

Online recruitment activity up 19% in July: Survey

NEW DELHI: Online recruitment activity registered a year-on-year growth of 19 per cent in July, and a 2 per cent jump from the previous month, and this uptick was primarily led by IT and education sectors, says a survey.

The Monster Employment Index for July stood at 243, up from 237 in June and 19 per cent jump over July 2015 when the index stood at 204.

"Online recruitment activities have started showing an upward trend, overall the pace has been significantly moderated this year," Monster.com Managing Director APAC & Middle-East Sanjay Modi said.

Sectorwise, the IT sector which was facing the brunt of extensive job cuts is charting a positive trend this month, witnessing a year-on-year growth of 51 per cent.

Additionally, with constant impetus of the government on the education sector since the beginning of the year, the industry is witnessing its hay days, the report said, adding education sector is exhibiting a steep upward trend with a year-on-year growth of 74 per cent, surpassing all the other sectors.

"MEI figures clearly show that the sector (IT) is slowly reviving from the long term deceleration. The sector today is increasingly moving towards demand for people with specialized skill set, owing to extensive digitization of manual processes," Modi said.

At the occupational level, online demand for healthcare professionals has shown a steep rise of 46 per cent closely followed by demand for customer service experts (41 per cent).

It is, however, surprising to see a decline in demand for senior management. From a 50 per cent year-on-year growth last month, the online demand for senior management is declined to a 38 per cent in July.

"There has been a significant decline in the demand for senior management since the last month. This can be attributed to stringent cost cutting across various industries, owing to which companies are investing increasingly on low cost bearing employees at the lower level as opposed to high salaried senior level employees," Modi said.

Overall, there is an atmosphere of impending optimism in the coming months in the Indian job market, he added.

E-recruitment activity increased in 12 of the all 13 cities monitored by the Index. Jaipur topped the chart as recruitment activity jumped 36 per cent, followed by Chandigarh (up 35 per cent) and Coimbatore (up 32 per cent).

Among major cities, Bengaluru witnessed the steepest growth in year-on-year recruitment activity (up 26 per cent). Chennai (up 18 per cent), on the other hand, saw the most notable slowdown in annual growth momentum.