


Market Analysis of Entry Level Jobs in Delhi NCR



Research by
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Abstract

This insight report offers a comprehensive market assessment of job opportunities and skill demands for "freshers" in the dynamic landscape of the Delhi National Capital Region (NCR). Defined as individuals who have completed their class 12th education and enriched their qualifications through vocational training, freshers are the focal point of this study. The primary aim is to conduct a demand-side market assessment, emphasizing ecosystem mapping, to gain a profound understanding of the evolving employment dynamics in Delhi NCR. Led by the Research, Monitoring & Evaluation Unit at Tech Mahindra Foundation (TMF), this endeavour aims to elucidate dynamic employability trends, particularly focusing on job offerings for freshers in the region. Notably, the findings reveal a paradigm shift in the recruitment landscape for grey collared positions. The demand for these roles and the criteria for competitive salary packages are no longer confined to industry-specific considerations but are increasingly centered on candidates' skills and qualifications. While telecommunications, IT, and service sectors are prominent absorbers of entry-level candidates, the core emphasis lies in aligning candidates with job roles that match their skill sets, thereby optimizing their earning potential. In addition to this sector-agnostic perspective, the report underscores the importance of language proficiency, strong analytical skills, and proficiency in software such as MS Excel and data visualization tools across various job roles and sectors, enhancing the prospects of prospective candidates.

Keywords: Market demand, employers, jobs, skills, freshers, youth, employment opportunities, entry-level jobs, vocational training, New Delhi, Delhi NCR.



Background

This insight report serves as a comprehensive market assessment of the potential job roles and skill demands for "freshers" in the vibrant landscape of Delhi National Capital Region (NCR). Within the scope of this report, "freshers" are defined as individuals who have successfully completed their class 12th education and further augmented their qualifications with vocational training.

The primary objective of this assignment is to conduct a demand-side market assessment, emphasizing ecosystem mapping, in order to gain a profound understanding of the ever-evolving employment landscape in Delhi NCR. The Research, Monitoring & Evaluation Unit at Tech Mahindra Foundation (TMF) has undertaken this endeavour with the aim of shedding light on the dynamic employability trends, pertaining to job offerings for freshers in the region.

The core outcomes of this report are designed to provide valuable insights into the following key aspects:



1. Industry and Job Role Mapping: By dissecting different zones within New Delhi and the wider NCR region, this report identifies the top industries and prevalent job roles that are actively seeking fresh talent. It aims to uncover the nuanced job market dynamics across these geographical zones.



2. Salary Trends for Freshers: A central focus of this report is to discern the prevailing salary trends associated with freshers' hiring. It particularly highlights the highest salary benchmarks for entry-level job roles, providing a comprehensive view of remuneration expectations within the region.



3. Essential Skills and Qualifications: Employability in the contemporary job market hinges on possessing specific core skills and qualifications. This report delves deep into the attributes that employers prioritize when selecting candidates, pinpointing the qualities that enable freshers to stand out and assume stronger negotiating positions for higher salary packages.

In essence, this insight report seeks to provide pathways that freshers can navigate successfully in the pursuit of promising careers within Delhi NCR. It endeavours to equip both job seekers and employers with valuable information, facilitating informed decisions and mutually beneficial engagements in the dynamic employment ecosystem of the region.

Market Scan for Delhi NCR - An Overview

New Delhi, being the capital city of India, offers a wide range of employment opportunities across various sectors. It is a major hub for government institutions, multinational companies, IT and software firms, educational institutions, healthcare organizations, hospitality, retail, and more.

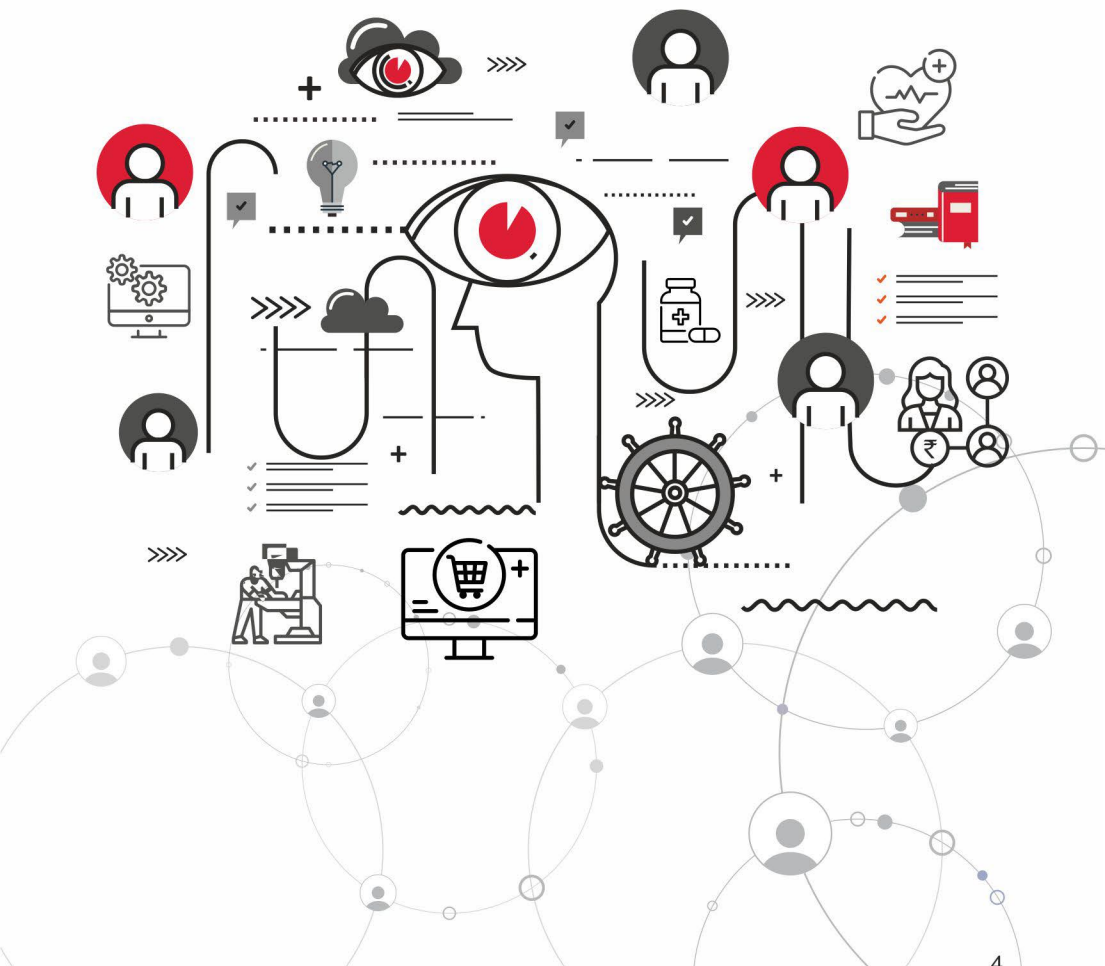
New Delhi has a highly skilled workforce and attracts talent from all over the country. The city offers job opportunities in sectors such as information technology, finance, banking, consulting, media and entertainment, tourism, and healthcare. Additionally, there are numerous government job opportunities due to the presence of various government ministries, departments, and agencies.

Delhi National Capital Region (NCR) has also emerged as a significant employment hub in India. It comprises not only Delhi but also several surrounding cities and districts such as Gurugram, Noida, Ghaziabad, Faridabad, and Greater Noida. The employability status in Delhi NCR is influenced by various factors, including economic conditions, industry trends, and market demand. Here are some key points regarding the employability status in Delhi NCR:

- **Information Technology (IT) and Software:** Delhi NCR has a thriving IT and software industry, with numerous multinational companies, software development firms, and startups. This sector offers a wide range of employment opportunities for professionals with skills in software development, programming, data analytics, cloud computing, and IT consulting.
- **Financial Services:** The financial services sector in Delhi NCR includes banks, financial institutions, insurance companies, and investment firms. It provides employment opportunities for professionals in areas such as banking operations, financial analysis, risk management, insurance underwriting, and sales.
- **Retail and E-commerce:** Delhi NCR has a vibrant retail and e-commerce industry, offering job opportunities in both offline and online retail spaces. This sector employs professionals in roles such as sales, customer service, supply chain management, logistics, merchandising, and digital marketing.
- **Manufacturing and Engineering:** Delhi NCR has a significant presence of manufacturing and engineering companies, especially in industrial areas such as Manesar and Greater Noida. These industries offer employment opportunities for engineers, technicians, quality control professionals, and production workers.

- **Healthcare and Pharmaceuticals:** The healthcare sector in Delhi NCR includes hospitals, medical research institutions, pharmaceutical companies, and healthcare service providers. It offers employment opportunities for healthcare professionals, doctors, nurses, pharmacists, medical technicians, and administrators.
- **Education:** Delhi NCR is home to several educational institutions, including schools, colleges, universities, and coaching centers. This sector provides employment opportunities for teaching and non-teaching staff, including professors, lecturers, administrators, and support staff.

However, it is important to note that the employability status can vary depending on factors such as economic conditions, industry trends, and market demand. The availability of job opportunities can also be influenced by factors like qualifications, skills, and experience.



Purpose, Process and Produce of this Report

Aim: The report aims to conduct market assessment of the potential 4-5 job roles and skill demands for freshers in the chosen cluster of Delhi NCR. Freshers are defined as candidates who have graduated from class 12th, and proceeded to receive vocational training. The assignment, at its core, is a demand side market assessment exercise which deals with the Ecosystem mapping.

The Research, Monitoring & Evaluation Unit at TMF has put together this report to gain insight about the demand and supply employability trends in terms of popular job offerings across different sectors and common job searches of individuals in Delhi NCR. The core outputs of this report therefore highlight the following:

- The top 3 industries in different zones in New Delhi and NCR region that are currently hiring freshers.
- Top 5 job roles in the mapped industries that employers offer for freshers.
- Salary trends for fresher hiring, with highest salary for entry level job roles.
- Core skills and qualifications that employers search for.



Methodology

The Insight Report used a mixed-method approach in meeting with its objectives. The study relies upon secondary literature in understanding the components of the demand side market scan. On the demand side, industry players will be assessed. To get a more comprehensive sectoral overview, efforts were taken to interact with chosen respondents from industries dominating in different zones of Delhi NCR. Furthermore, the respondents also included head-hunters and recruitment agencies to garner insights into different trends for "grey-collared" job roles currently offered, the salary trends and qualifications expected from the employer's side. That said, a brief overview of findings from the demand side study are as follows:

1. Mapping the major industries that offer jobs to freshers - Based on secondary desk research and in consultation with SMART Centers in Delhi.
2. Job roles that are prevalent in the mapped industries and are relevant for freshers - In consultation with the industry players, added with desk research on online job portals, the job roles will be identified in sectors.
3. Job roles with prospects - Based on the primary and secondary research, the report has sought to understand the job roles that are currently in demand.
4. Industry required technical skills and other soft skills - In addition to the sector specific skill sets, the study has also aimed to identify industry players expectations for specific requirement of other interpersonal soft skills.

Tools: The research team generated an interview schedule for the sampled employers, head-hunters and respondents from recruitment agencies (found in Annexure - 1). In-person personal interviews with HR representatives, employers and representatives from recruitment agencies supported with the primary findings. In cases where in-person meet is not possible, the research team reached out via telephonic, video, or online survey formats.

Sample Size and Data Collection: The research team conducted personal interviews with three prominent recruitment agencies, namely TeamLease, Manpower, and Job Hai. The primary objective of these interviews was to gain comprehensive insights into the overall employability landscape and hiring trends within the Delhi National Capital Region (NCR), with a specific focus on grey-collared job roles targeted at individuals possessing a 12th-grade education and vocational training.

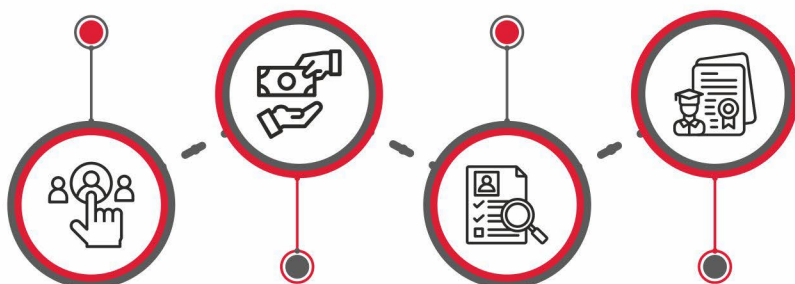
During these interviews, the recruitment agencies provided valuable insights pertaining to a range of aspects, including but not limited to:

Employability Trends:

An overview of employability trends in the region.

Hiring Practices:

An in-depth exploration of hiring methodologies employed by organizations.



Salary Trends:

A comprehensive analysis of salary trends across various locations within Delhi NCR.

Qualifications:

Insights into the qualifications, encompassing job-related, technical & foundational skills, that employers and companies seek in potential candidates.

The research team employed purposive sampling techniques to meticulously select 28 employers operating within Delhi NCR who actively recruit candidates possessing a 12th-grade education and vocational training. The job roles for which these employers hire were cross-referenced with common and high-demand job roles for candidates with this educational background. Notably, this cross-reference yielded a consistent pattern, thus affirming the validity of the data.

Additionally, to enhance the robustness of our findings, the data was triangulated with secondary research sources, insights from recruitment agencies, and data from job portals.

It is important to note that out of the 28 shortlisted employers and companies, the research team was able to engage in direct discussions with Human Resources representatives and employers from 10 of these organizations.

Limitations

- **Limited Primary Contact with Employers:** It is important to acknowledge that while conducting this research, primary contact could not be established with all employers whose details, such as hiring practices, qualifications required, and salary trends, are mentioned within this report. The report provides a clear account of the number of employers successfully engaged in discussions compared to the total list of employers or companies under study (see section 'Methodology'). In cases where direct communication was not feasible, secondary sources such as job portals were used to gather data, which was then compared with insights obtained from recruiting agencies. The constraints of the research timeline prevented the research team from triangulating this data directly with the employers.
- **Phase One of the Insight Report:** This report represents the initial phase of our comprehensive insight report exercise. Consequently, the data presented in this report is confined to the specific objectives outlined earlier. This report does not encompass additional data points, such as the total number of job vacancies for all mentioned job roles, the exact count of candidates hired for these roles, or the frequency of hiring for each job role.



Findings and Insights

In this insight report, we have gleaned key insights from interviews with headhunters, recruitment agencies, and employers, shedding light on a notable shift in the recruitment landscape within the Delhi National Capital Region (NCR). Specifically, our research team has observed a distinct change in how employers are approaching the recruitment of entry-level job roles categorized as "grey collared."

Grey collared jobs, situated between traditional white and blue collar roles, encompass a diverse spectrum of occupations, including positions in hospitality, healthcare, information technology (IT), skilled technical support, logistics, transportation, security services, reception, and business process outsourcing (BPO) among others. These roles, often referred to as "essential workers," are vital contributors to various industries and sectors.

RME Team's findings indicate that the dynamics of recruiting for these grey collared positions are evolving. The demand for such job roles and the criteria for defining competitive salary packages are shifting away from industry-specific considerations and focusing more on the inherent skills and qualifications of the candidates.

While a high-level industry overview suggests that telecommunications, IT, and service-related sectors are actively absorbing entry-level candidates for grey collared positions, it's essential to underscore that the primary emphasis lies in matching candidates with job roles that align with their skill sets, ultimately maximizing their earning potential. Consequently, the forthcoming findings presented in this report will prioritize job roles currently in high demand, irrespective of sector boundaries, reflecting this sector-agnostic perspective.

Figure 1: Major sectors and industries actively recruiting at entry level grey collared job roles



Telecommunication

BPO/ Call Centres
Operations related
to Customer Service
and Operations



IT & Service Related

Accounting Services
IT Services & Consulting,
Finance Ops,
Advertising



Sales & Marketing

Sales & Business
Development
Field Sales/Retail

*Source: Interval Survey of RME Team at Tech Mahindra Foundation
June 2023 - July 2023*

Telecommunications

In the dynamic BPO/Call Centre/Telecommunication sector, freshers are presented with a plethora of diverse job roles, each offering unique opportunities for growth and development. These roles include Telesales Representatives, Customer Service Associates, Voice Processing Agents, Tele-Counsellors, Quality Auditors, Non-Voice Process Executives, Technical Support Associates, and Customer Care Representatives.

Within this vibrant sector, freshers engage in a wide range of responsibilities, encompassing tasks such as providing comprehensive product and service information, managing incoming and outgoing calls, adeptly understanding and addressing customer needs and concerns, and adeptly resolving queries to ensure exceptional customer satisfaction. These roles not only serve as a crucial entry point into the industry but also foster a rich foundation for a rewarding career trajectory in this dynamic field.

Figure 2: Major Job Roles for Freshers in the Telecommunication Sector



Source: Interval Survey of RME Team at Tech Mahindra Foundation, June 2023 - July 2023

Top skills in demand in the Telecommunication Sector

In the telecommunication sector, several key skills are notably high in demand, each playing a pivotal role in the success of various roles within the industry.

1. **Strong Communication Skills** stand out as an indispensable asset, particularly for tele-calling roles. Effective communication, encompassing both verbal and written proficiency, is paramount. This includes proper phone etiquette and the ability to articulate ideas clearly and accurately. Examples, (i) clear and articulate communication, (ii) customer service skills such as how to empathetically communicate with customers, address their concerns and provide solutions effectively, (iii) negotiation skills, crisis communication such as in case of network outages, service disruptions, or emergencies, telecom professionals need to communicate urgent information to customers and stakeholders. Proficiency in crisis communication, which involves clarity and reassurance, is essential., (iv) Adaptability to Slang and Colloquialisms: depending on the target audience and region, familiarity with local slang and colloquialisms can help establish rapport and connect with customers on a personal level.
2. **Interpersonal Skills** are highly sought after, with an emphasis on exceptional listening skills. These skills are essential for understanding customer needs, establishing rapport, and making persuasive sales pitches.
3. **Proficiency in Language Skills** is often a mandatory requirement, with fluency in English and Hindi being pivotal for voice communication roles. Fluency in the appropriate language is crucial for effective customer interaction.
4. **Analytical and Interpretation Skills** are of great significance in efficiently analyzing customer needs and resolving queries effectively. Moreover, a strong aptitude for data interpretation and analysis is highly valued in roles where data-driven decision-making is key.
5. **Lead Generation Process** proficiency is another important skill, particularly for roles involving lead generation. Professionals in these roles are expected to call leads and effectively generate new leads.
6. **Computer Knowledge** is indispensable, with roles occasionally necessitating typing skills in lieu of voice communication. Proficiency in typing speed and grammar, along with a working knowledge of software such as MS Excel, is often sought after.

Figure 3: Top Skills in Telecommunication Sector

Telecom Skills

Employees seek the following skills in the Tele-calling sector:



Strong Communication Skills

Effective communication skills are crucial for tele-calling roles. Proper phone etiquette. Ability to speak and write clearly and accurately.



Interpersonal Skills

Excellent interpersonal and listening skills. Required to understand customer need and pitch in sales.



Language Skills

Often mandatorily require fluent English/Hindi voice communication skills



Analytical Interpretation Skills

To efficiently analyse customer needs and resolve queries effectively.



Lead Generation Process

Call on leads provided & generate leads



Computer Knowledge

Typing skills may be required instead of voice communication. Proficiency in typing speed and grammar, may require working knowledge of MS Excel.

Source: Interval Survey of RME Team at Tech Mahindra Foundation, June 2023 - July 2023

When asked to prioritize the top three skills among these, respondents overwhelmingly placed the highest emphasis on a 'Strong Command of Communication Skills', be it in English or Hindi, depending on the language profile of the job role. Following closely, Analytical Skills were deemed crucial, complemented by an intermediate level of proficiency in using MS Excel for tasks such as data sorting, chart creation, trend analysis through data visualization, and basic mathematical functions. Lastly, Time Management and professional presentation were underscored, highlighting the significance of how one manages their time and presents themselves in the telecommunication sector.

Box 1: MS Excel Skills for Telecommunication Sector

In the telecommunication sector, proficiency in Microsoft Excel can be highly advantageous, as it aids in data analysis, reporting, and decision-making. Here are some specific Excel skills that are commonly required in the telecommunication industry, as gathered from primary data:

1. **Data Analysis:** Telecommunication companies often deal with vast amounts of data. Excel skills related to data analysis, such as sorting, filtering, and using functions like SUM, AVERAGE, COUNT, and VLOOKUP, are essential for processing and interpreting data effectively.
2. **Data Visualization:** Creating charts and graphs in Excel (e.g., bar charts, line charts, pie charts) is valuable for presenting data in a visually appealing and understandable manner. This skill can be helpful in conveying trends and patterns in telecommunications data.
3. **Conditional Formatting:** Conditional formatting in Excel helps highlight specific data points based on criteria. Telecom analysts can use this feature to draw attention to important trends or outliers in their data.
4. **Advanced Formulas:** Proficiency in advanced Excel formulas like IF, SUMIF, COUNTIF, CONCATENATE, and INDEX-MATCH can simplify complex calculations and data manipulation tasks.
5. **Data Cleansing:** Cleaning and preparing data is often a crucial step in data analysis. Skills in Excel for text manipulation, removing duplicates, and handling missing data can save time and improve data accuracy.

Automation with Macros: Knowledge of creating and using macros in Excel can help automate repetitive tasks and streamline data processing workflows.

6. **Data Import and Export:** Excel skills related to importing and exporting data from other sources, such as databases or CSV files, are essential for integrating diverse data streams.
7. **Collaboration Tools:** Proficiency in Excel's collaboration features, such as sharing and co-authoring workbooks through cloud services, can facilitate teamwork and data sharing among telecom team members.

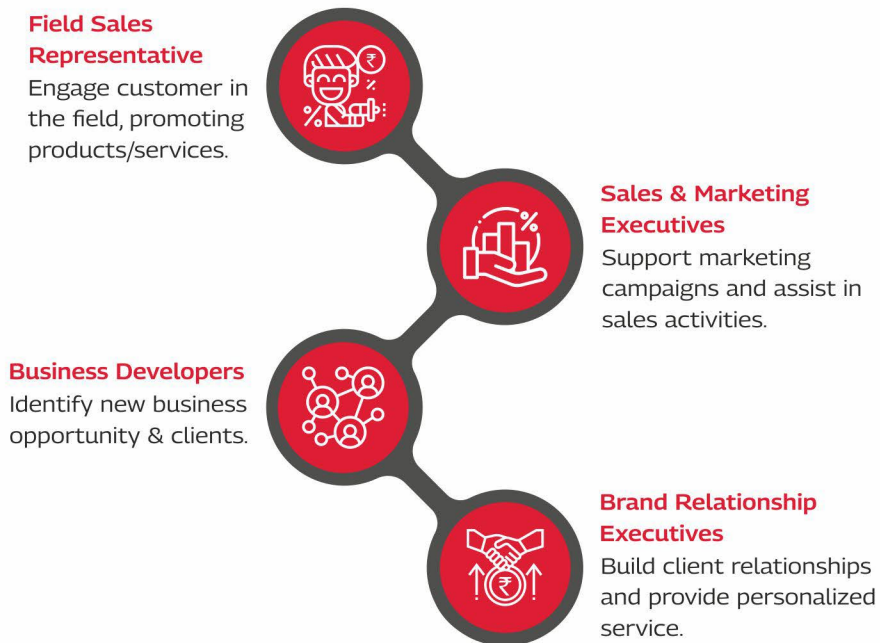
Source: Interval Survey of RME Team at Tech Mahindra Foundation, June 2023 - July 2023

Sales and Marketing

Sales and marketing constitute an overarching job domain encompassing various sub-segments that extend their applicability across diverse sectors, including but not limited to retail, banking and finance, telecommunications, and hospitality. Within this expansive sphere, freshers have access to a wide array of career opportunities, including roles as field sales representatives, business developers, sales and marketing executives, and branch relationship executives.

These roles collectively contribute to vital functions such as acquiring new customers, nurturing and maintaining client relationships, articulating product features and benefits, and working diligently to achieve sales targets. The versatility of these positions makes them not only integral to the sales and marketing sector but also indispensable components of other industries, reflecting their adaptability and significance in the contemporary professional landscape.

Figure 4: Major Job Roles for Freshers in Sales and Marketing



Source: Interval Survey of RME Team at Tech Mahindra Foundation, June 2023 - July 2023

Top skills in demand in Sales and Marketing

Key Sales and Marketing Skills as identified from primary data include the following:

- 1. Strong Communication Skills:** Effective verbal and written communication skills are essential. The ability to establish immediate rapport with customers is crucial, and in some cases, proficiency in multiple languages may be required. Some examples as understood from the conversations with respondents include - i) Verbal Communication: Sales and marketing professionals must be articulate and persuasive when speaking with clients, customers, colleagues, and superiors. They need to convey their message clearly, answer questions, and address objections effectively; ii) Active Listening: Listening is a crucial aspect of communication in sales and marketing. Professionals need to actively listen to customers and clients to understand their needs, concerns, and preferences. This helps in tailoring the sales pitch and marketing strategies; iii) Emotional Intelligence: Understanding and managing emotions, both your own and those of others, is important in sales and marketing. This skill helps in building rapport, handling objections, and resolving conflicts; iv) Negotiations and Networking skills; v) Storytelling: The ability to tell a compelling story that resonates with the audience is crucial in marketing. Storytelling can create emotional connections and engage customers effectively; vi) Feedback Reception: Being open to feedback and using it to improve your communication skills is essential for continuous growth in sales and marketing roles.
- 2. Interpersonal Skills:** Given the frequent face-to-face interactions, excellent interpersonal and listening skills are vital. These skills enable sales professionals to understand customer needs and make persuasive sales pitches. Some examples include - Empathy, Active Listening, Rapport building, Conflict Resolution, Adaptability, Networking, Time management, problem solving, Team Collaboration, Stakeholder Management.
- 3. Lead Generation:** Proactively calling on leads, generating new leads, and maintaining strong customer relationships are central to successful sales and marketing efforts.
- 4. Maintaining Appearance:** Maintaining a professional and presentable appearance is particularly important for field sales representatives. Their frequent engagement in face-to-face interactions with clients and customers necessitates a polished image.

5. **Data Management:** Sales and marketing professionals should be adept at maintaining accurate records, data, and reports on a daily basis. This practice not only ensures streamlined sales operations but also contributes to informed decision-making. Some examples include - Data collection skills such as door-to door surveys, customer feedback surveys, CRM system knowledge, market research knowledge; Data cleaning such as remove duplicates, errors, and inconsistencies; Data analysis and visualization such as creating charts, bar graphs;
6. **Negotiation Skills:** Effective negotiation skills are imperative for handling customer interactions, closing deals, and achieving mutually beneficial outcomes.

Figure 5: Top skills required in Sales and Marketing Job Roles



Strong Communication Skills

Good verbal & written communication. The ability to build rapport with customer instantly. Often, language skills are also required.



Interpersonal Skills

Constant face-to-face interactions require excellent interpersonal & listening skills. Required to understand customer need and pitch in sales.



Lead Generation

Call on leads provided & generate leads. Maintain customer relations.



Maintaining Appearance

Maintaining a presentable appearance for fields sales representative is important, as they frequently engage in face-to-face interactions with clients & customers.



Data Management

Maintaining accurate records, data and reports on a daily basis ensures improved sales operations and decision making.



Negotiation Skills

Good negotiation skills are imperative for handling customer interactions.

Source: Interval Survey of RME Team at Tech Mahindra Foundation, June 2023 - July 2023

Strong communication and interpersonal skills, Data Management and Visualisation and maintenance of appearance were prioritised as skills that will encourage employers to hire candidates. Some employers also hold mock sales pitch or elevator pitch exercises during recruitment to be able to gauge the candidate's proficiency.

IT Services and Related

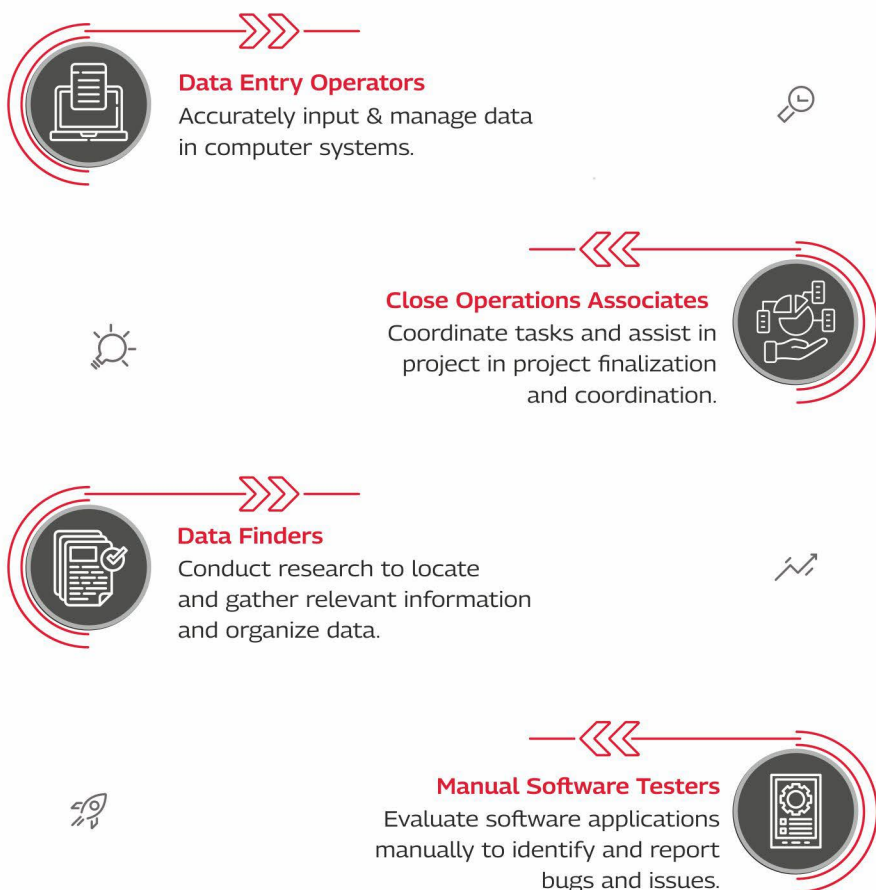
In the IT Services and Related Industry, entry-level job opportunities for freshers encompass a diverse range of roles tailored to various skill sets and interests. Some of the prominent positions available to freshers include:

1. **Data Entry Operators:** These professionals are responsible for accurately inputting data into computer systems or databases. Attention to detail and data accuracy are paramount in this role.
2. **Data Finders:** Data finders specialize in locating and retrieving specific information from various sources, often involving internet research and data extraction.
3. **Back Office/Data Entry Positions:** These roles typically involve administrative tasks related to data management, record-keeping, and document processing within an organization's back-office operations.
4. **Digital Marketing Associates:** In the digital marketing domain, associates assist in executing online marketing campaigns, including activities like content creation, social media management, and search engine optimization.
5. **Financial Consolidation and Close Operations Associates:** Professionals in this role are involved in financial reporting and consolidation activities, ensuring accurate and timely financial data analysis and reporting.
6. **Manual Software Testers:** Manual testers play a crucial role in quality assurance by thoroughly testing software applications to identify and report defects, ensuring a seamless user experience.

These roles collectively encompass a wide array of responsibilities, including data entry, internet research, market research, data analysis, and software testing. Successful performance in these positions demands proficiency in relevant tools and technologies, attention to detail, problem-solving skills, and the ability to adapt to the dynamic IT industry.

As freshers embark on their careers in the IT Services and Related Industry, they could gain practical experience, develop essential skills, and pave the way for future growth within the sector.

Figure 6: Major Job Roles for Freshers in IT Services and Related



Source: Interval Survey of RME Team at Tech Mahindra Foundation, June 2023 - July 2023

Companies and employers also consider fresher candidates with certification in scripting languages like Python, or JavaScript, for automating repetitive testing tasks. Testers may use these languages to create test scripts for tasks like data generation or test case execution. Understanding SQL (Structured Query Language) is important for database testing. Certification for the same can also be considered. Testers may need to write SQL queries to validate data integrity, perform data extraction, or verify data manipulation within the application. Based on the profile and type of job in this sector, candidates may also require working/proficiency in the following (certification is a plus):

- **API Testing:** For testers involved in API testing, knowledge of JSON (JavaScript Object Notation) and XML, along with a language like Python or JavaScript, can be helpful for making API requests and validating responses.
- **Automation Frameworks:** Understanding automation frameworks, which often involve programming languages like Java or C#, can provide insight into how automated tests are developed and executed. This knowledge can aid in collaborating with automation testers.
- **Error Logging and Debugging:** Basic knowledge of error logs and debugging techniques can help testers identify and report defects more effectively.

It's important to note that proficiency in these languages is not typically a strict requirement for manual testers, but having some level of understanding can be advantageous. The specific language knowledge needed can vary depending on the nature of the software being tested and the testing tasks involved. Manual testers can collaborate closely with automation testers and developers who specialize in programming to create effective testing strategies and ensure the overall quality of the software.



Top Skills in Demand in IT Services and Related

In the current landscape of hiring for IT services and related fields, employers and hiring agents prioritize specific key skills when considering fresher candidates. These skills are instrumental in ensuring candidates' readiness for roles in these industries:

1. **Strong Analytical Skills:** A fundamental requirement across various IT service roles, the ability to think logically and analyze information with precision and accuracy is highly valued. This skill is particularly crucial in data entry positions, where meticulous attention to detail is essential.
2. **Digital Marketing Skills:** Proficiency in digital marketing tools, techniques, and strategies is in high demand. Candidates must not only possess a foundational understanding of digital marketing but also demonstrate adaptability to emerging trends and technologies in the ever-evolving digital landscape.
3. **Computer Knowledge:** A strong foundation in computer skills is imperative. Proficiency in software applications such as MS Excel and Office is essential for efficient data entry, processing, and document management.
4. **Organizational Skills:** Candidates are expected to exhibit exceptional organizational skills, paying meticulous attention to detail and effectively managing their time and tasks. These skills are vital in ensuring smooth workflow and project execution.
5. **Coordination Skills:** Collaboration and coordination within cross-functional teams are increasingly prevalent in IT services and related fields. The ability to work harmoniously with colleagues from various departments and contribute to the successful implementation of digital marketing strategies is highly valued.
6. **Market Research:** Proactive engagement in market research is a distinguishing skill. Candidates should possess strong internet research skills to discover new customer data and company information, staying updated with market trends and customer preferences.

These key skills collectively contribute to a candidate's competitiveness in securing positions within IT services and related fields. As the industry continues to evolve, candidates who excel in these areas are better positioned to meet the demands of their roles and contribute effectively to their organizations' success.

Box 2: Digital Marketing Skills for Entry Level roles in IT Services and Related

Entry-level positions in IT services may require various digital marketing skills to support the organization's online presence, brand visibility, and customer engagement. Here are some essential digital marketing skills that can be valuable for entry-level positions in IT services, as understood from primary data:

1. **Social Media Management:** Proficiency in managing and optimizing social media profiles across platforms like Facebook, Twitter, LinkedIn, Instagram, and others. Skills should include creating engaging posts, scheduling content, and analyzing social media metrics.
2. **Content Creation:** Basic content creation skills, including writing, editing, and designing visual content (images, infographics, videos) for digital marketing campaigns and social media.
3. **Search Engine Optimization (SEO):** Understanding of SEO principles to optimize website content, improve search engine rankings, and drive organic traffic. Knowledge of keyword research, on-page SEO, and link building is beneficial.
4. **Email Marketing:** Familiarity with email marketing platforms and the ability to create and execute email campaigns. Understanding of email segmentation, A/B testing, and email analytics is a plus.
5. **Google Analytics:** Basic knowledge of Google Analytics to track website traffic, user behavior, and campaign performance. Ability to generate reports and extract actionable insights.
6. **Paid Advertising:** Basic understanding of pay-per-click (PPC) advertising, including Google Ads and social media advertising platforms. Knowledge of ad creation, budget management, and campaign optimization.
7. **Marketing Automation:** Familiarity with marketing automation tools (e.g., HubSpot, Mailchimp) for lead nurturing, drip campaigns, and workflow automation.

8. **Analytics Tools:** Proficiency in using digital marketing analytics tools such as Google Analytics, Google Search Console, and social media analytics platforms to measure and analyze campaign performance.
9. **Content Management Systems (CMS):** Ability to work with CMS platforms like WordPress or Drupal to update website content, publish blog posts, and make basic design changes.
10. **Basic Graphic Design:** Basic design skills using tools like Adobe Photoshop or Canva to create visually appealing graphics for social media posts, blog headers, and email campaigns.
11. **Video Editing:** Basic video editing skills for creating and editing short promotional videos or video content for social media.
12. **Understanding of Online Marketing Channels:** Knowledge of various online marketing channels, including content marketing, social media marketing, email marketing, and influencer marketing.
13. **Conversion Rate Optimization (CRO):** Basic understanding of CRO principles to improve website usability and increase conversion rates.
14. **Marketing Research:** Basic market research skills to understand target audiences, competitor analysis, and industry trends.
15. **Effective Communication:** Strong written and verbal communication skills to create compelling marketing copy and collaborate with team members.

These digital marketing skills can provide a strong foundation for entry-level positions in IT services. Depending on the specific role and organization, additional skills and knowledge may be required. Demonstrating a willingness to learn, adapt, and stay updated with industry trends is also highly valuable in the dynamic field of digital marketing within the IT services sector.

Source: Interval Survey of RME Team at Tech Mahindra Foundation, June 2023 - July 2023

Entry level positions, Salary Trends, Qualifications of different companies

Below, you will find a comprehensive compilation of data collected from various companies currently recruiting freshers with vocational training across the Delhi National Capital Region (NCR). The presented tabular data provides valuable insights into the following aspects:

1. **Job Roles:** A breakdown of the diverse job roles being actively hired for by these companies.
2. **Salary Trends:** An analysis of prevailing salary trends within the Delhi NCR region for these job roles.
3. **Qualifications Required:** A detailed overview of the qualifications and skillsets expected and required by these companies for prospective candidates.

This data offers a comprehensive view of the current employment landscape for freshers with vocational training in the Delhi NCR area and serves as a valuable resource for job seekers and employers alike.



Annexures

Annexure 1 - Data Collection Interview Schedule for Employers

Informed Consent: My name is <insert name>. I am talking to you on behalf of Tech Mahindra Foundation, the CSR arm of Tech Mahindra Limited. We are conducting a survey to understand your hiring and recruitment procedures for freshers, which will be discussed in this survey.

This survey is divided in the following components:

1. Profile of the Organization
2. Current Job Roles
3. Recruitment Process
4. Persons with Disabilities

This survey will approximately take 45 minutes of your time. Any information you share is strictly confidential and anonymous. Your response will be aggregated and used only for the purpose of this study. Further, your participation in this survey is voluntary, and you can refuse to participate.

Please feel free to ask us any questions or clarifications before starting the survey. *<Field enumerator to answer any questions asked by the respondent>.*

Do you agree to participate in this survey?

1. Yes
2. No

Our team will take some photographs of the infrastructure, staff, and equipment at the organization. The photographs may be used in a report, and due credit of the location will be mentioned. Do you agree to be photographed for this survey?

1. Yes
2. No

INSTRUCTIONS FOR THE INTERVIEWER: Requesting all interviewers to take the information in-person. Video/telephonic interviews can be considered in cases where interviewer cannot physically visit the employer. The below questionnaire tool has a mix of closed and open ended questions. For certain questions, there are alternate ways also identified in which the interviewer can ask the question to the respondent.

I. Background Details

1. Name of the Company/employer:
2. Location:
3. Sector:
4. Name of the Respondent / Contact Person:
5. Designation of the Respondent:
6. Contact Number of the Respondent:
7. Email Address of the Respondent:

II. Details about Fresher Job Roles

8. Do you hire freshers in your company?

- a) Yes
- b) No

If YES, then please proceed to answer the following -

1.1. What are the different job roles that you hire freshers for?

(Write down each job role given by the respondent. Against each job role identified, ask the below questions)

1.3. What eligibility do you look for?

- a) Diploma
- b) Graduate
- c) Both

1.4. Is there any gender preference?

- a) Yes
- b) No
- c) Maybe

1.6. What is the average salary for the fresher in this job role?

1.7. What is the highest salary for the fresher that is offered for this job role?

1.8. For the above-mentioned positions, what are the other perks offered along with the salary?

- Bonus
- Commission
- EPF
- Health Insurance
- Local Conveyance
- Over-time
- Any Other _____

1.8. What kind of skillset do you look for in the fresher candidate for this particular job role?

(Please try and identify the top 5 skills the employer looks for. Ensure the skills include not only technical skills, but other foundational/interpersonal/soft skills that the employer looks for. Any other skillset that can increase a candidate's chances of being shortlisted for the job will also help).

III. Recruitment Process

Kindly give us information about your recruitment process for the jobs you hire for in your organization.

1. From the job roles identified by you, which job roles do you have difficulty in hiring?

(Please list out all the job roles identified by the respondent, and ask this question)

2. What is your recruitment source?

You may choose more than one option. If there is any source missing from the given list, please choose the 'others' option and mention your source(s).

- a) Employee Referral Program
- b) External Contacts
- c) Open Market
- d) Outsource
- e) Walk-In
- f) Campus Recruitment
- g) Internal Job Posting
- h) Consultant
- i) Other _____

2. How does the company publish its job openings? (Through job-search portals, newspapers, word-of-mouth, internal references, recruitment agencies) List names of 3 to 4 sources. Are there any preferred portals or newspapers?

4. Do you get skilled candidates?

- a) Easily
- b) Moderately/sometimes
- c) Difficult

5. Any other remarks/or comments?

6. Does the company run any campus recruitment programs?/Do you tie up with different educational institutes for recruitments

- a) Yes
- b) No

5.1. If YES, please list such campuses/academics -

6. If YES, does the company give feedback on technical/managerial/administrative/soft skill sets deficiency to these campuses?

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