

ASSOCHAM PLACEMENT PATTERN

Vacancies during April-July 2007

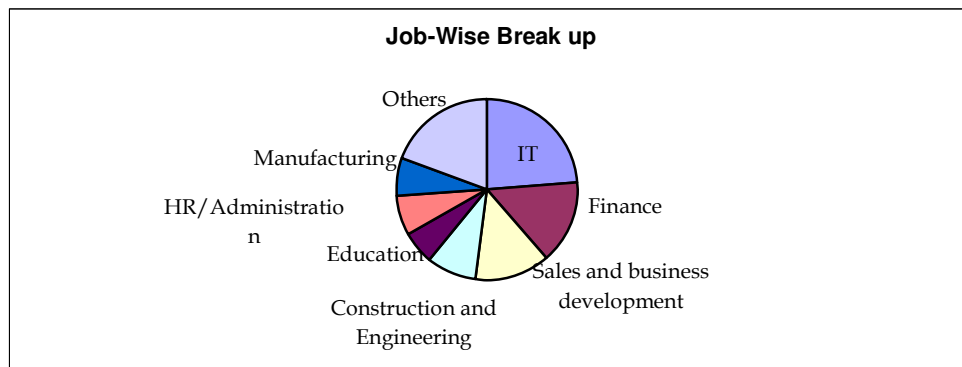
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IT jobs lead despite rupee pressure, says Assocham Study

Despite rising rupee putting pressure on the margins of software exports, the IT sector continues to create largest number of white collar jobs during April-July 2007 followed by financial services and sales & business development, an ASSOCHAM Placement Pattern (APP) study has revealed.

According to the Study on ‘Vacancies during April-July 2007’, IT jobs constituted almost 24 per cent of the 1, 47, 100 openings listed on the job portals and in newspapers during the same period. The share of financial offers and sales & business development jobs was about 14.5 per cent and 13.5 per cent, respectively. Booming construction and engineering sector formed 8.7 per cent of the employment opportunities generated in the four months.



Source: Assocham Placement Pattern, *Vacancies during April-July 2007*

The ASSOCHAM Research Bureau tracked the various vacancies advertised via online job portals and newspapers, across the sectors, during the four months of April 2007 to July 2007. The study incorporated employment opportunities arising in all levels of the management hierarchy including the senior management and the middle management, as also the foreman, support staff etc.

“Though, robust growth of the economy has spelled numerous vacancies, severe shortage of the talented workforce and high attrition rates continue to plague the industry”, remarks the Chamber Chief, Mr. Venugopal N Dhoot.

Tech savvy IT jobs led the vacancies listed on job portals as well with close to 26 per cent of them being IT jobs. It is noteworthy that IT and ITES provide employment to more than 1.6 million people directly and to about 4 million indirectly. It comprises both software as well as hardware operations.

As per the report, IT openings formed just about 10 per cent of the total ads in the newspapers indicating that newspaper is not the preferred route of advertising for Information Technology jobs.

Employment opportunities in sales and business development have beaten financial services jobs listed on job search engines. While the former had a 15 per cent share, the latter accounted for about 11.5 per cent. Sectors such as retail, telecom, hospitality, banking and insurance have created tremendous prospects for those aspiring career in sales.

With the service sector clocking double-digit growth, the finance professionals are in great demand. Close to 51 per cent of the total vacancies advertised in the newspapers during April 2007 to July 2007 were for financial professionals. The maximum demand for the finance personnel emanated from the sectors like banking, trading and real estate. The financial sector itself is estimated to hire 1,40,000 recruits this fiscal.

Want of infrastructure to sustain the high growth rates being scaled by the Indian economy has led to a construction boom. On the other hand, there is a manpower shortage of close to 50 to 60 per cent in the construction and engineering sector. Situations vacant in the segment occupied the fourth slot on online job portals as well accounting for 9 per cent of the total.

The study suggests that vacancies in the education sector are predominantly advertised via newspapers' classified columns. As much as 26 per cent of the jobs advertised in the newspapers were found out to be for the posts of lecturers, teachers and other non-teaching staff. A majority of the advertisements were for schools and colleges. However, on online portals it made up for only 4.5 per cent.

The sector is suffering with a major crunch of teaching staff. The youth often complain of lower pay scales and stagnancy in the teaching career in schools and colleges. Alternatively, as the students are increasingly becoming career conscious, coaching institutes for various entrance exams are mushrooming, so is the demand of faculty. They offer far better salaries than schools and colleges and are therefore attracting the maximum aspirants seeking career in education.

Jobs for Human Resource (HR)/administration professionals contributed 7 per cent in both avenues combined. Owing to the soaring salaries and high attrition rates, the role of human resource management is assuming greater significance. In this background the demand for human resource personnel is expected to grow manifolds.

Nonetheless, there would be a serious dearth of HR professionals in future, as they constitute just about 1.5 per cent of the total graduates. Also, the segment itself is grappling with high attrition rates of nearly 60-70 per cent.

Manufacturing jobs comprised just 6.75 per cent of the vacancies. The jobs included openings in production, maintenance and safety controls among others. According to the Economic Survey 2006-07, the sector employed close to one-fifth of the total workforce in public and private sector in 2003-04. However, a majority of the manpower in manufacturing is in the unorganized sector.

Other professions such as medical, law, media, airlines/ticketing etc. constituted almost 19.5 per cent of the situations advertised on the portals and in the newspaper classifieds.