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GOVERNMENT OF INDIA
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Transforming the skill landscape

Human Resource and Skill Requirements in the Domestic Help Sector

(2013-17, 2017-22)



cutting through complexity

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Acknowledgement

We are grateful to the Government of India and its various departments, State Governments, Industry Associations, Sector Skill Councils, Skill Training Institutions, Academia and NGOs, for their contribution towards the successful completion of the Sector Skill Gap study (2013-2017, 2017-2022).

We would like to thank all NSDC's industry and training partners for their active participation. The success of the study has been possible through their collaborative efforts.

In addition, we convey our gratitude to all those who have, in some way or other, contributed towards the successful completion of this study.

Executive Summary

Definition:

Domestic work is an important avenue of work for semi-literate or illiterate people, especially women in India since 73 percent of the female workforce is illiterate or educated only up to the primary level. This sector is significant to the economic progress of the country since it absorbs low-skilled or undereducated and acts as an enabler for educated women to enter the workforce or the labour market, as they can outsource household chores to hired domestic help. However, the sector is unorganised and domestic workers are unaware and do not understand their rights, unlike their counterparts in other organised sectors. Domestic helps in India do not enjoy protection from labour laws and suffer from lack of dignity, as society usually perceives them as 'servants' doing inferior work instead of recognising them as paid professionals who manage household chores. This affects the aspirational value for such roles, which decreases the propensity to spend on training.

Rapid urbanisation, dominant and increasing participation of women and migratory population are perhaps the three distinct features that define the domestic help segment in India. The Draft National Policy on Domestic Workers, as recommended by the Taskforce on Domestic Workers, defines a domestic worker as "a person who is employed for remuneration whether in cash or kind, in any household through any agency or directly, either on a temporary or permanent, part time or full time basis to do the household work, but does not include any member of the family of an employer."

The market:

Domestic work is the primary source of employment for women in the unorganised sector. Less than 1 percent of the workforce is formally trained and about 80–85 percent workers are unskilled labour. Tier 1 2 cities in India have the highest demand for domestic help. India's economic growth would drive per capita income, resulting in more families falling under the upper middle/high income category. These families are the chief source for demand of domestic workers in the country. According to Get Domestic Help (GDH), an online job placement agency based in Delhi, at least 2.5 million households are currently searching employees in just eight largest cities of India.

Socio-economic factors:

In many families nowadays, both husband and wife participate in the workforce, thus raising the need for help with regards to taking care of children as well as the elderly. Both functions require different skills and a gap in these skills creates an opportunity for skill development. The Global Age Watch Index 2013 ranks India 73 out of 91 countries in elderly care, hence these is a significant margin for improvement in this area. Elderly care and in-house nursing have emerged as new categories under the domestic work sector. These workers provide services such as taking care of elders and senior citizens and injured or unwell individuals who require specialised care.

Monitoring:

The government might also want to establish monitoring authorities that can act as centers to monitor domestic abuses and restrict the employment of children at home. The absence of a registration and labour monitoring system poses a major challenge, as there is no way of correctly concluding the number of workers across the country.

Domestic help placement services/agencies:

Private players are also making efforts towards organising the sector and have established agencies and companies to train domestic help. Companies established under this sector offer well-trained housekeeping workers, who are efficient in cooking, cleaning and childcare, to the urban middleclass. However, such a trend is in its nascent stage and companies such as The Maid's Company, Hire-a-Help, B-Able Domesteq and Saath Livelihood Services are taking small steps. Several other companies are expected to enter the market since there is huge demand and cheap labour from rural areas of the country is easily available.

Workforce characteristics

Concerns and challenges in the industry regarding skill supply and skill development

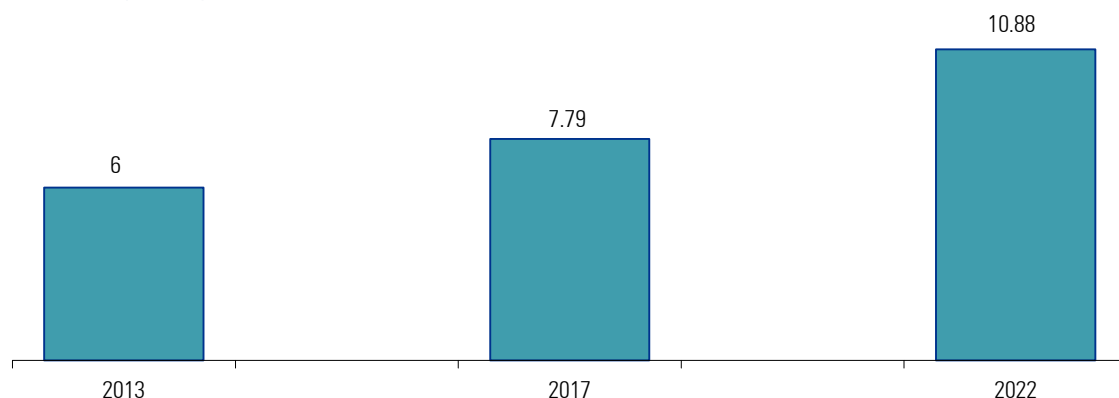
Abuse	<ul style="list-style-type: none"> Domestic workers can face abuse in terms of long working hours, potential physical abuse by the employer, improper sleeping facilities, sexual harassment and no leave or holidays in a month.
Low paid jobs	<ul style="list-style-type: none"> The sector offers low paying jobs to the workforce. Low salary levels can be attributed to the following factors: <ul style="list-style-type: none"> Lack of recognition of their contribution Illiteracy of workers hampers their bargaining power Absence of laws at the state and national levels
No financial capacity for training	<ul style="list-style-type: none"> Most domestic workers are from the marginalised sections of society and a large number of them are migrant workers who lack the financial capacity to pay for training. Also, clients are not interested in paying additional money for training.
Low dignity of the job	<ul style="list-style-type: none"> Domestic work is characterised by difficult and, sometimes ,oppressive conditions coupled with low wages, lack of social security and dignity. Therefore, people usually feel there is no value in pursuing this field.
Unregulated sector	<ul style="list-style-type: none"> The domestic help sector in India is unregulated and the implementation of laws is weak. <ul style="list-style-type: none"> The sector is dominated by women workers and children who often fall prey to crimes such as human trafficking. Placement agencies that bring workers from other states to work in metros are completely unregulated There is no formal contract to ensure a healthy employer-employee relationship. There is no legislative protection and no organisation to ensure this.
Lack of trainers	<ul style="list-style-type: none"> Organising domestic trainers has been a major challenge since workplaces are inaccessible and many; they are marked by high attrition rate and instability. This restricts the ability to pass on skills to the next set of workers.
Low literacy rates	<ul style="list-style-type: none"> The workforce in the sector is dominated by migrant women from rural areas of states such as Chhattisgarh, Jharkhand, Assam and Orissa. They are illiterate and economically challenged, which forces them to migrate to metro cities in search of employment opportunities.
Non-verified and lack of groomed employees, high attrition	<ul style="list-style-type: none"> Employers face significant challenge in finding verified domestic workers due to the lack of a centralised database. There is another challenge of high attrition rate since there is no fixed wages and they often leave for a meagre hike. Also, finding well-groomed employees poses a challenge

Majority of domestic workers are marginalised whose economic contributions to the society are invisible

Incremental Human Resource Requirement (2013-22)

The domestic worker sub-categories include general domestic help, cook, gardener, office assistant and babysitter

Estimated Growth of Domestic Workforce in India (2013-22) in million



Traditional job roles	Description
Live in — domestic help	They are employed by a single household where food and shelter are provided. Employees are housekeepers and conduct all functions, including cooking, washing, and general caretaking of employers.
Live out — domestic help	They are self-employed at multiple households and not offered food and shelter by employers. They tend to live independently. There are often many live-out workers who work for one family full-time but come and go from a family home - often living in slum areas. This is especially true for places like Gurgaon and Mumbai where modern housing lacks staff quarters.
Cooks	These are personnel who cook food for employers. They may be skilled to make simple or specialty cuisines.
Gardener	A person who works in or tends a garden for hire. Their activities include cutting, planting and watering plants or flowers in an employer's garden.
Babysitter	A person, usually woman, who is hired to take care of an infant or a child in a household. Their activities include feeding, bathing, dressing the infant/child. They also clean children's room and their clothes.
Upcoming job role	Description
Elderly care	Elderly care includes performing duties to fulfill special requirements unique to senior citizens, who need extra care and depend on helpers for their daily activities.

Source: Secondary and Primary Research, KPMG in India analysis

- Government schemes for skill development in the domestic help sector are scarce with only a few initiatives undertaken on a pilot basis by the Delhi government. This includes the Development Initiative for Domestic Workers/Household Assistants.
- There seems to be limited private sector participation in conducting training programmes and institutes for skill development of domestic workers. A few start up firms, such as Get Domestic Help and Domesteq, offer training services for domestic workers.
- A training course for domestic workers is run under the Modular Employable Scheme (MES) of the Ministry of Labour and Employment (MoLE). Upon successful completion of the course, trainees obtain a National Council for Vocational Training (NCVT) certificate



Select recommendations & implications

Recommendation	Implications
Spread awareness and create an ecosystem to motivate domestic helps to take up training and encourage employers to participate in skilling	<ul style="list-style-type: none"> ▪ Awareness need to be created among the domestic workers. Be it regarding existing schemes like the MES scheme or roles at the entry level or specialised roles. Employees should also be encouraged to invest in skilling them. ▪ Training will give them literacy and numeracy skills which will not only help them do work more efficiently but also help them earn higher wages. So they will also be more willing to invest in training, upgrading skills and increasing sector attractiveness. ▪ The skill and re-skill training programme initiated by ILO, MoLE and the Delhi government should be scaled up and replicated in different states of India in a phased manner.. ▪ Flexible training hours with short-term interventions, such as 1–2 hours/week without leading to missing out on wages could attract them for training
The government needs to create a conducive environment to help training centres scale up	<ul style="list-style-type: none"> ▪ The government needs to step in to create scalable and sustainable business models for training and placement in the sector ▪ They also have to incentivise private players to take up training in this space by giving them tax breaks ▪ Apart from creating skilling modules for domestic workers, the government should also look at creating a model curriculum for trainers in the sector.
Effective implementation and periodic review of the legislations	<ul style="list-style-type: none"> ▪ While a number of legislations and schemes are in place, their implementation leaves a lot to be desired. Periodic review and modification to the rules and regulations responding to the socio-economic changes in the country is needed to make laws relevant and effective to empower workers with social and legal rights. ▪ Policies should serve to highlight certain minimum conditions for domestic work and they should be followed effectively. ▪ Domestic work should be included in the central list of scheduled employments for fixation and enforcement of minimum wages.
Integration of unit level structures to train	<ul style="list-style-type: none"> ▪ Since it is unorganized, the sector is highly fragmented. Training takes place in isolation and at times, no training is imparted. ▪ There is a need for an integrated approach that involves heads of blocks in villages, districts welfare offices, training and placement agencies , non-governmental organisations and resident welfare associations in cities to train and place people in the sector. ▪ Instead of waiting for the candidate to migrate to the city, it would be prudent to impart some basic training in soft skills, language and hygiene at the village level to reduce the effort of training institutions and also increase candidates' confidence levels to help them prepare for other specialised training later.
Establish and support the Domestic Help Sector Skill Council	<ul style="list-style-type: none"> ▪ Registration of all placement agencies and individuals providing placement, sourcing and recruitment services relating to domestic work with the Domestic Help Sector Skill Council should be made mandatory. ▪ Such a body would also standardise fee and help regulate the arbitrary fee structure imposed by various training providers. ▪ Create a National Occupational Standards framework and map NOS with NVQs. ▪ Create the much-needed bridge between employers and employees to help keep a check on placement agencies and curb the instances of exploitation of women.

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Abbreviations

AP	Andhra Pradesh
CAGR	Compounded Average Growth Rate
FY	Financial Year
FYP	Five Year Plan
GDH	Get Domestic Help
GDP	Gross Domestic Product
GoI	Government of India
ILO	International Labour Organisation
INR	Indian National Rupee
MES	Modular Employment Scheme
MoLE	Ministry of Labour and Employment
MWD	Minimum wages per day
NCVT	National Council for Vocational Training
NGO	Non-governmental Organisation
NIC	National Industry Classification
NSDC	National Skill Development Corporation
NSQF	National Skills Qualification Framework
NVQ	National Vocational Qualification
RSBY	Rashtriya Swasthya Bima Yojana
SSC	Sector Skill Council
UID	Unique Identification
USD	United States Dollar
YoY	Year on Year

Context and approach

Brief background	<p>NSDC had conducted sector-wise skill gap studies for 19 high priority sectors in 2008–09 .</p> <ul style="list-style-type: none">▪ KPMG has been engaged as a consultant to help evaluate the skill gap across 25 sectors and develop actionable recommendations for its stakeholders.▪ Mandate includes sector and sub-sector level analysis, demand-supply projection, estimation of incremental man-power requirement between 2013-2017 and 2017-2022, identification of key-employment clusters, and SWOT analysis of each sector▪ Study also aims to take qualitative insights from stakeholders on enablers and challenges for each sector, way forward in terms of specific policy level actionable recommendations,
Inclusions over the previous study	<ul style="list-style-type: none">▪ Study led by industry – Sector Skill Councils and a panel of professionals from different sub-sectors were consulted for their inputs on industry trends, key takeaways in terms of skill requirement, qualitative insights to understand specific interventions required for each sector and to validate the quantitative results and recommendations▪ 6 sectors were added to the list of NSDC priority sectors for studying the skill gaps <p>Updated study also includes</p> <ul style="list-style-type: none">▪ Identification of top 20 job-roles in each sector, case studies around good training practices, sub-sector level indicators and growth factors▪ Study also includes understanding of existing training infrastructure, work-force characteristics and employment clusters,▪ Macro economic factors, central and state governments policies and their envisaged impact▪ Synchronisation of the sector wise demand from the district level skill gap studies▪ Recommendations for key stakeholders - Industry, NSDC, Training organizations and Government▪ Environment scans every year till 2015-16 including SWOT analysis for the sector

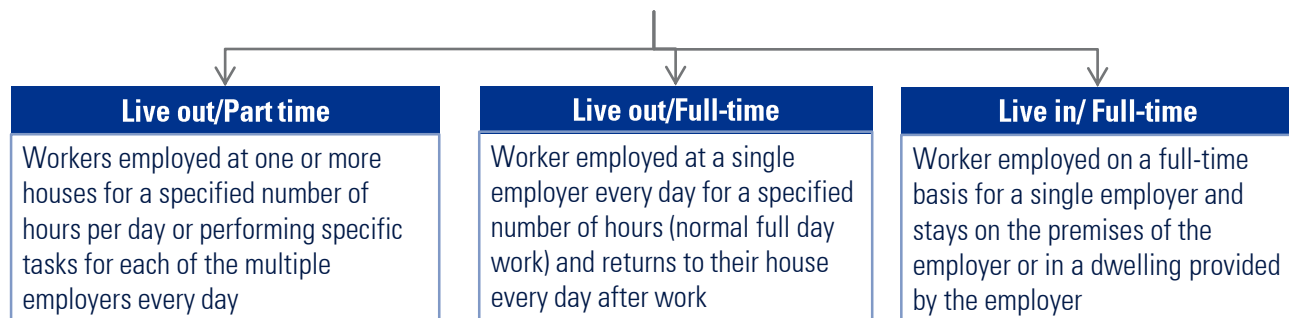
Industry classification

Industry classification

Classification in terms of work hours

A majority of domestic workers belong to the marginalised sections of society and a large number of them are primarily migrant workers. They possess formal skills, which are developed at home. This is especially true for women, who know cleaning and cooking, who work as domestic helps and require little skill training. Besides, the work seems to give women, who also shoulder the responsibility of managing their houses, some flexibility.

Classification of domestic workers in terms of work hours



Drivers

Women's participation in the workforce

About 90% of workforce in the sector comprises women

Urbanisation/Shrinking families

Rapid urbanisation and nuclear families have led to increased demand for domestic help

Increase in the disposable income

Increasing number of educated women are joining the labour market and, hence, their dependence on domestic help is high

These drivers have led to the rise of the following trends in the domestic help sector



Trends

Dependence on migrant workers

More workers migrate from rural to urban areas with the hope of high earnings

Demand for specialist roles

Increasing number of women and men are joining the workforce, creating a lacuna for baby-sitting or elderly care at home

A rise in these trends have led to several challenges becoming visible recently



Challenges

No standardisation of working hours, salaries or leave

Arbitrary working hours, low salaries and lack of leave are important challenges

No protection against physical or mental abuse

There is no redressal mechanism to penalise those who abuse domestic workers

No regulatory mechanism

There is no regulatory mechanism to check malpractices of placement agencies

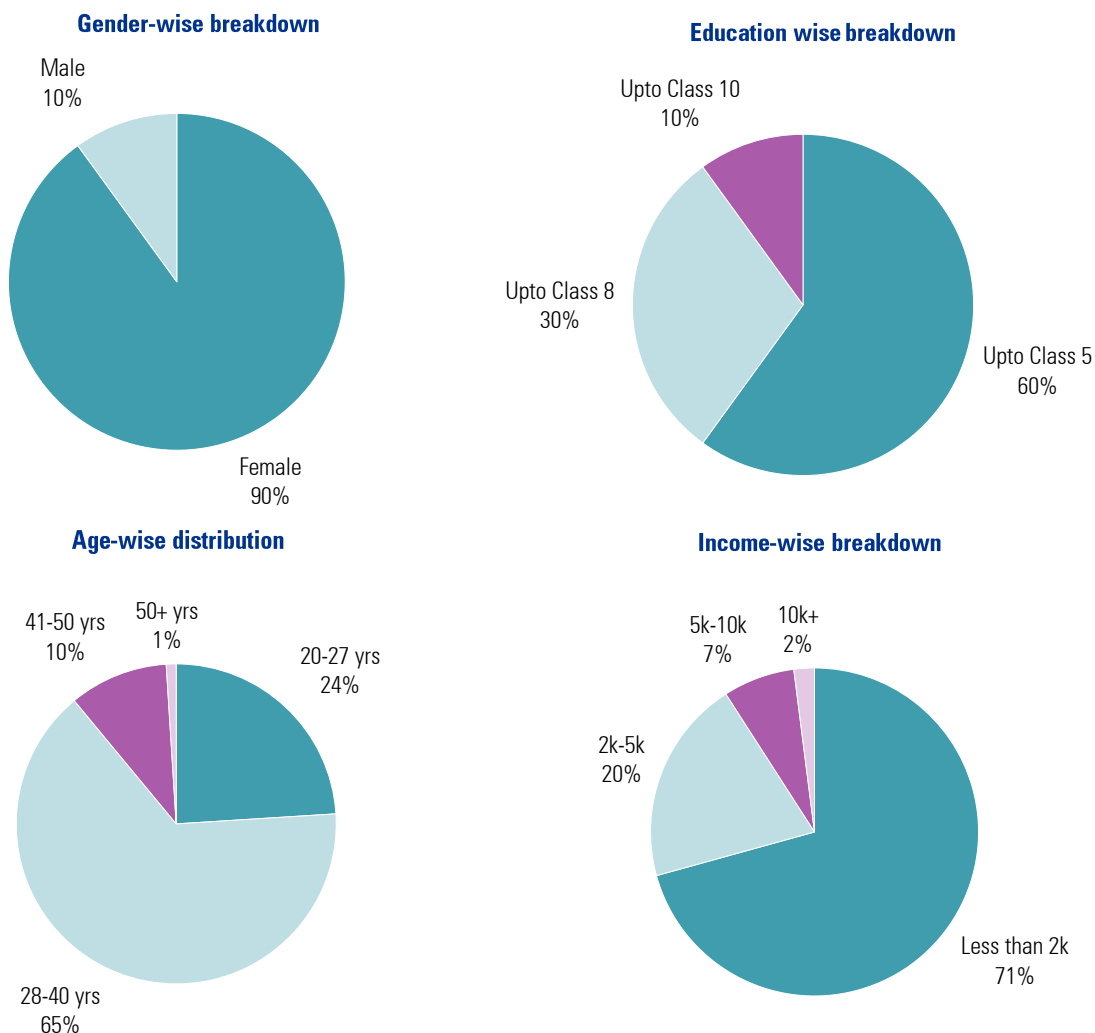
Source: Secondary and Primary Research, Weigo.Org, World Bank, India – New Global Poverty Estimates, 2010; NSSO 68th round of survey

Classification in terms of gender, education, age and income

- It is difficult to pinpoint the exact number of people employed as domestic workers in India. The perceived figures vary between 4.2 and 90 million based on different sources. This study estimates the number to be about 6 million, as per various NGO sources.
- Women and children constitute a significant percentage of the domestic help workforce in India. Though it is illegal to employ children below 14, people from economically backward families depend on the extra income earned by children.
- On an average, domestic workers earn a meager INR6,000 a month in India, as compared to INR23,000–30,000 a month in countries like Hong Kong or Singapore. This variation is due to factors such as level of education (domestic workers abroad are educated as compared to their Indian counterparts), recognition of the importance of domestic labour by employers and the enforcement of minimum wages legislation by the government.

Characteristics of domestic workers

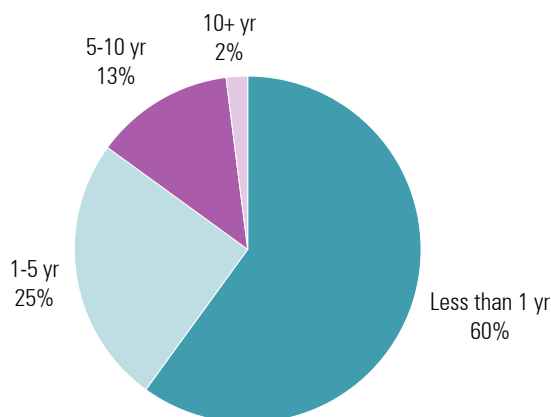
Characteristics-wise breakdown of domestic worker



Source: Primary Research and KPMG in India analysis

Characteristics of domestic workers

Work-wise experience breakdown



- The sector is dominated by women workers, as men seek better opportunities in other sectors. Moreover, women are believed to possess 'inherent skills' for this sector.
- Since earnings for women from this sector are perceived to be secondary, there is little or no investments in upgrading skills.
- A majority of workers are usually educated up to Class 5 and fall in the age group of 28–40 years. There seems to be no direct link between the skills required and education levels.
- The domestic workers category below 15 years of age has proved to be difficult to monitor and regulate and, so, there are no estimates.
- Primary interactions with domestic help suggests that a majority of them earn less than INR1,000 a month in tier 2, 3 and 4 cities. They work in multiple households on a part-time basis. However, domestic help earn up to INR6,000 per month in metro cities.
- Research suggests that only 2 percent of workers earn more than INR10,000 a month. They work on a full-time basis with a single employer and display niche capabilities in a particular category such as geriatric (elderly) care.
- While a majority of workers have less than a year of work experience, about 2 percent of them have experience in working in similar roles. They also have expertise in one or the other domain.
- Domestic helps say that there is no dignity of labour in this sector and, therefore, no investment is made in upgrading their skills or providing training.

Industry overview

Definition:

Domestic work is an important avenue of work for semi-literate or illiterate people, especially women in India since 73 percent of the female workforce is illiterate or educated only up to the primary level. This sector is significant to the economic progress of the country since it absorbs low-skilled or undereducated and acts as an enabler for educated women to enter the workforce or the labour market, as they can outsource household chores to hired domestic help. However, the sector is unorganised and domestic workers are unaware and do not understand their rights, unlike their counterparts in other organised sectors. Domestic helps in India do not enjoy protection from labour laws and suffer from lack of dignity, as society usually perceives them as ‘servants’ doing inferior work instead of recognising them as paid professionals who manage household chores. This affects the aspirational value for such roles, which decreases the propensity to spend on training.

Rapid urbanisation, dominant and increasing participation of women and migratory population are perhaps the three distinct features that define the domestic help segment in India. The Draft National Policy on Domestic Workers, as recommended by the Taskforce on Domestic Workers, defines a domestic worker as “a person who is employed for remuneration whether in cash or kind, in any household through any agency or directly, either on a temporary or permanent, part time or full time basis to do the household work, but does not include any member of the family of an employer.”

Legislation and implementation:

While increasing urbanization and participation rate of women, and the decline in joint families are driving the growth of this segment, existing laws and policies — or their implementation — are insufficient to regulate domestic work and protect workers. There are several legislations pertaining to minimum wages, protection against abuse and insurance at the state and central levels. For example, the Unorganized Social Security Act, 2008, the Sexual Harassment against Women at Work Place (Prevention, Prohibition and Redressal) Act, 2013, the Rashtriya Swasthya Bima Yojana (RSBY) and Minimum Wages Schedules notified in various states. However, increasing instances of cases of abuse, exploitation and violence against domestic workers highlight that the implementation of these policies leaves a lot to be desired.

So far only seven states — namely, Andhra Pradesh, Bihar, Jharkhand, Karnataka, Kerala, Odisha and Rajasthan — have notified minimum wages for domestic workers under the Minimum Wages Act, 1948. Moreover, only three states — Kerala, Maharashtra and Tamil Nadu — have each constituted a Welfare Board for Domestic workers. Even though RSBY was extended to cover domestic workers in 2011, only a few states such as Kerala, Jharkhand, Chhattisgarh and, recently, Haryana have implemented it. So, the requirement is for a comprehensive and uniformly applicable national legislation that guarantees fair terms of employment and appropriate working conditions. For example, the legislation should mandate the total number of working hours, weekly holidays and sick leave.

Social security:

People working in the sector should be able to access social security benefits related to health and insurance. Policies on compulsory health and insurance benefits will not only ensure welfare schemes for the employees in the but also enhance the value of their work. This will ensure dignity of labour and make workers take pride in being associated with the sector. However, it would be challenging to monitor employers individually and, therefore, there is a need for institutional social security benefits from the State. For example, the mention of job status as Domestic Worker on their Unique Identification (UID) cards should give workers access to social security

Prevention of abuse:

According to figures released by the Ministry of Women and Child Development in February 2014, published in response to a question tabled in the Rajya Sabha, reports of violence against domestic helpers between 2010 and 2012 has risen. Overall, in India's 28 states and seven Union Territories, there were 3,564 cases of alleged violence against domestic workers reported in 2012, a marginal increase from 3,517 in 2011 and 3,422 in 2010. Besides legislation, people joining the sector should be provided with training and education — i.e. basic literacy and numeracy skills — to make them aware of their social rights, instill gender sensitivity, prevent violence or abuse by employers or agencies.

Lack of data:

Considering the migratory nature of the workforce, data pertaining to employment poses a major challenge. Differing estimates of the market size of the sector indicate this. A database that captures the number of people employed, migration patterns, attrition levels and trends would help define programmes and policies for the sector; it should be created under the aegis of the central government.

Integration of the unit level:

The sector, being unorganised, is highly fragmented in nature. Either there is no training, which is the case more often than not, or it is conducted in isolation. An integrated approach by involving heads of blocks at the villages, district welfare officers, training providers, placement agencies, non-governmental organisations and resident welfare associations in cities to train and place people in the sector is likely to be effective. At present, workers who hail primarily from rural areas are not aware of the training organisations or opportunities often join the sector without any formal training. As a result, they don't end up earning the wages they deserve. Conducting training sessions at the source — i.e. at the village level — and spreading awareness on the benefits of training and their rights as individuals is likely to help people make informed choices and prevent them from falling prey to abuse.

Monitoring body:

Over the years, several agencies have mushroomed and all of them claim to provide training or place domestic helps. But more often than not people from rural areas, especially girls and women, fall prey to human trafficking and abuse by some agencies. However, several others provide substandard training. To keep a check on such unscrupulous players, a monitoring body to accredit these agencies is required.

The market:

Domestic work is the primary source of employment for women in the unorganised sector. Less than 1 percent of the workforce is formally trained and about 80–85 percent workers are unskilled labour. Tier 1 2 cities in India have the highest demand for domestic help. India's economic growth would drive per capita income, resulting in more families falling under the upper middle/high income category. These families are the chief source for demand of domestic workers in the country. According to Get Domestic Help (GDH), an online job placement agency based in Delhi, at least 2.5 million households are currently searching employees in just eight largest cities of India.

Socio-economic factors:

In many families nowadays, both husband and wife participate in the workforce, thus raising the need for help with regards to taking care of children as well as the elderly. Both functions require different skills and a gap in these skills creates an opportunity for skill development. The Global Age Watch Index 2013 ranks India 73 out of 91 countries in elderly care, hence there is a significant margin for improvement in this area. Elderly care and in-house nursing have emerged as new categories under the domestic work sector. These workers provide services such as taking care of elders and senior citizens and injured or unwell individuals who require specialised care.

Law:

The Nirmala Niketan and National Campaign Committee for Unorganised Sector Workers has also drafted the Domestic Workers (Regulation of Employment, Conditions of Work, Social Security and Welfare) Bill, 2008, which is also subject to discussion.

Monitoring:

The government might also want to establish monitoring authorities that can act as centers to monitor domestic abuses and restrict the employment of children at home. The absence of a registration and labour monitoring system poses a major challenge, as there is no way of correctly concluding the number of workers across the country.

Trade unions:

Though informal unions exist, there are speculations that domestic workers may be given the right to form formal unions, thus allowing them to increase their bargaining power. The presence of a union is also likely to prevent abuse and exploitation.

Domestic help placement services/agencies:

Private players are also making efforts towards organising the sector and have established agencies and companies to train domestic help. Companies established under this sector offer well-trained housekeeping workers, who are efficient in cooking, cleaning and childcare, to the urban middleclass. However, such a trend is in its nascent stage and companies such as The Maid's Company, Hire-a-Help, B-Able Domesteq and Saath Livelihood Services are taking small steps. Several other companies are expected to enter the market since there is huge demand and cheap labour from rural areas of the country is easily available. Most agencies take care of critical procedures, such as police verification, document verification, registration, insurance and work-related training. However, they still ignore several activities such as compensation, working conditions, dignity, leave and other benefits.

Social agencies (NGOs):

Many social agencies, such as NGOs, are actively protecting the rights of domestic workers. They also provide work training, basic education and employment assistance to domestic workers. A lot of them also try to place workers they help or rescue.

Child labour:

Despite the government's law banning child labour, thousands of children below the age of 14 continue to be employed in Indian households as domestic help.

Migration:

Migration is an important characteristic of this sector. A large number of people working in this sector migrate from rural areas of the country to cities and many of them are from Eastern and Northeastern regions. Moreover, migrants from neighbouring countries such as Bangladesh and Nepal also constitute a significant percentage of domestic help working in India. Migrant workers face many challenges, such as facing difficulty in adapting to the linguistic, cultural and social environment of urban India and falling prey to human trafficking.

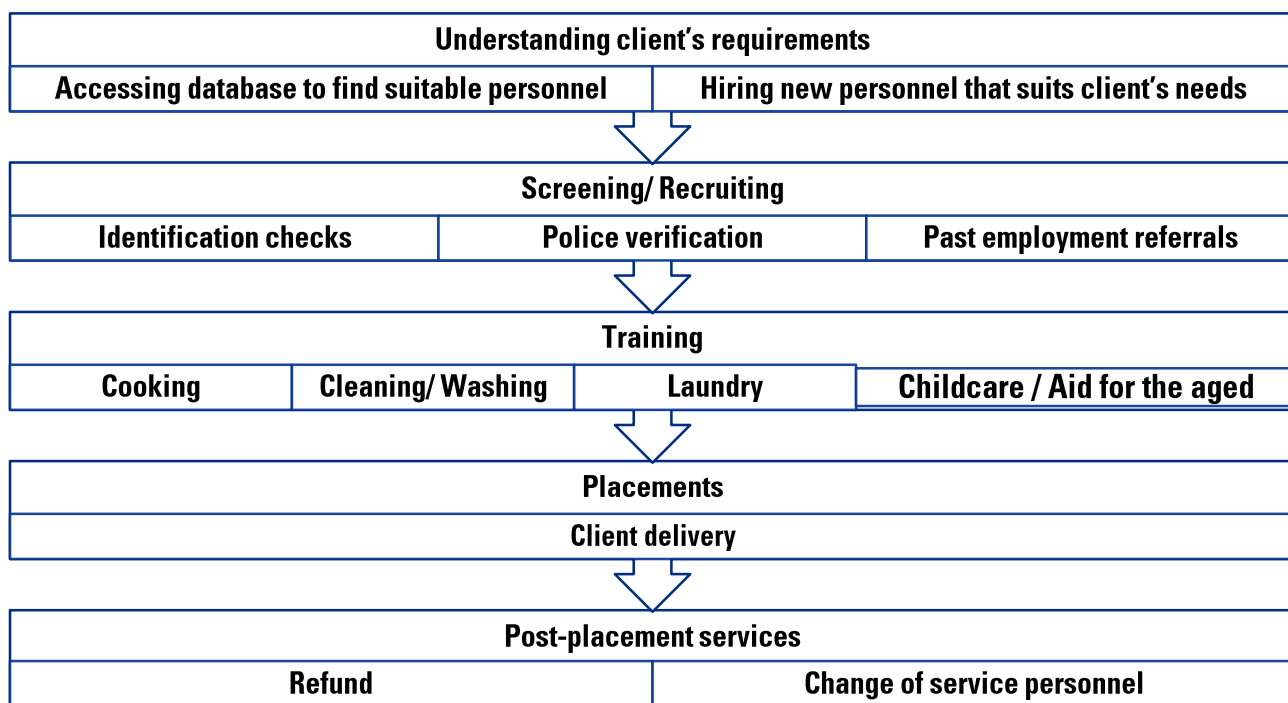
Correlation between wages and household income

The wage structure is abysmally skewed for the existing and minimally skilled workforce. There is an interesting correlation between the wages and the user's household income. HNIs and upper middle income group households with specific expectations pay relatively higher wages. Rise in wages is expected with an increase in demand for specific skills sets. However, a majority of domestic workforce is not expected to witness an increase in wages due to low recognition of skills and consistent addition to the supply pool due to migration. There is blatant disregard for minimum wage for each state and lack of education on it. Skill premium is possible only after the establishment of standards and regulations for the sector and the implementation of mandatory MWD (minimum wages per day).

Trends in the Domestic Help segment

- Until a few years ago, the domestic help sector was completely unorganised. However, the establishment of companies that focus on providing maid servants triggered a transformation of the sector.
- These companies offer well-trained housekeeping personnel, who are efficient in cooking, cleaning and childcare, to the urban middleclass at affordable prices.
- Companies like The Maid’s Company and Hire-a-Help, which have been in business since 2010 are taking small steps towards organising the sector.
- Currently, the companies are largely located in metropolitans and major cities across India, covering a small percentage of the country. Therefore, they haven’t been able to make a significant difference.

The service processes followed by the organised sector



- A thorough processes ensures quality of service is maintained.
- These companies tend to be slightly costlier, as it takes into account the cost of maintaining databases, conducting various checks and verifications and imparting training in different skill sets. For instance, Hair-a-Help charges INR9,900, which includes a three-month replacement or refund and obliges all legal compliance.
- The trend of migrant workers is also defining in India. Women relocate to different parts of the country with their men, especially with those who migrate to big cities within India and abroad in search of work. The Middle-East, South Asia, Europe and North America are some preferred destinations for such women.

Industry overview

Regulatory overview

- The domestic help sector is highly unorganised, though this is slowly changing with the introduction of policies and growing trend of domestic help manpower supply agencies. It is usually assumed that tier 1 and 2 cities in India have the highest demand for domestic help. However, the truth is this segment depends on income more than cities.
- The competitiveness of this sector at a regional level could be determined by the number of domestic workers in a particular city, minimum wage that the domestic helper earns at a particular time period and its difference among cities.
- When compared to other regions in the world such as the Middle East (Bahrain, Iran, Kuwait and Saudi Arabia), South Asia (Afghanistan, Sri Lanka), Europe (Switzerland, the United Kingdom, Russia and the Netherlands), and North America (the United States, Mexico and Canada), India has an unorganised domestic help sector and the minimum wages rule is not strictly followed, which leads to low wages of helpers.

Region	Country	Number of Domestic Workers	Average Wages (In % of Average wages for all paid employees)	Educational Background	Percentage of Women
Central & Eastern Europe		3.6 Million			90%
	Spain	7,47,000			
	Italy	419,400			
	France	5,89,900	41%		
	Germany	2,03,000			
	United Kingdom	1,38,000			
Middle East		2.11 Million			31.80%
	Bahrain	2,70,080	21%		
	United Arab Emirates	2,70,080			
	Saudi Arabia	7,84,500			
	Kuwait	2,72,190			
Latin America and Caribbean		19.59 Million		Lower formal education	53%
	Brazil	7.2 Million	41%		
	Mexico	1.9 Million	52%		
	Dominican Republic	1,94,600			
Africa		5.24 Million		primary or junior secondary education	75%
	Namibia	36,000			
	Lesotho	26,400			
	Zimbabwe	1,20,500			
	Botswana	25,200	14%		
	Ethiopia	2,48,600			
	Nigeria	2,00,000			
Asia and the Pacific		21.5 million		Lower to Middle school education	81.40%
	Philippines	1.9 Million	44%		
	Indonesia	2.4 million			
	Malaysia	2,55,000			
	Thailand	2,55,000	54%		
	China	9.4 Million			
South America		7.2 Million			
	Less competitive than India				
	In competition with India				
	Numbers rounded off				

Source: South China Morning Post – Hong Kong, International Labour Office – Domestic Workers across the world :

Industry overview

Regulatory overview



- In Singapore, employers are required to apply for a work permit if they wish to hire a Foreign Domestic Worker (FDW). The work permit is usually valid for two years.
- Employers are required to provide benefits such as weekly rest day, accommodation, medical care and insurance.
- The Ministry of Manpower (MOM), Singapore, encourages employers and their FDWs to enter a written employment contract.
- Strict penalties are imposed on the employer for non-payment of dues to domestic workers.



- The Government of Malaysia follows a stringent policy for recruiting unskilled migrant workers, including domestic workers.
- The recruitment policy requires domestic workers to sign a contract only with one employer, limiting their ability to seek better opportunities in the open labour market.
- The government also exercises policy that prohibits domestic workers to establish permanent residence, reunite with their family members and integrate with the local society through marriage.
- Domestic workers can be departed from the state if they are found to be pregnant or the employers cancel their contract.



USA

In the USA, the NY Domestic Workers Bill of Rights and the NY State Labor Laws protects domestic workers against any kind of exploitation. The bill is applicable to a citizen of the United States, a legal permanent resident, an immigrant with other status (e.g. temporary protected status), and an undocumented worker.

Some key features of the Domestic Worker's Bill of Rights New York includes:

- Paying minimum wages on weekly basis
- Overtime pay — one-and-a-half (1.5) times regular working hour rate of pay after 40 hours of work in a week, or 44 hours if the worker lives in the employer's house;
- 24-hour rest day every seven days, or overtime pay if agreed to work on that day
- Three paid rest days each year after one year of work for the same employer

In some cases employers are also required to pay unemployment or compensation insurance.

The New York bill protects domestic workers from certain forms of harassment based on gender, sex, race, religion or national origin, or harassment by complaining about such harassment under the New York State Human Rights Law.

Singapore and Malaysia follow stringent policies on recruitment of unskilled migrant domestic workers

<p>Strengths</p>	<ul style="list-style-type: none"> ▪ Abundant labour force: India has the unique advantage of a young demography. However, at the same time, about 73 percent of the female workforce is either illiterate or less educated. It's easy to pursue the job of domestic help, which requires minimal skills and, so, is ideal for these women since they already possess basic skills in cooking and cleaning. ▪ Cheap labour: On an average, domestic workers take home a meager INR6,000 a month in metro cities and about INR1,000 in small cities in India as compared to countries like Hong Kong or Singapore where domestic helpers are paid as much as INR23,000–30,000 a month. ▪ A growing middle class population: Women, especially from the middle class, are increasingly joining the labour market, creating demand for domestic help. This is increasing demand for specialist roles such as child care and geriatric care, especially in tier 1 and 2 cities.
<p>Weaknesses</p>	<ul style="list-style-type: none"> ▪ Unregistered workforce: The sector is highly unorganised and unstructured, hence there is no database to gauge employment figures, attrition rates, verification of domestic help or the demand-supply scenario. ▪ Discrimination: Workers in this segment often face discrimination on caste, language and community, often restricting their employment opportunities. ▪ Absence of a monitoring system: Lack of a monitoring system is detrimental to the growth of the sector since it is not able to measure the growth of the sector or the implementation or effectiveness of the policies being formulated. ▪ Poor implementation of policies: Laws on wages, social security and abuse have been formulated but their implementation is far from satisfactory. While in some cases only a handful of states have been notified about the policies, the process of implementation is yet to begin in others. Some existing laws or policies are often inappropriate for informal workers and sometimes they even exclude them. ▪ Child labour: While employing a child below 14 years is prohibited by the law, poor and oversized families often push children to work as domestic help to earn extra income. ▪ Attrition: The attrition rate is high since the demand exceeds supply. Those who work as domestic help often quit due to poor salaries, distance or uncomfortable work environment. ▪ Perception crisis: Since the sector employs mostly marginalised women with little or no education, it suffers from a perception problem. Most of these workers are often viewed as 'servants' and looked down upon. There is no dignity of labour and, hence, this makes domestic work non-aspirational.

<p>Opportunities</p>	<ul style="list-style-type: none"> ▪ Need for relevant training: There is huge demand for trained personnel since more specialised roles, such as elderly care, are emerging and require specific and relevant training. ▪ Need for organising the domestic workers sector: The fragmented structure and unorganised nature of the sector presents several growth opportunities. ▪ Legal and policy advocacy: Legislations and policies that protect the rights and interests of domestic workers need to be formulated and implemented effectively.
<p>Threats</p>	<ul style="list-style-type: none"> ▪ Abuse and harassment: The workforce in the sector, especially women who are often from rural parts of the country and are largely uneducated, are unaware of their rights and fall prey to physical and mental abuse and harassment by employers or agencies. Young girls from remote areas are promised jobs but often become victims of human trafficking. Hence, people hesitate to join the sector and also often resist migrating to big cities due to the fear of abuse. ▪ International migration: Domestic workers in India often get paid less due to the absence of strict regulations, overarching regulatory body and redressal system and the lack of educated women who are unaware of their rights. Wages in other countries like the Middle East, Latin America, South America and others parts of Asia are not only high but they also have programmes and policies to check exploitation. Hence, this sector has been witnessing increased migration to these countries.

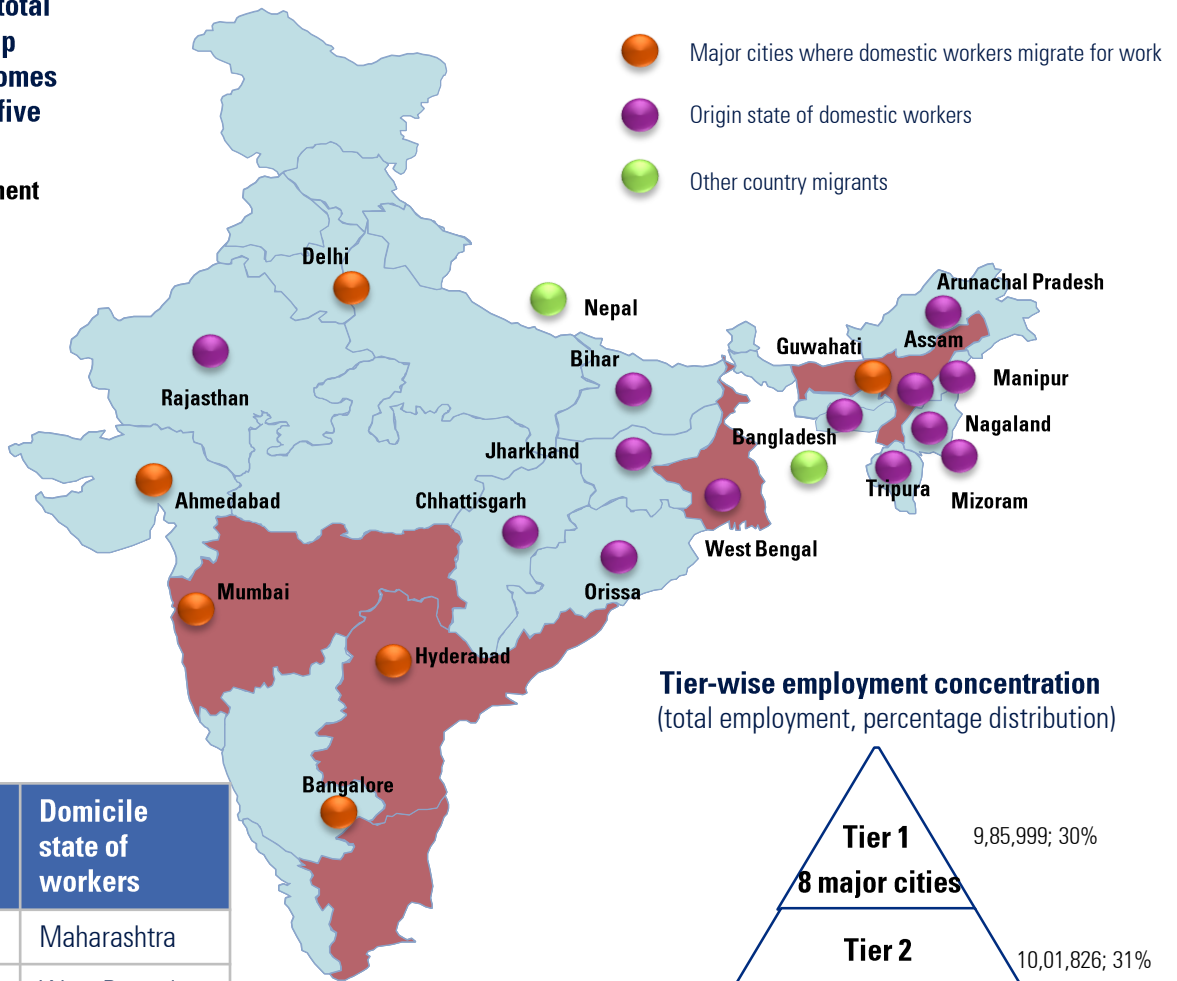
Geographical Clusters

Geographical clusters

A majority of domestic workers migrate from the Eastern region of India to major cities such as Delhi, Mumbai and Bangalore

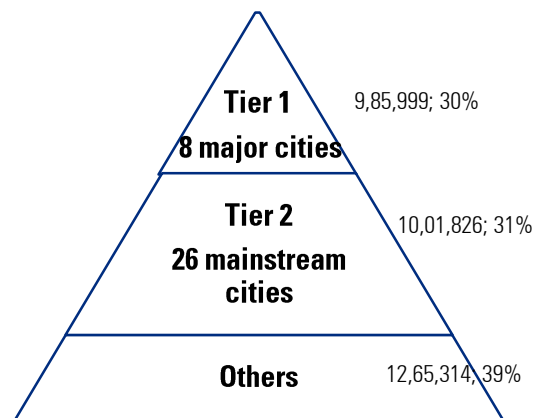
68.4% of the total domestic help workforce comes from the top five states

Total employment
32,53,139*



% of domestic workers	Domicile state of workers
23.5%	Maharashtra
18.7%	West Bengal
9.4%	Andhra Pradesh
9.4%	Tamil Nadu
7.4%	Assam

Tier-wise employment concentration
(total employment, percentage distribution)



- A majority of domestic workers are based in urban regions of the country. However, they migrate from rural areas.
- Major clusters supplying domestic workforce in India include Bengal, Bihar, Jharkhand, Rajasthan, Odisha, Assam, and the Northeast. Migrants from Bangladesh and Nepal are also part of this workforce.
- Most domestic workers migrate to major cities such as Delhi/NCR, Mumbai, Bangalore and Hyderabad.
- Increase in demand has been witnessed from Tier II cities such as Guwahati, Patna, and Bhubaneswar. Primary reason being, second generation is moving out and there is not enough support for the retired people.
- In Delhi, about 60% of employees are migrants from Jharkhand, West Bengal, Chhattisgarh villages.
- In Ahmedabad, migrant workforce is about 20% from adjacent state of Rajasthan, particularly Durgapur .

Source: Primary Research,*All the employment figures are based on NSSO 68th round of survey (June 2011-July 2012); Job Roles as per NIC

Demographic characteristics of workforce

Workforce characteristics

Concerns and challenges in the industry regarding skill supply and skill development

Abuse	<ul style="list-style-type: none"> Domestic workers can face abuse in terms of long working hours, potential physical abuse by the employer, improper sleeping facilities, sexual harassment and no leave or holidays in a month.
Low paid jobs	<ul style="list-style-type: none"> The sector offers low paying jobs to the workforce. Low salary levels can be attributed to the following factors: <ul style="list-style-type: none"> Lack of recognition of their contribution Illiteracy of workers hampers their bargaining power Absence of laws at the state and national levels
No financial capacity for training	<ul style="list-style-type: none"> Most domestic workers are from the marginalised sections of society and a large number of them are migrant workers who lack the financial capacity to pay for training. Also, clients are not interested in paying additional money for training.
Low dignity of the job	<ul style="list-style-type: none"> Domestic work is characterised by difficult and, sometimes ,oppressive conditions coupled with low wages, lack of social security and dignity. Therefore, people usually feel there is no value in pursuing this field.
Unregulated sector	<ul style="list-style-type: none"> The domestic help sector in India is unregulated and the implementation of laws is weak. <ul style="list-style-type: none"> The sector is dominated by women workers and children who often fall prey to crimes such as human trafficking. Placement agencies that bring workers from other states to work in metros are completely unregulated There is no formal contract to ensure a healthy employer-employee relationship. There is no legislative protection and no organisation to ensure this.
Lack of trainers	<ul style="list-style-type: none"> Organising domestic trainers has been a major challenge since workplaces are inaccessible and many; they are marked by high attrition rate and instability. This restricts the ability to pass on skills to the next set of workers.
Low literacy rates	<ul style="list-style-type: none"> The workforce in the sector is dominated by migrant women from rural areas of states such as Chhattisgarh, Jharkhand, Assam and Orissa. They are illiterate and economically challenged, which forces them to migrate to metro cities in search of employment opportunities.
Non-verified and lack of groomed employees, high attrition	<ul style="list-style-type: none"> Employers face significant challenge in finding verified domestic workers due to the lack of a centralised database. There is another challenge of high attrition rate since there is no fixed wages and they often leave for a meagre hike. Also, finding well-groomed employees poses a challenge

Majority of domestic workers are marginalised whose economic contributions to the society are invisible

Demographic characteristics of workforce

Legislations impacting domestic help sector

The Sexual Harassment of Women at Workplace Act 2013 — It is a legislative act in India that seeks to protect women against sexual harassment at their place of work.

- The Act defines sexual harassment at the workplace and creates a mechanism for redressal of complaints. It also provides safeguards against false or malicious charges.
- The Committee is required to complete the inquiry within 90 days, submit the report with the employer or the District Officer, as the case may be, who, in turns, is mandated to take action on the report within 60 days.
- Every employer is required to constitute an Internal Complaints Committee at each office or branch with 10 or more employees. The District Officer is required to constitute a Local Complaints Committee at each district, and, if required, at the block level.
- Penalties have been prescribed for employers. Non-compliance with the provisions of the Act shall be punishable with a fine of up to INR 50,000. Repeated violations may lead to higher penalties and cancellation of license or registration to conduct business.

The Domestic Workers Welfare and Social Security Act 2010

- This Act helps to counter the issue of rising exploitation of women and children working as domestic helps.
- It seeks to prevent exploitation and trafficking of women and children by placement agencies.
- The Act enlists restrictions and regulations for placement agencies.

The Unorganised Workers' Social Security Act 2008

- It includes domestic workers in the unorganised sector of workers.
- The Act provides social security and welfare of domestic workers.

State-wise policies for domestic workers in India

The Tamil Nadu Government included domestic workers in the unorganised workers group. The Tamil Nadu Domestic Workers Welfare Board was constituted in January 2007. The notification for the Minimum Wage Act for Domestic Workers was passed in August 2007.

The Tamil Nadu Manual Workers Social Security and Welfare Scheme, 2006, was also approved to provide social security and welfare to domestic workers.

The Maharashtra Domestic Workers' Welfare Board Bill was approved to recognise the rights of invisible workers. Workers between 18–60 years have registered themselves with the district welfare board and safeguarded themselves under this Act.

The Minimum Wage Act for Domestic Workers was passed by the state governments of Kerala, Andhra Pradesh, Rajasthan, Karnataka, Odisha, Bihar and Jharkhand.

Demographic characteristics of workforce

Legislations impacting domestic help sector

National policy for domestic workers — It is waiting for an approval from the Union Cabinet

- It aims to bring domestic workers under the purview of existing labour laws, entitling them to minimum wages, defined work hours, weekly-offs, paid annual and sick leave and maternity benefits.
- 6.4 million domestic workers are expected to benefit from this policy

Amendment of the Minimum Wages Act — It has been approved by the Union Cabinet

- It defines the national floor-level minimum wage statutory at Rs115 per day and INR3400 per month
- It was also passed by Govt. Of Kerala, Odisha and Jharkhand
- The minimum wages in the following states are:
- Andhra Pradesh - INR 12.50/hour; Bihar – INR 11.92/hour; Karnataka - INR 9.12 /45 mins; Rajasthan – INR 10.12/hour; Dadra & Nagar Haveli – INR 117.80/day.

Amendment of the Child Labour Prohibition (And Regulation) Act 1986 — It has been approved.

- It bans the employment of children below the age of 14 as domestic servants.
- It mandates the ban in the hospitality trade such as in roadside *dhabas*, restaurants, hotels, motels and spas.

Extension of the Rashtriya Swasthya Bima Yojana to domestic workers — It has been approved by the Union Cabinet.

- It provides smart card-based cashless health insurance.
- It is expected to cover 47.50 lakh domestic workers.

Juvenile Justice (Care & Protection of Children) Act 2000

- It is the primary legal framework for juvenile justice in India.
- The Act provides for a special approach towards the prevention and treatment of juvenile delinquency and provides a framework for the protection, treatment and rehabilitation of children in the purview of the juvenile
- Several states have attempted a variety of approaches to protect the rights of domestic workers. Tamil Nadu included domestic workers in their Manual Workers Act and created a separate board for them while Maharashtra is actively considering a law for domestic workers and there are some draft bills under discussion. Maharashtra has published a code of conduct. Under Section 27(A) of the Maharashtra State Public Service Conduct Act, 1997, the state government prohibits government employees from employing children below 14 as domestic workers.
- The Government of India has amended the Central Civil Service Conduct rules to prohibit Civil Servants from employing children below the age of 14 as domestic help.
- The latest in a series of efforts to address the concerns of domestic workers are two draft bills introduced in 2008 by the National Commission for Women and the National Campaign Committee of Unorganised Sector Workers (also in 2008).

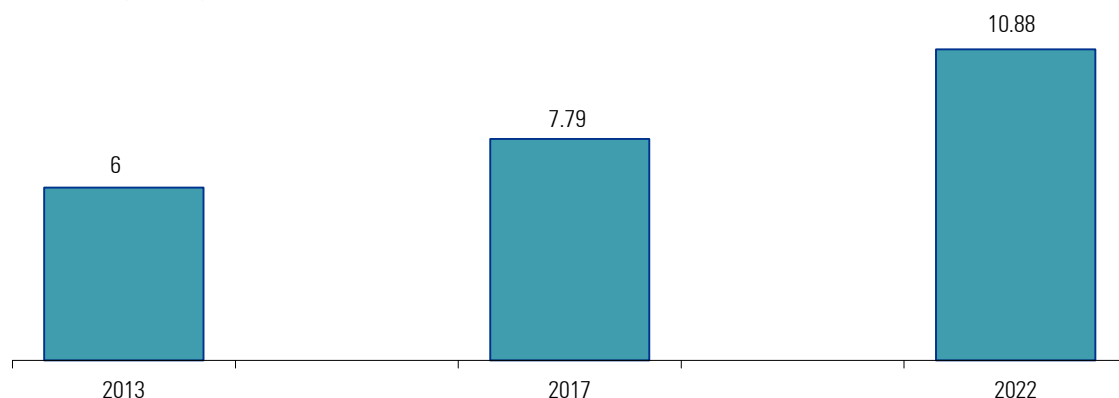
Source: KPMG in India analysis

**Incremental human
resource requirement
(2013-17, 2017-22) and
skill gaps**

Incremental human resource requirement (2013-17, 2017-22) and skill gaps

The domestic worker sub-categories include general domestic help, cook, gardener, office assistant and babysitter

Estimated Growth of Domestic Workforce in India (2013-22) in million



Traditional job roles	Description
Live in — domestic help	They are employed by a single household where food and shelter are provided. Employees are housekeepers and conduct all functions, including cooking, washing, and general caretaking of employers.
Live out — domestic help	They are self-employed at multiple households and not offered food and shelter by employers. They tend to live independently. There are often many live-out workers who work for one family full-time but come and go from a family home - often living in slum areas. This is especially true for places like Gurgaon and Mumbai where modern housing lacks staff quarters.
Cooks	These are personnel who cook food for employers. They may be skilled to make simple or specialty cuisines.
Gardener	A person who works in or tends a garden for hire. Their activities include cutting, planting and watering plants or flowers in an employer's garden.
Babysitter	A person, usually woman, who is hired to take care of an infant or a child in a household. Their activities include feeding, bathing, dressing the infant/child. They also clean children's room and their clothes.
Upcoming job role	Description
Elderly care	Elderly care includes performing duties to fulfill special requirements unique to senior citizens, who need extra care and depend on helpers for their daily activities.

Source: Secondary and Primary Research, KPMG in India analysis

Incremental human resource requirement (2013-17, 2017-22) and skill gaps

Job roles and skill-based classification

Domestic worker sub-categories

General domestic help

Cook

Gardener

Office assistant

Babysitter

Others such as elderly care

Classification of general domestic help based on skills

Basic	Mid level	Advanced level
<ul style="list-style-type: none"> Possess basic knowledge on cooking, basic hygiene and mopping 	<ul style="list-style-type: none"> Possess intermediate level of skills, can also take care of elderly 	<ul style="list-style-type: none"> Possess advanced level of skills, can do stock management, basic financial management and shopping

Classification of cooks based on skills

Basic	Mid level	Advanced level
<ul style="list-style-type: none"> Possess basic knowledge of cooking, basic hygiene, mopping, can give bath to children 	<ul style="list-style-type: none"> Possess intermediate level of cooking skills, can also take care of the elderly 	<ul style="list-style-type: none"> Possess advanced level of cooking skills (regional or continental cuisines), can prepare diet charts, stock management, shopping and basic financial management

Incremental human resource requirement (2013-17, 2017-22) and skill gaps

Job roles and skill-based classification

Classification of gardeners based on skills

Basic	Mid level	Advanced level
<ul style="list-style-type: none"> Possess basic knowledge of watering the plants and planting some shrubs 	<ul style="list-style-type: none"> Possess knowledge on trimming grass, planting shrubs and flowering trees based on climate and soil types 	<ul style="list-style-type: none"> Possess knowledge on operating lawn machinery, attending to large community lawns, personal gardens and kitchen gardens

Classification of office assistant based on skills

Basic	Mid level	Advanced level
<ul style="list-style-type: none"> Cleans desks, empties trash, gets water and calls electrician and plumber 	<ul style="list-style-type: none"> Couriers parcels, and handles bank work along with cleaning desk, emptying trash, getting water or calling electrician and plumber 	<ul style="list-style-type: none"> Makes appointments, books travel tickets, manages drivers and other office boys and rarely works on the computer

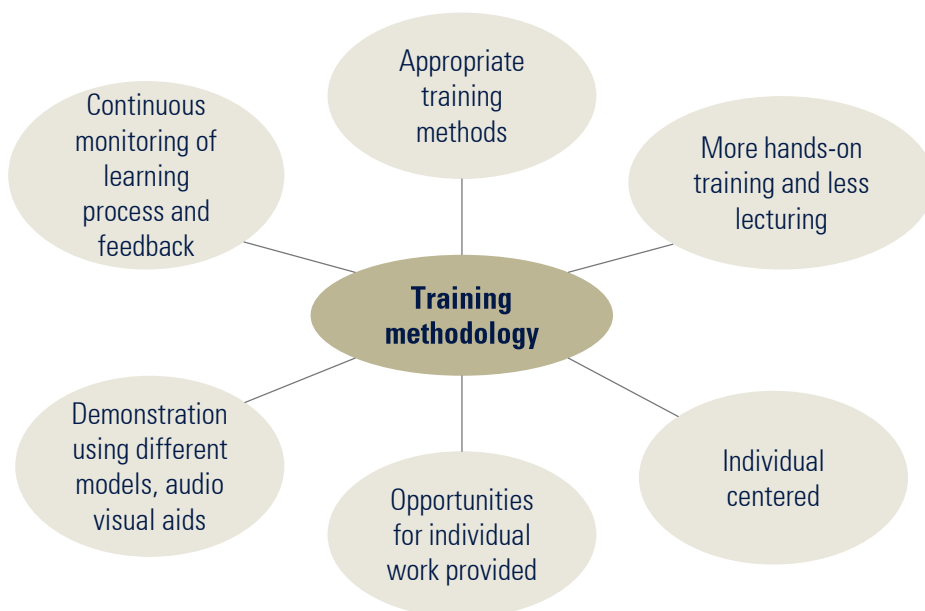
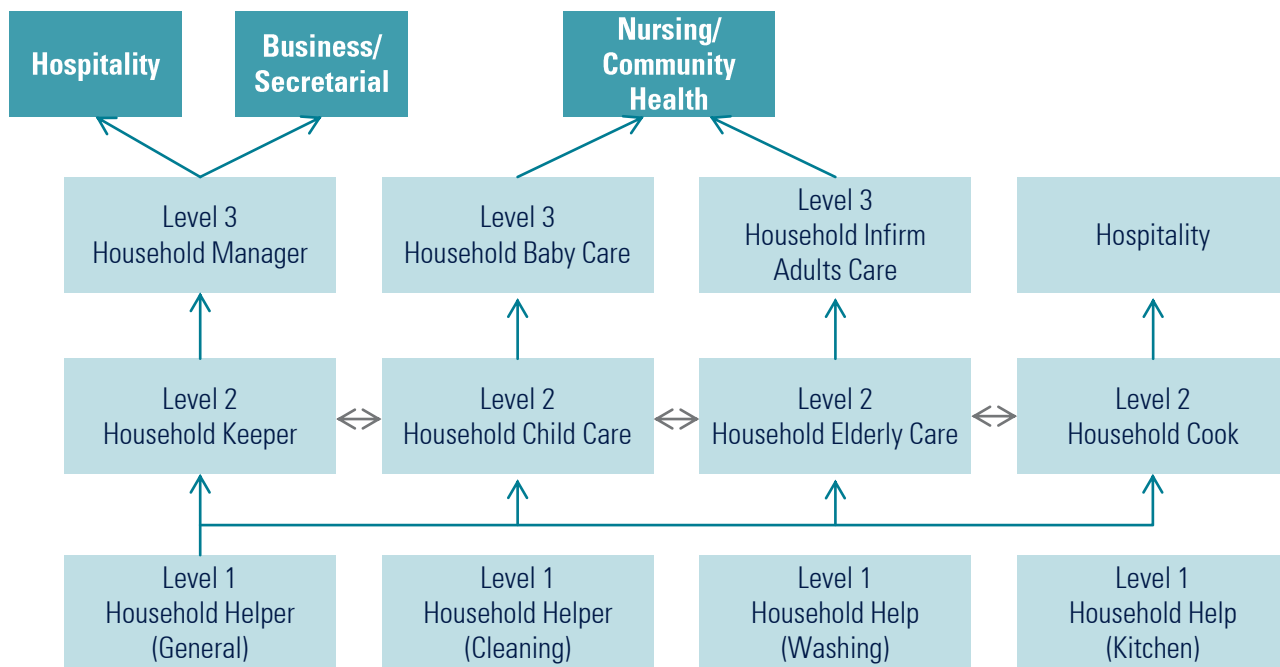
Classification of babysitter based on skills

Basic	Mid level	Advanced level
<ul style="list-style-type: none"> Picks up/drops children from/to school buses, takes them for a walk and serves them food 	<ul style="list-style-type: none"> Cooks and serves food as per child's requirements and also keeps a watch on children 	<ul style="list-style-type: none"> Possess good communication skills, can monitor children's habits, operate basic domestic gadgets and serve as full-time attendant to the child

Training infrastructure

A training course for domestic household helps and domestic workers is being conducted under the Modular Employable Scheme (MES) of the Ministry of Labour and Employment (MoLE). On successful completion of the course, trainees obtain a National Council for Vocational Training (NCVT) certificate.

MES training pathway



Source: International Labour Organization

Competencies provided during level 1 household helper general module

Basic common competencies	Clear communication to complete household tasks
	Maintain personal health and safety
	Maintain health and safety in the household worker environment
	Maintain security of household
	Responsibly dispose household waste
Specific competencies	Clean household and equipment
	Clean and maintain kitchen
	Assist in the organisation and basic preparation of food
	Maintain and launder clothes and household linen
	Safely and correctly store household provisions
	Clean washroom and also know pest control

Module Details:

- **Entry Requirement:** Basic reading and writing in local language, and 14 years of age and above
- **Duration:** 80 hours

Public and private initiatives in skill development

- Government schemes for skill development in the domestic help sector are scarce with only a few initiatives undertaken on a pilot basis by the Delhi government. This includes the Development Initiative for Domestic Workers/Household Assistants.
- There seems to be limited private sector participation in conducting training programmes and institutes for skill development of domestic workers. A few start up firms, such as Get Domestic Help and Domesteq, offer training services for domestic workers.
- A training course for domestic workers is run under the Modular Employable Scheme (MES) of the Ministry of Labour and Employment (MoLE). Upon successful completion of the course, trainees obtain a National Council for Vocational Training (NCVT) certificate



Overview

Domesteq Service Solutions Pvt. Ltd. (DSS) a social enterprise has been sourcing, placing and training domestic staff in expatriate, NRI and local Indian families in Delhi and the NCR. Set up in April 2007 originally to fill a need in the expat community, Domesteq has been supplying the local community with domestic workers since 2008. Domesteq focuses on providing verified and documented domestic staff to homes across Delhi and the NCR. Their aim is to encourage accountability from the workers while ensuring they have dignity of labour and fair working environment and at the same time provide employers with workers who are skilled, verified and have their details documented. In 2012, it entered into an alliance with B-able, a BASIX Group social enterprise to become B-able Domesteq.

B-able Domesteq has a training centre in Saket, New Delhi where newcomers and experienced workers are given courses in life skills, job readiness and technical training. B-Able Domesteq works with literate, semi-literate and illiterate individuals who work as housekeepers, cooks, eldercare workers, ayahs, office cleaners, office assistants and personal and official drivers. The training curricula has been conceived in-house with the expertise of former domestic workers and in consumultiple intelligence model, the courses are designed for the first time market entrant as well as for a worker with experience hoping litation with education professionals. Aimed at the illiterate worker and based on a to increase their skills and, by doing so, their employability. Classes are held using illustrations, role-play and relevant visuals easily recognizable to the participants to demonstrate how a particular task should be done. The class size is small with a high student-teacher ratio.

The trainers of B-able Domesteq have been or are part of the domestic help workforce. These master trainers are literate and have extensive work experience. It has been proven that these trainers are best placed to teach individuals from their own community most effectively and beyond the training course they serve as mentors and examples to the students. The trainers model good discipline and throughout each session focus not only on skills but also on the development and maintenance of a strong work ethic. Teacher trainee notes are made available to each trainer but they are encouraged to choose the method of communication and teaching that best works for the group they are teaching.

Placement process of B-able Domesteq

Registration of workers

- Collection of documents
- Verification of documents and information
- Interview of candidates
- Verification of the information provided
- Registration with the police
- Addition to the database

Client interface

- Phone interview
- Registration fee sent to office
- Appointment with client to view candidate files
- Making of appointments for selected candidates to interview with the client — provide candidate detail to clients
- Provide suggested interview questions
- Client chooses candidates for trial (max 4 days)
- Provide suggested trial tips
- Invoice client for successful placement of candidate
- Guarantee period of 30 days once invoice is paid

Lack of aspiration and with no incentive to get trained on the part of the domestic help one of the issues plaguing the training providers in the domestic help space is scalability. Those following the labour laws and right practices have not been able to scale and sustainability has been an issue. In a scenario like this HUM a social enterprise that is committed to breaking the cycle of inter-generational poverty by organizing communities at the base of the economic pyramid is trying to etch out a sustainable training business in the space.

Vision:

HUM is planning an intervention in the domestic help sector by launching an application and an online portal to help build a technology platform for domestic helps and their employers to connect. The aim is to give access to better work conditions and options to domestic helps. When the domestic helps have options to move to better jobs the employers will automatically realise the need to pay more and just wages

Plan:

HUM plans to put across the job roles and requirements online and then channelise people who have access to technology to act as aggregators.

Aggregators:

A pilot is being run by HUM at the moment for Gurgaon and NCR. The aggregators need to have access to technology, should understand the requirement of the employer and employee and should have reasonable community connect. So people like mobile shop owners and security guards in offices can act as aggregators. These aggregators disseminate information among job seekers and acquaint them with job options available thus acting as a link between the employers and employees.

The aggregators will be evaluated based on interactions with the employers and employees and graded as bronze, silver, gold and platinum. Those found not up to the desired level of performance will be taken off the list.

On successful hiring a part of what the employers pay HUM goes to these aggregators as referral bonus. For example, if a sum of INR2000 is paid by the employer to HUM around INR700-800 is paid to the aggregator. No money is charged from the job seeker.

Awareness:

The HUM team plans to create awareness about this app and the services it provides through a mix of online and offline platforms. While employers can access social media to search for and post their requirements, a team of mobilisers will go from slum to slum , railway stations and bus terminus where a lot of migrant population come and make them aware about the opportunities that HUM provides.

Redressal system:

A migrant worker helpline will be available for the domestic workers to report any issue of abuse, exploitation, violence or any problem that they face at the workplace.

Recommendations for stakeholders

Specialised and emerging job roles in the sector spells the need for more customised and relevant training

- Conventional roles such as sweeping, cooking, witnesses skill-gap when it comes to domestic help using modern household equipments
- In specialized and emerging job roles such as elderly care, childcare are trained resources are often found lacking relevant skill-sets
- Introduction of facility management companies in tier-I and II cities have also contributed to demand of skilled workforce, particularly for roles such as gardeners and cooks.
- Tier-I&II cities would keep witnessing growth in demand with far more customized and specific skill-sets
- With no perceived value in skilling with lesser aspirations, trainees are not willing to pay and hence do not want to missing out on daily wages for enrolling in training programs
- Endowment revenue from a placement would be a challenge in absence of periodic value-adds to trainee as well as employer

Recommendation 1: spread awareness and create an ecosystem to motivate domestic helps to take up training and encourage employers to participate in skilling

- Awareness need to be created among the domestic workers. Be it regarding existing schemes like the MES scheme or roles at the entry level or specialised roles. Employees should also be encouraged to invest in skilling them.
- Training will give them literacy and numeracy skills which will not only help them do work more efficiently but also help them earn higher wages. So they will also be more willing to invest in training, upgrading skills and increasing sector attractiveness.
- The skill and re-skill training programme initiated by ILO, MoLE and the Delhi government should be scaled up and replicated in different states of India in a phased manner.
- Training companies would need to highlight rise in wage level to attract existing workforce to recognise training.
- Flexible training hours with short-term interventions, such as 1–2 hours/week without leading to missing out on wages could attract them for training

There is a need for scalable business models for training in the sector

- Industry is largely fragmented, which results in small entrepreneurs holding a major share in the industry. They neither have the capacity nor the inclination to invest in human resource development.
- Most of the current placement agencies are localised and scaling up with sustainable business model remains to be a challenge
- Once an employer establishes a comfort level with the candidate, the role of the staffing company becomes irrelevant and both parties wish to avoid company's commission
- Availability of trainers for the sector is a challenge as transition from experienced employee to a trainer is perceived difficult.

Recommendation 2: The government needs to create a conducive environment to help training centres scale up

- The government needs to step in to create scalable and sustainable business models for training and placement in the sector
- They also have to incentivise private players to take up training in this space by giving them tax breaks
- Apart from creating skilling modules for domestic workers, the government should also look at creating a model curriculum for trainers in the sector.
- So they would also need support in terms of train-the-trainers, expansion planning and seed-funding to scale up and work towards large-scale mobilization.

A comprehensive policy for domestic helps should be formulated

Implementation of legislations and measuring its effectiveness is important to empower workers in the sector

- The industry has expressed concerns on the standardisation of work environment and wage structures.
- Domestic workers suffer from lack of decent wages, ill-working conditions, undefined working time, lack of weekly offs, loneliness (separated from family and friends, and children), poor career growth and skill development, and victimisation at the hands of traffickers/placement agencies in the form of violence, abuse and sexual harassment at workplace.
- Skill premium is possible only after the establishment of standards and regulations for the sector and the implementation of mandatory MWD.
- Clear career progression linked to experience/skills, standards of work, minimum wages and social security benefits would increase the aspiration level of workers to join the sector.

Recommendation 3: Effective implementation and periodic review of the legislations

- While a number of legislations and schemes are in place, their implementation leaves a lot to be desired. Periodic review and modification to the rules and regulations responding to the socio-economic changes in the country is needed to make laws relevant and effective to empower workers with social and legal rights.
- A comprehensive national policy for domestic helps should be formulated to formally establish labour rights of domestic workers.
- Policies should serve to highlight certain minimum conditions for domestic work and they should be followed effectively.
- Domestic work should be included in the central list of scheduled employments for fixation and enforcement of minimum wages.

Training at sourcing clusters can help eliminate several problems for employers and employees

- Domestic workers primarily belong to rural areas and they are generally poor and uneducated.
- They are often untrained and have little skill to work in a city household.
- When they migrate to cities and are required to train, they suddenly find themselves in new environment. This affects the pace of their training.
- Besides work-related skills, most of them also lack basic soft and linguistic skills and hygiene.
- About 90 percent of the workforce in the households are women who take care of their respective houses too and do not enjoy financial independence. This leaves them with no time to invest time or money in up-skilling.

Recommendation 2: Integration of unit level structures to train

- Since it is unorganized, the sector is highly fragmented. Training takes place in isolation and at times, no training is imparted.
- There is a need for an integrated approach that involves heads of blocks in villages, districts welfare offices, training and placement agencies, non-governmental organisations and resident welfare associations in cities to train and place people in the sector.
- Instead of waiting for the candidate to migrate to the city, it would be prudent to impart some basic training in soft skills, language and hygiene at the village level to reduce the effort of training institutions and also increase candidates' confidence levels to help them prepare for other specialised training later.

A sector skill council that accredits, defines job roles and fee structure in the sector which is expected to help the sector gain credibility

- Agencies that seek to procure and place domestic work proliferate in several parts of the country. Time and again, allegations are levelled against these agencies. Due to the fractional nature of industry, such agencies focus more on charges than on skilling, registering and empowering workers.
- Several placement agencies/training organisations that indulge in unlawful activities continue to thrive whereas good players who are actually looking to skill people in the sector are unable to sustain themselves
- A lot of unscrupulous players indulge in human trafficking in the garb of providing jobs to women.
- Due to lack of data, it is impossible to track their activities.

Recommendation 5: Establish and support the Domestic Help Sector Skill Council

- Registration of all placement agencies and individuals providing placement, sourcing and recruitment services relating to domestic work with the Domestic Help Sector Skill Council should be made mandatory.
- Such a body is likely to maintain a database of people employed in the sector.
- Such a body would also standardise fee and help regulate the arbitrary fee structure imposed by various training providers.
- Create a National Occupational Standards framework and map NOS with NVQs.
- Create the much-needed bridge between employers and employees to help keep a check on placement agencies and curb the instances of exploitation of women.



सत्यमेव जयते

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