

2021

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NEW DELHI 24 - 30 APRIL 2021

## ENHANCING EMPLOYABILITY IN THE RETAIL SECTOR

**James A. Raphael**

**R**etail sector in India is the one of the more prominent sectors contributing to over 10% of GDP besides being the 2nd largest contributing to over 8% of employment generated in the country. Although the retail sector in India is highly fragmented into large, organized retailers and small - medium retailers, it employs a vast workforce of more than 40 million people. According to a report by Confederation of Indian Industry (CII) & Kearney, a cohesive National Retail Policy can help in generating more than 3 million jobs by the year 2024. Retail is a people-intensive industry that is greatly driven by the attitudes of customers, thus, most companies seek to develop skilled human resource as other resources can be



2019 at 30% CAGR sectors has opened a huge gateway for employment opportunities for youth as consumption of retail goods and services is projected to increase in the years to come. The COVID pandemic imposed a prolonged lockdown in the country affecting the sector.

based "On the Job Training" (OJT) as per the National Occupational Standards for job roles as well get industry exposure of the culture, values of the organization. This approach hones the trainee's skills & knowledge of workplace related codes, safety regulations, procedures, proper use of tools, trouble shooting and team work making them relevantly skilled and competent.

Easing accessibility of internet coupled with high availability of internet enabled devices has led to a rise demand for e-skilling. Thus, furthering digital learning in the retail sector, RASCI in collaboration with Skilled India launched an indigenous 'Digital Learning Portal' on LMS platform with a goal of providing standardized, quality online training to professionals & students through e-skilling learning

approach seeking professionals who are digital savvy, display a good attitude and work ethic. Thus it is essential for candidates aspiring to make a career in this sector to up-skill, e-skill, re-skill and develop their competencies to ensure career growth and progression in the long

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## Kazan Summit: BRICS Expands Horizons for Emerging Economies



Ritesh Kumar

The leaders of BRICS countries convened in Kazan, Russia, from October 22 to 24, 2023, for the 16th BRICS Summit, held under the theme, "Strengthening Multilateralism for Just Global Development and Security." With the addition of Saudi Arabia, Egypt, Ethiopia, Iran, and the UAE, BRICS now represents over 35% of the world's GDP

and nearly half of its population, marking a pivotal moment in the group's trajectory. As the BRICS leaders reaffirmed their commitment to solidarity and cooperation across political, economic, and cultural spheres, they positioned the group as a key platform for nations seeking an equitable international order, especially amid global fragmentation and shifting power dynamics.

The emphasis on multilateralism and BRICS' expanded partnership reflects a deliberate pivot toward inclusivity, with Russia hosting the "BRICS Plus" dialogue that engaged Emerging Markets and Developing Countries (EMDCs) from diverse regions. This outreach signals an intent not only to address the needs of current BRICS members but also to forge an alliance that incorporates a broader coalition of Global South nations. For many of these countries, BRICS provides a counterbalance to the influence of Western-led organisations like the G7, which have traditionally held sway over global economic and security policies.

Furthermore, the introduction of a new "BRICS Partner Country" category demonstrates greater flexibility in partnerships without diluting BRICS' core structure. This approach enables interested countries to align with BRICS goals, fostering shared economic and political interests. By enhancing its network, BRICS is also reinforcing its stance on strategic autonomy, a principle shared by member nations such as India, which values BRICS as a platform for supporting multipolarity in global affairs.

The summit's declaration on "sovereign equality" and "inclusive growth" signals a

push for reforms in multilateral institutions, like the United Nations and World Bank, to be more representative of developing nations' interests. As the BRICS countries pursue a reinvigorated multilateral system, they are challenging the current world order, advocating for structural changes to better reflect the realities of a multipolar world. In the long term, this ambition will require both internal cohesion and external partnerships, which the Kazan summit has strategically laid the groundwork for through its inclusive initiatives and outreach efforts.

For India, BRICS offers a powerful platform for advancing its interests on the world stage, aligning with New Delhi's vision of a multipolar world where emerging economies play an increasingly influential role. Amid a global environment marked by heightened protectionism, sanctions, and geo-economic fragmentation, the appeal of BRICS has grown among countries seeking balanced alternatives to Western-led platforms. Russia, which currently holds BRICS' presidency, confirmed that 34 additional countries have expressed interest in joining BRICS in some capacity.

Continued on page 22

### JOB HIGHLIGHTS

#### GRSE

Garden Reach Shipbuilders & Engineers Limited invites applications for various posts in various disciplines  
Last date: 18.11.2024  
Page: 8

#### OFB

Ordnance Factory, Bhandara requires DBW Personnel  
Last date: 23.11.2024  
Page: 20

#### IITB

Indian Institute of Technology, Bombay invites applications for various posts  
Last date: 29.11.2024  
Page: 18

#### OFMK

Ordnance Factory, Medak invites applications for various posts  
Last date: 21 days from the date of publication  
Page: 13

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## The Future of Work in the Age of Digital Transformation

Neeraj Sethi

The World Economic Forum's Future of Jobs Report 2023 highlights that while most technological advancements are expected to have a positive effect on job opportunities over the next five years, a significant portion of the workforce—approximately 23%—will experience changes in their roles.

Digital transformation stands at the forefront of these changes, serving as a catalyst for innovation and efficiency in business operations. The report emphasises that the net impact of technological advancements is largely optimistic, predicting a combination of job growth and declines driven by changing demands in the labour market. Workers will face disruptions, with nearly half of existing skills requiring adaptation to remain relevant. As cognitive problem-solving and analytical thinking emerge as essential competencies, the need for continuous learning becomes paramount. As companies navigate this

evolving landscape, they must balance the adoption of new technologies with the responsibility to support their workforce through reskilling and upskilling initiatives.

In this context, the call for proactive engagement and strategic planning has never been more crucial. Governments, industries and organisations must not only anticipate the implications of technological advancements but also cultivate a workforce equipped to thrive in an increasingly digital world. As the future of work unfolds, the intersection of technology, skill development, and organisational strategy will define success in the new employment landscape—Employment 5.0.

Meanwhile, there is also an increasing emphasis on Society 5.0. Coined in Japan, this concept envisions a future society that balances economic growth with solving social problems through technology. It emphasises a more human-centered approach to work.

### Understanding Employment 5.0

Employment 5.0 represents the next stage in the evolution of work, prioritising human-centric approaches alongside digital and technological advancements. Unlike previous concepts that focused primarily on productivity and automation, Employment 5.0 emphasises the integration of advanced technologies (such as AI and robotics) with human creativity, emotional intelligence, and well-being. It seeks to harmonise technology with ethical and sustainable business practices, aiming to create more meaningful, inclusive, and equitable employment.

The concept originated as a response to rapid industrial and technological changes seen in Industry 4.0, where automation and digitalisation significantly

impacted jobs and work structures. Employment 5.0 is inspired by Society 5.0, a vision developed in Japan for a "super-smart society" that uses technology to improve human lives sustainably. Employment 5.0 extends these principles to the workplace, encouraging an environment where technology supports rather than replaces human roles.

### Workplace Trends

- **Skill Disruption:** By 2027, 44% of core skills are expected to change, with technology advancements outpacing corporate training capabilities.
- **Generative AI:** Predicted to increase productivity in high-income countries, especially in sectors like IT, healthcare, finance, and logistics.

Continued on page 21

### EN QUESTION OF THE WEEK

Readers' views elicited on important issues

Last date for entry submission: 20/11/2024

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Best entry on page 23



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DL. XLIX ISSUE NO. 39 PAGES 56
NEW DELHI 28 DECEMBER 2024 - 3 JANUARY 2025

◆ ◆ ◆ ◆ ◆ Wishing All Readers a Very Happy New Year 2025 ◆ ◆ ◆ ◆ ◆

## Preserve, Promote, Progress The National Mission for Cultural Mapping

**Devitya Bahl**

Union Minister for Culture and Tourism, Shri Gajendra Singh Shekhawat, recently informed the Parliament that 4.5 lakh villages are currently live on the *Mera Desh Meri Dharohar* portal, showcasing their respective cultural portfolios. This significant achievement is part of the ambitious National Mission on Cultural Mapping (NMC), a transformative initiative aimed at preserving, documenting, and revitalising the nation's rich cultural heritage. With a vision to create a comprehensive cultural inventory, the mission seeks to map the creative potential of India's villages, ensuring their self-reliance while celebrating the diverse artistic traditions that form the backbone of the country's cultural identity.

The mission captures India's cultural mosaic by documenting an array of elements such as traditional knowledge, oral histories, festivals, art forms, rituals, cuisine, architecture, and physical landmarks. Through the *Mera Gaon Meri Dharohar* (MGMD) initiative, 6.5 lakh villages across 29 states and 7 Union Territories are being culturally profiled, with the database integrating detailed information on both living traditions and endangered practices. Over 350-degree video documentation of 70 villages adds immersive depth to the cultural mapping, making India's heritage accessible to a global audience.

This holistic approach to cultural documentation not only preserves India's intangible heritage but also serves



as a developmental tool, linking education, and economic growth, functioning as the *National Cultural Mapping*, a digital platform for cultural stakeholders, promoting collaboration, exchange, skill development, and innovation. In doing so, the mission exemplifies a commitment to preserving its cultural diversity while embracing the needs of a modern and interconnected world.

Cultural mapping serves as a systematic process to identify, collect, and analyse the resources within communities. It empowers artists and local populations to express their heritage, which can be leveraged for various purposes. In India, the Ministry of Culture, through the National Mission on Cultural Mapping, has outlined the following:

- **Documentation:** Capturing intangible cultural heritage.
- **Community Empowerment:** Encouraging local participation in cultural preservation.
- **Economic Development:** Leveraging cultural assets for livelihood opportunities.

**Methodologies in Cultural Mapping**

Cultural mapping is an interdisciplinary nature, combining

## Bridging Minds and Machines New Careers in Cognitive Sciences



which we acquire, understand, and use knowledge- including perception, memory, reasoning, and problem-solving- serves as the foundation for aligning AI systems with human thought and behaviour. While AI can process vast amounts of data and perform tasks with incredible efficiency, it lacks the intuitive understanding, creativity, and reasoning that define the human mind. Cognitive science bridges this gap, ensuring that technological

The cognitive sciences include disciplines such as psychology, neuroscience, artificial intelligence, linguistics, anthropology, and philosophy. At its very core, cognitive sciences work to understand how we perceive, think, remember, and act.

Why should this matter to you? Because understanding cognition isn't just academic; it's the foundation for groundbreaking careers in technology.

mental health professionals can shape public policy.

**Artificial Intelligence Learning:** The demands that AI places on their decision-making. Cognitive science is developing algorithms that simulate human



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## India's Thriving Start-up Ecosystem: Opportunities for S&T Innovation

ish Kapoor

India's startup ecosystem has evolved dramatically over the past decade. From 350 start-ups in 2014, the country is home to over 1.39 lakh startups as of Q4 2024. This growth has been accompanied by significant investment, particularly in high-tech sectors like space exploration and Web 3.0. Notably, India has seen over Rs. 1,000 crore (approximately US \$ 120.21 million) invested in space startups between April 2021 and December 2023. India's tech escapee raised US \$ 11.3 billion from investors in 2024, marking a modest 6 per cent increase from US \$ 10.7 billion in the previous year. Today, India is home to more than 110 unicorns, with startups making notable strides even in rural and emerging sectors such as agri-technology.

India's rise as a global hub for

deep-tech. The nation's government, along with private research institutions, incubators, and accelerators, has created a robust support network to encourage the growth of science and technology entrepreneurs.

Indian entrepreneurs are increasingly focusing on solving pressing societal challenges through innovative solutions in healthcare, education, and environmental sustainability. A key feature of Indian innovation is the emphasis on low-cost, frugal technology solutions that have high

functional impact, often addressing the needs of underserved populations.

India's tech ecosystem is poised for even more growth. The nation ranks third globally as a desirable location for technological investments, reflecting its

India reached about 48% in FY 2024, with expectations for further growth of 5-7% in FY 25.

The Indian DeepTech startup sector has also seen a surge in funding, with US\$ 586 million raised in 2023, primarily at the seed stage. Alongside this, India's information technology sector is projected to reach US\$ 138.9 billion in 2024, growing at a rate of 13.2% from the previous year. The engineering research and development (R&D) and product development market is also poised for

significant growth, projected to expand at a CAGR of 13% from 2019 to 2025, reaching US\$ 63 billion.

The Government of India is actively driving innovation through initiatives such as research parks, technology business

gaps in research and product development across various sectors, including agriculture, healthcare, space research, and nuclear power.

The private sector is also making major strides, with Tata Electronics partnering with Powerchip Semiconductor Manufacturing Corp (PSMC) Taiwan to establish a US\$ 11 billion semiconductor unit in Gujarat, generating 20,000 skilled jobs. Tata's TSAT, along with two large American conglomerates, will invest US\$ 3.3 billion in a semiconductor plant in Assam, creating 27,000 jobs. Similarly, CG Power has teamed up with Renesas Electronics Corporation, Japan, and Stars Microelectronics, Thailand, to set up a semiconductor unit in Gujarat, with an investment of approximately US\$ 915 million (Rs. 7,600 crore).

India's start-up ecosystem is not only thriving but is also playing a crucial role in





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## India-Indonesia Relations: Economic Opportunities in a Strategic Partnership

**Advitya Bahl**

India and Indonesia share warm and friendly ties spanning over millennia rooted in cultural, historical, and geopolitical ties. As a comprehensive strategic partner, Indonesia is an important pillar in India's 'Act East' policy and India's vision of the Indo-Pacific. The exchange of Hinduism, Buddhism, and later Islam shaped Indonesia's cultural landscape, while shared colonial struggles and independence pursuits fostered camaraderie. Both nations played key roles in the Bandung Conference (1955) and the Non-Aligned Movement, strengthening their commitment to decolonisation and independent foreign policy. Celebrating 75 years of diplomatic ties in 2024, the partnership spans political, economic, cultural, and strategic domains. Milestones like the Comprehensive Strategic Partnership (2018) and joint naval exercises such as *Samudra Shakti* highlight defence and maritime cooperation. Economic ties have grown, with India importing coal and palm oil and exporting refined petroleum and machinery. However, trade imbalances persist, prompting discussions on mechanisms like Comprehensive Economic Cooperation Agreement (CECA). Cultural exchanges, direct flights, and academic collaborations further enhance people-to-people links. Strategically, the partnership is crucial in the Indo-Pacific, aligning with shared goals of stability and regional security.



The MEA has announced that the President of the Republic of Indonesia H.E. Prabowo Subianto will be the Chief Guest of India's 76th Republic Day celebrations.

Despite challenges, both nations are committed to fostering connectivity, innovation, and multilateral collaboration, ensuring mutual growth and regional prosperity.

**Trade Relations**

India's economic liberalisation in the 1990s and its subsequent *Look East* and *Act East* policies paved the way for enhanced connectivity with Southeast Asia, particularly Indonesia. Agreements like the ASEAN-India Free Trade Agreement (AIFTA) and the ASEAN-India Trade in Goods and Services Agreements (AITIGA) have significantly bolstered trade by reducing tariffs and enhancing market access. These frameworks facilitated Indonesia's emergence as one of India's top trading partners within ASEAN. By 2022, Indonesia surpassed Singapore as India's sixth-largest global trading partner.

**Imports:** India's imports from Indonesia surged between 2020 and 2022, driven by policy shifts that reduced duties on crude palm oil and other vegetable oils. This spike was further

Continued on page 3

## Happy Republic Day

## Zorawar Light Tank: A Testament to India's Self-Reliance in Defence Innovation



**Ravi Gupta**

Designed, developed, realised and demonstrated in a record time of just three years by the DRDO in association with our own industries, Zorawar, the Indian Light Tank (ILT) has been making news and is all set to redefine tank warfare. According to a press release of M/o Defence, In an

integrated manner, the design to realisation to demonstration at high altitude has been achieved in three years. The Indian Light Tank (ILT) has achieved a major milestone by firing a number of rounds at different ranges at an altitude of more than 4200m, at a High Altitude Location with consistently accurate results.

With Larsen & Toubro Ltd. as the main collaborator, a large number of Micro, Small, and Medium Enterprises (MSMEs) of Bharat have contributed to the development of various sub-systems. Thus, this development is also a demonstration of Bharat's prowess in rapid design, development, realisation, testing and evaluation of such highly complex military 'systems of system' for the world's most demanding and challenging battlefield conditions prevalent in high altitude regions of our country. Zorawar has been designed as a 25-ton class modern armoured combat vehicle to meet the specific requirements of our Armed Forces for such high altitude applications, making it transportable by rail, road as well as air.

Battle tanks have been an essential component of military offensives since their invention in

1915 and use in World War-I (WW-I). Tanks are designed to keep the soldier armed with required firepower and mobility while remaining protected during military offensives. A modern battle tank is equipped with a variety of weapons, sensors and equipment, providing a wide range of assistance to soldiers, in addition to fulfilling primary requirements of Protection, Mobility and Firepower.

Continued on page 4

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