



Blue-Collar Chronicles

Edition 3





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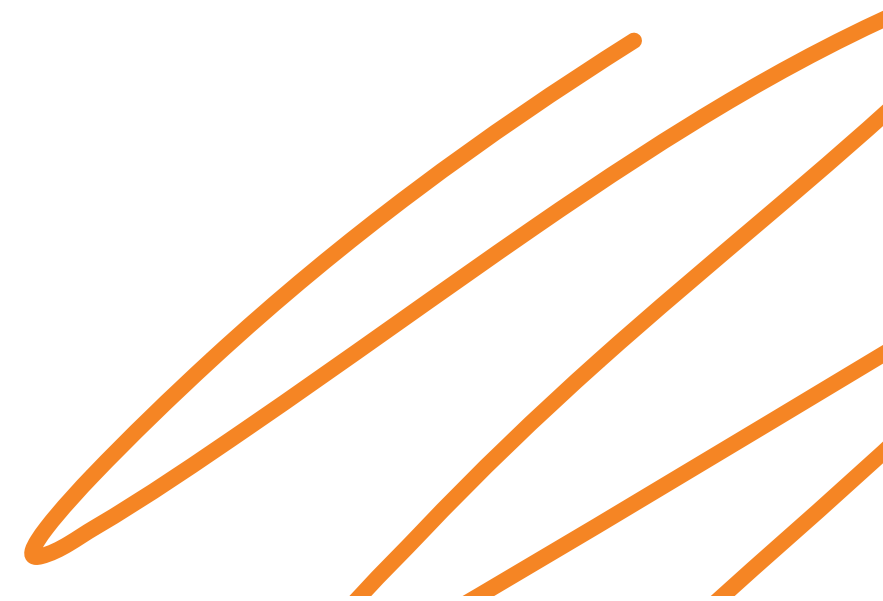
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From our Desk



Transforming the Blue and Grey Collar Ecosystem Through Technology

Corporate India is in a state of continuous technological evolution - automation, innovation, and digital platforms are changing the nature of work. The pandemic has further accelerated this transformation. **Over 78% of Indian companies¹ are increasing their pace of digitalisation** to respond to pandemic-induced market challenges and opportunities.

These changes are making their way into the blue-collar ecosystem as well. As the worker demographics and job roles evolve, so do their expectations from companies. Traditionally, a blue-collar work ethic was perceived as unorganised, manual, low paying, and low skill. The blue-collar workers in 2021 are more skilled and much more aware of their rights. To attract and retain them, companies need to leverage technology.

Workers are Ready for Change

India adds **12 million people²** to the working-age population every year. A major percentage of them work as drivers, delivery personnel, factory workers and construction staff. The government's Skill India initiative is focused on empowering 40 crore young workers by 2022. These workers are expected to be a part of the huge gig economy, the size of which is expected to grow by a **17% CAGR to \$450 billion by 2023.³**

Workers today are familiar with connecting to the internet and using apps on phones. In fact, internet and smartphone penetration has increased in both urban and rural areas. Over **43% of Indians⁴** actively surf the net, accessing information and entertainment on their cell phones.

India's workforce is ripe for change. They understand and value the speed and transparency that technology offers and can no longer be served a completely manual and paper-based process by companies that wish to hire, manage effectively, and retain them.



Tech as an Enabler of Driving Employment

Most companies that hire blue- and grey-collar workers need to do so in bulk. Moreover, the requirement may be spread across regions and skillsets. Manual processes are not only time consuming, but also often fail to get the right candidates for the right jobs, within the desired timeline.

Technology helps to largely automate the hiring processes. Companies that have access to the right database of candidates can easily identify the most appropriate ones by filtering them by location and skills. In fact, the right solution can help companies customise the funnels for more efficient hiring.

The job portals meant for the white-collar workforce does not work for blue- and grey-collar workers. They need mobile-first tech solutions that simplify the process of searching for jobs and applying to them. Companies can also use AI-based solutions to reach out to different candidates in their preferred language. Technology also makes it easier to reach out via multiple channels, while collating all the responses in a single dashboard and even sending out alerts to the HR team when there is a job application.

Such hiring processes not only elevate the candidate's first impression of the company, but also reduce manpower requirements and associated costs. This also makes it easier for companies to fulfil their need for hyper-local candidates for seasonal demand and for workers to find jobs on a contractual basis and improve their quality of life.

Rapid Digitalisation Calls for New Ways to Upskill and Re-Skill Workers

Contrary to the widespread fear of job losses, automation is expected to create employment. The World Economic Forum predicts that automation will create **58 million jobs**, with two-thirds of these being higher-skilled.

Organisations are now taking active steps to train their workers for future roles. Technology can help companies do so with bite-sized, easy-to-understand learning modules that workers can access on their device and learn at their own pace. The modules can be in video and audio form and translated into different languages to drive comprehension.

This solves three main challenges previously faced by companies in planning classroom training sessions:

- ◆ Pulling workers out of their shifts is costly
- ◆ Different workers being at different stages of proficiency
- ◆ Low attention spans

In many critical areas of production lines, Virtual Reality (VR) and Augmented Reality (AR) are being used as training tools. VR/AR can be leveraged to simulate conditions, so that workers get familiar with situations before they happen. For instance, safety training procedures conducted with such technologies can prevent fatal accidents.

Technology can also help unleash the true potential of the feet-on-the-street salesforce and delivery personnel. They can be easily taught simple etiquettes to interact with customers. They can also ask questions and have access to how they fair in the key metrics.

Changing the Face of Workplace Essentials

Productivity is the gold standard in corporate work ethics. Companies have begun to recognise that this can be increased significantly by simply improving their systems of scheduling work, tracking attendance and overtime, and ensuring timely payment.

Technology can enable organisations to efficiently achieve all these and more. With a platform that automatically incorporates the relevant state labour laws, companies can schedule work, plan shifts, and manage the allocation of workers. Technologies like geo-fencing and facial recognition can be used to mark employee attendance, reducing supervisory time, human error, and cost.

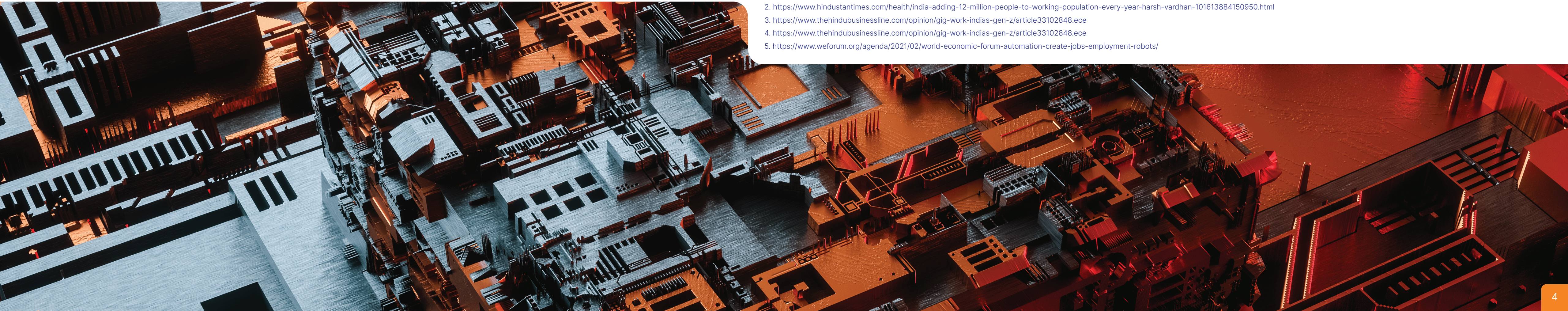
Thus, automation of attendance enables companies to plan work more efficiently, comply with state laws, keep track of overtime, and ensure timely disbursal of salaries. In fact, technology can ease several aspects of an employee's financial and physical well-being. Opening zero-balance bank accounts, providing medical insurance, extending personal loans, offering the facility of drawing an advance on salary, providing facilities like doctor on call, conducting health check-ups, etc. can go a long way in keeping employees happy and retaining them for years to come.

Ensuring Organisation-Wide Adoption

To become truly futuristic, companies will need to rework their culture and make effective communication an integral part of driving tech adoption. Through detailed SOPs in multiple languages, companies can explain the benefit of new technology to workers. It is important to ensure the solution is user friendly, as it is the user experience that finally determines whether employees resist it or use it to its maximum potential.

References

1. <https://news.microsoft.com/en-in/organizations-with-a-culture-of-innovation-fuelling-business-resilience-and-economic-recovery-in-india-microsoft-idc-study/>
2. <https://www.hindustantimes.com/health/india-adding-12-million-people-to-working-population-every-year-harsh-varadhan-101613884150950.html>
3. <https://www.thehindubusinessline.com/opinion/gig-work-indias-gen-z/article33102848.ece>
4. <https://www.thehindubusinessline.com/opinion/gig-work-indias-gen-z/article33102848.ece>
5. <https://www.weforum.org/agenda/2021/02/world-economic-forum-automation-create-jobs-employment-robots/>



Sector in Focus : Logistics Sector

About

Logistics Sector Skill Council (LSC), a society registered under the Societies Registration act, 1860, is a not-for-profit organization set up by Confederation of Indian Industry (CII) along with National Skill Development Corporation of India (NSDC) with the aim to up-skill the logistics workforce in India.

The mission of the Logistics Skill Council is “to bring the best in class workforce skills to the Indian logistics industry, thereby benefitting the employer, employees and the nation as a whole”.

Objectives

- 1

Set up a comprehensive Labor Market Information System (LMIS) i.e. preparing a compendium of skill types pertaining to job roles within its sub-sector and to assist in planning for skilling, up-skilling and re-skilling through delivery of planned, formal and structural trainings.
- 2

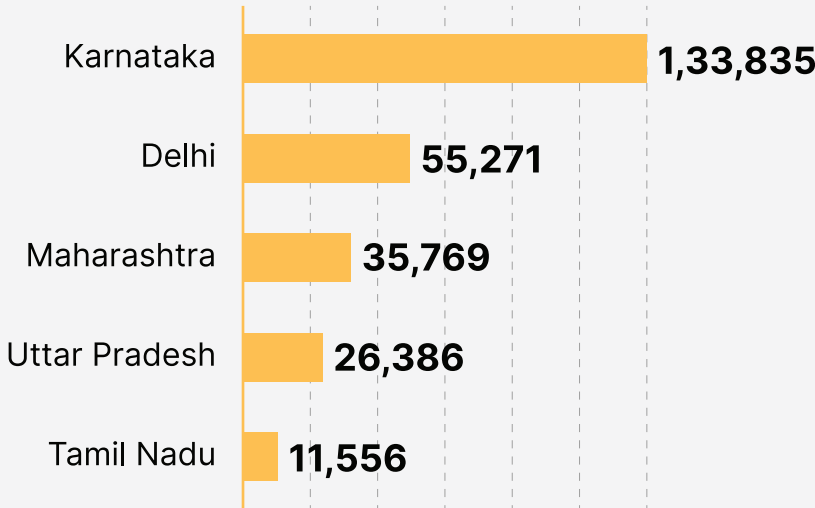
Undertake Skill mapping and Skill gap analysis i.e. identification of skill development needs based on LMIS and emerging technologies. The study will be done state-wise, region-wise and sub-sector-wise.
- 3

Rationalize and maintain a detailed Skill inventory

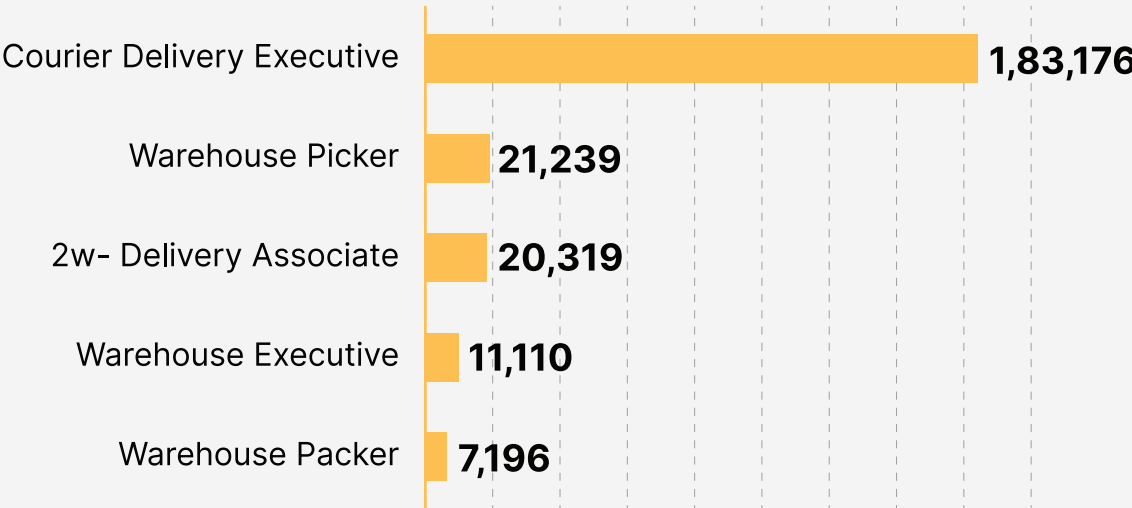


Logistics Stats

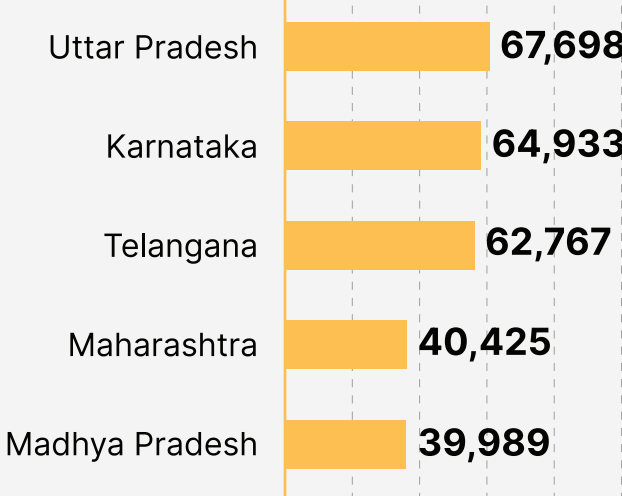
Top 5 Demand (By State/ UT)



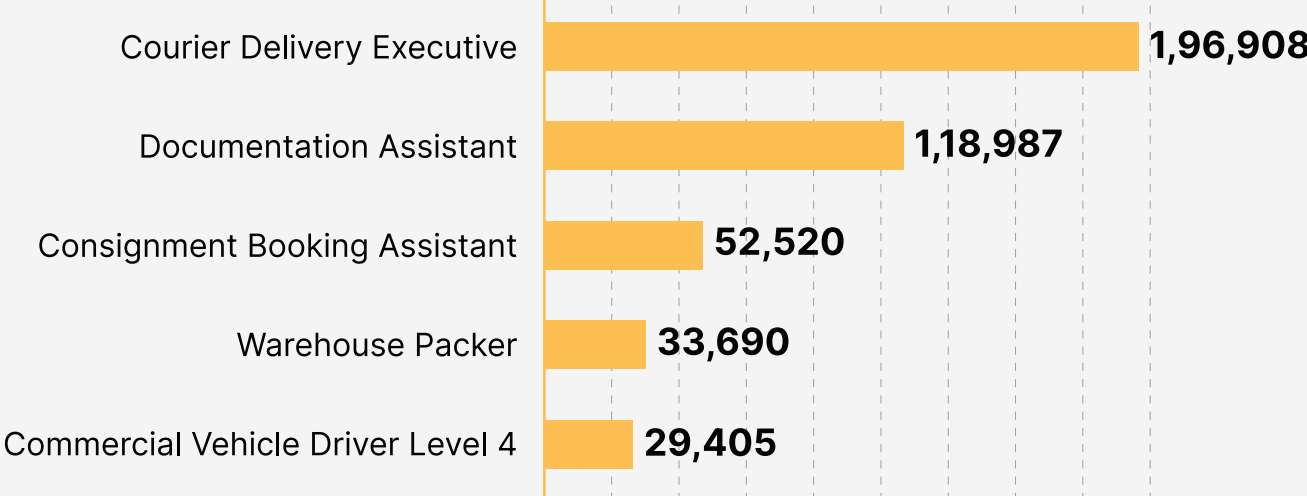
Top 5 Demand (By Job Role)



Top 5 Supply (By State/ UT)



Top 5 Supply (By Job Role)



Talent Pool Snapshot

Know the Top State, job roles and sectors with the highest availability and top demand for candidates

Job Available

State with Highest Demand
Karnataka

Sector with Highest Demand
Logistics

Job Role with Highest Demand
Courier Delivery Executive

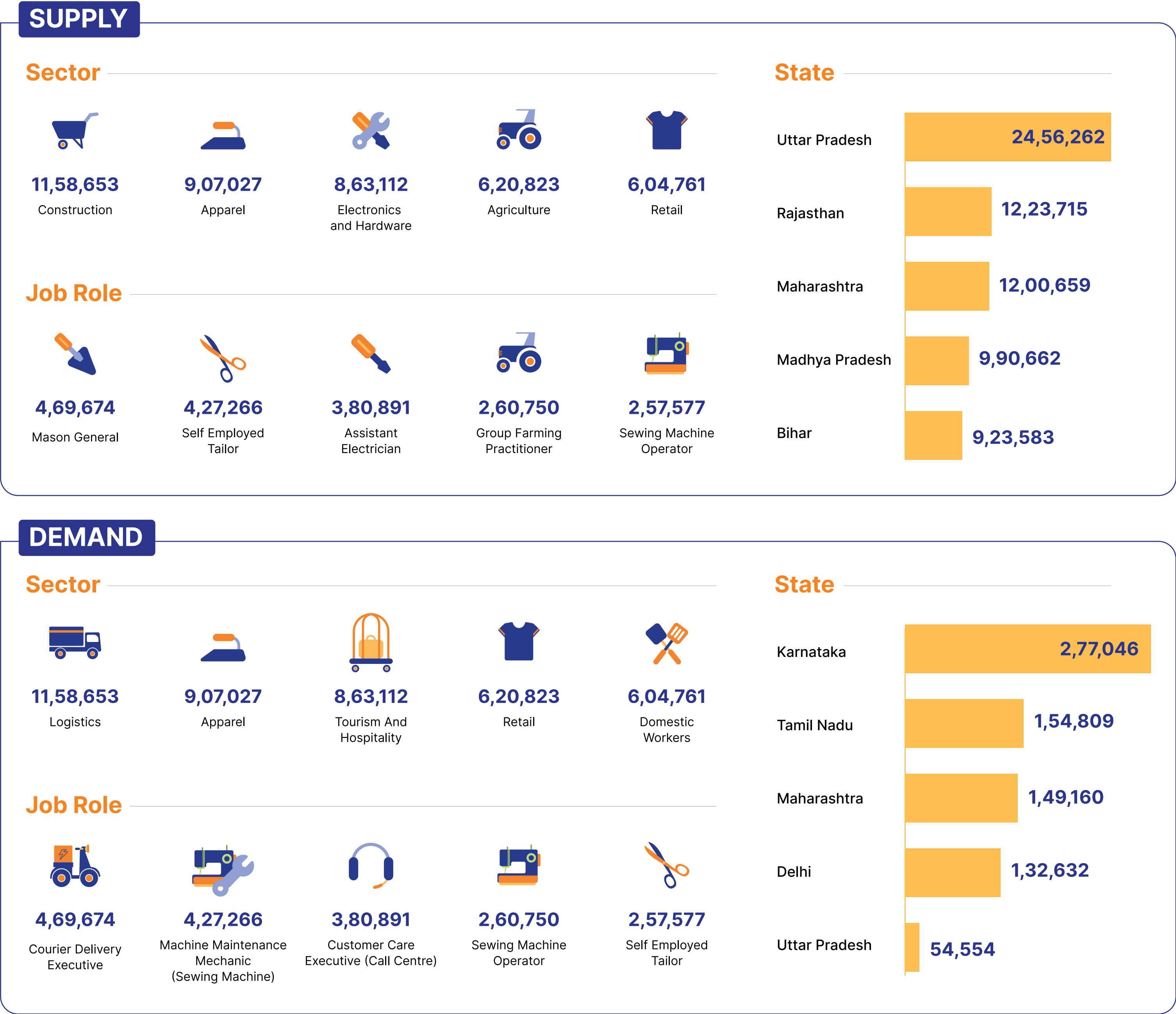
Candidates Supply

State with Highest Supply
Uttar Pradesh

Sector with Highest Supply
Construction

Job Role with Highest Supply
Mason General

🌐 Log on to <https://smis.nsdcindia.org/> to find you next skilled hires in large volumes with ease.



Industry News

Compliance for confidence and credibility

Owing to remote working brought on by the pandemic, this situation presented with unprecedented risks and reinforced the need for digital transformation in Background Verification Process.

[Read Article](#) 

Gamification goes blue

In the corporate world, a majority of these productivity tools are designed for desk-bound white collar workers having access to digital devices or laptops. A large section of the frontline workforce might not use online tools for their work. Given the nature of their work they also can't be pulled out of circulation for a day of training.

[Read Article](#) 

Samsung, NSDC to train 50,000 youth for jobs in electronics retail sector

Samsung Electronics on Tuesday said it has signed a memorandum of understanding (MoU) with the National Skill Development Corporation (NSDC) for a new initiative — Samsung DOST (Digital & Offline Skills Training), wherein it aims to make 50,000 youth job-ready for the electronics retail sector over the next few years.

[Read Article](#) 

Virtual CHRO - The next gen HR for gig economy

The new world of work encompasses managing people who are not your permanent employees, motivating freelancers to be more productive, creating engagement for contract workforce, managing performance for contractors and a HR strategy without a retention plan. Welcome to the Gig Economy. As you are reading this article there are about 200 million gig workers worldwide who are working for various projects and assignments for various organizations, big and small. (BCG and MSD Foundation report). Almost 70% organizations hired freelancers and gig workers to solve organizational issues.

[Read Article](#) 

Economy gaining traction with pick-up in manufacturing activity:

The economy is gaining traction with gradual pick up in manufacturing activity and moderation in contraction of services, spurred by comfortable liquidity conditions, an RBI article on Tuesday said.

[Read Article](#) 



From our Desk

Blogs

A Human Approach for a Better Life to Your Blue-Collar Workforce

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eBikes: The Wheels of Green Commerce for Your Last Mile Touchpoints

[Read Blog](#)

Be Safe Than Sorry - The Right Approach to Blue Collar Verification

[Read Blog](#)

Events - ETHR World Fireside chat

TOPIC
Role of Gig Economy & the resurgence of India Inc

SPEAKER
Rajneet Kohli (CEO,President Jubilant Foods),
Pravin Agarwala (CEO & founder BetterPlace)

TIME & DATE
September 16th, 03:00 to 04:00pm

LINK
[Click here to join](#)

BetterPlace in News

BW BUSINESSWORLD
BetterPlace Launches A Mobile App To Empower Blue-collared Workforce

[Read News](#)

Forbes
BetterPlace featured in Asia-pacific's startups on the rise in the inaugural Forbes Asia 100 to watch list

[Read News](#)

ET THE ECONOMIC TIMES
India Inc to create 7 million blue-collar jobs by the end of this fiscal

[Read News](#)

Blue-collar Report

The second wave of COVID-19 has been a challenging period for many. The pandemic will have a long-lasting impact on India's job market, too, especially on blue-collar employees. BetterPlace, with inputs from industry experts, has prepared this report, which analyses the current scenario, provides insights into the challenges and emerging trends in the blue-collar ecosystem and throws light on what lies ahead. We believe this report will guide companies, policymakers and leaders with the necessary data and insights to unlock growth and create a livelihood for millions of blue-collar employees.

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