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India Hiring Tracker

July-December 2021

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Foreword



New beginnings assume whole new dimensions in an uncertain world. A “Covid-reset” has employees and jobseekers questioning the fundamentals of work, its purpose, attitudes to work and time spent at work. The fatigue has been telling, and 2021 provided little respite – a sense of “sameness” prevailed. Nevertheless, most people seem to be on a renewed quest for work-life balance in 2022.

Jeff Bezos' philosophy of “Work-Life Harmony” seems to accommodate the ambiguous nature of work-life balance. However, for people working in jobs, the much simpler concept of flexibility works better. Employers seem to be gradually paying heed and offering flexibility as an organization-wide policy is on the anvil of a sizeable section of employers.

The desirable policy change is being planned on the back of a reset organizations are undergoing. A recognition of the importance employees and job seekers pay to the

and of their reprioritizing work and life aspects have led employers to begin acting on ushering in flexibility.

On their part, organizations have also been on a talent acquisition spree during 2021. More employers are hiring for more positions. The pace has only quickened over the year. Business focus has shifted from sales to operations to performance management, and the demand for new roles and skills has seen corresponding shifts. And recruiters are entirely at ease with remote hiring.

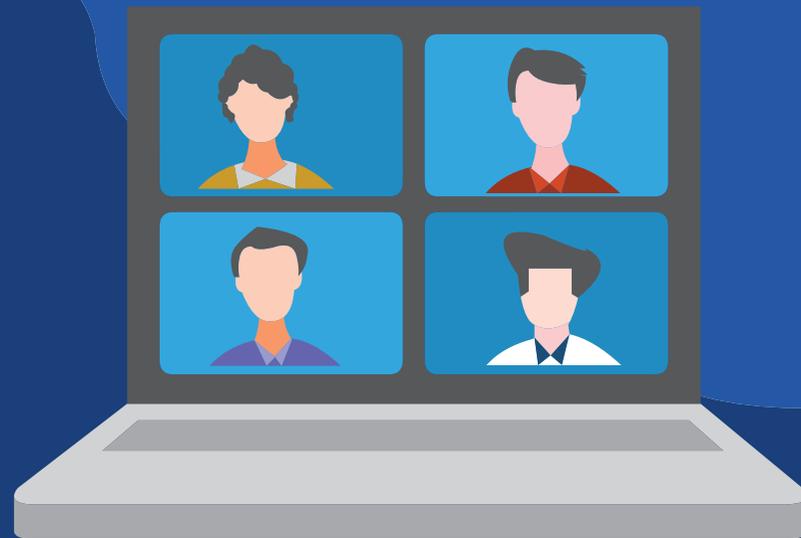
Here's to new beginnings!

Sashi Kumar,
Head of Sales, Indeed India

The 2021 strain: Is a different career worth pursuing?

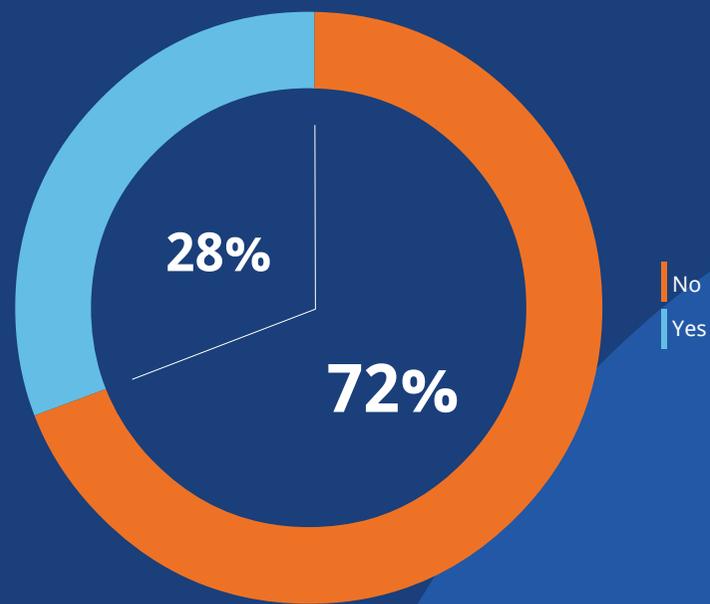
The pandemic has made employees step back and reevaluate life and work priorities. The reevaluation mode is now widely prevalent among employees because of the multiple concerns Covid-19 gave rise to. More than seven out of ten employees surveyed (**71%**) say they are rethinking their careers and are concerned “if a different career is worth pursuing”. A slightly less proportion (**67%**) wonder if they are in the right job, while 61% think they should reprioritize their job in favour of other life priorities.

About half of all employees (**51%**) have posed themselves an even more fundamental question – “if their job is fulfilling a purpose”. Monetary concerns also weigh on the minds of nearly half of all employees. 49% ask themselves “if they can command a better salary than what they currently do”.

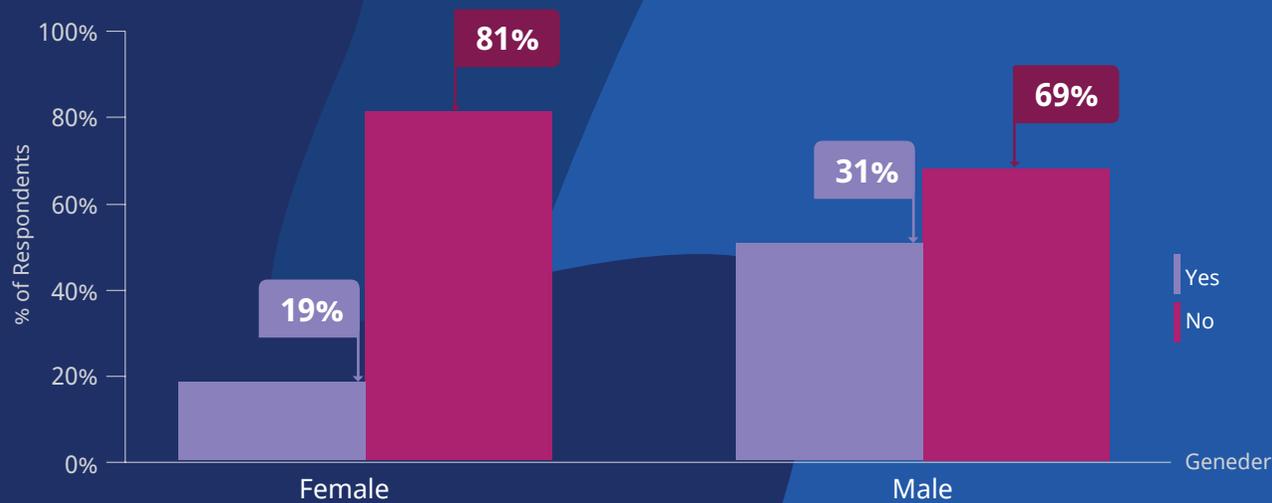


Based on this reassessment of priorities concerning their careers, **68%** of employees rank job satisfaction as “very” or “most” important, followed by salary and job satisfaction (**62%**) as well as work-life balance (**61%**). In addition, nearly two in every five employees (**37%**) also ranked employer vision and mission as “very” or “most” important.

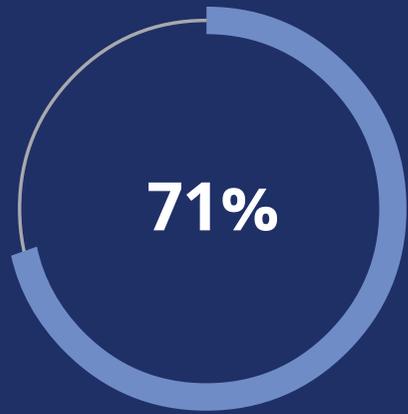
Are employees thinking of resigning from their jobs?



Are employees thinking of resigning from their jobs? -by gender



Employee concerns since Covid-19 struck



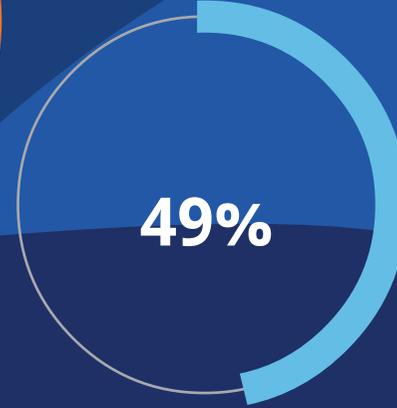
If a different career is worth pursuing



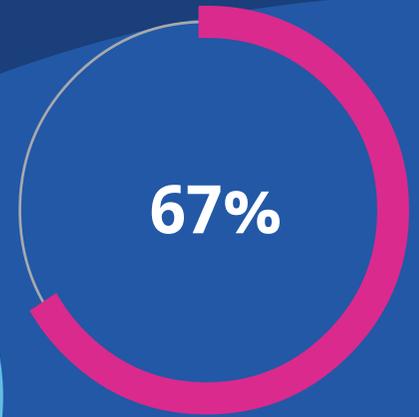
If I should deprioritize my job in favour of other life priorities



If my job is really fulfilling a purpose



If I can command a better salary



If I am in the right job

The consequences of the re-evaluation have resulted in about three out of ten employees thinking of quitting their current jobs. Moreover, the thought has occurred to a greater proportion of male employees (31%) than female employees (19%).



Still,
flexibility
is not quite
the norm



Covid-19 has led employees to be increasingly aware of their personal lives becoming entangled with their work lives. However, only **7%** of the employees state that their workplaces provide the flexibility of working fewer hours for reduced pay while over **77%** admit that their workplaces just do not provide them with this option.

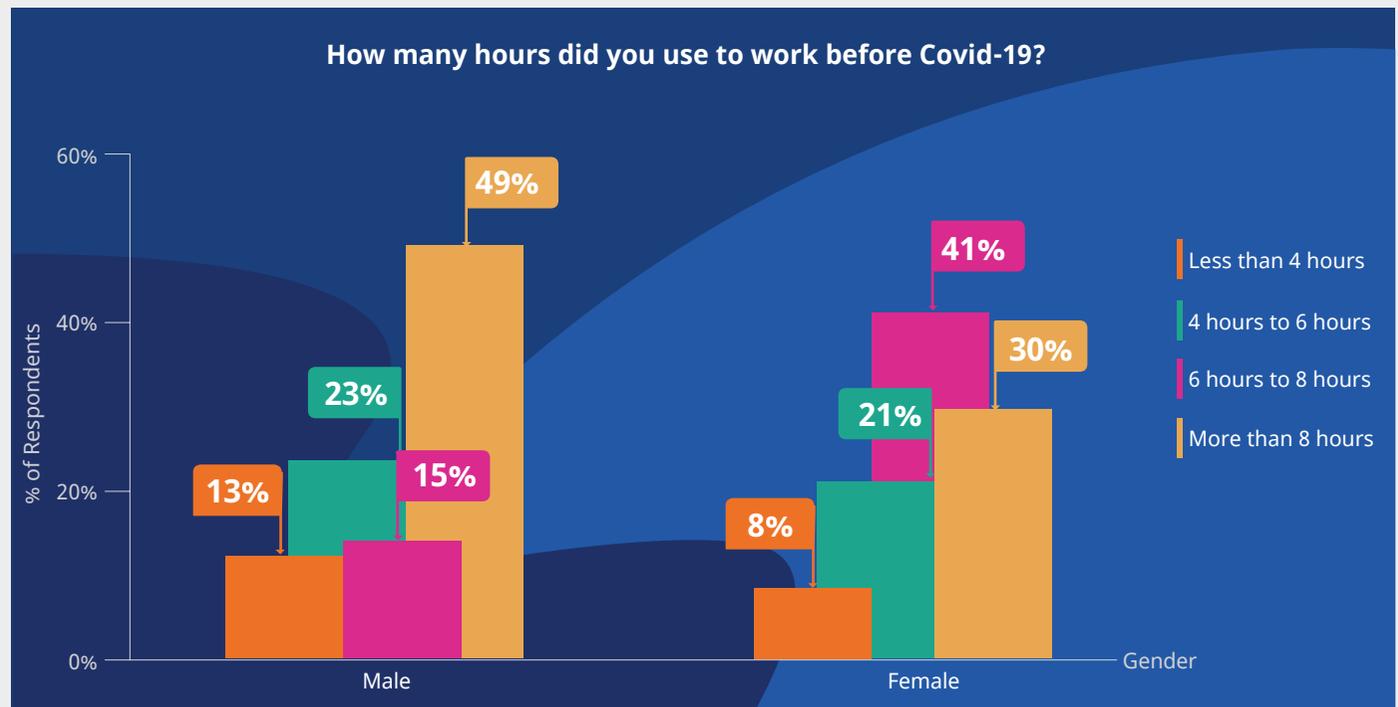
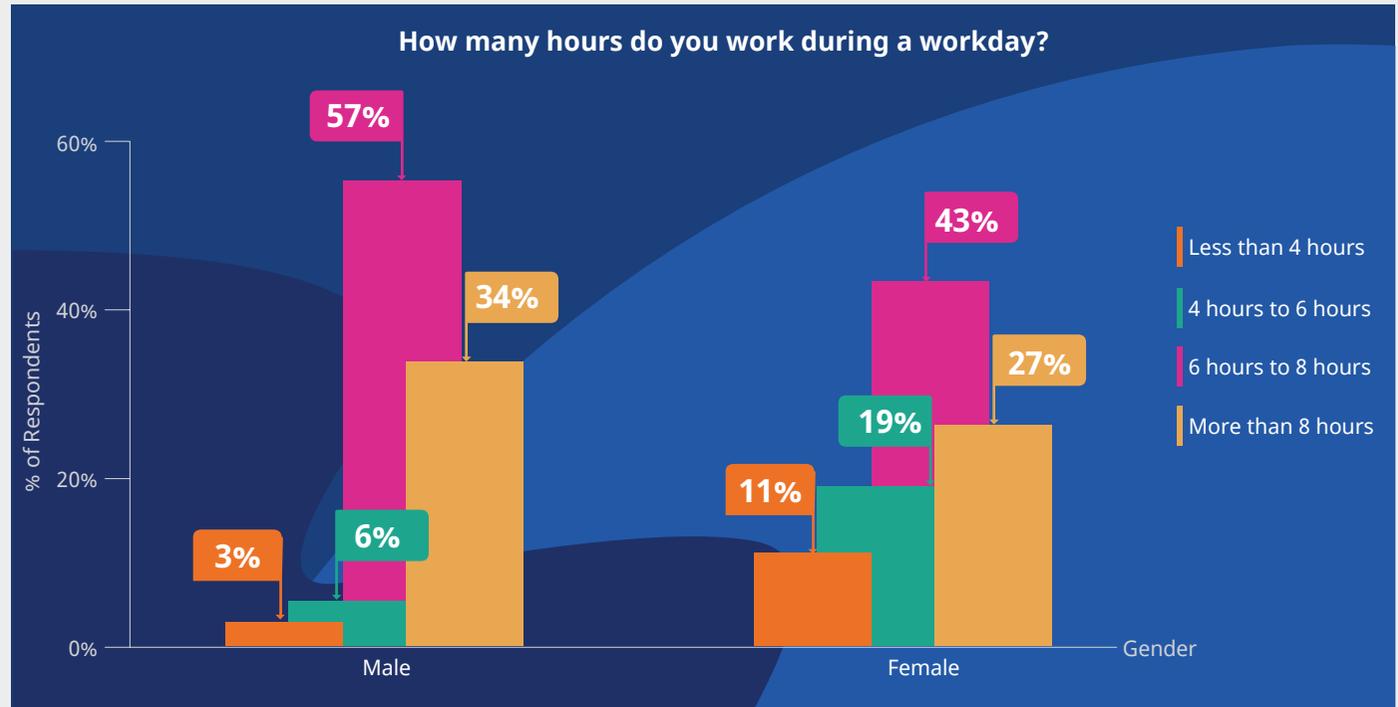
Today, a significant **7%** of all employees surveyed work on all days a week, while the 5-day week is what **49%** of all employees put in. Half of all employees (**51%**) put in 6 – 8 hours a day, while a substantial **31%** put in greater than 8 hours.

These working hours are consistent across hierarchies and across levels of education. Senior management workers and Doctorate holders are, both, equally split between putting in less than 4 hours and working more than 8 hours. **15%** of senior management employees and **15%** of Doctorate holders work for less than 4 hours. On the other hand, about **20%** of senior management employees and Doctorate holders work for more than 8 hours a day.

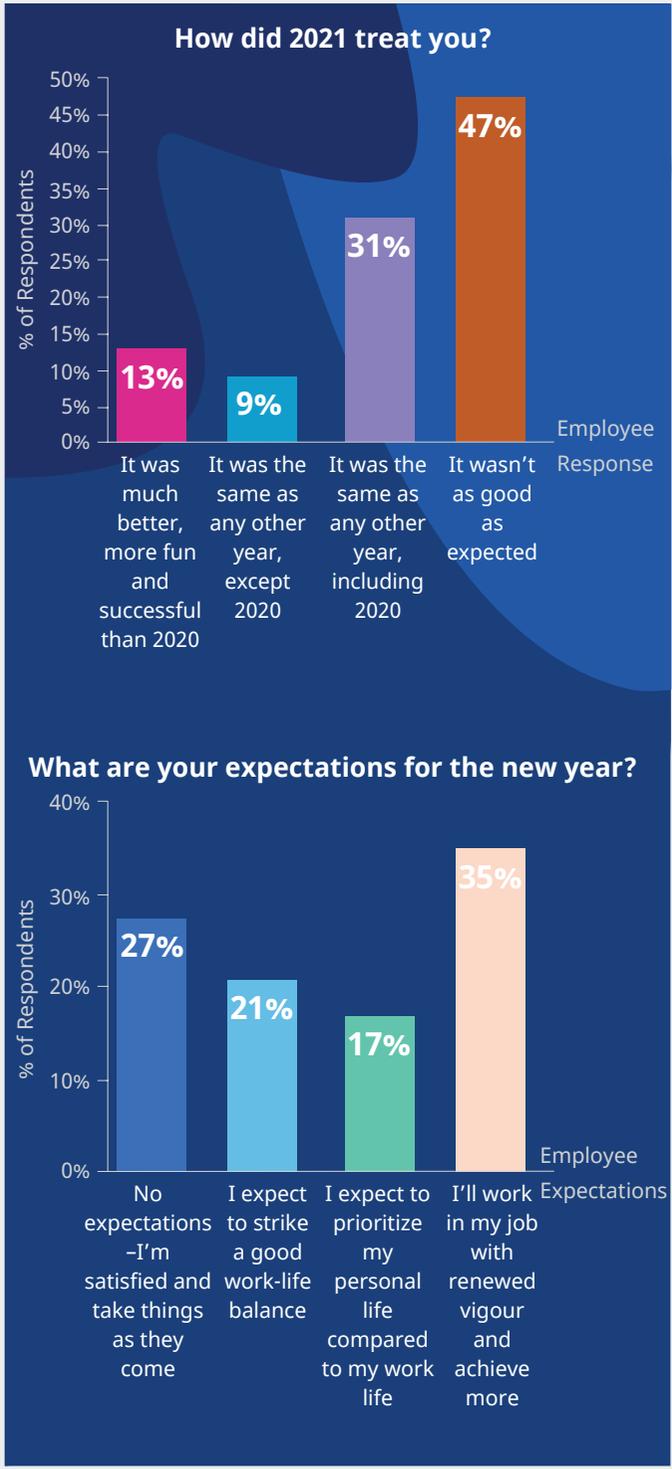
Despite this, **40%** of the employees state that they have no intention of working fewer hours, while **23%** are considering working even longer hours. At least **35%** of employees intend to not consider working fewer hours in 2022 across the genders, while at least **20%** consider working longer hours.

Male employees rationalize work hours in line with their female counterparts

The majority of male employees (**57%**) and nearly half the female employees (**43%**) work for 6 to 8 hours a day now. This is a substantial rise from the pre-covid period among male employees (**15%**), but not so among female employees (**41%**). The proportion of male employees who work for more than 8 hours a day has fallen from **49%** to **34%**. Correspondingly, there is a minor drop in the proportion of female employees working for more than 8 hours (**30%** to **27%**).



Balance trumps high resolve



The mostly insignificant changes people made to their work lives during 2021 has had a telling effect on their current sentiment. A weary sense prevails among employees nearly 20 months down the line from when Covid-19 struck. 2021 has been fulfilling for just **13%** of the employees surveyed, and the remaining **87%** express lackluster sentiment about the year gone by.

Nearly half of all employees surveyed (**47%**) expected better from 2021 - as compared to 2020 - but those expectations were belied. A significant **40%** indicated a sense of sameness - they felt 2021 was the same as any other year - and, within this category of respondents, **9%** felt 2021 was "not like 2020".

Employees are not likely to carry this weariness into 2022, though. 2022 seems to have in reserve good tidings. Employees are approaching the new year with new attitudes to work.

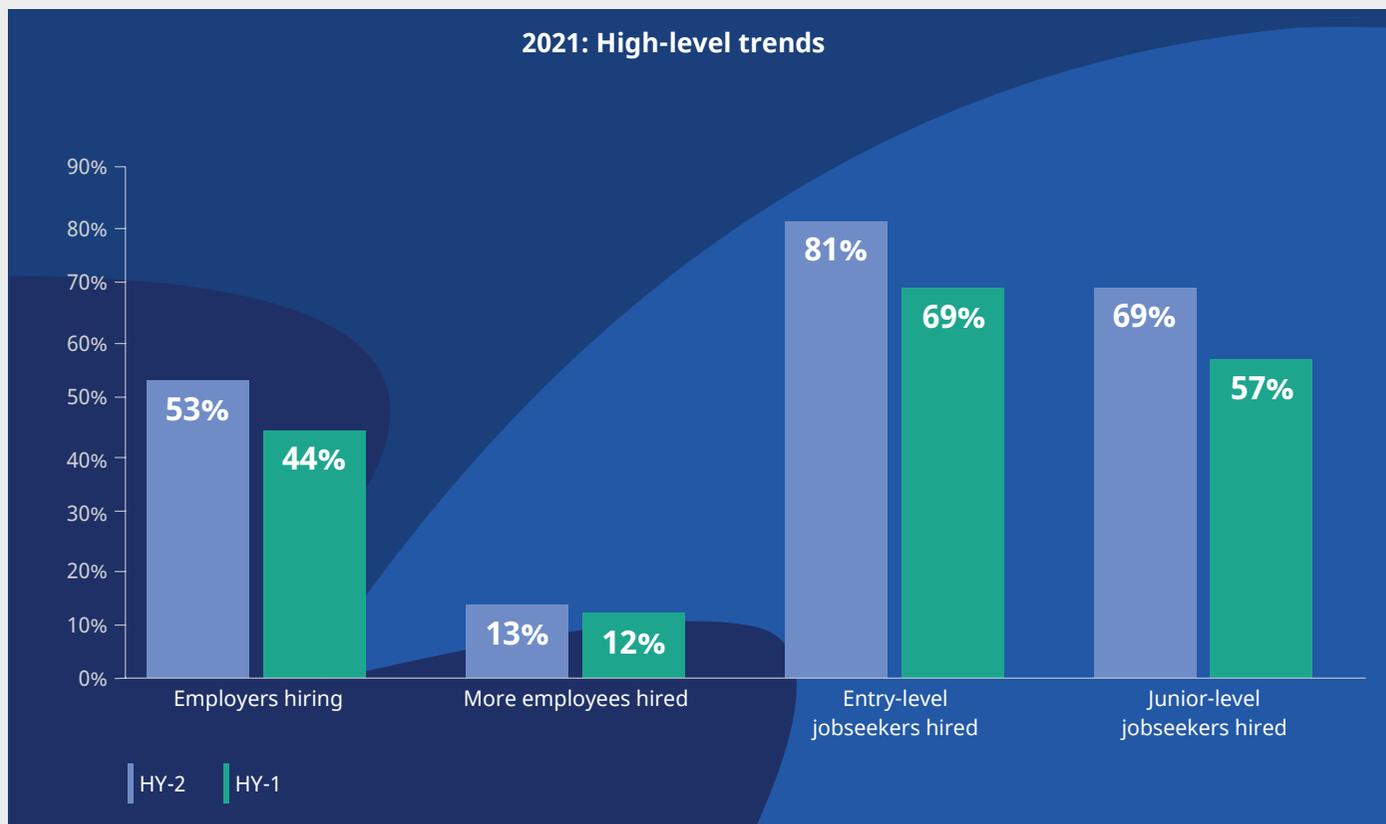
Nearly three quarters of the employees surveyed (**73%**) expect to bring a conscious change to their work lives. Those putting personal lives ahead of work slightly outnumber those who wish to act the other way round. **38%** will revisit work as a priority – with **21%** aiming for better work-life balance and **17%** putting their personal life ahead of work. On the other hand, **35%** state that they will prioritize achievement at work. The remainder, **27%**, say they are satisfied and will take life as it comes.



How the year 2021 unfolded for employers



Between the two halves of 2021 employers decisively scaled overall hiring activity. The proportion of employers who hired jumped from **44%** during HY-1 (January-June, 2021) to **53%** during HY-2 (July-December, 2021). Employers have gone on to hire **13%** more people in the second half than during the first half of the year. This growth in hiring translated into major gains for Entry-level and Junior-level jobseekers (**81%** of employers hired entry-level candidates and **66%** hired junior-level candidates during HY-2, as compared to **69%** and **57%**, respectively, during HY-1). Mid-level (**59%** up from **53%**) and Senior-level (**41%**, up from **38%**) hiring improved marginally towards the second half of 2021.



2021 saw sales (**73%**, up from **69%**), technology (**61%**, up from **52%**) and marketing (**59%**, up from **55%**) teams being ramped up at a frenetic pace between HY-1 and HY-2.

This all-round growth in hiring translated into growth across sectors, business sizes, and cities. Information Technology was the frontrunner with **69%** of the employers from the sector hiring during HY-2, up from **63%** in HY-1. Ecommerce & Technology Start-ups (**60%**, up from **65%**) and Telecommunications (**47%**, up from **39%**) ranked behind Information Technology and displayed significant growth as well.



Large businesses led hiring throughout 2021 but displayed a marginal drop in growth – **64%** employers surveyed hiring in HY-2 down from **66%** during HY-1. Medium-sized businesses followed suit and as a distant second (**45%**, down from **48%**). Small business hiring, despite being at a low ebb, grew substantially over the course of the year (**37%**, up from **25%**).

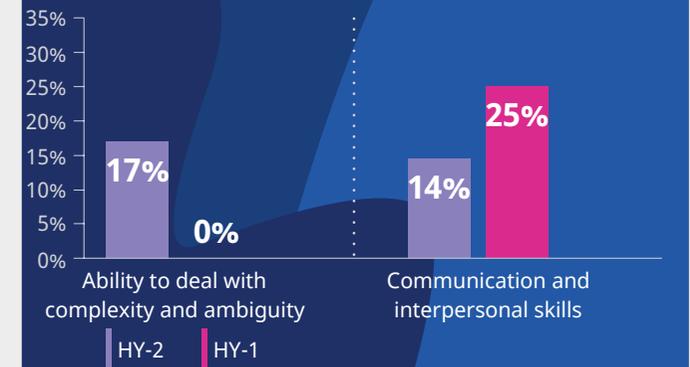
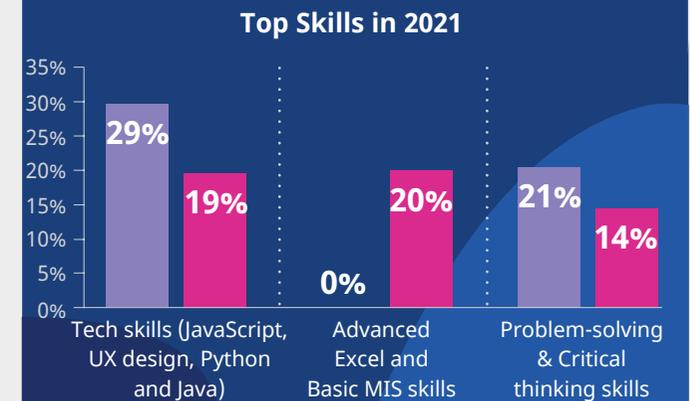
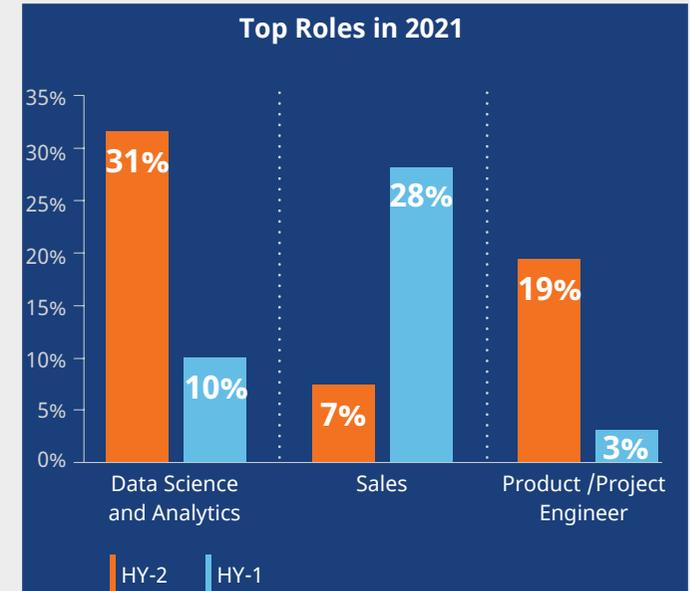
Bangalore maintained its leadership among cities with **66%** of employers surveyed hiring during the first half of 2021 and **70%** hiring during the second half. Mumbai came in second (**63%** in HY-2, up from **58%** in HY-1) and Chennai managed the third spot with an impressive run (**59%**, up from **41%**).

Sales roles paved way for Analytics



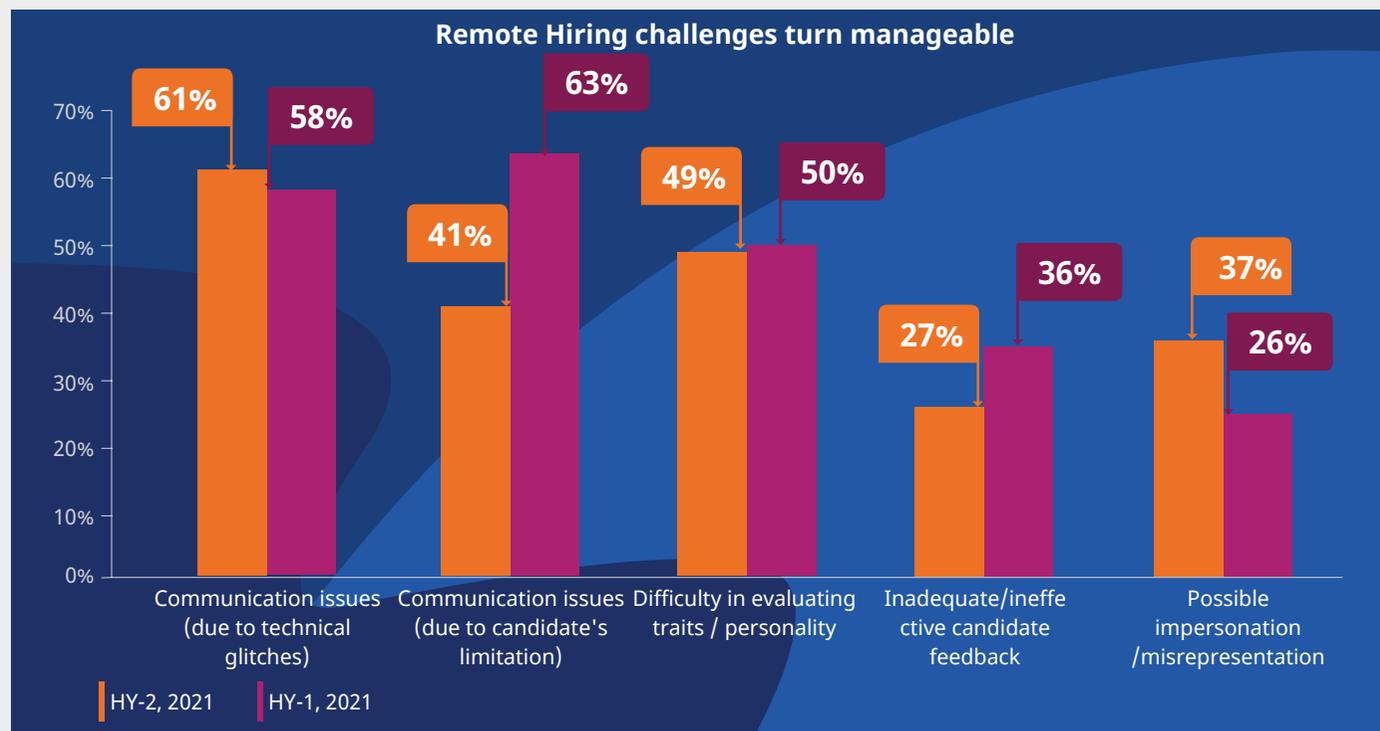
Sales roles, popular during HY-1 among **28%** of all employers, gave up the top spot to Data Science and Analytics (**31%** hiring during HY-2, up from **10%** during HY-1) implying a shift in business priorities to overall performance management. This shift also meant a big focus on business delivery – the Product / Project Engineer role had a spectacular rise from barely **3%** employers hiring during HY-1 to **19%** hiring during HY-2.

Tech skills (JavaScript, UX design, Python and Java – **29%** during HY-2) quickly took over from Advanced Excel and Basic MIS skills (**20%** during HY-1). Problem solving & Critical thinking skills and Ability to deal with complexity and ambiguity assumed great significance with **21%** and **17%** of the employers surveyed, respectively, in HY-2, while Communication and interpersonal skills slipped to third place (**14%** in HY-2 from **25%** in HY-1).

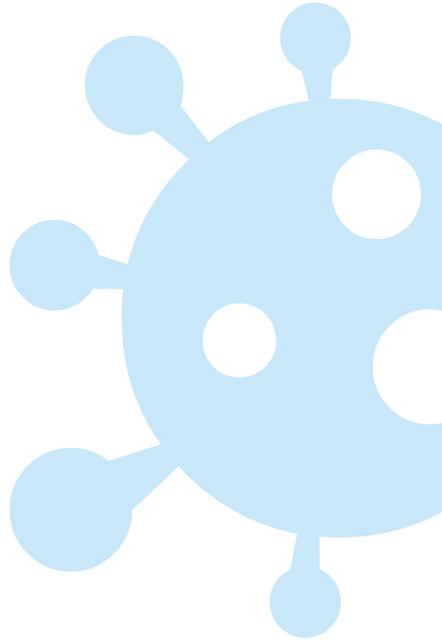


Employers credit an improved ability to communicate on part of candidates, over the course of 2021, for a better remote hiring experience. The proportion of employers who faced challenges on this count is down to **41%** from **63%**, and the proportion citing poor quality feedback on part of candidates is down to **27%** from **36%**. On the flip side, more recruiters (**37%**, up from **26%**) grew aware of the hard-to-tackle issue of impersonation risks over the year.

Remote Hiring comes of age



Add to this, better gains employers perceive on time and cost efficiencies (**71%** during HY-2, compared to **68%** during HY-1) and a substantially higher parallel processing through put (**57%**, up from **40%**) and remote hiring is set to emerge as a reliable alternative to conventional, in-person recruitment.

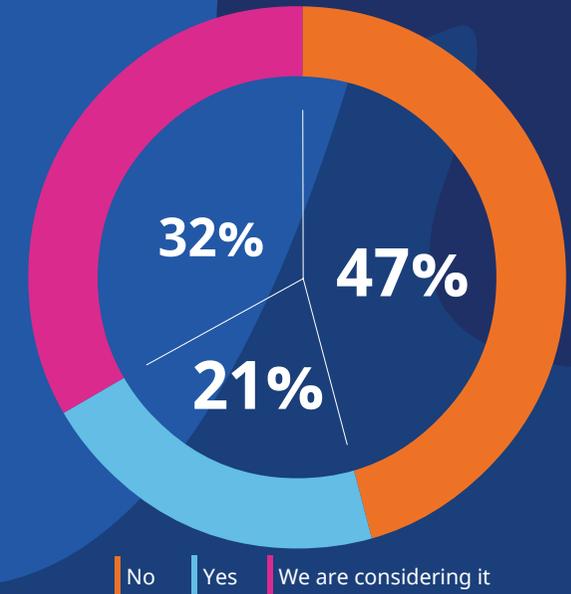


Covid-19 resets organizational fundamentals

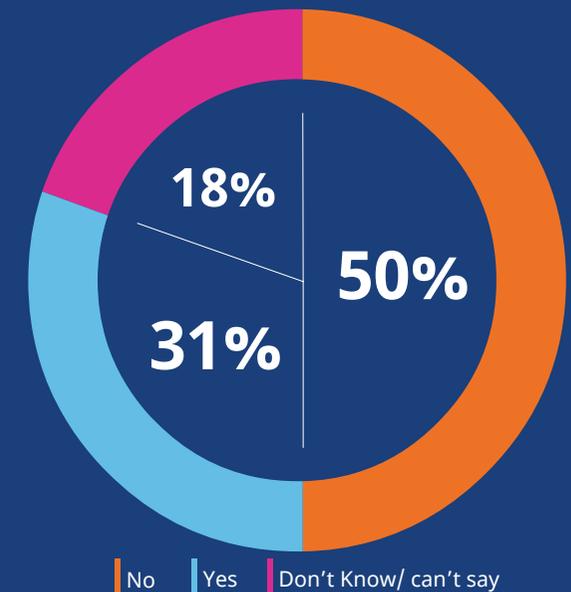
50% of the employers surveyed acknowledge that the trust with Covid-19 has made their employees reprioritise their work and career aspects. Large proportions of the FMCG (**90%**) and Manufacturing (**81%**) sectors think the reprioritization is real, while a majority of the Information Technology (**71%**) and Telecommunications (**63%**) sectors do not agree.

The travails their employees went through has made close to **80%** of employers feel they need to change the organization's mission and vision (**47%**) or consider doing so (**31%**), post-Covid-19. A majority of Small organizations (**57%**) are leading the trend, followed by **47%** of medium organizations. Large businesses have lagged in comparison, with a relatively smaller proportion (**38%**) rethinking their vision and mission. Among the sectors, Healthcare and Pharma (**89%**) and Manufacturing sectors (**80%**) are at the forefront of this change. Information Technology lags behind the rest, with **29%** reporting that they have taken this step even as more than half (**56%**) are in consideration mode.

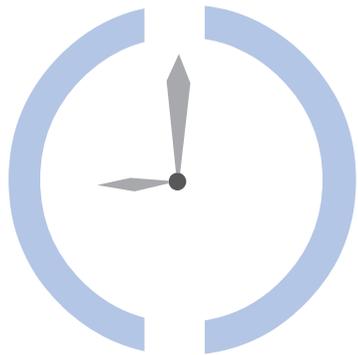
Has Covid-19 made organizations redefine their vision and mission?



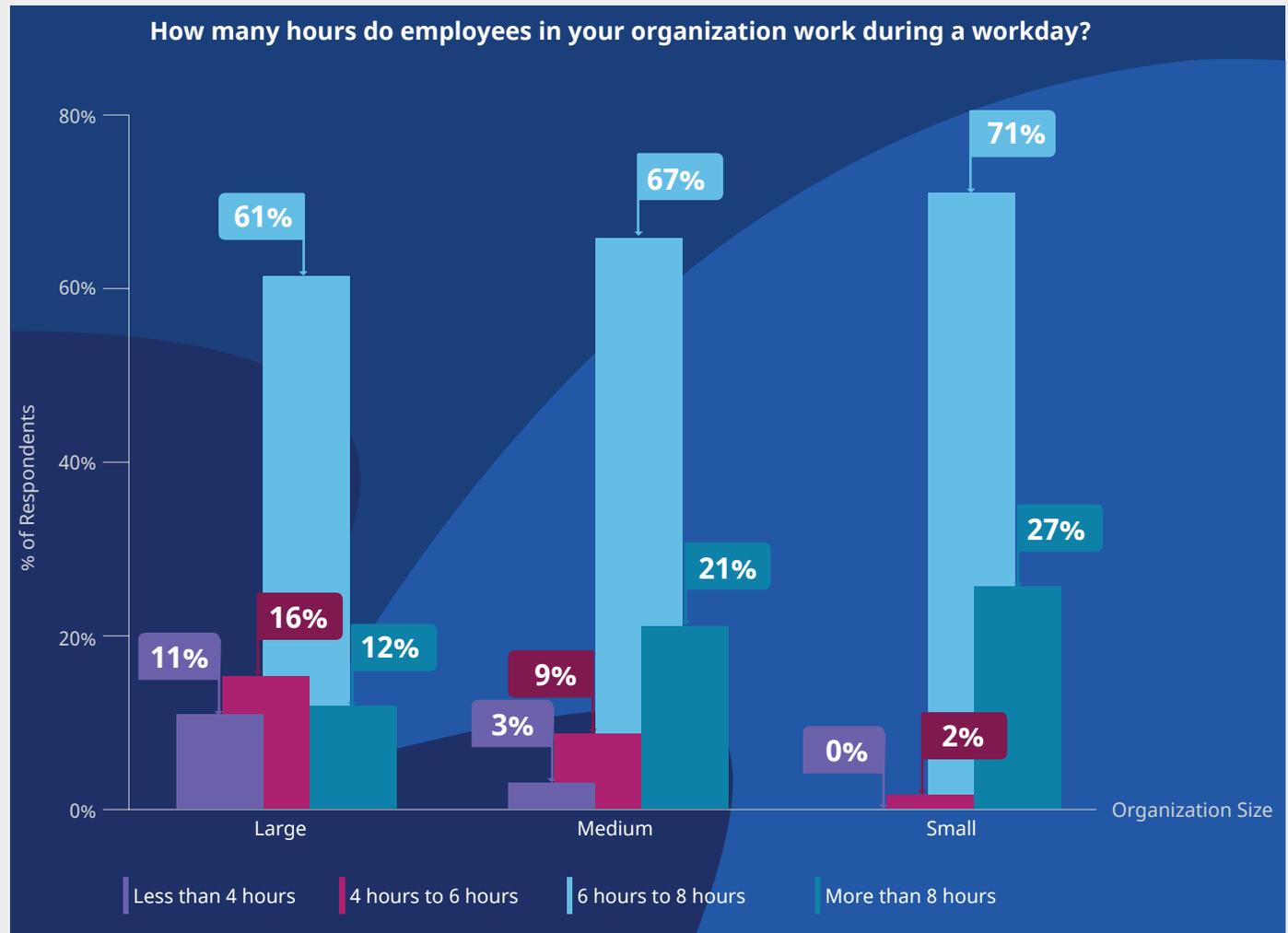
Do employers believe Covid-19 has made employees reprioritize work and career aspects?



Employers recognize long employee work hours



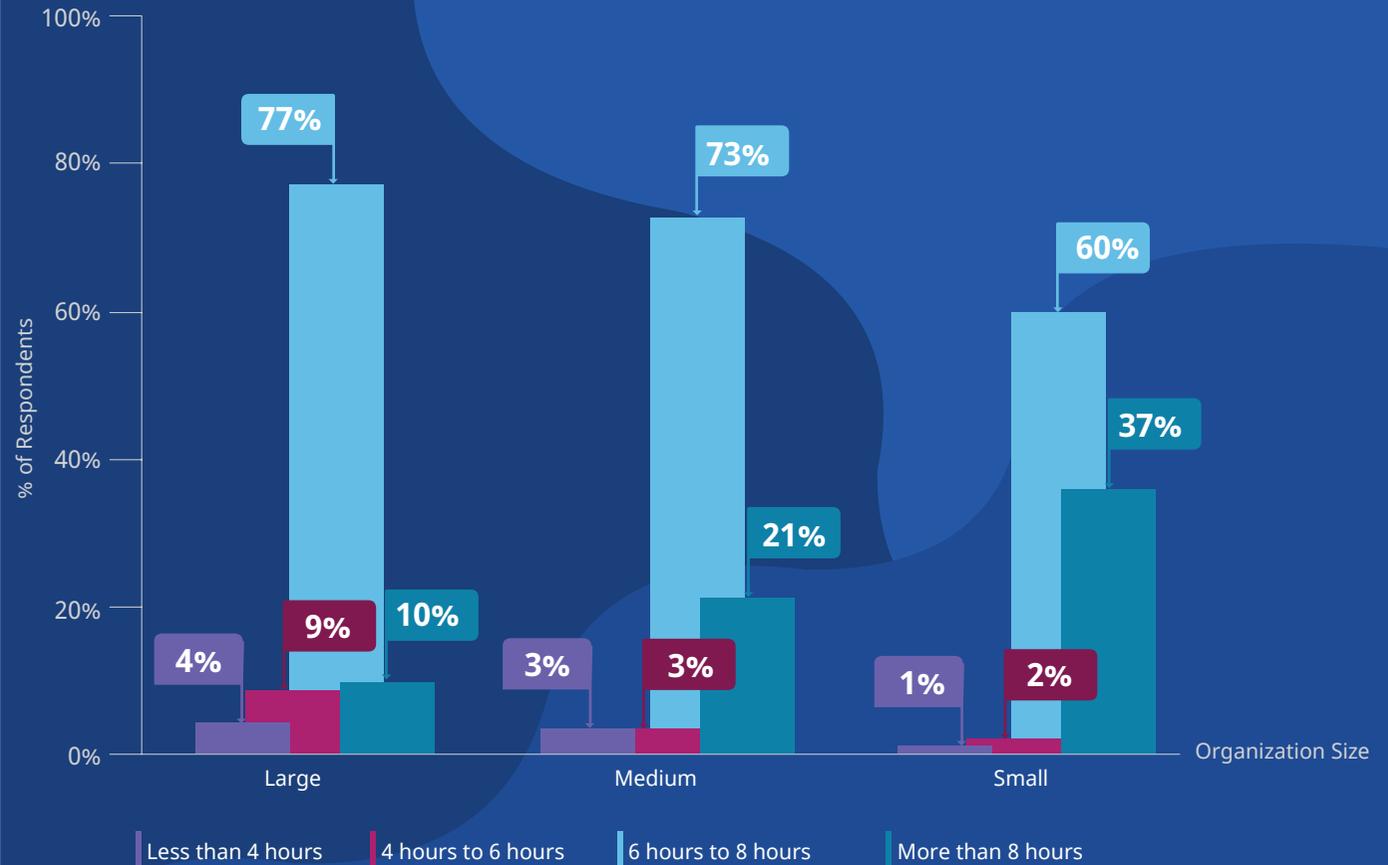
Employers across business size state that most employees (over **60%**) work for 6 to 8 hours, just as they did before Covid-19 struck. However, pre-Covid, the proportion of employees putting in this number of hours was higher for medium (**73%**) and large businesses (**77%**). The trend has reversed today, with a significant reduction of the proportions of employees working 6-8 hours a day in large (**61%**) and medium businesses (**67%**), even as small businesses have a substantially higher proportion (**71%**) working as many hours.



A majority of employees (**82%**) in MSMEs work for 6-8 hours, higher than in the other types of organizations, while startups have as much as **27%** working for more than 8 hours. These work hours are nearly consistent with the pre-Covid period (MSME: **77%** and startups: **27%**).

Most employees in the Manufacturing sector (**91%**) clock 6 – 8hours at work, while over **36%** of employees in the Travel and Hospitality sector work for over 8 hours. Not much changed for these cohorts from the pre-Covid times.

How many hours did employees in your organization work before Covid-19 ?



Flexibility is on the minds of a growing number of employers

A majority of employers surveyed do not yet have an option of letting their employees work reduced hours for correspondingly reduced pay. The rare flexibility is offered by a mere **11%**. Of the remaining, more than half (**53%**) are not considering offering such an option to their employees. On the brighter side, the tribe of employers rooting for flexibility is set to grow, with **21%** stating that they are at different stages of considering such flexibility.

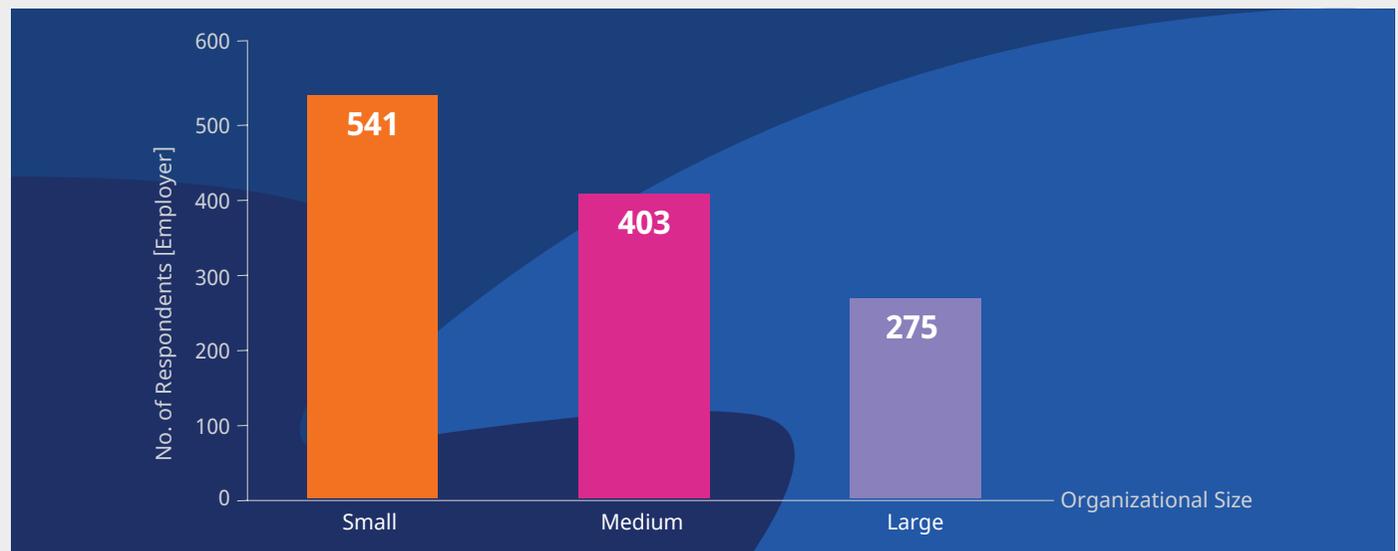
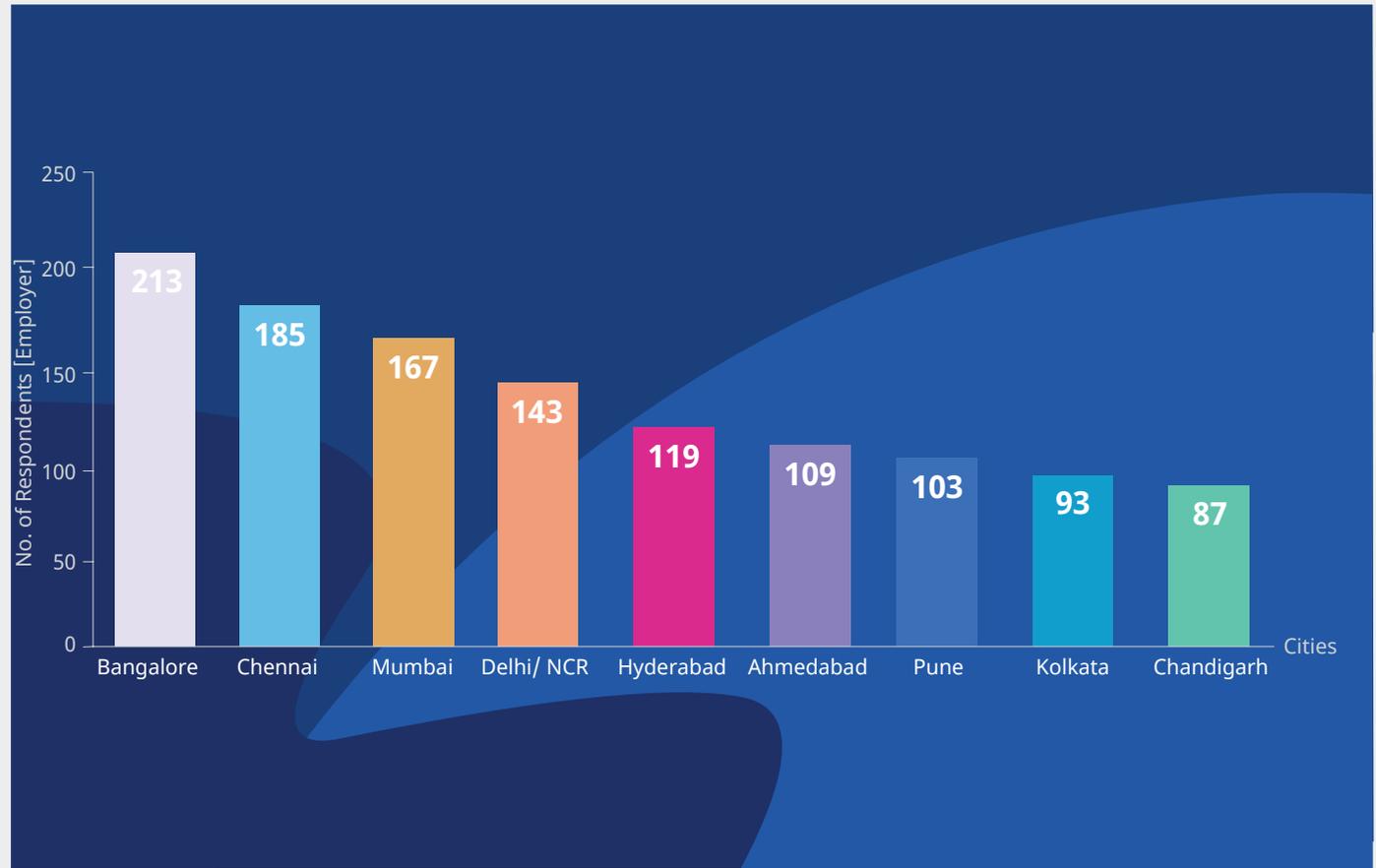


Methodology

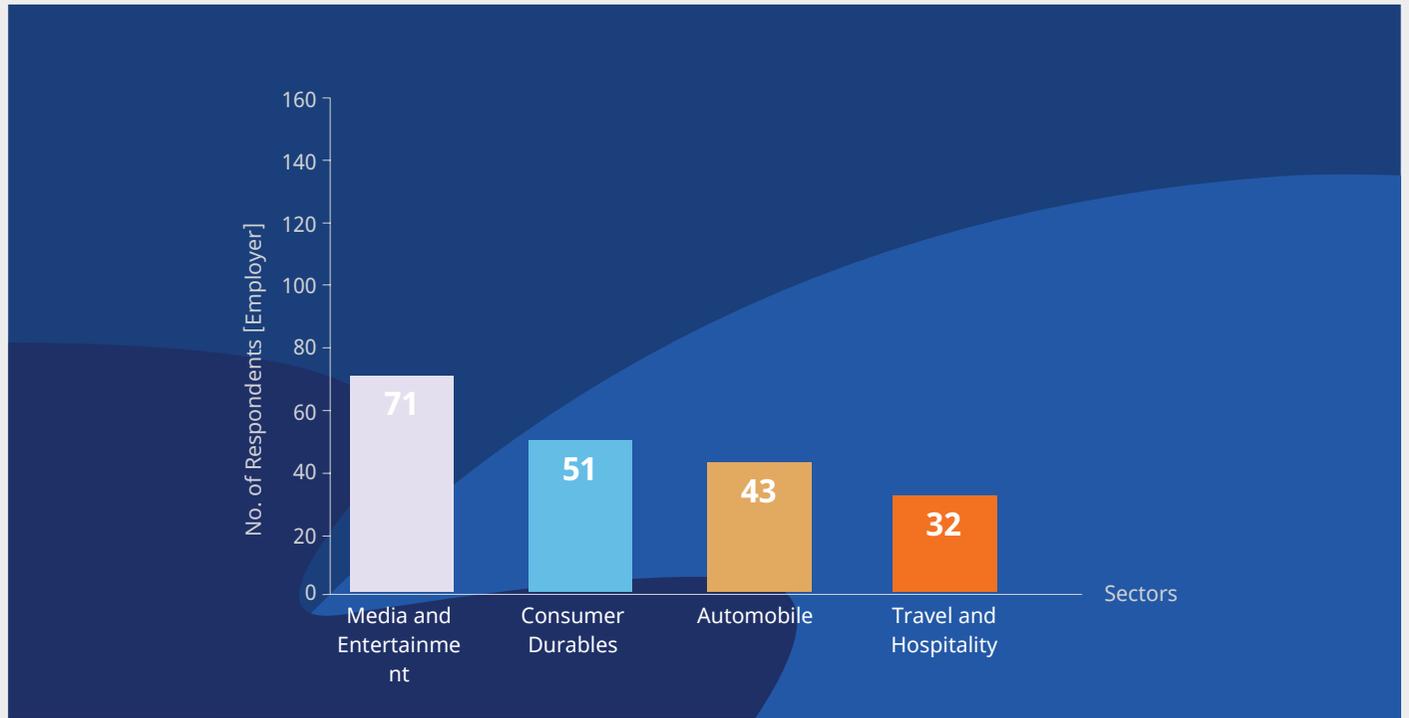
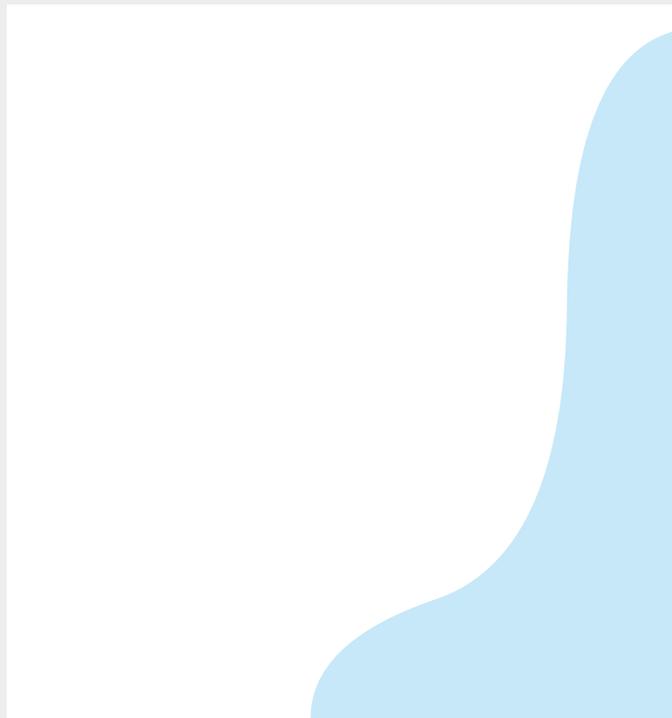
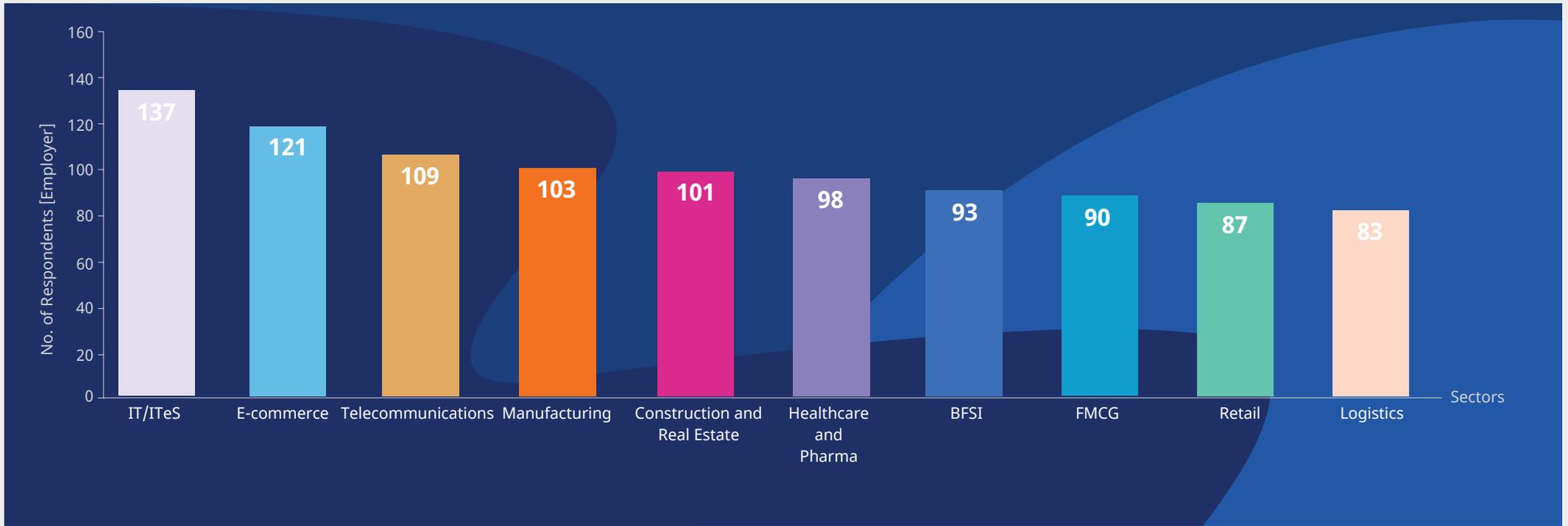
This survey was conducted by Valuvox on behalf of Indeed among **1,219** employers and **1,511** employees in the months of October and November 2021.

Sample Design

A total of **1,219** employers were considered in this survey and segregated into cities, and further into Large, Medium, and Small organizations, and then into sectors. Employers belonged to **9** cities.

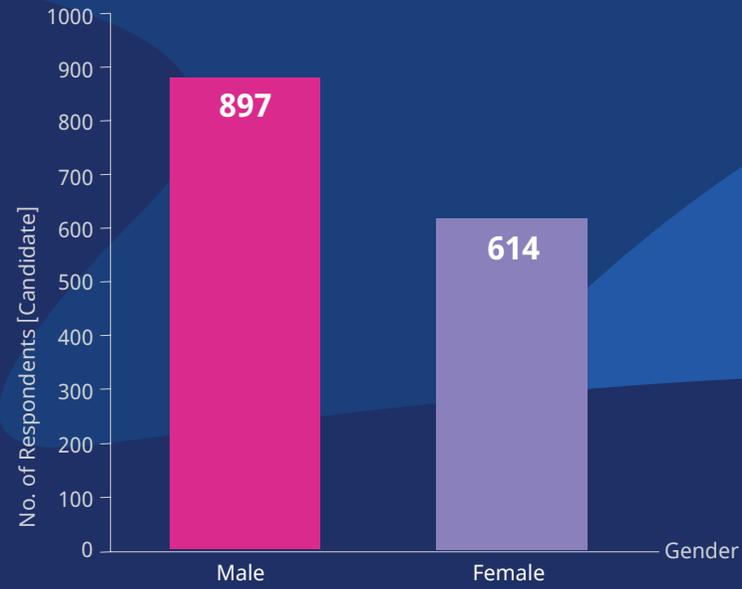
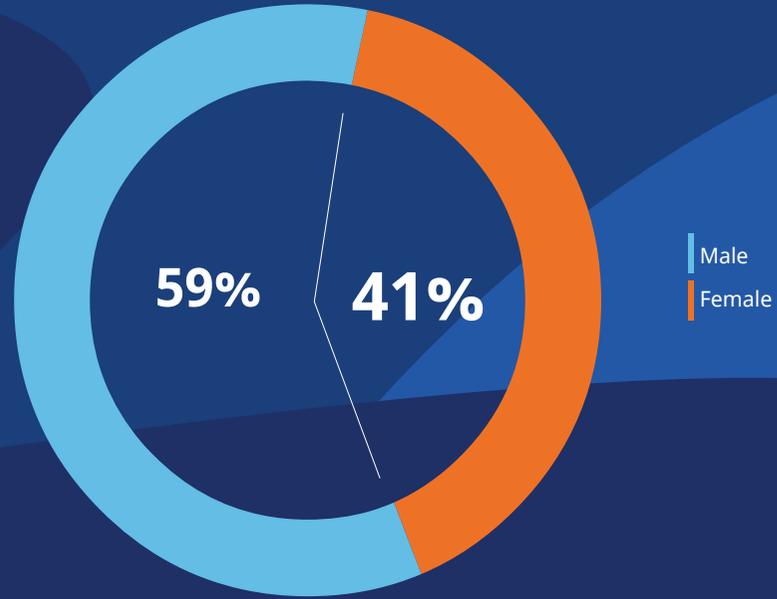


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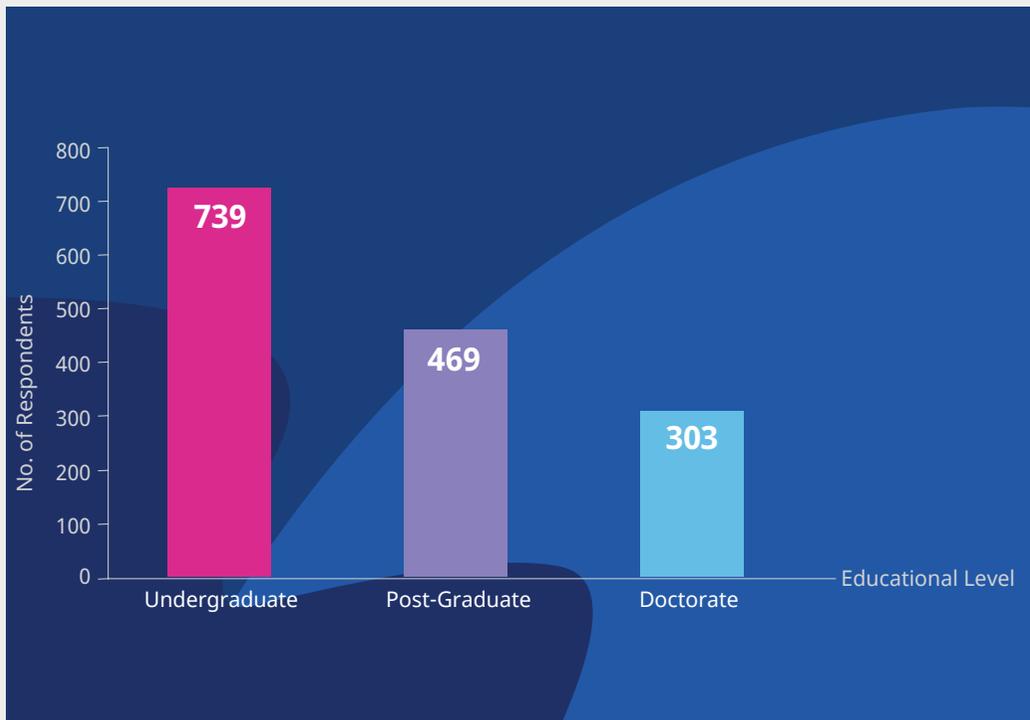
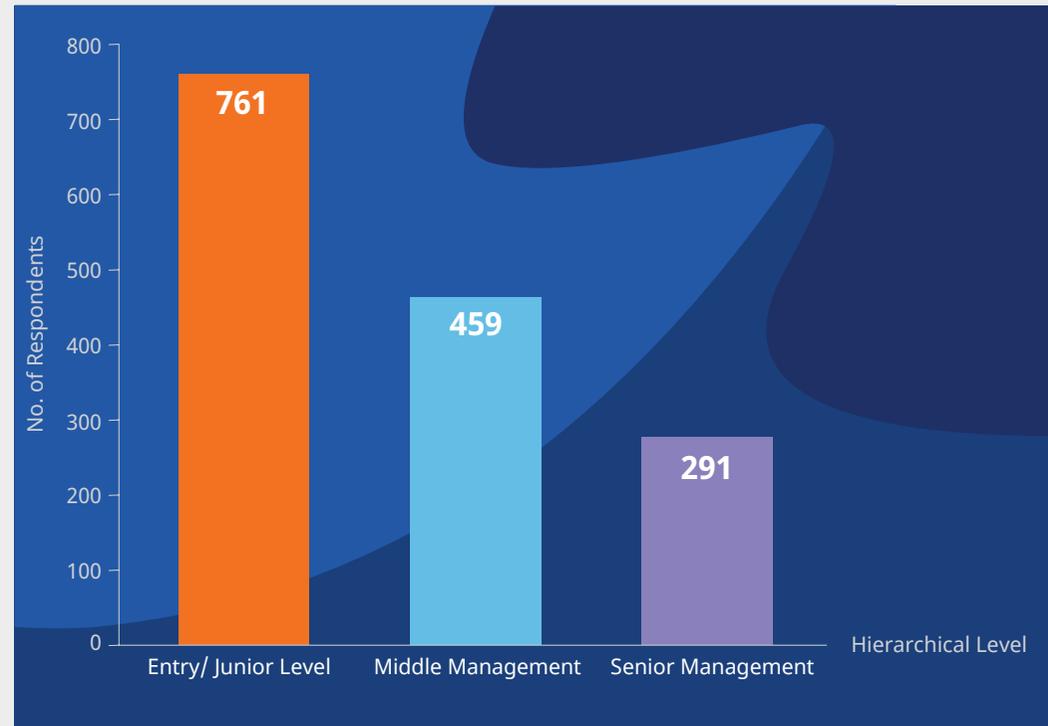
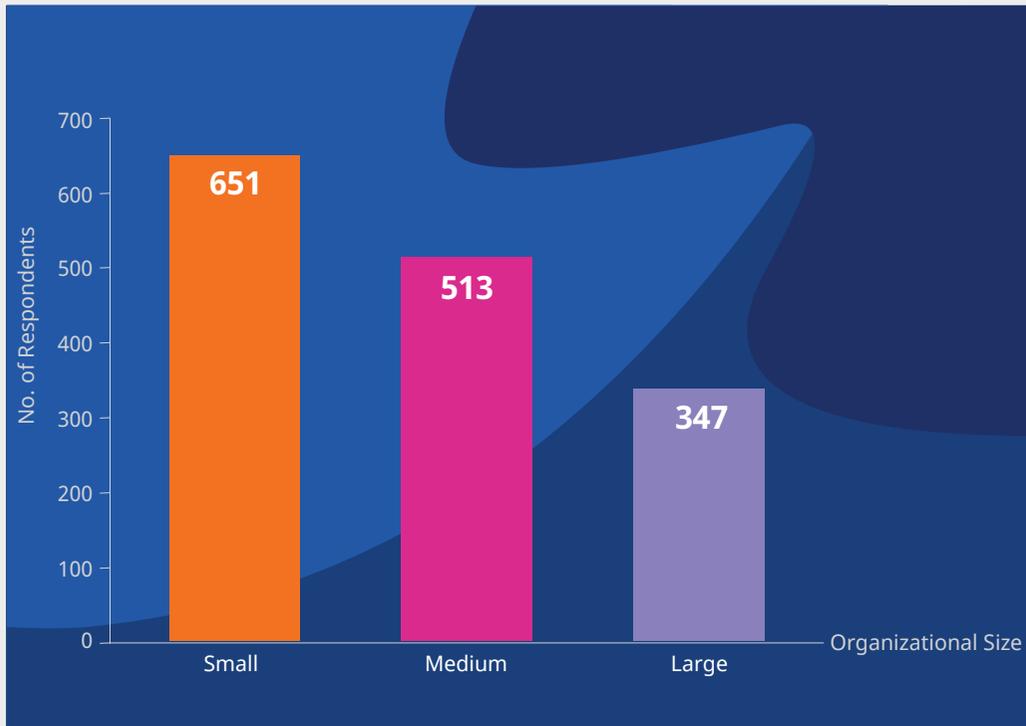


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No. of respondents



India Hiring Tracker



About Indeed

More people find jobs on Indeed than anywhere else. Indeed is the #1 job site in the world and allows job seekers to search millions of jobs on the web or mobile in over 60 countries and 28 languages. More than 250 million people each month search for jobs, post resumes, and research companies on Indeed.



Contact

Saumitra Ranjan
saumitra@indeed.com