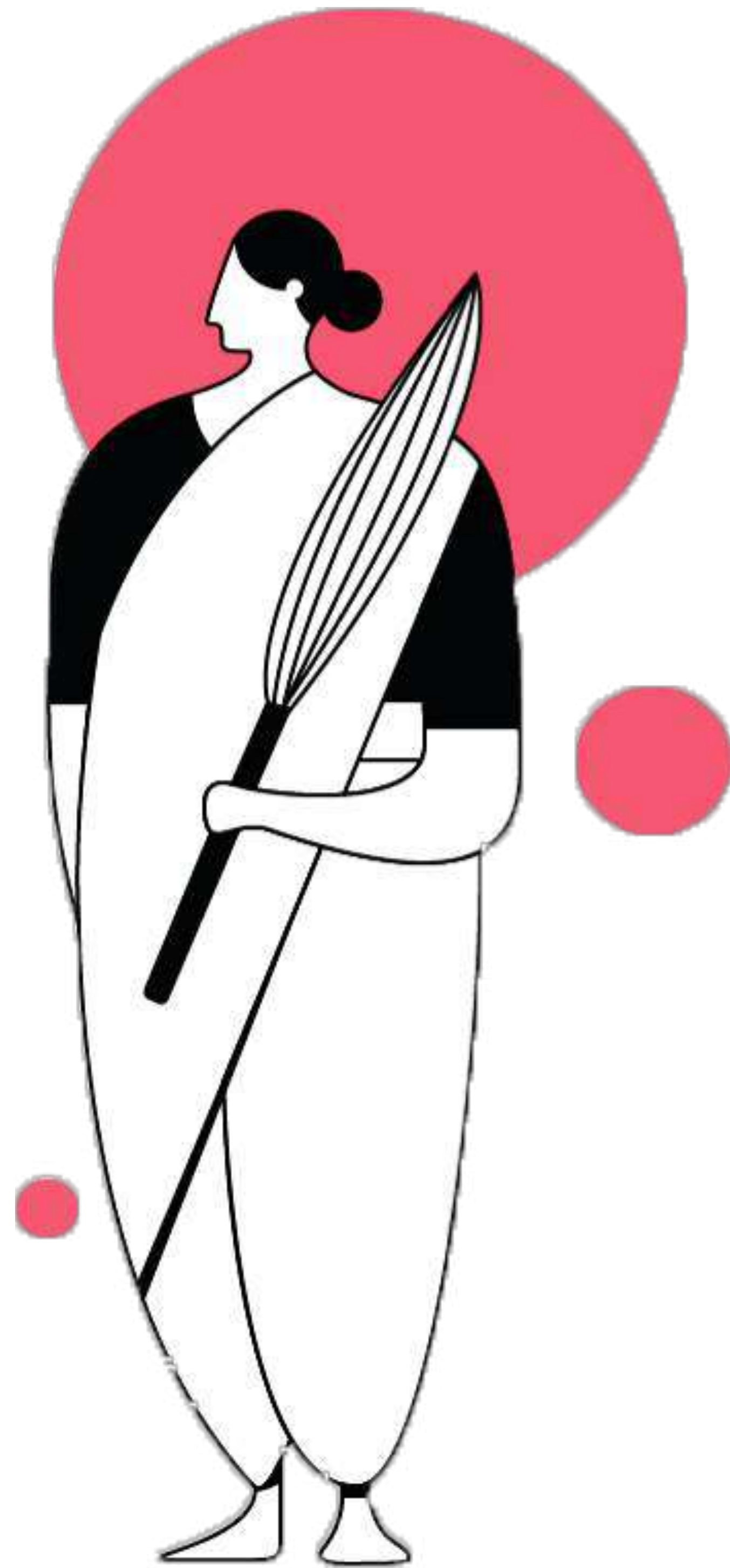


**BLUE-COLLAR JOBS**

# Report 2019



**BETTERPLACE**



# Disclaimer:

## Basis Time Period, Sample Set And Verticals

- This report is based on a sample set of around 11 Lakh profiles of individuals working with around 1000+ employers
- The data is collected over the last 12 months
- Insights are based on internal data analytics and machine learning tools
- The future jobs are based on the current hiring trends and employer projections
- The report has excluded the data from some verticals like healthcare, manufacturing, retail, and hospitality. It will be published towards the end of 2019
- While the report is based on actual meta Data, no data would be shared with anybody due to privacy policies

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Next 12 Months

**02** Supply and  
Migration

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**05** Karnataka  
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**06** Key  
Takeaways

# 01 Demand Over Next 12 Months

- 14 Lakh+ jobs are in the gig economy out of the 21+ lakh jobs in 2019-20 for the selected verticals and customer base
- 40% of the Blue-Collar jobs will be created in 5 States of South India
- Tier 1 cities create the largest job opportunities



## 14 Lakh+ Jobs are in the Gig Economy out of the 21+ Lakh Jobs in 2019-20 for the Selected Verticals and Customer Base

Delivery

802745+

Driver

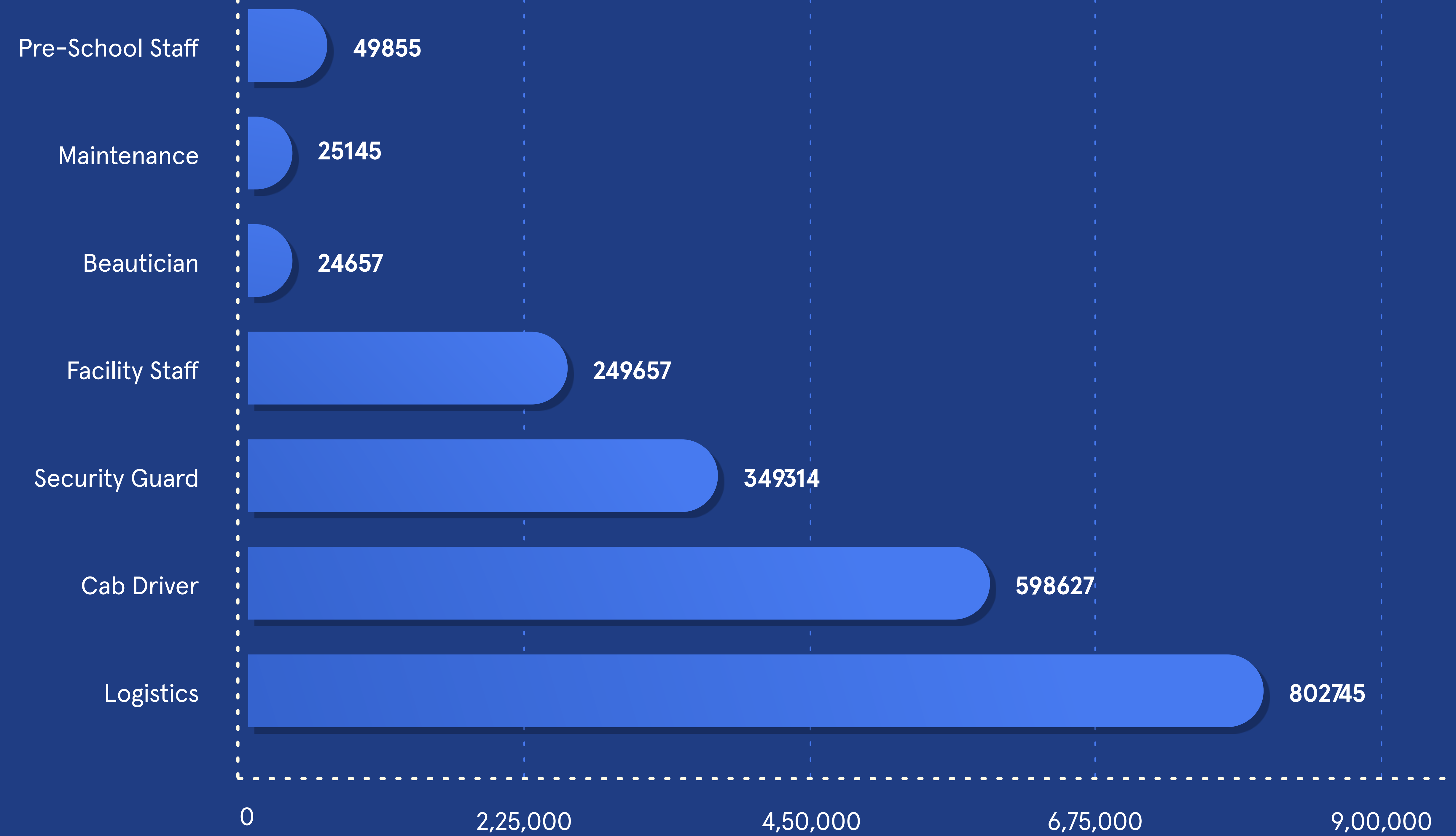
598627+

Security

349313+

## 21 Lakh+ Jobs in 2019-20

Delivery:	802745
Driver:	598627
Security:	349314
Facility:	249657
Beautician:	24657
Maintenance:	25145
Schools:	49855





## 40% of the Blue-Collar Jobs will be Created in 5 States of South India

Maharashtra

413161+

Karnataka

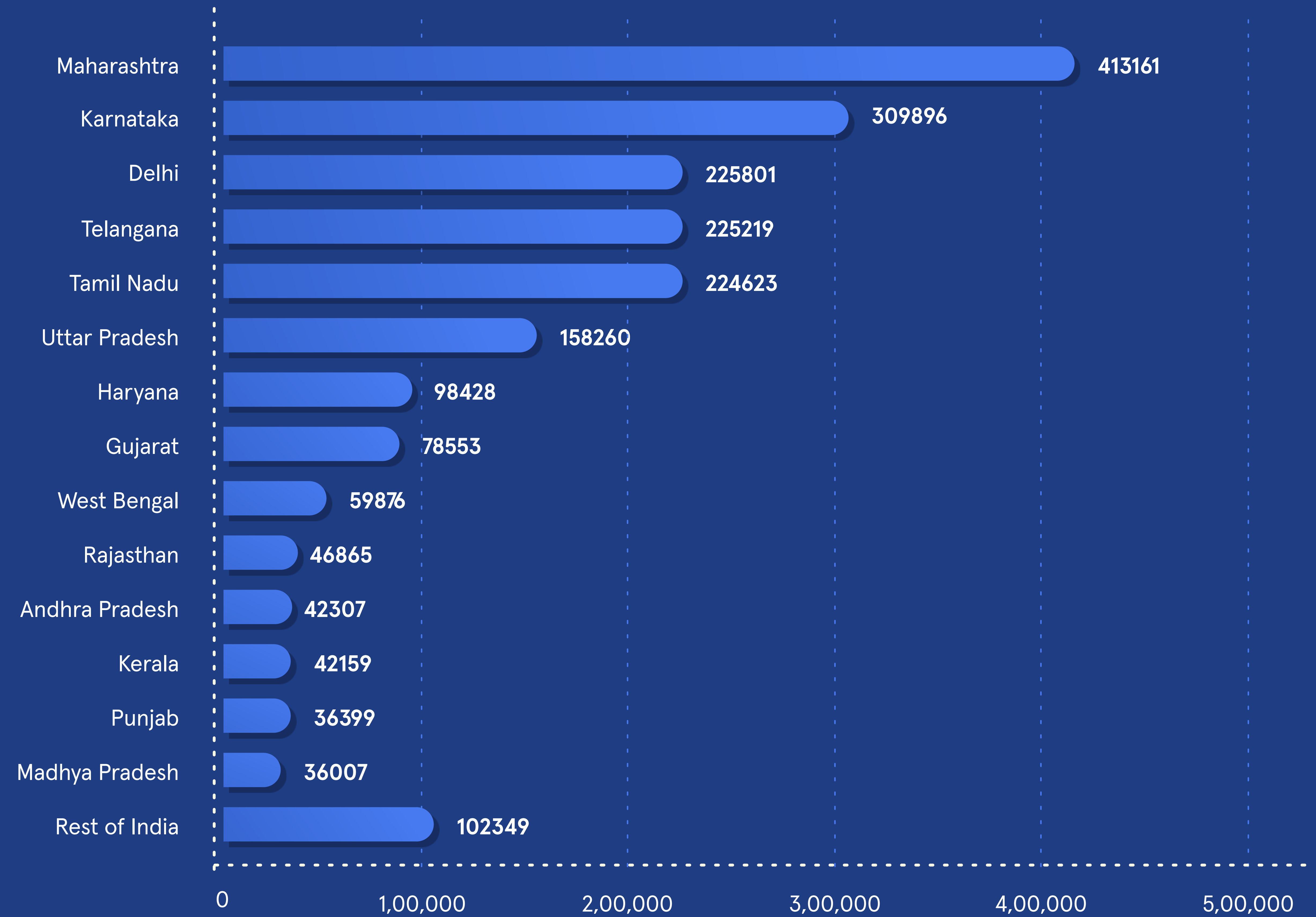
309896+

Delhi

225801+

## Blue-Collar Jobs State-wise

Karnataka:	598627
Telangana:	225219
Tamil Nadu:	224623
Andhra Pradesh:	42307
Kerala:	42159







## Tier 1 Cities Create the Largest Job Opportunities

Delhi

225801+

Mumbai

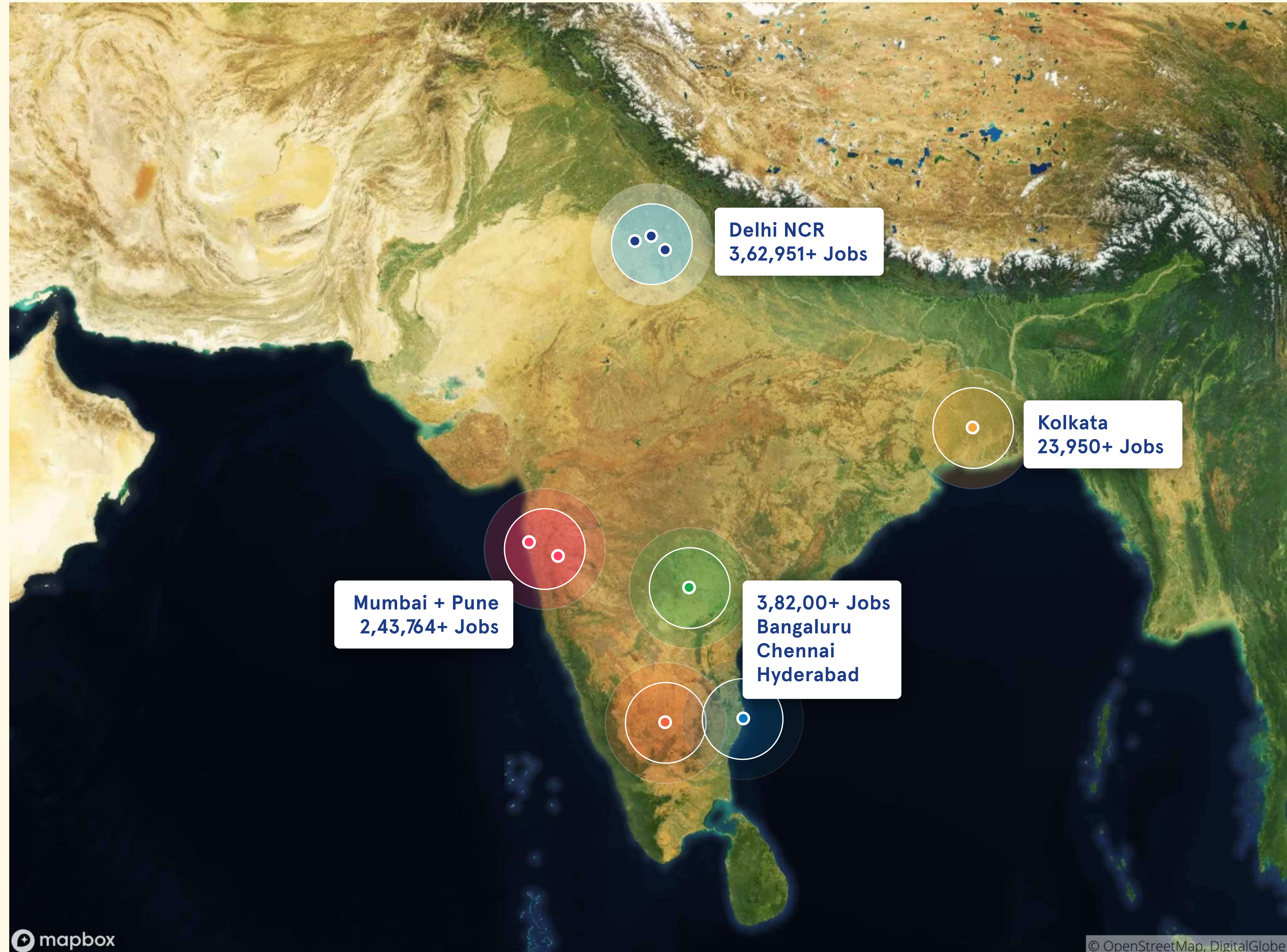
133244+

Bangaluru

234800+

## Blue-Collar Jobs City-wise

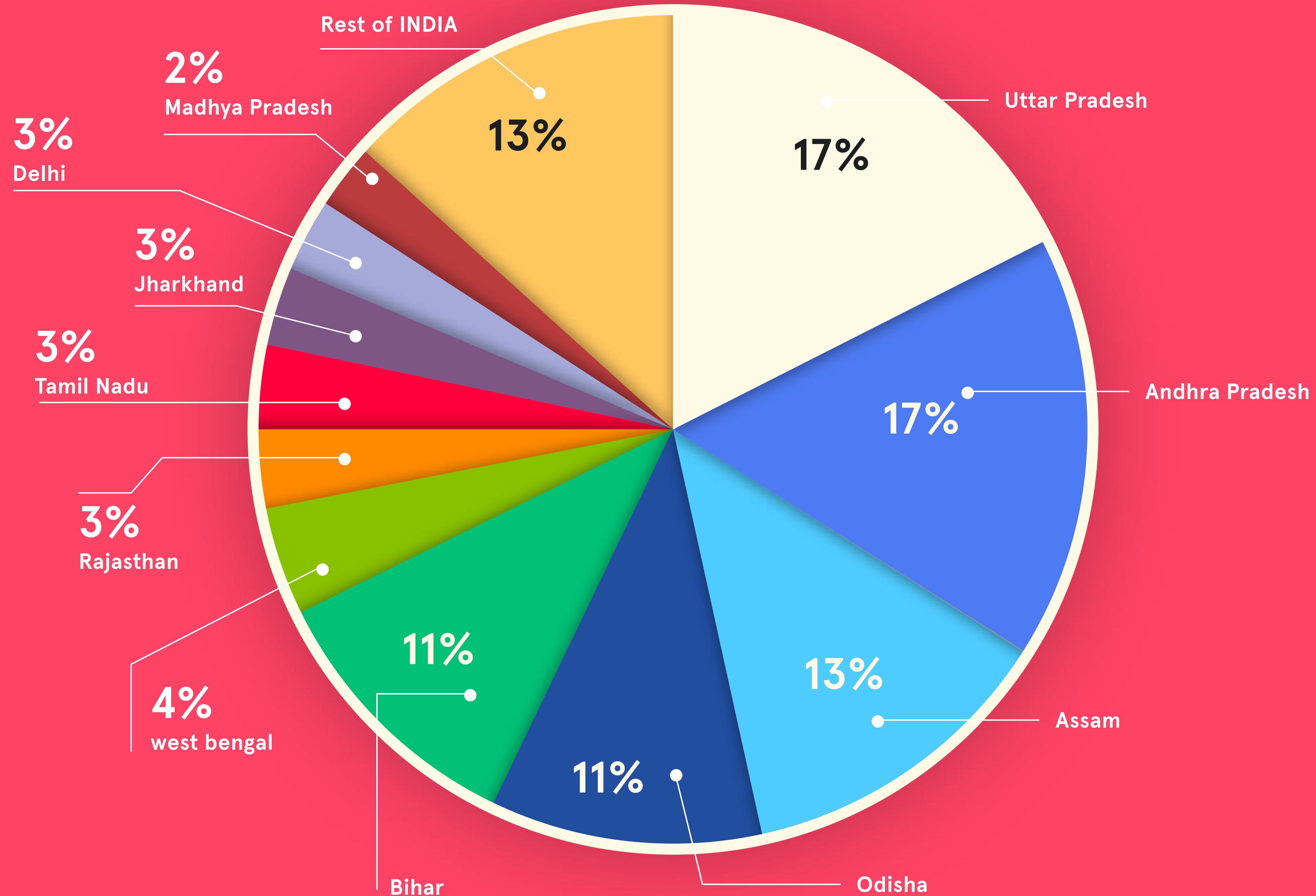
Delhi:	225801
Gurgaon:	50690
Noida:	85460
Kolkata:	23950
Mumbai:	133244
Pune:	110520
Hyderabad:	54052
Bangalore:	234800
Chennai:	93,222



# 02 Supply and Migration

5 states contribute to around 60% of the Migratory Population

# 5 states contribute to around 60% of the Migratory Population



## Top destination for Job Seekers

### CITIES:

Bengaluru

Delhi

Mumbai

Pune

Chennai

### STATES:

Maharashtra

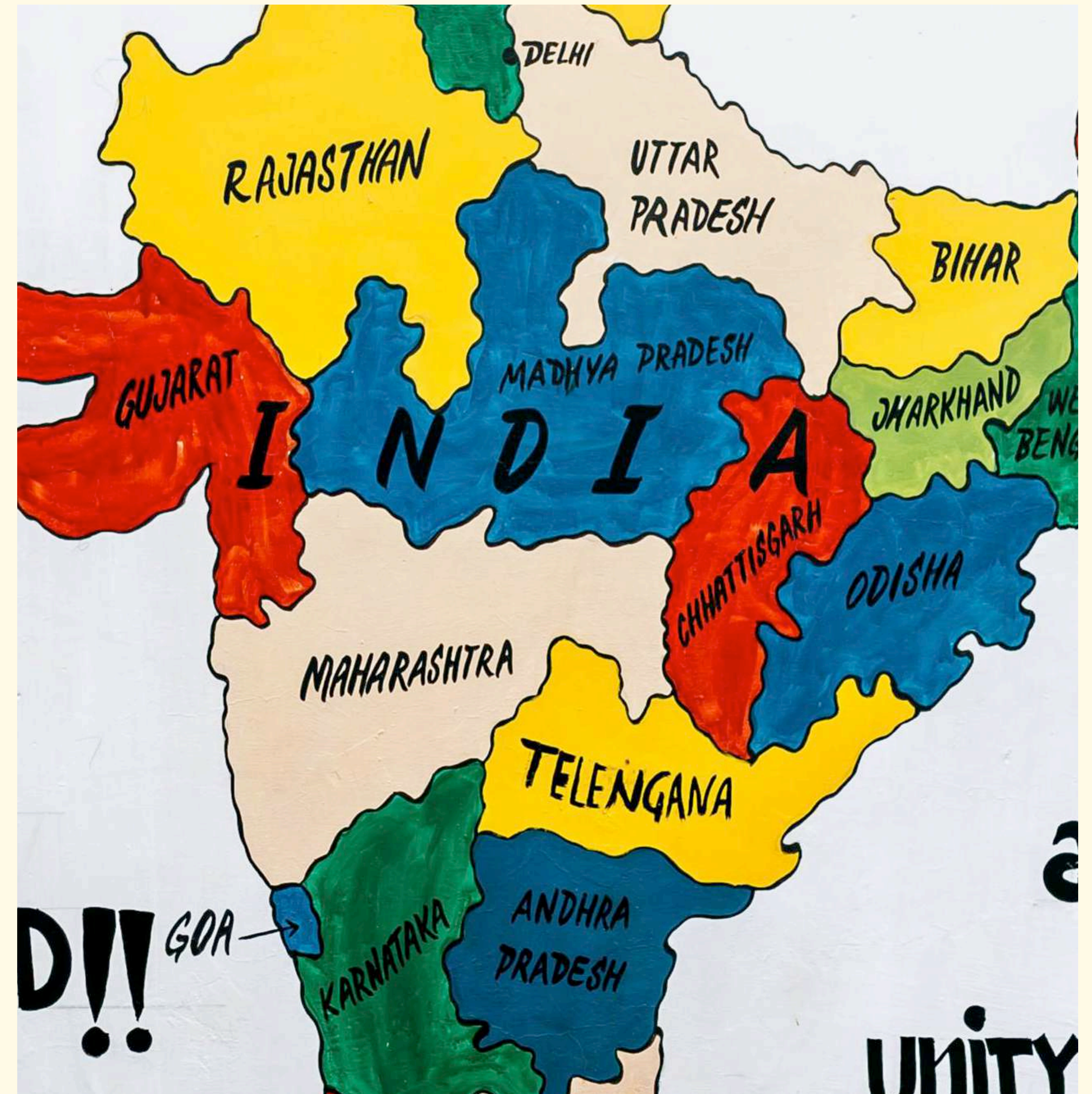
Karnataka

Telangana

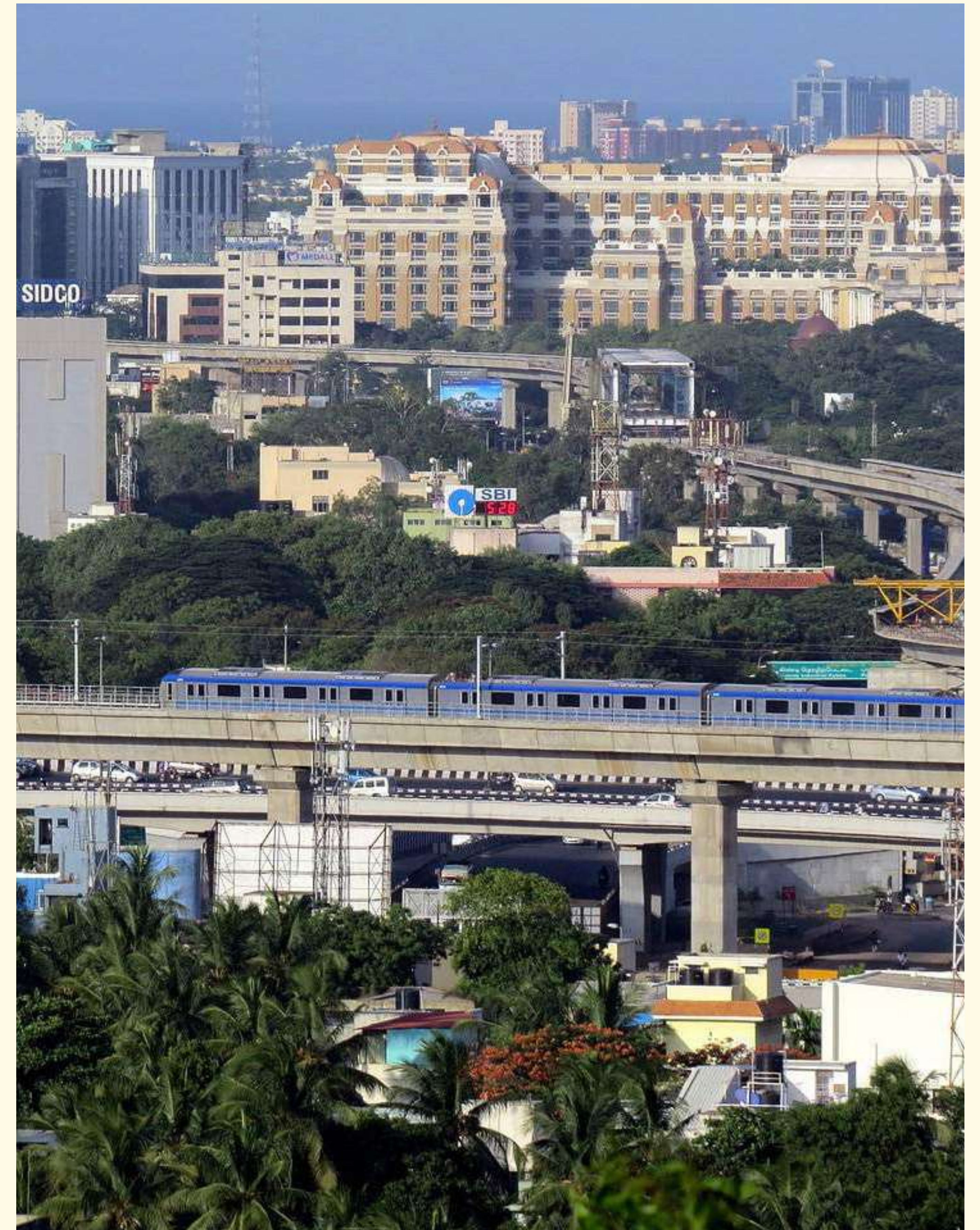
Delhi

Tamil Nadu

Job seekers from neighboring villages & states migrate to the nearest metro city (eg. to Bengaluru from AP/Telangana) especially for gig jobs like delivery & driving



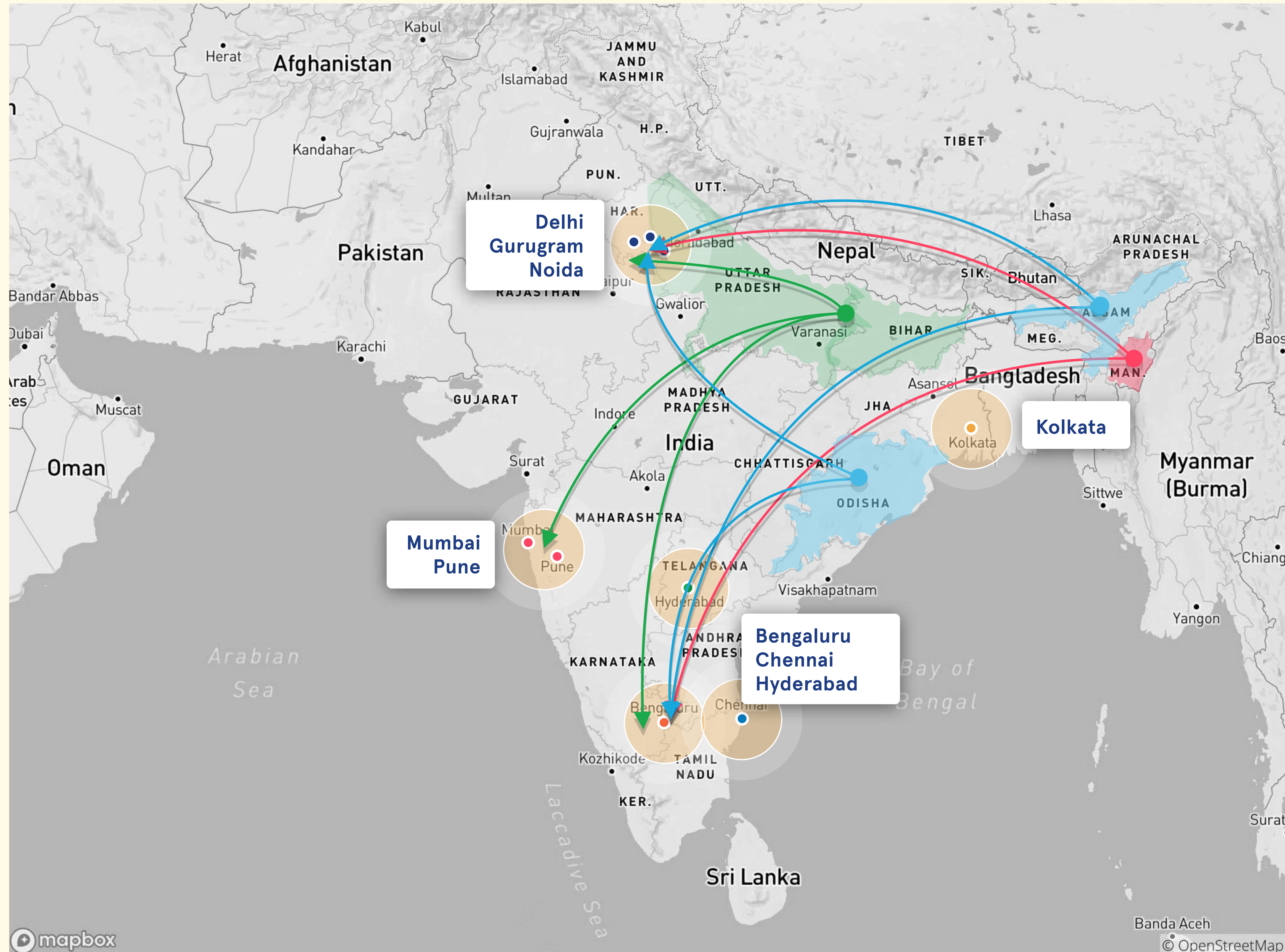
**There is a clear migration pattern based on Skill Hubs, Location, Social Network and Salary**



\*Based on last 12 months Recruitment Trends

# Supply

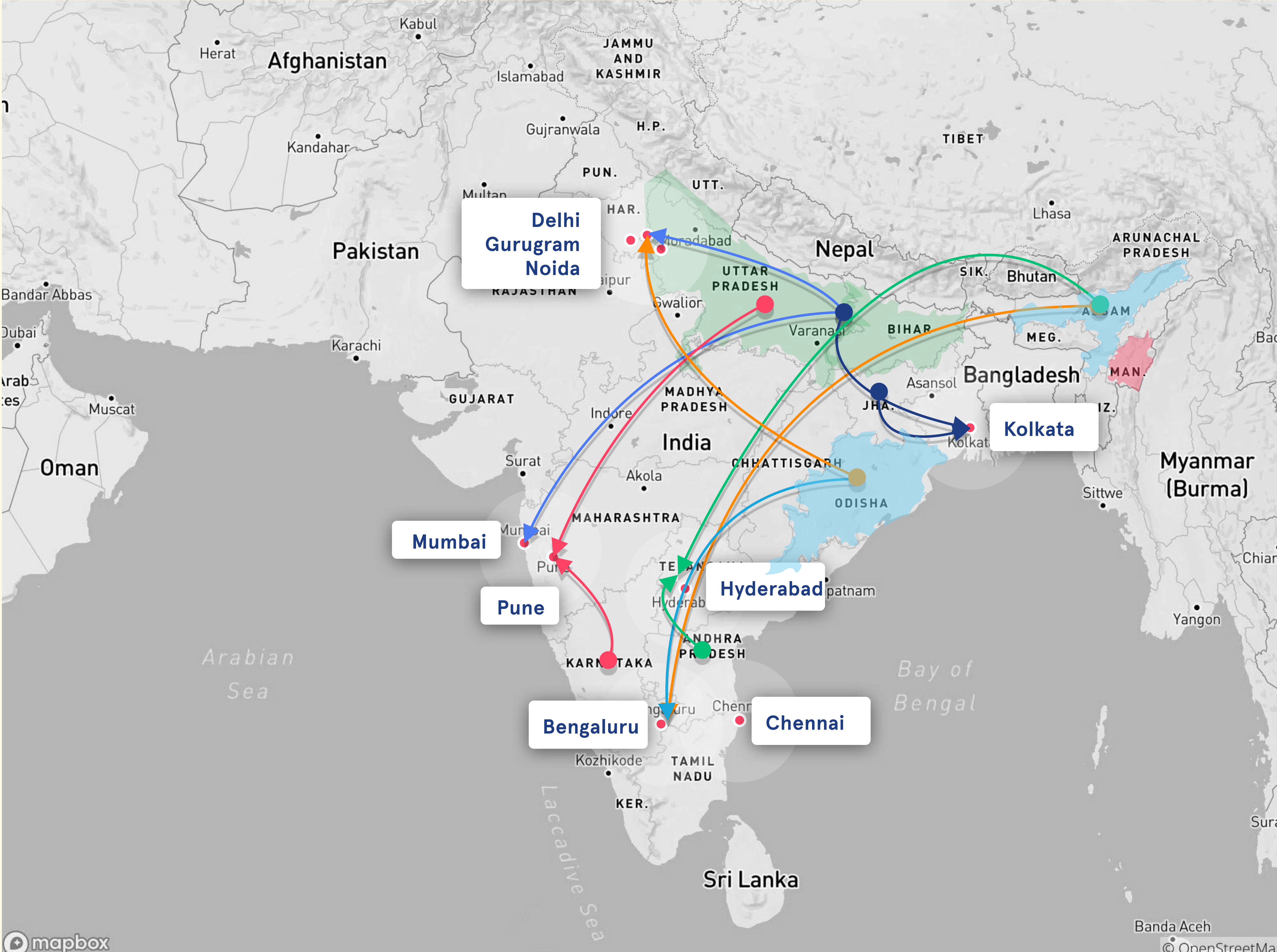
- Security Guard  
Assam & Odisha
- Beautician - Manipur
- Maintenance (Plumber & Electrician)  
UP & Bihar
- Driver -  
Migration within 200 KM to Bigger Cities
- Delivery -  
Migration within 200 KM to Bigger Cities
- Pre-School -  
Migration within 200 KM to Bigger Cities
- Facility -  
Migration within 200 KM to Bigger Cities



\*Based on last 12 months Recruitment Trends

# Migration

- Uttar Pradesh & Bihar to - Mumbai
- Karnataka & Uttar Pradesh to - Pune
- Andhra Pradesh & Assam to - Hyderabad
- Assam & Odisha to - Bengaluru
- Bihar & Jharkhand to - Kolkata
- Uttar Pradesh & Bihar to - Delhi



mapbox

OpenStreetMap



# 03 Demographical Details

- **There is a shift towards higher salary in Gig economy, Nevertheless Higher Minimum Wages Is A Must to Meet The Growing Jobs Demand**
- **64% of the Workforce Comes from Age Group of 24-38 Years**
- **96% of the Workforce is Male in Blue-Collar Job Roles**
- **Most verticals See High Attrition Ranging Anywhere From 40% to 300%.**

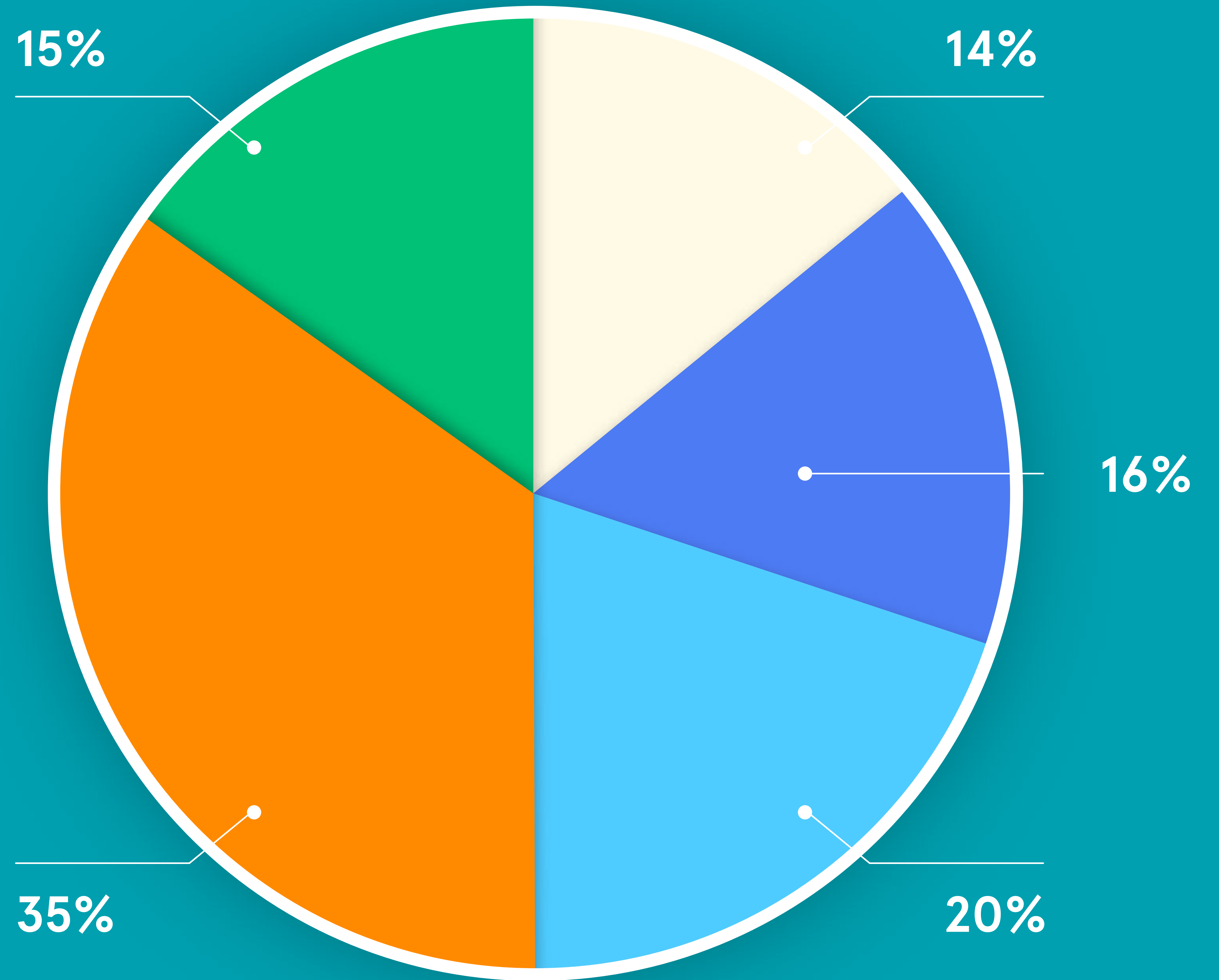


## There is a shift towards higher salary in Gig economy, Nevertheless Higher Minimum Wages Is A Must to Meet The Growing Jobs Demand

1. Due to increase in gig job opportunities, average salary is increasing
2. People are doing more than one job to increase their monthly income
3. Due to the increase in minimum wages by the government, the blue-collar staff is able to earn more

## SALARY

□ 30K:	14%
■ 25-30K:	16%
■ 20-25K:	20%
■ 15-25K:	35%
■ 10-15K:	15%





## 64% of the Workforce Comes from Age Group of 24-38 Years

24-38 Years

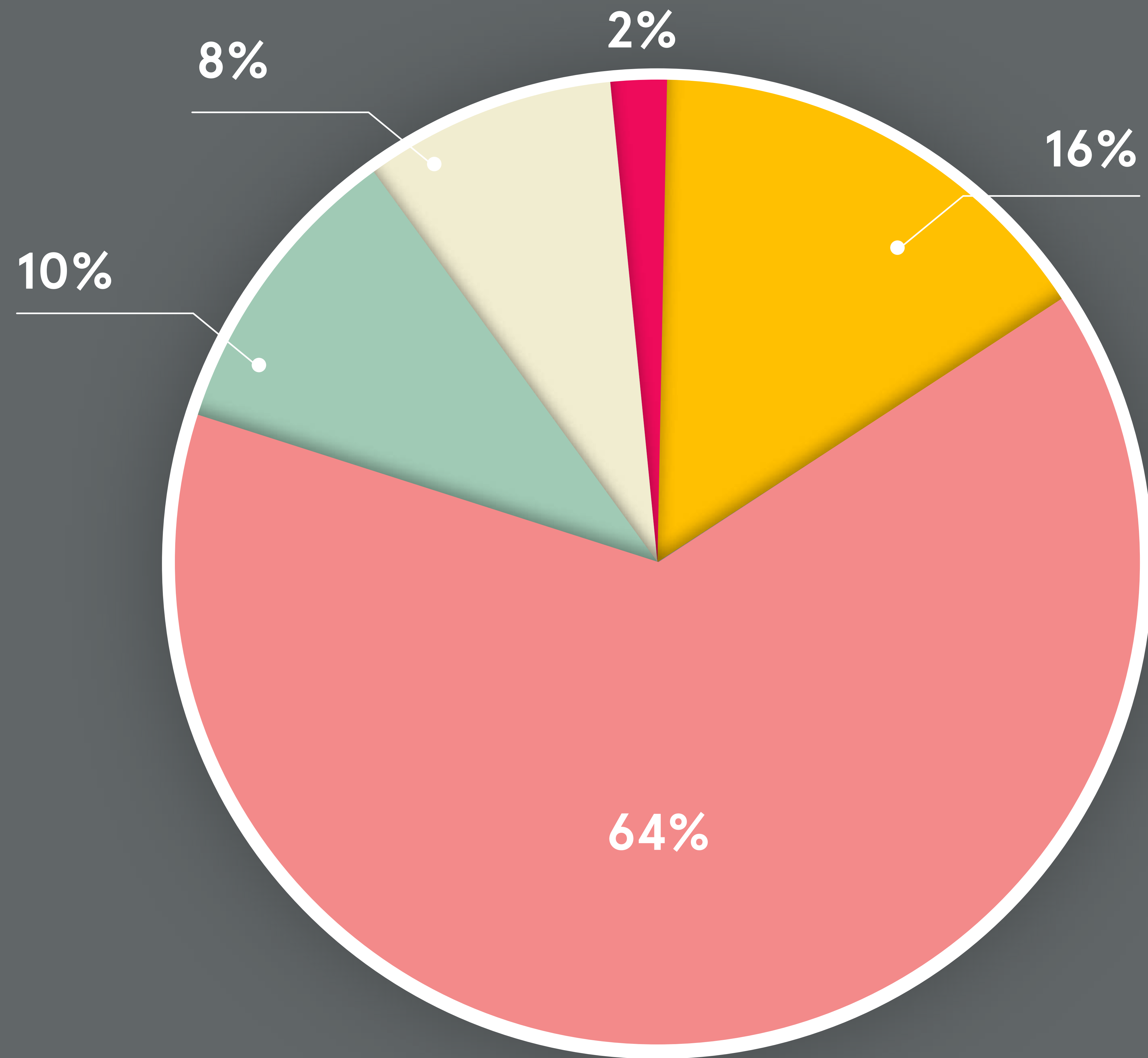
**64%**

Below 23 years

**16%**

## AGE

- Below 23 years
- 24-38 yers
- 39-43 Years
- 44-54 Years
- Above 54 years



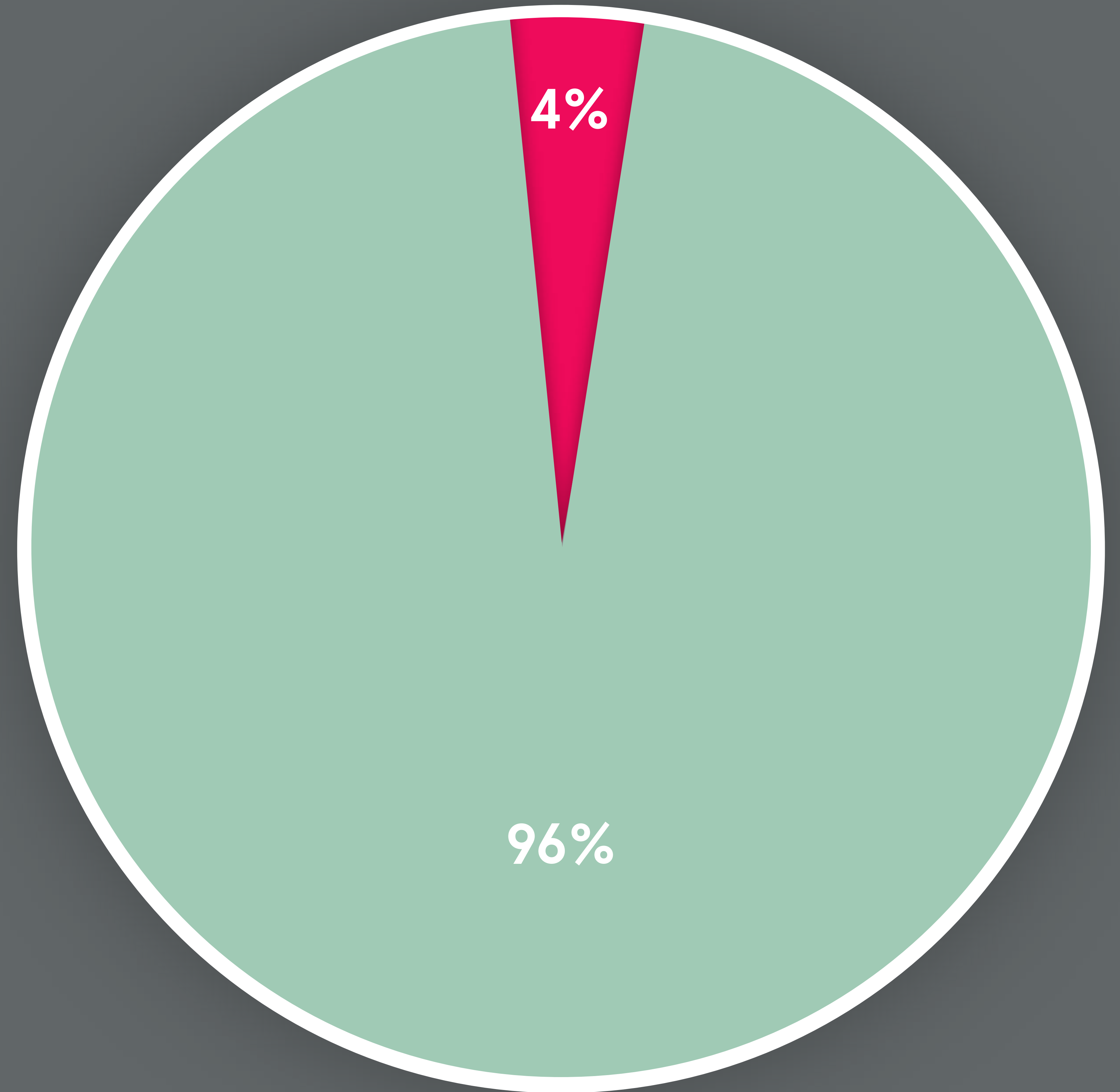
# 96% of the Workforce is Male in Blue-Collar Job Roles

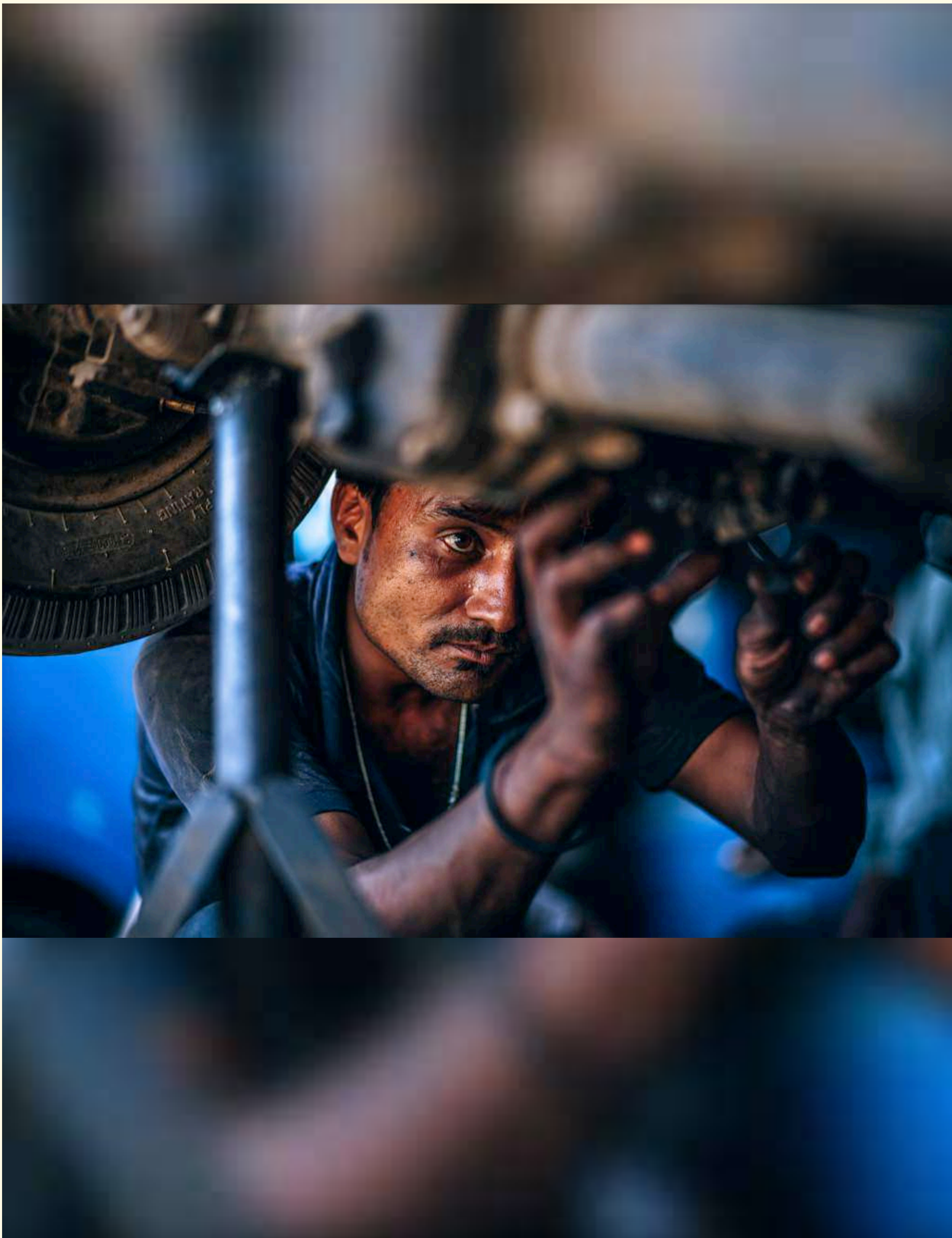
Preferred Jobs by Females:

- Security Guard
- Facility Staff
- School Non-Teaching Staff

## RATIO

- Male 96%
- Female 4%



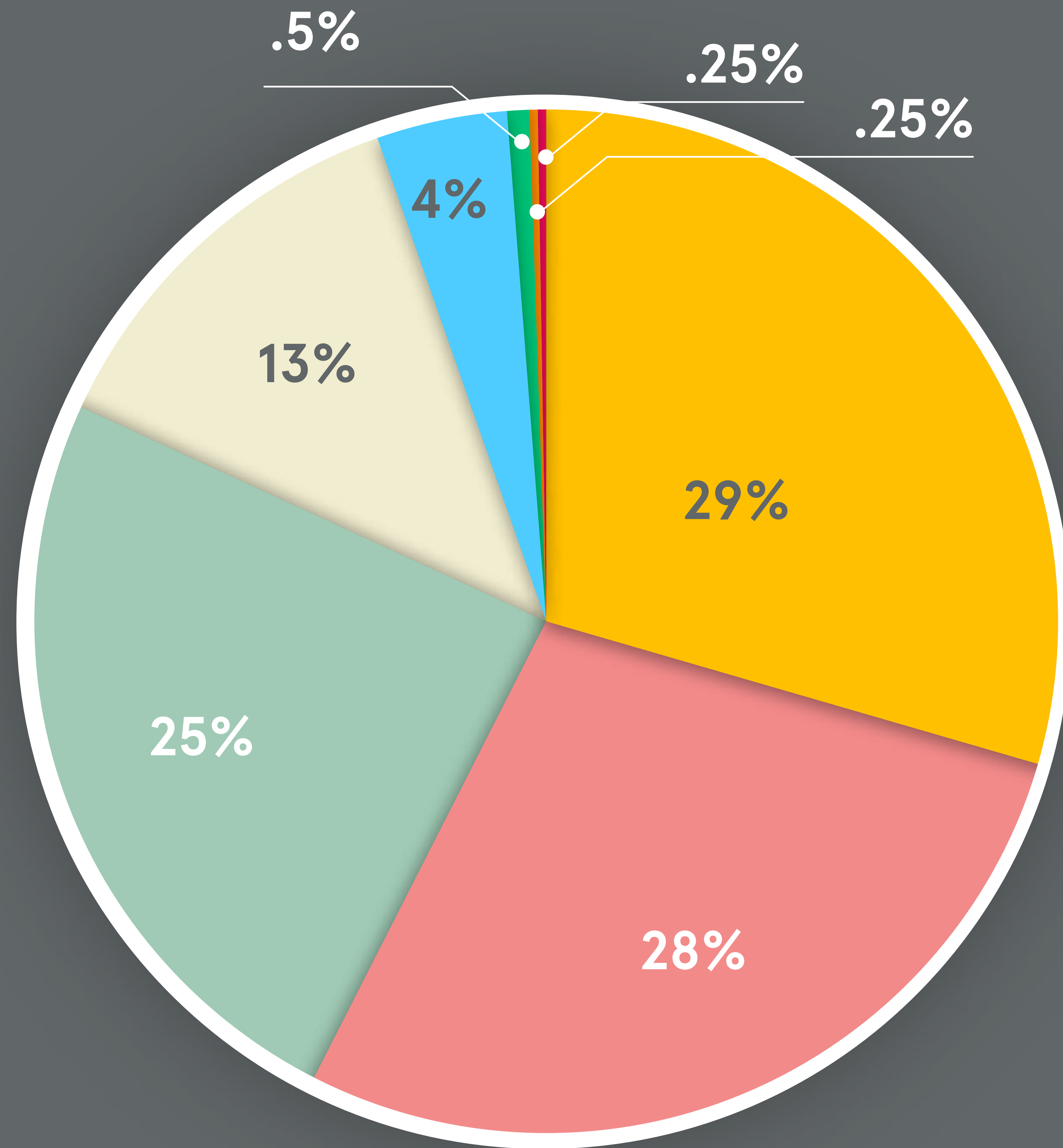


## Most verticals See High Attrition Ranging Anywhere From 40% to 300%

1. More than half of Workforce of 23 years of age and below changes job within 90 days
2. People change jobs or go back to home town

## DURATION

- Below 30 Days
- 31-90 Days
- 90-180 Days
- 180-365 Days
- 1-2 Years
- 2-3 Years
- 3-4 Years
- >4 Years

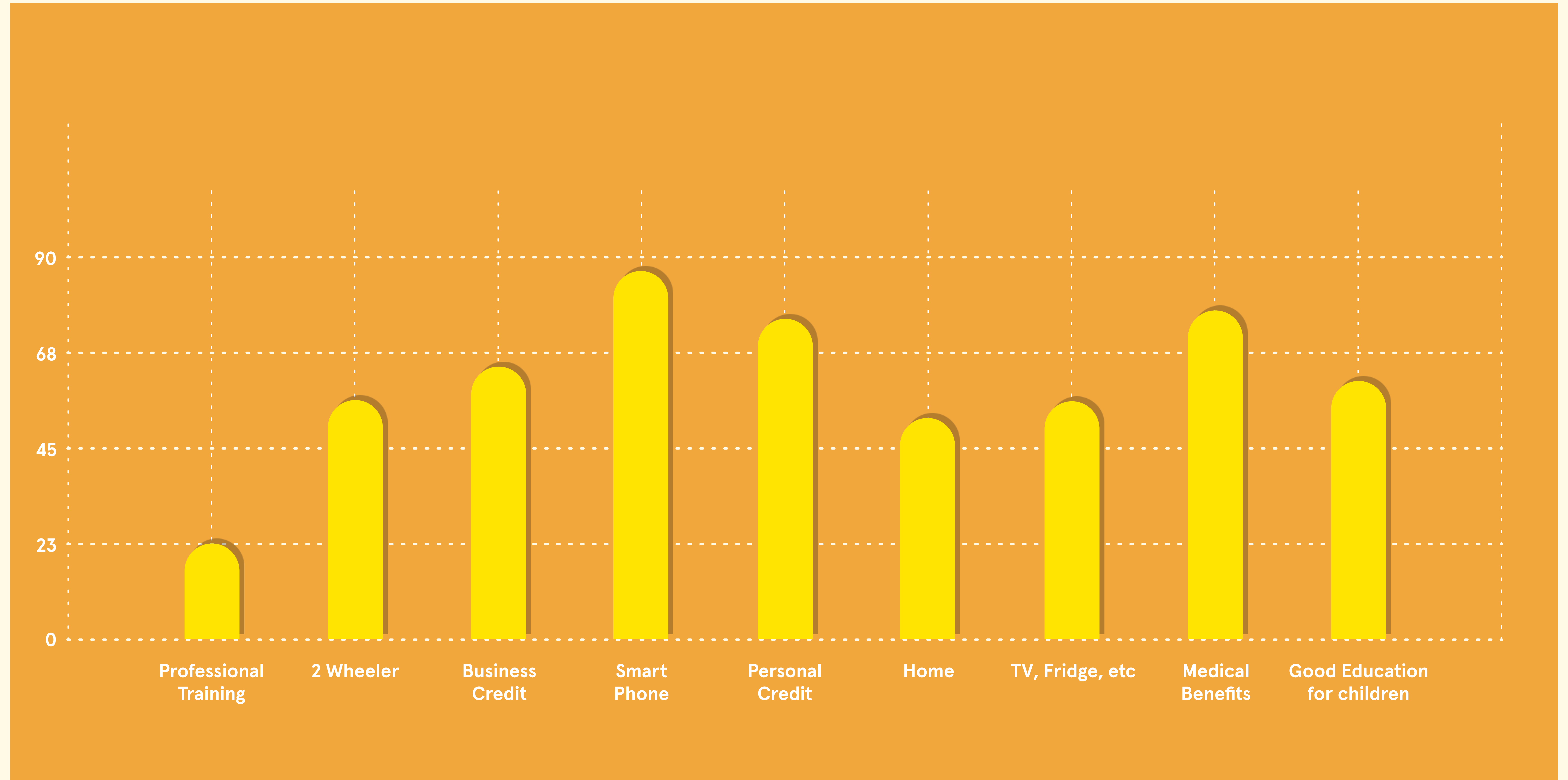




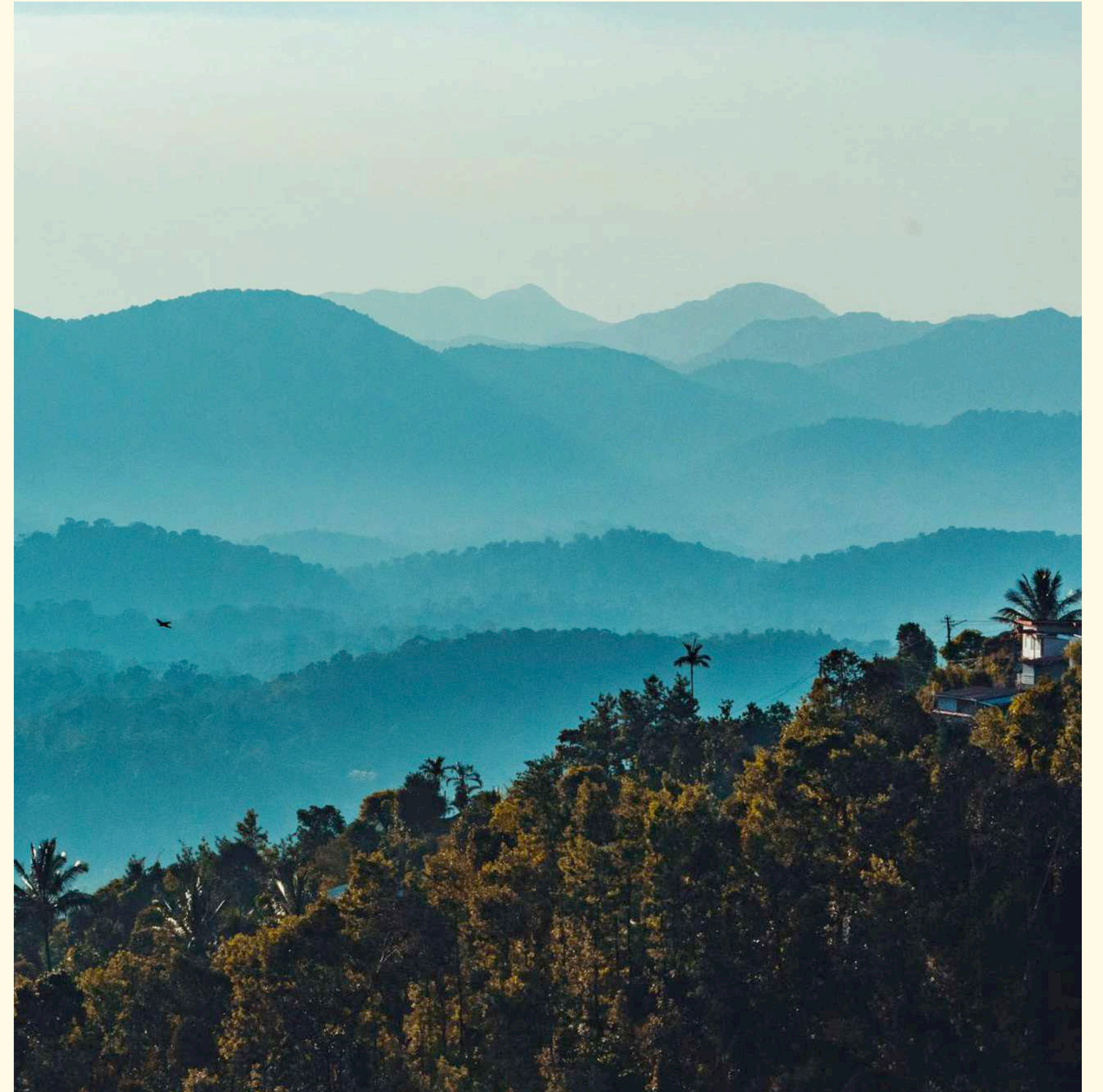
# 04 People's Needs

- Growing Aspirations are clearly visible for Potential Needs and desire for higher income

## Growing Aspirations are clearly visible for Potential Needs and desire for higher income

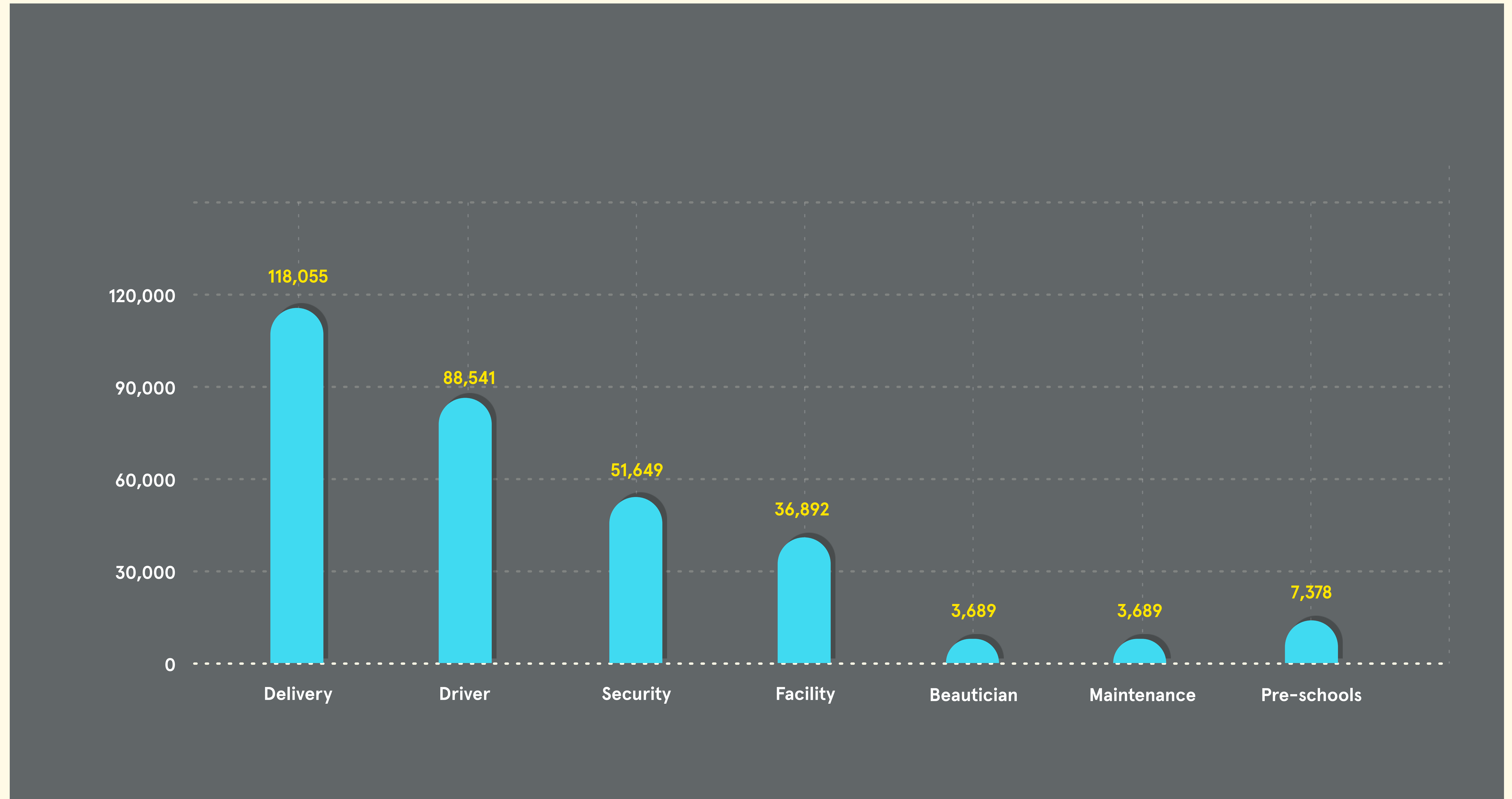


# 05 Karnataka Report



# High Demand in Delivery Jobs

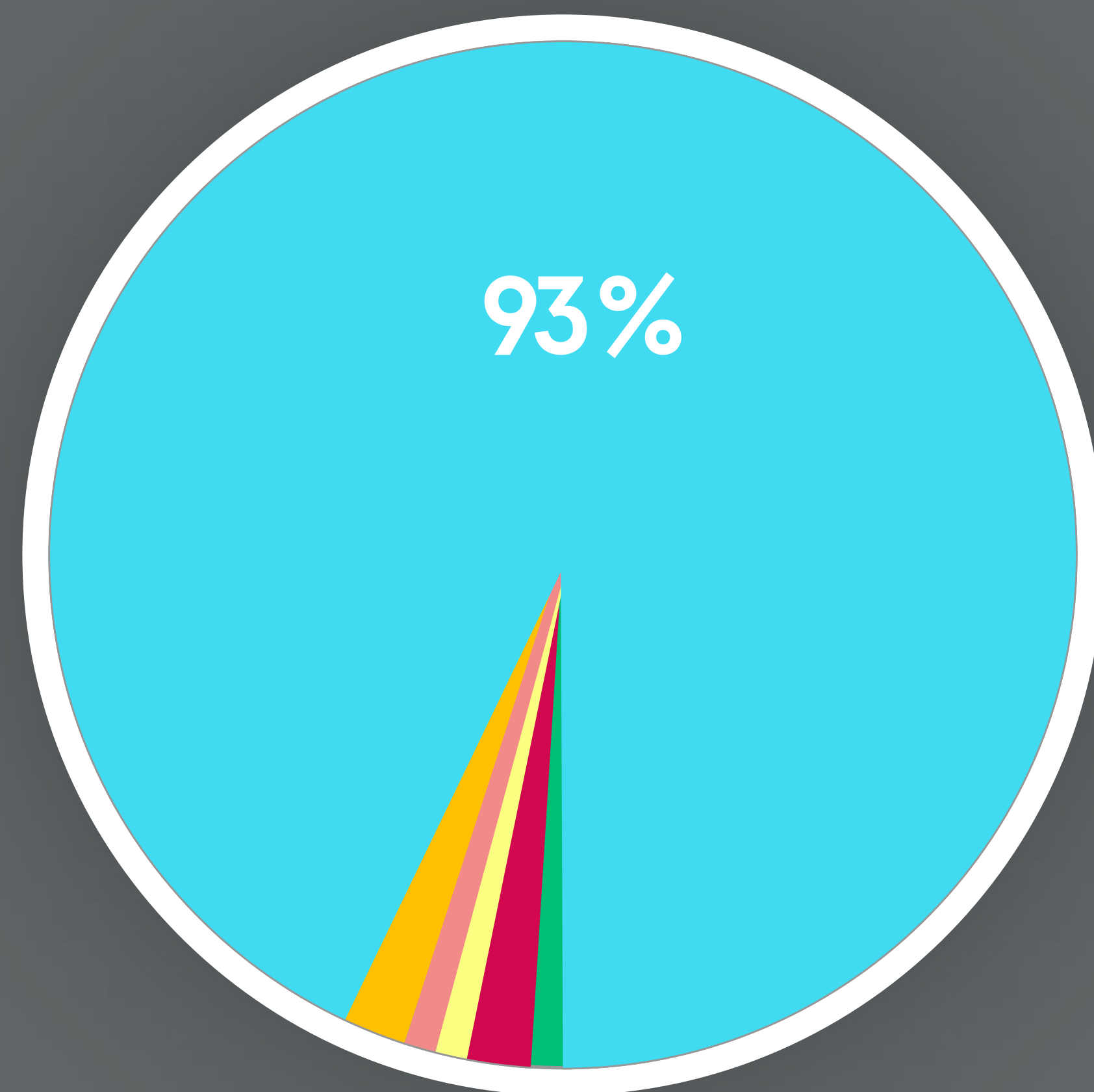
\*Based on last 12 months Recruitment Trends



# Where Are the Future Jobs

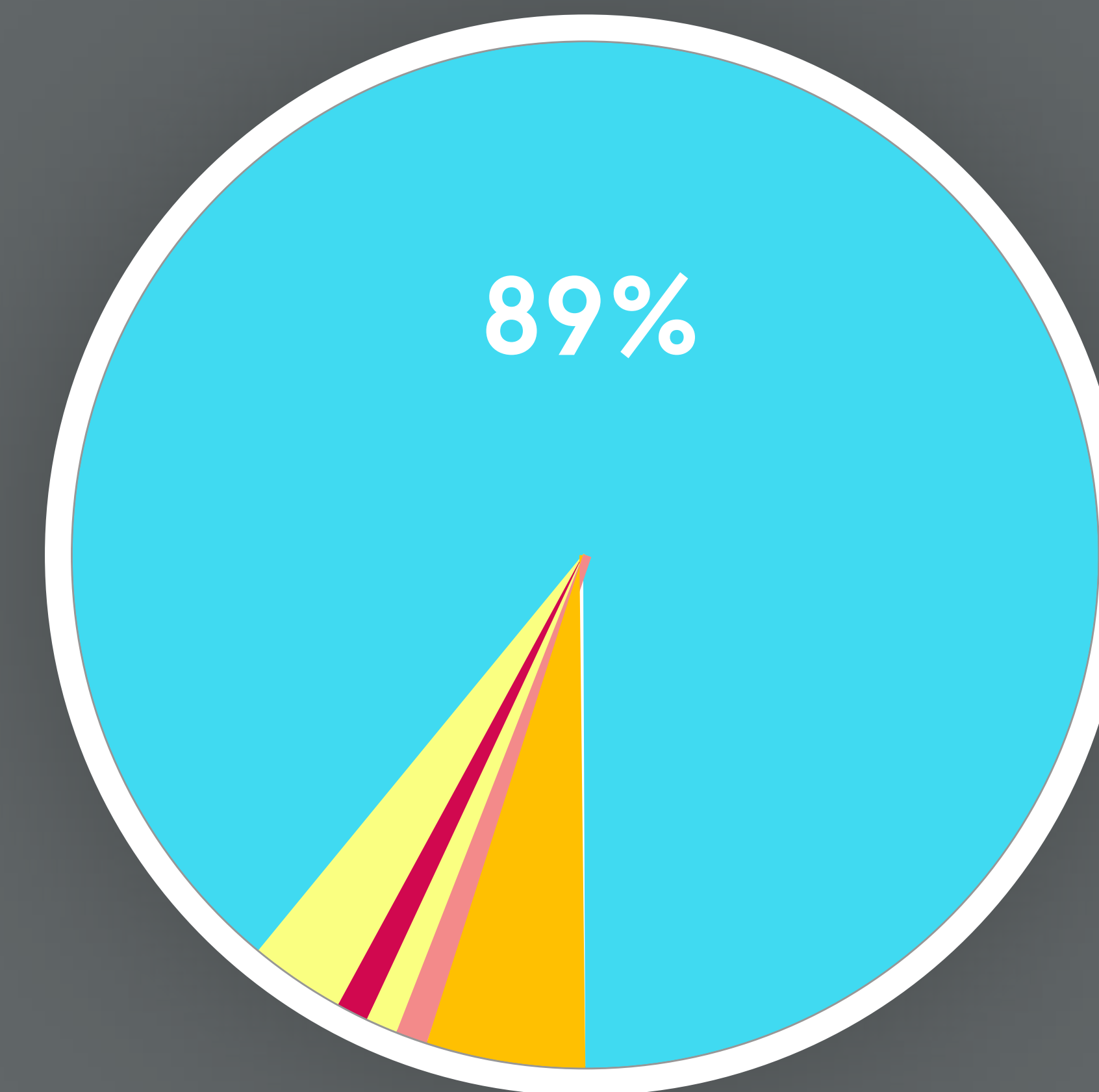
\*Based on last 12 months Recruitment Trends

## 1.18 Lakh Jobs for Delivery Executives



- Bengaluru 93%
- Mysore 2%
- Mangalore 1%
- Nelamangala 1%
- Udupi 1%
- Rest of Karnataka 2%

## 88,541 Jobs for Cab Drivers

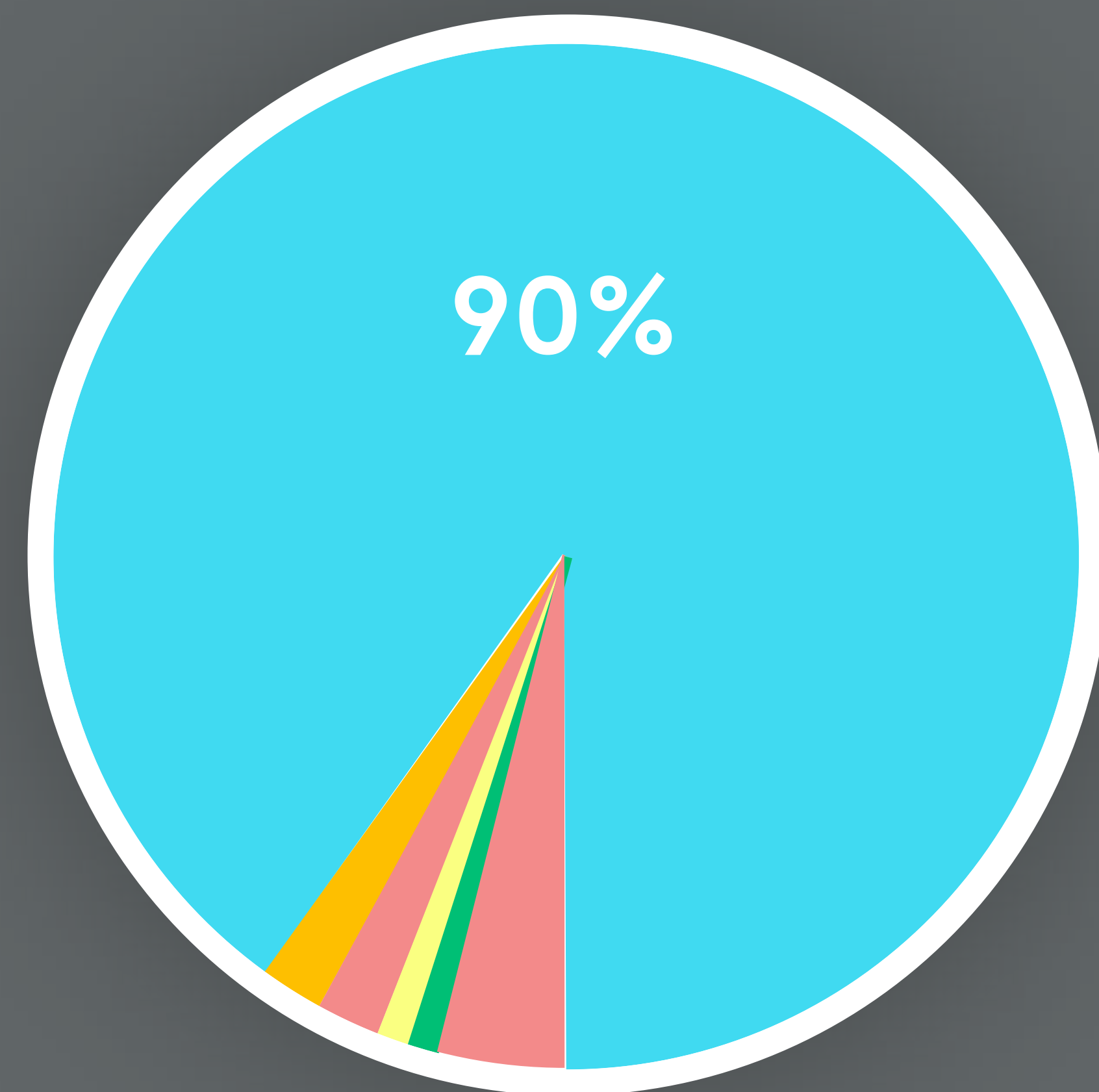


- Bengaluru 89%
- Mysore 3%
- Channarayapatna 1%
- Mandya 1%
- K R Pete 1%
- Rest of Karnataka 5%

# Where Are the Future Jobs

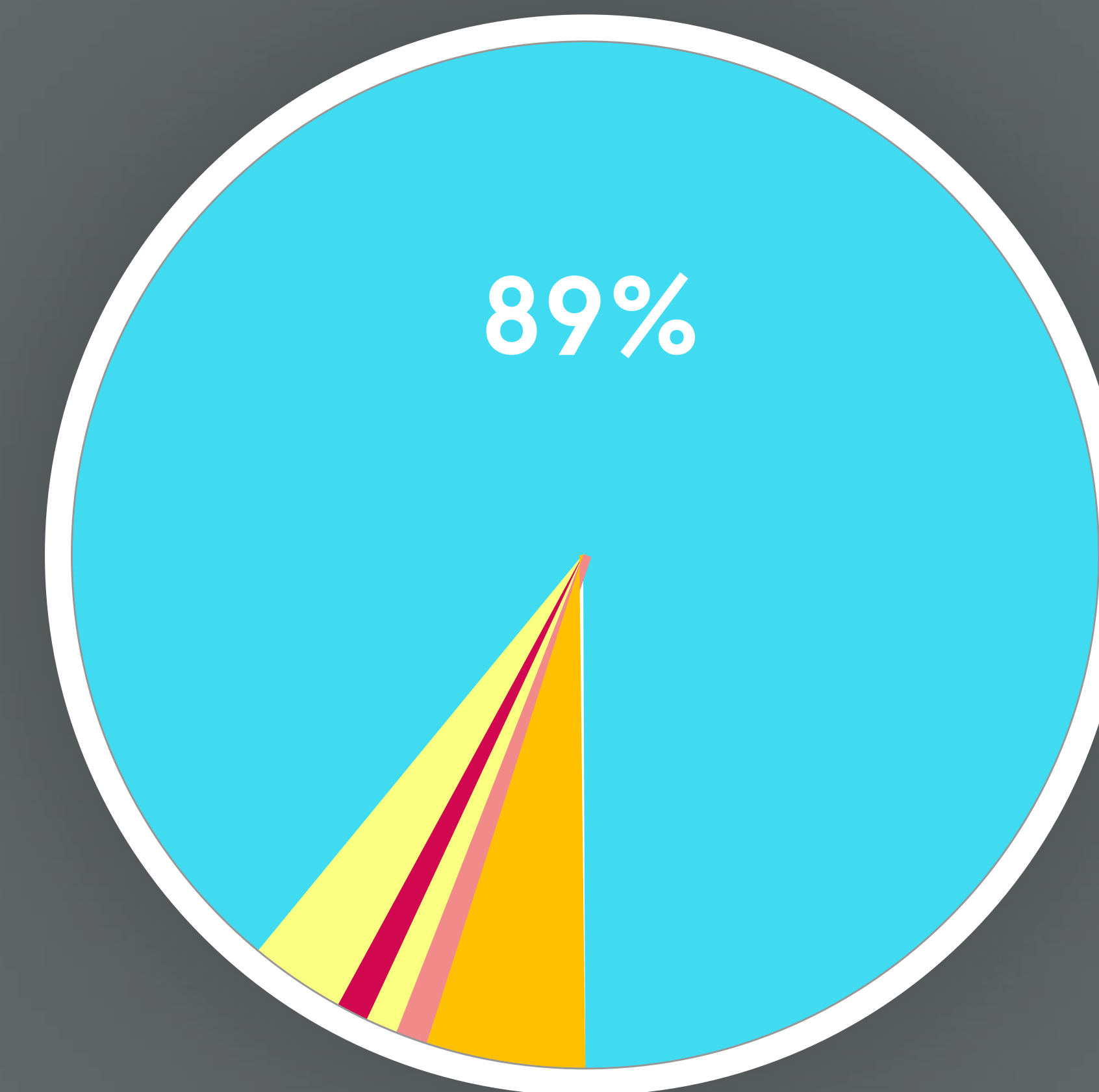
\*Based on last 12 months Recruitment Trends

## 51,649 Jobs for Security Guards



- Bengaluru 90%
- Anekal 2%
- Nelamangala 2%
- Ramanagara 1%
- Mangalore 1%
- Rest of Karnataka 4%

## 36,892 Jobs for Facility Staff

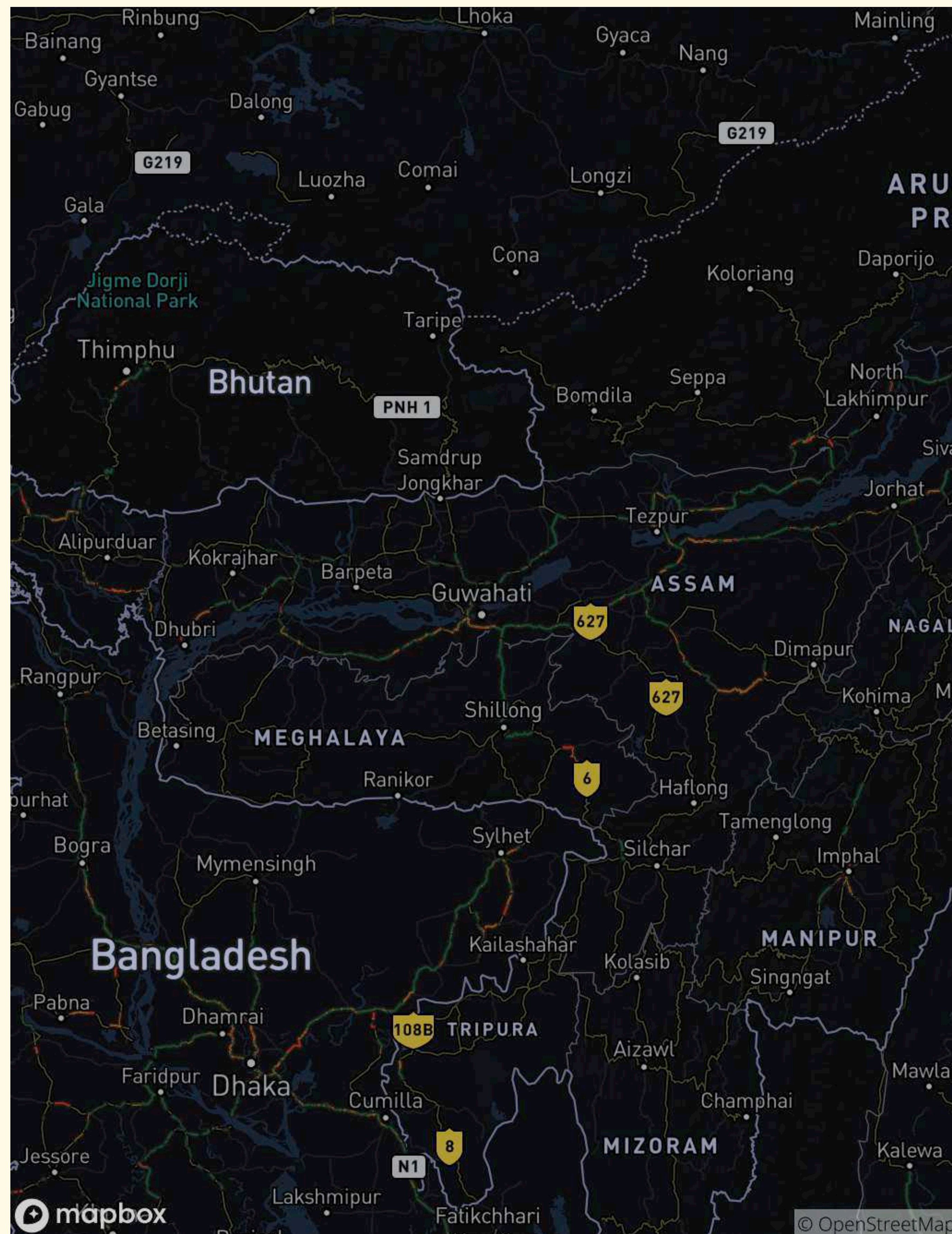


- Bengaluru 89%
- Anekal 3%
- Bangarapet 1%
- Udupi 1%
- Ramanagara 1%
- Rest of Karnataka 5%

# Assam And Odisha Offer Maximum Migratory Workforce to Bengaluru

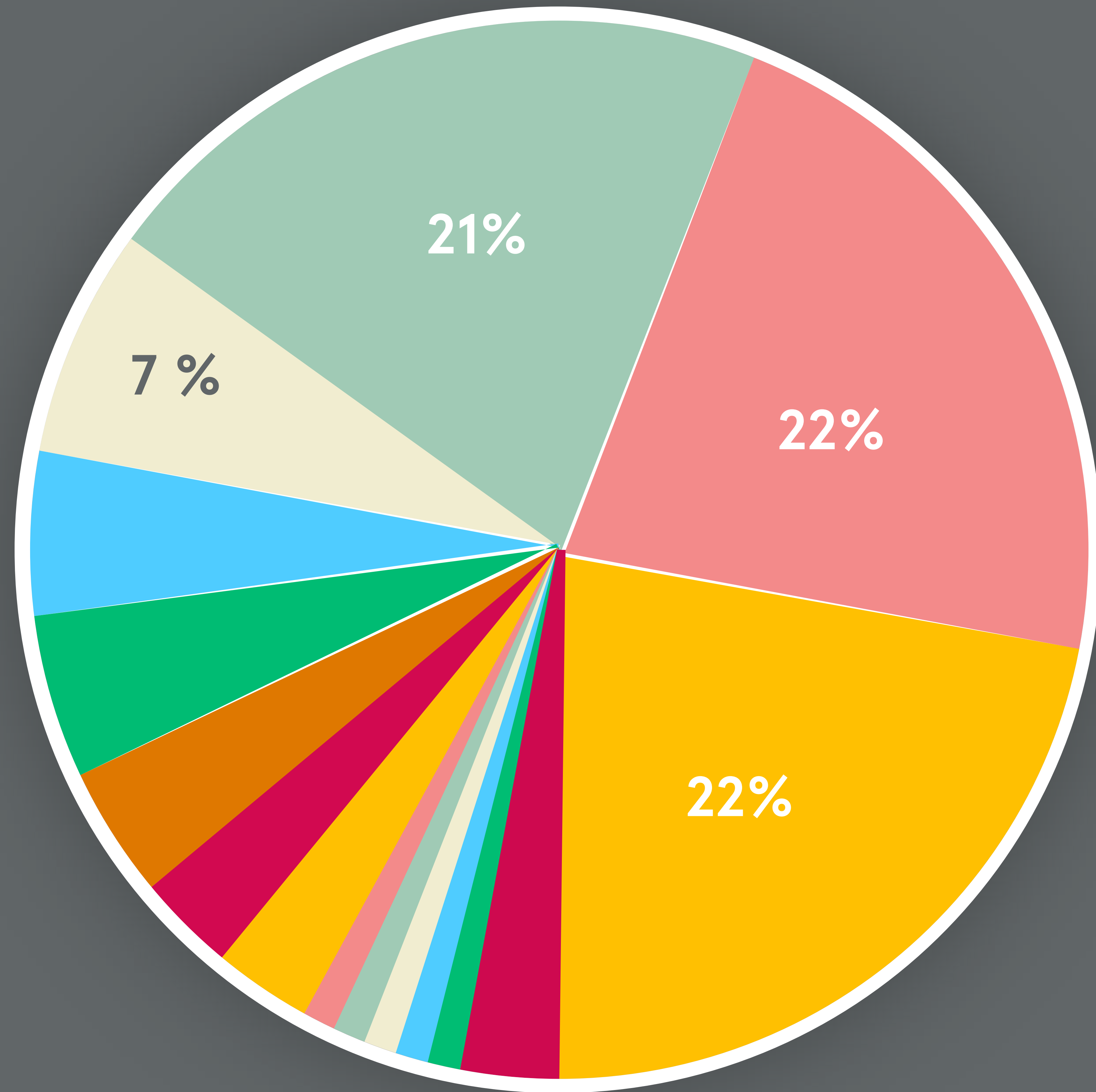
After which, these are the states offering highest number of workforce:

- Andhra Pradesh
- Tamil Nadu
- West Bengal



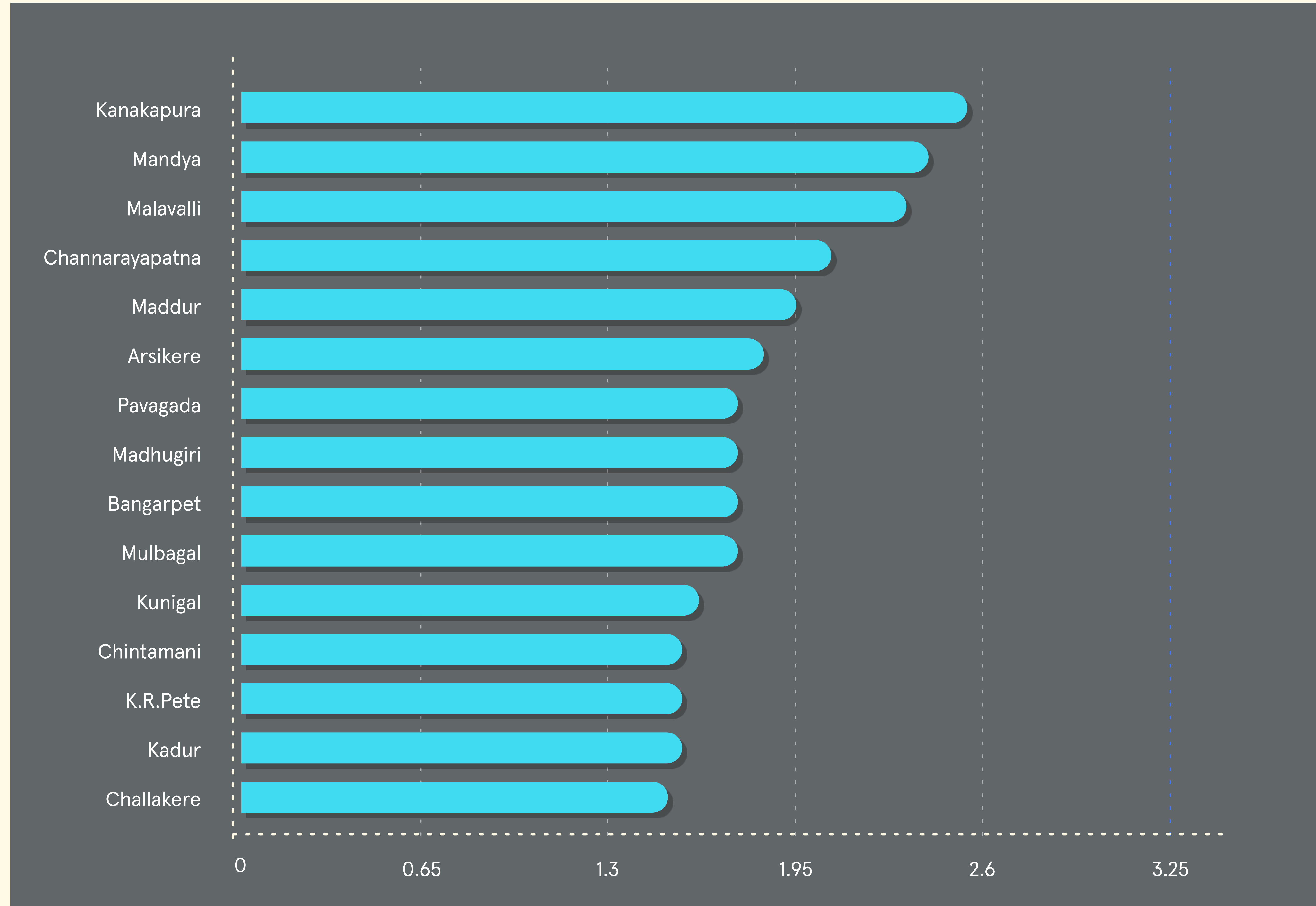
# WORKFORCE

- Assam 22%
- Odisha 22%
- Andhra Pradesh 21%
- Tamil Nadu 7%
- West Bengal 5%
- Bihar 5%
- Jharkhand 4%
- Tripura 3%
- Kerala 3%
- Uttar Pradesh 1%
- Maharashtra 1%
- Telangana 1%
- Arunachal Pradesh 1%
- Madhya Pradesh 1%
- Rest of India 3%





# Kanakapura Offers Maximum Workforce to Bengaluru within Karnataka



# 06 Key Takeaways

# BetterPlace's Take on the Future of Jobs

- The data indicates a clear growth in demand of jobs. The supply needs to be aligned with that
- A constant pool of skilled resources driven by employers' needs is a must
- Lack of awareness amongst job seekers needs to be resolved with frictionless ecosystem
- There should be an integrated digital and physical system in place to address the needs of the job seeker and match those with the employer
- Initial support beyond skilling, like credit and assets, should be made available to take up new jobs

## BetterPlace's Take on the Future of Jobs

- Savings, location, living conditions, social network are some of the key factors in determining the willingness of a person to take up a job
- A local ecosystem should also be developed to create local livelihood opportunities
- Employee benefits like health, insurance, etc should be the key focus areas for higher retention
- Aspirations of people are growing. This is visible in people doing extra job hours. There's also a need for better credit system
- Circular migration seems to stay due to personal and family needs
- There are skill hubs, We need to build ecosystem around that



**Thank**



**You**

**BETTERPLACE**