

# DECODING JOBS 2021

taggd.

By ✱ PeopleStrong

DECODING JOBS FOR THE  
INFORMATION TECHNOLOGY INDUSTRY

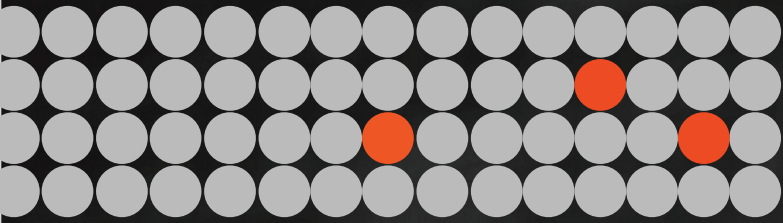
Academia Partner



Industry Partner



Confederation of Indian Industry  
125 Years - Since 1895



310558 310458 3104985304958 1340088



# 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.**



# CONTENTS

- 09** INTRODUCTION
- 13** DECODING THE TALENT LANDSCAPE OF INDIA
- 17** DECODING THE HIRING LANDSCAPE
- 21** BUILDING TOMORROW  
INFORMATION TECHNOLOGY IN THE POST-PANDEMIC  
WORKPLACE
- 22** LEADERS SPEAK
- 24** METHODOLOGY



# INTRODUCTION

The Information technology industry has undergone an evolution which is humongous and manifold and has significantly changed the landscape of business standards and digital infrastructure in the country. The emergence of the COVID 19 crisis upon the globe and a subsequent public health emergency announced by WHO in January 2020 left the players in this sector extremely concerned. However, the pandemic further enabled the progress and fueled the demand and need of the industry. This recovery in demand by the industry got initiated right in the initial months of the countrywide lockdown when tech firms in the industry began catering to the rising digital demands of the general populace. As such, tech firms are also projected to recruit more to fulfill the upscaling demand.

## INDUSTRY SIZE AND KEY FACTORS

The **largest exporter** of IT (Software, Services, BPM)

**4.5 million** Employees of approx. **100 million** organized workforce

**1.05 million** Employees Employed by **Top 5 IT Companies**



IT-BPM revenue - **US\$ 191 billion** in FY20

Indian IT industry has more than **17,000 firms**, of which over **1,000** are large firms with over **50** delivery locations in India.

The computer software and hardware sector in India attracted a cumulative foreign direct investment (FDI) inflow worth **US\$ 45.97 billion** between April 2000 and June 2020.

The sector ranked **2nd** in FDI inflows as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

The Indian IT industry has emerged as the largest private sector employer employing approximately 4.5 million people, of which approximately 1.3 million employees are women. India has also very capably transformed into a digital economy with over 450 mn plus internet subscribers, only second to China in the digital race. The industry's revenue was estimated at around US\$ 191 billion in FY20, growing at a rate of 7.7%. Where in, the domestic revenue of the IT industry was estimated at US\$ 44 billion and export revenue was estimated at US\$ 147 billion in FY20.

## Government Initiatives

As of 2020, India has emerged as a global digital capabilities' hub with around 75% of global digital talent present in the country. The industry in this regard has gained significant support from the government. The government's ambitious

programs envisage a strengthening model to facilitate the growth and benefit of IT services to each and every citizen of the country. The Indian government has also provided a much-needed boost to the industry, integrating IT services in governance, management and banking along with other industrial fields. **Some noted initiatives by the state to enable a significant push in the IT industry are listed below:**



The government has allowed up to 100% FDI in the fields of data processing, software development and computer consultancy services, software supply services, business and management consultancy services, market research services, technical testing and analysis services, under automatic route.



The government has released the National Policy on Software Products 2019 in order to develop India as a software product nation.



The government has presented Simplified Other Service Provider (OSP) guidelines to improve the ease of doing business in the IT industry.



Tax exemptions for three years have been introduced in a block of seven years for start-ups under the 'Start-up India' scheme.



The National Optical Fiber Network (NOFN) is designed which aims to connect all 250,000 Gram Panchayats (village council) in the country with high-speed broadband, facilitating a better model of e-governance.



Setting up of a national level program to enable efforts in AI<sup>^</sup> and leverage AI<sup>^</sup> technology for developing the country. Artificial Intelligence and Machine Learning are projected to contribute US\$ 1 trillion to Indian economy by 2035.

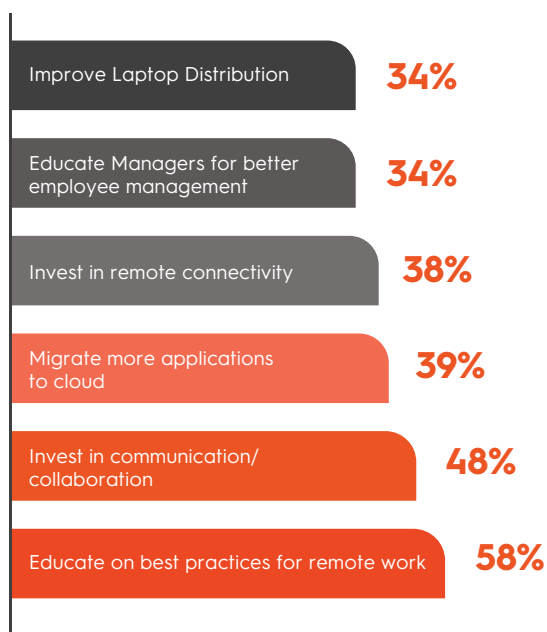
Apart from this, the country spends \$1.6 bn annually on training the workforce in the sector. The IT spending in India is also projected to increase by 6 percent to reach US\$ 81.9 billion in 2021.



## Indian IT Sector Emerges Resilient During Covid-19

Of all the developments and projected growth patterns of the IT sector, the resilience demonstrated by the industry in keeping up during the Covid 19 crisis has outshined all other sectors. Leading IT firms are strengthening the values of innovation and research in the sector. Even amidst a scenario of a global public health emergency, the industry has proven its capabilities in delivering both on-shore and off-shore services to its global clients. Hence, the Indian IT industry has emerged as the topmost offshoring destination for IT companies across the world. The industry is expected to grow to US\$ 350 billion by 2025.

### Actions to Support 2021 Workforce



## Where is the talent demand moving?

The Indian IT sector enjoys an immense share of the talent pool that accounts for 75 percent of the global digital talent. Furthermore, the adoption of artificial intelligence, Big Data analytics, cloud computing and the Internet of Things (IoT) has

expanded the size of the sector, leaving room for incorporating an enormous batch of talent pool.

Tech firms are on the run to connect with and recruit more IT professionals to ensure business continuity. As the linkage between technology and economy has coupled, the responsibility has fallen upon the IT industry to innovate and sustain its operating model in the longer run. The acceleration of digital transformation in all walks of life has provided the industry with an upper hand for driving growth.

### Emerging Trends



The integration of IT services in the field of health, education, telecom, e-business etc. has created a wide market, both domestic and global for the Indian IT sector. The sector is now a key player in the fourth industrial revolution phase as new cities emerge and the penetration of internet and mobile phones have reached every nook and corner of the nation.

The Indian IT industry enjoys additional advantages for its prominent role in boosting India's growth. Some of them are listed below:

- **Cost - Competitiveness:** The country's cost competitiveness in providing IT services, which is approximately 3 to 4 times more cost-effective than the US, makes for a strong unique selling proposition in the global sourcing market.
- **Minimal entry barriers and relaxation of FDI norms:** The volumes and potential growth of India's mobile market makes it an important investment destination world over. Up to 100 percent FDI is allowed in the sector.
- **Establishment of Special Economic Zones:** An Act to provide for the establishment, development and management of the Special Economic Zones for the promotion of exports and for matters connected therewith.
- **Demand for high end IT skills and professionals:** The road to development ahead has created a robust demand for high end IT skills and professionals. Tech firms are looking to recruit on a large scale to supply the demand related to new generation technologies.

- **Low-cost delivery infrastructure:** Tech firms in the post Covid era are embarking upon the journey of productivity improvement, introducing innovative and low-cost operational models to deliver maximum output.

## What are the Candidates looking for?

The IT industry has leveraged the standards of the workforce and also enabled life - long earnings. Hence, India being a preferred destination for the development of the sector, the talent pool has additional expectations from the players in the industry. These additional expectations pertain to extra and substantial earnings, enhanced skill training to stay well versed with the new generation technologies and also to promote the protection of intellectual property as candidates in the field undergo an innovation surge. The industry is focused to fulfill the aspirations of the candidates as they report sharper jumps in hiring numbers.



# 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*



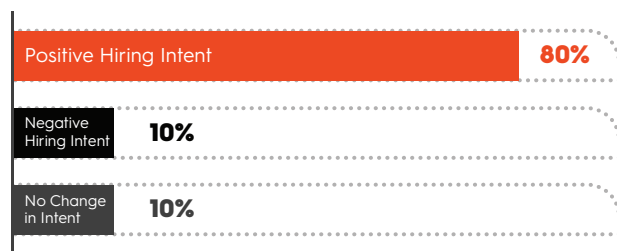
**Piyush Nangru**  
Co-Founder & COO,  
Sunstone Eduversity

# DECODING THE HIRING LANDSCAPE

## IT Hiring Intent and Trends in 2021

A primary survey was conducted among 200+ employers from various important industrial sectors to determine their hiring intent for 2021, of which 19 percent constituted leaders from the IT industry. 80 percent of the IT leaders reflected a positive hiring intent for the ongoing year. Only 10 percent of the overall survey takers reflected a negative hiring intent while the remaining 10 percent declared no change in their hiring intent at all.

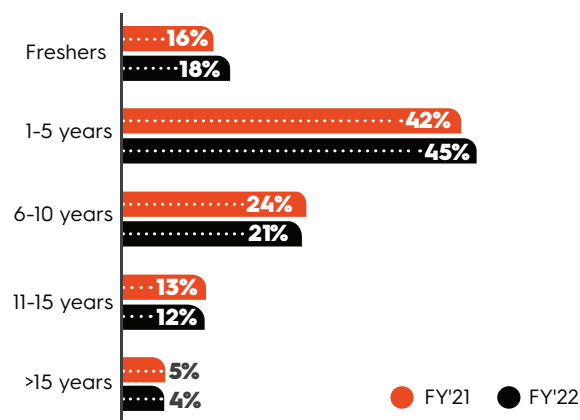
### HIRING INTENT



### Hiring Intent by Work Experience

The survey reflected a rise in the hiring of freshers in the industry. The average number of freshers hired is to rise up to 18 in 2021 from 16 in 2020. The demand for people in the 1 to 5 year experience range is also expected to go up to 45%. While the industry honored almost all of the campus recruit offers, some with a lag, this is a welcome momentum compared to initial months. The hiring of interns will also witness a slight hike, from an average of 9 in 2020 to 11 in 2021. Other than this, the survey reported that the demand for professionals with 1 to 5 years of experience or even above will remain almost similar to that in 2020.

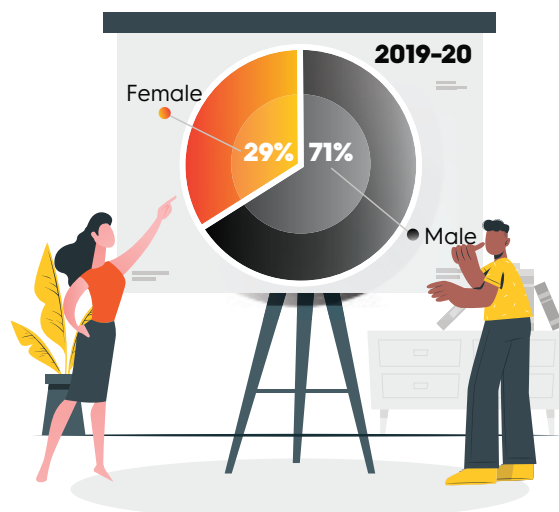
### HIRING INTENT BY WORK EXPERIENCE MIX

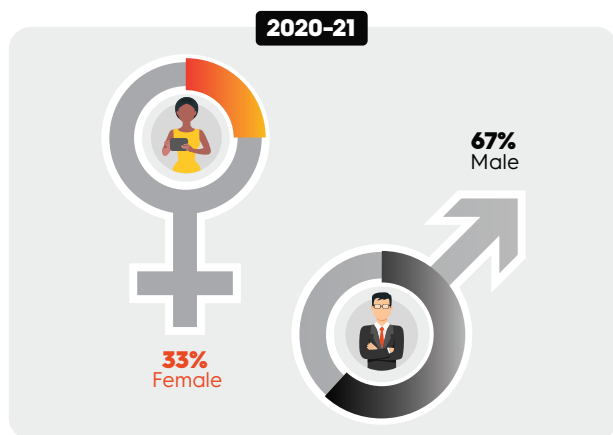


### Hiring Intent by Gender Diversity

The survey revealed a needle movement progress in the hiring intent for female candidates by 3 percent. The percentage of female candidates hired in the IT industry in 2020 stood at 31 percent which will scale up to 34 percent in 2021. Women account for nearly half of entry-level hiring in the industry. In recent times, more women are exploring core business operations. With a majority of IT companies exploring new forms of employment and remote working cultures, this percentage is expected to further improve in the coming years.

### HIRING INTENT BY GENDER DIVERSITY MIX

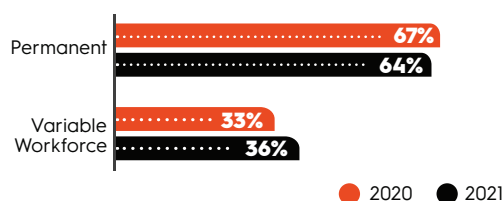




## Share of Permanent and Gig workforce

Adoption and acceptance of remote working is expected to have a significant effect on type of work, way of work and place of work, particularly in this sector. As IT companies explore different forms of employments, it is expected to drive the adoption of flexi workforce in the country. As per the respondents, the percentage of permanent employees is expected to drop to 64 percent from 67 percent in 2020. While the share of the variable workforce will rise from 33 percent in 2020 to 36 percent in 2021.

### HIRING INTENT BY WORKFORCE MIX

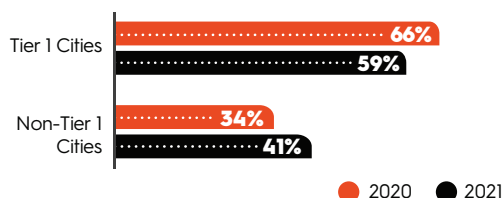


Adoption and acceptance of remote working is expected to have a significant effect on type of work, way of work and place of work, particularly in this sector.

## Job Demand by Location

With the Indian software companies diversifying their roots over various locations and the upcoming of non tier 1 cities, the survey reveals an increased hiring from non tier 1 cities. Number of hiring from non tier 1 cities will rise from an average of 34 to 41 in 2021. This will sustain and stir a diversified action packed culture in the IT sector. The number of hires from tier 1 cities will reduce from an average of 66 in 2020 to 59 in 2021.

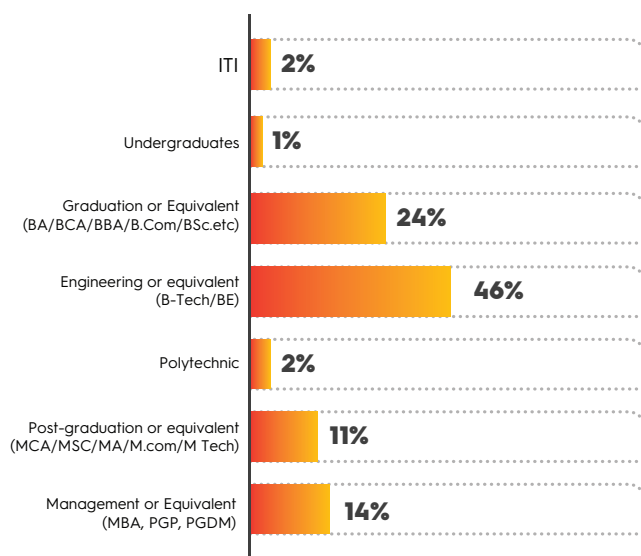
### HIRING INTENT BY LOCATION MIX



## HIRING INTENT BY EDUCATION

The survey takers have suggested that the hiring of graduates will increase slightly, from an average of 21 in 2020 to 24 in 2021. While the hiring of engineers will undergo a reduction from 49 in 2020 to 46 in 2021.

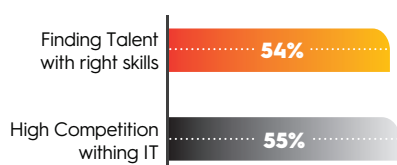
### HIRING INTENT BY EDUCATION MIX - FY'22



## Hiring Intent by Skills

Nearly half of the respondents highlighted that finding talent with right skills and finding talent in emerging areas remains one of the key concerns

## CHALLENGES FACED IN HIRING

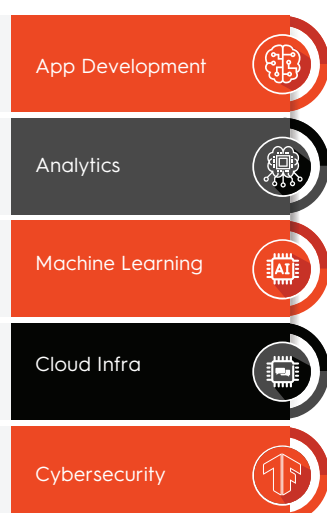


Reskilling and upskilling have emerged as the most important factor for the growth of the industry along with the workforce by the survey takers. Technical skills related to AI and machine learning, data analytics, information security, cybercrime, development of software and applications etc. will remain in demand, while soft skills such as virtual management, leadership, crisis management etc. are some of the expected qualities for better chances of hiring in the sector. Cloud is expected grow by 30% and drive the next growth wave in this sector in the country, thus driving the demand for roles in related skill families.

### TOP SOFT SKILLS IN DEMAND:

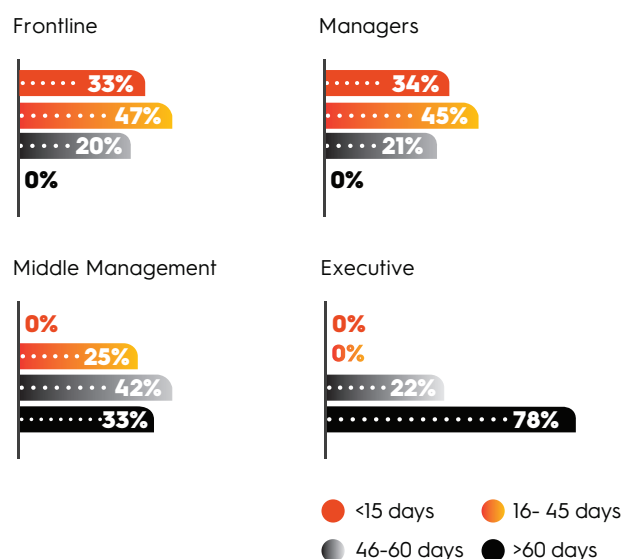


### TOP TECHNICAL SKILLS IN DEMAND:

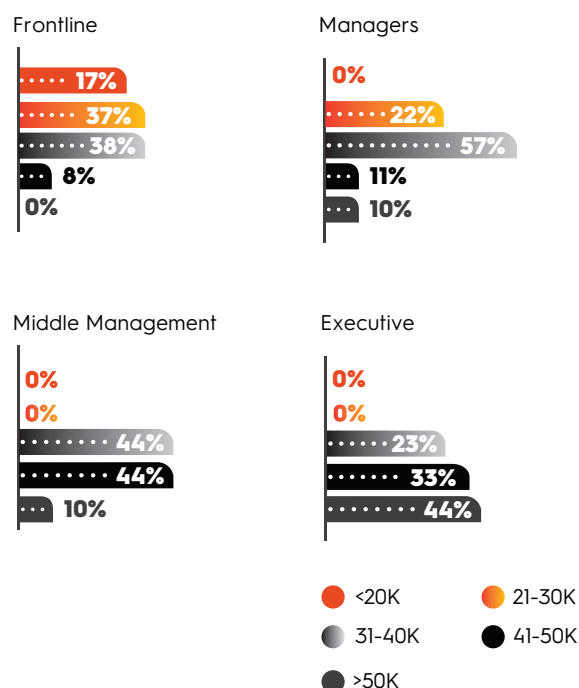


## Key hiring metrics observed in the IT sector

### Average Time to Hire

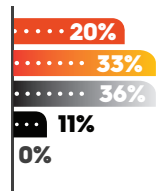


### Cost per Hire

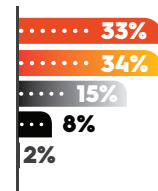


### Average Hike %

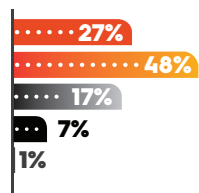
#### Frontline



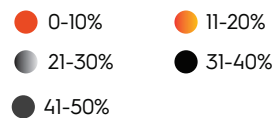
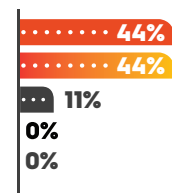
#### Managers



#### Middle Management



#### Executive



## India vs Rest of the World

The IT sector base in India has offered an entire new spectrum of investment opportunities for foreign players in the country. The Indian data center industry has attracted an investment of \$396 million in 2020.



# BUILDING TOMMORROW

## INFORMATION TECHNOLOGY IN THE POST-PANDEMIC WORKPLACE



The Information technology sector has emerged as a core component in the new and digitized post pandemic world. The industry is to ensure a maximum output level for better functioning of all other allied sectors that now function with integrated IT systems and technologies.

**Emerging Skills and advancement:** The industry must ensure the value for emerging technologies such as Mobile Technology, Localization, Virtualization, and Cloud Computing as they will provide the industry with a major opportunity for value creation and drive transformation and advancement domestically. The training and upskilling of the workforce related to these emerging fields is also integral to maintaining the relevance and improvement in the sector.

**Adoption of IT for strategic sectors:** IT products and services have transformed businesses and improved the efficiency level of other sectors such as finance, retail, media etc. Therefore, the

importance of adoption of IT enabled systems and frameworks in important strategic sectors like defence, atomic energy, space etc. is crucial to unravel the full potential of the IT sector.

**Investment in R&D:** There exists a strong synergy between IT infrastructure and increased R&D investment. Hence, to promote innovation and R&D in cutting edge technologies and development of applications and solutions in areas like localization, location based services, mobile value added services, cloud computing, social media and utility models, tech firms must maintain an upper hand.

# LEADERS SPEAK



As companies seek to digitally transform themselves today, they are looking at the tech industry to not just modernize their systems but help them find new ways to deliver value to their consumers. This requires a consumer focussed orientation and designing systems that put the consumers in the centre. Software engineers need to also develop a consultative and problem solving mindset, so that they can work in networked teams with a level of independence and empowerment to take decisions. More and more we see networked teams that bring together capabilities such as strategy, product, experience, engineering and data, and tech talent need to shift mindset to thrive and deliver value in such teams.

**- Kameshwari Rao, Publicis Sapient**



Technology advancements are expected to accelerate across businesses. 63% of the current job that people are currently doing will be replaced by

technology which necessarily means that the way we perform our jobs can be replaced. So, we can expect a shift in role from being more execution-oriented to be more strategically driven. Thus, today's talent force needs to be reskilled to adopt more cognitive skills like problem-solving, strategic thinking, etc. Mobility of talent within the organization is important to manage this change and be future-ready.

**- Megha Gupta, Fiserv**



Future has already arrived in terms of talent expectations. Outsourcing is going to be much more in demand. We are a 45-year-old organisation and have a varied mix of talent in terms of experience. So upskilling and re-skilling is paramount to enable talent to be future ready. Another observation that I would like to highlight is need for good talent in aggressive function such as sales in general. Client management will be a key focus area.

Currently for HCL, productivity and managing the current workforce is the top priority

**-Monika Singh, HCL Infosystems**



To manage talent for multi-country operations perspective, we pushed the peddle on one of our values - entrepreneurship. We allowed each country to decided what is best for them to do in the wake of pandemic given the fact that the pandemic has a different impact in different countries. Since many of our financial service clients don't usually allow virtual working. Once we got over the challenge of remote working, the productivity increased for people - the casual/sick leaves went down, discretionary efforts went up and ownership was demonstrated.

**- Pradipta Banerjee, CGI Infosystems**



On the business side, to ensure business continuity, the first step was to enable remote working of employees. We helped all employees with laptop access and backend infrastructure support was set up within just two days. On the people side, we moved quickly and redefined the employee engagement parameters. Learning transitioned from being heavily dependent on classroom learning to byte sized interventions of not more than 2 hours, end-to-end virtual onboarding processes were adopted, and so on. Careers became global, and opportunities became boundaryless. Since work closely with the travel and hospitality companies, the talent working on such project were impacted immediately. However, we were able to deploy their services for other clients and thus talent became boundary less. We were able to prepare

ourselves much before lockdown was declared as we moved very swiftly.

**- Rajiv Naithani, Infogain**



From a skill gap perspective, we are facing a challenge in the availability of future skills and soft skills such as project management, client relationship management. The quality of skills in the current talent pool is not yet up to mark when it comes to soft skills. More than half of hiring in the industry is in the 3 to 7 years' experience category, and we see this challenge emanating particularly in the 7+ experience category. The attrition rate in the industry has dropped drastically during the pandemic. This opens a great opportunity for reskilling and upskilling initiatives through academia-industry partnership.

**- Tushar Desai, FIS**



# 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

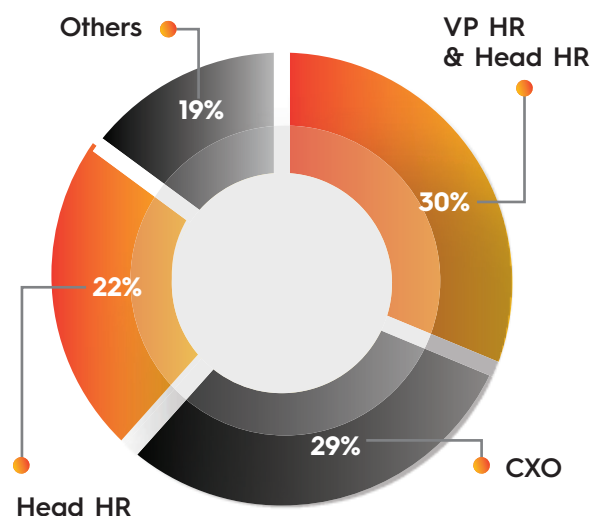


**VISHAL BHARDWAJ**  
Chief of Customer Success  
Information Technology  
& Pharmaceuticals

### 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.

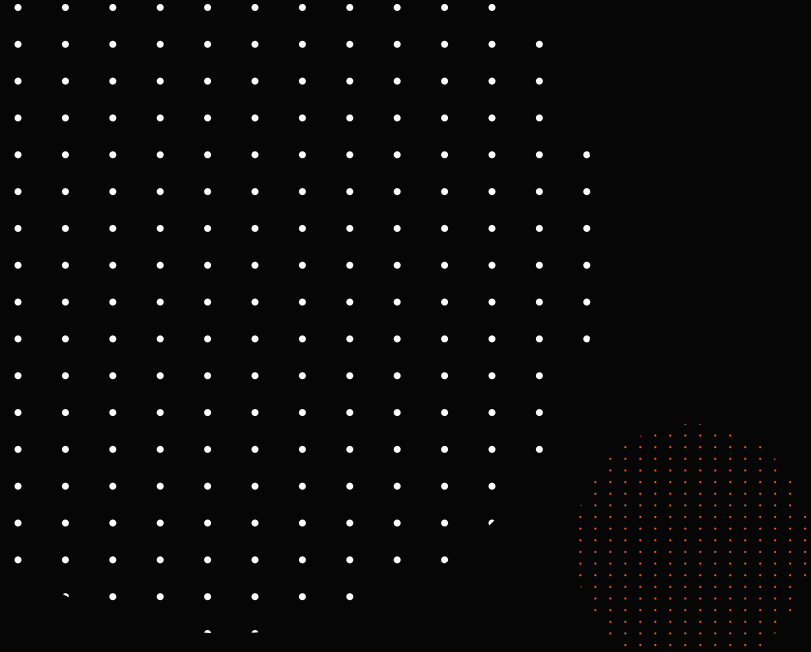
### Opportunity for ATOM (Analytics, Technology, Operations, Medical Sciences) to grow

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  
**Manish Gupta,**  
 Chief Growth Office,  
 eMail: [manish.gupta@taggd.in](mailto:manish.gupta@taggd.in)



**taggd.**

By ✱ PeopleStrong

**Taggd Corporate Office**

People Strong, A-10, Infocity-1  
Sector-34, Gurugram, Haryana, India- 122001  
Email: [contact@taggd.in](mailto:contact@taggd.in)  
Phone: +91 9560998686