

**Sahaj e-Village Limited**

**NRLM –Odisha Market  
Scan Report**

SAHAJ

**2013**

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## Introduction

This Market Scan is commissioned to study the socio-economic profile of 16 districts of odisha namely-*Mayurbhanj, Bolangir, Kalahandi, Nabarangapur, Koraput, Sonapur, Kandhamal, Rayagada, Nayagarh, Sambalpur, Jagatsinghapur, Kendujhar, Bhadrak, Gajapati, Sundargarh and Dhenkanal.*

This market scan is also commissioned to identify developmental opportunities and also identify specific developmental initiatives/projects which have an impact on employment generation in these 16 states of odisha.

This market scan exercise is a representative model of the population; it would however suffice to understand the demand for labor and prospects for employment in the sector.

It is also going to help us to identify and explore the suitable trades in which the candidates could be trained and then placed them accordingly within the district or adjoining neighboring cities and states.

## About the Project:

Aajeevika- National Rural Livelihood Mission (NRLM) is an initiative launched by Ministry of Rural Development (MoRD), Government of India in June 2011. The Aajeevika Skill Development Program (ASDP) is a sub-mission under NRLM.

The main objectives of this project are:

- cater to the occupational aspirations of the rural youth who are poor and
- to diversify incomes of the rural poor.

ASDP gives young people from poor communities an opportunity to upgrade their skills and enter the skilled work force in growing sectors of the economy. Training and placement schemes are run in partnership with public, private, nongovernment and community organizations. Key features of this project as:

- Provides customized residential and non residential training
- Minimum 624 hours of training with modules on trade specific skills, IT and soft skills.
- Implemented under the supervision of the central and state governments
- 75% assured placement above minimum wages
- Post placement support
- Food and transport support during training

## About the Organization

Sahaj e-Village Limited, an ISO 27001 certified company and a venture initiative of Srei Infrastructure Finance Limited, has delved into bridging the digital divide between urban and rural India. We have taken a phenomenal initiative to make information and technology reach all the nooks and corners of rural India.

SAHAJ have taken up the task of establishing Common Service Centres (CSCs) that were identified as one of the 4 pillars of the National e-Governance Plan (NeGP) as envisaged by the Government of India.

## Objectives of the Market Scan

- To Study on the socio-economic profile of 16 districts of odisha which could be utilized to identify and explore the trades in which the candidates could be trained.
- To study the market for prospective employment for skilled manpower trained in variety of trades.

## Methodology

- Secondary Research (Desk Review): The desk research helps to understand the current status and its prospects in the future. This will help to internally assess the importance of the sector in the present context and was carried out through analysis of relevant documents on similar studies done previously by any company or government projects or any other organization
- The report is based on “*the skill gap assessment for the state of odisha*” by “ERNEST AND YOUNG PVT LTD.”

## Odisha and its 16 Districts Profiles:

The state of Odisha is the ninth largest and eleventh most populated state of the country with a population of three crores of which more than 22 percent tribals. The state has over 51000 villages. Its official language is Oriya. It has 30 districts where this report is about 16 districts.

There are two faces of Odisha – one traditional and the other is emerging Odisha. The traditional Odisha is culturally very rich which is reflected in the handicraft, fine art and performing art. Religion is deeply embedded in its social fabric. Odisha is one of the highly developing states and it possesses huge manpower. wise profile is as follows:

## Mayurbhaj

It is the largest district of odisha in terms of area; the district is divided into 4 subdivisions, 26 blocks, 372 gram panchayats and 3748 villages. Total population of district is 25.14 lakhs (12.54 males and 12.60 females). Sc/ST constitutes more 60% of the total population of the district (SC 7.68 % and ST 56.6%). Literacy rate is 63 % ( 2011 census) which is poor as compared to state's average. The economy of Mayurbhanj is dull. Its share in state GDP is declined from 4.64% in 2004 to 4.12% in 2007.

Agriculture and horticulture are the main sectors that provide means of livelihood for people. The district of Mayurbhanj is noted for its forest, mineral resources and other resources. The

district despite having rich in natural resources still remain behind as industrially backward district. The economy is basically dependent on agriculture with very little industrial development taking place although the adjoining district (Balasore) is an Industrial hub. Assuming that the current levels of available educational infrastructure and utilization remain the same, the demand-supply gap for skilled human resource (highly skilled, skilled and semi-skilled jobs) is expected to widen by more than 3 lakhs during the period 2011-2026. Despite having ample scenic beauty, it has not been used to the advantage of generating employment. There is scope for developing skills in areas like hospitality, transportation, construction and tourism. the state produces graduates in agriculture. Developing a cadre of 'para agriculturists' could be looked into which can bridge gap between the farmers and the opportunities to develop agriculture as an industry.

there are two government ITIs and about 50 private ones. Courses like electrician, fitter have a lot of demand and students get jobs easily after completion of their course. Being close to Balasore also helps in getting jobs. There are some other courses which had to be closed down due to lack of demand. Interestingly sewing, cutting and tailoring were cited as some examples of courses which have been discontinued.

### **Bolangir**

It is the district of the odisha with total population of 16.49 lakhs. SCs constitute 16.92 % whereas STs form 20.63% of the total population. In 2011 the male and female literacy is 77.08% and 53.77% percent respectively. The services sector forms the bulk of GDP. Share of industry sector is just 4%. Bolangir is one of the trios of KBK (undivided Kalahandi, Bolangir and Koraput districts) which is the most poor and backward region in Odisha. Some of the prominent sectors from which the workforce demand expected include travel, hospitality and trade, agriculture, education & skill development; health care IT & ITES Industry. Bolangir is not very well connected with the rest of the state. The upcoming Khurda -Bolangir railway line highway would make a difference. It is largely known for its forest reserves. Although it is a rain fed area there are a number of small ponds which are conducive for fishery. Local fish from Bolangir has a lot of demand and fetches a good price. The district is famous for the bhulias and kastias master craftsmen The sarees and woven material is considered exquisite and has a lot of demand. Although the area has the potential to develop as a rural hub. it would be prudent that the district focuses on strengthening the basic education and create suitable infrastructure for higher and technical education that provides skill development in education, healthcare, IT-ITES and trade and hospitality sectors along with creating skill development centers for agriculture.

### **Kalahandi**

This is the one of the district of odisha the district which is further divided into 2 subdivisions, 13 blocks, 273 Gram Panchayats and 2099 villages. Kalahandi has a population of 15.73 lakhs. Almost half of the district's population comprises of SCs STs, with both groups constituting

17.67 percent and 28.65 percent of the total population of the district respectively. The district is predominantly rural. Agriculture is the backbone of Kalahandi economy, it is predominantly subsistence oriented with low level of productivity.

The district is part of the KBK region which is already receiving special funds for all round development. the sector offers limited opportunities in terms of security and cleaning provisions to upcoming industrial units, nurses and pharmacists in hospitals and growing nursing homes, skilled teachers at private schools etc. The district is also known for its masons. Training to masons to build on their skills and opportunities can propel additional growth. Both skilled and unskilled manpower's in the district can be absorbed in these units following a specific human resource absorb and retentions plan.

The private institutions lack quality and attract students based on false promises. Industrial exposure for students is another problem faced by the vocational training providers. Due to limited industrial concentration, exposure visits are costly and is out of bounds for many of the institutions. It was found if training is imparted in certain skills like electrician, motor mechanic and welder trades in the district if imparted, can create job opportunities. However, 'demand' for electronics/fitter trade is more largely due to lack of awareness. Opening an ITI with electronic fitter trade facilities and seats requires far less investment. In the absence of proper placement services, even if students are trained, they are unable to find suitable vocations. The community members who migrate to other districts/cities mention that carpentry, masonry as well as painting jobs fetch good money and thus they require training in these areas. Women expressed the need to learn skills which they can use for economic activity. E.g. training in incense stick making as well as food processing which are home based and less investment intensive.

### **Nabarangpur**

Nabarangpur has a population of 12.19 lakhs of which males and females were 6.04 lakhs and 6.15 lakhs respectively More than two third of the population is tribal with STs constituting about 55 percent of the total population while SCs constitute approximately 14.1 percent of the total population. In terms of urbanization, Nabarangpur is far behind other districts of the state with only 5 percent urban population (as per census 2001).

Nabarangpur has the lowest rate of literacy in the State there is a Government ITI and a private ITC in the district, the utilization of seats has been very poor. About 83 percent of total work force is either cultivators or agricultural laborers. The only medium scale industry present in the district is 'the Mangalam Timber Products Ltd.' The growth of industries is constrained because of lack of raw materials, proper transportation, and power. Infrastructural constraints and verse topography are other impeding factors. Most of the land in the district is forested which makes it a potential source for forest based products.

Training maybe given to the farmers to undertake pre processing such as sorting and grading of maize before it is sent for processing. There is scope for developing skills in areas like hospitality, transportation, construction and tourism.

### **Koraput**

It is the district with a population of 13.77 lakhs higher female population (6.99 lakhs) compared to male population (6.77 lakhs). Average literacy rate of Koraput in 2011 is 49.87 %. the Government ITI is also a centre of excellence, running courses in 22 trades has a vacancy rate of 29 percent, the vacancy rates in the private ITCs was nearly 70 percent of their capacity. Major ITI courses in Koraput include fitter, driver cum mechanic, stenographer and computer operators.

With more than 82% rural population, the dependence on agriculture sector is significant In addition to agriculture there is a good potential to develop local trades and skills especially in the areas of hill broom making, tribal jewellery, terracotta products, bamboo and cane products etc.

Tourism is another area which can be developed in the area. The region is scenic delight and rich in cultural and tribal heritage and can attract a lot of tourist. The representatives of these institutes reported that there is a demand for courses like mason, driver, mobile repairing, computer hardware repair etc., which are not being offered currently.

### **Sonepur**

This district is divided into 6 blocks, 96 Gram Panchayats and 829 villages. Total population is 6.52 lakhs. The literacy rate in 2011 (as per provision census figures) is 74.42%. People of Sonepur largely depend upon agriculture as their primary means of livelihood. About 78% of total main work force is either cultivators or agricultural laborers. Sonepur District is not developed in terms of industry, and this can be seen as there is no large scale investment in this district. The area is not suitable due to lack of resources, natural as well as in human capital. There are 2 private ITCs offering courses in electrical and fitter trades.

Sonepur is largely an agrarian district, with the handlooms and handicraft sector being the other single largest employer in the district.

Sericulture was noted to have potential for growth given the fact that almost a Rs. 2 crores business in silk was done in the district- with the silk being acquired from outside the district. Adequate financing and training in sericulture could help the handloom sector to be more self-sustained and profitable.

Sonepur has a lot of potential in pisciculture given the high return on investment where in there is a chance to earn Rs. 1- 1.5 lakhs on an investment of Rs. 20000.

The interest among students for joining ITI is also limited because of the lack of good employment opportunities ITCs offer training only in the electrical' trade. There is demand for trades like fitters, drivers and skills of cutting and sewing but no training option. Also, there is need for a good computer training institute in the district. In the health sector there were vacancies in the service provision set-up at all- the district but most of them remained vacant

### **Kandhamal**

Kandhamal has a population of 7.32 lakhs of which males and females were 3.59 lakhs and 3.73 lakhs respectively. Literacy rate of Kandhamal in 2011 (as per provision census figures) is 65.12 percent compared to 52.68 percent in 2001.

Kandhamal is one of the least developed districts of Odisha There is significant growth potential in agriculture and allied sector, both in terms of crop production, its value addition and processing. The industry sector is underdeveloped in the district. The stakeholders at the district level were mostly unanimous that industrialization in the district will destroy its unique natural and ecological endowments and since almost 72 percent of the geographical area is covered by forests, growth of large and medium scale industries is not possible in the district. Due to poor quality of education there is huge shortage of skilled manpower in the services sector.

Focus on quality education should be the key aspect of skill development intervention followed by vocational training in agriculture, value addition and processing. Mason, auto repair, mobile repair, drivers, technicians, hospitality and healthcare (nursing and bed side attendants etc emerged as some of the potential areas of skill development in the district.

### **Rayagada**

Total population of Rayagada as per census 2011 is 9.62 lakhs. Average literacy rate is only 50.88%. There are 13 private vocational training centers in the district offering primarily courses in fitter, electrician and welder trades. The utilization rate is however very low in these ITCs. In 2010 only 36 percent of the seats were filled indicating that the demand of the courses is not high. Rayagada does not have any government ITI.

Rayagada district is rich in mineral resources like bauxite, manganese, graphite etc.

The district has good reserve of mineral resources including precious and semi precious stones. A large part of the land is devoted to agriculture They were aware about the demand of certain trades like hospitality, broiler farming, laundry, mobile repairing and two wheeler servicing. agriculture is rain fed, it does not provide employment round the year which makes people look for other opportunities of employment.

A sizeable section of population is also engaged in handicraft and cottage industry related occupations like lacquer and bell metal products, tribal jeweler, dobra casting, bamboo craft, paper machine, theatrical dresses, terracotta, pottery, appliqué work, soft toys, bonsai and sisal fiber products.

### **Nayagarh**

Nayagarh has the district with total population of 9.62 lakhs. SCs constitute approximately 14.04% while STs forms only 5.88 percent of the total population Average literacy rate of Nayagarh in 2011 is 79.17%.The district is likely to see an incremental demand of 62,000 skilled, 27,000 highly skilled and 14,000 semi-skilled workers. There is a lot of potential for agro processing activities in the district particularly under food grains, fruits and vegetables.

The district has adequate network of bank branches consisting of 44 branches of commercial banks, 25 branches of regional rural banks, 13 central co-operative bank branches and two private bank branches - ICICI bank and Axis bank.

There are nine ITCs in the district offering courses in trades like fitters, electricians, cutting/sewing, mechanics etc. Even though the district is not industrially flourished, its proximity to cities like Bhubaneswar and Cuttack motivate young people to get trained on trades offered in the ITCs.

Many people trained through these ITCs also migrate to other States for doing jobs however on a very nominal salary. There is however a need of designing and introducing courses depending upon the requirement of the district e.g. courses on hospitality and food processing.

### **Sambalpur**

Sambalpur has a population of 10.44 lakhs Average literacy rate of Sambalpur in 2011 is 76.91.Agriculture is the main source of livelihood of the region. The educated youth do not prefer working in agriculture. Skill development in agriculture and allied sectors has been a weak area. The rapid development of Sambalpur district provides employment opportunity in the construction sector (retail, commercial and residential). Further, the proposed development of Jhasuguda-Sambalpur twin city by 2020 provides tremendous potential for growth of industries and hotels & restaurants in and around the area.

Skill manpower like Doctors, Nurse, ANM, bed side attendant, lab technician, housekeeping, chef, waiter, accountants, civil engineers, mason, and plumber would be required in large scale. Need skill up gradation in the area of handicraft, garments and textile which includes brass and bell metal, Dhokra casting, Terrcota and Bamboo craft, sarees, handkerchiefs and bed linen. Skill development training can be provided for automobile, mechanic, engineers, pump mechanic, diesel mechanic, refrigeration and AC, motor mechanic, machinist, turner and welder,

metallurgists, geologists, mine managers, boiler attendant, chartered accountants and cost accountants in a demand.

### **Jagatsinghpur**

Jagatsinghpur has a population of 11.37 lakhs. SCs constitute approximately 21.05 percent of the total population while STs forms only 0.82 percent of the total population of the district. Average literacy rate of Jagatsinghpur in 2011 (as per provisional census figures) is 87.13 percent compared to 79.08 percent in 2001. There are 21 Private ITCs, offering training in 22 courses. The courses having maximum number of seats are fitter, electrician and data entry operator. As per SCVET data, in 2010, almost 65 percent of the seats in private ITCs remained vacant.

Agriculture is a very important means of livelihood for the people of Jagatsinghpur. Agriculture employs more than half of the workforce and hence is an important activity in the district. Five out of eight blocks in the district depend on agriculture. Jagatsinghpur enjoys rich fertile soil.

Jagatsinghpur is one of the emerging growth centers of odisha in industrial sector. . There are 6 industrial setups in the district, viz. IFFCO Fertilizers Limited, Paradeep Phosphates Limited, Cargil India Private Limited, Paradeep Port Trust Limited, Paradeep Carbons Limited and Skol Breweries Limited. There are 22 private ITCs in the district, the quality of training is reported to be unsatisfactory.

There is no Government ITI in the district. Industry representatives reported that there is a good demand for skilled Fitters, Welders, Electricians, Instrumentation, High Pressure Vessels Welder, Data Entry Operators etc. In absence of quality training institutes, the industries however are compelled to look for recruitment from other districts. There is a high demand of Instrumentation mechanic but none of the ITCs are offering it. The industry representatives further reported that with mechanization and introduction of new technology, there is a requirement of introducing new courses in the ITCs. Due to lack of information, poor advertising etc, the students do not understand what type of courses they should be pursuing. The private ITCs push their courses and the student end up learning trades like Electronics and Plumbing etc. which have few takers when it comes to employment. The upsurge in industrialization will create lots of employment opportunities in real estate, construction, education, retail, trade and hotel and hospitality sectors. There is a possibility of growth in infrastructure related projects especially in railways and road construction.

In addition to these opportunities will be created in other self employment avenues like mobile repair, computer hardware, automobile repair, beauty treatments, drivers etc.

## **Keonjhar**

Keonjhar has a population of 18.03 lakhs. The district is predominantly tribal. STs constitute 44.5 percent of the total population while SCs constitute approximately 11.62 percent of the total population. Average literacy rate of Keonjhar in 2011 (as per provisional census figures) is 69 percent. Admission in the current years shows that demand for commerce courses is the minimum. For Vocational Training, there is a Government ITI at Barbil, located 80 Km from Keonjhar town.

Among the courses, fitter, welder and refrigeration and air conditioning are the major ones with maximum number of seats. There are 20 private ITCs covering 4 different courses viz. fitter, electrician, COPA and cutting & sewing. Admission details as obtained from SCEVT suggest that in 2010, 22 percent seats remained vacant in the government ITI while there was 42 percent vacancy in the private ITCs.

There is only ITI in the district. The private training providers charge exorbitant fee much beyond the reach of most tribal youth. They are also keen to learn other skills like electronics, mobile repairing, computer skills and driving. There is severe shortage of skilled people in the local industry. They often need to source them from other districts. – With the growth of industries there would be several opportunities of skill development in the service sector – drivers (HMV), banking services, construction, repair and servicing etc.

## **Bhadrak**

Bhadrak has a population of 15.07 lakhs. SCs constitute approximately 21.5 percent of the total population while STs form only 1.88 percent of the total population. The district is predominantly rural with almost 89.42 percent rural population. Average literacy rate of Bhadrak in 2011 (as per provision census figures) is 83.25%.

There is no Government ITI in Bhadrak district. There are 28 private ITCs, offering training in 8 disciplines including fitter, electrician and computer operator and programming assistance.

Bhadrak is largely an agrarian district and has easy access to water sources. National Highway 5 passes through the district covering about 40 Km. and connecting it to important cities like Kolkata and Chennai. It also connects it to Cuttack, Jajpur, Balasore and Mayurbhan. Some of the major industries attracting maximum investments are Glass and Ceramics, Rubber and Plastics and Food and Allied.

Bhadrak is among the more progressive districts of Odisha, ranked 8th in terms of HDI and among the top 8 Districts in terms of average literacy rate. Bhadrak has tremendous potential in terms fish capturing and prawn breeding. The government has initiated some schemes which provide financial subsidies to the fish farmers. With good road and rail connectivity and opening of Dhambra port, good education infrastructure and availability of skilled manpower, Bhadrak is well positioned for industrial development. Currently there are no refresher training courses for medical professionals and the authorities feel that such courses, if introduced, will be beneficial for the district.

Most of the youth perceive a need to go out of Bhadrak to cities like Kolkata and Bangalore in search of better paying jobs. There is No ITI in the district. An interview with the principal of one of the private ITCs revealed that there is demand for mainly two courses, viz; fitter and electrician.

## **Gajapati**

Gajapati is another district with a population of 5.76 lakhs of which males and females were 2.82 lakhs and 2.94 lakhs respectively. The district is predominantly tribal with STs constituting about 50.78 percent of the total population whereas SCs constitute approximately 7.5% of the total population. Average literacy rate of Gajapati in 2011 (as per provision census figures) is 54.29% compared to 41.26% in 2001. Gender wise male and female literacy is 65.58% and 43.59% respectively. There are no polytechnic institutes in Gajapati as of now. there is one Government ITI that offers the tractor mechanic course. There are 4 private ITCs offering primarily courses in Fitter, Electrician and Plumber, trades.

The district is still backward in terms of industry. Except a few agro-processing units, there is no major industry in this district. . However some activities of cottage industries like horn work, jai khadi bag, cane & bamboo work, Ganjappa card & Pattachitra Mukha, broom work & Siali leaf plate making and Tibetan woolen carpet contributes some place in the cottage industries of the district.

Gajapati is yet to progress in terms of attracting investments and setting up Micro and small scale industries. It has been observed that the incremental demand supply gap for the skilled jobs varies with economic activity. In Gajapati district, almost 90 percent of population live in rural areas and as high as 87 percent of workforce is engaged in agriculture sector alone. There is a shortage of skilled teachers & education extension workers. This is largely because of a lengthy process to identify, train & absorb individuals in education setup. Even those teachers working as para-teachers need periodic career advancement training.

The service sector is of key importance to an economy aspiring to achieve rapid growth and prosperity. The sector has been the driver of growth and employment in the state and even in the

district. With declining trend of employment in agriculture sector which is now accounts for 80% of the workforce it is evident that we have to create opportunity for people in other sector.

The growth trend in the neighboring states show that the service sector can only provide additional job opportunities and lead the economic development in the district. The factors that advocate service sector growth is that, it is less capital incentive than other sector industry sector. The increased access to Information, communication technologies provide ample opportunity for IT related growth and use of IT as a platform for other development initiatives.

## **Sundargadh**

This district is sub-divided into 3 subdivisions, 17 blocks, 262 Gram Panchayats and 1723 villages. The population of Sundargadh stood at 20.81 lakhs in 2011 as per Census 2011 (Initial provisional data). Male and female population was 10.56 lakhs and 10.25 lakhs respectively. High concentration of STs (50 percent) and more than 50 percent forest area may have contributed to lower density of population in the district. The district has one of the highest concentrations of urban population (30.24 percent) residing in 9 towns and 4 municipalities including Rourkela, Birmitrapur, Rajgangpur and Sundargadh.

The literacy figures of Sundargadh district is slightly better than that of the State as a whole, the figures also points out to wide disparity in literacy in urban and tribal dominated rural areas. In terms of technical education, the district has a good concentration of institution mainly concentrated in Rourkela, the Rourkela ITI is one of largest Government ITIs in the State covering 16 trades that includes building maintenance, fitter, electrician and COPA and IT ESM. There are 37 private industrial training centers offering 21 courses. The most important ones include fitter, electrician and welder. None of the ITIs provides training in skills related to the primary sector About 59 percent of the total workforce in Sundergarh is involved in agriculture. Sundargarh is well known for the prestigious Rourkela which is a national pride. The town is well developed and endowed with the modern amenities, educational institutions at all levels There is a lot of potential to develop horticulture and floriculture in the district. IL&FS has been engaged by the state government to impart training in stitching to girls. The quality of training is very good and helps the trained workers to get jobs. Due to lack of employment opportunities in Odisha, most of them get jobs in other states like Karnataka (Bangalore) and Kerala where they get a salary of about 6000 p.m. and residential facilities. Tourism and hospitality sector related trainings; automobile repair, drivers, mason, healthcare and education.

## **Dhenkanal**

Dhenkanal's total population of Dhenkanal as per Census 2011 (Initial provisional data), is 11.93 lakhs of which males and females were 6.13 and 5.80 lakhs respectively. Dhenkanal has a high education index 0.773 The average literacy rate of Dhenkanal in 2011 (as per provision census figures) is 79.41.

There are 3 polytechnic institutes including a government (women) polytechnic centre offering engineering and other diploma courses. There are 22 private ITCs offering courses in 9 trades. Fitter and electrician have the highest concentration of seats. As per SCEVT data, there is 40 percent vacancy in private ITCs as well.

The undivided Dhenkanal district (Angul and Dhenkanal) have more than 30 percent of the total coal reserve of India. There are more than 15 large and medium scale industries in Dhenkanal and many more are in the pipeline. Together, Angul and Dhenkanal cater to more than 50 percent of mango production in Odisha. In addition to mango, cashew is another important horticulture crop which has a huge potential in the area.

Growth in the number of large and medium scale industries provides an opportunity for growth in Transportation, Hotel & Hospitality and Retail Sector. there are huge requirements for skills related to Steel, Power, Aluminum and other mining based industries, lack of basic education, number of matriculates and poor communication skills acts as a barrier in accessing the courses that are offered. Most of the VTPs offer substandard trainings and face shortage of quality instructors Out of 22 sanctioned posts for instructors, 19 are vacant, reported the Principal of the institute. People complained that ITI education is costly and there is no job guarantee. While few mentioned that they will be interested in undertaking mushroom cultivation and poultry farms, most others lacked any orientation about the possible skills and trades for self employment and income generation given the potential for growth in the district in the coming years. Skills required for undertaking production, value addition and processing for key potential food crops- Mango, Cashew, mushroom and sunflower in addition to HYV paddy.

NTFP is an important sector requiring value addition skills.

High future prospects in mineral and metal based and power industries. The district will require skill sets as per the demand of these industries- mostly technical and mechanical. .Vocational training to focus on skills related to these sector- repair and servicing, drivers, auto mechanics, hospitality, health care and nursing, teachers, retailers, counselors, accountants etc. There is a need to improve the existing infrastructure in hospitality, trade, healthcare and IT/ ITES sector.

## Conclusion

The analysis helped to assess the demand and supply situation in the market. Though the market scan may not be accurately positioned to describe the current situation, it however is able to represent a sample of information which is crucial to decide the viability of a project to train youth in these districts of the odisha.

While conducting this market scan for the proposed project, it was found that there is demand supply gap for the skilled manpower(skilled, highly skilled and semi-skilled) which is going to expand in the coming future.

As far as skilled workers are concerned, the major share of incremental gap is expected to come from sectors like education & skill development; healthcare; IT & ITES (; travel, tourism, hospitality & trade and media & entertainment sectors. The demand for semi-skilled workers would increase primarily in case of tourism, travel, hospitality & trade ; media & entertainment ; and banking, financial services & insurance.

On an industry level, the banking, financial services & insurance sector is expected to account for 20 percent of this incremental demand supply gap. This gap in this sector is expected to come from highly skilled and skilled.

Some of the prominent sectors from which the workforce demand expected include travel, hospitality and trade, agriculture, education & skill development; health care IT & ITES Industry .A higher requirement is foreseen for banking financial services & insurance and IT & ITES sectors The skilled workers would be increasingly required in case of education & skill development , healthcare; and IT & ITES industries. The semi-skilled workers belonging to the tourism, travel, hospitality & trade and media & entertainment sectors would form a major part of this incremental gap in 2026.