

**ASSOCHAM
PLACEMENT
PATTERN
STUDY**

“Headcount Expansion Activities: April-June’10”

June 2009

Prepared by:

Birender Kumar & Ravish Jaggi

Assocham Research Bureau

74 per cent of jobs surfaced by Banking and IT/ITeS sectors: ASSOCHAM

The global demand for tech-services is propelling banking and IT/ITeS sectors to emerge as the top employer carving out a share of nearly 74 per cent in total hiring plans during the first quarter of the financial year 2009-10, as revealed by Assocham Placement Pattern (APP) Study.

The APP study on **“Headcount Expansion Activities: April-June ‘10”** analyzed the trends of jobs announced across different sectors during the first quarter of the financial year 2009-10 with total number of headcounts being 38,460. The study focused on 8 prominent employment generating sectors vis-à-vis banking, IT/ITeS and telecom among others.

Banking sector top the chart with highest number of headcounts stood at 16,200 personnel during Q1 FY'10. In the total job announcements during the study period, its share stood at 42.12 per cent.

Among the top banks with maximum number of headcount expansions, State Bank of India occupied first position with addition of 13,000 people for its process of recruiting officers, marketing and recovery (Rural), and technical officers (farm sector) in current fiscal.

The Kerala-based Dhanalakshmi Bank ranked at second position as it announced to double its employee strength to 2,700 by recruiting 1,300 employees during the same period.

Third and fourth place was carved out by the Andhra Bank and Yes Bank respectively. The former plans to generate 1,000 jobs in supervisory and clerical

positions by 2010. However, the later announced to hire 900 people in the current fiscal of whom 500 for managerial level and 400 for retail service and sales. Currently the banks total employee strength stood to be 2,700 employees, however, it plans to increase the total number of employees to 3,600 by March 2010.

Headcounts Among Sectors (April-June 2009)		
Sector	Total Number of Job Openings	Per cent share in Total
Banking	16,200	42.12
IT/ITeS	12,200	31.72
Telecom	5,460	14.20
Others (diversified, pharma, steel, aviation and consumer durables)	4,600	11.96

Source: ASSOCHAM Research Bureau (ARB)

Out of the 8 sectors headcount expansion activities analyzed by Assocham Research Bureau (ARB), IT/ITeS sector was the second highest employment generator contributing 31.72 per cent in the total job offerings with 12,200 new hiring announced during the period April-June 2009-10.

The top companies in IT/ITeS sector with highest number of job offerings were Wipro Technologies that announced the addition of 8,000 people by 2010 expanding to its business process outsourcing (BPO) arm. It was followed by Internet products firm Directi who plans to grow its headcount to 2,000 from 500 people, within next two years.

The other firms in the sector are US based legal process outsourcing (LPO) firm CPA Global that announced to hire 1,450 in India within next two years, NetEnrich Inc (500 personnel), iGate Global Solutions Ltd (400 personnel) and Mindcrest Inc. (350 personnel) during Q1 FY'10.

Telecom sector with total job announcements for 5,460 employees stood at third position among the sectors during Q1 2009-10. The prominent companies hiring people for headcount expansions were Sistema Shyam Teleservices Ltd. (SSTL) planning to hire 4,500 people by 2010 and Aricent announced to recruit 960 human resources in the current fiscal.

The other major sectors which contributed in total headcount announcements during Q1 FY'10 were Diversified with (2,000 employees), Pharmaceuticals (1,300 employees), Steel (600 employees), Aviation (500 employees) and consumer durable (200 employees).