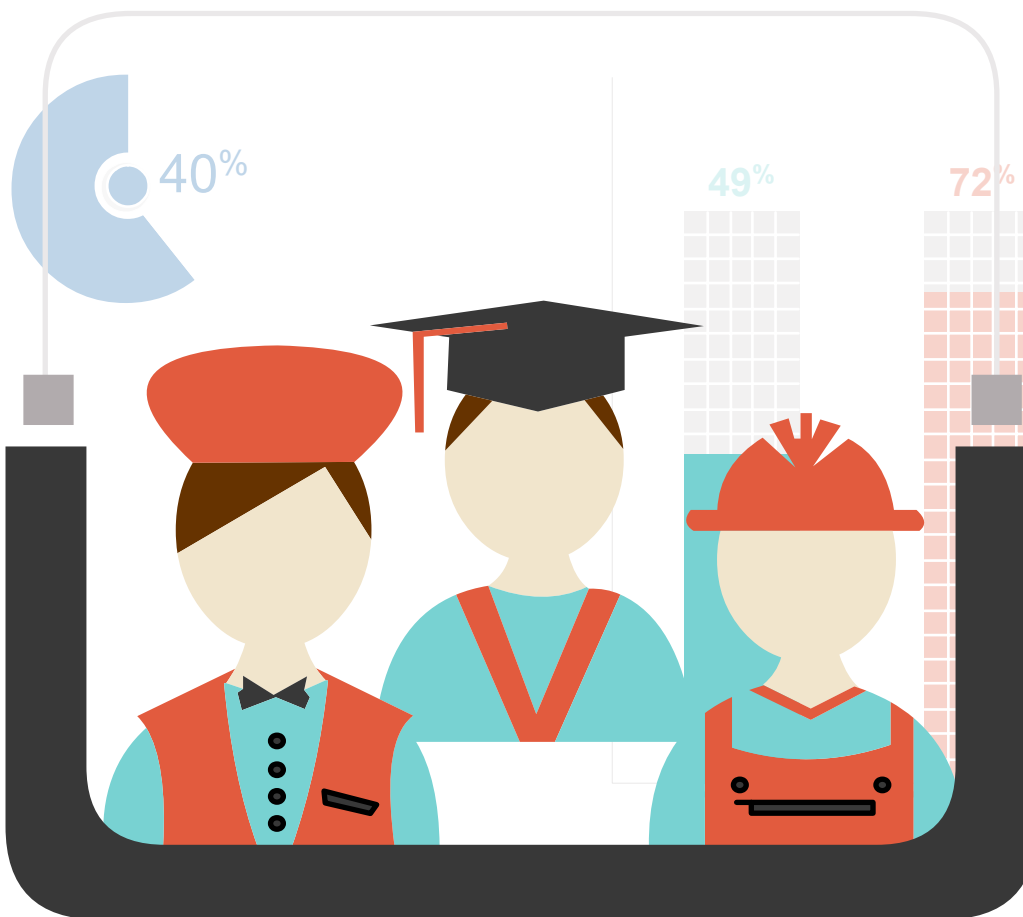
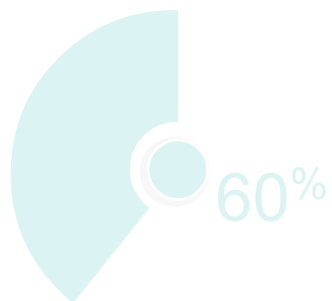


Apprenticeship Outlook Report



Forecast
for CY :
Jul 2021 –
Dec 2021

41% 47%

6-month
forecasts for
apprentice hiring
based on
employer
sentiment

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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

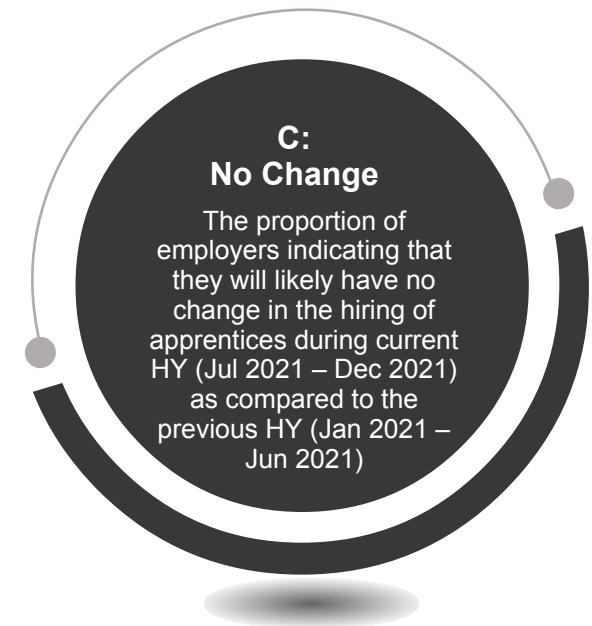
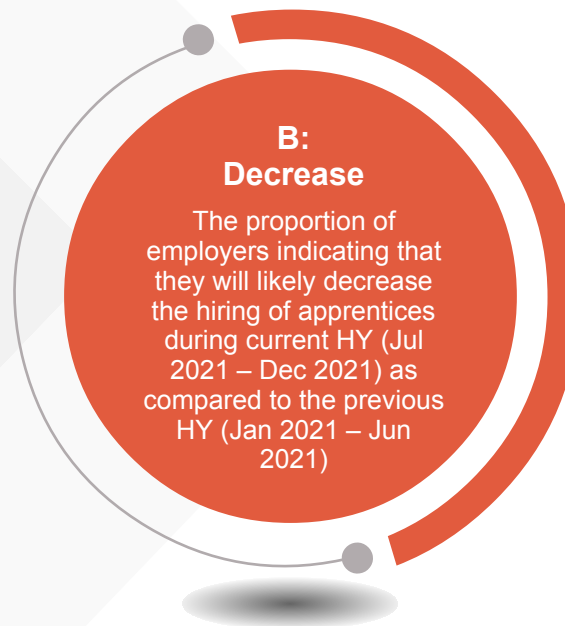
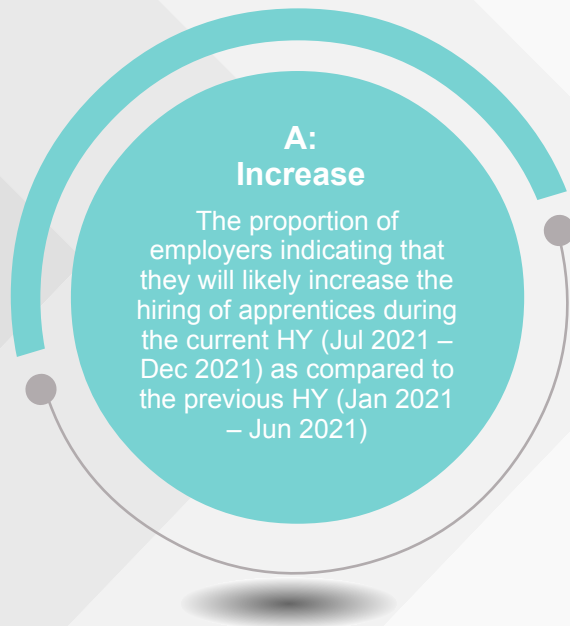
Agriculture

- Agriculture & Agrochemicals

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%**

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%**).

More Findings

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)

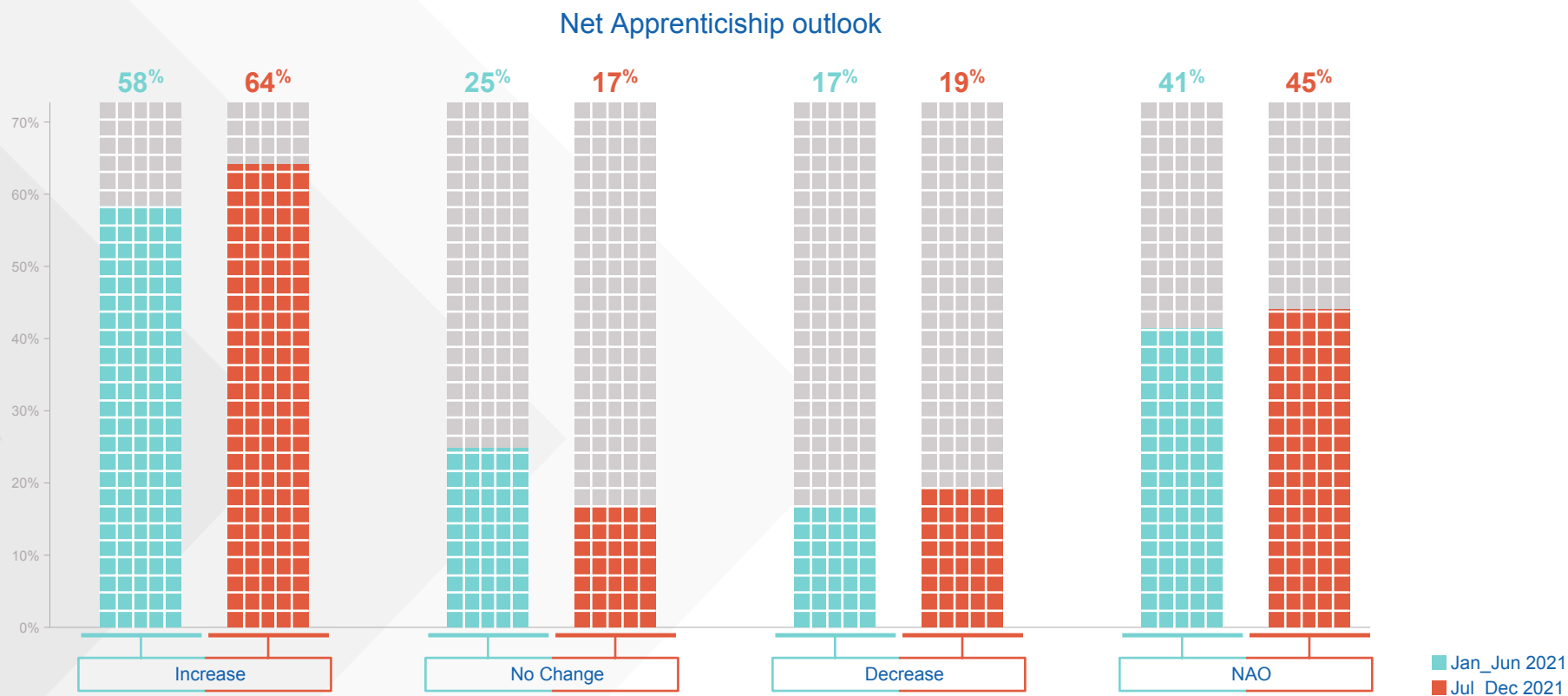
Employers Hiring Sentiment

(Jul 2021– Dec 2021)



Net Apprenticeship Outlook (NAO)

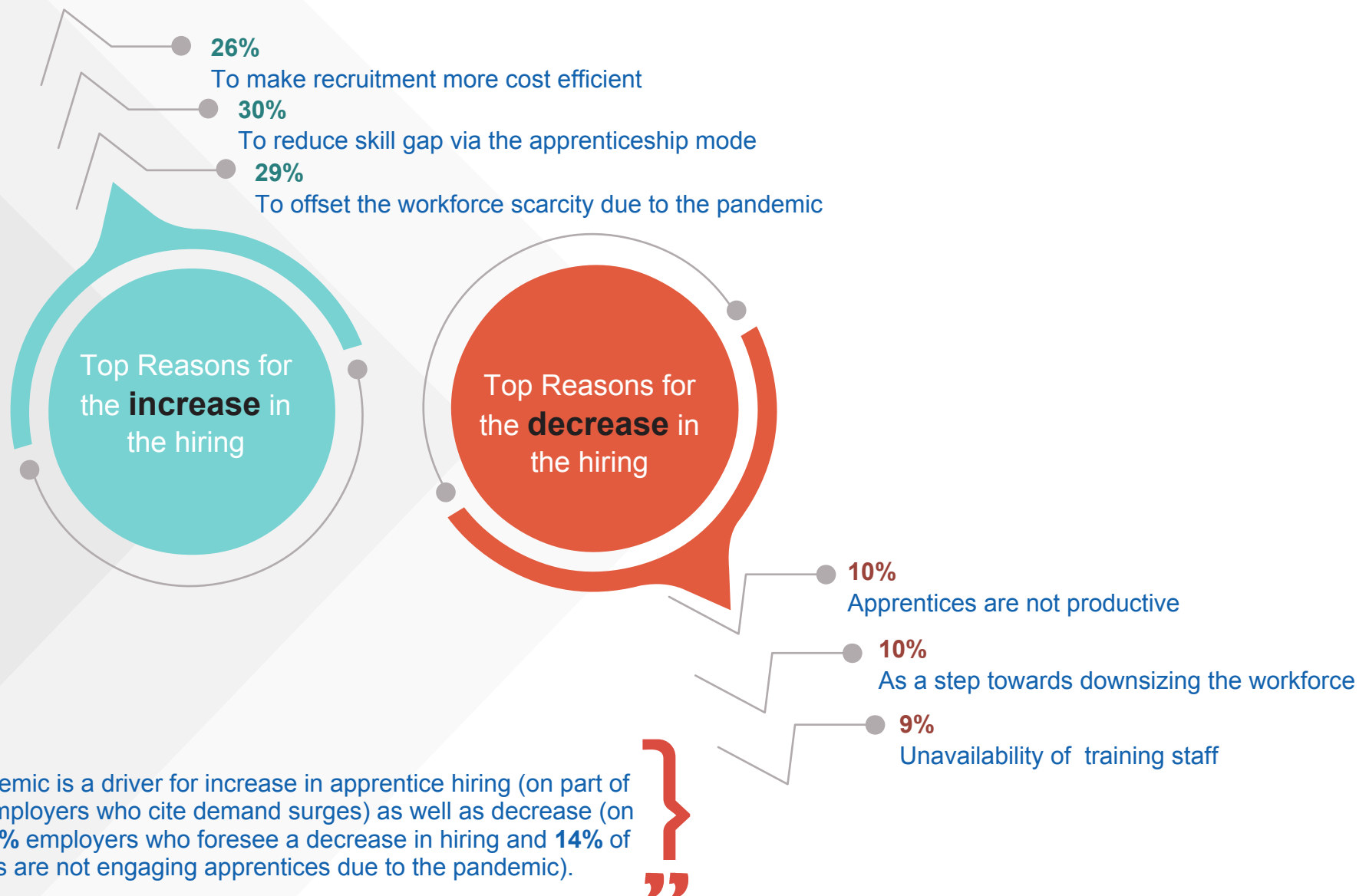
Overview [forecast for HY : Jul2021- Dec 2021]



“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.”

Net Apprenticeship Outlook (NAO)

Reasons for the increase and decrease in the hiring during Jul 2021 – 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, 2021: 21%
Jan-Jun, 2021: 14%

Electricals & Electronics

Jul-Dec, 2021: 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

TOP Apprentice Categories

Trade Apprentice

Jul-Dec,2021: 54%

Jan-Jun,2021: 55%

Optional Trade

Jul-Dec,2021: 49%

Jan-Jun,2021: 43%

Technician Apprentices

Jul-Dec,2021: 44%

Jan-Jun,2021: 43%



Designated Trades

Jul-Dec,2021: 36%

Jan-Jun,2021: 16%

Graduate Apprentices

Jul-Dec,2021: 36%

Jan-Jun,2021: 17%

BOTTOM Apprentice Categories

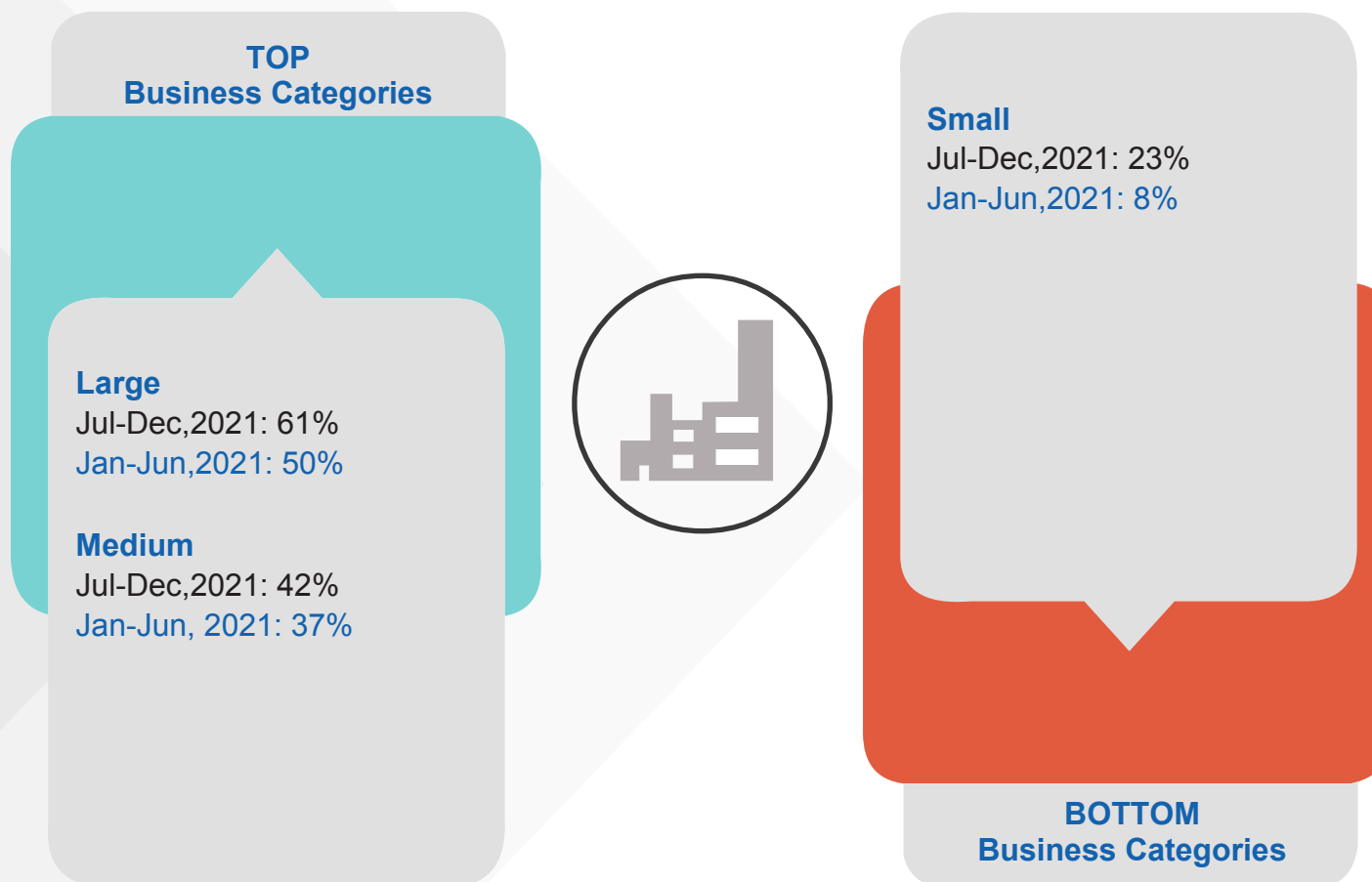


Designated trades though appears at the bottom for the current HY, witnessing an NAO growth of **10%** from the previous HY (Jan-June2021).



Net Apprenticeship Outlook (NAO)

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



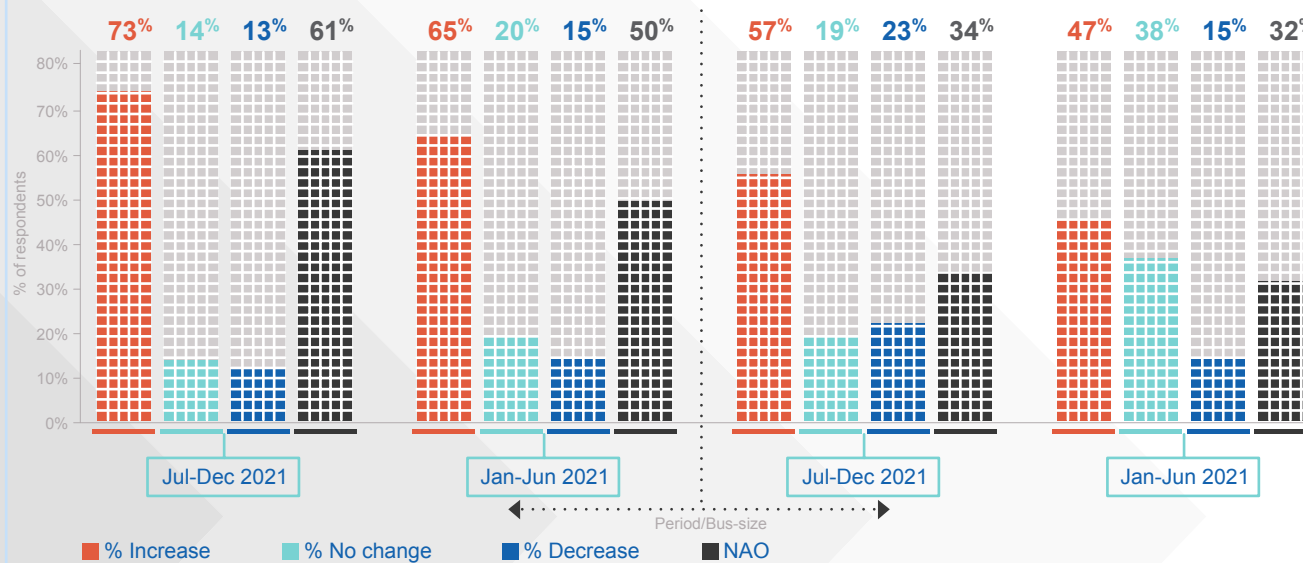
“ The Net Apprenticeship Outlook sees appreciable increase across Small, Medium and Large businesses for the Jul– Dec 2021 HY as compared to the previous HY. Small businesses, among business categories, (15% NAO growth) witnesses the biggest jump in outlook from the previous HY (Jan-Jun 2021). ”

Source: Valuvov 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)

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

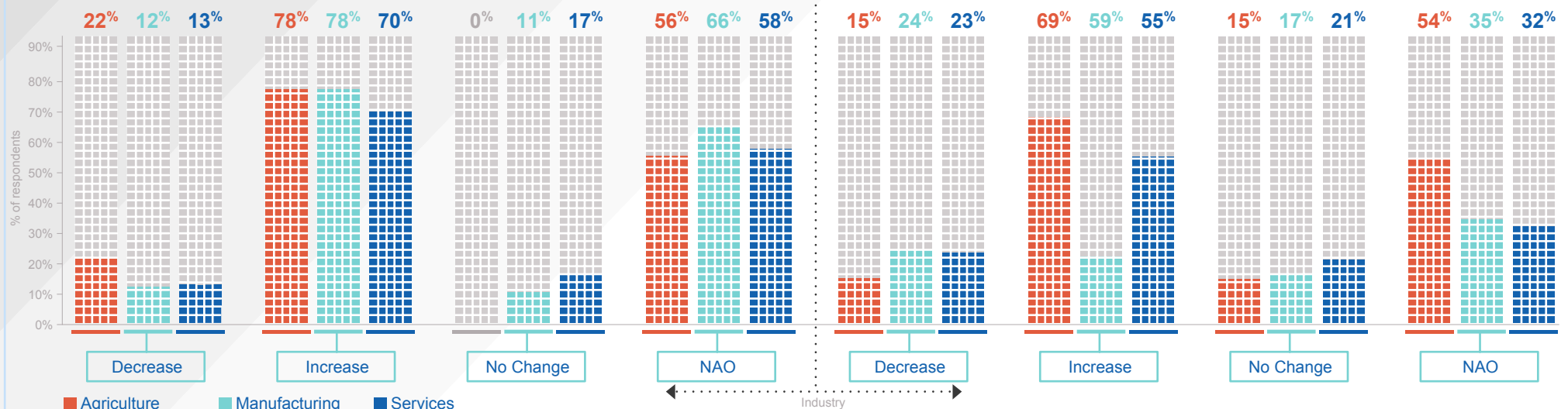


Large businesses witness NAO of **61%** in the current HY, growing **11%** from the previous HY. SMEs witness a growth of **2%** in the current HY (NAO: **34%**) when compared to previous HY (NAO: **32%**). Large businesses in the Manufacturing industry witness the highest NAO (**66%**) while SMEs in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

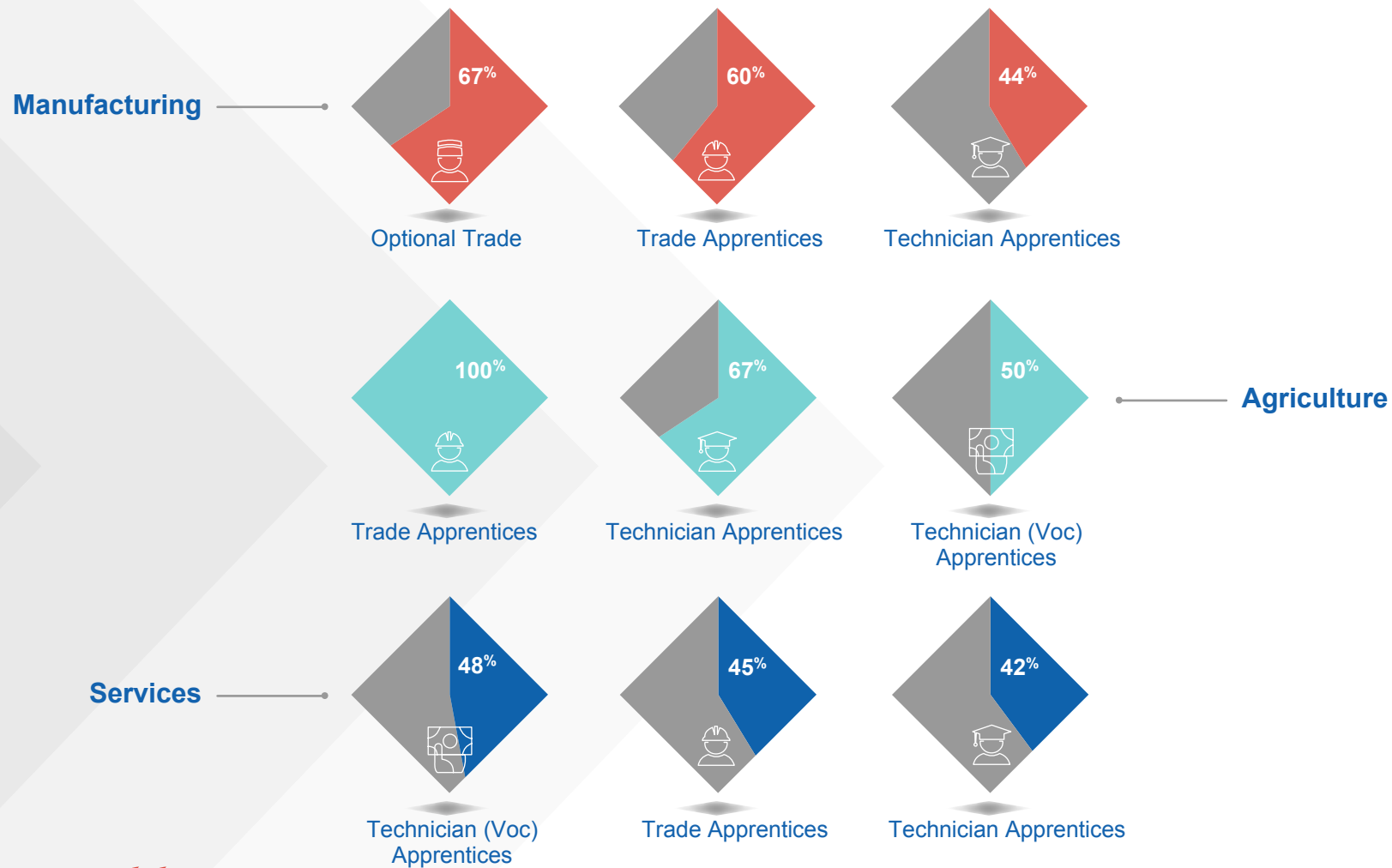
NAO-Large-Vs SME



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 |

“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. ”

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 | 65 |
| | | Jan-Jun, 2021 | 70 | — | 13 | 57 |
|  | Delhi | Jul-Dec, 2021 | 68 | — | 10 | 58 |
| | | Jan-Jun, 2021 | 66 | — | 12 | 54 |
|  | Bengaluru | Jul-Dec, 2021 | 67 | — | 15 | 51 |
| | | Jan-Jun, 2021 | 63 | — | 12 | 51 |
|  | Mumbai | Jul-Dec, 2021 | 59 | — | 25 | 34 |
| | | Jan-Jun, 2021 | 64 | — | 14 | 50 |
|  | Hyderabad | Jul-Dec, 2021 | 56 | — | 31 | 25 |
| | | Jan-Jun, 2021 | 62 | — | 15 | 47 |
|  | Kolkata | Jul-Dec, 2021 | 52 | — | 29 | 23 |
| | | Jan-Jun, 2021 | 49 | — | 13 | 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 | 79 |
| | | Jan-Jun, 2021 | 56 | | 17 | 39 |
|  | Ahmedabad | Jul-Dec, 2021 | 75 | - | 6 | 69 |
| | | Jan-Jun, 2021 | 68 | | 14 | 54 |
|  | Chandigarh | Jul-Dec, 2021 | 64 | | 21 | 42 |
| | | Jan-Jun, 2021 | 63 | | 16 | 47 |
|  | Indore | Jul-Dec, 2021 | 59 | | 25 | 34 |
| | | Jan-Jun, 2021 | 45 | | 15 | 30 |
|  | Kochi | Jul-Dec, 2021 | 61 | | 26 | 35 |
| | | Jan-Jun, 2021 | 48 | | 14 | 34 |
|  | Nagpur | Jul-Dec, 2021 | 50 | | 23 | 28 |
| | | Jan-Jun, 2021 | 48 | | 22 | 26 |
|  | Pune | Jul-Dec, 2021 | 50 | | 23 | 28 |
| | | Jan-Jun, 2021 | 60 | | 20 | 40 |
|  | Coimbatore | Jul-Dec, 2021 | 50 | | 30 | 20 |
| | | Jan-Jun, 2021 | 41 | | 20 | 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 |
|  | Technician (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 |

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.



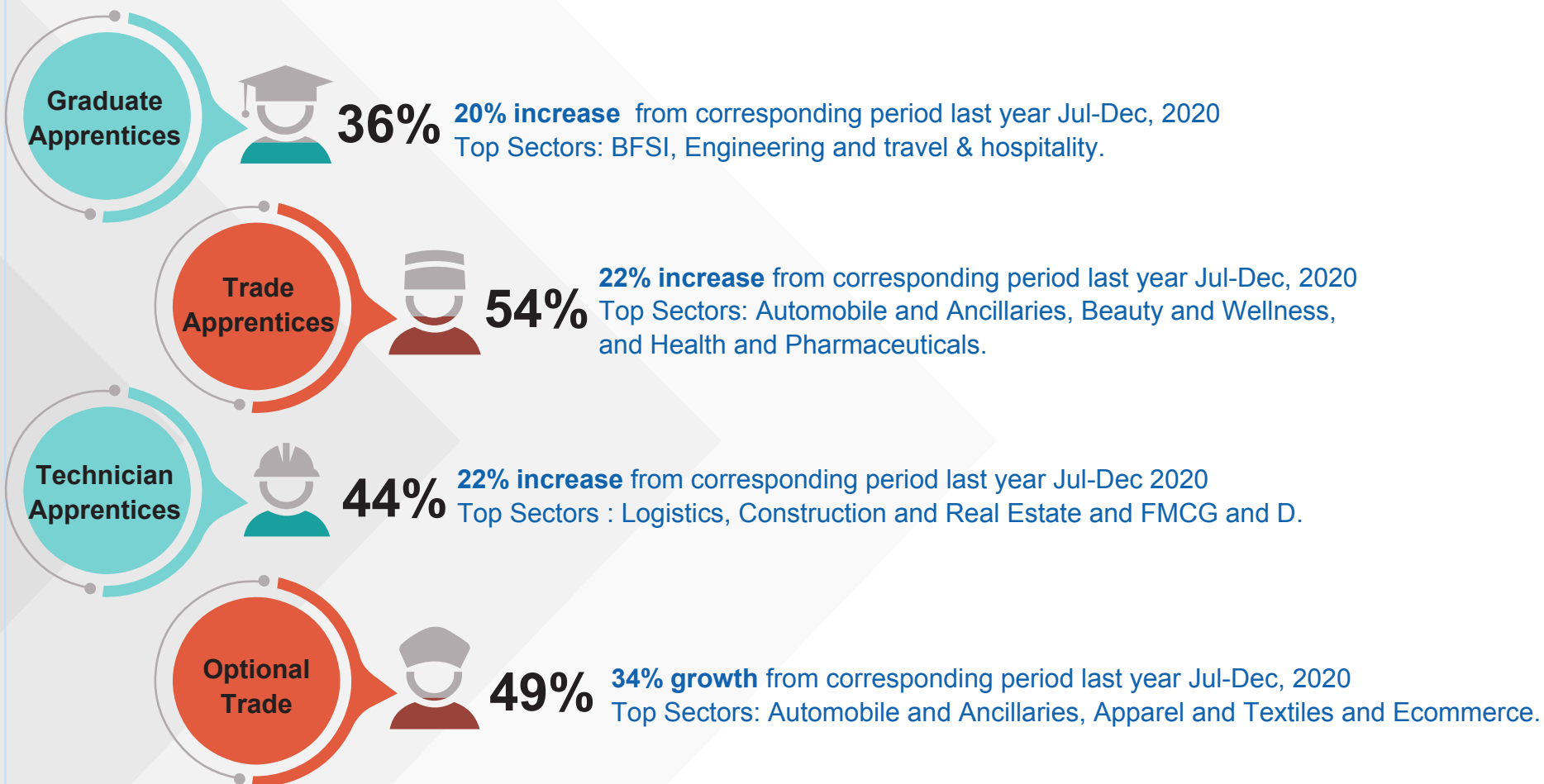
Apprenticeship Outlook - Key areas of hiring

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



The Apprenticeship Outlook

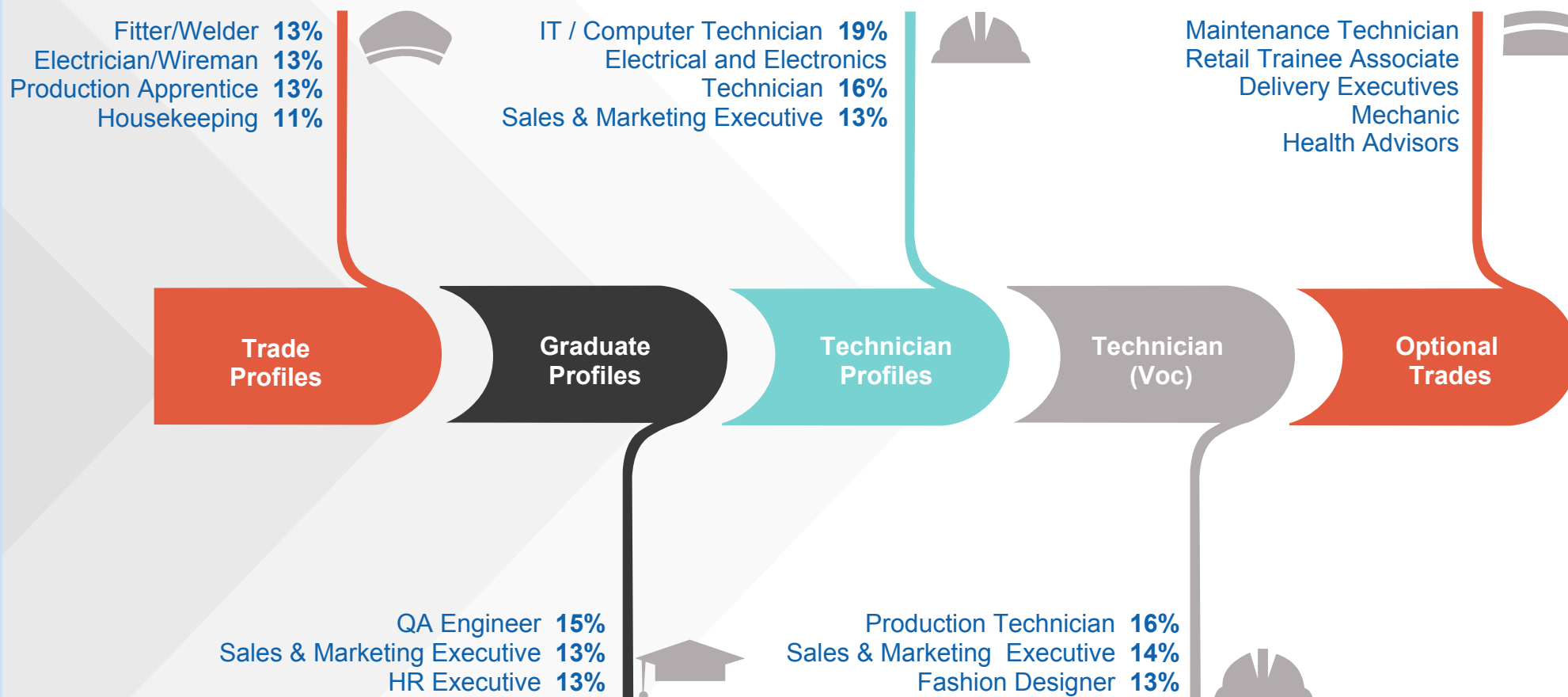
Top Categories [forecast for HY-2: Jul 2021 – Dec 2021] Y-o-Y Comparison



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.

The Apprenticeship Outlook

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

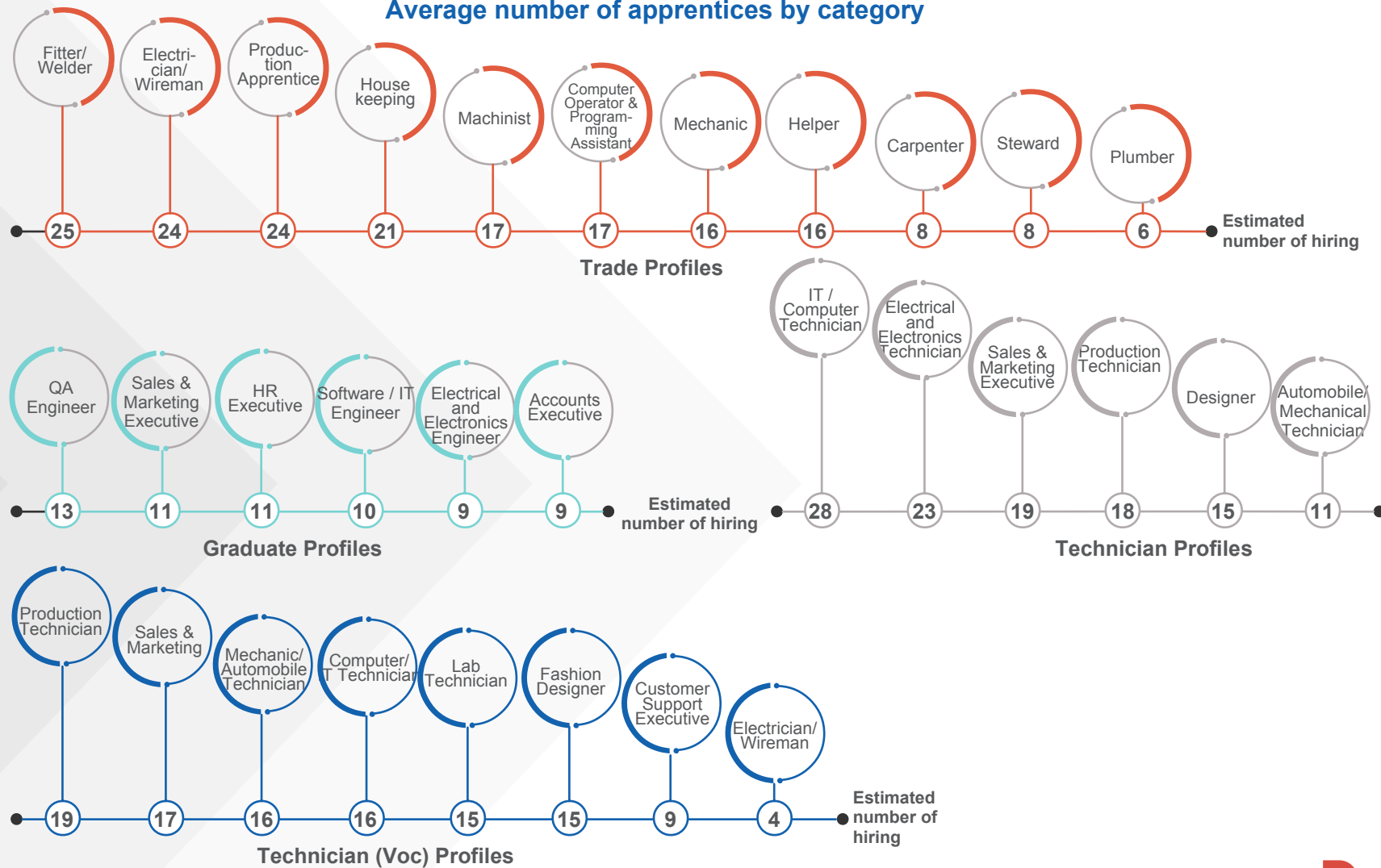


24

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.

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

Average number of apprentices by category

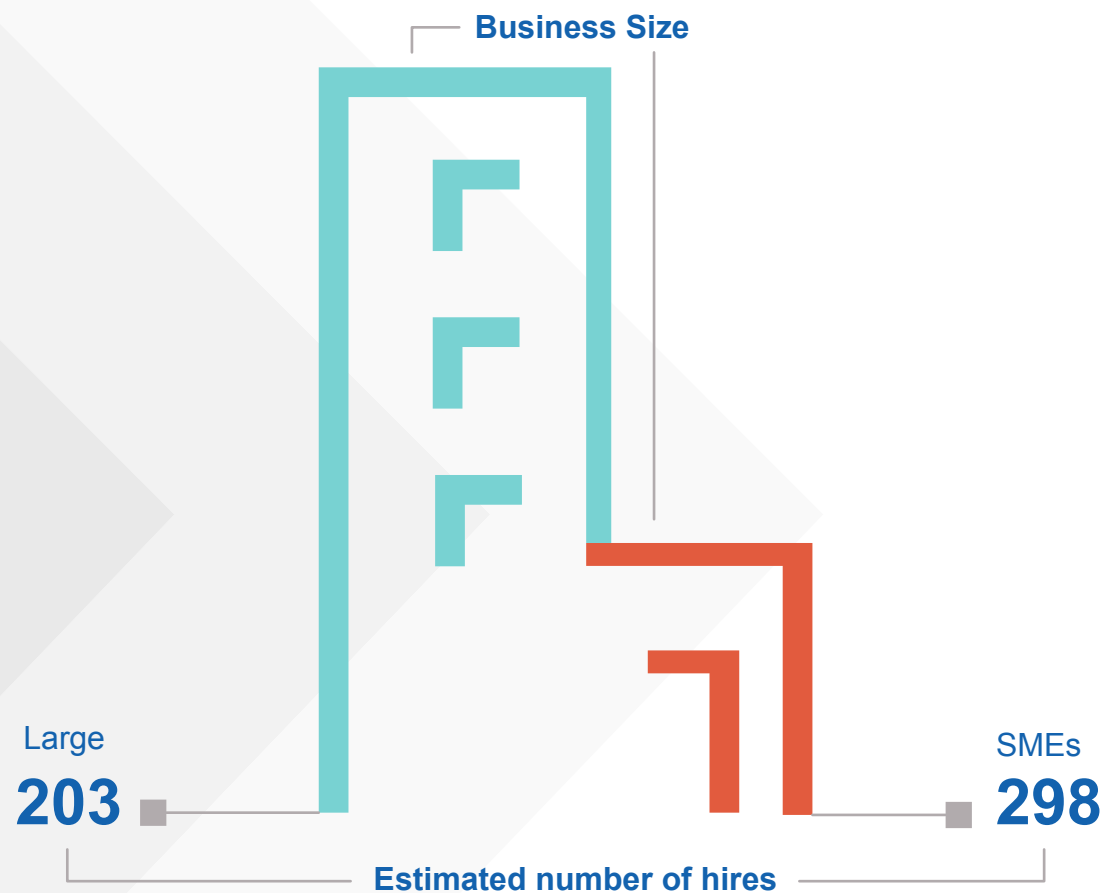


25

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

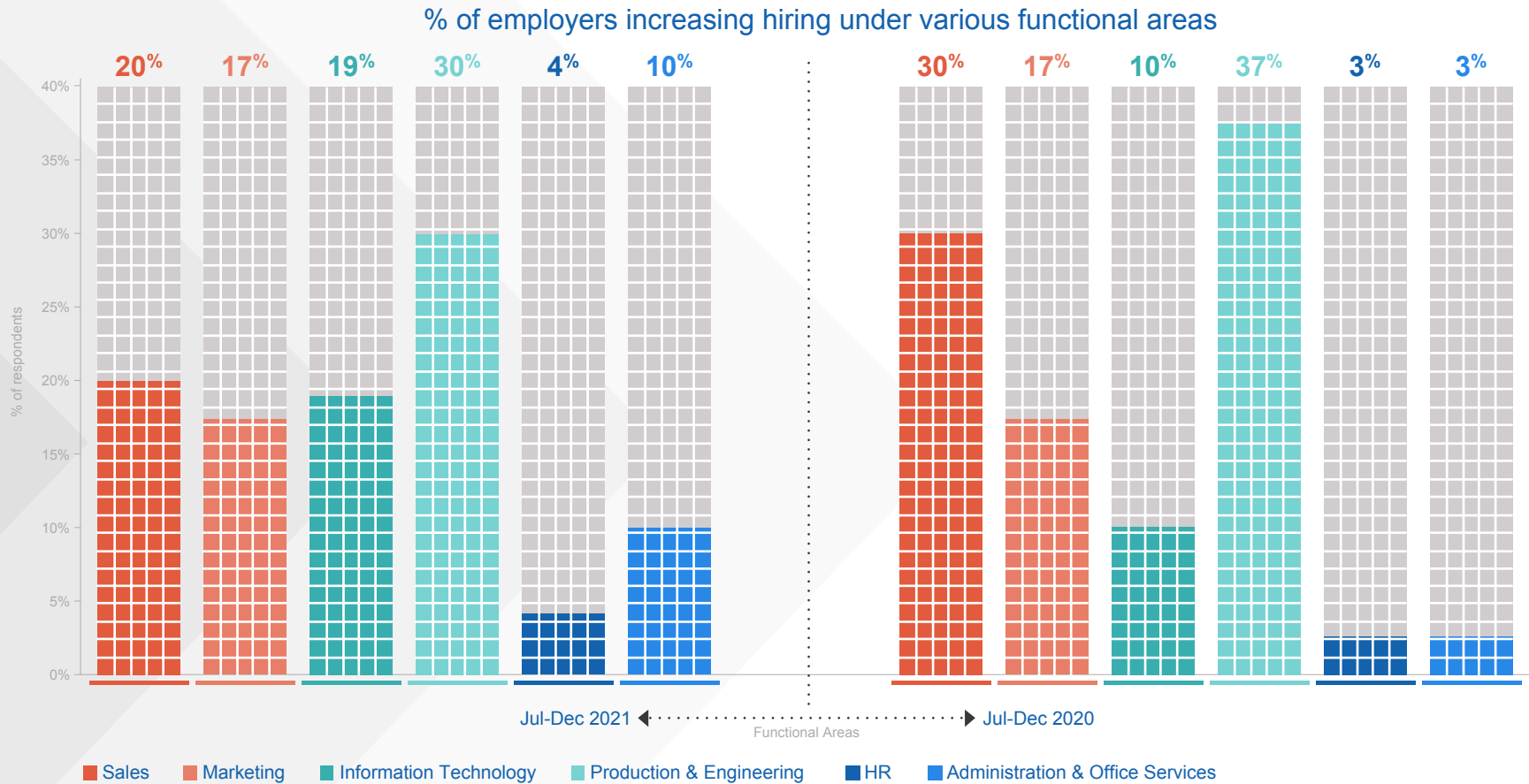
Average number of apprentices by Business Size



“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).”

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. ”

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)

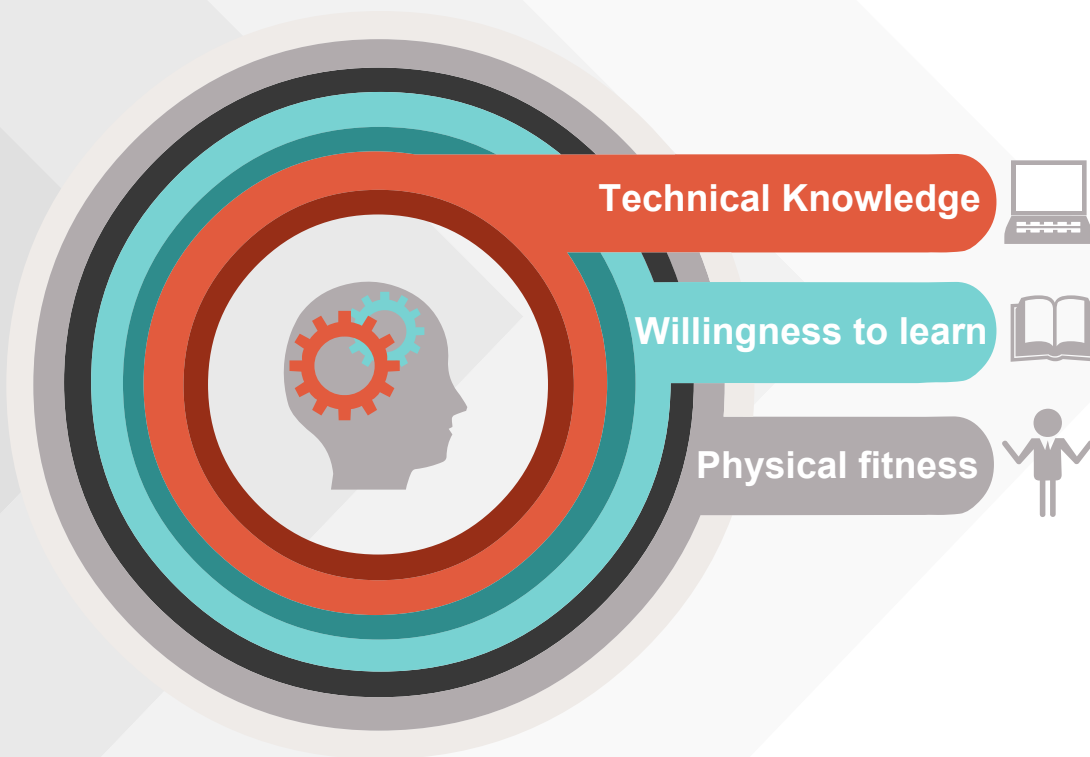


Apprentice hiring More Insights



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

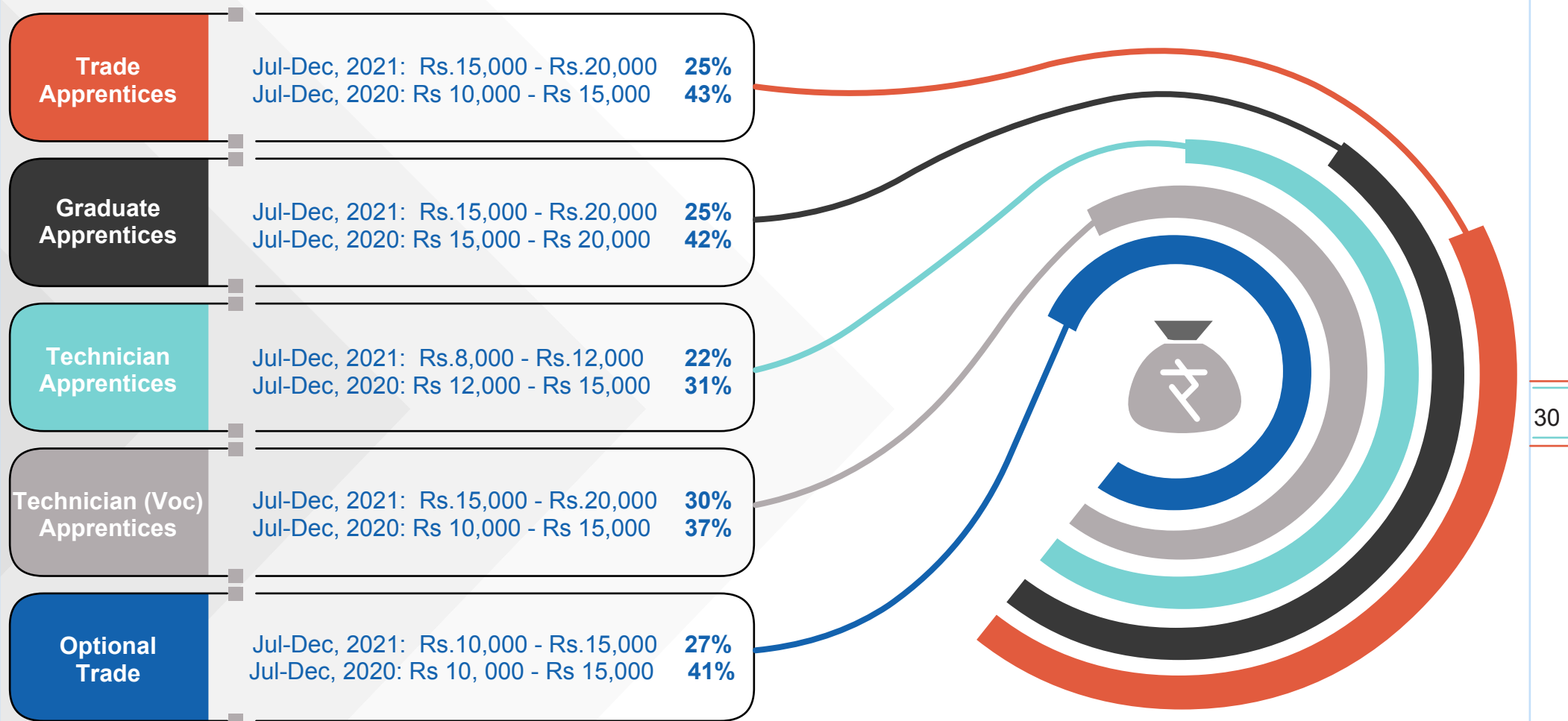


Agriculture

- Interest in the trade
- Physical fitness
- Personality



Top Stipend Pay-outs By Category (Y-O-Y Comparison)

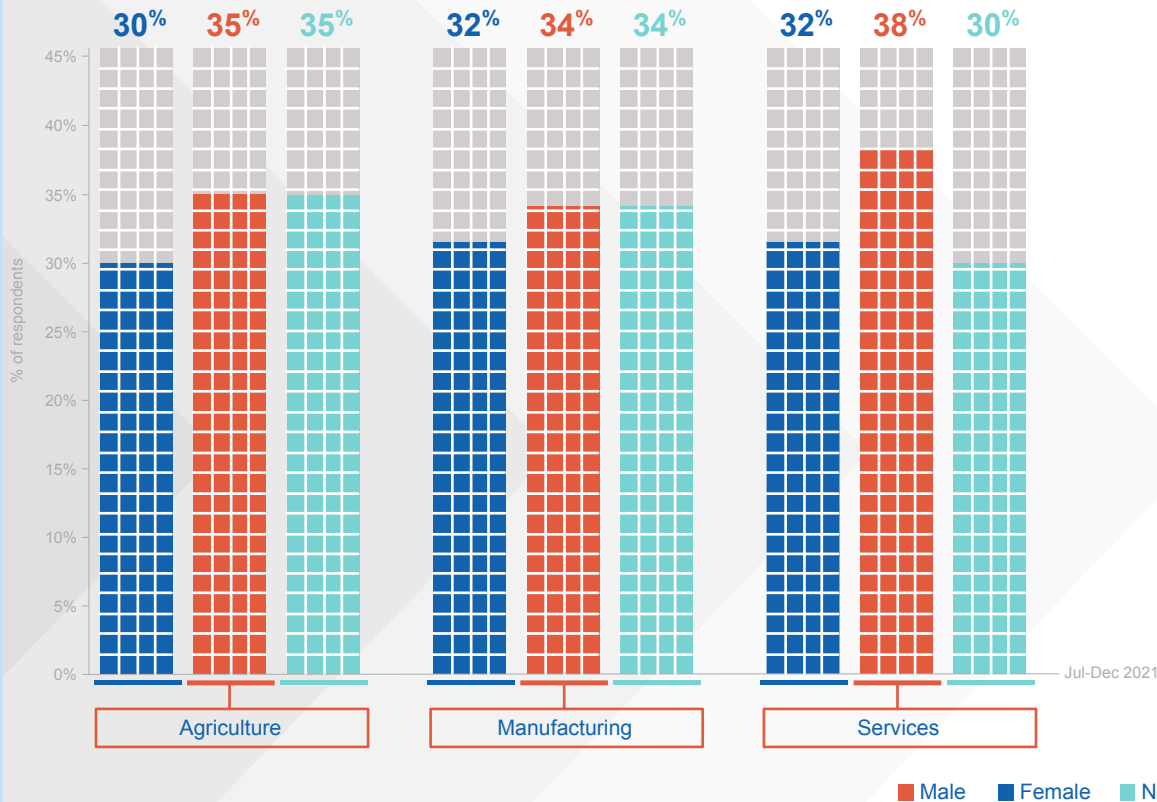


“Most employers pay relatively higher stipend (in the **Rs.15,000-20,000** range) in Jul-Dec 2021 when compared to (**Rs10,000-Rs 15,000**) range in Jul-Dec 2020.”

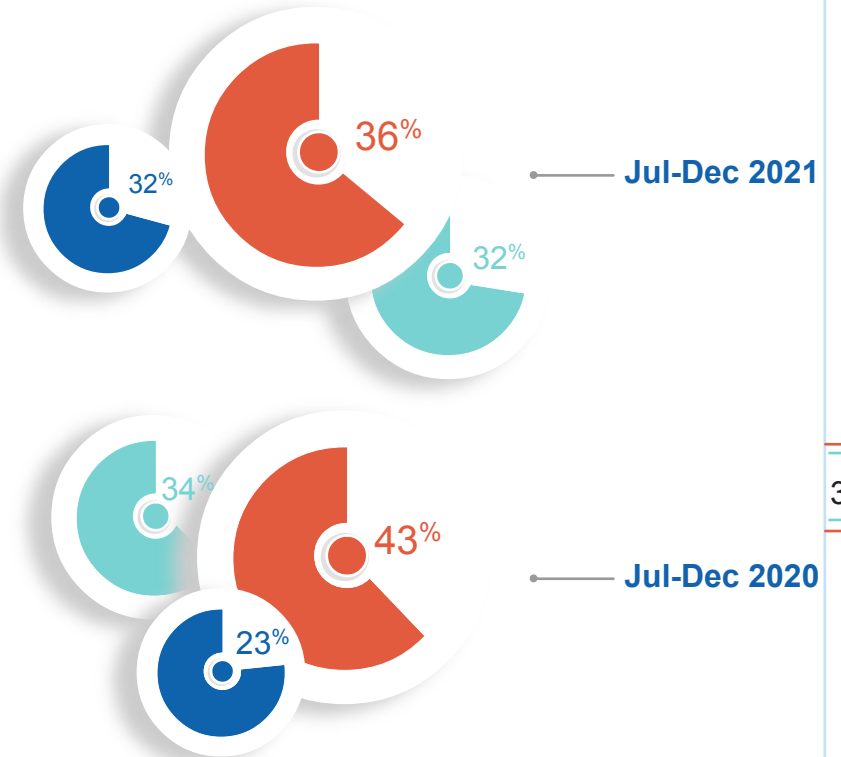
Gender Preference in Apprentice Hiring

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

Gender Preference- Industry wise



Gender Preference (Y-O-Y Comparison)



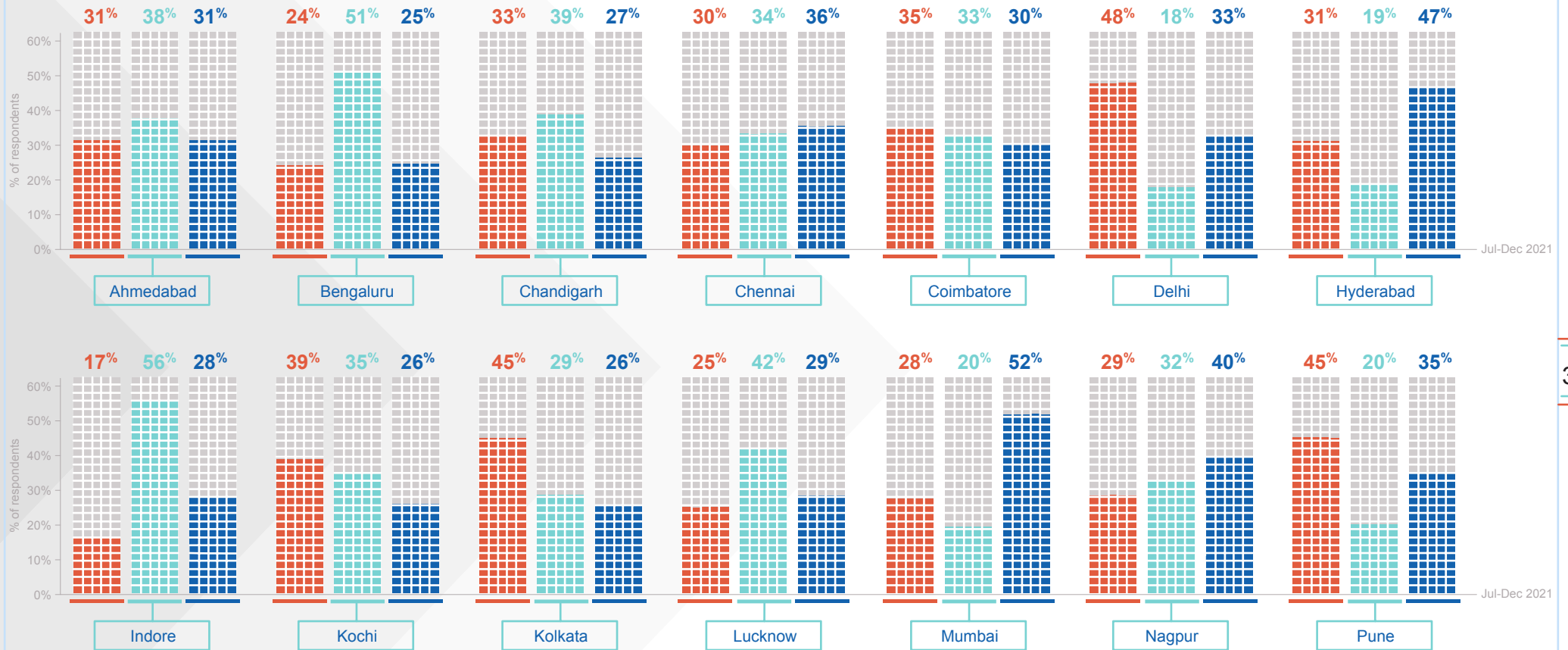
- “
- Overall, the male-female preference gap has narrowed significantly this half year compared to the previous.
 - Employers have expressed higher preference for male candidates (36%) than for female candidates (32%) in Jul-Dec2021. Whereas in Jul-Dec2020, (43%) employers preferred male over female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

Source: Valuvoux 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.

Gender Preference in Apprentice Hiring

Across cities - Overall

Gender Preference- City wise



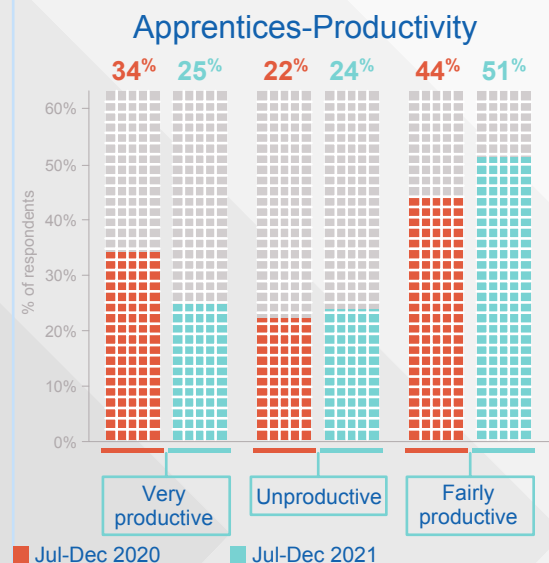
“ Male candidates are preferred in cities like Indore (56%), Bengaluru (51%), Lucknow (42%). Delhi (48%) , Pune (45%) and Kolkata(45%) are more female centric. However Mumbai (52%) and Hyderabad (47%) emerge as leaders with no gender preference. ”

Female-prefer Male-prefer No-such-prefer

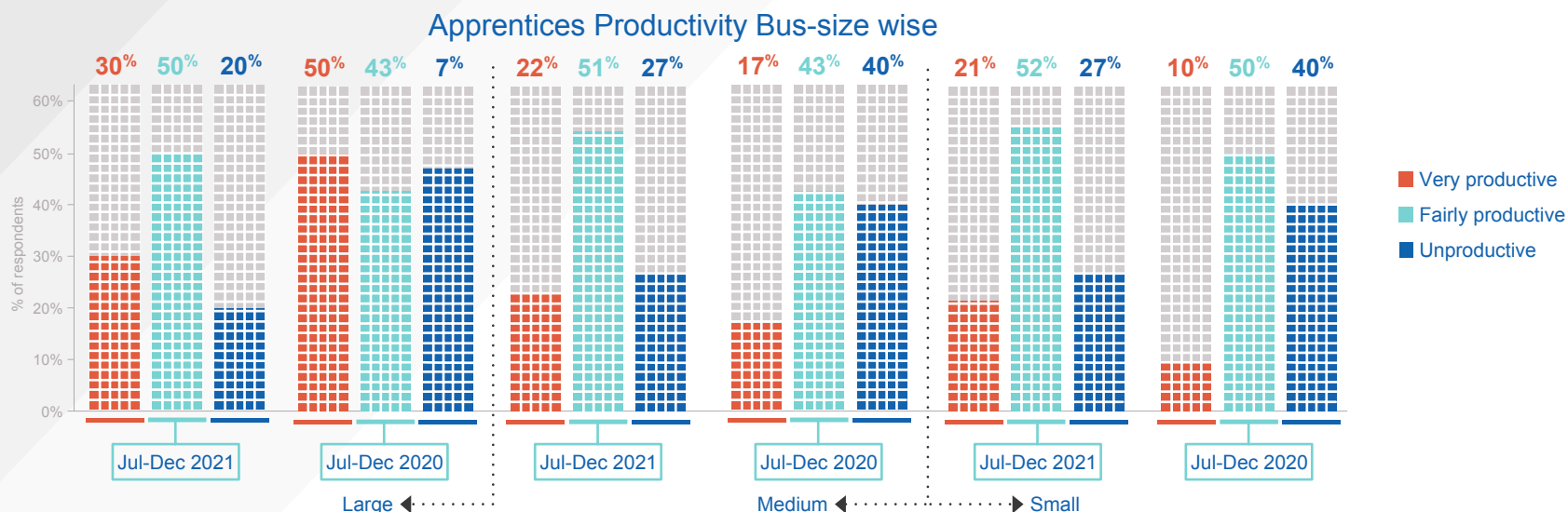
Source: Valuvox Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833| The above computation is based on responses given by 501 respondents who have apprenticeship program implemented in their organization.

Employer Perception of Apprentice Productivity

Y-O-Y Comparison



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”.

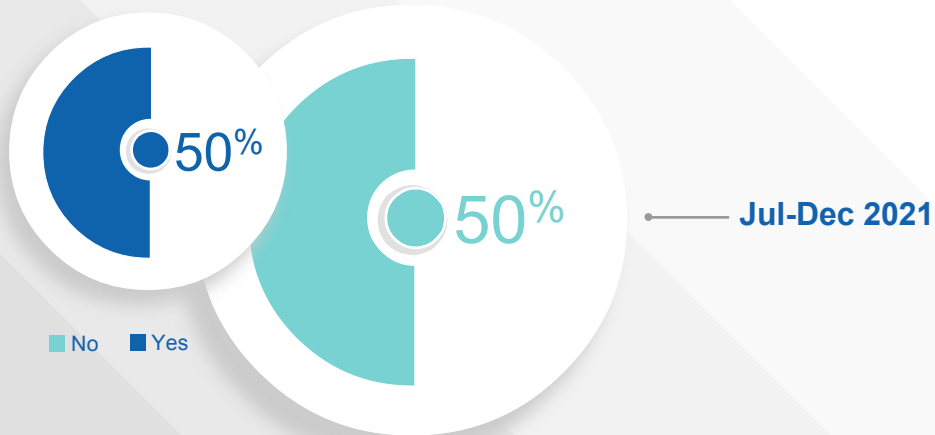


Source: Valuvos Survey of Apprenticeship Hiring Trends ,Jun 2021 – Jul 2021| Total number of respondents: 833| The above computation is based on responses given by 501 respondents who have apprenticeship program implemented in their organization.

Challenges in hiring apprentices HY Jul 2021-Dec 2021

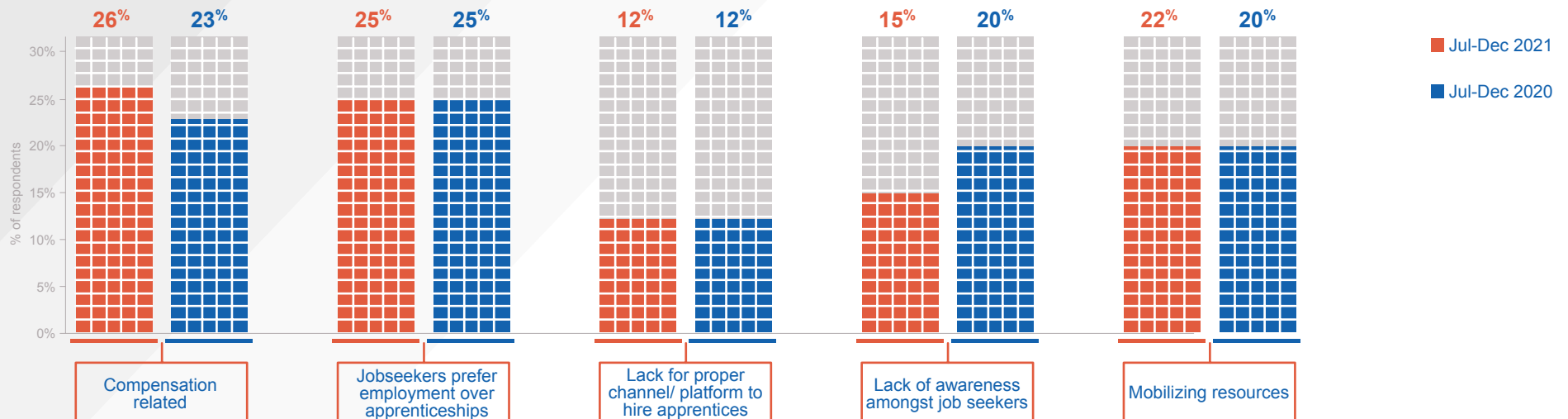
Y-O-Y Comparison

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.”

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.



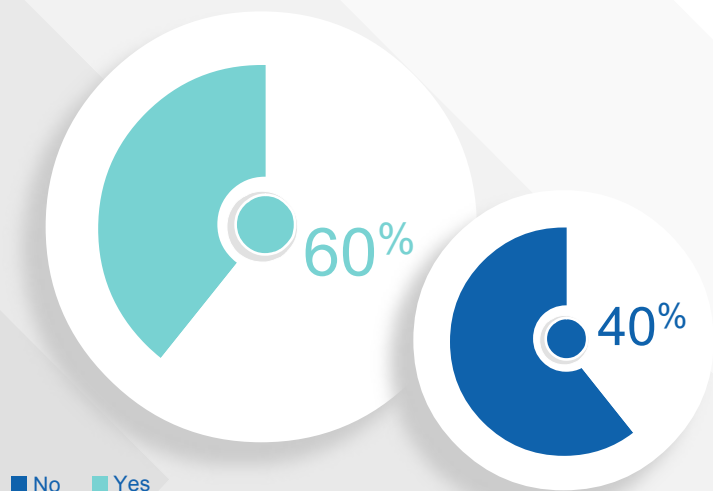
Current Scenario of Apprenticeship Program in India



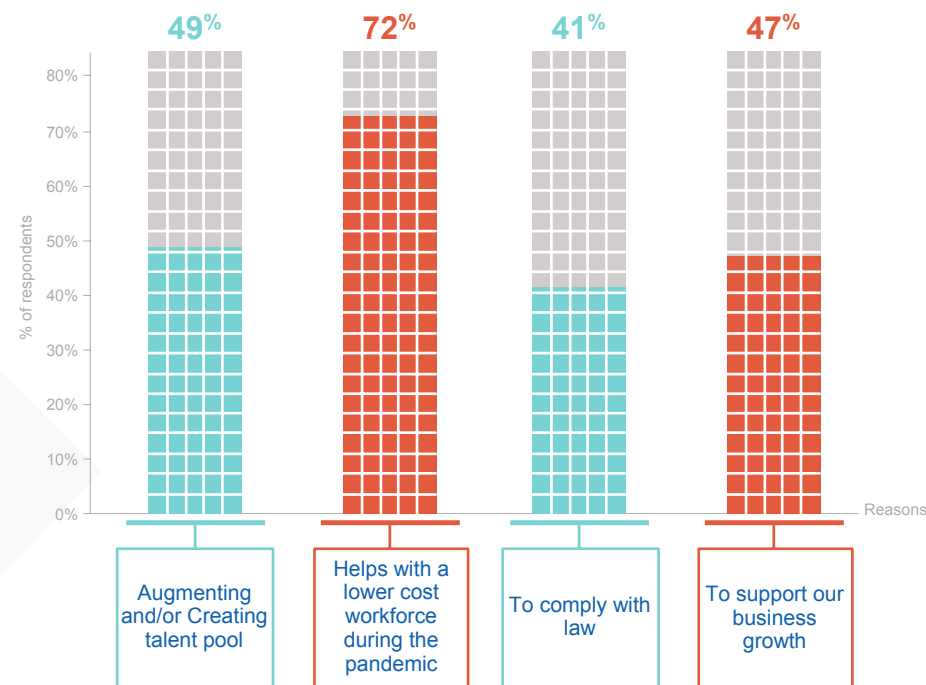
Apprentice Engagement

Implementation of apprenticeship programs by employers

Engaging apprentices?



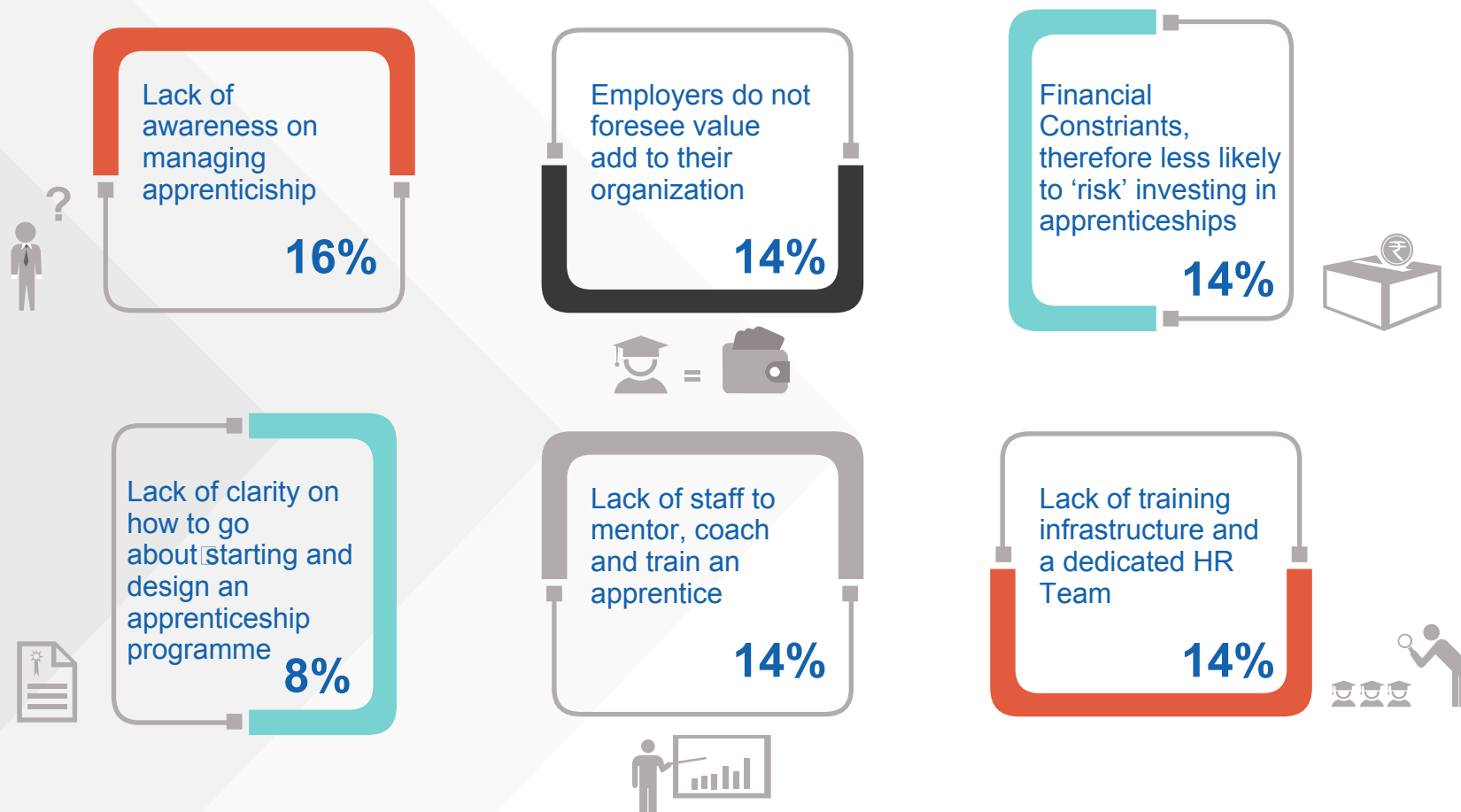
Reasons for engaging apprentices



- “
- 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%)”



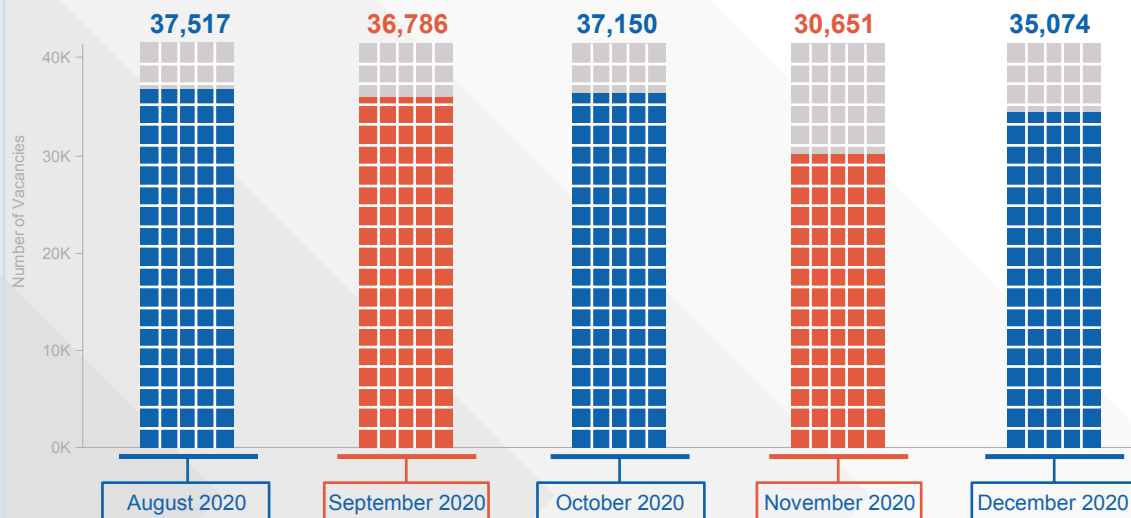
Apprenticeship Opportunities & Participating Establishments

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

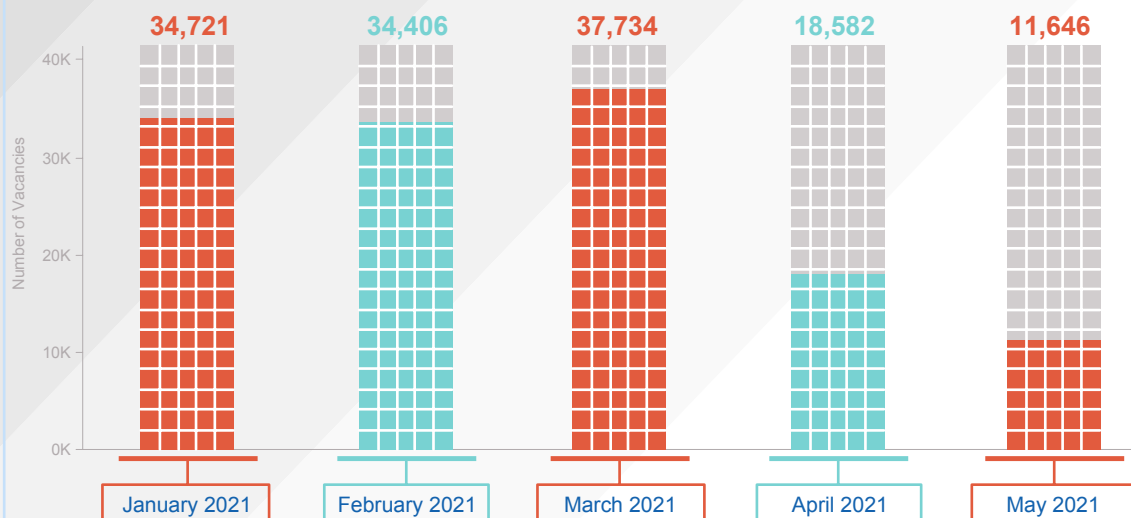


Apprenticeship Opportunities Created

Aug-Dec 2020



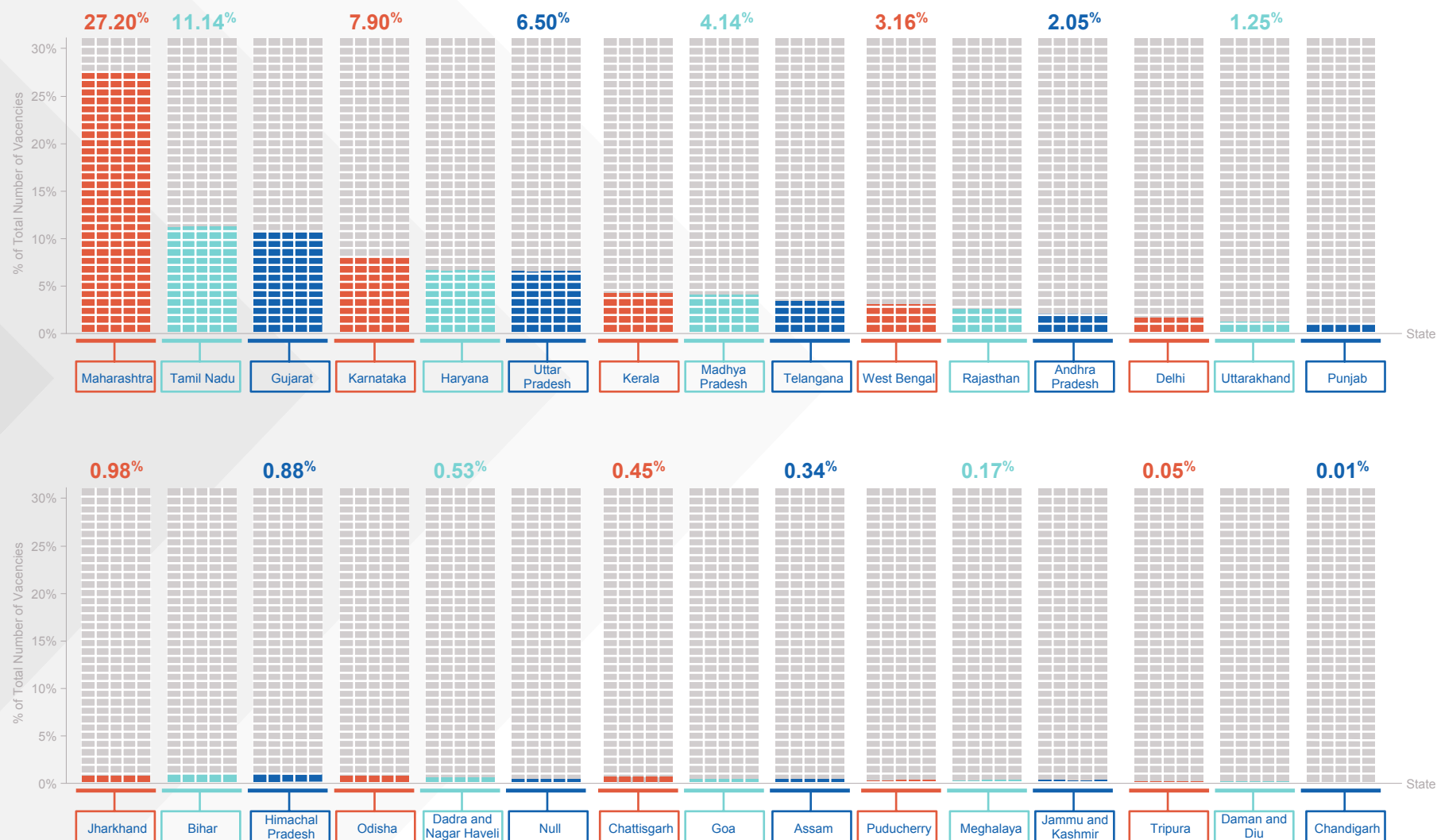
Jan-May 2021



“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.”

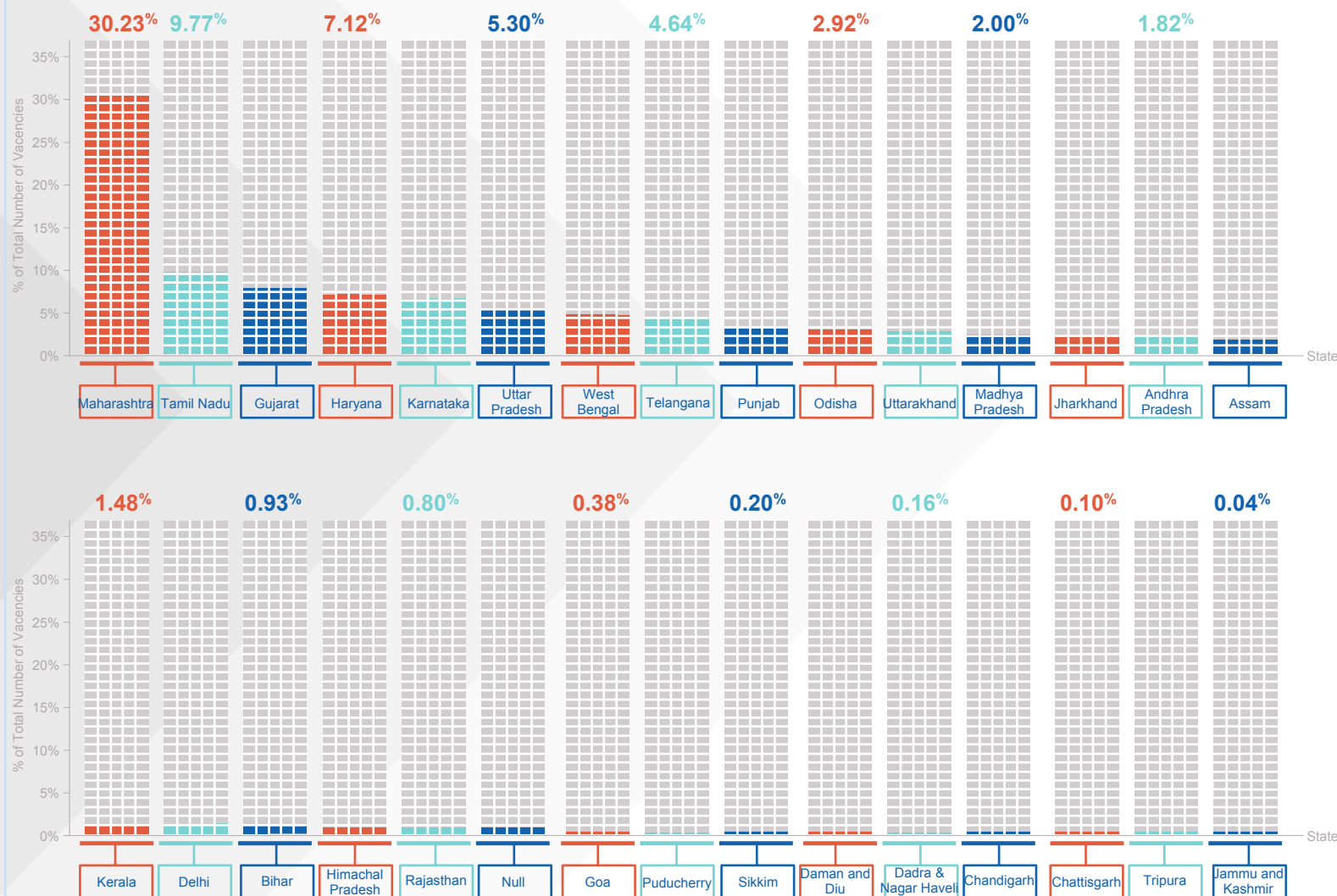
Apprenticeship Opportunities Created

Aug-Dec 2020: Total apprentices opportunities-177878



Apprenticeship Opportunities Created

Jan-May 2021: Total apprentices opportunities-137365

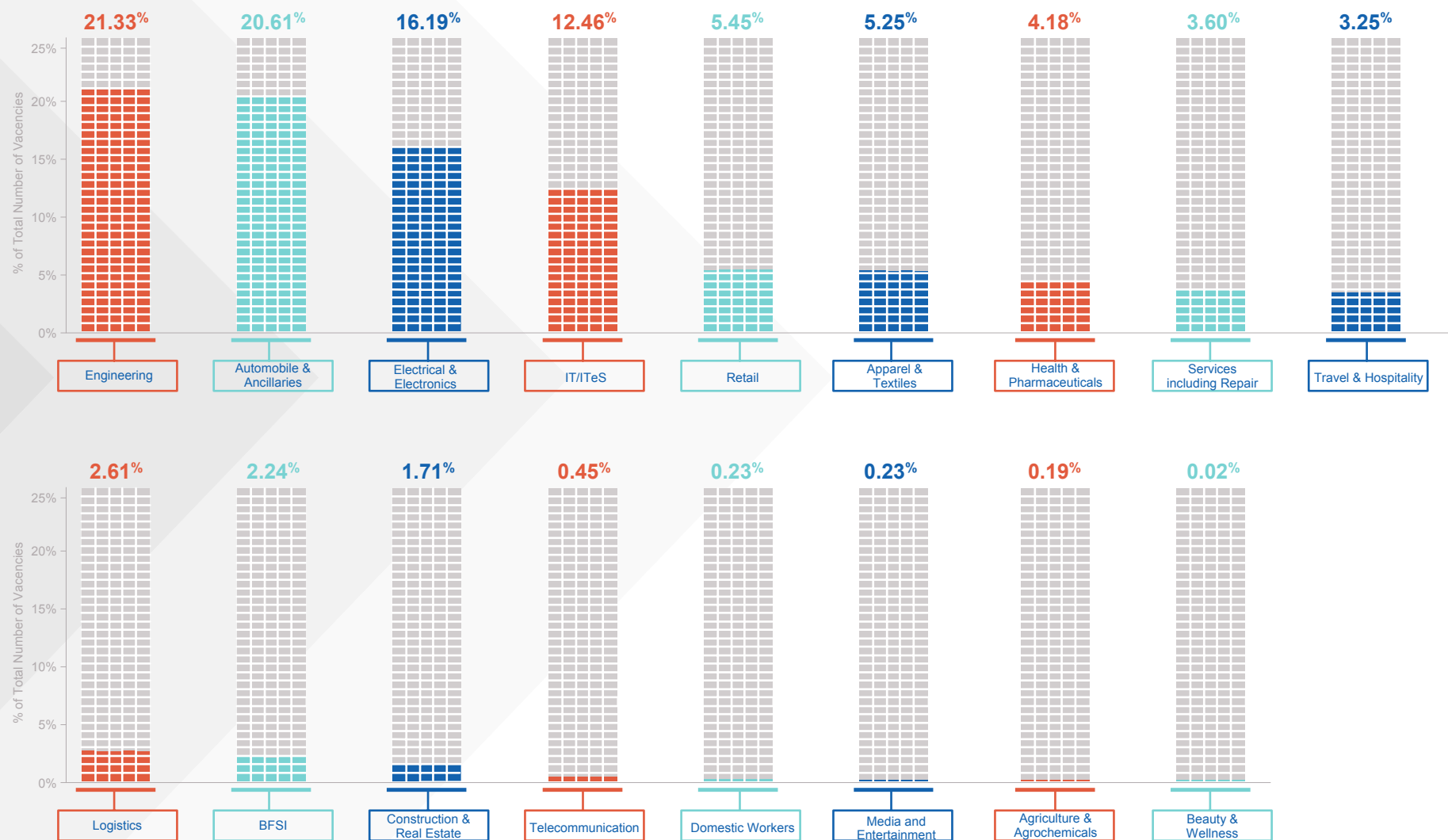


While the apprenticeship opportunities created dipped from Aug-Dec 2020 to Jan-May 2021, the ranking of the three top states remained intact. And the share of opportunities for Maharashtra went up drastically even as the share of almost every other state declined, however marginally.

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

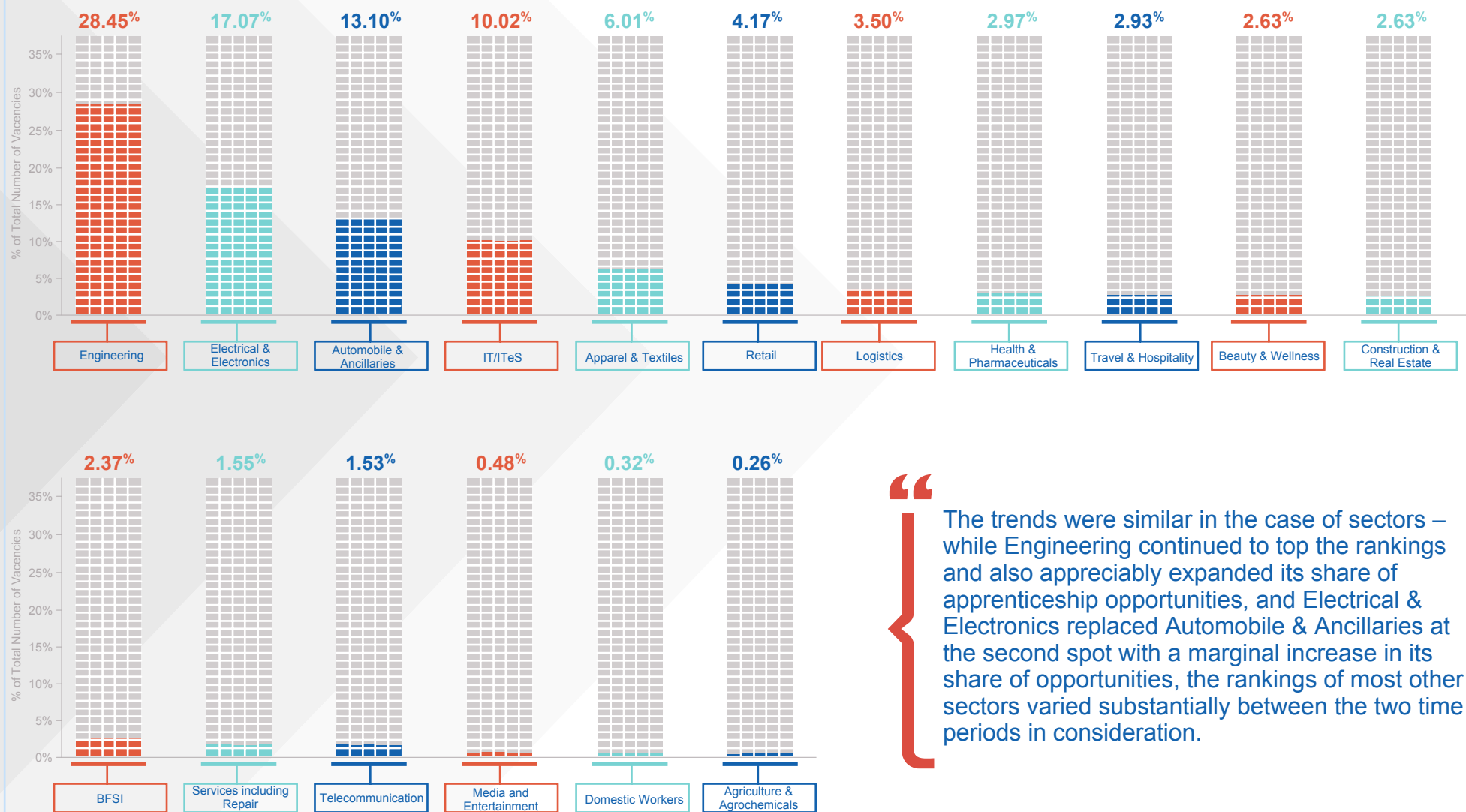
Apprenticeship Opportunities Created

Aug-Dec2020: Total apprentices opportunities-177878



Apprenticeship Opportunities Created

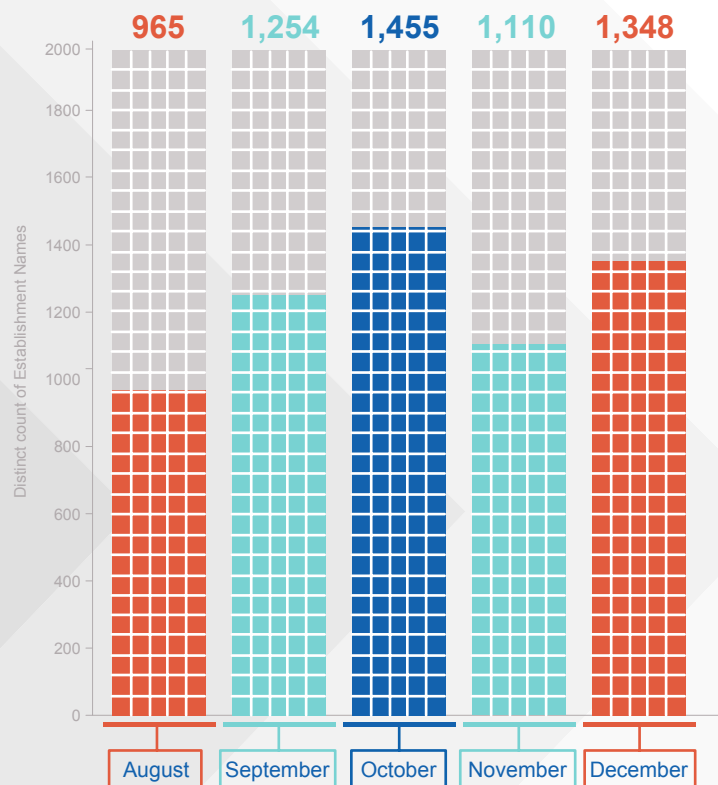
Jan-May 2021: Total apprentices opportunities-137365



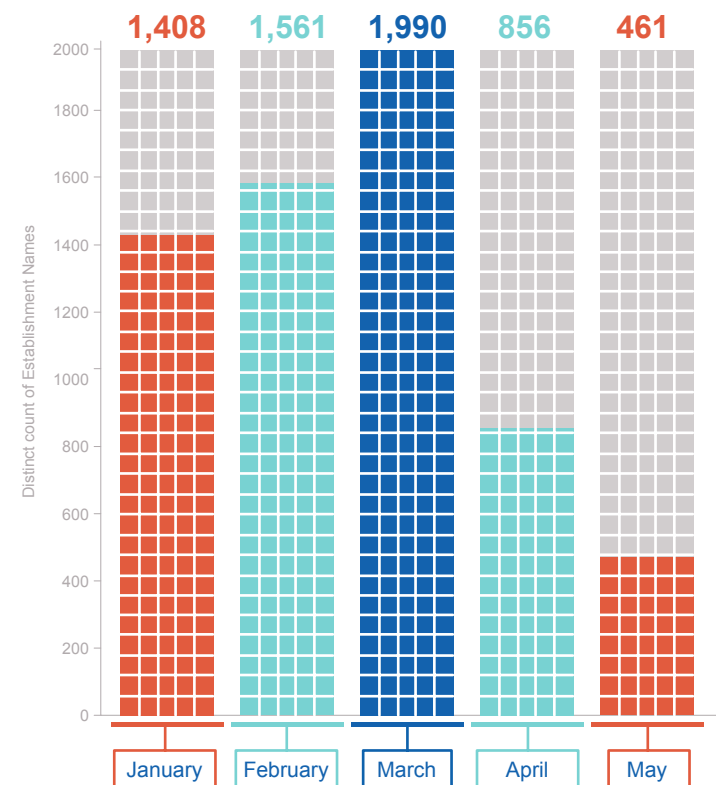
“The trends were similar in the case of sectors – while Engineering continued to top the rankings and also appreciably expanded its share of apprenticeship opportunities, and Electrical & Electronics replaced Automobile & Ancillaries at the second spot with a marginal increase in its share of opportunities,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

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

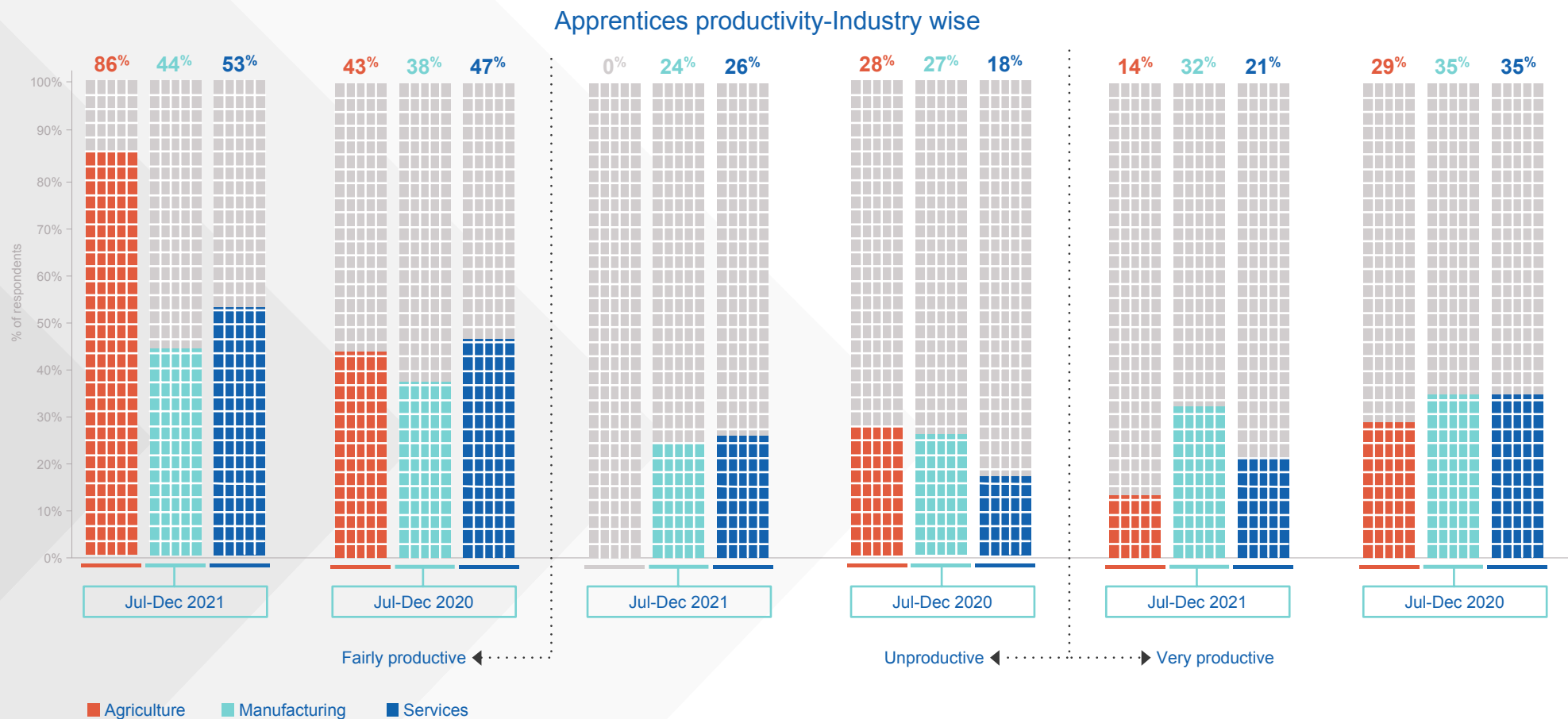
Research Methodology

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.

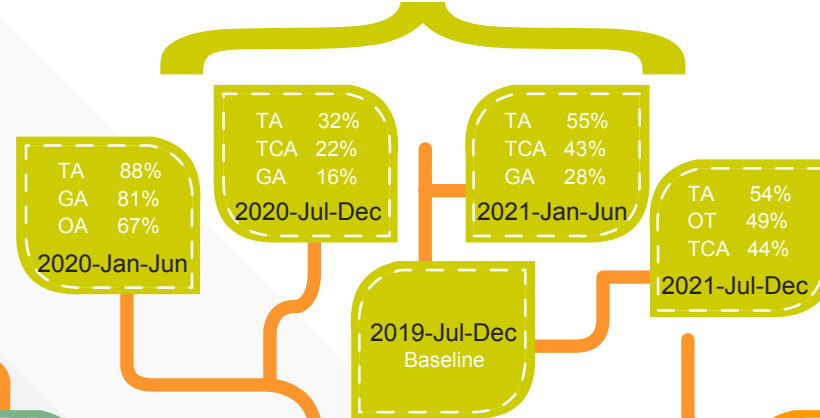


TRENDS

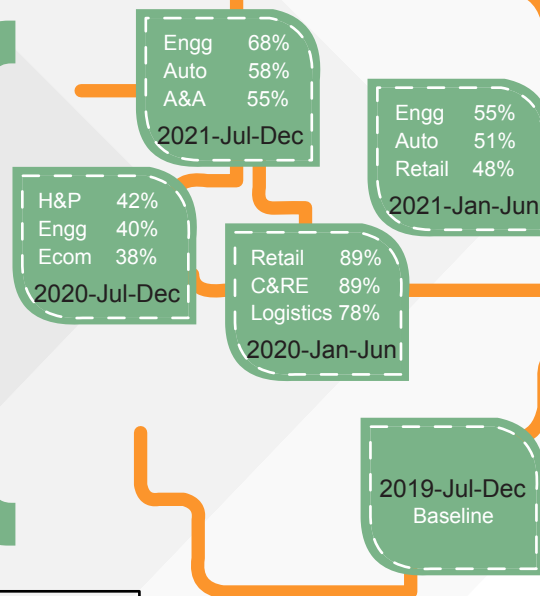
| | |
|-----|------------------------|
| TA | Trade Apprentices |
| GA | Graduate Apprentices |
| OA | Optional Apprentices |
| TCA | Technician apprentices |
| OT | Optional Trade |

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

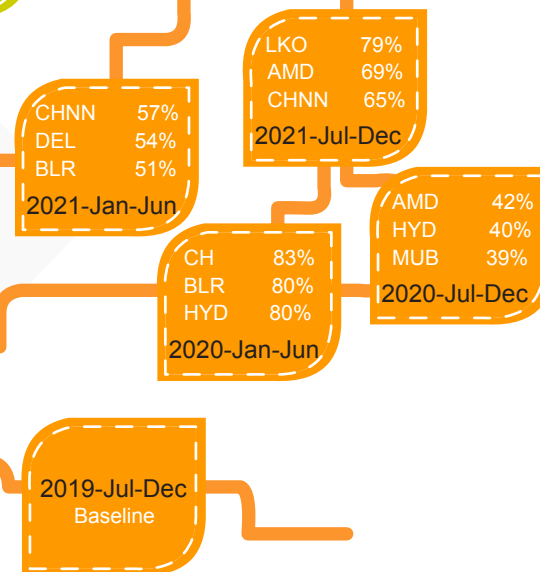
NAO TOP 3 CATEGORIES



NAO TOP 3 SECTORS



NAO TOP 3 CITIES



NAO ALL INDIA



| | |
|------|------------|
| 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

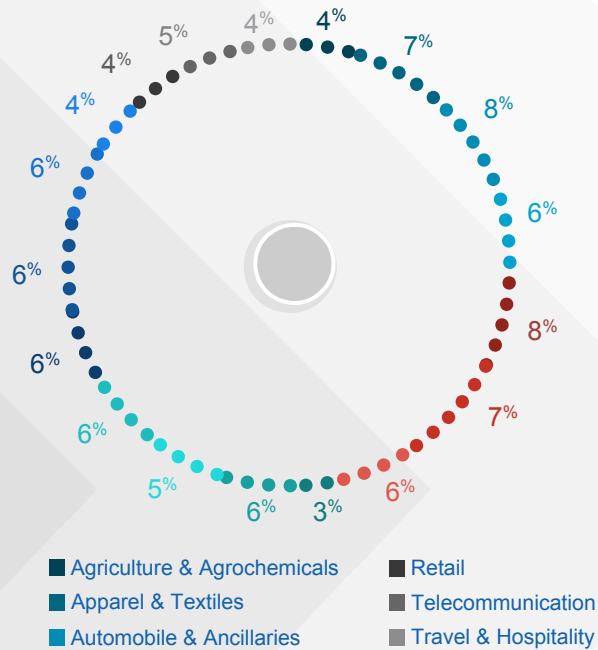
The survey instrument was then administered to the target respondents using the valuvox® mobile survey application. Please refer the following section named 'Sample Distribution' for details on city and business size-wise breakup of the sample.

Data Analysis

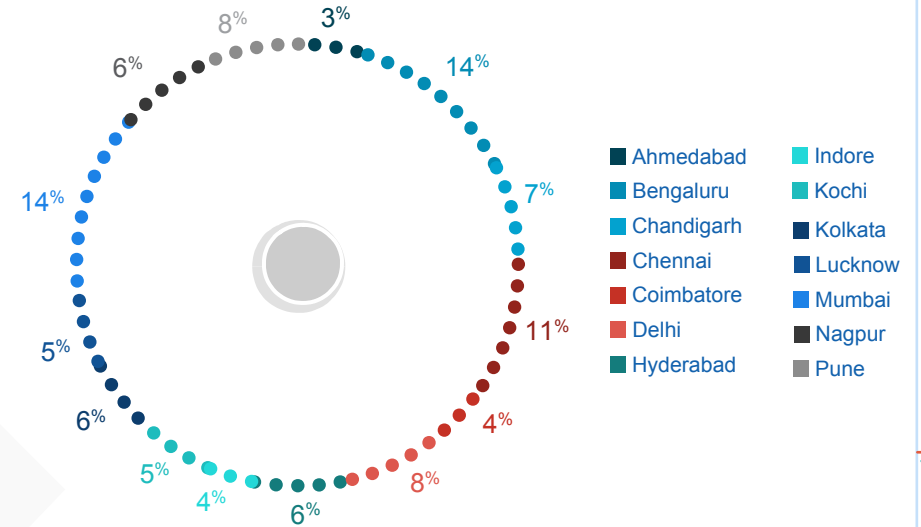
Data Analysed using statistical methods and techniques. The Major tools used are MS Excel and Python.

Sample Design

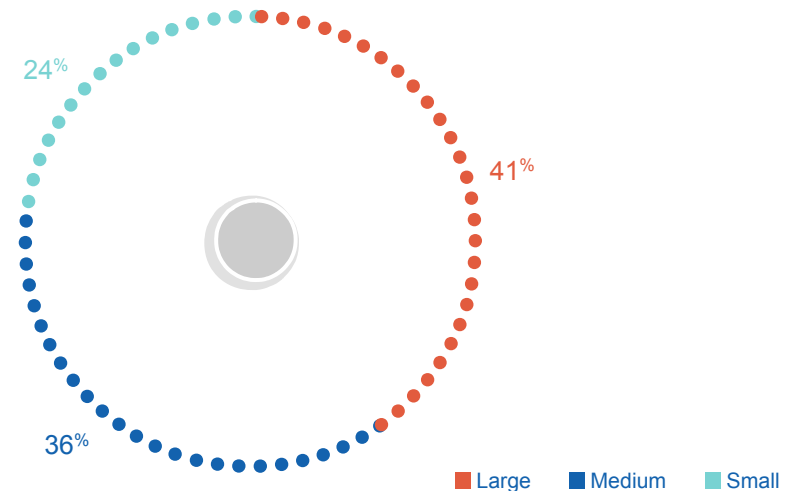
Respondents who have apprenticeship program – by sector



Respondents who have apprenticeship program – by City



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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