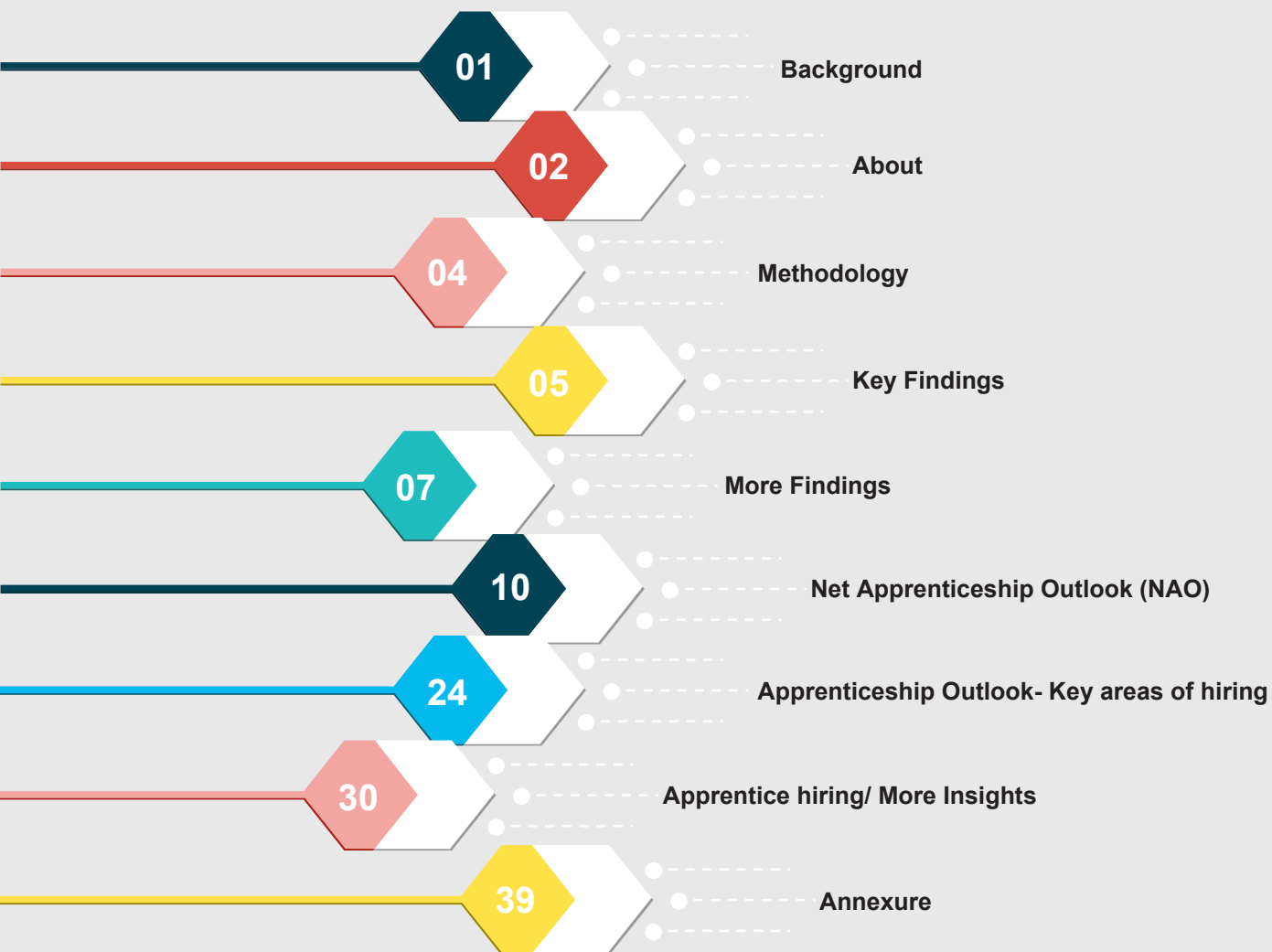


Apprenticeship Outlook Report

6-month forecasts for apprentice hiring based on employer sentiment
Forecast for CY : Jul 2020 – Dec 2020

A stylized table of contents graphic. It features a series of horizontal lines in various colors (dark blue, red, light red, yellow, teal, dark blue, light blue, light red, yellow) that extend from the left edge. Each line terminates in a chevron-shaped box. The boxes are colored to match the line they represent. Inside each chevron box is a page number. To the right of each chevron box, the corresponding section title is listed. The sections are: Background (01), About (02), Methodology (04), Key Findings (05), More Findings (07), Net Apprenticeship Outlook (NAO) (10), Apprenticeship Outlook- Key areas of hiring (24), Apprentice hiring/ More Insights (30), and Annexure (39).

01	Background
02	About
04	Methodology
05	Key Findings
07	More Findings
10	Net Apprenticeship Outlook (NAO)
24	Apprenticeship Outlook- Key areas of hiring
30	Apprentice hiring/ More Insights
39	Annexure

Background

The previous edition of the Apprenticeship Outlook Report (HY Jan -Jun 2020) forecast increased hiring of apprentices by employers across most sectors and cities. The unprecedented outbreak of the pandemic in the early months of 2020 wreaked havoc on the economy, thereby causing a drastic decline in hiring sentiment for the current half year.

This edition of the Apprenticeship Outlook Report (for Jul –Dec 2020) captures employer hiring sentiments across eighteen sectors, fourteen cities and five apprentice categories. COVID-19 has had devastating effects on jobs, but a few sectors and job profiles have withstood the onslaught. This report also assesses the impact of the pandemic on various sectors and how it has shaped employer perceptions about hiring apprentices. Overall, the hiring sentiment ranges from moderately positive to negative across sectors and cities for the current half year. In addition to hiring estimates, the report carries insights on stipend pay-out ranges, role popularity, and skills and productivity.

About

The Apprenticeship Outlook

The Apprenticeship Outlook Report carries insights on employer sentiment about apprentice hiring for the current 6 months [HY2: CY Jul 2020 – Dec 2020]. Analysis is based on the historical data of apprentice hiring and findings from a survey of 600 employers across 18 sectors and 14 cities.

The objective of this report is to

- 🔍 Gauge employer sentiment about hiring apprentices over the said period, by sector and by city.
- 🔍 Identify the functional areas, category and job profiles employers plan to hire over the said period.
- 🟡 Capture the impact on COVID -19 on Apprentice hiring.
- 🔍 Analyze stipend payout trends.
- 🔍 Identify if employers are gender biased in hiring apprentices.

About

The Apprenticeship Outlook



Cities covered



Industry classification

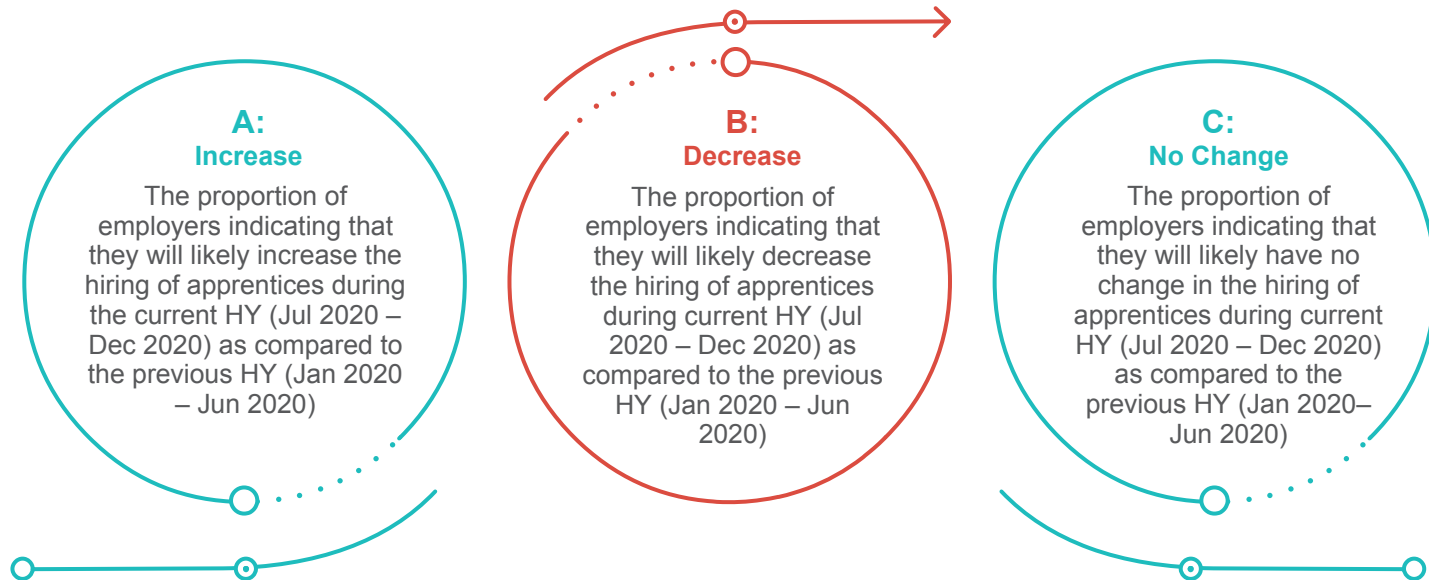


Methodology

The Apprenticeship Outlook

Net Apprenticeship Outlook (NAO) → (A) minus (B)

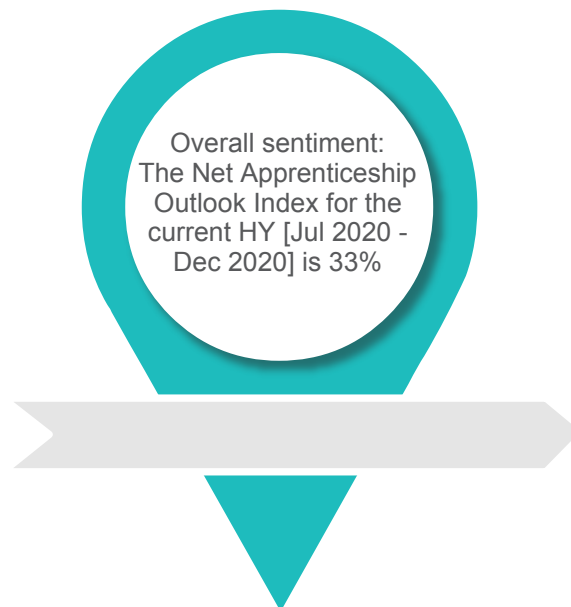
(computed based on responses given by 389 respondents who have apprenticeship program implemented in their organization: Total responses: 600)



All other findings are reported as percentages of total respondents at the respective levels of analysis.

Key Findings

Employers Hiring Sentiment for the HY [Jul 2020 – Dec 2020] – Net Apprenticeship Outlook (NAO)



- ❑ Estimated increase in apprentice hiring in the current HY: 46%
- ❑ Estimated decrease in apprentice hiring in the current HY: 13%
- ❑ Estimated no change in apprentice hiring in the current HY: 41%
- ❑ Net Apprenticeship Outlook: 33%

Top 3 reasons for employers to increase hiring of apprentices:

- ❑ To offset the workforce scarcity owing to the pandemic: 32%
- ❑ To reduce the manpower cost of work at basic levels: 27%
- ❑ To handle increased demand for services and products due to the pandemic: 25%

Top 3 reasons for employers to decrease in hiring of apprentices:

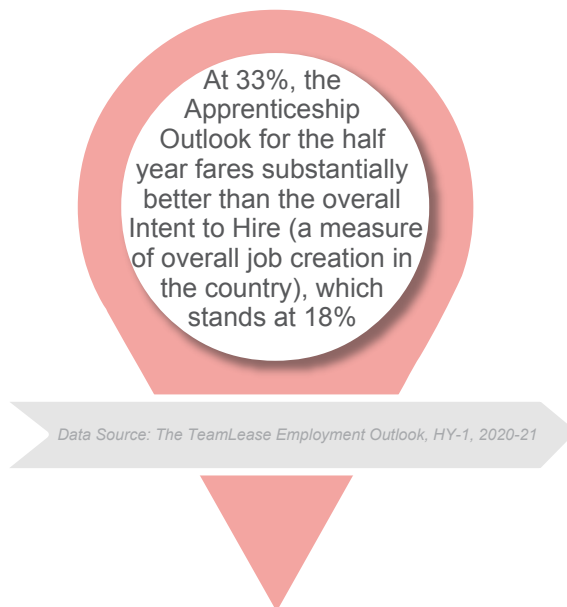
- ❑ As part of regular workforce restructuring: 31%
- ❑ Non availability of training staff : 24%
- ❑ As a step towards workforce downsizing specifically due to COVID pandemic: 15%

Top 3 reasons for employers not implementing apprenticeship programs:

- ❑ Do not foresee the exercise to add much value: 26%
- ❑ No hiring plans: 25%
- ❑ Unfavourable financial condition: 20%

Key Findings

Employers Hiring Sentiment for the HY [Jul 2020 – Dec 2020] – Net Apprenticeship Outlook (NAO)



- ❑ Net Apprenticeship Outlook NAO for the current HY (Jul-Dec 2020) has declined to 33% (a drop of 36% from the previous HY (Jan-Jun 2020)).
- ❑ In spite of the decline in NAO for the current HY, the employer's intent to hire has increased by 5% YoY from 41% in Jul-Dec 2019 to 46% in Jul-Dec 2020.

Sector, city and business category wise NAO highlights.

- ❑ Healthcare (42%), Manufacturing (40%), Retail (38%) and Ecommerce (38%): foresee better NAO when compared to other sectors.
- ❑ Travel & hospitality (-10%) and Beauty & Wellness (-5%): record negative outlook for the current HY.
- ❑ Agriculture & Agrochemicals: The only sector with increase in NAO from 20% in the previous HY to 34% in the current HY.
- ❑ Highest NAO: Ahmedabad(42%); Lowest NAO: Nagpur(11%).
- ❑ NAO for Large businesses(38%) is relatively better than that for medium businesses (30%). The financial fragility of small businesses have made them the most vulnerable to the pandemic, resulting in a negative hiring outlook (-15%).

Gender Disparity

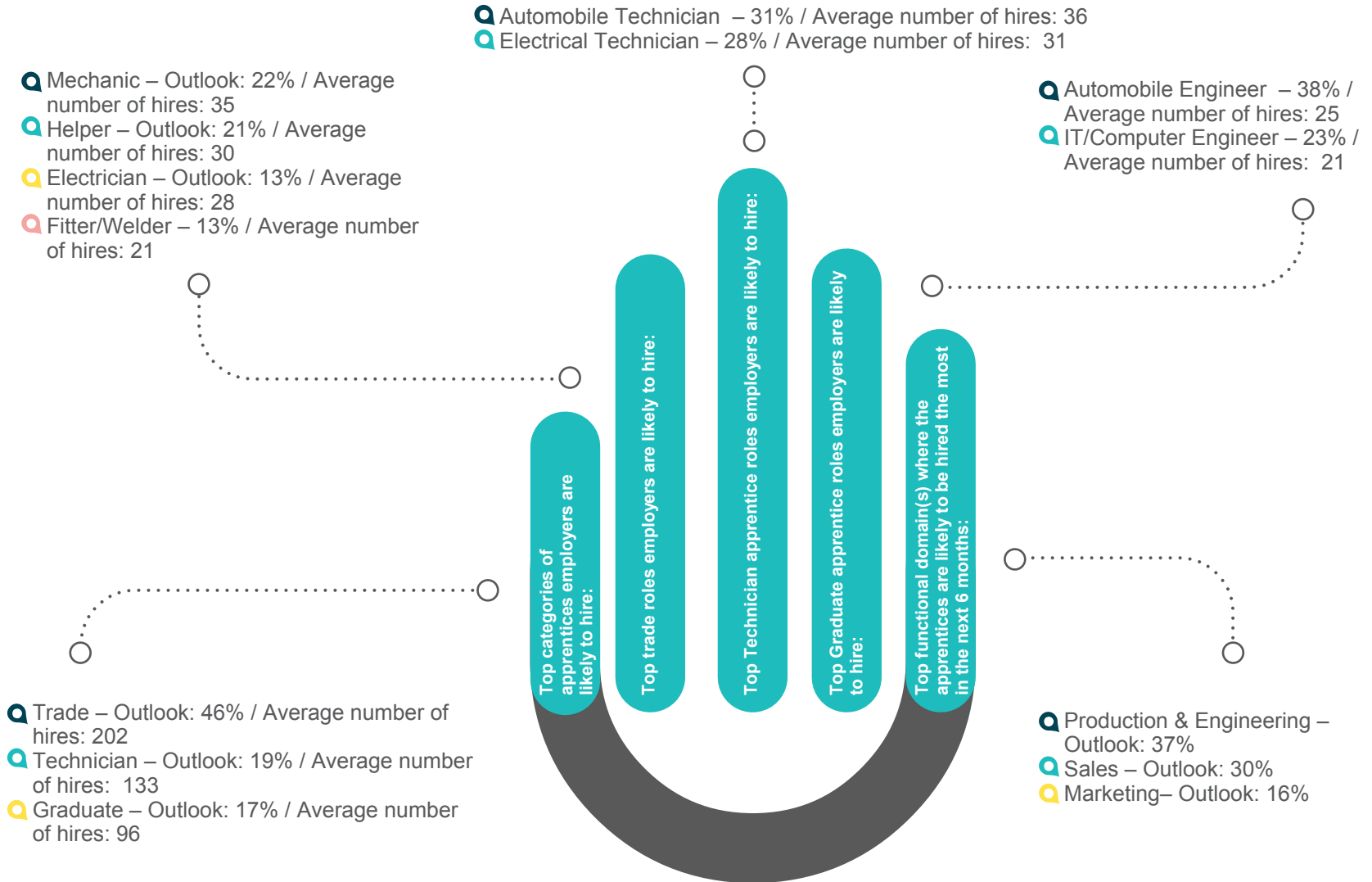
- ❑ Gender bias persists in apprentice hiring, but the percentage of employers who are willing to hire any gender of apprentices has increased from 28% in the previous HY to 34% in the current HY.

Current impact of the COVID pandemic on hiring of apprentices

- ❑ The current point-in-time status: Hiring on hold: 61%, Increase in hiring: 24%, Decrease in hiring: 12%, No Impact on hiring: 3%
- ❑ The predominant employer hiring sentiment across sectors and cities, at present, is to pause the apprentice hiring

More Findings

Key areas of hiring during Jul 2020 – Dec 2020



More Findings

Insights on current apprentice hiring

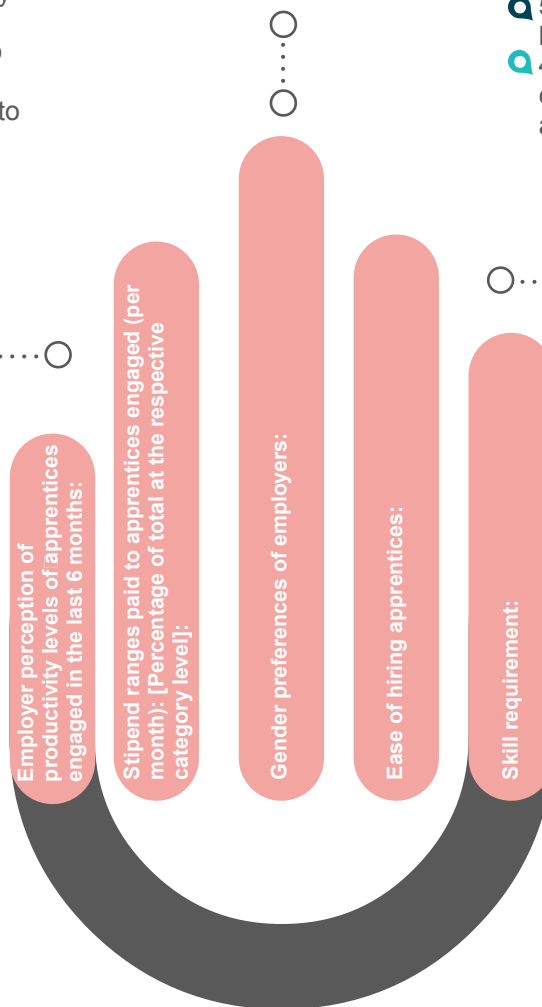
- Trade Apprentices: 43% of respondents likely to pay between INR Rs.10,000 – Rs.15,000
- Graduate Apprentices: 42% of respondents likely to pay between INR Rs.15,000 – Rs.20,000
- Technician Apprentices: 31% of respondents likely to pay between INR Rs.12,000 – Rs.15,000
- Technician (Voc): 37% of respondents likely to pay between INR Rs.10,000 – Rs.15,000
- Optional Trade: 41% of respondents likely to pay between INR Rs.10,000 – Rs.15,000

- Male candidates: 43%
- Female candidates: 23%
- No specific preferences: 34%

- 54% of all respondents face challenges in hiring apprentices.
- 46% of those respondents call out candidate's preference of employment over apprenticeship as a key hiring challenge.

- Very productive: 34%
- Fairly productive: 44%
- Unproductive: 22%

- Technical Knowledge – 35%
- Willingness to learn – 22%
- Communication skills – 20%





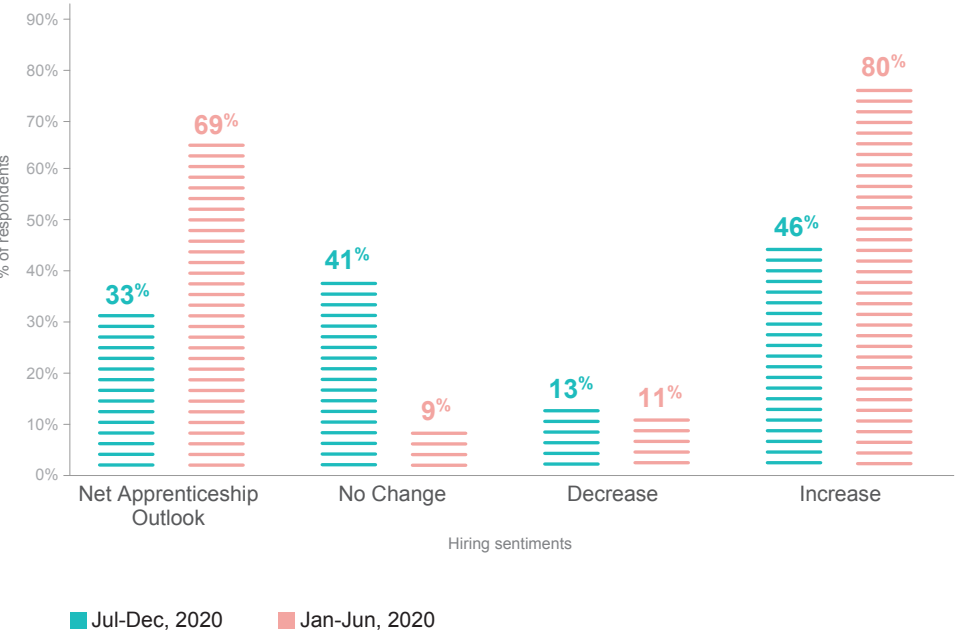
Employers Hiring Sentiment (Jul 2020 – Dec 2020)

Net Apprenticeship Outlook (NAO)

Net Apprenticeship Outlook (NAO)

Overview [forecast for HY : Jul 2020 – Dec 2020]

Net Apprenticeship Outlook (HY Jul -Dec 2020)



The Net Apprenticeship Outlook for the current HY is 33%. Nearly one half (46%) of all employers expect an increase in their apprentice hiring levels while 13% foresee a decrease. 41% of all employers expect no change at all in their hiring levels.

Current HY's Net Apprenticeship Outlook (33%) has declining by 36% when compared with the previous HY's (Jan-Jun 2020) NAO of 69%.



	Increase	Decrease	No Change	Net Apprenticeship Outlook
Jul– Dec, 2020	46%	13%	41%	33%
Jan– Jun, 2020	80%	11%	9%	69%

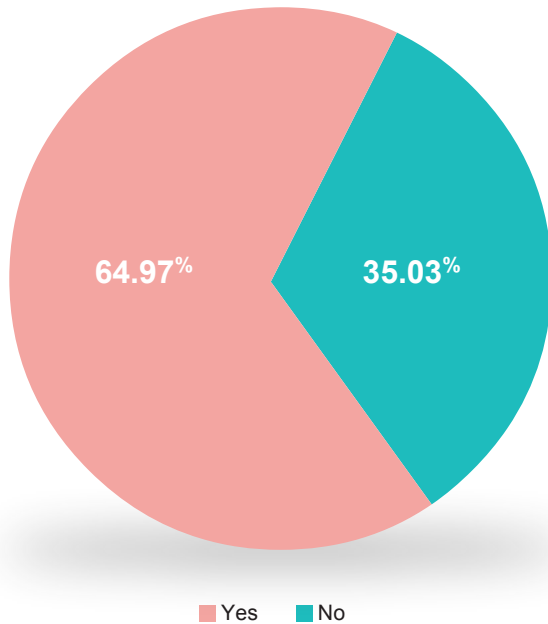
Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization, Apprenticeship Outlook Report, Jan-Jun 2020, NETAP .

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.

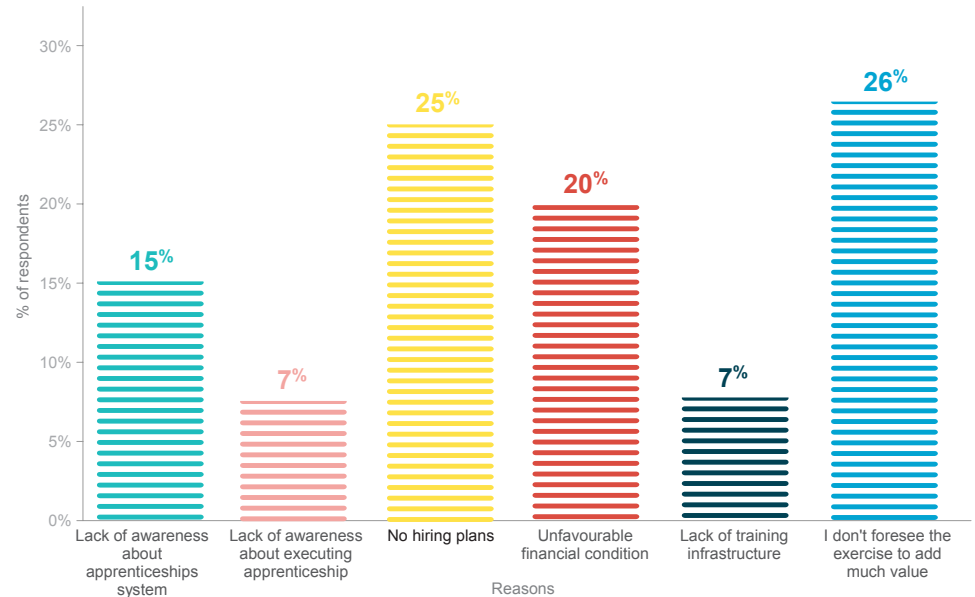
Apprentice Engagement

Implementation of apprenticeship programs by employers

Do employers implement apprenticeship program?



Top reasons for not implementing apprenticeship program



65% of the employers surveyed implement apprenticeship programs, while 35% currently do not. The top reason employers who engage apprentices provide is planning a cost-effective workforce. The primary reasons for not implementing apprenticeship programs are that, employers do not foresee the exercise to add much value (26%) and their not having hiring plans (25%).



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600

Net Apprenticeship Outlook (NAO)

Reasons for the increase and decrease in the hiring during Jul 2020 – Dec 2020



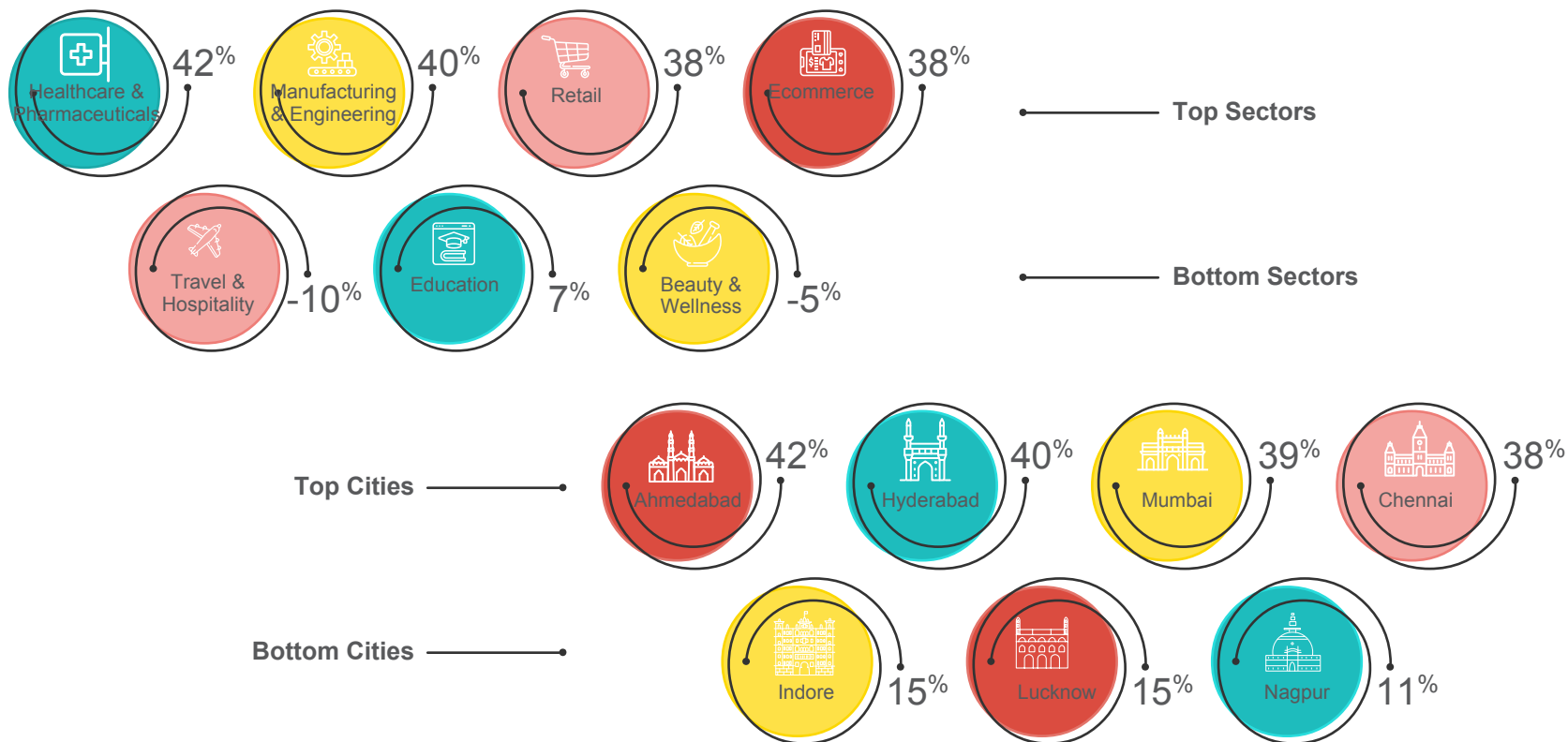
32% of the employers intending to increase apprenticeship hiring, are doing so to manage the workforce crunch created by the pandemic. On the other hand, a similar number (31%) of those reducing their hiring are doing so as part of their regular workforce restructuring.



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Net Apprenticeship Outlook (NAO)

NAO Highlights [forecast for HY : Jul 2020 – Dec 2020] – Top and Bottom Sectors and Cities



Although hiring sentiments have seen a sharp decline during the pandemic, sectors such as Healthcare(42%), Manufacturing(40%), Retail (38%) and Ecommerce(38%) foresee higher NAO thanks to workforce optimization by employers. While Ahmedabad(42%) has recorded the highest NAO among all cities, Nagpur has recorded the lowest NAO of 11%

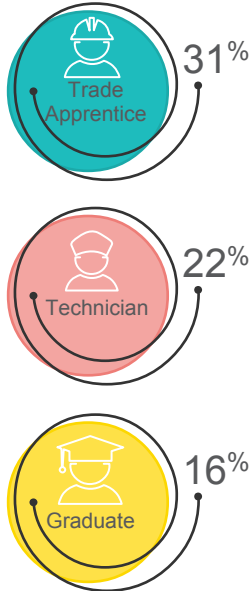


Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

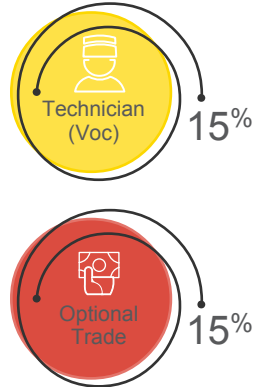
Net Apprenticeship Outlook (NAO)

NAO Highlights [forecast for HY : Jul 2020 – Dec 2020] – Top and Bottom Categories and Business Size

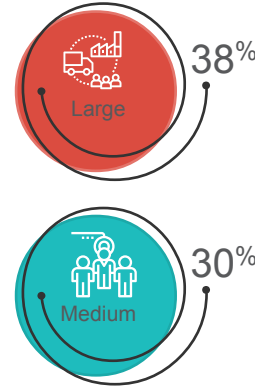
Top apprentice categories



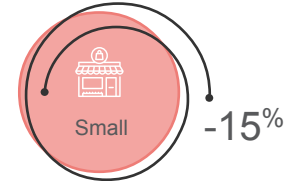
Bottom apprentice categories



Top business categories



Bottom business categories



The Net Apprenticeship Outlook is moderately gainful for Large (38%) and Medium businesses (30%). However the financial fragility of small businesses have made them the most vulnerable to the pandemic and has resulted in a negative hiring outlook of -15%.

Trade apprentices continue to be the most preferred category in the current HY as well. Graduate apprentices have dropped to the third place, making way for the technician apprentices to be the second most preferred apprentice category by employers.

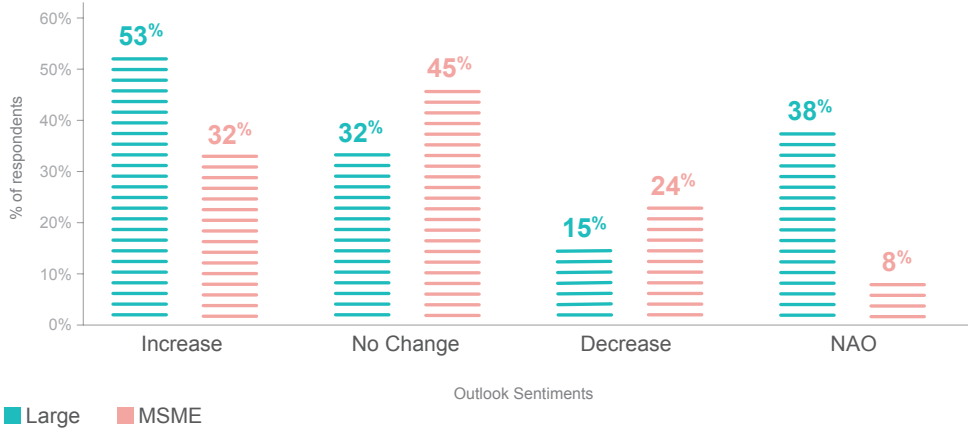


Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Net Apprenticeship Outlook (NAO)

NAO Highlights [forecast for HY : Jul 2020 – Dec 2020] – Large vs. Micro, Small & Medium Enterprises

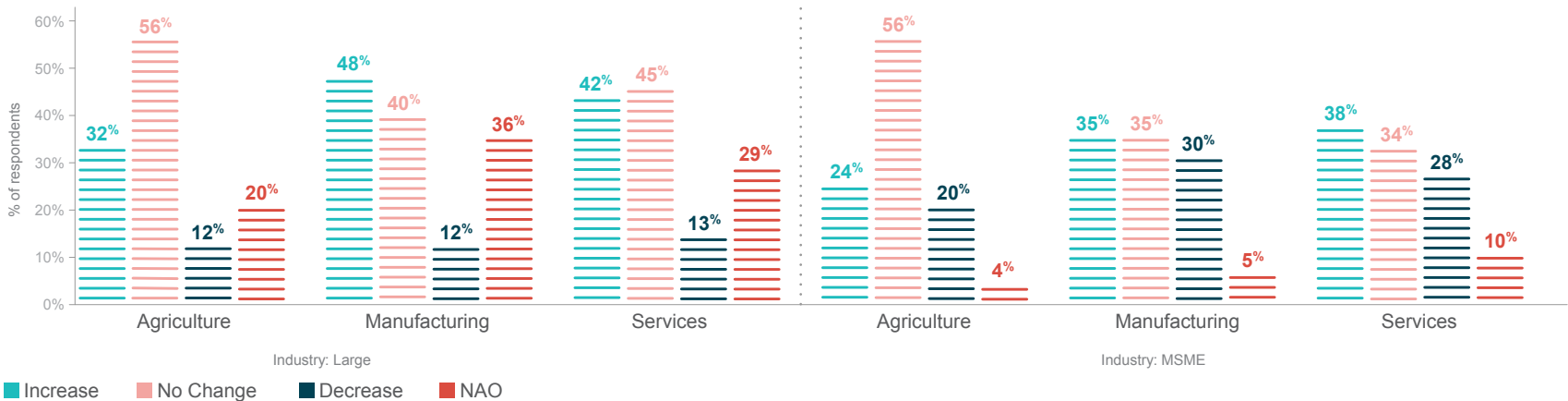
NAO - Large vs. MSME



The Net Apprenticeship Outlook of large businesses(38%) are significantly high when compared to that of Small and Medium scale businesses(8%). Unfortunately, small and medium businesses are being hit hardest by the ongoing pandemic, which resulted in a very low NAO. Large businesses of Manufacturing(36%) and Services(29%) sectors reported a higher net apprenticeship outlook, whereas small businesses indicated a higher net apprenticeship outlook in services(10%) sector.



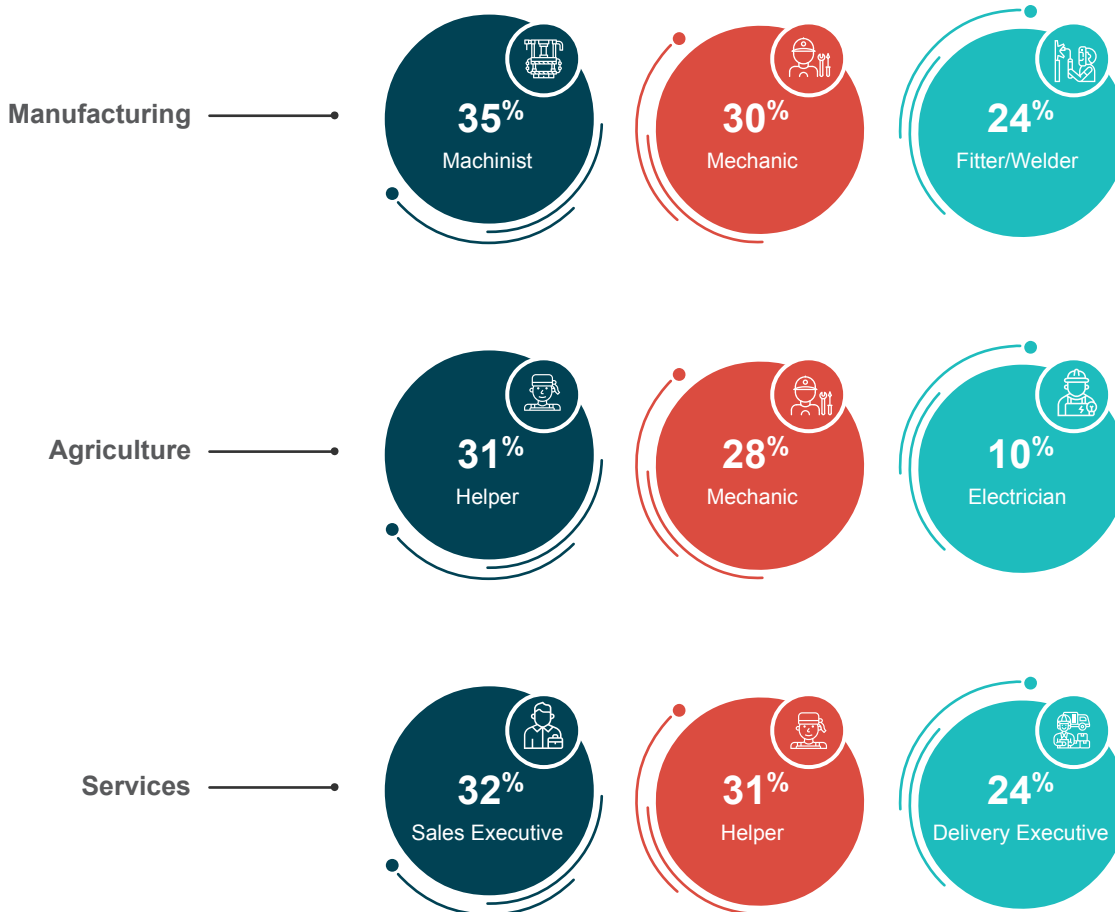
Net Apprenticeship Outlook - by business size and Industry



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

The Apprenticeship Outlook

Top 3 Job profiles [forecast for HY: Jul 2020 – Dec 2020] – by Industry









Machinist and Mechanic are likely to be in higher demand for Manufacturing sector, whereas for Agriculture the demand are for helpers (31%) and for Services sectors sales executive (32%) are the most sought-after profile



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Net Apprenticeship Outlook (HY Jul 2020–Dec 2020)

Metro - A Comparison with HY Jan 2020 – Jun 2020

	Metro	HY's	Increase	No Change	Decrease	Net Apprenticeship Outlook
	Bangalore	Jan– Jun, 2020	87%	6%	7%	80%
		Jul– Dec, 2020	49%	36%	15%	34%
	Chennai	Jan– Jun, 2020	80%	13%	7%	73%
		Jul– Dec, 2020	51%	36%	13%	38%
	Delhi	Jan– Jun, 2020	86%	7%	7%	79%
		Jul– Dec, 2020	48%	41%	11%	37%
	Mumbai	Jan– Jun, 2020	64%	18%	18%	46%
		Jul– Dec, 2020	53%	33%	14%	39%
	Kolkata	Jan– Jun, 2020	67%	6%	27%	40%
		Jul– Dec, 2020	33%	51%	16%	17%
	Hyderabad	Jan– Jun, 2020	89%	2%	9%	80%
		Jul– Dec, 2020	52%	36%	12%	40%



With the exception of Mumbai, metros have reported a sharp drop (anywhere between 23% to 46%) in their current NAO values when compared to those of HY Jan 2020.

Kolkata continues to have the lowest NAO and Hyderabad continues to have highest NAO among the metro cities.








Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.

Net Apprenticeship Outlook (HY Jul 2020–Dec 2020)

Non-Metro - A Comparison with HY Jan 2020 – Jun 2020

	Non Metro	HY's	Increase	No Change	Decrease	Net Apprenticeship Outlook
	Ahmedabad	Jan– Jun, 2020	74%	11%	16%	58%
		Jul– Dec, 2020	56%	30%	14%	42%
	Chandigarh	Jan– Jun, 2020	86%	14%	3%	83%
		Jul– Dec, 2020	36%	49%	15%	21%
	Coimbatore	Jan– Jun, 2020	-	-	-	-
		Jul– Dec, 2020	36%	46%	18%	18%
	Indore	Jan– Jun, 2020	-	-	-	-
		Jul– Dec, 2020	38%	39%	23%	15%
	Kochi	Jan– Jun, 2020	86%	3%	11%	75%
		Jul– Dec, 2020	36%	48%	16%	20%
	Lucknow	Jan– Jun, 2020	78%	11%	11%	67%
		Jul– Dec, 2020	28%	59%	13%	15%
	Nagpur	Jan– Jun, 2020	-	-	-	-
		Jul– Dec, 2020	31%	49%	20%	11%
	Pune	Jan– Jun, 2020	-	-	-	-
		Jul– Dec, 2020	38%	45%	17%	21%



Among non metros, Net Apprenticeship Outlook (NAO) for Ahmedabad (42%) looks very promising and is the highest across cities. On the other hand, the hiring outlook is quite grim for Nagpur (11%), Indore (15%) and Lucknow (15%).

Downsizing the workforce to sustain during COVID pandemic and the non availability of training staffs to train apprentices are the major reasons highlighted by employers for the decrease in apprentice hiring.












Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.

Net Apprenticeship Outlook (HY Jul 2020–Dec 2020)

Sectors - A Comparison with HY Jan 2020 – Jun 2020

	Leaders	HY's	Increase	No Change	Decrease	Net Apprenticeship Outlook
	Healthcare & Pharmaceuticals	Jan– Jun, 2020	67%	11%	22%	45%
		Jul– Dec, 2020	57%	28%	15%	42%
	Manufacturing & Engineering	Jan– Jun, 2020	77%	8%	15%	62%
		Jul– Dec, 2020	54%	32%	14%	40%
	Ecommerce	Jan– Jun, 2020	-	-	-	-
		Jul– Dec, 2020	49%	40%	11%	38%
	Retail	Jan– Jun, 2020	91%	7%	2%	89%
		Jul– Dec, 2020	54%	30%	16%	38%
	Automobile & Ancillaries	Jan– Jun, 2020	80%	10%	10%	70%
		Jul– Dec, 2020	58%	38%	22%	36%
	Agriculture & Agrochemicals	Jan– Jun, 2020	60%	0%	40%	20%
		Jul– Dec, 2020	44%	46%	10%	34%
	FMCG/D	Jan– Jun, 2020	80%	10%	10%	70%
		Jul– Dec, 2020	48%	37%	15%	33%
	Construction & Real Estate	Jan– Jun, 2020	86%	14%	0%	86%
		Jul– Dec, 2020	41%	48%	10%	31%
	Telecommunication	Jan– Jun, 2020	88%	1%	11%	77%
		Jul– Dec, 2020	44%	42%	14%	30%



Healthcare & Pharmaceuticals (42%), Manufacturing (40%), Retail (38%) and Ecommerce (38%) sectors reported promising hiring prospects in the current half year. However, the hiring is relatively weak across sectors when compared to the previous half year.

Agriculture and Agrochemicals sector has emerged as the lone sector foreseeing an increase in apprentice hiring in the current HY when compared to the previous HY.












Source: Valuvos Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.

Net Apprenticeship Outlook (HY Jul 2020–Dec 2020)

Sectors - A Comparison with HY Jan 2020 – Jun 2020

	Laggards	HY's	Increase	No Change	Decrease	Net Apprenticeship Outlook
	BFSI	Jan– Jun, 2020	74%	22%	4%	70%
		Jul– Dec, 2020	38%	53%	9%	29%
	Logistics	Jan– Jun, 2020	84%	10%	6%	78%
		Jul– Dec, 2020	45%	38%	17%	28%
	IT/ITeS	Jan– Jun, 2020	57%	29%	14%	43%
		Jul– Dec, 2020	42%	41%	17%	25%
	Apparel & Textiles	Jan– Jun, 2020	84%	8%	8%	76%
		Jul– Dec, 2020	37%	50%	13%	24%
	Electrical & Electronics	Jan– Jun, 2020	-	-	-	-
		Jul– Dec, 2020	42%	37%	21%	21%
	Media & Entertainment	Jan– Jun, 2020	86%	2%	12%	74%
		Jul– Dec, 2020	29%	57%	14%	15%
	Education	Jan– Jun, 2020	-	-	-	-
		Jul– Dec, 2020	21%	65%	14%	7%
	Beauty & Wellness	Jan– Jun, 2020	80%	0%	20%	60%
		Jul– Dec, 2020	21%	53%	26%	-5%
	Travel & Hospitality	Jan– Jun, 2020	82%	9%	9%	73%
		Jul– Dec, 2020	24%	42%	34%	-10%



Travel & Hospitality (-10%) and Beauty & Wellness (-5%) sectors have been impacted the most by the pandemic and have recorded a negative net apprenticeship outlook for the current HY. These two sectors have also recorded the maximum drop in NAO from their previous HY levels.

The sharp decline in NAO for these sectors is primarily due to the workforce restructuring employers have undertaken in order to cope with the pandemic.






Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.

Net Apprenticeship Outlook (HY Jul 2020–Dec 2020)

Business Size - A Comparison with HY Jan 2020 – Jun 2020

	Business Size	HY's	Increase	No Change	Decrease	Net Apprenticeship Outlook
	Large	Jan– Jun, 2020	87%	13%	0%	87%
		Jul– Dec, 2020	53%	32%	15%	38%
	Medium	Jan– Jun, 2020	85%	1%	14%	71%
		Jul– Dec, 2020	48%	34%	18%	30%
	Small	Jan– Jun, 2020	69%	14%	17%	52%
		Jul– Dec, 2020	15%	55%	30%	-15%



NAO for small businesses has dipped to -15% (down from 52% during the previous HY). A key contributing factor for the same is the drastic decrease in the number of employers (69% to 15%) willing to hire more apprentices in the current HY.



Source: Valuvovox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.

Net Apprenticeship Outlook (HY Jul 2020–Dec 2020)

Category of apprentices - A Comparison with HY Jan 2020 – Jun 2020

	Category of apprentices	HY's	Increase	No Change	Decrease	Net Apprenticeship Outlook
	Trade Apprentices	Jan– Jun, 2020	90%	9%	1%	89%
		Jul– Dec, 2020	50%	33%	18%	32%
	Graduate Apprentices	Jan– Jun, 2020	84%	13%	3%	81%
		Jul– Dec, 2020	35%	46%	19%	16%
	Technician Apprentices	Jan– Jun, 2020	77%	6%	17%	60%
		Jul– Dec, 2020	43%	36%	21%	22%
	Technician (Voc) Apprentices	Jan– Jun, 2020	75%	14%	11%	64%
		Jul– Dec, 2020	31%	53%	16%	15%
	Optional Trade Apprentices	Jan– Jun, 2020	83%	0%	17%	66%
		Jul– Dec, 2020	36%	43%	21%	15%



Trade (32%) and Technician (22%) apprentices are likely to witness modest hiring over the current HY. However, the hiring intent has declined drastically for all categories this half year when compared to the previous half year.



Source: Valuvovx Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.



Employers Hiring Sentiment

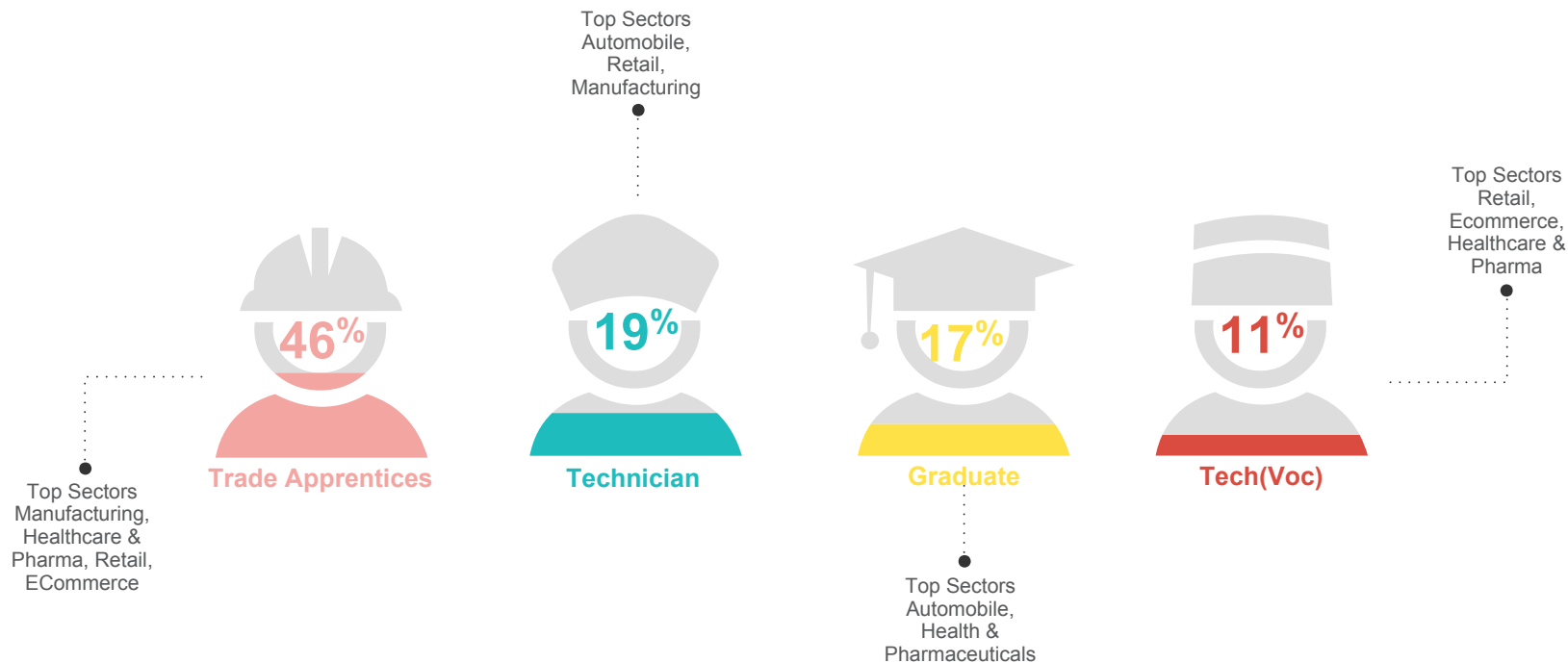
(Jul 2020 – Dec 2020)

Apprenticeship Outlook - Key areas of hiring

The Apprenticeship Outlook

Top Categories [forecast for HY-2: Jul 2020 – Dec 2020]

% of employers increasing hiring by apprentice categories



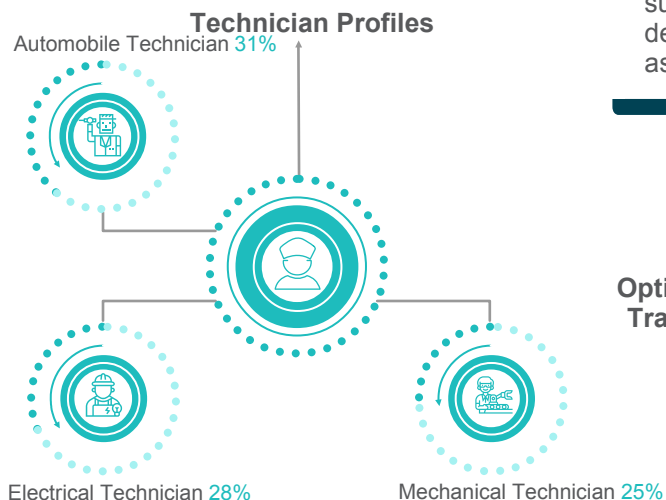
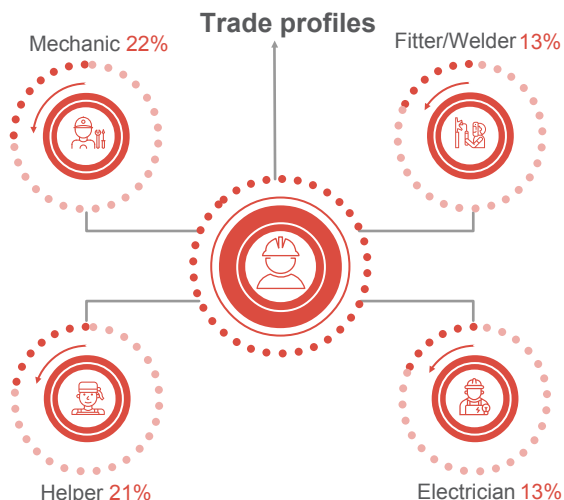
The proportion of employers increasing their hiring for Trade (46%) and Technician (19%) apprentices, during Jul 2020 – Dec 2020 is higher when compared to other categories. □ This increase could be predominantly in sectors like Manufacturing, Retail, Healthcare & Pharma, Ecommerce and Automobile.



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept, 2020 | Total number of respondents: 600 | The above computation is based on responses given by 276 respondents who are likely to increase hiring in the current 6 months

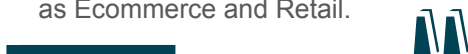
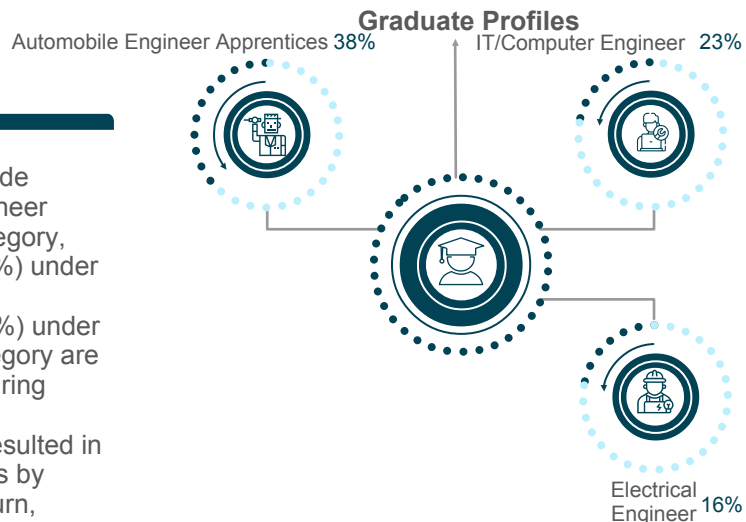
The Apprenticeship Outlook

Top Job profiles [forecast for HY-2: Jul 2020 – Dec 2020]

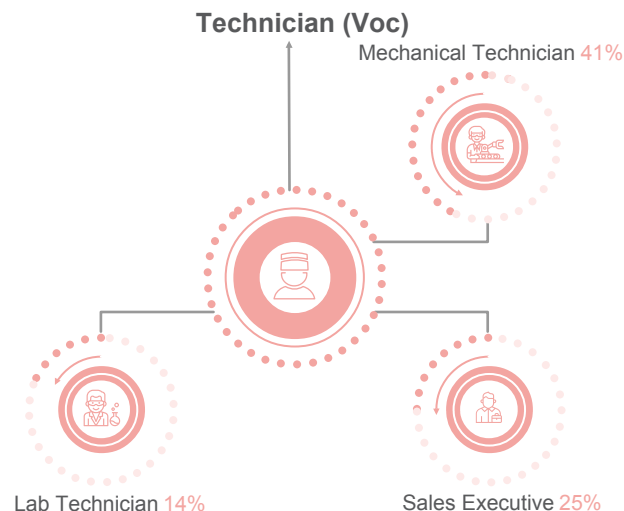


Mechanic (22%) under Trade category, Automobile Engineer (38%) under Graduate category, Automobile technician (31%) under Technician category and Mechanical technician (41%) under Technician Vocational category are the most sought after for hiring during the coming HY.

The covid pandemic has resulted in a surge in online purchases by consumers which has, in turn, increased the demand for profiles such as helpers, drivers and delivery executives in sectors such as Ecommerce and Retail.



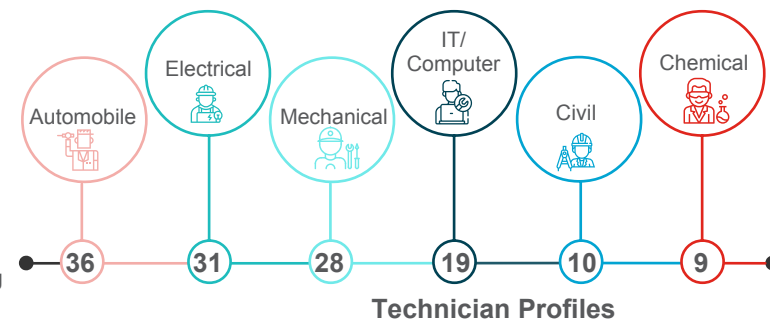
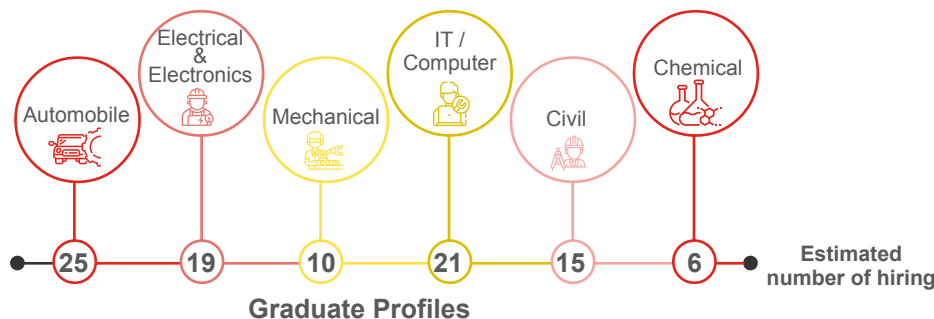
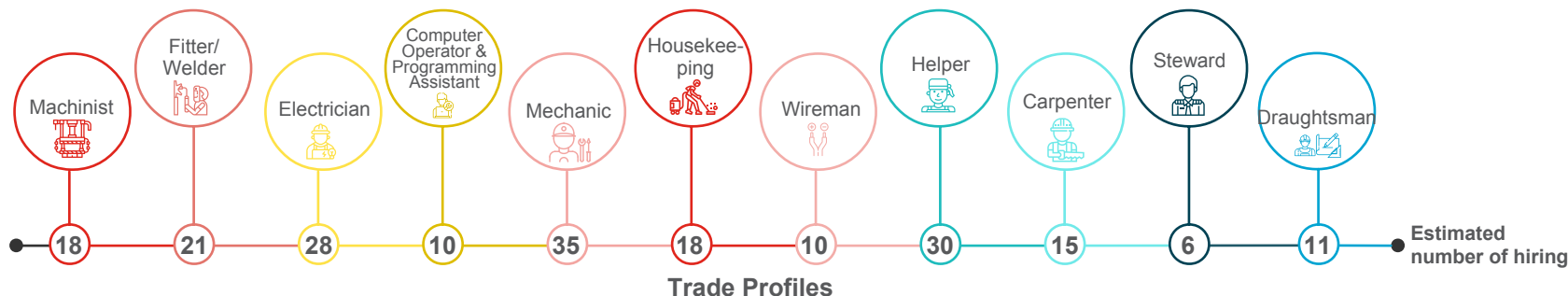
- Optional Trades**
- Drivers
 - Delivery executives
 - Warehouse executives
 - Loaders
 - Washer
 - Repair welder



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept, 2020 | Total number of respondents: 600 | The above computation is based on responses given by 276 respondents who are likely to increase hiring in the current 6 months

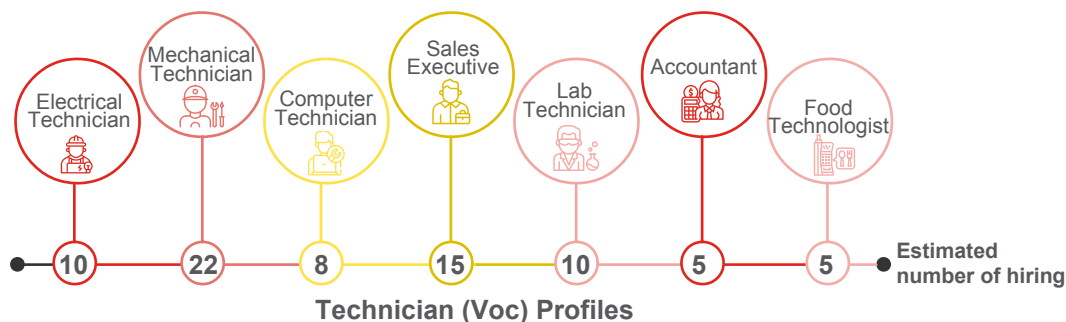
Estimated numbers likely to be hired during Jul 2020 – Dec 2020

Average number of apprentices by category



All profiles indicate Engineering

All profiles indicate Technicians



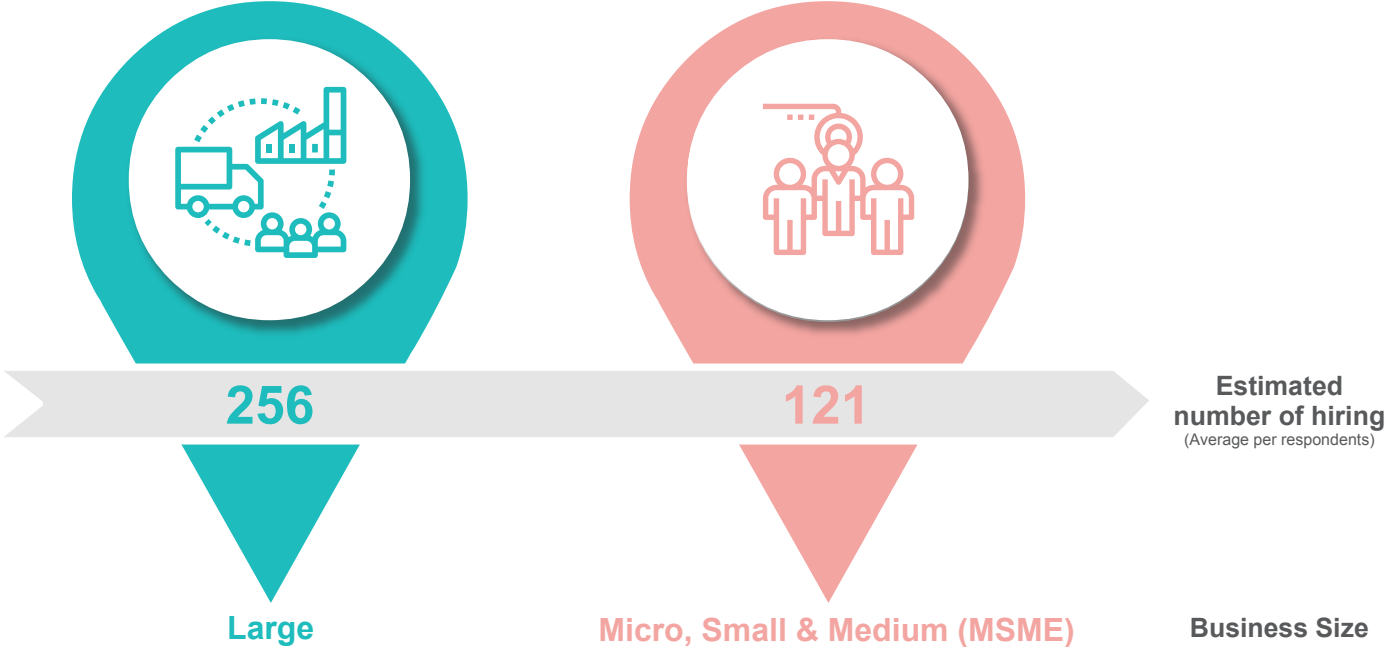
Across the four categories of apprentices, roles associated with Electrical, Mechanical and Automobile domains are the most sought after.

Overall, Trade and Technician apprentices are more sought after than the other categories.



Source: Valuvov Survey of Apprenticeship Hiring Trends ,Aug-Sept, 2020 | Total number of respondents: 600 | The above computation is based on responses given by 276 respondents who are likely to increase hiring in the current 6 months

Estimated numbers likely to be hired during Jul 2020 – Dec 2020
Average number of apprentices by Business Size



The average number of apprentices likely to be hired for the current HY is expected to be much higher for Large (256) when compared to Micro, Small & Medium enterprises(121).

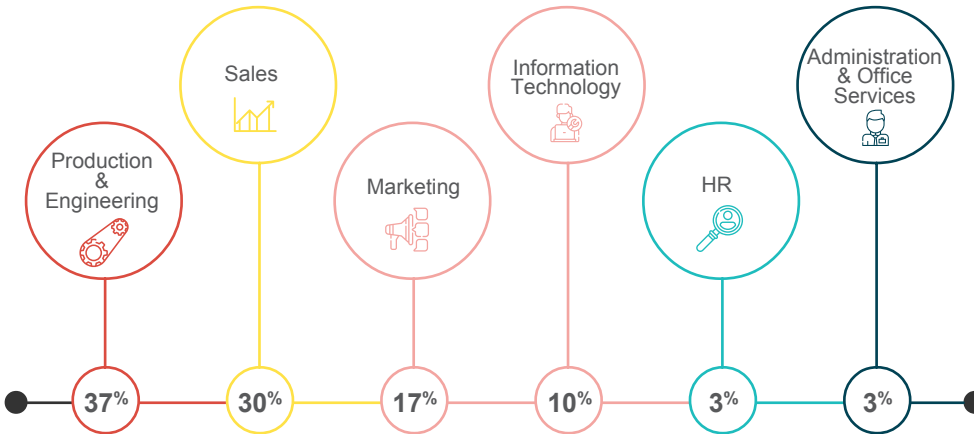


Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept, 2020 | Total number of respondents: 600 | The above computation is based on responses given by 276 respondents who are likely to increase hiring in the current 6 months

The Apprenticeship Outlook

Functional Area [forecast for HY-2: Jul 2020 – Dec 2020]

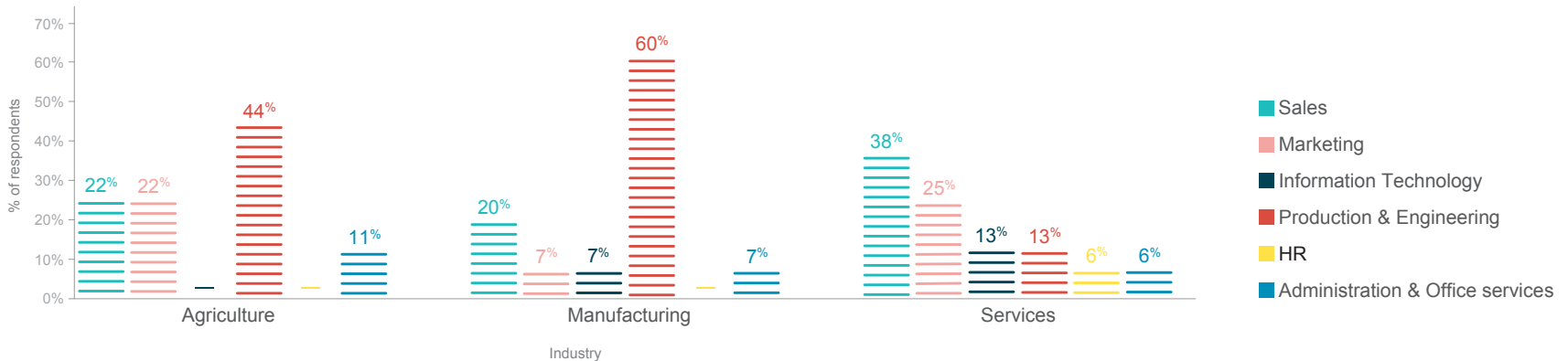
% of employers increasing hiring under various functional areas



Any increase in apprentice hiring during Jul 2020 to Dec 2020 could be predominantly in Production & Engineering (37%) and Sales(30%) divisions. Manufacturing(60%) and Agriculture(44%) industries are likely to hire apprentices mainly for their production function. The Services industry (38%) is likely to hire for the sales function.



Hiring under various functional areas – by Industry



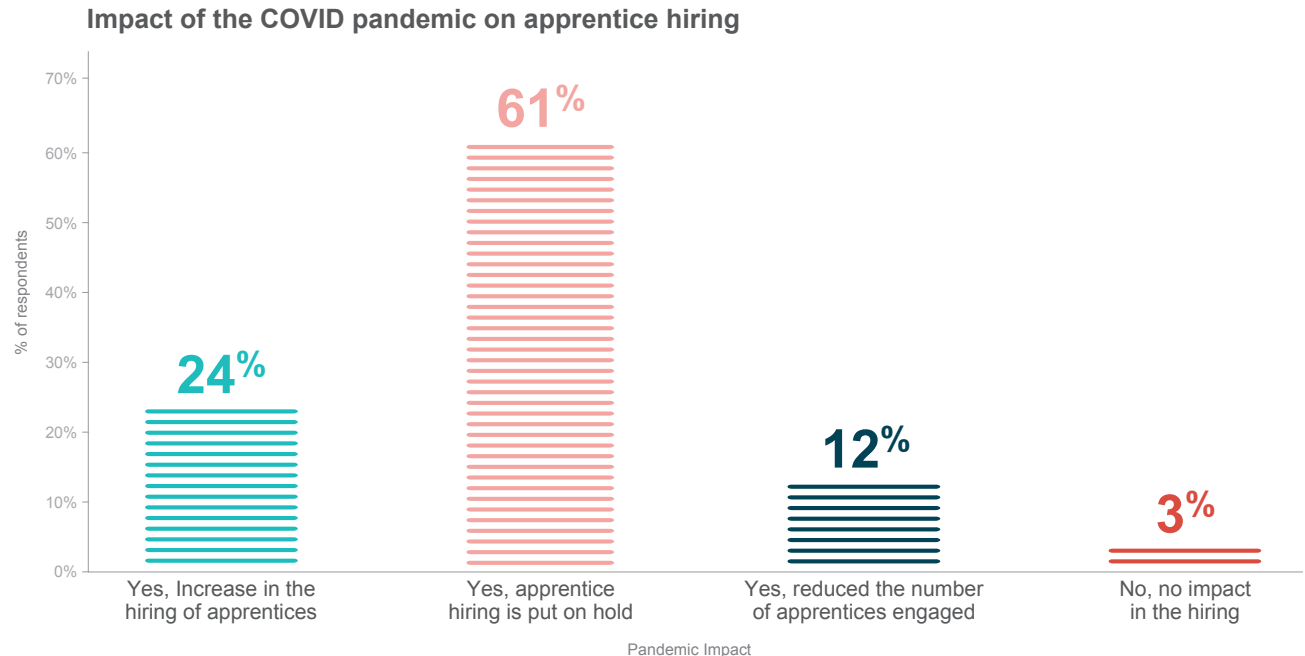
Source: Valuvov Survey of Apprenticeship Hiring Trends ,Aug-Sept, 2020 | Total number of respondents: 600 | The above computation is based on responses given by 276 respondent who are likely to increase hiring in the current 6 months



Apprentice hiring More Insights

Impact of the COVID-19 pandemic on hiring of apprentices

Overall



The pandemic has caused 61% of all employers to pause their hiring of apprentices and 12% of employers to reduce the number of apprentices they engage. Regardless, 24% of employers have increased hiring of apprentices.



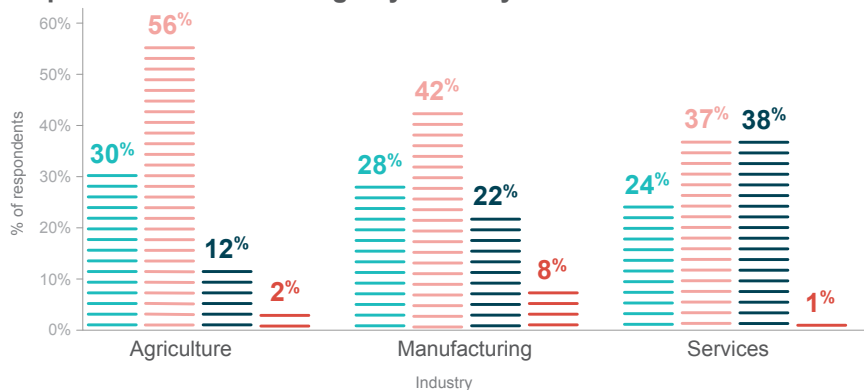
Source: Valuvovx Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization

Note: The outlook report for HY Jan – Jun 2020 indicated that there was a high level of optimism among employers to engage apprentices across most sectors and cities. Unfortunately, the forecasts could not be realized due to the unprecedented outbreak of the COVID pandemic in March of 2020 and its ongoing influence on apprentice hiring.

Impact of the COVID-19 pandemic on hiring of apprentices

By Industry and city

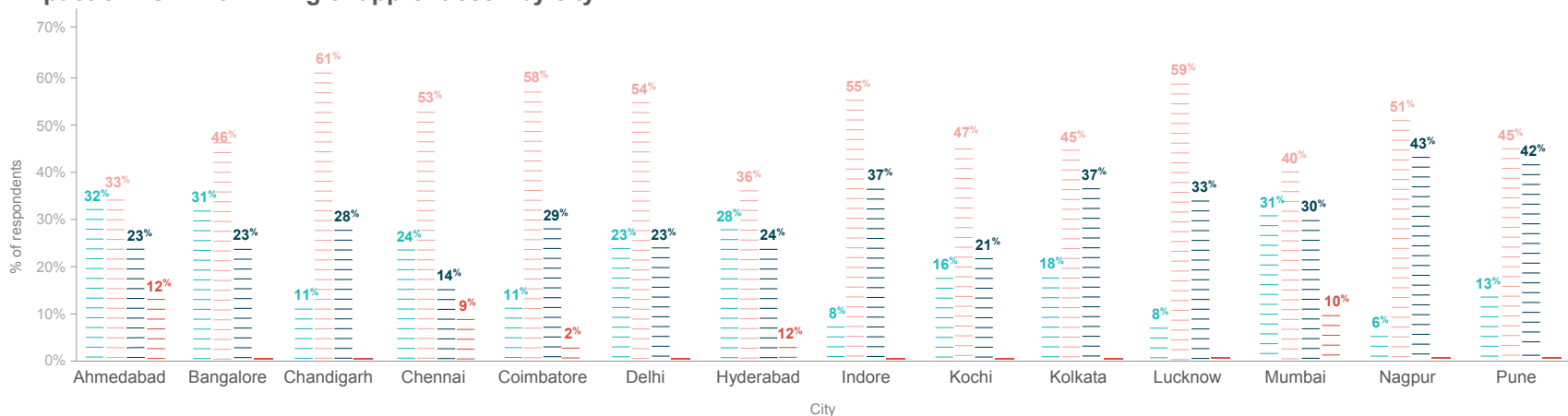
Impact of COVID on hiring - by industry



More than one half (56%) of employers in the Agriculture industry and slightly more than two in five employers (42%) in the Manufacturing industry have stopped hiring apprentices owing to the pandemic. Slightly more than one third (38%) of employers in Services industry have decreased their apprenticeship hiring levels. In general, the predominant sentiment across all cities and Industries seems to be to pause apprentice hiring for now.



Impact of COVID on hiring of apprentices - by city

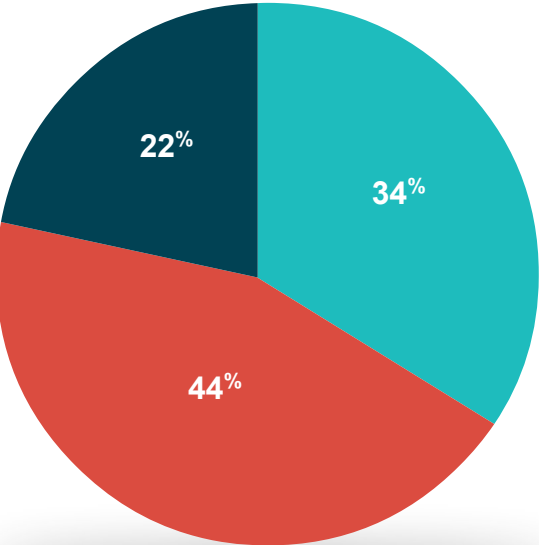


■ Yes, Increase in the hiring of apprentices
 ■ Yes, apprentice hiring is put on hold
 ■ Yes, reduced the number of apprentices engaged
 ■ No, no impact in the hiring

Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

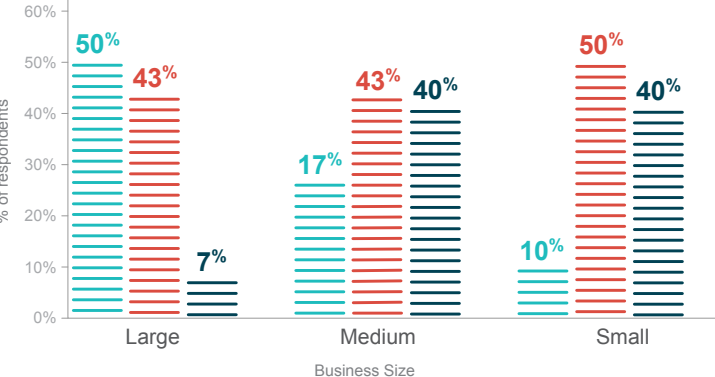
Employer Perception of Apprentice Productivity

Are the hired apprentices productive?

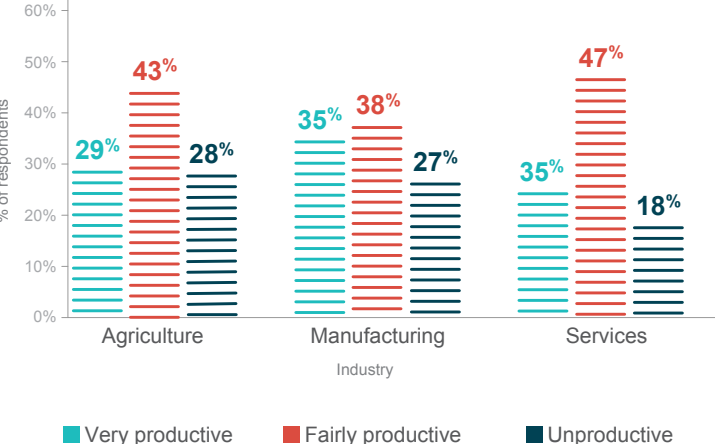


More than three-fourths (78%) of all employers perceive that the apprentices engaged by them are either “fairly” productive or “highly” productive and slightly more than a fifth (22%) of all employers rate them unproductive. While majority of large businesses (50%) perceive their apprentices to be “highly productive”, most of medium (43%) and small (50%) businesses consider their apprentices to be only “fairly productive”.

Employer perception of apprentice productivity– by business size



Employer perception of apprentice productivity– by Industry

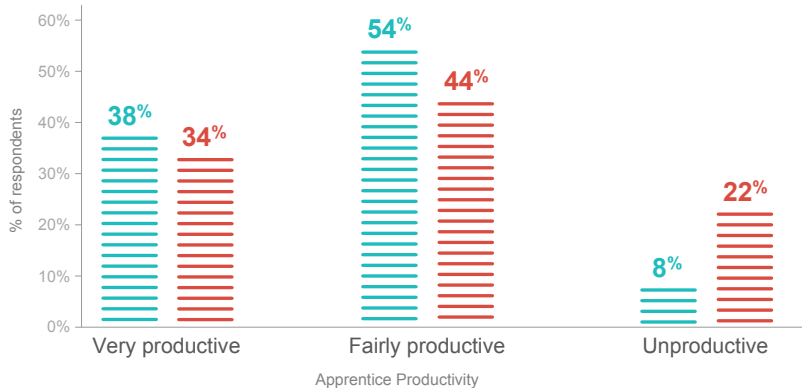


Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Employer Perception of Apprentice Productivity

Y-O-Y Comparison

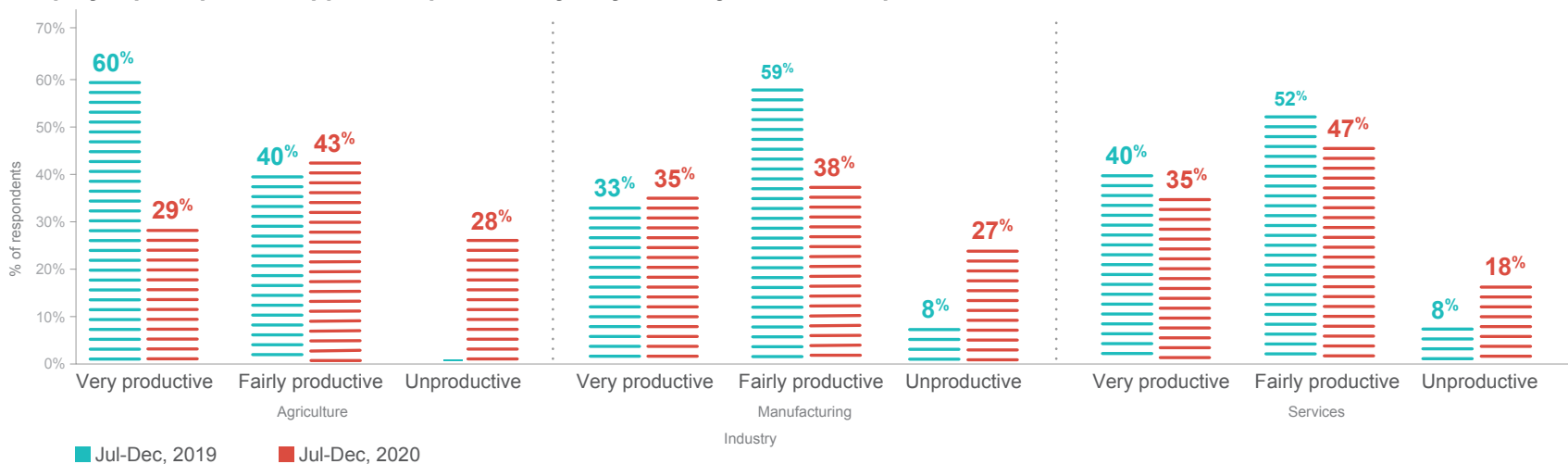
Employer perception of apprentice productivity – Y-O-Y Comparison



A Y-o-Y comparison between 2019 and 2020 indicates that 14% more employers perceive engaged apprentices to be unproductive. While the rise in employer dissatisfaction in the past twelve months is evident across all the three industries, the change of perception is felt the most by employers of Agriculture industry.



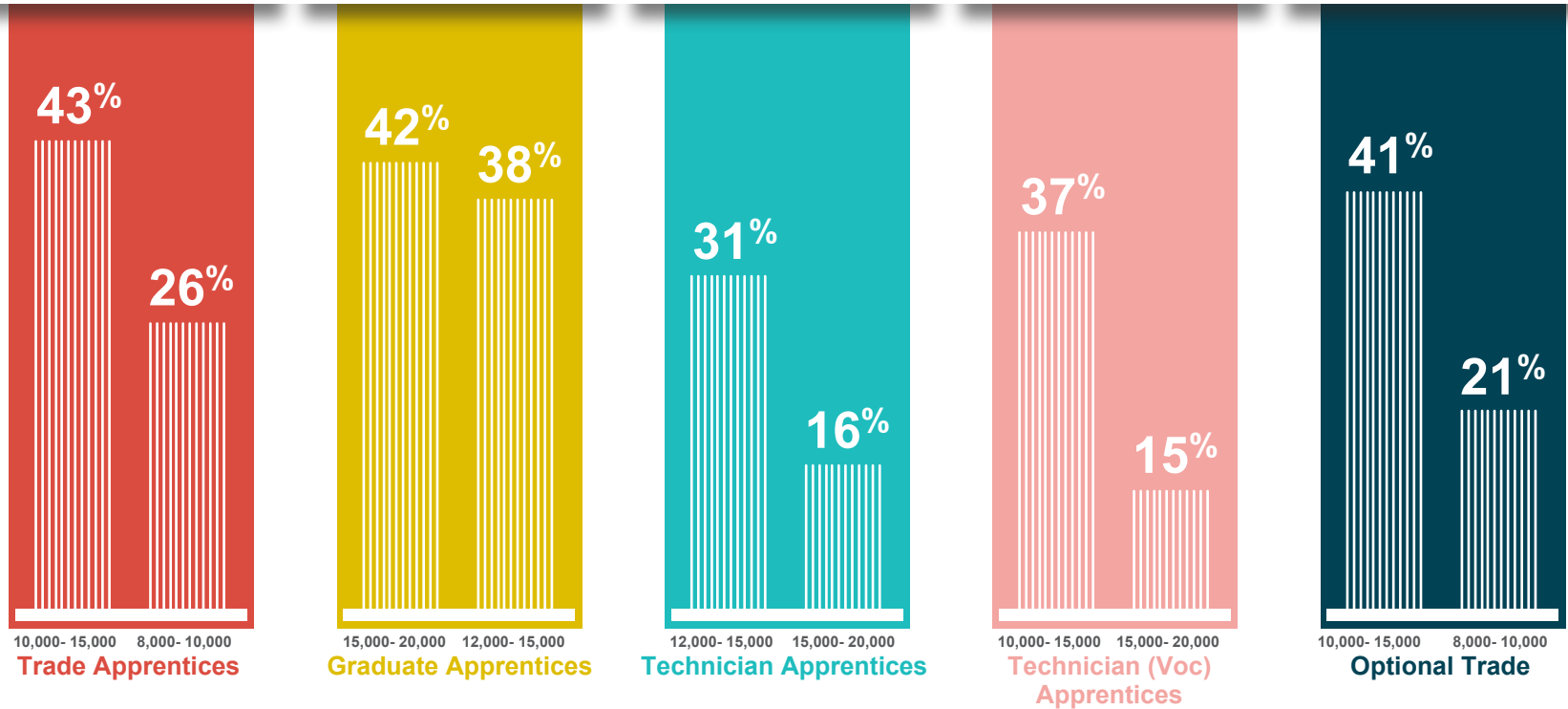
Employer perception of apprentice productivity – by Industry - Y-O-Y Comparison



Source: Valuvov Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization

Apprenticeship Outlook Report, Jul-Dec 2019, NETAP.

Top Stipend Pay-outs By Category



Most employers continued to pay relatively higher stipend (in the Rs.10,000-Rs.15,000 range) in spite of the ongoing pandemic.

While Graduate apprentices are lesser in demand than Trade apprentices, they draw a relatively higher stipend due to the higher educational qualification.



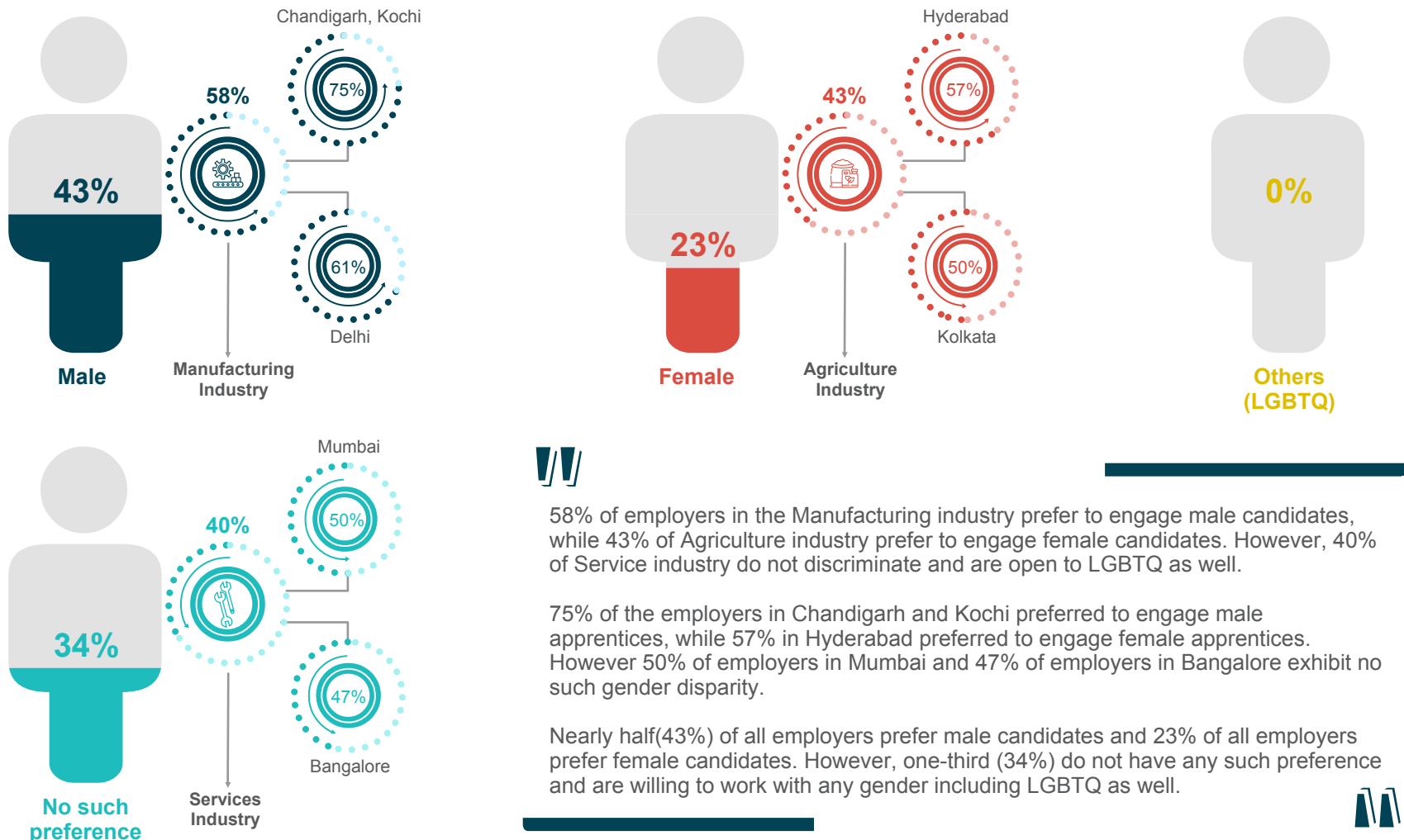
Source: Valuvovx Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

All figures are in Rs/month.

Gender Preference in Apprentice Hiring

Overall and by Sector

Does Gender disparity exist?



58% of employers in the Manufacturing industry prefer to engage male candidates, while 43% of Agriculture industry prefer to engage female candidates. However, 40% of Service industry do not discriminate and are open to LGBTQ as well.

75% of the employers in Chandigarh and Kochi preferred to engage male apprentices, while 57% in Hyderabad preferred to engage female apprentices. However 50% of employers in Mumbai and 47% of employers in Bangalore exhibit no such gender disparity.

Nearly half(43%) of all employers prefer male candidates and 23% of all employers prefer female candidates. However, one-third (34%) do not have any such preference and are willing to work with any gender including LGBTQ as well.

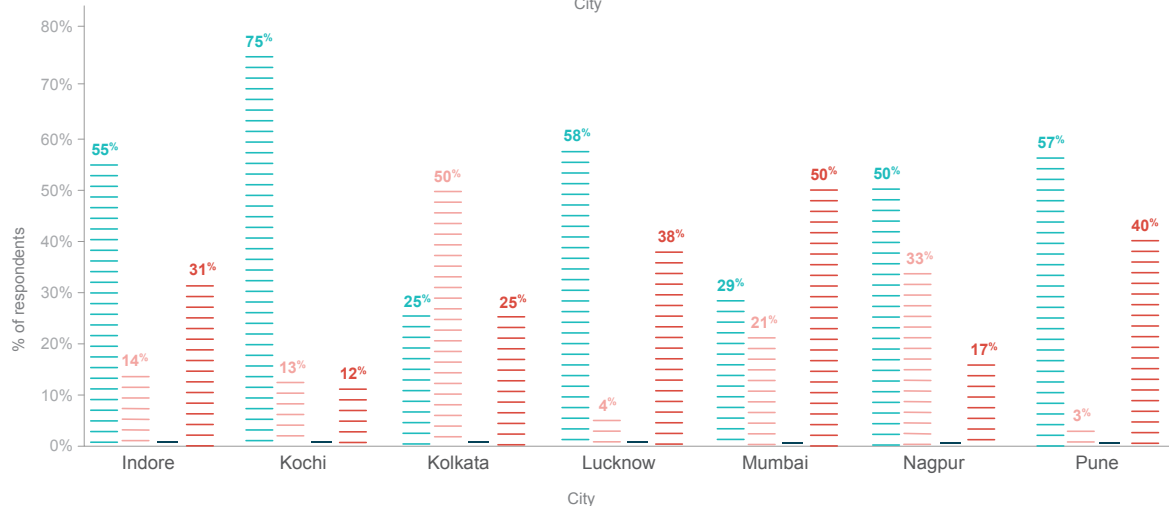
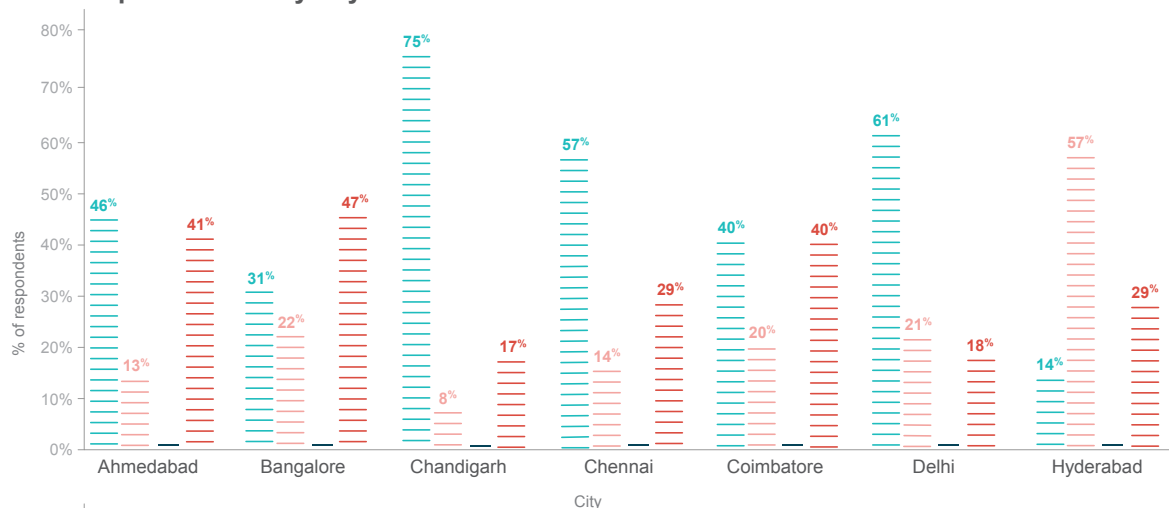


Source: Valuvov Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Gender Preference in Apprentice Hiring

Across cities - Overall

Gender preference - by city



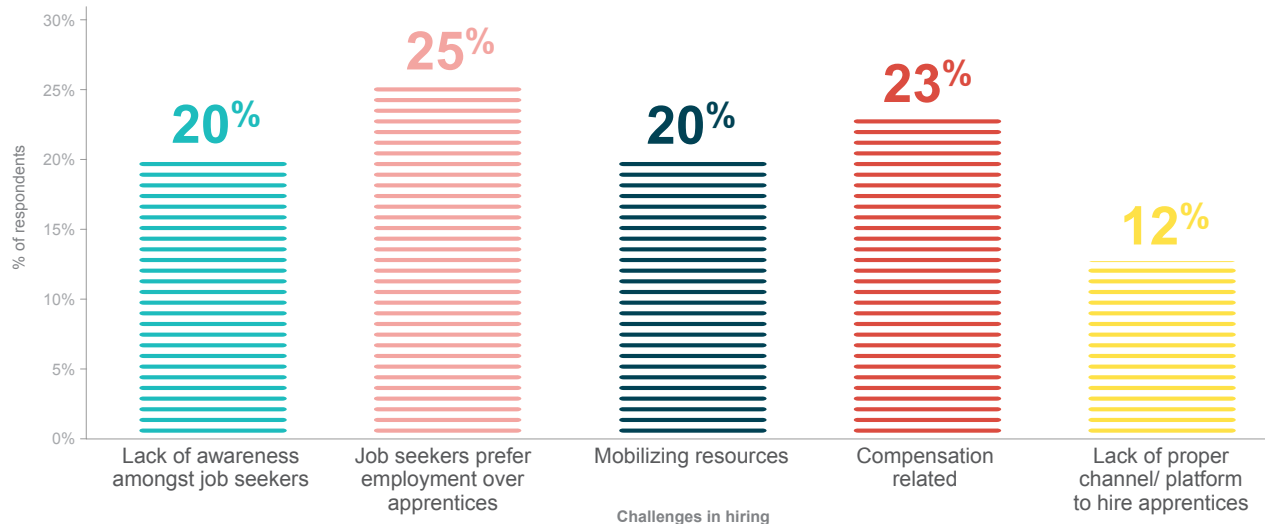
Male candidates are preferred in cities like Kochi, Chandigarh and Delhi. Kolkata and Hyderabad preferred female candidates over male. However employers of Bangalore, Mumbai and Ahmedabad reported no gender discrimination.



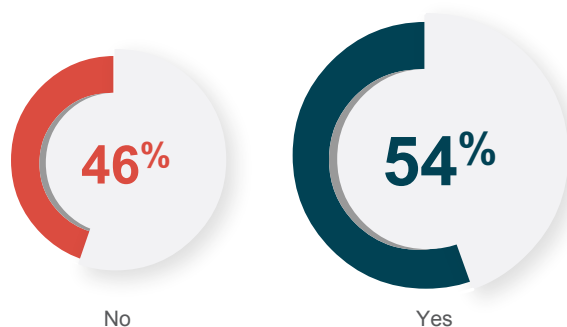
Source: Valuvox Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.

Challenges in hiring apprentices

Challenges faced while hiring apprentices



Was it challenging to hire apprentices?



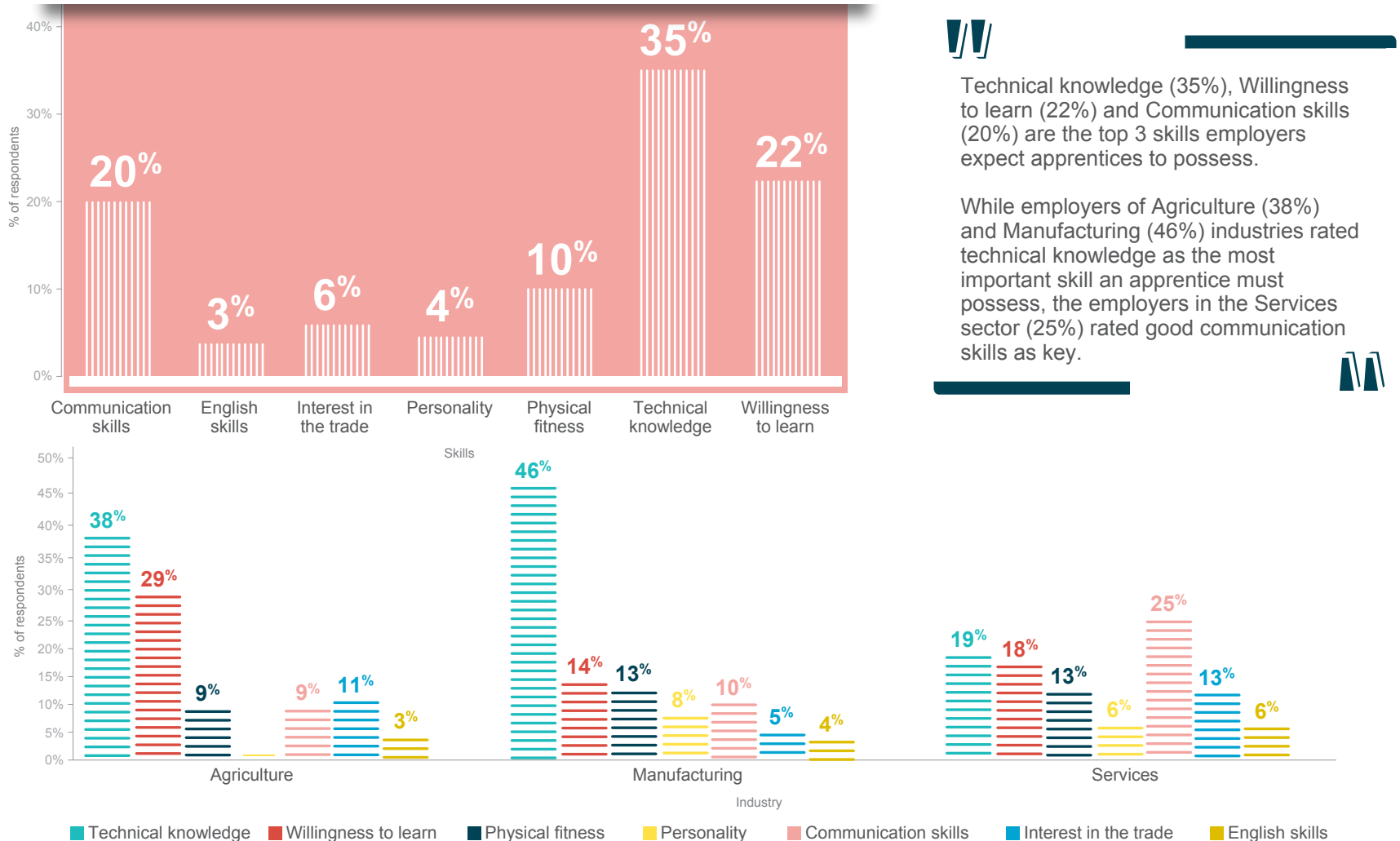
More than half (54%) of all employers highlight that they faced challenges when hiring apprentices. The key challenges called out by them are – preference of employment over apprenticeships by job seekers (25%), and compensation related issues (23%).



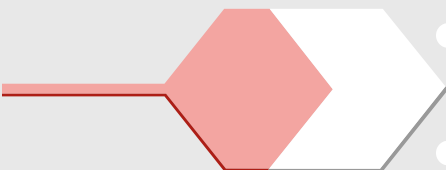
Source: Valuvovx Survey of Apprenticeship Hiring Trends ,Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization

Skill requirements

Overall and By Industry



Source: Valuvox Survey of Apprenticeship Hiring Trends, Aug-Sept 2020 | Total number of respondents: 600 | The above computation is based on responses given by 389 respondents who have apprenticeship program implemented in their organization.



Annexure

Research Methodology

Sample Design

Bibliography

Research Methodology

Sample Design

- Q Random stratified sampling technique was used to identify respondents for the survey. **Respondent Selection**
- Q Target respondents for the study were HR Managers, HR head, Business owners or directors (for small companies).

Data Collection

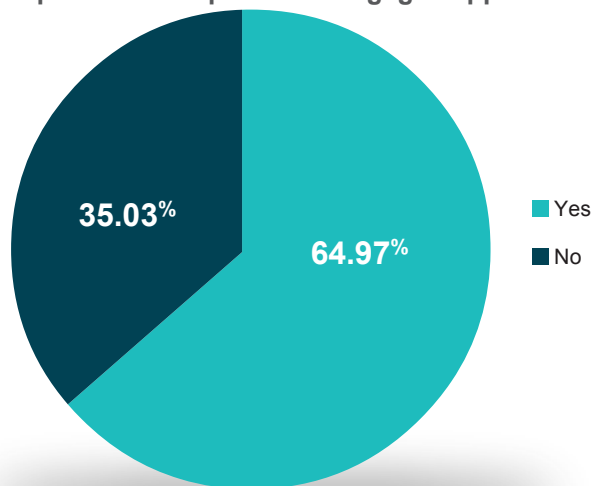
- Q The survey instrument was then administered to the target respondents using the valuvox® mobile survey application. Please refer the following section named 'Sample Distribution' for details on city and business size-wise breakup of the sample.

Data Analysis

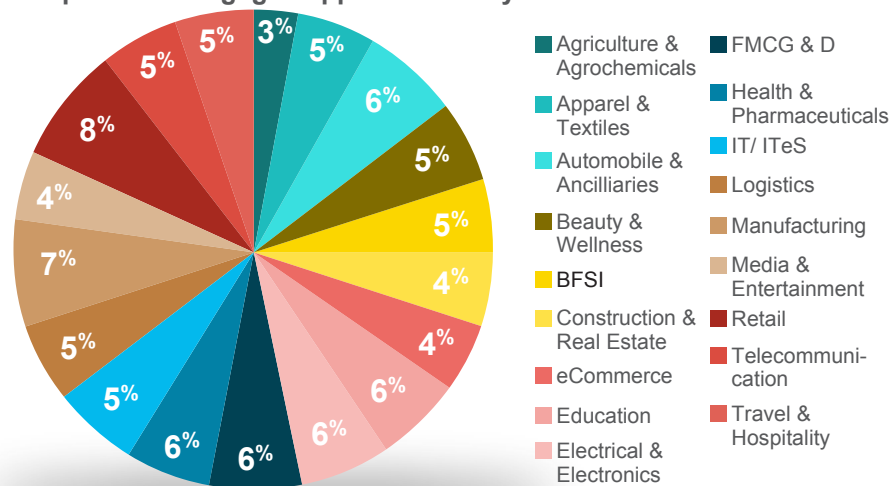
- Q Data Analysed using statistical methods and techniques. The Major tools used are MS Excel and Python.

Sample Design

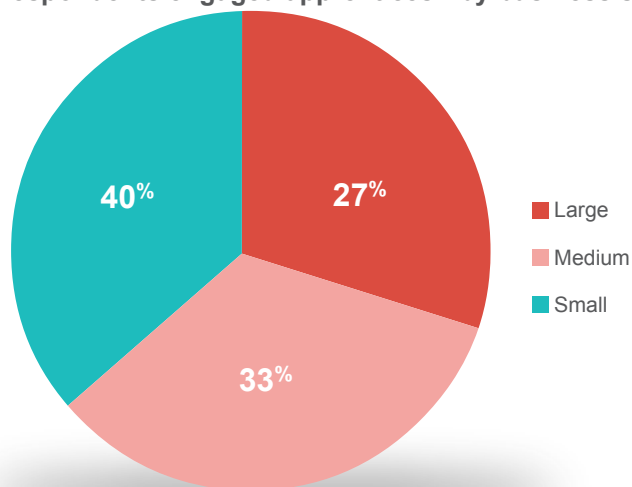
Proportion of respondents engaged apprentices



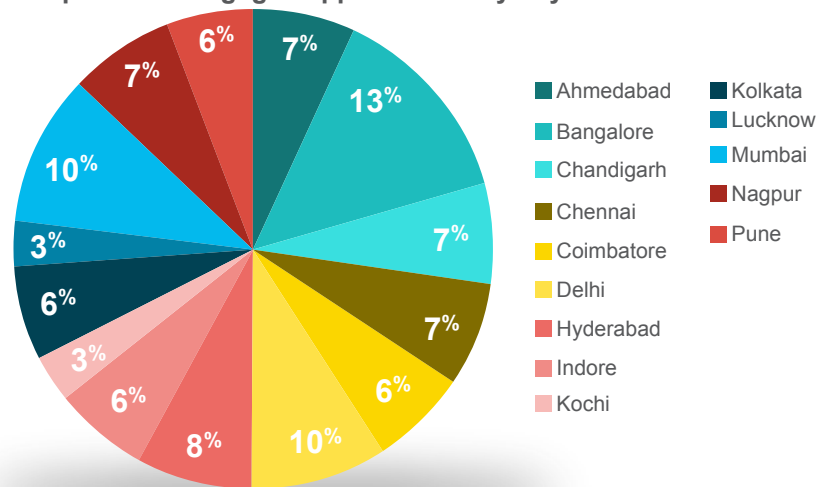
Respondents engaged apprentices – by sector



Respondents engaged apprentices - by business size



Respondents engaged apprentices - by city



Sample Design

Total sample size: 600

Respondents by Sector & City

City/ Sectors	Agriculture & Agrochemicals	Apparel & Textiles	Automobile & Ancillaries	Beauty & Wellness	BFSI	Construction & Real Estate	eCommerce	Education	Electrical & Electronics	FMCG & D	Health & Pharmaceuticals	IT/ ITeS	Logistics	Manufacturing	Media & Entertainment	Retail	Telecommunication	Travel & Hospitality
Ahmedabad	1	3	3	3	2	3	1	2	2	3	3	3	2	4	1	2	1	2
Bangalore	4	2	4	3	3	2	3	2	1	4	5	7	4	4	3	4	3	3
Chandigarh	2	2	3	1	1	1	1	1	3	3	1	3	2	2	2	3	1	2
Chennai	2	1	4	2	2	4	2	2	2	5	3	4	1	3	3	4	1	4
Coimbatore	2	2	2	2	3	2	1	2	2	2	1	2	1	4	1	3	1	2
Delhi	3	2	4	1	4	3	2	2	2	2	4	4	5	2	2	4	2	4
Hyderabad	2	2	2	4	4	1	2	3	3	2	3	2	1	2	3	7	4	1
Indore	2	1	1	3	3	1	2	4	1	4	3	2	1	2	1	1	1	1
Kochi	2	1	2	2	2	1	1	1	1	2	2	2	3	3	1	3	1	1
Kolkata	1	1	2	3	4	3	4	1	1	4	1	3	2	2	2	4	4	4
Lucknow	1	4	1	2	4	1	2	2	2	1	1	2	1	1	1	2	1	4
Mumbai	2	2	2	2	6	1	2	3	4	4	5	4	4	2	4	4	4	1
Nagpur	2	1	4	2	4	1	1	2	2	2	1	2	1	2	1	4	3	2
Pune	1	4	4	1	1	4	2	2	2	4	2	3	1	2	4	1	4	1

Respondents by City & Business Size

City/Business size	Large	Medium	Small
Ahmedabad	11	19	11
Bangalore	13	27	21
Chandigarh	8	15	11
Chennai	13	13	23
Coimbatore	7	18	10
Delhi	18	14	20
Hyderabad	12	17	19

Respondents by City & Business Size

City/Business size	Large	Medium	Small
Indore	6	8	20
Kochi	6	11	14
Kolkata	11	16	19
Lucknow	5	12	16
Mumbai	13	17	26
Nagpur	5	13	19
Pune	9	15	19

Bibliography

Ministry of Skill Development and Entrepreneurship NAPS portals: www.apprentice.gov.in, <https://apprenticeshipindia.org>

- 🔍 Ministry of Human Resource Development NATS, mhrdnats.gov.in
- 🔍 Valuvox Survey of Apprenticeship Hiring Trends, Aug-Sept 2020
- 🔍 Apprenticeship Outlook Report, Jan-Jun 2020, NETAP

