# DIGITAL WORKFORCE MANAGEMENT SYSTEM
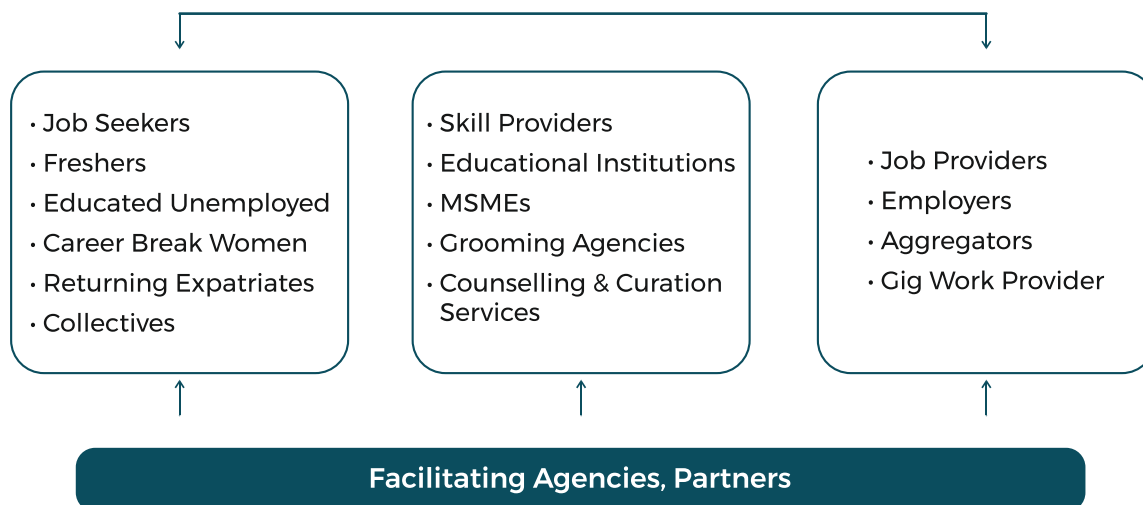


K-DISC
Kerala Development and Innovation
Strategic Council

## WHAT IS DWMS?

**Targeting the World's Largest Talent Marketplace**

The Kerala Knowledge Economy Mission (KKEM) aims to provide gainful employment to 20 lakh people in various sectors and job fields. KKEM aims to use digital technologies as an enabler to help achieve this goal. Creating adequate job opportunities to expatriates/NRI returnees and women who have taken a career break is an important part of this initiative. There is also provision for specialized campaigns targeting marginalized groups including SC/ST, fisher folk and the physically challenged.

KKEM intends to create a talent marketplace by building and nurturing an ecosystem of Job Seekers, Job Providers, Mobilization partners, Skills partners and Industry partners.

## OVERVIEW

| | | |
|---|---|---|
| • Job Seekers<br>• Freshers<br>• Educated Unemployed<br>• Career Break Women<br>• Returning Expatriates<br>• Collectives | • Skill Providers<br>• Educational Institutions<br>• MSMEs<br>• Grooming Agencies<br>• Counselling & Curation Services | • Job Providers<br>• Employers<br>• Aggregators<br>• Gig Work Provider |

**Facilitating Agencies, Partners**

• Established as a platform of platforms integrating startups, aggregators and partners

For this KKEM has developed the 'Digital Workforce Management System (DWMS)' platform. DWMS, functions as a platform of platforms, by bringing in private platform providers, industry and industry skill enablers, private skill providers, skilling agencies in Government, academic interfaces and the employee/aspirant on one single platform.

# PLATFORM LANDSCAPE
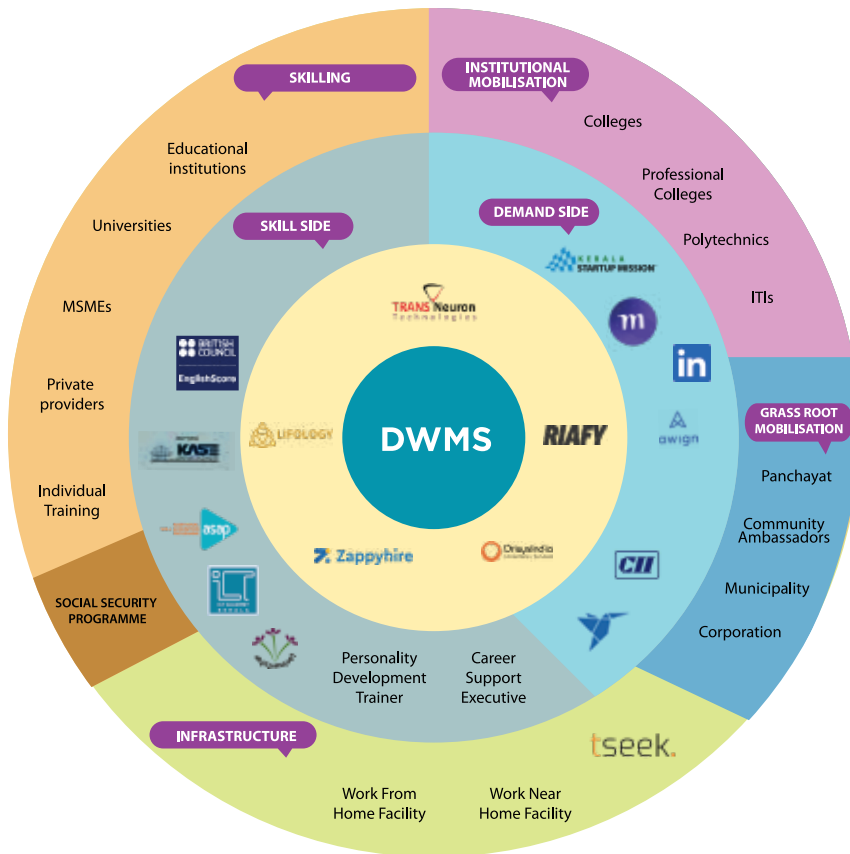


Under DWMS, it is envisaged to source of around 55 lakh Knowledge jobs, alongside mobilizing about 50 lakh job seekers with different qualifications. Close to 35 lakh job seekers will be provided with relevant skill training that will enable the project to provide employment to over 20 lakh people in 5 years.

As of Nov 2022, the number of job seekers registered on the DWMS is 11.35 lakhs and KKEM has managed to mobilise 3.54 lakh vacancies from over 2000 employers registered on the portal. And 10,000 candidates have managed to find suitable employment using the DWMS already.

## Employment opportunity targeted

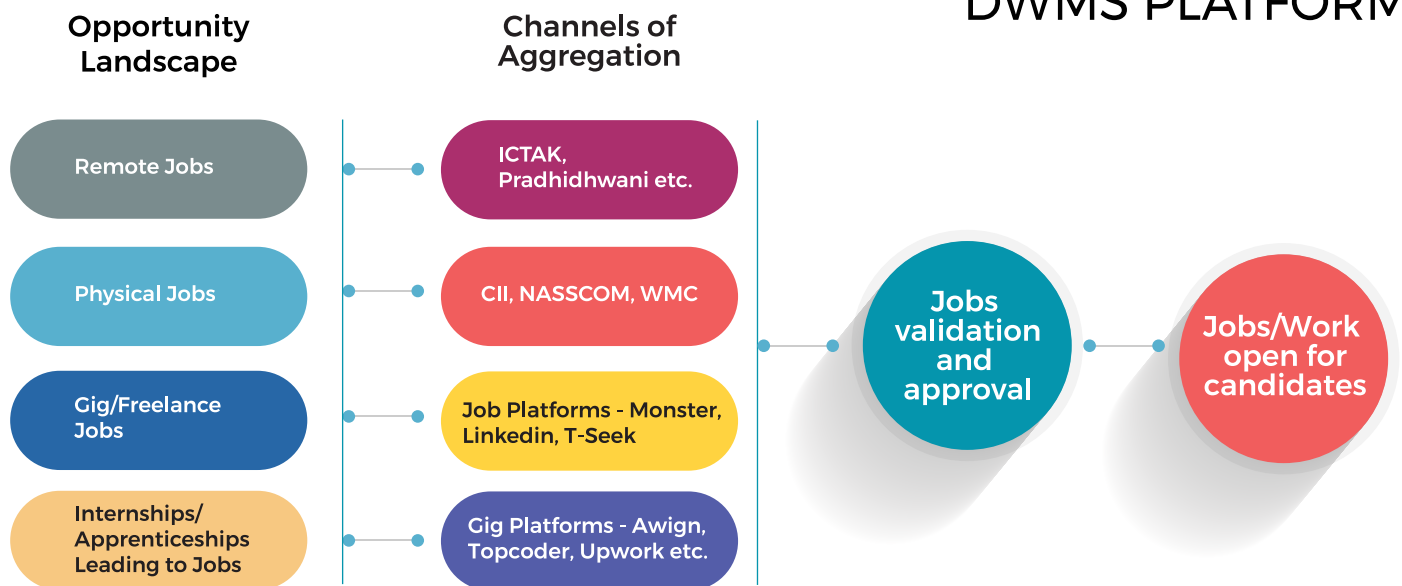| Total Numbers | 2022-23 | | | 2023-2024 | | | | 2024-2025 | 2025-2026 | 2026-2027 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Total Numbers (based on the region) | No. of oppor-tunities (Curre-ntly) | 3rd Quarter | 4th Quarter | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly | Yearly | Yearly | (in Lakhs) |
| IT/ITES | 9213 | 102500 | 99140 | 115861 | 118652 | 122577 | 139268 | 639655 | 770065 | 788175 | 29.05 |
| Banking Services & Insurance | 2521 | 33400 | 33272 | 33442 | 34646 | 36874 | 40397 | 1717353 | 193835 | 200117 | 7.8 |
| Retail & FMCG | 4849 | 8000 | 10070 | 12275 | 14110 | 16760 | 18480 | 73825 | 91900 | 94970 | 3.5 |
| Supply Chain/ Logistics | 1794 | 16550 | 14196 | 15990 | 21628 | 26599 | 32074 | 142528 | 184570 | 185593 | 6.4 |
| Telecom | 0 | 12000 | 12360 | 13596 | 14276 | 14990 | 16489 | 65285 | 68549 | 71977 | 2.9 |
| Construction | 8 | 25300 | 25150 | 20150 | 25200 | 28250 | 30300 | 146350 | 181450 | 181450 | 6.6 |
| Healthcare | 1112 | 7550 | 4622 | 7869 | 8005 | 10148 | 11448 | 51957 | 59910 | 60595 | 2.2 |
| Travel & Hospitality | 63 | 8530 | 5287 | 8834 | 11130 | 13303 | 14993 | 61957 | 66305 | 68495 | 2.6 |
| Education | 112 | 1000 | 1020 | 1040 | 1061 | 1082 | 1104 | 4858 | 5344 | 5878 | 0.23 |
| Others | 7753 | 32500 | 32817 | 49254 | 77009 | 84292 | 93402 | 371820 | 405890 | 862891 | 20.17 |
| Gigs + Internships | | | | | | | | | | | |
| Total | 27425 | 247330 | 237934 | 278311 | 325717 | 354875 | 397955 | 1729598 | 2027818 | 2520141 | 81.5 |

# HOW DOES DWMS WORK?

DWMS is an AI based matching engine platform that takes care of the supply and demand side of the educated unemployed candidates in Kerala. It has been created with in-built features like Candidate Registration, AI based Robotic Interview and Career Inclination Survey, Psychometric Analysis, English Score Assessment, Personality Development Training and Work Readiness Programme. DWMS also has a built-in Learning Management System along with chatbot and call center support.

All job aspirants can enrich their profiles and specify their preferences by taking an AI-based Career Inclination Survey and Robotic Interview. This also enhances their chances at finding a good fit based on their preferences and capabilities.

## DWMS PLATFORM

**Opportunity Landscape**

- Remote Jobs
- Physical Jobs
- Gig/Freelance Jobs
- Internships/ Apprenticeships Leading to Jobs

**Channels of Aggregation**

- ICTAK, Pradhidhwani etc.
- CII, NASSCOM, WMC
- Job Platforms - Monster, Linkedin, T-Seek
- Gig Platforms - Awign, Topcoder, Upwork etc.

Jobs validation and approval → Jobs/Work open for candidates

## DWMS is built to focus on a three-dimensional opportunity potential:

(a) All domains of business that can be serviced through remote work assignments/jobs

(b) International work opportunities

(c) Full-time jobs, part-time jobs, projects, work or assignments on temporary basis.

# FEATURES OF DWMS

### 1. Robotic Interview

The first step is a Robotic Mock Interview which is conducted on the DWMS platform to prepare a video profile of the job seeker. This is a 3 minute video interview during which time the video will be recorded and made available to prospective employers to help them shortlist the candidates.

### 2. Psychometric Test

The next step is a psychometric test to create the most accurate candidate profile. The better your character traits mesh with your career – the more productive and positive your job performance and satisfaction level will be. This demands proper assessment of people, making them aware of themselves, and leading them to the right courses and career options. The FACE assessment helps to understand one's core behaviour, strengths, weakness, behavioural patterns and more. The MIO assessment helps to gain a deeper insight into people's intelligence orientations and aptitude towards various skills and interests. From the data collected from these tests, a psychometric model will be created explaining who you are and what career greatly matches you.

### 3. English Score Assessment

Job seekers are also given an English Score Assessment which is an app based English proficiency test to understand their level of proficiency in the language. For this job seekers will have to download the EnglishScore app from the Play Store and take the test. Multiple practice tests are enabled but you can download your certification only once. So job seekers can download the highest score they secure as the final certificate and download the same for use. In this module, core language skills and speaking skills are also assessed. Job seekers can use the DWMS connect code to take the test.

## 4. Personality Development Training

The Personality Development Training (PDT) module is designed to equip the job seekers to improve their work-place communication, interpersonal skills and overall personality development focussing on the English language. This training is intended for all the job seekers who wish to enhance their language capabilities and professional skills. A job seeker receives 16 hours of online communication training and they can choose a time slot convenient to them via the DWMS. The training can be attended only once and after enrolled in a batch, the job seeker needs to attend the classes without fail.

## 5. Skill Training

Skill training provision is integrated in the DWMS platform to train the job seekers in Kerala according to the new job concepts and changes. Skill training is enabled through various government skilling agencies like ASAP Kerala, ICT Academy, Kudumbasree etc. As of now 144 courses are approved and available on the DWMS platform.

## 6. Work Readiness Programme

KKEM offers a work readiness programme to job seekers before attending the final interview. Job seekers who undergo the placement process through the DWMS portal will be offered a free work readiness programme before the interview process. The module includes 15 hours of offline grooming sessions to improve their interview skills along with training them on interview etiquettes, confidence building, group discussion, mock interview, etc. which will help the jobseeker to attend the interview confidently. The mode of training is offline and the duration is 5 hours each for 3 days. The job seeker can choose a convenient time slot on the DWMS and undergo the training. But as in the above cases, the training can be attended only once and after enrolled in a batch, the job seeker needs to attend the classes without fail.

# Project opportunities to be generated based on aspirations of jobseekers

| | Current Total | Current% | December-22 Calculated (x1.25) | March-23 Calculated (x1.75) | March-24 Calculated (x2.0) | March-25 Calculated (x3.5) | March-26 Calculated (x3.5) | December-22 15 Lakhs | March-23 18 Lakhs | March-24 23.4 Lakhs | March-25 29.25 Lakhs | March-26 35.1 Lakhs |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 162000 | | | | | | | | | | | |
| IT/ ITES | 5291 | 3.3% | 4.1% | 5.7% | 6.5% | 11.4% | 11.4% | 61238 | 102881 | 152851 | 238830 | 401234 |
| Small-Scale Jobs | 2194 | 1.4% | 1.7% | 2.4% | 2.7% | 4.7% | 4.7% | 25394 | 42661 | 63382 | 99035 | 166378 |
| BFSI | 510 | 0.3% | 0.4% | 0.6% | 0.6% | 1.1% | 1.1% | 5903 | 9917 | 14733 | 23021 | 38675 |
| Logistics | 385 | 0.2% | 0.3% | 0.4% | 0.5% | 0.8% | 0.8% | 4456 | 7486 | 11122 | 17378 | 29196 |
| Education | 429 | 0.3% | 0.3% | 0.5% | 0.5% | 0.9% | 0.9% | 4965 | 8342 | 12393 | 19365 | 32533 |
| Hospitality | 286 | 0.2% | 0.2% | 0.3% | 0.4% | 0.6% | 0.6% | 3310 | 5561 | 8262 | 12910 | 21688 |
| Others | 2223 | 1.4% | 1.7% | 2.4% | 2.7% | 4.8% | 4.8% | 25729 | 43225 | 64220 | 100344 | 168578 |
| Total | 11318 | 7.0% | 8.7% | 12.2% | 14.0% | 24.5% | 24.5% | 130995 | 220072 | 326964 | 510882 | 858282 |

# WHAT MAKES DWMS UNIQUE?

(a) Job Seekers will have access to jobs and assignments posted directly, as well as to all the platforms that are integrated to DWMS, thereby opening doors to a large pool of demand

(b) Unlike other platforms, unfair competitive advantage to a single party, or exploitation of job seekers by a company is suitably addressed.

(c) Uncertainties such as idling time sustenance of Knowledge workers are taken care off in the platform itself, thereby providing continued availability of talent to DWMS.

(d) Act as entry-level opportunity provider for interested freelance aspirants, before they could earn higher value contracts from global platforms. This would help eliminate under-employment / under payment of the talent pool in the state.

(e) The platform will also become an enabler for gigification at local level (especially for startups and MSMEs), thereby increasing the gig job potential for more candidates in the state.

**Partners**



**K-DISC**
Kerala Development and Innovation
Strategic Council

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