





Daily Print-Online Report

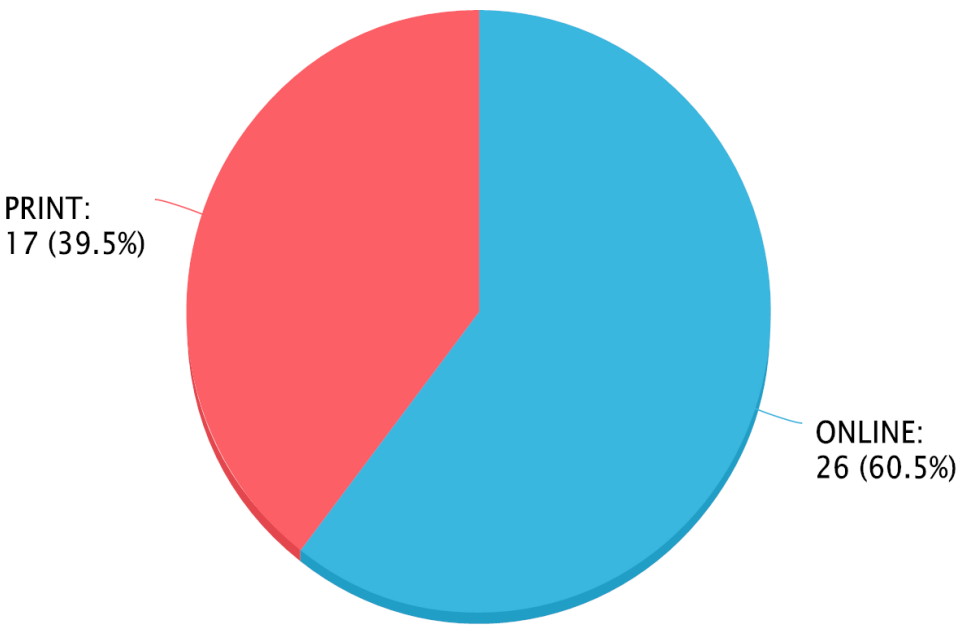
 23 May, 2025

Report Summary

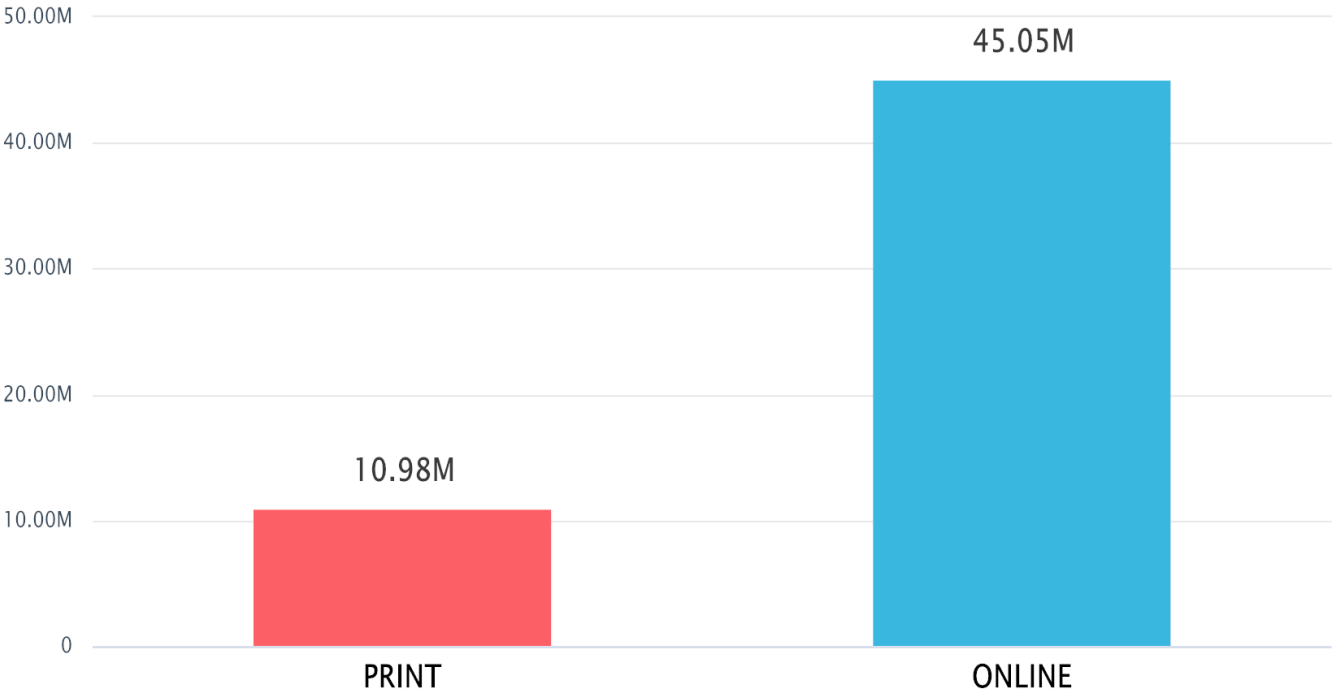
Volume	 PRINT	 ONLINE
43	17	26

Reach	 PRINT	 ONLINE
56.04M	10.98M	45.05M

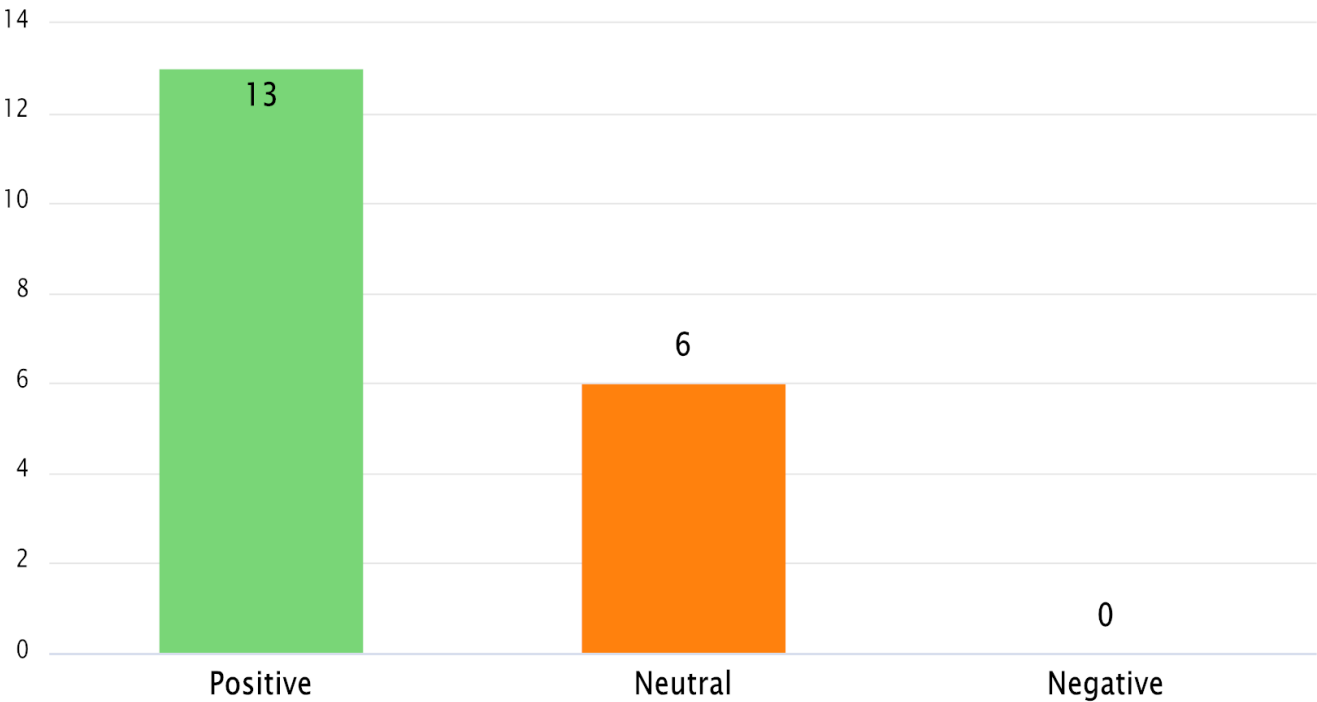
Volume



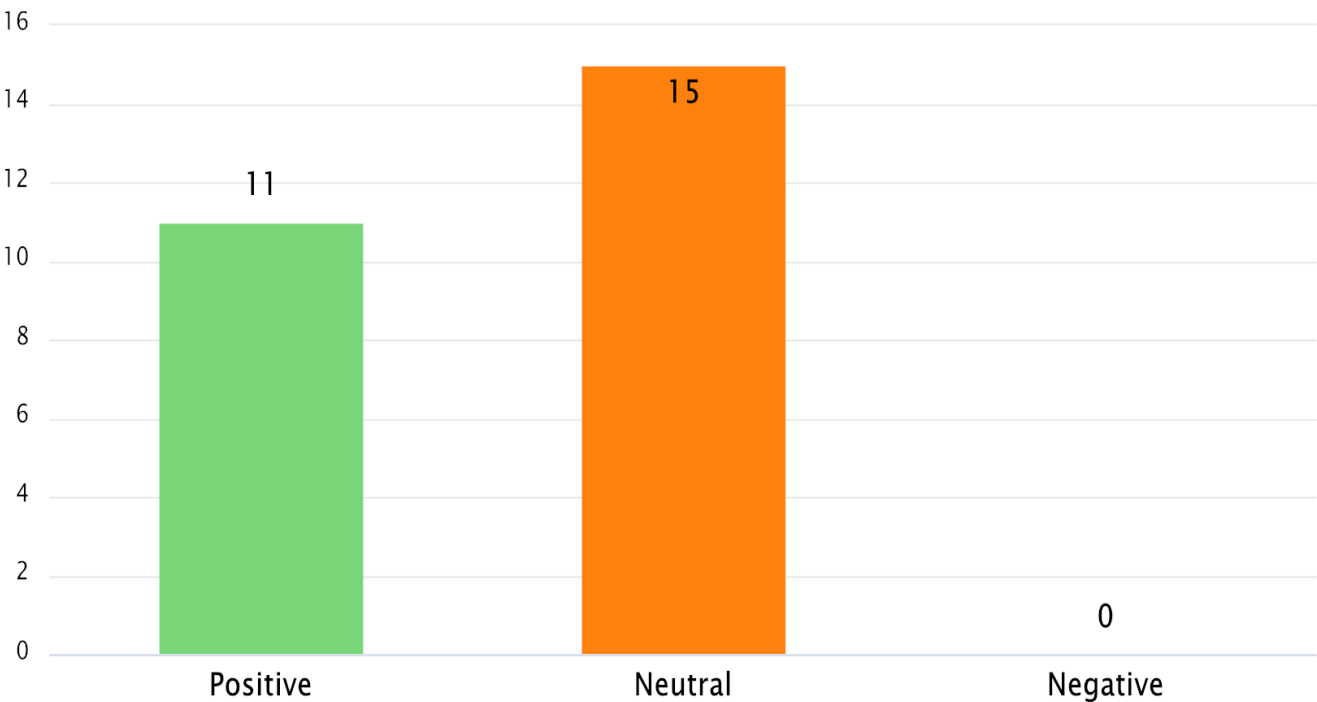
Reach



Tonality - Print

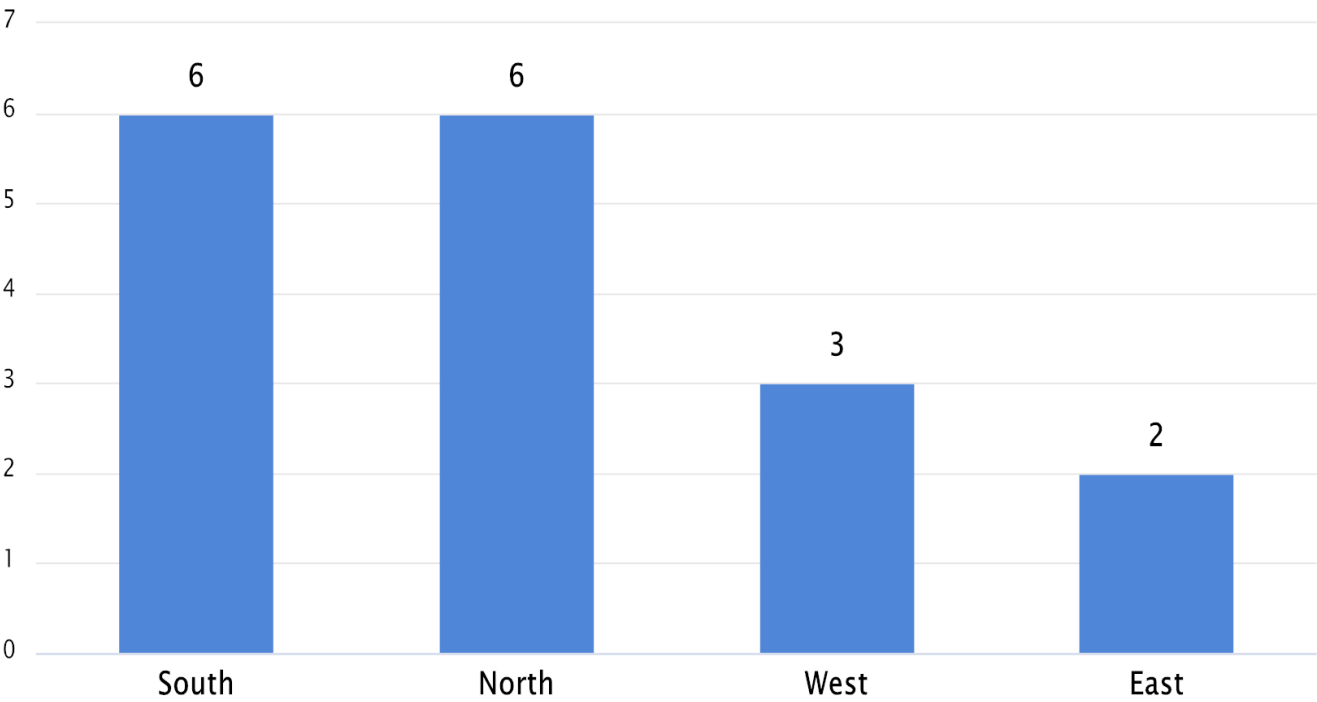


Tonality - Online

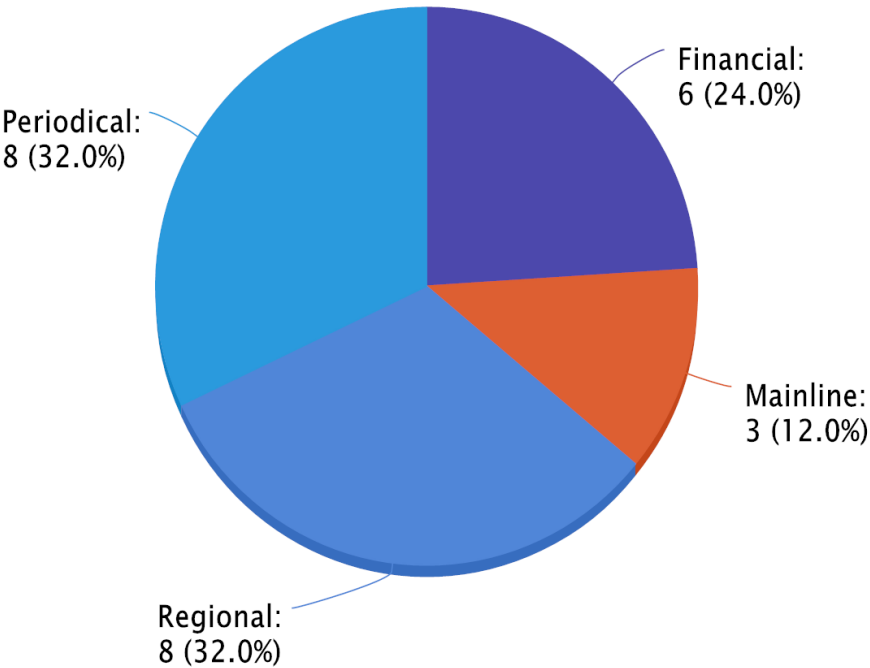


*Tonality is evaluated with Top 30 newspapers and Websites.

Zone Wise Breakup



Print Category



Journalists

Journalist	Newspaper	Category	Volume
Vinod Mahanta	The Economic Times	Financial	12
Geetika Srivastava	The Financial Express	Financial	11
PTI	Deccan Chronicle	Mainline	2
PTI	Rashtriya Sahara	Regional	2
PTI	The Asian Age	Mainline	1
Veena Mani	The Times of India	Mainline	1

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	From tax suits to tech suites, it's a recalibrate @Big4	Mumbai + 1	1,16
2.	The Economic Times	From Tax Suits to Tech Suites, it's a Recalibrate@Big4	Chennai + 7	1
3.	The Economic Times	From. Tax Suits to Tech Suites, it's a Recalibrate@Big4	Bhubaneshwar	1
4.	The Economic Times	From Tax Suits toTech Suites, it's a Recalibrate@Big4	Delhi	1,11
5.	The Financial Express	High cost of fast fashion	Bhubaneshwar + 10	1,9
6.	Bizz Buzz	Gen Zs, millennials prioritise learning, growth in job decisions	Hyderabad	2
7.	The Times of India	Mid-tier IT cos expand GCC playbook	Bengaluru	21
8.	Deccan Chronicle	Young willing to learn, need mentors	Hyderabad + 1	12
9.	The Asian Age	Young willing to learn, need mentors	Delhi	7
10.	Rashtriya Sahara	Worries about career advancement are influencing youth's job decisions	Jaipur	13
11.	Rashtriya Sahara	Worries about career advancement are influencing the job decisions of youth	Delhi	13
12.	Nav Rashtra	More than 7 million people got employment	Mumbai	7
13.	Nav Rashtra	More than 70 lakh people got employment	Pune	9
14.	Amar Ujala	In today's era, millennials prioritize growth and learning in job-related decisions	Delhi	16
15.	Amar Ujala	AI ke dour main jobs se jude faislo main pragati aur seekhne ko prathamikta dete hai Millennials	Chandigarh	4
16.	Sakshi	Skills and job advancement are prioritized	Hyderabad	15
17.	Sakshi	Skill, Job Progress is the priority	Bengaluru	13

The Economic Times • 23 May • Deloitte

From tax suits to tech suites, it's a recalibrate @Big4

1,16 • PG516 • Sqcm1390900 • AVE1.1M • CirTop Center,Top Right

Mumbai • Kochi

MAJORITY OF FUTURE HIRING IN IT BIZ

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Team of Techsperts

	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
TC Headcount	21,000	20,000	15,000	14,000-15,000
Total Firm Strength	35,000	45,000	30,000	22,000+
TC as % of Total Firm	60%	45%	50%	~64-68%

NOTE: Figures provided by firms. Tech experts embedded in tax, audit, etc not included

Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

Mumbai: Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown into the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms — EY, Deloitte, PwC and KPMG — globally sold or spun off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08.

That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India.

Among the top four professional service firms, 60% of Deloitte’s India workforce and 45% of EY’s now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business.

Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles. PwC will hire 6,000-7,000 in tech consulting in the fiscal year.

Sathish Gopalaiah, president, consulting, at Deloitte South Asia, said the firm had hired over 7,300 people as of April 2025, and by the end of May, that number will be close to 8,000. “Our total headcount will cross 22,000 by then,” he said. “Last year, our tech consulting business grew by 38%, and this year, we’re on track to grow at 27% by the end of May.”

Back-of-the-envelope estimates indicate that IT consulting generated over ₹20,000 crore of the Big Four’s combined ₹38,500-crore India revenue in FY24—a trend expected to hold in FY25 as well, once all books are closed.

Deep Domain Expertise >> 16

Deep Domain Expertise

►► From Page 1

Accelerating this business is India Inc's tech transformation drive gaining serious momentum, with large-scale projects underway at companies such as HDFC Bank, ICICI Bank, Shell, Unilever, HSBC, and several public sector units (PSUs).

"The Covid-19 crisis was a watershed moment, ushering in an unprecedented era of tech-led transformation powered by cloud, data and analytics," said Rohan Sachdev, managing partner for consulting at EY India. "Today, AI-driven change is taking centre stage."

TRANSFORMED DEAL QUEUE

A look at tech transformation requests for proposals (RFPs) points to strong deal momentum in the consulting space—with over 30 RFPs valued above ₹100 crore, more than 50 above ₹50 crore and upwards of 75 proposals exceeding ₹25 crore. The firms now have built capabilities to provide services across the IT value chain.

"Iconic transformation happens at the intersection of consulting, technology & digital, and data & analytics. We're helping our clients move from opportunities to business outcomes by offering the best customised solution and service set," said Sanjay Dawar, lead partner, One Consulting, at PwC India.

But why are clients increasingly turning to the Big Four for technology transformation work, despite the presence of global tech majors such as Accenture and IBM, Indian IT services giants, a plethora of product companies and other pure-play tech specialists?

Akhilesh Tuteja, national leader, clients and markets and technology, media & telecommunications (TMT), at KPMG India, explained,



"The top firms now have deep domain expertise, inhouse consulting capabilities, a technology advisory setup and strong collaborations with global tech alliances, making them one-stop partners for digital transformation."

KPMG has doubled its technology consulting business in the last three years, he added.

After years of gaining experience and credibility, the Big Four surged ahead in tech consulting after Covid-19—when digitisation became unavoidable—by being the only ones capable of quickly marrying strategy with tech execution, mobilising cross-functional teams and driving company-wide change through automation and process innovation. "Speed and RoI (return on investment) on fees is where we differentiate and win," said Dawar of PwC.

Interestingly, it's in the tech consulting domain that the most keenly contested battle in the Big Four is playing out, between early mover and overall market leader EY and aggressive and well-funded challenger Deloitte.

Industry watchers say that technology consulting may well be the first front where Deloitte has finally managed to breach EY's leaders-

hip in any of the major service lines, with its aggressive investment-led growth, while EY maintains a lead in tax, deals, management consulting and audit.

The firms are also investing heavily in technology consulting.

It has taken centre stage in the refreshed global strategy of PwC, traditionally a strong player in technology implementation. The New Equation is emerging as the firm's biggest area of focus and investment.

Deloitte is investing 9% of its total revenue in technology consulting, while at KPMG, it's 8% of tech consulting earnings, including man hours spent in building solutions. PwC India has spent nearly ₹300 crore on hiring partners, people and making acquisitions in the last two years.

ARTIFICIAL INTELLIGENCE

What's also helped the firms gain ground on tech companies is the global network of partnerships they've stitched up with companies such as Microsoft, Google, Intel, IBM and Salesforce, giving them early access to technologies in cloud, AI, data and cyber capabilities, among others.

Within the technology consul-

ting vertical, AI has emerged as the top priority, with firms channelling maximum focus, resources and energy into it, and finding strong traction among clients eager to experiment and integrate AI into their operations.

"Clients' asks have evolved beyond, 'What use cases can AI deliver?' to strategic imperatives such as 'How do I transform my organisation with AI or embed an AI-first mindset across my business?'," said EY's Sachdev.

KPMG's Tuteja said his firm was involved in at least 30 AI assignments and every large project had an AI component. It was becoming central to nearly every tech consulting mandate, he said.

Big Four experts say they will be major players even in AI, as they already have a good understanding of clients' tech infrastructure and data setup. "AI is part of every technology conversation these days. We have completed AI-enabled sales worth ₹1,000 crore," said Deloitte's Gopalalal.

Dawar of PwC India said that during 2000-10, consulting evolved from just making strategy decks to driving implementation, and the following decade was about marrying strategy with core technologies.

"Post-2020, the focus has shifted to digital transformation—and today, it's largely also about generative AI," he said. "To truly leverage GenAI, companies must first get their foundation tech DNA right—by starting with the right infrastructure, data foundation and intelligence layers. It's about bringing these three pillars together and linking them seamlessly to enable tangible business outcomes. The firms have all the capabilities to deliver this end-to-end for clients."

The Economic Times • 23 May • Deloitte

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

1 • PG160 • Sqcm125858 • AVE102.42K • CirTop Right

Chennai • Kolkata • Bengaluru • Chandigarh • Jaipur • Ahmedabad • Pune • Hyderabad

MAJORITY OF FUTURE HIRING IN IT BIZ

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Team of Techsperts

	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
TC Headcount	21,000	20,000	15,000	14,000-15,000
Total Firm Strength	35,000	45,000	30,000	22,000+
TC as % of Total Firm	60%	45%	50%	~64-68%

NOTE: Figures provided by firms. Tech experts embedded in tax, audit, etc not included

Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

Mumbai:

Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown into the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25.

Ironically, these very firms—EY, Deloitte, PwC and KPMG—globally sold or spun

off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08.

That slow return has since turned into a full-fledged pivot—with the India market leading globally in both the scale and pace of that shift.

"Consulting is now the new frontier," said Sanjeev Krishan, chairman of PwC India.

Among the top four professional service firms, 60% of Deloitte's India workforce and 45% of EY's now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business. Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical.

At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles.

The Economic Times • 23 May • Deloitte

From. Tax Suits to Tech Suites, it's a Recalibrate@Big4

1 • PG157 • Sqcm29758 • AVE24.02K • CirTop Right

Bhubaneshwar

MAJORITY OF FUTURE HIRING IN IT BIZ

From Tax Suits to Tech Suites, it's a Recalibrate@Big4

Team of Techsperts

	Deloitte	EY	PwC	KPMG
TC Partners	285	281	300	125-130
TC Headcount	21,000	20,000	15,000	14,000-15,000
Total Firm Strength	35,000	45,000	30,000	22,000+
TC as % of Total Firm	60%	45%	50%	~64-68%

NOTE: Figures provided by firms. Tech experts embedded in tax, audit, etc not included

Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

Mumbai:

Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown into the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms—EY, Deloitte, PwC and KPMG—globally sold or spun

off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08. That slow return has since turned into a full-fledged pivot—with the India market leading globally in both the scale and pace of that shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India. Among the top four professional service firms, 60% of Deloitte’s India workforce and 45% of EY’s now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business. Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles.

The Economic Times • 23 May • Deloitte

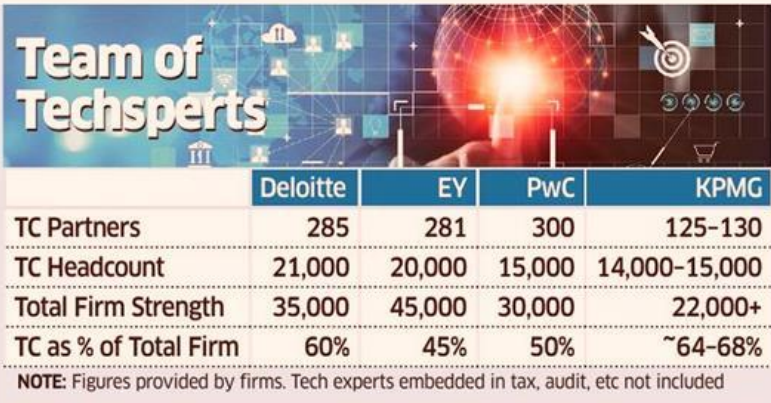
From Tax Suits toTech Suites, it's a Recalibrate@Big4

1,11 • PG872 • Sqcm2272356 • AVE420.14K • CirMiddle Left,Top Right

Delhi

MAJORITY OF FUTURE HIRING IN IT BIZ

From Tax Suits to
Tech Suites, it's a
Recalibrate@Big4



Amid digital revolution, technology consultants now take up chunk of top advisory space

Vinod Mahanta

Mumbai: Traditionally known for their strengths in audit, tax and deal advisory, the Big Four in India have discovered an unlikely crown jewel in technology consulting. On the back of a post-pandemic digital transformation push, this has grown in

to the fastest-expanding vertical — now leading in headcount, partner strength and accounting for more than half of all new hires in FY25. Ironically, these very firms — EY, Deloitte, PwC and KPMG — globally sold or spun off IT consulting divisions in the early 2000s, and only began rebuilding those capabilities in 2007-08.

That slow return has since turned into a full-fledged pivot — with India leading globally in both scale and pace of shift. “Consulting is now the new frontier,” said Sanjeev Krishan, chairman of PwC India.

Over ₹20kcr of India Revenue ►► 11

Over ₹20,000 Crore of India Revenue

►► From Page 1

Among the top four professional service firms, 60% of Deloitte's India workforce and 45% of EY's now comprise the tech consulting vertical, while PwC and KPMG both have approximately half of their India headcount dedicated to this business.

Recruitment will be dominated by technology consulting in FY26. Deloitte plans to hire another 6,000-8,000 people in this vertical. At KPMG, nearly 45 of every 100 new hires in FY26 will be in technology roles. PwC will hire 6,000-7,000 in tech consulting in the fiscal year.

Sathish Gopalaiah, president, consulting, at Deloitte South Asia, said the firm had hired over 7,300 people as of April 2025, and by the end of May, that number will be close to 8,000.

"Our total headcount will cross 22,000 by then," he said. "Last year, our tech consulting business grew by 38%, and this year, we're on track to grow at 27% by the end of May."

Back-of-the-envelope estimates indicate that IT consulting generated over ₹20,000 crore of the Big Four's combined ₹38,500-crore India revenue in FY24—a trend expected to hold in FY25 as well, once all books are closed.

Accelerating this business is India Inc's tech transformation drive gaining serious momentum, with large-scale projects underway at companies such as HDFC Bank, ICICI Bank, Shell, Unilever, HSBC, and several public sector units (PSUs).

"The Covid-19 crisis was a watershed moment, ushering in an unprecedented era of tech-

led transformation powered by cloud, data and analytics," said Rohan Sachdev, managing partner for consulting at EY India. "Today, AI-driven change is taking centre stage."

TRANSFORMED DEAL QUEUE

A look at tech transformation requests for proposals (RFPs) points to strong deal momentum in the consulting space—with over 30 RFPs valued above ₹100 crore, more than 50 above ₹50 crore and upwards of 75 proposals exceeding ₹25 crore. The firms now have built capabilities to provide services across the IT value chain.

"Iconic transformation happens at the intersection of consulting, technology & digital, and data & analytics. We're helping our clients mo-

ve from opportunities to business outcomes by offering the best customised solution and service set," said Sanjay Datar, lead partner, One Consulting, at PwC India.

But why are clients increasingly turning to the Big Four? Akhilesh Tuteja, national leader, clients and markets and technology, media & telecommunications (TMT), at KPMG India, explained, "The top firms now have deep domain expertise, inhouse consulting capabilities, a technology advisory setup and strong collaborations with global tech alliances, making them one-stop partners for digital transformation."

FOR FULL REPORT, GO TO
www.economictimes.com

The Financial Express • 23 May • Deloitte

High cost of fast fashion

1,9 • PG527 • Sqcm84285 • AVE90K • CirBottom Left,Top Left

Bhubaneshwar • Pune • Chennai • Mumbai • Kolkata • Kochi • Chandigarh • Hyderabad • Bengaluru • Ahmedabad • Delhi

FE SPECIALS



High cost of fast fashion

High logistics and user costs are weighing on clothing brands' q-commerce bet

■ BRANDWAGON, P9

High cost of fast fashion

HIGH LOGISTICS & USER ACQUISITION COSTS ARE WEIGHING ON CLOTHING BRANDS' Q-COMMERCE BET

GEETIKA SRIVASTAVA

ON A SULTRY Delhi morning, 27-year-old Tashi realised she had nothing light or breezy to wear to her cousin's *haldi* ceremony to be hosted on the other side of town. By 9:15 am though, she had identified a pastel *kurta* set on a quick commerce platform; by 9:27, it was at her doorstep.

In the world of instant groceries and blink-speed burgers, fashion is finally catching up. The segment is all set to ride the q-commerce wave, which is projected to grow at a 67% CAGR through 2030 and is currently estimated at over \$5 billion.

While average order values remain modest — ₹400-₹700 versus ₹1,000-plus on traditional platforms — there is value beyond margins for Q-commerce platforms. "Fashion brings in new users and encourages cross-category exploration," says Devendra Meel, chief business officer, Zepto. "Someone buying a *kurta* might add cosmetics or festive décor."

For Zepto, the appeal is clear. "Fashion is getting more occasion-led and last-minute," says Meel. "Be it someone who has forgotten about a *puja* invite or about one who has a *sangeet* ceremony to attend that night, we offer a robust portfolio of fashion essentials and occasion wear they can pick from."

In other words, what started its innings as a safe way to access daily needs during the COVID-pandemic-led disruptions is rapidly morphing into the go-to platform to resolve wardrobe

BOTTLENECKS

Reverse logistics burden: Managing returns, especially **10-minute**

ones, is logistically complex and customer-unfriendly

Inventory overload: Stocking multiple sizes and colours alongside fast-changing trends complicates inventory planning

Margin pressure: High logistics and acquisition costs, coupled with large inventory investments, squeeze profitability

Scalability strain: Without scale and data-led inventory optimisation, sustaining long-term profitability remains difficult



Courtesy: Praveen Govindu, partner, Deloitte India

emergencies, last-minute gifting and impulse exigencies. Seeing the opportunity, Libas, a fashion brand known for its ethnic wear, has partnered with Zepto to deliver its signature styles across 50 cities in under 12 minutes.

"We've seen a clear shift in consumer behaviour," says Sidhant Keshwani, founder & CEO of the four-decade-old women's wear brand. "Today, fashion is impulse-led and occasion-driven, with speed of acquisition a key expectation." Needless to say, quick commerce felt like the way to go. Among its fastest movers on Q-commerce are loungewear, trousers and *kurtas*, styles that prioritise utility over extravagance

and fit snugly into Zepto's slim, high-velocity supply chain.

It's still early days for Q-commerce fashion but the category is picking up speed. Myntra's M-Now, which launched in December 2024 with the promise to deliver over 10,000 styles in 30 minutes, sees strong demand for products ranging from shampoos and skincare to fragrances and lipsticks. Brands such as Adidas, Pepe Jeans, Enamor, and Manyavar are already available on platforms such as Zepto, Instamart and Blinkit. "In Q-commerce, the most promising fashion categories are those that are easy to fit, frequently bought, and low on returns. Basics like t-shirts, socks, and innerwear work well," says

Somdutta Singh, founder and CEO of Assiduus Global.

For women's innerwear brand Enamor, quick commerce is not just another route, but a growing opportunity. "We've seen a 70-80% demand spike over the past six-seven months," says Sandra Daniels, the brand's CMO and category head. "Consumers are increasingly prioritising convenience, time, and reliability, even in fashion."

That said, apparel brings a unique set of challenges to the 10-minute delivery model. There are size, fit, and return issues to deal with, point out experts. Inventory complexity, unpredictable trends, and return logistics make it

investment heavy.

To counter that, brands are prioritising standard silhouettes, bestselling fits, and limited assortments. "We have curated a focused, fast-moving assortment that works for Q-commerce with availability in 50 cities, including key metropolitan hubs such as Delhi, Mumbai, Bengaluru, Chennai, and Hyderabad," says Zepto's Meel. Its selection highlights ready-to-wear with standard fits, high appeal and low return intent. The company says its dark stores are optimised for SKU rotation and inventory agility, which allows it to hyper-localise. The company has onboarded limited size ranges that align with high-demand clusters. It can refine the selection using real-time platform data.

Experts say that return rates, often as high as 25-30% in traditional e-commerce, are lower on Q-commerce, thanks to the high intent- and urgency-led purchases. Some traditional horizontal Q-commerce players are experimenting with 10-minute returns and offering 72-hour exchanges for damaged items, points out Praveen Govindu, partner at Deloitte India.

Even as more players throw their hats into the ring, high logistics and customer acquisition costs, combined with large inventory investments and potential reverse logistics, continue to strain Q-commerce margins. Long-term profitability is achievable through scale, repeat purchases, efficient inventory planning, and optimised delivery systems, notes Govindu.

Bizz Buzz • 23 May • Deloitte

Gen Zs, millennials prioritise learning, growth in job decisions

2 • PG110 • Sqcm10975 • AVE

N/A • CirBottom Right

Hyderabad

Gen Zs, millennials prioritise learning, growth in job decisions

Workplace continues to evolve with automation, GenAI

CONTINUOUS LEARNING

- With 85% engaged in weekly upskilling
- Strong preference for on-the-job learning,
- They're building agile, purpose-driven careers
- Aligned with technologies like GenAI

MUMBAI

AS the workplace continues to evolve with automation, GenAI, and changing expectations, a Deloitte survey on Thursday revealed that career progression and learning opportunities are among the top factors driving job decisions of India's young workforce.

"India's Gen Zs and millennials are not just adapting to the future of work, they're shaping it. With 85 per cent engaged in weekly upskilling and a strong preference for on-the-job learning, they're building agile, purpose-driven careers aligned with technologies like GenAI," says Saraswathi

GEN Z & CAREER PRIORITIES



Kasturirangan, Chief Happiness Officer, Deloitte India. For employers, this is a call to build cultures anchored in growth, innovation, and continuous learning, she said, quoting the 2025 Deloitte Global Gen Z and Millennial Survey.

The survey further found that career progression and learning opportunities are among the top factors that are driving job decisions for the young workforce. However, there is a mentorship shortfall as around half respondents who seek active mentorship from managers but far fewer receive it, the survey stated. The 2025 Deloitte Global Gen Z and Millennial survey is based on insights from a global lens, with responses from 809 Indian professionals - 505 Gen Zs and 304 millennials.

Mid-tier IT cos expand GCC playbook

Smaller Cos Tap GCC Growth, Offering End-To-End Services, Deep Local Engagement

Veena.Mani@timesofindia.com

Bengaluru: Mid-tier IT firms are increasing their focus on the global capability centres (GCC) segment as part of a renewed strategic playbook. The shift includes targeting opportunities with enterprises establishing or expanding GCCs, leveraging cost advantages, talent pools, and client proximity. Mid-tier IT firms are intensifying their focus on GCCs, expanding their scope and engagement like their larger peers.

Industry experts note that whilst previously they collaborated with global executives of these companies, they now engage directly with local counterparts to accelerate the tech roadmap by captives in India. Several firms strategically positioned unit leaders to provide specialised technical assistance to these captives. "Large clients in the retail or banking sector might have their own GCCs and their own best practices. Our firm can help them with this. We can tell them what their peers are doing and guide them. We can also tie up with consulting firms and pro-

GCCs SEEK SKILLS AND SUPPORT

- Mid-tier IT firms are ramping up services to GCCs
- Focus on enterprise clients expanding or setting up captives in India



Deeper local engagement

- Engagement now includes local decision-makers, not just global tech leaders
- Unit leaders placed near GCCs to offer technical support and strategic insights



Comprehensive support portfolio

- Services offered:
- Legal & real estate
 - Tax & regulatory compliance
 - Talent acquisition
 - Financial & industry-specific consulting



BoT model rising

- 30-40% of GCCs in India prefer this model



Skills over staffing

- Happiest Minds focuses on providing AI and data talent
- Aim: Fill skill gaps without becoming a staffing agency



Smaller GCCs, bigger opportunity

- 30% of 2024's GCCs were from sub-\$1bn companies



the company is actively pursuing. Some recruits will work on Coforge's projects, while others will be directly employed by GCCs. "Smart IT services firms know what it takes and that most of these GCCs will achieve an unsustainable cost structure. Eventually, most, not all, GCCs will 'outsource' capabilities they need to be cost-effective with. With that in mind, consider a wide portfolio from real estate to regulatory compliance to financial services to tax, and beyond. Those early relationships will pay off with other opportunities," says Ray Wang, principal analyst and Founder at Constellation Research.

Happiest Minds emphasises that skill provision is key to securing additional projects alongside regulatory and logistical support. "We do not want to become a staffing company. So, we will begin by providing skills. Many GCCs do not have a lot of skilled people in AI and data. We can bridge that gap for their immediate needs," said Joseph Anantharaju, CEO of Happiest Minds. Ashok Soota-led Happiest Minds is focusing on strengthening this vertical this year.

According to Rohan Lobo, partner, GCC leader, Deloitte Asia Pacific and South Asia, 30% to 40% of GCCs in India prefer the build-operate-transfer model, creating opportunities for IT service providers. With over 5,000 GCC leaders based in India, dedicated focus on captives becomes essential, explaining the appointment of GCC heads. Lobo provides additional context regarding these partnerships' growing significance through mid and small-sized GCC statistics. He notes that 30% of last year's captive establishments were in the sub \$1 billion category. "These companies need end-to-end services to stand up their centres quickly and realise their ROI. Such services include registration and legal, real estate, tax and compliance requirements, leadership hiring, relevant talent, infrastructure, etc. IT services providers and consulting firms, together with specialist partners in the ecosystem, work closely with these GCCs and play a vital role. Companies across the world are turning to partners to quickly help navigate complexities and get things done," Lobo said.

vide them with industry-specific guidance. Who is going to get into the rigmarole of understanding legal and real estate requirements? We have a system set up for that. These are some of the pitches we make with captives,"

said Madhee Hegde, EVP, head of BPS and GCC at Coforge.

These organisations are expanding into recruitment support. Hegde indicates that GCCs are increasingly receptive to recruitment assistance, an area

Deccan Chronicle • 23 May • Deloitte

Young willing to learn, need mentors

12 • PG221 • Sqcm822503 • AVE2.55M • CirBottom Center

Hyderabad • Chennai

TEAM | WORK

Career progress, learning opportunities top factors driving job decisions

Young willing to learn, need mentors

Mumbai, May 22: As the workplace continues to evolve with automation, GenAI, and changing expectations, a Deloitte survey on Thursday revealed that career progression and learning opportunities are among the top factors driving job decisions of India's young workforce.

"India's Gen Zs and millennials (Gen Ys) are not just adapting to future of work, they're shaping it. With 85 per cent engaged in weekly upskilling and a preference for on-the-job learning, they're building

5% engaged in weekly upskilling and strong preference for on-the-job learning, they're building agile, purpose-driven careers aligned with technologies like GenAI.

agile, purpose-driven careers aligned with technologies like GenAI," says Saraswathi Kasturirangan, chief happiness officer, Deloitte India.

Organisations need to relook at how they prioritise employee happiness and well-being.



For employers, this is a call to build cultures anchored in growth, innovation, and continuous learning, she said, quoting the 2025 Deloitte Global Gen Z



and Millennial Survey. It found that career progression and learning opportunities are among the top factors that are driving job decisions for

young workforce. However, there is a mentorship shortfall as around half respondents who seek active mentorship from managers but far fewer receive it, it stated.

Over 94 per cent of Gen Zs and 97 per cent of millennials said they value hands-on experience over theory, it added.

Over 36 per cent of Gen Zs and 39 per cent of millennials in India said that their job is a factor contributing a lot to their feelings of anxiety or stress, the survey stated. — PTI

The Asian Age • 23 May • Deloitte

Young willing to learn, need mentors

7 • PG222 • Sqcm155746 • AVE389.96K • CirBottom Center

Delhi

TEAM | WORK

Career progress, learning opportunities top factors driving job decisions

Young willing to learn, need mentors

Mumbai, May 22: As the workplace continues to evolve with automation, GenAI, and changing expectations, a Deloitte survey on Thursday revealed that career progression and learning opportunities are among the top factors driving job decisions of India's young workforce.

"India's Gen Zs and millennials (Gen Ys) are not just adapting to future of work, they're shaping it. With 85 per cent engaged in weekly upskilling and a preference for on-the-job learning, they're building

5% engaged in weekly upskilling and strong preference for on-the-job learning, they're building agile, purpose-driven careers aligned with technologies like GenAI.

agile, purpose-driven careers aligned with technologies like GenAI," says Saraswathi Kasturirangan, chief happiness officer, Deloitte India.

Organisations need to relook at how they prioritise employee happiness and well-being.



For employers, this is a call to build cultures anchored in growth, innovation, and continuous learning, she said, quoting the 2025 Deloitte Global Gen Z



and Millennial Survey. It found that career progression and learning opportunities are among the top factors that are driving job decisions for

young workforce. However, there is a mentorship shortfall as around half respondents who seek active mentorship from managers but far fewer receive it, it stated.

Over 94 per cent of Gen Zs and 97 per cent of millennials said they value hands-on experience over theory, it added.

Over 36 per cent of Gen Zs and 39 per cent of millennials in India said that their job is a factor contributing a lot to their feelings of anxiety or stress, the survey stated. —PTI

Rashtriya Sahara • 23 May • Deloitte

Worries about career advancement are influencing youth's job decisions

13 • PG

238 • Sqcm

52345 • AVE

562.46K • Cir

Bottom Right

Jaipur

युवाओं के नौकरी से जुड़े फैसलों को प्रभावित कर रही करियर में तरक्की की चिंता

मुंबई (भाषा)।

ऑटोमेशन और जनेरेटिव एआई (जेनएआई) के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर करियर की प्रगति और सीखने के अवसर भारत के युवा कार्यबल के नौकरी के फैसले को प्रभावित करने वाले शीर्ष कारकों में से हैं। पेशेवर सेवा कंपनी डेलॉयट की ओर से वृहस्पतिवार को जारी सर्वेक्षण में यह बात सामने आई है। डेलॉयट इंडिया की 'चोफ हैप्पीनेस ऑफिसर' सरस्वती कस्तूरिंगन ने कहा, 'भारत के

'जेन-जी' और 'मिलेनियल्स' न केवल भविष्य के अनुरूप काम करने के तरीकों के हिसाब से खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 प्रतिशत लोग साप्ताहिक 'अपस्किलिंग' में लगे हुए हैं और नौकरी के दौरान सीखने को प्राथमिकता दे रहे हैं, वे जेनएआई जैसी प्रौद्योगिकियों के साथ मिलकर चुस्त, उद्देश्य-संचालित करियर बना रहे हैं।'

'जेन-जी' 1997 से 2012 के बीच और 'मिलेनियल्स' 1981 से 1996 के बीच जन्म लेने वाले लोगों को कहा जाता है। कस्तूरिंगन ने '2025 डेलॉयट

ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' का हवाला देते हुए कहा कि नियोजकों के लिए

यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है।

सर्वेक्षण में पाया गया कि करियर की प्रगति और सीखने के अवसर उन शीर्ष कारकों में से हैं जो युवा कार्यबल के लिए नौकरी के फैसले को

प्रभावित करते हैं। हालांकि, 'मेंटरशिप' (अनुभवी व्यक्ति के



मार्गदर्शन) की कमी है क्योंकि लगभग आधे उत्तरदाता प्रबंधकों से

सक्रिय 'मेंटरशिप' चाहते हैं, लेकिन बहुत कम को यह मिलती है।

यह '2025 डेलॉयट ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' वैश्विक दृष्टिकोण से प्राप्त अंतर्दृष्टि पर आधारित है। इसमें 809 भारतीय पेशेवरों की प्रतिक्रियाएं शामिल हैं जिनमें से 505 जेन-जी और 304 मिलेनियल्स थे। सर्वेक्षण से पारंपरिक शिक्षा के मूल्य के बारे में

बढ़ती शंकाएं उजागर हुईं, क्योंकि कई लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में केवल औपचारिक डिग्री ही पर्याप्त है? इसमें 94 प्रतिशत से अधिक जेन-जी और 97 प्रतिशत से अधिक मिलेनियल्स ने कहा कि वे सिद्धांत से अधिक व्यावहारिक अनुभव को महत्व देते हैं। इसके अलावा, सर्वेक्षण में यह भी पाया गया कि 52 प्रतिशत जेन-जी और 45 प्रतिशत मिलेनियल्स उच्च शिक्षा की गुणवत्ता से असंतुष्ट हैं। साथ ही 36 प्रतिशत जेन-जी और 40 प्रतिशत मिलेनियल्स ने लागत

संबंधी चिंताओं की बात कही। इस बीच, भारत में 33 प्रतिशत जेन-जी और 29 प्रतिशत मिलेनियल्स ने कहा कि वे हर समय या अधिकतर समय तनावग्रस्त या चिंतित महसूस करते हैं। भारत में 36 प्रतिशत से अधिक जेन-जी और 39 प्रतिशत मिलेनियल्स ने कहा कि उनकी नौकरी उनकी चिंता या तनाव की भावनाओं के लिए काफी हद तक जिम्मेदार है।

सरस्वती ने कहा, "संगठनों को इस बात पर पुनर्विचार करने की जरूरत है कि वे कर्मचारियों की खुशी तथा कुशलक्षेम को किस तरह प्राथमिकता देते हैं।

Rashtriya Sahara • 23 May • Deloitte

Worries about career advancement are influencing the job decisions of youth

13 • PG

241 • Sqcm

349455 • AVE

390K • Cir

Bottom Center

Delhi

युवाओं के नौकरी से जुड़े फैसलों को प्रभावित कर रही करियर में तरक्की की चिंता

मुंबई (भाषा)।

ऑटोमेशन और जनरेटिव एआई (जेनएआई) के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर करियर की प्रगति और सीखने के अवसर भारत के युवा कार्यबल के नौकरी के फैसले को प्रभावित करने वाले शीर्ष कारकों में से है।

पेलेवर सेवा कंपनी डेलॉयट की ओर से वृहस्पतिवार को जारी सर्वेक्षण में यह बात सामने आई है।

डेलॉयट इंडिया की 'चीफ हैम्पिनस ऑफिसर' सरस्वती कस्तूरिंगन ने कहा, 'भारत के

'जेन-जी' और 'मिलेनियल्स' न केवल भविष्य के अनुरूप काम करने के तरीकों के हिसाब से खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 प्रतिशत लोग साप्ताहिक 'अपस्किलिंग' में लगे हुए हैं और नौकरी के दौरान सीखने को प्राथमिकता दे रहे हैं, वे जेनएआई जैसी प्रौद्योगिकियों के साथ मिलकर चुस्त, उद्देश्य-संचालित करियर बना रहे हैं।'

'जेन-जी' 1997 से 2012 के बीच और 'मिलेनियल्स' 1981 से 1996 के बीच जन्म लेने वाले लोगों को कहा जाता है। कस्तूरिंगन ने '2025 डेलॉयट

ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' का हवाला देते हुए कहा कि नियोजताओं के लिए यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है।

सर्वेक्षण में पाया गया कि करियर की प्रगति और सीखने के अवसर उन शीर्ष कारकों में से है जो युवा कार्यबल के लिए नौकरी के फैसले को

प्रभावित करते हैं। हालांकि, 'मेंटरशिप' (अनुभवी व्यक्ति के



मार्गदर्शन) की कमी है क्योंकि लगभग आधे उत्तरदाता प्रबंधकों से

सक्रिय 'मेंटरशिप' चाहते हैं, लेकिन बहुत कम को यह मिलती है।

यह '2025 डेलॉयट ग्लोबल जेन-जी एंड मिलेनियल्स सर्वे' वैश्विक दृष्टिकोण से प्राप्त अंतर्दृष्टि पर आधारित है।

इसमें 809 भारतीय पेशेवरों की प्रतिक्रियाएं शामिल हैं जिनमें से 505 जेन-जी और

304 मिलेनियल्स थे। सर्वेक्षण से पारंपरिक शिक्षा के मूल्य के बारे में

बढ़ती शंकाएं उजागर हुईं, क्योंकि कई लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में केवल औपचारिक डिग्री ही पर्याप्त है? इसमें 94 प्रतिशत से अधिक जेन-जी और 97 प्रतिशत से अधिक मिलेनियल्स ने कहा कि वे सिद्धांत से अधिक व्यावहारिक अनुभव को महत्व देते हैं।

इसके अलावा, सर्वेक्षण में यह भी पाया गया कि 52 प्रतिशत जेन-जी और 45 प्रतिशत मिलेनियल्स उच्च शिक्षा की गुणवत्ता से असंतुष्ट हैं। साथ ही 36 प्रतिशत जेन-जी और 40 प्रतिशत मिलेनियल्स ने लागत

संबंधी चिंताओं की बात कही। इस बीच, भारत में 33 प्रतिशत जेन-जी और 29 प्रतिशत मिलेनियल्स ने कहा कि वे हर समय या अधिकतर समय बनावग्रस्त या चिंतित महसूस करते हैं। भारत में 36 प्रतिशत से अधिक जेन-जी और 39 प्रतिशत मिलेनियल्स ने कहा कि उनकी नौकरी उनकी चिंता या तनाव की भावनाओं के लिए काफी हद तक जिम्मेदार है।

सरस्वती ने कहा, "संगठनों को इस बात पर पुनर्विचार करने की जरूरत है कि वे कर्मचारियों की खुशी तथा कुशलक्षेम को किस तरह प्राथमिकता देते हैं।

Nav Rashtra • 23 May • Deloitte

More than 7 million people got employment

7 • PG

105 • Sqcm

173295 • AVE

500.5K • Cir

Top Right

Mumbai

७० लाखांहून अधिक लोकांना रोजगार मिळाला

अन्न प्रक्रियेने उजळले ग्रामीण भारताचे चित्र

दिल्ली.नवराष्ट्र न्यूज नेटवर्क. भारताचे अन्न प्रक्रिया क्षेत्र देशाच्या अर्थव्यवस्थेचा एक महत्वाचा आधारस्तंभ म्हणून उदयास येत आहे. देशाच्या एकूण उत्पादन जीव्हीए (एकूण मूल्यवर्धित) मध्ये या क्षेत्राचे योगदान ७.७ टक्के आहे आणि मूल्य साखळीत ७ दशलक्षाहून अधिक नोकऱ्यांना आधार देते.

१६० अब्ज अमेरिकन डॉलर्स किमतीचे हे क्षेत्र ग्रामीण औद्योगिकीकरणाला चालना देत आहे आणि कापणीनंतरचे नुकसान कमी करत आहे, असे डेलॉइट आणि फिक्कीच्या नवीन अहवालात म्हटले आहे. ग्रामीण भागातील वाढती मागणी, डिजिटल परिवर्तन आणि सरकारी धोरणांना पाठिंब्यामुळे या क्षेत्राला सतत चालना मिळत आहे. डेलॉइट साउथ एशियाचे पार्टनर आणि कंझुमर इंडस्ट्री लीडर आनंद रामनाथन म्हणाले की, भारतातील कृषी आणि अन्न प्रक्रिया क्षेत्र एका मोठ्या परिवर्तनाच्या उंबरठ्यावर आहे जिथे पारंपरिक पद्धती आणि अत्याधुनिक तंत्रज्ञान एकत्रितपणे भविष्यासाठी तयार अन्न परिसंस्था तयार



करत आहेत. ते म्हणाले की, ग्राहक आता स्वच्छ लेबल असलेल्या, प्रथिनेयुक्त आणि पोटासाठी अनुकूल असलेल्या अन्नाकडे वळत आहेत, ज्यामुळे भारतात अन्न वापरात संरचनात्मक वाढ होत आहे. रामनाथन यांचा असा विश्वास आहे की भारत आरोग्य-केंद्रित, तंत्रज्ञान-सक्षम आणि समावेशक अन्न प्रणालींवरील जागतिक चर्चेचे नेतृत्व करण्यास सज्ज आहे, ज्याला एआय, आयओटी आणि ब्लॉकचेनमधील प्रगतीमुळे चालना मिळाली आहे.

शहरी वापराच्या पद्धती देखील बदलत आहेत जिथे अन्न बजेटच्या जवळजवळ ५० टक्के रक्कम आता पॅक केलेल्या आणि तयार केलेल्या अन्नावर खर्च केली जाते.

Nav Rashtra • 23 May • Deloitte

More than 70 lakh people got employment

9 • PG

100 • Sqcm

95806 • AVE

860K • Cir

Top Center

Pune

७० लाखांहून अधिक लोकांना रोजगार मिळाला अन्न प्रक्रियेने उजळले ग्रामीण भारताचे चित्र

■दिल्ली.नवराष्ट्र न्यूज नेटवर्क. भारताचे अन्न प्रक्रिया क्षेत्र देशाच्या अर्थव्यवस्थेचा एक महत्वाचा आधारस्तंभ म्हणून उदयास येत आहे. देशाच्या एकूण उत्पादन जीव्हीए (एकूण मूल्यवर्धित) मध्ये या क्षेत्राचे योगदान ७.७ टक्के आहे आणि मूल्य साखळीत ७ दशलक्षांहून अधिक नोकऱ्यांना आधार देते.

१६० अब्ज अमेरिकन डॉलर्स किमतीचे हे क्षेत्र ग्रामीण औद्योगिकीकरणाला चालना देत आहे आणि कापणीनंतरचे नुकसान कमी करत आहे, असे डेलॉइट आणि फिक्कीच्या नवीन अहवालात म्हटले आहे. ग्रामीण भागातील वाढती मागणी, डिजिटल परिवर्तन आणि सरकारी धोरणांना पाठिंब्यामुळे या क्षेत्राला सतत चालना मिळत आहे. डेलॉइट साउथ एशियाचे पार्टनर आणि कंझ्युमर इंडस्ट्री लीडर आनंद रामनाथन म्हणाले की, भारतातील कृषी आणि अन्न प्रक्रिया क्षेत्र एका मोठ्या परिवर्तनाच्या उंबरठ्यावर आहे जिथे पारंपरिक पद्धती आणि अत्याधुनिक तंत्रज्ञान एकत्रितपणे



भविष्यासाठी तयार अन्न परिसंस्था तयार करत आहेत. ते म्हणाले की, ग्राहक आता स्वच्छ लेव्हल असलेल्या, प्रथिनेयुक्त आणि पोटासाठी अनुकूल असलेल्या अन्नाकडे वळत आहेत, ज्यामुळे भारतात अन्न वापरात संरचनात्मक वाढ होत आहे. रामनाथन यांचा असा विश्वास आहे की भारत आरोग्य-केंद्रित, तंत्रज्ञान-सक्षम आणि समावेशक अन्न प्रणालींवरील जागतिक चर्चेचे नेतृत्व करण्यास सज्ज आहे, ज्याला एआय, आयओटी आणि ब्लॉकचेनमधील प्रगतीमुळे चालना मिळाली आहे. निर्यातीत विक्रमी वाढ आणि बदलत्या वापर पद्धती या अहवालात भारताच्या कृषी निर्यातीवरही प्रकाश टाकण्यात आला आहे.

Amar Ujala • 23 May • Deloitte

In today's era, millennials prioritize growth and learning in job-related decisions

16 • PG

258 • Sqcm

547911 • AVE

564.4K • Cir

Middle Center

Delhi

एआई के दौर में नौकरी से जुड़े फैसलों में प्रगति और सीखने को प्राथमिकता देते हैं मिलेनियल्स

मुंबई। जेनरेटिव आर्टिफिशियल इंटेलिजेंस (एआई) व ऑटोमेशन के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर देश के जेनरेशन जेड और मिलेनियल्स नौकरी संबंधी फैसलों में प्रगति एवं सीखने को प्राथमिकता देते हैं। जेनरेशन जेड 1997 से 2012 और मिलेनियल्स 1981 से 1996 के बीच जन्मे लोगों को कहा जाता है।

डेलॉय ने बृहस्पतिवार को जारी सर्वे में कहा, भारत के जेनरेशन जेड और मिलेनियल्स न सिर्फ भविष्य के अनुरूप काम करने के तरीकों के हिसाब से



खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 फीसदी युवा साप्ताहिक आधार पर अपने कौशल को निखारने पर जोर दे रहे हैं। वे जेनरेटिव एआई जैसी प्रौद्योगिकियों के साथ मिलकर चुस्त और उद्देश्य संचालित करियर बना रहे हैं। डेलॉय

इंडिया की चीफ हैप्पीनेस ऑफिसर सरस्वती कस्तूरीरंगन ने कहा, नियोक्ताओं के लिए यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है। सर्वे लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में सिर्फ औपचारिक डिग्री पर्याप्त है? इस पर 94 फीसदी से ज्यादा जेनरेशन जेड और 97 फीसदी से अधिक मिलेनियल्स ने कहा, वे बदलते नौकरी बाजार में सैद्धांतिक से अधिक व्यावहारिक अनुभव को महत्व देने पर जोर देते हैं। एजेंसी

Amar Ujala • 23 May • Deloitte

AI ke dour main jobs se jude faislo main pragati aur seekhne ko prathamikta dete hai Millennials

4 • PG

294 • Sqcm

216402 • AVE

368.8K • Cir

Middle Center

Chandigarh

एआई के दौर में नौकरी से जुड़े फैसलों में प्रगति और सीखने को प्राथमिकता देते हैं मिलेनियल्स

मुंबई। जेनरेटिव आर्टिफिशियल इंटेलिजेंस (एआई) व ऑटोमेशन के साथ निरंतर विकसित होते कार्यस्थलों और बदलती अपेक्षाओं के मद्देनजर देश के जेनरेशन जेड और मिलेनियल्स नौकरी संबंधी फैसलों में प्रगति एवं सीखने को प्राथमिकता देते हैं। जेनरेशन जेड 1997 से 2012 और मिलेनियल्स 1981 से 1996 के बीच जन्मे लोगों को कहा जाता है।

डेलॉय ने बृहस्पतिवार को जारी सर्वे



में कहा, भारत के जेनरेशन जेड और मिलेनियल्स न सिर्फ भविष्य के अनुरूप काम करने के तरीकों के हिसाब से खुद को ढाल रहे हैं, बल्कि वे इसे आकार भी दे रहे हैं। 85 फीसदी युवा साप्ताहिक आधार पर अपने कौशल को निखारने पर जोर दे रहे हैं। वे जेनरेटिव एआई जैसी प्रौद्योगिकियों के साथ मिलकर चुस्त और उद्देश्य

संचालित करियर बना रहे हैं। डेलॉय इंडिया की चीफ हैप्पीनेस ऑफिसर सरस्वती कस्तूरींगन ने कहा, नियोक्ताओं के लिए यह विकास, नवाचार और निरंतर सीखने पर आधारित संस्कृति का निर्माण करने का संकेत है। सर्वे लोगों ने सवाल उठाया कि क्या तेजी से बदलते नौकरी बाजार में सिर्फ औपचारिक डिग्री पर्याप्त है? इस पर 94 फीसदी से ज्यादा जेनरेशन जेड और 97 फीसदी से अधिक मिलेनियल्स ने कहा, वे बदलते नौकरी बाजार में सैद्धांतिक से अधिक व्यावहारिक अनुभव को महत्व देने पर जोर देते हैं। एजेंसी

Sakshi • 23 May • Deloitte

Skills and job advancement are prioritized

15 • PG

178 • Sqcm

319619 • AVE

1.22M • Cir

Middle Left

Hyderabad

నైపుణ్యాలు, ఉద్యోగ పురోగతికే ప్రాధాన్యం

- జెన్ జెడ్, మిలీనియల్స్ అభిప్రాయం
- డెలాయిట్ సర్వేలో వెల్లడి

ముంబై: కంపెనీల కార్యకలాపాల్లో ఆటోమేషన్, జనరేటివ్ ఏఐ వినియోగం విస్తరిస్తుండడంతో.. జనరేషనల్ జెడ్, మిలీనియల్స్ తరగతి యువత నైపుణ్యాలు పెంచుకునేందుకు, ఉద్యోగంలో పురోగతికి ప్రాధాన్యం ఇస్తున్నారు. ఉద్యోగ నిర్ణయాల్లో పురోగతి, అభ్యాసనా అవకాశాలకే తమ ప్రాధాన్యమని డెలాయిట్ సర్వేలో వారు చెప్పారు. జెన్ జెడ్, మిలీనియల్స్లో 85 శాతం మంది ప్రతి వారం చివర్లో నైపుణ్యాలు పెంచుకునేందుకు, పనిచేస్తూనే నేర్చుకునేందుకు ప్రాధాన్యం ఇస్తున్నట్లు డెలాయిట్ ఇండియా చీఫ్ హ్యూమన్ రిసోర్స్ అఫీసర్ సరస్వతి కస్తూరి రంగన్ తెలిపారు. కాకపోతే వీరికి తగినంత మార్గదర్శకత్వం లభించడం లేదని డెలాయిట్ సర్వే



పేర్కొంది. సర్వేలో పాల్గొన్న వారిలో సగం మంది తమ మేనేజర్ల నుంచి మార్గదర్శనం కోరుకుంటుంటే.. అది కొందరికే లభిస్తున్నట్లు తెలిపింది. 505 మంది జనరేషనల్ జెడ్, 304 మిలీనియల్స్ అభిప్రాయాలను ఈ సర్వేలో భాగంగా డెలాయిట్ తెలుసుకుంది. 1981-1996 మధ్య జన్మించిన వారిని మిలీనియల్స్గా, 1997-2012 మధ్యకాలంలో జన్మించిన వారిని జనరేషనల్ జెడ్ కింద పరిగణిస్తుంటారు.

పట్టాలు కాదు.. అనుభవానికే పెద్ద పీట వేగంగా మార్పులకు గురవుతున్న ఉద్యోగ మార్కెట్లో సంప్రదాయ డిగ్రీ ఆర్థతల కంటే.. అనుభవానికే అగ్ర తాంబూలం లభిస్తున్న విషయాన్ని ఈ సర్వే గుర్తు చేసింది. దీంతో సంప్రదాయ విద్యా వ్యవస్థ నాణ్యతపై సందేహాలు లేవనెత్తింది. 94 శాతం జెన్ జెడ్, 97 శాతం మిలీనియల్స్ సిద్ధాంతాల కంటే అనుభవానికే విలువ ఎక్కువని చెప్పారు. ఉన్నత విద్యపై 52 శాతం జెన్ జెడ్, 45 శాతం మిలీనియల్స్ అసంతృప్తి వ్యక్తం చేశారు. ఉన్నత విద్య వ్యయాలపై 36 శాతం జెన్ జెడ్, 40 శాతం మిలీనియల్స్ ఆందోళన వ్యక్తం చేశారు. ఆందోళన, ఒత్తిడి విషయంలో ఉద్యోగం కారణమవుతున్నట్లు 36 శాతానికి పైనే చెప్పారు.

ఉద్యోగుల శ్రేయస్సుపై దృష్టి పెట్టాలి..

"ఉద్యోగుల సంతోషం, శ్రేయస్సు విషయంలో సంస్థలు తమ విధానాలను తిరిగి పరిశీలన చేయాల్సిన అవసరం ఉంది. భౌతిక, మానసిక, ఆర్థిక శ్రేయస్సు ఒకదానితో ఒకటి ముడిపడి ఉన్నాయి. నాయకత్వం స్థాయిలో వీటిని పరిష్కరించాల్సి ఉంది" అని ఈ సర్వే నివేదిక తెలిపింది.

Sakshi • 23 May • Deloitte
Skill, Job Progress is the priority

13 • PG

1373 • Sqcm

192162 • AVE

61.57K • Cir

Middle Left

Bengaluru

నైపుణ్యాలు, ఉద్యోగ పురోగతికే ప్రాధాన్యం

- జెన్ జెడ్, మిలీనియల్స్ అభిప్రాయం
- డెలాయిట్ సర్వేలో వెల్లడి

ముంబై: కంపెనీల కార్యకలాపాల్లో ఆటోమేషన్, జెనరేటివ్ ఏఐ వినియోగం విస్తరిస్తుండడంతో.. జెనరేషన్ జెడ్, మిలీనియల్స్ తరగతి యువత నైపుణ్యాలు పెంచుకునేందుకు, ఉద్యోగంలో పురోగతికి ప్రాధాన్యం ఇస్తున్నారు. ఉద్యోగ నిర్ణయాల్లో పురోగతి, అభ్యాసనా అవకాశాలకే తమ ప్రాధాన్యమని డెలాయిట్ సర్వేలో వారు చెప్పారు. జెన్ జెడ్, మిలీనియల్స్లో 85 శాతం మంది ప్రతి వారం చివర్లో నైపుణ్యాలు పెంచుకునేందుకు, పనిచేస్తూనే నేర్చుకునేందుకు ప్రాధాన్యం ఇస్తున్నట్లు డెలాయిట్ ఇండియా చీఫ్ హ్యూమన్ రిసోర్స్ సరస్వతి కస్తూరి రంగన్ తెలిపారు. కాకపోతే వీరికి తగినంత మార్గదర్శకత్వం లభించడం లేదని డెలాయిట్ సర్వే



పేర్కొంది. సర్వేలో పాల్గొన్న వారిలో సగం మంది తమ మేనేజర్ల నుంచి మార్గదర్శనం కోరుకుంటుంటే.. అది కొందరికే లభిస్తున్నట్లు తెలిపింది. 505 మంది జెనరేషన్ జెడ్, 304 మిలీనియల్స్ అభిప్రాయాలను ఈ సర్వేలో భాగంగా డెలాయిట్ తెలుసుకుంది. 1981-1996 మధ్య జన్మించిన వారిని మిలీనియల్స్గా, 1997-2012 మధ్యకాలంలో జన్మించిన వారిని జెనరేషన్ జెడ్ కింద పరిగణిస్తుంటారు.

పట్టాలు కాదు.. అనుభవానికే పెద్ద పీట

వేగంగా మార్పులకు గురవుతున్న ఉద్యోగ మార్కెట్లో సంప్రదాయ డిగ్రీ అర్హతల కంటే.. అనుభవానికే అగ్ర తాంబూలం లభిస్తున్న విషయాన్ని ఈ సర్వే గుర్తు చేసింది. దీంతో సంప్రదాయ విద్యా వ్యవస్థ నాణ్యతపై సందేహాలు లేవనెత్తింది. 94 శాతం జెన్ జెడ్, 97 శాతం మిలీనియల్స్ సిద్ధాంతాల కంటే అనుభవానికే విలువ ఎక్కువని చెప్పారు. ఉన్నత విద్యపై 52 శాతం జెన్ జెడ్, 45 శాతం మిలీనియల్స్ అసంతృప్తి వ్యక్తం చేశారు. ఉన్నత విద్య వ్యయాలపై 36 శాతం జెన్ జెడ్, 40 శాతం మిలీనియల్స్ ఆందోళన వ్యక్తం చేశారు. ఆందోళన, ఒత్తిడి విషయంలో ఉద్యోగం కారణమవుతున్నట్లు 36 శాతానికి పైనే చెప్పారు.

ఉద్యోగుల శ్రేయస్సుపై దృష్టి పెట్టాలి..

“ఉద్యోగుల సంతోషం, శ్రేయస్సు విషయంలో సంస్థలు తమ విధానాలను తిరిగి పరిశీలన చేయాల్సిన అవసరం ఉంది. భౌతిక, మానసిక, ఆర్థిక శ్రేయస్సు ఒకదానితో ఒకటి ముడిపడి ఉన్నాయి. నాయకత్వం స్థాయిలో వీటిని పరిష్కరించాల్సి ఉంది” అని ఈ సర్వే నివేదిక తెలిపింది.

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	The Economic Times	From Tax Suits to Tech Suites, it"s a Recalibrate@Big4	28.7M
2.	The Economic Times	From tax suits to tech suites, it"s a Recalibrate@Big4: Tech consultants now ta...	28.7M
3.	The Financial Express	High logistics & user acquisition costs are weighing on clothing brands" q-...	16.2M
4.	Ians	Bulletin from the Annual General Meeting 2025	116.7K
5.	Uttarakhand News Network	Databricks Announces 2025 Data + AI Summit Keynote Lineup and Data Intelligence ...	29.6K
6.	ET HRWorld	Tech consultants now take up chunk of top advisory space at Big4	5K
7.	India Brand Equity Foundation	Gen Z, millennials prioritise learning, growth in career choices: Survey	N/A
8.	The Mobi World	From Tax Suits to Tech Suites, it"s a Recalibrate@Big4	N/A
9.	The Top News 18	भारत का शिपिंग निगम आज 10% स्काईरॉकेट? उसकी वजह यहाँ है	N/A
10.	Ny News Cast	Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...	N/A
11.	Industrial AutomationIndia	Steel Authority of India Limited signs digital transformation agreement with ABB...	N/A
12.	The News Headliner	Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...	N/A
13.	BizWire Express	Burnout is the New Bankruptcy: Dr. Andrea Adams-Miller Unveils The Executive Res...	N/A
14.	Tech Street Now	Suridata Buy Adds SaaS Posture Management to Fortinet SASE	N/A
15.	Careers Info Security	Suridata Buy Adds SaaS Posture Management to Fortinet SASE	N/A
16.	Data Breach Today	Suridata Buy Adds SaaS Posture Management to Fortinet SASE	N/A
17.	Careers Info Security	Suridata Buy Adds SaaS Posture Management to Fortinet SASE	N/A
18.	Bank Info Security	Suridata Buy Adds SaaS Posture Management to Fortinet SASE	N/A
19.	Inforisktoday.in	Suridata Buy Adds SaaS Posture Management to Fortinet SASE	N/A
20.	Travel And Tour	United States Anticipates An Unmatched Increase In Memorial Day Weekend Travel M...	N/A
21.	Tech Street Now	Deloitte"s Silicon to Service" available for government, regulated industries	N/A
22.	Pune Media	Agri-food Value Chain Accounts For 30% Of Indian Food Market, Valued At USD 160 ...	N/A
23.	Schneider Electric	From lab to launch: AI"s impact on pharma drug development	N/A

24.	Sangritimes	Bulletin from the Annual General Meeting 2025	N/A
25.	IT News Online	Bulletin from the Annual General Meeting 2025	N/A
26.	Csr Economic Indiantimes	Gen Zs, millennials prioritise learning, growth in job decisions: Survey	N/A