

Handset Industry Set to Create 50,000 Jobs by Fisc-end: ICEA Head

Devina.Sengupta@timesgroup.com

Mumbai:

The handset industry is set to hire around 50,000 direct employees by March 2021 under the impetus of the production-linked incentive (PLI) scheme, which has encouraged global and local players to set up and expand factories in India.

Recruiters say the blue collared workforce returning to the cities and the push for diversity has mobile makers set up hiring mandates with assurance of safe workplaces amidst Covid-19 outbreak.

"From now till March next year, the handset industry will hire 50,000 direct employees. After the lockdown was removed, many have returned to the cities and the PLI scheme is finally taking shape," Pankaj Mohindroo, president of industry body India Cellular and Electronics Association (ICEA), told **ET**. As per industry estimates, domestic manufacturers including Dixon Technologies, UTL Neolyncs, Lava International, Optimus Electronics and Micromax are expected to generate over 20,000 direct jobs by the end of December.

The estimate is an upsurge from the hiring last year, which the industry body chairman attributed to the PLI scheme.

"The handset sector employs around seven lakh currently... last year, about 15,000 were hired. This is because the PLI scheme was still in draft state and it was a quiet year," Mohindroo said. Last month, the government approved applications of 10 mobile phone manufacturing companies, including five foreign firms—Samsung, Foxconn units Hon Hai and Rising Star, Wistron and Pegatron—for availing incentives under the PLI scheme totalling around ₹41,000 crore to be disbursed over five years.