

National Skill Plan (2017-22): Social Sector

Sector Overview

- Proportion of economically active population(15-59 years) in India has increased from 57.7%(1991) to 63.3% (2013)¹
- Total annual expenditure on social service is around 7% (as percent of GDP) during 2008-2016
- Changes occurring in the employment pattern, with the rate of self-employment going up in both rural and urban area, for both – men and women.
- Five major social sector focus areas are Managing Rural-Urban Migration, Drinking Water & Sanitation, Water Resource Management, Housing and building Sustainable Environment by balancing Social and Economic Development,

Key geographic areas:

Migration Inflow Areas	Potential Growth Corridors	Migration Outflow Areas and (With lowest levels of socio-economic development and limited economic opportunities.)
Maharashtra, Gujarat, Delhi NCR, Karnataka, Assam	Northeastern states, Kerala, Andhra Pradesh, Goa	Bihar, Uttar Pradesh, Jharkhand and Orissa

Workforce demand –supply projection :

Current workforce (2017)	Estimated workforce (2022)	Incremental workforce requirements by 2022	Training Capacity (2022)	Capacity Break Up (2016)	Addressable gap
7.79 million	10.88 million (~6.91% CAGR)	3.09 million	0.06 million	960 trainees at a time for short term training	3.03 million

Major drivers for of Change/Growth:

Demand side	Supply side
<ul style="list-style-type: none"> ✓ Achieve Sustainable Development Goals (SDG) and Millennium Development Goals ✓ Changing composition of domestic households ✓ Investments in urban infrastructure by government and private players ✓ Growing conflicts in use of shared resources like water resources, energy and infra resources ✓ Development of rural and urban infrastructure in under-served areas and for under-served public purposes 	<ul style="list-style-type: none"> ✓ SSCs implementing PMKVY scheme ✓ Fee based trainings conducted by NSDC affiliated training partners ✓ Pradhan Mantri Awas Yojana (Urban) ✓ Health Sector Schemes to address shortfalls in the healthcare sector ✓ Schemes to provide sanitation facilities and drinking water ✓ Ganga rejuvenation through National Mission for Clean Ganga (NMCG) / Namami Gange ✓ Pradhan Mantri Jan Dhan Yojana ✓ Automation of Manual Job Roles

Job Roles Transition (Domestic Worker and Social Sector):

Current Job Roles (basis existing profiles)	Fast Emerging Job Roles (due to changing trends)
<ul style="list-style-type: none"> — General Housekeeper — Housekeeper cum Cook — Child Caretaker — Elderly Caretaker (Non- Clinical) 	<ul style="list-style-type: none"> — Baby Caretaker — Japa Maids — Multitask Caretaker — Partially Physically Challenged Caretaker

¹ Indian Budget Documents (2015-2016) - Sample Registration System (SRS) data for 2013

Sector Snapshot

India has made tremendous progress in reducing absolute poverty in the past two decades.

India's unorganized sectors constitute nearly about 93% of the economy. Based on India's official line, the share of the population living in poverty was halved between 1994 and 2012, falling from 45 percent to 22 percent. However, there have been different reasons for poverty reduction across rural and urban areas².

Rising income from employment in non-agricultural sector and self-employment were majorly responsible for poverty reduction in urban areas. However, in rural areas, shifts in employment away from agricultural income contributed to the poverty reduction in rural areas.

Additionally, India is still to be on a favorable path³ to achieve Millennium Development Goals and Sustainable Development Goals (SDG) set by United Nation. India is among the countries having lowest level of urbanization, the urban population share is only about 33 percent⁴. Over the years, there has been increasing concentration of people in Tier-1 cities of the country. Big cities are attaining unsustainable huge size and this has led to virtual collapse of basic urban services and accompanied by basic problems in the field of housing, slum, water management, energy management and overall quality of life.

Urbanization is product of lack of non-agricultural opportunities in rural areas coupled with desire for better quality of life in urban areas. With growing urbanization, globalization and modernization the profile of domestic services and workers keep evolving and changing. Moreover, traditional roles (household work) performed by women is slowly transgressing to more women taking up jobs outside homes. There is a greater demand for domestic workers at home to replace their worklack of opportunities in non-agricultural sectors and lack of adequate infrastructure in rural and urban areas pose a big challenge for sustainable socio-economic environment in the country.

Most of these cities using capital intensive technologies cannot generate employment for rural migratory population with limited technical knowledge. Hence, domestic work becomes an important avenue of work for illiterate and semi-literate population, especially women workforce since 7% of the female workforce is illiterate or educated only up to primary level.²

² <http://indianexpress.com/article/explained/world-bank-india-poverty-report-poverty-line-jobs-india-2857564/>

³ <http://www.thehindu.com/news/national/india-yet-to-achieve-un-millennium-development-goals/article7654764.ece>

⁴ <https://www.devex.com/news/tackling-the-challenges-of-urbanization-in-india-83871>

Market Size, Growth and Key Segments

▪ Current Market scenario:

The proportion of economically active population (15-59 years) in India has increased from 57.7% (1991) to 63.3% (2013)⁵

However, the total annual expenditure on social service has hovered around 7% (as percent of GDP) during 2008-2016 and the break-up of the social services is as per table-1:

Expenditure on Social Sector Services

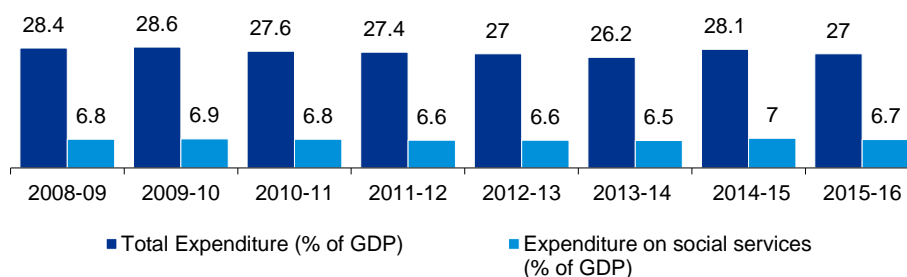


Figure 1: Expenditure on Social Sector Services, Source: Indian Budget Documents

Additionally, the distribution⁶ of spending within social sector has also remained consistent for the period as can be seen from figure 2:

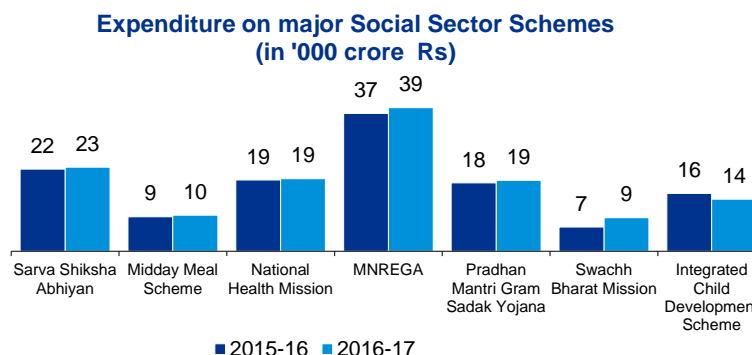


Figure 2: Distribution of expenditure across Social Sector Areas, Source: Indian Budget Documents

Rural Urban Migration: As per World Migration Report 2015⁷, there has been significant increase in rural-urban migration in last decade. It can be seen from the table that the rural to urban stream has the largest proportion of male migrants (39% in 2007–08). Also as per NSSO report-2010, 35% of India's urban population is constituted of migrants as seen from the below table.

⁵ Indian Budget Documents (2015-2016) - Sample Registration System (SRS) data for 2013.

⁶ <https://thewire.in/23210/social-sector-investments-in-budget-2016-no-different-than-previous-year/>

⁷ <http://www.solutionexchange-un-gen-gym.net/wp-content/uploads/2016/01/WMR-2015-Background-Paper-RBhagat.pdf>

Census/NSS Years	Census			NSS		
	Male	Female	Total	Male	Female	Total
1981	33.2	40.8	36.8	27	36.6	31.6
1991	26.3	36.2	31	23.9	38.2	30.7
2001	32	39.4	35.5	25.7	41.8	33.4
2008	NA	NA	NA	25.9	45.6	35.4

Figure 3: Percentage of migratory population
Source: Census Data-2001, NSSO 2010

Thus high proportion of migratory population puts a lot of stress on the urban infrastructure and effects the socio-economic balance in long run.

Also as per the World Migration Report, states which receive the largest number of migratory population are Maharashtra, Haryana, Punjab, Gujarat and Karnataka. The states having biggest outflow of migrants are states having lowest levels of per-capital economic development like Bihar, Uttar Pradesh, Jharkhand and Orissa. There is a strong relation between the available of economic opportunities and socio- economic development of the region.

Housing, Drinking Water and Sanitation⁸: Public health and wellbeing of the citizens of the country is strongly related to the health and hygiene facilities available in the premises. According to Census 2011, 70% of India's population lives in rural and urban areas- which increases the possibility of health related issues due to limited penetration of safe drinking water sanitation facilities and unhygienic living conditions.

As per census 2011, only 47% households have access to drinking water facilities at home and less than 50% have toilet facilities within the household premises. State-wise distribution of households with access to amenities is listed below in figure 4 and figure 5.

⁸ Census 2011; Access to drinking Water in households and toilets

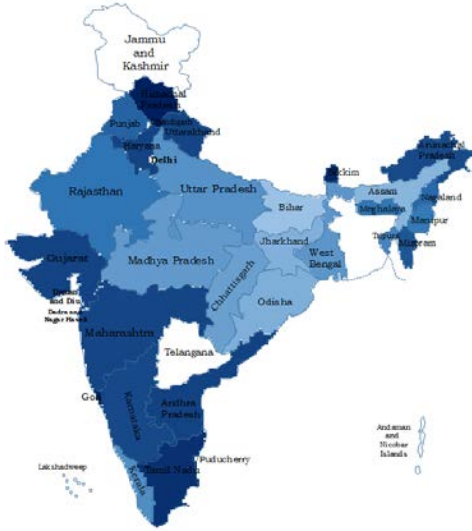


Figure 4: Access to drinking Water in households, Source: Census 2011

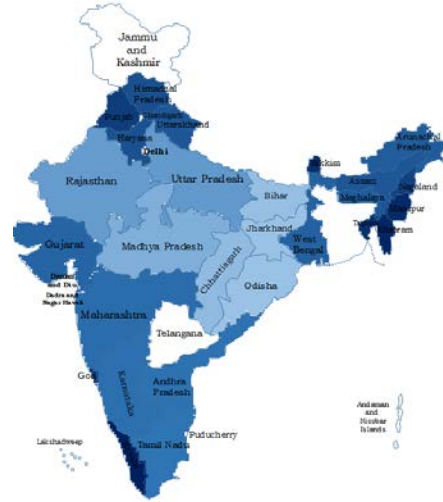
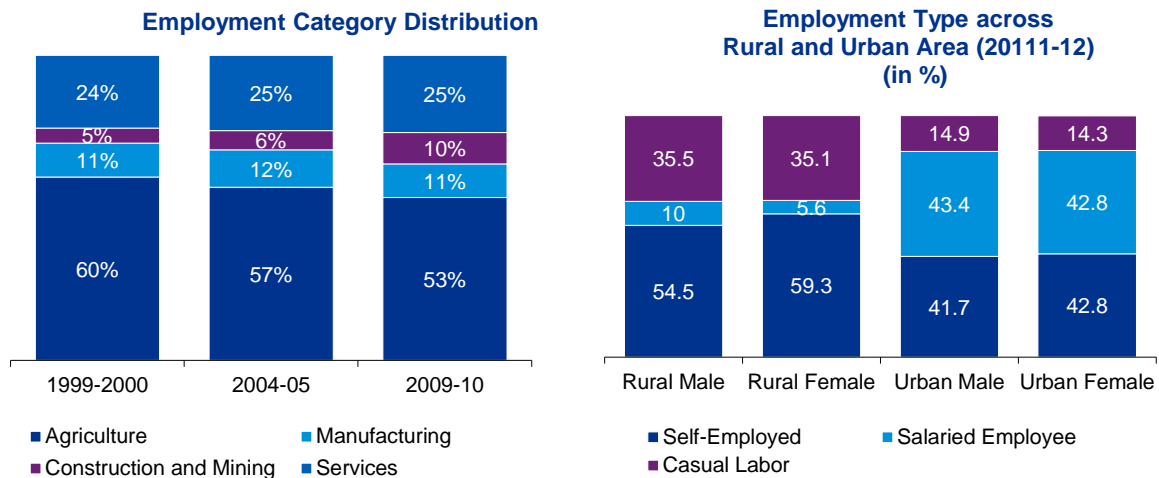


Figure 5: Access to Toilets in households, Source: Census 2011

Domestic Work and Changing Employment Pattern⁹: Additionally, there has been a change in the employment pattern with the rate of casual-employment going up in both rural and urban areas, for both – men and women. As per NSSO 2011-12, salaried employees or workers with regular wages were nearly six times more in urban areas (41.4 percent) than 7.3 percent in rural areas as seen from below graphs. Among rural workers, 54.2% are self-employed, while only 41.4% of the workforce in urban areas is self-employed. Also, while only 7.3% of rural workers are regular wage earners, 41.4 % of workforce in urban areas earn regular salary.



According to NSDC report done by KPMG, domestic work is the major source of employment for women. in the unorganized sector. Less than 1% of the workforce has any formal training

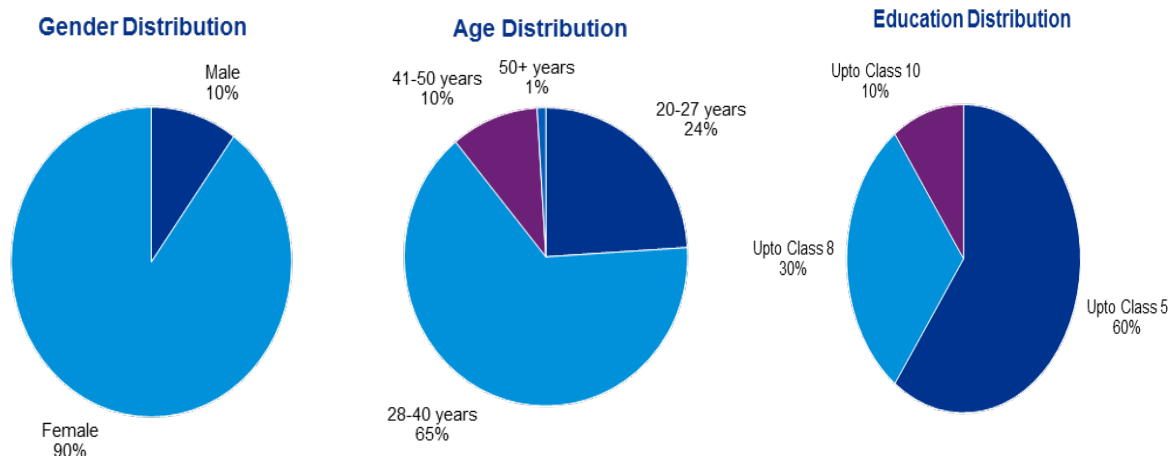
⁹ International Labour Organization; NSSO 2011-12

and about 80–85% workers are unskilled labour. Tier 1 and tier 2 cities in India have the highest demand for domestic help. India’s economic growth would result in high per capita income, resulting in greater family income for more number of families falling. Recently, the contributions of domestic workers to the global economy have been receiving greater attention. Research highlights that it is in most cases undervalued, invisible and mainly carried out by migrant women and girls, from disadvantaged and marginalized communities, most vulnerable to discrimination and exploitation in work and wages and other human rights abuses¹⁰.

Domestic workers though not provided skills so far, are now involved in myriad activities, which need some form of learning and training. Every day work like sweeping, mopping, dusting, cleaning utensils, washing clothes to keeping and setting the house are seen lowly compared to cooking. Other works undertaken by domestic workers are infant care, child care, baby Care, elderly care and Jappa-Maid, taking care of chronically ill patients at home require additional skills. Due to its often mundane nature, the labour is not valued socially as skilled work, however, this sector is waiting to be recognized, institutionalized and professionalized through a focus on skill development¹¹.

According to Get Domestic Help (GDH), Delhi based online job placement agency, more than 2.5 million households are currently searching employees in just largest 8 cities of the country. 68.4 percent of the total domestic help workforce comes from states of Maharashtra, West Bengal, Andhra Pradesh and Tamil Nadu and Assam. Tier 1 cities have 30 percent employment concentration, 31 percent in tier 2 cities and 39 percent in other cities.

- **Industry composition¹¹:** The estimated number of domestic workers who are employed according to the KPMG study is about 6 million based on NGO sources. The demographic distribution of the domestic workers is as follows:



Estimated growth of domestic workforce¹¹: According to the study conducted by NSDC-KPMG in 2013, the growth rate was pegged at 7.8 percent in 2017 subsequently increasing to 10.9 percent by 2022. While, the study conducted in 2016 reveals that the growth is estimated to increase from 7.9

¹⁰ NSDC -KPMG Report on Domestic Workers; 2017-2022

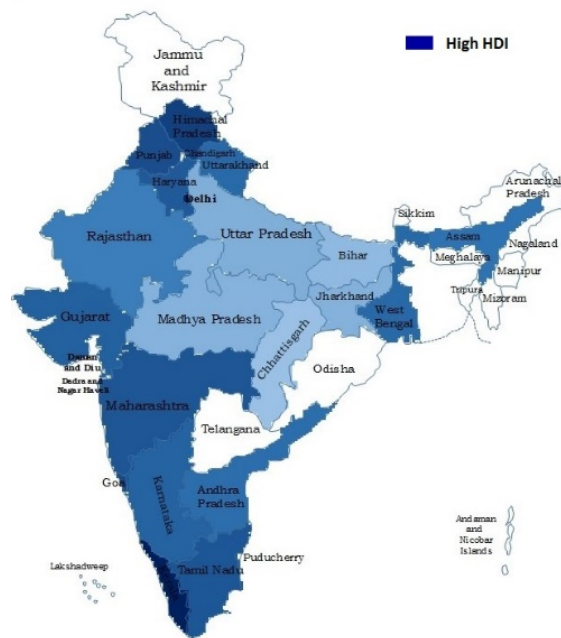
¹¹ NSDC -KPMG Report on Domestic Workers; 2017-2022

percent in 2017 to 11.1 percent by 2022. Apart from the traditional job roles entailing Live in and live outs domestic helps, cooks, gardener and baby sitter, there has been increase in demand for the role of elderly caregiving.

Cluster Analysis

Figure below shows the status of Indian states in terms of their Human Development Index¹² (HDI 2007-08). The states most in need of social sector initiatives are Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Orissa, and Uttar Pradesh. Due to the significant need in these states, the Government of India has identified these states for special focus in schemes for socially and economically backward populations. Current catchment area for domestic workers is Jharkhand, Maharashtra, Chhattisgarh and West Bengal. Northeastern states, others like Kerala, Andhra Pradesh and Goa are potential growth areas due to growing need for educated and English speaking workforce.

Additionally, these states are also the priority states of leading non-governmental, multi-lateral, and bi-lateral organisations as shown in Figure.



Indian States by Level of HDI

Given the priority accorded by both government and non-governmental agencies to these states, it may be assumed that a lot of employment in the social sector will be generated in these states.

Additionally, the states having biggest outflow of migrants are states having lowest levels of per-capita economic development like Bihar, Uttar Pradesh, Jharkhand and Orissa. Thus, there is a strong relation between the economic development and economic opportunities.

¹² http://www.undp.org/content/dam/india/docs/inequality_adjusted_human_development_index_for_indias_state1.pdf

Dashboard

Workforce in Social sector industry		Training requirements (2022)	Available Training Capacity (2022)	Addressable Gap
2017	2022E			
7.79 million	10.88 million (~6.91% CAGR)	3.09 million	0.06 million (expected number of Trainers Centre should be 1000 having capacity to train 60,000 trainees at a time)	3.03 million
Source: NSDC - KPMG Report on Domestic Workers; 2017-2022	Source: NSDC -KPMG Report on Domestic Workers; 2017-2022	Source: NSDC -KPMG Report on Domestic Workers; 2017-2022	Source: DWSSC database	

Demand Side Analysis

- Achieve Sustainable Development Goals (SDG) and Millennium Development Goals:** The Statistical Year Book¹³ released by Ministry of Statistics and Programme Implementation (MoSPI) reveals that India has achieved only 6 goals out of 18 Millennium Development Goal. For instance, while India has achieved¹⁴ the target of reducing poverty by 50% but is falling behind targets to reduce hunger. India has made considerable progress in providing clean drinking water to its citizens however there are still limited sanitation facilities available to the citizens.
- Changing composition of domestic households:** Life of people in rural areas is already in the process of transition over last few years. This transition has been particularly more prominent in higher productivity areas. For example, in states like Maharashtra and Gujarat and other areas having cash crop cultivation¹⁵, transition is already under way including major implication for the use of technology, water resource management.

Similarly in urban areas, there has been an explosion of nuclear families. This demographic change has led to increasing demand for households, urban infrastructure and domestic household services.

- Investments in urban infrastructure by government and private players:** There has been increasing focus on resource management by the government through projects like smart cities. To ensure that the smart city has a reliable, 24/7 supply of water that meets national and global health standards, cities will require professionals trained on advanced water management programs, including wastewater recycling, smart meters, rainwater harvesting, and green infrastructure.
- Growing conflicts in use of shared resources like water resources, energy and infra resources:** Scarcity of natural resources, particularly- water, energy and infrastructure resources, lead to

¹³ <http://www.thehindu.com/news/national/india-yet-to-achieve-un-millennium-development-goals/article7654764.ece>

¹⁴ <http://www.in.undp.org/content/india/en/home/post-2015/mdgoverview.html>

¹⁵ <http://documents.worldbank.org/curated/en/731801468033688876/pdf/34750.pdf>

economic and social instability in the region and such conflicts have been rising in recent times. Major reasons for the conflicts¹⁶ include overdependence on resources, high population growth and rapid urbanization, modernization and industrialization at the cost of exploitation of natural resources.

Government is taking various initiatives to address the issues. For instance, government established National water Mission with the aim of conserving water, minimizing water wastage and ensuring equitable distribution of water across states through integrated water management techniques like building of canals and dams, interlinking of rivers, watershed management and rain water harvesting infrastructure.

- **Development of rural and urban infrastructure in under-served areas and for under-served public purposes:** Government launched various schemes for cleanliness, water and sanitation¹⁷ like Swachh Bharat Abhiyan (Clean India Mission) which aims at eliminating and adopt modern solid waste management techniques. The scheme also aims at inducing behavioural change for healthy sanitation practices and increasing capacity of Urban Local Bodies (ULBs) – through private sector participation in capital expenditure and operational expenditure.

Job Roles¹⁸:

Current Job Roles (basis existing profiles)	Fast Emerging Job Roles (due to changing trends)
<ul style="list-style-type: none"> — Laundry Helper — Assistant Housekeeper — Utensil Cleaner — Kitchen Aide — Multi-task worker 	<ul style="list-style-type: none"> — Child Caretaker (2-6 years) — Elderly Caretaker (Non- clinical) — Housekeeper cum Cook — General Housekeeper — Assistant Domestic Cook

Supply Side Analysis

There have been initiatives in the social sector scheme spearheaded by the Government of India with the aim of developing social infrastructure and supporting the workforce in the country- especially working population unorganized sector:

- **Pradhan Mantri Awas Yojana (Urban):** Pradhan Mantri Awas Yojana was launched in June-2015¹⁹ to provide affordable housing to urban poor- especially for economically weaker sections of the society in urban areas. This scheme is intended to solve the problem of urban housing and check the development of slum pockets in urban areas.

¹⁶ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3076402/>

¹⁷ Environmental scan; KPMG report; 2016

¹⁸ BFSI sector- Skills and employment report, September 2016

¹⁹ Ministry of Housing and Urban Poverty Alleviation

- Health Sector Schemes to address shortfalls in the healthcare sector²⁰:** Various initiatives are being taken under National Health Mission- comprising of NRHM for rural areas and NUHM for urban areas.

Under this scheme, free healthcare facilities are being provided to people in rural and urban areas through network of nationwide public health facilities and health centres.

Additionally, various schemes like Rashtriya Kishor Swasthya Karyakram' (RKSK) have been launched to provide comprehensive healthcare to the citizens.
- Schemes to provide sanitation facilities and drinking water²¹:** Schemes such as Swachh Bharat Mission (Gramin) are accelerating efforts to achieve universal sanitation facilities and eliminate open defecation by 2nd October 2019.

Additionally, these schemes are also aimed at initiating Solid and Liquid Waste Management projects in villages, towns and cities.
- Ganga rejuvenation through National Mission for Clean Ganga (NMCG) / Namami Gange:** Considering the economic and social value associated with the river Ganga- which flows through the fertile and populated areas of the country, the mission is expected to decrease the pollution level and rejuvenate the river Ganga by adopting an integrated approach to promote coordination among different industries and sectors for comprehensive water resource planning and management. Additionally, the scheme also aims at maintaining minimum ecological flows in the river to ensure better quality of water and set-up a sustainable development environment along the entire course of the river Ganga.
- Pradhan Mantri Jan Dhan Yojana²²:** To promote financial inclusiveness – in both rural and urban areas- Pradhan Mantri Jan-Dhan Yojana (PMJDY) has been launched to ensure access to universal financial services in an affordable manner.

Emerging Technologies and Job roles –

Automation of Manual Job Roles – As per MGI Report-2017, 49% of the activities currently performed by global workforce have the potential to be automated by adopting current technologies.

Effects of automation on job roles will be more profound in country like India which has large number of labour intensive sectors like domestic and commercial labor, agriculture etc. Hence, even a relatively low automation of around 10% will have substantial impact on the job roles in these sectors.

Currently, DWSSC has 16 accredited Training Centres having the capacity to train 960 trainees at a time for short term training. By 2022, the number of Training Centres is expected to grow to 1000, each having the capacity to train 60,000 trainees at a time²³.

²⁰ <http://indiabudget.nic.in/es2015-16/echapvol2-09.pdf>

²¹ Scheme Documents

²² <http://www.pmjdy.gov.in/scheme>

²³ DWSSC database

Conclusion

India's economy has returned to high growth rate of GDP- clocking 7.6% in 2015-16²⁴.

However, the challenge still remains to ensure that economic development translates into social development, better living conditions for the citizens of the country and balance migration flows in the country.

The vast majority of Indian citizens still work in unorganized sector. Although there has been migration in recent years of the labour force from rural to urban areas and from agriculture to non-agricultural sectors, most of the job creation has been in an informal sector.

But shortage of additional opportunities in non-agricultural sectors and lack of adequate infrastructure in rural and urban areas pose a big challenge for sustainable socio-economic environment in the country.

If India has to achieve the 17 goals of Sustainable Development (SDG) set by United Nation, then the country needs to focus on convergence of SDG and capacity building for the same. The process can further be accelerated by helping the socio-economically weaker states emulate the performance of the stronger ones.

Having such an accelerated country-wise social sector development program will generate economic growth in the country accompanied by expanding country's revenue through employment creation, thus generating increased incomes for poor households to invest in SDG.

Action Plan

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Skilling Target (Mn):					
New Skilling:	0.618	0.618	0.618	0.618	0.618
3.09 million					
Re-Skilling*:	1.558	1.558	1.558	1.558	1.558
7.79 million					
(Assumption: Existing domestic workers do not have formal certification and would be required to undergo formal training to meet the current market demand)					
Department of Financial Services	XX	XX	XX	XX	XX
Other Ministries					
Budgets					
Support Required from MSDE					
NSDC Targets					

²⁴<http://www.indiaenvironmentportal.org.in/files/file/key%20indicators%20of%20employment%20and%20unemployment%20India%202011-12.pdf>

Other Pvt. Sector					
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As per report in Weekly Employment News²⁵, the social work employment opportunities can be categorized into three major categories.

- **Macro Level Social Work**- This category is related to social work for society or community as a whole. It involves framing of policy and advocacy of existing policies on a national or international scale.
- **Mezzo Level Social Work** – This category is related to social work for social work agencies, small organizations and small groups. This involves work related to policy making or developing program for a particular neighbourhood.
- **Micro Level Social Work**- This category is related to social work for individuals and families.

At present the development sector and employment sector is majorly controlled by NGOs and self-help groups. However with the introduction of laws related to mandatory CSR spending, corporates are investing in social work and generating employment opportunities in social work.

Opportunities in social sector primarily relate to Food and Nutrition, Child and Women Welfare, Health, Education and Rural Development.

According to report prepared by Ministry of Statistics and Program Implementation²⁶, there are 3.1 million NGOs in India which employ workforce of 14.1 million people. Out of 14.1 million people, 2.7 million people are paid employees while remaining are volunteers.

In contrast, United States²⁷ has 1.6 million non-profits employing 8.7 million people.

Thus, there is lot of scope for absorption of workforce in social development sector in India.

Increased investment in social sector schemes and increased investment in Corporate Social Responsibility (CSR) programmes by the corporates has created demand for skilled workforce that bring technical expertise and managerial skills to the social sector.

As per report in weekly employment news²⁸, key skills which will be required for professionals in social development sector are:

- Project Monitoring and Evaluation
- Stakeholder Coordinators for liaison with state administration and other stakeholders
- Facilitation and People Mobilization
- Drafting of Project Proposals
- Preparing Management Information System
- Preparing Project Implementation Plan

²⁵ http://www.employmentnews.gov.in/Current_Prospects_Social_Work_India.asp

²⁶ Final Report on Non-Profit Institutions in India A Profile and Satellite Accounts in the Framework of System of National Accounts" - : <http://www.governancenow.com/news/regular-story/ngos-contribute-rs-41492-crore-year-country>

²⁷ 2007 study by the US Bureau of Labor Statistics- <http://indiacr.in/social-sector-has-huge-scope-for-skilled-workforce/>

²⁸ http://www.employmentnews.gov.in/Current_Prospects_Social_Work_India.asp