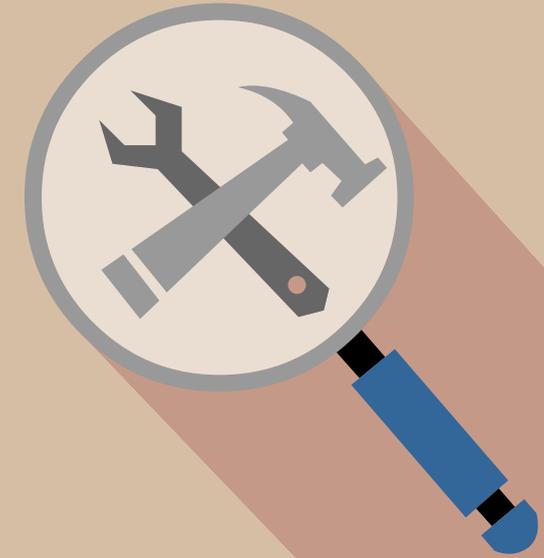




Career Outlook Report



February - April
2021



 **TeamLease**TM
EDTECH
Making India Employable

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Preface

A young nation is striving to fulfil the many aspirations of its youth. The average age of India's population is 27 years, and 50% of our people – that is 650 million – are of working-age. To empower this large populace with the jobs they need, it is important that the aspiring candidates understand the evolving employment landscape and align their strategies and build capabilities that make them worthy of those positions. All too often, the exercise of matching opportunities and skills demands reliable and actionable information; and there is an enormous dearth of this information today. It is also pertinent that Higher Education Institutions (HEIs) assimilate and analyse this information and align their course curriculum to ensure that their students are being counselled and groomed with the necessary skills.

Aligned with its vision of Making India Employable, over the last decade, TeamLease EdTech (formerly Schoolguru Eduserve) has built deep expertise in skilling (helping freshers acquire new skills) and upskilling/reskilling (helping the employed add more skills or new skills to their repertoire). The Career Outlook Report is our initiative to translate this capability into actionable intelligence which can help fresh job market aspirants and HEIs prepare their strategies.

The Indian job market has extreme information asymmetry – there is a considerable gap between the job market information and the information available to job seekers. The Career Outlook Report aims to bridge this gap and provide career-enhancing insights into job roles and skills the market requires and the types of courses that prepare job seekers to respond to market demand effectively.

The report has been prepared by meticulously bringing together employer surveys and current market information to quantify the “Intent to Hire” by employers, across eighteen sectors and fourteen cities across India. At TeamLease EdTech, we believe that this high-quality market intelligence keeps job seekers in good stead and helps India become more Employable.

Shantanu Rooj
Founder and CEO, TeamLease EdTech

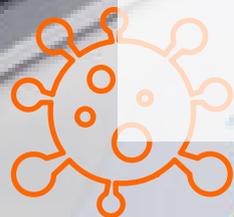
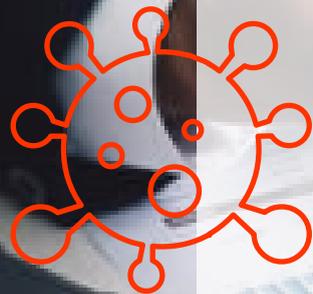


Introduction

TeamLease EdTech is on a mission of Making India Employable. This report is our initiative to nurture insights that can help fresh job aspirants understand the trends and gain their foothold in the market and gain relevant skills. The TeamLease Group is known for its thought leadership and fact-based reporting of forward-looking job market trends for over a decade now. Our flagship reports cover employment sentiment, salaries and stipend trends and a wide variety of insights related to the job market. Our reputation for bridging information asymmetries in the Indian job market demanded devising a report that focuses on skills required to help freshers become employable and desirable for the current job openings.

COVID-19 has impacted businesses and jobs everywhere and has badly hit hiring activity. However, dark clouds have a silver lining. About 38% of all employers expressed their intent to hire freshers before the pandemic struck; this base has shrunk to 15% for the period February – April, 2021. But, the overall proportion of employers carrying out any kind of hiring (freshers or experienced) stands at a low of 27% today. Therefore, freshers still have a reason to cheer. Although there are fewer jobs than earlier, on the whole, they have been less disadvantaged compared to candidates with years of experience.

This report is intended to guide freshers and provide information on what to expect during the February – April, 2021 period from a job search perspective. It highlights the job roles in demand in the market and the essential skills (core and associated) required for those roles. The report also highlights the top skill-enhancing courses that can act as an employability booster for these roles. The report is intended to be a source of market information that helps freshers acquaint themselves with current market trends. And the knowledge of the right skills they can equip themselves with to gain fruitful employment. It shall also help Higher Educational Institutions understand the expectations of the industry and modify their curriculum accordingly.



Glossary of terms

Intent to Hire / Hiring Intent: is a measure which represents the percentage of employers likely to hire fresh graduates during the three-month time period that is in consideration.

Core skills: are the critical set of skills that enable a candidate to carry out a given job role. It is comprised of the functional and technical skills that the given job role demands.

Associated skills: are the additional – mostly soft – skills that complete the entirety of skills a candidate must possess in order to perform satisfactorily in a given job role.

Domain skills: are skills that are specific to the technical domain within which a given job role exists. They could be a combination of functional and soft skills relevant for a given domain.

Tech skills: are technological skills that are relevant for a given domain and / or a given function, and are a subset of a broader, universal set of technological skills.

Employability: is the measure of a candidate to possess the skills and abilities to obtain a job, to perform satisfactorily in a job, and to make consistent progress in one's career.

Hiring sentiment: is the likelihood that an employer will hire people for their organization during a specified time period.

Executive summary

Knowledge and understanding of the job market is essential for freshers who are embarking on making their careers. How favourably are employers looking at hiring freshers; what are the job roles that are in demand; what skills are they looking for in a candidate; what courses can help freshers obtain a foothold in the industry; which sectors are looking forward to hiring freshers; and which cities - these are the various market insights that help sharpen a fresher's approach towards seeking and securing jobs.

The summary is a quick peek into all the salient insights that make up this report. The broad picture presented in the summary is then fleshed out in the subsequent sections.

Executive Summary



Hiring Intent for freshers

Employer intent to hire freshers during February-April, 2021:

- ◆ 15% of all employers across India intend to hire freshers during February-April, 2021.

Job roles and skills in demand for freshers



Top job roles

in demand during February-April, 2021:

- ◆ Top job roles freshers can expect to be employed in are: Business development – Sales Professionals, Graphic Designers, Digital Marketing Associates, Content writers & Web Developers.

Key domain skills

in demand during February-April, 2021:

- ◆ Top domain skills employers expect freshers to possess are: Spreadsheet skills, Product/Service Marketing, Data Analytics, Web development and Mobile App development.



Key soft skills

in demand during February-April, 2021:

- ◆ Top soft skills employers expect freshers to possess are: Reasoning, Analytical thinking, Complex problem solving, Active learning & Critical reasoning.

Executive Summary



Popular courses to increase employability

- ◆ The most popular courses freshers can undertake to improve their employability: Various courses in Automation, Software development, Graphics design among many others.

Hiring Sentiment across Sectors and Cities

(Percentages represent the proportion of employers within the respective sector/city)



The following are the **top 3** sectors that intend to hire freshers during February-April, 2021



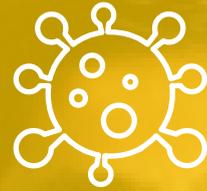
- ◆ Information Technology: 24% (proportion of all Information Technology employers)
- ◆ Telecommunication: 21% (proportion of all Telecommunication employers)
- ◆ Ecommerce & Technology start-ups: 19% (proportion of all Ecommerce & Technology start-ups employers)

The following are the **top 3** cities that intend to hire freshers during February-April, 2021

- ◆ Bangalore: 41% (proportion of all employers in Bangalore)
- ◆ Mumbai: 29% (proportion of all employers in Mumbai)
- ◆ Delhi: 24% (proportion of all employers in Delhi)



Executive Summary



COVID's impact on the hiring intent for freshers

◆ The hiring intent for freshers is recovering smartly and quickly since the days of the lockdown. The hiring intent for February-April, 2021 has improved almost 2.5 times since its nadir during the lockdown.

Overall trends for Intent to hire

(Percentages represent the proportion of all employers)

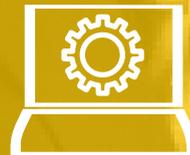
Pre Pandemic (38%) -> ◆

During the Lockdown and Unlock phases (6% - 9%) ->

Estimate for February-April, 2021 (14%)



Intent to hire trends for key sectors:



Information Technology

◆ Pre Pandemic (51%) -> During the Lockdown and Unlock phases (12%- 18%) -> Estimate for February -April, 2021 (24%)

Ecommerce & Technology start-ups

Pre Pandemic (48%) -> ◆

During the Lockdown and Unlock phases (14%) ->

Estimate for February-April, 2021 (19%)

Intent to hire trends for key sectors:



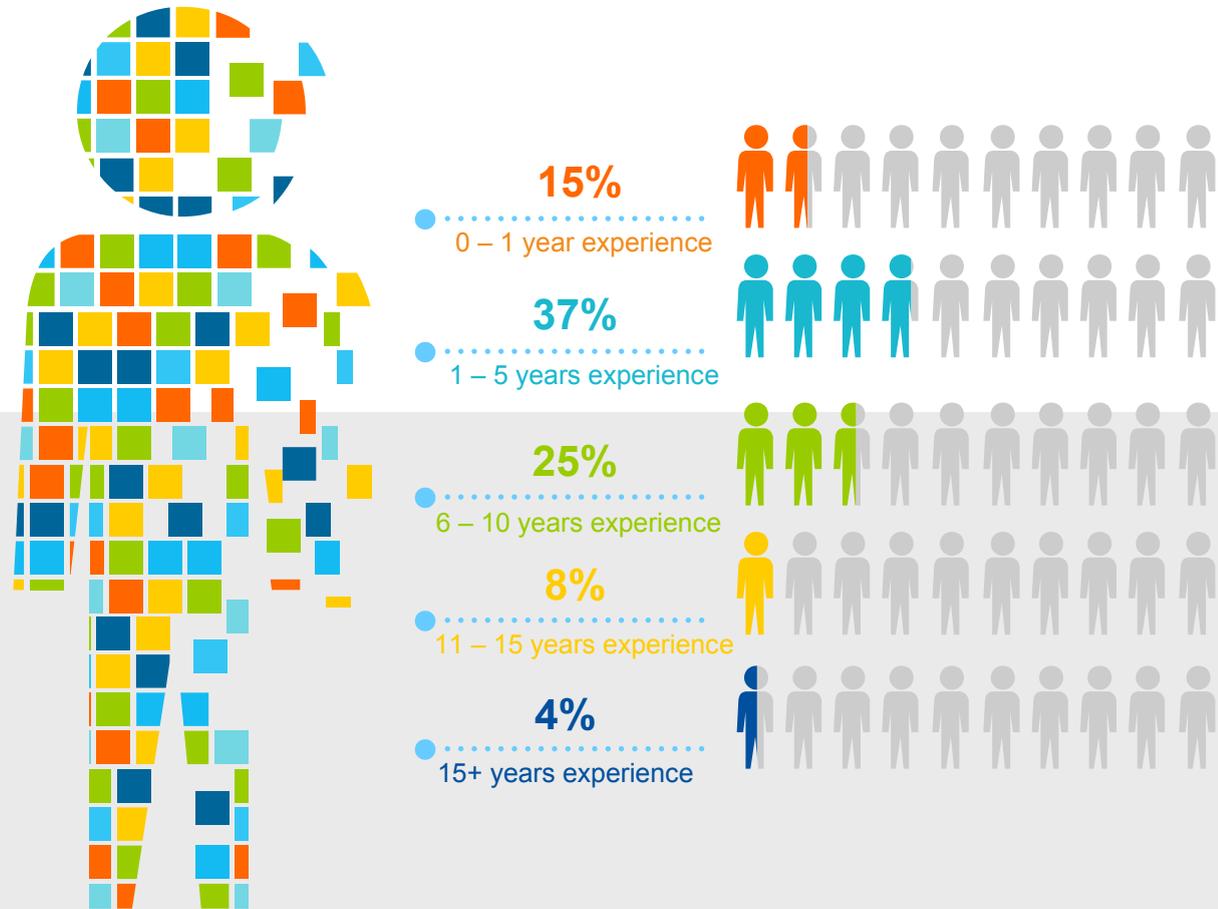
Employer intent to hire freshers

“Intent to Hire” is a critical measure of jobs that are likely to be created for freshers over the three month period in consideration. It represents the probability of employers hiring freshers over these three months. The statistic is reported at the overall (India) level, as well as at the level of different sectors and cities.

This is followed by the major trends that will drive the growth of key sectors; it is expected that these major trends shall also impact the fresher’s hiring for these sectors.

Overview of Hiring Intent in India

Percentages represent proportion of employers who are intending to hire from each of the five work experience categories. Respondents may have indicated intent to hire from multiple experience categories.



Overall intent to hire: 27%

The overall intent to hire (averaged across all categories put together) is 27%. 15% indicate they intend to hire freshers (0 – 1 year work experience) during February-April, 2021.

Intent to Hire / Hiring Intent-

is a measure which represents the percentage of employers likely to hire during the three-month period that is in consideration.

Source : Deduced from the TeamLease Employment Outlook Report and Employers' hiring preference across India in 2020, by work experience, December 2019, Statista

Sector Trends driving growth and jobs

Information Technology

With the changing face of the global business outlook, companies are fast digitalising themselves - working to improve their agility and flexibility, increase automation and move to more real-time operations. Accelerating digital transformation efforts will likely take a rededication to improving cloud infrastructure, data and analytics capabilities, and cybersecurity. It will also likely require a renewed focus on business model transformation and ecosystem development. Growth opportunities abound for tech companies that execute on all forms of digital transformation, particularly in the areas of cloud, XaaS, data analytics, RPA, AI and ML, cybersecurity, and edge computing.

Telecom

Telecom companies will continue to provide the bedrock for other industries to recover and thrive and shape a new future for businesses and consumers on the strength of advanced wireless technologies such as 5G in 2021. The COVID-19 pandemic has accelerated consumers' willingness to experiment with their entertainment options too. The hard lines that used to exist between content and distribution channels are increasingly blurring. The coevolution of entertainment and technology is helping fuel new service offerings and entertainment bundles for consumers—necessitating new strategies and agile approaches for companies and creators.



Sector Trends driving growth and jobs



Ecommerce

Rising internet penetration and the growing use of smartphones are predicted to contribute to the growth of the Ecommerce market in India. Ecommerce is at an all-time high. Lockdowns, travel bans, and retail closures forced the consumer online, and the world's largest retailers soon followed, in some cases selling direct to consumer (DTC) for the first time. Several companies are improving their operations through automated shipping and fulfillment. To better compete with marketplaces and retail giants, brands are also investing in richer, more personalized experiences. Humanizing their brand, so that it aids in customer retention, now is a top priority as acquisition costs rise, along with uncertainty in digital advertising.

Logistics

The domestic logistics sector is expected to continue at the core of the next stage of the battle against the virus in 2021 even as some easing in freight charges and container shortage, which hit the exports in the last quarter of the previous year, is also expected during the year. India's USD 215 billion logistics sector is one of the largest globally and has been growing at a CAGR of 10.5 per cent, according to a recent report. Digitisation of supply chain management with a focus on newer technologies like Blockchain, AI, Machine Learning, IoT are playing a critical driver for value creation. Growth in associated industries like Ecommerce has also been fueling the logistics sector.

Sector Trends driving growth and jobs

Healthcare

Rising income level, greater health awareness, increased precedence of lifestyle diseases and improved access to insurance are the key contributors to growth for this segment. Health insurance is gaining momentum in India. Private sector has emerged as a vibrant force in India's healthcare industry, lending it national and international repute. Telemedicine is a fast-emerging trend in India. Major hospitals (Apollo, AIIMS, and Narayana Hrudayalaya) have adopted telemedicine services and have entered several public-private partnerships (PPP). Further, presence of world-class hospitals and skilled medical professionals has strengthened India's position as a preferred destination for medical tourism.

Financial Services

The country's financial services sector consists of capital markets, insurance sector and non-banking financial companies (NBFCs). The financial services industry is emerging from a year of whipsaw change. Banks, faced with unrelenting pressure on their margins, can see some relief in sight, while the capital markets are looking to a year of reduced volatility and improving financial conditions. The private equity industry is looking to continue its robust recovery, with middle market firms poised to play an important part. The asset management industry in India is among the fastest growing in the world. The Government of India has taken various steps to deepen reforms in the capital market. The Government has also approved 100% FDI for insurance intermediaries.



Sector Trends driving growth and jobs



Retail

Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. A good recovery of the economy, changing demographic profile, increasing disposable income and changing consumer tastes are driving the growth in the organised retail market in India. Retail would add about 39 Mn Square feet of space by 2022. Collective efforts of financial houses and banks with retailers are enabling consumers to go for durable products with easy credit. Govt has allowed 100% FDI in single brand retail and 51% FDI in multi-brand retail in India. As per a recent report, traditional retail will hold a 75% share of the total retail market in 2021.

Education

India has over 250 million school going students, more than any other country. It also has one of the largest networks of higher education institutions in the world. Number of colleges and universities in India reached 55000 and 993, respectively, in FY20. Education sector in India remains to be a strategic priority for the Government. The Government has allowed 100% Foreign Direct Investment (FDI) in the education sector. The Cabinet chaired by the Prime Minister, Mr Narendra Modi approved the National Education Policy 2020, making way for large scale, transformational reforms in both school and higher education sectors. The policy is built on foundational pillars of Access, Equity, Quality, Affordability and Accountability, and is aligned with the 2030 Agenda for Sustainable Development.

What do employers look for in freshers?

Key Job roles, Domain skills, Soft skills & Popular Courses

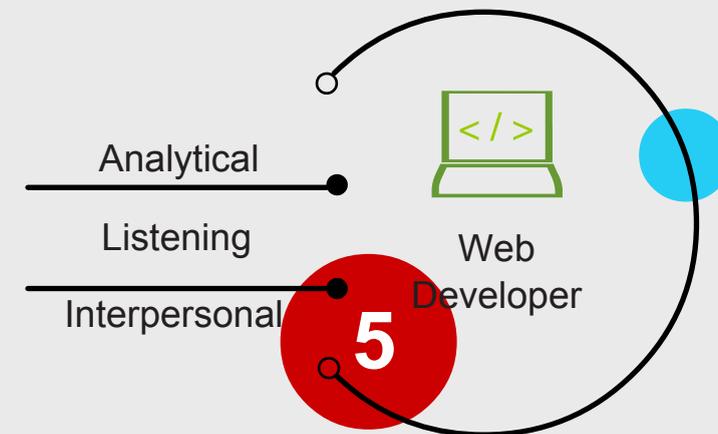
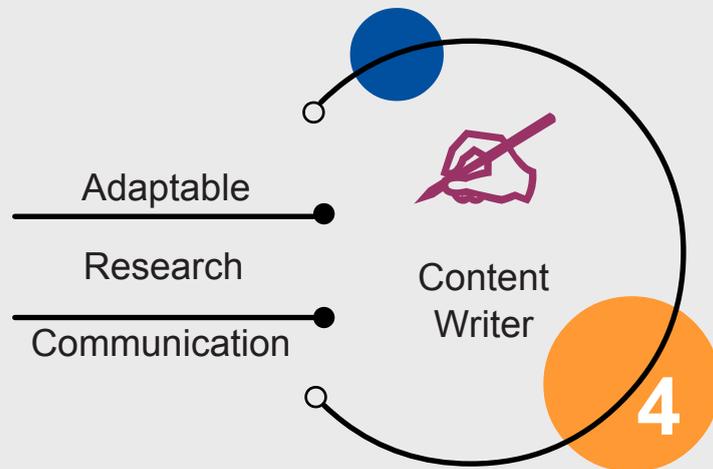
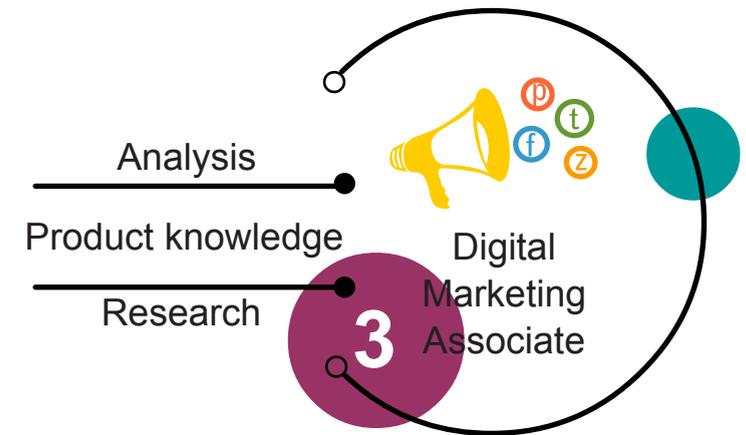
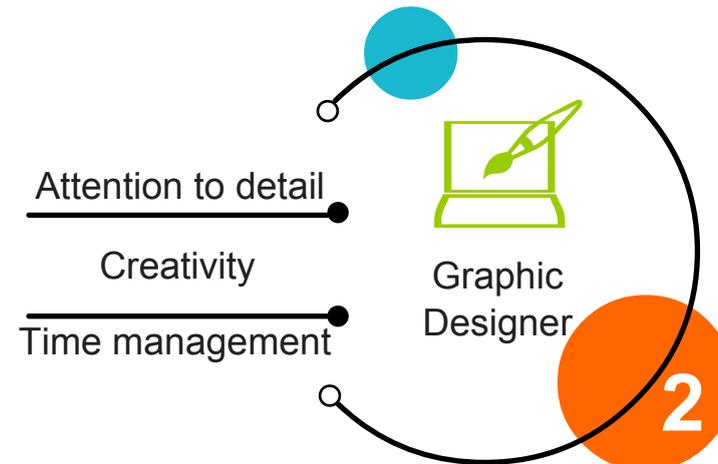
Which job roles, skills and courses are the most popular among employers? Which are the top job roles employers are hiring for, across sectors and cities, and what skills does each of these roles demand? We look at a broad overview of what the fresher jobs landscape looks like, and list the skills and courses that are in popular demand in the job market.

Freshers can utilize this overview to see where they stand in terms of job opportunities, the skills they possess, and the skills they may need to acquire to prepare for the opportunities that best suit them.

What do employers look for in freshers?

Top 15 job roles in demand for freshers - across cities and sectors

Top 15 job roles in demand and associated skills

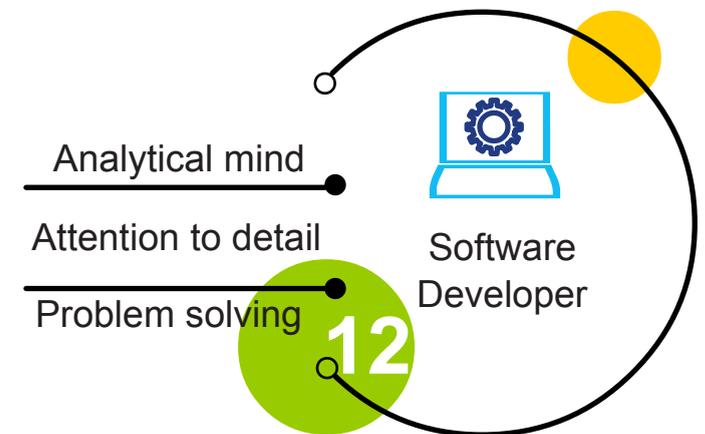
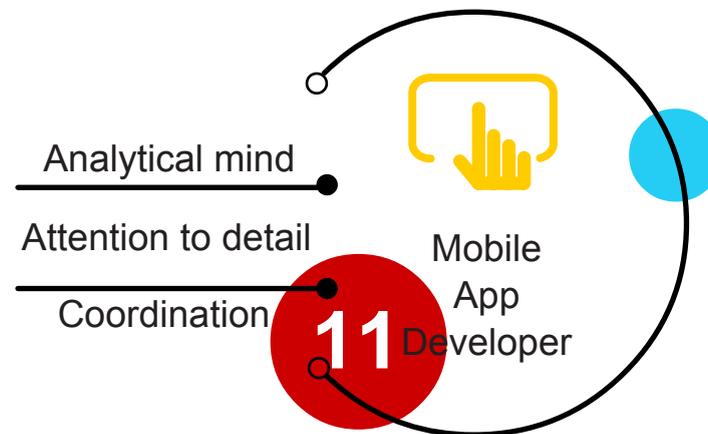
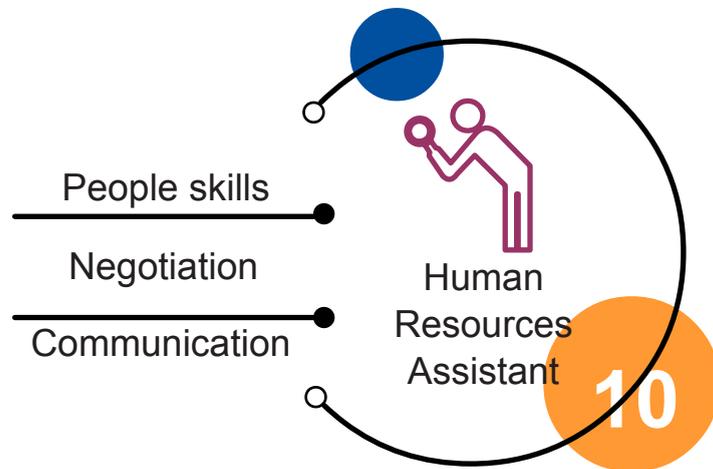
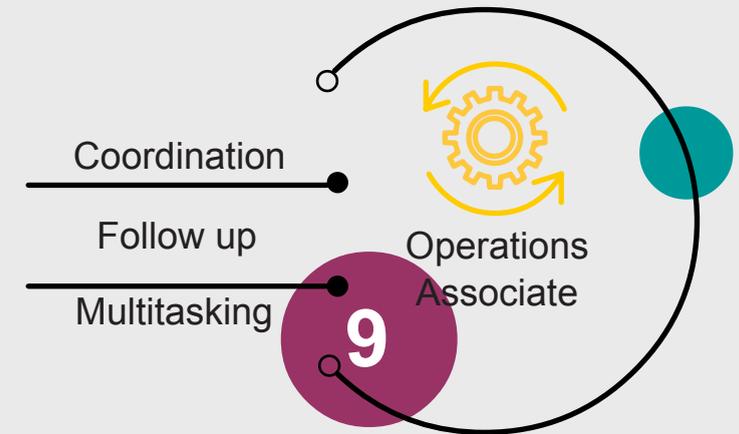
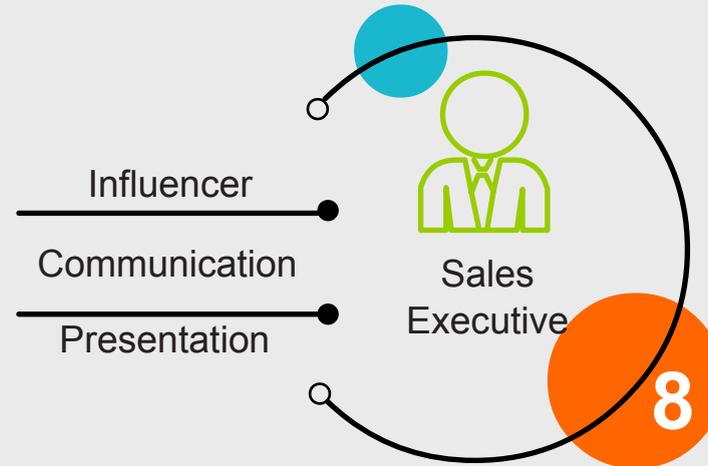
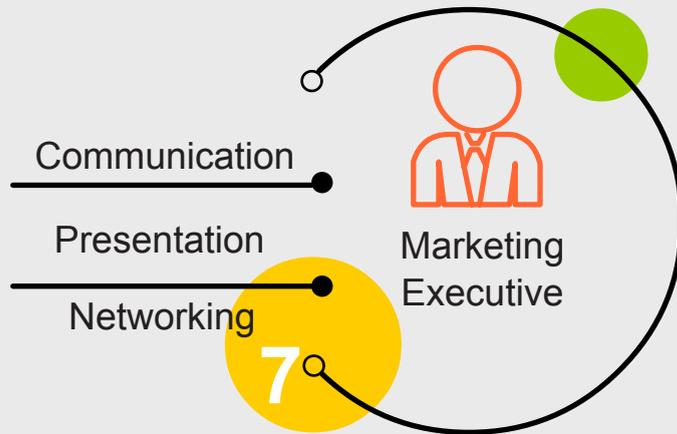


Source: TeamLease employer surveys administered during November and December, 2020

What do employers look for in freshers?

Top 15 job roles in demand for freshers - across cities & sectors

Top 15 job roles in demand and associated skills

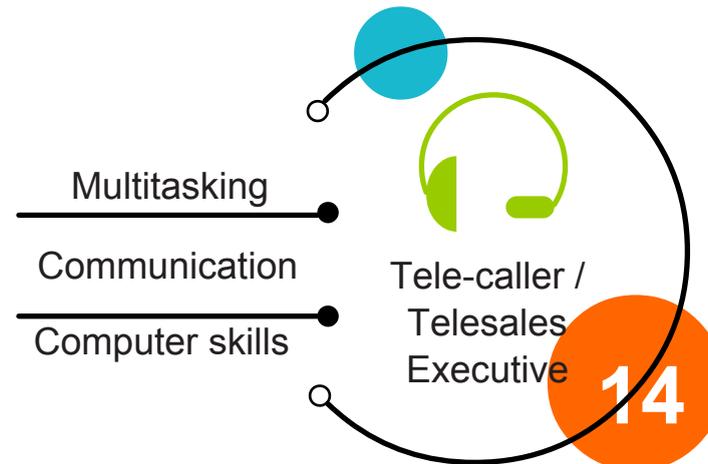
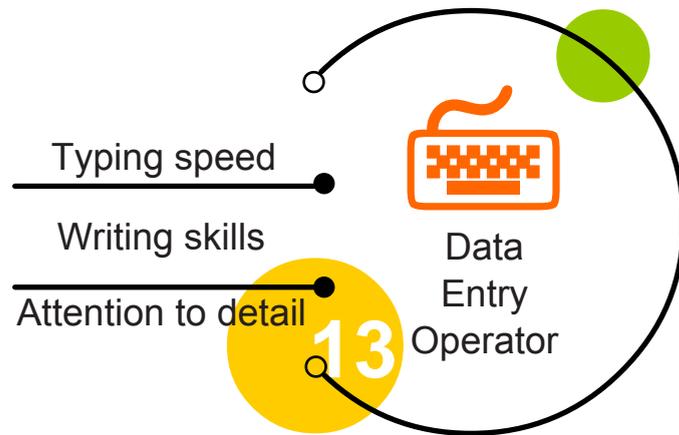


Source: TeamLease employer surveys administered during November and December, 2020

What do employers look for in freshers?

Top 15 job roles in demand for freshers - across cities & sectors

Top 15 job roles in demand and associated skills

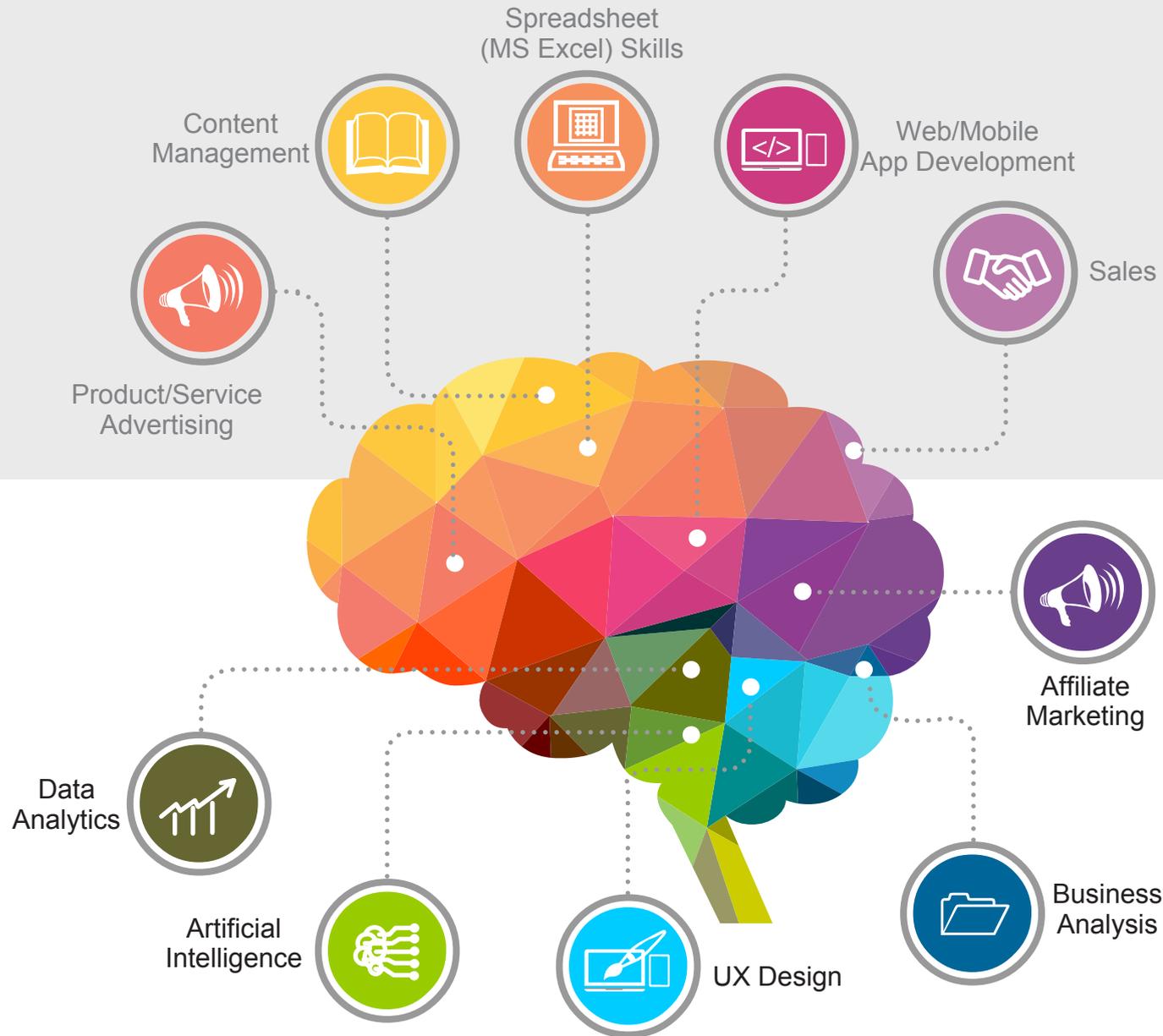


These are the top 15 job roles in demand for freshers, and the associated skills sets for each of those roles. For example, freshers aspiring to be software developers can focus on skills such as Analytical thinking, Attention to detail and Problem solving, to increase their chances of securing the job role.

Source: TeamLease employer surveys administered during November and December, 2020

What do employers look for in freshers?

Top 10 **domain skills** in demand for freshers - across cities & sectors

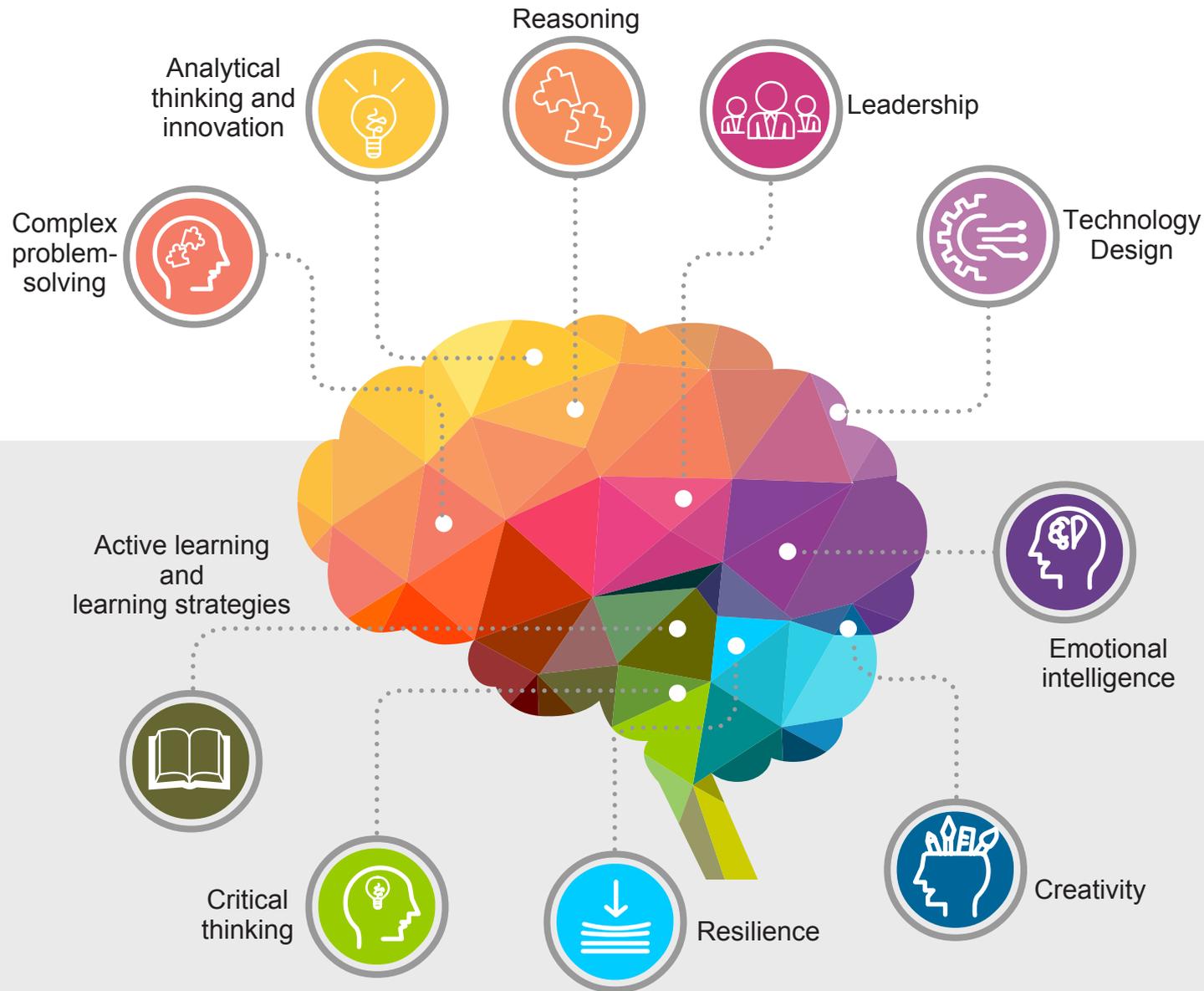


Employers seek a diverse set of domain skills that range from functional to technical. Data analysis skills (Data Analytics, Artificial Intelligence, and Business Analysis) are a formidable part of the top domain skills employers want candidates to possess.

Source : 1) 15 in-Demand Skills in 2021, December 2020, the-next-tech

What do employers look for in freshers?

Top 10 soft skills in demand for freshers - across cities & sectors

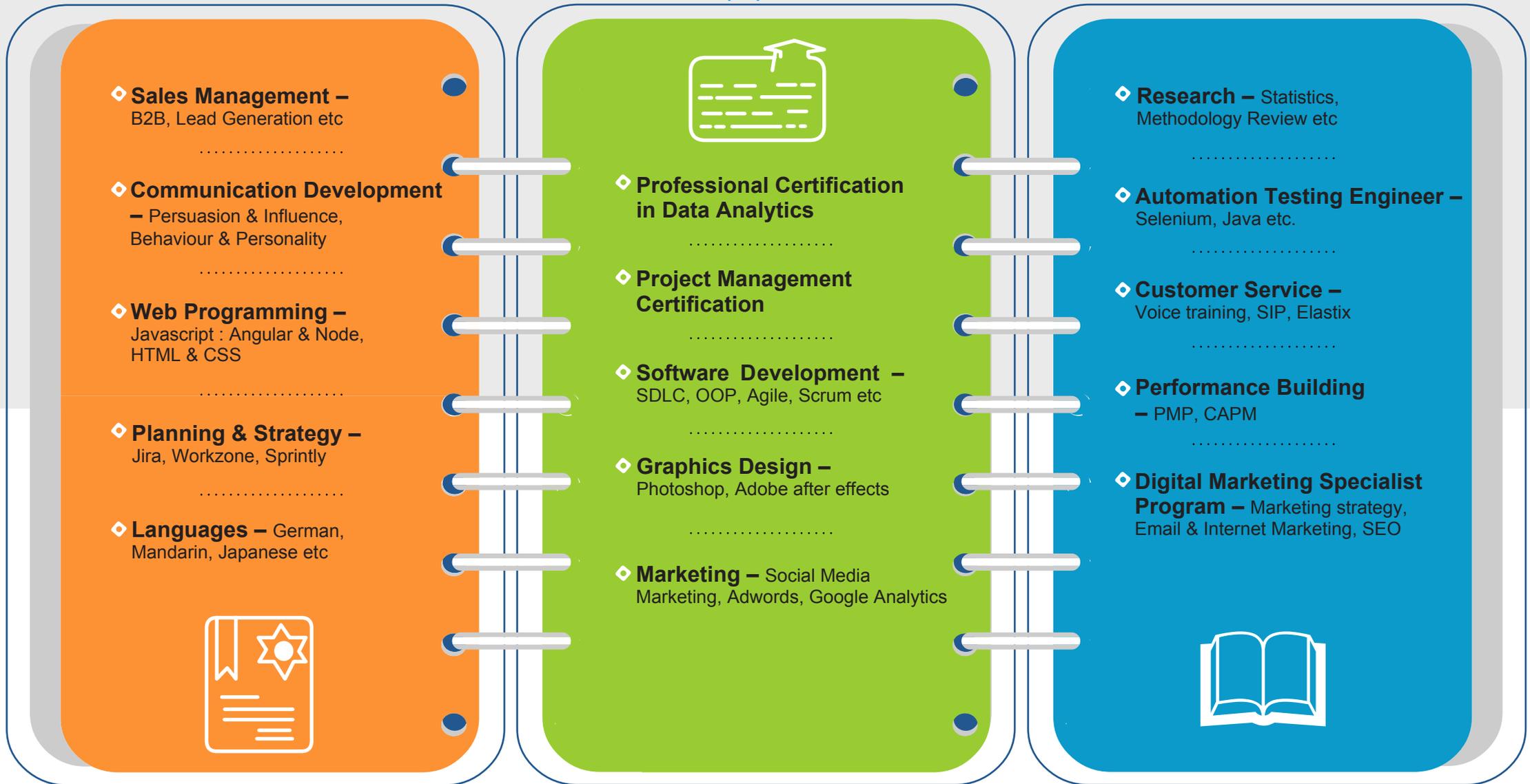


Must-have soft skills for freshers include a combination of those that involve intellectual rigour and those involving behavioural and attitudinal traits.

Source : 1) 15 in-Demand Skills in 2021, December 2020, the-next-tech, 'The Future of Jobs 2020-India, Weforum'

Top courses to increase employability

15 most popular courses



These are the 15 most popular courses, aligned to the skills that the employers expect candidates to possess, that can help boost a fresh candidate's chances of landing a job during February-April, 2021.

Source: TeamLease employer surveys administered during November and December, 2020

Fresher hiring sentiment

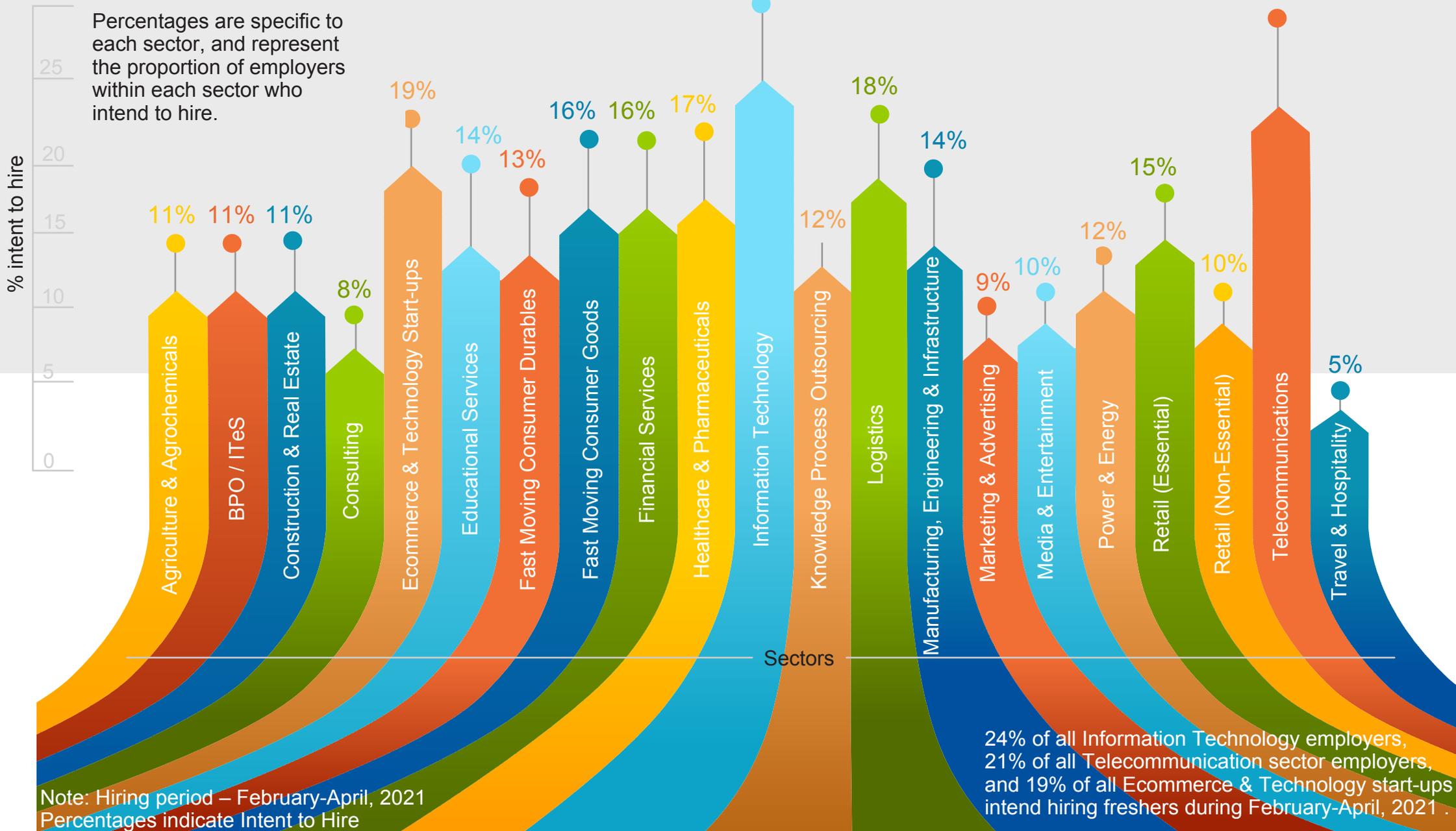
By sector and by city

We now take a panoramic view of all the sectors and the cities, and the intent of the employers in each of these sectors and cities to hire freshers; i.e. the proportion of employers in each sector and in each city that are likely to hire freshers. This helps to compare and see which sectors and cities are doing better than the rest.

Freshers need to see the charts from a strategic point of view of their careers. Mobility – the willingness and ability to move to a location that has more open positions and/or to switch sectors – is a winning trait in the world of jobs. HEIs can use this information to align their course objectives to these trends.

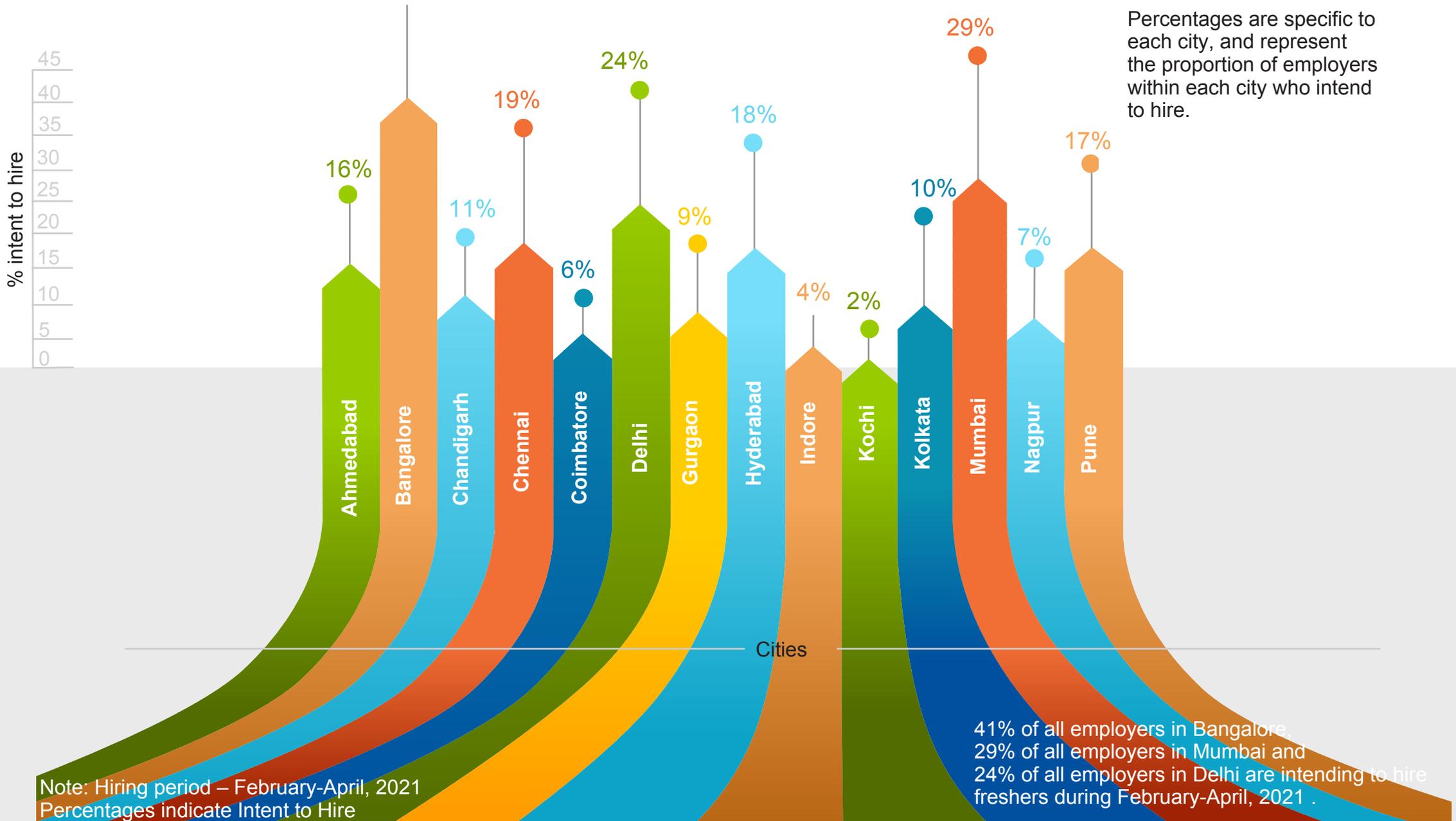
Fresher hiring sentiment

Across sectors



Fresher hiring sentiment

Across cities



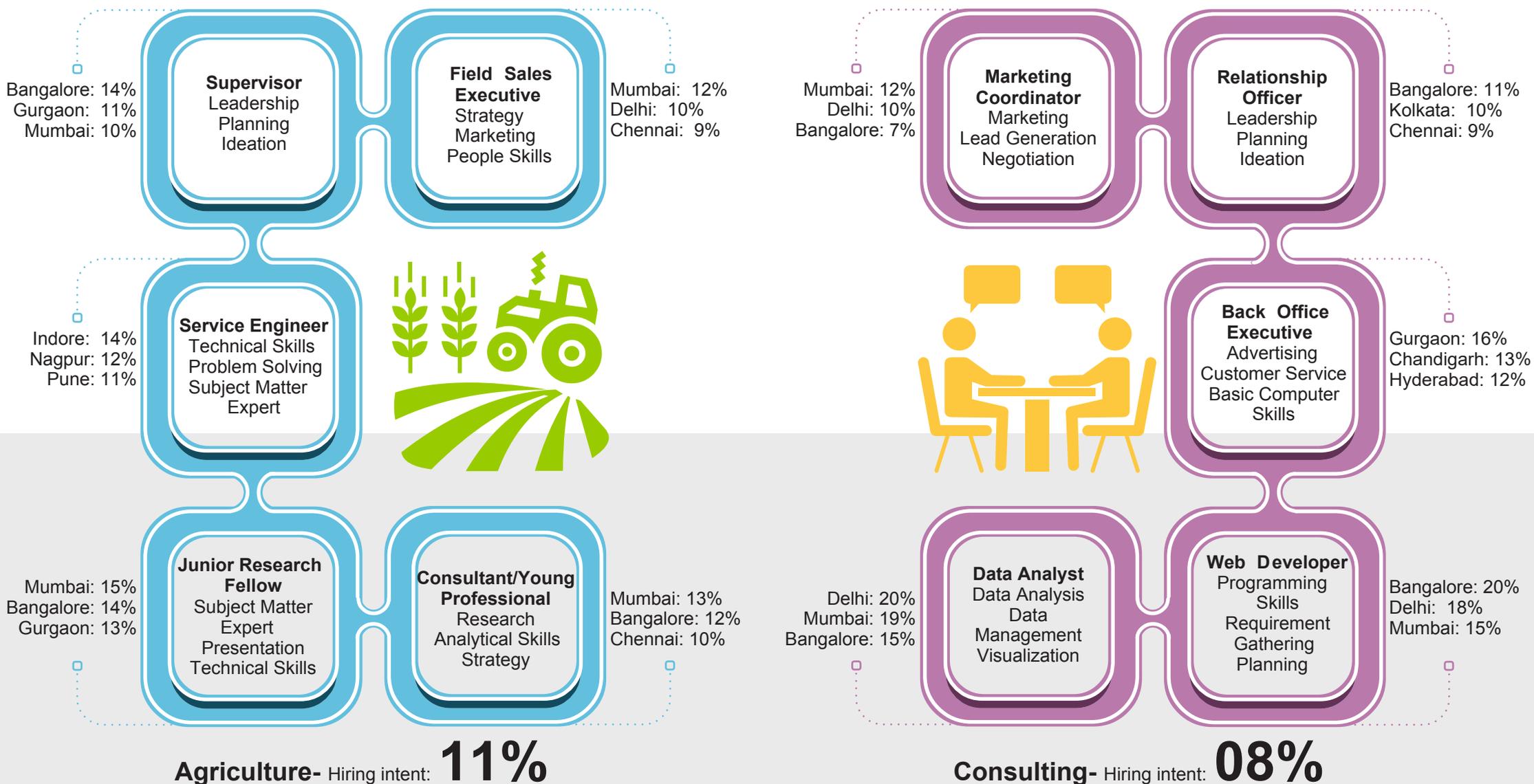
Hiring Trends

By Top roles, Core skills & Cities across sectors

Here we dive deep into each of the sectors covered in the report, look at the top five job roles that are in demand from the employers and the core skills required for each of these roles. We then list out the top three cities where these roles are concentrated.

These deep insights are intended to be actionable for freshers seeking jobs that best suit them, and prepare accordingly. HEIs can use this data to advise their students and alumni accordingly.

Hiring Trends - Job roles vs. Cities



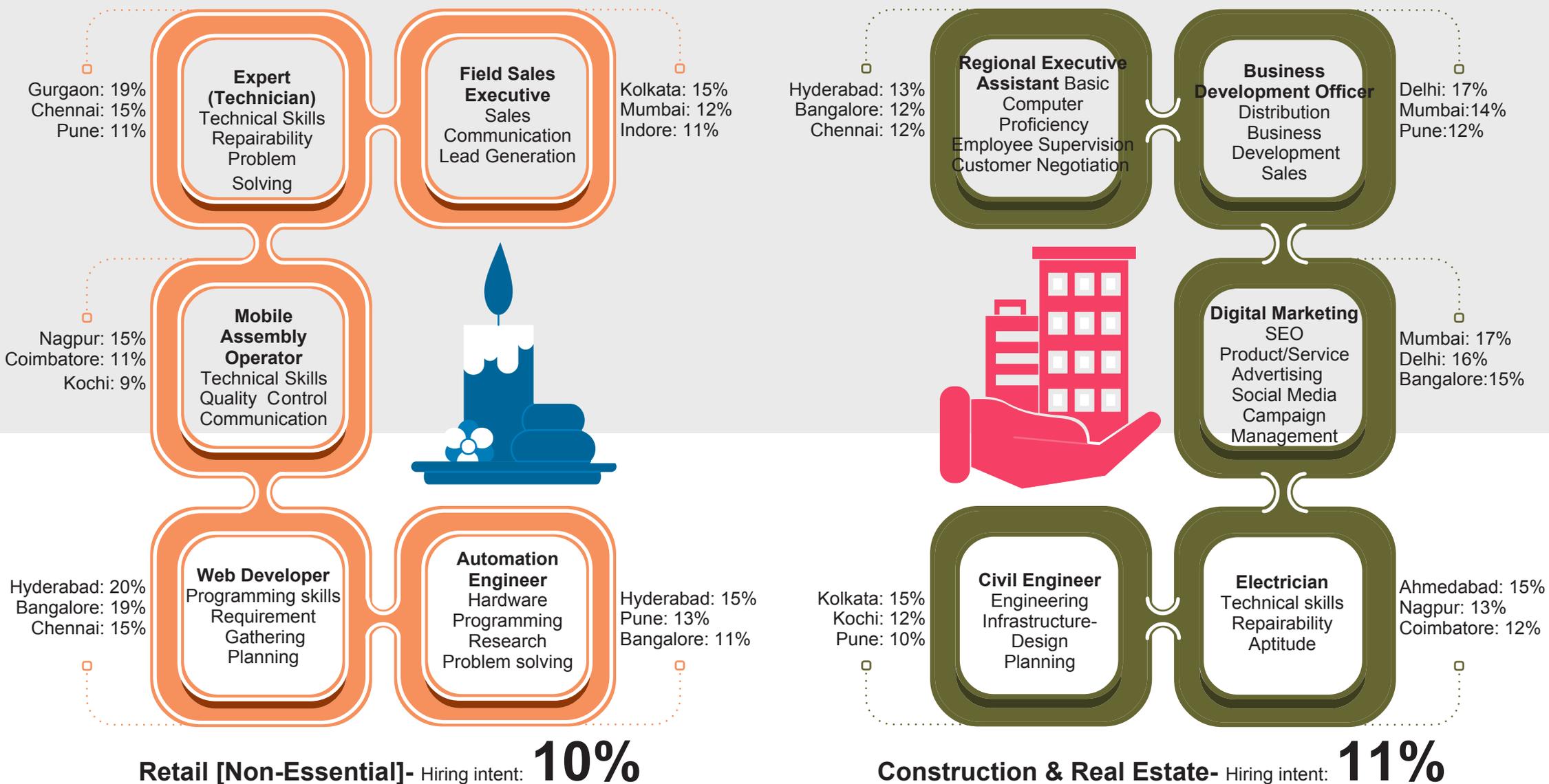
Highest Demand for **Junior Research Fellow in Mumbai (15%)**

Highest Demand for **Web Developer in Bangalore (20%)** and **Data Analyst in Delhi (20%)**

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
 Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
 Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



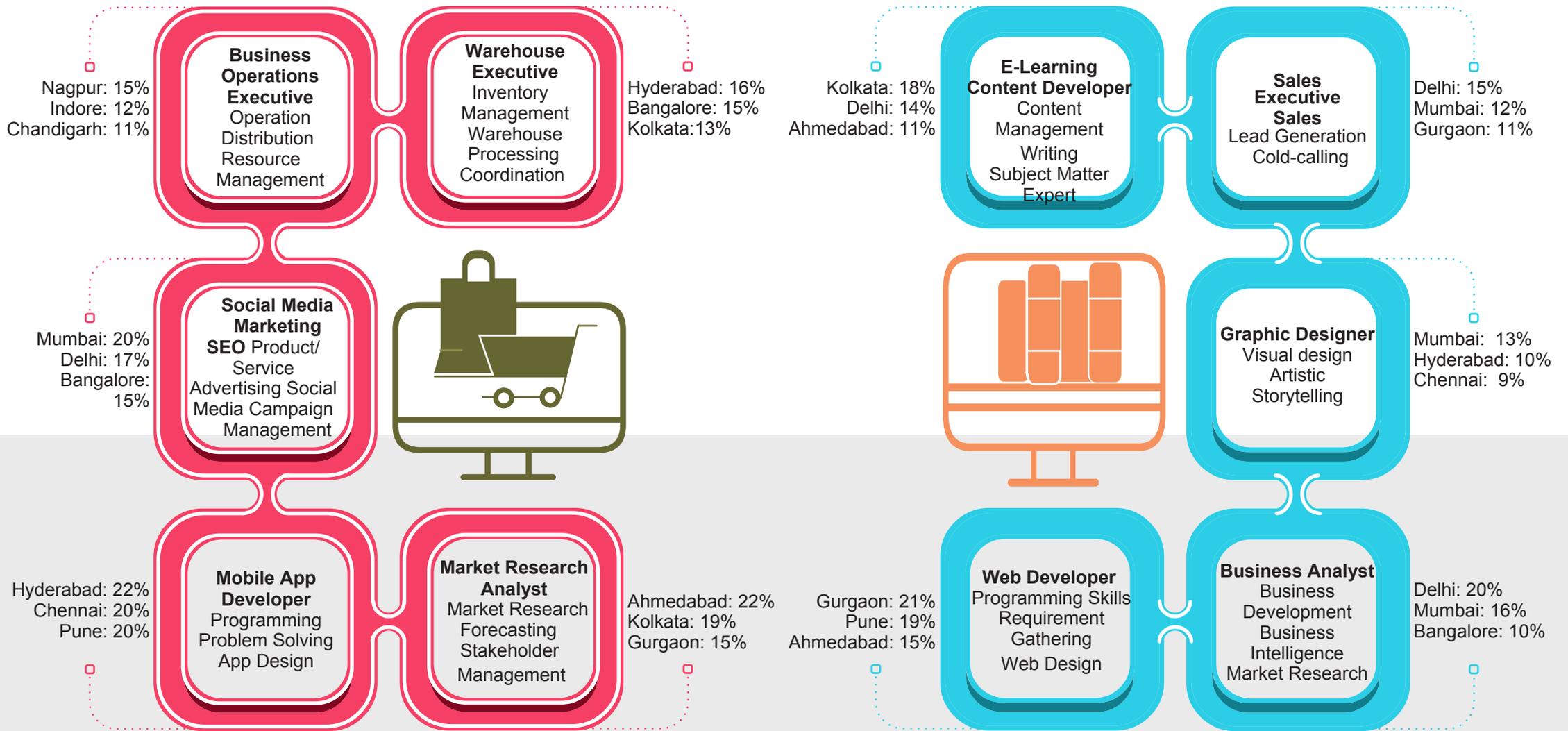
Highest Demand for **Web developer in Hyderabad (20%)**

Highest Demand for **Business Development Officer in Delhi (17%), Digital Marketing in Mumbai (17%)**

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
 Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
 Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



Ecommerce & Technology Start-ups- Hiring intent: 19%

Educational Services- Hiring intent: 14%

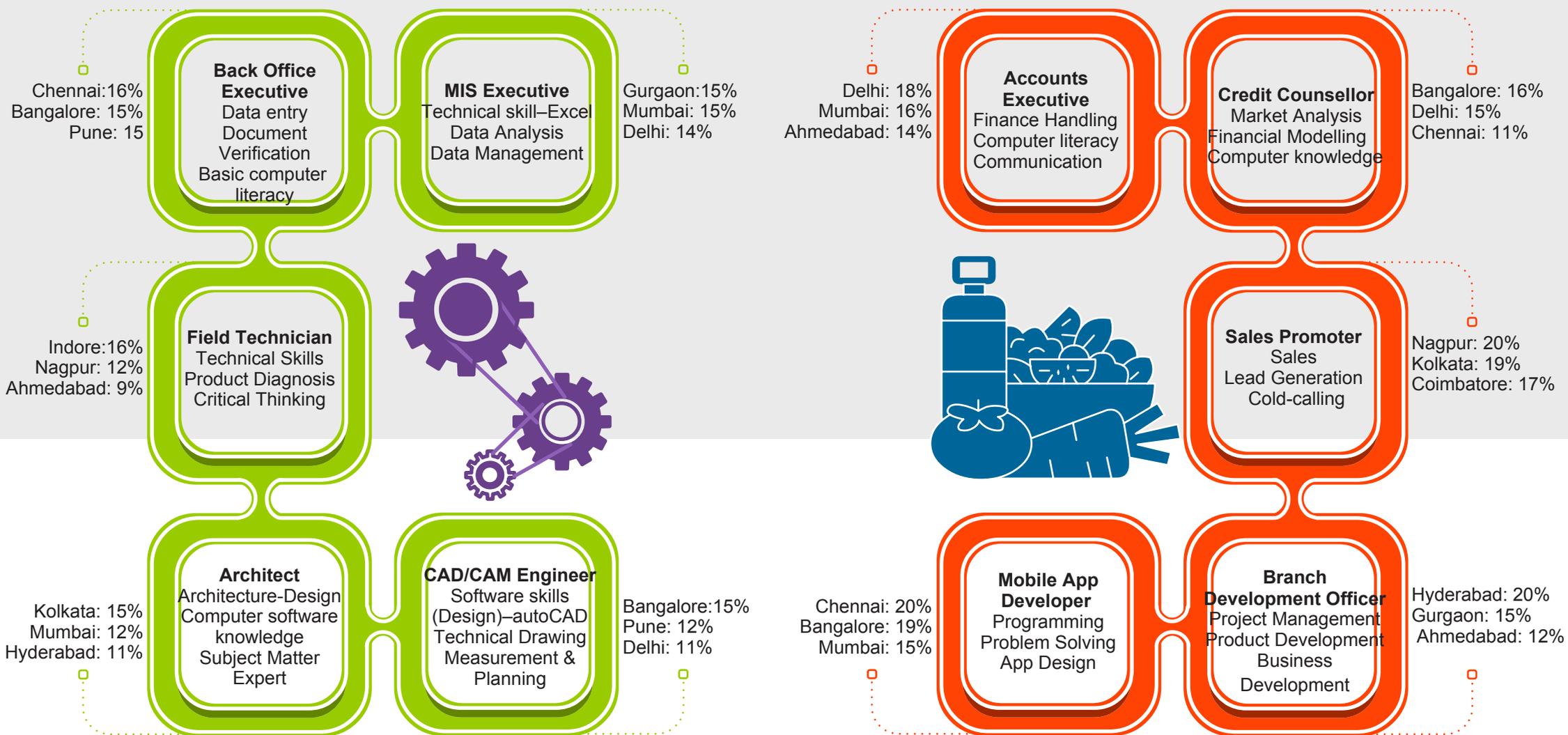
Highest Demand for **Mobile App Developer in Hyderabad (22%)**, **Market Research Analyst in Ahmedabad (22%)**

Highest Demand for **Web Developer in Gurgaon (21%)**

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



Engineering- Hiring intent: **14%**

Fast Moving Consumer Goods- Hiring intent: **16%**

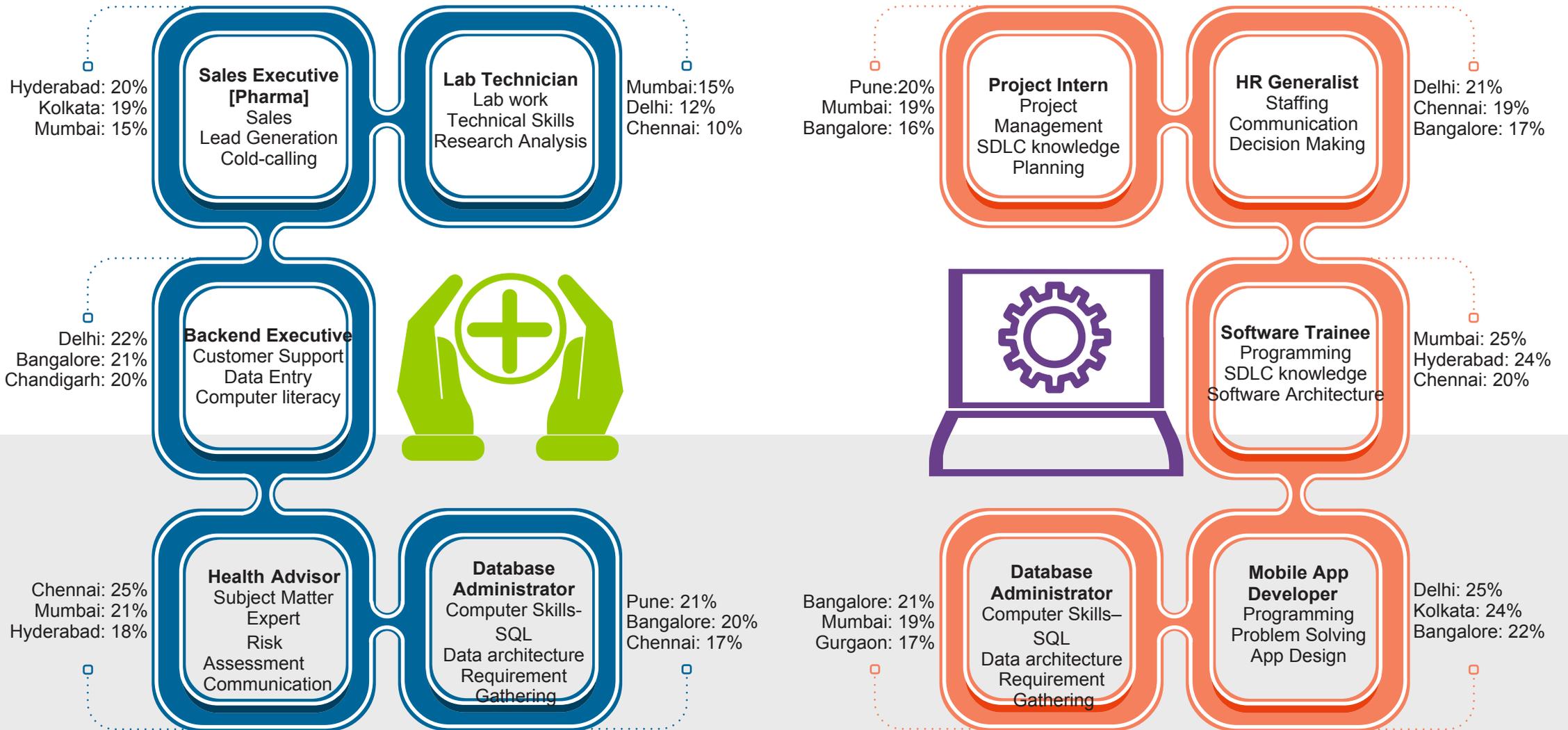
Highest Demand for **Back Office Executive in Chennai (16%)**, **Field Technician in Indore (16%)**

Highest Demand for **Sales Promoter in Nagpur (20%)**, **Branch Development Officer in Hyderabad (20%)**, **Mobile App Developer in Chennai (20%)**

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
 Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
 Source: TeamLease employer surveys administered during November and December, 2020

Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



Healthcare & Pharmaceuticals- Hiring intent: **17%**

Information Technology- Hiring intent: **24%**

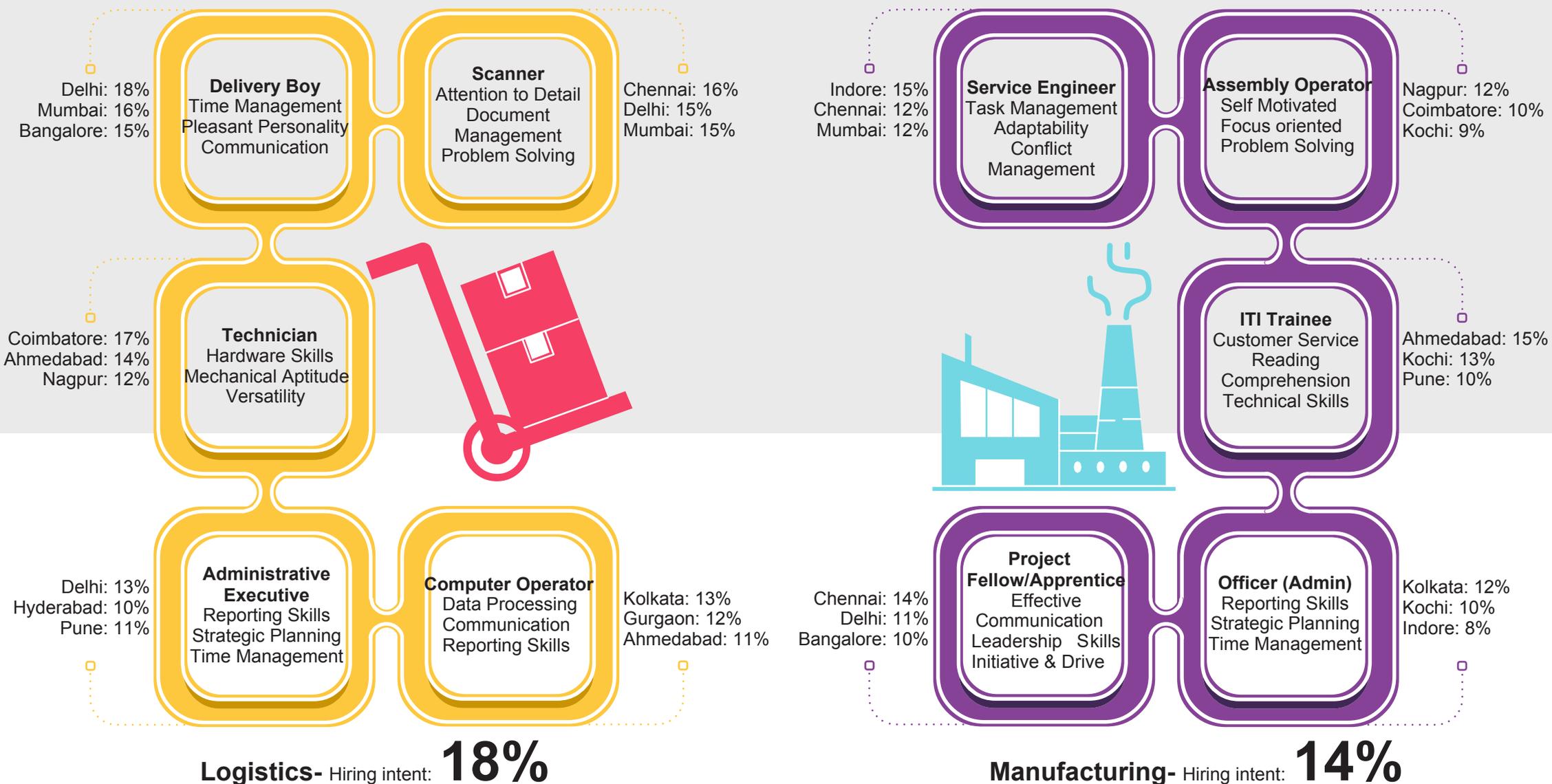
Highest Demand for **Health Advisor in Chennai (25%)**

Highest Demand for **Software Trainee in Mumbai (25%), Mobile App Developer in Delhi (25%)**

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
 Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
 Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



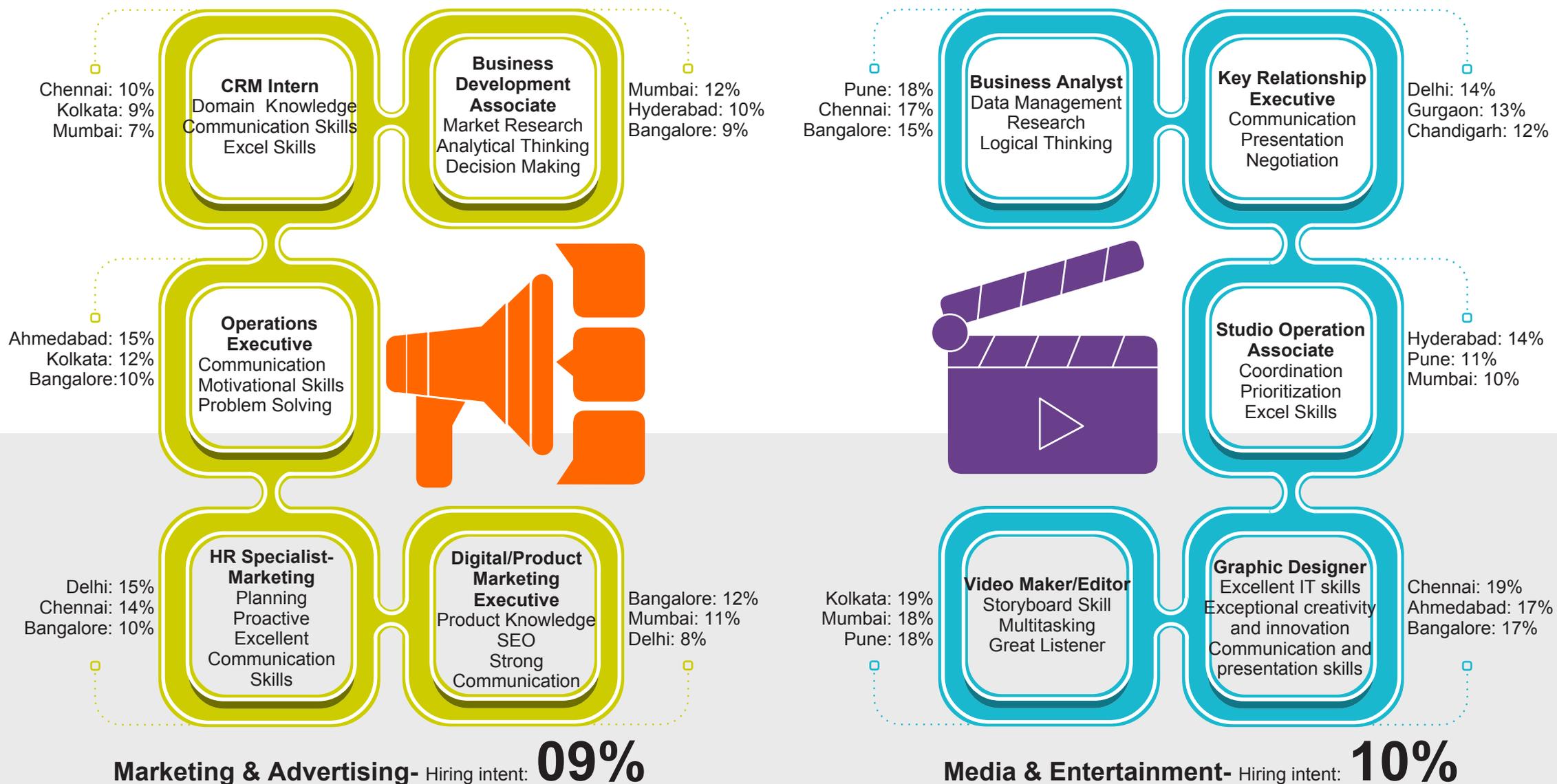
Highest Demand for **Delivery Boy** in **Delhi** (18%)

Highest Demand for **Service Engineer** in **Indore** (15%),

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



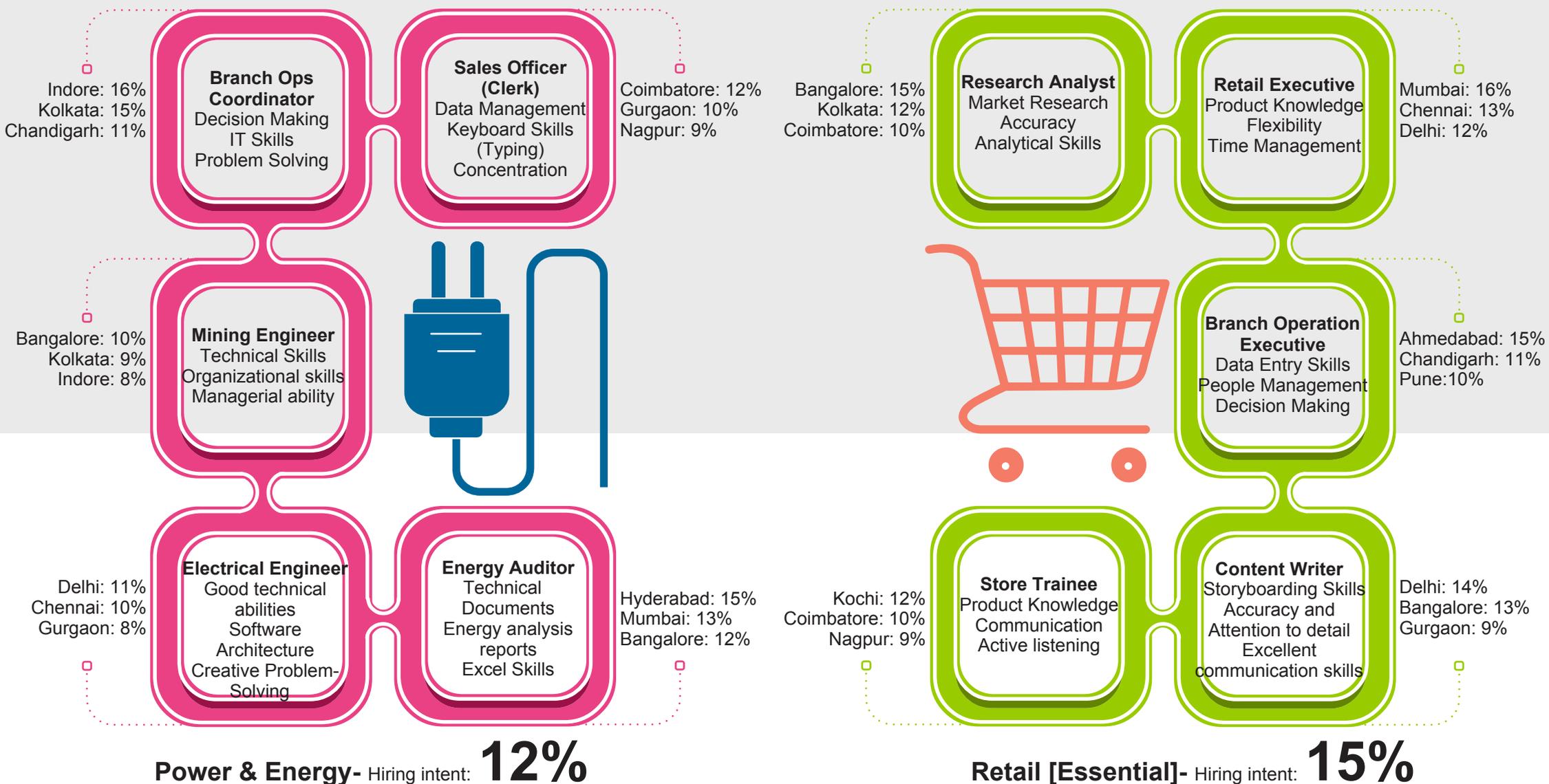
Highest Demand for **Operations Executive in Ahmedabad (15%), HR Specialist-Marketing in Delhi (15%)**

Highest Demand for **Graphic Designer in Chennai (19%), Video Maker/Editor in Kolkata (19%)**

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
 Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
 Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



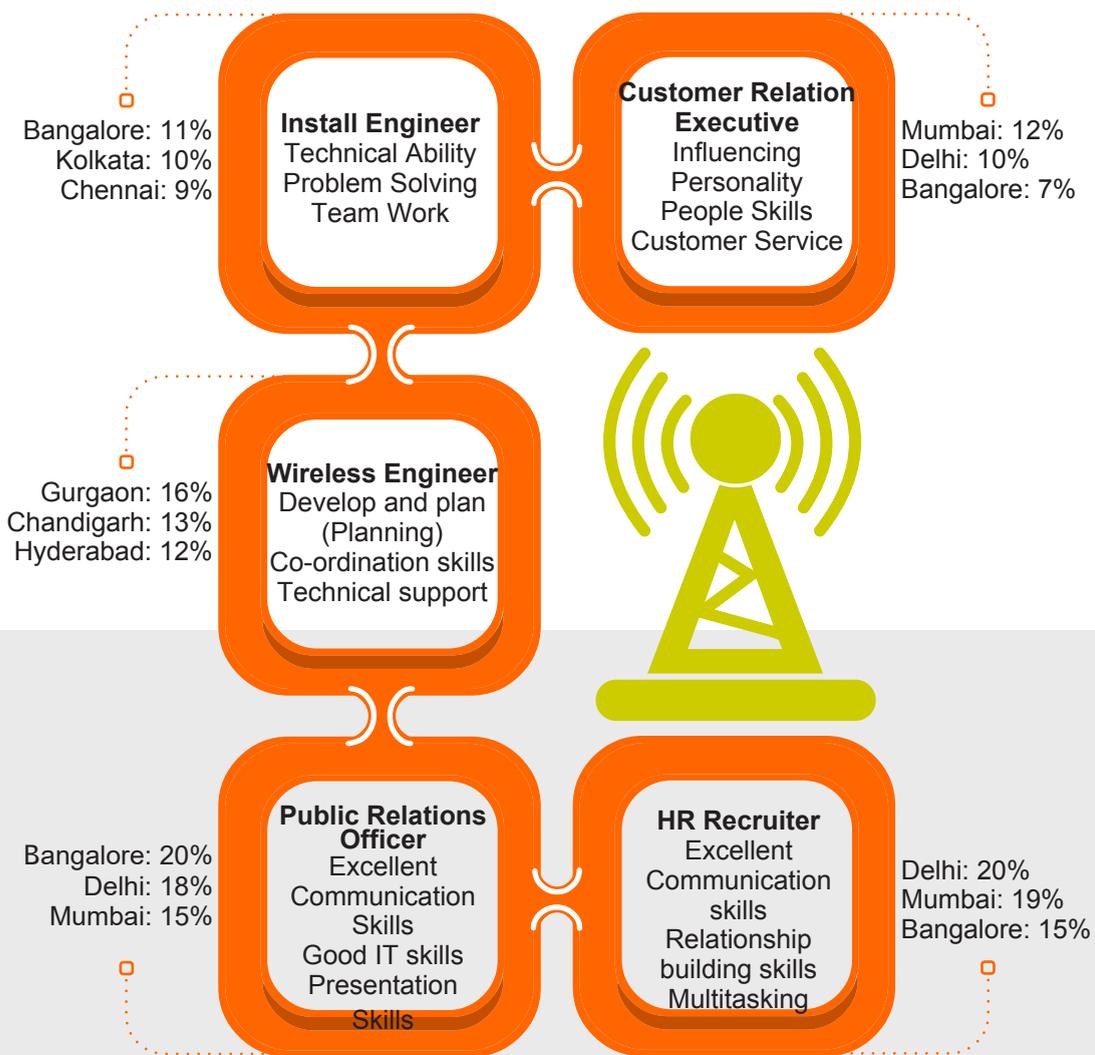
Highest Demand for **Branch Ops Coordinator in Indore (16%)**, **Energy Auditor in Hyderabad (15%)**

Highest Demand for **Retail Executive in Mumbai (16%)**

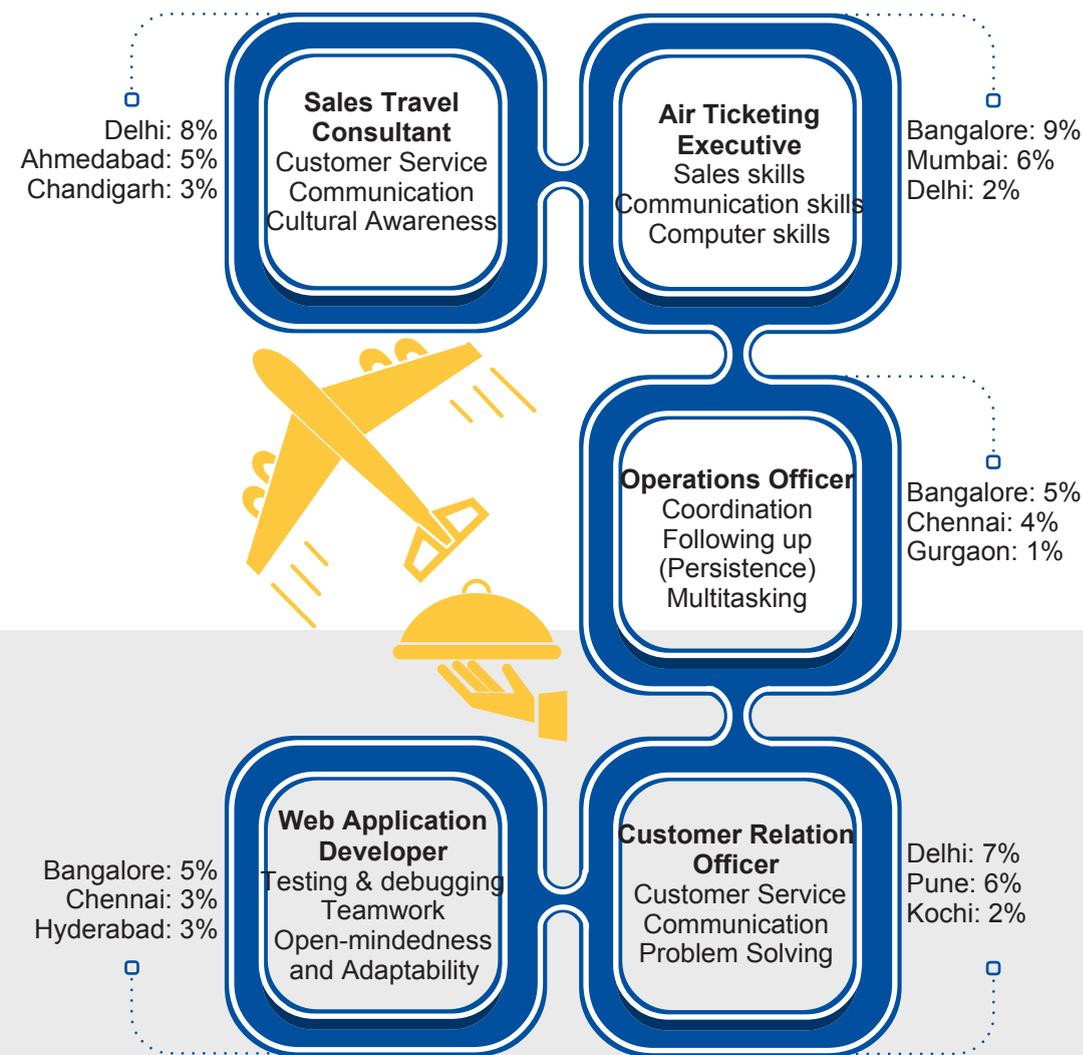
The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
 Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire.
 Note: Percentages alongside cities refer to intent to hire

Hiring Trends - Job roles vs. Cities



Telecommunications- Hiring intent: 21%



Travel & Hospitality- Hiring intent: 5%

Highest Demand for **Public Relations Officer in Bangalore (20%)**, **HR Recruiter in Delhi (20%)**

Highest Demand for **Air Ticket Executive in Bangalore (9%)**

The cities indicate Top Cities and Job roles indicate Top Roles/ Core Skills
Source: TeamLease employer surveys administered during November and December, 2020

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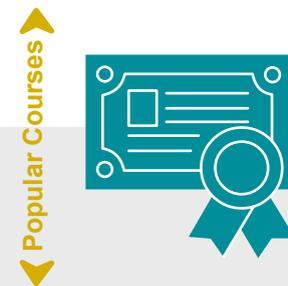
Popular courses & Associated skills

“Employability” is an amalgamation of the right skills, necessary qualifications, an ability to identify one’s core strengths and spot the right job-fit and a passion to secure the job to make one’s career. This section includes insights related to skills and the courses that aim to improve the employability of candidates.

The purpose of the insights is to help freshers identify the courses that can be useful in acquiring the skills that are in demand in the market, and thus become more employable than they currently are. HEIs can incorporate some of these courses in their curriculum or help their students secure these skill-sets through supplementary interventions.

Popular courses & Associated skills

	Job Roles	Associated Skills	Qualification	Popular Courses
AGRICULTURE AND AGROCHEMICALS	Consultant/Young Professional	Planning & Detail Oriented	Any Graduate/Any Post-Graduate/ PG Diploma	MBA, PGDM, MPP
	Junior Research Fellow	Curiosity & Communication skills	BE/B.Tech/ME/M.Tech	Diploma in Research
	Supervisor	Computer Proficiency & Communication	12th Pass (HSE)/Certificate Course (ITI), Diploma, Vocational Training	BBA in Management
	Service Engineer	Eye for Detail & Communication	BE/B.Tech/ME/M.Tech	MBA in Agri-Business/Plant Management
	Field Sales Executive	Languages & Communication	10th/12th Pass/Any Graduate/Any Post - Graduate/PG Diploma	Professional Certification in Sales & Communication
RETAIL [NON-ESSENTIAL]	Automation Engineer	Aptitude & Collaboration	10th/12th Pass/Any Graduate/ Any Post-Graduate/PG Diploma	RPA, UIPath certification
	Web Developer	Communication & Collaboration	BE/B.Tech	Web Developer certification (Full Stack Web Development)
	Expert (Technician)	People Skills & Languages	10th/12th Pass/Any Graduate/Any Post - Graduate/PG Diploma	Network Professional Certification
	Mobile Assembly Operator	Team-player & Planning	Any Graduate/Any Post-Graduate/ PG Diploma	ITI in Operations
	Field Sales Executive	Detail Oriented & Resourcefulness	Any Graduate/Any Post-Graduate/PG Diploma	Professional Certification in Sales & Communication

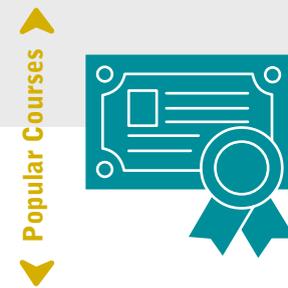


Source: TeamLease employer surveys administered during November and December, 2020

Note: 1) Popular courses refers to the courses required for enhancement of skills 2) Associated Skills refers to skills additional to core skills required in a given job role.

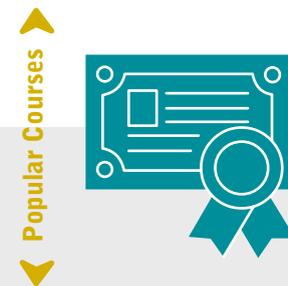
Popular courses & Associated skills

Job Roles	Associated Skills	Qualification	Popular Courses	
CONSULTING	Data Analyst	Business Intelligence & Communication skills	BE/B.Tech/ME/M.Tech	Diploma in Data Analytics & Science
	Web Developer	Communication & Collaboration	BE/B.Tech/ME/M.Tech	Web Developer certification (Website Development and Design)
	Relationship Officer	Communication & Persuasion	Any Graduate/Any Post-Graduate/PG Diploma	Diploma in Customer Relationship Management
	Marketing Coordinator	Persuasion Skills & Communication	Any Graduate/Any Post-Graduate/PG Diploma	Diploma in Marketing & Sales
	Back Office Executive	Customer-oriented & Languages	Any Graduate/Any Post-Graduate/PG Diploma	Certification in Basic Computer Operations
CONSTRUCTION & REAL ESTATE	Digital Marketing	Management & Communication	Any Graduate/Any Post-Graduate/PG Diploma	Digital Marketing Specialist Program
	Business Development Officer	Problem Solving & People Skills	Any Graduate/Any Post-Graduate/PG Diploma	PMP, PGDM
	Civil Engineer	Management & Communication	BE/B.Tech/ME/M.Tech	RERA Certification, PGP in Civil Engineering
	Regional Executive Assistant	Presentation Skills & Communication Skills	Any Graduate/Any Post-Graduate/PG Diploma	Executive Program, PGDMive Leadership
	Electrician	Communication & Safety measures	12th Pass (HSE)/Certification (ITI), Diploma, Vocational Training	Diploma in Electricals



Popular courses & Associated skills

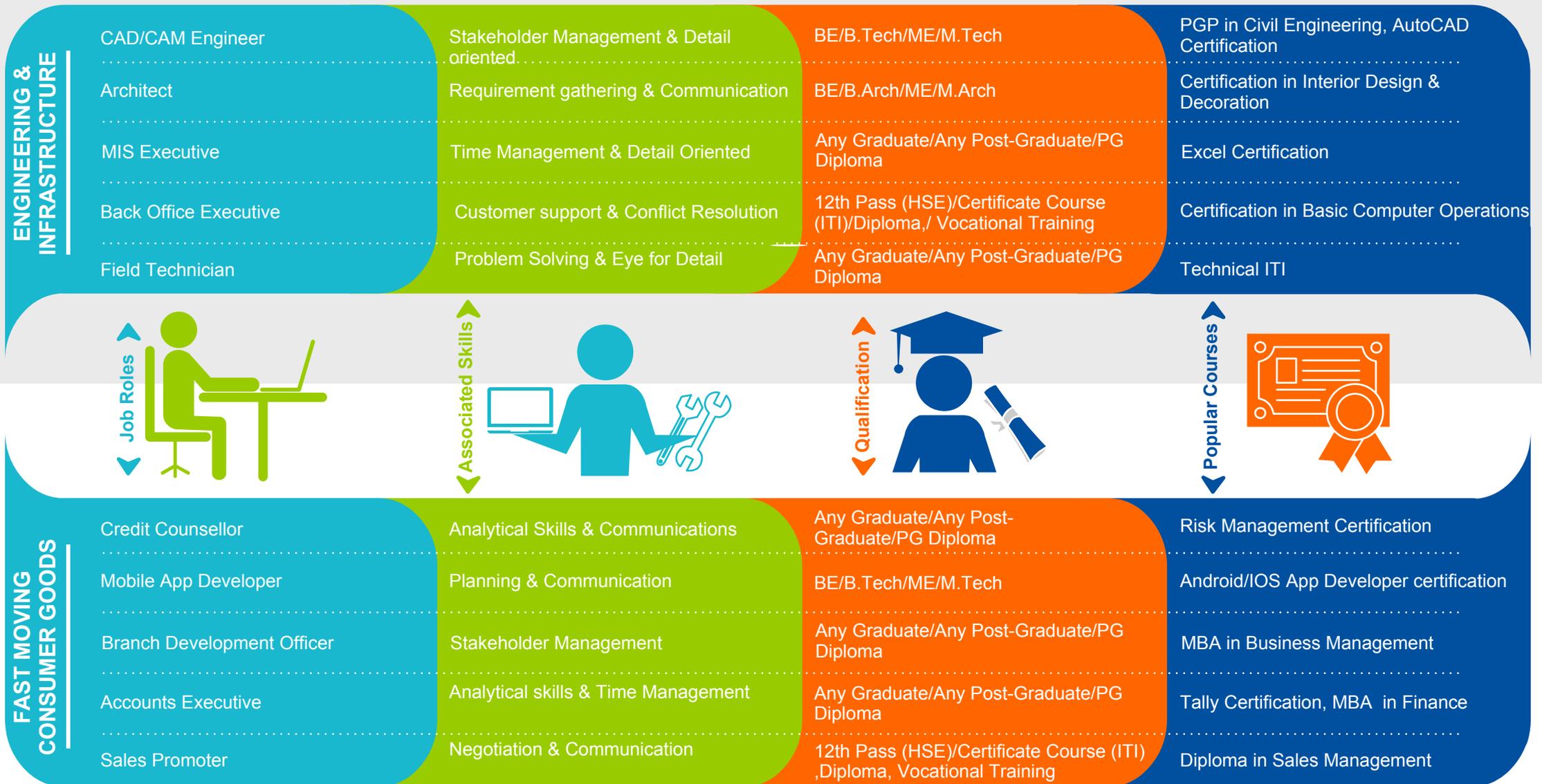
Job Roles	Associated Skills	Qualification	Popular Courses	
ECOMMERCE	Market Research Analyst	Requirement Gathering & Reporting	10th/12th Pass/Any Graduate/ Any Post-Graduate/PG Diploma	Diploma in Business Analytics
	Mobile App Developer	Planning & Communication	BE/B.Tech/ME/M.Tech	Android App Developer certification
	Social Media Marketing	Management & Communication	10th/12th Pass/Any Graduate/Any Post - Graduate/PG Diploma	Digital Marketing Specialist
	Business Operations Executive	Analytical Skills & Communication	Any Graduate/Any Post-Graduate/PG Diploma	PMP, PGDM in Operations, ERP Certification
	Warehouse Executive	Planning & Negotiation	Any Graduate/Any Post-Graduate/PG Diploma	SAP, MS Office certification
EDUCATIONAL SERVICES	Business Analyst	Problem Solving & Communication Skills	Any Graduate/Any Post-Graduate/PG Diploma	MBA, PGDM in Business Analytics
	Web Developer	Planning & Communication	BE/B.Tech/ME/M.Tech	Certificate Course in Web Designing
	Graphic Designer	Editing & Coordination	10th/12th Pass/Any Graduate/Any Post - Graduate/PG Diploma	Diploma in Graphic Design
	E-Learning Content Developer	Presentation & Creativity	Any Graduate/Any Post-Graduate/PG Diploma	Content Writing Certification
	Sales Executive	Negotiation & Communication	10th/12th Pass/Any Graduate/Any Post - Graduate/PG Diploma	Professional Certification in Sales & Communication



Source: TeamLease employer surveys administered during November and December, 2020

Note: 1) Popular courses refers to the courses required for enhancement of skills 2) Associated Skills refers to skills additional to core skills required in a given job role

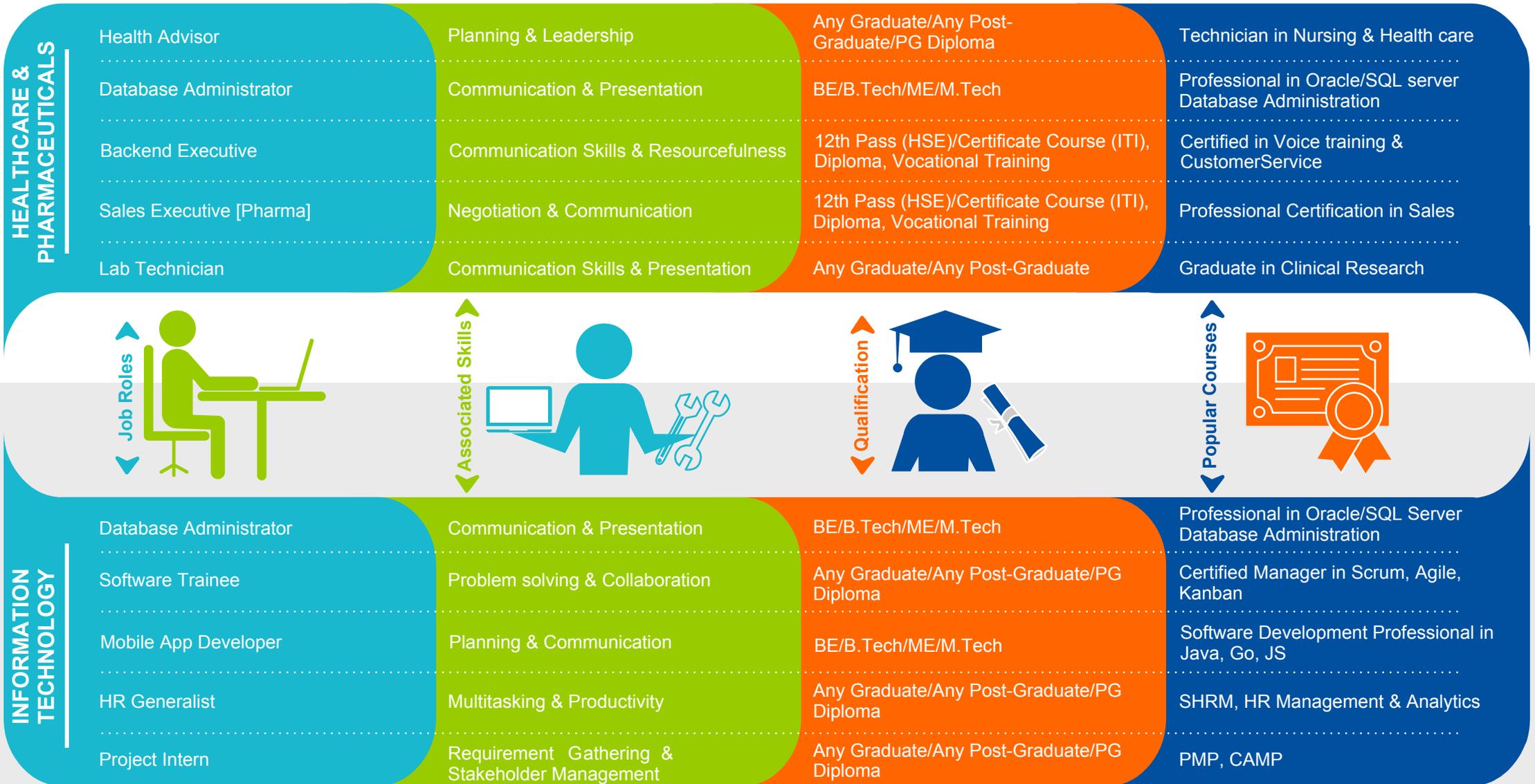
Popular courses & Associated skills



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Popular courses & Associated skills

	Job Roles	Associated Skills	Qualification	Popular Courses
LOGISTICS	Administrative Executive	Resourcefulness & Detail Oriented	Diploma/Any Graduate	Office Management Diploma
	Computer Operator	Documentation & Confidentiality	Any Graduate/PGDCA/Diploma-Computers	Diploma in IT/SAP
	Technician	Problem Solving & Attention to Detail	12th Pass (HSE)/Certificate Course (ITI), Diploma, Vocational Training	Certified Logistics Technician
	Scanner	Computer Skill & Documentation	10th/12th Pass	3D Scanning Techniques
	Delivery Boy	Customer Service & Smartphone usage	10th Pass (SSC)/Any Graduate	Diploma in Supply chain
MANUFACTURING	Project Fellow/Apprentice	Teamwork & Problem-solving	Any Graduate in any Specialization	Advanced Management Program - Manufacturing and Operations/PMP
	Service Engineer	Detail Oriented & Functional Skills	Graduation/ITI-Diploma	Online Instructor/Production Engineer
	Officer (Admin)	Resourcefulness & Detail Oriented	Any Graduate/Diploma-Mech	Diploma in Office Administration/Operations Management
	Assembly Operator	Flexibility & Quick Learner	10th/ITI/12th/Polytechnic, Diploma/Graduation	Machine Tool Design – CNC GPM/Computer Hardware
	ITI Trainee	Problem Solving & Production	10th/12/Certificate Course (ITI)	Electrical/Electronics/Tool Design

Source: TeamLease employer surveys administered during November and December, 2020

Note: 1) Popular courses refers to the courses required for enhancement of skills 2) Associated Skills refers to skills additional to core skills required in a given job role.

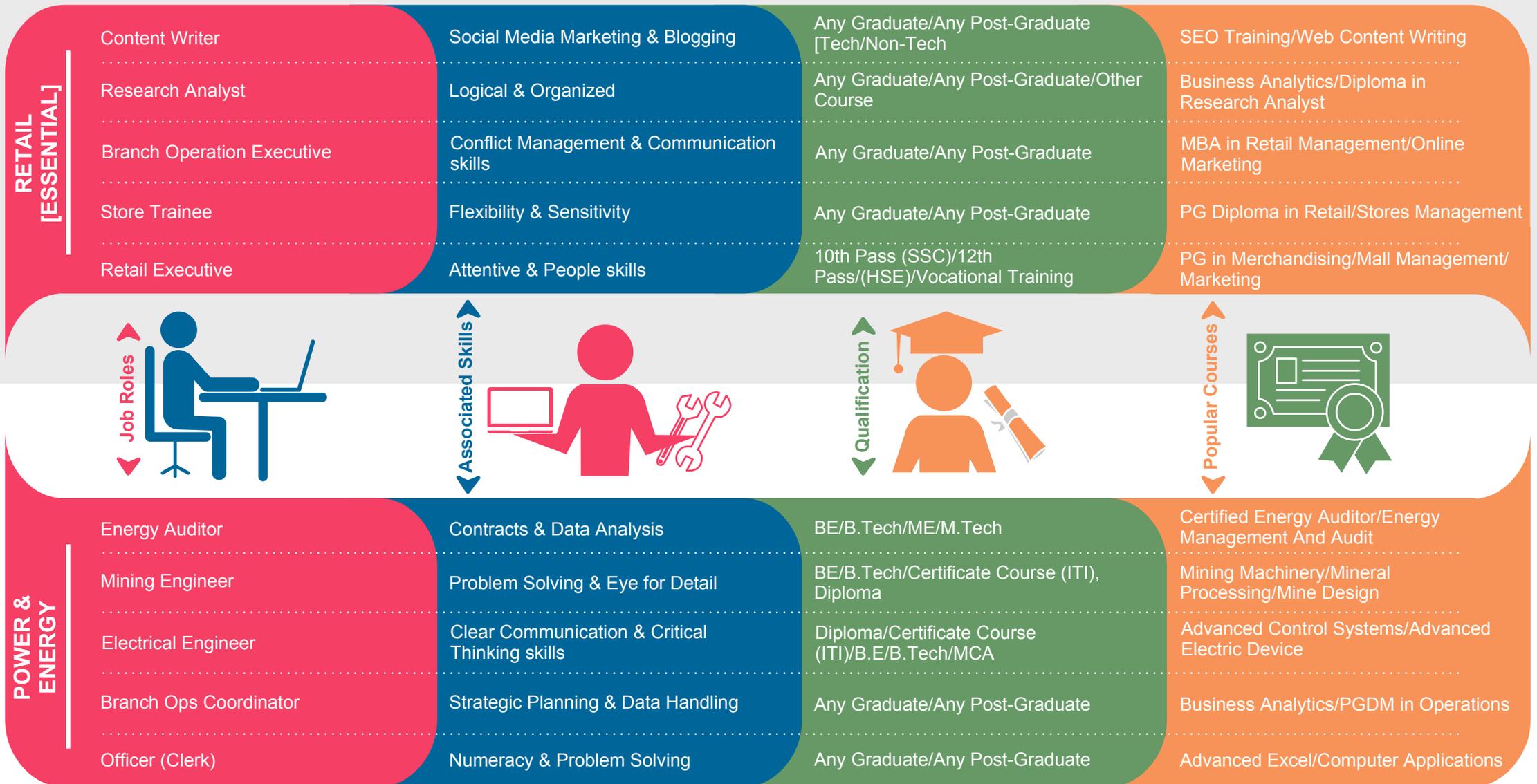
Popular courses & Associated skills

Job Roles	Associated Skills	Qualification	Popular Courses	
MARKETING & ADVERTISING	HR Specialist-Marketing	Collaboration & Excel Skills	Any Graduate/Any Post-Graduate/PGDHRM	HR Management & Analytics/Certified Specialist
	Digital/Product Marketing Executive	Social Media & Analytics	Any Graduate/Any Post-Graduate/PG Diploma	Digital Marketing Specialist Program
	Business Development Associate	Communication & Networking	Any Graduate/Any Post-Graduate/PG Diploma	Business Analytics ,Strategic Business Development
	Operations Executive	Negotiation Skills & Business Knowledge	Any Graduate/Post Graduate	PMP, Operations Management/E-MBA
	CRM Intern	Product Knowledge & Teamwork	Any Graduate/Other Course	Business Analysis/Salesforce CRM Training/Zoho
MEDIA & ENTERTAINMENT	Business Analyst	Analytics & Communication	Any Graduate/Any Post-Graduate/PG Diploma	PG Programme in Business Analytics & Big Data
	Graphic Designer	Accuracy and Attention to Detail & Fashion trends	B.Design/B.Fine Arts/Any Graduate/Master of Arts	Advance Diploma in Animation and Multimedia – 3D
	Video Maker/Editor	Problem-solving & Photoshop	BFA/Graduate or PG in Animation or Media Arts	Digital Video Editing/FCP Course/Diploma in Sound Engineering
	Studio Operation Associate	People Skills & Documentation	High School Degree/Graduate	Lighting Course, AV Technical course
	Key Relationship Executive	Client Servicing & Influencer	Any Graduate in any Specialization	Virtual Relationship Program/ CRM/ PRM

Source: TeamLease employer surveys administered during November and December, 2020

Note: 1) Popular courses refers to the courses required for enhancement of skills 2) Associated Skills refers to skills additional to core skills required in a given job role.

Popular courses & Associated skills

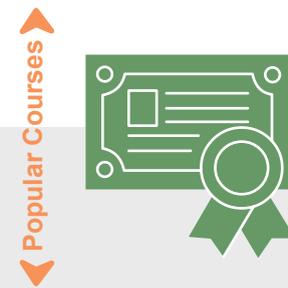
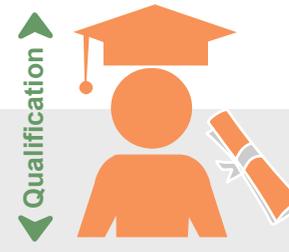


Source: TeamLease employer surveys administered during November and December, 2020

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Popular courses & Associated skills

Job Roles	Associated Skills	Qualification	Popular Courses
TRAVEL & HOSPITALITY			
Web Application Developer	Critical Thinking & Creativity and Problem-solving	Diploma/BE/B.Tech/BSc/MCA/MSc	Professional Developer/Certified PHP Developer/PWAD
Operations Officer	Customer needs & Good motivational skills	BBA/BBM/BE/B.Tech	Certificate Program in Operations Management/DBM
Travel Consultant	Influencer & Multitasking	Graduate in the relevant field	Certified Hospitality Sales and Marketing Professional
Customer Relation Officer	Multitasking & Listening skills	Any Graduate/Any Post-Graduate-Any Specialization	Diploma/PGD in Public Relations/Advanced CRM
Air Ticketing Executive	Documentation & Customer query	10th Pass (SSC)/12th Pass (HSE)/Any Graduate	Advanced Diploma in Air Travel Management & CRS
TELECOMMUNICATIONS			
Public Relations Officer	Initiative & Prioritizing	Graduate in Public Relations, Journalism or related field	Diploma/Certificate Program in Corporate Communications/ Public Relations
Wireless Engineer	Problem-solving & Customer-centric	PG Diploma/ BCA/ BE/ B.Tech/ BSc/ MCA/ MSc	4G/5G-Cellular/CCNA Wireless/ICT
Install Engineer	Eye for Detail & Strategic Thinking	Diploma/BE/B.Tech/BSc/MCA/MSc	Microsoft Certified Systems Engineer/ Advanced OS
HR Recruiter	Time Management & IT Skills	PGDHRM/Any Graduate/Post-Graduate in any specialization	HR Compliance Professional/Talent Acquisition Professional
Customer Relation Executive	Problem Solving & Flexibility	12th Pass (HSE)/Diploma/Any Graduate	Advanced Excel/CRM/Advanced CRM



Source: TeamLease employer surveys administered during November and December, 2020

Note: 1) Popular courses refers to the courses required for enhancement of skills 2) Associated Skills refers to skills additional to core skills required in a given job role

COVID-19's impact on hiring sentiments

COVID-19 affected businesses, and therefore jobs, in ways that we had never imagined. The effect of the pandemic on the hiring sentiments of employers was, therefore, equally unprecedented. It is important for freshers to obtain clarity on how these sentiments are likely to develop over the next three months.

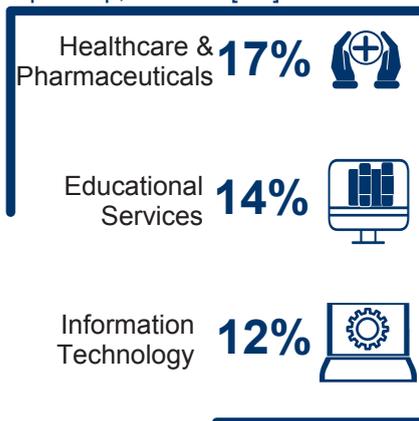
This section traces the fluctuation of employer sentiments during different stages of the pandemic – pre-pandemic, the lockdown stage, and the unlock stages. The improving sentiment levels are indicators that the near-future looks much better for freshers than the past 11 months.

COVID's impact on hiring sentiments

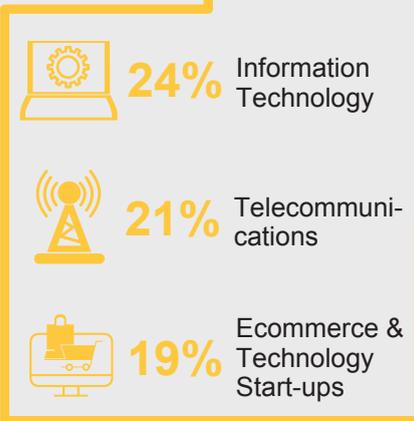
Oct - Mar, 2019-20 [HY] FY 2019-20



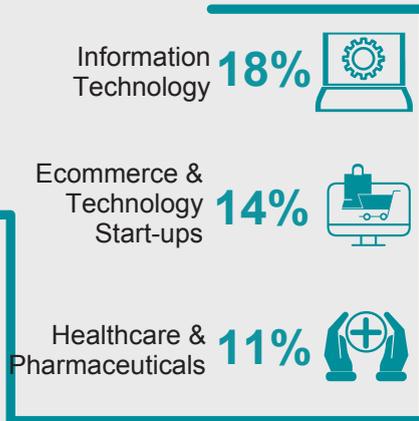
Apr - Sep, 2020-21 [HY] FY 2020-21



Top Performing Sectors & Overall intent to hire %



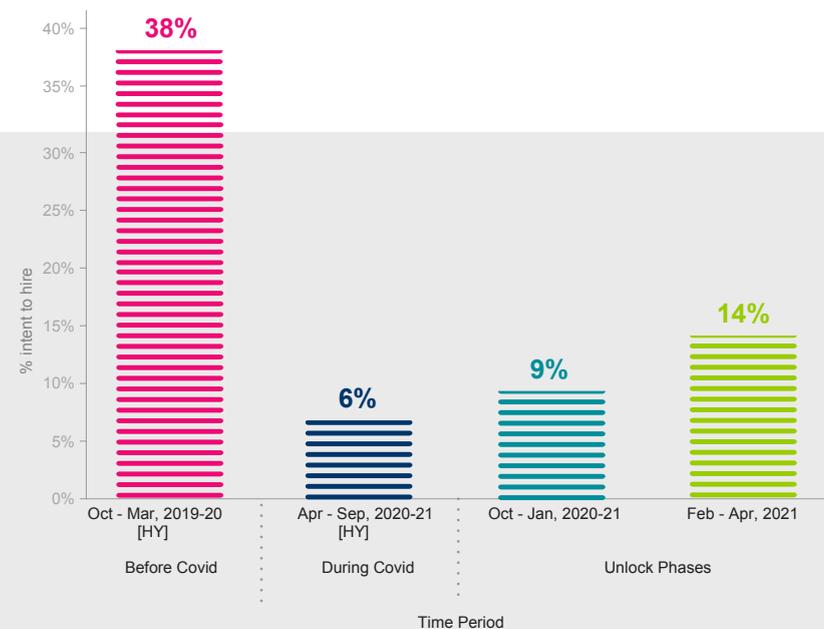
Feb - Apr, 2021 [Qtr]



Oct - Jan, 2020-21

The Information Technology sector has been hiring continuously throughout the pandemic. The hiring intent dropped from **51%** (pre pandemic) to **12%** (during lockdown). However, it has steadily increased since, and is estimated to be **24%** for February - April, 2021.

Overall % intent to hire



Similarly, the overall hiring intent of employers dropped from **38%** (before the pandemic) to **6%** (lockdown). The intent to hire has steadily increased since, and is estimated to be **14%** during February - April, 2021.

Source: TeamLease employer surveys administered during November and December, 2020

Percentages are specific to each sector, and represent the proportion of employers within each sector who intend to hire. Note: HY refers to Half year and Qtr refers to Quarter



Key Takeaways



ONLINE
EDUCATION

Key takeaways

1. The pandemic is an opportunity for freshers who are willing to equip themselves with the latest technological and soft skills for better employability.
2. The Information Technology and Ecommerce sectors consistently hire freshers, and lead the sectors on hiring intent for the period February-April, 2021.
3. Sectors such as Travel & Hospitality are still impacted by the pandemic and therefore might have only minimal job opportunities for freshers at present.
4. Digital is the way to go. Roles such as Web development and Mobile app development are high in demand across sectors.
5. Bangalore, Mumbai, Delhi, Chennai and Hyderabad offer the most employment opportunities amongst the cities covered.

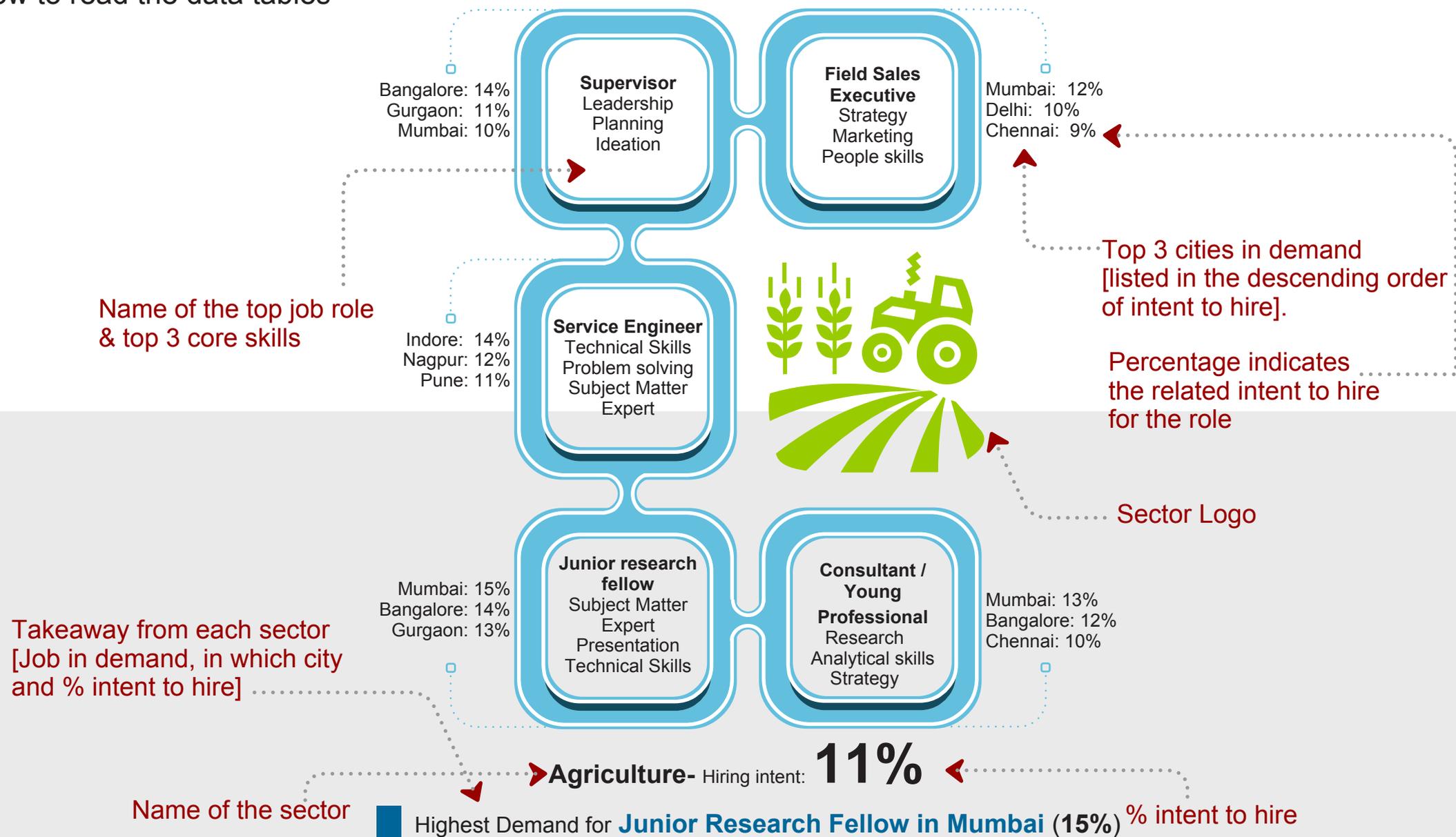


Annexure

**Interpretations,
Sample Design,
Methodology &
Bibliography**

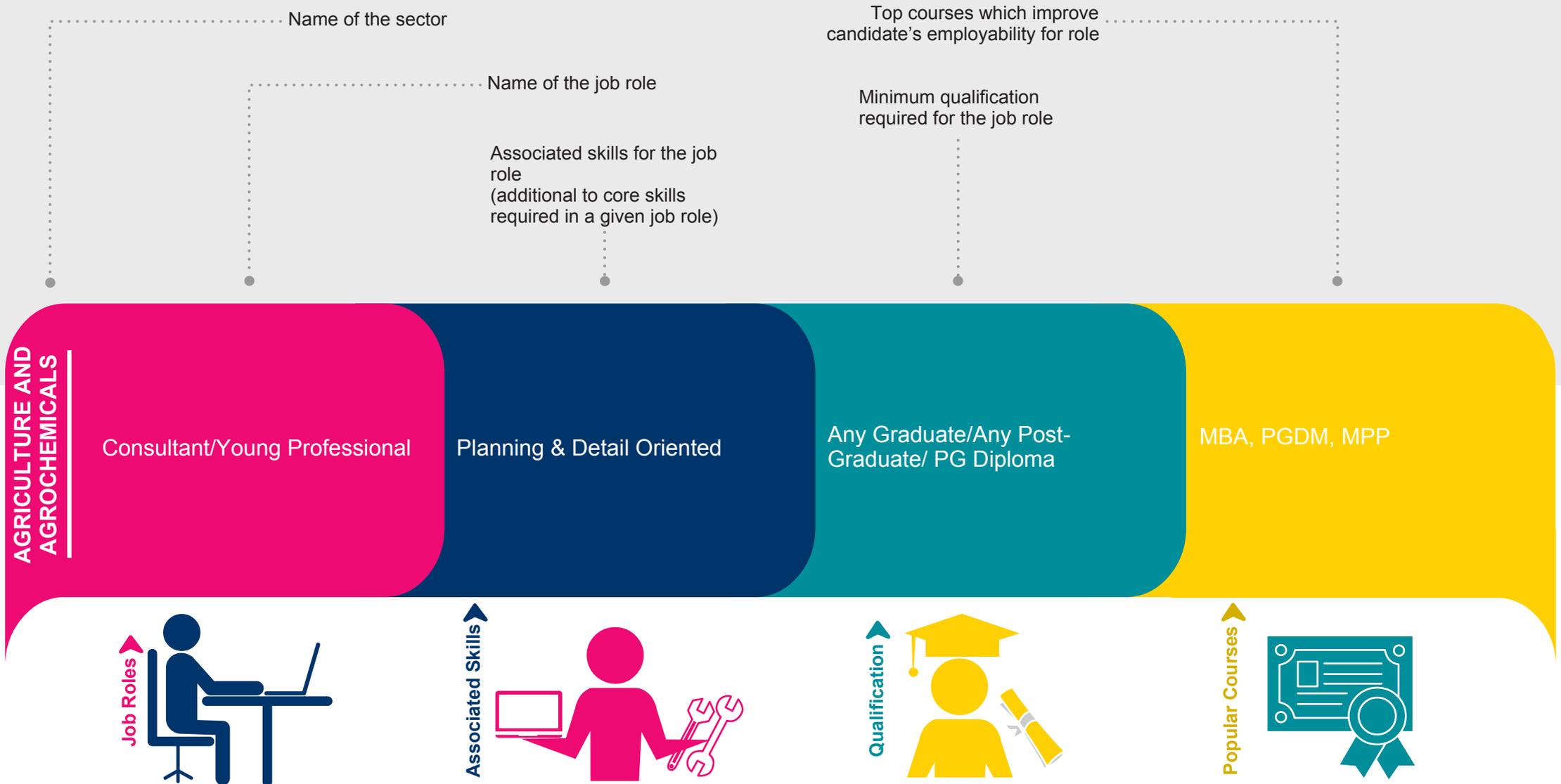
Interpretations – Sector trends

How to read the data tables



Interpretations – Popular courses & Associated Skills

How to read the data tables



Sample Design, Methodology & Bibliography

How to read the data tables

Sample Design

Employers	Small	Medium	Large
	[Up to 249 employees]	[250 – 999 employees]	[1,000+ employees]
No. of Businesses	429	261	125

Methodology



Bibliography

Sectors	Manufacturing	Services	Technology
	[Up to 249 employees]	[250 – 999 employees]	[1,000+ employees]
No. of Businesses	231	436	148

TeamLease Employment Outlook Report, Q4, 2020-21

FreshersWorld Job postings for freshers from June-November 2020

Employers' hiring preference across India in 2020, by work experience , December 2019, Statista

15 in-Demand Skills in 2021, December 2020, the-next-tech

The Future of Jobs 2020-India, Weforum

