



Career Outlook

Report

HY2, July–December, 2024



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TeamLease EdTech Career Outlook Report (HY2, Jul – Dec, 2024)



Preface

The latest Career Outlook Report by TeamLease EdTech provides a comprehensive analysis of the current job market landscape for freshers in India. Contrary to the prevailing concerns about joblessness and unemployability among new graduates, our findings reveal a positive trend in hiring intent among employers. This report aims to bridge the gap between freshers and the job market by highlighting key job roles, skills in demand, and educational courses that can enhance employability.

For the period of July to December 2024, the hiring intent for freshers has shown a promising increase to 72%, up from 68% in the first half of the year. This surge reflects a growing confidence among employers in the potential of fresh talent to contribute effectively to their organizations. The report identifies top job roles that are currently in high demand, such as Full Stack Developer, SEO Executive, Digital Sales Associate, and UI/UX Designer. These roles are indicative of the evolving needs of the industry, particularly in the technology and digital sectors.

Furthermore, the report delves into the essential skills that employers are seeking. Core skills like cybersecurity, cloud computing, and data analytics are highlighted as critical for securing these roles. In addition to technical proficiencies, soft skills such as communication, negotiation, and teamwork are also emphasized as crucial components of a well-rounded candidate.

During my interactions with University leaders, very often, I have been asked, how should Universities plan their course catalogues and curriculum; where is the data to help us make decisions? Our Career Outlook Report is our attempt to help HEIs get some insights into the minds of the employers. The report suggests several in-demand courses that can significantly boost employability; certifications in financial planning, graphic design, digital marketing, and data science are among the top recommendations. These courses are designed to equip freshers with the relevant skills and knowledge that align with industry requirements.

Overall, this report serves as a valuable resource for freshers, educational institutions, and employers alike. By providing actionable insights and data-driven analysis, it aims to facilitate better alignment between academic training and industry expectations, thereby enhancing the employability of freshers and preparing them for successful careers in the dynamic job market of modern India.

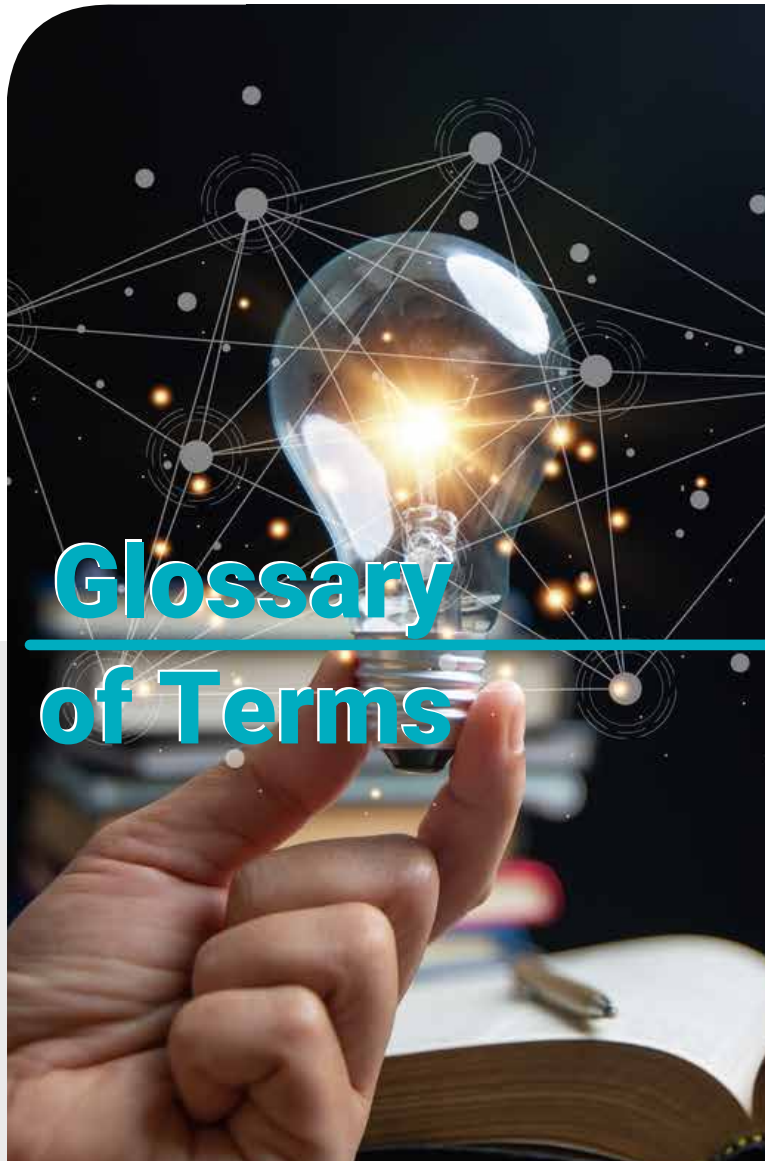
Shantanu Roj
Founder & CEO, TeamLease EdTech



Introduction

TeamLease EdTech, with its vision of 'Making India Employable', has come out with a forecast report to track the dynamics of the job market for freshers. Our endeavour is to analyse the job market trends and produce insights that will keep first-time job seekers informed about upcoming changes in the job market. Following the precedent set by the TeamLease Group, we have mined employer sentiment, jobs, and course intelligence data to help job seekers navigate the job market effectively.

As hiring intent for freshers marginally improved to 72% for the current half-year (July-December, 2024) – a 4% increase over the January-June 2024 half-year, the report aims to assist freshers combat the challenges of new corporate India. This report is intended to guide freshers and provide information on what to expect from a job search perspective during the July- December, 2024 period. It highlights the job roles in demand and the essential skills (core and associated) required for those roles. The report also highlights the top skill-enhancing courses that can act as employability boosters for these roles. The report is intended to be a source of market information that helps freshers acquaint themselves with current market trends. With the knowledge of the right skills, freshers can equip themselves to gain fulfilling employment. It shall also help higher educational institutions understand the expectations of the industry and modify their curriculum accordingly.



Glossary of Terms

Freshers: are first-time jobseekers whose educational qualifications range from 10th / 12th standard through Postgraduate Diploma and Doctoral candidates.

Intent to Hire/Hiring Intent: is a measure which represents the percentage of employers likely to hire fresh graduates during the six-month time period that is in consideration.

Core skills: are the critical set of skills that enable a candidate to carry out a given job role. It is comprised of the functional and technical skills that the given job role demands.

Associated skills: are the additional, mostly soft-skills, that complete the entirety of skills a candidate must possess in order to perform satisfactorily in a given job role.

Domain skills: are skills that are specific to the technical domain within which a given job role exists. They could be a combination of functional and soft skills relevant to a given domain.

Tech skills: are technological skills that are relevant for a given domain and/or a given function, and are a subset of a broader, universal set of technological skills.

Employability: is the measure of a candidate to possess the skills and abilities to obtain a job, to perform satisfactorily in a job, and to make consistent progress in one's career.

Hiring sentiment: is the likelihood that an employer will hire people for their organization during a specified time period.

Degree Apprenticeship: is a structured educational program that combines work experience with academic study, allowing individuals to earn a degree while gaining practical skills and knowledge in a specific profession.



EXECUTIVE SUMMARY

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Executive Summary

Hiring Intent for freshers during July-December, 2024

Employers' intent to hire freshers:

72% of employers surveyed across India intend to hire freshers during July-December, 2024.

Job roles and skills in demand for freshers during July-December, 2024

Top job roles in demand:

Top job roles freshers can expect to be employed in are: Full Stack Developer, SEO Executive and Digital Sales Associate.

Top domain skills in demand:

Top domain skills employers expect freshers to possess are: Cybersecurity, Cloud Computing, Data Analytics, and Search Engine Optimization.

Top soft skills in demand:

Top soft skills employers expect freshers to possess are: Communication, Negotiation, Project Management and Teamwork.



Executive Summary

Hiring Intent for freshers during July-December, 2024

In-Demand courses

☐ In-demand courses that freshers can undertake to increase their employability: Certification in Financial Planning, Graphic Design, Digital Marketing and Data Science.

Hiring sentiment across industries and cities

(Percentages represent the proportion of employers within the respective industry/city)

Top 3 industries that intend to hire freshers during July-December, 2024

- ☐ E-commerce & Technology Start-ups: 61%
- ☐ Engineering & Infrastructure: 59%
- ☐ Retail: 54%

Top 3 cities that intend to hire freshers during July-December, 2024

- ☐ Bangalore: 74%
- ☐ Mumbai: 60%
- ☐ Chennai: 54%

Executive Summary

Hiring Intent for Degree Apprentices during July-December, 2024

Degree Apprenticeship hiring sentiment across industries and cities

(Percentages represent the proportion of employers within the respective industry/city)

Top 3 industries that intend to hire degree apprentices during July-December, 2024

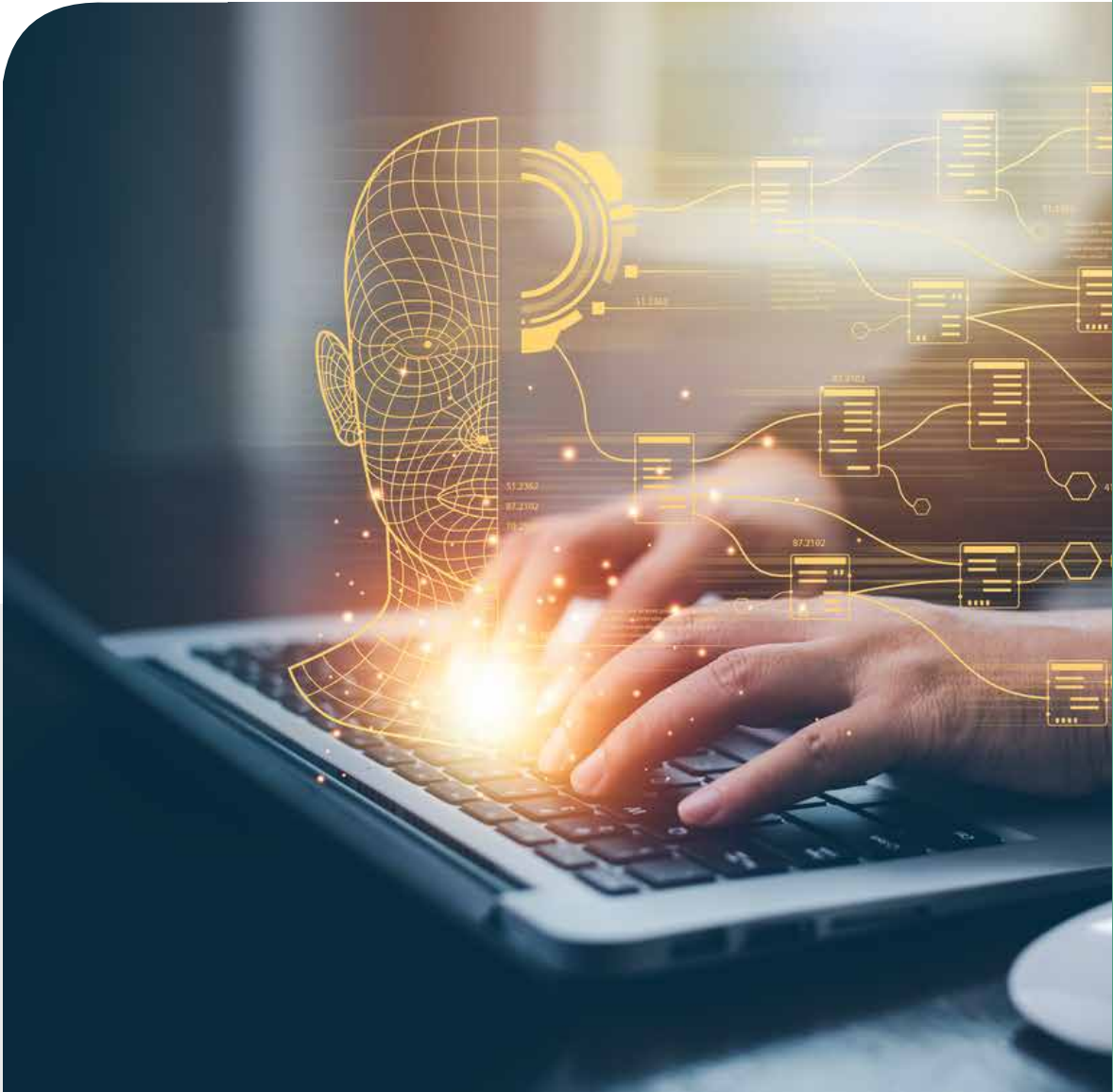
- ❑ Manufacturing 25%
- ❑ Engineering & Infrastructure: 19%
- ❑ Construction & Real Estate: 11%

Top 3 cities that intend to hire degree apprentices during July-December, 2024

- ❑ Bangalore: 25%
- ❑ Chennai: 21%
- ❑ Mumbai: 16%

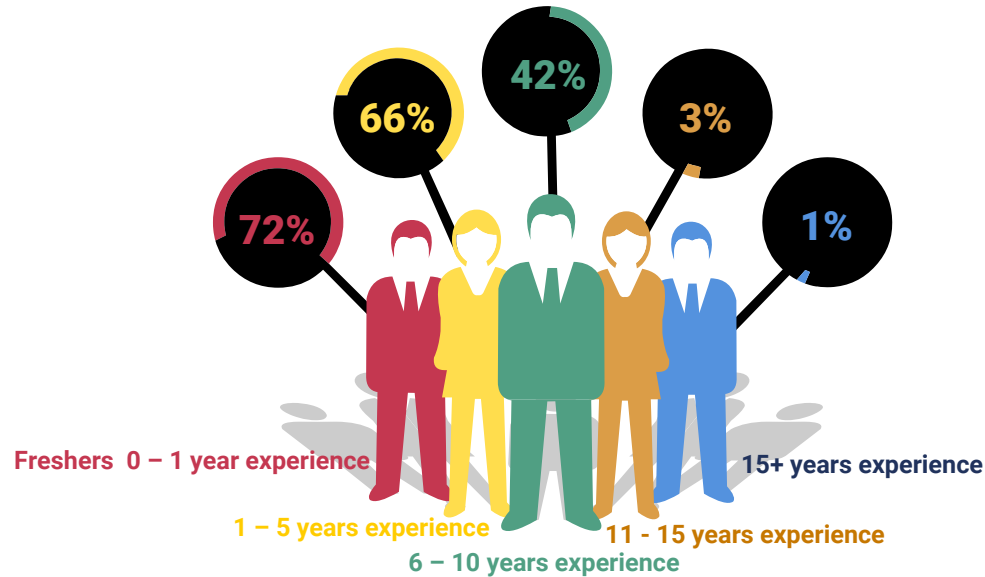
Role of Corporates in Shaping Higher Education:

- ❑ Employers suggest enhancing curricula with experiential learning (70%), industry-academia partnerships (62%), and the addition of emerging industry skills to the curriculum (58%) to better align academic training with industry needs.
- ❑ Aligning educational programs with industry needs boosts business productivity (81%) and graduate employability (78%), preparing a skilled workforce for modern job market challenges.



EMPLOYERS' INTENT TO HIRE FRESHERS

Overview of Hiring Intent in India



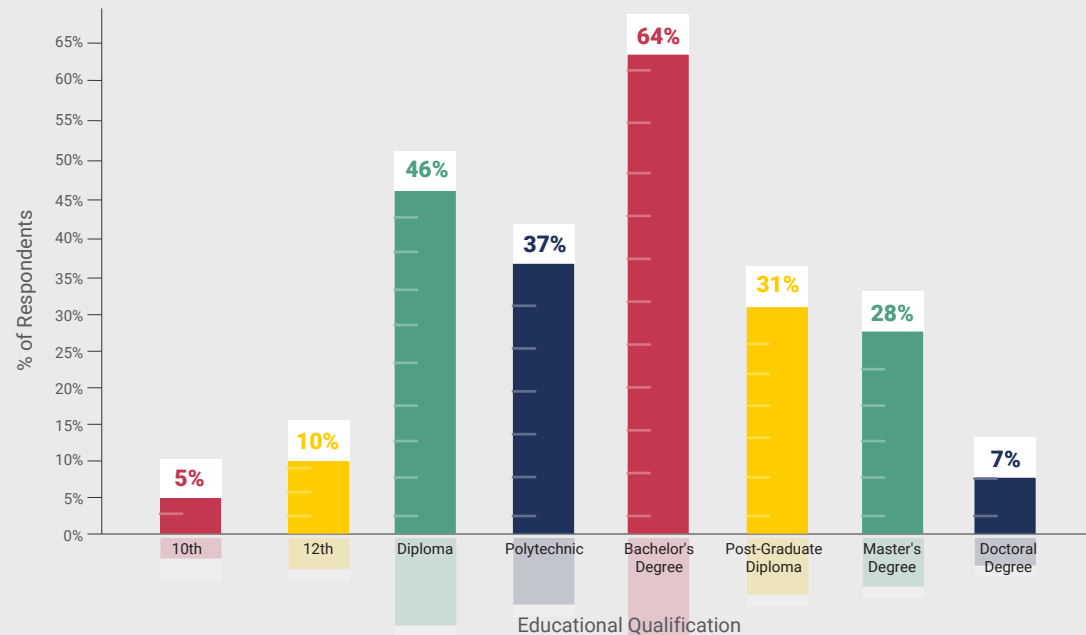
Overall Intent to Hire: 81%

The overall intent to hire across all categories is **81%**.

The hiring intent for freshers for the current HY [July-December, 2024] is **72%**. It witnesses a marginal increase of **4%** from what was seen in January-June, 2024 [**68%**].

Percentages represent the proportion of employers who are intending to hire from each of the five work experience categories.

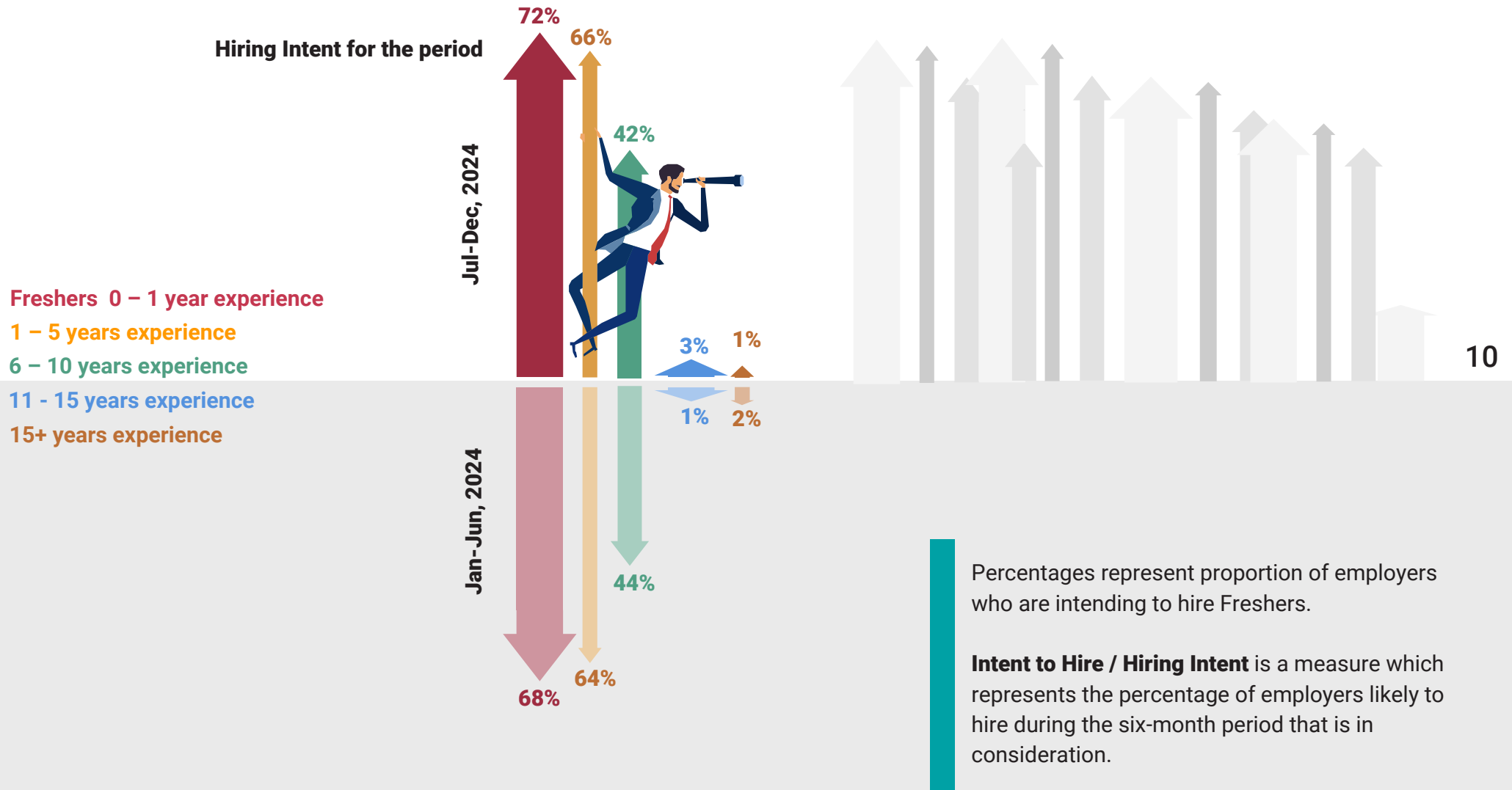
Intent to Hire/Hiring Intent is a measure which represents the percentage of employers likely to hire during the six-month period that is in consideration.



Source: TeamLease employer surveys administered during Apr-July, 2024

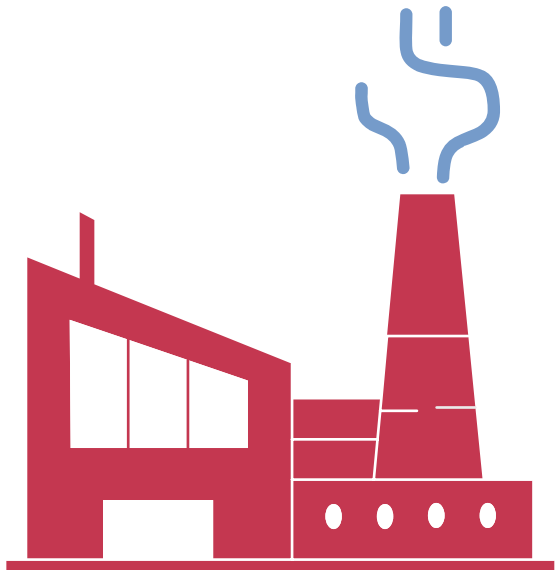
Overview of Hiring Intent in India [HY2, 2024]

A Comparison with HY1 Jan 2024 – Jun 2024 – across all categories



Source: TeamLease employer surveys administered during April-July, 2024

Industry Trends Driving Growth and Jobs



Manufacturing

India's manufacturing Industry are fueled by investments in automobile, electronics, and textile industries, and is poised to reach **USD 1 trillion** by 2025-26, driven by robust growth across the country.

The positive developments in the manufacturing industry, including production capacity expansion, government policy support, and PE/VC-led investment, create a robust pipeline of job opportunities for freshers, contributing to the country's sustained economic growth in the coming years.

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Retail

Nearly 60 shopping malls with 23.25 million sq.ft of retail space are set to open from 2023-25, driving significant demand for new employees.

Indian Retail Companies are aggressively expanding their offline presence across tier 2-3 cities, creating numerous job opportunities and seeking fresh talent with hyperlocal understanding, sales skills, and online-offline landscape knowledge to support this growth.



Sector Trends Driving Growth and Jobs



Travel & Hospitality

Leading hospitality firms are scaling up their infrastructure and operations, aiming to increase their footprint in the market. This expansion effort is expected to create numerous entry-level opportunities for freshers across various roles in the hospitality sector.

The adoption of technology for contactless services, digital marketing, and guest experience management is driving the need for tech-savvy freshers to manage these innovations effectively.

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FMCG

The substantial growth of Indian food processing output is expected to double from **USD 263 billion** in 2019-20 to **USD 535 billion** by 2025-26, growing at a **CAGR of 12.6%**, driven by emerging categories like dairy products, frozen meat, RTE, and snacks, is a key growth driver for the FMCG industry.

FMCG companies are expanding into rural and semi-urban areas, creating opportunities for freshers in distribution, retail management, and market research tailored to local market insights.





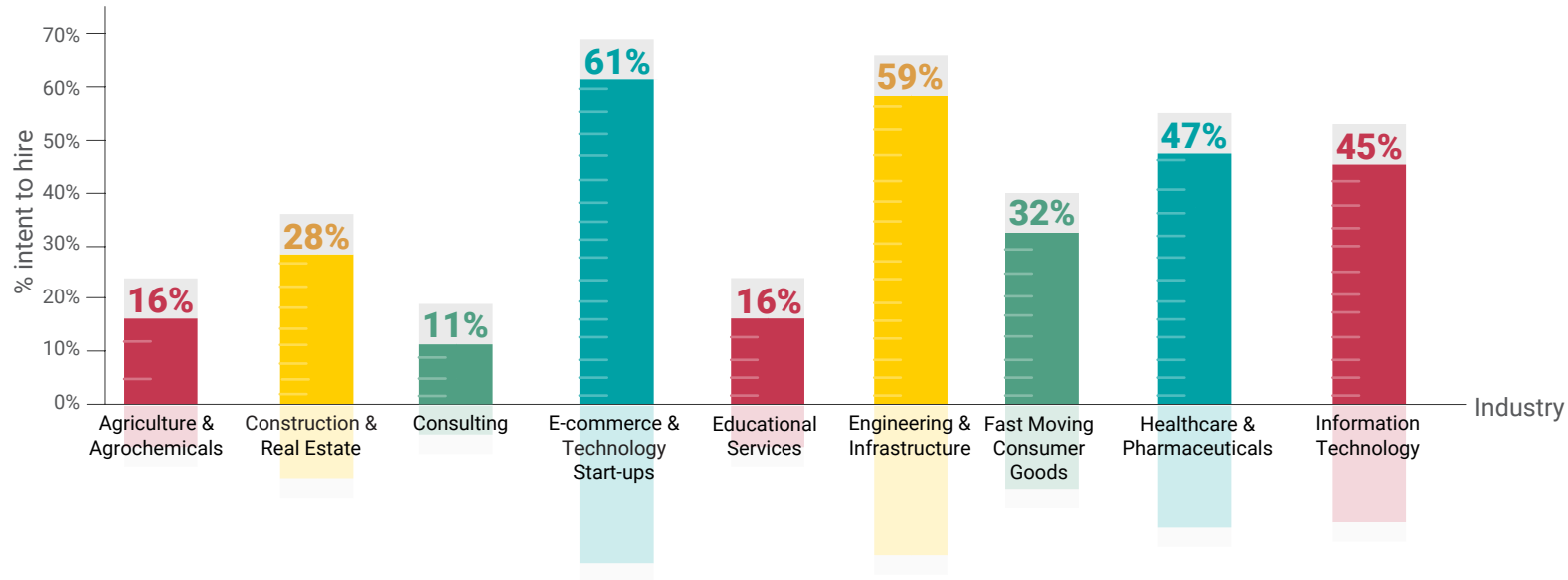
FRESHER HIRING SENTIMENT

By Industry and City

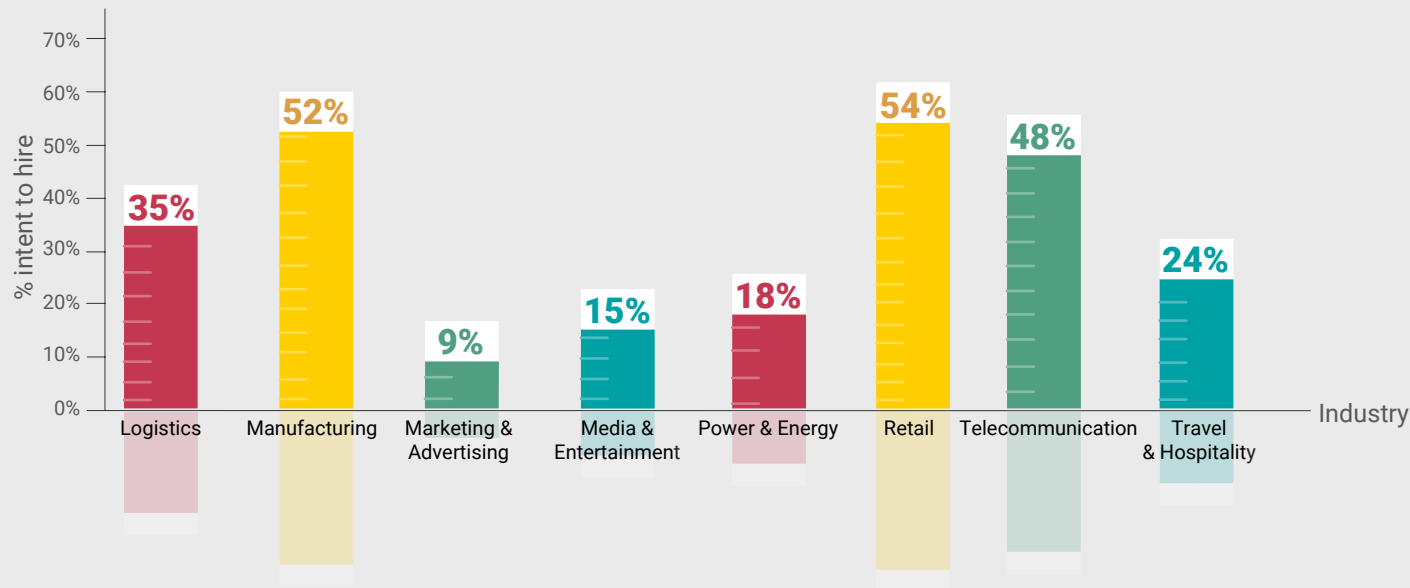
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Fresher Hiring Sentiment

By Industry



Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to hire.



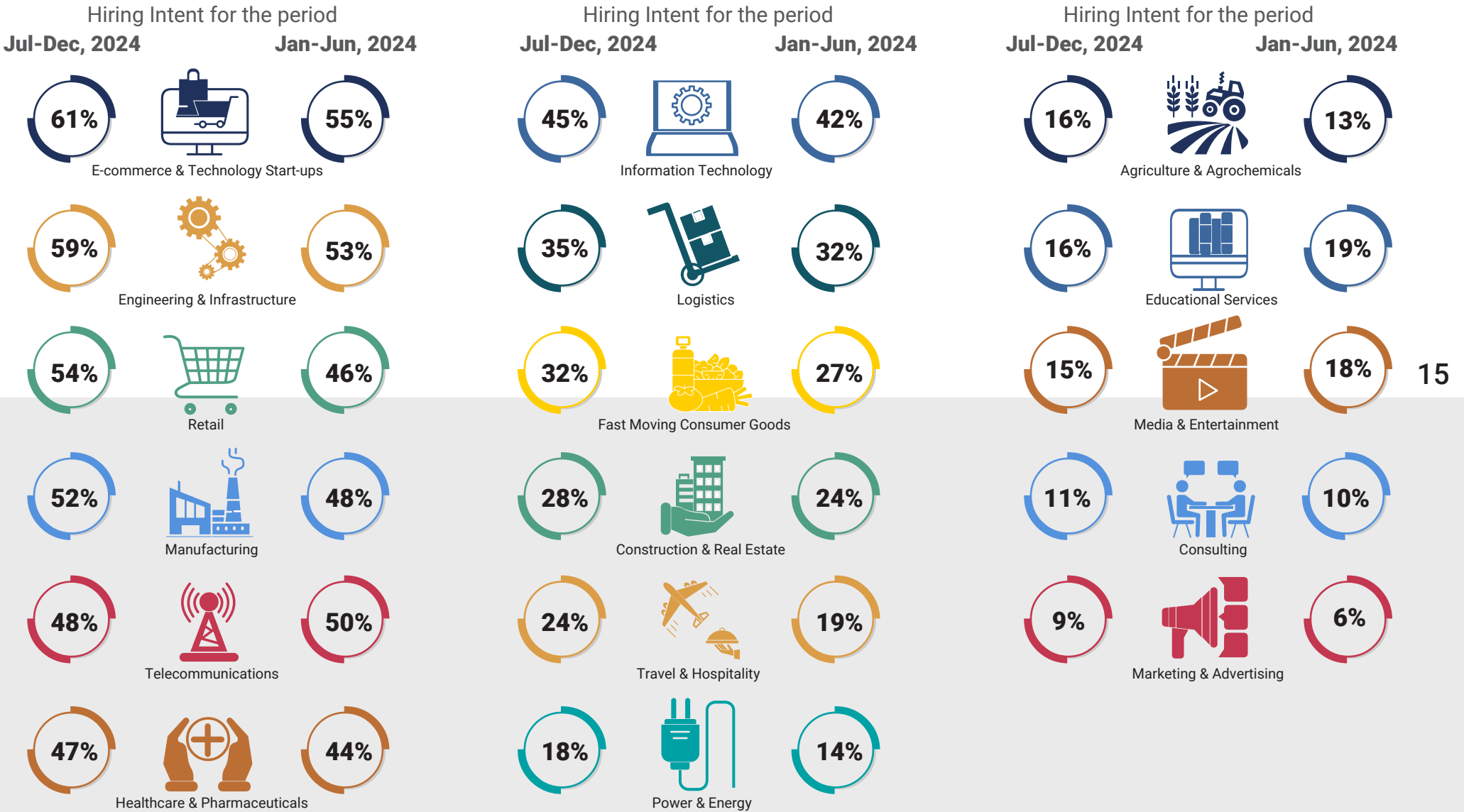
The top three industries that intent to hire freshers in the current HY [July-December, 2024] are E-commerce & Technology Start-ups (61%), Engineering & Infrastructure (59%), and Retail (54%).

Source: TeamLease employer surveys administered during April-July, 2024

Note: Hiring period – July-December, 2024
Percentages indicate Intent to Hire

Fresher Hiring Sentiment [HY2, 2024]

A Comparison with HY1 Jan 2024–Jun 2024 – By Industry

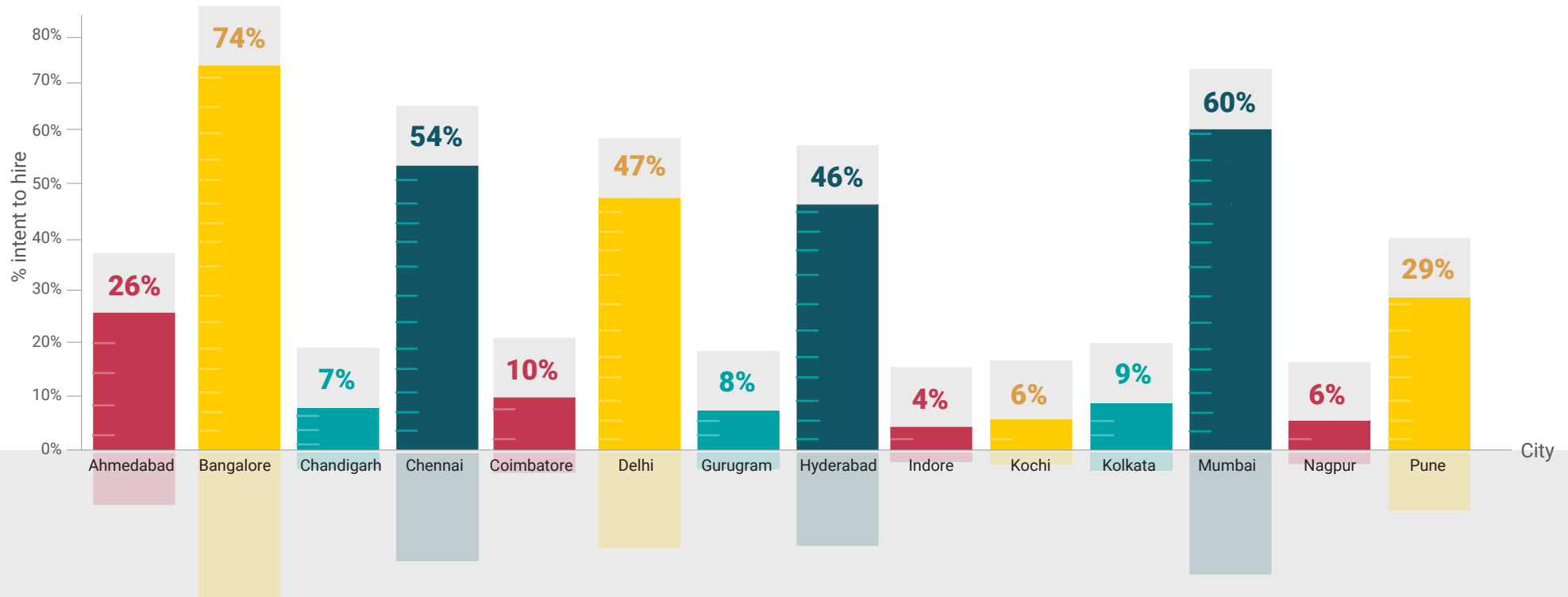


Source: TeamLease employer surveys administered during April-July, 2024

Note: Industries are listed in the descending order of the Intent to Hire

Fresher Hiring Sentiment

By City



16

Percentages are specific to each city, and represent the proportion of employers within each city who intend to hire.

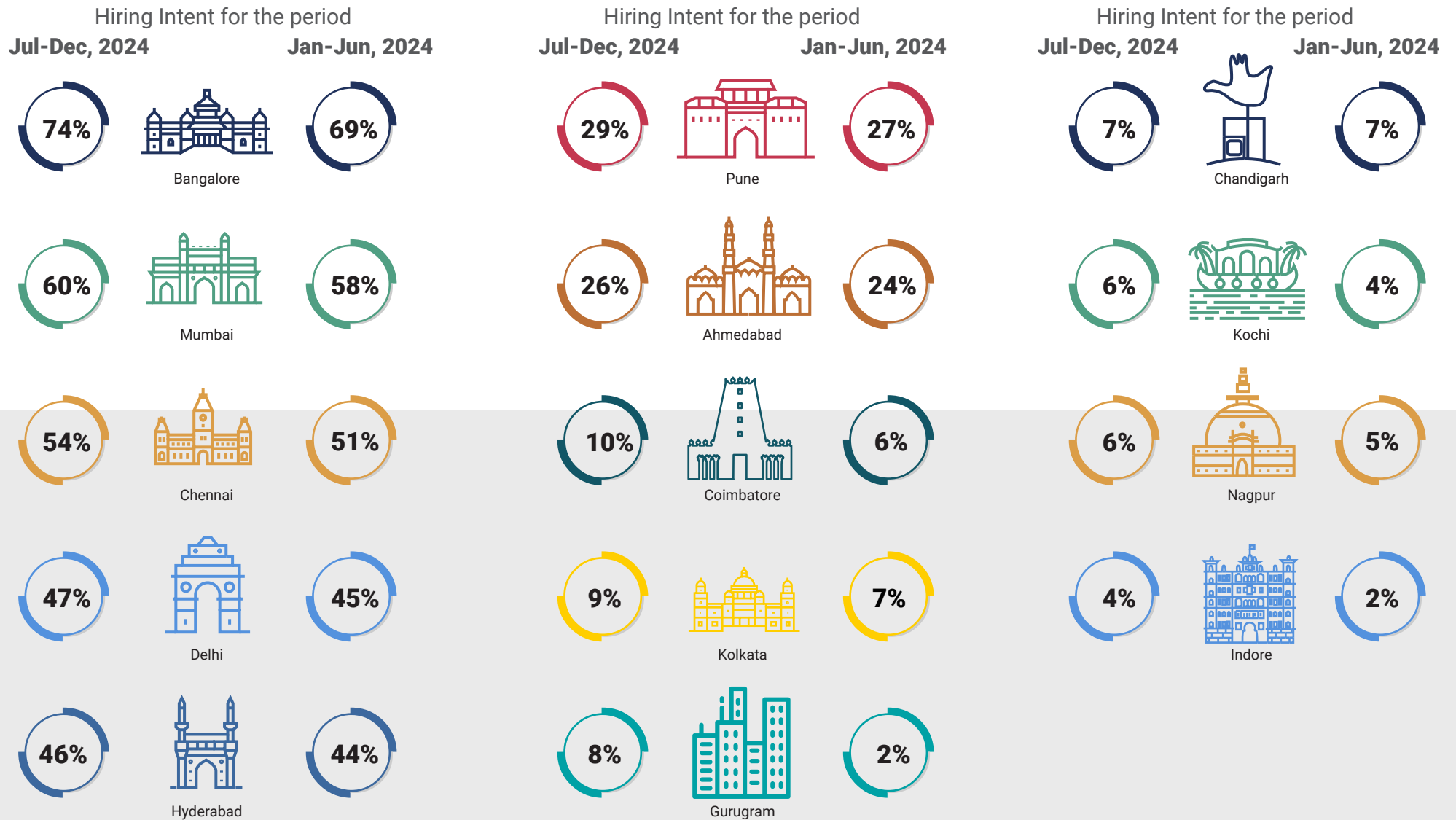
The top three cities where there is an intent to hire freshers in the current HY [July-December, 2024] are Bangalore (74%), followed by Mumbai (60%) and Chennai (54%).

Source: TeamLease employer surveys administered during April-July, 2024

Note: Hiring period – July-December, 2024
Percentages indicate Intent to Hire

Fresher Hiring Sentiment [HY2, 2024]

A Comparison with HY1, Jan 2024 – Jun 2024 – By City



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Source: TeamLease employer surveys administered during April-July, 2024

Note: Cities are listed in the descending order of the Intent to Hire

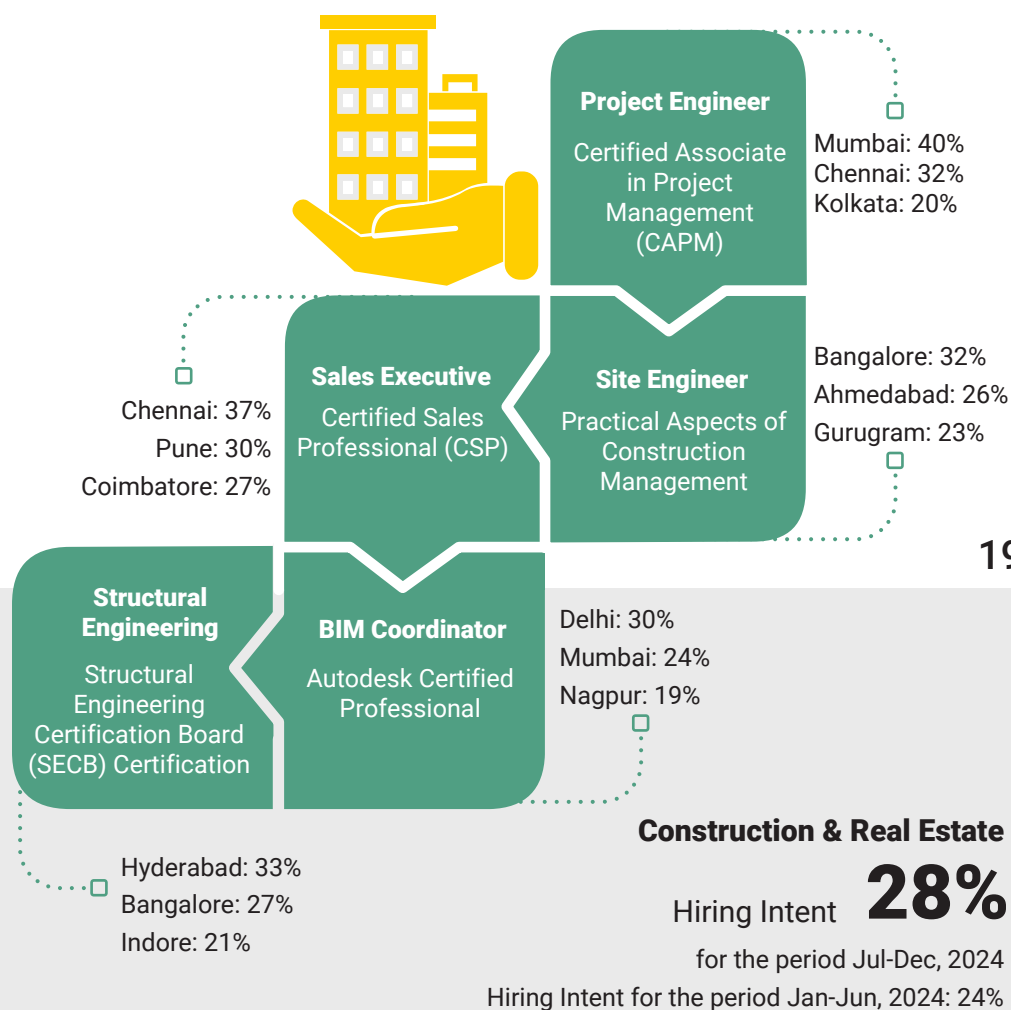
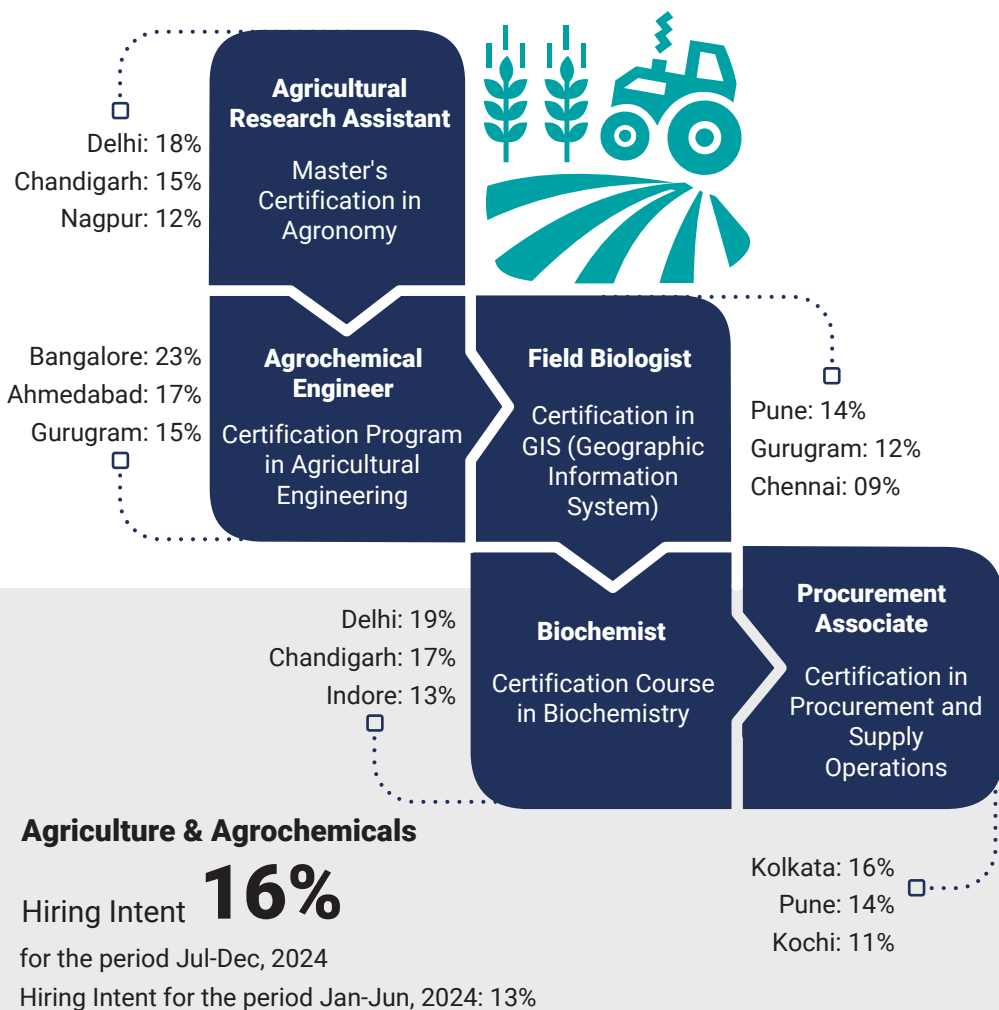


HIRING TRENDS

**By Top Roles, In-Demand Courses
Across Industries & Cities**

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Hiring Trends - Job Roles vs. Cities



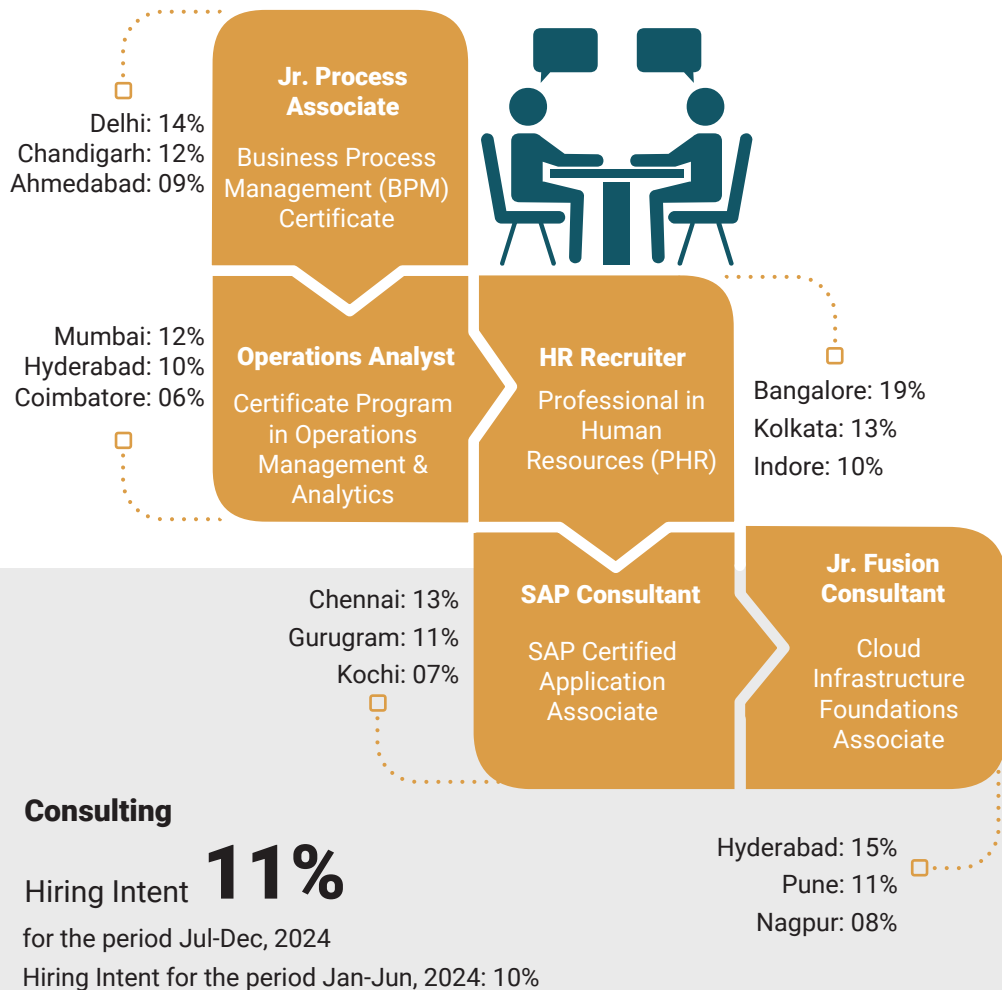
Highest Demand for **Agrochemical Engineer in Bangalore (23%)** and **Biochemist in Delhi (19%)**

Highest Demand for **Project Engineer in Mumbai (40%)** and **Sales Executive in Chennai (37%)**

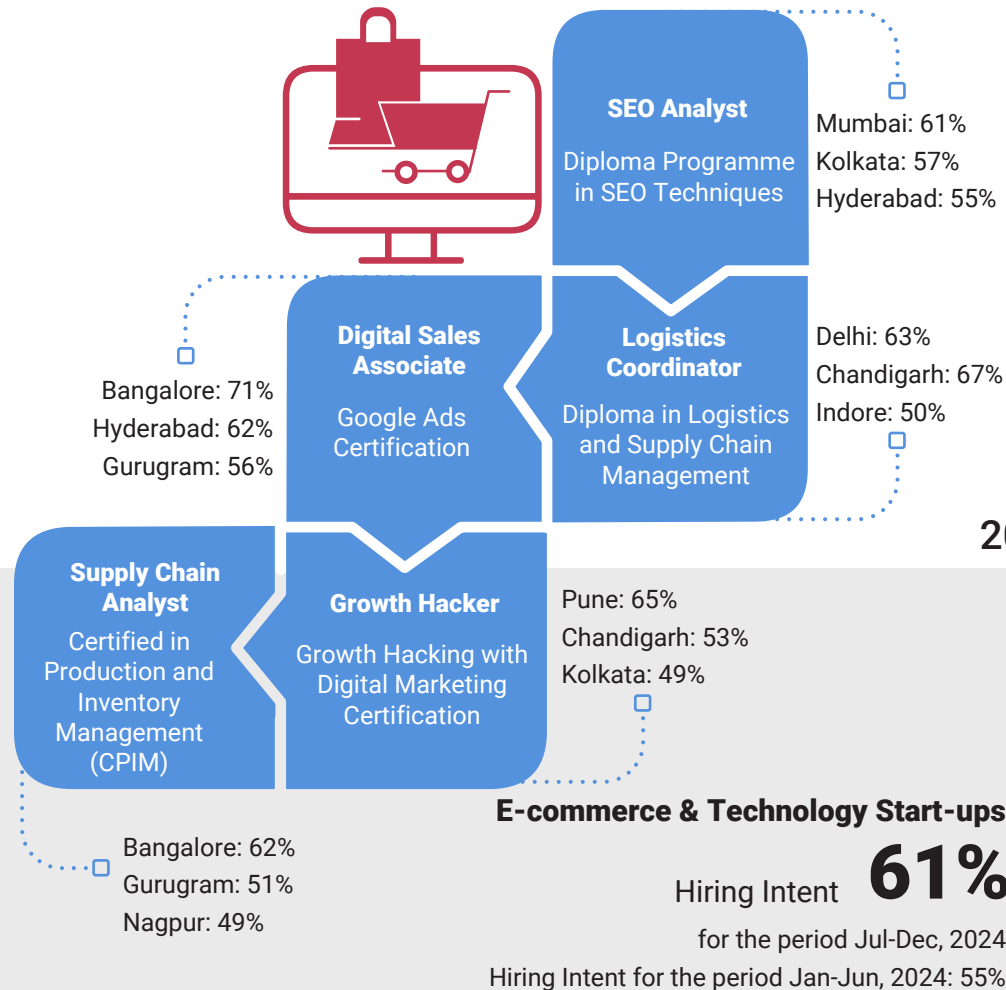
Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



Highest Demand for **HR Recruiter in Bangalore (19%)** and **Jr. Fusion Consultant in Hyderabad (15%)**

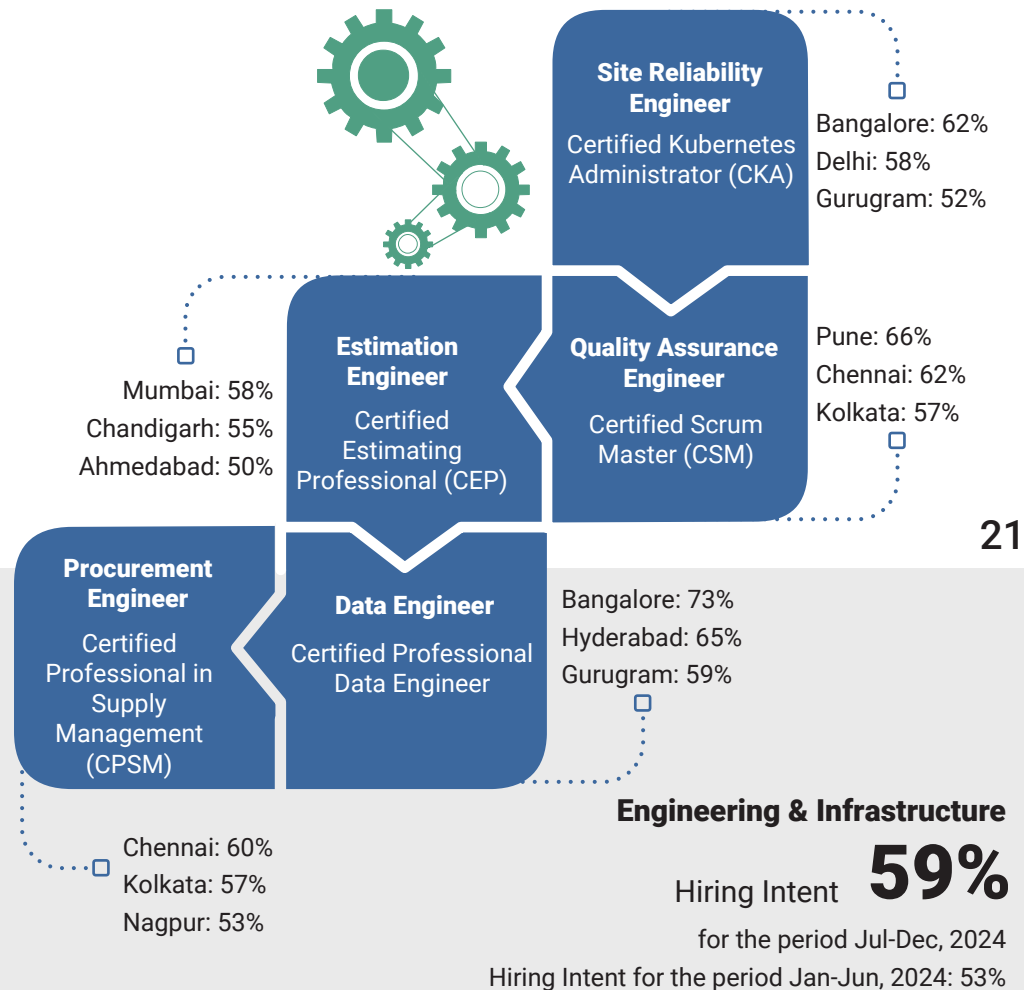
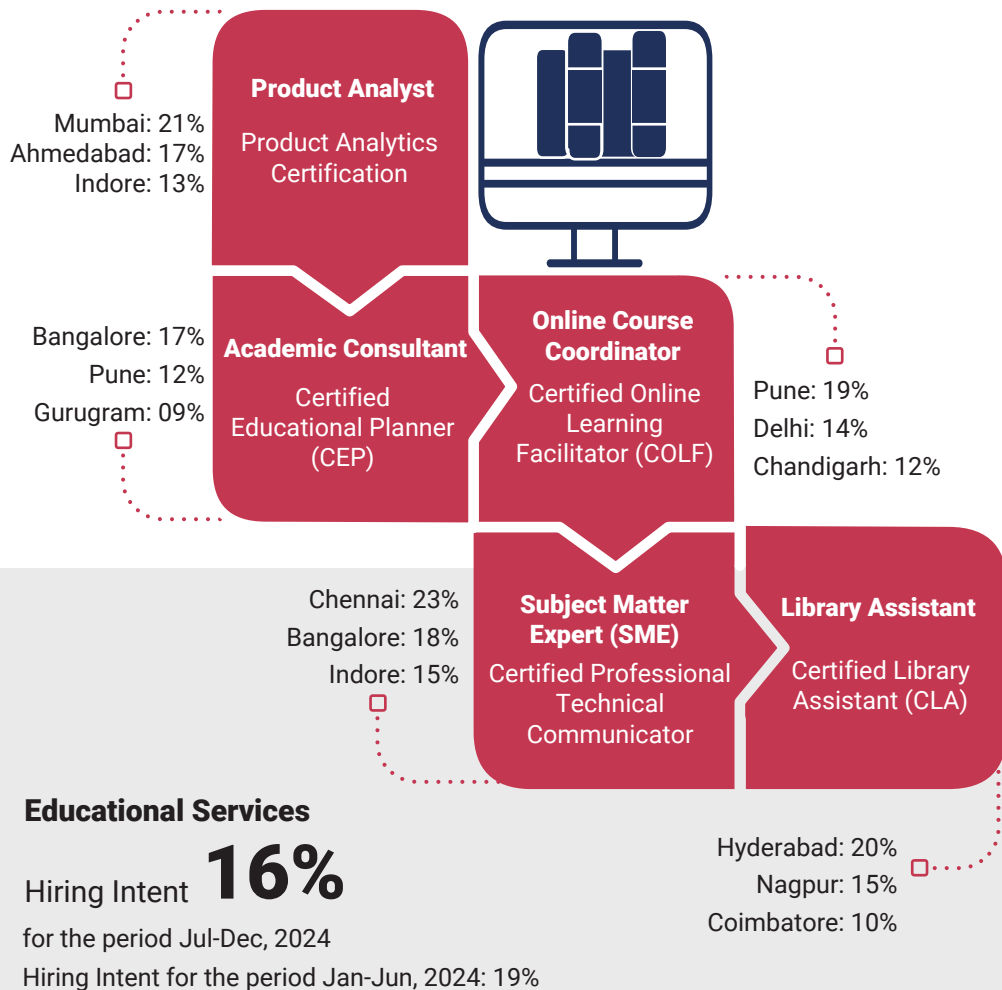


Highest Demand for **Digital Sales Associate in Bangalore (71%)** and **Logistics Coordinator in Chandigarh (67%)**

Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



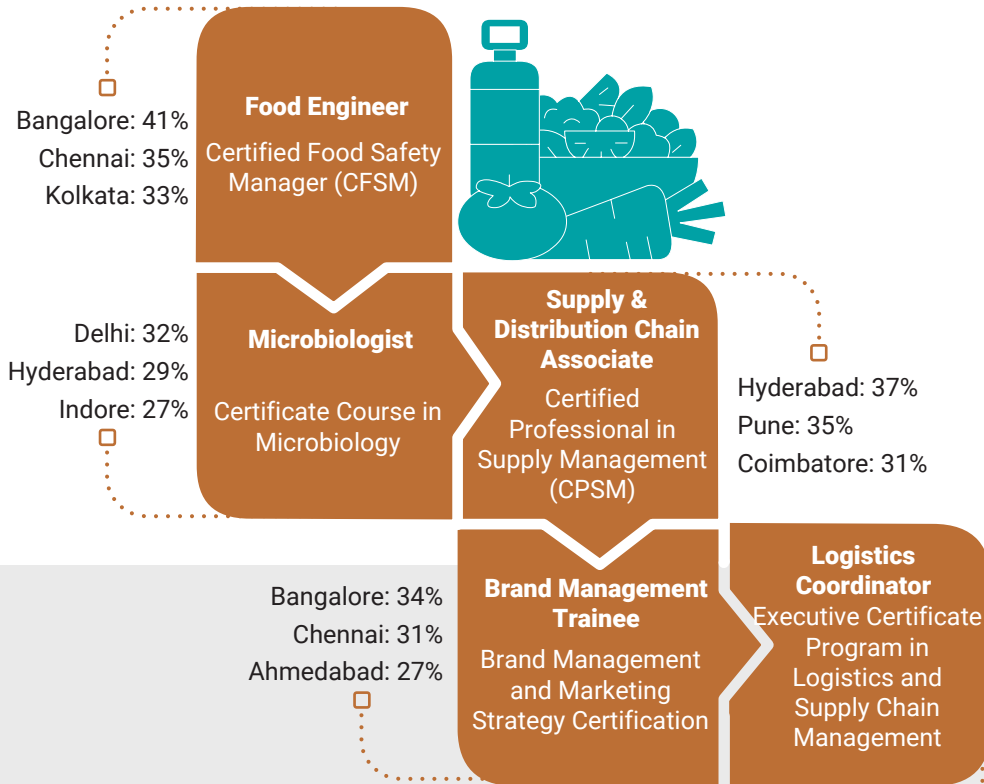
Highest Demand for **Subject Matter Expert in Chennai (23%)** and **Product Analyst in Mumbai (21%)**

Highest Demand for **Data Engineer in Bangalore (73%)** and **Quality Assurance Engineer in Pune (66%)**

Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



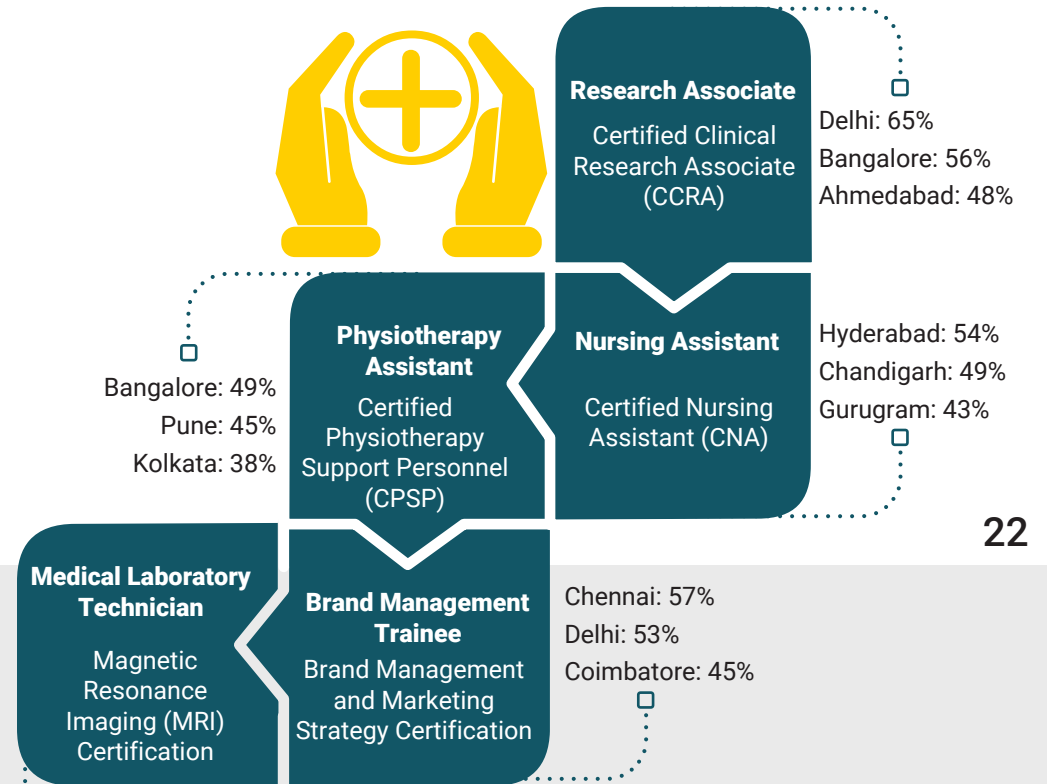
Fast Moving Consumer Goods (FMCG)

Hiring Intent **32%**

for the period Jul-Dec, 2024

Hiring Intent for the period Jan-Jun, 2024: 27%

Highest Demand for **Food Engineer in Bangalore (41%)** and **Logistics Coordinator in Delhi (39%)**



Healthcare & Pharmaceuticals

Hiring Intent **47%**

for the period Jul-Dec, 2024

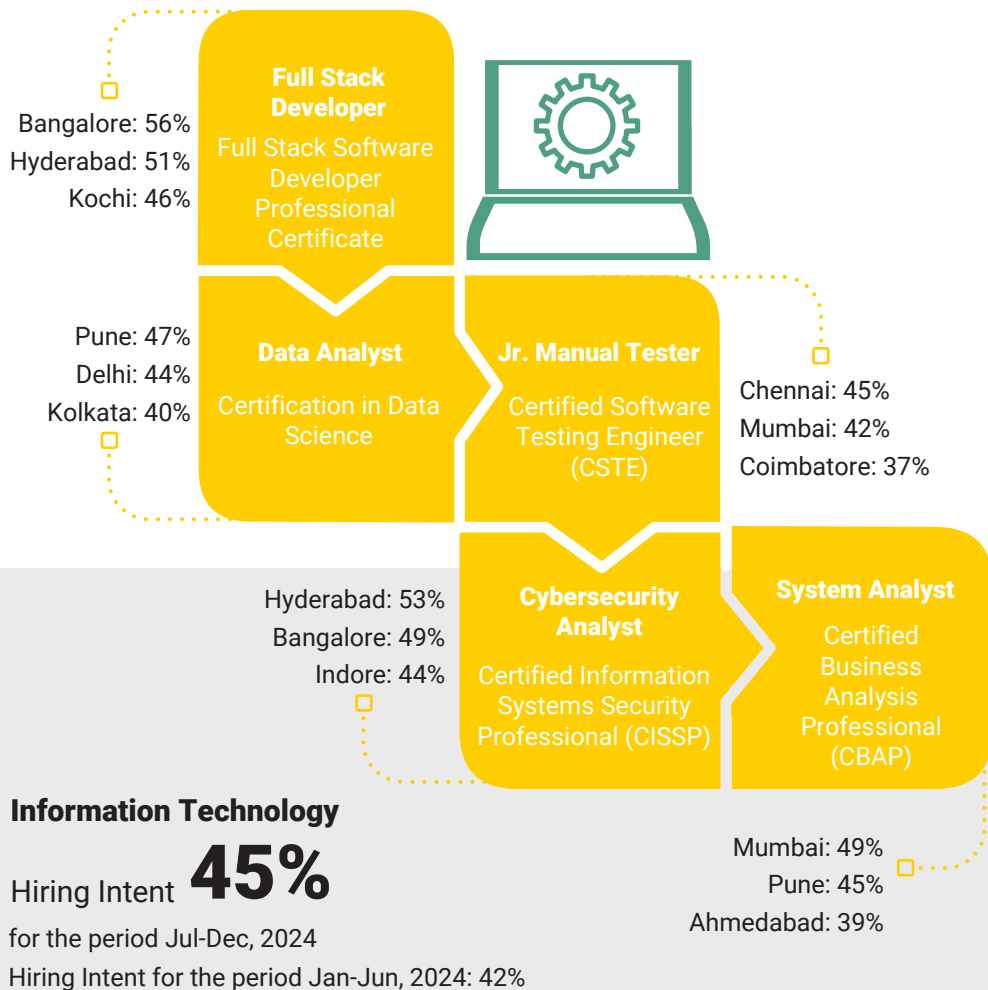
Hiring Intent for the period Jan-Jun, 2024: 44%

Highest Demand for **Research Associate in Delhi (65%)** and **Brand Management Trainee in Chennai (57%)**

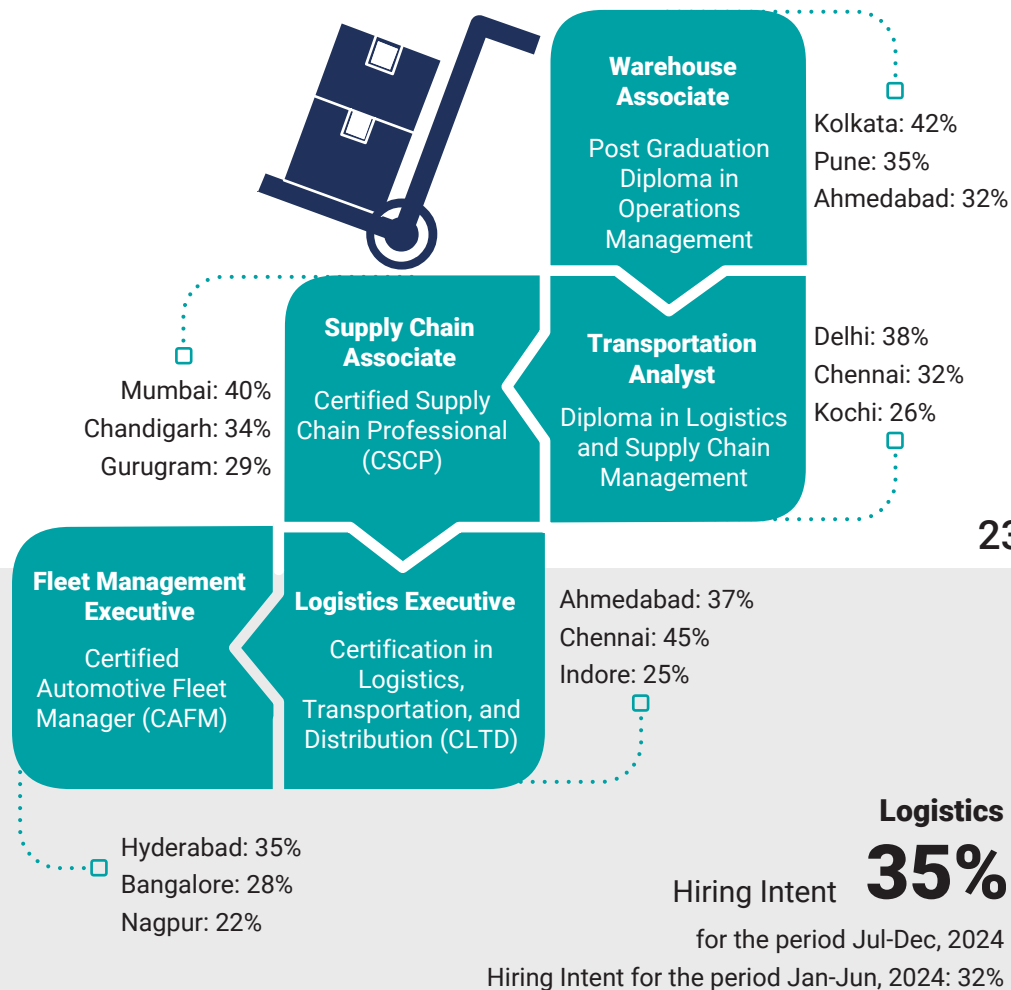
Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



Highest Demand for **Full Stack Developer in Bangalore (56%)** and **Cybersecurity Analyst in Hyderabad (53%)**

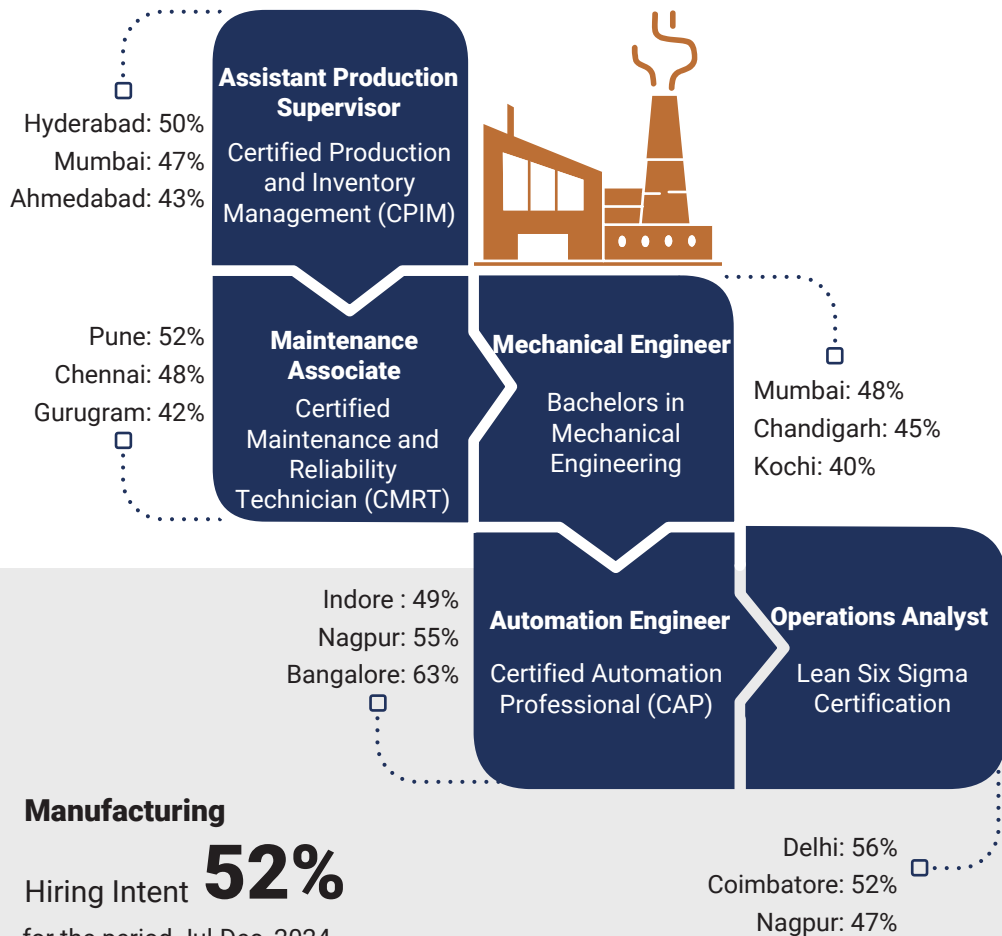


Highest Demand for **Logistics Executive in Chennai (45%)** and **Warehouse Associate in Kolkata (42%)**

Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



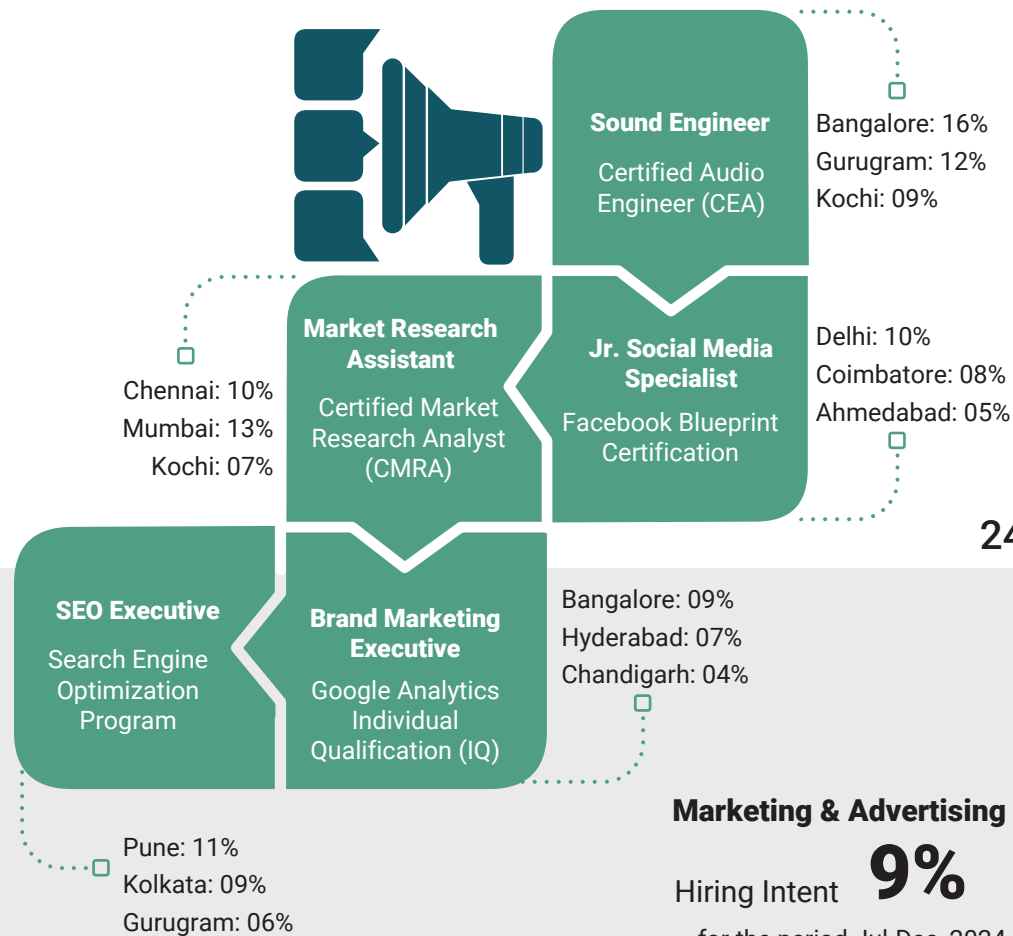
Manufacturing

Hiring Intent **52%**

for the period Jul-Dec, 2024

Hiring Intent for the period Jan-Jun, 2024: 48%

Highest Demand for **Automation Engineer in Bangalore (63%)** and **Operations Analyst in Delhi (56%)**



Marketing & Advertising

Hiring Intent **9%**

for the period Jul-Dec, 2024

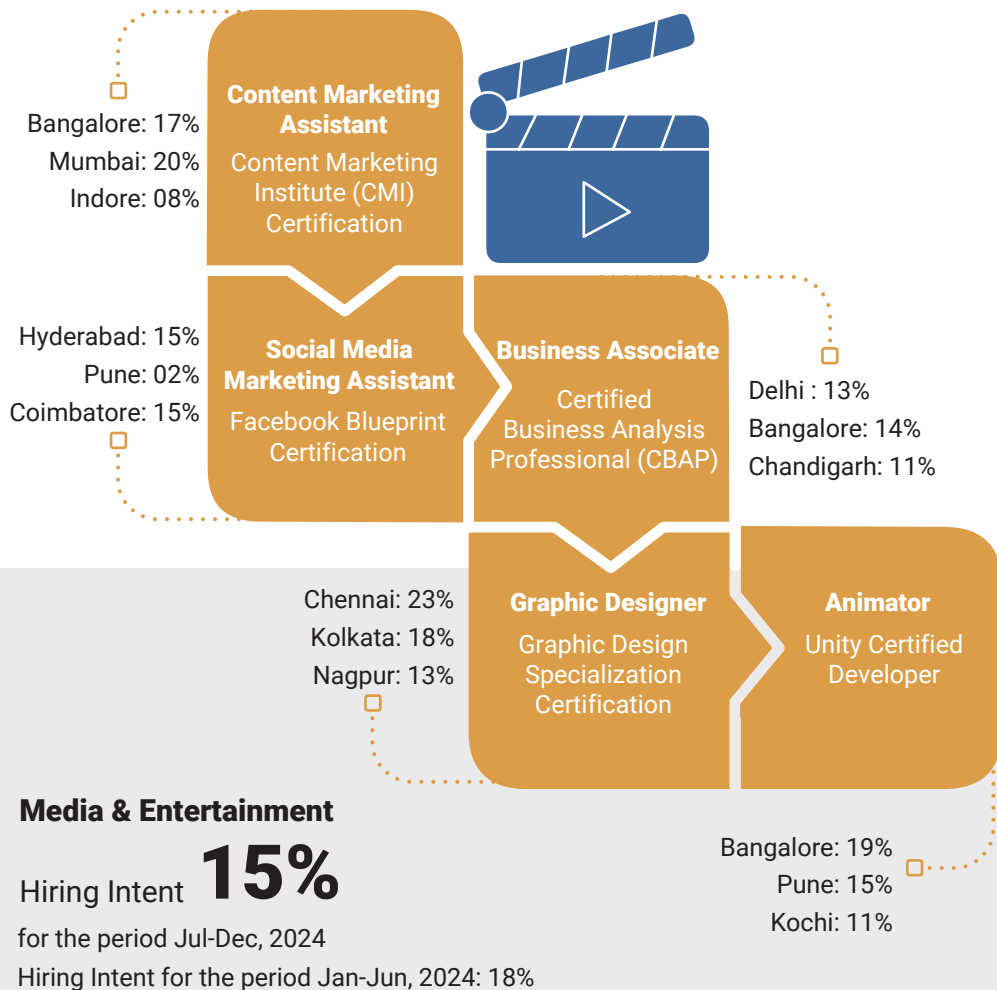
Hiring Intent for the period Jan-Jun, 2024: 06%

Highest Demand for **Sound Engineer in Bangalore (16%)** and **Market Research Assistant in Mumbai (13%)**

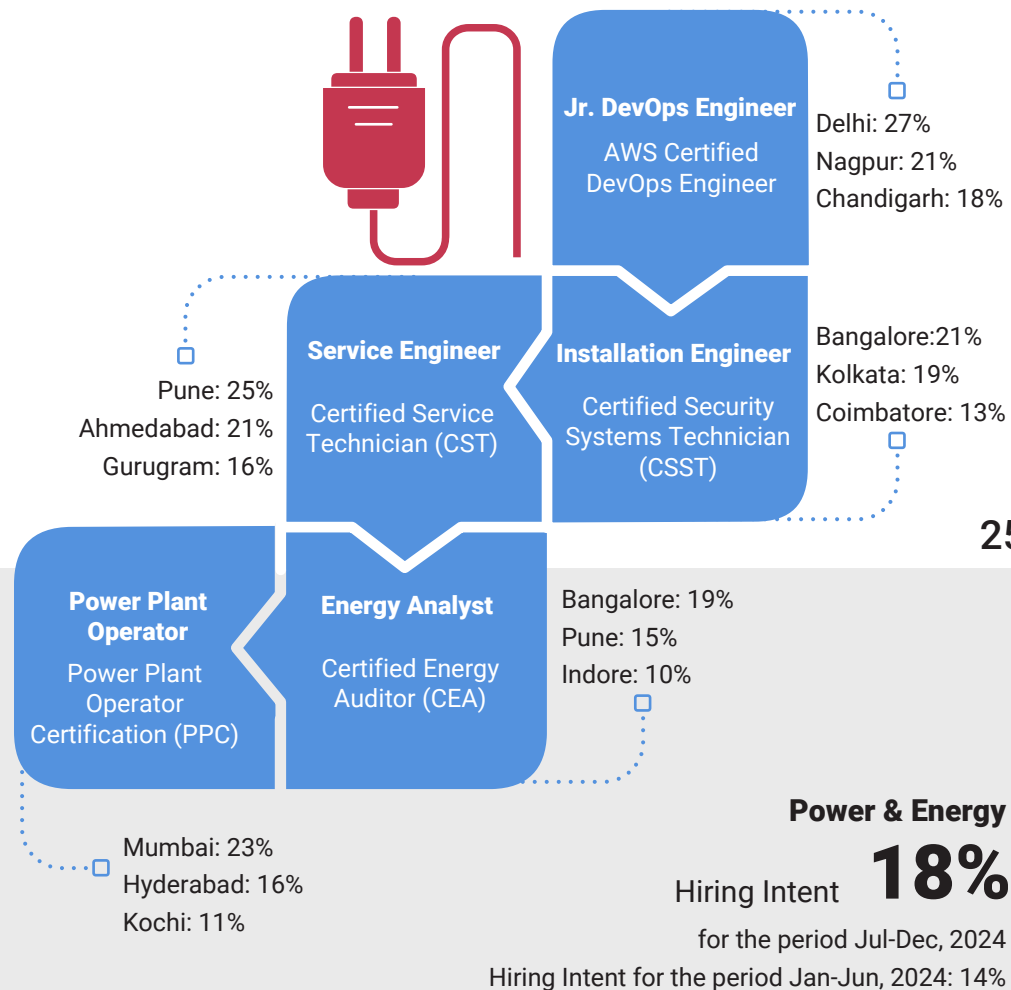
Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



Highest Demand for **Graphic Designer in Chennai (23%)** and **Content Marketing Assistant in Mumbai (20%)**



Highest Demand for **Jr. DevOps Engineer in Delhi (27%)** and **Service Engineer in Pune (25%)**

Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



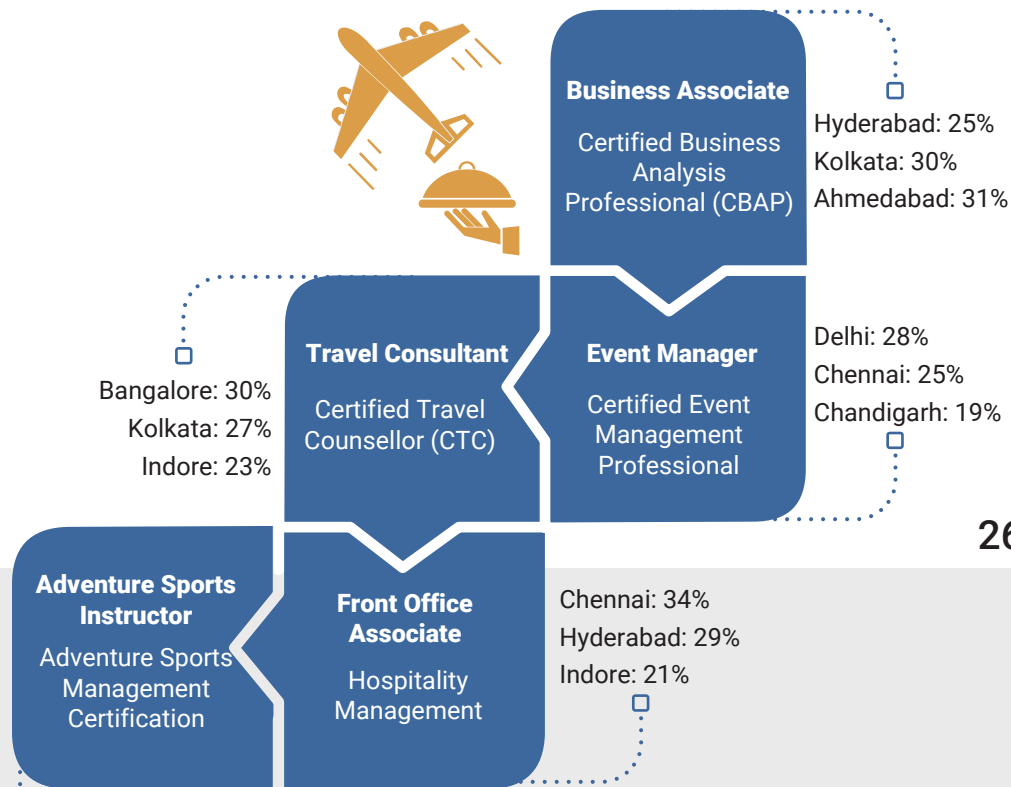
Retail

Hiring Intent **54%**

for the period Jul-Dec, 2024

Hiring Intent for the period Jan-Jun, 2024: 46%

Highest Demand for **Retail Auditor in Bangalore (68%)** and **Supply Chain Executive in Delhi (61%)**



Travel & Hospitality

Hiring Intent **24%**

for the period Jul-Dec, 2024

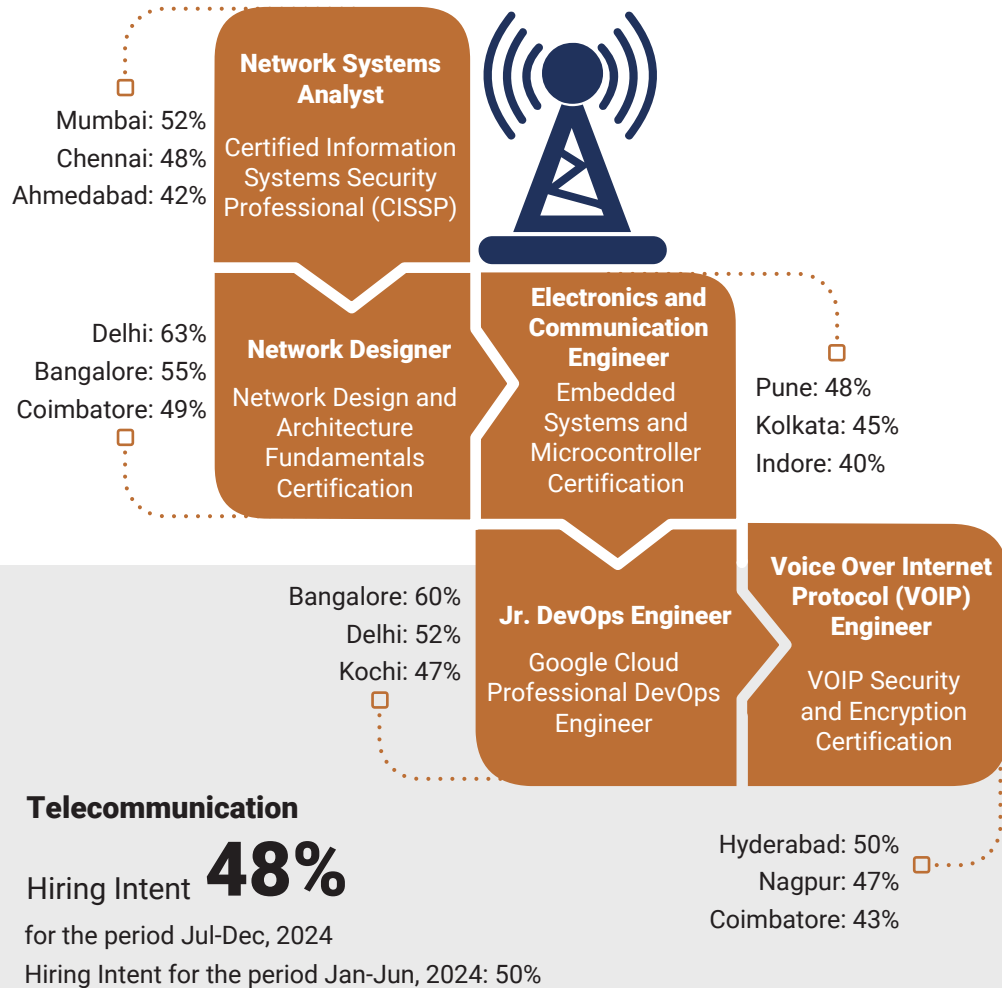
Hiring Intent for the period Jan-Jun, 2024: 19%

Highest Demand for **Front office Associate in Chennai (34%)** and **Business Associate in Ahmedabad (31%)**

Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire

Hiring Trends - Job Roles vs. Cities



Highest Demand for **Network Designer in Delhi (63%)** and **Jr. DevOps Engineer in Bangalore (60%)**

Source: TeamLease employer surveys administered during April-July, 2024

Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to Hire.
Note: Percentages alongside cities refer to the Intent to Hire



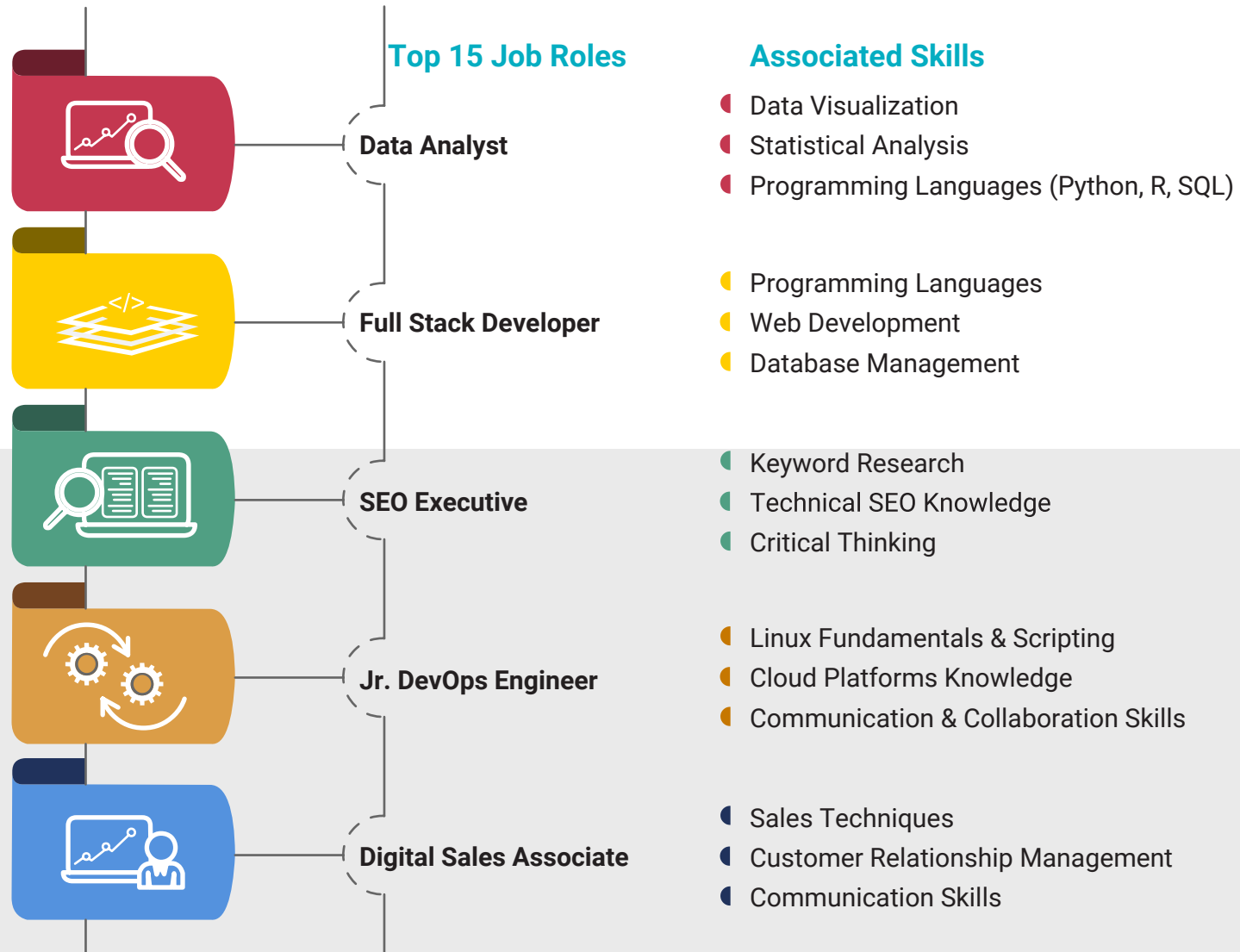
WHAT DO EMPLOYERS LOOK FOR IN FRESHERS?

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Key Job Roles,
Domain Skills,
Soft Skills and
In-Demand Courses

What do Employers look for in Freshers?

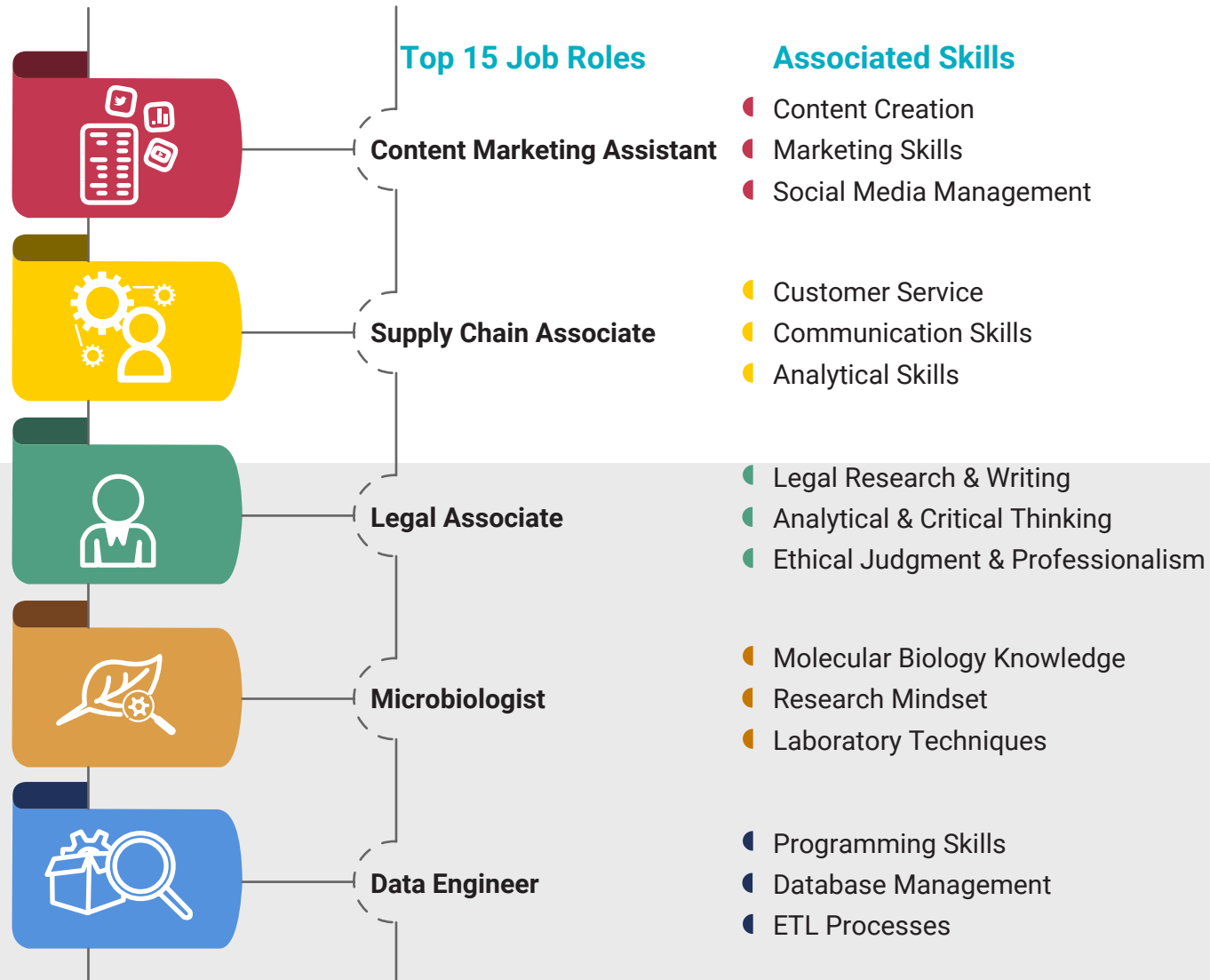
Top 15 job roles in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during April-July, 2024

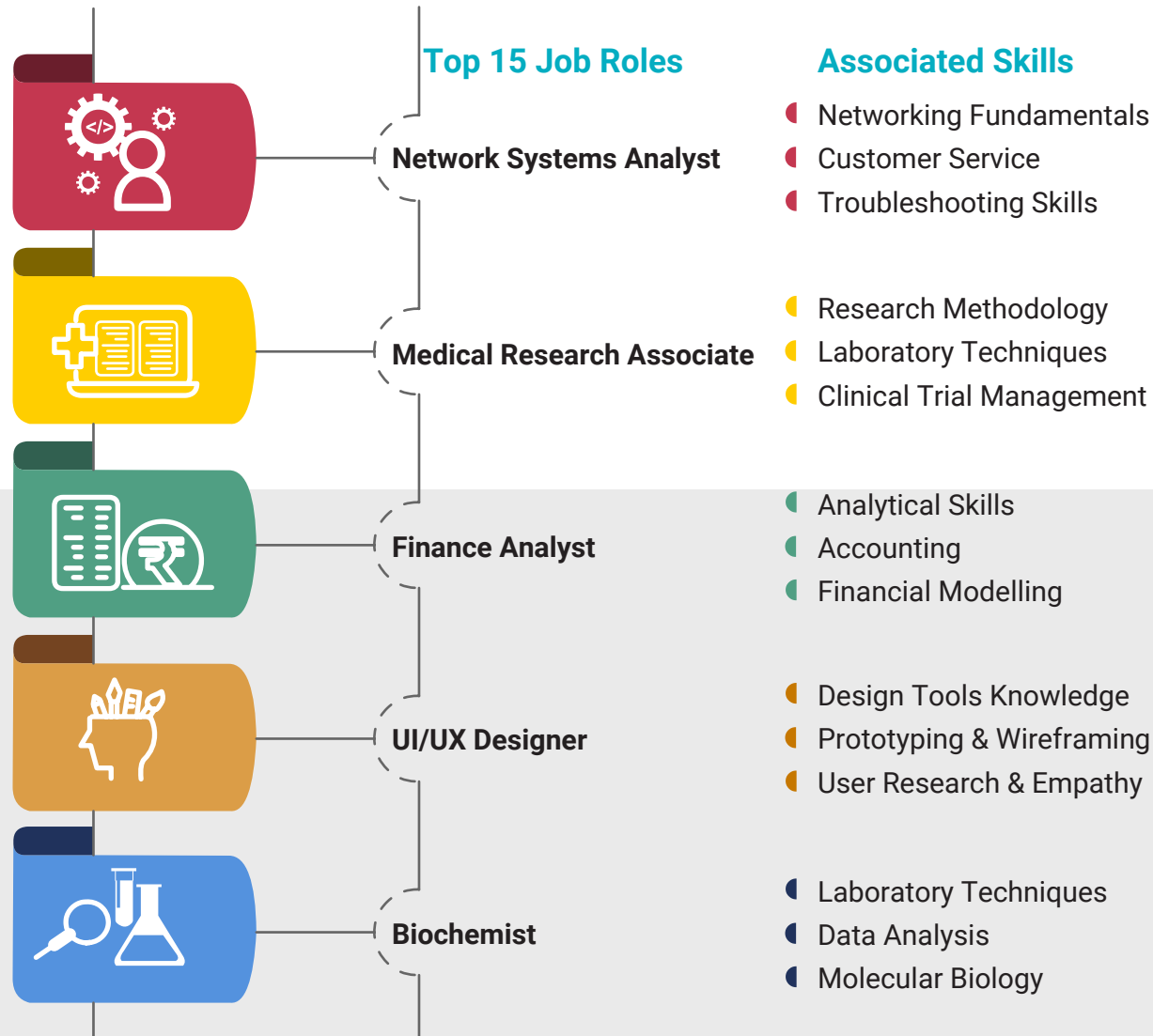
What do Employers look for in Freshers?

Top 15 job roles in demand for freshers - Across Cities & Industries



What do Employers look for in Freshers?

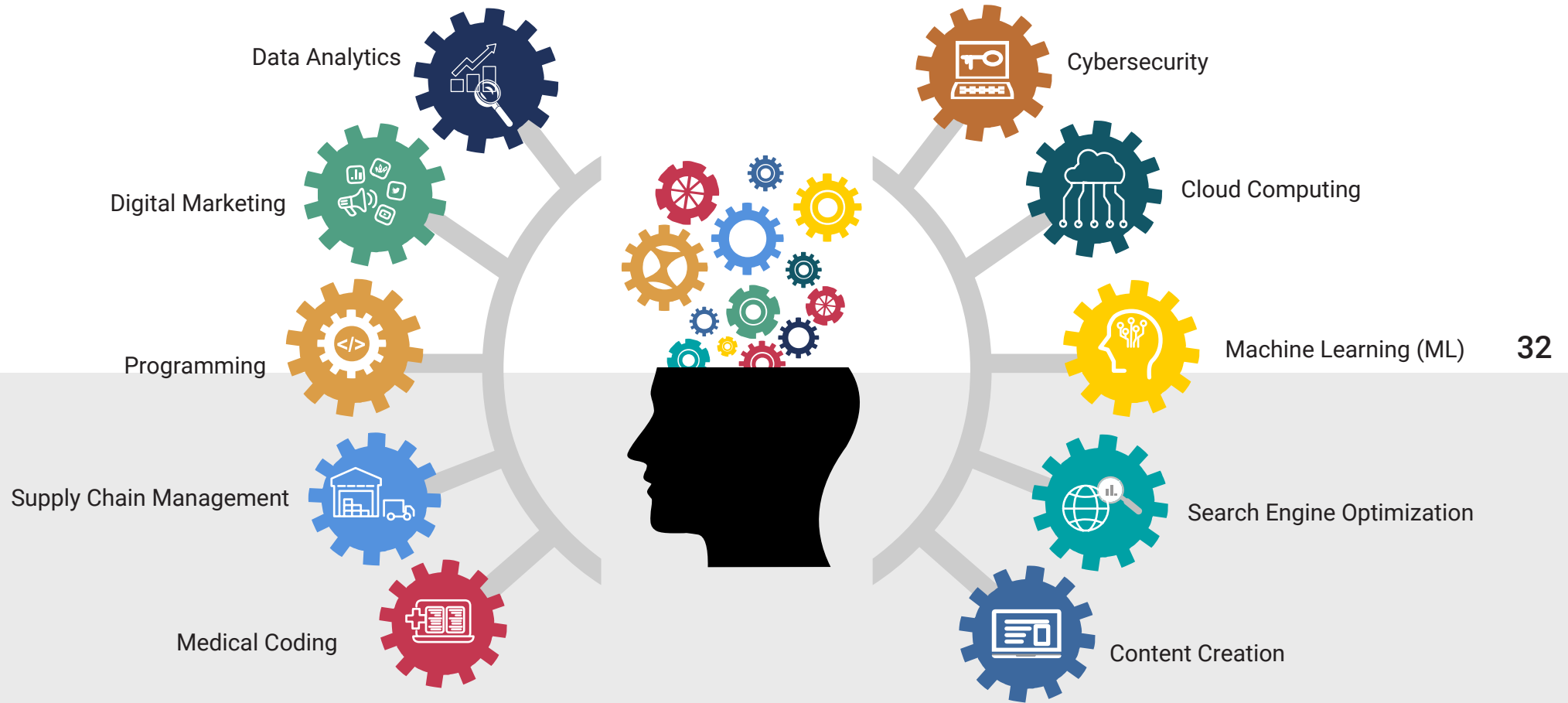
Top 15 job roles in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during April-July, 2024

What do Employers look for in Freshers?

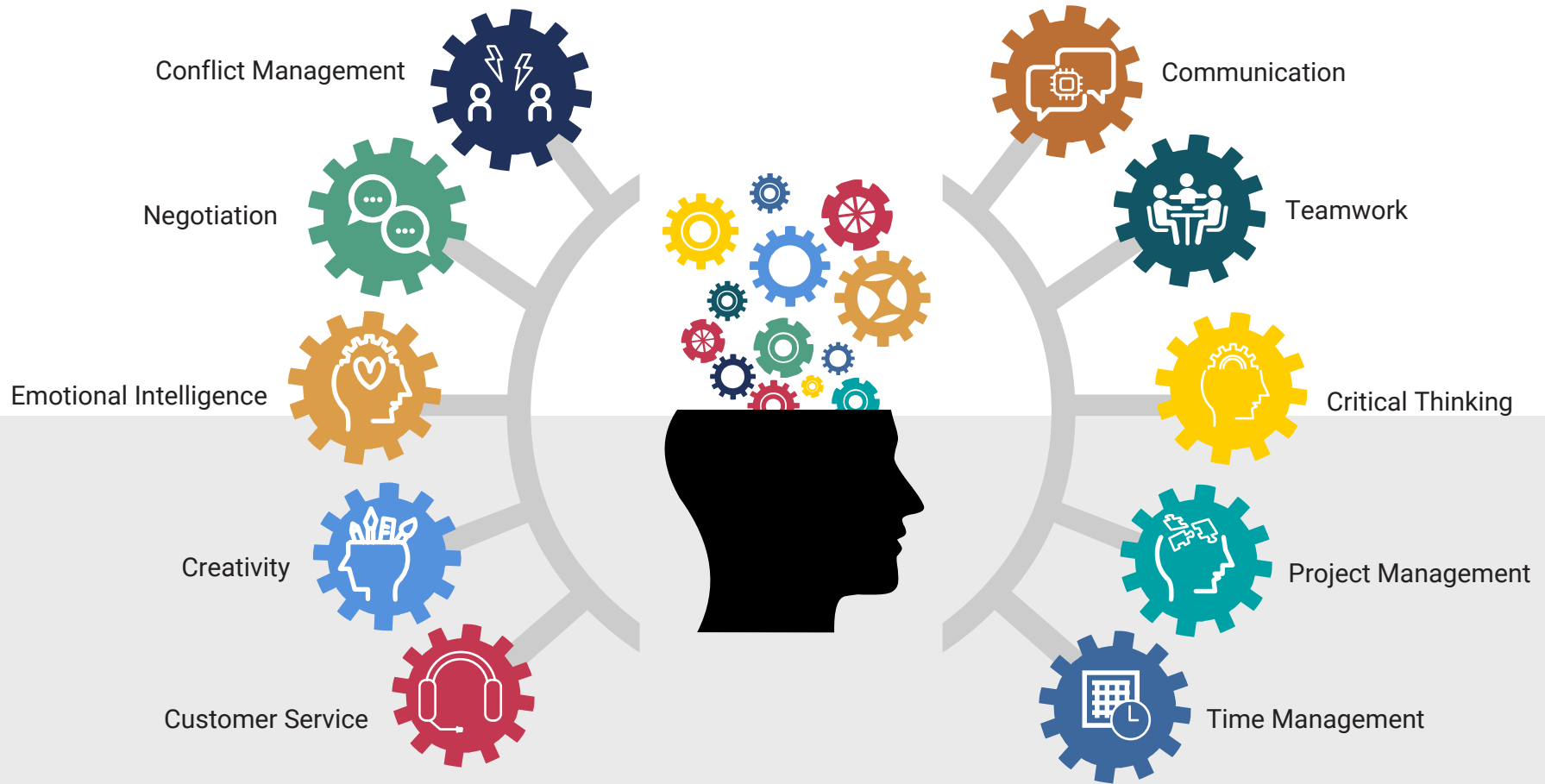
Top 10 domain skills in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during April-July, 2024

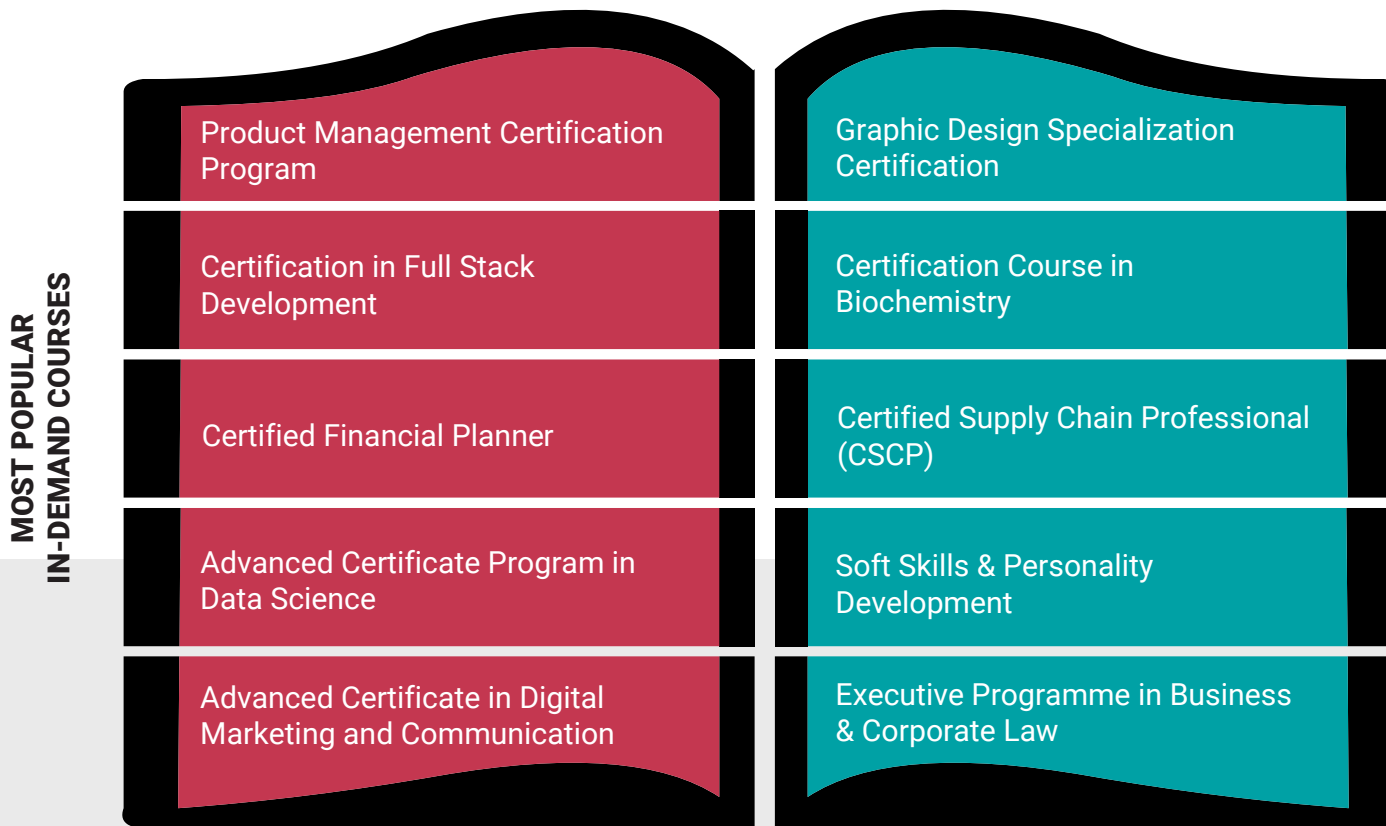
What do Employers look for in Freshers?

Top 10 soft skills in demand for freshers - Across Cities & Industries



Source: TeamLease employer surveys administered during April-July, 2024

In-Demand Courses to Increase Employability



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These are the most popular in-demand courses aligned to the skills expected from the candidates by the employers. These can boost a new candidate's chances of landing a job during the current half-year.

Note: These courses are attributed to domain skills and soft skills which are in demand.

Source: TeamLease employer surveys administered during April-July, 2024



DEGREE APPRENTICESHIP

Degree apprenticeships are a unique blend of academic learning and practical work experience providing individuals with the opportunity to earn a degree while gaining valuable on-the-job training. Employers are increasingly turning to degree apprenticeships as an innovative talent acquisition strategy. By hiring degree apprentices, companies can address skill-gaps, nurture a skilled workforce, and cultivate a pipeline of talent tailored to their specific industry needs.



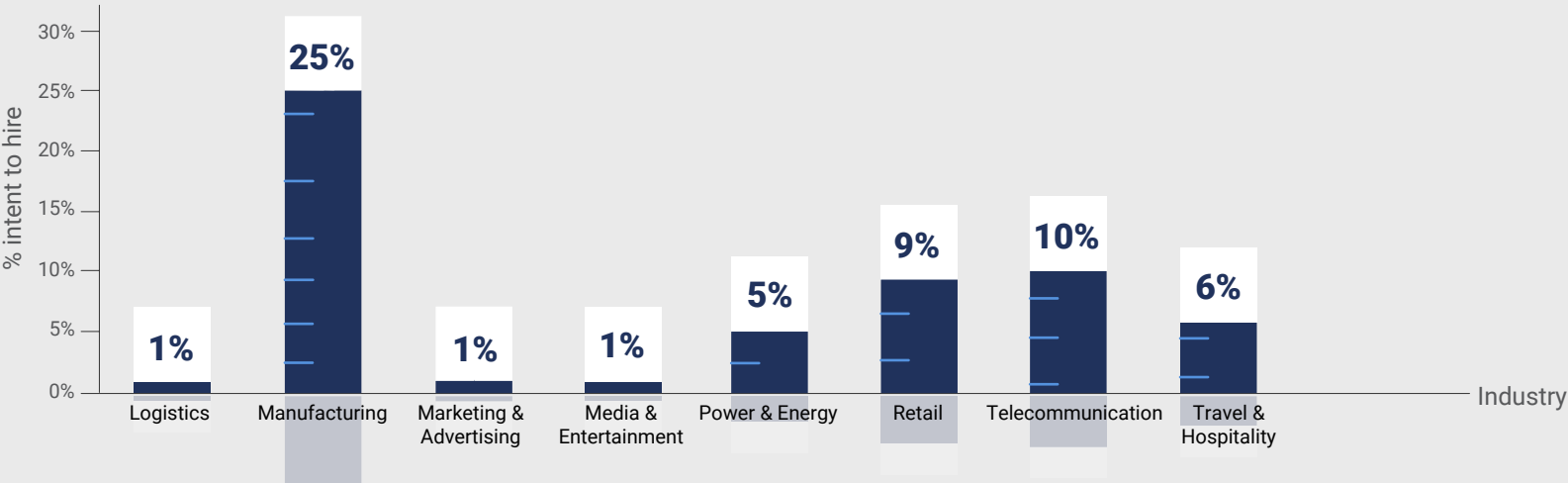
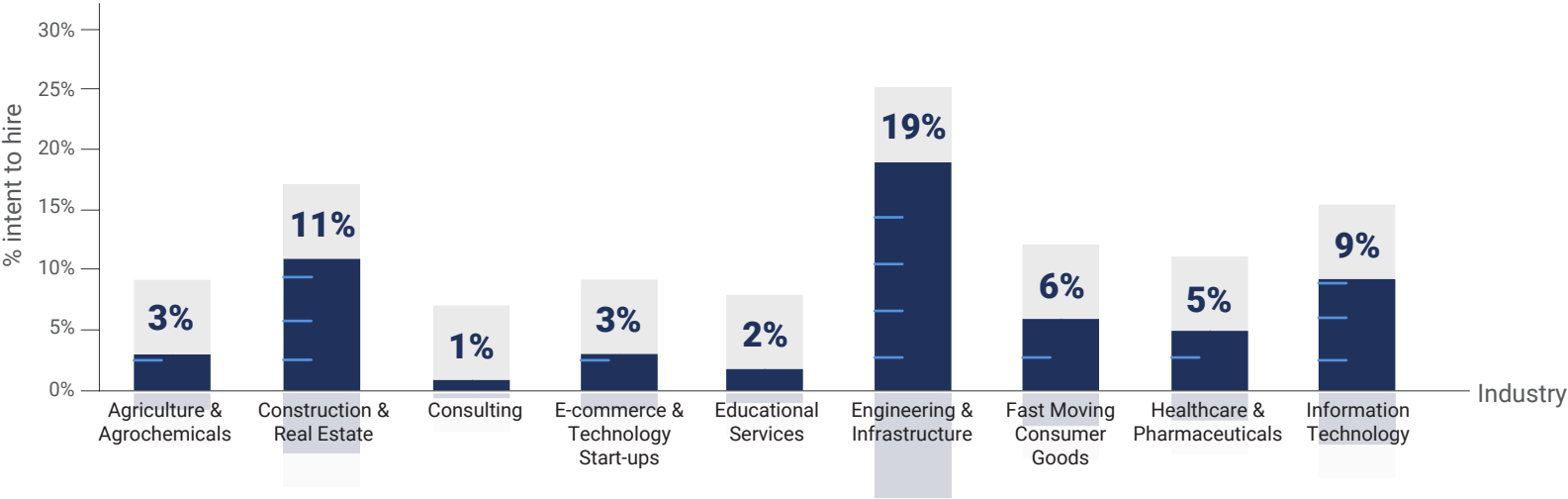
DEGREE APPRENTICESHIP HIRING SENTIMENT

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By Industry and City

Degree Apprentices Hiring Trends

By Industry

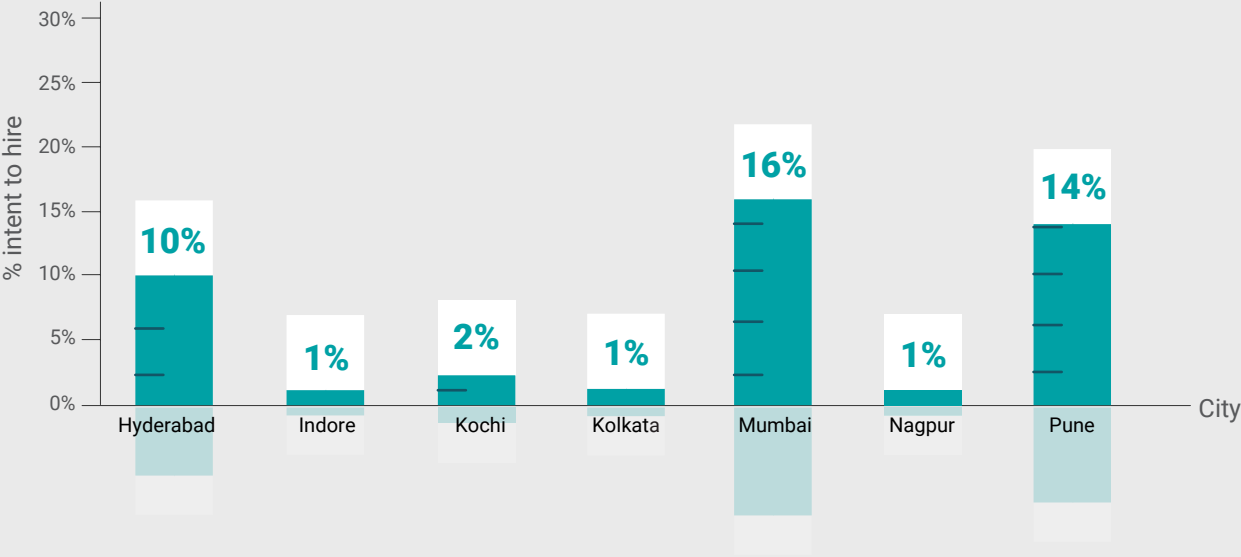
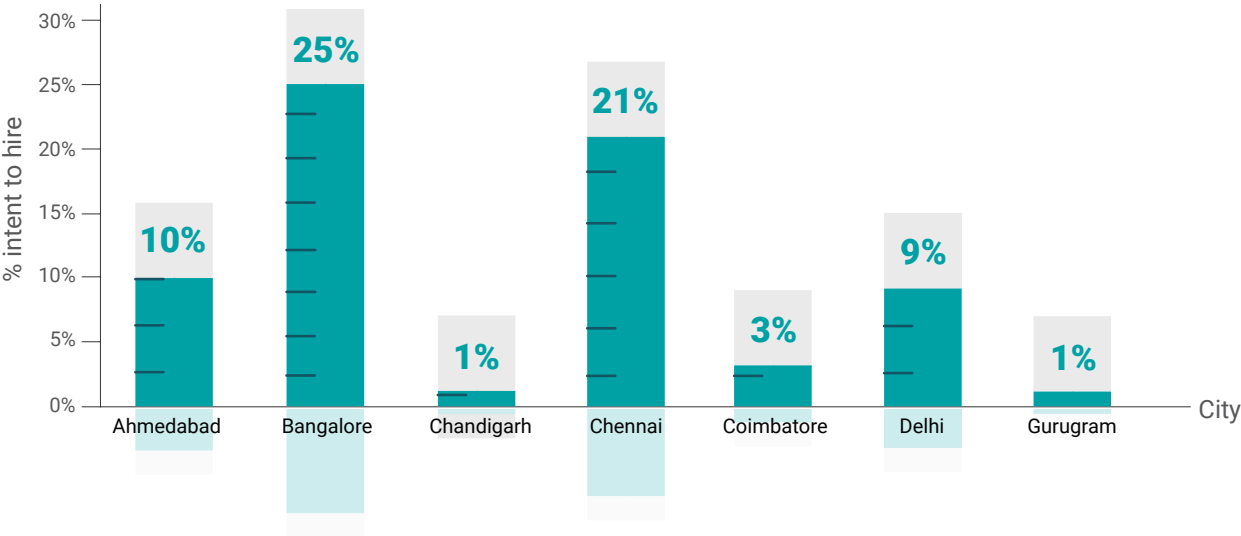


The top three industries that intend to hire Degree Apprentices in the current HY [July-December, 2024] include **37** Manufacturing [25%], Engineering & Infrastructure [19%], and Construction & Real Estate [11%].

Note: Hiring period – July-December, 2024
 Source: TeamLease employer surveys administered during April-July, 2024
 Percentages are specific to each industry, and represent the proportion of employers within each industry who intend to hire Degree Apprentices. Percentages indicate Intent to Hire

Degree Apprentices Hiring Trends

By City



The top three cities that intend to hire Degree Apprentices in the current HY [July-December, 2024] include Bangalore [25%], Chennai [21%] and Mumbai [16%].

Note: Hiring period – July-December, 2024
 Source: TeamLease employer surveys administered during April-July, 2024

Percentages indicate Intent to Hire
 Percentages are specific to each city, and represent the proportion of employers within each city who intend to hire Degree Apprentices.



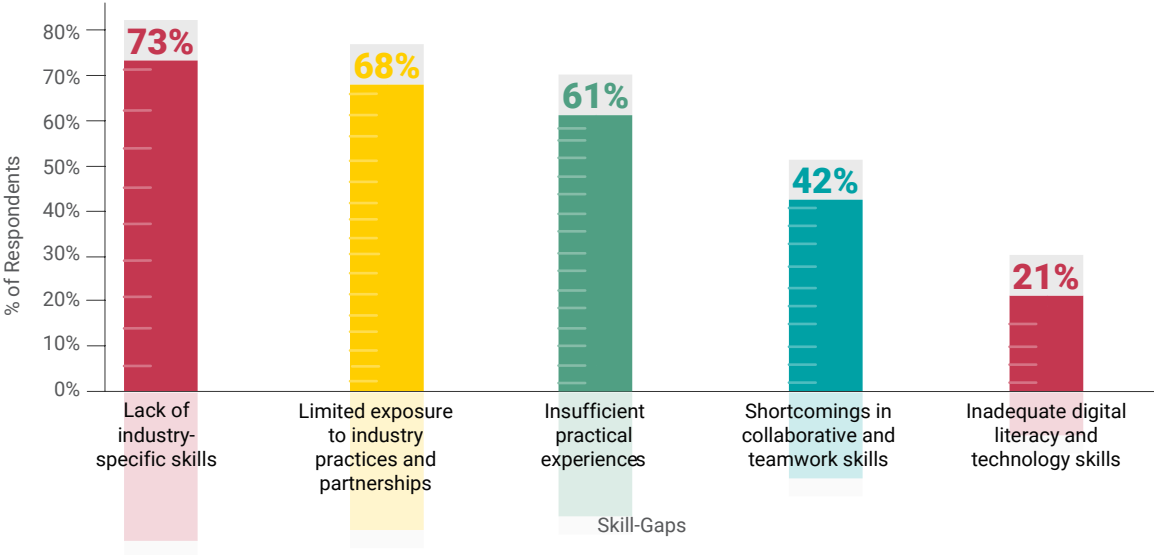
Role of Corporates in Shaping Higher Education

In the current employment landscape, employers often find a disconnect between the skills fresh graduates have and those needed in the industry. Despite solid academic records, many graduates lack practical experience and industry-specific skills, highlighting the need for better alignment between university curriculum and real-world requirements.

This section delves into key areas where graduates typically fall short and provides insights into how universities can enhance their programs to better equip students for real-world challenges. By examining effective industry-academic partnerships and the impact of corporate-driven curriculum integration, we explore strategies that can bridge the skills gap, boost business productivity, and improve employability for new graduates.

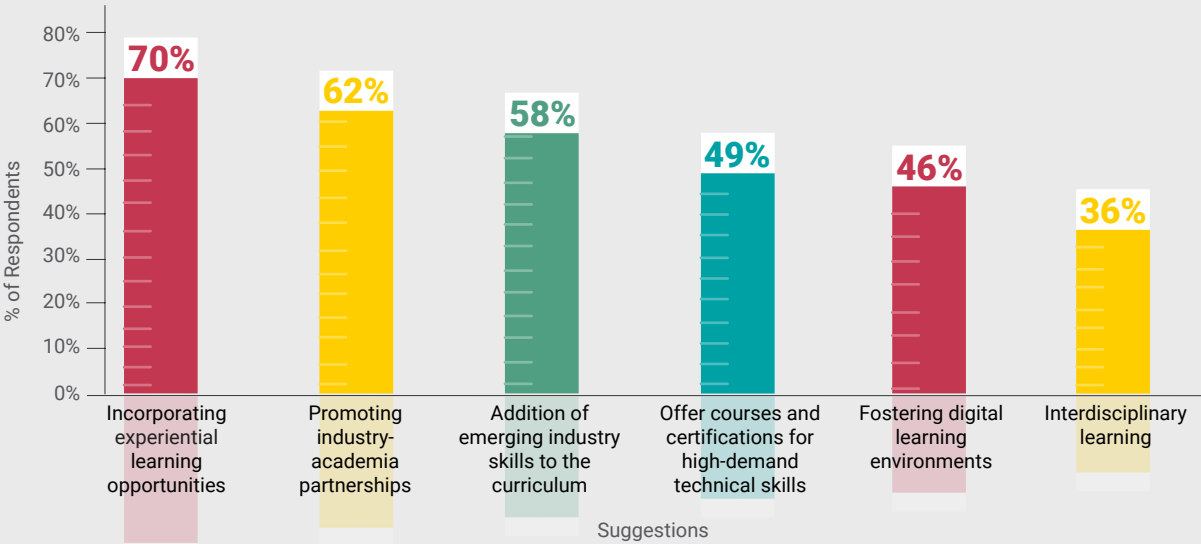
Role of Corporates in Shaping Higher Education

Skill Gaps in Fresh Graduates Affecting Industry Readiness



In today's rapidly evolving job market, employers have identified significant gaps in fresh graduates' readiness for the industry. Key areas needing improvement include a lack of industry-specific skills (73%), limited exposure to industry practices and partnerships (68%) and insufficient practical experience (61%). These gaps reflect a crucial misalignment between academic training and industry needs, highlighting the necessity for reform in higher education.

Improving University Curriculum: Employer Suggestions



To address these issues, employers recommend several targeted improvements to university curriculums. The most favored suggestions include incorporating more experiential learning opportunities such as projects and workshops (70%), strengthening industry-academia partnerships (62%), and integrating emerging industry skills into the curriculum (58%). These steps are seen as vital for bridging the gap between academic knowledge and practical industry requirements.

Source: TeamLease employer dipstick surveys administered during July 2024

The percentage may add up to more than a hundred percent as respondents were allowed multiple responses

Role of Corporates in Shaping Higher Education

Key Benefits of Industry-academic Partnerships for Student Success

- Internships and similar programs aligned with industry demand: **83%**
- Guest lectures, seminars, and workshops by industry professionals: **79%**
- Research collaborations: **78%**
- Mentorship programs: **74%**
- Soft skills training and relevant workshops: **74%**
- Jointly designed curriculum courses and campus training by universities and industries: **66%**
- Company-sponsored projects and case studies: **53%**

Corporate involvement in higher education can play a transformative role in preparing students for the workforce. Effective industry-academic partnerships, such as internships (**83%**), guest lectures (**79%**), and research collaborations (**78%**), are considered highly beneficial. These collaborations not only enhance job readiness but also drive innovation and practical applications of research, ultimately benefiting both graduates and businesses.

The integration of corporate-driven curricula has been shown to positively impact business productivity (**81%**) and enhance graduate employability (**78%**). By aligning educational programs with industry demands, companies can address specific skill gaps, foster end-to-end learning solutions, and enhance the overall readiness of graduates. This symbiotic relationship between education and industry is crucial for cultivating a skilled, adaptable workforce ready to meet the challenges of the modern job market.

Impact of Corporate Driven Curriculum on Business Productivity and Employability

It has a positive impact and can increase productivity:

81%



Enhances job readiness and employability of graduates:

78%



It addresses specific skill gaps and could provide end-to-end learning solutions:

70%



Leads to innovations and practical applications of research:

56%

Source: TeamLease employer dipstick surveys administered during July 2024
The percentage may add up to more than a hundred percent as respondents were allowed multiple responses

Quotes from the Experts

Prof. Prabha Shankar Shukla
Vice-Chancellor-North-Eastern Hill University (NEHU)
Shillong, Meghalaya

Preparing students for future careers requires a nuanced understanding of sector-specific demands and evolving job roles. By analyzing current apprenticeship and hiring patterns, we tailor our academic programs to align with industry needs, fostering both practical skills and a mindset of continuous learning. This holistic approach ensures our graduates are equipped to thrive in diverse and dynamic professional environments.

Prof. Manpreet Manna
Vice Chancellor
Chandigarh University

The intersection of education and industry is where future success is forged. Our commitment to integrating up-to-date industry insights into academic programs ensures that students acquire the skills and knowledge necessary to thrive in a dynamic job market. By fostering an environment of continuous learning and adaptability, we prepare our graduates to become leaders and trailblazers in their chosen careers.

Prof. Manjula Chaudhary
Director

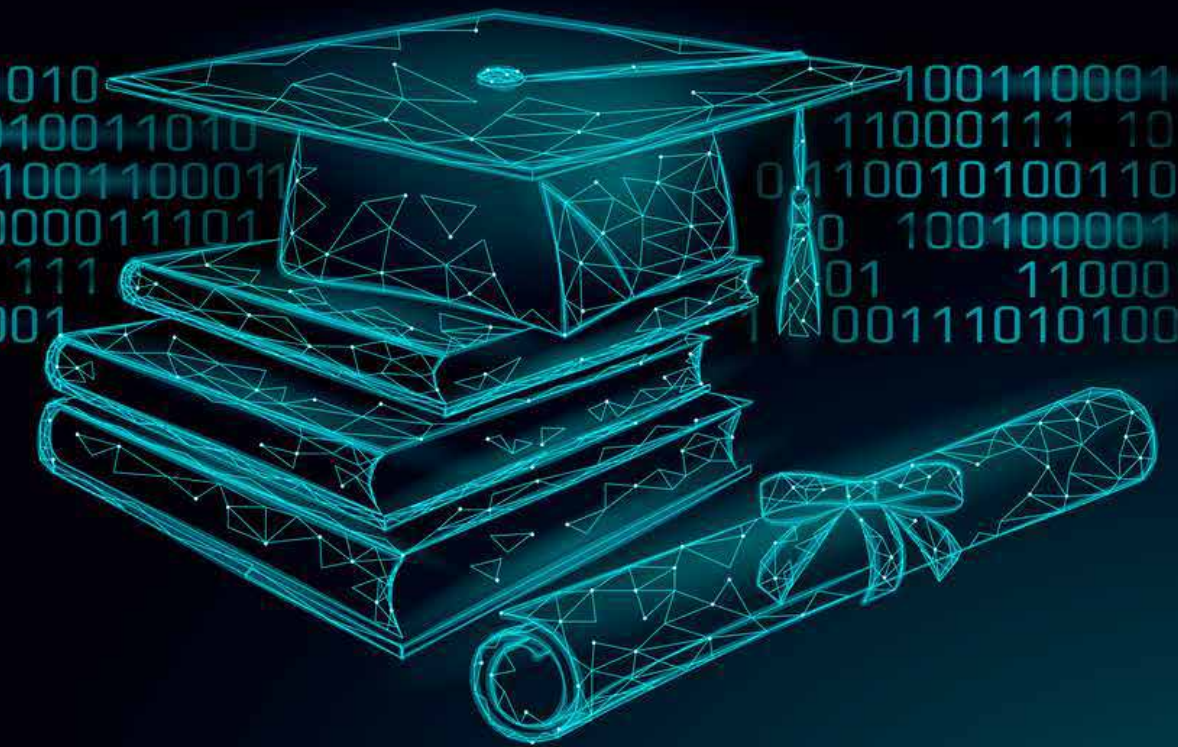
Centre for Distance and Online Education, Kurukshetra University

Anticipating the needs of tomorrow's workforce requires a proactive and informed approach to education. By aligning our academic offerings with evolving industry trends and skill demands, we equip students with the tools they need to succeed. This strategic alignment not only enhances their immediate employability but also prepares them for long-term career advancement and innovation.

Dr. T. Srinivasan
Director, CDOE

Annamalai University, Tamil Nadu

Our educational strategies must adapt to the evolving demands of the job market. By leveraging insights from industry trends and emphasizing practical skills, we ensure our graduates are not only job-ready but also capable of driving innovation. This commitment to aligning academic programs with real-world needs cultivates a generation of professionals prepared to excel and lead in their fields.



KEY TAKEAWAYS

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Key Takeaways

Demand for newer talent has marginally increased by 4% for the current half-year (Jul-Dec, 2024) and is 72%.

Job roles such as Full Stack Developer, SEO Executive, and Digital Sales Associate are in high demand across industries for freshers.

The integration of corporate-driven curricula significantly boosts business productivity, bridges skill gaps, fosters innovation, and enhances the **employability and job readiness** of graduates.



E-commerce, Engineering & Infrastructure and Retail offer the most employment **opportunities for freshers** among the industries.

Manufacturing, Engineering & Infrastructure, and Construction & Real Estate are the **top industries** that intend to hire Degree Apprentices for the current half-year.



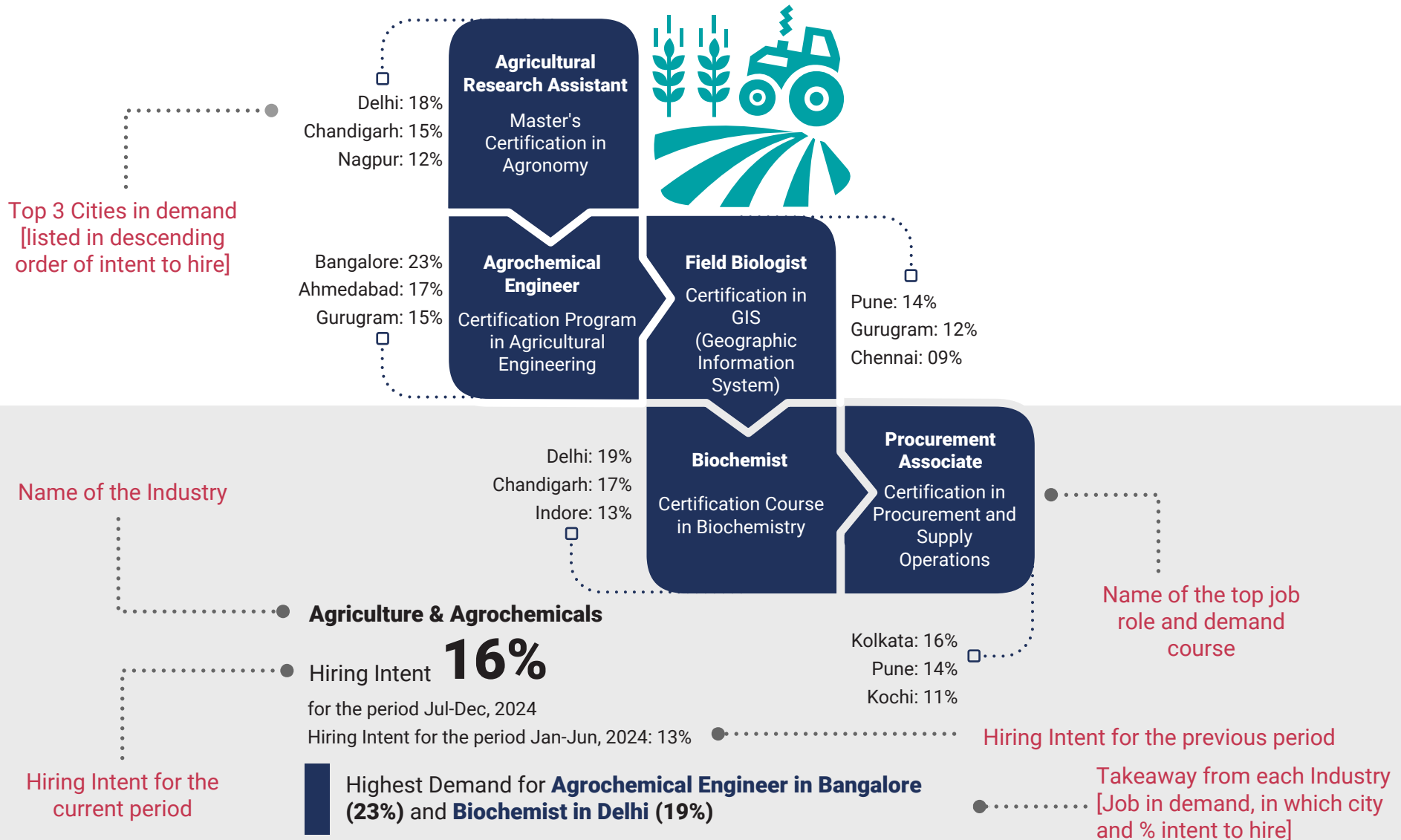
ANNEXURE

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**Interpretations,
Sample Size,
Methodology &
Bibliography**

Interpretations – Industry Trends

Reading the data tables:



Percentages indicate the related intent to hire for the role

Sample Size, Methodology & Bibliography

Survey to estimate Intent to Hire Freshers:

Total Sample Size: 603

Of which,

1. 419 employers intend to hire Freshers.
2. 177 employers intend to hire Degree Apprentices.

The survey was carried out between April and June, 2024.

Note that there is an overlap between 1 and 2.

Dipstick survey for employer opinion on Role of Corporates in Shaping Higher Education

Carried out with 43 employers during July, 2024.

Methodology



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