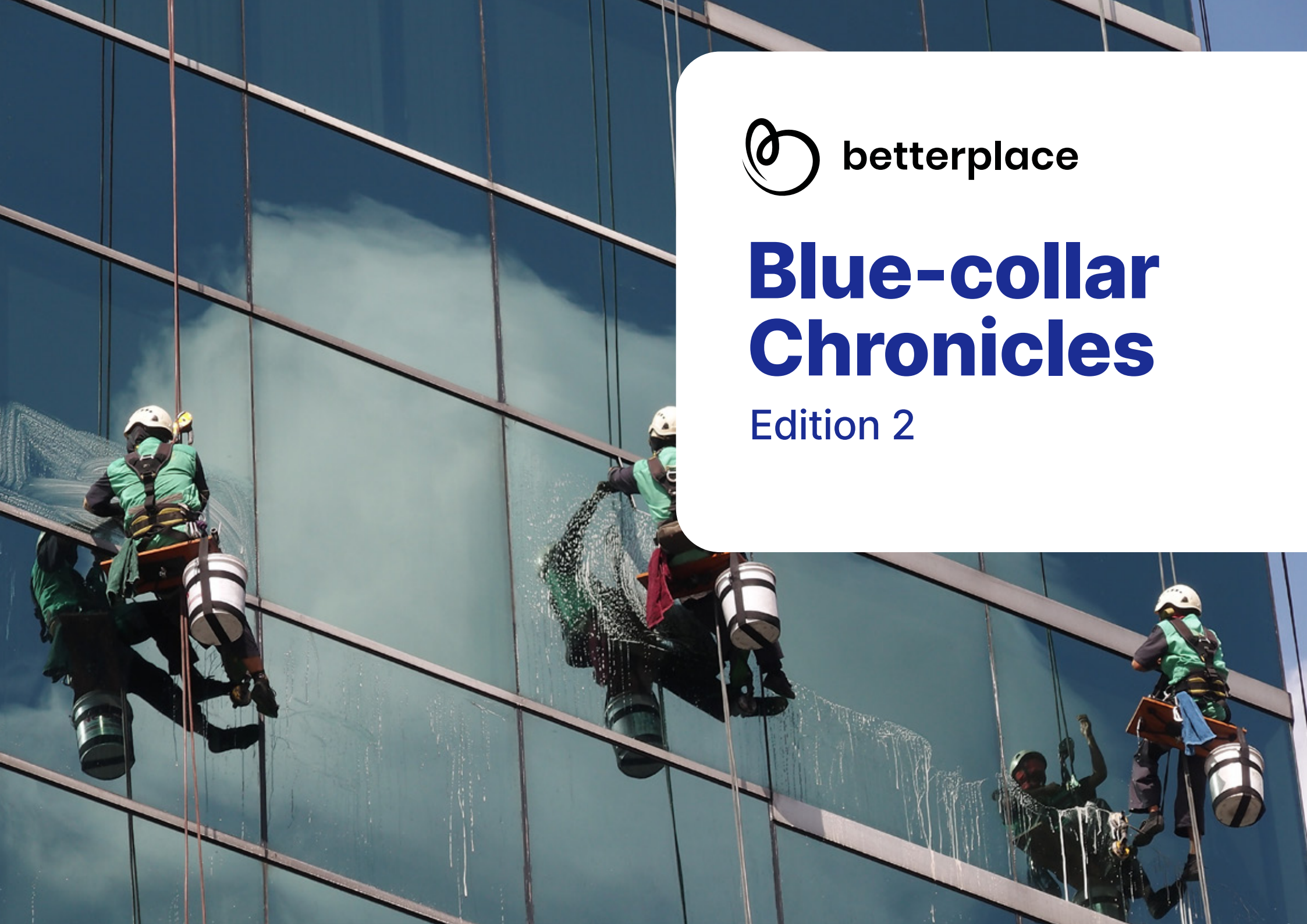




Blue-collar Chronicles

Edition 2





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The Urgent Need for Indian Blue - Collar Upskilling

India is home to over 300 million blue - collar workers, who contribute to the nation's growth by working on the ground. Images of migrant workers making a long and arduous journey back to their hometowns and villages after the March 2020 lockdown will remain a scar in our memories. Over 100 million blue - collar workers lost their jobs overnight and this number is responsible for contributing around 10% of India's GDP.

Growth Exposes Significant Competency Gap

The year 2021 brought good news for this segment of the workforce, with job opportunities growing 32% in the first quarter. As the economy recovers, urban India's reliance on blue - collar workers is poised to grow in the near future. However, what remains is a mammoth task – of mapping workers with the right skills to jobs. This was always a pain-point and will become more so as the nation gradually rebuilds itself.

Did You Know?



32%
Growth in job opportunities in 2021 Q1



45.9%
Are the only ones employable despite having youngest workforce.



70%+
Blue-collar workers migrate to a different state for work.



While on the one hand, companies need skilled workers, on the other, there are thousands of workers unable to find jobs. Despite having one of the youngest workforces in the world, only 45.9% of them are employable¹. The huge proportion of poorly trained workers in the informal sector is a challenge that needs to be addressed urgently.

While skill mapping programs are in plenty for white-collar employees, we can't say the same for the blue-collar workforce. This needs to be changed, as companies struggle to stay relevant. As technological, structural, and demographic shifts transform the Indian economy, the labour force will have to be skilled and made employable. Upskilling is the only way forward.

¹ <https://www.dw.com/en/india-youth-lack-skills/a-56879385>

Attempts to Close the Skill Gap

Several attempts have been made to close the skill gap. The National Skill Development Corporation (NSDC) was set up to provide long-term development finance to organisations to enable for-profit vocational training initiatives.

The Sector Skills Councils (SSCs) have also played an important role in skill development in India, with an aim to ensure that people receive training that is relevant to industry needs. Some of the existing and upcoming SSCs span critical industries like automotive, agriculture, BFSI, retail, hospitality, and logistics. The government also launched the Skill India initiative in 2015, with an aim to train 40+ crore Indian workers by 2022. The initiative saw several schemes and training courses being launched.

Despite these focused initiatives, India has a glaring lack of infrastructure for training blue - collar workers. Even sector-specific and vocational courses do not cover all the skills workers need as the economy emerges from the pandemic-led slowdown. Training delivered through classroom methods are outdated and difficult to scale. Moreover, they fail to strike a balance between theoretical knowledge and practical knowhow.



Closing the Gap with Technology

Over 70% blue-collar workers migrate to a different state for work. They don't have access to information on job availability, skills needed, and other requirements, preventing them from being gainfully employed.

The pandemic has accelerated digital adoption. Workers are increasingly using digital solutions to find the right jobs. Technology can be the bridge between blue - collar workers and the employment ecosystem. A platform that allows employers to filter based on location, previous employment records, skill sets, and verification status in one place can ensure the right person is selected for the right job.

Technology can then be used to impart module-based training programs through chatbots and video sessions. With significant advancements in translation and text-to-speech technologies, these training modules can be made available in different languages. Such solutions not only allow workers to learn in their own vernacular, but also at their own pace.

By 2023, India's digital ecosystem is expected to have 700 million smartphones and 800 million internet users². Given the deep penetration of such technologies, workers in

even the remotest corners of the country can be offered upskilling opportunities.

Rather than physical courses which many workers can't afford to attend, digital workshops can be held to provide workers with bite-sized practical training on their devices. Such structured training programs will not only help them diversify their skills, but also will boost their productivity and morale.

² <https://telecom.economictimes.indiatimes.com/news/indias-digital-ecosystem-is-undergoing-a-historic-evolution-sand-hu/81663734>



Preparing for the Next Phase of Growth

India's blue-collar workforce is large and growing. While there is no dearth of such workers in the country, the need for upskilling will continue to be felt, given the growth in business requirements. Despite a raging pandemic, India received over \$20 billion in investments from around the world during the first half of 2020. According to a report by the Confederation of Indian Industry and EY³, India is poised to become the next "global investment hotspot," attracting annual FDIs of an estimated range between \$120 and \$160 billion by 2025. The report goes on to cite India's large workforce as among the factors on which these investments depend. With rising MNCs entering India and home companies growing in sectors like automobile, FMCGs, heavy engineering, and oil and natural gas, blue - collar employees will be in high demand.

Companies that wish to retain a competitive advantage and stay ahead will need to focus on upskilling their blue - collar staff to manage their tasks more efficiently and take on more responsibilities.

On the other hand, blue - collar workers face several challenges, including low wages, uncertain

hours, harsh working conditions, and involuntary overtime. With proper upskilling, workers can perform tasks more effectively and improve their ability to earn higher wages.

It is also time we understand the importance of dignified employment. By addressing the needs and aspirations of the low-income, young, and aspiring blue-collar workers, we can pave the way to economic equality and inclusive growth. This is how we can become a \$5 trillion economy.

³ <https://www.ciiblog.in/economy/enhancing-mnacs-contribution-to-indian-economy/>

Sector In Focus: Telecom Sector

About

Telecom Sector Skill Council (TSSC) is a Non-Profit Organization, registered under the Societies Registration Act, 1860. TSSC is an industry-led apex body, jointly set up by the Cellular Operators Association of India (COAI), Indian Cellular Association (ICA), Association of Unified Telecom Service Providers of India (AUSPI) and National Skill Development Corporation (NSDC), to ensure adequate availability of skilled manpower to boost growth and productivity in the Telecom sector.

35%+

Overall growth rate
over the past decade.



2.8

Million people employed
directly



7

Million people employed
indirectly



"We need to employ concerted efforts to help youngsters in our country get employment. The scope of this partnership will go beyond government skill development programs and paid programs by TSSC. We plan to place candidates from various location and educational backgrounds through the BetterPlace database. Our combined aim is to organize job fairs targeting various skill requirements within the industry and tackle geographical segments in our country. The next wave of telecom will require additional frontline workforce and we hope to fulfil this demand,"

-

Mr. Sumit Munjal, GM, TSSC.



BetterPlace-TSSC Collaboration

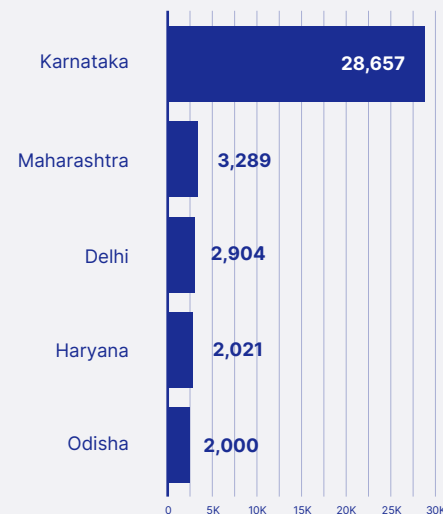
The Telecom Sector Skill Council (TSSC) and have signed a Memorandum of Understanding (MoU) towards bridging the skill gap by facilitating hiring of workers on the go.

- Will prove beneficial for the industry to bridge the skills gap, hire workers on the go.
- Information on career opportunities- scope of jobs in telecom industry, top job roles etc
- Conduct counselling of candidates. BetterPlace will help candidates find right jobs for them based on their skill set and location
- Joint analysis on: In demand job roles, top performing training programs, Interview performance, analysis on reasons for rejection selection, Industry trends, Upcoming top skills requirement based on industry feedback
- BetterPlace will help industry partners and candidates to completely digitize their complete workforce management- from job search to employment journey through its tech enabled solutions for Hiring, Onboarding, Attendance, Payroll, Compliance which will make the process simple, transparent and efficient.
- Help in building a community of trained workforce and provide networking opportunities with fellow workers leveraging BetterPlace tech platform (focus on B2C community).
- BetterPlace can help SSC trained workforce with finding accommodation, renting E-bikes if they are relocating to a new place for them to assimilate to new environment, they can also opt for curated insurance and health offerings for the blue - collar workforce
- Additional scope for candidates to upskill themselves with TSSC certified training programs
- Conducting joint training programs for industry to help their workforce upskill themselves.
- Organizing virtual Job fairs as well as city based job fairs

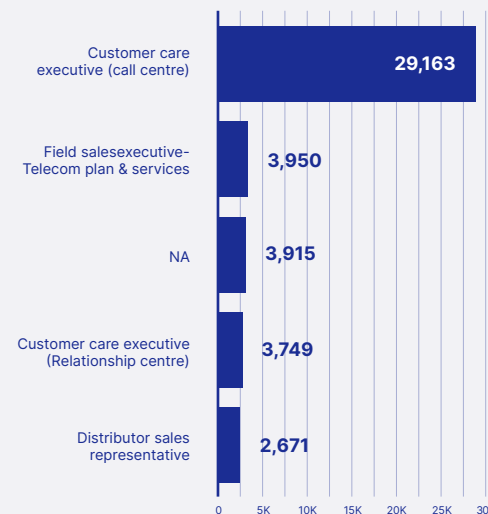
*Source:
<https://www.tsscindia.com/whoweare>

The data represents the top 5 high demand job roles and the states with the highest demand along with the trained supply of candidates skilled in certain Job and the states they are from.

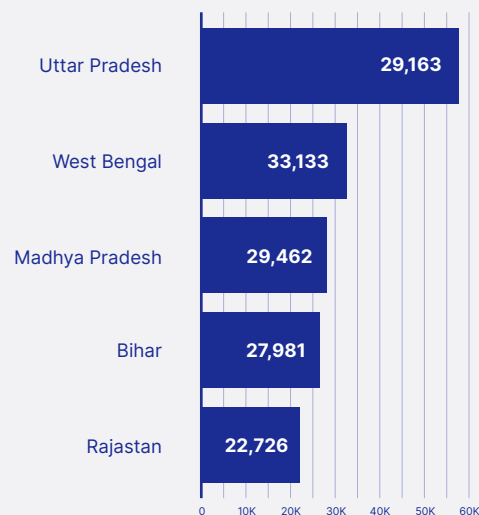
Demand By State/UT (Top 5)



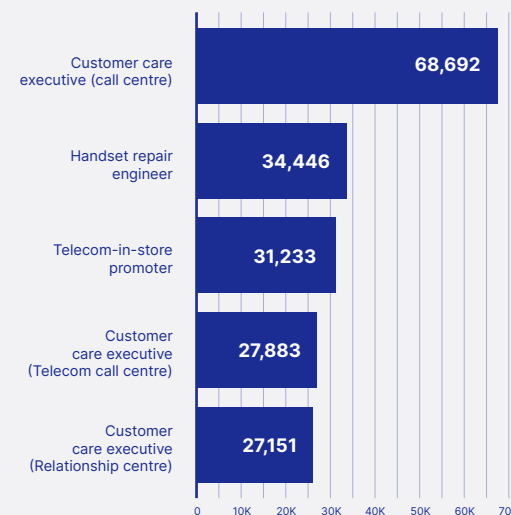
Demand By Job role (Top 5)



Supply Top 5 State/UT candidates wise



Supply Top 5 Job roles



Talent Pool Snapshot

Know the Top State, job roles and sectors with the highest availability and top demand for candidates






Job Available






State with highest demand:	Karnataka
Sector with highest demand:	Logistics
Job roles with highest demand:	Courier Delivery Executive

Candidates Supply

State with highest supply:	Uttar Pradesh
Sector with highest supply:	Construction
Job roles with highest supply:	Mason






Supply






Sector	Candidates
 Construction	1156574
 Apparel	906229
 Electronics and Hardware	861570
 Agriculture	620610
 Retail	603832

Role	Candidates
 Mason General	469647
 Self Employed Tailor	426893
 Assistant Electrician	380708
 Group Farming Practitioner	260750
 Sewing Machine Operator	257361

State	Candidates
Uttar Pradesh	2454863
Rajasthan	1222946
Maharashtra	1194870
Madhya Pradesh	988714
Bihar	922682

Demand

Sector	Candidates
 Logistics	327050
 Apparel	148780
 Tourism And Hospitality	91473
 Retail	71211
 Domestic Workers	54301

Job Role	Jobs
 Courier Delivery Executive	183964
 Machine Maintenance Mechanic (Sewing Machine)	30791
 Customer Care Executive (Call Centre)	30164
 Sewing Machine Operator	27913
 Self Employed Tailor	26124

State	Candidates
Karnataka	274856
Tamil Nadu	159031
Maharashtra	143775
Delhi	126023
Uttar Pradesh	51957

Log on to <ASEEM LINK> to find you next skilled hires in large volumes with ease.



Gig economy can boost jobs for women:

The study that collected data from 150 firms – one third from manufacturing and rest from service economy – said the rise of the gig economy following the pandemic outbreak has potential to boost women's employment in the formal jobs.

Source: <https://www.livemint.com/economy/gig-economy-to-boost-women-employment-in-formal-sector-undpficci-11627049957005.html>

Decoding the often misunderstood concept of skills and skilling in India

There are several alarm bells that have been sounded to say that India is woefully unskilled and less than 2.5 per cent of Indians are skilled. Several programs have been put in place at the national level to activate the skilling ecosystem in the country.

Source: <https://www.financialexpress.com/economy/understanding-the-often-misunderstood-concept-of-skills-and-skilling-in-india/2290174/>



Rajeev Chandrasekhar for linking Digital and Skill India

Technocrat, industrialist turned politician Rajeev Chandrasekhar always brought novel ideas in his speeches in Rajya Sabha, where he is a member for the last 15 years. Started as an independent, he got the support of the JD(U) earlier and then joined the BJP recently. As the Minister of State for IT and Skill Development and Entrepreneurship, his opinions on issues such as privacy, governmental control over the digital world and censorship will be much more valued. It has to be seen if he sticks to his position on such matters.

Source: <https://www.thehindubusinessline.com/info-tech/rajeev-chandrasekhar-for-linking-digital-and-skill-india/article35219229.ece>

The relationship between technology & the HR function

The COVID-19 pandemic has shown in numerous ways how technology and the HR function can enjoy an extremely positive relationship. Virtual meeting platforms and the capability of collaboration tools have enabled us to shift to remote working arrangements while minimizing lost productivity.

Source: <https://www.peoplematters.in/blog/strategic-hr/the-relationship-between-technology-the-hr-function-30084>



Key strategies to build Blue-Collar workforce engagement

Highly engaged teams exhibit higher productivity, better retention rates, greater attention to detail and better customer service. Give an onus for workforce management through these effective ways: Make them feel Appreciated-Build trust-improve Wellness-Financial Wellbeing-Recognition-Upskilling

[Read More](#)

Why Adopt an End-to-End Platform for Your Organization's Blue-Collar Lifecycle?

Employee satisfaction has been a cornerstone for companies to achieve growth and success. With an end-to-end platform for the blue - collar lifecycle, a company can inculcate desired behaviors, achieve growth and enjoy an enviable brand reputation.

[Read More](#)

Ways in Which HR Tech Stack is Changing the Blue-Collar Ecosystem

The blue-collar workforce has largely been a technologically underserved consumer base. So far India has not seen any disruption in the blue - collar space, including fintech products, EdTech & health-tech. With the understanding of the sheer size of the blue - collar market and the potential business volumes it can generate for any product or service, it is becoming a green pasture for tech-led solutions.

[Read More](#)



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