



Blue-Collar Chronicles

Edition 5





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The need of digital skilling of blue-collar workforce

The Indian economy is facing a new normal – the most marked outcome of the pandemic. Across industries, companies have ramped up their digital transformation efforts to build resilience against such black swan events. According to a 2021 DBS Survey, **48% of large corporates and middle-market companies** have a digital transformation strategy in place. Over 62% of the companies are in the formative stages of digitalisation.

As a result, the need for digital skills in all segments of workers is rising; including blue-collar and grey-collar workers. A 2021 AWS Survey reveals that India's present workforce comprises only **12% digitally skilled employees**, and this number has to increase 9 times by 2025 to reduce the demand-supply gap.

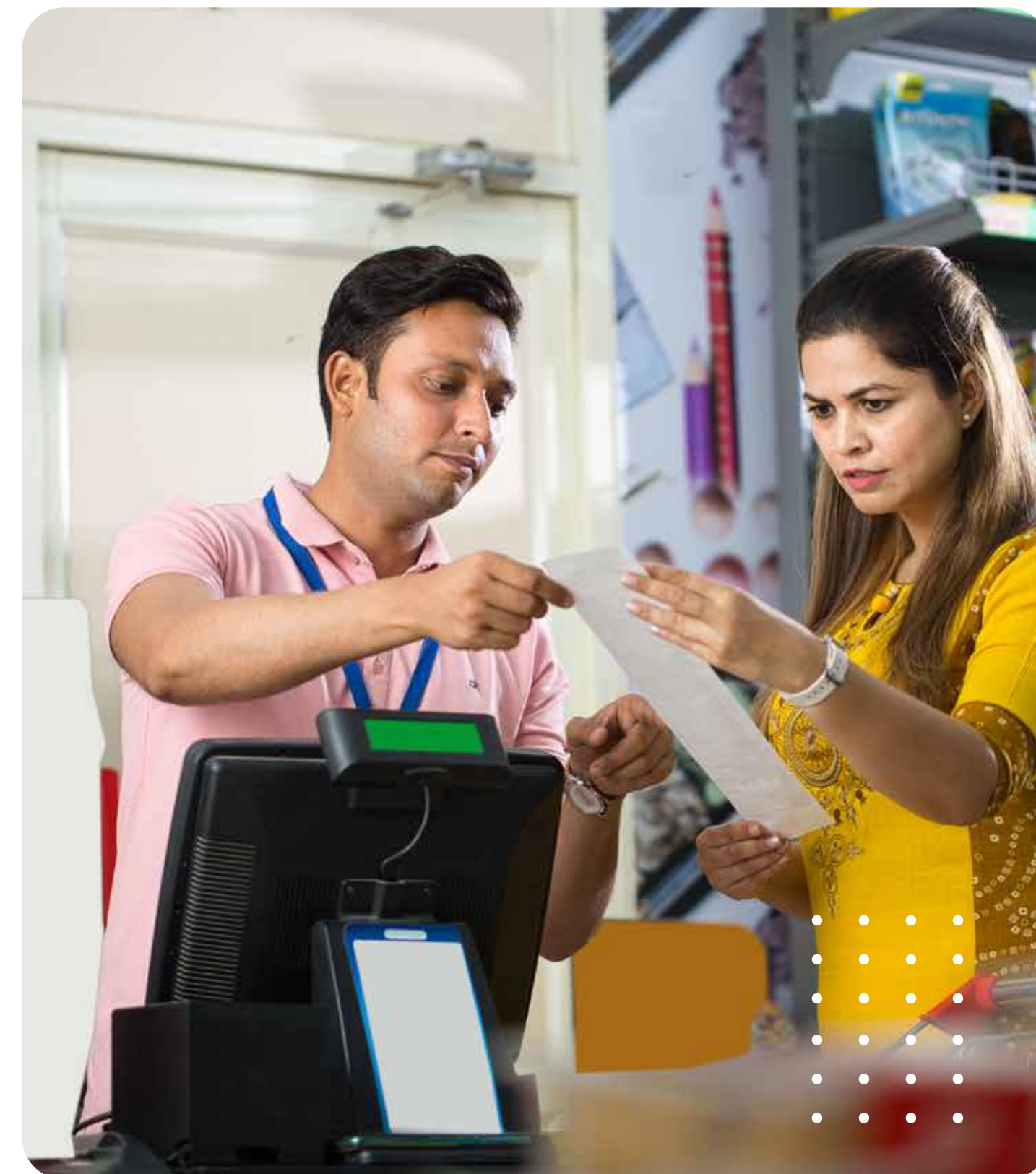


Industries Taking a New Approach for Skilling Initiatives

Perennially facing a shortage of skilled workers, industries today have thus pressed the fast-forward button on digital skilling. Learning and development are not limited to the white-collar segment anymore. Customised microlearning initiatives are slowly and steadily being extended across various worker segments, be it the feet on street sales staff, or delivery personnel, or the plant workforce. Helping companies to achieve this feat is the rapid penetration of smartphones across rural areas along with Tier-II and Tier-III cities. By 2025, more internet users will be in the rural areas, than the urban sector, due to cheaper data plans and affordability of mobile devices. **Vernacular voice and video content** will change the narrative of the digital ecosystem in the coming years.

These factors are opening multiple doors for organisations. Customised learning modules can be delivered at scale to workers, in their native languages and simplified interfaces to boost retention and engagement. In an exclusive roundtable by BetterPlace and ETHRWorld, Sanjay Kumar, CHRO, Apar Industries Ltd said, “Smartphones have been a great enabler for companies to push digital skilling programs, regardless of age group. Moreover, psychological training modules in vernacular languages have struck a chord with the workers. No one provided them with such opportunities before.”

The pandemic has brought down perceived barriers to digital transformation like technology immaturity and worker resistance to a great extent. For organisations now, inadequate skills, market complexities, and employee burnout are huge concerns. As per a report, 60% of employers are prioritising workplace safety, and **85% want to support health concerns both mental and physical** over the next couple of years. Digital tools are enabling them to imbibe skills like stress tolerance, problem-solving, time management, and reasoning.



However, some industry experts beg to differ. Hari TN, Head HR, Big Basket said, “Workers today understand how to use an app. They can access basic training materials but don’t have the skills to handle sophisticated technologies. Skilling in its truest sense is only possible when it is driven by the market mechanism. This is why many Government skilling initiatives failed. Modern technology platforms have instead played a more important role in aligning learning goals with earning goals.”

The Gig Economy Shaping the Market Mechanism for Blue Collar Digital Skilling

In the past few years, we have observed the rising use of technology platforms to match and deliver services at scale on demand. These gig platforms are driving demand, and livelihood pathways, along with the need for skills too. The gig economy has the potential to create up to 90 million jobs in India’s non-farm sector alone, contributing **1.25% to GDP growth** in the long term.

Ancillary services that support the gig ecosystem will further add to economic expansion. Services like training and skilling providers, credentialing, and skill validation services, and adjacent partnerships are some examples. Mr. Hari TN cited the example of Urban Company, which incidentally has entered into a partnership with Betterplace to collaborate for the mobilization, training, and certification of service professionals across India.

The MoU signed between the two organisations also recognizes Urban Company as a key strategic partner of the Skill India mission.

One of India’s most popular hyper-local platforms, which changed the way the country eats, Swiggy leveraged low-touch onboarding through digital channels, to enable training of over 2 lakh delivery partners across India. The strategy helped the company to go live in 200 cities in a single quarter, amidst a pandemic. This is one of the other benefits of digital skilling, lessening time to market in a challenging marketplace.

Thomas Henry, Head Learning, Swiggy said, “We were able to ramp up the scaling of the Swiggy Genie platform, from the initial planned period of 10 days to 3 days.

Swiggy was able to resolve many onboarding and training issues, to move towards sustainability. One might argue that the on-field workers don’t need that amount of skill training for productivity. But Swiggy school pushes towards proactive and reactive learning. We enable workers to understand the context of learning to drive retention.”

Digital skilling also helped Swiggy to maintain its ultimate USP, which is essentially prompt customer service.

Reference

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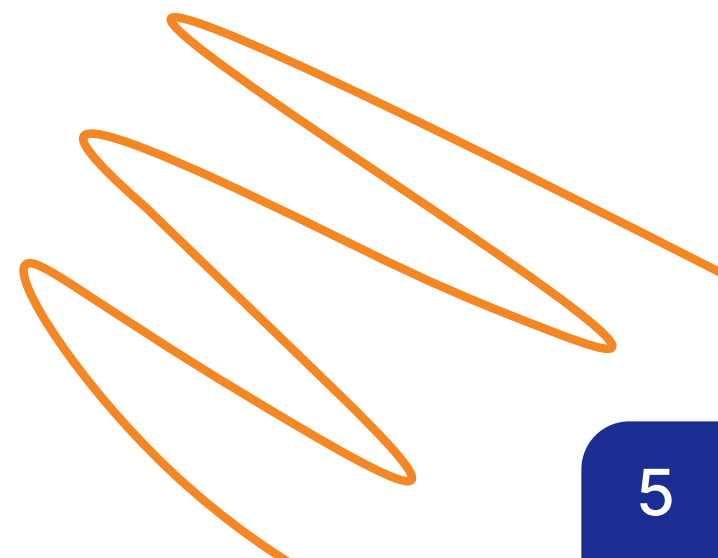


Enabling Enhanced Customer Experiences in the BFSI

The importance of modern learning initiatives in the consumer-facing service industries is extremely important today for building on consumer experiences. An example of this is the BFSI sector, where frontline workers need to have accurate knowledge of not only products but also how to help customers reach their financial goals. In a conversation with Dr. Sujatha Sudheendra, Head HR & Admin, Aditya Birla Finance Ltd, she stated how important it is for organisations to communicate changes promptly to the frontline executives. Without technology, it is practically impossible to give a huge distributed workforce the right tools to address customer queries. All this ultimately leads to effective decision-making, agility, cost-savings, and efficiency.

“Much of the changes in country’s economic scenario, like interest rates were explained to our executives through simple videos and gamifications. For instance, the government’s decision to extend loan subsidies to MSMEs was explained in interesting formats. We empowered our employees to have quality-driven conversations with customers. They are provided simple to-the-point questions that have to be asked to specific customers, to offer better recommendations”.

‘Learning for All’ is the new strategy for India Inc. It is an important mandate for the blue and grey-collar workforce, to promote long-term success for an organisation. It is the pathway towards building future-ready enterprises.



Sector in Focus: Retail

About

RASCI (Retailers Association's Skill Council of India) is a not-for-profit, independent public limited organisation established under Section 25 of the Companies Act. RASCI is a collaborative and comprehensive source of retail expertise and independent advice for industry, training organizations, educational institutions, certifying bodies, employees, students or jobseekers about skills development in the retail industry.

Mission

- Development of a culture which promotes and enhances the skills development of its workforce.
- Ensure availability of entire value chains requirement of appropriately trained manpower in quantity and quality across all levels on a sustained and evolving basis.
- Vertical and Horizontal portability for VET skills as a comparable education across industries/education/systems/geographies by building a robust quality assurance.
- Create a transparency for all industry members for availability of appropriately trained skilled manpower.
- Knowledge/Information repository as an open system.
- Process/Technology information as an open system.
- Number of Trainers to be trained: 3,290 over 10 years.
- Number of Trainees to be certified: 8.8 million over 10 years.
- Number of Institutes to be accredited: 1,325 over 10 years.



Sector Stats

Demand (By State/ UT) Top 5

West Bengal	<div><div></div></div>	18063
Karnataka	<div><div></div></div>	14742
Maharashtra	<div><div></div></div>	12301
Telangana	<div><div></div></div>	7758
Uttar Pradesh	<div><div></div></div>	6460

Demand (By Job Role) Top 5

Retail sales associate	<div><div></div></div>	41507
Individual sales professional	<div><div></div></div>	17860
Sales associate	<div><div></div></div>	6587
Stores ops assistant	<div><div></div></div>	5205
Seller activation executive	<div><div></div></div>	4305

Supply (By State/ UT) Top 5






Uttar Pradesh	<div><div></div></div>	118904
Tamil Nadu	<div><div></div></div>	82420
Madhya Pradesh	<div><div></div></div>	51603
Delhi	<div><div></div></div>	46330
Maharashtra	<div><div></div></div>	31016






Supply (By Job Role) Top 5

Retail sales associate	<div><div></div></div>	316646
Individual sales professional	<div><div></div></div>	86958
Retail trainee associate	<div><div></div></div>	69046
Distributor salesman	<div><div></div></div>	29807
Retail team leader	<div><div></div></div>	9714

Talent Pool Snapshot

SUPPLY

Sector				
				
Construction	Electronics & Hardware	Apparel	Agriculture	Logistics
1155246	933415	904894	622871	596656

Job Role				
				
Mason General	Self Employed Tailor	Assistant Electrician	Retail Sales Associate	Courier Delivery Executive
567759	427382	381036	330544	314968

State		
Uttar Pradesh	<div><div></div></div>	2469659
Maharashtra	<div><div></div></div>	1257944
Rajasthan	<div><div></div></div>	1204472
Madhya Pradesh	<div><div></div></div>	992127
Bihar	<div><div></div></div>	915887



Job Available

State with Highest Demand	Karnataka
Sector with Highest Demand	Logistics
Job Role with Highest Demand	Courier Delivery Executive

Candidates Supply

State with Highest Supply	Uttar Pradesh
Sector with Highest Supply	Construction
Job Role with Highest Supply	Mason General

DEMAND

Sector				
				
Logistics	Domestic Workers	Apparel	Tourism & Hospitality	Retail
373878	148566	144980	105406	88222

Job Role				
				
Courier Delivery Executive	General Housekeeper	Sewing Machine Operator	Sales Executive	Retail Sales Associate
279610	54635	46644	45024	42270

State		
Karnataka	<div><div></div></div>	307720
Tamil Nadu	<div><div></div></div>	222070
Maharashtra	<div><div></div></div>	156911
Delhi	<div><div></div></div>	152398
Uttar Pradesh	<div><div></div></div>	70560

Skilled Workforce: A Way for Sustainable Growth For The Retail Sector

As per a report by Forrester Research in 2020, the Indian retail market was estimated at \$883 billion. The Indian market is one of the fastest-growing in the world, especially in the online retail section.

[Read More](#)

TSSC Believes Up - Skilling of Telecom Workers Necessary

TSSC has created its own job portal called TelcoJobs to provide a platform for companies to connect with candidates for placements. The platform is easy to use and is free for both companies and candidates.

[Read More](#)

Indian retail sector goes digital; may create millions of jobs in next decade with online, offline convergence

The Indian retail sector as we know it today is an incredible growth story spanning two-and-a-half decades. As consumers, we have seen how the sector has evolved.

[Read More](#)

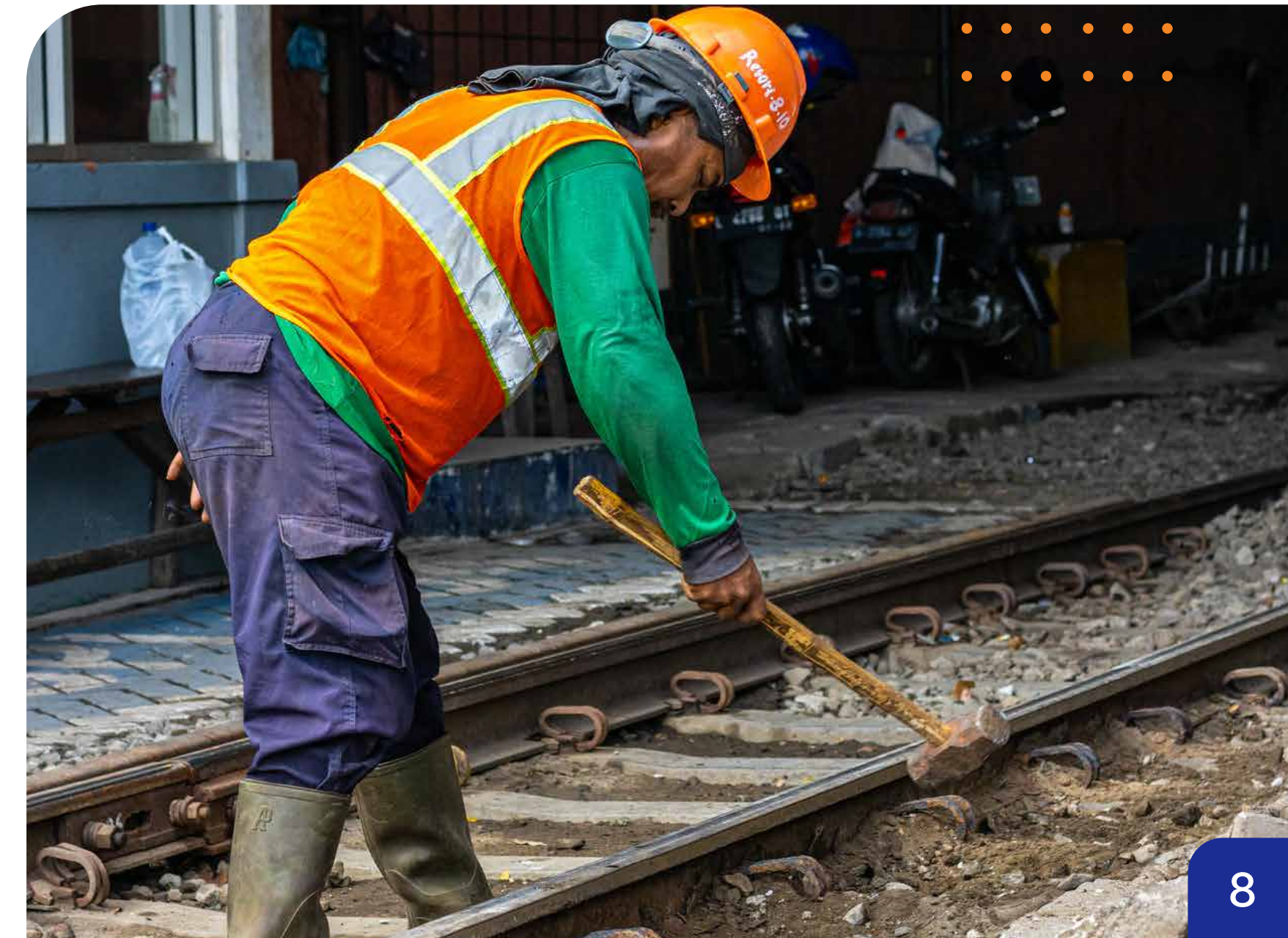
Festivals boost demand for gig workers as economy opens up: Experts

Amid the ongoing festival season in the country, the hiring of gig workers has zoomed across sectors as the businesses have begun opening up leading to an uptick in consumer sentiments and rising pent-up demand, according to experts.

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Govt plans to set up expert panel for drafting first National Employment Policy

The government is looking to set up a committee as a part of the National Employment Policy (NEP) that seeks to draw up a roadmap to improve job opportunities in the country.

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From our Desk

Blogs

Navigating the Demand Supply Gap Dynamics for Seasonal Hiring in India

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5 Reasons to Upskill Your Blue-Collar Employees

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BetterPlace in News

ACQUISITIONS



BetterPlace acquires OLX People, Waah Jobs

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THE ECONOMIC TIMES

BetterPlace acquires Microlearning Platform Oust Labs to digitally upskill 100 million workers

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The Post-Pandemic Future Of The Blue-Collar Workforce

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