# INDIA **SKILLS** REPORT/ 2019

SAY HELLO TO THE FUTURE OF WORK

POWERED BY

## Whee**box**
Measuring World's talent and Skill Potential
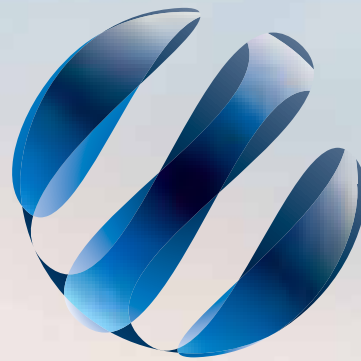
Knowledge Partner

**☀ PeopleStrong·**

India Partner

**CII**
**Confederation of Indian Industry**

REACHING OVER

**3,10,000**

STUDENTS ACROSS

**29 STATES,**

**7 UNION** TERRITORIES

& **100+**

EMPLOYERS.

## PeopleStrong

PeopleStrong is a leading HR Technology company from India, that is enriching experience at work for over 200+ customers and over 600,000 users. On its journey to writing the #NewCodeofWork, PeopleStrong delivers its technology and services in one offering, using its on-demand technology product PeopleStrong Alt, which has distilled tens of thousands of hours of natural research and development (R&D) — a decade long experience of servicing the HR functions of top Indian companies. Known for its penchant to innovate, PeopleStrong has many firsts to its name, the recent one being the application of Machine Learning in Recruitment (through Match Making) and Employee Experience (through India's first HR Chatbot Jinie). PeopleStrong is the first company in the space to be successfully assessed on SSAE18.

## Wheebox

Wheebox is India's leading online talent assessment Company that partners' corporations for finding and retaining best talent using validated, reliable and standardized test for pre-hiring and learning needs assessments. Wheebox benchmarks over 2 million users annually across users globally. Staying aligned to the vision of Wheebox to "Measure World's Talent", It partners over 5000 higher and vocational education campuses for conducting its proprietary "Wheebox Employability Skill Test" for final year graduates to benchmark competencies that matter the most for being employable in corporations. Wheebox partners many fortune 500 corporations and hundreds of small and medium enterprises to power their hiring and competency development assessment needs globally. Wheebox also powers "India Skills Report" skill supply side study and complements thousands of colleges to identify, benchmark and spot areas of competencies and supplementing with Institution wide and candidate report for developing competencies for employment by partnering Confederation of Indian Industry, PeopleStrong, LinkedIn, Association of Indian Universities, United Nations Development Program and All India Council for Technical Education. Wheebox also partners many Indian states to design and deploy State Skills Report and Ministry of Labor and Employment with its proprietary BARO Career Interest Report for suggesting careers to candidates across Model Career Centers in India.

## ABOUT THE TEAM

## CII – India Partner

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has around 9000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a

platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

As a developmental institution working towards India's overall growth with a special focus on India@75 in 2022, the CII theme for 2018-19, India RISE: Responsible. Inclusive. Sustainable. Entrepreneurial emphasizes Industry's role in partnering Government to accelerate India's growth and development. The focus will be on key enablers such as job creation; skill development; financing growth; promoting next-gen manufacturing; sustainability; corporate social responsibility and governance and transparency.

With 65 offices, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Iran, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

## AIU

Association of Indian Universities (AIU) is one of the premier institutions of the Country working for the cause of Higher Education. Established in 1925 as Inter University Board of India and Ceylone, it was rechristened as Association of Indian Universities in 1973. As a representative body of Universities of India, it liaises with the universities and the government (central as well as state) and coordinates among the universities and other apex higher education organizations of the world. The main objective of the AIU is to protect and promote the interest of universities and facilitate their activities especially by way of sharing information and increasing cooperation in the field of culture, sports, and allied areas, and help universities in mutual recognition of degrees. Being a communion of highest academics of the country i.e. the Vice Chancellors, it inevitably assumes the role of a Think Tank and Academic Leader in the country. At present out of 831 universities in the country, 679 are the members of the Association. Apart from Indian Universities, there are 13 foreign universities as associate members of the AIU. AIU is the only national body in the country authorized for granting academic equivalence to the degrees awarded by the accredited foreign universities and institutions for the purpose of admission to higher academic courses and employment.

## UNDP

UNDP works in more than 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience in order to sustain development results.

UNDP has worked in India since 1951 in almost all areas of human development, from democratic governance to poverty eradication, to sustainable energy and environmental management. UNDP's programmes are aligned with national priorities and are reviewed and adjusted annually.

## All India Council for Technical Education (AICTE)

The AICTE was set up in November 1945 based on the recommendations of CABE to stimulate, coordinate and control the provisions of educational facilities and industrial development of the post war period. At that time, mandate of AICTE basically covered only programs in Engineering and Technology.

The growth of Technical Education in the Country before independence was very slow. The number of Engineering Colleges and Polytechnics (including Pharmacy and Architecture Institutions) in 1947 was 44 and 43 with an intake capacity of 3200 and 3400 respectively. Due to efforts and initiatives taken during successive Five Year Plans and particularly due to Policy changes in the eighties to allow participation of Private and Voluntary Organizations in the setting up of Technical Institutions on self-financing basis, the growth of Technical Education has been phenomenal. Total number of ENGINEEERING (UG) AND Diploma institutes approved by the Council till the AY 2016-17 are 3285 and 3925 respectively with approved intake of 1553360 and 1244778.

# ACKNOWLEDGEMENTS

# FOREWORD

The Sixth edition of India Skills Report (2019) provides the latest view of the talent landscape of India. Covering the trends both from the supply as well as the demand side of Talent, it offers businesses, students, policy makers and academicians a consolidated view of the talent landscape and how it is going to transform in the coming years. The job market in India is more dynamic than ever. Variety of forces such as globalization, demographics, and the wave of automation are changing the way we work. New jobs are replacing the ones which have existed for over a decade now and the need of skills and expertise that will be required for success in the emerging environment is keeping everyone on their toes. In such a situation it is important for Corporates, Academia, Policy makers as well as the job seekers to keep an eye of market trends and be ready to deal with the changes.

India Skills Report 2019, the sixth report in the series provides relevant reference point and it gives me immense pleasure to present it to you all.  Over the years the report has been able to bring out hand-picked insights from the talent supply and demand side and act as a guiding document for everyone in the Talent Ecosystem. This year's report is no different and brings to you an amalgamation of insights captured from over 3, 00,000+ would-be job seekers and 100+ employers.

We hope that the views and trends captured in this report coupled with several reforms initiated by AICTE such as regular curriculum revision involving industry experts and academia, teacher certification program, student induction program, mandatory internship, accreditation, innovation cell and examination reforms will be useful for policy makers, corporations, as well as academicians and will help as we move towards the work of future.

**Prof. Anil D Sahasrabudhe**
Chairman, All India Council For Technical Education (AICTE)

# TESTIMONIALS

**Prof. B.V.R. Reddy**

Chairman - Centralised Career Guidance & Placement Cell
**Guru Gobind Singh Indraprastha University, New Delhi**

" We are happy to see the launch of the 6th edition of the India Skills Report prepared by CII, Wheebox and its partners. The fifth edition that was released last year, was well received by all our stakeholders as it had interesting insights and research. The report is very well researched, and it is good to see that it matches the requirement of both the demand and the supply side. "

**Prof. Raj Kumar**

Director - Career Counselling & Placement Cell
**Maharishi Dayanand University, Rohtak**

" I congratulate Wheebox and the entire India Skills Report team for Sixth Edition launching of the India Skills Report which in turn will certainly help the all the stakeholders to foster sector wise initiatives. "

## Dr. Harsh Purohit

Dean, FMS-WISDOM and Law, SBI School of Commerce and Banking
**Banasthali Vidyapith, Jaipur**

"At Banasthali Vidyapith, the world's largest residential university for women's education and employment has a strong relationship with women's empowerment and in course of initiatives taken by Banasthali for women's education during the last eight decades; we believe that the Wheebox Team has taken a revolutionary step.

We are delighted to partner with Wheebox in bringing out The India Skills Report 2019. Beyond any doubts the report would achieve its objective and the unmatched insights would bring a paradigm shift in education and benefit the noble cause of women's employment and pave way for women becoming financially empowered. It is wonderful to note that over the time, thousands of girl students from Banasthali have participated in the Wheebox Skill Test."

## Clement Chauvet

Chief Skills and Business Development
**UNDP**

"Focused on the needs & aspiration of future workforce as well as the expectation of potential employers, this report nudges the conversion in the right direction. It stands to inform more incisive decision making for skills development & improved employability in the country."

## Rejeshwar Tripathi

Chief People Officer
**Mahindra & Mahindra Ltd.**

"Digital at work is phasing out transactional jobs and introducing new ones which are more meaningful. However, ensuring talent supply for these new roles remains a challenge. It's good to see such a report which covers this important topic."

## Dr. B Suresh

Vice Chancellor
**JSS Academy of Higher Education & Research, Mysuru**

"We are delighted to partner with Wheebox for bringing out "India Skills Report 2019". Wheebox Employability Skill Test (WEST) measured the students' capability in aptitude, domain knowledge and behavioural traits. This will help identify the gaps in the skills of the present students to enable them to be more employable in near future."

## Prof. (Dr.) R S Rathore

Dean Academics
**Haryana Vishwakarma Skill University, Haryana**

"Industry 4.0 has open door of new opportunities for the youth of nation. India Skills Report is working as a catalyst by providing a platform to employer and employees by providing a comprehensive information regarding available resources and skill sets requirement under 4.0. The new version of India Skills Report 2019 will help higher and skill educational institutions in proper planning of courses / curriculum to trained students in new and emerging areas."

## Dr. Amarendra Pani

Head Research Division
**Association of Indian Universities**

"India Skills Report gives rich insights into the current trends in the skill development ecosystem of India highlighting the depth of demand-supply imbalances persistent in our country. It presents a comprehensive picture of the existent talent reservoir available through our educational institutions and tracks the employability patterns that are shaping demand for talent via reaching out to employers across major industry verticals. It provides vital inputs to support and strengthen efforts undertaken by various stakeholders of Country, including Government, to build up the pool of employable resources of the economy."
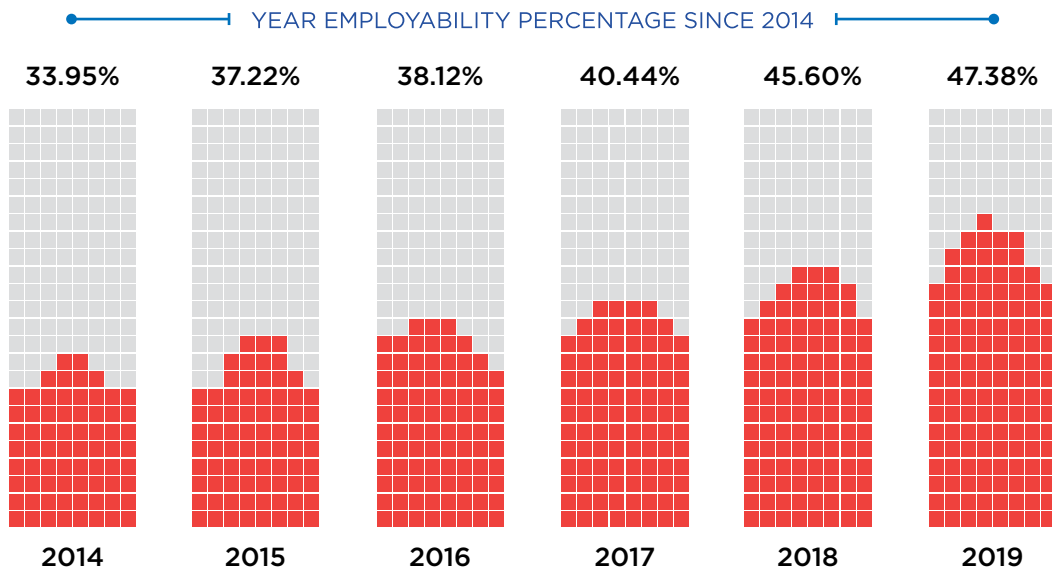
# CONTENTS

# CELEBRATING THE 6 YEARS OF INDIA SKILLS REPORT

## HOW HAS AVAILABILITY OF EMPLOYABLE TALENT CHANGED?

### YEAR EMPLOYABILITY PERCENTAGE SINCE 2014

| 33.95% | 37.22% | 38.12% | 40.44% | 45.60% | 47.38% |
|--------|--------|--------|--------|--------|--------|
| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |

## WHICH DOMAINS HAVE MORE EMPLOYABLE TALENT?

### YEARS

| SKILLS | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------|------|------|------|------|------|------|
| B.E/B.Tech | 51.74% | 54.00% | 52.58% | 50.69% | 51.52% | 57.09% |
| MBA | 41.02% | 43.99% | 44.56% | 42.28% | 39.4% | 36.44% |
| B.Arts | 19.10% | 29.82% | 27.11% | 35.66% | 37.39% | 29.3% |
| B.Com | 26.99% | 26.45% | 20.58% | 37.98% | 33.93% | 30.06% |
| B.Sc | 41.66% | 38.41% | 35.24% | 31.76% | 33.62% | 47.37% |
| MCA | 43.62% | 45.00% | 39.81% | 31.36% | 43.85% | 43.19% |
| ITI | 46.92% | 44.00% | 40.90% | 42.22% | 29.46% | NA |
| Polytechnic | 11.53% | 10.14% | 15.89% | 25.77% | 32.67% | 18.05% |
| B.Pharma | 54.65% | 56.00% | 40.62% | 42.30% | 47.78% | 36.29% |

## HOW HAS THE HIRING INTENT CHANGED EVERY YEAR?

**HIRING INTENT PERCENTAGE**

| Year | Percentage |
|------|------------|
| 2014 | 2% |
| 2015 | 23% |
| 2016 | 14% |
| 2017 | 7% |
| 2018 | 10% |
| 2019 | 15% |
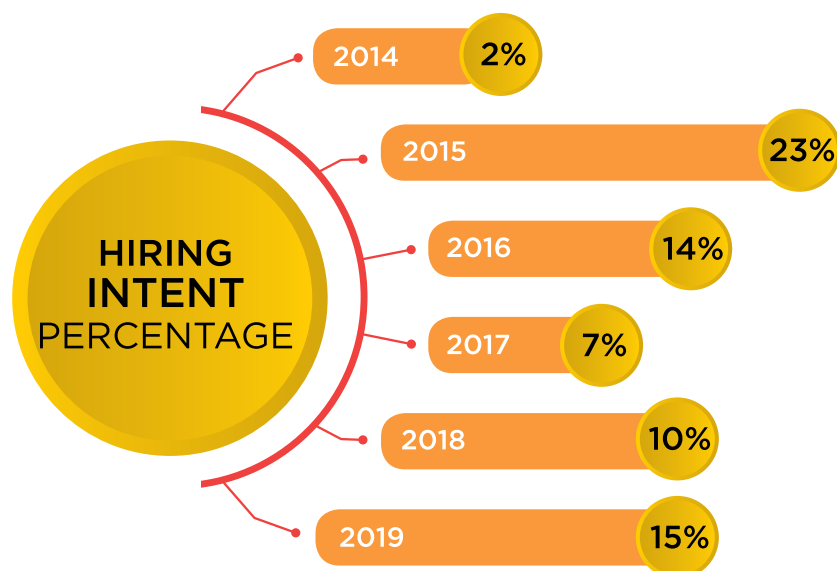
## WHICH SECTORS HAVE HIRED THE MOST?

| YEAR | TOP SECTORS |
|------|-------------|
| 2014 | BFSI, Pharma & Healthcare, Telecom |
| 2015 | Hospitality (including Aviation , Tour Travels), BFSI, Core Sector (Oil, Gas, Steel etc.) |
| 2016 | Retail ,E-commerce & Transport, Pharma & Healthcare |
| 2017 | Core Sector(Oil & Gas, Steel Minerals), Software/Hardware, Auto Ancilliary |
| 2018 | BFSI, Retail |
| 2019 | BFSI, Software/Hardware, Manufacturing |

# CANDIDATES FROM WHICH DOMAIN HAVE HIRED THE MOST?

| DOMAIN WISE PERCENTAGE | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|---|
| Undergraduate or Equivalent | 6 | 6 | 8 | 6 | 14 | 12 |
| ITI | 6 | 7 | 14 | 13 | 7 | 12 |
| Polytechnic | 8 | 4 | 7 | 11 | 4 | 7 |
| PG Or Equivalent (MCA/MSC/MA/M.com/CA/M.Tech) | 6 | 8 | 8 | 6 | 10 | 11 |
| Management or Equivalent -MBA, PGDM | 22 | 22 | 16 | 16 | 19 | 13 |
| Graduates - BCA/BBA/B.Com/BSc.etc | 24 | 23 | 23 | 23 | 24 | 22 |
| Engineers (BE/B.Tech) | 28 | 29 | 25 | 25 | 22 | 23 |

# WHICH WERE THE STATES WITH MAXIMUM HIRING ACTIVITY?

| YEAR | TOP 3 STATES | | |
|---|---|---|---|
| 2014 | KARNATAKA | TAMIL NADU | DELHI |
| 2015 | KARNATAKA | M.H | DELHI |
| 2016 | M.H | DELHI | TAMIL NADU |
| 2017 | M.H | KARNATAKA | TAMIL NADU |
| 2018 | ANDHRA PRADESH | DELHI | GUJRAAT |
| 2019 | M.H | KARNATAKA | DELHI |
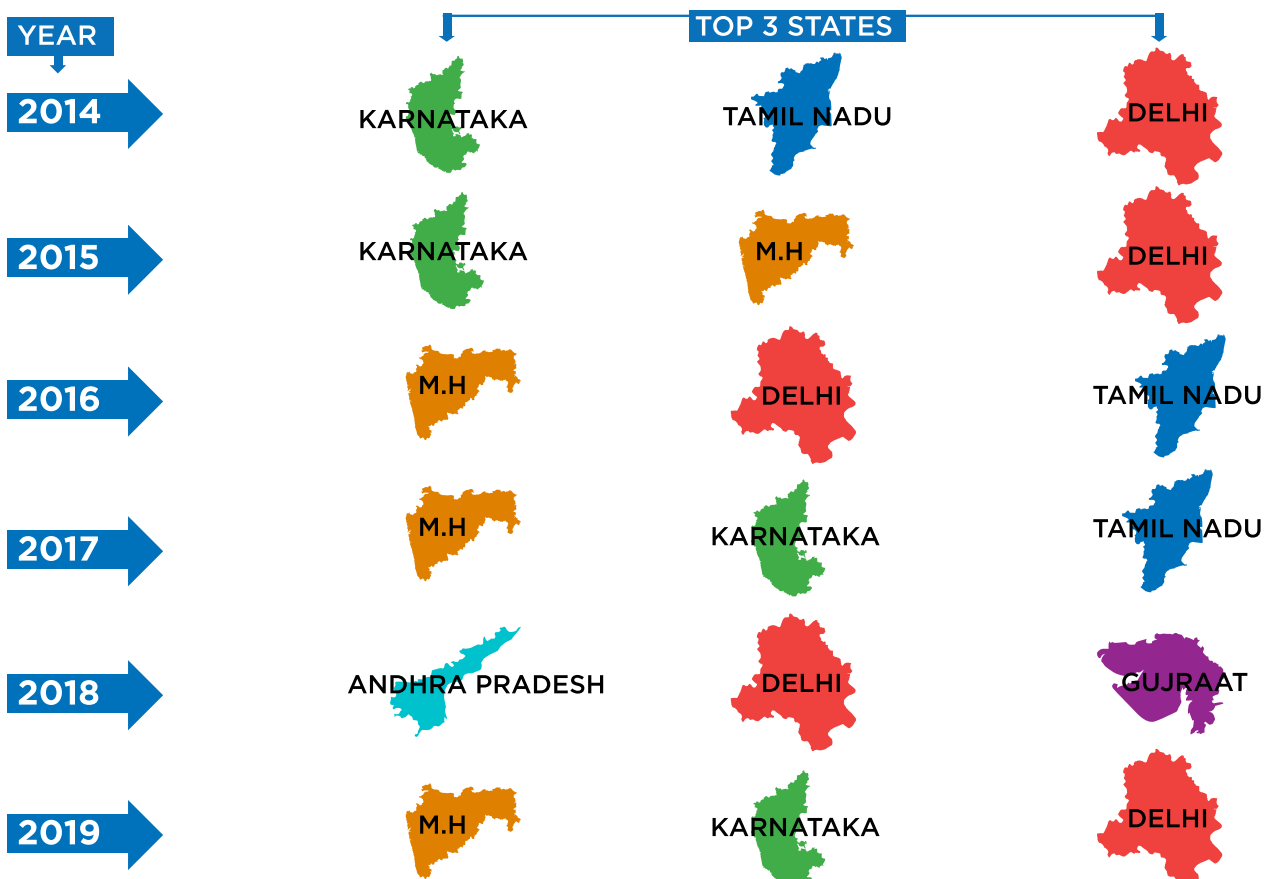
# WHICH WERE THE STATES WITH MAXIMUM SUPPLY OF EMPLOYABLE TALENT?

| YEAR | TOP 3 STATES | | |
|------|------|------|------|
| 2014 | PUNJAB | HARYANA | DELHI |
| 2015 | DELHI | ORRISA | UTTAR PRADESH |
| 2016 | ANDHRA PRADESH | UTTAR PRADESH | DELHI |
| 2017 | MAHARASHTRA | ANDHRA PRADESH | WEST BENGAL |
| 2018 | ANDHRA PRADESH | DELHI | GUJRAAT |
| 2019 | ANDHRA PRADESH | DELHI | UTTAR PRADESH |
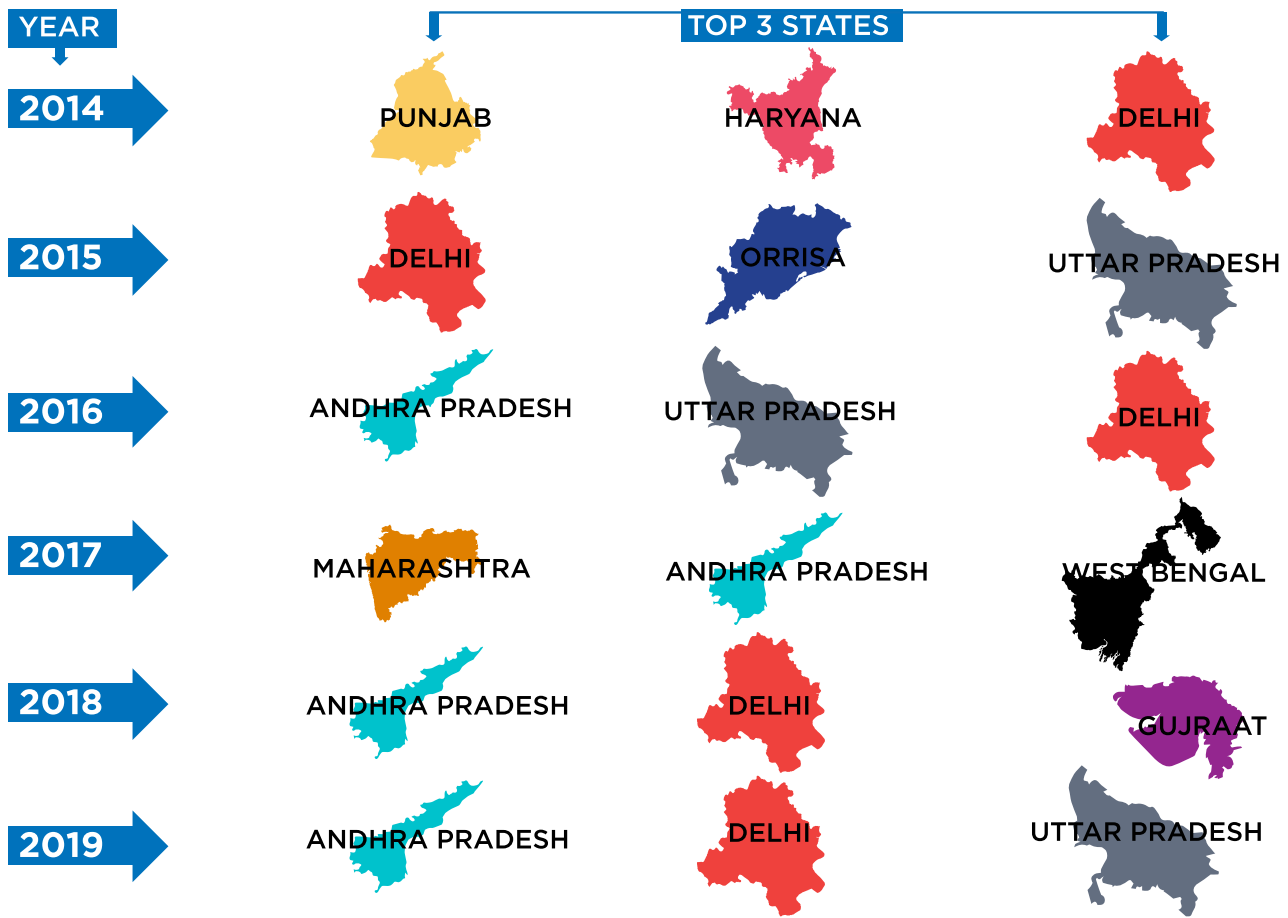
## MEN V/S WOMEN : PARTICIPATION AT WORK

|  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------|------|------|------|------|------|------|
| Male | 71% | 70% | 68% | 71% | 77% | 75% |
| Female | 29% | 30% | 32% | 29% | 23% | 25% |

## MEN V/S WOMEN : EMPLOYABILITY

|  | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------|------|------|------|------|------|------|
| Male | 30.30% | 34.26% | 36.01% | 40.12% | 46.87% | 47.39% |
| Female | 42.10% | 37.88% | 39.95% | 40.88% | 38.15% | 45.6% |
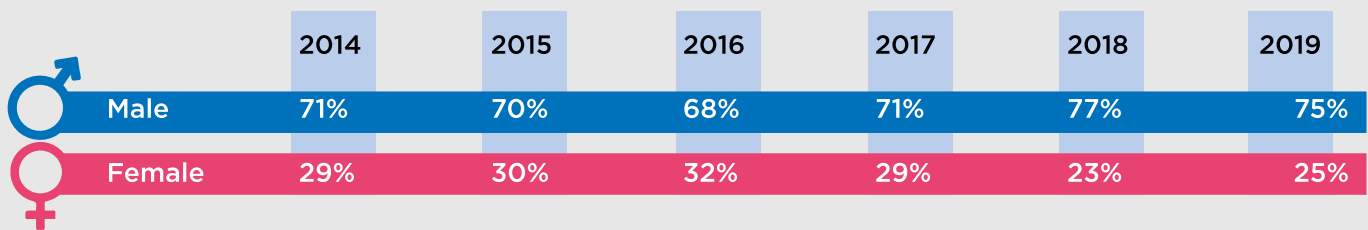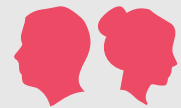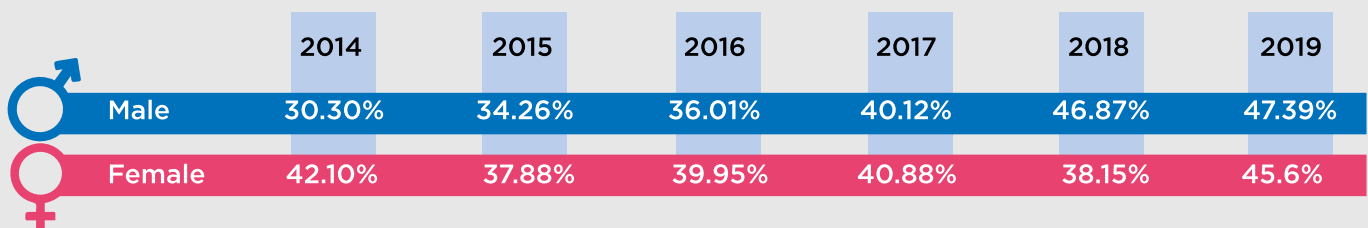
# EXECUTIVE
## SUMMARY

The past five years in the India's Talent market could be termed as the most defining ones.The move towards the work of the future has changed the job market landscape. Now when we talk about "jobs" it is no longer limited to permanent jobs. With entrepreneurship and gig economy picking pace, there is an entirely new ecosystem of jobs ready. With Government's investment in highways, renewable energy, urban transport, shipping, affordable housing, smart cities, rural roads program, national waterways, airports and industrial corridors, etc., infrastructure has become one of the largest contributors towards jobs. The demand for skills has changed as well. While today's software jobs need people trained to work on newer technologies, the demand for skills in sectors like automotive and retail is also evolving in response to the impact of digital transformation. This year's India Skills Report shows the impact of these macro trends as well.

India Skills Report 2019, over the years has aimed at providing a stock of the talent landscape of India and supporting in charting the future direction of matchmaking. It captures the skill levels of the supply side as assessed on a robust assessment called WEST and changing trends of the demand side of Talent Supply chain as through India Hiring Intent Survey. **Like the last year, the report captures below major trends from the job and skills market:**

• Employability & Hiring trends
• Automation & it's impact on Industry
• New types of jobs which are re coming into picture
• Preferences - Candidates & Employers job preferences

WEST, this year as well, reached all 29 States and 7 Union Territories and 3,000+ educational campuses across India and assessed over 3.5 lakh candidates on parameters like knowledge, skill aptitude and behavioral components. Skill gaps that are scientific in nature were validated using reliable Talent assessment tools. The India Hiring Intent Survey reached over 100+ Employers, spread across major

sectors like Manufacturing, Core, ITES, IT, BFSI etc. to get an idea of job demand and potential hiring intent for the coming year. Like the previous years, this year too, the report consists of four major sections. While section 1 sets up the context of the report focusing on what changes have undergone in the past one year, Section 2 and 3 are dedicated to the detailed analysis of the Supply and Demand side of talent. Section 4 matches the information from both the ends to provide a consolidated view of the skill landscape and make suggestions that can help in improving the current situation to meet the challenging demands of the "work of future". **In this context here is a quick summary of this year's report.**

• Employability continues to rise : Reaches a new high of 47% this year.
• Engineers still the most employable of the lot, MBA courses lose shine
• Hiring Intent gets more positive this year – 15% increase in hiring against 2018 hiring numbers
• Technologies companies expected to pick up on hiring after a gap of 3 years.

# APSSDC'S PIONEERING EFFORTS YIELDING RESULTS

The Indian workforce is estimated to increase to approximately 600 million by year 2022 from the current 473 million. As the workforce will increase by about 27 percent during this period, the overall composition of unorganized sector and organized sector is likely to change from 92 percent and 8 percent today to 90 percent and 10 percent in 2022.

The major forces impacting these shifts are that of globalization, expanding domestic Indian market and adoption of new technologies like AI, Robotics, and IOT by Indian industries. Some of the macro trends that are visible in India today are:

• A clear structural shift from agriculture to non-farm sector, particularly construction, trade and transport.
• Rapid advances in automation technologies are affecting India's information technology and business process outsourcing sectors. These sectors have remained net job creators, and the industry estimates that companies could hire up to 2.5 to 3 million more workers by 2025, provided they acquire the skills needed to meet changing needs.

• The global rise of independent work and micro entrepreneurship, aided by digital technologies, is mirrored in India, where they are providing new work opportunities with better pay and links to organized value chains, including in parts of the country less covered by the formal labor markets. It is estimated that a combination of increased government spending, additional IT hiring, the rise of independent work, and an increase in entrepreneurship created gainful employment for 20 to 26 million people between 2014 and 2017.

## Initiative started by the Hon'ble Chief Minister

It is the vision of the Shri Chandrababu Naidu, Hon'ble Chief Minister to make Andhra Pradesh as Knowledge and Skills hub of the country. APSDDC was started in the year 2014 under the initiative of Shri Chandrababu Naidu, Hon'ble Chief Minister of AP. It is a not-for-profit organization (Section-8 Company) formed as a Public–Private Partnership (PPP) corporation to promote Skill Development & Entrepreneurship in the state of Andhra

The main objective of APSSDC is to impart skill development trainings and taking up job facilitation in a big way. It also works towards addressing the concerns prevalent in the state in developing the professional skill sets of current and upcoming professionals every year so that number of people getting employed increases thereby contributing to the growth of the state.

The Chief Minister has given the direction that APSSDC must undertake the following three key activities under Skill Development Programs

- Enhancing the employability skills of the students to make them job ready
- Offer placement linked and industry relevant short term skill development trainings to the unemployed youth
- Link up job seekers with employers through job fairs.

The broad development strategy under APSSDC is aligned with the government on the basis for this overall vision framework for a total transformation of the society towards 'Prosperity with Happiness'.

Key parameters that Andhra Pradesh Government charted to Enhance Employability Skills are: Two major skill sets are emphasized with the help of some unique and best-in-class training programs to enhance the employability quotient of the students in Andhra Pradesh.

- **Domain Skills:** This includes Industry Certification Courses and Modular Market demand courses
- **Soft Skills:** This comprises of the 10 Special Modules as per APSCHE, Employability Skill Gap Test and Employable Skills Module by 'Naandi Foundation'

APSSDC provided training to students under different schemes: The 7.28 lakh unique beneficiaries covered in the academic stream include-

- 1.95 lakh students in social welfare and tribal welfare schools and model schools
- 1.88 Lakh students in engineering colleges
- 3.45 Lakh students in Degree and other colleges

APSSDC ensured to take multiple steps to the making of Skill Capital of India, some of the high yield strategies are:

**Multipronged Partnership**

Today's job market and in-demand skills are vastly different than the ones of 10 or even 5 years ago and the pace of change is only set to accelerate. Governments, businesses, and individuals alike are increasingly concerned with identifying and forecasting skills that are relevant not just today but that will remain or become so in future to meet business demands for talents and enable those that possess them to seize emerging opportunities. Government of Andhra Pradesh understands that organizations are looking to invest in reskilling of their current employees, these shifts in the nature of work will demand greater flexibility and adaptability from employees. Hence, APSSDC has taken several initiatives in association with public and private agencies.

It is always welcoming to see any government implementing programs to improve the skills of the people of their state. One such initiative started by the Andhra Pradesh government is setting up Skill Development, Entrepreneurship and Innovation Department and its arm

### Shri Chandrababu Naidu
Hon'ble Chief Minister
Andhra Pradesh

Pradesh and helped in imbibing a corporate culture an outlook towards its mission of Skilling AP. The sagacity of urgency in APSSDC's working culture resonates well with the Hon'ble CM's vision for the youth of the state.

## AP Government's Efforts

The state of Andhra Pradesh aspires to be a global player and thus it has to align its growth with the need of industry-ready workforce. There is a renewed emphasis on promoting vocational training and skill development in collaboration with various stakeholders through the Apprenticeship scheme. AP also has separate Ministry for Skills Development, Entrepreneurship & Innovation. The Ministry is generously funded to promote world class skilling initiatives.

## The Organisation behind making of Skill Capital of India - Andhra Pradesh State Skill Development Corporation (APSSDC)

Andhra Pradesh State Skill Development Corporation, commonly known as APSSDC as a PPP entity. Andhra Pradesh will face an incremental Human resources requirement of approximately 10 million skilled workers between 2012 to 2022, across the high-priority and emerging sectors. With this objective, APSSDC has started skill development activities in 2014.

**Programs for Schools and Degree Students**

• At present, APSSDC is imparting training in English/ Soft Skills and IT/Computational thinking in 188 Social Welfare Residential Schools & 237 Tribal Welfare Residential Schools and IT/ Certification courses in 391 Employability Skills Center (ESC) at Degree Colleges.
• Further, certification courses in finance/accounting are being offered directly through major companies such as ZOHO, Coursera, Tally, Insta EMI, NSE etc. for Degree college students to make them job ready. It is planned to offer these courses to 35,000 students in Degree colleges by 2019.

**Programs for Engineering Students**

• APSSDC is imparting IT/ certification courses in 274 engineering colleges
• At present APSSDC is imparting training for engineering students with focus on Artificial Intelligence, Machine Learning and Date Science. This is being done in association with Brunel University, London, Bennett University, AWS educate and NVIDA
• Day long workshops by Indo American Chamber of Commerce to enhance the awareness on skill sets needed/opportunities for higher studies in USA. The first workshop was conducted on 5th Aug, 2018 in 30 Engg. Colleges have so far been covered.
• The 1st Google Code Lab in the country is opened at VVIT, Nambur.
• Engineering college students to undergo Employability Skill Testing certification fromWheebox
• It is also planned to upscale these programs in the coming years with focus on certification courses for improving employability skills in Information Technology offered by Global Companies such as Google, Amazon, Udacity, Course Era, Dassault, HP etc. It is targeted to impart these courses to 50,000 students in the Engineering Colleges by 2019.

**International Programs for Engineering Students**

As part of the International connect, several programs spanning different colleges and various courses have been initiated as under:

Setting up Siemens Centers

• A prestigious project i.e. SIEMENS training centers with a capacity of training 1 Lakh students per annum has been launched by setting up 6 centers of Excellence (COE) and 34 Technical Skill development Institutes in 40 identified engineering and polytechnic colleges across the state
• The objective is to provide industry relevant, placement training in colleges and also to forge linkages with industries especially SRI City companies for job placements. So far 67,246 students have availed training.
• The target for AY 2018- 19 is to train 1 Lakh students. These centers deploy state of art machines to impart Industry relevant skills to the students.

Setting up Dassault Systemes

• APSSDC in collaboration with Dassault Systemes is setting up virtual learning center '3D- Experience Center' on Hub and Spoke model in ANU, JNTU Anantapuram, Andhra University, SV University and 53 Engineering Colleges in AP to train students in Design, Manufacturing and Analysis in the domains of Aerospace, Automotive and Ship-Building domain.
• Target is to train 1 lakh students in various certification courses in 3 years starting from academic year 2018-19.

Unemployment Youth Training programs

To address the need of the unemployed youth, placement linked training programs such as skilling for tribal youth, BCs, SCs, minorities, PKMVY and CRDA are being implemented. The focus of the unemployed youth development trainings are sector specific that includes focus on 20 key sectors coupled with Industry connect. These programs are also customized to meet the local market demand.

The following key steps are initiated in view of to achieve the objectives:

• Partnership with industries and Sector Skill Councils
• Collaboration with International agencies for implementing trainings in advanced certifications. Singapore is already on board. Discussion with DIFD-UK, Germany, Switzerland, Dubai and Qatar is in advance stage.
• True convergence with other departments like Social Tribal welfare, IT, NREDCAP, NAC, OMCAP etc.
• Promoting Apprenticeship by integrating short term skill courses.

## Talent Demand Benchmarking of Key sectors

APSSDC has identified 20 key sectors post discussion with major stakeholders in the field of Skilling, industries, SSCs and studied various survey and reports where skilling and training is needed in order to bridge existing Skill gap. These are:

- Construction
- Food Processing
- Fisheries
- Automobile
- Banking & Finance
- Power & Electrical
- Healthcare & Pharma
- Capital Goods
- IT & Electronics
- Logistics
- Aerospace & Defense
- Oil and Gas
- Media & Entertainment
- Beauty & Wellness
- Agriculture & Horticulture
- Retail
- Hospitality & Tourism
- Arts & Crafts
- Textile
- Leather

- The target for the FY 2018-19 is to provide job offers to 50,000 unemployed across the state
- A new and an interesting initiative of Udyogarathams (on wheel counseling and placement support) has been started that has reached out to 10,696 candidates so far with a placement of 1556.

## Entrepreneurship Development Activities

- The objective of the Entrepreneurship Development program is to provide training to the trainers to create an environment of business development and encourage people to set up start-ups
- This is connected with Indian Labor Organization(ILO) under which three major programs are executed-
  - Generate Your Business Idea (GYB)
  - Start Your Business (SYB)
  - Improve Your Business (IYB)
- 7915 candidates have been trained so far under 117 events.
- The plan for FY 2018-19 is training of 10,000 candidates through 255 more events.

## Developing Skilling Infrastructure

- The Chief Minister also given the direction towards infrastructure development to develop skill ecosystem apart from improving Talent Supply and Demand, hence APSSDC partnered with 316 training partners and has established 575 training centers so far to implement various training Programs.
- Quality audit of training centres is also being conducted through the Ministry body NIRD&PR which is instigating the transparency and effectiveness of trainings programs.
- A world-class Skills University covering more than 25 trades has been proposed at Visakhapatnam. Process approval is underway.

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Current Expansion of the Unemployed Youth Training Programs

- ST-YTC Training- for the benefit of the tribal unemployed youth APSSDC is offering pragmatic and structured solution through 23 YTC's of TRICOR by billing and providing placement assistance to ST youth. So far 19,877 have been trained and 10,840 have been placed. The target for FY 2018-19 is 8000 with minimum 70% placements.
- SC, BC and Minority training workshops- placement linked special training programs have been designed for SC, BC and Minority youth of the state with standardized certification process. So far 11,477 have been trained. Target for FY 2018-19 is to train 15,000 SC and 10,000 minority youth with minimum 70% placements.
- CSR Programs- Hindustan petroleum Corporation Limited (HPCL) at Vishakhapatnam and Gas Authority of India Limited (GAIL) funded skill development programs in Oil and Gas sector are being imparted at 'Pragathi Engineering College, Kakinada' with a capacity to train 3000 per annum.
- 5181 candidates have been trained and 3479 candidates have been placed so far under the various skill initiatives of CSR.
  Youth Skills Training: Recent Initiatives by APSSDC
- All training centers are mapped district wise on APSSDC portal with the option to choose and apply.
- A comprehensive 'AP Skill Directory 2018' is brought for the benefit of all.
- Skill gap study is underway. Report expected in
- A first ever structured training Drone technology has started in Kuppam. 120 trained so farm, target to train 960 in FY2018-19.

- High end skills training center in construction sector at Nekkallu in CRDA area.
- Model Career Centres are also proposed to establish 1 per each district and space has been identified in 5 Districts (Nellore, Srikakulam, Anantapur, Prakasam & East Godavari) as of now.
- 3 Multi Skill Development Centre are proposed to be setup at Vizag, Amaravati and Tirupati.

## Key Highlights of APSSDC

- Young organization formed in 2014. Largest and unique institutional setup for skilling - Skill development Mission, Ministry, Department & Corporation.
- One of the few SSDM established as a corporation in a PPP model in order to leverage private sector expertise in APSSDC board comprising of industry luminaries of AP.
- Achieving true convergence in focus and funds – focusing on academic and non-academic students across schools, polytechnics, ITIs and engineering colleges, Dropouts and unemployed youth.
- Vast coverage through 425 Schools, 300+ Degree colleges, 270+ Engineering colleges and 500+ Training centers.

## Fast Facts that makes Andhra Pradesh a state in making 'Skill Capital of India'

- Partnerships with 300+ International and National reputed organization.
- Most preferred sourcing agency for the supply of skilled manpower.
- AP ranked as one among the top 10 states with Highest Employability quotient (Skill India report, 2018.)
- 9.11 Lakhs unique beneficiaries trained so far.
- 26500, - Highest number trained in Amazon Web Services are from AP.
- 95% - Highest completion rate for Coursera courses is in AP, against global average of 45% in Govt. sector
- 186 - Highest No. of Stanford University Innovation Fellows are from AP, out of 233 from India
- International certification courses offered by Global Companies like Google, Amanzon, Udacity, Coursera, Autodesk etc..,
- First Google code lab established in AP.
- Largest number of certified Google coders.
- 40 SIEMENS Centres, Over 125 Leading Industry Certification Courses, Largest training capacity of 'One Lakh' for industrial manufacturing.
- '3D-Experience centers' in Aerospace, Automotive and Ship Building sectors setup in AP
- 'Skill University' is proposed to be established in Vizag, AP.
- Best Performing State in DDU-GKY in the last two consecutive years institutional by MoRD, GoI.
- Best State - Skill Development (Silver Category) in the last two consecutive years institutional by ASSOCHAM.

TRAINING

# TALENT REBOOT: JOBS & SKILLS CATCHING UP WITH CHANGING BUSINESSES

The Global economy has witness true transformation in the past few years. We saw a phase of slowdown, phenomenon like Brexit and impact of automation became more evident than ever. While these phenomena had some or other impact on economies globally, the impact of Technology and Automation had the maximum influence. Be it the patterns of production, consumption or employment, the speed, and scale at which the disruptions were experiences and will continue (at the same or faster pace), its impact on the way we work and live has been huge. And the year 2018 could be considered as the year when the initial impact of this change was visible.

India's talent market was not isolated from this change. While the full impact of the change wasn't evident (in its entirety), early signals from the talent market reaffirmed the belief that the new world of work is here. Robots and their usage to reduce transactions

started, people started opting for "Gigs" instead of traditional 9 to 5 jobs, and companies started to hire for newer roles, which were arising as a result of newer business models. For e.g., In software companies the demand for full stack developers and specialists grew, the automotive sectors started hiring talent that could operate in a more RPA driven environment. No just that, the quest for started the need for organizations to "reskill" their existing people so that they could meet the future demands of businesses. Let us explore all these trends in detail.

## The New world jobs are here!

While the conversations on the Future of work started in 2016, it remained a concept largely until this year when the actual change in the world of jobs became evident. The job market of India saw the emergence of new age jobs that did not exist a few years back.

And this is just the beginning. As per the estimates of various research firms, **almost 40-50% of existing jobs which are transaction heavy would get automated. The key sectors which would see this change are it, financial services, manufacturing, transportation, packaging, and shipping, etc. And if the early trends are to be believed that is what is evident. Roles of a data-entry clerk, cashier, financial analyst, telemarketer, customer-service executive, manual work operator/executive, factory worker, computer support specialist, retail salesperson, and advertising salesperson are constantly getting disrupted.** Software and IT sectors which were known to hire for generic coding skills are hiring for full stack developers and experienced professionals who are focused on and adapting advanced technologies such as the Internet of things, artificial intelligence, virtual and augmented reality faster than their conventional counterparts. The automotive industry in its quest of alternate sources for energy is hiring (and will hire for in the coming years) for Electric motor vehicles and experts like Auto analytics engineers, sustainability integration experts. With the kind of impact that machine is learning ad AI can bringing even sectors like Retail and Banking are seeing a lot of changes with customer care specialists having newer roles, Blockchain architects finding a place in the BFSI industry and customer experience leaders collaborating with machine learning and AI to deliver next level of experience. Amidst all this change, there's good news too.

According to Hays Global Skill Index 2018, one of the major challenges that have risen on the surface in the last few years was the slow growth of the wages. This trend adversely affected the quality of living of the workers. **We can get a sense by the fact that 40% of jobs which will be lost due to technological advancements amount to only 7% of the global wages (mckinsey report).** This would change with the new world of jobs coming into existence. As the level of skills rises, so will the compensation that people will get to play those roles. All in all the new world of jobs will have a greater impact on our standard of living too.

## From Skilling to Reskilling

Six years ago when we published the first India Skills Report, a lot of focus was put in to develop a battery of skilled professionals who could work for organizations globally. Over the last few years, lot tremendous power has gone behind these initiatives. One just needs to look at the Skill India initiative to see the kind of focus that the government has put into it. Not just the central government various state governments have established programs to skill the new workforce which is entering the market. However, the dynamic nature of businesses has increased the level of pressure on the leaders and decision-makers to innovate and create something new on a frequent basis (Singh, 2018). But the availability to talent to meet these demands, on the contrary, is under question. The unavailability of talent for new age skills have made Savvy organizations reskill their people ahead of demand, at a price that makes sense for the organization, at a pace that makes sense for their customers. **One such example is the work communications giant at&t has done. The company has invested in its workforce with its future ready reskilling program costing $200 million to $250 million a year, to identify where every job function is headed and provide workers with the training they**

**need to prepare for roles that have a future.** Such trends relating to reskilling initiatives was not heard of 10 or even 5 years back, but now the employers are trying to strengthen the skills and capabilities of their employees so that they can meet the changing business and organizational demands (Hays Global Skills Index, 2018). While examples like these are limited as yet, we will see a lot of organizations pick up these initiatives to meet their talent demands.

In the current times, when automation and technological advancements have brought about a high degree of change in the job infrastructure the reskilling initiatives that are being taken at the business level seem to be a smart move that is likely to stay (Main, 2018). Some of the popular reskilling initiatives taken at the organizational level include introducing immersive programs to help employees acquire new digital skills, and introducing business-aligned academies.

## Jobs versus Gigs

One of the biggest changes that the work of future will see is democratization of work in the form of 'Gigs.' Gig work as we all know is a project based setup where a person is hired to deliver certain outcomes and gets paid for it. There is no full-time employment contract, and the gig worker can work on multiple projects at one time. This flexible form of the job is gaining momentum in India and the other parts of the globe, and it could revolutionize the future of work (Peoplematters.in, 2018). The concept of gig economy is growing in different labour markets. According to research by Mckinsey, around 20 to 30 prevent of the workforce in the developed economies are engaged in independent work. While both Asia and India are late entrants to the gig work market, it is picking up very rapidly. The Indian start-ups are the early adopters of the gig economy, but soon the other kinds of businesses could embrace this work concept (Chaudhary, 2018). On the supply side as well India is leading the change. **As per a recent report 1 in every four gig workers globally are from india.** This mode of employment will have an everlasting impact on the talent market. On the one ,hand skilled individuals will be more accessible, will get access to better work but will also get paid better. **As per our estimates, people would be able to earn at least two times of what they earn from their full-time jobs.** Not just that, with gig being the way of work the war for talent will change. Organizations would need to develop capabilities to engage quality fluid talent without having any kind of "control" over them. While the gigs pay more, lack of defined benefits and legal framework is stopping a lot of people to make that move. This is one area where the policymakers can contribute. Making gig workers available for the world to might be an answer to India's great Indian talent conundrum.

Looking at the above trends, it is quite evident that the job market in India has undergone transformational changes over the past five years. On top of it, efforts by the government to encourage the start-ups and SMEs are also paying up. **As per a recent report, india has hit the record of usd 1 billion start-ups (third in the world)**. These start-ups are breeding grounds for new age jobs and are giving starts to the majority of new workers joining the job market every year and if the experts are to be believed this just the beginning. While the future looks an exciting lot of work needs to be done by all players of the ecosystem – The employers, the candidates, policymakers and academicians. While the employers need to gear up to fight the new war of talent, academia and candidates need to upgrade their skill set for future jobs. The government needs to develop an ecosystem for both businesses and talent to flourish in the new scheme of things.

The India Skill Report over the past six editions has been able to capture the changes that have taken place in the Indian job markets. This year the report attempts to provide you an insight into the changing talent landscape of the country. We hope that in this year's report you will be able to experience the changes that have taken place in the Indian job market over the last few years, the changes in the job patterns, and the changes in the demand of skills.
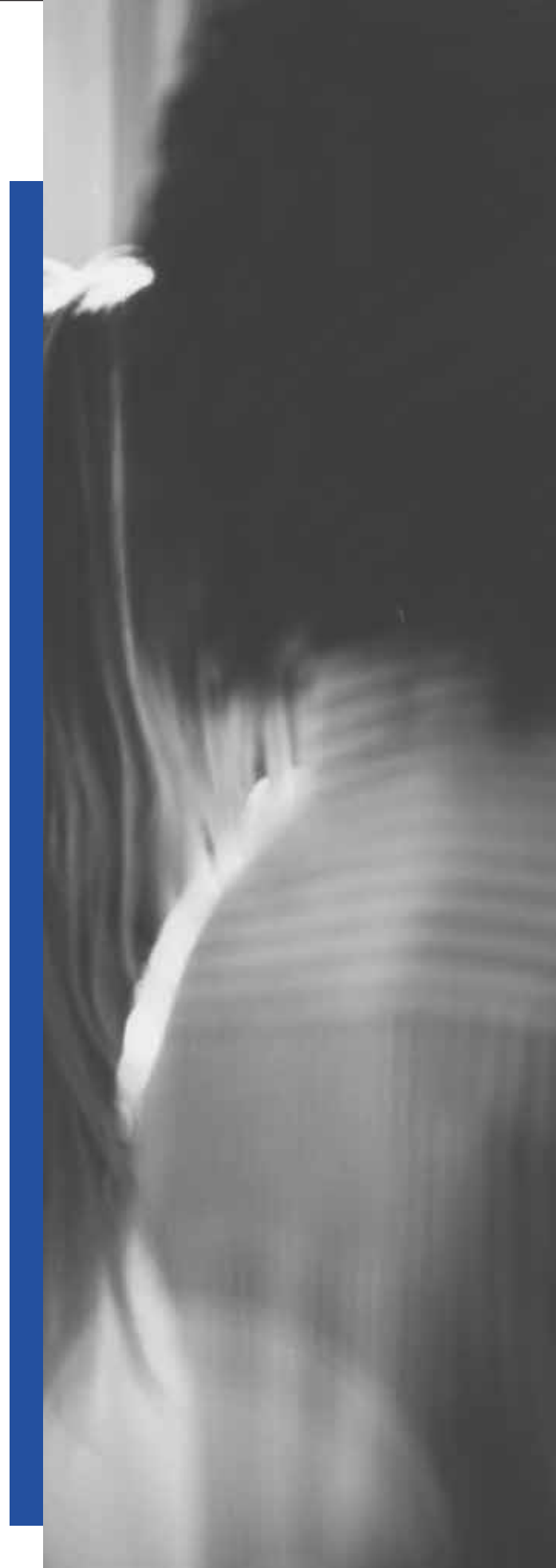
# WEST ANALYSIS: STORY FROM THE TALENT SUPPLY SIDE

Being a country of 1.3 billion, with a median age of about 28 puts India at the center of any discussions related to Global Skills Landscape. As per various researches and estimates, India would be amongst the very few countries who have the capability to meet the talent needs globally. On one hand while this provides us a golden opportunity to reap the demographic dividend, it also puts us in the position of responsibility. The responsibility to not only meet the skill demands of our own country, but also those of the world.
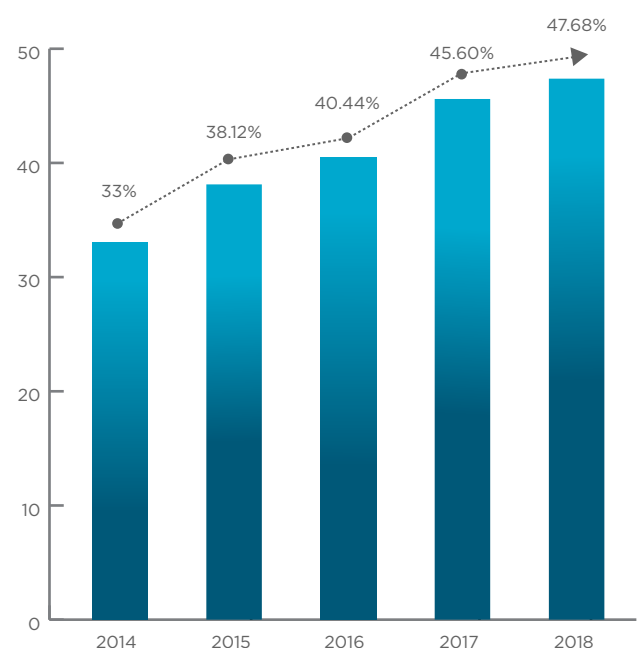
Our assessment, at least of the workforce that is joining the job market this year, shows incremental changes in this direction. The sixth edition of Wheebox Employability Skill Test, the segment of India Skills Report that captures the state of the talent supply side was conducted from July 2018 to November 2018 and more than 3,00,000 students from varied educational background took part in the test. WEST, a scientifically drafted assessment provides us a guide to assess the talent pool available and tests their employability factor from the perspective of their readiness to join the industry as per the skill requirement. This year too it was administered on an online platform and was accessible from mobiles, tablets, desktops as well as laptops. Usable responses of about 3,04,383 students from varied educational backgrounds across the demographic strata were drawn for analysis and reporting. We approached 3200 educational institutions from 29 states and 7 union territories making this India's one of the largest employability test.

And the results show that of all students who took the survey this year, 47.38% of students are employable or are ready to take-up jobs. This shows an incremental change of almost 2-3 percentage points since last year and a larger change of over 15 percentage points in the past 5 years.This clearly shows the efforts made by various stakeholders including government led skilling initiatives, UGC & AICTE led initiative in recent past along with the individual institute led initiatives have started creating an impact.

Further analysis of the test results across education domain reveals that engineers continue to be most employable of the lot. As per this year's data 57%of the

## OVERALL EMPLOYABILITY

Bar chart showing Overall Employability from 2014 to 2018:
- 2014: 33%
- 2015: 38.12%
- 2016: 40.44%
- 2017: 45.60%
- 2018: 47.68%

employability rate with 60.63 % & 60.18% respectively and civil engineering is lowest among all courses. Electronics and Communication and Electrical Engineering have been reported 12% & 21% rise in employability over last year respectively and this is highest in among all the courses. It is observed that engineering courses which are linked with industries or corporates through internship or training are scoring high on employability as compared to other. Civil engineering is one of the examples where growth in last few years has been remarkable with growth in real

## ENGINEERING COURSES WISE EMPLOYABILITY



● 2017　● 2018
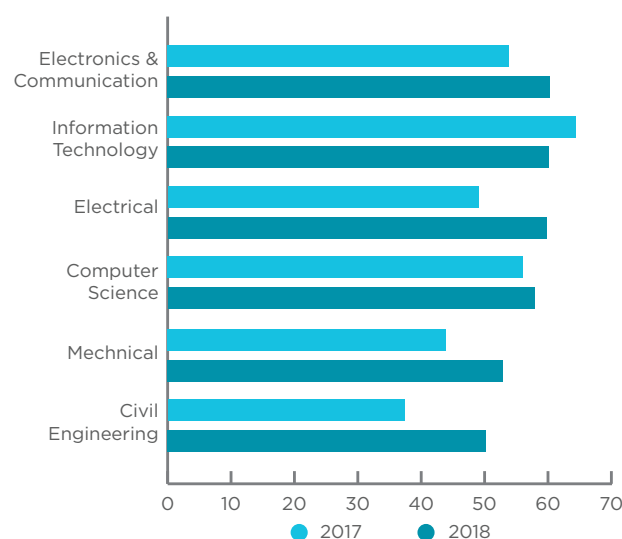
final year engineering graduates are employable, which is a marginal increase of about 5 percentage points since last year . Employability of Engineering graduates has been in focus in recent years considering intake of students being highest in the past few years. That being the case, since last two years we have also gone deeper to track engineering course wise employability and our results shows that employability is on rise this year over last year across engineering courses. Given that 43% engineers remain unemployed from technical institutions across the country and that too when Indian Government has launched various employment schemes in manufacturing sectors under "Make in India" mission. IT industry has led the economic transformation of the country and altered the perception of India in the global economy. India's cost competitiveness in providing IT services, which is approximately 3-4 times cheaper than the US, continues to be the mainstay of its Unique Selling Proposition (USP) in the global sourcing market. However, India is also gaining prominence in terms of intellectual capital with several global IT firms setting up their innovation centers in India. The mobile wallet industry is expected to maintain its current pace of expansion, and the value of its transaction is expected to reach Rs 32 trillion (US$ 480 billion) by 2022, growing at a rate of 126 per cent.

Electronics and Communication Engineering (ECE) & Information Technology (IT) courses has highest

estate and infrastructure sectors, but absence industry connect with students has impacted the employability of students. IT, Electronics & Communication, Electrical Engineering are the domains where ample internship opportunities are available for students to gain industry perspective before joining industry.

Completely opposite to this trend, the employability amongst ITI & Polytechnic students' is a challenge that needs to be answered. Despite the kind of focus that has been placed in the past few years, employability amongst the final year students is dropping consistently. From our interactions with industry experts, low employability of ITI & Polytechnic students is due to lesser focus on industry alliances and core employable skills. NCVT had introduced employability skills as part of the curriculum in ITI to train students and make them ready for industry but it lot more needs to be done in the space, as it is and polytechnics with their reach and access can solve job dilemma of India tremendously.

Another trend that has continued from last year is the drop in employability of MBA graduates. As per WEST data, the employability amongst MBA graduates has further dropped by 3 percentage points over last year. This further solidifies the belief that as the exclusivity

around MBA as a course has reduced so has the quality of talent. The mushroom growth of MBA institutes has resulted in a drop in quality of student intake, in addition to this there is a difference in quality of curriculum that is taught in different educational institutes. While some institutes have kept up with the dynamic skill demands of businesses and have a very clearly defined intake process, a lot of others do not. This gives a clear message that a stringent approach is the need of the hour, or else in sometime the degree will lose the value it has created in the last few years.

What came in as an unwelcome change in this year's study was a drop in employability of B Pharma graduates this year. While in the past years B Pharma has always been amongst the most employable domains the number a decrease of 12% since last year.
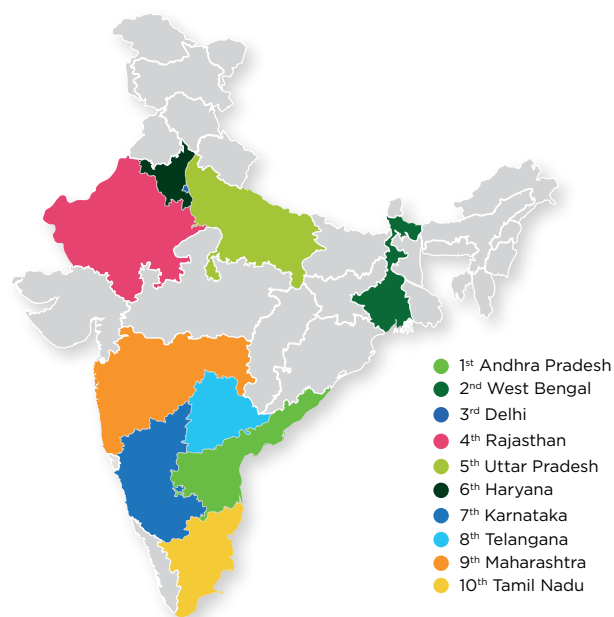
## DOMAIN WISE EMPLOYABILITY

2017     2018
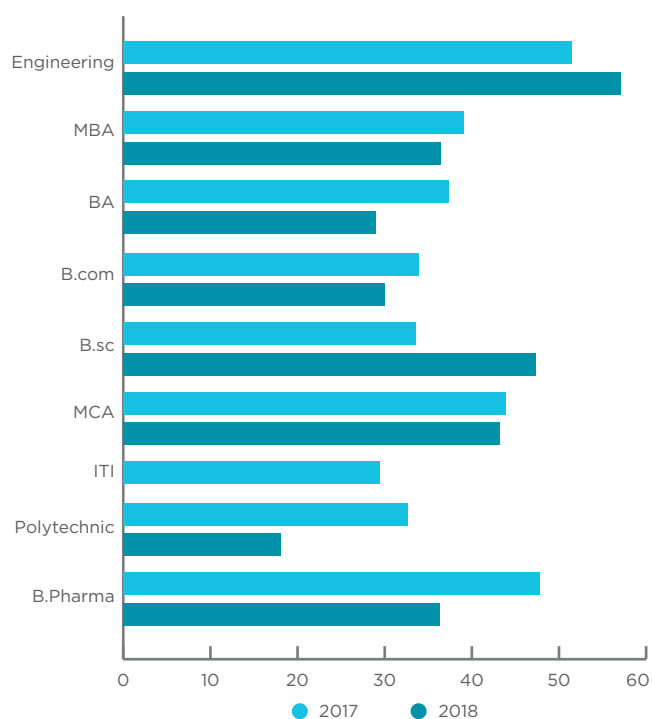
## States With Highest Employability

Moving on to the state wise employability, we saw some evident changes in the states which had availability of skills this year. With WEST being administered online, the reach of the test was tremendous. Of all the 34 states and union territories, which were well represented in our test taker data set, below are the top 10 states where the number of employable workforce was high.

While Haryana, Rajasthan and Telangana made an entry to the top 10 states, Madhya Pradesh, Gujarat and Punjab moved out of the last year's list. It was also interesting to see states like Delhi, Uttar Pradesh , Karnataka, Maharashtra, Andhra Pradesh, Tamil Nadu to retain their

1st Andhra Pradesh
2nd West Bengal
3rd Delhi
4th Rajasthan
5th Uttar Pradesh
6th Haryana
7th Karnataka
8th Telangana
9th Maharashtra
10th Tamil Nadu

presence in the list to top 10 states. Interesting thing is that not only did these states feature in the top 10 list in terms of domain expertise, but also in various non technical skills which were assessed using psychometric tests.

Needless to say that the kind of efforts that the governments of these states are putting in to make the students job ready is paying off. This becomes evident in the city wise data as well. According to this year's WEST results, almost all cities with highest numbers of employable test takers belonged to these states. While the metro cities like New Delhi, Chennai, Bengaluru, Mumbai continued their presence this year too, Cities like Lucknow, Pune made a consistent presence for the fifth consistent year. Vishakhapatnam and Guntur made an interesting entry after a gap of 2 years along with

## CITIES WITH HIGHEST EMPLOYABILITY

| S No. | CITY |
|-------|------|
| 1 | Bengaluru |
| 2 | Chennai |
| 3 | Guntur |
| 4 | Lucknow |
| 5 | Mumbai |
| 6 | New Delhi |
| 7 | Nashik |
| 8 | Pune |
| 9 | Vishakhapatnam |

| LEARNING AGILITY | ADAPTABILITY | INTERPERSONAL SKILLS | EMOTIONAL INTELLIGENCE | CONFLICT RESOLUTION | SELF DETERMINATION |
|---|---|---|---|---|---|
| Karnataka | Maharashtra | Delhi | West Bengal | Andhra Pradesh | Karnataka |
| Rajasthan | Haryana | West Bengal | Telangana | Telangana | Uttar Pradesh |
| Delhi | Karnataka | Uttar Pradesh | Andhra Pradesh | Tamil Nadu | Maharashtra |
| Tamil Nadu | West Bengal | Rajasthan | Maharashtra | Karnataka | Delhi |
| West Bengal | Rajasthan | Karnataka | Uttar Pradesh | Maharashtra | Rajasthan |
| Maharashtra | Delhi | Haryana | Tamil Nadu | Uttar Pradesh | Telangana |
| Telangana | Uttar Pradesh | Maharashtra | Karnataka | Rajasthan | Gujarat |
| Uttar Pradesh | Telangana | Telangana | Rajasthan | Haryana | Punjab |
| Andhra Pradesh | Andhra Pradesh | Andhra Pradesh | Delhi | Delhi | Tamil Nadu |
| Haryana | Tamil Nadu | Tamil Nadu | Haryana | West Bengal | Andhra Pradesh |

Thane and Nashik which entered the Top 10 list for the first time in six editions of the report.

The presence of these tier 2 and tier 3 makes it clear that employable talent pool is not limited to metro cities, and that though there are no big institutions such as IITs/IIMs or any other renowned institutes in tier 2 and 3 cities quality of talent is equally good. A better ecosystem to match this talent to jobs in these cities would result in much better results.

## Gender Wise Employability

To build future economies that are both dynamic and inclusive, we must ensure that everyone has equal opportunity. When women are not integrated in the skilling initiatives — both as beneficiaries and shapers— the global community loses out on skills, ideas and perspectives that are critical for addressing global challenges and harnessing new opportunities. India has among the lowest female work force participation rates in the world. But if our results are to be believed that the same is changing now.

Our employability data reports increase in female employability this year as compared to last year. It has increased from 38% last year to 46% in the current year. Male employability score has grown from 47% last year to 48% in the current year. This undoubtedly a great news both for businesses as well as nation. Researches have shown that participation of women at work has a positive impact on businesses. And with the kind of skill shortage India Inc has been facing in the past few years increase in female employability would be a great help. All that is needed now is to provide these employable candidates an easy access to opportunities so that they can put their skills to use. To make it a bit easier we tried to capture the major states where the availability of employable talent (both male and female ) is high. And the cities are:



Male  47%  48%     Female  38%  46%

● 2017   ● 2018
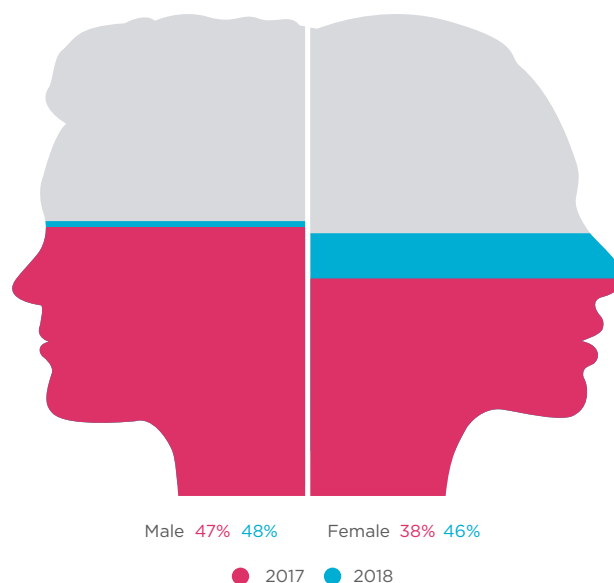
## Candidate Preferences

While a larger part of WEST was focused on assessing the candidates on whether they are employable or not, we did try to capture their preferences as well.
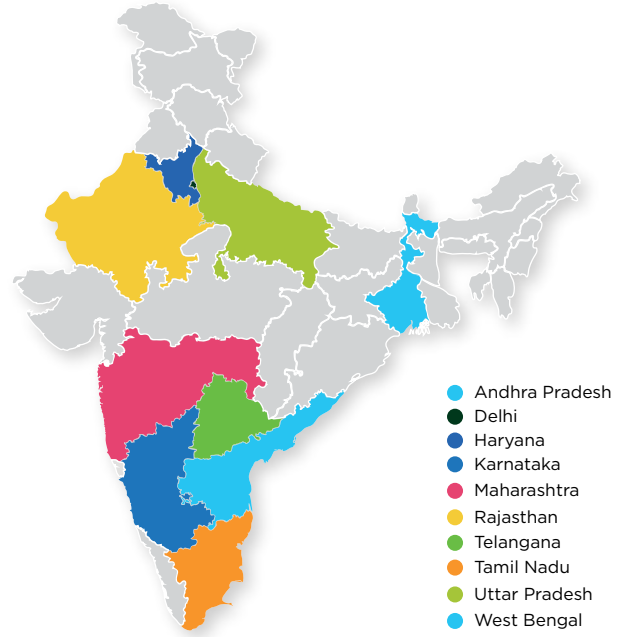
**Preference For Internship**

Internship is an opportunity for both employer and candidate to assess each other before getting into an actual employee-employer agreement. Being an employer, corporates have an opportunity to test the

## MALE EMPLOYABILITY STATE WISE



- Andhra Pradesh
- Delhi
- Haryana
- Kerala
- Karnataka
- Maharashtra
- Rajasthan
- Telangana
- Tamil Nadu
- Uttar Pradesh

## FEMALE EMPLOYABILITY STATE WISE



- Andhra Pradesh
- Delhi
- Haryana
- Karnataka
- Maharashtra
- Rajasthan
- Telangana
- Tamil Nadu
- Uttar Pradesh
- West Bengal

skills, train the intern and assess before making him/her a full-time employment offer. On the other hand, candidates also have an opportunity to get sense of corporate environment, work culture, assessment of skills and gaps without worrying about the full-time employment. This is a win-win situation for both the parties, but here the road block is no. of internship opportunity seekers are high and opportunities are handful, hence majority of students are left out from this learning opportunity. This could be one of the reasons of lower employability at graduate and post graduate level.
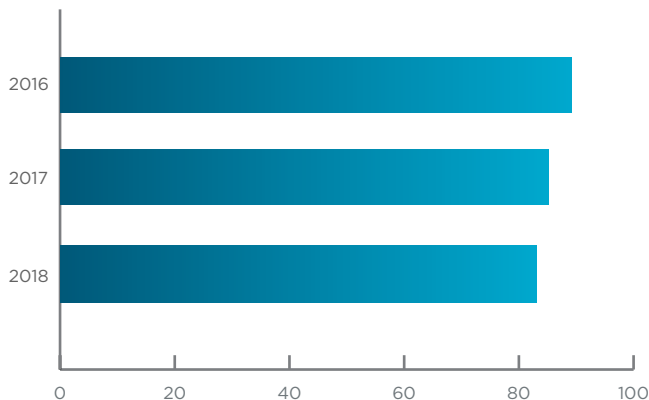
Our survey results show that about 84% of students are ready to take up the internship opportunity in contrary to this only 37% organizations offer opportunities to students to hone their skills before they come on board as permanent employees. Organizations need to come forward and offer internship opportunities to

students to prepare them ready of industry and reduce employability figures.
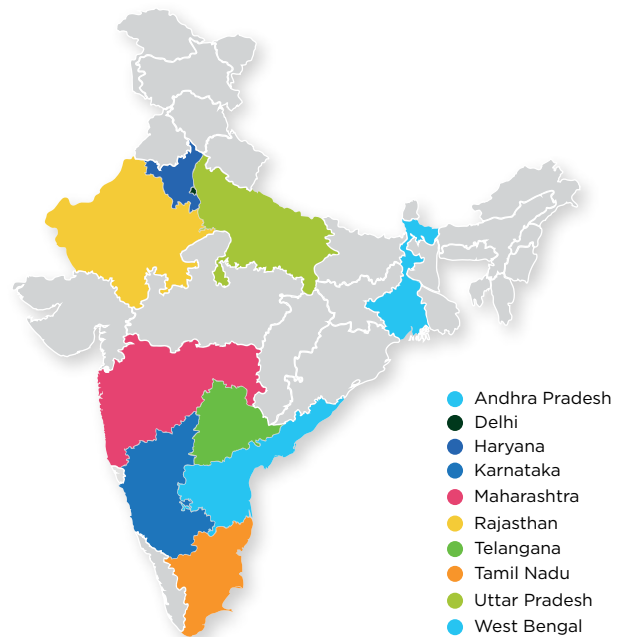
**Preference For Internship State Wise**

Further analysis of internship preference by state reveals that highest no. of students who prefer to opt for internship are from Rajasthan and least are from West Bengal. Based on state wise internship preference data, inferences can be drawn that students who prefer and undergo internship opportunities are high on employability. Internship is not the only factor that determines employability, but it is a critical

## PREFERENCE FOR INTERNSHIP STATE WISE



- Andhra Pradesh
- Delhi
- Haryana
- Karnataka
- Maharashtra
- Rajasthan
- Telangana
- Tamil Nadu
- Uttar Pradesh
- West Bengal

## PREFERENCE FOR INTERNSHIP



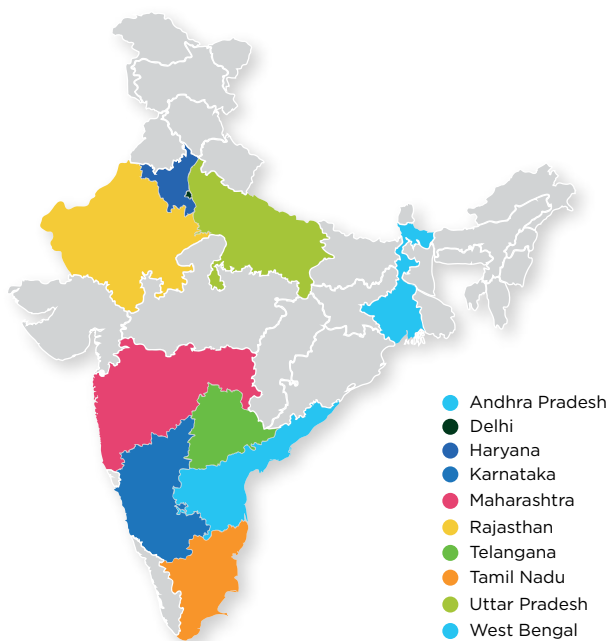| | 0 | 20 | 40 | 60 | 80 | 100 |
|---|---|---|---|---|---|---|
| 2016 | | | | | | |
| 2017 | | | | | | |
| 2018 | | | | | | |

factor. Considering internship an important aspect in employability, AICTE has also mandated three internships during under graduate studies. This has come into effect from the 2017/2018 academic year.

**Preferred States for Work**

India Skills Report gives an insight of preferred states for work location. Andhra Pradesh is the top most preference among top 10 states and Telangana is least preferred state. On the other hand, Andhra Pradesh is also the most preferred hiring destination. This match helps employer and student come on one place to

## PREFERENCE FOR WORK STATE WISE



- ● Andhra Pradesh
- ● Delhi
- ● Haryana
- ● Karnataka
- ● Maharashtra
- ● Rajasthan
- ● Telangana
- ● Tamil Nadu
- ● Uttar Pradesh
- ● West Bengal

meet their respective goals. Maharashtra & Tamil Nadu fall in first 5 slots at in both preferred work location as well hiring destination list. West Bengal, Rajasthan & Telangana are among the new entrant this year in the list of preferred states.

Change in preferred salary range is not very significant in year 2018 as compared to year 2017. Almost 70% of candidates expect their first jobs to pay them 2 lacs or more. Though this is low compared to the developed economies, as the level of skills improve we can expect this number to go up in the coming years.

As the businesses go through the digital transformation, which is one of the biggest transformations corporate world has ever experienced, the demand of skills is going to change phenomenally. The early signals are already there, where employers are being pushed to reskill their existing employees or undergo mass separations. The demand side of talent needs to be constantly aware of the these changes and ensure that the talent that joins the market every year is ready to meet these demands. This way the demand side of talent will play

## PREFERRED SALARY RANGES
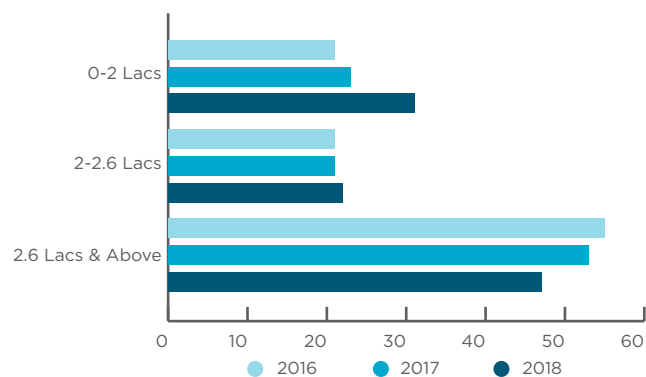


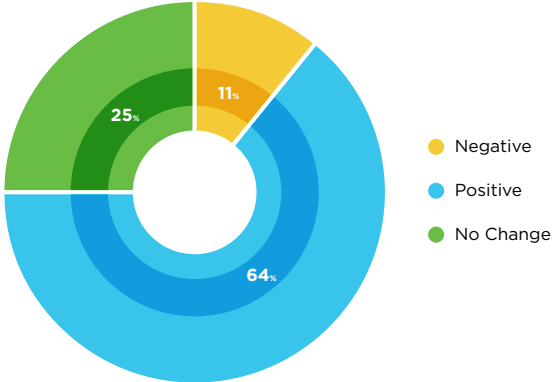a commendable role to make India, one of the most productive economies of the world!

# INDIA HIRING INTENT - 2019

India Hiring Intent 2019, forecasts this trend to continue. In comparison to last year companies across 9 major sectors have predicted an increase of 15% in their hiring numbers. India Hiring Intent, as we already covered in the earlier sections is a primary research survey conducted on 100+ employers across 9 industries . This year's survey revealed that almost 64% of employers have a positive outlook on hiring.

If there is one thing that year 2018 made us believe, it was that the fourth industrial revolution or Industry 4.0 is a reality that can no longer be denied. Industry 4.0 or the new age of automation, driven by unprecedented technological advances would result in entire families of work activities get increasingly automated and would create a lot of changes all around. Be it changing nature of work, job roles being re-defined, a certain class of job roles becoming redundant or the birth of new occupations and roles the impact is going to be wide-spread irrespective of Industry sector. Year 2018 saw some of the organisations (fore-runners) forecasting the impact of this revolution on their businesses and creating blue prints of their future talent strategies, others decided to wait and watch. However, despite all of it the market saw an increase of over 10% in the hiring numbers in 2018 against their numbers in the year 2017. While the overall outlook remained moderate, almost all Industries opened their doors for new hires.



- Negative
- Positive
- No Change

11%
25%
64%

While there is significant 25% of employers who will hire the same number of people as this year, good news is that the organisations with a negative outlook is much lesser than last year. Amongst the sectoral findings while for the first time in 3 years software and IT sectors are showing a positive outlook, Financial Services,

Hospitality and Travel and Engineering and Automotive will see a significant increase in their hiring numbers.

Like every year, in this year's India Hiring Intent talent leaders of different organisations participated, and shared their feedback around various interesting facets, like the kind of roles/skills organisations are looking for, where do they plan to hire, what are the channels they use to reach candidates. Here's snapshot of what they shared in their survey responses!

## Tech Companies Back In Hiring Game!

After more than 2 years of speculations, de-growth and freeze in hiring it seems that the darling of India Inc. the Software Industry would be back in hiring game. Our survey which reached out to companies of all sizes – small, medium and large enterprises – would be hiring this year. While the volume of hiring might not reach the mass volumes of 2010/11 and before, the situation would still be better than what it was in the last 2-3 years. As per our survey respondents, the sector would say about 15-20% increase in hiring when compared to the numbers hired in 2018. The key job areas which the companies would be hiring the most for are:

• Artificial Intelligence
• Design
• Analytics
• Research and Development

With a workforce that primarily comprises primarily of engineers this is a great news, however considering that almost 60% of recruiters in this sector have shared that they do not find right quality talent, the job seekers might wanted to update their skill set in order to bag these jobs.

## Other Sectors Joining The Party!

While technology companies get back in the game of hiring, the good thing is that the hiring will not be limited to them. Apart from this, the sectors which will see an upswing in their hiring numbers next year are : Engineering and Automotive, and travel and hospitality. Pharma and Healthcare, BPO, KPO and ITES, along with Financial services will see moderate growth and Banking, Insurance, Core Sectors and Manufacturing will be hiring similar or will see a very small change in hiring in comparison to last year.

| | |
|---|---|
| Banking Financial Services & Insurance | 10-15% |
| BPO, KPO & ITES | 10-15% |
| Core Sector (Oil & Gas, Power, Steel, Minerals, etc.) | <10% |
| Engineering & Automotive (Auto & Auto Components) | >15% |
| Manufacturing | <10% |
| Others & Diversified | 10-15% |
| Pharma & Healthcare | 10-15% |
| Software, Hardware & IT | >15% |
| Travel & Hospitality (Including Aviation, Tours & Travels, Hotels) | >15% |

When analysed against the company size, this year's survey reveals that companies of all sizes will see a positive change in hiring against their hiring numbers this year (2018).This is a positive change against last year, especially for segments with <500 employees and 1001-5000 employees where there has been a significant decrease in the companies with negative outlook.

### HIRING INTENT: BY COMPANY SIZE



Positive    No change    Negative
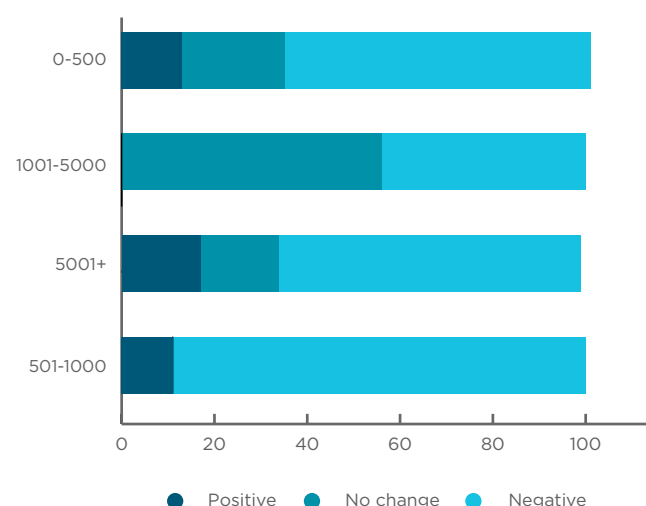
Similar trends are evident in hiring intent of different types of companies. While a small number of multi-nationals showed a negative outlook in forecasting next year's hiring numbers majority of Private and Publicly Listed companies would either hire same or a higher number in the next year.

### HIRING INTENT: BY COMPANY TYPE



Negative    No change    Positive
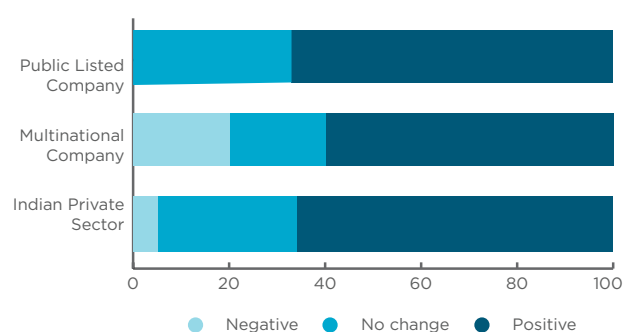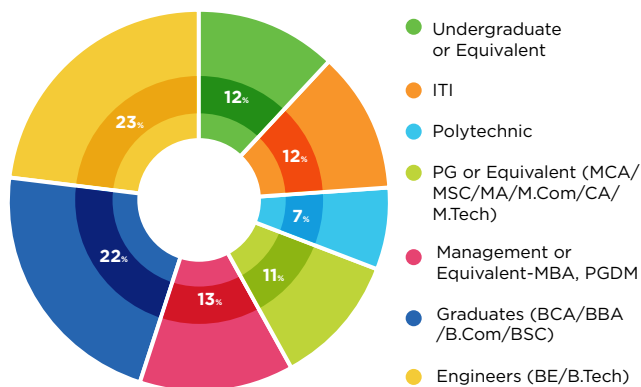
## Who Is Getting Hired?

**Hiring Intent: By Education Domain**

While overall hiring trends basis educational domains would remain the same with Engineering and general graduates constituting 45% of total hiring requirements, there would be a visible change in the share of ITI, Polytechnics, and Management graduates. While there would be an increase in demand of ITI and management

graduates , polytechnic graduate would see a drop. Further data drill down suggests that BFSI, BPO/KPO/ITES, and Travel & Hospitality sectors would have a high demand of general graduates and engineering graduates would be in high demand in the sectors Manufacturing, Auto & Engineering and software, hardware and IT. ITI and Polytechnic would be preferred by Manufacturing, Engineering and Automotive (auto and auto components) and Core Industries as compared to others. All in all no major deviations from the previous trends.

## HIRING INTENT: BY EDUCATION DOMAIN



- Undergraduate or Equivalent
- ITI
- Polytechnic
- PG or Equivalent (MCA/MSC/MA/M.Com/CA/M.Tech)
- Management or Equivalent-MBA, PGDM
- Graduates (BCA/BBA/B.Com/BSC)
- Engineers (BE/B.Tech)

**Hiring intent By Work Experience**

While the hiring numbers are expected to improve visibly in 2019, fresher hiring numbers might not change at all or might decrease. Blame it on the kind of transformation that all the industries are going through for the skill levels of new hires only one in five hires this year would be freshers. While year-on-year this number is almost similar to last year, there is significant drop that has happened in the past 5 years. Study of Sectoral preferences reveal that, Freshers are preferred in Manufacturing and Automotive Sectors where organisations have defined programmes to train the fresh workforce, Pharma, Healthcare, Hospitality and BPO/KPO/ITES prefer employees with 1-5 years of experience. BFSI, Core and energy sectors, Software,
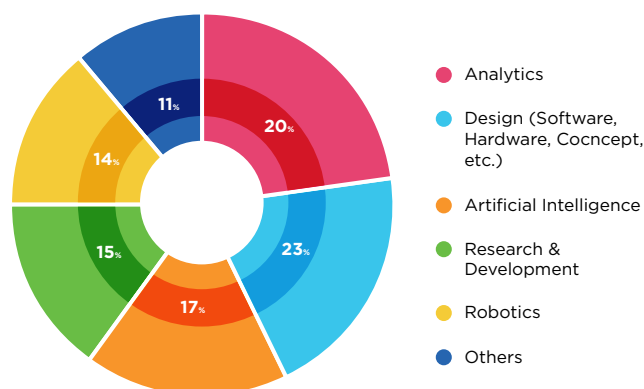
## HIRING INTENT BY WORK EXPERIENCE



- Fresher
- 1 to 5 years
- 6 to 10 years
- 11 to 15 years
- Over 15 years
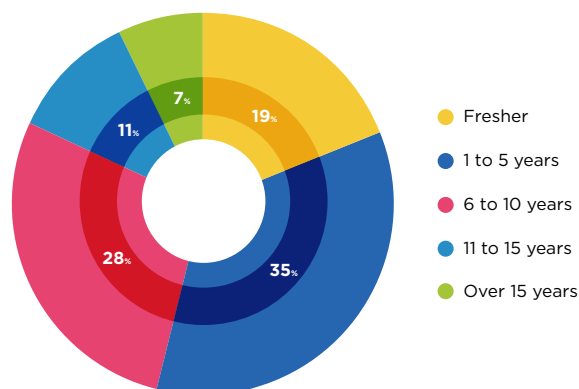
hardware and IT sectors prefer hiring people with more than 6 years of experience.

**Design jobs – High on demand**

As the impact of digital transforms each and every sector, be it Software, Hardware and IT, Manufacturing, Automotive or Hospitality new kinds of jobs are coming up every year. Another change which this wave is bringing across industries, is a consistent focus of customer or user experience. This is a common thread across industries – Hospitality, travel, Software, mobile companies are looking for seamless experience (UX) for their app/website/software/property users (or visitors) and auto companies are looking for better driving experience. The quest to achieve this elusive perfect "experience" results in the need of people who can design these experiences. As per this year's survey one in every five people hired for new age skills would be for "Design" jobs across industry sectors. Not just that 60% of the new age jobs would fall under the work areas of Analytics, Design and Artificial Intelligence.

## DESIGN JOBS – HIGH ON DEMAND



- Analytics
- Design (Software, Hardware, Cocncept, etc.)
- Artificial Intelligence
- Research & Development
- Robotics
- Others

## Apprenticeship And Their Participation At Work

In December 2014, the Indian Government brought in amendments to The Apprentices Act 1961 and made the said Act more attractive to industry and the skill-seeking young India. The amendments were brought in since the Ministry of Skill Development's interactions with stakeholders revealed that a good number of establishments where training facilities are available, but these facilities hadn't been utilised because such establishments expressed an inability to come under the Act, citing lack of government support. Keeping in view the seasonality of operation or business or flexibility desired by trade apprentice, a trade apprentice, as per the amendments, completed the period of apprenticeship training within five years or double the duration of the said training whichever is less from the date of starting of the apprenticeship training. The clause of the 'optional trade apprentice' was inserted. This means an apprentice who is not undergoing apprenticeship training in a designated trade. Stringent clauses like imprisonment and the outsourcing of basic training to other industries were removed.

The new Act made it obligatory for employers to engage apprentices in designated trades to impart training on the job in industry to school dropouts, Industrial Training Institute (ITI) pass-outs, diploma holders and those holding certificates in 10+2 vocational streams. The ITIs were also revamped under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) with new norms for building, assets, facilities, training infrastructure and equipment.

In the light of these initiatives, we asked the employers if they were aware of the Apprenticeship Act and almost 70% respondents reverted with a resounding yes.

## AWARENESS FOR APPRENTICESHIP SCHEME AMONG CORPORATES



- YES
- NO
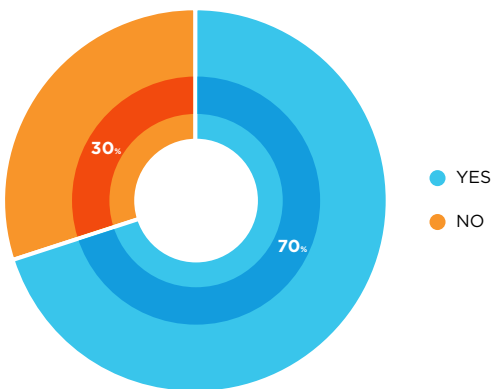
However, this awareness is not resulting in organisations getting themselves registered. Of all the organisations aware about the Apprenticeship Act only 57% have registered themselves under the NAPS scheme.

**Registrations Under National Apprenticeship Promotion Scheme (NAPS)**

The same is reflected in overall enterprise registration numbers on apprenticeship portal as well. However



**57%**
Have Registered Under Apprenticeship Scheme
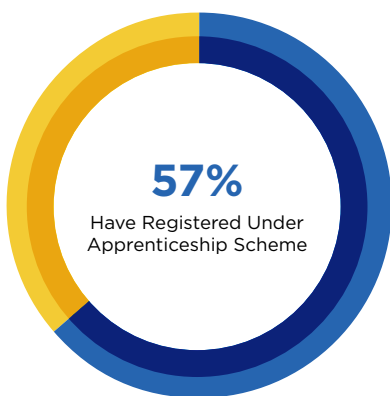
here is an interesting thing. While of these 43% organisations who are yet to register themselves under the apprenticeship scheme, almost 38% of the employers still here apprentices in their organisations.

This highlights a different type of fix that is needed in the process. Policy makers might need to look into it. However, considering the kind of talent and job mismatch that we are facing apprenticeship would be one of those things which can help in improving the quality of talent and their job readiness as well.
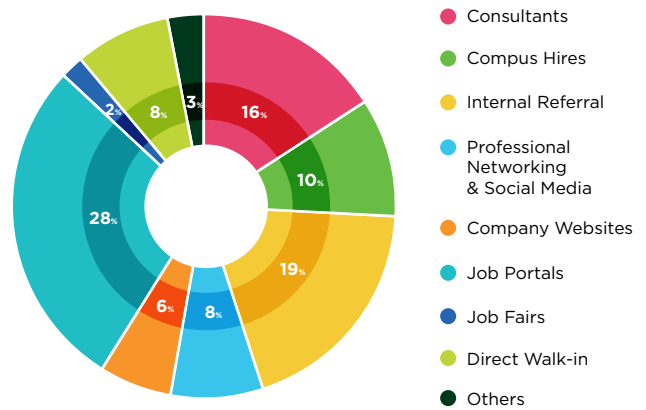
## Key Hiring Preferences

This section captures the key employer preferences of employers.

**Where Do The Employers Hire From?**

When asked to choose the hiring sources which the organisations use of filling in the talent needs of businesses, Job portals and Internal referrals came up as the top 2 most preferred sources of employers. A small change came in the contribution of consultants, if this year's results are an indication the organisational preference of consultants is reducing. While until last year, these 3 sources put together were preferred by 70% employers, the number dropped to 63%.

## PREFERRED SOURCING CHANNEL



- Consultants
- Compus Hires
- Internal Referral
- Professional Networking & Social Media
- Company Websites
- Job Portals
- Job Fairs
- Direct Walk-in
- Others

### TOP 3 SOURCING CHANNELS

| SOURCING CHANNEL | PERCENTAGE USED |
|---|---|
| Job Portals | **28%** |
| Internal referral | **19%** |
| Consultants | **16%** |

### LESS PREFERRED SOURCING CHANNELS

| SOURCING CHANNEL | PERCENTAGE USED |
|---|---|
| Company Websites | **5%** |
| Others | **3%** |
| Job Fairs | **2%** |

## Most Preferred Skills

This year again we reached out to employers and asked them which are the three skills they hire for apart from domain expertise. If the preferences of the employers are an indication, candidates with better communication skills and those ready to learn and adapt to the changing business environment are preferred than others. Considering the change businesses are going through these days, this is not at all shocking.

| RANK | PREFERENCES |
|------|-------------|
| 1 | Communication Skills |
| 2 | Adaptability |
| 3 | Learning Agility |

## What is The Quality Of Talent?

While the WEST analysis provided the quality of available "fresher" talent, we also asked the employers what they felt about the quality of talent available in the market. The results were not surprising considering the fact that most employers today complain about lack of talent availability . Survey result reveals that 63% of respondents feel that only "Some job seekers" or "No" job seekers meet the required skills whereas 37% claim that most job seekers possess the required skill and fit match to their requirements. And interesting things is that this feeling is prevalent across sectors.

12%
28%
9%
51%

- Nearly all the Job Seekers
- Most Job Seekers
- Some Job Seekers
- Very few Job Seekers
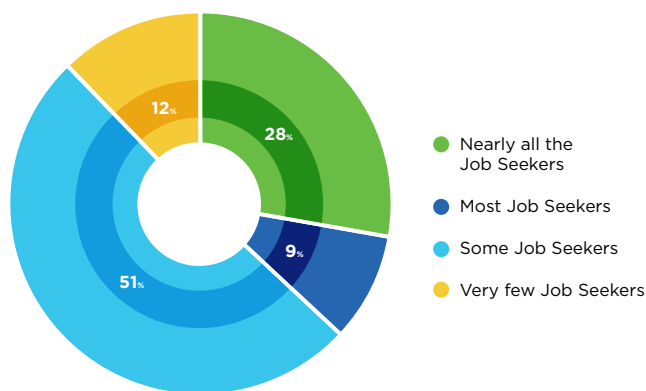
This brings us to the end of India Hiring Intent 2019 – the segment of India Skills Report that captures the demand side of the talent. Every passing year we try to bring in more insights both from the supply and demand side of talent. We hope these insights help all the key players in the talent landscape in taking decisions and thus help in shaping the India of our future. While the existing challenges of India as a complex geography and economy continue and newer macro factors will continue to impact the ecosystem. The need of the hour is quick actions which we can together take for faster results!

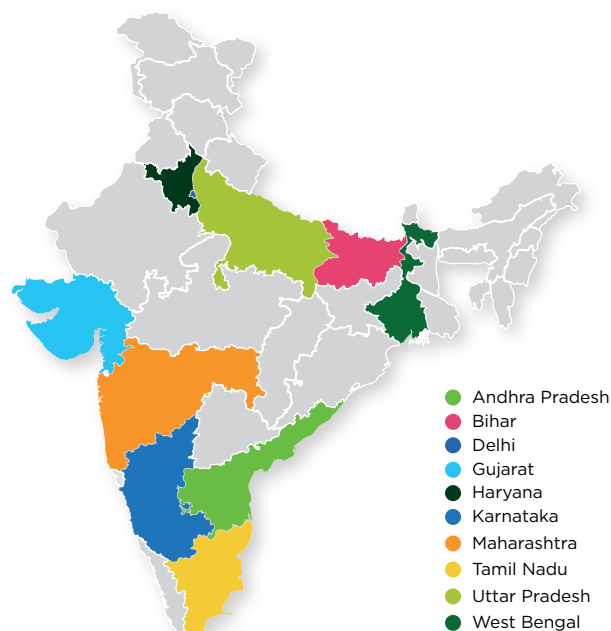# CONSOLIDATED VIEW OF SUPPLY AND DEMAND SIDE OF DATA

While we have already reviewed and viewed both supply and demand sides of data independently and here is a quick recap of how it looks when we place both the data sets together!

## States – Talent Availability And Job Demand

TOP STATES WHERE EMPLOYABLE TALENT IS AVAILABLE



- Andhra Pradesh
- Delhi
- Haryana
- Karnataka
- Maharashtra
- Rajasthan
- Telangana
- Tamil Nadu
- Uttar Pradesh
- West Bengal

TOP 10 STATES WHERE MAXIMUM HIRING HAPPENS



- Andhra Pradesh
- Bihar
- Delhi
- Gujarat
- Haryana
- Karnataka
- Maharashtra
- Tamil Nadu
- Uttar Pradesh
- West Bengal

## Domains – Employability And Demand

### DOMAINS WHICH HAVE MORE PERCENTAGE OF EMPLOYABLE TALENT

| | |
|---|---|
| Engineers (BE/B.Tech) | **57%** |
| Management  or Equivalent -MBA, PGDM | **36%** |
| General Graduates (BA/BSC./B.Com) | **35%** |
| PG or equivalent | **43%** |
| ITI | **NA** |
| Polytechnic | **18%** |

### DOMAIN WISE HIRING MIX IN ORGANISATIONS

| EDUCATION MIX | PERCENTAGE |
|---|---|
| Undergraduate or Equivalent | **12%** |
| ITI | **12%** |
| Polytechnic | **7%** |
| PG or Equivalent (MCA/MSC/MA/M.com/CA/M.Tech) | **11%** |
| Management  or Equivalent -MBA, PGDM | **13%** |
| Graduates - BCA/BBA/B.Com/BSC.etc | **22%** |
| Engineers (BE/B.Tech) | **23%** |

## Apprenticeships – Participants v.s Available Opportunities

### PERCENTAGE OF FINAL STUDENTS WILLING TO PARTICIPATE



- YES
- NO

17%
83%
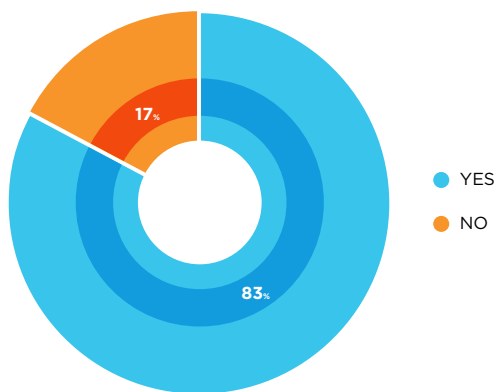
### PERCENTAGE OF EMPLOYERS HIRING ANY APPRENTICES



- YES
- NO

51%  49%
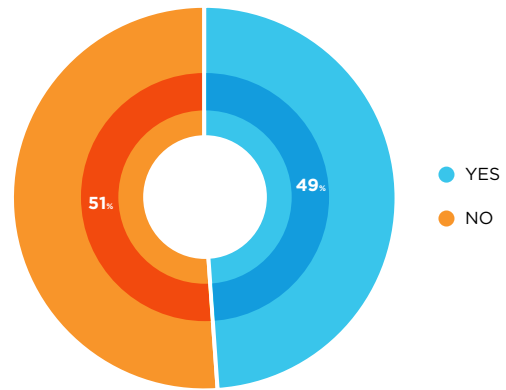
## Non Technical Skills In Demand And Availability

### NATION-WIDE SCORES ON NON TECHNICAL SKILLS

| PSYCHOMETRIC TEST SECTIONS (NATION WIDE SCORES) | % SCORES |
|---|---|
| Learning Agility | **71.73%** |
| Adaptability | **63.01%** |
| Interpersonal Skills | **67.71%** |
| Emotional Intelligence | **74.96%** |
| Conflict Resolution | **70.17%** |
| Self Determination | **75.9%** |
| Communication Skills | **63%** |

### TOP 3 SKILLS EMPLOYERS LOOK OUT FOR



- Learning Agility
- Adaptability
- English Language

25%  40%  35%
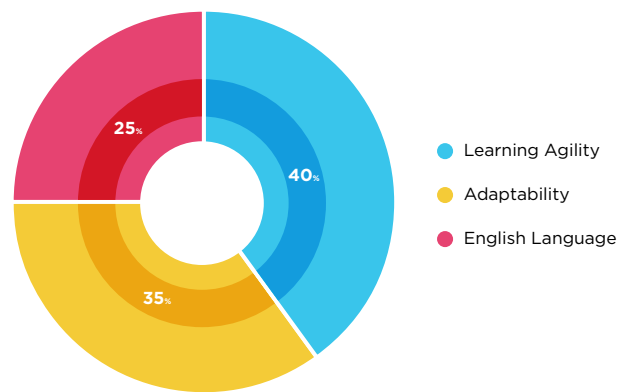
# WAY FORWARD

India Skills Report was started in the year 2013-14 with the intent of creating a platform for bringing the supply and demand side of talent supply chain together. Using which the different stakeholders of the ecosystem could bridge the demand with the expectations. This the sixth edition of the report and the way talent landscape of India has evolved every single year the need an importance of this initiative has become all the more evident. In the current edition of the report, we were thrilled to have continual support from both side – the supply and demand side of talent supply chain and hope that the data and findings of the report would help them in planning their way ahead.

In current times when businesses are in the state of flux, and the world of work in itself is transforming, the report has a much broader role to play. Here are few recommendations that we would like to make as per the outcomes of the assessments, survey and the conversations we had as we prepared this report:

• Revisit the Curriculum: Organisations across sectors have dropped their fresher hiring numbers. One of the key reasons as per them is the kind of investment that is needed to make the students job ready. While large enterprises have the resources to invest in freshers, same is not possible for startups, small and medium enterprises. Steps are needed to first revalidate the curriculum for it to meet the industry demands, and then work with companies put them into use.

• Re-Skilling Scholarships: While organisations with necessary resources are working to reskill their existing workforce, there is a vast majority which is not able to get such opportunities. In such a situation any types of Reskilling initiatives be it Government led or those done in collaboration with businesses and academia would be helpful. We would also need the unemployed workforce to participate in these initiatives and that is when some non-traditional incentives like a Reskilling Scholarship would help immensely.

• Reach of Career Counselling: While a lot of time, money and funding has been spent in this initiative, still a lot of students are unable to take benefit from it. There is a need for career counselling centers to be setup in places where students are – like colleges, training centers etc. In areas which are difficult to access virtual or access to career counsellors on phone, web would also help immensely.

• Attract multinational companies to establish and increase their presence in India: India is one of the largest consumer markets globally. And that is something which can be used to attract multi-national firms to setup their presence in the country and create more jobs. Another important thing is attracting organisations from diversified sectors, and different countries. That way we would be able to de-risk our job market from any external parameters. The current year's data has shown that MNC's have the maximum contribution towards hiring this year. Such steps would help in improving the outlook.



• Ecosystem for the work of future : Whether we like or not the work of future is going to be here soon. Robots are going to be the ones working 9 to 5 , skilled workers are going to earn through gigs and jobs are going to be boundary-less. In such a situation, it becomes imperative for the government to create an ecosystem for new jobs, and new ways of working to flourish. It is important that the gig workers have a socio-economic framework that supports their choices at work. Considering India would one of those countries with largest talent supply – it is something we need to lead the world for.

We are sure that if the above recommendations are taken into consideration, the transition into the new world of work will be much simpler. And we are sure that with all of us together, India would lead all other countries to this world!

# GENDER DIVERSITY REPORT

## WHAT PERCENTAGE OF WOMEN WORK GLOBALLY?*

**Arab World**
23.3%

**Pakistan**
24.6%

**India**
27%

**Shri Lanka**
35.1%

**European Union**
50.8%

**United States**
56.30%

**Bangladesh**
57.40%

**China**
63.90%

**Nepal**
79.9%

## WOMEN AT WORK THE MYTH AND REALITY

PARTICIPATION OF WOMEN IN INDIA INC.

|        | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------|------|------|------|------|------|------|
| Male   | 71%  | 70%  | 68%  | 71%  | 77%  | 75%  |
| Female | 29%  | 30%  | 32%  | 29%  | 23%  | 25%  |
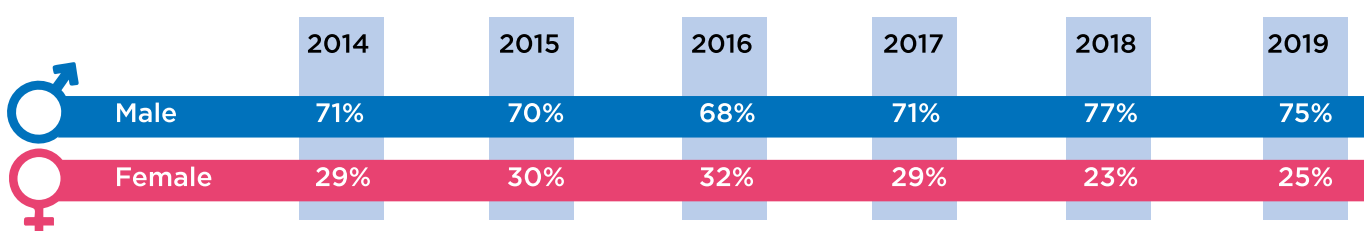
**67%**
Women graduates do not work in rural India
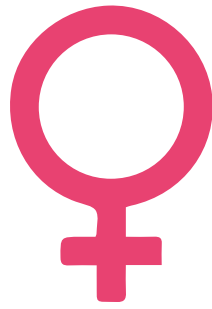
**68.3%**
Women graduates do not have paid jobs in urban India

| | | | | | | |
|---|---|---|---|---|---|---|
| 31.20% | 22.6% | 25.8% | 25.8% | 23.70% | 24.50% | 25.20% |
| 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |

**Higher Education Female Enrollment Ratio**

## WOMEN EMPLOYABILITY

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|---|
| Female | 42.10% | 37.88% | 39.95% | 40.88% | 38.15% | 45.6% |
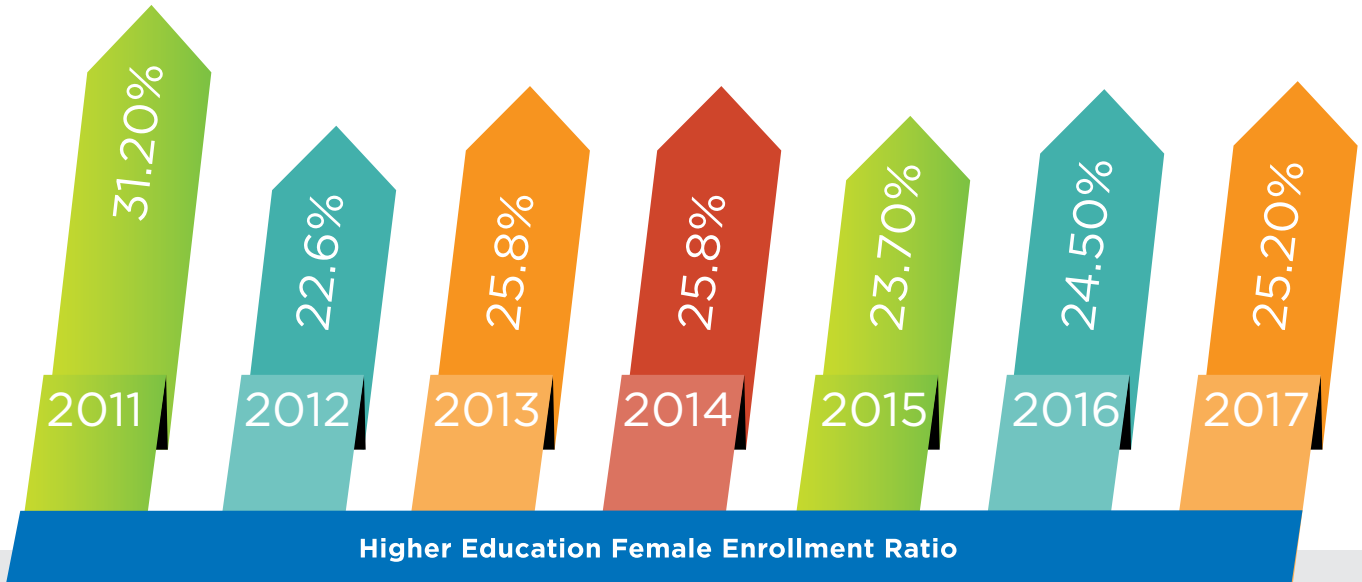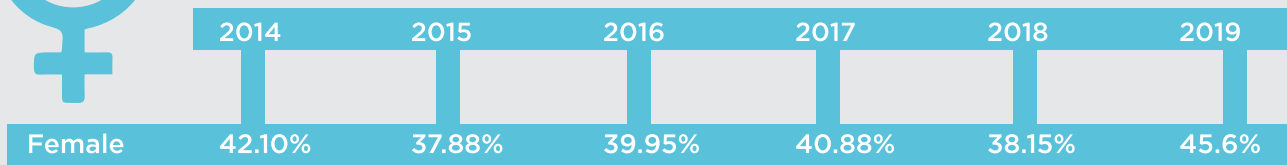
## WHICH DOMAIN HAS MORE EMPLOYABLE WOMEN

### DOMAIN FEMALE RESPONDENTS DATA

| Domain | Percentage |
|---|---|
| B.Tech/B.E | 44.4% |
| Polytechnic | 27.76% |
| MCA | 44.24% |
| MBA | 52.04% |
| B.Sc | 69.47% |
| B.Com | 70.02% |
| BBA | 51.76% |
| B.Pharma | 65.02% |
| B.A | 80.22% |
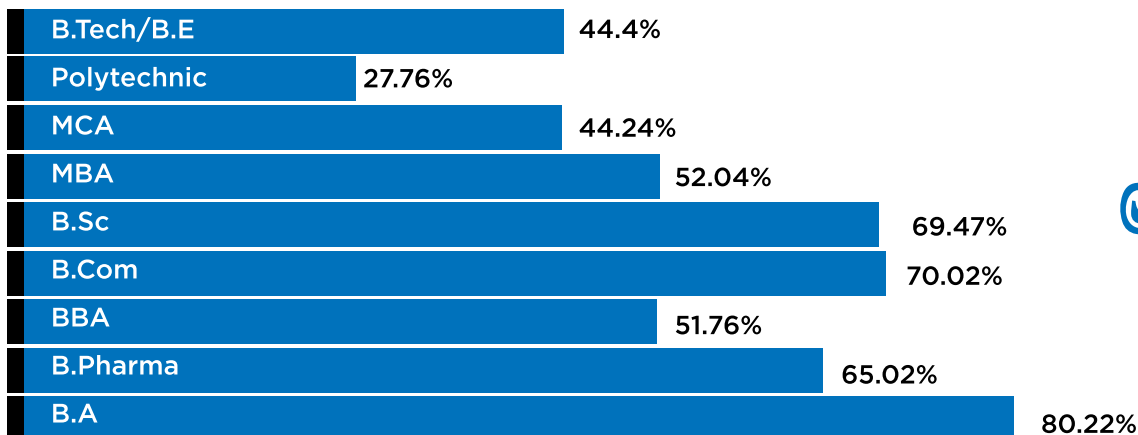
*Source: Reports from World bank|UNDP|AISHE*

# DO WE HAVE AN ECOSYSTEM FOR WOMEN TO WORK?

## STATES PREFERRED BY WOMEN TO WORK (WEST)

- Andhra Pradesh
- Maharashtra
- Tamil Nadu
- Karnataka
- Uttar Pradesh

- Delhi
- Rajasthan
- Kerala
- Telangana
- Haryana

## CITIES PREFERRED BY WOMEN TO WORK (WEST)

- Bangalore
- Hyderabad
- Mumbai
- Pune
- Visakhapatnam

- Chennai
- Delhi
- NCR
- Coimbatore

## SECTORS WHICH HAVE WOMEN HIRING TARGETS

- BANKING
- HOSPITALITY & TRAVEL
- AUTO
- SOFTWARE HARDWARE
- INFORMATION TECHNOLOGY

## AVERAGE WOMEN HIRING TARGETS 15-20% OF NEW HIRES

### WHY DO WE NEED WOMEN AT WORK

Indian economy can grow at the rate of **9%** to **10%** if there is a gender parity in the country, and the share of women workforce is increased to **48%** from the current **24%**

### WHAT IS STOPPING THEM?

• Social Norms: Sizeable number of women need to take permission from a family
• Safety at work: A dire shortage of infrastructure that would enable women's participation in the workplace
• Sectors with fastest growth, most jobs are dominated by men
• Work still not conducive for working women

### WHAT NEEDS TO BE DONE?

• Gig work for working women
• Encourage more women entrepreneurs
• Establish mechanisms to ensure safety of women at work
• Mentorship ecosystem to encourage women to work

# SR GROUP OF INSTITUTIONS



SR Group of Institutions envisions providing a conducive ambience of creative ideas by delving into the depth of young minds and helping them to provide best results for the development of self, so as to contribute to the society and the country as a whole. It offers multidisciplinary education platform that enables students to pursue study deep in breadth and depth in the areas of their interest and excel in every sphere of life. The institution has a vision to emerge as a centre of excellence of national and global repute for the students, academicians and industries.

The SR Group has a mission to create leaders, winners and achievers in a global corporate world. It aims to open new vistas of opportunities for its students by understanding their needs and providing them meaningful education. SRGI is committed to continue

our improvement in the quality of education through changes in the delivery systems and by designing and maintaining an environment which will contribute towards better employability of the students.

SRGI aims at providing education to prepare graduates and post-graduates with sound knowledge of fundamentals and to develop in them an adequate level of professional competence, which would meet the needs of the technical profession locally as well as globally. SRGI is also committed to assess and enrich the professional programmes offered at various levels through appropriate teaching-learning process.

SRGI, currently running six colleges, College of Science & Engineering, College of Pharmacy, College of Engineering Management & Technology, College of Professional Studies, College of LAW and SR College of polytechnic. All Institutes are well developed with modern infrastructure and advanced laboratories and workshops.

An outstanding sprawling green 80 acres of campus, passable number of sports fields, a well-planned beautiful lake, a modern cafeteria, state-of-the-art labs, huge online library and a totally Wi-Fi environment are the physical features of this college. Proper living arrangement is an important part of academic success. Keeping this in mind, the Institute has five separate, spacious and aesthetically designed hostels for boys and girls. An Amphitheatre & Auditorium are in the making, with many more new projects in the pipeline. Rapid growth and development are synonymous with the group.

The campus is an inspirational place to study, where students are encouraged and supported to reach their highest possible potential through the rich curriculum designed to suit their aspirations and strengths. We maintain a high standard of education and continuously strive to create a conducive environment for learning in order to promote great career. We believe in the process of reshaping the attitude of students and giving them the opportunity to explore and rediscover themselves.

## Training and Placement Department

Training and Placement Cell is an integral part of the institute. The institute has provided complete infrastructure for effective functioning of the cell. Training activities are organized throughout the year in an effort towards preparing the students for the campus selection programmes. The cell keeps on inviting various industries and reputed firms for campus recruitment. It modules the engineering & management grades to young corporals. The cell is sensitized to function all through the year towards generating placement and training opportunities for the students. Reputed industrial houses across the country visit our institute regularly for the campus recruitment programmes. The cell maintains a very cordial relationship with all the recruiting industries and prepares the recruited candidates to face the competitive world.

**Industrial Visits**

A comprehensive tie up with the corporate world provides the institution the opportunity to organize regular visits to business houses and companies so that the students not only gain experience of what they have learnt but also acquaint themselves with the functional and environmental culture of different organizations. Frequent industrial visits are organized for the students in diverse industries to expose them to the industrial work culture and environment.

Various renowned companies like BHEL, HCL, Army Aviation, Mahindra & Mahindra, Surya Roshni, Sail, Cadbury India Pvt. Ltd. VRS Foods, Escorts, Coirfoam etc. have been visited.

**Guest Lectures**

In addition to our full time and part time faculty, eminent professionals from business, industry and academics are invited to address students on regular basis. These guest speakers bring with them not only long years of experience and knowledge but also the latest trends in business management for the holistic development of students.

**Seminars**

Keeping pace with the fast changing economic and political scenario across the country is the key factor of success for any upcoming manager. Hence participation in seminars, workshops by practicing managers is a step forward in direction as it not only updates his knowledge but also expands horizon of his vision by cross fertilization of ideas from different experts.

**Inter B-School Contests**

Students are encouraged to actively participate in inter-college contests. The Institute has already taken membership of All India Management Association and Confederation of Indian Industry.

**Workshops**

SRGI will periodically organize Workshops for skill development viz. presentation skills, group discussion & interview skills etc. These workshops play an important role in the overall personality development of the student thereby enhancing the student's career prospects.

**Summer Training / Internships**

All SRGI students undergo summer training/internships which help them to hone knowledge of the industry. This industry exposure helps them bridge the gap between classroom learning and market realities. Feedback from the respective organization helps students identify their strengths as well as areas of improvement.

**Live Projects / Company Project Studies**

Are designed to offer students valuable practical experience and live exposure to the corporate world. It provides them with a perfect platform to relate classroom learning to the reality of a live business environment. These project studies are undertaken in different parts of the country in growth-oriented companies.

**Mentorship Programme**

To bridge the gap between classroom learning and the demands of dynamic business situations, a mentorship programme is put in place. This programme is designed to act like a backbone all through the semester. Faculty and alumni are appointed as mentors for groups of students, who guide the students in their activities on campus and their project outside. Mentors help in bringing a touch of foresight and reality to the course and career objectives of the students.

# SRI VENKATESHWARAA COLLEGE OF ENGINEERING & TECHNOLOGY



**srivenkateshwaraa**
**COLLEGE OF ENGINEERING & TECHNOLOGY**
(Approved by AICTE, New Delhi & Affiliated to Pondicherry University, Puducherry.)
13-A, Pondy-Villupurum Main Road, Ariyur, Puducherry-605 102.
Phone: 0413-2644426, Fax: 2644424 / Website: www.svcetpondy.in

The Ramachandra Educational Trust was started with the sole ambition of inculcating into the heart of the people the necessity and importance of education.

SVCET has excellent educational infrastructure in the form of well-equipped laboratories, modern teaching blocks, labs, auditorium, comprehensive library and hostel facilities. The teaching faculty consists of highly qualified academicians. To strive, excel and compete, students are trained with yoga and personality development programs.

Beyond providing a sound education, SVCET provides students a holistic learning experience for life. The aim is to teach students to LEARN, not just STUDY. Hence, it strives to travel beyond the boundaries of mere books. It realizes that the future is abstract and unknown but the youth in our hands are real and can be moulded.

The Ramachandra Educational Trust that manages SVCET was started with the sole ambition of inculcating into the hearts of people the necessity and importance of education. Values so necessary and important to the humanity are education. Education is not just sitting in the four walls of the classroom and being taught some pages of a book but it involves both the teacher and the student. An aspiring human being guided by a well learned Guru, both together putting forth what

knowledge already exists and what lies hidden in the inner depths of the student and teacher. Together we want to march forward to create an ideal world wherein equality of all varieties exists.

The main theme is to impart knowledge through Education. Mainly Engineering & Technology. The ambitions of the trust are set forth on the basis of the great visionaries of the world who had dedicated their entire lives for the upliftment of humanity.

To serve the people with a highly updated Technology and latest equipments to enable the poor and the rich to avail of good teaching care. In the process to create more Engineers through good Education.

## SVCET offers following Engineering programs

### Computer Science And Engineering

The department of Computer Science and Engineering started in 2014 offers B.Tech. Computer Science and Engineering Course. The Course is affiliated to the Pondicherry University

### Civil Engineering

Civil engineering is a people serving profession. Civil engineering deals with the planning design construction, operation, maintains and research of fixed structure and infrastructure such as building, highways, bridges, rail, road's, tunnels, dams and airports.

### Mechanical Engineering

Department of mechanical engineering has a wide reputation for the quality of teaching and research offers. It has been awarded top grades for the teaching and research activities.

### Electronics And Communication Engineering

Department of Electronics and Communication Engineering (ECE) was started in the year 2014 with the vision of developing the department as a center of excellence in ECE.

### Electrical And Electronics Engineering

The department of Electrical and Electronics Engineering started in 2014 offers B.Tech. Electrical and Electronics Engineering course. The course is affiliated to the Pondicherry University.

## Training and Placement

The Training and Placement Cell is an integral part of the institute. The institute has provided complete infrastructure for effective functioning of the cell. Training activities are organized throughout the year in an effort towards preparing the students for the campus selection programmes. The cell keeps on inviting various industries and reputed firms for campus recruitment. Reputed industrial houses across the country visit the institute regularly for the campus recruitment programmes.

### Industrial Visits

SVCET organises regular visits to business houses and companies so that the students not only gain experience of what they have learnt but also acquaint themselves with the functional and environmental culture of different organizations. Frequent industrial visits are organized for the students in diverse industries to expose them to the industrial work culture and environment.

### Live Projects / Company Project Studies

The projects are designed to offer students practical experience and exposure to the corporate world. It provides them with a platform to relate classroom learning to the reality of a live business environment.

### Mentorship Programme

SVCET aims to bridge the gap between classroom learning and the demands of dynamic business situations, a mentorship programme is put in place. Industry leaders, Industry subject matter experts are appointed as mentors for groups of students, who bring a touch of foresight and reality to the course and career objectives of the students.

*The campus is situated in Ariyur, 16kilometers from the city of Pondicherry, on the Pondicherry – Villupuram highway N.H. 45A approved by AICTE and affiliated to Pondicherry University.*

# APPENDIX

**Survey Methodology And Data Analysis**

India Skills Report is an amalgamation of two distinct yet cohesive activities i.e. Wheebox Employability Skill Test – a Employability skill test and India Hiring Intent Survey – a primary research survey. While the Wheebox Employability Skill Test or WEST assessed the employability amongst students ascertaining their readiness for the job market, India Hiring Intent 2019 forecasted how the job market is going to look like in the next year . For WEST, we reached out to over 3500 educational institutions and 300 thousand students through an online skill assessment across 29 states and 7 Union. All the responses were collected online through a structured survey including respondents' demographic information. Responses were tabulated and analyzed using statistical tools to represent data in this report. The assessment scores were normalized on all demographic parameters to eliminate any possibility of polarization of data. Students were asked specific questions related to their education along with a psychometric assessment which helped us understand their non-technical skill profile. Outcome of the survey was analyzed around various parameters such as educational domain specific employability, state specific employability to get top 10 states, city specific employability to get top 10 cities, gender specific employability, expected salary ranges, interest for apprenticeship opportunities etc.

1. **States and UTs covered – 29 Sates & 7 UTs**
2. **Institutions reached – 5,200**
3. **Courses covered - 9**

India Hiring Intent Survey was carried out by PeopleStrong and reached out to more than 1000+ organizations/corporates from 15 different sectors. An online survey conducted between September and November received 100+ completed responses which were considered for the analysis.
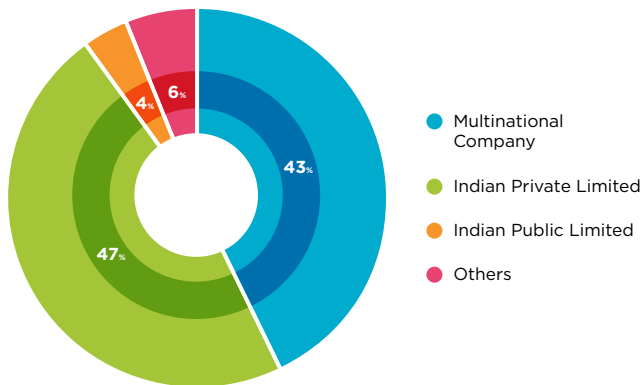
Below are further details on respondent profiles of this report

**Total survey respondents – 130 from 12 sectors**
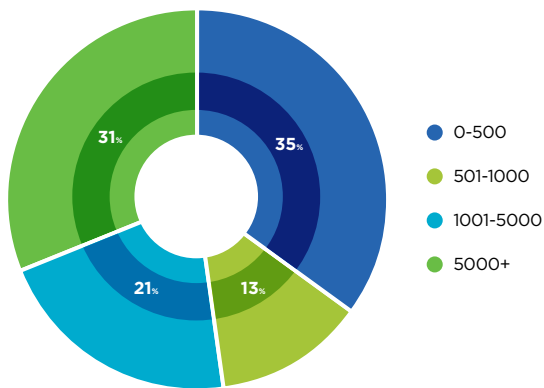**Qualified respondents – 100+ from 9 sectors**
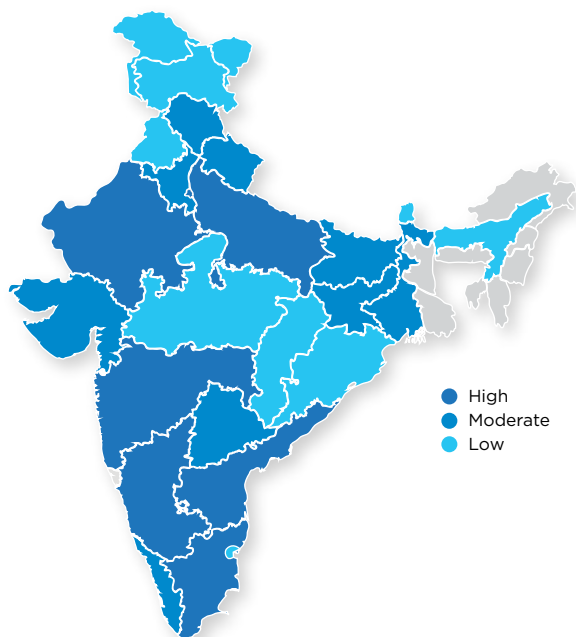
## Respondents' Categories
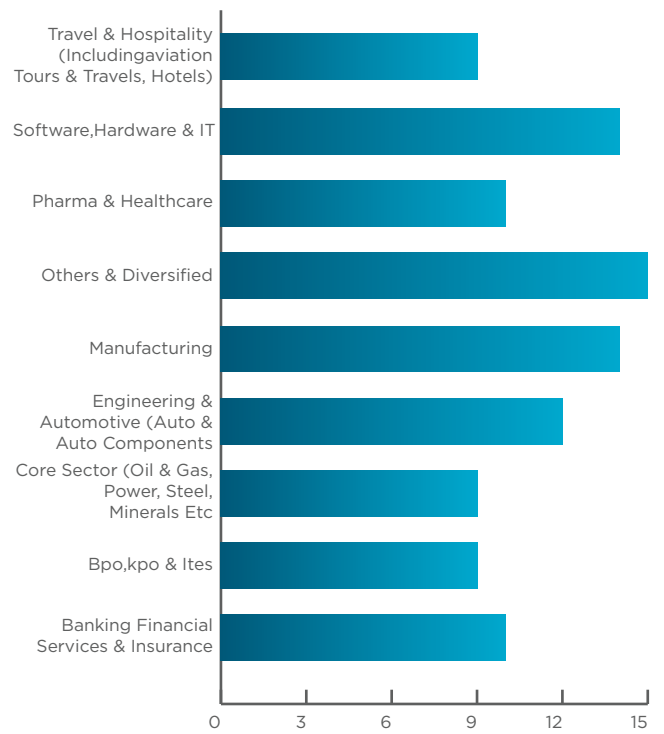
### RESPONDENTS BY COMPANY TYPE



- ● Multinational Company
- ● Indian Private Limited
- ● Indian Public Limited
- ● Others

43%
47%
4%
6%

### RESPONDENTS BY COMPANY SIZE



- ● 0-500
- ● 501-1000
- ● 1001-5000
- ● 5000+

35%
13%
21%
31%

### RESPONDENTS BY SECTOR



- Travel & Hospitality (Includingaviation Tours & Travels, Hotels)
- Software,Hardware & IT
- Pharma & Healthcare
- Others & Diversified
- Manufacturing
- Engineering & Automotive (Auto & Auto Components
- Core Sector (Oil & Gas, Power, Steel, Minerals Etc
- Bpo,kpo & Ites
- Banking Financial Services & Insurance

0   3   6   9   12   15

### STATE WISE RESPONDENTS



- ● High
- ● Moderate
- ● Low

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**We can also put in some recommendations on what more needs to be done:**

https://economictimes.indiatimes.com/small-biz/startups/features/how-regulations-are-playing-spoilsport-for-indian-startups/articleshow/66010446.cms
http://www.smetimes.in/smetimes/editorial/2018/Oct/23/startup-india-achievement40970.html
https://www.peoplematters.in/article/gig-economy/the-gig-wave-will-democratize-work-pankaj-bansal-17751
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https://www.peoplematters.in/article/hiring/gig-economy-a-bridge-to-the-future-of-work-17740?media_type=article&subcat=gig-economy&title=gig-economy-a-bridge-to-the-future-of-work&id=17740

**1. Some articles: Reskilling (IT Companies)** - https://www.thehindubusinessline.com
**2. Reskilling (IT Companies) -** https://www.moneycontrol.com
**3. Forbes – About India High Skilled job creations & low education system -** https://www.forbes.com
https://www.indiatoday.in/education-today
**EY Report Detailed in Future Of Jobs:** https://www.ey.com/

**Also some more articles:**

1. Jobs Rewritten - https://www.forbes.com/sites/kpmg/2018/07/19/the-great-rewrite-the-future-of-work-in-an-automated-world/#650154ba1105
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