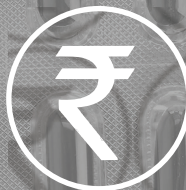


DECODING JOBS-2021

taggd.
By ✱ PeopleStrong

PHARMACEUTICAL & HEALTHCARE INDUSTRY THE INDIA STORY



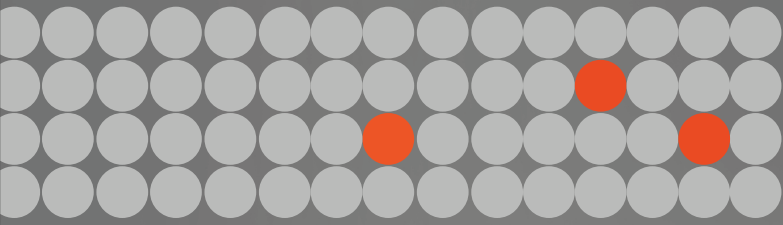
Academia Partner



Industry Partner



Confederation of Indian Industry
125 Years - Since 1895



ABOUT THE TEAM

taggd.

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




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

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

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

To hire from us, contact us

 corporaterelations@sunstone.edu.in

 +91- 9501 534 435



Confederation of Indian Industry 125 Years - Since 1895

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

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

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



ACKNOWLEDGEMENT



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

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

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

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

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

FOREWORD FROM THE PRESIDENT'S DESK



DEVASHISH SHARMA

Founding Member & President
Group Chief People Officer, PeopleStrong

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

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

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



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

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

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

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

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

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

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

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

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



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INTRODUCTION

The Indian pharmaceutical industry has emerged as a giant across the globe, coping and uplifting through the pandemic, outgrowing its potential. The rapidly growing innovations in the sector are contributing towards dissipating the coronavirus immensely. The industry is the largest producer of generic medicines globally. The Indian pharmaceutical sector caters to the global demand of over 50 percent for various vaccines. In the wake of a pandemic, the position of Indian pharmaceutical industry has elevated further. The pharmaceutical exports from India stood at US\$ 16.3 billion in FY20.

The sector is expected to reach the value of US\$ 100 billion in 5 years' time. It will list India among the top 10 countries with respect to medicine spending. The domestic market is also set to expand as the accessibility and affordability of drugs along with upgraded medical infrastructure drive the patient pool.

The Indian pharmaceutical sector is the 3rd largest in the world, employing close to 2.8 million people of the 100M organized workforce in India.

Pharmaceutical Sector And It's Robust Progress

The sector is actively engaged in the global fight against COVID, manufacturing generic medicine and is set to becoming the pioneer in producing the COVID 19 vaccine. Ever since the pandemic hit, the sector doubled its potential to manufacture and has kept abreast with the critical medical situation of the healthcare sector. The country at present is witnessing its first immunization drive against COVID.

The industry has received a much-needed boost in recent times which has scaled its importance. As the industry falls under the essential service category,



it enjoyed zero roadblocks in delivering and manufacturing. The sector has also optimized various digital methods to reach its full potential.

By October 2020, the sector had exported pharmaceuticals worth US\$ 13.87 billion in FY21. The sector had also attracted an FDI inflow worth US\$ 16.54 billion between April 2000 and June 2020 according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Government Initiatives

The Indian government has reached out in full support of the pharma sector. As India depended on China to fulfill its requirement for key starting materials (KSMs), intermediate and APIs, the launch of the 'Make in India' program has improved the country's reliance on homemade KSMs. The government has also announced plans and played a crucial role in driving the growth of this sector. Some of the initiatives are listed below:

- The Government of India has ordered FDI up to **100** percent under the automatic route for manufacturing of medical devices subject to certain conditions.

- The government has announced a production linked incentive (PLI) scheme for the pharmaceutical industry worth **Rs. 15,000 crores (US\$ 2.04 billion)**.
- The government has launched the National Health Protection Scheme which is also the largest Government funded healthcare program in the world. It aims to benefit 100 million poor families in the country by providing a cover of up to **Rs. 5 lakh (US\$ 7,723.2)** per family per year
- **'Pharma Vision 2020'** envisages India as a global leader in drug manufacturing. The approval time for new facilities has been reduced to boost investment.
- The Government of India has offered Rs. **6,940 crore (US\$ 942.8 million)** production linked incentives between **5-20%** for incremental sales.
- The Indian government also plans to set up three mega drug parks.
- National Digital Health Mission has been initiated to create capacities and has put in place digital health facilities for the populace.

Impact On Pharma In The Post Covid Period

The pandemic has accelerated the deployment of technology in the healthcare landscape. With strong IT collaboration, the pharmaceutical industry has cake walked through the pandemic. The lesser need for manual labor and e-documentation, along with increased data analytical solutions and ability to retrieve pharma related data to easily prevent medical errors, has upscaled the potential of the sector. The sector has opened up new platforms enabling IT infrastructure. High technology medical devices, electronic prescribing systems etc. have motivated the development of the pharma sector. At present, India is a supplier of 25 percent of the global demand for medical devices, besides manufacturing generic drugs. The medical devices industry in India has been growing at 15.2% annually and is expected to reach US\$ 8.16 billion by 2020 and US\$ 25 billion by 2025.

Such everyday growth has bolstered hiring percentages in the pharmaceutical sector in various capacities.

While the IT enabled infrastructure and low production costs have paved way for major investment opportunities in the sector, they have also increased the number of job openings.

Pharma & Healthcare industry is expected to add nearly 210,000 new hires in 2021, up from 170,000 jobs added in 2020

Talent, Skills And Learning Drive The Pharma Landscape

Industry size and key factors

- India is the largest supplier of generic drugs. Indian drugs are exported to more than 200 countries in the world, with the US being the top market.
- The government has increased FDI to 74% in existing pharmaceutical companies and 100% in new projects.
- The Government expenditure on healthcare has increased to Rs. 3.24 lakh crore (US\$ 45.96 billion) in FY20.

The realization of the significance of this sector in this critical pandemic period has provided sufficient motivation to pharmaceutical firms to strengthen their functions and operations. Therefore, procuring the right talent pool that adopts digital dexterity and delivers maximum output is requisite to the industry. Firms have stationed to engage more effectively and shift the pattern of their operations from task oriented physical environment to virtual mode of work platform. The digital training of employees is best targeted for the development and expansion of the sector.

The rising stature of the Indian pharmaceutical industry globally pertains to the following:

- **Low-Cost Production:**

The production cost of pharma in India is 50 percent lesser than that of the western countries, while the cost of clinical trials is around one-tenth of western countries.

- **IT & Pharma connectivity:**

The combining of various IT automated systems in the pharma sector such as computerized physician order entry (CPOE), enterprise resource planning (ERP), laboratory information management system (LIMS), customer relationship management (CRM), clinical trial management system (CTMS), sales force automation (SFA) etc. has improved the functioning of the industry. These systems have also improved the information flow among the pharma work force.

- **Favorable Regulatory Frameworks:**

The favorable frameworks regulated by the Government of India is integral to the growth of the sector. Increasing budget allocation to healthcare has also developed the domestic pharma market leading to greater competition among pharmaceutical firms.

- **Large Workforce:**

The sector witnesses a huge influx of medical students aspiring to join the industry. Hence, it also enjoys a wide talent pool to hire from.

The sector has created an enormous value chain and a river of opportunities in its quest to become a self-reliant, high output and profitable business with less dependency.



DECODING THE TALENT LANDSCAPE OF INDIA



The Talent Landscape - A Sunstone Eduversity Perspective

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

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

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

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

The Education Skill-Chasm

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

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

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

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

Rethinking Education With A Pragmatic Lens – A Sunstone Case Study

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

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



Result-Oriented In Curriculum

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

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

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

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

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

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

within weeks.

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

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



Focal Shift In Specialisations And Trainings

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

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

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

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

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



Tailor-Made Talent Availability

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

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

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

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

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

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

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



Piyush Nangru
Co-Founder & COO,
Sunstone Eduversity

DECODING THE HIRING LANDSCAPE OF INDIA

Pharmaceutical & Healthcare Hiring Intent and Trends in 2021

Nearly half of surveyed companies expressed positive hiring intent

The India Hiring Intent Survey 2021 put forth the hiring intent of 200+ employers, of which 10 percent constituted the pharmaceuticals sector. Of all the companies surveyed from a diverse range of industries, 46 percent reflected a positive intent towards hiring while only 17 percent remained negative in their hiring attitude. A significant 37 percent reflected no change in their hiring intent as it was expected to function as usual in FY 2021-22.

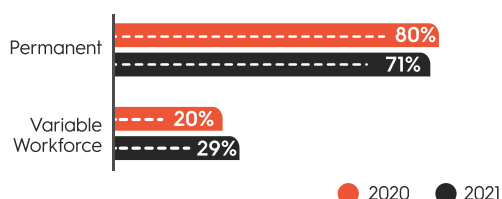
HIRING INTENT



Hiring Intent By Employment Type

The share of variable workforce and gig employees is expected to rise up to 29 percent in 2021 from 20 percent in 2020. While the share of permanent employees will lower down to 72 percent from 81 percent in 2020.

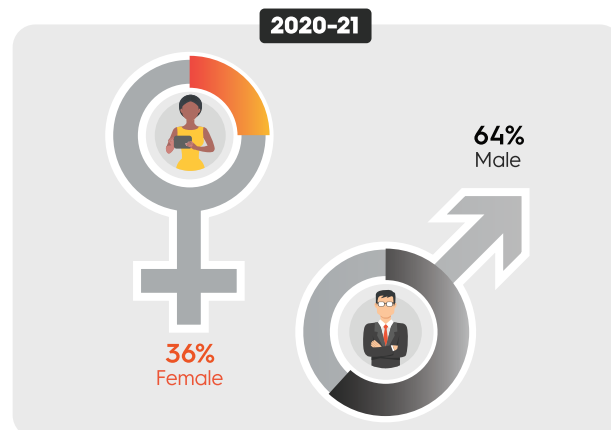
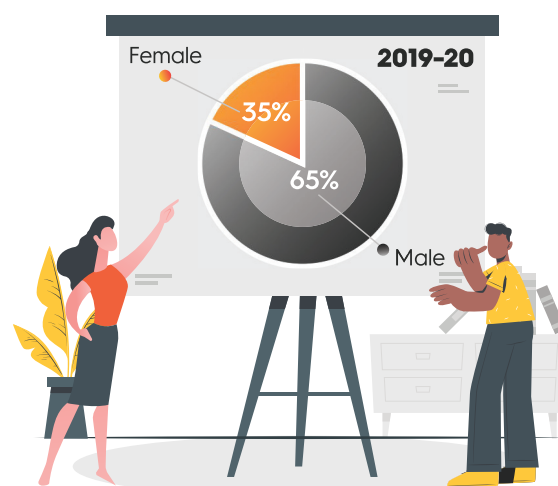
HIRING INTENT BY WORKFORCE MIX



Hiring Intent By Gender Diversity

The percentage share between male and female workforce in the pharmaceuticals sector stands at 65% and 35% respectively. There is a slight needle movement in the composition, as survey takers have displayed an increased intent to hire women in the near future. This is in line with the trend of increasing number of women in roles such as sales that demand a lot of feet-on-field.

HIRING INTENT BY GENDER DIVERSITY MIX



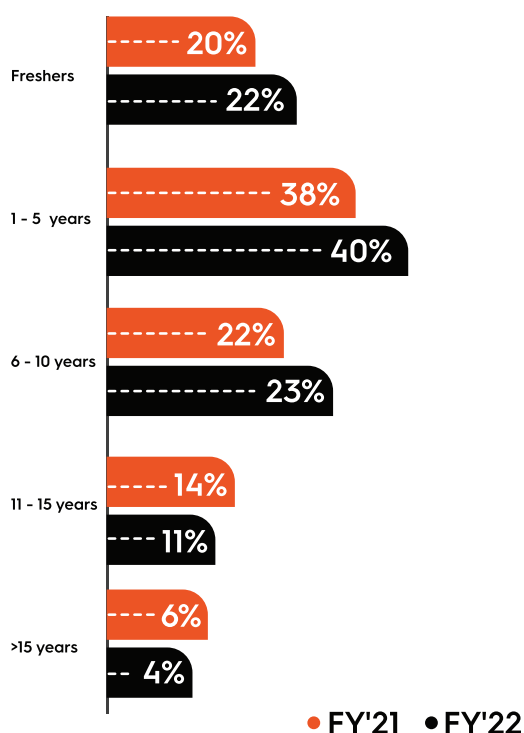
Hiring Intent By Work Experience

Freshers and people with experience ranging between 1 and 5 years are expected to be in demand

The survey indicates that a lot many firms will be inclined in recruiting freshers, increasing the average number of freshers from 20 in 2020 to 22 in 2021. The inclination for candidates with 1 to 5 years of experience is also evident as average numbers are expected to increase from 38 in 2020 to 40 in 2021.

Apart from this, the preference for candidates with 6-10 years of experience will also increase slightly from 22 in 2020 to 23 in 2021. The hiring for candidates above 10 years of experience will proceed with no increase in expected numbers.

HIRING INTENT BY WORK EXPERIENCE MIX



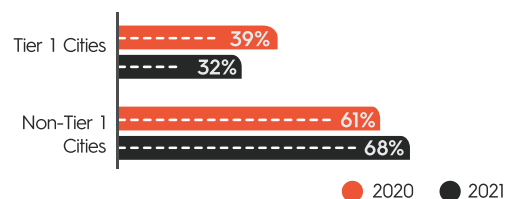
Hiring Intent By Education

Graduates and Engineers
will form more than of
the demand pool in **2021**

Hiring Intent by Location

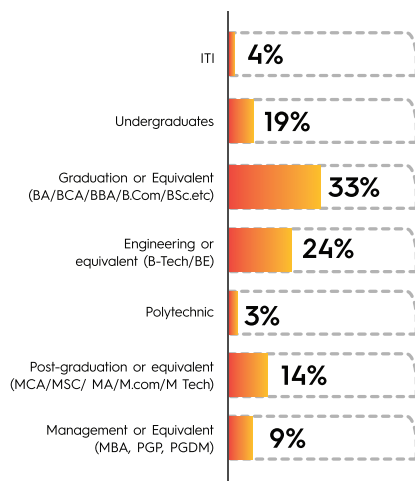
With the upcoming development in non-tier 1 cities, the hiring intent of the talent pool from these locations will witness a two-fold rise from an average of 61 to 68, as reflected in the survey findings. The hiring from tier 1 cities will reduce from 39 to 32 in order to incorporate more diverse and aspiring candidates from the upcoming geographic locations.

HIRING INTENT BY LOCATION MIX



The survey has revealed a slight surge in the hiring of post-graduates and graduates. The average number of post-graduates will increase from 9 to 14 in 2021, while the average number of graduates will scale up to 33 compared to 24 in 2020. There will be a small rise in the requirement of engineers, from an average of 23 to 24 in 2021.

HIRING INTENT BY EDUCATION -



Hiring Intent by Skills

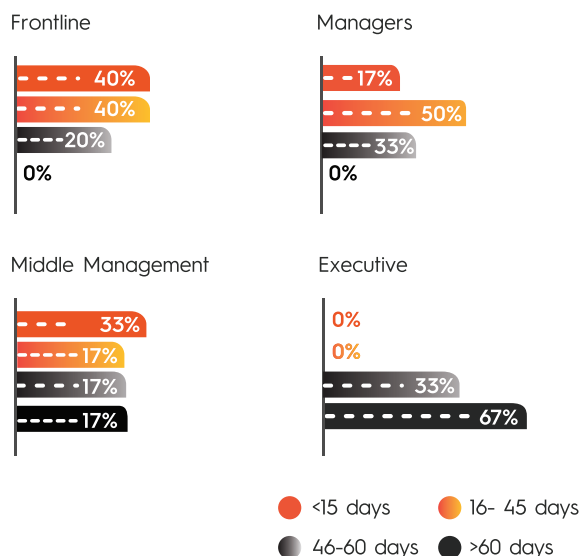
An industry as essential as pharmaceuticals requires a skilled and trained workforce to operate and function well. The integration of the industry with advanced technology has opened up new positions to be filled. Skills that have deepened the hiring intensity relate to detailed technical knowledge, analytical skills, observational skills, knowledge on regulatory laws, testing and analysis-based skills as well as marketing and communication skills. Moreover, as companies look at exploring more tech-enabled healthcare solutions to greater demand, digital literacy will be important across functions and experiences. Virtual leadership and team management is an aspirational skill set to become an integral part of the pharma sector.

TOP SKILLS IN DEMAND:

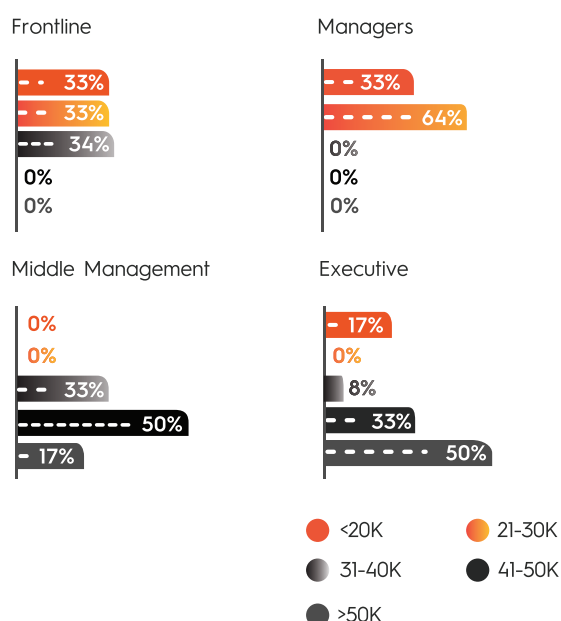


KEY HIRING METRICS OBSERVED IN PHARMACEUTICALS SECTOR

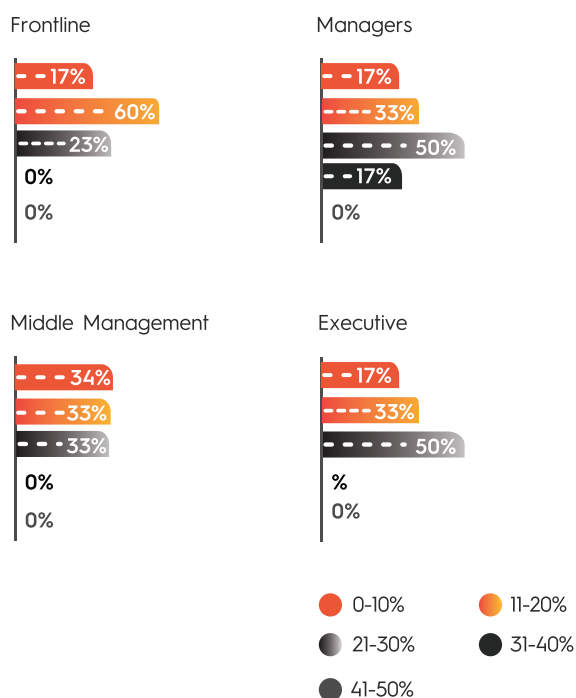
Average Time to Hire



Cost Per Hire



Average Hike %



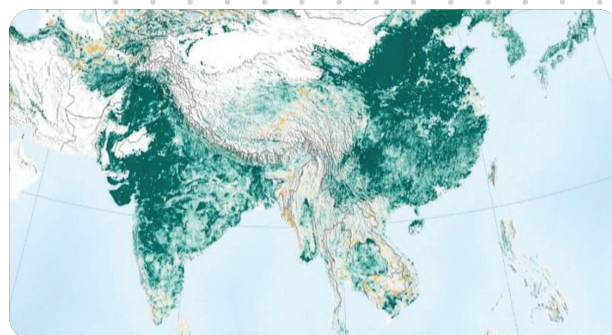
Driving Factors Supporting The Pharmaceuticals Industry

As India's epidemiological landscape has expanded and improved along with the world grappling with coronavirus, the demand for drugs has increased at a global level.

- The pharmaceutical industry in India is working in close proximity to the government, advancing the medical infrastructure and healthcare facilities.
- In order to maintain the supply of drugs, the sector is now set to developing active pharmaceutical ingredients (APIs) on its own, aiming at reducing its dependency on China. This will place India as the largest pharmaceutical supplier on the global map.
- The penetration of health insurance across the country has pushed forth the expenditure on medical and healthcare to the advantage of the sector.
- The increase in private sector investment in research and development and acquisitions is driving maximum growth in the sector and yielding better results.

India vs Rest Of The World

Climbing up the ladder as a leading supplier of drugs, the Indian pharmaceutical sector has posed a strong competition to western countries. It is also a rival to the United States, concluding 40 percent of the generic drug demand in the US and 25 percent for all the medicines in the United Kingdom. Six generic drug makers -- Dr. Reddy's Laboratories, Zydus Cadila, Glenmark Pharmaceuticals, Torrent Pharmaceuticals, Hetero Drugs and Ackerman Pharma have entered a deal with Hidalgo, a state in Mexico, to establish a large pharmaceutical cluster for production and logistics in Mexico.



BUILDING TOMORROW

PHARMACEUTICAL & HEALTHCARE IN THE POST-PANDEMIC WORLD



Along with all other necessary and relevant industries, the pharmaceutical sector has also embraced the virtual workplace norms and trends. It has optimized the use of digital solutions for better innovation and also curbing the existing issues in the field. It has also created opportunities for the young and aspiring talent pool of the nation with its quick integration with IT. Therefore, leading the way forward with an aim to emerge as a giant player in the sector involves the adoption of a sustainable plan of action. Moving forward, the pharmaceutical sector must perform beyond the hard way :

Emerging Skills And Advancement:

Pharmaceutical firms have enabled digital training to be made accessible to its employees. The firms are determined to deploy maximum and resourceful digital technology for improving production and inventory levels. The state is also required to step in and lend more importance to medical curriculum and training.

Curbing The Supply-Chain Disruption: As COVID 19 revealed a vulnerable state of logistics and supply chain, the firms are full fledgedly focused on curbing these disruptions. The firms are shifting from antiquated methods and building new and efficient ways of operations that save time and cost.

Collaborating With Academic Institutions: With a boost in investments for R&D, firms in the sector must reach out to collaborate and work closely with academic institutions for further development in the medical field. For e.g., the Indian Institute of Technology (IIT) Bombay has stepped up research and development (R&D) amid COVID-19 and researchers have developed innovations such as a portable sterilization device and germicidal cabinet; wheeled sterilization unit, especially for hospitals; a portable and rechargeable car sanitizer; eco-friendly sprays, and alcohol-free and bleach-free sanitizers.

What Are The Candidates looking For?

As the pharmaceutical sector has emerged as a giant across the globe, aspiring candidates in the field are seeking better pay and job security along with healthcare benefits or reduced healthcare costs. The penetration of pharma companies in both rural and urban areas has gained wide attention from aspiring candidates. The sector has also incentivized the engagement of these motivated individuals, providing maximum benefits in turn.

LEADERS SPEAK



One of the big shifts which we have noticed across organizations in last 6 to 8 months is that People Leaders are now moving from Task-orientation to Result-orientation. The concept of self-directed teams are expected to drive business growth and have a direct influence on the growth as compared to the past. The leadership dynamics too will change as Leaders need to shift their focus from Activity to Outcome-based measurement for success and they have no option but to enable and empower frontline leaders.

-Devvesh P Srivastav, Apotex



"Digital Dexterity, agility and resilience are key for talent to stay relevant in the current scenario. At Mankind, because of the technology advancement, we have set up a new department recently and are seeing new roles opening in the technology domain. In the coming years we will be looking for talent to fill these tech and semi tech roles across manufacturing shop floors, R&D as well as marketing teams."

-Farhat Umar, Mankind Pharma



The pandemic has opened opportunities across the healthcare industry. In terms of talent, we at Indegene have hired last year and plan to onboard talent in 2021. The work from home option has opened a new talent pool. Good talents who were reluctant move to metro cities due to some personal reasons can now work from their hometowns, so options for talent in tier 2 and tier 3 cities may go up in the coming years. Moreover, the returning mothers talent pool has a good chance come back to work due to option of remote working. Hiring in ATOM roles that are a blend of Analytics, Technology, Operations, Medical Expertise is expected to increase in the coming years. In terms of functions, R&D, trials and approvals are areas that are in focus and are expected to experience growth in the future

-Soosai Agnel Jude, Indegene



Whether it's the field force or manufacturing you see lesser participation from women owing to certain concerns that keep cropping up from time to time. Companies are making conscious effort in bridging the gap by creating and earmarking roles wherever possible. At Emcure, we are currently focusing on increasing locational diversity and gender diversity. As a company, we have been very west-centered. We have predominantly looked to

hire people from close by. Today our diversity mix coming in from north south east has increased considerably. Likewise, in the gender category we have started to build upon some of the new roles in manufacturing where we can hire women. There are certain roles in manufacturing that we will not be able to hire women owing to certain regulations that come along but there certainly are roles in other functions where they can join. We are trying to build the numbers slowly and steadily. Within sales and marketing, we are looking at metros for bringing in more women in the roles earmarked for them. In terms of overall hiring numbers, digital has played a huge role. We are expecting a significant needle movement in tech roles. The other area where we are expecting a lot of numbers coming through is the planning and scheduling function. But with pandemic, it's important to have the right skill set and the right number of people to meet the production demand.

-Tulika Joshi, Emcure Pharmaceuticals



With digitization and new talent trends emerging, there has been a roaring demand for rightly qualified professionals in the fast-growing Pharmaceutical space, with Companies sprucing up their staffing levels in 2021, and beyond. One of the most powerful trends post the global Covid-19 pandemic - and showing no sign of slowing - is the blending of healthcare with technology. There is a rapid demand for IT professionals in this sector. Moreover, IT security talents are in demand, with remote enabled training replacing the original classroom training. The focus has been shifted from conducting the Pharma business in traditional ways to the adoption of agile working practices for ensuring digital transformation, aimed at strengthening the healthcare ecosystem.

-Udbhav Ganjoo, Mylan Laboratories



METHODOLOGY

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

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

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

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





Emergence Of A New Workplace

- 
A welcome shift in hiring
 Digital-led talent acquisition will be the approach for the new age. Processes such as zero-error virtual hiring and onboarding are now at the forefront.
- 
New models of employment
 Companies are moving towards higher-order skills offshoring, leading to new employment models - contract, gig, full-time, etc.
- 
Enhanced Employee Experience
 Increased engagement, focus on well-being, constant communication for motivation are focus areas for companies for a smooth transition to new normal





ANSHUMAN SRIVASTAVA
Chief of Customer Success
Automotive, Manufacturing
& Engineering



VISHAL BHARDWAJ
Chief of Customer Success
Information Technology
& Pharmaceuticals





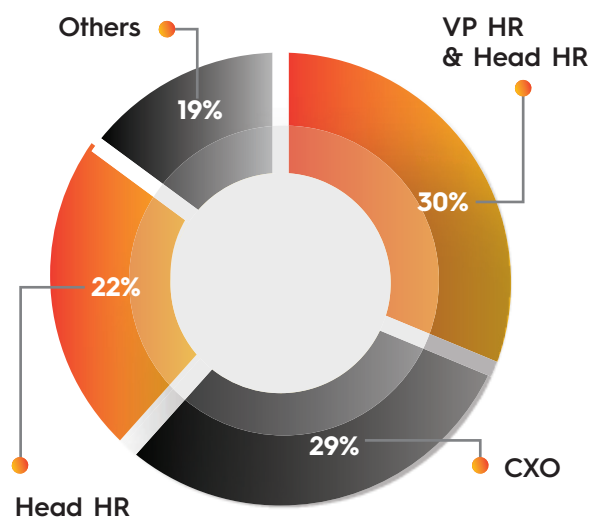
Presents

DECODING JOBS

Metamorphosis Of The Workplace

Key takeaways from #ThinkTankSeries2021





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

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

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





The Future Of Work



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



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







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

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

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

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



For more information and insights reach out to
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