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# Employment Index

Sep 2020

## Hiring Trends in India



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# Key Highlights of the Month

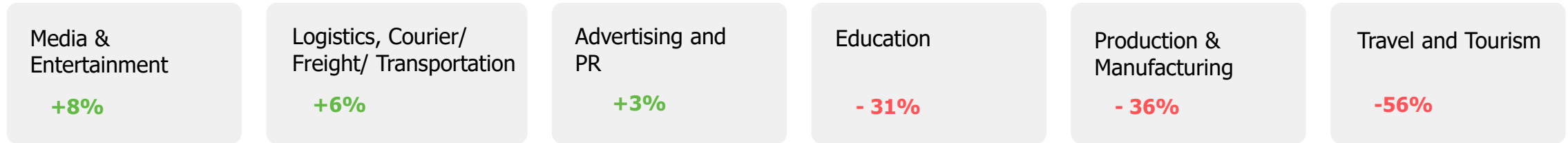
## Monster Employment Index India witnesses year-on-year decline of 10% in September 2020

- ✓ The Monster Employment Index (MEI) decreased to 265 in September 2020 from 296 in September 2019.
- ✓ Month-on-month, registered growth of 6% as August 2020 saw an index of 250. This is indicative of improving hiring sentiments among companies.

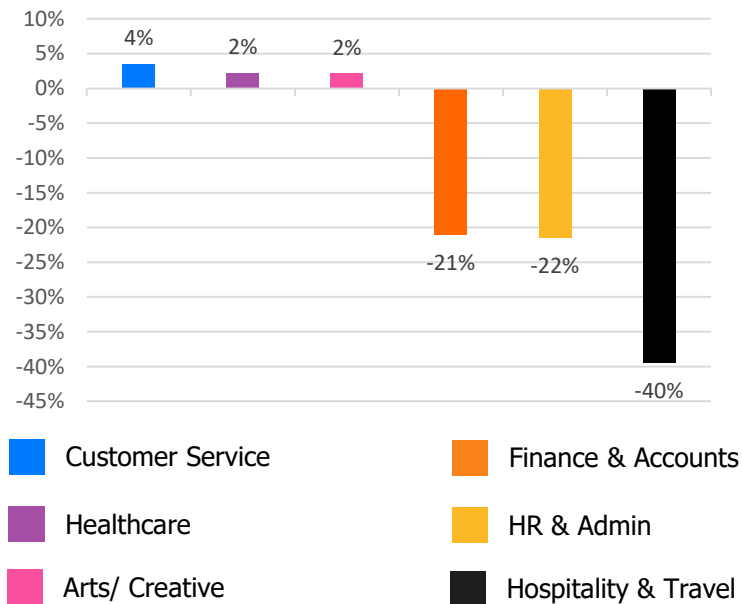


# Hiring Trends – Summary\*

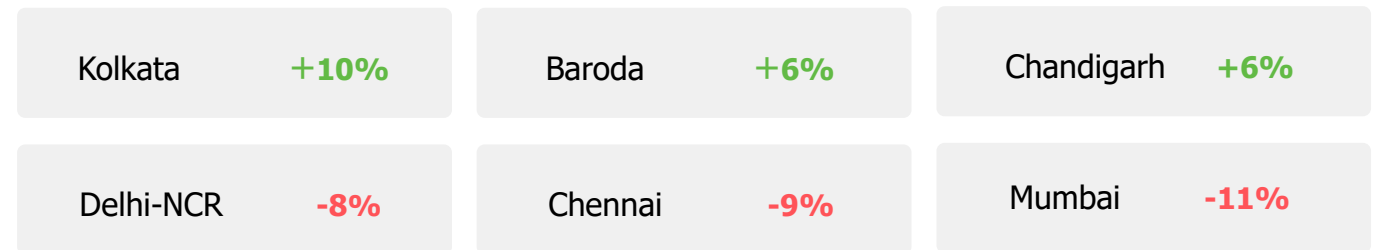
## INDUSTRY



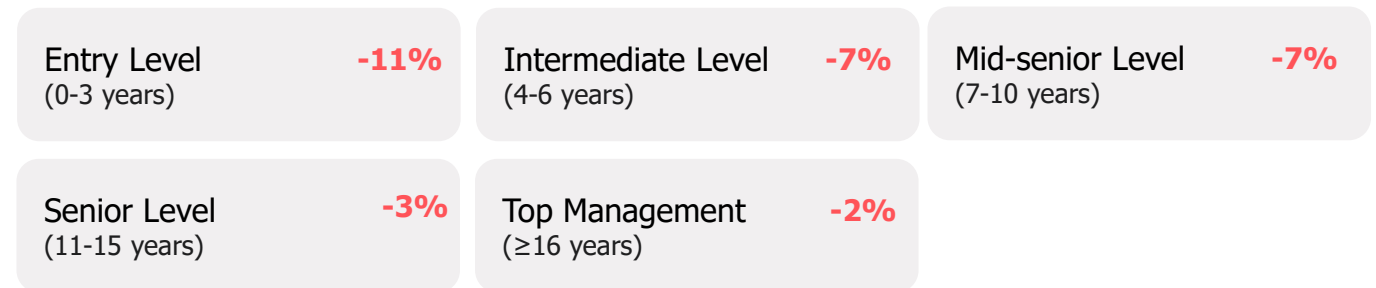
## FUNCTIONAL AREA



## ACROSS CITIES



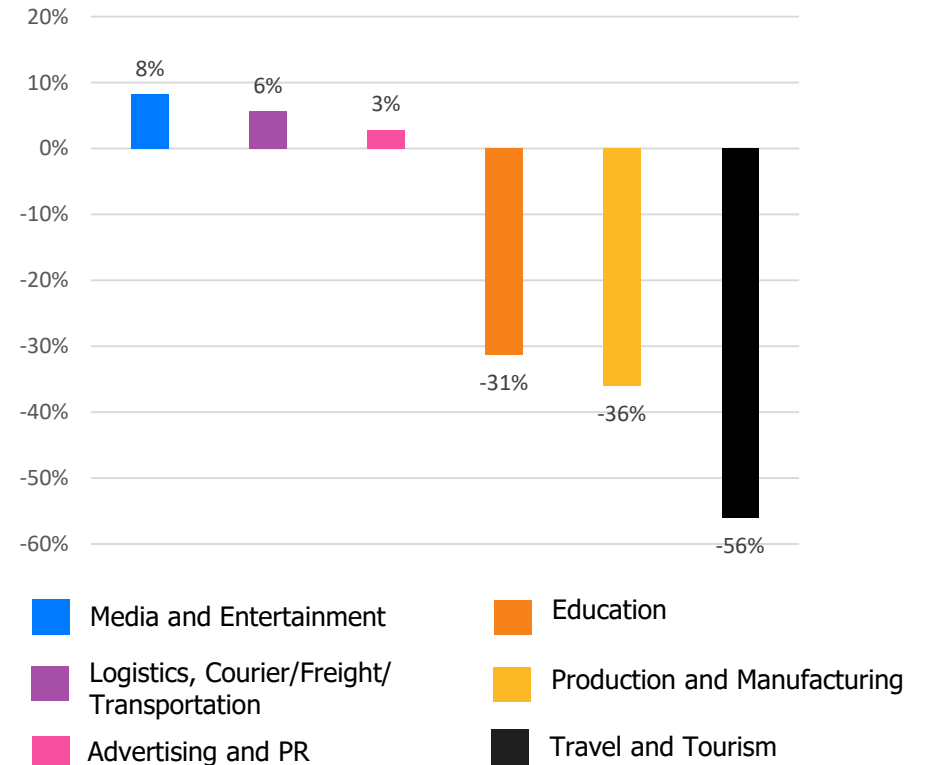
## WORK EXPERIENCE



# Hiring Trends – Industry\*

Online hiring demand in Sept.'20 exceeded September '19 level in 5 of the 27 Industries monitored by the Index

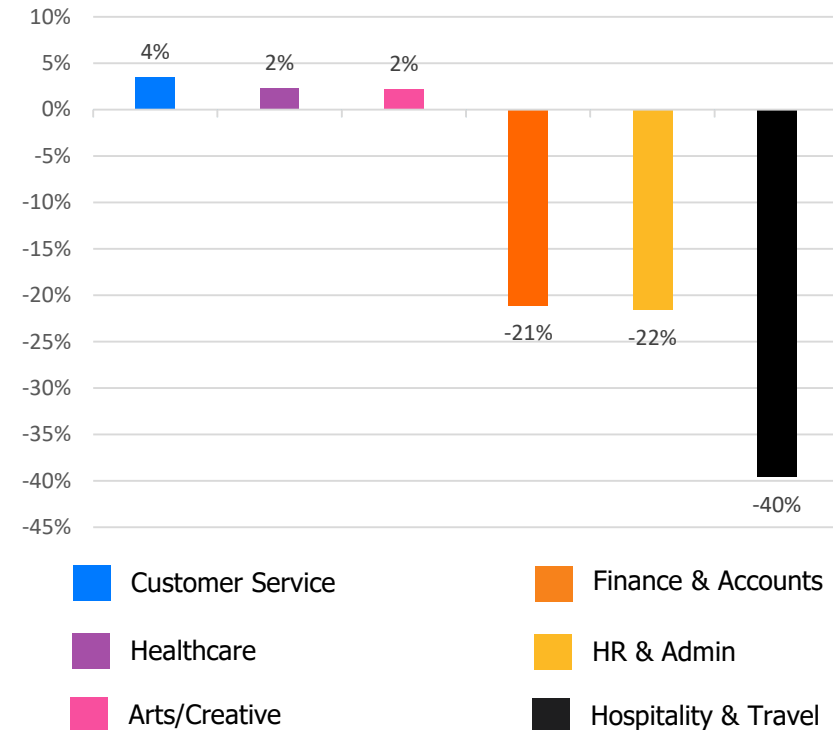
- ✓ Year-on-year, **Media & Entertainment** led e-recruitment activity (+8%) among industries. The other two industries to exhibit growth are **Logistics, Courier/Freight/Transportation** (+6%), **Advertising, Market Research and PR** (+3%), whereas **Chemicals/Plastic/Rubber, Paints, Fertilizer/Pesticides** (0%) and **Agro Based Industries** (0%) were neutral.
- ✓ Industries that continued to decline in annual growth are **Travel and Tourism** (-56%), **Production and Manufacturing** (-36%) and **Education** (-31%).
- ✓ Some of the major industries that exhibited receded year-on-year growth include- **IT- Hardware, Software** (-2%), **Telecom/ISP** (-4%), **Healthcare** (-11%), **Engineering, Cement, Construction, Iron/ Steel** (-14%), **BPO/ITES** (-16%), **Retail** (-22%) and **Banking/ Financial Services, Insurance** (-25%).



# Hiring Trends - Functional Area\*

Annual online demand for professionals increased in 6 of the 14 functional areas monitored by the Index

- ✓ Online demand for professionals in job-roles such as **Customer Service** (+4%), **Healthcare** (+2%) and **Arts/Creative** (2%) increased between September 2019 and 2020.
- ✓ Functional roles in **Hospitality & Travel** (-40%), **HR & Admin** (-22%) and **Finance and Accounts** (-21%) witnessed the sharpest annual dip.
- ✓ Other functional areas to register growth include- **Marketing & Communications** (+1%), **Purchase/logistics/Supply Chain** (+1%) and **Software, Hardware, Telecom** (+1%).



# Hiring Trends - Across Cities\*

Online hiring demand surpassed the year-ago level in 6 of the 13 cities monitored by the Index

- ✓ Recruitment activities showed uptrend in hiring demand in Tier 2 cities, including **Kolkata** (+10%) and **Hyderabad** (0%) between September 2019 and 2020.
- ✓ All key cities witnessed decline in hiring activity from the year-ago level- **Mumbai** (-11%), **Chennai** (-9%), **Pune** (-7%) and **Delhi-NCR** (-8%) and **Bangalore** (-3%).
- ✓ With the gradual increase in demand in certain cities, some of the industries showed the notable growth; **Banking/Financial Services, Insurance** (+10%) in **Hyderabad** saw an uptrend. Among functions, **Marketing & Communications** and **Software, Hardware, Telecom** reflected huge demand for professionals in all almost all cities.

Y-o-Y Trend of Prime Industries and Functions in Key Cities					
	Bangalore	Chennai	Delhi-NCR	Hyderabad	Mumbai
<b>INDUSTRIES</b>					
Banking/ Financial Services, Insurance	-8%	-24%	-32%	10%	-11%
BPO/ITES	5%	-13%	-15%	5%	-8%
Engineering, Cement, Construction, Iron/ Steel	-11%	-16%	-11%	0%	-17%
IT - Hardware, Software	-3%	7%	2%	5%	-4%
Production and Manufacturing	-9%	-31%	-32%	-14%	-17%
<b>FUNCTIONS</b>					
Marketing & Communications	1%	20%	2%	5%	4%
Finance and Accounts	-12%	-28%	-7%	1%	-2%
HR and Admin	-14%	-17%	-17%	-7%	-16%
Sales & Business Development	-3%	-4%	-8%	-2%	-7%
Software, Hardware, Telecom	2%	8%	8%	7%	4%

# Hiring Trends - Experience Level\*

## 0 - 3 Years

-11%

Demand for entry-level job seekers with experience of 0-3 years decreased by 11%

## 4 - 6 Years

-7%

Hiring for Intermediate level roles with an experience of 4-6 years fell by 7%.

## 7 - 10 Years

-7%

Mid-senior level roles with 7-10 years of experience saw a decline of 7%.

## 11 - 15 Years

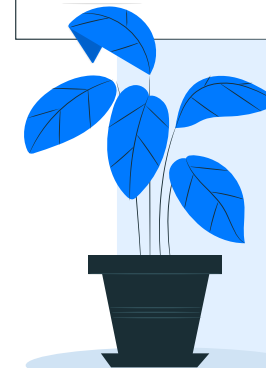
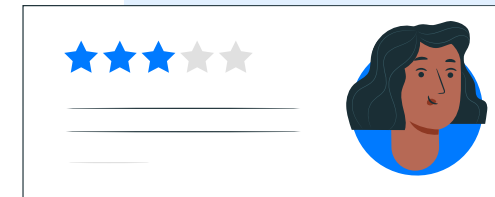
-3%

Hiring for Senior level roles with 11-15 years of experience decreased by 3%

## ≥ 16 Years

-2%

Top Management level professionals witnessed decline of 2%





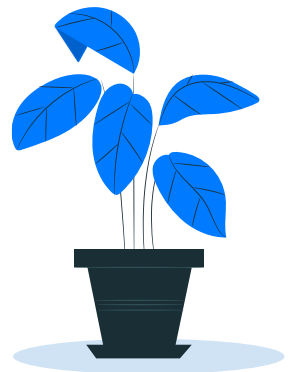
# Data & Methodology

The Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity 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, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide.

In order to avoid excessive monthly fluctuations, the index is calculated using a volatility-adjusting formula. We publish the data in a volume index format with the base value of 100. The index describes changes in the level of online job demand against the baseline. An increase in the index indicates growth in online job availability and suggests an increase in the demand for employees by employers.

Monster Employment Index was first launched in India in May 2010 with data collected since October 2009 followed by Gulf in April 2011 with data collected since October 2010; Singapore in May 2014 with data collected since January 2011; Philippines and Malaysia in May 2015 with data collected since February 2014.

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 result obtained from the use of such information.



# About Monster APAC & Gulf

Monster is a leading online career and recruitment resource, and with its cutting-edge technology, it provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster started its operations with India in 2001 and today has operations across India, Singapore, Malaysia, Philippines, Hong Kong, Vietnam, Thailand, Indonesia, UAE and Kingdom of Saudi Arabia

In India, it is headquartered in Hyderabad, and has presence in more than 10 other cities of India, including Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. In India, the Monster Mobile App was voted Product of the Year 2016, under the 'Mobile App Job' category in a survey of over 18,000 people by Nielsen. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, and a vast array of products and services.

**To learn more about Monster in APAC & Gulf, visit:**

[www.monsterindia.com](http://www.monsterindia.com)

[www.monster.com.my](http://www.monster.com.my)

[www.monstergulf.com](http://www.monstergulf.com)

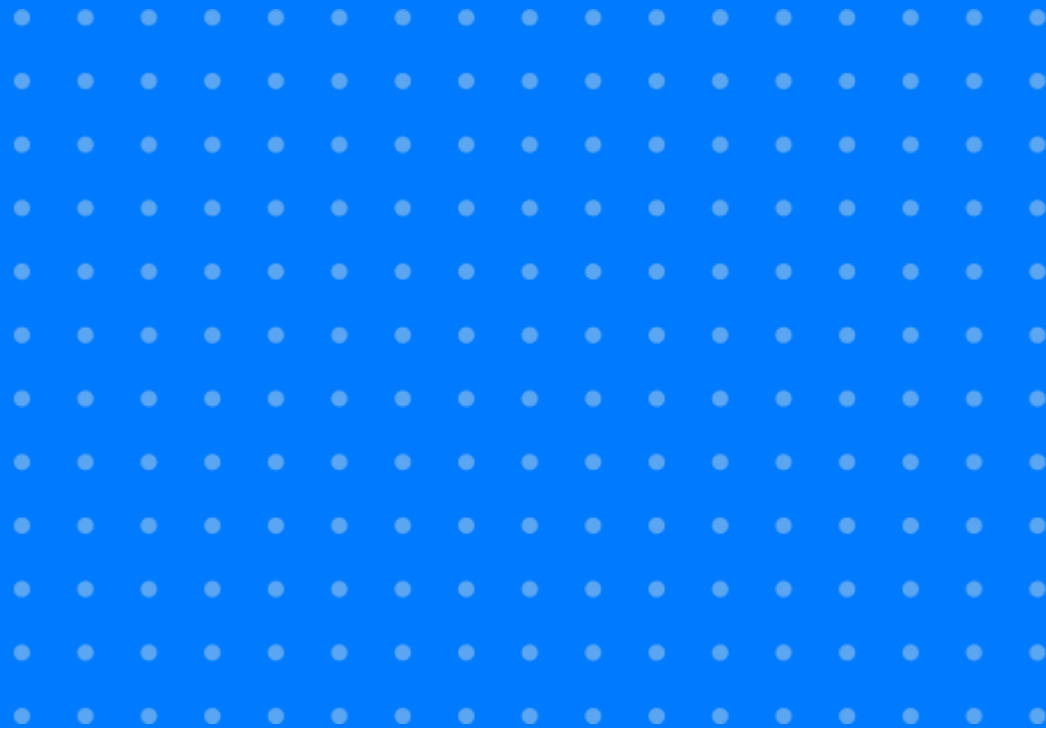
[www.monster.com.ph](http://www.monster.com.ph)

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[www.monster.com.hk](http://www.monster.com.hk)



# Annexure



# Annexure: Industry Data\*

Industries	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
IT - Hardware, Software	563	575	596	589	625	642	616	585	524	525	516	518	552
BPO/ITES	218	219	217	220	225	228	200	150	139	143	155	146	184
Engineering, Cement, Construction, Iron/ Steel	232	238	250	253	266	270	260	217	200	196	193	194	200
Banking/ Financial Services , Insurance	383	379	397	416	445	468	415	334	298	286	280	275	287
Education	338	344	308	300	301	340	312	277	268	259	249	230	232
Production and Manufacturing	250	222	222	225	214	219	208	155	138	143	151	147	160
Automotive/ Ancillaries / Tyres	156	152	152	159	161	173	158	124	111	112	116	115	128
Telecom/ISP	301	309	317	302	313	304	299	257	261	253	282	277	289
Oil/ Gas/ Petroleum, Power	174	168	181	182	182	178	166	143	125	132	123	122	125

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# Annexure: Industry Data\*

Industries	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Healthcare, Bio Technology & Life Sciences, Pharmaceuticals	397	399	409	398	422	449	421	349	352	376	362	325	354
Advertising, Market Research, Public Relations (PR)	175	177	186	189	194	202	195	176	173	179	181	175	180
Travel and Tourism	376	393	405	396	398	392	340	262	214	194	187	182	165
Home Appliances	684	681	684	698	699	710	620	560	518	525	514	513	506
Media & Entertainment	424	432	461	447	461	484	483	456	445	445	450	441	459
Chemicals/ Plastic/ Rubber, Paints, Fertilizer/ Pesticides	129	128	123	133	144	147	134	97	93	99	108	96	129
FMCG, Food & Packaged Food	229	233	252	255	254	265	247	200	178	177	180	162	187
Garments/ Textiles/ Leather, Gems & Jewellery	143	145	149	154	159	160	149	112	100	101	107	112	120

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# Annexure: Industry Data\*

Industries	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Real Estate	174	176	177	182	185	186	178	147	142	145	148	146	160
Retail	504	487	506	513	518	502	473	402	369	362	372	370	392
Logistic, Courier/ Freight/ Transportation	246	246	241	254	262	266	254	213	193	196	220	225	260
Import / Export	119	93	95	103	103	100	90	71	61	66	81	84	90
Government/ PSU/ Defence	101	94	99	97	102	105	101	84	82	84	78	76	77
Shipping/Marine	135	133	127	128	123	132	127	107	105	107	107	106	119
Printing/ Packaging	149	149	146	145	144	156	156	129	131	133	143	140	142
NGO/Social Services	236	223	243	246	239	248	243	226	195	190	189	177	193
Agro based industries	84	83	84	83	82	85	83	76	76	78	86	84	84
Office Equipment/Automation	141	135	142	148	153	165	139	113	108	108	114	106	123

# Annexure: Functional Area Data\*

Functions	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Software, Hardware, Telecom	358	366	374	372	392	402	380	362	340	345	347	336	361
Customer Service	256	261	267	273	277	284	259	229	221	230	233	224	265
Engineering /Production	251	250	256	261	272	279	267	257	235	241	241	241	248
Finance & Accounts	270	267	269	277	291	292	267	215	203	207	215	204	213
Sales & Business Development	415	428	442	452	456	462	429	378	368	358	360	352	363
Senior Management	266	268	268	270	279	285	264	224	193	193	200	182	211
HR & Admin	218	214	217	220	220	224	209	178	172	173	173	167	171
Marketing & Communications	240	241	251	255	262	263	252	233	234	237	235	238	243
Health Care	439	444	441	423	463	488	457	377	394	430	432	394	449
Purchase/ Logistics/ Supply Chain	199	199	199	206	203	207	194	172	171	176	181	204	201
Hospitality & Travel	263	265	268	275	281	270	230	177	163	161	166	160	159
Legal	242	242	248	255	269	261	251	217	206	203	209	201	216
Arts/Creative	184	187	185	188	191	191	182	176	180	181	183	182	188

# Annexure: City Wise Data\*

Cities	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Mumbai	301	303	312	320	329	336	305	265	112	242	245	242	268
Bangalore	344	347	350	354	369	385	361	324	146	295	300	298	332
Delhi - NCR	237	240	240	248	251	251	233	207	106	204	210	202	219
Hyderabad	274	280	281	281	293	304	283	252	131	250	257	250	273
Chennai	245	245	247	251	251	261	239	207	111	205	207	200	222
Pune	304	295	297	309	317	329	302	268	137	257	260	253	284
Kolkata	390	387	403	412	425	417	387	391	176	367	378	378	430
Ahmedabad	377	391	385	401	413	415	385	357	188	345	344	350	355
Chandigarh	330	342	337	346	372	374	354	304	181	290	279	322	349
Kochi	268	275	275	280	290	305	279	240	148	263	258	258	265
Baroda	252	256	257	298	323	311	280	264	137	291	286	258	267
Coimbatore	304	291	303	315	311	308	294	266	137	281	282	269	304
Jaipur	308	316	317	317	329	318	291	284	166	306	316	312	324



# Annexure: Experience Level Data\*

Experience Level	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
0 - 3 years	367	379	378	380	396	400	363	327	320	330	322	309	327
4 - 6 years	307	308	314	318	326	334	305	285	264	271	285	272	287
7 - 10 years	200	196	200	200	201	206	193	178	169	177	185	180	186
11 - 15 years	106	106	106	105	106	106	104	101	98	99	101	100	103
> 16 years	111	109	109	108	109	109	106	104	102	102	103	100	108

**Thank you**

