Blue Collar Hirers survey

# Demographic questions

A1. Which city/area do you work in?

1. Delhi
2. Noida
3. Gurgaon
4. Faridabad
5. Ghaziabad
6. Others [terminate]

A2. Which city/area do you live in?

1. Delhi
2. Noida
3. Gurgaon
4. Faridabad
5. Ghaziabad
6. Others [terminate]

A3. Do you hire any blue collars or are part of the hiring/recruiting process of your company?

1. Yes
2. No [Terminate]

A4. Do you hire any of the following blue-collar workers?

[Multi select]

1. Electrician
2. ITI trained Fitters – (*hover text - Fitter is a technician who assembles or installs machinery, plants, machines, and other mechanical products. If the candidates have witnessed the construction of a plant or the installation of a machine, they must have witnessed how a fitter works to connect each part perfectly*)
3. Welder
4. Carpenter
5. Factory Worker/ Bar Benders/ Assembler/ Foreman/ Handlers
6. Plumbers
7. Hairstylist/ Beautician
8. Construction Workers/Labour
9. Tailor
10. Others (Please specify)
11. None of the above [Exclusive]

A5. Please tell us about your current role/designation in your current company.

1. HR
2. Admin
3. Supervisor
4. Manager
5. Owner
6. Other (specify)

A6. How many employees work in your current factory/ workshop/ plant?

1. 1-50
2. 51-100
3. 101-150
4. 151-250
5. 250+

A7. Please select the type of factory/workshop do you work in or the type of workplace.

1. Leather factory
2. Textile factory
3. Food and drinks factory
4. Metals factory
5. Auto parts factory
6. Construction
7. Beauty Parlors
8. Other (specify)

A8. On an average, how many workers do you recruit/hire on a monthly basis?

# Main Survey

B1. What are methods by which you recruit/hire these said blue collar worker?

[Multi select]

1. Place Banners/Posters of vacancy in the vicinity
2. Ask employees to bring referrals/ word of mouth
3. Hire Agency to recruit
4. Use a platform/app (Please specify)
5. Other (specify)

B2. How comfortable are you with your existing approach mentioned in previous question for recruiting/hiring these said blue-collar workers?

[Select one]

1. Extremely comfortable
2. Somewhat comfortable
3. Neither comfortable nor uncomfortable
4. Somewhat uncomfortable
5. Extremely uncomfortable

B3. What are current challenges that you face with your existing approach for recruiting/ hiring blue-collar workers?

[Multi select]

1. High Attrition
2. Workers leave without notice
3. Have to hire unverified/untrustworthy personnel
4. Difficult to find right skilled workers
5. High costs of agency/ platforms
6. Other (specify)

B4. According to you, what are main reasons for these workers leaving your current company?

1. Better salary/wages elsewhere
2. Better working conditions elsewhere
3. More benefits elsewhere
4. Location not convenient for them
5. Other (specify)

**Intro of solution:**

We would you know your opinion and feedback for a solution that we are working. If there is an app that you can download to post open positions/requirements of your company. You would be able to see candidates work experience and how far they stay from your location. This app/platform will provide you more options at the tip of your finger for recruiting blue collar workers specifically. There are already other job sites like Naukri, Timesjob etc for white collar workforce but not any renowned for blue-collared workforce. You will be able to see other details like their current job, salary and expectations of all the candidates.

* This app will serve as a direct connect between hirers like you and workers whom you want to hire without the intervention of a 3rd party.
* You would not need to put any banners/posters etc on your factory gates or even request your masters and other workers to bring in more workers /supervisor etc. Everything will be digitally available on your fingertips through this app and can be a permanent solution for your recruiting/hiring needs.
* This app will increase your reach to multiple candidates with a simple text/message.

C1. Would you be interested in using such an app?

1. Yes would like to try this app
2. No, I prefer the existing approach

C2. Do you already use any such app(s) for hiring blue-collared workers like carpenters, electricians, factory workers, labor, beauticians etc?

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C3. What features do you think an app such as the one we described should definitely have?

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C4. What would be the ideal charge you would be ready to pay on an annual basis for such an app/service?

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