

Quote by Nilaya Verma, Co-Founder and Group CEO, Primus Partners

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India's Care Economy Could Create 60 Million Jobs And Add \$300 Billion By 2030: Primus Partners Report

A new Primus Partners report positions care services as India's next major engine of employment, growth, and social infrastructure



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Article Content:

India's care economy spanning childcare, eldercare, disability support, rehabilitation, mental health, wellness, and long-term care could emerge as a USD300 billion sector generating over 60 million jobs by 2030, according to a new report released by Primus Partners.

Titled The Care Economy Boom: A USD300 Billion Opportunity Set to Generate Over 60 Million Care Jobs by 2030, the report highlights care as one of India's most under-recognised yet high-impact economic opportunities. While demand for care services is rising rapidly due to demographic shifts, urbanisation, and changing family structures, the sector remains largely informal and outside mainstream economic planning.

The study estimates that India's care economy currently employs around 36 million workers. With focused investments in skilling, certification, formalisation, and demand creation, this workforce can expand significantly over the next five years. Unlike capital-intensive industries, care is labour-intensive, locally delivered, and resilient to automation, making it a powerful source of employment across urban, semi-urban, and rural India.

A key contribution of the report is its mapping of 13 paid care personas across a skill and formality matrix. These include entry-level roles such as domestic help, elder sitters, and beauty assistants; semi-skilled roles such as childcare assistants, rehabilitation aides, senior living staff, and special needs caregivers; and skilled roles including certified nursing assistants, counsellors, and palliative care workers. The analysis highlights how many care workers perform skilled and economically essential work while remaining trapped in low-wage informality, and demonstrates how structured skilling and certification pathways can enable wage mobility, job security, and dignity of work.

Launching the report, Nilaya Varma, Group CEO, Primus Partners, said care must be viewed as core economic infrastructure rather than a peripheral welfare issue. "By mapping 13 care personas, this report shows how formalisation can turn care into a major engine of jobs and growth," he said.

Emphasising the health systems perspective, Prof. Sanjay Zodpey, President, Public Health Foundation of India, noted that care delivery is increasingly shifting from hospitals to homes. "Skilling and certifying the care workforce will be critical to improving health outcomes while creating large-scale employment," he said.

Highlighting the gendered nature of care work, Dr Meenakshi Hembram, Additional Director (HQ) and Head of Office, DGHS, Government of NCT of Delhi, said women form the backbone of India's care economy but remain largely informal and unprotected. "Formalisation, fair wages, and access to social security are essential to building a more equitable care system," she said.

From a macroeconomic standpoint, Prof. V. K. Malhotra, Chairman, Food Commission of Madhya Pradesh and former Member Secretary, Indian Council of Social Science Research, described the care economy as a growing source of productivity and economic value. "Upskilling caregivers can improve service quality while creating a sustainable growth pathway," he said.

Dr Pramod K., Chief Executive, Alliance India, underscored the sector's importance in addressing India's long-term health needs. "From chronic diseases to mental health and

palliative care, the care workforce is central to India's health future. A structured care economy can improve outcomes while creating dignified jobs," he said.

The report proposes the NURTURE framework, calling for mission-led governance, standardised skilling and certification, regulatory clarity, technology-enabled platforms, social protection for care workers, and demand creation through public systems and private enterprise participation. It notes that upcoming budget and policy cycles offer a critical opportunity to reposition care from the margins of welfare to the centre of India's employment and growth strategy