

Besides these initiatives, flagship programmes of the Government such as Make in India, Digital India, Swachh Bharat Mission, Smart City Mission, Atal Mission for Rejuvenation and Urban Transformation, Housing for All, Infrastructure development and Industrial corridors have the potential to generate productive employment opportunities. Ministries/ Departments/ States run skill development schemes across various sectors to improve the employability of youth and also facilitate placements. Schemes such as the National Apprenticeship Promotion Scheme (NAPS) wherein Government reimburses 25 percent of the stipend payable to apprentices also enhances employability of the youth to access employment.

Pradhan Mantri Rojgar Protsahan Yojana (PMRPY) was launched with the objective to incentivise employers for creation of new employment. Under the scheme, Government of India was paying Employer's full contribution *i.e.* 12% towards EPF and EPS both (as admissible from time to time) for a period of three years to the new employees through EPFO. The last date for registration under PMRPY was 31st March, 2019. The beneficiaries registered upto 31st March, 2019 will receive the benefit for 3 years from the date of registration under the scheme.

(c) There is no proposal to provide unemployment allowance to the unemployed persons.

Periodic labour force survey

2662. SHRI RAJMANI PATEL:

DR. AMEE YAJNIK:

DR. L. HANUMANTHAI AH:

SHRI P. BHATTACHARYA:

Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

(a) whether Government is aware about the National Sample Survey Organisation's Periodic Labour Force Survey where it has been shown that the unemployment in the country is all time high since the independence of our country; and

(b) if so, what actions has been taken or being taken by Government to tackle this employment crisis?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR AND EMPLOYMENT (SHRI SANTOSH KUMAR GANGWAR): (a) National Sample Survey

Office (NSSO) has launched an annual household Employment-Unemployment Survey, namely, Periodic Labour Force Survey (PLFS) during 2017-18 with certain changes in survey methodology, data collection mechanism and sampling design *vis-a-vis* the earlier quinquennial (once in every five years) Employment and Unemployment surveys of NSSO. The PLFS was launched with an objective of measuring quarterly changes of various labour market statistical indicators in urban areas as well as generating the annual estimates of these indicators for rural and urban areas. Based on the Annual Report (July, 2017-June, 2018) of PLFS, Unemployment Rate (UR) as per usual status (ps+ss) at All India Level is 6.1%.

(b) Employment generation coupled with improving employability is a priority concern of the Government. Further, Government has taken various steps for generating employment in the country like encouraging private sector of economy, fast tracking various projects involving substantial investment and increasing public expenditure on schemes like Prime Minister's Employment Generation Programme, (PMEGP) run by the Ministry of Micro, Small & Medium Enterprises, Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) and Pt. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) schemes run by the Ministry of Rural Development and Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM) run by the Ministry of Housing & Urban Affairs.

The Make in India, Skill India, Digital India schemes are being implemented by the Government and these are likely to enhance the employment base. MUDRA and START UP schemes are also initiated by the Government for facilitating self employment.

Government has also implemented the National Career Service (NCS) Project which comprises of a digital portal that provides a nation-wide online platform for jobseekers and employers for job matching in a dynamic, efficient and responsive manner and has a repository of career content.

Children working in advertisement

†2663. SHRIMATI KAHKASHAN PERWEEN: Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

(a) whether Government is aware of the fact that a business of millions of rupees is being generated through the advertisements filmed on the children in the world of advertisements;

†Original notice of the question was received in Hindi.