

**GOVERNMENT OF INDIA
MINISTRY OF LABOUR AND EMPLOYMENT
RAJYA SABHA
UNSTARRED QUESTION NO. 2335
TO BE ANSWERED ON 20TH MARCH, 2025**

GENERATION OF EMPLOYMENT IN URBAN AREAS

2335. SHRI IMRAN PRATAPGARHI :

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

- (a) whether Government's flagship initiatives, such as Startup India and Make in India, have contributed to generation of employment in urban areas in the country;**
- (b) if so, the number of jobs created under these schemes over the last two years (2023-25), categorized by State/UT, year and scheme; and**
- (c) the measures undertaken by Government to promote urban employment in light of prevailing economic uncertainties?**

ANSWER

**MINISTER OF STATE FOR LABOUR AND EMPLOYMENT
(SUSHRI SHOBHA KARANDLAJE)**

(a) to (c): The Government, with the objective of building a strong ecosystem for nurturing innovation, startups and encouraging investments in the startup ecosystem of the country, launched the Startup India initiative on 16th January 2016.

As per eligibility conditions prescribed under G.S.R. notification 127 (E) dated 19th February 2019, entities are recognized as 'startups' under the Startup India initiative by the Department for Promotion of Industry and Internal Trade (DPIIT). As on 31st January 2025, 1,61,150 entities have been recognised as startups by DPIIT across the country, which have reportedly created over 17.69 lakh direct jobs including over 14.11 lakh direct jobs created in the last five years viz. 2020, 2021, 2022, 2023, and 2024. The State/UT-wise number of direct jobs (self-reported) created by entities which have been recognised as startups by DPIIT as on 31st January, 2025 is at as Annexure-I.

'Make in India' Initiative was launched on 25th September, 2014 to facilitate Investment, foster Innovation, build best in class Infrastructure, and make India a hub for manufacturing, design, and innovation. It is one of the unique 'Vocal for Local' initiatives that promoted India's manufacturing domain to the world. Investment

outreach is being done through Ministries, State Governments and Indian Missions abroad for enhancing International co-operation for promoting Domestic and Foreign Direct Investment (FDI) in the country. Presently, Make in India 2.0 focuses on 27 sectors implemented across various Ministries/ Departments and State Governments.

In order to enhance livelihood opportunities in the urban settings, Ministry of Housing & Urban Affairs (MoHUA) supplements the effort of States/UTs by providing assistance under various programmes like the “Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM)” which was implemented from February 2016 to 30th September, 2024. The mission aimed to reduce poverty and vulnerability of the urban poor households by enabling them to access gainful self-employment and skilled wage employment, resulting in an appreciable improvement in their livelihoods on a sustainable basis through its different components viz. Social Mobilisation and Institution Development (SM&ID), Employment through Skill Training & Placement (ESTP), Self Employment Programme (SEP).

Ministry of Housing and Urban Affairs (MoHUA) has launched PM Street Vendor’s AtmaNirbhar Nidhi (PM SVANidhi) Scheme on June 01, 2020 to facilitate collateral free working capital loan to street vendors to restart their businesses, which were adversely impacted during the Covid-19 pandemic.

Besides, Government is also implementing various employment generation schemes/ programmes in the country. This inter-alia include Prime Minister’s Employment Generation Programme (PMEGP), Pradhan Mantri Mudra Yojana (PMMY), Stand-UP India Scheme, etc. The details of various employment generation schemes/programmes being implemented by the Government may be seen at https://dge.gov.in/dge/schemes_programmes

Ministry of Labour and Employment, Government of India, is running the National Career Service (NCS) Portal which is a one-stop solution for providing career related services including jobs from private and government sectors, information on online & offline job fairs, job search & matching, career counselling, vocational guidance, information on skill development courses, skill/training programmes etc. through a digital platform [www.ncs.gov.in]. As on 28.02.2025, more than 4.7 crore vacancies have been mobilised on NCS Portal.

Annexed referred to in reply to part (a) to (c) of the Rajya Sabha Unstarred Question No. 2335 due for reply on 20.03.2025

State/UT-wise number of direct jobs (self-reported) created by entities which have been recognised as startups by DPIIT during the last five years viz. 2020, 2021, 2022, 2023 and 2024, along with total number of direct jobs created as on 31st January, 2025 are as under:

State/UTs	2020	2021	2022	2023	2024	Total direct jobs (self-reported) created as on 31 st January 2025
Andaman and Nicobar Islands	32	72	71	85	137	485
Andhra Pradesh	3,059	2,419	3,062	5,750	5,259	24,490
Arunachal Pradesh	0	31	55	185	252	657
Assam	935	1,447	2,623	3,350	3,418	14,435
Bihar	2,369	3,230	4,692	9,061	7,378	30,610
Chandigarh	426	1,050	898	1,324	875	5,557
Chhattisgarh	1,169	1,943	2,214	3,239	4,774	16,749
Dadra and Nagar Haveli and Daman and Diu	31	136	147	138	144	745
Delhi	20,442	24,298	31,880	38,483	29,948	196,751
Goa	384	523	887	824	879	4,476
Gujarat	9,625	18,074	23,944	48,214	35,834	158,336
Haryana	13,237	10,836	13,849	26,115	23,232	111,716
Himachal Pradesh	283	346	1,029	1,089	969	4,453
Jammu and Kashmir	489	816	1,306	2,437	2,164	8,284
Jharkhand	1,458	1,479	1,924	3,525	3,125	13,237
Karnataka	29,640	21,788	24,898	35,273	28,795	195,147
Kerala	5,832	7,761	10,345	11,788	10,267	57,326
Ladakh	3	3	52	44	31	139
Lakshadweep	7	0	0	31	0	38
Madhya Pradesh	3,713	6,757	11,748	12,238	10,353	53,343
Maharashtra	35,751	41,754	52,143	65,199	57,505	317,801
Manipur	133	409	309	195	385	1,606
Meghalaya	0	120	61	157	106	489
Mizoram	2	15	106	79	86	368
Nagaland	32	86	71	239	3,697	4,180
Odisha	2,463	4,136	4,632	6,532	10,797	34,219
Puducherry	73	205	237	568	213	1,713
Punjab	1,792	4,418	2,319	4,983	3,527	20,309
Rajasthan	5,546	5,864	11,639	13,748	11,372	57,986
Sikkim	2	39	22	8	0	88
Tamil Nadu	9,234	10,370	18,147	30,620	26,223	113,485
Telangana	10,532	10,859	15,081	18,509	16,615	93,864
Tripura	765	103	202	193	313	1,932
Uttar Pradesh	17,640	20,831	23,181	33,992	34,807	155,499
Uttarakhand	762	1,754	1,684	2,401	7,331	16,051
West Bengal	3,741	7,344	9,462	11,565	11,110	53,041
Total	181,602	211,316	274,920	392,181	351,921	17,69,605

Source: DPIIT, Ministry of Commerce & Industry