

Ministry of Labour & Employment



PM Viksit Bharat Rozgar Yojana (PM-VBRY) to Launch on 1st August 2025

Aiming to Boost Employment with Incentives for Employers and First-Time Employees

Successful Awareness Camp on PM Viksit Bharat Rozgar Yojana (Employment Linked Incentive - ELI Scheme)

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An Awareness Camp on the PM Viksit Bharat Rozgar Yojana (Employment Linked Incentive - ELI Scheme) was successfully organized by the Office of the Deputy Chief Labour Commissioner (Central), Hyderabad, in collaboration with ALEAP, Hyderabad. The event took place in the Conference Hall at the ALEAP Industrial Estate, Gajularamaram, and attracted enthusiastic participation from employers, HR professionals, and industry representatives.



The program aimed to inform stakeholders about the key provisions and benefits of the PM Viksit Bharat Rozgar Yojana, which seeks to generate over 3.5 crore jobs between August 2025 and July 2027, including 1.92 crore for first-time workers.

Highlights of the Program:

Senior officials from various departments under the Ministry of Labour and Employment, Government of India, addressed the gathering:

- *Shri D. Srinivasulu*, Deputy Chief Labour Commissioner (Central), Hyderabad
- *Shri S.K. Sahu*, Regional Labour Commissioner (Central)
- *Shri Raghavendra Nayaka M*, Assistant Labour Commissioner (Central)
- *Shri Babulnath Nayak*, Assistant Provident Fund Commissioner, EPFO
- *Shri N. Mahesh*, Deputy Director, ESIC





They elaborated on the dual benefit structure of the scheme:

Part A: Incentivizes first-time employees with EPF wage benefits provided in two installments, along with financial literacy support.

Part B: Offers financial incentives to employers—up to Rs. 3,000 per month—for hiring and retaining additional workers, with enhanced benefits for the manufacturing sector.

The event included live demonstrations and presentations that explained eligibility criteria, application procedures, payment mechanisms, and social security advantages.

Key Outcomes:

Participants gained a clear understanding of the operational aspects of the scheme.

The program reinforced the role of the ELI Scheme in promoting workforce formalization and expanding EPFO coverage, particularly among young workers.

Stakeholders appreciated the government's initiative to bridge the gap between job seekers and employers while fostering sustainable employment.

The session concluded with an interactive Q&A round, where officials addressed stakeholder queries in detail.

The PM-VBRY represents a significant step toward accelerating employment generation, enhancing financial literacy, and boosting India's economic growth, especially in the manufacturing and informal sectors.

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