



A thriving, new
“Light Skilled” workforce
goes mainstream

----- The journey to 10 million jobs -----



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The coming light-skilled jobs boom



Who are light-skilled workers?

Light skilled workers are those categories of workers who typically require a basic level of skills to perform a task. They form a segment of the larger Gig workforce – a rapidly growing workforce worldwide, and especially in India. As per estimates by the Niti Ayog, the Gig workforce in India was 77 lakh-strong in 2020-21. They engage in different sectors, such as Ecommerce, Logistics, Manufacturing, Construction, Repair and Maintenance, Retail, Foods and Beverages, and HR Consulting. These include job roles like drivers, delivery personnel, security guards, personal care services, cleaning services, Household/Vehicle repair personnel etc.

A 9 million+ strong light-skilled workforce in the making

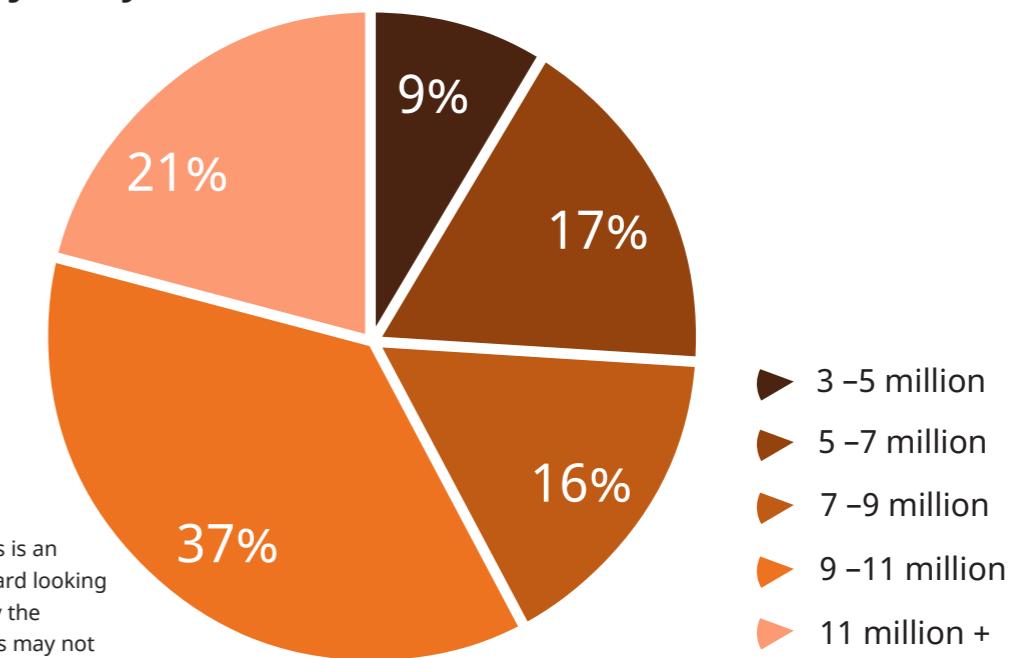
A majority of the employers surveyed (58%) estimate the light-skilled workforce to grow to 9 – 11 million, or even exceed this number, by 2025. Another 33% of all employers estimate the number of light-skilled jobs by 2025 to lie in the 5 – 9 million range. The remaining 9% put out a conservative estimate of 3 – 5 million.

Methodology: The survey polled employers from the following sectors - Gig app (including 22 large companies), F&B (including 38 large companies), Services (including 46 large companies), Retail (including 26 large companies), HR Consulting (including 28 large companies) for their opinion on job creation in the light-skilled sector.

What light-skilled roles are in demand?

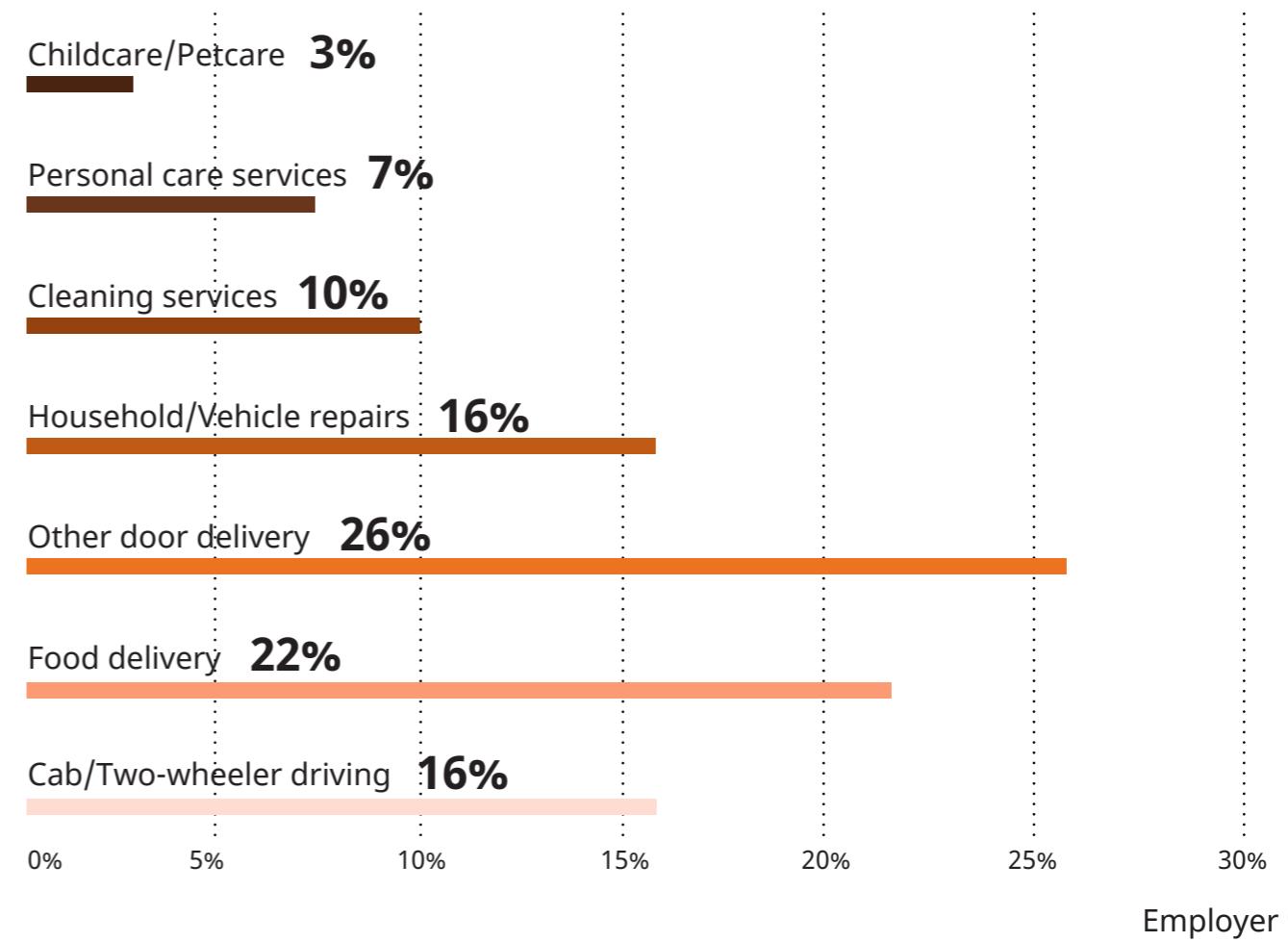
Door delivery is the most prevalent light-skilled role employers are hiring for currently. Slightly more than one out of four employers (26%) are hiring for Door delivery (non-food) and about one out of five are hiring for Door delivery (food) roles. In addition, 16% of the employers surveyed are hiring for Household/vehicle repairs and maintenance roles and an equal proportion is hiring for Cab/Two-wheeler driving roles. About one out of ten employers are hiring for Cleaning (10%) and Personal Care (7%) service roles.

What employers think: estimated number of light-skilled jobs by 2025



Caveat: Given that this is an opinion poll, the forward looking estimates provided by the employer respondents may not represent the true size of the Light Skilled workforce.

Light-skilled roles employers are hiring for



It is hard to hire for light-skilled jobs

Most employers need up to 2,500 workers annually

50% of the employers surveyed plan to hire 100 – 1,000 light-skilled workers, and 31% represent a demand for 1,000 – 10,000 light-skilled workers annually. However, 85% of all employers who wish to hire up to 2,500 light-skilled workers constitute the sweet spot of light-skills hiring. A minor 6% of the employers hire between 5,000 and above 10,000 light-skilled workers per annum.

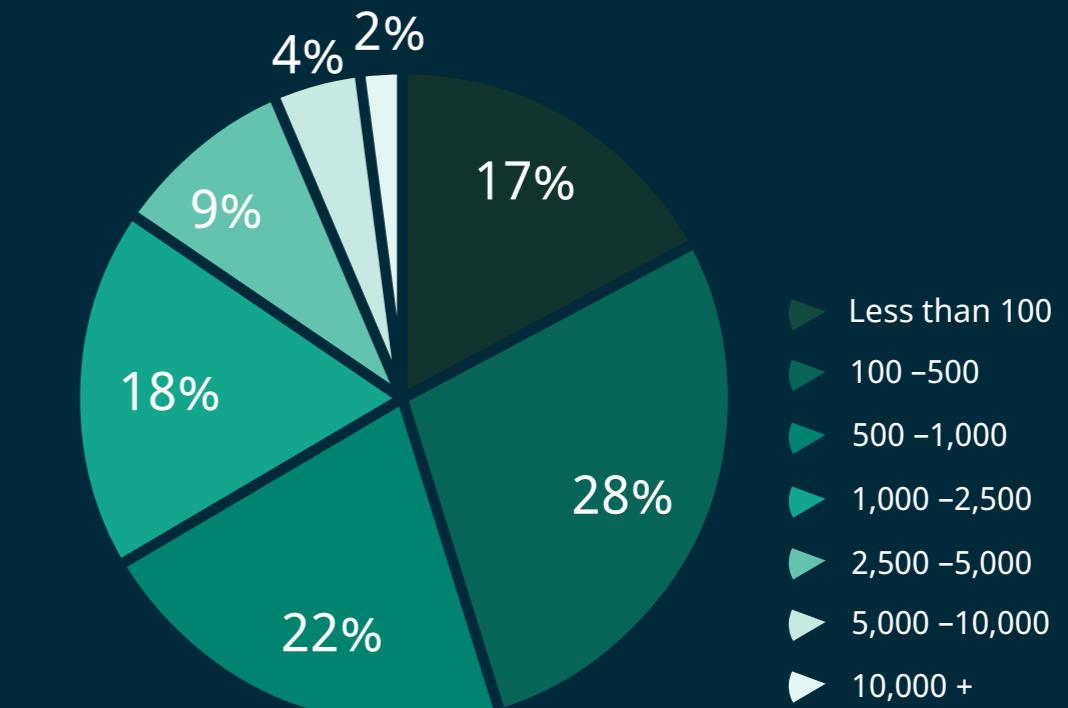
93% of the large companies surveyed require more than 500 people annually. 53% of the HR consulting companies have large scale requirements of light-skilled workers (between 2500-10,000). On the other hand, 91% of the Gig app companies surveyed have an annual requirement of 500 – 10,000 employees.

Regardless of scale, hiring is a challenge

Light-skills hiring is hard, especially for 57% of the employers; within this category, 39% find it to be slightly difficult, and 18% find it to be extremely hard. On the other hand, 30% are able to hire with some effort, and 13% are able to hire effortlessly.

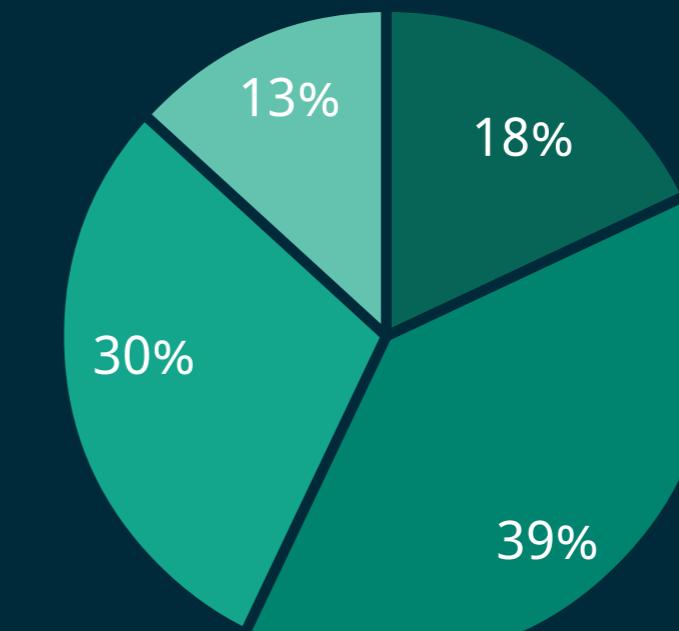


Annual demand for light-skilled job roles



- Less than 100
- 100 - 500
- 500 - 1,000
- 1,000 - 2,500
- 2,500 - 5,000
- 5,000 - 10,000
- 10,000 +

Employer opinion: Demand-supply scenario



- It is extremely hard to hire for these skills at the scale we want
- It is slightly difficult to hire for these skills at the scale we want
- We are able hire for these skills at the scale we want with some effort
- We are able hire for these skills at the scale we want effortlessly

Jobseekers are in it for the short term

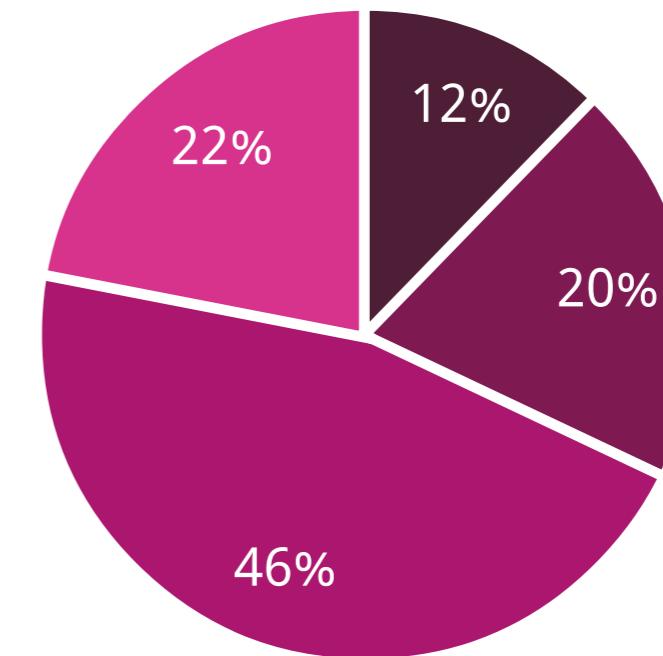
And both employees and employers share this sense

The perception that light-skilled work is a short-term occupation seems fairly common among employees and employers. Nearly half of the employees surveyed (46%) consider light skill jobs to be a building block that helps move to other, longer-term jobs. Still, 20% would consider it a potential long term career choice if they are satisfied with their experience. A slightly higher proportion (22%) have not decided on their career choices yet.

According to most employers, the tenure of an average worker does not extend beyond a year – 31% of employers claim their employees stay for less than 6 months. 33% claim this duration to be between 6 months to 1 year.

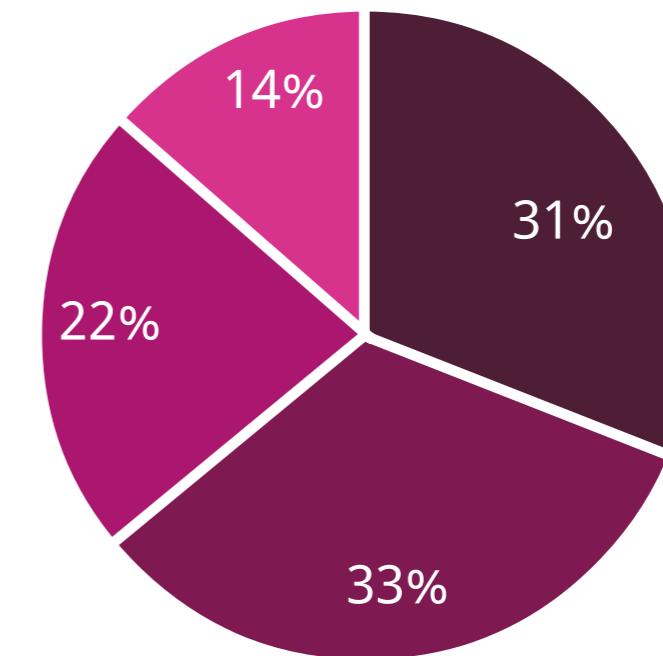


Employee Opinion: are light-skill jobs a long-term career?



- I want a long-term career in light-skill job roles
- I will take up a career in light-skill roles if this experience is good
- Light-skill roles are a starting point for a different long-term career
- Not yet decided about my career

Employer Perspective: Light-skilled worker tenure



It is not easy to be in a light-skilled job

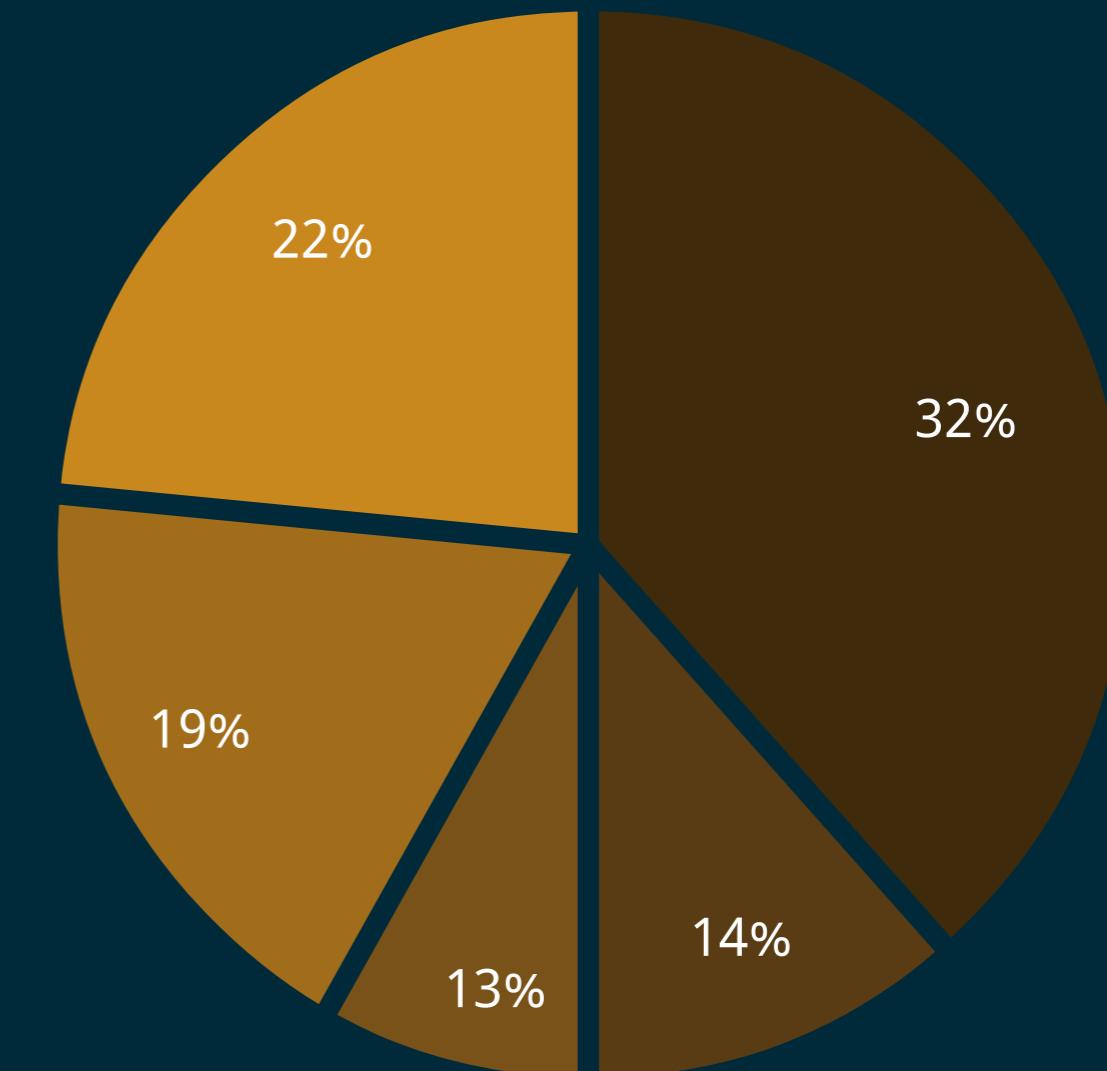
Although, it's indeed easy on a sizeable section of workers

For nearly three out of five light-skilled workers (59%) their jobs are uncomfortable (46%), if not hard and risky (13%). On the other hand, 41% have no complaints – 22% claim that work is comfortable, and 19% claim that it is exciting.

Ultimately, these factors could be pivotal in deciding whether an employee would prefer to stay in their current role or not, depending upon how satisfactory their experience was. Overall, the findings suggest that more employees are not particularly fond of their work – feeding the notion of the light-skilled jobs being a short-term occupation.



Employees experience in light-skilled work



- The work makes me slightly uncomfortable
- The work is very uncomfortable
- The work is hard/ risky
- The work is exciting and enjoyable
- The work is nice and comfortable

Job search is a challenge for light-skill jobseekers

Most cannot seem to access job information

The biggest barriers for light-skilled workers are lack of access to job information (62%) and not knowing English (32%). For migrant workers, a significant barrier is not knowing the local language (10%). In what seems to be the result of poor language skills, 14% of the light-skilled respondents report a lack of awareness of their jobs' skills and abilities.

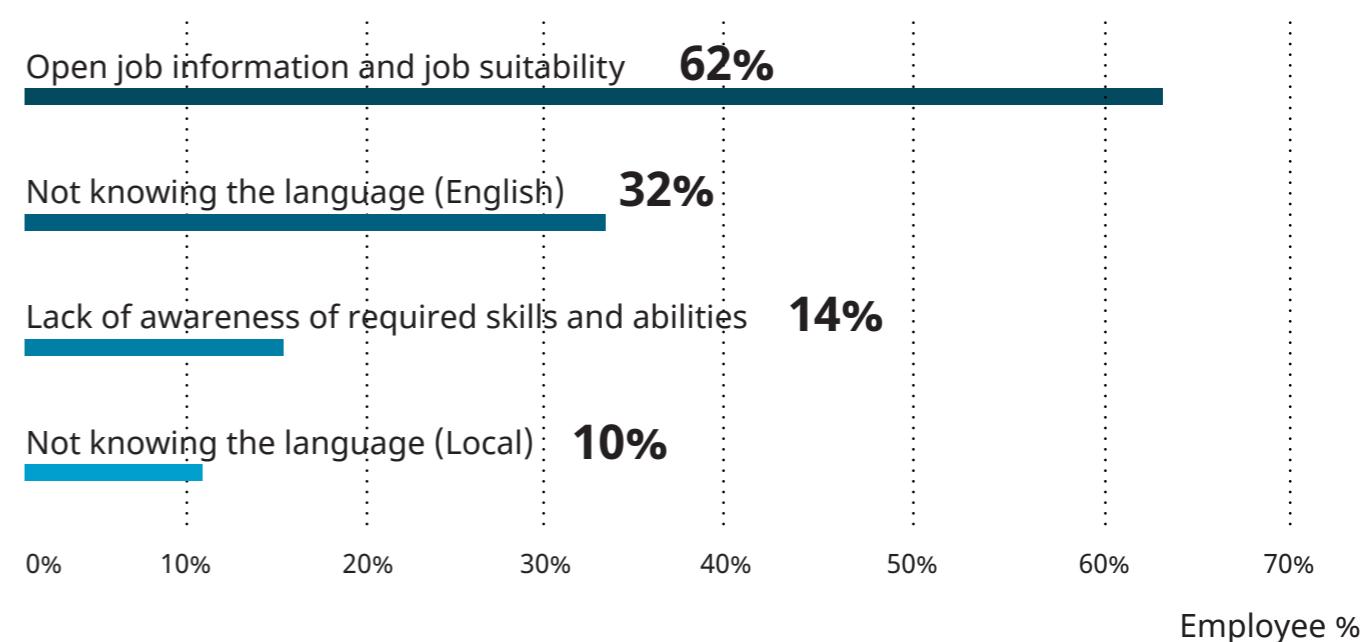
The employer list of woes is longer

The top 3 challenges faced by employers in hiring for light-skilled job roles are resume and interviewing skills (52%) and poor awareness of required skills and abilities (51%) on the part of jobseekers, and the screening and assessing of jobseekers (37%).

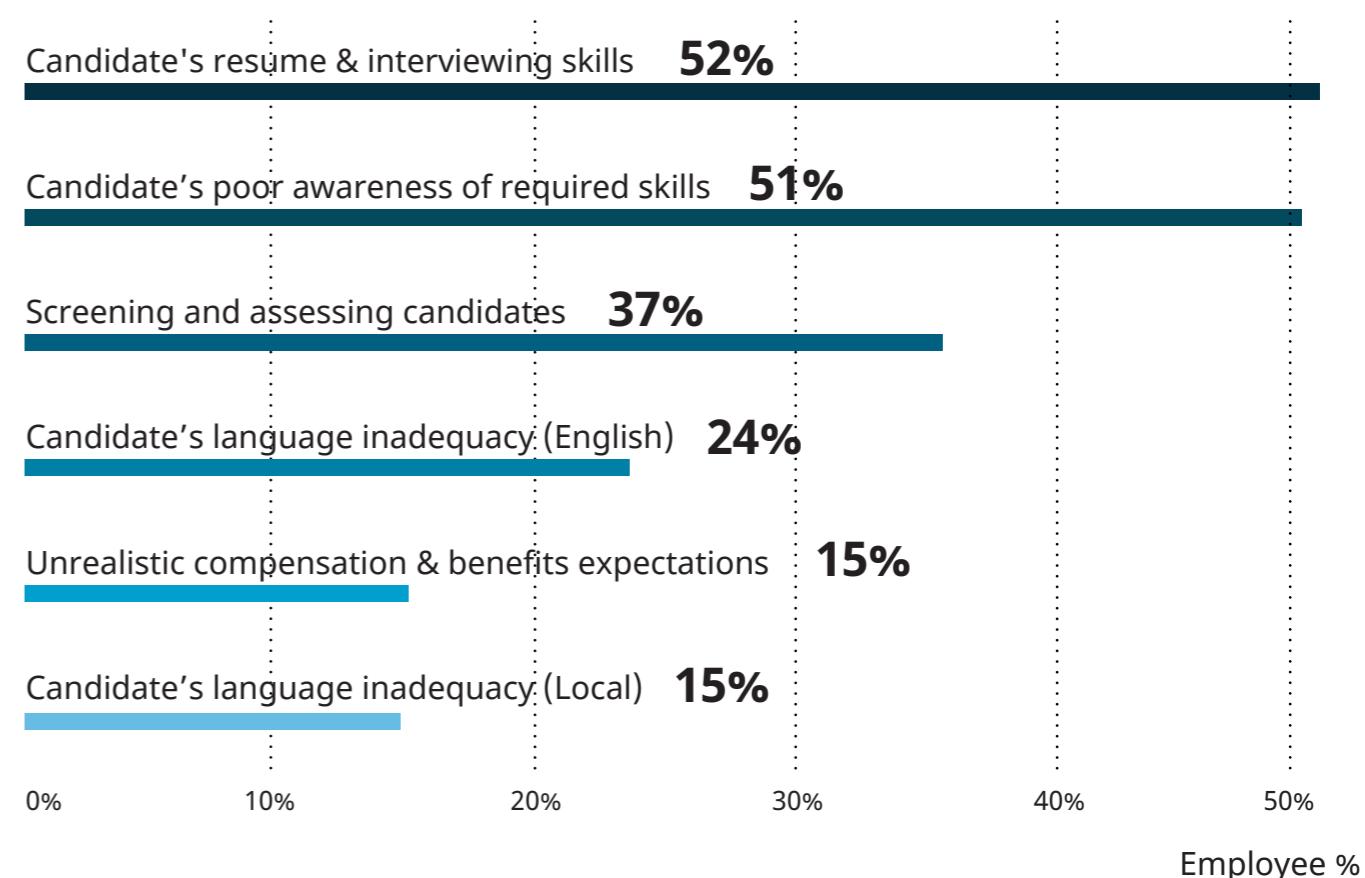
Employers seem to be less concerned about jobseekers' language inadequacy than the jobseekers themselves – about one out of four employers (24%) report this as an issue. In contrast, skill awareness seems to be a significant challenge for employers (51%) compared to employees.



Barriers light-skill jobseekers face



Challenges employers face



Light-skilled jobs pay well

Light-skilled workers are happy with their on-hand salaries

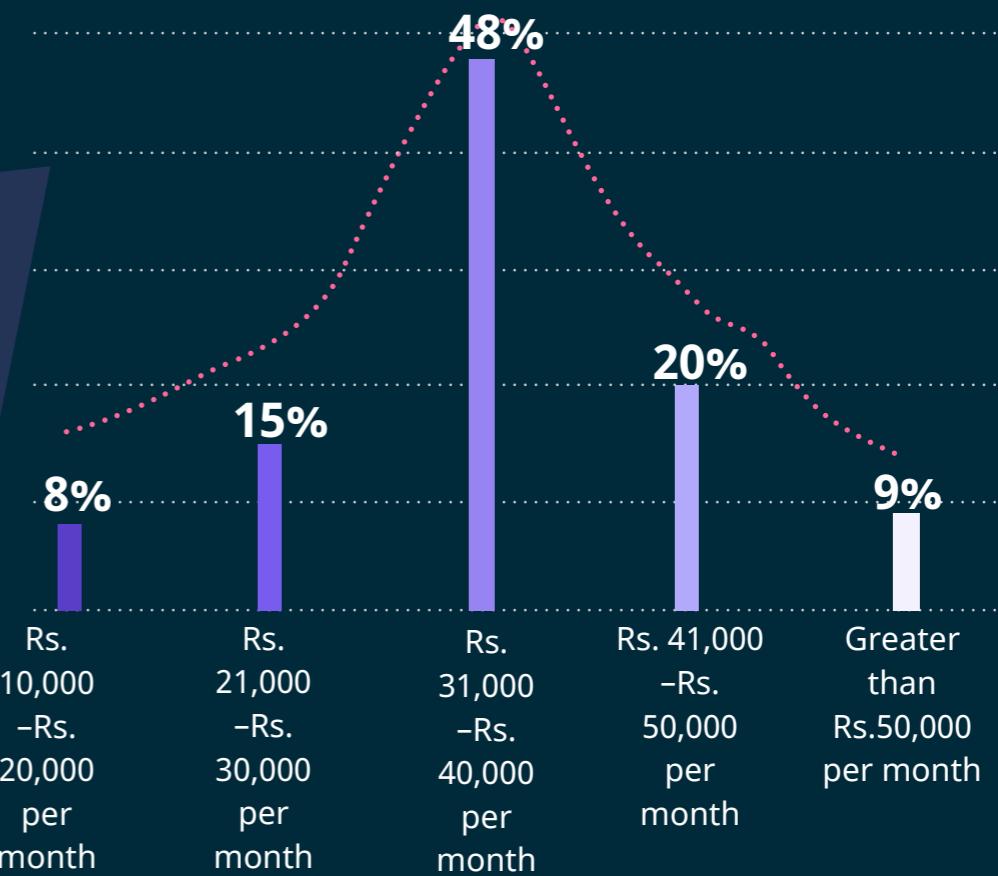
Most light-skilled workers claim they receive above-average wages for their work.

Three-quarters of employees (75%) receive a salary greater than Rs. 31,000 per month. Among these, a big chunk of respondents (47%) claim that they receive a salary between Rs. 31,000 and Rs. 41,000, while salaries for 28% are over Rs. 41,000 per month.

The least monthly salary light-skilled workers report being paid is in the Rs. 10,000 to Rs. 20,000 range (8% of the employees receive salaries in this range). 15% of the light-skilled workers receive salaries ranging between Rs. 21,000 and Rs. 30,000.



Employee Responses : In-hand Salaries



Retaining the light-skilled: are employers doing enough?

Up-skilling is prevalent, promotions not as much

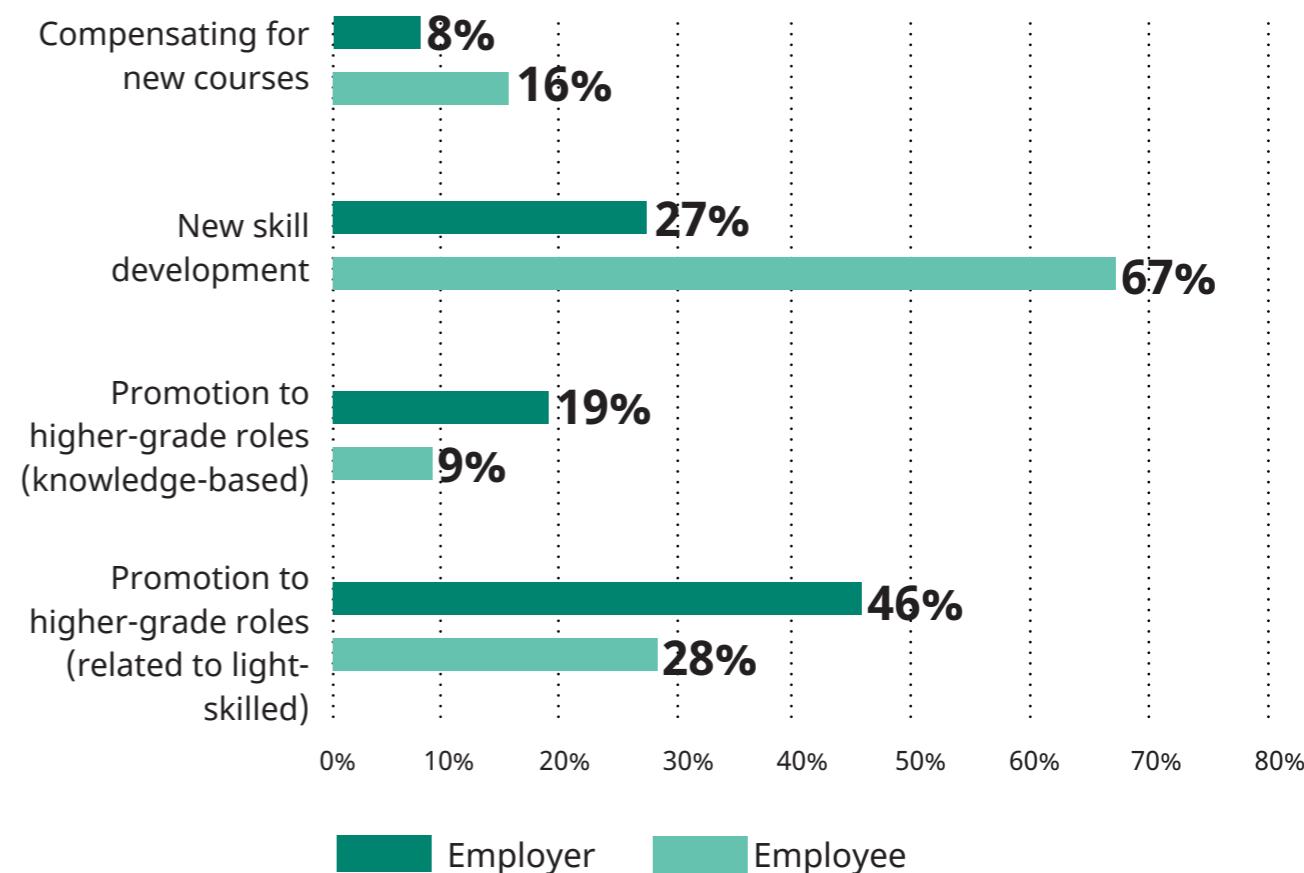
According to more than two out of three light-skilled workers (67%), employers emphasise up-skilling talent as an incentive for retention. About three out of ten employees (28%) reported promotion to higher grade roles (light-skill based) as an employer incentive. On the other hand, employers claim to be offering promotion to higher grade roles (46%) based on light-skills and new skill development (28%).

Employees expect more in order to stay put

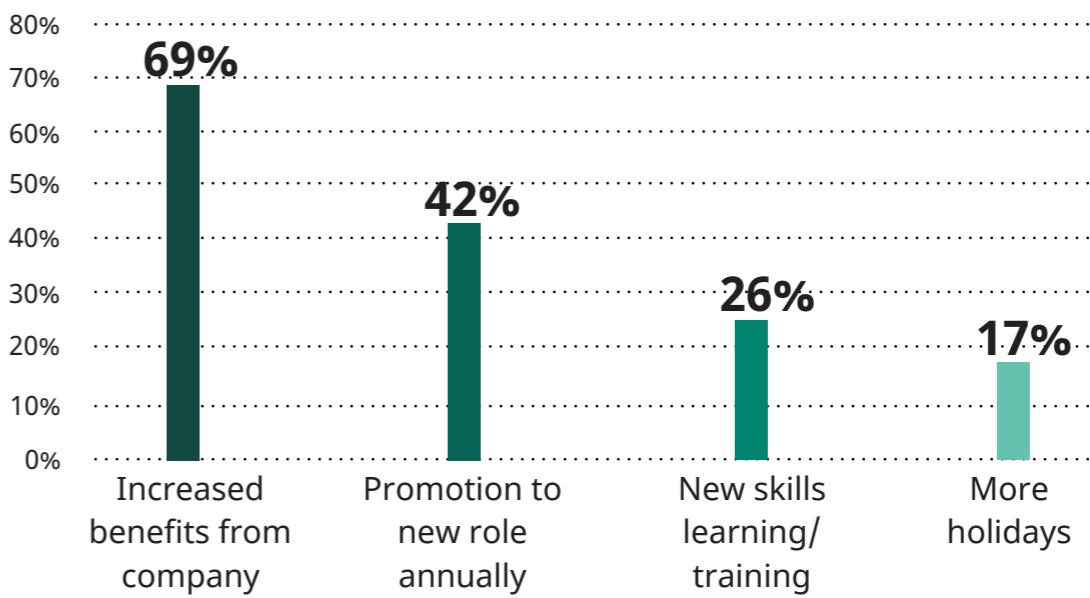
About seven out of ten light-skilled workers surveyed (69%) would prefer retention incentives such as insurance and health schemes. 42% – a greater proportion than employers – consider promotion to a new role annually.



Carrier Progression Opportunities: Employee vs Employer opinion



Employee Perspective: Incentives to stay in a company



The post-Covid hiring scenario

Gig app companies lead the post-pandemic hiring spurt

31% of the employers surveyed have hired more light-skilled workers post-pandemic, and 19% have increased employee benefits. However, another 19% of employers have incurred more significant hiring costs. On the other hand, a smaller proportion (15%) reported letting go of light-skilled workers in the post-Covid period.

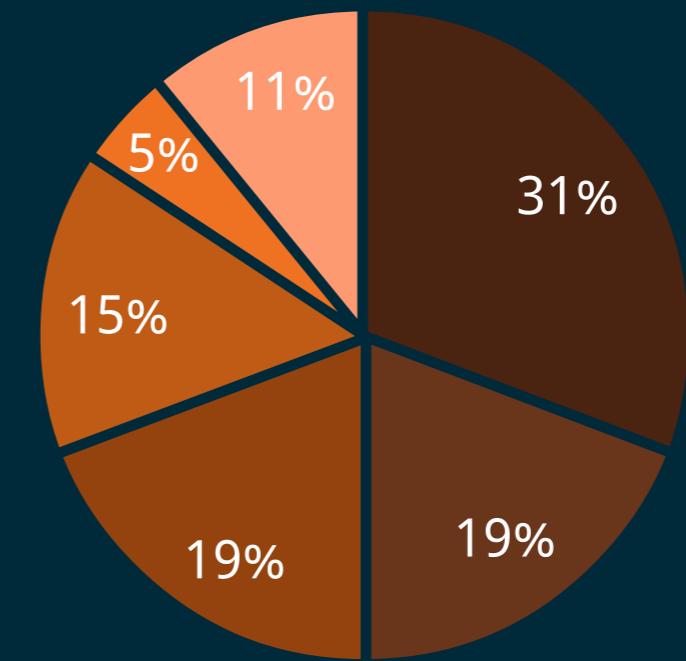
Among the sectors, a significant chunk of the post-Covid hiring has been from Gig app companies (36%), followed by F&B (19%), and Retail (18%).

This increase in hiring indicates a means to recoup lost workforce during the pandemic. With voluntary and involuntary attrition gripping the labour market during Covid-19, it is now an imperative for companies to get the light-skilled workforce back in order and retain workers. However, this has meant an increased hiring budget.



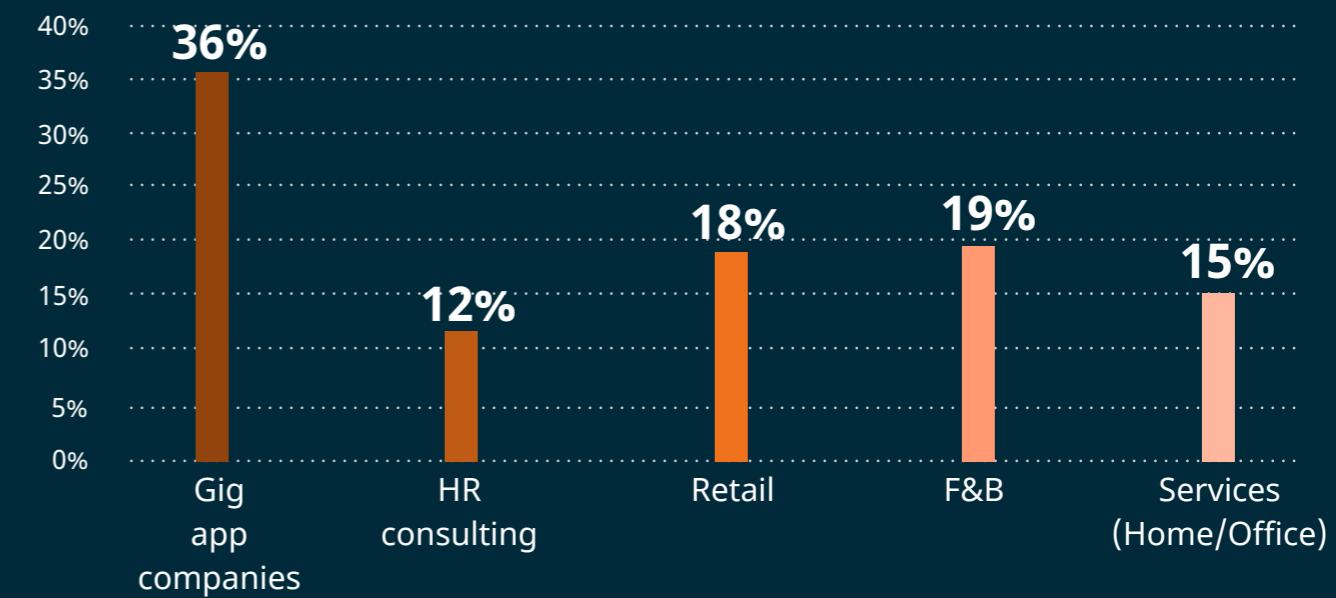
Light Skilled Workforce

Employer Responses: Impact of pandemic on hiring



- We have hired more employees post pandemic
- We have increased benefits to employees
- Our hiring costs have grown post pandemic
- We laid off employees in pandemic
- Hiring numbers have remained same
- We see more demand in coming months

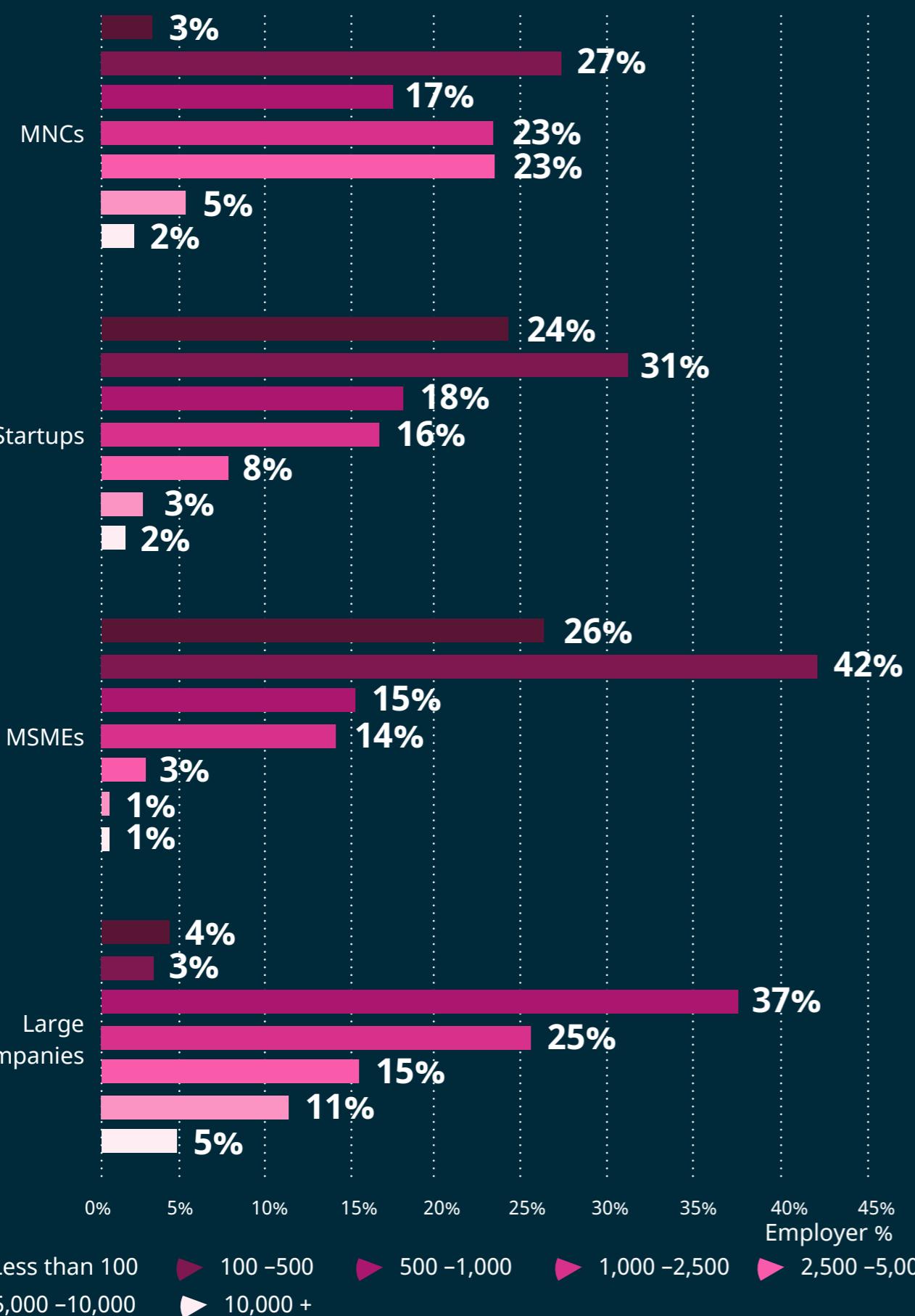
Sectors that have increased light-skills hiring post-pandemic



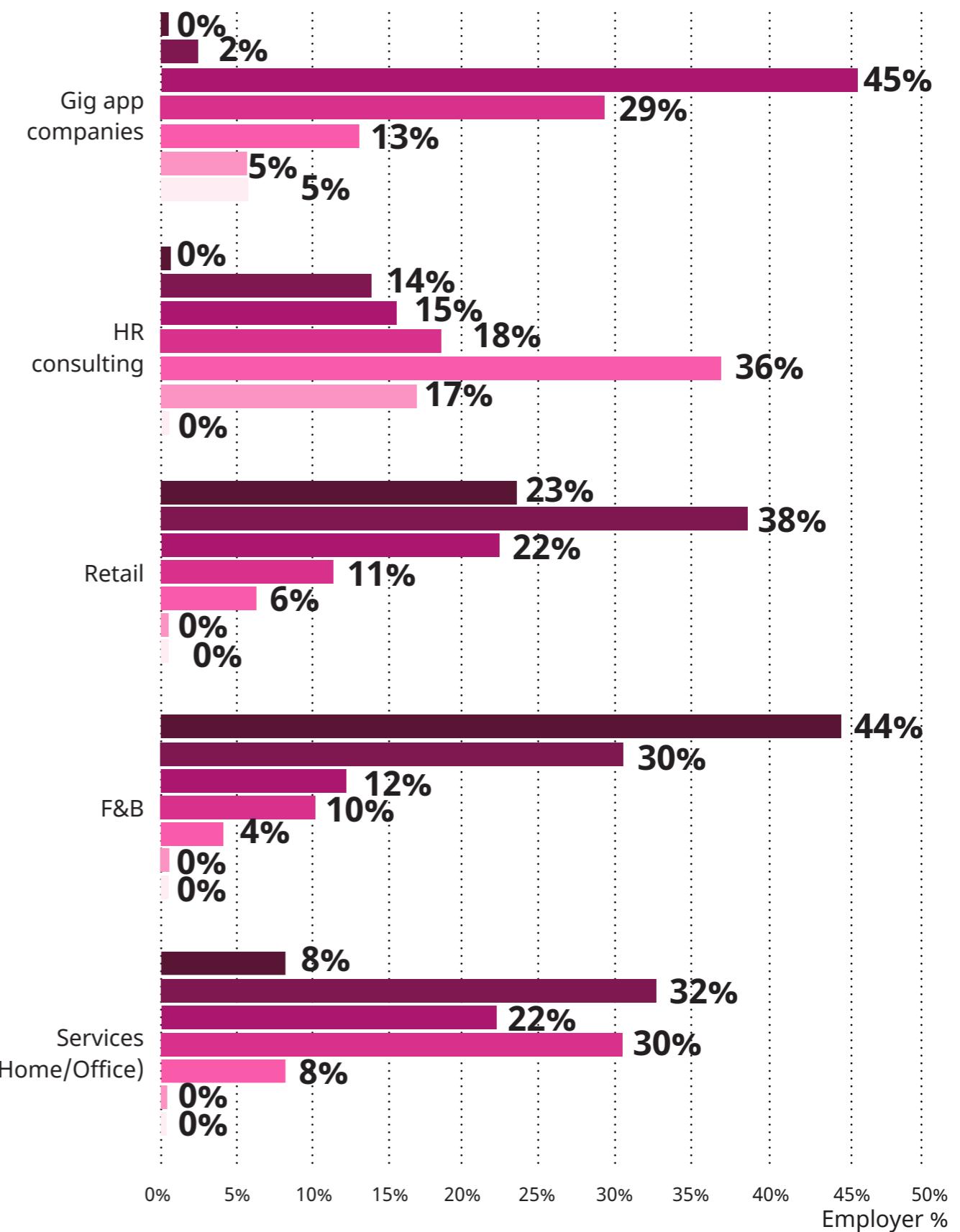
Note :- These are the activities covered by the gig-app companies – Personal care services, Cleaning services, Household/Vehicle Repairs, Other door delivery, Food delivery, Cab/Two wheeler-driving
F&B - Food & Beverages

More Charts

Employer Responses : Annual requirement of "light-skill" job roles in your organization - Organization Type



Employer Responses : Annual requirement of "light-skill" job roles in your organization - Sector



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 F&B - Food & Beverages

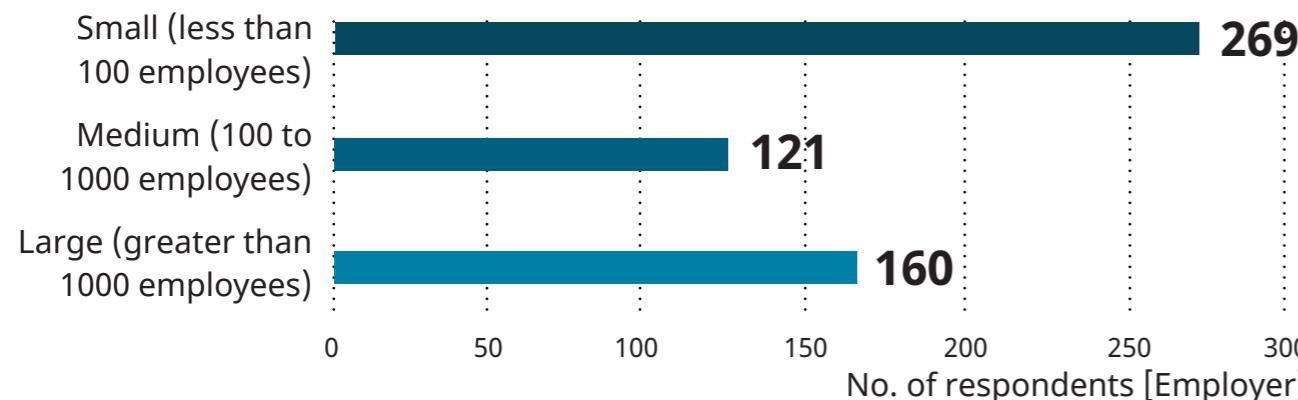
Methodology

This survey was conducted by Valuvox on behalf of Indeed among **550** employers and **750** employees

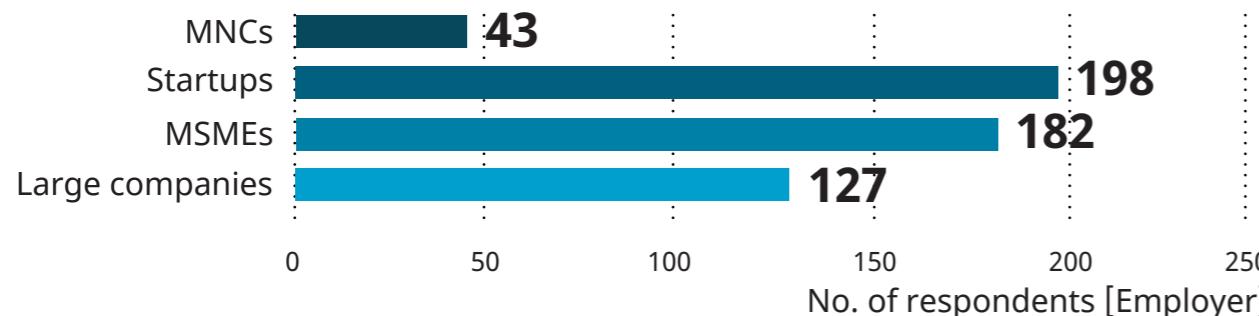
Sample Design

A total of 550 employers were considered in this survey and segregated into organization size, organization type, and then into sectors. The list below depicts the number of employer respondents in organizational size, organization type and sectors:

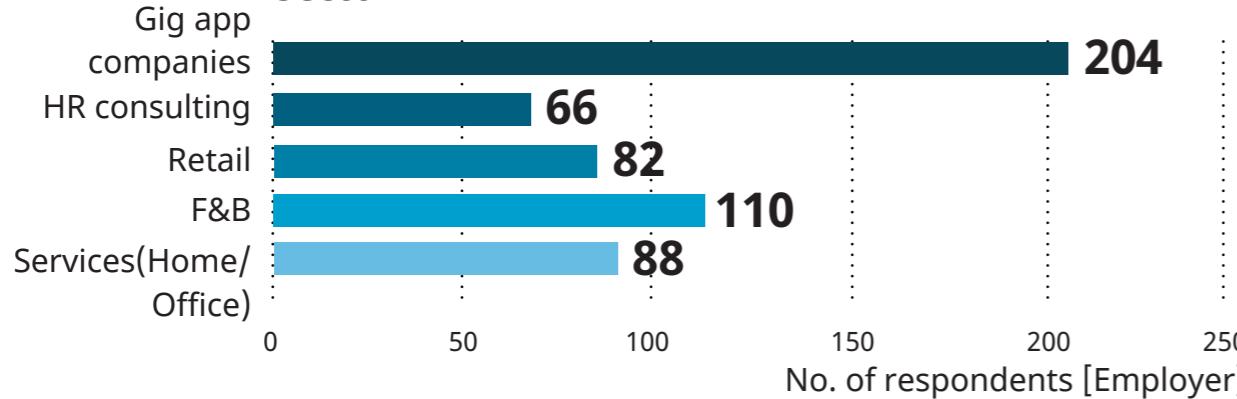
Organization size



Organization type



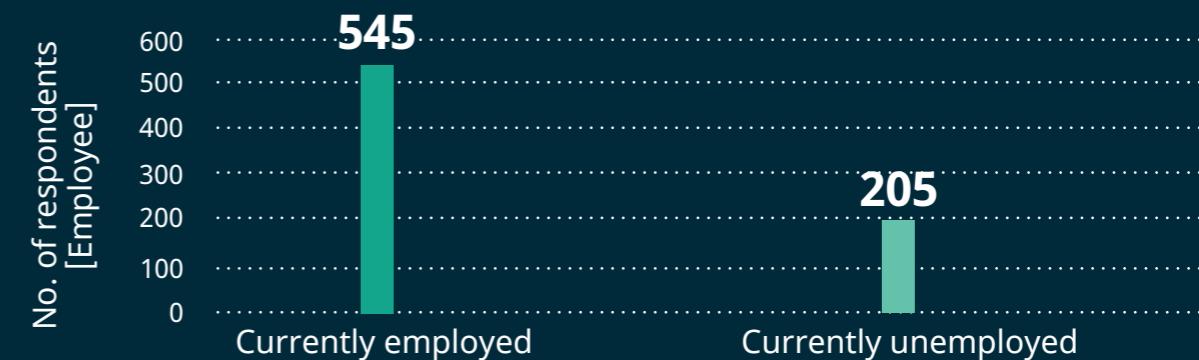
Sector



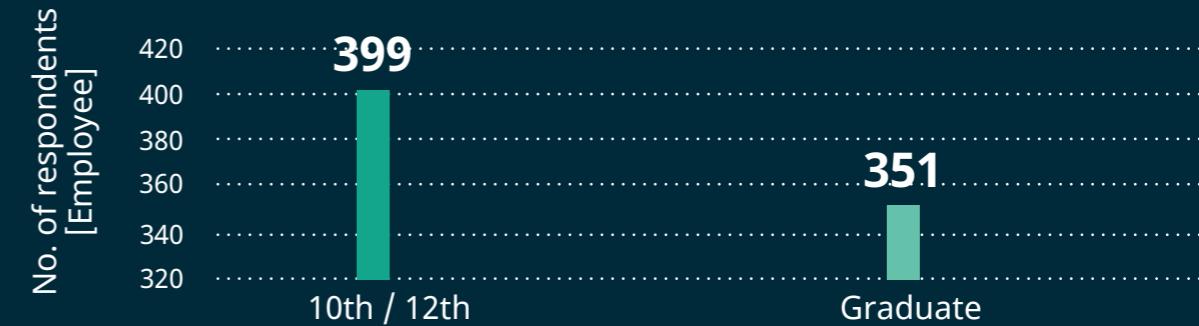
Note :- These are the activities covered by the gig-app companies – Personal care services, Cleaning services, Household/Vehicle Repairs, Other door delivery, Food delivery, Cab/Two wheeler-driving
F&B - Food & Beverages; HR Consulting – staffing and recruiting companies

A total of 750 employees were considered in this survey under 3 categories: Employment Status, Educational Qualification and Sector

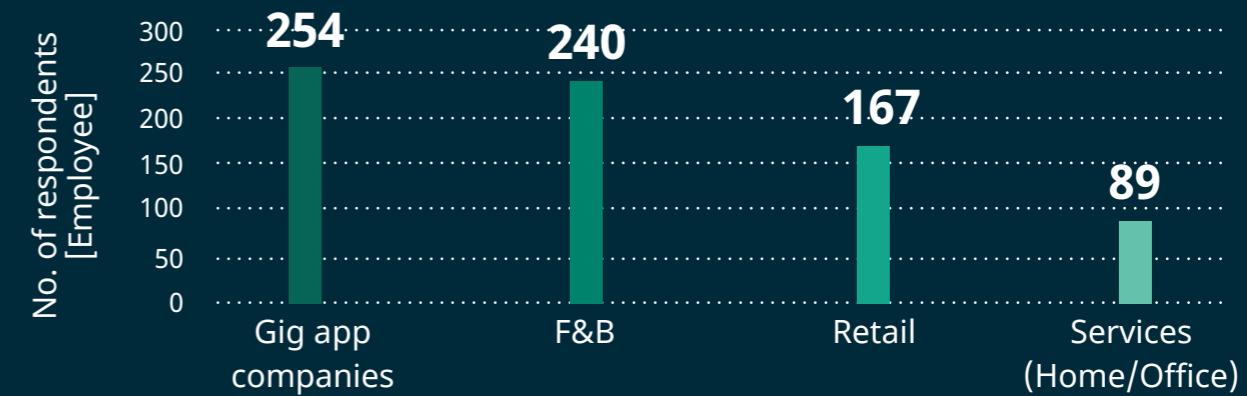
Employment Status



Educational qualification



Sector



Note :- These are the activities covered by the gig-app companies – Personal care services, Cleaning services, Household/Vehicle Repairs, Other door delivery, Food delivery, Cab/Two wheeler-driving
F&B - Food & Beverages

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