

# Career Outlook Report

JULY - DECEMBER  
2021



 **TeamLease**<sup>TM</sup>  
EDTECH  
Making India Employable



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# Preface

The world of work has been profoundly affected by the global virus pandemic. In addition to the threat to public health, the consequent economic and social upheaval threatens to disrupt the livelihoods, careers and wellbeing of millions. The student community has been bearing the severest of the brunt of this health crisis. The sudden move to an online mode of teaching with almost no preparation led to a huge learning loss for the students – as per a study by TeamLease Edtech, the learning loss in India is almost twice that of developed nations. Globally, students are anxious and uncertain about what the future holds for them; with campuses shut down and examinations cancelled, the signalling value and credibility of a degree has significantly eroded.

This edition of the Career Outlook Report highlights the intent of various employers, from different industry segments, for hiring freshers in their organisations. The report also highlights the skill-set that the employers are looking for and the courses that can help the job seekers acquire those skillsets. The report shall also be helpful for higher education institutions in carving out their course and program strategy as they hear the voice of the employer.

Aligned to our vision of Making India Employable, TeamLease Edtech has built expertise in helping job seekers acquire new age skills, thereby making them more productive and resilient. In times when skills are as important as degrees, freshers entering the job market will have to ensure that they align their skills to the demands of the job roles. This Career Outlook Report is our endeavour to help fresh job market candidates with a road map to start their careers.

The indefinite and uncertain extension of COVID has made us realise that- we all are in the same storm but certainly not in the same boat; freshers will have to tighten their seat belts and prepare themselves better to improve their chances. While degrees will have their own significance, adding up on relevant and new age skills will define success.

**Shantanu Rooj**  
Founder & CEO  
Teamlease Edtech



# Introduction

In our quest for Making India Employable, we have commissioned the second edition of the Career Outlook Report to track the dynamics of the job market for Freshers. Our endeavour is to track the job market and produce insights that stand first-time jobseekers in good stead in these challenging times. Following the precedent set by the Teamlease Group, we have put data at the forefront as the vehicle that can steer jobseekers through the maze the job market has turned into during the pandemic.

Hiring Intent for Freshers has marginally improved to 17% for the current half year (July–December 2021) – a 2% increase over the February–April 2021 half year. And, for India, this metric is improving at a much faster rate than for the rest of the world. The Hiring Intent across all categories of jobseekers in India – fresh or with experience – has risen to 31% from 27% over the same duration. Given the uncertainties of economic activity across the globe, any amount of progress is good progress. On the flip side, freshers will need to equip themselves with relevant skills to make good the learning loss of the past two years.

This report is intended to guide freshers and provide information on what to expect during the July–December 2021 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 an employability booster 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, they can equip themselves with 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 for 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.



## EXECUTIVE SUMMARY



# Executive Summary

## Hiring Intent for freshers

Employer intent to hire freshers during July-December, 2021:

- 17% of all employers across India intend to hire freshers during July-December, 2021.

## Job roles and skills in demand for freshers

**Top job roles** in demand during July-December, 2021:

- Top job roles freshers can expect to be employed in are: Health Care Assistant, Sales Trainee/Associate, Full Stack Developer, Telemarketing, and Digital Marketing Specialist.

**Key domain skills** in demand during July-December, 2021:

- Top domain skills employers expect freshers to possess are: Data Analytics, Sales/Customer Service, Data Engineering, Python Programming, and Statistics-General.

**Key soft skills** in demand during July-December, 2021:

- Top soft skills employers expect freshers to possess are: Business Communication, Analytical and Critical Thinking, Growth Mindset, Adaptability, and Time Management.

## Popular courses to increase employability

- The most popular courses freshers can undertake to improve their employability: various courses in Programming, Mobile App Development, AI and Data Science, Cyber-Security, Research and Management.

**Hiring Sentiment across Sectors and Cities** (Percentages represent the proportion of employers within the respective sector/city)

The following are the **top 3 sectors** that intend to hire freshers during July-December, 2021

- Information Technology: 31% (proportion of all Information Technology employers)
- Ecommerce & Technology Start-ups: 25% (proportion of all Ecommerce & Technology Start-ups employers)
- Telecommunications: 25% (proportion of all Telecommunications employers)

The following are the **top 3 cities** that intend to hire freshers during July-December, 2021

- Bangalore: 43% (proportion of all employers in Bangalore)
- Mumbai: 31% (proportion of all employers in Mumbai)
- Delhi: 27% (proportion of all employers in Delhi)

# Executive Summary

## Top hiring strategies and practices to navigate during the pandemic

- Preference for futuristic technology skills
- More remote hiring and contractual jobs
- Improved candidate experience
- Increased focus on employee perks

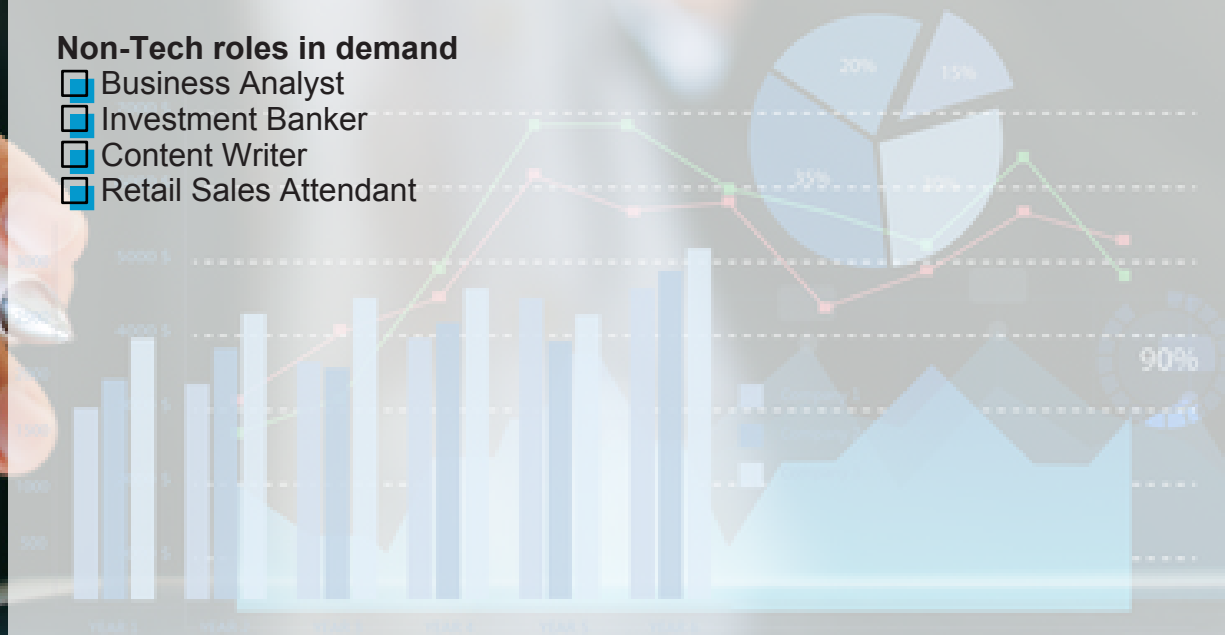
## Job roles with a surge in demand during the pandemic

### Tech roles in demand

- Digital Literacy Expert
- Cloud Computing
- Cybersecurity Analysts
- Mobile Marketeer

### Non-Tech roles in demand

- Business Analyst
- Investment Banker
- Content Writer
- Retail Sales Attendant





## EMPLOYER INTENT TO HIRE FRESHERS

The Indian job market is characterized by severe information asymmetry. Job roles, related skills, courses that help with acquiring these skills, keep changing in a dynamic world. The Career Outlook Report captures and publishes new information that helps fresh candidates understand the functioning of the market, plan their career moves and land fulfilling jobs.

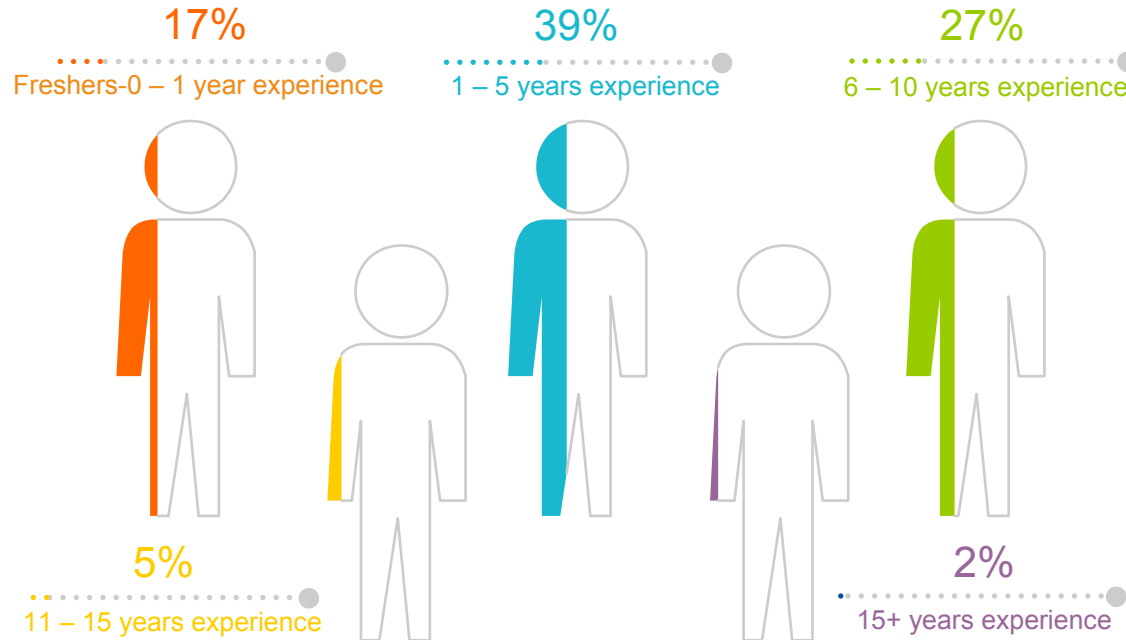
The following summary is a quick peek into all the salient insights that make up this report. The broad picture presented in the summary is then fleshed out in the subsequent sections. The current edition also provides a comparison of trends with the previous edition and aids an understanding of what works and what does not in a job market that is smarting from the effects of the pandemic. We have also provided the major trends in key sectors that are going to drive the growth of these sectors; it is expected that these major trends shall also impact the freshers hiring for these sectors.

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SPEAK

COVID changed the landscape of higher education, and this surely indicates the need to indulge into a culture of lifelong learning. Students will have to keep learning new skills to stay relevant today and tomorrow.

**Prof. K.R.S. Sambasiva Rao VC,  
Mizoram University**

## Overview of Hiring Intent in India

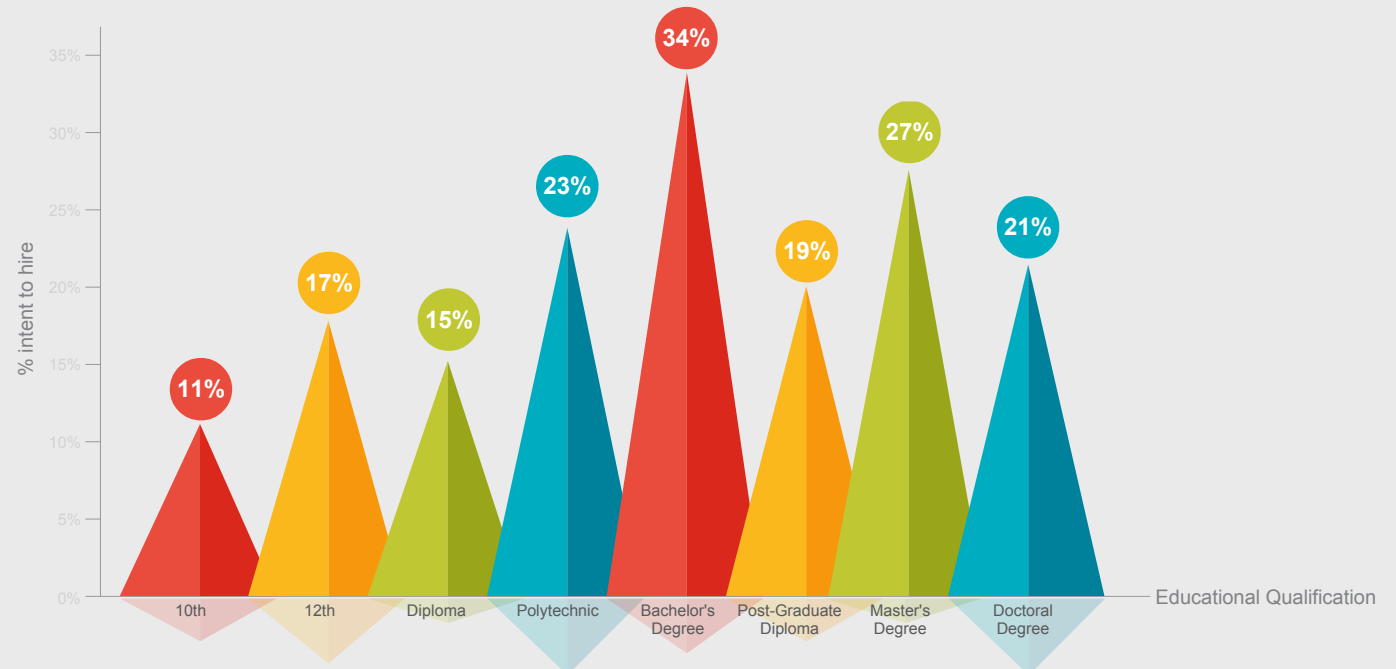


## Overall intent to hire: 31%

The intent to hire for the current HY [July–December, 2021] sees a **2%** increase to **17%** from the level seen in February–April, 2021 .

The overall intent to hire (averaged across all categories put together) is **31%** .

Percentages represent proportion of employers who are intending to hire from each of the five work experience categories. Respondents may have indicated intent to hire from multiple 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.

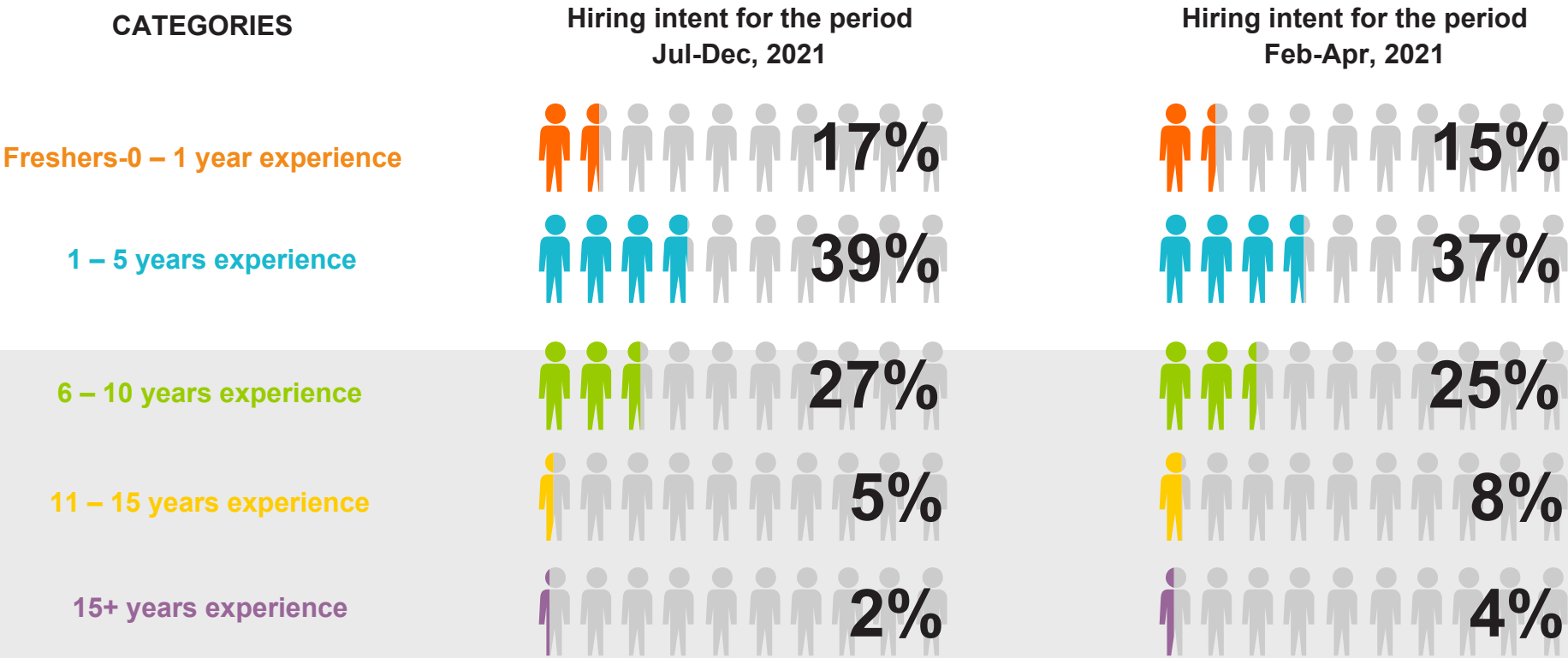


Source : Deduced from the Teamlease Employment Outlook Report and Employers' hiring preference across India in 2021, by work experience , December 2021, Statista



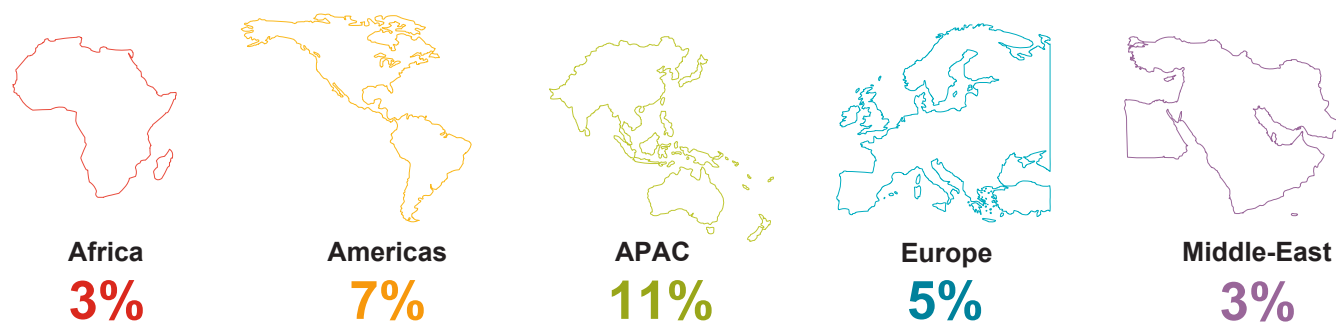
# Overview of Hiring Intent in India [CY2, 2021]

A Comparison with CY1 Feb 2021 – Apr 2021 – across all categories



Source: Teamlease employer surveys administered during April and May, 2021

## Overview of the Global Hiring Intent

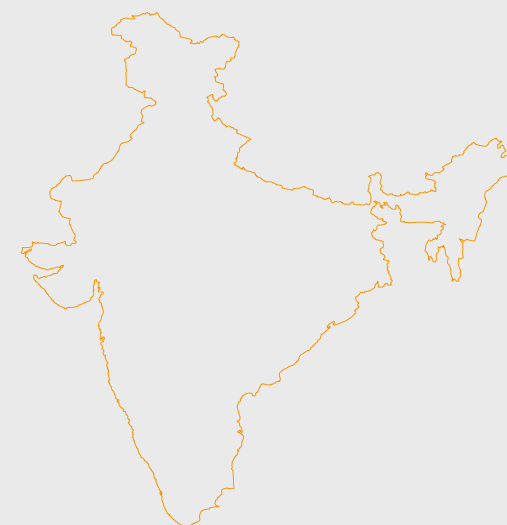


## Global intent to hire Freshers: 6%

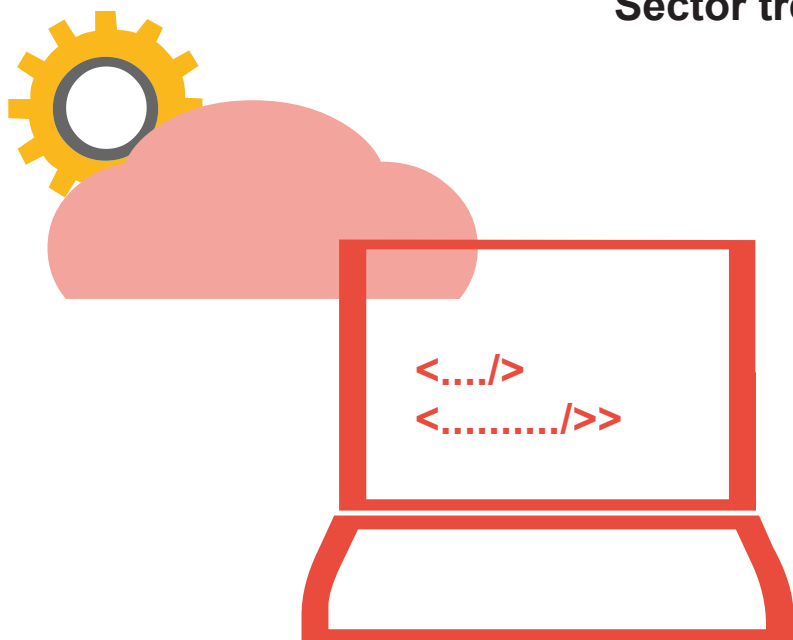
India outperforms all geographic regions across the world by a significant margin for the current HY [July–December 2021]. The rest of the world is only now coming to grips with reviving job markets and, in general, has a rather dismal view of hiring first-time jobseekers.

Percentages represent proportion of employers who intend to hire from each of the five work experience categories. Respondents may have indicated intent to hire from multiple 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.



**India**  
**17%**



## Sector trends driving growth and jobs

### Information Technology

The IT industry accounted for **8% of India's GDP** in 2020. Exports from the Indian IT industry are expected to increase by **1.9%** to touch **US\$ 150 billion** in FY21.

The IT & BPM industry's revenue is estimated at **~US\$ 194 billion** in FY21, an increase of **2.3%** YoY. The domestic revenue of the IT industry is estimated at **US\$ 45 billion** and export revenue is estimated at **US\$ 150 billion** in FY21.

A substantial increase in AI by Indian firms can result in a **2.5%** increase in India's Gross Domestic Product (GDP) in the immediate term

Indian IT spending to increase by **2.3%** in 2021 to reach a revenue of **US\$ 194 billion**, despite a decline in global tech spending

The sector will hire nearly **100,000 Freshers** this year to meet rising demand arising out of robust deal pipelines.

### Power & Energy

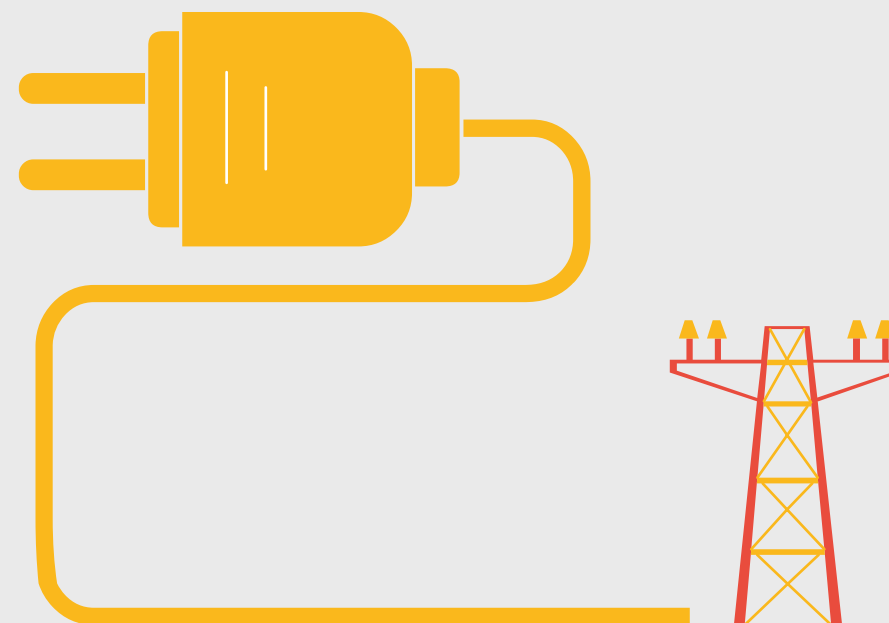
Under the Union Budget 2021-22, the government allocated **INR 305,984 crore** for a revamped, reforms-based and result linked new power distribution sector scheme.

It will attract investment of more than **INR 60,000 crore**, generate employment of **45,000 jobs** which must translate into substantial proportion of Freshers jobs given the relatively high intent to hire for the sector.

Capital infusion will also enable SECI to set up innovative projects of with an investment of around **INR 17000 Cr.**

100% FDI in upstream and private sector refining projects

The Oil & Gas industry is expected to attract **US\$ 25 billion** investment in exploration and production by 2022



## Sector trends driving growth and jobs



### Logistics

Indian logistics market is expected to reach about **USD 255 billion** in 2022, growing at a CAGR of **10.5%**. Several factors such as – improving infrastructure nationwide, opportunities in emerging markets and channel alliances, urbanisation, faster adoption of newer technologies and digitalization, increased consumer preference

Total **500,000** gig workers are expected to be employed (2021) by the sector to keep the stride growing in online retail

The demand for today and the future is integrated end-to-end Logistics solutions – a relatively new technology that is set to increase demand for Freshers.

Strong growth supported by government reforms, transportation sector development plans, growing retail sales and the E-commerce sector are likely to be the key drivers of the logistics industry in India in 2021.

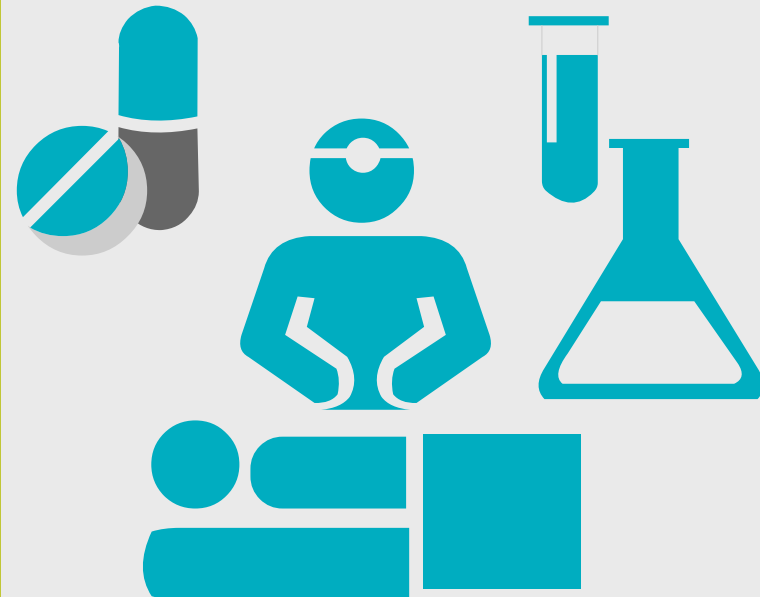
### Healthcare & Pharmaceuticals

The healthcare market can increase three-fold to **US\$ 133.44 billion** by 2022. In Budget 2021, India's public expenditure on healthcare stood at **1.2%** as a percentage of the GDP.

Government has planned an **INR 50,000 crore** programme to boost health infrastructure. The program would enable firms to leverage this fund to expand hospital capacity or medical supplies.

In the Union Budget 2021, investment in health infrastructure expanded **137% YoY**; the total health sector allocation for FY22 stood at **US\$ 30.70 billion**.

The hospital segment, expanding private players in Tier-II & III cities, beyond metro cities, offers an attractive investment opportunity which may bring huge opportunities to Freshers considering the volume of investment.





## Sector trends driving growth and jobs



### E-commerce

India's e-commerce market is growing at YoY rate of **5%** with estimated revenue of **US\$ 56.6 billion** in FY 2021.

The retail E-commerce market in India would continue to clock an impressive growth rate of above **20%** in the coming years.

India, with an estimated **27%** YoY sales growth, is expected to top the chart of the world's fastest growing retail E-commerce markets in 2021.

The sector is expected to add **20 million** new shoppers this year – a **100%** increase on the previous year's statistic.

Deployment of capital is getting broader, larger companies are being created across most sub-sectors. Growing list of young start-ups also attracting investments.

### Retail

The Indian retail industry, which is presently growing at **10%**, is expected to almost double to **INR 85 lakh crore** by 2021.

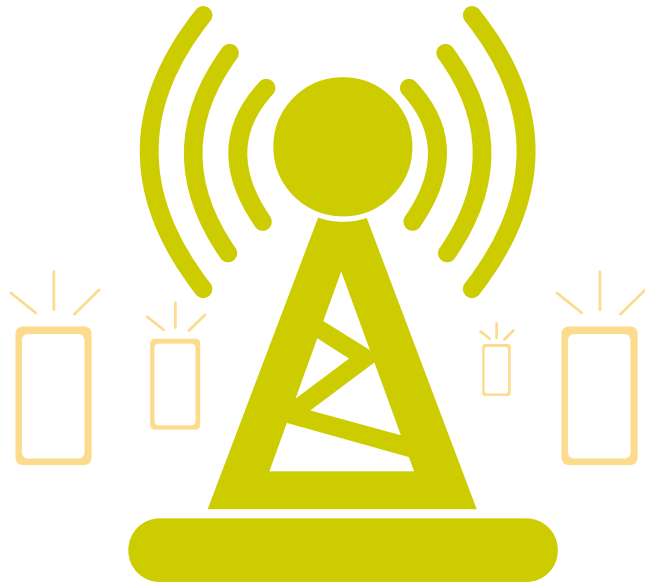
The share of the organized retail market is projected to increase to **22-25%** by 2021. The organized retail market, therefore, has the potential to touch a size of approximately **US\$ 140-160 billion**.

The online retail market is expected to see its biggest year-on-year growth till date, as the sector looks to clock almost **US\$ 55 billion** in sales in 2021

Investment will be more in their supply and distribution networks to ensure seamless functioning. Additionally, quick order delivery, logistics, and inventory management will also witness increased investments.



## Sector trends driving growth and jobs



### Telecommunication

Telecom is expected to bring in investment of around **US\$ 400.08 million** and generate huge direct and indirect employment.

The **US\$ 1.65 billion** production-linked incentive (PLI) scheme for telecom and networking products

Jobs postings with 5G in the title have doubled between Q4 2020 and Q1 2021, indicating an increase in the demand in 5G domain.

Popular jobs include engineers specializing in networks, IP networking, software, firmware, and automation.

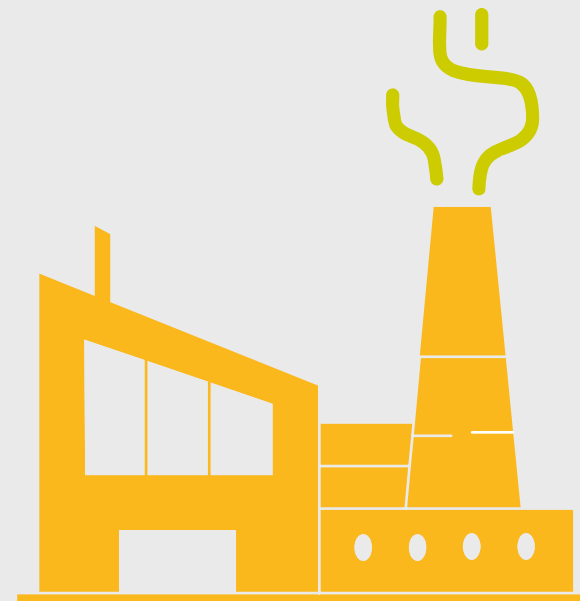
With India taking a leap in 5G technology, employment opportunities in the telecom sector are likely to witness a **20%** increase in the year 2021 and there is a scope of hiring about **4%** more Freshers

### Manufacturing

The government has set the target of around INR **18,000 crore** investment in the electronics manufacturing segment by 2021-22.

The sector made an allocation of **INR 2,631.32 crore** for various schemes to boost electronic manufacturing in the country, including the Production Linked Incentive (PLI) scheme, Modified Special Incentive Package Scheme (MSIPS), Electronics Manufacturing Cluster (EMC) scheme and electronic development fund.

The government has set a target to get capital investment of INR **5,000 crore** from electronics manufacturing companies that have qualified for MSIPS and create employment for **25,000 people** in the next fiscal.



## Sector trends driving growth and jobs



### Fast Moving Consumer Goods

**100%** foreign equity has been approved by the government in single brand retail and **51%** in multi-brand retail.

FMCG sector is expected to grow at a healthy CAGR of **28%**, and the consumer goods segment is estimated to reach a higher price proposition.

Multinational consumer goods companies are looking to expand in the Indian sector with a specific focus on rural consumer needs. These new developments mean substantial number of jobs for Freshers.

The Cloud Kitchen market in India is expected to grow by **15%** over the next few months.

### Construction & Real Estate

The Real Estate industry attracted private equity investments worth **INR 23,946 crore** across 19 deals in Q4 FY21.

The residential sector is expected to grow significantly with the central government planning to build **20 million affordable houses** in urban areas across the country under the PMAY scheme.

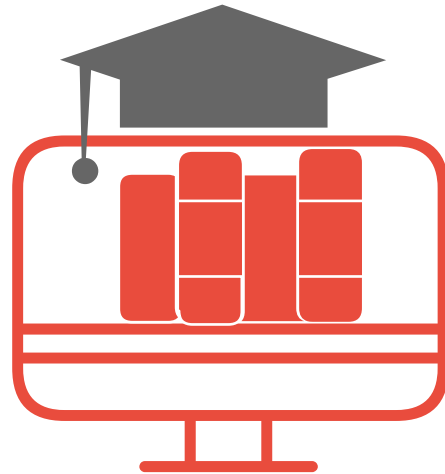
100% FDI under automatic route is permitted in completed projects for operations and management of townships, malls/shopping complexes, and business constructions.

100% FDI is allowed under the automatic route for urban infrastructures such as urban transport, water supply and sewerage and sewage treatment.

Rs. **118,101 crore** has been allocated towards the road transport and highway sector.



## Sector trends driving growth and jobs



### Educational Services

The sector size is expected to reach **US\$ 1.96 billion** by 2021.

Online education market in India is estimated to grow at a CAGR of almost **52%**, to become a **USD 1.96 billion** market in 2021.

INR **54,874 crore** has been allocated for the Department of School Education and Literacy and **INR 38,350 crore** for the Department of Higher Education to boost infrastructure development and technological growth in the sector.

Under the National Education Policy 2021, the government will set up regional, national institutes for virology, greater than **15,000 schools**, **100 new Sainik schools** and **750 Eklavya model residential schools** in tribal areas.

In India, the Edtech market is expected to reach **~US\$ 3.5 billion** by 2022.

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### Engineering

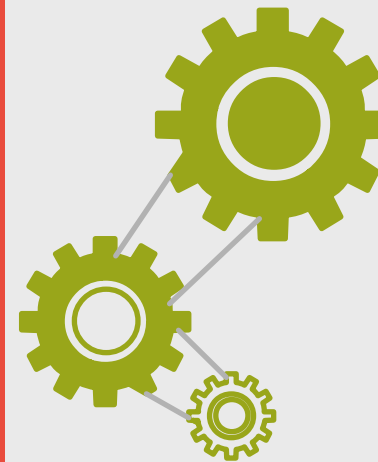
The government plans to allocate **INR 233,083 crore** to give a massive push to the sector and enhance transport infrastructure.

100% FDI is allowed through the automatic route, with major international players looking for growth opportunities to enter the Indian engineering sector.

About **INR 19.5 lakh crore** has been budgeted during FY21 as part of the NIP.

ADB announced a **USD 100 million** funding for the Indian infrastructure sector through the government-promoted NIIF.

Capacity creation in sectors as infrastructure, power, mining, oil and gas, refinery, steel, automotive and consumer durables is driving demand in the engineering sector.





## Insights: Expert/ Academic Leader opinions

### DR. SS Mantha, Chancellor, KL University

- ❑ Skills like critical thinking, cognitive flexibility, problem solving, communications, collaboration, creativity and innovation are necessary
- ❑ Besides domain expertise, digital skills, coding skills in python help.
- ❑ Third party certifications from coursera, edX etc. add value. Internships in domain or related areas are useful for placements.
- ❑ Talking to peers, learning from experts, learning from others experience, reskilling, upskilling are important. However, without subject expertise, any additional skill is futile.

### Prof. K.R.S. Sambasiva Rao VC, Mizoram University

- ❑ COVID changed the landscape of higher education, and this surely indicates the need to indulge into a culture of lifelong learning. Students will have to keep learning new skills to stay relevant today and tomorrow.
- ❑ During these times, students should take up short term courses, and keep enhancing their skills so that the learning loss that has happened shouldn't impact them in the long term.

### Dr Sandeep Shastri, VC , Jagran Lakecity University

- ❑ Life skills are as important as degrees, while students should focus on earning a degree, there should be equal importance given to skill based learning. Adding up on few additional skills will add a lot of weightage to over all development of students. COVID has certainly changed education forever, putting the need to continuous learning on top priority.



## FRESHER HIRING SENTIMENT

### By sector and by city:

With the onset of the pandemic, the employer “Intent to Hire” for fresh jobseekers had diminished to a considerable degree. As this sentiment gradually improves, the Career Outlook Report aims to track the improvement in the sentiment and report the same on an ongoing basis.

The “Intent to Hire” is a critical measure of jobs that are likely to be created for freshers over the six month period in consideration. It represents the probability of employers hiring freshers over these six months. The statistic is reported at the overall (India) level, as well as at the level of different sectors and cities.

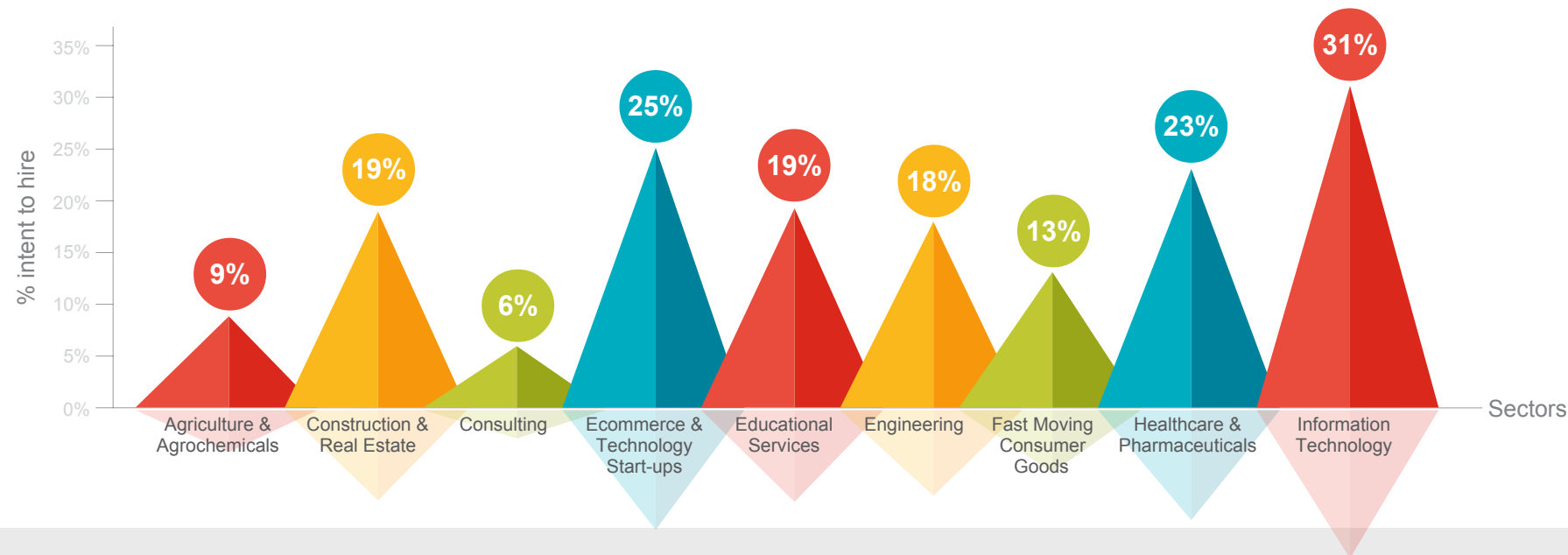
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Besides domain expertise, digital skills, coding skills in python help.

**- DR. SS Mantha, Chancellor, KL University**

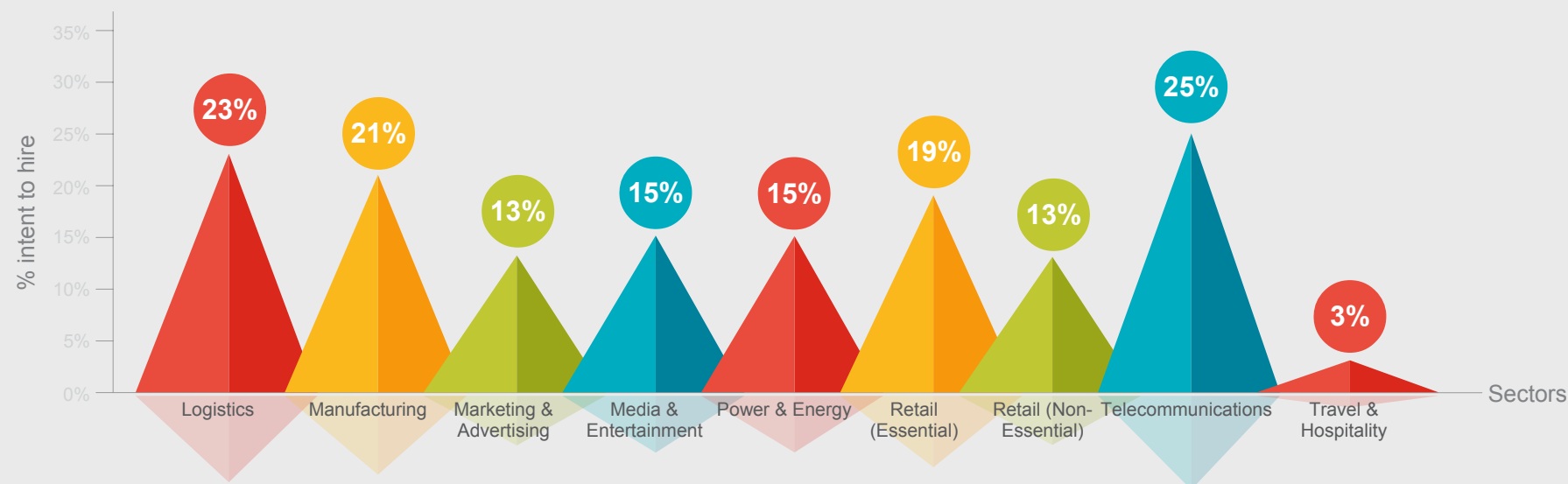
## Fresher hiring sentiment

### Across sectors



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

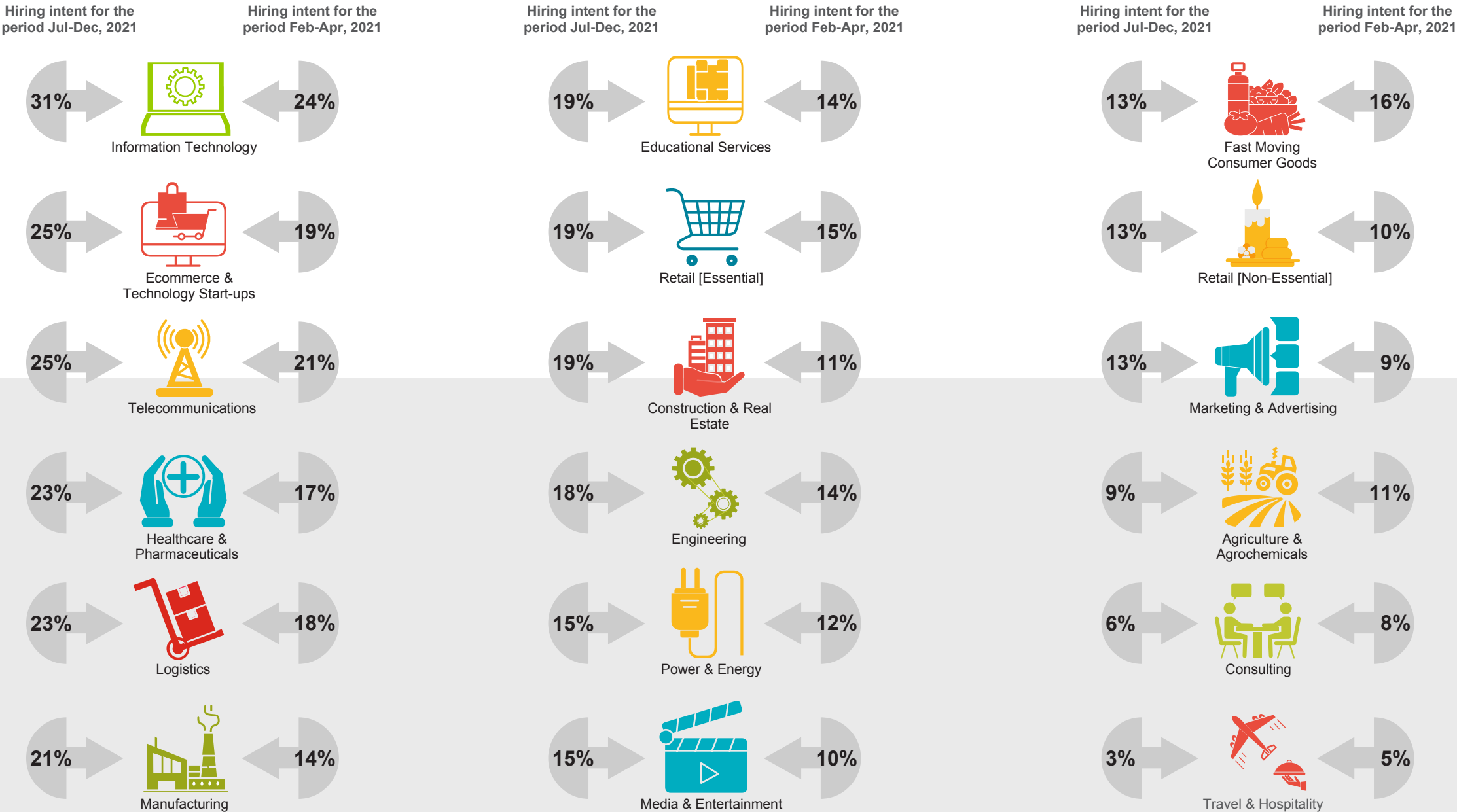
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Information Technology continues to lead the demand for Freshers with a 31% intent to hire, followed by Telecommunication and Ecommerce & Technology start-ups, each with 25% intent to hire in the current HY [July–December 2021].

# Fresher hiring sentiment [CY2, 2021]

## A Comparison with CY1 Feb 2021 – Apr 2021 - Sectors

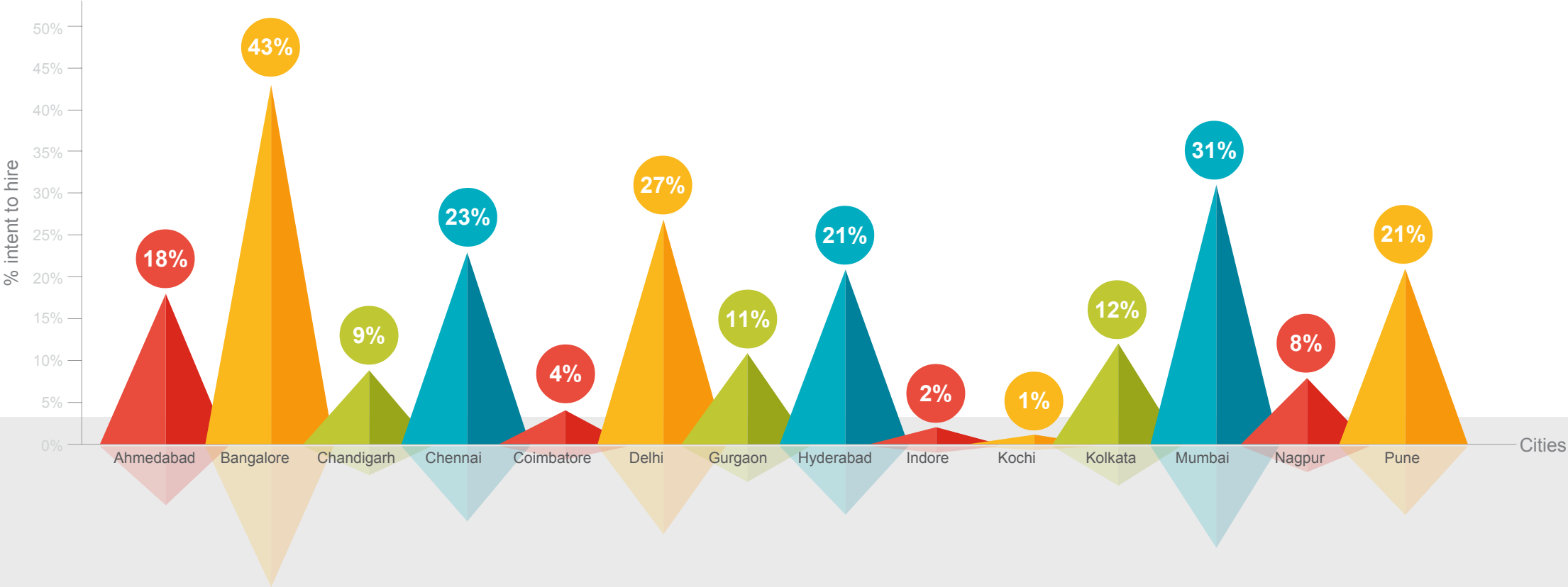


Source: Teamlease employer surveys administered during April and May, 2021

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

# Fresher hiring sentiment

## Across cities



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

Likewise, Bangalore [43%], Mumbai [31%] and Delhi [27%] – in that order – continue to lead all cities on intent to hire during the current quarter [July–December 2021]

Source: Teamlease employer surveys administered during April and May, 2021

Note: Hiring period – Jul-Dec, 2021  
Percentages indicate Intent to Hire

# Fresher hiring sentiment [CY2, 2021]

## A Comparison with CY1 Feb 2021 – Apr 2021 - Cities



Source: Teamlease employer surveys administered during April and May, 2021

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





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Life skills are as important as degrees, while students should focus on earning a degree, there should be equal importance given to skill based learning. Adding up on few additional skills will add a lot of weightage to over all development of students  
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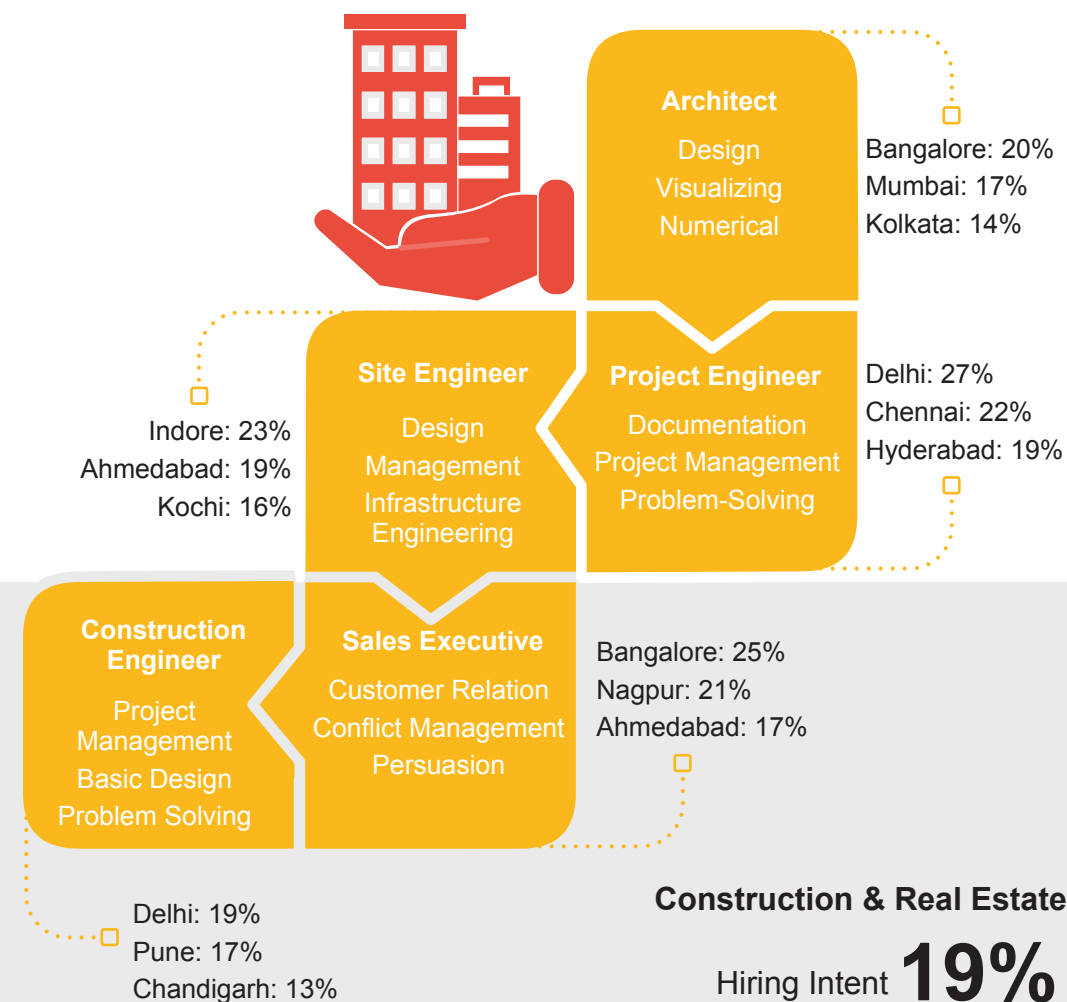
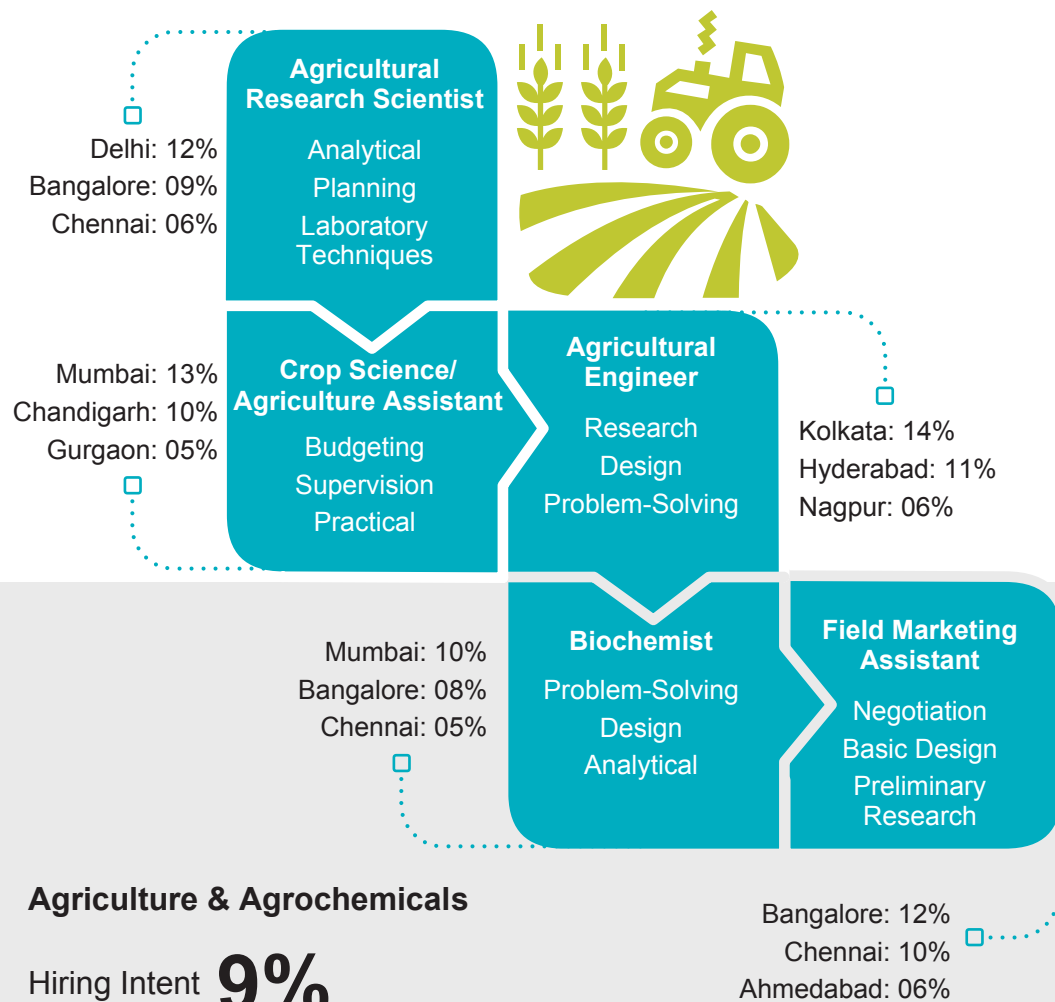
## HIRING TRENDS

### By Top roles, Core skills & Cities across sectors

Job roles in vogue among employers, the skills and courses that these popular job roles demand, how sector and city trends are shaping up during the current half year (July–December 2021) – this section digs deep into the hiring landscape and provides a detailed account of these insights to equip freshers with actionable information about job market demand.

This serves as a ready-reckoner for Freshers of the roles they need to target, check on the skill requirements and see what they possess and what they need to acquire, and which courses help them do so. HEIs can use this data to advise their students and alumni accordingly.

## Hiring Trends - Job roles vs. Cities



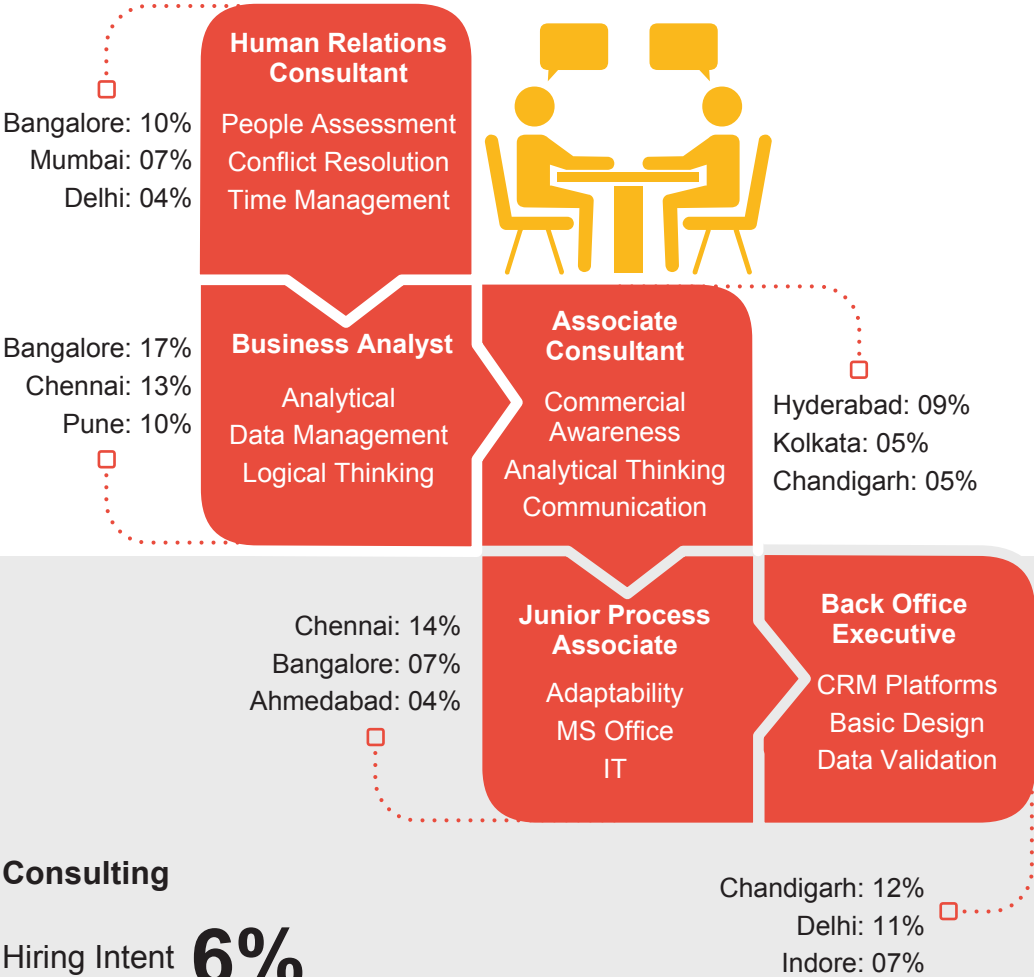
Highest Demand for **Agricultural Engineer in Kolkata (14%)**

Highest Demand for **Project Engineer in Delhi (27%)** and **Sales Executive in Bangalore (25%)**

Source: Teamlease employer surveys administered during April and May, 2021

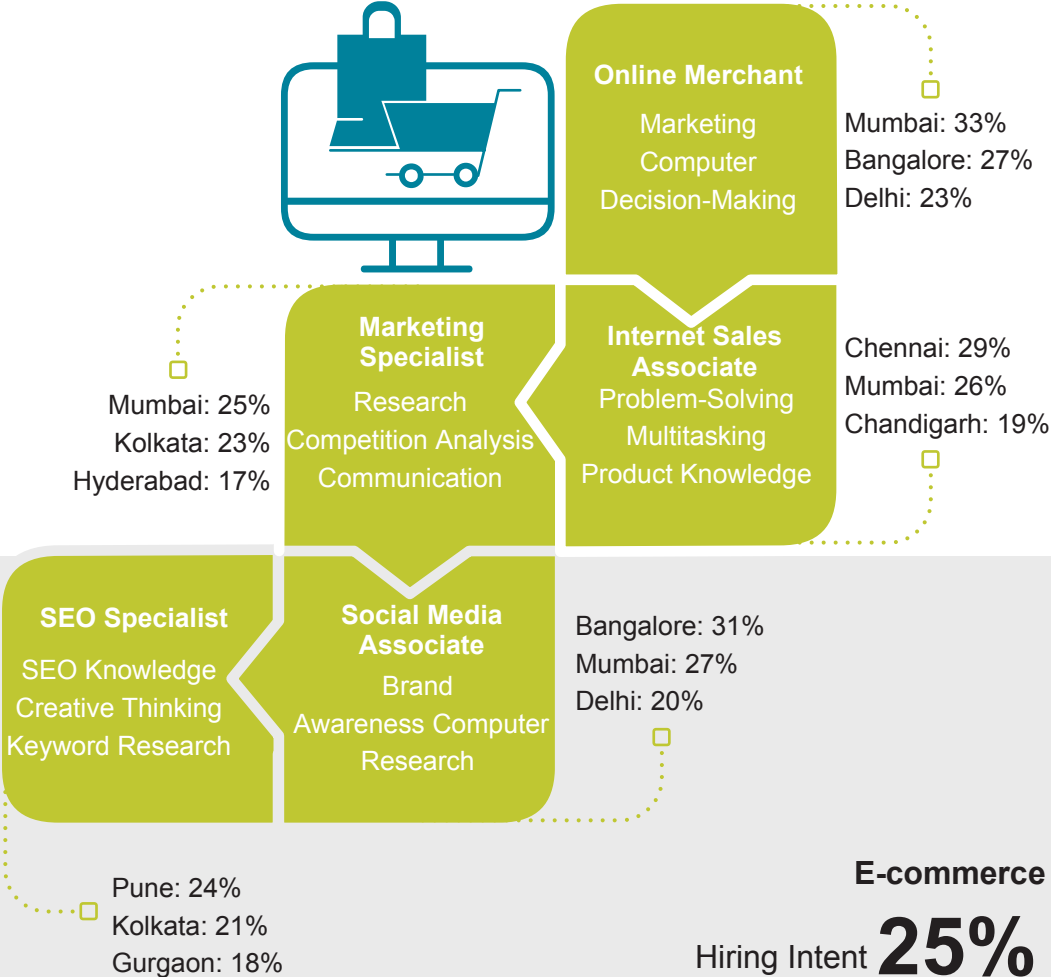
Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire

# Hiring Trends - Job roles vs. Cities



Highest Demand for **Business Analyst in Bangalore (17%)** and **Junior Process Associate in Chennai (14%)**

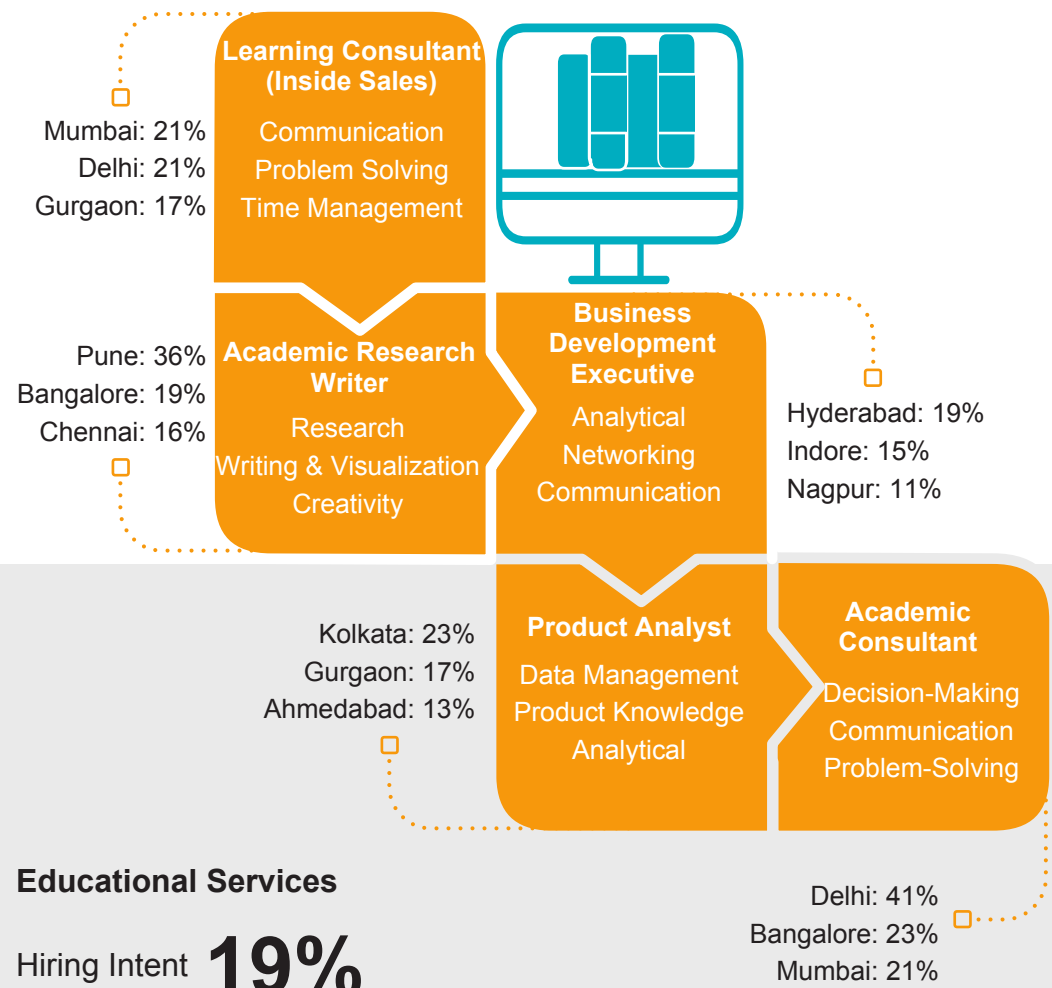
Source: Teamlease employer surveys administered during April and May, 2021



Highest Demand for **Online Merchant in Mumbai (33%)** and **Social Media Associate in Bangalore (31%)**

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



**Educational Services**

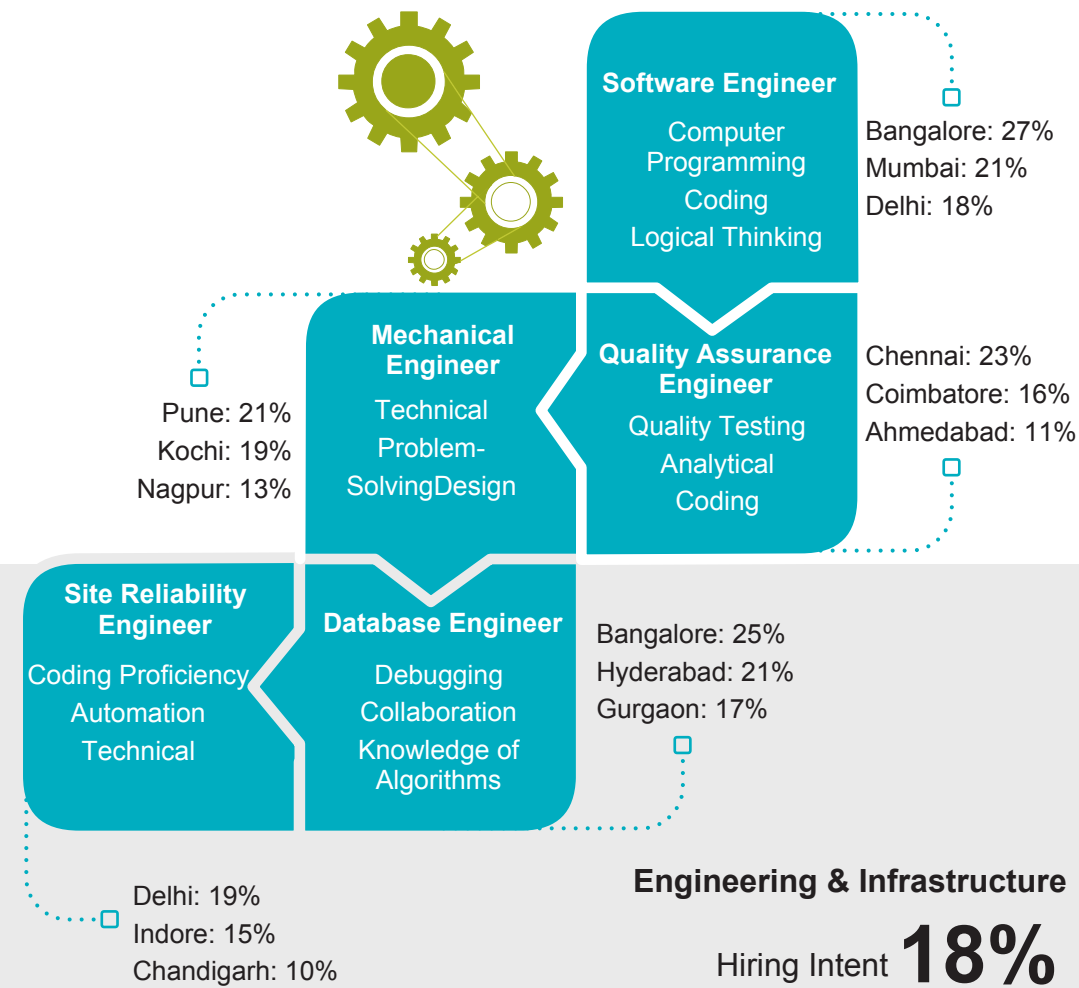
Hiring Intent **19%**

for the period Jul-Dec, 2021

Hiring intent for the period Feb-Apr, 2021: **14%**

Highest Demand for **Academic Consultant in Delhi (41%)** and **Academic Research Writer in Pune (36%)**

Source: Teamlease employer surveys administered during April and May, 2021



**Engineering & Infrastructure**

Hiring Intent **18%**

for the period Jul-Dec, 2021

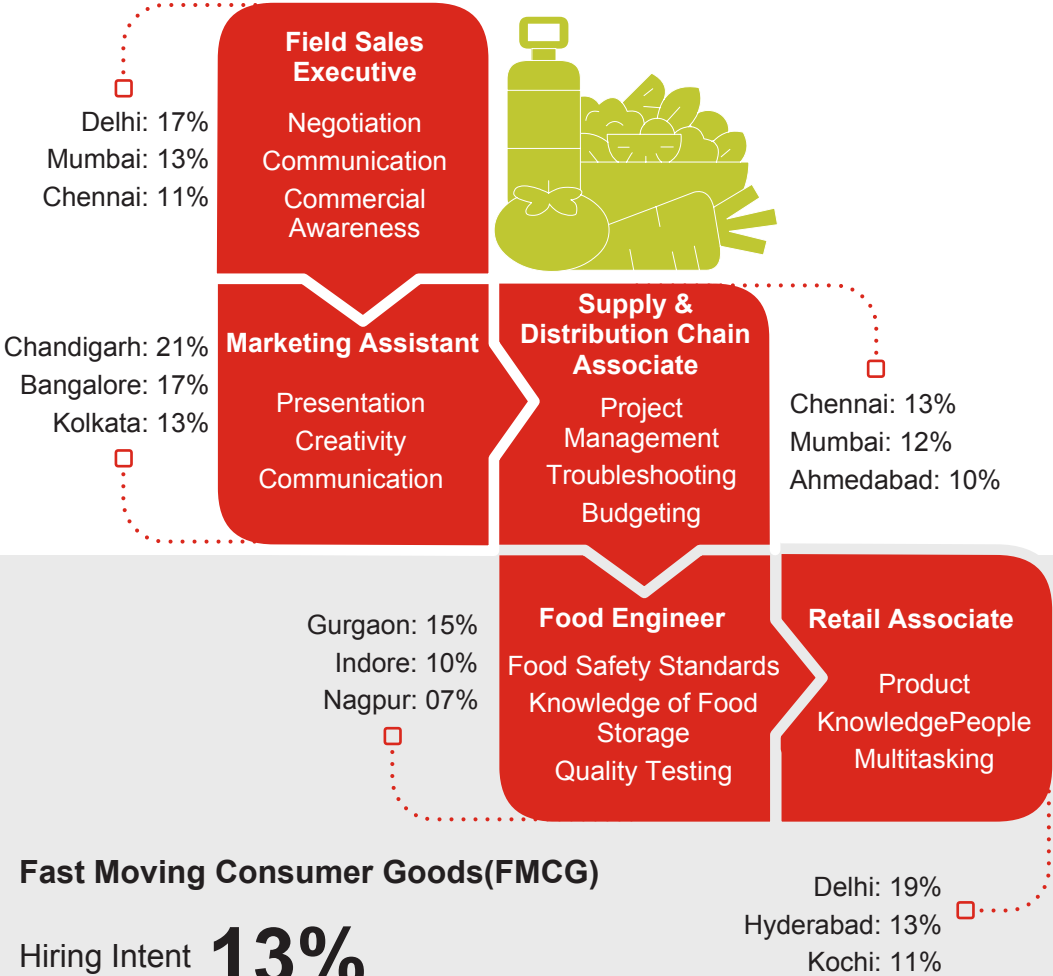
Hiring intent for the period Feb-Apr, 2021: **14%**

Highest Demand for **Software Engineers in Bangalore (27%)** and **Quality Assurance Engineer in Chennai (23%)**

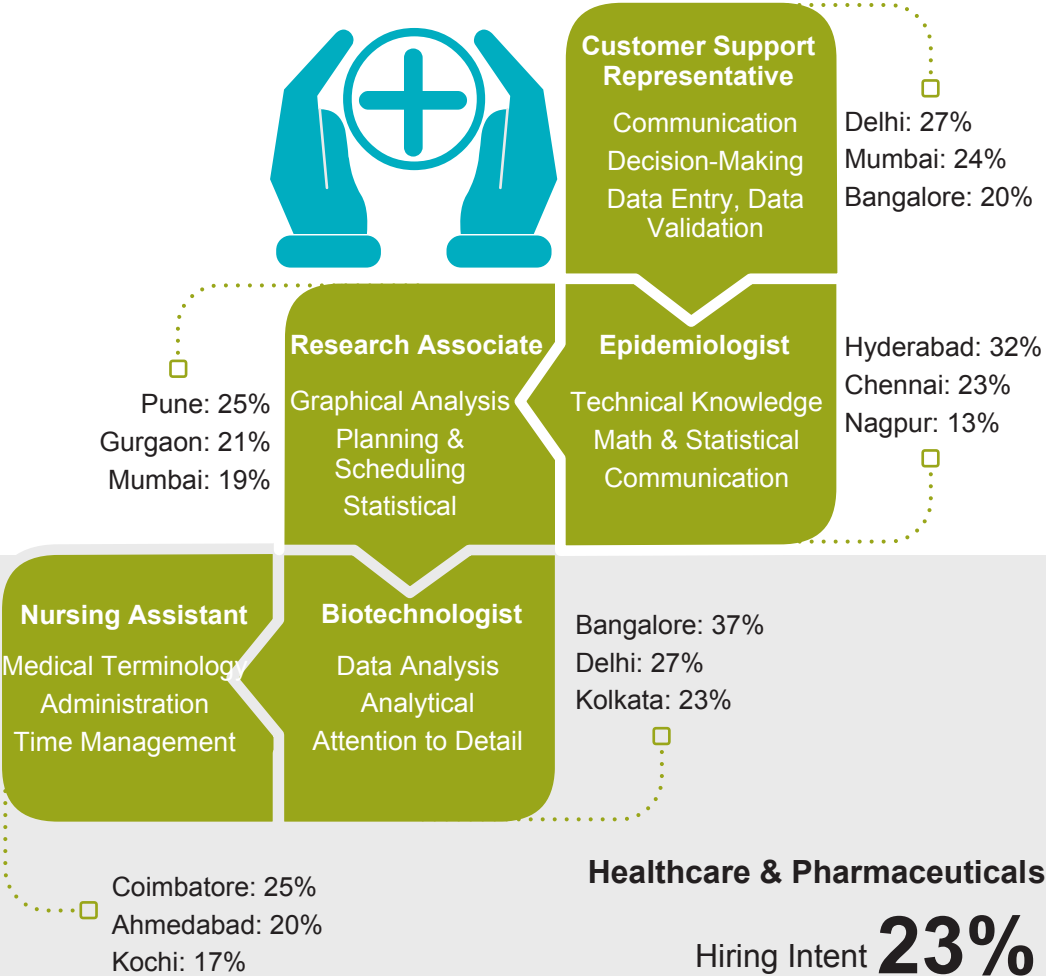
Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire



Hiring Trends - Job roles vs. Cities



Highest Demand for **Marketing Assistant in Chandigarh (21%)** and **Retail Associate in Delhi (19%)**

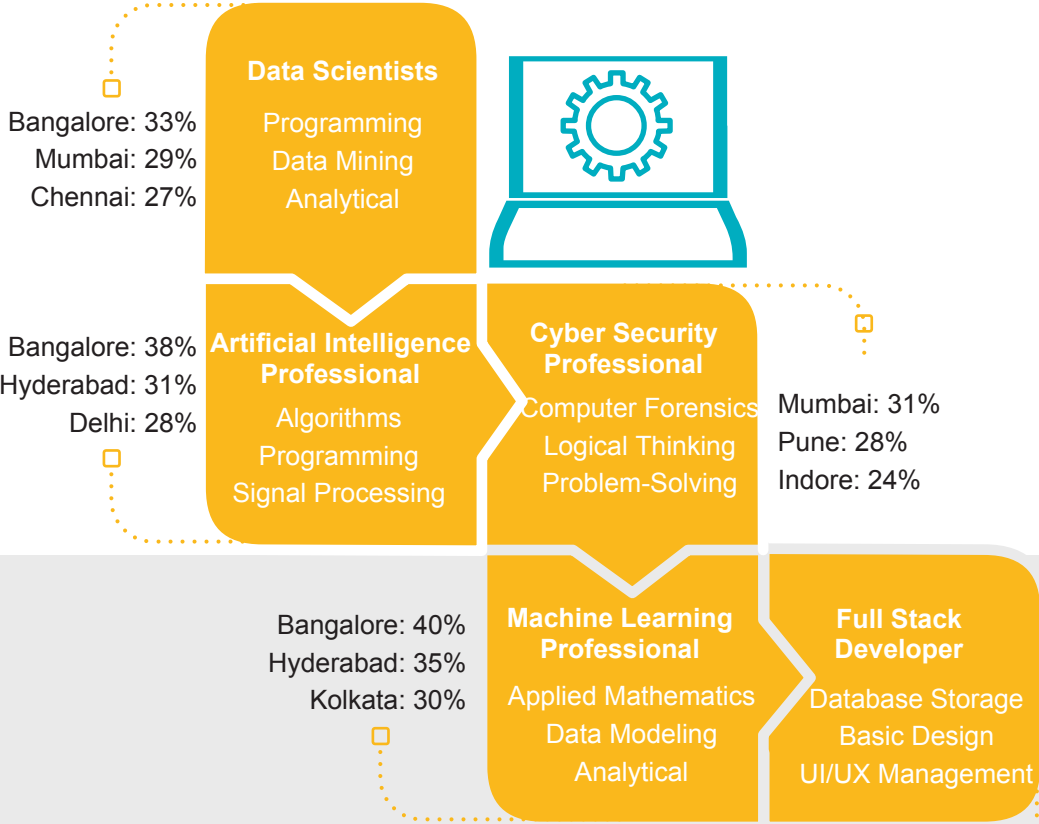


Highest Demand for **Biotechnologist in Bangalore (37%)** and **Epidemiologist in Hyderabad (32%)**

Source: Teamlease employer surveys administered during April and May, 2021

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



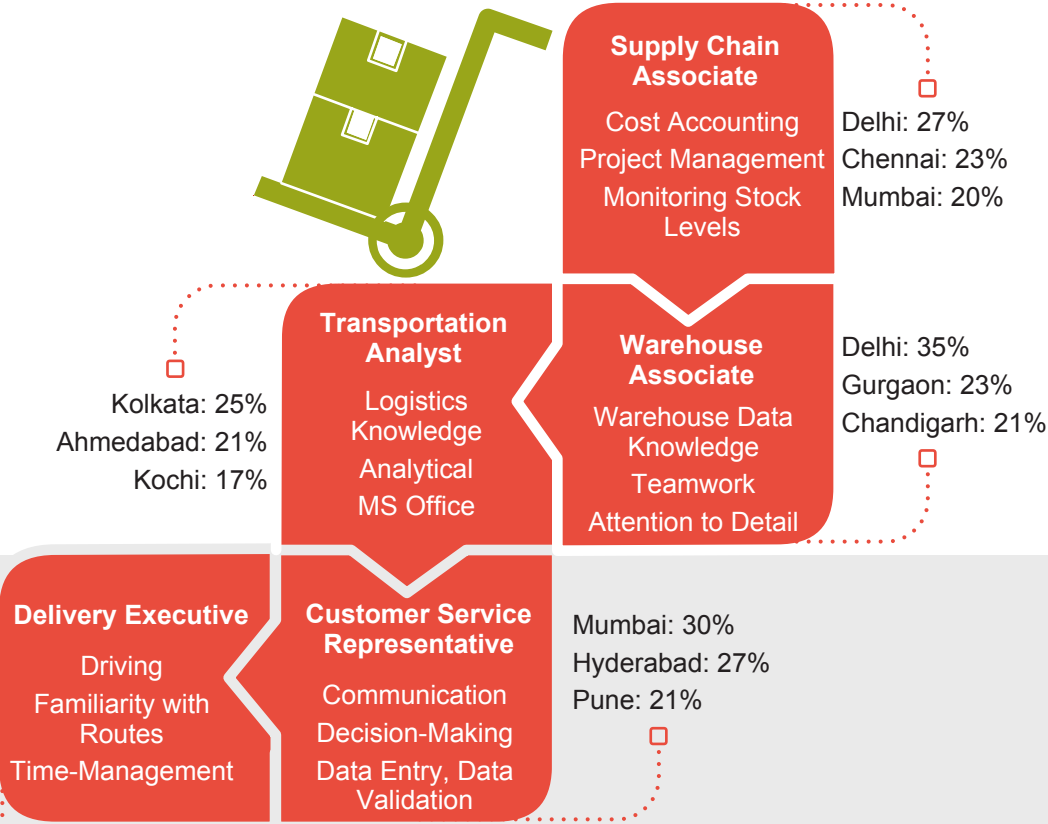
Information Technology

Hiring Intent **31%**

for the period Jul-Dec, 2021

Hiring intent for the period Feb-Apr, 2021: 24%

Highest Demand for **Machine Learning Professional** in **Bangalore** (40%) and **Artificial Intelligence Professional** in **Bangalore** (38%)



Logistics

Hiring Intent **23%**

for the period Jul-Dec, 2021

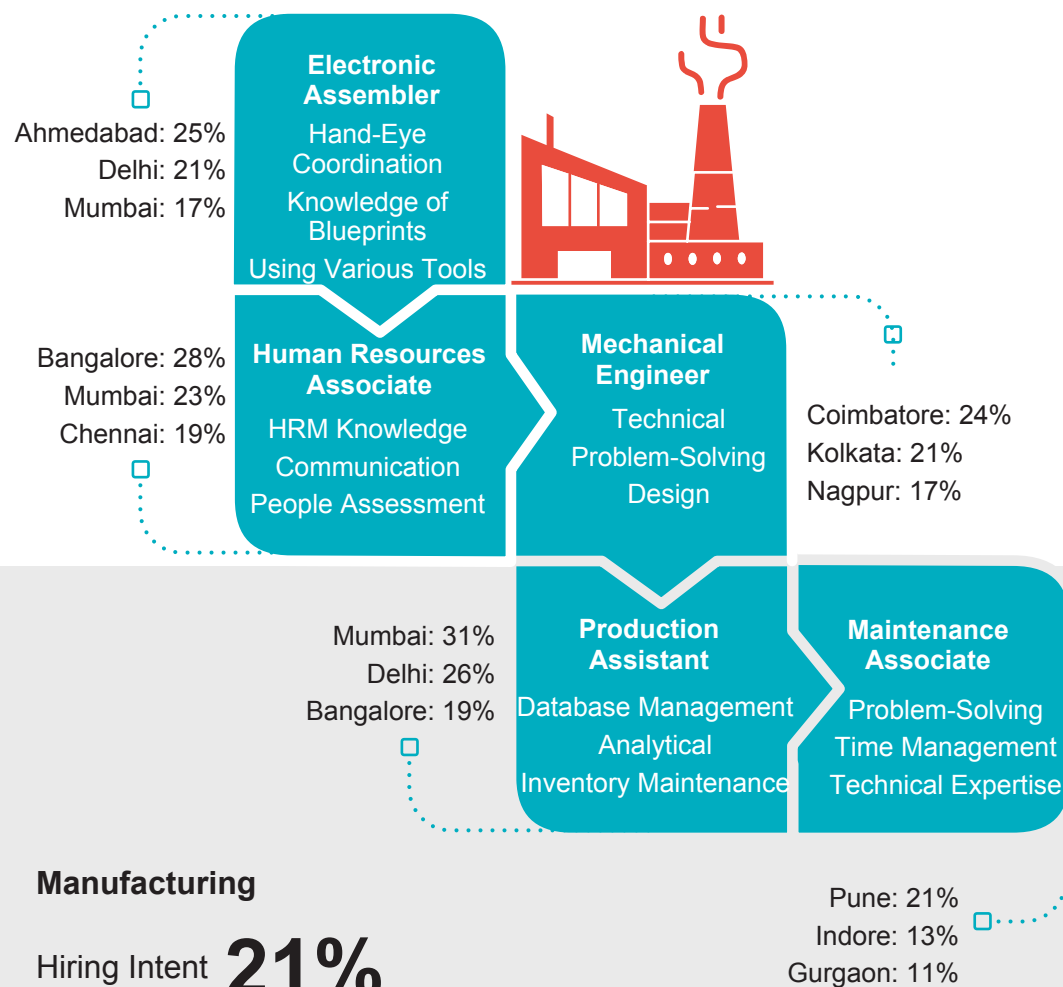
Hiring intent for the period Feb-Apr, 2021: 18%

Highest Demand for **Warehouse Associate** in **Delhi** (35%) and **Customer Service Representative** in **Mumbai** (30%)

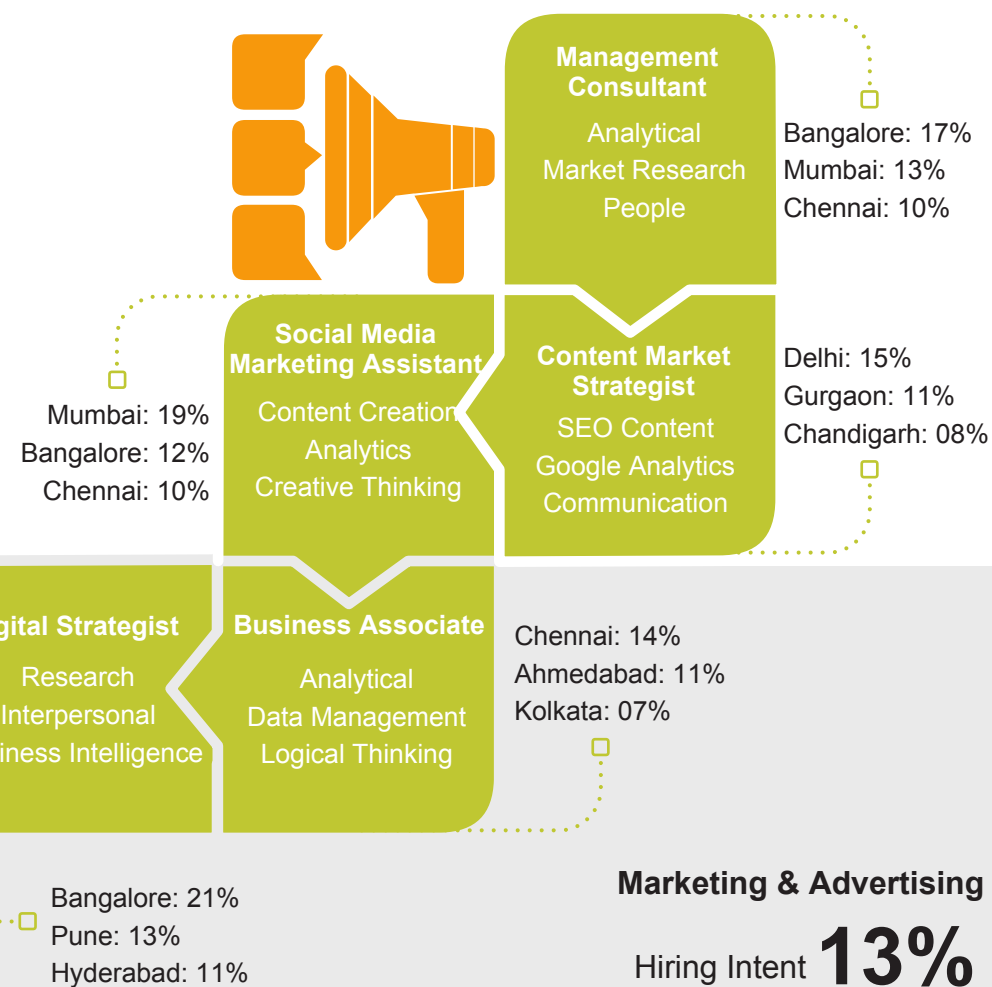
Source: Teamlease employer surveys administered during April and May, 2021

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire

## Hiring Trends - Job roles vs. Cities

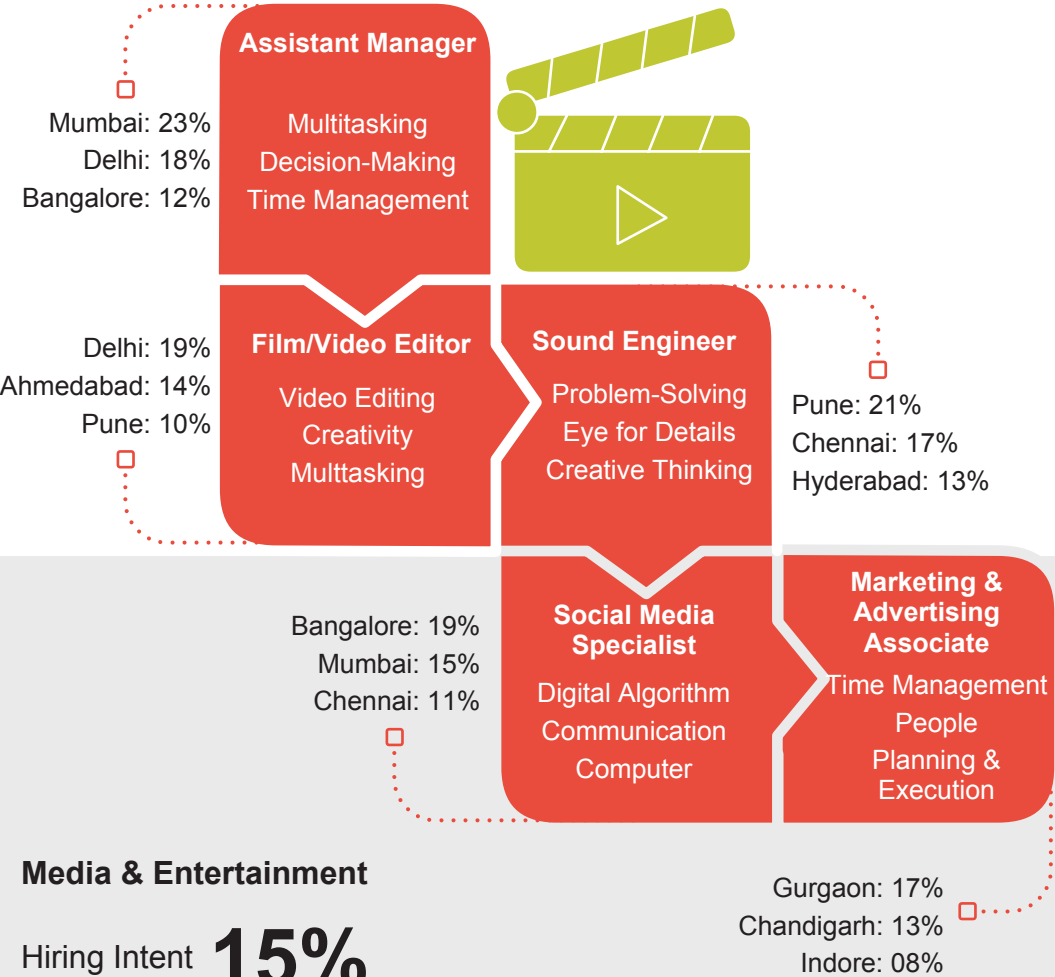


Highest Demand for **Production Assistant in Mumbai (31%)** and **Human Resources Associate in Bangalore (28%)**



Highest Demand for **Digital Strategist in Bangalore (21%)**

Hiring Trends - Job roles vs. Cities



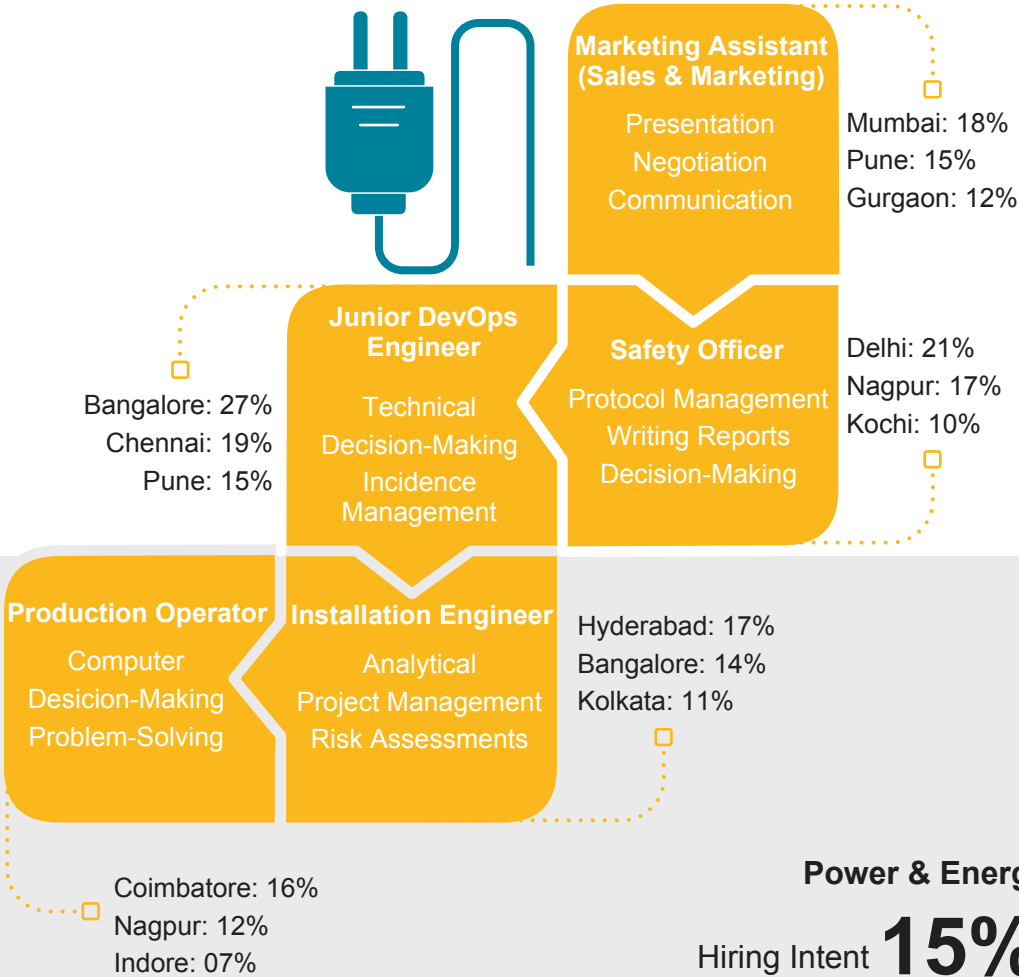
Media & Entertainment

Hiring Intent **15%**

for the period Jul-Dec, 2021

Hiring intent for the period Feb-Apr, 2021: **10%**

Highest Demand for **Assistant Manager in Mumbai (23%)** and **Sound Engineer in Pune (21%)**



Power & Energy

Hiring Intent **15%**

for the period Jul-Dec, 2021

Hiring intent for the period Feb-Apr, 2021: **12%**

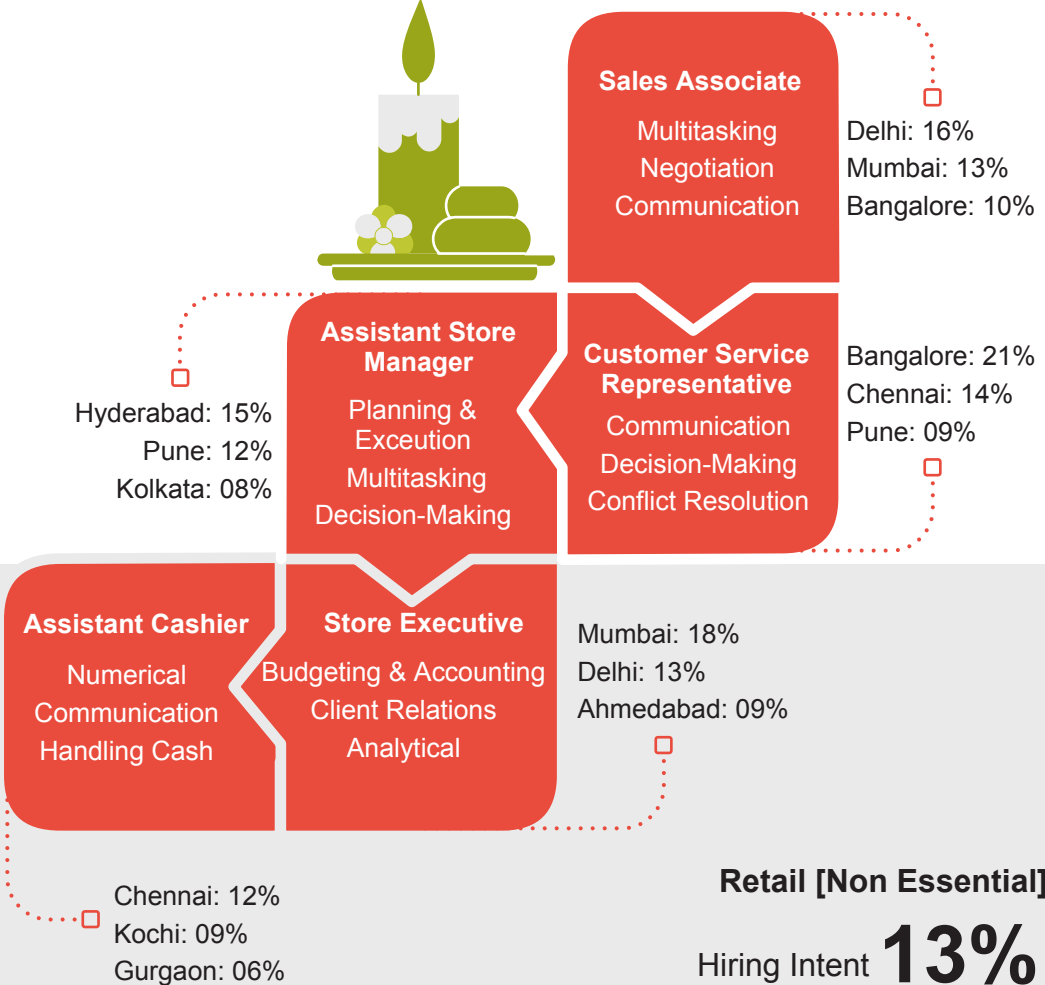
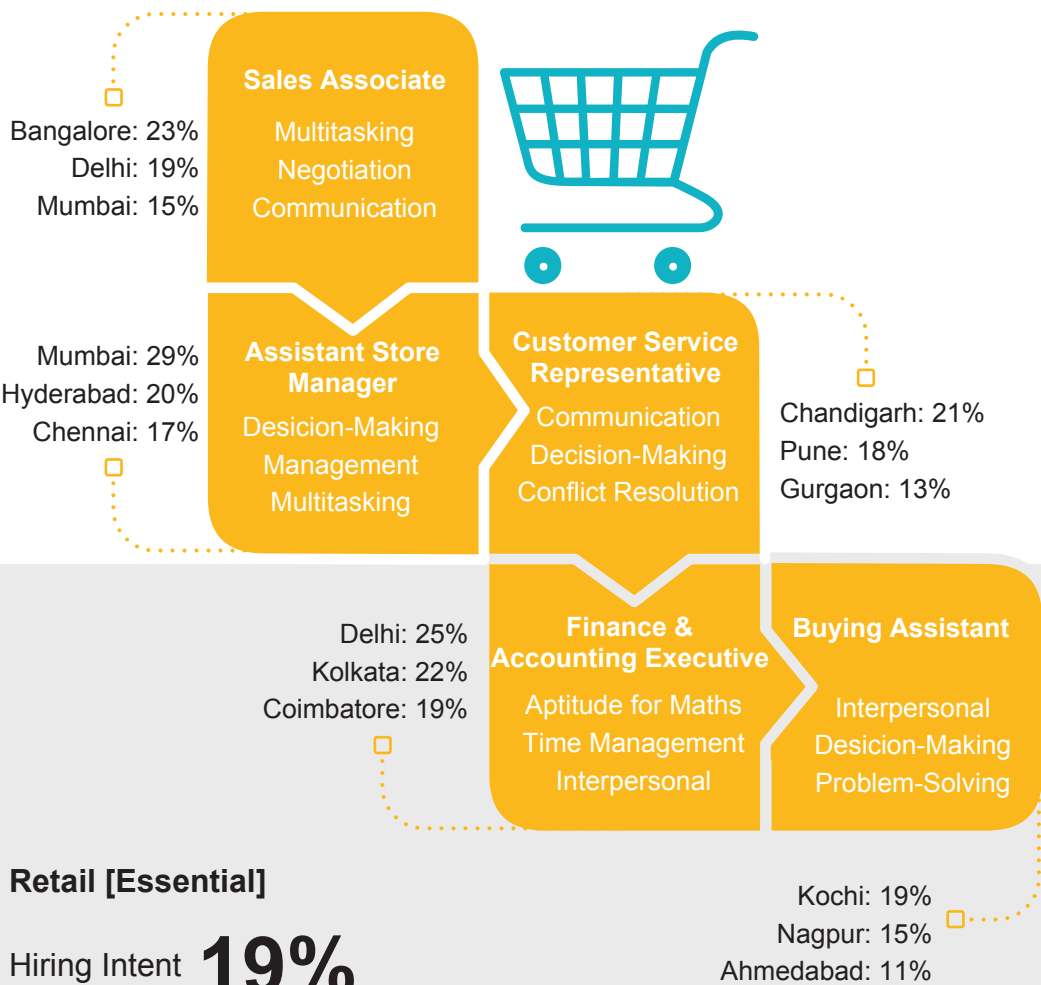
Highest Demand for **Junior DevOps Engineer in Bangalore (27%)** and **Safety Officer in Delhi (21%)**

Source: Teamlease employer surveys administered during April and May, 2021

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire



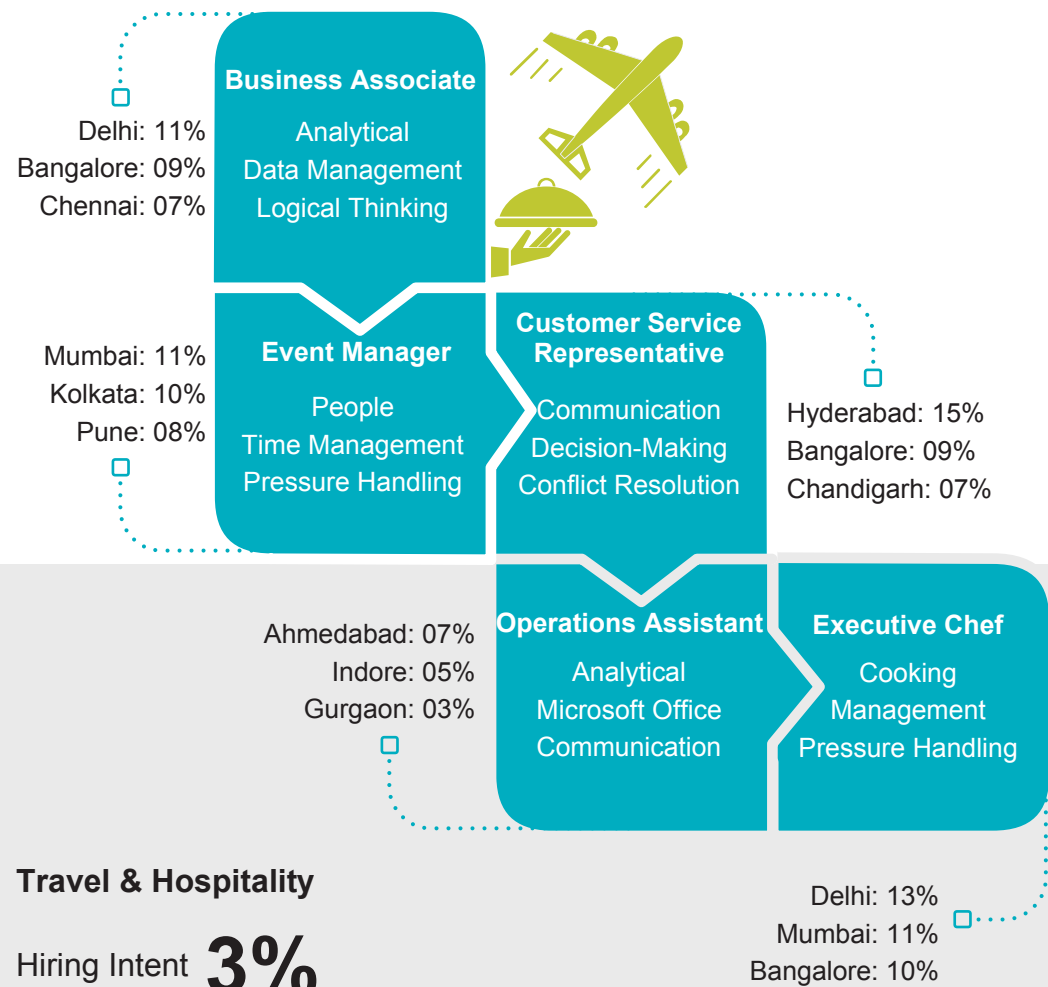
Hiring Trends - Job roles vs. Cities



Source: Teamlease employer surveys administered during April and May, 2021

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



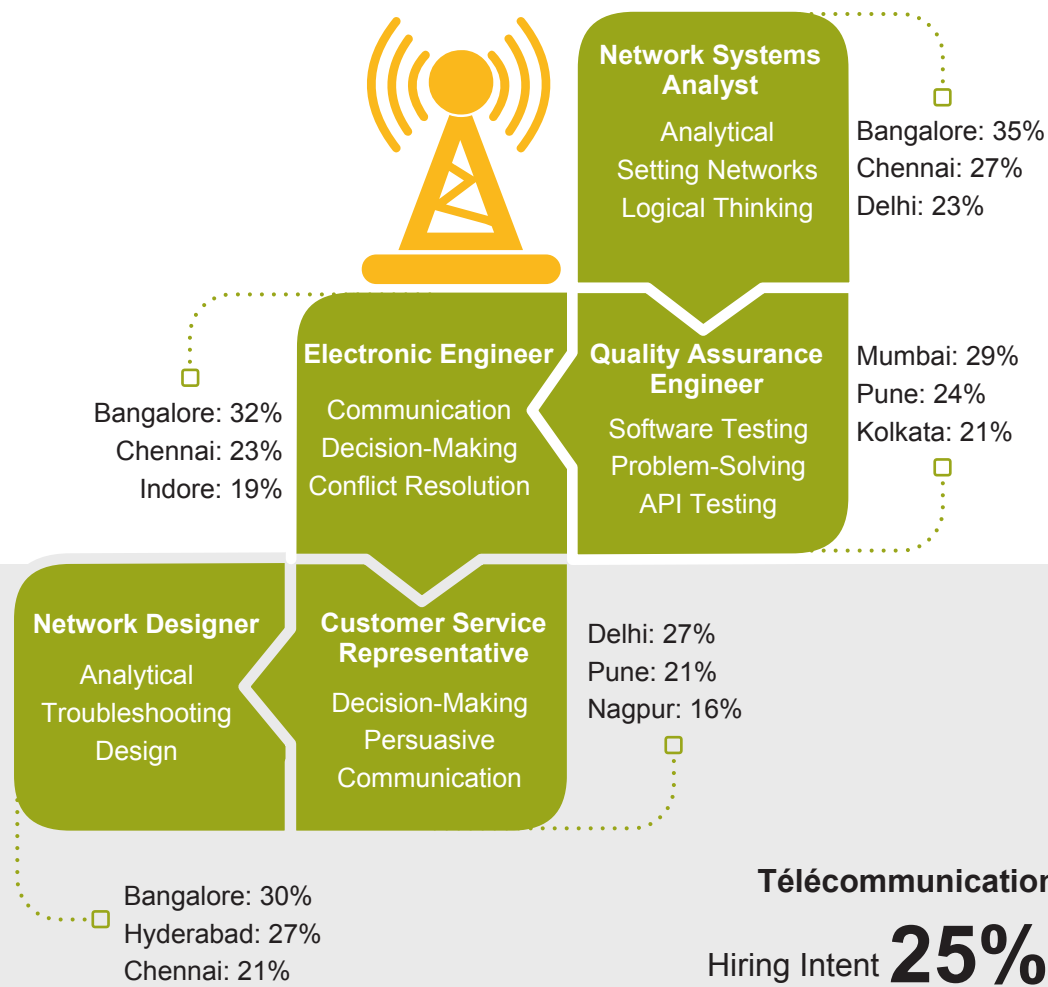
Travel & Hospitality

Hiring Intent **3%**

for the period Jul-Dec, 2021

Hiring intent for the period Feb-Apr, 2021: **5%**

Highest Demand for **Customer Service Representative in Hyderabad (15%)** and **Executive Chef in Delhi (13%)**



Télécommunication

Hiring Intent **25%**

for the period Jul-Dec, 2021

Hiring intent for the period Feb-Apr, 2021: **21%**

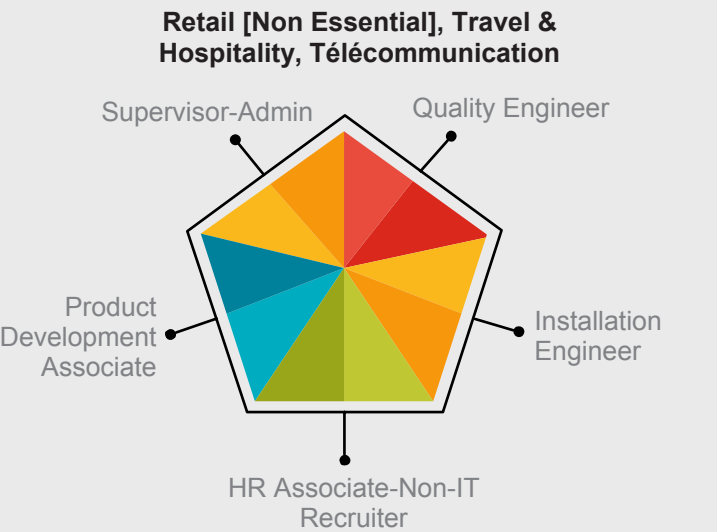
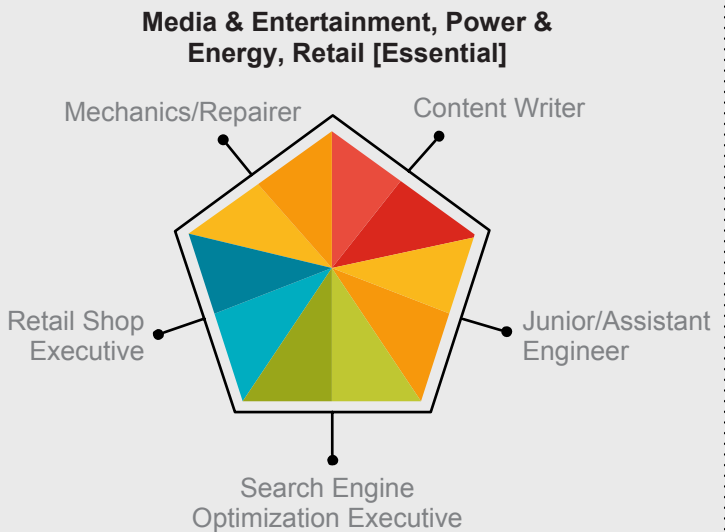
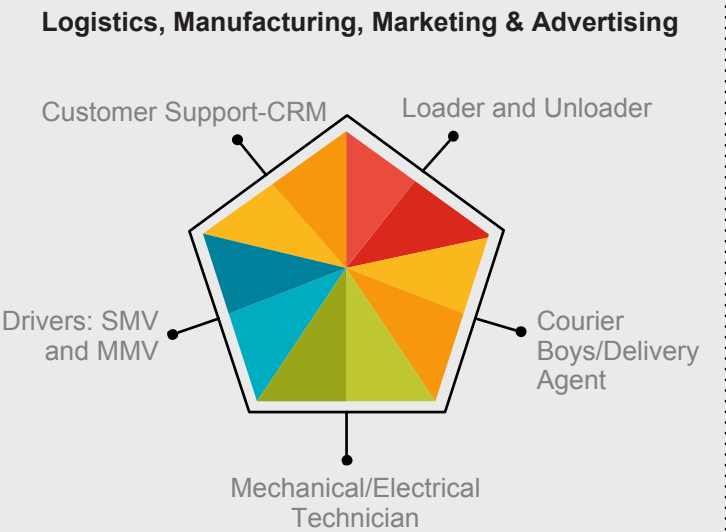
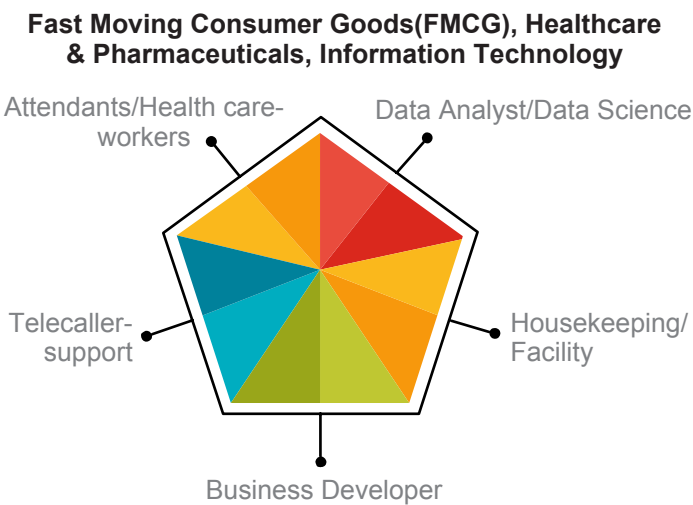
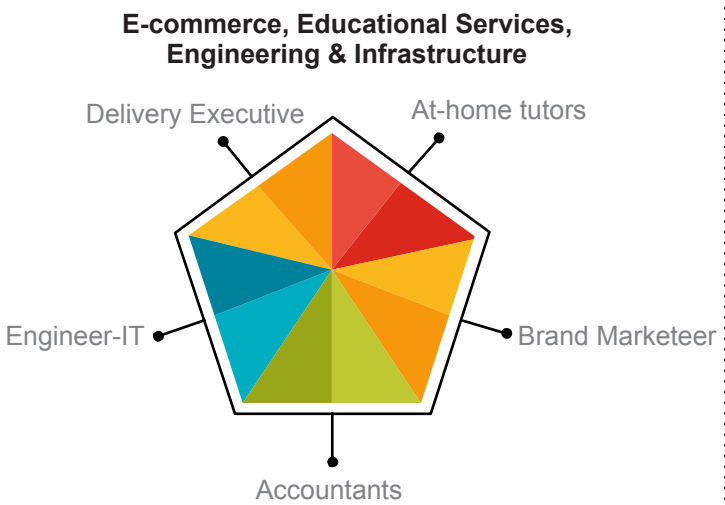
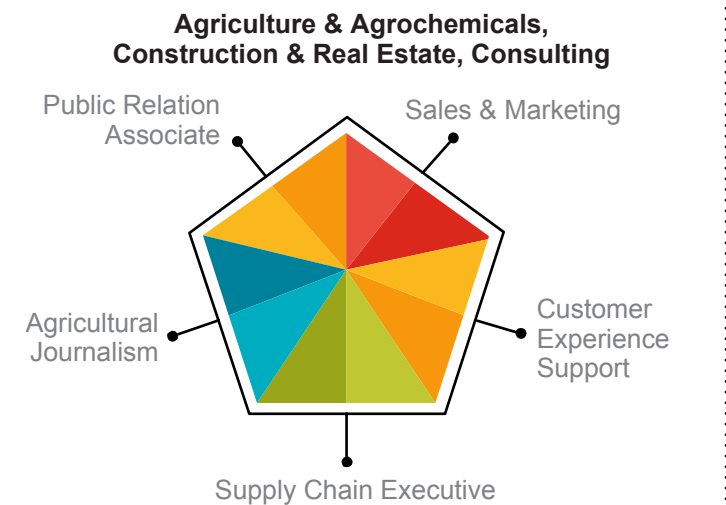
Highest Demand for **Network systems analyst in Bangalore (35%)** and **Electronic Engineer in Bangalore (32%)**

Source: Teamlease employer surveys administered during April and May, 2021

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.  
Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities

Top 5 Gig roles in vogue for sectors:



Source: Teamlease employer surveys administered during April and May, 2021

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire. Note: Percentages alongside cities refer to intent to hire



## TOP JOB ROLES FOR FRESHERS

### Geography agnostic roles

Obtaining a birds-eye-view of the job market trends and gaining a strategic edge to secure a top job is a hard nut to crack. However, half the battle is won when freshers who have set their sights on the best the market can offer have access to information.

This section acquaints the reader with the top roles across the job market, and provides a quick peek into job market hiring practices that are currently in vogue.

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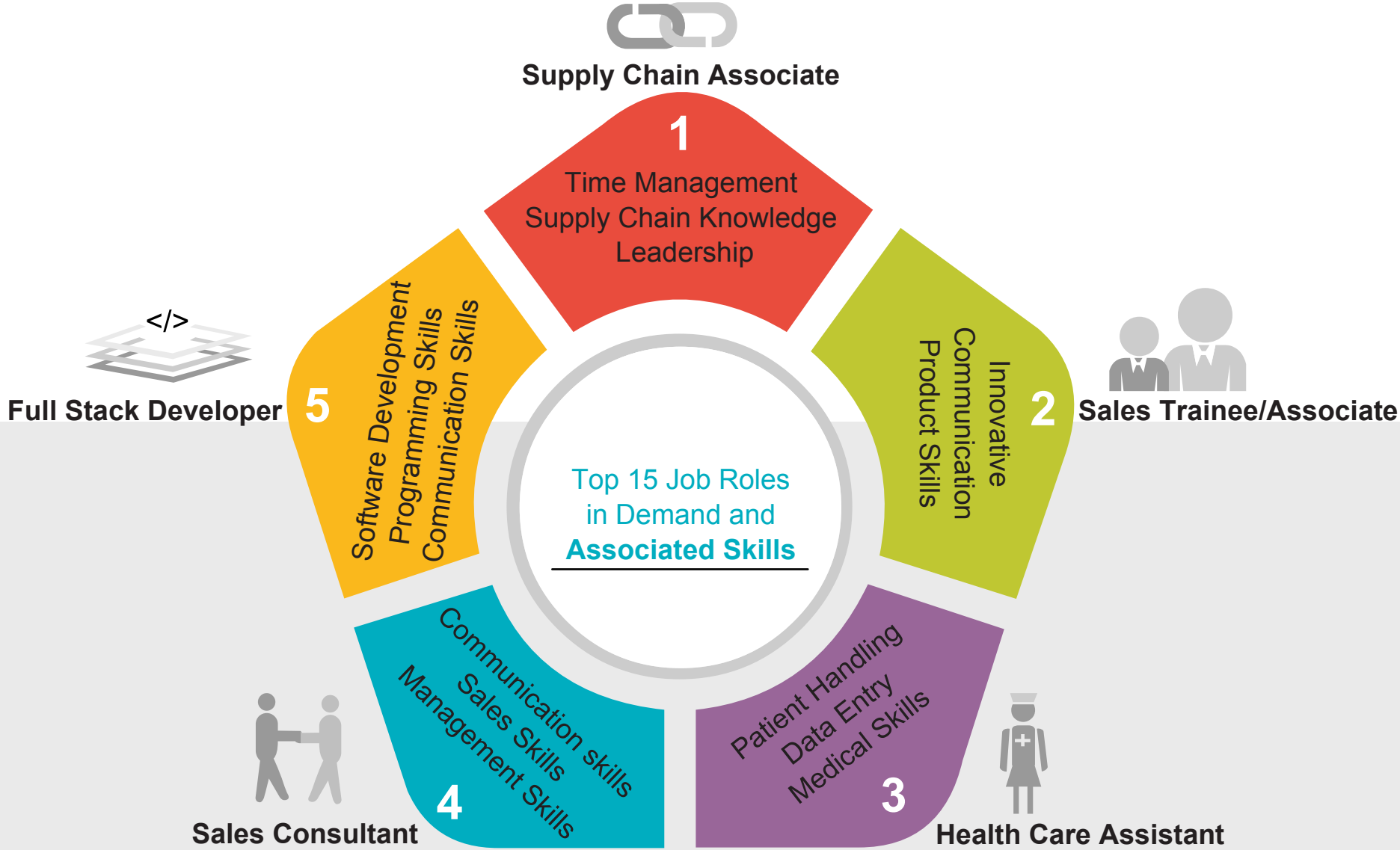
Third party certifications from coursera, edX etc. add value. Internships in domain or related areas are useful for placements

**- DR. SS Mantha, Chancellor, KL University**



# What do employers look for in freshers?

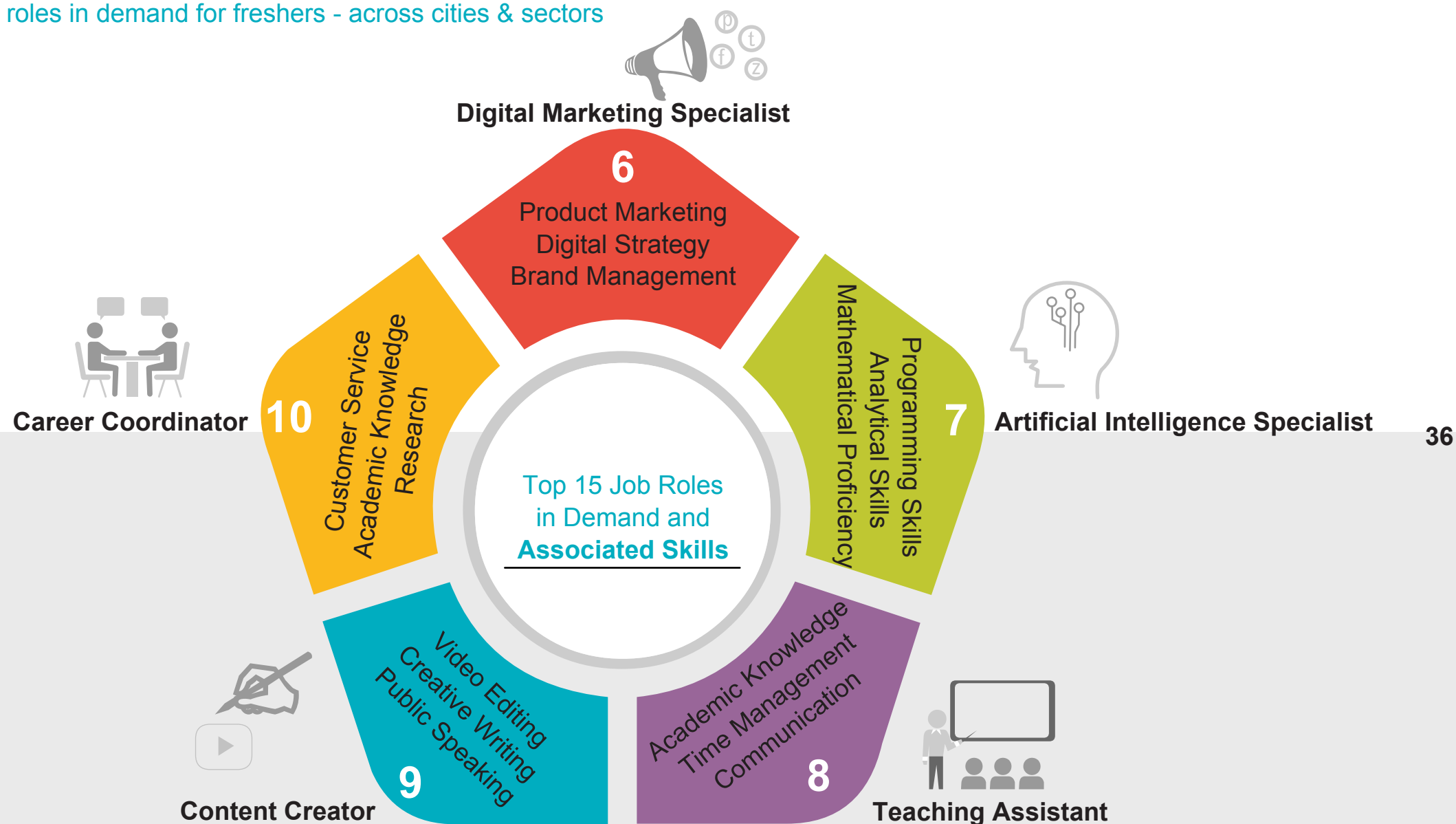
Top 15 job roles in demand for freshers - across cities & sectors



Source: Teamlease employer surveys administered during April and May, 2021

# What do employers look for in freshers?

Top 15 job roles in demand for freshers - across cities & sectors



Source: Teamlease employer surveys administered during April and May, 2021

# What do employers look for in freshers?

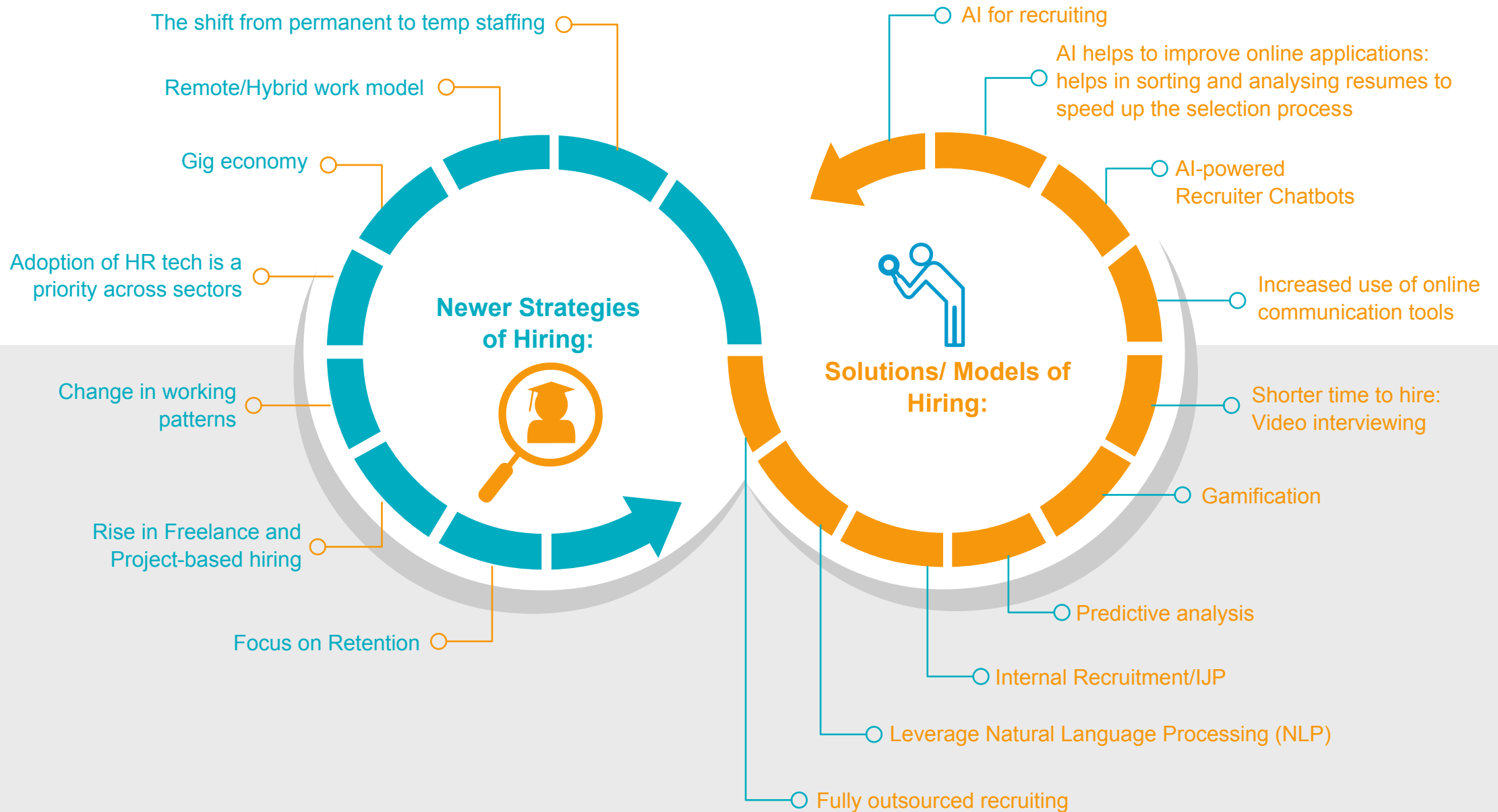
Top 15 job roles in demand for freshers - across cities & sectors



Source: Teamlease employer surveys administered during April and May, 2021

# Changing strategies for Hiring

## Newer hiring models



Source: Teamlease employer surveys administered during April and May, 2021



## WHAT DO EMPLOYERS LOOK FOR IN FRESHERS?

### Key Job roles, Domain skills, Soft skills & Popular Courses

Employers are in a volatile job market dynamic, thanks to the pandemic. The market is routinely witnessing erratic demand for roles and skills. In such volatile times it pays well for candidates to heed the fundamentals of being “employable”. Employability is not just about skills but also about the ability to remain attractive to varying employer requirements.

Which, in turn, means staying abreast of the workings of the job market so one knows what roles and skills are in demand and what aren’t. This section is aimed at tracking the shape-shifting nature of today’s job market so candidates know what changes and can gear themselves up.

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Skills like critical thinking, cognitive flexibility, problem solving, communications, collaboration, creativity and innovation are necessary.

**- DR. SS Mantha, Chancellor, KL University**



# What do employers look for in freshers?

Top 10 **domain skills** in demand for freshers - across cities & sectors



## What do employers look for in freshers?

Top 10 **soft skills** in demand for freshers - across cities & sectors



# Top courses to increase employability

## 15 most popular courses



These are the 15 most popular courses, aligned to the skills that the employers expect candidates to possess, that can help boost a fresh candidate's chances of landing a job during Jul-Dec, 2021.

Source: Teamlease employer surveys administered during April and May, 2021



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Talking to peers, learning from experts, learning from others experience, reskilling, upskilling are important. However, without subject expertise, any additional skill is futile.

**- DR. SS Mantha, Chancellor, KL University**

## POPULAR COURSES & ASSOCIATED SKILLS

For many first-time jobseekers it pays to focus on the sectors in which they wish to search for and secure a job. Such an approach to job seeking does not just streamline their attention and effort, it also narrows the choices of skills they need to acquire.

This section lists job roles that are the most popular within each of the eighteen sectors the study encompasses, and specifies the key skills for each of these job roles. It then provides detailed information about the educational qualifications and the popular courses that equip candidates with the skills associated with their choicest jobs.

## Popular courses & Associated skills

AGRICULTURE AND AGROCHEMICALS	Job Roles	Associated Skills	Qualification	Popular Courses
	Agricultural Research Scientist	Analytical & Laboratory Techniques	Any Graduate/Any Post-Graduate/B.Sc/M.Sc Agriculture	Agriculture Sciences Certification
	Crop Science/ Agriculture Assistant	Supervision & Practical Skills	B.Sc. in Agriculture or related fields	Diploma Courses in Agriculture and Allied Practices
	Agricultural Engineer	Comm Research & Design Skills	BE/B.Tech/ME/M.Tech	Professional Graduate Program in Agriculture
	Biochemist	Analytical & Problem-Solving	B.Sc./MSc /PhD	Professional Graduate Program in BioScience
CONSULTING	Field Marketing Assistant	Negotiation Skills & Preliminary Research	Any Graduate/Any Post-Graduate in Marketing, business	Certified Marketing Master Course
	Human Relations Consultant	People Assessment & Conflict Resolution	Any Graduate/Any Post-Graduate/PGDBM	Professional Certificate Program in Strategic Human Resource Management
	Business Analyst	Analytical Skills & Data Management	Any Graduate/Any Post-Graduate/PG Diploma	Postgraduate Certificate in Business Analytics
	Associate Consultant	Commercial Awareness & Communication	Any Graduate/Any Post-Graduate/MBA	EMBA - Risk Management
	Junior Process Associate	MS Office & IT Skills	Any Graduate/Any Post-Graduate	Certified Business Process Associate
	Back Office Executive	CRM Platforms & Data Validation	12th Pass (HSE)/Certificate Course (ITI)/ Diploma/Vocational Training	Executive Diploma in HRM

Note: 1) Popular courses refers to the courses required for enhancement of skills

2) Associated Skills are skills additional to core skills required in a given job role.

Source: Teamlease employer surveys administered during April & May, 2021



## Popular courses & Associated skills

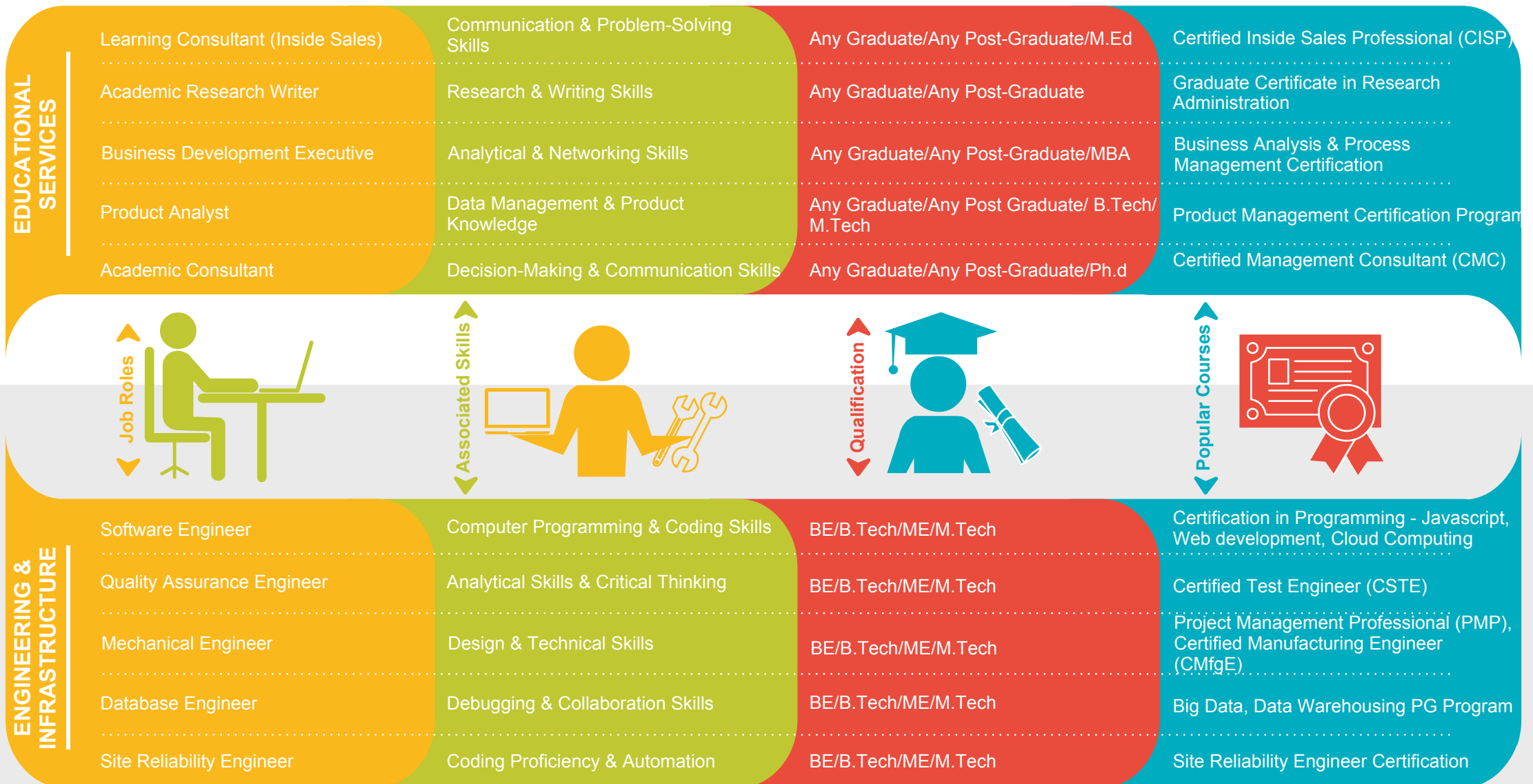
CONSTRUCTION & REAL ESTATE	Job Roles	Associated Skills	Qualification	Popular Courses
	Architect	Design & Visualizing Skills	B.Arch/BE/B.Tech/ME/M.Tech	Post Graduate Certificate Program in Construction Management
	Project Engineer	Project Management & Documentation Skills	BE/B.Tech/ME/M.Tech/MBA	PMP Certification
	Site Engineer	Management & Design Skills	BE/B.Tech/ME/M.Tech	Professional Graduate Program - Civil Engineering
	Sales Executive	Conflict Management & Persuasion Skills	Any Graduate/Any Post-Graduate/CRM	Executive Program in Sales & Marketing
	Construction Engineer	Basic Design Skills & Problem-Solving	Any Graduate/BE/B.Tech/ME/M.Tech	Design Engineer Master's Certification Program
E-COMMERCE	Job Roles	Associated Skills	Qualification	Popular Courses
	Online Merchant	Marketing & Computer Skills	Any Graduate/Any Post-Graduate/PG Diploma	Google Ads certification
	Internet Sales Associate	Product Knowledge & Multitasking	Xth/12th pass/Any Graduate/Any Post-Graduate/PG Diploma	Professional Certificate Program In Marketing and Sales Management
	Marketing Specialist	Research & Communication Skills	Xth/12th pass/Any Graduate/Any Post-Graduate/PG Diploma	Diploma in Retail Management
	Social Media Associate	Brand Awareness & Research Skills	Any Graduate/Any Post-Graduate	Social Media Marketing Specialization
	SEO Specialist	Campaign Management & Web Analytics	Any Graduate/Any Post-Graduate	SEO Fundamentals Certification Course

Note: 1) Popular courses refers to the courses required for enhancement of skills

2) Associated Skills are skills additional to core skills required in a given job role.

Source: Teamlease employer surveys administered during April & May, 2021

## Popular courses & Associated skills



Note: 1) Popular courses refers to the courses required for enhancement of skills  
 2) Associated Skills are skills additional to core skills required in a given job role.  
 Source: Teamlease employer surveys administered during April & May, 2021

## Popular courses & Associated skills

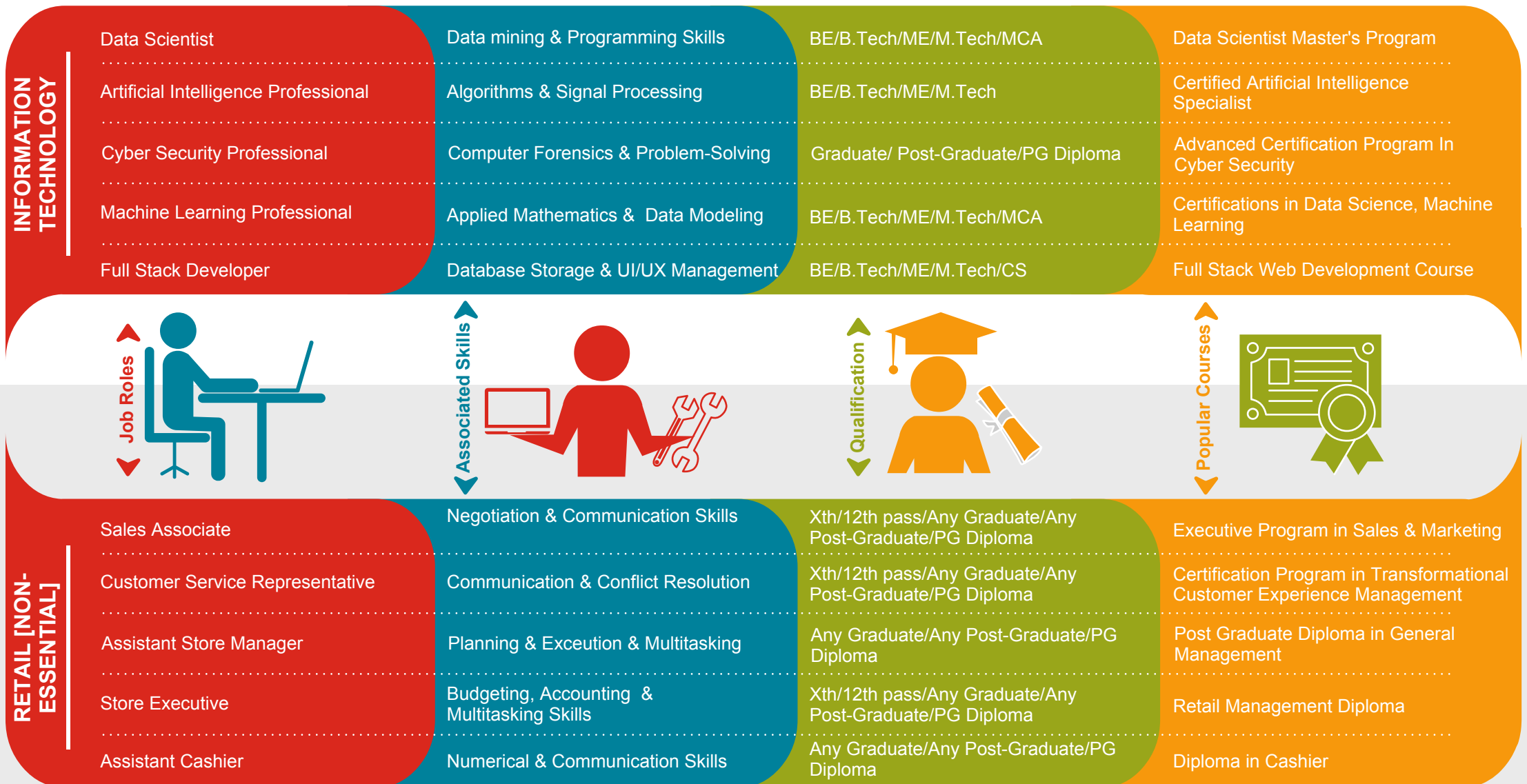


Note: 1) Popular courses refers to the courses required for enhancement of skills

2) Associated Skills are skills additional to core skills required in a given job role.

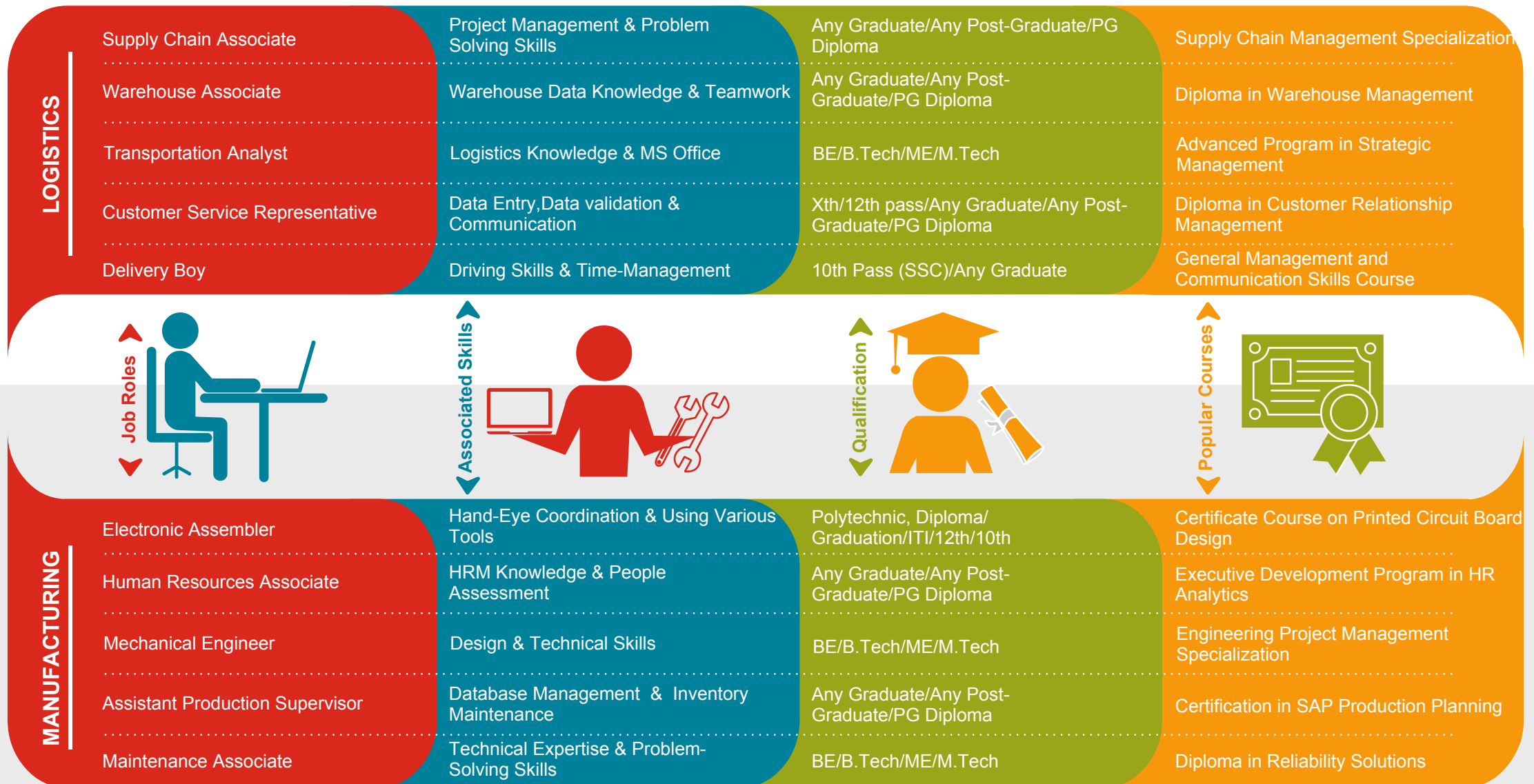
Source: Teamlease employer surveys administered during April & May, 2021

## Popular courses & Associated skills



Note: 1) Popular courses refers to the courses required for enhancement of skills  
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## Popular courses & Associated skills



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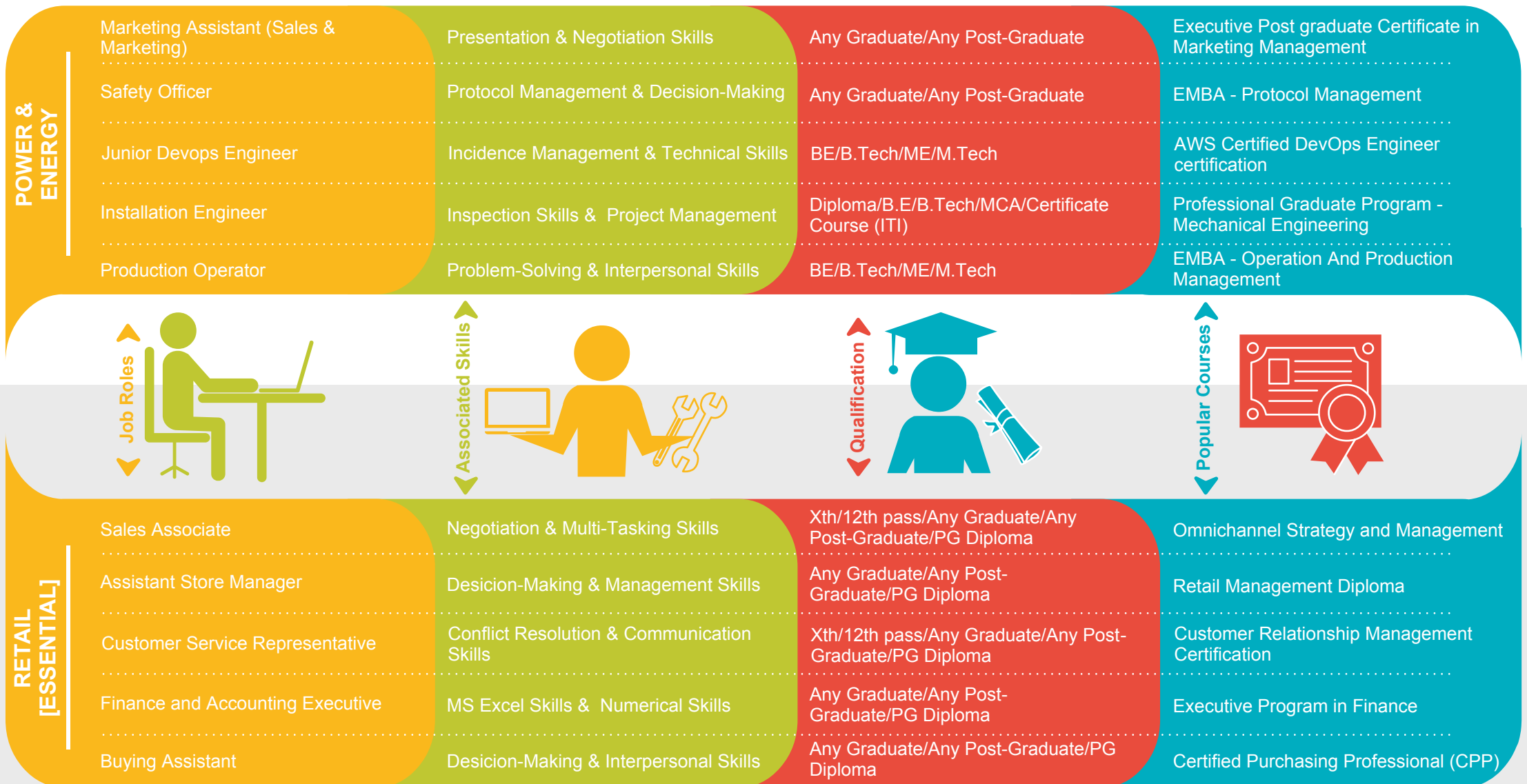


## Popular courses & Associated skills



Note: 1) Popular courses refers to the courses required for enhancement of skills  
 2) Associated Skills are skills additional to core skills required in a given job role.  
 Source: Teamlease employer surveys administered during April & May, 2021

## Popular courses & Associated skills



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Source: Teamlease employer surveys administered during April & May, 2021

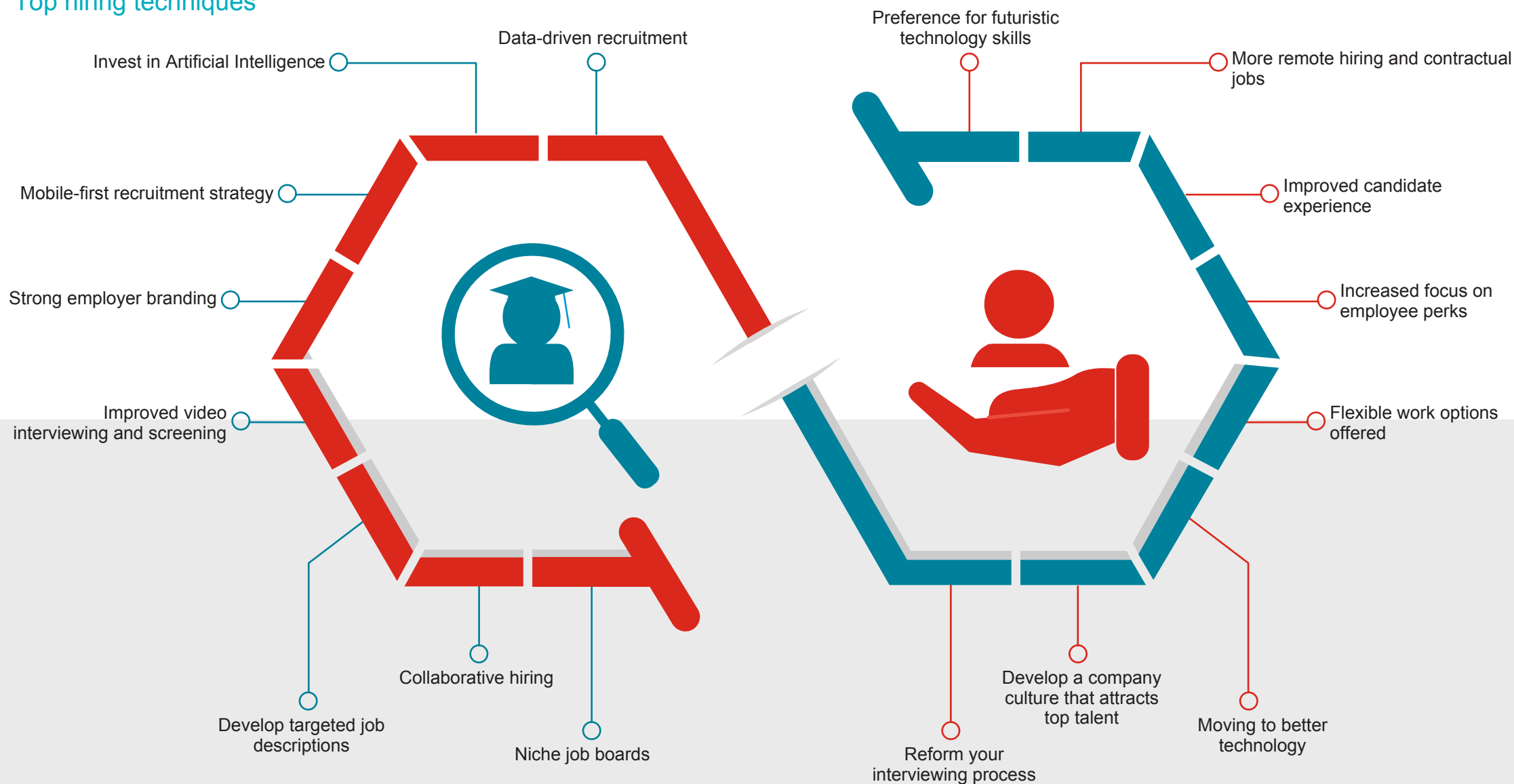
## Popular courses & Associated skills



Note: 1) Popular courses refers to the courses required for enhancement of skills  
 2) Associated Skills are skills additional to core skills required in a given job role.  
 Source: Teamlease employer surveys administered during April & May, 2021

# Remote Hiring : The Changing landscape of hiring new talents

## Top hiring techniques

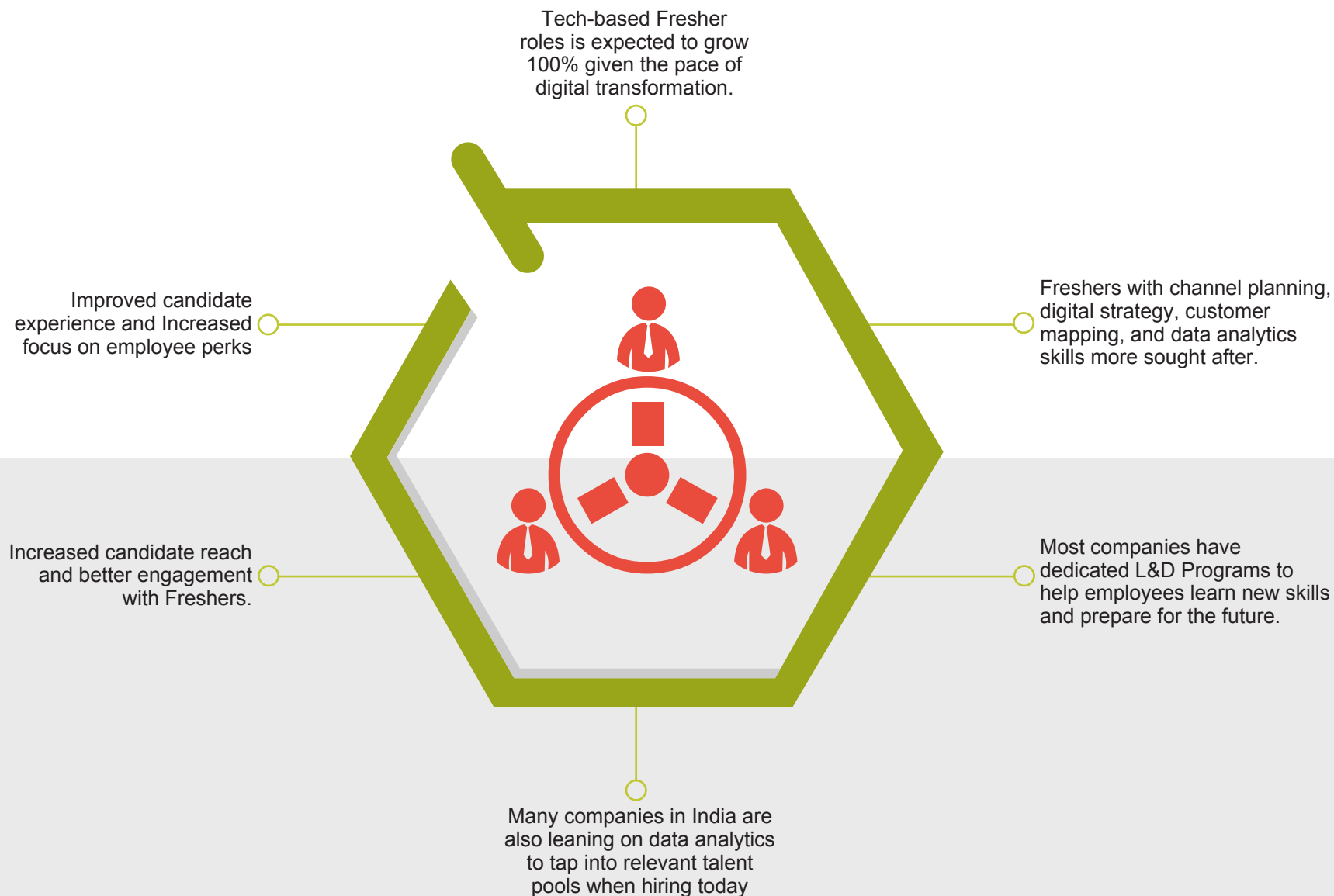


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Source: Teamlease employer surveys administered during April & May, 2021

## Remote Hiring : The Changing landscape of hiring new talents

### Other Trends







## FRESHER VERSUS EMPLOYERS

### – at a crossroads

Covid-19 has all but rendered conventional education and concrete campuses redundant. The consequences of this disruption are felt by jobseekers and employers alike. On the one hand, first-time jobseekers have been deprived of effective learning and skilling. And, on the other, employers are at a loss as to the evaluation of the skills the candidates possess.

First-time jobseekers face anxieties concerning securing a job – in the short-term – and building a career in the long run. Employers are grappling with ways in which they can fool-proof their hiring processes and their performance management aspects. This conflict will play itself out over time and, in the meantime, candidates need to strive for skills that stand them in good stead.

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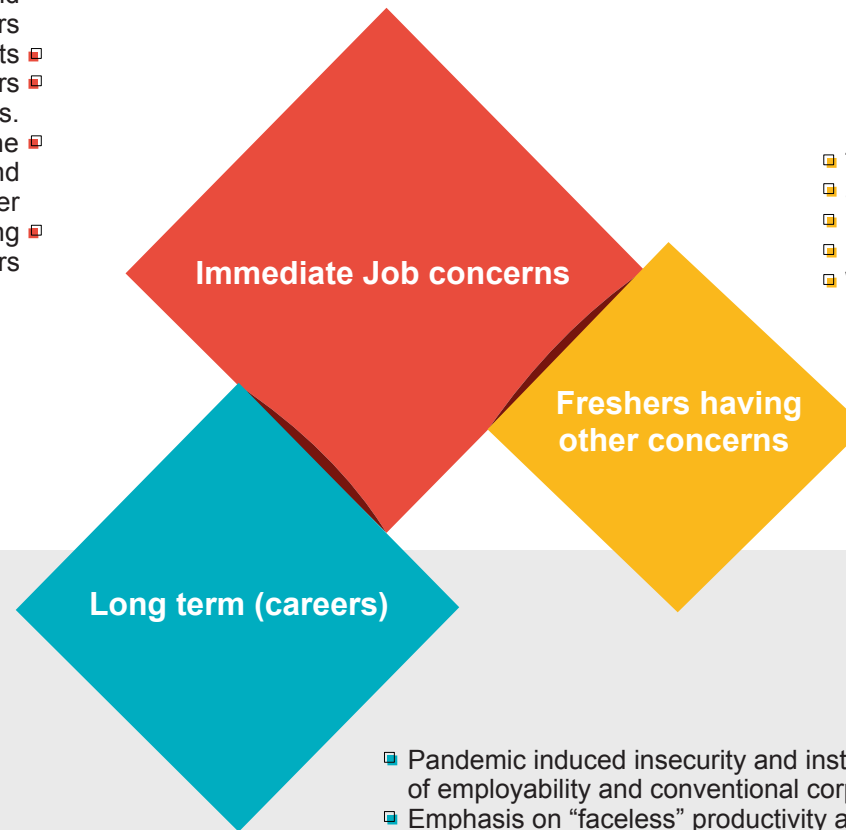
During these times, students should take up short term courses, and keep enhancing their skills so that the learning loss that has happened shouldn't impact them long term.

**- Prof. K.R.S. Sambasiva Rao VC,  
Mizoram University**

# Freshers Concerns over jobs

## Immediate term (jobs) and long term (careers)

- Uphill climb for those in their early twenties and starting out with their careers
- Facing revoked offer letters, demotions and salary cuts
- Companies that made Full Time Employee offers unable to keep their commitments.
- Candidates onboarded into new jobs during the pandemic being the most at-risk of disengagement and likely turnover
- Organizations keen to hire high performers and laying off non-performers

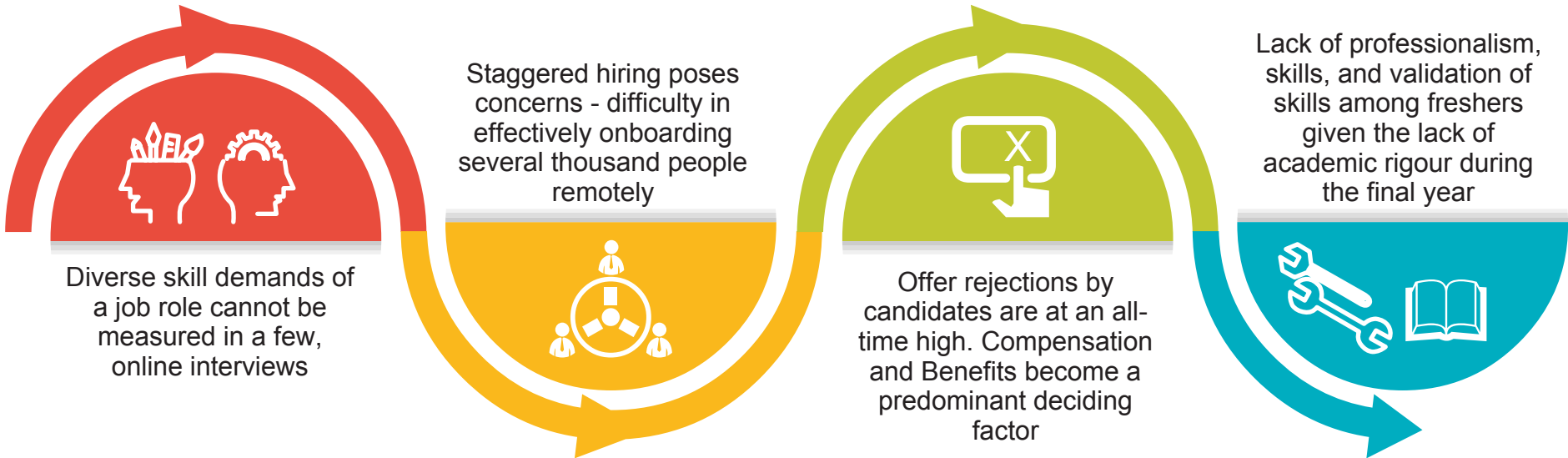


- The Digital divide
- Slow Governance at Governmental Institutions
- Pre-existing capacity deficits
- Longer lockdowns than most countries
- Weak online teaching/learning content

- Pandemic induced insecurity and instability – unsure of employability and conventional corporate induction
- Emphasis on “faceless” productivity and performance demands
- Finding the right-fit organization to build a great foundation for their careers
- More gig work opportunities compared to permanent roles
- Finding jobs with work-life balance given no fixed hours of working when working from home.

Freshers face a scenario hitherto unseen – because of the pandemic imposed shutdowns of educational institutions – that has given rise to a slew of concerns with respect to both securing their first jobs and how their careers would shape up over the long run.

# Employer concerns over hiring freshers



Many employers are cynical of hiring freshers given the lack of academic rigour and the learning loss during the graduating year. Add to this, the inadequacies of remote hiring, training and performance management, and the scepticism seems justified.

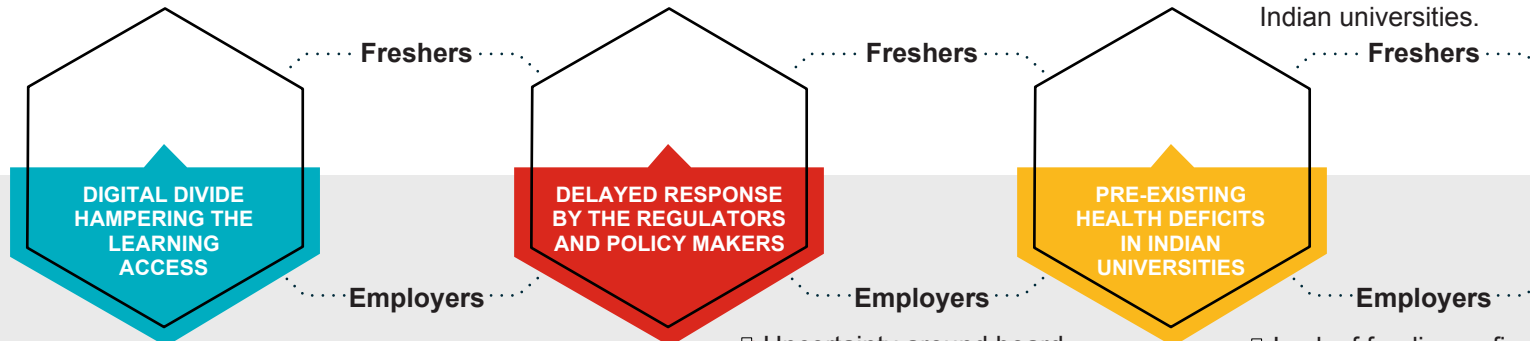
Source: Teamlease employer surveys administered during April and May, 2021

## Fresher versus Employers – at a crossroads

### Factors inducing the learning loss in India

- Only 12.5% of the households of students in India have internet access at home
- 55% of children studying in universities are from rural households and 28% from rural households are having internet access
- Out of 5 million university level students, 15% stay in hostels. Due to the lockdown they have been asked to go home – almost 48% of them do not have internet access at home.

- The sudden shift from classroom learning has come with the challenges, the main one being access to technical infrastructure, competencies and pedagogies.
- World's universities are building epidemiological models involving themselves in research models/activities but there are no breakthroughs from Indian universities.



- Uncertainty around board exams has left the higher education institutions (HEIs) in a blur with regard to assessment and their admission processes
- A big concern has been to avoid increased cheating and plagiarism during online examinations.

- Lack of funding or financial help from UGC during COVID, Indian universities underline lack of digital infrastructure, lagging behind in learning, lack of digital training to teacher, undertaking of research activities – due to lab closures, field investigations due to travel restrictions.
- The higher education sector has been hit by substantial income loss. The rapid transition from traditional learning to online education has caused unplanned expenditures and additional spending on prevention measures.
- Teachers facing challenges with technical difficulties, lack of training, lack of institutional support, lack of technical support, lack of clarity and direction from their respective institutions.
- The higher education sector has been underdeveloped and underfunded, the stress is related to increasing investment and ensuring investments on solid outputs.
- In most webinars or lectures, teachers are facing connectivity issues due to lack of sufficient bandwidth and some teachers did not even have dedicated laptops.
- The access of technical gadgets and infrastructure are some major reasons lagging behind against the world using high end technology for digital learning

The learning loss is between 40-60% in India, which is double the learning poverty estimated by World Bank and learning loss of G7 countries.



## **JOBS THE PANDEMIC HAS BOOSTED / GIVEN BIRTH TO**

The peculiarities of operating in a pandemic have shaped the demand for all job roles – for the better or for the worse. There is newfound clamour for a host of very specialized jobs and jobs that are mission-critical. There are entire sectors that have reaped the benefits of the emergent situation. And the study has yielded insights into today's demand landscape.

This section provides an overview of the kind of job roles that are sought after across the tech and the non-tech space, and details out the skills that the technological roles entail.

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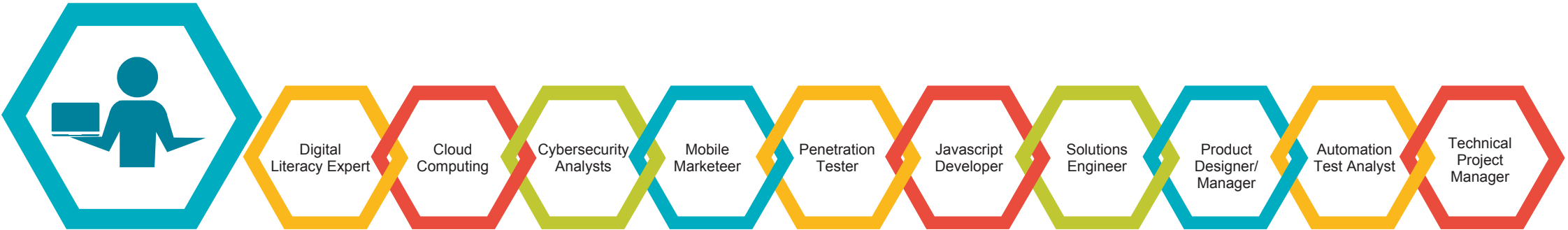
COVID changed the landscape of higher education, and this surely indicates the need to indulge into a culture of lifelong learning. Students will have to keep learning new skills to stay relevant today and tomorrow.

**- Prof. K.R.S. Sambasiva Rao VC,  
Mizoram University**



# Emerging Technical and Non-Technical roles due to the contingency

## Top 10 Tech roles



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## Top 10 Non-Tech roles



Source: 1) Teamlease EdTect data on Tech & Non-Tech Roles, 2021 2) Teamlease employer surveys administered during April and May, 2021



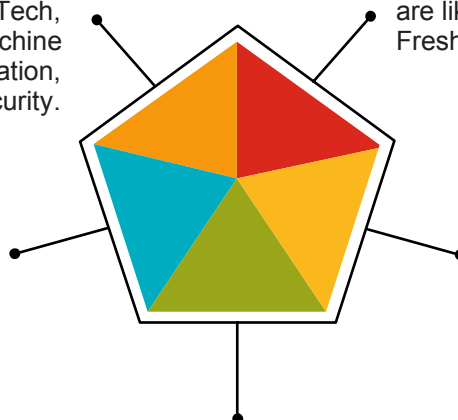
## Top job roles surge in the adoption of new technologies and skills in demand

### Overall Trends:

There is enormous demand for IT professionals having experience in areas such as SaaS (software as a service), EdTech, HealthTech, Gaming, Artificial Intelligence, Machine Learning, Automation, Digital Transformation, Blockchain and Cybersecurity.

Hiring is on a swift upswing in the IT sector. The top five Indian IT giants are likely to hire over 100,000 Freshers (cumulatively) in 2021-22.

The industry is currently upskilling more than 250,000 employees in digital skills. And more than 40,000 fresh digitally-trained talent has also been hired.



Banking services and Digital payment companies are likely to hire thousands of fresh engineers/technology professionals across the country

With the evolution of technology and increasing automation, the nature of traditional IT jobs and roles will evolve overall leading to creation of newer jobs.

Job Roles	Skills 1	Skills 2	Skills 3	Skills 4	Skills 5
Artificial Intelligence and Machine Learning	Programming Languages	Data Engineering	Exploratory Data Analysis	Models	Security
Cloud Computing	Database skills: Querying and Database Platform	Programming Skills	Linux	Networking Skills	Cloud Service Providers
Data Science	Statistics, R/ Python	Data Extraction	Data Wrangling, Exploration & Visualization	Machine Learning Algorithms	Advanced Machine Learning (Deep Learning)
Cybersecurity	Computer Forensics Skills	Programming Skills	Ethical Hacking	Threat Modeling	Python, C++, Java, Ruby and Node
Blockchain	Cryptography	Smart Contracts	Data Structures	Blockchain Architecture	Web Development

Job Roles	Skills 1	Skills 2	Skills 3	Skills 4	Skills 5
Internet of Things (IoT)	Machine Learning and Artificial Intelligence	JavaScript and Python	Sensors Knowledge	Mobile Hardware Environment	Node.js Development
Front-end Technology	HTML, CSS, DOM	JavaScript	HTTP/URL	Browser Skills	Content Management Systems (aka CMS)
Intelligent Process Automation	KPI's affecting IT Projects	RoI Measurement	Optimizing Project Implementation	Workflows	Disaster Recovery
Full Stack Developer	Front end and Back end Technology Skills	Version Control System	Coding Skills	Cloud Skills	Database Skills
DevOps Engineer	Continuous Integration Servers	Configuration Management	Deployment Automation	Infrastructure Orchestration	Testing and Cloud Quality Tools

Source: 1) Top 5 Technical Skills For Post Pandemic World In 2021, World Economic Forum's Future of Jobs Report, 2021 2) IT sector jobs at all time high; hiring of skilled professionals increases 52% from pre-Covid levels, Naukri, 2021

A blurred background image of a person in a blue shirt writing on a document with a pen. The document is on a wooden table. A yellow vertical bar is on the left side of the page.

## KEY TAKEAWAYS

## Key takeaways

1. Demand for fresher talent has marginally increased for the current half year (July–December 2021), and the Indian job market is recovering faster compared with markets around the world.
2. The sectors and cities that led hiring intent for the period February-April, 2021 continue to lead in the current half-year as well. Sector trends project a healthy growth of future prospects for freshers.
3. The pandemic has given rise to a surge in demand for a bunch of job roles – tech and non-tech – and tech skills are fairly critical across both these categories of job roles.
4. Fresh jobseekers should aim to pick up skills in abundance to make good the learning loss that they underwent over the past two years, and be mindful of the scepticism amongst employers.
5. The job market has adopted to a host of strategies and practices that help navigate hiring and performance during the pandemic. Knowledge of these emergent practices would be an added advantage for first-time jobseekers.





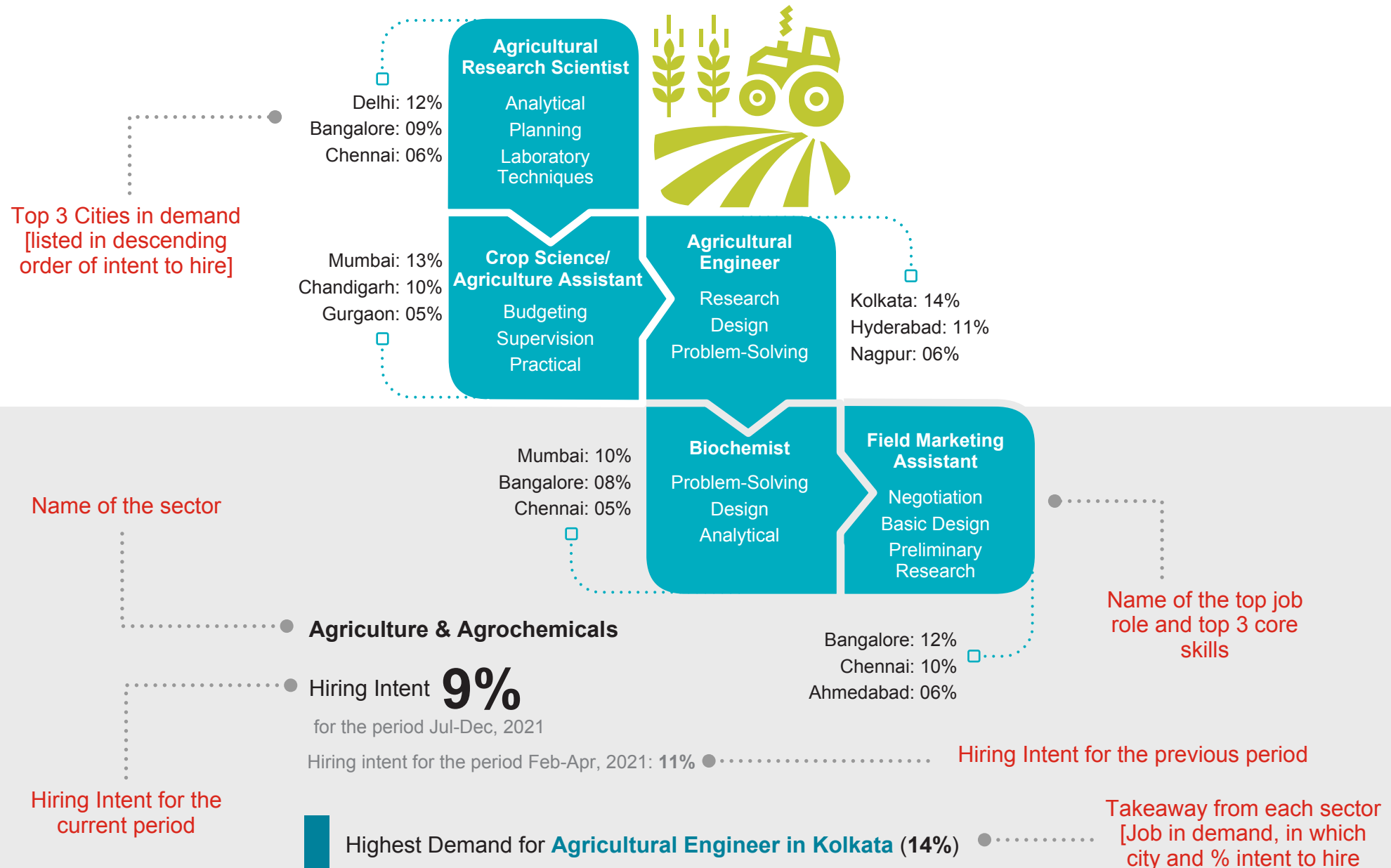
## ANNEXURE

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### Interpretations, Sample Design, Methodology & Bibliography

## Interpretations – Sector trends





### How to read the data tables



Percentages indicates the related intent to hire for the role

# Interpretations – Popular courses & Associated Skills

## How to read the data tables

Name of the sector				
Name of the job role		Associated skills for the job role [additional to core skills required in a given job role]	Minimum qualification required for the job role	Top courses which improve candidate's employability for role
AGRICULTURE AND AGROCHEMICALS	Agricultural Research Scientist	Analytical & Laboratory Techniques	Any Graduate/Any Post-Graduate/B.Sc/M.Sc Agriculture	Agriculture Sciences Certification
	Crop Science/ Agriculture Assistant	Supervision & Practical Skills	B.Sc. in Agriculture or related fields	Diploma Courses in Agriculture and Allied Practices
	Agricultural Engineer	Comm Research & Design Skills	BE/B.Tech/ME/M.Tech	Professional Graduate Program in Agriculture
	Biochemist	Analytical & Problem-Solving	B.Sc./MSc /PhD	Professional Graduate Program in BioScience
	Field Marketing Assistant	Negotiation Skills & Preliminary Research	Any Graduate/Any Post-Graduate in Marketing, business	Certified Marketing Master Course
 Job Roles		 Associated Skills	 Qualification	 Popular Courses



# Sample Design, Methodology & Bibliography

## Sample Design

### India

Business Size	Small [Up to 249 employees]	Medium [250 – 999 employees]	Large [1,000 + employees]
No. of Businesses	341	213	107

Sectors	Manufacturing	Services	Technology
No. of Businesses	113	393	155

### Global

Sectors	Manufacturing	Services	Technology
Africa	2	3	3
Americas	3	4	6
APAC	4	6	8
Europe	2	3	2
Middle East	2	2	2

## Methodology



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- What's it like to start a job amid a pandemic, Perceptyx, May 2021
- Recruitment Challenges & Problems faced in 2021, LinkedIn Job Seeker Research, May 2021
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