



Highlights of 2022

Trends that shaped the frontline industry





Cover Story

Highlights of 2022: Trends that shaped the frontline industry

Frontline jobs created in India stood at 8 million in FY 2022. This is a clear opportunity to align business outcomes with the growth in frontline workers. Technology has especially created a massive impact and served as a “guiding light” to empower this workforce. Microsoft India’s Work Trend Index report revealed that 88% of the frontline workforce is excited about jobs that tech can offer. This rapid growth is due to the economy gradually returning to normal after disruption of almost 2 years. In this edition, we take a look at the trends that shaped the frontline industry in 2022.



Infections and deaths



Compromised quality and safety of care



Burnouts and suicide risks



Frequent absence from work



Unhealthy behaviour, such as substance abuse

The pandemic hit the blue-collar sector like no other. Exposure to excessive stress had serious consequences on emotional well-being. There also were threats to physical safety for quite a prolonged period. Other detrimental impacts were financial hardships and mental disturbances. Moving forward, here’s an insight into the frontline worker ecosystem in 2022 and how they are climbing up the career ladder.

Job Demand and Vacancies



8 Mn jobs were created in the frontline industry in FY 2022



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



BFSI and Manufacturing to add to the jobs demand in FY 2023



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



A large proportion of these vacancies are in metropolitan areas and **tier 1 cities**





Increased Smartphone Penetration

Top-tier apps helped optimise workforce engagement and make them future-ready. The best ones include live classes on Zoom and YouTube. You can see upcoming classes and pending tasks on the integrated calendar. There is a feature to gamify the end-user experience and boost learning outcomes and job readiness. Online modules are gaining traction since they are right at the user's fingertips and much more transparent than traditional approaches.

In fact, 6 in 10 frontline workers worry about losing their job if they do not adapt to new tech. So, optimism is high for enrolling in microlearning platforms and upskilling for stronger teams. Skilled workers are effective contributors across multiple industries and organisations.

Gig Becoming Big

The flexible, short-term or temporary and independent nature of the gig economy has led to its increasing popularity among the frontline workforce. The gig economy gained momentum especially amid the pandemic, where full-time, permanent positions had no place. The gig workforce is expected to increase 3x from 7.7 million in 2021 to 23.5 million in 2030.

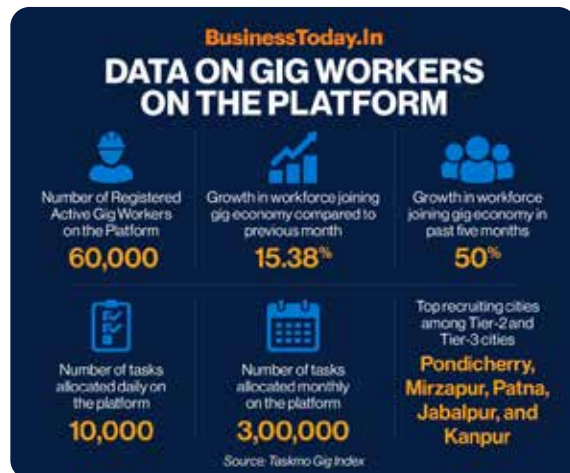


Image Source: [Business Today](https://www.businesstoday.in)

It has almost become a trend, since an estimated 1.6 million workers worldwide tend to maximise their income from the gig economy. This work culture helps blue-collar individuals to pick new skills and upgrade their lives. In fact, 2.4 crore new jobs could be created in the gig blue collar space, taking the total up to 9 crores by 2028. A paradigm shift in the workplace and business models can revolutionise the future of work.

Increase in Women's Participation

The frontline segment continues to be male dominated, with only 3% being accounted for by women in 2022. One of the main reasons is sexual harassment, a factor that has remained a concern in most industries. The other issues are the taxing nature of the job, long work hours and poor flexibility. Only the medical staff in India experienced fair women's participation.

Women are estimated to make up more than 80% of the nurses and midwives globally. They have saved a few million lives, often risking their own. In connection with this imbalance in gender representation, the Co-Founder and Group CEO of BetterPlace, Pravin Agarwala, stated in an interview with Mint, "The next step for us involves making the frontline sector geared towards inclusivity, flexibility, and career growth. In the next 3 years, we aim to bring more women into the frontline workforce."

Perks Beyond Salary

Competitive wages and healthcare benefits have proven to be the top ways to retain frontline workers. It is also a way to recognise their role in rolling the wheels of the economy. Businesses now need to do their part to honour women's efforts by offering:



Better upskilling opportunities



Remote income options



Pay increases at regular intervals



Vocational training and state certification



Education expenses for children



Protective/ Safety equipment



Hazard pays in case of mishaps



Waste management services

All of these can benefit society at large too. This is because the motivation for frontline workers differs significantly from their white-collar counterparts. Monetary rewards, such as salary hikes and bonuses, are a must as well. Another good idea is to calculate their wages based on individual needs. For instance, take the number of family members into account for a better pay structure.

Reverse Migration

A distinct number of migrants had a harrowing time when the first-ever lockdown was announced in 2020. Migrant workers were the most affected, with many facing job loss and even starvation. Much has been discussed about their plight and how official statistics were missing.

However, 2022 has seen reverse migration to tier-2 and tier-3 cities with blue-collar workers returning. This has mostly been driven by the digitisation of work. This is especially helpful for the frontline workforce, since there now are good income sources in their hometowns. Most are now willingly moving back to their hometowns, away from the big city cacophony.

Onboarding and orientation, mentorship programs, wellness offerings and continuous feedback are excellent ways to keep your blue-collar workers satisfied. Make sure to be kind and friendly as well. All of these can go a long way to show your appreciation, care and concern for them, which can translate directly into improved overall attendance and productivity.

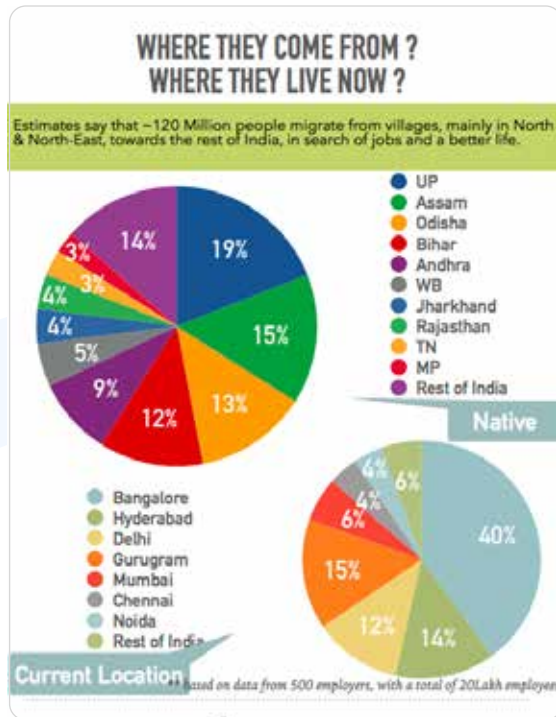







Image Source: [People Matters](#)

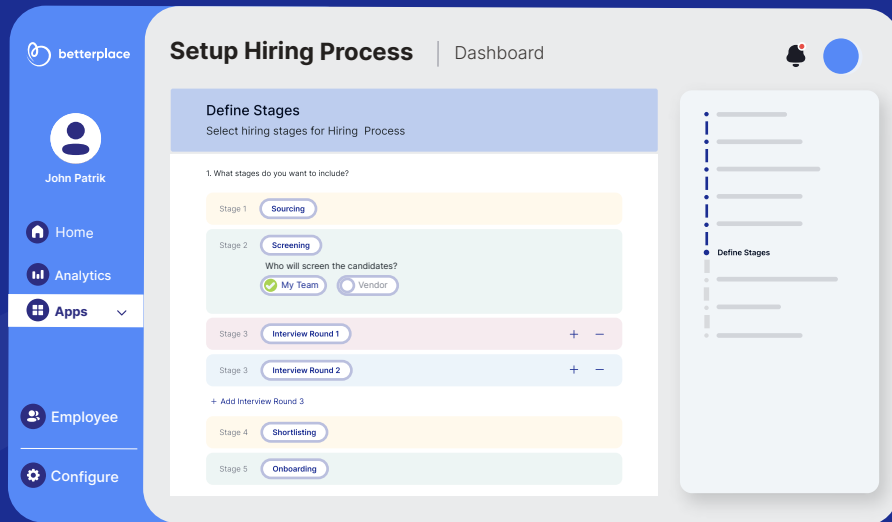




Star Feature – Hire ATS

BetterPlace Hire ATS is a digital solution that helps organizations to manage their hiring needs, at scale and speed. From managing multiple vendors, customizing hiring processes to engaging candidates through multiple channels and accessing hiring analytics, Hire ATS is the perfect solution to optimize frontline workforce hiring.

-  Digitalize & automate your hiring process
-  Customize hiring process
-  Candidate engagement
-  Smart analytics
-  Easy integration to Onboard, Attend, Payroll, Upskill



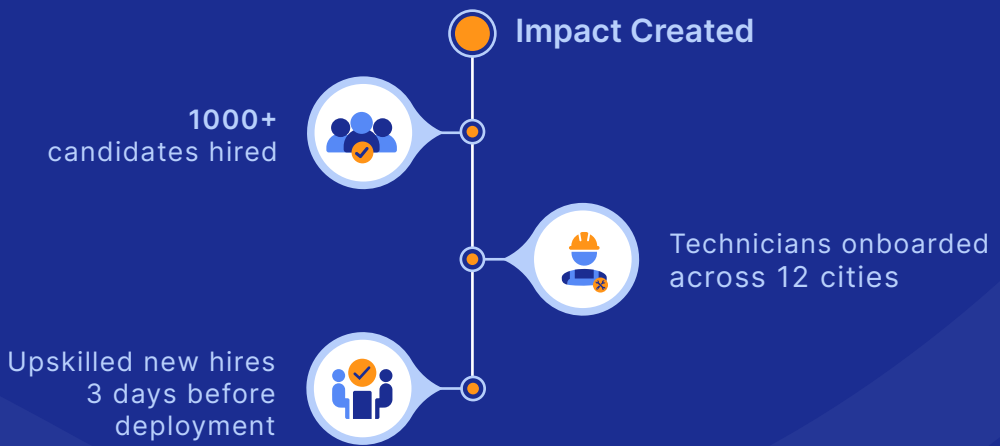
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Customer Success Story



Mahindra Holidays, with 250,000 members and 100+ resorts across India & abroad, was looking for hiring new & training their existing frontline workforce. With BetterPlace Select, Mahindra Holidays was able to identify and source the right candidates for their roles. Additionally, the customized solution supported the organization with candidate verification and upskilling.

Eureka Forbes, India's leading water purifier brand, faced heavy demand for service technicians and looked to BetterPlace Select to provide a one-stop solution for their frontline workforce demand-supply challenge. Through a customized solution, Eureka Forbes successfully managed to source, onboard and train their service technicians across locations.





BetterPlace Announcements

December is BetterPlace Employee Well-Being Month

Being a people-first organization, we constantly strive to create a work environment that is committed to employee well-being. In keeping with this, we declared December 2022 as BetterPlace Employee Well-being Month with the goal of understanding the state of employee well-being, identify priorities, and evaluate various options that would promote well-being of our BetterPlace family.



Celebrating inclusion in recognition of International Day of Persons with Disabilities

We believe that we can truly become a better place only when we are open to all talent. And to discuss inclusion at workplaces, BetterPlace welcomed eminent personalities who contributed immensely to empowering the disabled community. With their valuable inputs, on International Day of Persons with Disabilities (3 December), we pledged our support to becoming a more inclusive work environment.



Bala Siva
Chief Enabler &
Co-founder, Able Aura



P Rajasekharan
Co-founder, V-Shesh



Madhavi Latha
National Para-Swimming
Champion



Blogs



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Your HR process to manage your workforce can be assisted by an integrated HR software. It unifies all crucial HR tasks into a solitary

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Proven Strategies for How Staffing Agencies Can Help Employers Overcome Challenges of Volume Hiring

Hiring large volumes of highly qualified talent can be arduous for any employer or recruiter. The recruiting teams may need to get

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Industry News



Blue-collar industry sees sharp rise in job opportunities: Report

According to the data, the number of job vacancies in the blue and grey collar industry increased by 301% in the past year to 10,542,820 in 2022 from 2,626,637 in 2021.

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India Inc to hire more women this new year in diversity push

Leading organisations including Cognizant, Larsen & Toubro, HDFC Bank, ITC, KPMG, Axis Bank, Schneider Electric, Cipla and Procter & Gamble are doubling down on efforts to improve gender diversity in the workplace.

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BetterPlace in News



BetterPlace raises \$40 million via convertible notes in ongoing funding round

BetterPlace said it would use the funds to enhance its technology platform and add task management and fintech capabilities to its offerings.

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78% of frontline workers in Delhi NCR employed in e-commerce sector: Survey

The capital has one of the lowest supply to demand gaps for frontline workforce, recording an average supply to demand gap of 0.25 per cent in FY22.

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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