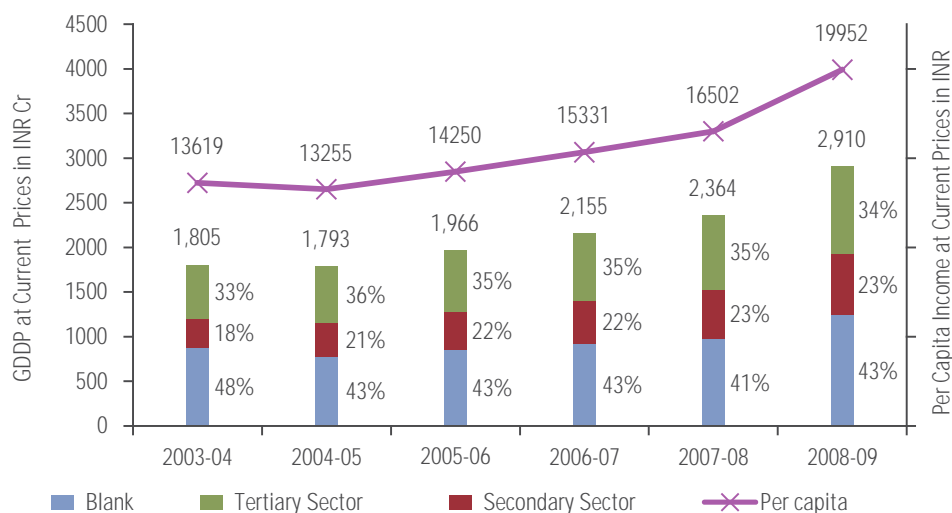


### 15.28.2.1 Agriculture and allied sectors

Rajgarh is predominantly an agricultural economy. Out of the total 6,15,300 hectares of land, between 2005-06 and 2008-09, net sown area remained almost constant at 4,26,000 hectares. Total forest cover is around 4.33% of the total geographical area of the district[1098]. To implement forest working plan prescription, government has an outlay of INR 150 lakhs[1099] and another INR 6 lakhs for environmental forestry. Forest and logging activities have contributed to around 3.18% of the primary sector economy and are growing with a CAGR of 10.09% over the period of 2003-04 and 2008-09.

Agriculture and allied activities is growing at a CAGR of 6.81% while fishing witnessed a growth of 19.68% over the five year period. For Oilseed production program and for intensive fruit development program government has allotted an outlay of INR 28 lakhs and INR 83.05 lakhs respectively, in the year 2011-12.

Channa and soyabean along with wheat, maize, jowar gram and arhar are the major crops of the district. Taking into account multi crop area, 69.85 percent of the net sown area is under soyabean and 31.08 percent under Channa along with 22% in wheat[1100]. There has been an increase in produce of Channa over the years while Jowar is decreasing in terms of land covered and produce.

Rajgarh has 5 rivers flowing within the district[1101]. There are 4 lakes in the district. The district has predominantly deep soil along with medium and shallow soil[1102].

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[1094] Madhya Pradesh, Annual Economic Survey 2011-12
[1095] Madhya Pradesh, Annual Economic Survey 2011-12
[1096] Madhya Pradesh, Annual Economic Survey 2011-12
[1097] Madhya Pradesh, Annual Economic Survey 2011-12
[1098] Madhya Pradesh Statistical Handbook 2010
[1099]District Wise Outlays, 2011-12, District Plan
[1100]Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1101] http://rajgarh.nic.in/profile.html
[1102] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP14-Rajgarh-26.6.2012.pdf

Rainfall in the year 2008-09 was 675.2 mm which was much lower compared to previous years. Around 70 percent of net sown area is irrigated[1103]. Irrigated land is higher in the district, compared to the surrounding districts of Rajgarh[1104]. Government is promoting irrigation and agricultural activities by an outlay of INR 20 lakhs in Balram Talab Yojana and another INR 100 Lakhs for Micro-irrigation[1105].

Krishi Upaj Mandi are found in Khilchipur, Khujner, Chhapeheda, Sarangpur, Jeerapur, Kuravar, Narsinghgarh, Biaora, Pachor and Suthalia[1106]. They export soyabean, wheat, gram and peas. There is variety of horticulture crops in the district[1107]. Some of the fruit crops include lemon citrus, aonla, mango, Anar and custard apple. Lemon citrus from the district is famous, and is produced in large quantities. Vegetables such as potato, cabbage tomato and cauliflower are grown in the district. Production of Potato is the highest amongst these. Spices include Coriander, garlic and onion. Coriander is the major spice crop in the district, with around 25,000 Ha of land for this cultivation. Medicinal and aromatic crops include Safed Musali and Ashwa Gandha, along with Isabgaol[1108].

Rajgarh district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 17 routes connecting different parts of Rajgarh to other districts[1109]. Chilling centre installed in Rajgarh is under the Jila Panchayat scheme, producing 10,000 liter of milk per day. Another mini dairy plant plant at Narsinghgarh has been installed with a capacity of 2,000 liters of milk per day. There are plants at the Jeerapur block of Rajgarh[1110].

Apart from agriculture in the district some of the other primary sector activities include sericulture. There are 8 mulberry silk centers at Sarangpur with around 260 Ha of land. Other centers are in Jirapur, Narsinghgarh, Narsinghpur and Rajgarh[1111].

### 15.28.2.2 Industry

Secondary sector in the district grew at 15.55 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1112]. Growth rate of industries, which includes mining along with the secondary sector, is 16.24 percent CAGR over the five year period[1113]. Growth in this sector is significant and the growth rate is higher than primary and tertiary sector[1114]. Narsinghgarh and Sarangpur are the important industrial areas in Rajgarh district.

Some of the large scale industries in the district include,

- M/S Hind Spinners Ltd. (Textiles)
- M/S Vaishno Fibre Pvt Ltd. (Food Processing)
- M/S Vindhyachal Distilaries Pvt. Ltd. (Chemical and Chemical products)
- M/S Madhu Milan Syntex Pvt. Ltd. (Textile)
- M/S Sharda Solvent (I)Ltd (Agro-based)

[1103] Madhya Pradesh Statistical Handbook 2010
[1104] Madhya Pradesh Statistical Handbook 2010
[1105] District Wise Outlays, 2011-12, District Plan
[1106] http://www.mpmandiboard.org/mainaddcom.htm
[1107] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan
[1108] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan
[1109] http://mpcdf.nic.in/RRajgarh.htm
[1110] http://mpcdf.nic.in/Infra_Inf_BDS.pdf
[1111] http://www.mpsericulture.nic.in/centers.htm
[1112] Madhya Pradesh, Annual Economic Survey 2011-12
[1113] Madhya Pradesh, Annual Economic Survey 2011-12
[1114] Madhya Pradesh, Annual Economic Survey 2011-12

Metal (36.7%), Food processing (2.30%), construction based material (11.52%) and paper (0.89%) constitute over 50% of the total investment in SSI segment in 2010-11[1115].

**Compostion of LMI Investment in Rajgarh (as of March 2011)**

| Industry | Investment in Lakhs |
|---|---|
| Textile | 1799.46 |
| Miscelleneous Industries | 239.5 |
| Forest Based | 287 |
| Food Processing | 1085.39 |
| Electronic Engg. Base | 278 |
| Drugs & Pharmaceuticals | 133.67 |
| Beverages | 38.66 |
| Basic Metal | 411.65 |
| Agro Based | 647.63 |
| Chemical & Chemical Products | 706.69 |

**Investment in Lakhs**
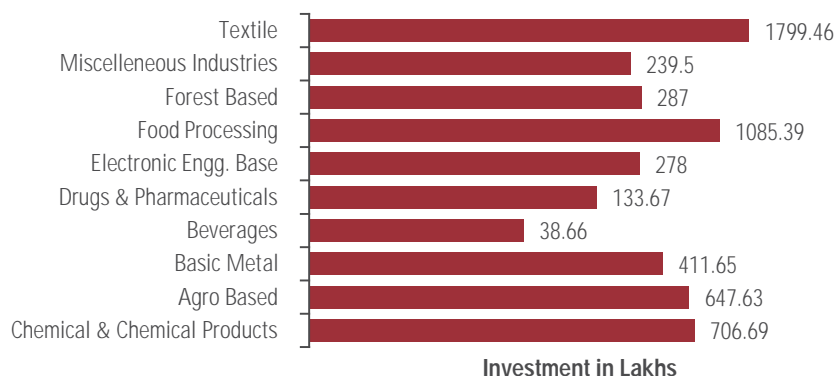
Some of the allotted land areas for industries are located at Rajgarh,Mohinipura (Byawara), Sarangpur, Pchour, Jeerapur and Pilukedi[1116].The DTIC has allotted an area of 84 Ha at Sarangpur[1117].

Rajgarh has witnessed significant growth in number of small scale industries in the district in the year 2008-09. As per 2011-12 figures, small scale industries have total investment of 695.82 lakhs generating 678 total employments in the district.

**Growth of SSIs in Rajgarh**



| Year | Investment in Lakhs | Employment |
|---|---|---|
| 2007-08 | 473.91 | 634 |
| 2008-09 | 60.9 | 681 |
| 2009-10 | 54 | 593 |
| 2010-11 | 210.30 | 660.00 |
| 2011-12 | 496.89 | 722 |
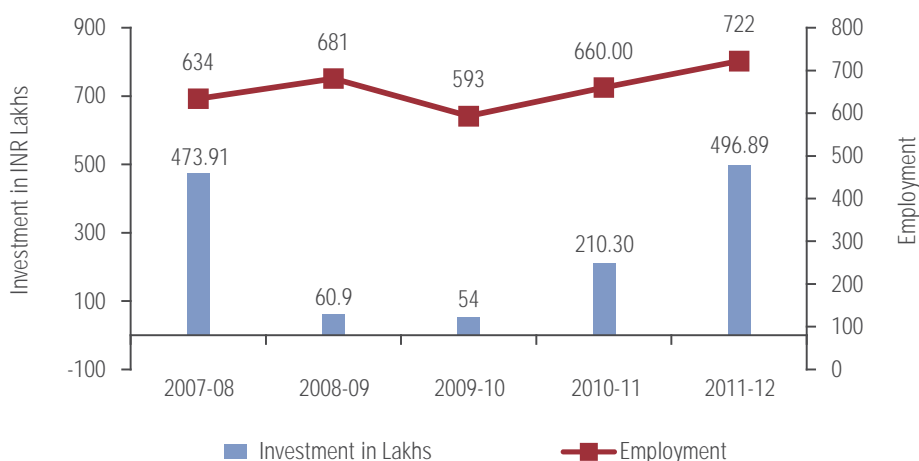
Government of Madhya Pradesh has planned to set up a solar energy park in the district[1118]. Ganeshpura region has been identified as a potential spot for this park. An area of 367 acres has been allotted with the development in 3 phases at a proposed outlay of approx. Rs 200 millions[1119]. The target is to set up 50 MW Solar Energy based power generation capacity by 2013. Some of the other key-highlights include identifying local ITI's for support on technical & trained

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[1115] Based on discussions with GMDIC, Mandsaur
[1116] District industries survey report, Rajgarh
[1117] District industries survey report, Rajgarh
[1118]Brochureon Solar Energy Park, Rajgarh, Madhya Pradesh; MPUVNL
[1119] Destination Madhya Pradesh:Global Investors Summit-II, 2010

manpower along with potential to develop a manufacturing hub for Renewable Energy sector. The 220kV substation will be soon set up in the district with the state support & PPP mechanism to finance the project[1120].

### 15.28.2.3   Services Sector

Services sector has been the driver of the district economy with contribution of about 34 percent to GDDP. The sector grew at 10.37 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade, hotels and restaurants as a service industry, constitutes 37 percent of the contribution from Tertiary sector. Some of the fast growing service industries include communication (17.52 percent), real ownership of dwellings (10.37 percent), and public administration (14.83 percent)[1121].

The total stretch of kaccha and pakka roads is 62 km and 1280 km[1122] respectively. There are 8 railway stations in the district[1123]. Railway line connecting the district includes Sarangpur –Biora from Shajapur. There is no railway line connecting the district headquarters[1124].

Overall healthcare reach at the district level is on par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 29 and 161 respectively in the district, which is higher than the state average of 13 units per lakh population[1125]. There are 3 civil hospitals and 1 district hospital. There is a further scope to improve the number of health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 300.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | In INR Lakhs |
|---|---|
| Public Administration | 11554 |
| Real Ownership of Dwel.  B. Sr. & ... | 6768 |
| Banking & Insurance | 4980 |
| Communication | 3409 |
| Storage | 131 |
| Transport by Other means | 3989 |
| Railways | 1544 |
| Trade Hotels and Restaurants | 36258 |
| Other Services | 29890 |
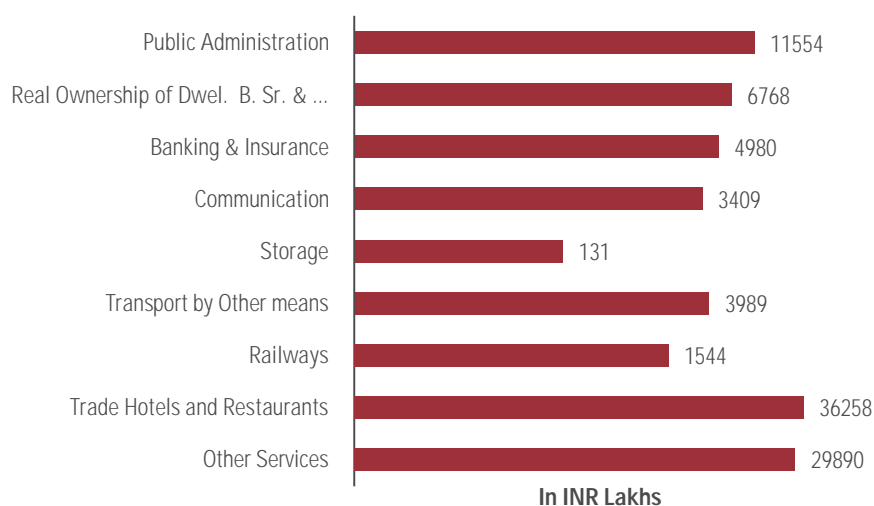
In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 71 to 82, recording a 18.54 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the

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[1120] Destination Madhya Pradesh: Global Investors Summit-II, 2010
[1121] Madhya Pradesh, Annual Economic Survey 2011-12
[1122] http://rajgarh.nic.in/statistics.html#Bk4
[1123] http://rajgarh.nic.in/images/rajgarh-roads.gif
[1124] http://rajgarh.nic.in/images/rajgarh-rly.gif
[1125] http://www.mp.gov.in/health/

growth of NBFCs in the district. Deposits have increased from 452 crore INR to 1058 crore INR over the five year period[1126].

### 15.28.3   Workforce Distribution in the district

### 15.28.3.1   Current Employment Scenario in Rajgarh

Worker's participation rate in the district (49.9 percent) is relatively higher than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers, accounts to 22.4%[1127] of total working population - indicating very low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 44.8 percent in comparison to male WPR at 54.6 percent, with the disparity being more prominent in urban areas.[1128]

Around 77.6 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 87.1 percent of the rural population is involved in agriculture. 80.5 percent of the urban working population is involved in other activities - which includes service sector. This is lower when than the state's average of 84% of the urban working population. This is the reason for high dependency ratio in urban areas of Rajgarh, when compared to state's average.

Migration is observed in Rajgarh mainly due to the various opportunities available outside the district. Migration to nearby districts like Shajapur, Guna and Vidisha,is common. Migration into the urban clusters of Rajgarh district, i.e. intra-district migration, is low. It is mainly driven by direct and indirect employment opportunities in the surrounding districts. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Rajgarh. The proximity of the district to Rajasthan also drives migration.

Dependency ratio is high and stands at 89.4 when compared to state's average of 84.3 per thousand population. Unemployment in the district is 16.4 percent of the population which is marginally greater than that of Madhya Pradesh average of 16.4 percent. In the urban areas, 15.5 % of the population in the age group of 15-59 is unemployed. Dependency ratio is 13.5 more in rural areas compared to urban areas in the district of Rajgarh.

### 15.28.3.2   Estimation of Supply of Manpower in the District

According to KPMG Estimates, Rajgarh has a significant demographic dividend, with rising working age population and a sizeable population in the lower working age spectrum. By 2022, there will be 7.94 lakhs people participating in the labour market system of the district. Ensuring adequate skilling of the available workforce will ensure increased productivity in the district economy, thus propelling state's growth.[1129]

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[1126] RBI Data : 2011-12
[1127] District Statistical Handbook, Rajgarh, 2011
[1128] District Statistical Handbook, Rajgarh, 2011
[1129]KPMG Estimates, Registrar General and Census Commissioner (2006); Population Projection for India and States 2001-26; National Commission on Population, Govt. of India

| District | Estimated Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Rajgarh | 1846624 | 1163373 | 794660 | 741002 | 237975 |

### 15.28.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Rajgarh has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Rajgarh. According to the estimates, in the next 5 years, Rajgarh is expected to witness an incremental manpower requirement of 59,300[1130].

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 11908 | NA | NA | 10137 |
| Pharma & Medicinal Products | 1 | 18 | 8 | 1 | 15 | 7 |
| Food Processing | 93 | 391 | 1374 | 81 | 340 | 1193 |
| Fabrication | 11 | 100 | 104 | 9 | 87 | 90 |
| Chemical & Chemical Products | 35 | 254 | 418 | 31 | 220 | 363 |
| Construction Based Material | 1 | 7 | 12 | 1 | 6 | 11 |
| Auto and Auto Components | 4 | 54 | 28 | 4 | 47 | 25 |
| Construction | 612 | 1543 | 10092 | 545 | 1374 | 8985 |
| IT&ITES | 10 | 185 | NA | 13 | 243 | NA |
| Healthcare | 70 | 1323 | NA | 133 | 2534 | NA |

---

[1130] KPMG Estimates on Incremental Manpower Requirement

| | | | | | | |
|---|---|---|---|---|---|---|
| Transportations and Logistics | 143 | 343 | 2381 | 164 | 392 | 2723 |
| Retail | 750 | 1897 | 12353 | 621 | 1570 | 10221 |
| Hospitality | 139 | 700 | 1943 | 115 | 579 | 1608 |
| Communication | 158 | 890 | 2115 | 189 | 954 | 2644 |
| Banking and Financial Services | 170 | 354 | 2882 | 179 | 371 | 3021 |
| Education and Training | 175 | 3178 | 149 | 188 | 3396 | 177 |

### 15.28.4 Human Resource Development Scenario in the District

### 15.28.4.1 Current State of Workforce Development

Rajgarh has one polytechnic college along with 4 ITIs and 1 ITC in the district. Rajgarh needs to focus on the workforce development and has to increase its training potential. The total number of institutes is still on the lower side, and there is a clear gap in terms of workforce availability and skilled labours.

| Human Resource Development Institutions in Rajgarh | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | NA | NA |
| Pharmacy[1] | NA | NA |
| ITI (Govt.) | 4 | 242 |
| ITC (Private) | 1 | 84 |
| Medicine(MBBS) | NA | NA |
| Polytechnic | 1 | 120 |

The total number of youths registered with the employment exchange is 17,686, out of which 15,924 is skilled. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment. Very few jobs were offered, and focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[1131]. Almost 90% of the registered youths are skilled in the district. A total of 283 youths were placed as machine operators, out of the 370 students placed in the job fair last year.

[1131] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Job fairs in the district | | |
|---|---|---|
| Company Name | Skills Looked at | Intake |
| Oswal Denim, Peelukhedi | Machine Operators | 263 |
| Shivashakti Bio Plantech, Indore | Sales Executive | 29 |
| Iziz Limited, Bhopal | Computer Care Executive | 44 |
| Rajasthan Textile Mills, Bhavanimandi | Machine Operator, Trainees | 20 |
| Main Force Trucks Private Ltd, Peethampur | Trainee Technician | 14 |
| Total | | 370 |

### 15.28.4.2   Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 19,650 people in secondary and tertiary services, and 32,700 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 53.1 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 28,850 manpower without government funded training.

**Incremental Training Capacity in Rajgarh**



| | |
|---|---|
| Ministry of Women and Child Development | 958 |
| Ministry of Health and Family Welfare | 991 |
| Ministry of Higher Education | 1406 |
| Ministry of HUPA | 1407 |
| Ministry of MSME | 2462 |
| Building and Other Construction ... | 5100 |
| Ministry of Labor | 4923 |
| Ministry of Communication and IT | 1253 |
| Ministry of Agriculture | 13050 |
| Others | 1157 |
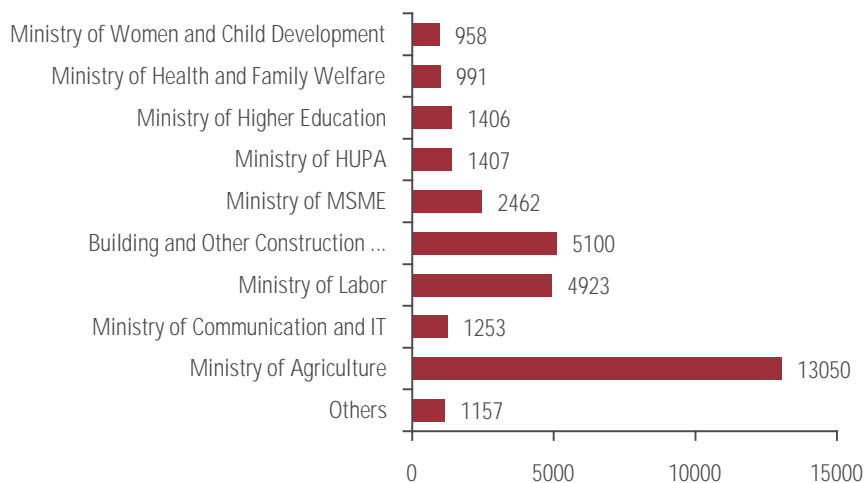
### 15.28.5   District Specific Recommendations

Rajgarh, being a balanced economy with equal contributions from primary and tertiary sectors and double than that of the secondary sector, has proportional employment opportunities in the three sectors. However formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill

training in the district is about 14,400 in formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and construction based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Rajgarh is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Rajgarh district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Security Services**<br>  o **Retail**<br>  o **Food Processing** |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Informal sector of Transportation and Logistics**<br>  o **Informal sector of Healthcare**<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Sericulture can be developed along Sarangpur block of Rajgarh**<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming (3 Dairy Centres)**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Mulberry cultivation and Silk Weaving**<br>  o **Lac Cultivation**<br>  o **Fruit Cultivation-** Mango, Lemon Citrus,<br>  o **Horticulture crops -** Chandra Surlsabgol, |

| | |
|---|---|
| | o **Vegetable Cultivation** – Tomato, Potato, Ladys Finger, Brinjal, Green Peas, Onion.<br><br>o **Spice Park –** Coriander is grown in the district along with other spices.<br><br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br><br>o **Security services**<br><br>o **Retail/ Hospitality**<br><br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br><br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br><br>o **Construction**<br><br>o **Security Services**<br><br>· Initiate and support modular employability skill training in collaboration with private players/Government<br><br>· To create placement linkage opportunities in training institutions |

## 15.29    Skill Gap Assessment of Raisen District

### 15.29.1   Social Profile

#### 15.29.1.1   Demographics

Raisen district is located central part of Madhya Pradesh[1132] and is surrounded by Sehore, Vidisha, Sagar, Narsimhapur and Hoshangabad. It covers an area of 8,395 square km[1133]. Raisen is the administrative headquarters of the district. The district has a population of 13.31[1134] lakhs as of 2011. Raisen is a sparsely populated rural district with population density of 157.3 per square km, which is lower than the state's average of 235.52 persons per square km. It witnessed a growth of 18.36% in the population over the last decade. Urbanization is 22.8%, and is less than state's average of 27.63 percent.

Gender ratio is 899 females per 1,000 male population whereas child sex ratio (0-6 years) is comparatively higher at 927 girls per 1,000 boys[1135]. 15.3% of the total population is within 0-6 age group. 32.1% of the population is under SC/ST category, with 16.37% of the total population under SC category and 15.74% under ST category[1136]. 48.5% of the population is below the poverty line. The percentage of people below poverty line in urban areas (67.5 percent) is higher than in rural areas (37percent)[1137]. Around 1.58% of the population is in slum regions with 89 slum pockets present in the district[1138].

#### 15.29.1.2   Literacy

As of 2011, literacy rate in the district (74.26 percent) is greater than that of the state average of 70.63 percent[1139]. There have been some improvements in the literacy rate as per 2001 figures (72.2%). There are 2,923 K12 institutions in the district with private sector participation being around 13.3 percent[1140],Around 48.38% of the total students are enrolled with private schools and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[1141].

Female literacy rate (65.1%) is much lower than that of male counterparts (82.46%)[1142]. As per the 2001 census, female literacy was at 61.3%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes, as many girls drop out around that period. In terms of student enrollment, it has decreased substantially over the years, and has seen a declining trend at all grades from I to VIII[1143].

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[1132] http://raisen.nic.in/
[1133] Census of India, 2011
[1134] Census of India, 2011
[1135] Census of India, 2011
[1136] Census of India, 2001
[1137] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1138] Migration and Urbanization, HRD Report, 2007
[1139] Census of India, 2011
[1140] Census of India, 2011
[1141] DRC Data on School Education
[1142] Census of India, 2011
[1143] DRC Data on School Education

| District | Madhya Pradesh | Raisen |
|---|---|---|
| Population(2011) | 72,597,565 | 1,331,699 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 18.4% |
| Population Density Per Sq.km(2011) | 236 | 157 |
| Level of Urbanization(2011) | 27.6% | 22.8% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 899 |
| Proportion of ST Population(2001) | 20.3% | 15.7% |
| Literacy Rate(2011) | 70.6% | 74.3% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 17.4% |
| Number of Literates(2011) | 43,827,193 | 837,567 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 271,582 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.18 |
| Contribution to State Economy(2008-09) | - | 1.58% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 20,511 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 42.1% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 26.4% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 31.5% |

## 15.29.2 District Economy

District economy registered a growth rate of 11.93 percent CAGR between 2003-04 and 2008-09, as against the state growth rate of 9.07% during the last five years[1144]. There is a significant growth in the economy of the district, mainly driven by growth in both primary and tertiary sectors. Primary sector contributes 42% of the district economy while growing at 11.36 percent CAGR over the past 5 years[1145]. In absolute value terms, contribution from secondary sector had grown at a faster rate (14.64 percent)[1146]. District per capita income was INR 20,511 in the year 2008-09[1147]. There has

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[1144] Madhya Pradesh, Annual Economic Survey 2011-12
[1145] Madhya Pradesh, Annual Economic Survey 2011-12
[1146] Madhya Pradesh, Annual Economic Survey 2011-12
[1147] Madhya Pradesh, Annual Economic Survey 2011-12

been a CAGR of 9.63 percent in per capita income[1148]. Per capita income has witnessed a huge growth of 16.68 percent over the year from 2007-8 to 2008-9[1149].

**Raisen Economic Growth**
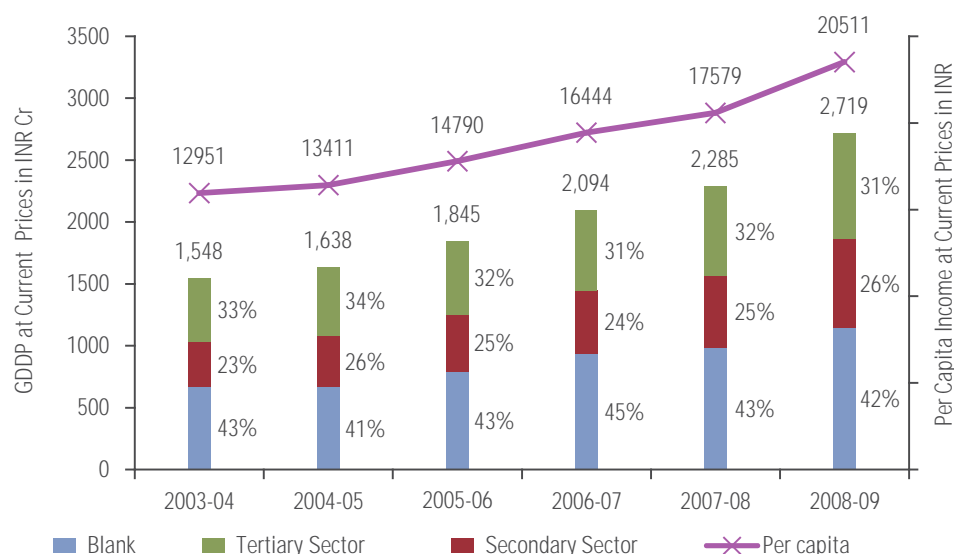


### 15.29.2.1 Agriculture and allied sectors

Raisen is predominantly an agricultural economy. Out of the total 8,46,600 hectares of land, net sown area remained almost constant at 4,33,500 hectares, between 2005-06 and 2008-09. Total forest cover is around 40 % of the total geographical area of the district[1150]. To implement forest working plan prescription, Government has an outlay of INR 700 lakhs[1151] and another INR 7 lakhs for environmental forestry. The forest and logging activities have contributed to around 4.25% of the primary sector economy, and are growing with a CAGR of 7.56% over the period of 2003-04 and 2008-09.

Agriculture and allied activities, is growing at a CAGR of 10.57%, while fishing witnessed a growth of 9.88% over the five year period. INR 13.96 lakhs has been allotted for fisheries[1152].

Wheat, Soyabean, chana and paddy are the major crops of the district. Taking into account multi crop area, 42.06 percent of the net sown area is under wheat, 33.2 percent is under soyabean and 30.6 percent under Channa along with 6 percent under paddy[1153]. Produce of soyabean and paddy has increased over the years whereas crops like jowar and channa are decreasing[1154].

Rainfall in the year 2008-09 was 923.8 mm, which was higher compared to previous years. Highest rainfall was witnessed in 2006-07. Around 50 percent of net sown area is irrigated[1155]. Government is promoting irrigation and agricultural activities by an outlay of INR 40 lakhs in Balram Talab Yojana and another INR 60 Lakhs for Micro-irrigation[1156].

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[1148] Madhya Pradesh, Annual Economic Survey 2011-12
[1149] Madhya Pradesh, Annual Economic Survey 2011-12
[1150] Madhya Pradesh Statistical Handbook 2010
[1151] District Wise Outlays, 2011-12, District Plan
[1152] District Wise Outlays, 2011-12, District Plan
[1153] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1154] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP6-Raisen-26.6.2012.pdf
[1155] Madhya Pradesh Statistical Handbook 2010
[1156] District Wise Outlays, 2011-12, District Plan

Krishi Upaj Mandi are found in Obedullaganj, Bareli, Udaipura, Gairatganj, Raisen and Begamganj[1157]. They export paady, tuar, wheat, soyabean, gram, fruits, vegetables and spices[1158].

Raisen district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 4 routes connecting different parts of Raisen to other districts[1159]. Chilling centers are present in Bareli and Gairatganj[1160]. Chilling centers produces 6,000 liter of milk per day[1161].

Apart from agriculture in the district, some of the other primary sector activities include sericulture. There are 2 mulberry silk centers at Sanchi and Goharganj, along with one threading unit in Sanchi[1162] There is one Tusar Silk centre in Sanchi.

### 15.29.2.2  Industry

Secondary sector in the district grew at 14.64 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1163]. Growth rate of industries,includings mining along with the secondary sector, is 15.84 percent CAGR over the five year period[1164]. Growth in this sector is significant and the growth rate is higher than primary and tertiary sector. Mining sector as a whole has grown at a CAGR of 67.2%[1165]. Sanchi, Obedullaganj and Bareli are the important industrial areas in Raisen district.

Some of the large scale industries in the district include,

- M/S Heg Ltd. (Non-Metalic Minerals)
- M/S Anant Spinning Mills Ltd. (Textiles)
- M/S Nahar Spinning Mills Ltd. (Textiles)
- M/S Procter And Gamble (Chemical & Chemical Products)
- M/S Crompton Greaves Ltd (Electrical Engg. Based Industries)
- M/S Insulators And Electricals Co (Electrical Engg. Based Industries
- M/S Bhaskar Industries Ltd. Unit No.1(Textiles)
- M/S Tafe Motors & Tractors Ltd. (Mechanical Engg. Based Industries)
- M/S Bhaskar Industries Ltd.(Textiles)
- M/S Godrej Foods Ltd (Beverages & Soft Drinks)
- M/S Som Distelleries And Breverages Ltd. (Beverages & Soft Drinks)
- M/S Nahar Spinning Mills Ltd (Textiles)
- M/S Fujitsu Optel Ltd. (Electronic Engg. Base)
- M/S Vardhaman Yarn Textile Ltd.(Synthetic & Cotton Blended Yarn)
- M/S Nahar Poly Films Ltd. (polypropylene)
- M/S Sonic Biochem Extraction Ltd (Soya Protein flame)

[1157] http://www.mpmandiboard.org/mainaddcom.htm
[1158] http://www.mpmandiboard.org/mainaddcom.htm
[1159] http://mpcdf.nic.in/RRaisen.htm
[1160] http://mpcdf.nic.in/CC_BDS.htm
[1161] http://mpcdf.nic.in/Infra_Inf_BDS.pdf
[1162] http://www.mpsericulture.nic.in/centers.htm
[1163] Madhya Pradesh, Annual Economic Survey 2011-12
[1164] Madhya Pradesh, Annual Economic Survey 2011-12
[1165] Madhya Pradesh, Annual Economic Survey 2011-12

**Compostion of LMI Investment in Raisen (as of March 2011)**



| | |
|---|---|
| Textile | 36896 |
| | 1250.56 |
| Non-Metalic Minerals | 71000 |
| | 969.5 |
| Mechanical Engg. Based Industries | 4000 |
| | 760.01 |
| Forest Based | 162.16 |
| | 1027.31 |
| Electronic Engg. Base | 12302.45 |
| | 17667.22 |
| Drugs & Pharmaceuticals | 5212.2 |
| | 8382 |
| Basic Metal | 1402.65 |
| | 4504.48 |
| Chemical & Chemical Products | 10090 |

**Investment in Lakhs**
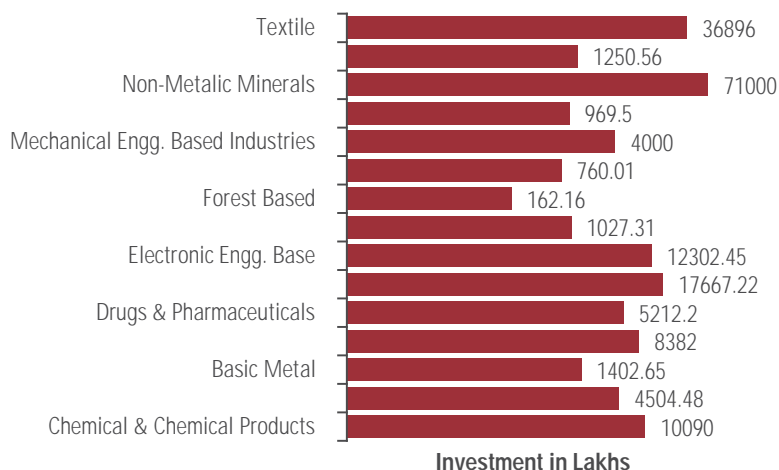
There is large number of small and large scale units in Raisen. There are investments in almost every sector[1166]. Maximum investments are observed in Non-metallic minerals and Textiles. For developing industries, land has been allotted in Piplakhir, Salamatpur and Baigamganj[1167]. Around 96 Ha of land has been allotted in Tamout and another 30 Ha in Piplakhir by DTICs[1168].

Raisen has witnessed growth in number of small scale industries in the district in the year 2007-08. As per 2011-12 figures small scale industries have total investment of 5435.5 lakhs generating 1,876 total employments in the district.

**Growth of SSIs in Raisen**
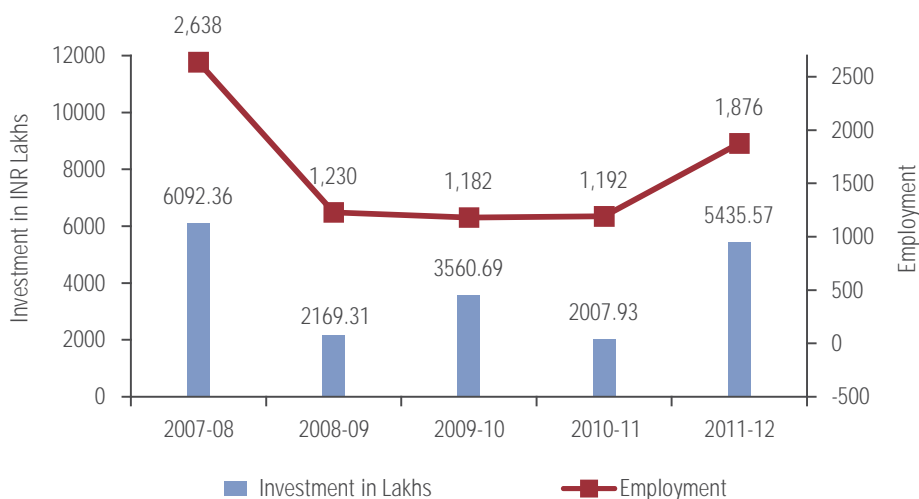


Palstic Households (21.72%), Metal (23.88%), Chemical (18.94%) and Engineering (11%), constitute over 50% of the total investment in SSI segment in 2010-11[1169].

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[1166] Based on the discussions with GMDIC, Raisen
[1167] District industries survey report, Raisen
[1168] Based on list of industrial areas managed by DTICs, Madhya Pradesh
[1169] Based on discussions with GMDIC, Raisen

### 15.29.2.3 Services Sector

Services sector has been the driver of the district economy, next to primary sector, with contribution of about 32 percent to GDDP. The sector grew at 10.62 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade, hotels and restaurants as a service sector, constitutes 35.7 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include communication (18.21 percent), real ownership of dwellings (9.75 percent) and public administration (15.77 percent)[1170].

There is one national highway crossing the district with a total length of 494km[1171]. NH 86 connects Chhatarpur of Uttar Pradesh to Dewas crossing via Raisen. There is 1124 km of pakka road and 1481 km of Kachha Road in the district[1172].

Overall healthcare reach at the district level is at par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 19 and 215 respectively in the district which is higher than the state average of 13 units per lakh population[1173]. There is 1 civil hospital and 1 district hospital. There is a further scope and need to improve the number of health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 200.

**Contribution of Services Sector to GDDP (2008-09)**



| Category | In INR Lakhs |
|---|---|
| Public Administration | 12583 |
| Real Ownership of Dwel. B. Sr. & … | 4333 |
| Banking & Insurance | 3378 |
| Communication | 3492 |
| Storage | 337 |
| Transport by Other means | 3822 |
| Railways | 1959 |
| Trade Hotels and Restaurants | 30530 |
| Other Services | 25164 |

**In INR Lakhs**
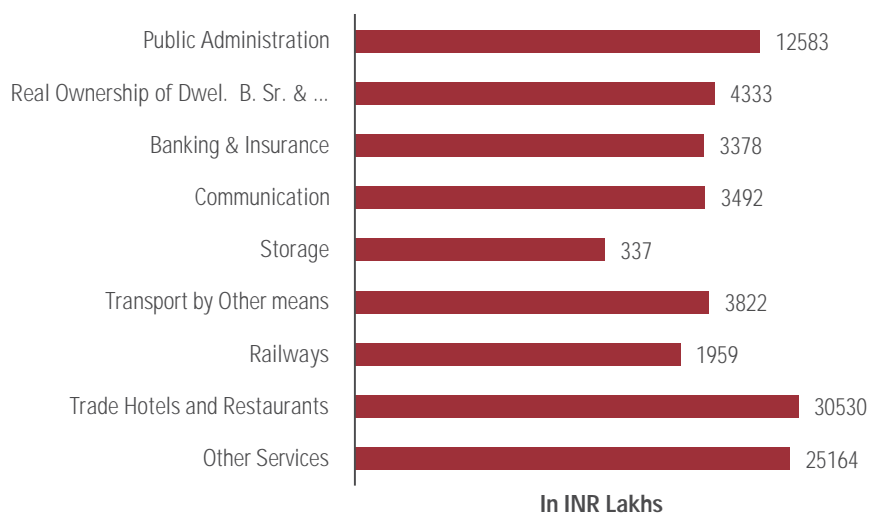
In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 61 to 83, recording a 21.75 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 424 crore INR to 1,126 crore INR over the five year period[1174].

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[1170] Madhya Pradesh, Annual Economic Survey 2011-12
[1171] http://raisen.nic.in/
[1172] http://raisen.nic.in/
[1173] http://www.mp.gov.in/health/
[1174] RBI Data : 2011-12

### 15.29.3  Workforce Distribution in the district

### 15.29.3.1  Current Employment Scenario in Raisen

Worker's participation rate in the district (36.6 percent) is lower than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 31.7%[1175] of total working population, indicating very low level of employment generation through industries and services sector - in line with economic activity in the district. Worker participation is low amongst women at 21.9 percent, in comparison to male WPR at 49.5 percent, with the disparity being more prominent in urban areas.[1176]

Around 68.3 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 80.1 percent of the rural population is involved in agriculture. 79.6 percent of the urban working population is involved in other activities, which includes service sector. This is lower when compared to the state's figure of 84% of the urban working population. This is the reason for high dependency ratio in urban areas of Raisen when compared to state's average.

Migration is observed in Raisen district mainly due to various opportunities available outside. Migration to nearby districts such as Narsimhapur, Sagar and Bhopal are common.[1177].  Migration into the urban clusters of Raisen district, i.e. intra-district migration, is mainly driven by direct and indirect employment opportunities in the surrounding districts. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Raisen[1178].

### 15.29.3.2  Estimation of Supply of Manpower

Labour force and Workforce for 2012, 2017 and 2022, are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey - by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Raisen | 1436255 | 904840 | 501888 | 467998 | 107054 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 1.07 lakhs during 2012-22. Labour force measured from the population employed is expected to reach 5.01 lakhs by 2022. To realize the additional employment estimations over the next decade, even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

### 15.29.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors,

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[1175] District Statistical Handbook, Raisen, 2011
[1176] District Statistical Handbook, Raisen, 2011
[1177] Based on Discussions with President, Zila Parishad
[1178] Based on Discussions with President, Zila Parishad

national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 7066 | NA | NA | 6015 |
| Pharma & Medicinal Products | 3 | 45 | 20 | 3 | 39 | 17 |
| Rubber and plastics products | 3 | 31 | 33 | 3 | 27 | 28 |
| Food Processing | 57 | 239 | 840 | 49 | 208 | 730 |
| Fabrication | 2 | 22 | 23 | 2 | 19 | 20 |
| Chemical & Chemical Products | 31 | 222 | 365 | 27 | 192 | 317 |
| Mineral Processing | 80 | 711 | 812 | 70 | 618 | 705 |
| Auto and Auto Components | 4 | 45 | 24 | 3 | 40 | 21 |
| Textiles | 118 | 526 | 1717 | 102 | 456 | 1490 |
| Manufacturing of Electrical Products | 30 | 364 | 211 | 26 | 315 | 185 |
| Construction | 510 | 1286 | 8407 | 454 | 1145 | 7485 |
| IT&ITES | 10 | 194 | NA | 13 | 254 | NA |
| Healthcare | 30 | 575 | NA | 55 | 1052 | NA |
| Transportations and Logistics | 157 | 377 | 2615 | 180 | 431 | 2991 |
| Retail | 632 | 1597 | 10401 | 523 | 1322 | 8606 |
| Hospitality | 117 | 589 | 1636 | 97 | 488 | 1354 |
| Communication | 162 | 912 | 2166 | 194 | 977 | 2708 |
| Banking and Financial Services | 116 | 240 | 1955 | 121 | 252 | 2050 |
| Education and Training | 163 | 2955 | 139 | 169 | 3048 | 159 |

As per the estimates, the district is expected to witness an incremental employment of 99,000 against the addition of 1.09 lakhs to labour force. Comparable employment opportunities for labour force growth, particularly in the un-organized markets within the district, would indicate potential for displacement of workforce from agriculture to construction and other activities requiring basic skills. Hence, enough focus should be given to imparting these skills to the target communities. Among the potential employment generating sectors in the district, Construction and Real Estate, Un-Organized Retail, Textile and Food Processing are prominent.

### 15.29.4   Human Resource Development Scenario in the District

### 15.29.4.1   Current State of Workforce Development

Raisen has 4 ITI s, one Polytechnic College and 2 private ITIs.   As the number of colleges is on the lower side, Raisen need to focus on the workforce development and has to increase its training potential. The total number of institutes is still on the lower side and there is a clear gap in terms of workforce availability and skilled labours.

| Human Resource Development Institutions in Raisen | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | NA | NA |
| ITI (Govt.) | 4 | 767 |
| ITI (Pvt) | 2 | 1680 |
| Medicine(MBBS) | NA | NA |
| Polytechnic | 1 | 180 |

Total number of youths registered with employment exchange is 22,210 out of which 19,390 are skilled. The government is not able to meet the increasing demand of employment, although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment.  Few jobs were offered, and focus of roles offered were both technical and non-technical in nature, serving secondary and tertiary sector clients[1179]. 87.3% of the registered youths are skilled in the district. A total of 121 youths were placed as security guards/guard-man, 55 as sales executive and 212 as production trainee workers out of the 410 youths placed in the job fair last year.

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[1179] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| District job fair statistics | | |
| --- | --- | --- |
| Company Name | Skills Looked at | Intake |
| Ageis Private Ltd., Bhopal | Consumer Assistance | 10 |
| Ageis Private Ltd., Bhopal | Customer Care executive | 55 |
| Apollo Tyers Ltd., Baroda | Electrician | 12 |
| Pearl Industrial security services, Ahmedabad | Security Guard | 121 |
| Vardhaman Fabrics, Budhani | Trainee Worker | 212 |
| **Total** | | **410** |

### 15.29.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 29,980 people in secondary and tertiary services, and 41,600 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet 80.44 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 10,000 manpower without government funded training.

**Incremental Training Capacity in Raisen**
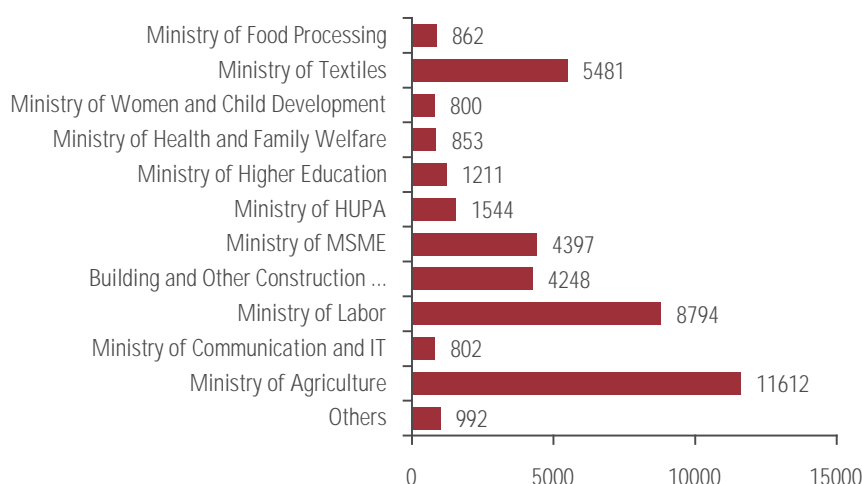


### 15.29.5 District Specific Recommendations

Raisen, being a balanced economy with equal contributions from primary and tertiary sectors, and double that of the secondary sector, has proportional employment opportunities in the three sectors. However formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 13,000 in formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector,

employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and construction based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Raisen is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Raisen district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector <br> o **Security Services** <br> o **Retail** <br> o **Food Processing** <br> o **Fisheries (Govt. is promoting Fisheries)** <br> o **Forest Products (outlay of 700 Lakhs INR sanctioned)** |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes <br> o **Informal segment of Construction Sector** <br> o **Informal segment of Retail Sector** <br> o **Informal sector of Transportation and Logistics** <br> o **Informal sector of Healthcare** <br> - Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent <br> o **Sericulture can be developed along Sanchi block of Raisen** <br> - Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in <br> o **Dairy farming (2 Dairy Centres)** <br> o **Livestock Rearing – Piggery, Goatery, Poultry** <br> o **Mulberry and Silk Weaving –** Tusar and Mulbery centre in Sanchi <br> o **Lac Cultivation** <br> - Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |

| | |
|---|---|
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o **Security services**<br>   o **Retail/ Hospitality**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o **Construction**<br>   o **Security Services**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.30 Skill Gap Assessment of Neemuch District

### 15.30.1 Social Profile

#### 15.30.1.1 Demographics

Neemuch district has been carved out of the erstwhile Mandsaur district. It shares its border with Rajasthan and Madsaur district. Town Neemuch is the administrative headquarters of the district. It has a population of 8.25[1180] lakhs as of 2011. Neemuch is a sparsely populated rural district, and urbanization is 29.7%. The population density is 194 people per square km in comparison to state average of 236[1181]. Gender ratio is 959 females per 1,000 male population whereas child sex ratio (0-6 years) is comparatively lower at 917 girls per 1,000 boys[1182]. Child sex ratio as per 2001 census is 931, and it has steadily declined over the last decade. 12.54% of the total population is under SC category and ST constitutes 8.51% of the population[1183]

#### 15.30.1.2 Literacy

As of 2011, literacy rate in the district (71.8 percent) is higher than that of the state average of 70.63 percent[1184].There are 1,717 K12 institutions in the district with private sector participation being around 26 percent[1185], which is lesser than the state average - indicating lower affordability for people in the district. Around 15% of the total students are enrolled with private schools, and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[1186].

Female literacy rate (57.25%) is much lower when compared to male counterparts (85.87%)[1187]. As per 2001 census, female literacy was 49%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII compared to lower classes, and many girls drop out from around that period. In terms of student enrollment, the year 2006-07 witnessed a peak with maximum enrollment, which steadily declined over the years.

| District | Madhya Pradesh | Neemuch |
|---|---|---|
| Population(2011) | 72,597,565 | 825,958 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 13.8% |
| Population Density Per Sq.km(2011) | 236 | 194 |
| Level of Urbanization(2011) | 27.6% | 29.7% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 959 |

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[1180] Census of India, 2011
[1181] Census of India, 2011
[1182] Census of India, 2011
[1183] Census of India, 2001
[1184] Census of India, 2011
[1185] Census of India, 2011
[1186] DRC Data on School Education
[1187] Census of India, 2011

| | | |
|---|---|---|
| Proportion of ST Population(2001) | 20.3% | 8.5% |
| Literacy Rate(2011) | 70.6% | 71.8% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 28.6% |
| Number of Literates(2011) | 43,827,193 | 517,361 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 160,636 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.15 |
| Contribution to State Economy(2008-09) | - | 1.23% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 25,785 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 37.4% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 17.0% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 45.6% |

## 15.30.2  District Economy

District economy registered a growth rate of 9.08[1188] percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years. Contribution from the service sector is the predominant, comprising 46% of the district economy, while growing at a 9.81 percent CAGR over the past 5 years[1189]. Though in absolute value terms, contribution from secondary sector had grown at a faster rate (13.51 percent), there has been a clear shift of income from primary and secondary to tertiary sector. The primary sector has grown at a CAGR of 6.58%. The district per capita income is greater than the state's average, and stands at INR 25,785 in the year 2008-09. There has been a CAGR of 7.4 percent in per capita income[1190].

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[1188] Madhya Pradesh, Annual Economic Survey 2011-12
[1189] Madhya Pradesh, Annual Economic Survey 2011-12
[1190] Madhya Pradesh, Annual Economic Survey 2011-12

**Neemuch Economic Growth**
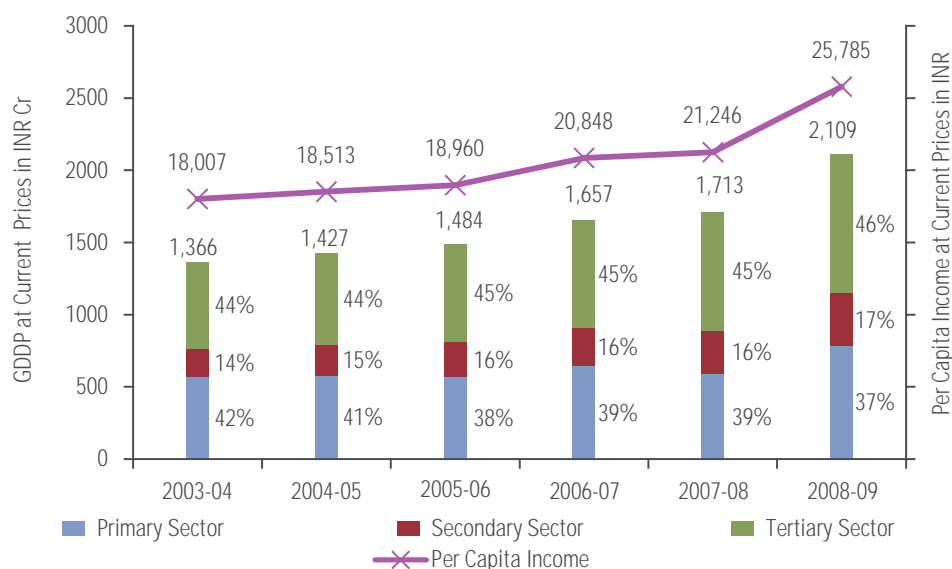


### 15.30.2.1 Agriculture and allied sectors

Agriculture and allied activities in Neemuch constitutes the predominant activity. Between 2005-06 and 2008-09, net sown area remained almost constant at 1,85,300 hectares. The total forest cover in the district is greater at 33.16 percent, in comparison to the state average of 30.71 percent[1191]. To implement the forest working plan, the government has an outlay of 250 lakhs[1192].

Wheat and soyabean are the major crops with 66 percent of the net sown area under soyabean and 17 percent under wheat[1193]. However during 2005-06 and 2008-09 shift has been observed in the crop portfolio of the district, with maize and wheat taking over the top positions from Channa. Channa occupied around 11 percent of the total area while wheat and maize occupied 17.3 percent and 14.7% respectively in the year 2008-09. The net sown area has increased for wheat (20.8%) and Maize (16%), while for Channa it stands at 8.5%.[1194] Other crops in the district are Jowar and Paddy, and they together constitute less than 2 percent of the net sown area[1195].

Neemuch is known for its opium production. Opium is grown in large numbers and is further processed through the government-owned, Opium and Alkaloid Works. Climate is apt for opium production and Neemuch is the largest producer of Opium in the country. It is exported all over India and abroad. There are two opium factories in the district registered under the government[1196].

Rainfall in the year 2008-09 was 817 mm, which was higher compared to previous years. Around 49 percent of net sown area is irrigated. Irrigated land is on the lower side, and the farmers are still dependant on rainfall for agriculture[1197]. Government is promoting irrigation and agricultural activities through an outlay of INR 200 lakhs in Balram Talab Yojana and INR 125 Lakhs for Micro-irrigation.

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[1191] Madhya Pradesh Statistical Handbook 2010
[1192] District Wise Outlays, 2011-12, District Plan
[1193] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1194] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1195] Madhya Pradesh Statistical Handbook 2010
[1196] http://dietneemuch.nic.in/district.html
[1197] Madhya Pradesh Statistical Handbook 2010

There is large Krishi Upaj Mandi (agricultural produce market)for the trade of agricultural produce. Crops which are traded include garlic, groundnut, soybeans, wheat, corn, and different types of pulses[1198].

Some of the fruit crops include mango, oranges, papaya, guava and Musk Melon. Oranges are famous in the district, followed by musk melon. Strawberry is also grown in the district. Vegetables such as tomato, lady's finger, Kaddu Vargoya are grown in the district. Leafy vegetables are also grown in Neemuch. Spices include Coriander, Fenugreek seed along with garlic and chilli. Garlic is the major spice crop in the district followed by coriander. Medicinal and aromatic crops include Isabgol, Chandra sur and Ashwa Gandha. Flowers grown in the district include marigold, morga and rose[1199]:

Neemuch district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 6 routes; 5 of them connecting Manasa and 1 of them connecting Lokdiya[1200]. The Chilling centre installed in Manasa, Neemuch has the capacity of another 10,000 litre per day[1201].

### 15.30.2.2  Industry

Secondary sector in the district grew at 13.51 percent CAGR over the last five years generating significant employment[1202]. Growth rate of industries, which includes mining along with the secondary sector, is 15.11 percent CAGR over the five year period[1203]. Growth in this sector is significant, and the rate is higher than primary and tertiary sector.

Neemuch and Jawad are two most important industrial areas in Neemuch district with predominant cluster mix of cement, soyabean plants, vegetable oil refineries etc.

There is one large scale industry based on cement. It is set up by Aditya- Birla Group. Vikram cement has been set up with an investment of INR 520 Cr and has employed 1,030 employees. Large scale soyabean oil extraction units have also been set up by companies Adani Wilmar etc. Other industries include Alkeloid factory and Cement Corporation of India ltd.

There are few proposed large scale industries coming in the district. Ms. Axis overseas Ltd, Kolkata, is setting up a Jute plant with investment of INR 61.61 Cr. INR and an employment if 3,114[1204].

**Growth of SSIs in Neemuch**
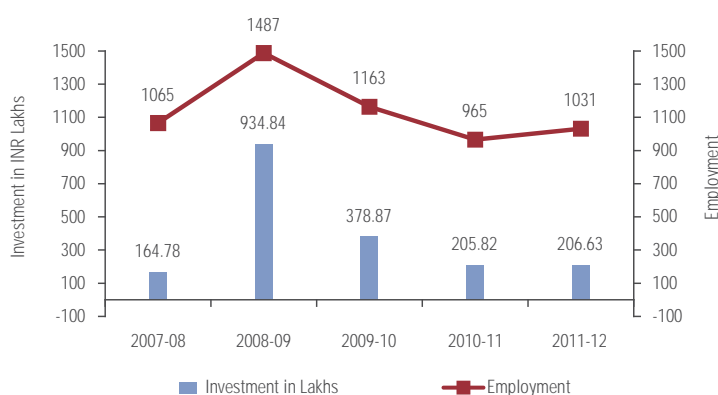
[1198] http://dietneemuch.nic.in/district.html
[1199] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan
[1200] http://mpcdf.nic.in/CC_UDS.htm
[1201] http://mpcdf.nic.in/CC_UDS.htm
[1202] Madhya Pradesh, Annual Economic Survey 2011-12
[1203] Madhya Pradesh, Annual Economic Survey 2011-12
[1204] Based on discussions with GMDIC, Neemuch

Some of the proposed areas for industries include areas in Manasa, Neemuch and Ramapura. Around 60 Hectares of total land is being managed by DTIC, Madhya Pradesh for Neemuch District[1205].

Food Processing (10.28%), Beverages (3.76%), construction based material (10.78%) and agro-based (20.55%) constitute over 50% of the total investment in SSI segment in 2010-11. Besides these, plastic based, drinking water, Daal plants, edible oil, seed processing, stone cutting and polishing, stone-gitti formation, paints and distemper, invertor battery, contribute over another quarter of the SSI investment in the same year.[1206]

### 15.30.2.3   Services Sector

Services sector has been the driver of the district economy with contribution of about 46 percent to GSDP. The sector grew at 9.81 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade Hotels and Restaurants as a service sector, constitutes 36 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include communication (17.2 percent) and public administration (15 percent)[1207].

District Head quarter of Neemuch is close to the Neemuch-Chittorgarh (Broad Gauge) Line. National Highway No. 31 goes along the heart of Neemuch district[1208]. A stretch of 10 km as a part of state highway and Mangalwar Nimbaheada - Neemuch Road,passes through the district[1209].

Overall healthcare reach at the district level is on par with the state average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, is 16 and 104 respectively in the district - which is comparable to the state average of 13 units per lakh population[1210]. There are 2 civil hospitals and 1 district hospital. Lower number of hospitals and health care facilities indicate an opportunity for increased penetration of healthcare services in the district.

**Contribution of Services Sector to GDDP (2008-09)**

| Sector | Value |
|---|---|
| Public Administration | 7583 |
| Real Ownership of Dwel.  B. Sr. & ... | 18996 |
| Banking & Insurance | 4476 |
| Communication | 3287 |
| Storage | 185 |
| Transport by Other means | 5083 |
| Railways | 2817 |
| Trade Hotels and Restaurants | 34385 |
| Other Services | 19332 |

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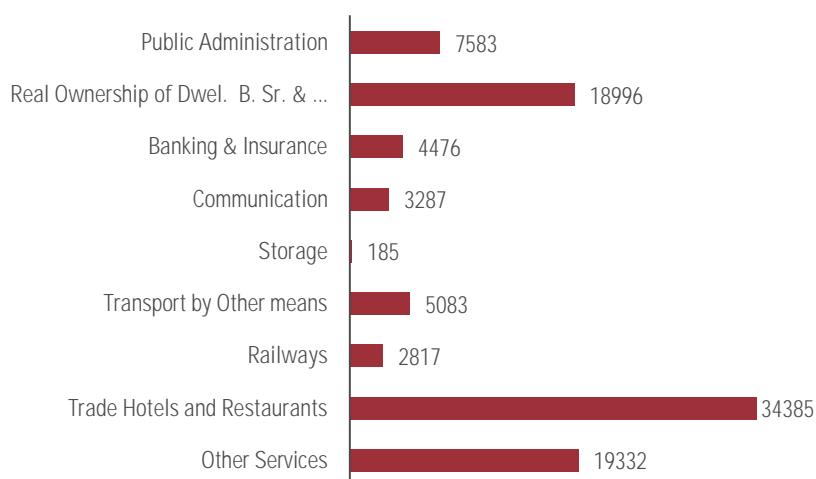
[1205]list of Industrial areas in Madhya Pradesh managed by DTICs.pdf

[1206] Based on discussions with GMDIC, Neemuch

[1207] Madhya Pradesh, Annual Economic Survey 2011-12

[1208] http://dietneemuch.nic.in/district.html

[1209] Compendium, PPP projects in State Highways,

[1210] http://www.mp.gov.in/health/

In the financial services space, between 2007-08 to 2010-11, bank branches in the district have increased from 46 to 60, recording a 16.52 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district[1211].

### 15.30.3   Workforce Distribution in the district

#### 15.30.3.1   Current Employment Scenario in Neemuch

Worker's participation rate in the district (48 percent) is relatively higher than the state average of 31.7 percent. Percentage of people employed as household industry workers and other workers accounts to 27.7%[1212] of total working population, indicating very low level of employment generation through industries and services sector, in line with economic activity in the district. Worker participation is low amongst women at 40.1 percent in comparison to male WPR at 55.4 percent, with the disparity being more prominent in urban areas.[1213]

Around 72 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 86 percent of the rural population is involved in agriculture. There are very few landless farmers and this is the reason for low migration for agricultural activity.

Migration is not predominant into the urban clusters of Neemuch district as there are very less direct and indirect employment opportunities in the district. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Neemuch.

#### 15.30.3.2   Estimation of Supply of Manpower

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Neemuch | 873502 | 550307 | 408243 | 380677 | 55390 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 55 thousand during 2012-22. Labour force measured from the population employed, is expected to reach 4.08 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, the incremental labour force has to be equipped with specific skills suiting the needs of the industry creating the employment.

#### 15.30.3.3   Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors

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[1211] RBI Data : 2011-12
[1212] District Statistical Handbook, Neemuch, 2011
[1213] District Statistical Handbook, Neemuch, 2011

based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 6021 | NA | NA | 5126 |
| Food Processing | 20 | 82 | 288 | 17 | 71 | 250 |
| Chemical & Chemical Products | 184 | 1319 | 2170 | 159 | 1145 | 1884 |
| Mineral Processing | 3 | 22 | 25 | 2 | 19 | 22 |
| Construction | 322 | 812 | 5313 | 287 | 723 | 4730 |
| IT&ITES | 9 | 174 | NA | 12 | 228 | NA |
| Healthcare | 11 | 204 | NA | 57 | 1081 | NA |
| Transportations and Logistics | 205 | 490 | 3398 | 234 | 560 | 3885 |
| Retail | 711 | 1799 | 11714 | 589 | 1489 | 9693 |
| Hospitality | 132 | 664 | 1843 | 109 | 549 | 1525 |
| Communication | 153 | 858 | 2039 | 183 | 920 | 2549 |
| Banking and Financial Services | 153 | 318 | 2590 | 161 | 333 | 2716 |
| Education and Training | 107 | 1949 | 91 | 115 | 2072 | 108 |

As per the estimates, the district is expected to witness an incremental employment of 89,000 against the addition of 54,000 to labour force. Comparable employment opportunities aganint labour force growth, particularly in the un-organized markets within the district, would indicate potential for displacement of workforce from agriculture to construction and other activities requiring basic skills. Hence, enough focus should be given to imparting these skills to the target communities. Among the potential employment generating sectors in the district, Transportation & Logistics, Construction and Real Estate, Un-Organized Retail, Chemical Based Industries, are prominent.

### 15.30.4 Human Resource Development Scenario in the District

### 15.30.4.1 Current State of Workforce Development

Neemuch has 4 ITCs in the district. The number of other educational institutions is on the lower side. There is one Netralaya started under the leadership of Mr. G.D.Agrawal. Gomabai Netralaya has achieved the highest per capita rate

of eye donation in India. It is also known for excellent facilities for performing Penetrating Keratoplasty, which can provide complete solution to the problem of Corneal Blindness in the region[1214].

Gomabai Netralaya is also involved in a continuous process of educating staff and conducting innovative research into the cause and cure of blinding eye diseases.[1215]

| Human Resource Development Institutions in Neemuch | | |
| --- | --- | --- |
| Program | Number of institutions | Intake |
| BE/Architecture | NA | NA |
| Pharmacy[1] | NA | NA |
| ITI/ITC | 4 | 926 |
| Medicine(MBBS) | NA | NA |

Total number of youths registered with employment exchange is 12,933 out of which 11,847 are skilled. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment. A few jobs were offered, and the roles offered were predominantly non-technical in nature, serving tertiary sector clients[1216]. Around 259 students were placed, with 170 getting placed in Peethampur Industrial area[1217]. Companies that visited for placements, include Shivashakti Bio Fertilizers, Rozi Diamond, Pratibha Syntex, Mayur Textiles, SBI Life Insurance and LIC Neemuch.

### 15.30.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 22,288 people in secondary and tertiary services, and 23,813 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 51.54 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 22,381 manpower without government funded training.

[1214] http://dietneemuch.nic.in/district.html#gomabai
[1215] http://dietneemuch.nic.in/district.html#gomabai
[1216] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf
[1217] Udyog Sanchalnalay, Madhya Pradesh, Bhopal, Report on Job Fair, 2011-12

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Building and Other Construction ... | 2,685 |
| Ministry of Health and Family Welfare | 529 |
| Ministry of Higher Education | 751 |
| Ministry of Agriculture | 7,620 |
| Ministry of MSME | 1,887 |
| Ministry of Communication and IT | 3,517 |
| Ministry of Labor | 3,773 |
| Ministry of HUPA | 1,247 |
| Others | 1,805 |
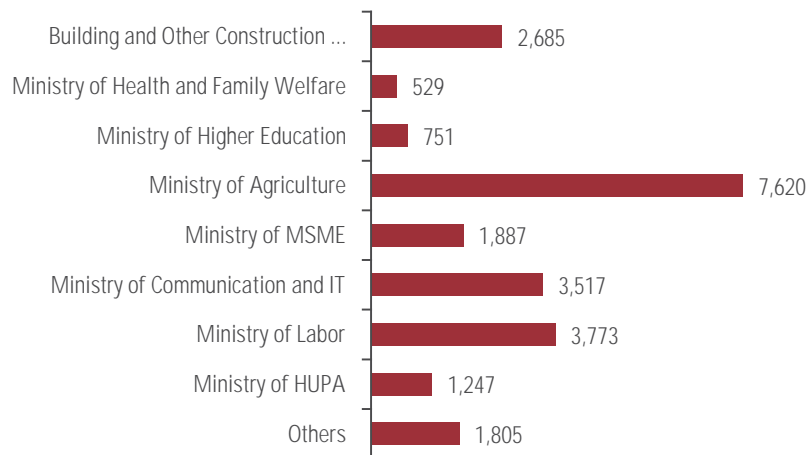
### 15.30.5  District Specific Recommendations

Neemuch, being a balanced economy with equal contributions from primary and tertiary sectors and double than that of the secondary sector, has proportional employment opportunities in the three sectors. However, formal employment in the district is limited due to shortage of organized players in services sector, and large industrial units. Requirement for skill training in the district is about 16,000 in formal segment over the next five years.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

·  Balanced Economy with high proportion of informal employment
·  Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
·  Employment in manufacturing driven by food processing and construction based material work
·  Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
·  District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Neemuch is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Neemuch district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o **Security Services**<br>   o **Retail** |
| Government | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o **Informal segment of Construction Sector**<br>   o **Informal segment of Retail Sector**<br>   o **Informal sector of Transportation and Logistics**<br>   o **Informal sector of Healthcare**<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o **Dairy farming (many chilling centers in the Manasa region)**<br>   o **Livestock Rearing – Piggery, Goatery, Poultry**<br>   o **Opium growth and production –** Largest in India.<br>   o **Fruit Cultivation-** Mango, Orange, (Tops in orange production)<br>   o **Flower Cultivation –**Rose, Mari, Gold, Morga, Gyadilous, Glardiya, Bijli<br>   o **Horticulture crops -** Ashwa Gandha, Chandra Surlsabgol, Basil, Lkalmegh, Musli, Sarp Gandha, Shatawari, Sanaya, Isabgol as a medicinal herb.<br>   o **Vegetable Cultivation –** Tomato, Potato, Ladys Finger, Brinjal, Green Peas, Cauliflower, Cabbage, Kaddu Vargoya, Bitter guard<br>   o **Spices –** Highest growth in coriander, and growth of fenugreek seed<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| Private Skill Training Providers | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o **Security services**<br>   o **Retail/ Hospitality**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| Industry | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o **Construction**<br>   o **Security Services**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.31    Skill Gap Assessment of Narsinghpur District

### 15.31.1   Social Profile

#### 15.31.1.1   Demographics

Narsinghpur district is also referred as Narsimhapur and is a part of Jabalpur division[1218]. It is surrounded by Raisen, Sagar, Jabalpur, Seoni, Chindwara and Hoshangabad. It covers an area of 5,133square km[1219]. Narsinghpur, earlier 'Gadariya Kheda' village, became the administrative headquarter of the district[1220]. The district has a population of 10.92[1221] lakhs as of 2011. Narsinghpur is a sparsely populated rural district with population density of 212.77 per square km, which is lower than the state's average of 235.52 persons per square km. It witnessed a growth of 14.04% in the population over the last decade. Urbanization is 18.64% and is less than state's average of 27.63 percent.

Gender ratio is 917 females per 1,000 male population whereas child sex ratio (0-6 years) is comparatively lower at 900 girls per 1,000 boys[1222]. 16.25% of the total population is within 0-6 age group. 29.31 % of the population is under SC/ST category with 16.14% of the total population under SC category and 13.17% under ST category[1223]. 26.1% of the population is below the poverty line. The percentage of people below poverty line in urban areas (36.8 percent) is higher than in rural areas (23.3 percent)[1224]. Around 1.94% of the population is in slum dwellings, with 45 slum pockets present in the district[1225].

#### 15.31.1.2   Literacy

As of 2011, literacy rate in the district (76.79%) is higher than that of the state average of 70.63%[1226]. There have been some improvements in the literacy rate as per 2001 figures (77.7 %). There are 2,031 K12 institutions in the district with private sector participation being around 15.03 percent[1227].Around 40.42% of the total students are enrolled with private schools, and they are playing a smaller role in the primary, secondary and higher education compared to Government schools, in the district[1228].

Female literacy rate (67.64%) is lower when compared to their male counterparts (85.2%)[1229]. As per the 2001 census, female literacy was at 68.5%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes, as many girls drop out from around that period. In terms of student enrollment, it has decreased substantially over the years and has seen a declining trend at all grades from I to VIII[1230].

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[1218] http://narsinghpur.nic.in/history.htm
[1219] Census of India, 2011
[1220] http://narsinghpur.nic.in/history.htm
[1221] Census of India, 2011
[1222] Census of India, 2011
[1223] Census of India, 2001
[1224] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1225] Migration and Urbanization, HRD Report, 2007
[1226] Census of India, 2011
[1227] Census of India, 2011
[1228] DRC Data on School Education
[1229] Census of India, 2011
[1230] DRC Data on School Education

| District | Madhya Pradesh | Narsimhapur |
|---|---|---|
| Population(2011) | 72,597,565 | 1,092,141 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 14.0% |
| Population Density Per Sq.km(2011) | 236 | 213 |
| Level of Urbanization(2011) | 27.6% | 18.6% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 917 |
| Proportion of ST Population(2001) | 20.3% | 13.2% |
| Literacy Rate(2011) | 70.6% | 76.8% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 17.6% |
| Number of Literates(2011) | 43,827,193 | 731,594 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 197,359 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.15 |
| Contribution to State Economy(2008-09) | - | 1.44% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 22,796 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 47.1% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 14.7% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 38.2% |

## 15.31.2  District Economy

District economy registered a growth rate of 11.22 percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[1231]. There is a significant growth in the economy of the district mainly driven by growth in both primary and tertiary sectors. Primary sector contributes 47.13% of the district economy while growing at a 11.05 percent CAGR over the past 5 years[1232]. In absolute value terms, contribution from secondary sector had grown at a faster rate (14.49 percent)[1233]. District per capita income is INR 22,796 in the year 2008-09[1234]. There has

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[1231] Madhya Pradesh, Annual Economic Survey 2011-12
[1232] Madhya Pradesh, Annual Economic Survey 2011-12
[1233] Madhya Pradesh, Annual Economic Survey 2011-12

been a CAGR growth of 9.5 percent in per capita income[1235]. Per capita income has witnessed a huge growth of 18.34 percent from 2007-8 to 2008-9[1236].

**Narsinghpur Economic Growth**
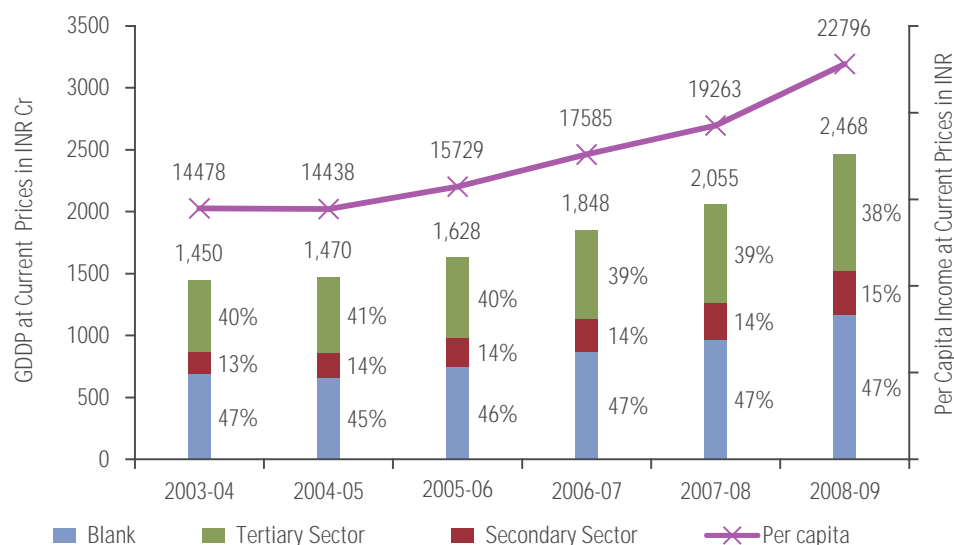


### 15.31.2.1 Agriculture and allied sectors

Narsinghpur is predominantly an agricultural economy. Out of the total 5,13,300 hectares of land, net sown area remained almost constant at 3,04,700 hectares between 2005-06 and 2008-09. Total forest cover is around 25.2% of the total geographical area of the district[1237]. To implement forest working plan prescription, Government has an outlay of INR 345 lakhs[1238] and another INR 12 lakhs for environmental forestry. The forest and logging activities have contributed to around 3.32% of the primary sector economy, and have grown with a CAGR of 8.17% over the period of 2003-04 to 2008-09.

Agriculture and allied activities, is growing at a CAGR of 10.32% while fishing witnessed a growth of 27.27% over the five year period. Soyabean, wheat, and channa are major crops of the district. Taking into account multi crop area, 23.3 percent of the net sown area is under soyabean and 22.6 percent under wheat along with 35.46% in Channa[1239]. The produce of wheat and soyabean has increased over the years, while paddy has decreased. The climate is suitable for the production of sugarcane. Around 7.25% of the net sown area is under sugarcane cultivation.

Rainfall in the year 2008-09 was 881.5 mm, which was higher compared to previous years. Highest rainfall was witnessed in 2006-07. Around 59.4 percent of net sown area is irrigated[1240]. Government is promoting irrigation and agricultural activities by an outlay of INR 11 lakhs in Balram Talab Yojana and another INR 35 Lakhs for Micro-irrigation[1241].

Krishi Upaj Mandi are found in Kareli, Gadarwada, Gotegaon, Narsinghpur, and Tendukheda[1242]. They export Gram, Soyabean, Masoor or Lentil along with Wheat[1243].

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[1234] Madhya Pradesh, Annual Economic Survey 2011-12
[1235] Madhya Pradesh, Annual Economic Survey 2011-12
[1236] Madhya Pradesh, Annual Economic Survey 2011-12
[1237] Madhya Pradesh Statistical Handbook 2010
[1238] District Wise Outlays, 2011-12, District Plan
[1239] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1240] Madhya Pradesh Statistical Handbook 2010
[1241] District Wise Outlays, 2011-12, District Plan
[1242] http://www.mpmandiboard.org/mainaddcom.htm

Narsinghpur district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 4 routes connecting different parts of Narsinghpur to other districts[1244]. Chilling centre installed at Narsinghpur produces 1,000 liters of milk per day[1245].

Apart from agriculture, other primary sector activity include sericulture. There are 3 mulberry silk centers Narsinghpur, two each in Chichali and Saikheda and one in Gotegawn and Chainpatha[1246]. There is one threading unit at Narsinghpur. Apart from mulberry, there are Tasar silk centers in Chawarpatha and Gotegawn[1247].

### 15.31.2.2 Industry

Secondary sector in the district grew at 14.49 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1248]. Growth rate of industries, which includes mining along with the secondary sector, is 16.89 percent CAGR over the five year period[1249]. Growth in this sector is significant, and higher than primary and tertiary sectors. Mining sector as a whole, has grown at a CAGR of 107.83[1250]. Narsinghpur, Kareli, Saikheda and Gotegaon are the important industrial areas in Narsinghpur district.

Some of the large scale industries in the district include:

- M/S M.P.Glychem Industries Ltd. (Agro-Based)
- M/S Mahakaushal Sugar & Power Industries Ltd. (Agro-Based)
- M/S Kareli Sugar Mill Pvt. Ltd. (Agro-Based)
- M/S Narmada Sugar Pvt. Ltd. (Agro-Based)
- M/S Narsingh Extraction & Oil Products Ltd. (Agro-Based)
- M/S Shakti Sugar Mill Pvt. Ltd. (Sugar/ Molasses)

**Compostion of LMI Investment in Narsinghpur (as of March 2011)**

| Category | Investment in Lakhs |
|---|---|
| Non-Metalic Minerals | 600 |
| Forest Based | 173.2 |
| Agro Based | 6387.26 |

Investment in Lakhs
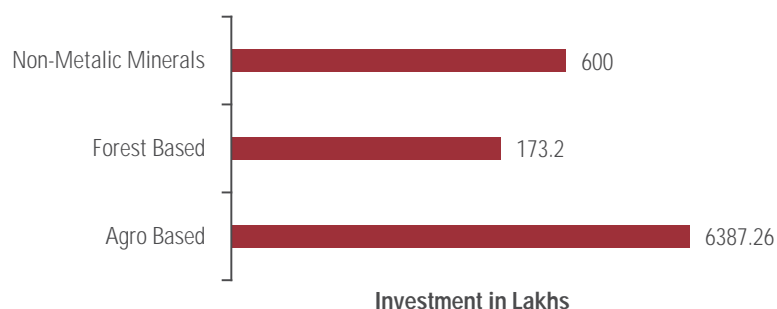
Narsinghpur has allotted industrial areas in the district. Around 22 Ha of land has been allotted by DTIC within Bagaspur and another 4 Ha in Kodiya and Narsinghpur[1251].

Narsinghpur has witnessed growth in number of small scale industries in the district in the year 2007-08. As per 2011-12 figures, small scale industries have total investment of 168.94 lakhs generating 781 total employments in the district.

[1243] http://www.mpmandiboard.org/mainaddcom.htm
[1244] http://mpcdf.nic.in/RNarsinghpur.htm
[1245] http://mpcdf.nic.in/Infra_Inf_JDS.pdf
[1246] http://www.mpsericulture.nic.in/centers.htm
[1247] http://www.mpsericulture.nic.in/centers.htm
[1248] Madhya Pradesh, Annual Economic Survey 2011-12
[1249] Madhya Pradesh, Annual Economic Survey 2011-12
[1250] Madhya Pradesh, Annual Economic Survey 2011-12
[1251] District industries survey report, Narsinghpur

**Growth of SSIs in Narsinghpur**



Food processing (39.23%), construction based material (26.32%), plastic households (8.38%) and paper (12.9%), constitute over 50% of the total investment in SSI segment in 2010-11[1252].

### 15.31.2.3   Services Sector

Services sector has been the driver of the district economy, with contribution of about 39 percent to GDDP. The sector grew at 10.3 percent between 2003-04 and 2008-09, predominantly driven by trade hotels and restaurants - along with real estate.
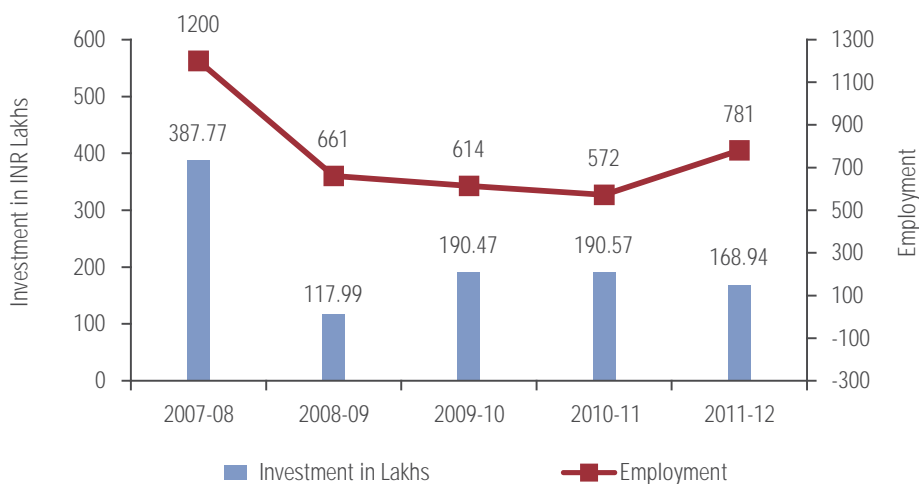
Trade, hotels and restaurants as a service sector, constitutes 38.52 percent of the contribution from tertiary sector. Some of the fast growing service sectors include communication (17.19 percent), real ownership of dwellings (8.65 percent) and public administration (14.93 percent)[1253].

Mumbai-Kolkata central railway track passes through the district connecting 11 railway stations within[1254]. National highway NH26 Nagpur-Jhansi passes via Seoni and Lakhnadon, goes towards Sagar via Kareli, and the  southern part of the district. NH 12, Jabalpur- Bhopal, passes via Tendukheda[1255]. There are three State Higways, namely MP SH 47 from Narsinghpur to Chindwara, MP SH 44 from Garatganj to Silwani covering Saikheda and Gadarwara, and MP SH 22 from Jabalpur to Piparia[1256].

Western Railway 's broad gauge line of the Kota-Bina section passes through Narsinghpur. Rail lines linking Narsinghpur-Maksi connects it to Indore and Ujjain. The total rail length in the district is about 141 Km. Narsinghpur-Gwalior railway line has been opened recently,with trains available for Kota, Bina, Ujjain, Indore and Gwalior[1257].

Overall healthcare reach at the district level is at par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 19 and 141 respectively in the district, which is higher than the state average of 13 units per lakh population[1258]. There is 1 civil hospital and 1 district hospital. There is a further scope and need to improve the number of

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[1252] Based on discussions with GMDIC, Narsinghpur
[1253] Madhya Pradesh, Annual Economic Survey 2011-12
[1254] http://narsinghpur.nic.in/facility.htm#trans
[1255] http://narsinghpur.nic.in/facility.htm#trans
[1256] http://narsinghpur.nic.in/facility.htm#trans
[1257] http://Narsinghpur.nic.in/comm.htm
[1258] http://www.mp.gov.in/health/

health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 200.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Public Administration | 11105 |
| Real Ownership of Dwel. B. Sr. & Legal | 4156 |
| Banking & Insurance | 5097 |
| Communication | 3747 |
| Storage | 291 |
| Transport by Other means | 3549 |
| Railways | 5921 |
| Trade Hotels and Restaurants | 36312 |
| Other Services | 24094 |

**In INR Lakhs**
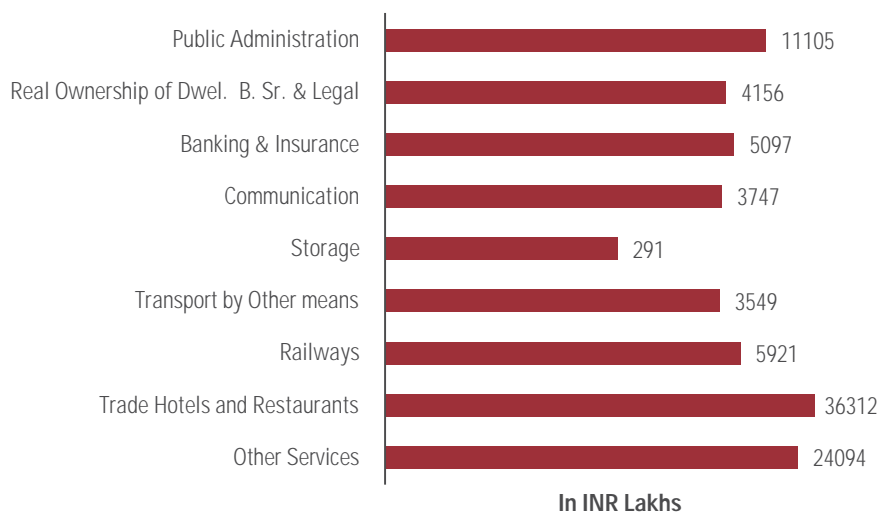
In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 61 to 74, recording a 19.3 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 535 crore INR to 1,293 crore INR over the five year period[1259].

### 15.31.3   Workforce Distribution in the district

### 15.31.3.1   Current Employment Scenario in Narsinghpur

Worker's participation rate in the district (42.1 percent) is lower than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers, accounts to 25.8%[1260] of total working population - indicating low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 29.1 percent, in comparison to male WPR at 53.9 percent, with the disparity being more prominent in urban areas.[1261]

Around 74.2 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 84.3 percent of the rural population is involved in agriculture. 82.4 percent of the urban working population is involved in other activities, which includes service sector. This is lower than the state's figure of 84% of the urban working population. This is the reason for high dependency ratio in urban areas of Narsinghpur, when compared to state's average.

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[1259] RBI Data : 2011-12
[1260] District Statistical Handbook, Narsinghpur, 2011
[1261] District Statistical Handbook, Narsinghpur, 2011

### 15.31.3.2 Estimation of Supply of Manpower

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|-------------------|------------------------------|---------------------|-------------------|------------------------------------|
| Narsimhapur | 1155066 | 727691 | 473457 | 441487 | 73276 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 73 thousand during 2012-22. Labour force measured from the population employed is expected to reach 4.73 lakhs by 2022. To realize the additional employment estimations over the next decade, even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

Migration is observed in Narsinghpur district mainly due to various opportunities available outside. Migration to nearby districts such as Jabalpur, Raisen and Sagar are common[1262]. Migration into the urban clusters of Narsinghpur district, i.e. intra-district migration, is mainly driven by direct and indirect employment opportunities in the surrounding districts. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Narsinghpur[1263].

### 15.31.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|--------------|-----------|---------|--------------|-----------|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| **Agriculture&Allied Activities** | 0 | 0 | 7379 | 0 | 0 | 6281 |
| **Food Processing** | 166 | 698 | 2452 | 144 | 606 | 2128 |
| **Paper & Paper Products** | 1 | 6 | 7 | 1 | 5 | 6 |

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[1262] Based on Discussions with President, Zila Parishad
[1263] Based on Discussions with President, Zila Parishad

| | | | | | | |
|---|---|---|---|---|---|---|
| Construction Based Material | 1 | 6 | 11 | 1 | 5 | 9 |
| Mineral Processing | 6 | 52 | 59 | 5 | 45 | 51 |
| Construction | 240 | 604 | 3948 | 213 | 538 | 3515 |
| IT&ITES | 9 | 168 | NA | 12 | 220 | NA |
| Healthcare | 36 | 679 | NA | 75 | 1430 | NA |
| Transportations and Logistics | 248 | 593 | 4118 | 284 | 679 | 4708 |
| Retail | 751 | 1900 | 12371 | 621 | 1572 | 10236 |
| Hospitality | 139 | 701 | 1946 | 115 | 580 | 1610 |
| Communication | 174 | 978 | 2325 | 208 | 1049 | 2906 |
| Banking and Financial Services | 174 | 362 | 2949 | 183 | 379 | 3092 |
| Education and Training | 132 | 2398 | 113 | 144 | 2597 | 136 |

As per the estimates, district is expected to witness an incremental employment of 95,000 against the addition of 72,000 to the labour force. Comparable employment opportunities aganint labour force growth, particularly in the un-organized markets within the district, would indicate potential for displacement of workforce from agriculture to construction and other activities requiring basic skills. Hence, enough focus should be given to imparting these skills to the target communities. Among the potential employment-generating sectors in the district, Construction and Real Estate, Un-Organized Retail, Hospitality and Food Procesing are prominent

### 15.31.4   Human Resource Development Scenario in the District

### 15.31.4.1   Current State of Workforce Development

Narsinghpur has 4 ITIs in the district along with one polytechnic.  There are very less number of colleges. There are a few government colleges for arts and science. Narsinghpur need to focus on the workforce development and has to increase its training potential. The total number of institutes is still on the lower side, and there is a clear gap in terms of workforce availability and skilled labours.

| Human Resource Development Institutions in Narsinghpur | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | NA | NA |
| ITI (Govt.) | 4 | 269 |
| Medicine(MBBS) | NA | NA |
| Polytechnic | 1 | 120 |

The total number of youths registered with employment exchange is 24,263, out of which 21,043 are skilled. The government is not able to meet the increasing demand for employment, although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment.  A few jobs were offered and focus of roles offered were both technical and non-technical in nature, serving secondary and tertiary sector clients[1264]. Almost 86.73% of the registered youths are skilled in the district. A total of 218 youths were placed as security guards/guard-man and another 23 as helpers out of the 241 youths placed in the job fair last year.

| District job fair statistics | | |
|---|---|---|
| Company Name | Skills Looked at | Intake |
| ISFS | Security Guard, Field Supervisor, Gunmen | 218 |
| Glucose Factory, Indore | Helper | 23 |
| **Total** | | **241** |

### 15.31.4.2  Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 12,370 people in secondary and tertiary services and 24,370 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 49.8 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 24,500 manpower without government funded training.

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[1264] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

**Incremental Training Capacity in Narsinghpur**

| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 663 |
| Ministry of Health and Family Welfare | 700 |
| Ministry of Higher Education | 993 |
| Ministry of HUPA | 1036 |
| Ministry of MSME | 1720 |
| Building and Other Construction ... | 1995 |
| Ministry of Labor | 3440 |
| Ministry of Communication and IT | 769 |
| Ministry of Agriculture | 11997 |
| Others | 1055 |
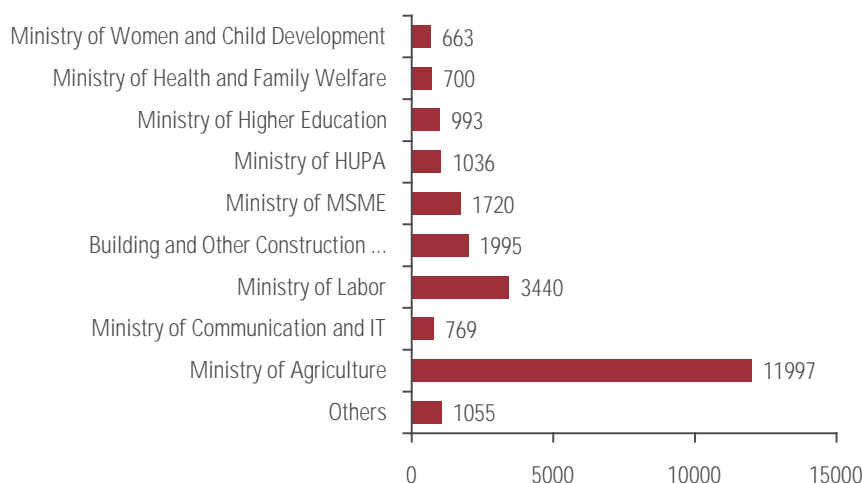
### 15.31.5  District Specific Recommendations

Narsinghpur, being a balanced economy with equal contributions from primary and tertiary sectors and double than that of the secondary sector, has proportional employment opportunities in the three sectors. However formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 11,400 in formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and construction based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Narsinghpur is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Narsinghpur district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br><br>  o **Security Services**<br>  o **Retail**<br>  o **Food Processing**<br>  o **Fisheries (Govt. is promoting Fisheries)**<br>  o **Forest Products (outlay of 357 Lakhs INR sanctioned)** |
| **Government** | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br><br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Informal sector of Transportation and Logistics**<br>  o **Informal sector of Healthcare**<br><br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br><br>  o **Sericulture can be developed – Mulberry and Tasar Silk centers**<br><br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br><br>  o **Dairy farming (2 Dairy Centres)**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Mulberry cultivation and Silk Weaving-** There are centers at Narsinghpur, Chichali and Saikheda.<br>  o **Lac Cultivation**<br><br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br><br>  o **Security services**<br>  o **Retail/ Hospitality**<br><br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br><br>  o **Construction**<br>  o **Security Services**<br><br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.32    Skill Gap Assessment of Mandsaur District

### 15.32.1   Social Profile

#### 15.32.1.1   Demographics

Mandsaur district is a part of Ujjain Division and is bounded by Neemuch district, Rajasthan and Ratlam District with its administrative headquarters at Mandsaur town. It covers an area of 5,535 square km[1265] and has a population of 13.39[1266] lakhs as of 2011. Mandsaur is a sparsely populated rural district with population density of 242.07 per square km, which is marginally higher than the state's average. It witnessed a growth of 13.2% in the population over the last decade. Urbanization of the district is 20.7%. Gender ratio of the district is 966 females per 1000 male population whereas child sex ratio (0-6 years) is comparatively lower at 921 girls per 1000 boys[1267]. Around 13% of the total population is within 0-6 age group. Around 21 % of the population is under SC/ST category with 17.93% of the total population under SC category and 3.17% under ST category[1268]

#### 15.32.1.2   Literacy

As of 2011, literacy rate in the district (72.75 percent) is higher than that of the state average of 70.63 percent[1269].There are 2,632 K12 institutions in the district with private sector participation being around 30 percent. Around 42 % of the total students are enrolled with private schools and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[1270].

Female literacy rate (58.3%) is much lower than that of male counterparts (86.81%)[1271]. As per 2001 census, female literacy was 54.7%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes and many girls drop out from around that period. In terms of student enrollment, the year 2006-07 witnessed a peak with maximum enrollment which steadily declined over the years.

| District | Madhya Pradesh | Mandsaur |
|---|---|---|
| Population(2011) | 72,597,565 | 1,339,832 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 13.2% |
| Population Density Per Sq.km(2011) | 236 | 242 |
| Level of Urbanization(2011) | 27.6% | 20.7% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 966 |

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[1265] Census of India, 2011
[1266] Census of India, 2011
[1267] Census of India, 2011
[1268] Census of India, 2001
[1269] Census of India, 2011
[1270] DRC Data on School Education
[1271] Census of India, 2011

| | | |
|---|---|---|
| Proportion of ST Population(2001) | 20.3% | 3.2% |
| Literacy Rate(2011) | 70.6% | 72.7% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 28.5% |
| Number of Literates(2011) | 43,827,193 | 848,260 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 255,147 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.15 |
| Contribution to State Economy(2008-09) | - | 2.08% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 26,302 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 35.7% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 22.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 41.5% |

### 15.32.2 District Economy

District economy registered a growth rate of 10.60%[1272] CAGR between 2003-04 and 2008-09, as against the state growth rate of 9.07% during the last five years[1273]. Contribution from the service sector is the predominant, comprising 42% of the district economy while growing at a 9.88 percent CAGR over the past 5 years[1274]. Though in absolute value terms, contribution from secondary sector had grown at a faster rate (14.57 percent), there has been a clear shift of income from primary and secondary to tertiary sector[1275]. The district per capita income is greater than the state's average and is INR 26,302 in the year 2008-09[1276]. There has been a CAGR of 8.73 percent in per capita income[1277]. The per capita income has witnessed a huge growth of 23.3 percent over the year from 2007-8 to 2008-9[1278].

[1272] Madhya Pradesh, Annual Economic Survey 2011-12
[1273] Madhya Pradesh, Annual Economic Survey 2011-12
[1274] Madhya Pradesh, Annual Economic Survey 2011-12
[1275] Madhya Pradesh, Annual Economic Survey 2011-12
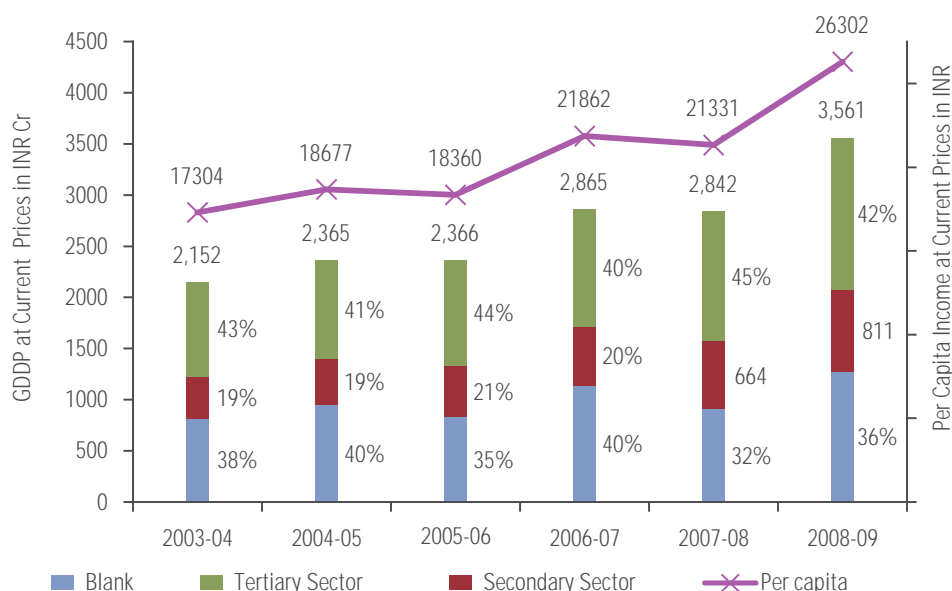[1276] Madhya Pradesh, Annual Economic Survey 2011-12
[1277] Madhya Pradesh, Annual Economic Survey 2011-12
[1278] Madhya Pradesh, Annual Economic Survey 2011-12

**Mandsaur Economic Growth**



### 15.32.2.1 Agriculture and allied sectors

Mandsaur is predominantly an agricultural economy. Out of the total 5,53,500 hectares of land, between 2005-06 and 2008-09, net sown area remained almost constant at 3,60,000 hectares. The total forest cover is around 10.8% of the total geographical area of the district[1279]. To implement forest working plan prescription government has an outlay of INR 105 lakhs[1280] and another INR 9 lakhs for environmental forestry. The forest and logging activities have contributed to around 2.85% of the primary sector economy and are growing with a CAGR of 10.35% over the period of 2003-04 and 2008-09.

Agriculture and allied activities is growing at a CAGR of 8.37% while fishing witnessed a growth of 40.45% over the five year period. For Oilseed production program and for intensive fruit development program government has allotted an outlay of INR 90 lakhs and INR 20.95 lakhs respectively, in the year 2011-12.

Wheat and soyabean are the major crops along with Jowar, maize, pulses urad, gram and arhar. Taking into account multi crop area, around 33 percent of the net sown area is under soyabean and 10.63 percent under wheat along with 8.19% in Maize[1281]. There has been a declining trend In terms of produce of Channa and Jowar over the years. Channa occupies around 4 percent of the total net sown area.

Mandsaur is also known for its opium production along with its sister district, Neemuch. The climate is apt for opium production. It is exported all over India and abroad. There are two opium factories in the district registered under government[1282].

Rainfall in the year 2008-09 was 688.8 mm which was higher than previous years. Around 42 percent of net sown area is irrigated. Irrigated land is low, and the farmers are still dependant on rainfall for agriculture[1283]. Irregular rainfall in the year 2007-08 has affected overall produce in that year. It has led to a better produce of wheat but poor produce of

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[1279] Madhya Pradesh Statistical Handbook 2010
[1280] District Wise Outlays, 2011-12, District Plan
[1281] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1282] http://dietMandsaur.nic.in/district.html
[1283] Madhya Pradesh Statistical Handbook 2010

Soyabean in the district. Government is promoting irrigation and agricultural activities by an outlay of INR 100 lakhs in Balram Talab Yojana and another INR 100 Lakhs for Micro-irrigation[1284].

There is large Krishi Upaj Mandi (agricultural produce market)for the trade of agricultural produce. They are in Mandsaur, Sitamau, Garoth, Bhanpura, Malhargarh, Suwasra, Pipliya and Shamgarh. Crops which are traded include garlic, groundnut, soybeans, wheat, corn, and different types of pulses[1285]. There is variety of horticulture crops in the district. Some of the fruit crops include mango, oranges, papaya and guava. Oranges are famous in the district and are produced in large quantities. Vegetables such as tomato, lady's finger, Kaddu Vargoya are grown in the district. Leafy vegetables are also popular in Mandsaur. Spices include Coriander, Fenugreek seed along with garlic and chilli. Coriander is the major spice crop in the district followed by garlic. Popular medicinal and aromatic crops include Isabgol, Chandra sur and Ashwa Gandha[1286].

Mandsaur district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 14 routes; 4 of them connecting Shamgarh and 6 of them connecting Mandsaur[1287]. Chilling centre installed in Mandsaur, has the capacity of another 75,000 litre per day[1288]. The tehsil Sitamau has 6 clean milk production centres.

### 15.32.2.2  Industry

Secondary sector in the district grew at 14.51 percent CAGR over the five-year period, from 2003-04 to 2008-09[1289]. Growth rate of industries, which includes mining along with the secondary sector, is 15.54 percent CAGR over the five year period[1290]. Growth in this sector is significant and the growth rate is higher than primary and tertiary sector. Mining sector as a whole has grown at a CAGR of 80% which is exceptionally high[1291]. When compared with year 2007-08, mining activity grew by 189.8% in the year 2008-09 contributing significantly to the district's economy[1292]. There are large mines of rocky stone and limestone in the district[1293]. High production of slate pencils which is produced using rocky stone has contributed significantly to the secondary sector[1294].  There are 110 Slate Pencils Industries. Mandsaur is noted for the manufacture of Kambals or coarse woolen blankets[1295]. Mandsaur, Garoth, Bhanpura and Shyamgarh are important industrial areas in Mandsaur district with predominant cluster mix of cement, soyabean plants, vegetable oil refineries, daal mills, steel industries, textile mills, flour mill, plastics, etc.

Some of the large scale industries in the district include, Mid India Spinnig Mill Ltd. and Sonic Biochem. M/S Ruchi Soya is the largest in terms of investment and employment followed by Madhya Pradesh Ambuja Export Limited. They are involved in Oil and Oil cake sector. The two key sectors in the large and medium scale industry include Textile (1391 Lakhs investment) and Food Processing (2746 lakhs investment)[1296].

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[1284]District Wise Outlays, 2011-12, District Plan
[1285] http://dietMandsaur.nic.in/district.html
[1286] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan
[1287] http://mpcdf.nic.in/CC_UDS.htm
[1288] http://mpcdf.nic.in/CC_UDS.htm
[1289] Madhya Pradesh, Annual Economic Survey 2011-12
[1290] Madhya Pradesh, Annual Economic Survey 2011-12
[1291] Madhya Pradesh, Annual Economic Survey 2011-12
[1292] Madhya Pradesh, Annual Economic Survey 2011-12
[1293] http://www.mandsaur.nic.in/trade.htm
[1294] http://www.mandsaur.nic.in/trade.htm
[1295] http://www.mandsaur.nic.in/trade.htm
[1296] Based on discussions with GMDIC, Mandsaur

Government has allotted lands for industry development at various locations in the district of Mandsaur. The steel complex area of 31 Ha has been allotted in the Mandsaur city, followed by other areas in Shamgarh (14.1 Ha) and Malhargarh (13.5 Ha). Another large area of 57.4 Ha has been allotted in the Bhanpura block of Mandsaur.

Investments are observed in food and allied, electrical and electronics, chemical based, Engg and metal based, forest wood, glass and ceramic sector.

Mandsaur has witnessed significant growth in number of small scale industries in the district in the year 2008-09. As per 2011-12 figures small scale industries have total investment of 204.66 lakhs generating 773 total employments in the district.

**Growth of SSIs in Mandsaur**
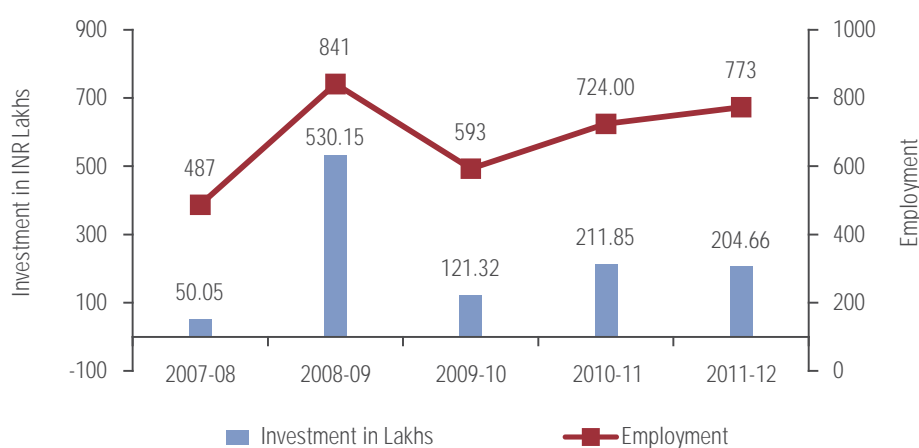


Food Processing (10.28%), Beverages (3.76%), construction based material (10.78%) and agro-based (20.55%) constitute over 50% of the total investment in SSI segment in 2010-11. Besides these, plastic based, drinking water, Daal plants, edible oil, seed processing, stone cutting and polishing, stone-gitti formation, paints and distemper, invertor battery, contribute over another quarter of the SSI investment in the same year.[1297]

### 15.32.2.3 Services Sector

Services sector has been the driver of the district economy with contribution of about 42 percent to GDDP. The sector grew at 9.88 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade Hotels and Restaurants as a service sector, constitutes 36 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include communication (16.3 percent) and public administration (16.28 percent)[1298].

National Highway No. 79 is crossing Mandsaur and connects Neemuch and Ratlam. Two more state highways of MP SH 14 and MP SH 31 is crossing the district[1299]. The Mandsaur-Sitamau road with a stretch of 44 km is a part of SH 14 and is

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[1297] Based on discussions with GMDIC, Mandsaur
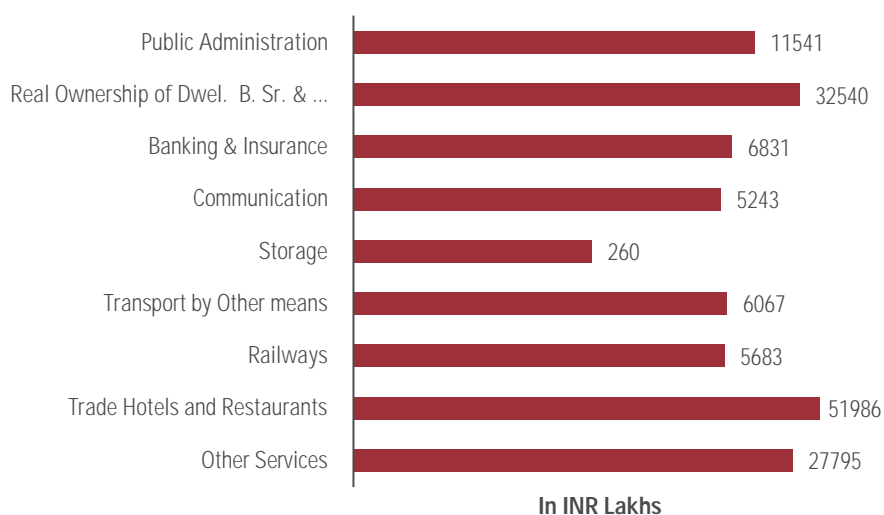[1298] Madhya Pradesh, Annual Economic Survey 2011-12
[1299] Compendium, PPP projects in State Highways,

running across the district. At the tender stage another road of length 11.526 km connecting Mandsaur- Pratapgarh-Rajasthan Border road is coming up[1300].

Overall healthcare reach at the district level is on par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs per lakh population, is 42 and 155 respectively in the district - which is higher than the state average of 13 units per lakh population[1301]. There are 2 civil hospitals and 1 district hospital. There is a further scope to improve the number of health centres in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands out at 300.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | In INR Lakhs |
|---|---|
| Public Administration | 11541 |
| Real Ownership of Dwel.  B. Sr. & ... | 32540 |
| Banking & Insurance | 6831 |
| Communication | 5243 |
| Storage | 260 |
| Transport by Other means | 6067 |
| Railways | 5683 |
| Trade Hotels and Restaurants | 51986 |
| Other Services | 27795 |

**In INR Lakhs**

In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 59 to 71, recording a 16.66 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district[1302].

### 15.32.3   Workforce Distribution in the district

### 15.32.3.1   Current Employment Scenario in Mandsaur

Work participation rate in the district (48.2 percent) is relatively higher than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 21.6%[1303] of total working population, indicating very low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 40.4 percent in comparison to male WPR at 55.6 percent, with the disparity being more prominent in urban areas.[1304]

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[1300] http://www.mptrifac.org/PotSector/InfrastructureSector.pdf
[1301] http://www.mp.gov.in/health/
[1302] RBI Data : 2011-12
[1303] District Statistical Handbook, Mandsaur, 2011
[1304] District Statistical Handbook, Mandsaur, 2011

### 15.32.3.2 Estimation of Supply of Manpower

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|-------------------|------------------------------|---------------------|-------------------|-----------------------------------|
| Mandsaur | 1371739 | 864196 | 664993 | 620090 | 61086 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 61 thousand during 2012-22. Labour force measured from the population employed is expected to reach 6.64 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

There are no significant migration patterns observed into the urban clusters of Mandsaur district as there are very few direct and indirect employment opportunities in the district. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Mandsaur.

### 15.32.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity, and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|------|-----------|---------|------|-----------|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 10740 | NA | NA | 9143 |
| Food Processing | 173 | 727 | 2555 | 150 | 631 | 2218 |
| Construction Based Material | 1 | 7 | 11 | 1 | 6 | 9 |
| Textiles | 107 | 475 | 1553 | 93 | 413 | 1348 |

| Construction | 586 | 1475 | 9649 | 521 | 1314 | 8591 |
|---|---|---|---|---|---|---|
| IT&ITES | 14 | 261 | NA | 18 | 342 | NA |
| Healthcare | 27 | 512 | NA | 87 | 1655 | NA |
| Transportations and Logistics | 304 | 727 | 5045 | 347 | 831 | 5767 |
| Retail | 1075 | 2720 | 17711 | 890 | 2250 | 14654 |
| Hospitality | 199 | 1004 | 2786 | 165 | 830 | 2305 |
| Communication | 243 | 1369 | 3253 | 291 | 1467 | 4066 |
| Banking and Financial Services | 234 | 485 | 3953 | 245 | 509 | 4145 |
| Education and Training | 159 | 2884 | 135 | 164 | 2954 | 154 |

As per the estimates, district is expected to witness an incremental employment of 1.41 lakhs against the addition of 60 thousand to labour force. High employment opportunities predominantly in the un-organized marketsin comparison to labour force growth within the district would indicate potential for displacement of workforce from agriculture to construction and other activities requiring basic skills. Hence enough focus should be given to imparting these skills to the target communities. Among the potential employment generating sectors in the district Construction and Real Estate, Un-Organized Retail anf Food Processing are prominent.

### 15.32.4  Human Resource Development Scenario in the District

### 15.32.4.1  Current State of Workforce Development

Mandsaur has one Engineering College and 4 Pharmacy College along with 4 ITIs in the district. Mandsaur need to focus on the workforce development and has to increase its training potential. The number of institutes is on the lower side and there is a clear gap in terms of workforce availability and skilled labours.
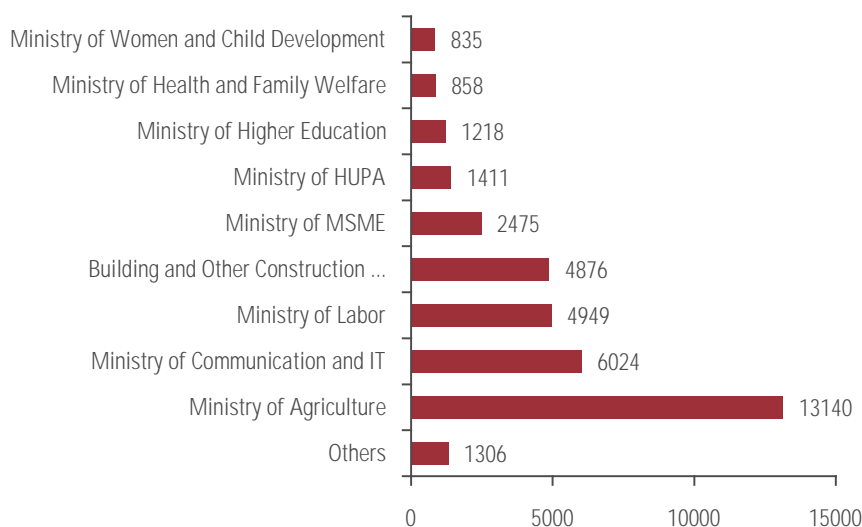
| Human Resource Development Institutions in Mandsaur | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 1 | 420 |
| Pharmacy[1] | 4 | 240 |
| ITI/ITC | 4 | 351 |
| Medicine(MBBS) | NA | NA |

Total number of youths registered with employment exchange is 12,182 out of which 11,108 are skilled[1305]. The government is not able to meet the increasing demand of employment although the exchange offices have been succesful in organizing private job fairs facilitating industrial recruitment.A few jobs were offered, and focus of roles offered were predominantly non-technical in nature, serving tertiary sector clients[1306].Two companies visited the Job fair conducted last year in the district - Nav Bharat Fertilizers and Manforce Truck India[1307].

### 15.32.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 23,951 people in secondary and tertiary services, and 37,092 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 50.7 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 36,068 manpower without government funded training.

| Ministry/Department | Value |
|---|---|
| Ministry of Women and Child Development | 835 |
| Ministry of Health and Family Welfare | 858 |
| Ministry of Higher Education | 1218 |
| Ministry of HUPA | 1411 |
| Ministry of MSME | 2475 |
| Building and Other Construction ... | 4876 |
| Ministry of Labor | 4949 |
| Ministry of Communication and IT | 6024 |
| Ministry of Agriculture | 13140 |
| Others | 1306 |

### 15.32.5 District Specific Recommendations

Mandsaur, being a balanced economy with equal contributions from primary and tertiary sectors and double than that of the secondary sector, has proportional employment opportunities in the three sectors. However formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 16,000 in the formal segment over the next five years. Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of the retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment

[1305]Udyog Sanchalnalay, Madhya Pradesh, Bhopal, Report on Job Fair, 2011-12
[1306] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf
[1307]Udyog Sanchalnalay, Madhya Pradesh, Bhopal, Report on Job Fair, 2011-12

- Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by food processing and construction based material work
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Mandsaur is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Mandsaur district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
| --- | --- |
| NSDC | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  - **Security Services**<br>  - **Retail** |
| Government | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  - **Informal segment of Construction Sector**<br>  - **Informal segment of Retail Sector**<br>  - **Informal sector of Transportation and Logistics**<br>  - **Informal sector of Healthcare**<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  - **Dairy farming (many chilling centers in the district)**<br>  - **Livestock Rearing – Piggery, Goatery, Poultry**<br>  - **Fruit Cultivation-** Mango, Orange,<br>  - **Flower Cultivation –**Rose, Mari, Gold, Morga,<br>  - **Horticulture crops -** Ashwa Gandha, Chandra SurIsabgol, Basil, **Vegetable Cultivation** – Tomato, Potato, Ladys Finger, Brinjal, Green Peas, Cauliflower, Cabbage, Kaddu Vargoya,<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| Private Skill Training Providers | - Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  - **Security services**<br>  - **Retail/ Hospitality**<br>- Assessment of training provided by government departments in sectors of Retail, |

| | |
|---|---|
| | Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o  **Construction**<br>   o  **Security Services**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.33 Skill Gap Assessment of Mandla District

### 15.33.1 Social Profile

#### 15.33.1.1 Demographics

Mandla, a tribal district, lies in the east central part of Madhya Pradesh along the river Narmada and its tributaries[1308]. It is surrounded by a number of forests, and is a part of Jabalpur Division[1309]. It covers an area of 5,800 square km[1310]. Town Mandla is the administrative headquarters of the district. The district has a population of 10.53[1311] lakhs[1312]. Mandla is a sparsely populated rural forest district with population density of 181.64 per square km, which is lower than the state's average of 235.52 persons per square km. It witnessed a growth of 17.81% in the population over the last decade. Urbanization is low and stands at 12.36%[1313].

Gender ratio of the district stands at 1005 females per 1000 male population whereas child sex ratio (0-6 years) is comparatively lower at 965 girls per 1000 boys[1314]. 13.74% of the total population is within 0-6 age group. 61.85 % of the population is under SC/ST category with 4.62% of the total population under SC category and 57.23% under ST category[1315]. There are 2 predominant tribal groups present in the district- the Gonds and Baigas[1316].  42% of the population is below the poverty line[1317]. The percentage of people below poverty line in urban areas (33.2 percent) is lower when compared to rural areas (42.9 percent)[1318]. Around 1.93 % of the population is in slum regions with 69 slum pockets present in the district[1319].

#### 15.33.1.2 Literacy

As of 2011, literacy rate in the district (68.28 percent) is lesser than that of the state average of 70.63 percent[1320]. There have been improvements in the literacy rate as per 2001 figures (59.5%). There are 2927 K-12 institutions in the district, with private sector participation being around 9.64 percent. Around 9% of the total students are enrolled with private schools, and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[1321].

Female literacy rate (57.2%) is lower when compared to male counterparts (79.49%)[1322]. As per the 2001 census, female literacy was at 45.5%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes as many girls drop out from around that period. In terms of student enrollment, it has decreased substantially over the years and has seen a declining trend at all grades from I to VIII[1323].

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[1308] http://mandla.nic.in/
[1309] http://mandla.nic.in/
[1310] Census of India, 2011
[1311] Census of India, 2011
[1312] Census of India, 2011
[1313] Census of India, 2011
[1314] Census of India, 2011
[1315] Census of India, 2001
[1316] http://mandla.nic.in/gonds.htm
[1317] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1318] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1319] Migration and Urbanization, HRD Report, 2007
[1320] Census of India, 2011
[1321] DRC Data on School Education
[1322] Census of India, 2011
[1323] DRC Data on School Education

| District | Madhya Pradesh | Mandla |
|---|---|---|
| Population(2011) | 72,597,565 | 1,053,522 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 17.8% |
| Population Density Per Sq.km(2011) | 236 | 182 |
| Level of Urbanization(2011) | 27.6% | 12.4% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 1,005 |
| Proportion of ST Population(2001) | 20.3% | 57.2% |
| Literacy Rate(2011) | 70.6% | 68.3% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 22.3% |
| Number of Literates(2011) | 43,827,193 | 620,481 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 207,907 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.26 |
| Contribution to State Economy(2008-09) | - | 0.98% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 14,837 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 33.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 24.6% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 42.3% |

### 15.33.2  District Economy

District economy had registered a growth rate of 11.52 percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[1324]. There is a significant growth in the economy of the district, mainly driven by growth in both primary and tertiary sectors. Primary sector contributes 33% of the district economy, while growing at 8.89 percent CAGR over the past 5 years[1325]. In absolute value terms, contribution from secondary sector had grown at a faster rate (16.55 percent[1326]. Primary sector has grown at a CAGR of 8.89. District per capita income is INR

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[1324] Madhya Pradesh, Annual Economic Survey 2011-12
[1325] Madhya Pradesh, Annual Economic Survey 2011-12
[1326] Madhya Pradesh, Annual Economic Survey 2011-12

14,837 in the year 2008-09[1327]. There has been a CAGR of 8.19 percent in per capita income[1328]. Per capita income has witnessed a huge growth of 15.54 percent over the year from 2007-8 to 2008-09[1329].

**Mandla Economic Growth**
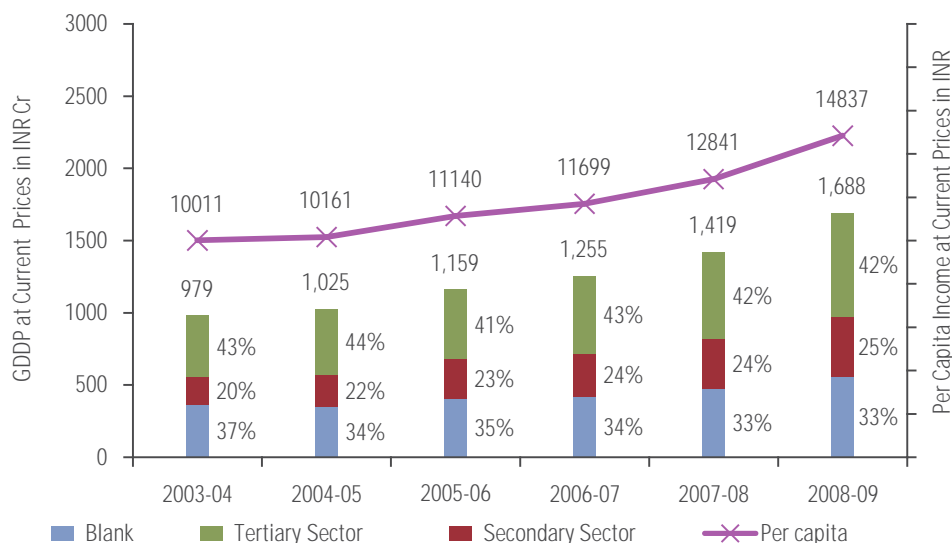


### 15.33.2.1 Agriculture and allied sectors

Primary sector contributes to 33 percent of the economy. Of the total 5,80,000 hectares of land, net sown area remained almost constant at 2,15,000 hectares between 2005-06 and 2008-09. Total forest cover is around 72 % of the total geographical area of the district. To implement forest working plan prescription, Government has an outlay of INR 900 lakhs[1330] and another INR 7.5 lakhs for environmental forestry. Forest and logging activities have contributed to around 14.5% of the primary sector. Forest activity is predominant in the district with lot of forests and natural resources.

Agriculture and allied activities is growing at a CAGR of 9.04% while fishing witnessed a growth of 24.1% over the five year period. INR 31.12 lakhs has been allotted for fisheries. Presence of Narmada River and its tributaries have made possible, the growth of the fishery sector[1331].

Paddy is the main crop of the district with over 52% of the net sown area under it[1332]. Wheat and Maize are also produced in the district. Other crops include Soyabean, Peas, Sugarcane and forest produce[1333].

Krishi Upaj Mandi are found in Mandla, Bichiya and Nenpur[1334]. They export Paddy, wheat, soyabean, forest produce and Peas[1335].

Mandla district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It has 1 route connecting different parts of Mandla to other districts[1336]. Chilling centre installed at Mandla produces 5,000 liter of milk per day[1337].

[1327] Madhya Pradesh, Annual Economic Survey 2011-12
[1328] Madhya Pradesh, Annual Economic Survey 2011-12
[1329] Madhya Pradesh, Annual Economic Survey 2011-12
[1330] District Wise Outlays, 2011-12, District Plan
[1331] District Wise Outlays, 2011-12, District Plan
[1332] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1333] http://www.mpmandiboard.org/mainaddcom.htm
[1334] http://www.mpmandiboard.org/mainaddcom.htm
[1335] http://www.mpmandiboard.org/mainaddcom.htm

Apart from agriculture, other primary sector activity includes sericulture. It is an important activity of the district[1338]. There are 5 mulberry silk centers at Nainpur, 4 in Mavai, 1 each in Bichiya, Ghughri and Raigawn[1339]. There is one threading unit at Devedara. Tasar Silk Centres are present in Bichiya and Mandla town[1340]. Government has sanctioned an amount of 240 lakhs for the sericulture activities in the district[1341].
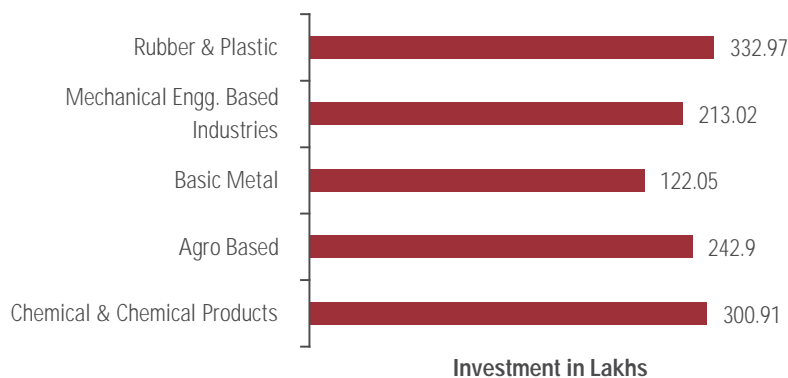
Rainfall in the year 2008-09 was 1151 mm, which was higher compared to previous years. The highest rainfall was witnessed in 2005-06. Around 9.68 percent of net sown area is irrigated[1342].

### 15.33.2.2  Industry

Secondary sector in the district grew at 16.55 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1343]. Growth rate of industries which includes mining along with the secondary sector is 17.66 percent CAGR over the five year period[1344] and gowth rate is higher than primary and tertiary sector. Mining sector as a whole has grown at a CAGR of 80.61% which is high[1345]. Mandla and Bichhiya are the important industrial areas in Mandla district. Some of the large scale industries in the district include:

- M/S Hindustan Petroleum Corp. Ltd. (Petrochemical Based)
- M/S M.P. Glychem Industries Ltd. (Agro Based)
- M/S P.S.L. Engineering Works Pvt. Ltd. (Mechanical Engg. Based Industries)
- M/S Primo Pick-N-Pack Pvt Unit No.02 (Rubber And Plastic)
- M/S Simplex Tubes Pvt.Ltd (Basic Metal)
- M/S Vinayak Volli Tax Pvt. Ltd. (Chemical And Chemical Products)

**Compostion of LMI Investment in Mandla (as of March 2011)**

| Category | Investment in Lakhs |
|---|---|
| Rubber & Plastic | 332.97 |
| Mechanical Engg. Based Industries | 213.02 |
| Basic Metal | 122.05 |
| Agro Based | 242.9 |
| Chemical & Chemical Products | 300.91 |

**Investment in Lakhs**

Alloted industrial areas are present in Mandla and Udaypur. DTIC has approved lands in Devdara, Bichhia, Nainpur, Gochhi, Piparpani and Dobhi for industrial development[1346].

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[1336] http://mpcdf.nic.in/RMandla.htm
[1337] http://mpcdf.nic.in/Infra_Inf_BDS.pdf
[1338] http://www.mpsericulture.nic.in/centers.htm
[1339] http://www.mpsericulture.nic.in/centers.htm
[1340] http://www.mpsericulture.nic.in/centers.htm
[1341] District Wise Outlays, 2011-12, District Plan
[1342] Madhya Pradesh Statistical Handbook 2010
[1343] Madhya Pradesh, Annual Economic Survey 2011-12
[1344] Madhya Pradesh, Annual Economic Survey 2011-12
[1345] Madhya Pradesh, Annual Economic Survey 2011-12
[1346] District industries survey report, Mandla

Mandla has witnessed growth in number of small scale industries in the district in the year 2008-09. Maximum investment happened around 2008-09. As per 2011-12 figures, small scale industries sector has received a total investment of 161.62 lakhs generating 643 total employments in the district.

**Growth of SSIs in Mandla**
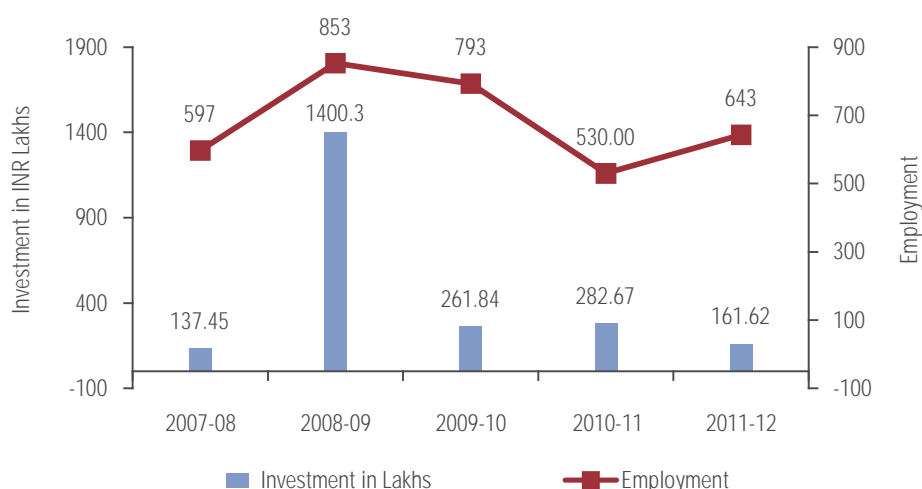


Food processing (18%), Metal (28.1%), minerals (5.27%) and plastic households (15.28%) constitute over 50% of the total investment in SSI segment in 2010-11[1347].

### 15.33.2.3   Services Sector

Services sector has been the driver of the district economy with contribution of about 42.3 percent to GDDP. The sector grew at 11.15 percent between 2003-04 and 2008-09, predominantly driven by trade hotels and restaurants along with real estate.

Trade, hotels and restaurants as a service sector, constitutes 27.4 percent of the contribution from Tertiary sector followed by public administration (21.53%). Some of the fast growing service sectors include communication (19.14 percent), storage (15.63 percent), transport (15.57 percent) and public administration (16.64 percent)[1348].

There is one national highway crossing the district with a total length of highway is 482 km[1349].National Highway No. 12A connecting UP Border and going upto Garhi and Chattisgarh passes through the district, and passes through Tikamgarh, Shahgarh, Damoh and Jabalpur. SH30, State Highway connecting Dindori, Mandla and Lakhnadagon, passes though the district[1350].

Overall healthcare reach at the district level is at par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 30 and 240 respectively in the district, which is higher than the state average of 13 units per lakh population[1351]. There is no civil hospital and 1 district hospital. There is a further scope and need to improve the number of health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 300.

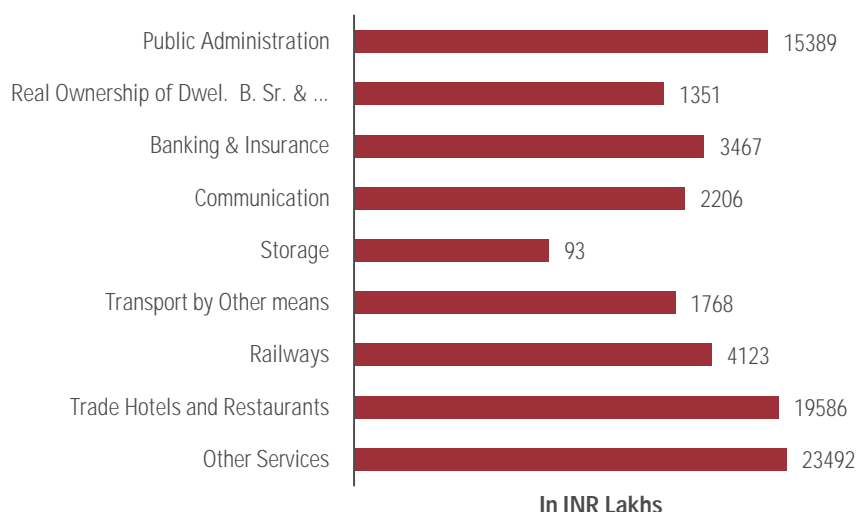[1347] Based on discussions with GMDIC, Mandla
[1348] Madhya Pradesh, Annual Economic Survey 2011-12
[1349] http://mandla.nic.in/mandlamap.htm
[1350] http://mandla.nic.in/mandlamap.htm
[1351] http://www.mp.gov.in/health/

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value (In INR Lakhs) |
|---|---|
| Public Administration | 15389 |
| Real Ownership of Dwel. B. Sr. & ... | 1351 |
| Banking & Insurance | 3467 |
| Communication | 2206 |
| Storage | 93 |
| Transport by Other means | 1768 |
| Railways | 4123 |
| Trade Hotels and Restaurants | 19586 |
| Other Services | 23492 |

**In INR Lakhs**

In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 47 to 54, recording a 18.28 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 445 crore INR to 1,030 crore INR over the five year period[1352].

### 15.33.3  Workforce Distribution in the district

### 15.33.3.1  Current Employment Scenario in Mandla

Worker's participation rate in the district (51.9 percent) is lower than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 18.9%[1353] of total working population, indicating very low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 48.3 percent in comparison to male WPR at 55.5 percent, with the disparity being more prominent in urban areas.[1354] Such a low participation of women in the workforce, is mainly due to lack of good education in the district. Lower female literacy rate is another reason for such a low WPR among women.

Around 81.1 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 87.2 percent of the rural population is involved in agriculture. On the other hand, 87.9 percent of the urban working population is involved in other activities which includes service sector. This is the reason for high dependency ratio in urban areas of Mandla when compared to state's average.

### 15.33.3.2  Estimation of Manpower Supply of the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

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[1352] RBI Data : 2011-12
[1353] District Statistical Handbook, Mandla, 2011
[1354] District Statistical Handbook, Mandla, 2011

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|-------------------|------------------------------|---------------------|-------------------|------------------------------------|
| Mandla | 1263786 | 796185 | 563029 | 525011 | 165829 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 1.65 lakhs during 2012-22. Labour force measured from the population employed is expected to reach 5.63 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

Migration from Mandla to nearby districts such as Balaghat and Jabalpur are common. There is also seasonal migration observed in the district mainly to Balaghat and Maharashtra. The migrants are typically labourers who come from Maharashtra to work in forests. They come as contract labourers, and are involved in agriculture and allied activities as well[1355]. Migration to Jabalpur city is mainly driven by direct and indirect employment opportunities. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Mandla[1356].

### 15.33.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|------------------|-----------|---------|------------------|-----------|
|        | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 9294 | NA | NA | 7912 |
| Rubber and plastics products | 19 | 176 | 189 | 17 | 153 | 164 |
| Food Processing | 24 | 101 | 354 | 21 | 87 | 307 |
| Fabrication | 6 | 57 | 59 | 5 | 50 | 51 |
| Chemical & Chemical Products | 26 | 184 | 303 | 22 | 160 | 263 |

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[1355] Based on discussion with CEO, Zila Parishad
[1356] Based on Discussions with CEO, Zila Parishad

| | | | | | | |
|---|---|---|---|---|---|---|
| Auto and Auto Components | 5 | 67 | 35 | 5 | 57 | 30 |
| Construction | 513 | 1292 | 8448 | 456 | 1150 | 7521 |
| IT&ITES | 7 | 126 | NA | 9 | 165 | NA |
| Healthcare | 14 | 268 | NA | 92 | 1741 | NA |
| Transportations and Logistics | 151 | 361 | 2505 | 173 | 413 | 2865 |
| Retail | 405 | 1025 | 6673 | 335 | 848 | 5521 |
| Hospitality | 75 | 378 | 1050 | 62 | 313 | 869 |
| Communication | 102 | 576 | 1369 | 123 | 617 | 1711 |
| Banking and Financial Services | 119 | 246 | 2006 | 124 | 258 | 2104 |
| Education and Training | 164 | 2972 | 139 | 201 | 3628 | 189 |

As per the estimates, the district is expected to witness an incremental employment of around 82,000 against the addition of 1.64 lakhs to labour force. Low growth of employment opportunities within the district and willingness of district youth for employment-realted migration, would drive the sourcing of trained youth for opportunities in locations like Balaghat and Jabalpur. Among the potential employment generating sectors in the district, Un-Organized Retail, Hospitality, Construction, Food Processing and Chemical Industries, are prominent.

### 15.33.4 Human Resource Development Scenario in the District

### 15.33.4.1 Current State of Workforce Development

Mandla has 3 ITIs in the district and 1 ITCs in the district. There are a few government colleges for arts and science. Mandla need to focus on the workforce development and has to increase its training potential. The total number of institutes is still on the lower side, and there is a clear gap in terms of workforce availability and skilled labours.

| Human Resource Development Institutions in Mandla | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | NA | NA |
| ITC | 1 | 184 |
| ITI (Govt.) | 3 | 173 |

| | | |
|---|---|---|
| Medicine(MBBS) | NA | NA |
| Polytechnic | NA | NA |

Total number of youths registered with employment exchange is 28,179 out of which 26,082 are skilled. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment. District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial and service sector recruitments. Jobs were offered and focus of roles offered were both technical and non-technical in nature, serving secondary and tertiary sector clients[1357]. Almost 92.5% of the registered youths are skilled in the district. A total of 282 youths were placed security guards, and 102 as operators along with 30 as technicians and 64 as supervisors, out of the 478 youths placed in the job fair last year.

| District job fair Statistics | | |
|---|---|---|
| **Company Name** | **Skills Looked at** | **Intake** |
| Alin Electronics Limtied, Gaziabad | Worker Operator | 42 |
| Force Motors, Aakurdi Pune | Trainee Technician | 30 |
| Kuloday Technopack Pvt. Ltd | Operator | 60 |
| Ipose Health India Pvt. Ltd | Supervisor | 64 |
| Flying Group of Security Service, Rewa | Security Guard | 282 |
| **Total** | | **478** |

### 15.33.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 11,620 people in secondary and tertiary services and 16,468 people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 39.2 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 25,550 manpower without government funded training.

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[1357] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

**Incremental Training Capacity in Mandla**

| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 670 |
| Ministry of Health and Family Welfare | 675 |
| Ministry of Higher Education | 958 |
| Ministry of HUPA | 662 |
| Ministry of MSME | 1218 |
| Building and Other Construction ... | 4269 |
| Ministry of Labor | 2436 |
| Ministry of Communication and IT | 250 |
| Ministry of Agriculture | 4848 |
| Others | 481 |
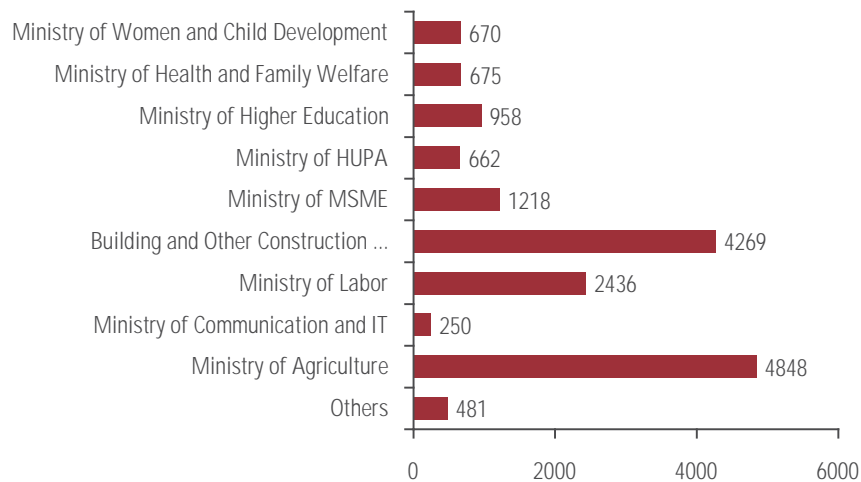
### 15.33.5  District Specific Recommendations

Mandla, being a balanced economy with equal contributions from primary and tertiary sectors and double that of the secondary sector, has proportional employment opportunities in the three sectors. However formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 9,650 in the formal segment over the next five years.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

· Balanced Economy with high proportion of informal employment
· Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
· Employment in manufacturing driven by food processing and construction based material work
· Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
· District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Mandla is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Mandla district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Security Services**<br>  o **Constructions**<br>  o **Food Processing**<br>  o **Fisheries (Govt. is promoting Fisheries)**<br>  o **Sericulture (Outlay of 240.37 lakhs sanctioned)**<br>  o **Forest Products (outlay of 900 Lakhs INR sanctioned)** |
| **Government** | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Informal sector of Transportation and Logistics**<br>  o **Informal sector of Healthcare**<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Sericulture can be developed along Bichiya block of Mandla**<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Mulberry cultivation and Silk Weaving (Tasar Silk and mulberry)**<br>  o **Lac Cultivation**<br>  o **Forest Produce**<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o **Security services**<br>  o **Retail/ Hospitality**<br>  o **Transportations and Logistics**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>  o **Construction**<br>  o **Security Services**<br>  o **Healthcare**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

| Stakeholder | Action Points for Stakeholders |
|---|---|

## 15.34    Skill Gap Assessment of Jabalpur District

### 15.34.1   Social Profile

#### 15.34.1.1   Demographics

Jabalpur district is located in central India and is a part of Jabalpur division. It is surrounded by Panna, Satna, Shadol, Narsimhpur and Mandla district. It covers an area of 5,211 square km[1358]. Jabalpur city is the administrative headquarters of the district. It has a population of 24.60[1359] lakhs as of 2011. Jabalpur is an urban district with population density of 472.20 per square km, which is much higher than the state's average of 235.52 persons per square km. It witnessed a growth of 14.39% in the population, over the last decade. Urbanization is 58.47% and is greater than state's average of 27.63 percent.

Gender ratio is 925 females per 1,000 male population, whereas child sex ratio (0-6 years) is comparatively lower at 916 girls per 1,000 boys[1360]. 11.68% of the total population is within 0-6 age group. 27.74 % of the population is under SC/ST category with 12.73% of the total population under SC category and 15.01% under ST category[1361]. 30.3% of the population is below the poverty line. The percentage of people below poverty line in urban areas (32.6 percent) is more when compared to rural areas (28 percent)[1362]. Around 10.3% of the population is in slum regions with 399 slum pockets present in the district[1363].

#### 15.34.1.2   Literacy

As of 2011, literacy rate in the district (82.47 percent) is greater than that of the state average of 70.63 percent[1364]. There have been some improvements in the literacy rate as per 2001 figures (75.7%). There are 3,191 K12 institutions in the district with private sector participation being around 27.51 percent[1365]. Around 20% of the total students are enrolled with private schools and they are playing a smaller role in the primary, secondary and higher education when compared to Government schools in the district[1366].

Female literacy rate (75.3%) is significantly lower when compared to male counterparts (89.11%)[1367]. As per the 2001 census, female literacy was at 65.9%. Intensive efforts have been taken by the government to increase the education level of the district through various programs under Sarva Siksha Abhiyan. There is a need to improve education for women in the district. There has been declining enrollments in class VIII when compared to lower classes as many girls drop out from around that period. In terms of student enrollment, it has decreased substantially over the years and has seen a declining trend at all grades from I to VIII[1368].

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[1358] Census of India, 2011
[1359] Census of India, 2011
[1360] Census of India, 2011
[1361] Census of India, 2001
[1362] District  wise poverty estimates, state planning commission, Madhya Pradesh
[1363] Migration and Urbanization, HRD Report, 2007
[1364] Census of India, 2011
[1365] Census of India, 2011
[1366] DRC Data on School Education
[1367] Census of India, 2011
[1368] DRC Data on School Education

| District | Madhya Pradesh | 1.1  Jabalpur |
|---|---|---|
| Population(2011) | 72,597,565 | 2,460,714 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 14.4% |
| Population Density Per Sq.km(2011) | 236 | 472 |
| Level of Urbanization(2011) | 27.6% | 58.5% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 925 |
| Proportion of ST Population(2001) | 20.3% | 15.0% |
| Literacy Rate(2011) | 70.6% | 82.5% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 13.8% |
| Number of Literates(2011) | 43,827,193 | 1,792,386 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 402,159 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.08 |
| Contribution to State Economy(2008-09) | - | 5.28% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 37,278 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 21.5% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 24.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 53.7% |

## 15.34.2  District Economy

District economy registered a growth rate of 13.9 percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07% during the last five years[1369]. There is a significant growth in the economy of the district, mainly driven by growth Tertiary. Tertiary sector contributes to around 54 percent of the economy followed by secondary sector (24.8%) and primary sector (21.5%)[1370]. In absolute value terms, contribution from primary sector had grown at a faster rate (26.66 percent)[1371]. District per capita income is INR 37,278 in the year 2008-09[1372]. There has been a CAGR of 12.14

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[1369] Madhya Pradesh, Annual Economic Survey 2011-12
[1370] Madhya Pradesh, Annual Economic Survey 2011-12
[1371] Madhya Pradesh, Annual Economic Survey 2011-12
[1372] Madhya Pradesh, Annual Economic Survey 2011-12

percent in per capita income[1373]. Per capita income has witnessed a significant growth of 29.9 percent over the year from 2007-8 to 2008-9[1374].

**Jabalpur Economic Growth**
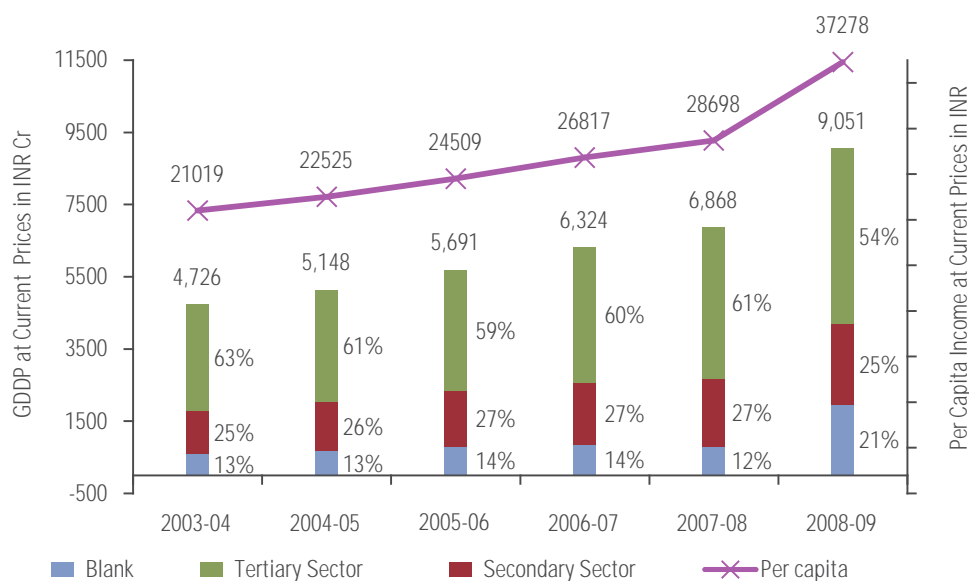


### 15.34.2.1 Agriculture and allied sectors

Agriculture contributes to around 21% of the economy as per 2008-09 figures. Out of the total 5,21,100 hectares of land, net sown area remained almost constant at 2,75,000 hectares , between 2005-06 and 2008-09. Total forest cover is around 13.43 % of the total geographical area of the district[1375]. To implement forest working plan prescription, Government has an outlay of INR 265 lakhs[1376] and another INR 35 lakhs for environmental forestry. Forest and logging activities have contributed to around 2.61% of the primary sector economy and are growing with a CAGR of 9.26% over the period of 2003-04 and 2008-09.

Agriculture and allied activities is growing at a CAGR of 28.1%. Wheat and paddy are the major crops of the district. Crops like Paddy, Pigeon pea, Soybean, Maize, Sesame are grown in kharif season and wheat, gram, Pea and Mustard in rabi season in the district[1377]. Taking into account multi crop area, 34.7 percent of the net sown area is under wheat and 24.5 percent under paddy along with 22.5% under Channa[1378]. The produce of wheat has increased over the five year period while that of Channa has decreased. Other grown crops in the district include Gram and Mustard[1379].

Rainfall in the year 2008-09 was 996.1 mm, which was significantly lower compared to previous years. Highest rainfall was witnessed in 2005-06. Around 53 percent of net sown area is irrigated[1380].

Krishi Upaj Mandi are found in Jabalpur, Sehora and Shahpura (Bhitoni)[1381]. They export paddy, wheat, gram,  fruits, vegetables and spices[1382].

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[1373] Madhya Pradesh, Annual Economic Survey 2011-12
[1374] Madhya Pradesh, Annual Economic Survey 2011-12
[1375] Madhya Pradesh Statistical Handbook 2010
[1376] District Wise Outlays, 2011-12, District Plan
[1377] http://www.kvkjabalpur.com/aboutdistrict.php
[1378] Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika
[1379] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP6-Jabalpur-26.6.2012.pdf
[1380] Madhya Pradesh Statistical Handbook 2010

Jabalpur district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. Under Jabalpur division there are 965 functional dairy cooperatives along with 58 functional milk routes across Jabalpur division[1383]. Shahpura and Jabalpur city has bulk milk centers and dairy plant respectively[1384]. There are 4 connecting routes from Bulkheda, Pathan, Dhuma and Majhauli[1385]. Chilling centre installed in Jabalpur produces 100,000 liter of milk per day[1386]. There are 18 chilling centers in Jabalpur milk union under Jabalpur division[1387]

Apart from agriculture in the district some of the other primary sector activities include sericulture. There is one mulberry and one Tasar silk center at Sihora wth the total plantation are of 25 Ha[1388].

### 15.34.2.2 Industry

Secondary sector in the district grew at 14.06 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1389]. Growth rate of industries, which includes mining along with the secondary sector, is 14.34 percent CAGR over the five year period[1390]. Growth in this sector is significant and the growth rate is higher than primary and tertiary sector. Mining sector as a whole has grown at a CAGR of 31%[1391]. Jabalpur city is the important industrial area in Jabalpur district.

Some of the large scale industries in the district include,

- M/S Narmada Gelatines Ltd. (Drugs & Pharmaceuticals)
- M/S Gas Filling Plant (Bharat Petroleum Co. Ltd.)
- M/S Heavy Vehicle Factory. (Mechanical Engg Based)
- M/S  Ordinance Factory
- M/S Grey Iron Foundary (Basic Metal)
- M/S Gun Carriage Factory
- M/S Telecome Factory (BSNL)
- M/S Inox Air Products Ltd.(Chemical & Chemical Products)
- M/S Auxiliary Prod. Centre  (Mechanical Engg Based)
- M/S Udaipur Beverages Ltd.(Beverages and Soft drinks)
- M/S Carborundum Universal Ltd. (Cement)
- M/S Jabalpur Polytax (Pvt) Ltd.
- M/S Om Agro Product (Fruits & Vegetable Processing)

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[1381] http://www.mpmandiboard.org/mainaddcom.htm
[1382] http://www.mpmandiboard.org/mainaddcom.htm
[1383] http://mpcdf.nic.in/stat_JDS.htm
[1384] http://mpcdf.nic.in/Infra_Inf_JDS.pdf
[1385] http://mpcdf.nic.in/RJabalpur.htm
[1386] http://mpcdf.nic.in/Infra_Inf_JDS.pdf
[1387] http://mpcdf.nic.in/CC_JDS.htm
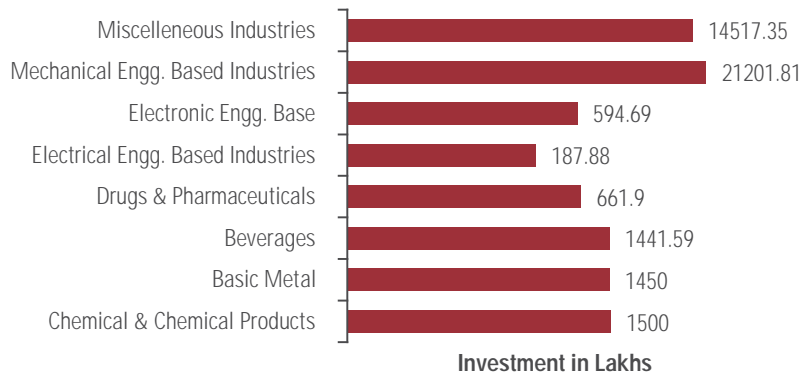[1388] http://www.mpsericulture.nic.in/centers.htm
[1389] Madhya Pradesh, Annual Economic Survey 2011-12
[1390] Madhya Pradesh, Annual Economic Survey 2011-12
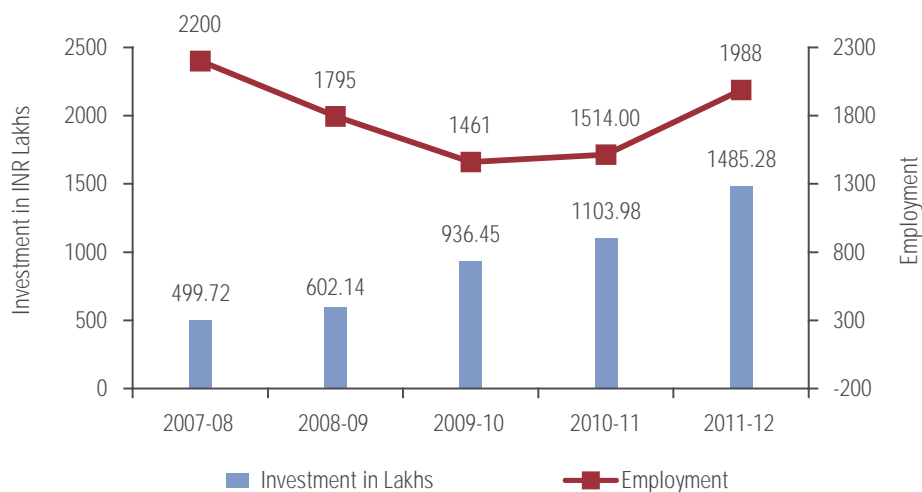[1391] Madhya Pradesh, Annual Economic Survey 2011-12

**Compostion of LMI Investment in Jabalpur (as of March 2011)**

| Industry | Investment in Lakhs |
|---|---|
| Miscelleneous Industries | 14517.35 |
| Mechanical Engg. Based Industries | 21201.81 |
| Electronic Engg. Base | 594.69 |
| Electrical Engg. Based Industries | 187.88 |
| Drugs & Pharmaceuticals | 661.9 |
| Beverages | 1441.59 |
| Basic Metal | 1450 |
| Chemical & Chemical Products | 1500 |

**Investment in Lakhs**

There are large areas allotted for industries in the district mainly at Jabalpur, Richai, Aadhartaal, Gosalpur and Baghraji[1392]. Around 191 Ha of land has been allotted at Richai[1393].

Jabalpur has witnessed growth in number of small scale industries in the district in the year 2011-12. Small scale industries have total investment of 1485.28 lakhs generating 1,988 total employments in the district.

**Growth of SSIs in Jabalpur**



| Year | Investment in Lakhs | Employment |
|---|---|---|
| 2007-08 | 499.72 | 2200 |
| 2008-09 | 602.14 | 1795 |
| 2009-10 | 936.45 | 1461 |
| 2010-11 | 1103.98 | 1514.00 |
| 2011-12 | 1485.28 | 1988 |

Food processing (15.01%), paper (11.82%), construction based material (14.21%) and engineering (17%), constitute over 50% of the total investment in SSI segment in 2010-11[1394]. Investments in plastic households, metals, agro-based and electrical are coming up in the district[1395].

### 15.34.2.3 Services Sector

Service sector has been the driver of the district economy with contribution of about 54 percent to GDDP. The sector grew at 10.38 percent between 2003-04 and 2008-09, predominantly driven by transport, storage and public administration.

[1392] District industries survey report, Jabalpur
[1393] District industries survey report, Jabalpur
[1394] Based on discussions with GMDIC, Jabalpur
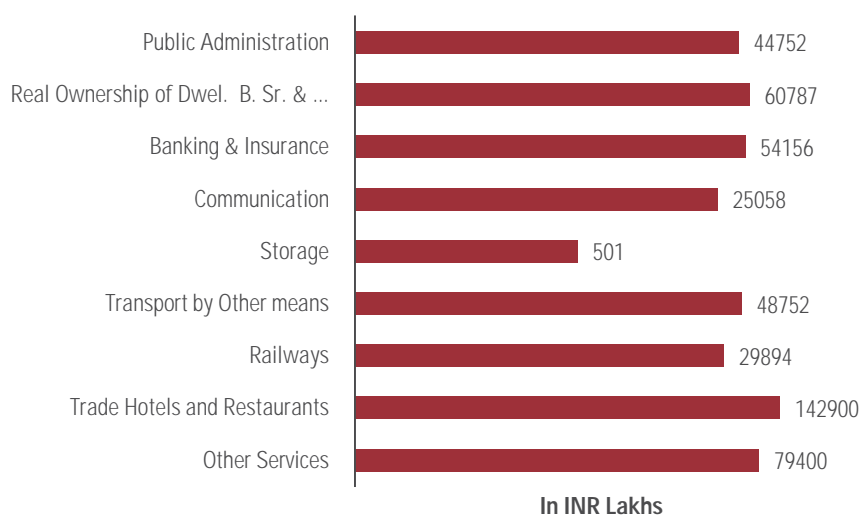[1395] Based on discussion with GM, DIC

Trade, hotels and restaurants as a service sector, constitutes 30 percent of tertiary sector contribution. Some of the fast growing service sectors include communication (10.95 percent), real ownership of dwellings (11.2 percent) and public administration (12.42 percent)[1396].

There are 3 national highways crossing the district[1397]. NH-7, NH-12 and NH-12A are connecting Jabalpur to different location across India. The total length of highway is 1476 km.The state highways connecting the district include MP SH 22, MP SH 37, MP SH 37A[1398].

Jabalpur station is one of the important stations on the Allahabad-Itarsi section of the Howrah-Mumbai main Railway line. Direct railway routes are there to all cities across India. Both Broad-gauge and Narrow Gauge railways are present in the district connecting to important stations and sub-stations[1399].

Overall healthcare reach at the district level is better than the state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 22 and 181 respectively in the district which is higher than the state average of 13 units per lakh population[1400]. There are 3 civil hospitals and 1 district hospital. There is a further scope and need to improve the number of health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 500.

**Contribution of Services Sector to GDDP (2008-09)**

| Sector | In INR Lakhs |
|---|---|
| Public Administration | 44752 |
| Real Ownership of Dwel.  B. Sr. & ... | 60787 |
| Banking & Insurance | 54156 |
| Communication | 25058 |
| Storage | 501 |
| Transport by Other means | 48752 |
| Railways | 29894 |
| Trade Hotels and Restaurants | 142900 |
| Other Services | 79400 |

**In INR Lakhs**

In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 164 to 221, recording a 20.64 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from INR 4,300 crore to INR 10,987 crore over the five year period[1401].Major AMCs and insurance underwriting companies like LIC, HDFC, ICICI etc. have direct/indirect presence in the district.

[1396] Madhya Pradesh, Annual Economic Survey 2011-12
[1397] http://jabalpur.nic.in/routes.htm
[1398] http://jabalpur.nic.in/routes.htm
[1399] http://jabalpur.nic.in/routes.htm
[1400] http://www.mp.gov.in/health/
[1401] RBI Data : 2011-12

### 15.34.3   Workforce Distribution in the district

### 15.34.3.1   Current Employment Scenario in Jabalpur

Worker's participation rate in the district (37.2 percent) is lower than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 66%[1402] of total working population, indicating high level of employment generation through industries and services sector, in line with economic activity in the district. Worker participation is low amongst women at 22.7 percent in comparison to male WPR at 50.3 percent, with the disparity being more prominent in urban areas.[1403]

Around 34 percent of the working population is involved in agriculture either as cultivators or agricultural labourers. 72.7 percent of the rural population is involved in agriculture. On the other hand, 87.8 percent of the urban working population is involved in other activities, which includes the service sector. This is higher when compared to the state's figure of 84% of the urban working population.

Dependency ratio is 66.7 when compared to state's average of 84.3 per thousand population. Unemployment in the district is 20.5 percent of the population, which is higher than that state average of 16.4 percent. In the urban areas, 20.6 % of the population in the age group of 15-59 is unemployed. Dependency ratio is 21.9 more in rural areas compared to urban areas in the district of Jabalpur.

### 15.34.3.2   Estimation of Manpower Suply of the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Jabalpur | 2624589 | 1653491 | 942592 | 878944 | 179160 |

Labour force measured from the population employed is expected to reach 9.42 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

Migration is observed in Jabalpur district mainly due to various opportunities available within the district. Migration from nearby districts like Mandla, Damoh, Narsimhapur, Seoni and Katni is common[1404].  Migration into the urban clusters of Jabalpur district, i.e. intra-district migration is also prominent. It is mainly driven by direct and indirect employment opportunities in the district. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by being closer to the industrial clusters of Jabalpur[1405].

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[1402] District Statistical Handbook, Jabalpur, 2011
[1403] District Statistical Handbook, Jabalpur, 2011
[1404] Based on Discussions with President, Zila Parishad
[1405] Based on Discussions with President, Zila Parishad

### 15.34.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 8676 | NA | NA | 7386 |
| Pharma & Medicinal Products | 4 | 59 | 26 | 4 | 51 | 23 |
| Rubber and plastics products | 3 | 27 | 29 | 3 | 23 | 25 |
| Food Processing | 84 | 353 | 1239 | 73 | 306 | 1076 |
| Fabrication | 17 | 158 | 164 | 15 | 137 | 142 |
| Paper & Paper Products | 5 | 42 | 47 | 4 | 37 | 41 |
| Chemical & Chemical Products | 44 | 314 | 517 | 38 | 273 | 449 |
| Construction Based Material | 4 | 25 | 42 | 3 | 23 | 37 |
| Mineral Processing | 408 | 3622 | 4134 | 354 | 3144 | 3589 |
| Auto and Auto Components | 171 | 2131 | 1119 | 148 | 1850 | 971 |
| Manufacturing of Electrical Products | 9 | 108 | 63 | 8 | 94 | 55 |
| Construction | 1621 | 4085 | 26713 | 1443 | 3637 | 23783 |
| IT&ITES | 48 | 917 | NA | 63 | 1202 | NA |

| Healthcare | 101 | 1920 | NA | 110 | 2095 | NA |
|---|---|---|---|---|---|---|
| Transportations and Logistics | 1986 | 4752 | 32973 | 2270 | 5433 | 37697 |
| Retail | 2956 | 7476 | 48684 | 2446 | 6186 | 40281 |
| Hospitality | 548 | 2759 | 7659 | 454 | 2283 | 6337 |
| Communication | 1163 | 6541 | 15546 | 1392 | 7011 | 19431 |
| Banking and Financial Services | 1852 | 3846 | 31336 | 1942 | 4032 | 32858 |
| Education and Training | 504 | 9151 | 430 | 600 | 10835 | 566 |

As per the estimates, district is expected to witness an incremental employment of 4.73 lakhs, against an addition of 1.77 lakhs to the labour force. High growth of employment opportunities within the district, and willingness of youth for employment from Mandla, Damoh, Narsimhapur, Seoni and Katni,provide opportunities to develop Satna as a hub for employment and training. Among the potential employment generating sectors in the district Construction and Real Estate, Organized/Un-Organized Retail, Hospitality, Mineral Processing and Food Processing are prominent.

| Human Resource Development Institutions in Jabalpur | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 18 | 7430 |
| Pharmacy | 5 | 300 |
| ITI (Govt.) | 5 | 2320 |
| Medicine(MBBS) | 1 | NA |
| Polytechnic | 2 | 651 |
| Private ITIs | 26 | 3066 |

### 15.34.4  Human Resource Development Scenario in the District

### 15.34.4.1  Current State of Workforce Development

Jabalpur has 18 engineering institutes with more than 7,000 seats. There are 5 ITIs and 26 private ITIs along with 2 polytechnics and 5 pharmacies. Jabalpur need to focus on the workforce development and has to increase its training potential.

Total number of youths registered with employment exchange is 54,733 out of which 47,087 is skilled. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job

fairs facilitating industrial recruitment.  A few jobs were offered, and focus of roles offered were both technical and non-technical in nature, serving secondary and tertiary sector clients[1406]. A total of 5,773 youths were placed in the district in last year with for the following roles.

| Role | Intake | Role | Intake |
|------|--------|------|--------|
| Computer Operator | 120 | Sales Executive | 212 |
| Development Officer | 165 | Sales/Marketing | 156 |
| Factory Worker | 84 | Security Guard | 2641 |
| Farmwork | 124 | Supervisor | 13 |
| Financial Executive | 426 | Technical Assistance | 9 |
| Foundation Worker | 133 | Trainee | 667 |
| Helper/Supervisor/Clerk | 339 | Trainee Data Operator | 169 |
| Mall Job | 3 | Trainee Technician | 17 |
| Marketing | 82 | Unskilled Worker | 36 |
| Official and Side Project Worker | 254 | Worker | 105 |
| Rural Marketing | 18 | | |
| **Total** | **1748** | **Total** | **4025** |
| **Grand Total** | **5773** | | |

Some of the prominent companies which came for placements last year include Industrial security and fire services, SBI Life insurance,  Nav Bharat Fertilizers, Vardhaman Textiles, LIC, etc.

### 15.34.4.2   Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 78,430 people in secondary and tertiary services and 98,690 people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 18.38 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 1,95,260 manpower without government funded training.

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[1406] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

**Incremental Training Capacity in Jabalpur**

| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 1499 |
| Ministry of Health and Family Welfare | 1576 |
| Ministry of Higher Education | 2237 |
| Ministry of HUPA | 7318 |
| Ministry of MSME | 12217 |
| Building and Other Construction ... | 13498 |
| Ministry of Labor | 24434 |
| Ministry of Communication and IT | 11253 |
| Ministry of Agriculture | 20263 |
| Others | 4389 |
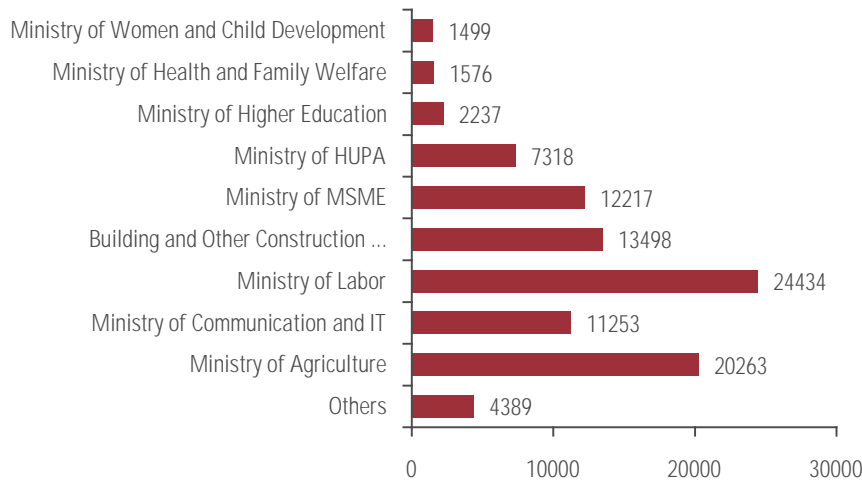
### 15.34.5 District Specific Recommendations

Jabalpur being a teriary sector driven economy, has significant opportunities for skill development over the next decade. The district has potential to create over 1.83 lakh employment opportunties in the next five years predominantly in services sector.

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district:

- High employment potential in services sectors - **Retail, Transportation and Logistics, Communication and Construction** primarily in un-organized category
- **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower, specifically in financial intermediaries considering the high level of economic activity witnessed as a state capital.
- Growth in commercial and industrial development in Jabalpur has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**
- Among high employment growth manufacturing areas, **manufacturing of engineering/electrical products, food processing**, **chemical and chemical products** demand high level of skilling
- Being a service driven employment generation economy demand for specific roles in **sales and marketing** is expected to be high across sectors.
- Existing focus on training for informal sector by private skill training providers is low
- Public sector spending on skill training predominantly focusing on secondary and tertiary sectors.

Based on interaction with industries and commercial enterprises, Jabalpur is viewed as a potential destination for sourcing from a diversified sample of skilled youth from across Madhya Pradesh. Based on interaction with youth in the state, Jabalpur with large public sector undertaking and private industries is viewed as a potential employment destination across Madhya Pradesh. Considering these factors, the proposed action plan for stakeholders in skill development in Jabalpur district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | • Focus on increasing participation from national/regional private skill training providers with focus on the following sectors<br>  o Banking and Financial Services<br>  o Retail<br>  o Hospitality<br>  o Transportation and Logistics<br>  o Communication |
| Government | • Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Formal/ Informal segment of Transportation and Logistics**<br>  o **Formal/ Informal segment of Manufacturing of engineering/electrical products**<br>  o **Formal/Informal segment of Food Processing**<br>  o **Formal segment in Healthcare**<br>• Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming, Livestock rearing – Goatery, Piggery**<br>• Align Livelihood training programs to industrial requirements of sectors Retail, Transportation and Logistics, Construction,Healthcare,Manufacturing |
| **Private Skill Training Providers** | • Focus on placement driven training (both technical and non-technical) targeting local youth from low income families with cost to be borne by companies<br>  o **Banking and Financial Services**<br>  o **Formal segment of organized Retail**<br>  o **Formal segment of Hospitality**<br>  o **Formal segment of Security Services**<br>• Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Engineering Goods**<br>  o **Food Processing**<br>  o **Transportation and Logistics**<br>• Opportunity for setting up finishing school training for tertiary sectors such as those with high salary potential, where students will be willing to pay and learn ( both technical and non-technical category)<br>  o **Banking and Financial Services**<br>  o **IT&ITES**<br>• Assessment of training provided by government departments in sectors of retail, construction, manufacturing of engineering/electrical products transportation and |

| | |
|---|---|
| | logistics |
| | · Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as |
| |     o **Banking & Financial Services** |
| |     o **IT/ITES** |
| | · Initiate and support modular employability skill training in collaboration with private players/Government |
| | · To create placement linkage opportunities in training institutions |

## 15.35    SkiII Gap Assessment of Damoh District

### 15.35.1   Social Profile

#### 15.35.1.1   Demographics

Damoh district is divided into 7 administrative blocks with Damoh town as the administrative headquarters. As of 2011 the district has a population of 12.6[1407]with significantly high proportion of the population living in rural areas (80.2 percentage). Damoh is a sparsely populated district with the population density of 173 people per square km in comparison to state average of 236[1408].

Gender ratio of the district standing at 913 females per 10,00 male population, is significantly lower than the state average of 930 females per 1,000 males. However gender ratio among 0 to 6 years population standing at 931 girls per 1,000 boys is higher than the state average of 912 girls per 1,000 boys[1409].

District has a comparable proportion of backward caste population to that of the state with Scheduled Castes & Scheduled Tribes accounting for 19.5 percent[1410] and 12.5 percent[1411] of the total population respectively.

#### 15.35.1.2   Literacy

As, per the census of 2011, Damoh has literacy rate (70.92 percent) similar to the state average (70.06 percent)[1412]. Gender disparity in literacy rate is significant with male literacy rate at 80.5 percent and the female literacy rate at 59.9 percent[1413].

At primary level the retention rate of blocks Batiagarh, Patera and Tendukheda is less than the district rate of 82.2 percent[1414]. At upper primary level the retention rate of blocks Batiagarh, Damoh and Patera is less than the district retention rate of 84.9 percent[1415].

District has a total of 1,424 primary schools, 520 middle schools and 44 high schools[1416]. Also, there are 32 higher secondary schools and 6 colleges[1417].

The number of enrollments in class VIII, when compared to class I, is significantly low in Damoh. Government schools play a major role in Damoh as the percentage of students enrolled in government schools are 74.96 percent[1418].

The transition rate from primary to upper primary (80.98 percent) is significantly higher than the transition rate from upper primary to secondary (63.55 percent)[1419]. Further, current enrollments in higher secondary education is only 5,435 (Class XI) in comparison to secondary enrollments of 19,267(Class IX) indicating need to enhance secondary and higher secondary capacities to cope up with increasing demand[1420].

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[1407] Census of India, 2011
[1408] Census of India, 2011
[1409] Census of India, 2011
[1410] Census of India, 2001
[1411] Census of India, 2001
[1412] Census of India, 2011
[1413] Census of India, 2011
[1414]Madhya Pradesh State Education Portal
[1415]Madhya Pradesh State Education Portal
[1416]MP Education Portal
[1417]MP Education Portal
[1418]MP Education Portal
[1419] www.educationportal.mp.gov.in
[1420] www.educationportal.mp.gov.in

| District | Madhya Pradesh | Damoh |
|---|---|---|
| Population(2011) | 72,597,565 | 1,263,703 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 16.6% |
| Population Density Per Sq.km(2011) | 236 | 173 |
| Level of Urbanization(2011) | 27.6% | 19.8% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 913 |
| Proportion of ST Population(2001) | 20.3% | 12.6% |
| Literacy Rate(2011) | 70.6% | 70.9% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 21.1% |
| Number of Literates(2011) | 43,827,193 | 763,448 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 274,232 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.14 |
| Contribution to State Economy(2008-09) | - | 1.50% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 21,178 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 35.2% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 24.8% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 40.1% |

### 15.35.2  District Economy

Economy of Damoh grew at a CAGR of 15.22% during the period 2003 – 09[1421]. The growth in Primary sector was at 38.9 percent[1422] from 2007 to 2009, while the Secondary and Tertiary sector grew by 18.7 percent & 18.4 percent respectively[1423]. There is an increase in per capita income at a CAGR of 13.14 percent in the period 2003-09 and is at Rs. 21,178 in 2008-09[1424].

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[1421]Madhya Pradesh, Annual Economic Survey
[1422]Madhya Pradesh, Annual Economic Survey
[1423]Madhya Pradesh, Annual Economic Survey
[1424]Madhya Pradesh, Annual Economic Survey

However, the CAGR of per capita Income in Damoh is lower than that of Madhya Pradesh which was at 15.02 percent in the period 2003-09[1425]. The economy of Damoh is mainly dependant on Agriculture, Hospitality and Construction.

**Damoh Economic Growth**
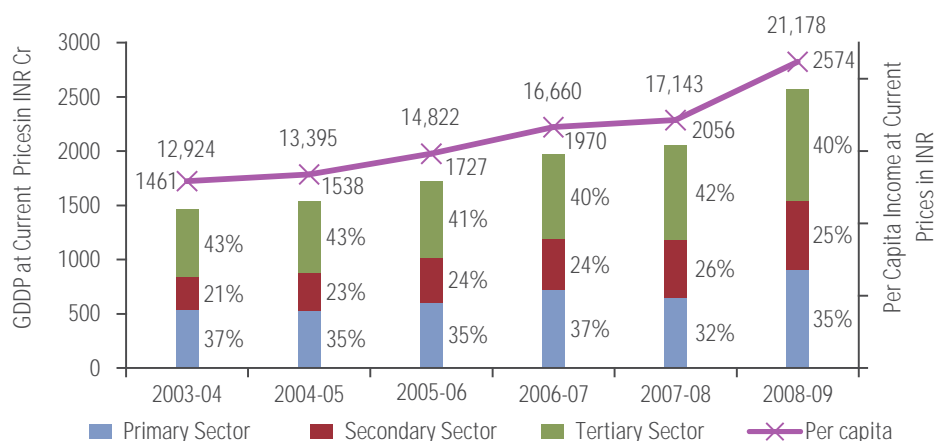


### 15.35.2.1 Agriculture and allied sectors

Damoh district is primarily an agricultural district forms the part of Malwa plateau with an undulating topography. A major segment of working population is involved in agriculture. The major soil type is black soil. Wheat, Rice, Jawar, Maize and Soyabean are the major crops sown in the district. Underground water has an important role for irrigation in this district due to lack of perinial rivers.

During the period from June 2011 to September 2011, the rainfall received in Damoh district was 1142.2mm this is 21 percent more than the average expected rainfall of 945mm[1426].

Around 41 percent of the land is under cultivation with a very small portion under cultivable waste land (2 percent)[1427]. Forest and logging activities in the district contributes to 4.64 percent[1428] of the GDDP of primary sector. Around 13 percent of the land is not available for cultivation and 2 percent constitutes follow land[1429].

The percentage irrigated area of the land under cultivation is 37.58 percent, and it increased by 1.69 percent during the period 2005-09[1430]. The percentage area under cultivation is 42.91 percent and has seen a very small increase of 0.34 percent during the period 2005-09[1431]. There has been a significant increase in dual cropped land as it increased from 28.17 percent in 2005-06 to 45.07 percent in 2008-09[1432].

A number of betel leaf gardens are located around Damoh, and these betel leaves are exported. The city also has a significant Cattle market.

In the horticulture sector, Damoh district's rainfall and soil type are favourable for cultivation of Mandarin, Acidlime, Mosambi, Aonla, Pomegranate, Mango, Ber, Chiku, Papaya, Turmeric, Chillies, Coriander, Ajwine and all seasonal vegetables.

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[1425]Madhya Pradesh, Annual Economic Survey
[1426]http://www.sopa.org
[1427]District Statistical Handbook
[1428]Madhya Pradesh, Annual Economic Survey
[1429]District Statistical Handbook
[1430]District Statistical Handbook
[1431]District Statistical Handbook
[1432]District Statistical Handbook

### 15.35.2.2 Industry

Damoh is backward and there are no major industrial or commercial hubs in the district. Secondary sector in the district grew at a CAGR of 20.4 percent[1433] in the period 2003-09, and has generated significant employment. Cement factories alone employ over 950 workers in Damoh[1434]. Also, Damoh town is the only industrial area in Damoh district, with the Cement industry being the highest contributor to the GDDP. However, there are smaller companies which process vegetable oil and pulses etc.

There is one large scale industry based on cement. It is set up by HeidelbergCement India Limited. They have multiple units within the district for manufacturing Cement and employ over 950 workers.

**Growth of SSIs in Damoh**
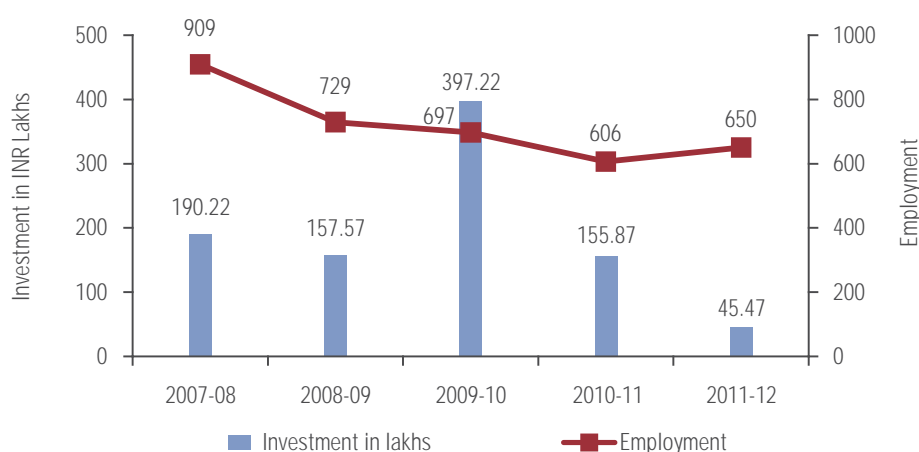


Investment in the small scale industries is not significant due to the culture of migrating out of the district to earn rather than starting small businesses. A number of small scale industries based on oilseed milling, handloom weaving and dyeing, the manufacture of bell-metal vessels and pottery, are also found in Damoh.

### 15.35.2.3 Services Sector

Services sector has been the driver of the district economy with contribution of about 40 percent to GDDP[1435]. The sector grew at 13.42 percent between 2003-04 and 2008-09, driven by business services, financial services, hospitality, retail and healthcare segments[1436].

Trade Hotels and Restaurants which are mostly unorganized account for 36 percent of the contribution to the GDDP from Tertiary sector[1437]. Some of the fast growing service sectors include Real Estate & Business Services (9.6 percent) and public administration (11.5 percent)[1438].

In the financial services space, between 2006-07 to 2010-11, the bank branches in the district have increased from 56 to 65, also recording a 9.2 percent compounded growth in deposits to Rs. 1160 Crores[1439]. High growth rate in bank deposits is expected to further the growth of NBFCs in the district.

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[1433]Madhya Pradesh, Annual Economic Survey
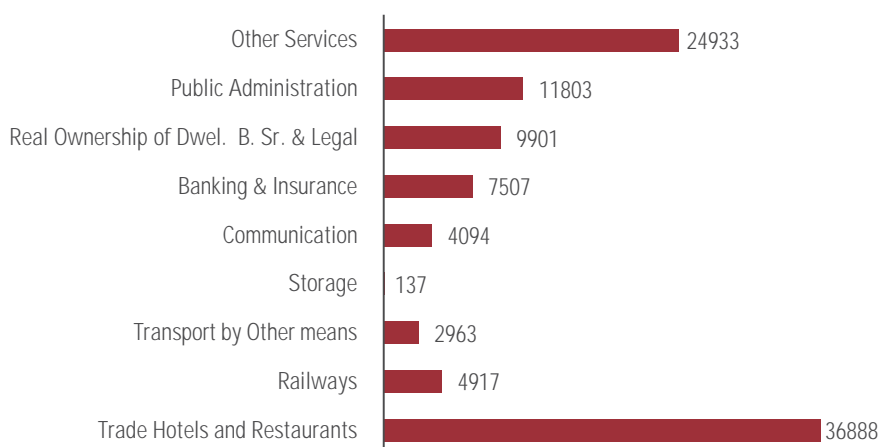[1434]Department of Commerce, Industry & Employment, M.P.
[1435]Madhya Pradesh, Annual Economic Survey
[1436]Madhya Pradesh, Annual Economic Survey
[1437]Madhya Pradesh, Annual Economic Survey
[1438]Madhya Pradesh, Annual Economic Survey

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 24933 |
| Public Administration | 11803 |
| Real Ownership of Dwel.  B. Sr. & Legal | 9901 |
| Banking & Insurance | 7507 |
| Communication | 4094 |
| Storage | 137 |
| Transport by Other means | 2963 |
| Railways | 4917 |
| Trade Hotels and Restaurants | 36888 |

The district has 14 Primary Health Centers (1.11 Centers per lakh population) and 163 Secondary Health Centers[1440] (12.9 Centers per lakh population),which is lower than that of surrounding districts.

The district is well connected by a busy railway line and by the National Highway 12A. The nearest big towns to Damoh are Bhopal (260 Km) and Jabalpur (106 Km).

### 15.35.3   Workforce Distribution in the district

### 15.35.3.1   Current Employment Scenario in Damoh

The worker's participation rate stands at 44.9 percent and is relatively higher than the state average of 42.7 percent[1441]. Among workers, employment share of cultivators is 32.9 percent and agricultural labourers at 24.3 percent[1442]. 20.2 percent of the workers are employed by household manufacturing industries,which indicates a very low employment generation through industries and services sector in line with economic activity in the district[1443].

### 15.35.3.2   Estimation of Supply of Manpower

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Damoh | 1413337 | 890402 | 584266 | 544815 | 133659 |

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[1439] RBI Statistics
[1440] http://www.mp.gov.in/health/
[1441] Census 2001
[1442] Census 2001
[1443] Census 2001

Labour force measured from the population employed, is expected to reach 5.84 lakhs by 2022. To realize the additional employment estimations over the next decade, even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

There is not much migration into the urban clusters of Damoh district as there are very few direct and indirect employment opportunities in the district. Hence, people migrate to the urban clusters in the surrounding districts and industrial hubs. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by migrating to other industrial clusters in surrounding districts.

The migration of labour from Damoh is primarily to areas such as Bhopal, Satna, Rewa and Jabalpur. Availability of passenger trains at regular intervals allows people to work in other districts while continue living in Damoh.

### 15.35.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| **Agriculture&Allied Activities** | NA | NA | 6874 | NA | NA | 5852 |
| **Rubber and plastics products** | 1 | 13 | 14 | 1 | 11 | 12 |
| **Food Processing** | 12 | 51 | 180 | 11 | 45 | 157 |
| **Paper & Paper Products** | 1 | 6 | 7 | 1 | 5 | 6 |
| **Chemical & Chemical Products** | 2 | 13 | 22 | 2 | 11 | 19 |
| **Construction Based Material** | 149 | 1322 | 1508 | 129 | 1148 | 1310 |
| **Construction** | 572 | 1440 | 9420 | 509 | 1282 | 8386 |
| **IT&ITES** | 11 | 200 | NA | 14 | 263 | NA |

| | | | | | | |
|---|---|---|---|---|---|---|
| Healthcare | 61 | 1163 | NA | 86 | 1628 | NA |
| Transportations and Logistics | 202 | 484 | 3359 | 231 | 554 | 3841 |
| Retail | 763 | 1930 | 12567 | 631 | 1597 | 10398 |
| Hospitality | 142 | 712 | 1977 | 117 | 589 | 1636 |
| Communication | 190 | 1069 | 2540 | 227 | 1146 | 3175 |
| Banking and Financial Services | 257 | 533 | 4344 | 269 | 559 | 4555 |
| Education and Training | 152 | 2759 | 130 | 167 | 3016 | 158 |

As per the estimates, district is expected to witness an incremental employment of 1.1 lakhs against the addition of 1.32 lakhs to labour force. Comparable employment opportunities within the district would provide opportunities for equipping district youth with suitable skils and placing them locally. Among the potential employment generating sectors in the district Cement, Construction and Real Estate, Un-Organized Retail, are prominent.

### 15.35.4 Human Resource Development Scenario in the District

### 15.35.4.1 Current State of Workforce Development

The district has considerably low technical training infrastructure with one engineering college opened in 2007, one polytechnic college and five ITI s[1444].

| Human Resource Development Institutions in Damoh[1445] | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | 1 | 420 |
| Polytechnic(Vocational) | 1 | 300 |
| ITI/ITC | 5 | 500 |

District Employment Exchanges have been succesful in organizing private job fairs facilitating industrial recruitment. A few jobs were offered and focus of roles offered was predominantly non-technical in nature, serving tertiary sector clients[1446].

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[1444]Directorate of Technical Education, Madhya Pradesh
[1445]Directorate of Technical Education, Madhya Pradesh
[1446] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

Total number of youth registered with employment exchange is 27,772 out of which 23,824 are skilled. Around 1,540 students were placed through job fairs in 2011[1447].Details of job fair statistics are provided in the table.

| Company[1448] | Job Role | Number of Candidates Selected |
|---|---|---|
| Navkisaan Bioplant Ltd, Jabalpur | Sales Executive | 93 |
| Anant Spinning Pvt Ltd, Mandideep | Operator Trainee | 39 |
| National Environment & Urban Development Trust, Damoh | Security Guard/Supervisor | 200 |
| Adico Pvt India Ltd, Bhopal | Mechanic/Operator | 23 |
| Apollo Tyres, Bandogra | Mechanic | 19 |
| Shivshakti Bioplant Unit, Sagar | Sales Executive | 320 |
| Shivshakti Bioplant Unit, Jabalpur | Sales Executive | 60 |
| Prathiba Syntex Pvt Ltd, Dhar | Operator Trainee | 75 |
| Reliance Life Insurance, Damoh | Asst Manager/Manager | 250 |
| Navkisan Bioplant, Bilaspur | Sales Executive | 30 |
| Vardhaman Fabrics Pvt Ltd, Budhani | Machine Operator | 54 |
| Pioneer India Pvt Ltd, Ahmedabad | Security Guard/Supervisor | 200 |
| SES, Delhi | Security Guard/Supervisor | 45 |
| Vardhaman Yarn Pvt Ltd, Mandideep | Machine Operator | 45 |
| Spentex India Ltd, Indore | Machine Operator | 41 |
| S.T.I. Pvt India Ltd, Indore | Machine Operator | 13 |
| Life India Insurance, Damoh | Sales Advisor | 22 |
| Apollo Tyer Ltd, Madhya Pradesh | Electricals Trainee | 11 |

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[1447] District Employment Exchange Data
[1448] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

### 15.35.4.2  Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 19,652 people in secondary and tertiary services, and 29,442[1449] people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 46 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 34,600 manpower without government funded training.

**Physical Target 2012-17**
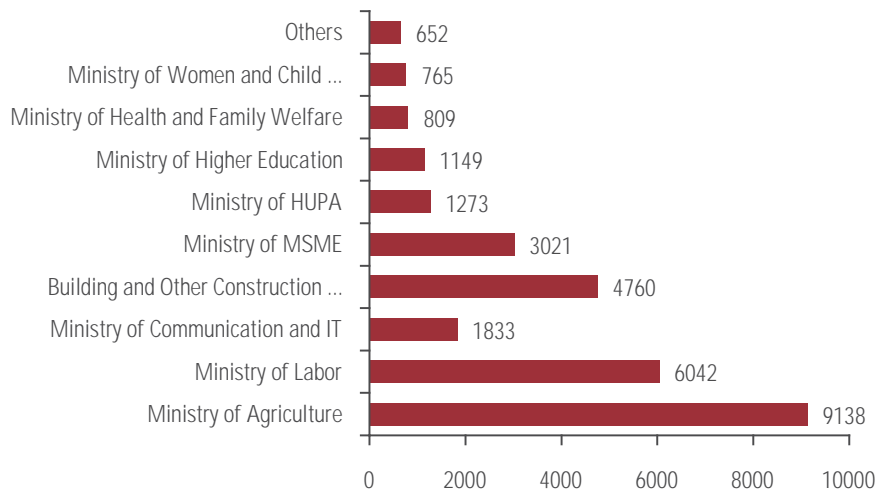


### 15.35.5  District Specific Recommendations

Damoh, has an skewed economy with Primary and Tertiary sectors playing a higher role than the Secondary Sector. Formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district, is about 14,600 people in the formal segment over the next five years.

 Significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Balanced Economy with high proportion of informal employment
- Retail, Construction, Banking and Financial Services, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by mineral processing industry
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

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[1449] KPMG Analysis

Based on interaction with industries, Damoh is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities.

Considering these factors, the proposed action plan for stakeholders in skill development in Damoh district would comprise of the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Security Services**<br>  o **Sales & Marketing Executives** |
| Government | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Informal sector of Transportation and Logistics**<br>  o **Informal sector of Healthcare**<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Wooden and Bamboo Furniture Cluster** – Due to presence of forest area within Damoh District<br>  o **Wooden Handicrafts Cluster** – Due to presence of forest area within Damoh District<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Fruit Cultivation-** Mandarin, Acidlime, Mosambi, Aonla, Pomegranate, Mango, Ber, Chiku and Papaya<br>  o **Spices & Condiments Cultivation -** Ajwain, Turmeric, Chillies and Coriander<br>  o **Vegetable Cultivation**<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| Private Skill Training Providers | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o **Security services**<br>  o **Sales & Marketing Executives**<br>· Assessment of training provided by government departments in sectors of Retail, |

| | |
|---|---|
| | Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o **Construction**<br>   o **Security Services**<br>   o **Sales & Marketing**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.36    Skill Gap Assessment of Katni District

### 15.36.1   Social Profile

#### 15.36.1.1   Demographics

Katni district is divided into 6 administrative blocks with Katni town as the administrative headquarters. As of 2011, Katni has a population of 12.91 lakhs,a with significantly high proportion of the population living in rural areas (79.6 percentage)[1450]. Katni is a densly populated district with a population density of 261 people per square km, in comparison to state average of 236[1451].

Gender ratio of the district standing at 948 females per 1,000 male population, is significantly higher than the state average of 930 females per 1,000 males. Also, gender ratio among 0 to 6 years population standing at 934 girls per 1000 boys is higher than the state average of 912 girls per 1000 boys[1452].

District has a comparable proportion of backward caste population to that of the state, with Scheduled Castes & Scheduled Tribes accounting for 11.48 percent[1453] and 23.07 percent of the total population respectively[1454].

#### 15.36.1.2   Literacy

As, per the census of 2011, Katni has a comparatively higher literacy rate (73.62 percent) than the state average (70.06 percent). Gender disparity in literacy rate is significant with male literacy rate at 84.21 percent and female literacy rate at 62.47 percent[1455].

The district has a total of 1324 primary schools, 516 middle schools, 74high schools and 45higher secondary schools[1456]. The number of enrollments in class VIII when compared to class I, is significantly low in Katni. Government and private schools play almost an equal role in Katni,and the percentage of students enrolled in government schools are 56.18 percent[1457].

The transition rate from primary to upper primary (65.47 percent) is similar to the transition rate from upper primary to secondary (64.71 percent)[1458]. Further, current enrollments in higher secondary education is only 4,381 (Class XI) in comparison to secondary enrollments of 21,489 (Class IX) highlughting the need to enhance secondary and higher secondary capacities to cope up with increasing demand[1459].

| District | Madhya Pradesh | Katni |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,291,684 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 21.4% |
| **Population Density Per Sq.km(2011)** | 236 | 261 |

[1450] Census of India, 2011
[1451] Census of India, 2011
[1452] Census of India, 2011
[1453] Census of India, 2001
[1454] Census of India, 2001
[1455] Census of India, 2011
[1456]Madhya Pradesh State Education Portal
[1457]MP Education Portal
[1458] www.educationportal.mp.gov.in
[1459] www.educationportal.mp.gov.in

| | | |
|---|---|---|
| Level of Urbanization(2011) | 27.6% | 20.4% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 948 |
| Proportion of ST Population(2001) | 20.3% | 23.1% |
| Literacy Rate(2011) | 70.6% | 73.6% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 21.7% |
| Number of Literates(2011) | 43,827,193 | 812,195 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 264,184 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.14 |
| Contribution to State Economy(2008-09) | - | 1.68% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 24,144 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 18.7% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 26.7% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 54.6% |

## 15.36.2  District Economy

The economy of Katni district has grown at a CAGR of 11.73 percent in the period from 2003 to 2009[1460]. The growth rate of the secondary sector has been the maximum at 21.47 percent in the period from 2007 to 2009[1461]. Following this,has been the tertiary sector, with a growth rate of 16.79 percent[1462].

The agriculture sector has been the slowest growing sector with the growth rate of 5.55 percent[1463]. The district of Katni is rich in natural resources, especially marble mines. Along with marble, Katni is also rich in bauxite and iron ore.

The primary sector is constituted with Agriculture, playing a major role with 67.1 percent, followed by Mining and Quarrying at 20.63 percent, forestry and lodging at 9.32 percent and fishing at 2.87 percent contribution[1464].

The Gross District Domestic Product shows the maximum contribution by the Tertiary Sector over the past decade.

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[1460]Madhya Pradesh, Annual Economic Survey
[1461]Madhya Pradesh, Annual Economic Survey
[1462]Madhya Pradesh, Annual Economic Survey
[1463]Madhya Pradesh, Annual Economic Survey
[1464]Madhya Pradesh, Annual Economic Survey
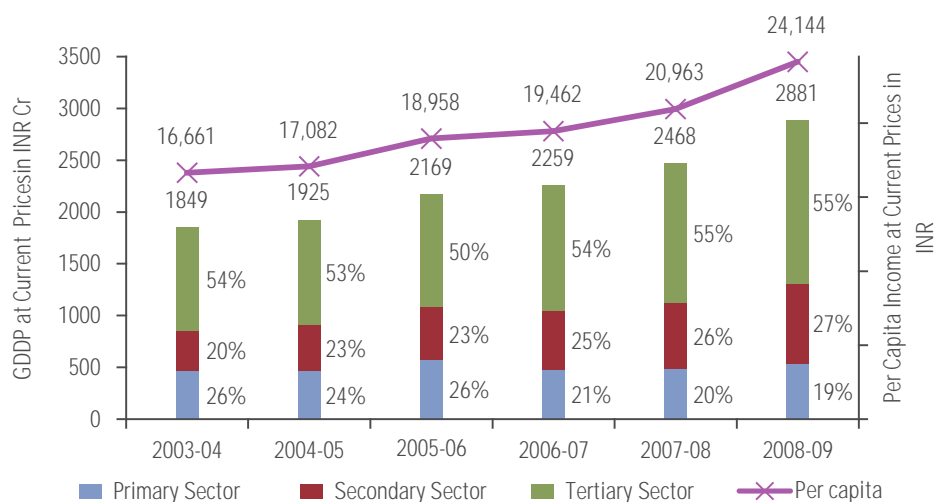
**Katni Economic Growth**



Fig: GDDP of Katni District[1465]

The primary sector hasn't shown good progress compared to the secondary and tertiary sectors of the district as there were more industries and service based companies opening up. This is mainly due to Katni being a well connected district with both roadways and railways. It's an important junction where the eastern railways and central railways meet.

The per capita income of Katni is Rs. 24,144, which is below the state average of Rs. 25,175. The per capita income has been growing at a CAGR of 11.38 percent during the period from 2003 to 2009[1466].

### 15.36.2.1 Agriculture and allied sectors

The total contribution of the primary sector to the GDDP has been 42,794[1467] lakhs in 2008-09.

The percentage irrigated area of the land under cultivation is 34.16 percent, and it increased by 4.36 percent during the period 2005-09[1468]. The percentage area under cultivation is 39.15 percent, and has seen a small decrease of 0.91 percent during the period 2005-09[1469]. There has been a significant increase in dual cropped land, as it increased from 30.95 percent in 2005-06 to 33.75 percent in 2008-09[1470].

The main crops of the Katni district are paddy, wheat, gram and pulses. Amongst cash crops, vegetables are grown and sent to the nearby markets of Satna and Umaria districts. There is a good market of cereals and other agro-based product in Katni.

Krishi Upaz Mandi Katni has been given the status of A class mandi in India. The major soil type is mixed-red and black soil. Ground water has an important role in irrigation in the district.

During the period of June 2011 to September 2011, the rainfall received in Katni district was 745.5mm, which is 27 percent less than the average expected rainfall of 1022.3mm[1471]. The last time Katni was hit by a drought, was in 2006.

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[1465]Madhya Pradesh, Annual Economic Survey
[1466]Madhya Pradesh, Annual Economic Survey
[1467] Census of India, 2011
[1468]District Statistical Handbook
[1469]District Statistical Handbook
[1470]District Statistical Handbook
[1471]http://www.sopa.org

The GDDP of Agriculture sector in 2008-09 was 36,219 lakhs and that of forestry and logging was 5,026 lakhs. The contribution of fishing to GDDP was 1,549 lakhs[1472].

Katni district has 34,593 hectares (14 percent) of land under cultivation, 71,155 hectares (20 percent) of land under forest cover and 8 percent land is cultivable waste land.

In the Horticulture sector, Katni district's soil and rainfall is suitable for cultivation of fruit crops like Mango, Guava, Jack-fruit, Custard apple, Jamun and Chironji and also cultivation of vegetables like sweet Potato and Green peas, spices like Chilli and Coriander.

## 14.3.2.2 Industrial Sector

The industrial sector of Katni is a growing sector with a GDDP contribution of 1,27,844 lakhs[1473] in 2008-09. The sector gets a boost from the rich natural reserves of the district in marble, iron ore and bauxite.

The contribution of manufacturing sector has been 39,861 lakhs and that of mining and quarrying has been 11,124 lakhs. The share of construction sector has been 34,604 lakhs[1474].

Katni is also known as city of lime so many types of minerals are available in Katni. This also attracts a lot of Mining and quarrying activity in the district. The following are the main minerals found in various blocks of Katni[1475]:

**Mudwara**: Lime stone, dolomite, bauxite, latrite, clay, fire clay, soapstone, quartz, batrize, colsite, etc.

**Vijayraghavgarh**: Lime stone, dolomite, fireclay, latrite

**Bahoriband:**Dolomite, boxide, latrite, fire clay, and marble floor stones

**Dheemarkheda**: Dolomite, bauxite, latrite, fire clay, soapstone, iron ore, etc.

Katni district also has a Stone park, which is cluster of industries working in the field of minerals. In Katni district, 52 industries have been given mining lease for Dolomite ground marble. ASID scheme of Government of India has approved a funding of Rs. 3.26Corers, and MP industries Development Corporation has been appointed as the agency to develop the infrastructure for the Stone Park[1476].

The key large scale industries in Katni are from the cement manufacturing sector. "Kymore Cement Works" invested Rs. 665Crores and employed over 1,000 workers[1477]. "ACC Cement" invested Rs. 53Crores employing 500 workers. From the drug & pharmaceutical sector, "Dabur India Ltd."Has invested Rs. 10.2Crores[1478].In the Marble & Granite sector, "Ojaswi Marbles & Granites Pvt. Ltd. Invested Rs. 7.8Crores and employs around 200 workers[1479].

The small-scale industries of the Katni district, have shown an uneven trend of investment and employment in recent years.

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[1472]Madhya Pradesh, Annual Economic Survey
[1473]Madhya Pradesh, Annual Economic Survey
[1474]Madhya Pradesh, Annual Economic Survey
[1475]District Statistical Handbook
[1476]District Industries Department
[1477]District Industries Department
[1478]District Industries Department
[1479]District Industries Department

**LMI Investment (in Lakhs) - Katni**

| Category | Value |
|---|---|
| Drugs & Pharmaceuticals | 1028.59 |
| Agro Based | 1587 |
| Electrical Engg. Based Industries | 18600 |
| Non-Metalic Minerals | 55465.52 |
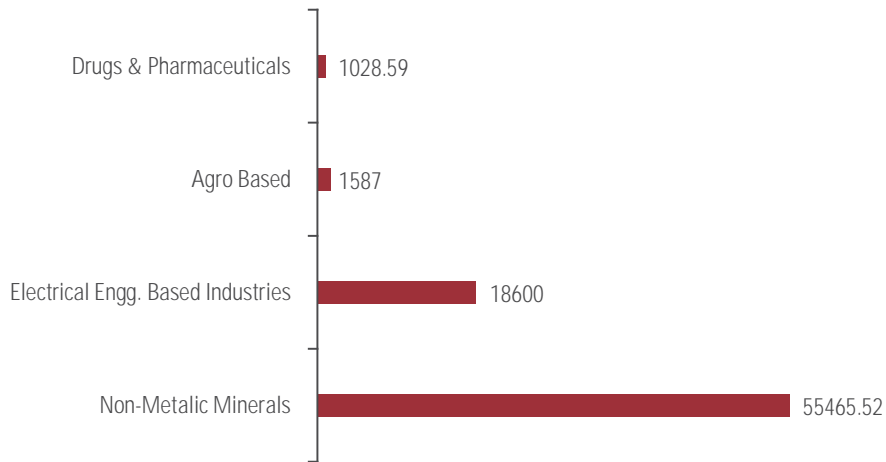
A brief record of investment made by large and medium scale industries in Katni District is given here

**Growth of SSIs in Katni**
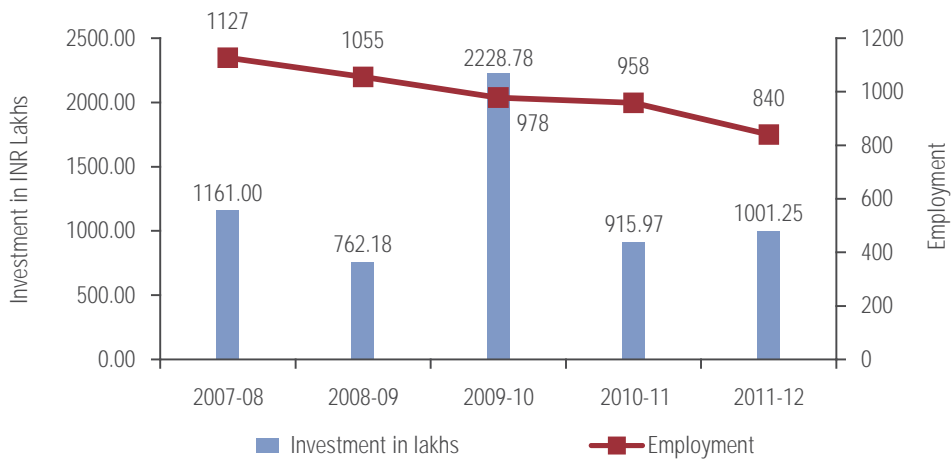


Table: SSI Investment over the years[1480].

Manufacture of Roofing Tiles, Red Brick, Hydrated Lime, Asbestos Cement Sheets, Beedi, Agarbatti etc. account for most of the small scale industry production.

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[1480]Madhya Pradesh, Annual Economic Survey

### 15.36.2.2 Service Sector

Services sector has been the driver of the district economy with contribution of about 45 percent to GDDP. The sector grew at 16.79[1481] percent between 2007-09, driven by business services, financial services,hospitality, retail and healthcare segments.

Trade Hotels and Restaurants, which are mostly unorganized, account for 15.97 percent of the GDDP. In the financial services space,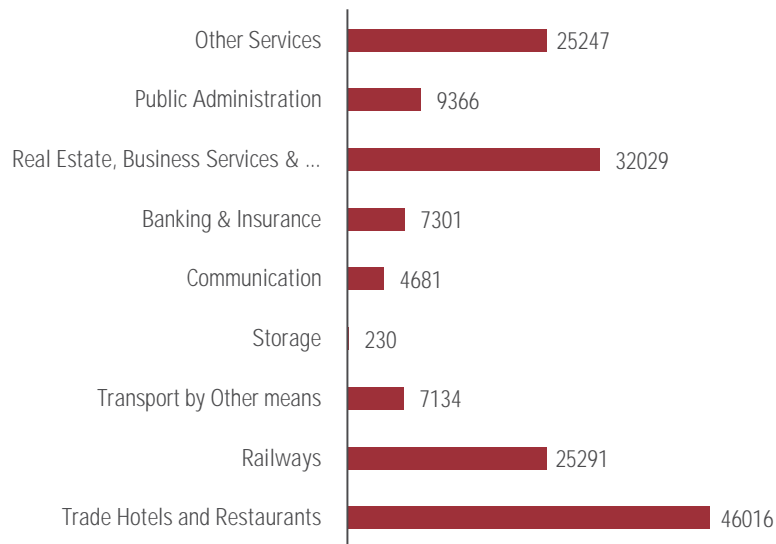 between 2006-07 to 2010-11 bank branches in the district have increased from 61 to 75, also recording a 31.74 percent compounded growth in deposits to Rs. 2,067 Crores[1482]. High growth rate in bank deposits, is expected to further the growth of NBFCs in the district.

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**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 25247 |
| Public Administration | 9366 |
| Real Estate, Business Services & ... | 32029 |
| Banking & Insurance | 7301 |
| Communication | 4681 |
| Storage | 230 |
| Transport by Other means | 7134 |
| Railways | 25291 |
| Trade Hotels and Restaurants | 46016 |

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The district has 17 Primary Health Centers and availability per lakh population is 1.32 and 160 Secondary Health Centers, and availability per lakh people is 12.39[1483].

The district is well connected by a busy railway line. This rail line connects Katni to Rewa, Damoh, Satna, Bhopal, Umaria, Shahdol, Anuppur etc. Also Katni is an important junction where the eastern rail network connects with the central rail network.

Katni is also connected by the State Highway MP SH 10. The nearest big towns to Katni are Bhopal (290 Km) and Jabalpur (47 Km). Tourists come to katni to move towards Umaria due to the presence of the famous Bandhavgarh National Park in Umaria district. This is only 90km away from Katni.

### 15.36.3 Workforce Distribution in the district

### 15.36.3.1 Current Employment Scenario in Katni

The worker's participation rate stands at 41.7%, and is relatively lower than the state average of 42.7%[1484]. Among workers, employment share of cultivators is 36.4 percent, and agricultural labourers at 19.8%[1485]. 20.2% of the workers

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[1481]Madhya Pradesh, Annual Economic Survey
[1482] RBI Statistics
[1483] http://www.mp.gov.in/health/

are employed by household manufacturing industries,which indicates a very low employment generation through industries and services sector, in line with economic activity in the district.

In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by migrating to other industrial clusters in surrounding districts.

The migration of labour from Katni is primarily to areas such as Bhopal, Satna, Rewa and Jabalpur. Availability of passenger trains at regular intervals allows people to work in other districts while continuing living in Katni.

### 15.36.3.2  Estimation of Manpower Supply in the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data, along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during  2012-22 |
|----------|-------------------|------------------------------|---------------------|-------------------|-------------------------------------|
| Katni    | 1564459           | 985609                       | 554641              | 517189            | 212846                              |

Labour force measured from the population employed, is expected to reach 5.54 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of the industry creating the employment.

### 15.36.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | 2017-22 |
|--------|---------|---------|

[1484] Census, 2001
[1485] Census, 2001

| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
|---|---|---|---|---|---|---|
| Agriculture&Allied Activities | NA | NA | 6284 | NA | NA | 5349 |
| Pharma & Medicinal Products | 2 | 20 | 9 | 1 | 18 | 8 |
| Food Processing | 2 | 9 | 33 | 2 | 8 | 29 |
| Chemical & Chemical Products | 0 | 3 | 5 | 0 | 3 | 5 |
| Construction Based Material | 1 | 9 | 14 | 1 | 8 | 12 |
| Mineral Processing | 149 | 1323 | 1510 | 129 | 1149 | 1311 |
| Manufacturing of Electrical Products | 45 | 537 | 312 | 39 | 464 | 273 |
| Construction | 633 | 1596 | 10437 | 564 | 1421 | 9292 |
| IT&ITES | 16 | 300 | NA | 21 | 393 | NA |
| Healthcare | 73 | 1381 | NA | 114 | 2169 | NA |
| Transportations and Logistics | 820 | 1961 | 13610 | 937 | 2242 | 15560 |
| Retail | 952 | 2407 | 15677 | 788 | 1992 | 12971 |
| Hospitality | 177 | 888 | 2466 | 146 | 735 | 2041 |
| Communication | 217 | 1222 | 2904 | 260 | 1310 | 3630 |
| Banking and Financial Services | 250 | 518 | 4225 | 262 | 544 | 4430 |
| Education and Training | 136 | 2471 | 116 | 139 | 2503 | 131 |

As per the estimates, the district is expected to witness an incremental employment of 1.49 lakhs against the addition of 2.11 lakhs to the labour force. Low growth of employment opportunities within the district, and willingness of district youth for employment realted migration, would provide opportunities for sourcing trained youth to locations like Bhopal, Satna, Rewa and Jabalpur. Among the potential employment generating sectors in the district Construction and Real Estate, Un-Organized Retail, Transportation & Logistics and Mineral Procesing Industries are prominent.

### 15.36.4 Human Resource Development Scenario in the District

### 15.36.4.1 Current State of Workforce Development

District of Katni has significant technical training infrastructure with 11 ITI/ITCs and one polytechnic college.

| Human Resource Development Institutions in Katni[1486] | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic | 1 | 120 |
| ITI/ITC | 11 | 352 |

Katni district doesn't have any Engineering, Pharmacy or Medical colleges. Due to which students have to migrate to other districts and states in order to study further.

District Employment Exchanges haven't been very successful in organizing private job fairs. Only 235 jobs were offered in the last year and focus of roles offered was predominantly non-technical in nature, serving tertiary sector clients[1487]. The companies hiring were mostly based out of Jabalpur, Mandideep, Bilaspur and Varnasi.

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Alin Electronics Ltd, Gaziabad | Product Assembly Worker | 36 |
| TCI Varansai | Trainee | 44 |
| Shivshakti Bioplant Unit, Bilaspur | Sales Executive | 83 |
| Apollo Tyres, Badodra | Training Operating officer | 19 |
| State Army | Soldier/Blacksmith/ Cook/Housekeeper | 35 |
| Shivshakti Bioplant Unit, Jabalpur | Sales and marketing Executive | 135 |
| Anant Spinning Pvt Ltd, Mandideep | Machine operator | 100 |

The total number of youth registered with employment exchange is 23,578 out of which 21,07,31488 were skilled.

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[1486]Directorate of Technical Education, Madhya Pradesh
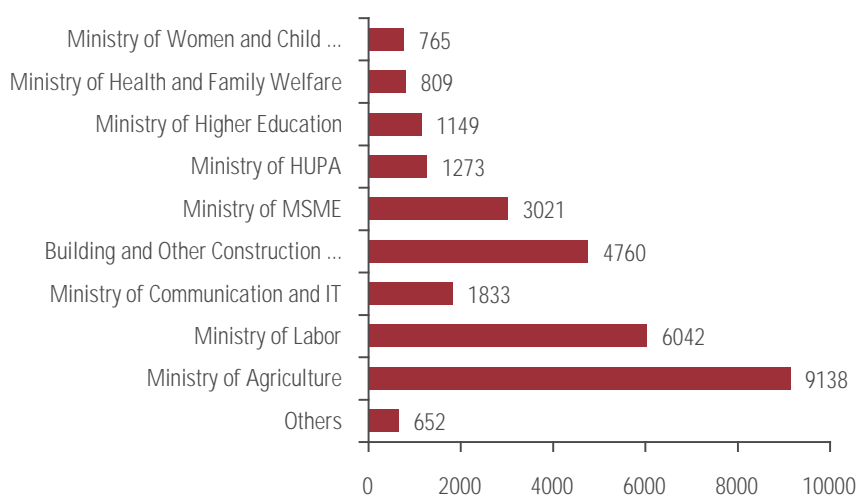[1487] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

### 15.36.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 30,200 people in secondary and tertiary services and 34,231[1489] people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 47.15 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 38,400 manpower without government funded training.

**Physical Target 2012-17**

| Ministry | Value |
|---|---|
| Ministry of Women and Child ... | 765 |
| Ministry of Health and Family Welfare | 809 |
| Ministry of Higher Education | 1149 |
| Ministry of HUPA | 1273 |
| Ministry of MSME | 3021 |
| Building and Other Construction ... | 4760 |
| Ministry of Communication and IT | 1833 |
| Ministry of Labor | 6042 |
| Ministry of Agriculture | 9138 |
| Others | 652 |

### 15.36.5 District Specific Recommendations

Katni has anskewed economy with Tertiary sector playing a greater role than the Primary and Secondary Sectors. However formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 18,450 people in formal segment over the next five years.

Significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to the skill ecosystem in the district.

- Tertiary Sector based economy with high proportion of informal employment
- Retail, Construction, Banking and Financial Services, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by mineral processing industry
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

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[1488] District Employment Exchange Data
[1489] KPMG Analysis

Based on interaction with industries, Katni is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities.

However, there is scope for training in stone processing, as Katni has extensive minerals and stone deposits, which can be utilized better if manpower is skilled in trades of these industries.

Considering these factors, the proposed action plan for stakeholders in skill development in Katni district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o **Security Services**<br>   o **Sales & Marketing Executives**<br>   o **Mechanics & Technicians**<br>   o **Marble Grinding and Stone Sculpturing** |
| Government | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o **Informal segment of Construction Sector**<br>   o **Informal segment of Retail Sector**<br>   o **Informal sector of Transportation and Logistics**<br>   o **Informal sector of Healthcare**<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o **Cement Manufacturing Cluster** – Due to the presence of a few cement plants in the District.<br>   o **Telecom Equipment Manufacturing Cluster** – Due to the presence of telecom companies within Katni District<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o **Dairy farming**<br>   o **Livestock Rearing – Piggery, Goatery, Poultry**<br>   o **Fruit Cultivation-** Mango, Guava, Jack-fruit, Custard apple,<br>   o Jamun and Chironji<br>   o **Spices & Condiments Cultivation -** Chillies and Coriander<br>   o **Vegetable Cultivation** – Sweet Potatoes, Green Peas<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| Private Skill Training Providers | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o **Security services** |

| | |
|---|---|
| | <ul><li>    o  **Sales & Marketing Executives**</li><li>    o  **Mechanics & Technicians**</li><li>    o  **Marble Grinding and Stone Sculpturing**</li><li>Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics</li><li>Bridging basic skills of communication and numeracy</li></ul> |
| **Industry** | <ul><li>Provide training for skills in those sector where the requirement for absorption within industry is higher such as<ul><li>  o  **Construction**</li><li>  o  **Security Services**</li><li>  o  **Sales & Marketing**</li></ul></li><li>Initiate and support modular employability skill training in collaboration with private players/Government</li><li>To create placement linkage opportunities in training institutions</li></ul> |

## 15.37 Skill Gap Assessment of Panna District

### 15.37.1 Social Profile

### 15.37.1.1 Demographics

Panna district is divided into 5 administrative blocks with Panna town as the administrative headquarters. As of 2011, Panna has a population of 10.16 lakhs with significantly high proportion of the population living in rural areas (87.7 percentage)[1490]. Panna is a sparsely populated district with a population density of 142 people per square km in comparison to state average of 2361491.

Gender ratio of the district standing at 907 females per 1000 male population, is significantly lower than the state average of 930 females per 1000 males. However, gender ratio among 0 to 6 years population standing at 910 girls per 1000 boys, is similar to the state average of 912 girls per 1000 boys[1492].

The district has a proportion of backward caste population comparable to that of the state, with Scheduled Castes & Scheduled Tribes accounting for 20 percent[1493] and 15.39 percent of the total population respectively[1494].

### 15.37.1.2 Literacy

As, per the census of 2011, Panna has a comparatively lower literacy rate (66.08 percent) than the state average (70.06 percent). Gender disparity in literacy rate is significant with male literacy rate at 75.63 percent and the female literacy rate at 55.55 percent[1495].

District has a total of 1,622 primary schools, 663 middle schools, 62 high schools, and 45 higher secondary schools[1496].

Penetration of private players in school education is low, with government schools accounting for 80.80 percent enrollments[1497].

The transition rate from primary to upper primary (70.92 percent) is significantly higher than the transition rate from upper primary to secondary (61.81 percent)[1498]. Further, current enrollments in higher secondary education is only 7,355 (Class XI) in comparison to secondary enrollments of 16,195(Class IX) indicating the need to enhance secondary and higher secondary schooling capacity to cope with increasing demand.

| District | Madhya Pradesh | Panna |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,016,028 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 18.6% |
| **Population Density Per Sq.km(2011)** | 236 | 142 |
| **Level of Urbanization(2011)** | 27.6% | 12.3% |

[1490] Census of India, 2011
[1491] Census of India, 2011
[1492] Census of India, 2011
[1493] Census of India, 2001
[1494] Census of India, 2001
[1495] Census of India, 2011
[1496] www.educationportal.mp.gov.in
[1497] www.educationportal.mp.gov.in
[1498] www.educationportal.mp.gov.in

| | | |
|---|---|---|
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 907 |
| Proportion of ST Population(2001) | 20.3% | 15.4% |
| Literacy Rate(2011) | 70.6% | 66.1% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 20.1% |
| Number of Literates(2011) | 43,827,193 | 565,120 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 229,782 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.15 |
| Contribution to State Economy(2008-09) | - | 0.93% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 16,177 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 40.9% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 21.2% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 37.9% |

### 15.37.2 District Economy

The economy of Panna has been growing at a CAGR of 8.04 percent in the period from 2003 to 2009[1499]. The CAGR of the secondary sector has been the maximum, at 19.10 percent, in the period from 2003 to 2009[1500]. Following it has been the tertiary sector with the CAGR of 13.28 percent[1501]. The agriculture sector has been the slowest growing sector with the CAGR of 0.65 percent[1502].

Panna is one of the most important Diamond mining centers in India. A large group of diamond deposits extends North-East on a branch of the Vindhya Range for 240 km, and is known as the Panna group.

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[1499]Madhya Pradesh, Annual Economic Survey
[1500]Madhya Pradesh, Annual Economic Survey
[1501]Madhya Pradesh, Annual Economic Survey
[1502]Madhya Pradesh, Annual Economic Survey
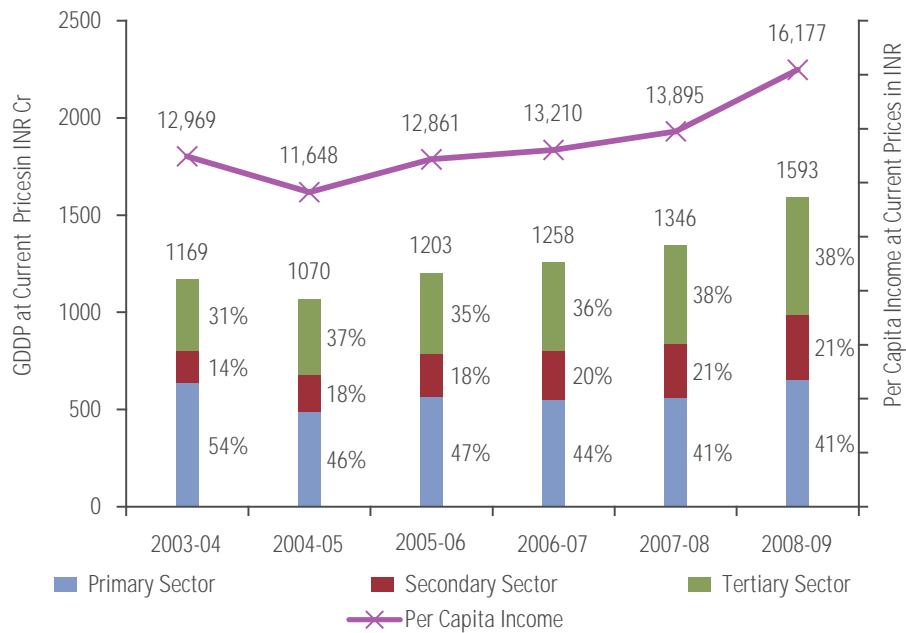
**Panna Economic Growth**



Fig: GDDP of Panna District[1503]

The per capita income of Panna is Rs. 16,177 which is below the state average of Rs. 25,175. The per capita income has been growing at a CAGR of 5.68 percent during the period 2003 to 2009[1504].

Diamond mines in Panna are managed under the Diamond Mining Project of National Mineral Development Corporation (NMDC Ltd) of Government of India. In other mines every year, the land is leased to prospective miners by the government agency. The diamonds unearthed are all collected by the district magistrate of Panna and are auctioned in the month of January.

The Gross District Domestic Product shows the maximum contribution by the Primary Sector over the past decade.

### 15.37.2.1 Agriculture and allied sectorS

The total contribution of the primary sector to the GDDP has been 651[1505] crores in 2008-09. It grew at 0.65 percent CAGR in the period 2003 to 2009. This sector has the maximum contribution in the GDDP.

The main crops of the Panna district are wheat and Rice. The major soil type is black soil. Ground water has an important role in irrigation in the district.

During the period of June 2011 to September 2011, the average rainfall received by Panna district was 1125mm, which was 10 percent more than the average expected rainfall of 944mm[1506].

The percentage irrigated area of the land under cultivation, is 35.5%. The percentage area under cultivation is 32.4%[1507]. There has been almost no change in percentage of double cropped land and it has remained at 17.9% during the period from 2008 to 2009[1508].

[1503]Madhya Pradesh, Annual Economic Survey
[1504]Madhya Pradesh, Annual Economic Survey
[1505] Census of India, 2011
[1506]http://www.sopa.org
[1507]District Statistical Handbook

The GDDP of Agriculture sector in 2008-09 was INR 58,668 lakhs and that of forestry and logging was INR 3,521 lakhs. The contribution of fishing to GDDP was INR 707 lakhs[1509].

In the Horticulture sector, Panna district's soil and rainfall is suitable for cultivation of fruit crops like Santra, Mosambi, Acidlime, Aonla, Mango, Chiku and Karonda and also cultivation of vegetables like Dioscoria and Colocasia, and spices like Giner and Turmeric.

In the Sericulture sector, Panna has Mulberry plantations which are suitable for sericulture. Mulberry plantation is done under the Silk project Raipura,spread over 140 Hectares of land.

Another important attraction of Panna is the Panna National Park. It is one of the major tiger reserves of the country. The national park has been a major tourist attraction of the state and boasts of a very efficient management team.

Panna Tiger Reserve is just 25 km from Khajuraho. Cheetal, Sambar, Nilgai, Chinkara, Chowsingha, Langoor, Wildboar, Jackal, are some of the important animals found in the Panna National Park. Gorges and falls along the course of the Ken river are major tourist attractions in the district. Dynamic dry deciduous forest undergoes dramatic change from lush green in monsoon to desolate dry grey in summer. Relics of Gondwana period (rule of the tribal people of Central India) are scattered all over the Reserve. Besides the wildlife watchers (around 9,000 annually), Panna gets visitors (around 35,000 annually) who exclusively visit the famous Pandav Fall.

### 15.37.2.2   Industrial Sector

The industrial sector of Panna is a growing sector with a GDDP contribution of 338 crores[1510] in 2008-09. The secondary sector in Panna district grew at a CAGR of 19.10% during the period 2003 to 2009.

The contribution of manufacturing sector has been INR 14,699 lakhs, and that of mining and quarrying has been INR 2,247 lakhs. The share of construction sector has been INR 15,977 lakhs[1511].

Chemical & Chemical products constitute the only investments made in Panna district. This is due to the presence of a flourishing diamond industry in the district.

The small-scale industries of the Panna district have shown an uneven trend of investment and employment in recent years.

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[1508]District Statistical Handbook
[1509]Madhya Pradesh, Annual Economic Survey
[1510]Madhya Pradesh, Annual Economic Survey
[1511]Madhya Pradesh, Annual Economic Survey
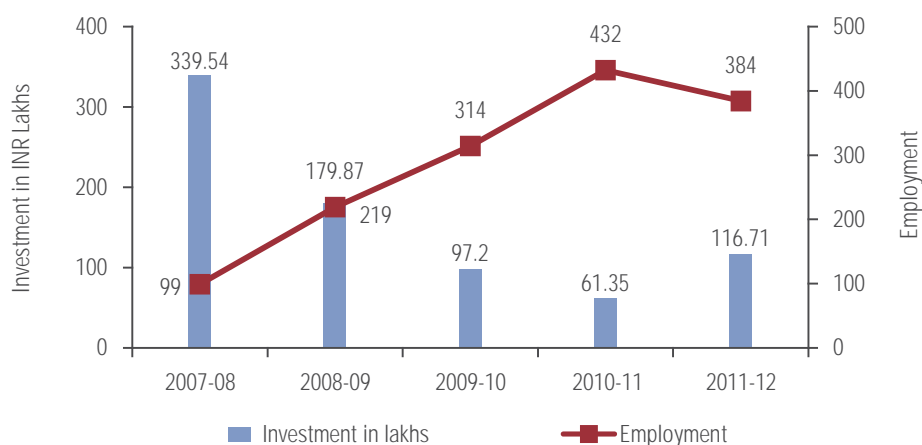
**Growth of SSIs in Panna**



Table: SSI Investment over the years[1512].

The state of industries in Panna is not very vibrant, with very low GDDP of this sector and a very low investment in the region. The major reason attributed is the large protected forest area with Panna National Park in the area. Also, the proximity with the Khajurao Caves limits the industrial activity in the area.

### 15.37.2.3 Service Sector

Services sector has been the most important after the agricultural sector. The sector grew at 13.28[1513] percent between 2003-09, driven by hospitality, public administration and other services.

Trade Hotels and Restaurants, which are mostly unorganized, account for 35.24 percent percent of the GDDP. In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 37 to 40, also recording a 30.96 percent compounded growth in deposits to Rs. 956 Crores[1514]. High growth rate in bank deposits is expected to further the growth of NBFCs in the district.

The district has 15 Primary Health Centers (availability per lakh population is 1.48) and 139 Secondary Health Centers (availability per lakh people is 13.68)[1515]. The availability per lakh population is comparitively higher than the surrounding districts.

Also, the district is well connected by a busy railway line connecting Shahdol, Katni, Damoh, Satna & Bhopal with Panna district. Panna is also connected by the roads such as the NH 75. The nearest big towns to Panna are Allahbad in UP (185 Km) and Jabalpur (174 Km).
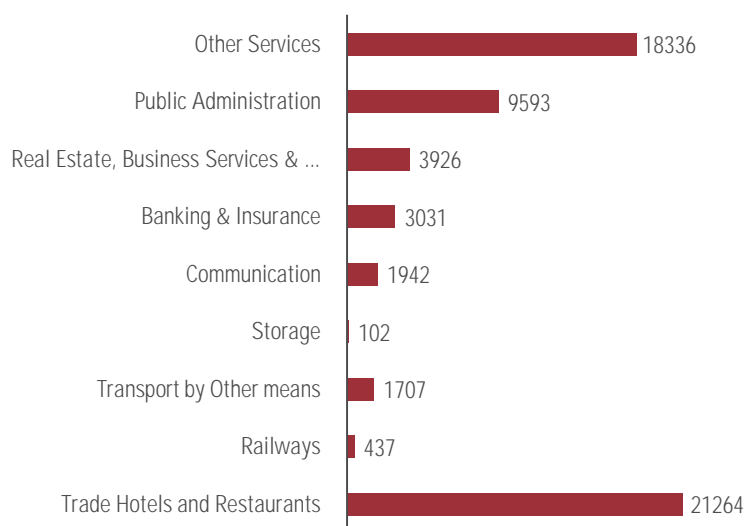
[1512]Madhya Pradesh, Annual Economic Survey
[1513]Madhya Pradesh, Annual Economic Survey
[1514] RBI Statistics
[1515] http://www.mp.gov.in/health/

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 18336 |
| Public Administration | 9593 |
| Real Estate, Business Services & ... | 3926 |
| Banking & Insurance | 3031 |
| Communication | 1942 |
| Storage | 102 |
| Transport by Other means | 1707 |
| Railways | 437 |
| Trade Hotels and Restaurants | 21264 |

### 15.37.3 Workforce Distribution in the district

### 15.37.3.1 Current Employment Scenario in Panna

The worker's participation rate stands at 43.6% and is relatively higher than the state average of 42.7%[1516]. Among workers, employment share of cultivators is 53.9% and that of agricultural labourers is 21.5%[1517]. 3.5% of the workers are employed by household manufacturing industries,which indicates a low employment generation through industries and services sector in line with economic activity in the district[1518].

In the skilled and semi-skilled youth category, migration occurs either because suitable education opportunities do not exist in the home district, or because the youth see brighter employment prospects by migrating to other industrial clusters in surrounding districts.

The migration of labour from Panna is primarily to areas such as Bhopal, Satna, Sidhi, Rewa and Jabalpur. However migration from or to Panna is a fairly difficult task for/to districts more than 100km away due to lack of Railway connectivity.People also prefer to work in places like Gurgaon, Noida, Mumbai, Nasik, Kanpur & Lucknow as there are no significant employment avenues in Panna.

### 15.37.3.2 Estimation of Manpower Supply of the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Panna | 1138776 | 717429 | 456154 | 425353 | 109015 |

[1516] Census, 2001
[1517] Census, 2001
[1518] Census, 2001

Availability of working age population measured from the 15-59 age group population is estimated to grow by 1.09 lakhs during 2012-22. Labour force measured from the population employed, is expected to reach 4.56 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

### 15.37.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 6551 | NA | NA | 5577 |
| Rubber and plastics products | 1 | 8 | 8 | 1 | 7 | 7 |
| Food Processing | 1 | 2 | 8 | 1 | 2 | 7 |
| Fabrication | 5 | 43 | 44 | 4 | 37 | 38 |
| Paper & Paper Products | 1 | 10 | 11 | 1 | 9 | 10 |
| Chemical & Chemical Products | 138 | 988 | 1626 | 120 | 858 | 1412 |
| Construction Based Material | 11 | 77 | 126 | 9 | 67 | 110 |
| Construction | 292 | 737 | 4819 | 260 | 656 | 4290 |
| IT&ITES | 6 | 114 | NA | 8 | 150 | NA |
| Healthcare | 50 | 952 | NA | 78 | 1484 | NA |
| Transportations and Logistics | 58 | 138 | 955 | 66 | 157 | 1093 |
| Retail | 440 | 1112 | 7244 | 364 | 920 | 5994 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Hospitality** | 82 | 411 | 1140 | 68 | 340 | 943 |
| **Communication** | 90 | 507 | 1205 | 108 | 543 | 1506 |
| **Banking and Financial Services** | 104 | 215 | 1754 | 109 | 226 | 1839 |
| **Education and Training** | 108 | 1954 | 92 | 117 | 2114 | 110 |

As per the estimates, the district is expected to witness an incremental employment of 66,000 against the addition of 1.08 lakhs to the labour force. Low growth of employment opportunities within the district, and willingness of district youth for employment-realted migration, would provide opportunities for sourcing trained youth to locations like Bhopal, Satna, Sidhi, Rewa and Jabalpur. Among the potential employment-generating sectors in the district Construction and Real Estate, Un-Organized Retail is prominent.

### 15.37.4   Human Resource Development Scenario in the District

### 15.37.4.1   Current State of Workforce Development

District has significantly low training and education infrastructure. Further, the trades offered in the institutes have a low correlation to the local industry requirements. Details of technical institutes in the district are given in the table.

| Human Resource Development Institutions in Panna[1519] | | |
|---|---|---|
| **Program** | **Number of institutions** | **Intake** |
| Polytechnic Intake | 1 | 60 |
| ITI/ITC | 3 | 383 |

District Employment Exchanges have been successful in organizing private job fairs facilitating industrial recruitment. 251 jobs were offered and focus of roles offered was predominantly non-technical in nature, serving tertiary sector clients[1520].

| **Company** | **Job Role** | **Number of Candidates Selected** |
|---|---|---|
| Pearl Securities, Ahmedabad | Security Guard | 75 |
| Shri Ram & Ring Ltd, Pathreri | Workman Trainee | 53 |
| Vardhaman Fabrics, Budhani | Production Trainee | 51 |
| Shiv Shakti Bio Plant Ltd, Sagar | Salesman | 37 |
| Anant Spinnig mill, Mandideep | Trainee | 35 |

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[1519]Directorate of Technical Education, Madhya Pradesh
[1520] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

The other major recruiters, are from areas such as Madhya Pradesh, Sagar, Rajasthan and Ahmedabad. The popular Job Roles are Technical Trainee/Operator, Security Guard and Sales Executive.
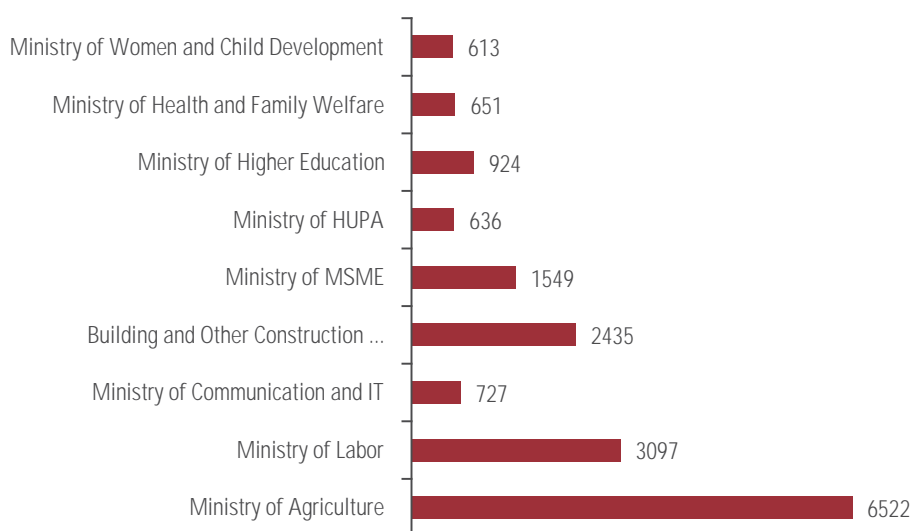
The total number of youth registered with employment exchange is 18,158, out of which 15,341[1521] are skilled.

### 15.37.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 11,100 people in secondary and tertiary services, and 17,600[1522] people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 56.9 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 13,300 manpower without government funded training.

**Physical Target 2012-17**

| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 613 |
| Ministry of Health and Family Welfare | 651 |
| Ministry of Higher Education | 924 |
| Ministry of HUPA | 636 |
| Ministry of MSME | 1549 |
| Building and Other Construction ... | 2435 |
| Ministry of Communication and IT | 727 |
| Ministry of Labor | 3097 |
| Ministry of Agriculture | 6522 |

### 15.37.5 District Specific Recommendations

Panna, has a skewed economy, with Primary sector playing a larger role than the Secondary and Tertiary Sectors. However, formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 8,750 people in the formal segment over the next five years.

Significant training through Government initiatives, is expected to be targeted towards Agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in the informal segment of the retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

·    Primary Sector based economy with high proportion of informal employment

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[1521] District Employment Exchange Data
[1522] KPMG Analysis

- Retail, Construction, Banking and Financial Services, Transportation and Logistics, Chemical and Chemical Products sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by Chemical and Chemical Products industry
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Panna is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state, for seeking better employment opportunities.

Considering these factors, the proposed action plan for stakeholders in skill development in Panna district,sould highlight the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br> o **Security Services**<br> o **Sales & Marketing Executives**<br> o **Mechanics & Technicians** |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br> o **Informal segment of Construction Sector**<br> o **Informal segment of Retail Sector**<br> o **Informal sector of Transportation and Logistics**<br> o **Informal sector of Healthcare**<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br> o **Diamond Mining and Processing Cluster** – Due to presence of rich diamond mines in the district<br> o **Eco Tourism Cluster** – Due to presence of Panna National Park in the district<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br> o **Dairy farming**<br> o **Livestock Rearing – Piggery, Goatery, Poultry**<br> o **Fruit Cultivation –** Santra, Mosambi, Acidlime, Aonla, Mango, Chiku and Karonda<br> o **Spices & Condiments Cultivation -** Giner and Turmeric<br> o **Vegetable Cultivation** – Dioscoria and Colocasia<br>- Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |

| | |
|---|---|
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br><br>   o **Security services**<br>   o **Sales & Marketing Executives**<br>   o **Mechanics & Technicians**<br><br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br><br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br><br>   o **Construction**<br>   o **Security Services**<br>   o **Sales & Marketing**<br><br>· Initiate and support modular employability skill training in collaboration with private players/Government<br><br>· To create placement linkage opportunities in training institutions |

## 15.38    Skill Gap Assessment of Rewa District

### 15.38.1   Social Profile

#### 15.38.1.1   Demographics

Rewa district is divided into 9 administrative blocks with Rewa town as the administrative headquarters. As of 2011, Rewa has a population of 23.63 lakhs, with significantly high proportion of the population living in rural areas (83.3%)[1523]. Rewa is a densly populated district with a population density of 372 people per square km, in comparison to state average of 236[1524].

Gender ratio of the district standing at 929 females per 1,000 male population is similar to the state average of 930 females per 1,000 males. However gender ratio among 0 to 6 years population standing at 883 girls per 1,000 boys is significantly lower than the state average of 912 girls per 1,000 boys[1525].

The district has a comparable proportion of backward caste population to that of the state with Scheduled Castes & Scheduled Tribes accounting for 15.57%[1526] and 12.87% of the total population respectively[1527].

#### 15.38.1.2   Literacy

As, per the census of 2011, Rewa has a literacy rate (69.2%) comparable to the state average (70.06%). Gender disparity in the literacy rate is significant, with male literacy rate at 80.9% and the female literacy rate at 56.7%[1528].

The district has a total of 3,643 primary schools, 895 middle schools 115 high schools and 95 higher secondary schools[1529]. The number of enrollments in class VIII when compared to class I is significantly low in Rewa.

Government schools play a major role in Rewa as the percentage of students enrolled in government schools are 62.75 percent[1530]. This shows that there is a slightly skewed share of students studying in government schools vis-a-vis private schools in Rewa.

The transition rate from primary to upper primary (81.56%), is significantly higher than the transition rate from upper primary to secondary (61.40%)[1531]. Further, current enrollments in higher secondary education is only 10,408 (Class XI) in comparison to secondary enrollments of 34,372 (Class IX), indicating the need to enhance secondary and higher secondary capacities to cope with increasing demand[1532].

[1523] Census of India, 2011
[1524] Census of India, 2011
[1525] Census of India, 2011
[1526] Census of India, 2001
[1527] Census of India, 2001
[1528] Census of India, 2011
[1529] www.educationportal.mp.gov.in
[1530] MP Education Portal
[1531] www.educationportal.mp.gov.in
[1532] www.educationportal.mp.gov.in

| District | Madhya Pradesh | Rewa |
|---|---|---|
| Population(2011) | 72,597,565 | 2,363,744 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 19.8% |
| Population Density Per Sq.km(2011) | 236 | 374 |
| Level of Urbanization(2011) | 27.6% | 16.7% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 930 |
| Proportion of ST Population(2001) | 20.3% | 12.9% |
| Literacy Rate(2011) | 70.6% | 73.4% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 21.2% |
| Number of Literates(2011) | 43,827,193 | 1,485,242 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 475,687 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| Contribution to State Economy(2008-09) | - | 2.17% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 16,132 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 24.2% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 25.3% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 50.5% |

## 15.38.2  District Economy

The Economy of Rewa has been growing at a CAGR of 12.58% during the period 2003 to 2009[1533]. The growth rate of the secondary sector has been the maximum, at 19.72% in the period from 2003 to 2009[1534]. Following it, has been the tertiary sector, with a growth rate of 12.98%[1535]. The agriculture sector has been the slowest growing sector, with a growth rate of 6.33%[1536].

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[1533]Madhya Pradesh, Annual Economic Survey
[1534]Madhya Pradesh, Annual Economic Survey
[1535]Madhya Pradesh, Annual Economic Survey
[1536]Madhya Pradesh, Annual Economic Survey
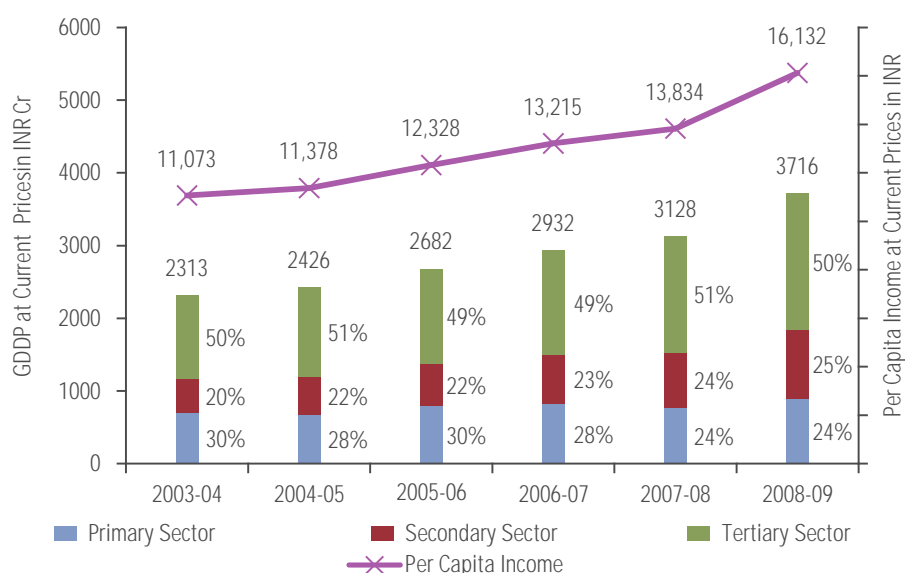
**Rewa Economic Growth**



Fig: GDDP of Rewa District[1537]

The per capita income of Rewa is Rs. 16,132, which is below the state average of Rs. 25,175[1538]. The per capita income has been growing at a CAGR of 9.86 percent during the period 2003 to 2009[1539].

The district of Rewa is rich in natural resources, especially marble mines, bauxite, and coal.

The Gross District Domestic Product shows the maximum contribution by the Tertiary Sector, over the last decade.

### 15.38.2.1 Agriculture and allied sectors

The total contribution of the primary sector to the GDDP has been 899[1540] crores in 2008-09. It grew at 6.33% CAGR in the period 2003 to 2009.

The main crops of the Rewa district are paddy, wheat and maize. The major soil type is mixed-red and black soil. Ground water has an important role in irrigation in the district.

During the period of June 2011 to September 2011, the rainfall received in Rewa district was 1035mm, which was 10% more than the average expected rainfall of 944mm[1541].

The percentage irrigated area of the land under cultivation is 26.01%, and it increased by 2.03 % during the period 2005-09[1542]. The percentage area under cultivation is 56.19% and has seen a decrease of 2.31% during the period 2005-09[1543]. There has been almost no change in percentage of double-cropped land, and it has remained at 35.92% during the period 2008 to 2009[1544].

[1537]Madhya Pradesh, Annual Economic Survey
[1538]Madhya Pradesh, Annual Economic Survey
[1539]Madhya Pradesh, Annual Economic Survey
[1540] Census of India, 2011
[1541]http://www.sopa.org
[1542]District Statistical Handbook
[1543]District Statistical Handbook
[1544]District Statistical Handbook

The GDDP of Agriculture sector in 2008-09 was INR 73,121 lakhs and that of forestry and logging was INR 7,915 lakhs. The contribution of fishing to GDDP was INR 1860 lakhs[1545].

College of Agriculture in Rewa is a key educational institute which offers various courses in the field of agriculture.

In the Horticulture sector, Rewa district's soil and rainfall are suitable for cultivation of fruit crops like Mango, Guava, Jack-fruit, Custard apple, Jamun and Chironji, and also cultivation of vegetables like sweet Potato and Green peas, spices like Chilli and Coriander.
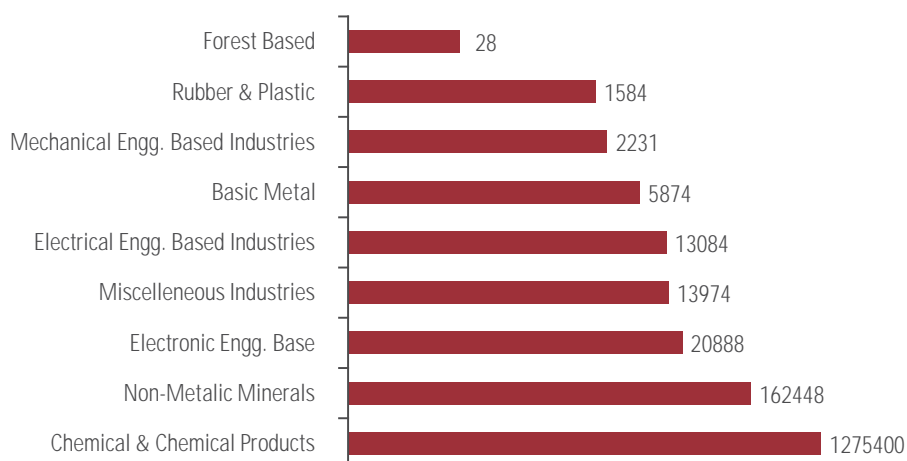
## 15.38.2.2   Industrial Sector

The industrial sector of Rewa is a growing sector with a GDDP contribution of 93,984 lakhs[1546] in 2008-09,the secondary sector in Rewa district grew at a CAGR of 19.72% during the period 2003 to 2009.

The contribution of manufacturing sector has been INR 17,791 lakhs and that of mining and quarrying has been INR 22,871 lakhs. The share of construction sector has been INR 36,699 lakhs[1547].

A brief record of investment made in Rewa District is given below:

**LMI Investment (in Lakhs) - Rewa**

| Category | Investment |
|---|---|
| Forest Based | 28 |
| Rubber & Plastic | 1584 |
| Mechanical Engg. Based Industries | 2231 |
| Basic Metal | 5874 |
| Electrical Engg. Based Industries | 13084 |
| Miscelleneous Industries | 13974 |
| Electronic Engg. Base | 20888 |
| Non-Metalic Minerals | 162448 |
| Chemical & Chemical Products | 1275400 |

The Non-Metallic Minerals & Chemical & Chemical products constitute a major chunk of investments made in Rewa district. This is due to the presence of flourishing Cement industry in the district.

The "Jaypee Rewa Plant" is one of the largest cement and power producers of the district. The group has invested over Rs. 1,800Crores and employed over 2000 workers. "Vindhya Tele Links Ltd." has invested Rs. 121Crores employing 500 workers. Also, "Birla Ericsson Optical Ltd." has invested Rs. 960Crores in Rewa, while employing 300 workers.

The small-scale industries of the Rewa district have shown an uneven trend of investment and employment in recent years.

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[1545]Madhya Pradesh, Annual Economic Survey
[1546]Madhya Pradesh, Annual Economic Survey
[1547]Madhya Pradesh, Annual Economic Survey
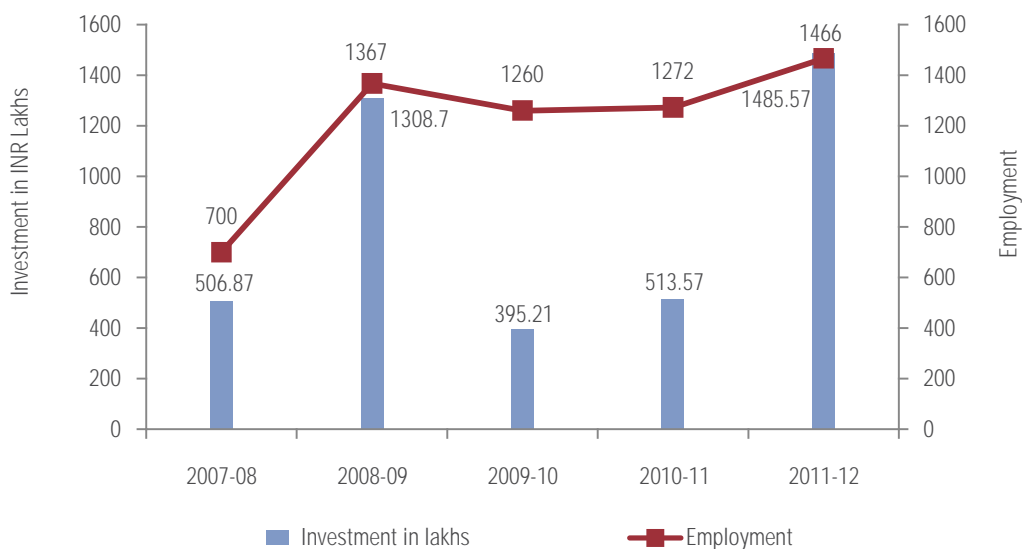
**Growth of SSIs in Rewa**



Table: SSI Investment over the years[1548].

The small scale industries are constituted mainly with Brick Kilns and food processing units. Also stone crushers, beedi manufacturers, handicrafts, bamboo furniture works etc. contribute towards the small scale industry sector of the district.

### 15.38.2.3   Service Sector

Services sector has been the driver of the district economy with contribution of about 50% to GDDP. The sector grew at 12.98%[1549] between 2003-09, driven by hospitality, public administration and other services.

Trade Hotels and Restaurants, which are mostly unorganized, account for 28.83% of the GDDP. In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 103 to 140, also recording a 27.73% compounded growth in deposits, to Rs. 4100 Crores[1550]. High growth rate in bank deposits is expected to further the growth of NBFCs in the district.

The district has 28 Primary Health Centers (availability per lakh population is 1.18), and 268 Secondary Health Centers (availability per lakh people is 12.34)[1551]. The availability is comparitively lower than the surrounding districts.

Also, the district is well connected by a busy railway line connecting Shahdol, Katni, Damog, Sagar & Bhopal with Rewa district. Rewa is also connected by the roads such as the NH 7highway, this highway connects several important Indian cities such as Varanasi, Rewa, Jabalpur, Nagpur, Hyderabad, Bangalore, Salem, Virudhunagar, Tirunelveli, Dindigul, Madurai. Also National Highway 27 and 75 pass through Rewa. The nearest big towns to Rewa are Allahabad in UP (130 Km) and Jabalpur (204 Km).
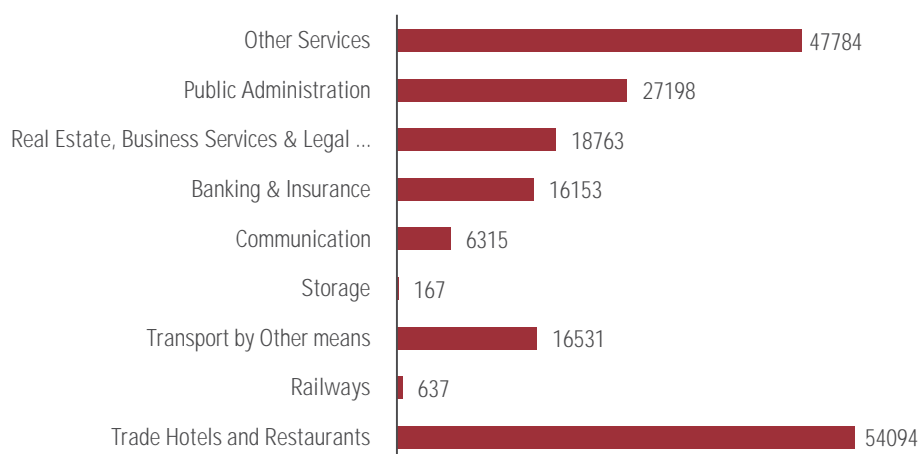
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[1548]Madhya Pradesh, Annual Economic Survey
[1549]Madhya Pradesh, Annual Economic Survey
[1550] RBI Statistics
[1551] http://www.mp.gov.in/health/

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 47784 |
| Public Administration | 27198 |
| Real Estate, Business Services & Legal ... | 18763 |
| Banking & Insurance | 16153 |
| Communication | 6315 |
| Storage | 167 |
| Transport by Other means | 16531 |
| Railways | 637 |
| Trade Hotels and Restaurants | 54094 |

### 15.38.3   Workforce Distribution in the district

#### 15.38.3.1   Current Employment Scenario in Rewa

The worker's participation rate stands at 43.7%, and is relatively higher than the state average of 42.7% percent[1552]. Among workers, employment share of cultivators is 42.2%, and that of agricultural labourers is 30.5%[1553]. 5.2% of the workers are employed by household manufacturing industries, which indicates a very low employment generation through industries and services sector in line with economic activity in the district.

In the skilled and semi-skilled youth category, migration occurs either because certain educational opportunities do not exist in the home district, or because the youth see brighter employment prospects by migrating to other industrial clusters in surrounding districts.

The migration of labour from Rewa is primarily to areas such as Bhopal, Satna, Sidhi and Jabalpur. Availability of passenger trains at regular intervals allows people to work in other districts while continue living in Rewa.

Rewa also has a lot of inward migration from surrounding districts for employment in the cement industry of Rewa. The main districts from which people migrate to Rewa, are Damoh, Panna, Satna, Katni, Chattarpur, and also from some parts of southern Uttar Pradesh.

#### 15.38.3.2   Estimation of Manpower Supply of the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data, along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during  2012-22 |
|---|---|---|---|---|---|
| Rewa | 2648054 | 1668274 | 1063656 | 991834 | 252820 |

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[1552] Census, 2001
[1553] Census, 2001

Availability of working age population measured from the 15-59 age group population is estimated to grow by 2.52 lakhs during 2012-22. Labour force measured from the population employed is expected to reach 10.6 lakhs by 2022. To realize the additional employment estimations over the next decade, even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

### 15.38.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 15535 | NA | NA | 13225 |
| Rubber and plastics products | 0 | 1 | 1 | 0 | 1 | 1 |
| Food Processing | 0 | 2 | 6 | 0 | 1 | 5 |
| Fabrication | 1 | 7 | 8 | 1 | 7 | 7 |
| Paper & Paper Products | 0 | 1 | 2 | 0 | 1 | 2 |
| Construction Based Material | 0 | 0 | 1 | 0 | 0 | 1 |
| Mineral Processing | 173 | 1531 | 1747 | 150 | 1330 | 1518 |
| Auto and Auto Components | 2 | 22 | 12 | 2 | 19 | 10 |
| Manufacturing of Electrical Products | 32 | 388 | 225 | 28 | 336 | 197 |
| Construction | 672 | 1693 | 11069 | 598 | 1507 | 9854 |
| IT&ITES | 18 | 348 | NA | 24 | 456 | NA |

| | | | | | | |
|---|---|---|---|---|---|---|
| Healthcare | 159 | 3021 | NA | 182 | 3454 | NA |
| Transportations and Logistics | 436 | 1043 | 7235 | 498 | 1192 | 8271 |
| Retail | 1119 | 2830 | 18429 | 926 | 2342 | 15248 |
| Hospitality | 208 | 1044 | 2899 | 172 | 864 | 2399 |
| Communication | 293 | 1648 | 3918 | 351 | 1767 | 4897 |
| Banking and Financial Services | 552 | 1147 | 9347 | 579 | 1203 | 9800 |
| Education and Training | 310 | 5627 | 264 | 366 | 6604 | 345 |

As per the estimates, district is expected to witness an incremental employment of 1.86 lakhs against the addition of 2.5 lakhs to labour force. Low growth of employment opportunities within the district and willingness of district youth for employment realted migration would provide opportunities for sourcing trained youth to locations like Bhopal, Satna, Sidhi and Jabalpur. Among the potential employment generating sectors in the district, Construction and Real Estate are prominent.

### 15.38.4 Human Resource Development Scenario in the District

### 15.38.4.1 Current State of Workforce Development

The worker's participation rate stands at 43.7 percent. Among workers, employment share of cultivators and agricultural labourers at 34.2 percent[1554].

| Human Resource Development Institutions in Rewa[1555] | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic Intake | 2 | 240 |
| ITI/ITC | 4 | 1287 |
| Pharmacy | 3 | 180 |
| BE Courses | 3 | 1260 |

District Employment Exchanges have been successful in organizing private job fairs facilitating industrial recruitment. 1,915 jobs were offered and focus of roles offered was predominantly non-technical in nature, serving tertiary sector clients[1556].

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[1554] Census, 2001
[1555] Directorate of Technical Education, Madhya Pradesh

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Larsen and Turbo, Delhi | Technician | 24 |
| HDFC Life Insurance, Rewa | Agent | 44 |
| Welspun India Ltd, Madhya Pradesh | Trainee | 114 |
| IL&FS, Bhopal | Trainee | 270 |
| Anant Spinnig mill, Mandideep | Technician | 09 |
| National Insurance Co. Ltd. , Rewa | Agent | 19 |
| Shivshakti Bioplant Unit, Jabalpur | Sales Executive | 54 |
| Technopeck Advisor Pvt Ltd, Jabalpur | Trainee | 119 |
| ICICI Prudential India Ltd, Rewa | TDA and Advisor | 36 |
| Navkisan Bioplant, Bilaspur | Sales Executive | 65 |
| Reliance Life Insurance | Sales Agent | 52 |
| Spentex Industrial Ltd, Pithampur | Operator | 73 |
| SIS Security, Garwa, Jharkhand | Security Guard | 20 |
| Pearl Security Ltd, Ahmedabad | Security Guard | 47 |
| Suraksha Group of Companies, Mumbai | Security Guard | 28 |
| Jay force ltd, Silvasa | Trainee | 75 |
| SBI Life Insurance | Sales Agent | 48 |
| Shivshakti biotech ltd, Sagar | Sales Executive | 73 |
| Bajaj Alliance Insurance, Rewa | Sales Manager | 12 |
| L & T, Mumbai | Trainee | 19 |
| STI India Ltd, Pithampur | Trainee | 81 |
| SBI Life Insurance, Rewa | Executive | 34 |

[1556] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| | | |
|---|---|---|
| Apollo Tires, Badodra | Diploma | 06 |
| NavKishan Bio Plant Tech, Jabalpur | Sales Marketing | 87 |
| Techopeck, Jabalpur | Sales Marketing | 61 |
| HDFC Life Insurance, Rewa | Executive | 85 |
| Vardhaman (Auro Spinning Mill), HP | Trainee | 03 |
| Reliance Life Insurance, Rewa | Executive | 48 |
| NavKishan Bio Plant tech, Bilaspur | Marketing | 31 |
| HISS, Jharkhand | Security Guard | 31 |
| Suraksha group of companies, Mumbai | Security Guard | 13 |
| NISE Global, MP | Security Guard | 40 |
| Anant Spinning Mill | Trainee | 61 |
| Shivshakti biotech ltd, Jabalpur | Sales Marketing | 08 |
| Bajaj Alliance | Agent | 23 |
| Madhumilan Industries, Rjgarh | Trainee | 57 |
| State Army, 9th Battalion | Normal Duty | 45 |

IL&FS, Bhopal recruited 270people as trainees and Technopak Advisor Pvt. Ltd. Jabalpur, Recruited 119 people. The other major recruiters are from areas such as Madhya Pradesh, Jabalpur, Silvasa, Pithampur, Sagar, Bilaspur and Ahmedabad. The popular Job Roles are Technical Trainee/Operator, Security Guard and Sales Executive.

The total number of youth registered with employment exchange is 74,778 out of which 67,531[1557] are skilled.

### 15.38.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 31,121 people in secondary and tertiary services and 39,250[1558] people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 45 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 48,000 manpower without government funded training.

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[1557] District Employment Exchange Data
[1558] KPMG Analysis

**Physical Target 2012-17**

| Ministry | Value |
|---|---|
| Ministry of Women and Child ... | 1444 |
| Ministry of Health and Family Welfare | 1514 |
| Ministry of Higher Education | 2149 |
| Ministry of HUPA | 2008 |
| Ministry of MSME | 4284 |
| Building and Other Construction ... | 5593 |
| Ministry of Communication and IT | 3473 |
| Ministry of Labor | |
| Ministry of Agriculture | 8128 |
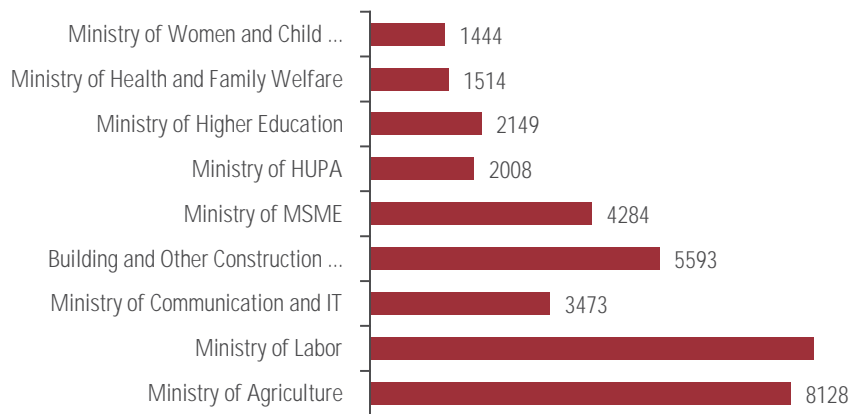
## 15.38.5 District Specific Recommendations

Rewa being a teriary sector driven economy, has significant opportunities for skill development over the next decade. The district has potential to create over 88,000 employment opportunities in the next five years, predominantly in the services sector, with a requirement for skill training for 24,890 people in formal segment over the next five years.

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district:

- High employment potential in services sectors - **Retail, Hospitality, Communication and Banking and Financial Services** primarily in un-organized category
- The Cement industry in Rewa is an important employer and requires skilled manpower at various levels of its management.
- Growth in commercial and industrial development in Indore and Bhopal, has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**from Rewa district.
- Among high employment growth manufacturing areas, **the Cement Industry** demands high level of skilling
- Being a service driven employment generation economy demand for specific roles in **sales and marketing** is expected to be high across sectors.
- Existing focus on training for informal sector by private skill training providers is low
- Public sector spending on skill training predominantly focusing on secondary and tertiary sectors

Based on interaction with industries and commercial enterprises, Rewa is viewed as a potential destination for sourcing from a diversified sample of skilled youth from across Madhya Pradesh. Based on interaction with youth in the surrounding districts, Rewa being a major industrial hub is viewed as a potential employment destination across the Bundhelkhand Region. Considering these factors, the proposed action plan for stakeholders in skill development in Rewa district could highlight the following priority areas:

| Stakeholder | Action Points for Stakeholders |
| --- | --- |
| **NSDC** | • Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br> o **Banking and Financial Services**<br> o **Retail**<br> o **Hospitality**<br> o **Security Services**<br> o **Sales & Marketing Executives**<br> o **Mechanics & Technicians** |
| **Government** | • Provide skill training in conjunction with private skill training providers using government endowment training schemes<br> o **Informal segment of Construction Sector**<br> o **Informal segment of Retail Sector**<br> o **Informal sector of Transportation and Logistics**<br> o **Informal sector of Healthcare**<br>• Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br> o **Cement Manufacturing Cluster** – Due to presence of few cement plants in the District<br> o **Telecom Equipment Manufacturing Cluster** – Due to presence of telecom companies within Rewa District<br>• Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br> o **Dairy farming**<br> o **Livestock Rearing – Piggery, Goatery, Poultry**<br> o **Fruit Cultivation-** Mango, Guava, Jack-fruit, Custard apple,<br> o Jamun and Chironji<br> o **Spices & Condiments Cultivation -** Chillies and Coriander<br> o **Vegetable Cultivation** – Sweet Potatoes, Green Peas<br>• Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | • Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br> o **Security services**<br> o **Sales & Marketing Executives**<br> o **Mechanics & Technicians**<br>• Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics |

| | |
|---|---|
| | · Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o **Construction**<br>   o **Security Services**<br>   o **Sales & Marketing**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.39　SkiII Gap Assessment of Satna District

### 15.39.1　Social Profile

#### 15.39.1.1　Demographics

Satna district is divided into 8 administrative blocks with Satna town as the administrative headquarters. As of 2011, Satna has a population of 22.28 lakhs with significantly high proportion of the population living in rural areas (78.7%)[1559]. Satna is a densly populated district with a population density of 297 people per square km, in comparison to the state average of 236[1560].

Gender ratio of the district standing at 927 females per 1,000 male population, is similar to the state average of 930 females per 1,000 males. Also, gender ratio among 0 to 6 years population standing at 907 girls per 1,000 boys, is similar to the state average of 912 girls per 1,000 boys[1561].

District has a comparable proportion of backward caste population to that of the state, with Scheduled Castes & Scheduled Tribes accounting for 16.27 percent[1562] and 14.34 percent of the total population respectively[1563].

#### 15.39.1.2　Literacy

As, per the census of 2011, Satna has a comparatively higher literacy rate (73.79 percent) than the state average (70.06 percent). Gender disparity in literacy rate is significant with male literacy rate at 83.44 percent and the female literacy rate at 63.42 percent[1564].

District has a total of 2,687 primary schools, 864 middle schools 134 high schools and 89 higher secondary schools[1565]. The number of enrollments in class VIII when compared to class I, is significantly lower in Satna.

Government schools play a major role in Satna as the percentage of students enrolled in government schools are 79.62 percent[1566].

The transition rate from primary to upper primary (83.36 percent) is significantly higher than the transition rate from upper primary to secondary (56.41 percent)[1567]. Further, current enrollments in higher secondary education is only 8,881 (Class XI) in comparison to secondary enrollments of 39,350 (Class IX) indicating need to enhance secondary and higher secondary capacities to cope up with increasing demand[1568].

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[1559] Census of India, 2011
[1560] Census of India, 2011
[1561] Census of India, 2011
[1562] Census of India, 2001
[1563] Census of India, 2001
[1564] Census of India, 2011
[1565] www.educationportal.mp.gov.in
[1566] MP Education Portal
[1567] www.educationportal.mp.gov.in
[1568] www.educationportal.mp.gov.in

| District | Madhya Pradesh | Satna |
|---|---|---|
| Population(2011) | 72,597,565 | 2,228,619 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 19.2% |
| Population Density Per Sq.km(2011) | 236 | 297 |
| Level of Urbanization(2011) | 27.6% | 21.3% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 927 |
| Proportion of ST Population(2001) | 20.3% | 14.3% |
| Literacy Rate(2011) | 70.6% | 73.8% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 20.0% |
| Number of Literates(2011) | 43,827,193 | 1,407,024 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 537,732 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| Contribution to State Economy(2008-09) | - | 2.48% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 19,397 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 20.5% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 28.2% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 51.3% |

## 15.39.2  District Economy

The economy of Satna has been growing at a CAGR of 12.25 percent during the period 2003 to 2009[1569]. The growth rate of the secondary sector has been the maximum, at 19.61 percent, in the period from 2003 to 2009[1570]. Following it has been the tertiary sector with a growth rate of 12.96 percent[1571]. The agriculture sector has been the slowest growing sector, with a growth rate of 3.71 percent[1572].

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[1569]Madhya Pradesh, Annual Economic Survey
[1570]Madhya Pradesh, Annual Economic Survey
[1571]Madhya Pradesh, Annual Economic Survey
[1572]Madhya Pradesh, Annual Economic Survey

Satna is known as the world's largest cement producing district. About 9 percent of India's cement is produced here. Industries in Satna include cement manufacturing, hand loom weaving, flour, oilseed milling, and distribution of agricultural and fabric products via road and rail. Asia's biggest cement factory known as "Prism Cement" is in Satna.

The Gross District Domestic Product shows the maximum contribution by the Tertiary Sector, over the past decade.
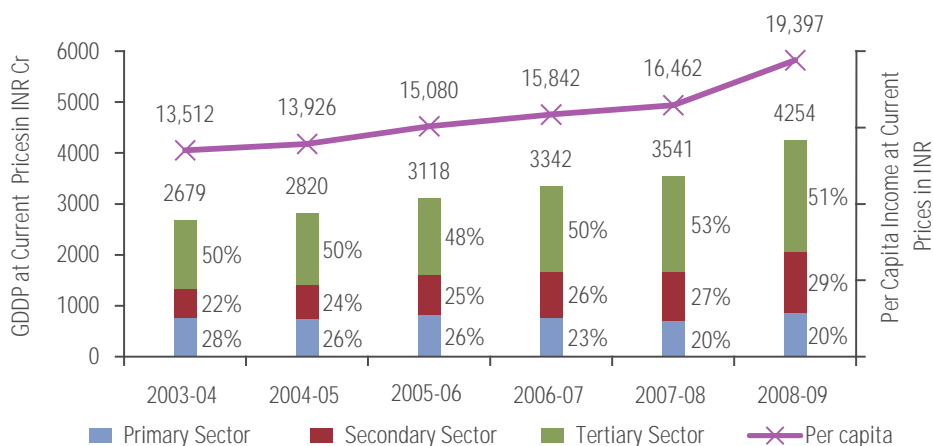
**Satna Economic Growth**



Fig: GDDP of Satna District[1573]

The per capita income of Satna is Rs. 19,397, which is below the state average of Rs. 25,175[1574]. The per capita income has been growing at a CAGR of 9.46 percent during the period 2003 to 2009[1575].

### 15.39.2.1 Agriculture and allied sectors

The total contribution of the primary sector to the GDDP has been 870[1576] crores in 2008-09[1577]. It grew at 3.71 percent CAGR in the period 2003 to 2009[1578].

The main crops of the Satna district are wheat, Rice, Jawar, Maize and Soyabean. The major soil type is black soil. Ground water has an important role in irrigation in the district.

During the period of June 2011 to September 2011, the rainfall received in Satna district was 1,003mm, which was 9 percent more than the average expected rainfall of 922mm[1579].

The percentage irrigated area of the land under cultivation is 36.3 percent. The percentage area under cultivation is 48.6 percent[1580]. There has been almost no change in percentage of double cropped land and it has remained at 33.7 percent during the period from 2008 to 2009[1581].

The GDDP of the Agriculture sector in 2008-09 was 64,305 lakhs, and that of forestry and logging was 6,495 lakhs. The contribution of fishing to GDDP was 1,915 lakhs[1582].

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[1573]Madhya Pradesh, Annual Economic Survey
[1574]Madhya Pradesh, Annual Economic Survey
[1575]Madhya Pradesh, Annual Economic Survey
[1576] Census of India, 2011
[1577]Madhya Pradesh, Annual Economic Survey
[1578]Madhya Pradesh, Annual Economic Survey
[1579]http://www.sopa.org
[1580]District Statistical Handbook
[1581]District Statistical Handbook

In the Horticulture sector, Satna district's soil and rainfall is suitable for cultivation of fruit crops like Mango, Guava, Jack-fruit, Custard apple, Jamun and Chironji, and also cultivation of vegetables like sweet Potato and Green peas, spices like Chilli and Coriander.
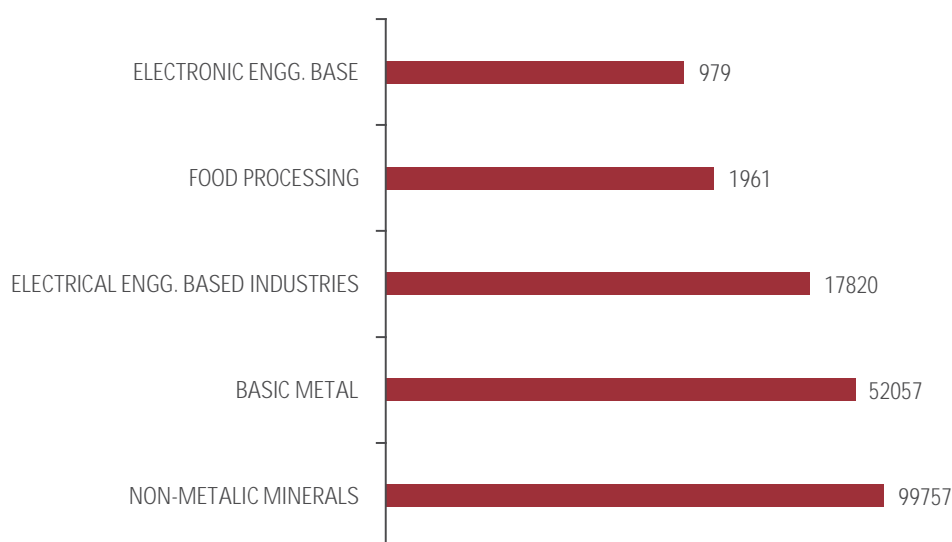
## 15.39.2.2 Industrial Sector

The industrial sector of Satna is a growing sector with a GDDP contribution of 1, 19,955 lakhs[1583] in 2008-09. The secondary sector in Satna district grew at a CAGR of 19.61 percent during the period 2003 to 2009.

The contribution of manufacturing sector has been INR 62,073 lakhs and that of mining and quarrying has been INR 14,302 lakhs. The share of construction sector has been INR 49,499 lakhs[1584].

A brief record of investment made in Satna District is given below:

**LMI Investment (in Lakhs) - Satna**

| Category | Investment |
|---|---|
| ELECTRONIC ENGG. BASE | 979 |
| FOOD PROCESSING | 1961 |
| ELECTRICAL ENGG. BASED INDUSTRIES | 17820 |
| BASIC METAL | 52057 |
| NON-METALIC MINERALS | 99757 |

The Non-Metallic Minerals & Chemical & Chemical products constitute a major chunk of investments made in Satna district.

The small-scale industries of the Satna district have shown a declining trend of investment and employment in recent years.

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[1582]Madhya Pradesh, Annual Economic Survey
[1583]Madhya Pradesh, Annual Economic Survey
[1584]Madhya Pradesh, Annual Economic Survey
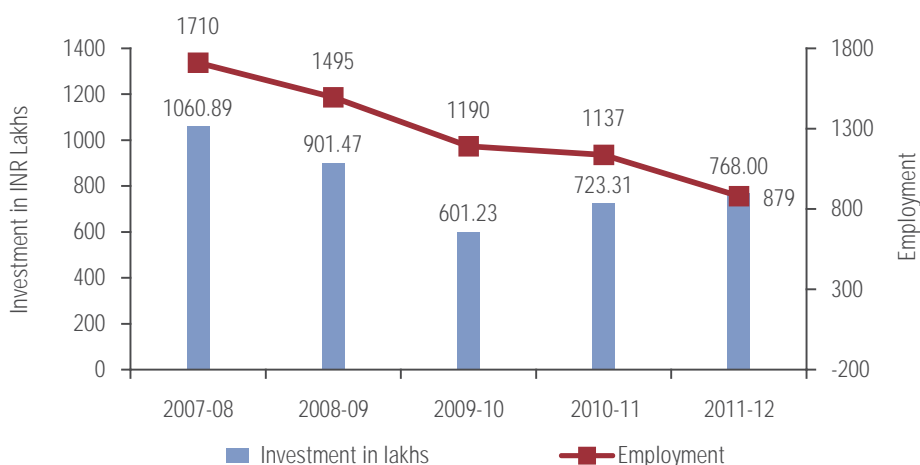
**Growth of SSIs in Satna**



Table: SSI Investment over the years[1585]

Small scale industries in Satna majorly constitute stone crushers, ash fly brick manufacturing, jaggery manufacturing, agarbatti manufacturing etc. industries.

### 15.39.2.3   Service Sector

Services sector has been the driver of the district economy with contribution of about 50 percent to GDDP. The sector grew at 12.96 [1586] percent between 2003-09, driven by hospitality, real estate, public administration and other services.

Trade Hotels and Restaurants, which are mostly unorganized, account for 32.20 percent of the GDDP. In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 113 to 141, also recording a 14.76 percent compounded growth in deposits to Rs. 3,258 Crores[1587]. High growth rate in bank deposits is expected to further the growth of NBFCs in the district.

The district has 43 Primary Health Centers (availability per lakh population is 1.93) and 257 Secondary Health Centers (availability per lakh people is 11.53)[1588]. This is comparitively lower than the surrounding districts.

Also, the district is well connected by a busy railway line connecting Shahdol, Katni, Damoh, Sagar & Bhopal with Satna district. Satna is also connected by roads such as the NH 7highway, which connects several important Indian cities such as Varanasi, Jabalpur, Nagpur, Hyderabad, Bangalore, Salem, Virudhunagar, Tirunelveli, Dindigul, Madurai. Also National Highway 75 passes through Satna. The nearest big towns to Satna are Allahbad in UP (180 Km) and Jabalpur (181 Km).
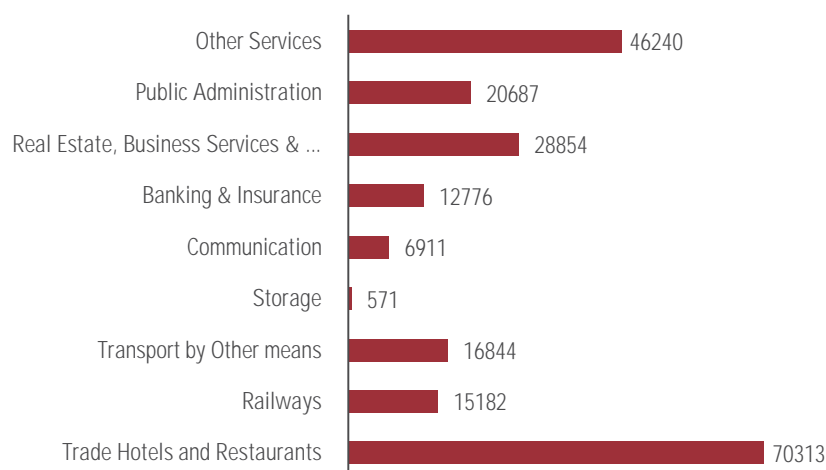
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[1585]Madhya Pradesh, Annual Economic Survey
[1586]Madhya Pradesh, Annual Economic Survey
[1587] RBI Statistics
[1588] http://www.mp.gov.in/health/

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 46240 |
| Public Administration | 20687 |
| Real Estate, Business Services & ... | 28854 |
| Banking & Insurance | 12776 |
| Communication | 6911 |
| Storage | 571 |
| Transport by Other means | 16844 |
| Railways | 15182 |
| Trade Hotels and Restaurants | 70313 |

### 15.39.3 Workforce Distribution in the district

### 15.39.3.1 Current Employment Scenario in Satna

The worker's participation rate stands at 43.6 percent and is relatively higher than the state average of 42.7 percent[1589]. Among workers, employment share of cultivators is 53.9 percent and that of agricultural labourers is 20.3 percent[1590]. 3.5 percent of the workers are employed by household manufacturing industries,which indicates a very low employment generation through industries and services sector in line with economic activity in the district.

In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by migrating to other industrial clusters in surrounding districts.

The migration of labour from Satna is primarily to areas such as Bhopal, Rewa, Sidhi and Jabalpur. Availability of passenger trains at regular intervals allows people to work in other districts while continue living in Satna.

Satna also has a lot of inward migration from surrounding districts for employment in the cement industry of Satna. The main districts from which people migrate to Satna are Damoh, Panna, Rewa, Katni, Chattarpur and also from some parts of southern Uttar Pradesh.

### 15.39.3.2 Estimation of Manpower Supply of the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Satna | 2454825 | 1546540 | 915648 | 853819 | 211744 |

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[1589] Census, 2001
[1590] Census, 2001

Availability of working age population measured from the 15-59 age group population is estimated to grow by 2.11 lakhs during 2012-22. Labour force measured from the population employed, is expected to reach 9.15 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

### 15.39.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 11007 | NA | NA | 9370 |
| Fabrication | 4 | 34 | 35 | 3 | 29 | 30 |
| Construction Based Material | 400 | 2871 | 4725 | 347 | 2499 | 4094 |
| Mineral Processing | 272 | 2418 | 2759 | 237 | 2099 | 2396 |
| Auto and Auto Components | 46 | 571 | 300 | 40 | 497 | 261 |
| Manufacturing of Electrical Products | 46 | 551 | 320 | 40 | 477 | 280 |
| Construction | 905 | 2281 | 14914 | 806 | 2030 | 13278 |
| IT&ITES | 23 | 428 | NA | 29 | 560 | NA |
| Healthcare | 127 | 2404 | NA | 166 | 3162 | NA |
| Transportations and Logistics | 823 | 1969 | 13662 | 941 | 2251 | 15619 |
| Retail | 1454 | 3679 | 23955 | 1203 | 3044 | 19820 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Hospitality** | 270 | 1358 | 3769 | 223 | 1123 | 3118 |
| **Communication** | 321 | 1804 | 4288 | 384 | 1934 | 5359 |
| **Banking and Financial Services** | 437 | 907 | 7393 | 458 | 951 | 7752 |
| **Education and Training** | 252 | 4571 | 215 | 276 | 4975 | 260 |

As per the estimates, district is expected to witness an incremental employment of 2.30 lakhs against the addition of 2.1 lakhs to labour force. High growth of employment opportunities within the district and willingness of youth for employment from Damoh, Panna, Rewa, Katni, Chattarpur, provide opportunities to develop Satna as a hub for employment and training. Among the potential employment generating sectors in the district, Construction and Real Estate, and Un-Organized Retail, are prominent.

### 15.39.4  Human Resource Development Scenario in the District

### 15.39.4.1  Current State of Workforce Development

The district has significant training and higher education infrastructure with ITI s, Engineering and Pharmacy institutes.List of institutions in the district is provided in table.

| Human Resource Development Institutions in Satna[1591] | | |
|---|---|---|
| **Program** | **Number of institutions** | **Intake** |
| Polytechnic Intake | 1 | 240 |
| ITI/ITC | 5 | 936 |
| Pharmacy | 1 | 60 |
| BE Courses | 2 | 900 |

District Employment Exchanges have been successful in organizing private job fairs facilitating industrial recruitment. 486 jobs were offered and focus of roles offered was predominantly non-technical in nature, serving tertiary sector clients[1592].

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[1591]Directorate of Technical Education, Madhya Pradesh
[1592] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Jai Corf Ltd., Silvasa | Trainee worker | 91 |
| Pearl Security, Ahmedabad | Security Guard | 76 |
| Shivshakti Bioplant Unit, Sagar | Sales Executive | 76 |
| Shivshakti Bioplant Unit, Bilaspur | Sales Executive | 105 |
| Shivshakti Bioplant Unit, Pithampur | Sales Executive | 68 |
| Vardhaman Group, Bhopal | Machine operator | 70 |

The major recruiters are from areas such as Madhya Pradesh, Jabalpur, Silvasa, Pithampur, Sagar, and Bilaspur. The popular Job Roles are Technical Trainee/Operator, Security Guard and Sales Executive.
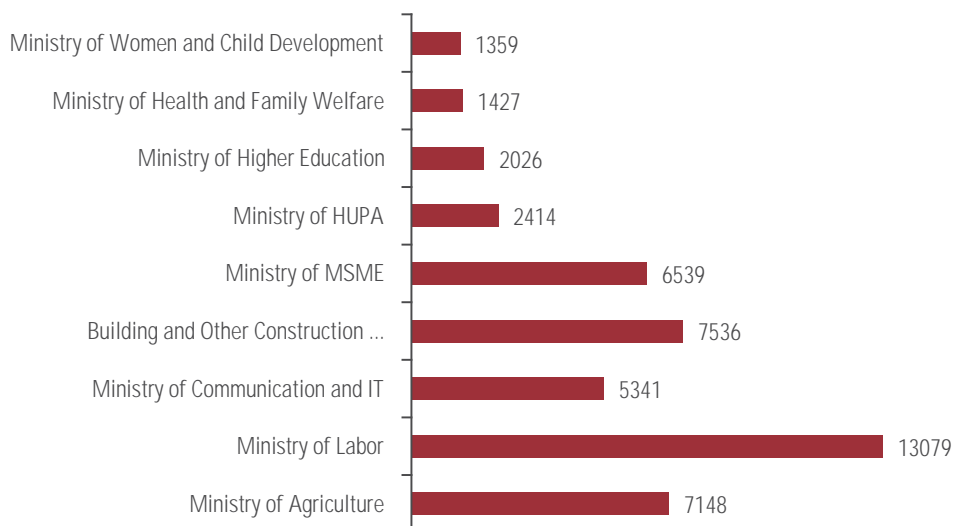
The total number of youth registered with employment exchange is 20,887 - out of which 19,412[1593] are skilled.

### 15.39.4.2  Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 41,800 people in secondary and tertiary services, and 48,900[1594] people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 46.29 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 56,800 manpower without government funded training.

**Physical Target 2012-17**

| Ministry | Value |
|---|---|
| Ministry of Women and Child Development | 1359 |
| Ministry of Health and Family Welfare | 1427 |
| Ministry of Higher Education | 2026 |
| Ministry of HUPA | 2414 |
| Ministry of MSME | 6539 |
| Building and Other Construction ... | 7536 |
| Ministry of Communication and IT | 5341 |
| Ministry of Labor | 13079 |
| Ministry of Agriculture | 7148 |

[1593] District Employment Exchange Data
[1594] KPMG Analysis

### 15.39.5  District Specific Recommendations

Satna being a teriary sector driven economy, has significant opportunies for skill development over the next decade. The district has the potential to create over 1 lakh employment opportunies in the next five years predominantly in services sector.

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district:

- High employment potential in services sectors - **Retail, Transportation and Logistics, Hospitality, Communication, Construction and Banking and Financial Services** primarily in un-organized category
- The Cement industry in Satna is an important employer and requires skilled manpower at various levels of its management.
- Growth in commercial and industrial development in Indore and Bhopal has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**
- Among high employment growth manufacturing areas, **the Cement Industry** demand high level of skilling
- Being a service driven employment generation economy demand for specific roles in **sales and marketing**is expected to be high across sectors.
- Existing focus on training for informal sector by private skill training providers is low
- Public sector spending on skill training predominantly focusing on secondary and tertiary sectors

Based on interaction with industries and commercial enterprises, Satna is viewed as a potential destination for sourcing from a diversified sample of skilled youth from across Madhya Pradesh. Based on interaction with youth in the surrounding districts, Satna being a major industrial hub, is viewed as a potential employment destination across the Bundhelkhand Region. Considering these factors, the proposed action plan for stakeholders in skill development in Satna district,could highlight the following priority areas:

| Stakeholder | Action Points for Stakeholders |
| --- | --- |
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o Banking and Financial Services<br>  o Retail<br>  o Hospitality<br>  o Transportation and Logistics<br>  o Communication<br>  o Security Services<br>  o Sales & Marketing Executives<br>  o Mechanics & Technicians |
| **Government** | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Informal sector of Transportation and Logistics**<br>  o **Informal sector of Healthcare**<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Cement Manufacturing Cluster** – Due to presence of few cement plants in the District.<br>  o **Telecom Equipment Manufacturing Cluster** – Due to presence of telecom companies within Satna District<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Fruit Cultivation-** Mango, Guava, Jack-fruit, Custard apple,<br>  o Jamun and Chironji<br>  o **Spices & Condiments Cultivation -** Chillies and Coriander<br>  o **Vegetable Cultivation** – Sweet Potatoes, Green Peas<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o **Security services**<br>  o **Sales & Marketing Executives**<br>  o **Mechanics & Technicians** |

| | |
|---|---|
| | · Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>   o **Construction**<br>   o **Security Services**<br>   o **Sales & Marketing**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.40    Skill Gap Assessment of Shahdol & Anuppur

### 15.40.1   Social Profile

Anuppur district was carved out of erstwhile Shahdol in 2003. Shahdol district's headquarters is at Shahdol town and Anuppur district's headquarters is at Anuppur town. Anuppur district was formed by separating four tehsils of the erstwhile Shahdol district. This was done as Anuppur was an industrial hub and needed special focus for development from the Government of Madhya Pradesh.

#### 15.40.1.1   Demographics

**Shahdol District**

Shahdol district is divided into 5 administrative blocks. The district has a population of 10.64[1595] lakhs as of 2011. Shahdol is a sparsely populated rural district with 20.6 percent of the population living in urban areas. The population density is 172[1596] people per square km in comparison to state average of 236[1597] . As of 2011, gender ratio of the district stands at 968 females per 1000 male population whereas child sex ratio (0-6 years) is comparatively lower at 946 girls per 1,000 boys[1598]. The population of Shahdol has grown at 17.27 percent in the last decade 2001 – 2011.

**Anuppur District**

Anuppur district is divided into 4 administrative blocks. The district has a population of 7.49[1599] lakhs as of 2011. Anuppur is a slightly sparsely populated rural district with 27.4 percent of the population living in urban areas. The population density is 200[1600] people per square km in comparison to state average of 236[1601] . As of 2011, gender ratio of the district stands at 998 females per 1000 male population whereas child sex ratio (0-6 years) is comparatively lower at 952 girls per 1000 boys[1602]. The population of Anuppur has grown at 12.35 percent in the last decade 2001 – 2011.

Population under the Scheduled Castes & Scheduled Tribes category is 7.36 percent and 44.48 percent of the total population respectively for Shahdol and Anuppur combined[1603].

#### 15.40.1.2   Literacy

**Shahdol District**

Literacy rate in Shahdol is 68.36 percent, which is slightly lower than the state average of 70.6 percent[1604]. Similarly, the female literacy rate at 58.16 percent, is also on the lower side, compared to the state average of 60 percent[1605]. The male literacy rate is at 78.27 percent, compared to the state average of 80.5 percent[1606]. As per 2001 census, the overall literacy rate was at 57.59 percent compared to 68.36 percent currently.

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[1595] Census of India, 2011
[1596] Census of India, 2011
[1597] Census of India, 2011
[1598] Census of India, 2011
[1599] Census of India, 2011
[1600] Census of India, 2011
[1601] Census of India, 2011
[1602] Census of India, 2011
[1603] Census of India, 2001
[1604] Census of India, 2011
[1605] Census of India, 2011
[1606] Census of India, 2011

There are a total of 2,231 schools. The number of primary schools in the district are 1,613 and the middle, high schools and higher secondary schools are 489, 79 and 50 respectively, in number. Private schools account for only 17 percent of the schools in the district[1607]. The number of enrollments in class VIII when compared to class I is significantly low in Shahdol.

The transition rate from primary to upper primary (78.86 percent) is significantly higher than the transition rate from upper primary to secondary (66.21 percent)[1608]. Further, current enrollments in higher secondary education is only 5,170 (Class XI) in comparison to secondary enrollments of 18,641 (Class IX) indicating need to enhance secondary and higher secondary capacities to cope up with increasing demand[1609].

The percentage of students enrolled in government schools in Shahdol are 83.42 percent.

### Anuppur District

Literacy rate in Anuppur i.e. 69.08 percent is slightly lower compared to the state average of 70.6 percent[1610]. Similarly, the female literacy rate is 57.89 percent which is also on the lower side compared to the state average of 60 percent[1611]. The male literacy rate is at 80.05 percent compared to state average of 80.5 percent[1612]. As per 2001 census, the overall literacy rate was at 60.23 percent compared to 69.08 percent currently.

In Anuppur district, there are a total of 1,673 schools. The number of primary schools in the district are 1,185 and the middle, high schools are 366 and 73 in number and 49 higher secondary schools[1613]. Private schools account for only 12.74 percent of the schools in the district.

The number of enrollments in class VIII, when compared to class I, is significantly low in Anuppur.

In Anuppur, the transition rate from primary to upper primary (72.14 percent) is higher than the transition rate from upper primary to secondary (70.53 percent)[1614]. Further, current enrollments in higher secondary education is only 5,005 (Class XI) in comparison to secondary enrollments of 12,737 (Class IX), indicating the need to enhance secondary and higher secondary capacities to cope up with increasing demand[1615].

The percentage of students enrolled in government schools in Anuppur are 79.84 percent.

| District | Madhya Pradesh | Shahdol |
|---|---|---|
| Population(2011) | 72,597,565 | 1,064,989 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 17.3% |
| Population Density Per Sq.km(2011) | 236 | 172 |
| Level of Urbanization(2011) | 27.6% | 20.6% |

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[1607]MP State Education Portal
[1608] www.educationportal.mp.gov.in
[1609] www.educationportal.mp.gov.in
[1610] Census of India, 2011
[1611] Census of India, 2011
[1612] Census of India, 2011
[1613]MP State Education Portal
[1614] www.educationportal.mp.gov.in
[1615] www.educationportal.mp.gov.in

| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 968 |
| Proportion of ST Population(2001) | 20.3% | 44.5% |
| Literacy Rate(2011) | 70.6% | 68.4% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 20.1% |
| Number of Literates(2011) | 43,827,193 | 622,770 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 218,979 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.21 |

| District | Madhya Pradesh | Annuppur |
| --- | --- | --- |
| Population(2011) | 72,597,565 | 749,521 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 12.3% |
| Population Density Per Sq.km(2011) | 236 | 200 |
| Level of Urbanization(2011) | 27.6% | 27.4% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 975 |
| Proportion of ST Population(2001) | 20.3% | 46.3% |
| Literacy Rate(2011) | 70.6% | 69.1% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 22.2% |
| Number of Literates(2011) | 43,827,193 | 446,611 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 139,189 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.18 |

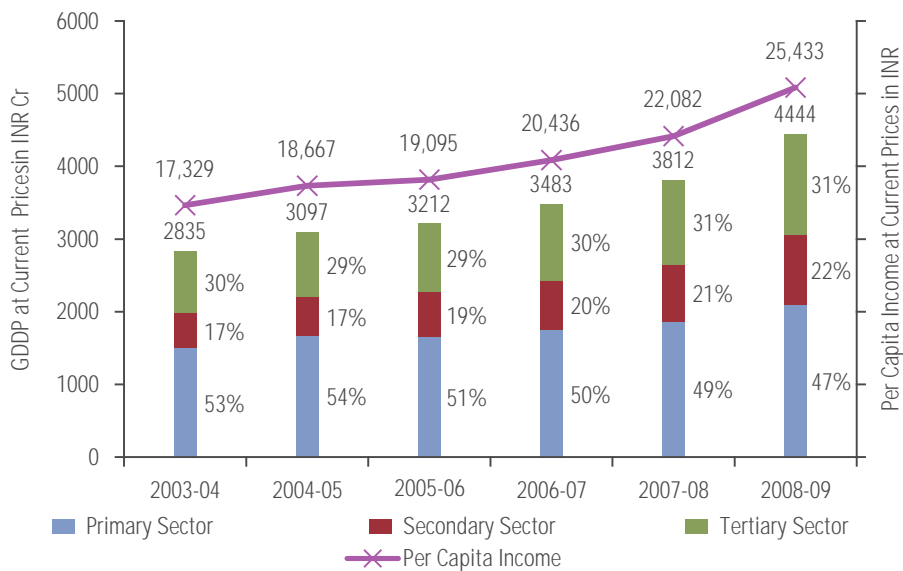| | | Shahdol & Annuppur |
| --- | --- | --- |
| Contribution to State Economy(2008-09) | - | 2.59% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 25,433 |

| | | |
|---|---|---|
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 47.1% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 21.7% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 31.2% |

## 15.40.2  District Economy

Economy of Shahdol and Anuppur has been growing at a CAGR of 11.9 percent during the period 2003 to 2009[1616]. The annual growth in Secondary and Tertiary sector was at 22.4 percent & 19 percent respectively, where as the Primary sector grew by only 12.58 percent from 2007-08 to 2008-09[1617].

Shahdol & Anuppur Districts predominantly have an industrial economy with focus on Mining & Quarrying (29.7 percent of the total GDDP), Construction (10.2 percent of the total GDDP)[1618].There is an increase in per capita income at a CAGR of 10.7 percent in the period 2003-09 and is at Rs. 25,433 in 2008-09[1619]. However, the CAGR of per capita Income in Shahdol & Anuppur is lower than that of Madhya Pradesh, which has been at 15.02 percent during the period 2003-09[1620].

**Shahdol and Anuppur Economic Growth**



## 15.40.2.1  Agriculture and allied sectors

Shahdol and Anuppur Districts are very backward in the field of agriculture. The size of the fields is very small and the tribals are mainly marginal farmers. The yearly yield of the products from the fields is not enough for their home use. Paddy, Kodo, Kutko and Maize are the crops of the district. Til, Mustard and Groundnut are the main oil seeds produced here. The production of Sunflowers and Soybean has also been commenced. In the central and southern part of the district, paddy is the main crop grown during Kharif season and in the north-west, wheat is the main crop grown during Rabi season.

[1616]Madhya Pradesh, Annual Economic Survey
[1617]Madhya Pradesh, Annual Economic Survey
[1618]Madhya Pradesh, Annual Economic Survey
[1619]Madhya Pradesh, Annual Economic Survey
[1620]Madhya Pradesh, Annual Economic Survey

In Shahdol, during the period from June 2011 to September 2011, the rainfall received was 1,064.3mm this was 10 percent more than the average rainfall in the previous years[1621].

In Anuppur, during the period from June 2011 to September 2011, the rainfall received was 1,227.4mm this is 8 percent more than the average expected rainfall of 1,135.9mm[1622].

Around 37 percent of the land is under cultivation with a very small portion under cultivable waste land (7 percent)[1623]. Around 11 percent of the land is not available for cultivation and 11 percent constitutes fallow land[1624]. Agricultural activities in the district contributes to 14.1 percent[1625] of the GDDP.

In Anuppur, the percentage irrigated area of the land under cultivation is 2.57 percent and it has remained unchanged during the period 2005-09[1626]. The percentage area under cultivation is 42.51 percent, and has seen a decrease of 0.61 percent during the period 2005-09[1627]. There has a very slight decrease in dual cropped land as it decreased from 20.95 percent in 2005-06 to 20.46 percent in 2008-09[1628].

In Shahdol, the percentage irrigated area of the land under cultivation is 12.98 percent and it increased by 1.30 percent during the period 2005-09[1629]. The percentage area under cultivation is 27.06 percent and has seen a decrease of 1.95 percent during the period 2005-09[1630]. There has been a very slight increase in dual cropped land, as it increased from 15.08 percent in 2005-06 to 17.57 percent in 2008-09[1631].

Bansagar is a multipurpose river valley project on Son River situated in Ganga Basin in Madhya Pradesh, envisaging both irrigation and hydroelectric power generation. The Bansagar Dam across Son River is constructed at village Deolond in Shahdol district on Rewa – Shahdol road. However, irrigation through this Project benefits only a small area in the north of the District. Shahdol and Anuppur districts still have poor irrigation facilities.

Shahdol and Anuppur have a rainfall based Horticulture sector. The soil and climatic conditions in the districts are favourable for the cultivation of fruits like Pear, Peach, Litchi, Mango and Jack fruit. Also cultivation of Coffee, Turmeric, Ginger, Sesamum, Lac, Tree spices, off season vegetables, Medicinal & Aromatic crops is possible in these districts.

In the Sericulture sector, Shahdol & Anuppur have Mulberry plantation which are suitable for sericulture. Mulberry plantation is done in the blocks Jaisinghnagar (25 Hectares), Jaithari (25 Hectares).

### 15.40.2.2 Industry

Shahdol & Anuppur are backward; however, Anuppur is now becoming an important industrial hub of the state. Secondary sector in the districts grew at a CAGR of 19.12 percent[1632] in the period 2003-09 and has generated significant employment. In Anuppur, Coal mining industries employ most of the industrial workers. Power plants are also coming up, which are providing a source for employment. The Mining & Quarrying industry is the highest contributor to the GDDP (29.72 percent).

[1621]http://www.sopa.org
[1622]http://www.sopa.org
[1623]District Statistical Handbook
[1624]District Statistical Handbook
[1625]Madhya Pradesh, Annual Economic Survey
[1626]District Statistical Handbook
[1627]District Statistical Handbook
[1628]District Statistical Handbook
[1629]District Statistical Handbook
[1630]District Statistical Handbook
[1631]District Statistical Handbook
[1632]Madhya Pradesh, Annual Economic Survey

District Anuppur is very rich in its mineral resources. Minerals found in district are coal, Bauxite and fire clay. Most of the Coalmines are located in Kotma Sub Division. Amarkantak in known for its Bauxite Deposited. According to the 1998 Survey, there are 106 industries ( Large Scale & Small Scale ) in the whole District. The Orient paper Mill and Soda Factory are situated in Amlai. Small Scale industries of polythene and Baskets of Bamboo are also run in the District. There is a Bidi Factory in Venkatnagar.

The power plants in Anuppur are Amarkantak Thermal Power Plant and Chachai Power House has total generating capacity of 290 MW. 94 percent villages of Anuppur District have been electirfied.

Moser Baer Power and Infrastructure Limited is developing a 2520 MW coal based Thermal Power project in the district Anuppur. The project is planned to be executed in two phase as follows:

**Phase1**: 1200 MW (2X600 MW) **Phase 2**: 1320 MW (2X660 MW)

Moser Baer Power and Infrastructure Limited is currently developing the first phase of 1200 MW (2X600 MW) through its Special Purpose Vehicle i.e. Moser Baer Power Madhya Pradesh Limited (MBPMPL). Coal for the project will be sourced from South Eastern Coalfields and water will be sourced from River Son.

There are some small mines in Shahdol district as well, but are accessed from Anuppur District. These mines generally produce minerals such as Coal, Fire-Clay, Red & Yellow ocher and marble.

In the Large and Medium scale industries, the forest based industries have invested Rs. 7,400 Lakhs and the Chemical & Chemical Products based industries have invested Rs. 5,400 Lakhs in Shahdol and Anuppur.

**Growth of SSIs in Shahdol**
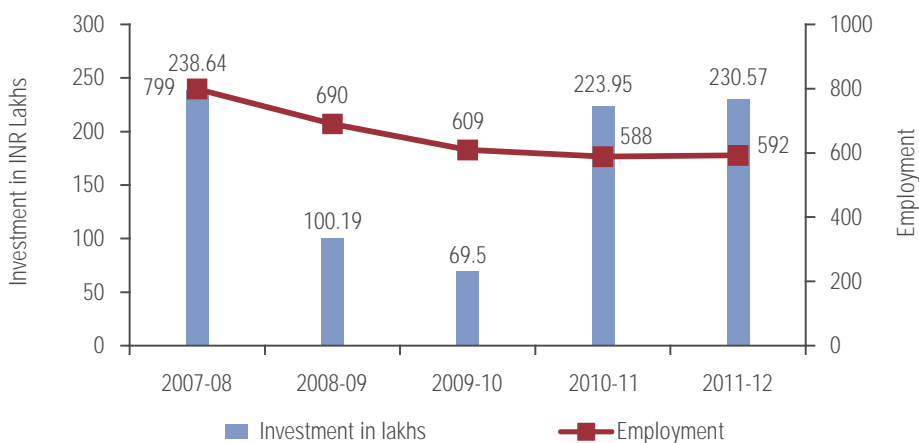


The investment in small scale industries has seen an increase in Shahdol district where as in Anuppur the trend is uneven at the moment. Oil mills, Vegetable oil mills, Furniture Manufacturing, Bedi industry, stone crushers, Lac Processing mills, Brick Kilns etc, are mainly the small scale industries in this region.

**Growth of SSIs in Anuppur**
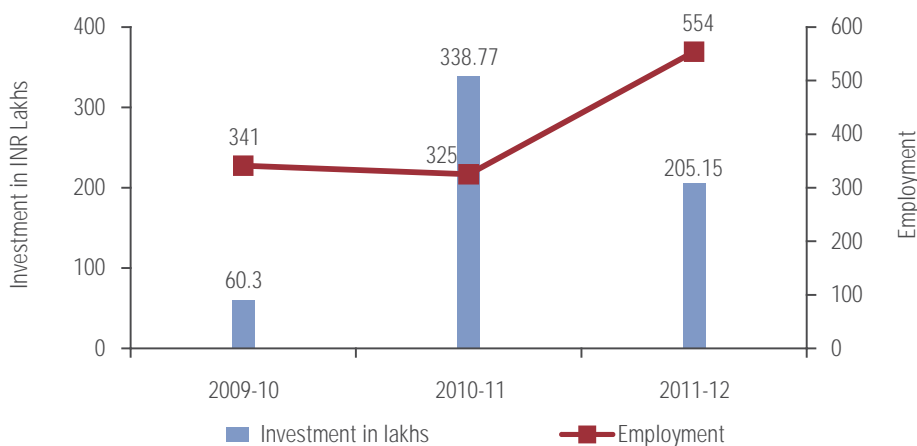


## 15.40.2.3 Services Sector

The services sector in the second major contributor to the GDDP after the Primary sector. This sector accounts for 31.2 percent of GDDP[1633]. The sector grew at a CAGR of 12.67 percent between 2003-04 and 2008-09, driven by business services, financial services, hospitality, retail and healthcare segments[1634].

Trade Hotels and Restaurants, which are mostly unorganized, account for 31.8 percent of the contribution to the GDDP from Tertiary sector[1635]. Some of the fast growing service sectors include Public Administration (12.9 percent), Railways (9.44 percent) and Other Services (27.8 percent)[1636].

In Shahdol's financial services space, in the period from 2006-07 to 2010-11, bank branches in the district have increased from 45 to 55, also recording a 20 percent increase in deposits to Rs. 1,430 Crores in the period 2006 to 2011[1637]. High growth rate in bank deposits is expected to further the growth of NBFCs in the district.

In Anuppur's financial services space, in the period from 2006-07 to 2010-11, bank branches in the district have increased from 34 to 41, also recording a 15.88 percent decrease in deposits to Rs. 1,080Crores in the period 2006 to 2011[1638].

[1633]Madhya Pradesh, Annual Economic Survey
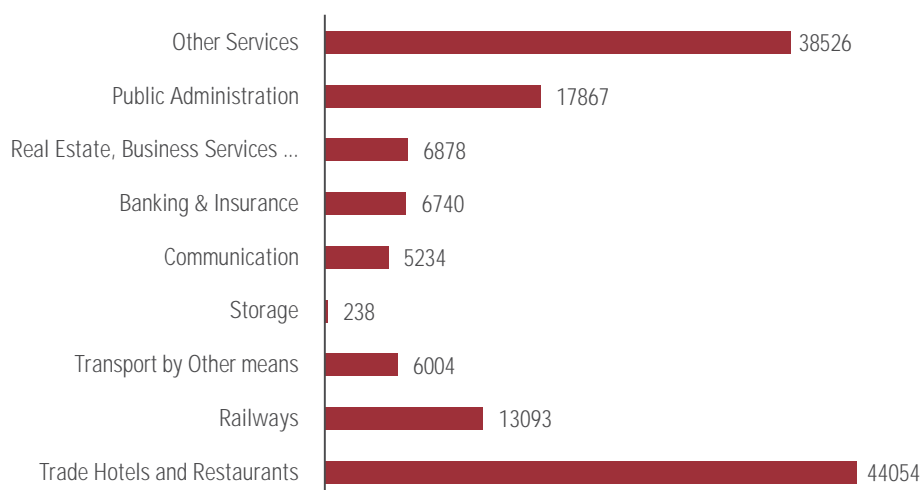[1634]Madhya Pradesh, Annual Economic Survey
[1635]Madhya Pradesh, Annual Economic Survey
[1636]Madhya Pradesh, Annual Economic Survey
[1637] RBI Statistics
[1638] RBI Statistics

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 38526 |
| Public Administration | 17867 |
| Real Estate, Business Services ... | 6878 |
| Banking & Insurance | 6740 |
| Communication | 5234 |
| Storage | 238 |
| Transport by Other means | 6004 |
| Railways | 13093 |
| Trade Hotels and Restaurants | 44054 |

Anuppur district has 16 Primary Health Centers (2.13 Centers per lakh population) and 122 Secondary Health Centers[1639] (16.28 Centers per lakh population).

Shahdol district has 28 Primary Health Centers (2.63 Centers per lakh population) and 193 Secondary Health Centers[1640] (18.12 Centers per lakh population). Which is higher compared to Anuppur.

Anuppur is connected by a rail line which carries out all the coal excavated in the coal mines of Anuppur. The district has another important railway station in Jaithairi. Also Shahdol is connected by a raiway line. The railway line in both the districts belongs to the South East Central Railway. The districts are connected via road to Sidhi, Rewa & Umaria.

### 15.40.3 Workforce Distribution in the districts

### 15.40.3.1 Current Employment Scenario in Shahdol & Anuppur

The worker's participation rate stands at 43.3 percent and is relatively higher than the state average of 42.7 percent[1641]. Among workers, employment share of cultivators is 46.9 percent and agricultural labourers at 19.3 percent[1642]. 2.9 percent of the workers are employed by household manufacturing industries, which indicates a very low employment generation through industries and services sector in line with economic activity in the district[1643].

The migration trend has been of migration to Anuppur District from Shahdol, as there are new Power Plants being constructed, and construction is a labour-intensive area with a lot of employment potential. Also, the agricultural labourers who do not find work in the off-season migrate to Anuppur for find work in construction sites.

The outward migration is noticed from Shahdol & Anuppur to Rewa, Satna, Singrauli, Bhopal, and also Nagpur. Most of the labours migrating to Nagpur generally migrate just for the orange harvesting season to earn some money, and return back to Shahdol and Anuppur after the season.

The skilled youth are now able to find employment in industries in Anuppur area, and they also migrate to the rich industrial clusters of Rewa, Satna, Singrauli and Mandideep.

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[1639] http://www.mp.gov.in/health/
[1640] http://www.mp.gov.in/health/
[1641] Census 2001
[1642] Census 2001
[1643] Census 2001

### 15.40.3.2 Current Employment Scenario in Shahdol & Anuppur

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey, by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Shahdol | 1228673 | 774064 | 474845 | 442783 | 136547 |
| Anuppur | 782175 | 492770 | 334189 | 311622 | 43591 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 1.8 lakhs during 2012-22. Labour force measured from the population employed is expected to reach 8.1 lakhs by 2022. To realize the additional employment estimations over the next decade, even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of the industry with employment potential.

### 15.40.3.3 Incremental Manpower Requirement in the Districts

Incremental manpower requirement in the district has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the district. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 12103 | NA | NA | 10303 |
| Food Processing | 309 | 1302 | 4576 | 269 | 1131 | 3973 |
| Paper & Paper Products | 1 | 8 | 9 | 1 | 7 | 8 |
| Chemical & Chemical Products | 24 | 173 | 284 | 21 | 150 | 246 |
| Construction Based Material | 2 | 17 | 28 | 2 | 15 | 24 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Construction | 833 | 2100 | 13731 | 742 | 1869 | 12225 |
| IT&ITES | 14 | 257 | NA | 18 | 337 | NA |
| Healthcare | 29 | 552 | NA | 137 | 2609 | NA |
| Transportations and Logistics | 487 | 1165 | 8081 | 556 | 1332 | 9239 |
| Retail | 911 | 2305 | 15009 | 754 | 1907 | 12418 |
| Hospitality | 169 | 851 | 2361 | 140 | 704 | 1954 |
| Communication | 243 | 1366 | 3247 | 291 | 1465 | 4059 |
| Banking and Financial Services | 230 | 479 | 3900 | 242 | 502 | 4089 |
| Education and Training | 186 | 3368 | 158 | 189 | 3413 | 178 |

As per the estimates district is expected to witness an incremental employment of 1.58 lakhs against the addition of 1.78 lakhs to labour force. Comparable employment opportunities within the district would provide opportunities for rquipping district youth with suitable skils and placing them locally .Among the potential employment generating sectors in the district Construction, retail, hospitality and transportation are prominent.

### 15.40.4  Human Resource Development Scenario in the Districts

### 15.40.4.1  Current State of Workforce Development

District has significant training infrastructure with 7 industrial training institutes and two polytechnic colleges.

| Human Resource Development Institutions in Shahdol & Anuppur[1644] | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic(Vocational) | 2 | 360 |
| Industrial Training Institutes | 7 | 1157 |

District Employment Exchanges of Shahdol and Anuppur haven't been very successful in organizing private job fairs. Only 75 jobs were offered both the districts put together. All by a single company as Executive Salesmen.

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[1644]Directorate of Technical Education, Madhya Pradesh

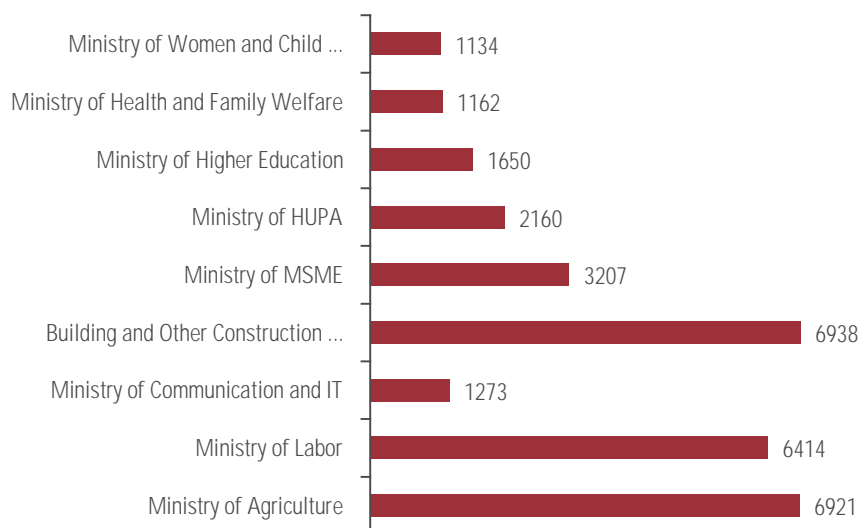| Company | Job Role | Number of Candidates Selected |
|---------|----------|-------------------------------|
| Shivshakti Bioplant Tech, Bilaspur | Executive Salesman | 75 |

In both Shahdol and Anuppur, the total number of youth registered with employment exchange is 15,541 out of which 13,216 are skilled. There were no job notifications/placements offered by the government in the last 5 years.

### 15.40.4.2 Incremental Training Capacity in the Districts through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 25,476 people in secondary and tertiary services and 32,398[1645] people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 43.28 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 42,500 manpower without government funded training.

**Physical Target 2012-17**

| Ministry | Value |
|----------|-------|
| Ministry of Women and Child ... | 1134 |
| Ministry of Health and Family Welfare | 1162 |
| Ministry of Higher Education | 1650 |
| Ministry of HUPA | 2160 |
| Ministry of MSME | 3207 |
| Building and Other Construction ... | 6938 |
| Ministry of Communication and IT | 1273 |
| Ministry of Labor | 6414 |
| Ministry of Agriculture | 6921 |

### 15.40.5 District Specific Recommendations

Shahdol and Anuppur, have anskewed economy with Primary sector playing a higher role than the Secondary and Tertiary Sectors. However formal employment in the districts is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 17,618 people in formal segment over the next five years.

Significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

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[1645] KPMG Analysis

- Primary Sector based economy with high proportion of informal employment
- Retail, Construction, Banking and Financial Services, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by Food Processing and Beverages and Chemical & Chemical Products industry
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Shahdol and Anuppur are viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities.

Considering these factors, the proposed action plan for stakeholders in skill development in Shahdol and Anuppur districts would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Security Services**<br>  o **Sales & Marketing Executives** |
| **Government** | - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Informal sector of Transportation and Logistics**<br>  o **Informal sector of Healthcare**<br>- Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Coal Mining Cluster** – Due to presence of vast coal deposits in the districts and coal mining Industries<br>  o **Coal Processing Cluster** – Coal processing is a very important activity and has a very high scope<br>  o **Power Generation Cluster** – Presence of many power plants and setup of new units by both the Private Sector and Government Sector<br>- Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Fruit Cultivation –** Pear, Peach, Litchi, Mango, Jack fruit<br>  o **Spices & Condiments Cultivation** – Turmeric, Ginger and Tree spices<br>  o **Mulberry cultivation and Silk Weaving** |

| | |
|---|---|
| | o **Vegetable Cultivation** – Seasonal<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o **Security services**<br>  o **Sales & Marketing Executives**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br>  o **Construction**<br>  o **Security Services**<br>  o **Sales & Marketing**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.41    Skill Gap Assessment of Sidhi & Singrauli

### 15.41.1  Social Profile

Singrauli district was carved out of erstwhile Sidhi in 2008 by seperating Singrauli, Deosar and Chitrangi Tehsils with Waidhan as head quarters for the district while Sidhi town continued to be the head quarters for Sidhi district. Need for special industrial thrust in Singrauli region has been the key reason for the formation of the Singrauli district.

#### 15.41.1.1  Demographics

**Sidhi District**

Sidhi has a population of 11.26[1646] lakhs as per 2011 Census with a decadal growth rate of 23.66 percent between 2001-11. The district is predominantly rural with 81.7 percent of the total population living in rural areas. Population density of the district at 232[1647] people per square kilometer, is similar to the state average of 236[1648] people per square kilometer. Gender ratio among 0-6 years population has been a concern, with only 910 girls per 1000 boys[1649].

**Singrauli District**

Singrauli has a population of 11.78[1650] lakhs as per 2011 Census. District has marginally higher urbanization compared to erstwhile Sidhi, with 19.3 percent of total population living in urban areas. However, level of urbanization is still low in the district in comparison to some of the urbanized districts of Madhya Pradesh. Population density of the district at 208[1651] people per square kilometer is significantly lower than both Sidhi and State averages[1652].

Combined districts population has a composition of 11.85 percent Scheduled Castes and 29.89 percent Scheduled Tribes populations[1653].

#### 15.41.1.2  Literacy

Literacy rate in Sidhi has improved from 55.27 percent in 2001 to 66.09 percent in 2011.However, district literacy rate is still lower than state average of 70.6[1654] percent with the trend continuing even in male, female literacy rates.

District has about 2,475 schools with 1,704 primary,609 middle,83 high schools and 79 higher secondary schools[1655].

Literacy rate in Singauli has improved from 49.25 percent in 2001 to 62.36 percent in 2011. However,  district literacy rate is significantly lower than than the state average of 70.6[1656] . Disparity in male and female literacy rates is a key concern, with female literacy rate at 49.86 percent in comparison to male literacy rate of 73.79 percent.

Singrauli has a total of 1895 schools with 1,383 primary, 390 middle,85 high schools, and 37 higher secondary schools[1657].

In Sidhi and Singrauli, the transition rate from primary to upper primary (70.29 percent) is significantly higher than the transition rate from upper primary to secondary (66.98 percent)[1658]. Further, current enrollments in higher secondary

[1646] Census of India, 2011
[1647] Census of India, 2011
[1648] Census of India, 2011
[1649] Census of India, 2011
[1650] Census of India, 2011
[1651] Census of India, 2011
[1652] Census of India, 2011
[1653] Census of India, 2001
[1654] Census of India, 2011
[1655]MP State Education Portal
[1656] Census of India, 2011
[1657]MP State Education Portal

education is only 9,051 (Class XI) in comparison to secondary enrollments of 42,244 (Class IX), indicating the need to enhance secondary and higher secondary capacities to cope with increasing demand[1659].

Penetration of private players in school education is low, with government schools accounting for 80.14 percent and 93.75 percent enrollments, in Sidhi and Singrauli respectively.

| District | Madhya Pradesh | Sidhi |
|---|---|---|
| Population(2011) | 72,597,565 | 1,126,515 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 23.7% |
| Population Density Per Sq.km(2011) | 236 | 232 |
| Level of Urbanization(2011) | 27.6% | 8.3% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 952 |
| Proportion of ST Population(2001) | 20.3% | 29.9% |
| Literacy Rate(2011) | 70.6% | 66.1% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 21.3% |
| Number of Literates(2011) | 43,827,193 | 619,768 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 262,953 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.16 |
| District | Madhya Pradesh | Singrauli |
| Population(2011) | 72,597,565 | 1,178,132 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 28.0% |
| Population Density Per Sq.km(2011) | 236 | 208 |
| Level of Urbanization(2011) | 27.6% | 19.3% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 916 |
| Proportion of ST Population(2001) | 20.3% | 29.9% |
| Literacy Rate(2011) | 70.6% | 62.4% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 23.9% |
| Number of Literates(2011) | 43,827,193 | 607,268 |

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[1658] www.educationportal.mp.gov.in
[1659] www.educationportal.mp.gov.in

| | | |
|---|---|---|
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 287,821 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| Sidhi and Singrauli | | |
| Contribution to State Economy(2008-09) | - | 4.03% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 31,088 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 57.3% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 26.3% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 16.4% |

### 15.41.2  District Economy

The economy of Sidhi and Singrauli, has been growing at a CAGR of 9.85 percent during the period 2003 to 2009[1660]. Secondary and Tertiary sectors have been witnessing significant growth over the last few years, as evident from the annual growth rates of 24.6 percent  and  17.8 percent respectively, during 2007-08 to 2008-09[1661].

Sidhi & Singrauli Districts predominantly have an industrial economy with focus on Mining & Quarrying (45.7% of the total GDDP), Electricity, Gas & water supply (17.4% of the total GDDP)[1662].Per capita income in the districts at Rs. 31,088 in 2008-09[1663] is higher than the state average, however per capita income has grown only at 6.54 percent during 2003-04 and 2008-09, in comparison to overall state growth of 15.02 percent during the same period.

**Sidhi & Singrauli Economic Growth**
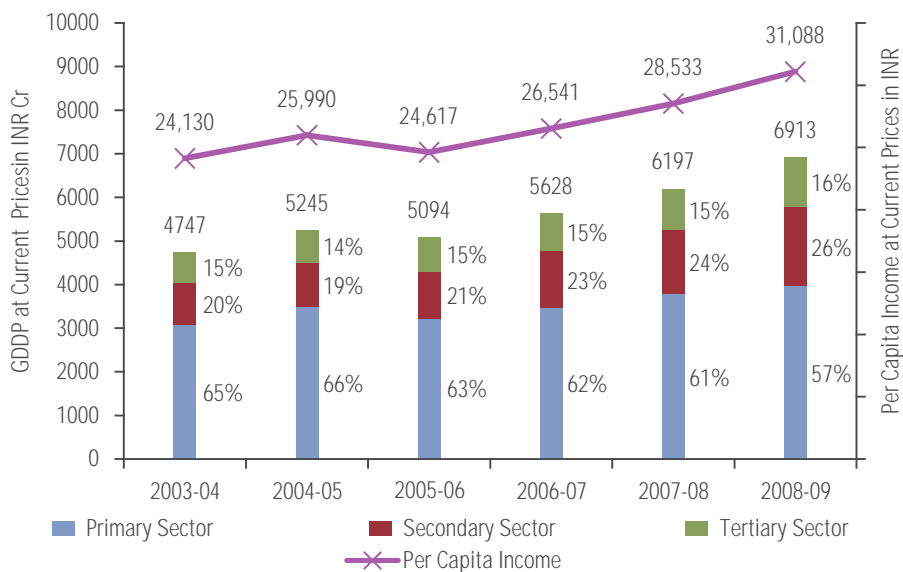
[1660]Madhya Pradesh, Annual Economic Survey
[1661]Madhya Pradesh, Annual Economic Survey
[1662]Madhya Pradesh, Annual Economic Survey
[1663]Madhya Pradesh, Annual Economic Survey

### 15.41.2.1   Agriculture and allied sectors

Sidhi & Singrauli districts are primarily agricultural districts. A major segment of working population is involved in agriculture and the major soil type is black cotton. Maize, Kodon, Jowar, Wheat, Gram, Mustard are the major crops sown in the district.

In Sidhi, during the period from June 2011 to September 2011, the rainfall received was 1534.7mm this was 57% more than the average rainfall in the previous years[1664].

In Singrauli, during the period from June 2011 to September 2011, the rainfall received was 1287.2mm this is 60% more than the average expected rainfall of 481.4mm[1665].

Around 34% of the land is under cultivation, with a very small portion under cultivable waste land (6%)[1666]. Forest and logging activities in the district contributes to 11.61%[1667] of the GDDP of the primary sector. Around 9% of the land is not available for cultivation, and 7% constitutes fallow land.[1668]

The percentage irrigated area of the land under cultivation is 19.98%, and it increased by 1.56% during the period 2005-09[1669]. The percentage area under cultivation is 71.18%, and has seen a decrease of 1.75% during the period 2005-09[1670]. There has been a very slight increase in dual cropped land, as it increased from 35.75% in 2005-06 to 35.94% in 2008-09[1671].

Sidhi and Singrauli have a rainfall dependent Horticulture sector. The soil and climatic conditions in the districts are favourable for the cultivation of  fruits like Pear, Peach, Litchi, Mango and Jack fruit. Also cultivation of Coffee, Turmeric, Ginger, Sesamum, Lac, Tree spices. Cultivation of off-season vegetables, Medicinal & Aromatic crops, is also possible in these districts.

In the Sericulture sector, Sidhi & Singrauli have Mulberry and Tasar plantations, which are suitable for sericulture. Mulberry plantation is done in the blocks Mazoli (25 Hectares), Sihaval (25 Hectares), Kushmi (25 Hectares), Deveshar (40 Hectares). 70 Hectares of Tasar plantations can be found in Deveshar block.

### 15.41.2.2   Industry

Sidhi & Singrauli are backward; however, Singrauli is now becoming an important industrial hub of the state. Secondary sector in the districts grew at a CAGR of 17.13%[1672] in the period 2003-09, and has generated significant employment. In Singrauli, Coal mining industries employ most of the industrial workers. Power plants are also coming up, which are providing a source for employment. The Mining & Quarrying industry is the highest contributor to the GDDP. However there are smaller companies which process vegetable oil and pulses etc.

The area of Singrauli Coalfield is about 2202 km$^2$. The coalfield can be divided into two basins, viz. Moher sub-basin (312 km$^2$.) and Singrauli Main basin (1890 km$^2$.). The major part of the Moher sub-basin lies in the Sidhi district of Madhya Pradesh, and a small part lies in the Sonebhadra district of Uttar Pradesh[1673]. Singrauli main basin lies in the western part

[1664]http://www.sopa.org
[1665]http://www.sopa.org
[1666]District Statistical Handbook
[1667]Madhya Pradesh, Annual Economic Survey
[1668]District Statistical Handbook
[1669]District Statistical Handbook
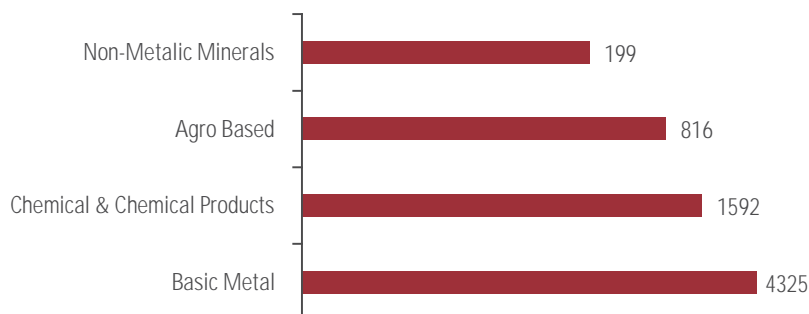[1670]District Statistical Handbook
[1671]District Statistical Handbook
[1672]Madhya Pradesh, Annual Economic Survey
[1673]District Industries Department

of the coalfield and is largely unexplored. The present coal mining activities and future blocks, are concentrated in Moher sub-basin[1674]. Lignite is the form of coal, excavated in these coal mines[1675]. These coal mines are hubs for the HEMM (Heavy Earth Moving Machines).

**LMI Investment (in Lakhs)**

| Category | Value |
|---|---|
| Non-Metalic Minerals | 199 |
| Agro Based | 816 |
| Chemical & Chemical Products | 1592 |
| Basic Metal | 4325 |

The important industries in Sidhi are "State Cooperative Oil Seed Growers Fed. Ltd." investing Rs. 816.21Lakhs, "Nav Bharat Fouje Co. Ltd." investing Rs. 738.2Lakhs, and employing 25 workers. Also, a mini cement plant established by Bharat Food India Ltd, invested Rs. 200 Lakhs and employs 112 workers[1676].

All major companies operating in Singrauli are giants of Indian energy industry. The operations of companies include mining of coal to power generation. In the recent past, several private companies have also joined the league of companies operating at Singrauli.

Major companies operating or coming up at Singrauli are:

NTPC, Northern Coal Fields Limited, Reliance power Ltd., Mahan Super Thermal Power Project (Essar Global), Mahan coal Limited (joint venture of Essar and Hindalco), Mahan Aluminium Ltd - Aluminum smelter plant (Hindalco Industries Limited), Mahan Captive Thermal Power Plant (Hindalco Industries Limited), Jaypee Nigrie Super Thermal Power Project (Jaypee group), etc[1677].

The investment in small scale industries has seen a decline in Sidhi district.
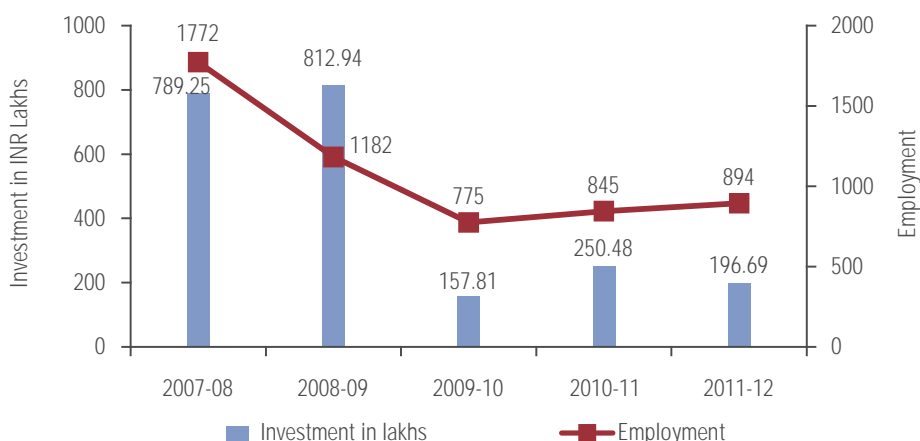
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[1674]District Industries Department
[1675]District Industries Department
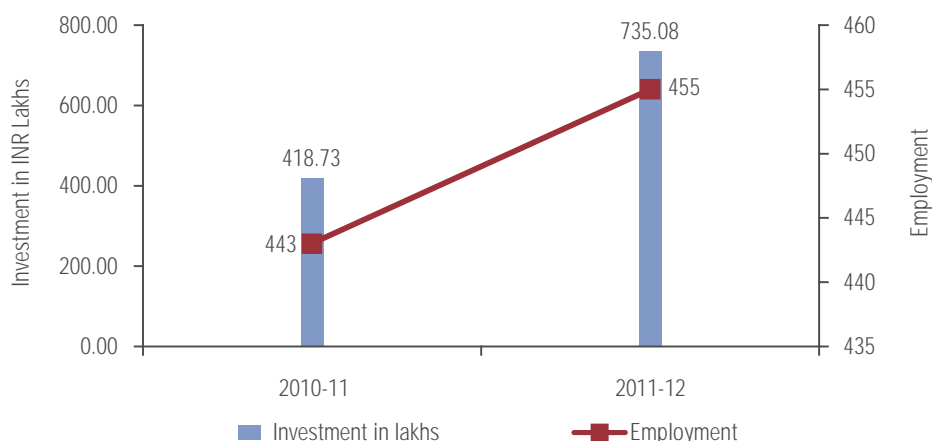[1676]District Industries Department
[1677]District Industries Department

**Growth of SSIs in Sidhi**



Singrauli has been steadily receiving investments into SSI category. Saw Mills, Furniture Manufacturing, Bedi industry, stone crushers, etc are mainly the small scale industries in this region.

**Growth of SSIs in Singrauli**



### 15.41.2.3   Services Sector

Services sector accounts for the lowest chunk of the district economy with contribution towards GDDP of about 16 percent to GDDP[1678]. The sector grew at a CAGR of 12.69 percent between 2003-04 and 2008-09, driven by business services, financial services, hospitality, retail and healthcare segments[1679].

Trade Hotels and Restaurants which are mostly unorganized account for 29.04% of the contribution to the GDDP from Tertiary sector[1680]. Some of the fast growing service sectors include Real Estate & Business Services (6.36 percent) and public administration (14.08 percent)[1681].

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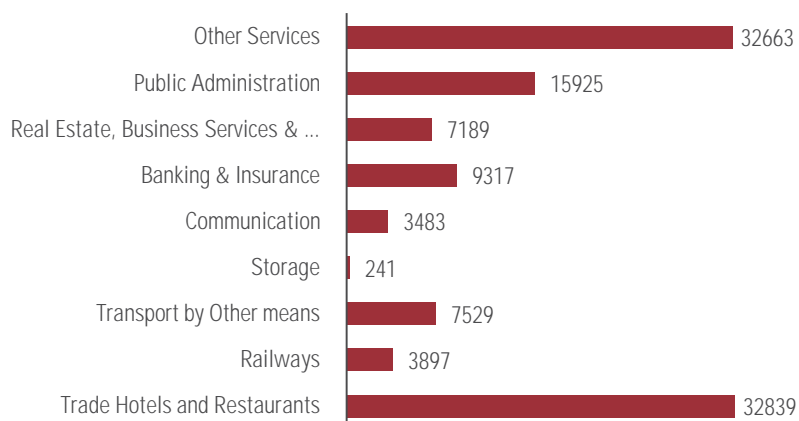[1678]Madhya Pradesh, Annual Economic Survey
[1679]Madhya Pradesh, Annual Economic Survey
[1680]Madhya Pradesh, Annual Economic Survey
[1681]Madhya Pradesh, Annual Economic Survey

In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 79 to 101, also recording a 40.18 percent increase in deposits to Rs. 4,989 Crores in the period 2006 to 2011[1682]. High growth rate in bank deposits is expected to further the growth of NBFCs in the district.

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 32663 |
| Public Administration | 15925 |
| Real Estate, Business Services & ... | 7189 |
| Banking & Insurance | 9317 |
| Communication | 3483 |
| Storage | 241 |
| Transport by Other means | 7529 |
| Railways | 3897 |
| Trade Hotels and Restaurants | 32839 |

Sidhi district has 25 Primary Health Centers (2.22 Centers per lakh population) and 157 Secondary Health Centers[1683] (13.94 Centers per lakh population).

Singrauli district has 14 Primary Health Centers (1.19 Centers per lakh population) and 145 Secondary Health Centers[1684] (12.31 Centers per lakh population),which is lower than Sidhi.

Singrauli is connected by a rail line which carries out all the coal excavated in the coal mines of Singrauli. However, Sidhi district is not connected by a rail line. Sidhi district is connected by the state highway 75 and no major roads pass through Singrauli.

### 15.41.3   Workforce Distribution in the districts

### 15.41.3.1   Current Employment Scenario in Sidhi & Singrauli

The worker's participation rate stands at 41.4% and is relatively higher than the state average of 42.7%[1685]. Among workers, employment share of cultivators is 54.7% and agricultural labourers at 23.2%[1686]. 2.7% of the workers are employed by household manufacturing industries,which indicates a very low employment generation through industries and services sector in line with economic activity in the district[1687].

The migration trend has been such that people are migrating to Singrauli District from Sidhi, as there are new Power Plants being constructed, and construction is a labour intensive work. Also, the agricultural labourers who do not find work in the off season migrate to Singrauli for finding work in construction sites.

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[1682] RBI Statistics
[1683] http://www.mp.gov.in/health/
[1684] http://www.mp.gov.in/health/
[1685] Census 2001
[1686] Census 2001
[1687] Census 2001

The outward migration is noticed from Sidhi & Singrauli to Rewa, Satna, Shahdol, Bhopal and also Nagpur. Most of the labourers migrating to Nagpur generally migrate just for the orange harvesting season to earn some money and return to Sidhi and Singrauli after the season.

The skilled youth are now able to find employment in industries in the Singrauli area, and they also migrate to rich industrial clusters of Rewa, Satna, Anuppur and Mandideep.

### 15.41.3.2   Estimation of Manpower Supply of the District

Labour force and Workforce for 2012, 2017 and 2022, are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected district labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during  2012-22 |
|---|---|---|---|---|---|
| Sidhi | 1329792 | 837769 | 480239 | 447810 | 163606 |
| Singrauli | 1374583 | 865987 | 502243 | 468329 | 160836 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 3.23 lakhs during 2012-22. Labour force measured from the population employed, is expected to reach 9.8 lakhs by 2022. To realize the additional employment estimations over the next decade, even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry with employment potential.

### 15.41.3.3   Incremental Manpower Requirement in the Districts

Incremental manpower requirement in the district of Sidhi & Singrauli has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Sidhi & Singrauli. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 14210 | NA | NA | 12097 |
| Food Processing | 98 | 414 | 1453 | 85 | 359 | 1262 |
| Fabrication | 1 | 11 | 11 | 1 | 9 | 10 |
| Paper & Paper Products | 1 | 10 | 11 | 1 | 8 | 9 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Chemical & Chemical Products | 190 | 1364 | 2245 | 165 | 1184 | 1949 |
| Construction Based Material | 1 | 6 | 10 | 1 | 5 | 9 |
| Mineral Processing | 9 | 80 | 91 | 8 | 69 | 79 |
| Auto and Auto Components | 1 | 9 | 5 | 1 | 8 | 4 |
| Construction | 622 | 1567 | 10250 | 554 | 1395 | 9125 |
| IT&ITES | 11 | 215 | NA | 15 | 281 | NA |
| Healthcare | 137 | 2594 | NA | 208 | 3943 | NA |
| Transportations and Logistics | 295 | 706 | 4898 | 337 | 807 | 5599 |
| Retail | 679 | 1718 | 11188 | 562 | 1422 | 9257 |
| Hospitality | 126 | 634 | 1760 | 104 | 525 | 1456 |
| Communication | 162 | 909 | 2161 | 193 | 975 | 2701 |
| Banking and Financial Services | 319 | 662 | 5391 | 334 | 694 | 5653 |
| Education and Training | 198 | 3595 | 169 | 206 | 3721 | 194 |

As per the estimates, Sidhi & Singaruli are expected to witness an incremental employment of 1.38 lakhs against the addition of 3.21 lakhs to labour force. Low growth of employment opportunities within the district, and willingness of district youth for employment realted migration would provide opportunities for sourcing trained youth to locations like Rewa, Satna, Anuppur and Mandideep. Among the potential employment generating sectors in the district,construction, retail, hospitality and transportation are prominent.

### 15.41.4   Human Resource Development Scenario in the Districts

### 15.41.4.1   Current State of Workforce Development

Districts have limited penetration of higher education infrastructure with lower number of seats per population in comparison to state and national average.

| Human Resource Development Institutions in Sidhi & Singrauli[1688] | | |
|---|---|---|
| Program | Number of institutions | Intake |
| Polytechnic(Vocational) | 1 | 120 |
| Industrial Training Institutes | 2 | 194 |

However, available skilled manpower has been steadily growing in Sidhi with 9,139 total registrations in employment exchange of which 8,612 are in the skilled category. But in Singrauli, availability of skilled manpower is significantly low, with only 675 live registrations in Employment Exchange.

Job fairs organized by District Employment Exchanges, were able to create 511 jobs with Indian Air Force recruiting for the Airman role, being the major recruiter[1689].

| Company | Job Role | # of Candidates Selected |
|---|---|---|
| Indian Air force | Airman | 428 |
| Shivshakti Bioplant Tech, Jabalpur | Executive Salesman | 21 |
| Navkisaan Bioplant Tech, Jabalpur | Executive Salesman | 27 |
| Shivshakti Bioplant Tech, Bilaspur | Executive Salesman | 35 |

### 15.41.4.2 Incremental Training Capacity in the Districts through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 23,394 people in secondary and tertiary services, and 31,152[1690] people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 48.5% of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 33,000 manpower without government funded training.

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[1688]Directorate of Technical Education, Madhya Pradesh
[1689] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf
[1690] KPMG Analysis

**Physical Target 2012-17**

| Ministry | Target |
|---|---|
| Ministry of Women and Child ... | 1411 |
| Ministry of Health and Family Welfare | 1476 |
| Ministry of Higher Education | 2095 |
| Ministry of HUPA | 1632 |
| Ministry of MSME | 2924 |
| Building and Other Construction ... | 5179 |
| Ministry of Communication and IT | 1331 |
| Ministry of Labor | 5848 |
| Ministry of Agriculture | 7758 |
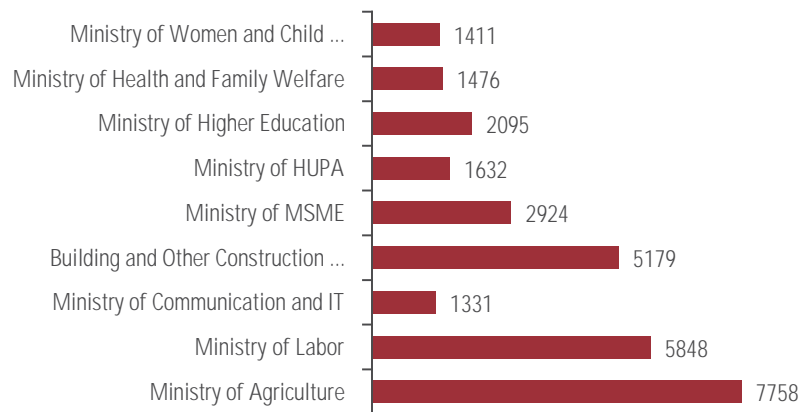
### 15.41.5 District Specific Recommendations

Sidhi and Singrauli, have a skewed economy with Primary sector playing a higher role than the Secondary and Tertiary Sectors. However, formal employment in the districts is limited due to shortage of organized players in the services sector, and large industrial units. Requirement for skill training in the district, is about 17,574 people in formal segment, over the next five years.

Significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

- Primary Sector based economy with high proportion of informal employment
- Retail, Construction, Banking and Financial Services, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
- Employment in manufacturing driven by Chemical & Chemical Products industry
- Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
- District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Sidhi and Singrauli are viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities.

Considering these factors, the proposed action plan for stakeholders in skill development in Sidhi and Singrauli districts would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>  o **Security Services**<br>  o **Sales & Marketing Executives**<br>  o **Mechanics & Technicians** |
| **Government** | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>  o **Informal segment of Construction Sector**<br>  o **Informal segment of Retail Sector**<br>  o **Informal sector of Transportation and Logistics**<br>  o **Informal sector of Healthcare**<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>  o **Cement Manufacturing Cluster** – Due to presence of few cement plants in the District.<br>  o **Telecom Equipment Manufacturing Cluster** – Due to presence of telecom companies within Sidhi and Singrauli District<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>  o **Dairy farming**<br>  o **Livestock Rearing – Piggery, Goatery, Poultry**<br>  o **Fruit Cultivation –** Pear, Peach, Litchi, Mango, Jack fruit<br>  o **Spices & Condiments Cultivation** – Turmeric, Ginger and Tree spices<br>  o **Mulberry and Tasar cultivation and Silk Weaving**<br>  o **Vegetable Cultivation** – Seasonal<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>  o **Security services**<br>  o **Sales & Marketing Executives**<br>  o **Mechanics & Technicians**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as |

|  | o **Construction**<br>o **Security Services**<br>o **Sales & Marketing**<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |
| --- | --- |

## 15.42    Skill Gap Assessment of Umaria District

### 15.42.1   Social Profile

#### 15.42.1.1   Demographics

Umaria district is divided into 3 administrative blocks with Umaria town as the administrative headquarters. As of 2011, Umaria has a population of 6.43 lakhs with significantly high proportion of the population living in rural areas (82.8 percent)[1691]. Umaria is a sparsely populated district with a population density of 158 people per square km in comparison to state average of 236[1692].

Gender ratio of the district standing at 953 females per 1,000 male population is significantly higher than the state average of 930 females per 1,000 males. Also, gender ratio among 0 to 6 years population standing at 946 girls per 1,000 boys is higher than the state average of 912 girls per 1,000 boys[1693].

The district has a proportion of backward caste population comparable to that of the state, with Scheduled Castes & Scheduled Tribes accounting for 6.81  percent[1694] and 44.04  percent of the total population respectively[1695].

#### 15.42.1.2   Literacy

As, per the census of 2011, Umaria has a comparatively lower literacy rate (67.34 percent) than the state average (70.06 percent)[1696]. Gender disparity in literacy rate is significant, with male literacy rate at 78.1 percent and the female literacy rate at 56.06 percent[1697].

District has a total of 798 primary schools, 375 middle schools 53 high schools and 33 higher secondary schools[1698]. Total literate in Umaria District were 433,386 of which male and female were 257,329 and 176,057 respectively[1699].

The number of enrollments in class VIII when compared to class I is significantly low in Umaria. Government schools play a major role in Umaria as the percentage of students enrolled in government schools are 76.92 percent[1700].

The transition rate from primary to upper primary (79.47 percent) is significantly higher than the transition rate from upper primary to secondary (64.40 percent)[1701]. Further, current enrollments in higher secondary education is only 2,704 (Class XI) in comparison to secondary enrollments of 10,745 (Class IX) indicating need to enhance secondary and higher secondary capacities to cope up with increasing demand[1702].

[1691] Census of India, 2011
[1692] Census of India, 2011
[1693] Census of India, 2011
[1694] Census of India, 2001
[1695] Census of India, 2001
[1696] Census of India, 2011
[1697] Census of India, 2011
[1698] www.educationportal.mp.gov.in
[1699] Census of India, 2011
[1700] MP Education Portal
[1701] www.educationportal.mp.gov.in
[1702] www.educationportal.mp.gov.in

| District | Madhya Pradesh | Umaria |
| --- | --- | --- |
| Population(2011) | 72,597,565 | 643,579 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 24.7% |
| Population Density Per Sq.km(2011) | 236 | 158 |
| Level of Urbanization(2011) | 27.6% | 17.2% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 953 |
| Proportion of ST Population(2001) | 20.3% | 44.0% |
| Literacy Rate(2011) | 70.6% | 67.3% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 22.0% |
| Number of Literates(2011) | 43,827,193 | 366,414 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 135,362 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.15 |
| Contribution to State Economy(2008-09) | - | 0.59% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 17,313 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 29.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 29.7% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 41.3% |

### 15.42.2  District Economy

The economy of Umaria has been growing at a CAGR of 12.49 percent during the period 2003 to 2009. The growth rate of the secondary sector has been the maximum at 18.94 percent in the period from 2003 to 2009[1703]. Following it has been the tertiary sector with the growth rate of 12.43 percent[1704]. The agriculture sector has been the slowest growing sector with the growth rate of 7.43 percent[1705].

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[1703]Madhya Pradesh, Annual Economic Survey
[1704]Madhya Pradesh, Annual Economic Survey
[1705]Madhya Pradesh, Annual Economic Survey

The per capita income of Umaria is Rs. 17,313, which is below the state average of Rs. 25,175[1706]. The per capita income has grown over the decade with a CAGR of 10.24 percent[1707].

Umaria district has no large industries as the maximum area of the district lies under the reserved forest area and hence, has not been allotted to any significant medium or large industries. The district is mostly dependent on the service sector. Also, the tiger haven Bandhavgarh National Park is part of the district and is a major tourist attraction.

The Gross District Domestic Product shows the maximum contribution by the Tertiary Sector over the past decade.

**Umaria Economic Growth**
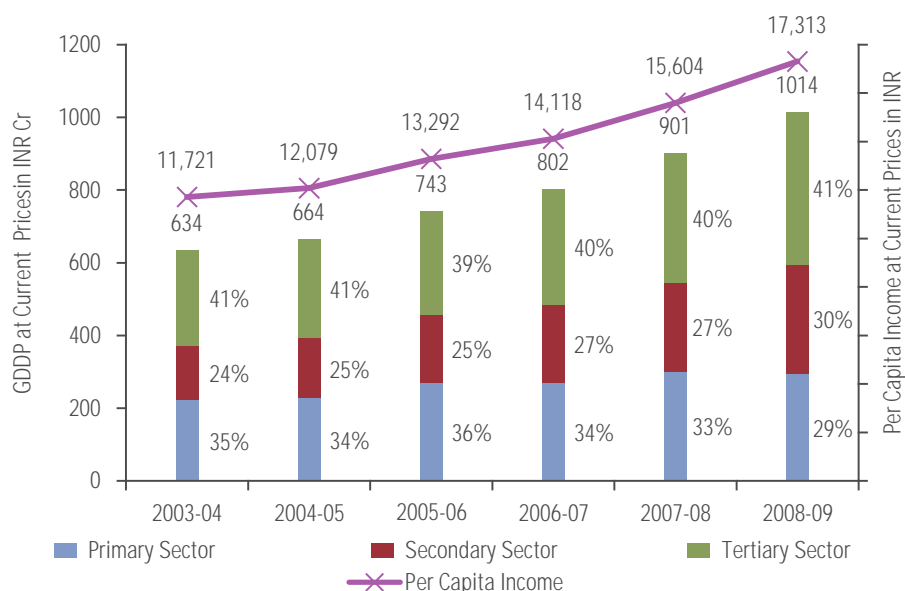


## 15.42.2.1 Agriculture and allied sectors

Agriculture in the district is an important occupation in the country as the major area is protected forest and industrial activity has been limited.The total contribution of the primary sector to the GDDP has been 294[1708] crores in 2008-09. It grew at 7.43 percent CAGR in the period 2003 to 2009[1709].

The main crops of the Umaria district are wheat, Rice, Maize. The major soil type is sandy and light textured. Ground water has an important role in irrigation in the district.

During the period of June 2011 to September 2011, the rainfall received in Umaria district was 1,351 mm which was 27 percent more than the average expected rainfall of 1064mm[1710].

The  percentage irrigated area of the land under cultivation is 17.3 percent. The  percentage area under cultivation is 23.9 percent[1711]. There has been almost no change in  percentage of double cropped land and it has remained at 30.7 percent during the period from 2008 to 2009[1712].

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[1706]Madhya Pradesh, Annual Economic Survey
[1707]Madhya Pradesh, Annual Economic Survey
[1708] Census of India, 2011
[1709] Census of India, 2011
[1710]http://www.sopa.org
[1711]District Statistical Handbook
[1712]District Statistical Handbook

The GDDP of the Agriculture sector in 2008-09 was 18,430 lakhs, and that of forestry and logging was 4,079 lakhs. The contribution of fishing to GDDP was 526 lakhs[1713].

Umaria has a rainfall based Horticulture sector. The soil and climatic conditions in the district are favorable for the cultivation of fruits like Pear, Peach, Litchi, Mango and Jack fruit. Also cultivation of Coffee, Turmeric, Ginger, Sesame, Lac, Tree spices, off season vegetables, Medicinal & Aromatic crops is possible in this district.

### 15.42.2.2   Industrial Sector

The industrial sector of Umaria is a growing sector with a GDDP contribution of 301 crores[1714] in 2008-09. The secondary sector in Umaria district grew at a CAGR of 18.94 percent during the period 2003 to 2009[1715].

The contribution of manufacturing sector has been Rs. 7,295 lakhs, and that of mining and quarrying has been Rs. 6,358 lakhs[1716].   The share of construction sector has been Rs. 12,188 lakhs[1717].

The district falls in the region of Johilla coal deposits. Coal mining activity is the only industrial activity found in Umaria. However, most part of the coal deposit falls under the reserved forest area and hence is unexplored.

The small-scale industries of the Umaria district have shown an uneven trend of investment and employment in recent years.

**Growth of SSIs in Umaria**



Table: SSI Investment over the years[1718].
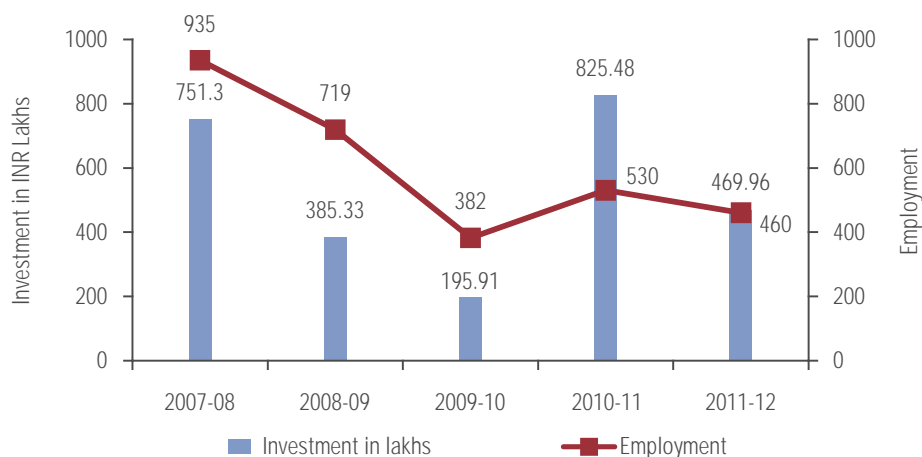
The small scale industry includes stone crushers, brick kilns, beedi rolling, forest herb processing etc.

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[1713]Madhya Pradesh, Annual Economic Survey
[1714]Madhya Pradesh, Annual Economic Survey
[1715]Madhya Pradesh, Annual Economic Survey
[1716]Madhya Pradesh, Annual Economic Survey
[1717]Madhya Pradesh, Annual Economic Survey
[1718]Madhya Pradesh, Annual Economic Survey
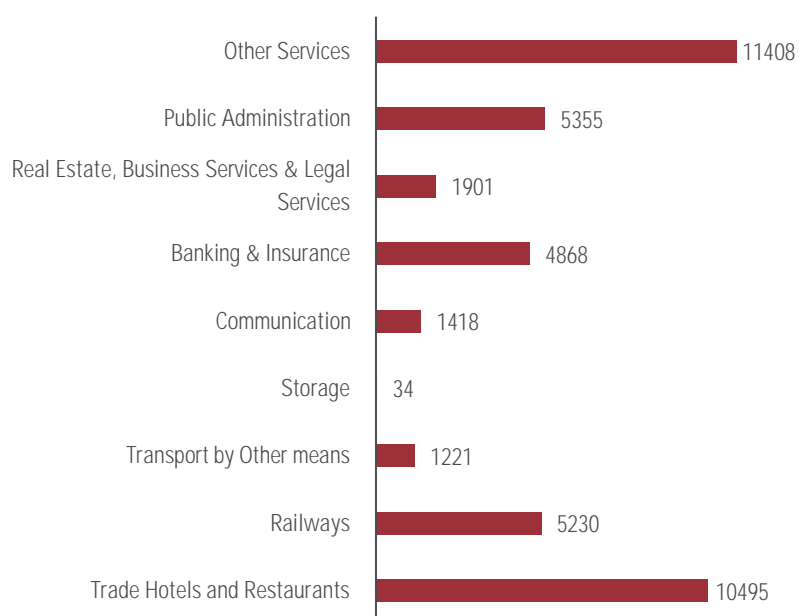
### 15.42.2.3 Service Sector

Services sector has been the driver of the district economy with contribution of about 40 percent to GDDP. The sector grew at 12.43%[1719] between 2003-09, driven by hospitality, public administration and other services.

Trade Hotels and Restaurants, which are mostly unorganized, account for 25.03 percent of the GDDP.

Umaria falls in the tourist circuit of Khajuraho – Maihar – Bandhavgarh – Amarkantak. The tourism industry is flourishing due to the presence of the Bandhavgarh National Park in the district. It attracts tourists from all parts of India and foreign countries. The peak period during which tourists visit Umaria, is from October to June of every year. This is because the National Park is closed for three months every year i.e. from July to September. More than one third of the tourists are not from outside of Indian.

In the financial services space, between 2006-07 to 2010-11 bank branches in the district have increased from 24 to 29, also recording a 19.66 percent compounded growth in deposits to Rs. 852 Crores[1720].

**Contribution of Services Sector to GDDP (2008-09)**

| Category | Value |
|---|---|
| Other Services | 11408 |
| Public Administration | 5355 |
| Real Estate, Business Services & Legal Services | 1901 |
| Banking & Insurance | 4868 |
| Communication | 1418 |
| Storage | 34 |
| Transport by Other means | 1221 |
| Railways | 5230 |
| Trade Hotels and Restaurants | 10495 |

The district has 12 Primary Health Centers (availability per lakh population is 1.86) and 86 Secondary Health Centers (availability per lakh people is 13.36)[1721]. This is comparitively lower than the surrounding districts.

Also, the district is well connected by a busy railway line connecting Shahdol, Katni, Damoh, Sagar & Bhopal with Umaria district. Umaria is also connected by the roads such as the NH 7highway, this highway connects several important Indian cities such as Varanasi, Jabalpur, Nagpur, Hyderabad, Bangalore, Salem, Virudhunagar, Tirunelveli, Dindigul, Madurai. Also, National Highway 75 pass through Umaria. The nearest big towns to Umaria are Allahbad in UP (180 Km) and Jabalpur (181 Km).

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[1719]Madhya Pradesh, Annual Economic Survey
[1720] RBI Statistics
[1721] http://www.mp.gov.in/health/

### 15.42.3  Workforce Distribution in the district

### 15.42.3.1  Current Employment Scenario in Umaria

The worker's participation rate stands at 42.2 percent and is relatively lower than the state average of 42.7 percent[1722]. Among workers, employment share of cultivators is 49.5 percent and that of agricultural labourers is 22.1 percent[1723]. 3.4 percent of the workers are employed by household manufacturing industries,which indicates a very low employment generation through industries and services sector in line with economic activity in the district.

In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district, or because the youth see brighter employment prospects by migrating to other industrial clusters in surrounding districts.

Umaria severely lacks industrial infrastructure, which causes the technically trained manpower to seek employment in surrounding districts. However, some people do find employment in the flourishing Hospitality and Tourism industry in the Tala region of the District.

The migration of labour from Umaria is primarily to areas such as Bhopal, Rewa, Katni, Satna and Jabalpur. Availability of passenger trains at regular intervals allows people to work in other districts while continue living in Umaria.

### 15.42.3.2  Current Employment Scenario in Umaria

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected Umaria labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during  2012-22 |
|----------|-------------------|------------------------------|---------------------|-------------------|-------------------------------------|
| Umaria   | 809040            | 509695                       | 279662              | 260778            | 124849                              |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 1.24 lakhs during 2012-22. Labour force measured from the population employed, is expected to reach 2.80 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

### 15.42.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Umaria has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Umaria. Estimated manpower requirement during 2012-22 for the potential sectors in Umaria is presented in the table.

---

[1722] Census, 2001
[1723] Census, 2001

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 3851 | NA | NA | 3278 |
| Food Processing | 4 | 18 | 64 | 4 | 16 | 55 |
| Mineral Processing | 34 | 300 | 343 | 29 | 261 | 298 |
| Textiles | 2 | 8 | 28 | 2 | 7 | 24 |
| Construction | 223 | 562 | 3676 | 199 | 500 | 3273 |
| IT&ITES | 4 | 75 | NA | 5 | 98 | NA |
| Healthcare | 28 | 539 | NA | 61 | 1157 | NA |
| Transportations and Logistics | 163 | 389 | 2700 | 186 | 445 | 3087 |
| Retail | 217 | 549 | 3575 | 180 | 454 | 2958 |
| Hospitality | 40 | 203 | 563 | 33 | 168 | 465 |
| Communication | 66 | 370 | 880 | 79 | 397 | 1100 |
| Banking and Financial Services | 166 | 346 | 2817 | 175 | 363 | 2954 |
| Education and Training | 65 | 1175 | 55 | 71 | 1286 | 67 |

As per the estimates, Umaria is expected to witness an incremental employment of 47,000 against the addition of 1.23 lakhs to labour force. Low growth of employment opportunities within the district, and willingness of district youth for employment-realted migration, would provide opportunities for sourcing trained youth to locations like Bhopal, Rewa, Katni, Satna and Jabalpur. Among the potential employment generating sectors in the district Construction and Real Estate, Un-Organized Retail, Transportation& Logistics and Banking & Financila Services are prominent.

### 15.42.4 Human Resource Development Scenario in the District

### 15.42.4.1 Current State of Workforce Development

District has low higher education infrastructure. There are two ITI s and one Polytrechnic College in the district providing technical training.

| Human Resource Development Institutions in Umaria[1724] | | |
|---|---|---|
| **Program** | **Number of institutions** | **Intake** |
| Polytechnic Intake | 1 | 120 |
| ITI/ITC | 2 | 147 |

District Employment Exchanges have been successful in organizing private job fairs facilitating industrial recruitment. 292 jobs were offered, of which 227 jobs were technical jobs. Considering the number of skilled unemployed people registered at the employment exchange, the number of jobs offered via job fair is significantly low, and needs further development[1725].

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Spintex limited, Pithampura | Workman | 227 |
| Nav Kishan Bio Tech. Limited, Bilaspur | Supervisor | 30 |
| Shivshakti Bioplant Unit, Jabalpur | Sales Executive | 35 |

There is not much recruitment in the district as there are no major industries or professional institutes in the district to train people for jobs. The total number of youth registered with employment exchange is 11,871, out of which 10,033[1726] are skilled. There were no vacancies/placements offered by the government during the last 5 years i.e. 2007 – 2012.

### 15.42.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 6,914 people in secondary and tertiary services and 8,962[1727] people in total can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 40 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 13,400 manpower without government funded training.
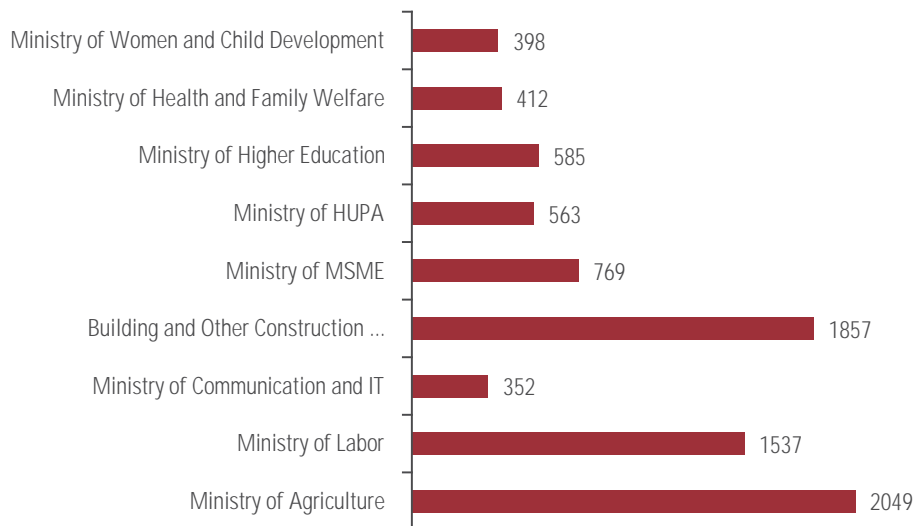
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[1724]Directorate of Technical Education, Madhya Pradesh
[1725] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf
[1726] District Employment Exchange Data
[1727] KPMG Analysis

**Physical Target 2012-17**

| Ministry | Target |
|---|---|
| Ministry of Women and Child Development | 398 |
| Ministry of Health and Family Welfare | 412 |
| Ministry of Higher Education | 585 |
| Ministry of HUPA | 563 |
| Ministry of MSME | 769 |
| Building and Other Construction ... | 1857 |
| Ministry of Communication and IT | 352 |
| Ministry of Labor | 1537 |
| Ministry of Agriculture | 2049 |

## 15.42.5 District Specific Recommendations

Umaria has a skewed economy, with Tertiary sector playing a higher role than the Primary and Secondary Sectors. However, formal employment in the district is limited due to shortage of organized players in services sector and large or medium industrial units. Requirement for skill training in the district is about 5,700 people in formal segment over the next five years.

Significant training from Government initiatives is expected to be targeted towards Agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail and hospitality industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district.

· Tertiary Sector based economy with high proportion of informal employment
· Retail, Construction, Banking and Financial Services, Transportation and Logistics sectors to provide significant employment opportunities
· Employment in manufacturing driven by Food Processing and Mineral Processing Industry
· Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
· District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Umaria is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are willing to migrate inter-district and inter-state for seeking better employment opportunities.

Considering these factors, the proposed action plan for stakeholders in skill development in Umaria district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>   o **Security Services**<br>   o **Hospitality**<br>   o **Sales & Marketing Executives**<br>   o **Mechanics & Technicians** |
| **Government** | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>   o **Informal segment of Construction Sector**<br>   o **Informal segment of Retail Sector**<br>   o **Informal sector of Transportation and Logistics**<br>   o **Informal sector of Healthcare**<br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>   o **Eco Tourism Cluster** – Due to presence of Bandhavgarh National Park in the district<br>   o **Organic Food Processing Cluster –** Due to presence of rich forest area in the district<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>   o **Dairy farming**<br>   o **Livestock Rearing –** Piggery, Goatery, Poultry<br>   o **Fruit Cultivation –** Pear, Peach, Litchi, Mango and Jack fruit<br>   o **Spices & Condiments Cultivation -** Turmeric, Ginger, Sesame & Tree Spices<br>   o **Miscellaneous Cultivation** – Coffee, Lac, off season vegetables, Medicinal & Aromatic crops<br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| **Private Skill Training Providers** | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br>   o **Security services**<br>   o **Hospitality**<br>   o **Sales & Marketing Executives**<br>   o **Mechanics & Technicians**<br>· Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br>· Bridging basic skills of communication and numeracy |

NSDC
N·S·D·C
National
Skill Development
Corporation

551

| Industry | • Provide training for skills in those sector where the requirement for absorption within industry is higher such as |
|---|---|
| |     o **Construction** |
| |     o **Hospitality** |
| |     o **Security Services** |
| |     o **Sales & Marketing** |
| | • Initiate and support modular employability skill training in collaboration with private players/Government |
| | • To create placement linkage opportunities in training institutions |

## 15.43 Skill Gap Assessment of Guna and Ashoknagar District

### 15.43.1 Social Profile

#### 15.43.1.1 Demographics

Guna district is located in the north-eastern part of the Malwa Plateau on the bank of river Parbati[1728] surrounded by the state of Rajasthan, along with Shivpuri, Ashoknagar, Vidisha and Rajgarh. The district has an area of 1,11,064 square km[1729] with Guna town as the administrative headquarters of the district. As per Census 2011, the district has a population of 12.40[1730] lakhs making it a sparsely populated district with population density of 194.20 per square km.District population has grown at a rate of 26.91% over the last decade. Guna is predominantly a rural district with the level of urbanization being 25.2% comparable to the state average. While the district overall gender composition is relatively better with 910 females per 1,000 male population, among the 0-6 yrs category it is low, at 901 girls per 1000 boys[1731].District has a significant share of SC/STs accounting for 29.23% of the total population[1732].

Ashoknagar district in Gwalior division is carved out of erstwhile Guna with Ashok Nagar town as the district head quarters. District has a geogrqphic spread of 4,673.94 sq. km. As per Census 2011, district has a population of 8.44[1733]lakh. Population density of 181 per sq.km in the district is significantly lower than the state average of 236 per sq.km. As high as 81.8% of the total district population lives in rural areas in comparion to the state average of 72.3%[1734], making Ashok Nagar one of the rural districts of Madhya Pradesh. The district has a gender composition of 900 females per thousand males as per Census, 2011[1735]

#### 15.43.1.2 Literacy

As per census 2011, literacy rate in Guna district (65.10 percent) is lower than that of the state average (70.63 percent)[1736]. The district has around 2,558 schools with a low level of private sector participation ( 12.93% of institutions, 19% enrollments)[1737]. Continuing gender disparities in literacy rates is a concern for the district with female literacy rate in the district (52.53%) being much lower than the male literacy rate (76.57%)[1738]. Though female literacy rate has improved from 42.9% in 2001 to the current level of 52.53% due to intensive from mass education schemes, special focus on improving women enrollments in schools is required. Further, declining enrollments in class VIII when compared to lower classes, due to girl dropouts, is another concern to be addressed.

Literacy rate in the Ashoknagar district (67.9%[1739]) is comparatively lower than the state average of 70.6%. Female literacy rate in the district (54.18%) is lower than the state average (60%). Even the male literacy rate of the district (80.22%) is lower than the state average (80.5%).The district has 1,110 primary schools, 376 middle schools ,37 higher schools and 18 higher secondary schools.[1740]

[1728] http://guna.nic.in/
[1729] Census of India, 2011
[1730] Census of India, 2011
[1731] Census of India, 2011
[1732] Census of India, 2001
[1733] Census of India, 2011
[1734] Census of India, 2011
[1735] Census of India,2011
[1736] Census of India, 2011
[1737] Census of India, 2011
[1738] Census of India, 2011
[1739] http://ashoknagar.nic.in
[1740] http://ashoknagar.nic.in/education.html

| District | Madhya Pradesh | Ashoknagar |
|---|---|---|
| Population(2011) | 72,597,565 | 844,979 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 22.6% |
| Population Density Per Sq.km(2011) | 236 | 181 |
| Level of Urbanization(2011) | 27.6% | 18.2% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 900 |
| Proportion of ST Population(2001) | 20.3% | 12.2% |
| Literacy Rate(2011) | 70.6% | 67.9% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 26.0% |
| Number of Literates(2011) | 43,827,193 | 480,957 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 199,957 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.13 |
| District | Madhya Pradesh | Guna |
| Population(2011) | 72,597,565 | 1,240,938 |
| Decadal Population Growth Rate(2001-11) | 20.3% | 26.9% |
| Population Density Per Sq.km(2011) | 236 | 194 |
| Level of Urbanization(2011) | 27.6% | 25.2% |
| Gender Composition-Female Per 1000 Male Population(2011) | 930 | 910 |
| Proportion of ST Population(2001) | 20.3% | 12.2% |
| Literacy Rate(2011) | 70.6% | 65.1% |
| Male-Female Literacy Rate Gap(2011) | 20.5% | 24.0% |
| Number of Literates(2011) | 43,827,193 | 676,580 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 304,164 |

| | | |
|---|---|---|
| **Number of Primary & Secondary Healthcare Centers per 1000 Population(2011)** | 0.14 | 0.11 |
| **Ashoknagar and Guna** | | |
| **Contribution to State Economy(2008-09)** | - | 2.23% |
| **Per Capita Income(INR), Current Prices(2008-09)** | 24,709 | 19,663 |
| **Contribution of Primary Sector to Economy(2008-09)** | 31.5% | 40.0% |
| **Contribution of Secondary Sector to Economy(2008-09)** | 22.9% | 21.5% |
| **Contribution of Tertiary Sector to Economy(2008-09)** | 45.6% | 38.5% |

### 15.43.2  District Economy

District economy registered a growth rate of 11.1 percent CAGR between 2003-04 and 2008-09 as against the state growth rate of 9.07 percen during the last five years[1741]. There is a significant growth in the economy of the district driven by secondary sector.

Primary sector is a key economic activity in the district contributing to 40% of the district economy during 2008-09. Primary Sector has grown at a steady rate of 10.48% during 2003-04 and 2008-09[1742].However, during the same period, the secondary sector has grown at significant rate (14.69 percent)[1743] surpassing the growth of primary sector. District percapita income during 2008-09 is estimated to be INR 19,663[1744], which has witnessed a growth of 15.7 percent from 2007-08 to 2008-9[1745].
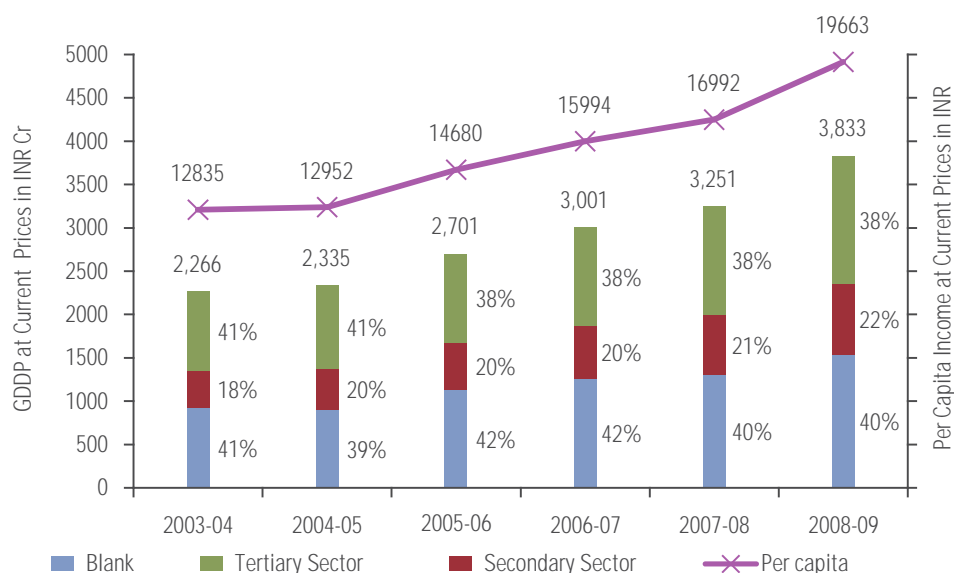
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[1741] Madhya Pradesh, Annual Economic Survey 2011-12
[1742] Madhya Pradesh, Annual Economic Survey 2011-12
[1743] Madhya Pradesh, Annual Economic Survey 2011-12
[1744] Madhya Pradesh, Annual Economic Survey 2011-12
[1745] Madhya Pradesh, Annual Economic Survey 2011-12

**Guna and Ashoknagar Economic Growth**



## 15.43.2.1 Agriculture and allied sectors

Guna is predominantly an agricultural economy. As per 2008-09 estimates, the district has a net sown area of 3, 26,000 hectares which has remained constant from 2005-06. Only around 50 percent of net sown area in the district is irrigated[1746]. Parbati river flowing along the western boundaryis the main source of irrigation for the district[1747]. Government is promoting canal based irrigation through an outlay of over INR 70 lakhs in Balram Talab Yojana and Micro-irrigation[1748].

Soyabean, wheat, chana and maize are the major crops of the district. 64.6 percent of the net sown area is under soyabean cultivation and 27.1 percent under wheat along with 25.4% under Channa[1749]. Other grown crops in the district include Gram and Mustard[1750]. Government has proposed special outlay for oilseed production program and for intensive fruit development program in the district

Horticulture of mango, guava, potato, tomato and onion is prominent in the district. Along with fruits and vegetables, spices like coriander, garlic, chilli and medicinal crops like Ashwa Gandha and Basil[1751]are cultivated in the district. Coriander is the major spice crop in the district, with around 56,000 Ha of land for this cultivation.

Krishi Upaj Mandis in Guna, Kumbhraj, Binaganj, Aron, Maksudangarh and Raghogarh[1752] provide export opportunities for wheat, soyabean, gram, fruits, vegetables and spices[1753] grown in the district.

Around 20% of the total geographical area of the district is under forest cover providing forest based livelihood opportunities for surrounding villages[1754]. Forest and logging activities have contributed to around 1.93% of the district

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[1746] Madhya Pradesh Statistical Handbook 2010

[1747] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP14-Guna-26.6.2012.pdf

[1748]District Wise Outlays, 2011-12, District Plan

[1749]Madhya Pradesh ka Aarthik Sarvekshan, 2011-12, Pustika

[1750] http://www.nicra-icar.in/nicrarevised/images/statewiseplans/madhya%20pradesh/MP6-Guna-26.6.2012.pdf

[1751] http://www.nicra-icar.in/nicrarevised/index.php/state-wise-plan

[1752] http://www.mpmandiboard.org/mainaddcom.htm

[1753] http://www.mpmandiboard.org/mainaddcom.htm

[1754] Madhya Pradesh Statistical Handbook 2010

economy. Governemnt has proposed an outlay of INR 400 lakhs[1755] during 2011-12 to implement forest working plan in the district.

Fisheries is another significant alied activity in the district witnessing strong growth.

Guna district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district covering the whole district via 5 routes connecting different parts of Guna to chilling centers[1756].

Ashoknagar is also an agrarian economy. While a greater part of the District towards south is in the Malwa Plateau, northern region especially around Chanderi has Bundhelkhand Topography. Cultivationin in the district is predominantly dependedent on rainfall with limited availability of other sources of irrigation -canals (22 nos.), Tanks (28 Nos.), Borewells and open wells.

The total geographical area in Ashoknagar district is around 467 thousand hectares with the net cultivable area of around 307 thousand hectares. The major soils of the region are Shallow soils (57.7%), Medium deep soils (4.92%) and Deep soils (37.2%). The principal crops of the District are Wheat, Jwar, Maize, Rice ,Sugarcane and Olives. Pulses like malts and titan and smaller millets are the secondary food crops of the area.Ashoknagar is well known for its Grain Mandi and "Sharbati Gaihu", a type of wheat.

The chief horticulture crops are Mango, Guava, Orange and Banana,and the chief vegetables are Potato, Tomato and Onion. Chilli, coriander, garlic and ginger are also grown in the district. The chief livestock population comprises of Buffalo (93 thousand) and Goat (85 thousand).

### 15.43.2.2 Industry

Secondary sector in the Guna district grew at 14.69 percent CAGR over the five-year period, from 2003-04 to 2008-09, generating significant employment[1757]. Growth rate of industries which includes mining along with the secondary sector is 15.16 percent CAGR over the five year period[1758]. Growth in this sector is significant and the growth rate is higher than primary and tertiary sector. Mining sector as a whole has grown at a CAGR of 60.11%[1759]. Guna and Chachaura are the important industrial areas in Guna district.

Some of the large scale industries in the district include,

- M/S National Fertilizers Ltd. (Chemical and Chemical products)

- M/S Gas Authority Of India Ltd. (Petrochemical Based)

- M/S Deepak Spinners Ltd. (Textiles)

- M/S Krishak Sahkari Shakkar Karkhana Mary. (Agro-based)

- M/S S.K.G. Solvex Ltd. (Agro-based)

- M/S K. S. Oil Mill (Oil)

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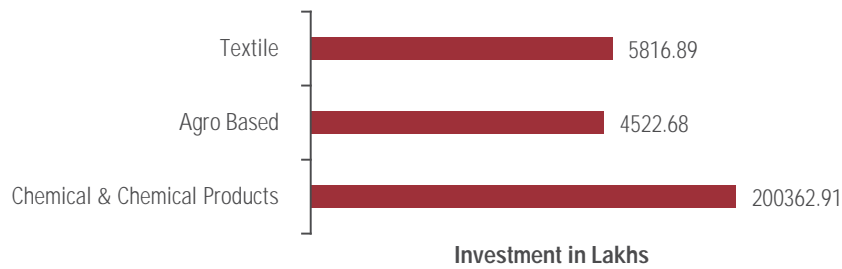[1755]District Wise Outlays, 2011-12, District Plan
[1756] http://mpcdf.nic.in/RGuna.htm
[1757] Madhya Pradesh, Annual Economic Survey 2011-12
[1758] Madhya Pradesh, Annual Economic Survey 2011-12
[1759] Madhya Pradesh, Annual Economic Survey 2011-12

**Compostion of LMI Investment in Guna
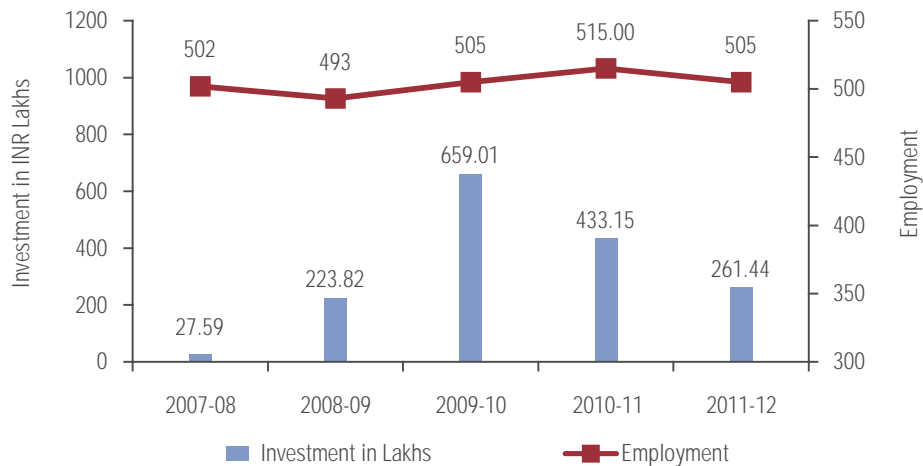(as of March 2011)**

| | Investment in Lakhs |
|---|---|
| Textile | 5816.89 |
| Agro Based | 4522.68 |
| Chemical & Chemical Products | 200362.91 |

**Investment in Lakhs**

Guna has very less industrial area in the district. Around 25 Ha of land has been allotted by DTIC within Guna city[1760].

Guna has witnessed growth in number of small scale industries in the district in the year 2008-09. Maximum investment happened around 2009-10. As per 2011-12 figures, small scale industries have a total investment of Rs. 261.44 lakhs generating 505 total employments in the district.

Food processing (27.07%), Agro based (27.35%), construction based material (14.35%) and Metal (14.7%), constitute over 50% of the total investment in SSI segment in 2010-11[1761].

**Growth of SSIs in Guna**



| Year | Investment in Lakhs | Employment |
|---|---|---|
| 2007-08 | 27.59 | 502 |
| 2008-09 | 223.82 | 493 |
| 2009-10 | 659.01 | 505 |
| 2010-11 | 433.15 | 515.00 |
| 2011-12 | 261.44 | 505 |

Ashoknagar as a district is very less industrialized. Even the small scale industries have a very low presence. Over the three years 2009 through 2012, the total investment in the district has only been 316 lakh.The overall scenario has generated an incremental employment of 730.

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[1760] District industries survey report, Guna
[1761] Based on discussions with GMDIC, Guna

**Growth of SSIs in Ashoknagar**
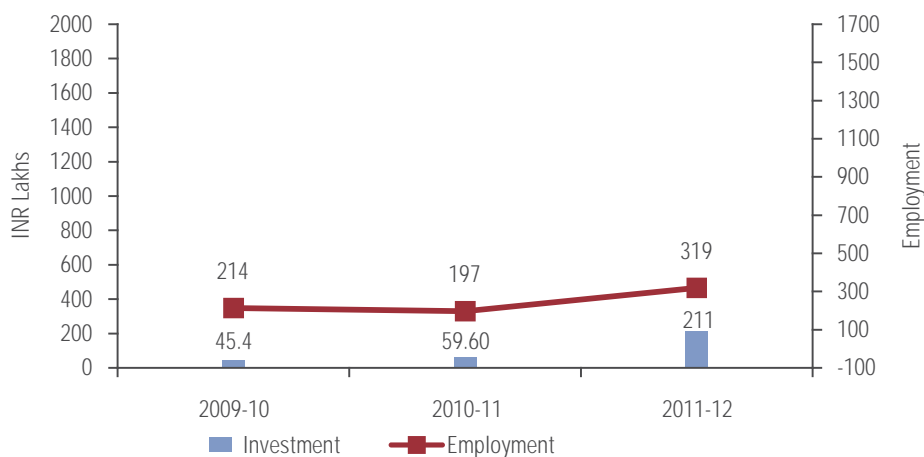


Food processing (27.07%), Agro based (27.35%), construction based material (14.35%) and Metal (14.7%), constitute over 50% of the total investment in SSI segment in 2010-11[1762].

### 15.43.2.3  Services Sector

Services sector has been the driver of the district economy with contribution of about 39 percent to GDDP. The sector grew at 9.22 percent between 2003-04 and 2008-09, predominantly driven by Trade Hotels and Restaurants along with Real estate.

Trade, hotels and restaurants as a service sector, constitutes 37 percent of the contribution from Tertiary sector. Some of the fast growing service sectors include communication (17.93 percent), real ownership of dwellings (8.94 percent) and public administration (15.71 percent)[1763].

There is one national highways crossing the district[1764]. The total length of highway is 712 km.National Highway No. 3 connecting Agra to Bombay passing via Palai, Guna, Ruthai, Aron, & Binaganj. The state Highways connecting all important towns has a total length of about 248.30 Km[1765].

Western Railway's broad gauge line of the Kota-Bina section passes through Guna. Rail lines linking Guna-Maksi connects it to Indore and Ujjain. The total rail length in the district is about 141 Km. Guna-Gwalior railway line is being opened recently. The trains are available for Kota, Bina, Ujjain, Indore and Gwalior[1766].

Overall healthcare reach at the district level is at par with state's average. Healthcare accessibility, in terms of number of PHCs and SHCs is 15 and 117 respectively in the district, which is higher than the state average of 13 units per lakh population[1767]. There is 1 civil hospital and 1 district hospital. There is a further scope and need to improve the number of health centers in the district. There are no urban heath post and civil dispensaries in the district. The number of beds stands at 400.

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[1762] Based on discussions with GMDIC, Guna
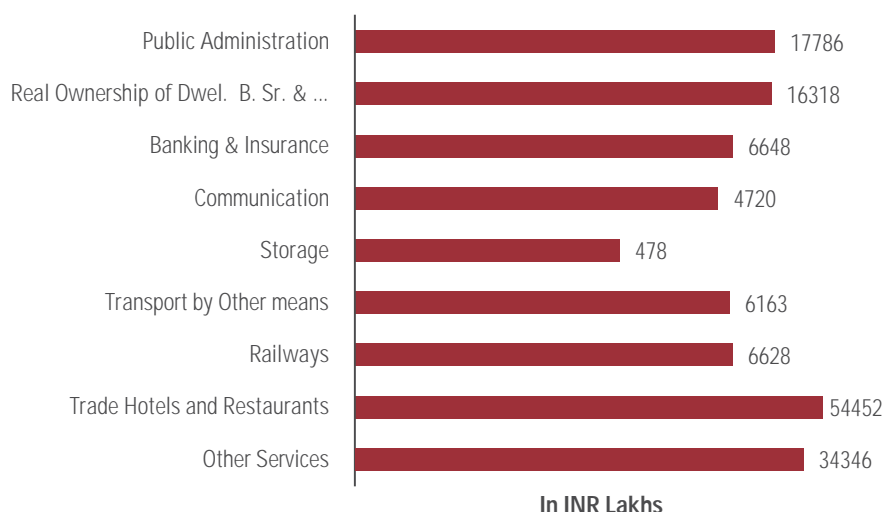[1763] Madhya Pradesh, Annual Economic Survey 2011-12
[1764] http://guna.nic.in/map.htm
[1765] http://guna.nic.in/comm.htm
[1766] http://guna.nic.in/comm.htm
[1767] http://www.mp.gov.in/health/

**Contribution of Services Sector to GDDP (2008-09)**

| Category | In INR Lakhs |
|---|---|
| Public Administration | 17786 |
| Real Ownership of Dwel. B. Sr. & … | 16318 |
| Banking & Insurance | 6648 |
| Communication | 4720 |
| Storage | 478 |
| Transport by Other means | 6163 |
| Railways | 6628 |
| Trade Hotels and Restaurants | 54452 |
| Other Services | 34346 |

In the financial services space, between 2006-07 to 2010-11, bank branches in the district have increased from 53 to 68, recording a 19.27 percent compounded growth in deposits. High growth rate in bank deposits is expected to further the growth of NBFCs in the district. Deposits have increased from 568 crore INR to 1,371 crores INR over the five year period[1768].

In Ashoknagar, the financial services space has grown considerably between 2006-07 to 2010-11 with the total number of bank branches increasing from 32 to 43 recording a 18.2 percent compounded growth in deposits. The deposits in these banks increased from 333 crores to 770 crore over the five year period.[1769]

Tourism in Ashoknagar is growing, with places like Trikaal Choubeese, where the idols of past, present, and future Thirthankars, as described in the Jain religion, have been kept.The district is also famous for a small town called Chanderi, which is about 60 km from Ashoknagar. In Chanderi, ancient sculptures have been discovered in large numbers. Thubonji Sidhdha Kshetra is another one of the pilgrim centre for Jains. It is about 32 km from Ashoknagar.Chanderi sarees are famous all over the world. These are made by cotton and silk by hand through Khatka. Khatka is a self made machine for preparing sarees. Another famous place in Ashoknagar district is Sri Anandpur, the world headquarters of Sri Advaith Paramhansa Sect.[1770]

Economy of the Ashoknagar district is mainly based on Agriculture. So occupation of the people there, is mostly agricultural. No Industry of any significance have been established in Ashoknagar in the past[1771]. Many people are engaged in grain merchandise. Business in the field of textiles and provisions, is also quite active over here. In recent times, Commodity Exchange Market has also grown along with logistics business. Ashok Nagar is famous for its market which includes textiles, Automobiles, Utensils, Cement works, Groceries, Gold and Ornaments and amongst other things. It's a business hub and people from all around the division come over here for the trade[1772].

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[1768] RBI Data : 2011-12
[1769] RBI Data 2011-12
[1770] http://www.ashoknagar.nic.in/tourism.htm
[1771] Primary Interactions with DIC, Ashoknagar
[1772] http://www.ashoknagar.nic.in/gloriousfacts.htm

### 15.43.3 Workforce Distribution in the district

### 15.43.3.1 Current Employment Scenario in Guna& Ashok Nagar

Worker's participation rate in the district (41 percent) is lower than the state average of 42.7 percent. Percentage of people employed as household industry workers and other workers accounts to 26.3%[1773] of total working population, indicating very low level of employment generation through industries and services sector in line with economic activity in the district. Worker participation is low amongst women at 29.2 percent, in comparison to male WPR at 51.4 percent, with the disparity being more prominent in urban areas.[1774]

Around 73.7 percent of the main working population is involved in agriculture either as cultivators or agricultural labourers. 88.2 percent of the rural population is involved in agriculture. On the other hand, 80.8 percent of the urban working population is involved in other activities, which includes the service sector. This is lower when compared to the state's figure of 84% of the urban working population. This is the reason for high dependency ratio in urban areas of Guna when compared to the state's average.

### 15.43.3.2 Estimation of Manpower Supply of the Districts

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected Guna labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Guna | 1521272 | 958401 | 523907 | 488530 | 216108 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 2.16 lakhs during 2012-22. Labour force measured from the population employed is expected to reach 5.23 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Guna | 1524188 | 960238 | 525349 | 369332 | 214434 |

Migration is observed in Guna district mainly due to various opportunities available outside. Migration to nearby districts such as Rajgarh, Vidisha and Bhopal are common. There is also seasonal migration observed in the district. Many migrants come as agriculture labourers to Guna especially from Rajgarh and Dhar regions[1775]. Migration into the urban clusters of

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[1773] District Statistical Handbook, Guna, 2011
[1774] District Statistical Handbook, Guna, 2011
[1775] Based on Discussions with President, Zila Parishad

Guna district, i.e. intra-district migration is less. It is mainly driven by direct and indirect employment opportunities in the surrounding districts. In the skilled and semi-skilled youth category, migration occurs either because certain education opportunities do not exist in the home district or because the youth see brighter employment prospects by being closer to the industrial clusters of Guna[1776].

The worker's participation rate in Ashoknagar stands at 38.35% which contains 73.08% of main workers to total workers and 26.92% of marginal workers to total workers. Among workers, employment share of cultivators is 46.45% and agricultural labourers at 31.96%. A major segment of working population is involved in agriculture.

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected Ashokn Nagar labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Ashoknagar | 1025499 | 646064 | 357720 | 251485 | 138232 |

Availability of working age population measured from the 15-59 age group population, is estimated to grow by 1.38 lakhs during 2012-22. Labour force measured from the population employed, is expected to reach 3.57 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry with the employment potential.

### 15.43.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the districts of Guna and Ashok Nagar has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in the districts. Estimated manpower requirement during 2012-22 for the potential sectors is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| **Agriculture&Allied Activities** | NA | NA | 12671 | NA | NA | 10787 |
| **Food Processing** | 10 | 41 | 143 | 8 | 35 | 124 |

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[1776] Based on Discussions with President, Zila Parishad

| | | | | | | |
|---|---|---|---|---|---|---|
| Chemical & Chemical Products | 372 | 2670 | 4393 | 323 | 2317 | 3813 |
| Textiles | 12 | 53 | 173 | 10 | 46 | 150 |
| Construction | 773 | 1947 | 12733 | 688 | 1733 | 11336 |
| IT&ITES | 15 | 276 | NA | 19 | 362 | NA |
| Healthcare | 81 | 1543 | NA | 112 | 2134 | NA |
| Transportations and Logistics | 338 | 809 | 5616 | 387 | 925 | 6420 |
| Retail | 1126 | 2849 | 18551 | 932 | 2357 | 15349 |
| Hospitality | 209 | 1051 | 2918 | 173 | 870 | 2415 |
| Communication | 219 | 1232 | 2928 | 262 | 1321 | 3660 |
| Banking and Financial Services | 227 | 472 | 3847 | 238 | 495 | 4033 |
| Education and Training | 181 | 3278 | 154 | 193 | 3480 | 182 |

As per the estimates, districts are expected to witness an incremental employment of 1.61 lakhs against the addition of 3.52 lakhs to labour force. Low growth of employment opportunities within the district, and willingness of district youth for employment realted migration, would provide opportunities to source trained youth for locations like Rajgarh, Vidisha and Bhopal.

### 15.43.4  Human Resource Development Scenario in the District

### 15.43.4.1  Current State of Workforce Development

Guna has 4 ITIs in the district.  There are a very low number of colleges. There are a few government colleges for arts and science. Guna needs to focus on workforce development, and has to increase its training potential. The total number of institutes is still on the lower side, and there is a clear gap in terms of workforce availability and skilled labours.

| Human Resource Development Institutions in Guna | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | NA | NA |
| Pharmacy[1] | NA | NA |
| ITI (Govt.) | 4 | 547 |
| Medicine(MBBS) | NA | NA |
| Polytechnic | NA | NA |

The total number of youths registered with employment exchange is 24,867 out of which 21,958 is skilled. Government is not able to meet the increasing demand of employment although the exchange offices were succesful in organizing private job fairs facilitating industrial recruitment.  Few jobs were offered and focus of roles offered were both technical and non-technical in nature, serving secondary and tertiary sector clients[1777]. Almost 88% of the registered youths are skilled in the district. A total of 378 youths were placed as workers, 124 as security guards/guard-man, 205 as sales executive and 170 as production trainee out of the 1013 youths placed in the job fair last year.

| Human Resource Development Institutions in Ashoknagar | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | - | - |
| Pharmacy[1] | - | - |
| ITI (Govt.) | 1 | 95 |
| Medicine(MBBS) | - | - |
| Polytechnic | 1 | 240 |

Ashoknagar has only 1 ITI.  There are a very few colleges of repute. These are Indian College of Science and Management, Shri Saibaba college, Shri Dwarka Prasad college and Vardhman Gorls degree college amongst the known ones.Ashoknagar, like Guna, needs to focus on the workforce development and has to increase its training potential. The total number of institutes is still on the lower side, and there is a clear gap in terms of workforce availability and skilled labours.
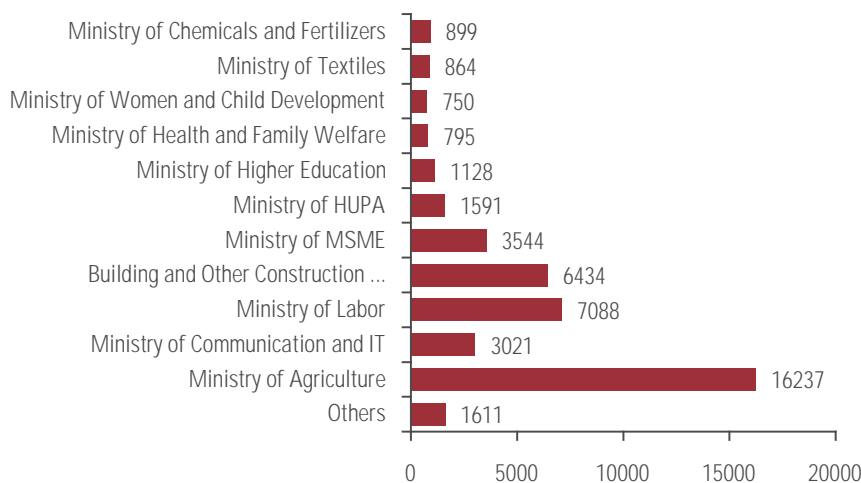
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[1777] http://www.mprojgar.org/pdf/JobFairProgressReportExchwise010212.pdf

| Job fairs in the Guna district | | |
| --- | --- | --- |
| Company Name | Skills Looked at | Intake |
| Deepak Spinners, Guna | Worker | 53 |
| G-4S Ahemadabad | Security Guard | 33 |
| IFL Gail, Guna | RMSS | 11 |
| IL&FS Gail, Guna | Worker | 218 |
| LIC, Ashoknagar | Beema Abhikarta | 16 |
| LIC, Guna | Beema Abhikarta | 20 |
| Moser Baer India Limited | Worker | 24 |
| Navbharat Fertilizers Limited, Indore | Sales Executive | 12 |
| Oswal Woolen Mill Ltd, Peepalkhedi, Rajgarh | Machine Operator | 22 |
| Pearl Security Services Pvt. Ltd, Ahmedabad | Security Guard | 42 |
| Prathibha Syntex, Peethampur | Worker | 60 |
| R.K Company group, Gurgaon | Unskilled/ Skilled Worker | 68 |
| Sale India, Sonkatch, Devas | Production Trainee | 32 |
| Shivashakti Bioplant, Indore | Sales Executive | 193 |
| SIS Gurgaon | Security Guard | 49 |
| Technotech Advisor, Gurgaon | Trainees | 97 |
| Vardhaman Yarn, Mandidveep, Raisen | Trainees | 40 |
| Vardhaman Yarn, Mandidveep, Raisen | Workers | 23 |

### 15.43.4.2  Incremental Training Capacity in the District

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 27,725 people in secondary and tertiary services, and 43,960 people in total, can be trained incrementally during the five year period of 2012-17.

Government funded training schemes can meet only 52.4 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 40,000 manpower without government funded training.

**Incremental Training Capacity in Guna**

| Ministry | Value |
|---|---|
| Ministry of Chemicals and Fertilizers | 899 |
| Ministry of Textiles | 864 |
| Ministry of Women and Child Development | 750 |
| Ministry of Health and Family Welfare | 795 |
| Ministry of Higher Education | 1128 |
| Ministry of HUPA | 1591 |
| Ministry of MSME | 3544 |
| Building and Other Construction ... | 6434 |
| Ministry of Labor | 7088 |
| Ministry of Communication and IT | 3021 |
| Ministry of Agriculture | 16237 |
| Others | 1611 |

### 15.43.5  District Specific Recommendations

Guna, being a balanced economy with equal contributions from primary and tertiary sectors and double than that of the secondary sector, has significant employment opportunities in all the three sectors. However, formal employment in the district is limited due to shortage of organized players in services sector and large industrial units. Requirement for skill training in the district is about 20,000 in formal segment over the next five years.  Significant training from Government initiatives is expected to be targeted towards agri-Allied activities and construction. However, within the services sector, employment generation is expected to happen in informal segment of retail industry, where there is limited penetration of training. Recommendations for skill development in the district are made considering the following  points related to skill ecosystem in the district.

· Balanced Economy with high proportion of informal employment
· Retail, Construction, Transportation and Logistics sectors to provide significant employment opportunities after Agri-Allied activities
· Employment in manufacturing, driven by food processing and construction based material work
· Low per capita income and limited employment opportunities in organized sectors compared to working age population growth
· District youth aspirations to migrate and work in cities for better livelihood opportunities

Based on interaction with industries, Guna is viewed as a potential sourcing ground for employees for certain sectors. Based on aspirations of youth in the district, it can be inferred that they are more or less willing to migrate inter-district and inter-state for seeking better employment opportunities. Considering these factors, the proposed action plan for stakeholders in skill development in Guna district would indicate the following priority areas:

| Stakeholder | Action Points for Stakeholders |
|---|---|
| NSDC | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br><br>   o **Security Services**<br>   o **Retail**<br>   o **Food Processing**<br>   o **Fisheries (Govt. is promoting Fisheries)**<br>   o **Forest Products (outlay of 400 Lakhs INR sanctioned)** |
| Government | · Provide skill training in conjunction with private skill training providers using government endowment training schemes<br><br>   o **Informal segment of Construction Sector**<br>   o **Informal segment of Retail Sector**<br>   o **Informal sector of Transportation and Logistics**<br>   o **Informal sector of Healthcare**<br><br>· Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br><br>   o **Sericulture can be developed along Raghogarh block of Guna**<br><br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br><br>   o **Dairy farming (3 Dairy Centres)**<br>   o **Livestock Rearing – Piggery, Goatery, Poultry**<br>   o **Mulberry cultivation and Silk Weaving**<br>   o **Lac Cultivation**<br>   o **Fruit Cultivation-** Mango, Lemon Citrus,<br>   o **Horticulture crops -** Chandra SurIsabgol,<br>   o **Vegetable Cultivation** – Potato, tomato, onion<br>   o **Spice Park –** Coriander is grown in the district along with other spices.<br><br>· Align Livelihood training programs to industrial requirements of sectors: Retail, Construction, Transportation and Logistics and Healthcare |
| Private Skill Training Providers | · Focus on placement driven training in the following segment predominantly using district as a sourcing hub<br><br>   o **Security services**<br>   o **Retail/ Hospitality** |

| | |
|---|---|
| | · Assessment of training provided by government departments in sectors of Retail, Construction, Transporatation and Logistics<br><br>· Bridging basic skills of communication and numeracy |
| **Industry** | · Provide training for skills in those sector where the requirement for absorption within industry is higher such as<br><br>    o **Construction**<br><br>    o **Security Services**<br><br>· Initiate and support modular employability skill training in collaboration with private players/Government<br><br>· To create placement linkage opportunities in training institutions |

## 15.44    Skill Gap Assessment of Tikamgarh District

### 15.44.1   Social Profile

#### 15.44.1.1   Demographics

Tikamgarh district comes under Sagar division with its headquarters at Tikamgarh. As per Census 2011, district has a population of 14.44[1778]lakh constituting 1.9% of total Madhya Pradesh population. Population density of the district standing at 286 per sq.km, is higher than the state average of 236 per sq.km, but lower than the national average of 382 per sq.km. Tikamgarh is predominantly rural district with 82.3 percentage[1779] of total population living in rural areas.Gender composition of the population is significantly skewed, with a female population of 901 per thousand males as per Census, 2011. However, proportion of female population in the 0-6 yrs age group category is better with 915 girl child per thousand male children.[1780]

#### 15.44.1.2   Literacy

Literacy rate in the district is significantly low at 62.6 percent[1781] in comparison to state average of 70.6[1782] percent as per census 2011. The district has achieved considerable improvement in literacy levels over the last decade, from 55.7 percent in 2001 to 62.6 percent in 2011. Gender disparities in literacy rates, is another concern for the district, with significanltly low female literacy rate of 50.7 percent in comparison to male literacy rate of 73.3 percent. Female literacy rate in the district is lower than state average of 60 percent, indicating a need to focus mass education initiatives towards improvement of female literacy. The district has over 1841 primary schools, 84 Middle schools, 560 high schools and 30 higher secondary schools[1783]. Considering the low literacy levels in the district, there is a need to create capacities in different categoroies of schools along with bringing in measures to ensure higher expectation rates.

| District | Madhya Pradesh | Tikamgarh |
|---|---|---|
| **Population(2011)** | 72,597,565 | 1,444,920 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 20.1% |
| **Population Density Per Sq.km(2011)** | 236 | 286 |
| **Level of Urbanization(2011)** | 27.6% | 17.3% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 901 |
| **Proportion of ST Population(2001)** | 20.3% | 4.3% |
| **Literacy Rate(2011)** | 70.6% | 62.6% |

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[1778] http://tikamgarh.nic.in/glance.html
[1779] Census of India, 2011
[1780] Census of India,2011
[1781] http://tikamgarh.nic.in
[1782] http://tikamgarh.nic.in
[1783] http://tikamgarh.nic.in/education.html

| | | |
|---|---|---|
| Male-Female Literacy Rate Gap(2011) | 20.5% | 22.6% |
| Number of Literates(2011) | 43,827,193 | 764,250 |
| Enrollments in Primary&Upper Primary Schools(2010) | 15,356,399 | 340,779 |
| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.12 |
| Contribution to State Economy(2008-09) | - | 1.22% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 14,860 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 31.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 28.2% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 40.8% |

## 15.44.2  District Economy

Tikamgarh is predominantly an agrarian economy with forest logging activities and agriculture being key activities in the district. District economy has grown at 7.14 percent between 2003-04 and 2008-09. Tikamgarh has witnessed economic shift from primary to tertiary sector during the period between 2003-04 and 2008-09. Contribution of tertiary sector to the overall economy has risen from 35 percent to 41 percent, while the primary sector share has declined during this period. District percapita income (at current prices) has increased from INR 11,648 in 2003-04 to INR 14,860 in 2008-09. However district percapita income is still llower than the State average of INR 25,175.

**Tikamgarh Economic Growth**
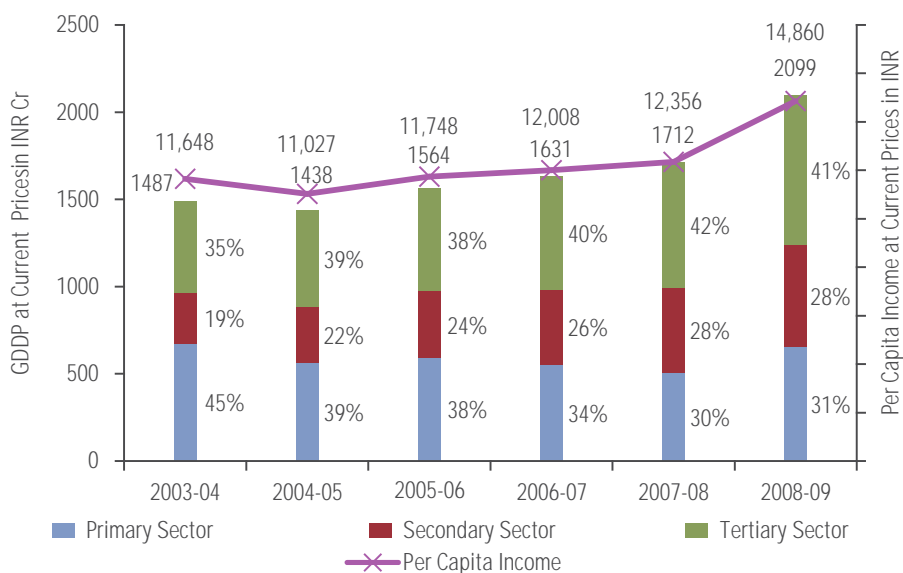
### 15.44.2.1  Agriculture and allied sectors

Tikamgarh, located in the Bundelkhand plateau of Ganga Basin, is primarily an agricultural district. The district has a proportionally high cultivable area, with nearly half the total gepographicla area cultivated at least once in a year. Along with Wheat, pulses like Urad, Gram, Jawar, and Soyabean are grown in the black humus soils of the district. Ground water sources are key to 1,324.47 hectares of gross irrigated land,of the total 2067.78 hectares gross irrigated land in the district. Dependency on ground water resources has fuelled the growth of usage of pump sets in the district. As of 2006, district has 1,955 tube wells and 76,215 dug wells used for irrigation purpose[1784].

Around six percent of the total geographical area in Tikamgarh, has forest cover. Timber forest near Orcha region provides opportunities for wood based industries. Forest produce based activities provide earning opportunities to farming communities during the off season periods in forest villages of the district. However, there is a need for equipping these communities with marketing and storage skills for improving their livelihood. Krishi Upaj Mandis set up at Niwadi, Jatara, Khargapur and Tikamgarh, is an initiative to provide better marketing opportunities for local agri produce.

Live stock rearing is a key allied activity in the district. As on 2007, the district had an estimated buffallo population of 2,49,258. Goatery is another prominent area in the district which has a toal population of 2,82,012 goats as per 2007 live stock census.

### 15.44.2.2  Industry

Industrial growth in the district is constrained due to limited connectivity through narrow guage rail route. MSME units comprise the Industrial activity in the district with the absence of large scale industries. M/S KP SOLVEX LTD is the only operating large scale unit in the district.

Handicrafts is a prominent activity in the district providing livelihood opportunities to artisan communities. Historic handicraft activities like stone carvings are practiced in villages of Tikamgarh. Lack of marketing knowledge and supporting infrastructure is a key challenge faced by the communities surviving on these activities. Village industries like wood work units, handlooms weaving, pottery, brick-making, utensil-making, and gold, silver and lac ornaments-making [1785] are other key minor industries in the district.

District has six identified industrial areas in Tikamgarh, Jatara , New Industrial Area of Tikamgarh, Nawari, Kitakheda, khargapur[1786]. Growth of industrial activity in the district is predominantly restricted to these areas. As of 2011-12, the district has 9,339 operating units in MSME category employing 18,943 workforce. During the period 2007 to 2012, the district has received investments of Rs. 621 lakh into MSME category, generating employment of 4,161[1787].
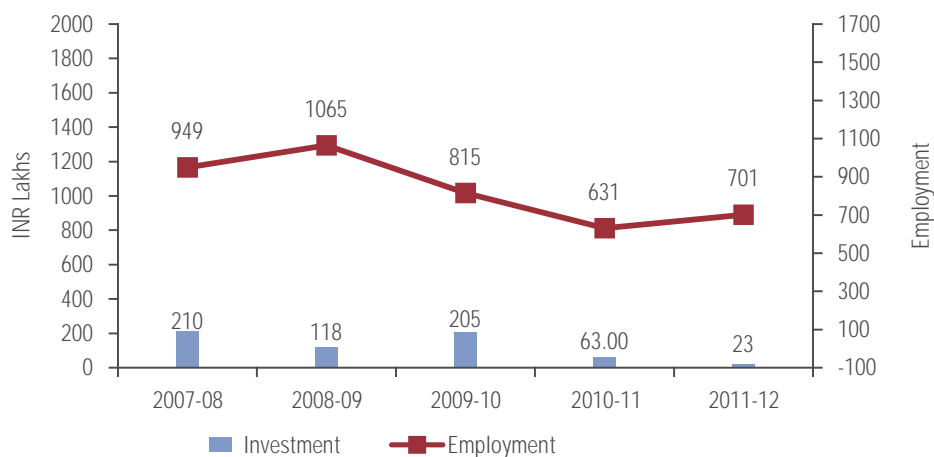
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[1784]Ministry of water Resources, Central Ground Water Board, North Central Region, Bhopal,  December'2007
[1785]Directorate of Economics and Statistics, Govt of Madhya Pradesh
[1786] http://www.mpindustry.org/LandDetails.pdf
[1787] Data received from District Industry Center, Indore and AKVN Indore

**Growth of SSIs in Tikamgarh**



Repairing and Services units, Engineering units, Garments & Textile, furniture and food processing units comprise majority of MSME units in the district.

Based on discussion with district industry officials, the following small and medium scale industries have been identified as potential sectors;
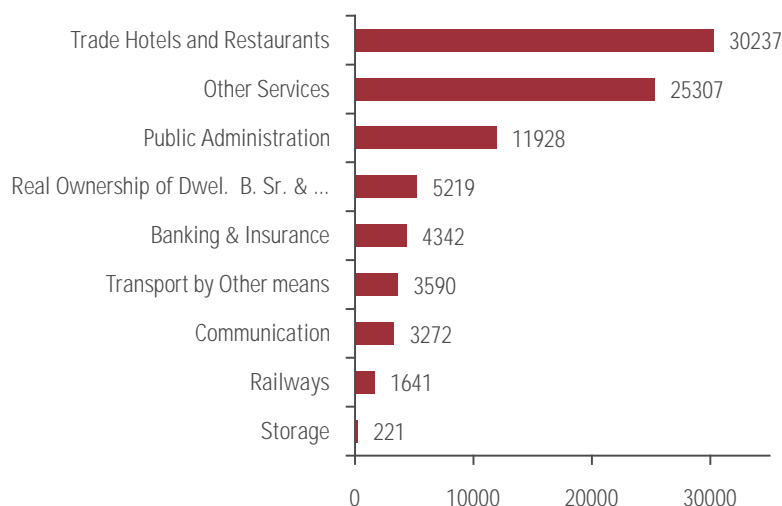
| Category | Industries |
|---|---|
| Food Processing | Oil Mill, Mineral Water, Mashala Nirman, Dal Mill |
| Construction Based Industries | Granaite Tiles, Cement Cuncrit,Brick Klins |
| Repairing and Services | Mobile Repairing, Repairing of House Hold equipment, Computer, TV |

### 15.44.2.3 Services Sector

Services sector contribution to the overall districyt economy has steadily grown to reach 41 percent by 2008-09. Sector witnessed a CAGR of 10.35 percent between 2003-04 and 2008-09. Hospitality, Healthcare and Public Administration [1788] are major tertiary activities in the district.

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[1788]Directorate of Economics and Statistics, Govt of Madhya Pradesh

**Contribution of Services Sector to GDDP (2008-09)**

| Sector | Value |
|---|---|
| Trade Hotels and Restaurants | 30237 |
| Other Services | 25307 |
| Public Administration | 11928 |
| Real Ownership of Dwel. B. Sr. & ... | 5219 |
| Banking & Insurance | 4342 |
| Transport by Other means | 3590 |
| Communication | 3272 |
| Railways | 1641 |
| Storage | 221 |

District has cultural and religious tourist places Orcha and Kundeshwar. Scenic beauty of these tourist locations has made them destinations for film shootings. Growth of tourism in the district has boosted hospitality sector with the entry of organized players particularly in the tourist locations.

Banking and Financial Services is another pptential tertiary sector activity in the district. During 2006-07 and 2010-11 number of bank branches in the district have increased from 56 to 63 with a growth in deposits from 588 crores to 1309 crores. To meet the universal banking penetration norms from current levels of low banking outlets density district would witness significant growth in the segment particularly in the private banking category.

### 15.44.3 Workforce Distribution in the district

### 15.44.3.1 Current State of Employment in the District

The worker's participation rate as per 2001 census stands at 47.1%. A major segment of working population is involved in agriculture and allied activities. Employment share of cultivators is 68.9 % and agricultural labourers at 9.7%. Around 57.5% of the urban working population is involved in secondary and services activities[1789]. Dependency ratio of the district is 88.9%,higher than state average of 84.3%.

Migration of skilled workforce is significant in Tikamgarh. Skilled youth from ITIs and other higher education institutes, have an inclination to migrate for better employment opportunities in Sagar, Gwalior, Indore and Bhopal[1790] due to limited availability of job opportunities in the district. Even in unskilled category, seasonal migration is observed with agricultural labour migrating for work within the district. Growth of cities Commercial cities in the state has resulted in high demand for roles like security services and facilities management. Tikamgarh is a sourcing hub for people for such roles.

### 15.44.3.2 Estimation of Manpower Supply of the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected Tikamgarh labour force and workforce are presented in the table.

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[1789] Census of India,2011
[1790] Primary interactions with students from ITI Tikamgarh

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|----------|-------------------|------------------------------|---------------------|-------------------|-----------------------------------|
| Tikamgarh | 1614309 | 1017015 | 700785 | 653465 | 151743 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 1.5 lakhs during 2012-22. Labour force measured from the population employed, is expected to reach 7 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis, incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

### 15.44.3.3  Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Tikamgarh has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Tikamgarh. Estimated manpower requirement during 2012-22 for the potential sectors in Tikamgarh is presented in the table.

| Sector | 2012-17 | | | 2017-22 | | |
|--------|---------|--|--|---------|--|--|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 9918 | NA | NA | 8443 |
| Rubber and plastics products | 5 | 43 | 46 | 4 | 37 | 40 |
| Food Processing | 97 | 410 | 1441 | 85 | 356 | 1251 |
| Fabrication | 22 | 208 | 215 | 19 | 180 | 186 |
| Paper & Paper Products | 1 | 11 | 12 | 1 | 10 | 11 |
| Chemical & Chemical Products | 7 | 48 | 80 | 6 | 42 | 69 |
| Construction Based Material | 25 | 183 | 301 | 22 | 159 | 261 |
| Auto and Auto Components | 2 | 25 | 13 | 2 | 21 | 11 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Construction | 572 | 1440 | 9420 | 509 | 1282 | 8386 |
| IT&ITES | 9 | 162 | NA | 11 | 211 | NA |
| Healthcare | 92 | 1749 | NA | 104 | 1977 | NA |
| Transportations and Logistics | 139 | 333 | 2312 | 159 | 381 | 2644 |
| Retail | 625 | 1582 | 10301 | 517 | 1309 | 8523 |
| Hospitality | 116 | 584 | 1621 | 96 | 483 | 1341 |
| Communication | 152 | 854 | 2030 | 182 | 915 | 2537 |
| Banking and Financial Services | 148 | 308 | 2512 | 156 | 323 | 2634 |
| Education and Training | 146 | 2643 | 124 | 154 | 2785 | 145 |

As per the estimates, Tikamgarh is expected to witness an incremental employment of 1.02 lakhs against the addition of 1.5 lakhs to labour force. Low growth of employment opportunities within the district and willingness of district youth for employment-realted migration, would provide opportunities for sourcing trained youth to locations like Indore, Bhopal. Among the potential employment generating sectors in the district Construction and Real Estate, Un-Organized Retail, Repairing and Services are prominent.

### 15.44.4   Human Resource Development Scenario in the District

### 15.44.4.1   Current State of Workforce Development

Tikamgarh has limited Education and Training infrastructure. Limited higher education opportunities in the district have resulted in high drop out rates after school. District has only polytechnic Colleges and ITI s with no Engineering/Medical Coleges.

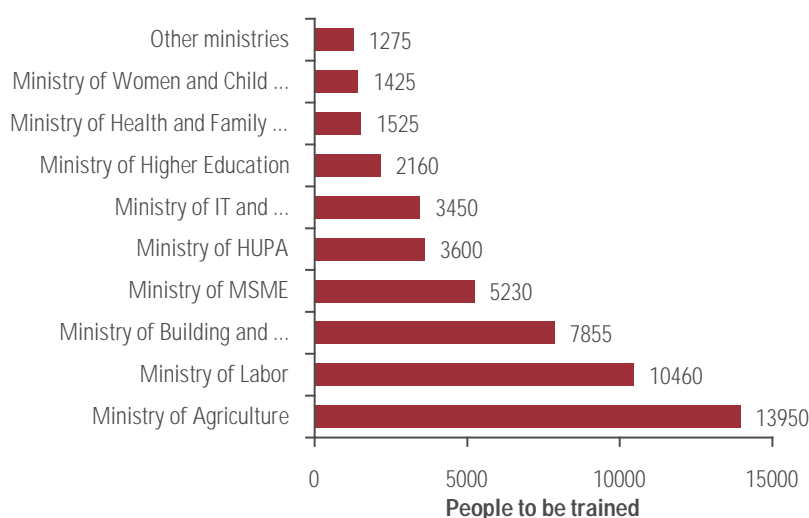| Human Resource Development Institutions in Tikamgarh | | |
|---|---|---|
| Program | Number of institutions | Intake |
| BE/Architecture | - | - |
| Pharmacy[1] | - | - |
| Polytechnic(Vocational)[1] | 1 | 120 |
| ITI/ITC | 4 | 389 |
| Medicine(MBBS) | - | - |

Availability of vocational education opportunities in the district has resulted in growth of technical workforce. As on March 2012, District Employment Exchange had live registrations totaling 22,016 of which 84 percent belonged to the skilled youth category. However, providing suitable employment opportunities to skilled youth, has been a challenge in the district. Job fairs conducted through Employment Exchanges offered predominantly non-technical in nature, serving tertiary sector clients to students.

| Company | Job Role | Number of Candidates Selected |
|---|---|---|
| Pearl Industrial security services,Ahmedabad | Supervisor/Security guard | 125 |
| Vardhman Fabrics, Sehore | Machine operator | 150 |
| Shivshakti Industrial Ltd. | Trainees | 70 |
| Anant Spinning Ltd. | Trainee Workmen | 60 |

### 15.44.4.2   Incremental Training Capacity in the District Through Governemt Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 19,500 people in secondary and tertiary services, and 25,500 people in total, can be trained incrementally during the five year period of 2012-17. However Government funded schemes have the potential to train only a limited proportion of incremental labour force in the district. Government funded training schemes can meet 48% of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs leaving over 27,000 of manpower without government funded training.

**Potential Incremental Training Capacity  Tikamgarh (2012-17)**



| | People to be trained |
|---|---|
| Other ministries | 1275 |
| Ministry of Women and Child ... | 1425 |
| Ministry of Health and Family ... | 1525 |
| Ministry of Higher Education | 2160 |
| Ministry of IT and ... | 3450 |
| Ministry of HUPA | 3600 |
| Ministry of MSME | 5230 |
| Ministry of Building and ... | 7855 |
| Ministry of Labor | 10460 |
| Ministry of Agriculture | 13950 |

### 15.44.5 District Specific Recommendations

There is sizeable opportunity in direct training of 27,000 manpower that cannot be reached through government funded schemes during 2012-17. Further, training opportunities exist in the delivery of large-scale training initiatives to over 25,000, which will be funded by the government through its various skill development initiatives during the same period.Tikamgarh being a Primary sector job-driven economy is expected to witness significant changes in the workforce composition over the next deacde.

Recommendations for skill development in the district are made considering the following points related to skill ecosystem in the district:

- Low employment generation potential in the district in comapriosnto growth in labour force over the next decade.
- High employment potential in services sectors – **Un-OrganizedRetail, Consruction and Transportation.**
- **Toursim and Hospitality** hashigh organized employment potential in services sectors in Tourist locations of the district.
- Growth in commercial and industrial development in the other M.P districts such as Gwalior, Indore and Bhopal has spurred indirect employment demand in certain unorganized sectors like **security services and facilities management**
- Demand for specific skills of **sales and marketing** among agricultural farmers and Handicraft artisans.
- Demand for **Repairing & Services Skills** in Auto, Mobile and Electrical Appliances categories.
- **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower
- Limited technical education and higher education opportunities in the district
- Willingness of youth for job related migration

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | · Focus on increasing participation from national/regional private skill training providers with focus on the following sector<br>o **Reparing & Services**<br>o **Tourism & Hospitality** |
| **Government** | · To support capacity upgradation in content, faculty and infrastructure support for delivery of training programs in Tikamgarh district<br><br>· Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>o **Marketing Skills for Artisans**<br>o **Advanced Farming/Marketing Skills for Farmers**<br>o **Primary healthcare personnel**<br>· Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>o **Dairy farming/Goatery** |
| **Private Skill Training Providers** | · Provision of training Secuirty guards, Tourism & Hospitality, Repairing & Services<br>· Bridging basic skills of numeracy and communication among retail players |
| **Industry** | · To create placement linkage opportunities in training institutions<br>· Initiate and support modular employability skill training in collaboration with private players/Government<br>· To create placement linkage opportunities in training institutions |

## 15.45    Skill Gap Assessment of Sagar District

### 15.45.1   Social Profile

#### 15.45.1.1   Demographics

Sagar district has a population of 23.78[1791]lakh as per 2011 census. District has a population density of 232 per sq.km comparable to the state average of 236 per sq.km. Sgara has registered a decadal population growth rate of in 17.62% during 2001-11, compared to the state average of 20.3% during the same period. Gender composition of population is higly skewed, with a low female population 896 per thousand males as per Census 2011. Level of urbanization in the district is slightly higher than the state average. Aroung 29.23% of total district population lives in urban areas compared to the state average of 27.63%[1792].

#### 15.45.1.2   Literacy

Literacy rate in the district at 77.5 percent[1793] of the total population is better than the state average pf 70.6 percent as per census 2011. However, continuing gender differences in literacy is a concern for thedistrict. Female literacy rate in the district is 67.7%, incomparison to male literacy rate of 86.3%. The district has 2,343 primary schools, 359 middle schools, 97 high schools and 13 higher secondary schools[1794] **.** Effective implementation of mass education schemes has improved district literacy level from 67.7% in 2001 to 77.5% by 2011. To improve the low levels of female literacy, unversal education schemes need to focus on improving female enrollments in schools.

| District | Madhya Pradesh | Sagar |
|---|---|---|
| **Population(2011)** | 72,597,565 | 2,378,295 |
| **Decadal Population Growth Rate(2001-11)** | 20.3% | 17.6% |
| **Population Density Per Sq.km(2011)** | 236 | 232 |
| **Level of Urbanization(2011)** | 27.6% | 29.8% |
| **Gender Composition-Female Per 1000 Male Population(2011)** | 930 | 896 |
| **Proportion of ST Population(2001)** | 20.3% | 9.7% |
| **Literacy Rate(2011)** | 70.6% | 77.5% |
| **Male-Female Literacy Rate Gap(2011)** | 20.5% | 18.6% |
| **Number of Literates(2011)** | 43,827,193 | 1,571,387 |
| **Enrollments in Primary&Upper Primary Schools(2010)** | 15,356,399 | 500,355 |

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[1791] Census of India, 2011
[1792] Census of India, 2011
[1793]Census of India. 2011
[1794] DISE statistics 2010-11

| Number of Primary & Secondary Healthcare Centers per 1000 Population(2011) | 0.14 | 0.11 |
|---|---|---|
| Contribution to State Economy(2008-09) | - | 2.77% |
| Per Capita Income(INR), Current Prices(2008-09) | 24,709 | 20,704 |
| Contribution of Primary Sector to Economy(2008-09) | 31.5% | 29.0% |
| Contribution of Secondary Sector to Economy(2008-09) | 22.9% | 22.9% |
| Contribution of Tertiary Sector to Economy(2008-09) | 45.6% | 48.1% |

## 15.45.2 District Economy

Sagar's economy is driven by tertiary activities in the district. Tertiary and services sector accounted for around half of the total district economy during 2008-09 growing at 12.8% during 2003-04 & 2008-09. Secondary sector in the district has grown at a tremendous rate of 19.5% during the same period fuelled by Government thrust. Per capita income of the district is higher than the state average. Share of primary has declined in the overall economy due to the growth witnesed in secondary sector. Fisheries is a key primary sector activity in the district along with cultivation. Thedistrict's per capita income at current prices has grown steadily from INR 13,287 in 2003-04 to INR 20,704 by 2008-09.

**Sagar Economic Growth**
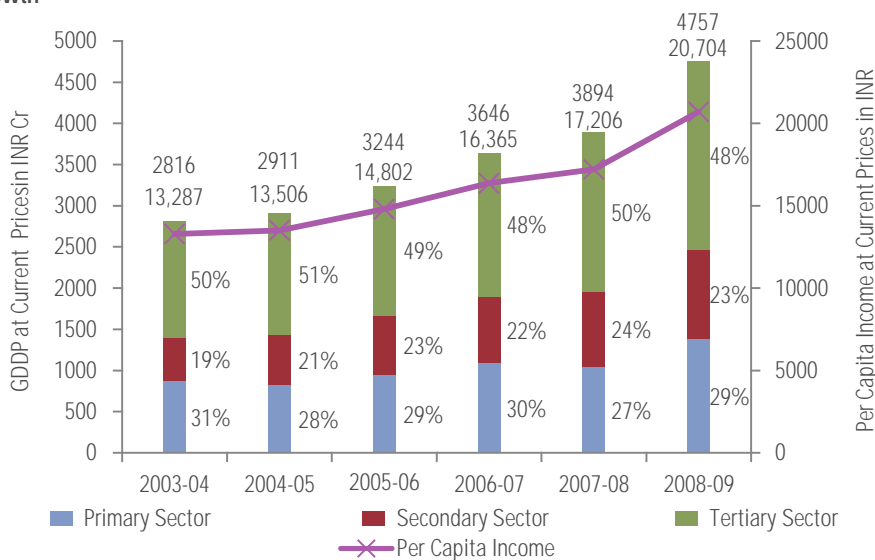


## 15.45.2.1 Agriculture and allied sectors

Primary sector is a major economic activity in Sagar didtrict. Cultivation is a key source of livelihood for the rural population of Sagar. Black cotton soil and clay loam soil are major soil types in the district. District of Sagar is predominantly a Rabi cropping region. Wheat is the principal food crop grown over an area of 1,637.78 sq km with Chana (Gram) being the main agricultural crop sown over an area of 2,015.87 sq km. Other crops like linseed and jowar are also grown in the district.

Climatic conditions play a crucial role in determining the agricultural output with low-lying areas often getting water logged preventing agricultural activities in the district.

Chilli, Alona and Mango are key horticulture crops grown in Sagar. Fisheries is a key agricultural agglied activity in the district.Cattle rearing, is another allied activity practiced in rural farming communities as a supplementary to cultivation.

### 15.45.2.2  Industry

Industrial growth in the district is catalyzed through State Government thrust. District is included in category 'C' of industrial backward districts eligible for special capital incentives. District administration provides small scale industries grant from Rs. 2 lakhs to Rs. 5 lakhs, depending on the project value .Further, facility of  project cost reiumbursement  is provided at the rate of 2% (maximum 25,000) upto three years. Transparancy Citizen charter and Escort service have been set up to expedite the approval processes.

Bidi Making is a key household industrial activity in the district of Sagar[1795].

Sagar has witneseed investments to the tune of INR 15 Cr in large scale units into straw board, vegetable oil; refind oil, and single superphosphate fertilizer units. Chemical and Agro based companies Madhya Bharat Agro Products Private limited and Sanmati Forests Industries have a substantial share of the total large scale investment accounting for Rs. 612 lakh. In the large scale indusries category, a six million metric tons capacity oil refinery is proposed with an investment of Rs. 7,000 crores in the Agasod village of Bina tehsil by Bharat Petroleum Corporation. In Bina tehsil, thermal power station is proposed. Apart from this 'Hindustan Power Development Corporation' is also planning to set up thermal power station in Bina [1796].

The district has about 10,000 small Scale operating units. MSME category has received a total investment of Rs. 29 crores during 2007-08 and 2011-12, generating an incremental employment of around 6,524.[1797] Food processing (24.3%), Metal (21.4%) and Construction based units (21.07%) constitute over 50% of the total Investments received.[1798]

**Growth of SSIs in Sagar**
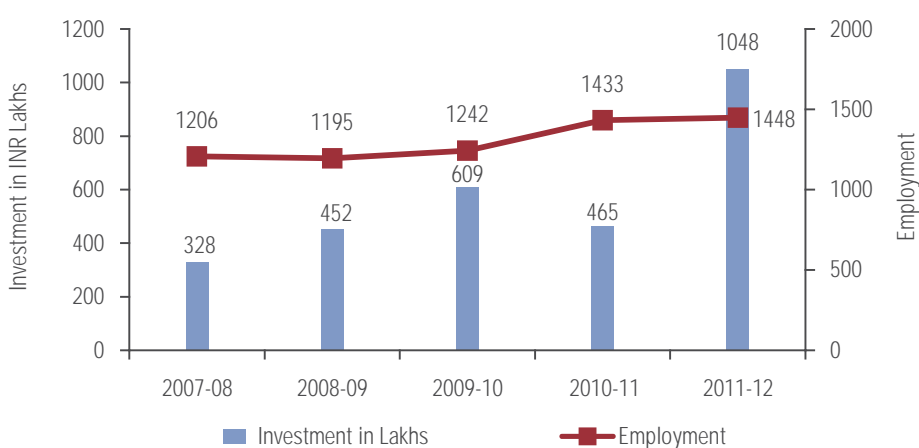
[1795] Primary Interactions with DIC
[1796] http://sagar.nic.in/new/About/industry.html
[1797] Data received from District Industry Center, Indore and AKVN Indore

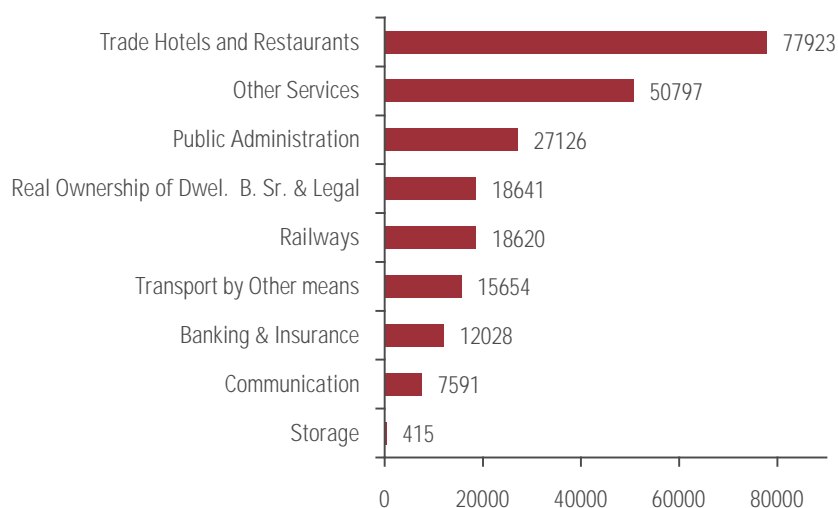[1798] Based on the data received from DIC Sagar

Based on discussion with district industry officials, the following small and medium scale industries have been identified as potential sectors;

| Category | Industries |
|---|---|
| Food Processing | Dal Mill, Maida |
| Plastic and Plastic Products | Plastic goods, acrylic sheet, acrylic products, PVS cable, pipes |
| Construction Based Industries | Granaite |
| Chemical | Detergent cake powder, caustic soda, solvent plant, agarbatti |
| Others | Agriculture equipments, Steel utensils, welding electrodes |

### 15.45.2.3   Services Sector

Services sector in the district, has witnessed steady growth at 10.14 CAGR between 2003-04 and 2008-09, in line with the overall economy. Services contribute to nearly half of district economy. Hospitality Industry, Real Ownership and Transport segments besides Public Administration account for majority share in the services sector.[1799]

**Contribution of Services to GDDP (2008-09)**

| Segment | Value |
|---|---|
| Trade Hotels and Restaurants | 77923 |
| Other Services | 50797 |
| Public Administration | 27126 |
| Real Ownership of Dwel.  B. Sr. & Legal | 18641 |
| Railways | 18620 |
| Transport by Other means | 15654 |
| Banking & Insurance | 12028 |
| Communication | 7591 |
| Storage | 415 |

Hospitality is a key services activity in the district tough mainly in the un-organized category. Growth of industrial regions like Bina Industrial area have boosted the Hotels and Restaurants industry in the district.Further, tourist locations in the diustrict like Rahatgarh waterfalls, Garhpra Mountains and Khimlasa forts attracting tourists from across the country have fuelled the growth of the segment.

In the financial services space, bank branches in the district have increased from 104 to 138 between 2007-08 and 2010-11. Overall bank deposits have witnessed phenomenal growth from from INR 1,409 crores to INR 4,059 crores during the same period. Growth in savings has resulted in interest from private sector bank such as ICICI, HDFC and Axis to set up

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[1799]Directorate of Economics and Statistics, Govt of Madhya Pradesh

branches in the district. Non Banking Financial Services Companies offering Travel and Life Insurances and Share Trading services have established operations in the district towns.

Logistics and transportation sector is a significant tertiary activity in the district owning to good connectivity through rail and roadways. Sagar town `is well connected to major cities in the state like Bhoapl, Indore and Jabalpur. District has 295.0 km stretch of National Highways, largest in Madhya Pradesh.Further, 268.9 km of state highways pass through the district. Connectivity within the district is established through 582.3 km of district main road along with 1765.6 km of pucca road and 192.8 km of kuchha road.[1800]

### 15.45.3 Workforce Distribution in the district

### 15.45.3.1 Current Employment Scenario in Sagar

As per 2001 census district has an overall worker partiocipation rate of 41.5%. Majority of district workforce is employed in agriculture and allied activities. Among workers, employment share of cultivators is 30.4% and agricultural labour is 20.9%. As high as 68.7% of the rural working population is involved in cultivation and agricultural activities[1801].The dependency ratio for the district is 86.0%, and is higher than state average of 84.3%.

Sagar being a relatively industrialized district in comparison to neighbouring districts like Tikamgarh, Chattarpur, Bhind, Morena and Datia[1802], inward migration is observed in this region. Bina town being an industrial growth centers witnesses significant migration from neighbouring districts both in skilled and unskilled categories.

### 15.45.3.2 Estimation of Supply of Manpower of the District

Labour force and Workforce for 2012, 2017 and 2022 are estimated considering the district level participation rates based on census 2001 data along with state LFPR, WPR from NSSO 66th Round Employment Survey by apportioning participation rates on a pro rata basis. Projected Tikamgarh labour force and workforce are presented in the table.

| District | Population (2022) | Working Age Population(2022) | Labour Force (2022) | Work Force (2022) | Incremental Supply during 2012-22 |
|---|---|---|---|---|---|
| Sagar | 2661146 | 1676522 | 1016327 | 947700 | 252335 |

Availability of working age population measured from the 15-59 age group population is estimated to grow by 2.52 lakhs during 2012-22. Labour force measured from the population employed is expected to reach 10.16 lakhs by 2022. To realize the additional employment estimations over the next decade even on a conservative basis incremental labour force has to be equipped with specific skills suiting the needs of industry creating the employment.

### 15.45.3.3 Incremental Manpower Requirement in the District

Incremental manpower requirement in the district of Sagar has been estimated based on several parameters such as investments into various sectors in the district for the past 5 years, national level benchmarks on industrial growth across sectors, national inclusion targets for sectors such as banking and healthcare, employment generation potential of various sectors based on labour elasticity and market based insights from discussions with industries in Sagar. Estimated manpower requirement during 2012-22 for the potential sectors in Sagar is presented in the table.

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[1800] Public Works Department,2003, Bhopal.
[1801]Census of India, 2001.
[1802] Primary Interaction with the village Sarpanch

| Sector | 2012-17 | | | 2017-22 | | |
|---|---|---|---|---|---|---|
| | Skilled | Semi Skilled | Unskilled | Skilled | Semi Skilled | Unskilled |
| Agriculture&Allied Activities | NA | NA | 10396 | NA | NA | 8850 |
| Rubber and plastics products | 4 | 35 | 38 | 3 | 30 | 32 |
| Food Processing | 105 | 442 | 1555 | 91 | 384 | 1350 |
| Fabrication | 7 | 61 | 63 | 6 | 53 | 55 |
| Paper & Paper Products | 4 | 32 | 36 | 3 | 28 | 31 |
| Chemical & Chemical Products | 401 | 2877 | 4734 | 348 | 2497 | 4110 |
| Construction Based Material | 6 | 42 | 69 | 5 | 37 | 60 |
| Construction | 943 | 2377 | 15546 | 840 | 2116 | 13840 |
| IT&ITES | 22 | 424 | NA | 29 | 556 | NA |
| Healthcare | 131 | 2497 | NA | 165 | 3126 | NA |
| Transportations and Logistics | 873 | 2089 | 14495 | 998 | 2388 | 16571 |
| Retail | 1612 | 4077 | 26547 | 1334 | 3373 | 21965 |
| Hospitality | 299 | 1505 | 4176 | 247 | 1245 | 3456 |
| Communication | 352 | 1982 | 4709 | 422 | 2124 | 5886 |
| Banking and Financial Services | 411 | 854 | 6960 | 431 | 896 | 7298 |
| Education and Training | 242 | 4393 | 206 | 251 | 4532 | 237 |

As per the estimates, Sagar is expected to witness an incremental employment of 2.30 lakhs as against the addition of 2.5 lakhs to the labour force. Considereing the adequacy of job opportunities available in the district, training needs to focus

on providing right kind of skills relevant for the local industries in the district. Among the potential employment generating sectors in the district, Construction and Real Estate, Transportation & Logistics, Un-Organized Retail, Chemical and Food Processing Industries are prominent.

### 15.45.4  Human Resource Development Scenario in the District

### 15.45.4.1  Current State of Workforce Development

Sagar as a district has good Education Infrastructure. University of Sagar was the first university to be established in Madhya Pradesh, and it is the 18th university of India. Disrict has 5 Engineering Coleges, 4 ITI s and one Polytechnicl Colleges providing technical education. Sagar also has a Government Engineering College and Sagar Medical College. Sagar has a reputed private Pharmacy College [1803].

| Human Resource Development Institutions in Sagar | | |
| --- | --- | --- |
| Program | Number of institutions | Intake |
| BE/Architecture | 5 | 2010 |
| Polytechnic(Vocational)[1] | 1 | 180 |
| ITI/ITC | 4 | 761 |
| Medicine(MBBS) | 1 | 140 |
| Pharmacy | 6 | 360 |

Capacity expansion in higher/vocational education institutions along with government funded schemes, has positively impacted the growth of available skilled workforce in the district as evident from the number of registrations in District Employment Exchange[1804]. As on March 2012, District Employment Exchange had live registrations totaling 50,870 of which 95.6 percent belonged to the skilled youth category. However providing suitable employment opportunities to skilled youth has been a challenge in the district considereing the youth inclination towards Government jobs and high proportion of registrations from traditional courses such as BA, BCom.,

District Employment Exchanges have been succesful in organizing private job fairs. Roles offered through job fairs have a good mix of technical manufacturing and non-technical  jobs.Job Fair details for 2011-12 year were presented in table.

| Company | Job Role | Number of Candidates Selected |
| --- | --- | --- |
| Pearl Industrial Pvt. Ltd. | Security Guard/supervisor | 56 |
| R.S.W.M Ltd., Sikar, Rajasthan | Production trainees | 82 |

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[1803] Primary Interactions with the DIC
[1804] http://www.mprojgar.org/pdf/Skilled_labour.pdf

| | | |
|---|---|---|
| Vardhaman Fabrics, Budhni,Sehore | Production Trainees | 62 |
| Spantex Industries Ltd., Sehore | Production Trainees | 136 |
| Apollo tyres, Vadodara | Team Member | 1 |
| Pearl Industrial Security Services | Security Guard | 80 |
| Vardhaman Fabrics, Budhni | Production trainees | 72 |
| Anant Spinning Mills, Raisen | Operator Trainees | 35 |
| Tata Motors, Pantnagar | Company trainees | 35 |
| Vardhaman Fabrics, Budhni | Production Trainees | 27 |

### 15.45.4.2 Incremental Training Capacity in the District through Government Endowments

According to KPMG estimates, based on the potential district budgetary allocation for various central government schemes, around 36,980 people in secondary and tertiary services and around 51,000 people in total can be trained incrementally during the five year period of 2012-17.

**Potential Incremental Training Capacity (2012-17)**
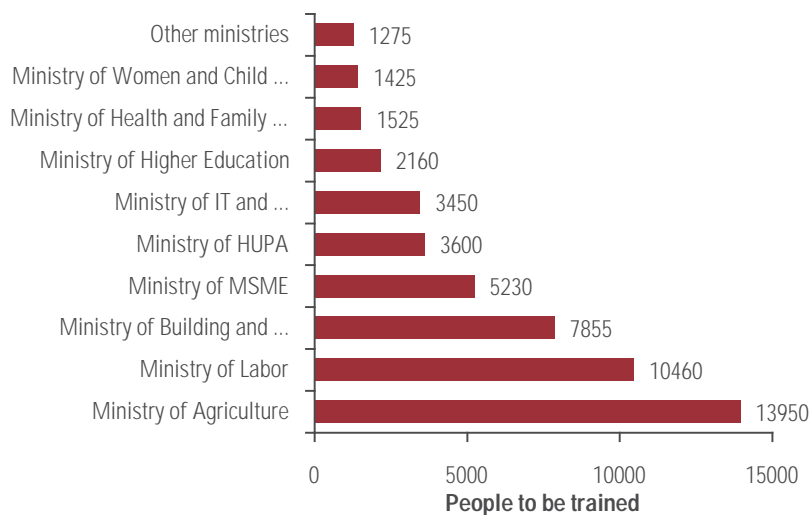


Government funded training schemes can meet only 42.7 percent of the total incremental manpower estimate between 2012-17, provided all the training is focused on meeting industrial manpower needs more than on livelihood trades, leaving over 68,000 manpower without government funded training.

### 15.45.5 District Specific Recommendations

There is sizeable opportunity in direct training of a manpower of 68,000 that cannot be reached through government funded schemes. Further, training opportunities exist in the delivery of large scale training initiatives to a manpower of over 51,000 which will be funded by the government through its various skill development initiatives.

Recommendations for skill development in the district are arrived at,considering the following aspects related to skill ecosystem in the district:

- Growth of employment opportunities in the district comparable to growth in labour force.
- High employment potential in Industrial Sectors – **Chemical, Food Processing and Power.**
- **Transportation and Logistrics** hashigh employment potential in services sectors.
- **Construction** to witness significant demand of skilled and semi skilled manpower
- High proportion of traditional courses offered in institutes which are not in alignment with employment potential in the district.
- **Banking and Financial Services** to witness significant demand of skilled and semi skilled manpower, specifically in financial intermediaries considering the high level of economic activity witnessed .
- **Communication and Un-Organized Retail** are among the sectors withhigh proportion of unorganized employment**.**

| Stakeholder | Action Points for Stakeholders |
|---|---|
| **NSDC** | - Focus on increased participation from national/regional private training providers with focus on<br>    o **Warehousing/Logistics**<br>    o **Transportation**<br>    o **Banking and Financial services**<br>    o **Chemical, Food Procesing and Power** |
| **Government** | - To support capacity upgradation in content, faculty and infrastructure support for delivery of technical training programs in Sagar district<br> - Provide skill training in conjunction with private skill training providers using government endowment training schemes<br>    o **Construction Sector**<br>    o **Un-Organized  Retail Sector**<br>    o **Informal sector of Transportation and Logistics**<br> - Establish cluster based skill training initiatives in PPP mode in the following industrial clusters, to ensure proximity to market absorption of trained talent<br>    o **Chemical**<br> - Align training programs for displaced marginal farmers to livelihood activities aimed at supplementing farm income through training in<br>    o **Dairy farming** |

| | |
|---|---|
| **Private Skill Training Providers** | · Provision of training in <br>     o   **Insurance and Banking sectors** <br>     o   **Warehousing and Logistics** <br>     o   **Chemical,Food Procesing and Power Industries** <br> · Opportunity for setting up finishing school training for tertiary sectors such as those with high salary potential, where students will be willing to pay and learn ( both technical and non-technical category) <br>     o   **Banking and Financial Services** <br> · Bridging basic skills of numeracy and communication |
| **Industry** | · To create placement linkage opportunities in training institutions <br> · Initiate and support modular employability skill training in collaboration with private players/Government |

# 16    Case Studies of Skill Development Initiatives in India

## Case Study: Employment Generation and Marketing Mission (EGMM) , Andhra Pradesh

Employment Generation and Marketing Mission (EGMM) is a society set up by the Department of Rural Development of the Andhra Pradesh (AP) Government under public-private partnership to provide organized employment to rural unemployed youth.

Key features of the initiative are:

EGMM is implemented through a gross rot level approach of mapping unemployed youth with available job opportunities in the surrounding locality through suitable training.  Program with an estimated budge of Rs. 200 Crores per annum involves active participation from all stakeholders. Salient features of the program include:

- Establishing database of rural unemployed youth capturing their aspirations and qualifications by conducting systematic household surveys.
- Create a repository of local employment opportunities with the support of companies.
- Identify courses with high employment potential based on the local employment potential.
- Undertake counselling and admit trainees based on industry requirement and candidate profile into EGMM centres for a 1-3 months training.
- Facilitate final placements and offer sensitive support if required.

Though EGMM is still under development it is able to bring coordination among various stakeholders in rural skill development involving Government, companies and rural communities in implementation. Initiative has adopted a low cost delivery model relying on available underutilized public infrastructure in setting up training centers to avoid capital expenditures. Partnerships with IL&FS for content creation and Dr Reddy's Foundation for ensuring local placements has been effective in providing additional support to the initiative.

Source: http://egmm.cgg.gov.in

## Case Study: Rajiv Yuva Kiranalu (RYK), Andhra Pradesh

Launched in 2011, Rajiv Yuva Kiranalu is a programme conceived by Govt. of Andhra Pradesh to build job specific skills among the unemployed and place them in the industry at appropriate levels in a mission mode. With an estimated budget of 1500 Crore (33% of total requirement to be filled from existing Central Govt schemes) initiative aims to employ15 lakh youth in the private industry by 2015.

**Key features of the initiative are:**

RYK adopted demand led methodology to provide job specific training targeting unemployed youth from BPL communities and employment registries. To enable the coordination with key stakeholders and ensure successful implementation of the objective Government has constituted:

- Rajiv Education & Employment Council of Andhra Pradesh (REECAP) for creating necessary policy environment and guiding the implementation process with chief minister as head of council and representatives from ministries/industry as the members.
- Rajiv Education & Employment Mission in Andhra Pradesh (REEMAP),fully empowered and funded for the implementation. REEMAP has seven submissions to address the exclusive needs of various beneficiary communities undertaking:

  - Registration of employment opportunities and unemployed youth in AP through a web portal
  - Mapping of available vacant jobs in the industry in AP and neighbouring areas
  - Taking up job specific, industry focused skill building programmes with partnership from industry either directly or through training partners
  - Placement of trained youth
  - Offer further sensitive support to employed youth

While the system is still under development and recently began, its intention to adopt demand led training approach ensures tangible benefits to trained youth. Key features like web based registrations, creating separate sub missions with broken mandates and utilizing Central Government scheme funding enable conducive environment for the implementation.

Source: http://ryk.cgg.gov.in

## Case Study: Jawahar Knowledge Centre (JKC) , Andhra Pradesh

Launched in 2004, JKC intends to provide learning and placement support to IT-ITES degree/engineering students from marginal communities by promoting academia-industry interaction.

**Key features of the initiative are:**

A.P Society for Knowledge Networks, Information Technology & Communications Department has implemented the program in Engineering as well as Degree Colleges by establishing Jawahar Knowledge Centers collabourating with Infosys, IBM, Oracle, and Microsoft.

Salient Features of the initiative are:

- Colleges from rural and having economically challenged sections of the society are identified and empanelled as JKCs
- Industry partners are encouraged to come forward to support the JKCs.
- JKCs are provided with following support from companies
    - o Faculty Enablement / Guest Lectures / Awareness workshops
    - o Supply its software tools
    - o Offer Internships / Projects
    - o Recruitment & Feedback to JKC colleges.
- Program is expected to benefit students, industry and community with
    - o Enhanced learning and placements for students
    - o Research opportunities in JKCs for the benefit f communities
    - o Recruitment support with pre defined filters

JKC initiative has been successful in demonstrating benefits to both industry and academia through this collabouration as evident from the support from industries and participation from institutes. Linking JKC with some of the existing training initiatives of corporate has ensured hassle free implementation. High level of interest among rural institutes for placements has reduced the research impact that the program intended to achieve.

Source: http://www.ieg.gov.in

## Case Study: National Academy of Construction(NAC)

National Academy of Construction (NAC) has emerged as an apex body for manpower development to meet the requirements of construction industry. NAC has 138 centres throughout AP with a training capacity of 50,000 technicians in 21 construction trades. Academy is serving the twin objectives of:

- Improving safety, efficiency and productivity of the Indian construction industry.
- Employment generation through skill training in construction industry there by improving quality of life among target communities.

**Key features of the initiative are:**

Academy is run by society managed by a board of governors with the hon'ble chief minister of Andhra Pradesh as its chairman and hon'ble minister for roads and buildings as vice chairperson. Six regional centres in Guntur, Kadapa, Vishakapatnam, Karimnagar, Rajahmundry and Hyderabad are set up for better coordination and quality control of training programs. Institution is funded by voluntary contributions of Builders Association of India of Andhra Pradesh chapter.

NAC's training programs are broadly targeted at three categories of Human Resources in the construction industry.

- **Primary level:** Mason, Bar-Bender, Form Work Carpenter, Plumber, Painter, Electrician, Welder, Operator Excavating Machinery, etc.
- **Middle level:** General Works Supervisor, Land Surveyor, Store Keeper, Architectural Assistant.
- **Higher level:** In-service engineers from government departments, major contracting firms, consultancy firms and practicing engineers.

NAC has been set up to address manpower issues in construction industry, major employment segment in the country next to agriculture. Low training costs enabled through contributions from builder's associations and local training centers have ensured active trainee participation.

Source: http://www.nac.edu.in/

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Source: http://www.nac.edu.in/

## Case Study: Skill Voucher, Madhya Pradesh

Skill Voucher Scheme initiated by Department of Labour and Employment in Madhya Pradesh is an attempt to create skill repository for the benefit of recruiters/institutes. Short term sponsored skill training in the state is mandated to use trainee skill vouchers which would then be cashed by institutes on completion of training.

**Key features of the initiative are:**

Scheme implemented under Madhya Pradesh Skill Development Mission (GSDM) aims to bring in a system where sponsoring agency is given the responsible of identifying target youth for training. Some key features of the scheme are:

- Govt/private/philanthropists sponsoring short term skill training of less than six months would identify the target youth and issue GSDM skill vouchers to candidates directly.
- Possession of a skill voucher will put data of the candidate in public domain on the GSDM one-stop portal so that any institute can approach him for training.
- Candidates may also take the skill voucher and get them enrolled in any approved training institutes willing to enrol him/ her and also choose the course of his/ her choice out of the permitted courses of the scheme.
- The institute would get the amount as specified in the Skill Voucher only after the candidate passes the assessment conducted by the approved assessment agency out of the assessment agencies empanelled by NCVT / GCVT.
- GSDM would be nodal agency for the scheme and would issue detailed guidelines from time to time for smooth and effective implementation of the scheme.

Skill Voucher initiative has ensured that the training leads either to certification by the National Council for Vocational Training (NCVT) or the money is returned to the sponsoring agency. GSDC database of skilled youth would bring in transparency in the skill training system. Further the publicly available information of sponsored candidates and trained candidates can be used by training institutes/corporate for training/placements.

Source: Concept and Draft of Skill Voucher Scheme

## Case Study: Centre For Entrepreneurship Development (CED), Madhya Pradesh

Started in 1979 Centre For Entrepreneurship Development (CED) is aimed to develop industry responsive and readily employable, skilled manpower, at various levels, focusing on local resources Initiative targets to enhance trained manpower pool by 2 lakhs per year, from 2014 onwards.

**Key features of the initiative are:**

Entrepreneurship development activities of CED encompass formation of entrepreneurial environment, entrepreneurship training and specialized training programme for first and Second generation entrepreneurs.

- **Entrepreneurship Awareness Programme (EAP):** CED conducts one r two days Entrepreneurship Awareness Programme (EAP) for the students of ITI, Polytechnic, Engineering, Pharmaceuticals, Ayurvedic, Science, Arts, Commerce Colleges, Management institutes to generate Entrepreneurial Awareness.
- **Entrepreneurship Development Programmes (EDP):** EDPs are intended develop entrepreneurs which would consist of various modules
    - o EDP Module **1:** Four weeks module conducted in cities like Ahmedabad, Baroda, Surat, Rajkot, Bhavnagar and other district as well as other potential centres of the state**.**
    - o EDP Module 2: Two weeks module conducted at the respective pockets of SC/ST and rural groups to promote Micro- Enterprise/Service sector/Self Employment.
- **Training programme for existing Entrepreneurs**: CED conducts need based training programme for existing entrepreneurs to solve their management and operational problems.
- **Human Resource Development Programme (HRD):** Program meantfor Academic, Industrial and Business group participants to excel in their work performance and aptitude.

CED initiatives help in developing seeds of Entrepreneurship right from schooling days and budding, grooming and nurturing with the thought of entrepreneurship along with conducting  need based Human Resource Development Programmes for Academic, Industry and Business groups.

Source: http://www.ced-Madhya Pradesh.org

## Case Study: Madhya Pradesh Knowledge Society (GKS)

Madhya Pradesh Knowledge Society (GKS) aims to empower unemployed youth with access to better employment opportunities matching their educational qualification through appropriate training.

**Key features of the initiative are:**

Established under the Department of School Education GKS is implemented through four zonal centers as Ahmedabad, Saurashtra, Surat and Baroda. Primary activities of GKS are divided mainly into three steps:

- **Enrolment procedure:**
  - o  GKS with the help of training partners announces the list of courses to be offered.
  - o  Monitors the registration of students in offered courses
  - o  Regulates the payment and reimbursement of fees.

- **Training procedure**
  - o  GKS has implemented rigorous measures and checks to sieve out its 14 training partners. These training partners are functional in four zones such as Ahmedabad, Saurashtra, Surat and Vadodara.
  - o  GKS monitors the process of trainer selection and assessment and helps to find some of the best trainers in the respective field in order to impart the training.
  - o  GKS will provide information booklets, pamphlets, posters; advertisements to every training partner/centres to help candidates reach the centres easily.

- **Placement Support**
  - o  GKS conducts Job Fairs to aid its students.
  - o  The database of GKS registered students are maintained in the GKS MIS and are made available to corporate/industries. For this GKS has already made tie ups with elite bodies like Director of Employment and Training; Secretary Dept. of Science and Technology; NASSCOM; CII; FICCI; Madhya Pradesh Chamber of Commerce and Industries; BPO's like Azure, Motiff, ICICI Bank and other private organizations.

Source: http://www.gksMadhya Pradesh.org/

## Case Study: Transforming Employment Exchanges, Karnataka

Government of Karnataka has initiated transformation of employment exchanges into human resource development centers in order to increase the employability of semi-urban and rural youth. This initiative is aimed to address the issues in matching human resource supply with demand as existing supply chain in Karnataka is fragmented. Started as a pilot project of HRD Centres under the PPP model at Mangalore and Bijapur in 2009, it is now extended to other parts of the State converting all the Government employment exchanges which have been in service for over 50 years into HRD Centres.

**Key features of the initiative are:**

HRD centres are expected to play a pivotal role in the registration and assessment of individual candidates who seek employment. Key functions of HRD center under the scheme are as follows:

- Automated registration of candidates in HRD center followed by assessment to assess personality, mental ability, and general interests and the results are updated in the 'Candidate Life Cycle System', thereby enabling matching of demand to supply. Assessments expose the shortcomings in a candidate's education, experience or skill profile while also identifying his training needs.
- Database of candidate profiles is linked with various stakeholders like government (employment exchanges, skill development programmes), educational institutes (vocational schools and colleges), assessment companies, training/recruitment companies and NGOs to cater to the manpower requirements of the organised and unorganised corporate sectors. The HRD centres also take up the job of counselling and other skill development initiatives.
- Each of the HRD centres have annual registration counselling and placement targets—8,000 registrations, 4,000 counselling sessions, 1,000 training sessions and minimum placement of 2,400 candidates.

Transformation of Employment Exchanges into HRD centers has addressed twin problems of unemployment among rural and semi urban youth and defunct employment exchanges owing to limited job opportunities in Government sectors.

Source: News Articles, Government of Karnataka Press Releases

# 17 Appendix: List of People Met

| S.No | District | Name | Designation, Organization |
|---|---|---|---|
| 1 | Bhopal | Ajitha Vajpayee Pande | Principal Secretary, Department of Technical Education and Skill Development |
| 2 | Bhopal | Sanjay Singh | Principal Secretary, Dept of School Education |
| 3 | Bhopal | G.P Shrivastava | Director, Directorate of Skill Development |
| 4 | Bhopal | Arun Nahar | Director, Directorate of Technical Education |
| 5 | Bhopal | Shamim Uddin | Additional Secretary, Directorate of Skill Development |
| 6 | Jabalpur | D.K Vyas | Additional Director, Directorate of Skill Development |
| 7 | Bhopal | Mangesh Tyagi | Adviser to State Planning Commission |
| 8 | Bhopal | S.P.Sharma | Director, State Planning and Statistics Deparment |
| 9 | Bhopal | Rita Singh | Joint Director, State Planning and Statistics Department |
| 10 | Bhopal | D.S. Thakur | Joint Director, Directorate of Skill Development, Bhopal Zone |
| 11 | Bhopal | R.K. Dwivedi | Joint Director, Directorate of Skill Development, Jabalpur and Rewa Zone |
| 12 | Bhopal | R.N.Thakur | Joint Director, Directorate of Skill Development, Indore Zone |
| 13 | Bhopal | Sunil Choudhary | Joint Director, Directorate of Skill Development, Sagar Zone |
| 14 | Bhopal | K.C.Jain | Joint Director, Directorate of Skill Development, Gwalior Zone |
| 15 | Bhopal | M.G.Tiwari | Joint Director, Directorate of Skill Development, Ujjain Zone |
| 16 | Bhopal | P.S.Sengar | Principal, Govt ITI, Bhopal |
| 17 | Bhopal | Gaur | Principal, Govt ITI, Bhopal |
| 18 | Bhopal | PKD Goyal | Head, HRD, BHEL |
| 19 | Bhopal | G.N Agarwal | Head HRD, Pratibha Syntex, Pithampur |
| 20 | Bhopal | Rajesh | Director, CRISP |
| 21 | Bhopal | B.K.Sharma | Deputy Director, Department of Industries, GoMP |
| 22 | Bhopal | Jitendra Tiwari | Executive Director, CEDMAP |
| 23 | Bhopal | M.H.Mehwati | Regional Coordinator, CEDMAP |
| 24 | Bhopal | Mohan Chaturvedi | GM, District Industries Center |
| 25 | Bhopal | Nigam | Govindpura Industrial Association |
| 26 | Bhopal | Prabhakar.A.K | Chairman Tribal Development |

| 27 | Bhopal | M.L.Uikay | Additional Director, Tribal Development |
|----|--------|-----------|----------------------------------------|
| 28 | Bhopal | Shashi Nagle | District Statistical Officer |
| 29 | Betul | Chandrashekar Borkar | Collector -cum- District Magistrate |
| 30 | Betul | S.N.Singh Chauhan | CEO, Zilla Panchayat |
| 31 | Betul | J.S.Bhadoria | Asst Project Officer, DRDA |
| 32 | Betul | Sanjeev Shrivastav | District Project Coordinator, School Education |
| 33 | Betul | K.R Pawar | GM, District Industries Center |
| 34 | Betul | Bal Bharathi Mishra | Director, RSETI, Central Bank of India |
| 35 | Betul | H.B. Gavande | Executive, DRDA |
| 36 | Betul | Santosh Kumar | LDC, District Employment Exchange |
| 37 | Betul | Vishwakarma | Tribal Development Officer |
| 38 | Betul | Hari Om Shukla | Gram Udhyog Sansthaan, Betul |
| 39 | Betul | Jaago | Sarpanch, Bhimpur Tribal Village |
| 40 | Betul | 7 villagers | Bhimpur Village |
| 41 | Betul | Arjun Yadav | Sarpanch, Maakachitli Village |
| 42 | Betul | Abhinav Shrivastav | Factory Manager, MP Veneers |
| 43 | Betul | Mahesh Sahoo | Clerk, DUDA |
| 44 | Betul | Kashyap | Principal, Govt ITI, Betul |
| 45 | Betul | Sathish Kumar Karche | Training Officer, Govt ITI |
| 46 | Betul | Naveen Malvi | Training Officer, Govt ITI |
| 47 | Betul | Keshav Satpute | Training Officer, Govt ITI |
| 48 | Hoshangabad | K.S.Thakur | Principal, ITI, Suhagpur |
| 49 | Hoshangabad | 13 students | FGD |
| 50 | Hoshangabad | 20 students | FGD |
| 51 | Hoshangabad | G.P.Agarwal | ITI, Itarsi |
| 52 | Hoshangabad | Dr.A.B. Khan | District Employment Officer |
| 53 | Hoshangabad | Lakshmi Choudhary | Project Officer, DRDA |
| 54 | Hoshangabad | Ravindra Singh | District Nodal Officer, Sericulture |
| 55 | Hoshangabad | S.K.Chourey | Clerk, Govt. ITI, Hoshangabad |
| 56 | Hoshangabad | Abhay Shrivastav | Training Officer, Govt ITI, Hoshangabad |
| 57 | Hoshangabad | R K Rathore | Training Officer, Govt ITI, Seoni Malwa |
| 58 | Hoshangabad | G.P Aihrwal | Principal, Govt ITI, Itarsi |
| 59 | Hoshangabad | Kailash Singh Gehlot | Project Officer, DUDA |
| 60 | Hoshangabad | Pandey | AC Tribal |
| 61 | Hoshangabad | Jagdish Shankar Gaekwad | DDO, NABARD |
| 62 | Hoshangabad | Urvashi | RSETI, Central Bank of India |

| 63 | Hoshangabad | Sanjay Gupta | Kesri Yuva Vikas Samithi |
|---|---|---|---|
| 64 | Hoshangabad | Gaurav Seth | Narmadapuram Shiksha Evam Jan Kalyan Samithi |
| 65 | Hoshangabad | Ashwini Mitta | Production Head, Trident Industries |
| 66 | Hoshangabad | Shwetabh Gupta | HR, Trident Industries |
| 67 | Hoshangabad | Nigam | Principal, Govt ITI, Hoshangabad |
| 68 | Betul | Vishal | Executive, Pradhan NGO |
| 69 | Betul | Sibin Verghese | Executive, Pradhan NGO |
| 70 | Gwalior | Mr. P. Narhari | Collector -cum- District Magistrate |
| 71 | Gwalior | Mr. Ashish Gupta | CEO, Zilla Panchayat |
| 72 | Gwalior | Mr. N.R. Suryavanshi | District Industries Officer |
| 73 | Gwalior | Mrs. Priyanka Kulshrestha | District Employment Officer |
| 74 | Gwalior | Mr. Rohan Singh Yadav | District Labour Officer |
| 75 | Gwalior | Mr. Ashok Jatav, Village Dabra | Sarpanch, Village Name |
| 76 | Gwalior | Mr. H.N. Arya,Gwalior | Principal Govt ITI, Gwalior |
| 77 | Gwalior | Mr. Anil Sharma, | Loyal youth welfare society,Secretary |
| 78 | Gwalior | 10 | # of students who participated in all the FGDs conducted |
| 79 | Gwalior | 7 | # of people who were administered migrant questionnaire |
| 80 | Bhind | Mr. Akhilesh shrivastava | Collector -cum- District Magistrate |
| 81 | Bhind | Mr. BL Ahrirwar | CEO, Zilla Panchayat |
| 82 | Bhind | Mr. Rajesh Mishra | District Industries Officer |
| 83 | Bhind | Mrs. Seema Verma | District Employment Officer |
| 84 | Bhind | Mr. S.K. Sharma | Officer, DRDA, SGSY |
| 85 | Bhind | Mr. Pradeep Kumar Chkarvarty | Officer, DRDA, Special Projects |
| 86 | Bhind | Mr. KK Gupta | District Labour Officer |
| 87 | Bhind | Mr. Ramoutar Jatav,Vijaypura | Sarpanch, Village Name |
| 88 | Bhind | Mr. RK Sharma, Bhind | Principal Govt ITI, Bhind |
| 89 | Bhind | Central Bank | Director, RSETI |
| 90 | Bhind | Mr. Shiv Shankar Bhadoria | Executive, NGO |
| 91 | Bhind | Mr. Hamid Ali, Godrej | Godrej |
| 92 | Bhind | 10 | # of students who participated in all the FGDs conducted |
| 93 | Bhind | 10 | # of people who were administered migrant questionnaire |
| 94 | Shivpuri | Mr. Prajapati | Collector -cum- District Magistrate |
| 95 | Shivpuri | Mr. Waghmare | District Industries Officer |

| 96 | Shivpuri | Mr. UK Sharma | District Employment Officer |
|---|---|---|---|
| 97 | Shivpuri | Mr. Iqbal Qureshi | Officer, DRDA, SGSY |
| 98 | Shivpuri | Mr. Tiwari, NREGA | Officer, DRDA, Special Projects |
| 99 | Shivpuri | Mr. DD Kaithal | Asst Planning Officer, DUDA |
| 100 | Shivpuri | Mr. Mahesh Sharma | District Planning Officer |
| 101 | Shivpuri | Mr. C.L Katare | Principal Govt ITI, Block Name |
| 102 | Shivpuri | Mr. Dinesh Pathak,CEDMAP | Executive, NGO 1 Name |
| 103 | Shivpuri | Mr. AK Dhir, Shivpuri Katha mill | Industry Rep 1- Designation, Company Name |
| 104 | Shivpuri | 10 | # of students who participated in all the FGDs conducted |
| 105 | Shivpuri | 5 | # of people who were administered migrant questionnaire |
| 106 | Datia | Mr.R.P Bharti | Collector -cum- District Magistrate |
| 107 | Datia | Mr. M.L. Atal | District Industries Officer |
| 108 | Datia | Mrs. Priyanka Kulshrestha | District Employment Officer |
| 109 | Datia | Mrs. Shashi Shukla | Officer, DRDA, SGSY |
| 110 | Datia | Mr. Yantriki | Officer, DRDA, Special Projects |
| 111 | Datia | Mr. Kapil Singh Parmar, Diswal | Sarpanch, Village Name |
| 112 | Datia | Mr. J.S Narbaria | Principal Govt ITI, Block Name |
| 113 | Datia | Mr. Nigam, PNB, Government colony | Director, RSETI, Lead Bank Name |
| 114 | Datia | Mr. Manvinder Singh, Paropkar Samajik Kalyan Sansthan | Executive, NGO 1 Name |
| 115 | Datia | Mr. Deepak Sahwani, Chairman | Industry Rep 1- Designation, Company Name |
| 116 | Datia | 10 | # of students who participated in all the FGDs conducted |
| 117 | Datia | 4 | # of people who were administered migrant questionnaire |
| 118 | Morena | Mr. D.D. Aggarwal | Collector -cum- District Magistrate |
| 119 | Morena | Mr. S.K Pandey | District Industries Officer |
| 120 | Morena | Mrs. Seema Verma | District Employment Officer |
| 121 | Morena | Mr. Dohare | District Planning Officer |
| 122 | Morena | Mr. Pawan huria | Principal Govt ITI, Block Name |
| 123 | Morena | Canara bank | Director, RSETI, Lead Bank Name |
| 124 | Morena | MR. Deven Sharma, Shri Badri Yuva Mandal Samiti, Secretary | Executive, NGO 1 Name |
| 125 | Morena | Mr. Sharma, HR head, JK tyre | Industry Rep 1- Designation, Company Name |
| 126 | Morena | 10 | # of students who participated in all the FGDs |

| | | | conducted |
|---|---|---|---|
| 127 | Morena | Nil | # of people who were administered migrant questionnaire |
| 128 | Sagar | Dr. E.Ramesh Kumar | Collector -cum- District Magistrate |
| 129 | Sagar | Mr. Rajshekhar Pandey | District Industries Officer |
| 130 | Sagar | Mr. Milind kumar Nagwant | District Employment Officer |
| 131 | Sagar | Mr. Nilesh Choubey | Officer, DRDA, SGSY |
| 132 | Sagar | Mr. Nilesh Choubey | Officer, DRDA, Special Projects |
| 133 | Sagar | Mr. L.P Madlekar | District Economics & Statistics Officer |
| 134 | Sagar | Mr. OP Vishvakarma | Principal Govt ITI, Block Name |
| 135 | Sagar | PRS Welfare Society | Executive, NGO 1 Name |
| 136 | Sagar | Bina Refinery, Sanjay Kumar Singh | Industry Rep 1- Designation, Company Name |
| 137 | Sagar | J.P. Power Grid, Mr. Sharma | Industry Rep 2- Designation, Company Name |
| 138 | Sagar | 10 | # of students who participated in all the FGDs conducted |
| 139 | Sagar | Nil | # of people who were administered migrant questionnaire |
| 140 | Sheopur | Mr Gyaneshwar B. Patil | Collector -cum- District Magistrate |
| 141 | Sheopur | Mr. Nisar Ahmed | CEO, Zilla Panchayat |
| 142 | Sheopur | Mr. D.K Arya | District Industries Officer |
| 143 | Sheopur | Mr. DR Arya | District Employment Officer |
| 144 | Sheopur | Mr. Arun Gupta | Officer, DRDA, SGSY |
| 145 | Sheopur | Mr. Arun Gupta | Officer, DRDA, Special Projects |
| 146 | Sheopur | Mr. G.S Barma,Village Karrai | Sarpanch, Village Name |
| 147 | Sheopur | SDC, KARHAL-MR. Kapil (No ITI in Sheopur) | Principal Govt ITI, Block Name |
| 148 | Sheopur | Mr. Arun Gupta, Member RSETI, SBI | Director, RSETI, Lead Bank Name |
| 149 | Sheopur | Sahas Society, Mr. Naveen Gupta,President | Executive, NGO 1 Name |
| 150 | Sheopur | 10 | # of students who participated in all the FGDs conducted |
| 151 | Sheopur | 2 | # of people who were administered migrant questionnaire |
| 152 | Chattarpur | Mr. Rahul Jain | Collector -cum- District Magistrate |
| 153 | Chattarpur | Smt. Bhavna Walinde | CEO, Zilla Panchayat |
| 154 | Chattarpur | Mr. S.K. Pandey | District Industries Officer |

| 155 | Chattarpur | Mr. J.K. Jain | District Employment Officer |
|-----|-----------|---------------|----------------------------|
| 156 | Chattarpur | Mr. RP gupta | Officer, DRDA, SGSY |
| 157 | Chattarpur | Mr. SC Nayak (NREGA) | Officer, DRDA, Special Projects |
| 158 | Chattarpur | Mr SK Mishra | District Economics & Statistics Officer |
| 159 | Chattarpur | Mr. Baghal | Principal Govt ITI, Block Name |
| 160 | Chattarpur | SBI | Director, RSETI, Lead Bank Name |
| 161 | Chattarpur | RIO Tinto, Mr. Dalip Singh | Industry Rep 1- Designation, Company Name |
| 162 | Chattarpur | 10 | # of students who participated in all the FGDs conducted |
| 163 | Tikamgarh | Mr. M.R. Raghuraj | Collector -cum- District Magistrate |
| 164 | Tikamgarh | MR. Bundela | District Industries Officer |
| 165 | Tikamgarh | Mr. J.K. Jain | District Employment Officer |
| 166 | Tikamgarh | Mr. S.K. Jain, SBI, Director | Director, RSETI, Lead Bank Name |
| 167 | Tikamgarh | Damak Samaj Seva Sanstha, Mr. Rakesh Mishra, Chairman | Executive, NGO 1 Name |
| 168 | Tikamgarh | Mr. Pradeep Bhadora, Chairman, Cable Factory | Industry Rep 1- Designation, Company Name |
| 169 | Tikamgarh | 10 | # of students who participated in all the FGDs conducted |
| 170 | Ashoknagar | Dr. Ashok Kumar Bhargava | Collector -cum- District Magistrate |
| 171 | Ashoknagar | Mr. Hemant Kumar | District Industries Officer |
| 172 | Ashoknagar | Closed due to weddings | District Employment Officer |
| 173 | Ashoknagar | Mr. R.K. Parikh | Officer, DRDA, SGSY |
| 174 | Ashoknagar | Mr. Naveen, TO cum Principal | Principal Govt ITI, Block Name |
| 175 | Ashoknagar | Mr. V.K. Gupta, Director, SBI | Director, RSETI, Lead Bank Name |
| 176 | Ashoknagar | Mr. D.L. Yagnik, Chairman, Deepak Spinning | Industry Rep 1- Designation, Company Name |
| 177 | Ashoknagar | 7 | # of students who participated in all the FGDs conducted |
| 178 | Anuppur | 30 | # of students who participated in all the FGDs conducted |
| 179 | Anuppur | Mr. J.K. Jain | Collector -cum- District Magistrate |
| 180 | Anuppur | Mr. Bhavan Singh | Principal Govt ITI |
| 181 | Anuppur | Ms. Sapna Khatik | Guest Faculty ITI |
| 182 | Anuppur | Mr. V.S. Roy | Training Officer ITI |
| 183 | Anuppur | Mr. S.K. Panadia | Training Officer ITI |
| 184 | Anuppur | Mr. Vinod Kumar Soni | Training Officer ITI |
| 185 | Anuppur | Mr. S.K. Maseha | Training Officer ITI |

| 186 | Anuppur | Mr. Rajesh Thore | Training Officer ITI |
|-----|---------|------------------|---------------------|
| 187 | Anuppur | Mr. M.S. Parthe | Training Officer ITI |
| 188 | Anuppur | Mr. Vijay Kumar Sharma | Training Officer ITI |
| 189 | Anuppur | Mr. R.L. Shukla | PRO Orient Paper Mills |
| 190 | Anuppur | Mrs. Neeta Pal | DRDA - Project Officer |
| 191 | Anuppur | Mr. Ajay Shrivastav | DUDA - Project Officer |
| 192 | Anuppur | B.B. Pandey | Principal Govt ITI |
| 193 | Anuppur | Mr. Chaurasia | District Economics & Statistics Officer |
| 194 | Anuppur | Mr. Rajendar Dubey | Moserbaer Power Plant - Senior Manager CSR |
| 195 | Damoh | Swatantra Kumar Singh | Collector -cum- District Magistrate |
| 196 | Damoh | Nimisha Jaiswal | Deputy Collector |
| 197 | Damoh | Harish Chaurasia | General Manager- District Industries |
| 198 | Damoh | L. P. Ladia | District Employment Officer |
| 199 | Damoh | R.S. Sharma | DRDA - Project Officer |
| 200 | Damoh | R.S. Sharma | DRDA - Project Officer |
| 201 | Damoh | Mr. Vinod Jain | DUDA - Asst Planning Officer |
| 202 | Damoh | Miss Rajani Mavia | District Labour Officer |
| 203 | Damoh | R.S. Sharma | Officer, Tribal Department |
| 204 | Damoh | J.S. Dhurve | District Planning Officer |
| 205 | Damoh | J.S. Dhurve | District Economics & Statistics Officer |
| 206 | Damoh | Balakot | Sarpanch |
| 207 | Damoh | Singrampur | Sarpanch |
| 208 | Damoh | Mr. Lodhi | Principal Govt ITI |
| 209 | Damoh | Mr. Asati (PRO) | Diamond Cements |
| 210 | Damoh | Mr. Sethi (MD) | Diamond Cements |
| 211 | Damoh | 26 | # of students who participated in all the FGDs conducted |
| 212 | Katni | Mr. Ashok Kumar Singh | Collector -cum- District Magistrate |
| 213 | Katni | Mr. A.K. Dubey | District Employment Officer |
| 214 | Katni | Mr. Baba Salve | General Manager- District Industries |
| 215 | Katni | Mr. V.K. Dubey | Manager- District Industries |
| 216 | Katni | Mr. B.C. Patel | RSETI - Lead Bank Manager |
| 217 | Katni | Mr. Rakesh Kumar | DRDA - Asst Project Officer |
| 218 | Katni | Mr. R.S. Pandey | DUDA - Project Officer |
| 219 | Katni | Ms. Radha Puraniya | District Economics & Statistics Officer |
| 220 | Katni | Mr. Amresh Pandey | NGO - Raj Lakshmi Mahila Evam Yuva Kalyan Samiti |

| 221 | Katni | 23 | # of students who participated in all the FGDs conducted |
|------|-------|----|---------------------------------------------------------|
| 222 | Katni | Mr. Ukey | Principal Govt ITI |
| 223 | Narsinghpur | 15 | # of students who participated in all the FGDs conducted |
| 224 | Narsinghpur | Mr. Sanjeev Singh | Collector -cum- District Magistrate |
| 225 | Narsinghpur | Mr. Nandanwar | Principal Govt ITI |
| 226 | Narsinghpur | Mr. S.R. Parasar | Training Officer ITI |
| 227 | Narsinghpur | Mr. Satish Kumar Manepure | Training Officer ITI |
| 228 | Narsinghpur | Mr. Vinay Kumar | Placement Officer ITI |
| 229 | Narsinghpur | Ms. Priya Henge | Training Officer ITI |
| 230 | Narsinghpur | Ms. Manju Mehto | Training Officer ITI |
| 231 | Narsinghpur | Mr. A.K.Barotia | Training Officer ITI |
| 232 | Narsinghpur | Mr. Ambar Tiwari | Guest Faculty ITI |
| 233 | Narsinghpur | Mr. M.N. Jatav | Guest Faculty ITI |
| 234 | Narsinghpur | Ms. Arti Chowdari | Guest Faculty ITI |
| 235 | Narsinghpur | Mr. Clarence Martin | General Manager- District Industries |
| 236 | Narsinghpur | Mr. Mishra | RSETI - Lead Bank Manager |
| 237 | Narsinghpur | Mr. Sharma | RSETI - Lead Bank Director |
| 238 | Narsinghpur | Mr. A.B. Khan | District Employment Officer |
| 239 | Narsinghpur | Mr. Sharma | DRDA - Project Officer |
| 240 | Narsinghpur | Mr. Tripathi | DUDA - Project Officer |
| 241 | Narsinghpur | Mr. Tripathi | NGO - Nehru Yuva Kendra Narsinghpur |
| 242 | Narsinghpur | Mr. Gaikward | District Economics & Statistics Officer |
| 243 | Panna | Mr. Dhananjay Singh Badhuria | Collector -cum- District Magistrate |
| 244 | Panna | Mr. S.K. Jain | District Employment Officer |
| 245 | Panna | Mr. M.L. Mishra | General Manager- District Industries |
| 246 | Panna | Mr. S.N. Semil | RSETI - Lead Bank Manager |
| 247 | Panna | Mr. H.C. Tiwari | District Economics & Statistics Officer |
| 248 | Panna | Mr. S.L. Kaval | District Labour Officer |
| 249 | Panna | Mr. Dinesh Singh | Principal Govt ITI |
| 250 | Panna | Mr. Hira Jain | Diamond Cutting Company |
| 251 | Panna | Mr. Kailash Modi | NGO - Modi Society |
| 252 | Panna | Mr. Ajay Sethi | DUDA - Project Officer |
| 253 | Panna | Mr. Parikshit Mishra | DRDA - Project Officer |
| 254 | Panna | 19 | # of students who participated in all the FGDs conducted |

| 255 | Raisen | 21 | # of students who participated in all the FGDs conducted |
|---|---|---|---|
| 256 | Raisen | Mr. Mohan Lal Meena | Collector -cum- District Magistrate |
| 257 | Raisen | Mr. S. I. Querieshi | Training Officer ITI |
| 258 | Raisen | Mr. Rajesh Tiwari | Training Officer ITI |
| 259 | Raisen | Mrs. Vigya Joshi | Training Officer ITI |
| 260 | Raisen | Mr. Vikram Kumar | Training Officer ITI |
| 261 | Raisen | Mr. Pradeep Kartarkar | Placement Officer ITI |
| 262 | Raisen | Mr. Umakanth Shrivastav | Training Officer ITI |
| 263 | Raisen | Mr. Saraf Khushwah | Guest Faculty ITI |
| 264 | Raisen | Mr. Sanjay Rajput | Guest Faculty ITI |
| 265 | Raisen | Ms. Swetha Prajapathi | Guest Faculty ITI |
| 266 | Raisen | Mr. R. D. Bele | Manager- District Industries |
| 267 | Raisen | Mr. Parez Sultan | Senior Manager - District Industries Dept |
| 268 | Raisen | Mr. Agarwal | Manager- District Industries |
| 269 | Raisen | Mr. S.P. Bhasme | RSETI - Lead Bank Manager |
| 270 | Raisen | Mr. A.B. Khan | District Employment Officer |
| 271 | Raisen | Mr. Arun Parole | DRDA - Project Officer |
| 272 | Raisen | Mr. Raven Jope | Asst Statestical Officer |
| 273 | Raisen | Mr. P. K. Chawla | DUDA - Project Officer |
| 274 | Raisen | Mr. R.K. Mishra | NGO - Nehru Yuva Kendra Raisen |
| 275 | Raisen | Mr. Richhariya | District Economics & Statistics Officer |
| 276 | Raisen | Mr. Nandanwar | Principal Govt ITI |
| 277 | Rewa | Mr. R K Dwivedi | Joint Director Rewa Zone |
| 278 | Rewa | 49 | # of students who participated in all the FGDs conducted |
| 279 | Rewa | Mr. A.K. Dubey | District Employment Officer |
| 280 | Rewa | Mr. S.N. Rupla, IAS | Collector -cum- District Magistrate |
| 281 | Rewa | Mr. Dhirendra Singh | DPIP - District Employment Coordinator |
| 282 | Rewa | Mr. Jaiswal | NGO - Jan Siksha Snsthan |
| 283 | Rewa | Mr. Indu Bhushan | NGO - Rewa |
| 284 | Rewa | Mr. U.P. Tripathi | Asst Manager - District Industries |
| 285 | Rewa | Mr. S.K. Singh | General Manager- District Industries |
| 286 | Satna | Mr. D.P. Dubey | Principal Govt ITI |
| 287 | Satna | Mr. A.K. Dubey | District Employment Officer |
| 288 | Satna | 21 | # of students who participated in all the FGDs conducted |

| 289 | Satna | Mr. K.K. Khare | Collector -cum- District Magistrate |
|-----|-------|----------------|-------------------------------------|
| 290 | Satna | Mr. A.P. Singh | General Manager- District Industries |
| 291 | Satna | Mr. Pataria | District Labour Officer |
| 292 | Satna | Mr. Shivlal Saket | RSETI - Lead Bank Manager |
| 293 | Satna | Mr. Ramlakhan Tiwari | DUDA - Project Officer |
| 294 | Satna | Mr. Mukesh Mishra | NGO - Nakshatra Education & Development Society |
| 295 | Satna | Ms. Neelu Chaudary | RSETI - Guest Faculty |
| 296 | Satna | Mr. Siddha Nath Mishra | Training Officer ITI |
| 297 | Satna | Ms. Radha Gaikward | Guest Faculty ITI |
| 298 | Satna | Mr. Pavan Narayan Sahu | Guest Faculty ITI |
| 299 | Satna | Ms. Lakshmi Lakhra | Guest Faculty ITI |
| 300 | Shahdol | 27 | # of students who participated in all the FGDs conducted |
| 301 | Shahdol | Mr. Neeraj Dubey | Collector -cum- District Magistrate |
| 302 | Shahdol | Mr. V.M. Singh | Principal Govt ITI |
| 303 | Shahdol | Mr. Shrivastav | RSETI - Lead Bank Manager |
| 304 | Shahdol | Mr. C.S. Marco | General Manager- District Industries |
| 305 | Shahdol | Mr. Satpute | DRDA - Project Officer |
| 306 | Shahdol | Ms. Shanti Pandey | DUDA - Project Officer |
| 307 | Shahdol | Mr. Chandel | District Economics & Statistics Officer |
| 308 | Sidhi | 18 | # of students who participated in all the FGDs conducted |
| 309 | Sidhi | Mr. Masood Akhatar | Collector -cum- District Magistrate |
| 310 | Sidhi | Mr. A.B. Singh | DUDA - Project Officer |
| 311 | Sidhi | Mr. Rakesh Pandey | NGO - CEDMAP |
| 312 | Sidhi | Mr. M.P.Verma | Asst District Employment Officer |
| 313 | Sidhi | Mr. A.K. Tiwari | Principal Govt ITI |
| 314 | Sidhi | Mr. Prasanth Singh | DPIP - District Employment Coordinator |
| 315 | Singrauli | 32 | # of students who participated in all the FGDs conducted |
| 316 | Singrauli | Mr. S.K. Majumdar | Principal Govt ITI |
| 317 | Singrauli | Mr. M.M. Mishra | Training Officer ITI |
| 318 | Singrauli | Mr. D.P. Chaturvedi | Training Officer ITI |
| 319 | Singrauli | Mr. Deepak Kumar | Training Officer ITI |
| 320 | Singrauli | Mr. Mahesh Chauhan | Training Officer ITI |
| 321 | Singrauli | Mr. K.D. Shah | Training Officer ITI |
| 322 | Singrauli | Mr. Shri M.Selvendran (IAS) | Collector -cum- District Magistrate |

| 323 | Singrauli | Mrs Sufiyah Farooqui | Deputy Collector |
|---|---|---|---|
| 324 | Umaria | 12 | # of students who participated in all the FGDs conducted |
| 325 | Umaria | Mr.N.S. Bhatnagar | Collector -cum- District Magistrate |
| 326 | Umaria | Mr. R.C. Verma | Principal Govt ITI |
| 327 | Umaria | Mr. S.K. Ramteke | Training Officer ITI |
| 328 | Umaria | Mr. A.K.Shukla | Training Officer ITI |
| 329 | Umaria | Mr. Amritlal Kol | Training Officer ITI |
| 330 | Umaria | Mr. Prabhatranjan Verma | Training Officer ITI |
| 331 | Umaria | Mr. Chainsing Parasti | Training Officer ITI |
| 332 | Umaria | Mr. C.S. Marco | General Manager- District Industries |
| 333 | Umaria | Mr. Ajay Khatik | Guest Faculty ITI |
| 334 | Umaria | Mr. Vakil Kumar Tiwari | Guest Faculty ITI |
| 335 | Umaria | Mrs. Neelam Chaurasia | Guest Faculty ITI |
| 336 | Umaria | Mr. Pandey | RSETI - Lead Bank Manager |
| 337 | Umaria | Mr. Alok Singh Gharwar | NGO - CEDMAP |
| 338 | Umaria | Mr. Abhay Kumar Dubey | District Employment Officer |
| 339 | Umaria | Mr. B.N. Singh | DRDA - Project Officer |
| 340 | Umaria | Mr. Anil Khare | DRDA - Project Officer |
| 341 | Umaria | Mr. Pandey | DUDA - Project Officer |
| 342 | Umaria | Mr. Rahul Singh | NGO - Jan Shakti Snsthan |
| 343 | Umaria | Mr. V.S. Dhruve | District Economics & Statistics Officer |
| 344 | Umaria | Mr. Rahul Agnihotri | Shirts Manufacturer |
| 345 | Guna | Mr Sandeep Yadav | Collector -cum- District Magistrate |
| 346 | Guna | Mr Virendra Singh Rawat | CEO, Zilla Panchayat |
| 347 | Guna | Mr Sumer Singh Gadh | Zilla panchayat head |
| 348 | Guna | Mr Hemant Kothawale | District Industries Officer |
| 349 | Guna | Mr Iqbal Khan | District IMC officer |
| 350 | Guna | Mr B S Mina | District Employment Officer |
| 351 | Guna | Mr. R C Sharma | APO, Zila Panchayat |
| 352 | Guna | Mr C K Jain | MNREGA officer |
| 353 | Guna | Mr M S Thakur | District Labour Officer |
| 354 | Guna | Mr D S Bhargav | District Planning Officer, Economics & Statistics Officer |
| 355 | Guna | Mr M A Ansari | Principal, ITI Raghogarh |
| 356 | Guna | Mr K P Mohite | Principal Govt ITI, Guna |

| 357 | Guna | Mr Sachin Vatsav | Private SDC |
|---|---|---|---|
| 358 | Guna | Mr N K Jain | Director, RSETI, Lead Bank- Bank of India |
| 359 | Guna | Sachin Vastav | Secretary, Pragathi Manav Seva Samsthaan, Raghogarh, |
| 360 | Guna | 20 | # of students who participated in all the FGDs conducted |
| 361 | Jabalpur | Gulshan Bamra | Collector -cum- District Magistrate |
| 362 | Jabalpur | Vishesh Garhpale | CEO, Zilla Panchayat |
| 363 | Jabalpur | R K Dwivedi | Joint Director, Jabalpur |
| 364 | Jabalpur | J K Srivastava | District Industries Officer |
| 365 | Jabalpur | Devant Mishra | Officer, DRDA, SGSY |
| 366 | Jabalpur | Himanshu Bhatt | DUDA Planning Officer |
| 367 | Jabalpur | N K Baronia | District Planning officer |
| 368 | Jabalpur | Mr. Karoshia | Training Officer, ITI |
| 369 | Jabalpur | Austin | Principal Govt ITI, Jabalpur |
| 370 | Jabalpur | V K Arsey | Director, RSETI, Lead Bank- Central Bank of India |
| 371 | Jabalpur | Lakhan Lal | Executive, NGO 1 Paryavaran Sanrakshan Evam Aadivasi Vikas Kendra |
| 372 | Mandla | Ms. Swati Meena | Collector -cum- District Magistrate |
| 373 | Mandla | Prabal Sipaha | CEO, Zilla Panchayat |
| 374 | Mandla | L S Saiyam | District Employment Officer |
| 375 | Mandla | S K Sharma | District Industries Officer |
| 376 | Mandla | R P Ramdev | Officer, DRDA, SGSY |
| 377 | Mandla | Sumash Agrawal | Officer, DUDA, |
| 378 | Mandla | S R Sendane | District Labour Officer |
| 379 | Mandla | I D Patel | Officer, Tribal Department, Asst Commissioner |
| 380 | Mandla | S P Laria | Zilla Planning, For Tribal Population |
| 381 | Mandla | S R Marvi | District Planning Officer |
| 382 | Mandla | Mr. K L Markam | Principal Govt ITI, Mandla |
| 383 | Mandla | Mr. Shukla | MPRLP. Joint officer |
| 384 | Mandla | Vandana Khatri | Manager, Skill Development Centre |
| 385 | Mandla | Ashwani Bajpai | Director, RSETI, Lead Bank- Central Bank |
| 386 | Mandsaur | Mr Mahendra Gyanee | Collector -cum- District Magistrate |
| 387 | Mandsaur | Mr Malsingh | CEO, Zilla Panchayat |
| 388 | Mandsaur | Mr Rajesh Gargav | District Industries Officer |
| 389 | Mandsaur | Mr K C Badgotya | District Employment Officer |
| 390 | Mandsaur | Mr Verma | Asst Planning Officer, DUDA |

| 391 | Mandsaur | Ms Meghna Bhat | District Labour Officer |
|---|---|---|---|
| 392 | Mandsaur | Mr P S Mehta | SDO, Forests Department |
| 393 | Mandsaur | Mr M L Bajaj | District Planning Officer |
| 394 | Mandsaur | Mr S D Sapre | District Economics & Statistics Officer |
| 395 | Mandsaur | Mr V K Vaidya | Principal Govt ITI, |
| 396 | Mandsaur | P K Gothwal | ITI , Malhargad |
| 397 | Mandsaur | Mr Peter | Placement Officer Govt ITI, Mandsaur |
| 398 | Mandsaur | Mr. R P Vajpayee | Director, RSETI, Lead Bank Central bank |
| 399 | Mandsaur | Mr Venkatesh | Manager, Central bank |
| 400 | Mandsaur | Mr Deepak Saini | Executive, NGO 1 Shreeji samajik seva sanstha |
| 401 | Mandsaur | Mr Rana | Executive, NGO 2 Society for social education and voluntary act |
| 402 | Mandsaur | Mr Dilip Jain | Industry Rep 1- production department, Rajaram and bros |
| 403 | Mandsaur | Mr Abhay Doshi | Industry Rep 2- Line process department,Mid India |
| 404 | Mandsaur | 16 | # of students who participated in all the FGDs conducted |
| 405 | Mandsaur | 20 | # of people who were administered migrant questionnaire |
| 406 | Neemuch | Mr Lokesh Kumar Jatav | Collector -cum- District Magistrate |
| 407 | Neemuch | Mr D S Randa | CEO, Zilla Panchayat |
| 408 | Neemuch | Mr Amrish Adhikari | District Industries Officer |
| 409 | Neemuch | Mr K G Mishra | District Employment Officer |
| 410 | Neemuch | Mr Vikram Singh Jatt | District MNREGA officer |
| 411 | Neemuch | Mr Salauddin Ansari | Officer, DRDA, SGSY |
| 412 | Neemuch | Mr S D Mandale | District Labour Officer |
| 413 | Neemuch | Mr Raj Kumar Singh | Officer, Tribal Department |
| 414 | Neemuch | Ms Supreeti | District gramo udyog |
| 415 | Neemuch | Mr A K Rustogi | District agricultural department officer |
| 416 | Neemuch | Mr S Kumar | District Planning Officer |
| 417 | Neemuch | Mr Ranjit | District Institute managing committee |
| 418 | Neemuch | Mr Rajak | Trainer Govt ITI,Jawad |
| 419 | Neemuch | Mr M S Wadia | Placement Officer Govt ITI,Jawad |
| 420 | Neemuch | Mr O P Khulade | Principal Govt ITI, Jawad |
| 421 | Neemuch | Mr J C Sharma | Trainer Govt ITI, Neemuch |
| 422 | Neemuch | Mr Heemath Singh Parihar | Trainer Govt ITI, Neemuch |
| 423 | Neemuch | Mr Joshi | Principal Govt ITI, Neemuch |

| 424 | Neemuch | Mr O P Batwal | Director, RSETI, Lead Bank state bank of India |
|---|---|---|---|
| 425 | Neemuch | Mr Kailash Boriwal | Executive, NGO 1 Sahaj samaj uthan samiti |
| 426 | Neemuch | Mr Supresh Yadav | Executive, NGO 2 Jan abhiyan parishad |
| 427 | Neemuch | Mr D S Chordiya | Industry Rep 1- Management partner, Filter co |
| 428 | Neemuch | Mr Satish Agrawal | Industry Rep 2- General manager, Vikram cement |
| 429 | Neemuch | Mr P K Mohanty | Industry Rep 3- Vice President HR, Vikram cement |
| 430 | Neemuch | 26 | # of students who participated in all the FGDs conducted |
| 431 | Neemuch | 20 | # of people who were administered migrant questionnaire |
| 432 | Rajgarh | Mr M B Ojha | Collector -cum- District Magistrate |
| 433 | Rajgarh | Mr Shashan K Mishra | CEO, Zilla Panchayat |
| 434 | Rajgarh | Mr R K Dubey | District Industries Officer |
| 435 | Rajgarh | Mr Kailash Sharma | District IMC officer |
| 436 | Rajgarh | Mr Mukul Sharma | District Employment Officer |
| 437 | Rajgarh | Mr Akhilesh Drivedi | MNREGA officer |
| 438 | Rajgarh | Mr A B Khan | Officer, DRDA, SGSY |
| 439 | Rajgarh | Mr Santosh Kanhaiya | SDC Head |
| 440 | Rajgarh | Mr O P Jha | Asst Planning Officer, DUDA |
| 441 | Rajgarh | Mr R K Bhilala | District Labour Officer |
| 442 | Rajgarh | S S Sharma | Agriculture Department |
| 443 | Rajgarh | Mr M D Sharma | District Economics & Statistics Officer |
| 444 | Rajgarh | Mr B L Tore | Principal Govt ITI, Khilchipur |
| 445 | Rajgarh | Mr Balchandra | Director, RSETI, Lead Bank Bank of India |
| 446 | Rajgarh | 14 | # of students who participated in all the FGDs conducted |
| 447 | Shajapur | Mr Sukhla | Upper Collector |
| 448 | Shajapur | Mr G K Bansiwal | District Industries Officer |
| 449 | Shajapur | Mr Kailash Sharma | District IMC officer |
| 450 | Shajapur | Mr M K Agneehotri | District Employment Officer |
| 451 | Shajapur | Mr K C Sharma | Asst Planning Officer, DUDA |
| 452 | Shajapur | Mr R K Bhilala | District Labour Officer |
| 453 | Shajapur | S S Sharma | Agriculture Department |
| 454 | Shajapur | Mr Naveen Kumar | Patwari, Village |
| 455 | Shajapur | Mr Tripati | Principal Govt ITI, |
| 456 | Shajapur | Ms Palak Mittal | Guest faculty, Govt ITI,Shajapur |
| 457 | Shajapur | Mr Solanki | Placement Officer Govt ITI, Shajapur |

| 458 | Shajapur | Mr Naveen Chandra | Training Officer Govt ITI, Shajapur |
|---|---|---|---|
| 459 | Shajapur | Mr Manish Gulati | Training Officer Govt ITI, Shajapur |
| 460 | Shajapur | Mr Sukhla | Director, RSETI, Lead Bank -Bank of India |
| 461 | Shajapur | Mr Ajay Jain | Executive, NGO 1 Khadi gram udyog, Lion's club international, Bartiya jan sangath |
| 462 | Shajapur | Mr Manoj Jain | Executive, NGO 2 Ram dev shree mahaveer log kalyan sanstha |
| 463 | Shajapur | Mr A P Vatsva | Industry Rep 1-Operation management, Siddarth tube limited |
| 464 | Shajapur | Mr Sandeep Sharma | Industry Rep 2- Factory manager, Kanoriya sugar and general manufacture company limited |
| 465 | Shajapur | Mr. Shyam Navas | Industry Rep 3 - Director, Rajeshwari Private Ltd |
| 466 | Shajapur | 13 | # of students who participated in all the FGDs conducted |
| 467 | Shajapur | 15 | # of people who were administered migrant questionnaire |
| 468 | Ujjain | Dr S M Geeta | Collector -cum- District Magistrate |
| 469 | Ujjain | Mr Ravindra Singh | CEO, Zilla Panchayat |
| 470 | Ujjain | Mr Bidwai | District Industries Officer |
| 471 | Ujjain | Mr Shrivastav | District Employment Officer |
| 472 | Ujjain | Mr Humghate | Officer, DRDA, SGSY |
| 473 | Ujjain | Mr Dabre | Officer, DRDA, Special Projects |
| 474 | Ujjain | Mr Pathak | Asst Planning Officer, DUDA |
| 475 | Ujjain | Mr Mishra | District Labour Officer |
| 476 | Ujjain | Mr K G Mishra | District Child labour officer |
| 477 | Ujjain | Mr S C Gupta | District Planning Officer |
| 478 | Ujjain | Mr Gupta | District Economics & Statistics Officer |
| 479 | Ujjain | Mr S M Kumbhare | Principal Govt ITI Ujjain |
| 480 | Ujjain | Mr D P Sharma | Govt ITI Barnagar |
| 481 | Ujjain | Mr jyadav | Placement Officer Govt ITI |
| 482 | Ujjain | Mr S K Verma | ITI Khachrod |
| 483 | Ujjain | Mr G D Wadhwani | Woman ITI Ujjain |
| 484 | Ujjain | Mr B R Tandiya | Govt ITI Mahidpur |
| 485 | Ujjain | Mr Govind Bansal | Director, RSETI, Lead Bank, Bank of India |
| 486 | Ujjain | Mr Avinash Batwal | Executive, NGO 1 Paramhari krapa social welfare society |
| 487 | Ujjain | Ms Gitika Chaturvedi | Executive, NGO 2 shrut kirti sikshan samiti |
| 488 | Ujjain | Mr R K Sharma | Industry Rep 1- Designation, Sanchi dugdh sangh |

| 489 | Ujjain | 35 | # of students who participated in all the FGDs conducted |
|------|--------|-----|-----------------------------------------------------------|
| 490 | Ujjain | 5 | # of people who were administered migrant questionnaire |
| 491 | Vidisha | C B Singh | Collector -cum- District Magistrate |
| 492 | Vidisha | N L Srivastava | District Industries Officer |
| 493 | Vidisha | Ravindra Patel | Officer, DRDA, SGSY |
| 494 | Vidisha | K D Pandey | Officer, DUDA |
| 495 | Vidisha | M R Verma | Officer, SGSY |
| 496 | Vidisha | Jasmine | District Labour Officer |
| 497 | Vidisha | Sanjay Lakkewar | District Planning Officer |
| 498 | Vidisha | P L Tiwari | Principal Govt ITI, Vidisha |
| 499 | Vidisha | R N Saksena | ITI Training Officer |
| 500 | Vidisha | S K Jain | ITI Training Officer |
| 501 | Vidisha | K N Sharma | Director, RSETI, Lead Bank-  State Bank of India |
| 502 | Vidisha | R S Dubey | Executive, CEDMAP |
| 503 | Vidisha | Pradeep Mittal | Industry Rep 1- Partner, Diamond food Production |
| 504 | Vidisha | 15 | # of students who participated in all the FGDs conducted |
| 505 | Burhanpur | Mr. Ashutosh Awasthi | Collector -cum- District Magistrate |
| 506 | Burhanpur | Mr. Ramesh Bhandari | CEO, Zilla Panchayat |
| 507 | Burhanpur | Mr. R.S Thakur | District Industries Officer |
| 508 | Burhanpur | Same as Khandwa | District Employment Officer |
| 509 | Burhanpur | Mr. Waqar Ali | Executive, DRDA, SGSY |
| 510 | Burhanpur | Mr. G. Bhatt | Executive, DRDA, MNREGA |
| 511 | Burhanpur | Mr. G Swami | District Labour Officer |
| 512 | Burhanpur | Mr. T.S Sonvira | District Planning Officer |
| 513 | Burhanpur | Smt Sudha Bai Gajanand | Sarpanch, Loni |
| 514 | Burhanpur | Mr. S.K Chaudhary | Principal, Polytechnic |
| 515 | Burhanpur | No ITI Present | Trainers, ITI |
| 516 | Burhanpur | Mr. Kumar Singh | Director, RSETI, Bank of India |
| 517 | Burhanpur | Mr. Jameel Quereshi | Cedmap |
| 518 | Burhanpur | Mr. Virendra Singh | Director, Naval Singh Sugar Mill |
| 519 | Burhanpur | Mr. Deepak Saxena | MD, Tapti Mills |
| 520 | Burhanpur | No ITI Present | # of students who participated in all the FGDs conducted |
| 521 | Burhanpur | Mr. Malviya | Tribal Officer |

| 522 | Dewas | Mr. Mukesh Gupta | Collector -cum- District Magistrate |
|---|---|---|---|
| 523 | Dewas | Mr. Anil Khare | CEO, Zilla Panchayat |
| 524 | Dewas | Mr. T.R. Rawat | District Industries Officer |
| 525 | Dewas | Mr. S Shah | District Employment Officer |
| 526 | Dewas | Mr. Sanjay Kumar | Officer, DRDA, SGSY |
| 527 | Dewas | Mr. P Yadav | Officer, DRDA, MNREGA |
| 528 | Dewas | Ms Seema Garg | Executive, DUDA |
| 529 | Dewas | Did not disclosed his name | Deputy Labour Officer |
| 530 | Dewas | Mr. Ajay Srivastava | Assistant District Economics & Statistics Officer |
| 531 | Dewas | Mr. Shivkumar | Sarpanch and other members |
| 532 | Dewas | Mr. D.S. Diwivedi | Principal Govt, ITI |
| 533 | Dewas | Met All Trainers | Trainers, ITI |
| 534 | Dewas | Mr. Patil | Placement Officer Govt ITI |
| 535 | Dewas | Mr. Salwe | Director, RSETI, Bank of India |
| 536 | Dewas | Mr. Sandeep Roy | Executive, Shatabdi Craft and Social Welfare Society |
| 537 | Dewas | Mr Akhil | Manager, TATA International |
| 538 | Dewas | Mr. J.P. Singh | Partner and MD, Shri Jagdambe Pipes |
| 539 | Dewas | 22 | # of students who participated in all the FGDs conducted |
| 540 | Dewas | 16 | # of people who were administered migrant questionnaire |
| 541 | Dhar | Mr. B.M Sharma | Collector -cum- District Magistrate |
| 542 | Dhar | Mr. Deepak Singh | CEO, Zilla Panchayat |
| 543 | Dhar | Mr. R.S Dabur | Assistant Director, District Industries Office |
| 544 | Dhar | Mr. P.S Mandloi | District Employment Officer |
| 545 | Dhar | Mr.Sharma | Officer, DRDA, SGSY |
| 546 | Dhar | Mr. Pulkit sahai | Officer, DRDA, MNREGA |
| 547 | Dhar | Mr. A.S Alawa | Deputy Labour Officer |
| 548 | Dhar | Mr. I K Pankare | District Planning Officer |
| 549 | Dhar | Mr. Kalu Singh | Sarpanch, Piplia Pul |
| 550 | Dhar | Mr. H.P Kundwal | Principal Govt, ITI |
| 551 | Dhar | All trainers and Staff | Trainers, ITI |
| 552 | Dhar | Mr. G.K Mulchandani | Director, RSETI, Bank of India |
| 553 | Dhar | Mr. Vikram singh | Jan Sikhshan Sansthan |
| 554 | Dhar | Mr. Sidharth Thomre | M.D Kosha electricals |
| 555 | Dhar | Mr. Nilesh Singh | Officer, Tribal Department |

| 556 | Harda | Mr. Madan Kumar | CEO, Zilla Panchayat |
|---|---|---|---|
| 557 | Harda | Mr. Ram Babu | Assistant Industries Officer |
| 558 | Harda | Mr. Upadhyay | District Employment Officer |
| 559 | Harda | Mr. Raj Kumar | Executive, DRDA, SGSY |
| 560 | Harda | Mr. Kamal Jain | Executive, DRDA, MNREGA |
| 561 | Harda | Mr. Mansoor | Executive, DUDA |
| 562 | Harda | Mr. K.M Khichi | District Labour Officer |
| 563 | Harda | Mr. Sachin | Executive, Economics & Statistics Office |
| 564 | Harda | Mr. Bhan Singh | Patwari |
| 565 | Harda | Mr. K.L Jatav | Principal Govt, ITI |
| 566 | Harda | Met all the trainers | Trainers, ITI |
| 567 | Harda | Mr. R.G. Swarnkar | Director, RSETI, Bank of India |
| 568 | Harda | Mr. Ashok Jain | Chairman, Industry Association |
| 569 | Harda | 12 | # of students who participated in all the FGDs conducted |
| 570 | Jhabua | Mr. Jaishree Kiyawat | Collector -cum- District Magistrate |
| 571 | Jhabua | Mr. Rakesh Singh | CEO, Zilla Panchayat |
| 572 | Jhabua | Mr. Aman Singh Morey | District Industries Officer |
| 573 | Jhabua | Mr.Sayeed | Assistant Director, District Industries Office |
| 574 | Jhabua | Mr. T.S Dudwey | District Employment Officer |
| 575 | Jhabua | Mr. Kothari | Officer, DRDA, SGSY |
| 576 | Jhabua | Mr. Tawar | Officer, DRDA, MNREGA |
| 577 | Jhabua | Mr. S.S Solanki | Deputy Labour Officer |
| 578 | Jhabua | Mr. R.D Jahrah | District Planning Officer |
| 579 | Jhabua | Mr. Natwar Singh Nayak | Sarpanch, Piplia Pul |
| 580 | Jhabua | Mr. D.K Mittal | Principal Govt, ITI |
| 581 | Jhabua | All trainers & Staff | Trainers, ITI |
| 582 | Jhabua | Mr.Patel | Director, RSETI, Bank of India |
| 583 | Jhabua | Mr. Heman Borkha | Jan Sikhshan Sansthan |
| 584 | Jhabua | Mr. Brijendra Sharma | S.R Ferro Alloys |
| 585 | Jhabua | 14 | # of students who participated in all the FGDs conducted |
| 586 | Jhabua | Mr. D.S. Rawat | Tribal Office |
| 587 | Khandwa | Mr. Kavindra Kyawat | Collector -cum- District Magistrate |
| 588 | Khandwa | Mr. Vikas Singh Narwal | CEO, Zilla Panchayat |
| 589 | Khandwa | Mr. Sudhir Kadambne | Assistant Director, District Industries Office |

| 590 | Khandwa | Mr. V.S. Chauhan | District Employment Officer |
|---|---|---|---|
| 591 | Khandwa | Mr. P.K. Katiyar | Officer, DRDA, SGSY |
| 592 | Khandwa | Mr. Pramod Tripathi | Officer, DRDA, MNREGA |
| 593 | Khandwa | Mr. Suresh Awasthi | Executive, DUDA |
| 594 | Khandwa | Mr. S.S. Madloi | Deputy Labour Officer |
| 595 | Khandwa | Mr. Eika | District Planning Officer |
| 596 | Khandwa | Smt Rukmani Bai | Sarpanch, Piplia Pul |
| 597 | Khandwa | Mr. Hitesh Surage | Principal Govt, ITI |
| 598 | Khandwa | All trainers & Staff | Trainers, ITI |
| 599 | Khandwa | Mr. Kumar Singh | Director, RSETI, Bank of India |
| 600 | Khandwa | Mr. Pramod Srivastava | Cedmap |
| 601 | Khandwa | Mr. Vinay Jain | Manager, Gaurav Enterprises |
| 602 | Khandwa | Mr. Sanjay Santwani | Partner, Maya Enterprises |
| 603 | Khandwa | 10 | # of students who participated in all the FGDs conducted |
| 604 | Khandwa | Mr. R.A.S Narwaria | Assistant Director, Tribal Department |
| 605 | Khargone | Dr. Navneet Mohan Kothari | Collector -cum- District Magistrate |
| 606 | Khargone | Mr. V.S. Iskya | District Industries Officer |
| 607 | Khargone | Mr. Rajesh Bharti | District Employment Officer |
| 608 | Khargone | Mr. Shivendra | Officer, DRDA, SGSY |
| 609 | Khargone | Mr. Manish | Officer, DRDA, MNREGA |
| 610 | Khargone | Mr. Ram Kumar | Executive, DUDA |
| 611 | Khargone | Mr. Rakhi Joshi | District Labour Officer |
| 612 | Khargone | Baldev Singh Sonkar | Patwari |
| 613 | Khargone | Mr. Pradeep Madhukar | Principal Govt, ITI |
| 614 | Khargone | All Trainers & Staff | Trainers, ITI |
| 615 | Khargone | Mr. K.K. Daas | Director, RSETI, SBI |
| 616 | Khargone | Mr. Anoop Agarwaal | Partner, K K Finecoat pvt ltd |
| 617 | Khargone | Mr. Shatrughna Rai | Partner and MD, Shri Jagdambe Pipes |
| 618 | Khargone | 8 | # of students who participated in all the FGDs conducted |
| 619 | Ratlam | Mr. Rajendra Sharma | Collector -cum- District Magistrate |
| 620 | Ratlam | Mr. A.S. Dawar | CEO, Zilla Panchayat |
| 621 | Ratlam | Mr. Rajesh Garg | District Industries Officer |
| 622 | Ratlam | Mr. Mitendra Chaudhary | Assistant Director, District Industries Office |
| 623 | Ratlam | Mr. A.K. Srivastava | District Employment Officer |

| 624 | Ratlam | Mr. Ravi Sharma | Officer, DRDA, SGSY |
|---|---|---|---|
| 625 | Ratlam | Mr. Tarun Singhal | Officer, DRDA, MNREGA |
| 626 | Ratlam | Mr. S.P. Gupta | District Planning Officer |
| 627 | Ratlam | Mr. R.D. Ahriwar | Principal Govt, ITI |
| 628 | Ratlam | All trainers and Staff | Trainers, ITI |
| 629 | Ratlam | Mr. Himatlal Jain | Lead bank Manager |
| 630 | Ratlam | Mr. Prakash Manpani | Shradha Computer Co-Operative ltd |
| 631 | Ratlam | Mr. Naresh Jhalani | Shree Ram Switch Gear |
| 632 | Alirajpur | Mr. Rajendra Singh | Collector -cum- District Magistrate |
| 633 | Alirajpur | Mr. S.H Safdari | Assistant CEO, Zilla Panchayat |
| 634 | Alirajpur | Same as Jhabua | District Industries Officer |
| 635 | Alirajpur | Same as Jhabua | District Employment Officer |
| 636 | Alirajpur | Mr. Jai Prakash | Executive, DRDA, SGSY |
| 637 | Alirajpur | Mr. Shyam Sunder | Executive, DRDA, MNREGA |
| 638 | Alirajpur | Mr. Sillu | Principal, Govt ITI |
| 639 | Alirajpur | All trainers & Staff | Trainers, ITI |
| 640 | Alirajpur | Mr. Kamlesh Sharma | Jan Shiksha Sansthan |
| 641 | Alirajpur | 4 | # of students who participated in all the FGDs conducted |
| 642 | Alirajpur | Mr. Sharma | Tribal Officer |
| 643 | Barwani | Mr. Shriman Shukla | Collector -cum- District Magistrate |
| 644 | Barwani | Mr. Rajesh Shukla | Assistant CEO, Zilla Panchayat |
| 645 | Barwani | Mr. Aman Singh Morey | District Industries Officer |
| 646 | Barwani | Mr. TS Dudwe | District Employment Officer |
| 647 | Barwani | Mr. Mankale | Executive, DRDA, SGSY |
| 648 | Barwani | Mr. Nilesh Naag | Officer, DRDA, MNREGA |
| 649 | Barwani | Mr. K.S Dudy | DUDA Officer |
| 650 | Barwani | Mr. Dashrath Suryavanshi | District Labour Officer |
| 651 | Barwani | Mr. S.K Sakunya | District Planning Officer and Additional Collector |
| 652 | Barwani | Surpal | Sarpanch, Patti |
| 653 | Barwani | Mr. Saplya | Principal, ITI |
| 654 | Barwani | No ITI Present | Trainers, ITI |
| 655 | Barwani | Mr. Kumar Singh | Director, RSETI, Bank of India |
| 656 | Barwani | Mr. Dinesh Yadav | Career group |
| 657 | Barwani | No ITI Present | # of students who participated in all the FGDs conducted |

| 658 | Barwani | Mr. Ganesh Bhabhat | Tribal Officer |
|------|---------|--------------------|----------------|
| 659 | Chhindwara | S.D.Tiwari | Principal, Govt ITI, Chhindwara |
| 660 | Chhindwara | J.P.Suryavanshi | Training Superintendent, Govt ITI |
| 661 | Chhindwara | S.P.Nigam | Training Superintendent, Govt ITI |
| 662 | Chhindwara | Manoj Thakur | Director, Diksha Siksha, NGO |
| 663 | Chhindwara | S.P. Suryavanshi | Manager, SDC, |
| 664 | Chhindwara | R.P Soni | Manager, SDC, Bichua |
| 665 | Chhindwara | R.K Agarwal | Training Officer, Govt ITI |
| 666 | Chhindwara | B.D Sahoo | Govt ITI, Tamiya |
| 667 | Chhindwara | P.K.Manick Gurde | Training Officer, Govt ITI |
| 668 | Chhindwara | Jithin Singh Rathod | Training Officer, Govt ITI |
| 669 | Chhindwara | Mahendra Bilay | Training Officer, Govt ITI |
| 670 | Chhindwara | Y Borkar | Training Officer, Govt ITI |
| 671 | Chhindwara | R.C. Rajak | Training Officer, Govt ITI |
| 672 | Chhindwara | S.K.Dhurvey | Training Officer, Govt ITI |
| 673 | Chhindwara | S.L.Chandra | Training Officer, Govt ITI |
| 674 | Chhindwara | Sunderlal Laharey | Training Officer, Govt ITI |
| 675 | Chhindwara | Jyothi Rajput | Training Officer, Govt ITI |
| 676 | Chhindwara | Rizwana Ansari | Training Officer, Govt ITI |
| 677 | Chhindwara | Shivkumar S | Training Officer, Govt ITI |
| 678 | Chhindwara | Sarvam Sorje | Training Officer, Govt ITI |
| 679 | Chhindwara | A.K.Takle | Training Officer, Govt ITI |
| 680 | Chhindwara | K.K.Panse | Training Officer, Govt ITI |
| 681 | Chhindwara | Rekha Hari Mandra | Sarpanch, Loniya Kharwal Gram Panchayat |
| 682 | Chhindwara | Rajesh Juneja | MD, Venkatesh Naturals Food Processing |
| 683 | Chhindwara | Shrinivas Sharma | CEO, Zilla Panchayat and Addnl Collector |
| 684 | Chhindwara | Jayanth | Lead Bank Manager, RSETI |
| 685 | Chhindwara | Neha Kaul | Asst Project Officer, DRDA |
| 686 | Chhindwara | Pawan Kumar Rai | Project Officer, DUDA |
| 687 | Chhindwara | Kamal Chandravanshi | State Coordinator, L&T Construction Training Academy |
| 688 | Chhindwara | Lakheshri | L&T Beneficiary, Mokhed Village |
| 689 | Seoni | M.N.S Baghel | Principal, Govt ITI, Seoni |
| 690 | Seoni | R.S. Verma | Training Officer, Govt ITI, Seoni |
| 691 | Seoni | M.U.Mansoori | Training Officer, Govt ITI, Seoni |
| 692 | Seoni | K.K.Soni | Training Officer, Govt ITI, Seoni |

| 693 | Seoni | S.R.Marskhole | Training Officer, Govt ITI, Seoni |
|-----|-------|---------------|-----------------------------------|
| 694 | Seoni | D.K Thakur | Training Officer, Govt ITI, Seoni |
| 695 | Seoni | Neelima Tiwari | Training Officer, Govt ITI, Seoni |
| 696 | Seoni | R.K Vishwakarma | Training Officer, Govt ITI, Seoni |
| 697 | Seoni | A.S.Uikey | Training Officer, Govt ITI, Seoni |
| 698 | Seoni | G.C.Ingley | Training Officer, Govt ITI, Seoni |
| 699 | Seoni | Manoj Baghel | Trainer, CEDMap |
| 700 | Seoni | Abhishek Shrivastav | World Care NGO |
| 701 | Seoni | J.P Nayak | Assistant Planning Officer, District Planning Office |
| 702 | Seoni | K.R.Uikey | GM, District Industries Center |
| 703 | Seoni | Preethi Masuri | Asst Manager, Distict Industries Center |
| 704 | Seoni | Uikey S Raghuvar | Manager, District Industries Center |
| 705 | Seoni | Savitha Arya | Technical Assistant, DRDA |
| 706 | Balaghat | 20 Students | FGD |
| 707 | Balaghat | Vivek Kumar Porwal | Collector -cum- District Magistrate |
| 708 | Balaghat | M Chakravarthi | District Planning Officer |
| 709 | Balaghat | B.G. Pandey | District Manager, Lok Sewa Guarantee, ex- Deputy Collector |
| 710 | Balaghat | Santhosh Kumar Uikey | Project Officer, DUDA |
| 711 | Balaghat | Rajeev Shrivastava | Triveni NGO |
| 712 | Balaghat | Nethra Yadav | Project Officer, DRDA |
| 713 | Balaghat | Sanjeev Mishra | Director, Chain of 7 ITI s under Satpura name |
| 714 | Balaghat | Lakshmi Wakhede | Sarpanch, Khamariya |
| 715 | Balaghat | Naresh Duarey | Ex- CEPMAP |
| 716 | Balaghat | Sanjeev Mishra | Owner, Umiya Tiles |
| 717 | Balaghat | Gavendra Singh Chhonker | Principal, Govt ITI |
| 718 | Balaghat | Lakshminarayana | General Manager, Ramnik Power Plant |
| 719 | Balaghat | Asim Sheik | Manager, Personnel, Manganese Ore India Ltd |
| 720 | Balaghat | Sarkar | Geologist, Manganese Ore India Ltd |
| 721 | Balaghat | Mohammed Asif Qureshi | Farmer |
| 722 | Dindori | Jai Narayan Goutham | Principal, Govt ITI |
| 723 | Dindori | Kuber Singh Rathore | Farmer, Kukarramat Gram Panchayat |
| 724 | Dindori | Choubey | Deputy Collector- cum- Head, DUDA |
| 725 | Dindori | Om Prakash Dhurve | President Zila Panchayat |
| 726 | Dindori | S.K. Mishra | Asst Project Officer, DRDA |
| 727 | Indore | 40 students in 2 groups | FGD |

| 728 | Indore | Raikwad | GM, District Industries Center |
|-----|--------|---------|-------------------------------|
| 729 | Indore | L.M. Mahajan | District Planning Officer |
| 730 | Indore | Ramesh Rajliwal | Asst Superintendent, DUDA |
| 731 | Indore | Kapil Rajesh | Principal, ITI, Indore |
| 732 | Indore | Rajendra Singh | Training Officer, Govt ITI, Indore |
| 733 | Indore | Sanjay Dubey IAS | Director, Audhyogik Vikas Kendra, Indore |
| 734 | Indore | Sudhir Dasare | Sr. Officer Industrial Relations, Mahindra 2 Wheelers |
| 735 | Indore | Anil Dubey | Manager, Industrial Relations, Mahindra 2 Wheelers |
| 736 | Indore | Sanjeev Khandelwal | Deputy Manager, Industrial Relations, Eicher Motors |
| 737 | Indore | Milind Bugde | Deputy Manager, Industrial Relations, Eicher Motors |
| 738 | Indore | Arora | Officer,  Audhyogik Vikas Kendra, Indore |
| 739 | Indore | Chouhan | Officer,  Audhyogik Vikas Kendra, Indore |

# 18    Glossary

| Abbreviation | Explanation of abbreviated terms |
|---|---|
| AKVN | Audhyogik Kendra Vikas Nigam |
| BDO | Block Development Officer |
| BRGF | Backward Region Grant Fund |
| Build. Const. Real Est. | Building, Construction, Real Estate |
| CAGR | Compound Annual Growth Rate |
| Capex | Capital Expenditure |
| CEO | Chief Executive Officer |
| CII | Confederation of Indian Industry |
| CMIE | Centre for Monitoring Indian Economy |
| CoE | Centre for Excellence |
| COPA | Computer Operator and Programming Assisstant |
| CSC | Common Service Centre |
| DAO | District Agriculture Office |
| DIC | Department of Industries and Commerce |
| DRDA | District Rural Development Agency |
| DUDA | District Urban Development Agency |
| FGD | Focus Group Discussion |
| FMCG | Fast Moving Consumer Goods |
| FY | Financial Year |
| GDDP | Gross District Domestic Product |
| GDP | Gross Domestic Product |

| | |
|---|---|
| GoMP | Government of Madhya Pradesh |
| GSDP | Gross State Domestic Product |
| HDI | Human Development Index |
| HR | Human Resource |
| HUPA | Housing and Urban Poverty Alleviation |
| ICT | Information and Communication Technologies |
| IFFCO | Indian Farmers Fertiliser Cooperative Limited |
| IOC | Indian Oil Corporation |
| IT | Information Technology |
| ITC | Industrial Training Centre |
| ITeS | Information Technology Enabled Services |
| ITI | Industrial Training Institute |
| Kg | Kilogram |
| Km | Kilometre |
| KVK | Krishi Vigyan Kendra |
| L&T | Larsen and Toubro |
| LPG | Liquified Petroleum Gas |
| M. Tech | Mater of Technology |
| MBA | Master of Business Administration |
| MBBS | Bachelor of Medicine Bachelor of Surgery |
| MCA | Master of Computer Application |
| mfp | Minor forest produce |
| MGNREGA | Mahatma Gandhi National Rural Employment Guarantee Act |
| mm | Milimetre |

| | |
|---|---|
| MOIL | Manganese Ore India Ltd |
| MoU | Memorandum of Understanding |
| MPRLEP | Madhya Pradesh Rural Livelihood Enhancement Program |
| MPSIDC | Madhya Pradesh State Industrial Development Corporation |
| MPTRIFAC | M.P.Trade & Investment Facilitation Corporation Limited |
| MSME | Micro, Small and Medium Enterprises |
| MT | Metric Tonnes |
| MW | Mega Watt |
| NAC | National Academy of Construction |
| NCVET | National Council of Technical Education and Vocational Training |
| NGO | Non Government Organization |
| NH | National Highway |
| no. | Number |
| NSDC | National Skill Development Corporation |
| NSS | National Service Scheme |
| NTFP | Non Timber Forest Products |
| OBC | Other Backward Castes |
| OPEPA | Odisha Primary Education Programme Authority |
| Oscom | Odisha Sands Complex |
| p.m. | per month |
| PHC | Public Health Centre |
| PPP | Public Private Parnership |
| PVC | PolyVinyl Chloride |
| PWD | Public Works Department |

| | |
|---|---|
| RKVY | Rastriya Krishi Vikas Yojana |
| RSETI | Rural self employment training institute |
| RTE | Right to Education |
| RYK | Rajiv Yuva Kiranalu |
| SC | Scheduled Caste |
| SC | Scheduled Caste |
| SCVET | State Council for Vocational Education & Training |
| SEZ | Special Economic Zone |
| SHG | Self Help Group |
| SJSY | Swarn Jayanti Swarojgar Yojna |
| SME | Small and Medium Enterprises |
| sq | Square |
| SSI | Small Scale Industry |
| ST | Scheduled Tribe |
| ST | Scheduled Tribe |
| TV | Television |
| UNIDO | United Nations Industrial Development Organization |
| USA | United States of America |
| VT | Vocational Training |
| VTP | Vocational Training Provider |

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**Narayanan Ramaswamy**
Head – Education Advisory
KPMG India
+91 (44) 3914 5208
email: narayananr@kpmg.com

**Akhil Krishna**
Manager– Education Advisory
KPMG India
+91 (80) 30654479
email: ackrishna@kpmg.com

**Gaurav Kumar**
Manager– Education Advisory
KPMG India
+91 (124) 43075203
email: gauravkumar1@kpmg.com

For more details please contact:

**N·S·D·C**
National
Skill Development
Corporation

**Industry Partner**

**CII**

**Confederation of Indian Industry**

National Skill Development Corporation
Block A, Clarion Collection, (Qutab Hotel)
Shaheed Jeet Singh Marg
New Delhi 11 0 016
Tel : 011 46 56 0414
Fax : 011 4656 0417
Email : skillgapstudies@nsdcindia.org

**www.nsdcindia.org**