

WHERE ARE THE JOBS

TimesJobs.com Employment Outlook Survey 2014

OPTIMISM PREVAILS

DURING THE FIRST QUARTER OF 2014, THE OVERALL HIRING SENTIMENT IS EXPECTED TO BE BUOYANT

INCREASED EMPLOYMENT IN TERMS OF HUGE JOB CREATION FOR FRESHER HIRING AS WELL AS LATERAL HIRING IS EXPECTED TO BE THE HIGHLIGHT OF 2014

According to a recently conducted Employment Outlook survey by TimesJobs.com, the first quarter of 2014 is expected to witness increase in hiring activity, believe 56 per cent of the surveyed employers.

Among them, the ones who see positive sentiments prevailing during the first quarter of the New Year, nearly 36 per cent estimate an increase of 5-10 per cent in hiring.

Experts believe that the year 2014 will have a positive outlook, overall. "A series of optimistic and constructive activities are expected to pick up in the near future. Increased employment, in terms of huge job creation for fresher hiring as well as lateral hiring is expected to be the highlight of 2014," stated Srikanth Rengarajan, executive director & president, ManpowerGroup India.

Top employment generators

IT/Telecom, BPO/ITeS and Manufacturing & Engineering sectors are expected to be the forerunners, in terms of hiring.

According to 19 per cent of the total surveyed employers, IT/Telecom organisations will be the top employers in Q1 2014. Another 16 per cent voted for BPO/ITeS as the key hiring sector of the first quarter this year.

According to Srikanth Tanikella, director-operations, Williams Lea India, "Diverse areas across BPO sector are expected to bring in more jobs. Robust innovation teams and technologic advancements are not only expected to create more segments to the industry, but also will generate a hybrid mix

of talent demand; which in turn will create new jobs."

Top job roles

Human Resource professionals are expected to be the most in-demand profile during the first quarter of 2014, stated 19 per cent of the respondents.

Nearly 18 per cent believe Sales/Business Development professionals would be the most-sought after profile.

Online Recruitment Portals: The Ideal Choice
According to 43 per cent of the organisations, online recruitment portals would rule as the most preferred recruitment channel during 2014. Employee referrals would follow with 22 per cent votes and social media with 19 per cent

The increase in demand for support functions also suggests business expansion which further points towards a highly active and productive year for India Inc. Approximately 17 per cent of the respondents vouched for Engineering professionals to

be most in-demand during 2014.

According to R P Yadav, chairman & managing director, Genius Consultants Ltd, "It is expected that when the new government forms this year, the automobile and engineering sector will perform better and the demand for engineers would increase at least by 25 to 30 per cent."

While, all these are the chosen profiles of 2014, skills will be the decisive measure while hiring.

Though, to be prepared for these jobs in the near future, degrees in respective domain are fundamental, talent will be the most vital factor.

"Apart from the domain knowledge, to upbeat the competitive environment, communication skills, teamwork, problem solving skills, leadership, confidence and right business acumen would be much needed by the employers in future," said Rengarajan.

Top job hubs

Delhi NCR is expected to witness maximum hiring during first quarter of 2014, said approximately 19 per cent of the surveyed employers. Nearly 18 per cent selected Bangalore as the top job hub of 2014, followed by Mumbai (17%).

According to experts, with IT/Telecom industry high on recruitment, Delhi NCR, Mumbai and Bangalore are expected to witness significant increase in hiring, as recruitment in these locations is driven primarily by IT/Telecom services companies.

With business expansion on the cards, recruitment is expected to pick up in Tier II cities, as well.



Accelerate Your Recruitment Efficiency With TimesJobs Recruitment Solutions

TIMESJOBS.COM

To know more call us at 0120-4811655 (9:30 am - 6:00 pm) or write to us at recruitmentsolutions@timesgroup.com

Growing job opportunities in Tier II & III cities

Three things that will change the face of recruitment in 2014:

- Social welfare initiatives of the Government of India such as MNREGA and Food Security Law. Making low-skilled jobs attractive to youths would be a challenge in 2014 due to such social welfare initiatives by the Government. Both MNREGA scheme and Food Security Law are discouraging relocation of unemployed youths and low skilled workers for better jobs, by assuring job and food security at their native places. These schemes will have a direct impact on cost of companies to attract manpower for low-skilled jobs.
- Availability of good career opportunities in Tier I, II and III cities due to economic development will make migration/re-location to other cities for career growth unattractive.
- Year 2014 would also witness widening of demand and supply gap of skilled manpower in view of high cost and low mobility.

Five biggest influencers of 2013 which will continue to influence in 2014, as well:

- Inflation will continue to remain at the same level, thus, containing wage bill would be a challenge.
- High investment on skilling and re-skilling will continue to be a priority for top companies as it will help them in enhancing employee productivity.
- Attracting and retaining right talent will be a challenge due to availability of large number of options in the growing economy
- Positive employee engagement. Companies are increasing ways of engaging with employees, so that they contribute their best to the organisations.

Five new jobs in your industry:

Below will be some of the new jobs in the industry

- Key account management
- Customer relationship manager



Chander Agarwal
JMD, TCI

- Risk & compliance manager
- Customer support executives
- Service excellence management

Best locations to work in your industry:

Below mentioned locations will keep attracting talent because of career and growth opportunities.

- Mumbai
- Chennai
- Delhi NCR
- Bangalore

Tech-savvy professionals will be most sought-after

Three things that will change the face of recruitment in 2014:

- Candidate sourcing becomes easier: A huge credit goes to the social networking sites, this will metamorphose the formally critical role of sourcing.
- Underperforming sources will be de-emphasised: The mediums producing low-quality hires, for instance; job fairs and facebook, will be less emphasised upon. This will increase the pressure on both employee and employer to establish them as a brand.
- Death of traditional resume: Recruiters would undertake a proper research of your Facebook, LinkedIn and twitter accounts, before the actual face-to-face interview and know quite a deal about you. This has reduced the significance of traditional resume.

Five new jobs in your industry:

Supply chain is a crucial area, as it facilitates the smooth functioning of other

companies. With globalisation, proper planning and strategising for every assignment undertaken, has become essential, and this has given birth to many new jobs in this sector such as:

- Planner or Analyst: They use analytical methods to effectively impact the smooth functioning of the supply chain process.
- Buyer: A buyer is involved in dealing with internal customers who include the marketing, production and operations, etc for the goods and services needed by the company.
- Inventory specialist: This job involves the implementation of plans to enhance the inventory cost and also customer service goals.
- Materials planner, Materials analyst: Managing the raw materials needed for manufacturing and also the coordination required with purchasing, manufacturing and the supplying necessary for cost-effective delivery of raw materials for production.
- Transportation coordinator/Traffic analyst: Ensuring a timely delivery of

Ritu Mehrotra
vice president,
Bristlecone



goods and maintaining relationship with internal customers are the integral part of this job.

2014 will be the year of:

The year 2014 will be a year of change. A commendable increase in recruiting competition can be expected in areas such as technology and social media, as well as in industries such as construction and healthcare.

This year will witness an increased demand of high-quality, talented performers in key jobs, in every industry.



Samit Jain
Director, Pluss
Polymers

Three things that will change the face of recruitment in 2014:

The world has truly become flat. At the same time, organisations which are going to be successful today need to shift their focus from cost reduction to retention and engagement of employees. Social media has made the world a smaller and flat place. This is forcing us to improve our employment brand!

Three things that will change the face of recruitment are:

- Engagement and retention of employees

Work-life balance continue to be a prime decisive factor

- Identifying leadership skills
- The world becoming flat – more so because of social media influencing the young generation - as Thomas Friedman predicted.

Five biggest influencers of 2013 which will continue to influence in 2014, as well:

The major factors which have been influencing hiring and recruitment and will continue to effect are:

- Growth in the economy
- Fewer startups in the areas of manufacturing and research
- Cost cutting by large organisations
- Newer avenues in the areas of corporate social responsibility
- Employees wanting a job providing work life balance

New jobs in your industry:

New jobs will be in the areas of innovation and product development.

Smaller companies will also begin to form a division for internal and external communications, which was considered necessary only in a large organisation.

In the areas of polymers and phase change materials, no SME in India has really focused on generation of intellectual property.

At Pluss, this is the focus and we will be on the lookout for people with experience in patenting.

Best locations to work in your industry:

Several large companies and particularly startups are now looking at smaller cities to be able to give fulfilling experiences, in terms of quality of life and work environment and may tend to concentrate on tier II or III cities as well.

2014 will be the year of:

Change in perspectives. Employees will choose companies which are ethical, respect people and provide work which is meaningful, rewarding, and enjoyable.

Big data will revolutionise recruitment in 2014

movement of current employees into new areas where they can have a higher impact.

Five biggest influencers of 2013 who will continue to influence in 2014, as well:

- The physical and the digital worlds are fusing and world is emerging with the 'Internet of things'. It won't just change the way people live and work, it would also bring new opportunities and markets for businesses. With more data, accessing anything anywhere faster and adoption of smart grid technology internet of things will change the way of work.
- Employee referral will grow as the most trusted, fast and cost effective hotspot for hiring. More and more companies are picking up to adopt this model for filling up vacant positions faster.
- The predictive power of big data, when applied to human behavior, is set to revolutionise the way business operates. Big data analytics can be one of the

major differentiators for progressive HR organisations from the ones that are not. Big data can predict the behavior of talent with the level of accuracy to allow an organisation to identify a typical profile of people that it should invest in.

2014 will be the year of:

A series of optimistic and constructive activities are expected to pick up in the near future.

- Increased employment, in terms of huge job creation for fresher hiring as well as lateral hiring. The major sectors following a brisk hiring pace would be IT, ITeS, social media, healthcare, pharmaceutical, manufacturing and automotive industry.
- Emerging entrepreneurs and freelancers. Indian B-school graduates are relinquishing their high-profile corporate jobs to take on entrepreneurial ventures.
- Bridging the skill gap through government initiatives.

Three things that will change the face of recruitment in 2014:

- Recruiters will prefer skills rather than qualifications in the job seekers. Skills in the niche areas of IT, social media, security, healthcare, and many more would be looked forward to.
- Companies will figure out the mobile recruitment terrain.
- Accelerated internal movement is still needed. Continued growth in business units will mean that there will be a much greater need for the rapid



Srikanth Rengarajan
executive director &
president-
Operations,
ManpowerGroup

2014 is the year of technology & service innovation

Three things that will change the face of recruitment in 2014:

- Technology driven seamless, multi-channel approach to identify and successfully on-board talent
- Nurturing talent, right from their education phase, through various corporate engagement efforts, for a seasoned talent pool for recruitment
- Increased focus on EQ levels in talent

Five biggest influencers of 2013 which will continue to influence in 2014, as well:

- The dynamics of customer needs
- Market volatility
- Need for technology driven process efficiencies
- Innovation and process optimisation efforts
- Talent acquisition and retention

Five new jobs in your industry:

'People Data' trend to intensify in the coming years

Three things that will change the face of recruitment in 2014

- Recruitment Process Outsourcing (RPO): As the economy picks up, companies will look at recruiting in large numbers, over a few months, and then taper their hiring. In such situations, in addition to strengthening their recruitment teams, they partner with specialist RPO providers to address their recruitment demands.
- Reliance on 'People Data': To ensure successful talent management, firms are now relying on employee insights and information, popularly known as 'people data', to arrive at actionable strategies that help in talent mapping and employee productivity. People data also assists firms in framing re-skilling and capability-building initiatives for their existing employees and create robust training modules for new employees. We expect this trend to further intensify in the coming years.
- Social media sourcing: Today, social media has become a 'job searching medium', as we see an uptrend in

2014 looks like a promising year for the job market. Diverse areas across BPO sector are expected to bring in more jobs. Robust innovation teams and technologic advancements have dawned new ways to efficiently help our clients. These new ways not only creates more segments to our industry, but also generates a hybrid mix of talent demand; which in turn creates new jobs.

Best locations to work in your industry:

The vast skill base, along with the cost advantage, positions India amongst the leaders in the outsourced service providing destination, with 6 Indian cities amidst the top 10 list. These include cities such as Bangalore, Mumbai, Delhi, Chennai and Hyderabad. Hyderabad tops the chart, owing to its diverse and multi cultural workforce and infrastructure abundance. But this location landscape is now changing. Companies are now moving into the tier II and III cities, where there is abundant and untapped potential. This means cities like Kochi,

companies embracing this technology to attract top talent into their businesses. Infact, statistics reveal that one out of every five candidates have been placed only through their social media connections. With the rising popularity of social media sites, we believe that the trend of social media hiring is here to stay.

Five new jobs in your industry:

- Virtual head hunters
- Talent acquisition specialists
- Retention supervisors
- (Employee) Engagement consultants
- HR information and systems analyst

Best locations to work:

Delhi, Bangalore, Mumbai, Chennai, Pune and Hyderabad will be the best locations to work for, since these cities provide a plethora of exciting career opportunities for both experienced and fresh candidates. We also believe that these cities will take the lead in creating the maximum number of jobs in 2014.



Srikanth Tanikella
director-Operations,
Williams Lea India

Thiruvananthapuram, Jaipur, and Coimbatore are fast catching up as major BPO hubs with many MNC's trying to access the new talent, gaining the first mover advantage in these places.

2014 will be the year of:

Continued growth. Growth continues to remain the core objective for 2014. As a group, we hope to achieve this through our innovative propositions, cost leadership and flawless execution. 2014 hopes to see new innovations in terms of technology and service offering and customised domain-based solutions.



Moorthy K Uppaluri
CEO,
Randstad India Ltd

2014 will be the year of:

In our observation, 2014 will be the year of Just-In-Time (JIT) hiring. Just-in-time (JIT) hiring, a popular practice with IT, BPO and manufacturing companies is a strategy adopted across all organisations to introduce greater flexibility in their operations.

Today, we find that industries within retail, hospitality, telecommunication, banking, manufacturing and pharmaceutical sectors are currently adopting this model, in addition to the traditional models of hiring.

 **Poll Vault**

How do you feel about the job scenario in the year 2014?

Approximately 41 per cent of the candidates are optimistic about getting a job in 2014, revealed a poll by TimesJobs.com. Another 30 per cent believe that 2014 is going to be a good year for them to look out for a job change and better opportunities.

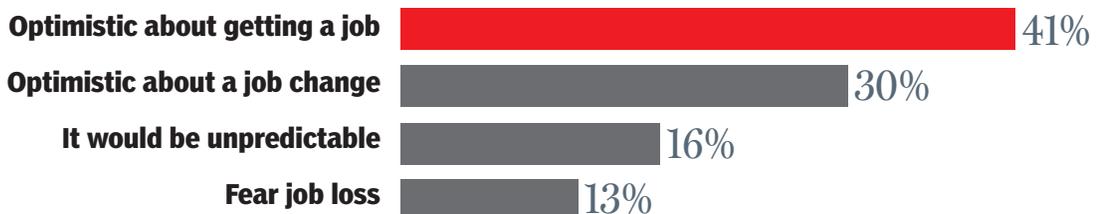
For 16 per cent fear of uncertainty defines the recruitment scenario in 2014 and the remaining 13 per cent are apprehensive about their future and fear job loss this year. Overall, the results indicate positive sentiments in 2014.

Harsh Singhal, an MBA final year student has recently got a training offer from a reputed MNC and he is optimistic of getting a job offer after the successful competition of the training period. "The best part is most of my friends and batch-mates have been offered a paid apprenticeship, which was not the case with many of our seniors," he said exuberantly.

While the year 2013 was not a very outstanding year in terms of hiring, 2014 looks promising. Experts believe that the

approaching elections, coupled with the anticipated improvement in the global economic conditions are expected to bring cheers to the recruitment segments, across major sectors.

Although, it seems to be a good year, from an employment perspective, employers will continue to struggle to find the right talent. So, it is advisable for the job-seekers to identify their skill sets and strengthen their employability quotient, to improve their chances of getting a job.



When are you looking for a job change in 2014?

While 30 per cent of the job-seekers are optimistic about a job change in 2014, almost 70 per cent are looking to switch job within the next 3 months.

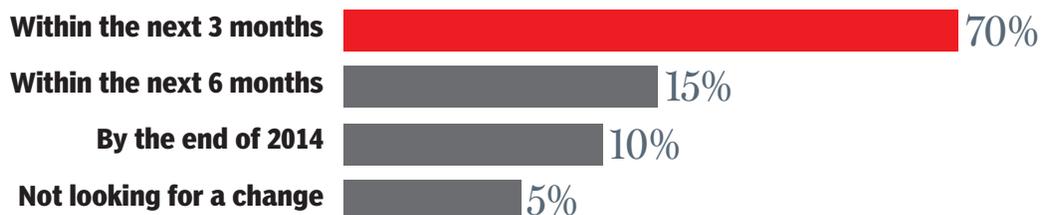
According to experts, with most major industries looking towards an active hiring phase in 2014, it is rather obvious that the job-seekers would consider job change. Kanika Verma, assistant manager, Operations at an IT company is quite certain for a job change. "I am considering a job change within the next

3-4 months, since the market looks promising. I have been receiving number of calls for job offers at reputed organisations, but I am taking my time and assessing the offers, before taking the final call," she replied.

Nearly 15 per cent of the respondents are looking for change in the next 6 months. Many are also contemplating to turn entrepreneurs. Motivated by the success stories of some start-ups, people are planning on setting up their own

business ventures. Mohit Arora, a Business Development executive with a FMCG company, is one such full-time employee who is all set to start his own marketing and branding firm this year. "I will be putting in my papers soon. I am almost ready with funding and have also appointed few people at various crucial positions," he said with a glee.

Overall, 2014 is expected to be a dynamic year from the hiring perspective for both the employers and workforce.



Now You Can Hire
Quickly, Conveniently & Economically
With Our Intelligent and Innovative Recruitment Solutions

TIMESJOBS.COM

To know more call us at 0120-4811655 (9:30 am - 6:00 pm) or write to us at recruitmentsolutions@timesgroup.com

Report on 5th Mega HR Conclave

DMA (Delhi Management Association) and IBA (Indus Business Academy) organised 5th Mega HR Conclave at Hotel Fortune Select Global, Gurgaon. The theme of this one day conclave was “High Performance Organisations: HR as a Catalyst”



The second session helped understand the role of core values, business ethics, CSR activities etc helps in redefining various roles and responsibilities in the organisations and it's stakeholders.

It also emphasised on personal social responsibility (PSR) or being the change himself/herself that one wants to see.

Third session on “HPO's indices – CEO's perspective & expectations” was chaired by Gaurav Markanda, associate

for the new age HPO”. Dr Maninder Singh Khalsa, head - Talent Development and Field HR, Viom Networks Ltd was the session chairman.

Other eminent panelist were Pavan Duggal, advocate, Supreme Court of India & Cyber law specialist, Karnika Seth, advocate, Supreme Court of India and Cyber Law Expert, Samir Datt, founder & director - Computer Forensics & Investigations, ForensicsGuru.com.

The eminent panelist shared

The event began with the welcome address by Sunil Omanwar, chairman-Human Capital Committee & head-Talent Management, Tatatele Services Ltd, followed by the program overview.

The event was graced by esteemed speakers from the HR fraternity including HR heads from corporate houses such as Fortis Healthcare Ltd, Zee Media Corporation Ltd, Tata Teleservices Ltd, Thomas International, Blue Star Ltd, Coca Cola India Ltd, Mercer, Devyani International Ltd, Ayurved Ltd, Exchange4Media Ltd, HT Media Ltd, Panarc Consultants, Viom Networks Ltd, Pavan Duggal Associates, Seth Associates, Foundation Futuristic Technologies Pvt Ltd. The conclave was covered in four sessions. During the first session “Strategic Recombination: Innovative Positioning & Change Architecture”, special guest Rajiv Kapoor, chief people officer, Fortis Healthcare Ltd shared his views and thoughts on this topic.

He emphasised the need to reposition HR by focusing and acting on the same, changing the perception, moving from ambiguity to opportunity thereby responding and transforming. He laid emphasis on innovation to reflect upon in

nurturing enabling mindset, building talent and laying down one's own objective.

Speaker of Eminence Geetanjali Pandit Gupta, chief people officer, Zee Media Corporation Ltd also shared her views on the topic including the VUCA and what HPO's are not.

She laid emphasis on disciplined implementation, enabling dialogue, mindful and performance matrix, job rotation etc.

Second session was on “Values, Ethics and CSR: Redefined Roles & Responsibilities” which was chaired by Yogesh Misra, head-Consulting, Thomas Assessments Pvt Ltd and other eminent panelists viz. Dr V. P. Singh, director-HR & chief people, Devyani International Ltd, Tojo Jose, EVP-HR, Blue Star Ltd, Ms Shanthi Lakshmanan, transition & training leader, Mercer, Global Operations and Shared Services, Neelima Khetan, general manager, Public Affairs & Communication, Coca-Cola India Pvt Ltd, Dr Divya Kirti Gupta, associate professor (OB, CSR & HR), Indus Business Academy.

All these speakers spoke at length on the need to realign the systems, processes and structure & cultural building.



director, Panarc Consulting Group Pvt Ltd where other eminent speakers were Vinod Sawhny, former president, Bharti Retail & Jt President, Bharti Airtel, Sunil Kumar, president, Exchange4Media, Amit Garg, business head - Digital, HT Media Ltd, and Dr Anup Kalra, CEO, Ayurved Ltd. This interactive session threw light on nuances of HPO's and how the CEO's help align the organisational values and culture around the same through HR. It also focused on how new technology and networking influence HR strategies, practices and the expectations business has from HR. The event concluded with the final session on “Cyber competence: Role of HR in enhancing cyber law awareness

issues and concerns organisation faces today in term of cyber competence and the role of HR of their respective companies in sensitising the management and it's employees/stakeholders on the same.

All the sessions were very well appreciated by the audience. Since the last session was completely a new topic there was a lot of queries/buzz around the same which was answered by the panelists to the satisfaction of the audiences.

The conclave came to an end with vote of thanks which was proposed by Dr Ekta Saxena, program convener for the 5th Mega HR Conclave and head & faculty in-charge-Corporate Relations, Indus Business Academy, Greater Noida.

Q1 2014 EMPLOYMENT OUTLOOK

INDIA INC PREDICTS THE JOB MARKET SCENARIO IN Q1 2014

