



jobsgaar™

#JobYatra

5 Districts of U.P. | 3000+ Km.

12 days

Cities Covered

Lucknow

Kanpur

Agra

Varanasi

Prayagraj

Insights from

SMB/MSME

Local Businesses

Jobseekers

Big 'Q'




Why do people move to bigger cities?

Away from their home, leaving their family and town behind.

Is it for a better life? Is it for a 'सम्मानपूर्ण' job?

We decided to dig deep & planned our first '#JobYatra'. We covered over 3000 kms., and met employers & job seekers in the 5 top districts of Uttar Pradesh.



Learning from Jobseekers & Recruiters in Bharat

A photograph of a crowd of young men, likely job seekers, looking at a document or phone. The image is partially obscured by a white overlay on the right side where the text is located.

Jobseeker Challenges

- Clueless about jobs in their town, they use google or other apps to search for local jobs, spending a lot of time browsing
- They google to gain basic information about a particular course or job
- Wants to work but has basic or No knowledge about Job positions
- Expecting high salaries
- No guidance on career management
- Can pay 500-700 if someone helps them find a job, assures interview & help them make a wise career decision

Jobseeker Current State

Finding a 'dignified' job is still an uphill task.

- Most HR Consultancies = High-level 'frauds'
- Charge upfront amount of 500-2000 INR for an assured interview
- Arrange fake interviews
- In the case of a genuine HR consultant, the commissions are very high. Mostly 5-8% of CTC or Half Month Salary.



What are
they
looking
for?

An interview opportunity,
information on the right
career-building tools, right
jobs, upskilling opportunity,
benchmarking tools & a
'dignified' walktowork job.



Company Recruiters/HR Challenges

- Tired of irrelevant profiles applying to jobs
- Candidates don't read the job description
- Resume & CV sorting is a big pain
- Salary expectation/offering mismatch
- Salary decisions are management bound and mostly not aligned with current trends



What are they looking for?

They need an assistant who can filter candidates, arrange interviews, and do follow-ups. Major time-consuming task.

A verified employee with a past record is needed

Benchmarking of salaries through data & insights

**However
the 'Gig Bharat'
works differently.**

The 'Gig' Bharat



The reality behind the most talked about 'gig' economy in Bharat.

Current State of Job Seekers

High demand for (Electricians, Delivery, Plumber, Carpenter, etc.)

Behavior

Casual workforce / Non-reliable / High attrition
Not punctual (May or may not work during the day)

Expectations

Want to work for big brands
High switch-over rate for small salary increase (No employer loyalty)
Need good designations (Don't call me an electrician)

Trend (Local gig vs Gig workers from nearby cities)

More reliable
Seek fooding & lodging
Can work for a lower salary



Role of HR Consultants

- Fulfillment focussed & not finding the best & reliable workforce
- A high attrition rate is encouraged
- Don't seek any engagement. Focussed on databases
- Worker community nexus is being formed to encourage attrition

Loading...



#JobYatra (ver.2)

Thank you