



## Start-ups are focused on retention Reveals CIEL Works

- The survey states that start-ups in India witnessed a 44% decline in hiring in Q4 compared to Q1 of 2022
- Retention continues to be a major challenge for start-ups; average median tenure not on par with other sectors
- Lack of flexibility in the sector, a major hindrance for women employees and contributes to drop-offs at the middle management level revealed the study

**National, 16th January 2023:** CIEL Works, the research and analysis wing of CIEL which does a monthly forecast study has released its recent findings titled **Latest Employment Trends in Start-ups** in India today. The study revealed interesting insights, key movements along with emerging trends for 2023 in the start-up space. Offering an insight into the sector's hiring trends last year, the study stated that hiring among Indian start-ups had been on a steady decline. The hiring experienced a 44% decline in hiring in Q4 compared to Q1 of 2022.

With the sector witnessing turbulent times, attrition continued to be a major roadblock for start-ups. Despite high attrition rates, the average median tenure increased to 1.9 years in start-ups vis-a-vis 1.7 years 6 months back. However, it is still not on par with other sectors like ITES (5.8 years), FMCG (4.1 years) and MSME Manufacturing (3.6 years).

The study further stated that 64% of the respondents (start-up employees) are willing to move to a "stable job". Amongst these respondents, 47% have stated job security as a concern to move to another job, followed by reasons like no work-life balance (27%) and Better Pay in established firms (26%).

Commenting on this, **Mr. Aditya Narayan Mishra, Managing Director & CEO of CIEL HR Services**, said *"India continues to be the front-runner of the Startup ecosystem despite the current threatening economic uncertainties. This downfall is only for a transient period, it will push the start-ups to be more serious in their overall operations and set new thresholds. In this context, we see startups preferring onsite work, with 94% of job openings looking for 'work from office'. Startups are on the lookout for highly productive and skilled talent that can adapt quickly to the changes and stay ahead of the curve."*

Adding to this, the gender diversity at start-ups across levels is yet to grow, revealed the findings of the study. Women representation is at 24% amongst start-ups with a negligible 11% representation in leadership positions. Lack of flexibility, shift-away from remote working culture



and inadequate support for childcare and eldercare needs continue to be hindrances for women to sustain and progress in the start-up ecosystem.

**Other key findings from CIEL Works - Latest Employment Trends in Start-ups :**

- Bengaluru continues to remain the hottest destination for start-up talent, with 31% of the job openings in this region. Interestingly, Delhi/ NCR is a very close second with 22% of the total job opportunities.
- Out of the total job openings, Tier 1 Cities account for around 94% of the jobs while Tier 2 and Tier 3 locations account for only 6% of the total job openings.

**About CIEL Works:** CIEL Works aims to conduct detailed research and analysis across sectors for a deeper understanding of the changes happening in the field of Recruitment, Staffing and the world of business. Further, it presents insights for the leaders on today's evolving needs of the business and human resources while making critical decisions.

**About CIEL:**

**CIEL Group** is a holistic talent solutions provider, one destination for all your HR needs. We have been a reliable partner to clients of all sectors and sizes, in their growth journey. CIEL is led by the most experienced and talented workforce spread across 75 offices at 50 locations in India. CIEL Group includes brands like CIEL HR - India's largest recruitment and staffing company in terms of geo-spread, Jombay - India's largest Talent Assessment and Development platform, Integrum offering Hfactor, a unified HR Tech platform to manage end-to-end employee lifecycle in organisations, CIEL Technologies that offers Managed Services to optimise IT programmes, CIEL Skills and Careers that engages with various Government agencies as well as the CSR wings of corporates to mobilise students, train them 'Job Ready' and place them in meaningful jobs.

CIEL HR is India's fastest growing HR services company (CAGR of 121% over the last 7 years), servicing ~400 companies across industry sectors for their Temporary staffing needs and 2500+ companies to find the right talent for their Permanent positions. It finds talent for companies in the industry sectors of Manufacturing, Energy, Infrastructure, IT & Outsourcing, Pharma, Financial Services, Consumer Products and Services. Over the last 7 years, CIEL has recruited 1,20,000+ people across levels and functions.

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