

Business Standard

More Indians searching for govt jobs: Google

Government jobs are on the minds of millions of Indians, according to search engine giant Google.

There is a 48 per cent rise from last year in the number of people seeking government jobs, according to a report, Digital Classifieds in India 2020, launched on Wednesday by Google and KPMG.

"This year job searches related to the government have been on the rise. E-commerce job queries have been increasing as well. Other sectors where people are looking for jobs are banking and information technology," said Nitin Bawankule, industry director, Google India.

He added more people were seeking jobs and other services in Indian languages and sarkari naukri was one of the top searched Indic terms.

The online job search market is set to double by 2020 with 63 per cent consumers accessing e-classifieds. The Indian digital classifieds industry was projected to grow three times to \$1.2 billion by 2020, the report said, adding Bengaluru, Mumbai, the NCR and Hyderabad were the top cities for online job searches.

Horizontal classifieds will continue to lead with about 30 per cent market share of total digital classifieds in 2020. Google search trends reveal local searches in these categories have grown four times in the last four years, led by cities like Pune, Ahmedabad, Chandigarh, Kochi, Coimbatore, Indore and Jaipur.

Within e-services classifieds dining, automobile rentals, relocation services and home services like beauty, tutoring and personal trainers are the most popular segments.

"The ecosystem is ripe for the emergence of digital classifieds. Spurred by smartphones, online users are expected to grow to 650 million by 2020, and the digital classifieds segment is expected to touch \$1.2 billion," Bawankule added.

"There is a high possibility of e-tailing, e-services and digital classifieds coming together as a strong one-stop value proposition," said Sreedhar Prasad, partner, e-commerce and startups, KPMG India.