



# Bharat Hiring Tracker

Q1, FY 2023-24 (April-June)

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# Foreword

In the vast tapestry of India's workforce, the non-white collar segment is an integral and vibrant thread that contributes significantly to the nation's progress. This report, being the first of its kind, stands as a beacon of empowerment, tailored to uplift this invaluable workforce by aiding them in their job search endeavours and understanding their unique preferences. As the Indian job market continues to evolve, it is imperative to address the needs and aspirations of this often overlooked group.

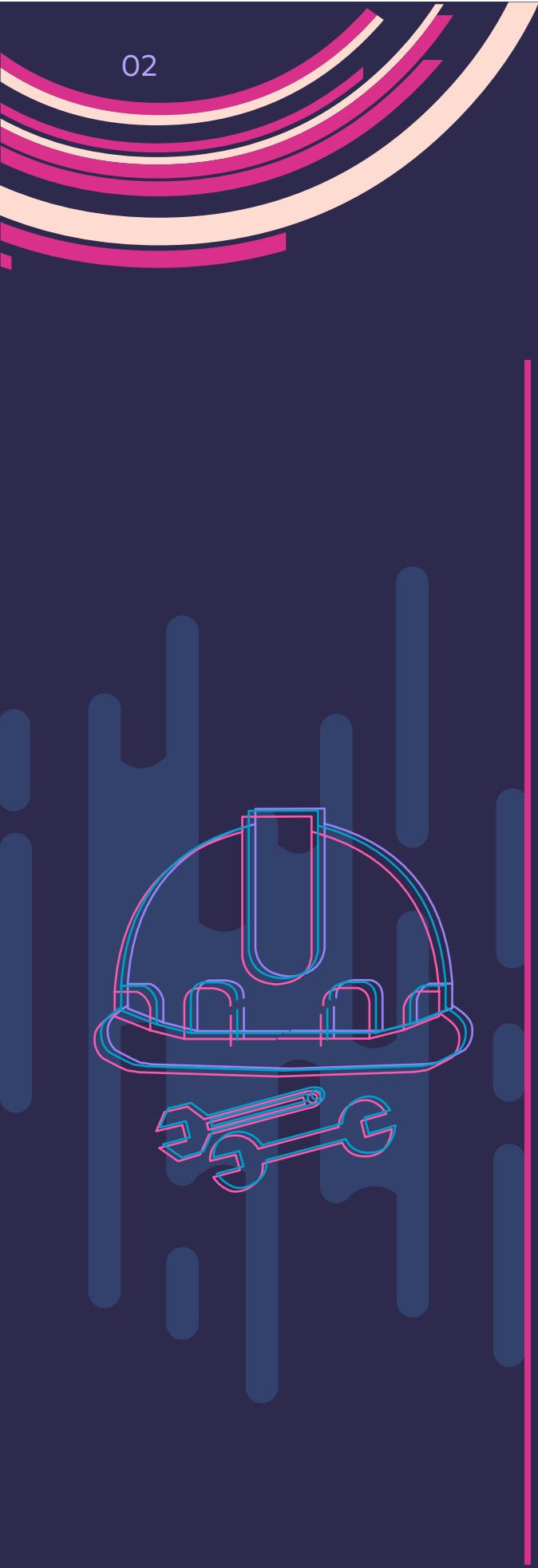
We delve deep into the scenario of job search preferences, offering a comprehensive analysis of hiring trends that shape opportunities across diverse sectors and cities. From hiring practices to attrition rates and their correlation with sectors and compensation, this report provides a panoramic view of the employment ecosystem. As we examine the aspirations that drive this workforce towards fulfilling professional trajectories, we unearth the nuances of expectations between jobseekers and employers, addressing the mismatches that often hinder their symbiotic relationship.

Through this report, we also shine a spotlight on the financial aspect, unravelling the dynamics of income distribution. By probing into gender preferences of employers, the report addresses critical issues of equity and inclusivity that require urgent attention. Furthermore, understanding that jobseekers' preferences extend beyond remuneration, it explores the critical realm of workplace satisfaction, preferences, and concerns.

In addition to that, we dive into the nuances of the festive season in the report and explore the intricate dynamics of festive hiring within non-white collar sectors. We discover how industries tap into the celebratory fervour to meet workforce demands and create opportunities, adding a unique dimension to the employment outlook.

Through meticulous research and insightful analysis, this report paves the way for an inclusive and equitable employment landscape, where the non-white collar workforce's aspirations are acknowledged and valued. By embracing the insights and recommendations within, employers, policymakers, and jobseekers can collaboratively shape a future of opportunities and growth, propelling India towards a more prosperous and inclusive future.

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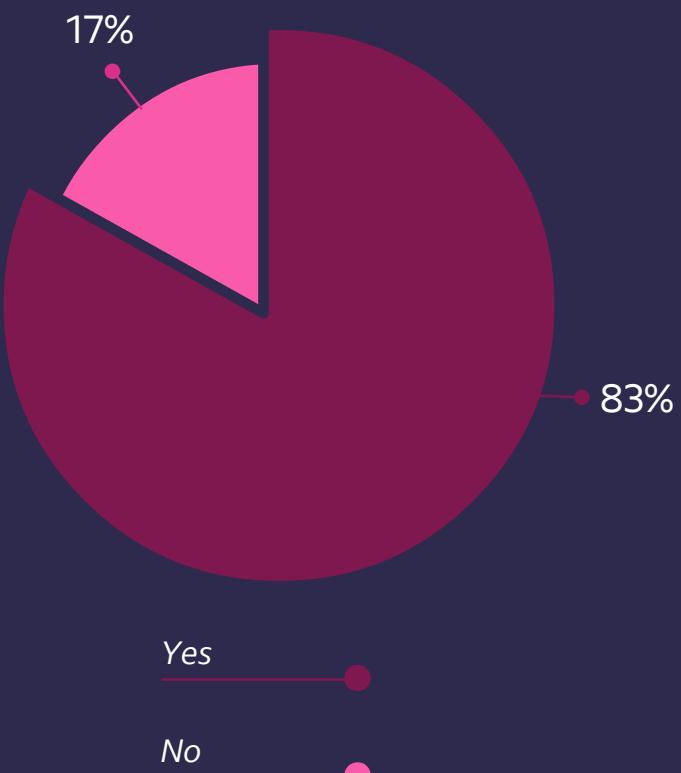


# Hiring Trends

## Employers set to hire this quarter as opportunities emerge

The non-white collar workforce comprises of a large proportion of India's working population. On top of that, an increasing number of non-white collar aspirants are looking to be included in this ever-growing market and organisations intend to make the most of this opportunity as well. 83% of employers are expanding their workforce in the current quarter.

### Are organisations hiring?



## Employers set to hire this quarter as opportunities emerge

Top 3 sectors looking to hire this quarter for non-white collar jobs are — Travel & Hospitality (98%), Retail (97%), and Construction (97%). On the other hand, the 3 sectors where hiring is the least are — Gig App (76%), HR Consulting (27%), and Financial Services (22%). In the wake of festive season up ahead, sectors that require more workforce to meet the seasonal demands are looking to resume hiring, compared to the sectors that don't.

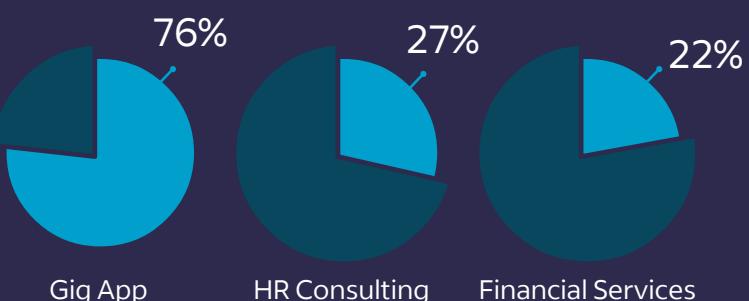
Employers in Delhi/NCR (87%), Chandigarh (86%), and Bangalore (84%) are actively seeking to hire non-white collar workers. Hiring in other cities such as Pune (79%) and Chennai (81%), although slightly lower, are also promising.

### Are organisations hiring?

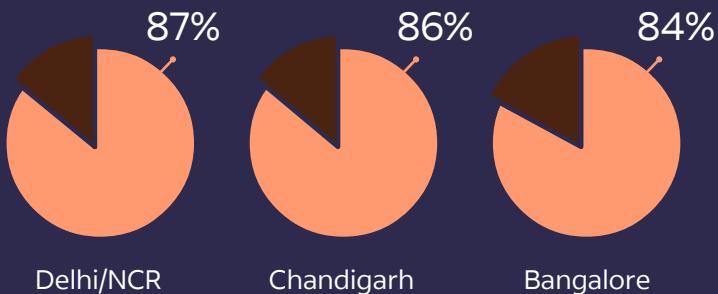
Top Sectors



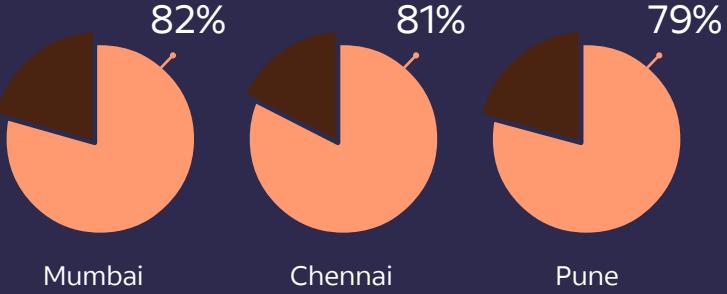
Bottom Sectors



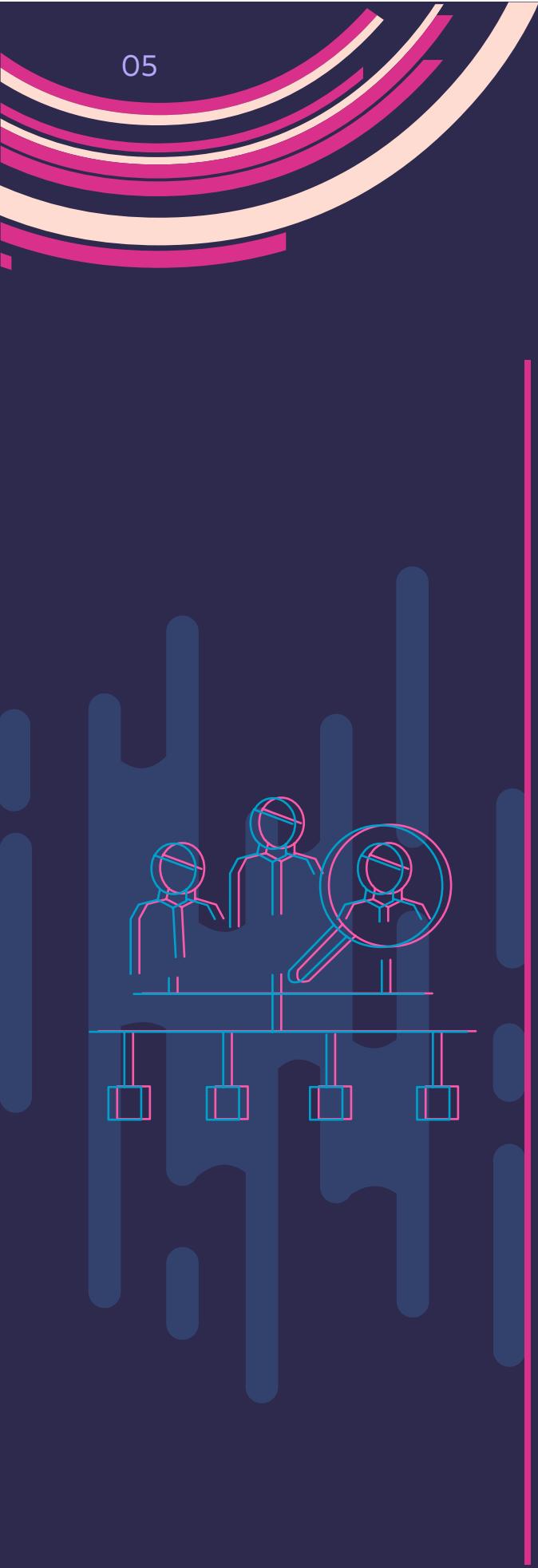
Top Cities



Bottom Cities



*Note: Gig apps are digital platforms that match workers to jobs and match consumers to services.*

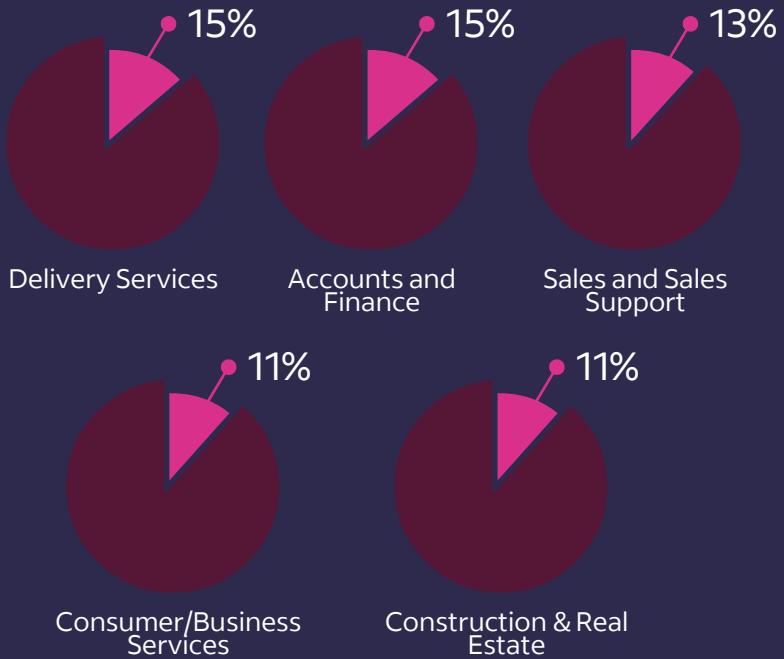


## More Hiring Trends - Spotlights

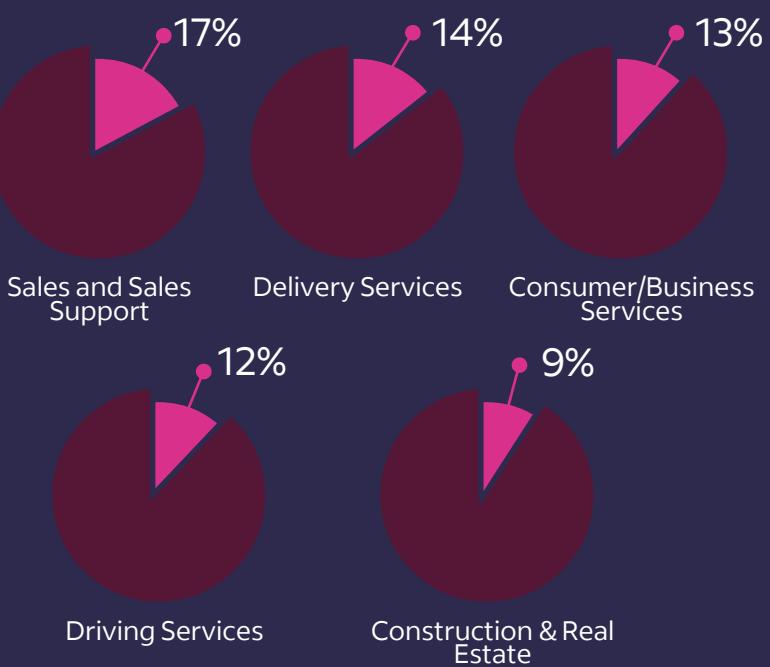
15% of jobseekers show a preference for roles that involve Delivery Services. Meanwhile, the same proportion of jobseekers also show preference for Accounts and Finance. Sales and Sales Support is preferred by 13% of jobseekers and 11% prefer roles in Consumer/Business Services and Construction & Real Estate.

Barring Accounts and Finance, employers are majorly hiring for the same domains that jobseekers prefer. The list tops with Sales and Sales Support (17%), followed by Delivery Services (14%), Consumer/Business Services (13%), Driving Services (12%), and Construction & Real Estate (9%). Most of them comprise of gig work, which provide services and cater to the daily needs of the whole nation, and hence, the demand for them is more.

### Top 5 domains preferred by jobseekers

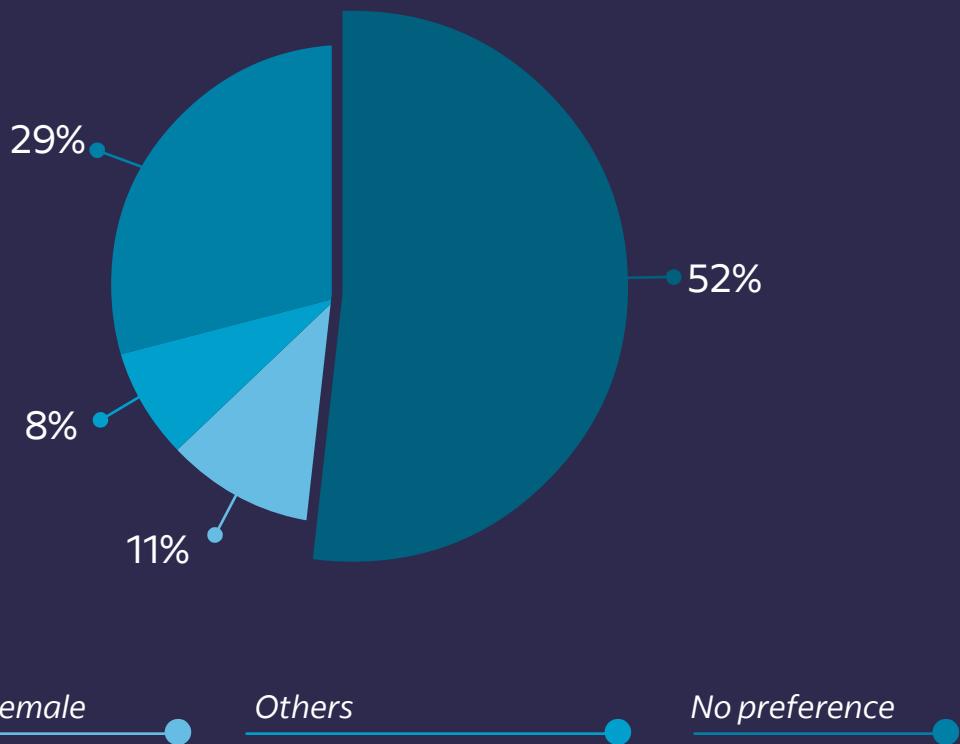


### Top 5 domains across which employers are hiring



## Gender Hiring Lens: E-Commerce, F&B, and Services Show Preference

Gender preference in hiring



While 29% of employers have expressed a lack of gender preference altogether for non-white collar jobs, a discernible gender preference is apparent among employers this quarter. A majority of 52% prefer male candidates and only 11% and 8% prefer female and other gender candidates, respectively. The non-white collar job roles are predominantly considered to be male centric because of archaic gender roles. Companies could consider reevaluating their gender preference as diverse talent may strengthen their workforce and reduce attrition rates.

*Note: Others include Transgender, Genderfluid, Agender, Gender Queer, etc.*

Bharat Hiring Tracker Q1, FY 2023-24 (April-June)

## Gender preference across sectors

### Sectors majorly preferring male workforce



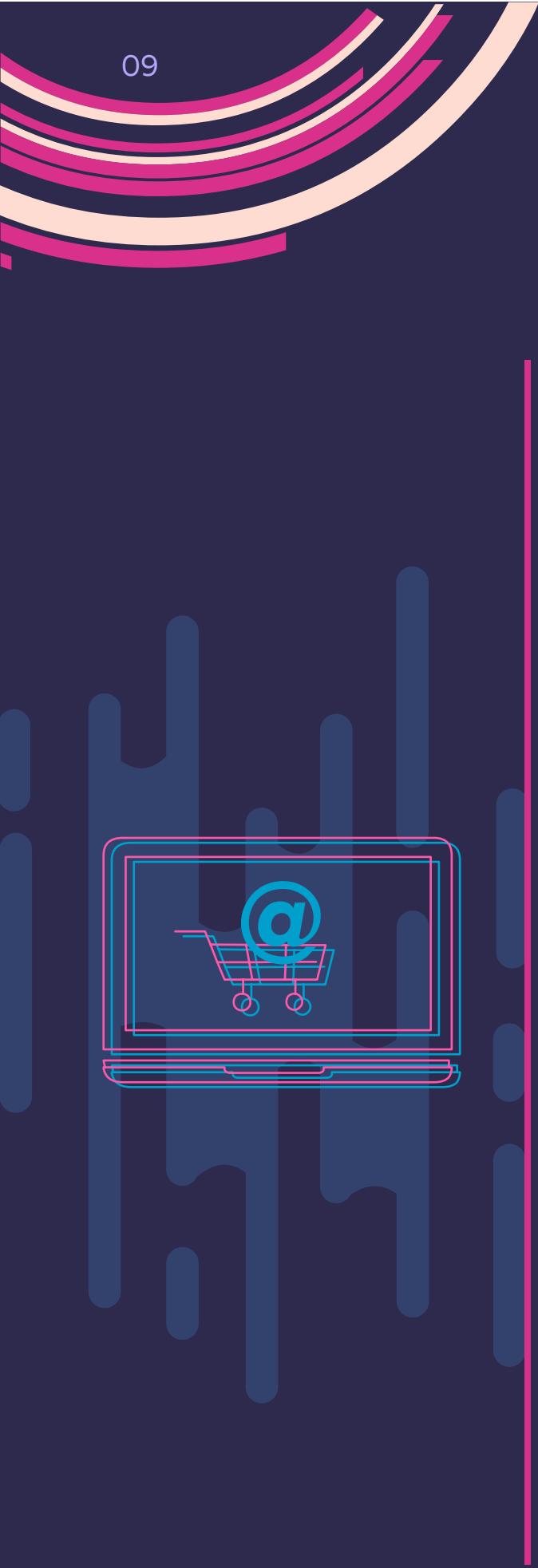
### Sectors with least gender bias in hiring



Within sectors, E-commerce (68%), Gig App (59%), and Retail (56%) have the highest number of employers who prefer hiring male candidates.

In contrast to that, 80% of employers in Financial Services, 39% in Healthcare, and 33% in Travel & Hospitality do not have a gender preference. These sectors have the least gender bias in their hiring practices compared to others.

*Note: Gig apps are digital platforms that match workers to jobs and match consumers to services.*



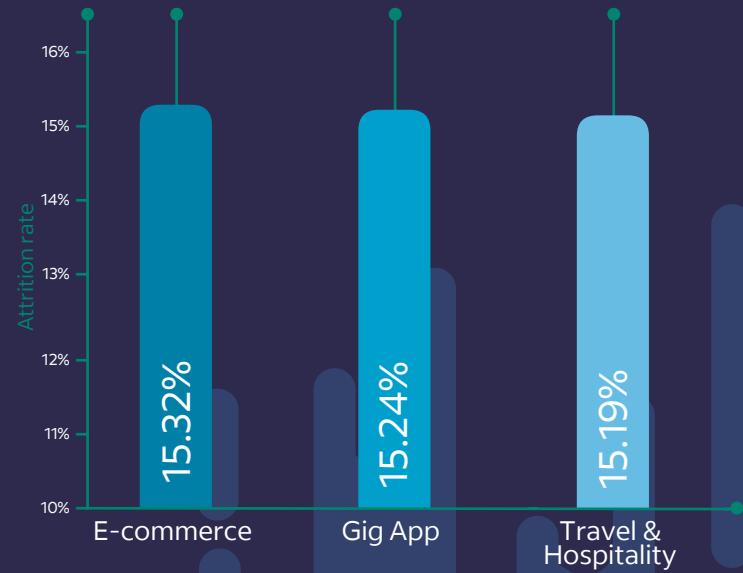
## Attrition Trends

Employee attrition is a common challenge encountered by organisations. Nevertheless, it becomes particularly noteworthy within the non-white collar workforce, where attrition rates might surpass the norm. This situation requires special attention to attrition trends if organisations intend to focus on retaining their workforce. The overall attrition rate this quarter was 14.70% in the non-white collar workforce.

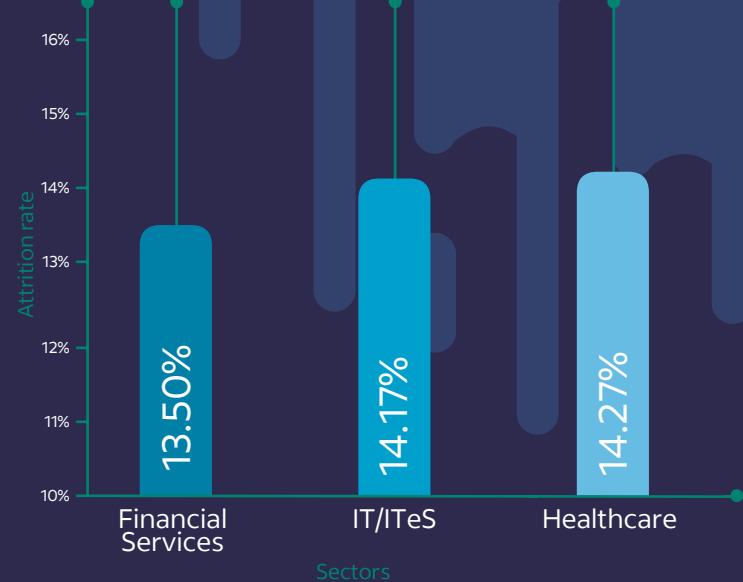
Sectors such as E-commerce (15.32%), Gig App (15.24%), and Travel & Hospitality (15.19%) witnessed slightly higher attrition than other sectors. On the other hand, sectors which have faced comparatively lesser attrition are — Financial Services (13.50%), IT/ITeS (14.17%), and Healthcare (14.27%).

Interestingly, some of the sectors that face higher attrition also happened to have a higher gender preference for male candidates, which could result in gender disparities and lack of inclusivity in the workforce.

## Attrition % -Top sectors

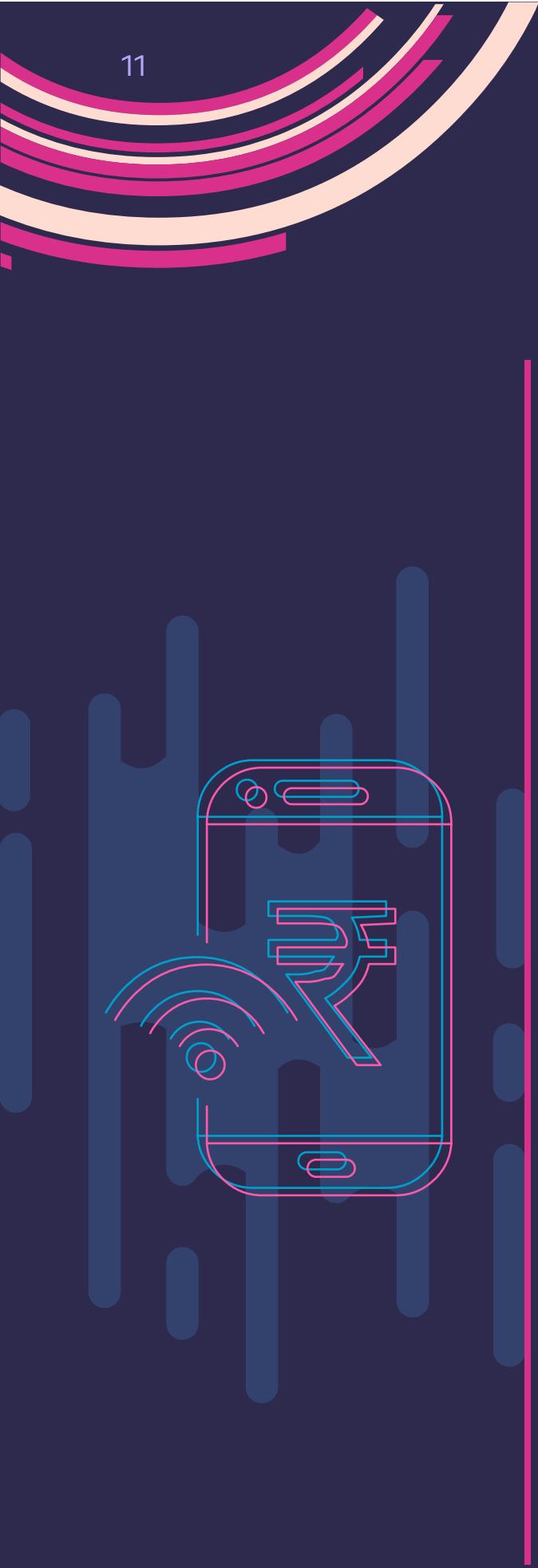


## Attrition % -Bottom sectors



Quarter witnesses an average attrition of **14.70%**

*Note: Gig apps are digital platforms that match workers to jobs and match consumers to services.*



## Retain & Recruit: Unveiling Jobseekers' Preferences for Success

## Compensation takes centre stage for the jobseekers

Jobseekers' sentiments emphasize on the significance of adequate compensation. 88% of jobseekers value salary/benefits in their jobs.

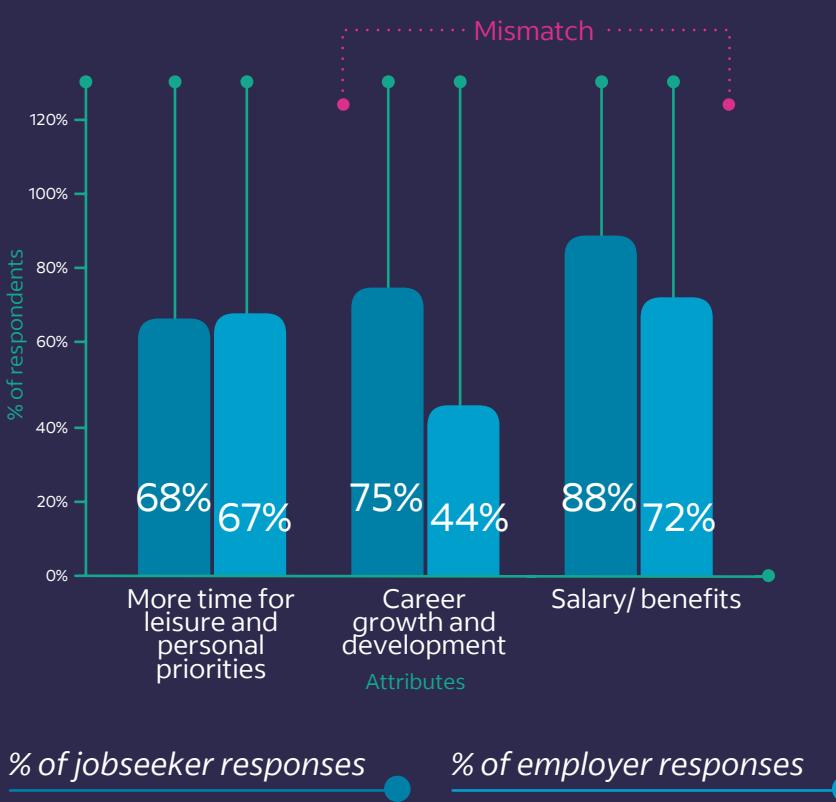
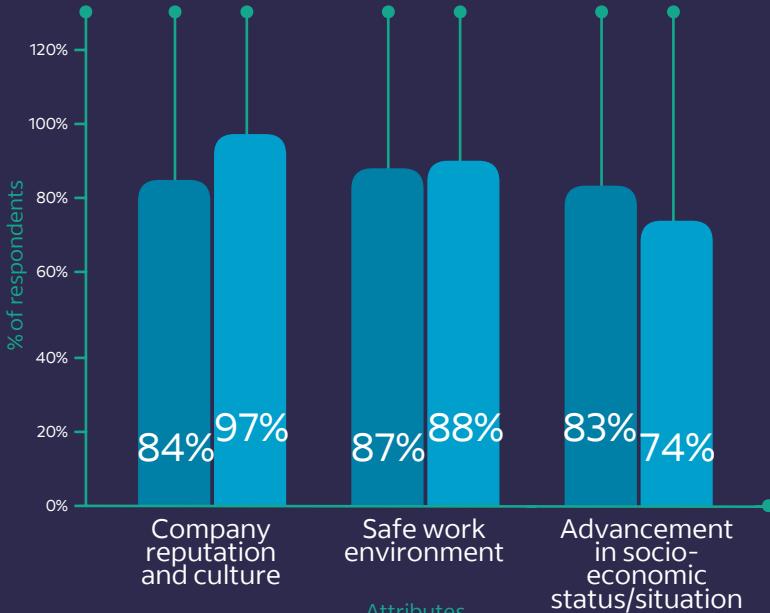
With this, another crucial question arises, 'Along with adequate compensation, what do the non-white collar workforce desire from the employers and to what extent are they being provided with it?'

Additionally, safe work environment (87%), company reputation and culture (84%), advancement in socio-economic status (83%), and career growth and development (75%) were considered to be the most important aspects at work according to jobseekers.

However, in comparison fewer employers tend to prioritise salary/benefits (72%), mirroring a similar trend for career growth and development (44%).

Provisions for these could increase overall employee job satisfaction and reduce the attrition rates.

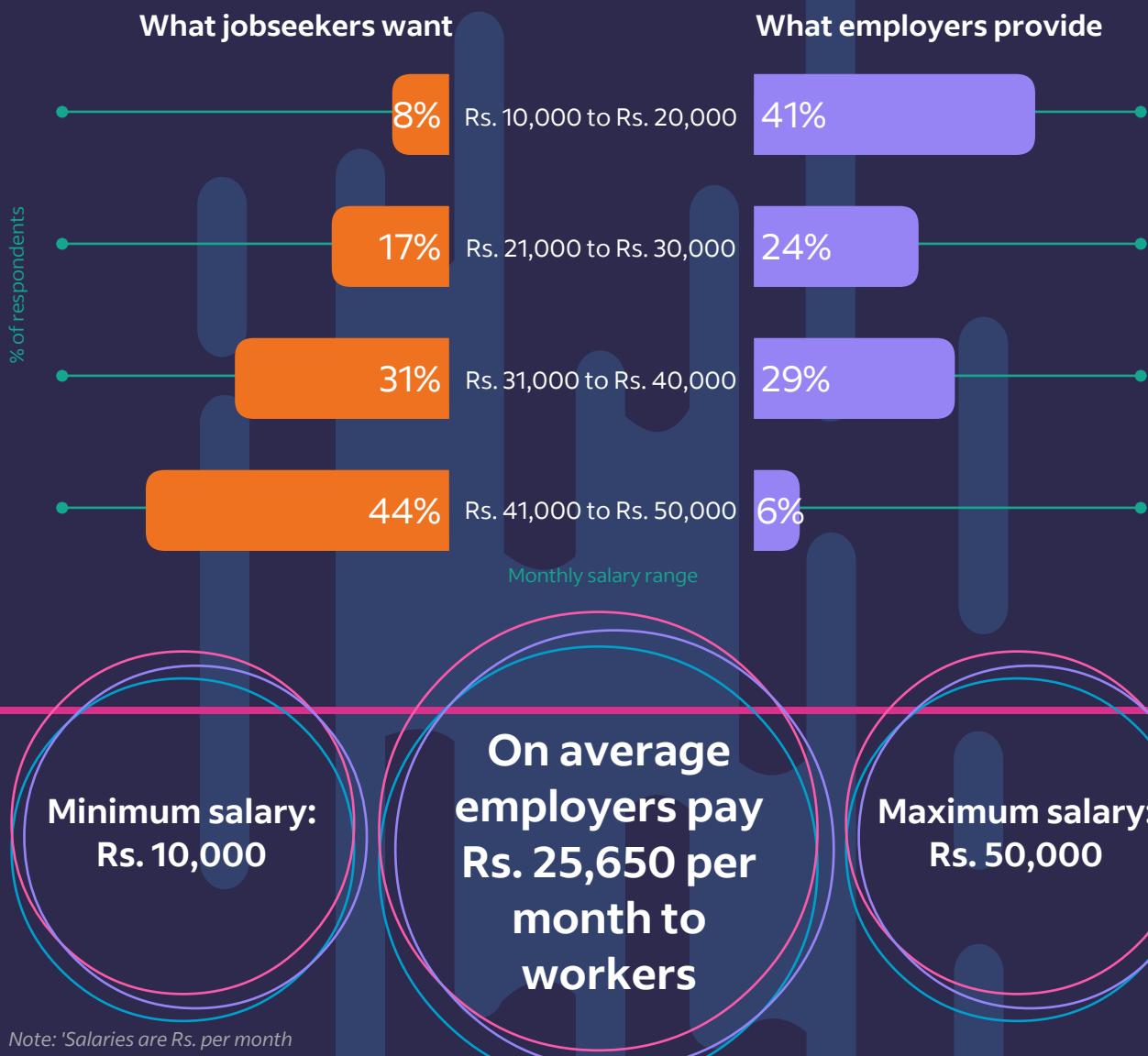
How much jobseekers value these attributes and do employers value the same?



*Note: The percentages add up to more than 100 since each respondent is allowed multiple responses*

# Salaries that cover bare necessities handed out to most

## Jobseekers expectations vs employer provisions



Despite salary being of paramount importance to the non-white collar jobseekers, there is a mismatch between the expectations of the jobseekers and the salaries provided by the employers. 44% of jobseekers prefer a salary ranging between Rs. 41,000-50,000 per month, however, only 6% employers are offering it. More employers (41%) are offering a basic salary of Rs. 10,000 to Rs. 20,000 per month, and 24% are offering between Rs. 21,000 to Rs. 30,000 per month, leaving barely enough to cover basic needs or possibly even lesser. On average, workers are paid Rs. 25,650 per month. Although companies cannot always pay very high salaries, they should, at least, try to increase the salaries of their employees to the extent that they can live somewhat comfortably.

On average workers expect an increment of **12.29%**

On average employers provide increments of **10.29%** to workers

Employers have provided an average salary increment of 10.29% this quarter. On the other hand, workers had expected an average salary increment of 12.29%. Although, the contrast is minimal, employers are willing to provide increments as per the market standards.

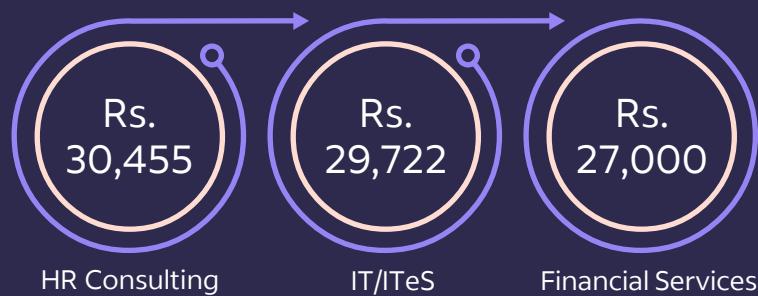
## Sectors with lower compensation prone to higher attrition

While compensation is low predominantly for non-white collar jobs, a look at the pay-scale across sectors and cities could comparatively improve their quality of life. On an average, sectors such as HR Consulting (Rs. 30,455 per month), IT/ITeS (Rs. 29,722 per month), and Financial Services (Rs. 27,000 per month) provide the highest salaries. Attrition in these sectors were comparatively lower than the others.

In contrast, sectors such as E-commerce (Rs. 23,252 per month), Retail (Rs. 23,585 per month), Travel & Hospitality (Rs. 23,936 per month) pay the least in comparison to other sectors. Attrition rates were observed to be high in some of these sectors thus establishing that there is indeed a correlation between compensations and attrition rates.

Across cities, the salaries appear to fall in the same range, without a wide gap. Cities where the salaries are higher for non-white collar employees are — Chandigarh (Rs. 27,000 per month), Mumbai (Rs. 26,415 per month), and Ahmedabad (Rs. 26,183 per month). On the other hand, cities with slightly lower salaries are — Delhi/NCR (Rs. 23,942 per month), Hyderabad (Rs. 25,106 per month), and Chennai (Rs. 25,291 per month).

### Top sectors



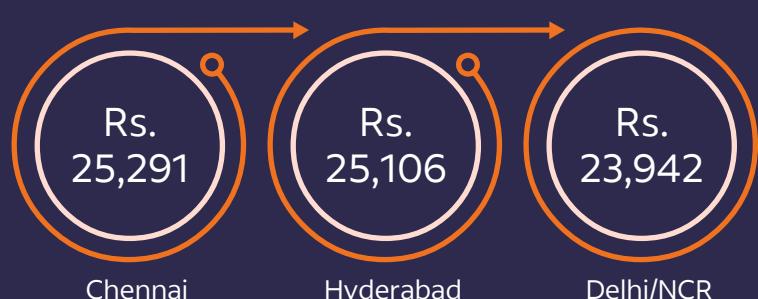
### Bottom sectors



### Top cities



### Bottom cities



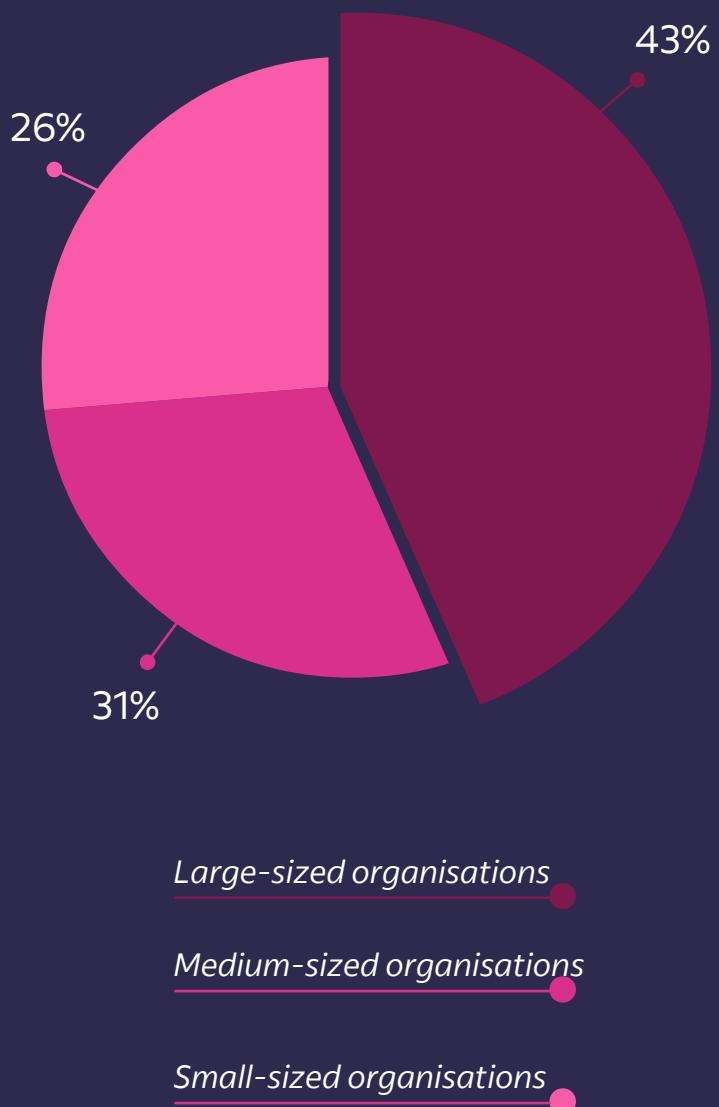
Note: 'Salaries are Rs. per month'

## MNCs and medium-sized organisations are preferred over small-sized organisations

The reputation of a company stands as one of the paramount factors that holds significant importance for non-white collar jobseekers. 84% of these jobseekers value it in their job search. When it comes to the type of organisation jobseekers wish to work for, we see that 43% of them prefer working for large organisations, while 31% aspire to work in medium-sized. Only 26% of jobseekers express a desire to work for small-sized organisations.

Larger organisations, not surprisingly, in this segment as well have the pulling power to attract talent, and opportunities with better monetary compensation is again the foremost reason for it.

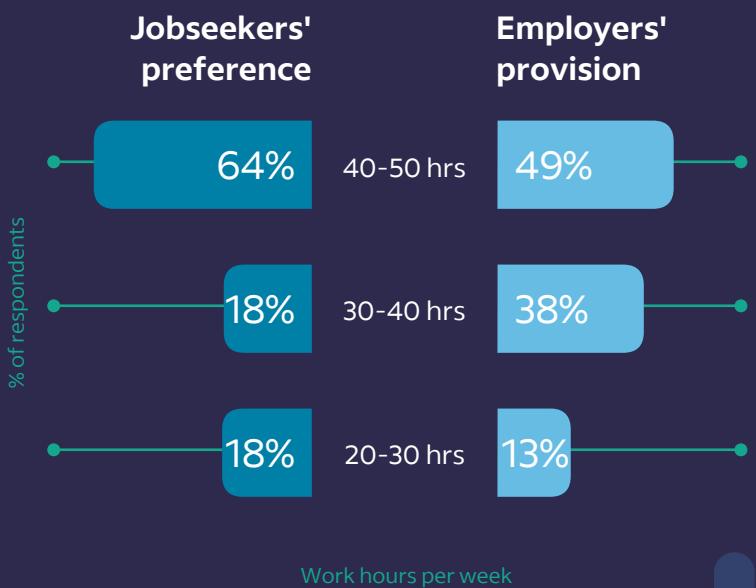
Where do jobseekers want to work?

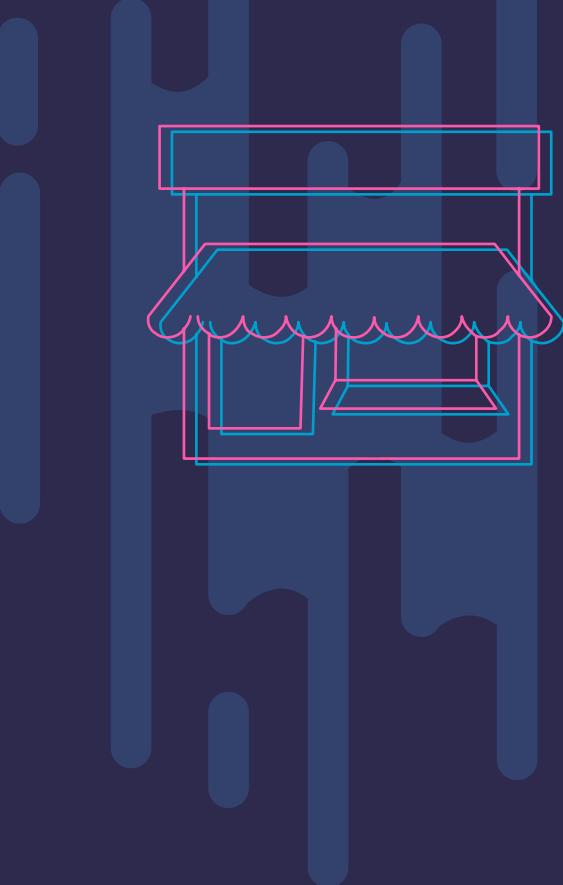


## Clocking in: navigating employee hourly preferences per week

64% of the non-white collar jobseekers prefer working longer hours, i.e., 40-50 hours, possibly in an attempt to earn overtime. While almost half of employers (49%) offer 40-50 hours of work a week, a significant proportion (38%), on the other hand, also have provisions for lesser working hours (30-40 hours). This is conclusive of jobseekers' wanting to work more on their own accord rather than it being mandated upon them.

### Work-hours per week preference vs provision





## Hiring in the Holiday Spirit

## Hiring scales up with festive season around the corner

Q1 FY24

Q2 FY24

July to mid November

Holiday season outlook

10%

hiring increase

23%

hiring increase

18%

hiring increase

With the festive season up ahead, hiring increased substantially from 10% in Q1 April-June FY24 to 23% Q2 July-September FY24. The entire holiday season from July to mid-November is expected to generate a growth of 18% in hiring. Of this, the July-September hiring growth would be 23%. With the impending need to have more workforce to cater to the busy season, organisations are ramping up hiring at a large scale. For jobseekers, the coming few months are filled with job opportunities for them to avail.

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# Hot job roles and booming cities

## Top in-demand jobs

In-shop demonstrators

Logistics and warehousing roles

Digital marketeers

Customer and partner seller services

Beauty advisors and beauty consultants

Call center operators

Retail sales

## Cities hiring the most

### Metros

Mumbai  
Bengaluru  
Chennai  
Delhi  
Kolkata

### Tier 1 cities

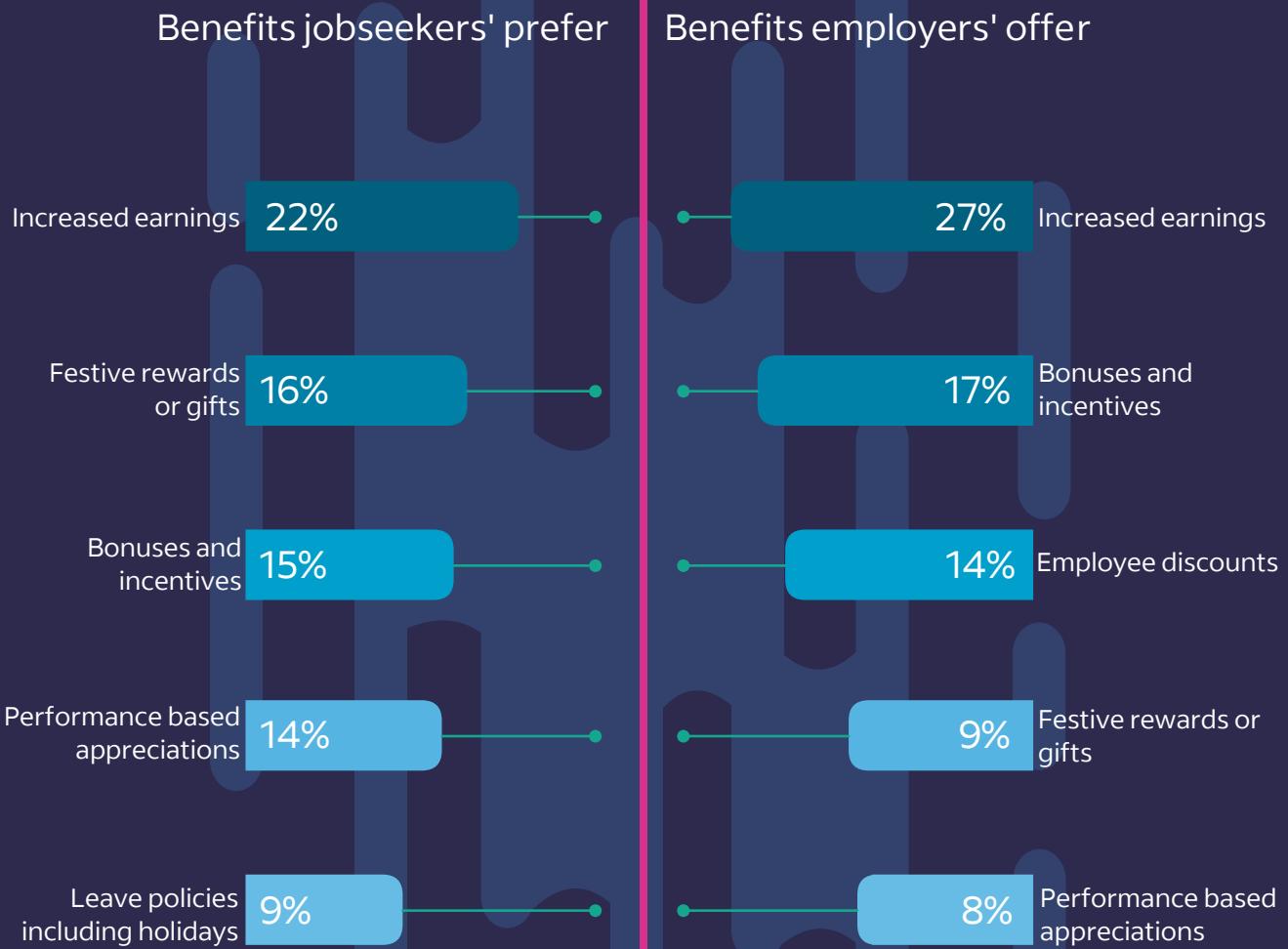
Hyderabad  
Pune  
Coimbatore  
Ahmedabad

### Tier 2 & 3 cities

Nagpur  
Jaipur  
Vadodara  
Kochi  
Vizag  
Madurai  
Lucknow  
Gurugram  
Chandigarh

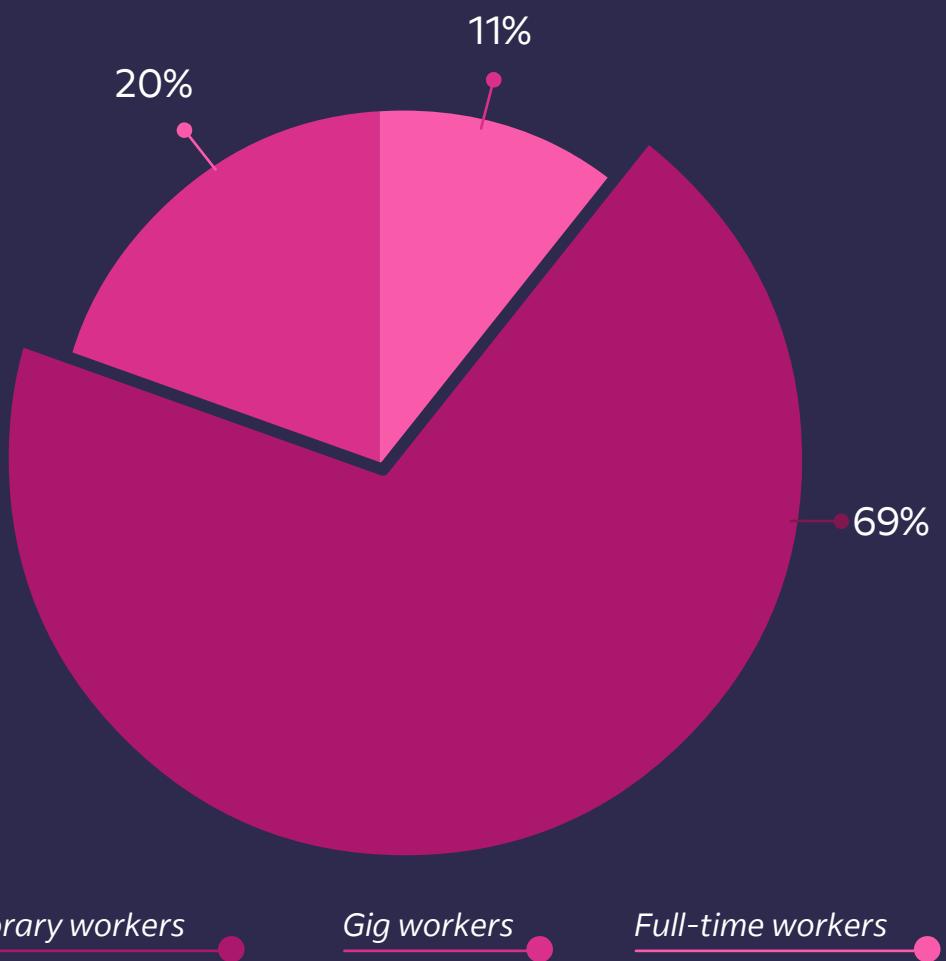
# Festive season sparks a frenzy for hiring temporary workers, unleashing earning opportunities for jobseekers'

## Top 5 Benefits during festive season



Alongside compensation, comprehensive benefits are crucial for the satisfaction of the non-white collar employees. The top 3 benefits wanted by the jobseekers are — increased earnings (22%), festive rewards or gifts (16%), and bonuses and incentives (15%). Meanwhile, the top 3 benefits provided by employers include increased earnings (27%), bonus and incentives (17%), and employee discounts (14%). To the jobseekers' advantage, companies have geared up to provide benefits that are mostly preferred by the candidates.

## Types of workers employers are looking to hire



In light of the approaching festive season, more than half of the employers (69%) are looking to hire temporary workers, whereas 20% are set to hire gig workers. This shows that most of the employers are hiring temporary non-white collar staffs to manage the upcoming workload during the festive season.

**Note:** **Full-time workers** are workers who work a minimum number of hours defined as such by their employer.  
**Temporary workers** are workers who fill a position for a limited duration, often with a specific start and end date.  
**Gig workers** include freelancers, consultants, independent contractors etc. who work autonomously.

This survey was conducted by Valuvox on behalf of Indeed among 1,127 employers and 2,593 jobseekers in the months of June-July, 2023. The employer respondents were segregated into cities, and further categorized into large, medium, and small organisations, and then into sectors. The jobseeker respondents for our study varied across demographics namely – city, gender, age-group, sector, educational qualification, employment status, and employment contract.



The Indeed logo is centered on a dark blue background. It features the word "indeed" in a white, lowercase, sans-serif font. A small, thin, curved line arches over the top of the letter "i".

