

Career Outlook

Report

HY2,
July–December, 2023



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Preface

India's journey toward creating infrastructure that supports job creation and fosters a competitive business environment is an evolving process, driven by determination, resilience, and innovation. As India stands at the cusp of transformative economic growth, the significance of this initiative cannot be overstated. By leveraging its demographic advantages, creating an enabling ecosystem, revolutionizing its education system, and nurturing entrepreneurship, India is poised to script a success story of inclusive growth and prosperity. With unwavering commitment and collaborative efforts, India can forge ahead confidently, embracing the promise of a future where opportunities abound, and a thriving economy creates a brighter tomorrow for all its citizens.

NEP provides an inflection point, a springboard for re-imagining the future of higher education in India. It presents an opportunity to bring in structural reforms and re-define the rigid bureaucracies that characterise the system. It behoves universities to re-examine the way they do research and pursue collaborations to strengthen the relationship between universities, government, industry and society. The skills gap – a euphemism for the difference between what the employers are looking for in their future employees and what the fresh university graduate has to offer - has always been the pain point for the employers. Reinventing an ancient institution will not be easy, but the journey is inevitable as it holds good promise. Rarely have need and opportunity so neatly come together. The world has not yet cracked the recipe of education to employment but the ingredients for success are becoming increasingly clear.

Our half-yearly research report throws some interesting insights for academic administrators, policy makers, and students. It echoes the sentiments of the employers as they explain their intent to hire fresh talent into their organisations; the report elaborates on the specific skill-sets that the employers are looking for in their new hires. The report also carries a special section on Degree Apprenticeships – these innovative programs embed the values of Learning-by-Doing and Earning-while-Learning and signal high employability. The time has come to build stronger bridges between education pathways and economic opportunity and the need for dismantling the barriers between working and learning - this shall be the harbinger for new possibilities. Today presents the opportunity to re-evaluate the country's fundamental approach to human capital development.

Shantanu Rooj
Founder & CEO
TeamLease EdTech

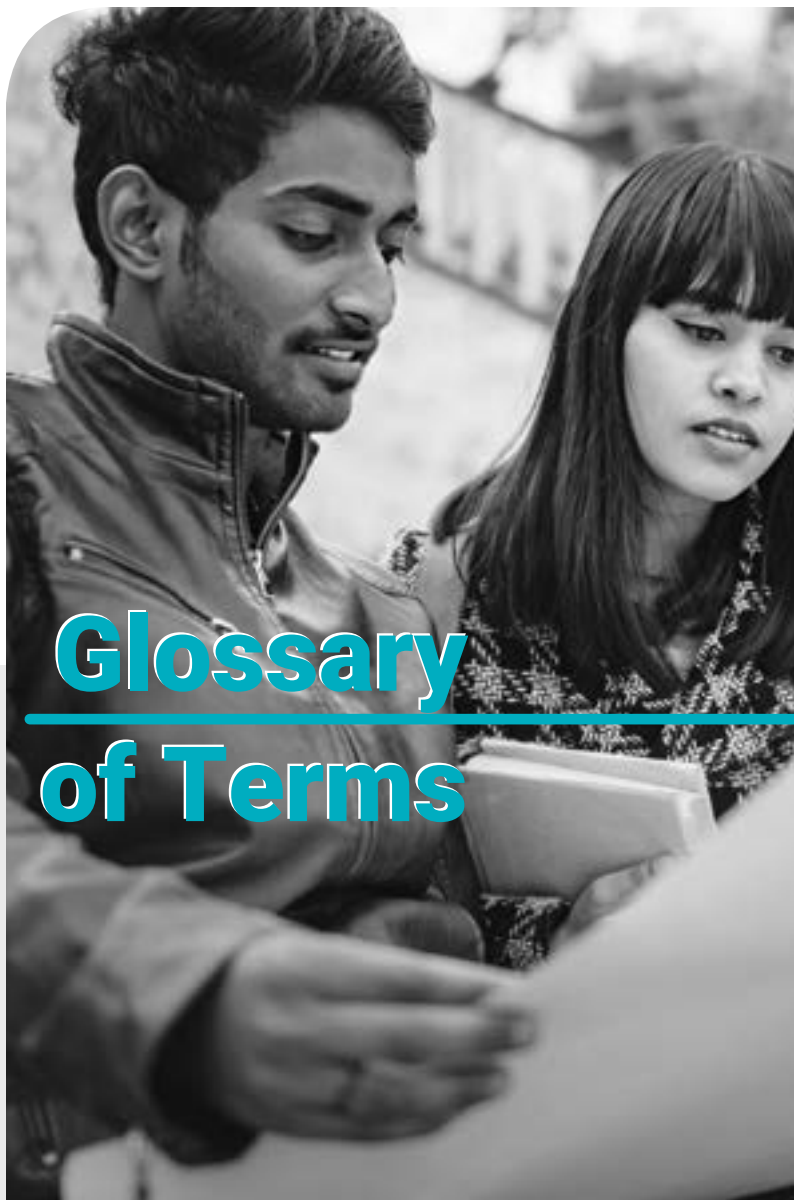


Introduction

TeamLease EdTech, in its quest for Making India Employable, has come out with the forecast report to track the dynamics of the job market for freshers. Our endeavour is to analyse job market trends and produce insights that will keep first-time job seekers informed about upcoming changes in the job market. Following the precedent set by the TeamLease Group, we have mined employer sentiment, jobs and course intelligence data to help job seekers navigate the job market.

Hiring intent for freshers has marginally improved to 65% for the current half year (July-December, 2023) – a 3% increase over the January–June 2023 half-year. The hiring intent across all categories of jobseekers in India – new or with experienced – has risen to 73% from 68% over the same duration. This steady growth in the job market will create enormous opportunities for freshers.

This report is intended to guide freshers and provide information on what to expect during the July-December, 2023 period from a job search perspective. It highlights the job roles in demand in the market and the essential skills (core and associated) required for those roles. The report also highlights the top skill-enhancing courses that can act as employability boosters for these roles. The report is intended to be a source of market information that helps freshers acquaint themselves with current market trends. With the knowledge of the right skills, freshers can equip themselves to gain fruitful employment. It shall also help higher educational institutions understand the expectations of the industry and modify their curriculum accordingly.



Glossary of Terms

Freshers: are first-time jobseekers whose educational qualifications range from 10th / 12th standard through Postgraduate Diploma and Doctoral candidates.

Intent to Hire / Hiring Intent: is a measure which represents the percentage of employers likely to hire fresh graduates during the six-month time period that is in consideration.

Core skills: are the critical set of skills that enable a candidate to carry out a given job role. It is comprised of the functional and technical skills that the given job role demands.

Associated skills: are the additional – mostly soft – skills that complete the entirety of skills a candidate must possess in order to perform satisfactorily in a given job role.

Domain skills: are skills that are specific to the technical domain within which a given job role exists. They could be a combination of functional and soft skills relevant to a given domain.

Tech skills: are technological skills that are relevant for a given domain and/or a given function, and are a subset of a broader, universal set of technological skills.

Employability: is the measure of a candidate to possess the skills and abilities to obtain a job, to perform satisfactorily in a job, and to make consistent progress in one's career.

Hiring sentiment: is the likelihood that an employer will hire people for their organization during a specified time period.

Degree Apprenticeship: is a structured educational program that combines work experience with academic study, allowing individuals to earn a degree while gaining practical skills and knowledge in a specific profession.



EXECUTIVE SUMMARY

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Executive Summary

Hiring Intent for freshers during July-December, 2023

Employers' intent to hire freshers :

65% of employers surveyed across India intend to hire freshers during July-December, 2023.

Job roles and skills in demand for freshers during July-December, 2023

Top job roles in demand

Top job roles freshers can expect to be employed in are: DevOps Engineer, Chartered Accountant, SEO Analyst, and UX Designer.

Key domain skills in demand

Top domain skills employers expect freshers to possess are: Business Analytics, Blockchain, Cloud Computing, and Search Engine Optimization.

Key soft skills in demand

Top soft skills employers expect freshers to possess are: Critical Thinking, Growth Mindset, Time Management, and Active Learning.

Executive Summary



Hiring Intent for freshers during July-December, 2023

In-Demand courses by industry

▣ In-demand courses that freshers can undertake to increase their employability: Certification in Digital Marketing, Business Communication, Data Science, and Blockchain.

Hiring sentiment across industries and cities

(Percentages represent the proportion of employers within the respective industry/city)

The top 3 industries that intend to hire freshers during July-December, 2023

- ▣ E-commerce & Technology Start-ups: 59%
- ▣ Telecommunications: 53%
- ▣ Engineering & Infrastructure: 50%

The top 3 cities that intend to hire freshers during July-December, 2023

- ▣ Bangalore: 65%
- ▣ Mumbai: 61%
- ▣ Chennai: 47%



Executive Summary

Hiring Intent for Degree Apprentices during July-December, 2023

Degree Apprenticeship hiring sentiment across industries and cities

(Percentages represent the proportion of employers within the respective industry/city)

The top 3 industries that intend to hire degree apprentices during July-December, 2023

- Manufacturing 12%
- Engineering & Infrastructure: 10%
- Power & Energy: 7%

The top 3 cities that intend to hire degree apprentices during July-December, 2023

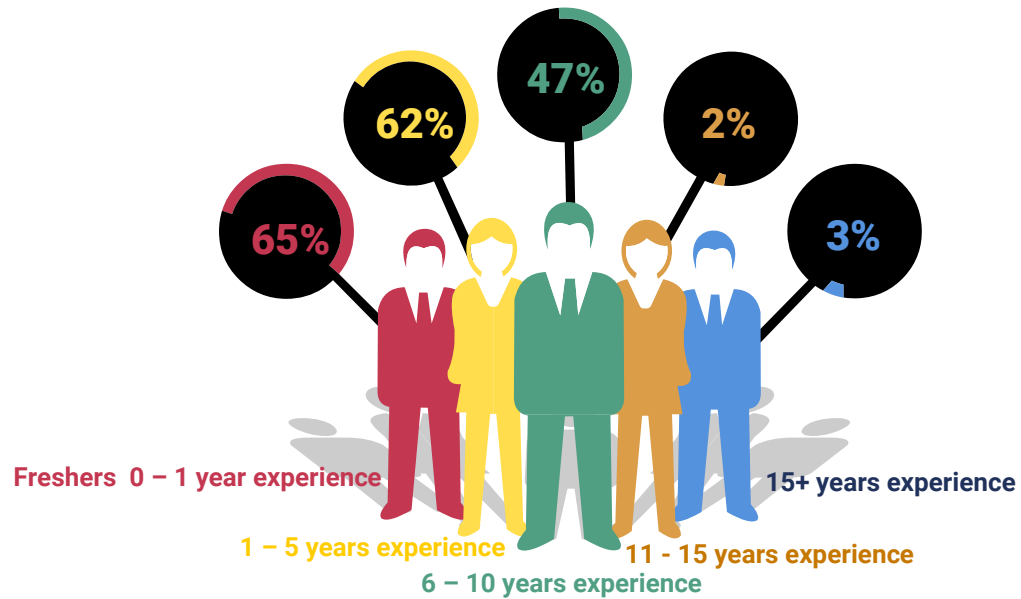
- Chennai & Pune: 10% each
- Bangalore & Mumbai: 9% each
- Ahmedabad: 7%



EMPLOYERS' INTENT TO HIRE FRESHERS

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Overview of Hiring Intent in India



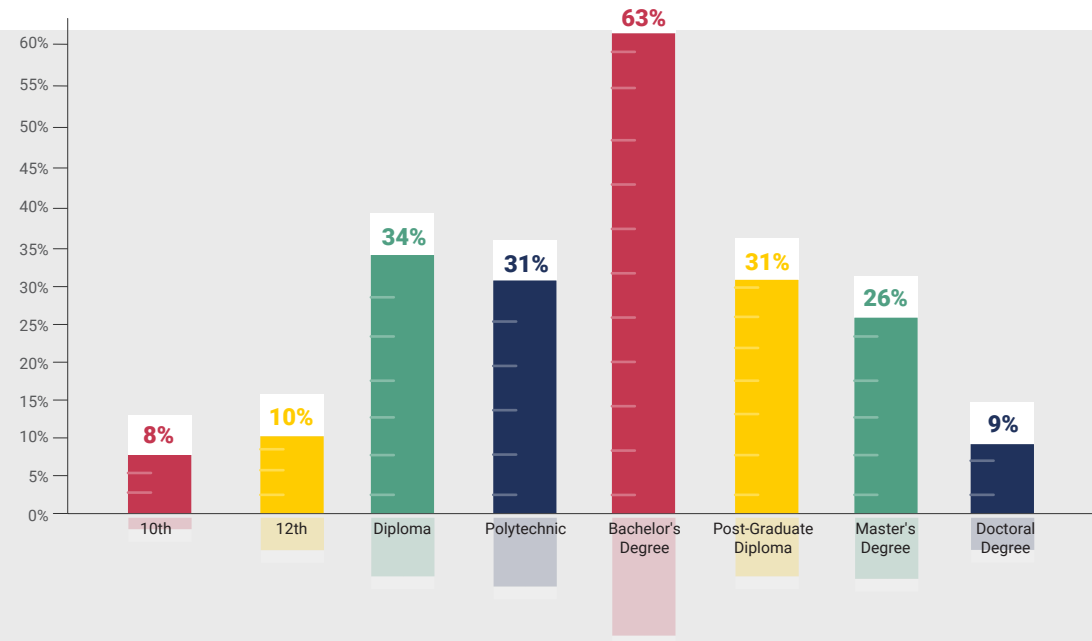
Overall Intent to Hire: 73%

The overall intent to hire across all categories is **73%**.

The hiring intent for freshers for the current HY [July–December, 2023] is **65%**. It witnesses a marginal increase of **3%** from what was seen in January-June, 2023 [**62%**].

Percentages represent proportion of employers who are intending to hire from each of the five work experience categories.

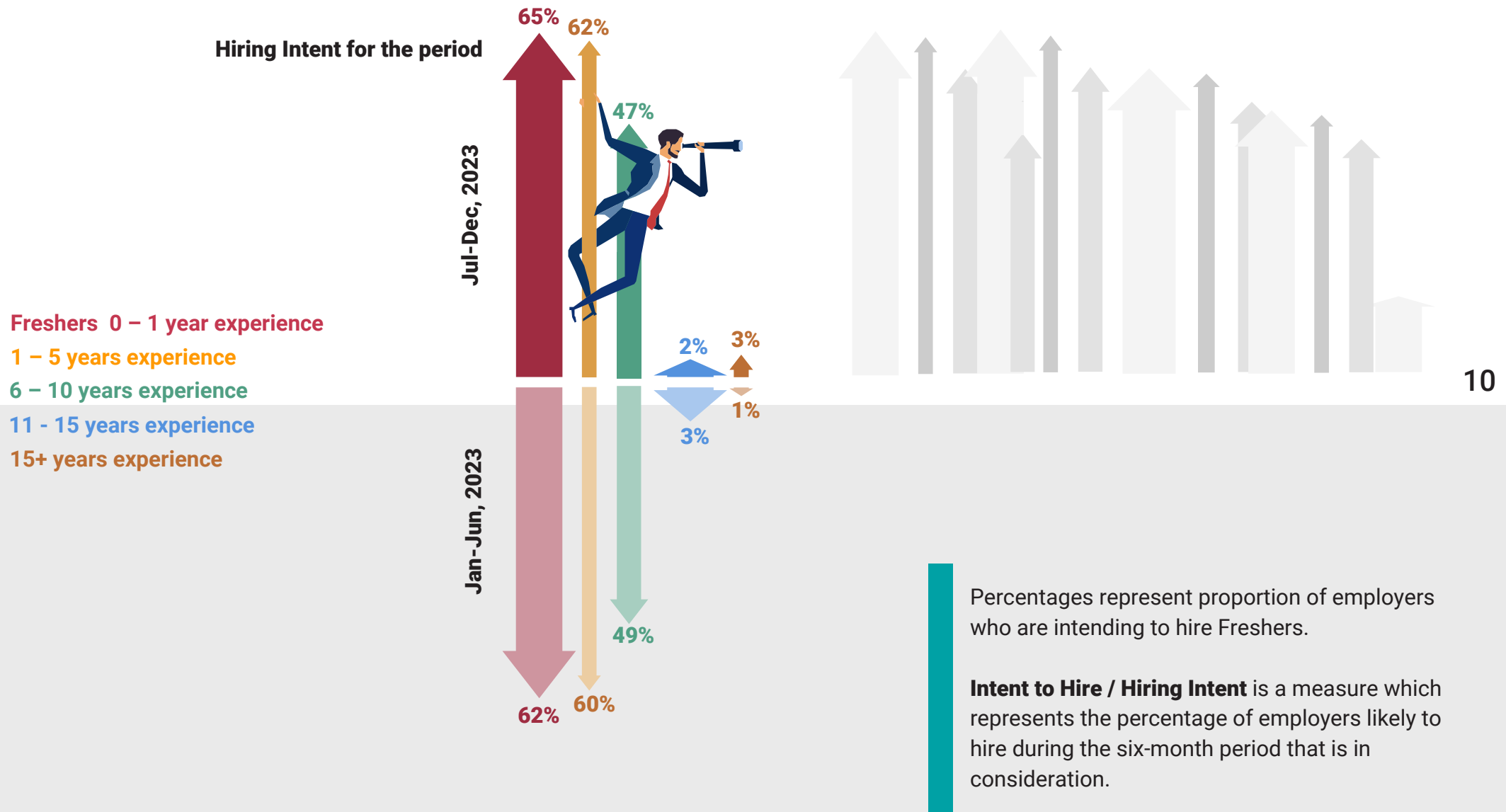
Intent to Hire/Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration.



Source: TeamLease employer surveys administered during Apr and May, 2023

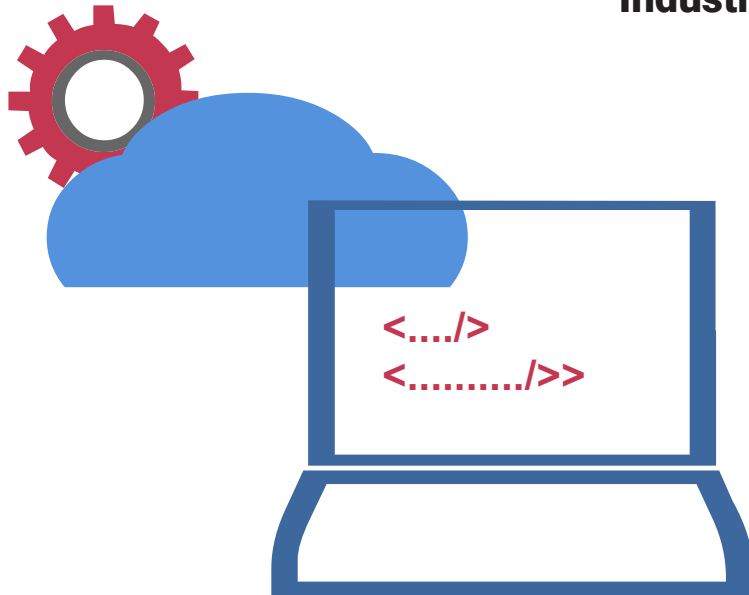
Overview of Hiring Intent in India [HY2, 2023]

A Comparison with HY1 Jan 2023 – Jun 2023 – across all categories



Source: TeamLease employer surveys administered during Apr and May, 2023

Industry Trends Driving Growth and Jobs



Information Technology

The Indian technology sector is set to reach **USD 245 billion** in FY23 despite the global headwinds.

Major Indian IT firms are gearing up to recruit approximately **50,000** freshers across various job roles encompassing both IT and non-IT sectors nationwide.

The rapid adoption of digital transformation initiatives, along with the emergence of new business opportunities in Cloud Computing, Artificial Intelligence (AI), Cybersecurity, and other cutting-edge technologies, has become a catalyst for substantial growth within the IT industry.

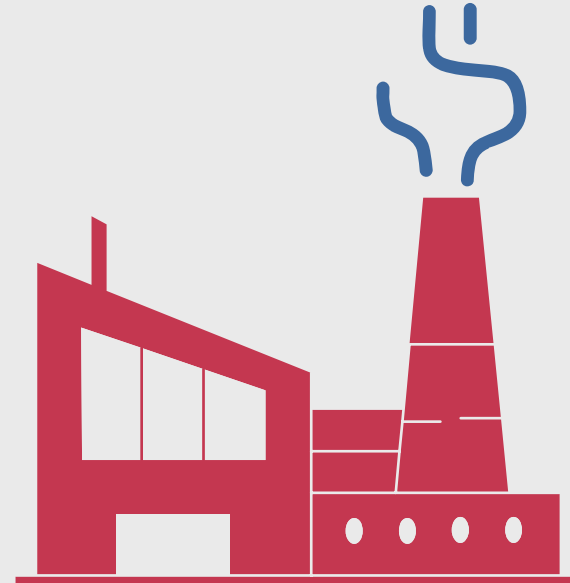
11

Manufacturing

Foreign electronic companies are making substantial investments exceeding **USD 1200 million** in establishing electronic manufacturing plants across India.

This initiative is expected to create over **20,000** job opportunities across a wide range of fields.

New innovations, designs, and technology, coupled with the rollout of 5G, industrial use of IoT, and a robust R&D ecosystem, are driving growth in the manufacturing industry.



Sector Trends Driving Growth and Jobs



E-commerce

The estimated size of the e-commerce market in 2022 was **USD 63 billion**, and it is projected that the Indian e-commerce sector will experience a compound annual growth rate (CAGR) of **27%**, reaching a value of **USD 163 billion** by 2026.

To remain competitive in the market, e-commerce companies are integrating advanced technologies like IoT, Voice Recognition, Fintech, Robotics, Virtual Reality, AI, and ML into their online platforms. This technological advancement is expected to create job opportunities for freshers.

Mobile Commerce, Artificial Intelligence, Chatbots, Augmented Reality, and Automation technologies are prominent trends shaping the e-commerce industry.

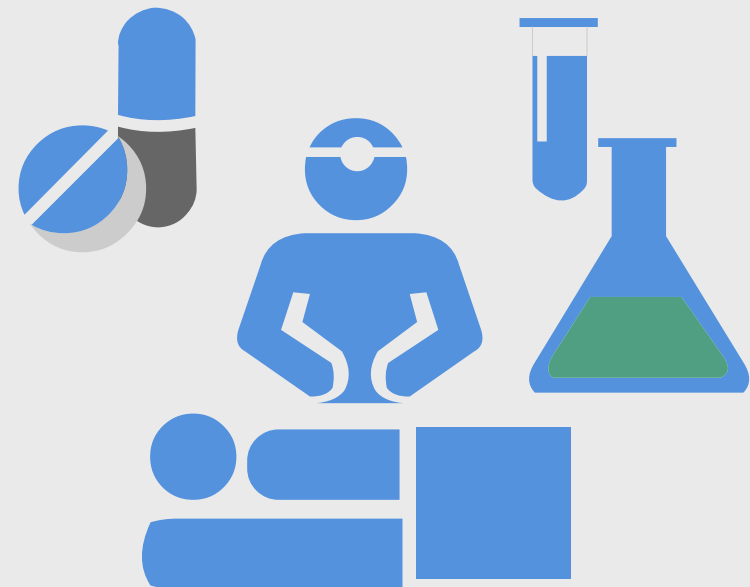
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Healthcare & Pharmaceuticals

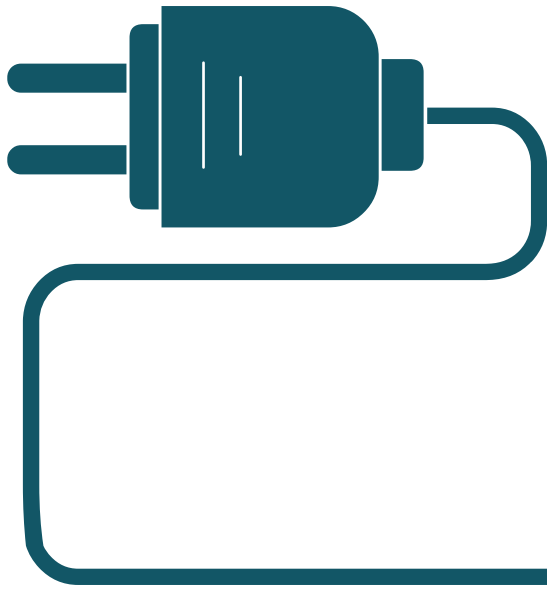
Indian pharmaceutical market is anticipated to reach **USD 130 billion** in value by the end of 2023 as a result of a rising consensus on the provision of new, innovative medicines to patients.

The collaboration between the pharmaceutical industry and global tech companies, driven by technological innovation and investments in newer operation mechanisms, creates substantial job opportunities in the Pharmaceutical Industry.

Telehealth, Big Data, and AI in healthcare and growing demand for wearable healthcare gadgets.



Sector Trends Driving Growth and Jobs



Power & Energy

In the Union Budget 2023-24, the government has allocated **INR 10,222 crore** to the Ministry of New and Renewable Energy.

The power and energy sector is expected to invest **USD 60 billion** in the Natural Gas Infrastructure of the country by 2024. These investments would create huge job opportunities for freshers.

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Telecommunication

India is experiencing a rapid deployment of 5G, with over 140,000 base stations installed across 570 districts in just six months.

Major Indian telecom companies are making investments exceeding **INR 1.5 lakh crore** to facilitate this expansion.

This significant progress is expected to create more than **1,000** job openings for freshers in telecom companies, encompassing roles like Network Architects, Engineers and Skilled Technicians.



Sector Trends Driving Growth and Jobs



Consulting

Indian consultant firms expected to hire more than **5,000** freshers across technologies like Business Operations, Software Development, Cybersecurity, Cloud Technology, Data Science and so on during the current Half Year.

Increased demand for consulting services by domestic and foreign firms sector in India is consistently growing. Rising opportunities due to the booming economy and growing demand for consultancy services are key factors for growth.

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Retail

The retail industry in India is expected to witness a robust growth rate of **9%**, expanding from **USD 779 billion** in 2019 to an estimated **USD 1,407 billion** by 2026.

Hyper Digitization, the adoption of a hybrid commerce model and the utilization of networks to enhance inventory management and customer shopping experiences are key growth factors in the retail industry.





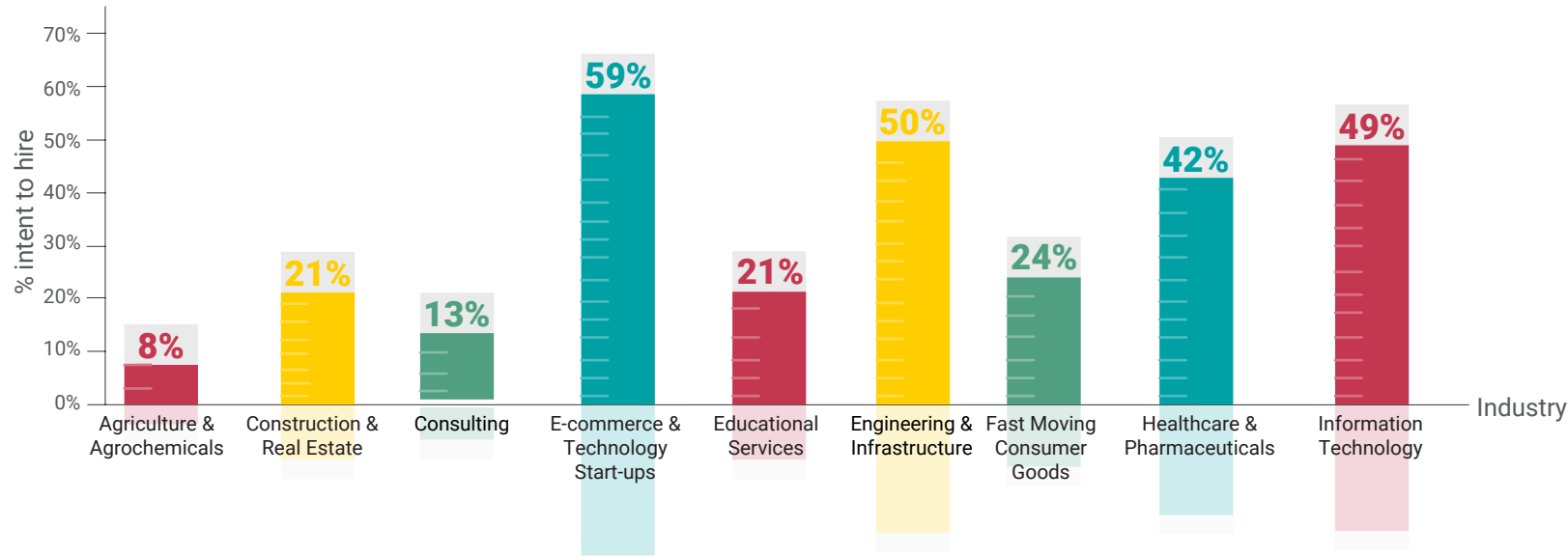
FRESHER HIRING SENTIMENT

By Industry and By City

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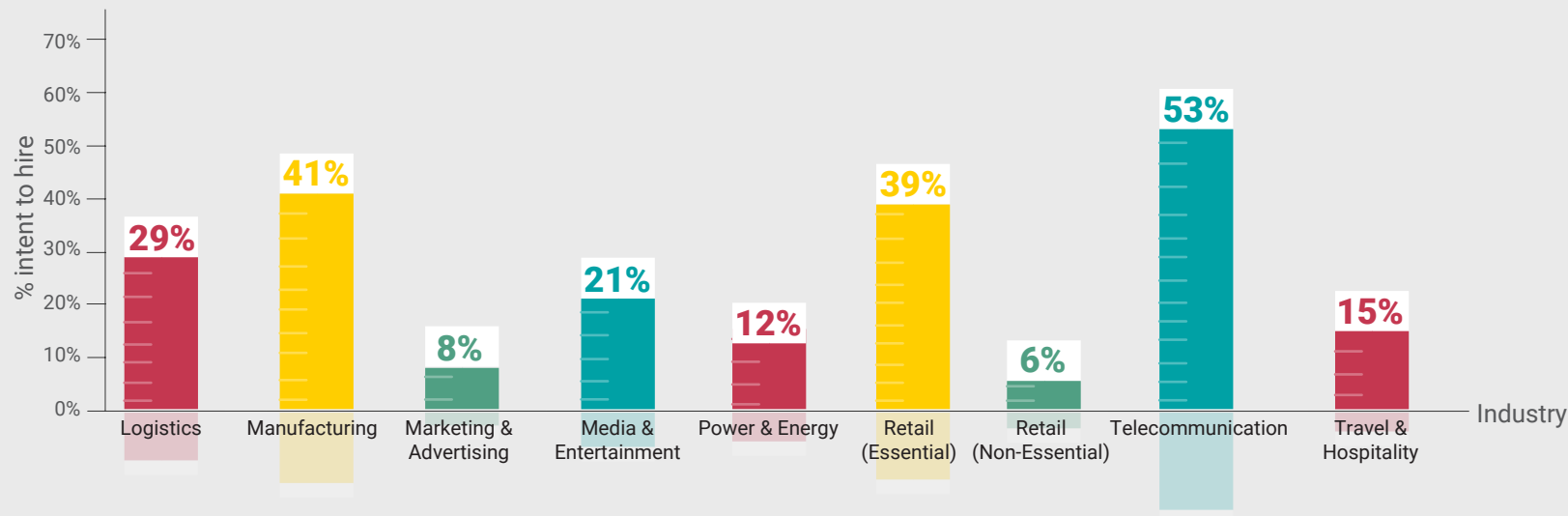
Fresher Hiring Sentiment

By Industry



Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to hire.

16



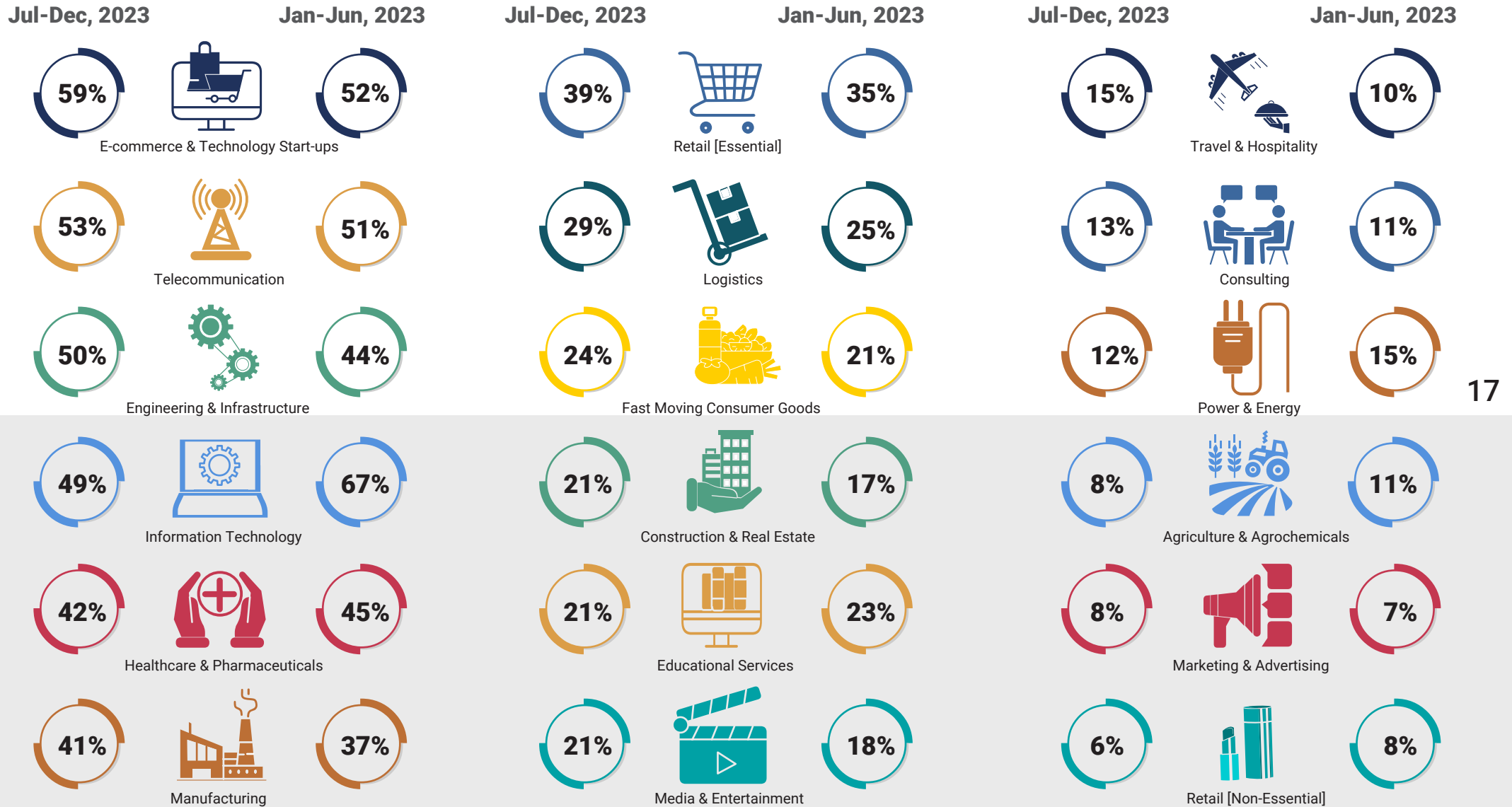
The top three industries that intend to hire freshers in the current HY [July–December, 2023] are E-commerce & Technology Start-ups (59%), Telecommunication (53%) and Engineering & Infrastructure (50%).

Source: TeamLease employer surveys administered during Apr and May, 2023

Note: Hiring period – July-December, 2023
Percentages indicate Intent to Hire

Fresher Hiring Sentiment [HY2, 2023]

A Comparison with HY1, Jan 2023 – Jun 2023 - By Industry



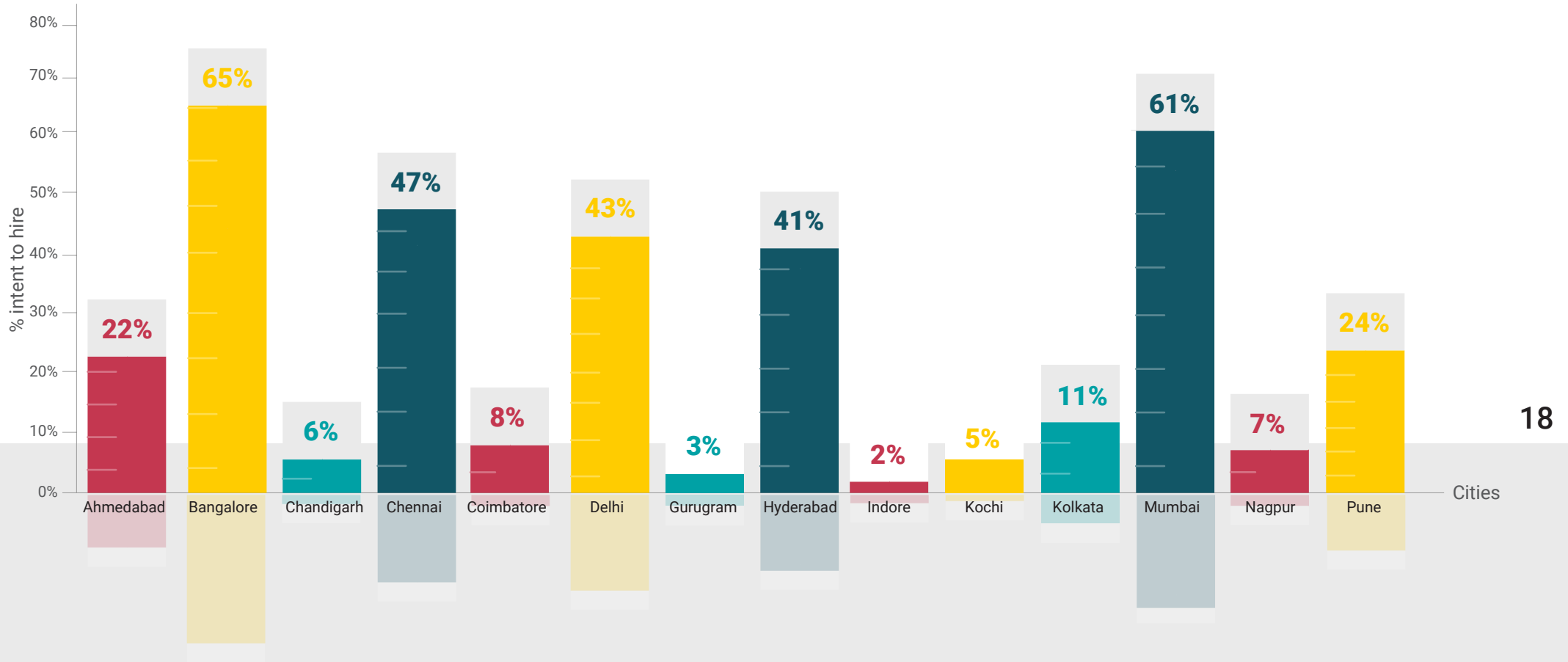
17

Source: TeamLease employer surveys administered during Apr and May, 2023

Note: Industries listed in the descending order of the Intent to Hire

Fresher Hiring Sentiment

By City



The top three cities where there is an intent to hire freshers in the current HY [July–December, 2023] are Bangalore (65%) followed by Mumbai (61%) and Chennai (47%).

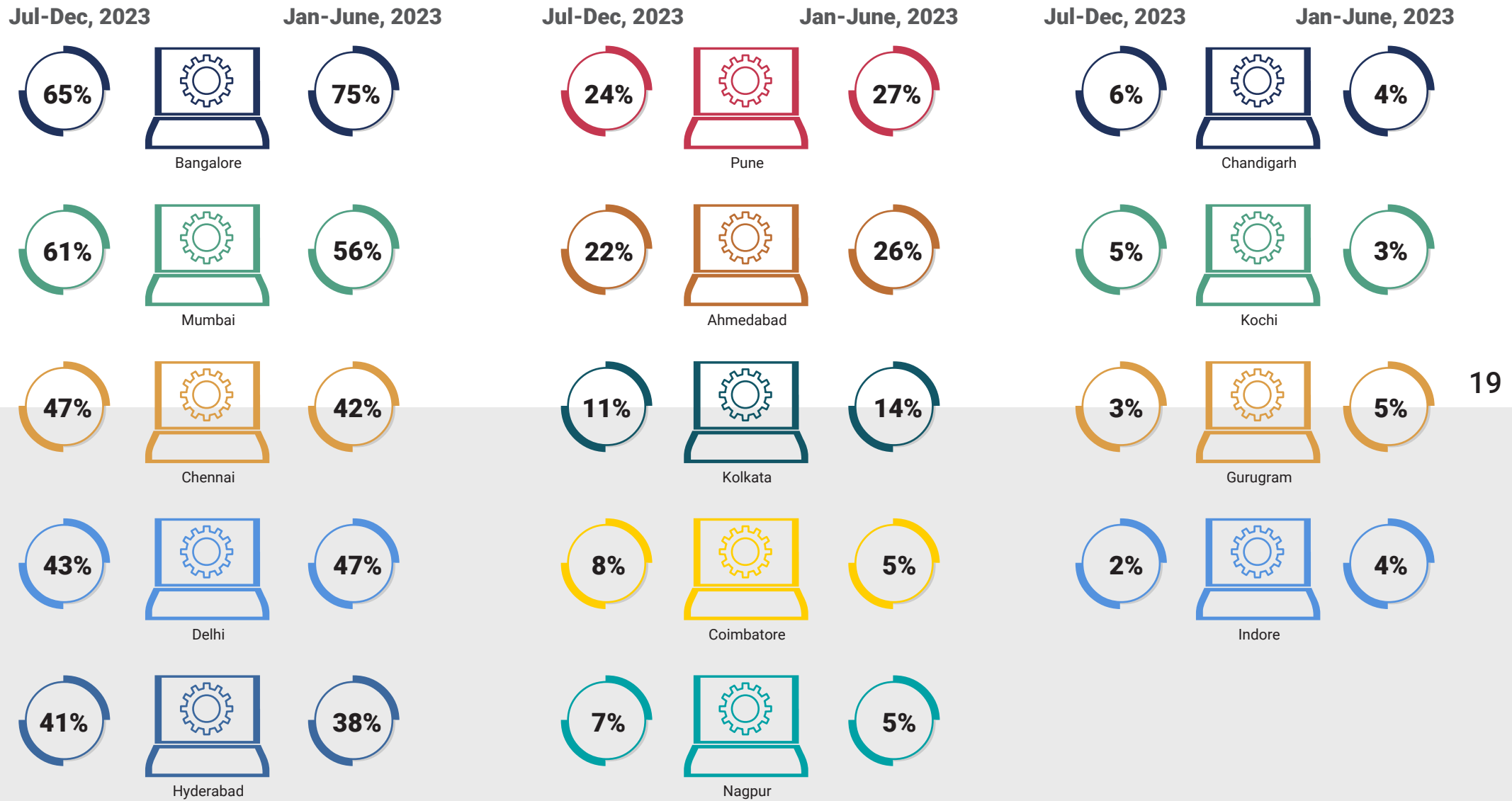
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Source: TeamLease employer surveys administered during Apr and May, 2023

Note: Hiring period – July–December, 2023
Percentages indicate Intent to Hire

Fresher Hiring Sentiment [HY2, 2023]

A Comparison with HY1, Jan 2023 – Jun 2023 – By City



19

Source: TeamLease employer surveys administered during Apr and May, 2023

Note: Cities listed in the descending order of the Intent to Hire

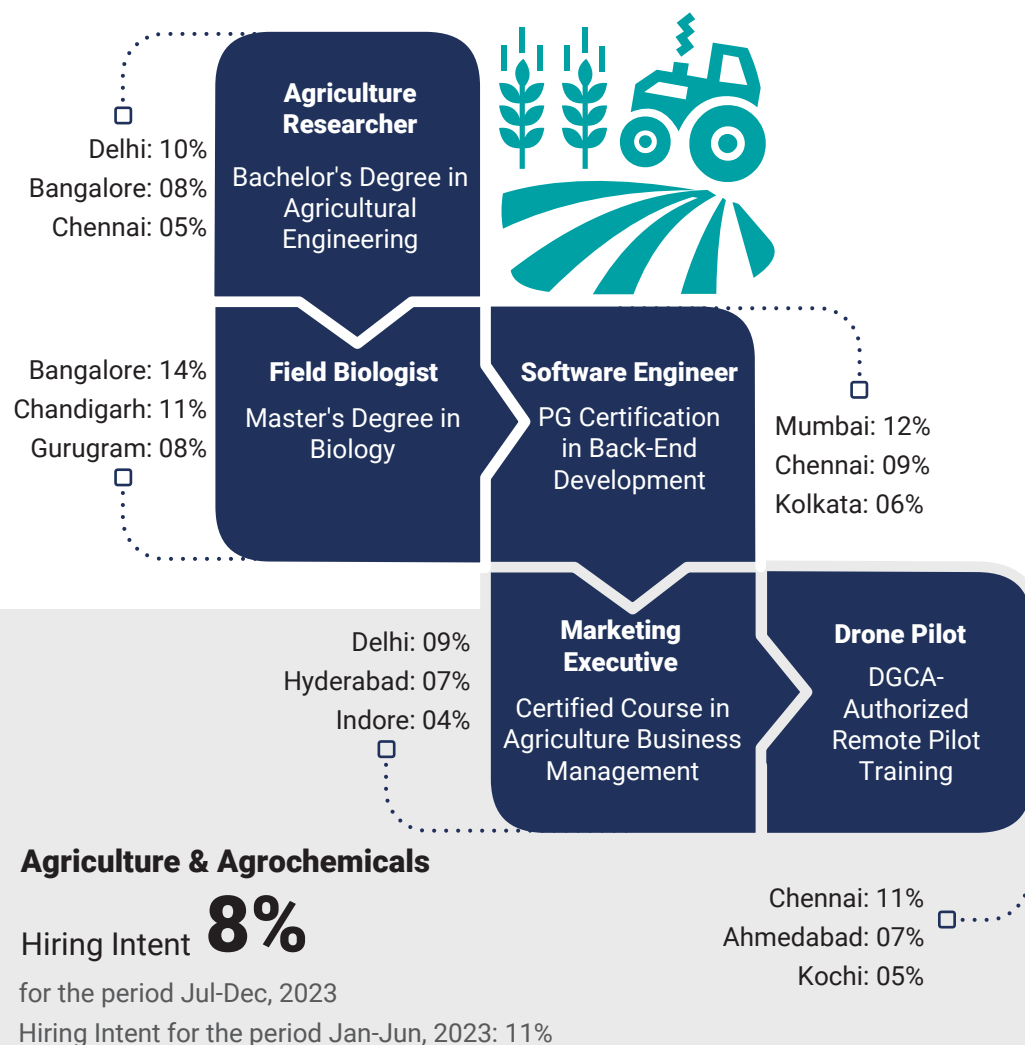


HIRING TRENDS

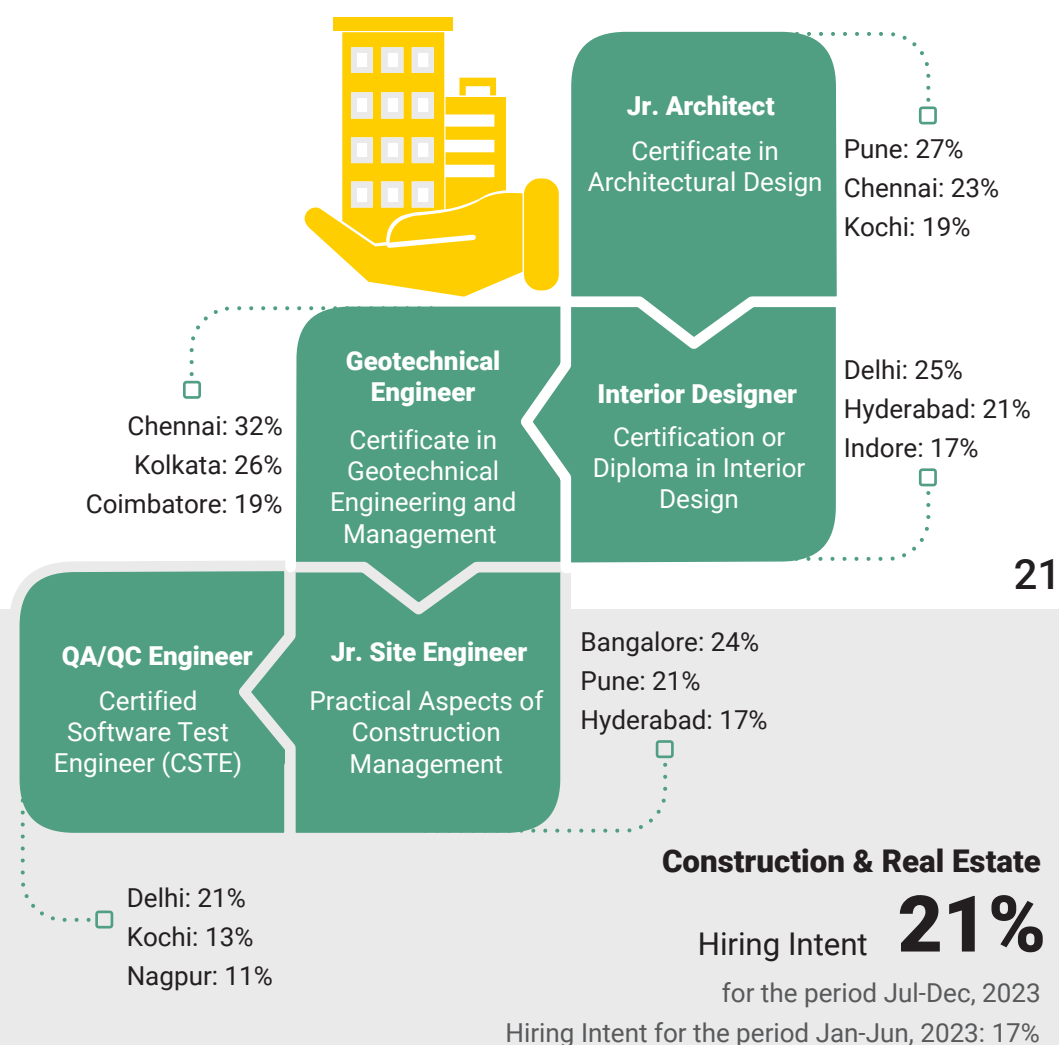
By Top Roles, In-Demand Courses
Across Industries & Cities

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Hiring Trends - Job Roles vs. Cities



Highest Demand for **Field Biologist in Bangalore (14%)** and **Software Engineer in Mumbai (12%)**

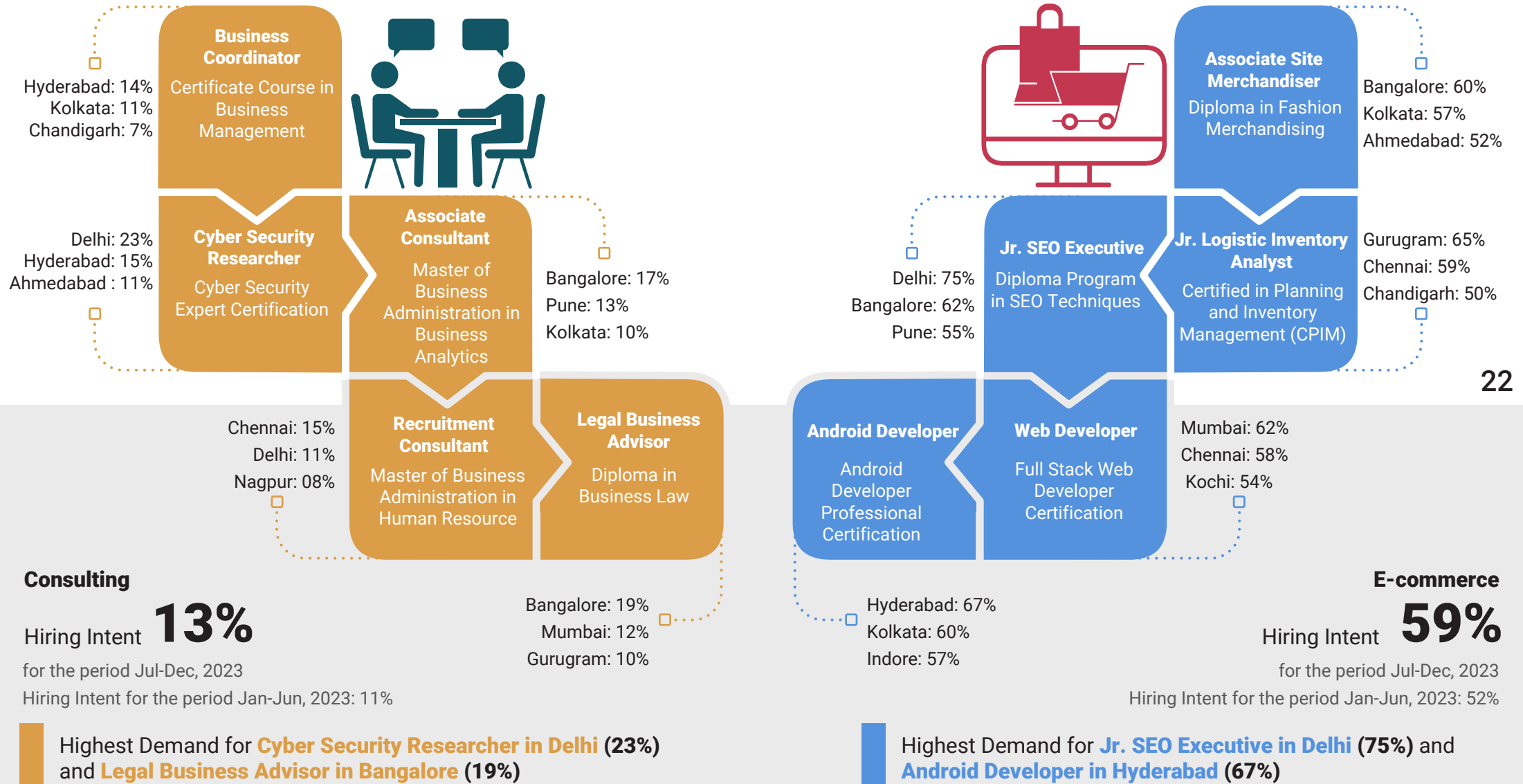


Highest Demand for **Geotechnical Engineer in Chennai (32%)** and **Jr. Architect in Pune (27%)**

Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to Intent to Hire

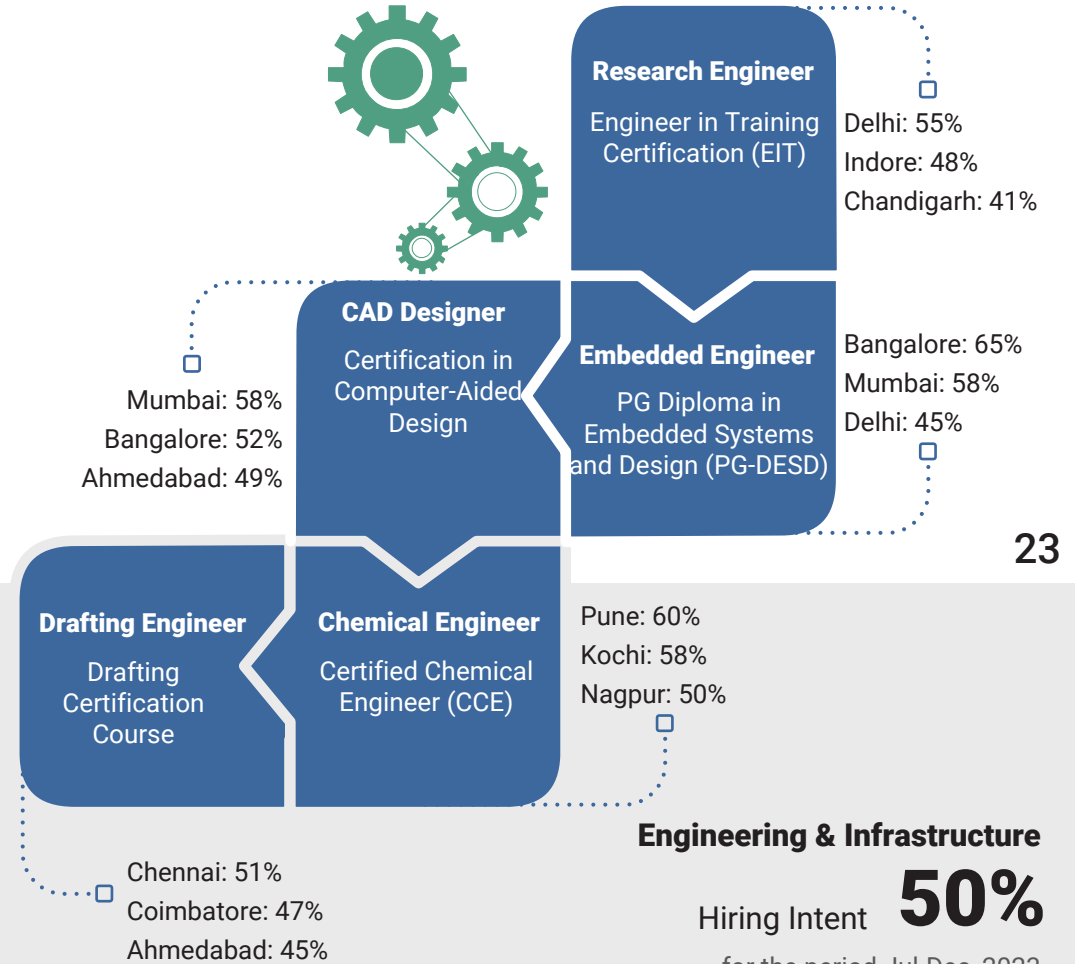
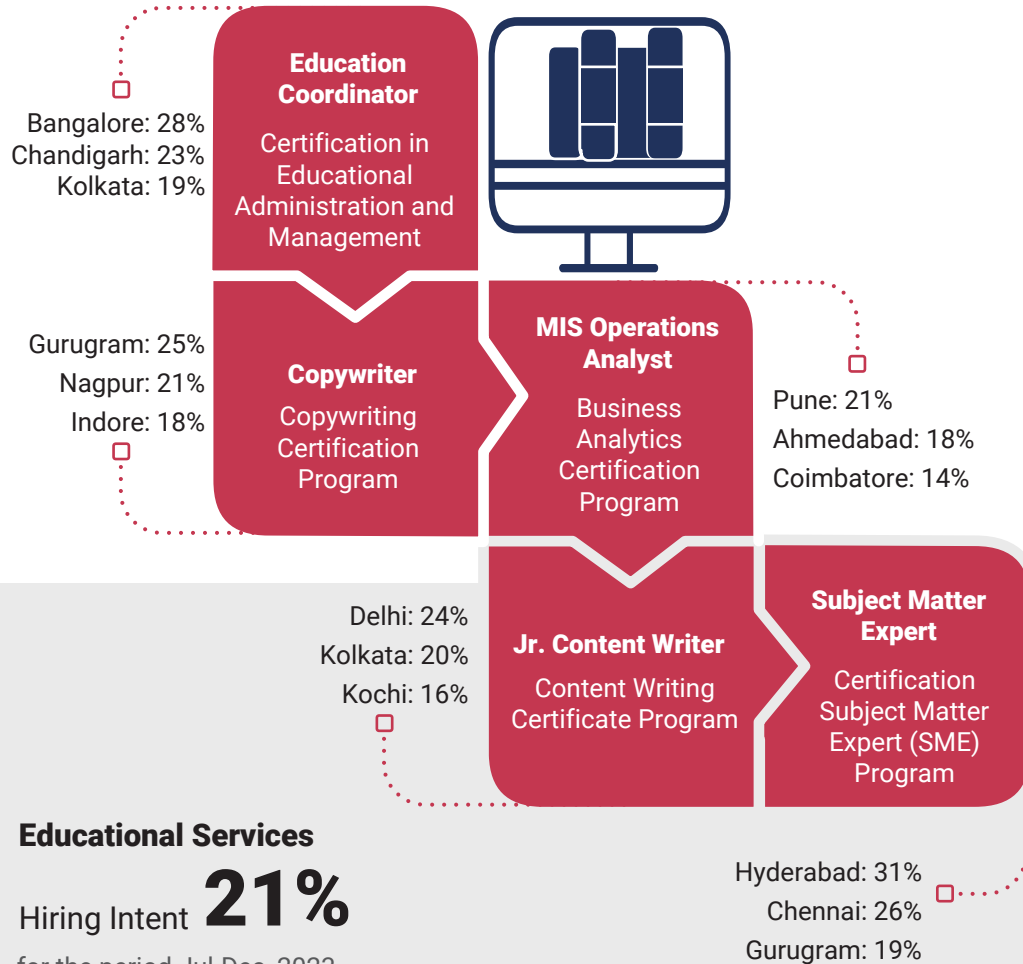
Hiring Trends - Job Roles vs. Cities



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Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to Intent to Hire

Hiring Trends - Job Roles vs. Cities



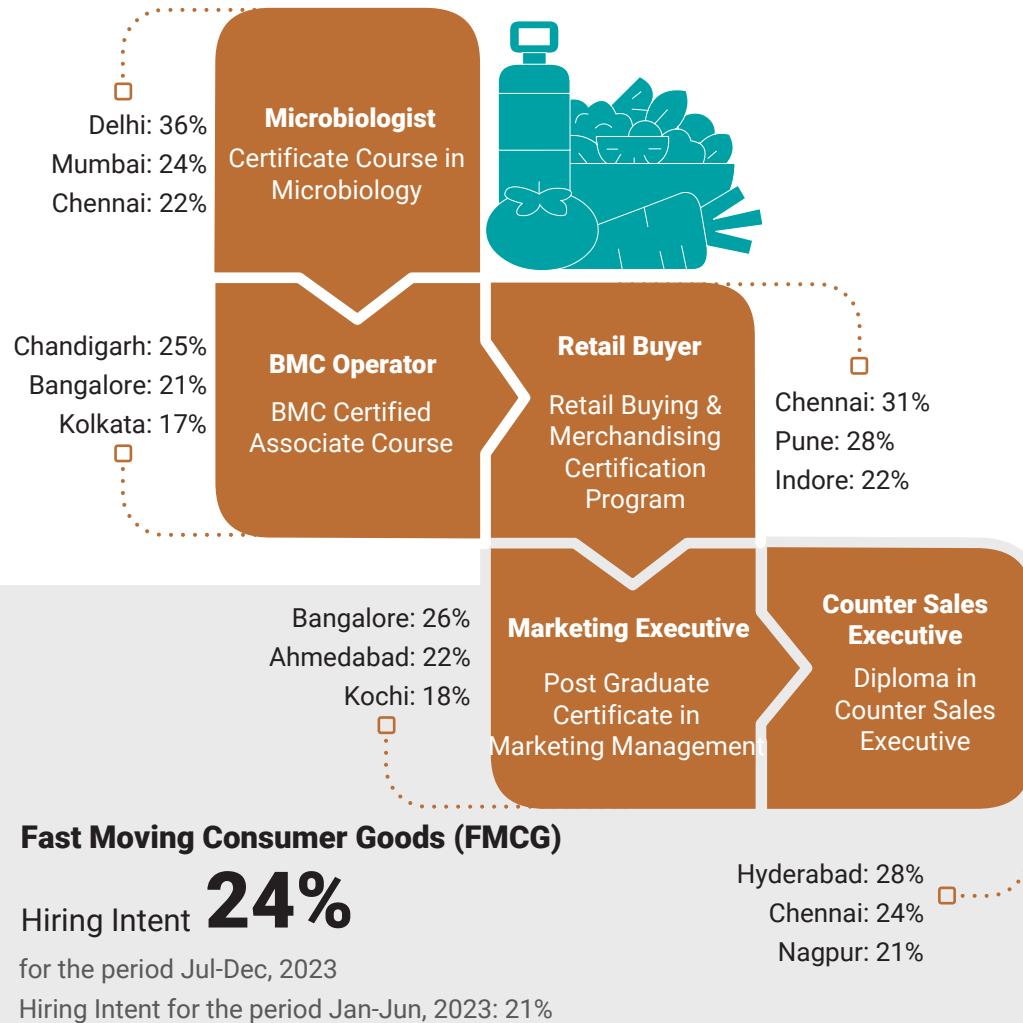
Highest Demand for **Subject Matter Expert in Hyderabad (31%)** and **Education Coordinator in Bangalore (28%)**

Highest Demand for **Embedded Engineer in Bangalore (65%)** and **Chemical Engineer in Pune (60%)**

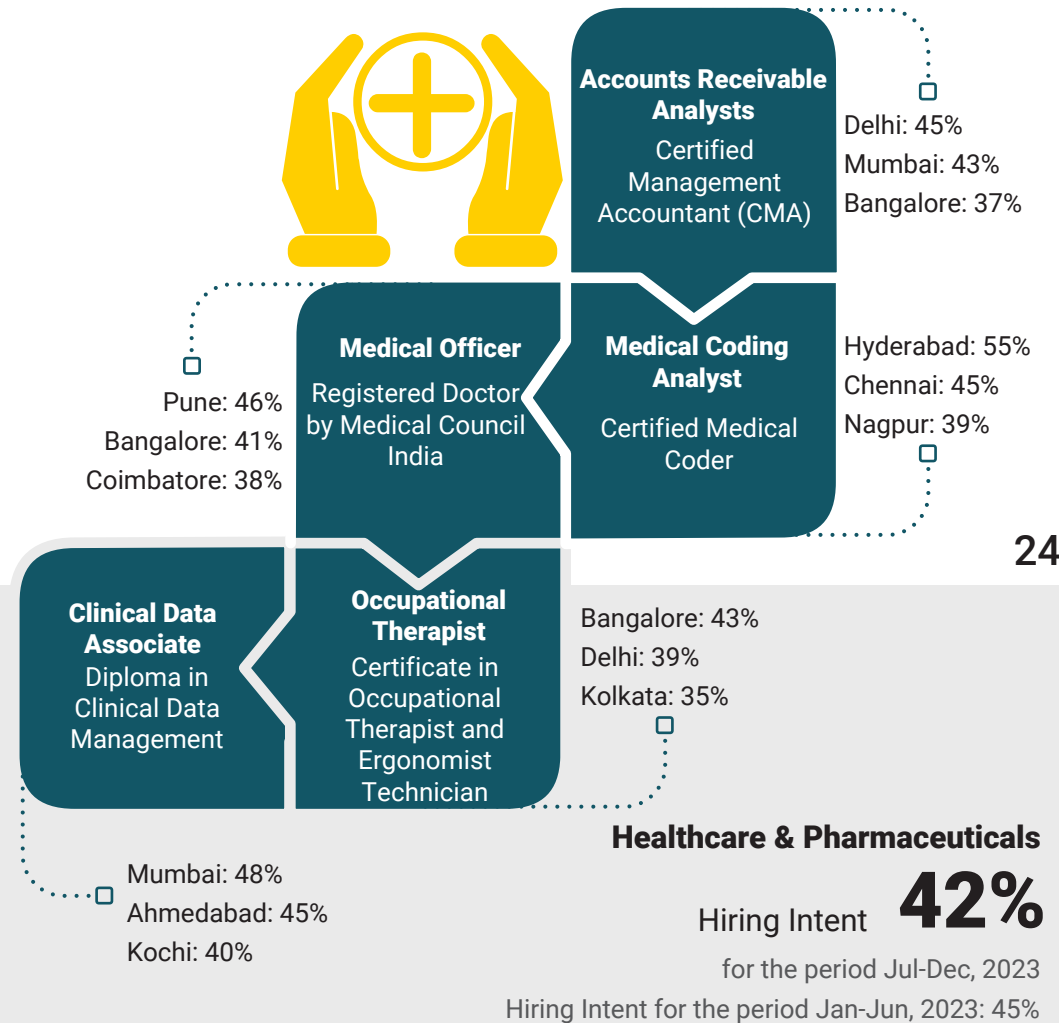
Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
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Hiring Trends - Job Roles vs. Cities



Highest Demand for **Microbiologist in Delhi (36%)** and **Retail Buyer in Chennai (31%)**

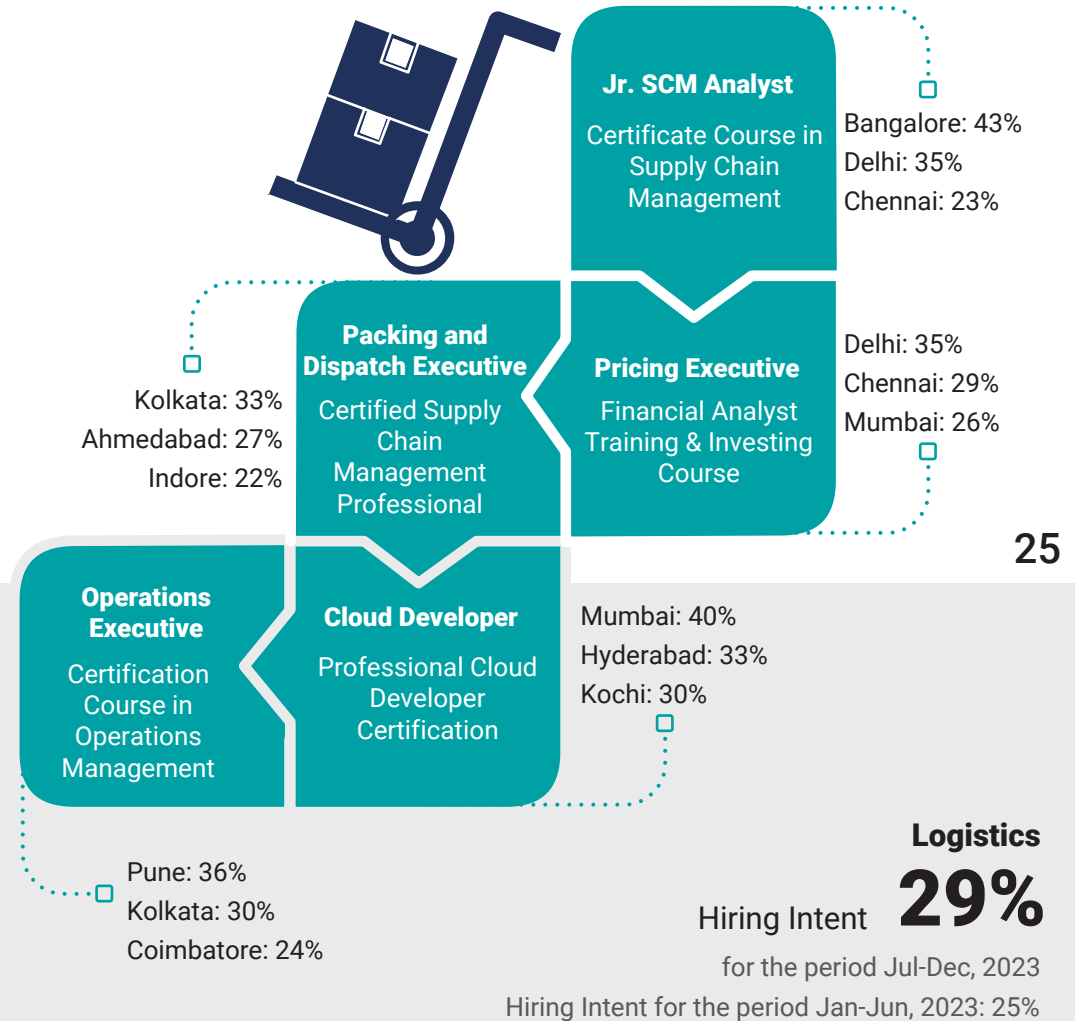
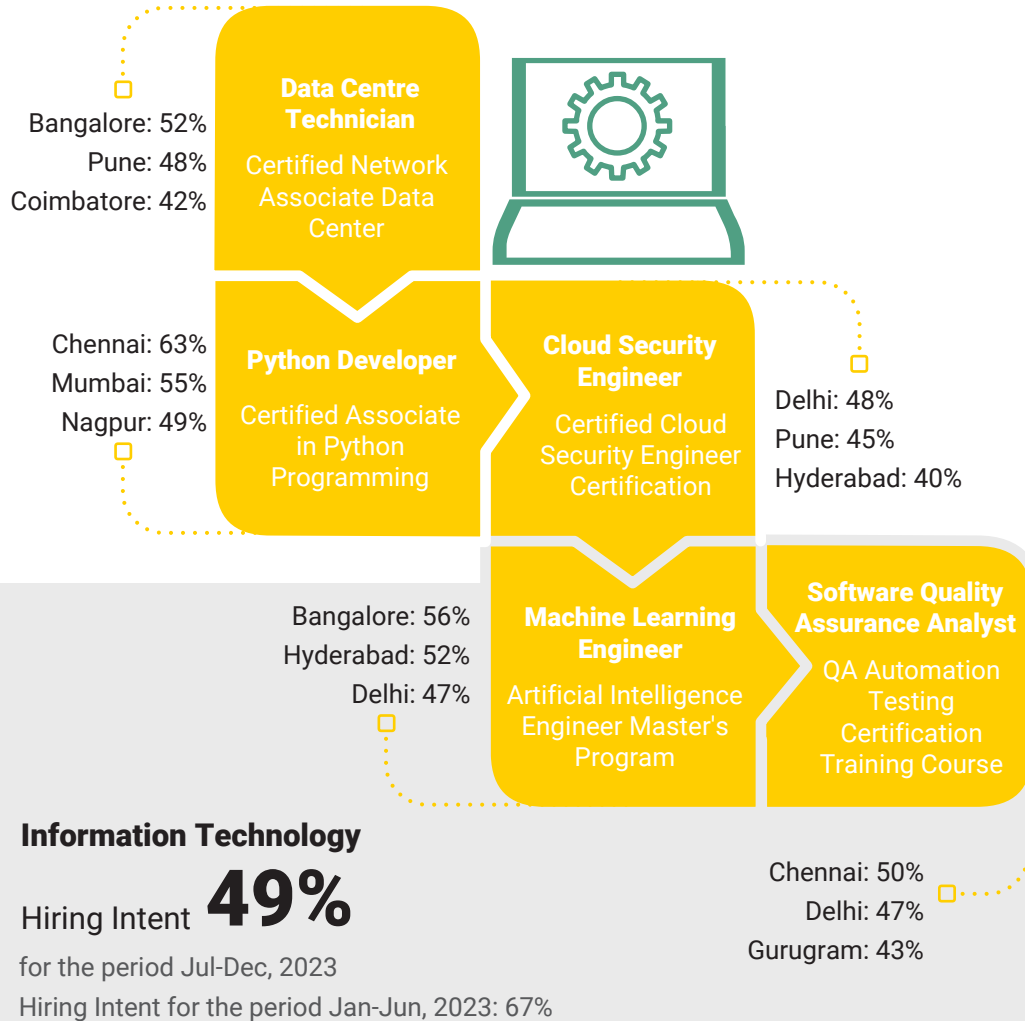


Highest Demand for **Medical Coding Analyst in Hyderabad (55%)** and **Clinical Data Associate in Mumbai (48%)**

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to Intent to Hire

Source: TeamLease employer surveys administered during Apr and May, 2023

Hiring Trends - Job Roles vs. Cities



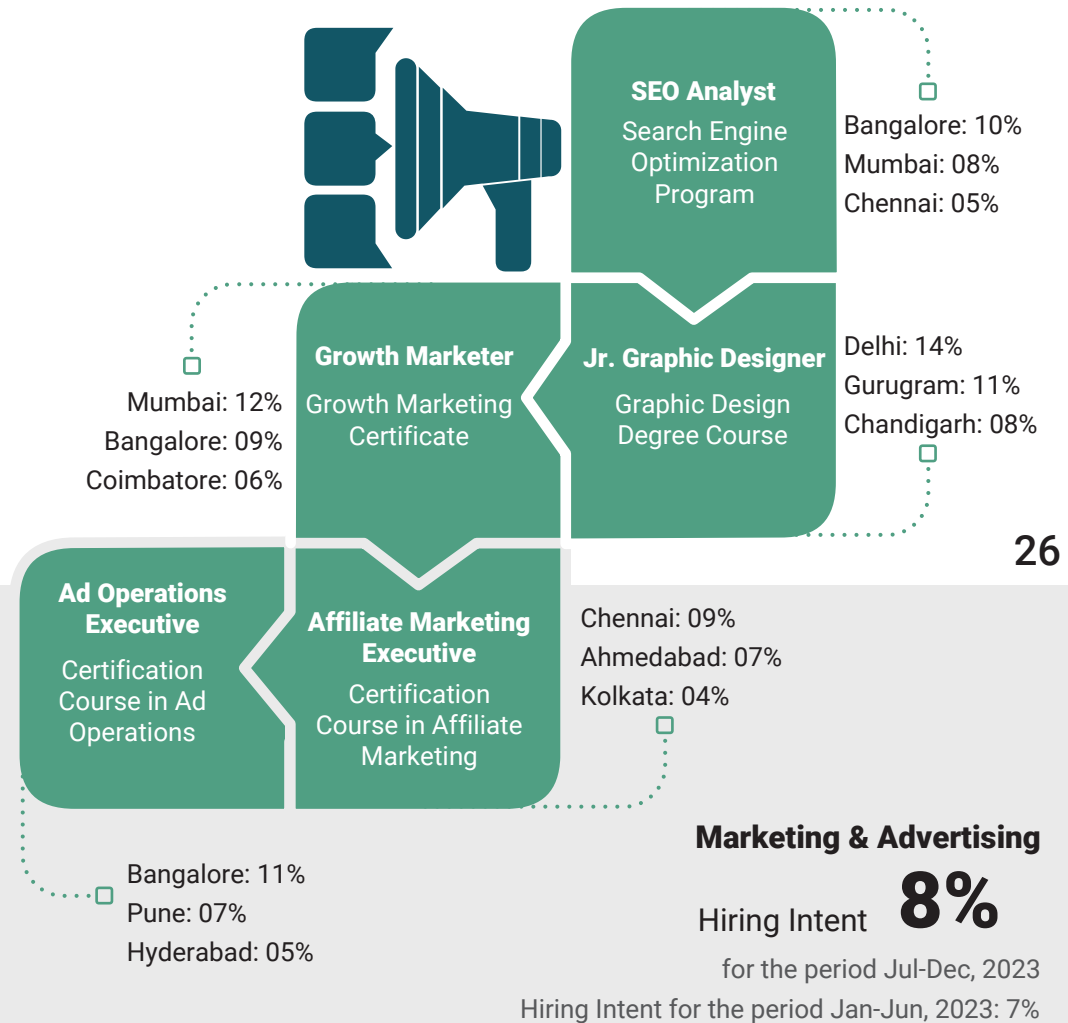
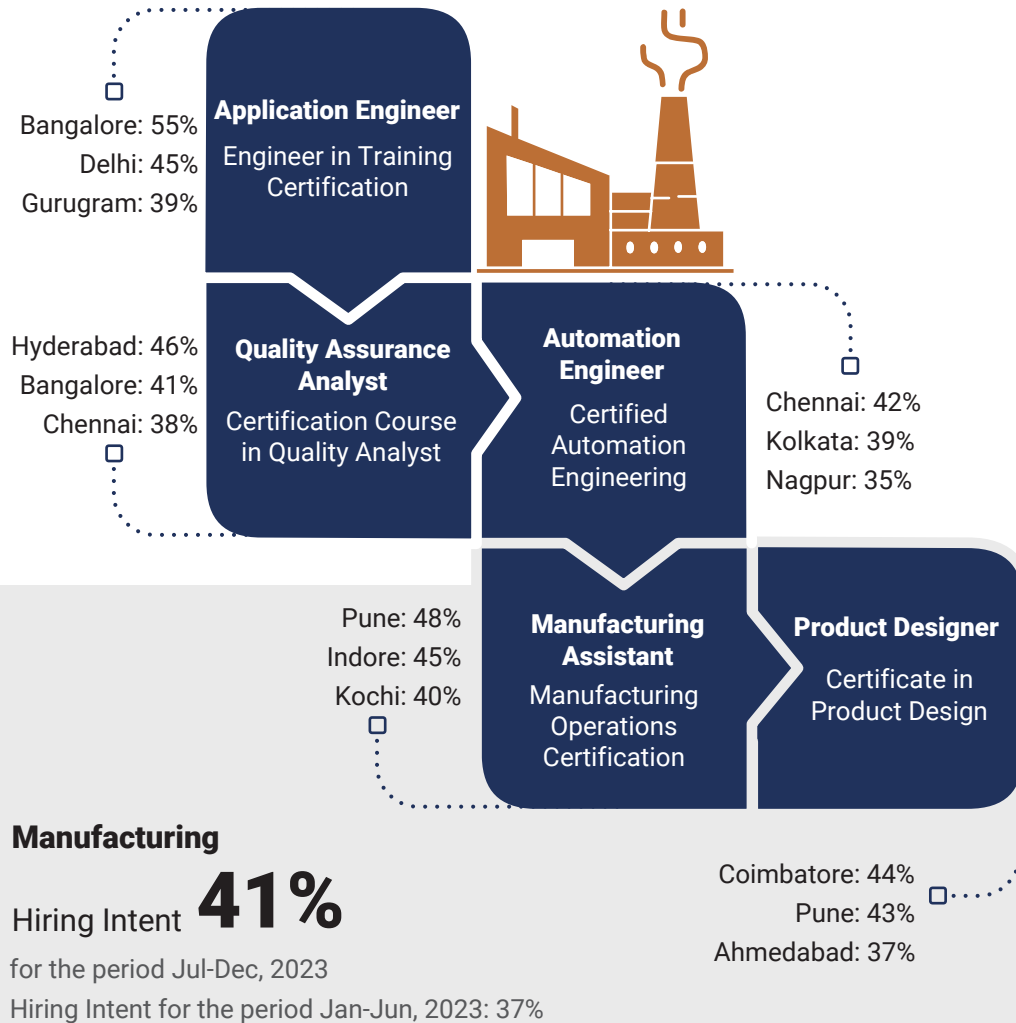
Highest Demand for **Python Developer in Chennai (63%)** and **Machine Learning Engineer in Bangalore (56%)**

Highest Demand for **Jr. SCM Analyst in Bangalore (43%)** and **Cloud Developer in Mumbai (40%)**

Source: TeamLease employer surveys administered during Apr and May, 2023

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Hiring Trends - Job Roles vs. Cities

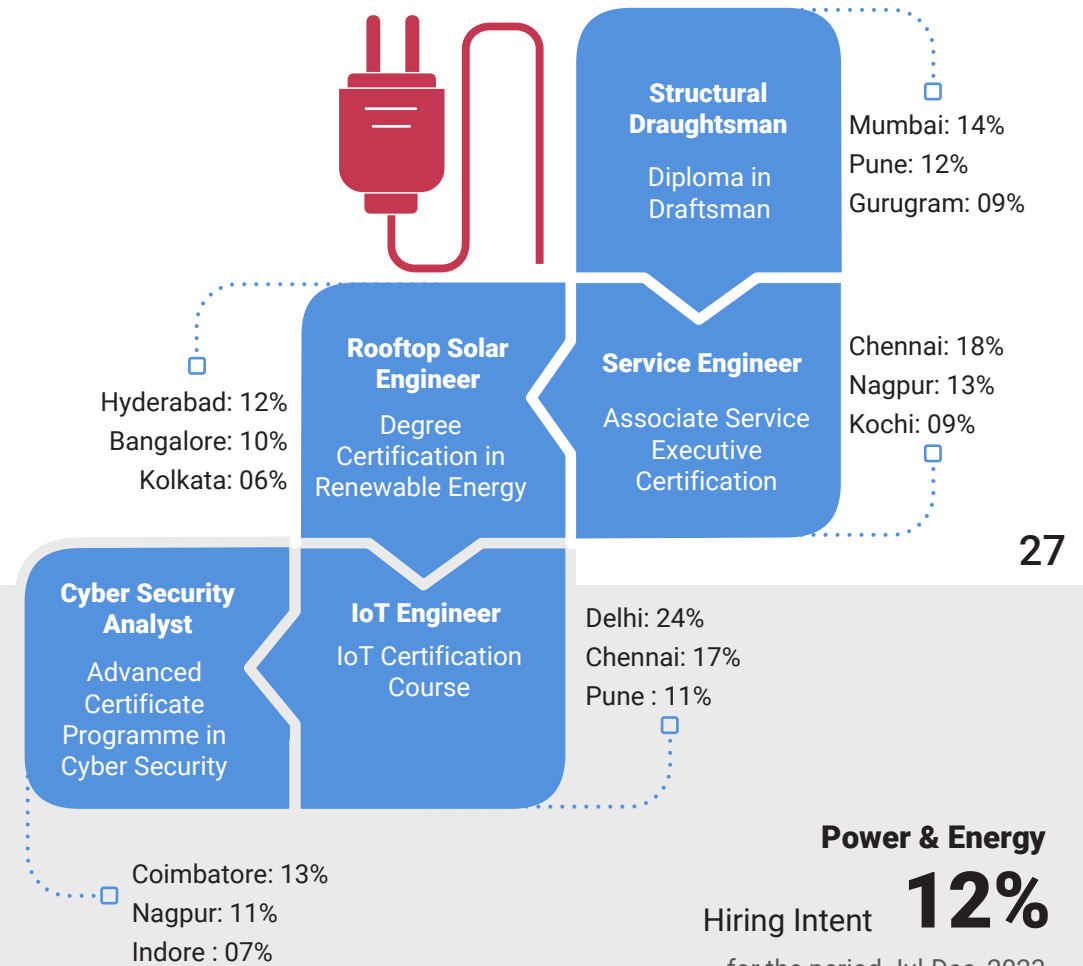
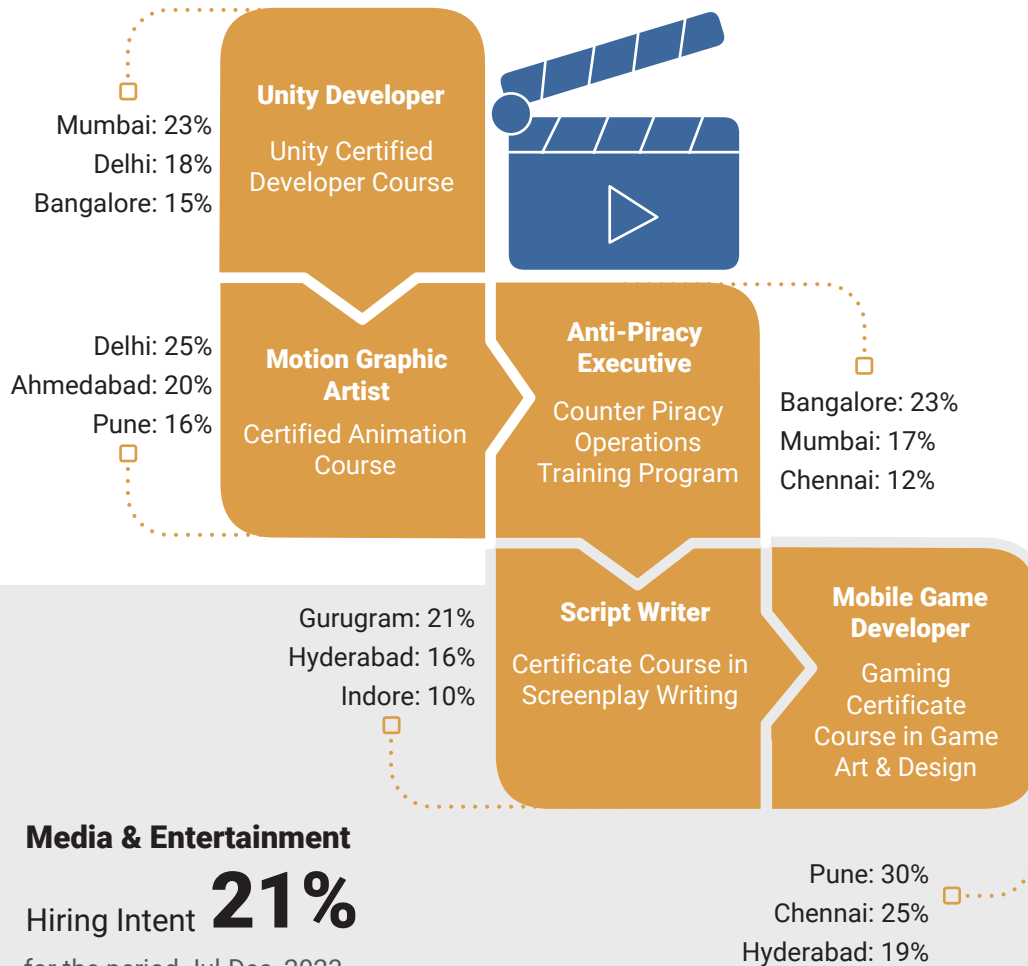


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Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to Intent to Hire

Hiring Trends - Job Roles vs. Cities



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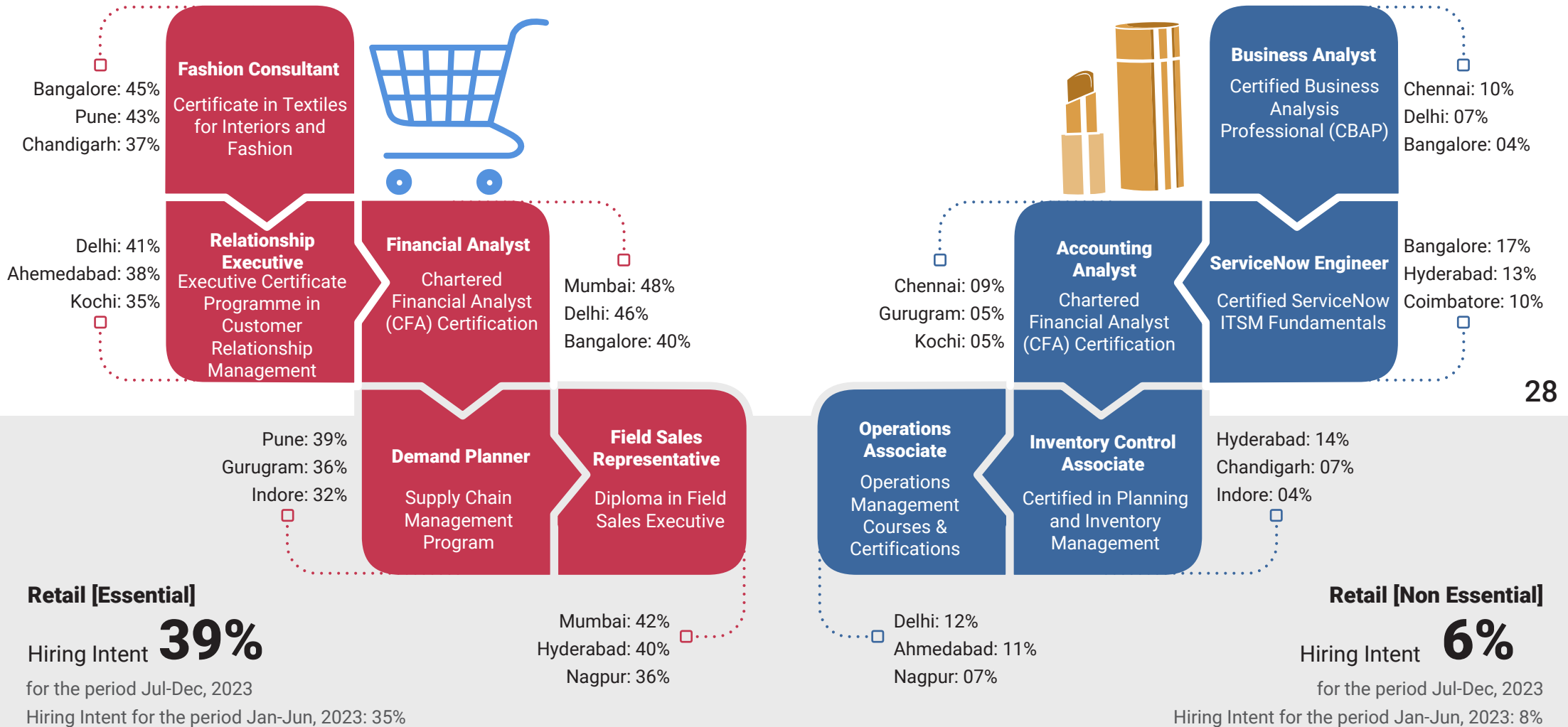
Highest Demand for **Mobile Game Developer in Pune (30%)** and **Chennai (25%)**, and **Motion Graphic Artist in Delhi (25%)**

Highest Demand for **IoT Engineer in Delhi (24%)** and **Service Engineer in Chennai (18%)**

Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to Intent to Hire

Hiring Trends - Job Roles vs. Cities



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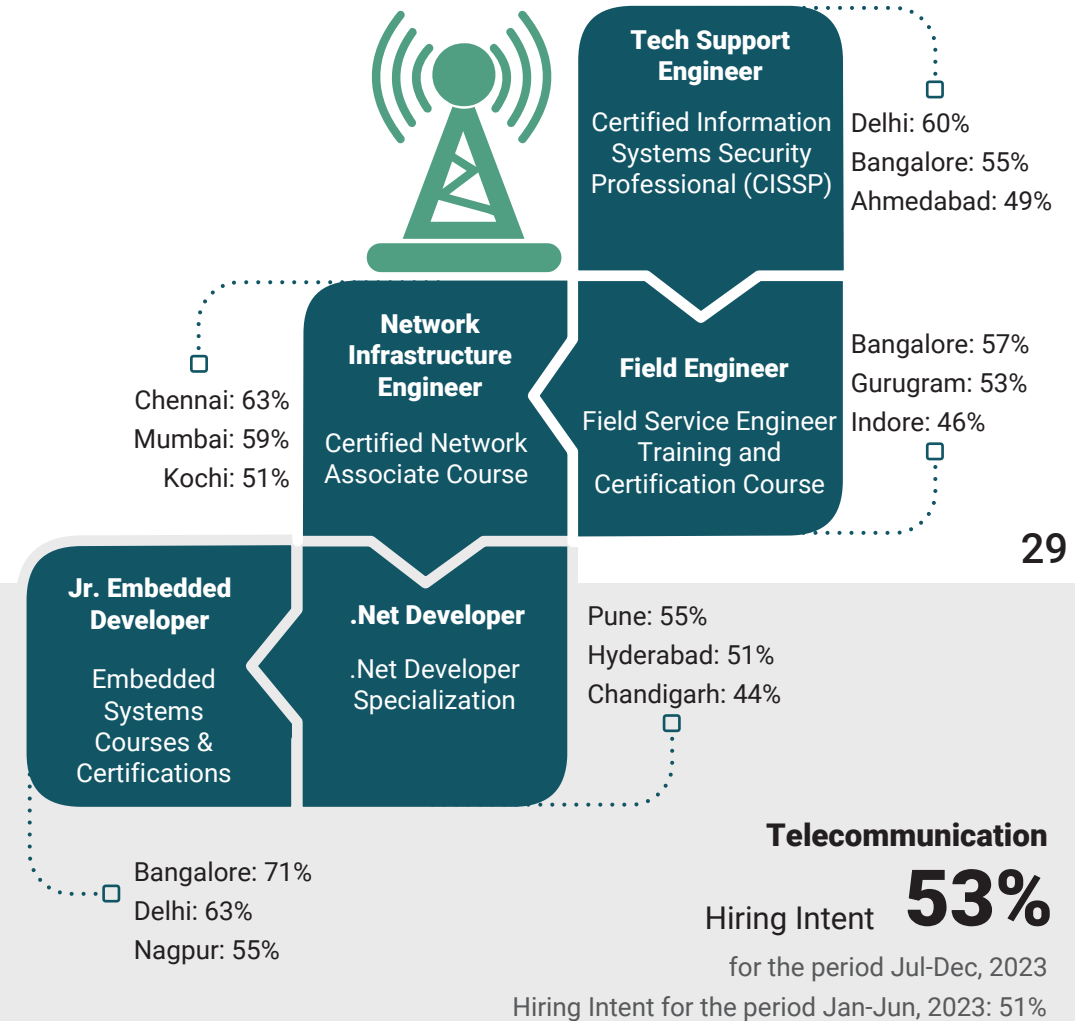
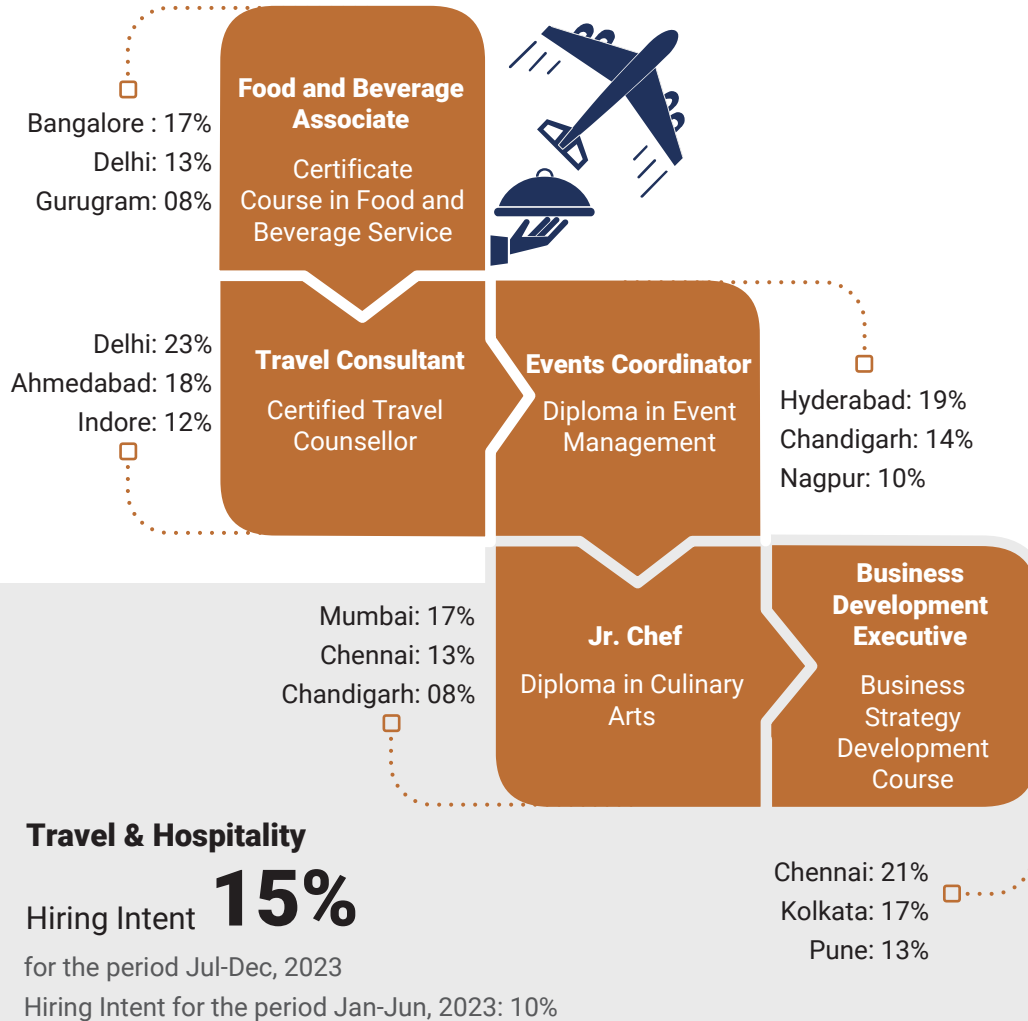
Highest Demand for **Financial Analyst in Mumbai (48%)** and **Delhi (46%)** and **Fashion Consultant in Bangalore (45%)**

Highest Demand for **ServiceNow Engineer in Bangalore (17%)** and **Inventory Control Associate in Hyderabad (14%)**

Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to Intent to Hire

Hiring Trends - Job Roles vs. Cities



Highest Demand for **Travel Consultant in Delhi (23%)** and **Business Development Executive in Chennai (21%)**

Highest Demand for **Jr. Embedded Developer in Bangalore (71%)** and **Delhi (63%)** and **Network Infrastructure Engineer in Chennai (63%)**

Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to Intent to Hire



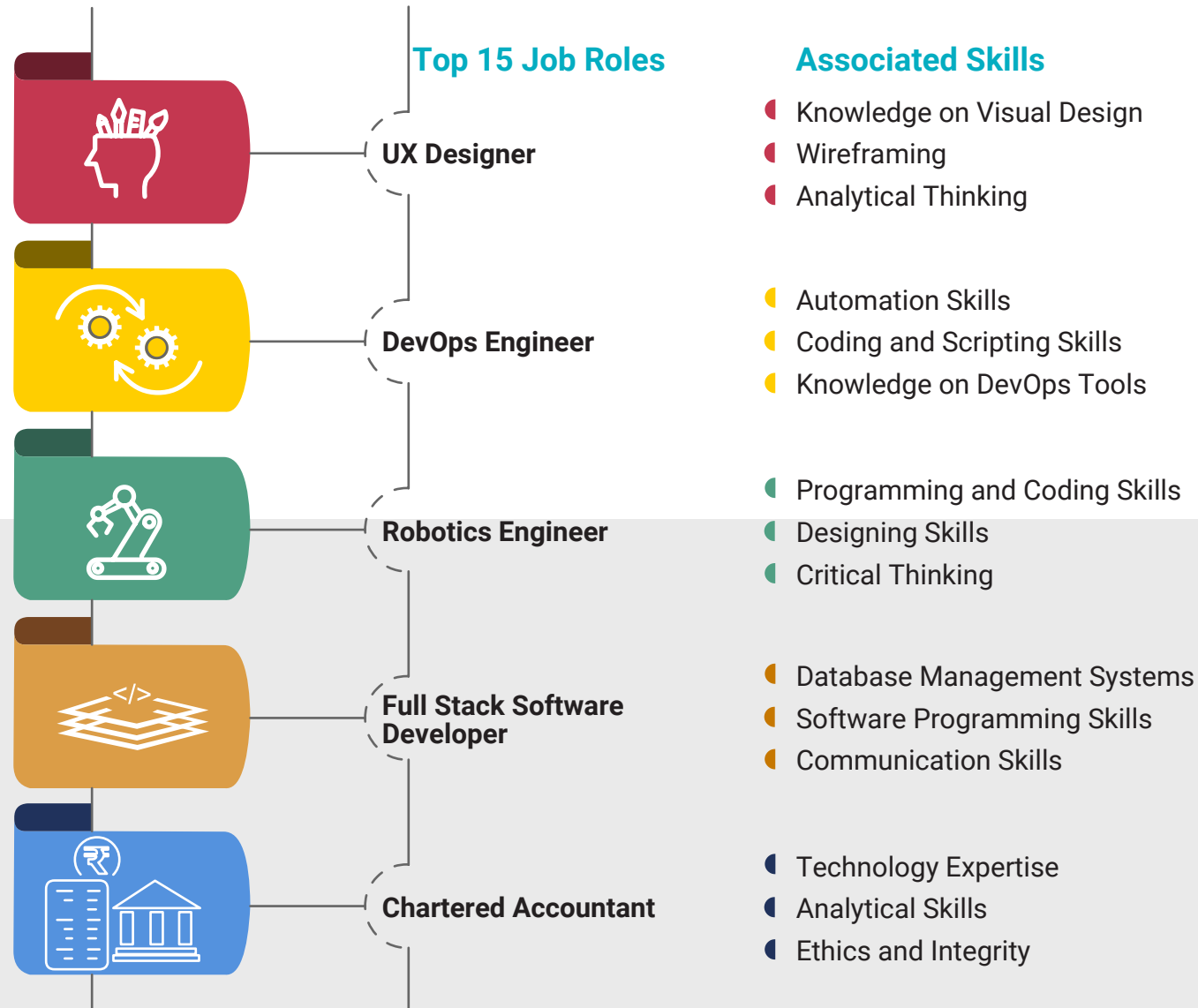
WHAT DO EMPLOYERS LOOK FOR IN FRESHERS?

**Key Job Roles,
Domain Skills,
Soft Skills and
In-Demand Courses**

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What do Employers look for in Freshers?

Top 15 job roles in demand for freshers - Across Cities & Industries

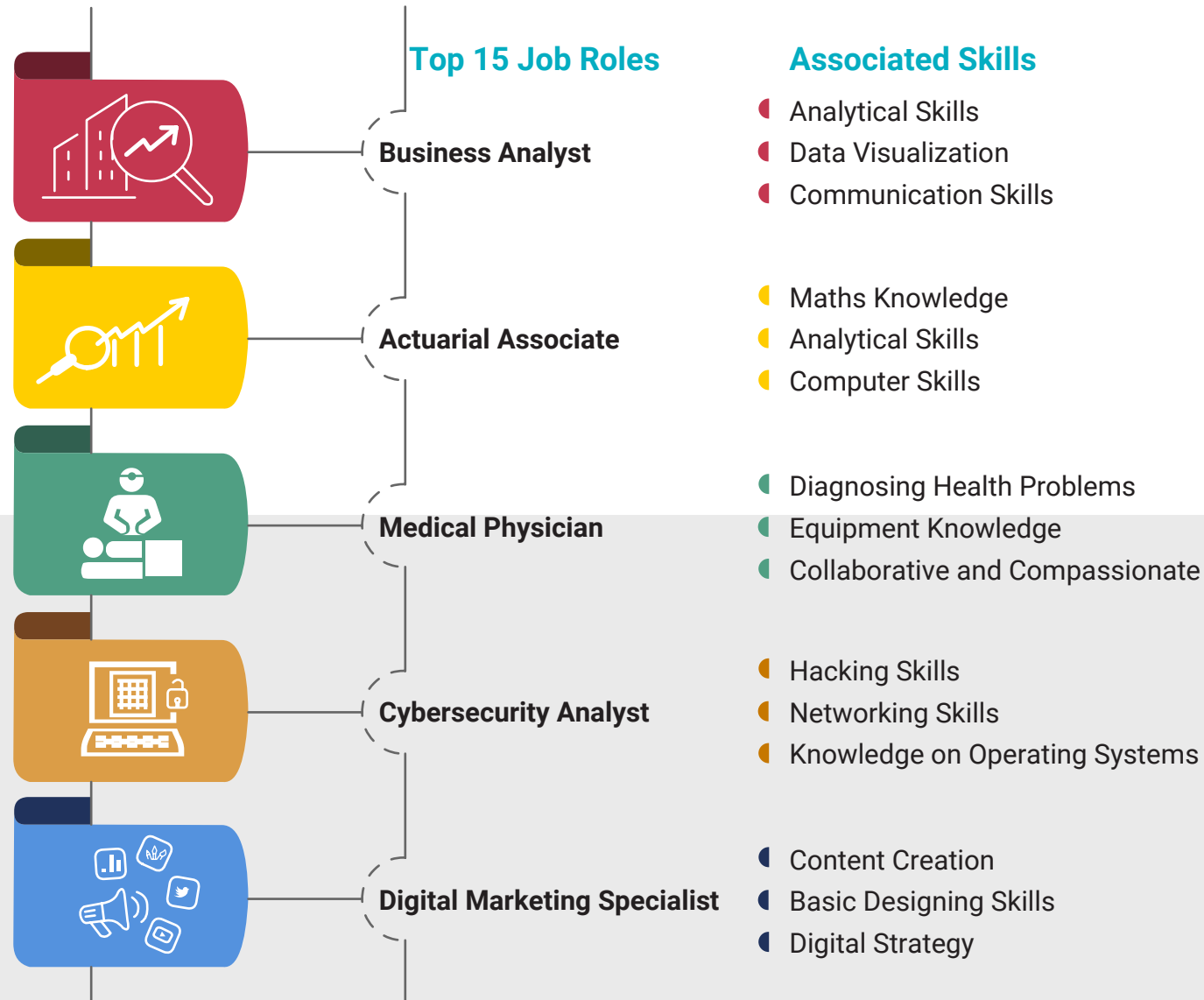


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Source: TeamLease employer surveys administered during Apr and May, 2023

What do Employers look for in Freshers?

Top 15 job roles in demand for freshers - Across Cities & Industries

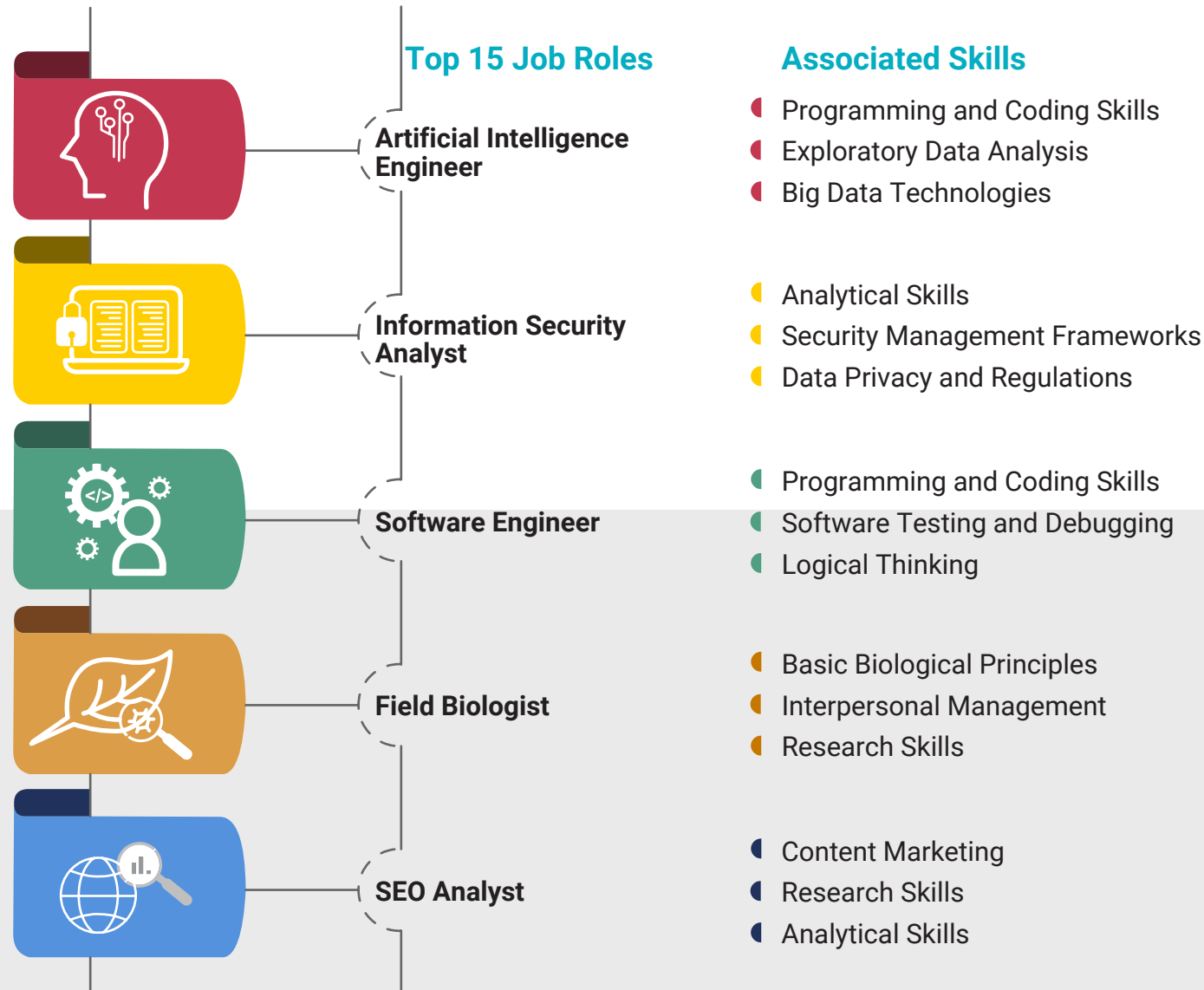


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Source: TeamLease employer surveys administered during Apr and May, 2023

What do Employers look for in Freshers?

Top 15 job roles in demand for freshers - Across Cities & Industries



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Source: TeamLease employer surveys administered during Apr and May, 2023

What do Employers look for in Freshers?

Top 10 domain skills in demand for freshers - Across Cities & Industries

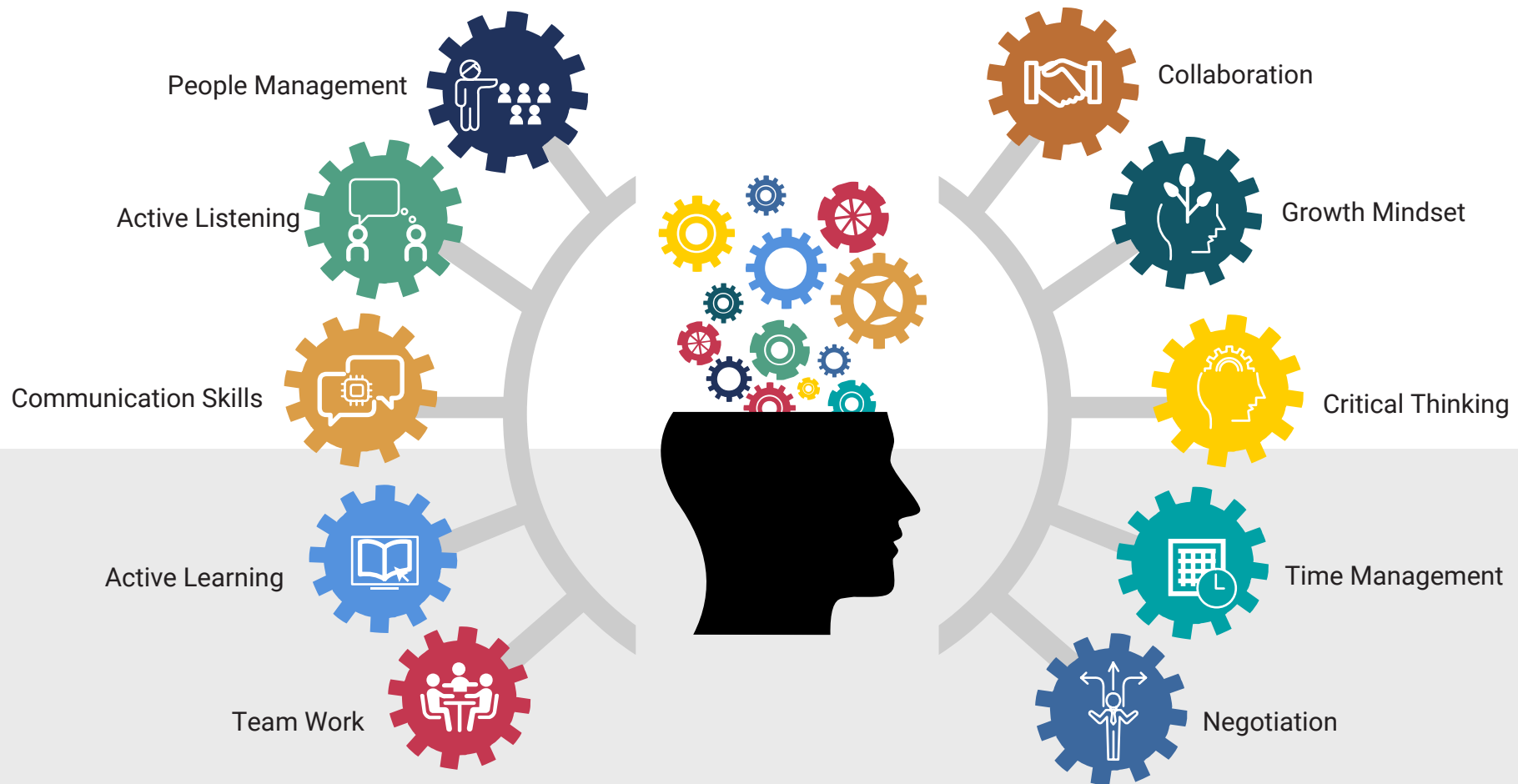


34

Source: TeamLease employer surveys administered during Apr and May, 2023

What do Employers look for in Freshers?

Top 10 soft skills in demand for freshers - Across Cities & Industries



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Source: TeamLease employer surveys administered during Apr and May, 2023

In-Demand Courses to Increase Employability

MOST POPULAR IN-DEMAND COURSES

Data Science with R Certification Course	SQL Certification Training Course
Post Graduate Program in AI and Machine Learning	Post Graduate Program in Digital Marketing
Professional Certificate Program in Blockchain	Effective Business Communication Course
Project Management Professional Certification Course	Soft Skills & Personality Development Course
Business Analyst Certification	Full Stack Web Programming/Web Design Certification

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These are the most popular in-demand courses aligned to the skills that the employers expect candidates to possess that can help boost a new candidate's chances of landing a job during the current half year.

*Note: These courses are attributed to domain skills and soft skills which are in demand.
Source: TeamLease employer surveys administered during Apr and May, 2023*



COMPARISON OF HIRING INTENT

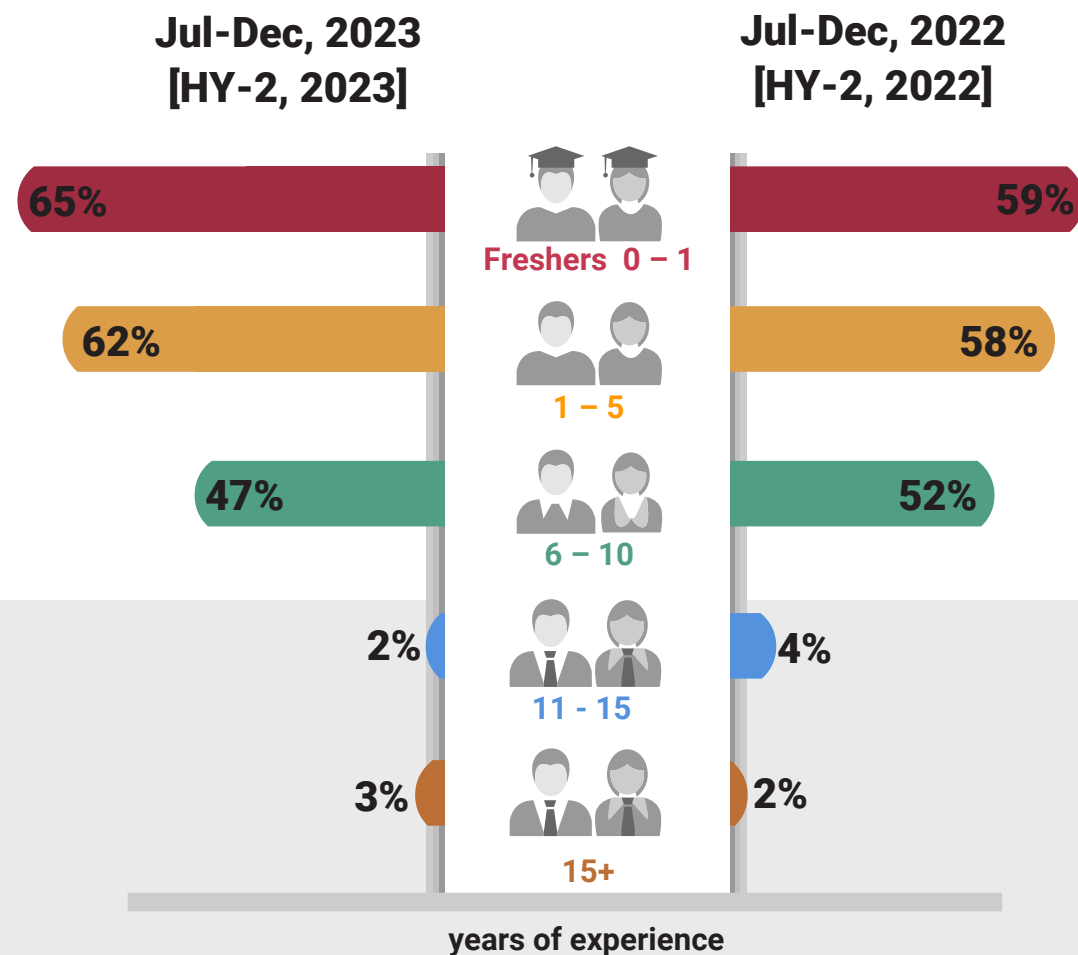
HY2, Jul – Dec, 2023 with HY2, Jul – Dec, 2022

Across Industries and Cities

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A Comparison of HY2, Jul-Dec, 2023 with HY2, Jul-Dec, 2022

Overall Hiring Intent



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Overall, the intent to hire for the current HY2 [July - December, 2023] is **73%**. It witnesses a steady increase of 12% from what was seen in July - December, 2022 [**61%**].

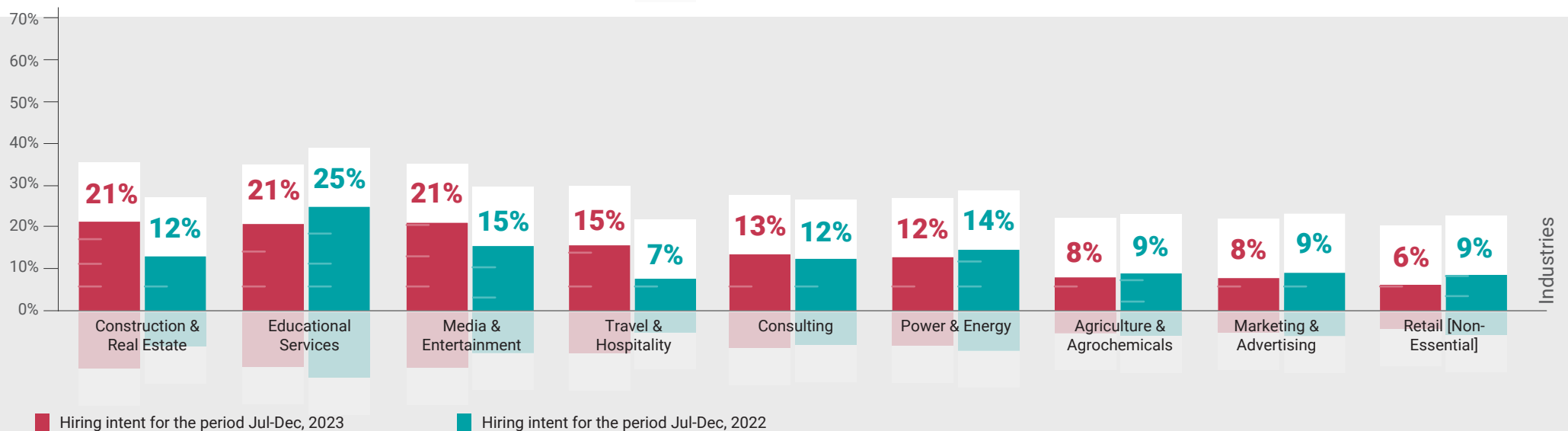
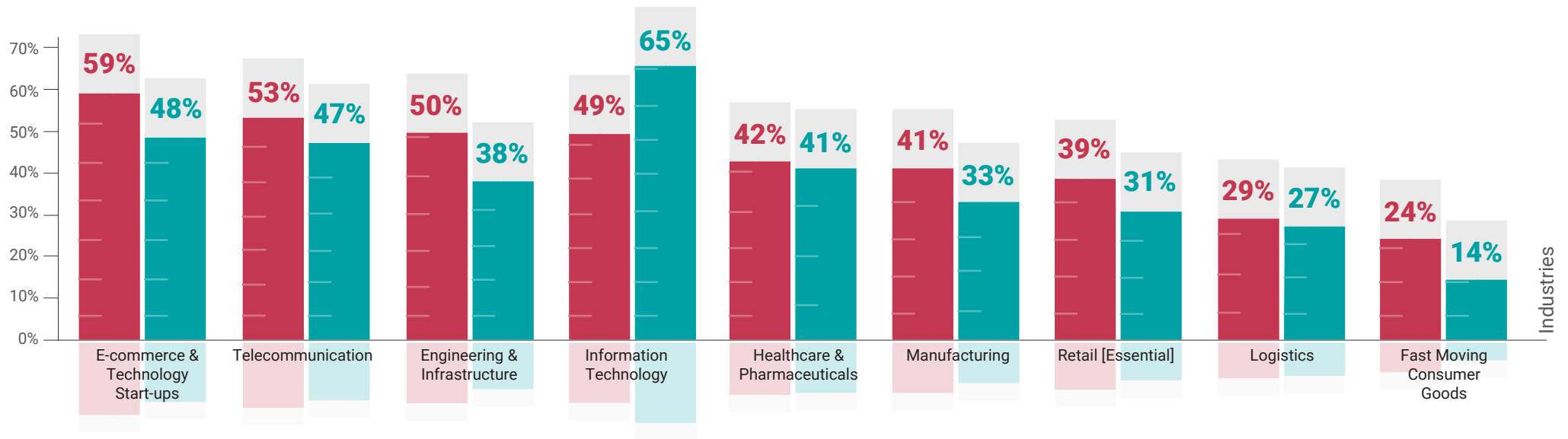
Freshers' hiring outlook sees a **6%** increase in the current HY when compared to the same period of the last HY.

Percentages indicate Intent to Hire

Source: TeamLease employer surveys administered during Apr and May, 2023

A Comparison of HY2, Jul-Dec, 2023 with HY2, Jul-Dec, 2022

Across Industries

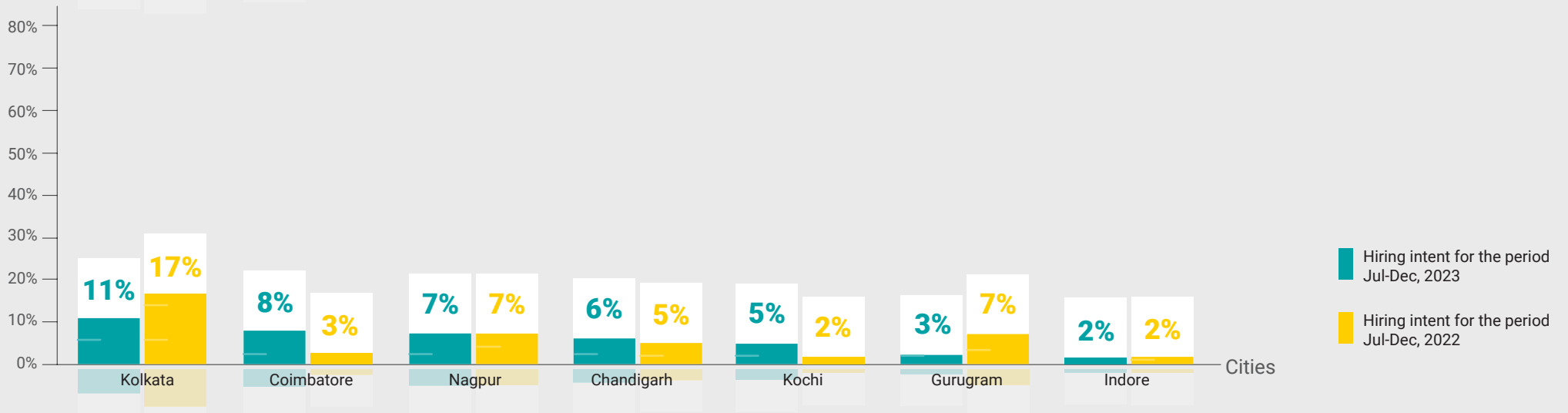
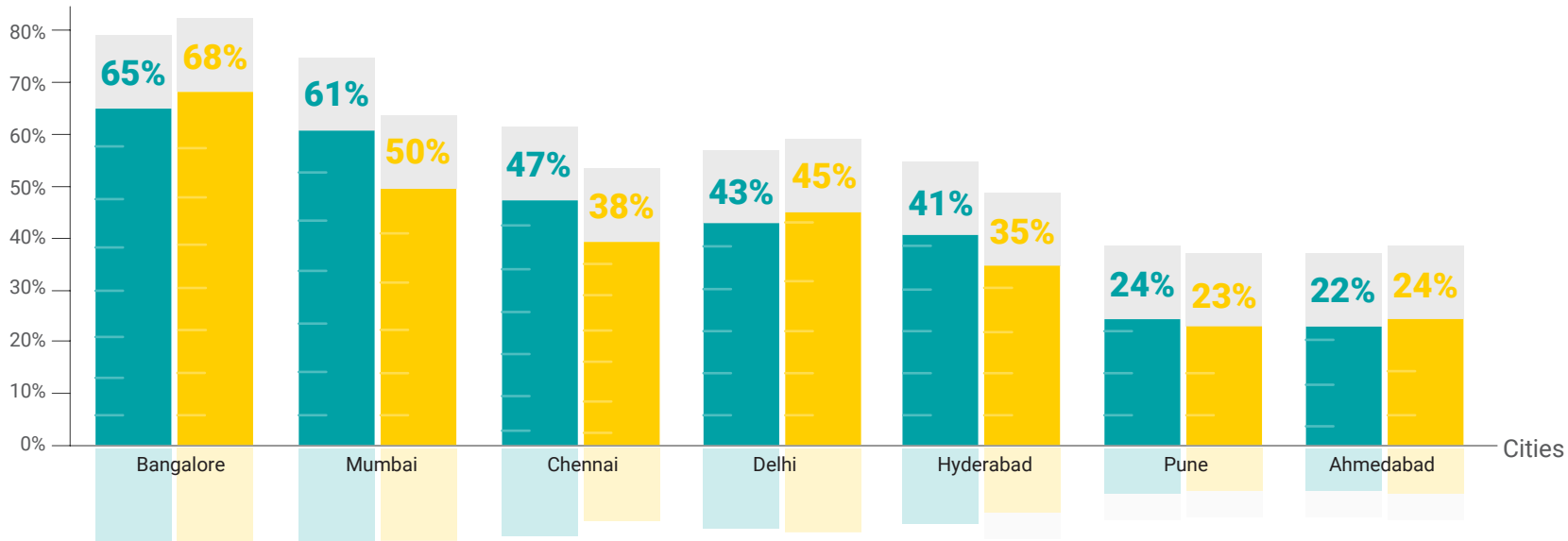


Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages represent proportion of employers who are intending to hire Freshers.
Intent to Hire/Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration.

A Comparison of HY2, Jul-Dec, 2023 with HY2, Jul-Dec, 2022

Across Cities

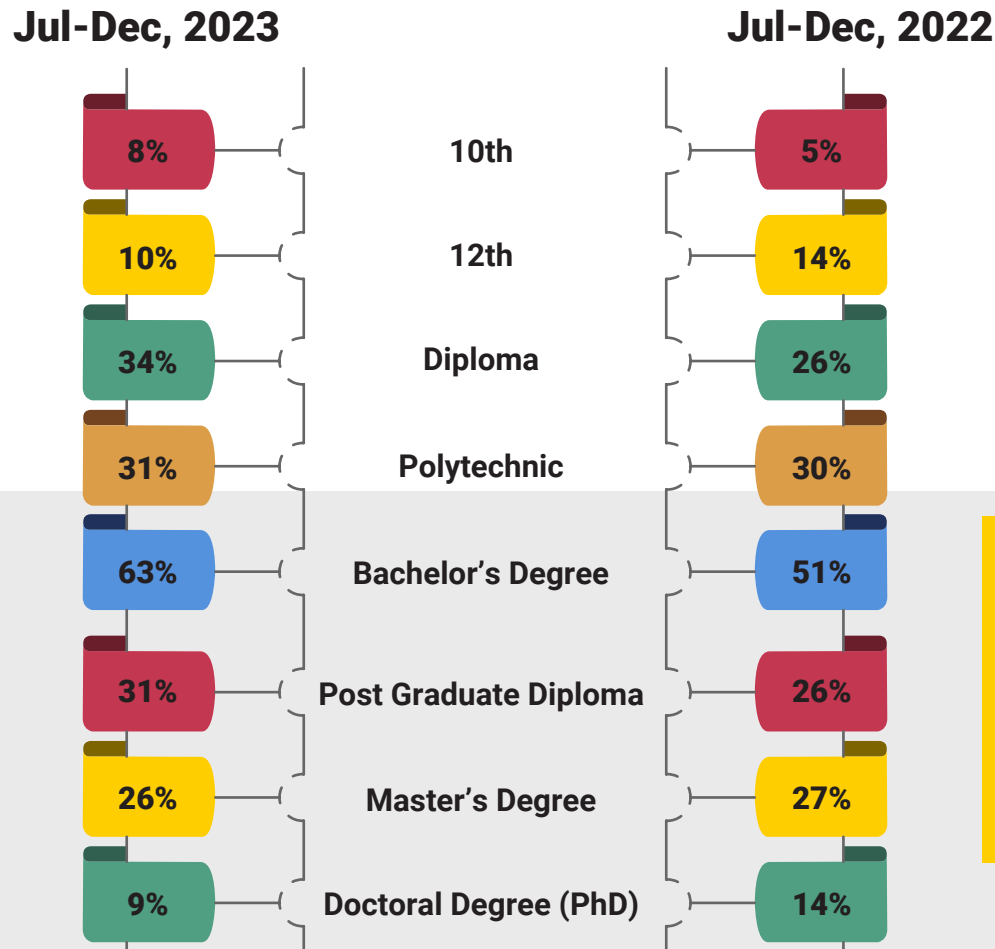


Source: TeamLease employer surveys administered during Apr and May, 2023

Percentages represent proportion of employers who are intending to hire Freshers. Intent to Hire/Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration.

A Comparison of HY2, Jul-Dec, 2023 with HY2, Jul-Dec, 2022

Across Professions



Percentages represent proportion of employers who are intending to hire Freshers.

Intent to Hire / Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration.



Degree Apprenticeship

Degree apprenticeships are a unique blend of academic learning and practical work experience providing individuals with the opportunity to earn a degree while gaining valuable on-the-job training. Employers are increasingly turning to degree apprenticeships as an innovative talent acquisition strategy. By hiring degree apprentices, companies can address skill-gaps, nurture a skilled workforce, and cultivate a pipeline of talent tailored to their specific industry needs.

This section delves into the transformative role of degree apprenticeships in reshaping India's education and employment landscape. Unfolding the UGC mandate, it enumerates persuasive reasons for corporations to onboard apprentices and for universities to offer degree apprenticeship programs. Drawing upon industry and city-wise data, it indicates an increasing inclination towards apprenticeships across various industries. A comprehensive exploration unfolds the manifold benefits that degree apprenticeships confer upon universities, students, and corporations, with a primary outcome of enhancing youth employability. The amalgamation of academic instruction with practical workplace skills brought about by degree apprenticeships provides a promising solution to India's prevailing skill gap.



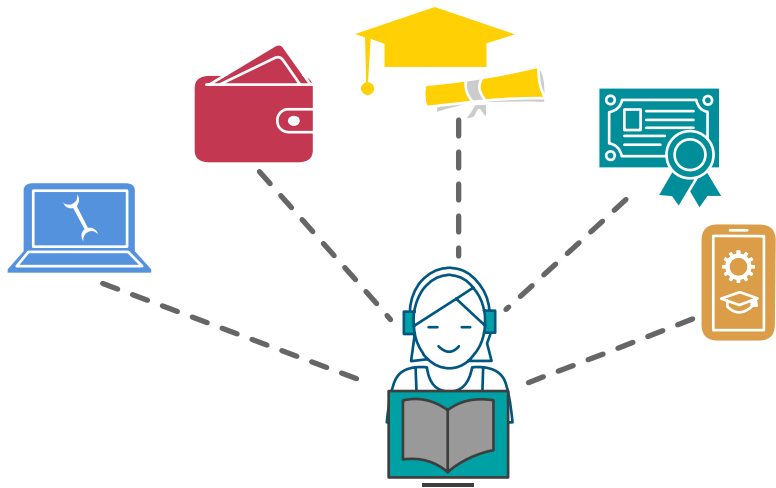
DEGREE APPRENTICESHIPS

**A Transformative Approach to Higher Education
and Employability**

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Degree Apprenticeships

A Transformative Approach to Higher Education and Employability



The next 25 years offer a unique opportunity for India to break ahead in human capital; however, this needed innovation at the intersection of education and employment. Degree Apprenticeship (DA), an innovative, practical, and mutually beneficial program, is poised to rewrite the narrative of graduate employability. These innovative programs embed 5 new design principles–

- ▣ Learning while Earning
- ▣ Learning by Doing
- ▣ Learning with Flexibility
- ▣ Learning with Qualification Modularity
- ▣ Learning with Signalling Value

The UGC Mandate: A Paradigm Shift

The UGC, in its 2020 mandate, unveiled the guidelines for Apprenticeship Embedded Degree Programs. The guidelines encourage universities to integrate industry-validated apprenticeships into their academic degrees. This approach, in essence, marries academic knowledge with practical skills, creating a comprehensive learning experience that fosters holistic development.

Degree Apprenticeships

A Transformative Approach to Higher Education and Employability



Betting on Degree Apprenticeships: Corporates Reap the Benefits

If it's a question of why corporates should jump aboard this ship, the answer is two-fold: improved talent pipeline and reduced training costs. By investing in Degree Apprenticeships, companies get access to a stream of work-ready graduates who have honed their skills under direct industry guidance.

Data from our research demonstrates a mounting surge of companies integrating the Degree Apprenticeship (DA) program into their recruitment strategy. During the past few years, there's been a steady increase in the number of employers willing to engage apprentices. In 2023, for example, the Manufacturing industry demonstrated a noteworthy inclination to recruit apprentices, peaking at 12%. Following them, the Engineering sector followed closely with a 10% intent, and the Power and Energy sector demonstrated a solid 7% intent to hire apprentices.

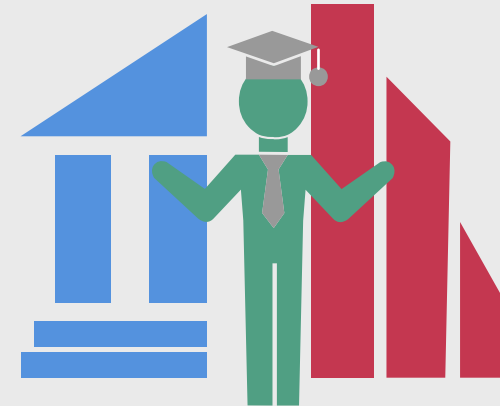
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Universities and Degree Apprenticeships: A Symbiotic Synergy

For universities, launching degree apprenticeship courses yields multiple benefits. Firstly, the promise of industry exposure makes their programs more attractive to potential students, thereby increasing the quality and diversity of applicants.

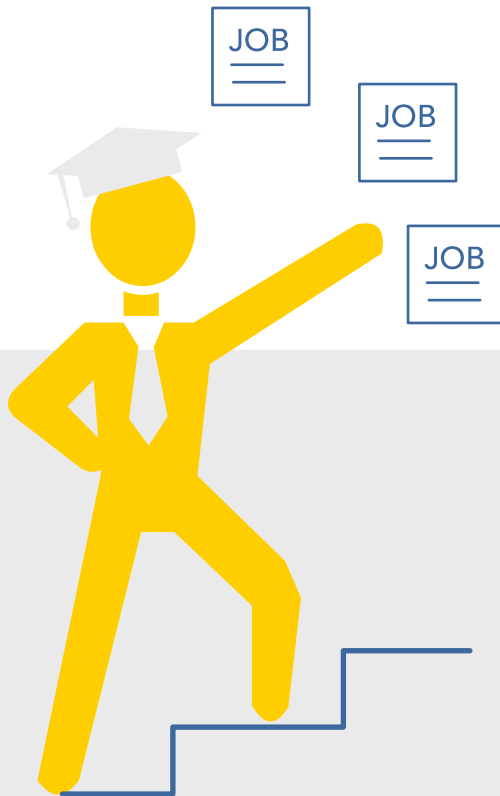
Secondly, it fosters a robust connection with industry players, keeping the curriculum updated and aligned with real-world needs - a substantial leap towards shaking off the criticism of being 'detached' from industry requirements.

Moreover, improved graduate employment outcomes enhance the institution's reputation, attracting more students, improving rankings, and consequently drawing more funding.



Degree Apprenticeships

A Transformative Approach to Higher Education and Employability



The Power of Degree Apprenticeships: A Promising Route to Higher Employability

There's an undeniable nexus between Degree Apprenticeships and increased employability. These innovative programs have been designed to alleviate the chronic 'skill mismatch' issue that has long plagued the academic and professional world.

By blending industrial skills within the academic curriculum, Degree Apprenticeships serve to mould not just degree holders but industry-ready professionals armed with the competencies that today's job market yearns for. The direct consequence of this blend of academic learning and professional skill development is a graduate cohort that is not just employable but holds a competitive edge in the job market.

The Degree Apprenticeship program doesn't merely yield individuals equipped for the workforce; it actively addresses larger socio-economic issues. It effectively curbs graduate unemployment, spurring economic growth and facilitating social mobility. Despite its appeal to all types of students, Degree Apprenticeships have a profound impact on those from disadvantaged backgrounds, affording them increased opportunities and fostering greater diversity within the workforce. In the grand scheme of things, Degree Apprenticeships play a vital role in shaping a competent workforce, thereby driving socio-economic growth and ensuring a brighter future for the students they serve. The undeniable allure of these programs lies in their unique structure, which aligns education with industry requirements, making them a powerful catalyst for higher employability.



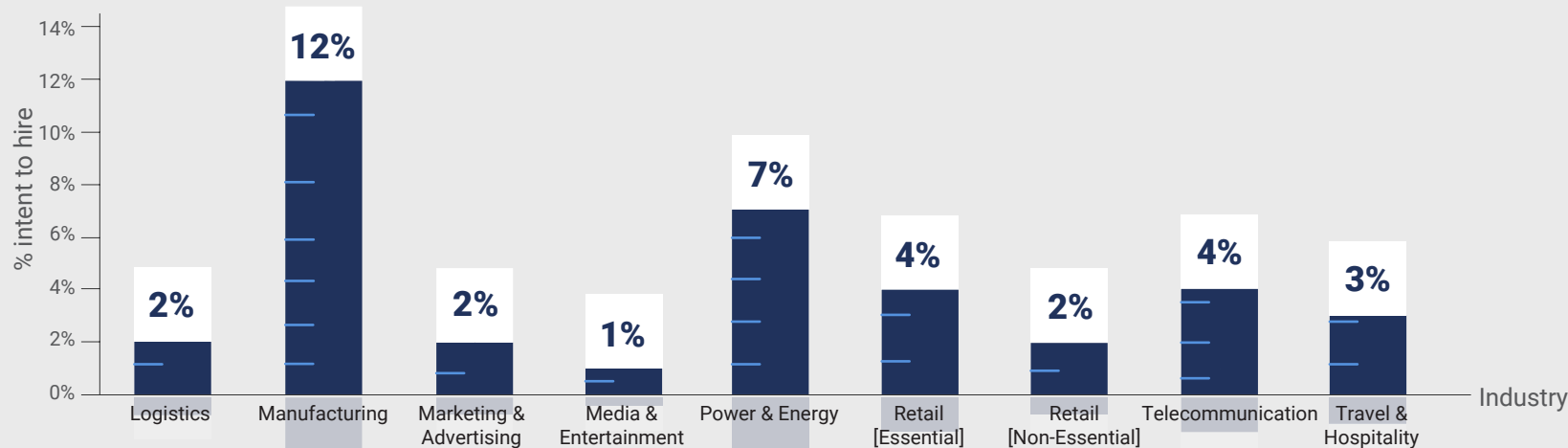
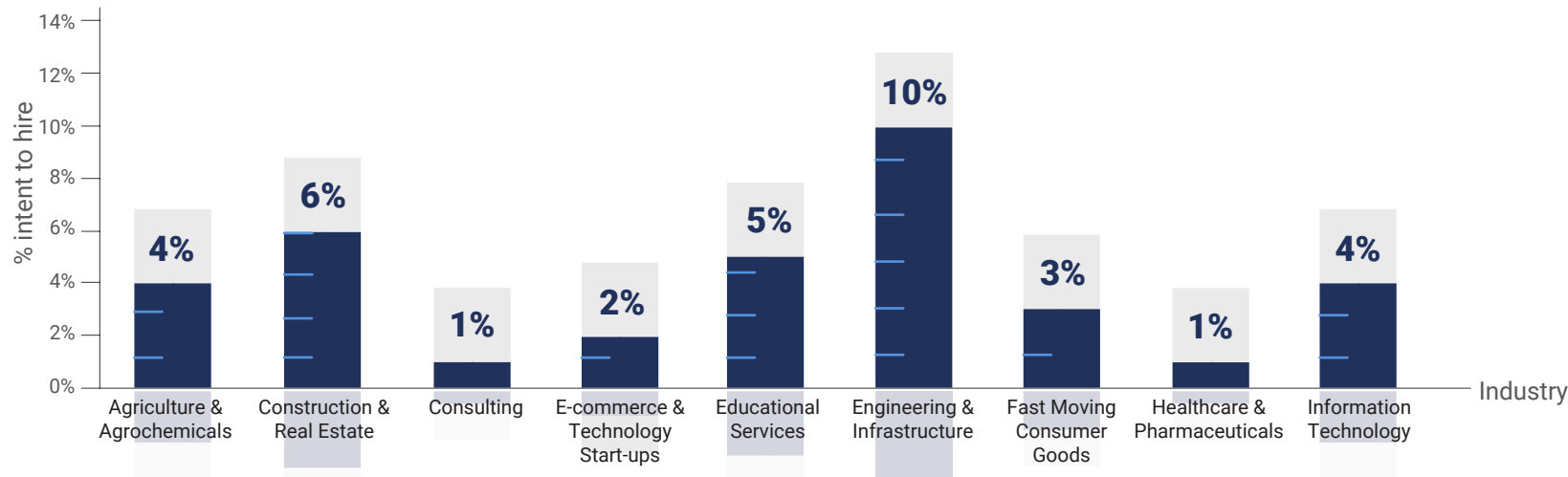
DEGREE APPRENTICESHIP HIRING SENTIMENT

By Industry and By City

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Degree Apprentices Hiring Trends

By Industry



The top three industries that intent to hire Degree Apprentices in the current HY [July-December, 2023] include Manufacturing [12%], followed by Engineering & Infrastructure [10%] and Power & Energy [7%].

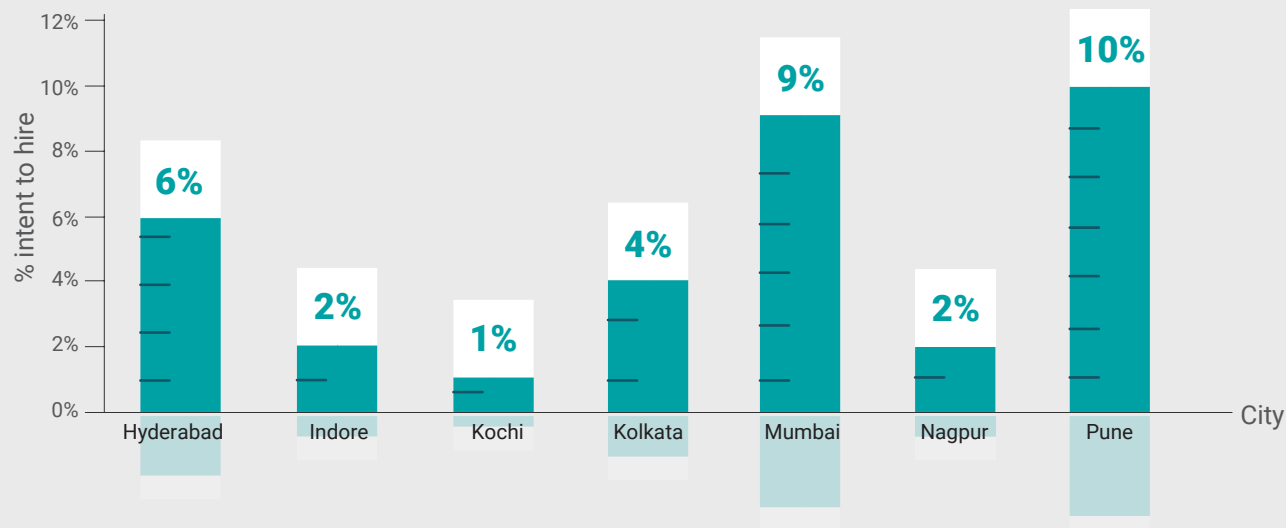
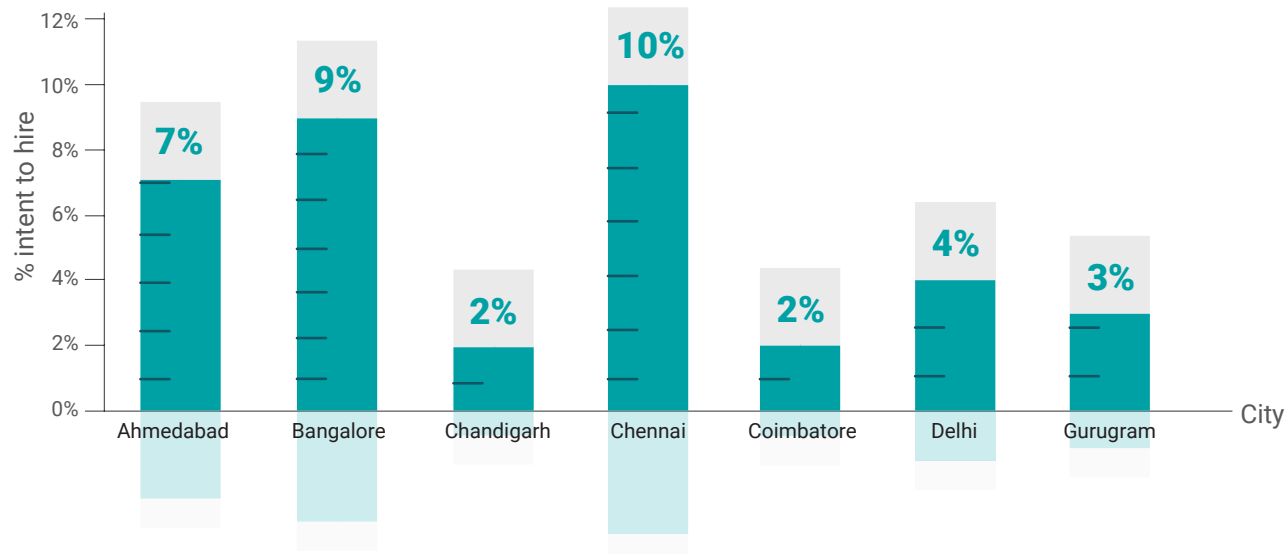
48

Note: Hiring period – July-December, 2023

Percentages indicate Intent to Hire
Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to hire Degree Apprentices.

Degree Apprentices Hiring Trends

By City



The top three cities that intent to hire Degree Apprentices in the current half-year [July-December, 2023] include Chennai & Pune [10%] each followed by Bangalore & Mumbai [9%] each and Ahmedabad [7%].

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Note: Hiring period – July-December, 2023

Percentages indicate Intent to Hire
Percentages are specific to each city, and represent the proportion of employers within each city who intend to hire Degree Apprentices.

Quotes from the Experts

Prof. (Dr.) Karamjeet Singh
Vice Chancellor
Jagat Guru Nanak Dev Punjab State Open University



The findings of TeamLease EdTech's Career Outlook Report are significant for the students, providing a strategic roadmap for their careers. It underscores the skills and job roles in demand, and brings forth key trends in hiring, making it an essential tool for freshers to navigate their career trajectory. Students can tap into this knowledge repository, align their learning with industry demand, and thereby significantly enhance their employability.



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Prof. Rajanish Kamat
Vice Chancellor
Dr. Homi Bhabha State University



These insights shed light on the crucial necessity for universities to realign their curricula with the evolving demands of the industry. Emphasizing skill sets like Business Analytics, Blockchain, and Cloud Computing, alongside nurturing soft skills like Critical Thinking and Active Learning, becomes of utmost importance. By seamlessly integrating these elements into our programs, we can substantially enhance the employability of our students, preparing them for diverse roles such as Robotics Engineer, Business Analyst, Actuarial Associate, Cybersecurity Analyst, and more.





KEY TAKEAWAYS

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Key Takeaways

Demand for newer talent has marginally increased by 3% for the current half-year (Jul-Dec, 2023).

Roles such as DevOps Engineer, Chartered Accountant, SEO Analyst, and UX Designer are in high demand across Industries for freshers.

Manufacturing, Engineering & Infrastructure, and Power & Energy are the **top industries** that intend to hire Degree Apprentices for the current half year.



E-commerce, Telecommunication, & Engineering & Infrastructure offer the **most employment opportunities** for freshers among the Industries.

Indian **freshers' job market** has witnessed an increase of 6% in the current HY(Jul-Dec, 2023), when compared to the same period of the last HY (Jul-Dec, 2022).





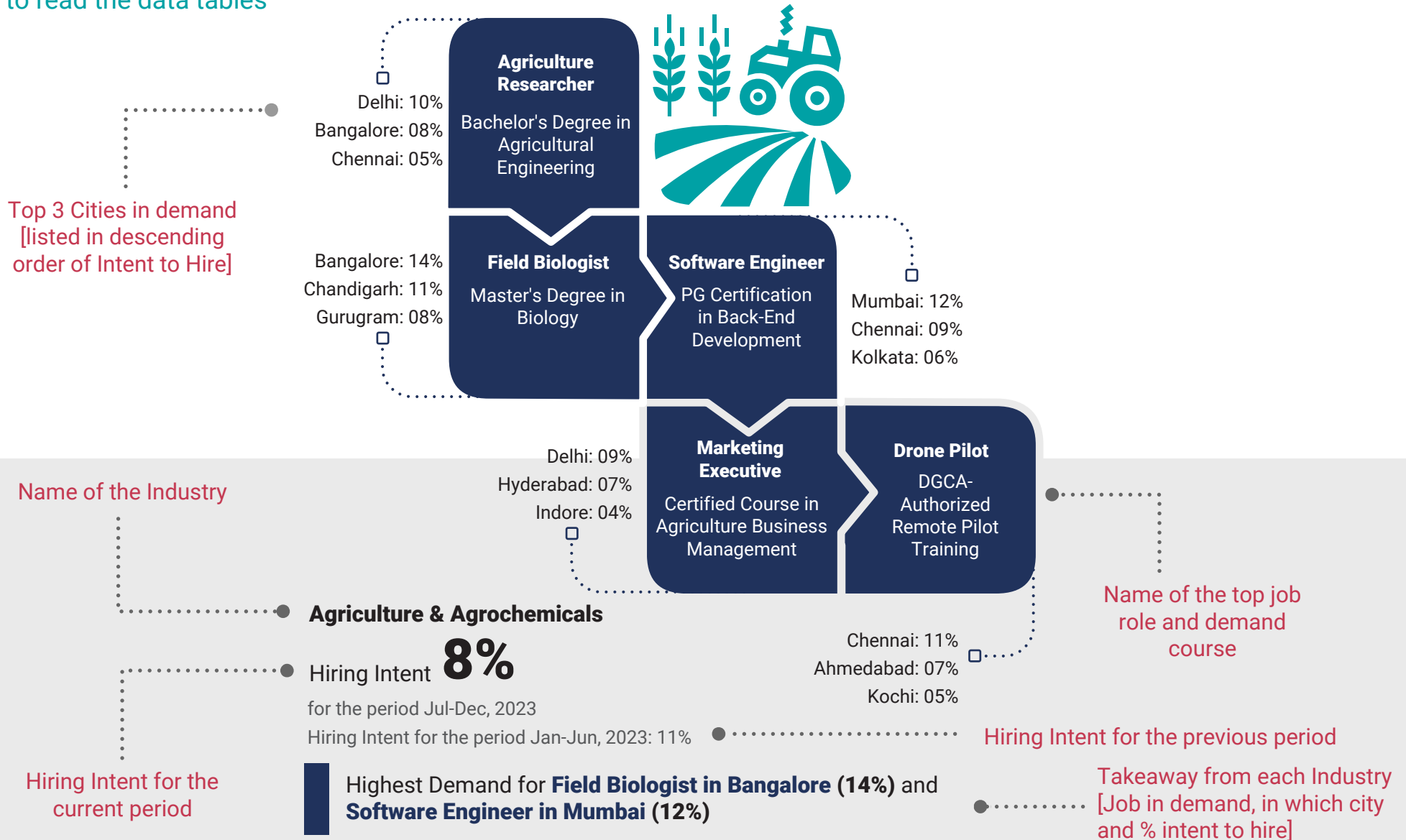
ANNEXURE

**Interpretations,
Sample Design,
Methodology &
Bibliography**

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Interpretations – Industry Trends

How to read the data tables



Sample Design, Methodology & Bibliography

Freshers: Sample Design

Business Size	Small [Up to 249 employees]	Medium [250 – 999 employees]	Large [1,000+ employees]
No. of Businesses	355	233	149

Industries	Manufacturing [Up to 249 employees]	Services [250 – 999 employees]	Technology [1,000+ employees]
No. of Businesses	249	371	117

Methodology



Degree Apprenticeship : Sample Design

The survey covers **313** small, medium, and large companies across the **18** industries across India. The coverage is spread across **14** geographical areas [metros, tier-1, & tier-2] reflecting the hiring sentiment of fresh degree apprentices in India.

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