Emerging Job Opportunities and Skill Gaps: Insights from Local Enterprises

Amarnath Tripathi[1]

[1] Jaipuria Institute of Management, Noida, India
amarnath.tripathi@jaipuria.ac.in

Abstract. This study investigates emerging job opportunities and skill gaps among local enterprises in India, based on a survey of 342 enterprises. It reveals that 53% of enterprises experienced growth in sales and turnover over the past three years, particularly in sectors such as hardware shops and MSMEs, while the hotel and restaurant sector continues to struggle post-COVID-19, and grocery shops face challenges attributed to the rise of quick commerce platforms like Blinkit and Zepto. Although 80% of enterprises either maintained or increased their employee base, many reported jobless growth despite rising sales, with employers showing a preference for hiring locals for low-skill positions but favoring non-locals for specialized roles due to a shortage of candidates with the necessary skills and attitudes. To address this, employers often resort to hiring helpers and providing on-the-job training. The study identifies six key occupations with substantial job potential—salesperson, motor mechanic, electrician, fitter, beautician, and tailor—and underscores the need for vocational training programs focused on both technical and soft skills to align with local economic demands. These findings provide valuable insights into India's employment landscape and skill development requirements, enhancing understanding of workforce readiness and regional economic priorities.

Keywords: Employment, Skill Gap, Enterprise.

1 Introduction

Governments globally prioritize the creation of job opportunities as a fundamental goal, particularly in nations such as India, where an estimated 129 million people live in extreme poverty (World Bank, 2024). This substantial portion of the population faces diverse challenges stemming from poverty, underscoring the critical need for accessible and sustainable employment avenues. With a significant youth population, India holds the potential for a demographic dividend; the country's median age currently stands at 28 years, with over 41 percent of its population below 20 years old (Government of India, 2022). However, without swift and effective utilization of this potential, there is a risk that this demographic advantage may transform into a burden.

Recent employment statistics indicate a remarkable reduction in unemployment rates in India, reaching a five-year low in both rural and urban areas (Government of India, 2024). The unemployment rate dropped from 5.3 percent in 2017-18 to 2.5 percent in

© The Author(s) 2025
A. Anand and S. Balasubramanian (eds.), *Proceedings of Sustainability, Entrepreneurship, Equity and Digital Strategies (SEEDS 2024)*, Atlantis Highlights in Economics, Business and Management 3,
https://doi.org/10.2991/978-94-6463-714-4_5

2023-24 in the rural sector and from 7.7 percent in 2017-18 to 5.1 percent in 2023-24 in the urban sector (Government of India, 2024). The country also experienced progress in its labor force participation rate during this period, increasing from 49.8 percent in 2017-18 to 60.1 percent in 2023-24. More importantly, this progress has been observed across both rural and urban sectors and similarly among both males and females. Furthermore, India's labor force participation rate has reached the world average of 60 percent; however, several countries such as Switzerland, Germany, the United Kingdom, and Japan exhibit much higher participation rates—close to 80 percent. Another concerning fact is that female labor force participation remains at only 42 percent, with even lower figures in the urban sector—around 28 percent.

Despite the low unemployment rate, a large segment of the population in India either struggles to find suitable jobs or is underemployed or engaged in the unorganized sector. These challenges arise from constraints on both the supply side (i.e., unemployability) and the demand side (i.e., lack of employment opportunities). To address these limitations, the government has launched various initiatives[1] such as Make in India, MUDRA scheme, and Skill India among others in recent years. These programs have had a positive and significant impact on employment generation, as noted by several studies (KPMG, 2023; Goyal and Jagtap, 2020).

Though the overall employment rate in India has decreased to 3.2 percent, youth employment remains a significant challenge, with 83percent of unemployed individuals being youth (ILO and IHD, 2024). Given the country's large population and demographic advantages, youth unemployment is an even greater concern. The youth unemployment rate is approximately 10.2 percent, significantly higher than the overall unemployment rate of 3.2 percent (Government of India, 2024). This figure rises to about 14.7 percent in urban areas, compared to approximately 8.5 percent in rural areas. The elevated youth unemployment in urban areas is attributed to the high unemployment rate among female youths, which stands at about 20.1 percent, while this rate is around 8.2 percent in rural areas—very close to the unemployment rate among rural male youths (8.7 percent). Existing studies (Mamgain & Tiwari, 2015; Bairagya, 2015; Sharma, 2022; Abdullah et al., 2024; Mitra, 2024; and many more) identify multiple factors contributing to the high incidence of youth unemployment in India, with unemployability being a primary concern. The India Skills Report 2024 highlights the issue of unemployability among Indian graduates, revealing that only 51.25 percent are considered employable in the country (Wheebox, 2023). Although this figure reflects an improvement from 33.95 percent in 2014, considerable progress is still required to bridge this gap, particularly for the large population grappling with the low-income trap, which poses a serious threat to India's ambition to become a developed nation by 2047, marking its centenary of Independence.

In this context, this study surveyed 342 enterprises and establishments, including grocery shops, specialty shops, showrooms, hotels and restaurants, repair and servicing enterprises, salons and beauty parlors, schools, hospitals, and nursing homes. The objective was to understand the inclinations and expectations of local employers when

[1] For complete list of initiatives, please refer to the link: https://dge.gov.in/dge/schemes_programmes.

hiring employees, identify existing skill gaps in specific sectors, and pinpoint skills likely to be in high demand in the near future. This study is exploratory in nature, encompassing both demand and supply aspects of employment.

Firstly, the study evaluates the performance of the surveyed industries by assessing sales, turnover, and employment generated by these enterprises. An increase in both employment opportunities and sales/turnover indicates employment-rich economic growth. Conversely, if sales/turnover rise without a corresponding increase in employment opportunities, it signals jobless economic growth. The study also investigates whether surveyed enterprises prefer to hire locals and, if so, the reasons behind this preference. Additionally, it examines whether these enterprises perceive skill gaps as a primary challenge when recruiting suitable candidates and explores emerging skills. Furthermore, the study aims to determine whether vocational training institutions provide training that imparts skills crucial for both the present and near future. This insight will aid in redesigning vocational training courses to align with local economic needs.

2 Sample Districts and Key Features

The enterprise survey was conducted across four districts of Uttar Pradesh (UP), which is India's most populous state and accounts for approximately one-tenth of the country's GDP. As the most populous state in India, UP has long grappled with employment challenges, evident in the high levels of migration from the state to other regions. According to the Census of India 2021, Uttar Pradesh recorded the highest number of inter-state out-migration, with 12.32 million individuals; notably, 56percent of male migrants cited employment as their primary reason for leaving. The literature also confirms the prevalence of distress migration from Uttar Pradesh due to insufficient job opportunities within the state.

Despite the reverse migration observed during the pandemic, unemployment rates in Uttar Pradesh exhibit a positive trend. The rural unemployment rate decreased from 5.4percent in 2017-18 to 1.5percent in 2022-23, while the urban unemployment rate fell from 9.5 percent to 5.4 percent during the same period (see Table 1). The sample districts include Auraiya, Etawah, Kanpur, and Ramabai Nagar (Kanpur Dehat). These adjacent districts collectively cover an area of 10,541 square kilometers and are home to approximately 11 million people. According to the District Industries Centre in these respective districts, there are over 27,000 Micro, Small, and Medium Enterprises (MSMEs) in this region. The majority of these enterprises fall into categories such as repair and servicing, ready-made garments and embroidery, agriculture, and leather.

Among these four districts, Auraiya appears to be relatively underdeveloped in terms of the number of MSMEs and industrial diversification, while Kanpur stands out as a more developed district in both respects. This disparity confirms that Kanpur offers more job opportunities than the other surveyed districts. Table 2 presents the characteristics of each sample district. The district-wise distribution of surveyed enterprises is as follows: 31 percent in Kanpur, 29 percent in Etawah, 27 percent in Auraiya, and 13 percent in Ramabai Nagar.

3 Key Findings

53% of sampled enterprises have confirmed improvement in their sales and turnover over the last three years (Table 3). While mixed responses were observed across each surveyed sector, a relatively higher number of enterprises reported improvements in hardware shops, micro, small, and medium enterprises (MSMEs), motor mechanics and repair services, as well as salons and beauty parlours (Table 4). However, firms in the hotel and restaurant sector continue to struggle, with most reporting a decline in sales and turnover in recent years due to the lingering effects of the COVID-19 pandemic. Surprisingly, grocery shops have not experienced improvements in their sales and turnover over the past three years. This stagnation may be attributed to the rapidly growing quick commerce industry in India, which has expanded at an annual rate of 73% in the financial year 2023-24. This growth indicates a shift in consumer behavior towards faster and more convenient delivery options (Chryseum, 2024).

In terms of the proportion of firms claiming improvement in their sales and turnover in the last three years, Auraiya stood first, with 63% of enterprises validating improvement (Table 3). However, in Kanpur, an industrial district, 53% of enterprises claimed improvement, while Etawah, previously the epicenter of the state government during the Samajwadi Party regime in UP (2012-2017), saw only 37% of enterprises reporting improvement (Table 3).

Though 53% of surveyed enterprises reported improvement in their conditions due to increased sales and turnover, only 20% of enterprises reported a decline in their employee base (Table 5). Out of the remaining 80% of survey respondents that indicated an increase in their employee base or no change in employee base in their firm, 61% confirmed an increase in the size of their staff in the last three years, and 39% validated an unchanged size of their staff. The declining trend in employment was found to be more pronounced in Kanpur, an industrial-rich district, where more job opportunities were expected. In contrast, Auraiya, which is considered a backward district in terms of industrial development, saw a more pronounced rise in the employment base in the majority of enterprises. As observed in the previous discussion, a relatively smaller number of respondents claimed a rise in their sales and turnover in Etawah, which is clearly reflected in the employment trend among enterprises located in Etawah. Only 35% of surveyed enterprises in Etawah reported a rise in their employment base (Table 5).

An increase in sales and turnover does not necessarily mean an increase in the size of staff in each firm. Around 9% of respondents who claimed an increase in sales and turnover confirmed that the employment base in their firm did not increase in the last three years, reflecting jobless growth in a few industries.

To understand whether employers in these four districts prefer hiring locals or not, mixed responses have been observed, varying from sector to sector (Table 6 and 7). Sectors such as education, health, hotels, etc., where specialty and high skills are required, do not show any preference for local candidates. However, in sectors where no specialty is required, employers have shown a positive preference to hire locals. This pattern is also observed at the occupation level. For example, employers did not show any preference for local candidates if they hire for positions like manager, accountant,

fashion and accessories designer, etc., whereas they showed strong biases towards locals for hiring helpers or any other low-skill-based position, mainly due to cost. Another important factor observed for hiring locals is that they do not take long leaves. In addition to considering the candidates' local and outsider status, employers also highly value experience as another crucial factor, as endorsed by over 78% of respondents (Table 8).

Lack of candidates with desired skills and the right attitude was found to be a major challenge faced by employers during the recruitment process. Employers from around 30% of surveyed enterprises clearly highlighted this as their biggest challenge. Due to the limited availability of skilled candidates, competition among employers appears to have emerged. To avoid this challenge, most employers prefer to hire helpers and provide them with on-the-job training. Therefore, the salary offered to helpers is often found to be non-lucrative, leading to dropouts. A significant number of such dropouts were found engaged in self-employment, such as driving e-rickshaws. Even in most cases, it was observed that e-rickshaw drivers earn more than helpers with less effort (hard work). This trend has also been observed in secondary data, where an increase in self-employment has been observed across UP. Employers clearly mentioned that they happily pay a lucrative salary to skilled candidates. It has also been observed that not only technical skills are required; candidates with both technical and soft skills are preferred more. 52% of employers clearly mentioned that they see a lack of soft skills among candidates, and 95% of employers think that these skills are essential for the growth of their business (Table 9).

Entrepreneurs and recruiters from various surveyed industries have identified six key occupations with considerable job potential, based on their industry insights, perceived labor demand, and emerging trends. These occupations encompass salesman and office executive, motor mechanic, electrician, fitter, helpers, beautician, tailor, and fashion and apparel designer. According to the survey, 32% of respondents reported having job vacancies for the position of salesman and office executive. Locating specialized individuals locally has proven challenging, indicating a skill gap at the community level. For these roles, proficiency in computer applications is essential, alongside effective communication skills and other soft skills. The ability to understand customer needs, negotiate effectively, and adapt to dynamic market conditions are also crucial for success in sales and office executive positions. Due to the scarcity of qualified candidates, recruiters often opt to hire helpers, with the expectation that they will undergo on-the-job training before progressing to become salesmen or office executives.

For motor mechanic, electrician, and fitter positions, 22% of employers identified potential job opportunities. However, it appears that these opportunities are concentrated in industry-rich districts like Kanpur. Technical skills, including diagnostic abilities, equipment proficiency, and a solid understanding of mechanical and electrical systems, are crucial for success in these roles. Additionally, problem-solving skills, attention to detail, and the ability to work under pressure are highly valued.

Beautician roles were highlighted by 8% of respondents as a potential job opportunity, particularly for women. The beauty culture sector is experiencing growth, par-

ticularly in two-tier and three-tier districts. Skills required for beauticians include expertise in skincare, haircare, and makeup application. Interpersonal skills, creativity, and the ability to stay updated on industry trends are essential for success in this field.

Similarly, tailoring presents a viable avenue for employment, though women may be less preferred due to perceived time constraints. Skills required for tailors include proficiency in pattern making, garment construction, and alterations. Attention to detail, precision, and creativity are vital attributes for success in this craft. Fashion and apparel designers are also in demand, particularly in the readymade garment and leather industries located in Kanpur. These positions require highly specialized skills, including proficiency in design software, an understanding of textiles and materials, and the ability to translate creative concepts into marketable products. Knowledge of industry trends, attention to detail, and effective communication skills are essential for success in this highly competitive field.

The availability of positions requiring specialists such as motor mechanics, electricians, fitters, beauticians, and fashion and apparel designers is notably concentrated in industry-rich districts like Kanpur in our sample. In contrast, jobs for salesmen and office executives, helpers, and tailors are dispersed across four districts.

4 Conclusions & Policy Implications

The economic trajectory of India during the fiscal year 2023-24 reflects a remarkable recovery, marked by an 8.2% growth that surpassed pre-COVID levels. Despite the challenges posed by the COVID-19 pandemic, India demonstrated resilience, particularly in overcoming the economic setbacks experienced in the fiscal year 2020-21. This growth is especially significant given India's status as the most populous country in the world, grappling with persistent employment challenges. The employment landscape in India exhibits positive trends across both rural and urban areas, evidenced by a notable drop in unemployment rates. However, concerns persist regarding the disparity between rural and urban unemployment rates, with youth unemployment in urban areas reaching 14.7%. The sectoral breakdown of job creation highlights the dominance of agriculture in rural employment and construction in urban areas, aligning with patterns observed in previous years.

The study focuses on micro-level economic landscapes and provides insights into the thriving Micro, Small, and Medium Enterprises (MSMEs) sector. This sector, particularly in areas such as repair and servicing, readymade garments, agriculture, and leather production, indicates pockets of economic vibrancy. Certain regions emerge as having more extensive job opportunities, emphasizing the link between industrial development and employment prospects. Additionally, the study delves into employers' inclinations and challenges within the recruitment process. Preferences for local candidates vary across sectors, with skill gaps identified as a significant hurdle. The challenge of finding candidates with the right skills and attitudes underscores the need for targeted vocational training that aligns with local economic demands. The identified occupations with high job potential—such as salesperson, office executive, motor mechanic, electrician, fitter, beautician, tailor, and fashion designer—highlight the diverse

skill sets currently in demand. The study emphasizes the importance of not only technical skills but also soft skills within the workforce, pointing to a perceived lack of soft skills among candidates.

In summary, while India's economic growth and employment landscape show positive signs, addressing regional disparities, promoting gender-inclusive entrepreneurship, and bridging skill gaps are essential for sustaining and broadening these positive trends. The findings underscore the need for targeted interventions in vocational training, skill development, and employment policies to ensure inclusive and sustainable economic growth across the country.

Box 1. List of occupations with considerable job potentials in the survey districts.

Occupation	Employer Consensus Rate (in %)
Salesman and office executive	32
Mechanic, Electrician, and fitter	22
Helper	18
Beautician	8
Tailor	7
Fashion and apparel designer	3

Box 2. Emerging sectors in the survey districts.

District	Emerging sectors
Auraiya	Construction, Shops & Showrooms, Beauty Culture, and Repairing & serving
Etawah	Construction, and Showroom
Kanpur	Construction, Shops & showroom, Leather industry, Micro, Small & Medium Enterprises (SMEs), Readymade Garments
Ranabai Nagar	Repairing & serving, Shops & Showrooms, and Beauty Culture

Table 1. Unemployment rate in Uttar Pradesh (Values are in %).

Year	Rural		Urban	
	All ages	Youth (15-19)	All ages	Youth (15-19)
2017-18	5.4	16.6	9.5	20.6
2018-19	4.3	12.5	7.6	20.2
2019-20	3.1	9.5	8.8	22.3
2020-21	3.3	9.7	8	18.5
2021-22	2.1	6.3	6.7	16.3
2022-23	1.5	4.8	5.4	16.5

Source: Author's own calculation based on data collected from different rounds of Periodic Labour Force Survey (PLFS).

Table 2. Profile of sample districts.

District	Auraiya	Etawah	Kanpur	Ramabai Nagar
One district one product	Milk based Product (Ghee)	Mustard based Products	Leather Products	Aluminium Utensils
Geographical area (In km^2)	2,054	2311	3155	3,021
Population	1,379,545	15,81,810	4572951	17,95,092
Urbanization (In %)	16.98	23.16	65.83	9.66
2022-23	1.5	4.8	5.4	16.5
Major Industries	NTPC's 663 MW combined cycle power plant, petrochemical plant and GAIL's gas compressor station	U.P. Co-operative Spinning Mills Limited Etawah(Production of cotton yarn: presently shut down due to lack of sufficient finances.)	Hosiery, Textile and Leather Industries	Aluminium Utensils, Plastic goods industry, Leather Industry Nylon Industry (Rope Processing) Beverages Industry
		206 units for machine manufacturing part, 8 unit for plastic products,14 for ceramic and glass product	Food Products, beverages, Hosiery & Garments, Non-Metalic Miner, paper products, leather products, machinery & part	Pipes, Plastic, Floor Mill, Rice Mill, Battery, Bakery & tools & Machinery
	Wooden and steel furniture, cement products	49 units in District Etawah which produce ayurvedic medicines, detergents, chalks,etc.		

	Rice, pulses, desighee	wheat flour, rice, dal, oils, leather items and other types of accessories	Leather based and tanning, Steel, jute, woollen and silk based insutries	Agro based Industries Textile Industries Soda Water/ Beverages Cotton Textile Woolen, silk & artificial Thread based clothes. Ready-made garments & embroidery

Source: Jila Sankhyaki Patrika and other publications from Government of Uttar Pradesh.

Table 3. District-wise Sales/Turnover improvement perception over the last three years.

District	No	Yes	Total
Kanpur	50 (47)	57 (53)	107
Kanpur Dehat	15 (35)	28 (65)	43
Auraiya	35 (37)	59 (63)	94
Etawah	62 (63)	36 (37)	98
Total	162 (47)	180 (53)	342

Note: Value given in parentheses is row percentage.

Table 4: Industry-wise sales and turnover improvement perception over the three years

Enterprises	No	Yes	Total
Grocery Shop	17	3	20
	85.00	15.00	100.00
Specified Shop	26	30	56
	46.43	53.57	100.00
Showroom	10	10	20
	50.00	50.00	100.00
Hotel/Guest House	9	6	15
	60.00	40.00	100.00
Restaurant/Dhabha	3	4	7
	42.86	57.14	100.00
Mechanic shop/workshop	22	33	55
	40.00	60.00	100.00
School	4	6	10
	40.00	60.00	100.00
Hospital/Private Clinic	6	7	13
	46.15	53.85	100.00
Saloon/Beauty parlor	19	24	43
	44.19	55.81	100.00
Small and medium manufacturing	19	34	53
	35.85	64.15	100.00
Tailor shop and Boutique	21	11	32
	65.63	34.38	100.00
Other	2	1	3
	66.67	33.33	100.00
Hardware shop	4	11	15
	26.67	73.33	100.00
Total	162	180	342
	47.37	52.63	100.00

Note: First row has *frequencies* and second row has *row percentages*

Table 5: Employers' view: district-wise employment trends - growth, stability, decline

District	Growing	Stable	Declining	Total
Kanpur	50	26	31	107
	46.73	24.30	28.97	100.00
Kanpur Dehat	25	9	9	43
	58.14	20.93	20.93	100.00
Auraiya	58	23	13	94
	61.70	24.47	13.83	100.00
Etawah	34	50	14	98
	34.69	51.02	14.29	100.00
Total	167	108	67	342
	48.83	31.58	19.59	100.00

First row has *frequencies* and second row has *row percentages*

Table 6: Comparing the inclination to hire local people in various districts.

District	No	Yes	Total
Kanpur	36	71	107
	33.64	66.36	100.00
Kanpur Dehat	15	28	43
	34.88	65.12	100.00
Auraiya	34	60	94
	36.17	63.83	100.00
Etawah	49	49	98
	50.00	50.00	100.00
Total	134	208	342
	39.18	60.82	100.00

First row has *frequencies* and second row has *row percentage*

Table 7: Comparing the inclination to hire local people in various industries

Enterprises	No	Yes	Total
Grocery Shop	3	17	20
	15.00	85.00	100.00
Specified Shop	19	37	56
	33.93	66.07	100.00
Showroom	10	10	20
	50.00	50.00	100.00
Hotel/Guest House	8	7	15
	53.33	46.67	100.00
Restaurant/Dhabha	4	3	7
	57.14	42.86	100.00
Mechanic shop/workshop	21	34	55
	38.18	61.82	100.00
School	10	0	10
	100.00	0.00	100.00
Hospital/Private Clinic	12	1	13
	92.31	7.69	100.00
Saloon/Beauty parlor	6	37	43
	13.95	86.05	100.00
Small and medium manufacturing	28	25	53
	52.83	47.17	100.00
Tailor shop and Boutique	7	25	32
	21.88	78.13	100.00
Other	1	2	3
	33.33	66.67	100.00
Hardware shop	5	10	15
	33.33	66.67	100.00
Total	134	208	342
	39.18	60.82	100.00

First row has *frequencies* and second row has *row percentages*

Table 8: District-wise breakdown of importance given to previous work experience when hiring

District	Very low	Low	Neu-tral	High	Very High	Total
Kanpur	0	5	22	47	33	107
	0.00	4.67	20.56	43.93	30.84	100.00
Kanpur Dehat	1	0	8	16	18	43
	2.33	0.00	18.60	37.21	41.86	100.00
Auraiya	0	2	28	31	33	94
	0.00	2.13	29.79	32.98	35.11	100.00
Etawah	0	0	18	41	39	98
	0.00	0.00	18.37	41.84	39.80	100.00
Total	1	7	76	135	123	342
	0.29	2.05	22.22	39.47	35.96	100.00

First row has *frequencies* and second row has *row percentages*

Table 9: District-wise assessment of the significance of soft skills in organizational success

District	Not Important	Somewhat Important	Important	Essential	Total
Kanpur	3	25	43	36	107
	2.80	23.36	40.19	33.64	100.00
Kanpur Dehat	1	16	18	8	43
	2.33	37.21	41.86	18.60	100.00
Auraiya	1	22	32	39	94
	1.06	23.40	34.04	41.49	100.00
Etawah	0	26	34	38	98
	0.00	26.53	34.69	38.78	100.00
Total	5	89	127	121	342
	1.46	26.02	37.13	35.38	100.00

First row has *frequencies* and second row has *row percentages*

References

Abdullah, B., Abraham, V., & Jain, R. (2024). Youth Unemployment in India: Do Aspirations Matter?. The Indian Journal of Labour Economics, 67(3), 883-908.

Bairagya, I. (2015). Socio-economic determinants of educated unemployment in India. Institute for Social and Economic Change.

Chryseum. (2024, September 26). Quick Commerce Industry Report. Chryseum. Retrieved from https://www.chryseum.in/wp-content/uploads/2024/09/Quick-Commerce-Industry.pdf

Government of India. (2022). Youth in India. National Statistical Office, Ministry of Statistics and Programme Implementation. New Delhi.

Government of India. (2024). Periodic Labour Force Survey: Annual report 2023-24. Ministry of Statistics and Programme Implementation. New Delhi.

Government of India. (n.d.). Unorganized workers. Ministry of Labour and Employment. Retrieved January 14, 2025, from https://labour.gov.in/unorganized-workers.

Goyal, N., & Jagtap, M. S. (2020). Impact of various employment schemes on employment generation in Northern India: An empirical study in Punjab and Haryana, India. In E. Lau, B. Simonetti, I. Trinugroho, & L. Tan (Eds.), Economics and finance readings (pp. 20-41). Springer. https://doi.org/10.1007/978-981-15-2906-1_6.

International Labour Organization, & Institute of Human Development. (2024). India employment report 2024: Youth employment, education and skills. Retrieved January 14, 2025, from https://www.ilo.org/sites/default/files/2024-08/India%20Employment%20-%20web_8%20April.pdf.

KPMG. (2023). Assessment of Pradhan Mantri Mudra Yojana (PMMY). Retrieved January 14, 2025, from https://www.niti.gov.in/sites/default/files/202408/Assessment%20of%20PMMY_Final%20Report.pdf

Mamgain, R. P., & Tiwari, S. (2015). Youth in India: Challenges of employment and employability. Giri Institute of Development Studies.
Mitra, A. (2024). Youth in Indian Labour Market. Springer.
Samaddar, S. (2024). Quantifying and comparing underemployment: A multidimensional approach using fuzzy logic. SARVEKSHANA, 115th & 116th Issue, 20-41.
Sharma, A. N. (2022). Youth employment and unemployment in India: Issues and challenges. The Indian Journal of Labour Economics, 65(2), 237-267.
Wheebox. (2023). India Skills Report 2024: Impact of AI on the Future of Work, Skilling & Mobility. Retrieved from Wheebox.
World Bank. (2024). Macro Poverty Outlook for India : April 2024 (English). Macro Poverty Outlook (MPO) Washington, D.C. : World Bank Group.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (http://creativecommons.org/licenses/by-nc/4.0/), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.