

# INDUSTRY WATCH

Tracking the landscape for entry-level employment

In April 2020, soon after the lockdown announcement, we reached out to 8000+ Pratham Institute graduates to understand the impact of the ongoing crisis on their livelihood. It was found:

## Location Status



■ Migrated home (92%) ■ At employer location (8%)

## Income Status



40% hadn't received an income in March. A subsequent survey demonstrated 74% hadn't received any income between April and July.

In July and August, as industries began to re-open, we conducted surveys with employers that recruit Pratham graduates to analyse the evolving ecosystem for entry-level recruitment, before and after March, 2020 (lockdown) focusing on the following themes:



Hiring and contracting trends



Salary and other benefits

## KEY FINDINGS

### General Duty Assistants in Hospitals & Homecare Agencies | Employers Surveyed: 100

#### Resurgence in vacancies after a lull in April & May

An increase in hiring was observed in June — after homecare agencies restarted operations at scale and Covid-19 treating hospitals started allowing GDAs to service patients — as compared to April, where only nurses were permitted. GDAs are healthcare employees trained through short-term course who support nurses in basic patient care.

#### Limited change in salary despite increase in working hours

While workload has seen an increase, wages have remained almost the same — with a marginal increase in hospitals and a dip in home care agencies. Hospitals, are now willing to let General Duty Assistants work with COVID-19 patients, thus widening their scope of work.

#### Marginal change in benefits offered post pandemic



**Meals**  
From 23% to 25%

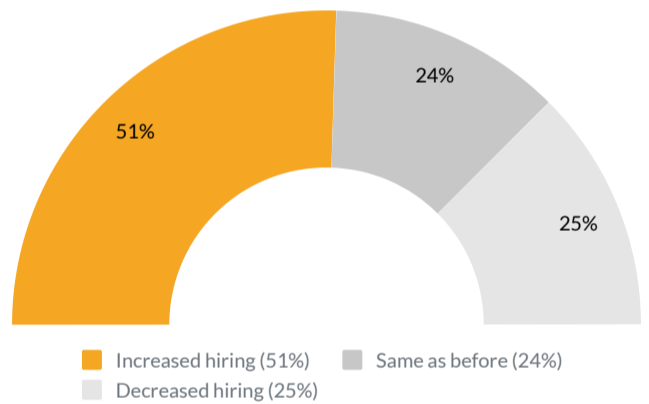


**Accommodation**  
From 39% to 45%

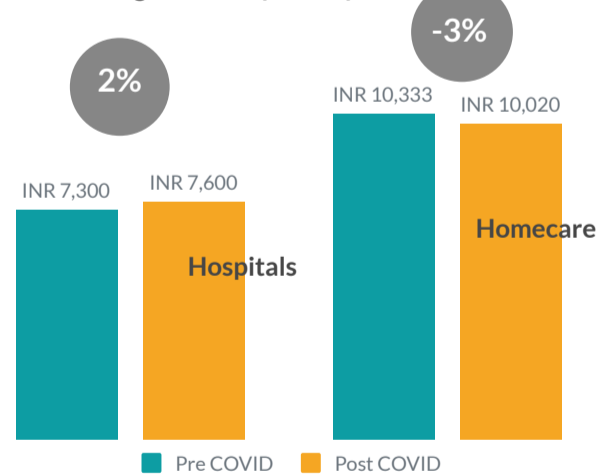


**Travel**  
From 14% to 21%

#### Healthcare: Change in recruitment status



#### Average Monthly Salary



## Entry Level Jobs in the Service Sector | Employers Surveyed : 1467

Hotels: 1179 | Beauty Salons/Spas: 143 | Automotive Service Centers:145

### Plummet in recruitment across service sector

Majority of employers in the service sector have decreased the number of available vacancies post COVID-19. In Hospitality, only 45% hotels are functioning at partial or full capacity and only 5% are hiring— most with very limited vacancies. Similarly in beauty salons and spas only 28% are currently hiring , though with limited vacancies.

### Fall in salaries; shifts from monthly to daily wage payments in beauty

Overall, 74% of employers in the service sector have decreased salaries post COVID-19. In Beauty salons and spas, employers are also shifting away from fixed monthly wages to providing contractual daily-waged employment only on weekends and festivals— leading to increased uncertainty and reduced wages. In the Automotive service segment, 54% of the employers have decreased salaries.

### Slight increase in benefits offered post pandemic



**Meals**  
From 25% to 30%

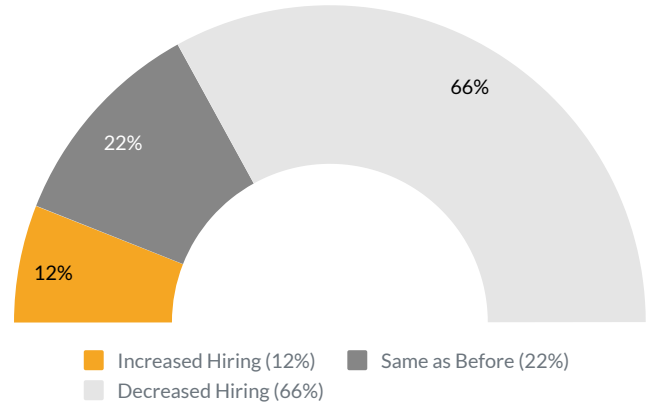


**Accommodation**  
From 32% to 34%

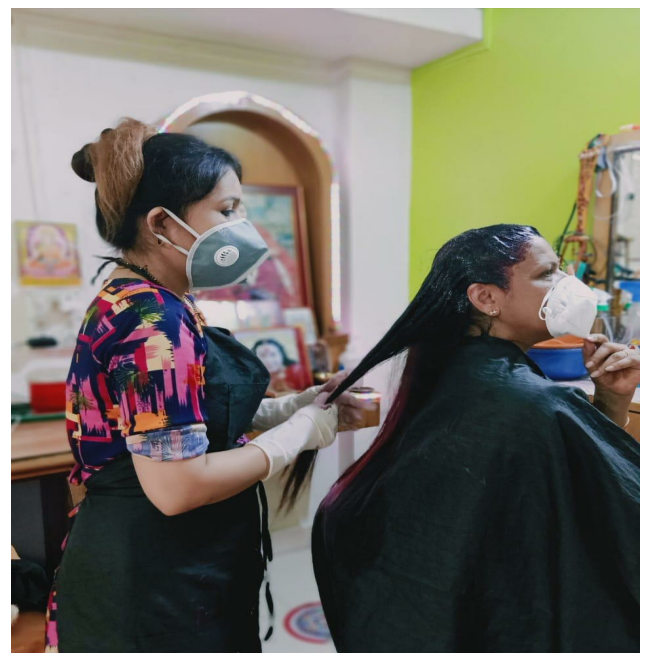
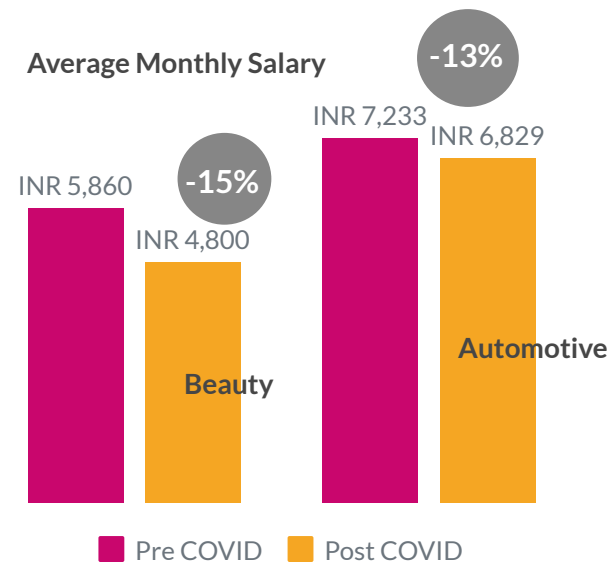


**Travel**  
From 17% to 19%

### Service Sector: Change in recruitment status



### Average Monthly Salary



**Resurge in recruitment due to broken labour supply ; need for multi-skilled employees**

While most employers are not functioning at scale, demand for skilled workers has increased due to reduced labour supply through traditional contractor networks and shift towards fewer but more multi-functional employees.

As one of the survey respondents shared-"We are willing to invest in advanced skill training for our workers," the industry will need to be pro-active in supporting skill training.

**Temporary salary premium being offered**

An increased salary premium of ~INR 500 per month is being provided overall, and ~INR 1,000 per month in major hubs like Pune, Noida – where labour shortage is more acute. Employers providing increased wages are often extending short term contracts, or providing them informally – indicating a limited willingness to longer-term increased wages.

**Increase in employee benefits post pandemic**



**Meals**

From 67% to 74%



**Accommodation**

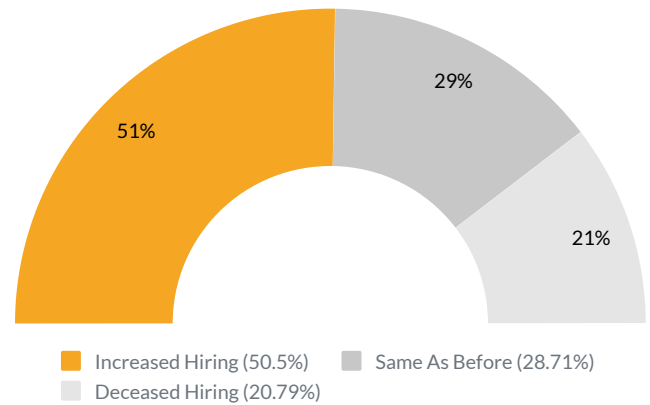
From 13% to 30%



**Travel**

From 39% to 58%

**Manufacturing Sector:  
Change in recruitment status**



**Average Monthly Salary**

