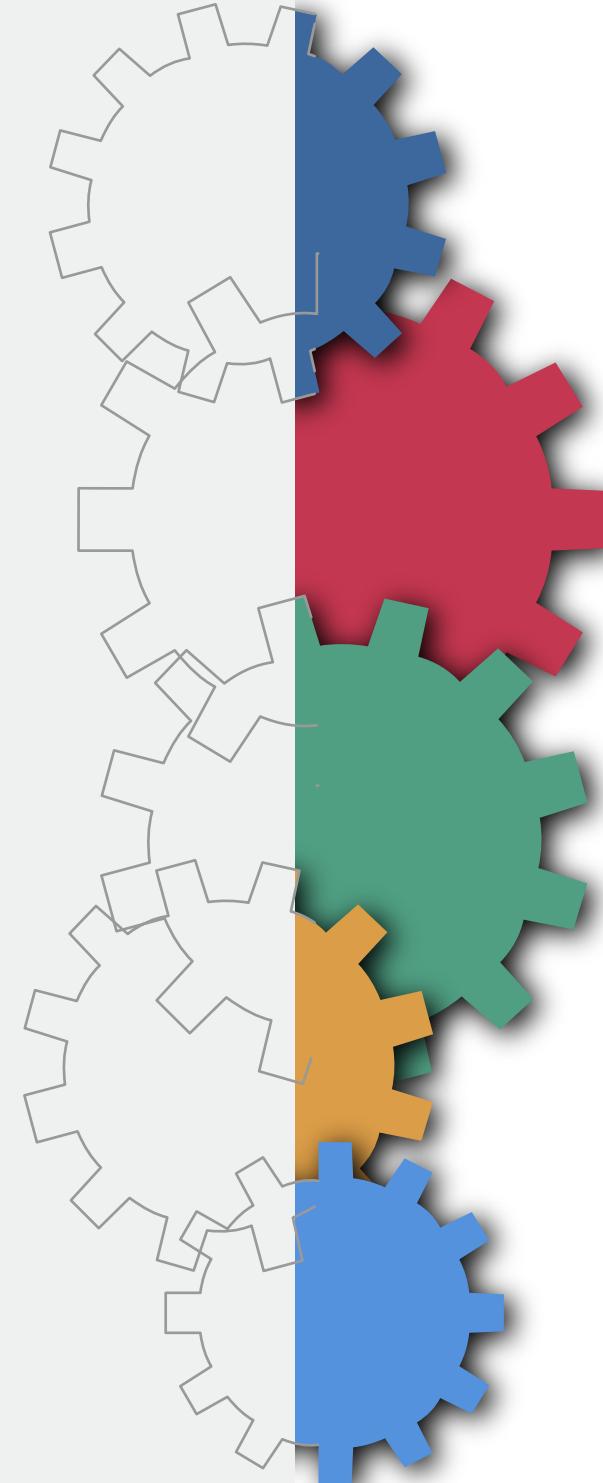




PLI

The impact on Job Creation

Employer's outlook on hiring in the next two years as a result of the PLI scheme



Definition:

Production Linked Incentive [PLI] is a government scheme under the Atmanirbhar Bharat initiative of the government. It is aimed to boost the productivity of domestic manufacturing and industrial sectors considered necessary for job creation, social welfare and taxation.

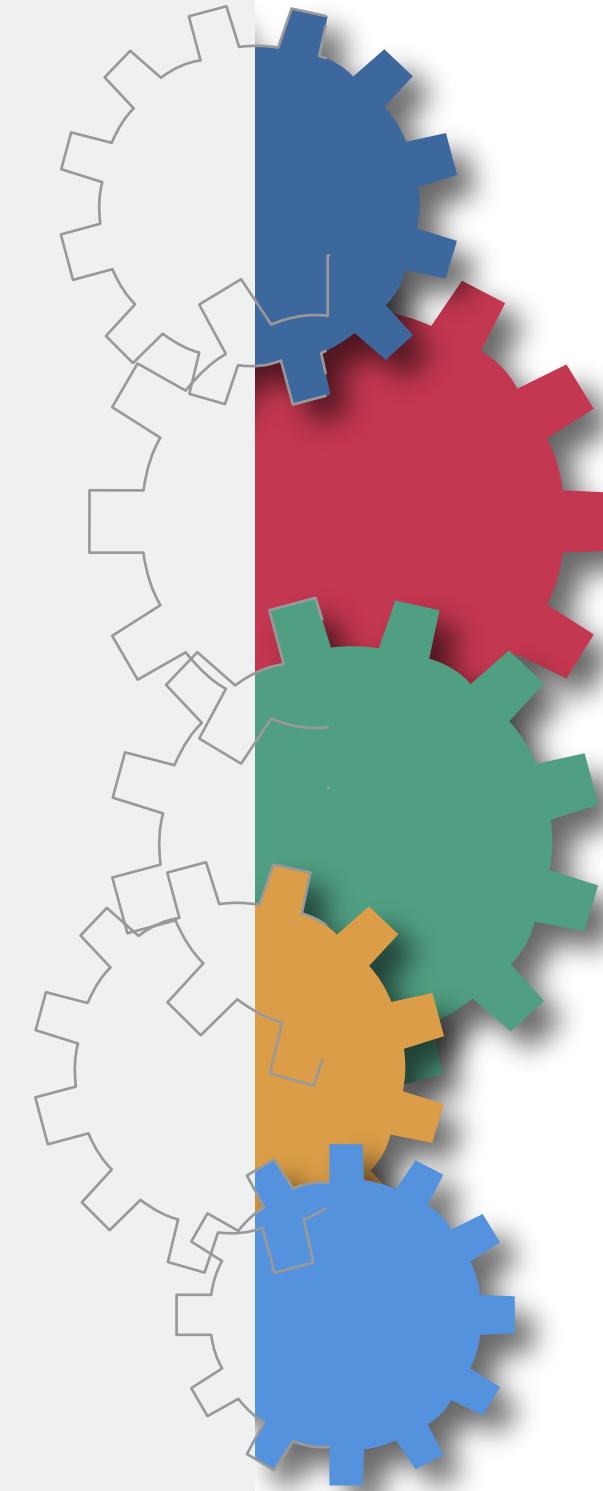
A brief Background:

An outlay of INR 1.97 Lakh Crores for the Production Linked Incentive (PLI) Schemes across 14 key sectors, to create national manufacturing champions and to create 60 lakh new jobs, and an additional production of 30 lakh crore during next 5 years. In addition to the three schemes announced earlier in March 2020, GoI has further introduced the 10 new PLI schemes in November 2020.



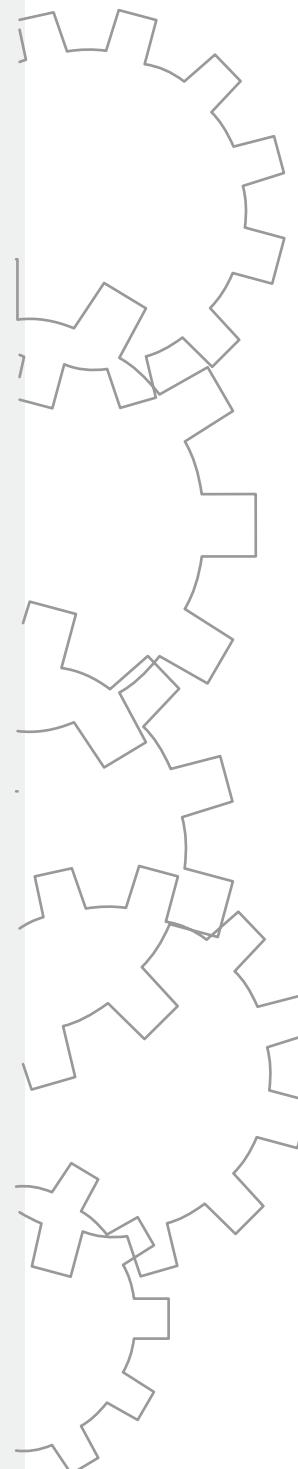
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Cities covered

- Ahmedabad
- Bengaluru
- Chandigarh
- Chennai
- Delhi
- Gurgaon
- Hyderabad
- Kochi
- Kolkata
- Mumbai
- Indore
- Nagpur
- Coimbatore
- Pune



Industries covered

- Advance Chemistry Cell (ACC) Battery
- Automobile and Auto components
- Electronic /Technology Products
- Large Scale Electronics Manufacturing
- Specialty Steel
- Textile Products
- White Goods
- Pharmaceuticals

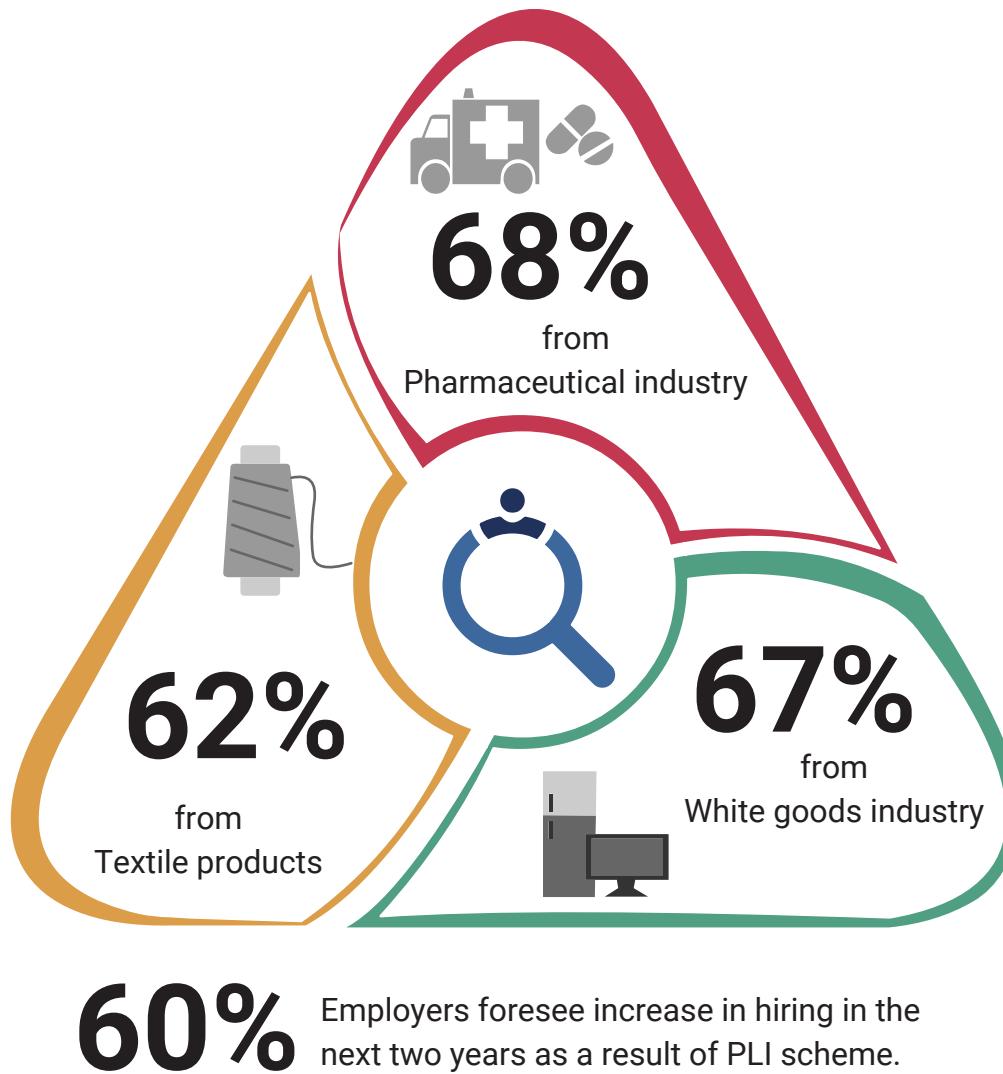


EXECUTIVE SUMMARY



Executive Summary

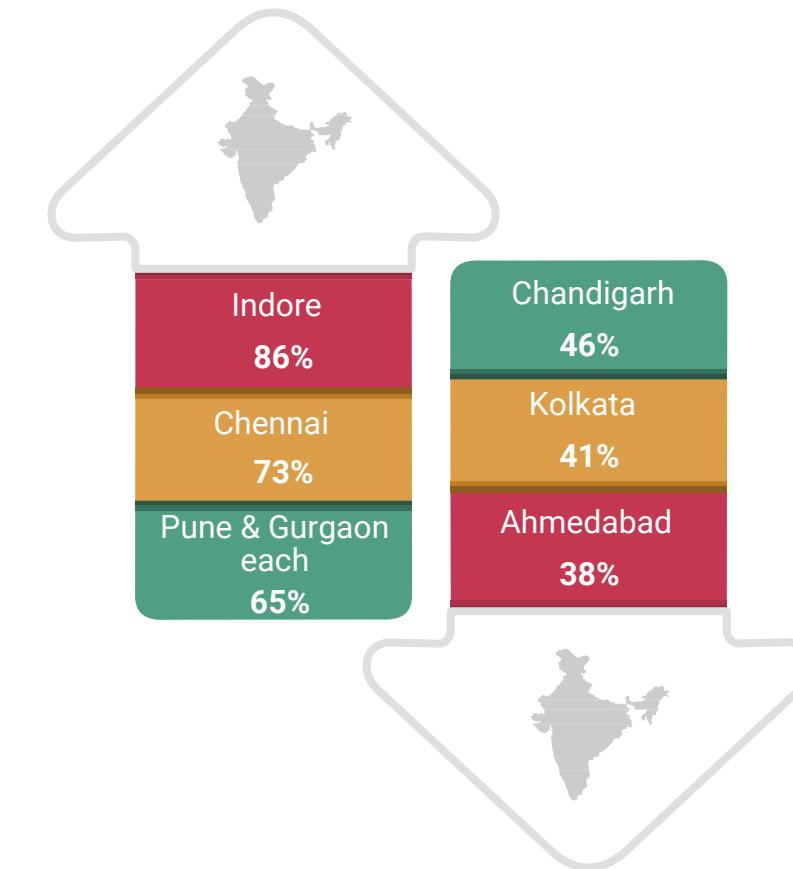
60% of the employers surveyed believe hiring will increase in the next two years as a result of PLI scheme.



A majority of the employers (71%) across small and medium sized organizations foresee an increase in hiring as a result of PLI scheme in the upcoming two years.

On the contrary, slightly more than one fifth of the large organizations (22%) believe hiring will increase in the next two years because of PLI; while more than half (53%) of the large organizations do not foresee any increase in hiring.

Cities where a relatively higher number of employers foresee more hiring



Cities where a relatively higher number of employers who do not foresee more hiring

Executive Summary

44% of the respondents expect a net incremental growth (up to 20%) in employment as a result of workforce requirement emerging as part of PLI scheme.

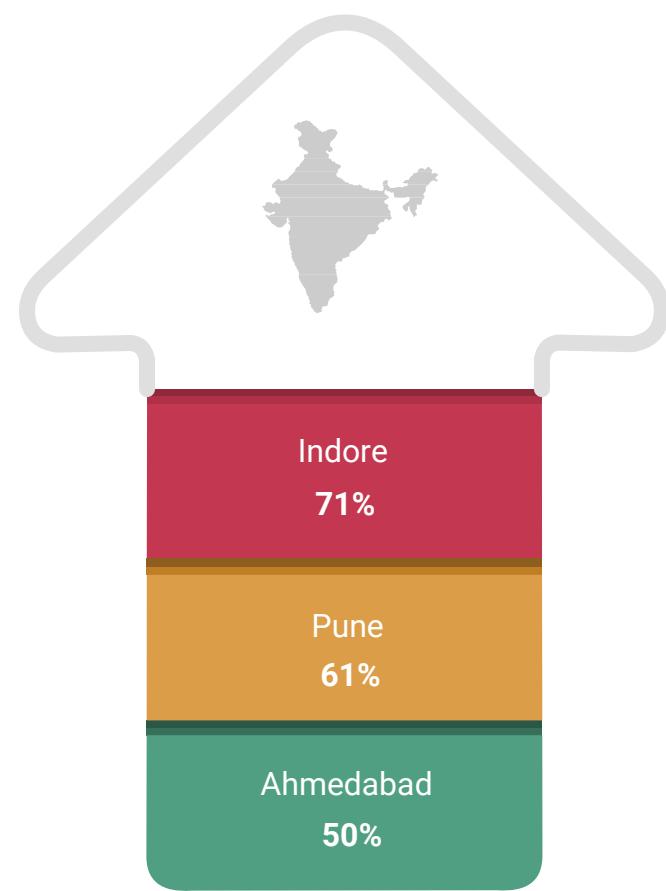


44% Employers foresee a net incremental growth of up to 20% in employment as a result of PLI scheme.

More than one third of employers (37%) from medium sized and slightly more than one fifth of employers (22%) from large organizations foresee more than a 20% net incremental growth in employment in the next two years.

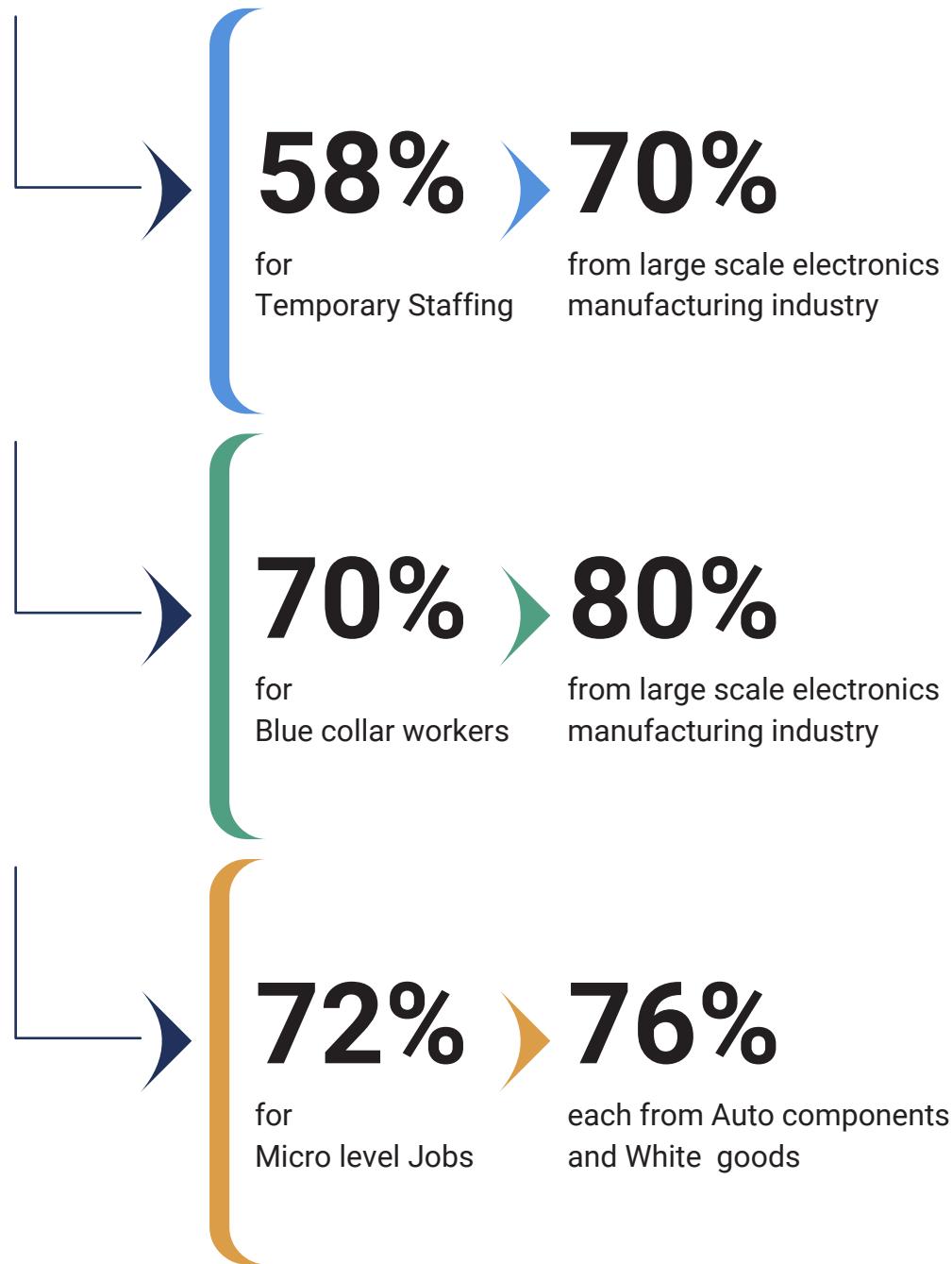
However, a majority of employers (66%) from large organizations do not foresee any net incremental growth in hiring in the next two years.

Top cities: Employers foreseeing 20%+ incremental growth



Executive Summary

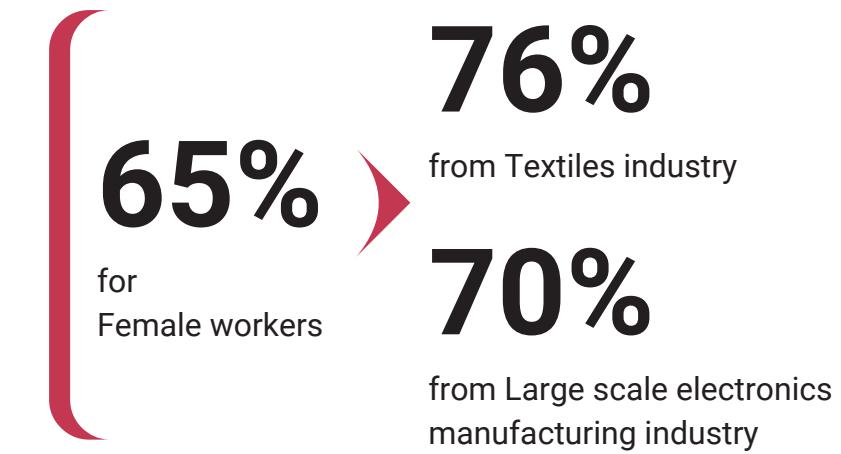
Employers say there would be net incremental growth of up to 15% across these workforce categories.



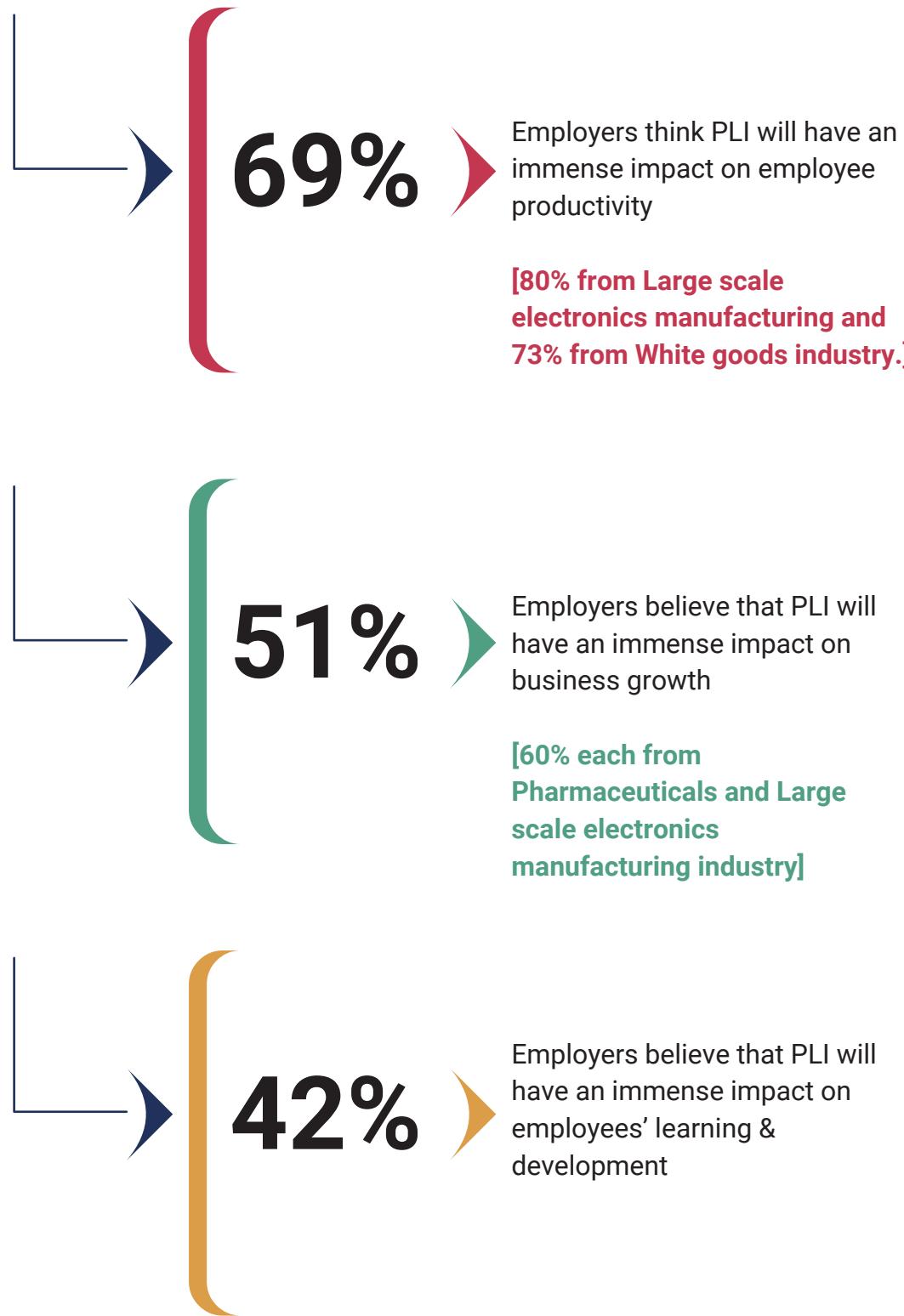
Merely 3% of employers surveyed suggest a net incremental growth of up to 5% in the hiring of employees from LGBTQ community.

One third of employers (33%) and 29% of the employers surveyed do not foresee any net incremental growth in female employment and temporary staffing respectively.

Nearly one fifth of the employers (20%) and slightly more than this (23%) do not foresee any net incremental growth in hiring of micro level jobs and blue collar workers respectively.



Impact of PLI on employees' learning and development, productivity, and business growth

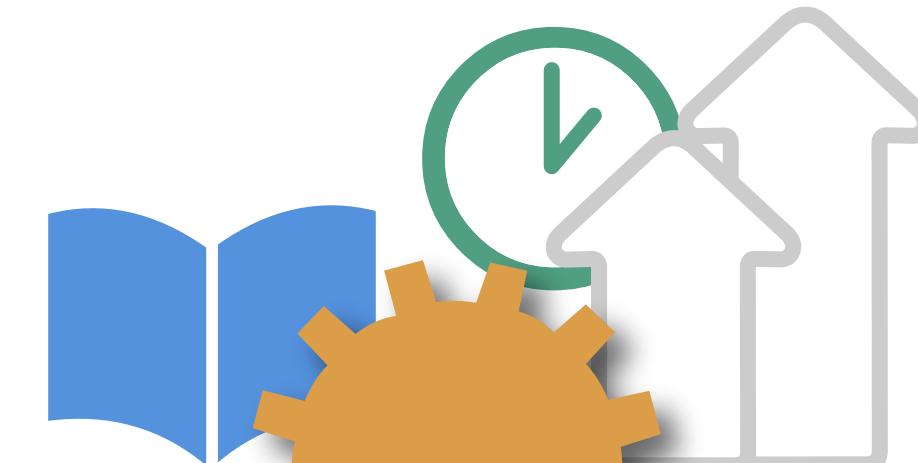


A majority of employers from small sized (84%) and medium sized organizations (77%), and one out of four from large organizations (25%) believe that PLI related benefits will enhance employees' productivity

More than half (59%) of all employers surveyed from large sized organizations think there would be no change in employee productivity in the next two years as a result of PLI scheme.

One third of all employers (33%) say they have the required infrastructure for employee learning & development.

28% are willing to create suitable infrastructure for employee learning & development by implementing workshops and training conferences

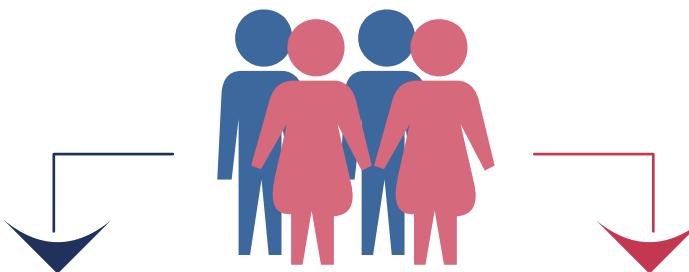


Employers indicate higher preference for male candidates while hiring, as part of PLI scheme



- More than half (58%) have indicated a preference for hiring male employees whereas more than a quarter(27%) prefer to hire female employees
- A majority from Gurgaon & Indore (71% each) prefer to hire male candidates, followed by more than two thirds from Kolkata (69%) , Delhi and Nagpur (67% each)
- Coimbatore (50%) and Hyderabad (39%) emerge as model cities exhibiting equal preference for both male and female employees

Top industry



Male employees

Large scale electronics manufacturing: 70%
White goods and Automobile & Auto components : 67%
Advance chemistry cell: 65%

Female employees

Textile products: 37%
Pharmaceuticals: 36%
Large scale electronics manufacturing: 30%

Employers are optimistic about PLI resulting in boosting investment in MSMEs

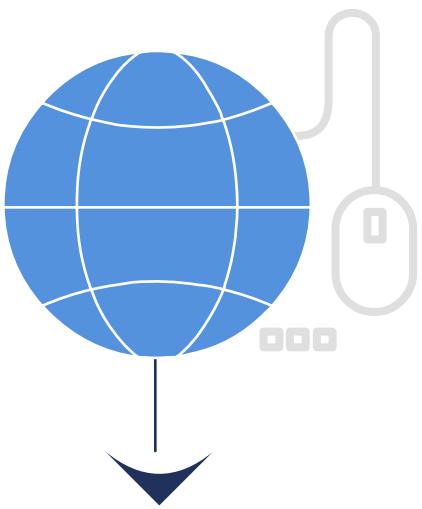
Half of the employers surveyed (54%) believe that PLI is "extremely likely" to attract investment in MSME's

Impact of technology ad option as a result of PLI scheme on organisation's growth

Half of the employers surveyed (50%) believe that digital and technology adoption will empower employees which in turn will lead to organizational growth.

Nearly one third of employers (31%) say that digital and technology adoption will facilitate employee's retention.

Top 3 impacts of geopolitical factors



- 38%** May prompt world to look at India as sourcing partner
- 27%** More IT and tech opportunities likely to shift to India
- 22%** Decline in innovation as R & D investments fail

PLI scheme is cited to be valuable for other product categories and SMEs/Start-ups



- 36%** Majority of employers believe PLI should be extended for other product categories
- 29%** suggest existing schemes should be revised to incorporate more SMEs & start-ups
- 19%** say that PLI should be expanded for other sectors

Top Job roles : By Industry

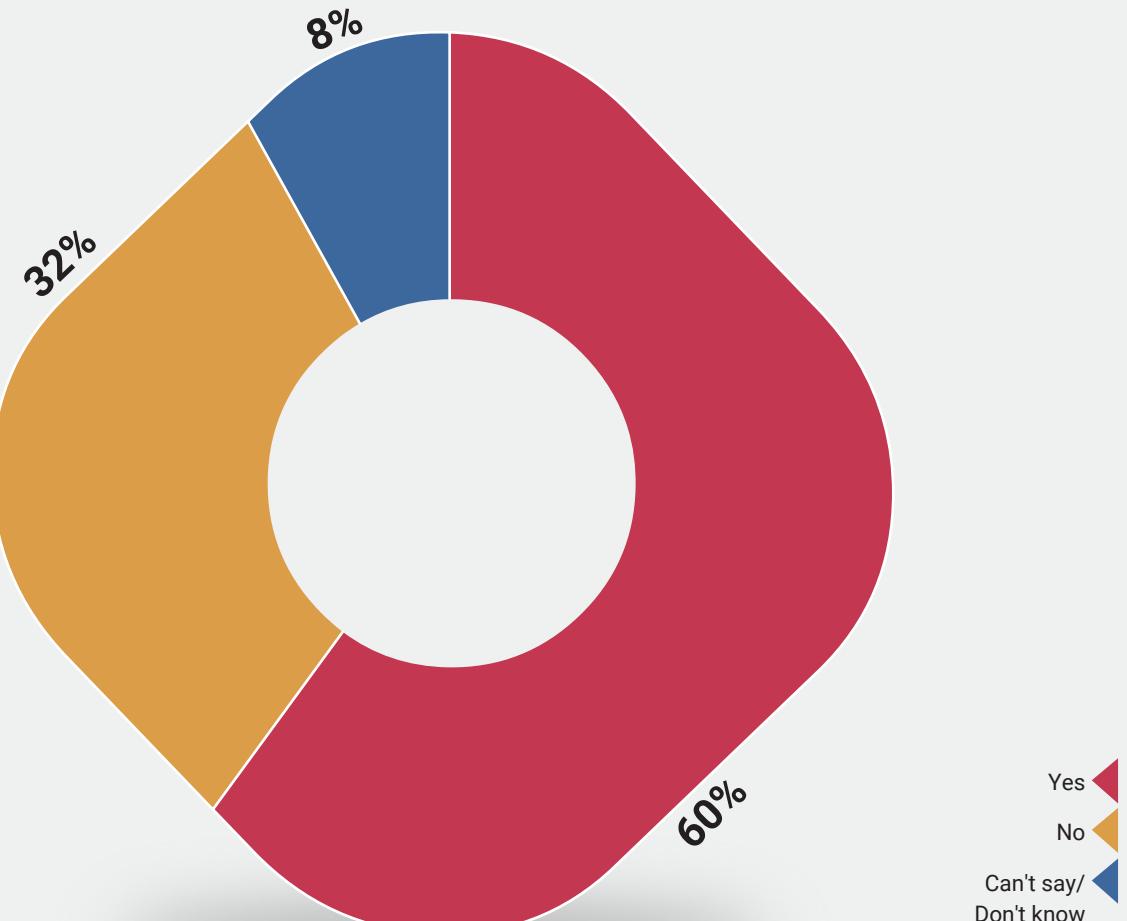
ACC Manager (Electric mobility): INR 91,700/month	Electrical /technology products: Head(Manufacturing Operations): INR 128,100/month	Speciality Steel: Plant Head (Steel): INR 115,200/month	White goods: Retail Marketing head: INR 120,800/month
Software application developer : INR 85,400/month	Sr. Electronics engineer: INR 79,200/month	Sales & Marketing Manager: INR 72,100/month	Category Manager: INR 82,700/month
Automobile & auto components Automation Engineer: INR 89,600/month	Large scale electronics manufacturing: Compliance officer: INR 45,800/month	Textile Products: Industrial engineering manager : INR 104,200/month	Pharmaceuticals: Senior Biostatistician: INR 94,400/month
Mechanical design engineer: INR 80,400/month	Quality Engineer : INR 42,100/month	Production head: INR 91,700/month	Clinical Project Manager: INR 87,100/month

Employer's perception on PLI-driven increase in hiring

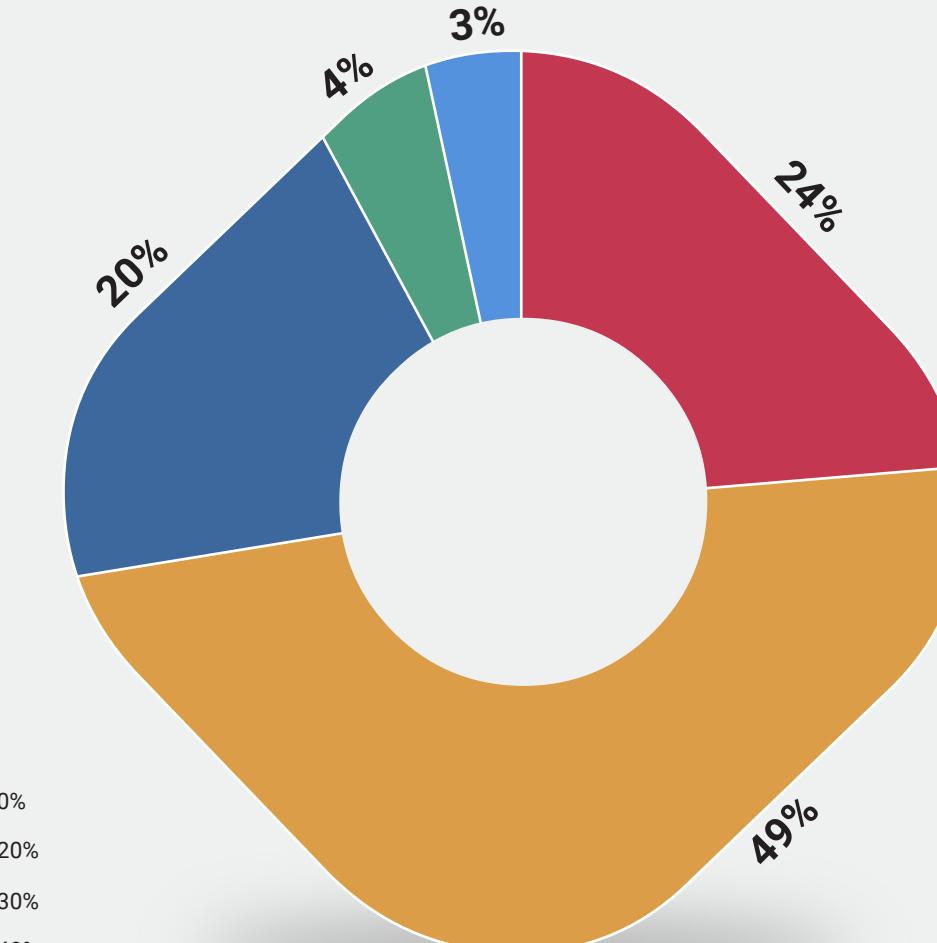


Do employers foresee PLI-driven hiring increase over the next two years?

Employer perception: Hiring forecast in the next two years



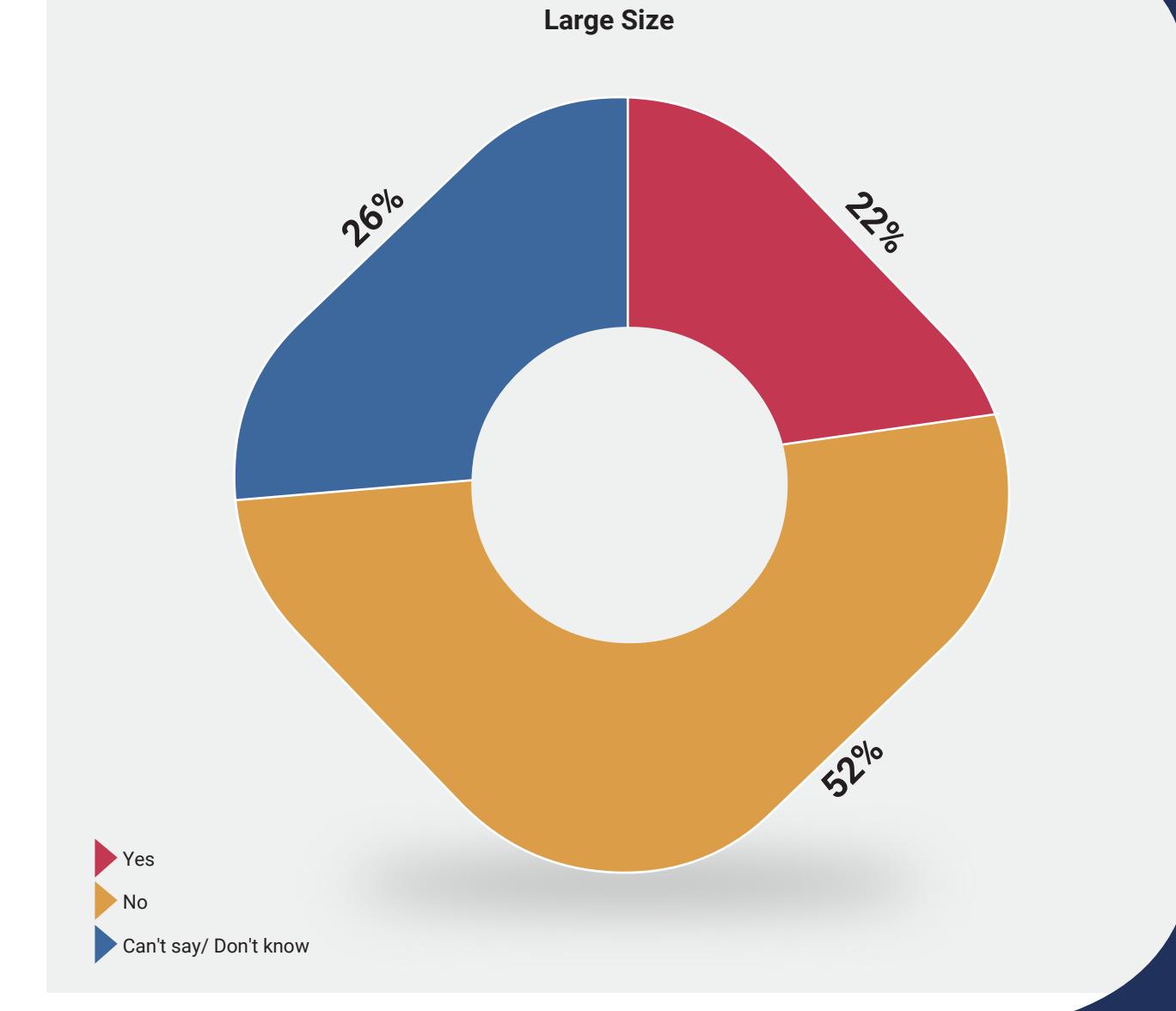
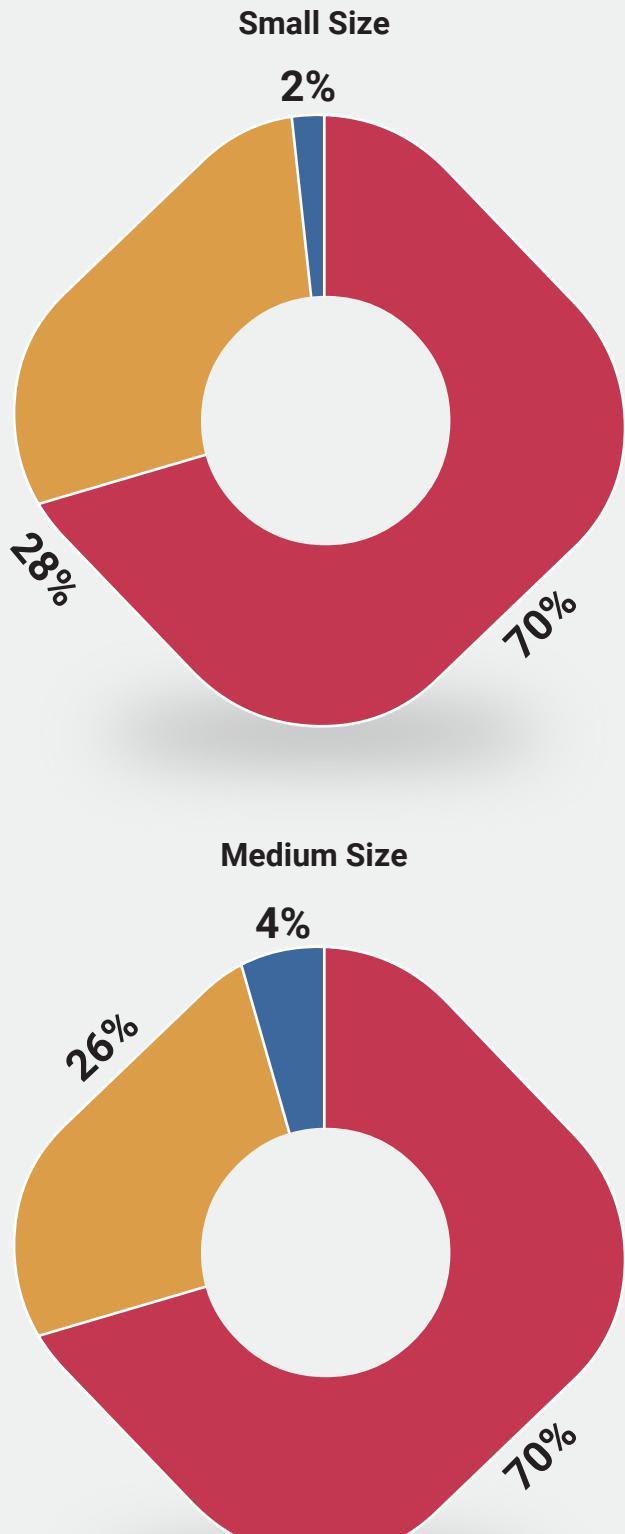
Employers who foresee more hiring: view on net incremental job growth



60% of the employers surveyed expect the PLI scheme to generate new employment opportunities and therefore, foresee increase in hiring in the next two years. Nearly one third of the employers (32%) do not foresee more hiring in the next two years as a result of PLI scheme and the remaining (8%) are unsure of the same.

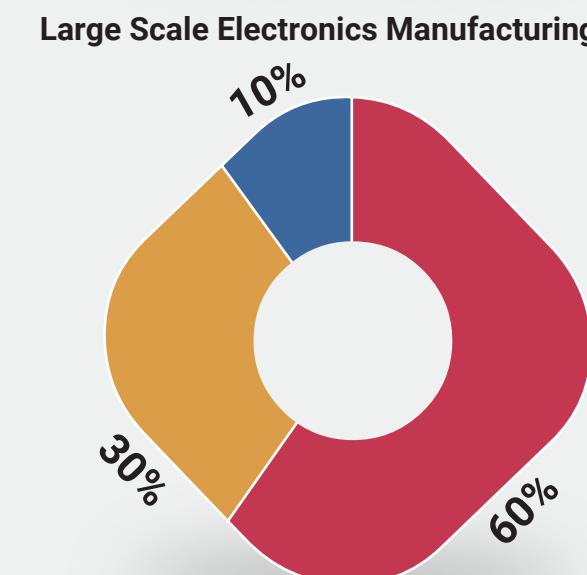
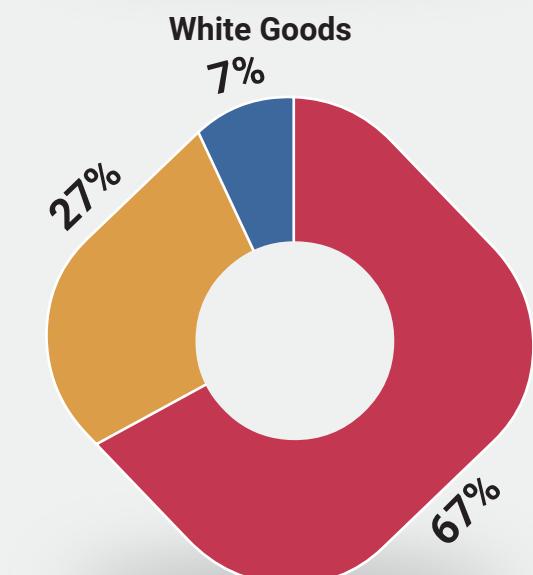
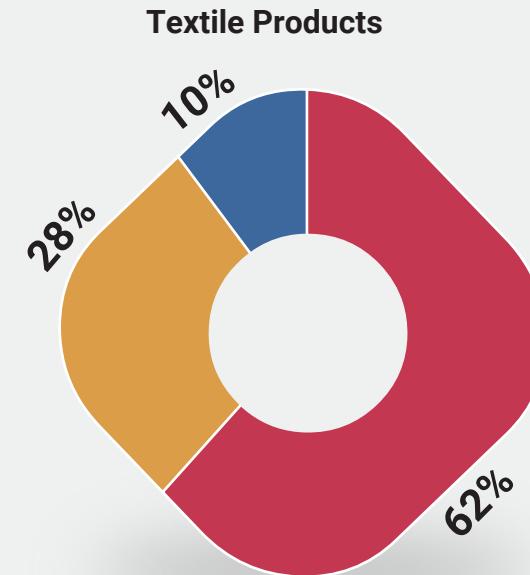
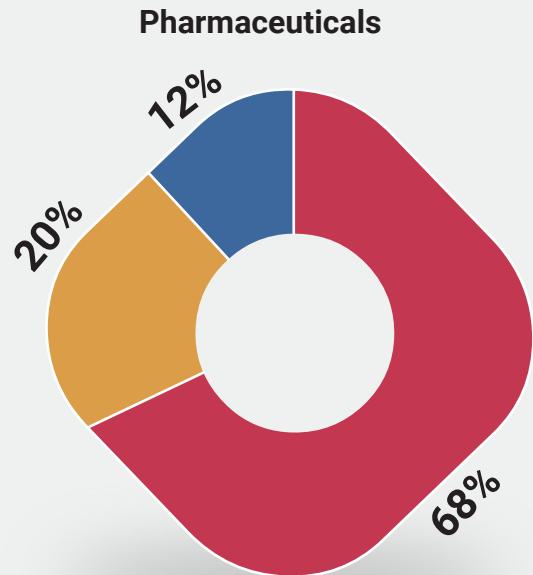
Also, nearly three-fourths of those who foresee more hiring (73%) think that the net incremental employment growth would be up to 20%, and 27% believe it would be above 20%.

Do employers foresee PLI-driven hiring increase over the next two years?



An overwhelming majority of Small and medium sized organizations (70% each) are positive about PLI resulting in increased hiring in the next two years. However, just about one in five (22%) of the large organizations share this optimism. More than half of the large organizations (52%) do not foresee an increase in hiring as a result of PLI scheme. Slightly more than one out of four employers (26%) from large organization are unsure of the same.

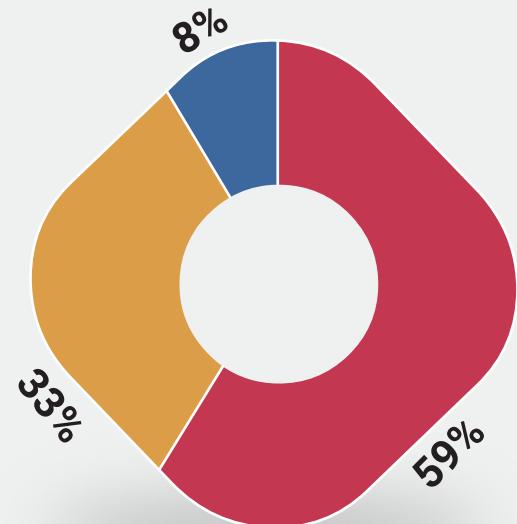
Do employers foresee PLI-driven hiring increase over the next two years?



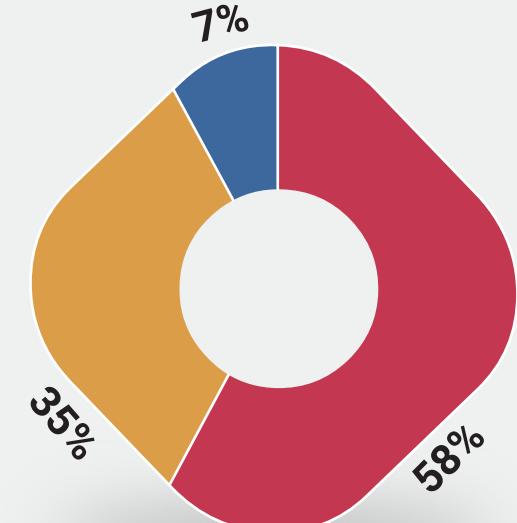
Across industries, employers are optimistic about an increase in hiring in the next two years as a result of the PLI scheme. The Pharmaceuticals (68% optimistic) and the White Goods (67% optimistic) industries lead the sentiment, followed by the Textile (62% optimistic) and the Large Scale Electronics Manufacturing industries(60% optimistic)

Do employers foresee PLI-driven hiring increase over the next two years?

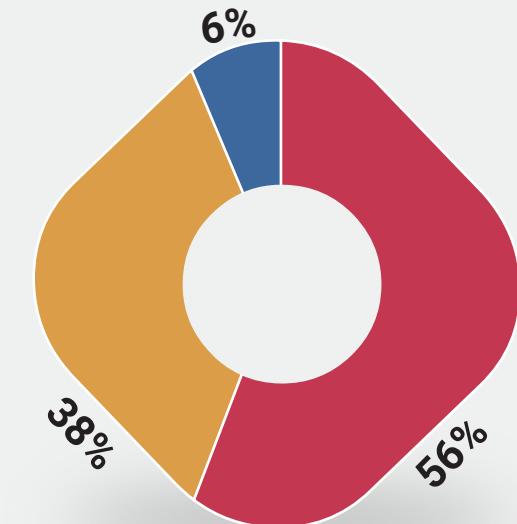
Automobile and Auto Components



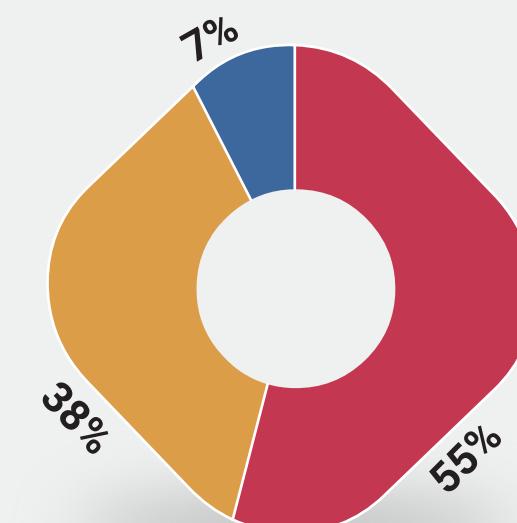
Electronic/Technology Products



Specialty Steel



Advance Chemistry Cell (ACC) Battery



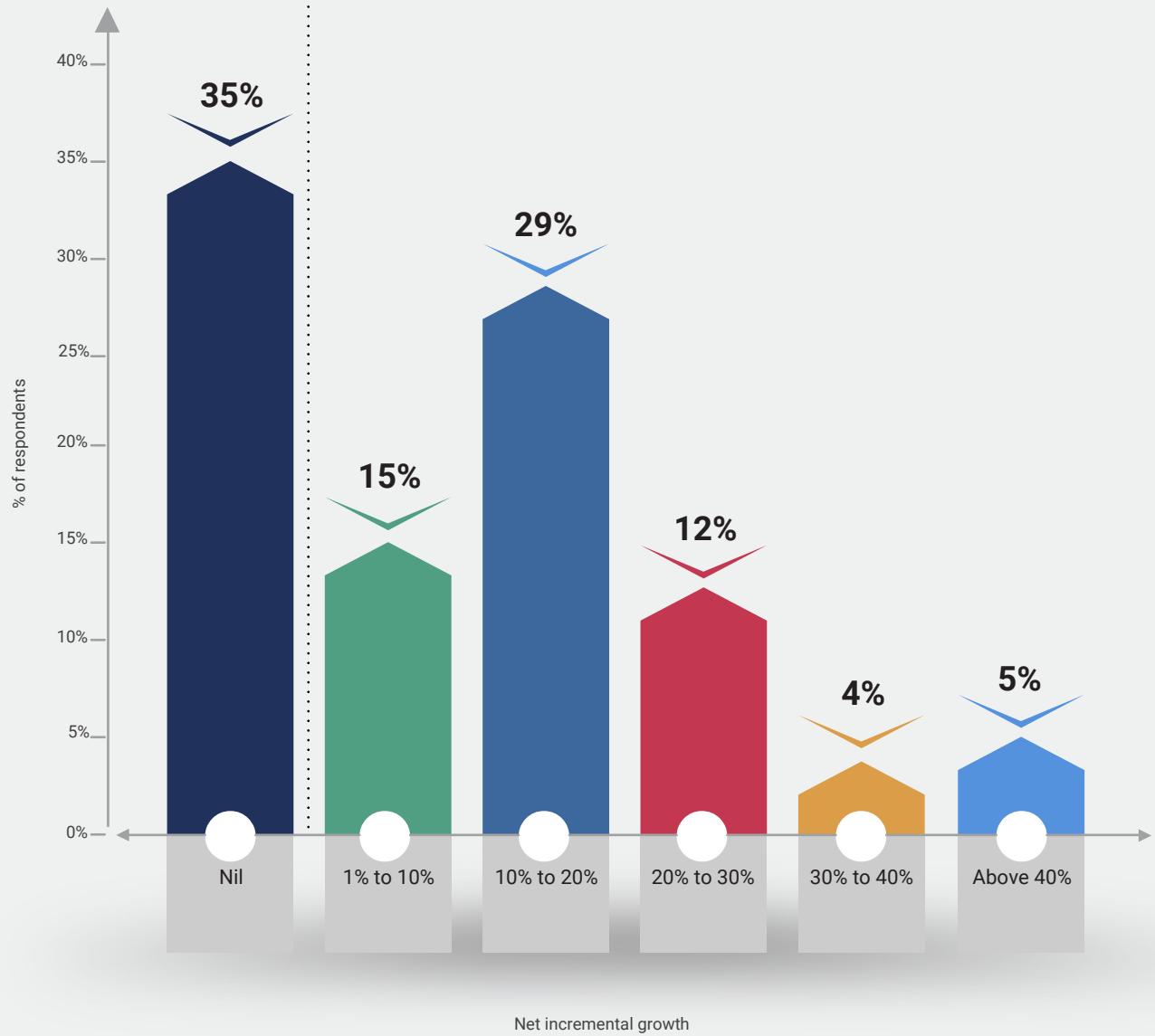
More than half of the employers in each of the remaining industries covered by the study also suggest that there will be more hiring in the next two years as a result of PLI scheme.



Employer's outlook on
**Net
incremental
growth**
in employment across
workforce categories

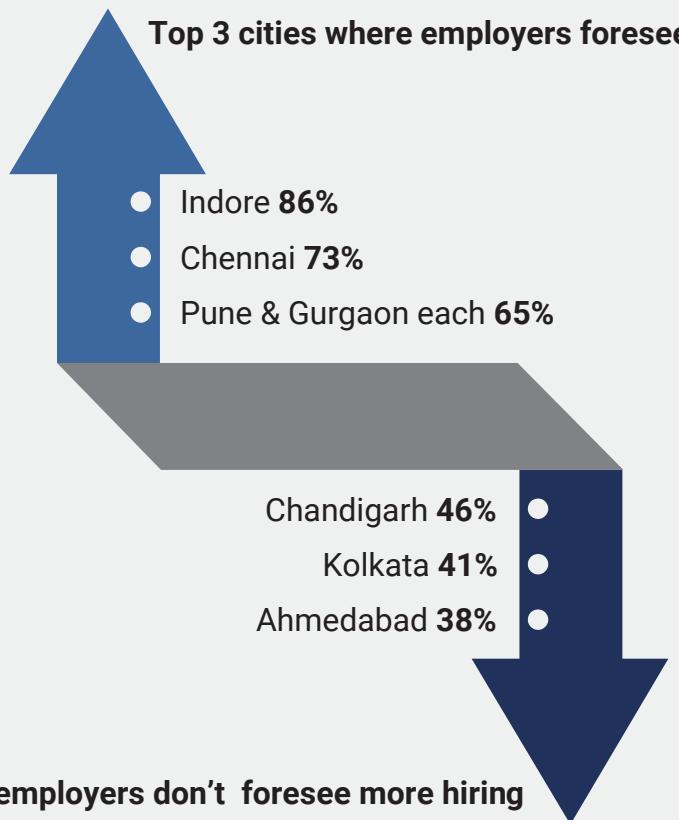
Net incremental PLI-driven growth in employment in the next two years

Employer opinion: Net incremental growth in employment as a result of PLI scheme

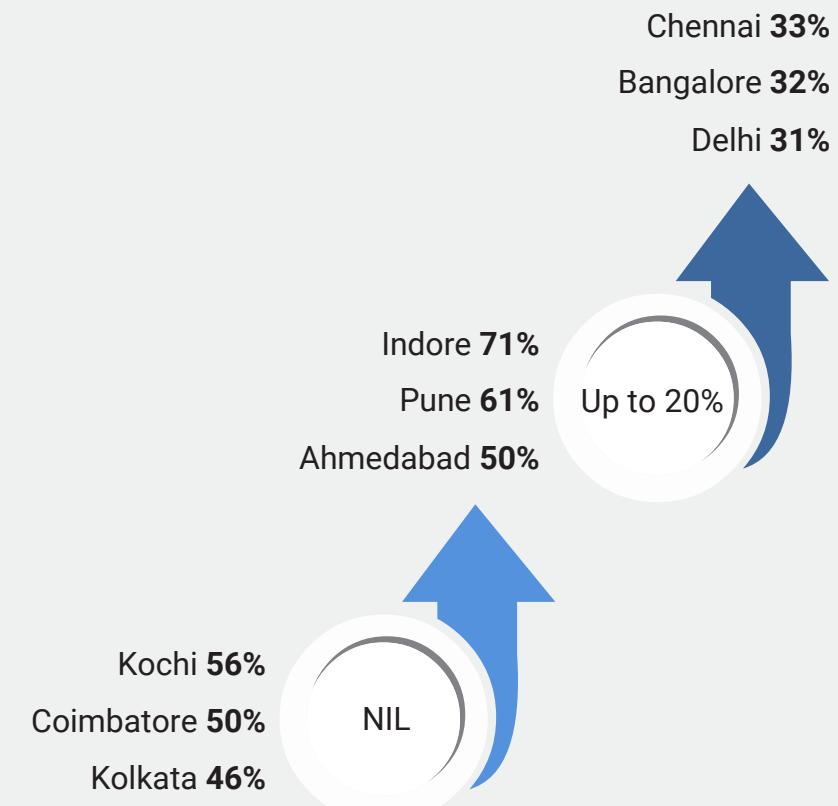


About two out of three employers surveyed (65%) foresee a net incremental growth in employment driven by the PLI scheme. Of this, 44% believe that the net incremental employment growth will be up to 20%, and 21% foresee a net incremental growth of more than 20% in employment in the next two years. On the other hand, slightly more than one out of three employers (35%) believe the PLI scheme may not result in a net incremental growth in employment during the period in consideration.

Net incremental PLI-driven growth in employment in the next two years



City wise : Net incremental growth in employment in the next two years

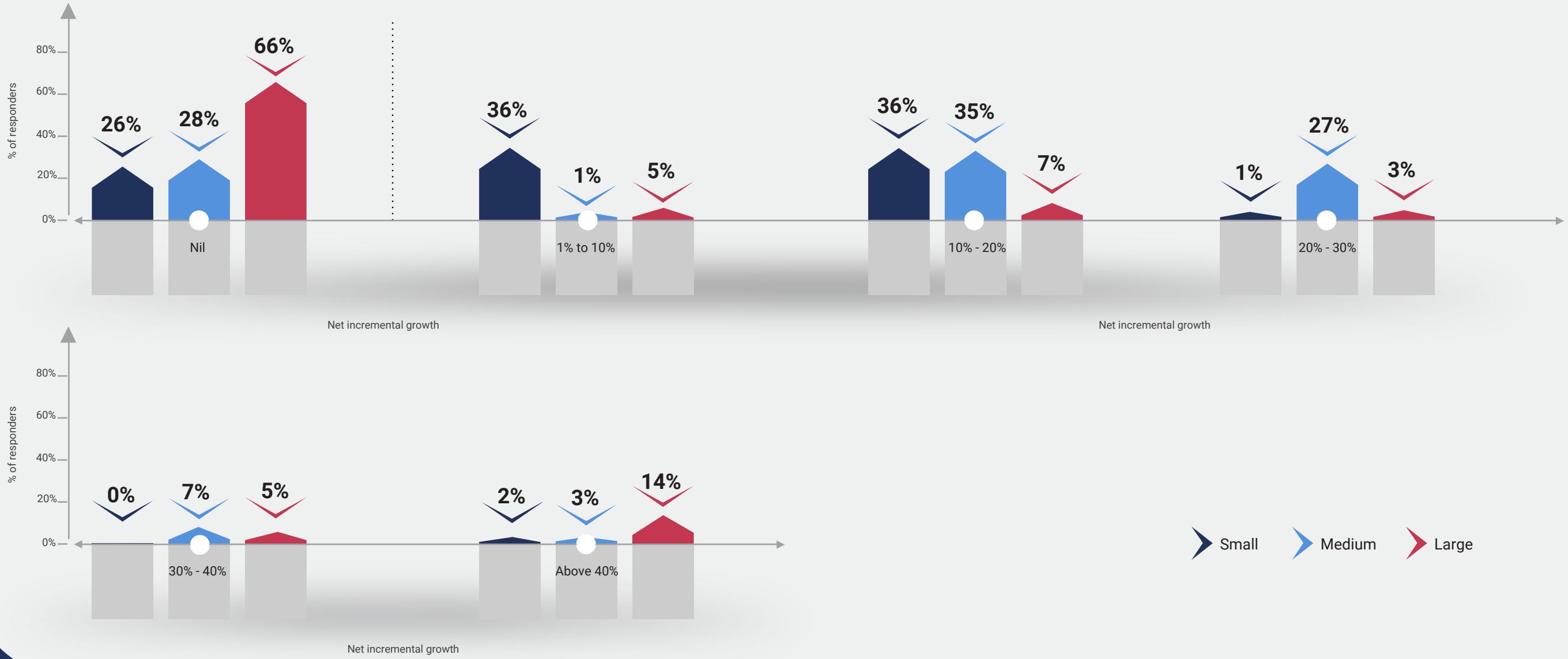


An overwhelming proportion (**86%**) of employers from Indore, Chennai (**73%**), Pune and Gurgaon each (**65%**) foresee more hiring in the next two years as a result of PLI scheme. However, significant proportions of employers in three other cities disagree: **46%** of the employers from Chandigarh and **41%** from Kolkata do not foresee more hiring due to PLI.

Further, **71%** of the employers in Indore, **61%** in Pune and **50%** in Ahmedabad believe the incremental growth will be up to **20%**, and employers in Chennai (**33%**), Bangalore (**32%**) and Delhi (**31%**) believe it will be more than **20%**.

Net incremental PLI-driven growth in employment in the next two years

Organization size wise: Net incremental growth in employment as a result of PLI scheme

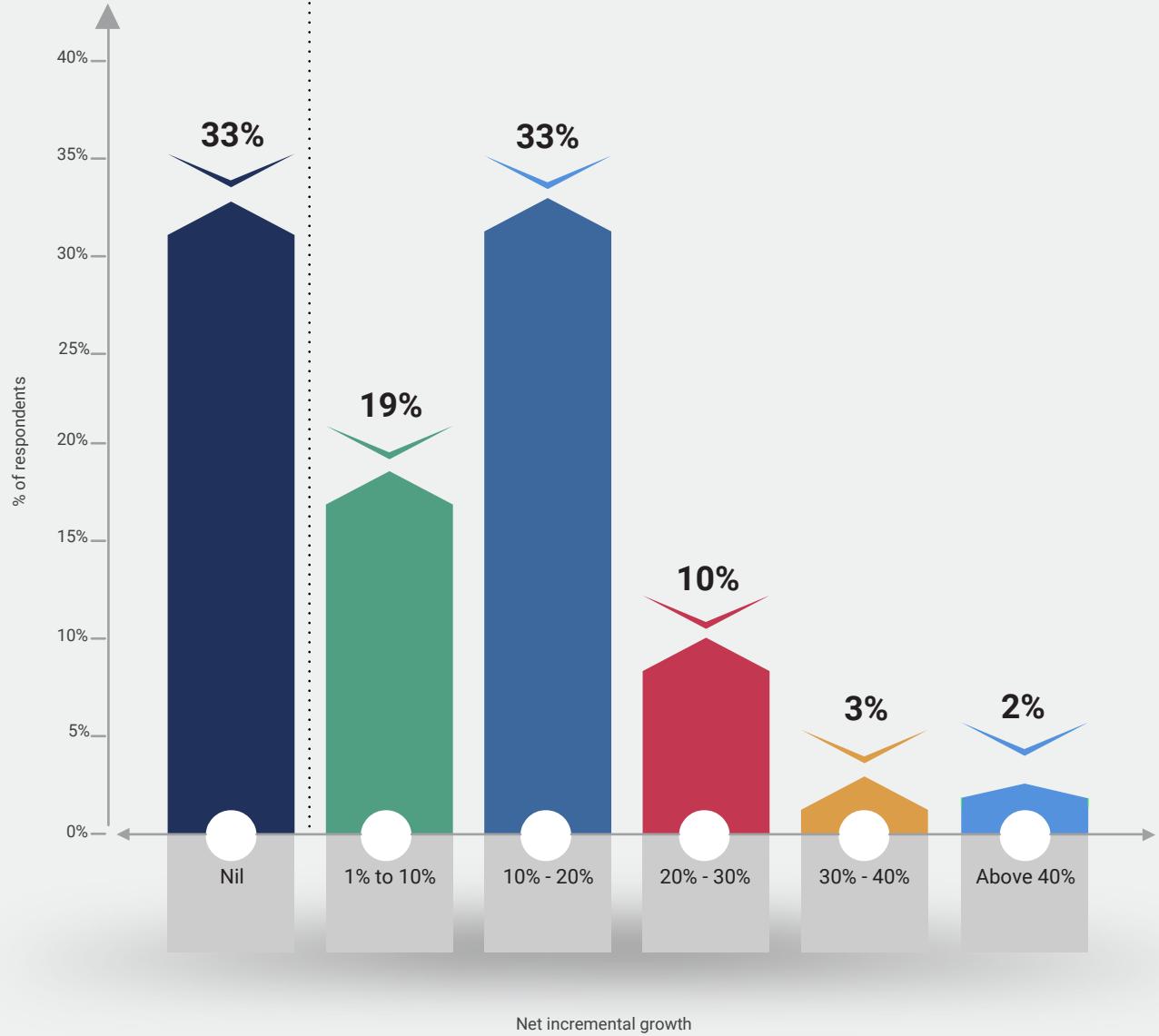


Most small sized organizations are optimistic but keep their optimism in check. **72%** believe that PLI will result in up to **20%** net incremental growth in employment. Medium sized organizations are relatively more optimistic – **37%** believe that the net incremental growth in employment will exceed **20%**, and **35%** believe that the net incremental growth will be up to **20%**. Slightly more than one out of five employers (**22%**) from large organizations believe the net incremental growth could be above **20%**.

A majority of large organizations (**66%**), and slightly more than one out of four employers from medium (**28%**) and small sized (**26%**) organizations do not foresee PLI implementation resulting in net incremental growth in employment.

Net incremental PLI-driven growth in employment in the next two years

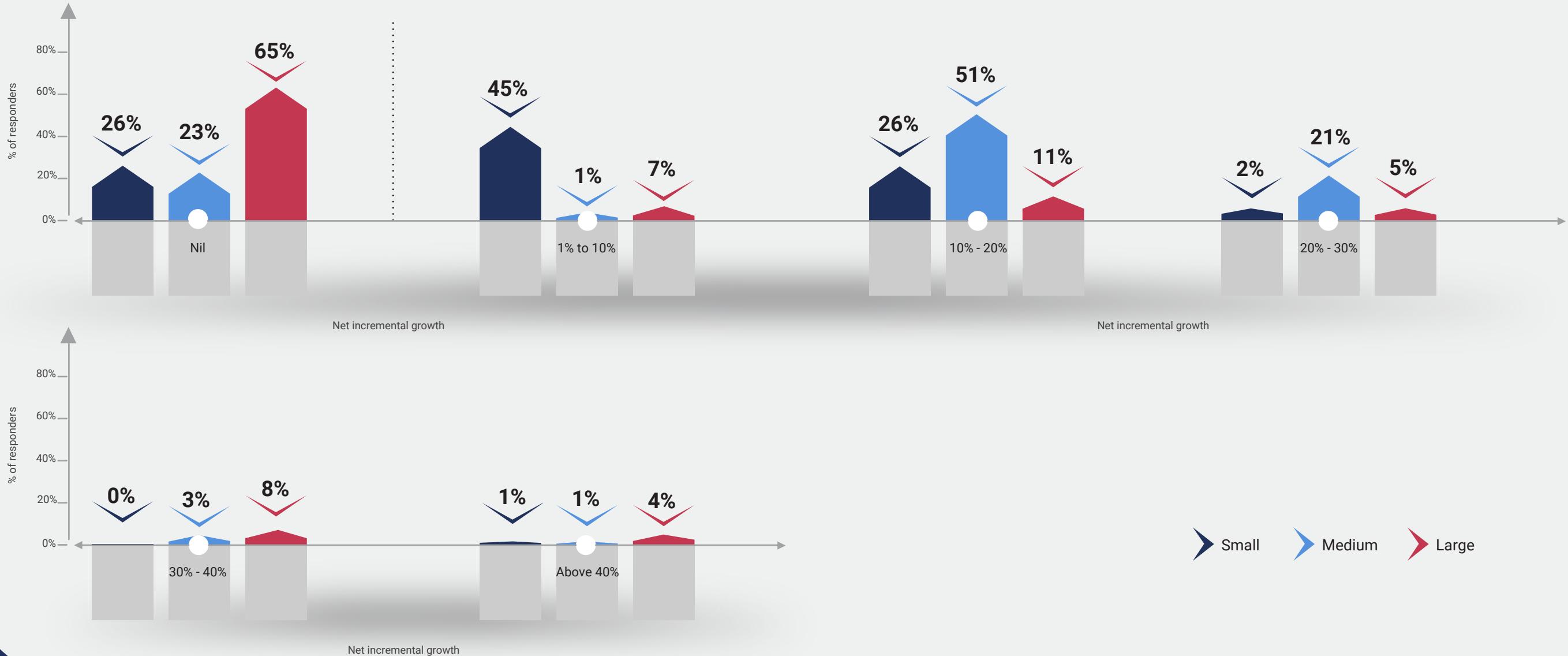
Indirect jobs



Two out of three (67%) employers surveyed see the PLI scheme generating demand for indirect jobs over the next two years. 43% foresee a net incremental growth of 10%-30% in indirect jobs and a minor 5% even suggest a net incremental growth of above 30% in indirect jobs. However, one third of all employers surveyed (33%) do not think the scheme will generate net incremental growth in indirect jobs.

Net incremental PLI-driven growth in employment in the next two years

Organization size wise: Net incremental growth in indirect jobs as a result of PLI scheme



About three out of four employers from small (74%) and medium sized organizations (77%) have a positive outlook of the net incremental growth in indirect jobs resulting from PLI. Further, 73% across this category believe a net incremental growth of up to 30% in indirect employment is possible.

35% of the employers from large organizations foresee a net incremental growth of up to and above 20% in indirect jobs in the next two years.

However, 65% of the large sized organizations surveyed, and 26% of small sized organizations foresee no incremental change in indirect jobs as a result of the PLI scheme.

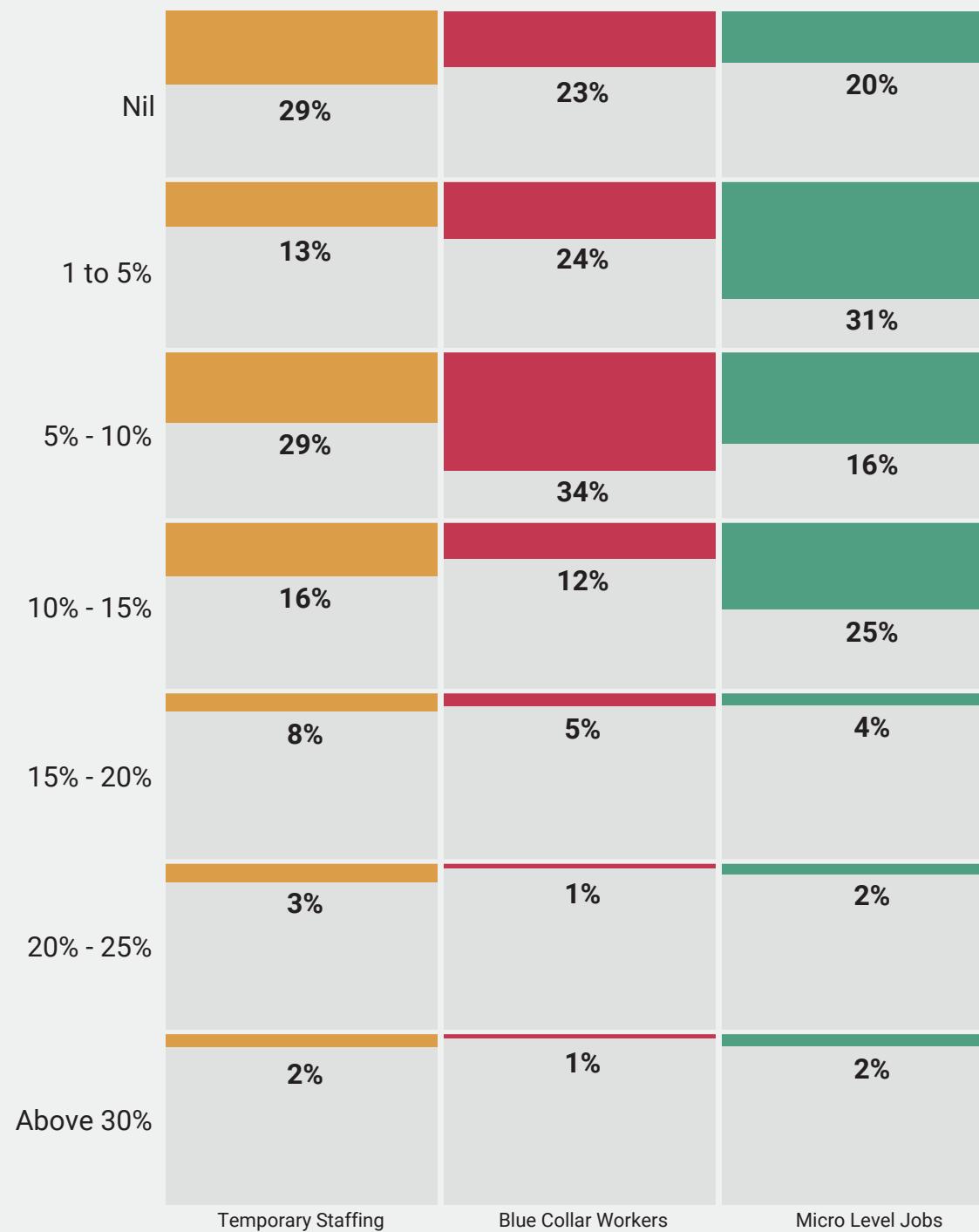
Definition: "Indirect Jobs are Jobs created in the backwards-linked industries to produce the goods and services required for direct jobs"

Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

PLI: Production Linked Incentive

Net incremental PLI-driven growth in employment in the next two years

Net incremental growth across workforce categories as a result of PLI scheme



Significantly more than half of the employers believe that there will be up to **15%** net incremental growth in employment across temporary staffing (**58%** of all employers) and blue collar jobs (**70%** of all employers). However, **29%** believe there will be no net incremental growth in the hiring of temporary staff and **23%** believe there will be no net incremental growth in blue collar jobs.

72% of the employers believe a net incremental growth of up to **15%** for micro level jobs is possible. But, **20%** think PLI may not generate incremental growth in micro level jobs.

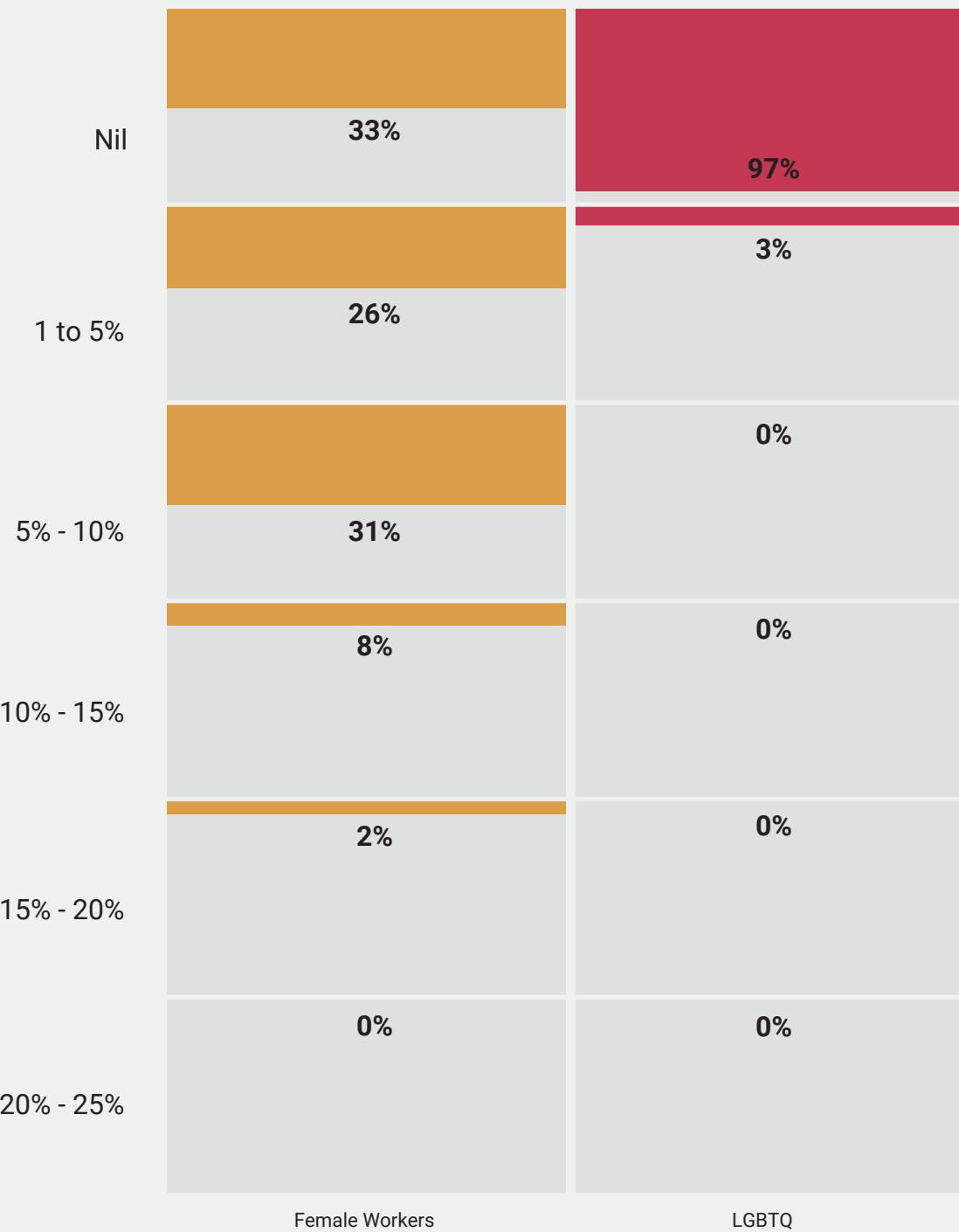
Definition:

Temporary staffing is a strategy by which companies employ contingent workers, to meet evolving business and operational challenges, and as an alternative to hiring permanent employees.

Micro-level jobs are often task based and can be done flexibly in a set amount of time. They can be anything like freelance gigs, customer support officer, personal assistant etc.

Net incremental PLI-driven growth in employment in the next two years

Net incremental growth across workforce categories as a result of PLI scheme



More than half of the employers (57%) surveyed believe that there will be up to 10% net incremental growth in women's employment attributable to the PLI scheme. 10% believe that the growth could be above 10%. One out of three employers surveyed (33%) do not foresee incremental growth in the hiring of female employees.

Nearly all employers (97%) do not foresee any change with respect to hiring of employees from the LGBTQ community.

Net incremental PLI-driven growth in employment in the next two years

Temporary Staffing

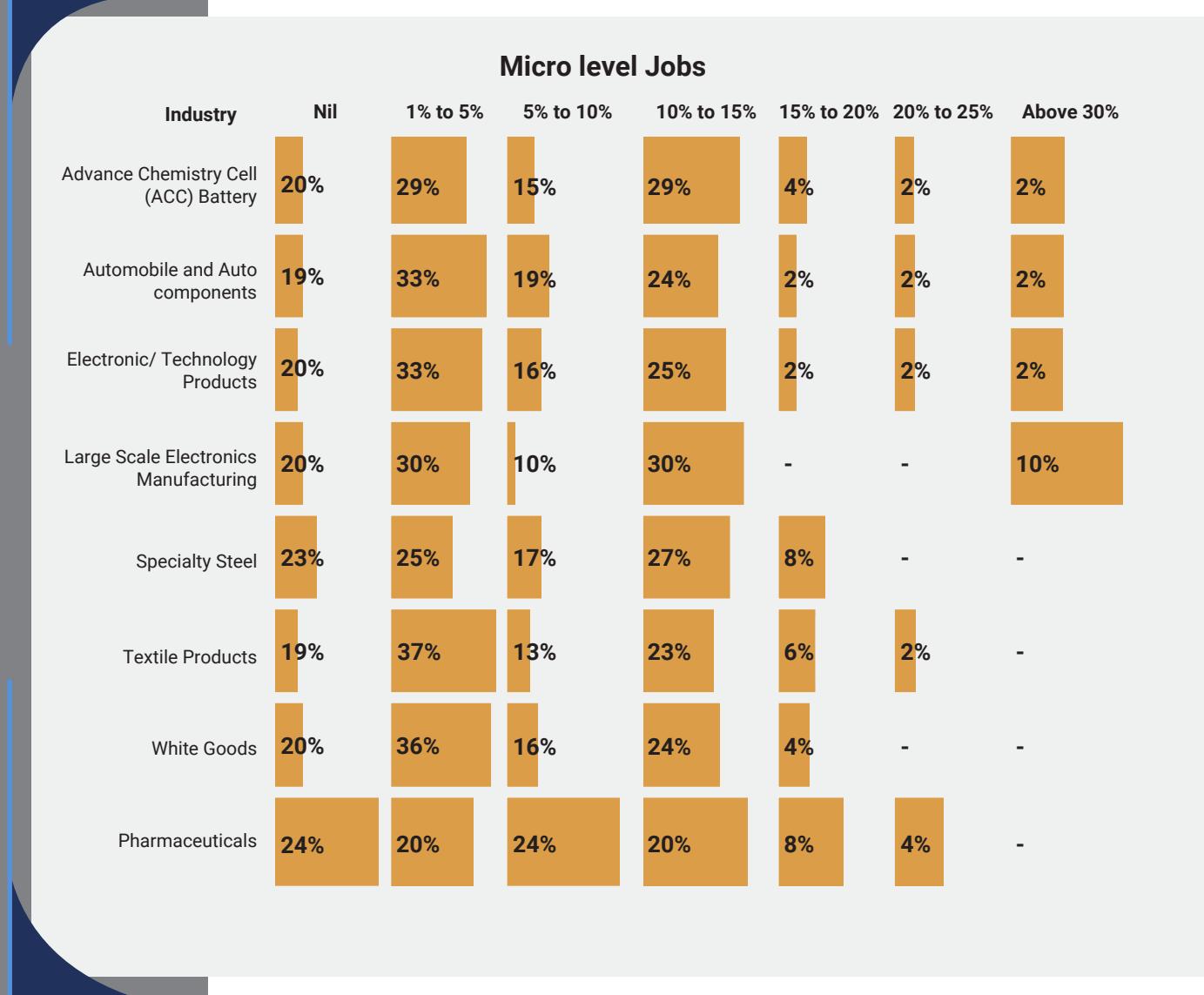
Industry	Nil	1% to 5%	5% to 10%	10% to 15%	15% to 20%	20% to 25%	Above 30%
Advance Chemistry Cell (ACC) Battery	31%	13%	27%	15%	9%	5%	-
Automobile and Auto components	30%	6%	31%	17%	7%	4%	6%
Electronic/ Technology Products	2%	9%	31%	16%	7%	4%	4%
Large Scale Electronics Manufacturing	20%	30%	30%	10%	10%	-	-
Specialty Steel	35%	8%	29%	17%	8%	-	2%
Textile Products	27%	19%	29%	15%	6%	4%	-
White Goods	27%	20%	31%	16%	7%	-	-
Pharmaceuticals	24%	20%	24%	20%	8%	4%	-

Blue collar worker

Industry	Nil	1% to 5%	5% to 10%	10% to 15%	15% to 20%	20% to 25%	Above 30%
Advance Chemistry Cell (ACC) Battery	22%	22%	35%	16%	5%	-	-
Automobile and Auto components	22%	26%	33%	13%	6%	-	-
Electronic/ Technology Products	22%	22%	38%	15%	4%	-	-
Large Scale Electronics Manufacturing	20%	20%	50%	10%	0%	-	-
Specialty Steel	25%	23%	35%	13%	4%	-	-
Textile Products	21%	29%	33%	12%	6%	-	-
White Goods	24%	27%	36%	11%	2%	-	-
Pharmaceuticals	24%	16%	20%	8%	8%	8%	16%

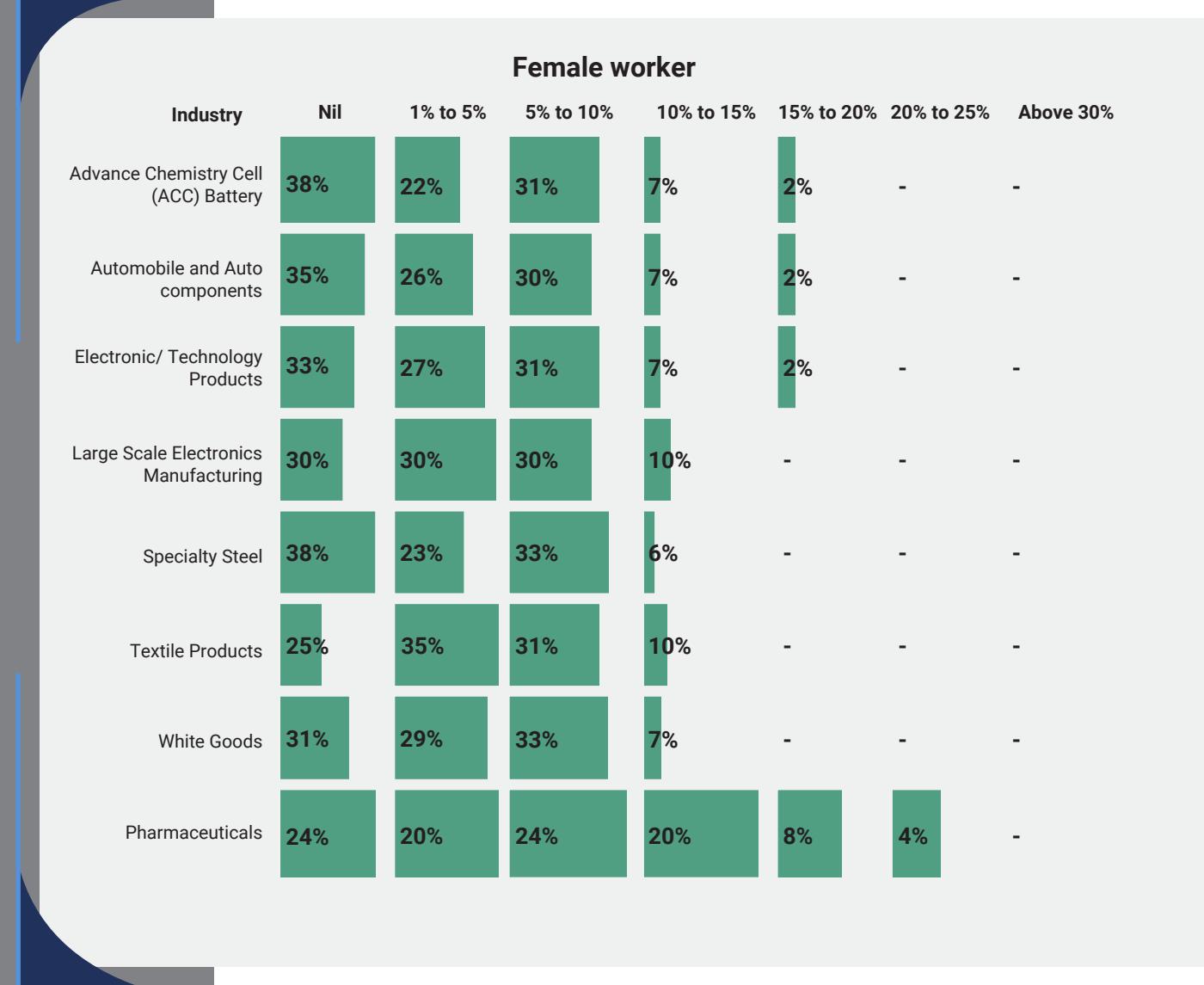
A majority of employers from the Large scale electronics manufacturing industry (60%) and the White goods industry (51%) think that PLI will drive a net incremental growth of up to 10% in temporary staffing. A bigger proportion from Large scale electronics manufacturing (70%) and White goods (63%) industries believe Blue collar jobs are likely to see incremental growth of up to 10%.

Net incremental PLI-driven growth in employment in the next two years



The opinion across the industries covered is uniformly split between a **1% to 5%** and a **10% - 15%** net incremental growth in micro level jobs. Pharmaceuticals and Large Scale Electronics Manufacturing are the exceptions, with the former having **64%** of the respondents almost equally distributed across the **1% to 15%** growth spectrum, and the latter having a small but significant **10%** of its respondents vouching for a greater than **30%** growth in micro level jobs. Pharmaceuticals also has a **12%** respondent base that believes micro level jobs growth as a result of PLI may touch **15% to 25%**.

Net incremental PLI-driven growth in employment in the next two years

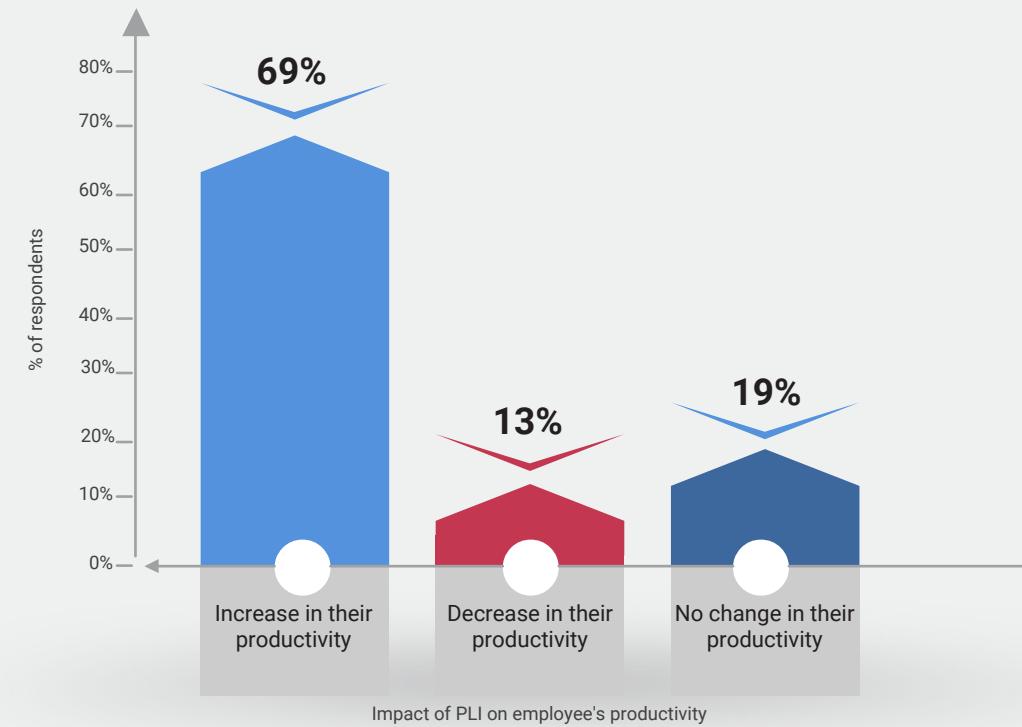


Between **53%** and **66%** of the respondents across industries (with the exception of Pharmaceuticals) believe that female employment could grow **1% to 10%** as a result of the PLI scheme. A further **6% to 10%** in these industries think a **10% - 15%** growth is possible. Nearly two out of three (**64%**) Pharmaceuticals employers are almost equally split across the **1% to 15%** growth spectrum and **12%** believing in a **15% to 25%** growth likelihood.

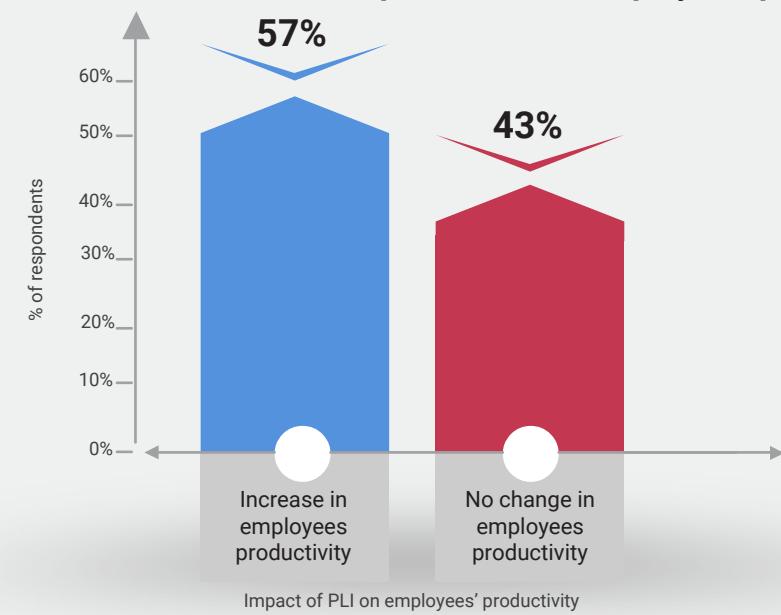


Employer Perception : PLI impact on employee productivity

Employer perception on impact of PLI scheme on employee productivity in the next two years



Employers who believe above 30% net incremental growth in employment, their view on impact of PLI on employee's productivity

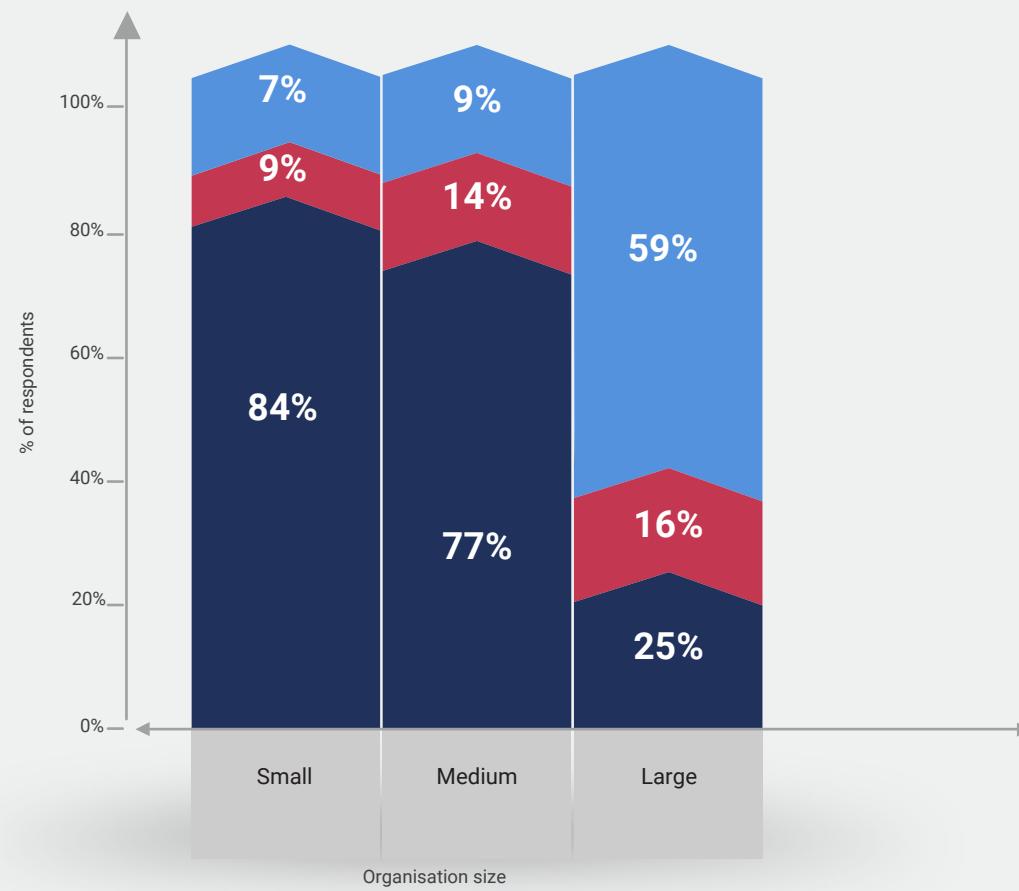


Employers appear to be optimistic about PLI with respect to its impact on employees' productivity. A major proportion of the employers surveyed (**69%**) think employee productivity would increase as a result PLI. Whereas nearly one fifth of them (**19%**) suggest it will bring no change in employees' productivity and about **13%** actually foresee a decrease in employees' productivity.

Of the employers who believe in a net incremental employment growth of above **30%**, more than half (**57%**) believe PLI will lead to increase in employee's productivity.

Employer Perception : PLI impact on employee productivity by organization size

By Organization size: Employer perception on impact of PLI scheme on employee productivity

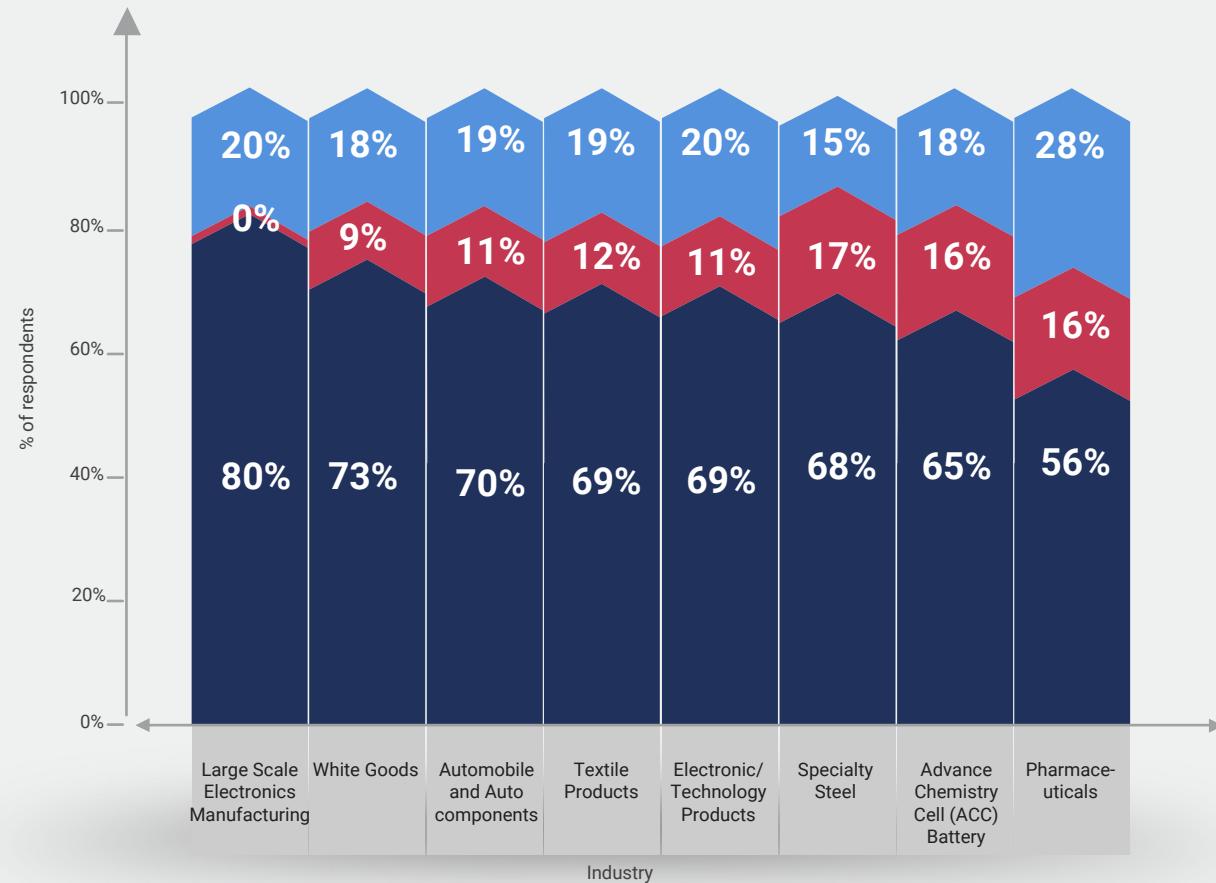


- Increase in their productivity
- Decrease in their productivity
- No change in their productivity

A majority of employers from small sized (84%) and medium sized organizations (77%), and one out of four large organizations (25%) believe that PLI related benefits will enhance employees' productivity. On the other hand, more than half (59%) of the employers from large sized organizations think an increase in employee's productivity may not be an outcome of the PLI scheme.

Employer Perception : PLI impact on employee productivity by Industry

By Industry: Employer perception of the impact of PLI scheme on employee productivity

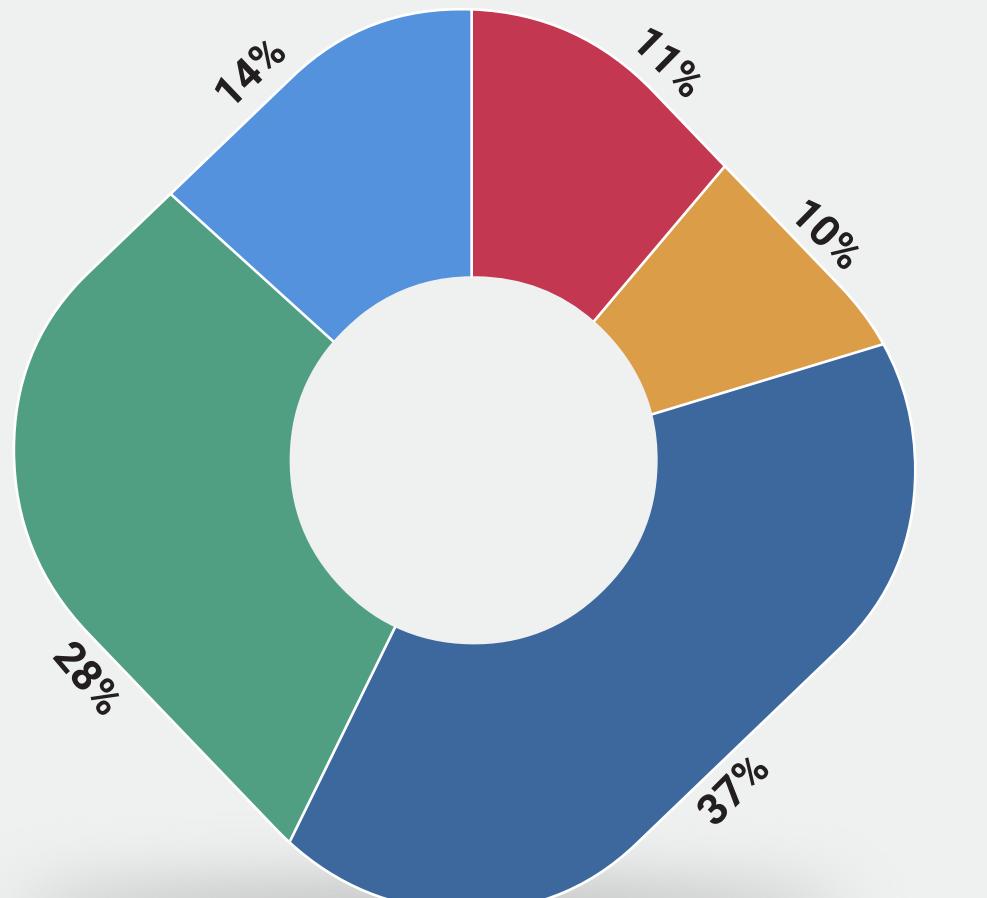


An overwhelming proportion of employers from Large Scale Electronics Manufacturing (80%), White Goods (73%) and Automobile and Auto Components (70%) foresee increase in employee productivity. More than one out of four (28%) employers from the Pharmaceuticals industry believe employee productivity may not increase. Smaller proportion of employers from Specialty steel (17%) and Advanced Chemical Cell (ACC) Battery (16%) foresee a decrease in employee's productivity.

- Increase in their productivity
- Decrease in their productivity
- No change in their productivity

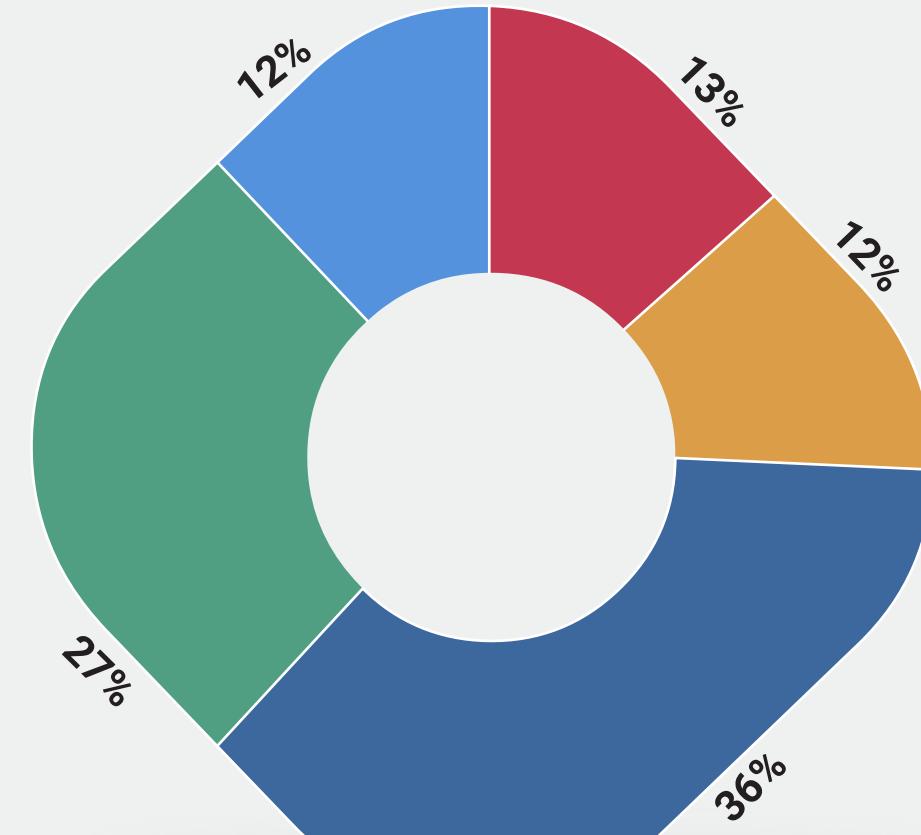
Employers' rating: PLI impact on employee learning and development

Employers rating: Impact of PLI scheme on Learning and Development



1
2
3
4
5

Employers who believe PLI will lead to increase in employee's productivity, their view on employee's learning & development



Nearly 42% of the employers report that PLI has an immense impact on employee learning & development. Of the employers who believe PLI will lead to an increase in employee productivity, a majority (39%) suggest that PLI has an immense impact on employee learning & development. 21%, however, do not believe PLI will have an impact on employee learning & development.

1 stands for "Absolutely no impact" and 5 stands for "Impacts immensely"

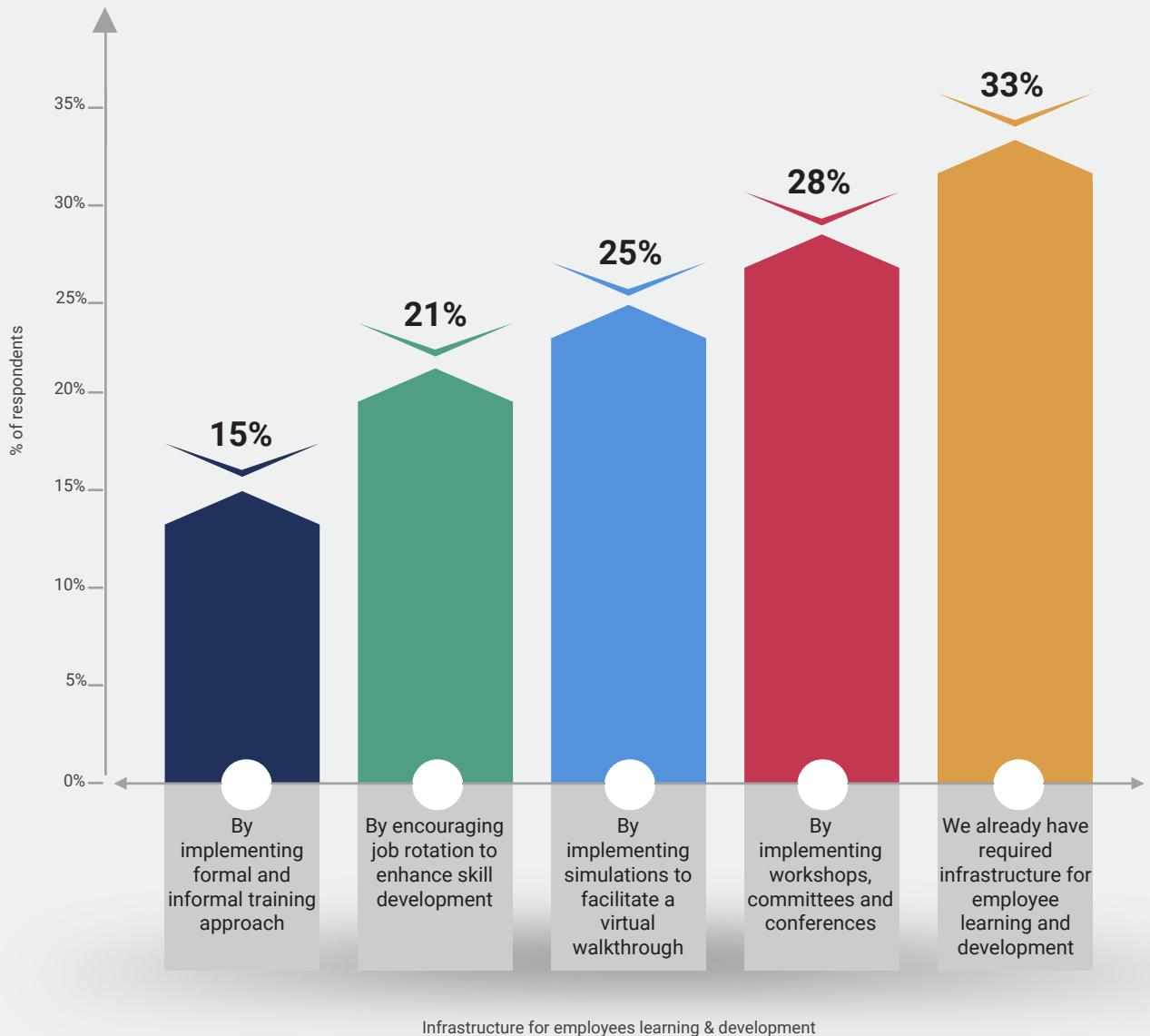
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

Note: This is based on only those respondents who foresee increase in employee's productivity

PLI: Production Linked Incentive

Infrastructural measures for employee learning & development as part of PLI

Measures to be adopted by employers to build infrastructure to facilitate learning & development



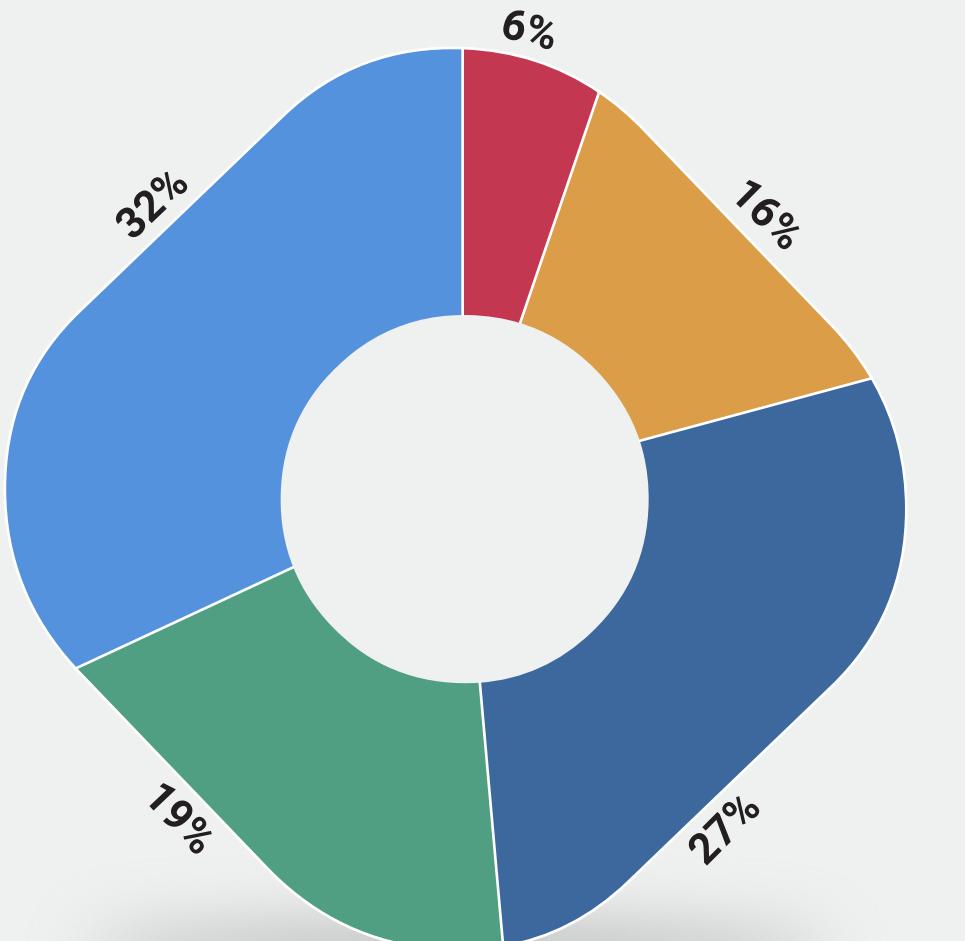
One out of three employers (33%) say they have the required infrastructure for facilitating employee learning & development as an outcome of PLI. 28% are willing to create the suitable infrastructure by implementing workshops and training conferences. 25% intend to implement simulations and 21% would encourage job rotation to promote employee skill development.

Note: The percentage may add up to more than hundred percent as respondents were allowed multiple responses
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

PLI: Production Linked Incentive

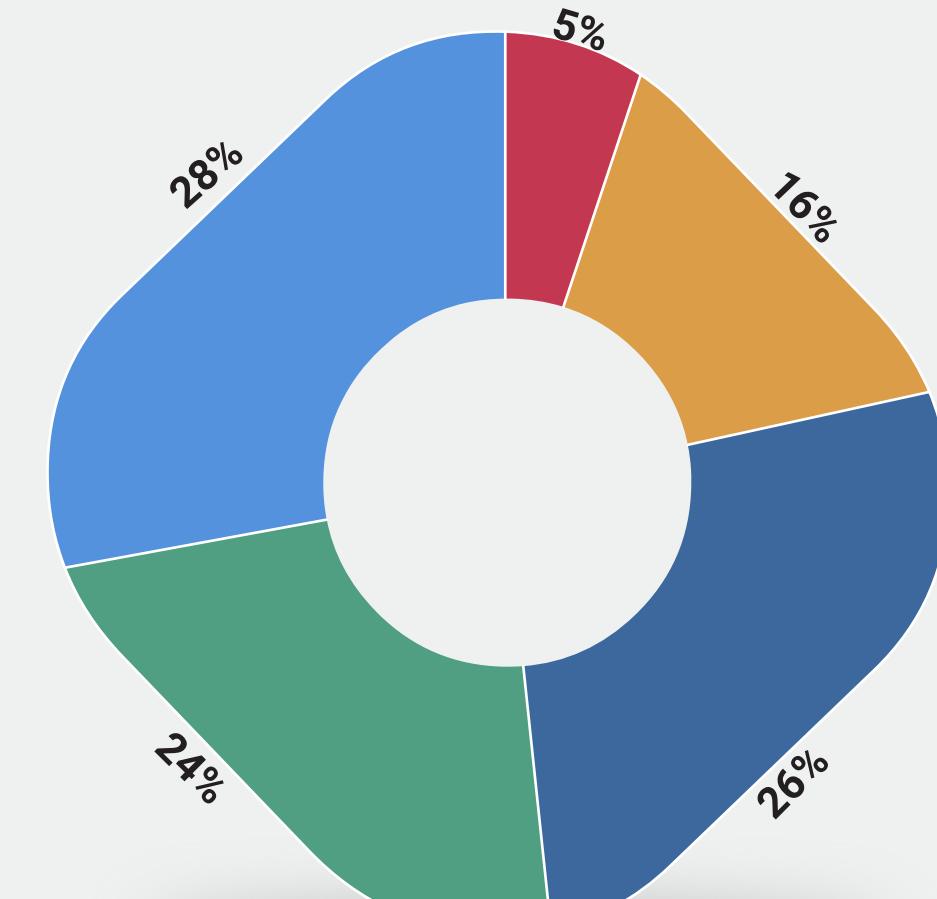
Employers' rating : PLI impact on business growth

Employers' rating: Impact of PLI on business growth



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Employers who believe PLI will lead to increase in employee's productivity, their view on employee's learning & development



Employers are optimistic about the impact of PLI on business growth. More than half of the employers surveyed (51%) believe PLI has a very significant impact on business growth. 27% of the employers are neutral on the aspect, and 22% believe PLI may not have an impact on business growth. Of the employers who believe PLI may impact employee learning & development to a great extent, more than half (52%) believe PLI impacts business growth immensely.

1 stands for "Absolutely no impact" and 5 stands for "Greatly impacts"

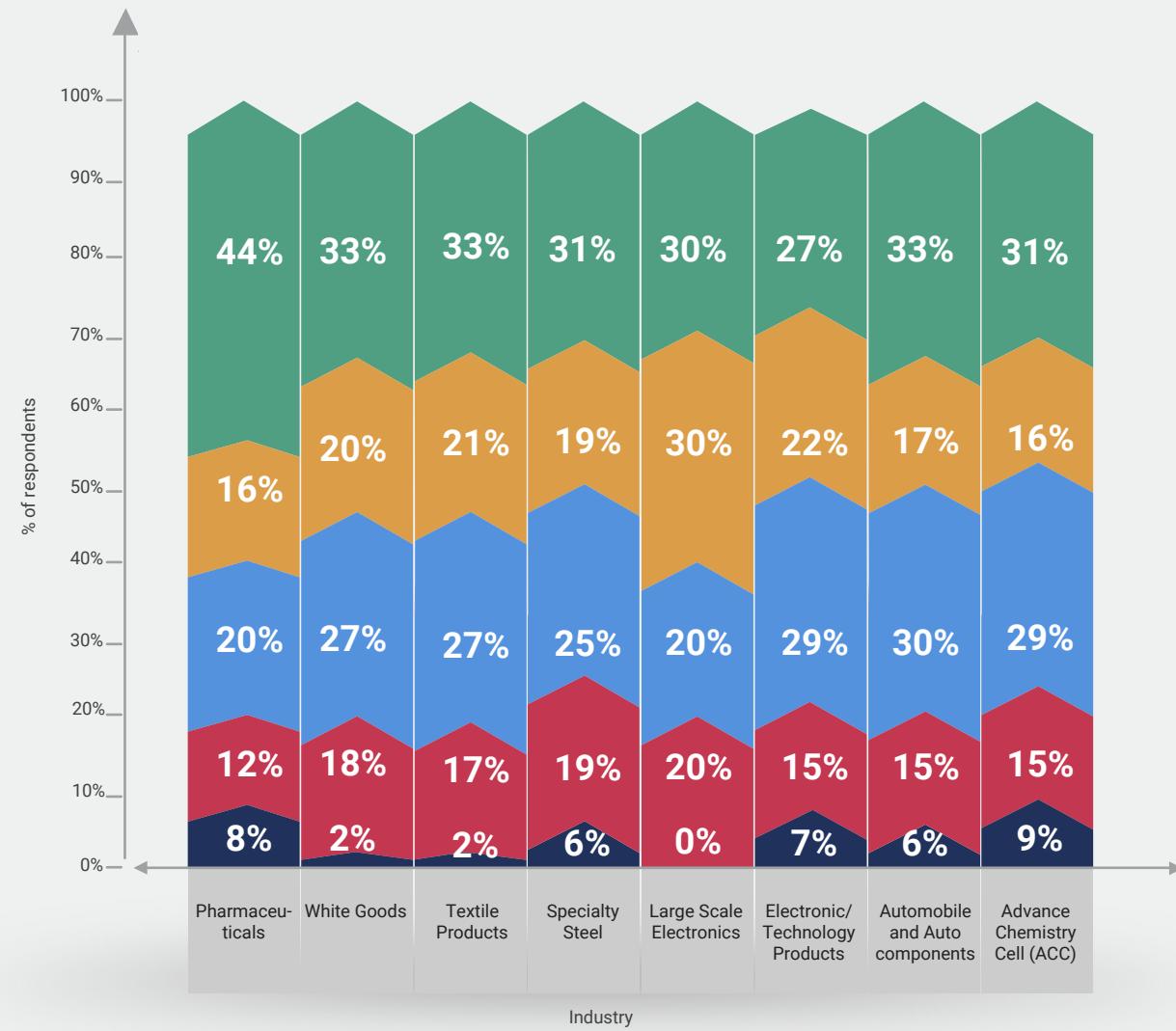
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

Note: This is based on only those respondents who have given a rating of 4 & 5 with respect to employee's learning & development

PLI: Production Linked Incentive

Employers' rating : Impact of PLI on business growth By Industry

Industry wise: Impact of PLI scheme on business growth



➤ 1 ➤ 2 ➤ 3 ➤ 4 ➤ 5

60% of the employers from Pharmaceuticals and Large Scale Electronics Manufacturing, and 54% from Textile Products think PLI would have a great impact on business growth. One out of four employers from Specialty Steel (25%) and ACC Battery (24%) indicate no impact of PLI on business growth. About three out of ten (30%) employers from Automobile and Auto Components followed by employers from ACC (29%) and Electronics/ Technology Products (29%) share a neutral view on this.

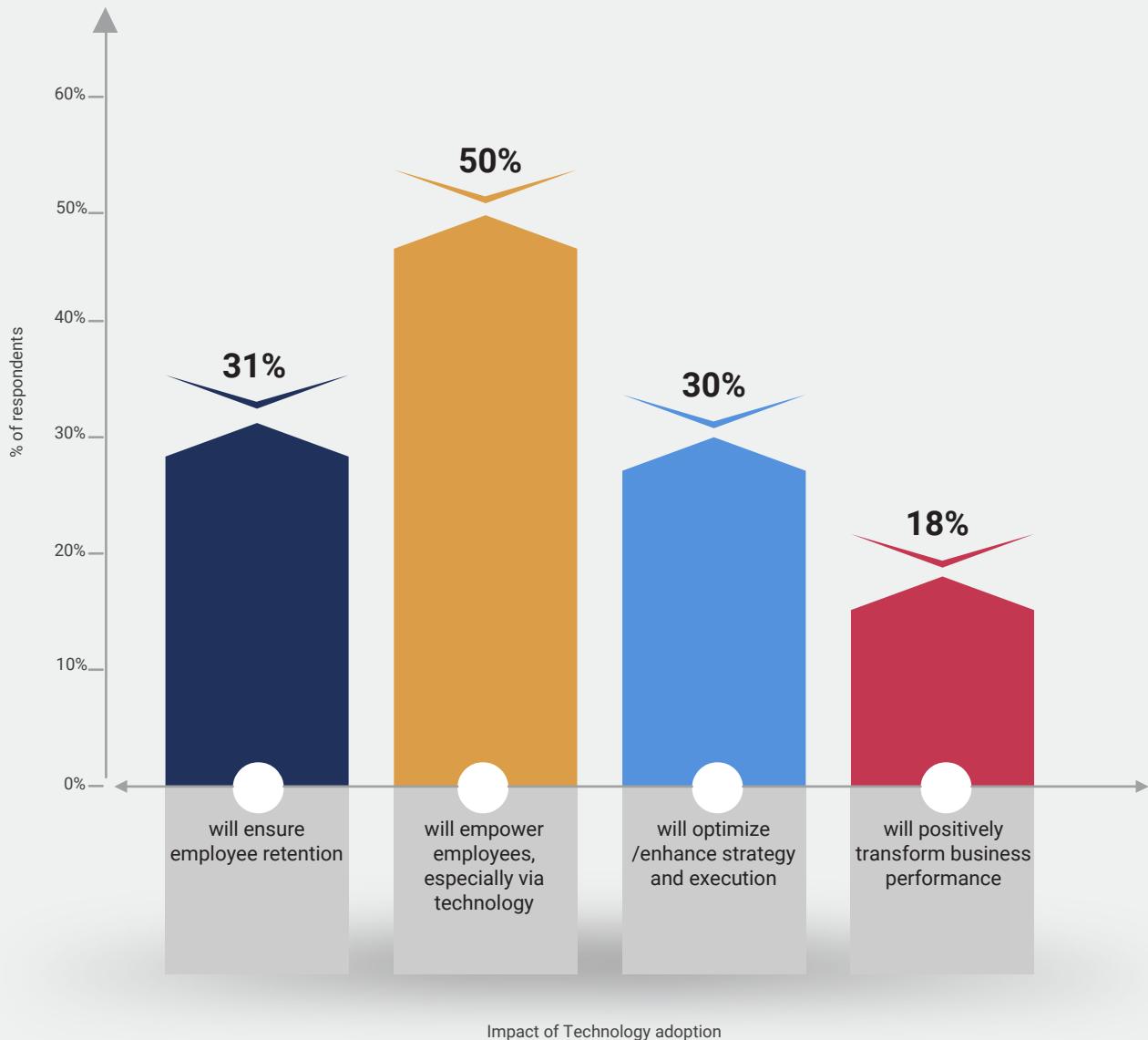
1 stands for "Absolutely no impact" and 5 stands for "Greatly impacts"

Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

PLI: Production Linked Incentive

Technology adoption supported through PLI scheme and organisational growth

Employer opinion: Impact of technology adoption as a result of PLI scheme on organisational growth



PLI is expected to accelerate technology and digital adoption and thus boost organizational growth. Nearly half of employers surveyed (50%) believe that digital & technology adoption will empower employees which eventually facilitates organizational growth. This is followed by 31% of the employers suggesting that digital adoption will ensure employee retention.

Note: The percentage may add up to more than hundred percent as respondents were allowed multiple responses
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

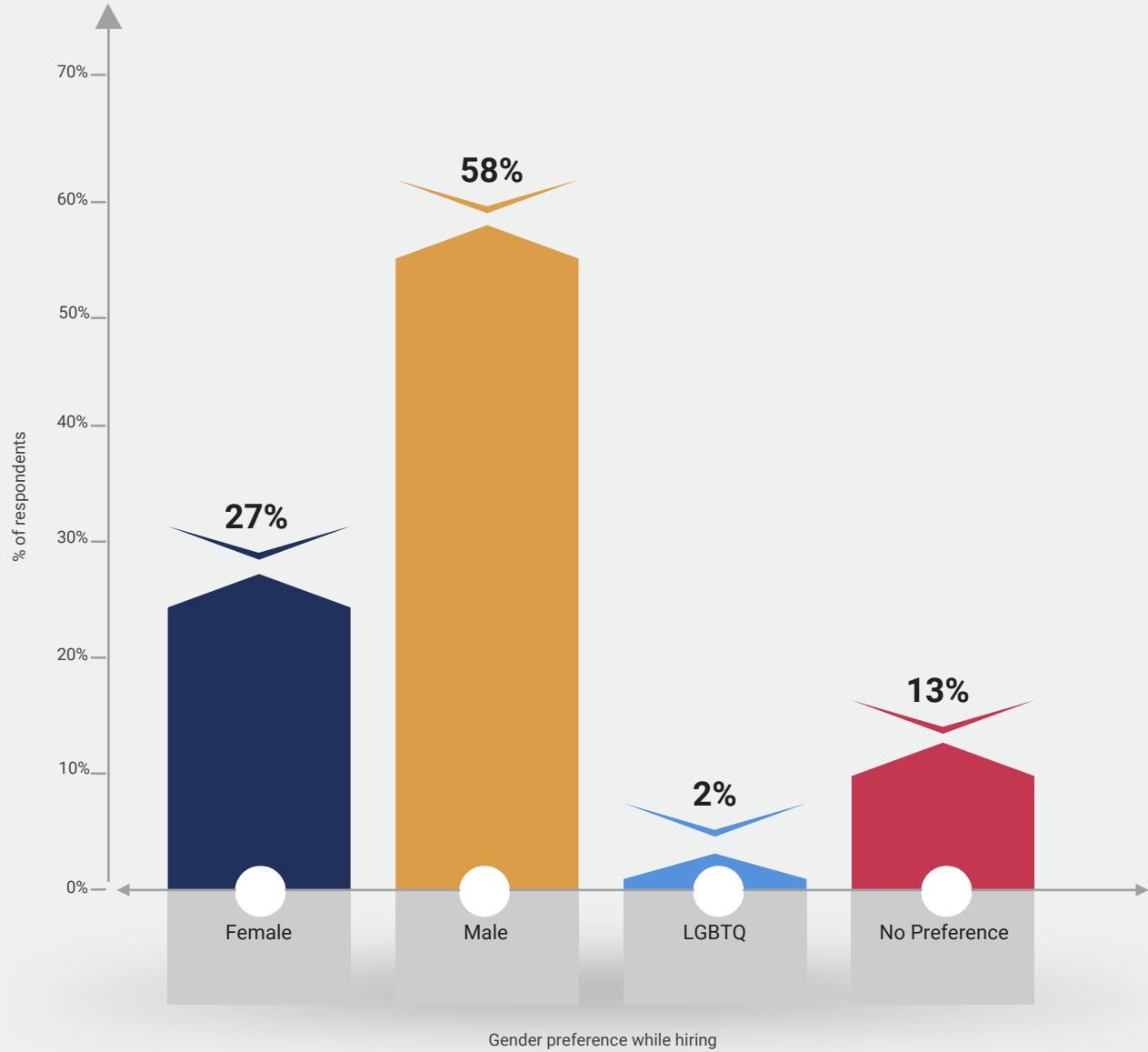
PLI: Production Linked Incentive



Employers outlook on gender preference in hiring and PLI impact on women's employment

Do employers have a gender preference in hiring?

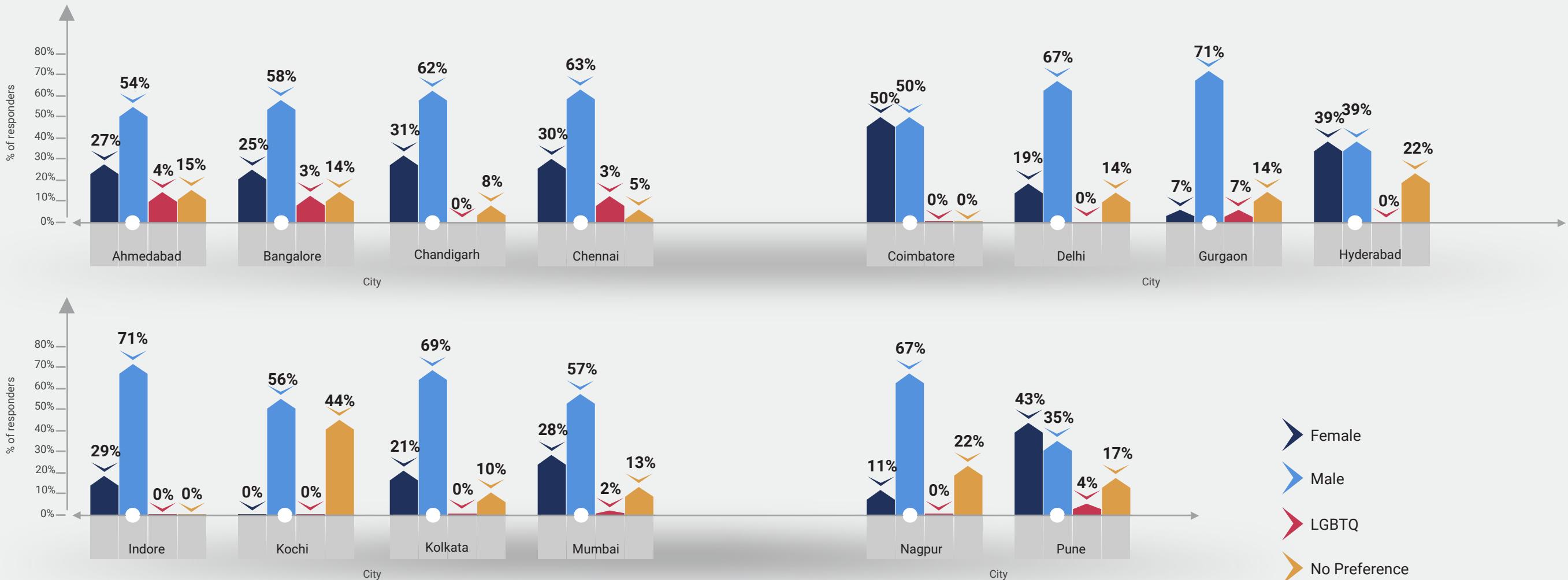
Employer opinion: Gender preference while hiring employees as part of PLI scheme



There is a skew in the gender preference towards male candidates amongst the industries covered by the study. **58%** of all employers have indicated a preference for hiring male employees. Lesser than half of this proportion (**27%**) prefer to hire female employees. Slightly more than one out of eight employers (**13%**) indicate no gender preference. A small **2%** of all employers indicate a preference for hiring members of the LGBTQ community.

Do employers have a gender preference in hiring?

By City: Gender preference while hiring employees as part of PLI scheme

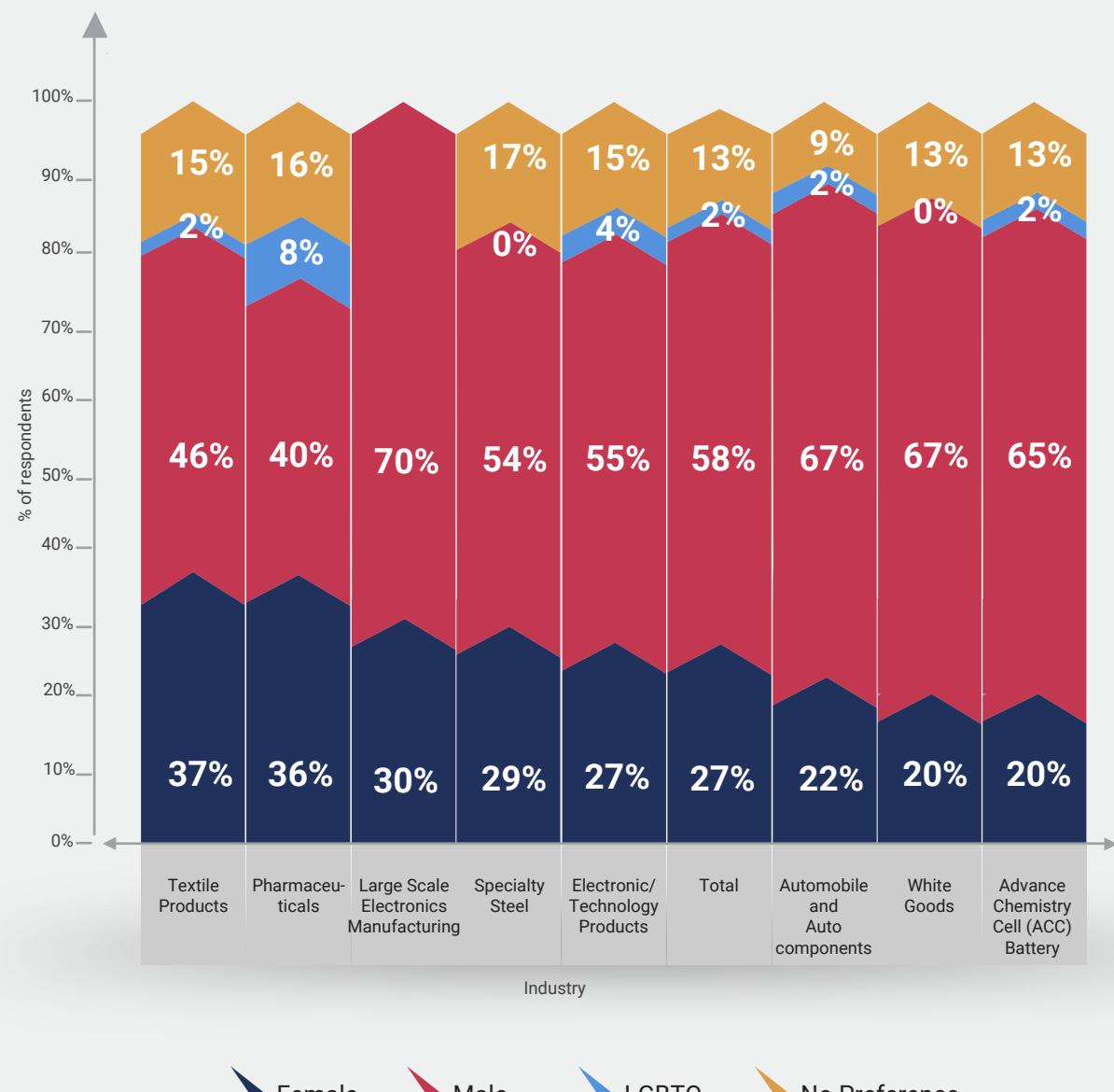


A majority of employers from Gurgaon and Indore (71% each), Kolkata (69%), Delhi (67%) and Nagpur (67%) prefer hiring male candidates. As exceptions, Coimbatore (50%) and Hyderabad (39%) emerge as model cities exhibiting equal preference for both male and female employees.

Nearly three out of ten employers from Chandigarh (31%) and Chennai (30%) prefer to hire female employees. A small segment of employers each from Gurgaon (7%), Ahmedabad and Pune (4% each) and Bangalore (3%) show their commitment to diversity and indicate a preference for hiring from the LGBTQ community.

Do employers have a gender preference in hiring?

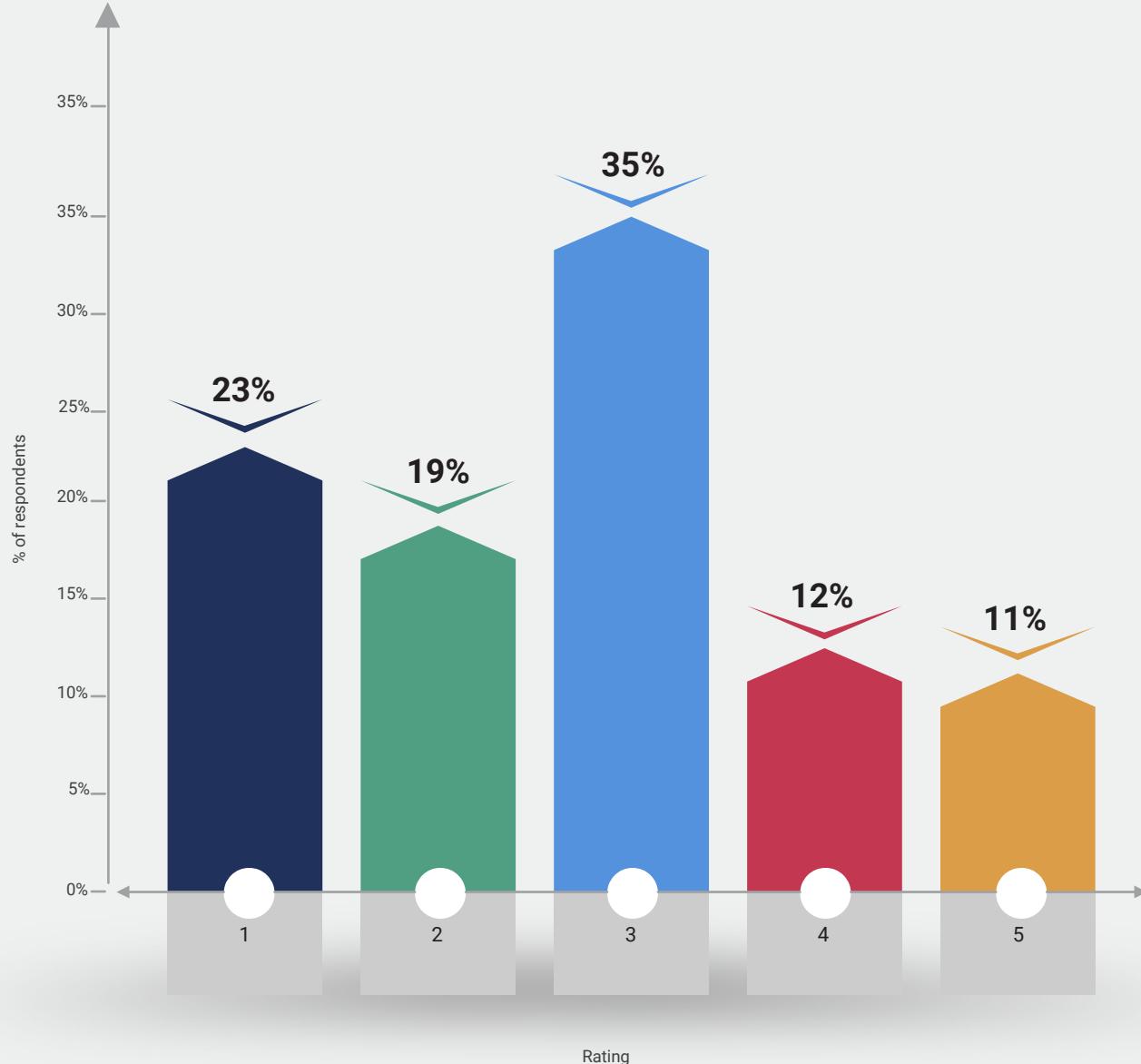
By Industry Gender preference while hiring employees as part of PLI scheme



Nearly two out of five employers from Textile Products (37%) and Pharmaceuticals (36%), and three out of ten employers from Large Scale Electronics Manufacturing (30%) indicate a preference to hire female candidates. More than two out of three employers from Large Scale Electronics Manufacturing (70%), White Goods and Automobile and Auto Components (67% each) prefer to hire male employees. One of out twelve employers (8%) from the Pharmaceuticals industry indicate a preference for hiring members of the LGBTQ community.

Employers' opinion: PLI impact on women's employment

Impact of PLI on women's employment



Since a majority (42%) who do not agree, more than one out of five employers (23%) strongly agree that PLI can play a vital role in facilitating women employment. 35% of the employers have a neutral stance on this aspect.

1 stands for "Strongly disagree" and 5 stands for "Strongly agree".

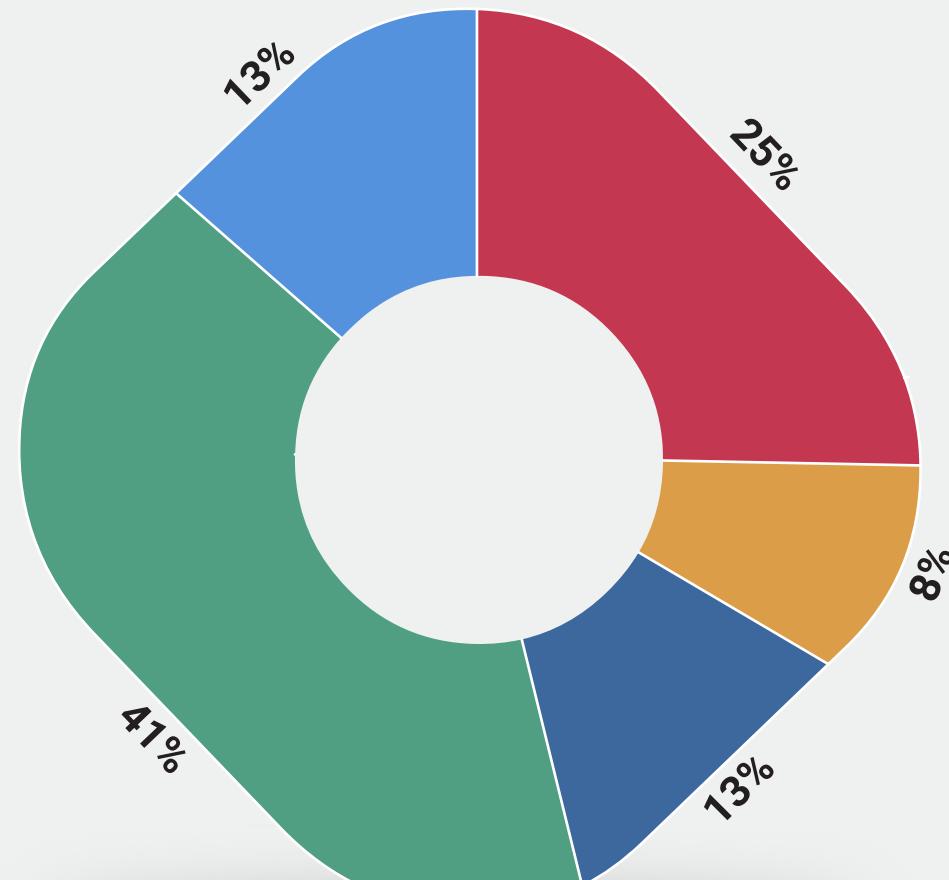
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

PLI: Production Linked Incentive



Employer opinion: PLI attracting and boosting investments in MSMEs

Employer opinion: how likely PLI scheme would be in attracting and boosting investment in MSME's?



► 1 ► 2 ► 3 ► 4 ► 5

Employers are optimistic about PLI boosting investment in MSMEs –as indicated by a major proportion of employers (54%). One out of three employers (33%) believe that PLI may not actually attract Investments for MSMEs.

Note: This is based on 220 respondents who represent MSME's
Note: MSME's = SME's 142 and Start-ups 78

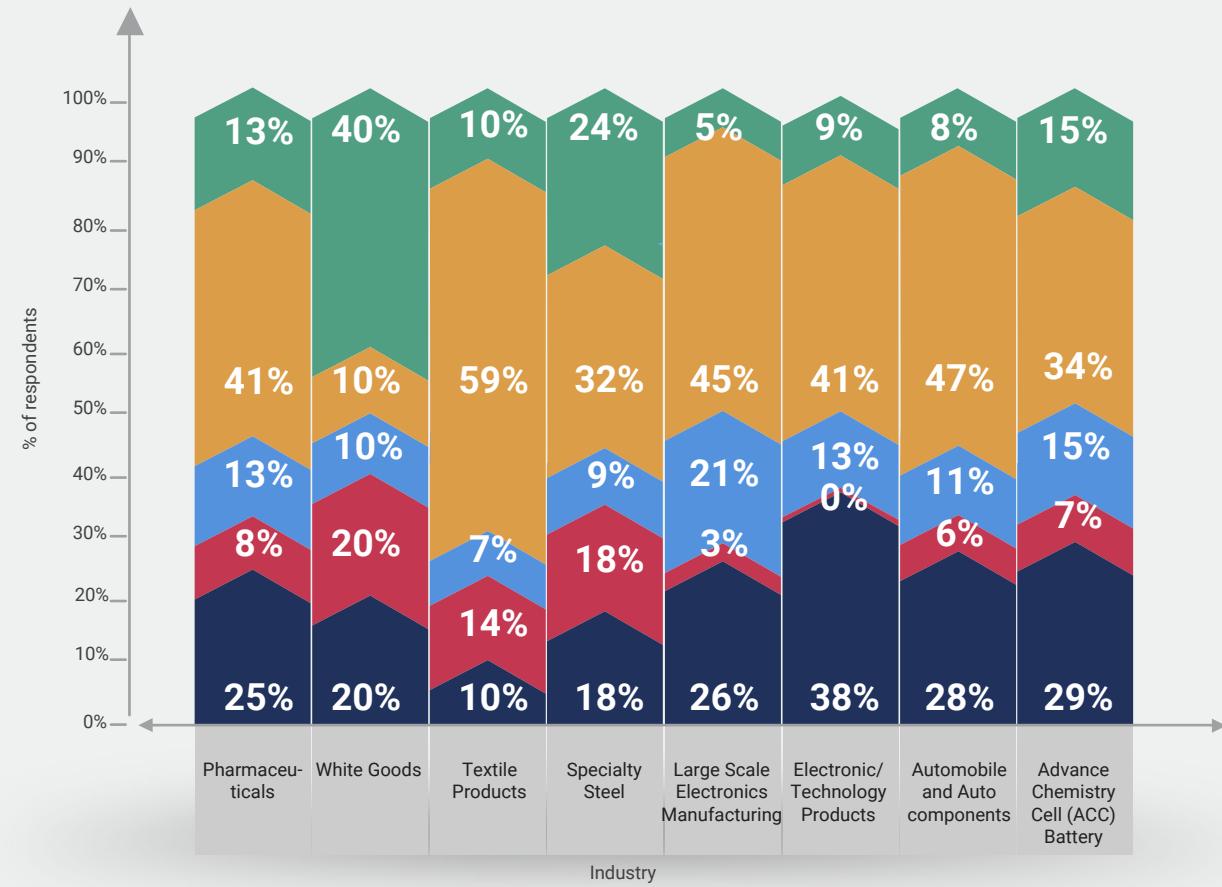
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

1 stands for "Not likely at all" and 5 stands for "Extremely likely".

PLI: Production Linked Incentive

Employer opinion: PLI attracting and boosting investments in MSMEs

Employers opinion on PLI in attracting and boosting investment in MSMEs by Industry



More than two out of three Textile Products industry employers (69%), and more than half of Specialty Steel (56%) and Automobile and Auto Components (55%) industry employers believe PLI is extremely likely to attract investments in MSMEs. On the other hand, significant proportions of the White Goods (40%), ACC Battery and Specialty Steel (36% each) industries believe PLI may not actually be successful in this aspect. More than one out of five employers from Large Scale Electronics Manufacturing (21%) share a neutral opinion on this.

➤ 1 ➤ 2 ➤ 3 ➤ 4 ➤ 5

1 stands for "Not likely at all" and 5 stands for "Extremely likely".

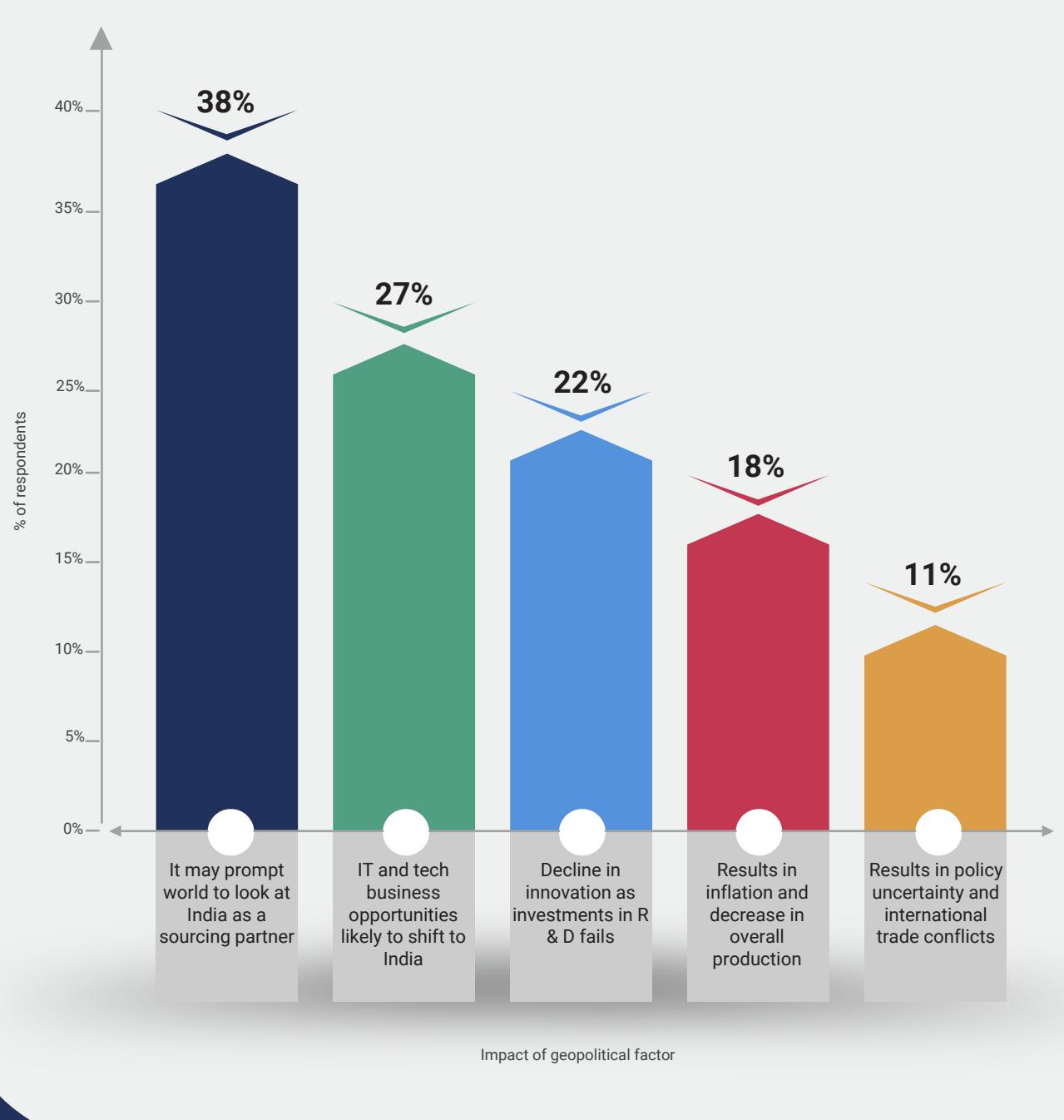
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

Note: This is based on 220 respondents who represent MSME

PLI: Production Linked Incentive

Employer opinion: Top 3 impacts of geopolitical factors

Employer opinion on the impact of geopolitical factors



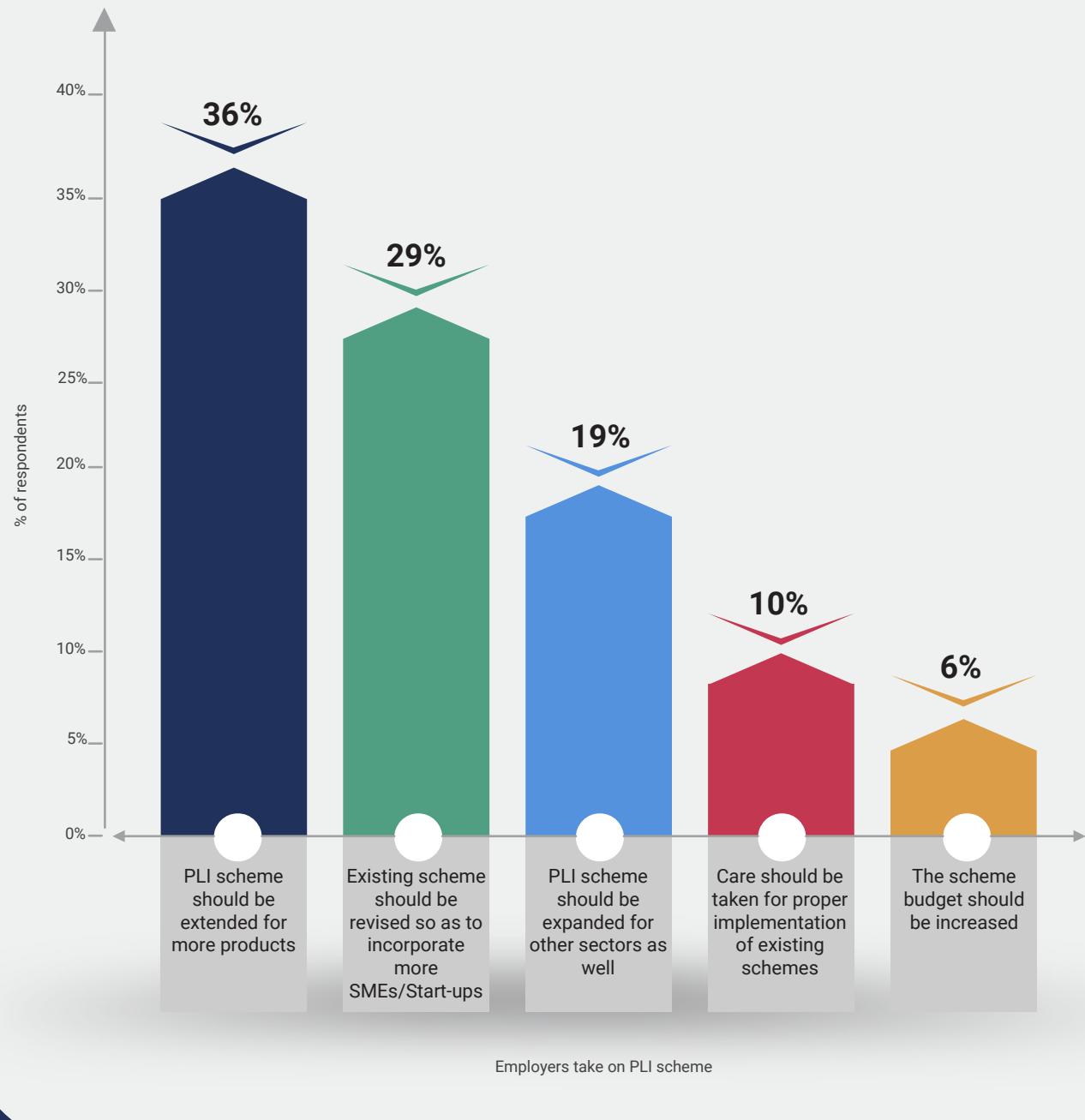
Nearly two out of five employers (38%) believe geopolitical factors may prompt the world to look at India as a sourcing partner. Slightly more than one out of four of employers (27%) believe that IT and tech business opportunities are likely to shift to India as an impact of geopolitical factors. Decline in innovation due to decreased R&D investments is another significant impact of geopolitical factors as indicated by 22% of all employers.

Note: The percentage may add up to more than hundred percent as respondents were allowed multiple responses
Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

PLI: Production Linked Incentive

Employers' take on expanding PLI scheme in the next two years

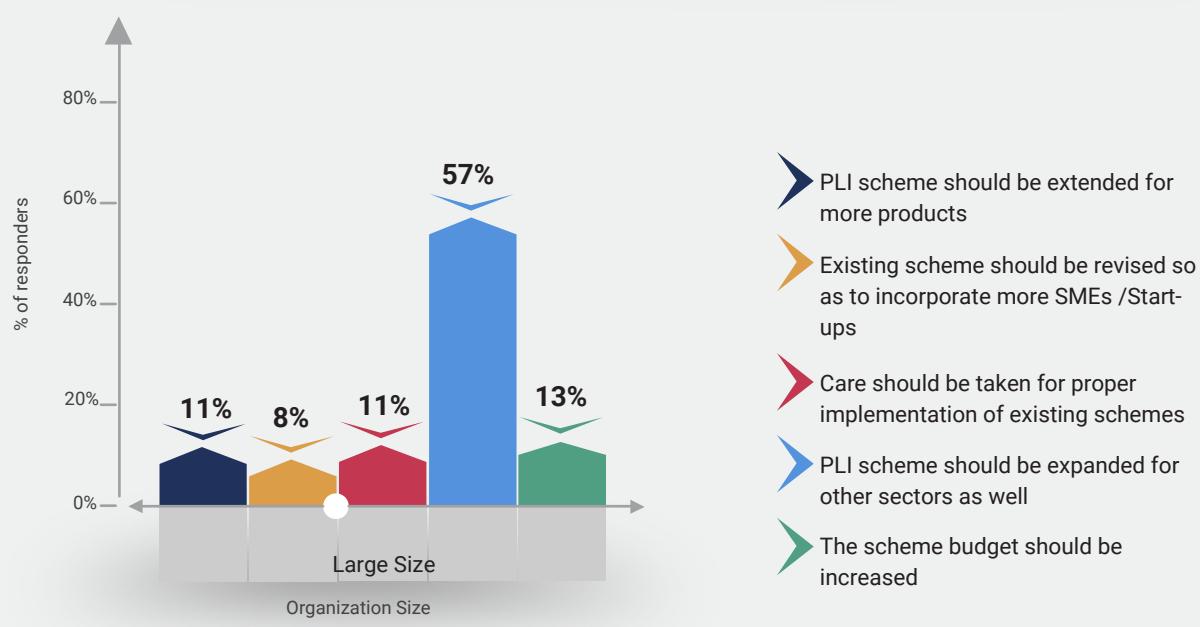
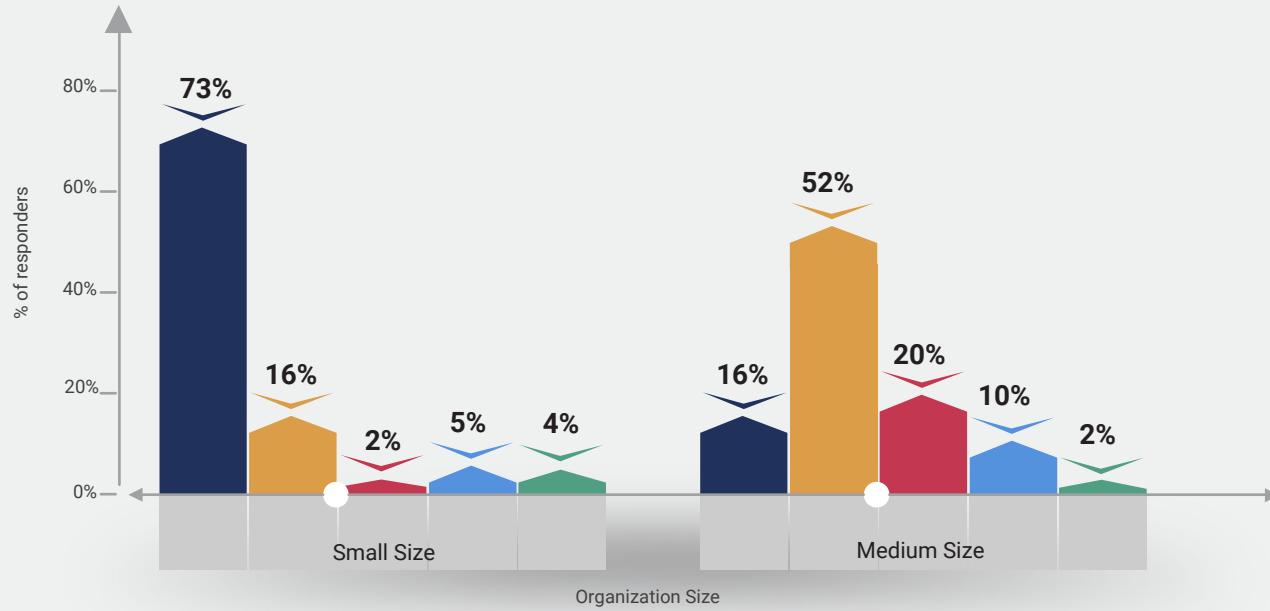
Employers' take on expanding PLI scheme in the next two years



More than one out of three employers (36%) think that the PLI scheme should be extended for more products. Three out of ten (29%) believe PLI should include more SMEs and start ups.

Employers' take on expanding PLI scheme in the next two years

Organization size: Employers' take on expanding PLI scheme in next two years

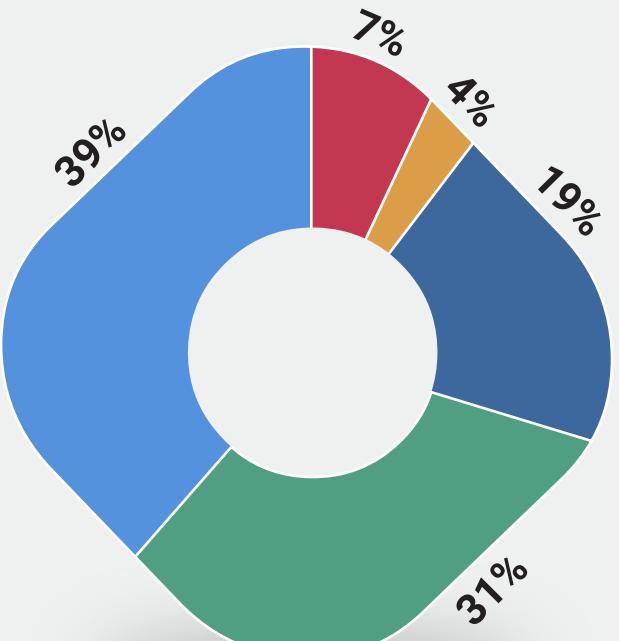


- PLI scheme should be extended for more products
- Existing scheme should be revised so as to incorporate more SMEs /Start-ups
- Care should be taken for proper implementation of existing schemes
- PLI scheme should be expanded for other sectors as well
- The scheme budget should be increased

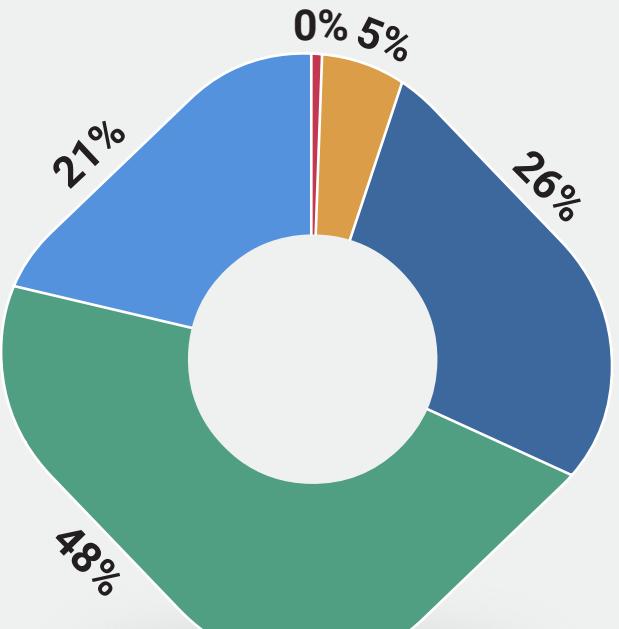
A majority of employers from small size organizations (73%), and nearly one out of six employers from medium size organizations (16%) recommend that the PLI scheme be extended for more products. Slightly more than half of the employers from medium sized organizations (52%) suggest revising the existing PLI scheme to incorporate more SMEs and Start-ups. Also, more than half of all large employers (57%) suggest the expansion of PLI scheme for other sectors.

Employers take on expanding PLI vs impact of PLI on business growth

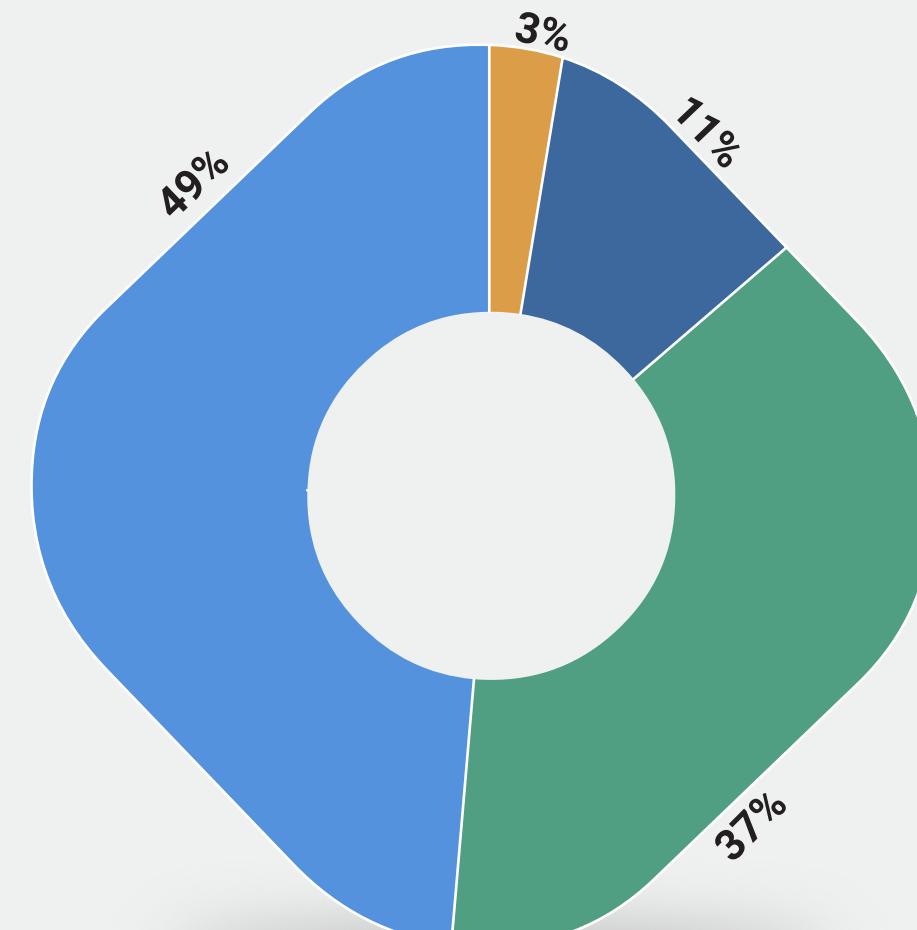
PLI scheme should be expanded for other sectors as well



The scheme budget should be increased



Care should be taken for proper implementation of existing schemes



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Employers are in favor of expansion of PLI for other sectors and more products, based on its business growth potential. Of the employers who suggest expansion of PLI for other sectors, a high proportion (70%) believe that PLI will have an immense impact on business growth in the next two years. Of those who suggest proper and careful implementation of PLI, an overwhelming proportion (86%) believe PLI can have a great impact on business growth.



Top job roles
most likely to be hired
in the next two years as
part of PLI scheme

Top 5 Job Profiles based on average salary/month across Industries

Advance Chemistry Cell (ACC) Battery

Manager-Electric Mobility
INR 91,700/month

Software Application Developer
INR 85,400/month

Product Manager
INR 73,700/month

Cell Technology Engineer
INR 72,900/month

Battery Thermal Engineer
INR 68,600/month

Automobile and Auto components

Automation Engineer
INR 89,600/month

Mechanical Design Engineer
INR 80,400/month

Quality Manager
INR 77,100/month

Production Engineer
INR 70,800/month

Machine Operator (CNC)
INR 24,400/month

Electronic/Technology Products

Head-Manufacturing Operations
INR 128,100/month

Sr. Electronics Engineer
INR 79,200/month

Service Advisor
INR 53,100/month

Associate Test engineer
INR 40,600/month

Quality Technician
INR 33,300/month

Large Scale Electronics Manufacturing

Compliance Officer
INR 45,800/month

Quality Engineer
INR 42,100/month

Supervisor Production (Shift)
INR 39,400/month

Technical Support Engineer
INR 34,600/month

Service Engineer
INR 31,100/month

Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

Note: The salary is aggregated to average

Top 5 Job Profiles based on average salary/month across Industries

Specialty Steel

Plant Head (Steel)
INR 115,200/month

Sales & Marketing Manager
INR 72,100/month

Sr. Product Engineer
(Electrical Steel)
INR 77,300 /month

E-Relationship Manager
INR 54,300 /month

Research Engineer
INR 41,600/month

Textile Products

Industrial Engineering
Manager
INR 104,200/month

Production Head
INR 91,700/month

Fabric Analyst
INR 63,100/month

Design Consultant
INR 47,900/month

Line Supervisor
INR 43,800/month

White Goods

Retail Marketing Head
INR 120,800/month

Category Manager
INR 82,700/month

Physical Design Engineer
INR 70,800/month

Functional Validation
Engineer
INR 52,500/month

Quality Inspector
[Electrical/Electronics]
INR 39,200 /month

Pharmaceuticals

Senior Biostatistician
INR 94,400/month

Clinical Project Manager
INR 87,100/month

Regulatory Specialist
INR 63,300/month

Research Associate
(Bio-analytics)
INR 41,600/month

Lab Chemist
INR 37,300/month

Respondents sample: 344 Business Unit level General Managers / Talent Acquisition Managers respondents across India

Note: The salary is aggregated to average

Research Methodology and Sample Design

- Primary survey methodology
- Sample size: 344
- Business Unit level General Managers / Talent Acquisition Managers (mid- to senior-level)

Industry	Total No. of Respondents
Advance Chemistry Cell (ACC) Battery	55
Automobile and Auto components	54
Electronic/Technology Products	55
Large Scale Electronics Manufacturing	10
Specialty Steel	48
Textile Products	52
White Goods	45
Pharmaceuticals	25

Business Size	Total No. of Respondents
Large (greater than 1000 employees)	74
Medium (100 to 1000 employees)	141
Small (less than 100 employees)	129

City	Total No. of Respondents
Ahmedabad	26
Bangalore	59
Chennai	40
Delhi	36
Hyderabad	23
Kolkata	29
Mumbai	46
Pune	23
Chandigarh	13
Coimbatore	28
Gurgaon	14
Indore	7
Kochi	9
Nagpur	9

Business Type	Total No. of Respondents
MNCs	76
Start-ups	78
SMEs	142
Large enterprises (Indian)	48



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