

Assam & Orissa are among states in India, endowed with rich natural resources and culturally diverse population. Owing to which the state is expected to become a center for investments in sectors such as Metal and Manufacturing, Mineral & Mining, Organized Retail, Tourism, Telecom, Fisheries, Transportation & Logistics, etc

Areas of Concern

- Lack of skilled workers to meet sector wise requirements
- Huge unemployed and unskilled population, most of which is tribal
 - The Below Poverty Line (BPL) population of India was about 26.1% in 1999-2000; **but in Orissa its magnitude was the highest with 47.2%**
 - **The tribal population is about 24% and the coastal belt has more than 64% BPL population**

Likewise, Assam has a total BPL population of 33.33% of which 37.89% is rural and 4.48% is urban.

Thus, to tap this potential of the states, the population would have to be skilled for meeting the required skill set of each sector.

As per surveys conducted states like Orissa and Assam are opening up to telecom, retail, hospitality, etc owing to the growth in these sectors which has created a huge potential for employability. For example, the broadband subscribers in Orissa grew from 27,377 in 2007 to 48,350 in 2008 which is a 130.53% growth, while in Assam it grew from 18,981 to 31,456 in 2008 which is a 152.15% growth, which would also increase the demand of installation engineers, etc. This in itself is a strong indicator with respect to the growth in the telecom industry, which would open up job opportunities for roles such as sales, fault & repair, etc. Likewise Organized retail is on a growth especially in states Orissa & Assam with global chains aiming to open shop in various parts of India which as potentially large untapped markets, this also applies to tourism where the industry is on a growth mode. This is owing to the fact that the organized retail industry is expected to grow from Rs. 96500 crore currently to about Rs.1736800 crore in 2022. Orissa and Assam being states with tremendous amount of growth potential are expected to be a key source of manpower for the retail industry especially in the east of the country.

In the organized retail sector, the states of Assam & Orissa offer markets that are untapped and present enormous potential due to lack of penetration currently. The following table

presents the projected requirement of the organized retail industry in the coming years. Assam & Orissa are positioned to contribute towards the manpower requirement of this industry.

Projected human resource requirement (in '000s)

	2008	2012	2018	2022	Incremental
Clothing, Textiles and Fashion	965	3,361	12,165	21,150	20,185
Accessories					
Jewellery and Watches	199	773	3,440	7,050	6,851
Footwear	255	861	3,440	7,050	6,795
Pharmaceuticals	114	454	1,909	3,525	3,412
Consumer Durables, Home	312	1,758	11,675	28,200	27,888
Appliances and Equipments					
Furnishings, Utensils, Furniture -	85	703	6,057	14,100	14,015
Home and Office					
Food and Grocery	483	3,976	32,210	88,126	87,643
Misc	426	1,499	4,813	7,050	6,624
Total	2,838	13,385	75,709	176,252	17,341

Source: IMAcS analysis

Likewise, Orissa is also an important tourist attraction and is equipped to join the tourism industry in its projected growth from Rs. 4413 billion currently to about Rs. 21011 billion by 2022 in terms of world class manpower.