



Objectives of Asia-EU Project

Overall Objectives:

- To facilitate the development of legal labour migration from South and South-east Asia to the EU.
- To enhance regional cooperation on the management of labour migration and
- To take measures to reduce irregular migration.

Specific Objective:

In the framework of the Recommendations made at the Colombo and Manila Ministerial Consultations on Labour Migration of Countries of Origin in Asia,

- To enhance government and private sector capacity to place workers legally in the EU and in occupations which are in shortage there (while surplus in the country of origin), as well as to foster regional cooperation efforts among major Asian labour sending countries and with the EU in promoting legal labour opportunities and reducing irregular migration.
- To have potential migrants well informed about legal labour migration opportunities and procedures, and the risks of resorting to irregular migration, with regards to the EU member States as a destination.

These objectives are set to be achieved through the implementation of the following activities:

1. Update national manpower profile and review skills profile in relation to foreign employment demand.
2. Enhance quality of education and certification process.
3. Establishment of national overseas employment market research units and focal points.
4. Undertake Knowledge Attitude and Practice survey to identify the best media strategy for the information campaign.
5. Undertaking information campaigns with national partners to inform potential migrants of the risks of irregular migration including illegal recruitment, regular migration options and regulations of both receiving and sending states.
6. Build capacity of private sector in placing workers through training and networking and strengthening legal and administrative framework to prevent recruitment abuses



7. Dissemination of information and advice on legal labour migration opportunities and procedures and risks of irregular migration as concerns EU States as a destination.
8. Implement a pilot action for the placement of workers within existing schemes in the EU
9. Building the capacity of national partners as migrants' resource centers for provision of advice to potential migrants.

To implement the project MOIA and IOM have jointly established a Program Implementation Unit (PIU) in New Delhi. The main objective of the PIU is to carry out the activities proposed in the project and to achieve the project objectives. Major activities undertaken during the project are as follows:-

Skill and Certification Study:

- To identify the skill standards in India and to study the skill development and certification system in India with particular reference to four skills/occupations pertaining to construction and hospitality sectors, namely bar bending, carpentry, cooks, and corporate house keeping, in the context of overseas labour migration from India to the developed countries, especially the European Union, PIU engaged V.V. Giri National Labour Institute, to conduct a Research Study on Skill Profiling and Skill Certification for Overseas Employment in India. VVG NLI adopted the approach of comparing and contrasting the skill imparting and certification system in India with the internationally acclaimed skill certification systems imparted by various agencies such as international guilds and regional and international skill development institutions. The results of such an exercise enable the national emigration authorities to identify the skill gaps of the Indian workers migrating overseas and suggest appropriate strategies to enhance their skills and productivity levels. VVG NLI has submitted the final skill profiling report to the PIU/MOIA.

Knowledge, Attitude and Practice Survey (KAP)

- Public Affairs Foundation (PAF), Bangalore was engaged to conduct a KAP survey in the two States of Punjab and Kerala to identify the information gaps among the potential migrants and also to identify the best media for the information campaign.
- A survey was conducted by the PAF and based on the survey finding a communications strategy is prepared for launching of the information campaign. KAP report and the communication strategy is accepted by the PIU.

Information Campaign:



- The information campaign is based on the results of the KAP survey conducted in the States of Kerala and Punjab to identify the best medium of communication. Based upon the findings of the KAP survey an audio-visual television commercial awareness campaign is conceptualized. An agreement has been signed with Mercantile Advertisement for implementation of the television commercial based Information Campaign in Kerala and Punjab for a period of two months. The campaign commenced from 10th of October, 2008.
- The TVC has shown some impact in Kerala, where Migrant Resource Center is promoted through the campaign. The MRC has started getting calls from within Kerala after the start of the information campaign.

Market Research Unit

- Under the project a Market Research Unit (MRU) is to be established with in the Ministry of Overseas Indian Affairs with the responsibility for gathering and sharing information on projected manpower requirements in the major labour receiving countries, particularly in the EU. The MRU is to pay special attention to the emerging skill requirements in the external and EU labour markets in order to meet demand with matching skills. The MRU will be assisted by the project to develop a network of information with institutions and authorities in European labour receiving countries collecting and analyzing labour market information. MRU will be responsible to prepare reports on a quarterly basis.
- An MRU training for the capacity building of the Research Officer, Government officials, Government and Private Recruitment Agencies and other stakeholders was conducted on 10-11 December, 2008 at New Delhi.

Migrant Resource Center (MRC):

Minister Overseas Indian Affairs inaugurated the Migrant Resource Centre on 15th December, 2008 established in Kochi, Kerala to work as walk in counseling centre and telephonic helpline for the information dissemination and grievance redressal, the MRC can be contacted **at 0484 – 2372040, 2372044**. The primary idea behind the establishment of MRC is to disseminate the information on the legal, organized and humane migration; risks involve in the illegal migration and diversify the emigration base by informing intending emigrants about the various opportunities available in the member states of the European Union and the entry requirements for the same.

Major Activates Assigned to MRC

- Walk-in counseling: face-to-face interaction and provision of information/ advice on legal migration, specific migration related procedures for EU



- countries and available opportunities. Information is also provided on available job openings, country of destination, qualification, skill and entry requirements. Information is provided on regarding risks of irregular migration to EU states in order to empower potential migrants and encourage them to make informed choices.
- Telephone helpline: same information as provided through walk-in counseling is also given through the helpline to potential migrants. A tie-up with OWRC helpline of MOIA had been done to operate the helpline in Cochin
 - Material dissemination including a basic facts brochure on migration, Emigration and You handbook, country specific information flyers, press releases, posters, books and short films.
 - Verification Center: of recruiters, foreign employers, procedures, fees to pay etc
 - Center for provision of pre-departure assistance including visa and travel assistance, language training and cultural orientation
 - Counseling/Crisis Center: complaints on recruitment and employment contract, first aid remedies to crisis situations involving migrants and their families
 - Network Center: The MRC will work in close coordination with a network of selected NGOs and other social partners in order to be more effective and reach out to a larger number of migrants. Information will therefore also be disseminated through the local structures of NGOs, and their capacities enhanced through training on labour migration opportunities, procedures, risks of irregular migration and migration laws in selected countries.
 - Referral Center: advice on where to go in regards to documentation, certification etc.

Pilot Placements:

Denmark:

- PIU pursued vigorously with DI, via IOM Helsinki, regarding a jobfair to be organized in Delhi for Danish companies interested to recruit highly skilled IT-workers and engineers from India. The jobfair intends to generate confidence in the Danish companies regarding the recruitment system in India through IOM/MOIA and to draw best practices for the future mobility of workers. Unfortunately due to current economic recession the jobfair is cancelled and will not take place with in the current project period.

Canada:

- On the 16th of May 2008 a meeting was held between representatives from Tim Hortons, a Canadian quick service restaurant, and PIU/MOIA in Delhi. Tim Hortons expressed a strong interest in recruiting workers from India, with a service sector background, for their outlets in Canada, and for that initiative to work closely with MOIA/IOM. It is understood that the Tim Horton has already discussed the project with IOM Geneva and will visit Geneva soon to



sign the Framework Agreement. Once the Framework agreement is signed the PIU may help in providing the ground support in the implementation of the project.

East Europe:

- PIU has contacted IOM mission in Slovakia and MRF Hungary regarding the possibilities of a pilot placement project from India to Slovakia. It is projected based on the understanding of the labour supply gap in the heavy Industry and automobile sectors in Slovakia. PIU is pursuing with IOM Slovakia and MRF Hungary for any breakthrough in this regard.

The project is aimed to draw best practices through the pilot placement for the movement of Indian workers to the EU member states. Eventhough, no placement is held during the project period PIU had made strong tie up with Danish Industry, Italian farm sector and Canadian hospitality and farm sectors. These will be utilized for starting pilot placement projects in future at an opportune time.

Capacity Building of National Stakeholders for Safe and Legal Migration:

The Project is aimed at facilitating development of legal migration through enhancing cooperation among all the stakeholders namely the Central Government officials, Emigration officials, State Government including law enforcing agencies, Recruitment Agencies, Embassies, Civil Societies/NGO's and Media on legal migration management, reducing irregular migration, enhancing placement capacity amongst recruiting agencies and dissemination of information relating to employment opportunities and procedures to intending emigrants.

In pursuit of this resolution, the PIU is organizing a capacity building workshop for Safe and Legal Migration in January, 2009 in Chandigarh, Punjab. This workshop will involve Central and State Government Officials, Emigration authorities, Recruitment agencies, Embassies of EU member States, Civil Societies, Media and other relevant Stakeholders.