



### Revenge of the Blue-Collar Workforce

The phrase "Revenge of blue-collar workers" in the Indian context reflects a significant shift in the perception and status of blue-collar labourers.

- **Economic Resilience:** Demand for blue-collar workers has remained strong even as layoffs in white-collar sectors have increased [1, 2].
- **Cultural shift:** Blue-collar work is beginning to be seen as honourable and essential in India [3].
- **Re-evaluation of ROI on College Degree:** The narrative that a university degree guarantees a successful career is being challenged. As blue-collar jobs gain prominence, particularly those industry specific skills, the traditional view of employment is shifting [4].
- **Social justice & empowerment:** Movements advocating for better rights and recognition are gaining momentum, reflecting a desire for social justice and improved living standards for the blue-collar workers [5].
- **Online Job Platforms:** Similar to the white-collar workforce, online platforms are now connecting employers with blue-collar workers in a trusted and transparent way [6, 7].

### Government and Private Initiatives for Blue-Collar workers

In the Union Budget 2024-25, the government has introduced a new skilling initiative aimed at training 20 lakh youth by 2029 [8].

Government of India's eShram project is expected to bring unorganized blue-collar workers under social security [9].

Private companies are investing in employee (including blue-collar) benefits despite constrained budgets – report by Plum [10].

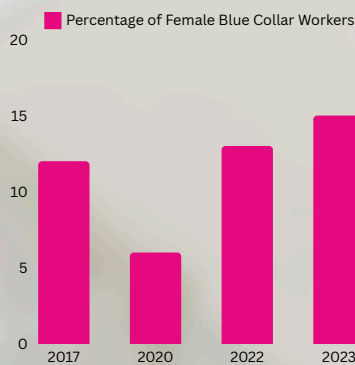
Companies are taking various initiatives to upskill their blue-collar workforce [11].

Recruiting firms are digitizing records & databases for blue-collar workers to implement a seamless & efficient recruitment process [12].

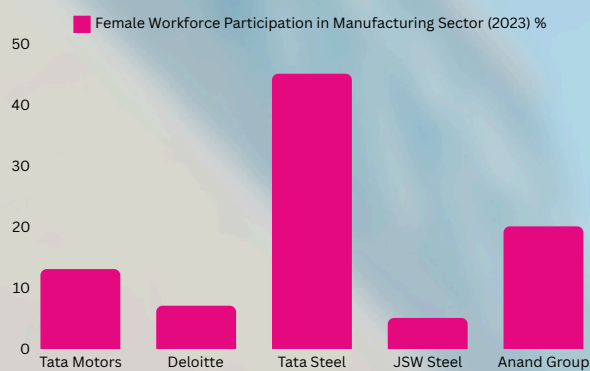
Only 1% of blue-collar jobs were currently at risk of being automated by AI. For white-collar workers, the percentage is much more [13].

### Female participation – Initiatives, Challenges & Potential

- The government's initiatives, such as establishing working women's hostels and crèches, not only ensure safety but also provide financial incentives, thereby promoting higher participation of women in the workforce [14].
- 73% of the Indian companies are focusing on encouraging women's progression into senior leadership roles [15].
- Increasing women's participation in the labour force could unlock over 70% of the potential GDP growth [16].



Source: Economic Times



Source: Business Stand



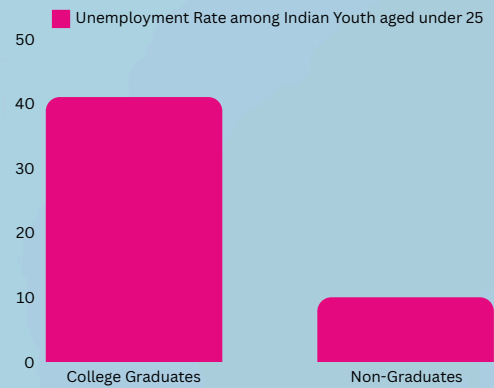
### Other Issues Still Pending Resolution

- **Average Salary:** Average salary of Indian blue-collar workers is much less in comparison to the blue-collar workers in USA & China [17, 18, 19]. More than 58% of blue-collar workers earn less than Rs. 20,000 per month [20].
- **Social Security Benefits:** Only a small portion of full-time blue-collar workers can access the benefits of EPF and ESIC programs, that are not accessible to the informal sector workers [21].
- **Employee Attrition:** Companies are increasingly focusing on employee engagement policies to reduce the average monthly attrition rate of 8-24% for blue-collar workers [22].
- **Shortage of Skilled Workers:** Irrespective of several upskilling initiatives taken for blue-collar workers, the current workforce faces a substantial skill gap [23].
- **Skill Gap:** The skill gap between the skills demanded by industries and the skills possessed by the blue-collar workforce limits upward mobility and earning potential [24].

### Youth Unemployment: A Threatening Crisis for Asia’s Economic Stability



Source: Microsoft Network



Source: Microsoft Network

