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MODEL TWO

EMPLOYMENT MARKETPLACE



what is this model?

This model works on the mismatch between the needs and aspirations of young women and the requirements from potential employers through the establishment of collaborative platforms.

why is this model important?

On one hand, when young women go out of the education system, either because they drop out or graduate, there is no place, virtual or physical, for them to get information on job or skill development opportunities. Coming from an underprivileged background, they are generally the first generation (aspiring) workers in the family. Relying on information and/or potential opportunities coming from their family network prevent them from maximizing their potential. Moreover, the social norms limit their prospects to a few options only (stitching and food processing mostly). Last but not least, safety (in and outside the workplace) remains a crippling concern for the young women and for their parents.

On the other hand, the private sector has been complaining about the lack of appropriate skills in the candidates that present themselves for job vacancies. Young people are not employable as per industry standards.

While there has been a big push towards developing the Indian skilling ecosystem over the last few years (mostly through large-scale supply-driven government schemes), it has benefited, and up to a certain limit only, the formal economy; which represents at most

15%

of the Indian workforce.

The whole unorganized sector, represented by smaller companies, has been completely disconnected from the skilling ecosystem; while they will be the ones benefiting the most from it.

This model of employment marketplace aims at serving both these clients: the young women job seeker and the potential (hyperlocal) employers.



how will this model work?

Skilling has been considered as a stand-alone activity, focusing more on outputs (number of people trained) than on outcomes (people placed and retained in jobs). While it has indubitably been a government priority over the last few years, it has suffered from a top down approach with large scale centrally sponsored schemes disconnected from the rest of the ecosystem.

There are many stakeholders involved in the skilling ecosystem but all of them work in silos, thus widening the gap between supply and demand. Some of the key players are the following:

- Education institutions, including vocational ones (ITIs, Polytechnics, etc)
- Vocational training providers (VTPs)
- CSO/NGOs
- Local and State business associations
- Governments (local, state and central)

All these stakeholders are completely oblivious of what others are doing. Hence the VTPs trained young people for some job roles that are not in demand in the area.

The main objective of the employment marketplace is to create a collaborative platform where all stakeholders can interact, understand each other better and produce added value. Each stakeholder will bring something to the platform as much as they will get something out of it.

For example, the CSO/NGOs will bring their mobilization strength as they know the community and can

convince young women and their parents of the opportunities that may arise. At the same time, they will get something out of it as the employment marketplace will help them fulfill their mandate (ie: finding more livelihood opportunities for the young women). The same applied for the VTPs, they will benefit from the mobilization done by CSO/NGOs and they will help fulfilling the skill gaps of the young women while at the same time the employment marketplace could facilitate the placement of their trainees through the link with business associations and potential employers. The main idea is to create a virtual and/or physical platform that will produce value for all stakeholders through collaborative interactions.

This will in turn help finding the right person with the right skills for the right job, hence ensuring the matchmaking between the needs and aspirations of young women and the requirements of the employer.

As part of the ToC of this model, the main expected outcome is:

- Increased income for women

The main outputs leading to this outcome are the following:

- Women are placed and retained in jobs
- Women are skilled for jobs (including employability skills)
- Local jobs opportunity for women increased
- Skill development courses are better aligned with the job market

One entity in the whole Indian ecosystem has the mandate to work

what are the results we are expecting from this model?

on this matchmaking component as explained above: the employment exchange. Unfortunately, over the last few decades, it has not fulfilled that role and has become a government agency enclosed in his own bubble. The first two iterations of this model will try and demonstrate that such entity can be revamped and serve its initial purpose more effectively.

what are we testing to create the final blueprint of this model?

1. Taking over the **Nagpur Employment Exchange**. By placing our own staff, we will demonstrate that such collaborative platform works at district level. This will help us creating a clear blueprint of what an employment exchange should be, including but not limited to: number of staff and their job description, budget (including unit cost per women placed), activities to be organized by the employment exchange, etc.
2. Revamping the **employment exchange network in Karnataka**. The objective of this iteration is to demonstrate how such network can work at state level by creating a PPP model in its true sense. Industry taskforces at state and district levels will be created, capacity of the staff will be built, involvement of young people will help create a vibrant platform.

Employment marketplace should not be limited to the government system only. Hence, two other iterations of this model will help demonstrate the role private sector can play in leading such initiative:

3. Since only about 20% of the candidates from PMKVY (large-scale supply driven government scheme) trainings are finding placement, the government is now focused on enlisting the support of the employers to enrich the quality of trainings through on-job exposure under the **apprenticeship modality**. Disha has entered into an agreement with NSDC to design and deploy a robust mechanism for the same. This will entail the creation of local coalitions of supply-side players (academic institutions, training providers and major NGOs) and demand-side players (individual establishments in the services sector as well as industry/trade associations) to secure quality apprenticeship and jobs for 50,000 women by December 2019
4. Private sector entities can also set up their own **Youth Employability Service (YES) Centers** to cater to the needs of young people in their own area of influence. These YES Centers can provide a set of services (skill development, career guidance and counselling, etc) that will help strengthen the ecosystem

At the end of the model testing phase, we will be able to create a clear blueprint for a platform cum employment marketplace at State level with a defined SOP for the district-level entity, including how to promote apprenticeship in a more sustained way. These district level entities (hub) will then be supported by private sector lead YRC at local level.

This will have created a complete ecosystem striving to offer the best opportunity to each young woman to find their own career path and to fulfill that path.