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India Hiring Tracker

Q4, FY '21
(January-March)



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India Hiring Tracker

Q4, FY' 21 (Jan-Mar)

Foreword



The relationship between supply and demand in the Indian employment market is more unbalanced than it has ever been. The pandemic has caused unprecedented upheaval within organizations, and as business activity shows signs of gradual revival, employers have to calibrate hiring activity to suit market, talent, and consumer readiness.

The need for tracking jobseeker activity and preferences has become a key requirement to helping fix the talent supply chain and increasing mutual understanding of expectations and market reality.



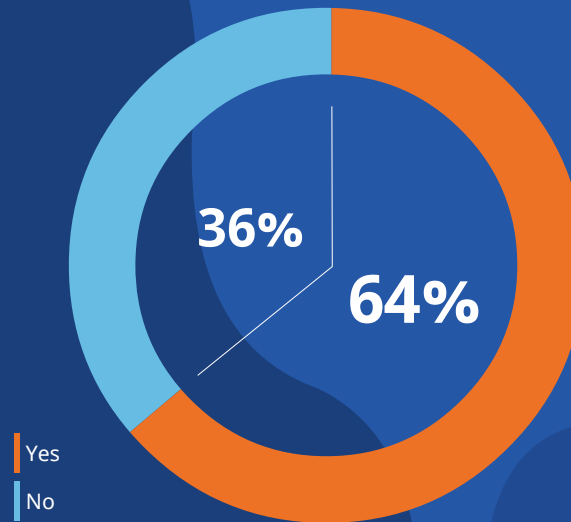
To address this need, Indeed has commissioned a Quarterly Hiring Tracker to map employer and jobseeker needs and preferences. The report focuses on the quantum of hiring and job-seeking activity, roles employers prioritize, expectations jobseekers hold and how all of this comes together to facilitate a good match between the two sides. It reports insights by business sector, organizational size and type, and a bunch of talent demographics.

Besides looking at how successful employers were in fulfilling their requirements for the quarter, the tracker delves into jobseeker aspirations and factors that have influenced hiring during the January–March quarter. It also takes a quick peek into employer confidence for the coming quarter.

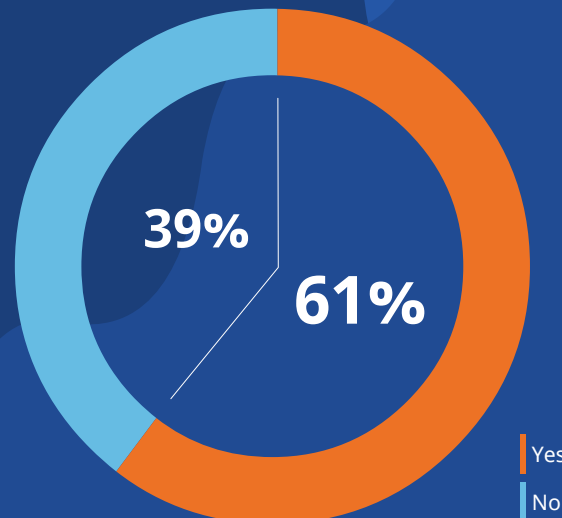
Sashi Kumar,
Head of Sales,
Indeed India

Hiring and job-seeking during Q4 FY '21 (January–March)

Did employers carry out any hiring during the previous quarter?



Did jobseekers carry out job search during the previous quarter?



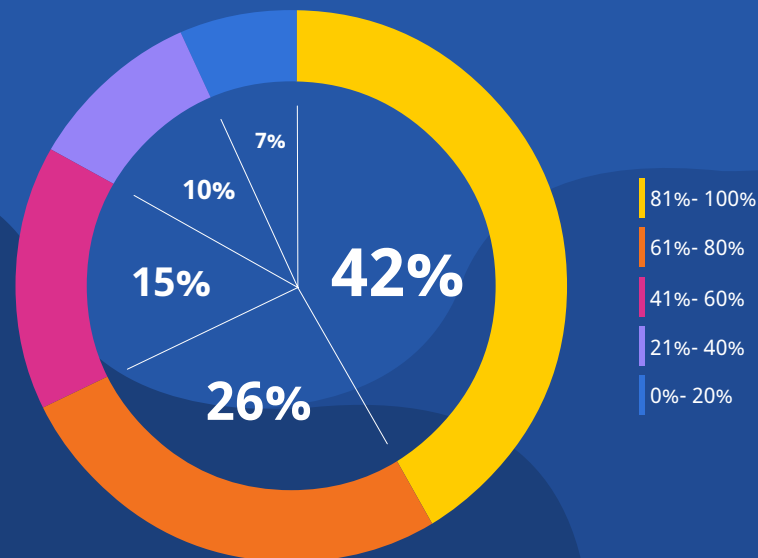
Hiring and job-seeking activity have flourished despite the pandemic. As many as two-thirds (**64%**) of all employers surveyed hired talent during Q4, FY '21 (January-to-March). Also, **61%** of all jobseekers surveyed looked for a job (or change of job) during this period. Healthcare (**82%**), E-commerce (**69%**), and Financial Services (**68%**) sectors led the activity more than the remaining (Construction & Real Estate and Information Technology at **65%** each). More than **50%** of the Large- and Medium-sized organizations that were surveyed hired during this period, while nearly **80%** of small-sized organizations did not. At **75%**, Bangalore led hiring activity among cities, while Chennai lagged behind all other cities at **35%**.

Employers were also able to fulfil their hiring requirements appreciably.

68% of all employers filled more than **60%** of their hiring needs during the quarter. **36%** of the employers were able to fulfil requirements at the Entry and Junior levels, while **63%** were able to fulfil Senior-level requirements.

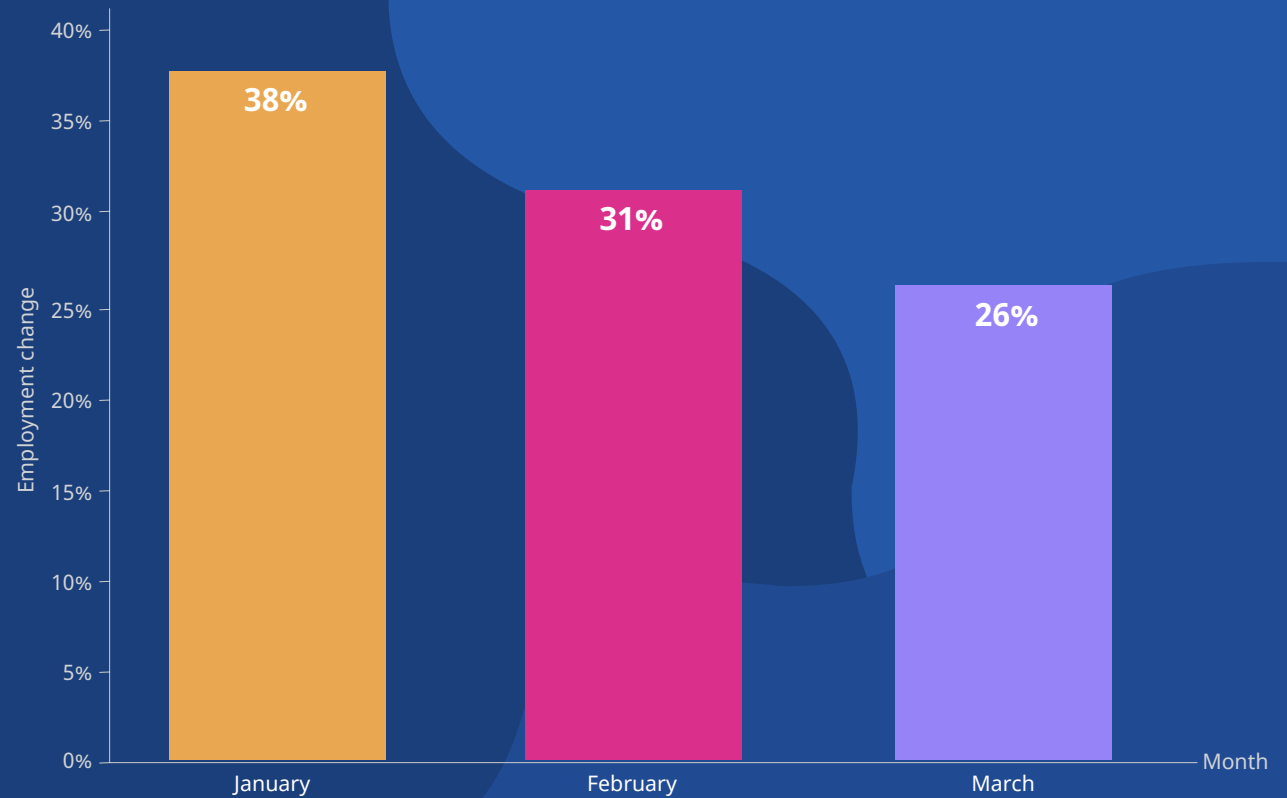


How many positions did employers fill in the previous quarter



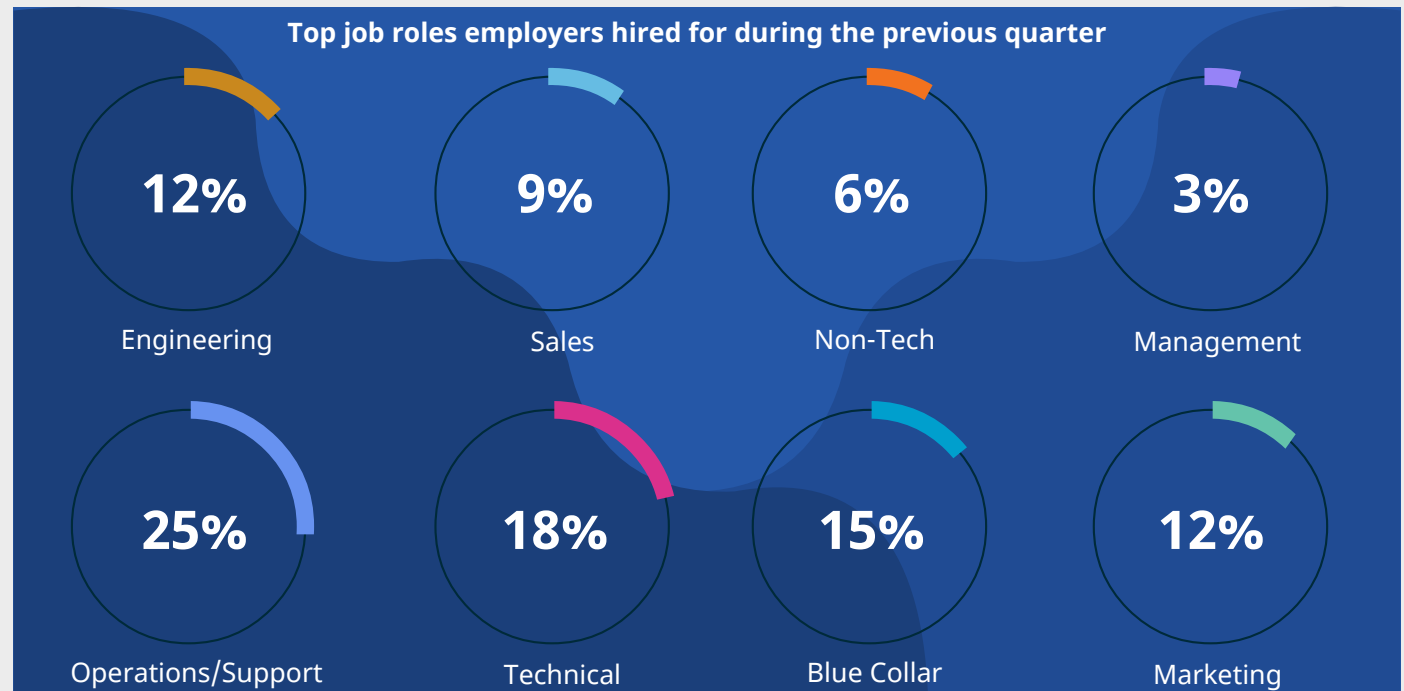
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The monthly hiring trends show a progressive decline, with the effects of the second wave of the pandemic. However, the overall hiring activity for the quarter remained robust. The downward trend was generally seen to be a transient phase in the journey towards job market recovery.



Employers
are hiring
operational
roles
on priority

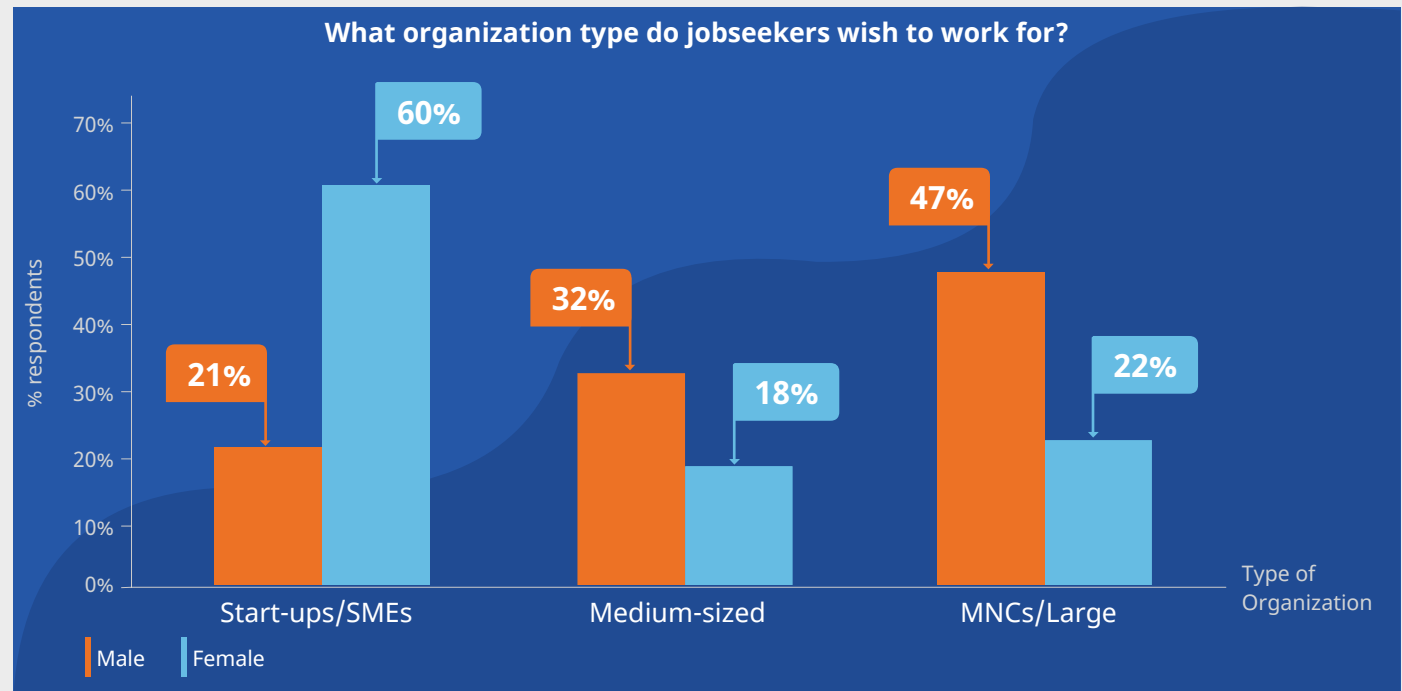
Organizations focused on running essential business activities and aligning their hiring needs during the quarter. However, hiring was on at slightly lower priority, for roles across the peripheral functions. The top roles employers hired for, on priority, during Q4, FY '21 (January – March) were – Operations/Support [Team Lead, Business Analyst, Content Head, Service Engineer], Technical [Mobile App Developer, CAD/CAM Engineer, Database Administrator, Medical Coders], and Blue Collar [Delivery Personnel, Electrician, ITI Trainee, Field Technician].



Jobseekers have wide-ranging preferences



An excellent organization to work for (**27%**) followed by good career growth (**25%**) were the top aspirations across all categories of jobseekers. Given the times, jobseekers are exhibiting prudence. In the Covid-19 aftermath, except for a marginally higher preference for MNCs/Large companies (**38%**), jobseekers are equally inclined to work at any organization type. **60%** of the female jobseekers surveyed expressed a preference to work for Startups/ SMEs, contrasted with only **21%** of male jobseekers who did so.



60% of the jobseekers at the Entry and Junior level, and **70%** of the doctoral graduates surveyed, displayed a strong preference to work for MNCs/Large companies. Across most cities jobseekers were equally inclined to working in MNCs/Large companies as in Startup/SMEs.

Different groups of jobseekers spent significantly different amounts of time on job search. Job search took up 1-2 hours for **36%** of all jobseekers during the quarter. The employed spent 30 minutes to an hour, while the unemployed spent more than 2 hours per day. Nearly **50%** of the male jobseekers surveyed spent 1-2 hours per day looking for jobs, while **40%** of the female jobseekers spent 30 minutes a day looking for jobs.

Top Career Aspirations of Employees/Candidates



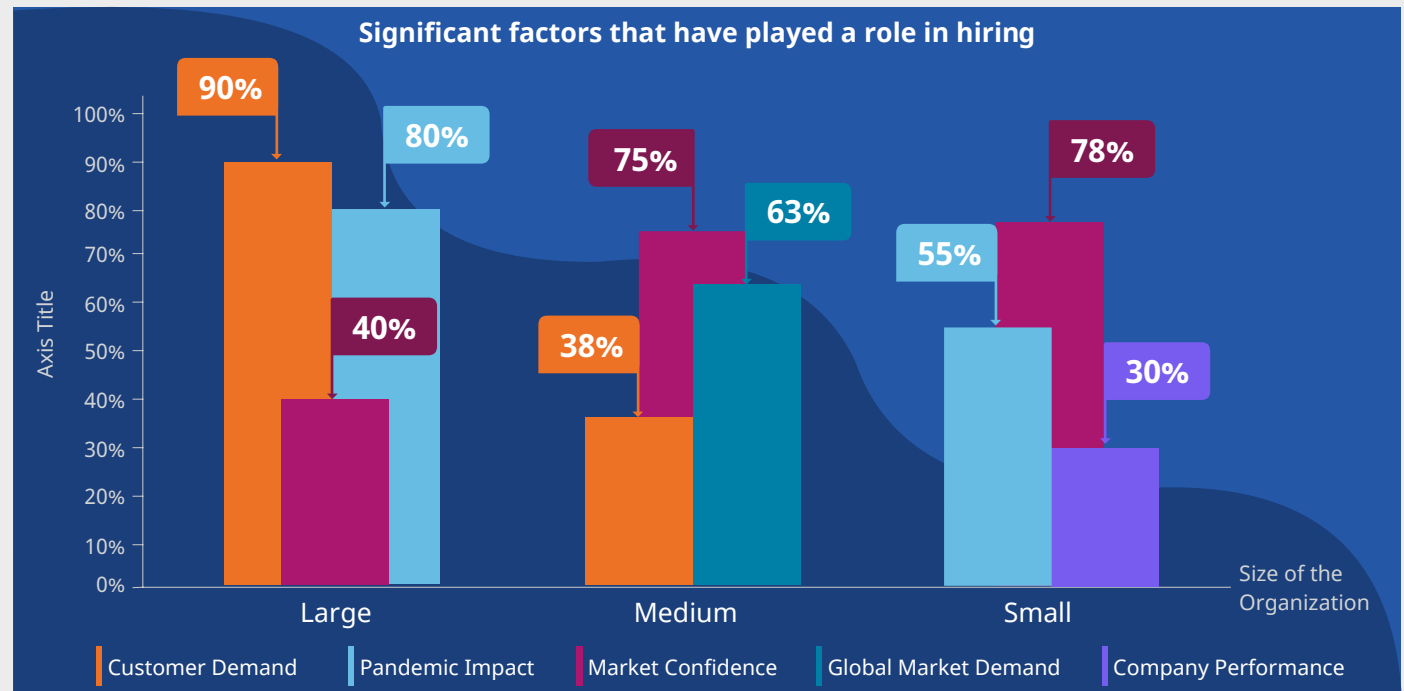
On average, jobseekers across educational groups spent up to 30 minutes a day looking for a job. At **5%**, freshers were least motivated to look for jobs during the quarter and at **66%**, doctoral graduates spent the highest. The higher one goes up the hierarchy, the lower the time spent on job search. **55%** of Senior level jobseekers spent less than 30 minutes a day. In comparison, **37%** of Mid-level employees spent 30 minutes to an hour a day, and **40%** of Entry-level employees spent around 1-2 hours a day on job search during Q4, FY '21 (January – March). Job portals/apps were the most preferred approach for job-seeking, followed by company references.

An ideal organization, as per jobseekers, should prioritize Employee Wellness above all other considerations. A good majority of jobseekers are in the quest for their dream job. More than half of all jobseekers – **53%** male and **60%** female – were still looking for their desired job. Among the unemployed, **69%** were still looking for their desired job compared with **25%** of the employed; as were **44%** of mid-level and **40%** of senior-level jobseekers. Large proportions of the younger demographic, on the other hand, have yet to succeed in the quest for an ideal employer. **50%** of Entry level jobseekers, **49%** of the undergraduates and **40%** of the graduates belonged in this group. Across cities, only about **25%** of all jobseekers seem to have found their desired jobs.



Market Confidence is driving Demand and Supply

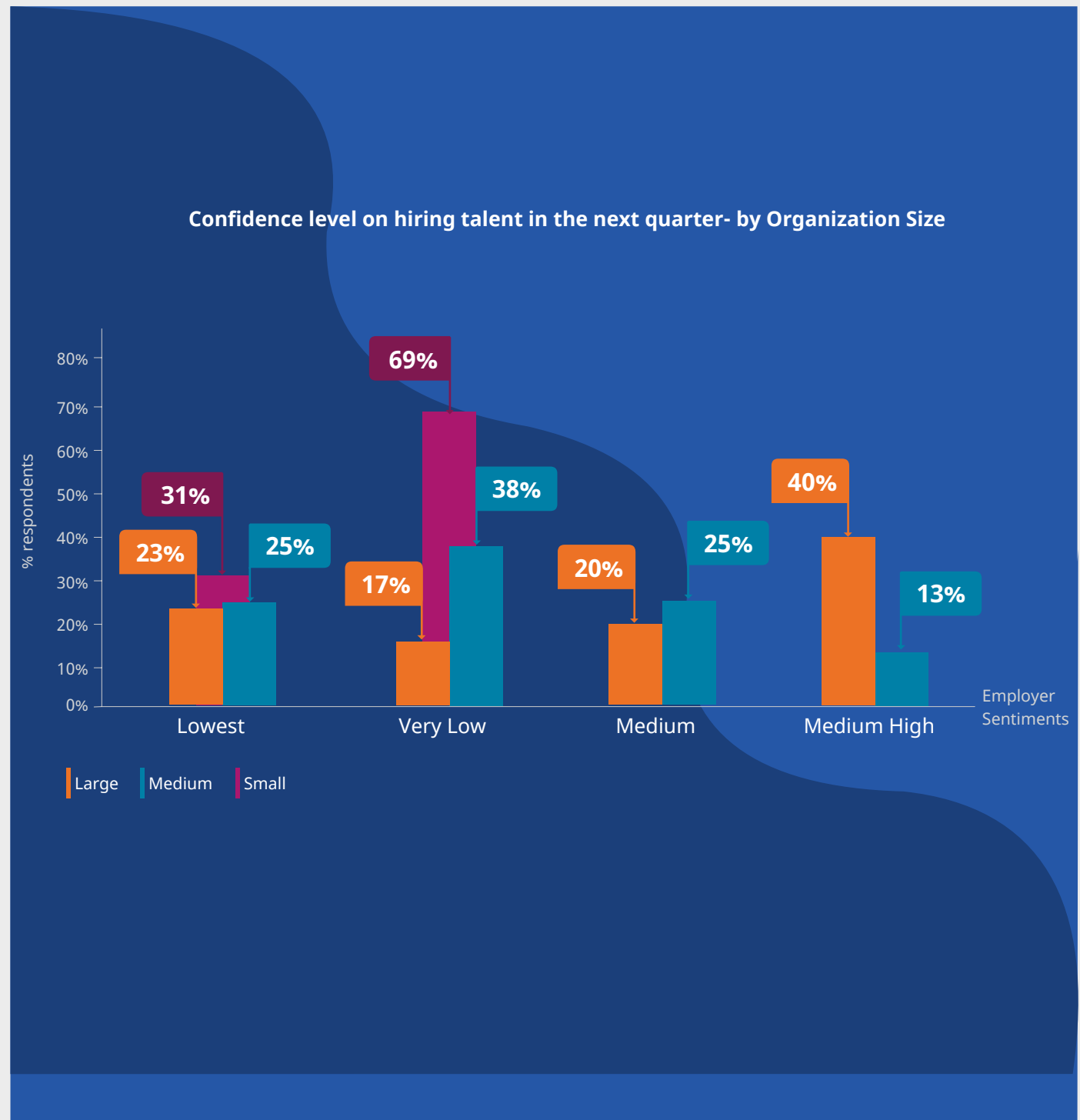
Despite low levels of employer confidence, factors such as Market Confidence (**69%** of all employers) and Customer Demand (**56%** of employers) played a significant role in the traction in hiring activity. Small (**78%**) and Medium-sized (**75%**) organizations believed Market Confidence led them to ramp up hiring, and Customer Demand was the reason Large organizations (**90%**) stepped up their hiring.



Market Confidence was also the leading driver across sectors and cities in employers stepping up hiring.

Pandemic Impact was the biggest reason for **67%** of the employers in the E-commerce sector. Increased Demand – Global and Domestic Customer – were the biggest reasons for IT & Telecom sectors.

All Small-sized organizations and **63%** of the Medium-sized organizations lack confidence regarding hiring during the next quarter. Hiring in the next quarter primarily hinges on **60%** of all Large organizations who display medium to medium-high levels of confidence.



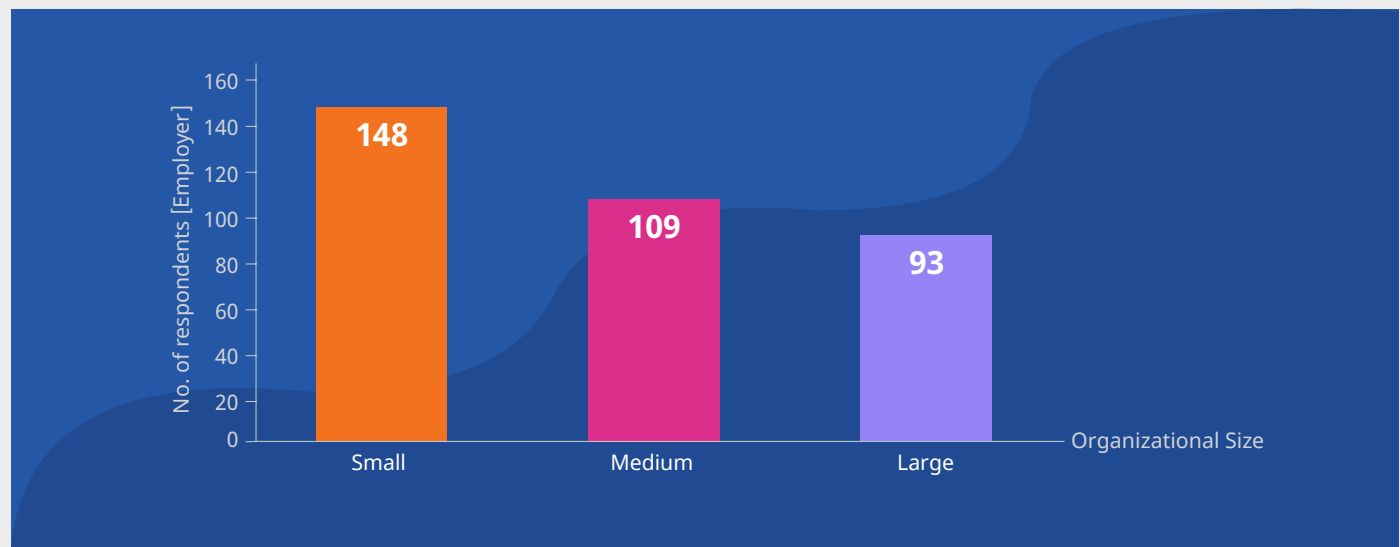
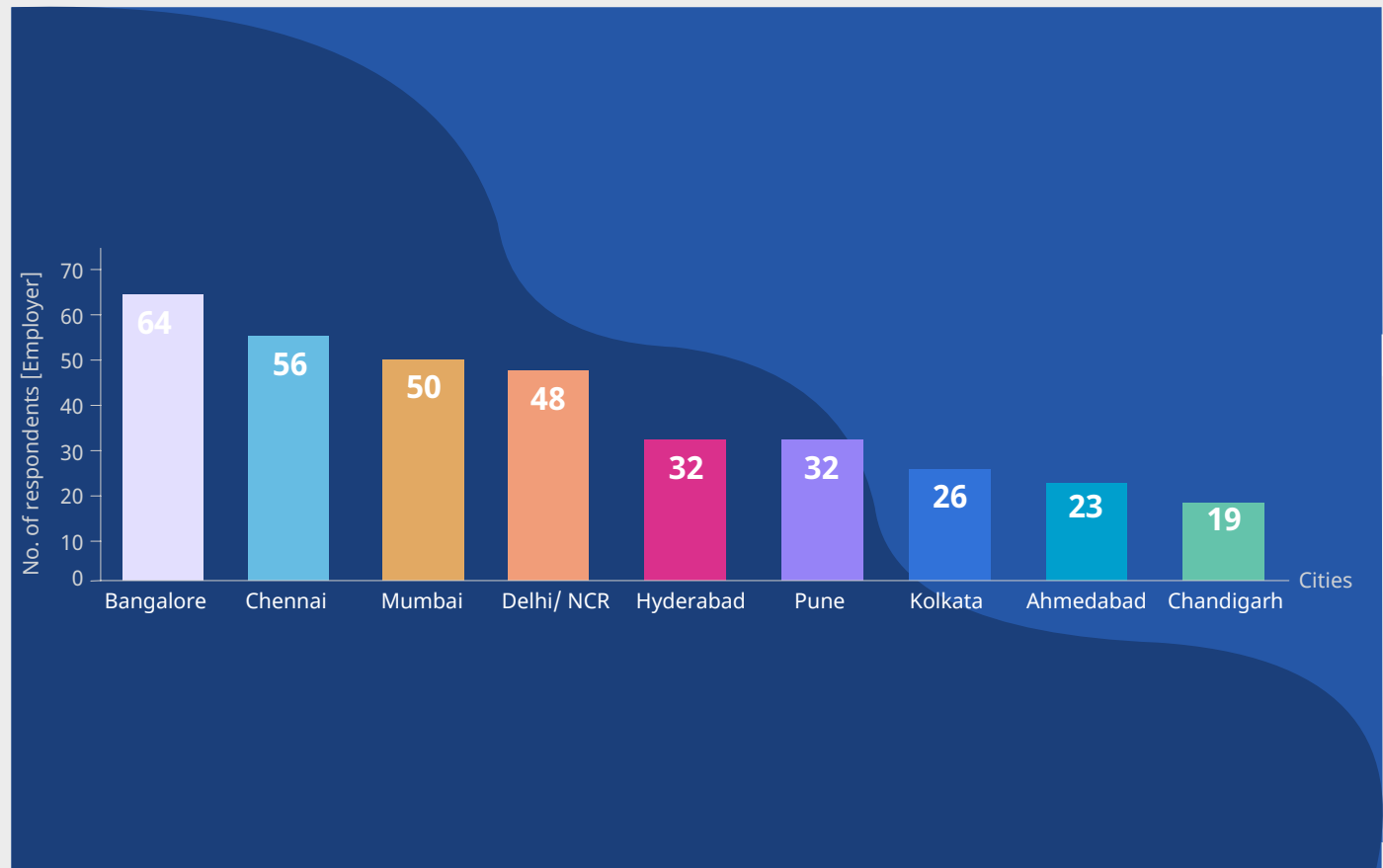
Methodology

This survey was conducted by Valuvox on behalf of Indeed among **350** businesses and **500** employees in the month of March 2021.

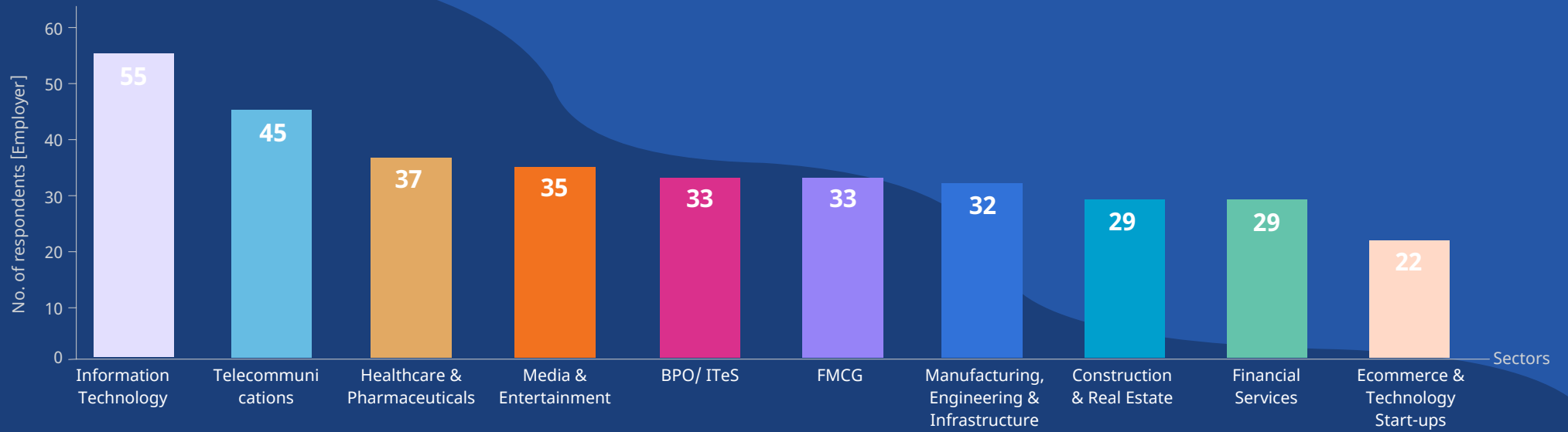
Sample Design

A total of **350** 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. The list below depicts the number of employer respondents in cities, organizational size and sectors:

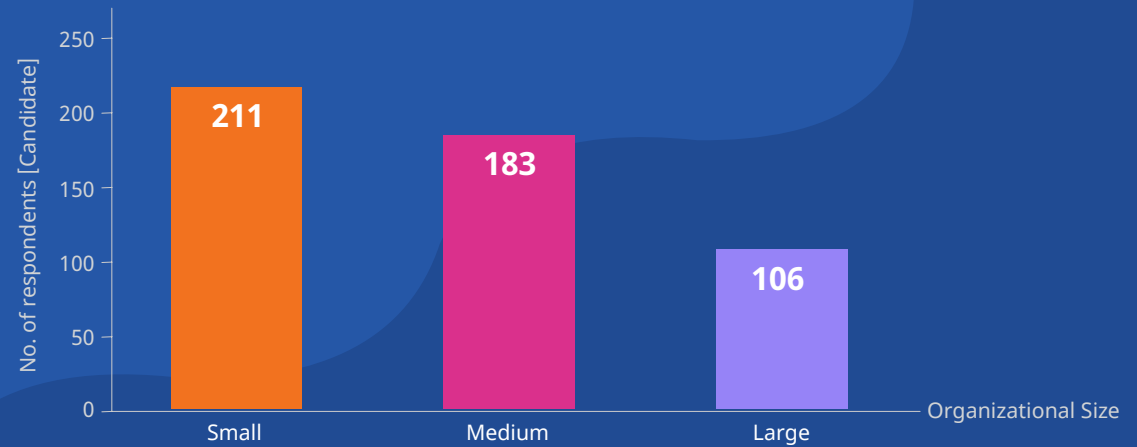
Note: The survey was carried out before the second Covid wave struck India. The findings are to be read in this context.



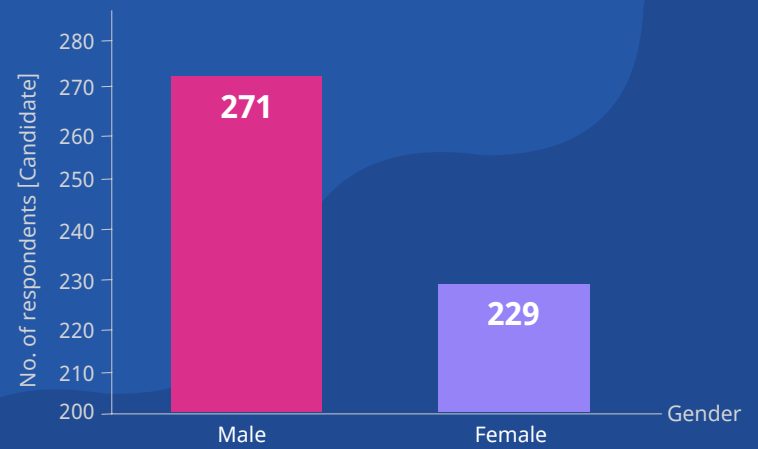
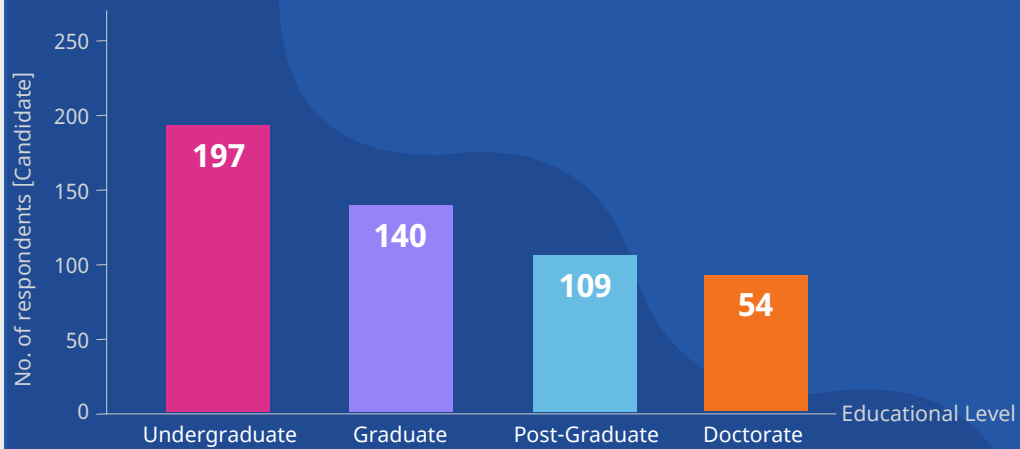
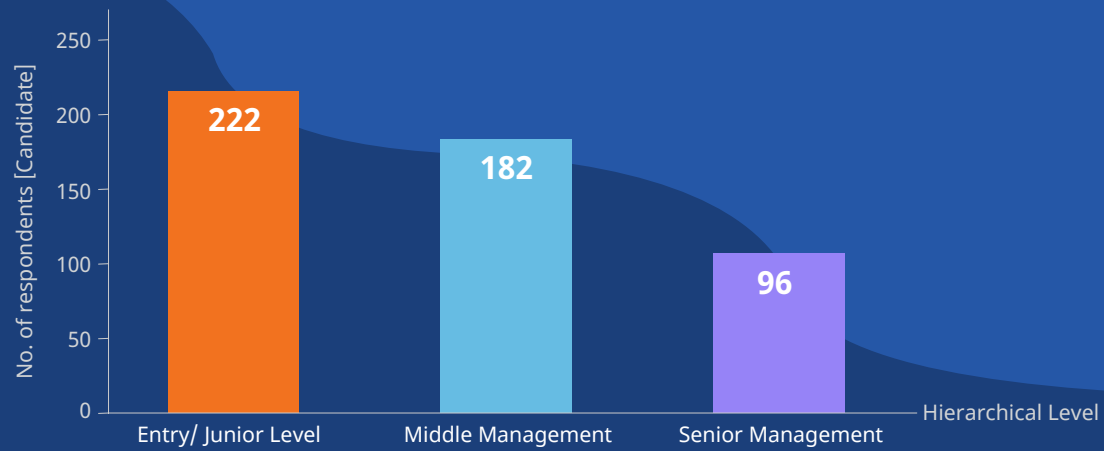
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A total of **500** employee respondents were considered for this survey under five categories: organization size, hierarchical level, education, gender, and age groups.

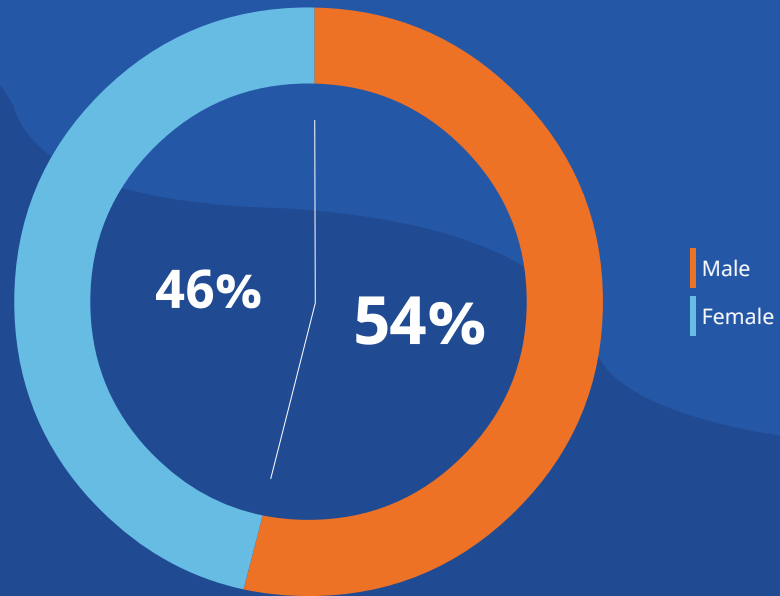


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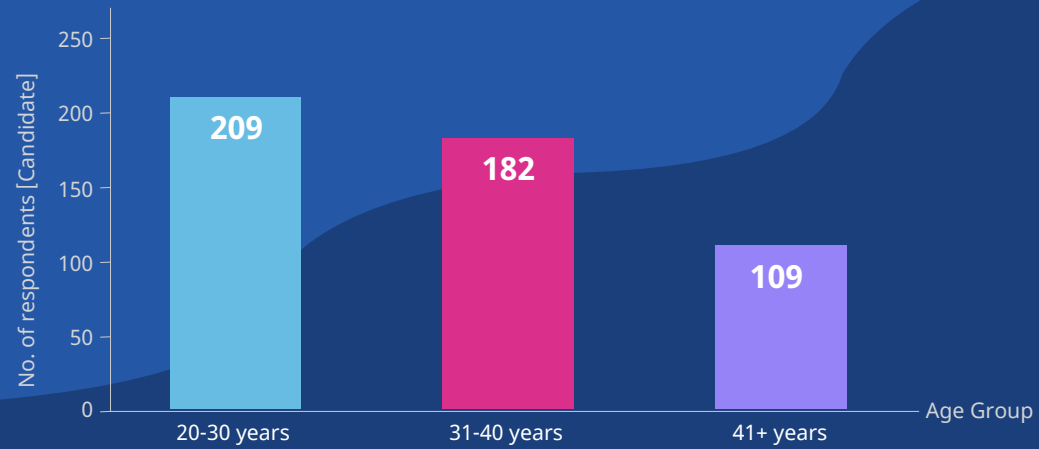


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No. of respondents



[Candidate respondents]



About Indeed

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