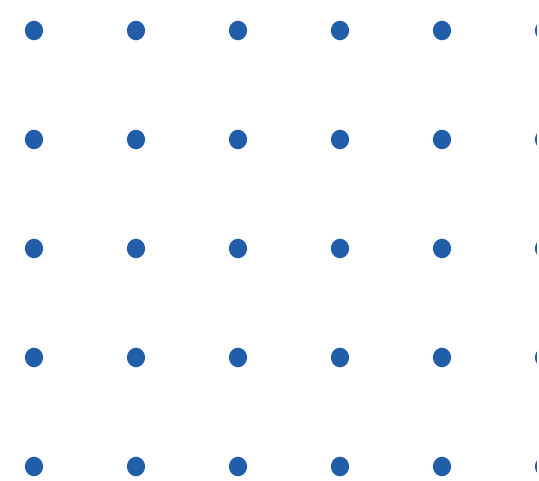


# blue collar jobs report 2020



The pandemic has disrupted every sphere of our lives. The worst hit are the migrant blue-collar workers.

The images of the blue-collar workforce walking back to the safety of their hometowns leaves a deep scar in our perception of a safe and secure life. With the lockdown being lifted and as our economy starts to recover, we can take heart from the fact that green shoots are visible on the horizon though it's asymmetric and skewed towards some sectors as opposed to others.

This report analyses the current scenarios, provides insights into the new emerging realities & throws light onto the potential path ahead. We have relied on data from our many platforms that help companies hire, manage & engage with the blue collar workforce. This report will help companies, policymakers & governments to take the necessary steps to bring our nation back on a robust growth path.

We believe, now is the time to act decisively with a concentrated effort for the betterment of millions of people.

The betterplace job report is our endeavour towards this common goal.

**Pravin Agarwala, Saurabh Tandon**  
Founders, betterplace





## points to note

- Based on 8M employees working with 1000+ companies
- Including delivery, driver, facility, security, retail and others
- Based on millions of data points collected over last 5 years
- Based on the hiring trends and demand projections from the employers
- Based on betterplace's data analytics tools and AI recommendations for the remaining year and the next
- Covering 19000+ pin codes PAN India
- Excluding manufacturing and construction segments
- Based on the reality of the first 9 months of 2020
- Based on interpretations by leaders at betterplace along with many industry experts
- Based on the actual metadata subject to confidentiality and privacy policy of betterplace



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## loss

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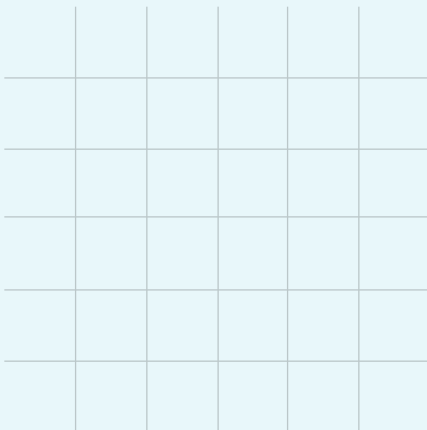
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demand

overall demand  
for 2020 will be  
**14,00,000**  
jobs

06 overall  
08 segment wise  
10 state wise  
12 city wise

demand | overall

14,00,000

jobs will be created  
this year

70%

of the demand  
levels of 2019

57%

of the demand  
projected basis  
jan 2020

Q2 2020 went  
down by

80%

of Q1 2020

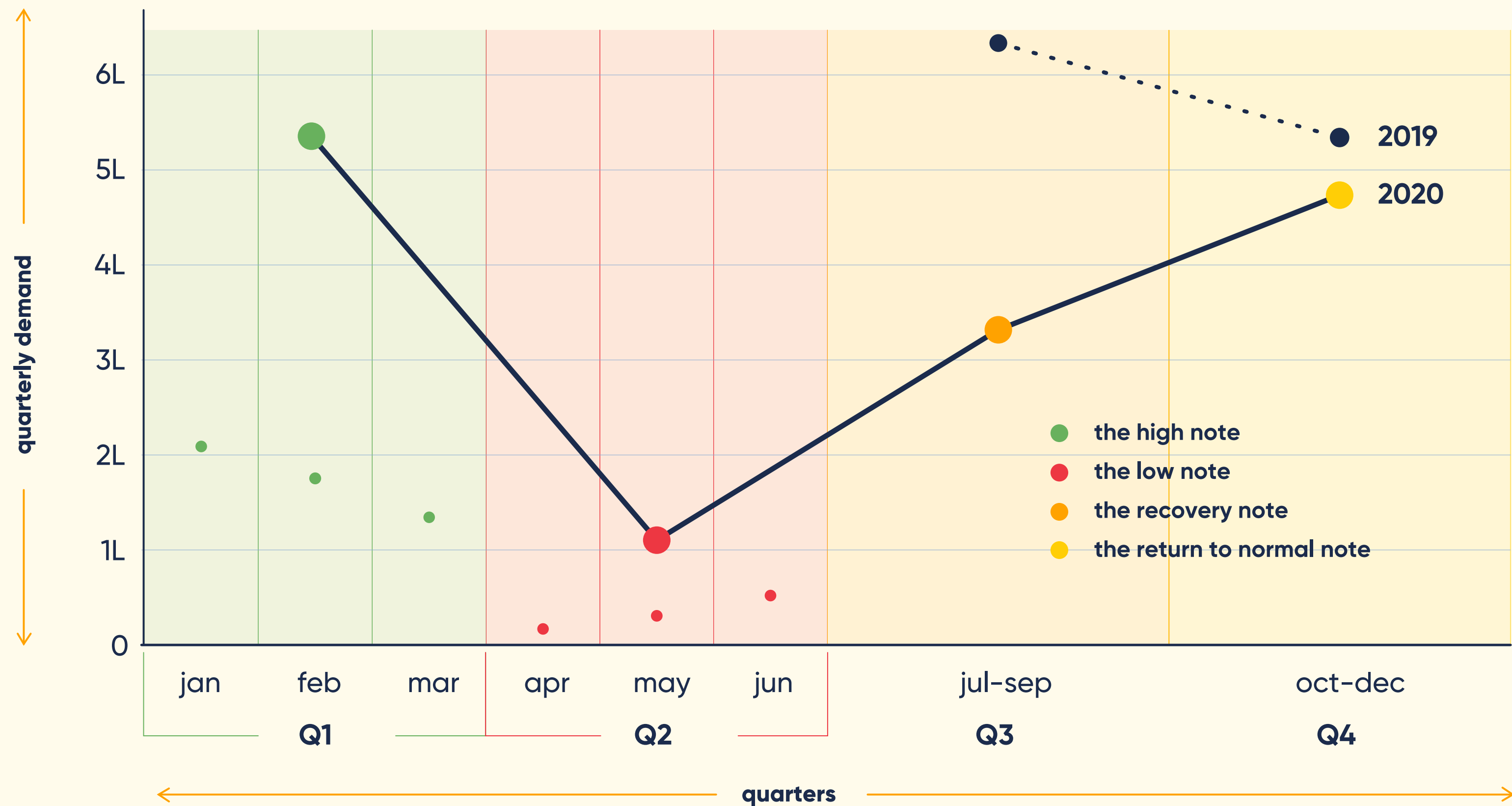
Q4 is likely to end  
close to

90%

of Q1 2020



# demand | overall



demand | segment wise

80%

of the overall  
demand comes from  
the gig economy

drivers are the  
worst hit with

97.5%

drop in Q2

facilities is likely to  
close the year at

90%

of Jan 2020

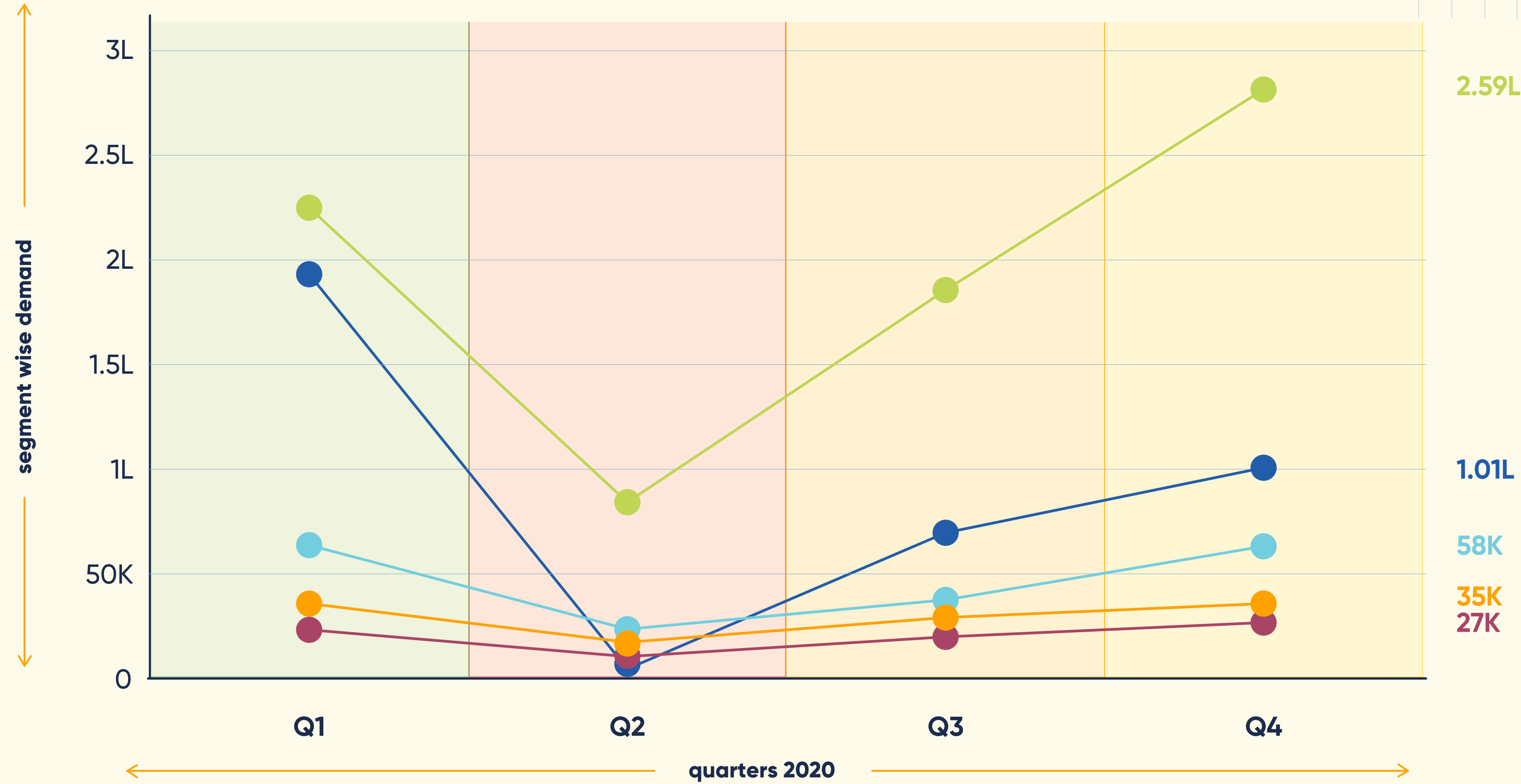
delivery segment  
will surpass  
jan 2020 numbers



# demand

segment wise

- delivery
- driver
- facility
- security
- others



demand

state wise

1/3rd

of the demand will  
come from 3 states  
of south india:  
karnataka,  
tamil nadu and  
telangana

demand from  
delhi and u.p  
declined by

90%  
each in Q2

maharashtra  
will recover upto

70%  
of Q1 2020

all 3 states of  
south india are  
likely to recover  
upto

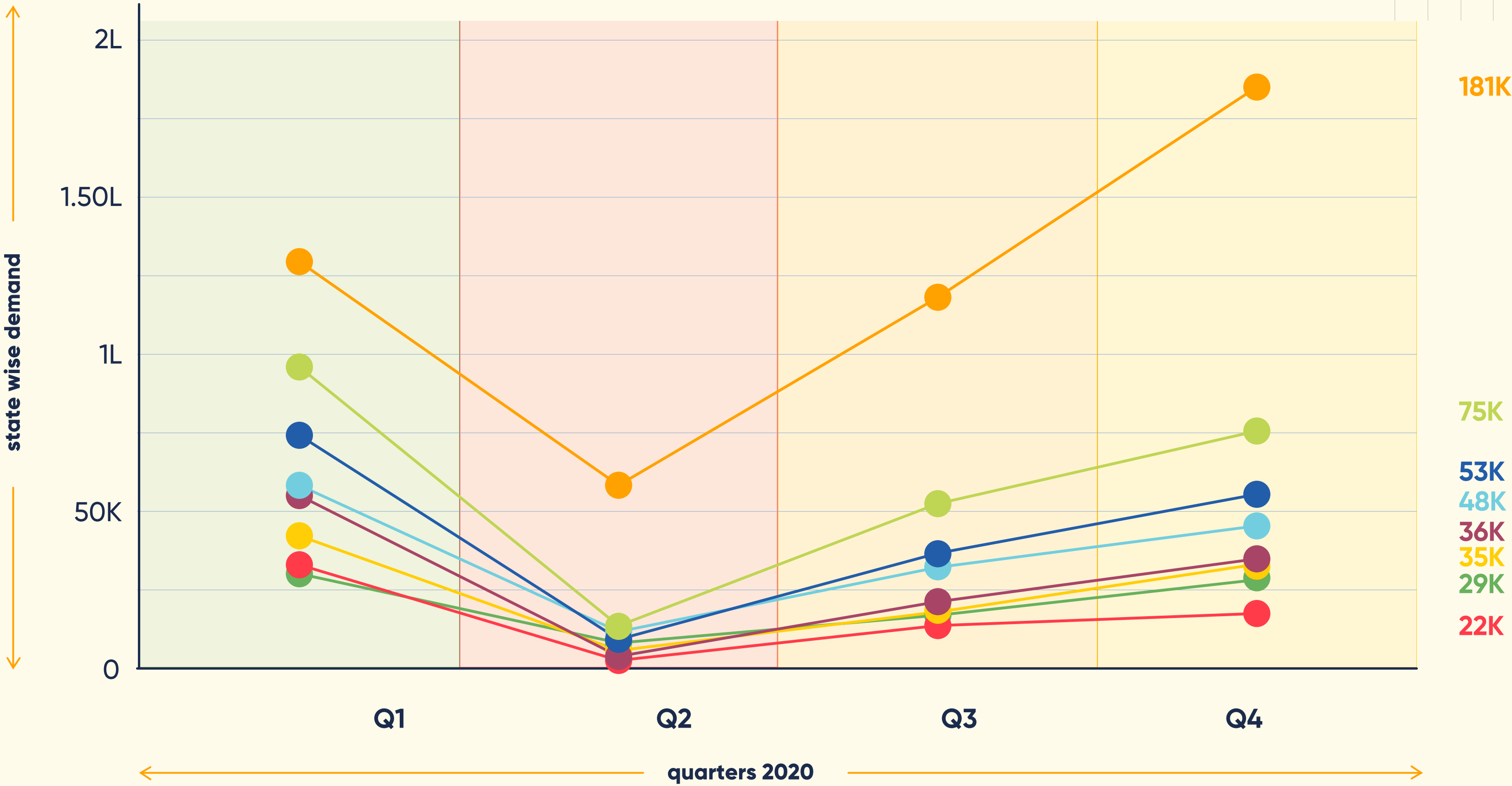
75%  
of Q1 2020



demand

state wise

- karnataka
- telangana
- maharashtra
- delhi
- tamil nadu
- haryana
- uttar pradesh
- others



## demand | city wise

**bengaluru, mumbai, new delhi and hyderabad** will create the largest opportunities

Q2 demand in **mumbai and new delhi** dropped by **>90%**

**chennai** will end the year at **100%** of its Q1 demand

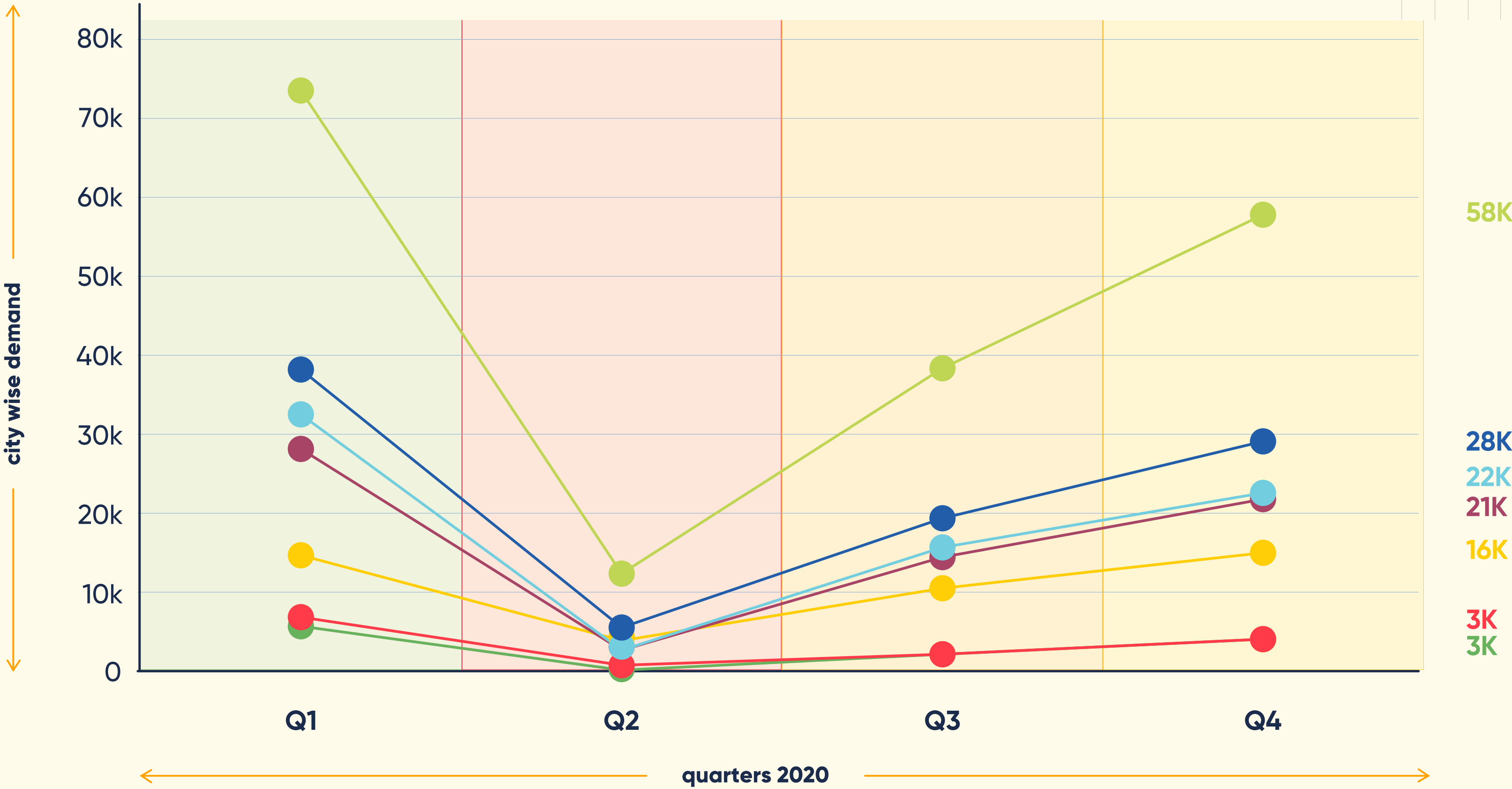
**mumbai, hyderabad and bengaluru** will recover to **>70%** of its Q1 demand



# demand

## city wise

- bengaluru
- hyderabad
- new delhi
- mumbai
- chennai
- noida
- gurgaon







migration

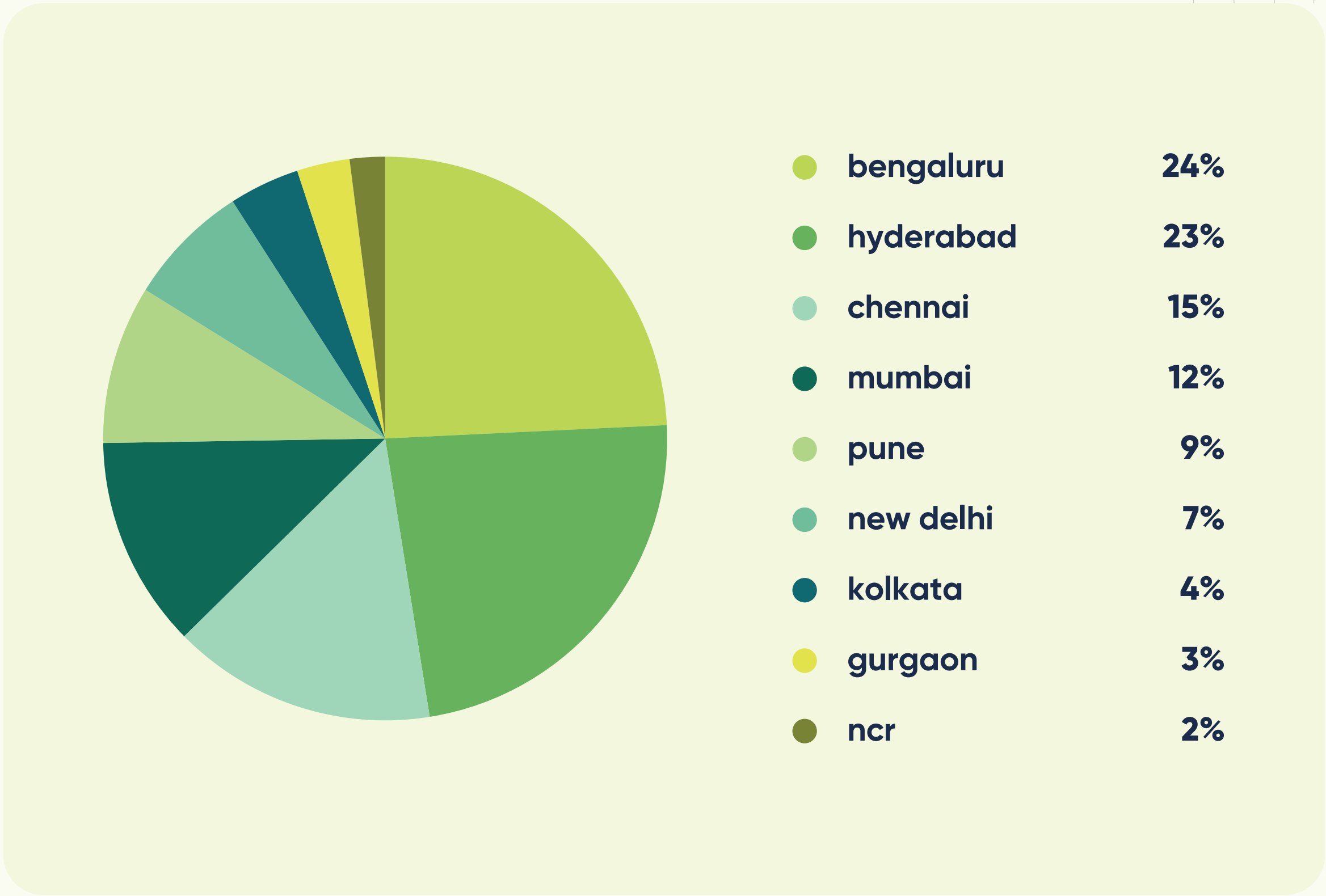
73%  
of the blue collar  
employees migrate  
to a different state  
for work

- 15 top destinations – cities
- 16 top destinations – states
- 17 migration trend – state wise
- 19 reverse migration during Q2



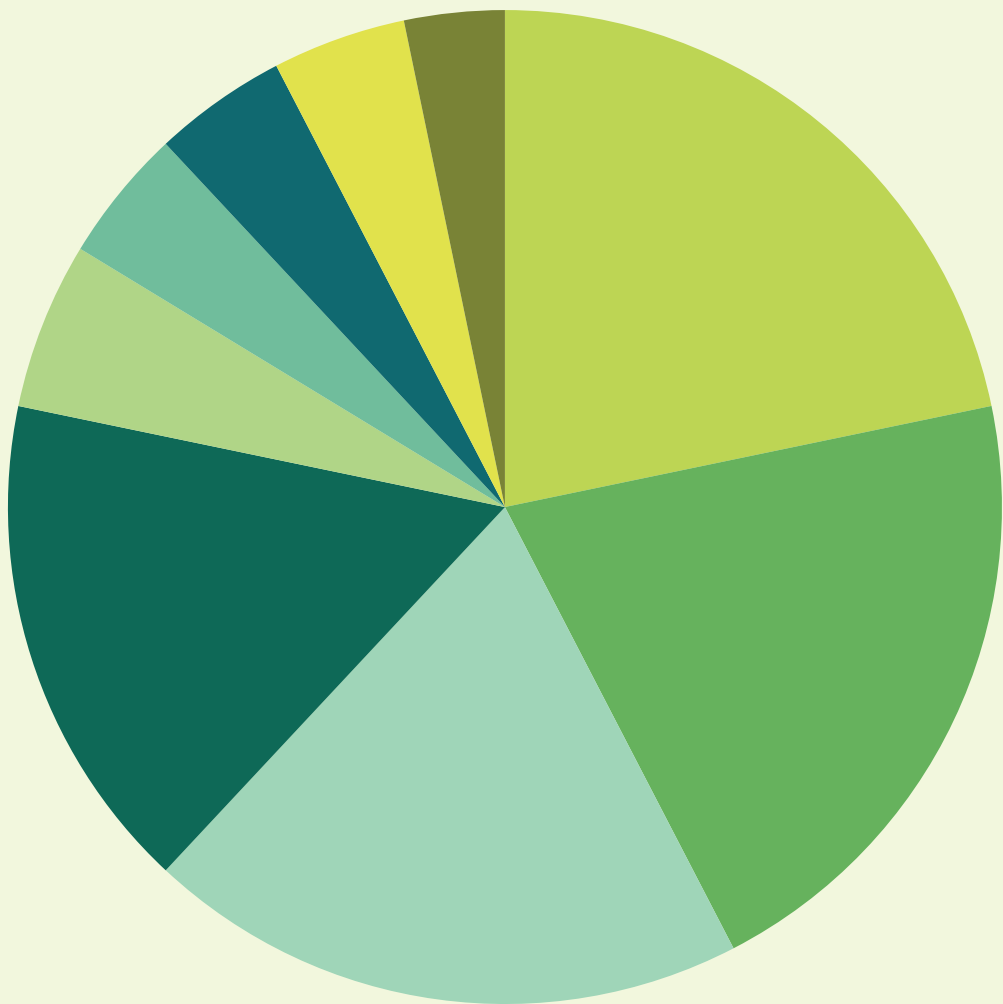
migration | top destinations – cities

bengaluru and  
hyderabad are  
top destinations  
for the migrant  
workforce



migration | top destinations – states

maharashtra,  
telangana,  
karnataka and  
tamil Nadu are  
home to  
**>70%**  
of the migrant  
workforce

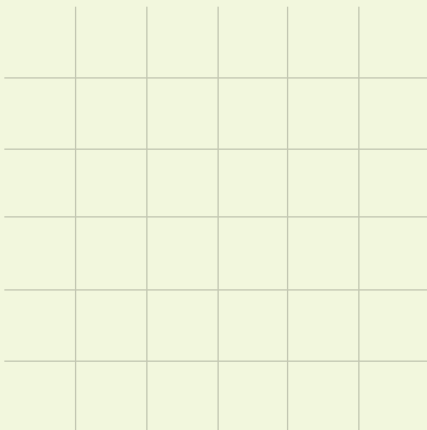


●	maharashtra	20%
●	telangana	19%
●	karnataka	18%
●	tamil nadu	15%
●	west bengal	5%
●	uttar pradesh	4%
●	delhi	4%
●	andhra pradesh	4%
●	haryana	3%



migration

top destinations – states



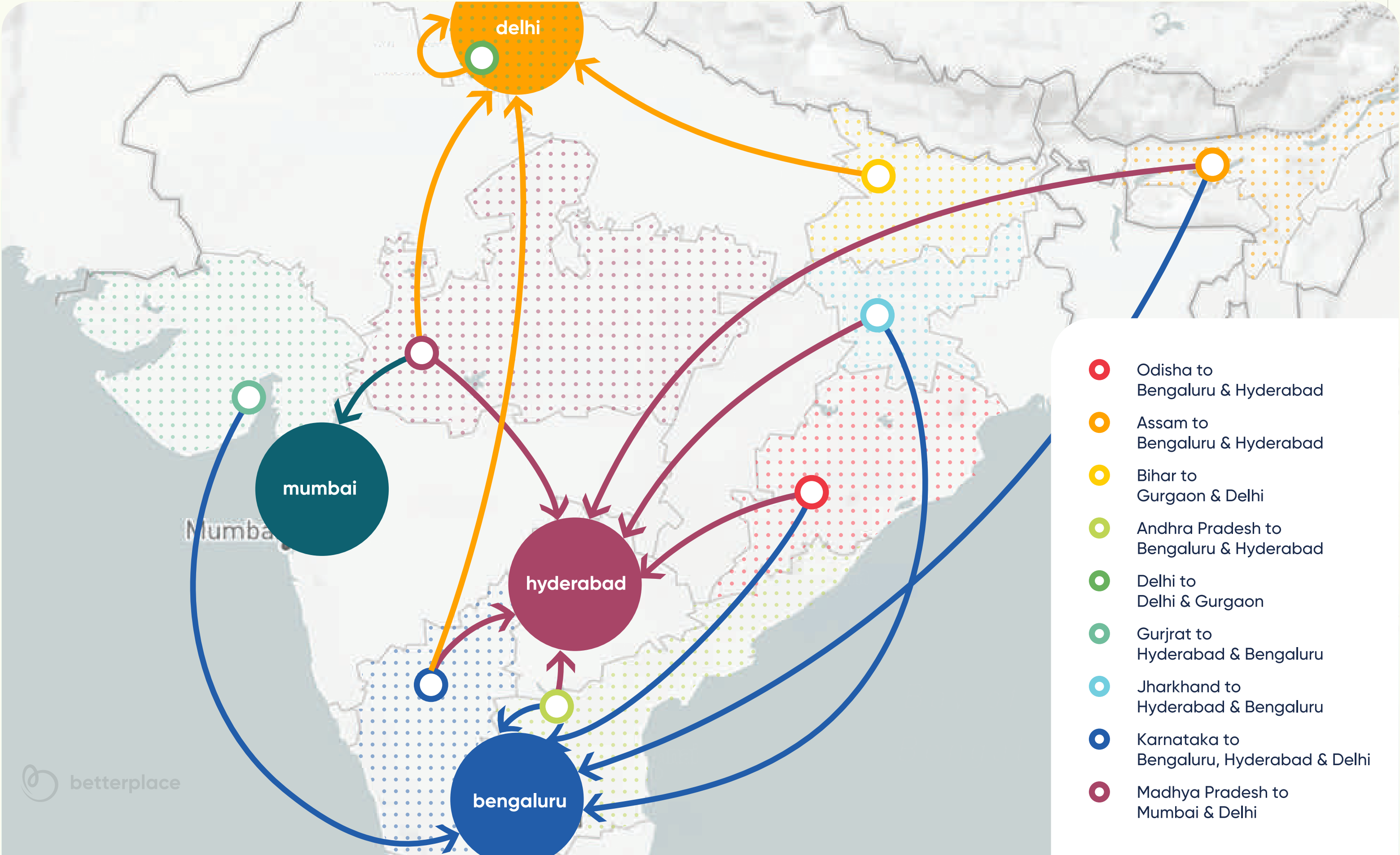
bengaluru &  
hyderabad see  
most migration from  
odisha, assam and a.p

majority of  
people from  
bihar migrate to  
delhi and gurgaon

mumbai is home  
to the migrant  
workforce that  
comes from m.p

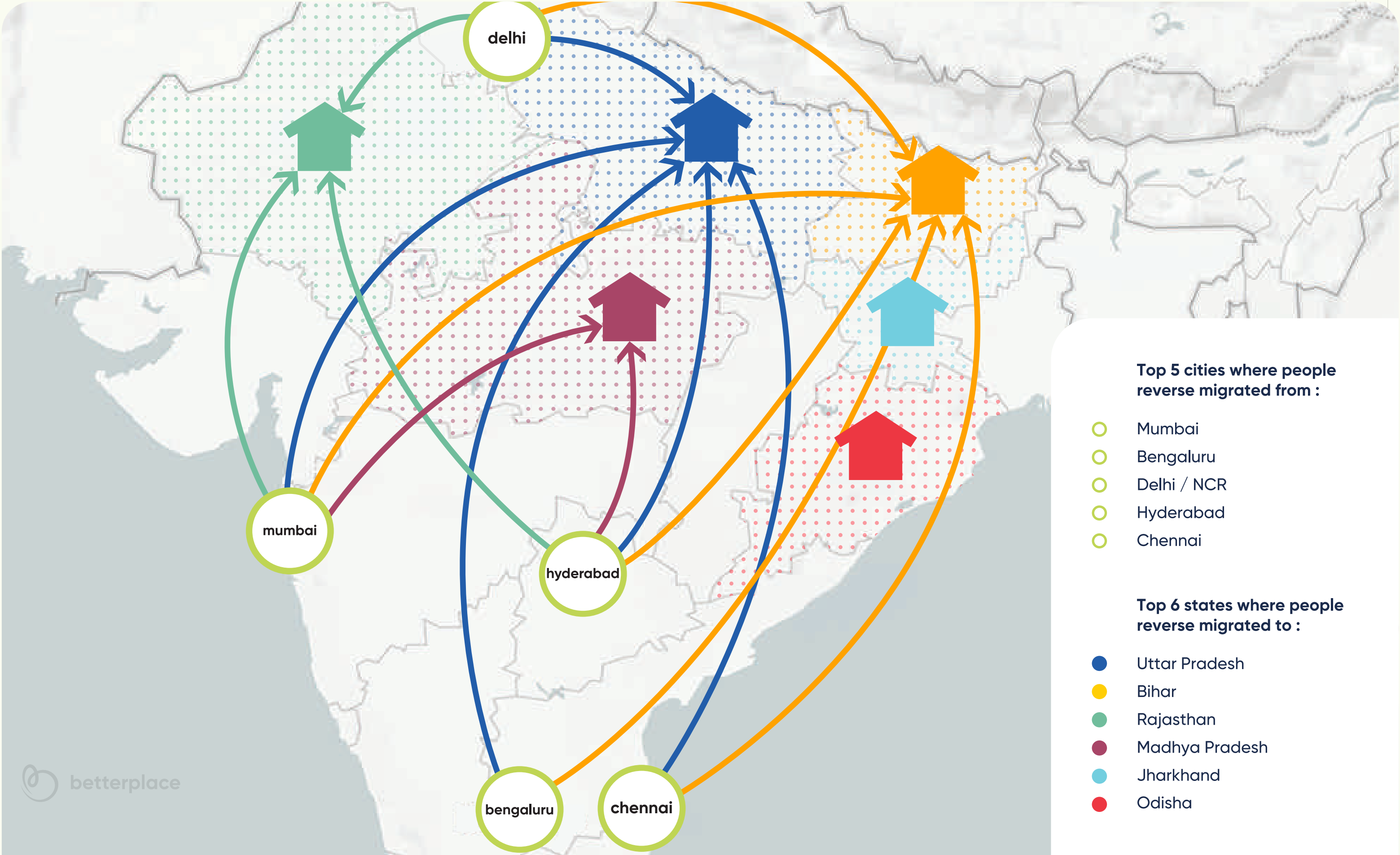
migration trend

state wise



reverse migration

quarter 2







loss

total loss of jobs is  
estimated at

**10,00,000+**

the total loss of income  
is estimated at

**₹2467 crores**

per month

21 loss of jobs segment wise

23 loss of jobs state wise

24 loss of jobs city wise

25 loss of income segment wise



## loss of jobs

44%

jobs are lost in the gig economy with the **driver segment** losing 60%

31%

jobs are lost in traditional space with **facilities** losing 42% & **security** 37%

30%

of job losses come from **bengaluru, hyderabad, mumbai & new delhi** alone

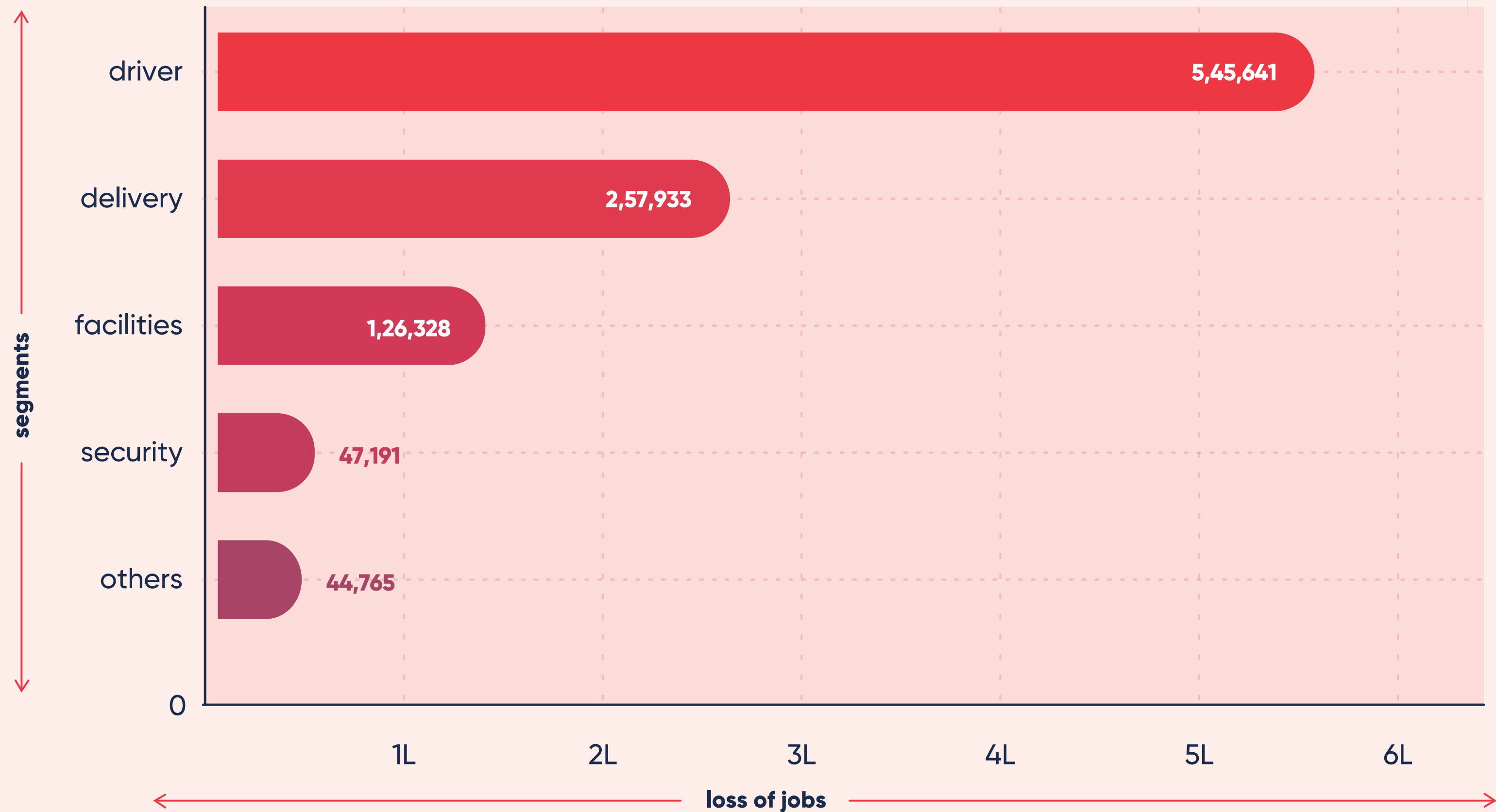
40%

of all job losses come from 3 states of **south india**

loss of jobs

segment wise

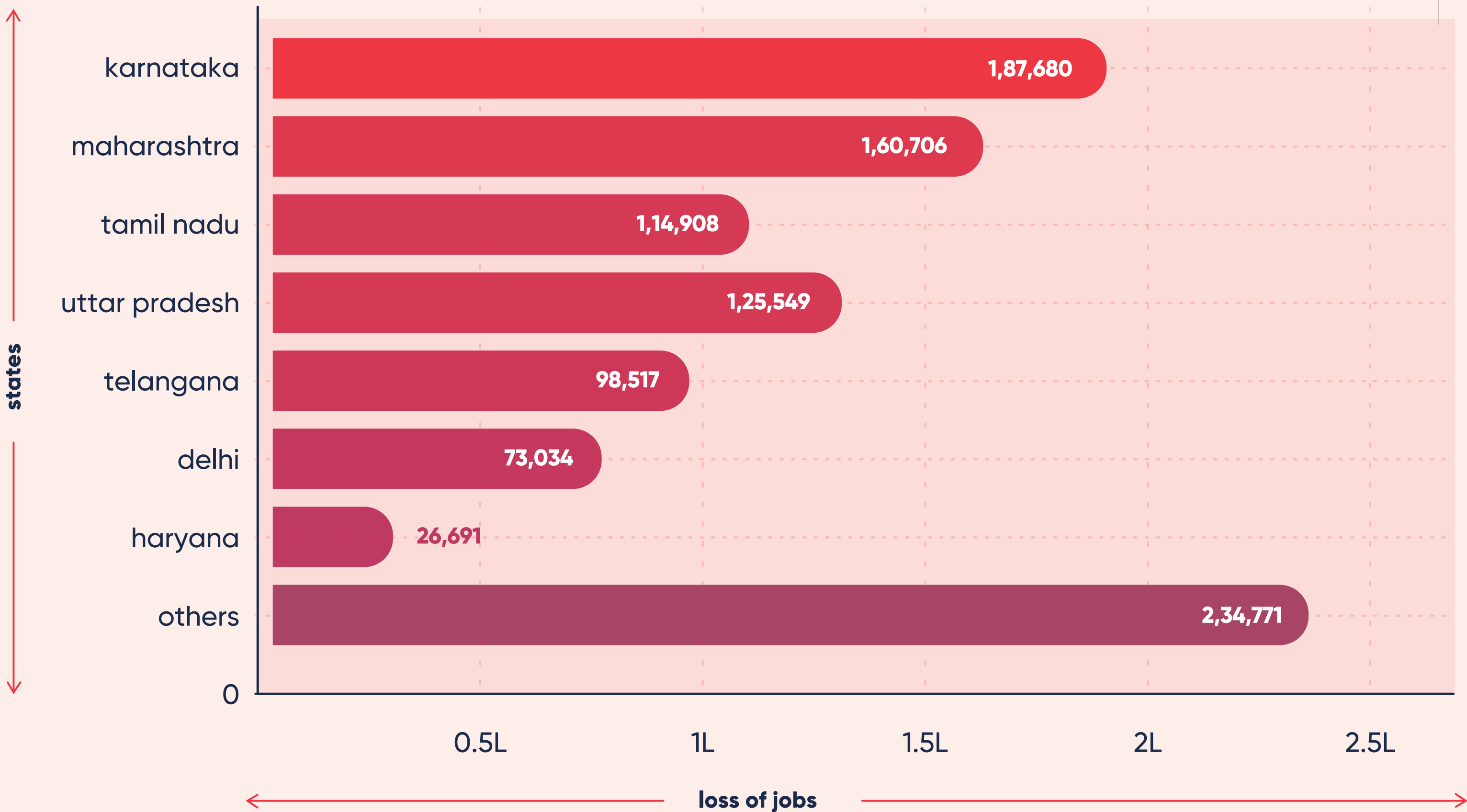
44% jobs are lost in the gig economy  
with the driver segment losing 60%



loss of jobs

state wise

40% of all job losses come from  
3 states of south india

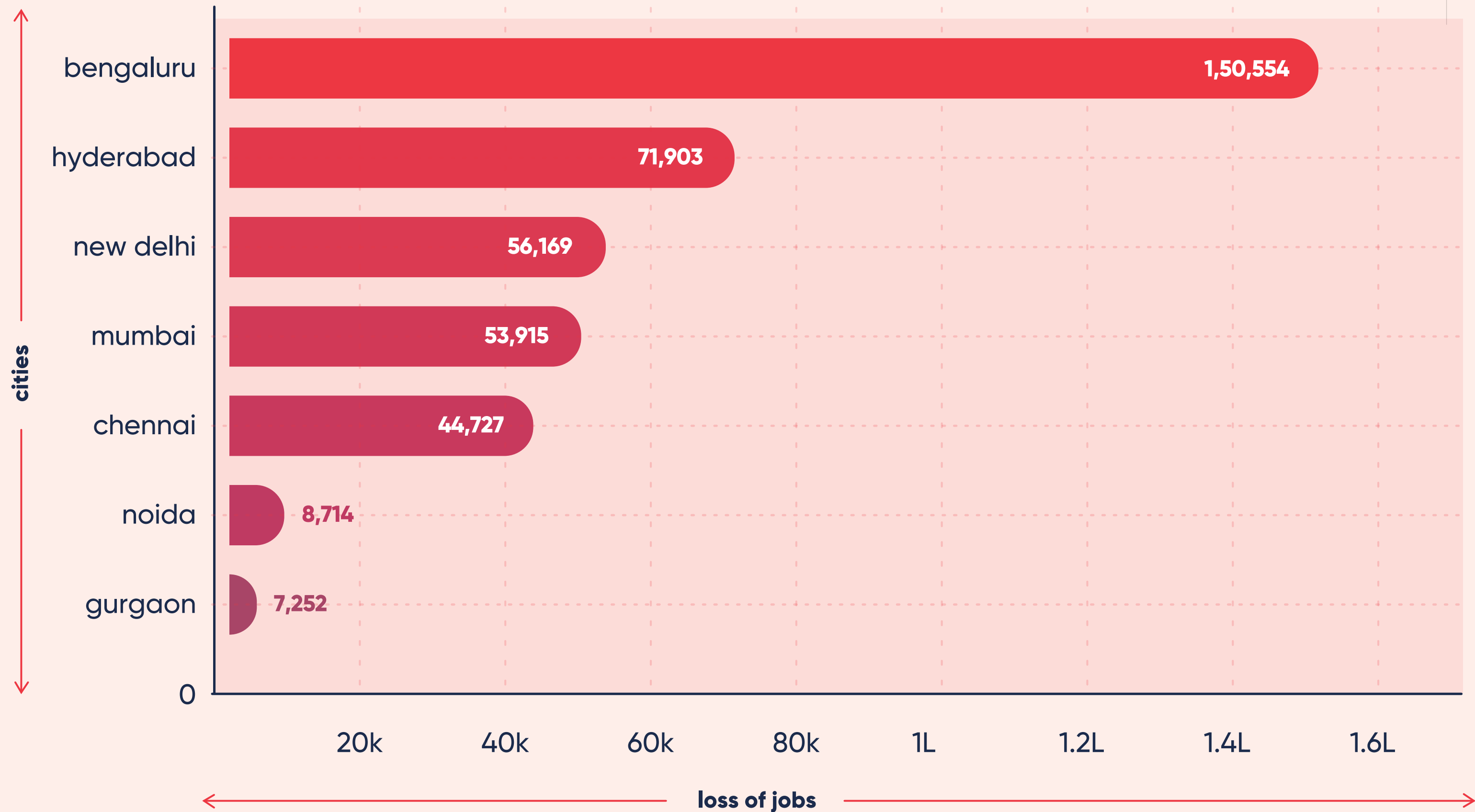




loss of jobs

city wise

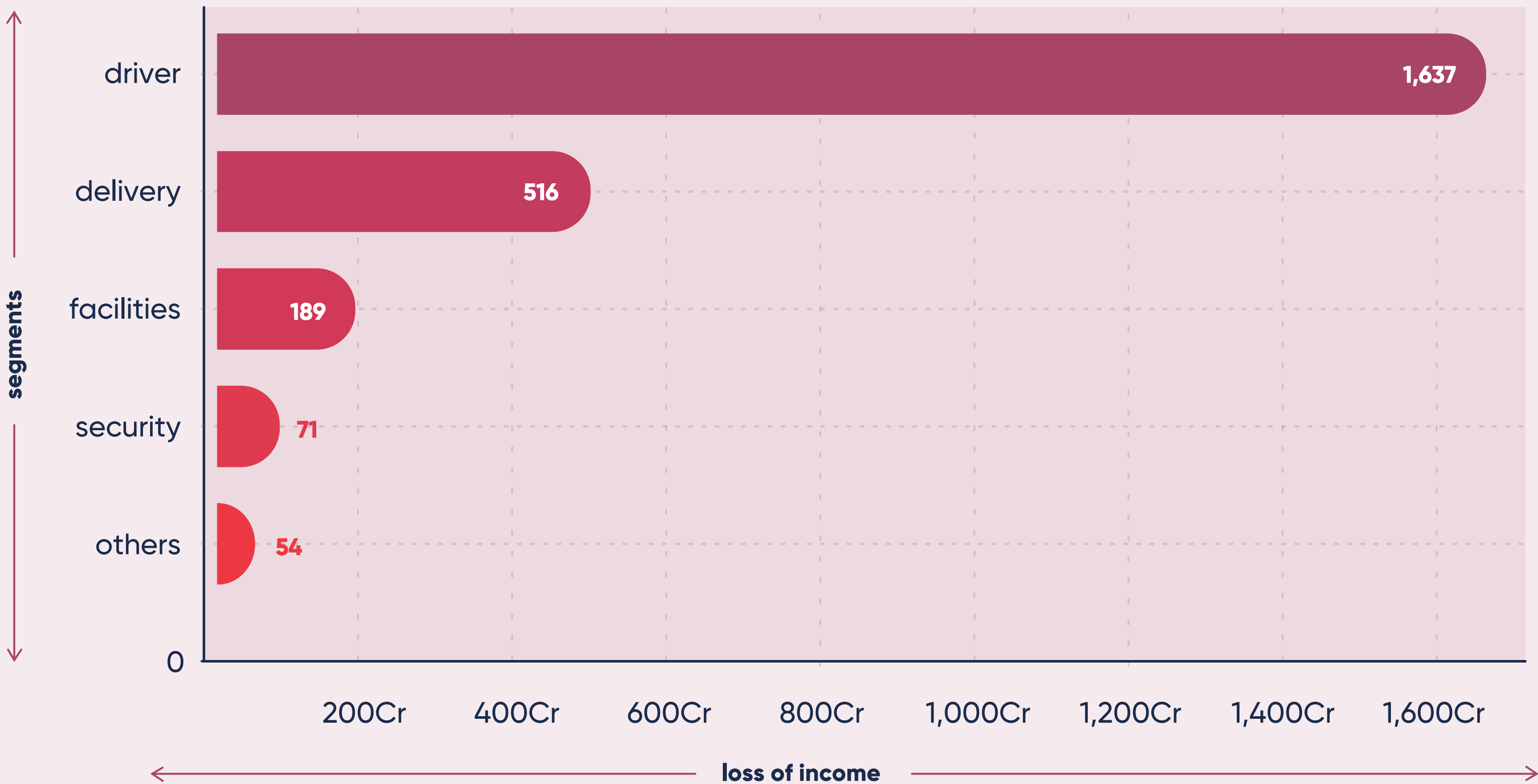
30% of job losses come from bengaluru, hyderabad, mumbai & new delhi alone



loss of income

segment wise

the gig economy contributes 88% of the total income loss with the driver segment alone contributing 66%





recovery

**delivery, healthcare**  
will grow beyond pre covid levels

**bengaluru and all  
four metros**  
will remain under stress

27 recovery segment wise  
28 recovery city wise  
29 reasons for recovery  
30 drivers for migration

recovery

segment wise



**under stress**  
expected to end  
the year at **60%** of  
the pre-covid levels

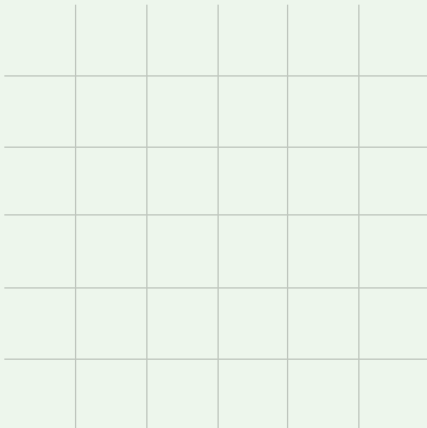


**out of stress**  
expected to end  
the year at **90%** of  
the pre-covid levels

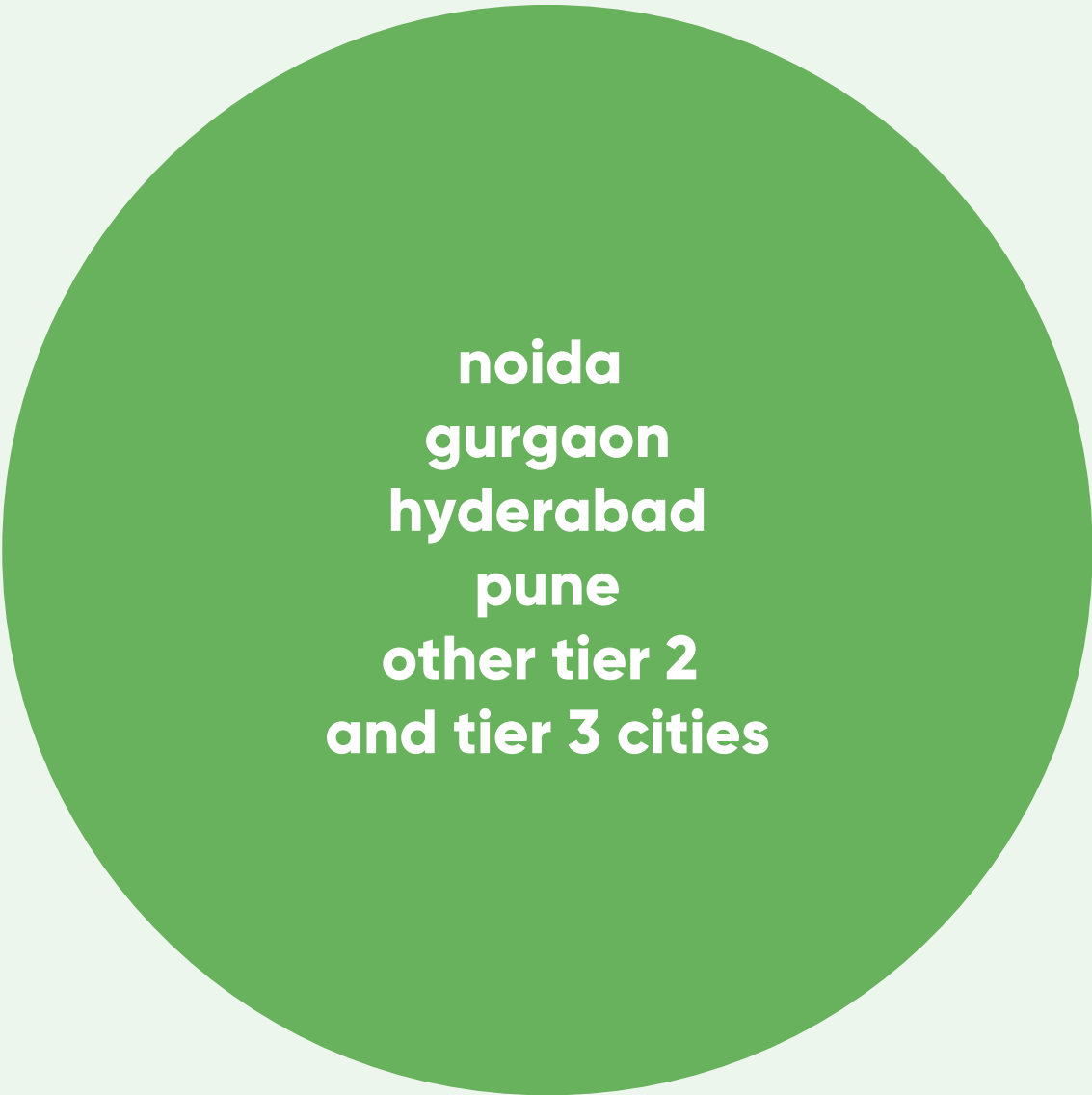


**growing bigger**  
expected to end  
the year at more than **100%** of  
the pre-covid levels





**under stress**  
70-80% of normal



**out of stress**  
back to normal

## reasons for recovery



a critical need to  
rebuild the support  
system for  
**essential goods**



less fear of  
covid,  
**need for earnings**  
& continuity of  
business



**better**  
**understanding**  
& infrastructure  
to fight covid



# drivers for migration



need for earnings



safe work environment  
provided by employers



rapid growth in demand in tier 1, 2 and 3 cities





expectations

healthy work & living  
environment

is employees' biggest demand

highly efficient &  
distributed workforce  
management

is the need of the hour

32 expected risks

33 likely changes

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35 expectations of employers

36 views of industry leaders



expected risks



massive relapse  
of covid cases



cash crunch  
hurting the buying  
sentiments



possibility of a  
global meltdown



## likely changes



**complete  
digitization  
of employee  
management**



**more focus on  
employee benefits,  
safety & long  
term value**



**flexible workforce  
for managing  
the challenging  
situations**



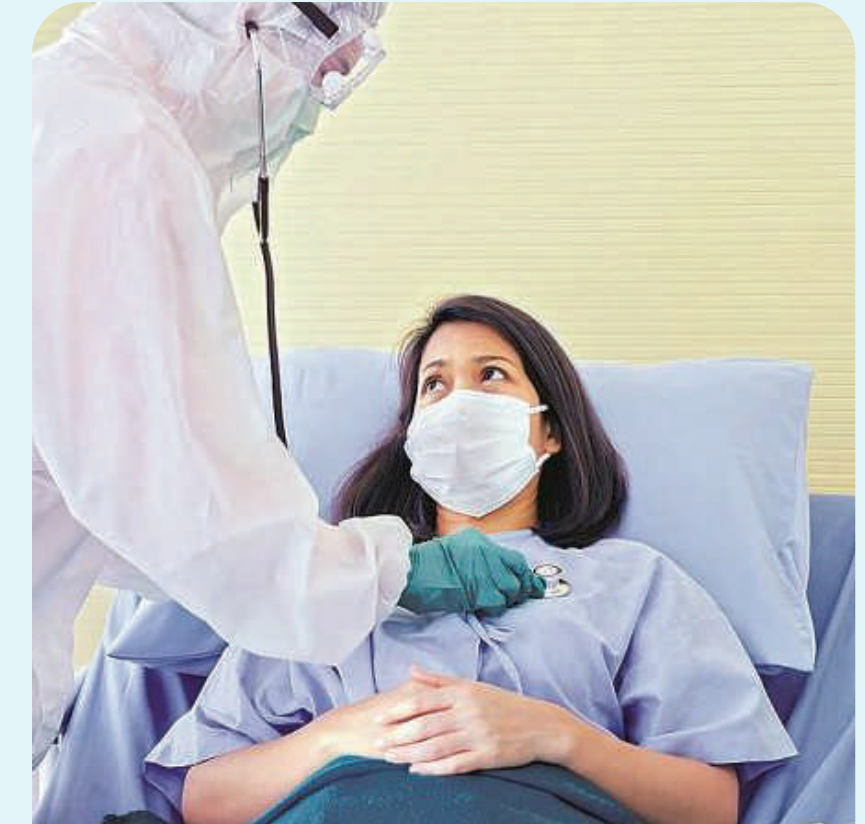
## expectations of employees



healthy work & living  
environment



visibility of  
guaranteed  
income



risk mitigation  
with insurance,  
lockdown  
support, etc



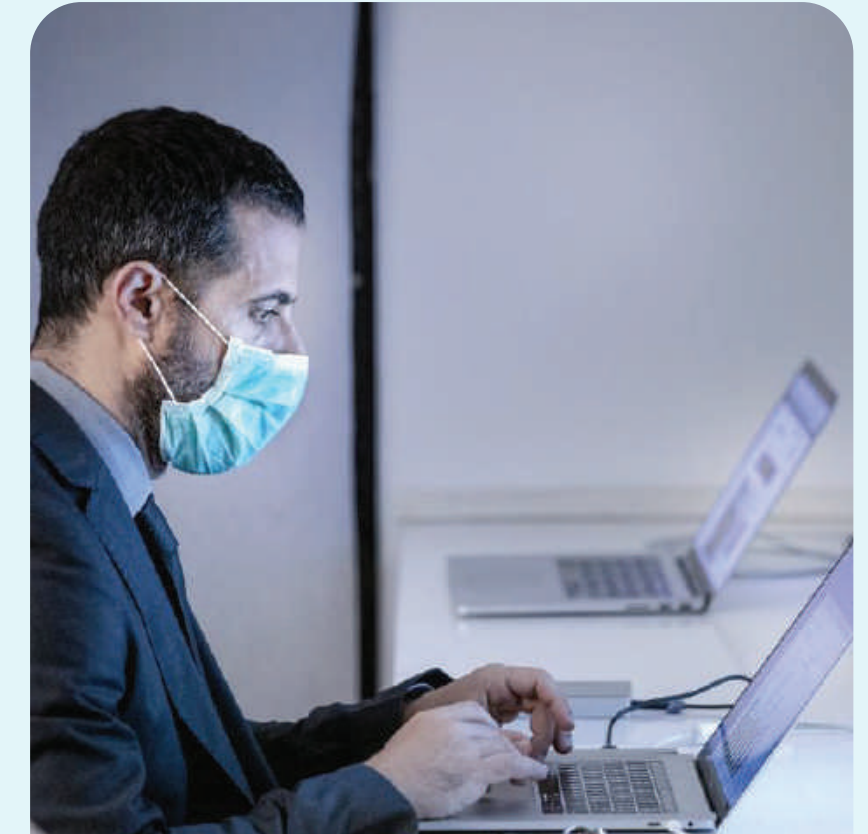
## expectations of employers



operating  
**flexible workforce**  
to manage the  
fluctuating demand



highly efficient  
& distributed  
**workforce**  
management  
with technology



outsourcing of  
non-core  
functions through  
**a shared services**  
**model**

## view of industry leaders

Being a People First company, at Ecom Express, Health and Safety is the prime focus for us in our every initiative as we grow. COVID- 19 safety measures adopted by us has proved to be a game-changer, and helped us sail through this.

The pandemic has catapulted the ecommerce industry to a different league. Our customers have very aggressive plans for the festive season and we want to be sure to be able to meet their demand.

Even we are already doing 2x of what we were doing pre-COVID. This demand is only going to increase with the coming holiday season. Moreover the more the lockdown extends, the more people will get habituated to online shopping and the more increase in demand or job creation we see.

We feel proud to be part of an industry which is creating maximum number of blue-collar jobs during these difficult times



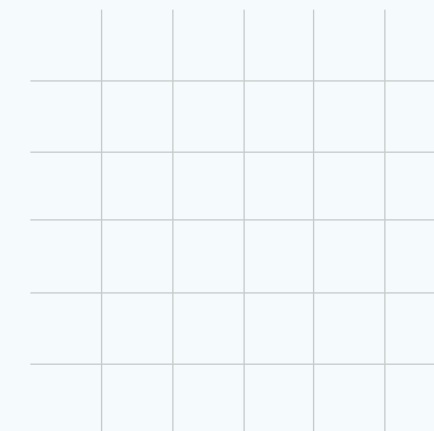
**Saurabh Deep Singla**  
CHRO





## view of industry leaders

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We are witnessing healthy recovery towards pre-COVID levels.

Furthermore, with restaurant and delivery partners diligently following our Max Safety measures and WHO confirming zero reported cases of COVID transmission from food, more and more people are ordering in.

We are building on public confidence in our ecosystem, and are continuously evaluating & hiring more delivery partners in response to the growing customer demand.

**zomato**

**Hemal Jain**  
Global Head of Finance



blue collar  
jobs report  
2020