



Randstad talent trends

report 2022

second edition

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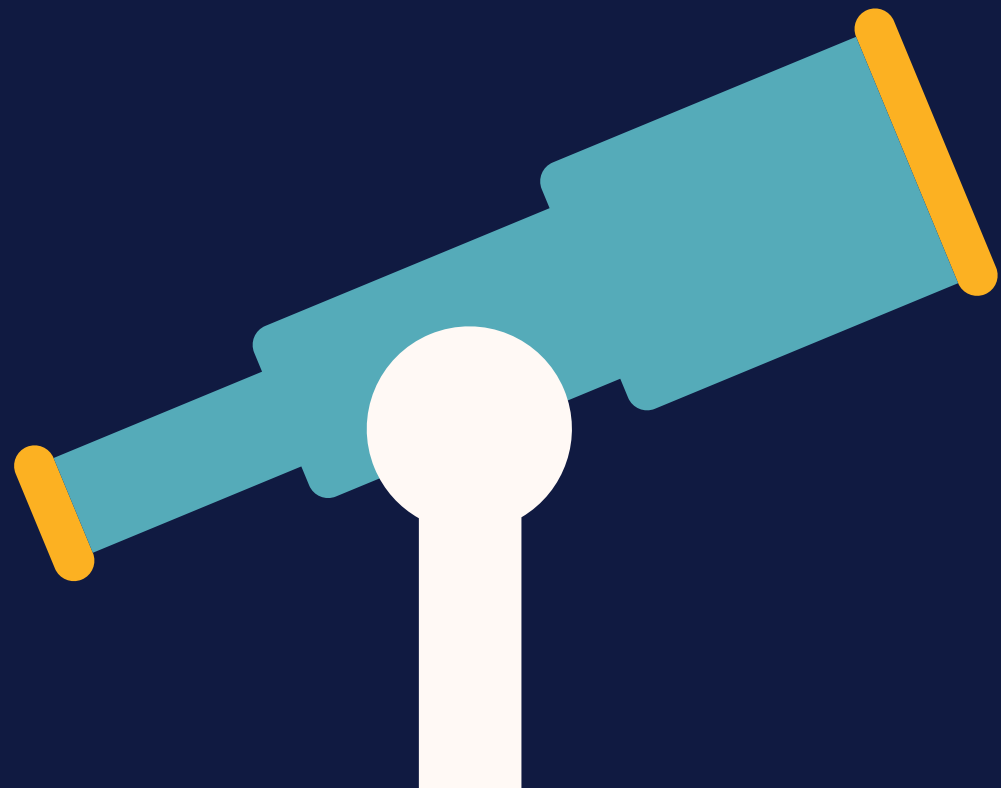
executive summary

Amidst the bounce back to growth in 2021, organizations and employees have discovered a shift in the social contract of work. More than ever before, today employees want to work more 'with' organizations than 'for' them. It goes beyond the confines of the 'great attrition' and the 'great reshuffle' to forge a partnership mindset in bringing about reimagined growth for both people and organizations.

Organizations and people are together redesigning work and workplaces to create opportunities for growth. Across industries, this partnership brings together the best of technology, business models and innovation to build resilient businesses through transformed employee experience.

Amidst a remarkable bounce-back to growth, this spirit of partnership is creating a 'great reset' to an exciting future of better employment opportunities. It is helping us to discover spikes of talent demand even in the widening of skill gaps. It is creating the optimism of countering talent shortage through possibilities of reskilling and upskilling.

The second edition of the 2022 Randstad Talent Trends Report looks at employment through this refractory prism to provide valuable insights on four additional industries – FMCG & Retail, Telecom, Energy & Utilities, and Construction & Infrastructure. Through the period of January 2022 to July 2022, we have collected and analyzed data and trends across eight Tier-1 and eighteen Tier-2 cities, and a comprehensive gamut of experience levels.



key highlights



about the 2022 Randstad talent trends report

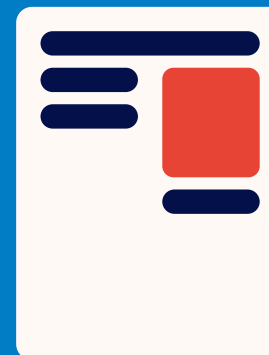
How an organization's strategy is transformed to success, growth and revenues pivots on a vital question – how do organizations conceive and execute their talent management strategy.

Talent management is a purposefully layered promise that organizations commit themselves to – to hire, manage, develop, and retain people excellence. It is an unending quest to identify, understand and engage talent through a continuous development process of skilling and engagement to fulfil both the organization's and their people's growth goals.

This edition of the 2022 Randstad Talent Trends Report provides insights on the talent needs of the FMCG & Retail, Telecom, Energy & Utilities, and Construction & Infrastructure industries in India. It provides an in-depth view of current and emerging talent requirements in these industries, and future possible trends – to enable organizations, employees and candidates understand and keep themselves future-proofed and future-relevant.

For employers in the four industries, this report gives pointers on where demand lies for hot skills across varied experience levels – so that they can effectively manage their requirements of talent acquisition, development and retention with insights-driven decisions and actions.

For employees and candidates, the report provides insights into what organizations are looking for in their people in terms of skills, experience and aptitude. It also tells them of unfolding opportunities so that they can intelligently reinvent themselves through re-skilling and upskilling to leverage today's talent demand and address their career aspirations.



Across eight Tier-1 and eighteen Tier-2 cities, and more than 100,000 jobs, we have collected, aggregated, analyzed and curated data across the four sectors of FMCG & Retail, Telecom, Energy & Utilities, and Construction & Infrastructure. In this second edition of the 2022 Randstad Talent Trends Report, we present the insights we have extracted on:

- 'In-demand' job locations
- Trending jobs for today, tomorrow, and the day after
- Hot skills in demand across hierarchies and experience levels



8 Tier-1 cities



18 Tier-2 cities



100,000 + jobs

4 key industries



FMCG & Retail



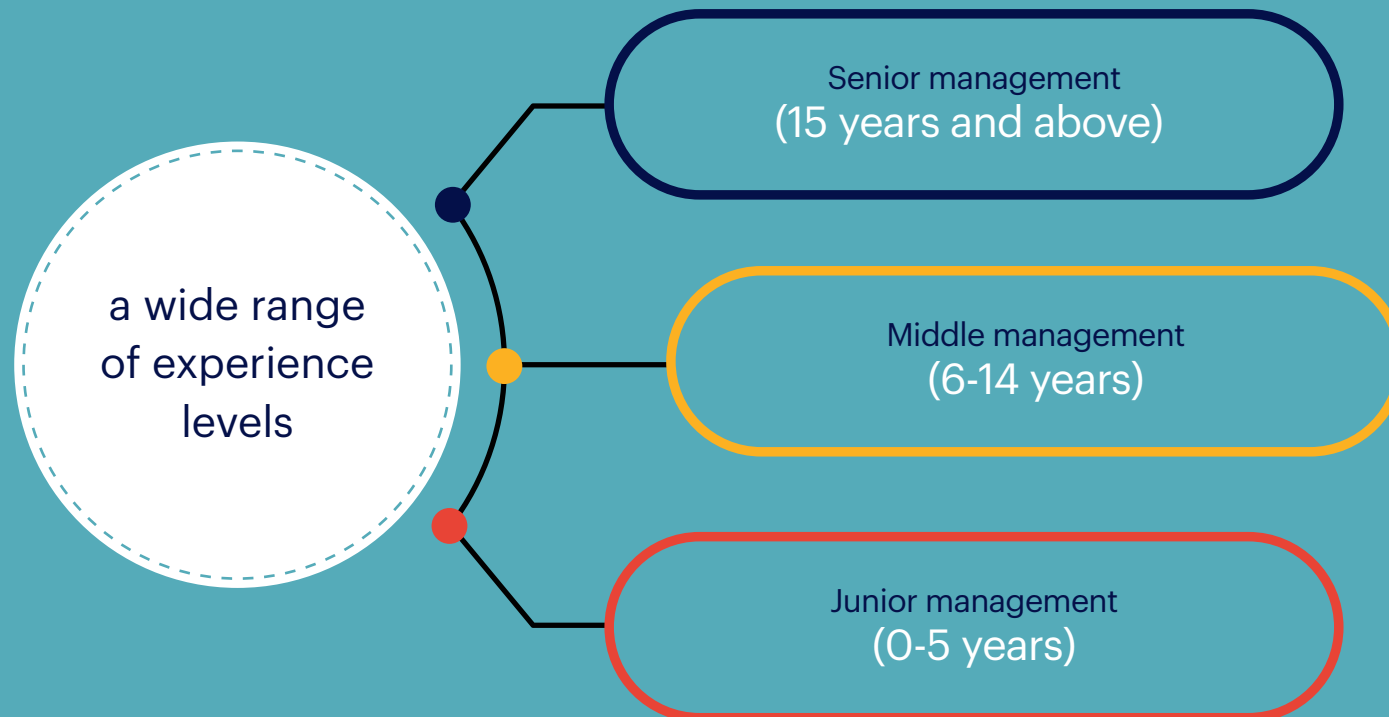
Telecom



Energy & Utilities



Construction & Infrastructure



raising the curtains on a stage of unimagined opportunities

According to a Confederation of Indian Industry (CII) report, India's GDP can surge to USD 9 trillion by 2030 and USD 40 trillion by 2047, if its working-age population is productively employed¹.

There is a quiet but strong optimism on India's economic growth, which is based on the country's tremendous demographic dividend. India is expected to be one of the top three economic powers globally over the next 10-15 years (see boxes below on 'Key elements of India's economic growth' and 'Talent growth outlook')

The Randstad Talent Trends Report underscores the importance of the talent and employment landscape in contributing to India's economic strides.

key elements of India's economic growth

- Poised to grow at 7-8 percent over the next decade, and on course to be the third largest economy by 2030²
- Modern retail and e-commerce are expected to add USD 125 billion to the Indian economy by 2030³
- India has the potential to triple its renewable energy capacity, increasing the share of solar and wind energy in power generation more than four-fold
- Digital communication services have the potential to provide immense opportunities in the area of digital media and entertainment
- Working age population expected to increase by more than 100 million people by 2030

¹ <https://www.thehindu.com/business/Economy/indias-gdp-can-grow-to-40-trillion-if-working-age-population-gets-employment-cii-report/article65286806.ece>

² <https://economictimes.indiatimes.com/news/economy/indicators/india-can-be-3rd-largest-economy-by-2030-on-back-of-four-big-reforms-arvind-panagariya/articleshow/89834954.cms?from=mdr>

³ <https://www.mckinsey.com/featured-insights/india/indias-turning-point-an-economic-agenda-to-spur-growth-and-jobs>

talent growth outlook

- 77 percent of employers in India are preparing to increase their headcount
- It is estimated that the construction industry can add close to one in four of incremental jobs⁴
- Retail industry has rebounded with digital transformation and a huge surge in e-commerce, resulting in a 12 percent boost in salaries for the right talent⁵
- The telecom industry will see a big demand for talent in 5G, Cloud Computing, AI, Big Data Analytics, IoT, Mobile App-Development and Robotic Process Automation
- AI adoption to add USD 500 bn to India's GDP by 2025 – and AI adoption in four sectors -- BFSI, consumer packaged goods (CPG) and retail, healthcare, and industry/automotive -- can contribute 60 percent to this opportunity
- Close to 200,000 jobs created by Indian start-ups in 2021⁶
- Tier-2 job markets fuel hopeful employment patterns



⁴ <https://www.mckinsey.com/featured-insights/india/indias-turning-point-an-economic-agenda-to-spur-growth-and-jobs>

⁵ <https://en.prnasia.com/releases/apac/india-s-burgeoning-economy-goes-full-steam-ahead-fuelling-higher-salaries-for-in-demand-talent-374345.shtml>

⁶ <https://www.moneycontrol.com/news/business/economy/almost-2-lakh-jobs-generated-by-indian-start-ups-in-2021-a-four-year-high-govt-7829501.html>

talent trends insights

industry focus – telecom

With a tele-density of close to 85 percent, a total subscriber base of 1.16 billion (April 2022), India ranks as the world's second-largest telecommunications market. Additionally, it is one of the biggest consumers of data worldwide, which is not surprising as it is the second-largest country in terms of internet subscribers⁷.

Optimism rules the outlook for the Indian telecom industry, with the government's initiatives to encourage global telecom network manufacturers with the production-linked incentive (PLI) scheme, telecom sector reforms, Bharatnet project and support for public-private-partnership models. And with telcos being the fulcrum of digital services, this industry will play a much bigger role beyond connectivity.

The telecom sector shows a strong keenness to hire due to the rise of digitization and the anticipated rollout of 5G services with its attendant need for new age technologies. According to a Telecom Sector Skill Council (TSSC) report, this sector will need 22 million skilled workers by 2025, and create 150,000 new roles as it moves towards 5G⁸. Technical architects and leads, AI/ML professionals, network engineers, security engineers, system engineers, and specialists in optical fibers and cabling will be in high demand. And with OEMs setting up their facilities in India in response to the 'Make in India' invitation and PLI schemes, supply chain jobs will also see a big growth.

⁷ <https://www.ibef.org/industry/indian-telecommunications-industry-analysis-presentation#:~:text=Telecommunications%20Industry%20Report&text=India%20is%20the%20world's%20second,1.16%20billion%20in%20April%202022>

⁸ <https://www.timesnownews.com/business-economy/industry/tssc-launches-report-on-indian-telecom-market-2022-23-predicts-big-demand-in-5g-related-jobs-article-91648553>

tier-1 city-wise jobs distribution in telecom

Bengaluru takes the top slot in both the junior (23.12%) and middle level (32.94%) hiring.

The telecom sector in Bengaluru has a great impact on the entire information technology industry, and is backed by the strong infrastructure it has developed —

thus making it a significant hiring location.

Chennai, with an extensive presence in the manufacture of telecom equipment, stands second in junior-level hiring (17.79%), and a steady fourth in the middle and senior-level hiring. Mumbai, where half of the top ten telecom brands are head-quartered, takes the third spot in the junior level (15.76%) and second in the middle level (20.70%).

At the senior level hiring, NCR (28.44%) takes the lead, while Mumbai (19.85%) comes second.

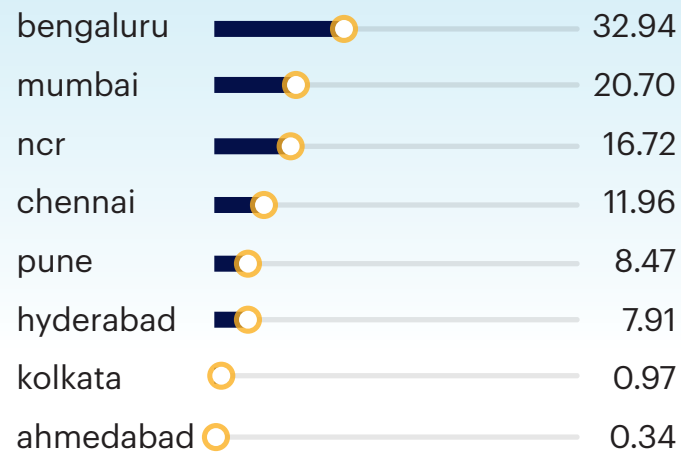
NCR is the headquarter to many major telecom and allied industries and this drives the strong hiring trend. For the same reasons as seen in the hiring trends at the junior and middle levels, Bengaluru, ranks a close third in the senior segment.

Pune and Hyderabad feature consistently among the Top 5 ranking across all three levels – and we can expect them to progress higher in the coming years.

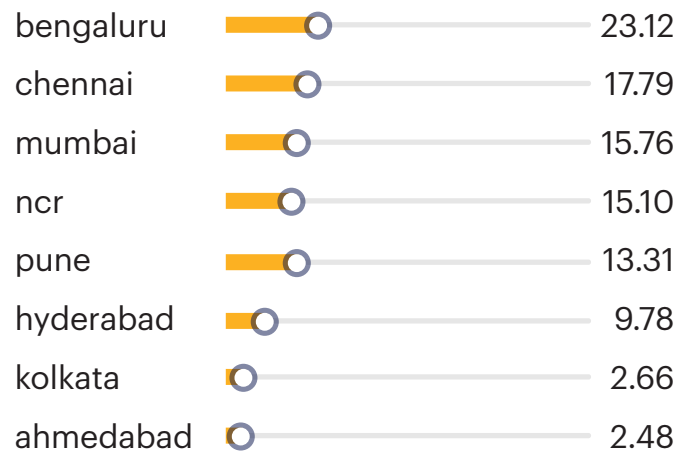


tier 1 cities telecom job distribution across experience levels

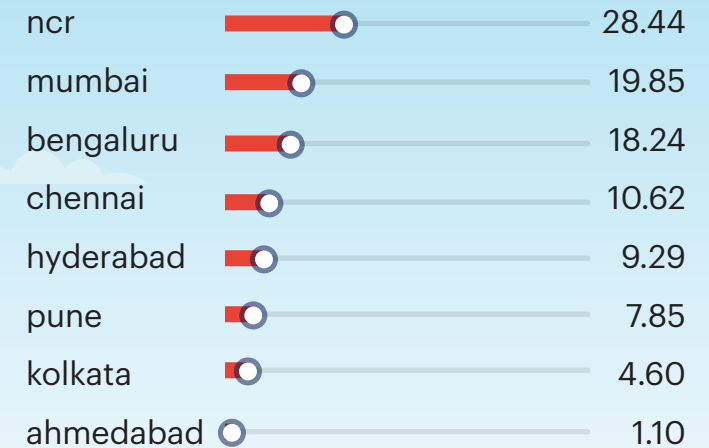
Middle Level (6-14 years)



Junior Level (0-5 years)



Senior Level (>=15 years)



The percentages reported is the distribution of the total jobs in the respective experience level across cities

tier-2 city- wise jobs distribution in telecom

Vadodara (20.53%) tops in junior-level hiring, followed by Goa (17.63%) and Lucknow (10.55%)

With telcos aggressively expanding broadband services in Tier-2 locations in anticipation of the 5G roll-out, Vadodara, Lucknow and Goa have emerged as attractive destinations for telecom equipment manufacturing companies — especially with the PLI scheme that has been rolled out. All three cities have significantly developed their engineering services for manufacturing and are also emerging as strong start-up hubs.

Electrical Research and Development Association (ERDA) Vadodara being recognized as a Conformity Assessment Body (CAB) by Telecommunication Engineering Centre, has made it an important center for testing of telecom equipment — in addition to its rising manufacturing potential.

Goa (47.18%) races to an unassailable top spot in the middle-level hiring, leaving every other Tier-2 city a poor second.

Goa has grown rapidly as an important hub for manufacturing, research and innovation. It has also progressed tremendously as an IT hub, with the presence of STPI Goa, and this is a strong reason for the telecom industry to look at this city for its growing specialist needs in new technologies like AI, IoT, 5G, advanced data analytics and edge computing.

In the senior-level hiring, Lucknow (14.96%) leads the pack with Indore (12.70%) taking the second spot.

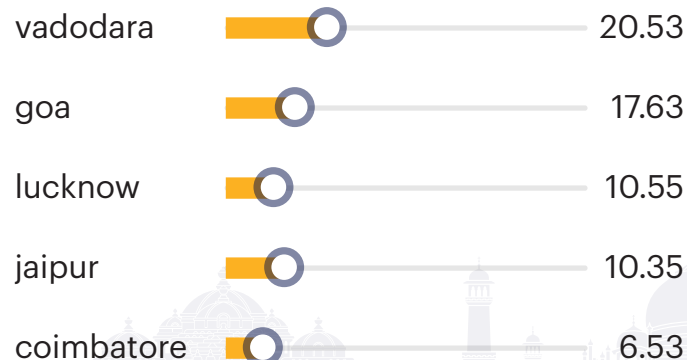
A strong talent base (IIM Lucknow, IIT Kanpur, and BH Varanasi), well-developed infrastructure, and its aggressive push in smart city projects are powerful reasons that attract telecom investments to Lucknow. Indore, the commercial capital of Madhya Pradesh, climbs up in this level for the same reasons — presence of IIT and IIM, STPI center, smart city development, and a vibrant start-up ecosystem.

Jaipur, with its consistent presence in the Top 5 at all hiring levels, is a Tier-2 city that will rise in rankings in the coming years.

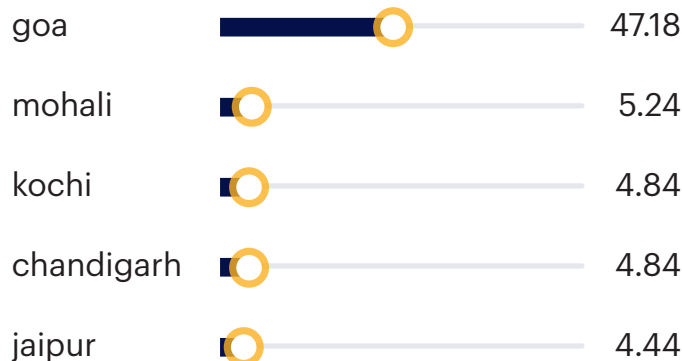
telecom job distribution across experience levels among the 'top 5' tier-2 cities



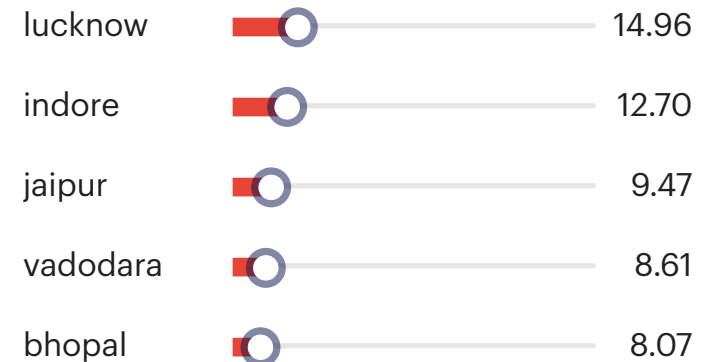
Junior Level (0-5 years)



Middle Level (6-14 years)



Senior Level (>=15 years)



Mysore and Nagpur are Tier-2 cities to watch out for as hiring hubs in the coming years

The percentages reported is the distribution of the total jobs in the respective experience level across cities

key talent trends across telecom skills

Across Tier-1 and Tier-2 locations, there is a consistently high demand for junior professionals.

According to a recent survey, close to half the companies in the telecom industry will continue to hire freshers⁹. We note that in Ahmedabad, Pune and Chennai respectively, 80 to 90 percent of the jobs were for junior-level professionals. All three cities have reputed engineering and management institutes, and are attractive for the younger generation to live and start their careers. Among the Tier-2 cities, the largest fraction of jobs in Thane, Vadodara and Thiruvananthapuram are for junior-level.

Tier-2 cities (average 71.52%) show only a slight edge over Tier-1 cities (average 69.03%) in junior level hiring. This is in keeping with the high intent of this industry to hire freshers. However, Tier-1 cities forge ahead of Tier-2 cities when it comes to middle-level hiring. This it to be expected as the climb from junior to middle hierarchical levels bring growth opportunities in Tier-1 locations.

Interestingly, Tier 2 cities seem to overtake Tier-1 cities when it comes to hiring of senior professionals

With Indian telecom equipment manufacturing willing to move to Tier-2 cities, this trend is to be expected.

Nine of the 18 Tier-2 cities show a 30 percent plus proportion of senior hiring, with Nashik topping the chart, followed by Mysore and Bhopal. Nashik's proximity to Mumbai, and Mysore's to Bengaluru could be an added reason for this trend.

Networking, application development, MIS analyst, hardware engineer, and technical specialist are the top five roles at the junior and middle levels of hiring.

At the senior level too, these remain the top five roles only, hardware engineer edges out MIS analyst for the #3 slot. Building infrastructure, networks and equipment are indeed the top asks of the telecom industry today, as they usher in 5G networks to expand the reach and tele-density across the country.

⁹ <https://economictimes.indiatimes.com/industry/telecom/telecom-news/nearly-half-the-companies-in-telecom-sector-plan-to-hire-freshers-by-year-end-teamlease-report/articleshow/93647492.cms?from=mdr>

telecom talent trends across experience levels

Junior (0 to 5 years)



Middle level (6-15 years)



Senior level (15+ years)



The hiring demand for engineering and technical skills in the junior level provides valuable inputs for developing an industry-oriented curriculum



the future talent landscape for telecom

The Randstad Talent Trends Report 2022 for the telecom industry clearly shows the important need for networking, application development, analytics, technology specialization, hardware engineering, infrastructure engineering and product management. The 5G rollout and the PLI scheme announced for the sector is all set to multiply consumer consumption across data consumption, 5G smart devices IoT devices. Into the future, we foresee the following trends:

- Opening up of jobs under occupational categories such as telecommunication engineers, analysts and operators, network security engineers, installation engineers, broadband technicians, and more
- From a technology perspective, the focus will be on drone, cloud computing and engineering, robotic process automation, AI/ML, Web 3.0, application platforms, database intelligence, cybersecurity, system software, etc.
- Need for heterogeneous skillsets that cut across the hardware and software layers of 5G networks
- OEMs setting shop in India, will create a wide array of jobs and roles for their supply chain

The TSSC's goal to train 100,000 people in the next three years and open 10 new Centres of Excellence is a welcome move to meet the skill demand of the telecom industry.



talent trends insights

industry focus – FMCG & retail

The Indian FMCG industry has transformed remarkably in the last two decades, posting a growth rate of 14.7 percent. By 2025, its market size is projected to grow to nearly USD 220 bn¹⁰.

Spurred by COVID-19, digitization in this sector has been adopted with speed and scale. Rapidly increasing smartphone usage and internet penetration have created powerful brand communities, contactless purchase and delivery — and the D2C business model will find greater relevance in the future.

This industry has seen significant investment thanks to the friendly stance regarding investments, with an FDI inflow of US\$ 18.19 billion in 2020. All these moves have enabled the FMCG & Retail industry to increase employment, strengthen supply chains, and improve brand visibility across retail markets. Government initiatives to increase disposable income, both in urban and rural areas have pushed the growth of this sector to spur greater initiatives and investments in the future.

Disruptive technologies such as advanced data analytics, blockchain, AI/ML are now part of the industry ecosystem. Rapidly increasing is the deployment of IoT, sensors and devices, and 3D printing to enable FMCG and retail companies focus on direct distribution.



¹⁰ <https://www.indianretailer.com/article/whats-hot/retail-trends/how-fmcg-industry-is-expected-to-perform-in-2022.a7793/>

tier-1 city-wise jobs distribution in FMCG & retail

Bengaluru stands way ahead in the first place across all levels of hiring — junior (37.94%), middle level (42.10%) and senior (46.60%) driven by the booming retail sector. The state of Karnataka has been at the forefront of a retail transformation in southern India, Bengaluru being at the helm of it all. The IT boom and consequent influx of people into the city has led to large consumer base and diverse mix. Bengaluru is a major hub for retail fashion with most international and national brands making their way here. Besides physical retail, e-commerce has also seen rapid growth in the city in the last few years. At the same time, being the start-up capital of India, Bengaluru is home to several new-age FMCG/Retail start-ups

Both in the junior- (18.56%) and middle-level (18.94%) hiring, Hyderabad comes second to Bengaluru.

Hyderabad has a very good urban infrastructure and attracts industries, brands —and, in a self-fulfilling cycle, it attracts a modern working population that fuels the Hyderabad retail sector. The city has, therefore, emerged as a sought-after retail market in the last couple of years,

with a number of national and international giants setting up stores.

Mumbai, which ranks third behind Hyderabad in the junior-level (13.12%) and middle-level hiring (13.50%), climbs to second spot in senior-level hiring (12.60%).

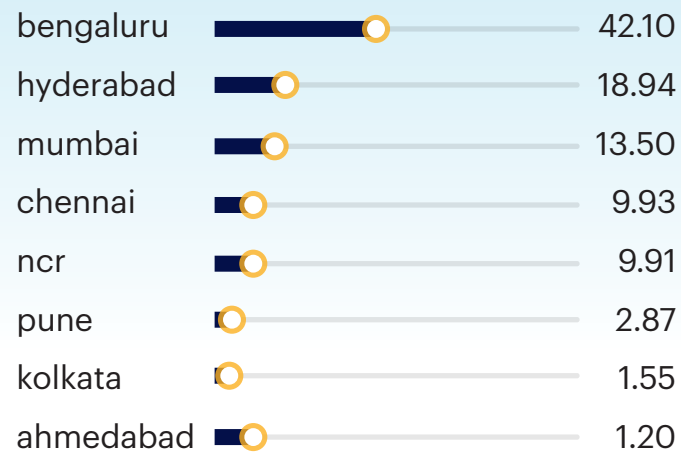
As a FMCG and Retail stronghold, Mumbai has some of the best experienced talent in this sector. Bengaluru and Mumbai are home to the manufacturing units and corporate offices of several large FMCG companies.

Chennai and NCR vie neck-to-neck for the fourth and fifth position, but are way below the top cities of Bengaluru, Hyderabad and Mumbai.

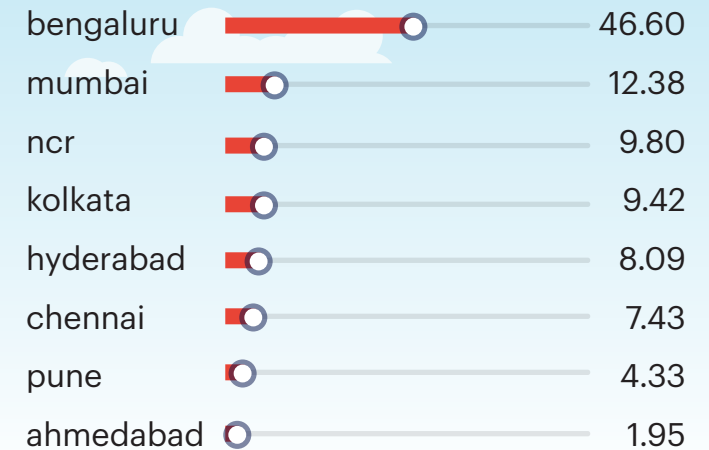


FMCG & retail job distribution across experience levels - tier-1 cities

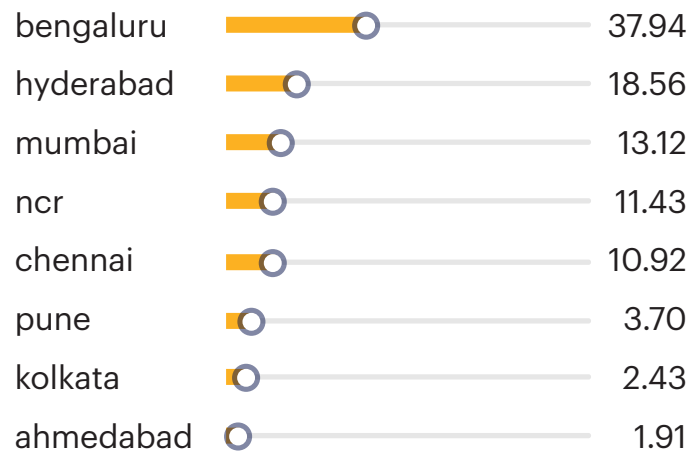
Middle Level (6-14 years)



Senior Level (>=15 years)



Junior Level (0-5 years)



The percentages reported is the distribution of the total jobs in the respective experience level across cities

tier-2 city - wise jobs distribution in FMCG & retail

In the junior level hiring, Jaipur leads the pack (12.64%). Lucknow (10.97%) and Indore (9.29%) follow in the second and third position, respectively.

Rajasthan is coming up as a stronghold of modern retail, building on its strengths in traditional retail. There is considerable build up in infrastructure (high streets and shopping malls), and this makes it an attractive retail destination with a local touch.

Lucknow has seen the arrival of quite a number of retail brands that is positive for the industry. Backed by availability of quality talent, supportive policies and increasing purchasing power, Lucknow is fast becoming a prominent retail destination in India.

Indore's potential as a retail destination is immense, across the segments of apparel, FMCG, food and entertainment.

Thane climbs to the top spot in middle-level hiring (13.86%), followed by Indore (12.65%) and Kochi (8.43%).

Thane has developed into a self-sustained destination, with excellent infrastructure and connectivity, retail developments and a preferred destination for investments. Kochi, as a retail market, may be less saturated than the metros, but has demonstrated greater spending power - thus leading FMCG and retail organizations to invest in this market.

In the senior-level hiring, Goa (23.43%) comes first, followed by Lucknow (20.65%), and Visakhapatnam (11.59%)

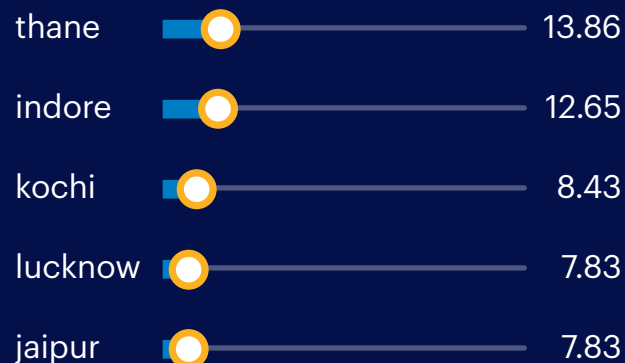
Goa has emerged as a robust manufacturing center for several leading FMCG companies which play a significant role in its contribution to the FMCG industry. Added advantages are its socioeconomic, environmental, and commercial infrastructure, and the rapid development of warehouse services.

FMCG & retail job distribution across experience levels among the 'Top 5' tier-2 cities

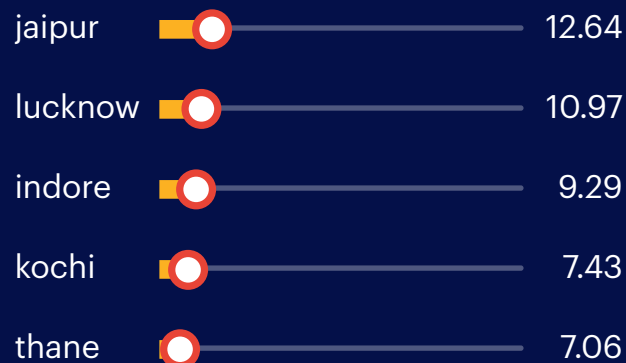
Senior Level (>=15 years)



Middle Level (6-14 years)



Junior Level (0-5 years)



Vadodara and Nagpur are waiting on the fringes to emerge as strong Tier-2 locations for the FMCG & Retail sectors

The percentages reported is the distribution of the total jobs in the respective experience level across cities

key talent trends across manufacturing skills

Coming to the distribution of jobs in cities by experience levels, junior level hiring stands way above middle and senior-level hiring in both Tier-1 and Tier-2 cities. Interestingly, the average percentages in both tiers are very close (70.82% for Tier-1 cities and 71.52% for Tier-2 cities), thus indicating the healthy opportunity for youth employment in the FMCG and retail industry.

This aligns with the rapid digital transformation that this industry is undergoing with emerging technologies, analytics and automation. The top Tier-1 and Tier-2 cities have strong IT infrastructure, and this explains the uniform high hiring numbers at the junior level.

Among Tier-1 cities, Ahmedabad, Chennai and Hyderabad stand ahead by an edge with 76.54 percent, 74.22 percent and 74.03 percent of the total hiring in these cities being at the junior level. If we look at hiring trends within each tier 2 city, Thane (95.12%) followed by Vadodara (87.46%) and Thiruvananthapuram (83.8%) exhibited the highest demand for junior professionals,

Opportunities for middle-level roles are much higher in Tier-1 cities than that in Tier-2 cities. Surprisingly, Tier-2 cities show a higher average percentage of senior hiring than Tier-1 cities.

In the past few years, we have seen that the pace of growth of the FMCG market is faster in rural India than in urban India. At the same time, Tier-2 cities have grown tremendously in stature – be it in infrastructure, access, internet connectivity, cost effective quality of living, and more. Tier-2 cities are thus becoming popular with senior level employees as a place of work. For example, Nashik, Mysore, Bhopal and Trichy are the four Tier-2 cities with a largest fraction of the total hiring in the respective cities being at the senior level. This shows the attractiveness of Tier-2 cities for senior professionals.

Fashion/graphic/accessory designers, retail and visual merchandising, and store manager are the three top roles in the junior and middle-level hiring. In the senior level, fashion/graphic/accessory designers, and purchase executives rank as the top roles that were hired.

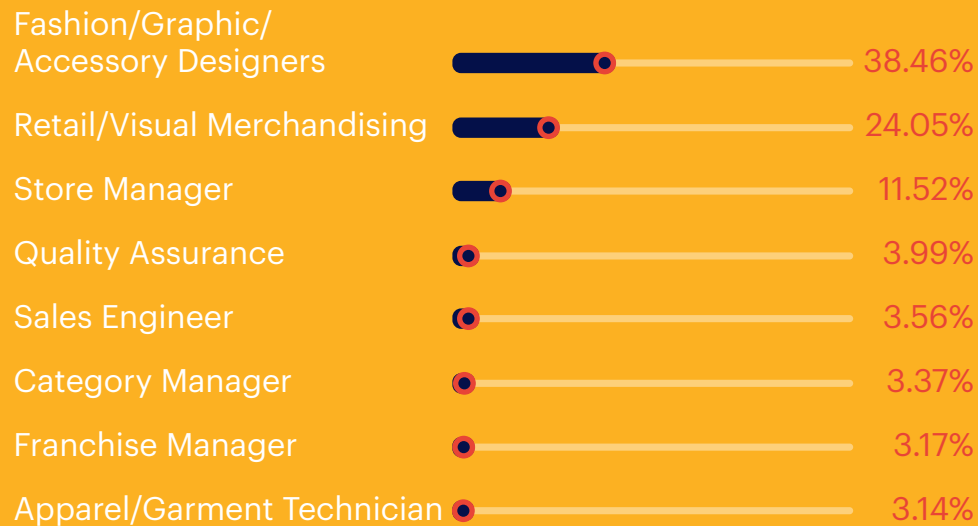
This reflects the need at senior levels for experienced managers and niche specialists.

We find that in the junior level hiring, the majority of roles are technology-driven – such as fashion/graphic/accessory designers, apparel/garment technicians, retail/visual merchandizing, etc.

This gives a valuable insight for job aspirants to equip themselves accordingly, and for employers to upskill their existing workforce.

FMCG & retail talent trends across experience levels

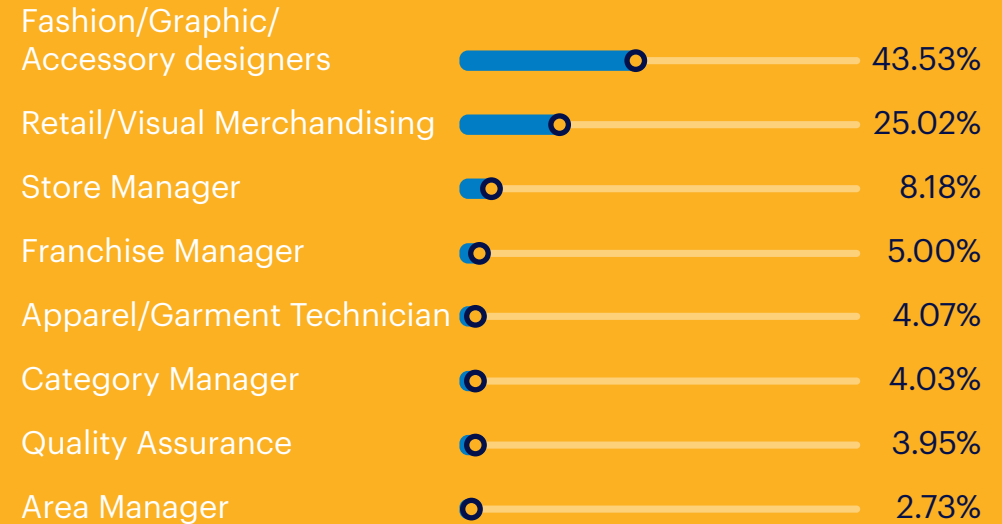
Junior (0 to 5 years)



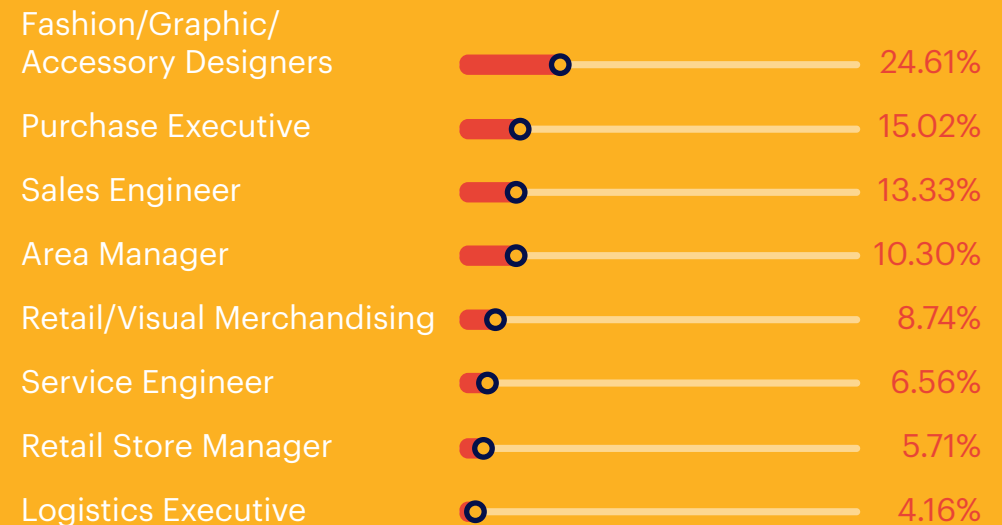
There is a clear career development path to techno-domain specialists and managers with rising seniority — and this gives good pointers for upskilling efforts



Middle level (6-15 years)



Senior level (15+ years)



the future talent landscape for FMCG & retail

Presently the country's fourth-largest sector, the FMCG and retail sector in India is expected to witness significant growth in both rural and urban consumption. Internet commerce has boomed thanks to cutting-edge technology, and this has brought in new consumers.

From a domain perspective, talent acquisition will be shaped by the industry's shift to seamless retail experiences through platforms and ecosystem building newer revenue models, creating next-gen stores, direct-to-customer engagement, distributed delivery models, etc. Plus, technology disruption will continue to drive this industry, as companies will prioritize digital transformation and digital imaging. Potential future jobs will include new roles in logistics, warehousing, web and app design, system integration, customer service, advanced analytics, AI/ML, cloud computing, robotic process automation, blockchain, and more.



talent trends insights

industry focus – construction & infrastructure

The construction industry in India is expected to reach USD1.4 Tn by 2025¹¹, with a CAGR of more than 10 percent for the period 2022 - 2027¹². Close to half of the demand for construction activities comes from the Infrastructure sector, and the rest from Industrial, residential and commercial development. With infrastructure being identified as one of the key drivers of India's economic development, it sets a positive and optimistic outlook for the construction industry.

The National Infrastructure Pipeline (NIP), created to improve project planning and boosting infrastructure investments, will encourage greater infrastructure development and employment generation. The government's rapid shift to engineering, procurement and construction (EPC) contracts will add greater momentum. With increased investments in digital and connected construction capabilities, exciting initiatives such as smart cities, urban air mobility, etc., make the years ahead both promising and exciting. Further, the target of

100 cities under the Smart City Mission will open the doors to modernized and technology-driven urban planning.

Driven by Industry 4.0, the construction equipment industry is aiming to become an emerging hub for construction equipment, component outsourcing and design. Already the second-largest employer in the country (51 million employees), the Indian construction and infrastructure industry can further expand its employment opportunities, backed by government initiatives to boost its growth.



¹¹ <https://www.investindia.gov.in/sector/construction>

¹² <https://www.mordorintelligence.com/industry-reports/india-construction-market>

tier-1 city-wise jobs distribution in construction and infrastructure

Bengaluru takes the top slot in the junior (27.53%), middle level (30.52%) and senior-level (25.55%) hiring. Mumbai is a consistent second (19.48%, 22.12% and 19.83% in the junior, middle, and senior level hiring, respectively).

Karnataka is fast becoming an emerging center for construction equipment, component outsourcing and design. Additionally, it has opened up huge business opportunities for the construction industry, with its major infrastructure development projects.

Mumbai is headquarters to a major number of key contractors and consultants in the construction and infrastructure industry.

Pune and NCR vie closely for the third and fourth positions in all levels. Pune comes third in the junior level hiring (16.39%), while NCR stands third in the middle and senior level segments (15.07% and 18.97%, respectively)

With infrastructure development booming in Bangalore, Mumbai and Pune, hiring has also surged. Besides, the top construction equipment manufacturers are based out of these three cities, and contribute to the large

number of hiring. Plus, although construction sites may be in remote areas, hiring for the commissioning happens in the cities where construction companies are located, and this adds to the numbers in these three cities.

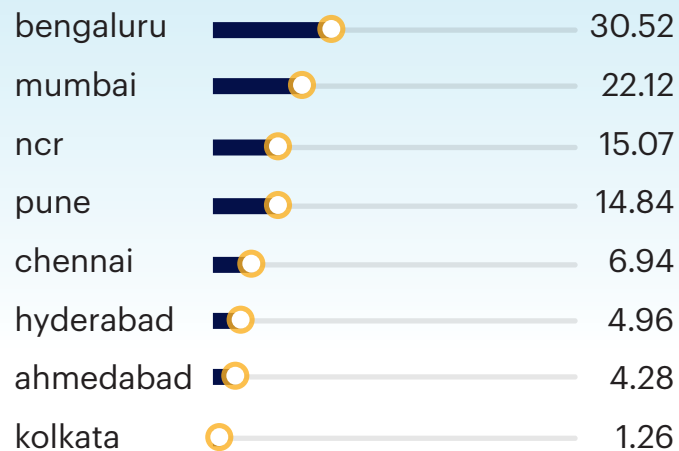
NCR, on the other hand, besides providing tremendous scope for infrastructure development, is also the headquarters to a large number of the top infrastructure companies. Development work of the Pune metro, Purandar airport and smart city project has accelerated hiring in Pune.

Chennai, Hyderabad and Ahmedabad feature constantly among the Top 5 ranking across all three levels, and we will see them progress more in the coming years.

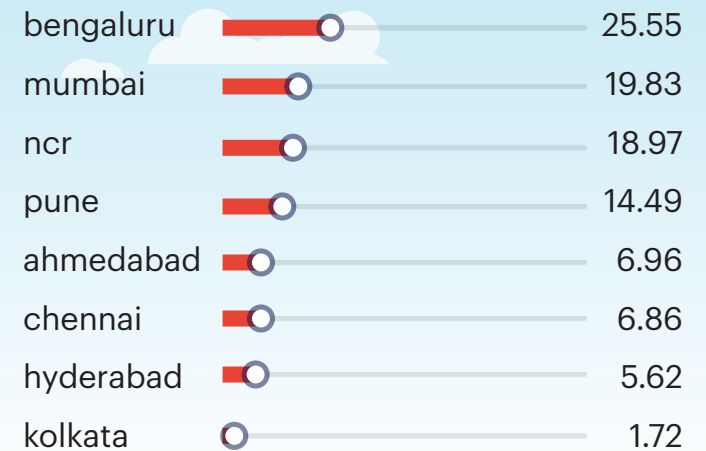


construction & infrastructure job distribution across experience levels tier-1 cities

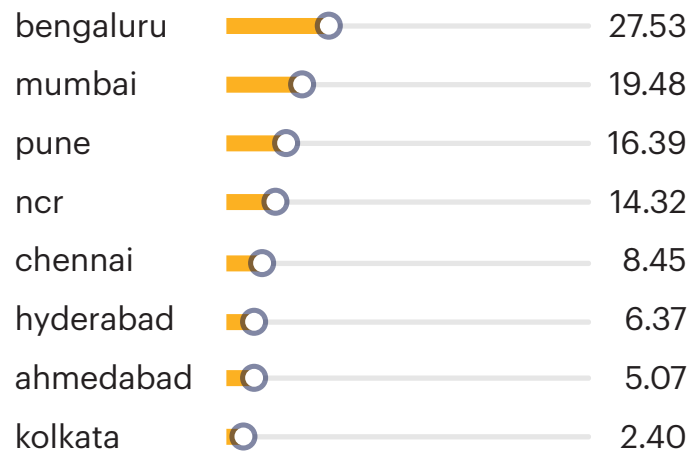
Middle Level (6-14 years)



Senior Level (>=15 years)



Junior Level (0-5 years)



The percentages reported is the distribution of the total jobs in the respective experience level across cities



tier-2 city-wise jobs distribution in construction and infrastructure

The Tier-2 cities that are emerging as development hubs and centers of socioeconomic growth. Vadodara, Jaipur and Chandigarh stand out with their comprehensive plans of infrastructure development. These cities also score high on the smart cities index. Plus, they are home to major infrastructure and construction services companies that hire for projects across their states.

Vadodara stands way above the others in all levels of hiring — junior (21.33%), middle (31.01%) and senior (20.83%)

Vadodara's consistently strong infrastructure development has changed its social and commercial fortunes – in terms of accessibility, connectivity, employment opportunities, education standards, healthcare and safety. Major infrastructure projects include the first of its kind Mumbai-Ahmedabad Bullet Train (passing the outer limits of Vadodara) and the Mumbai-Delhi Expressway traversing through the city. It also features among the 'Top Three' in smart city rankings

Jaipur (9.14%) and Kochi (8.38%) rank second and third, respectively in the junior-level hiring.

Jaipur features among the top five Tier-II cities in growth, driven by rapid urbanization and industrialization. The proposed road corridor for the northern Ring Road project by the National Highway Authority of India (NHAI) has added greater impetus in its infrastructure development. Kochi's major infrastructure development projects include the Kochi Metro, and the Water Metro (the largest water-related initiative in Asia), and the proposed comprehensive master plan for the infrastructure development by Greater Cochin Development Authority (GCDA).

In the middle-level hiring, Chandigarh (11.15%) and Coimbatore (10.45%) vie closely for the second and third positions

Chandigarh is one of the best examples of urban planning, and an impactful regional hub of infrastructure development in its state. Chandigarh Smart City has also set up an expert cell for infra projects, and this will further push up hiring.

Coimbatore is a major education hub and the largest industrial city of Tamil Nadu, ranking 10th among the top Tier 2 Indian cities. Major infrastructure projects on the anvil in Coimbatore include Smart City Mission, Coimbatore-Karur Expressway, flyovers, four-lane roads and airport expansion.

Based on the above factors, these two cities also take the honors in senior-level hiring — Coimbatore (16.67%) ranks second, and Chandigarh (13.89%), third.

Thane, Bhopal, Indore, Lucknow and Goa are the Tier-2 cities we can expect to see more of, in the coming years.



vadodara	21.33
jaipur	9.14
kochi	8.38
chandigarh	7.07
lucknow	6.96

vadodara	<div><div></div></div>	31.01
chandigarh	<div><div></div></div>	11.15
coimbatore	<div><div></div></div>	10.45
jaipur	<div><div></div></div>	8.36
kochi	<div><div></div></div>	8.36

vadodara	20.83
coimbatore	16.67
chandigarh	13.89
jaipur	11.11
visakhapatnam	5.56

The percentages reported is the distribution of the total jobs in the respective experience level across cities

key talent trends across skills in construction and infrastructure

The construction and infrastructure industry shares the general sentiment and keenness of most other sectors in hiring freshers; 71.9 percent of demand in Tier-2 and 66.90 percent of demand in Tier-1 locations is for junior level. The largest percentage of jobs in Kolkata, Hyderabad and Chennai among the Tier-1 cities and Kanpur, Thiruvananthapuram, and Goa among the Tier-2 cities are for freshers.

Tier-1 cities and Tier-2 cities average fairly close in middle-level hiring.

Given their importance, it is not surprising that Mumbai, Bengaluru, and NCR among the Tier-1 cities and Coimbatore, Mysore and Chandigarh among Tier-2 cities hosts relatively more jobs for mid-level professionals.

Tier-1 cities take a slim lead over their Tier-2 counterparts when it comes to senior level hiring.

The advent of futuristic trends (see the next section, 'The future landscape for construction and infrastructure') and the consequent need for specialists could well boost middle and senior-level hiring in the near future.

At all levels of hiring, the top five roles are procurement, architects, civil engineers, project managers, and site engineers.

Given that the construction and infrastructure industry is driven by both EPC contracts and construction equipment manufacturing, one can see why these are the top five skills in demand.

Industries are hiring strongly, even at junior levels, for architects, civil engineers, electrical engineers and procurement.

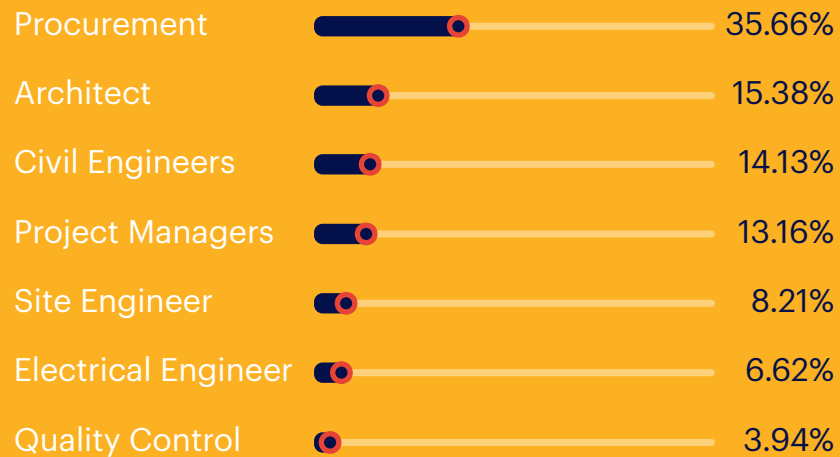
This is a good pointer for job aspirants in the construction and infrastructure industry.

The importance of project management skills increases with the levels of experience, and moves to the top slot in the senior level.

In the junior and middle levels, procurement and architects form the top two skills that are hired. Project managers and procurement professionals vie almost equally for the top slots at senior levels. This is a good insight for people to upskill themselves as they gain experience — especially if aligned to the changing landscape.

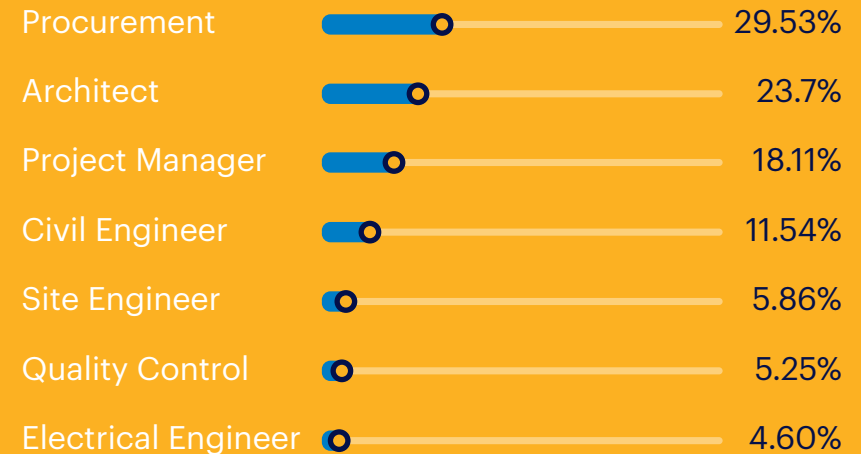
construction and infrastructure talent trend across experience levels

Junior (0 to 5 years)

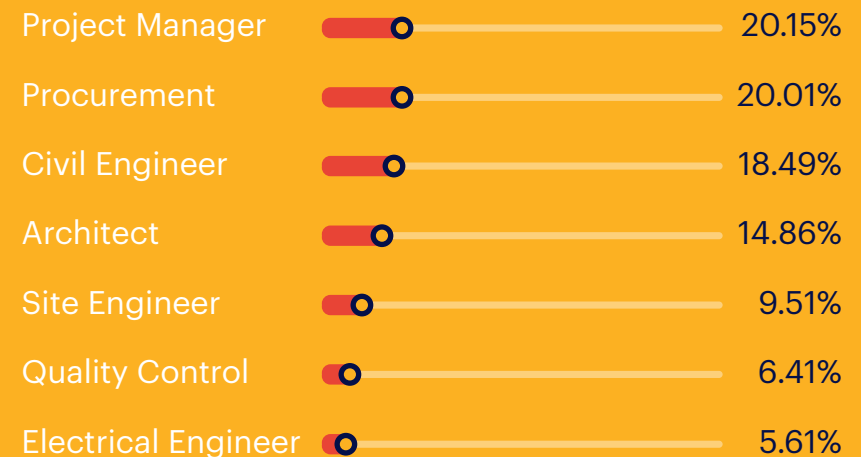


The high demand for procurement roles across all levels opens up great opportunities in supply chain skills and capabilities

Middle level (6-15 years)



Senior level (15+ years)



the future talent landscape for construction and infrastructure

There are some interesting futuristic trends that have already started, and will drive the future of the Indian construction and infrastructure. They encompass the areas of prefabricated construction, waterproofing of structures, green construction, building information modeling (BIM), monolithic concrete construction, tunnel form construction technique, air purification, etc.

This sets the stage for an exciting future of skills the construction and infrastructure industry. They will need to be more digitally-focused, adaptive and cognizant of the Environmental, Social, and Governance (ESG) agenda for the next generation. Design-thinking skills can help the industry to design, develop, and shape communities of the future. Data will become the critical must-have to improve the design, construction and operation of smarter buildings and cities.

This calls for people from different backgrounds to come together — strategists, cognitive and systems specialists, data analysts and scientists, and digital and robotic programmers. This industry also needs to be prepared for

reimagined construction delivery through industrialized construction (IC).

The Indian construction and infrastructure industry will veer urgently towards digital and emerging technologies, such as big data, AI, IoT, predictive analytics, robotics, automation, 3-D printing, Building Information Modelling (BIM), Common Data Environment (CDE), design through 5D CAD and digital twins etc.



talent trends insights

industry focus – energy & utilities

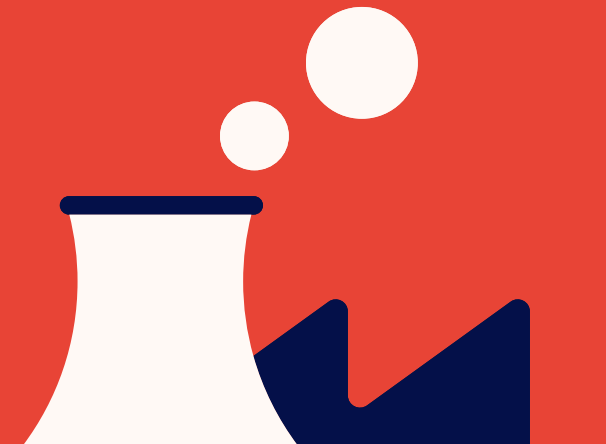
Driven by vastly improved standards of living, India today has risen to being the world's third-largest energy consuming country¹³, with energy use having doubled since 2000. Output from renewables in some Indian states is set to exceed demand on a regular basis before 2030.

The 2021 National Electricity Policy looks to promote sustainable generation and efficient transmission systems, revitalize distribution companies, develop efficient markets for electricity, and manufacture goods and services in the generation, transmission and distribution segments under the 'Make in India' initiative.

The push to promote the participation of private players in the energy sector will increase energy generation and liquidity, and achieve the ambitious target of 'Atma Nirbhar Bharat'. India's progress and growth in the renewable energy sector is also very impressive, and is poised to be among global leaders in

the coming decades. The industry is also looking to adopt cutting-edge technologies to enhance the efficiency of the sector, accelerate smart decision-making and drive sustainability.

This opens up tremendous employment opportunities across Tier-1 and Tier-2 cities, and in a wide range of skills and capabilities. It is estimated that India's renewable energy sector could generate employment for one million people by 2030, a ten-fold increase of the current workforce¹⁴



¹³ <https://www.iea.org/reports/india-energy-outlook-2021>

¹⁴ <https://www.ceew.in/press-releases/indias-renewable-energy-sector-employ-one-million-people-2030>

tier-1 city-wise jobs distribution in energy & utilities

Karnataka, Maharashtra and Tamil Nadu are leading states in the renewable energy sector, and this has boosted hiring in these three Tier-1 cities. Home to a number of energy companies, Bengaluru, Mumbai and Chennai are the cities where hiring takes place. Plus, as technology centers, they also provide solutions to drive the sourcing, delivery and consumption of energy, and in the areas of battery storage and distributed grid. Bengaluru decisively leads other cities in all levels of hiring - junior (38.85%), middle level (41.77%) and senior-level (44.04%).

Distribution companies (discoms) from Karnataka are the top seller of renewable energy.

Mumbai stands second in the junior (18.34%) and middle-level (21.60%) hiring, and third in the senior-level (13.61%).

Maharashtra's new Renewable Energy Policy aims to implement a host of projects in the area of solar power co-generation, wind energy, small hydro and urban solid

waste. When flagged off in Jan 2021, it was expected to create direct and indirect employment to 100,000 people over five years¹⁵.

Chennai ranks third in the junior level (14.49%) and middle level (12.11%) hiring. At the senior level it moves up to the second place (24.85%).

Tamil Nadu has been an early mover and is the leading state in terms of installed capacity¹⁶. It is moving rapidly ahead with solar installations across the state.

Though NCR, Hyderabad, Pune and Ahmedabad lag behind the top three Tier-1 cities, they show potential of rising in the coming years, especially with India's performance in renewable energy gathering accelerated momentum.



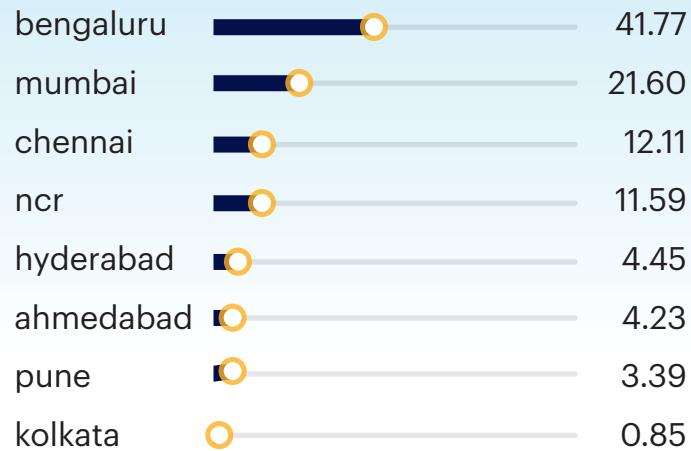
¹⁵ <https://economictimes.indiatimes.com/industry/energy/power/maharashtras-new-renewable-energy-policy-to-attract-rs-75000-cr-investments-nitin-raut/articleshow/80514559.cms>

¹⁶ <https://www.saurenergy.com/solar-energy-news/tamil-nadu-plans-20000-mw-solar-installations-across-state>

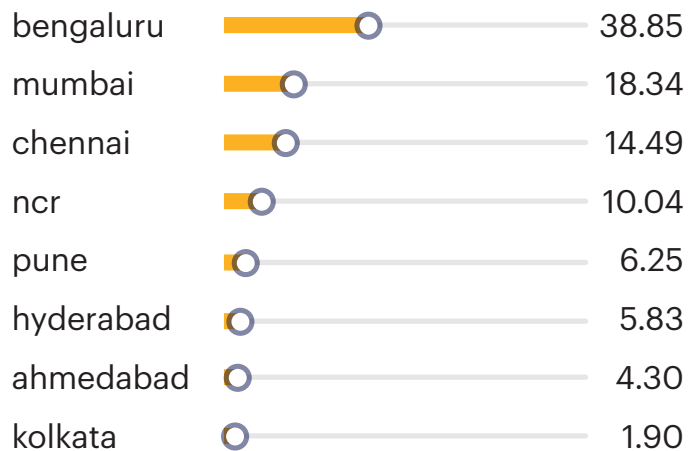
energy & utilities job distribution across experience levels

tier-1 cities

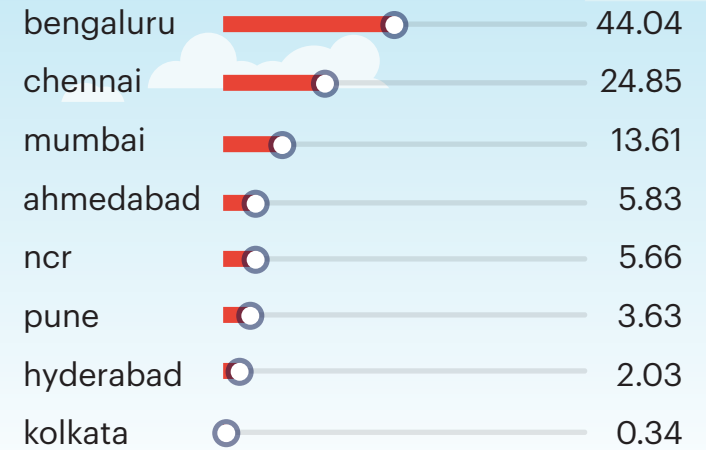
Middle Level (6-14 years)



Junior Level (0-5 years)



Senior Level (>=15 years)



The percentages reported is the distribution of the total jobs in the respective experience level across cities

tier-2 city-wise jobs distribution in energy & utilities

In the junior level hiring, Vadodara comes a strong first (38.36%). Chandigarh (12.50%) ranks a distant second, and Thane and Kochi (6.47%) tie for the third position.

Vadodara also ranks a strong first (36.71%) in the middle-level hiring. Kochi (14.98%) and Coimbatore (13.04%) trail behind in the second and third positions, respectively.

Vadodara is home to 35 percent of India's power transmission and distribution equipment manufacturers¹⁷. Plus, its strong infrastructure development also makes it a significant consumer of energy. The privatization of discom licenses in Chandigarh could be a major reason for this Tier-2 city hiring uptick.

One of the cities selected to be developed as solar city under the solar cities development scheme, Kochi has

shown a commendable commitment to implement renewable energy initiatives in terms of solar, wind and biomass energy.

In the senior-level hiring, Chandigarh (53.33%) gallops ahead of Vadodara (25.56%) and Coimbatore (6.67%)



¹⁷ <https://yourstory.com/smbstory/india-top-manufacturing-hubs-mumbai-bengaluru-pune/amp>

energy & utilities job distribution across experience levels – among the 'top 5' tier-2 cities



Junior Level (0-5 years)



Middle Level (6-14 years)



Senior Level (>=15 years)



Besides Visakhapatnam and Bhopal on the fringe of the Top 5 tier-2 cities, Nagpur looks to emerge as a hiring hub for the energy & utilities sector

The percentages reported is the distribution of the total jobs in the respective experience level across cities

key talent trends across skills in energy & utilities

While demand at the junior level continues to be the highest in both Tier-1 and Tier-2 locations, the average is much lower when compared to other industries — 54.91 percent for Tier-1 cities, and 60.97 percent for Tier-2 cities.

A skilled and mature workforce is critical to leveraging the potential of the renewable energy sector. With India firmly focusing on this sector, energy companies will prefer more senior people and managers to make the initiative a success.

Among Tier-1 cities, in Kolkata, Pune and Hyderabad more than 65 percent of the total demand is for junior professionals. In the Tier-2 cities, more than 80 percent of the jobs in Goa, Trichy, Kanpur, and Thane were for junior professionals.

Then again, Tier-1 cities and Tier-2 cities stand fairly close in terms of the percentage share of mid and senior level opportunities.

This supports the premise that in the light of dramatic shifts in the energy and utilities industry, energy companies are looking for experienced and mature people.

Into the future, we will see more senior-level hiring as India expands its clean energy workforce.

Technical roles in transmission and distribution, technical engineers, and professionals in the supply, production and space planning form the bulk of hiring in the junior and middle levels.

Design engineers and quality assurance executives are other roles that are hired in these levels.

At senior levels of hiring, there is a slight shift to managers and specialist roles such as technical engineers and design engineers.

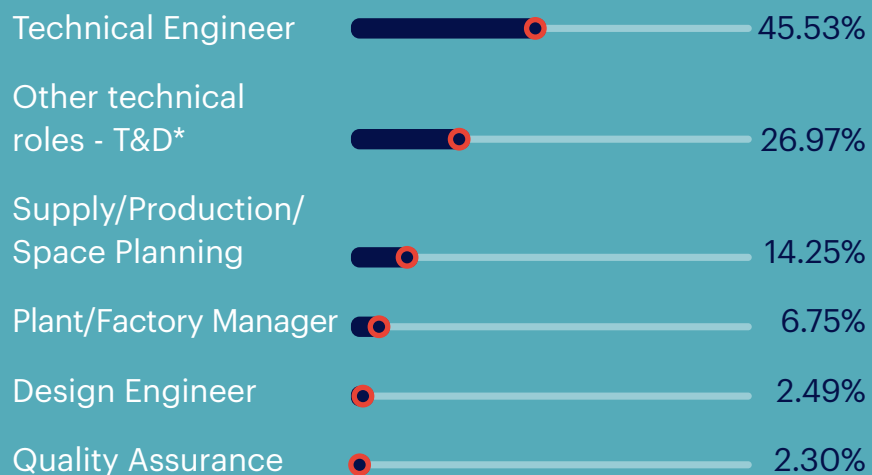
This marks the transformation of this industry through digital technologies and applications, and the emergence of design-thinking models for renewables.

Managerial hiring at senior levels happens almost only in Tier-1 cities. This is because major energy and utility companies are headquartered in Tier-1 cities. However, with the rapid rise of non-fossil and renewable energy, this should be taken as a wake-up call to skill people for managerial roles in Tier-2 cities.

energy & utilities talent trends across experience levels



Junior (0 to 5 years)



The strong positioning of technology-driven roles is a clear pointer to the emergence of a smart energy & utilities industry

Middle level (6-15 years)



Senior level (15+ years)



*T&D – Transmission and distribution

the future talent landscape for energy & utilities

India's energy & utilities sector will be pivotal in facilitating economic growth. We will also see it upgrade itself with digitalization and technology to ensure not sustainable efficiency and growth.

The heartening news is that India's ambitious renewable energy goals open the doors to higher upskilled employment. The accelerated deployment of solar parks and decentralized renewable energy applications will open the doors to training youth from Tier-2 locations making them employable in the renewables ecosystem.

As cutting-edge technologies step up to meet the burgeoning demand for energy, 5G and cloud-based technology will be harnessed to enhance efficiencies and scale. Advanced data analytics will play an important role for accurate and effective decision-making. The energy storage business will flourish with continuous research and innovation — in the segments of new-age equipment, and technology solutions for energy and cost saving.

India will play a bigger role in the global supply chain through local manufacturing of solar cells and panels. There will be greater focus on improving the grid infrastructure to accommodate the growth of renewable energy, and these allied sectors promise to create additional employment opportunities.



go beyond a mantra for talent management success

The past few years have seen a 'big bang' evolution of talent management across industries. Mindsets have changed dramatically, and the change we thought would need time was implemented in a flash. Uncertainty and turbulence are still part of the business landscape, but that has not undermined our confidence to move ahead with resolute determination and address the needed imperatives.

The second edition of the 2022 Randstad Talent Trends Report is our way of infusing confidence and optimism with well-researched data, information and insights. With our expertise distilled from our extensive experience, we have curated this report — so that job seekers and employers can transform their plans to practice, and opportunities to success.

Employers will gain invaluable pointers to the key questions of talent acquisition -- What? How? And Where? Armed with our insights, they can focus on value-adding actions to make their talent agile (in anticipation of the

changing present and future needs), build relevant engagement, and reimagine work culture and practices to create authentic brand value that attracts the best talent.

Employees and job aspirants will be empowered with an in-depth vision of job markets at different locations across different industries and experience levels. They will know about and understand the skills and capabilities that today's talent scene calls for, and how they can acquire a future edge on the rapidly developing employment scenario.

The 'India Advantage' offers impactful outcomes for both employers and the workforce. Our second edition of the 2022 Randstad Talent Trends Report is our proud contribution to partner with organizations across industries maximize our talent advantage, and with our talent to transform them to impactful contributors of progress.

Here are some of our recommendations based on the report findings:

for employers

- Leverage workforce data to build an authentic and attractive talent brand
- Develop personalized learning and growth experiences to attract and retain talent
- Understand market nuances to tweak policy-making in line with hybrid work realities
- Closely collaborate with academia to create a powerful fresher hiring program. Build an attractive brand with the workforce of the future
- Continuously assess and improve on workplace policies to be relevant and motivating to employees and job aspirants
- Take a proactive and predictive approach to involve promising talent as partners in organization-building
- Ensure that learning and development is a continuous event — leverage the power of micro-learning to upskill, engage and motivate employees
- Cross-pollinate the 'junior-middle' and 'middle-senior' levels to develop a continuous pipeline of versatile leadership
- Be 'always prepared' in today's VUCA world

Catch them young and smart. By leveraging the power of freshers with right skilling, the skill-gap risk can be effectively mitigated

Create effective and future-relevant learning strategies and programs to infuse pride among employees



for job aspirants

- Navigate with intelligence through a road map of 'in-demand' skills and locations where you can shine today — and in the future
- Tier-1 and Tier-2 classification of locations are done with purpose and foresight for career progression – understand their impact and implications from this report
- Prepare to be mobile in thinking
- Change is positive – make it work with the insights provided in this report to action the right 'switch' at the 'right time' for the 'right reasons'
- Make yourself more invested in your learning – be open to newer avenues and channels of learning
- Proactively interact with peers, managers and leaders for a 360-degree view of what the organization and the market can offer
- Put up your hand for new learning and experiences.
- There is more than one way to travel from Point A to your desired Point B. Look out for both vertical and lateral paths to do so

The future work model is location-agnostic. So, plan your moves for learning and performance impact

Be fearless to take the 'road less traveled' and 'future-relevant learning and career paths



about Randstad

Randstad is the world's largest HR services provider and is driven to become the world's most valued 'working life partner', supporting as many people as possible in realizing their true potential throughout their working life. We provide companies with the high quality, diverse, and agile workforces they need while helping people get rewarding jobs and stay relevant in the ever-changing world of work. In 2021, we helped more than two million people find a job that is right for them, advised 235,000 clients on their HR needs, from talent acquisition to total workforce management, and delivered training to over 450,000 people. We use data and technology to provide the right advice at the right moment at scale, while our consultants across almost 5,000 locations in 38 markets give talent and clients personal, dedicated human attention. It is this combination of Tech and Touch that makes our offer unique.

Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands. In 2021, Randstad had on average 39,530 corporate employees and generated revenue of € 24.6 billion. Randstad N.V. is listed on the NYSE Euronext. For more information, see www.randstad.com.

about the report

Randstad has taken due care in compiling and processing the data available from various sources for the Randstad Talent Trends Report 2022, 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 Randstad India

Randstad India offers the broadest HR services portfolio ranging from Staffing, Search & Selection to Recruitment Process Outsourcing (RPO). The organization has a vast network of offices across the country to be within the reach of clients, candidates and flexi workers. The company, previously called Ma Foi is a leader in the HR services industry in India for more than 25 years and became part of Randstad through its global acquisition of Vedior in 2008. The Randstad Group is the global leader in the HR services industry, active in 38 countries across the globe. Randstad India continues to focus on developing customized and innovative HR services, leveraging on its unique strengths of geographical presence and end-to-end capability across all HR service functions.

For more information, see www.randstad.in