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## EMPLOYMENT INDEX

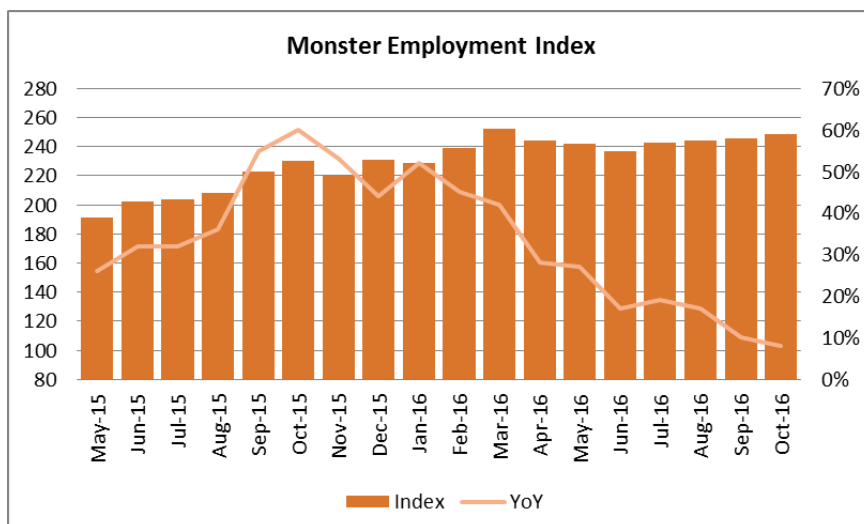
### Education sector continues long term Y-o-Y growth at 67 percent: Monster Employment Index

- The October Monster Employment Index India registers 8 percent y-o-y growth
- Education continues to lead industries with a Y-o-Y growth of 67 percent in October
- Production and Manufacturing exhibit the steepest decline at Y-o-Y negative growth of 29 per cent
- The BPO sector witnessed a 44 percent Y-o-Y. At the same time, customer service (up 74 percent) continues to record steepest growth
- E-recruitment in Travel and Tourism has further decreased from eight per cent in September to 12 per cent in October on Y-o-Y basis

**New Delhi, 09 November, 2016:** Online recruitment activities in the month of October 2016 registered a y-o-y growth of 8 percent, according to the Monster Employment Index. The education sector (up by 67 percent) has maintained a lead in the past few months, over other monitored industries.

The month of October accounted for huge festive season sales which resulted in increased online hiring in the **BPO sector** (up 44 percent) along with the **logistics industry** (up by 27 percent) and **Customer service** professionals (up 74 percent).

City-wise data show metros taking a lead with Kolkata showing the steepest growth (up 28 per cent) while Delhi and Ahmedabad are up by 25 per cent and 24 per cent respectively. Among the tier-II towns, Jaipur (up by 28 per cent) and Kochi (up by 27 per cent) have shown significant growth figures.



Among industries, Production and Manufacturing has shown the steepest decline (down 29 percent) while the IT sector (up 21 percent) declined by 10 points since September. These two key industries continue to remain in the slump despite of rigorous government campaigns such as Digital India and Make in India.

Commenting on the trends, Sanjay Modi, Managing Director, Monster.com, APAC & Middle-East said, "The education sector in the past few months has witnessed sustained strong growth in comparison to the other sectors. The HRD ministry has initiated the process to finalize the New Education Policy and has been swiftly introducing noteworthy changes into the system before the final nod from Niti Ayog. One of the key changes that's visible in the education sector is the introduction of digitization comprising

*paperless attendance system and e-classrooms. However, growth in the production and manufacturing sector has been declining for the past three months. Reduced consumption, unfavorable private investment climate and a relatively slow pace of growth in reforms have led to sluggish growth in this sector. The festivities however did lead to an increased online hiring activity in the BPO sector along with a steep rise in demand for customer service professionals. The year-on-year, e-recruitment activity in the IT sector continues to slide, reiterating the continuous requirement for upskilling in this sector."*

He further added, "As opposed to last few months where Tier-II markets outperformed the metros; in the month of October the metros have performed significantly well with Kolkata being in the lead (up 28 per cent), while Delhi and Ahmedabad are up by 25 per cent and 24 per cent respectively. Among the tier-II towns Jaipur (up by 28 per cent) and Kochi (up by 27 per cent) have maintained high growth figures."

Monster Employment Index India results for the past 18 months are as follows:

May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Y-O-Y
191	202	204	208	223	230	220	231	229	239	252	244	242	237	243	244	246	249	8%

**Industry Year-over-year Trends:** Of the 27 industry sectors monitored by the Index 19 industry sectors exhibited a positive growth on the year

- **Education** maintained a steady pace of year-on-year growth at 67 percent; also the steepest recorded among all monitored industry sectors for the sixth month in succession.
- The long-term growth momentum eased by five points in the **BPO/ITES** (up 44 percent) sector. Nevertheless, the sector recorded the second highest growth among all monitored industry sectors even in October 2016. The sector has been charting progressive three-month rates since August 2016 suggesting buoyant hiring in the sector in the recent months.
- Year-on-year, e-recruitment activity in the **IT - Hardware, Software** (up 21 percent) continued to slide. The sector had registered 51 percent, 44 percent and 31 percent growth annually in July, August, and September 2016, respectively. Online demand in the sector was lower than both three-month (down by two percent) and six-month (down by four percent) level in October 2016.
- Online recruitment activity in the **Retail** sector matched the corresponding period a year-ago having charted negative growth July, August and September 2016.
- **Oil/ Gas/ Petroleum, Power** (up 10 percent) saw further improvement in the annual growth momentum from four percent in September 2016. Online hiring activity surpassed the six-month level for the first time post July 2016.
- **Automotive/ Ancillaries / Tyres** (up eight percent) and **Logistic, Courier/ Freight/ Transportation** (up 18 percent) registered improved hiring trend from four percent and 11 percent respectively, in September 2016. In the **Production and Manufacturing** (down 29 percent) sector, on the other hand, the growth rate eased further by 11 points. The sector has registered the steepest decline among all monitored sector for the third consecutive month. The sector also recorded the most notable month-on-month decline of 12 percent.

### Top Growth Industries

Year-over-year Growth	Oct 15	Oct 16	% Growth Y-o-Y
Education	135	225	67%
BPO/ITES	218	314	44%
Government/ PSU/ Defence	89	120	35%
Media & Entertainment	197	259	31%
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	98	128	31%

### Lowest Growth Industries

Year-over-year Growth	Oct 15	Oct 16	% Growth Y-o-Y
Printing/ Packaging	208	201	-3%
Travel and Tourism	264	248	-6%
Advertising, Market Research, Public Relations (PR)	158	148	-6%
NGO/Social Services	197	182	-8%
Production and Manufacturing	180	127	-29%

**E-Commerce:** The E-commerce sector registered an eight percent growth on the year; down from 11 percent in September 2016. This is the first single-digit year-on-year growth in the series. E-recruitment in the sector matched the three-month level in August 2016. This was followed by a negative three-month growth rate in September and October 2016. Clearly, demand in the sector has slowed. Month-on-month, the sector has recorded a one percent growth in online hiring activity following low levels in August and September.

May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Y-O-Y
85	91	93	97	101	105	104	107	109	113	111	111	115	113	117	115	112	113	8%

**Occupation Year-over-year Trends:** Online demand exceeded the year-ago level in nine occupation groups out of the 13 monitored by the Index.

- **Customer service** (up 74 percent) continues to record steepest growth in demand on a year-on-year basis. Online demand for the job role has been rising steadily since June 2016. The growth momentum improved eight points in October 2016 from 66 percent in September 2016. In the past six-months between April and October 2016 there has been a 39 percent growth in opportunities for the group.
- Demand for **Finance & Accounts** (down four percent) professionals eased below the corresponding period a year-ago for the first time since September 2013. The group has been witnessing single-digit annual growth since June 2016. The average growth rate, year-on-year, was the lowest in Q3 2016 at six percent down from 47 percent in Q1 2016 and 20 percent in Q2 2016. The three-month growth rate, nevertheless, continued to be positive; up by two percent.
- Year-on-year, **HR and Admin.** (down four percent) professionals witnessed further decline in demand; down from one percent September 2016. However, there was a one percent growth in demand on a monthly basis following negative or no growth since April 2016.
- **Purchase/ Logistics/ Supply Chain** (up five percent) witnessed significant decline in annual growth momentum; down 27 points from 32 in September 2016. **Engineering /Production** (up 17 percent), on the other hand, saw the most notable improvement (of 12 percentage points) in the long-term growth momentum between September (up five percent) and October 2016.

- Among job roles, **Hospitality & Travel** (down 12 percent) and **Arts/Creative** (down 12 percent) recorded the steepest decline from the year-ago. It is notable that the year-on-year growth rate for both the groups weakened further between September and October 2016.

### Top Growth Occupations

Year-over-year Growth	Oct 15	Oct 16	% Growth Y-o-Y
Customer Service	170	295	74%
Senior Management	173	216	25%
Software, Hardware, Telecom	252	300	19%
Engineering /Production	158	185	17%
Sales & Business Development	258	288	12%

### Lowest Growth Occupations

Year-over-year Growth	Oct 15	Oct 16	% Growth Y-o-Y
Legal	225	231	3%
HR & Admin	186	179	-4%
Finance & Accounts	194	186	-4%
Hospitality & Travel	220	194	-12%
Arts/Creative	202	178	-12%

**Geographic year-over-year Trends:** E-recruitment activity exceeded the year-ago level in 12 of the 13 cities monitored by the Index.

- Kolkata** (up 28 percent) and **Jaipur** (up 28 percent) led all monitored cities by the way of long-term growth. Online recruitment activity in Kolkata continued to grow at a steady pace whereas in Jaipur the growth rate eased further by two points between September and October 2016.
- Kochi** saw the most notable monthly growth among all monitored cities; up by eight percent. The year-on-year growth rate improved from 20 percent in September 2016 to 27 percent in October 2016. This is the maximum advancement in the year-on-year growth percentage that has been observed this month among the 13 cities.
- Among others, **Mumbai** (up 24 percent) saw an improved growth of one percentage point; up from 23 percent in September 2016.
- Delhi-NCR** (up 25 percent) is the only region to rank among top five in the year-on-year growth chart even in October 2016. **Bangalore** (up 18 percent), on the other hand, moved to the tenth place as the growth momentum eased further from 22 percent in September 2016.
- E-recruitment in **Baroda** (down four percent) slipped below the corresponding period a year ago once again. Online hiring activity in Baroda matched the year-ago level in September 2016 following two successive declines in July and August 2016. Baroda was also the only city to register a negative growth on the month.

### Top Growth Cities

Year-over-year Growth	Oct 15	Oct 16	% Growth Y-o-Y
Kolkata	209	268	28%
Jaipur	213	273	28%
Kochi	262	334	27%
Delhi-NCR	210	262	25%
Ahmedabad	247	307	24%

### Lowest Growth Cities

Year-over-year Growth	Oct 15	Oct 16	% Growth Y-o-Y
Coimbatore	216	258	19%
Bangalore	292	344	18%
Hyderabad	229	264	15%
Chennai	224	252	13%
Baroda	215	207	-4%

## By Industry

	2015			2016									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
IT - Hardware, Software	356	333	367	374	405	446	447	447	434	438	439	440	430
BPO/ITES	218	211	206	203	229	240	242	239	246	256	276	300	314
Engineering, Cement, Construction, Iron/Steel	142	134	136	138	144	161	168	179	169	171	157	160	166
Banking/Financial Services/Insurance	196	171	182	177	184	206	216	215	214	218	241	244	246
Education	135	137	142	159	180	183	188	201	203	221	207	217	225
Production and Manufacturing	180	155	164	165	156	168	168	192	166	161	148	144	127
Automotive/Ancillaries/Tyres	142	137	139	136	135	156	161	187	162	157	154	147	154
Telecom/ISP	177	152	171	164	157	169	169	157	176	180	186	189	186
Oil/Gas/Petroleum, Power	126	119	138	127	134	144	135	124	129	133	128	134	138
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	259	242	265	258	276	289	302	302	305	324	317	328	320
Advertising, Market Research, Public Relations	158	152	154	148	161	159	176	187	195	150	146	145	148
Travel & Tourism	264	237	253	246	260	272	266	252	244	248	251	245	248
Home Appliances	246	232	247	249	271	317	300	314	300	303	284	296	308
Media & Entertainment	197	192	201	199	216	240	233	236	242	243	260	252	259
Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides	98	80	94	104	105	117	117	106	114	115	119	117	128
Consumer Goods/FMCG, Food & Packaged Food	161	149	167	166	170	181	183	172	172	183	181	188	195
Garments/Textiles/Leather, Gems & Jewellery	138	147	159	150	156	168	157	147	148	152	153	161	168
Real Estate	159	149	169	168	172	180	173	164	166	168	160	165	165
Retail	274	271	278	256	283	301	290	305	295	280	264	266	273
Logistic, Courier/Freight/Transportation	182	176	189	191	201	215	202	196	201	208	193	198	215
Import/Export	116	108	125	116	121	119	136	134	134	117	111	110	116
Government/PSU/Defence	89	87	88	95	95	109	104	86	91	103	108	111	120
Shipping/Marine	105	99	106	108	109	112	110	105	98	101	104	100	104
Printing/Packaging	208	194	207	206	204	217	202	180	181	207	196	191	201
NGO/Social Services	197	187	186	210	227	235	195	178	193	210	182	177	182
Agro based industries	126	117	129	132	132	145	146	138	132	144	138	129	133
Office Equipment/Automation	96	97	101	100	100	115	107	93	89	102	96	102	108

## By Occupation

	2015			2016									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Software, Hardware, Telecom	252	241	256	259	276	296	287	287	272	280	280	281	300
Customer Service	170	171	166	175	194	205	212	208	229	234	246	272	295
Engineering/Production	158	154	174	171	179	189	182	192	182	180	168	169	185
Finance & Accounts	194	177	193	190	188	202	193	192	180	183	186	190	186
Sales & Business Development	258	250	270	267	282	291	278	274	260	268	265	274	288
Senior Management	173	158	172	185	203	226	229	228	214	220	217	223	216
HR & Admin	186	171	175	179	194	210	198	198	192	182	178	178	179
Marketing & Communications	207	206	216	218	238	252	245	243	237	231	221	221	224
Health Care	298	248	254	250	281	298	298	295	290	318	316	331	327
Purchase/Logistics/Supply Chain	164	161	165	167	168	175	166	163	156	161	169	169	173
Hospitality & Travel	220	202	214	207	211	218	201	199	176	196	201	196	194
Legal	225	216	242	256	256	283	260	249	247	254	243	246	231
Arts/Creative	202	199	201	188	201	209	197	184	187	189	189	186	178

## By Local Market

	2015			2016									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Mumbai	257	246	261	257	270	286	284	276	261	274	285	307	318
Bangalore	292	273	298	304	323	346	339	332	315	328	331	341	344
Delhi-NCR	210	199	210	213	223	235	237	237	236	245	245	258	262
Hyderabad	229	225	237	230	239	253	250	251	243	253	252	264	264
Chennai	224	215	218	221	237	249	249	247	263	241	242	251	252
Pune	249	230	240	237	247	263	257	251	249	264	273	296	302
Kolkata	209	198	209	208	229	239	235	234	225	230	239	265	268
Ahmedabad	247	235	248	241	266	276	273	266	266	279	280	303	307
Chandigarh	234	223	256	253	258	271	275	270	266	271	284	281	281
Kochi	262	267	290	254	266	260	252	258	236	262	279	310	334
Baroda	215	208	222	212	217	219	221	221	198	206	214	215	207
Coimbatore	216	211	217	202	231	247	258	250	239	248	253	258	258
Jaipur	213	205	214	221	230	232	237	247	237	251	258	274	273

### **About the Monster Employment Index**

Launched in May 2010 with data collected since October 2009, the Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity in India conducted by Monster India. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, including Monster India, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide.

The Monster Employment Index's underlying data is validated for accuracy by Research America, Inc. – an independent, third-party auditing firm – to ensure that measured national online job recruitment activity is within a margin of error of +/- 1.05%. Monster has taken due care in compiling and processing the data available from various sources for Monster Employment Index, but does not guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or action/decision taken or for the results obtained from the use of such information.

### **About Monster India**

Monster India, India's leading online career and recruitment resource with its cutting edge technology provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. More than 200 million people have registered on the Monster Worldwide network. Today, with operations in more than 40 countries, Monster provides the widest and most sophisticated job seeking, career management, recruitment and talent management capabilities globally. Monster India started its operations in 2001. Headquartered in Hyderabad, the company has presence in 10 other cities of India viz., Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmadabad, Baroda, Chandigarh, and Cochin.

Monster Mobile App was voted Product of the Year under the 'Mobile App Job' category in a survey of over 18000 people by Nielsen. Monster.com was voted Product of the Year in 2015 and back in 2014, mPower Search was voted Product of the Year as well. Monster India and DishTV partnered in convergence of the Internet and TV medium to make job services accessible to TV viewers across all cities, bridging the unmet need of the audience for whom access to the internet is limited. This first ever job search initiative is called 'Monsterjobs Active'.

The Indian Air Force Placement Cell (IAFPC) selected Monster India for a collaboration to provide a robust platform to assist retired and shortly retiring Air Warriors seek suitable second career opportunities in the corporate world. Monster also initiated 'Rozgarduniya.com' - a job portal exclusively for jobseekers in rural India to enable employers in corporate India to connect with rural talent, thus removing the traditional barriers they face in this process. To learn more about Monster India visit: [www.monsterindia.com](http://www.monsterindia.com) | [www.facebook.com/monsterindia](https://www.facebook.com/monsterindia) | [https://twitter.com/monster\\_india](https://twitter.com/monster_india)

### **About Monster Worldwide**

Monster Worldwide, Inc. (NYSE: MWW) is a global leader in connecting people to jobs, wherever they are. For more than 20 years, Monster has helped people improve their lives with better jobs, and employers find the best talent. Today, the company offers services in more than 40 countries, providing some of the broadest, most sophisticated job seeking, career management, and recruitment and talent management capabilities. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, including our flagship website [monster.com](http://monster.com)® and a vast array of products and services.

For more information visit: [monster.com/about](http://monster.com/about)

**For further queries please reach:**

<b>Priyanka Sharma Kaintura</b> Head – PR (India, Middle East, South -East Asia), Monster.com priyanka.sharma@monsterindia.com	<b>M Sindhu</b> Genesis Burson-Marsteller +91- 9899428304 m.sindhu@bm.com
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