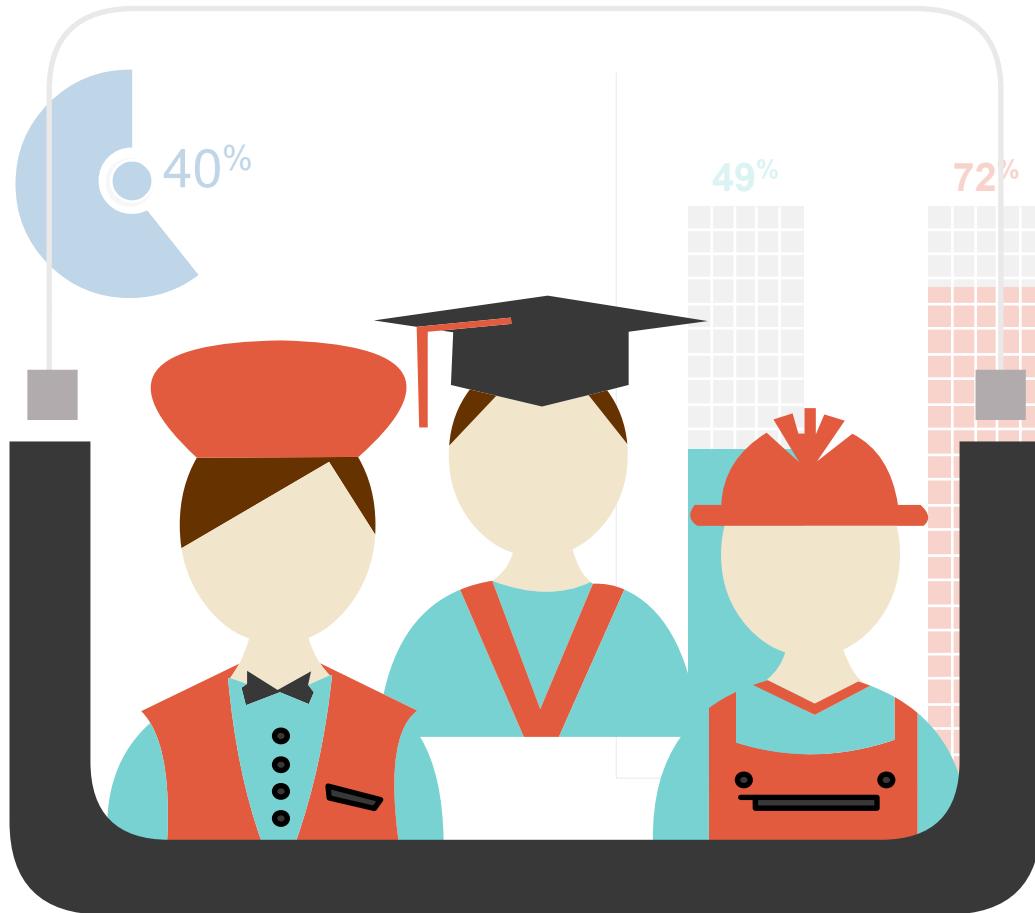


# Apprenticeship Outlook Report



6-month forecasts for apprentice hiring based on employer sentiment

Forecast for CY :  
Jul 2021 – Dec 2021

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## About - The Apprenticeship Outlook



- Agriculture & Agrochemicals
- Automobile & Ancillaries
- Beauty & Wellness
- BFSI
- Construction & Real Estate
- FMCG & D
- Health & Pharmaceuticals
- IT / ITeS
- Logistics
- Retail
- Telecommunication

### Sectors covered

- Travel & Hospitality
- Media and Entertainment
- Apparel & Textiles
- Engineering
- Ecommerce
- Electrical & Electronics
- Education



- Ahmedabad
- Bengaluru
- Chandigarh
- Chennai
- Delhi
- Hyderabad
- Kochi
- Kolkata
- Lucknow
- Mumbai
- Indore

### Cities Covered

- Nagpur
- Coimbatore
- Pune



### Manufacturing

- Engineering
- Automobile & Ancillaries
- FMCG & D
- Health & Pharmaceuticals
- Apparel & Textiles
- Electrical & Electronics

### Services

- Beauty & Wellness
- BFSI

### Industry classification

- Construction & Real Estate
- IT/ITeS
- Logistics
- Retail
- Telecom
- Travel & Hospitality
- Media and Entertainment
- Ecommerce
- Education

### Agriculture

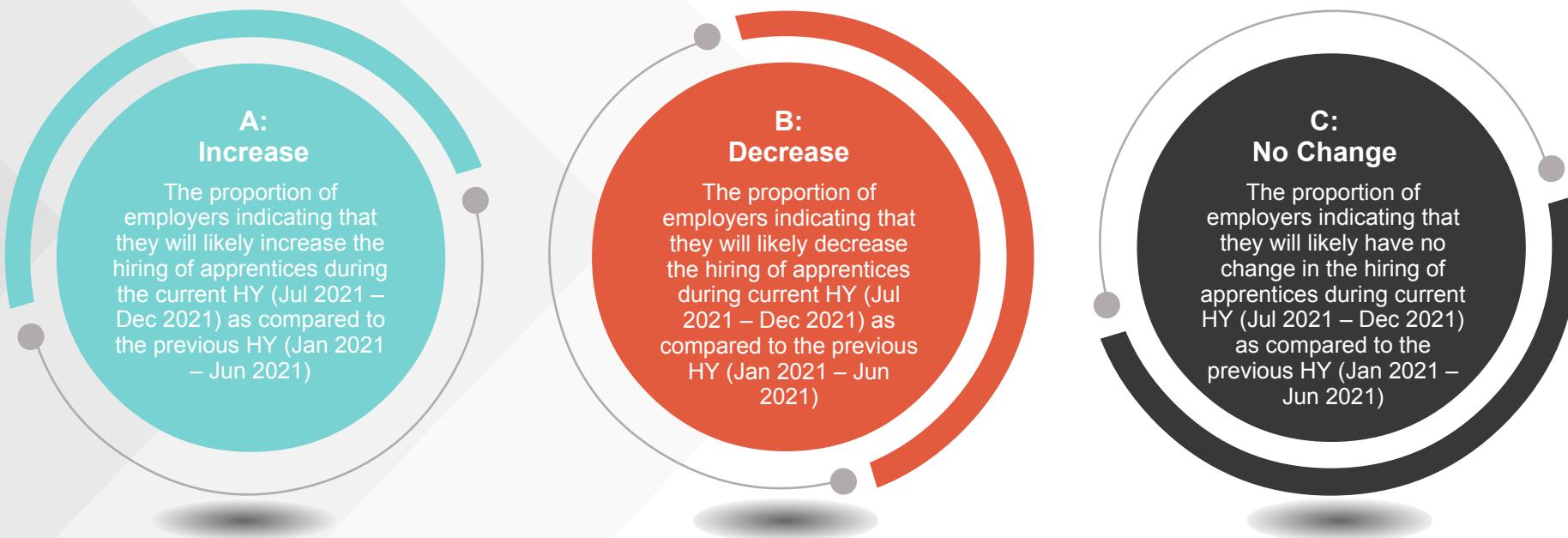
- Agriculture & Agrochemicals

01

## Methodology - The Apprenticeship Outlook

### Net Apprenticeship Outlook (NAO) → (A) minus (B)

(computed based on responses given by 501 respondents who anticipate hiring in the current HY Jul–Dec, 2021: Total responses: 833)



*All other findings are reported as percentages of total respondents at the respective levels of analysis.*

## Key Findings

### Employers Hiring Sentiment for the HY [Jul 2021 – Dec 2021] – Net Apprenticeship Outlook (NAO)

The Net Apprenticeship Outlook for the current HY (Jul-Dec 2021) has increased by **4%** over the previous HY to **45%**. During the current HY **64% employers** (6% more compared to the previous HY) are likely to increase their hiring of apprentices.

#### Top 3 reasons for employers to increase hiring of apprentices

- To reduce skill gap via the apprenticeship mode: **30%**
- To offset workforce scarcity due to covid pandemic: **29%**
- To make recruitment more cost efficient: **26%**

#### Top 3 reasons for employers to decrease in hiring of apprentices:

- Apprentices are not productive: **10%**
- As a step towards downsizing the workforce: **10%**
- Unavailability of training staff: **9%**

03

#### Sector, city and business category wise NAO highlights.

- The leaders are likely to further consolidate their position as the wave-2 fears subside. Engineering appears to be the most apprentice-friendly sector with the highest NAO (**68%**), followed by Automobile & Ancillaries and Retail (each with NAO of **58%**). The sector at the third position is FMCG & D (**52%**).
- Engineering and Agriculture & Agrochemicals are likely to witness the most significant HY-on-HY growth (**13%**) amongst all sectors. These are followed by Ecommerce with a growth of **11%**.
- The NAO for Small businesses continued to grow by a leap (15%) to **23%**. This was followed by Large businesses (NAO of **61%**, 11% growth). Medium-sized businesses (NAO of **42%**, 5% growth).
- Non-metro cities match Metro cities on the Net Apprenticeship Outlook at **45%**.
- The top three sectors across the Manufacturing Industry are :
  - Engineering (NAO: **68%**), Automobile & Ancillaries (NAO: **58%**), FMCG & D (NAO: **52%**).
- The top three sectors in Services Industry are :
  - Retail (NAO: **58%**), BFSI and IT/ITES (NAO: **52%** each), Logistics (NAO: **50%**)

## Key Findings

### Key areas of hiring during Jul 2021 – Dec 2021

#### Top category of apprentices and job roles to hire

- Trade apprentices: NAO (54%) is the highest with 70% of the employers suggesting there will be an increase in hiring (Preferred Job role: Fitter/welder (13%) / Average number of hires: 25).
- Optional Trade: NAO (49%). Optional Trade accords equal importance to all the roles under the category. [Preferred Job role: Architectural Assistant, Healthcare Assistant, Product Support Executive, each with 14% preference]
- Technician Apprentices: NAO (44%), (Preferred Job role - IT / Computer Technician: 19% / Average number of hires: 28)

#### Top functional domain(s) where the apprentices are likely to be hired the most in the next 6 months

- Most favourable functional domains are HR (rated 4.6 on the scale of 1 to 5) and Production & Engineering (rated 4.2 on the scale of 1 to 5)

## Key Findings

### Insights on current apprentice hiring

#### Employer perception of productivity levels of apprentices engaged

- Very productive: **25%**, Fairly productive: **51%**, Unproductive: **24%**

#### Preferred Skills

- Top three skills are Technical Knowledge, Willingness to learn & Physical fitness

#### Gender preferences of employers

- Employer preference of male vis-à-vis female candidates inches closer to equal parity (**36%** and **32%** respectively) in the current HY, as compared to **41%** and **28%** during the previous HY. The rest of the employers (**32%**) have no gender preferences.
- Preference for female candidates is most in Delhi (**48%**), Kolkata (**45%**) and Pune(**45%**)
- About half of all employers in Mumbai (**52%**) and Hyderabad (**47%**) have no gender preference.

#### Challenges in hiring apprentices

- **26%** of the employers call out compensation related issues as the topmost hiring challenge in the current HY (Jul-Dec2021), mirroring the sentiment of the previous HY.
- The second most challenging aspect expressed by employers is preference of jobseekers for employment rather than apprenticeship (**25%**).

### Stipend ranges paid to apprentices engaged (per month)

- Trade Apprentices: **25%** of the employers likely to pay between INR Rs.15,000 – Rs.20,000
- Graduate Apprentices: **25%** of employers likely to pay between INR Rs.15,000 – Rs.20,000
- Technician Apprentices: **22%** of respondents likely to pay between INR Rs.8,000 - Rs.12,000
- Technician (Voc): **30%** of respondents likely to pay between INR Rs.15,000 – Rs.20,000
- Optional Trade: **27%** of respondents likely to pay between INR Rs.10,000 – Rs.15,000

### NAO Key highlights - YoY comparisons Between (Jul – Dec) 2020 and (Jul – Dec) 2021

- NAO levels: (Jan – Jun) 2020 : **69%** -> (Jul – Dec) 2020 : **33%** -> (Jan – Jun) 2021: **41%** -> (Jul – Dec) 2021 : **45%**
- The preference for Female candidates has increased by **8%** YoY with (**31%** in Jul-Dec2021) and (**23%** in Jul-Dec2020).
- More employers (increase from **46%** to **50%**) find the apprentice hiring a convenient process.
- Compensation related issues (**26%**) is the key hiring challenge faced by employers in the current HY (Jul-Dec 2021). A year back (Jul-Dec2020), it was 'Jobseekers prefer employment over apprenticeships(**25%**)'.



## Net Apprenticeship Outlook (NAO) Employers Hiring Sentiment (Jul 2021– Dec 2021)



## Net Apprenticeship Outlook (NAO)

Overview [forecast for HY : Jul2021- Dec 2021]

Net Apprenticiship outlook

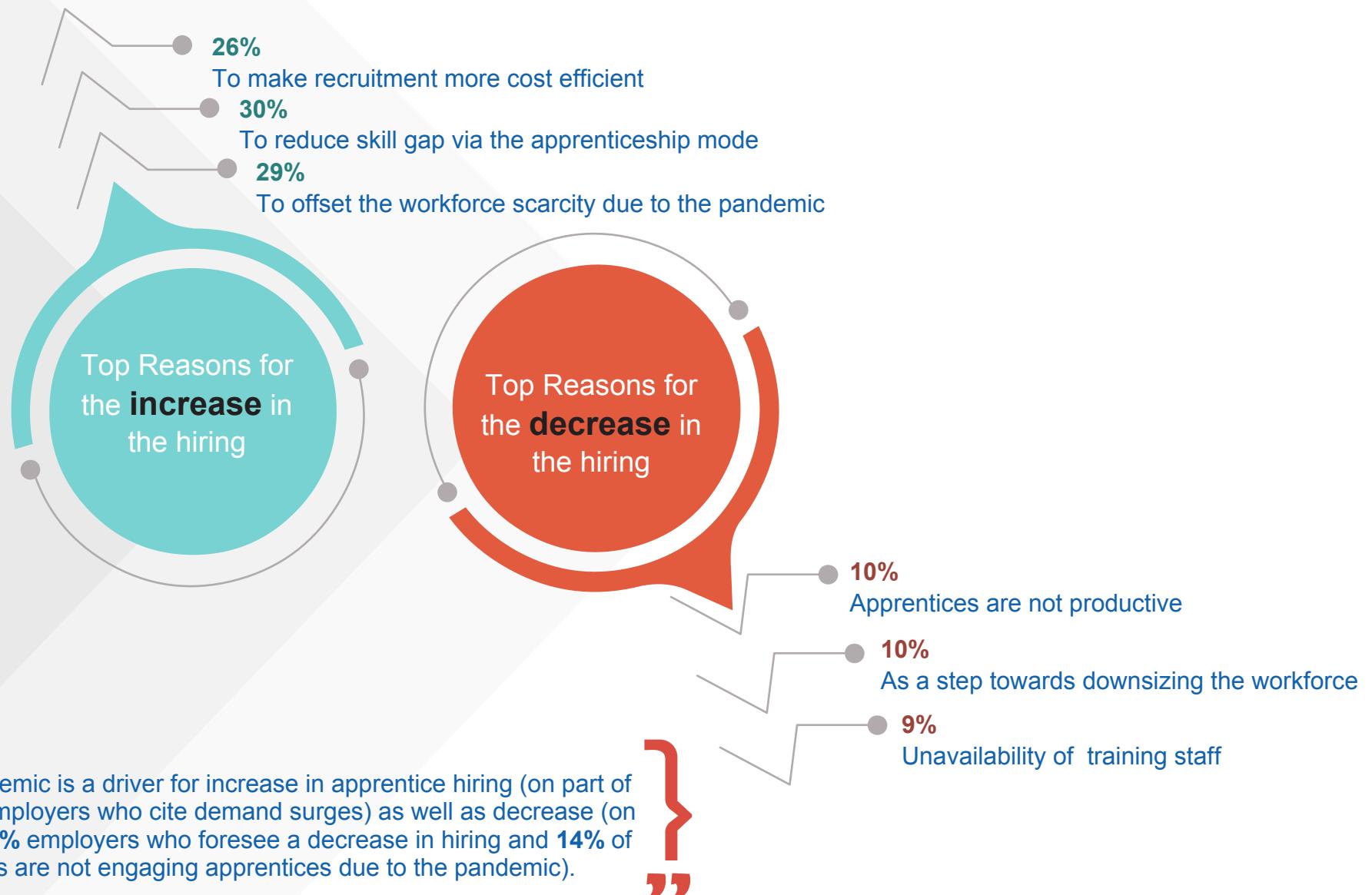


**“** The Net Apprenticeship Outlook for the current HY (45%) has increased by 4% from the previous HY (41%). This growth can be attributed mainly to the increase in employers (64%) foreseeing a more robust apprentice hiring in the current HY. The positive outlook on hiring indicates that the apprenticeship market is swiftly recovering from the economic concerns caused by COVID crisis. **”**

Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833 | The above computation is based on responses given by 501 respondents who anticipate hiring in the current HY (Jul-Dec,2021)

## Net Apprenticeship Outlook (NAO)

### Reasons for the increase and decrease in the hiring during Jul 2021 – Dec 2021



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833 | The above computation is based on responses given by 501 respondents who anticipate hiring in the current HY (Jul-Dec,2021)

# Net Apprenticeship Outlook (NAO)

## NAO Highlights [forecast for HY : Jul 2021 – Dec 2021] – Top and Bottom Sectors

### TOP Sectors

#### Engineering

Jul-Dec, 2021: 68%  
Jan-Jun,2021: 55%

#### Retail

Jul-Dec,2021: 58%  
Jan-Jun,2021: 48%

#### Automobiles & Ancillaries

Jul-Dec,2021: 58%  
Jan-Jun,2021: 51%



### Education

Jul-Dec,20201: 21%  
Jan-Jun,2021: 14%

### Electricals & Electronics

Jul-Dec,20201: 18%  
Jan-Jun,2021: 44%

### Media & Entertainment

Jul-Dec,2021: 26%  
Jan-Jun,2021: 20%

### BOTTOM Sectors

The NAO has seen a significant increase (between 5% and 13%) by sector in the current HY (Jul – Dec 2021) compared with the previous HY (Jan- Jun 2021).

## Net Apprenticeship Outlook (NAO)

### NAO Highlights [forecast for HY : Jul 2021 – Dec 2021] – Top and Bottom Cities

#### TOP Cities

##### Lucknow

Jul-Dec,2021: 79%  
Jan-Jun,2021: 57%

##### Ahmedabad

Jul-Dec,2021: 69%  
Jan-Jun,2021: 54%

##### Kochi

Jul-Dec,2021: 65%  
Jan-Jun,2021: 53%



#### Coimbatore

Jul- Dec,2021: 20%  
Jan-Jun, 2021: 21%

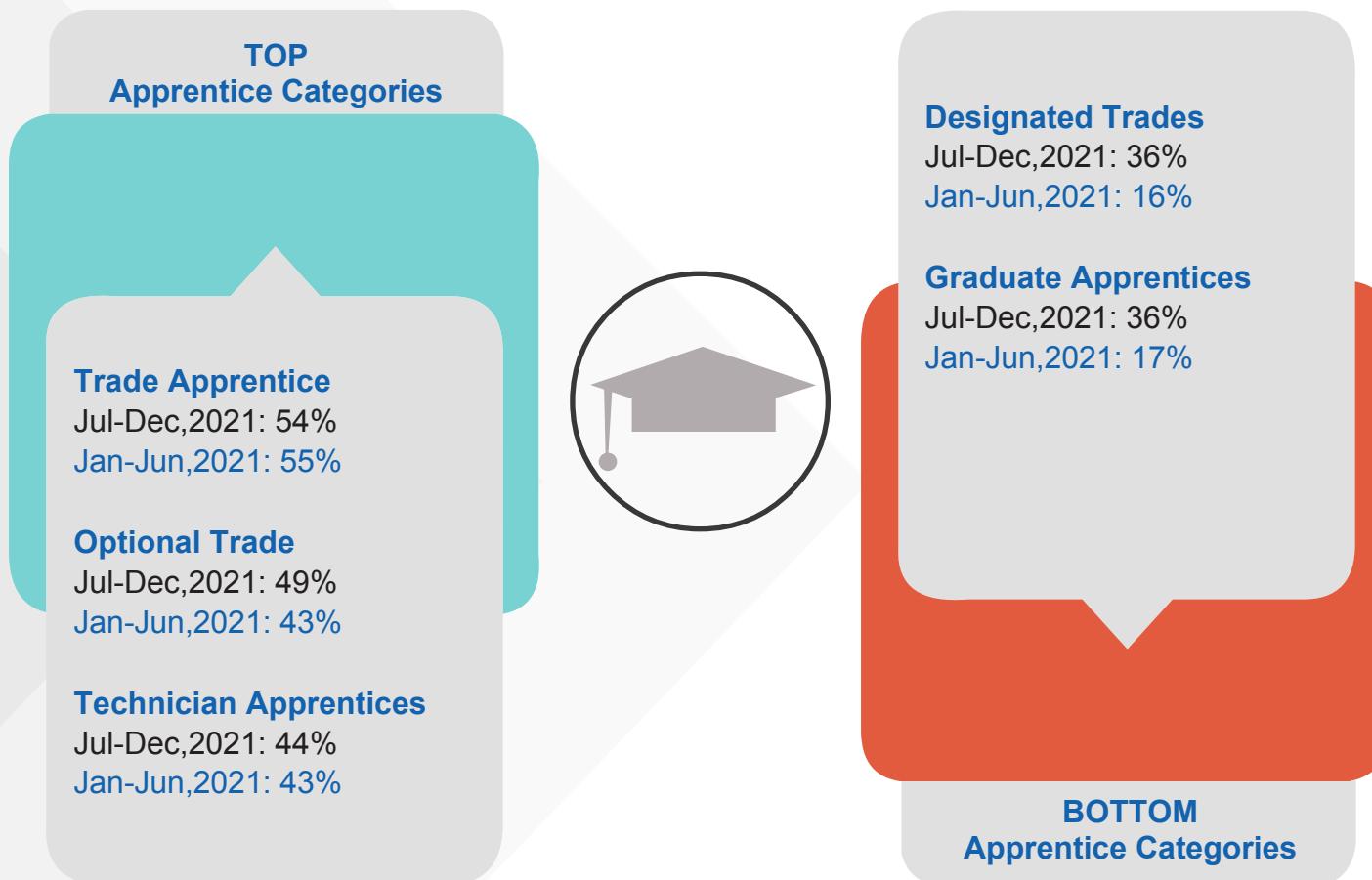
#### BOTTOM Cities



Lucknow has recorded the highest NAO (79%) among the cities, and Coimbatore has recorded the lowest NAO (20%).

## Net Apprenticeship Outlook (NAO)

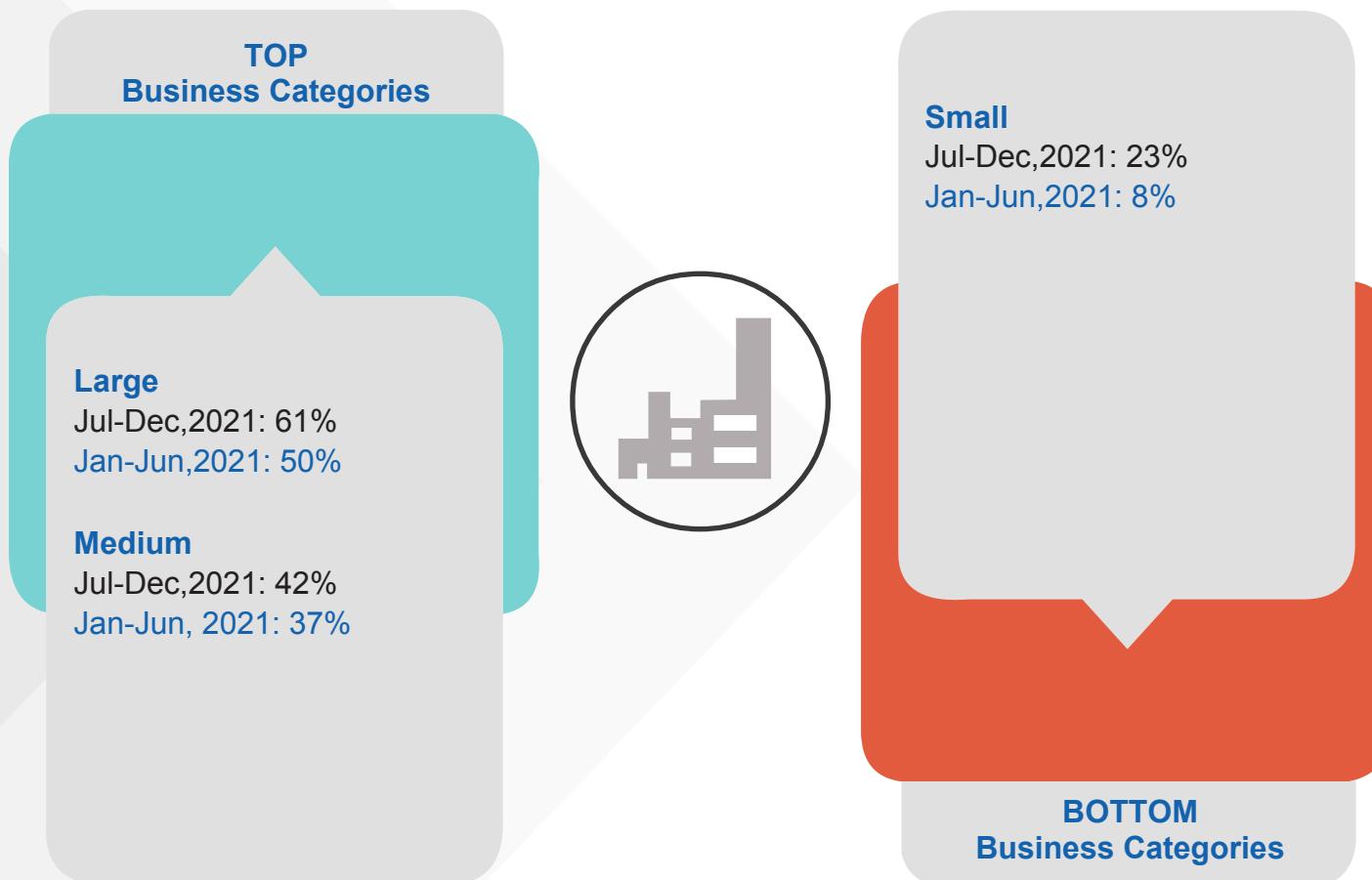
### NAO Highlights [forecast for HY : Jul 2021– Dec 2021] – Top and Bottom Apprentice Categories



“ Designated trades though appears at the bottom for the current HY, witnessing an NAO growth of **10%** from the previous HY (Jan-June2021). ”

## Net Apprenticeship Outlook (NAO)

### NAO Highlights [forecast for HY : Jul 2021– Dec 2021] – Top and Bottom Business Categories



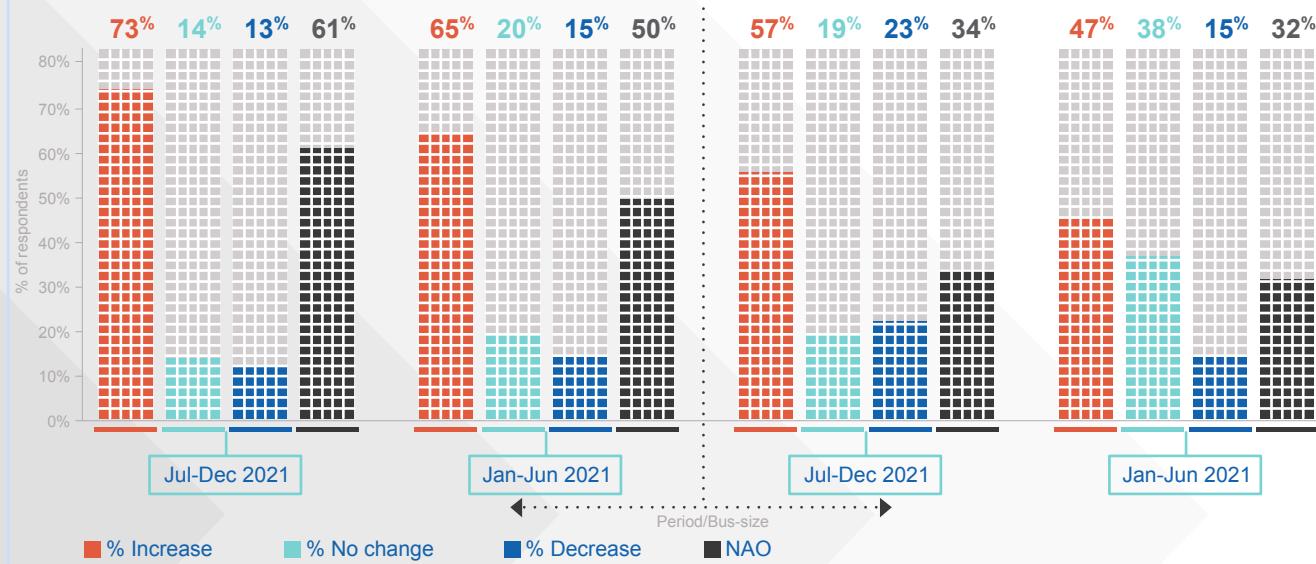
13

The Net Apprenticeship Outlook sees appreciable increase across Small, Medium and Large businesses for the Jul– Dec 2021 HY as compared to the previous HY. Small businesses, among business categories, (15% NAO growth) witnesses the biggest jump in outlook from the previous HY(Jan-Jun2021).

## NAO Highlights – Large business vs SMEs

Net Apprenticeship Outlook (HY Jul 2021–Dec 2021) – Large Vs SME: A Comparison with HY Jan 2021 – Jun 2021

NAO-Large-Vs-SME

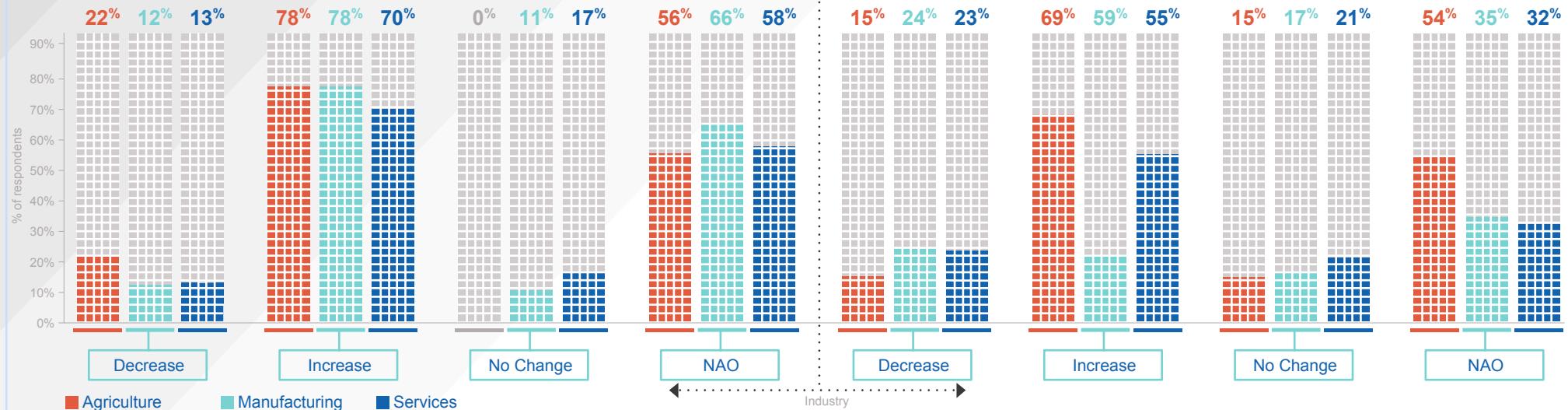


“ Large businesses witness NAO of 61% in the current HY, growing 11% from the previous HY. SMEs witness a growth of 2% in the current HY (NAO: 34%) when compared to previous HY (NAO: 32%). Large businesses in the Manufacturing industry witness the highest NAO (66%) while SMEs in the Agriculture industry witness the highest NAO (54%). ”

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Net Apprenticeship Outlook (NAO)-Industry-wise: NAO Highlights [forecast for HY : Jul 2021 – Dec 2021]

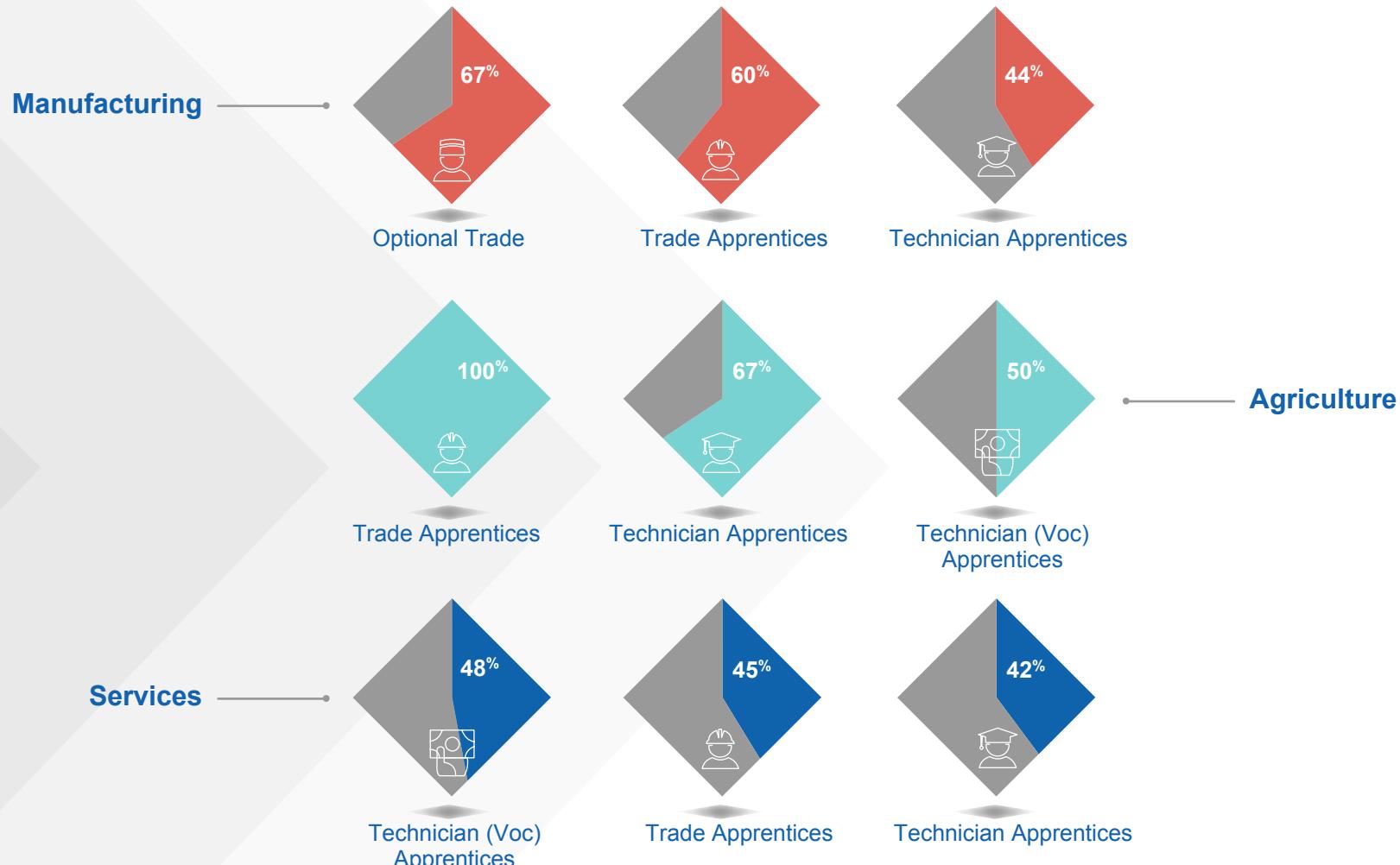
NAO-Large-Vs SME



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833 | The above computation is based on responses given by 501 respondents who anticipate hiring in the current HY (Jul-Dec,2021)

# The Apprenticeship Outlook

## Top 3 trade categories [forecast for HY: Jul- Dec 2021] – by Industry



“Optional Trade is the most preferred category for Manufacturing (NAO: 67%) & Services Industry is more inclined for Technician (Voc) apprentices (NAO: 48%) in the current HY (Jul – Dec 2021). Agriculture Industry prefers Trade apprentices the most (NAO: 100%)”

## Net Apprenticeship Outlook (HY Jul 2021–Dec 2021) - Sectors

A Comparison with HY Jan 2021 – Jun 2021

	Leaders	HY's	% Increase	% Decrease	% No Change	NAO
	Engineering	Jul-Dec, 2021	79	11	11	68
		Jan-Jun, 2021	73	11	19	62
	Automobile & Ancillaries	Jul-Dec, 2021	76	18	5	58
		Jan-Jun, 2021	70	19	11	51
	Retail	Jul-Dec, 2021	74	16	11	58
		Jan-Jun, 2021	61	13	26	48
	Agriculture & Agrochemicals	Jul-Dec, 2021	73	18	9	55
		Jan-Jun, 2021	56	14	30	42
	FMCG &D	Jul-Dec, 2021	74	22	4	52
		Jan-Jun, 2021	62	16	25	46
	BFSI	Jul-Dec, 2021	67	15	18	52
		Jan-Jun, 2021	56	12	32	44
	IT/ITES	Jul-Dec, 2021	66	14	21	52
		Jan-Jun, 2021	53	12	33	41
	Logistics	Jul-Dec, 2021	63	13	22	50
		Jan-Jun, 2021	59	19	22	40
	Health & Pharmaceuticals	Jul-Dec, 2021	62	15	24	47
		Jan-Jun, 2021	60	17	28	43

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The top 3 sectors with highest hiring prospects in the current HY, are Engineering (NAO: 68%), Retail & Automobile and Ancillaries (each with NAO: 58%). Agriculture & Agrochemicals has emerged as third most apprentice-friendly sector with an NAO of 55%.

## Net Apprenticeship Outlook (HY Jul 2021–Dec 2021) - Sectors

A Comparison with HY Jan 2021 – Jan 2021 with HY Jan 2021 – Jun 2021

	Laggards	HY's	% Increase	% Decrease	% No Change	NAO
	ECommerce	Jul-Dec, 2021	67	20	13	47
		Jan-Jun, 2021	52	16	32	36
	Construction & Real Estate	Jul-Dec, 2021	62	19	19	43
		Jan-Jun, 2021	52	15	33	37
	Apparel & Textiles	Jul-Dec, 2021	62	21	18	41
		Jan-Jun, 2021	50	15	35	35
	Telecommunication	Jul-Dec, 2021	52	14	35	38
		Jan-Jun, 2021	52	18	30	34
	Beauty & Wellness	Jul-Dec, 2021	61	29	10	32
		Jan-Jun, 2021	41	15	44	26
	Travel & Hospitality	Jul-Dec, 2021	45	18	36	27
		Jan-Jun, 2021	38	14	48	24
	Media & Entertainment	Jul-Dec, 2021	53	26	21	27
		Jan-Jun, 2021	41	21	38	20
	Education	Jul-Dec, 2021	57	36	7	21
		Jan-Jun, 2021	44	30	26	14
	Electricals & Electronics	Jul-Dec, 2021	46	29	25	17
		Jan-Jun, 2021	53	9	38	44

“ There is NAO growth of 5 to 15% across various sectors this HY when compared to previous HY. ”

Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833 | The above computation is based on responses given by 501 respondents who anticipate hiring in the current HY (Jul-Dec,2021)

## Net Apprenticeship Outlook (HY Jul 2021–Dec 2021) - Metro

A Comparison with HY Jan 2021 – Jun 2021

Metro	HY's	% Increase	% Decrease	% No Change	NAO
	Chennai	Jul-Dec, 2021 74	— 9	— 17	65
		Jan-Jun, 2021 70	— 13	— 17	57
	Delhi	Jul-Dec, 2021 68	— 10	— 23	58
		Jan-Jun, 2021 66	— 12	— 22	54
	Bengaluru	Jul-Dec, 2021 67	— 15	— 18	51
		Jan-Jun, 2021 63	— 12	— 25	51
	Mumbai	Jul-Dec, 2021 59	— 25	— 28	34
		Jan-Jun, 2021 64	— 14	— 22	50
	Hyderabad	Jul-Dec, 2021 56	— 31	— 13	25
		Jan-Jun, 2021 62	— 15	— 23	47
	Kolkata	Jul-Dec, 2021 52	— 29	— 19	23
		Jan-Jun, 2021 49	— 13	— 38	36

More employers in a few metro cities anticipate an increase in their apprentice hiring for the current HY. Chennai has the highest NAO (65%) among the metro cities followed by Delhi (58%). Kolkata on the other hand, has the lowest NAO (23%).

## Net Apprenticeship Outlook (HY Jul 2021–Dec 2021) – Non Metro

A Comparison with HY Jan 2021 – Jun 2021

Non Metro	HY's	% Increase	% Decrease	% No Change	NAO
	Lucknow	Jul-Dec, 2021 83	- 4	13	79
		Jan-Jun, 2021 56	— 17	13	39
	Ahmedabad	Jul-Dec, 2021 75	- 6	19	69
		Jan-Jun, 2021 68	— 14	18	54
	Chandigarh	Jul-Dec, 2021 64	— 21	15	42
		Jan-Jun, 2021 63	— 16	21	47
	Indore	Jul-Dec, 2021 59	— 25	16	34
		Jan-Jun, 2021 45	— 15	11	30
	Kochi	Jul-Dec, 2021 61	— 26	13	35
		Jan-Jun, 2021 48	— 14	38	34
	Nagpur	Jul-Dec, 2021 50	— 23	28	28
		Jan-Jun, 2021 48	— 22	22	26
	Pune	Jul-Dec, 2021 50	— 23	28	28
		Jan-Jun, 2021 60	— 20	20	40
	Coimbatore	Jul-Dec, 2021 50	— 30	20	20
		Jan-Jun, 2021 41	— 20	39	21

“ Among non metros, Lucknow tops the NAO chart (79%) for the current HY followed by Ahmedabad with NAO (69%). Coimbatore is at the bottom of the chart with a NAO of 20%. ”

## Net Apprenticeship Outlook (HY Jul 2021–Dec 2021) – Business Size

### A Comparison with HY Jan 2021 – Jun 2021

	Business Size	HY's	% Increase	% Decrease	% No Change	NAO
	Large	Jul-Dec, 2021	73	13	14	60
		Jan-Jun, 2021	65	15	20	50
	Medium	Jul-Dec, 2021	64	22	13	42
		Jan-Jun, 2021	56	19	25	37
	Small	Jul-Dec, 2021	47	24	29	23
		Jan-Jun, 2021	35	27	38	8

“ Small businesses anticipate strong hiring momentum with a significant growth of **15%** in their NAO compared to the previous HY (Jan- Jun 2021). Large businesses report the strongest hiring outlook (**60%**), growing **10%** HY-on-HY. Although small businesses reported the lowest NAO of **23%** this HY, their hiring intentions have gone up by **15%** compared to the previous HY. ”

## Net Apprenticeship Outlook (HY Jul 2021–Dec 2021) – Category of apprentices

A Comparison with HY Jan 2021 – Jun 2021

	Category of apprentices	HY's	% Increase	% Decrease	% No Change	NAO	
	Trade	Jul-Dec, 2021	70	—	16	24	54
		Jan-Jun, 2021	65	—	10	25	55
	Optional Trade	Jul-Dec, 2021	63	—	14	23	49
		Jan-Jun, 2021	41	—	24	35	17
	Technician	Jul-Dec, 2021	64	—	20	36	44
		Jan-Jun, 2021	56	—	13	31	43
	Tecnician (VOC)	Jul-Dec, 2021	63	—	20	17	43
		Jan-Jun, 2021	35	—	19	46	16
	Graduate	Jul-Dec, 2021	58	—	22	20	36
		Jan-Jun, 2021	45	—	17	38	28

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“ Trade (54%) and Technician (44%) category apprentices continue to witness highest NAO during the current HY. Optional Trade has witnessed the highest change in NAO with a growth of 32% in the current HY when compared to the previous half year. ”



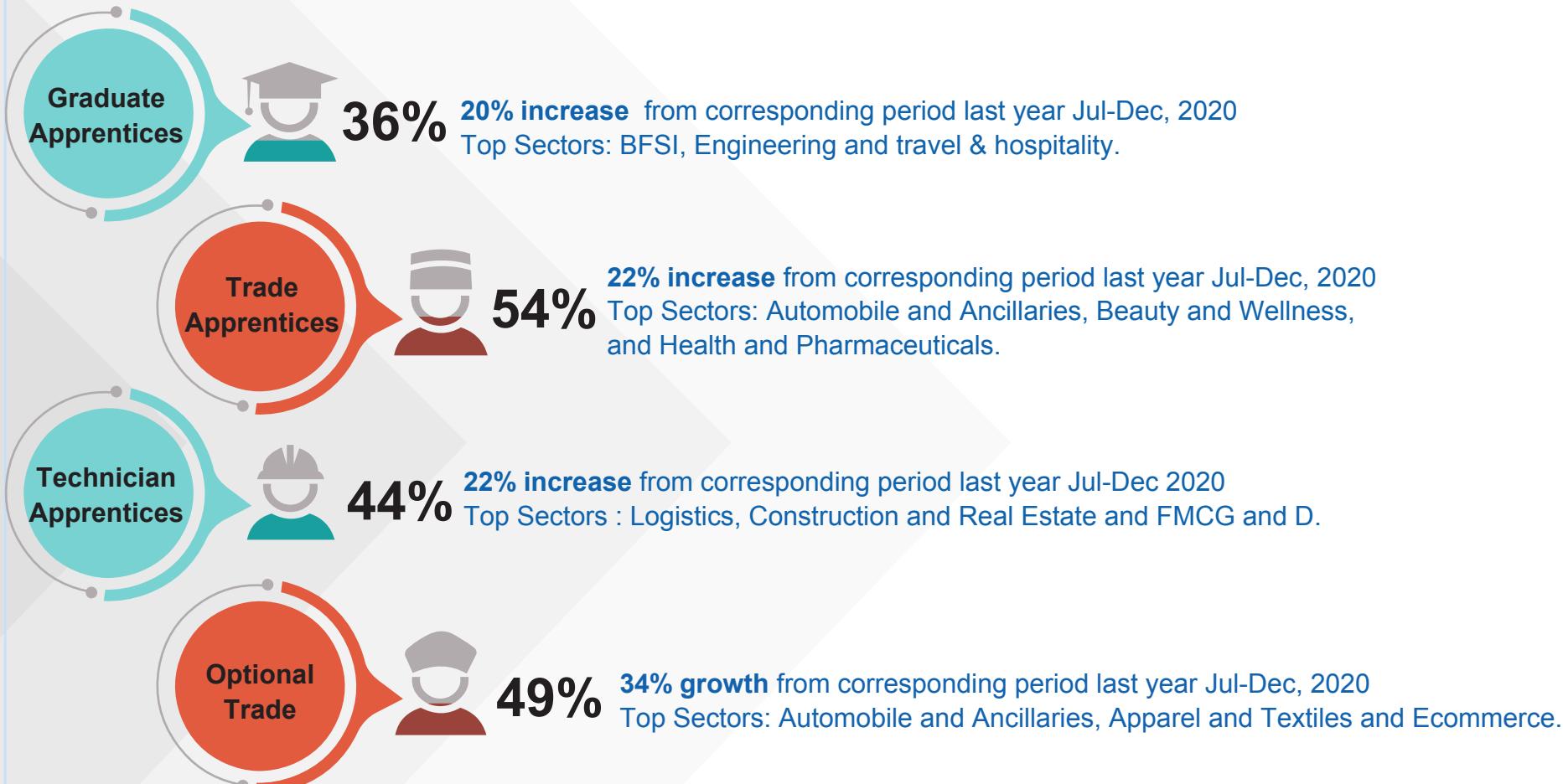
## **Apprenticeship Outlook - Key areas of hiring**

### Employer's Hiring Sentiment (Jul 2021 – Dec 2021)



## The Apprenticeship Outlook

Top Categories [forecast for HY-2: Jul 2021 – Dec 2021] Y-o-Y Comparison

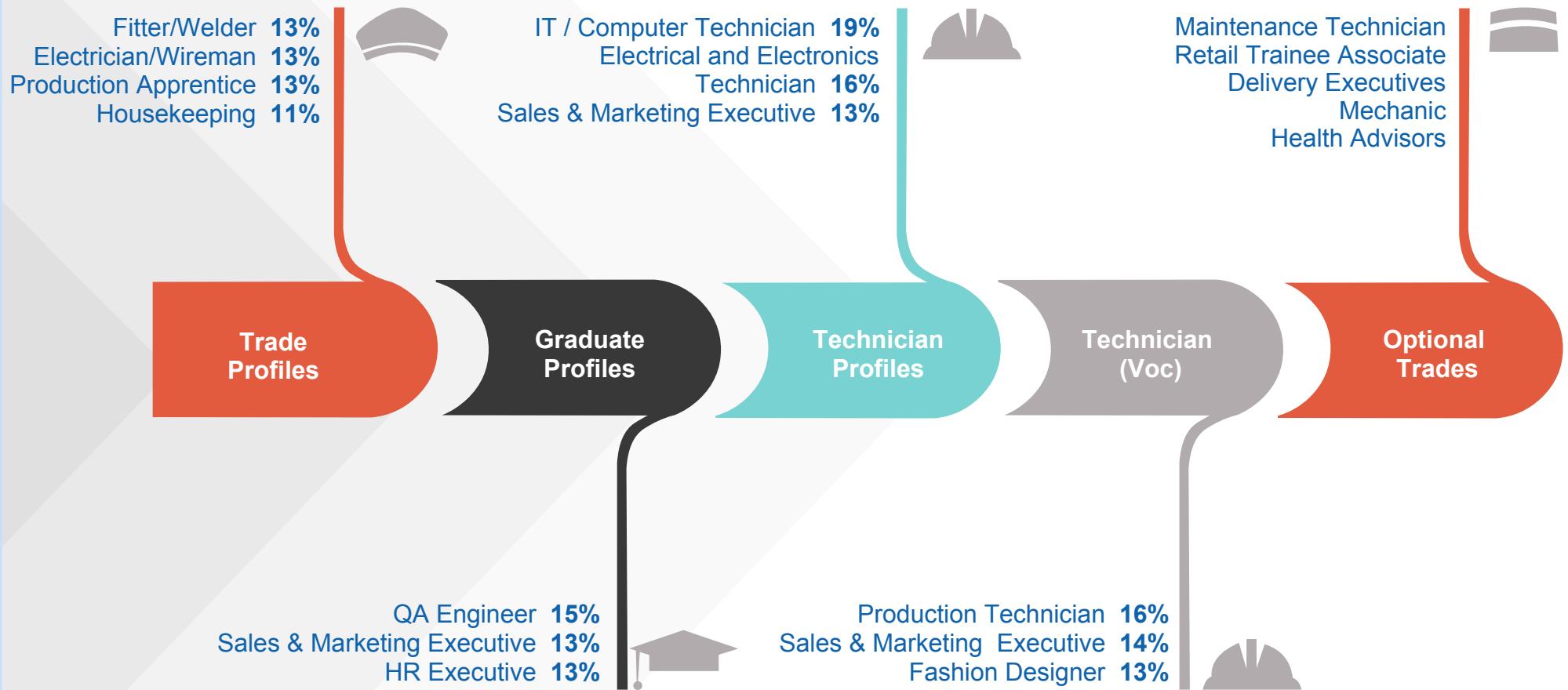


“ Trade apprentices (NAO 54%) continue to be employers most preferred category of apprentices in the current HY (Jul – Dec, 2021) as well. Optional trade (NAO 49%) is the second most preferred category and have grown 34% in outlook, YoY. ”

Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833 | The above computation is based on responses given by 501 respondents who anticipate hiring in the current HY (Jul-Dec,2021)

## The Apprenticeship Outlook

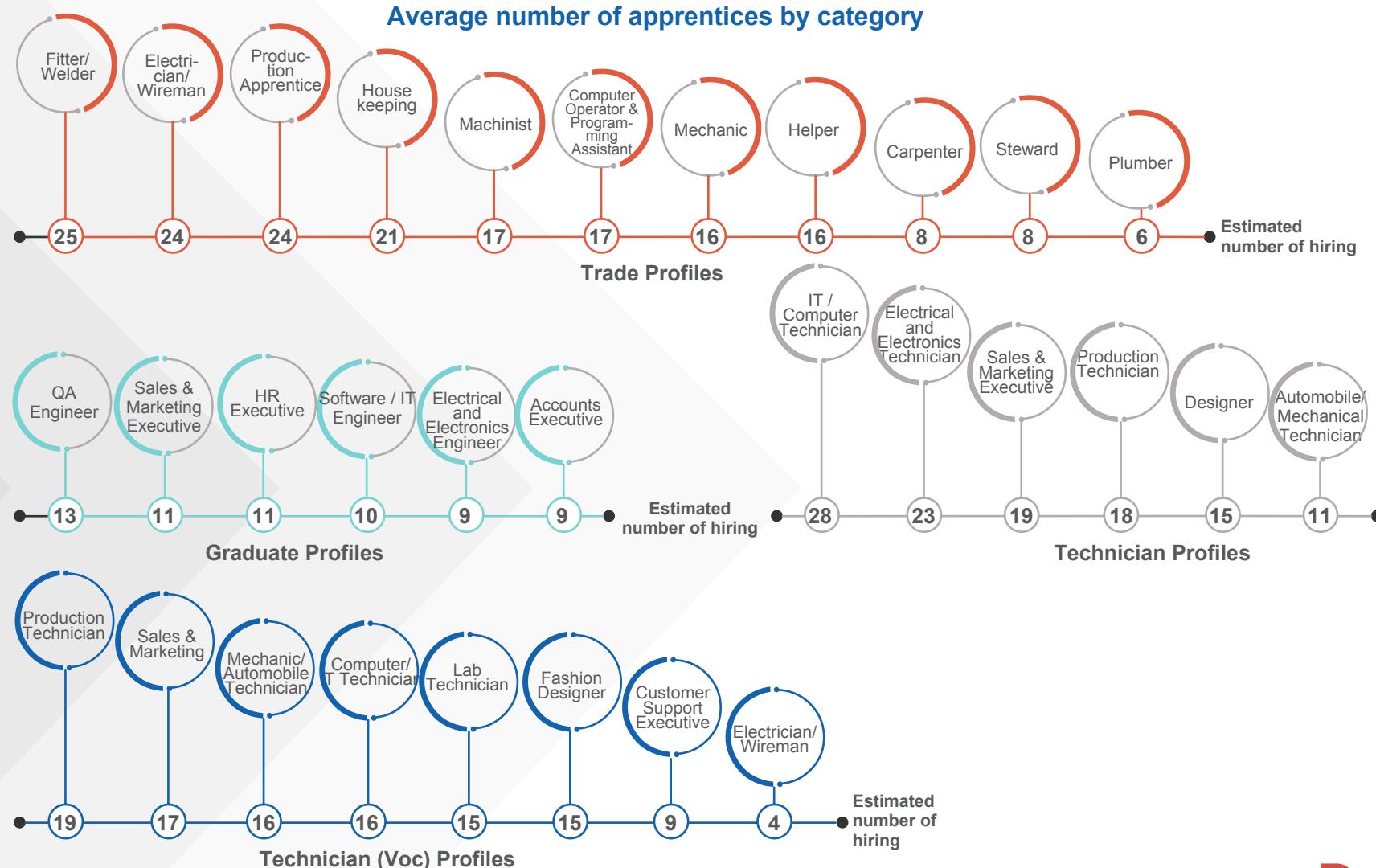
Top Job profiles [forecast for HY-2: Jul 2021 – Dec 2021]



“ Fitter/Welder (13%) under Trade category, QA Engineer (15%) under Graduate category, IT / Computer Technician (19%) under Technician category and Production technician (16%) under Technician Vocational category are the most sought after job profiles for hiring during the current HY. ”

Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833 | The above computation is based on responses given by 501 respondents who anticipate hiring in the current HY (Jul-Dec,2021)

## Estimated numbers likely to be hired during Jul 2021 – Dec 2021

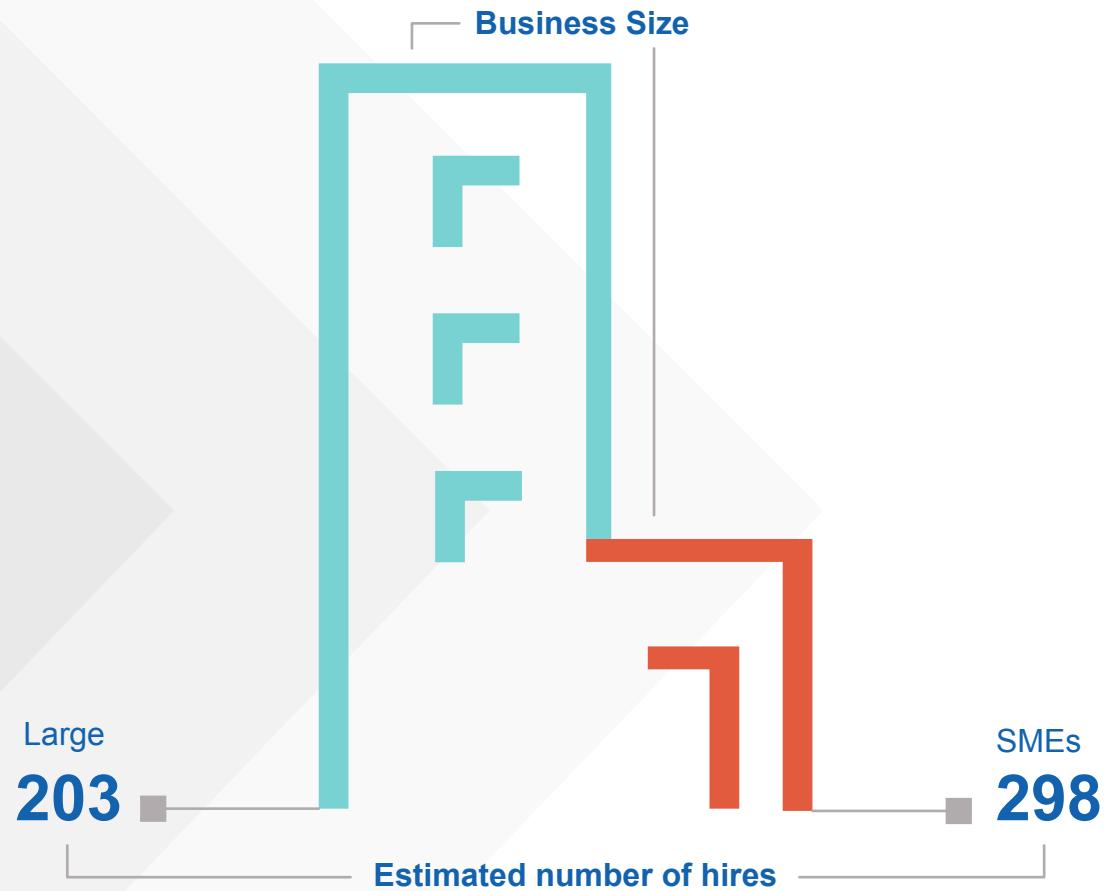


Across the four categories of apprentices, roles associated with Electrical, Mechanical and IT Technician domains are the most sought after.

Overall, Trade and Technician apprentices are the most sought after among apprentice categories.

## Estimated numbers likely to be hired during Jul 2021 – Dec 2021

Average number of apprentices by Business Size



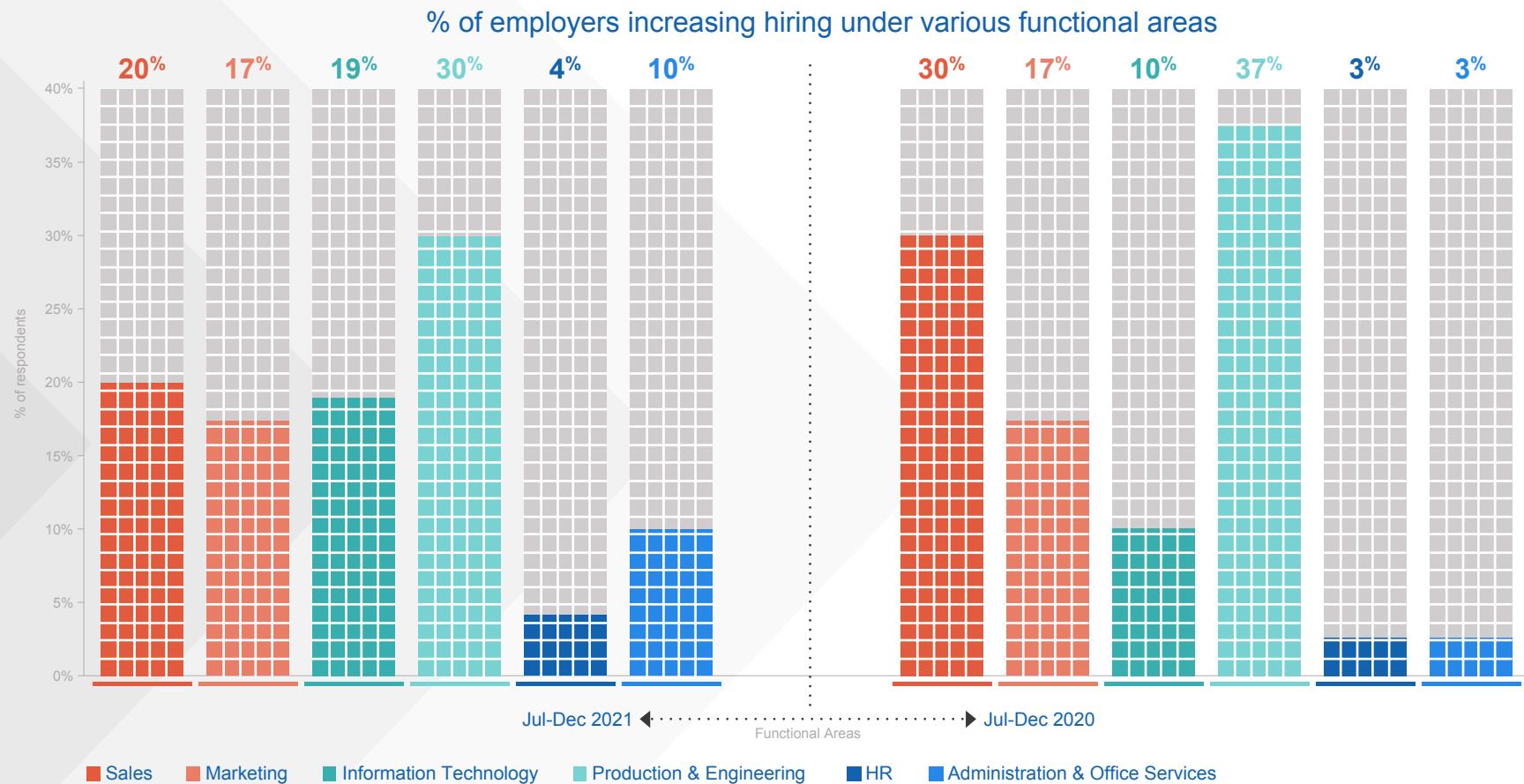
The number of apprentices likely to be hired for the current HY is expected to be significantly higher for SMEs (298) when compared to Large enterprises (203).



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833 | The above computation is based on responses given by 501 respondents who anticipate hiring in the current HY (Jul-Dec,2021)

# The Apprenticeship Outlook

## Functional Area [forecast for HY-2: Jul 2021 – Dec 2021] Y-O-Y Comparison



Production & Engineering (30% of all employers) and Sales (20%) witness lower outlook levels for the current HY (Jul – Dec, 2021). IT (19%) and Administration & office services (10%) improve outlook in the current HY.

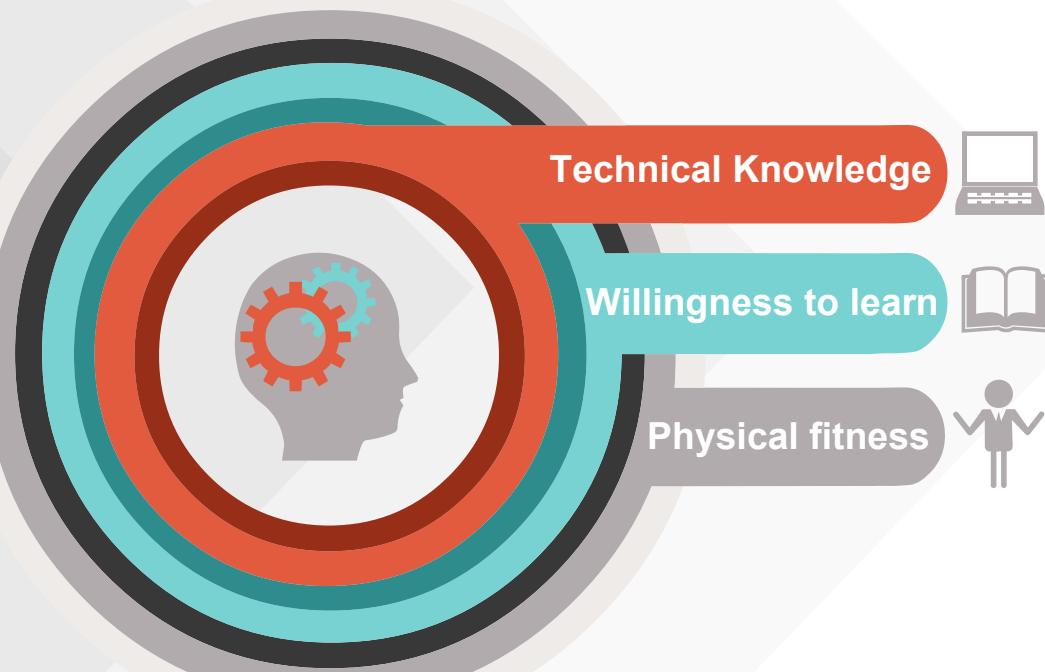


## Apprentice hiring

### More Insights

## Top Skills Requirements

The top three skills employers look for while hiring apprentices are:



### Top three skills – Industry-Wise

#### Manufacturing

- Interest in the trade
- Technical Knowledge
- Physical fitness



#### Services

- Technical knowledge
- Communication skills
- Personality



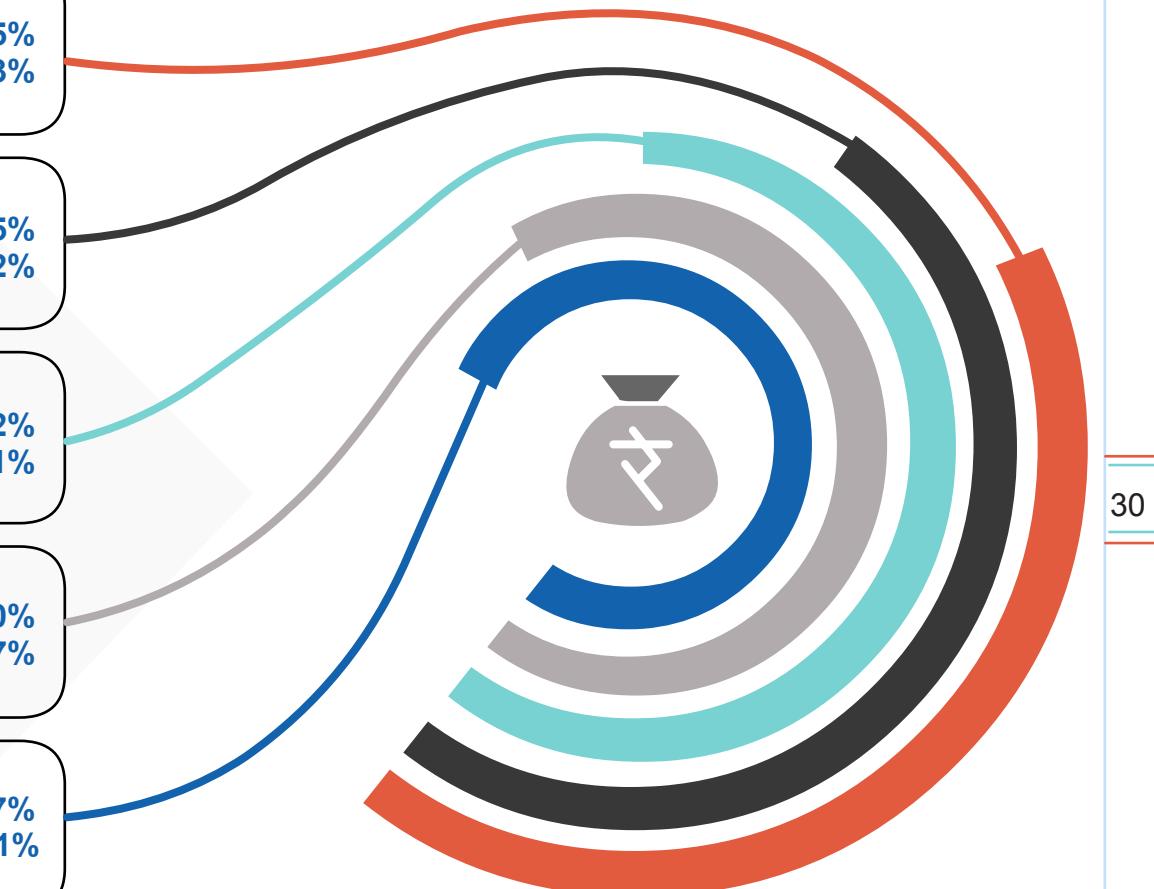
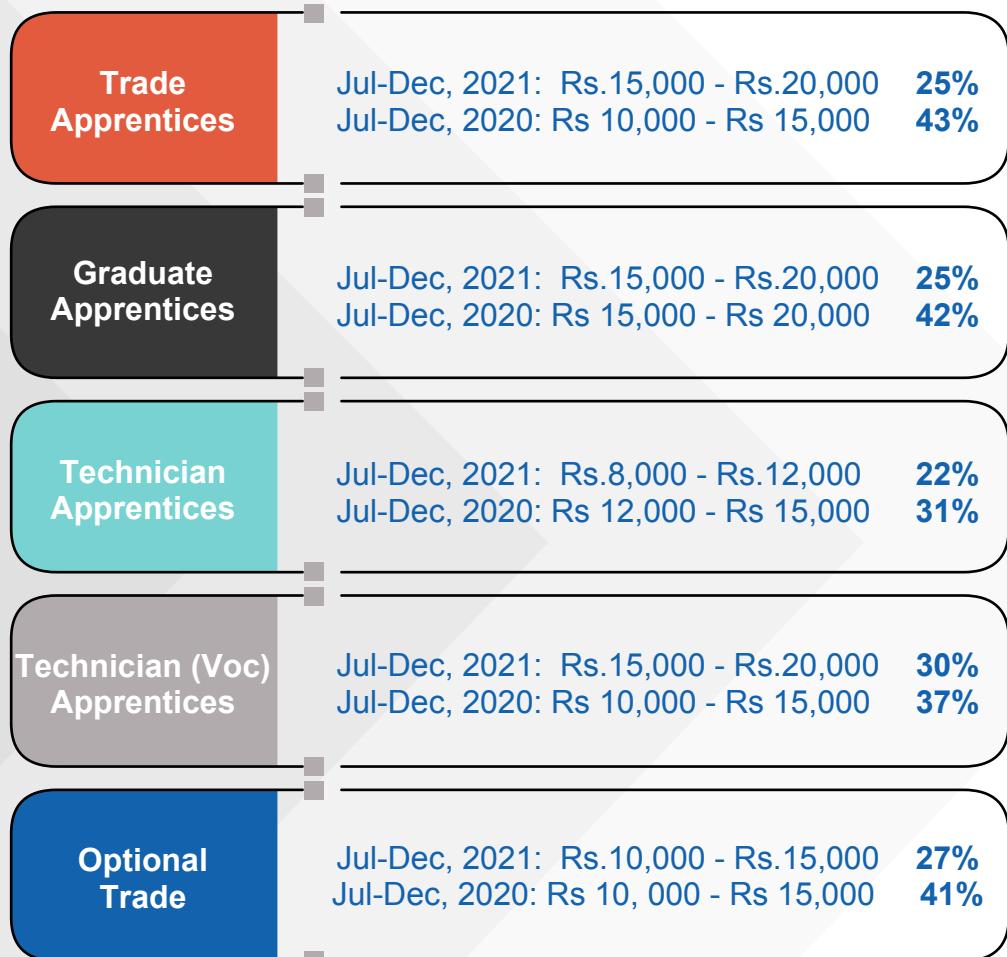
#### Agriculture

- Interest in the trade
- Physical fitness
- Personality



## Top Stipend Pay-outs

### By Category (Y-O-Y Comparison)



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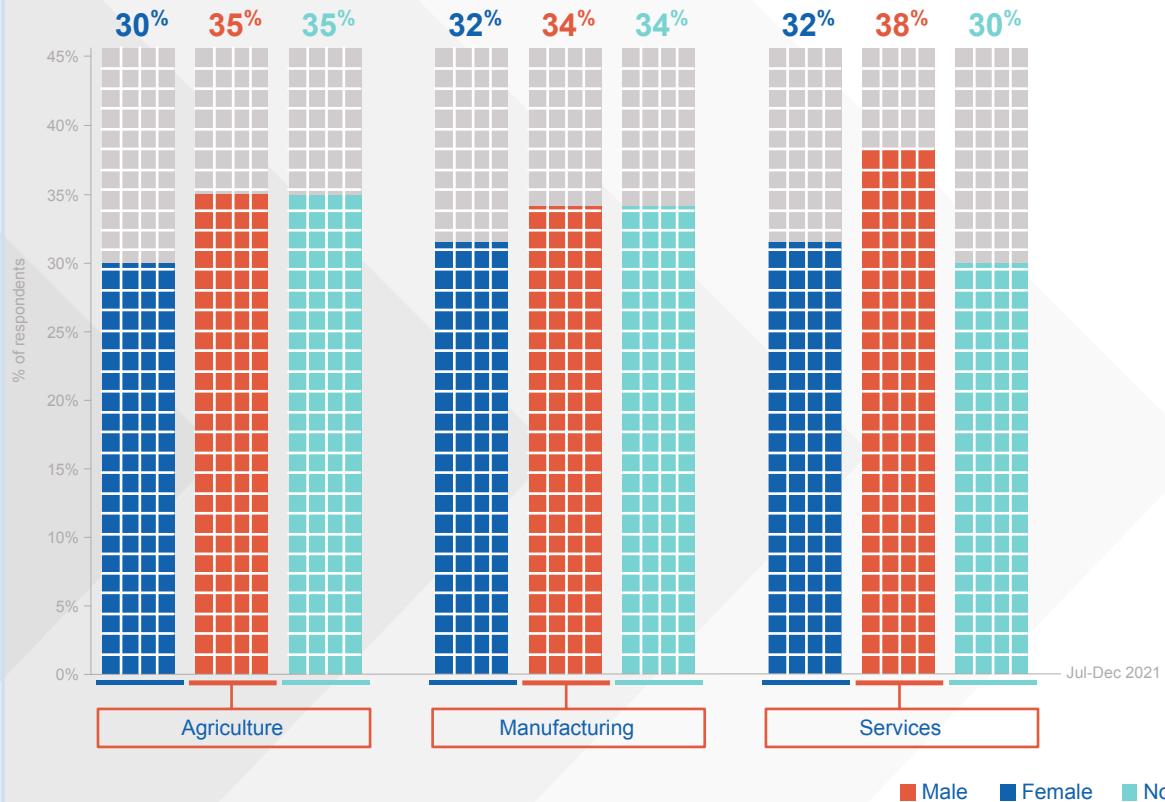
Most employers pay relatively higher stipend (in the **Rs.15,000-20,000** range) in Jul-Dec 2021 when compared to (**Rs10,000-Rs 15,000**) range in Jul-Dec 2020.

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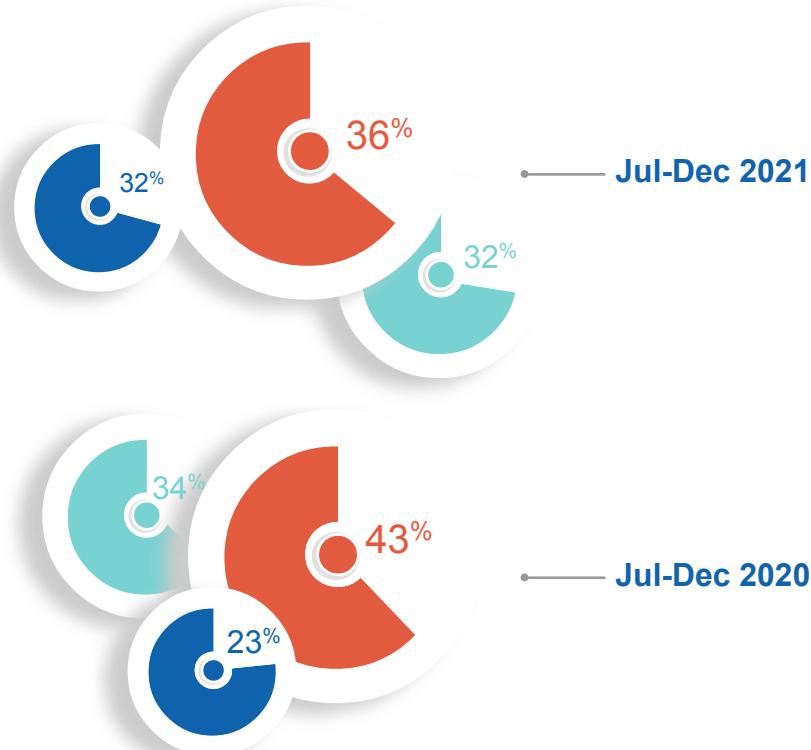
# Gender Preference in Apprentice Hiring

Overall and by Industry (Y-O-Y Comparison)

Gender Preference- Industry wise



Gender Preference (Y-O-Y Comparison)

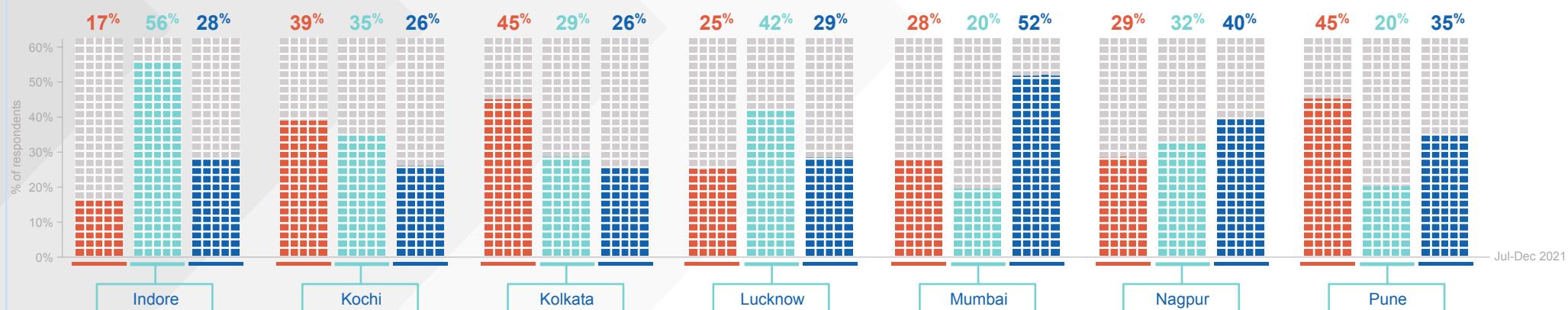
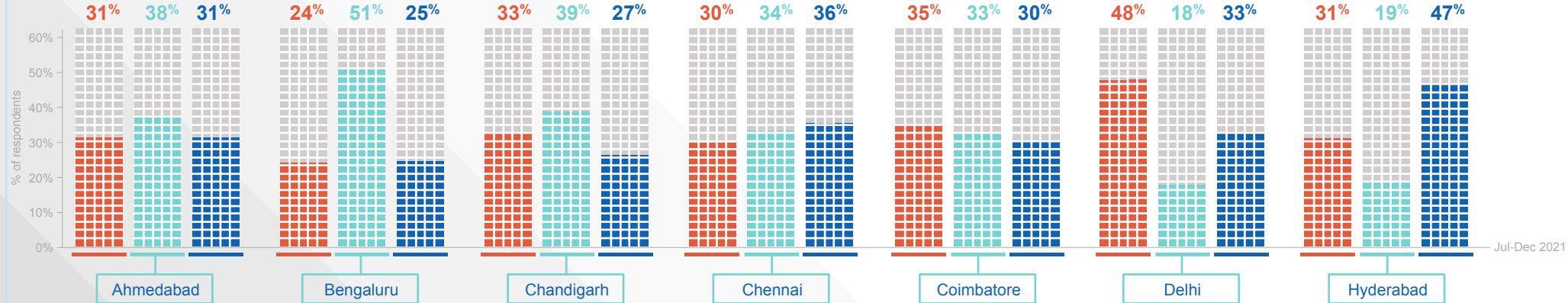


Overall, the male-female preference gap has narrowed significantly this half year compared to the previous. Employers have expressed higher preference for male candidates (36%) than for female candidates (32%) in Jul-Dec2021. Whereas in Jul-Dec2020, (43%) employers preferred male over female candidates (23%). Across the three industries, male candidates are preferred by marginally higher proportions of employers compared to female candidates.

# Gender Preference in Apprentice Hiring

Across cities - Overall

## Gender Preference- City wise



“ Male candidates are preferred in cities like Indore (56%), Bengaluru (51%), Lucknow (42%). Delhi (48%) , Pune (45%) and Kolkata(45%) are more female centric. However Mumbai (52%) and Hyderabad (47%) emerge as leaders with no gender preference. ”

Female-prefer

Male-prefer

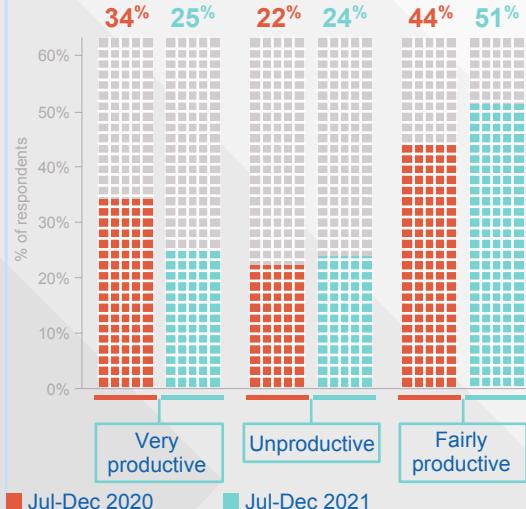
No-such-prefer

Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833| The above computation is based on responses given by 501 respondents who have apprenticeship program implemented in their organization.

# Employer Perception of Apprentice Productivity

## Y-O-Y Comparison

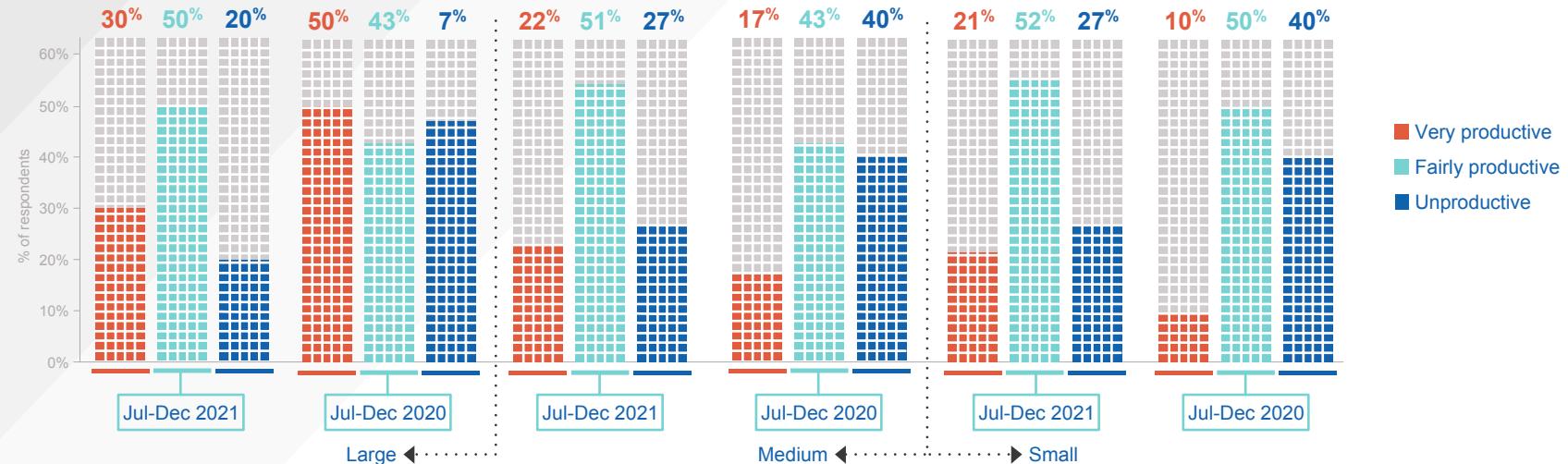
### Apprentices-Productivity



Employee perception of Apprentice productivity (“fairly productive”) has increased by 7% from 44% in Jul-Dec 2020 to 51% in Jul –Dec 2021. While majority of large businesses (50%) perceive their apprentices to be “fairly productive” in the year Jul-Dec 2021, 50% of the employers perceived apprentices to be “very productive” during Jul- Dec 2020. Most of the medium (51%) and small (52%) businesses consider their apprentices to be only “fairly productive”.

33

### Apprentices Productivity Bus-size wise

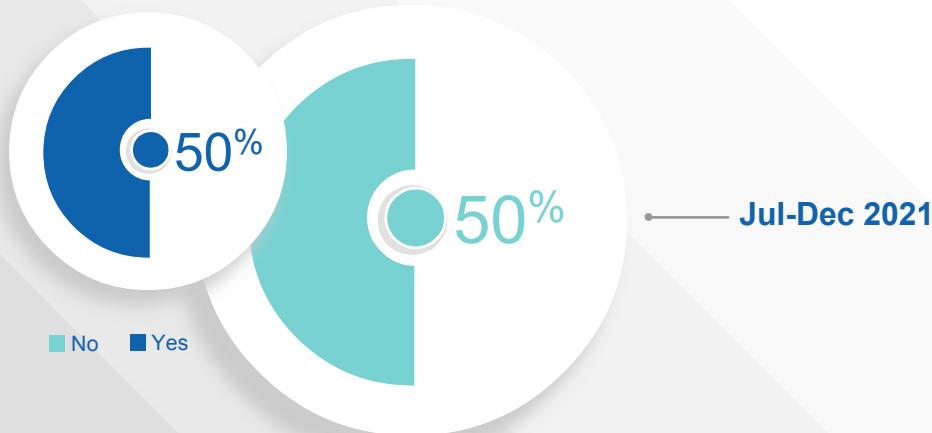


Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833| The above computation is based on responses given by 501 respondents who have apprenticeship program implemented in their organization.

## Challenges in hiring apprentices HY Jul 2021-Dec 2021

### Y-O-Y Comparison

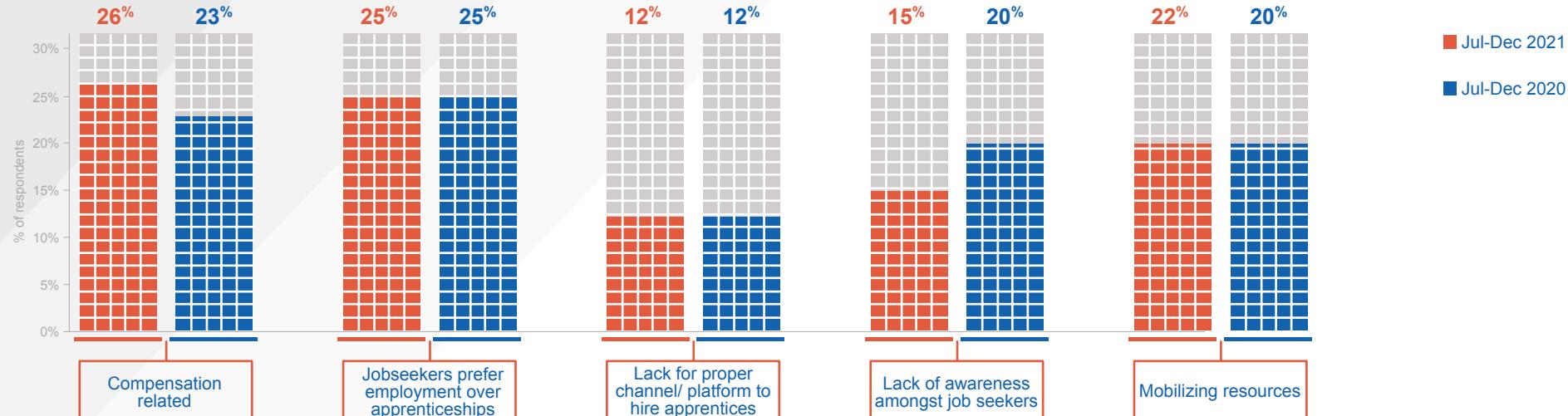
Was the hiring process convenient?



50% of the employers have responded hiring process to be convenient and 50% find it not convenient. “compensation related ” is the topmost hiring challenge (26%) in Jul-Dec 2021 whereas “jobseeker prefer employment over apprenticeship” was the topmost hiring challenge (25%) in Jul-Dec 2020.

34

### Challenges in hiring apprentices



Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833| The above computation is based on responses given by 501 respondents who have apprenticeship program implemented in their organization.



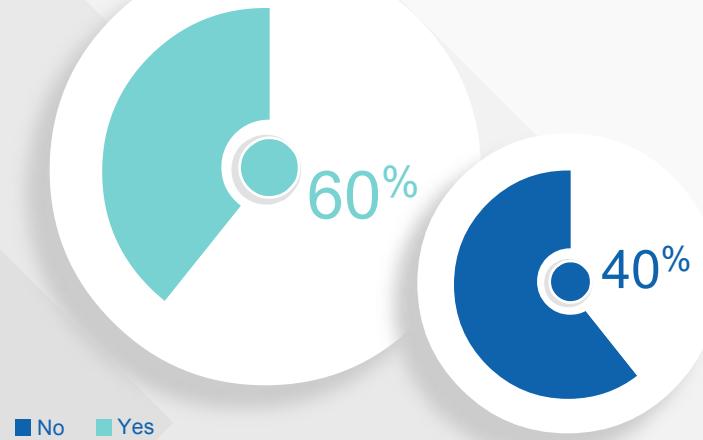
## Current Scenario of Apprenticeship Program in India



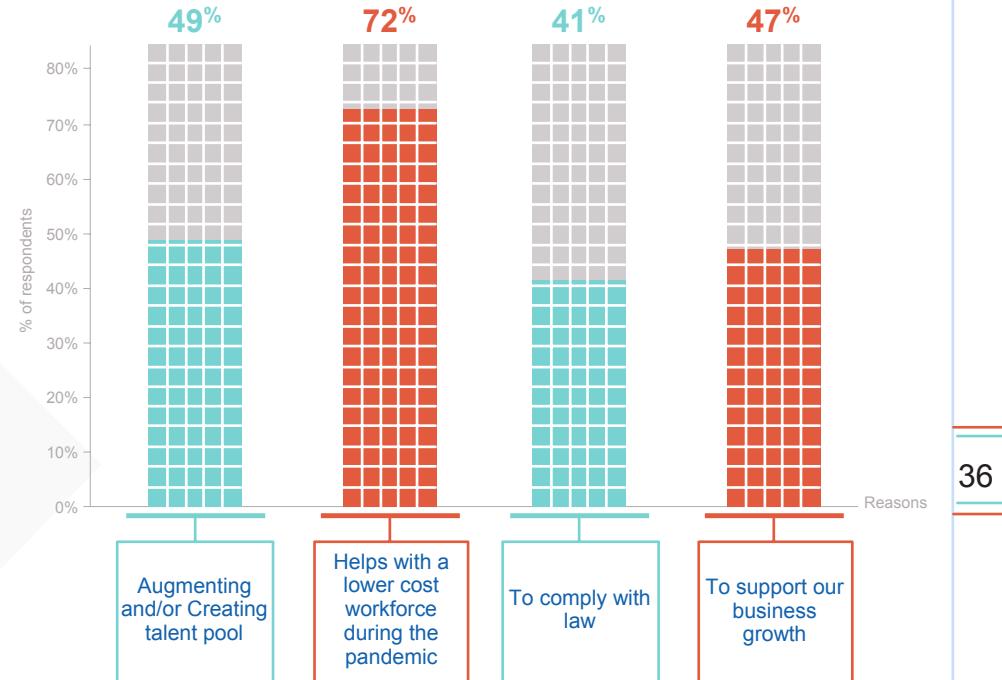
# Apprentice Engagement

## Implementation of apprenticeship programs by employers

Engaging apprentices?



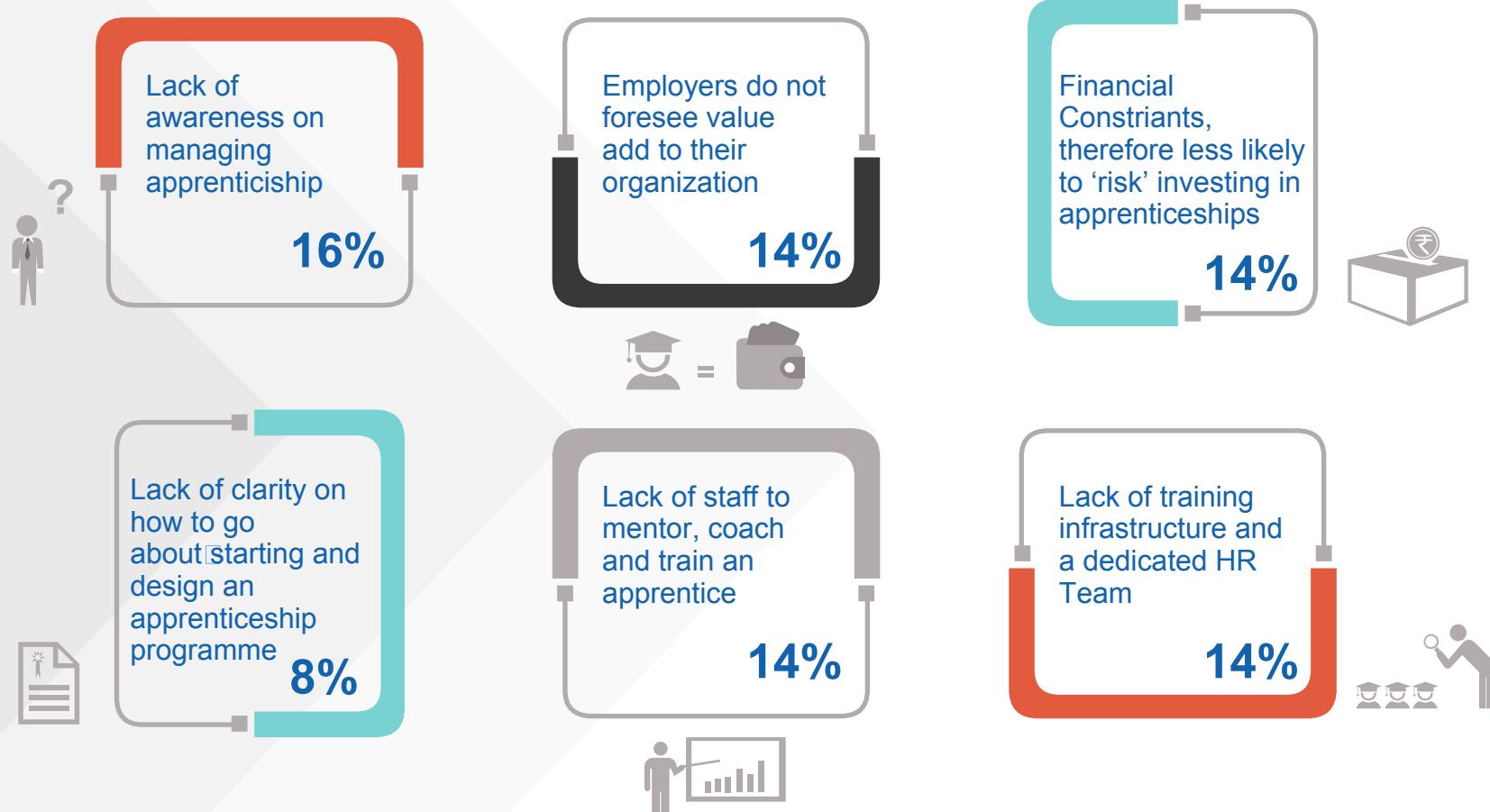
Reasons for engaging apprentices



**“**  
► 60% of employers will engage apprentices in organization whereas 40% of employers do not intend to engage apprentices in currentHY.  
► The topmost reason for engaging apprentices is that the apprenticeship mode helps make the workforce cost efficient during the pandemic (72%)  
**”**

## Why Companies are reluctant to hire apprentices?

By Category (Y-O-Y Comparison)



**“**  
Top reasons discouraging employers from hiring apprentices are lack of awareness about managing apprenticeship (16%), and no clear visibility of value addition to the organization through apprenticeship program (14%),, financial constraints faced by employers (14%)  
**”**



# **Apprenticeship Opportunities & Participating Establishments**

a secondary data analysis of trends  
between Aug-Dec, 2020 and Jan-May, 2021



## Apprenticeship Opportunities Created

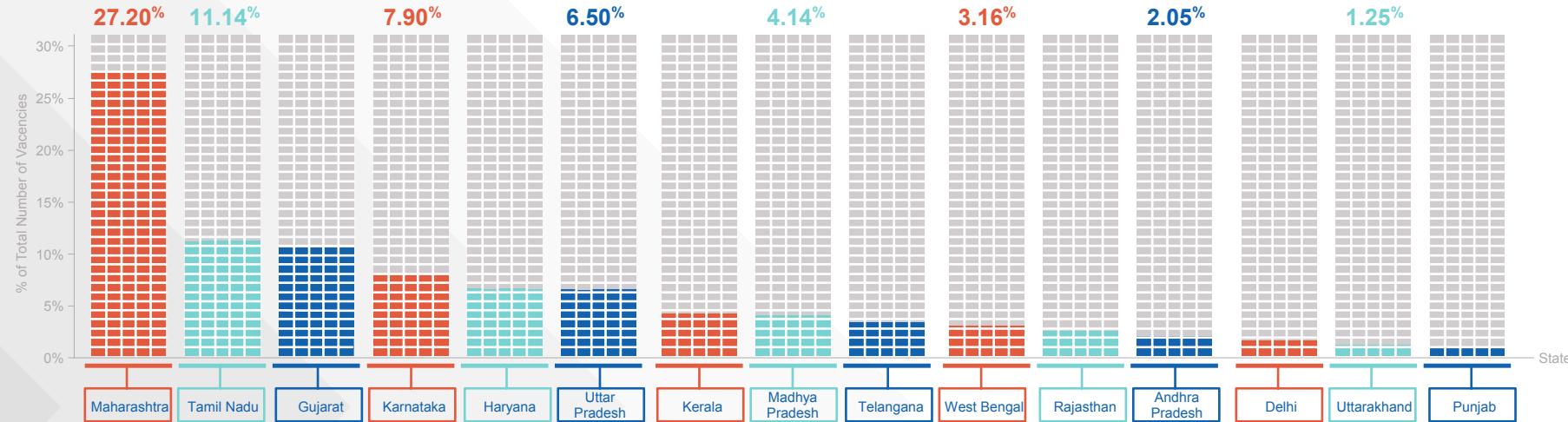


“ The quantum of apprenticeship opportunities (number of vacancies) created from August 2020 – when the initial phase of the pandemic gradually gave way to cautious optimism – ranged between **34,000** and **37,000** per month notwithstanding the substantial dip November 2020 saw. However, April and May witnessed a sharp drop in the opportunities created as a fallout of the second wave. ”

Source: Skills for Employment, 2018, International Labor Office

# Apprenticeship Opportunities Created

Aug-Dec 2020: Total apprentices opportunities-177878



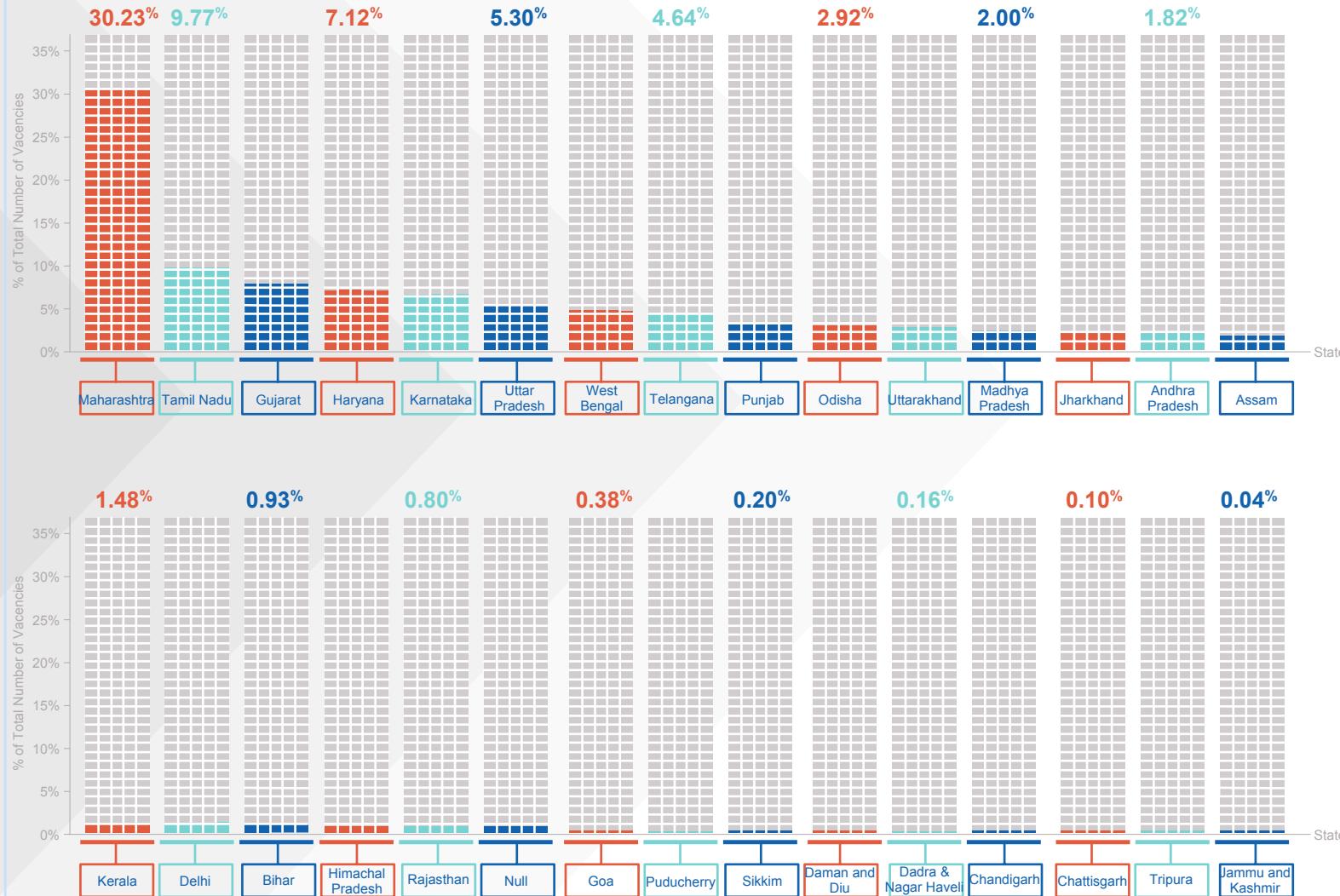
40



Source: Skills for Employment, 2018, International Labor Office

## Apprenticeship Opportunities Created

Jan-May 2021: Total apprentices opportunities-137365

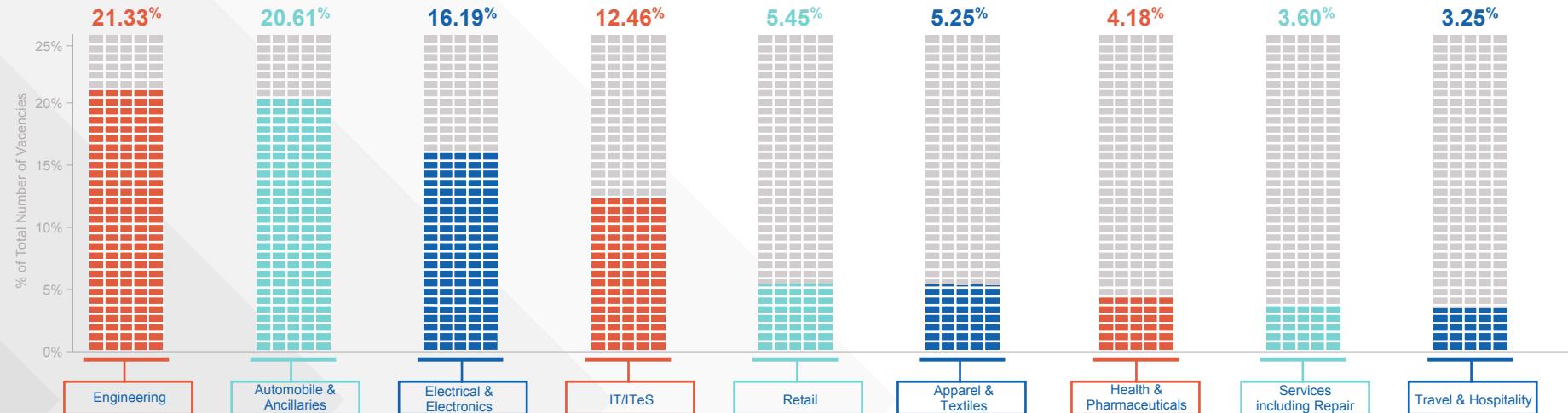


“While the apprenticeship opportunities created dipped from Aug-Dec 2020 to Jan-May 2021, the ranking of the three top states remained intact. And the share of opportunities for Maharashtra went up drastically even as the share of almost every other state declined, however marginally.

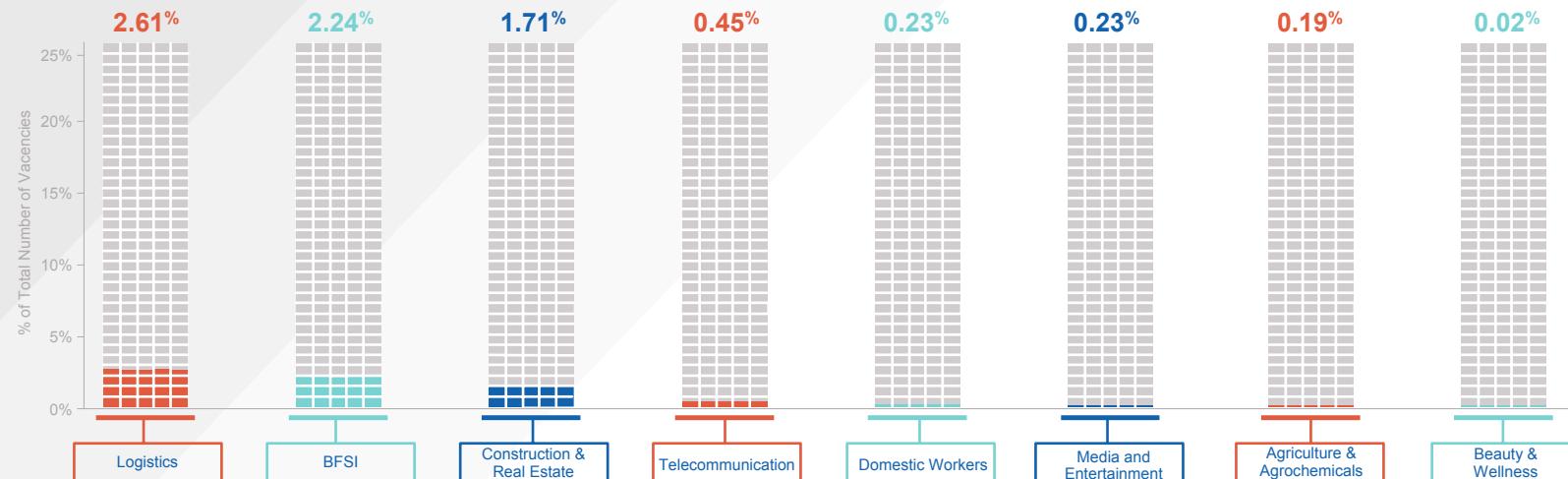
The rankings for states below the top three went through a fair degree of upheaval as well.

# Apprenticeship Opportunities Created

Aug-Dec2020: Total apprentices opportunities-177878



42



Source: Skills for Employment, 2018, International Labor Office

Apprenticeship Outlook Report

## Apprenticeship Opportunities Created

Jan-May 2021: Total apprentices opportunities-137365



43

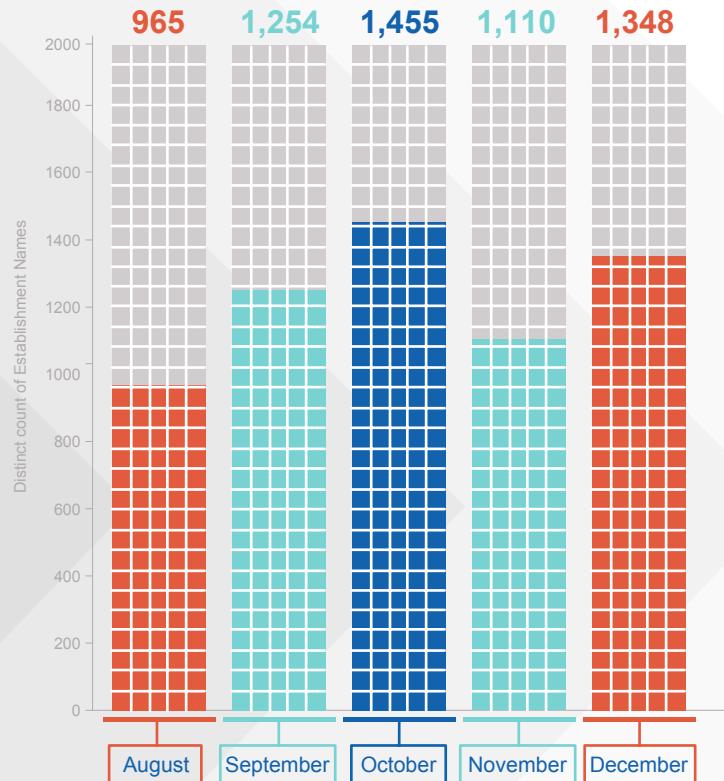


“ The trends were similar in the case of sectors – while Engineering continued to top the rankings and also appreciably expanded its share of apprenticeship opportunities, and Electrical & Electronics replaced Automobile & Ancillaries at the second spot with a marginal increase in its share of opportunities, the rankings of most other sectors varied substantially between the two time periods in consideration. ”

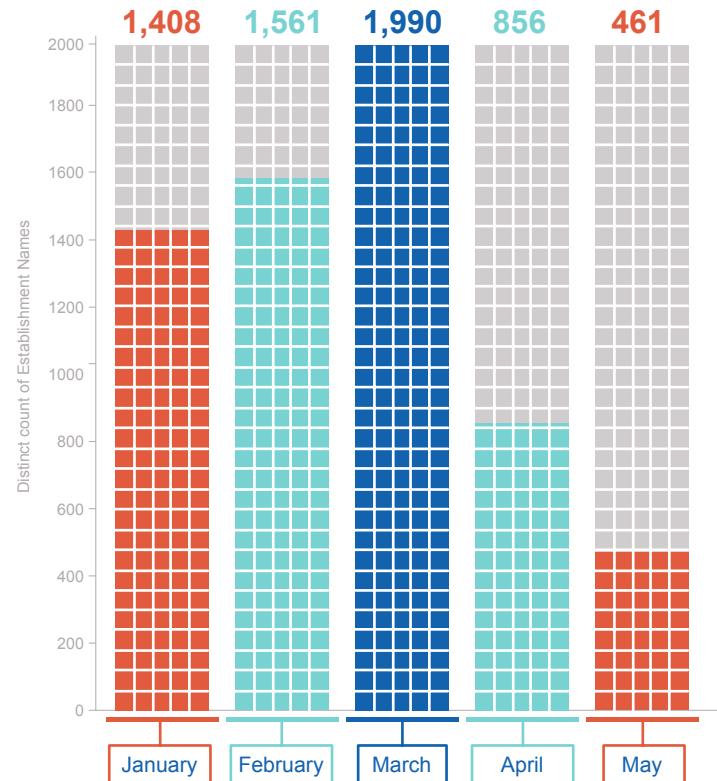
Source: Skills for Employment, 2018, International Labor Office

## Participating Establishments

Aug-Dec2020: Total distinct establishments: 5,132



Jan-May 2021: Total distinct establishments: 5,355



On the flip-side, a significantly higher proportion of establishments (**4.3% growth**) created apprenticeship opportunities in Jan-May 2021, when compared to Aug-Dec 2020.

But for the second wave related decline during April and May 2021, the number of participating establishments had risen appreciably up until March 2021.

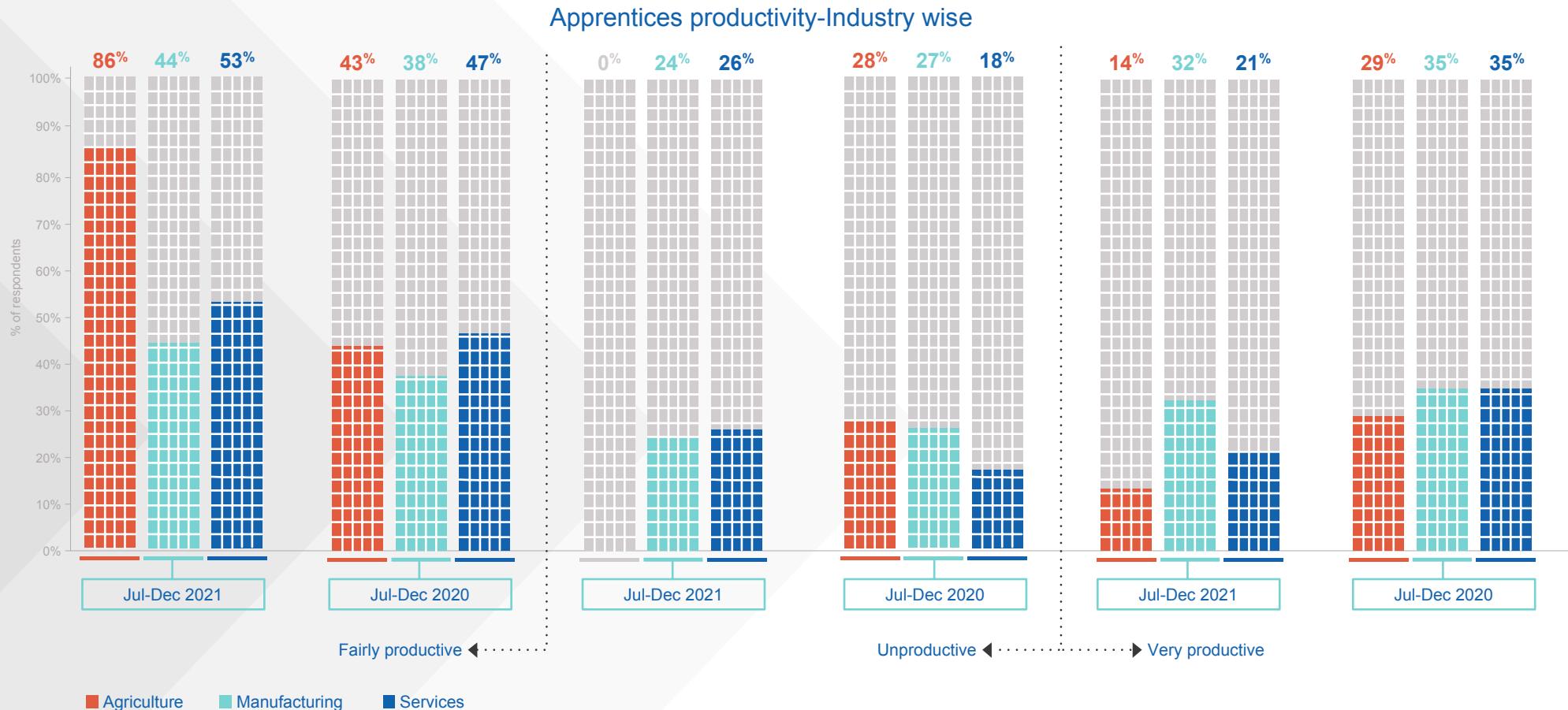
So, even while the quantum of vacancies created declined, the silver lining was that a significantly higher number of establishments stopped fighting shy of the pandemic and started hiring apprentices.

## Annexure

Trends  
Research Methodology  
Sample Design  
Bibliography



# Employer Perception of Apprentice Productivity- Industry Wise



“ 86% of employers from the Agriculture industry find apprentices to be more productive. It is a huge jump from 43% in Jul-Dec 2020. 32% of employers from manufacturing sector find apprentices very productive. ”

## TRENDS

TA	Trade Apprentices
GA	Graduate Apprentices
OA	Optional Apprentices
TCA	Technician apprentices
OT	Optional Trade

## NAO TOP 3 CATEGORIES

### NAO TOP 3 SECTORS

### NAO TOP 3 CITIES

47

## NAO ALL INDIA



Engg	Engineering
Auto	Automobile & Ancillaries
A&A	Agriculture & Agrochemicals
H&P	Healthcare & Pharmaceuticals
Ecom	Ecommerce
C&RE	Construction & Real Estate

LKO	Lucknow
AMD	Ahmedabad
CHNN	Chennai
DEL	Delhi
BLR	Bengaluru
CH	Chandigarh
HYD	Hyderabad
MUB	Mumbai

## Research Methodology

### Sample Design

Random stratified sampling technique was used to identify respondents for the survey. Respondent Selection

Target respondents for the study were HR Managers, HR head, Business owners or directors (for small companies).

### Data Collection

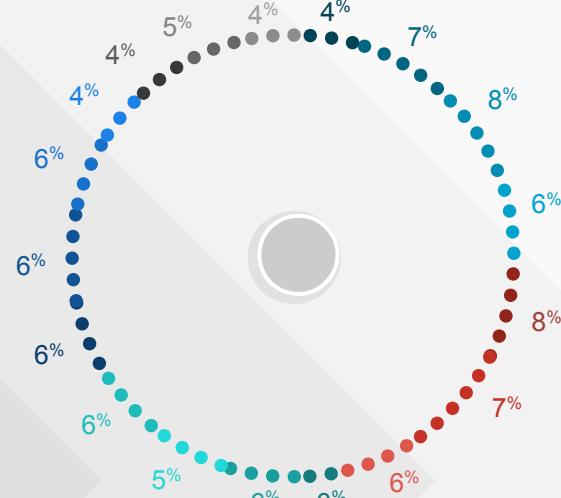
The survey instrument was then administered to the target respondents using the valuvox® mobile survey application. Please refer the following section named 'Sample Distribution' for details on city and business size-wise breakup of the sample.

### Data Analysis

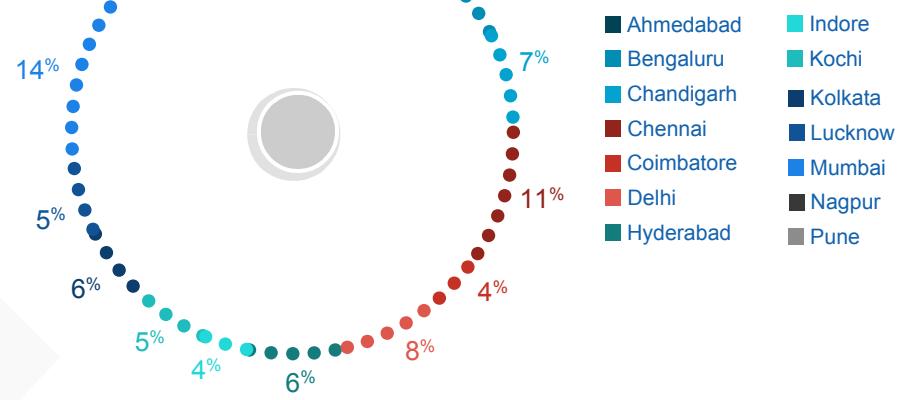
Data Analysed using statistical methods and techniques. The Major tools used are MS Excel and Python.

## Sample Design

Respondents who have apprenticeship program – by sector

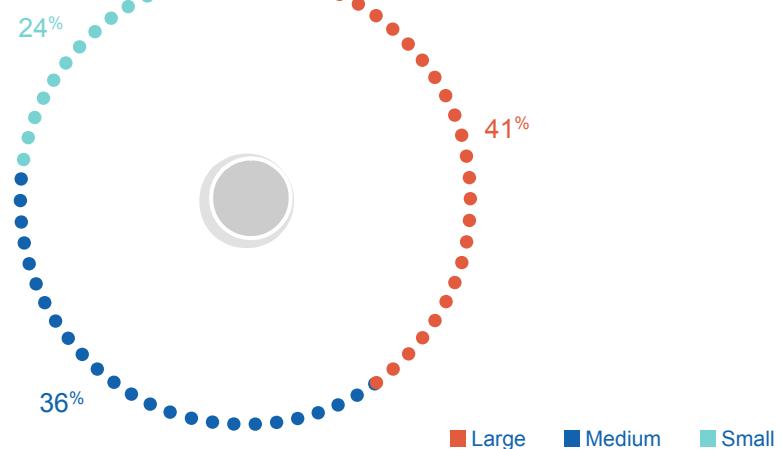


Respondents who have apprenticeship program – by City



49

Respondents who have apprenticeship program – by Business Size



## Sample Design

### Respondents Sector & City

Sector & City	Agriculture & Agro-chemicals	Apparel & Textiles	Automobile & Ancillaries	Beauty & Wellness	BFSI	Construction & Real Estate	eCommerce	Education	Electrical & Electronics	FMCG & D	Health & Pharmaceuticals	IT / ITeS	Logistics	Manufacturing	Media & Entertainment	Retail	Telecommunication	Travel & Hospitality
Ahmedabad	1	2	3	2	2	3	1	2	2	2	3	2	2	2	1	2	1	2
Bangalore	2	2	4	2	4	2	3	2	1	2	3	6	3	2	3	4	3	2
Chandigarh	1	2	3	1	1	1	1	1	3	3	1	3	2	2	2	3	1	2
Chennai	2	1	2	2	2	4	2	2	2	3	2	4	1	3	2	4	1	3
Coimbatore	1	2	1	2	1	2	1	2	2	2	1	2	1	1	1	2	1	2
Delhi	3	2	2	1	2	3	2	2	2	2	4	4	5	2	2	2	2	2
Hyderabad	1	2	2	2	3	1	2	2	3	2	2	2	1	2	3	3	4	1
Indore	2	1	1	2	3	1	2	2	1	2	1	2	1	2	1	1	1	1
Kochi	1	1	2	2	2	1	1	1	1	2	2	2	3	3	1	3	1	1
Kolkata	1	1	2	2	2	2	3	1	1	2	1	3	2	2	2	3	4	2
Lucknow	1	2	1	2	3	1	2	2	2	1	1	2	1	1	1	2	1	2
Mumbai	1	2	2	2	3	1	2	2	4	3	3	5	3	2	4	3	3	1
Nagpur	2	1	2	2	2	1	1	2	2	2	1	2	1	2	1	3	1	2
Pune	1	3	3	1	1	4	2	2	2	2	2	3	1	2	2	1	2	1

50

## Sample Design

### Respondents by City & Business size

City / Business size	Large	Medium	Small
Ahmedabad	7	14	20
Bangalore	11	17	22
Chandigarh	6	11	15
Chennai	10	12	20
Coimbatore	5	14	15
Delhi	11	19	16
Hyderabad	7	10	13
Indore	6	6	14
Kochi	5	8	12
Kolkata	10	14	17
Lucknow	4	10	14
Mumbai	10	13	20
Nagpur	4	9	13
Pune	6	12	19

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