

**GOVERNMENT OF INDIA  
MINISTRY OF LABOUR AND EMPLOYMENT  
RAJYA SABHA  
UNSTARRED QUESTION NO.3123  
TO BE ANSWERED ON 27<sup>TH</sup> MARCH, 2025**

**MEASURES TO ADDRESS UNEMPLOYMENT IN URBAN AREAS**

**3123. SHRI K.R.N. RAJESHKUMAR:**

**Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:**

- (a) the measures adopted to address unemployment, especially in urban areas, in light of recent survey findings, including the initiatives taken to promote employment generation and skill development;**
- (b) the details of the Employment Linked Incentive scheme announced in the Union Budget 2024-25, including the benefits provided under the scheme and the timeline for implementation; and**
- (c) the measures taken to strengthen the National Career Service portal and to promote employment opportunities for job seekers?**

**ANSWER**

**MINISTER OF STATE FOR LABOUR AND EMPLOYMENT  
(SUSHRI SHOBHA KARANDLAJE)**

**(a) to (c): The official data source on Employment and Unemployment is Periodic Labour Force Survey (PLFS) which is conducted by the Ministry of Statistics and Programme Implementation (MoSPI) since 2017-18. The survey period is July to June every year.**

**As per the latest available Annual PLFS reports, the estimated Unemployment Rate (UR) on usual status for persons of age 15 years and above in urban areas has decreased from 7.7% in 2017-18 to 5.1% in 2023-24.**

**Employment generation coupled with improving employability of all including urban areas, is a priority of Government and is a multi-stakeholder initiative. The various Ministries/ Departments of Government of India like Ministry of Micro, Small & Medium Enterprises, Ministry of Rural Development, Ministry of Housing & Urban Affairs, Ministry of Finance, Ministry of Textiles, Ministry of Electronics and Information Technology etc. are implementing different employment**

**generation schemes/ programmes like Prime Minister's Employment Generation Programme (PMEGP), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), Rural Self Employment and Training Institutes (RSETIs), Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM), Pradhan Mantri Mudra Yojana (PMMY), National Handicrafts Development Programme etc., which, along with increase in capital expenditure, seeks to boost employment creation. The details of various employment generation schemes/programmes being implemented by the Government of India may be seen at [https://dge.gov.in/dge/schemes\\_programmes](https://dge.gov.in/dge/schemes_programmes).**

**Under the Government of India's Skill India Mission (SIM), the Ministry of Skill Development and Entrepreneurship (MSDE) delivers skill, re-skill and up-skill training through an extensive network of skill development centres/ institutes etc. under various schemes, viz. Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Jan Shikshan Sansthan (JSS), National Apprenticeship Promotion Scheme (NAPS) and Craftsman Training Scheme (CTS) through Industrial Training Institutes (ITIs) across the country including urban areas. The SIM aims at enabling youth of India to get future ready, equipped with industry relevant skills.**

**Further, Ministry of Labour and Employment, Government of India, is running the National Career Service (NCS) Portal which is a one-stop solution for providing career related services including jobs from private and government sectors, information on online & offline job fairs, job search & matching, career counselling, vocational guidance, information on skill development courses, skill/training programmes etc. through a digital platform [[www.ncs.gov.in](http://www.ncs.gov.in)].**

**Improvement of the National Career Service (NCS) Portal is a continuous and dynamic process and is based on suggestions and requirements of stakeholders. So far, the following steps have been taken to improve the portal including integration with Government portals such as Udhyam, eShram, Skill India portal, EPFO, ESIC, MHRD, DigiLocker and employment portals of various States; linkages with Government recruitment bodies like Union Public Service Commission, Staff Selection Commission, Agricultural Scientists Recruitment Board, Railway Recruitment Boards etc. for making available scores of non-recommended candidates to other employers to enable them to identify**

**employable candidates. Further, the Ministry has signed partnership agreement with several private job portals for providing opportunity for the job seekers. The Ministry has also approved establishment of 407 Model Career Centres (MCCs) including 7 non-funded in various districts to provide career-related services to jobseekers and employers. In international sphere, NCS facilitates Ministry of External Affairs approved Recruiting Agents (RAs) to post international job opportunities on it to expose domestic jobseekers to global job opportunities.**

**In Union Budget 2024-25, the Government has announced Employment Linked Incentive Scheme as part of “Prime Minister’s Package on Employment and Skilling” for more than 2 crore beneficiaries with a total outlay of Rs. 1,07,000/- Cr to stimulate employment generation, enhance employability and ensure social security for the workforce. The Scheme incentivizes employers and employees and focuses on First-Time employees in the formal sector. As per the Budget announcement, the period of enrollment under the proposed Scheme is two years. The First-Timers/ Rejoinees with salary up to Rs. One lakh per month will be eligible based on their enrolment in EPFO.**

**A number of stakeholder consultations have been held at the national and regional level to seek suggestions on the scheme design. An effective outreach strategy has been drawn up.**

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