

Career Outlook Report



HY1
January–June, 2023

Preface	01	
	02	Introduction
Glossary of Terms	03	
	04	Executive Summary
Employer Intent to Hire Freshers	07	
	18	Fresher Hiring Sentiment
Fresher Hiring Trends	23	
	33	What do Employers Look for in Freshers?
Comparison of Hiring Intent	40	
	46	Key Takeaways
Annexure	48	

Contents

Preface

The world economy is going through a tough phase! Driven largely by the pandemic-induced fiscal policies adopted by several western countries, the excessive liquidity in the system drove inflation to astronomical levels. Most governments, since then, have taken an aggressive stand by increasing their interest rates to tame the blazing inflation. This problem in developed economies quickly got exported to other parts of the world, driving global inflation rates to unprecedented levels. Consequently, the world economies are staring at an impending recession. Even though India, owing to improvement in domestic consumption and its years of structural reforms – formalisation, financialisation, urbanisation, digitalisation, and skill development – is largely insulated from these global phenomena, Indian employers have adopted a cautious approach to hiring!

Employers have adopted different strategies – some want to have a leaner bench, while others want to offload expensive resources and replace them with less expensive ones and retrain them; some have delayed their bulk hirings while several others are aggressively looking at hiring fresh talents to create their own talent supply chain. Employers have realised that hiring lateral talents at a premium is not helping them achieve the intended ROI; they would be better off engaging with Universities early on and creating their own sustainable talent pool.

Our study threw some interesting results – 62% of the employers we spoke to expressed their intention to hire freshers in the period of January – June 2023. Employers in the Information Technology, Telecom and e-commerce industry expressed stronger intent than their peers in other industries! New-age job roles like Cloud engineers, Blockchain experts, Cyber Security Engineers, Marketing Analysis and Bio-Medical Engineers are in high demand. Apart from domain skills, employers are keen to hire candidates who demonstrate higher levels of cognitive skills like negotiation skills, collaboration, communication skills, learnability, critical thinking and analysis!

This half-yearly report from TeamLease EdTech is intended to help Higher Education Institutions recognise the preferences of the employers and create courses and programs that can help learners develop skills that are in demand. This report would also help students understand employer mindsets, industry hiring trends, and in-demand job roles. Employers today prefer candidates with multi-lateral skills, someone who can be put to a variety of tasks! Students would be better off equipping themselves with diverse skills to make themselves worthy of the opportunities!

Shantanu Roj
Founder & CEO, TeamLease EdTech



Introduction

TeamLease EdTech, in its quest for Making India Employable, has come out with the Forecast Report to track the dynamics of the job market for Freshers. Our endeavour is to analyse job market trends and produce insights that will keep first-time job seekers informed about upcoming changes in the job market. Following the precedent set by the TeamLease Group, we have mined employer sentiment, jobs and course intelligence data to help job seekers navigate the job market.

Hiring Intent for Freshers has marginally improved to 62% for the current half year (January–June, 2023) – a 3% increase over the July–December 2022 half year. The Hiring Intent across all categories of jobseekers in India – fresh or with experience – has risen to 68% from 61% over the same duration. This steady growth in the job market will create enormous opportunities for freshers.

This report is intended to guide freshers and provide information on what to expect during the January–June, 2023 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. With the knowledge of the right skills, freshers can equip themselves 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

Freshers are first-time jobseekers whose educational qualifications range from 10th/12th standard through Postgraduate Diploma and Doctoral candidates.

Intent to Hire / Hiring Intent is a measure which represents the percentage of employers likely to hire fresh graduates during the six-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 a 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

04



Executive Summary

Hiring Intent for freshers during January-June, 2023

Employer intent to hire freshers:

- 62% of employers surveyed across India, intend to hire freshers during January-June, 2023.

Job roles and skills in demand for freshers during January-June, 2023

Top job roles in demand

- Top job roles freshers can expect to be employed in are: Cloud Developer, Investment Banking Associate, Cybersecurity Engineer, Marketing Analyst and Biomedical Engineer.

Key domain skills in demand

- Top domain skills employers expect freshers to possess are: DevOps, Corporate Finance, Artificial Intelligence and Project Management.

Key soft skills in demand

- Top soft skills employers expect freshers to possess are: Negotiation and Persuasive Skills, Cognitive Flexibility, Curiosity/Continual Learning and Emotional Intelligence.

Executive Summary



In-Demand courses by Industry

- ❑ In-demand courses that freshers can undertake to increase their employability: Certification in DevOps, Supply Chain Management, Data Engineering, Business and Corporate Law.

Hiring sentiment across Industries and Cities

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

The top 3 industries that intend to hire freshers during January-June, 2023

- ❑ Information Technology: 67%
- ❑ E-commerce & Technology Start-ups: 52%
- ❑ Telecommunications: 51%

The top 3 cities that intend to hire freshers during January-June, 2023

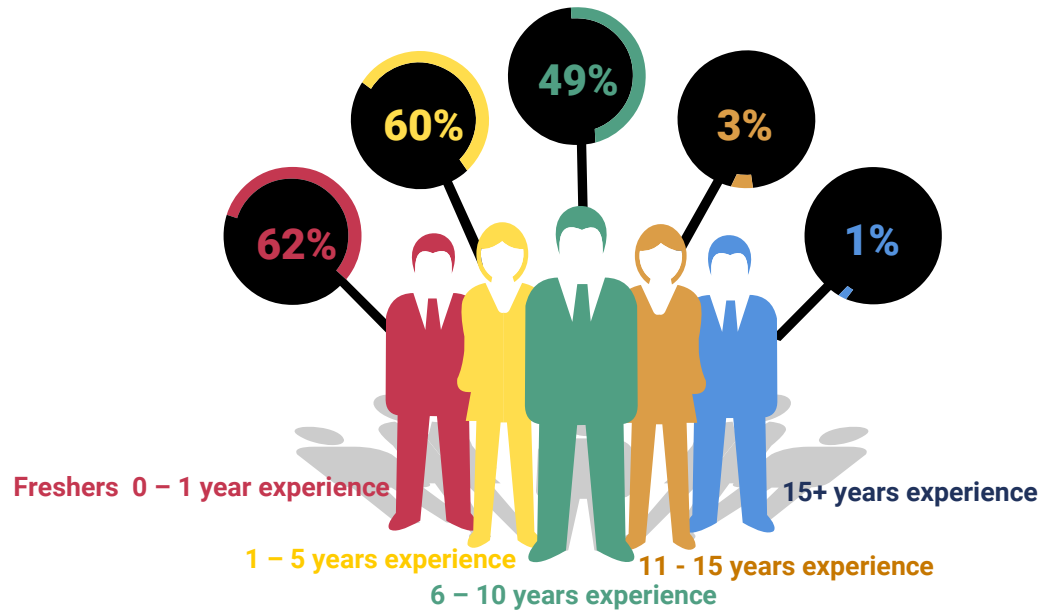
- ❑ Bangalore: 75%
- ❑ Mumbai: 56%
- ❑ Delhi: 47%



EMPLOYER INTENT TO HIRE FRESHERS

07

Overview of Hiring Intent in India



Overall Intent to Hire: 68%

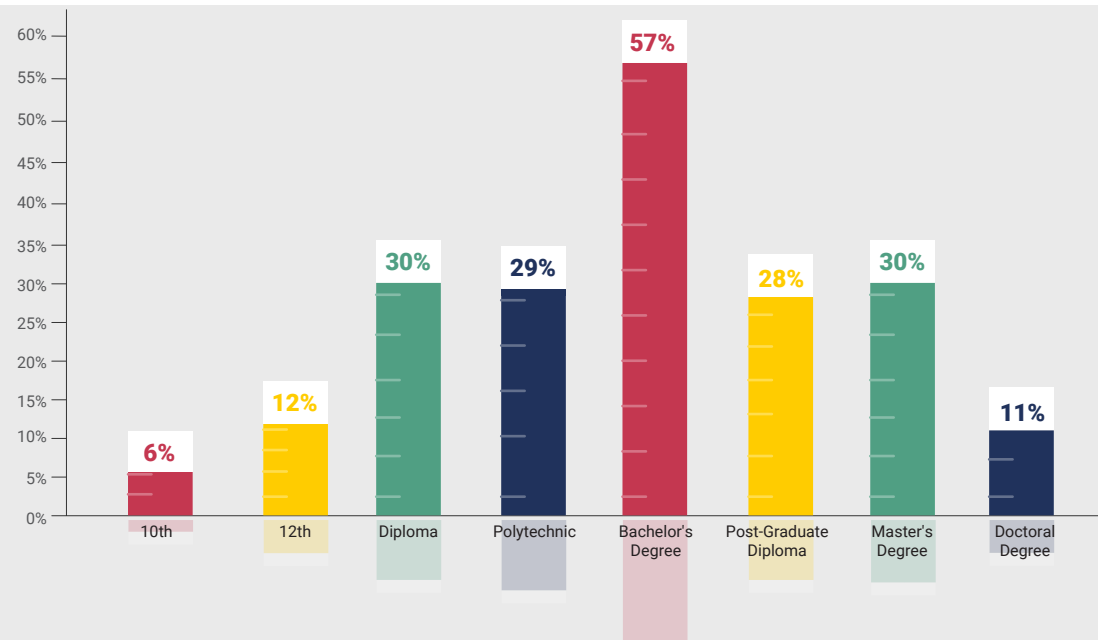
The overall intent to hire across all categories is **68%**.

The hiring Intent for freshers for the current HY [January-June, 2023] is **62%**.

It witnesses a marginal increase of **3%** from what was seen in July–December, 2022 [**59%**].

Percentages represent proportion of employers who are intending to hire from each of the five work experience categories.

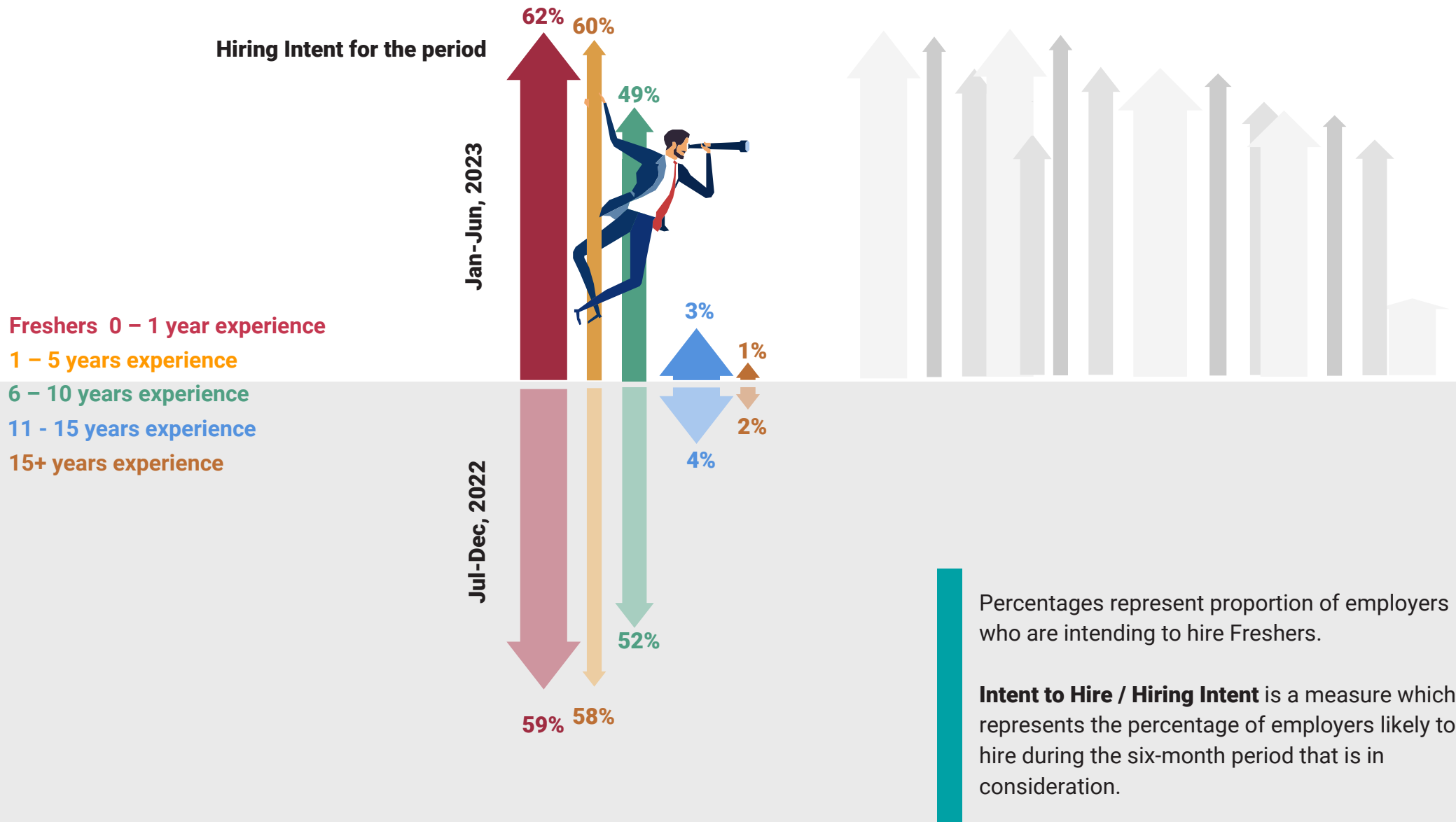
Intent to Hire / Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration.



Source : TeamLease employer surveys administered during Oct and Nov, 2022

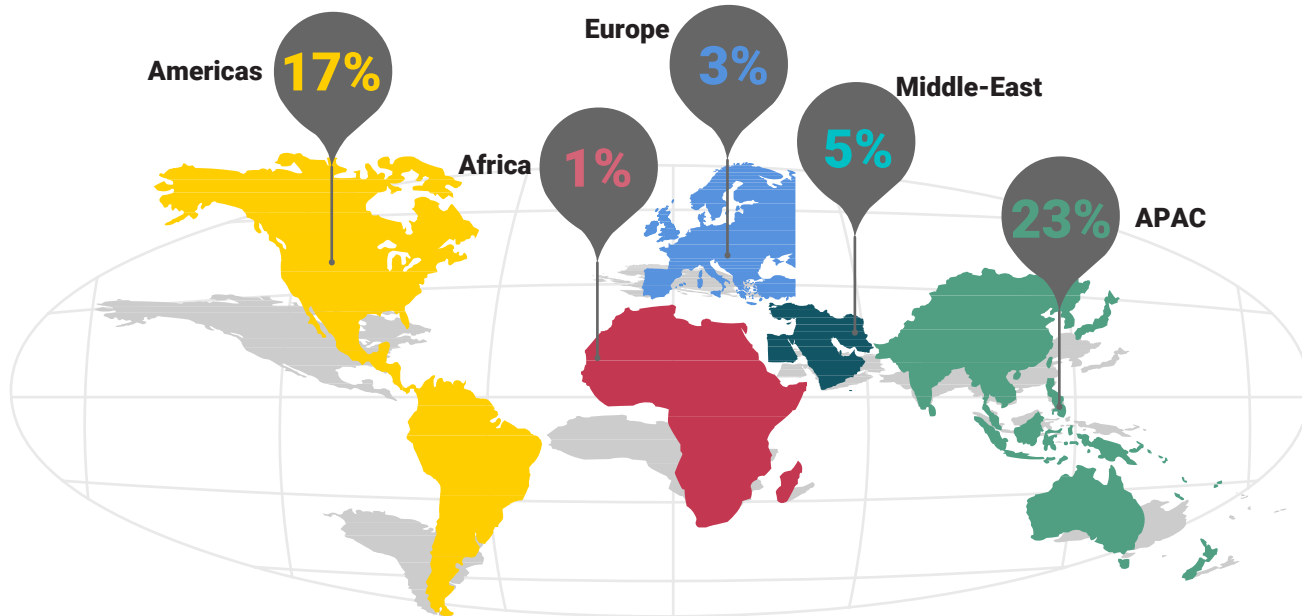
Overview of Hiring Intent in India [HY1, 2023]

A Comparison with HY2 July 2022 – Dec 2022 – across all categories



Source: TeamLease employer surveys administered during Oct and Nov, 2022

Overview of Hiring Intent Globally



Global Intent to Hire Freshers: 14%

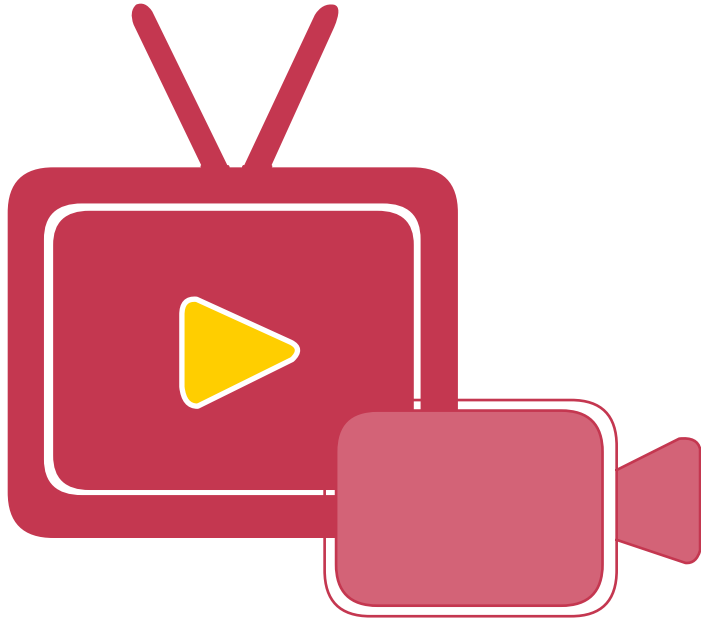
Global intent to hire freshers for the current HY [January-June, 2023] is 14%. India lead the demand for freshers with 62% of employers willing to hire in the current HY [January-June, 2023]. This is followed by APAC region with 23% hiring intent in the current HY [January-June, 2023].

Percentages represent proportion of employers who are intending to hire Freshers.

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



Sector Trends Driving Growth and Jobs



Media and Entertainment

The Animation & VFX segment market reached **USD 1 billion** in 2021 and is expected to attain **USD 2.2 billion** by 2024.

Online gaming segment witnessed a market growth of **28%** in 2021 and it reached **USD 1.2 billion**. It is expected to reach **USD 1.9 billion** by 2024. Whereas Media & Entertainment industry is expected to reach **USD 30.9 billion** by 2024.

The advertising-based video on demand (AVoD) segment is expected to rise at a CAGR of **24%** to reach **USD 2.6 billion** by 2025.

11

Agriculture & Agrochemicals

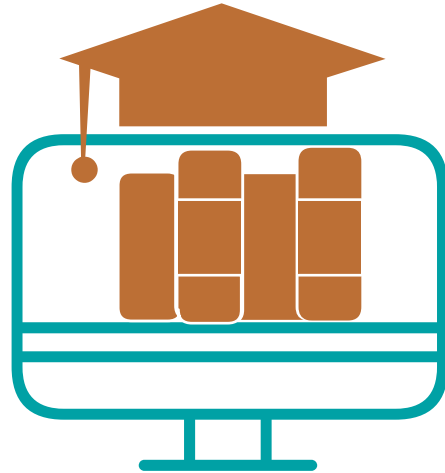
Agriculture industry Market is expected to grow **USD 24 billion** by 2025.

The processed food market in India is expected to grow to **INR 3,451,352.5 crore (USD 470 billion)** by 2025, from **INR 1,931,288.7 crore (USD 263 billion)** in FY20.

The market is being encouraged by the growing adoption of cutting-edge techniques including Blockchain, Artificial intelligence (AI), Geographic Information systems (GIS), drones and remote sensing technologies.



Sector Trends Driving Growth and Jobs



Educational Services

Indian Education market is expected to reach **USD 225 billion** by FY 2024-25.

The online education market in India is expected to grow by **USD 2.28 billion** during 2021-2025, growing at a CAGR of almost **20%**.

The emerging trends like Nano-Learning, Gamification and use of digital technologies like AI, VR and AR, Phygital Learning are likely to generate significant job demand for freshers in the Education industry.

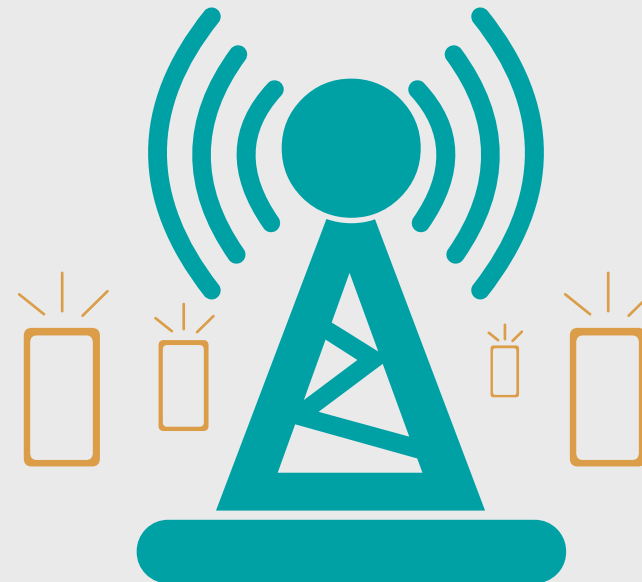
12

Telecommunication

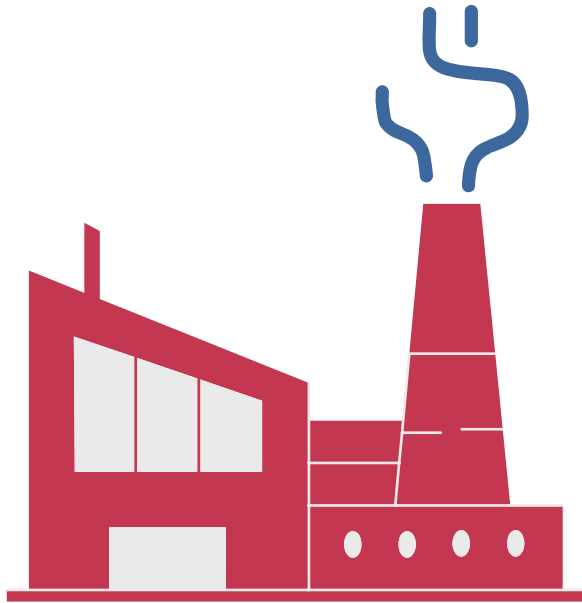
5G services in India allow the telecom industry market to cross **USD 133 billion** mark by 2023.

The roll out of 5G services by Indian telecom service providers is expected to create a demand of up to **45,000** jobs.

The Top trending technologies in Telecom industries for 2023 are 5G technology, AI, Cloud Computing, Cybersecurity and Cloud Billing platforms.



Sector Trends Driving Growth and Jobs



Manufacturing

Addressable market for domestic Original Equipment Manufacturers is projected to be greater than **INR 10 lakh crore** by 2025.

As per Union Budget 2023-24, the Ministry of Electronics and Information Technology (MeitY) has been allocated **INR 16549 crore** to boost semiconductor manufacturing.

The PLI for semiconductor manufacturing is set at **INR 760 billion**, with the goal of making India one of the world's major producers of this crucial component.

Indian Semiconductor Manufacturing companies are planning to expand their Manufacturing unit across cities with huge investments. This will generate huge employment opportunities for freshers.

13

Information Technology

India's IT and business services market is projected to reach **USD 19.93 billion** by 2025.

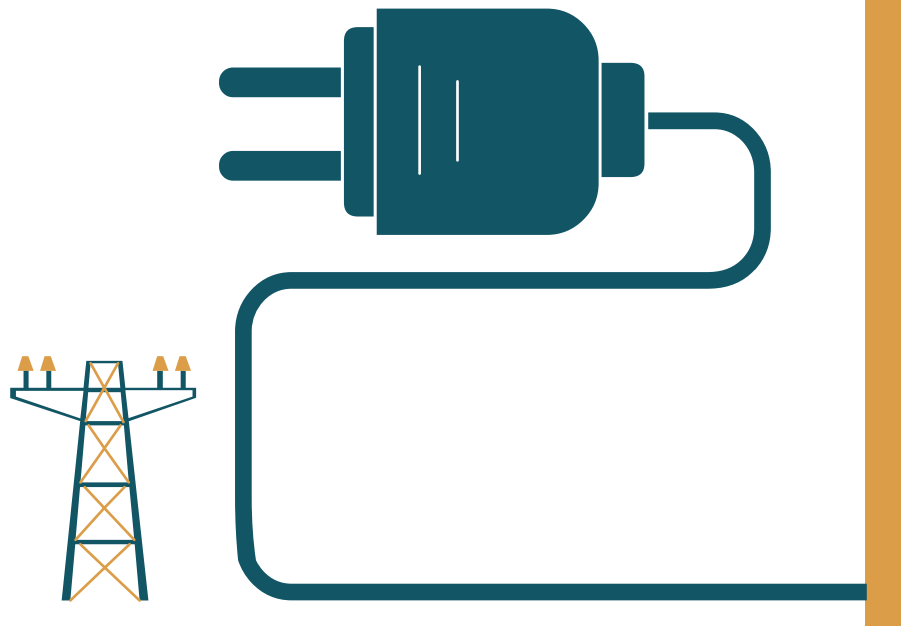
IT Spending in India is expected to reach **USD 144 billion** in 2023.

Indian top IT companies forecast that they would hire **155,000** freshers in the next financial year.

The technological trends in IT industry for 2023 are AI, IoT, Edge computing, Cyber security and revamping IT infrastructure to 5G technologies.



Sector Trends Driving Growth and Jobs



Power & Energy

Indian major multinational companies plan to invest around **USD 50-70 billion** in the green hydrogen business and **USD 23 billion** in green energy.

The Government has allocated **INR 19500 crore** for a PLI scheme to boost the manufacturing of high efficiency solar modules. These investments would create huge job opportunities for freshers.

The Government initiative like introducing the Sovereign Green Bond, helps green projects to attract foreign and domestic capital. These investments will increase the number of Job opportunities for freshers by creating numerous renewable energy and eco-friendly projects.

Construction & Real Estate

The construction Industry in India is expected to reach **USD 1.4 trillion** by 2025.

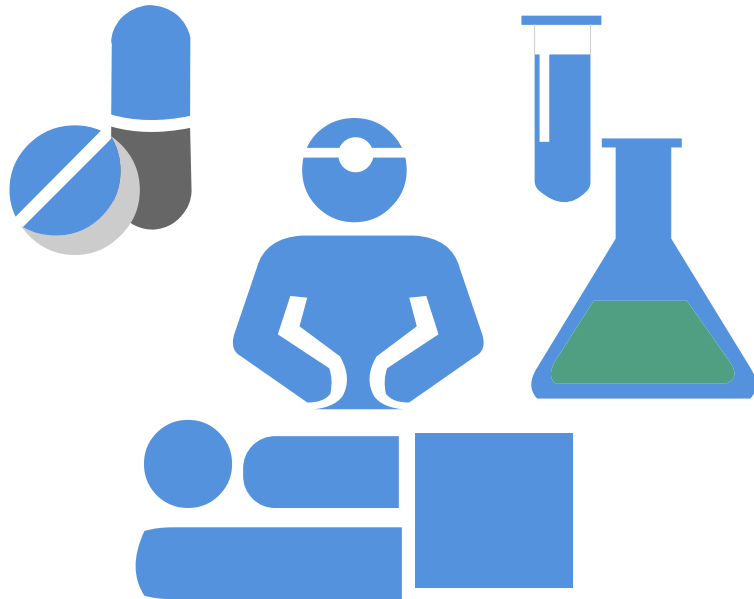
The Government has allocated **INR 2,000 crore** set up warehousing facilities and logistics parks in Karnataka state thus generating substantial number of jobs for freshers.

Retail, hospitality, and commercial real estate are growing significantly, providing the much-needed infrastructure for India's growing needs.

Some Emerging trends in construction industry are green construction, bridge lock-up device systems to improve infrastructure and building information systems for efficient building management.



Sector Trends Driving Growth and Jobs



Healthcare & Pharmaceuticals

India and Russia have set the bilateral trade target of **USD 30 billion** by 2025. Trade is expected to increase by an additional **USD 5 billion** per annum, with opportunities in pharmaceuticals & medical devices, chemicals and other industries.

Rising number of medical facilities will boost the demand for medical devices in the market. The medical devices sector in India is projected to reach **USD 50 billion** by 2025.

The Digital healthcare market in India is estimated to reach **INR 485.43 billion** by 2024.

The top trends in 2023 which are likely to lead job growth for freshers: Telehealth, Big Data and AI in healthcare and growing demand for wearable healthcare gadgets.

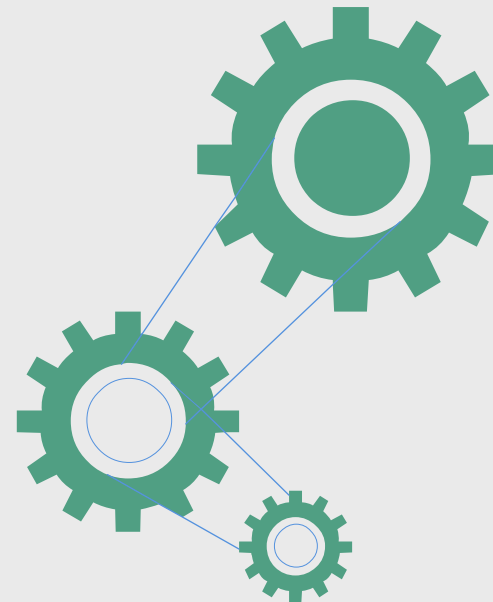
Engineering & Infrastructure

The electrical equipment market is forecasted to grow at **12% CAGR** to reach **USD 72 billion** by 2025 from **USD 48-50 billion** in 2021.

Indian Engineering Research & Development market is expected to grow at a CAGR of **12-13%** and reach **USD 63 billion** by 2025.

Indian EV market net worth is expected to be just **USD 2 billion** by 2023.

Indian Engineering Industries are investing to scale up their production operations generating more than **25,000** jobs for freshers.



Sector Trends Driving Growth and Jobs



Consulting

Indian information security consultancy market is estimated to grow upto **INR 12 billion** by 2023 from **INR 8 billion** in 2019.

Indian top **4** consultant firms expected to hire more than **15,000** freshers across various technologies like Business Operations, Cybersecurity, Cloud Technology, Data Science and so on.

Rising opportunities due to booming economy and growing demand for consultancy services by both domestic and foreign firms are key factors for industry growth.

16

Retail

By 2024, Retail Industry market is expected to increase to **USD 1.3 trillion**.

Adoption of hybrid commerce model and emerging technologies like AI, IoT, 5G, AR/VR etc. are some of the emerging trends in driving industry growth

India's top retail chains are planning to expand their business operations across metropolitan cities and also in tier-II and tier-III cities, expected to create a demand of up to **50,000** jobs for freshers.



Sector Trends Driving Growth and Jobs



E-commerce & Technology Start-ups

India's social commerce growing at a CAGR of **55-60%**, has the potential to expand to **USD 16–20 billion** in coming years.

India's e-commerce market is expected to reach **USD 111 billion** by 2024.

Voice search commands, Artificial Intelligence and Augmented Reality, Omnichannel Retail, growth in social commerce is some of the emerging trends driving Industry growth in E-commerce.



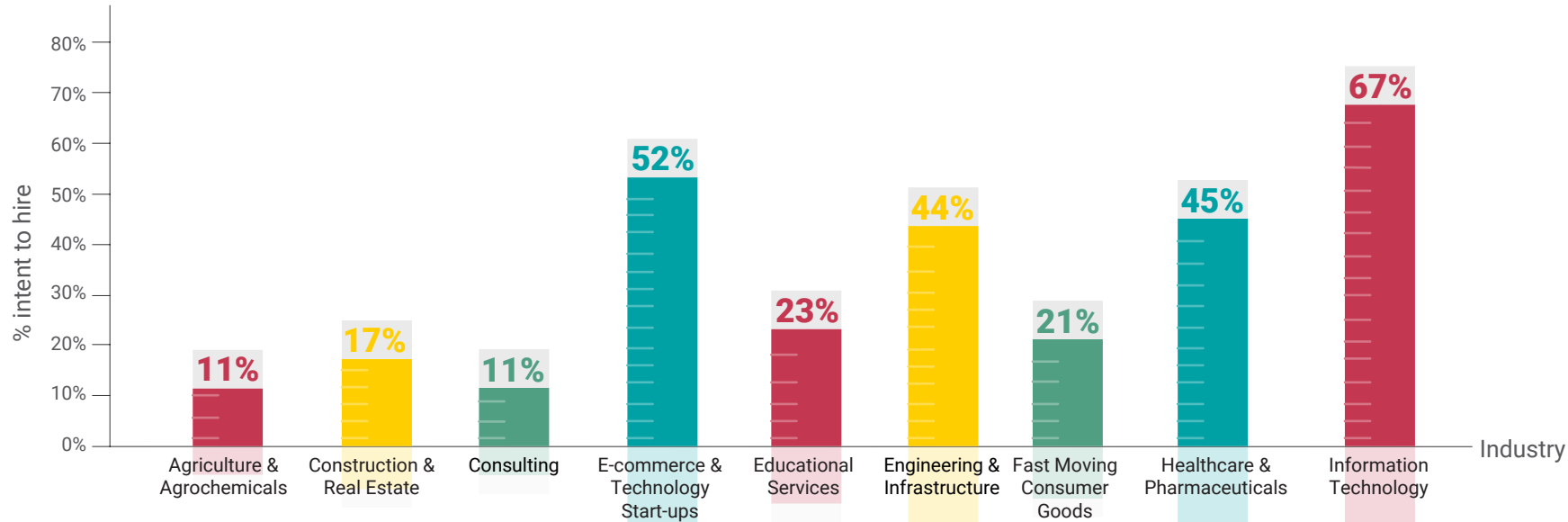
FRESHER HIRING SENTIMENT

By Industry and By City

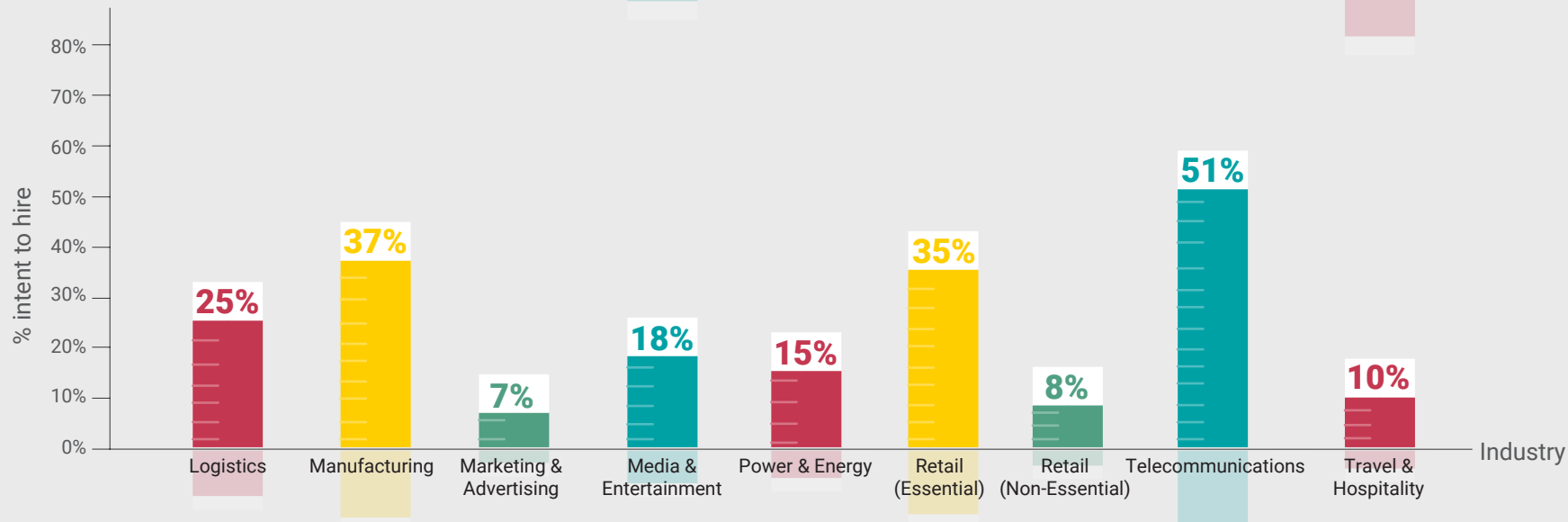
18

Fresher Hiring Sentiment

By Industry



Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to hire.



The top three industries intent to hire freshers in the current HY [January– June 2023] are Information Technology (67%) followed by E-commerce & Technology start-ups (52%) and Telecommunications (51%).

Source: TeamLease employer surveys administered during Oct and Nov, 2022

Note: Hiring period – Jan-Jun, 2023
Percentages indicate Intent to Hire

Fresher Hiring Sentiment [HY1, 2023]

A Comparison with HY-2, Jul 2022 – Dec 2022 - By Industry

Jan-Jun, 2023

Jul-Dec, 2022

Jan-Jun, 2023

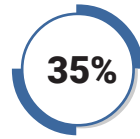
Jul-Dec, 2022

Jan-Jun, 2023

Jul-Dec, 2022



Information Technology



Retail [Essential]



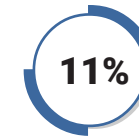
Power & Energy



E-commerce & Technology Start-ups



Logistics



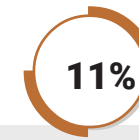
Agriculture & Agrochemicals



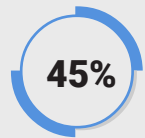
Telecommunications



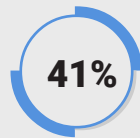
Educational Services



Consulting



Healthcare & Pharmaceuticals



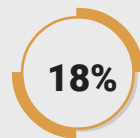
Fast Moving Consumer Goods



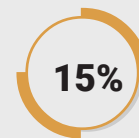
Travel & Hospitality



Engineering & Infrastructure



Media & Entertainment



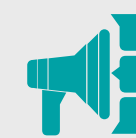
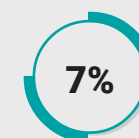
Retail [Non-Essential]



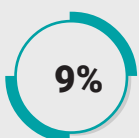
Manufacturing



Construction & Real Estate



Marketing & Advertising



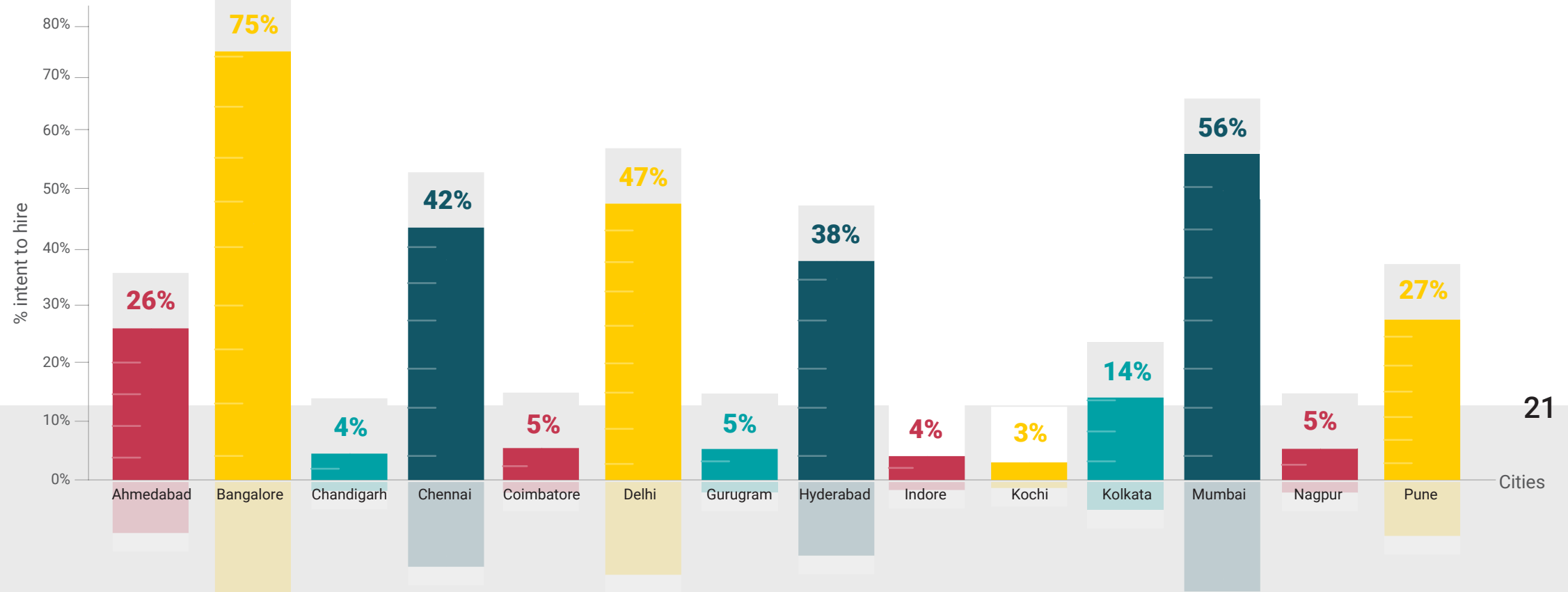
20

Source: TeamLease employer surveys administered during Oct and Nov, 2022

Note: Industries listed in the descending order of the Intent to Hire

Fresher Hiring Sentiment

By City



The top three cities intent to hire freshers in the current HY [January–June 2023] are Bangalore (75%) followed by Mumbai (56%) and Delhi (47%) .

Percentages are specific to each city, and represent the proportion of employers within each city who intend to hire.

Source: TeamLease employer surveys administered during Oct and Nov, 2022

Note: Hiring period – Jan-Jun, 2023
Percentages indicate Intent to Hire

Fresher Hiring Sentiment [HY1, 2023]

A Comparison with HY2 July 2022 – Dec 2022 – By City

Jan-June, 2023

Jul-Dec, 2022

Jan-June, 2023

Jul-Dec, 2022

Jan-June, 2023

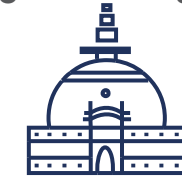
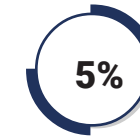
Jul-Dec, 2022



Bangalore



Pune



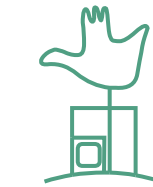
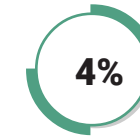
Nagpur



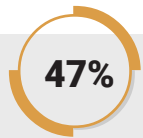
Mumbai



Ahmedabad



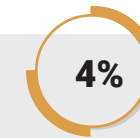
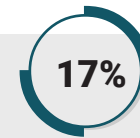
Chandigarh



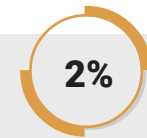
Delhi



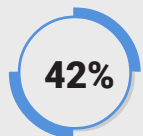
Kolkata



Indore



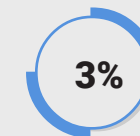
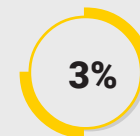
22



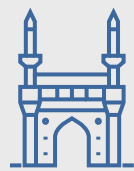
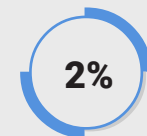
Chennai



Coimbatore



Kochi



Hyderabad



Gurugram



Source: TeamLease employer surveys administered during Oct and Nov, 2022

Note: Cities listed in the descending order of the Intent to Hire

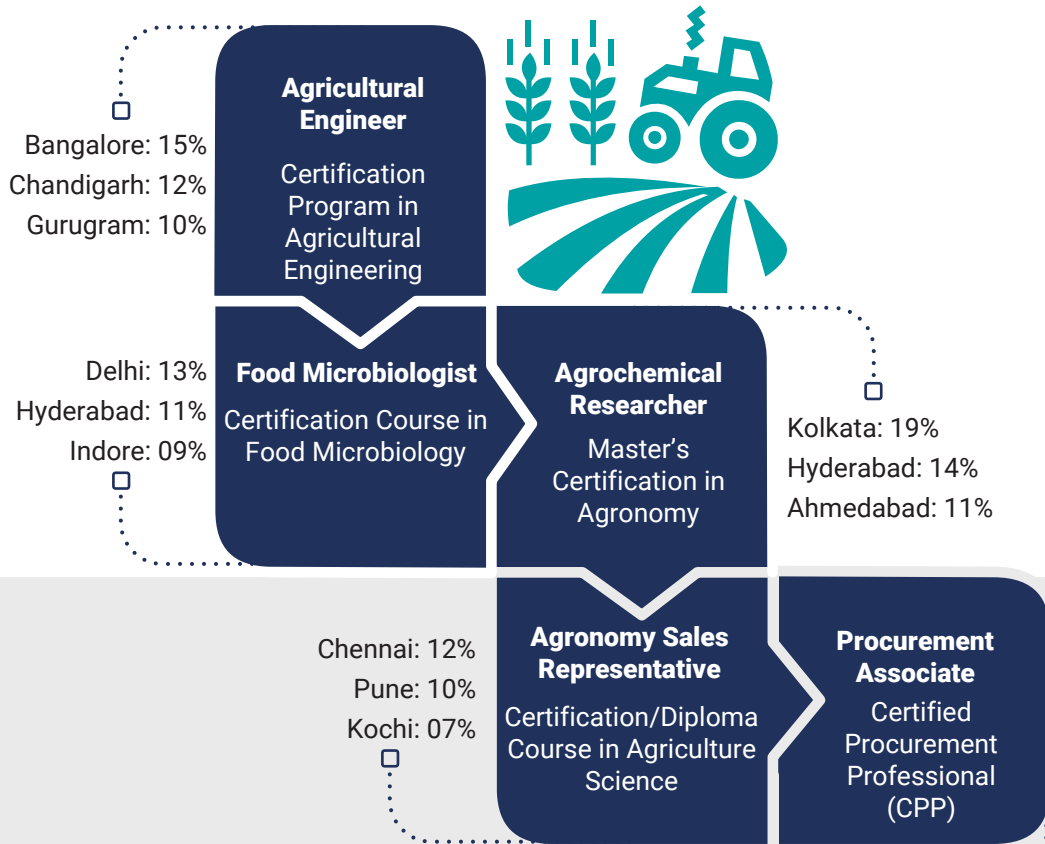


FRESHER HIRING TRENDS

**By Top Roles, In- Demand Courses
Across Industries & Cities**

23

Fresher Hiring Trends - Job Roles vs. Cities



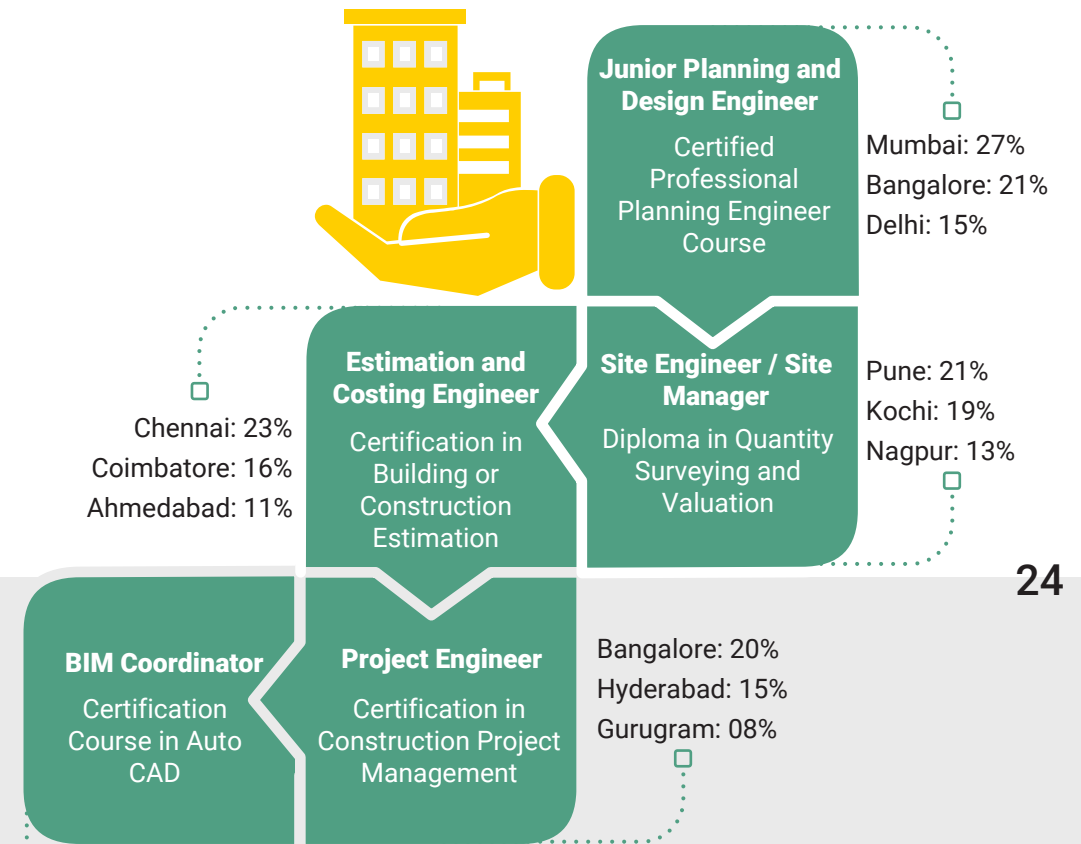
Agriculture & Agrochemicals

Hiring Intent **11%**

for the period Jan-June 2023

Hiring Intent for the period Jul-Dec 2022: 09%

Highest Demand for **Agrochemical Researcher in Kolkata (19%)** and **Agricultural Engineer in Bangalore (15%)**



Construction & Real Estate

Hiring Intent **17%**

for the period Jan-June 2023

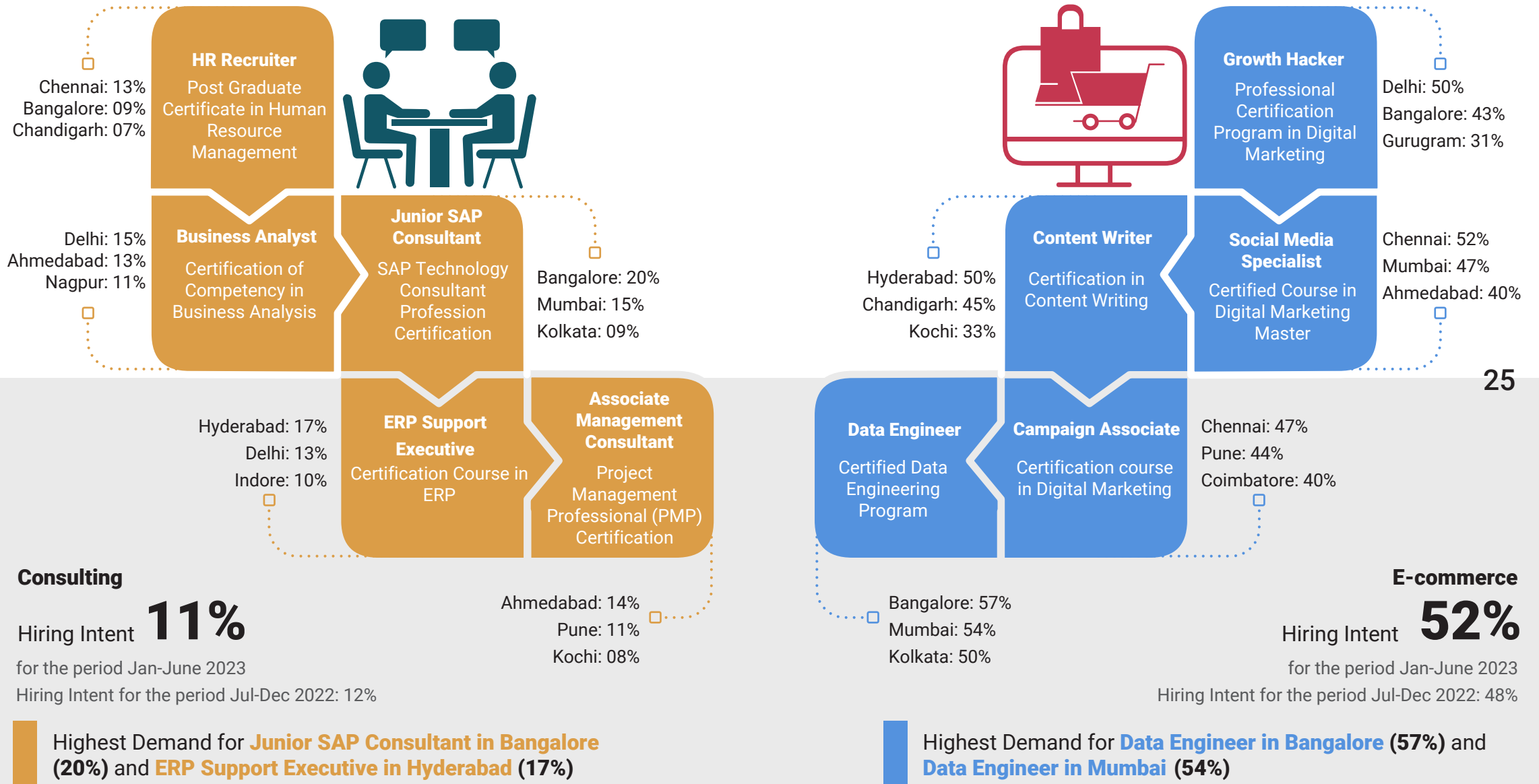
Hiring Intent for the period Jul-Dec 2022: 12%

Highest Demand for **Junior planning and Design Engineer in Mumbai (27%)** and **Estimation and Costing Engineer in Chennai (23%)**

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

Source: TeamLease employer surveys administered during Oct and Nov, 2022

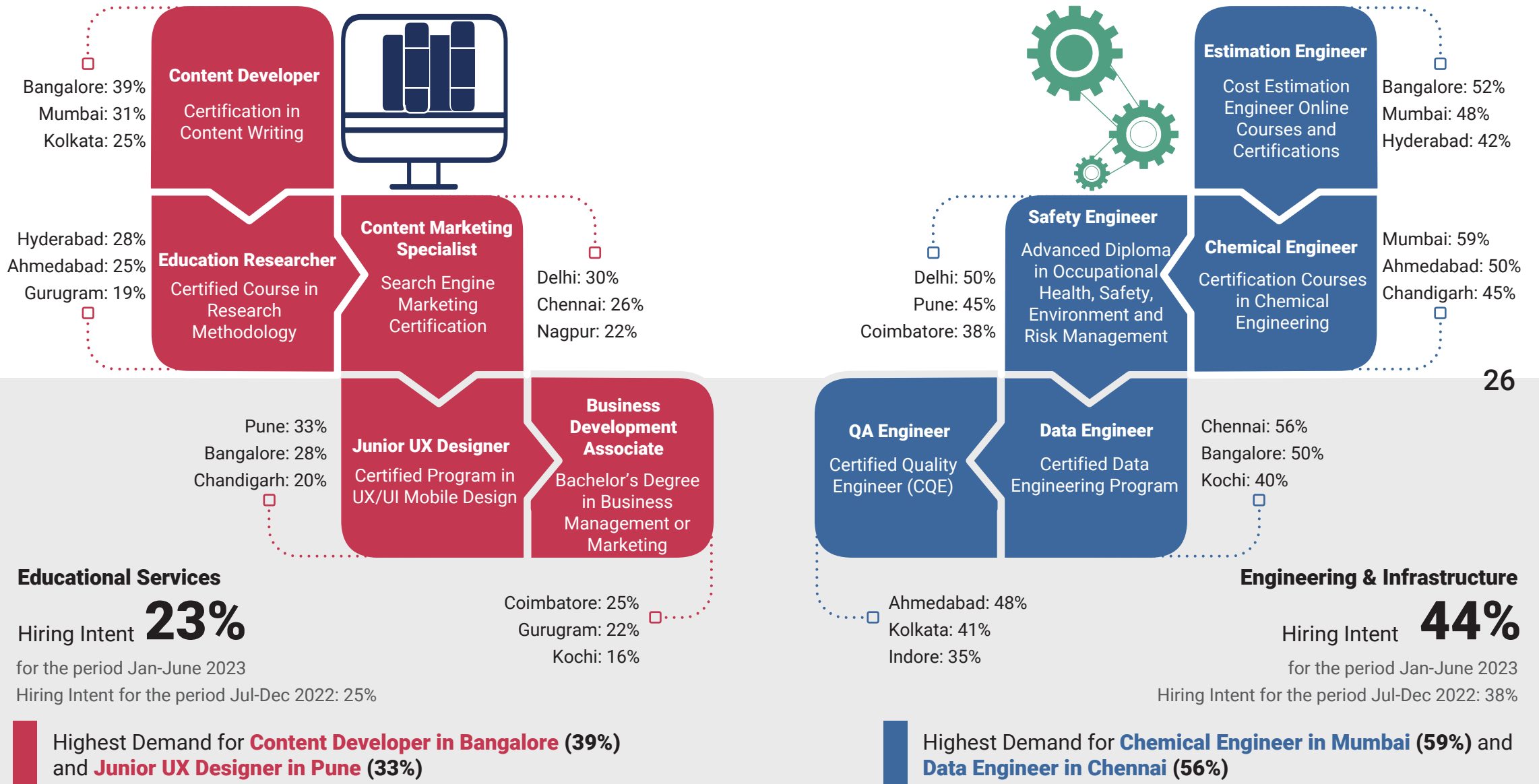
Fresher Hiring Trends - Job Roles vs. Cities



Source: TeamLease employer surveys administered during Oct and Nov, 2022

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

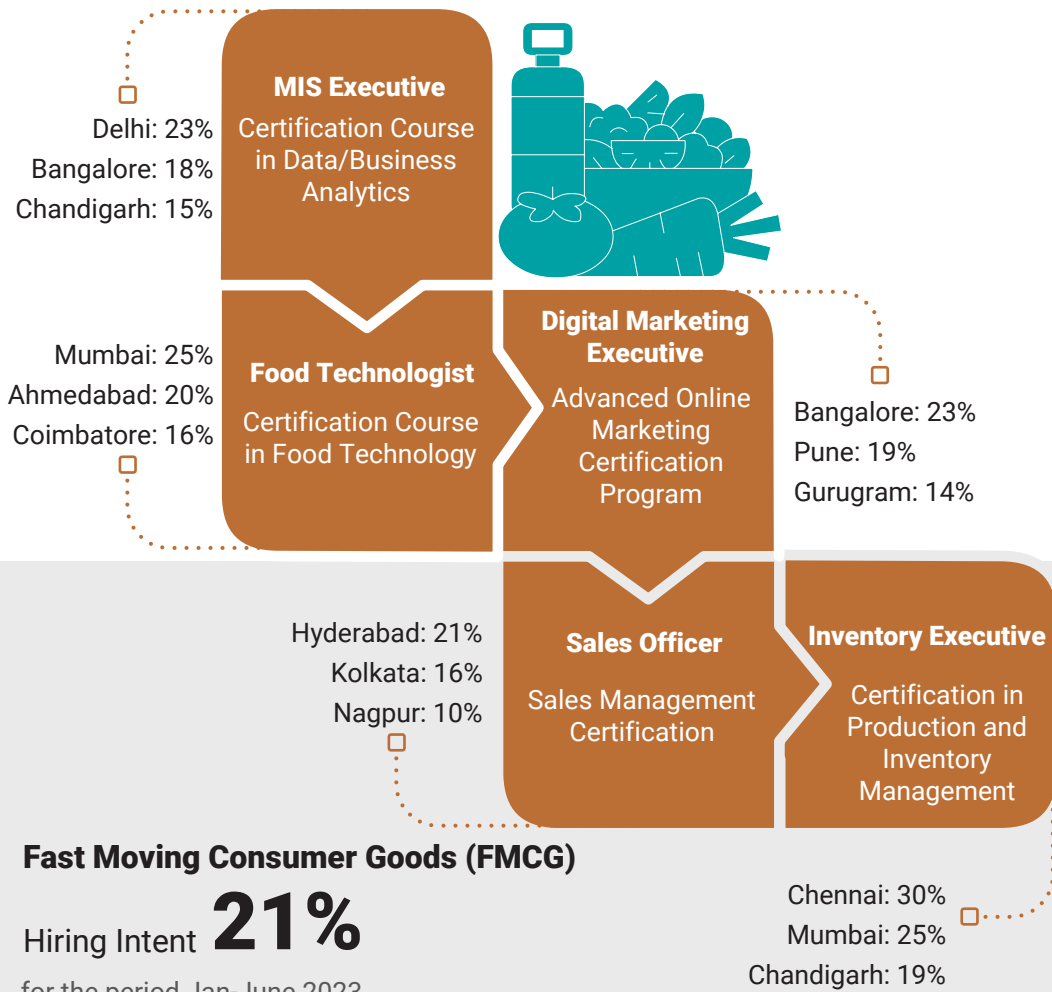
Fresher Hiring Trends - Job Roles vs. Cities



Source: TeamLease employer surveys administered during Oct and Nov, 2022

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

Fresher Hiring Trends - Job Roles vs. Cities



Fast Moving Consumer Goods (FMCG)

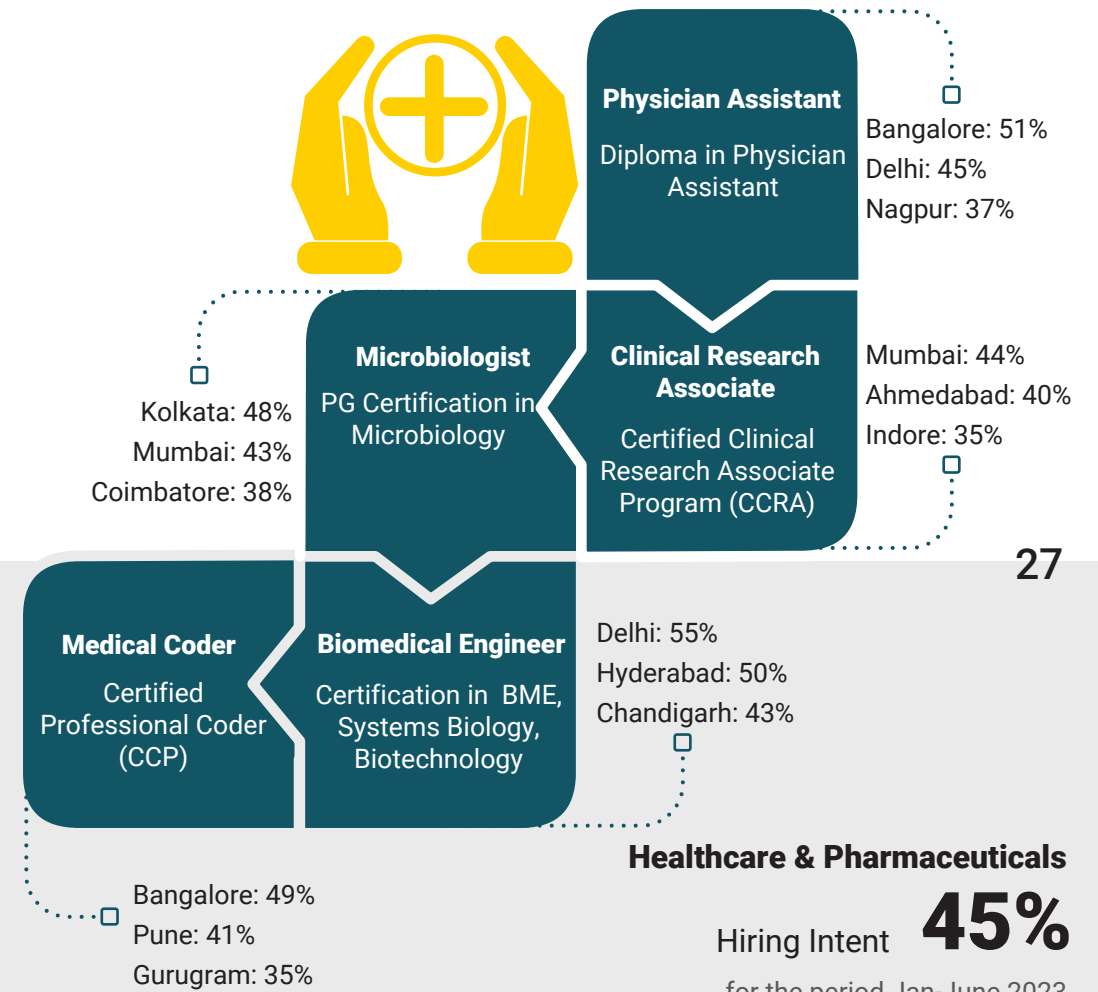
Hiring Intent **21%**

for the period Jan-June 2023

Hiring Intent for the period Jul-Dec 2022: 14%

Highest Demand for **Inventory Executive in Chennai (30%)** and **Food Technologist in Mumbai (25%)**

Source: TeamLease employer surveys administered during Oct and Nov, 2022



Healthcare & Pharmaceuticals

Hiring Intent **45%**

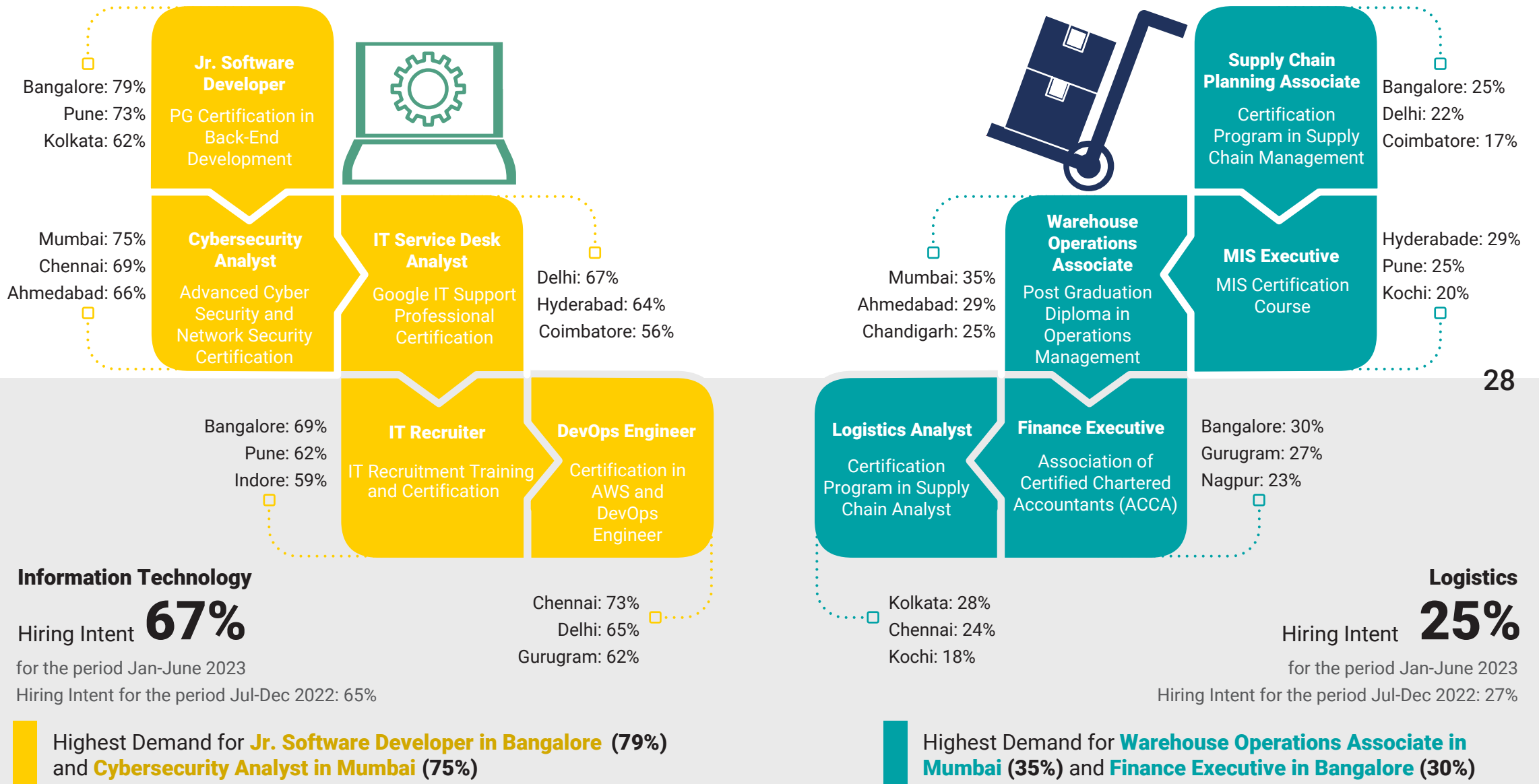
for the period Jan-June 2023

Hiring Intent for the period Jul-Dec 2022: 41%

Highest Demand for **Biomedical Engineer in Delhi (55%)** and **Physician Assistant in Bangalore (51%)**

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

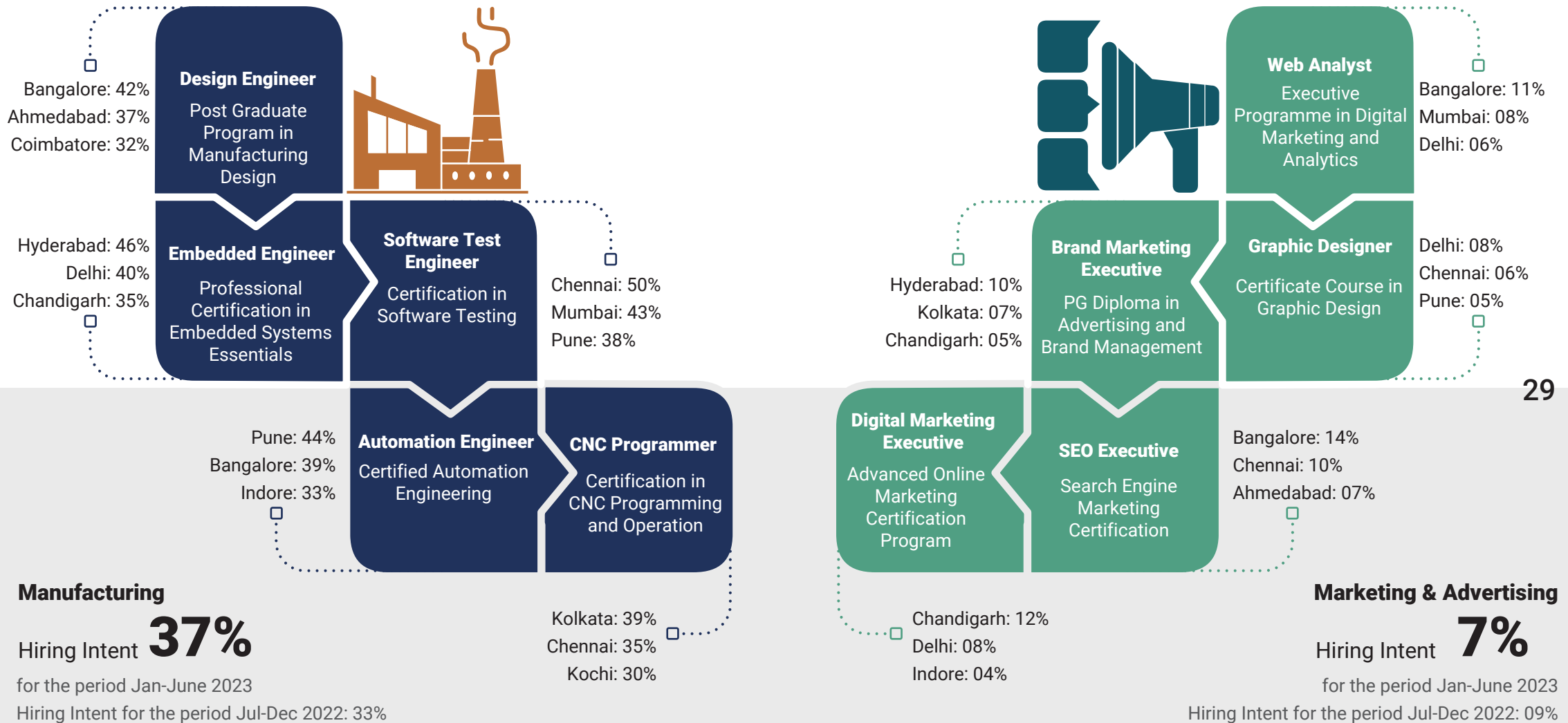
Fresher Hiring Trends - Job Roles vs. Cities



Source: TeamLease employer surveys administered during Oct and Nov, 2022

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

Fresher Hiring Trends - Job Roles vs. Cities



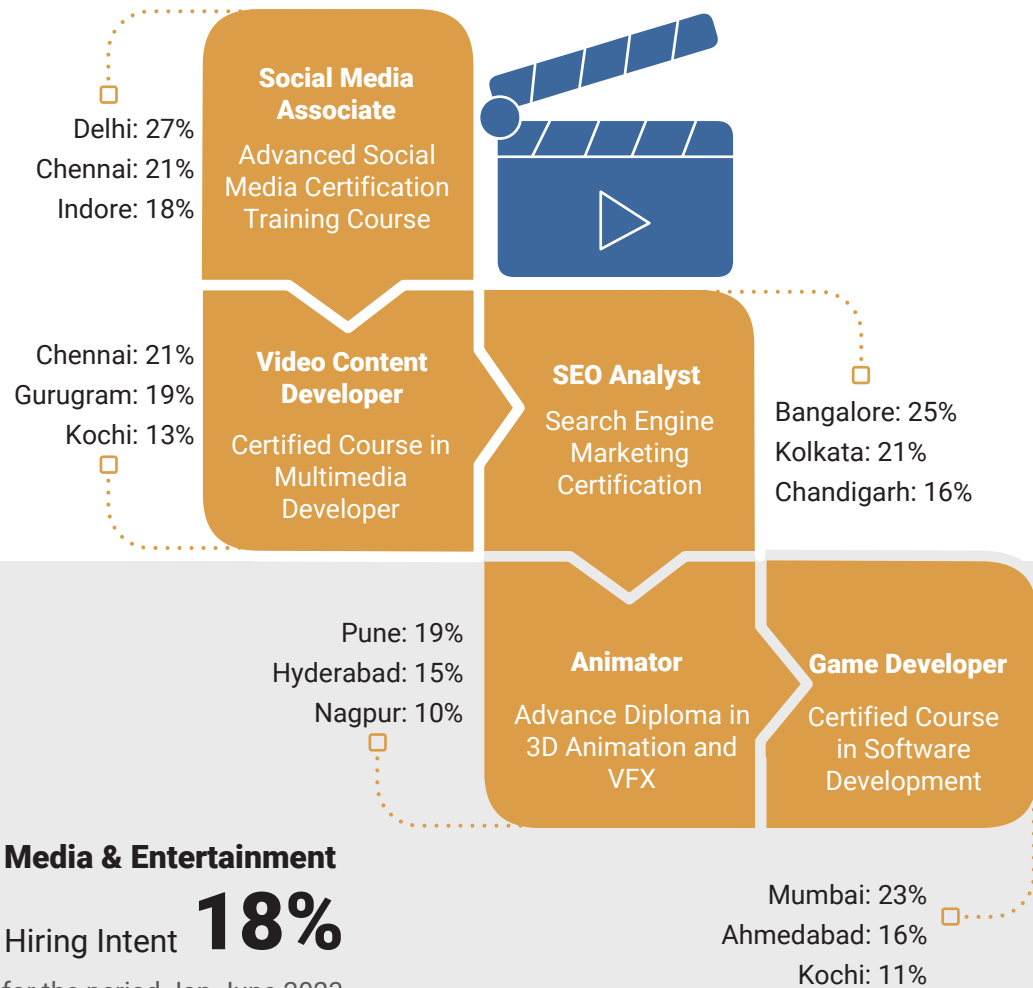
Highest Demand for **Software Test Engineer in Chennai (50%)** and **Embedded Engineer in Hyderabad (46%)**

Highest Demand for **SEO Executive in Bangalore (14%)** and **Digital Marketing Executive in Chandigarh (12%)**

Source: TeamLease employer surveys administered during Oct and Nov, 2022

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

Fresher Hiring Trends - Job Roles vs. Cities



Media & Entertainment

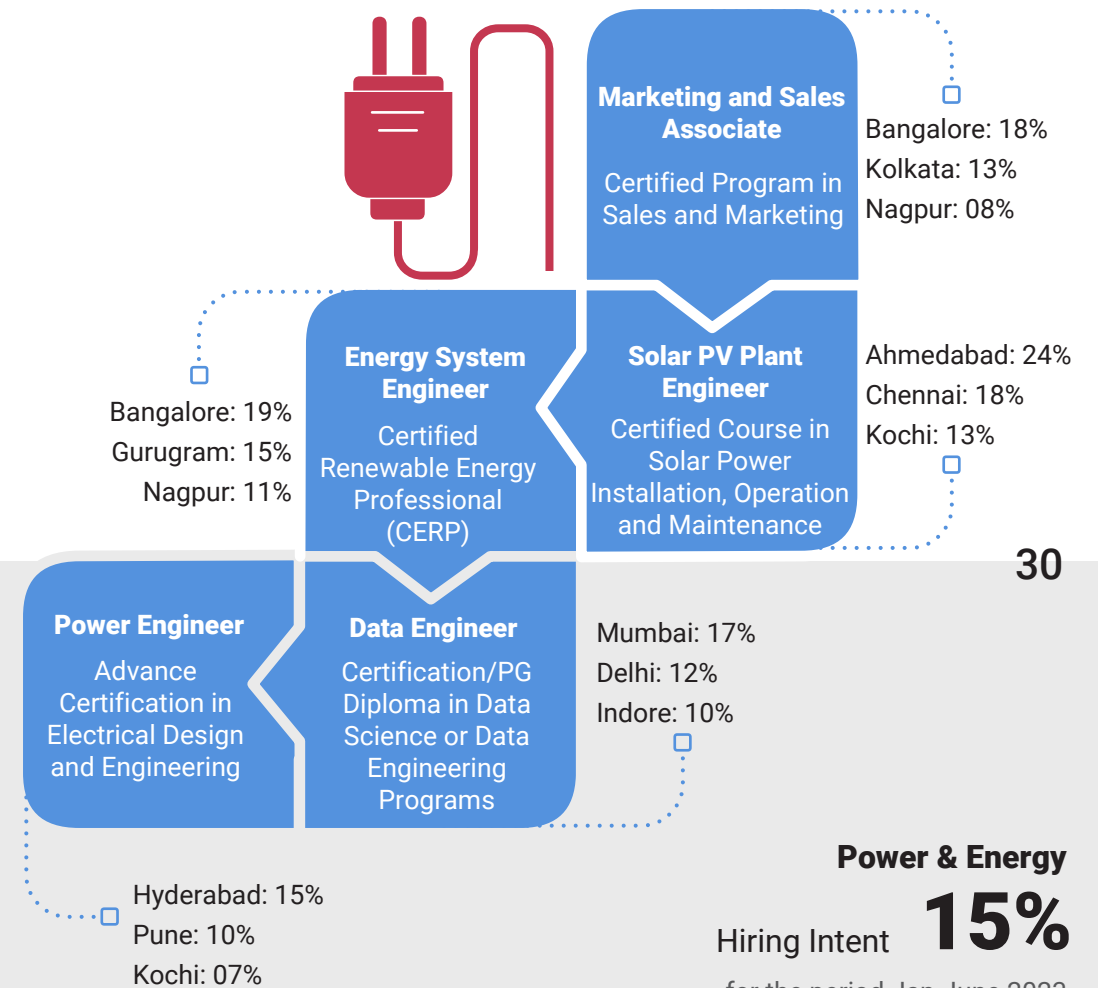
Hiring Intent **18%**

for the period Jan-June 2023

Hiring Intent for the period Jul-Dec 2022: 15%

Highest Demand for **Social Media Associate in Delhi (27%)** and **SEO Analyst in Bangalore (25%)**

Source: TeamLease employer surveys administered during Oct and Nov, 2022



Power & Energy

Hiring Intent **15%**

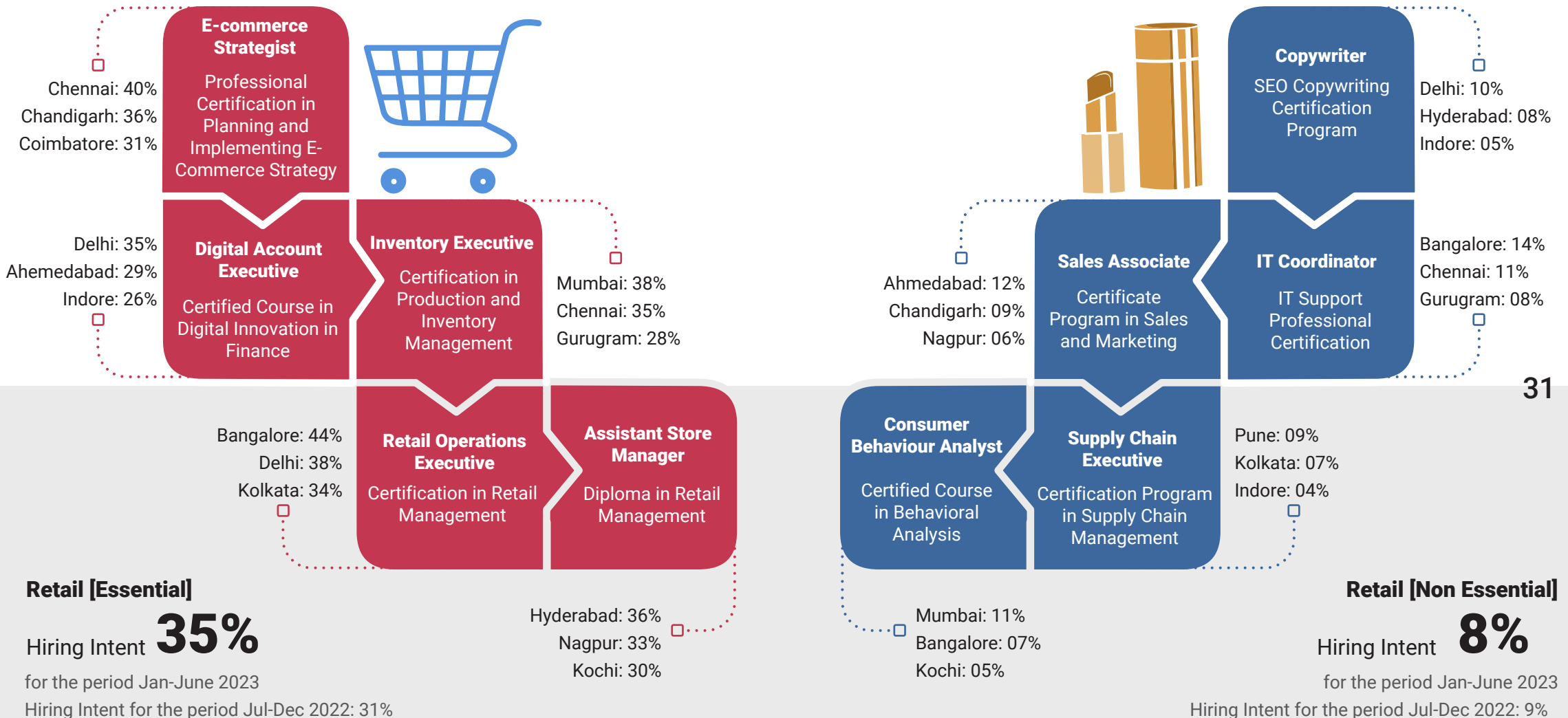
for the period Jan-June 2023

Hiring Intent for the period Jul-Dec 2022: 14%

Highest Demand for **Solar PV Plant Engineer in Ahmedabad (24%)** and **Energy System Engineer in Bangalore (19%)**

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

Fresher Hiring Trends - Job Roles vs. Cities



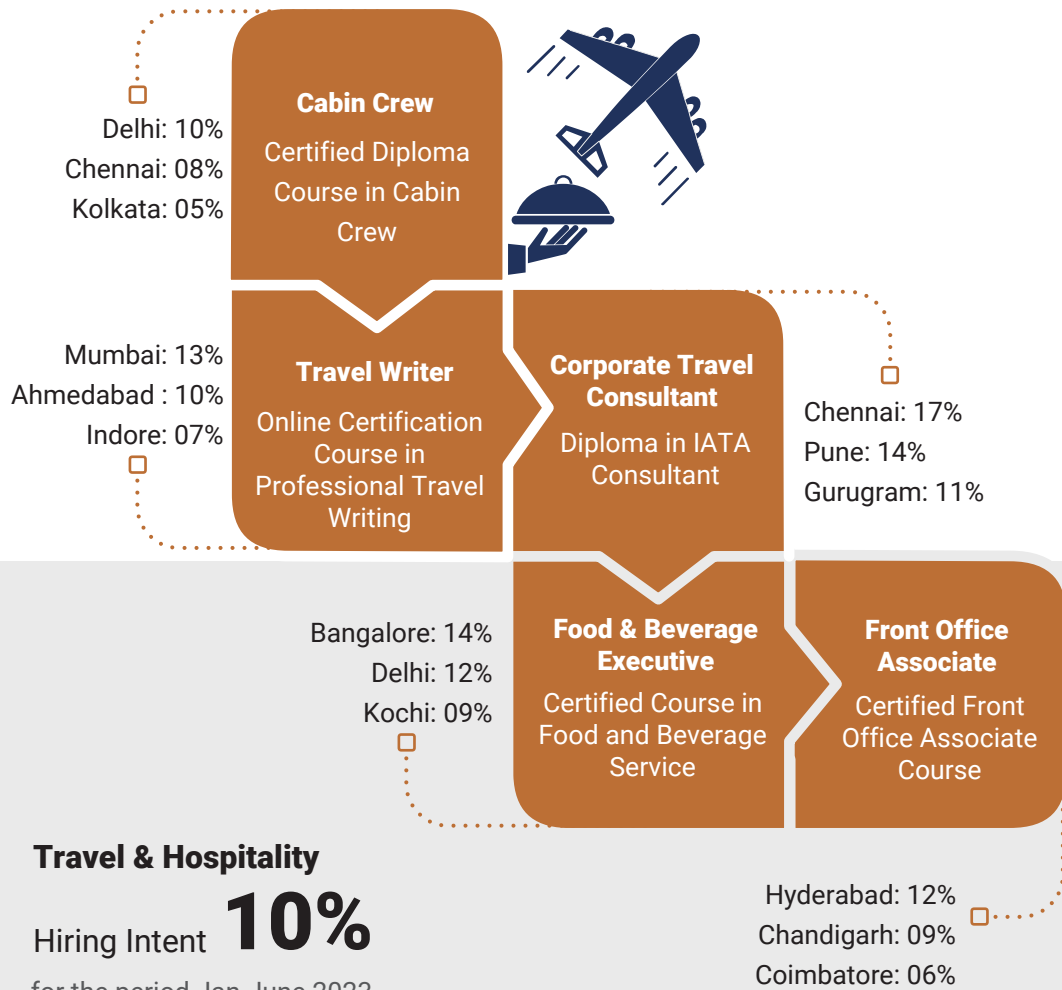
Highest Demand for **Retail Operations Executive in Bangalore (44%)** and **E-commerce Strategist in Chennai (40%)**

Highest Demand for **IT Coordinator in Bangalore (14%)** and **Sales Associate in Ahmedabad (12%)**

Source: TeamLease employer surveys administered during Oct and Nov, 2022

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

Fresher Hiring Trends - Job Roles vs. Cities



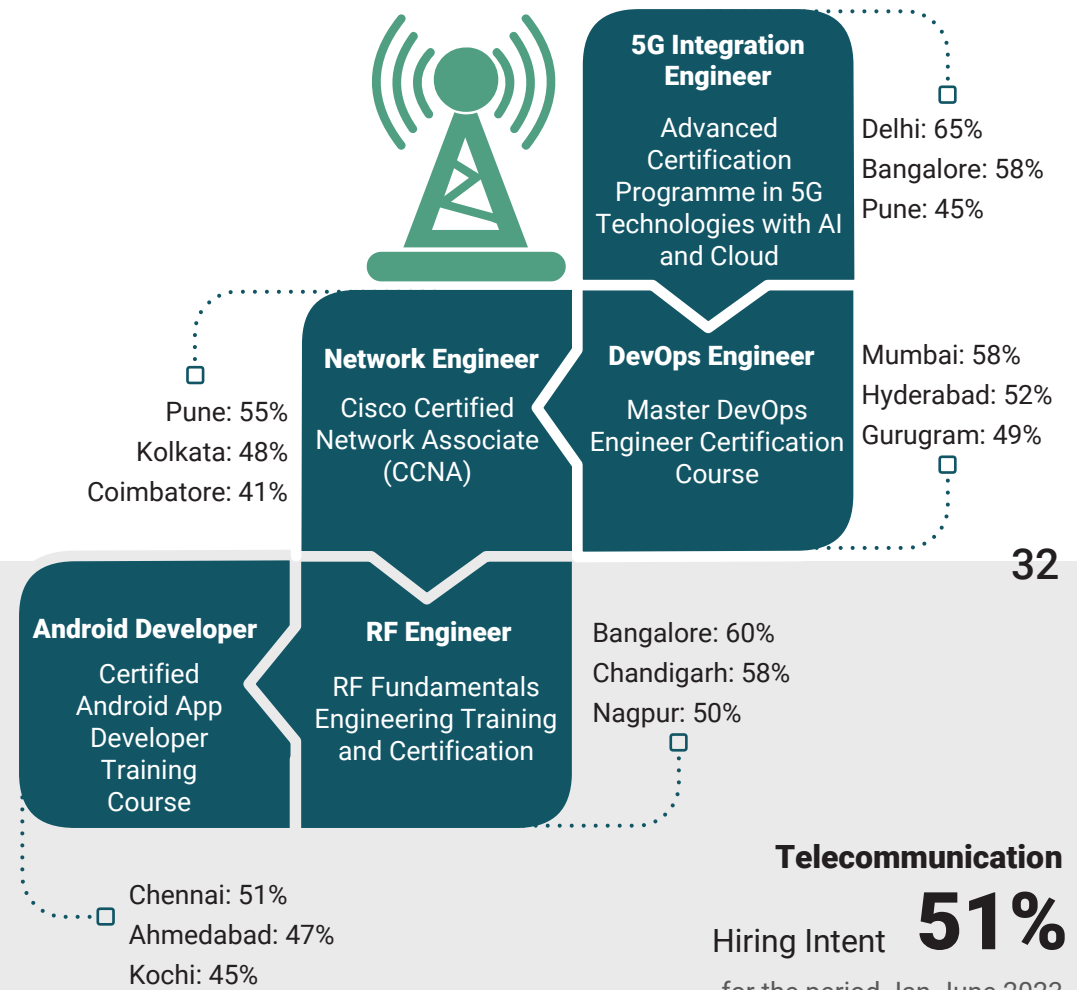
Travel & Hospitality

Hiring Intent **10%**

for the period Jan-June 2023

Hiring Intent for the period Jul-Dec 2022: 07%

Highest Demand for **Corporate Travel Consultant in Chennai (17%)** and **Food & Beverage Executive in Bangalore (14%)**



Telecommunication

Hiring Intent **51%**

for the period Jan-June 2023

Hiring Intent for the period Jul-Dec 2022: 47%

Highest Demand for **5G Integration Engineer in Delhi (65%)** and **RF Engineer in Bangalore (60%)**

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

Source: TeamLease employer surveys administered during Oct and Nov, 2022

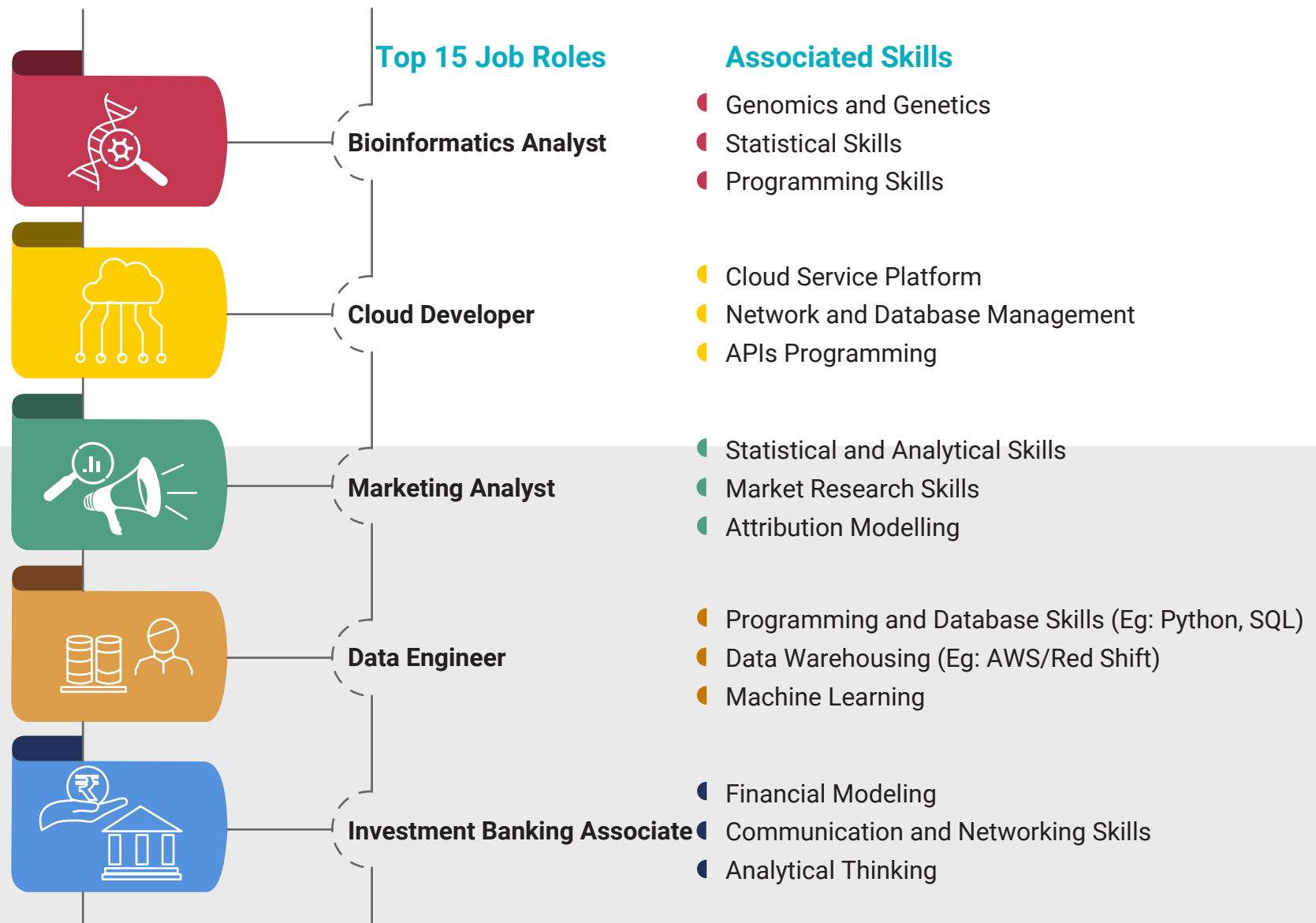


WHAT DO EMPLOYERS LOOK FOR IN FRESHERS?

**Key Job Roles,
Domain Skills,
Soft Skills and
In-Demand Courses**

What do Employers look for in Freshers?

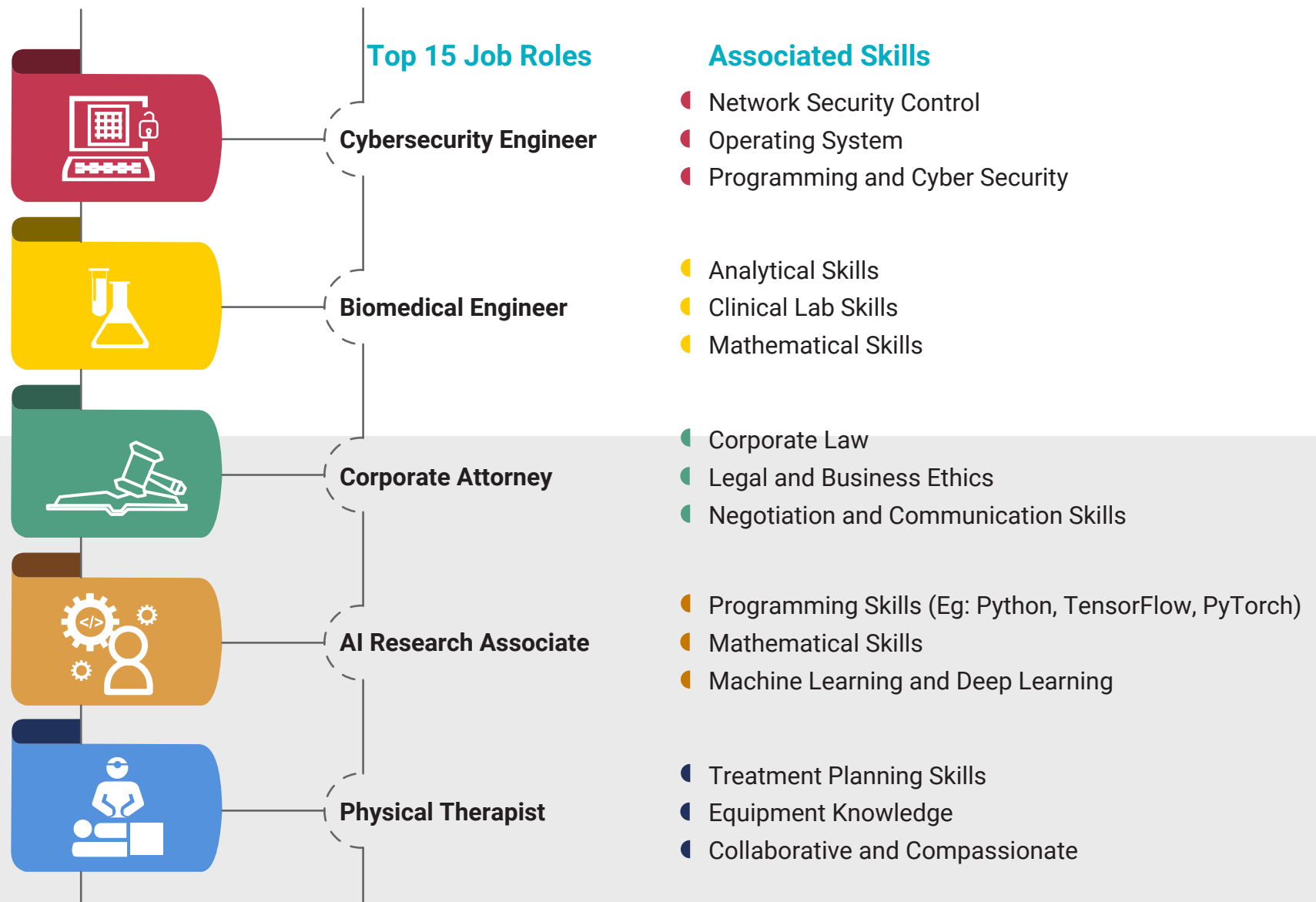
Top 15 job roles in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during Oct and Nov, 2022

What do Employers look for in Freshers?

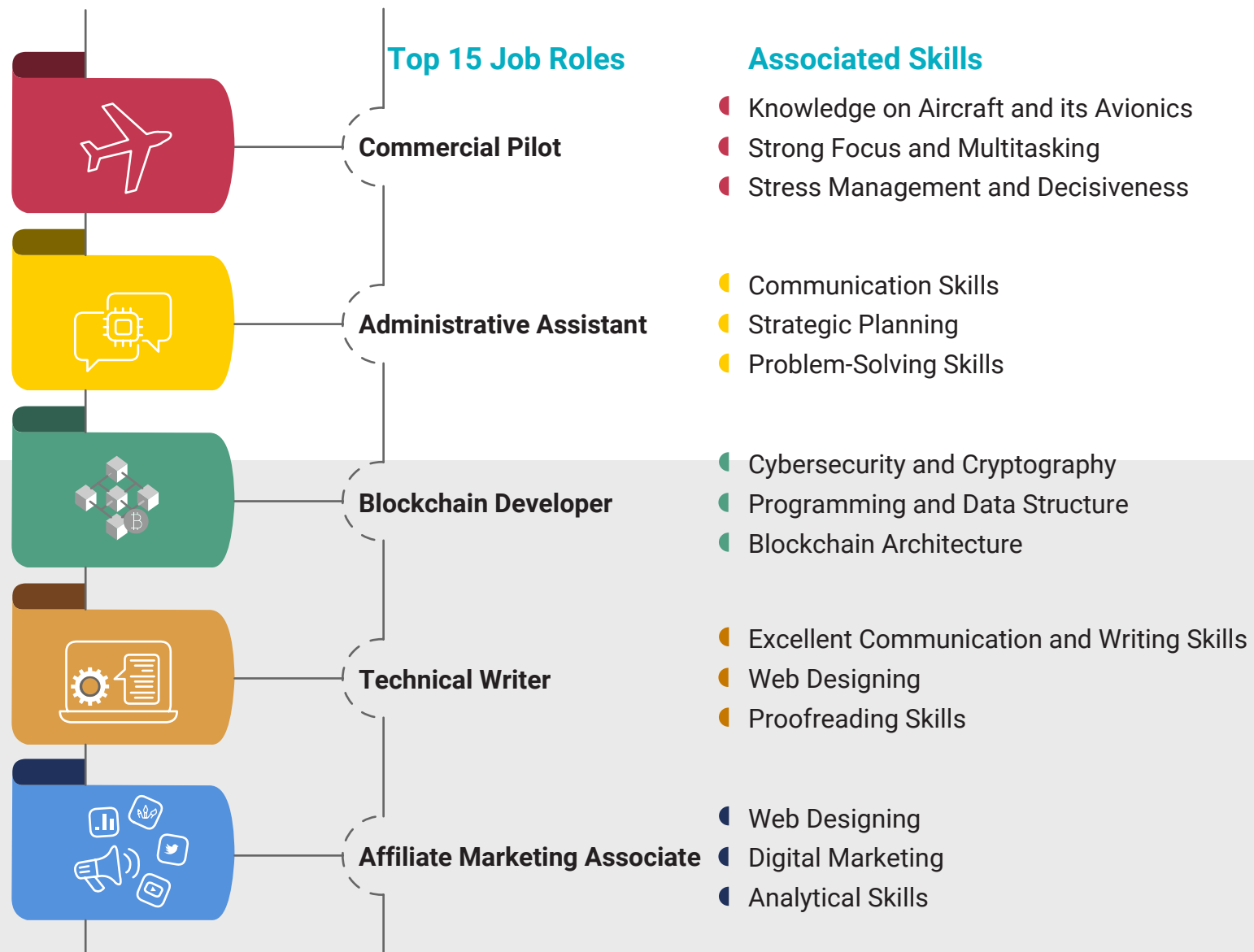
Top 15 job roles in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during Oct and Nov, 2022

What do Employers look for in Freshers?

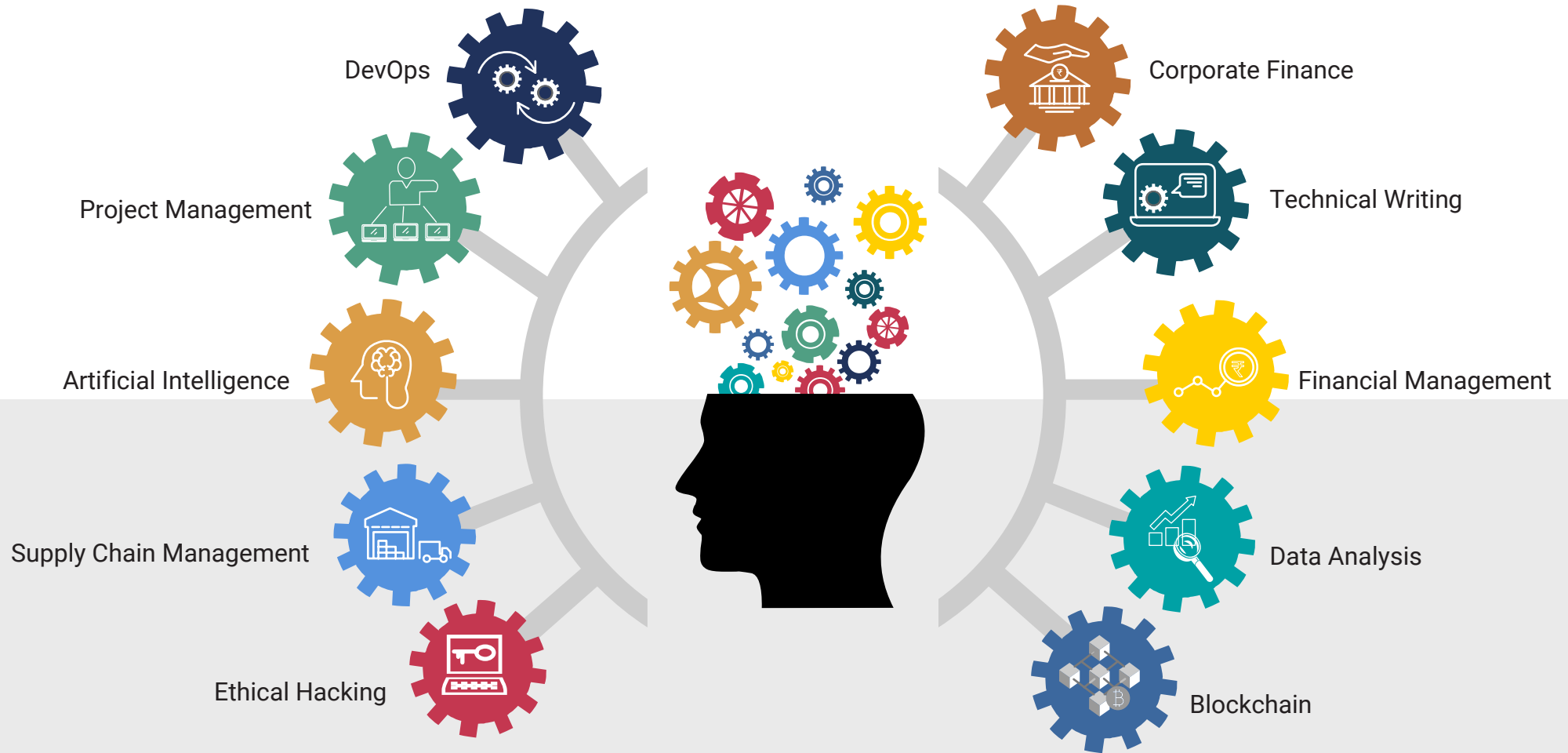
Top 15 job roles in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during Oct and Nov, 2022

What do Employers look for in Freshers?

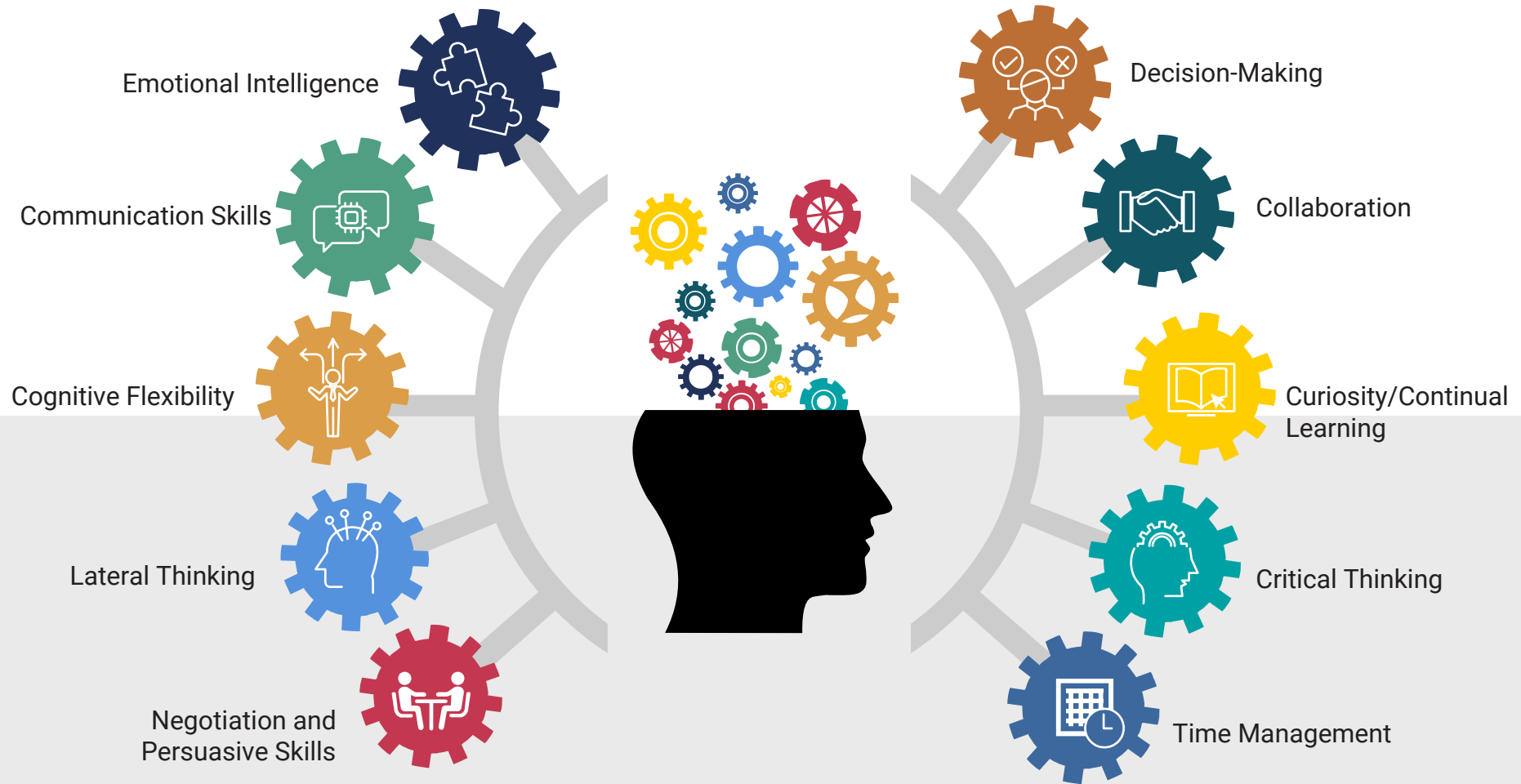
Top 10 domain skills in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during April and May, 2022

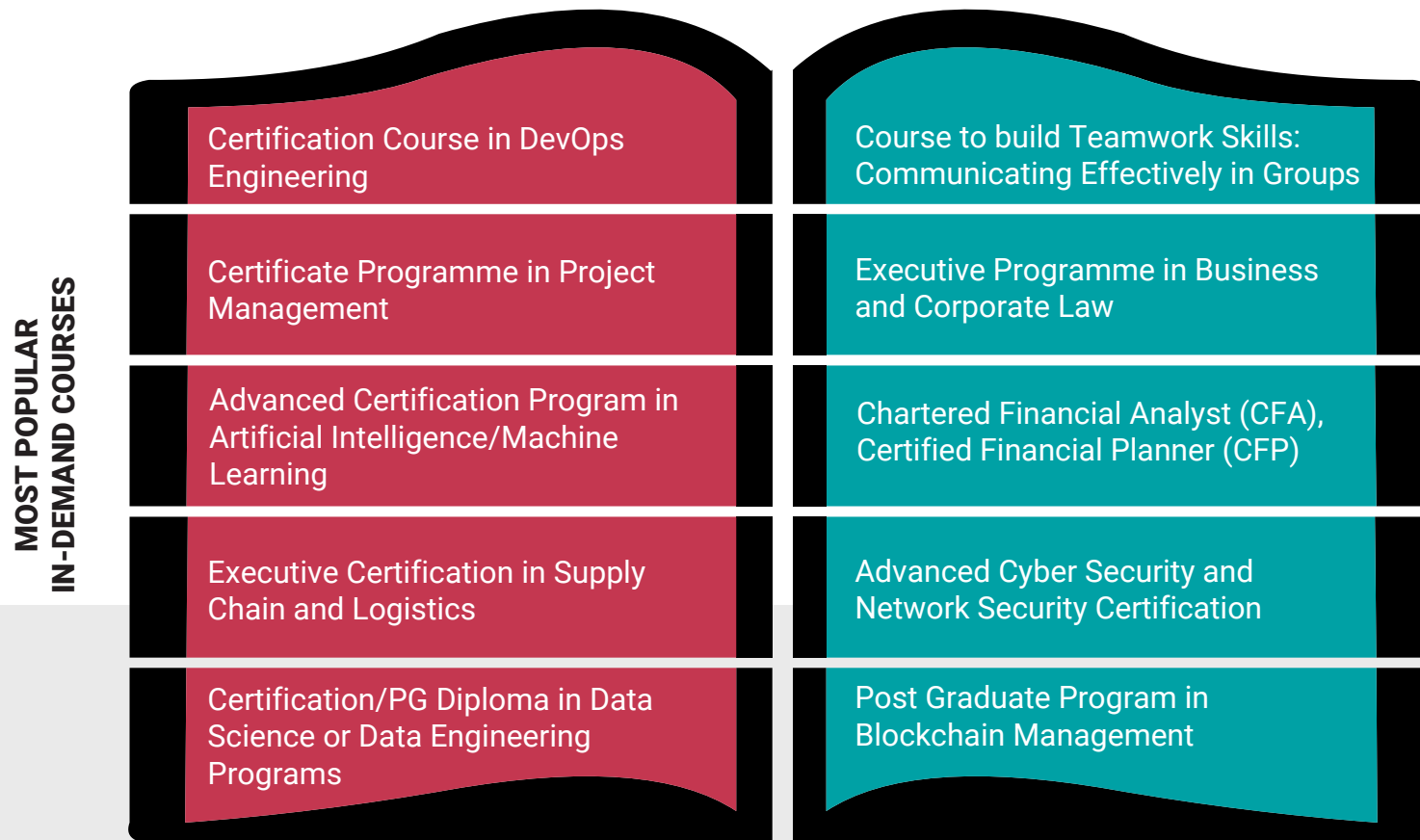
What do Employers look for in Freshers?

Top 10 soft skills in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during Oct and Nov, 2022

In-Demand Courses to Increase Employability



These are the most popular In-Demand 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 the current half year.

*Note: These courses are attributed to domain skills and soft skills which are in demand.
Source: TeamLease employer surveys administered during Oct and Nov, 2022*



COMPARISON OF HIRING INTENT

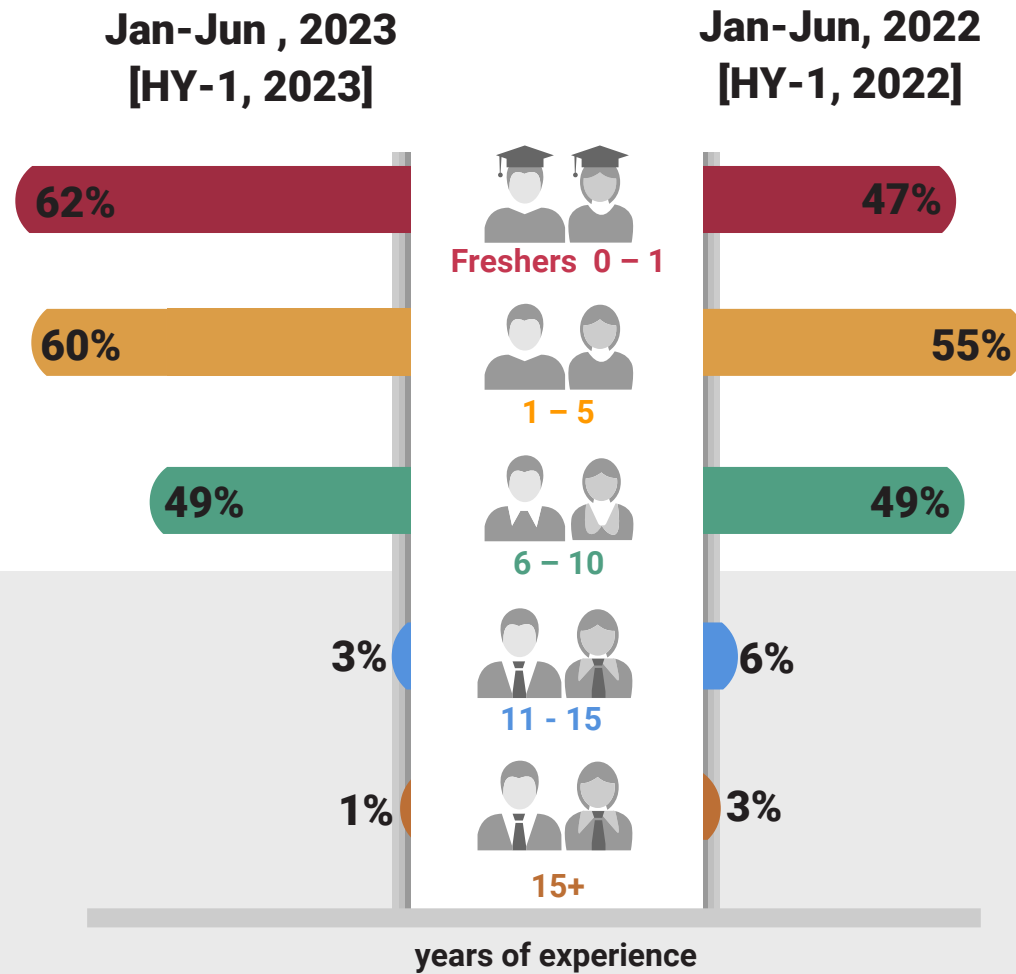
HY1, Jan – Jun, 2023 with HY1, Jan – Jun, 2022

Across Industries and Cities

40

A Comparison of HY1, Jan-June, 2023 with HY1, Jan-June, 2022

Overall Hiring Intent



41

Overall Intent to hire for the current HY1 [January-June, 2023] is **68%**. It witnesses steady increase of **18%** from what was seen in January-June, 2022 [**50%**].

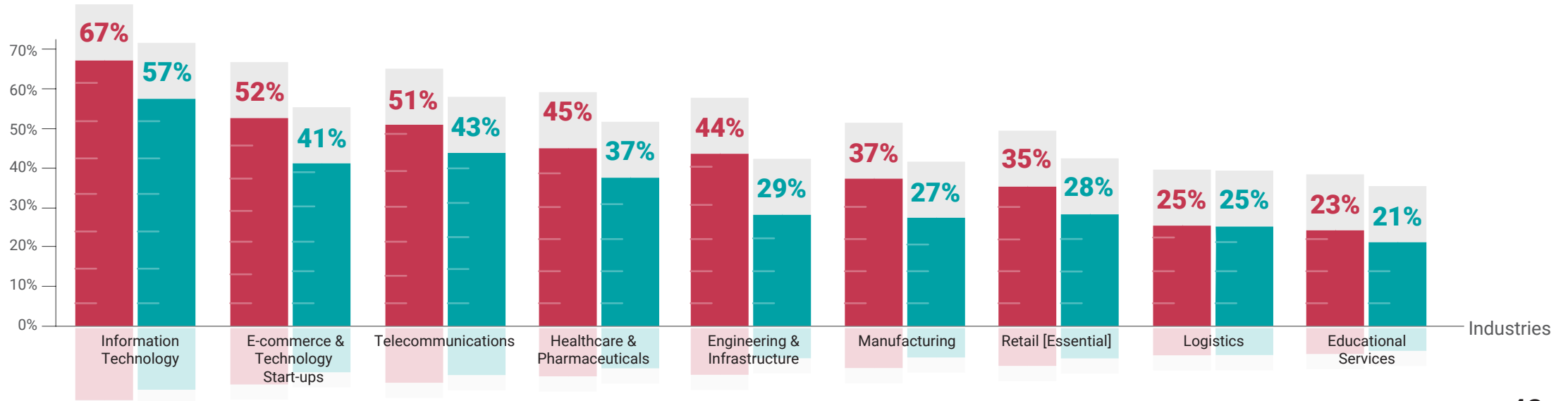
Freshers outlook sees a **15%** increase in the current HY compared to the last HY.

Percentages indicate Intent to Hire

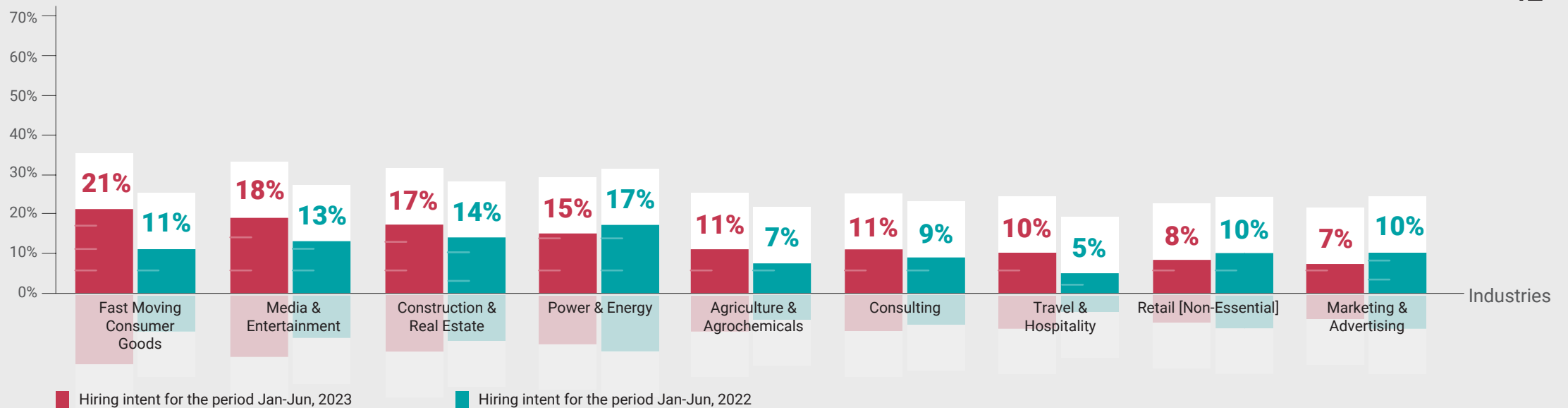
Source: TeamLease employer surveys administered during Oct and Nov, 2022

A Comparison of HY1, Jan-June, 2023 with HY1, Jan-June, 2022

Across Industries



42

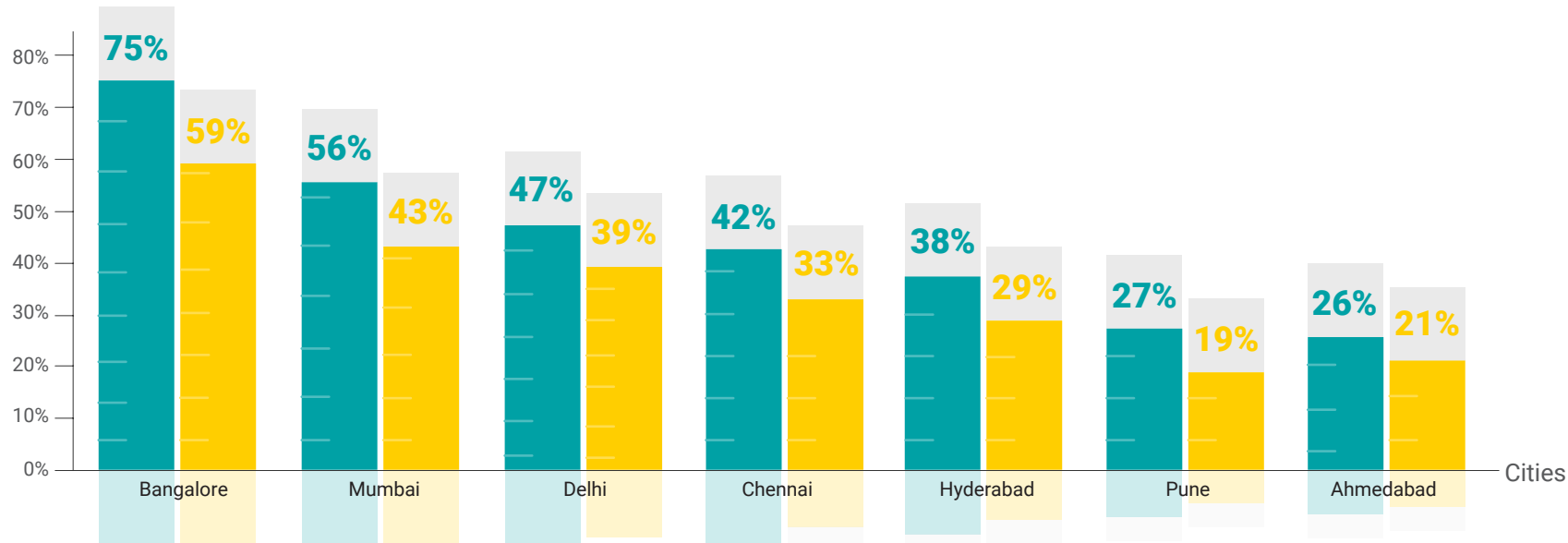


Source: TeamLease employer surveys administered during Oct and Nov, 2022

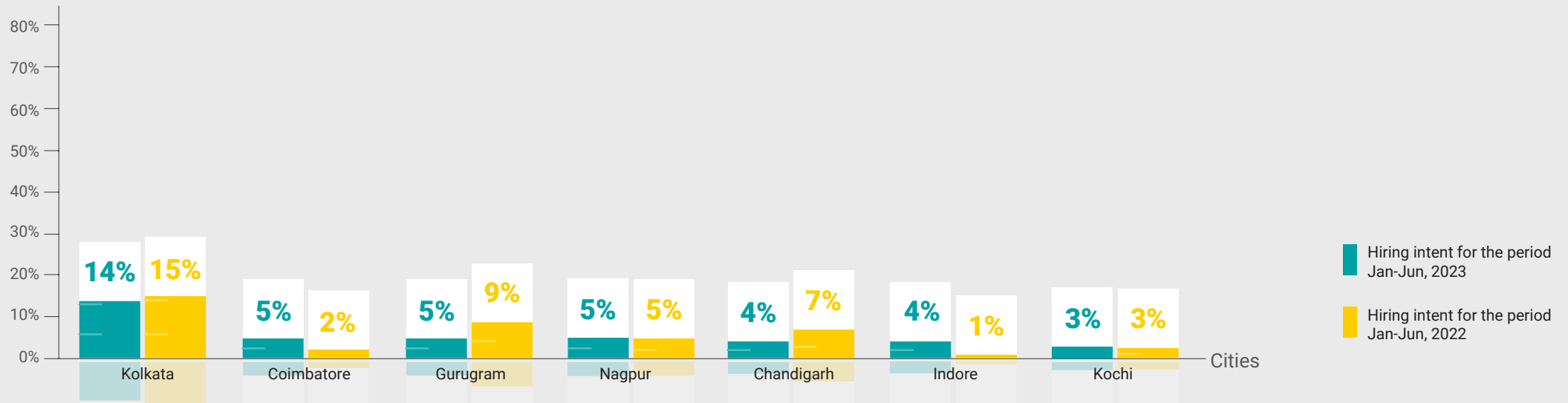
Intent to Hire / Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration. Percentages represent proportion of employers who are intending to hire Freshers.

A Comparison of HY1, Jan-June, 2023 with HY1, Jan-June, 2022

Across Cities



43

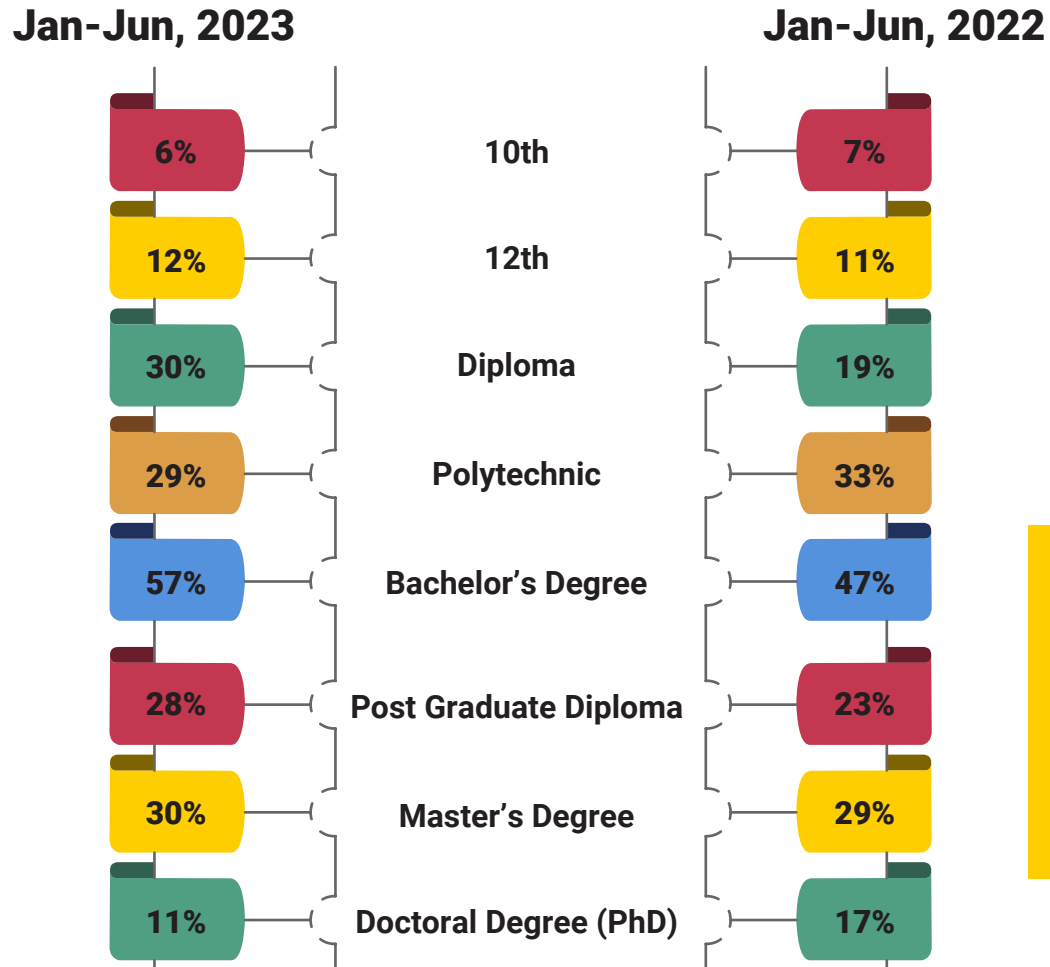


Source: TeamLease employer surveys administered during Oct and Nov, 2022

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

A Comparison of HY1 Jan-June 2023 with HY1 Jan-June 2022

Degree-Wise Hiring Intent



Percentages represent proportion of employers who are intending to hire Freshers.

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

Source: TeamLease employer surveys administered during Oct and Nov, 2022

Quotes from the Experts

**Professor (Dr.) Mohammad Afshar Alam,
Vice Chancellor, Jamia Hamdard**

As the job market shifts towards new technologies and emerging industries, it is crucial for universities to prepare students for the workforce by providing them with the skills and knowledge they need to succeed. We must actively invest in our students' futures by providing opportunities for upskilling and hands-on experience.

**Dr. P.S. Aithal
Vice-chancellor, Srinivas University**

We are committed to equipping our students with the skills, knowledge, and attitude that align with the latest industry demands. With roles like Data Engineering, Digital Marketing, and Cybersecurity in high demand, we would like to include relevant courses in our curriculum to ensure that our graduates are well-prepared to meet the hiring intent of the companies.

45

**Dr. Kuldeep Kumar Raina
Vice Chancellor, M.S.Ramaiah University of Applied Sciences**

We as a Nation have a great responsibility to meet the aspirations of the youth and the corporates to make India a 5 Trillion Dollar economy. We must make rapid strides towards a skilled society. The mantra is to collaborate with the best institutions at all levels.



KEY TAKEAWAYS

46

Key Takeaways

Demand for fresher talent has marginally increased by 3% for the current half year (Jan-Jun, 2023).

Roles such as Data Engineer, Cloud Developer, Digital Marketing Executive and Cybersecurity Engineer are in high demand across Industries.

The top Cities having higher hiring outlook for freshers in current half year are Bangalore (75%), Mumbai (56%) and Delhi (47%).



The top Industries having higher hiring outlook for freshers in current half year are, Information Technology (67%), E-commerce & Technology Start-ups (52%), Telecommunications (51%), Healthcare & Pharmaceuticals (45%) and Engineering & Infrastructure (44%).

Indian freshers job market has witnessed an increase by 15% in the current HY (Jan-Jun, 2023) when compared to the same period of last HY (Jan-Jun, 2022).

Certification course in DevOps, Supply Chain Management, Data Engineering and Digital Marketing are the courses in demand for fresher to increase their employability.



ANNEXURE

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

48

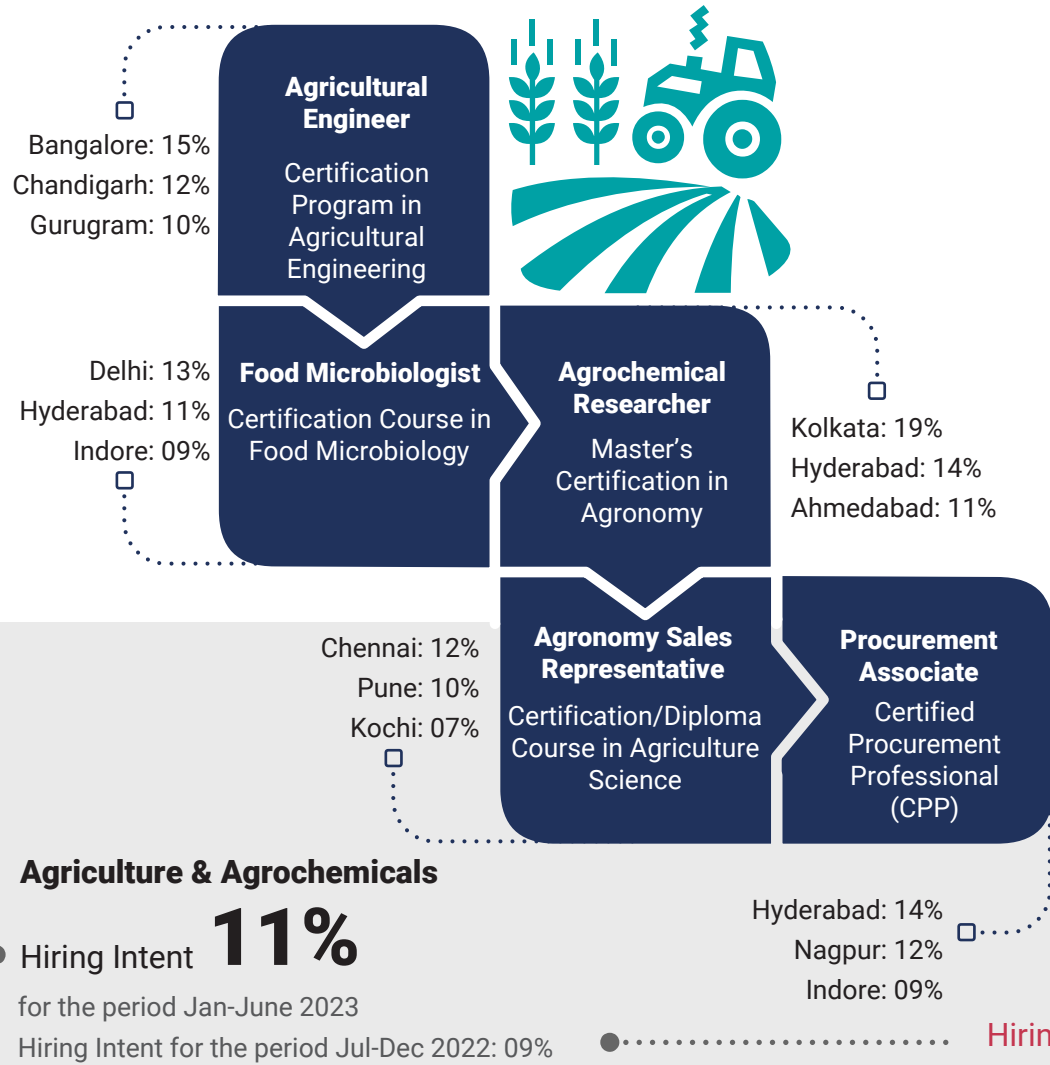
Interpretations – Industry Trends

How to read the data tables

Top 3 Cities in demand [listed in descending order of Intent to Hire]

Name of the Industry

Hiring Intent for the current period



● **Agriculture & Agrochemicals**

● Hiring Intent **11%**
for the period Jan-June 2023
Hiring Intent for the period Jul-Dec 2022: 09%

● Name of the top job role and demand course

● Hiring Intent for the previous period

■ Highest Demand for **Agrochemical Researcher in Kolkata (19%)** and **Agricultural Engineer in Bangalore (15%)**

● Takeaway from each Industry [Job in demand, in which city and % intent to hire]

Percentages indicates the related intent to hire for the role

Sample Design, Methodology & Bibliography

Sample Design

India

Business Size	Small [Up to 249 employees]	Medium [250 – 999 employees]	Large [1,000+ employees]
No. of Businesses	504	215	155

Sectors	Manufacturing [Up to 249 employees]	Services [250 – 999 employees]	Technology [1,000+ employees]
No. of Businesses	316	509	49

Global

Sectors	Manufacturing	Services	Technology
Africa	2	3	2
Americas	3	3	6
APAC	6	12	9
Europe	2	2	3
Middle- East	1	4	4

Methodology



Bibliography

- TeamLease Employment Outlook Report, Q4, 2022-23
- 5 Job Trends of 2023, LinkedIn, Oct 2022
- Big Four Firms Plan To Scale Up Hiring In India, India.com, Sept 2022
- Telecom Industry In India Crosses A Milestone, Investment India, Sept 2022
- Top 9 Highest Paying Jobs in 2023, Krishi Jagran, Nov 2022

