

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.

(b) if so, whether Government does not consider the children working in the advertisement as a 'Child Labour';

(c) the reaction of Government in this regard; and

(d) if so, the remedial steps proposed to be taken by Government for bringing the children working in advertisements under the ambit of 'Child Labour' and to deal with this menace?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR AND EMPLOYMENT (SHRI SANTOSH KUMAR GANGWAR): (a) to (d) Child Labour is an outcome of various socio-economic problems such as poverty, economic backwardness and illiteracy. For elimination of child labour, the Government of India stands committed to the elimination of child labour in the country.

The Government has amended the Child Labour (Prohibition & Regulation) Act, 1986 *vide* the Child Labour (Prohibition & Regulation) Amendment Act, 2016 which came into force with effect from 1.9.2016. The Amendment Act, *inter-alia*, provides for complete prohibition of work or employment of children below 14 years of age in any occupation or process. The Amendment Act also provides for stricter punishment for employers for violation of the Act and has made the offence as cognizable. However, in exception to the above provision of the Act, certain exceptions have been made where a child:-

(i) helps his family or family enterprises, which is other than any hazardous occupations or processes set forth in the Schedule of the amended Act, after his school hours or during vacations;

(ii) where the child works as an artist in an audiovisual entertainment industry, including advertisement, films, television serials or any such other entertainment or sports activities except the circus, subject to certain conditions and safety measures.

Provided that no such work under the clause affects the school education of the child.

New ESI hospitals

2664. SHRIMATI SAROJINI HEMBRAM: Will the Minister of LABOUR AND EMPLOYMENT be pleased to state: