



The Next Step

A thought leadership initiative by BetterPlace





Conference Roundup

BetterPlace's **'The Next Step'**, which was one of the most anticipated events of the year, took place on September 16 bringing forth a fresh outlook on the frontline industry, the happenings in the past one year and the turns expected in the near future.

With **Mr Nandan Nilekani** being the **chief guest** and **Mr T. V. Mohandas Pai** the **keynote speaker**, the conference aimed at spreading awareness, creating dialogue around the pain points in the frontline industry and exchanging ideas on actionable solutions to address the same.

BetterPlace operates with the belief that people are at the heart of the frontline ecosystem and it's only through the upliftment of the frontline workforce that the economy can attain heights of success. BetterPlace encapsulates its vision in its this year's theme **'Creating an equitable & efficient future for frontline workers & enterprises'**.

The conference saw a packed house of over 240 people as attendees, which included the likes of **Pramod Verma** (Chief Architect - Aadhaar & India Stack), **Ambarish Kenghe** (VP Product - GooglePay), **Puja Kapoor** (Global Senior Director - HR, OLX Autos - OLX Group), **Ravi Razdan** (Head IT & HR - Jyothy Labs Ltd.), **Falguni Vabale** (Head TM & OD - Justdial), **Ankit thakral** (COO - Livspace) and **Shobha Ratna** (COO & Head HR & Training - Aditya Birla Sun Life Insurance). The **Chief Guest** at the event was **Mr Nandan Nilekani** and the **keynote speaker** was **Mr Mohandas Pai**.



Kickstarted by **BetterPlace Group CEO & Co-founder Mr Pravin Agarwala**, the conference took us through the current dynamics of the frontline industry and what it could look like in a decade's time, the challenges that are grappling the enterprises and the workers, and what we as a fraternity could do to move the needle in the right direction. Mr Agarwala in his speech emphasized how the frontline industry is only going to grow in numbers in the decade to come and how as a community we should focus on addressing the pain points of the frontline workers in order to increase productivity and improve performance of enterprises.

During the conference, the attendees shared their thoughts and opinions on matters that are of significance in the industry ranging from increased jobs demand, attrition, increasing tech adoption, emergence of gig work and the pressing need for upskilling and offering benefits like PF & insurance to the workers.



Mr Nandan Nilekani

The **Chief Guest Mr Nandan Nilekani** gave a bird's-eye view of how India is transitioning towards becoming a more digitized and democratized economy. He spoke about how digital transformation is taking place on large scale across sectors and how skilling is becoming more and more democratized and just-in-time with tech innovations expanding its reach. He emphasized how these movements in the economy are in favour of formalizing the frontline workforces in India and how they can enable a sound ecosystem through digitization, skilling and access to health & credit benefits.

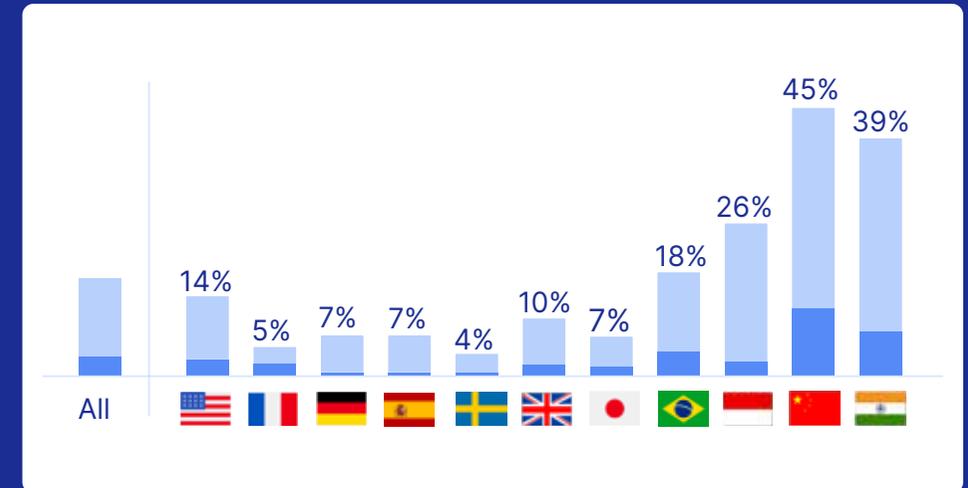


Mr Mohandas Pai

keynote speaker Mr Mohandas Pai touched upon several other avenues that tech innovations have opened up not just for the white-collar but blue-collar jobs in India. For example, new-age tech HR platforms that operate as a marketplace for jobs and workforce management have enabled gig to become a seamless experience for frontline workers allowing them a higher earning potential and enabling enterprises to pay on a task-based JIT model.

Gig jobs is indeed becoming big in India. As per a BCG report, India is the second largest employer of the gig workforce in the world. It has potential to serve up to 90Mn jobs in the non-farm sector of India and add up to 1.25% to India's GDP.

BCG's Future of Work survey reports a low share of workers using gig as a primary source of income



- Gig work as primary job
- Gig work as secondary income



Panel Discussions



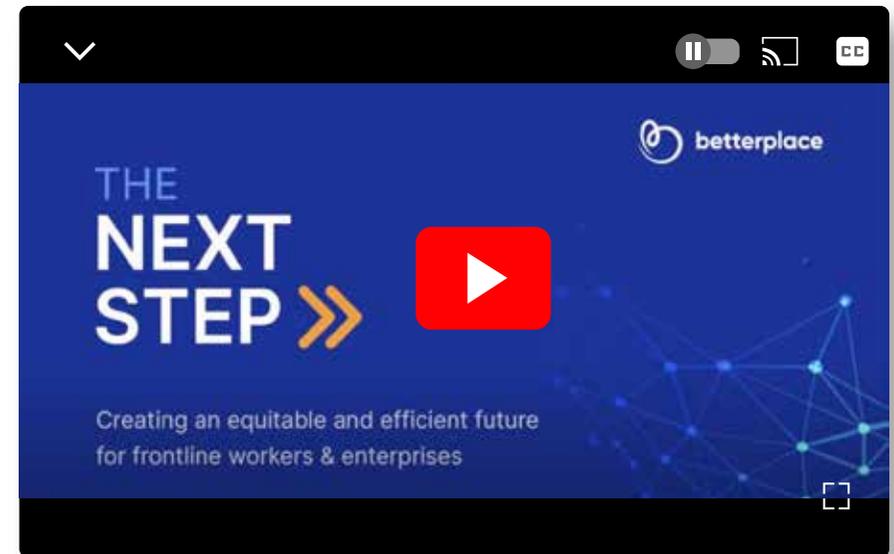
The speaker sessions were followed by two panel discussions and a fireside chat, hosted by **BetterPlace Group CEO & Co-founder Mr Pravin Agarwal** and **CEO Enterprise Business Tarun Sinha**. With industry frontrunners and early HR tech adopters participating in the discussions, the conversations ranged across the following topics:

-  Building an ecosystem for **250M+** frontline workers
-  Formalising workforce management through tech platforms
-  Streamlining the gig economy; improving income potential of gig workers
-  Bridging the supply-demand gap of the frontline workforce
-  Impact of automation and tech on cost, productivity, attrition and worker earnings
-  Unlocking the true potential of frontline workers through transformational learning
-  Building a competitive workforce through customised and comprehensive upskilling solution

Launch of the Frontline Index FY22

The conference culminated in the launch of the BetterPlace Frontline Index FY22, a comprehensive report on the blue- & grey-collar ecosystem, by **Mr Nandan Nilekani, Mr Mohandas Pai, Mr Pravin Agarwal and Tarun Sinha**.

The Frontline Index is launched annually by BetterPlace to help leading brands, hiring and managing frontline workers, gain insights into the ongoing industry dynamics and create strategies that translate into company performance.



[Watch the video for details](#)



Glimpses from the Frontline Index FY22



The FY2022 edition of the report offers a detailed look at the business challenges that enterprises have endured in the past financial year dealing with attrition, reverse migration, labour wage inflation, seasonality of job demands and more. It also throws light on how the frontline employees have evolved their ways in the face of adversity and are now looking at employment through a new lens. The report is based on market research and internal data and offers a comprehensive view of both the demand and supply side of the frontline ecosystem.

Here are some of our key findings which indicate current trends and also showcase how the still-evolving frontline industry is shaping up.



8 Mn jobs were created in the Frontline industry in FY22



Job Vacancies have risen in **Q2 and Q3** of FY 2022



E-commerce, Logistics & Mobility and IFM & IT have shown highest demand for frontline jobs this year



Budget 2022 has proposed to add **6 Mn jobs** spanning across **14 sectors** over the next 5 yrs



Males have dominated the frontline industry **at 97%**



Tele-Sales Executives



Field Survey Associates



Data Analysts

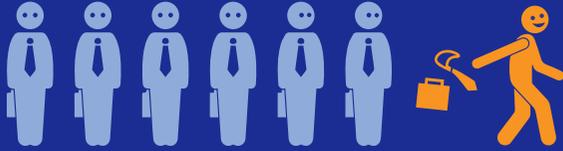


Customer Service

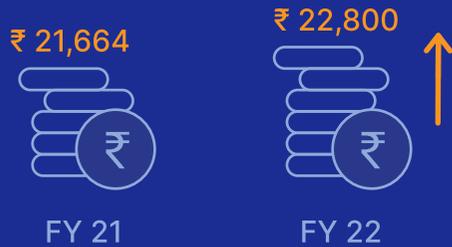
The most sought after roles are **tele-sales executives, field survey associates, data analysts and customer service executives**



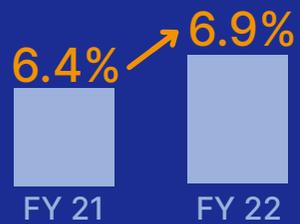
Average monthly attrition across industries was at **12%**



Retail & QSR accounted for the highest monthly attrition at **19%**



Average salary of frontline workers increased from Rs 21,664 in FY21 to Rs 22,800 in FY22



The interstate migration was at **6.9%** in FY22 up from **6.4%** in FY21



67% of frontline workers have access to smartphones



Approximately **50%** of the workers in the frontline industry hold a bachelor's degree



BetterPlace has **2.4 Mn** of active learners on the skilling platform, spread across more than **1,800** courses



The average learning minutes spent per course on BetterPlace platform was **3,432**



BetterPlace has seen **66,000** learning hours per month, with over a **95%** completion rate of courses

[Access the entire report here](#)



BetterPlace Announcements

BetterPlace was awarded the 'Best HR Tech Service Provider' in 2022 at the Times Ascent Asia Pacific HRM Congress Awards for being the thought leader in HR tech in the frontline industry.

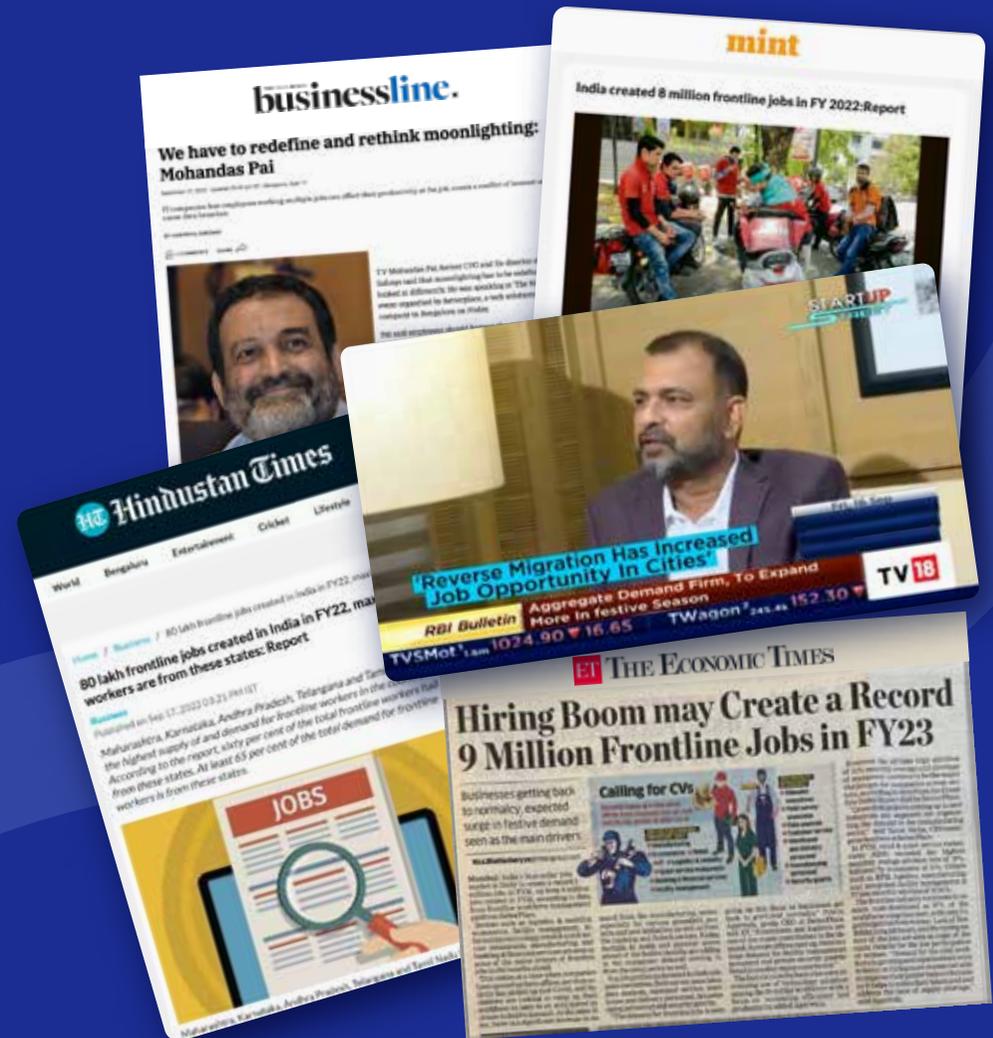
BetterPlace won the title 'Training Provider of the Year' in 2022 at the Times Ascent Asia Pacific HRM Congress Award for the impact it has created in the frontline ecosystem with BetterPlace Upskill.

BetterPlace won the 'Best Tech Brands' award 2022 by The Economic Times.



BetterPlace in news

'The Next Step' conference made headlines in all of the major publications





Transforming the Indian Frontline Ecosystem

HRMS Platform

Future-ready
enterprise platform to
manage frontline workforce

SELECT

Tech-enabled
solutions for contractual
& gig workforce

BENEFITS

Insurance &
Merchandise for
frontline workforce

rocket

Pre-verified &
pre-skilled pool of
frontline workforce