



# Future of the Frontline Industry Platforms

Powering Equitability & Wellbeing



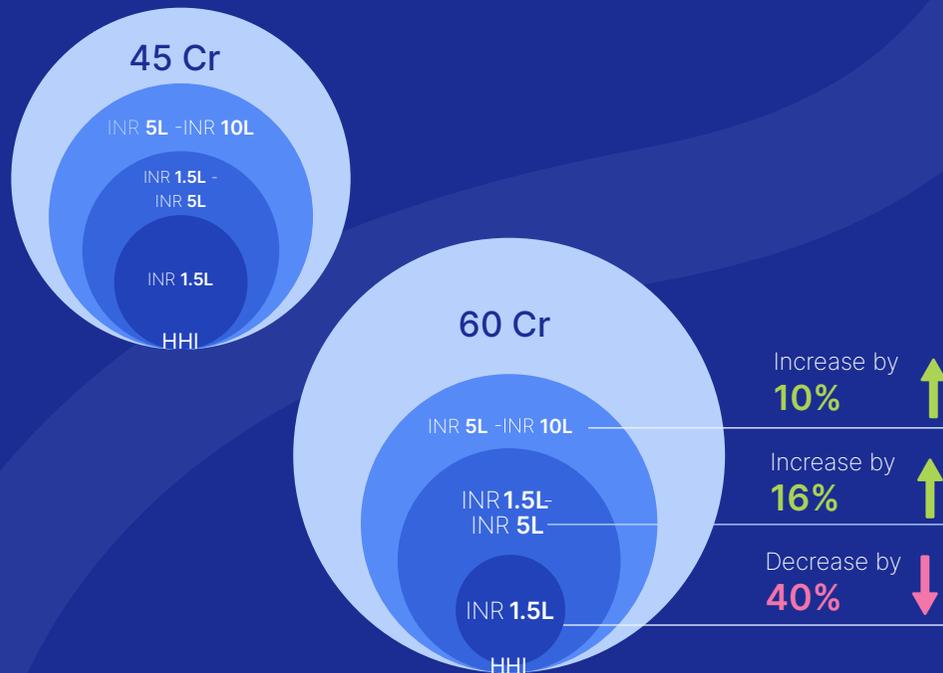


# Cover Story

## Future of the Frontline Industry - Platforms Powering Equitability & Wellbeing

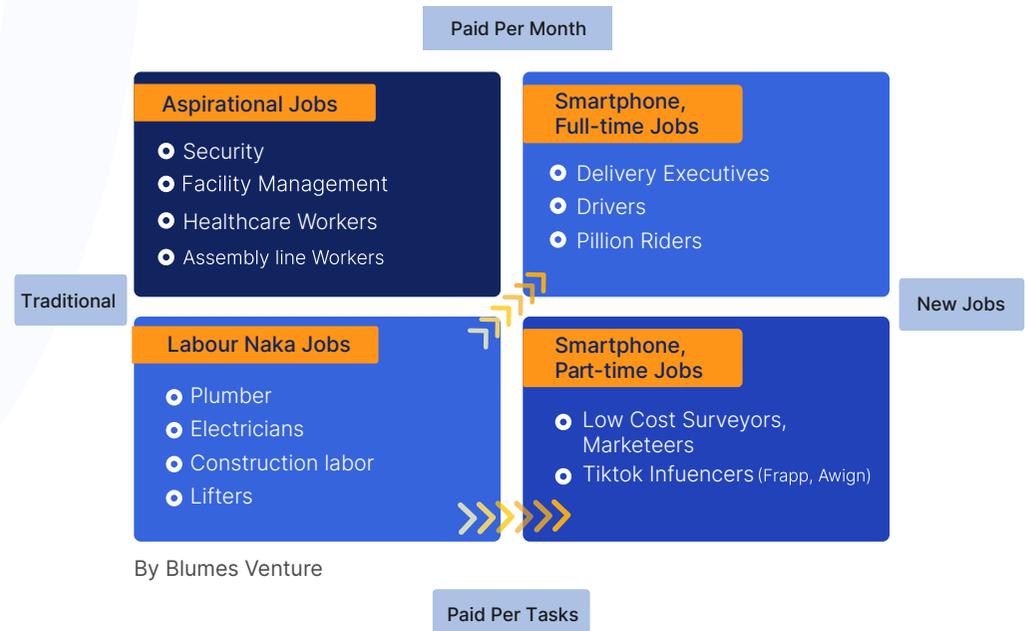
India's 45 Cr frontline worker-base is expected to grow to 60 Cr in the next decade. Thanks to digitization, and improved connectivity and access, the population in the rural informal sector is expected to shift towards blue-collar and grey-collar jobs.

As per a BCG report, the population-base with annual household income less than Rs 1.5 Lakh is expected to decrease by 40%, while the population-base with income between Rs 1.5 Lakh to Rs. 5 Lakh is expected to increase by 16% and the one between Rs. 5 Lakh and Rs.10 Lakh is to go up by 10%.



## How the frontline landscape is shaping up

The frontline industry is already seeing an increase in jobs, with workers moving from Labour Naka jobs like plumbing and construction to smartphone-driven roles like delivery executives and drivers.



Tech savviness, both on the demand and supply side, have been boosting such shifts in the industry, driven by online verification, hiring, onboarding, e-payrolling, attendance, upskilling and compliance. Growth in tech penetration has also led to an increase in the gig mindset which has propelled more blue- and grey-collar jobs, especially in the e-commerce, logistics & Mobility and IFM & IT sectors.

With more than 70% of the frontline workforce being digital natives, the digital adoption among the frontline cohort has rapidly increased in the last few years.



Frontline workers today are poised than ever before to access jobs online and get a competitive salary, flexible work hours and financial security.

Enterprises on the other hand are looking beyond just a transactional relationship with the thus-far ignored frontline workers through better engagement and offering of ancillary services like upskilling, insurance and credit.

### Power of platforms

One of the major enablers moving the needle in the frontline industry today is the presence of platforms that are bridging the information asymmetry. They are building trust on both sides, allowing the companies and the workers to benefit mutually by making the market more competitive and transparent.

Platforms open up the market to competitive salaries which is not just beneficial for employees who can choose the highest paying jobs, but also for the enterprises as they can now be aware of the market rate of employment and keep pace with it to prevent their organisation from going through high rates of attrition.

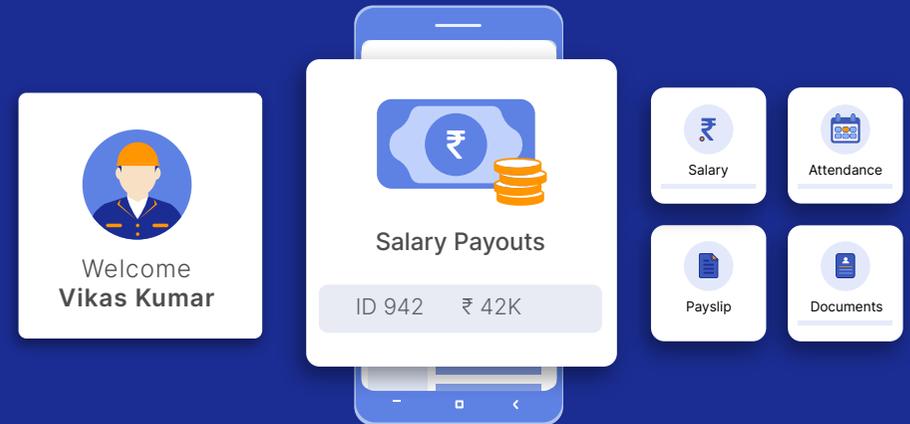
This ecosystem is set to help with jobs and talent discovery, payroll, upskilling and distribution of benefits like insurance and credit, covering every aspect of the blue-collar value chain.

It would be prudent to say that a platform economy would formalise the cohort further and take them one step closer to being on par with the white-collar workers. It would create a sustainable and equitable ecosystem for the frontline workers and the enterprises.



# Star Feature

## BetterPlace Select



BetterPlace Select is a tech-enabled workforce fulfillment solution that helps manage staffing needs effectively, locate the best applicants, and boost productivity by lowering employee turnover. It's a staffing and manpower recruitment solution that leverages data, AI-powered algorithms and a dedicated recruiter team to tackle any sort of uncertainty or guesswork around talent acquisition.

Enterprises across industries which include the likes of Amazon, Swiggy, Big Basket, Accenture, JLL, Bisleri, Zomato and Flipkart have partnered with BetterPlace to address their workforce fulfillment needs for 150 million employees.



## BetterPlace Select offers benefits to businesses in multiple ways



Hiring & Managing of talent across 200+ cities



Largest network of recruiters in India



Smart payrolling with 12-hr TAT



Daily, weekly & monthly payouts



Dedicated account managers



Cost effective AI-driven solutions



100% payroll compliance automation



94% grievance resolution within SLA



Payrolling with 12-hour clearance TAT



2X growth in 6 months



## Our technology-driven staffing solution ensures

### Swift e-onboarding



BetterPlace staffing approach for onboarding requires no human intervention. New hires upload documents for auto-verification on our app and are inducted once they accept the offer letter.

### Automated Salary Payouts



We're the pioneers in payroll automation. Our solution leverages bank APIs to transfer wages and display payment status in real-time while accurately calculating compensation.

### Compliance Dashboards



We provide you with one-click access to our dashboard, which contains all detailed reports on PF, ESIC, and PT challans, employee documentation and payslips.

## Our scalable manpower staffing services include



General Staffing



Recruitment



Payroll & Compliance

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## BetterPlace in the News



### Pravin Agarwala on ambition to get to \$1 bln in revenue by 2025 at BetterPlace Safety Solutions

In this episode, Pravin Agarwala, co-founder and CEO of BetterPlace Safety Solutions, talks about the factors that are coming together.

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### Facility management cos get more calls as normalcy returns

There is an increasing demand for facility management, food, and housekeeping personnel across industries.

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## Industry News

### WorkIndia reports, Men & Women applicants for blue-collar jobs at par in Mumbai, Chennai, and Bengaluru

According to data shared by WorkIndia, India's largest blue-collar recruitment platform, Metro cities Mumbai records a marginal difference of 0.32% followed by Chennai with 3.36% and Bengaluru with 6.66% in job applications received from men and women.

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### How new work arrangements are transforming blue-collar workforce

Irrespective of how much we talk about technological automation and robotics, the Indian economy thrives on labour-intensive trades. In the Indian ecosystem especially, where labour is easily and cheaply available while technology is expensive.

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## Transforming the Frontline Workforce 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