

SECTORAL DOSSIER 2021

taggd.
By PeopleStrong

DECODING JOBS FOR
THE INTERNET BUSINESS INDUSTRY

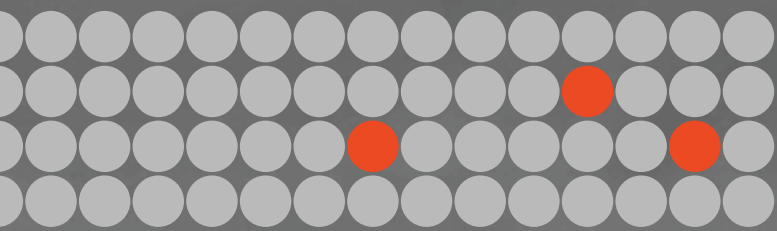
Academia Partner



Industry Partner



Confederation of Indian Industry
125 Years - Since 1895



ABOUT THE TEAM

taggd.

Taggd is a Digital Recruitment Platform by PeopleStrong, that provides ready-to-hire talent to India Inc. Covering 14+ sectors and having onboarded 100+ clients, Taggd manages permanent recruitment for over half a million jobs. Combining the power of human knowledge and data, Taggd brings the best talent acquisition and digital hiring solutions that have revolutionized the way businesses work and deliver. In 13 years, Taggd developed in-depth industry knowledge and recruitment expertise, establishing a talent network through digital intelligence. For businesses, Taggd offers access to a robust tech stack that complements business operations. Some esteemed clientele include Wipro, Pfizer, Honeywell, Mahindra, Dr. Reddy's, Tata Motors, Citi, Quantiphi, among a growing list of national and transnational brands. Taggd has been rated amongst the leaders in the NEAT Matrix, by Nelson Hall which is one of the leading global analyst entities. As the knowledge partner for the India Skills Report, Taggd explores insights into the Jobs landscape across the nation, with quantitative and qualitative insights from the academia and thought leaders of the industries. The Covid-19 pandemic was a shock to the economy, especially small-medium businesses. In this year's report, we aim to uncover the crisis and its impact on the talent demand and supply of India going forward.




Sunstone Eduversity is one of the most respected and reputed B-schools of the country founded by **Mr. Ashish Munjal(CEO)** , **Piyush Nangru(COO)**

and **Divyendra Rathore(CPO)** and invested in by Prime Ventures and Saama Capital among other investors like **Rajul Garg** and **Purvi Ventures**. Sunstone's reputation precedes it, that's the reason more than 250 companies prefer hiring candidates from Sunstone Eduversity with over 50 working on customized campus hiring solutions.

So far 300 students have graduated in 2020 and 900+ will graduate in 2021 across 8 campuses. Sunstone aims to enroll 2500+ students in the 2021 batch across 12+ campuses and 10,000+ students by 2023.

To hire from us, contact us

 corporaterelations@sunstone.edu.in

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Confederation of Indian Industry 125 Years - Since 1895

The Confederation of Indian Industry works to sustain India's development by partnering with industries, the government, and civil societies through an advisory and consultative role. CII is a non-government, non-profit industry led and managed organisation pioneering the development of India. Established in 1895, the premier business association consists of more than 9100 members from the public and private sectors, SMEs and MNCs nationwide. There are more than 300,000 other enterprise memberships covering more than 291 national and regional sectors and industries. CII works closely with the government on policy issues, mingling with thought leaders to chart progress in sustainable development. It also offers a range of specialised services and global networks to enhance efficiency, competitiveness and opportunities for the industry. CII is also a platform for networking and building strong ties to tackle key issues.

Beyond business, CII assists industries in identifying and executing corporate citizenship programmes. Civil society organizations partner with CII to carry forward integrated and inclusive development across numerous verticals and domains. This includes healthcare, education, livelihood, diversity management, skill development, women's empowerment, water and resources to state a few. During the global pandemic, India witnessed a shift in the employability landscape, setting the trend for workplace culture and competencies required to excel. With the theme of 2020-21, as the **"employability landscape of the nation in the**

post-pandemic world," CII will focus on the key areas that are responsible for economic fortitude. These areas are - employment creation, rural-urban connectivity, energy security and access, environmental sustainability, and governance. With 68 offices worldwide, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, South Africa, UAE, UK, and the USA, and institutional partnerships with 394 counterpart organisations in 133 countries, CII serves as a reference point for Indian industry and the international business community.



ACKNOWLEDGEMENT



Dr. A P J Abdul Kalam, our nation's favourite President, once said, "We will be remembered only if we give our younger generation a prosperous and safe India, resulting out of economic prosperity coupled with civilizational heritage." And we, the team of Decoding Jobs 2021, could not agree more, because it is only India's young talent that is central to India's story of an economically strong and prosperous future. The initiative which started off on its independent journey (through our India Skills Report Initiative) two years ago, with an intent to bring deeper conversations on Jobs at the center of discussions between India Inc, the Academia and the Government, today has evolved into a platform where leaders from across Industries contribute towards creating an authentic reference point – for everything related to jobs. This could not have happened without the coming together of some of the best hearts and minds from industry, academia and the government.

First and foremost, we would like to thank the 200+ Talent Leaders and CXOs across Industries, who worked with us over the past four months to provide glimpses of the hiring scenario – especially in these uncertain times, when all our past knowledge and predictability models were put to test. Be it the Think Tank – CHRO Round Table Series or our primary research, your contributions made the initiative possible.

We would also like to express our sincere gratitude to our Industry Partners – Confederation of Indian Industries and our Academia Partners – Sunstone Eduversity, for their unparalleled support. We also profusely thank our community partners Monster India and Digital Learning partners Board Infinity, who helped in accelerating the reach of the initiative to a much wider audience. We are proud to have partnered with you all on this national cause which sets the nation's direction in this New World of Jobs in this new decade.

Last but not the least, we wish to thank all the members of the CII National Committee on Skills Development, and CII office bearers across states, who have lent invaluable support in administering our primary research. Your support is really appreciated.

The energy and support which we received from all our partners, advisors and guides in this journey of Decoding Jobs was inspiring. We really hope that you would find the outcome of this effort, which is brought to you in the form of the industry sectoral dossiers, meaningful and relevant, as you go about Decoding Jobs in the pursuit of the right fit talent in your respective industry.

FOREWORD FROM THE PRESIDENT'S DESK



DEVASHISH SHARMA

Founding Member & President
Group Chief People Officer, PeopleStrong

The disruption brought by the COVID-19 crisis shook the entire world. As the economy came to a standstill with the implementation of safety measures, a large part of businesses in the first half of 2020 were answering a basic, yet complex question: how to ensure business continuity. While the consequences of the sudden halt were evident and immediately visible in the unorganized job market, the impact on the organised sector soon came into the picture. All industries were affected, however, specific industries such as Hospitality, Travel, Automobile, Real Estate and Manufacturing, took a massive hit. As the outbreak continued, organizations across the board learnt to navigate the path to the new normal. The government on its part intervened with measures to resuscitate both the unorganized and organized sectors, including an INR 5,000 Crore relief package for our affected construction workers, framing rules for labour codes and, in our vastly agrarian economy, increasing our farm budget 11 folds from 2010. In his address to his counterparts of the G20 nations, the Hon'ble Union Minister of State for Labour and

Employment (Independent Charge), Shri Santosh Kumar Gangwar said that "India's belief that encouraging innovation, entrepreneurship and industry-led skill development were the key drivers of youth development." He laid stress on India's economic future closely tied to the universally relevant issue of gender equality, providing collateral-free loans to women entrepreneurs seeking to start their own businesses.

As we enter 2021 and a new decade, we enter a new world of work. As McKinsey Global Institute has rightly put, India is at a defining moment or a turning point. The disruptions caused by COVID-19 have accelerated the changes induced by the new wave of digital transformation. What we do in the next couple of years will help India prepare herself for the road ahead on her growth trajectory. This emphasizes the urgency of decoding the trends and the forces shaping the talent landscape at this '**Dawn Of The New Decade**'.



“There is no reason to be disappointed. India will progress very fast and the skills of our youth will take India ahead”

As the recruitment solutions arm of PeopleStrong, Taggd aims to help organizations across 14+ sectors find the best talent match. Since its inception, Taggd has sought to develop a deeper

understanding of the Indian talent landscape. We are proud of our multi-year association as Knowledge Partner of India's most preferred report on talent, The India Skills Report, which is in its 8th year edition. Over the years, in many of our discussions with senior representatives from the industry, academia and the government, we realised that there is a need for more in-depth insights into the talent market. This led to the launch of our Decoding Jobs Sectoral Dossiers - a compendium report of sector specific talent that combines the macro economic factors governing the Indian economy, disruptions impacting the job landscape, demographic details of the current talent pool, along with current demand insights shared by talent leaders to better understand the job landscape of the selected sectors.

Last year, we had the opportunity to gather in person and engage with 200+ CXOs in an exclusive evening and we unveiled the first edition of the Decoding Jobs Dossiers along with the India Skills Report. We delved into six major sectors namely, BFSI, Information Technology, Heavy Engineering and Manufacturing, Automobile and ancillary, E-commerce, and Pharmaceutical. In the current year, in addition to the six key sectors covered, we have included a special report on the talent landscape of Global-In-House centres, owing to the rising prominence of India as a preferred destination for GICs. Going forward, we want to continue adding industries and solve for better understanding of the organised talent economy.

We would like to take this opportunity to express our gratitude to the CII National Committee on Skills Development and Livelihood for their support in taking forward the insights of the report in key debates, decision making engagements and many ongoing discussions on the Indian talent landscape. We are also grateful to Sunstone Eduversity who represented the academia and contributed through comprehensive insights and helped us put together an entire ecosystem. Last but not the least, the industry talent leaders who took out time from their busy schedules and

shared their invaluable experiences and insights, this report would not have found its essence without them.

I sincerely hope that you find The Decoding Jobs 2021 Industry Sectoral Dossiers Compendium to be intriguing, insightful and relevant for reference and inference, while you take your decisions related to the jobs and talent in your specific industry, recognising that people and their talent will remain at the core of our nation's global economic leadership in this coming decade.

"I am pleased to share the 2nd edition of Decoding Jobs Sectoral Dossiers.

These reports are in-depth analyses of the Indian job landscape and have gained significant interest across Industry leaders, Governments, and Thought Leaders in Education and Skills. 2021 marks the beginning of the new decade and a new normal necessitating the need to understand the changing talent and hiring landscape of the Industry. This edition captures the hiring intent and trends of seven key sectors namely Automotive, Banking, Financial Services, Insurance, Global In-house Centers, Internet Business, Information Technology, Manufacturing & Engineering, and Pharmaceuticals and Healthcare. With the qualitative and quantitative analysis conducted over the last 5 months, this report tries to bring in a more realistic and holistic view of the talent landscape of these sectors in the country. I am sure the curated reports will enable a further cohesiveness of the stakeholders - Government, working professionals, students, corporations, training institutes, policymakers, and academia take necessary steps to make India the Human Resource capital of the world." **Mr. Arun Nanda, Chairperson, CII National Committee on Skill Development and Livelihood & Chairman, Mahindra Holidays & Resorts India Ltd.**



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INTRODUCTION

The Internet business or e-commerce industry in India is growing at an unprecedented rate. The industry is expected to become the second largest e-commerce market in the world by 2034. Covid 19 crisis and lockdown rules further accelerated the growth of the industry as it served the needs of the people at their doorsteps. The sudden boom in the industry and its quick recovery from lockdown has also boosted the associated industries such as logistics, supply chain, Agri-tech etc.

The Indian e-commerce sector has expanded largely with the country ranking 9th in cross-border growth in the world, as per the Payoneer report. The Indian e-commerce industry is expected to grow to US\$ 200 billion by 2026. In 2020, the sector registered CAGR of US\$ 25.75 (Rs. 1.8 trillion) billion in FY20. Companies in the sector also reported sales worth US\$ 4.1 billion in October 2020 itself.

The Emergence Of India's Internet Business Sector

The penetration of internet businesses in India is growing and adding up every month ever since the countrywide lockdown in March 2020. The sector has emerged as an essential one owing to the pandemic. Online shopping is what is now referred to as the 'new normal'. The sector picked up with its business operations right from April 2020 onwards and has since significantly scaled the growth level as compared to the pre lockdown period. Even before the virus outbreak, the industry was already rapidly growing in India. The pandemic only rapidly escalated the expansion of the market size to what it was projected to grow to 4 to 5 years from now.

The strong sense of digital transformation and an increased customer behavior to shop online, have contributed immensely to the recovery of the e-commerce industry.

While the industry has surfaced as a profitable one, it is enjoying a 100 percent Foreign Direct Investment (FDI) hike in its B2B capacity. Companies in the sector have set forth to speed up the development of this sector as the use of internet, smartphones, cashless transactions and online experience catapults forward, across the nation.



Government Initiatives To Strengthen The Sector

The organic growth of the e-commerce sector is high and likely to continue in the foreseeable future. The Indian government has stepped up its efforts to encourage more productivity and innovation in the field. Much of the growth has been triggered by the 'Digital India' scheme of the government. The scheme has connected majority of Indians, both rural and urban, to the digital high road. The flagship scheme also entails a number of initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM), Make in India, Innovation Fund, Skill India etc. to enable digitization. **Listed below are some of the state's efforts to propel growth in the sector:**



Heavy investments to activate 5G fiber network and boost the sector.



The government has rolled out the Draft National E-Commerce Policy for creation of jobs and promoting the vision of a self-reliant India or 'Atma Nirbhar Bharat'.



The creation of a public procurement portal and a Government e-market place (GeM) inviting start-ups to offer goods and services to government organizations and Public Sector Undertakings (PSUs).



Launch of an e-commerce platform - 'Mahila e haat' for women entrepreneurs to showcase their products online.



Launch of an e-commerce platform for farmers to connect them with a larger wholesale agricultural network.



Elevating the FDI limit to 100 percent in order to attract more foreign players in the sector.



Provision of technology, funding and training to MSMEs.

Indian Ecommerce Industry Arises Amplified During Covid 19

Despite its rising prosperity, the e-commerce industry has left massive room for more growth. With minimal entry barriers in the industry, the sector has also witnessed an upscale competition amongst the e-commerce platforms.

Companies have become highly competitive to deepen their footprints in the market. With close competition from giants like Amazon and Flipkart, the hiring percentage has increased in the sector.

This increased hiring trend is consequential to the country's ever engaging and rising internet user base which is projected to rise up to 829 million by 2021 from 560.01 million in 2018. The sector has also steered its way through technology enabled innovations such as digital payment solutions, analytics driven models etc. From top companies to small enterprises, all have adapted to business functions such as online receipts generation and reimbursement systems to additional designs and systems tracking customer behavior and engagements. The pandemic has left the industry more integrated than ever.

Industry size and key factors

The e-commerce market is projected to generate a revenue of **US\$55,099m in 2021**.

The sector is set to create **1.45 million employment** opportunities by 2021.

For every job created, the sector will generate more jobs for its allied industries such as logistics and warehousing.

Aiming for expansion in every nook and corner of the country, the sector is also stimulating a positive socio-economic impact in rural and distant parts of the country.

It is worth noting that the Indian talent pool has established high quality service and support systems for customers in the sector. As the appetite for international brands, quality and durable products has significantly increased, the industry has shifted towards empowering its workforce including hiring and training maintenance teams. During the COVID 19 crisis, this skilled and trained workforce contributed towards significantly growing the e-market trajectory.

As India emerges as the largest contributor towards e-commerce development and employment, the following factors make up in its advantage:



Cost Arbitrage For Employers

With the presence of e-commerce platforms across the country and the advanced awareness of shopping online, the sector enjoys an availability of surplus and cheap labour to diversify.



Opportunities For SMEs And MSMEs

With the upscaling of virtual experience and the diminishing of geographical importance, the sector provides **significant opportunities to SMEs and MSMEs for employment generation**.



Wider Market For Sellers, Vendors And Merchants

The sector is instrumental in helping sellers, vendors and merchants to tap fresh potential markets by avoiding complex structures and webs of middlemen.



Demand For High End IT Skills And Professionals

The sector has created an abundant demand for IT skills and IT professionals. The need for e-commerce centric products, security systems, data analytics and mining related to better user interfaces, has enabled sufficient employment generation.



Low-Cost Delivery Infrastructure

Players in the industry have created robust low cost delivery models multiplying the requirement of manpower.

The internet business industry has created a wide market for the country's population, investing largely in advertising and using channels like digital marketing. The sector has also uplifted the

remote areas as the players in the industry have managed to reach and cater to the demands of people in every nook and corner of the country. In October 2020, the e-commerce companies reported sales worth US \$ 4.1 billion across platforms. This increased demand was mostly driven by the need for smartphones. Of the total sales, 55 percent of the share was generated from tier 2 cities such as Dhanbad, Asansol, Ludhiana, and Rajkot.



DECODING THE TALENT LANDSCAPE OF INDIA



The Talent Landscape - A Sunstone Eduversity Perspective

Looking at the macroeconomic environment, it is no surprise that India is finally waking up to the importance of good quality & result-oriented higher education. Education is now considered a major factor driving growth in India. This is evident in the exponential growth of EdTech startups & the emergence of unicorns in this space.

However, the potential of result-oriented education is far from realised, especially in the higher education arena. Real-world knowledge is still delivered scarcely and the skill-gap of individuals ready to join the workforce is widening as the environment continues to change more rapidly than ever before. This pain is being felt by corporations across industries.

The New Education Policy has been instrumental in creating new guidelines, directives, and to facilitate the higher education fraternity of this country.

However, we find that a vast majority of education “sellers” fail to provide a quality education that both young aspirants and their potential employers are looking for. The kind of nurturing, results orientation, and industry alignment is missing due to the sluggishness and short-sighted strategies of these “sellers”.

The Education Skill-Chasm

Looking specifically at business education, the expectation vs reality gap is a chasm, especially at the entry-level.

Graduate and Management degrees are a promise for aspirants for a fulfilling corporate career. However, unknowingly many graduates fall prey to education providers who offer a mediocre curriculum in return for their money, effort, and time invested. And when such providers fail to create industry-ready professionals, leading to poor placement season, students enter a vicious cycle. It is shocking but true, that the last updated curriculum for many universities was in 2014, post which rules and regulations like GST and Demonetization were introduced and implemented. We find, in many cases, the latest financial curriculum of universities does not include these changes to date and these institutes still teach the old taxation system.

Out of the 4400 MBA colleges in India, only handful colleges at the top of the list, deliver expected results for students and the industries - both entities aligned to the same outcome.

This is just the beginning. This will evolve into an agile education template that will serve the corporate more efficiently. These special requests and requirements of the companies to train the students, so they can fit in very well in the corporate environment of a given organization and create a boundary less pipeline of talent for HRs looking at entry level hiring

Rethinking Education With A Pragmatic Lens – A Sunstone Case Study

There is a need to take on the mantle of bringing industry alignment and accountability to education, especially at the entry level management. The course material needs to be carefully structured to prepare students to deal with real world problems and hit the corporate ecosystem running on day one.

Future forward leadership in education means practicing and building skills and competencies to take the students ahead in their careers with a **3 pronged approach**.



Result-Orientation In Curriculum

Education providers need to understand that the outcome of a management graduate is not just getting a job but starting a career journey and fitting into the corporate world with ease. This is achieved by aligning very closely with the industry's requirements.

In this regard, the management program at Sunstone is made with extreme precision, with industry-driven requirements, and evolving demands of the industry so that students can bring the best on the table and are prepared to face every challenge given to them in the future.

The curriculum is updated every 6 months, making it extremely relevant to industry's needs. For example, at Sunstone, a Balanced Scorecard framework is not a part of the curriculum for an HR recruiter at joining at entry level. More useful modules such as Hiring from LinkedIn are taught.

Frequent revamps also allow education providers to be more agile and dynamic and change as industry changes.

During the pandemic, Virtual Onboarding, Virtual Interviewing, got added to the curriculum etc to ensure students are well versed with best practices.

Tik Tok advertising was introduced for all digital marketing students. But, when Tik Tok got banned, we were able to replace it with Instagram Reels

within weeks.

For the student, every takeaway from this course will resonate with what he will definitely face in his sales career. We designed this course not from a theory or information perspective but from an experienced perspective. To train the student to be ready to face all those challenges and be better equipped to handle them when he joins a job. For example, we included Sales Management Systems in the curriculum where we taught the students how to work on leads and ensure they go through the complete lifecycle from leads to prospect to customer. - **Mr Girish Batra, Founder & CEO, NetAmbit.**

Mr Batra designed and created the Sales Management curriculum at Sunstone Eduversity. Guest Lectures Series is another initiative that deserves mention, as it adds to vision of seamless alignment. These lectures ensure not only the alignment of the academic team & management with the industry, but directly lets students interact with corporate leaders and entrepreneurs. These special requests and requirements of the companies to train the students, so that it helps students fit in very well in the corporate environment of a given organization and create a boundary less pipeline of talent for HRs looking at entry level hiring.



Focal Shift In Specialisations And Trainings

It is also not advisable for future looking education providers to rely only on traditional theoretical knowledge. Instead, a pragmatic approach to management education is a necessity. The industry, aligned with Applied Specializations, are a testament of that. Apart from regular specializations such as Marketing, Finance, HR, Operations, etc., specialisations such as the following are more industry and job focussed.

- Banking Operations
- Insurance Management
- Retail Management
- HR & Recruitment
- Sales Management
- Logistics & Supply Chain
- Digital Marketing
- Market Research
- Data Analytics

Apart from specialisation, short and focussed training can also boost employability. As an example, Sunstone Eduversity offers 1200 hours of extra specializations, assessments, etc. for all the industries that recruit with Sunstone. Special training modules help students stay a step ahead of every other individual out there in the company they join.

For example, during the pandemic, Sunstone launched a “WFH workshop for millennial managers” to ensure Sunstone graduates can effectively manage their teams in remote environments and corporates don’t face challenges in training their new hires.

Another special module has been added in training to introduce students to high growth industries where job opportunities are on a rise, even during the pandemic. For example, introducing students to the EdTech and Pharma sector, insight into industries’ evolution, footprint, market, competitors, and more.



Tailor-Made Talent Availability

Availability of Tailor-made talent supply can help education providers keep a tab on the industry pulse. This edge is one of the reasons why

providers such as Sunstone Eduversity have been a first choice for some corporate giants looking for MBAs for entry-level roles. Many companies reach out to Sunstone's Recruitment teams with sometimes more custom requirements seeking the perfect candidate for their company.

One organization needed female candidates with an academic requirement of over 70% throughout. Along with this requirement, the candidate should have had an excellent knowledge of SQL and POWER BI. Sunstone was able to filter and provide multiple such candidates on demand.

Another example is how a training was created specifically to deliver for one of the recruiting partners, and then retained for all students. POWER BI was introduced and delivered in a short-span of time to fulfil the requirement. Now

Sunstone has a mandatory 2 months of BI training for every student.

Similarly, the Tableau course, which is a popular course at Sunstone, was taught as a data visualization tool. However, special requests for other tools such as Informatica, have also been taken up on demand and implemented for all students.

Contributed by Piyush Nangru, Co-Founder & COO, Sunstone Eduversity



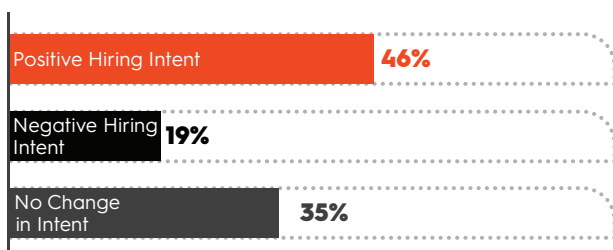
Piyush Nangru
Co-Founder & COO,
Sunstone Eduversity

DECODING THE HIRING LANDSCAPE

Internet Business Hiring Intent And Trends In 2021

The primary survey was facilitated to gauge the hiring intent of 200+ employers, of which 16 percent constituted leaders from the internet business industry in India. The survey indicated a progressive hiring intent by these companies, reaching a whopping **81 percent**, where in **46 percent** of the overall companies surveyed acknowledged a positive hiring intent, only **19 percent** indicated a negative intent, and the remaining **35 percent** provided with no change in their hiring targets for the year.

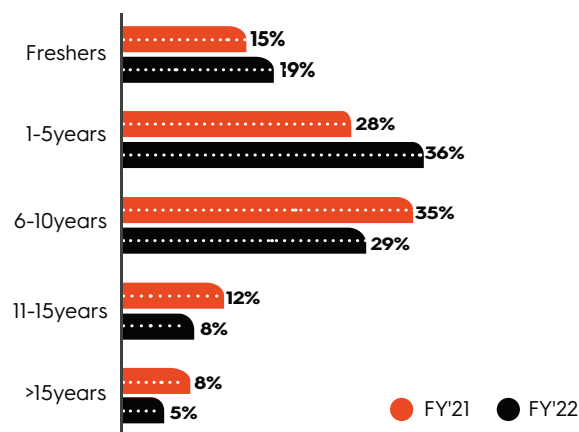
HIRING INTENT



Hiring Intent By Work Experience

The survey response concluded a rampant inclination towards freshers and candidates with **1 to 5 years of experience**. The survey-takers also favored an increase in the hiring of interns from an average of **15 to 19** in the upcoming year. Other than this, the hiring intent for candidates falling in the 6 to 10 years' experience category is expected to decline to an average of **29**, as compared to **35** in 2020. Furthermore, a decline is expected in the hiring intent of candidates with more than 10 years of experience. Overall, internet companies by large are expected to grow talent from within for mid and senior management roles, while continuing to hire **freshers / 1 to 5 years experienced graduates**.

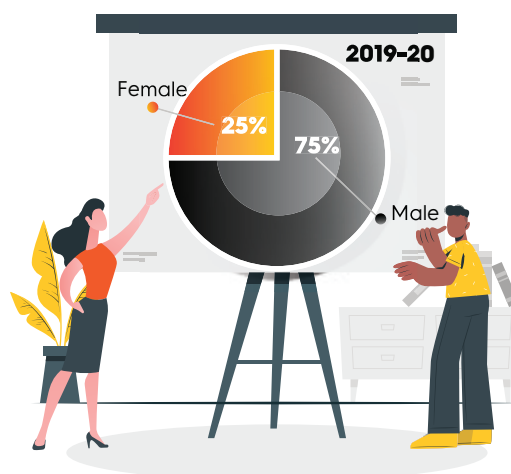
HIRING INTENT BY WORK EXPERIENCE MIX



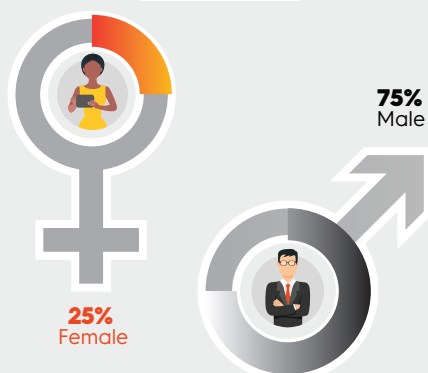
Hiring Intent By Gender Diversity

The survey has outlined no change for hiring intent on the basis of gender. For both males and females, the hiring percentage remains at **25 percent** and **75 percent** respectively in the year 2020 and 2021.

HIRING INTENT BY GENDER DIVERSITY MIX



2020-21

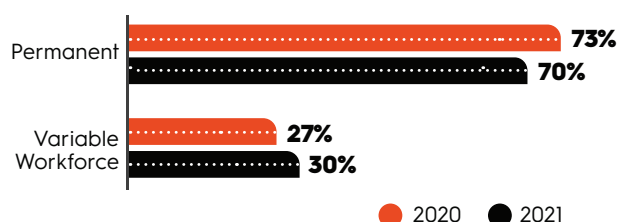


Share Of Permanent And Gig Workforce

Almost **1** out of every **3 employees** in the demand pool is expected to be a part of the variable workforce

With rise in the development of the gig economy over the traditional economy model, the survey highlights a hiring intent of a **30 percent** variable workforce as compared to **27 percent** in 2020. The demand for permanent employees has dropped by 3 percent in contrast to 73 percent last year.

HIRING INTENT BY WORKFORCE MIX

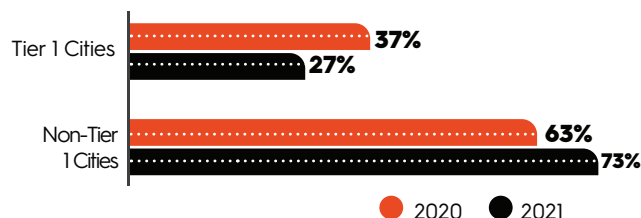


Job Demand By Location

Non-metro cities expected to drive the next wave of **growth**

As the ongoing digital transformation has increased India's internet user base and a groundbreaking development of non-tier 1 cities by **13 percent**, the hiring intent in these upcoming locations is likely to upsurge from an average of **63** last year to **73** in 2021. The sector is witnessing an upswing in demand in non-metro cities such as Ahmedabad, Jaipur, and Pune.

HIRING INTENT BY LOCATION MIX

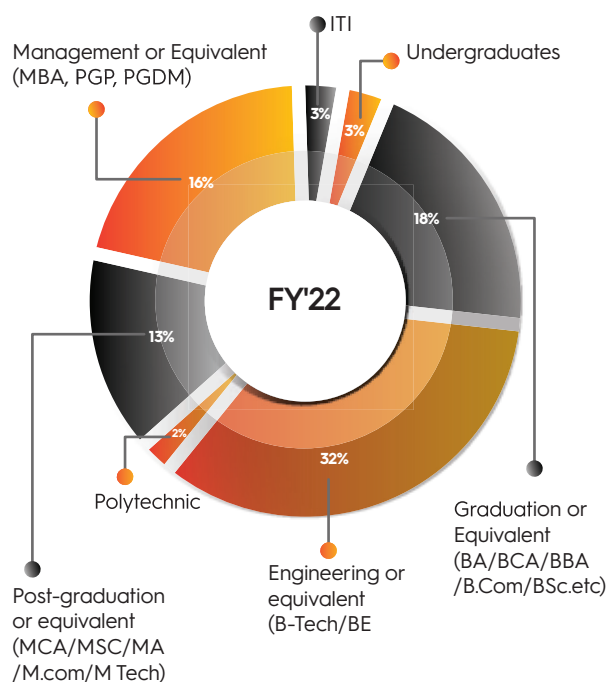


Hiring Intent By Education

Engineering graduates are expected to make **1/3rd** of demand pool

The survey has revealed a slight preference towards candidates with management degrees and hiring of undergraduates. The average demand for undergraduates and management

degrees stood at **11%** and **14%** in 2020 respectively which is now expected to go up to **13%** and **16%** in 2021. Engineering graduates continue to be most in demand, comprising **33%** of the industry demand pool.



Hiring Intent By Skills

Demand for talent in the internet business industry is expected to be particularly high. The current state of the sector suggests that an increased demand skill such as **understanding of various technological platforms, web analytics, statistical analytics, programming language skills, business intelligence, support functions, seller- customer management, social media listening and marketing, advertising as well as payment solutions and management** are some of the expected qualities for hiring in the sector. Apart from this, the talent pool will also need to hone softer skill sets, especially skills like communication, conflict resolution, and creative thinking.

Top technical skills In Demand



App Development



UI/UX Experts



Growth Hacking



Machine Learning

Top Soft Skills In Demand



Communication,



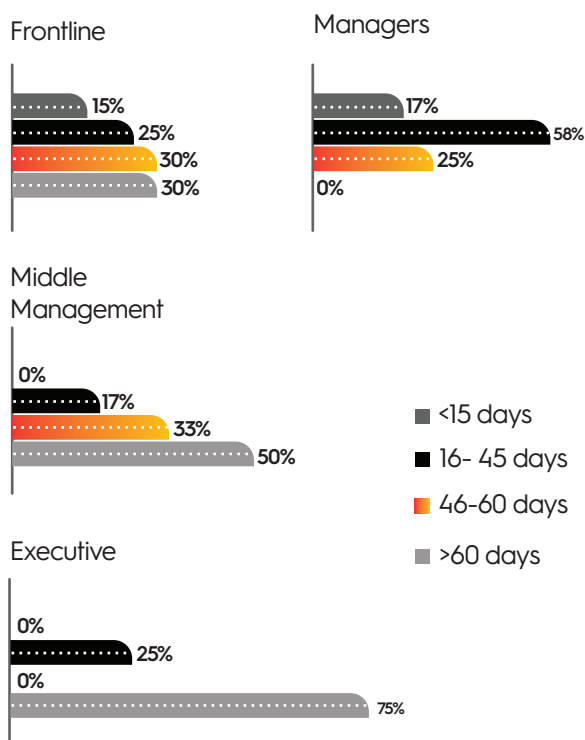
Conflict resolution,



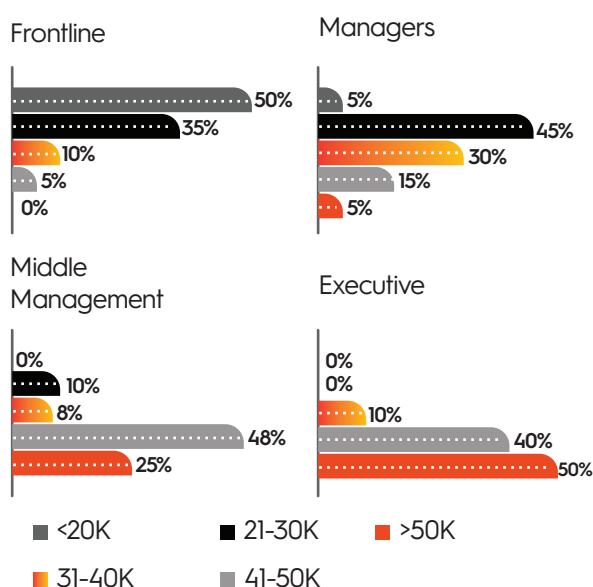
Creative thinking

Key Hiring Metrics Observed In The Internet Business Sector

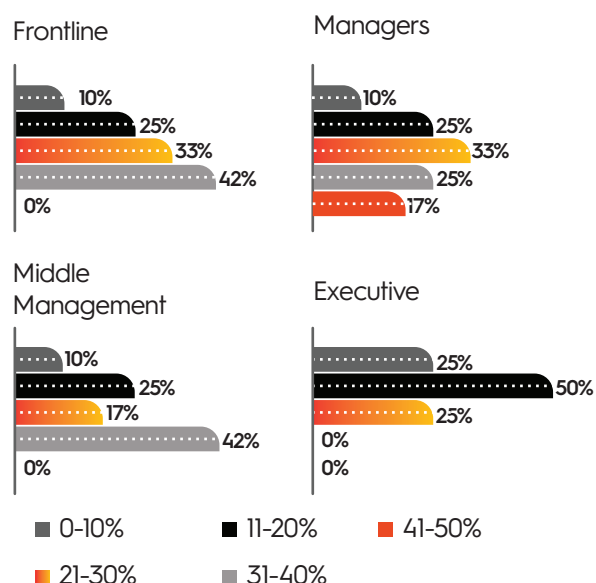
Average Time To Hire



Cost Per Hire



Average Hike %



Driving Factors To Enter The Internet Business Industry

- The industry is providing a wide platform to people from all walks of life such as **women, artisans, craftsmen, SMEs, MSMEs etc.**
- The industry is setting up and also innovating the digital infrastructure, improving the delivery system in turn.
- The provision of funding support and incentives from the government to establish a valuable e-commerce ecosystem is enabling growth in the sector on a large scale, attracting engagement like never before.
- E-commerce companies are set on the path to reskill and upskill emerging entrepreneurs for competition in the global market.

BUILDING TOMORROW

INTERNET BUSINESSES IN THE POST-PANDEMIC WORKPLACE



The exponential growth of the sector has ultimately impacted the employment landscape of the industry. **With the industry set to optimize its workforce and leverage the ecosystem further, it must recognize the following:**



Emerging Skills And Advancement

Companies in the sector are building skills through vocational training. As the industry is thriving to its full potential, it cannot continue with poor or lack of training for its operations. A digitally sound and skilled workforce is crucial to the development of the sector.

The state will be required to redesign the education model laying increased emphasis on skill development.



Payment Automation

As the industry has created a wide reach and an ever-growing demand, it is important to explore easy payment solutions and innovate secure payment methods.



Investment In R&D

While the industry operates largely on an automated process, there is scope for companies in the industry to adopt newer and smarter technological solutions like facial recognition, virtual fission rooms, 3D images, even the use of drone technology for logistical purposes. Therefore, **investment in R&D centers for further advancement will improve the e-commerce ecosystem.**

What Are The Candidates Looking For?

The coronavirus outbreak brought to light the importance of earning both a job as well as health security. The e-commerce industry has helped millions of candidates from far and remote places to fulfill their aspirations with the increasing scale of employment. The surge in operations has burdened the manpower involved, but the sector is providing opportunities to earn more and has largely incentivized its employment model, setting up helplines and medical centers for its employees. The industry has succeeded in creating a shift in employees' expectations.

The internet business industry has provided a major thrust to the Indian economy. While the industry remains strong with an upward growth trajectory, it is also worth pointing that the sector creates a balanced, sustainable and inclusive growth for the economy and its employees. Therefore, the expansion of its employment landscape with maximum skill-fit candidates will push the growth rate higher.

LEADERS SPEAK



The talent scenario for the Internet Business Industry has certainly progressed in 2021, with technology and virtual onboarding as an important dimension. Clearly for our Industry, the concept of gig working has represented a shift in employment. 2020, indeed was an year where in order to reduce the costs, businesses adopted a pretty conservative approach to keep their sailing boats afloat somehow, by reducing headcounts. And now, after almost a year of slump, hiring is finally picking up pace in the Industry. That's a sign of progression.

-Aditi Pareek, Pepperfry



We saw a significant jump in the temporary or contractual workforce post the lockdown. When the pandemic hit, the delivery team had to cater to 2X more requests since many Millennials, and the working population started moving back to their hometowns. With this movement, customers decided to transfer the subscription to their hometowns, or close the subscription, or choose to pause the subscription. Unlike most B2C businesses, we at Rentomojo enable the customers with the

flexibility to close anytime. To cater to this surge in operational demand, we hired additional contractual staff to enable these products' movement back and upkeep. With the contingent workforce set up, we had the flexibility to add or reduce resources in this period where different states were responding to the pandemic differently. It helped us stay nimble. For Rentomojo, I anticipate a 25-30% increase in hiring in the customer fulfilment and servicing roles for the FY 21-22. Another shift I anticipate will come into play would be the acceptance of Gig workers for Corporate roles. Remote working has opened up a new world of talent; talent on demand. Although my initial estimation for the change in Gig work was 2025, COVID-19 has catalyzed this transition to 2022."



Ketan Krishna, Rentomojo



“Organization support to be with the employees during these critical times has been the key to revival.

We managed volatility with extreme focus on employees and putting them at the core. At HealthKart, we set up a dedicated helpline to support employees, be it setting up a door-to-door delivery service for employees who lived alone and needed help during the pandemic, or pick-up and drop service when work resumed.”



Monica Mudgal, Healthkart



In the post pandemic world, there has been a paradigm shift in job profiles, with advancements in skill sets. This holds particularly true for the Internet Business Industry as well, in which the adoption of technology has been fast-tracked by almost 80%. Moreover, as an organization, we have also been strengthening our front end & back end tech, with varied kinds of hiring. There has been an increased demand for Dev Ops, infrastructure architects, Information security professional, product managers, data scientists and special analysts. If COVID-19 has taught us anything, it is that we need to be resilient & adaptive.

-Sriram V, BankBazaar.com



Covid-19 has been a rapid transition maker for a lot of organizations, apart from being a change-maker. When I look at the knowledge industry as a whole, companies who were obsessed about control have learnt to let go, and trust employees more, to work from home. In fact, the entire paradigm has shifted from trying 'to cure, to care' more for people. For SuprDaily, we are looking at hiring more enthusiastic folks across areas of tech, product and category. For us, having a great cultural fit is a non negotiable

-Naga Siddharth, Suprdaily.com



METHODOLOGY

The second edition of the Decoding Jobs, Decoding Jobs 2021 was the culmination of efforts of over 5 months made by Taggd in collaboration with our partners Sunstone Eduversity and Confederation of Indian Industry. The initiative consisted of a series of round tables, a primary survey and exhaustive one on one conversations with business and Talent leaders across Industry Sectors.

The primary survey received over 200+ respondents from diverse Industry sectors. In which the respondents shared their hiring predictions, and inputs on other trends which they saw coming up in 2021. These surveys were filled in by the Chief of HRs or TA Heads. Here is a quick summary of the respondent profile:

The second edition of the Decoding Jobs Think Tank Roundtable Series 2021 brought together some of the top Indian and global talent leaders to understand the hiring trend and outlook in their respective sectors.

These roundtables were moderated by the Chiefs of Customer Success at Taggd, **Anshuman Srivastava and Vishal Bhardwaj**.





Confederation of Indian Industry
125 Years - Since 1885

Presents

DECODING JOBS

Metamorphosis Of The Workplace

Key takeaways from #ThinkTankSeries2021



**Sunstone
Eduversity**



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By PeopleStrong



Confederation of India Industry

125 Years - Since 1895

Emergence Of A New Workplace



A welcome shift in hiring

Digital-led talent acquisition will be the approach for the new age. Processes such as zero-error virtual hiring and onboarding are now at the forefront.



New models of employment

Companies are moving towards higher-order skills offshoring, leading to new employment models - contract, gig, full-time, etc.



Enhanced Employee Experience

Increased engagement, focus on well-being, constant communication for motivation are focus areas for companies for a smooth transition to new normal

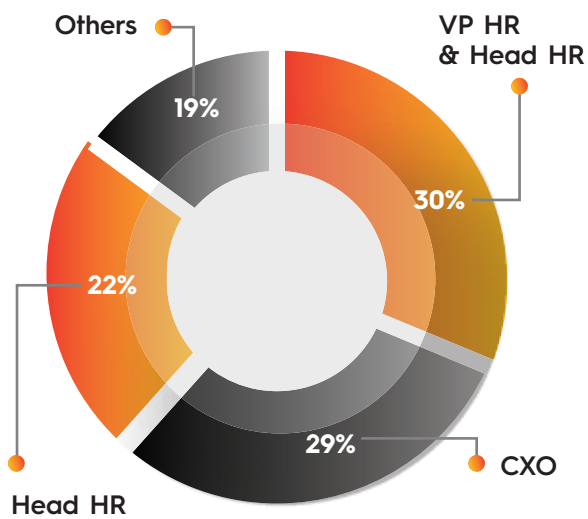
 Rajat Kumar Outlook	 Sukhpreet Singh Lenskart	 Faisal Nadeem Salyed Expedito	 Ajay Kumar Pandey LBT Financial Services	 Karwal Kaul NarWest Group	 Mehroza Batopatria RBL Bank
 Vinayash Mishra Magna Financial	 Rajat Grover Fullerton India	 Shweta Dhillon SBI General Insurance	 Tanya Kothari Max Bupa Health Insurance	 Tasheen Nargaria ANZ	 Vibhask Nask HDFC Life Insurance
 Parul Murthy General Public Officers Bank of Commercial Life Insurance	 Ajay Bhatt Intas Pharmaceuticals				



ANSHUMAN SRIVASTAVA
Chief of Customer Success
Automotive, Manufacturing
& Engineering



VISHAL BHARDWAJ
Chief of Customer Success
Information Technology
& Pharmaceuticals



This year, considering the upheaval the market is going through due to the current COVID-19 pandemic, the job agenda has become furthermore important not only for employers but also for government and academia. These 'Think Tank Roundtable' discussions were held with more than 80+ senior industry leaders across major key industries – Automotive, BFSI, Internet Business, Global-in-house centers (GICs), Information Technology, Manufacturing and Heavy Engineering and Pharmaceuticals and Healthcare. The participating leaders joined the discussion and shared how their respective sectors weathered the pandemic, drawing attention to the various measures the companies took to turn challenges into opportunities.

The outcomes of the very engaging and insightful discussions helped in qualifying the quantitative indicators of primary survey conducted by Taggd. It also stressed upon qualitative measures that can be taken to build employee capability in the new normal. One of the chief highlights was the need for concerted efforts between the government, industry and academia to address pressing skill concerns facing our workforce today.

These focused group discussions were conducted by Taggd and academic partner Sunstone Eduversity, in collaboration with the Confederation of the Indian Industry (CII)





The Future Of Work



Reskilling & Upskilling – the new imperative
Equipping employees with the skills of tomorrow is a priority for organizations across industries.



Boundaryless talent pool
Without geographical constraint, talent avenues have increased. Greater diversity is expected in the future workforce.







Opportunity for ATOM (Analytics, Technology, Operations, Medical Sciences) to grow

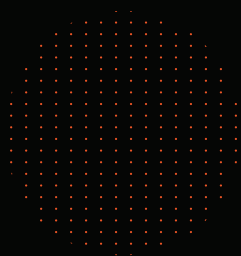
Focus has moved to technology integrated roles across industries. There will be a greater need for people in ATOM.

Digital dexterity, agility, resilience, good communication, design thinking

These skills will be the mainstay drivers for businesses to move from business continuity to business growth.



For more information and insights reach out to
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