

An aerial photograph of a long, narrow bridge spanning a wide river. The bridge has a truss structure and is supported by numerous wooden or metal piers. In the background, a large, ornate temple with multiple domes is visible, surrounded by trees and buildings. The sky is filled with large, white clouds.

District Skill Development Plan

WEST BENGAL
January, 2023

State of West Bengal – A general Overview

1 One of the largest State economies



- One of the country's largest State economies with projected GSDP of INR 17.13 trillion in 2022-23
- State's GSDP grew at about 11.54 per cent annually between 2015-16 and 2022-23

2 Fourth largest population



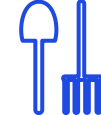
- With a population of 10.4 crore, the State is the fourth largest population in the country
- The State accounts for about 7.2 per cent of the country's workforce – third largest in the country

3 Young demography



- 69.5 per cent population of the State within working-age (15-59 years) and 36.7 per cent youth population (15-34 years) – Both better than national average
- 46.7 per cent population below 25 years in age

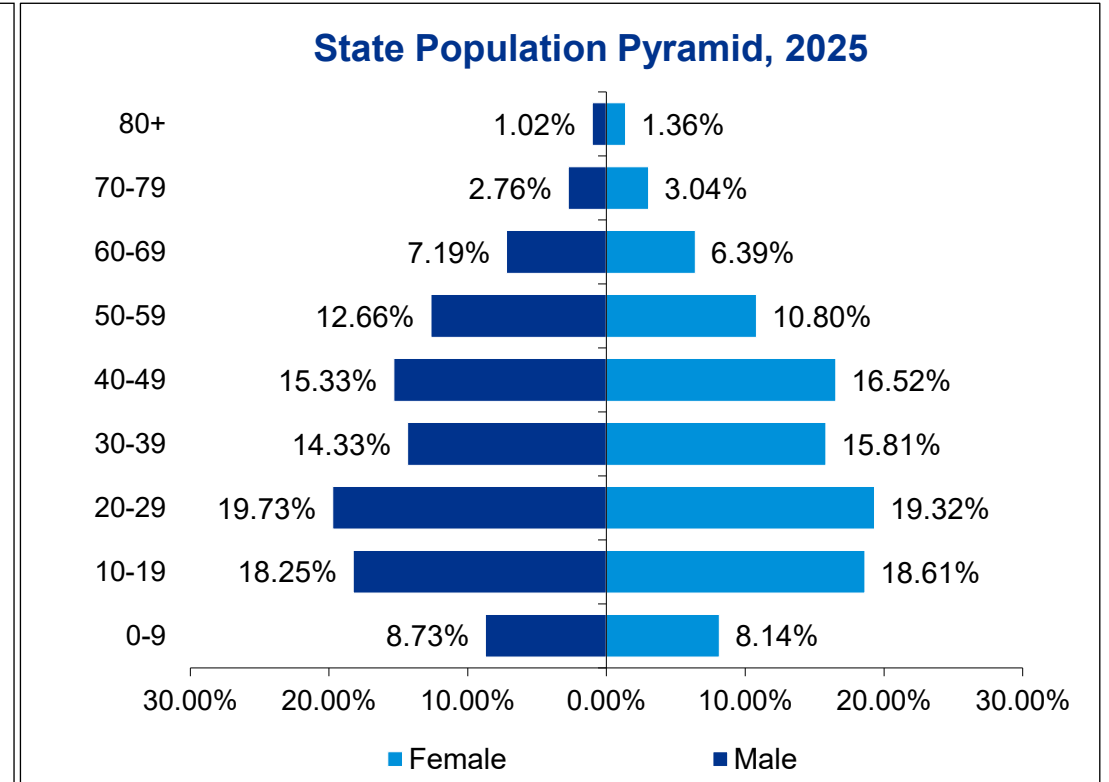
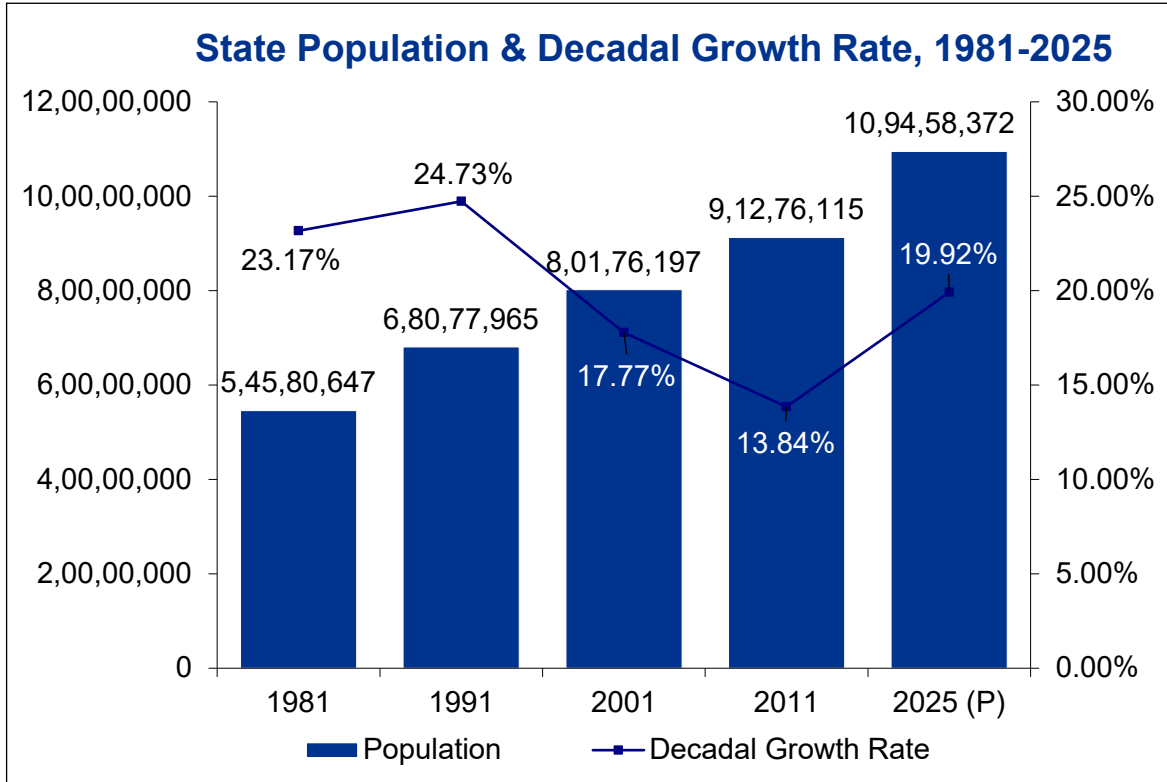
4 Extensive network of MSMEs



- Strong network of MSMEs in the State with about 8.9 million MSME enterprises and employing about 13.5 million people – Both second largest in the country

Source: Census 2011, NSS 73rd Round, Statistics of West Bengal, Govt. of West Bengal, Ministry of MSME, Govt. of India, Periodic Labour Force Survey (PLFS)

State Demography

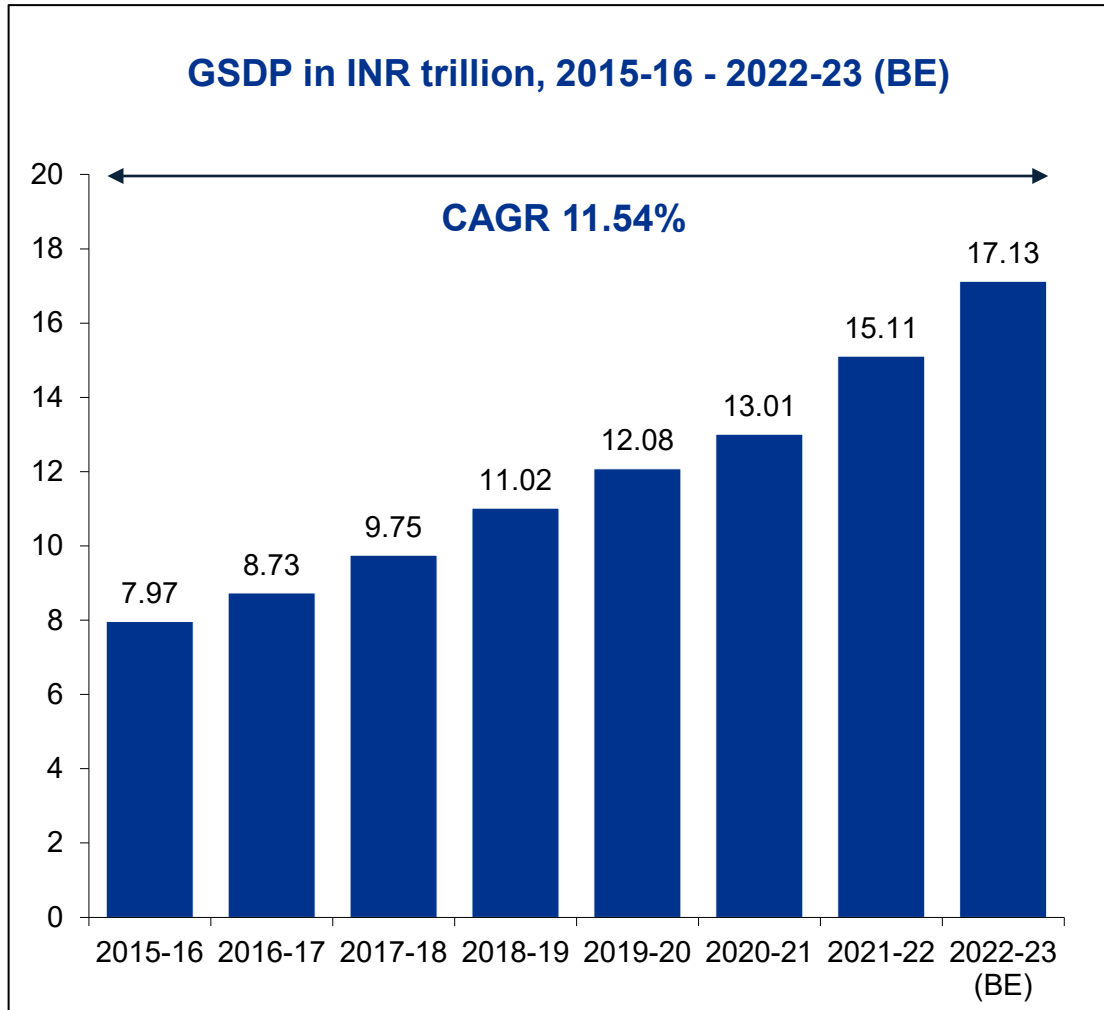


- The population of the State is anticipated to have grown to 10,52,68,882, fourth largest in the country, with a population density of 1,186 persons per sq. Km., as in 2022
- The sex ratio of the State is 968 females per 1,000 males, as in 2022, having grown from 940 females per 1,000 males in 2011
- About 36.4 per cent of the population live in urban areas in 2022, as compared to 28.0 per cent in 2001 and 31.9 per cent in 2011
- Literacy rate of the State is 76.26 per cent, according to Census 2011, better than the national average of 74.04 per cent

State Workforce

District	Total Population (All Ages) 2011	Decadal Growth Rate	Applying Decadal Growth Rate (using 2011 rate) to Total Population (All Ages)	Population Percentage (15-59 Years)	LFPR			Not Seeking Work
					LFPR (15 to 59 years)	Unemployed	Employed	
Bankura	3,596,674	12.65	4,051,769	72	42.88	40,442	1,215,523	1,673,059
Paschim Bardhaman	2,882,031	11.92	3,225,612	67	57.69	73,582	1,173,564	914,660
Purba Bardhaman	4,835,532	11.92	5,412,000	67	57.69	123,457	1,969,030	1,534,636
Birbhum	3,502,404	16.15	4,068,032	74	55.64	19,115	1,657,651	1,336,832
Cooch Bihar	2,819,086	13.71	3,205,627	72	52.7	36,109	1,183,782	1,094,892
Dakshin Dinajpur	1,676,276	11.52	1,869,307	66	58.87	40,250	688,916	509,437
Darjeeling	1,595,181	14.77	1,830,766	69	56.87	55,613	663,826	545,620
Kalimpong	251,642	14.77	288,806	69	56.87	8,773	104,720	86,072
Hooghly	5,519,145	9.46	6,041,473	67	56.14	62,965	2,210,141	1,775,889
Howrah	4,850,029	13.50	5,504,853	68	59.27	81,293	2,133,772	1,522,180
Jalpaiguri	2,381,596	13.87	2,711,875	66	56.12	32,706	970,534	784,429
Alipurduar	1,491,250	13.87	1,698,056	66	56.12	20,479	607,705	491,174
Kolkata	4,496,694	-1.67	4,421,781	66	56.84	85,330	1,581,266	1,265,487
Malda	3,988,845	21.22	4,835,447	59	56.17	82,409	1,527,135	1,255,943
Murshidabad	7,103,807	21.09	8,601,974	67	51.97	78,328	2,934,305	2,784,237
Nadia	5,167,600	12.22	5,799,152	70	58.12	88,229	2,258,290	1,690,850
South 24 Parganas	8,161,961	18.17	9,645,375	66	52.21	123,140	3,195,989	3,038,138
North 24 Parganas	10,009,781	12.04	11,214,742	69	57.73	154,272	4,291,610	3,255,282
Paschim Medinipur	4,776,909	13.86	5,439,209	68	55.3	35,429	2,024,369	1,664,972
Jhargram	1,136,548	13.86	1,294,126	68	55.3	8,429	481,649	396,139
Purba Medinipur	5,095,875	15.36	5,878,589	66	52.68	85,850	1,967,975	1,844,855
Purulia	2,930,115	15.52	3,384,790	64	45.35	86,803	899,590	1,188,674
Uttar Dinajpur	3,007,134	23.15	3,703,365	62	50.96	61,993	1,101,109	1,119,281
Total	91,276,115		104,126,726			1,484,994	36,842,451	31,772,738

State Economy



Source: Ministry of Statistics and programme Implementation (MOSPI), Govt. of India, State Government of West Bengal



- The State is currently the sixth largest economy of the country and growing at 11.54 per cent since 2015-16 – better than the national average
- The State’s per capita GSDP in 2020-21 was Rs. 132,932 (US\$ 1,816), growing at about 9.76 per cent since 2015-16
- The state’s per capita NSDP in 2020-21 was Rs. 121,267 (US\$ 1,657), growing at about 9.80 per cent since 2015-16
- In terms of the economic structure of the State, the primary sector accounts for close to about 23 per cent of the economy, while the secondary and tertiary sectors account for 20 per cent and 57 per cent respectively, as in 2020-21
- Primarily a rural agrarian economy, the State also has close to 50 per cent of the workforce involved with agriculture and allied sectors, followed by the services and industries sector respectively, that account for about 30 per cent and 20 per cent of the employment respectively.
- In terms of exports from the State, in FY23 (until August 2022), the total exports from the state stood at US\$ 5,830.91million. Key export areas include iron and steel and iron and steel-based products, marine products, leather goods, agro and agro-based products etc.

State Focus Sectors

Agriculture

Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer

Food Processing

Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator

Construction

Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator

Textiles & Apparels

Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer

Handicrafts

Modeller (Ceramics); Mixing operator (Ceramics); Moulder (Ceramics); Ceramics and Terracotta Toy Maker – Artisan; Colour mixing operator (Ceramics); Glazing operator (Ceramics); Quality Check Technician (Ceramics); Traditional painting maker; Carpet weaver

IT & ITeS

Associate – desktop publishing; CRM domestic voice/ non-voice; Domestic data entry operator; Domestic IT helpdesk attendant; Customer care Executive (Call centre); Telecom network security technician; Broadband technician

Healthcare

Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician

Wholesale & Retail Trade

Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer; Business builder/ Retailer

Tourism & Hospitality

Hotel manager; Tour guide & operator; Chef, Heritage tour guide; Front desk operator; Front office associate; Quality control manager; Housekeeping staff; Store assistant; Guest service associate; Counter sales executive; Homestay host; Bell desk associate

Transportation

Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5

Storage

Warehouse, inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead

Other Services

Safai karamchari; General housekeeper; Housekeeper cum cook; Assistant hair stylist; Beauty therapist; Security guard; Make-up artist; Field technician computing and peripherals; Mobile phone hardware repair technician; Plumber (General); Field technician networking and storage

Priority NSQF Job-Roles to be focused by the State

#	Trade Name	Sector	#	Trade Name	Sector
1	DAIRY FARMER / ENTREPRENEUR	AGRICULTURE	33	HOME HEALTH AIDE	HEALTHCARE
2	FASHION DESIGNER	APPAREL	34	MEDICAL EQUIPMENT TECHNICIAN (BASIC CLINICAL EQUIPMENT)	HEALTHCARE
3	AUTOMOTIVE SERVICE TECHNICIAN LEVEL 5	AUTOMOTIVE	35	FRONTLINE HEALTH WORKER	HEALTHCARE
4	AUTOMOTIVE SERVICE TECHNICIAN TWO & THREE WHEELERS	AUTOMOTIVE	36	COVID FRONTLINE WORKER	HEALTHCARE
5	WELDING TECHNICIAN LEVEL 4	AUTOMOTIVE	37	WAREHOUSE SUPERVISOR	LOGISTICS
6	GOODS & SERVICES TAX (GST) ACCOUNTS ASSISTANT	BFSI	38	E-COMMERCE MANAGER	LOGISTICS
7	ACCOUNTS EXECUTIVE	BFSI	39	COLD CHAIN LEAD	LOGISTICS
8	MASON GENERAL	CONSTRUCTION	40	PLUMBING DRAUGHTSMAN	PLUMBING
9	ASSISTANT ELECTRICIAN	CONSTRUCTION	41	PLUMBER (GENERAL)	PLUMBING
10	SURVEYOR	CONSTRUCTION	42	PIPE FITTER	HYDROCARBON
11	ASSISTANT CONSTRUCTION FITTER	CONSTRUCTION	43	INDUSTRIAL ELECTRICIAN	POWER
12	CONSTRUCTION WELDER	CONSTRUCTION	44	RETAIL SALES ASSOCIATE	RETAIL
13	DRAUGHTSMAN	CONSTRUCTION	45	BUSINESS BUILDER/ RETAILER	RETAIL
14	SCAFFOLDER - SYSTEM	CONSTRUCTION	46	IT SERVICE DESK ATTENDANT	IT ITES
15	FIELD TECHNICIAN - AIR CONDITIONER	ELECTRONICS	47	CRM DOMESTIC VOICE	IT ITES
16	FIELD TECHNICIAN - REFRIGERATOR	ELECTRONICS	48	CRM DOMESTIC NON -VOICE	IT ITES
17	FIELD TECHNICIAN - OTHER HOME APPLIANCE	ELECTRONICS	49	DOMESTIC IT HELPDESK ATTENDANT	IT ITES
18	FIELD TECHNICIAN – COMPUTING & PERIPHERALS	ELECTRONICS	50	AI - BUSINESS INTELLIGENCE ANALYST	IT ITES
19	CCTV INSTALLATION TECHNICIAN	ELECTRONICS	51	AI - MACHINE LEARNING ENGINEER	IT ITES
20	FIELD TECHNICIAN – NETWORK AND STORAGE	ELECTRONICS	52	AI - DATA SCIENTIST	IT ITES
21	INSTALLATION TECHNICIAN-COMPUTING & PERIPHERALS	ELECTRONICS	53	FRONT OFFICE ASSOCIATE	TOURISM & HOSPITALITY
22	SOLAR PANEL INSTALLATION TECHNICIAN	ELECTRONICS	54	FRONT OFFICE EXECUTIVE	TOURISM & HOSPITALITY
23	FIELD TECHNICIAN – WIREMAN CONTROL PANE	ELECTRONICS	55	HOUSEKEEPING ATTENDANT (MANUAL CLEANING)	TOURISM & HOSPITALITY
24	MOBILE PHONE HARDWARE REPAIR TECHNICIAN	ELECTRONICS	56	FOOD & BEVERAGE SERVICE-STEWARD	TOURISM & HOSPITALITY
25	FISH & SEA FOOD PROCESSING TECHNICIAN	FOOD PROCESSING	57	TOUR GUIDE	TOURISM & HOSPITALITY
26	FOOD PRODUCTS PACKAGING TECHNICIAN	FOOD PROCESSING	58	FACILITY MANAGEMENT EXECUTIVE	TOURISM & HOSPITALITY
27	PROCESSED FOOD ENTREPRENEUR	FOOD PROCESSING	59	KITCHEN STEWARD	TOURISM & HOSPITALITY
28	MULTI SKILL TECHNICIAN (FOOD PROCESSING)	FOOD PROCESSING	60	EXECUTIVE CHEF	TOURISM & HOSPITALITY
29	BAKING TECHNICIAN/OPERATIVE	FOOD PROCESSING	61	CUTTER - FOOTWEAR	LEATHER
30	MEDICAL LABORATORY TECHNICIAN	HEALTHCARE	62	STITCHING OPERATOR - FOOTWEAR	LEATHER
31	EMERGENCY MEDICAL TECHNICIAN (EMT) ADVANCED	HEALTHCARE	63	MANAGER - WASTE MANAGEMENT	GREEN JOBS
32	GENERAL DUTY ASSISTANT	HEALTHCARE	64	BIOMASS DEPOT OPERATOR	GREEN JOBS

District wise STT Training Completed

SL NO	DISTRICT NAME	Industry-led Model (DSRI)	Lol-based Model	RPL	PMKVY	DDUGKY	TOTAL
1	ALIPURDUAR	1,046	171	1,125	804	487	1,291
2	BANKURA	294	2,186	3,423	3,028	1,834	4,862
3	BIRBHUM	539	3,358	5,482	1,514	1,413	2,927
4	COOCH BEHAR	322	865	6,365	1,121	1,276	2,397
5	DAKSHIN DINAJPUR	572	974	4,248	240	165	405
6	DARJEELING	212	182	2,853	977	565	1,542
7	HOOGLY	1,186	1,583	3,735	1,079	2,358	3,437
8	HOWRAH	1,197	2,265	950	303	1,160	1,463
9	JALPAIGURI	497	426	3,044	1,154	1,454	2,608
10	JHARGRAM	118	170	999	0	0	0
11	KALIMPONG	148	10	275	0	0	0
12	KOLKATA	93	116	0	720	0	720
13	MALDAH	180	1,651	2,120	1,507	590	2,097
14	MURSHIDABAD	1,295	2,922	13,289	2,937	796	3,733
15	NADIA	1,894	2,675	10,070	570	1,280	1,850
16	NORTH 24 PGS	659	2,111	2,539	5,216	2,785	8,001
17	PASCHIM BARDHAMAN	565	1,076	950	1,139	613	1,752
18	PASCHIM MEDINIPUR	316	2,629	1,829	2,471	210	2,681
19	PURBA BARDHAMAN	263	3,530	788	3,003	2,312	5,315
20	PURBA MEDINIPUR	304	3,598	2,509	840	710	1,550
21	PURULIA	167	291	3,944	720	989	1,709
22	SOUTH 24 PGS	785	4,619	3,212	2,485	2,780	5,265
23	NORTH DINAJPUR	246	1,198	1,884	1,350	421	1,771
	TOTAL	12,898	38,606	75,633	33,178	24,198	57,376

Skill development & vocational education in the State – The way ahead



Mainstreaming vocational education

- Early introduction of vocational education in school education
- Creating pathways between mainstream and vocational education
- Integrating modules on non-cognitive skills in vocational education
- Designing a flexible and credit linked modular structure in TVET



Expanding capacity of skill development

- Clustered approach for vocational education to expand capacity and access
- Expand access to quality certification in Future Skills through large institutional models, i.e. Skills Parks, Skills Universities etc.



Planned approach in target setting

- Bottom-up approach for target setting through involvement of DSCs
- Annual demand aggregation with periodic revision of DSDPs, skill-gapping exercise etc.
- Placement portals, early-stage LMIS etc. for demand aggregation



Focus on indigenous skills

- Creating indigenous curricula with local needs and industry requirements
- Community Skills Parks for skills augmentation of local community



Wider industry participation in TVET

- Dual TVET model and Flexi-MoUs as effective means of interaction between professional education institutes and companies
- Encouraging industry to pay *wage premium* to certified candidates
- Industry collaboration for setting up Advanced Training Centres, Incubation Centres etc. in Future Skills & Green Technologies



Industry-aligned Training of Trainers (ToT)

- Expanding ToT capacity focusing on the dual requirement of industry experience and academic knowledge
- Expanding ToT capacities through regional ToT Academies, CoEs



Programmes for disadvantaged communities

- Customised training programmes for PwDs with disability-friendly infrastructure, adapted curricula, specially-trained instructors etc.
- Dedicated training programmes for minorities, tribals & PVTGs
- IEC and outreach targeting such disadvantaged communities



RPL push in target sectors

- Minimum guarantee scheme for RPL programmes for industry recognition
- Mobile training institutes to train senior blue-collared workers

01

Howrah



Howrah – Brief Overview



Demography & Economy

- The third smallest district of the State, the district accounts for about 5.3 per cent of the State's population.
- The district is the second leading in terms of population density (after Kolkata)
- The district is one of the major industrial hubs in the State and plays a pivotal role in the State's economy.
- With an estimated GDDP of about INR 76,172 Cr. at current prices, it accounts for 5.9 per cent of GSDP.
- The district features among the Top Ten districts in terms of per capita GSDP.
- Rich in urban and industrial infrastructure, the district is the second in terms of urbanisation (after Kolkata district).
- High on industrial activities, the district is the fourth leading in terms of Worker Population Ratio (WPR) and fifth in terms of Labour Force Participation rate (LFPR)
- The district has some of the major industries in the sectors of engineering, metal & metal based, gems & jewellery, foundry, forging & casting, rail locomotive, textiles, apparels, and garments, manufacture of ships, along with wide network of downstream & ancillary industries.

Demography

#	Indicator	Howrah	West Bengal
1	Population, No, 2021	55,04,853	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	974	967
3	Urban population as a percentage of total population, %, 2021	79.8	46.2
4	Literacy rate, %, 2011	83.31	76.26
5	Population density (persons per sq. Km), 2021	3,752	1,171

Workforce

#	Indicator	Howrah	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	23,01,686	4,11,33,450
2	Workforce participation rate, %, 2021	41.8	39.6
3	Male workforce participation rate, %, 2021	64.3	59.6
4	Female workforce participation rate, %, 2021	20.4	18.9
5	Main workers as a percentage of total population, %, 2021	33.2	29.1
6	Marginal workers as a percentage of total population, %, 2021	8.9	10.3
7	Non-workers as a percentage of total population, %, 2021	57.9	60.6
8	Labour force participation rate, %, 2021	55.0	58.0
9	Working age population as percentage of total population, %, 2021	70.0	72.2



GDDP: INR 76,172 Cr.

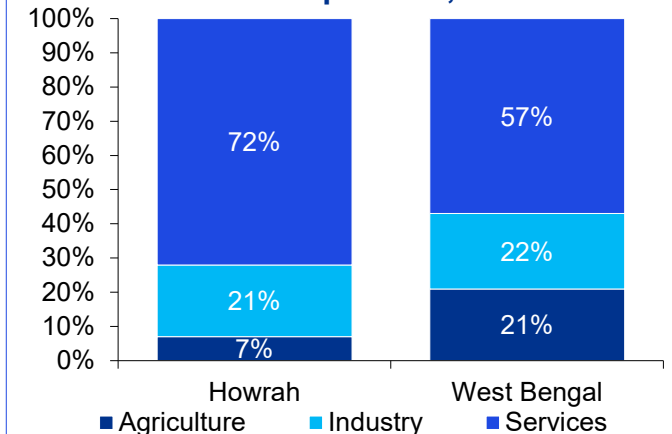


Per capita GSDP: INR 139,353



Investments: INR 10,147 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Howrah have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Construction	Gems & Jewellery	Textiles & Apparels
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer	Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator	Jewellery designer; Jewellery designer – CAD; Polisher and cleaner; Tagger and labeler; Casting machine operator; Polishing supervisor; Gemstone facet maker; Bottom polisher	Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer
Wholesale & Retail Trade	Healthcare	Transportation	Storage	Other Services
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Warehouse, inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead	Safai karamchari; General housekeeper; Housekeeper cum cook; Assistant hair stylist; Beauty therapist; Security guard; Make-up artist; Field technician computing and peripherals; Mobile phone hardware repair technician; Plumber (General); Field technician networking and storage

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Howrah	West Bengal
1	Industry-led Model (DSRI)	1,197	12,898
2	Lol-based Model	2,265	38,606
3	Recognition of Prior Learning	950	75,633
4	PMKVY	303	33,148
5	DDU-GKY	1,160	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	2,96,829	3,14,282
2	Industries	10,38,956	11,31,779
3	Services	10,32,816	11,42,628
Total		23,68,601	25,88,689

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	17,453	2,443
2	Industries	92,823	12,337
3	Services	109,813	13,178
Total		220,089	27,958



Key Recommendations

- Enhance training capacity for informal/ unorganised workers through RPL and other initiatives
- Initiate training programs close to sourcing clusters/ Industry Parks/ MSME clusters etc.
- Design, develop, roll out indigenous courses in sectors like textiles, handicrafts, food processing, small engineering, gems and jewellery, handloom and handicrafts etc.
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Leverage existing infrastructure in ITIs, Polytechnics, Tool rooms, Common Facility Centres (CFCs) etc. existing in the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

02

Malda



Malda – Brief Overview



Demography & Economy

- The population density of Malda is 1,295 persons per sq. Kms., higher than the State average
- The literacy rate of the district is one of the lowest among all the district in West Bengal, standing at 52.3%
- Malda also stands at the third bottom position in terms of Workforce participation rate
- With an estimated GDDP of about INR 42,915 Cr. at current prices, it accounts for 3.3 per cent of GSDP.
- Small-scale industrial units provide direct employment to workers, where the major products manufactured include wood, wood cork, paper, plastic items, non-metallic mineral products, fabricated metal products
- High levels of rural poverty exist in nearly all blocks in Malda district, because of constant growth of the population and shrinking availability of cultivable land
- The major areas for service industry are - Cold storage, Beauty Parlour, Screen Printing, offset printing, Spray painting and Fabrication and Engg. Job work
- The largest employment generated by agro-based activities is in sericulture. Silk production has helped the growth of cottage handloom industry in these regions

Demography

#	Indicator	Malda	West Bengal
1	Population, No, 2021	4,835,447	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	941	967
3	Urban population as a percentage of total population, %, 2021	26.2	46.2
4	Literacy rate, %, 2011	52.3	76.26
5	Population density (persons per sq. Km), 2021	1,295	1,171

Workforce

#	Indicator	Malda	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	17,63,976	4,11,33,450
2	Workforce participation rate, %, 2021	36.5	39.6
3	Male workforce participation rate, %, 2021	53.4	59.6
4	Female workforce participation rate, %, 2021	18.5	18.9
5	Main workers as a percentage of total population, %, 2021	23.6	29.1
6	Marginal workers as a percentage of total population, %, 2021	13.1	10.3
7	Non-workers as a percentage of total population, %, 2021	63.3	60.6
8	Labour force participation rate, %, 2021	57.0	58.0
9	Working age population as percentage of total population, %, 2021	64.3	72.2



GDDP: INR 42,915 Cr.

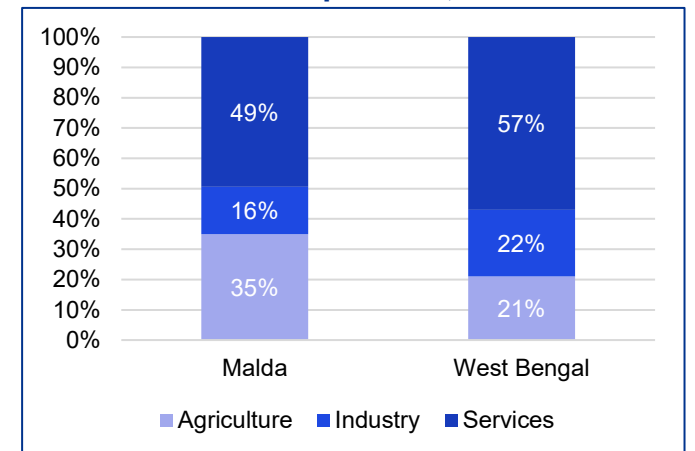


Per capita GSDP: INR 88,751



Investments: INR 541 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Malda have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Construction	Beauty & Wellness	Textiles & Apparels
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Citrus fruit grower; Sericulturist; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer, Mango and litchi grower cum processor, Beekeeper,	Traditional Snack and Savoury Maker, Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator, cold storage technician, Fruit Pulp Processing Technician	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator	Assistant hair stylist; Beauty therapist, Make-up artist; Assistant Beauty Therapist, Senior Hair Dresser & Stylist, Pedicurist and Manicurist	Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroiders; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer
Wholesale & Retail Trade	Healthcare	Transportation	Storage	Other Services
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Warehouse, inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Cold Storage Supervisor, Cold chain lead, Cold Storage Keeper	Cycle and Auto Repair, Carpentry, Jute Screen Printer, Technician-Distribution Transformer Repair, Fitter- Electrical and Electronic Assembly, Mobile phone hardware repair technician; Plumber (General); Field technician networking and storage

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Malda	West Bengal
1	Industry-led Model (DSRI)	180	12,898
2	Lol-based Model	1,651	38,606
3	Recognition of Prior Learning	2,120	75,633
4	PMKVY	1,507	33,148
5	DDU-GKY	590	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	8,92,695	9,55,374
2	Industries	3,72,103	4,02,459
3	Services	3,03,187	3,36,783
Total		15,67,985	16,94,615

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	62,679	8,775
2	Industries	30,356	4,048
3	Services	33,596	4,480
Total		1,26,630	17,302



Key Recommendations

- Skilling/Re-skilling people in Sericulture with a focus on the old artisanal activities of the district.
- Establish forward linkages to local artisanal weaving industry
- Initiate training programs close to one of the major Honey processing - Malda Bee Keeping & Honey Processing Industrial Co-Operative Society Ltd
- Design, develop, roll out indigenous courses in sectors like textiles, handicrafts, cane & bamboo craft, decorative pottery and woodwork
- Focus on placement driven training targeting local youth from low-income families for different service units like - Malda Cold Storage Pvt. Ltd (cold storage), Padma Himghar Pvt. Ltd (Transport and Logistics)
- Initiate collaboration with private skill training providers and corporates with focus on placement driven training industries

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

03

Purulia



Purulia – Brief Overview



Demography & Economy

- Purulia is the westernmost district of West Bengal with all-India significance because of its tropical location
- Purulia has the highest Labor Force Participation rate, standing at 64% and the lowest percentage of population working as main workers
- Accounting for about 2.3 percent of the GSDP of the State, the district of Purulia is estimated to have a GDP of about INR 30,403 crores at current prices as in 2021
- Purulia is one of the district with highest drop-out percentage in both Primary and Upper-Primary level
- Purulia is the only district with gold reserves in the State
- The industries thriving in this sector are steel, cement and power
- The small-scale industry comprises of lac and sericulture. Purulia district produces 90% of the lac that is produced in the whole of West Bengal state. About 70,000 workers are employed in the lac industry

Demography

#	Indicator	Purulia	West Bengal
1	Population, No, 2021	33,84,790	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	961	967
3	Urban population as a percentage of total population, %, 2021	16.1	46.20
4	Literacy rate, %, 2011	55.46	76.26
5	Population density (persons per sq. Km), 2021	541	1,171

Workforce

#	Indicator	Purulia	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	13,85,030	4,11,33,450
2	Workforce participation rate, %, 2021	40.9	39.6
3	Male workforce participation rate, %, 2021	54.8	59.6
4	Female workforce participation rate, %, 2021	26.5	18.9
5	Main workers as a percentage of total population, %, 2021	17.2	29.1
6	Marginal workers as a percentage of total population, %, 2021	24.8	10.3
7	Non-workers as a percentage of total population, %, 2021	57.9	60.6
8	Labour force participation rate, %, 2021	64.0	58.0
9	Working age population as percentage of total population, %, 2021	63.5	72.2



GDDP: INR 30,403 Cr.

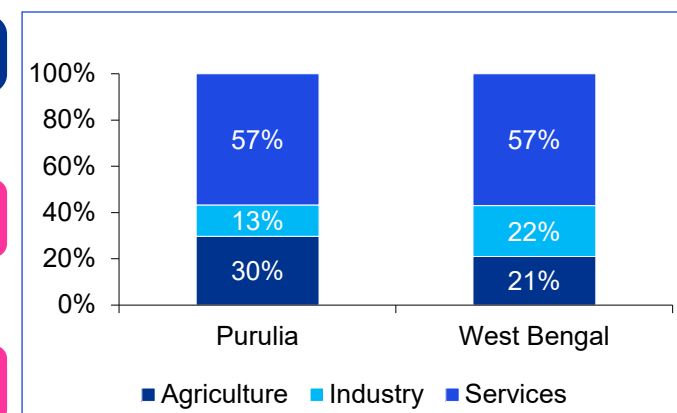


Per capita GSDP: INR 89,825



Investments: INR 17,619 Cr.

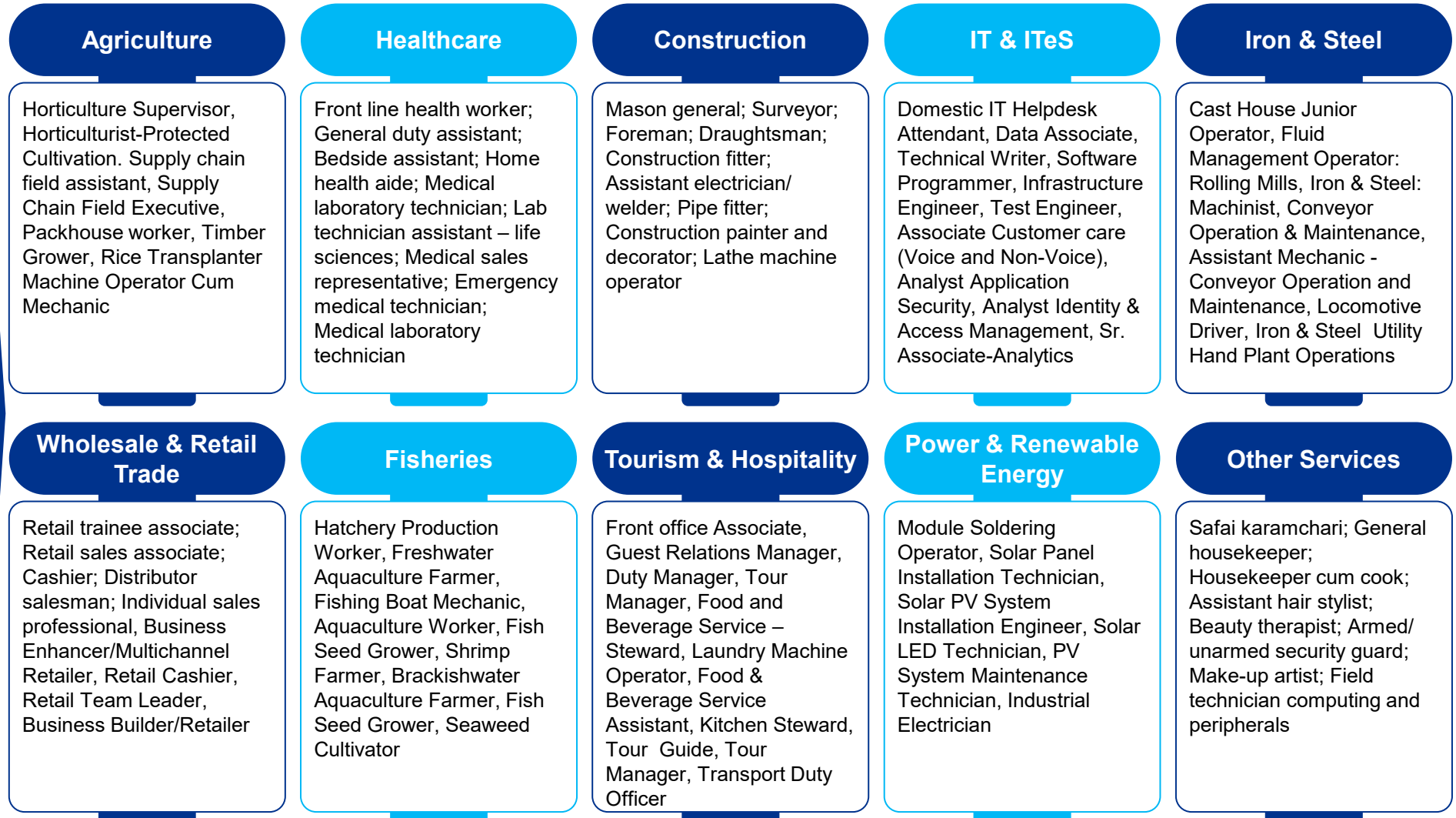
NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Purulia have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities



Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Purulia	West Bengal
1	Industry-led Model (DSRI)	167	12,898
2	Lol-based Model	291	38,606
3	Recognition of Prior Learning	3,944	75,633
4	PMKVY	720	33,148
5	DDU-GKY	989	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	4,67,336	5,00,149
2	Industries	2,01,781	2,18,242
3	Services	2,30,930	2,56,519
Total		9,00,047	9,74,911

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	32,813	4,594
2	Industries	16,461	2,195
3	Services	25,589	3,412
Total		74,863	10,201



Key Recommendations

- Enhance training capacity for informal/unorganized workers through RPL and other initiatives
- Focus on Training targeting local youth from low-income families in Iron & Steel and Auto-Engineering especially in and around Jhalda, Raghunathpur and Balarampur
- Design, develop, roll out indigenous courses in sectors handicrafts especially related to Lac and Lac Products, Hand tools and Chow mask
- Focus on renewable Energy (Solar PV Installation, Designer, Operation and Maintenance, Assembly and repair)
- Initiate collaboration with private skill training providers and corporates with focus on placement driven training industries with focus on IT/ITeS, Retail and Construction

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

04

Birbhum



Birbhum – Brief Overview



Demography & Economy

- Birbhum is primarily an agricultural district with around 75% of the population being dependent on agriculture
- The district enjoys an impressive decadal population growth rate of 16.15 percent
- With an estimated GDDP of about INR 37,229 Cr. at current prices, it accounts for 2.9 per cent of GSDP.
- Mainly the industries which have been developed here are all agriculture or forest based
- The major industries include cotton & silk harvesting & weaving, rice & oilseed milling, lac harvesting, metal ware & pottery manufacturing.
- The handicrafts in Birbhum are very popular and in high demand in Market. Many artisans are directly engaged in different types of handicraft items
- Kantha Stitch and leather handicraft items of Birbhum produce a special attraction to the customers of all over India and in abroad also

Demography

#	Indicator	Birbhum	West Bengal
1	Population, No, 2021	4,068,032	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	962	967
3	Urban population as a percentage of total population, %, 2021	19.10	46.20
4	Literacy rate, %, 2011	61.63	76.26
5	Population density (persons per sq. Km), 2021	895	1,171

Workforce

#	Indicator	Birbhum	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	15,71,264	4,11,33,450
2	Workforce participation rate, %, 2021	38.6	39.6
3	Male workforce participation rate, %, 2021	60.9	59.6
4	Female workforce participation rate, %, 2021	15.5	18.9
5	Main workers as a percentage of total population, %, 2021	24.6	29.1
6	Marginal workers as a percentage of total population, %, 2021	14.5	10.3
7	Non-workers as a percentage of total population, %, 2021	60.8	60.6
8	Labour force participation rate, %, 2021	56.1	58.0
9	Working age population as percentage of total population, %, 2021	68.8	72.2



GDDP: INR 37,229 Cr.

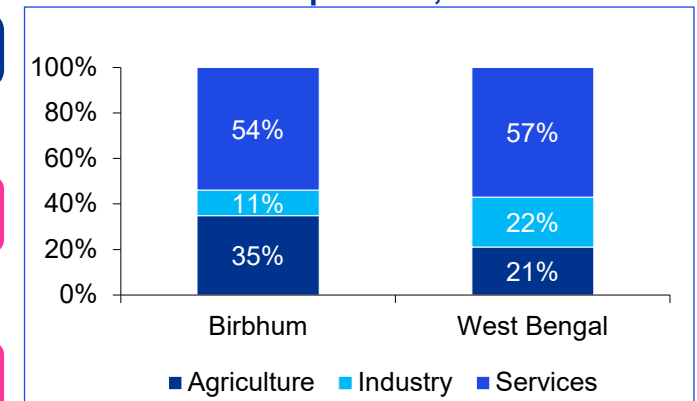


Per capita GSDP: INR 91,517



Investments: INR 41,832 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Birbhum have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities



Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Birbhum	West Bengal
1	Industry-led Model (DSRI)	539	12,898
2	Lol-based Model	3,358	38,606
3	Recognition of Prior Learning	5,482	75,633
4	PMKVY	1,514	33,148
5	DDU-GKY	1,413	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	10,26,890	10,98,991
2	Industries	1,42,150	1,53,746
3	Services	2,80,820	3,11,937
Total		14,49,860	15,64,674

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	72,101	10,094
2	Industries	11,596	1,546
3	Services	31,117	4,149
Total		1,14,814	15,790



Key Recommendations

- Design, develop, roll out indigenous courses in sectors like textiles and handicrafts
- Provide business support through Business incubation centers for the people skilled in handicraft items, like Kantha Stitch Items, Batik Print, Docra, Puthi, Mala Date root & seed ornaments, Cane & Bamboo products, Wood curving and so on
- Focus on Skill Training centers near Leather Goods Cluster, Santiniketan, Birbhum and Brass & Bell Metal Industrial Cluster
- Design and implement Skill development training program for minority students with a focus on Mining
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Focus on skill training near the potential growth centers – Bolpur, Suri, Rampurhat, and, Md. Bazar

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

05

Dakshin Dinajpur



Dakshin Dinajpur – Brief Overview



Demography & Economy

- Dakshin Dinajpur is one of the least populated district in the State and account for approximately 1.8% of the State Population.
- It also features in the top 5 districts with highest labour force participation rate
- With an estimated GDDP of about INR 19,211 Cr. at current prices, it accounts for 1.5 per cent of GSDP.
- Predominantly an agricultural and service focused district, these two sectors account for 40% and 52% of NSDP respectively.
- The district is the third in terms of Worker Population Ratio (WPR)
- Rich in agriculture and agro-allied industries, the district also has some of the medium and small handloom industries, flourmills, paper industries, tea processing industries, jute and bamboo products and rice mills along with presence of tourism, banking and financial services.

Demography

#	Indicator	Dakshin Dinajpur	West Bengal
1	Population, No, 2021	18,69,307	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	960	967
3	Urban population as a percentage of total population, %, 2021	15.15	46.2
4	Literacy rate, %, 2011	64.65	76.26
5	Population density (persons per sq. Km), 2021	842	1,171

Workforce

#	Indicator	Dakshin Dinajpur	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	8,06,542	4,11,33,450
2	Workforce participation rate, %, 2021	43.1	39.6
3	Male workforce participation rate, %, 2021	61.1	59.6
4	Female workforce participation rate, %, 2021	24.5	18.9
5	Main workers as a percentage of total population, %, 2021	31.5	29.1
6	Marginal workers as a percentage of total population, %, 2021	11.8	10.3
7	Non-workers as a percentage of total population, %, 2021	56.8	60.6
8	Labour force participation rate, %, 2021	60.8	58.0
9	Working age population as percentage of total population, %, 2021	71.0	72.2



GDDP: INR 19,211 Cr.

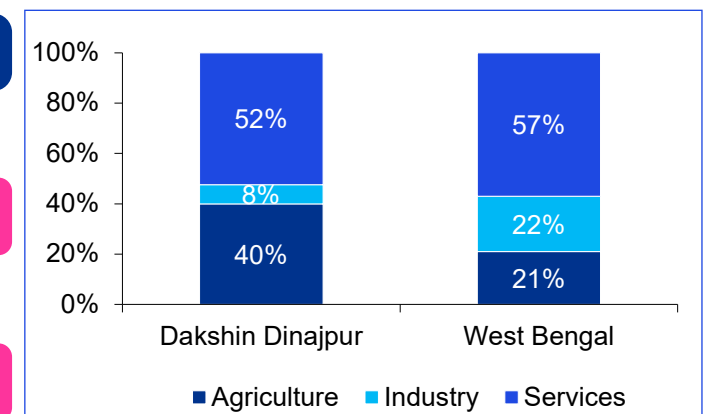


Per capita GSDP: INR 1,02,770



Investments: INR 483 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Dakshin Dinajpur have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Healthcare	Construction	Food Processing	Transportation
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Animal health worker; Small poultry farmer; Broiler farm supervisor; Seed Processing Plant Technician; Agri Commodity Procurement Manager; Paddy Farmer, Temperate Fruit Grower	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator	Food Products Packaging Technician; Grain Mill Operator; Pulse Processing Technician; Dairy Products Processor; Milling Technician; Chief Miller; Cold Storage Technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5
Wholesale & Retail Trade	Fisheries	Tourism & Hospitality	Banking & Financial Services	Other Services
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer; Retail Store Manager; Distributor Salesman	Hatchery Production Worker, Freshwater Aquaculture Farmer, Fishing Boat Mechanic, Aquaculture Worker, Fish Seed Grower, Shrimp Farmer, Brackishwater Aquaculture Farmer, Fish Seed Grower, Seaweed Cultivator, Supply Chain Field Assistant; Deep Sea Fisher; Fish Retailer;	Multi-Cuisine Cook; Housekeeping Attendant; Facility Management Executive; Ticketing Consultant; Guest Relations Manager; Front Office Associate; Tour Vehicle Driver; Taxi/ commercial vehicle driver	Life Insurance Agent; Small & Medium Enterprise Officer; Micro Finance Executive; Loan Processing Officer; Accounts Executive; Accounts Executive (Payroll)	Supply Chain Field Assistant; Bamboo Mat Weaver; Bamboo Basket Maker; Bamboo Utility Handicraft Assembler; Jute Screen Printer; Jute Product Stitching Operators

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Dakshin Dinajpur	West Bengal
1	Industry-led Model (DSRI)	572	12,898
2	Lol-based Model	974	38,606
3	Recognition of Prior Learning	4,248	75,633
4	PMKVY	240	33,148
5	DDU-GKY	165	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	5,76,261	6,16,712
2	Industries	67,968	73,514
3	Services	1,83,920	2,04,300
Total		8,28,149	8,94,526

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	40,460	5,664
2	Industries	5,545	739
3	Services	20,380	2,717
Total		66,385	9,121



Key Recommendations

- Mainstream fisheries as an organized sector and develop relevant training module and infrastructure to generate livelihood
- Encourage collaboration with industry partners and industry associations to develop need specific training courses and create placement linkages, especially near Balurghat, Gangarampur
- Design, develop, roll out indigenous courses in sectors handicrafts especially pottery. Major Clusters include - Kadihat Pottery Cluster and Koil-Aligara Pottery Cluster.
- Establish Migration Support Centre for regular counselling, placement and post-placement support for migrated youth
- Provide skill training with a focus on handicrafts items, bamboo products, Textile products and food processing
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers for quality teaching and learning

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

06

Murshidabad



Murshidabad – Brief Overview



Demography & Economy

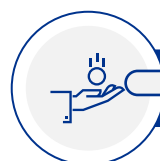
- One of the largest districts of the State, Murshidabad accounts for about 8.2 per cent of the State's population.
- The district is fifth leading population density in the State
- The district stands at sixth in terms of measure of urban population in the State.
- With an estimated GDDP of about INR 74,546 Cr. at current prices, it accounts for 5.7 per cent of GSDP.
- The district features among the Top Ten districts that are experiencing urbanisation.
- Dependent on services and agriculture, they account for 47 per cent and 35 per cent of the NSDP respectively.
- The district is sixth in terms of Labour Force Participation rate (LFPR) and is one of the top ten districts contributing to the GSDP of the State
- The district has some of the major industries in the sectors of agriculture and service along with cultivation of silkworms to produce Mulberry silk, food processing units, woodcraft, and ivory in the MSME category. Tourism and hospitality also have scattered presence in the State.

Demography

#	Indicator	Murshidabad	West Bengal
1	Population, No, 2021	86,01,974	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	964	967
3	Urban population as a percentage of total population, %, 2021	31.33	46.2
4	Literacy rate, %, 2011	63.88	76.26
5	Population density (persons per sq. Km), 2021	1,616	1,171

Workforce

#	Indicator	Murshidabad	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	33,45,155	4,11,33,450
2	Workforce participation rate, %, 2021	38.9	39.6
3	Male workforce participation rate, %, 2021	58.6	59.6
4	Female workforce participation rate, %, 2021	18.4	18.9
5	Main workers as a percentage of total population, %, 2021	28.4	29.1
6	Marginal workers as a percentage of total population, %, 2021	11.3	10.3
7	Non-workers as a percentage of total population, %, 2021	60.3	60.6
8	Labour force participation rate, %, 2021	58.4	58.0
9	Working age population as percentage of total population, %, 2021	66.6	72.2



GDDP: INR 74,546 Cr.

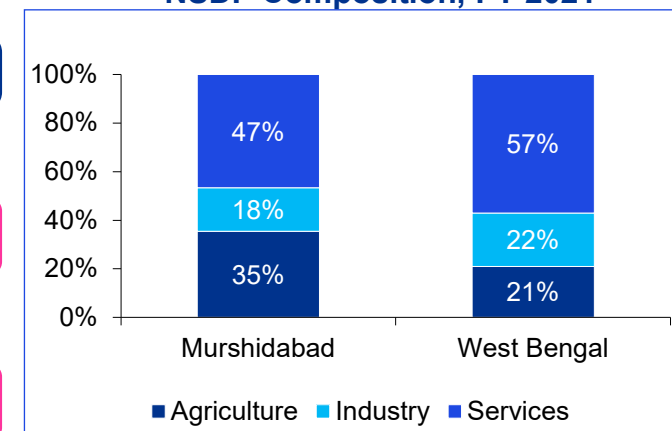


Per capita GSDP: INR 86,662



Investments: INR 11,587 Cr.

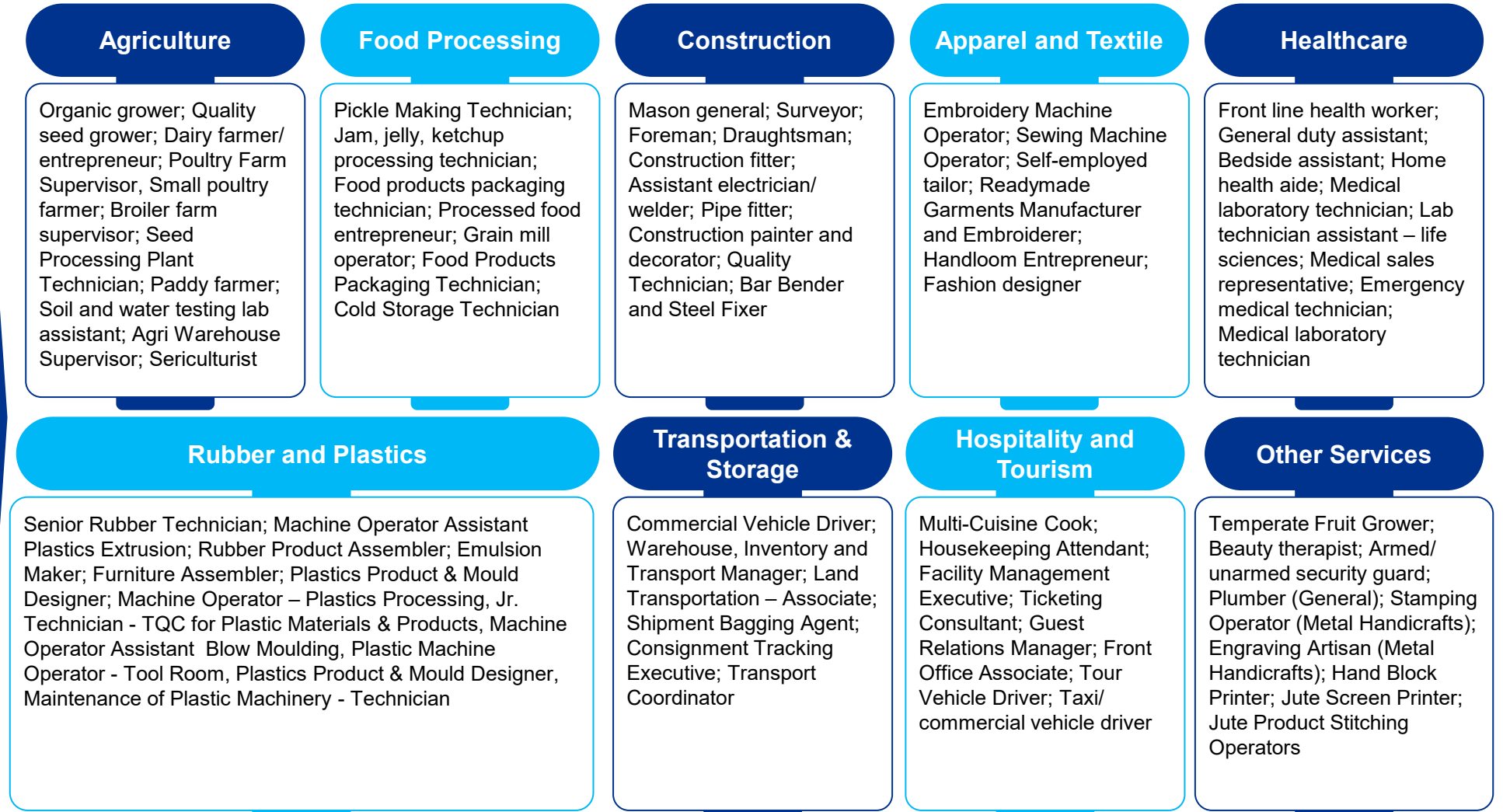
NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Murshidabad have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities



Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Murshidabad	West Bengal
1	Industry-led Model (DSRI)	1,295	12,898
2	Lol-based Model	2,922	38,606
3	Recognition of Prior Learning	13,289	75,633
4	PMKVY	2,937	33,148
5	DDU-GKY	796	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	18,00,384	19,26,794
2	Industries	9,43,326	10,20,282
3	Services	6,03,163	6,70,000
Total		33,46,873	36,17,076

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	1,26,410	17,697
2	Industries	76,955	10,261
3	Services	66,836	8,912
Total		2,70,201	36,870



Key Recommendations

- Enhance training capacities in vocational education infrastructure and establish industry linkage for market aligned skilling courses
- Ensure collaboration with private training providers and industry partners to implement placement driven training.
- Create training infrastructure and facilities close to sourcing clusters, including MSME Hubs, focused on construction, logistics, retail, hospitality, security services, Plastic Products, Brass & Bell Metal
- Establish Migration Support Centres (MSCs) to counsel migrated youth and ensure training, placement and post-placement support
- Develop training support and infrastructure in animal husbandry, sericulture and indigenous sectors such as pottery, jute products, silk products, etc.
- Strengthen the existing training infrastructure and program delivery and focus on resource mobilization and training of trainers

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

07

North 24 Parganas



North 24 Parganas – Brief Overview



Demography & Economy

- The seventh largest district of the State, North 24 Parganas accounts for about 10.7 per cent of the State's population.
- The district is the third leading in terms of population density (after Kolkata and Howrah)
- The district is the highest contributor to the GSDP of the State and plays a pivotal role in its economy.
- With an estimated GDDP of about INR 1,58,142 Cr. at current prices, it accounts for 12.2 per cent of GSDP.
- The district is third highest in Sex Ratio among all districts in the State.
- With a presence of notable industrial infrastructure and multinational companies, the district is the third in terms of urbanisation (after Howrah district).
- The district has the fifth lowest Worker Population Ratio (WPR) and second least Labour Force Participation rate (LFPR)
- The district has some of the major industries in the sectors of agriculture and agri-allied sectors, along with extensive presence of fisheries, IT-ITeS, iron & steel, chemicals, retail, healthcare, hospitality, tourism, construction sectors. The MSME sector has also seen a steady growth in the district mainly in embroidery work, agarbatti making, coir brush making units

Demography

#	Indicator	North 24 Parganas	West Bengal
1	Population, No, 2021	1,12,14,742	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	985	967
3	Urban population as a percentage of total population, %, 2021	61.99	46.2
4	Literacy rate, %, 2011	84.06	76.26
5	Population density (persons per sq. Km), 2021	2,739	1,171

Workforce

#	Indicator	North 24 Parganas	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	42,69,014	4,11,33,450
2	Workforce participation rate, %, 2021	38.07	39.6
3	Male workforce participation rate, %, 2021	61.38	59.6
4	Female workforce participation rate, %, 2021	14.39	18.9
5	Main workers as a percentage of total population, %, 2021	31.74	29.1
6	Marginal workers as a percentage of total population, %, 2021	6.51	10.3
7	Non-workers as a percentage of total population, %, 2021	61.76	60.6
8	Labour force participation rate, %, 2021	53.0	58.0
9	Working age population as percentage of total population, %, 2021	71.57	72.2



GDDP: INR 1,58,142 Cr.

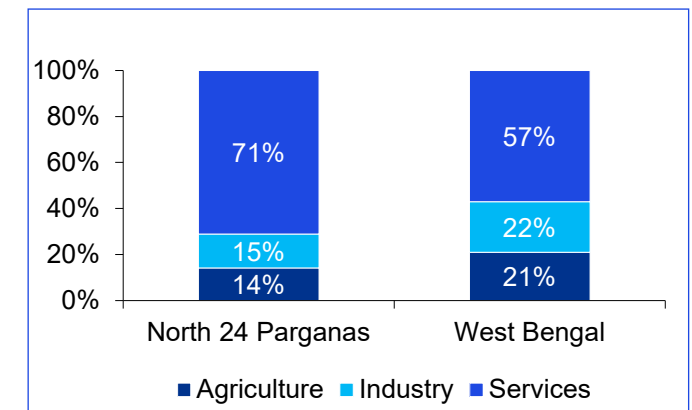


Per capita GSDP: INR 1,41,012



Investments: INR 91,207 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of North 24 Parganas have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

<p>Agriculture</p> <p>Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Animal health worker; Small poultry farmer; Broiler farm supervisor; Seed Processing Plant Technician; Paddy farmer; Soil and water testing lab assistant</p>	<p>Banking and Financial Services</p> <p>Life Insurance Agent; Equity Dealer; Small & Medium Enterprise Officer; Micro Finance Executive; Debt Recovery Agent; Mutual Fund Agent; Business Correspondence & Business Facilitator</p>	<p>Construction</p> <p>Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Quality Technician; Bar Bender and Steel Fixer</p>	<p>Fisheries</p> <p>Fish seed grower; Fisheries extension associate; Aqua culture worker; Shrimp farmer; Supply Chain Field Assistant; Deep Sea Fisher; Fish Retailer; Fish Retailer; Fisheries Extension Associate; Fishing Boat Maintenance Worker; Freshwater Aquaculture Farmer</p>	<p>Textiles</p> <p>Handloom Entrepreneur; Sewing machine operator; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jute Selector cum Assorter; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer</p>
<p>Wholesale & Retail Trade</p> <p>Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer; Visual Merchandiser; Retail Departmental Manager; Seller Activation Executive</p>	<p>Healthcare</p> <p>Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician</p>	<p>Logistics</p> <p>Courier Supervisor; Warehouse Executive; E-commerce Manager; Land Transportation – Associate; EXIM – Executive; Inventory, Materials Manager; Shipment Bagging Agent; Consignment Tracking Executive</p>	<p>IT-ITeS</p> <p>Design Engineer; Software Engineer; Design Engineer; Software Engineer; Quality Engineer; Hardware Engineer; Analyst-Research; Technical Writer; Database Administrator; Test Engineer; Customer Care Executive-Domestic; Data Associate</p>	<p>Other Services</p> <p>Beauty therapist; Armed/ unarmmed security guard; Mobile phone hardware repair technician; Plumber (General); Agarbatti Packer; Hand Rolled Agarbatti Maker; Master Hand Embroiderer; Merchandiser</p>

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	North 24 Parganas	West Bengal
1	Industry-led Model (DSRI)	659	12,898
2	Lol-based Model	2,111	38,606
3	Recognition of Prior Learning	2,539	75,633
4	PMKVY	5,216	33,148
5	DDU-GKY	2,785	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	12,86,364	13,76,684
2	Industries	10,11,133	10,93,621
3	Services	22,65,721	25,16,782
Total		45,63,218	49,87,087

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	90,319	12,645
2	Industries	82,487	10,999
3	Services	2,51,061	33,476
Total		4,23,867	57,120



Key Recommendations

- Strengthen vocational training infrastructure and ecosystem to increase quality and outreach
- Establish training hub for manpower development of IT-ITeS sector to develop need-based training modules and industry associations
- Promoting skill training centers near Bamboo Craft, Mat Cluster, Gauge & Bandage Cluster, Bori Cluster
- Encourage collaboration with industry partners and industry associations to develop need specific training courses and create placement linkages
- Focus on the enhancement of training (RPL) of informal workers in clusters such as Leather Shoe Clusters, Ashokenagar Conch shell cluster, Ashokenagar Jewelry box and bag, Amdanga Cane and Bamboo Cluster, etc
- Activities like pathological laboratories, offset printing, beauty parlour, fabrication, etc. have enormous scope for exploitation
- Increase focus on women participation in skill development through women-focused training initiatives

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

08

**South 24
Parganas**



South 24 Parganas – Brief Overview



Demography & Economy

- The largest district of the State, South 24 Parganas accounts for about 9.2 per cent of the State's population.
- The district is second largest in population
- The district is one of the major agricultural economy in the State and plays a pivotal role in the State's economy.
- With an estimated GDDP of about INR 1,01,923 Cr. at current prices, it accounts for 7.8 per cent of GSDP.
- The district is fifth in terms of overall Sex Ratio in the State.
- The district is the seventh in terms of urbanisation with
- The district is eighth in terms of Worker Population Ratio (WPR) and seventh in terms of Labour Force Participation rate (LFPR)
- The district is predominantly an agriculture economy and has some of the major contribution from industries in the sectors of pisciculture, forest produce, textiles, apparels, construction, retail along with MSME industries such as earthen pottery, silver ornaments, bamboo and leather products. Tourism and hospitality also contribute to the economy as part of the service sector.

Demography

#	Indicator	South 24 Parganas	West Bengal
1	Population, No, 2021	96,45,375	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	974	967
3	Urban population as a percentage of total population, %, 2021	41.61	46.2
4	Literacy rate, %, 2011	67.77	76.26
5	Population density (persons per sq. Km), 2021	968	1,171

Workforce

#	Indicator	South 24 Parganas	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	39,18,486	4,11,33,450
2	Workforce participation rate, %, 2021	40.63	39.6
3	Male workforce participation rate, %, 2021	61.51	59.6
4	Female workforce participation rate, %, 2021	19.17	18.9
5	Main workers as a percentage of total population, %, 2021	24.8	29.1
6	Marginal workers as a percentage of total population, %, 2021	16.95	10.3
7	Non-workers as a percentage of total population, %, 2021	58.25	60.6
8	Labour force participation rate, %, 2021	58.0	58.0
9	Working age population as percentage of total population, %, 2021	69.68	72.2



GDDP: INR 1,01,923 Cr.

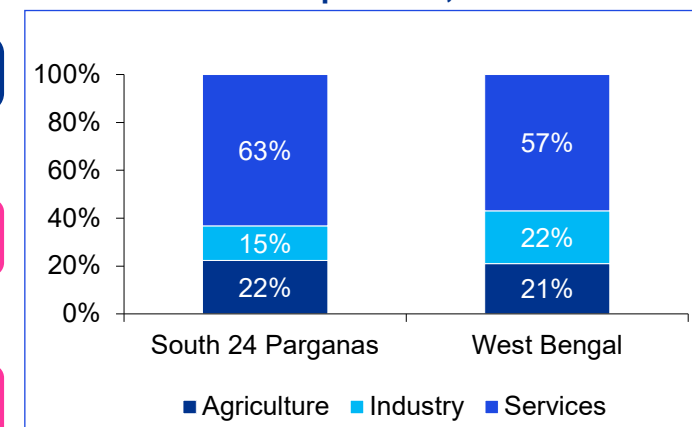


Per capita GSDP: INR 1,05,671



Investments: INR 7,943 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of South 24 Parganas have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Construction	Fisheries	Textiles
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Animal health worker; Small poultry farmer; Broiler farm supervisor; Seed Processing Plant Technician; Paddy farmer; Soil and water testing lab assistant	Pickle Making Technician; Jam, jelly, ketchup processing technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator; Food Products Packaging Technician; Cold Storage Technician	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Quality Technician; Bar Bender and Steel Fixer	Fish seed grower; Fisheries extension associate; Aqua culture worker; Shrimp farmer; Supply Chain Field Assistant; Deep Sea Fisher; Fish Retailer; Fish Retailer; Fisheries Extension Associate; Fishing Boat Maintenance Worker; Freshwater Aquaculture Farmer	Handloom Entrepreneur; Sewing machine operator; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jute Selector cum Assorter; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer
Wholesale & Retail Trade	Healthcare	Hospitality and Tourism	IT-ITeS	Other Services
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Multi-Cuisine Cook; Housekeeping Attendant; Facility Management Executive; Ticketing Consultant; Guest Relations Manager; Front Office Associate; Tour Vehicle Driver; Taxi/ commercial vehicle driver	Design Engineer; Software Engineer; Design Engineer; Software Engineer; Quality Engineer; Hardware Engineer; Analyst-Research; Technical Writer; Database Administrator; Test Engineer; Customer Care Executive-Domestic; Data Associate	Temperate Fruit Grower; Beekeeper; Solar Pump Technician; Solar PV Installer; Mobile phone hardware repair technician Finishing Operator (Finished Leather); Stamping Operator (Metal Handicrafts); Bamboo Utility Handicraft Assembler; Hand Block Printer

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	South 24 Parganas	West Bengal
1	Industry-led Model (DSRI)	785	12,898
2	Lol-based Model	4,619	38,606
3	Recognition of Prior Learning	3,212	75,633
4	PMKVY	2,485	33,148
5	DDU-GKY	2,780	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	11,10,469	11,88,439
2	Industries	9,54,869	10,32,767
3	Services	10,82,936	12,02,935
Total		31,48,274	34,24,141

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	77,969	10,916
2	Industries	77,897	10,387
3	Services	1,19,998	16,001
Total		2,75,864	37,303



Key Recommendations

- Encourage collaboration with industry partners and industry associations to develop need specific training courses and create placement linkages
- Develop and roll out training infrastructure and programs for manpower development in fisheries, earthen pottery, silver ornaments, leather units, Bamboo Products, Bori Making, solar energy, etc.
- Enhance training opportunities for a significantly high proportion of SC population in indigenous job roles of handicrafts sector
- Initiate training programs close to sourcing clusters/ Industry Parks/ MSME clusters etc.
- Develop convergence with other departments to leverage port-based job roles and enhance coastal community development in logistics, construction, shipbuilding, etc.
- Increase focus on women participation in skill development through women-focused training initiatives

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

09

Cooch Behar



Cooch Behar – Brief Overview



Demography & Economy

- The district accounts for about 3.1 per cent of the State's population
- The district is one of the major farming source in the State
- With an estimated GDDP of about INR 29,622 Cr. at current prices, it accounts for 2.3 per cent of GSDP.
- The district has one of the lowest urban population among all the districts in the State.
- Predominantly an agriculture and service focused district, they account for 43 per cent and 49 per cent of the NSDP respectively
- Due to industrial growth in steel, metal and cement, there is radical change in the district in segment such as industry, real estate, IT firms and education
- High on farming activities, the district is the sixth leading in terms of Worker Population Ratio (WPR)
- The district is also rich in the areas of weaving and handicrafts and these industries are known for their traditional techniques, designs and the quality of the products
- The district has potential economic growth in agriculture, cottage industries and tourism

Demography

#	Indicator	Cooch Behar	West Bengal
1	Population, No, 2021	32,05,627	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	935	967
3	Urban population as a percentage of total population, %, 2021	11.60	46.2
4	Literacy rate, %, 2011	65.64	76.26
5	Population density (persons per sq. Km), 2021	946	1,171

Workforce

#	Indicator	Cooch Behar	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	13,16,153	4,11,33,450
2	Workforce participation rate, %, 2021	41.1	39.6
3	Male workforce participation rate, %, 2021	61.8	59.6
4	Female workforce participation rate, %, 2021	18.9	18.9
5	Main workers as a percentage of total population, %, 2021	32.5	29.1
6	Marginal workers as a percentage of total population, %, 2021	8.6	10.3
7	Non-workers as a percentage of total population, %, 2021	58.9	60.6
8	Labour force participation rate, %, 2021	57.1	58.0
9	Working age population as percentage of total population, %, 2021	72.0	72.2



GSDP: INR 29,622 Cr.

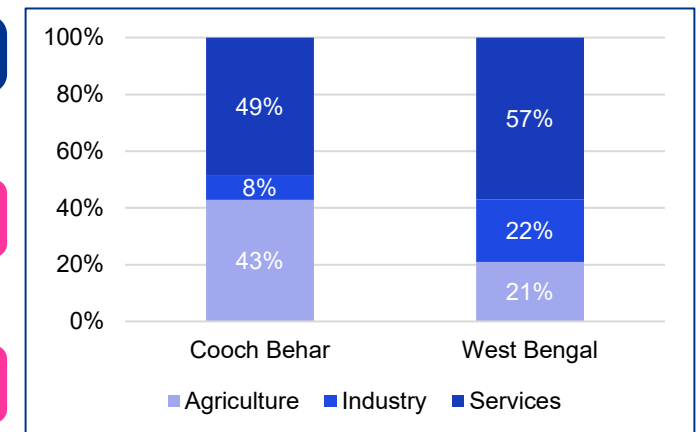


Per capita GSDP: INR 92,406



Investments: Nil

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Cooch Behar have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture

Pulses cultivator; Cereal crop grower; Paddy farmer; Jute cultivator; Sericulturist; Vermicompost producer; Dairy worker; Dairy farmer/entrepreneur; Fish seed grower; Aqua culture worker; Bamboo grower; Cold storekeeper; Livestock service provider; Chilies cultivator

Food Processing

Pickle Making Technician; Jam, jelly, ketchup processing technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator; Food Products Packaging Technician; Cold Storage Technician, Craft bakery; Fish and seafood processing technician; Chief miller

Handicrafts

Carpet weaver; Agarbatti maker; Bamboo work artisan; Wooden toy maker artisan; Assistant wooden toy maker; Jute handloom weaver; Jute product artisans; Jute products stitching operators; Stamping operator (metal handicrafts); Casting operator (metal handicrafts)

Textiles & Apparels

Cutting supervisor; Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Embroidery machine operator; Fabric cutter; Jacquard weaver handloom; Readymade garments manufacturer and embroiderer

Healthcare

Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician

Transportation & Storage

Commercial Vehicle Driver; Warehouse, Inventory and Transport Manager; Land Transportation – Associate; Shipment Bagging Agent; Consignment Tracking Executive; Transport Coordinator, Warehouse, inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead

Construction

Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Quality Technician; Bar Bender and Steel Fixer

Wholesale & Retail Trade

Retail sales association; Retail trainee associate; Retail cashier; Individual sales professional / self-employed retailer; Distributor salesman

Other Services

Armed/unarmed security guard; Make-up artist; Field technician computing and peripherals; Field technician networking and storage; Mobile phone hardware repair technician, PC & TV hardware repair technician; LED light repair technician; Plumber (General); Two-wheeler assistant

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Cooch Behar	West Bengal
1	Industry-led Model (DSRI)	322	12,898
2	Lol-based Model	865	38,606
3	Recognition of Prior Learning	6,365	75,633
4	PMKVY	1,121	33,148
5	DDU-GKY	1,276	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	10,83,832	11,59,931
2	Industries	1,36,786	1,47,945
3	Services	2,61,563	2,90,546
Total		14,82,181	15,98,422

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	76,099	10,654
2	Industries	11,159	1,488
3	Services	28,983	3,865
Total		1,16,241	16,006



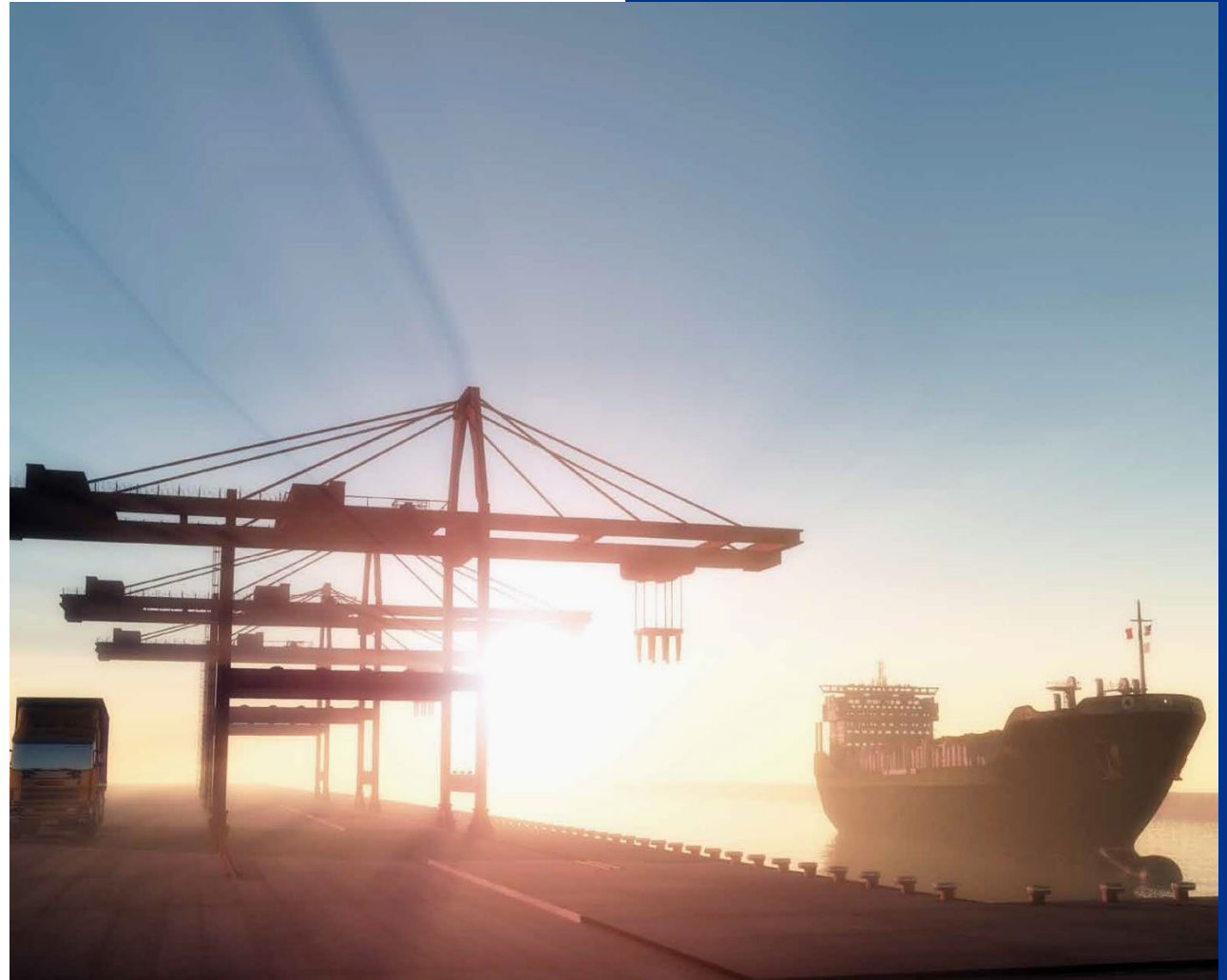
Key Recommendations

- Implementation of modern agricultural techniques
- Design, develop, roll out indigenous courses in sectors like textiles, wood craft, small engineering, handloom and handicrafts etc.
- Focus on agricultural marketing with proper development of roads, rail and cold storage markets
- The district has potential for tourism development, and this can be done through training in hospitality and tour guiding
- Training on modern farming techniques, seed selection, nutrient management, pest control, and post-harvest management can be provided to the farmers to improve their knowledge in terms of best practices for growing specific crops such as rice, jute and wheat
- Special focus on training the marginalized youth near the major jute cluster and cold storage clusters around Dinahata, Toofangunj, Mathabhanga, Haldibari, Mekhligunj
- Vocational training programs can be enhanced by providing more training in the fields of welding, electrical, plumbing, and other skilled trades

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

10

Purba Medinipur



Purba Medinipur – Brief Overview



Demography & Economy

- The district accounts for about 5.6 per cent of the State's population.
- The district is the second lowest in terms of female workforce participation ratio (after Nadia), at 14.1%
- Farming is major source of income of the district along with it pisciculture is also prominent allied activity in the district due to sea coast location
- With an estimated GDDP of about INR 98,479 Cr. at current prices, it accounts for 7.6 per cent of GSDP.
- The district has some major clusters - Cashew nut Processing, Horn Products, Embroidery Garments
- Predominantly an agriculture and service focused district, they account for 25 per cent and 61 per cent of the NSDP respectively
- Dependent on agriculture, floriculture and pisciculture the district is fourth lowest in terms of Labour Force Participation rate (LFPR)
- Rice, wheat, coconut and cashew are prominent crops, petrochemical, port based, and steel-based industries are also prominent

Demography

#	Indicator	Purba Medinipur	West Bengal
1	Population, No, 2021	58,37,417	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	936	967
3	Urban population as a percentage of total population, %, 2021	13.60	46.2
4	Literacy rate, %, 2011	76.99	76.26
5	Population density (persons per sq. Km), 2021	1,239	1,171

Workforce

#	Indicator	Purba Medinipur	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	22,50,731	4,11,33,450
2	Workforce participation rate, %, 2021	38.6	39.6
3	Male workforce participation rate, %, 2021	61.4	59.6
4	Female workforce participation rate, %, 2021	14.1	18.9
5	Main workers as a percentage of total population, %, 2021	20.1	29.1
6	Marginal workers as a percentage of total population, %, 2021	19.6	10.3
7	Non-workers as a percentage of total population, %, 2021	60.3	60.6
8	Labour force participation rate, %, 2021	54.4	58.0
9	Working age population as percentage of total population, %, 2021	70.9	72.2



GSDP: INR 98,479 Cr.

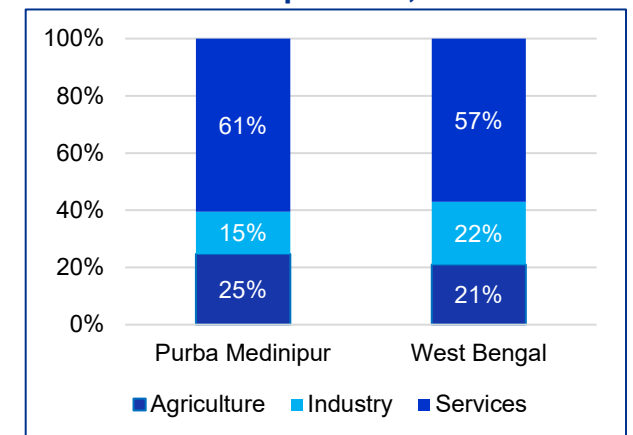


Per capita GSDP: INR 1,68,704



Investments: INR 43,739 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Purba Medinipur have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Textiles & Apparels	Iron & Steel	Healthcare	Hospitality
Organic Grower; Paddy Farmer; Cereal Crop Grower; Florist; Nursery Worker; Livestock Service provider; Fish Seed Grower; Fish Retailer; Shrimp Farmer; Aqua culture worker; Sericulturist; Coconut Grower cum Primary Processor	Cutting Supervisor; Sewing Machine Operator; Self-employed Tailor; Hand Embroider; Embroidery Machine Operator; Fabric Cutter; Jacquard Weaver Handloom; Two Shaft Handloom Weaver; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer	Dumper Operator; Fitter; Machinist; Plasma Cutter; Manual; Utility Hand Plant Operations; Manual Packaging & Marking Operations; Assistant Electrical; Gas Tungsten Arc Welding; House Keeping with Mechanized Equipment	Front Line Health Worker; General Duty Assistant; Bedside Assistant; Home Health Aide; Medical Laboratory Technician; Lab Technician Assistant – Life Sciences; Medical Sales Representative; Emergency Medical Technician; Medical Laboratory Technician	House Keeping Executive; Housekeeping Attendant; Front Office Trainee; Front Office Associate; Front Office Executive; Kitchen Steward; Guest House Caretaker; Billing Executive; Camp Helper; Laundry Associate
Wholesale & Retail Trade	Transportation	Storage	Construction	Other Services
Retail sales association; Retail trainee associate; Retail cashier; Individual sales professional / self-employed retailer; Distributor salesman	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver-petroleum products; Tank lorry driver; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Warehouse , inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead	Mason General; Surveyor; Foreman; Draughtsman; Construction Fitter; Assistant Electrician/ Welder; Pipe Fitter; Construction Painter and Decorator; Lathe Machine Operator	General Housekeeper; Housekeeper cum Cook; Assistant Hair Stylist; Beauty Therapist; Armed/ Unarmed Security Guard; Security Officer; Make-up Artist; Field Technician Networking and Storage; Mobile Phone Hardware Repair Technician; LED Light Repair Technician; Plumber (General)

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Purba Medinipur	West Bengal
1	Industry-led Model (DSRI)	304	12,898
2	Lol-based Model	3,598	38,606
3	Recognition of Prior Learning	2,509	75,633
4	PMKVY	840	33,148
5	DDU-GKY	710	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	8,19,317	8,76,844
2	Industries	3,19,216	3,45,257
3	Services	4,54,524	5,04,889
Total		15,93,057	17,26,990

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	57,527	8,054
2	Industries	26,041	3,472
3	Services	50,365	6,716
Total		1,33,933	18,242



Key Recommendations

- Initiate employability skill training in collaboration with industries, MSME clusters, petrochemical, port based and steel industries
- Focus on skill training initiative especially directed towards women in courses like Hand Embroiderer, Traditional Hand Embroiderer, Applique Artisan, Jute Handloom Weaver, Jute Products Artisan
- Commence training programmes to the job roles related to industries, healthcare and hospitality for sustainable livelihood
- Design, develop, roll out courses in sectors like textiles, food processing, floriculture, handloom and handicrafts etc.
- Demand-led training for the large-scale industries like Indian Oil Corporation, Kolaghat Thermal Power Project, Petro Carbon & Chemical Ltd., Haldia
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Manpower training targets have significant focus on manufacturing sector considering the industrial development in the district

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

11

Paschim Bardhaman



Paschim Bardhaman – Brief Overview



Demography & Economy

- The district accounts for about 1.8 per cent of the State's population.
- The district is the eighth leading in terms of population density (after Kolkata)
- The district is one of the premier districts in value of minerals and plays a pivotal role in the State's economy
- Together Paschim and Purba Bardhaman accounts for an estimated GDDP of INR 1,43,985 Cr. at current prices, it accounts for 11.1 per cent of GSDP.
- There are several units of manufacturing of steel, iron and other metals
- The district is one of the top districts with highest number of people in the working age category
- The district has a rich mineral base along with power source. The traditional industrial base of the region is primarily supported by coal, iron and steel and has experienced a rapid development and new industrial ventures, which comprises of heavy engineering, fertilizers and coal-based chemicals
- The district is famous for coal reserve, minerals such as china clay, fire clay, iron-ore, calcium carbonate, abrasives, silica bricks, Molding sand, etc

Demography

#	Indicator	Paschim Bardhaman	West Bengal
1	Population, No, 2021	32,25,612	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	969	967
3	Urban population as a percentage of total population, %, 2021	81.61	46.2
4	Literacy rate, %, 2011	67.99	76.26
5	Population density (persons per sq. Km), 2021	2,012	1,171

Workforce

#	Indicator	Paschim Bardhaman	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	12,91,195	4,11,33,450
2	Workforce participation rate, %, 2021	40.0	39.6
3	Male workforce participation rate, %, 2021	62.4	59.6
4	Female workforce participation rate, %, 2021	16.9	18.9
5	Main workers as a percentage of total population, %, 2021	28.6	29.1
6	Marginal workers as a percentage of total population, %, 2021	11.7	10.3
7	Non-workers as a percentage of total population, %, 2021	59.7	60.6
8	Labour force participation rate, %, 2021	56.0	58.0
9	Working age population as percentage of total population, %, 2021	71.5	72.2



GSDP: INR 1,43,985 Cr.

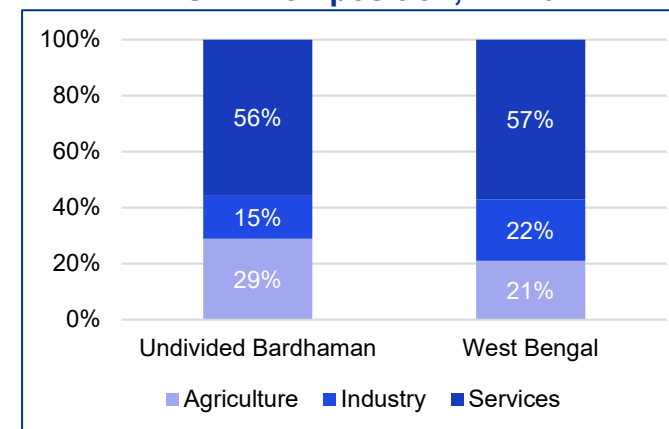


Per capita GSDP: INR 1,66,697



Investments: Nil

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Paschim Bardhaman have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Textiles & Apparels	Iron & Steel	Healthcare	Tourism & Hospitality
Pulses Cultivator; Cereal Crop Grower; Paddy Farmer; Jute Cultivator; Organic Grower; Vermicompost Producer; Citrus fruit Grower; Wheat Cultivator; Sugarcane Cultivator; Oil Seed Grower; Vegetable Grower	Cutting Supervisor; Sewing Machine Operator; Sewing Machine Operator – Knits; Self-employed Tailor; Two Shaft Handloom Weaver; Hand Embroider; Embroidery Machine Operator; Fabric Cutter; Jacquard Weaver Handloom; Readymade Garments Manufacturer and Embroiderer	Dumper Operator; Fitter; Machinist; Plasma Cutter: Manual; Utility Hand Plant Operations; Manual Packaging & Marking Operations; Assistant Electrical; Gas Tungsten Arc Welding; House Keeping with Mechanized Equipment	Front Line Health Worker; General Duty Assistant; Bedside Assistant; Home Health Aide; Medical Laboratory Technician; Lab Technician Assistant – Life Sciences; Medical Sales Representative; Emergency Medical Technician	House Keeping Executive; Housekeeping Attendant; Front Office Trainee; Front Office Associate; Front Office Executive; Kitchen Steward; Guest House Caretaker; Billing Executive; Camp Helper; Laundry Associate
Wholesale & Retail Trade	Transportation	Storage	Construction	Other Services
Retail sales association; Retail trainee associate; Retail cashier; Individual sales professional / self-employed retailer; Distributor salesman	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver-petroleum products; Tank lorry driver; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Warehouse , inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead	Mason General; Surveyor; Foreman; Draughtsman; Construction Fitter; Assistant Electrician/ Welder; Pipe Fitter; Construction Painter and Decorator; Lathe Machine Operator	Safai Karamchari; General Housekeeper; Housekeeper cum Cook; Assistant Hair Stylist; Beauty Therapist; Armed/ Unarmed Security Guard; Security Officer; Make-up Artist; Field Technician Networking and Storage; Mobile Phone Hardware Repair Technician; LED Light Repair Technician; Plumber (General); Two-wheeler service assistant

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Paschim Bardhaman	West Bengal
1	Industry-led Model (DSRI)	565	12,898
2	Lol-based Model	1,076	38,606
3	Recognition of Prior Learning	950	75,633
4	PMKVY	1,139	33,148
5	DDU-GKY	613	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	6,73,934	7,21,252
2	Industries	1,95,490	2,11,438
3	Services	4,01,684	4,46,194
Total		12,71,108	13,78,884

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	47,319	6,624
2	Industries	15,948	2,126
3	Services	44,510	5,935
Total		1,07,776	14,686



Key Recommendations

- Focus on the enhancement of training (RPL) of informal workers in clusters such as Bangabhumi Refractory Cluster and in job roles related to Cement Bloating, Sanitary ware, Granite Decorative Stones, Bone China Crockery etc,
- Focus on skill training on sectors like construction and iron & steel
- Initiate employability skill training in collaboration with government and private players - Durgapur Steel Plant, Burn Standard Co, Eastern Coalfields, Ceramics companies and companies involved in Fly ash bricks
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Organize mobilization campaigns to spread awareness among the youth on Skill development and prepare them for Jobs in IT/ITeS Sector

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

12

Purba Bardhaman



Purba Bardhaman – Brief Overview



Demography & Economy

- The district accounts for about 6.5 per cent of the State's population.
- The district is the ninth leading in terms of population density (after Kolkata)
- The district depends on agricultural activities also rich in MSME activities
- Purba and Paschim Bardhaman, together accounts for an estimated GDDP of INR 1,43,985 Cr. at current prices, it accounts for 11.1 per cent of GSDP.
- The district is the ninth leading in terms of Worker Population Ratio (WPR)
- The district is famous for agricultural activities such as rice, cereals and pulses, cash crops such as mustard, sesame, jute, potatoes and MSME activities such as rice mill, rice bran oil, cold storage, oil mill, chira mill, bakery, L.P.G. gas filling plant, transformer manufacturing/repairing, automobile spare parts etc. other crafts such as clay craft, including terracotta work and idol making, wooden dolls, stone carving, bamboo and cane craft and kantha designing

Demography

#	Indicator	Purba Bardhaman	West Bengal
1	Population, No, 2021	54,12,000	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	969	967
3	Urban population as a percentage of total population, %, 2021	15.02	46.2
4	Literacy rate, %, 2011	67.99	76.26
5	Population density (persons per sq. Km), 2021	998	1,171

Workforce

#	Indicator	Purba Bardhaman	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	21,66,394	4,11,33,450
2	Workforce participation rate, %, 2021	40.0	39.6
3	Male workforce participation rate, %, 2021	62.4	59.6
4	Female workforce participation rate, %, 2021	16.9	18.9
5	Main workers as a percentage of total population, %, 2021	28.6	29.1
6	Marginal workers as a percentage of total population, %, 2021	11.7	10.3
7	Non-workers as a percentage of total population, %, 2021	59.7	60.6
8	Labour force participation rate, %, 2021	56.0	58.0
9	Working age population as percentage of total population, %, 2021	71.5	72.2



GSDP: INR 1,43,985 Cr.

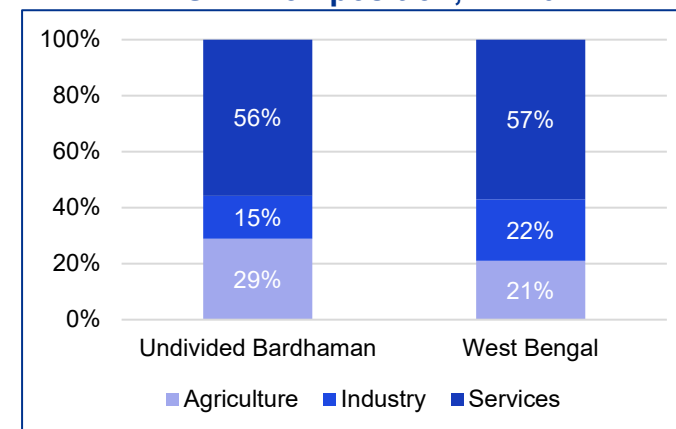


Per capita GSDP: INR 1,66,697



Investments: Nil

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Purba Bardhaman have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Textiles & Apparels	Iron & Steel	Healthcare	Tourism & Hospitality
Pulses Cultivator; Cereal Crop Grower; Paddy Farmer; Jute Cultivator; Organic Grower; Vermicompost Producer; Citrus fruit Grower; Wheat Cultivator; Sugarcane Cultivator; Oil Seed Grower; Vegetable Grower	Cutting Supervisor; Sewing Machine Operator; Sewing Machine Operator – Knits; Self-employed Tailor; Two Shaft Handloom Weaver; Hand Embroider; Embroidery Machine Operator; Fabric Cutter; Jacquard Weaver Handloom; Readymade Garments Manufacturer and Embroiderer	Dumper Operator; Fitter; Machinist; Plasma Cutter; Manual; Utility Hand Plant Operations; Manual Packaging & Marking Operations; Assistant Electrical; Gas Tungsten Arc Welding; House Keeping with Mechanized Equipment	Front Line Health Worker; General Duty Assistant; Bedside Assistant; Home Health Aide; Medical Laboratory Technician; Lab Technician Assistant – Life Sciences; Medical Sales Representative; Emergency Medical Technician	House Keeping Executive; Housekeeping Attendant; Front Office Trainee; Front Office Associate; Front Office Executive; Kitchen Steward; Guest House Caretaker; Billing Executive; Camp Helper; Laundry Associate
Wholesale & Retail Trade	Transportation	Food Processing	Construction	Other Services
Retail sales association; Retail trainee associate; Retail cashier; Individual sales professional / self-employed retailer; Distributor salesman	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver-petroleum products; Tank lorry driver; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Craft Bakery; Food Products Packing Technician; Chief Miller; Grain Mill Operator; Food Products Packaging Technician; Milling technician; Processed food entrepreneur	Mason General; Surveyor; Foreman; Draughtsman; Construction Fitter; Assistant Electrician/ Welder; Pipe Fitter; Construction Painter and Decorator; Lathe Machine Operator	Safai Karamchari; General Housekeeper; Housekeeper cum Cook; Assistant Hair Stylist; Beauty Therapist; Armed/ Unarmed Security Guard; Security Officer; Make-up Artist; Field Technician Networking and Storage; Mobile Phone Hardware Repair Technician; LED Light Repair Technician; Plumber (General); Two-wheeler service assistant

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Purba Bardhaman	West Bengal
1	Industry-led Model (DSRI)	263	12,898
2	Lol-based Model	3,530	38,606
3	Recognition of Prior Learning	788	75,633
4	PMKVY	3,003	33,148
5	DDU-GKY	2,312	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	11,47,508	12,28,078
2	Industries	3,32,861	3,60,015
3	Services	6,83,949	75,9,736
Total		21,64,318	23,47,829

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	80,569	11,280
2	Industries	27,154	3,621
3	Services	75,787	10,105
Total		1,83,511	25,005



Key Recommendations

- Informal / unorganized workers training capacity can be enhanced through RPL and other initiatives
- Design, develop, roll out indigenous courses in handloom – Jamdani and Tangail weavers, Zari & Zardoushi Products
- Focus on skill training on sectors like construction, iron & steel and agro based
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Organize mobilization campaigns to spread awareness among the youth on Skill development and prepare them for Jobs in IT/ITeS Sector
- Design, develop, roll out indigenous courses in sectors like handicrafts, food processing, etc.
- Setup food processing units for exporting products outside the state

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

13

Kolkata



Kolkata – Brief Overview



Demography & Economy

- Kolkata is the district with no rural population and with the highest literacy rate standing at 79.8% (2011)
- The district also bears the highest population density across the state
- With no contribution from the agriculture sector, the district is industry and services heavy driven
- With an estimated GDDP of about INR 1,08,824 Cr. at current prices, it accounts for 8.4 per cent of GSDP and ranks the highest in terms of per capita GSDP.
- High on industrial activities, the district ranks third in both Worker Population Ratio (WPR) and has the highest female workforce participation rate
- The district has varied contributors to economy spanning from food & beverage industries, textile industries, light manufacturing and chemical industries, steel, heavy engineering, mining, minerals, cement, pharmaceuticals, financial service institutions, medical and educational services, legal services, accountancy and credit firms, and various utility services

Demography

#	Indicator	Kolkata	West Bengal
1	Population, No, 2021	44,21,781	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	994	967
3	Urban population as a percentage of total population, %, 2021	100	46.2
4	Literacy rate, %, 2011	79.8	76.26
5	Population density (persons per sq. Km), 2021	23,901	1,171

Workforce

#	Indicator	Kolkata	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	18,77,288	4,11,33,450
2	Workforce participation rate, %, 2021	42.5	39.6
3	Male workforce participation rate, %, 2021	61.9	59.6
4	Female workforce participation rate, %, 2021	22.8	18.9
5	Main workers as a percentage of total population, %, 2021	34.6	29.1
6	Marginal workers as a percentage of total population, %, 2021	11.6	10.3
7	Non-workers as a percentage of total population, %, 2021	53.81	60.6
8	Labour force participation rate, %, 2021	61	58.0
9	Working age population as percentage of total population, %, 2021	69.76	72.2



GDDP: INR 1,08,824 Cr.

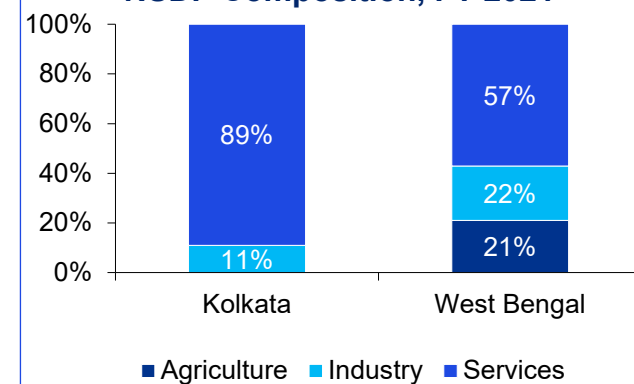


Per capita GSDP: INR 246,110



Investments: INR 92,857 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Kolkata have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

IT & ITeS

Domestic IT helpdesk attendant; customer care executive-domestic-voice/non-voice; domestic data entry operator; domestic biometric data operator; collections executive; CRM domestic voice/non-voice

Capital Goods

Operator- Conventional Milling; Operator - Conventional Surface Grinding Machines; Operator- Conventional Turning; CNC- Vertical Machining Centre; TIG & MIG Welder; Fitter – Fabrication & mechanical assembly

Construction

Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/welder; Pipe fitter; Construction painter and decorator; Lathe machine operator

Tourism & Hospitality

Guest Service Associate & Executive (Front Office); Front Office); Bell desk associate; Front office trainee; Guest Service Executive; Housekeeping Attendant; Guest Service Associate (Housekeeping); Food and Beverage service steward & associate; Trainee /Associate Chef; Counter sales executive

Wholesale and retail trade

Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer, Retail Store Ops Assistant, Retail Trainee Associate, Individual Sales Professional, Digital Cataloguer, Seller Activation Executive

Healthcare

Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician

Transportation & Storage

Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5, Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager

Beauty & Wellness

Assistant hair stylist; Beauty therapist, Make-up artist; Assistant Beauty Therapist, Senior Hair-Dresser & Stylist, Pedicurist and Manicurist, Assistant Beauty & Wellness Consultant, Personal Trainer, Gym Assistant, Spa Therapist

Textiles & Apparels

Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer

Other Services

General Housekeeper; Housekeeper cum Cook; Mobile phone hardware repair technician; Plumber (General), Automotive Sales Executive, Automotive Showroom Host, Four-Wheeler Service Assistant, Maintenance Technician-Service Workshop

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Kolkata	West Bengal
1	Industry-led Model (DSRI)	93	12,898
2	Lol-based Model	116	38,606
3	Recognition of Prior Learning	0	75,633
4	PMKVY	720	33,148
5	DDU-GKY	0	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	47,127	56,0436
2	Industries	4,19,162	4,53,357
3	Services	14,36,157	15,95296
Total		19,02,446	20,99,088

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	3,309	463
2	Industries	34,195	4560
3	Services	1,59,138	21,219
Total		1,96,642	26,242



Key Recommendations

- Enhance training capacity for informal workers through RPL and other initiatives
- Initiate training programs close to sourcing clusters/ Industry Parks/ MSME clusters etc.
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Leverage existing infrastructure in ITIs, Polytechnics, Tool rooms, Common Facility Centres (CFCs) etc. existing in the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

14

Hooghly



Hooghly – Brief Overview



Demography & Economy

- The district accounts for about 5.81 per cent of the State's population and the district is the fourth largest in terms of population density in the state
- It is the 2nd top district in terms of Male workforce participation rate
- The district also has the 4th highest working-age population
- The district is agriculture-based in the State and plays a pivotal role in the State's economy.
- With an estimated GSDP of about INR 82,783 Cr. at current prices, accounting for about 6.4 per cent of the state GSDP.
- The district features among one of the Top Ten developing districts in terms of per capita GSDP.
- High on agriculture and agro-allied activities, agriculture accounts for twenty-two per cent of the NSDP. The industry development is there in agro allied industry.
- The district has industry in textile, steel and alloys, brass and bell metal and HDPE rope, jute-based units, apparels, medicine plant, steel products and domestic plastic products.

Demography

#	Indicator	Hooghly	West Bengal
1	Population, No, 2021	60,41,473	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	975	967
3	Urban population as a percentage of total population, %, 2021	44.6	46.2
4	Literacy rate, %, 2011	73.9	76.26
5	Population density (persons per sq. Km), 2021	1,919	1,171

Workforce

#	Indicator	Hooghly	West Bengal
1	Total workers(main workers and marginal workers),No.2021	24,92,542	4,11,33,450
2	Workforce participation rate,% 2021	41.26	39.60
3	Male workforce participation rate, % 2021	65.60	59.60
4	Female workforce participation rate, % 2021	16.28	18.9
5	Main workers as a percentage of total population,%- 2021	31.85	29.10
6	Marginal workers as a percentage of total population,% 2021	9.59	10.30
7	Non-workers as a percentage of total population, % 2021	58.56	60.60
8	Labour force participation rate,% 2021	57.00	58.00
9	Working age population as percentage of total population,% 2021	71.85	72.20



GDDP: INR 82,783 Cr.

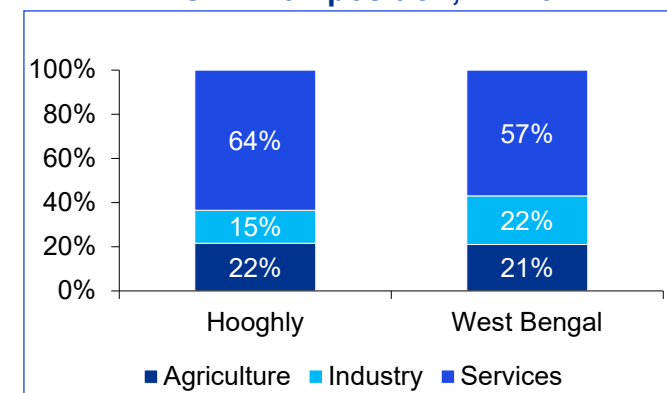


Per capita GSDP: INR 1,37,025



Investments: INR 19,136Cr

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Hooghly have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture & Pisciculture

Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer, poultry and livestock

Food Processing

Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator

Construction

Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator;

Jute Processing

Jute machine operator, Jute and Mesta cultivator, Jute beaming operator, Jute carding operator, Jute selector cum assorter, Jute product stitching operator

Textiles & Apparels

Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroiders; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer

Wholesale & Retail Trade

Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer

Healthcare

Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician

Transportation & Storage

Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5, Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator

Gems & Jewelry

Jewelry designer; Jewelry designer – CAD; Polisher and cleaner; Tagger and labeler; Casting machine operator; Polishing supervisor; Gemstone facet maker; Bottom polisher

Tourism & Hospitality

Hotel Manager, tour guide and operator, chef, Front desk operator, housekeeping staff, quality control manager, store assistant, Front Office Trainee; Front Office Associate; Front Office Executive; Kitchen Steward; Guest House Caretaker; Billing Executive

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Hooghly	West Bengal
1	Industry-led Model (DSRI)	1,186	12,898
2	Lol-based Model	1,153	38,606
3	Recognition of Prior Learning	3,735	75,633
4	PMKVY	1,079	33,148
5	DDU-GKY	2,358	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	10,16,458	10,87,826
2	Industries	6,07,992	6,57,592
3	Services	8,97,533	9,96,988
	Total	25,21,983	27,42,406

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	71,368	9,992
2	Industries	49,599	6,614
3	Services	99,454	13,261
	Total	2,20,421	29,867



Key Recommendations

- Enhance training capacity for informal/ unorganized workers through STT, RPL and other initiatives
- Design, develop, roll out indigenous courses in sectors like textiles, handicrafts, food processing, small engineering, jute processing, poultry, handloom and handicrafts etc.
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Leverage existing infrastructure in ITIs, Polytechnics, Tool rooms, Common Facility Centres (CFCs) etc. existing in the district
- Initiate employability skill training in collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

15

Uttar Dinajpur



Uttar Dinajpur – Brief Overview



Demography & Economy

- The district accounts for about 3.56 per cent of the State's population
- It has the lowest workforce participation rate in the entire state, standing at 33.39%
- The district is agriculture-based in the State and plays a pivotal role in the State's economy.
- With an estimated GSDP of about INR 26,308 Cr. at current prices, accounting for about 2 per cent of the state GSDP.
- High on agriculture and agro-allied activities, agriculture accounts for forty per cent of the NSDP. The industry development is in very nascent stage with few agro allied industries coming up.
- The district has some of the small scale and cottage industries in agro and agro based manufacturing, food processing and packaging.

Demography

#	Indicator	Uttar Dinajpur	West Bengal
1	Population, No, 2021	37,03,365	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	939	967
3	Urban population as a percentage of total population, %, 2021	12.03	46.2
4	Literacy rate, %, 2011	49.54	76.26
5	Population density (persons per sq. Km), 2021	1,179	1,171

Workforce

#	Indicator	Uttar Dinajpur	West Bengal
1	Total workers(main workers and marginal workers),No.2021	12,36,709	4,11,33,450
2	Workforce participation rate,% 2021	33.39	39.60
3	Male workforce participation rate, % 2021	51.22	59.60
4	Female workforce participation rate, % 2021	14.41	18.9
5	Main workers as a percentage of total population,%- 2021	25.61	29.10
6	Marginal workers as a percentage of total population,% 2021	7.78	10.30
7	Non-workers as a percentage of total population, % 2021	66.61	60.60
8	Labour force participation rate,% 2021	54.30	58.00
9	Working age population as percentage of total population,% 2021	61.54	72.20

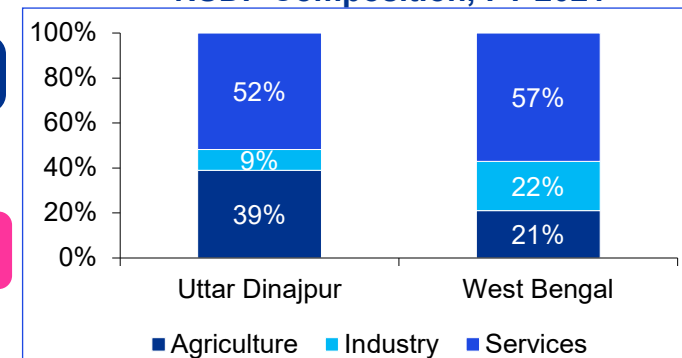


GDDP: INR 26,309 Cr.



Per capita GSDP: INR 71,040

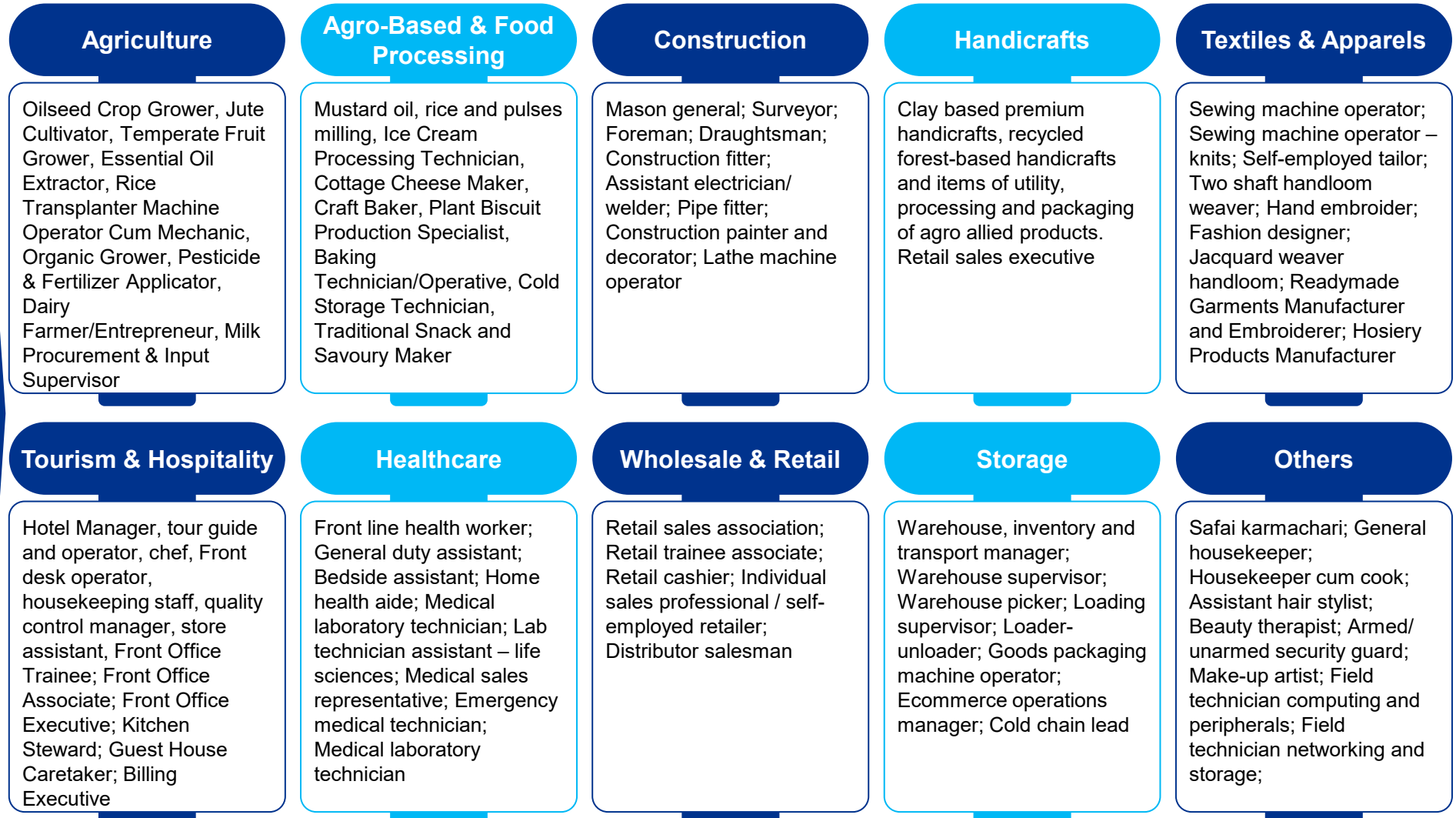
NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Uttar Dinajpur have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities



Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Uttar Dinajpur	West Bengal
1	Industry-led Model (DSRI)	246	12,898
2	Lol-based Model	1,198	38,606
3	Recognition of Prior Learning	1,884	75,633
4	PMKVY	1,350	33,148
5	DDU-GKY	421	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	8,99,140	9,62,271
2	Industries	1,75,588	1,89,913
3	Services	2,70,271	3,00,220
Total		13,44,999	14,52,404

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	63,131	8,838
2	Industries	14,324	1,910
3	Services	29,948	3,993
Total		1,07,404	14,742



Key Recommendations

- Enhance training capacity for informal/ unorganized workers through RPL and other initiatives
- Initiate training programs close to sourcing clusters/ Industry Parks/ MSME clusters etc.
- Design, develop, roll out indigenous courses in sectors like textiles, handicrafts, food processing, small engineering, metal works, handloom and handicrafts etc.
- Skill training in Pisciculture sector can also be exploited along with Agro-based, Rubber & Plastic Industries
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centers of Excellence, Community Skills Parks etc.
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Focus on training of agro allied and organic sectors

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

16

Paschim Medinipur



Paschim Medinipur – Brief Overview



Demography & Economy

- The district accounts for about 5.25 per cent of the State's population and covers approx. 7.12% percent of area.
- The district is industry and service based in the State and plays a pivotal role in the State's economy.
- Agriculture is one of the key source of the livelihood in the district, with key agricultural crops being – Potato, rice, wheat, Jute, gram, rapeseed, etc.
- The district has an estimated GSDP of about INR 72,423 Cr. at current prices, accounting for about 5.57 per cent of the state GSDP.
- Major industry clusters in the district are in Metal fabrication and furniture and Wooden furniture and allied products followed by clay and ceramics
- The district is one of the major industrial hubs in the state. Food processing, cashew and fishery, steel units, rice and wheat mills, cement units, chemical and chemical products, mechanical, electrical and electronics, construction materials are the focused sectors.
- In MSME sector, the major demand in the district is around warehousing and support activities, manufacture of food products, and manufacture of tobacco products

Demography

#	Indicator	Paschim Medinipur	West Bengal
1	Population, No, 2021	54,71,467	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	964	967
3	Urban population as a percentage of total population, %, 2021	13.45	46.2
4	Literacy rate, %, 2011	79.04	76.26
5	Population density (persons per sq. Km), 2021	868	1,171

Workforce

#	Indicator	Paschim Medinipur	West Bengal
1	Total workers(main workers and marginal workers),No.2021	23,87,844	4,11,33,450
2	Workforce participation rate,% 2021	43.64	39.60
3	Male workforce participation rate, % 2021	62.24	59.60
4	Female workforce participation rate, % 2021	24.35	18.9
5	Main workers as a percentage of total population,%- 2021	23.25	29.10
6	Marginal workers as a percentage of total population,% 2021	21.51	10.30
7	Labour force participation rate,% 2021	62.43	58.00



GSDP: INR 72,423 Cr.

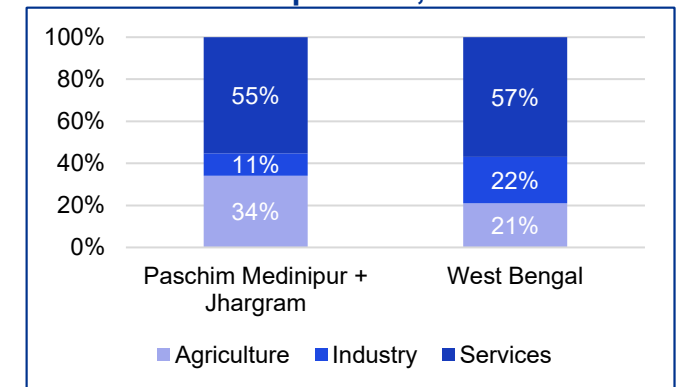


Per capita GSDP: INR 1,32,366



Investments: INR 9,312 Cr

NSDP Composition, FY 2021



Source: CMIE, District Website, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Paschim Medinipur have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture

Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer, poultry and livestock

Food Processing

Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; cashew and allied processing

Construction

Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator;

Gems & Jewellery

Jewellery designer; Jewellery designer – CAD; Polisher and cleaner; Tagger and labeler; Casting machine operator; Polishing supervisor; Gemstone facet maker; Bottom polisher

Tourism & Hospitality

Hotel Manager, tour guide and operator, chef, Front desk operator, housekeeping staff, quality control manager, store assistant

Wholesale & Retail Trade

Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer

Healthcare

Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician

Transportation

Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5

Storage

Warehouse, inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead

Handicrafts & Agro allied

Forest and seashell based premium handicrafts, recycled forest-based handicrafts and items of utility, processing and packaging of agro allied products. Retail sales executive, store manager, accountant

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Paschim Medinipur	West Bengal
1	Industry-led Model (DSRI)	316	12,898
2	Lol-based Model	269	38,606
3	Recognition of Prior Learning	1,829	75,633
4	PMKVY	2,471	33,148
5	DDU-GKY	210	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	11,55,520	12,36,652
2	Industries	2,02,601	2,19,129
3	Services	4,01,311	4,45,780
	Total	17,59,432	19,01,561

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	81,132	11,359
2	Industries	16,528	2,204
3	Services	44,469	5,929
	Total	1,42,129	19,492



Key Recommendations

- Enhance training capacity for informal/ unorganized workers through STT, RPL and other initiatives
- Initiate training programs in sectors like – Iron & Steel, Capital goods, Construction, IT/ITeS
- Focus on skill development courses that can help increase female workforce participation
- Design, develop, roll out indigenous courses in sectors like textiles, handicrafts, food processing, small engineering, jute processing, poultry, handloom and handicrafts etc.
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Leverage existing infrastructure in ITIs, Polytechnics, Tool rooms, Common Facility Centres (CFCs) etc. existing in the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

17

Jhargram



Jhargram – Brief Overview



Demography & Economy

- The district accounts for about 1.09 per cent of the State's population and covers 3.42 percent of area.
- The district is one of the smallest in terms of population density in the state.
- The district is agriculture based in the State and plays a pivotal role in the State's economy.
- The district being an agriculture-allied district , agriculture, horticulture and forestry contributes a major part in the GSDP. Agriculture accounts for only seven per cent of the GSDP.
- The district has potential for growth in Industrial and services sector.
- High on agro-allied and forestry activities, The main economy is business and cultivation. There are also some textiles and agro based and agro allied industries. Tourism is also one of the important contributors for economy in Jhargram.

Demography

#	Indicator	Jhargram	West Bengal
1	Population, No, 2021	13,02,505	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	964	967
3	Urban population as a percentage of total population, %, 2021	3.48	46.2
4	Literacy rate, %, 2011	70.92	76.26
5	Population density (persons per sq. Km), 2021	431	1,171

Workforce

#	Indicator	Jhargram	West Bengal
1	Total workers(main workers and marginal workers),No.2021	5,68,436	4,11,33,450
2	Workforce participation rate,% 2021	43.64	39.60
3	Male workforce participation rate, % 2021	62.24	59.60
4	Female workforce participation rate, % 2021	24.35	18.9
5	Main workers as a percentage of total population,%- 2021	23.25	29.10
6	Marginal workers as a percentage of total population,% 2021	21.51	10.30
7	Non-workers as a percentage of total population, % 2021	55.24	60.60
8	Labour force participation rate,% 2021	62.43	58.00
9	Working age population as percentage of total population,% 2021	69.90	72.20



GSDP: INR 76,172 Cr

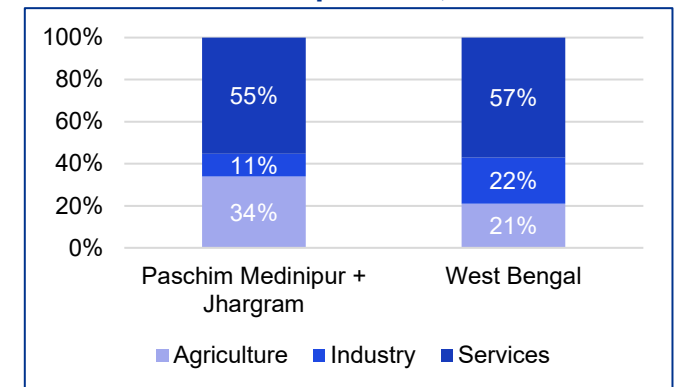


Per capita GSDP: INR 6702 Cr



Investments: NIL

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Jhargram have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Construction	Manufacture of Textiles	Tourism & Hospitality
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer, poultry and livestock	Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; cashew and allied processing	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator;	Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer	Hotel Manager, tour guide and operator, chef, Front desk operator, housekeeping staff, quality control manager, store assistant
Wholesale & Retail Trade	Healthcare	Transportation	Storage	Others
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Warehouse, inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead	Safai karamchari; General housekeeper; Housekeeper cum cook; Assistant hair stylist; Beauty therapist; Armed/ unarmmed security guard; Make-up artist; Field technician computing and peripherals; Field technician networking and storage;

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Jhargram	West Bengal
1	Industry-led Model (DSRI)	118	12,898
2	LoI-based Model	170	38,606
3	Recognition of Prior Learning	999	75,633
4	PMKVY	0	33,148
5	DDU-GKY	0	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	275,076	294,390
2	Industries	48,230	52,165
3	Services	95,534	106,120
Total		418,840	452,675

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	19,314	2,704
2	Industries	3,935	525
3	Services	10,586	1,412
Total		33,834	4,640



Key Recommendations

- Enhance training capacity for informal/unorganized workers through RPL and other initiatives in indigenous sectors/ industries
- Design, develop, roll out indigenous courses in sectors like Handloom, Handicrafts, Food processing, Small engineering, Traditional gems and jewellery, Bamboo craft; etc.
- Encourage participation of females, PwDs, SHGs, tribals, and other disadvantaged communities in skill development and vocational education
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with local industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Increased focus on skilling and vocational education in tourism and hospitality with major focus on homestays, local cuisines, tour guides, tour and travel operators, and other tourism-based job-roles etc.

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

18

Alipurduar



Alipurduar – Brief Overview



Demography & Economy

- The district accounts for about 1.64 per cent of the State's population and covers 3.14 percent of area.
- The district is one of the smallest in terms of population density in the state.
- The district is agriculture based in the State and plays a pivotal role in the State's economy.
- The district being an agriculture-based district, agriculture, horticulture and forestry contributes a major part in the GSDP.
- The district has potential for growth in Industrial and services sector.
- High on agricultural activities, agriculture accounts for fifty-five per cent of the NSDP.
- The economy of Alipurduar is based on agriculture, forest, timber and tea. Tea plantation and processing of tea is the main industry here.

Demography

#	Indicator	Alipurduar	West Bengal
1	Population, No, 2021	17,05,551	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	948	967
3	Urban population as a percentage of total population, %, 2021	20.62	46.2
4	Literacy rate, %, 2011	64.52	76.26
5	Population density (persons per sq. Km), 2021	612	1,171

Workforce

#	Indicator	Alipurduar	West Bengal
1	Total workers(main workers and marginal workers),No.2021	6,79,312	4,11,33,450
2	Workforce participation rate,% 2021	39.83	39.60
3	Male workforce participation rate, % 2021	57.94	59.60
4	Female workforce participation rate, % 2021	21.04	18.9
5	Main workers as a percentage of total population,%- 2021	29.44	29.10
6	Marginal workers as a percentage of total population,% 2021	10.53	10.30
7	Non-workers as a percentage of total population, % 2021	60.03	60.60
8	Labour force participation rate,% 2021	54.75	58.00
9	Working age population as percentage of total population,% 2021	72.75	72.20



GSDP: INR 50,640 Cr.

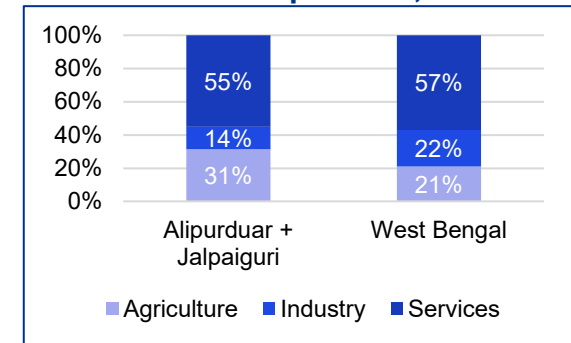


**Per capita GSDP:
INR 1,14,832**



Investments: NIL

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Alipurduar have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Construction	Manufacture of Textiles	Tourism & Hospitality
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer, poultry and livestock	Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; cashew and allied processing	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator;	Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer	Hotel Manager, tour guide and operator, chef, Front desk operator, housekeeping staff, quality control manager, store assistant
Wholesale & Retail Trade	Healthcare	Transportation	Storage	Handicrafts & Agro allied
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Warehouse, inventory and transport manager; Warehouse supervisor; Warehouse picker; Loading supervisor; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead	Himalayan local premium handicrafts, recycled forest-based handicrafts and items of utility, processing and packaging of agro allied products. Retail sales executive, store manager, accountant

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Alipurduar	West Bengal
1	Industry-led Model (DSRI)	1,046	12,898
2	LoI-based Model	171	38,606
3	Recognition of Prior Learning	1,125	75,633
4	PMKVY	804	33,148
5	DDU-GKY	487	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	382,655	409,522
2	Industries	98,476	106,510
3	Services	201,117	223,402
Total		682,248	739,434

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	26,867	3,761
2	Industries	8,034	1,071
3	Services	22,285	2,972
Total		57,186	7,804



Key Recommendations

- Enhance training capacity for informal/unorganised workers through RPL and other initiatives
- Initiate training programs close to sourcing clusters/ Industry Parks/ MSME clusters etc.
- Design, develop, roll out indigenous courses in sectors like textiles, handicrafts, food processing, small engineering, gems and jewellery, handloom and handicrafts etc.
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Leverage existing infrastructure in ITIs, Polytechnics, Tool rooms, Common Facility Centres (CFCs) etc. existing in the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Training on tourism, handicrafts and agro allied sectors with focus on eco-friendly, biodegradable and recyclable products.

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

19

Jalpaiguri



Jalpaiguri – Brief Overview



Demography & Economy

- The district accounts for about 2.6 per cent of the State's population and has one of the highest working age population
- The district is one of the smallest leading in terms of population density.
- The district is agriculture , forestry and tourism based in the State and plays a pivotal role in the State's economy.
- High on agriculture and agro-allied activities, agriculture accounts for seven per cent of the NSDP. The industries are developing in scattered manner based on economies of scale.
- The district economy is dependent on Tea, Timber and Tourism. Small scale and cottage industries with production of woollen garments, cane crafts, wicker baskets, wooden furniture and bamboo works. Siliguri Jalpaiguri Development Authority (SJDA) is setting up electronics based industrial belt here.

Demography

#	Indicator	Jalpaiguri	West Bengal
1	Population, No, 2021	27,04,380	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	956	967
3	Urban population as a percentage of total population, %, 2021	27.38	46.2
4	Literacy rate, %, 2011	64.52	76.26
5	Population density (persons per sq. Km), 2021	799	1,171

Workforce

#	Indicator	Jalpaiguri	West Bengal
1	Total workers(main workers and marginal workers),No.2021	10,77,141	4,11,33,450
2	Workforce participation rate,% 2021	39.83	39.60
3	Male workforce participation rate, % 2021	57.94	59.60
4	Female workforce participation rate, % 2021	21.04	18.9
5	Main workers as a percentage of total population,%- 2021	29.44	29.10
6	Marginal workers as a percentage of total population,% 2021	10.53	10.30
7	Non-workers as a percentage of total population, % 2021	60.03	60.60
8	Labour force participation rate,% 2021	54.75	58.00
9	Working age population as percentage of total population,% 2021	72.75	72.20



GDDP: INR 50,640 Cr.

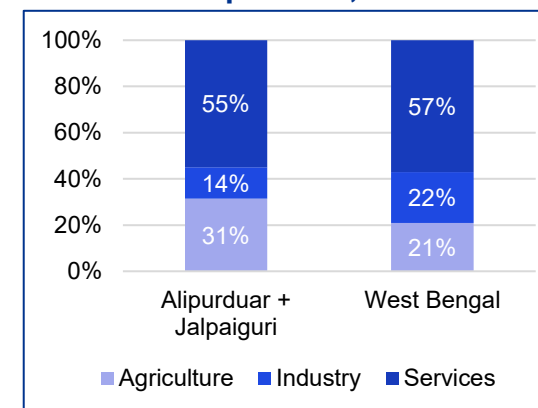


Per capita GSDP: INR 1,14,832



Investments: INR 9,312 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Jalpaiguri have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Construction	Gems & Jewellery	Textiles & Apparels
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer	Rice, pulses and ground nut milling, dairy and dairy products, breweries and distillery, jam, jelly, pickles and ketchup etc. processed food manufacture & packaging.	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator	Jewellery designer; Jewellery designer – CAD; Polisher and cleaner; Tagger and labeler; Casting machine operator; Polishing supervisor; Gemstone facet maker; Bottom polisher	Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer
Wholesale & Retail Trade	Healthcare	Transportation	Handicrafts & agro-allied	Tourism & Hospitality
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Himalayan local premium handicrafts, recycled forest-based handicrafts and items of utility, processing and packaging of agro allied products. Retail sales executive, store manager, accountant	Hotel Manager, tour guide and operator, chef, Front desk operator, housekeeping staff, quality control manager, store assistant

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Jalpaiguri	West Bengal
1	Industry-led Model (DSRI)	497	12,898
2	LoI-based Model	426	38,606
3	Recognition of Prior Learning	3,044	75,633
4	PMKVY	1,154	33,148
5	DDU-GKY	1,454	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	606,751	649,353
2	Industries	156,147	168,886
3	Services	318,898	354,234
Total		1,081,796	1,172,473

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	42,602	5,964
2	Industries	12,738	1,699
3	Services	35,337	4,712
Total		90,676	12,375



Key Recommendations

- Enhance training capacity for informal/ unorganised workers through RPL and other initiatives
- Initiate training programs close to sourcing clusters/ Industry Parks/ MSME clusters etc.
- Design, develop, roll out indigenous courses in sectors like textiles, handicrafts, food processing, small engineering, gems and jewellery, handloom and handicrafts etc.
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Leverage existing infrastructure in ITIs, Polytechnics and Industrial Parks etc. existing in the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Increased focus on tourism and hospitality with major focus on home stays, local cuisines, dry packaged foods and other tourism-based facilities

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

20

Bankura



Bankura – Brief Overview



Demography & Economy

- The fourth most populous district of the State, Bankura accounts for about 3.9 per cent of the State's population
- The district bears the second highest percentage (after Jhargram) of rural population accounting for about 90.7 per cent and the industry footprint in the district is minimal
- The district has one of the lowest population densities, second only to Purulia
- With an estimated GDDP of about INR 43,569 Cr. at current prices, it accounts for 3.3 per cent of GSDP. Being a rural agrarian economy, agriculture accounts for about 31 per cent of the GDDP
- Key industries in the district include Food and Food Processing, Chip-stone, Textile products, Plywood industry and Veneer Mills, Paper industry and Particle board etc. Key MSME sectors include Brass and Bell-metal, Dokra, Terracotta, Roofing tiles, Fishing implements etc.
- The handloom sector in the district is the second most employment generating sector with over 20,000 weavers and ancillary weavers along with 30,000 people engaged across the supply-chain of apparel manufacturing
- Pisciculture is predominant in the district and small-scale industries related to food processing are prevalent

Demography

#	Indicator	Bankura	West Bengal
1	Population, No, 2021	40,51,769	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	962	967
3	Urban population as a percentage of total population, %, 2021	9.48	46.2
4	Literacy rate, %, 2011	62.08	76.26
5	Population density (persons per sq. Km), 2021	589	1,171

Workforce

#	Indicator	Bankura	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	15,06,231	4,11,33,450
2	Workforce participation rate, %, 2021	37.2	39.6
3	Male workforce participation rate, %, 2021	57.6	59.6
4	Female workforce participation rate, %, 2021	15.9	18.9
5	Main workers as a percentage of total population, %, 2021	21.9	29.1
6	Marginal workers as a percentage of total population, %, 2021	15.5	10.3
7	Non-workers as a percentage of total population, %, 2021	62.6	60.6
8	Labour force participation rate, %, 2021	54.7	58.0
9	Working age population as percentage of total population, %, 2021	67.9	72.2



GDDP: INR 43,569 Cr.

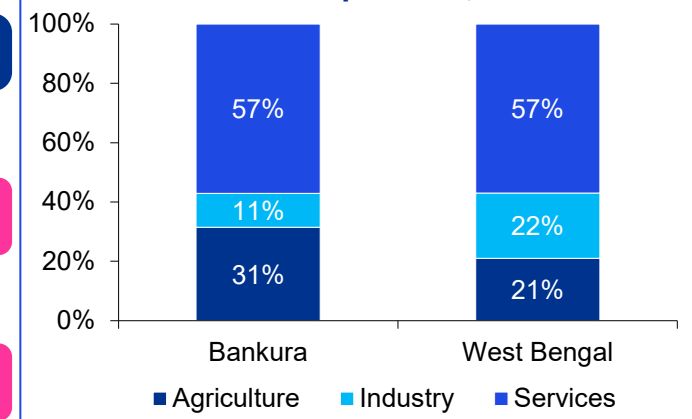


Per capita GSDP: INR 1,07,530



Investments: INR 10,578 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Bankura have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Animal Husbandry, Forestry & Fishing	Construction	Textiles & Apparels
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Paddy farmer; Sericulturist; Lac cultivator; Group Farming practitioner	Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator	Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Piggery farmer/ Scientific Rearing of Pig; Inland Capture Fisherman Cum Primary Processor	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator	Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer
Wholesale & Retail Trade	Healthcare	Transportation	Handicrafts	Other Services
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5	Modeller (Ceramics); Mixing operator (Ceramics); Moulder (Ceramics); Ceramics and Terracotta Toy Maker – Artisan; Colour mixing operator (Ceramics); Glazing operator (Ceramics); Quality Check Technician (Ceramics)	Safai karamchari; General housekeeper; Housekeeper cum cook; Assistant hair stylist; Beauty therapist; Security guard; Make-up artist; Field technician computing and peripherals; Mobile phone hardware repair technician; Plumber (General); Field technician networking and storage

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Bankura	West Bengal
1	Industry-led Model (DSRI)	294	12,898
2	Lol-based Model	2,186	38,606
3	Recognition of Prior Learning	3,423	75,633
4	PMKVY	3,028	33,148
5	DDU-GKY	1,834	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	8,35,112	893,747
2	Industries	1,60,838	173,958
3	Services	3,08,346	342,514
Total		13,04,296	1,410,220

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	58,635	8209
2	Industries	13,121	1750
3	Services	34,167	4556
Total		105,924	14,514



Key Recommendations

- Focus on the enhancement of training (RPL) of informal workers in clusters such as Dokra Crafts, Terracotta Crafts, Leaf Plate making, Brass and Bell-metal work etc.
- Train people to develop awareness in minor irrigation techniques to sustain agricultural growth since there is a low rain fall in the Gangetic regions
- Train the agriculture dependent workforce in modules such as post-harvest handling, management and processing, and mono cropping methods to improve the productivity,
- Leverage the strong network of MSMEs in the district to create more employment through industry-specific trainings by collaborating with Khadhi & Village Industries Board (KVIB)
- Design, develop, roll out indigenous courses in textile & handicrafts sectors
- Create training infrastructure and facilities close to sourcing clusters, including MSME Hubs, industry areas etc.
- Leverage the existing MSME cluster specific SMEs to train others to develop self-employment & entrepreneurship opportunities

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

21

Darjeeling



Darjeeling – Brief Overview



Demography & Economy

- The district has the second lowest population in the State albeit with a healthy sex ratio of 1,004 females per 1,000 males
- With an estimated GDDP of about INR 37,174 Cr. at current prices, it accounts for about 2.9 per cent of the GSDP of the State. However, the per capita GSDP is on the higher side and better than the State average.
- The district is a dream destination for many travellers attracting folks from across the world towards its scenic and natural beauty contributing to the State's economy majorly from the tourism and hospitality services sector.
- Major economic push comes from this segment followed by the agriculture. Tea plantation and Tea Tourism are indeed drivers of economy of the district. The other chief agricultural crops in the district are rice, wheat, barley, maize, potato etc.
- Key industries in the district include Agro-based, Woolen, silk and artificial thread-based textiles, Readymade garments and Embroidery, Wood and wooden-based furniture, Paper and paper products, Leather-based, Rubber and plastic products etc.

***The investment and the other economic factors mentioned here are for both the districts (Darjeeling + Kalimpong)

Demography

#	Indicator	Darjeeling	West Bengal
1	Population, No, 2021	18,30,766	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	1004	967
3	Urban population as a percentage of total population, %, 2021	39.42	46.2
4	Literacy rate, %, 2011	71.24	76.26
5	Population density (persons per sq. Km), 2021	883	1,171

Workforce

#	Indicator	Darjeeling	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	7,09,087	4,11,33,450
2	Workforce participation rate, %, 2021	38.8	39.6
3	Male workforce participation rate, %, 2021	54.0	59.6
4	Female workforce participation rate, %, 2021	23.5	18.9
5	Main workers as a percentage of total population, %, 2021	27.9	29.1
6	Marginal workers as a percentage of total population, %, 2021	11.85	10.3
7	Non-workers as a percentage of total population, %, 2021	60.17	60.6
8	Labour force participation rate, %, 2021	54.59	58.0
9	Working age population as percentage of total population, %, 2021	70.95	72.2



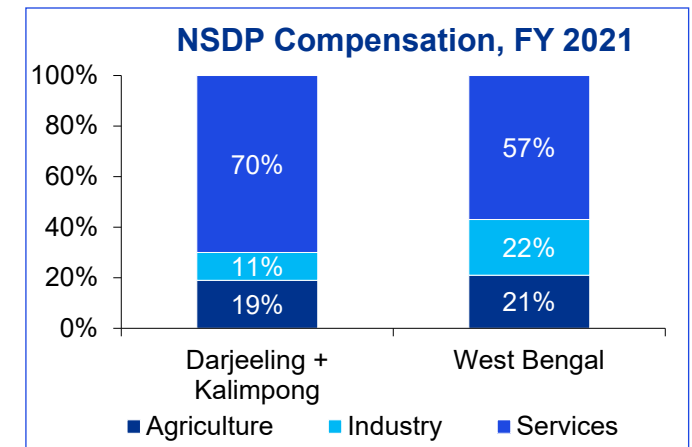
GDDP: INR 37,714 Cr.



Per capita GSDP: INR 1,77,932



Investments: INR 7,489 Cr.



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Darjeeling have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture

Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Paddy farmer; Sericulturist; Animal health worker; Small poultry farmer; Tea plantation worker

Food Processing

Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator

Animal Husbandry, Forestry & Fishing

Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Piggery farmer/ Scientific Rearing of Pig; Inland Capture Fisherman Cum Primary Processor

Construction

Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator

Textiles & Apparels

Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer

Tourism & Hospitality

Guest Service Associate (Front Office); Front Office Associate; Guest Service Executive (Front Office); Bell desk associate; Bell Boy; Bell Captain; Front office trainee; Guest Service Executive; Housekeeping Attendant; Guest Service Associate (Housekeeping); Food and Beverage service steward & associate; Trainee Chef; Assistant Chef; Food Delivery associate; Home delivery boy; Counter sales executive; Homestay host; Tour Guide; Heritage Tour Guide; Mountaineering Instructor

Transportation & Storage

Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead

Healthcare

Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician

Wholesale and retail trade

Safai karamchari; General housekeeper; Housekeeper cum cook; Assistant hair stylist; Beauty therapist; Security guard; Make-up artist; Field technician computing and peripherals; Mobile phone hardware repair technician; Plumber (General); Field technician networking and storage

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Darjeeling	West Bengal
1	Industry-led Model (DSRI)	212	12,898
2	Lol-based Model	182	38,606
3	Recognition of Prior Learning	2853	75,633
4	PMKVY	977	33,148
5	DDU-GKY	565	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	289,445	309,768
2	Industries	91,929	99,429
3	Services	297,121	330,045
Total		678,495	739,241

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	20,323	2,845
2	Industries	7,499	1,000
3	Services	32,923	4,390
Total		60,746	8,235



Key Recommendations

- Enhance training capacity for informal/ unorganised workers through RPL and other initiatives in sectors like Agriculture, Tea, Food and allied, Tourism and hospitality etc.
- Enhance training infrastructure and consequently the capacity in the existing trades to boost the economy.
- Design, develop, roll out indigenous courses in sectors like Metal crafts, Handloom and handicrafts, Bamboo crafts, Traditional dressmaking etc.
- Promote self-employment through small scale units of production, manufacturing, trade or service.
- Train the people based on the demand in other sectors; Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities outside the district.
- Target augmentation training capacities in geographically disadvantaged areas through blended mode of training, training facilities close to sourcing clusters etc.
- Roll out tailor-made programmes for socially marginalised communities, indigenous and tribal communities, PwDs and women etc. in convergence with other Govt. bodies.

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

22

Kalimpong



Kalimpong – Brief Overview



Demography & Economy

- The least populous districts of state with a meagre contribution of 0.27% to the state's population
- One of the smallest districts in the state with lowest population density amongst other districts
- The industrial footprint in the district is minimal
- With an estimated GDDP (Darjeeling + Kalimpong) of about INR 37,174 Cr. at current prices, it accounts for 2.9 per cent of GSDP.
- The total investments of the district (Darjeeling + Kalimpong) is about 7,489 account to about 1 percent total investments in the state
- Tourism is the most significant contributor to Kalimpong's economy along with agriculture
- The district is a major ginger grower. Kalimpong along with the state of Sikkim account to 15 percent of ginger produce in the country
- The district ranks last among the total available workforce (main + marginal workers)
- An agriculture driven economy, the district has about 10 percent of its total cultivated land accounting for tea production

Demography

#	Indicator	Kalimpong	West Bengal
1	Population, No, 2021	2,88,806	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	1004	967
3	Urban population as a percentage of total population, %, 2021	19.63	46.2
4	Literacy rate, %, 2011	71.24	76.26
5	Population density (persons per sq. Km), 2021	268	1,171

Workforce

#	Indicator	Kalimpong	West Bengal
1	Total workers (main workers and marginal workers), No, 2021	1,11,859	4,11,33,450
2	Workforce participation rate, %, 2021	38.7	39.6
3	Male workforce participation rate, %, 2021	53.9	59.6
4	Female workforce participation rate, %, 2021	23.5	18.9
5	Main workers as a percentage of total population, %, 2021	27.9	29.1
6	Marginal workers as a percentage of total population, %, 2021	11.85	10.3
7	Non-workers as a percentage of total population, %, 2021	60.17	60.6
8	Labour force participation rate, %, 2021	54.59	58.0
9	Working age population as percentage of total population, %, 2021	70.95	72.2



GDDP: INR 37,714 Cr.

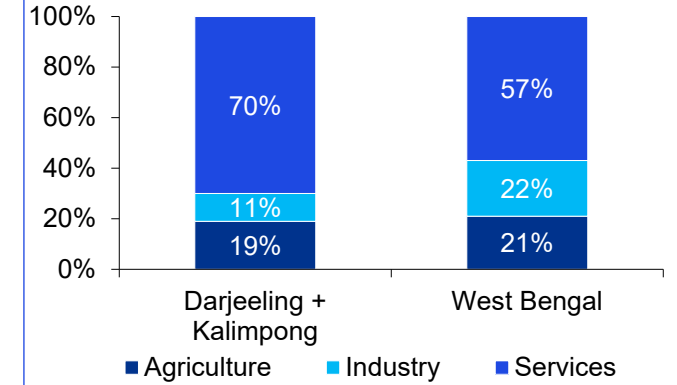


Per capita GSDP: INR 1,77,932



Investments: INR 7,489 Cr.

NSDP Compensation, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Kalimpong have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture

Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Paddy farmer; Sericulturist; Animal health worker; Small poultry farmer; Tea plantation worker; Bee-keeper

Food Processing

Chief miller; Milling technician; Jam, jelly, ketchup processing technician; Pickle making technician; Food products packaging technician; Processed food entrepreneur; Grain mill operator

Animal Husbandry, Forestry & Fishing

Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Piggery farmer/ Scientific Rearing of Pig; Inland Capture Fisherman Cum Primary Processor

Construction

Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator

Textiles & Apparels

Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer

Tourism & Hospitality

Guest Service Associate (Front Office); Front Office Associate; Guest Service Executive (Front Office); Bell desk associate; Bell Boy; Bell Captain; Front office trainee; Guest Service Executive; Housekeeping Attendant; Guest Service Associate (Housekeeping); Food and Beverage service steward & associate; Trainee Chef; Assistant Chef; Food Delivery associate; Home delivery boy; Counter sales executive; Homestay host; Tour Guide; Heritage Tour Guide; Mountaineering Instructor

Transportation & Storage

Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Tank lorry driver-petroleum products; Driving assistant; Chauffeur/ Taxi driver; Chauffeur L5; Loader-unloader; Goods packaging machine operator; Ecommerce operations manager; Cold chain lead

Healthcare

Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician

Wholesale and retail trade

Safai karamchari; General housekeeper; Housekeeper cum cook; Assistant hair stylist; Beauty therapist; Security guard; Make-up artist; Field technician computing and peripherals; Mobile phone hardware repair technician; Plumber (General); Field technician networking and storage

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Kalimpong	West Bengal
1	Industry-led Model (DSRI)	148	12,898
2	Lol-based Model	10	38,606
3	Recognition of Prior Learning	275	75,633
4	PMKVY	0	33,148
5	DDU-GKY	0	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	45,660	48,866
2	Industries	14,502	15,685
3	Services	46,871	52,065
Total		107,034	116,616

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	3,206	449
2	Industries	1,183	158
3	Services	5,194	693
Total		9,583	1,299



Key Recommendations

- Enhance training infrastructure and consequently the capacity in the existing trades to boost the economy
- Design, develop, roll out indigenous courses in sectors like Metal crafts, Handloom and handicrafts, Bamboo crafts, Traditional dressmaking etc.
- Promote self-employment through small scale units of production, manufacturing, trade or service.
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers for quality teaching and learning
- Train the people based on the demand in other sectors; Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities outside the district
- Target augmentation training capacities in geographically disadvantaged areas through blended mode of training, training facilities close to sourcing clusters etc.
- Roll out tailor-made programmes for socially marginalised communities, indigenous and tribal communities, PwDs and women etc. in convergence with other Govt. bodies

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis

23

Nadia



Nadia – Brief Overview



Demography & Economy

- The district accounts for about 5.6 per cent of the State's population and covers 4.42 percent of area.
- With an estimated GDDP of about INR 66,123 Cr. at current prices, accounting for about 5.1 per cent of the state GSDP, the district features among the Top Ten districts in terms of per capita GSDP.
- High on agriculture and agro-allied activities, agriculture accounts for 36 per cent of the NSDP. Key industries include Food and fruit processing, Jute diversified, Pipes & tubes, Electronic and computer peripherals etc.
- Other industries include Manufacturing of cotton yarns, Medicines, Electrical and electrical components, Dairy and dairy products along with a developing network of downstream & ancillary industries.
- The district is also rich in MSME activities in industries like Brass & bell metal, Gold & silver ornaments, Clay pottery and terracotta, Handloom and traditional dress making
- The district has few important pilgrimage and tourist spots in and around Nabadwip, Krishnanagar, Shantipur etc.

Demography

#	Indicator	Nadia	West Bengal
1	Population, No, 2021	57,99,152	10,41,26,192
2	Sex ratio, No. of females per 1,000 males, 2021	949	967
3	Urban population as a percentage of total population, %, 2021	36.38	46.2
4	Literacy rate, %, 2011	67.35	76.26
5	Population density (persons per sq. Km), 2021	1,477	1,171

Workforce

#	Indicator	Nadia	West Bengal
1	Total workers(main workers and marginal workers),No.2021	21,01,374	4,11,33,450
2	Workforce participation rate,% 2021	36.24	39.60
3	Male workforce participation rate, % 2021	62.40	59.60
4	Female workforce participation rate, % 2021	8.66	18.9
5	Main workers as a percentage of total population,%- 2021	31.24	29.10
6	Marginal workers as a percentage of total population,% 2021	5.00	10.30
7	Non-workers as a percentage of total population, % 2021	63.76	60.60
8	Labour force participation rate,% 2021	50.00	58.00
9	Working age population as percentage of total population,% 2021	72.83	72.20



GDDP: INR 66,123 Cr.

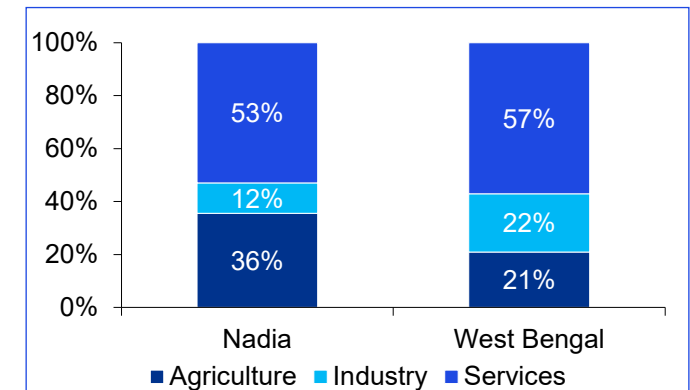


Per capita GSDP: INR 1,14,023



Investments: INR 9,312 Cr.

NSDP Composition, FY 2021



Source: CMIE, Census 2001, 2011, PLFS, KPMG in India Analysis

Priority Sectors and Key & Non-key Job-roles

Focus sectors for skill development in the sector for the district of Nadia have been arrived at based on employment opportunities, investment potentials, economic growth projected. Accordingly, a list of sectors and key & non-key job-roles have been identified based on the State's and district's developmental priorities

Agriculture	Food Processing	Construction	Gems & Jewellery	Textiles & Apparels
Organic grower; Quality seed grower; Dairy farmer/ entrepreneur; Vermicompost producer; Citrus fruit grower; Sericulturist; Animal health worker; Small poultry farmer; Fish seed grower; Fisheries extension associate; Aqua culture worker; Paddy farmer	Rice, pulses and ground nut milling, dairy and dairy products, breweries and distillery, jam, jelly, pickles and ketchup etc. processed food manufacture & packaging.	Mason general; Surveyor; Foreman; Draughtsman; Construction fitter; Assistant electrician/ welder; Pipe fitter; Construction painter and decorator; Lathe machine operator	Jewellery designer; Jewellery designer – CAD; Polisher and cleaner; Tagger and labeler; Casting machine operator; Polishing supervisor; Gemstone facet maker; Bottom polisher	Sewing machine operator; Sewing machine operator – knits; Self-employed tailor; Two shaft handloom weaver; Hand embroider; Fashion designer; Jacquard weaver handloom; Readymade Garments Manufacturer and Embroiderer; Hosiery Products Manufacturer
Wholesale & Retail Trade	Healthcare	Transportation & Storage	IT & ITeS	Tourism & Hospitality
Retail trainee associate; Retail sales associate; Cashier; Distributor salesman; Individual sales professional / self-employed retailer	Front line health worker; General duty assistant; Bedside assistant; Home health aide; Medical laboratory technician; Lab technician assistant – life sciences; Medical sales representative; Emergency medical technician; Medical laboratory technician	Transport manager; Transport coordinator; Taxi/ commercial vehicle driver; Tank lorry driver; Driving assistant; Chauffeur/ Taxi driver; Warehouse, inventory and transport manager; Warehouse supervisor; Loading supervisor; Loader-unloader; Cold chain lead	Associate – desktop publishing; CRM domestic voice/ non-voice; Domestic data entry operator; Domestic IT helpdesk attendant; Customer care Executive (Call centre); Telecom network security technician; Broadband technician	Hotel Manager, Tour guide and operator, Chef, Front desk operator, Housekeeping staff, Quality control manager, Store assistant

Projected Workforce & Key Recommendations

District short-term training performance (As in Nov 2022)

#	Scheme Name	Nadia	West Bengal
1	Industry-led Model (DSRI)	1,894	12,898
2	Lol-based Model	2,675	38,606
3	Recognition of Prior Learning	10,070	75,633
4	PMKVY	570	33,148
5	DDU-GKY	1,280	31,251

Projected Workforce

#	Sector	Workforce in 2022	Workforce requirement in 2027
1	Agriculture	13,91,027	15,20,556
2	Industries	4,49,507	4,51,760
3	Services	6,59,247	7,17,392
Total		24,99,781	26,89,708

Incremental Workforce Requirement

#	Sector	Incremental Workforce Requirement (2022-27)	Average Annual Training Target (2022-27)
1	Agriculture	97,668	13,673
2	Industries	36,670	4,890
3	Services	73,050	9,740
Total		207,388	28,304



Key Recommendations

- Enhance training capacity for informal/ unorganised workers through RPL and other initiatives
- Initiate training programs close to sourcing clusters/ Industry Parks/ MSME clusters etc.
- Design, develop, roll out indigenous courses in sectors like Textiles, Handicrafts, Food processing, Small engineering, Gems and jewellery, Handloom and handicrafts, Agro allied and organic sectors etc.
- Develop large scale training infrastructure with residential facilities in the form of Skills Park, Centres of Excellence, Community Skills Parks etc.
- Leverage existing infrastructure in ITIs, Polytechnics, Tool rooms, Common Facility Centres (CFCs) etc. existing in the district
- Focus on Training of Trainer (ToT) of existing trainers, faculty, master trainers from MSME clusters etc. for quality teaching and learning
- Initiate collaboration with industries, MSME clusters, Industry Associations, Industry Parks etc. for sustainable placement opportunities within the district
- Focus on training in the services sector including Tourism, Healthcare, Hospitality, IT & ITeS

Source: MSDE, MHRD, Govt. of West Bengal, KPMG in India Analysis



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