



TeamLeaseTM
Putting India to Work

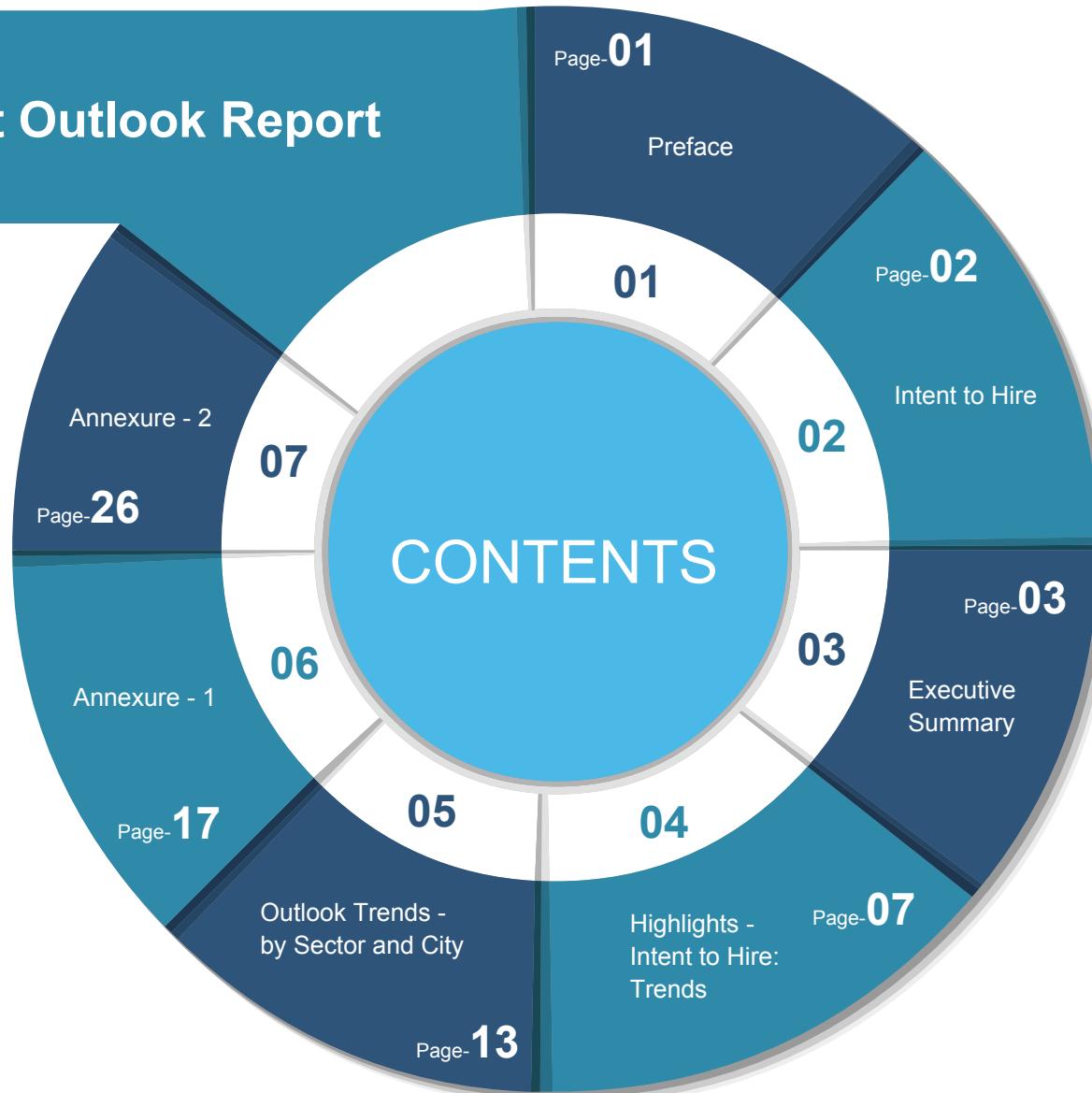
A QUICK GUIDE TO INDIA INC'S
INTENT to HIRE
IN THE COVID AFTERMATH

Employment Outlook Report

Q3: October-December, 2020-21

An abridged edition forecasting Intent to Hire across 14 cities and 21 sectors in India

Employment Outlook Report



The TeamLease Employment Outlook Report is a forward looking tool for human resource professionals, policy and decision makers, reflecting hiring sentiment across 14 cities and 21 sectors in India. This abridged edition of the report carries "Intent to Hire" statistics for Q-3, 2020-21 [October, 2020 –December, 2020] on the basis of the survey and analysis carried out during the preceding month of September, 2020.

The survey covers 137 small, medium and large companies across the 21 sectors across India. The coverage is spread across 4 geographical areas [Metros, Tier-1, Tier-2/3 and Rural], 4 hierarchical levels [Entry, Junior, Mid and Senior Levels] and 7 functional areas [Sales, Marketing, Information Technology, Engineering, Office Services, Human Resources, Blue Collar].

Tracking critical drivers that influence hiring every half year, the Employment Outlook Report is the only one of its kind seeking to deliver high impact hiring decision support to its stakeholders –Business & HR heads, Senior Management and Policy-makers in industry and the government.

The report aims to

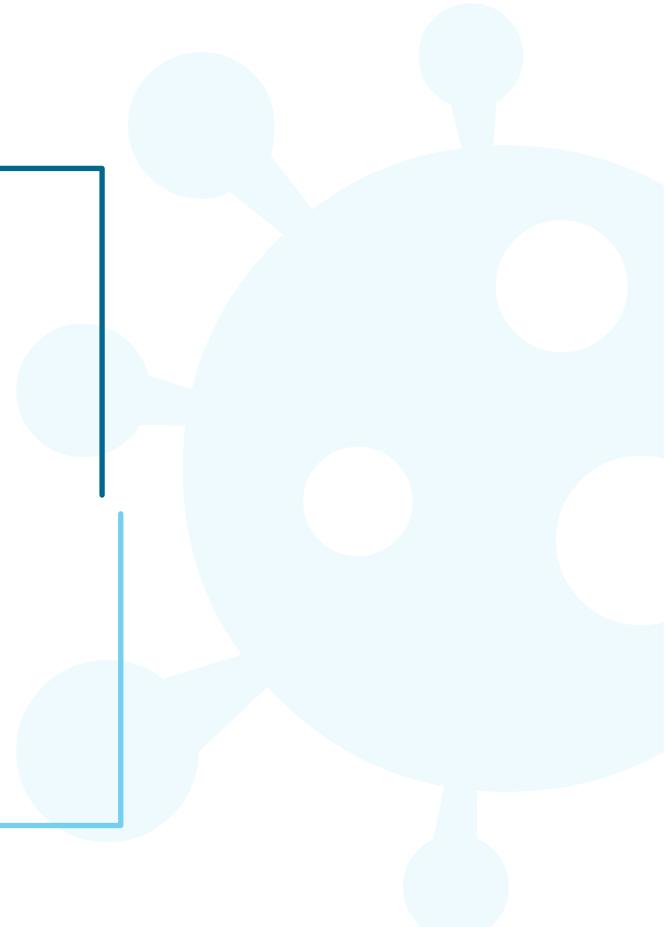
- Measure Intent to Hire across the country, by city and sector.
- Track Intent to Hire by geography, business size and hierarchy.
- Identify key drivers of hiring sentiment, by sector.

The clear and present disruption from COVID-19 necessitates the use of a more nuanced metric compared with Net Employment Outlook to describe the state of the job market.

The onset of the pandemic had only a minute proportion of businesses planning to hire more employees than they had hired over the previous quarter. To capture the current mood appropriately, and to compare it with the mood of the previous quarter/HY, the Employment Outlook Report now uses an Intent to Hire metric in place of the “Net Employment Outlook”.

For the current quarter, the Intent to Hire metric is defined as: The percentage of employers that is likely to hire employees during the quarter.

For all the previous quarters and HYs, the Intent to Hire metric is defined as: The percentage of employers that is likely to continue hiring at least the same number of employees during a given quarter/HY as in the previous quarter/HY.



Executive Summary

India Trends



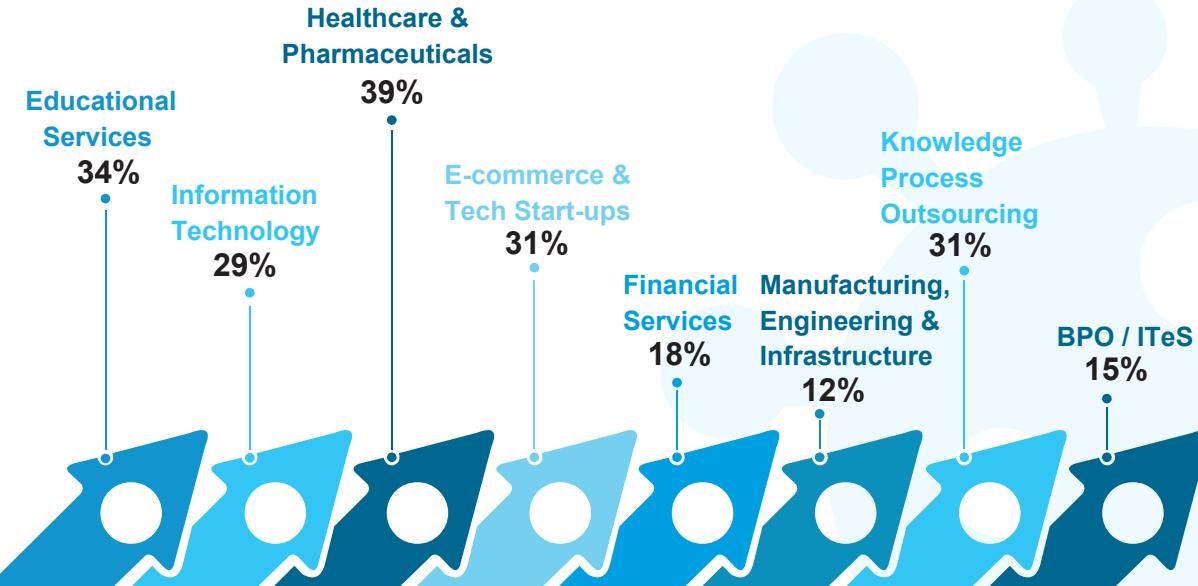
The overall Intent to Hire metric seems to have turned the corner and is set to witness a noticeable **3%** increase over the October – December 2020-21 quarter

Metro and Tier-1 cities are likely to benefit significantly from the unlock initiatives with a **5%** increase in Intent to Hire

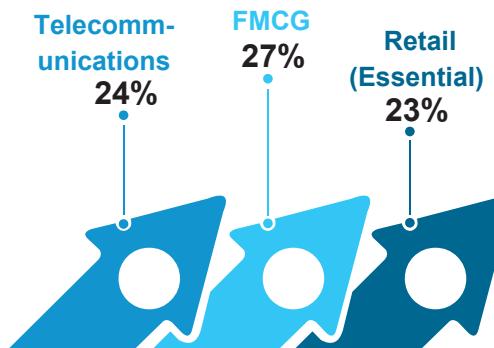


Sector Trends

Eight of the eleven sectors post appreciable improvements to their Intent to Hire, over the five unlock periods, enabling an overall restoration of sentiment –

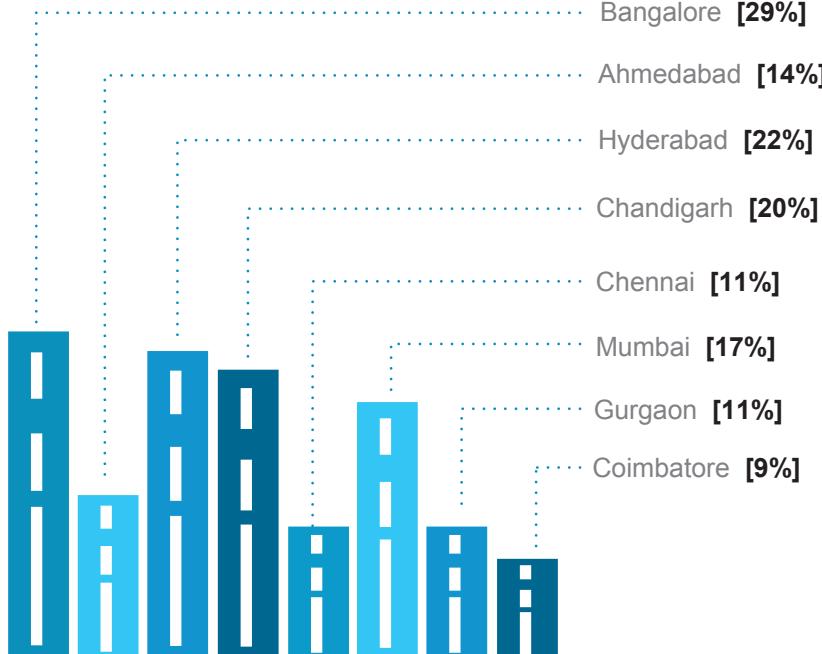


Other leading sectors:



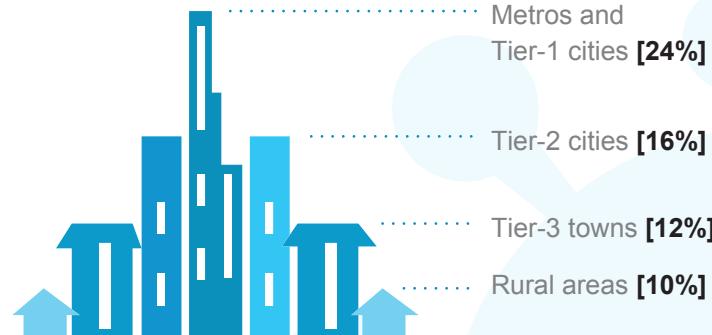
City Trends

Leading cities:



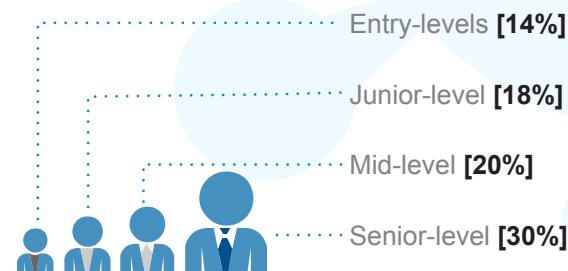
Geographical Trends

Intent to Hire:



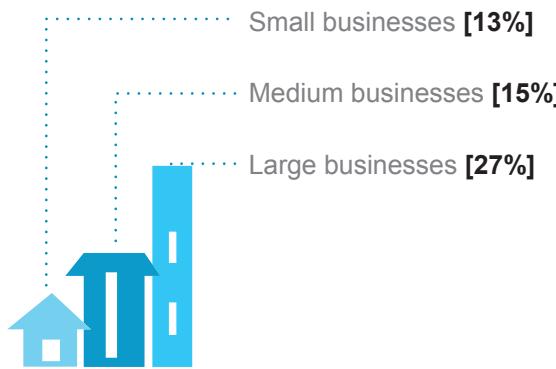
Hierarchical Trends

Intent to Hire:



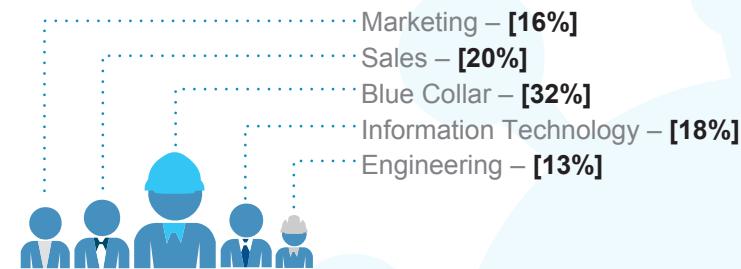
Business Size Trends

Intent to Hire:



Functional Area Trends

Intent to Hire:





Highlights

- Intent to Hire: Trends

Highlights

Intent to Hire: India – Q3, 2020-21, Current quarter in historical perspective

HY/ Quarter	% intent to hire	% change
Apr – Sep, 2018-19 [HY]	99	-
Oct – Mar, 2018-19 [HY]	98	-1
Apr – Sep, 2019-20 [HY]	99	+1
Oct – Mar, 2019-20 [HY]	97	-2
Apr – Sep, 2020-21 [HY]	18	-79
Oct – Dec, 2020-21 [Quarter]	21	+3



- With unlock-4* and unlock-5** taking effect, most businesses, especially those that serve people in their premises, opened up and resumed hiring activity.
- The removal of restrictions on outdoor people gatherings is likely to encourage outdoor activity and consumption.
- The overall Intent to Hire metric seems to have turned the corner and is set to witness a noticeable 3% increase over the October – December 2020-21 quarter.
- It is noteworthy that the fall in Intent to Hire was restricted to HY-1 of the fiscal, and the series of unlock initiatives have boosted hiring sentiment substantially.

*Unlock-4: states not permitted to impose lockdowns outside containment zones without the center's permission

**Unlock-5: opening of cinemas, theatres, multiplexes, entertainment parks and swimming pools for training outside containment zones

TeamLease Dipstick survey, September 1st and 2nd week, 2020.

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Highlights

Intent to Hire Trends: Q3, 2020-21 by Geography*

METRO & TIER-1**



% intent to hire

Apr– Sep, 2020-21	19
Oct– Dec, 2020-21	24

TIER-2**



Apr– Sep, 2020-21	14
Oct– Dec, 2020-21	16

TIER-3**



Apr– Sep, 2020-21	11
Oct– Dec, 2020-21	12

RURAL**



Apr– Sep, 2020-21	10
Oct– Dec, 2020-21	10



Metro and Tier-1 cities are likely to be benefit significantly from the unlock initiatives with a 5% increase in Intent to Hire.

While a returning migrant workforce accentuates the trend in the cities, there is a marginal effect on tier-2 and tier-3 towns from reverse migration by a small proportion of white collar talent.

*Geographical areas are locations where hiring takes place

**Please refer Bibliography and Definitions

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Highlights

Intent to Hire Trends: Q3, 2020-21 by Business Size**

SMALL



% intent to hire

Apr– Sep, 2020-21	07
Oct– Dec, 2020-21	13

MEDIUM



Apr– Sep, 2020-21	12
Oct– Dec, 2020-21	15

LARGE



Apr– Sep, 2020-21	24
Oct– Dec, 2020-21	27



Small businesses are likely to shake off the lockdown blues finally, with a near-doubling of hiring intent over the previous HY.

Large and medium-sized businesses, saddled with inventory and poorly utilized capacity, are also expected to significantly up hiring efforts in Q-3.

**Respondents categorized as Small (less than 500 employees), Medium (500 to 5,000 employees) and Large (greater than 5,000 employees)

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Highlights

Intent to Hire Trends: Q3, 2020-21 by Hierarchy*

ENTRY LEVEL



JUNIOR LEVEL



MID-LEVEL



SENIOR LEVEL



- Entry-level hiring is set to witness a fillip during October – December, 2020-21, signaling a ramp up in capacities by businesses.
- The increase in hiring intent across hierarchical levels – however incremental – indicates that the pandemic influence has bottomed out.

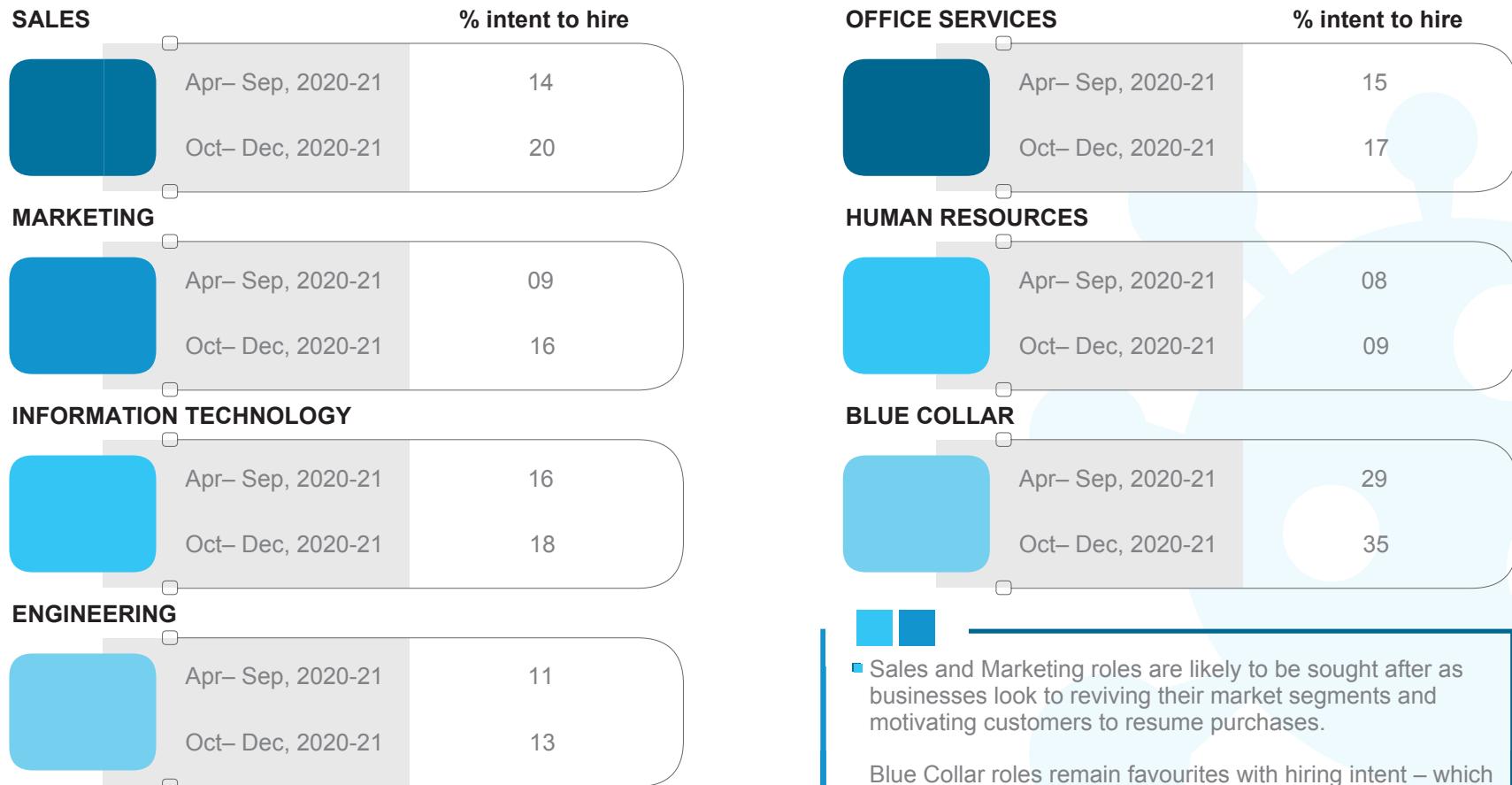
*The organizational level at which employers plan to hire
Please refer Bibliography and Definitions

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Highlights

Intent to Hire Trends: Q3, 2020-21 by Functional Area*



*The functional areas in organizations for which employers plan to hire
Please refer Bibliography and Definitions

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Employment Outlook Report [Q3: October -December, 2020-21]



Outlook trends by Sector and City - Leaders and Laggards

Outlook trends by Sector and City

Intent to Hire Trends: Q3, 2020-21 by Sector**

Leaders	Sectors	Oct-Dec, 2020-21	Apr-Sep, 2020-21
 EDUCATIONAL SERVICES	Educational Services	34	27
	Information Technology	29	22
	Healthcare & Pharmaceuticals	39	33
	Ecommerce & Technology Start-ups	31	26
	Financial Services	18	13
 LAGGARDS	Logistics	23	20
	Agriculture & Agrochemicals	27	25
	Power & Energy	23	21
	Retail [Non-Essential]	11	09
	Construction & Real Estate	12	10

**Respondents categorized by sector

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Employment Outlook Report [Q3: October -December, 2020-21]

Outlook trends by Sector and City

Intent to Hire Trends: Q3, 2020-21 by Sector**

Leaders	Sectors	Oct-Dec, 2020-21	Apr-Sep, 2020-21
Leaders	Manufacturing, Engineering & Infrastructure	12	07
	Knowledge Process Outsourcing	31	26
	BPO / ITeS	15	11
	Telecommunications	24	20
	Fast Moving Consumer Goods	27	24
	Retail [Essential]	23	20
Laggards	Consulting	12	10
	Marketing & Advertising	12	10
	Fast Moving Consumer Durables	19	18
	Media & Entertainment	16	15
	Travel & Hospitality	06	05

**Respondents categorized by sector

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Outlook trends by Sector and City

Intent to Hire Trends: Q3, 2020-21 by City**

Leaders	Cities	Oct-Dec, 2020-21	Apr-Sep, 2020-21
	Bangalore	29	21
	Ahmedabad	14	06
	Hyderabad	22	15
	Chandigarh	20	14
LAGGARDS			
	Delhi	23	19
	Kochi	08	04
	Pune	12	08

**Respondents categorized by the city where they are head-quartered

TeamLease Dipstick survey, September 1st and 2nd week, 2020.

Leaders	Cities	Oct-Dec, 2020-21	Apr-Sep, 2020-21
	Chennai	11	05
	Mumbai	17	12
	Gurgaon	11	06
	Coimbatore	09	04
LAGGARDS			
	Nagpur	09	05
	Kolkata	15	12
	Indore	06	04

**Respondents categorized by the city where they are head-quartered

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Annexure- 1

- Sector-wise analysis
- City-wise outlook statistics
- Methodology

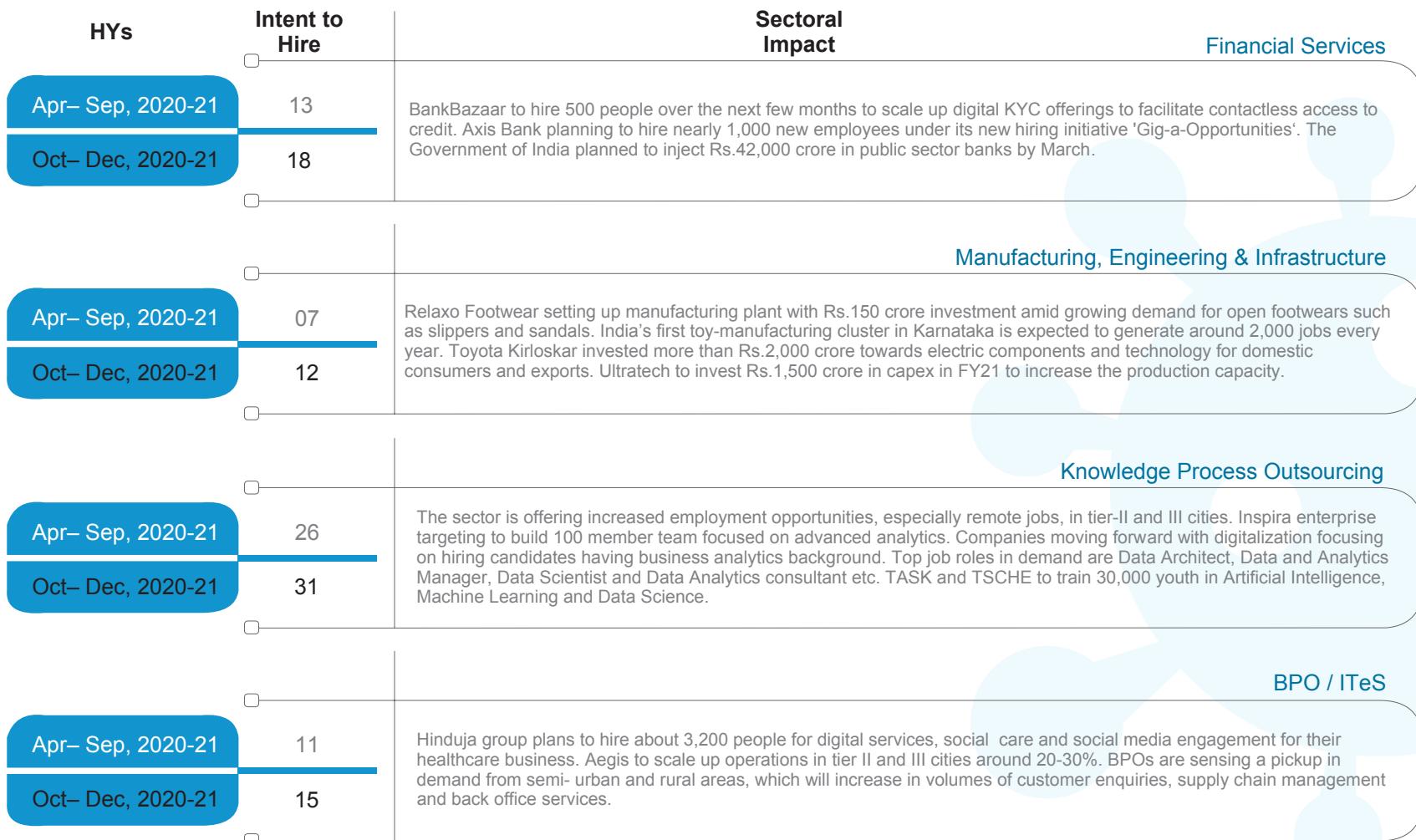
Top sectors

HYs	Intent to Hire	Sectoral Impact	
Apr– Sep, 2020-21	27	Investments in the EdTech market are expected to reach around Rs.7,700 crore. In the Union Budget 2020–21, Government allocated Rs.59,845 crore for School Education and Literacy. Prasar Bharati signed an MoU with Electronics and IT Ministry to launch 51 education TV channels. Whitehat Jr. plans to hire 1,500 teachers every month due to m-o-m increase in student enrolments. Unacademy plans to hire 500 educators over the next 1 year.	Educational Services
Oct– Dec, 2020-21	34		
Apr– Sep, 2020-21	22	Major IT companies like Infosys, HCL, Wipro & TCS expected to hire around 66,000 fresher's this current fiscal year. 64% of the businesses are expected to increase demand for cloud computing. Cloud Application Developer, Cloud Network Engineer, Cloud Automation Engineer, and Cloud Security Manager professionals is on the rise. Capgemini to hire 500 rural women trained on cloud and infrastructure services (CIS). Indian professionals with digital skills are 20% more in demand than professionals without digital skills in 2020.	Information Technology
Oct– Dec, 2020-21	29		
Apr– Sep, 2020-21	33	Indian medical tourism market is growing at 18% y-o-y and is expected to reach Rs.63,000 crore by 2020 (significant scope for enhancing healthcare services). Gol. allocated Rs.35,600 crore for nutrition-related programmes. Fortis Healthcare likely to invest Rs.3,900 crore in Manipal Hospital Enterprise. Vera Smart Healthcare gets Rs.148 crore from US-based angel investors and venture capitalists for remote health services, home-based tests and diagnostics, virtual doctor care, medical delivery and nutrition consultation.	Healthcare & Pharmaceuticals
Oct– Dec, 2020-21	39		
Apr– Sep, 2020-21	26	AWS to invest Rs.21K crore to set up multiple data centres in Telangana. Local start-ups are estimated to create around 25,000 direct jobs this year to negate the impact of the virus outbreak. Estimated new setups to increase 4,000 y-o-y by 2025. Flipkart's new fulfilment centre in Lucknow will create 500 direct jobs to cater to the e-grocery needs of consumers. The sector is set to achieve 40% growth in 2020 compared to 23% in 2019.	Ecommerce & Technology Start-ups
Oct– Dec, 2020-21	31		

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TeamLease Dipstick survey, September 1st and 2nd week, 2020.

Top sectors



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TeamLease Dipstick survey, September 1st and 2nd week, 2020

Top sectors

HYs	Intent to Hire	Sectoral Impact	Telecommunications
Apr– Sep, 2020-21	20	PUBG Mobile India plans to invest Rs.700 crore to promote local video game, exports, entertainment, and IT industries (India-specific version). FDI of up to 100% is permitted for infrastructure providers offering dark fibre, electronic mail and voice mail. The sector is expected to see a further rise in demand, around 10-15%, especially due to the adoption of 5G. Key skills required are OpenStack, Dockers, Kubernetes, S/W SON(Software Self Organizing Networks), C-RAN (Cloud or Centralized Radio Access Network) and Massive MIMO(Multiple Input – Multiple Output) and Millimeter Wave (mmWave). Google proposed investment of Rs.31,500 crore in Reliance Jio Platforms to build low-cost, entry-level smartphones. Rs.1.52 lakh crore invested by global investors in Jio Platforms would boost growth and leads to job creation	
Oct– Dec, 2020-21	24		
Apr– Sep, 2020-21	24		Fast Moving Consumer Goods
Oct– Dec, 2020-21	27	100% FDI in food processing and single-brand retail, and 51% in multi-brand retail would bolster employment in the next few months. Nestle plans to invest Rs.700 crore to open a new plant in Sanand for Maggi. ITC to invest Rs.700 crore in food park in Madhya Pradesh. Amway invested Rs.150 crore to improve its manufacturing automation, home delivery and enhancing its digital capabilities. PepsiCo increases investment at snacks plant in UP to Rs.814 crore from 500 crore generating 1,500 direct/indirect jobs and enabling a local sourcing ecosystem.	
Apr– Sep, 2020-21	20		Retail [Essential]
Oct– Dec, 2020-21	23	Walmart Investments Cooperative U.A invested Rs.2.75 billion in Wal-Mart India Pvt Ltd. Gol. allowed 100% FDI in online retail of goods and services through the automatic route. Amazon launched a benefits programme called Step, helps about 7lakh sellers accelerate their growth on the marketplace. Silver Lake to invest Rs.7,500 crore in Reliance Retail.	

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TeamLease Dipstick survey, September 1st and 2nd week, 2020.

Bottom sectors

HYs	Intent to Hire	Sectoral Impact	
Apr– Sep, 2020-21	20	Gol. allows FDI of up to 100% under the automatic route for port and harbour construction and maintenance projects. Essar Ports will invest Rs.519 crore in Hazira port by 2020. Total allocation for the Ministry of Shipping stands at Rs.1,800 crore in 2020-21 Union Budget. Cabinet approves revised cost of Rs.8,575 crore for East-West Metro Corridor project. Gol. has allocated Rs.91,823 crore under the Ministry of Road Transport and Highways. Investcorp invested Rs.800 crore in Alibaba-backed Xpressbees to scale up business across industries.	Logistics
Oct– Dec, 2020-21	23		
Apr– Sep, 2020-21	25	Gross Value Added by agriculture, forestry and fishing was estimated at Rs.19.48 lakh crore in FY20. Investment worth Rs.8,500 crore for ethanol production. Gol. allowed 100% FDI in marketing of food products and in food product E-commerce under the automatic route.	Agriculture & Agrochemicals
Oct– Dec, 2020-21	27		
Apr– Sep, 2020-21	21	Rays Experts commissioned 600 MW solar projects in Rajasthan with Rs.3,000 crore investment and generate 2,000 jobs, also hired approximately 600 people for the maintenance of the park and additional capacity expansion. Bihar had 10 big projects related to petroleum and gas worth Rs.21,000 crore boost to create thousands of jobs.	Power & Energy
Oct– Dec, 2020-21	23		
Apr– Sep, 2020-21	09	Gol. allowed 100% FDI under the automatic route in Electronics Systems Design and Manufacturing sector. Malabar Gold to invest Rs.240 crore to open 9 showrooms in India (tier-I and II cities in the north and central), overseas like Singapore, Malaysia etc. Shantanu & Nikhil brand to launch its digital platform to target global consumers with an investment of Rs.60 crore from Aditya Birla.	Retail [Non-Essential]
Oct– Dec, 2020-21	11		

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TeamLease Dipstick survey, September 1st and 2nd week, 2020.

Bottom sectors

HYs	Intent to Hire	Sectoral Impact
Apr– Sep, 2020-21	10	Nestle India will invest Rs.700 crore in construction of its ninth factory in Gujarat. JSW Infrastructure acquires Chettinad Group's port business worth Rs.1,000 crore which allows ownership and operational control in couple of its terminals. L&T bagged projects worth Rs.3,166 to construct 4-lane road bridge in Northeast and Rs.25,000 crore Mumbai-Ahmedabad Bullet Train Project and Rs.7,000 crore corridor connecting Vadodara with Ahmedabad.
Oct– Dec, 2020-21	12	
Apr– Sep, 2020-21	10	Deloitte Global plans to create approximately 25,000 jobs every year. The industry is estimated to grow at a CAGR of 30% to become a Rs.27,000 crore industry by 2020. Fast growth of this sector is largely attributable to improved investment activities because of low-cost structure, entry of many big players into the Indian market which ultimately leads to expected rise in hiring activities.
Oct– Dec, 2020-21	12	
Apr– Sep, 2020-21	10	The sector is expected to see a growth of 4% in ad spends on TV. Advertisement spending to increase by up to 30% (with unlock) by major companies. Most of the top brands across automobiles, smartphones, jewellery, BFSI, e-commerce, OTT video streaming platforms etc. have increased outdoor advertisements in regional/local market levels and especially in smaller cities.
Oct– Dec, 2020-21	12	
Apr– Sep, 2020-21	18	Investment of Rs.3,540 crore Consumer Electronics and Durable Goods cluster in Hubballi will offer world-class infra for electronic goods manufacturing and create 20,000 jobs. Govt. boost to production of battery chargers will result in setting up 365 factories helps to create approximately 1,60,000 jobs yearly till 2025.
Oct– Dec, 2020-21	19	

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TeamLease Dipstick survey, September 1st and 2nd week, 2020.

Bottom sectors

HYs	Intent to Hire	Sectoral Impact	
Apr– Sep, 2020-21	15	The animation, visual effects, gaming and comics sub-sector is growing at a rate of 29%, audio visual sector and services is growing at the rate of 25%. Gol. has increased FDI limit from 74% to 100%. Spotify will launch lite version for low-end Android phones in India. The M&E industry will grow at a CAGR of 13.5% during FY19–FY24.	Media & Entertainment
Oct– Dec, 2020-21	16		
Apr– Sep, 2020-21	05	The government has allowed 100% FDI under the automatic route in scheduled air transport service, regional air transport service and domestic scheduled passenger airline. UK group to invest Rs.950 crore in Turbo Aviation's new airline TruStar. International hotel chains are increasing presence and will account for around 47% share by 2020.	Travel & Hospitality
Oct– Dec, 2020-21	06		

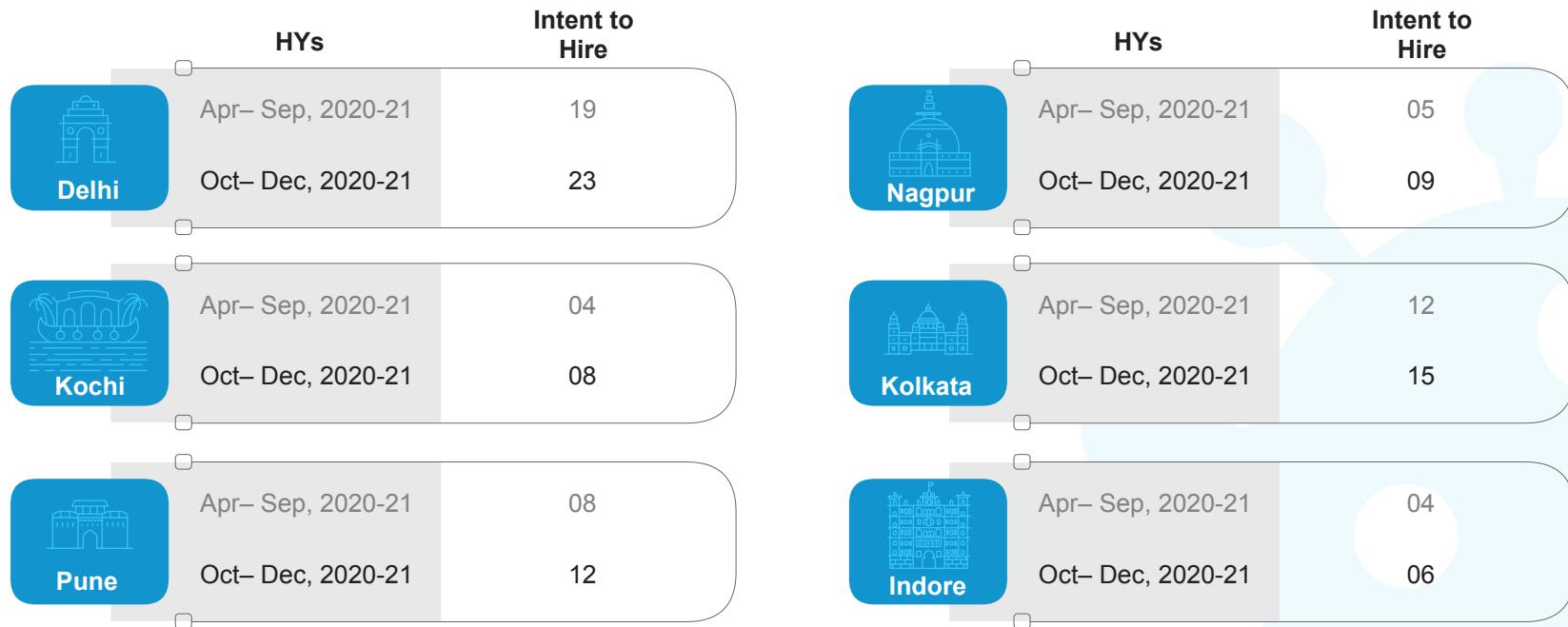
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Annexure- 2

- Research Methodology
- Sample Design
- Bibliography
- Definitions

Random stratified sampling technique** was used to identify respondents for the survey. Data sources used to collect contact data were:

Kompass directory for small, medium and large sized companies in the private sector. To ensure continuity with the baseline measurement, the core random sample was drawn from this database.

NASSCOM / iSPiRT database for IT Services and Ecommerce / Tech start-up companies.

Companies registered with the Bombay Stock Exchange (BSE).

Respondent Selection

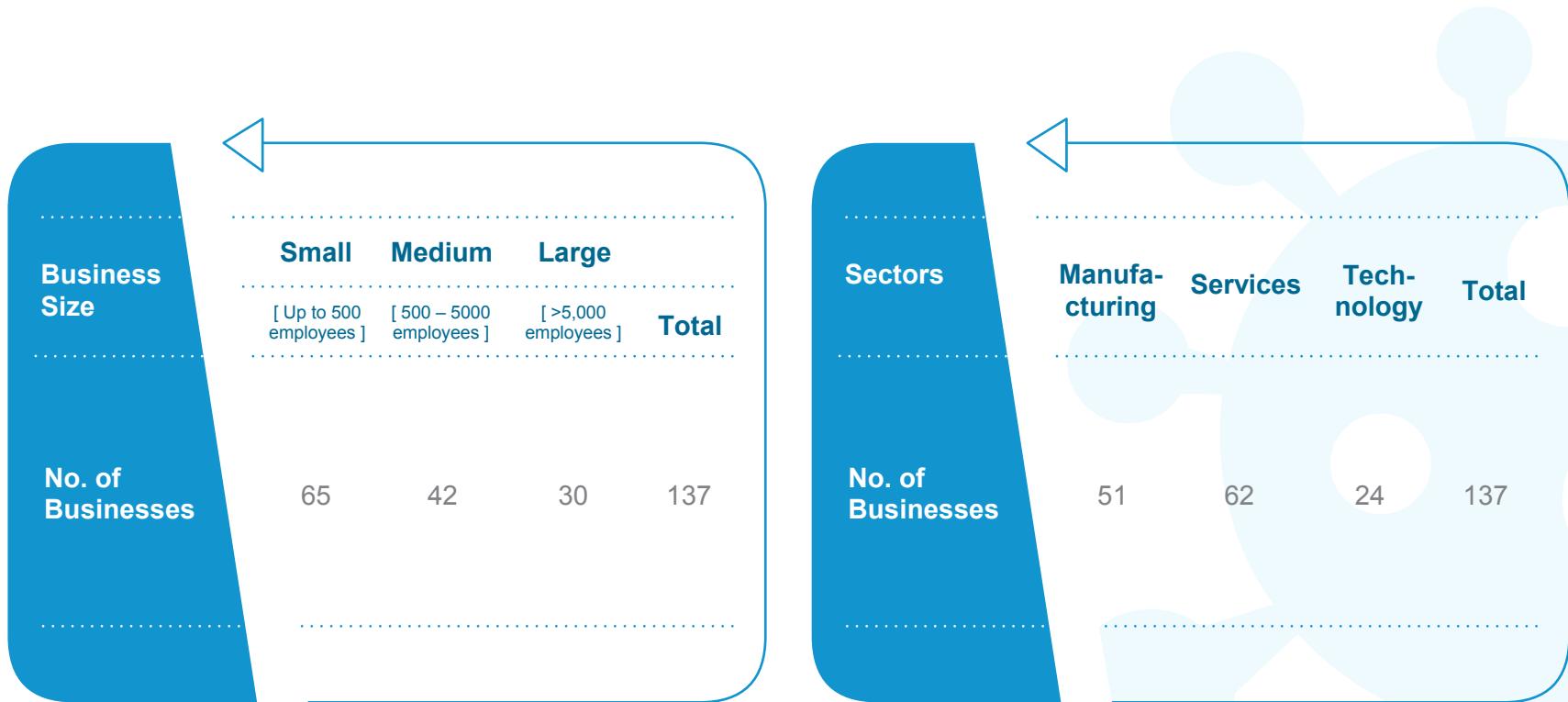
Target respondents for the study were Business & HR Heads as well as Senior Managers with hiring mandates. The databases offered a contact name for each company listed. Interviewers called into each of these companies and obtained the names of the appropriate individuals who were responsible for hiring decisions.

Data Collection

The survey instrument was then administered to the target respondents using a mobile survey application. Please refer 'Sample Design' section.

Secondary Data Sources

Major Indian and international research resources about employment trends in India



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Timelines:

Short Term: 3 months

Organized Sector:

Comprises of businesses that are systematically run and compliant with government regulations pertaining to land, labour, machinery, investments and taxation.

Unorganized Sector:

Comprises of businesses that are run without due registration / recognition by the government and are generally non-compliant with regulations pertaining to one or more of the following – land, labour, machinery, investments and taxation.



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