



Career Outlook Report



JANUARY - JUNE
2022



Contents

Preface	01
Introduction	02
Glossary of terms	03
Executive Summary	04
Employer intent to hire freshers	06
Fresher hiring sentiment	16
Hiring Trends	21
Top job roles for Freshers	31
What do employers look for in freshers?	35
In-demand courses	39
Key Takeaways	50
Annexure	52





Preface

The lockdown impacted everyone - the prolonged uncertainty hampered business continuity, campus shutdowns impacted learning outcomes and students bore the severest of the brunt of the pandemic! However, as the economy starts to recover and confidently rebound and work-life gets back to a new normal, it's great to see employers' improving confidence in hiring new resources and strengthening their talent pipelines. Hiring lateral resources has been a challenge for most employers and hence several large employers are looking at creating their own talent supply chains through various models including degree apprenticeships.

This edition of our Career Outlook Report highlights the confidence of the employers and their improved intent to hire fresh candidates for various job roles in their organisations. Most employers agree that skills, and often not qualifications, are a far better determinant of a candidate's suitability for the job. The report also analyses the skill-sets that the employers are looking for in the candidates that they intend to hire. It also provides a window to the students for various courses that they may want to take to improve their chances of getting hired for those job roles.

The report will provide interesting insights for Universities and HEIs as they think about launching new courses and programs; a better orientation of the syllabus and the curriculum towards the requirements of the employers would make them relevant and resilient.

This report is our effort towards Making India Employable - creating an information bridge between the industry, the academia, and the learner. As the world recovers from the aftermath of the health crisis and rebuilds its economy, it's imperative that policymakers, business leaders, and academicians strive to ensure that the education framework trains the next generation to become a productive and resilient workforce.

Shantanu Rooj
Founder & CEO
Teamlease Edtech

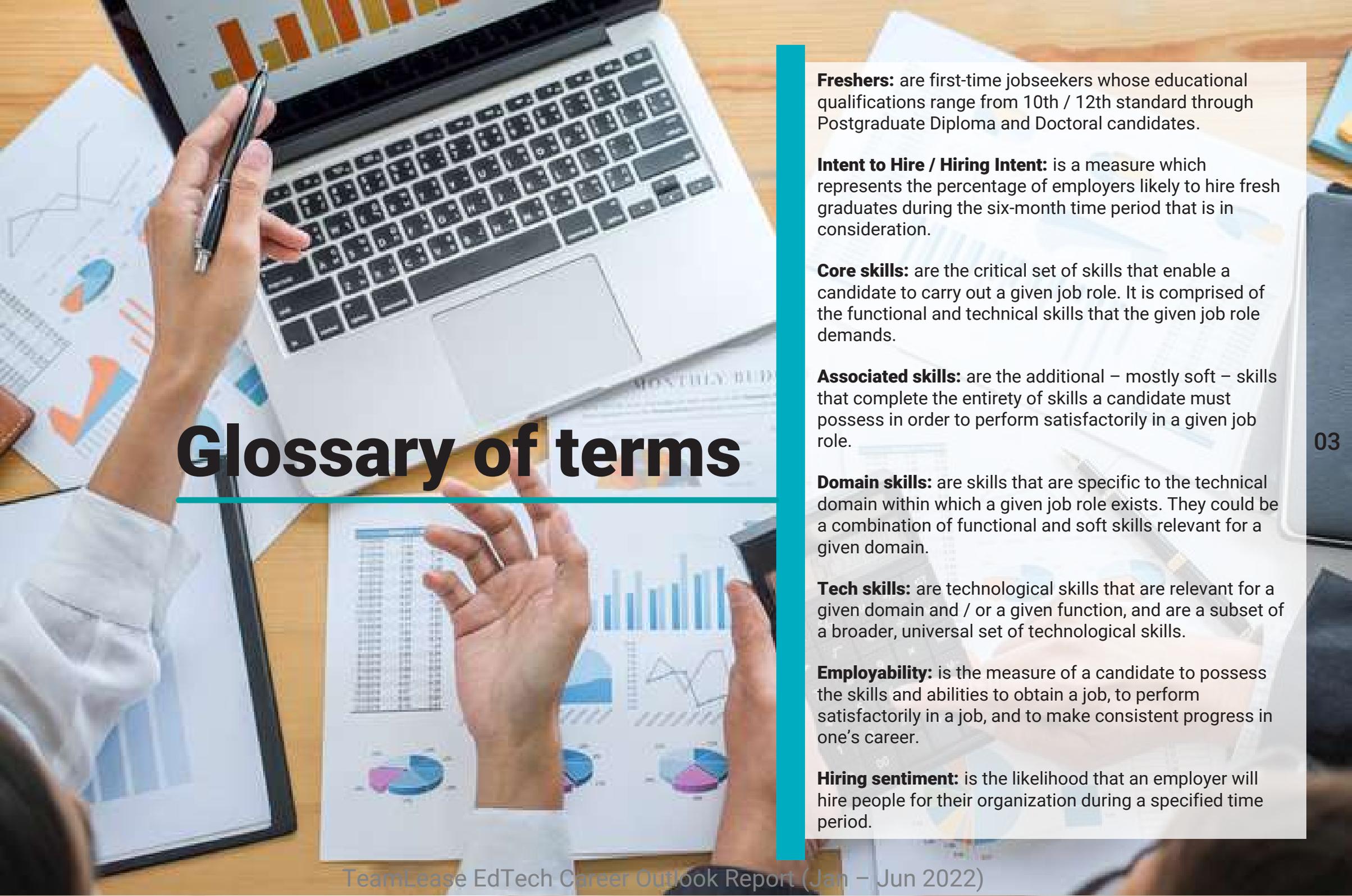


Introduction

In our quest for Making India Employable, TeamLease EdTech has commissioned the third edition of the Career Outlook Report to track the job market dynamics for Freshers. Our endeavour is to analyze 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 boasts an upsurge to 47% - a 30% increase in the current January-June 2022 HY compared to July-December 2021 HY. The Hiring Intent across all categories of job seekers in India – fresh or experienced – has risen to 50% from 31% over the same duration. This is a promising improvement and implies the significant recovery of economic activity since the pandemic period.

This report is intended to guide and provide information to freshers on what to expect in the job market during the January-June 2022 period. It highlights the job roles in demand and the essential skills (core and associated) required for these roles. The report also highlights leading skill-enhancing courses that can act as an employability booster for securing 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, they can equip themselves accordingly for gainful employment. It shall also help Higher Education 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 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

Employer Intent to Hire freshers during January-June, 2022:

- 47% of all employers surveyed across India intend to Hire freshers during January-June, 2022.

Job roles and skills in demand for freshers

Top job roles in demand during January-June, 2022:

- Top job roles freshers can expect to be employed in are: Digital Marketing Executive, Artificial Intelligence Engineer, Technical writer, Full Stack Developer and Supply Chain Analyst.

Key domain skills in demand during January-June, 2022:

- Top domain skills employers expect freshers to possess are: Data Analytics, Investment Banking, Cyber Security, AR/VR and Content writing.

Key soft skills in demand during January-June, 2022:

- Top soft skills employers expect freshers to possess are: Analytical Thinking and Innovation, Stress Management, Communication Skills, Emotional Intelligence and Positive Attitude.

In-Demand courses by Industry

- In-demand courses freshers can undertake to improve their employability: various courses in Digital Marketing, Database Administration, AI and Data Science.

Hiring Sentiment across Sectors and Cities (Percentages represent the proportion of employers within the respective sector/city)

The **top 3 sectors** that intend to hire freshers during January-June, 2022

- Information Technology: 57% (proportion of all Information Technology employers surveyed)
- Telecommunications: 43% (proportion of all Telecommunications employers surveyed)
- Ecommerce & Technology Start-ups: 41% (proportion of all Ecommerce & Technology Start-ups employers surveyed)

The **top 3 cities** that intend to hire freshers during January-June, 2022

- Bangalore: 59% (proportion of all employers in Bangalore surveyed)
- Mumbai: 43% (proportion of all employers in Mumbai surveyed)
- Delhi: 39% (proportion of all employers in Delhi surveyed)



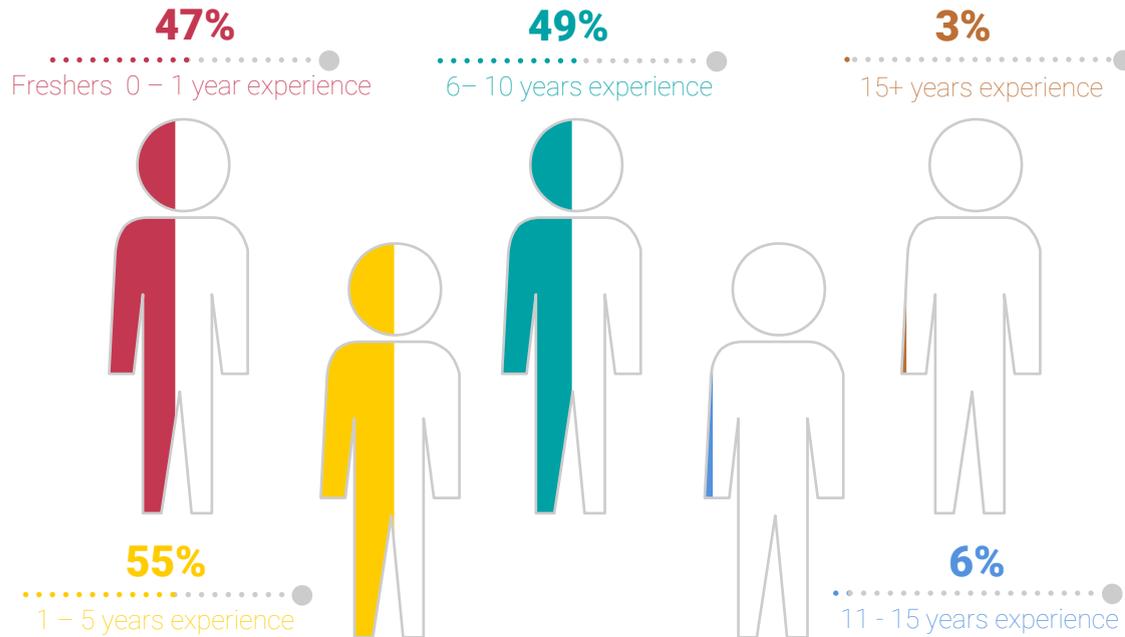
EMPLOYER INTENT TO HIRE FRESHERS

The Indian job market is characterized by severe information asymmetry. Job roles, associated skills and courses associated with these skills keep changing in a dynamic world. The Career Outlook Report captures and publishes new information that helps fresh candidates understand the functioning of the market, plan their career moves and secure fulfilling jobs.

The Overall Hiring Intent in India is 50%, with a majority of employers seeking candidates with graduation (47%) and/or with 1 to 5 years of experience (55%). India also leads all geographic regions across the world on Hiring Intent (the Global Hiring Intent is at 7% in the January-June, 2022 HY).

The IT sector dominates the job market for freshers, offering 31% entry-level jobs. The key drivers of business demand for Indian IT in 2022 would be automation, artificial intelligence, cloud migration/modernization, security, consulting and systems integration. Power and Energy and FinTech are the other sectors where fresher demand is likely to be high during the HY.

Overview of Hiring Intent in India

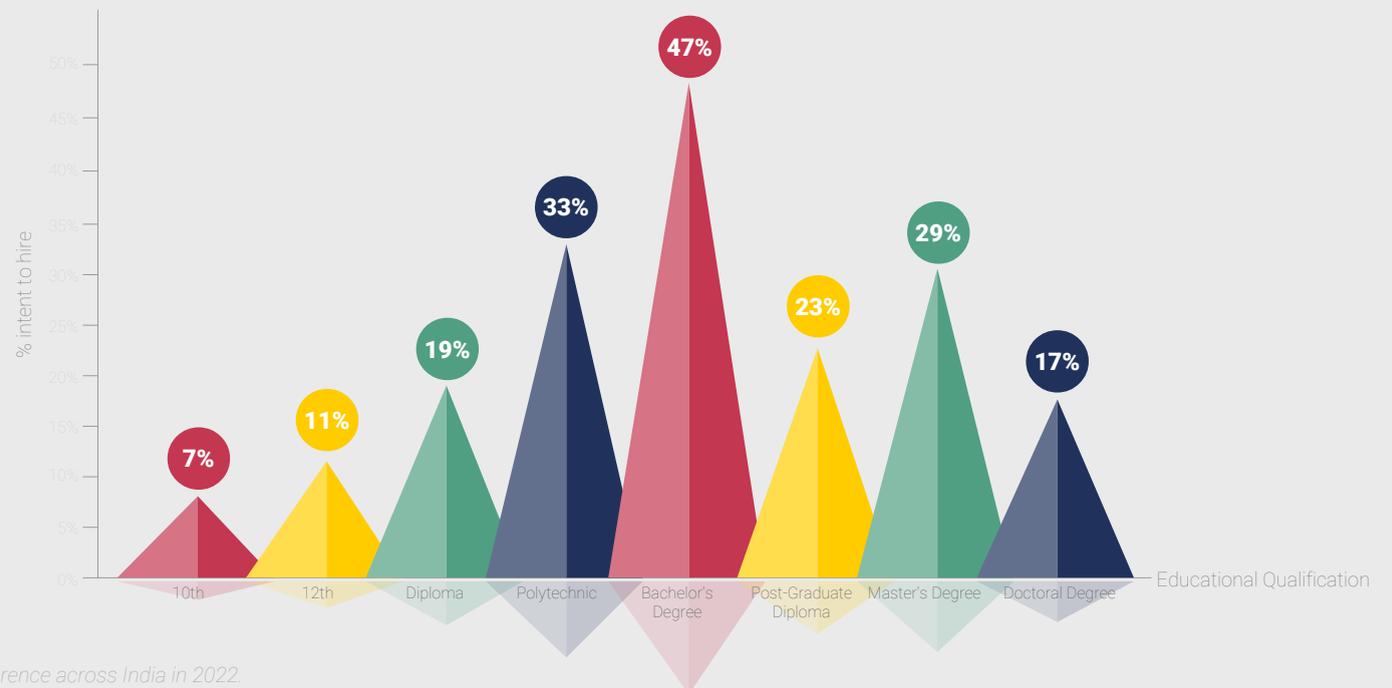


Overall intent to hire: 50%

The Intent to Hire for the current HY [January-June, 2022] sees a **30%** increase to **47%** from the level seen in July–December, 2021. The overall Intent to Hire (averaged across all categories put together) is **50%**.

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

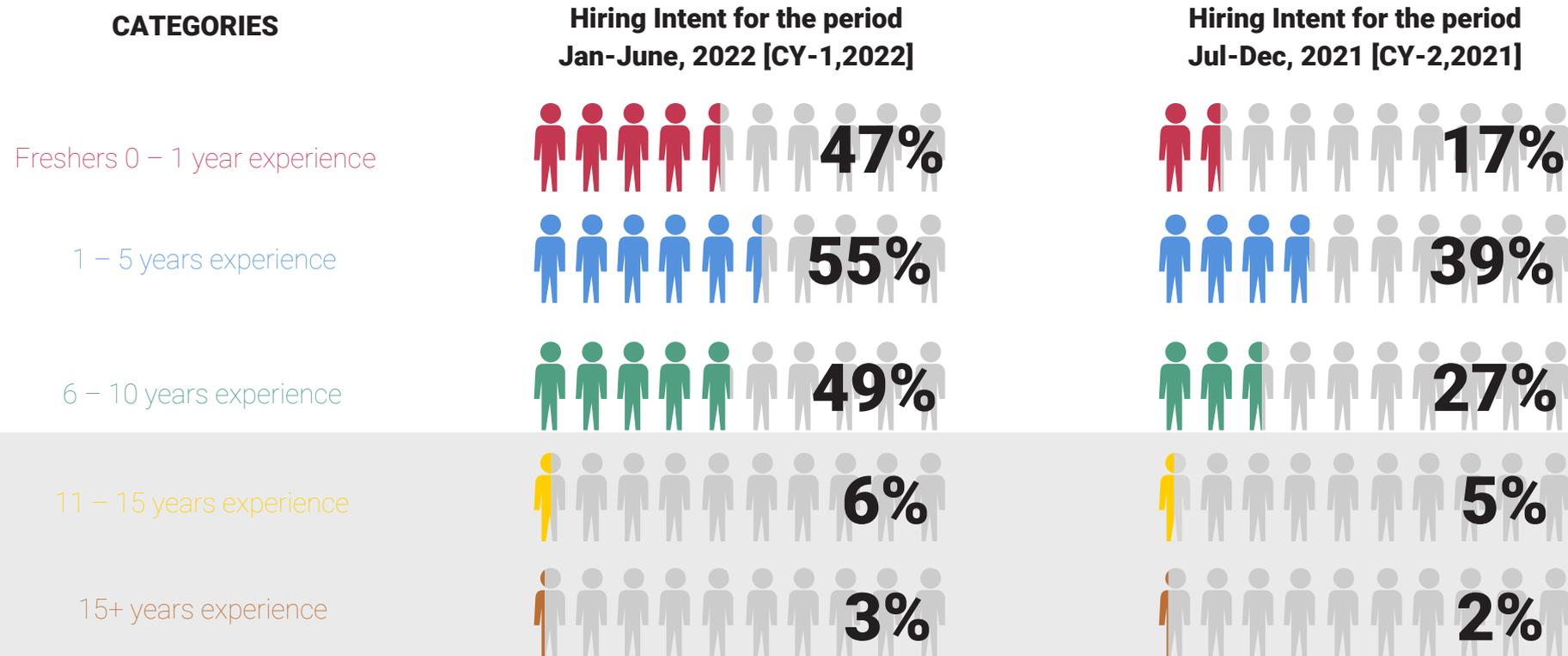
Intent to Hire / Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration.



Source : Deduced from the Teamlease Employment Outlook Report and Employers' hiring preference across India in 2022.

Overview of Hiring Intent in India [CY-1, 2022]

A Comparison with CY-2 Jul 2021 –Dec 2021 –across all categories



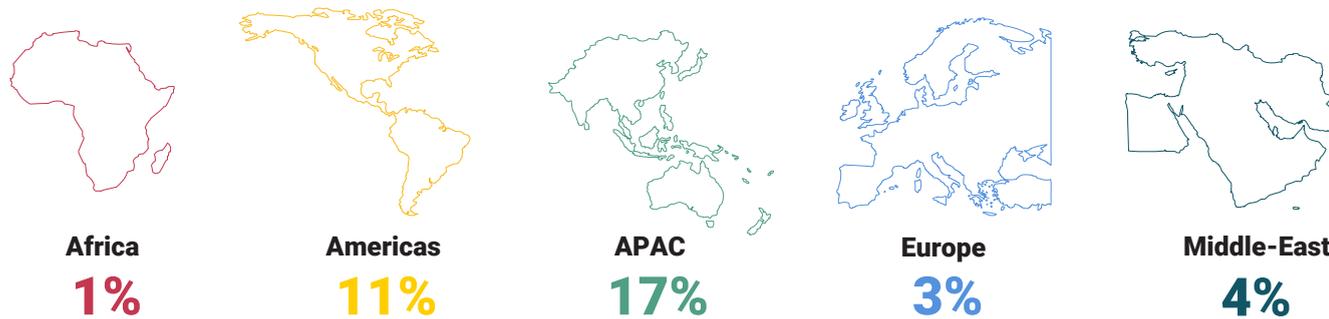
08

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 December 2021 and January 2022

Overview of the Global Hiring Intent



Global intent to hire Freshers: 7%

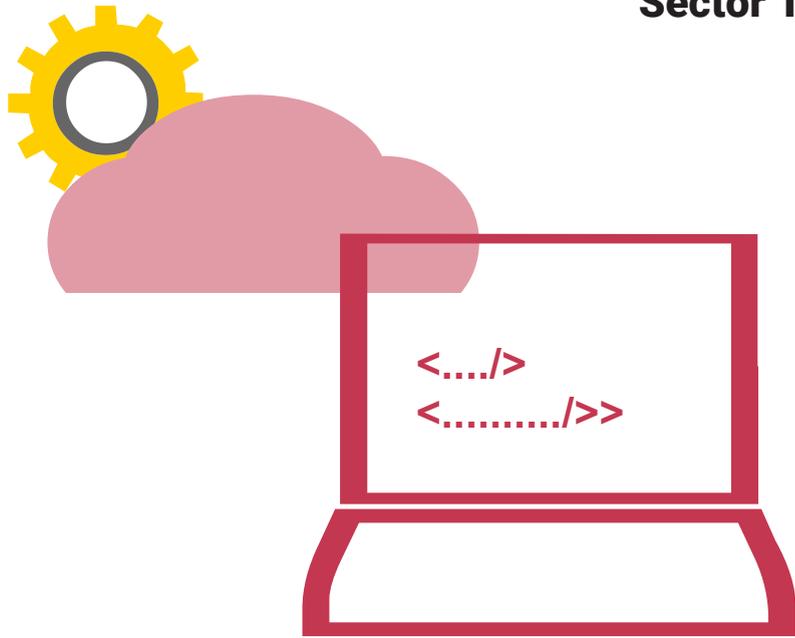
India outperforms all geographic regions across the world by a large margin for the current HY [January-June, 2022]. More than twice the proportion of employers share positive sentiment in favour of Fresher hiring as compared with any region in the world.

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.



India
47%



Sector Trends driving growth and jobs

Information Technology

Indian businesses will spend an estimated **\$105.2 billion** on IT in 2022, **5.5%** more than in 2021.

Indian IT firms to log **20-30%** growth in 2022.

Fresher hiring sentiment across companies is gradually improving, with IT Sector offering **31% entry-level jobs**.

The top Indian IT giants are likely to hire more than **100,000** Freshers in 2022.

The key drivers of business demand for Indian IT in 2022 would be automation, artificial intelligence, cloud migration/modernization,

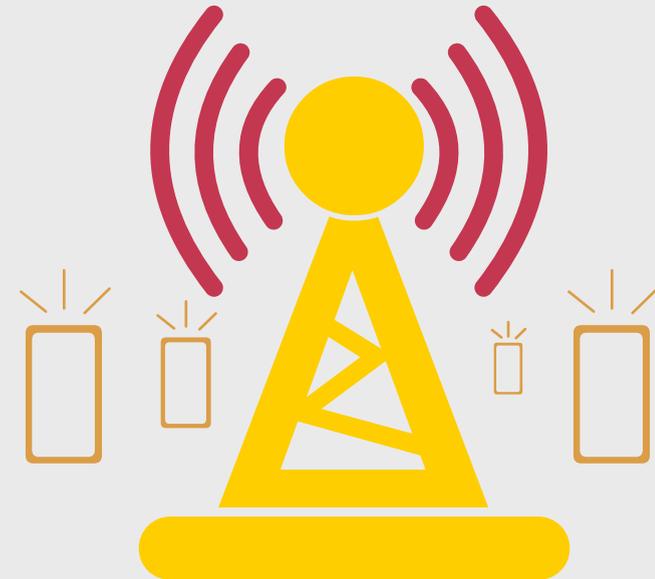
10

Telecommunication

The Telecommunication sector is expected to contribute **8%** to India's GDP in 2022 from **6.5%** in 2021

India's biggest telecom company will invest **Rs. 5,000 crore (US\$ 669 million)** to set up new data centers across major cities

Department of Telecommunications is targeting a combination of 100% broadband connectivity in the villages, 55% fiberisation of mobile towers, average broadband speeds of 25 mbps and 30 lakh kms of optic fiber rollouts by December 2022.



Sector trends driving growth and jobs



E-commerce

The Indian E-commerce market is expected to grow by **21.5%** and hit **\$74.8 billion** in 2022.

E-commerce and the allied sectors are expected to clock **USD \$80 billion** sales in 2022.

Metaverse, artificial intelligence, augmented reality, Web3.0, voice search commands, live streaming, omnichannel sales, and chatbots are some of the top trends expected to dominate e-commerce in the year 2022.

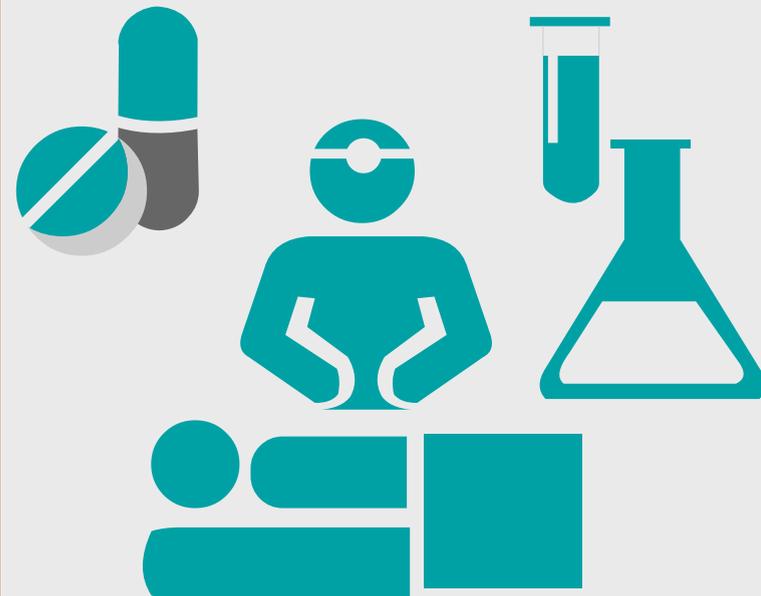
11

Healthcare & Pharmaceuticals

India's Healthcare sector has been showing a remarkable growth. Growing at a **CAGR of 22%**, it is expected to reach **\$372 billion** in 2022.

The Pharmaceuticals sector is expected to do well in 2022, predicted to grow at about **11 %** over the next two years and surpass the **USD 60 billion** mark.

Health-tech organizations are redrawing the healthcare landscape, by integrating new age technologies like Artificial Intelligence (AI), Automation, Telemedicine, e-Rx, and cloud computing, which may result in huge job opportunities to Freshers.





Sector trends driving growth and jobs

Banking, Financial Services, and Insurance

The Fintech transaction value size is set to grow from **US\$ 66 billion** in 2019 to **US\$ 138 billion** in 2023, at a CAGR of **20%**

The Indian fintech industry has a cumulative funding of over **US\$27.6 billion** and is expected to be valued at over **US\$150 billion** in next two years.

Government initiatives accelerating the growth of the Fintech industry: Digital India program, India Stack, E-RUPI, license for payments banks, Jan Dhan Yojana, recognition of P2P lenders as NBFCs, National Common Mobility Card (NCMC), regulatory sandboxes by RBI, and IRDAI for Fintech.

Top BFSI firms are increasing their campus recruitment by over **27% to 50%**. Their big focus is to hire for technical and analytical roles and digital skills.

12

Retail

The Indian Retailmarket is projected to reach **~US\$ 1.3 trillion** by 2024.

Online penetration of retail is expected to reach **10.7%** by 2024 from **4.7%** in 2019, this may leads to increase in sales and business development in the retail sector

Online retail marketers are investing to expand operations in Tier-II & III cities, beyond metros –a move likely to create enormous jobs for Freshers



Sector trends driving growth and jobs

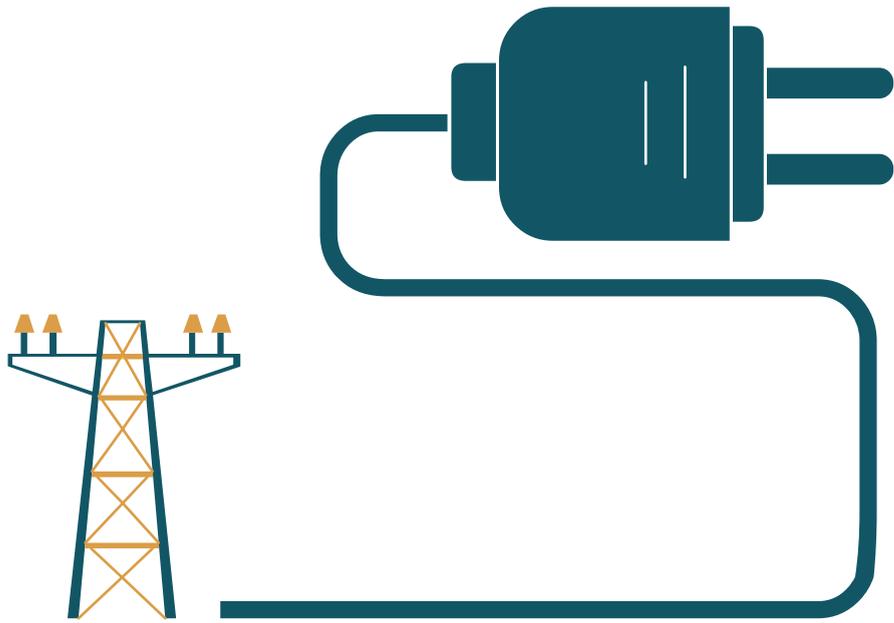
Power & Energy

The Power & Energy sector is projected to attract investments worth **INR 9.5 trillion (US\$135.37 billion)** by FY 2023.

The India's largest private solar power developers will invest **USD 20 billion** to develop a 2 GW per year solar manufacturing capacity by 2022-23.

Indian multinational conglomerate company would allocate a whopping **6 trillion rupees (approximately \$80.6 billion)** to renewable power projects.

Indian Renewable energy space investments likely to cross **USD 15 billion** in 2022

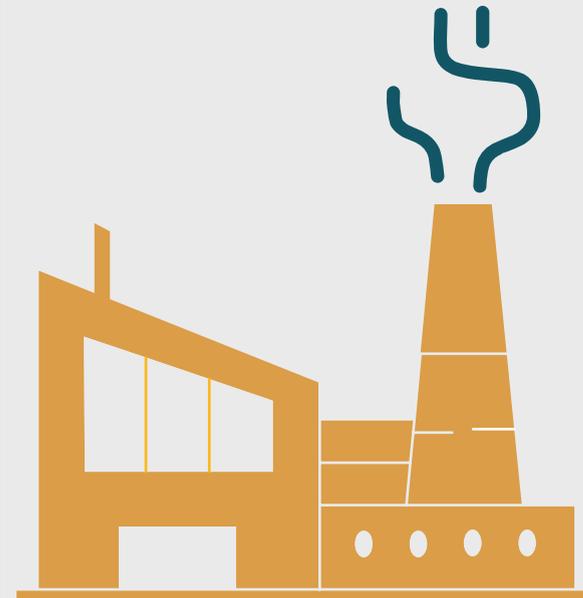


Manufacturing

In October 2021, Indian Government has approved a Production Linked Incentive (PLI) Scheme for domestic production of specialty steel with an outlay of **Rs. 6,322 crore**. This is also likely to result in additional investments of about **Rs. 40,000 crore**.

Government planning to set up a 24 MTPA integrated steel plant with an investment of **Rs 1.02 lakh crore** in 2022.

Industrial automation by adopting new age technologies will create huge job demand for freshers.



Sector trends driving growth and jobs



Fast Moving Consumer Goods

FMCG sector revenues will double from **5-6%** in FY-21 to **10-12 %** in FY-22

Multinational consumer goods companies are looking to expand in India with a specific focus on rural consumer needs. These new developments mean substantial number of jobs for Freshers.

The top trends in 2022 which are likely to lead to job growth for freshers: adopting omnichannel strategy, accelerating digitization, investing in building capability in e-commerce and raising digital connectivity in urban and rural.

14

Construction & Real Estate

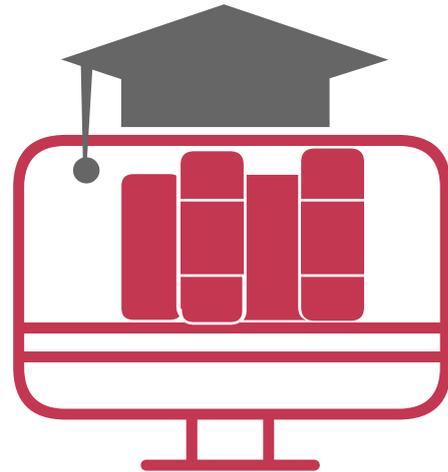
Indian firms are expected to raise more than **Rs. 3.5 trillion (US\$ 48 billion)** through infrastructure and real estate investment trusts in 2022.

Private real estate companies are set to invest over **Rs 5,000 crore** to undertake development of integrated commercial projects.

The construction sector is likely to clock **10.7%** revenue growth in FY22 due to the government's increased focus on infrastructure projects.



Sector trends driving growth and jobs



Educational Services

India's EdTech market is expected to reach **USD 3.5 billion** by 2022.

EdTech offerings across the school level are projected to create a **USD 1.7 billion** market by the end of 2022.

The post-K12 EdTech market is expected to reach **USD 1.8 billion** in 2022.

The emerging trends like rapid expansion of online education to Tier III and Tier IV cities, Integration of VR, AR, XR in daily learning, Gamification, product and curriculum innovation are likely to generate significant job demand for freshers.

Agriculture

The Government of India approved a PLI scheme for the food processing sector with an incentive outlay of **Rs 10,900 crore (US\$ 1,484 million)** over a period of six years starting from FY22.

India has given birth to 450 Agri-tech startups and is reported to grow by **25%** every year. Also, Agritech startups are receiving steady funding for business growth and expansion.

Agri-tech startups are actively deploying transformative technology like Artificial Intelligence, Machine Learning, IoT, etc. to increase efficiency, productivity and bring transparency. New technology adoption is likely to create sizeable job demand for freshers.





FRESHER HIRING SENTIMENT

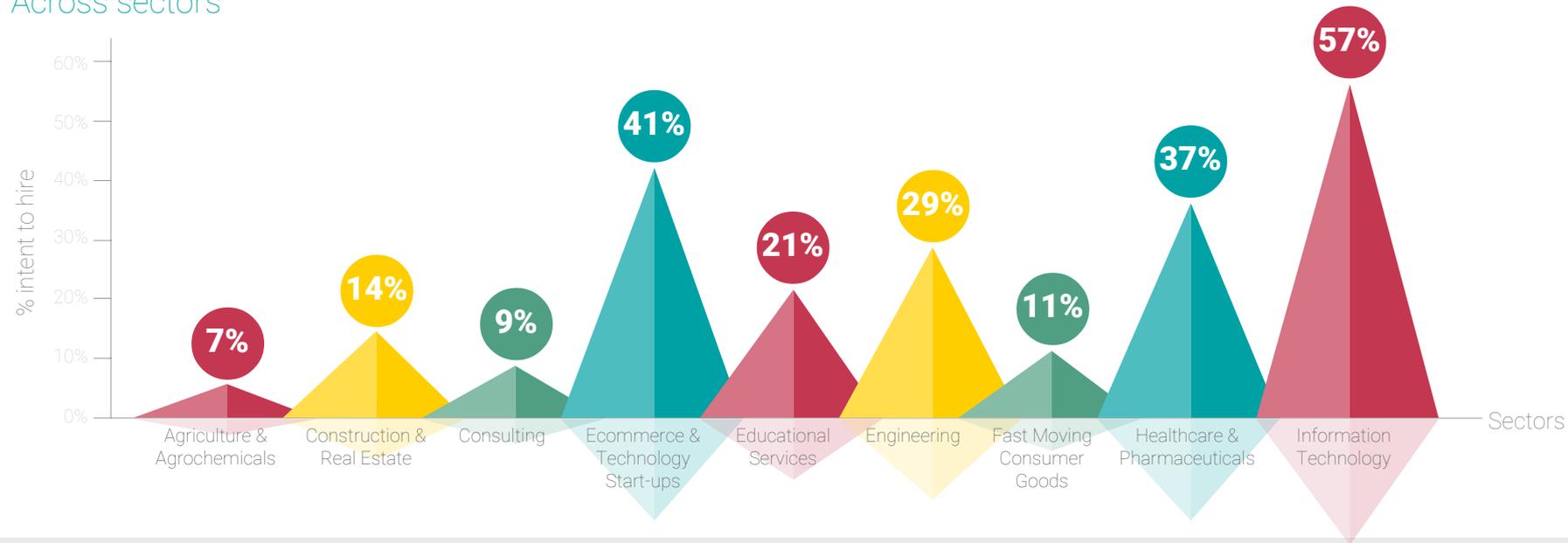
By sector and by city:

The Indian job market is recovering fast from the after effects of pandemic, The Intent to Hire for fresh jobseekers is on a rapid recovery path as well. As this sentiment improves, the Career Outlook Report aims to track and report the improvement in sentiment on an ongoing basis

Information Technology continues to lead the demand for Freshers with a 57% Intent to Hire, followed by Telecommunication (43%) and Ecommerce & Technological startups (41%) in the current HY [January-June 2022]. Among cities Bangalore records the highest Fresher Hiring [59%], followed by Mumbai [43%] and Delhi [39%].

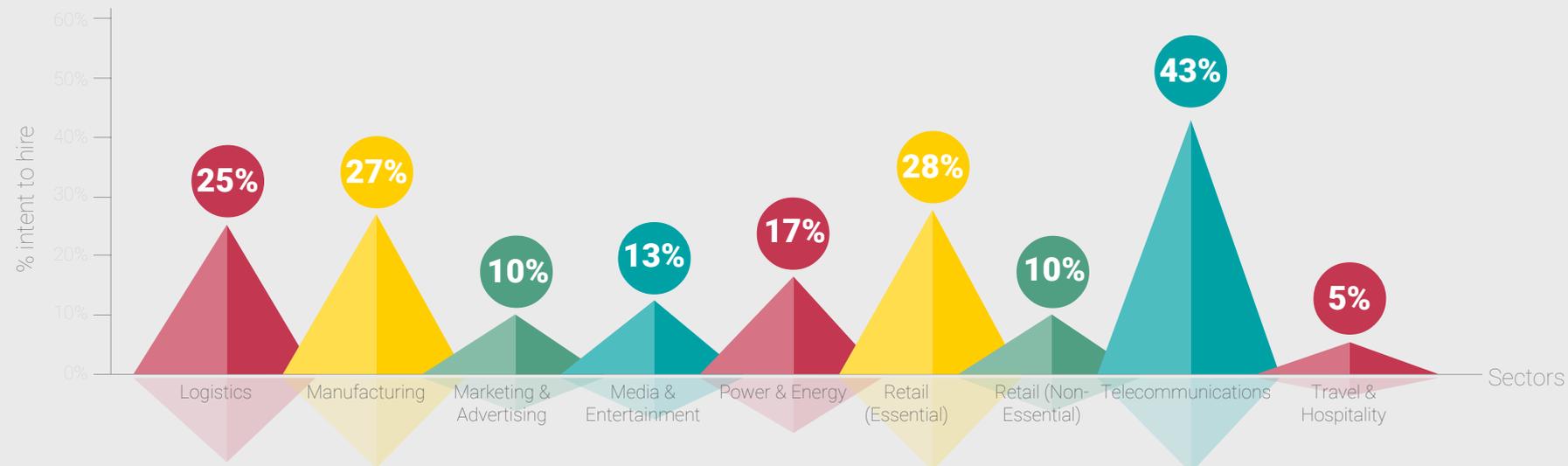
Fresher hiring sentiment

Across sectors



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

17



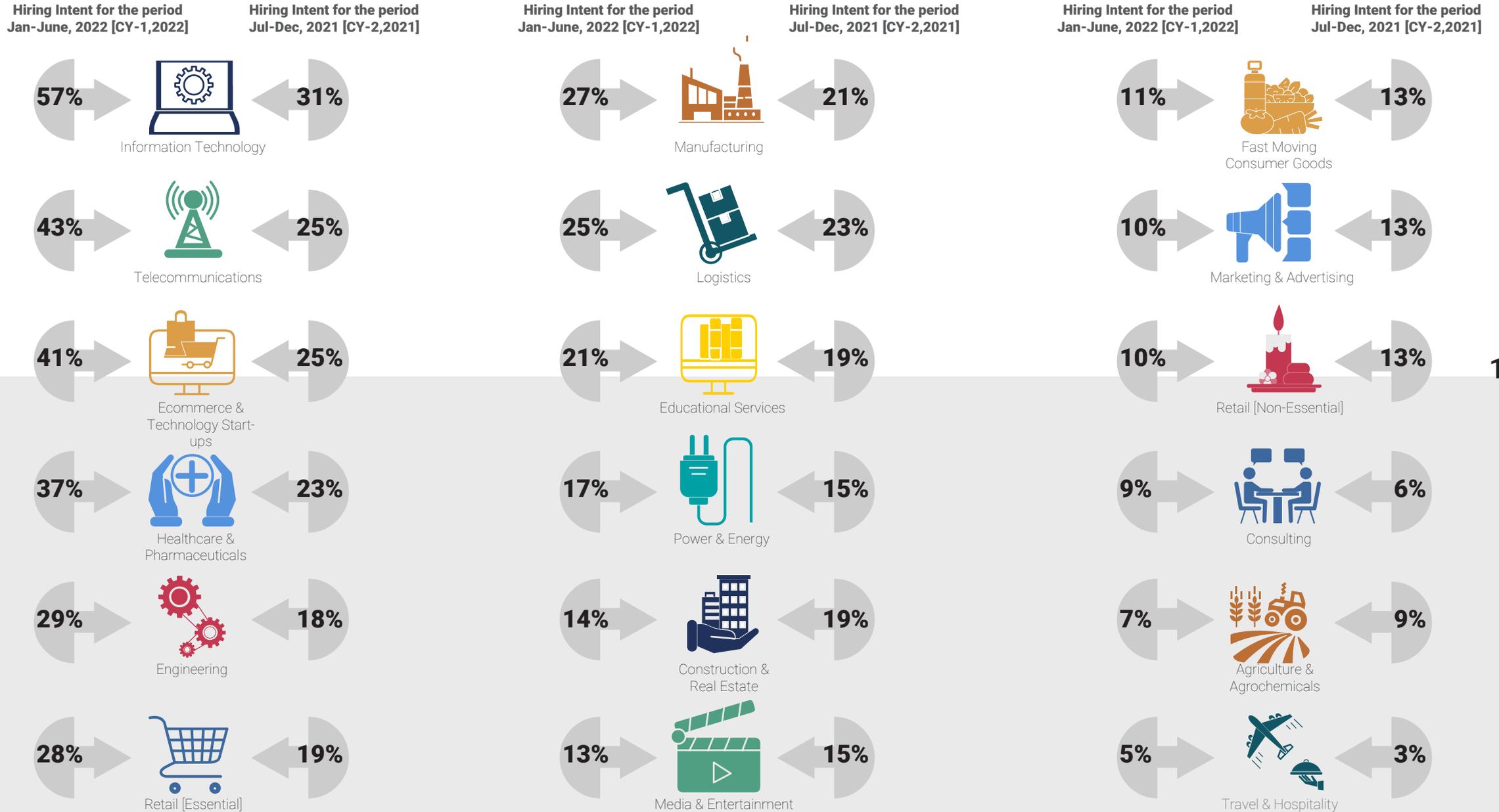
Information Technology continues to lead the demand for Freshers with a 57% Intent to Hire, followed by Telecommunication with 43% and Ecommerce & Technology start-ups with 41% Intent to Hire in the current HY [January-June 2022].

Source: Teamlease employer surveys administered during December 2021 and January 2022

Note: Hiring period – Jan-June, 2022
Percentages indicate Intent to Hire

Fresher hiring sentiment [CY-1, 2022]

A Comparison with CY-2 Jul 2021 – Dec 2021 - Sectors

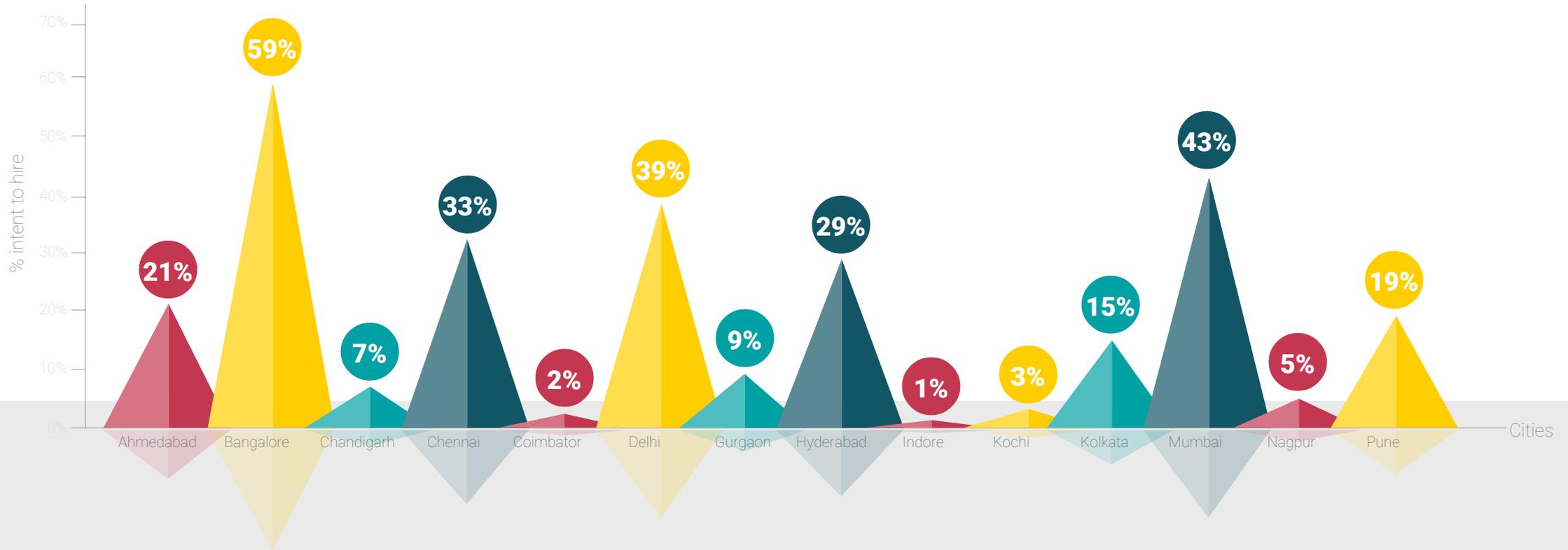


Source: Teamlease employer surveys administered during December 2021 and January 2022

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

Fresher hiring sentiment

Across cities



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

Likewise, Bangalore [59%], Mumbai [43%] and Delhi [39%] –in that order –continue to lead cities on Intent to Hire for the current quarter [January-June 2022]

Source: Teamlease employer surveys administered during December 2021 and January 2022

Note: Hiring period – Jan-June, 2022
Percentages indicate Intent to Hire

Fresher hiring sentiment [CY-1, 2022]

A Comparison with CY2 Jul 2021 – Dec 2021 - Cities

Hiring Intent for the period
Jan-June, 2022 [CY-1,2022]

Hiring Intent for the period
Jul-Dec, 2021 [CY-2,2021]

Hiring Intent for the period
Jan-June, 2022 [CY-1,2022]

Hiring Intent for the period
Jul-Dec, 2021 [CY-2,2021]

Hiring Intent for the period
Jan-June, 2022 [CY-1,2022]

Hiring Intent for the period
Jul-Dec, 2021 [CY-2,2021]



Bangalore



Ahmedabad



Nagpur



Mumbai



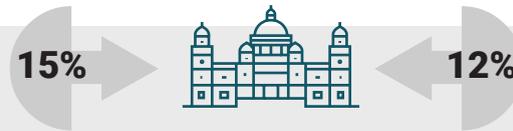
Pune



Kochi



Delhi



Kolkata



Coimbatore



Chennai



Gurgaon



Indore



Hyderabad



Chandigarh

20

Source: Teamlease employer surveys administered during December 2021 and January 2022

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

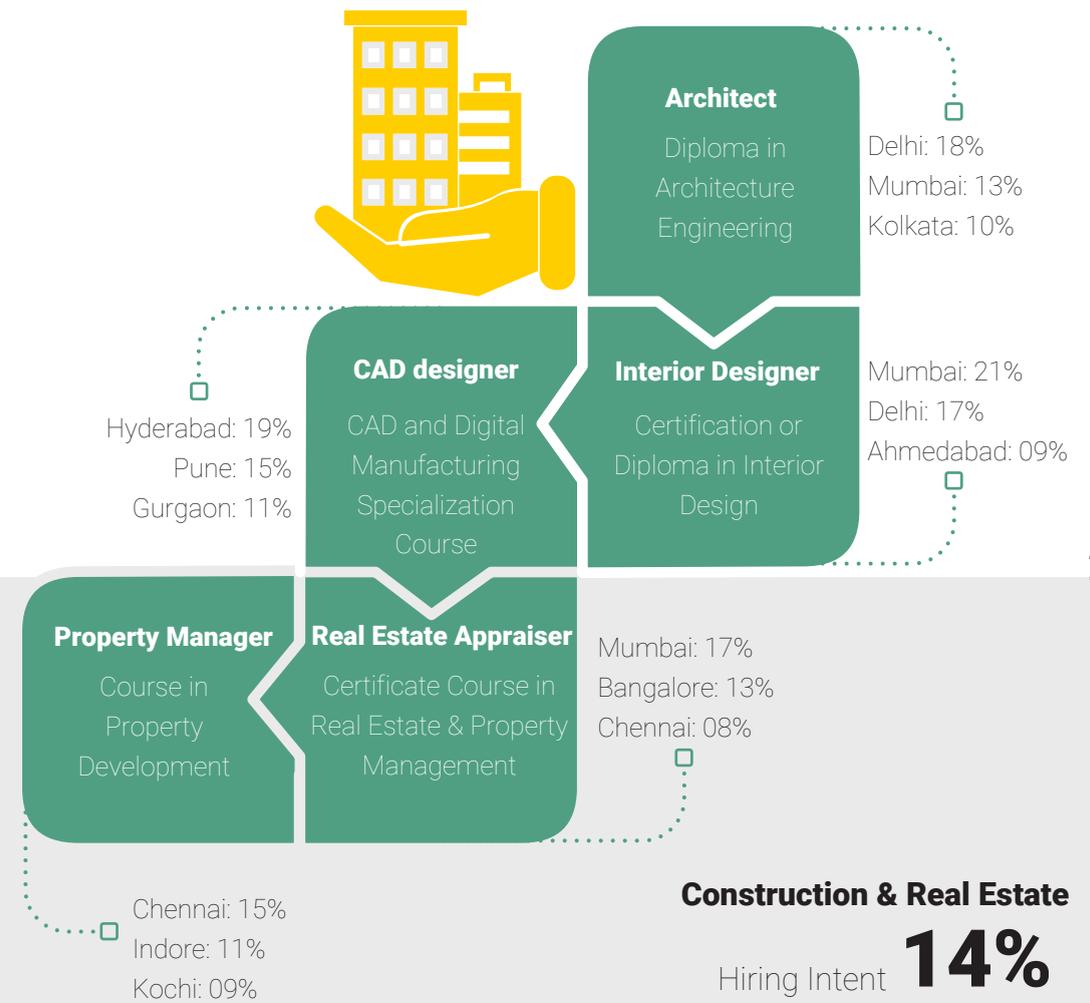
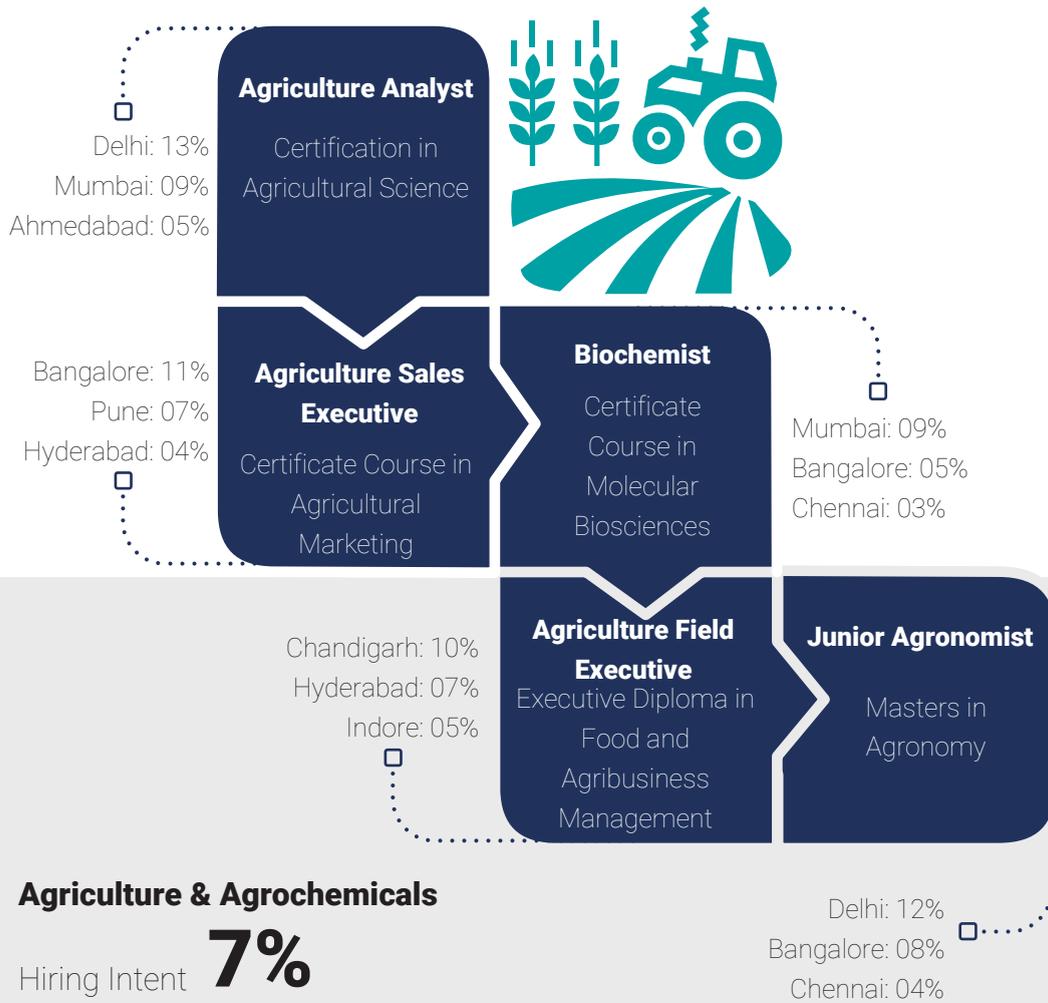


HIRING TRENDS

By Top roles, Core skills & Cities across sectors

Job roles in vogue among employers, the skills and courses that these popular job roles demand, how sector and city trends are shaping up during the current half year–this section digs deep into the hiring landscape and provides a detailed account of these insights to equip freshers with actionable information about job market demand.

Hiring Trends - Job roles vs. Cities



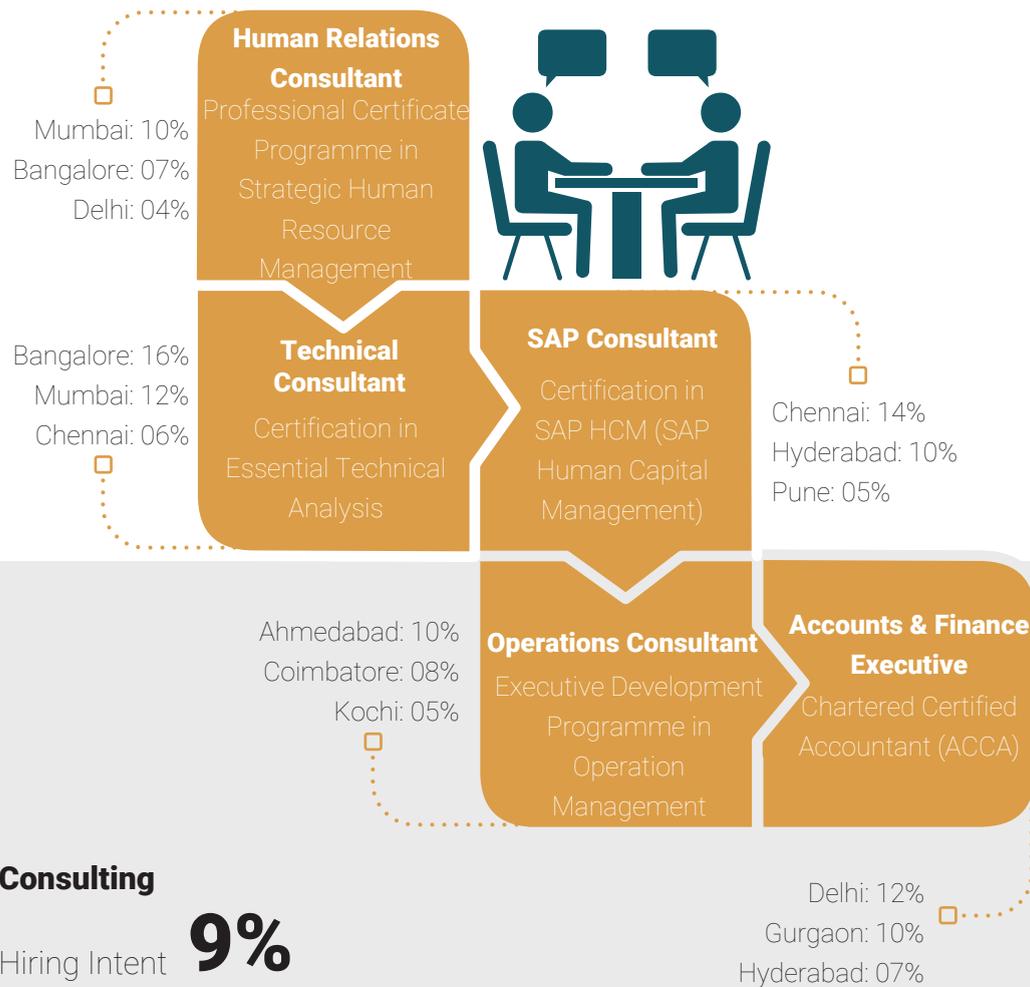
Highest Demand for **Agricultural Analyst in Delhi (13%)**

Highest Demand for **Interior Designer in Mumbai (21%)**

Source: Teamlease employer surveys administered during December 2021 and January 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

Hiring Trends - Job roles vs. Cities



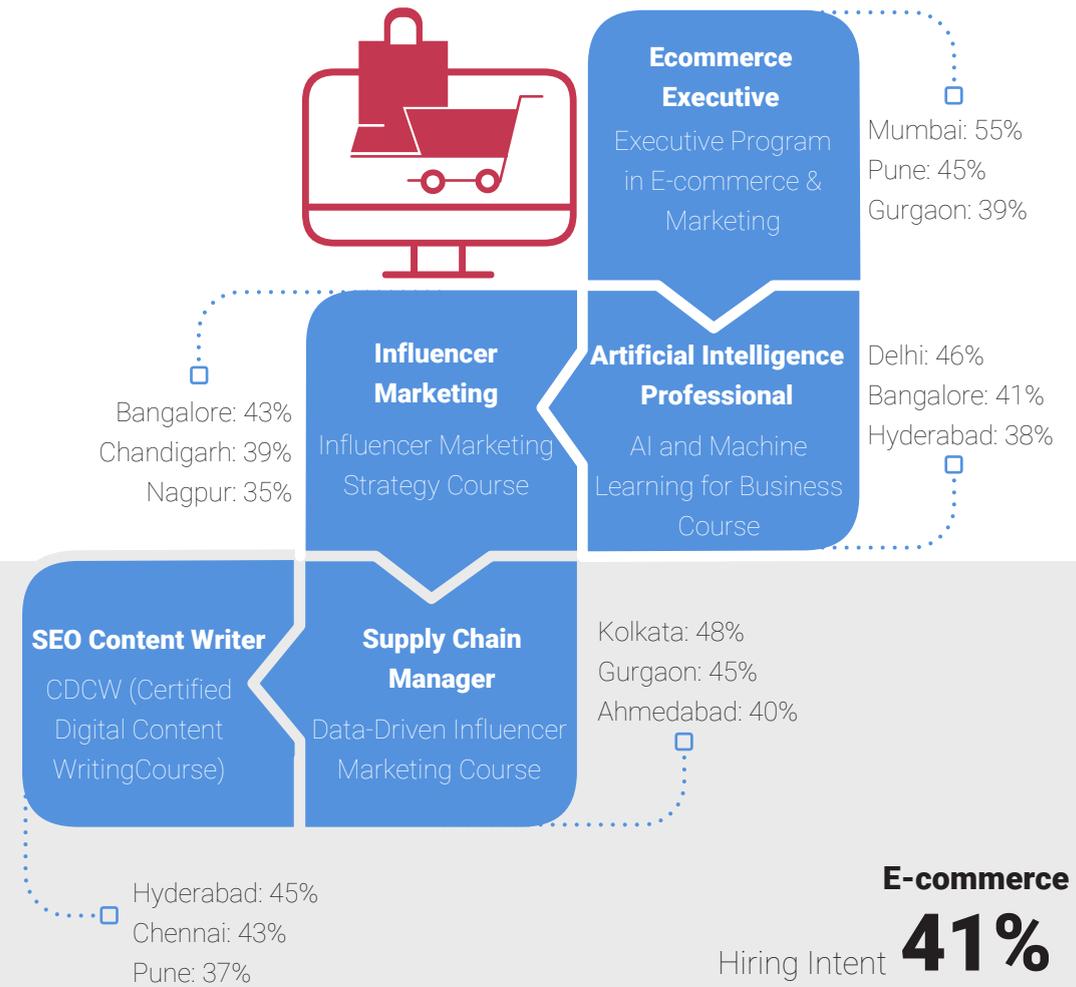
Consulting

Hiring Intent **9%**

for the period Jan-June, 2022

Hiring intent for the period Jul-Dec, 2021: 6%

Highest Demand for **Technical Consultant in Bangalore (16%)** and **SAP Consultant in Chennai (14%)**



E-commerce

Hiring Intent **41%**

for the period Jan-June, 2022

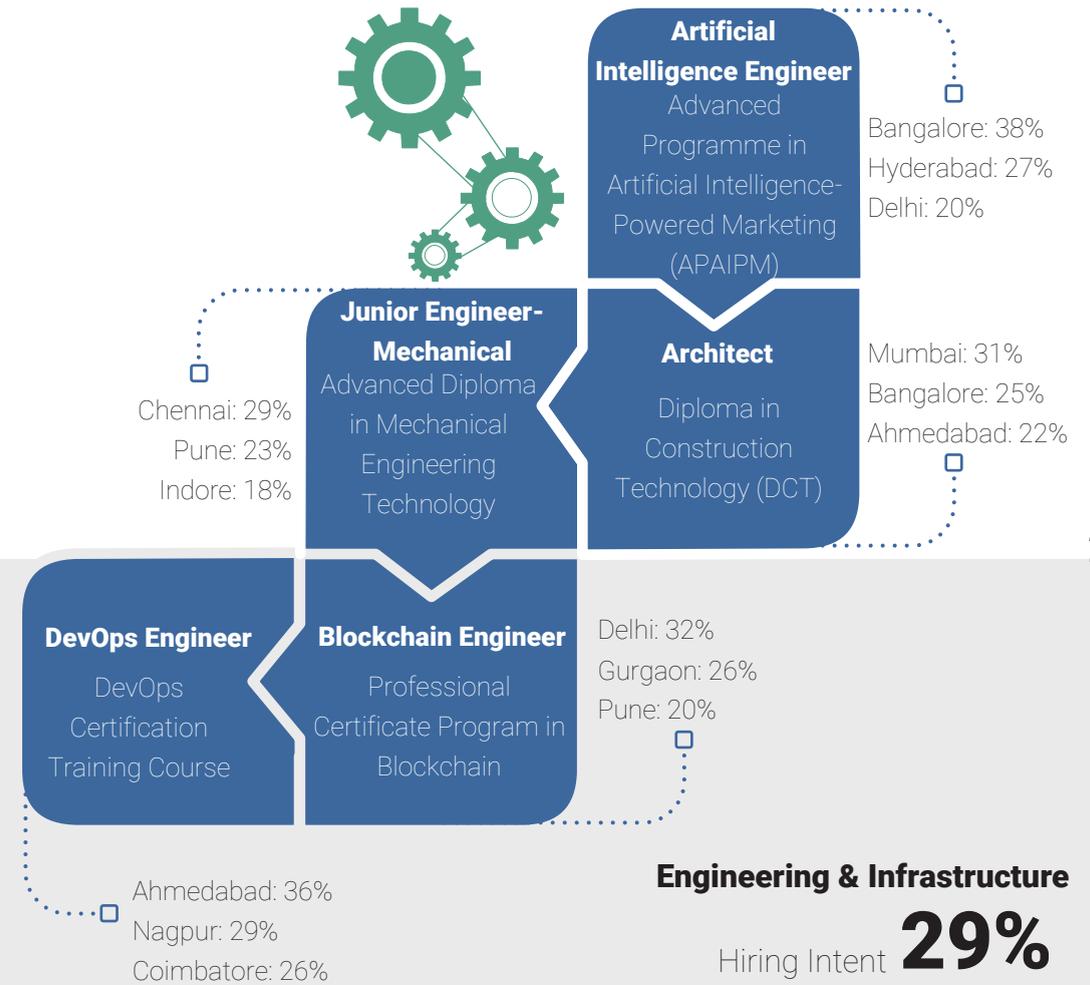
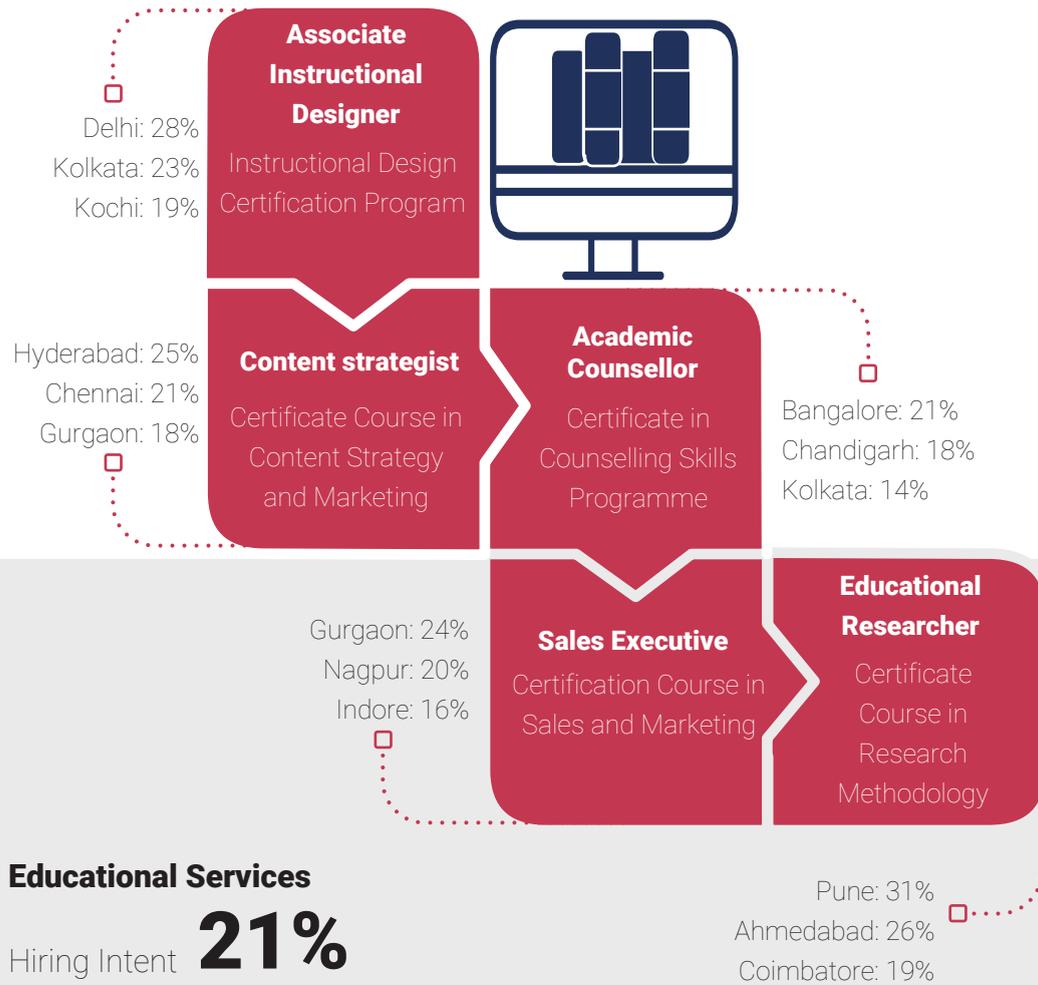
Hiring intent for the period Jul-Dec, 2021: 25%

Highest Demand for **Ecommerce Executive in Mumbai (55%)**

Source: Teamlease employer surveys administered during December 2021 and January 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

Hiring Trends - Job roles vs. Cities



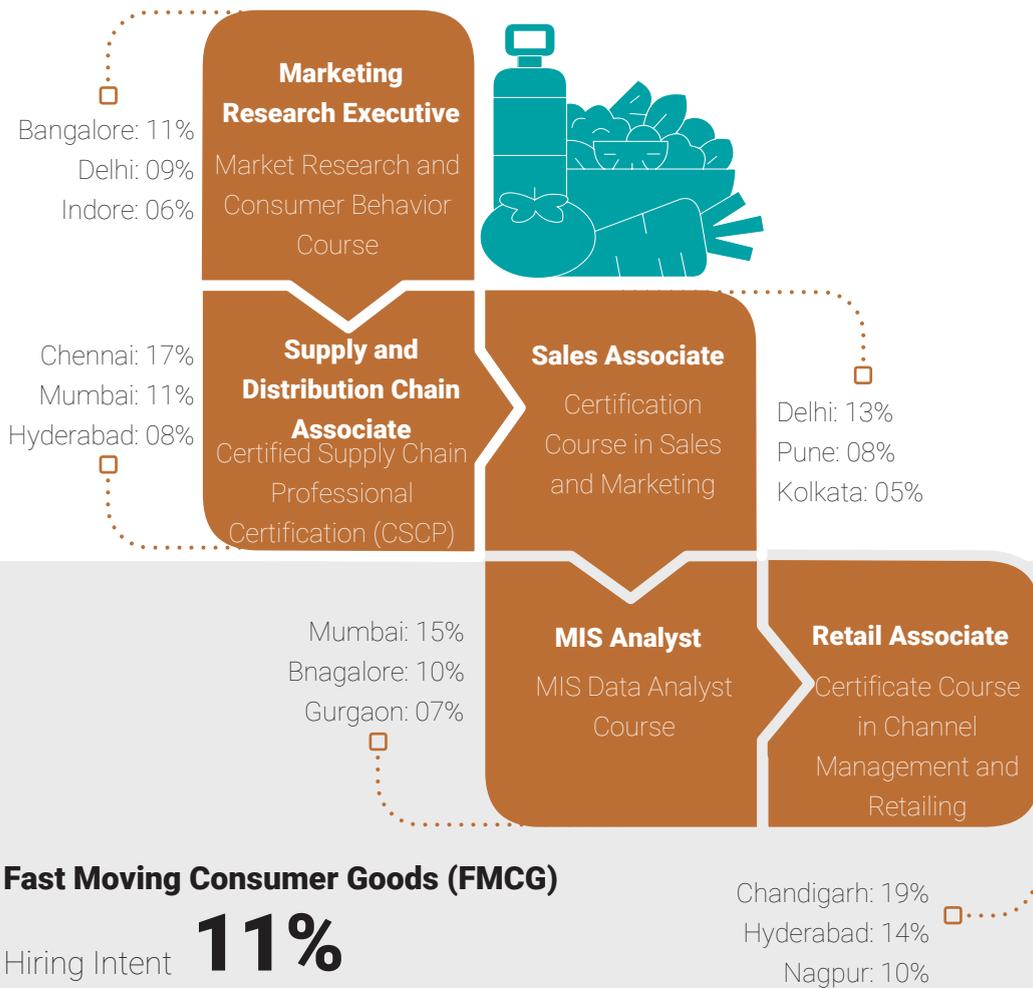
Highest Demand for **Educational Researcher in Pune (31%)**

Highest Demand for **Artificial Intelligence Engineer in Bangalore (38%)** and **DevOps Engineer in Ahmedabad (36%)**

Source: Teamlease employer surveys administered during December 2021 and January 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

Hiring Trends - Job roles vs. Cities



Fast Moving Consumer Goods (FMCG)

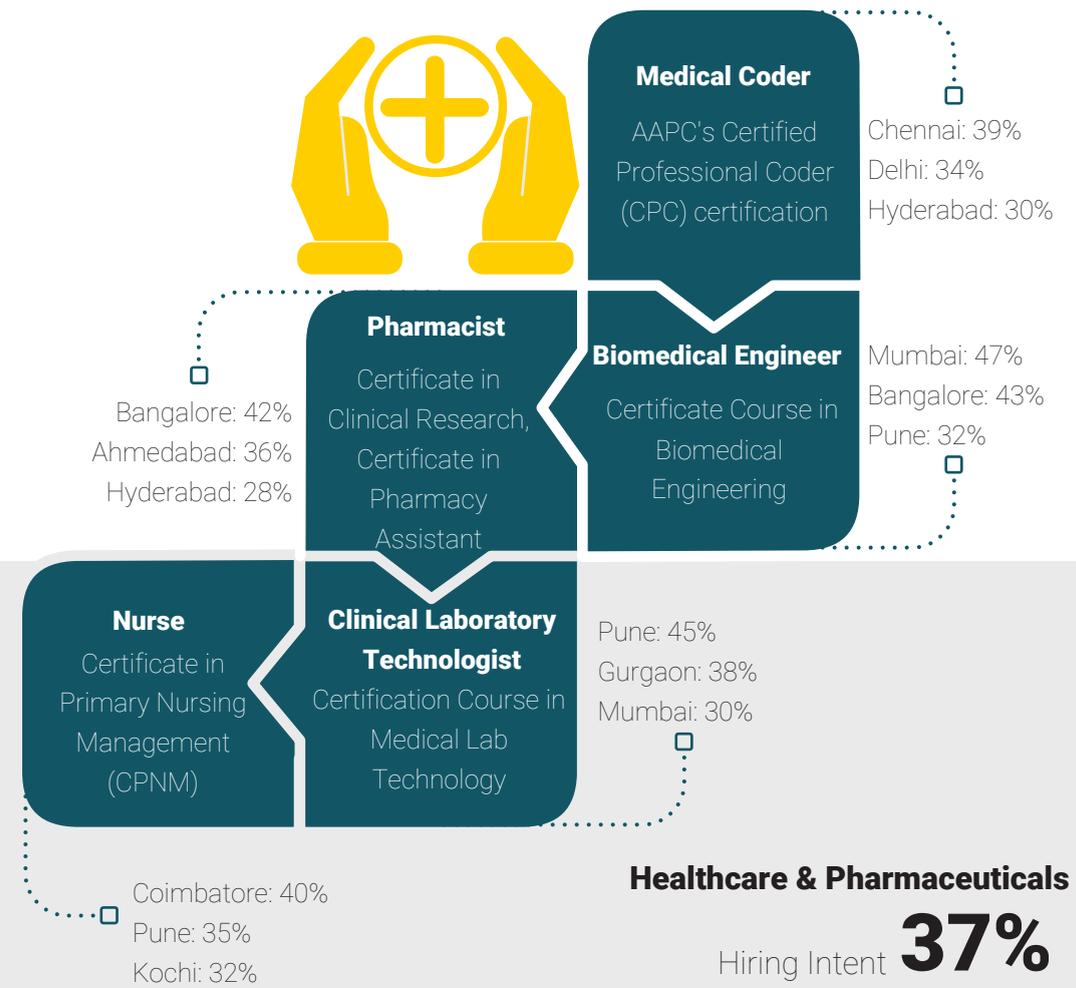
Hiring Intent **11%**

for the period Jan-June, 2022

Hiring intent for the period Jul-Dec, 2021: 13%

Highest Demand for **Retail Associate in Chandigarh (19%)** and **Supply and Distribution Chain Associate in Chennai (17%)**

Source: Teamlease employer surveys administered during December 2021 and January 2022



Healthcare & Pharmaceuticals

Hiring Intent **37%**

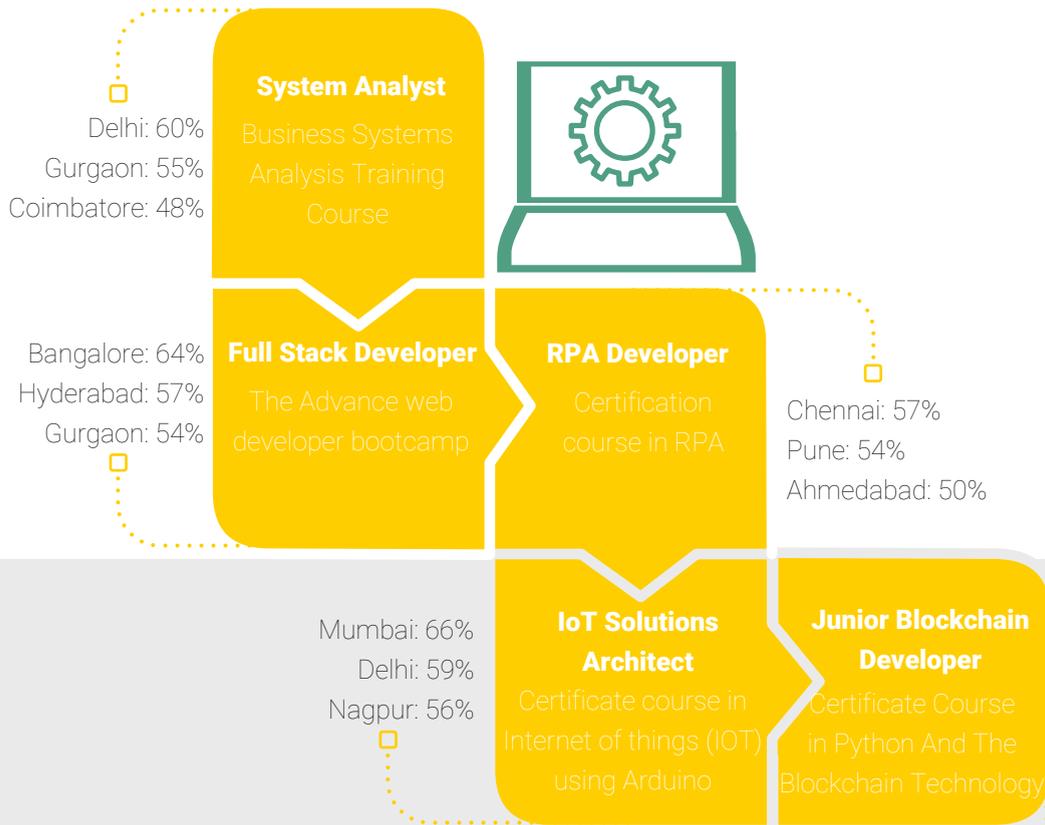
for the period Jan-June, 2022

Hiring intent for the period Jul-Dec, 2021: 23%

Highest Demand for **Biomedical Engineer in Mumbai (47%)** and **Clinical Laboratory Technologist in Pune (45%)**

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



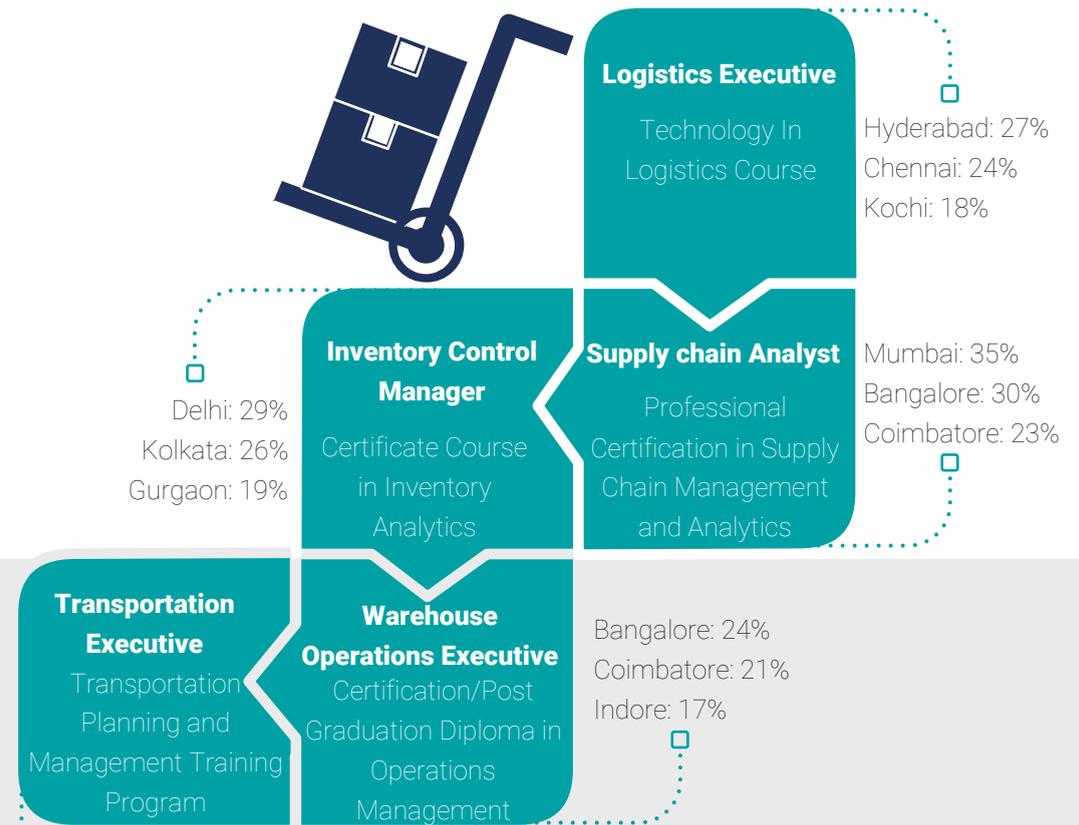
Information Technology

Hiring Intent **57%**

for the period Jan-June, 2022

Hiring intent for the period Jul-Dec, 2021: 31%

Highest Demand for **IoT Solutions Architect in Mumbai (66%)** and **Full Stack Developer in Bangalore (64%)**



Logistics

Hiring Intent **25%**

for the period Jan-June, 2022

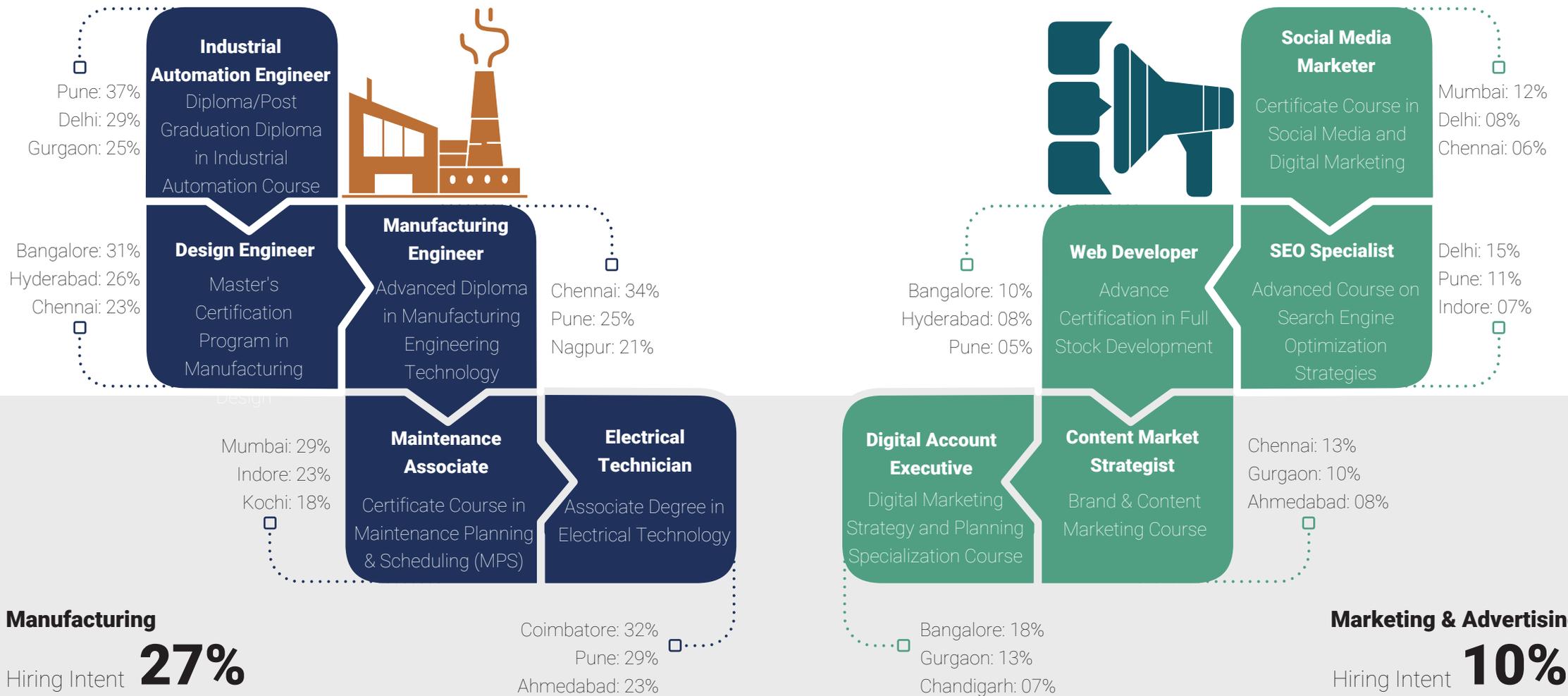
Hiring intent for the period Jul-Dec, 2021: 23%

Highest Demand for **Supply chain Analyst in Mumbai (35%)** and **Transportation Executive in Ahmedabad (33%)**

Source: Teamlease employer surveys administered during December 2021 and January 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

Hiring Trends - Job roles vs. Cities



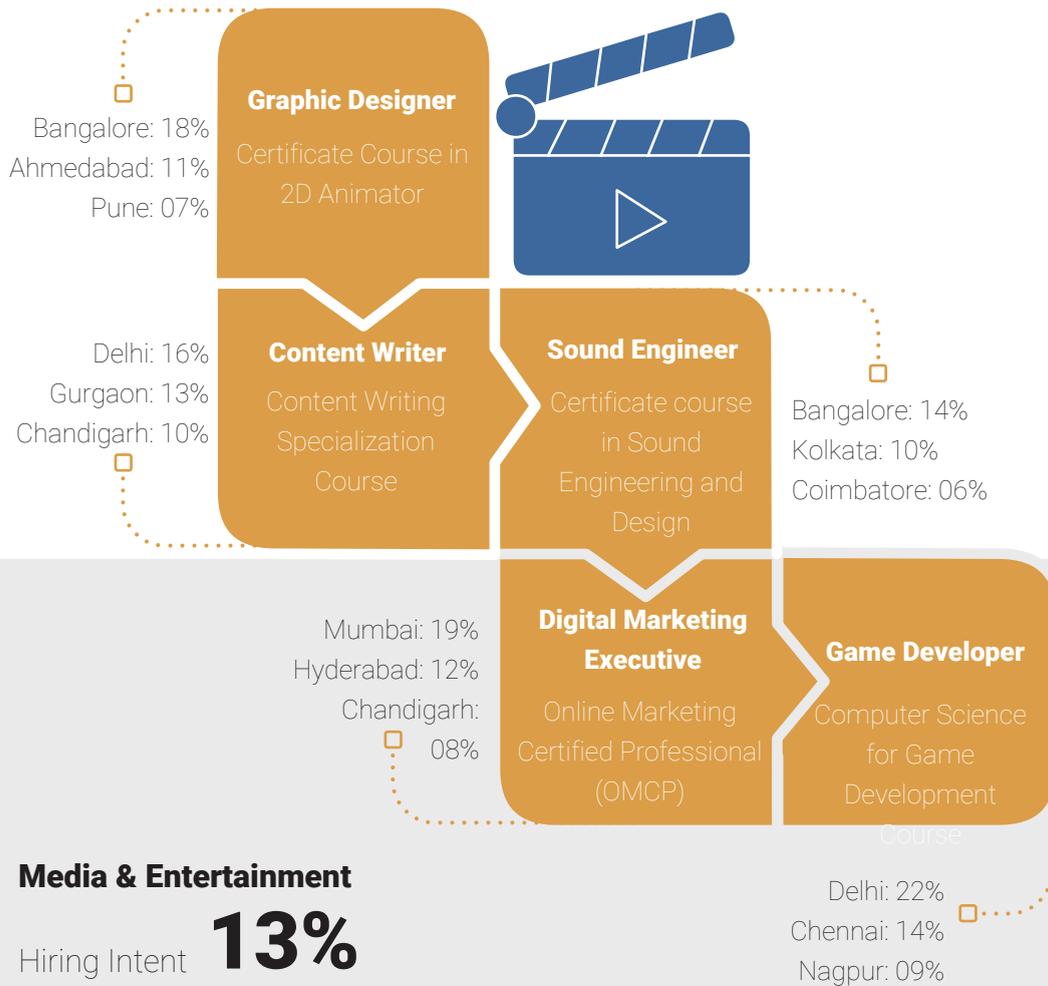
Highest Demand for **Industrial Automation Engineer in Pune (37%)**

Highest Demand for **Digital Account Executive in Bangalore (18%)**

Source: Teamlease employer surveys administered during December 2021 and January 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

Hiring Trends - Job roles vs. Cities



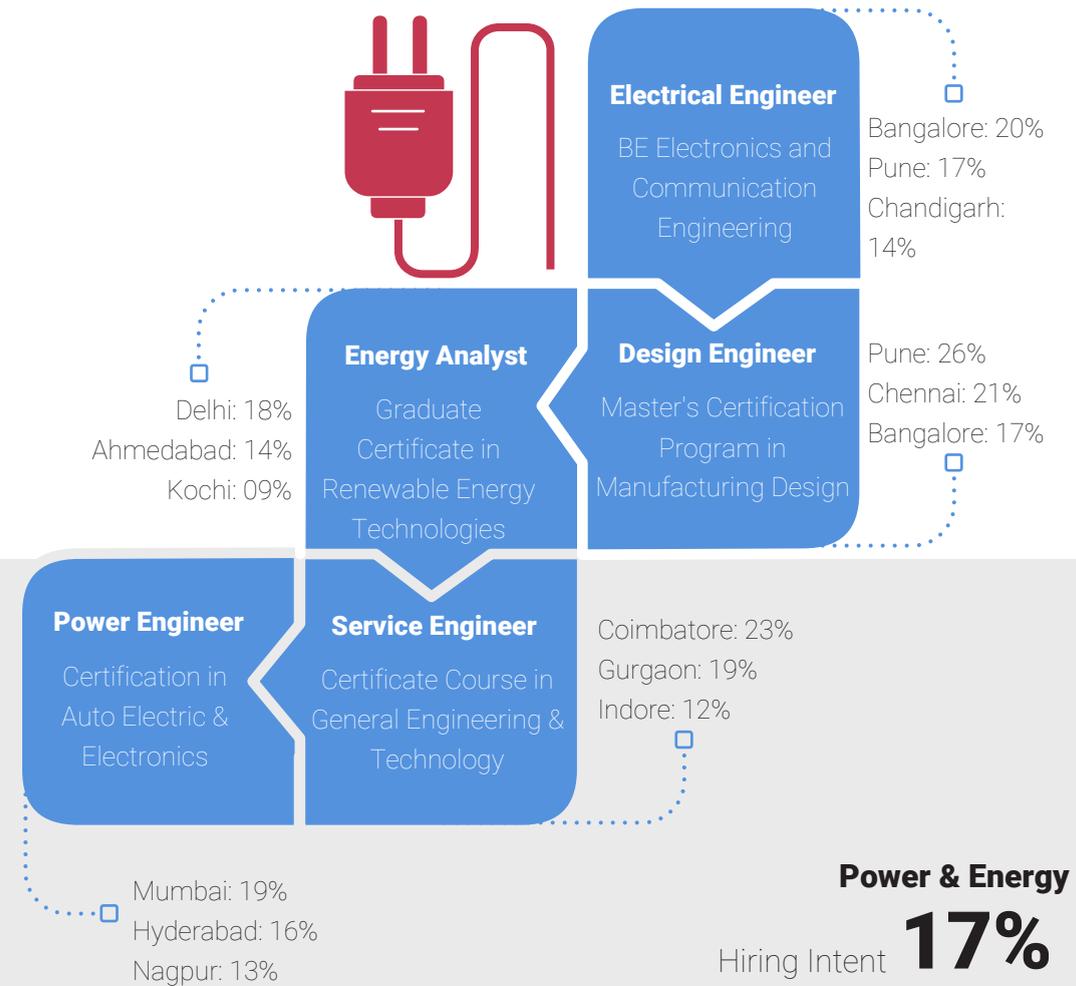
Media & Entertainment

Hiring Intent **13%**

for the period Jan-June, 2022

Hiring intent for the period Jul-Dec, 2021: 15%

Highest Demand for **Game Developer in Delhi (22%)**



Power & Energy

Hiring Intent **17%**

for the period Jan-June, 2022

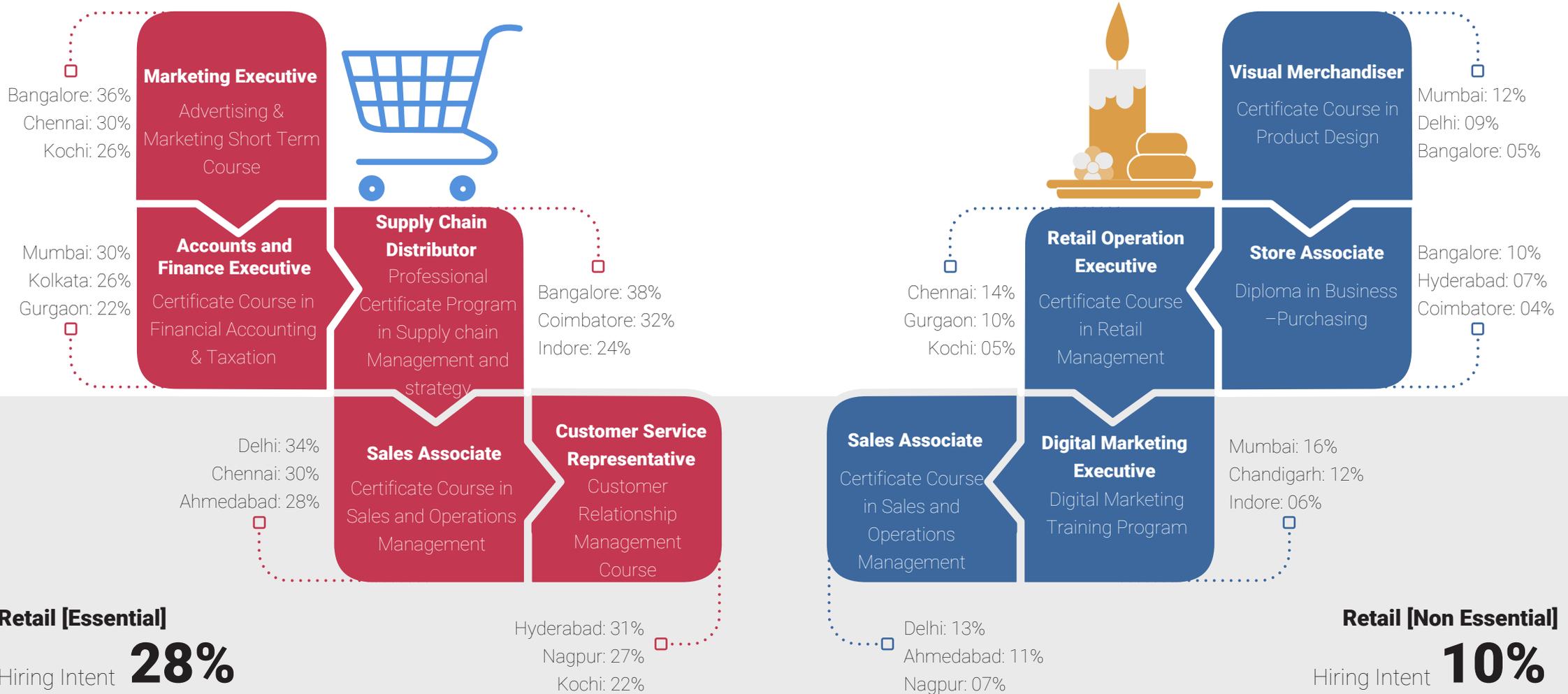
Hiring intent for the period Jul-Dec, 2021: 15%

Highest Demand for **Design Engineer in Pune (26%)**

Source: Teamlease employer surveys administered during December 2021 and January 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

Hiring Trends - Job roles vs. Cities



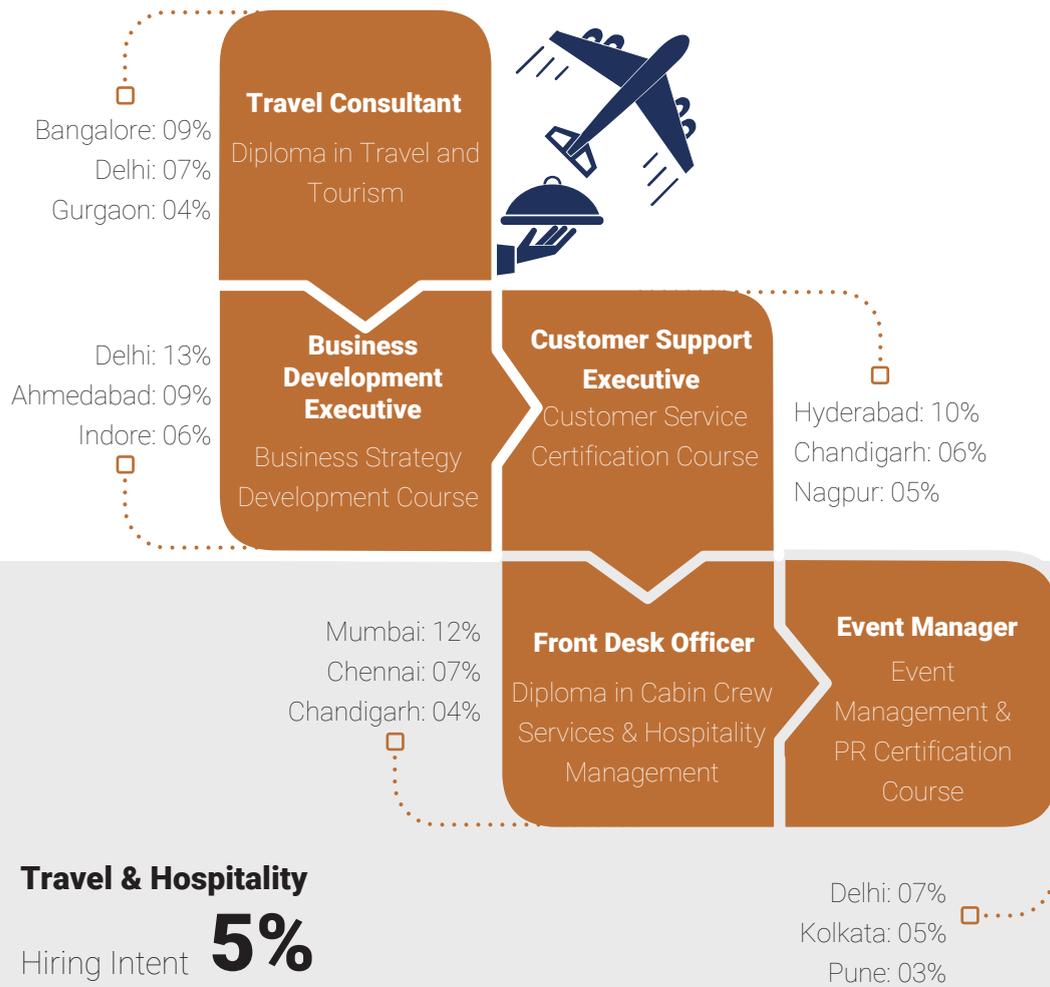
Highest Demand for **Supply Chain Distributor in Bangalore (38%)**

Highest Demand for **Digital Marketing Executive in Mumbai (16%)**

Source: Teamlease employer surveys administered during December 2021 and January 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

Hiring Trends - Job roles vs. Cities



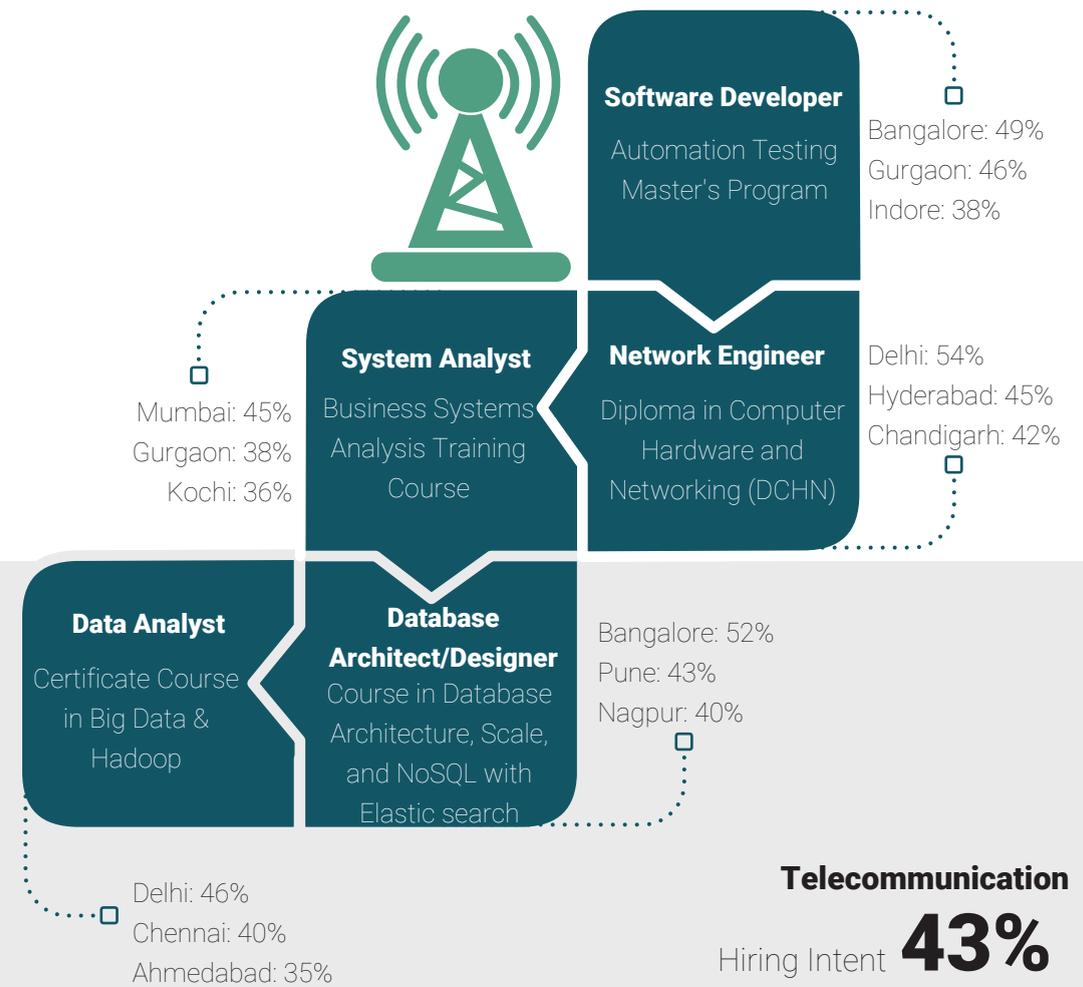
Travel & Hospitality

Hiring Intent **5%**

for the period Jan-June, 2022

Hiring intent for the period Jul-Dec, 2021: 3%

Highest Demand for **Business Development Executive in Delhi (13%)** and **Front Desk Officer in Mumbai (12%)**



Telecommunication

Hiring Intent **43%**

for the period Jan-June, 2022

Hiring intent for the period Jul-Dec, 2021: 25%

Highest Demand for **Network Engineer in Delhi (54%)** and **Database Architect/Designer in Bangalore (52%)**

Source: Teamlease employer surveys administered during December 2021 and January 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



TOP JOB ROLES FOR FRESHERS

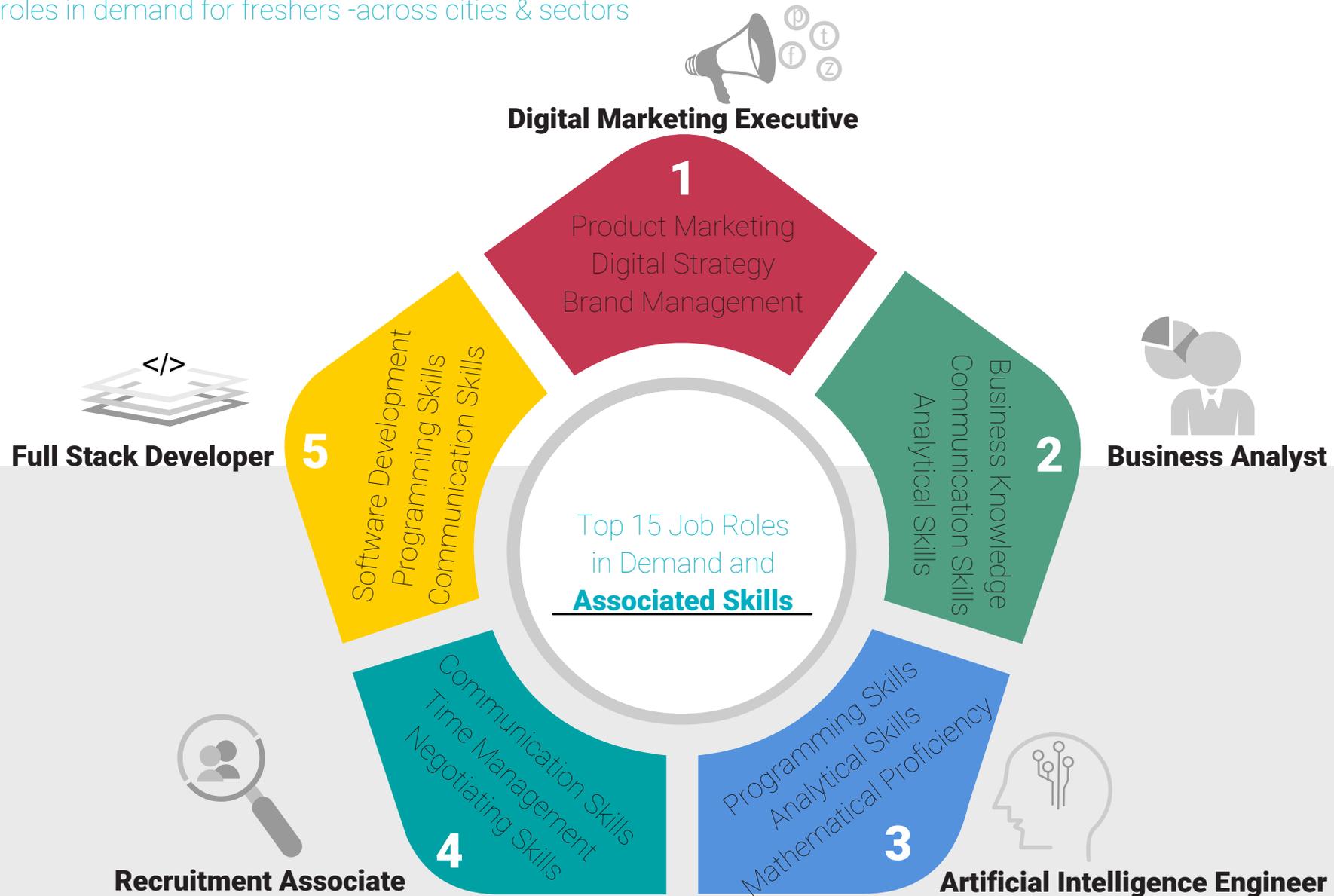
Geography agnostic roles

This section acquaints the reader with the top roles across the job market, and provides a quick peek into job market hiring practices that are currently in vogue.

Programming skills are found to be the most critical across various job roles such as Artificial Intelligence Engineer, Data Analyst and Game Developer among others.

What do employers look for in freshers?

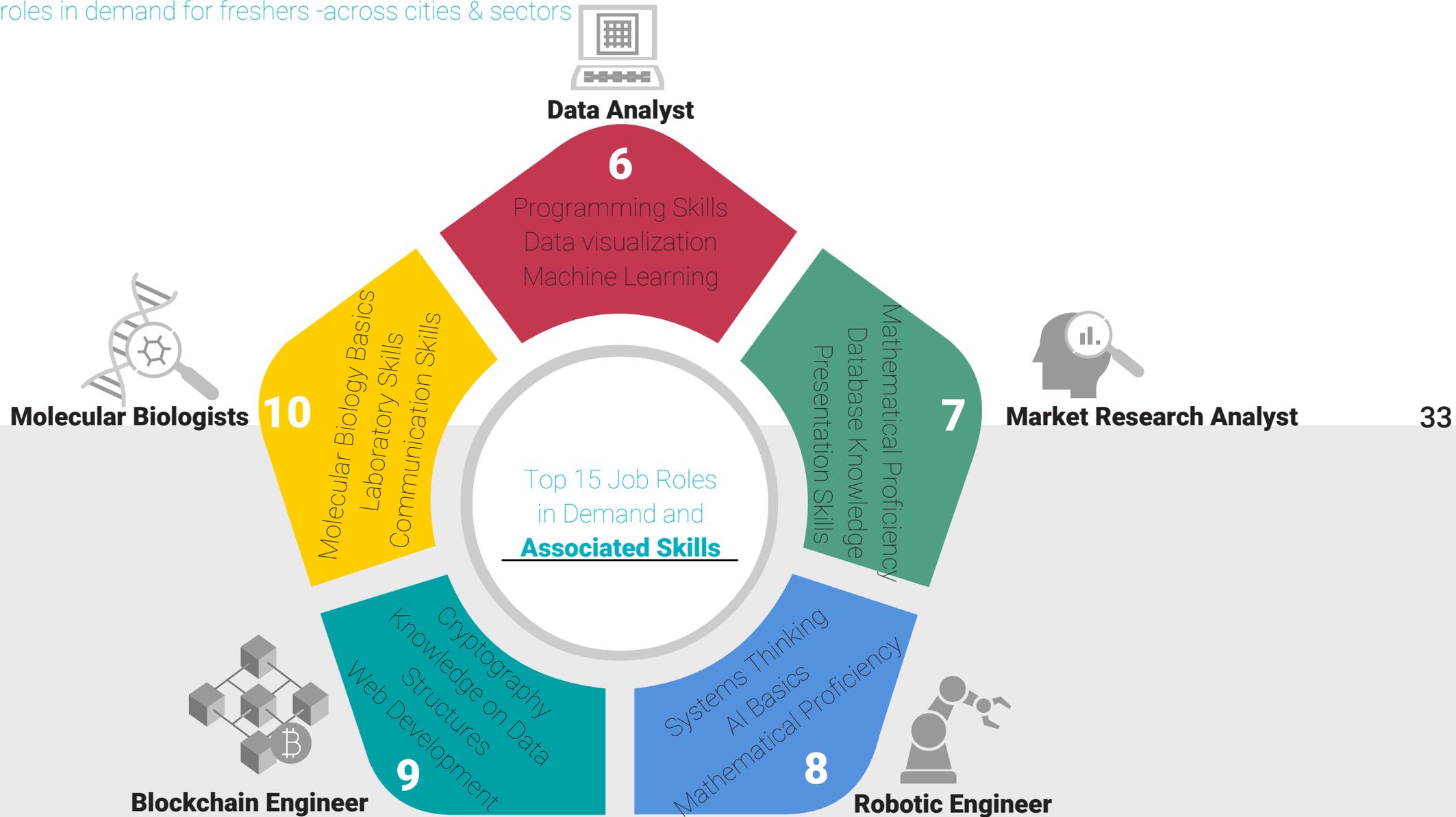
Top 15 job roles in demand for freshers -across cities & sectors



Source: Teamlease employer surveys administered during December 2021 and January 2022

What do employers look for in freshers?

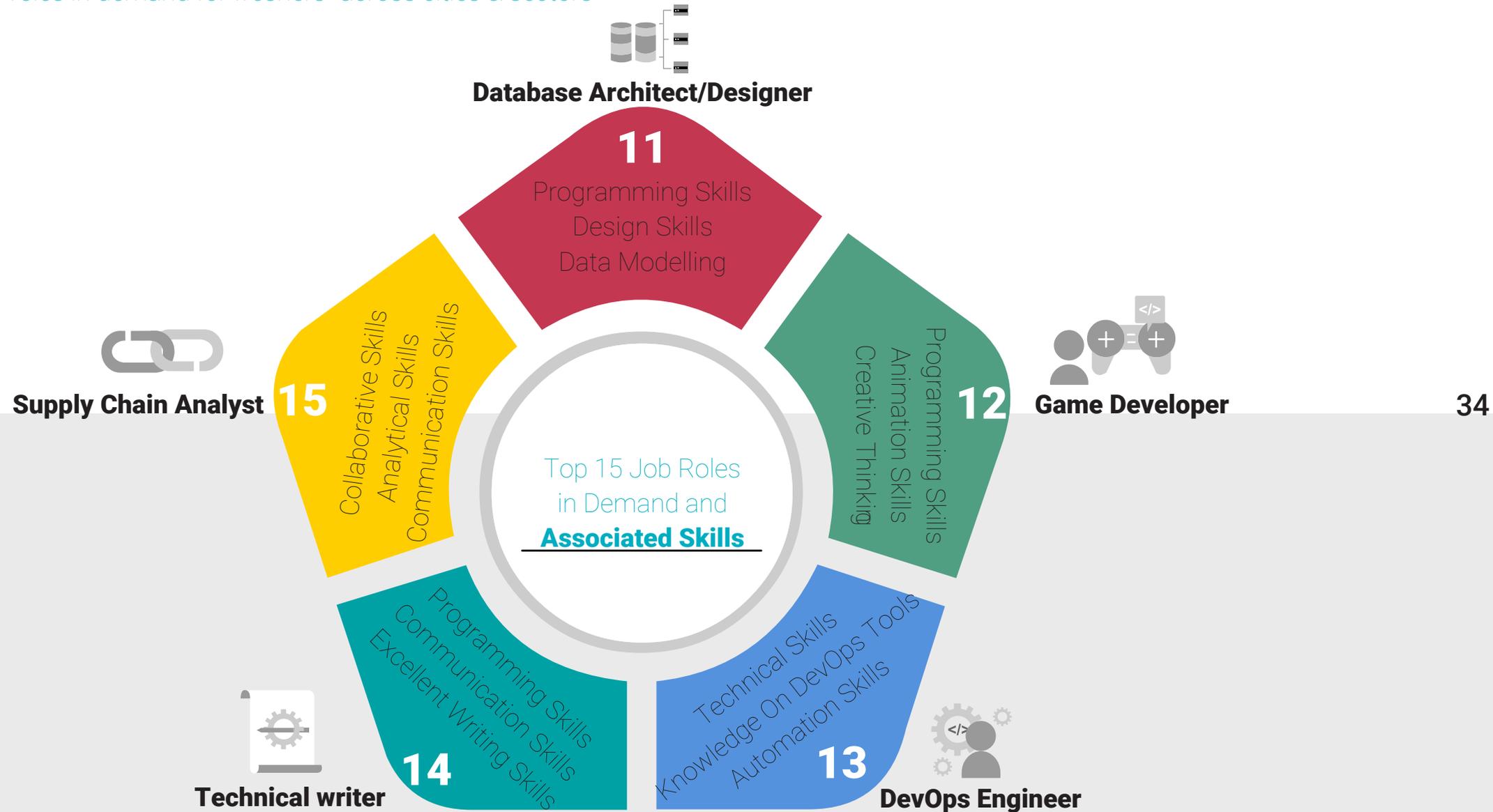
Top 15 job roles in demand for freshers -across cities & sectors



Source: Teamlease employer surveys administered during December 2021 and January 2022

What do employers look for in freshers?

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



Source: Teamlease employer surveys administered during December 2021 and January 2022



WHAT DO EMPLOYERS LOOK FOR IN FRESHERS?

Key Job roles, Domain skills, Soft skills & In Demand Courses

It pays well for candidates to heed the fundamentals of being “employable”. Employability is not just about skills but also about the ability to remain attractive to varying employer requirements.

Top domain skills in demand for freshers across cities & sectors include Cyber Security, Project Management and AR/VR among others. Analytical Thinking and Innovation, Positive Attitude and Adaptability and flexibility are listed as the leading soft skills in demand for freshers. In-Demand Courses in India include Certificate in Digital Marketing and Media Management, Advanced Certification Program in AI/ML and Certified Supply Chain Professional certification (CSCP)

What do employers look for in freshers?

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



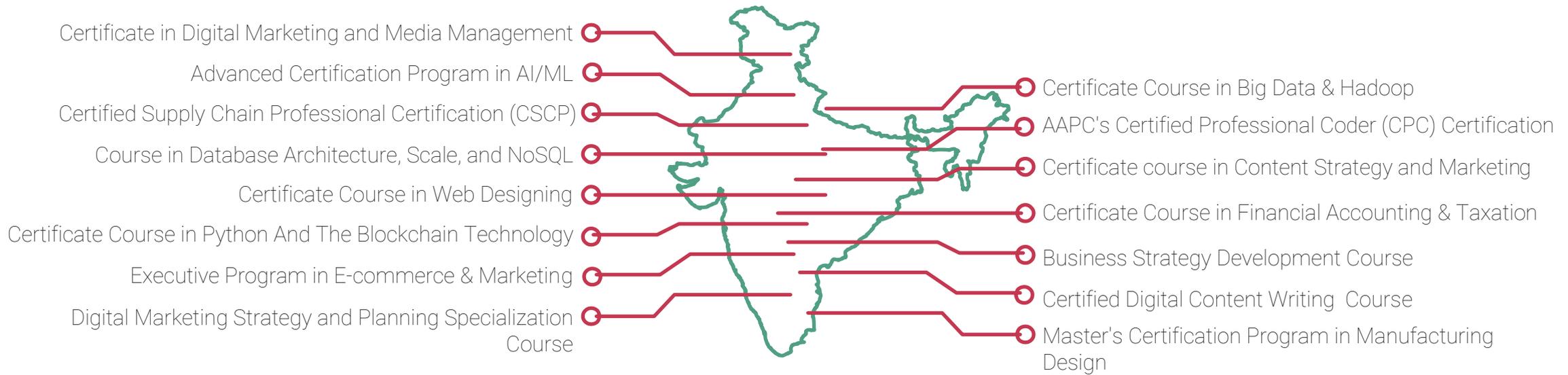
What do employers look for in freshers?

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

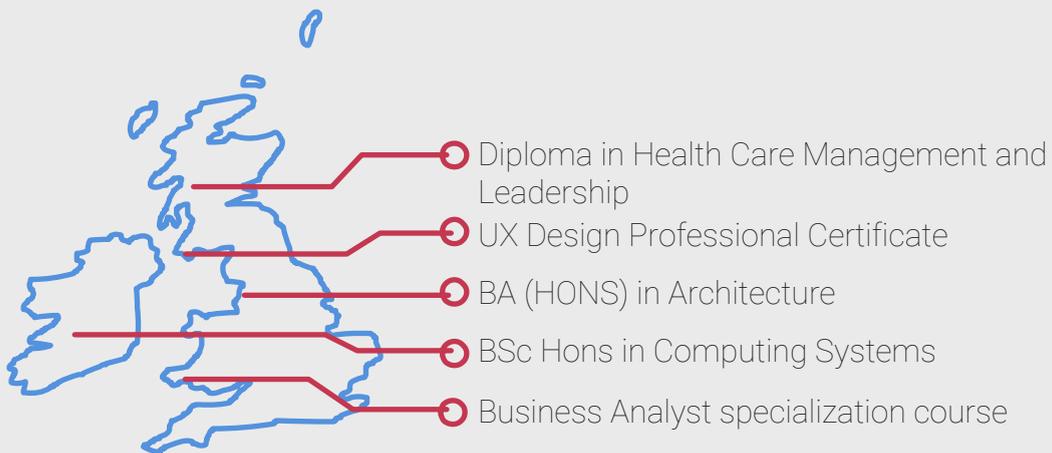


Global In-Demand Courses

Top 15 In-Demand Courses in India



Top In-Demand Courses in UK



Top In-Demand Courses in America



Source: 1) 10 highest paying degree in the UK 2022, edvoy, January 2022. 2) 12 Careers are best chance to get job in 2022, career fitter3) Jobs in these 10 industries will grow most in demand in 2022, Insider, January 2022

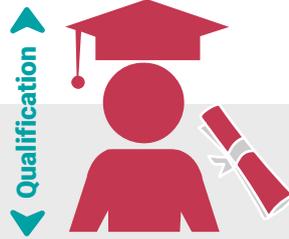


IN-DEMAND COURSES

For many first-time jobseekers, it helps to focus on sectors they wish to be employed in. A focused approach not only streamlines their attention and effort, but also narrows down the choices of skills they need to acquire

This section lists job roles that are most popular amongst the eighteen sectors covered in the study along with the key skills desired for each of these job roles. It provides detailed information about the educational qualifications and the In-Demand Courses equip candidates with the necessary skills for their choice of jobs.

In-Demand Courses

AGRICULTURE AND AGROCHEMICALS	Job Roles	Qualification	In-Demand Courses
			
	Agriculture Analyst	PG/UG in Environmental/Agricultural Economics	Certification in Agricultural Science/ Certificate Course in Agronomy
	Agriculture Sales Executive	PG/UG in Agriculture/Agribusiness or Any PG/ UG degree	Certificate course in Agribusiness Management/ Certificate Course in Agricultural Marketing
	Biochemist	PhD/ PG/ UG in Agriculture Biochemistry or PG/ UG in Biotechnology/ Molecular Biology/ Microbiology/Genetics	Professional Graduate Programme in Bioscience/ Certificate Course in Molecular Biosciences
	Agriculture Field Executive	PG/ UG in Agriculture/ Veterinary science/ Chemistry/ Zoology	Executive Diploma in Food and Agribusiness Management/ Advanced Certificate in Applied Management
	Junior Agronomist	PG/ UG in Agronomy/ Agriculture/ Biotechnology	Masters in Agronomy/ Certification in agriculture, Economics and Nature
CONSULTING	Human Relations Consultant	MBA/ PGDM in HR /Any Graduate/ Any PG	Professional Certificate Programme in Strategic Human Resource Management/ Executive Programme in HR Management and Analytics
	Technical Consultant	ME/ MTECH/ BE/ BTECH/ MCA/ BCA	Masters in IT/ Masters in Computer science/ Certification in Essential Technical Analysis
	SAP Consultant	ME/ MTECH/ BE/ BTECH/ PG/ UG in Computer Science/ MCA/ BCA	Certification in SAP Technology / Certification in SAP HCM (SAP Human Capital Management)
	Operations Consultant	BBA/ MBA/ PGDM in Operations Management or Any specialization	Executive Development Programme in Operation Management/ Diploma in Operations and Implementation
	Accounts & Finance Executive	CA/ BBA/ MBA/ PGDM in Finance Management/ Accounting or Any specialization	Chartered Certified Accountant (ACCA)/ Chartered Financial Analyst (CFA) / Diploma in Computerised Accounting

In-Demand Courses

CONSTRUCTION & REAL ESTATE

Architect

B.Arch./BE/B.Tech/ME/M.Tech

Diploma in Architecture engineering/ Diploma in Construction Technology (DCT)

Interior Designer

Certification or Diploma in Interior Design/ MSc/BSc in Interior Design

Certified Interior Designer /Autonomous Diploma in Interior Architecture

CAD designer

BE/BTECH/ME/MTECH with Certification in CAD

Certification course in CAD/ CAD and Digital Manufacturing Specialization Course

Real Estate Appraiser

Any Graduation/ Any Post Graduation

Certification In Real Estate Business Management/ Diploma in Real Estate Marketing/ Certificate Course in Real Estate & Property Management

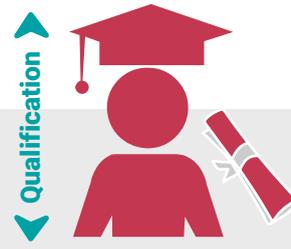
Property Manager

UG/ PG in Real Estate/Business/Finance/Accounts Diploma/ Any UG/ Any PG

Certification in Property Management / Real Estate management/ Course in Property Development



Job Roles



Qualification



In-Demand Courses

E-COMMERCE

Ecommerce Executive

BBA/MBA/BCom/M.Com

Certification in E-commerce/ Advance Diploma or Diploma in E-commerce/ Executive Program in E-commerce & Marketing

Artificial Intelligence Professional

PG in Mathematics/Computer Science/BE/BTECH/ME/MTECH

Advanced Certification Program in AI or ML / AI and Machine Learning for Business Course/ Advanced Programme in Artificial Intelligence-Powered Marketing (APAIPM)

Influencer Marketing

MBA/PGDM/ Any UG/Any PG

Influencer Marketing Strategy Course/ Data-Driven Influencer Marketing Course

Supply Chain Manager

Graduation/PG/Certification in Supplychain management

Certified Supply Chain Professional Certification (CSCP) /Diploma in Logistics and Supply Chain

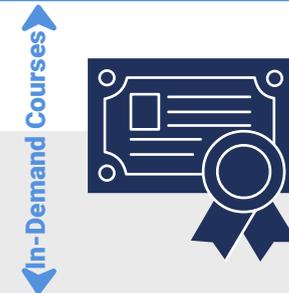
SEO Content Writer

Graduation / PG in Journalism/Literature / Any Graduate/ Any PG

CDCW (Certified Digital Content Writing Course) / On-Page and Technical SEO Course

In-Demand Courses

EDUCATIONAL SERVICES	Job Roles	Qualification	In-Demand Courses
	Associate Instructional Designer	UG/PG in Designing	Instructional Design Certification Programme/ Certification in Instructional Design Essentials
	Content Strategist	PG/UG in English/Journalism/Communications/Marketing/Creative Writing/Technical Writing/Information Management	Certificate course in Content Strategy and Marketing/ Social Media and Social Content Strategy
	Academic Counsellor	M.Ed/MA/M.Phil	Diploma or Post Graduate Course in Counselling and Guidance /Certificate in Counselling Skills Programme
	Sales Executive	Any Graduate/Any Post Graduate	Certification Course in Sales and Marketing/ Diploma Salesmanship & Advertisement
	Educational Researcher	PhD/MPhil/Post Graduate in Mathematics/Statistics or Any specialization	Masters in Educational Research/ Certificate Course in Research Methodology
ENGINEERING & INFRASTRUCTURE	Artificial Intelligence Engineer	BE/BTECH/ME/MTECH	Advanced Certification Program in AI or ML/ Applied AI Course/ Advanced Programme in Artificial Intelligence- Powered Marketing (APAIPM)
	Architect	B.Arch./BE/B.Tech/ME/M.Tech	Diploma in Architecture engineering/ Diploma in Construction Technology (DCT)
	Junior Engineer-Mechanical	BE/BTECH/ME/MTECH in Mechanical Engineering	Diploma/ Masters in mechanical engineering/ Advanced Diploma in Mechanical Engineering Technology
	Blockchain Engineer	BE/BTECH/ME/MTECH	Master's in computer science or IT with Certification in Blockchain/ Professional Certificate Program in Blockchain
	DevOps Engineer	BE/BTECH/ME/MTECH	DevOps Certification Training Course/ AWS DevOps Engineer Certification Training Course/ DevOps Certification Training Course



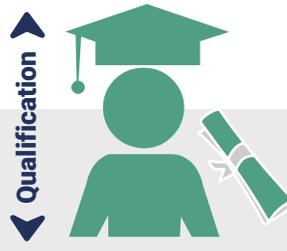
In-Demand Courses

FAST MOVING CONSUMER GOODS

Marketing Research Executive	BBA/MBA/ UG/PG in statistics/ Any Graduation/Any PG	Bachelors in Marketing Research/ Masters in Marketing/ Market Research and Consumer Behavior Course
Supply and Distribution Chain Associate	Any Graduation/Any Post Graduation /Certification in Supplychain management	Certified Supply Chain Professional certification (CSCP)/ PGD Logistic & Supply Chain
Sales Associate	Any Graduate/ Post Graduate	Certification Course in Sales and Marketing/ Certificate Course in Sales and Operations Management
MIS Analyst	Graduate/ Post Graduate in Computer Science/BBA/MBA	MIS Data Analyst Course/ MIS with VBA programming
Retail Associate	Any Graduation/Diploma	Certificate course in Retail and Sales Management / Certificate Course in Channel Management and Retailing



Job Roles



Qualification

In-Demand Courses



HEALTHCARE

Medical Coder	Graduate/Post Graduate in Life science	AAPC's Certified Professional Coder (CPC) certification / M. Pharm Pharmacognosy
Biomedical Engineer	BE/BTECH/ME/MTECH in Biomedical Engineering	Certificate course in Biomedical Engineering/ M.Sc. in Biochemistry
Pharmacist	PharmD/MPharm/BPharm/Diploma in Pharmacy	Certificate in Clinical Research/ Certificate in Pharmacy Assistant/ Diploma in Pharmaceutical Analysis
Clinical Laboratory Technologist	Diploma in MLT/BSc. MLT	Certification Course in Medical Lab Technology/ Post Graduate Diploma/Diploma in MLT/ M.Sc. in Medical Lab Technology
Nurse	PG/UG/Diploma/Certification	Bachelor's in Nursing/ Auxiliary Nurse and midwifery Course/ General Nursing And midwifery/ Certificate in Primary Nursing Management (CPNM)

Source: Teamlease employer surveys administered during December 2021 and January 2022

In-Demand Courses

INFORMATION TECHNOLOGY	Job Roles	Qualification	In-Demand Courses
	System Analyst	Graduation/Post Graduation in Computer Science or IT	Software Engineering Master Certification (SEMC)/ Microsoft Certified Systems Engineer (MCSE)/ Business Systems Analysis Training Course
	Full Stack Developer	BE/BTECH/ME/MTECH with Certification Course in Full Stack Developer	The Advance Web Developer Bootcamp/ Full Stack Web Development Course
	RPA Developer	Graduation/Post Graduation in Computer Science or IT	Certification Course in RPA/ Robotic Process Automation Training
	IoT Solutions Architect	Graduation/Post Graduation in Computer Science or IT /BE/BTECH/ME/MTECH	Certificate Course in Internet of Things(IoT)/ Certificate Course in Internet of Things (IOT) using Arduino
	Junior Blockchain Developer	BE/BTECH/ME/MTECH	Certification Course in Blockchain/ Certificate Course in Python and The Blockchain Technology
RETAIL [NON-ESSENTIAL]	Job Roles	Qualification	In-Demand Courses
	Visual Merchandiser	UG in Graphic Design/ Visual Communications/Spatial Design/ Interior Design/ Retail Management	Diploma in Visual Merchandising/ Certificate Course in Product Design
	Store Associate	X/XII/Any UG /Any PG /Diploma	Diploma in Retail Management/ Diploma in Business – Purchasing
	Retail Operation Executive	BBA/MBA in any specialization	Executive Program in Retail Management/ Certificate Course in Retail Management
	Digital Marketing Executive	Any Graduate/ Any Post Graduate/ MBA / PGDM in Any specialization	Certificate in Digital Marketing and Media Management/ Digital Marketing Training Program
	Sales Associate	X/XII/Any UG degree/Any PG degree/Diploma	Executive Programme in Sales & Marketing/ Certificate Course in Sales and Operations Management

In-Demand Courses

LOGISTICS

Logistics Executive	BBA/MBA/UG or PG in Economics	Executive Certificate Program in Logistics and Supply Chain Management/ Technology in Logistics Course
Supply Chain Analyst	Post Graduation/ Graduation in Supply Chain Management	Certification or Post Graduation Certificate Program in Supply Chain Management/ Professional Certification in Supply Chain Management and Analytics
Inventory Control Manager	BBA/MBA in Inventory Management, Operations or Supply Chain Management	Certification in Production and Inventory Management/ Certificate Course in Inventory Analytics
Warehouse Operations Executive	Any Graduation/Post Graduation	Certification or Post Graduation Diploma in Operations Management/ Operations Management Training Program
Transportation Executive	Any Graduation/Post Graduation/Diploma	Diploma in Transport & Logistics/ Transportation Planning and Management Training Program

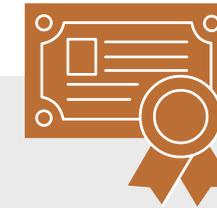


Job Roles



Qualification

In-Demand Courses



MANUFACTURING

Industrial Automation Engineer	BE/BTECH/ME/MTECH	CAP Associate Recognition Programme/ Diploma/Post Graduation in Industrial Automation Course/ Training Program on Robotics and Industrial Automation
Design Engineer	BE/BTECH/ME/MTECH	Masters in Design Engineering/ Masters Certification Program in Manufacturing Design
Manufacturing Engineer	BE/BTECH/ME/MTECH Industrial Engineering or Mechanical Engineering	MTech in Manufacture Management/Masters Certification Program in Manufacturing Design/ Advanced Diploma in Manufacturing Engineering Technology
Maintenance Associate	Any Degree/Any Diploma	Maintenance and Reliability Professional certification/ Certificate Course in Maintenance Planning & Scheduling (MPS)
Electrical Technician	Diploma(ITI)/BE/BTech/ME/MTech	Electrical Vocational Courses/Certified Electrician/ Associate Degree in Electrical Technology

In-Demand Courses

MARKETING & ADVERTISING

Social Media Marketer

Any Graduation/Any Post Graduation

Certificate Programme in Social Media And Content Market/
Certificate Course in Social Media and Digital Marketing

SEO Specialist

Graduation/Post Graduation in Business/ Marketing

Certified Search Engine Optimization Professional Program/ Advanced Course on Search Engine Optimization Strategies

Web Developer

IT/BE/BTECH/ME/MTECH/BCA/MCA

PHP Full Stack Developer Course/ Advance Certification in Full Stack Development

Content Market Strategist

Graduation/Post Graduation in Marketing/Journalism/ Communications

Certificate Course in Content Strategy and Marketing/ Brand and Content Marketing Course

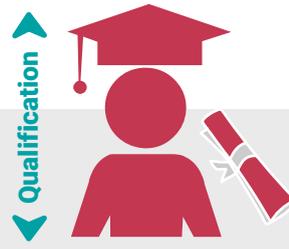
Digital Account Executive

Graduation/Post Graduation in Marketing/BBA/MBA in Any specialization

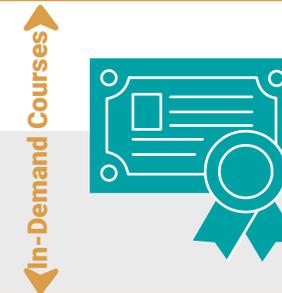
Certification in Digital Marketing/ Digital Marketing Strategy and Planning Specialization Course



Job Roles



Qualification



In-Demand Courses

MEDIA & ENTERTAINMENT

Graphic Designer

UG/PG in Fine Arts /BSc Multimedia /PG/Diploma in Graphic Animations

Certification in Graphic Design/Advance Diploma in Graphic Design/
Certificate Course in 2D Animator

Content Writer

Graduation/PG in Journalism/Literature/ Any Graduation/ Any PG

CDCW (Certified Digital Content Writing Course)/ Content Writing Master Course/ Content Writing Specialization Course

Sound Designer

Diploma/PG Diploma/Graduation/PG in Sound Design

Certificate Course in Sound Engineering and Design/ Sound Production Course

Digital Marketing Executive

Any Graduate/Any PG with Certification in Digital Marketing

Online Marketing Certified Professional (OMCP)/Google Ads Marketing Certification/ BSc in Marketing

Game Developer

Graduation/Diploma in Game Developing/ BE/BTECH/ME/MTECH

Master of Science in Animation Game Design and Development./ Computer Science for Game Development Course

In-Demand Courses

	Job Roles	Qualification	In-Demand Courses
POWER & ENERGY	Electrical Engineer	BE/BTECH/ME/MTECH in Electrical Engineering	Master of Science in Electrical Engineering/ BE in Electronics and Communication Engineering
	Design Engineer	BE/BTECH/ME/MTECH in Design Engineering, Electrical or Mechanical engineering	Masters in Design Engineering/ Master's Certification Program in Manufacturing Design
	Energy Analyst	Graduation/ PG in Finance/ Economics/Petroleum Engineering/Accounting/Mathematics/Statistics/Business	GEC(Global Energy Certification Program)/ Graduate Certificate in Renewable Energy Technologies
	Service Engineer	BE/BTECH/ME/MTECH	Masters in Mechanical Engineering or Petroleum Engineering or Electrical Engineering/ Certificate Course in General Engineering & Technology
	Power Engineer	BE/BTECH/ME/MTECH in Power Engineering	Electrical or Mechanical Engineering, PLC Course, AutoCAD(Electrical) Course/ Certification in Auto Electric & Electronics
RETAIL [ESSENTIAL]	Marketing Executive	BBA/MBA in Marketing or any specialization/Any Graduate/ Any PG	Certificate Program in Marketing Management/ Advertising & Marketing Short Term Course
	Accounts and Finance Executive	BBA/MBA in Finance Management/ Accounting or Any specialization/CA	Chartered Certified Accountant (ACCA)/ Chartered Financial Analyst (CFA)/ Certificate Course in Financial Accounting & Taxation
	Supply Chain Distributor	Any Graduation/Any Post Graduation	Professional Certificate Program in Supply Chain Management and Strategy/ MBA in Supply Chain
	Sales Associate	X/XII/Any UG /Any PG /Any Diploma	Certificate program in Sales & Marketing/ Certificate Course in Sales and Operations Management
	Customer Service Representative	X/XII/Any UG /Any PG/Any Diploma	Certification Course in Customer Service/ Customer Relationship Management Course

In-Demand Courses

TRAVEL & HOSPITALITY

Travel Consultant

Any Graduate/ Any Post Graduation

Certificate Course in Travel and Tourism/ Diploma in Travel and Tourism

Business Development Executive

Any Graduation/ Any Post Graduation

Project Management Professional Certification/ Business Strategy Development Course

Customer Support Executive

Xth/12th pass/Any Graduate/Any Post-Graduate/ Any PG Diploma

SAP C/4HANA Movement certification/ Customer Service Certification Course

Front Desk Officer

Any Graduate/Any Post Graduate

Certification in Aviation Management and Hospitality/ Diploma in Cabin Crew Services & Hospitality Management

Event Manager

Any Graduate/Any Post Graduate

Certificate in Applied Tourism and Event Management/ Event Management and PR Certification Course



Job Roles



Qualification

In-Demand Courses



TELECOMMUNICATIONS

Software Developer

BE/BTECH/ME/MTECH

Advanced Certification Program In Full Stack Software Development/ Automation Testing Master's Program.

Network Engineer

BE/BTECH/ME/MTECH in IT or Computer Science or Electronics Communication

Certified Networking & Telecom Engineer (CNTE) Program/ Diploma in Computer Hardware and Networking (DCHN)

System Analyst

ME/MTECH/BE/BTECH/MSc/BSc

Certification Course in IT/ Business Systems Analysis Training Course

Database Architect/Designer

ME/MTECH/BE/BTECH/MSc/BSc in Computer Science

IBM Certified Data Architect – Big Data/ Course in Database Architecture, Scale, and NoSQL with Elastic Search

Data Analyst

UG/PG in Mathematics, Statistics, Computer Science, IT

Certification in Data Analytics Program/ Google Data Analytics Professional Certification/ Certificate Course in Big Data & Hadoop

Quotes from Vice Chancellors



**Prof. Mohd. Nafees Ahmad Ansari,
Director of Centre for Distance Education,
Aligarh Muslim University**

- Employability is an amalgamation of the right skills, necessary qualifications, ability to identify one's core strengths and spot the right job fit, and a passion for securing the job to make one's career.
- Twenty-first-century education in India and globally is faced with the realization that there needs to be a growing emphasis on alignment between how students are educated, what and how they learn, and how they are prepared for the world beyond the classroom. To meet the industry requirements, education institutions need to develop and implement strategies that meet both the needs of a diverse population and the needs of the business to fill the roles that require a skilled workforce in a rapidly changing economy.



**Prof. K.R.S. Sambasiva Rao,
Vice Chancellor,
Mizoram University**

- Employers are in a volatile job market dynamic, thanks to the pandemic. The market is routinely witnessing erratic demand for roles and skills. It pays well for candidates to heed the fundamentals of being 'employable' in such volatile times. Employability is not just about skills but also about remaining attractive to varying employer requirements. This, in turn, means staying abreast of the workings of the job market, so one knows what roles and skills are in demand and what aren't.
- Students and young professionals need to keep one eye on developing core domain skills while also investing significant time and energy in building essential soft skills required across job roles and leadership levels. Learners must constantly work towards building skills like analytical thinking, active learning, problem-solving, adaptability and flexibility, and communication skills to grow holistically.



**Prof Raghuvir Singh,
Vice Chancellor,
Teerthankar Mahaveer University**

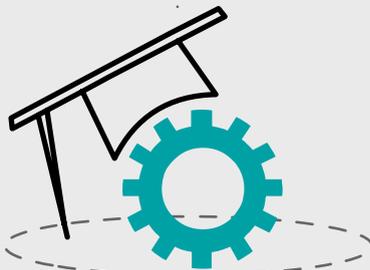
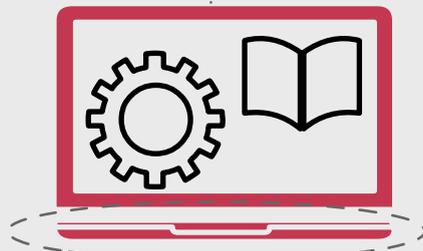
- Students can no longer rely on developing a specific skill set during their educational journey and expect those skills to carry them into retirement. The life of skills is shrinking quickly, and continuous education and upskilling are no longer just an option but have become imperative for everyone to grow and succeed in their careers.
- Professionals who take the long view and are willing to invest in themselves by taking up new skills consistently will be the ones who continue to innovate, grow, and lead the world into a resilient future.





KEY TAKEAWAYS

KEY TAKEAWAYS



Demand for fresher talent has significantly increased for the current half year (Jan–Jun 2022), and the Indian job market is recovering substantially faster compared with markets around the world.

The sectors and cities that led Hiring Intent for the period of Jul-Dec, 2021 continue to lead in the Jan-Jun, 2022 period as well. Sector trends project a healthy growth of future prospects for freshers, especially Information Technology.

The job market for freshers is recovering rapidly from the pandemic, giving rise to a surge of jobs in demand– tech and non-tech – albeit, tech skills are fairly critical across both these categories of job roles.

Across sectors of choice, jobseekers would do well to equip themselves with a variety of skills and courses with necessary technical skills.

More than twice the proportion of Indian employers share positive sentiment in favor of hiring freshers as compared with any region in the world.

Programming Skills have been credited as the most essential Associated Skill across various job roles in demand for freshers.



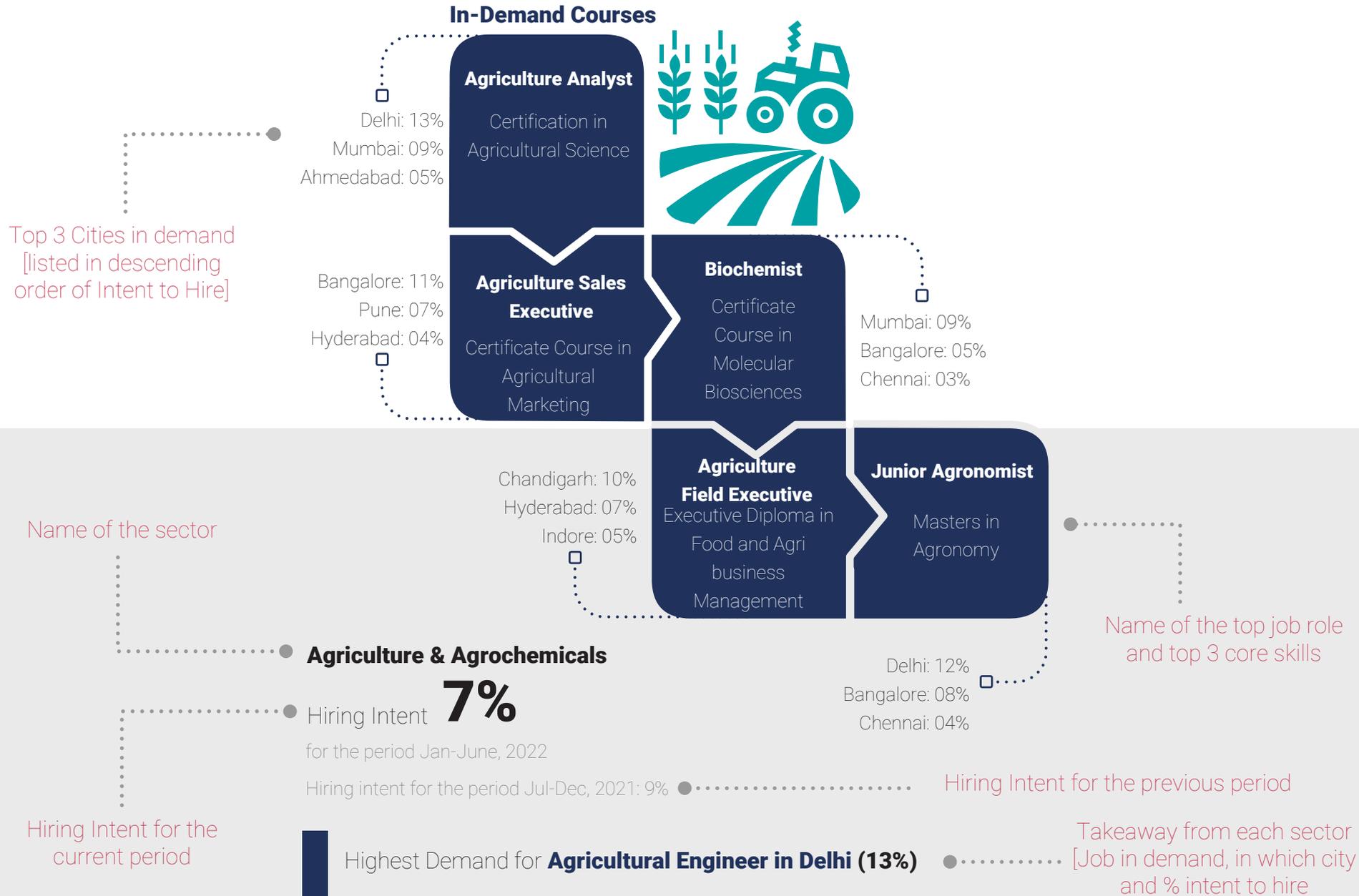


ANNEXURE

Interpretations,
Sample Design,
Methodology &
Bibliography

Interpretations – Sector trends

How to read the data tables



Percentages indicates the related Intent to Hire for the role

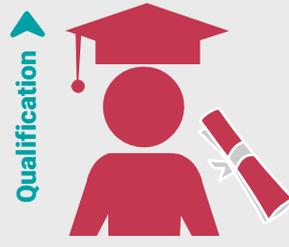
Interpretations – In-Demand courses

How to read the data tables

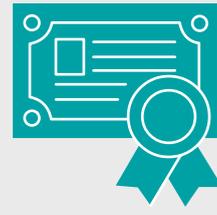
	Name of the sector	Name of the job role	Minimum qualification required for the job role	Top In-Demand courses which improve candidate's employability for role
AGRICULTURE AND AGROCHEMICALS		Agriculture Analyst	PG/UG in Environmental/Agricultural Economics	Certification in Agricultural Science/ Certificate Course in Agronomy
		Agriculture Sales Executive	PG/UG in Agriculture/Agribusiness or Any PG/ UG degree	Certificate course in Agribusiness Management/ Certificate Course in Agricultural Marketing
		Biochemist	PhD/ PG/ UG in Agriculture Biochemistry or PG/ UG in Biotechnology/ Molecular Biology/ Microbiology/Genetics	Professional Graduate Programme in Bioscience/ Certificate Course in Molecular Biosciences
		Agriculture Field Executive	PG/ UG in Agriculture/ Veterinary science/ Chemistry/ Zoology	Executive Diploma in Food and Agribusiness Management/ Advanced Certificate in Applied Management
		Junior Agronomist	PG/ UG in Agronomy/ Agriculture/ Biotechnology	Masters in Agronomy/ Certification in agriculture, Economics and Nature



Job Roles



Qualification



In-Demand Courses

PG : Post Graduation

UG: Under Graduation

Sample Design, Methodology & Bibliography

Sample Design

India

Business Size	Small <small>[Up to 500 employees]</small>	Medium <small>[500 – 5000 employees]</small>	Large <small>[>5,000 employees]</small>
No. of Businesses	371	281	177

Sectors	Manufacturing <small>[Up to 500 employees]</small>	Services <small>[500 – 5000 employees]</small>	Technology <small>[>5,000 employees]</small>
No. of Businesses	252	386	191

Global

Sectors	Manufacturing	Services	Technology
Africa	2	4	5
Americas	5	7	10
APAC	7	10	12
Europe	3	3	4
Middle East	2	5	8

Methodology



Bibliography

- TeamLease Employment Outlook Report, Q4, Jan-Mar, 2022
- 10 highest paying degree in the UK 2022, edvoy, January 2022
- 12 Careers are best chance to get job in 2022, career fitter
- Jobs in these 10 industries will grow most in demand in 2022, Insider, January 2022



 **TeamLease**TM
EDTECH
Making India Employable