

## **Indian Staffing Industry** **Its Future & Impact of Covid 19**

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Temporary staffing has shown remarkable growth over the last few years. In simple words, the staffing industry is all poised to make a giant leap in the coming years. Over the past five years, the industry has grown at a rate of 20-25% per year, and it is not showing any signs of slowing down as yet. There are more than 7,000+ staffing Companies in India. This industry is growing twice as fast as the economy, which means the prospects within this career field are great and getting better each day.

The recruitment process involves finding the candidate with the best skills, experience, and personality to fit the job. It requires a series of collecting and reviewing resumes, conducting job interviews, and finally selecting and onboarding an employee to start working for the organization. The staffing industry in India essentially provides a platform for recognized employment, work choice, reasonable compensation, annual benefits, and health benefits for the temporary workforce.

COVID-19 has given wings to the aspirations of organisations going "digital" across the globe, many having already implemented a hybrid working model and more to follow suit. Especially, the IT industry in India has become more receptive towards building a hybrid work culture. A lot of permanent and contract positions are for candidates who work from home. Employers are getting more comfortable with WFH culture and are slowly hiring more. Moving forward, we can expect at least 40–50% of an organisation's total workforce to be working remotely. Also, more captives are likely to establish their footprint in India given the flexible and hybrid work culture.

The impact of COVID-19 on Work, The Workforce and the Workplace has been tremendous and will persist even after this health crisis has subsided. HR leaders are realising the advantage of hiring a contract workforce as this gives them flexibility to scale their workforce as per project requirements, without the compliance and cost risks associated with hiring a permanent workforce. They are leaving behind their traditional hiring practices and are turning to HR solution providers to employ contractual workforce. Roles such as Product Management, Project Management, Brand Strategy, Go-to-Market, Financial Modelling, Talent Acquisition, and more are being outsourced to external consultants, independent contractors and freelancers.

With the rise of start-up culture and amidst the growing demand for contractual workforce among MNCs, we are seeing a rise in gig platforms. Outcome-based work delivery platforms are becoming more popular in eCommerce, Field Sales, Marketing, Telecom, Human Resources, Hospitality, Tourism, Supply Chain/Logistics, and even in IT for roles such as Developers, Programmers, Designers, etc. HR leaders are realizing that gig workers are attracted by career experiences and to attract the best talent available, organizations are offering enriching experiences and growth opportunities by investing in training for them.

Staffing in India has shown much activity with the growth of business and e-commerce. Temporary staffing has shown remarkable growth over the last few years. In simple words, the staffing industry is all poised to make a giant leap in the coming years.