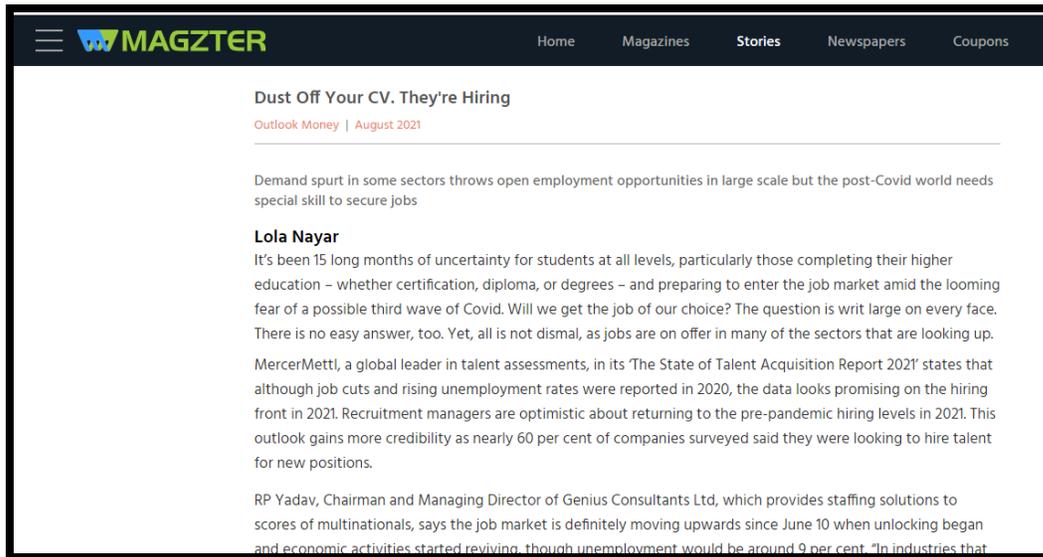


Media Coverage

Publication	Date	Edition	Link	Headline
magzter	13 Aug 2021	Online	https://www.magzter.com/stories/Business/Outlook-Money/Dust-Off-Your-CV-Theyre-Hiring	Dust Off Your CV. They're Hiring



It's been 15 long months of uncertainty for students at all levels, particularly those completing their higher education – whether certification, diploma, or degrees – and preparing to enter the job market amid the looming fear of a possible third wave of Covid. Will we get the job of our choice? The question is writ large on every face. There is no easy answer, too. Yet, all is not dismal, as jobs are on offer in many of the sectors that are looking up. MercerMettl, a global leader in talent assessments, in its 'The State of Talent Acquisition Report 2021' states that although job cuts and rising unemployment rates were reported in 2020, the data looks promising on the hiring front in 2021. Recruitment managers are optimistic about returning to the pre-pandemic hiring levels in 2021. This outlook gains more credibility as nearly 60 per cent of companies surveyed said they were looking to hire talent for new positions.

RP Yadav, Chairman and Managing Director of Genius Consultants Ltd, which provides staffing solutions to scores of multinationals, says the job market is definitely moving upwards since June 10 when unlocking began and economic activities started reviving, though unemployment would be around 9 per cent. "In industries that are doing well, there are large employment demands like in the healthcare, pharmaceuticals, e-commerce, retail, telecom, IT and logistics. Sectors like manufacturing, consumer products, and infrastructure are still to gather pace. On the other hand, all tourism-related services, mass transportation, and entertainment industries, including cinema halls, continue to be in bad shape," Yadav says.

To read more click on the link

Wage trends are industry-specific. The sectors that are seeing a spurt in demand and grappling with a shortage of manpower have thrown up a trend of higher wages being offered while scouting for talent. But in those yet to step out of the Covid blues like aviation and hospitality, wage slabs have fallen, says Yadav.

The pandemic has also brought about many changes in the jobs scenario. For one, it has shifted the entire fresher hiring process from the campus to the virtual world, points out Sushant Dwivedy, Managing Director for businesses in India and the Philippines at SHL. Apart from conventional skillsets for all job functions, "companies are now looking for agile and reliable freshers who are self-learners, have strong work ethics and have the ability to adapt to changing situations", says Dwivedy, referring to survey responses from a large number of companies. "Soft skills indicative of remote work success are an important part of the recruitment criteria."

The largest hiring market in India continues to be driven by technology and IT services, as they are the highest-demand creators. Latest Naukri JobSpeak Trends reveal that the software sector continued its recent surge of 14 per cent sequential growth in May 2021 to record a further 5 per cent hike in the following month. "It remains the key performer in terms of hiring activity, achieving an all-time high growth of 52 per cent, as compared to the pre-Covid levels of June 2019," states Pawan Goyal, Chief Business Officer at Naukri.com, one of the major placement companies in the country.

Goyal says hiring has also picked up significantly in the hotels/restaurants/airlines/travel (more than 87 per cent) and retail (over 57 per cent) sectors between May and June 2021 after the authorities relaxed pandemic-induced restrictions on movement. Sectors such as insurance, banking and financial services, and pharma and biotech have shown recovery from their recent slump with more than 38 per cent, 29 per cent and 22 per cent growth, respectively. As far as cities are concerned, hiring activity in Tier-II cities was higher than in the metros with an average growth of 23 per cent and 15 per cent.