

Online Job Portals – Multiple Projects (India)

Summary:

To facilitate employment opportunities for the migrants returning to cities after the lockdown imposed due to the pandemic, many state governments have developed or are in the process of developing an online platform to register and monitor employment. The online portals across various states focus on bridging the gap between the potential employers and labourers who have returned to their native places in the wake of the Covid-19 situation (The Hindu, 2020).

Objectives:

- To provide information about the nearest employer to those seeking employment within the online portal
- To upgrade skills by providing special training as per job requirements
- To maintain a track record and database to assist in the formulation of improved schemes
- To facilitate as an online employment centre and assure employment opportunities and industrial labour supply during the times of need

Key Stakeholders:

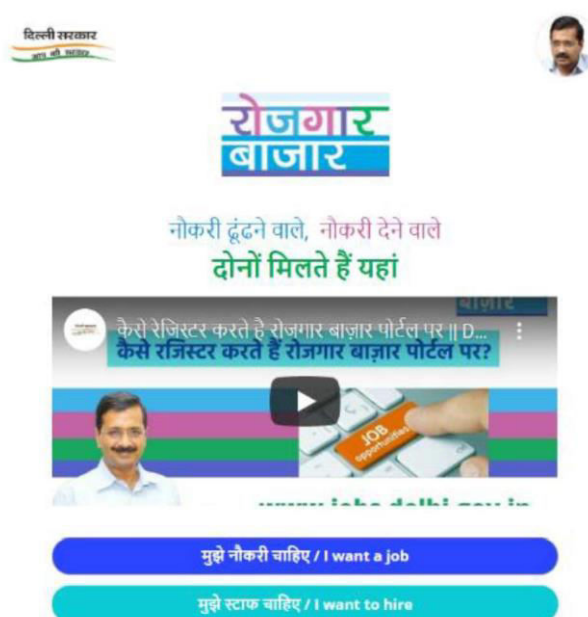
- Government of Delhi
- Government of Madhya Pradesh
- MGNREGA
- Government of Rajasthan
- Employers
- The vulnerable and unemployed population

Implementation strategy:

- The Government of Delhi launched the Rojgar Bazaar Portal (jobs.delhi.gov.in) on 27th July 2020 to create a common online employment platform for job seekers and employers through registration. Jobseekers can register under 32 categories ranging from web designer to housekeeping. The registration process of the jobseeker is authenticated using the OTP process.

Source: Source: (Delhi)

- Government of Madhya Pradesh launched the Pravasi Shramik Portal and Rojgar Setu Portal to bring the migrant labourers and employers/job providers (i.e., MSME industries, factories, commercial establishments, institutions, contractors, builders, shops and placement agencies) on a common online platform so that the employers could choose the workforce as per their requirement. The workers can seek jobs according to their existing skills and efficiency. 'Rojgar Setu portal' is also instrumental in setting up 'Rojgar Melas' for the employers and workers at the district level. Skill mapping is done by analysing the information provided by the workers on 'Skill mapping forms'. These forms collate information from the migrants on their educational skills, work experience at the time of registration on the 'Rojgar Setu portal' or 'Shramik Sewa'. The government is also aiming to upgrade the registered migrant workers' skills as per the skill mapping data generated online. The 'Pravasi Shramik Portal' integrated database is also being used to link the unskilled labourers with MNREGA scheme for employment opportunities.





Source: (Pradesh, Rojgar Setu Registration)

- The Labour Ministry of the Government of Rajasthan launched the Raj Kaushal Portal to create a centralised workforce repository to connect migrant workers with job opportunities in their home state. A mobile application is in place to facilitate the self-registration of the workers. The users must sign up using their mobile number and verify with an OTP.

Resource Utilisation:

Online Job Portals help digitise an already present ecosystem of employer and employee to enhance the visibility of those in need and those who can provide the service.

Impact/ Outcomes:

- As per the data released by Government of Delhi, at least 10 lakh jobs have been offered by the first week of August, and over 6,000 companies are registered on the portal to advertise. These companies include Reliance, Amazon, HDFC Bank, Aditya Birla Group and Assam Tea. The web portal displays nine lakh vacancies which are still open for applying.
- As per the Pravasi Shramik Portal, a total of 7.30 lakh migrant labourers are registered. Furthermore, a total of 13,10,186 beneficiaries including migrant workers and their family members have been provided free ration under the India Self-Reliant Scheme/NFSA, and 3,24,715 workers have been linked to the 'Sambal Yojana' based on the eligibility and skills of the migrant workers. An estimated number of 15,722 workers have been employed in the schemes of Madhya Pradesh Building Construction Board.
- The Raj Kaushal web portal has a database of 52 lakh labourers which includes 13 lakh migrant labourers along with the details of their skills. This includes a total of 13.14 lakh migrant workers, 22.33 lakh registered construction workers, 3.38 lakh Rajasthan Skill and Livelihood Development Corporation-trained individuals and 1.21 lakh ITI-trained individuals, amongst others. The details of the industries, along with their registration numbers and vacancies, are also available on the portal (Government of Rajasthan, 2020). There are 11.19 lakh employers registered on the portal (IANS, 2020).

Challenges/ Lessons Learnt:

- Technological barriers such as access to internet and information portals exist which restrict the objectives of the portals.

Replicability & Sustainability:

- Providing employment services in the form of hosting labour exchanges and matching firms with workers seeking employment could help address information and coordination-related challenges in the labour markets. Evidence indicates that online job portals (especially at local levels) effectively bridge the gap between employers and job seekers by providing vacancy announcements for both the formal and informal sectors and help expand access to job information for those with internet connectivity. Furthermore, the data from the online portals can also provide insights on employers' demand for skills as well as data on job seeker characteristics. The real-time analysis of the website's data can also help capture emerging trends in labour market dynamics and demand for skills. The online job portals can also facilitate demand-driven training by identifying skills deficits and linking it effectively to training programmes.

Fact Sheet:

Thematic area	Online Job Portals
First-year of the program	2020
Responsible institutions	Government of Delhi Government of Madhya Pradesh MGNREGA Government of Rajasthan
Target audience	Employers The vulnerable and unemployed population
Coverage	Delhi, Madhya Pradesh, Rajasthan