

The background of the image is a library with tall, dark wooden bookshelves filled with numerous books. A wooden ladder is leaning against the shelves on the right side of the frame. The lighting is dim, creating a scholarly and quiet atmosphere.

**upGrad**

# India Career Upskilling Report

## About the Brand:

upGrad is Asia's leading integrated learning, skilling, and workforce development company, founded in 2015. upGrad's portfolio spans through the extensive higher-ed and skilling value chain encompassing online and hybrid degree programs, pathways, study abroad programs, certifications, bootcamps, diplomas, master's and executive doctorate programs for fresh and seasoned professionals alike.

Born with a strong DNA of developing industry-ready curriculum and world-class educational pedagogy, what sets upGrad apart is its commitment to facilitating career growth for its learners.

*For more details on the programs and opportunities visit here: **[www.upGrad.com](https://www.upgrad.com)***

**55000+ placements in FY23**

with the highest CTC record of  
INR 2.5 crores p.a.

**Over 10 million enrolled learners**

from 150+ countries

**5 out of 6 Learners**

Get Positive Career Growth with upGrad

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Dear Reader,

Ongoing technological disruptions continue to reshape job requirements, compelling millions to embrace upskilling for professional growth. No longer a calendar event, constant learning has emerged as the dynamic force empowering professionals and newcomers alike, to accept the evolution. It also establishes the very genesis of this survey conducted amongst 3500+ pan-India respondents, largely coming out of the urban corporate ecosystem. The findings of the India Career Upskilling Report shine a spotlight on the key trends in appraisals, promotions, and market opportunities after a career sabbatical, while also drawing a stark comparison between self and company-sponsored learning and skill-based training. Even corporations today see workforce development as an important training & retention tool. As the segment leader and a Lifelong learning partner to over 10 million learners to date, upGrad welcomes you to read an important rendition, exclusively presented by our in-house research arm, upGrad Insights. Our commitment is to provide industry-specific insights and data through the collection and analysis of independent survey responses from India Inc.

Warm Regards,



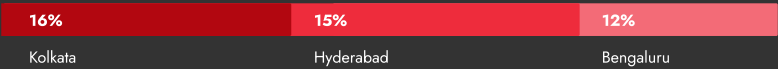
MAYANK KUMAR  
Co-Founder & MD, upGrad

# We reached out to over 3500 working professionals in India Inc...

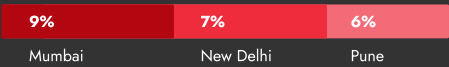
## GEOGRAPHY

We've ensured no one city dominates the respondent base.

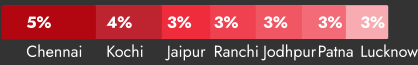
High Respondent Cities  
(each contributing 12% – 16% of the 3,560-respondent base)



Medium Respondent Cities  
(each contributing 6% – 9% of the 3,560-respondent base)



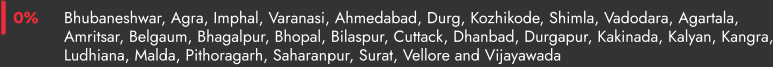
Low Respondent Cities  
(each contributing 3% – 5% of the 3,560-respondent base)



Very Low Respondent Cities  
(each contributing 1% – 2% of the 3,560-respondent base)



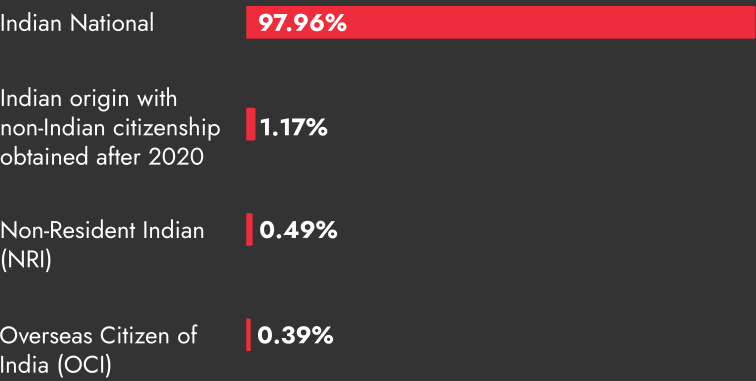
Minimal Respondent Cities  
(each contributing less than 1% of the 3,560-respondent base)



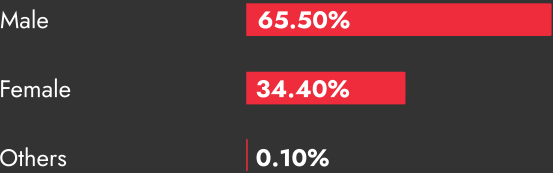
and asked them about their  
upskilling journeys ...

IDENTITY

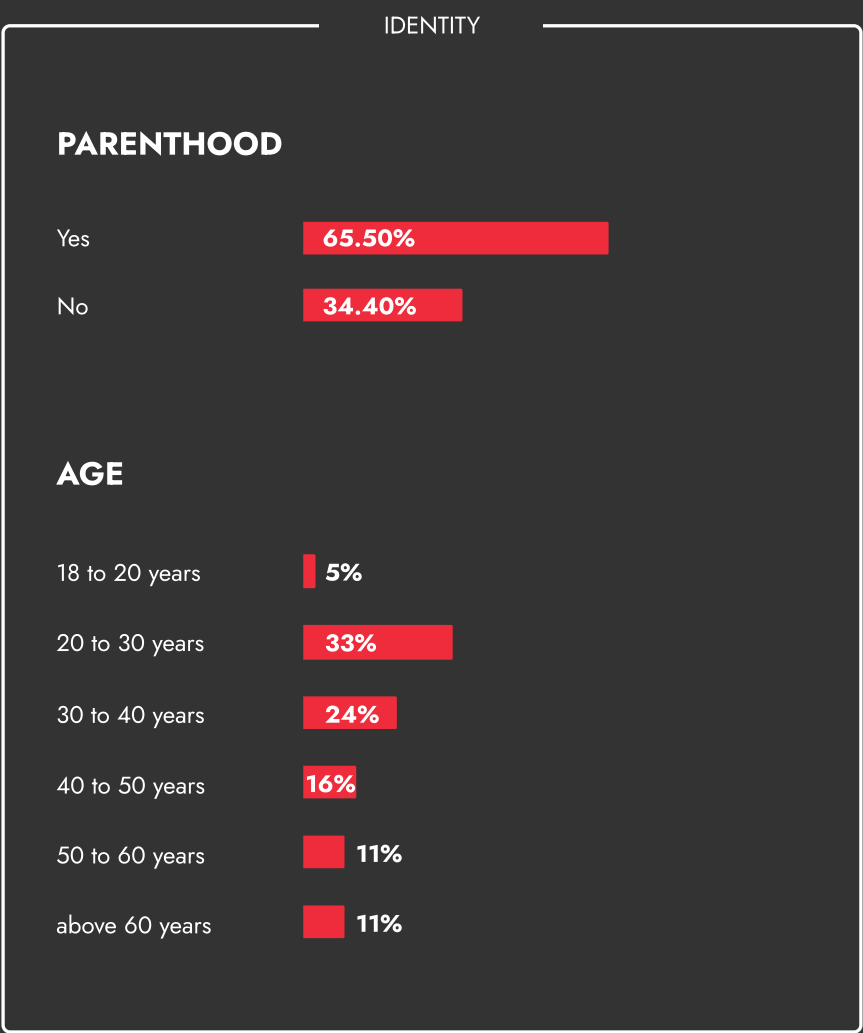
CITIZENSHIP



GENDER IDENTITY



and career trajectories to find a correlation between the two.

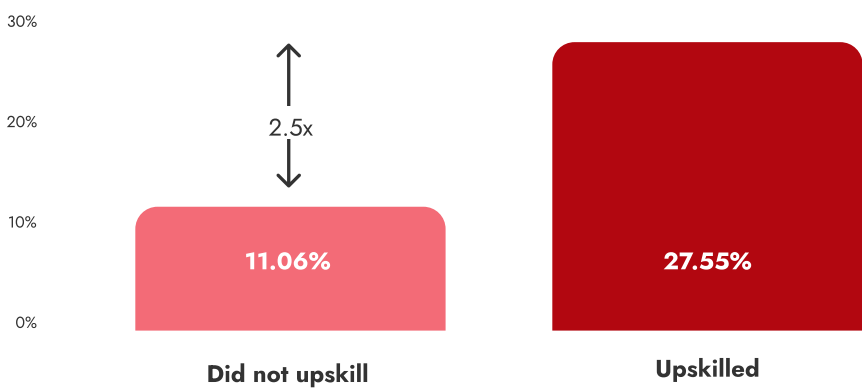


# And the results were enlightening! One that stood out to us was how upskilling gave professionals a boost in their careers

People who invested in upskilling in the past 5 years had 2.5x better appraisals than those who didn't. This is only the beginning of what we unravelled, keep reading.

## AVERAGE RAISE

TOTAL RESPONDENTS = 3,560



## OBSERVATION

In a world characterized by constant change in the digital landscape, failing to keep up with cutting edge technology can easily make one irrelevant. Proving the increasing importance of upskilling in one's professional growth.

“

*Last year the company was really struggling, so I decided to level up my game. I dived into the PGDM for data analytics and project management, and then when our team was struggling with data responsibilities for clients along with our standard delivery, I had a way to apply my newfound skills. It was a good decision in hindsight, I got a good raise of almost 20% even when many people from my batch were complaining (that) things were bad. — Hetal, 26, Senior Associate, Software Development, Mumbai*

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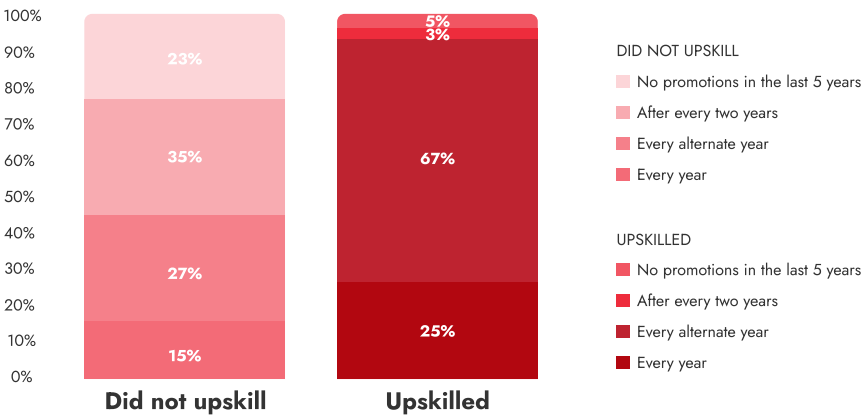


# Not just appraisals, but promotions too came more frequently to those who upskilled in the last 3-5 years

People who upskilled in the past 3-5 years reported 2.3x frequent promotions than those who did not

## FREQUENCY OF VERTICAL PROMOTIONS REPORTED OVER THE LAST 5 YEARS

TOTAL RESPONDENTS = 3,560



### OBSERVATION

3 out of 5 upskilled professionals get promoted annually, while only 1 out of 5 who don't upskill achieve the same.

Interestingly, 23% of non-upskilled professionals experienced prolonged career stagnation with no promotions over the past 5 years.

“

*Every year I start by asking my manager what I need to improve on and then just go and learn it. In the last five years, I've got three promotions. It's interesting, you know, the top performer from our batch, we started together here in this company. He's only had one promotion in that same time. In the beginning I was a bit envious of his initial success, but I used that jealousy into continuous learning and hard work, and it's really paid off for me. — Amay, 29, Process Control Engineer, Manufacturing, Gujarat*

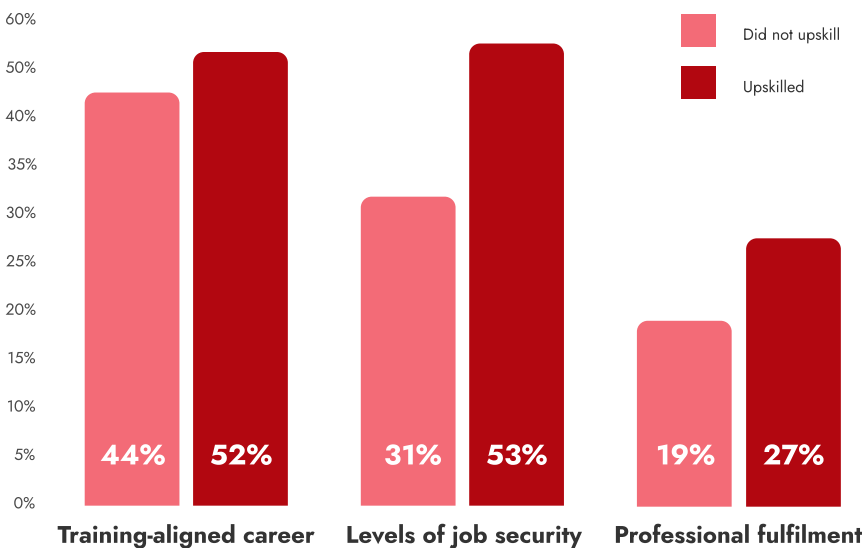
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# But most importantly, people who upskilled were more secure and satisfied in their jobs

People who upskilled in the past 3-5 years reported 1.7x more job security than those who did not

## JOB SATISFACTION

TOTAL RESPONDENTS = 3,560



## OBSERVATION

In the realm of work, achieving fulfilment and success relies on the balanced combination of passion and expertise. Those who continuously invest in refining their skills to meet industry demands find themselves better aligned with their personal interests, ultimately achieving greater job satisfaction.

This ongoing commitment to upskilling instills confidence and enhances one's skill set, significantly reducing the risk of job burnout.

“

*You know, in these times of layoffs, having a good grip on my field has been a lifesaver. When you're the go-to person for insights and solutions, you're not as vulnerable. Staying updated keeps you nimble, and in these shaky times, that's gold. So, my two cents? Keep learning—it's not just about growth but also staying steady in the storm.* — **Rohan, 36, Senior Engineering Manager, ITeS, Bengaluru**

”

# Upskilling was a boost for people who pivoted careers as well

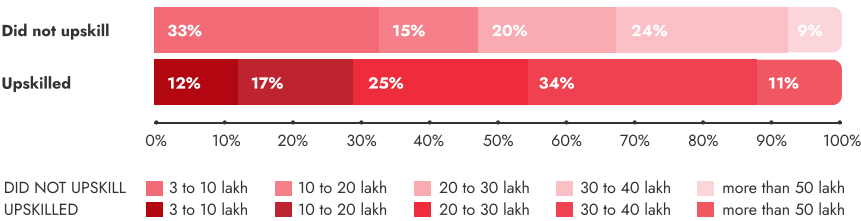
People who upskilled in the past 3-5 years stayed 6x longer in their new careers

## AVERAGE CAREER LENGTH AFTER CAREER PIVOT (IN MONTHS)

TOTAL RESPONDENTS = 1,152 RESPONDENTS WHO HAVE CHANGED CAREERS IN THE PAST 5 YEARS



## SALARY RANGE POST CAREER PIVOT



### OBSERVATION

Career changes often trigger apprehension, as the uncertainty surrounding a new path raises doubts about its suitability.

Upskilling not only aids in comprehending and uncovering one's core career interests but also equips individuals to navigate through new careers smoothly. This is exemplified by the stark contrast in average tenure post-career pivot: 33.5 months for those who have upskilled versus a mere 5.5 months for those who haven't, highlighting the impact of upskilling on reducing confusion and uncertainty.

Additionally, we also observed that upskilled professionals tend to secure more favorable salary packages after making a career pivot.

“

After over a decade in marketing, stepping into product management was like navigating uncharted waters. Upskilling was helpful, without a doubt. New skills weren't just a formality for me; they were my lifeline in this transition. Whether it was understanding jargon faster, or being able to talk about actual projects during the interview, or knowing how long certain tasks were going to take me or simply adapting to the breakneck pace, my newfound knowledge had my back. Not only did it help me survive the initial learning curve, but it also allowed me to contribute meaningfully right from the start.

– Indraj, 31, Product Manager, FinTech, Mumbai

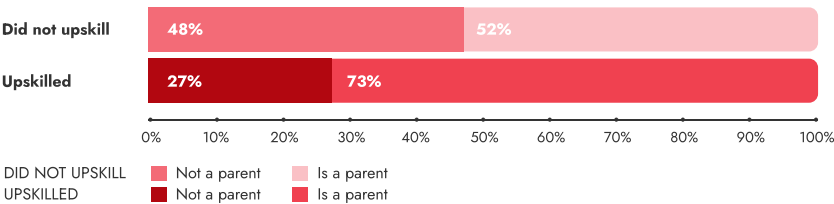
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We were surprised to find that 2 out of 3 people who upskilled were parents. Despite their parenting duties and work pressure, parents believed and invested in upskilling



PARENTHOOD STATUS

TOTAL RESPONDENTS = 3,560



OBSERVATION

Parents invest in their own education for various compelling reasons. Mostly because it facilitates career advancement, opening doors to better job prospects and increased earning potential. In doing so, parents also set a powerful example for their children, emphasizing the significance of lifelong learning.

“

*It's like continuing to grow alongside them, staying connected to their academic journey. Besides, it's never too late to learn and evolve as a person. By pursuing my own education, I can relate to their experiences better and offer meaningful support. It's a way of showing my child that learning is a lifelong pursuit and that we can both thrive through knowledge and growth.*

— Parent of a college student

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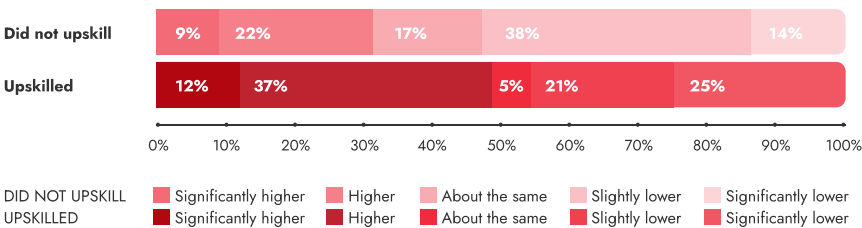
# Upskilling also powered women coming back from a career break, helping them find opportunities that were closer to their previous roles and also find new, more stable careers

Women who upskilled in the past 3-5 years stayed 4.8x longer in their new roles and were 2.1x more likely to restart their careers at the same or better salaries compared to their previous roles

AVERAGE CAREER LENGTH AFTER REJOINING WORKFORCE (IN MONTHS)



CURRENT SALARY VS PRE-CAREER BREAK SALARY



## OBSERVATION

Investing in upskilling before rejoining the workforce after a break fosters confidence, personal growth, excitement, and a renewed sense of purpose, making the transition back to work fulfilling and rewarding.

“

Returning to work after a break was a rollercoaster of emotions. I'll be honest; I felt a bit like a stranger in my old work environment after a break of almost 4 years. But the course helped me ease back in and find my footing. It wasn't just about getting up to speed; it was about regaining my confidence and feeling like I belonged. — **Maitreyi, 36, Brand Manager, Advertising, Mumbai**

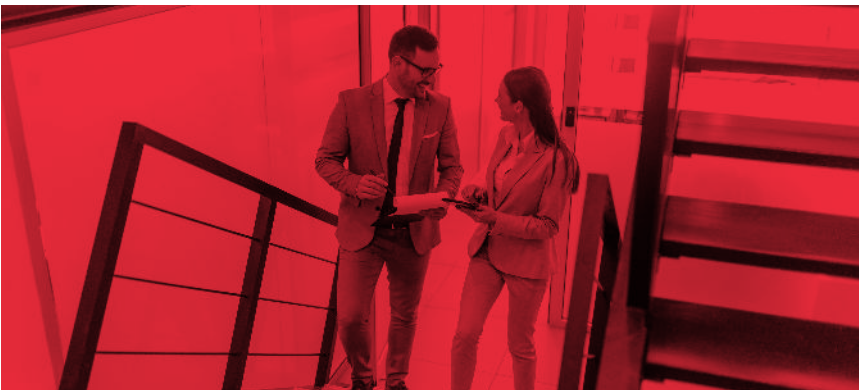
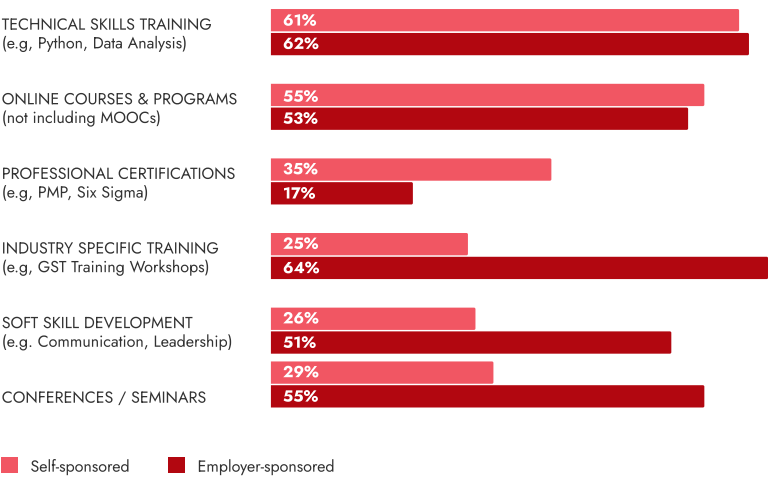
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# When we compared the two main methods, we saw major differences in what companies value and what individual learners value

The most striking difference was the emphasis laid on professional certifications, industry specific trainings and soft-skill development preferences

## CHOICES FOR UPSKILLING

TOTAL RESPONDENTS = 2,563 RESPONDENTS WHO HAVE UPSKILLED OVER THE PAST 3 TO 5 YEARS



## OBSERVATION

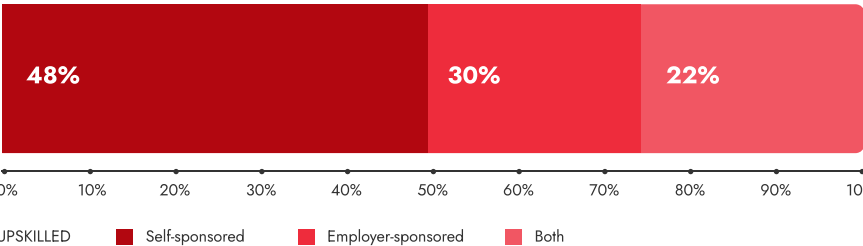
Lesson for the individual: Focus on soft-skills and industry-specific training will give you a boost when climbing the ladder at work.

# We also noticed some differences in how people choose to upskill – self-sponsored, employer-sponsored, or a mix of both!

48% of the respondents self-sponsored their upskilling, while 22% participated in both.

## SPONSORSHIP STYLES FOR UPSKILLING

TOTAL RESPONDENTS = 3,560



## OBSERVATION

It's noteworthy that a substantial part of our respondents have taken the initiative to self-finance their upskilling endeavours. This reflects a strong sense of personal commitment to professional growth and development, highlighting their dedication and self-reliance.

# Family support played a big role for those self-sponsoring their upskilling

42% of respondents reported relying on family support for a portion of their upskilling fees

Average percentage of annual income spent on upskilling	9.45%	A large majority reported an annual income between 10 to 30 Lakh		
Average price paid per learner	INR 15,500*			
Median price paid per learner	INR 1,10,000*	*Inclusive of any scholarships/discounts received.		
How they paid	<div><div>8%</div><div>37%</div><div>42%</div><div>13%</div></div> <div><div>Paid outright</div><div>Used EMI on credit card or with a personal loan</div><div>Were supported by family</div><div>Used a combination of multiple methods</div></div>			



## OBSERVATION

Relying on family support while upskilling and covering one’s own educational expenses can be a strategic and mutually beneficial decision. Not only does it alleviate the financial burden on the individual, allowing them to focus on their studies and skill development but also strengthens familial bonds by fostering a sense of collective investment in the individual’s success.

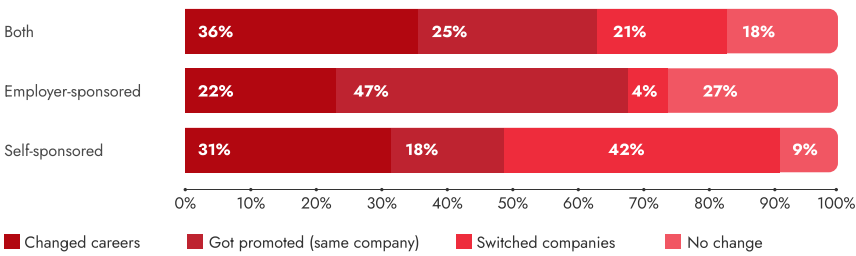


In addition to being more popular, self-sponsored upskilling is oftentimes a harbinger of change in peoples’ careers, by accelerating promotions, and helping with switching jobs or even career

People who self-sponsored their upskilling were up to 10x more likely to switch companies than those that were employer-sponsored

POST-UPSKILLING CAREER CHANGES

TOTAL RESPONDENTS = 2,563 RESPONDENTS WHO HAVE UPSKILLED OVER THE PAST 3 TO 5 YEARS



OBSERVATION

Self-sponsored upskilling is associated with career changes, while employer-sponsored programs are correlated to promotions and growth within the same company.

“

When my skills were all dressed up with nowhere to go at my old job, I knew it was time for a change. Those skills were hard earned too - I kept pleading for technical training, but it was like talking to a brick wall. So, I took matters into my own hands and signed up for the training I needed outside the company. Leaving was a tough call, but it was my ticket to unleash my full potential. —

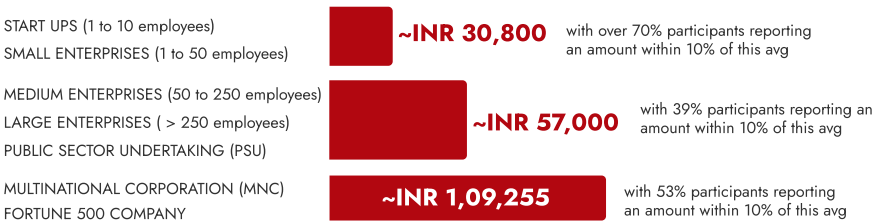
**Nayonika, 34, Audit Professional, Consulting, Mumbai**

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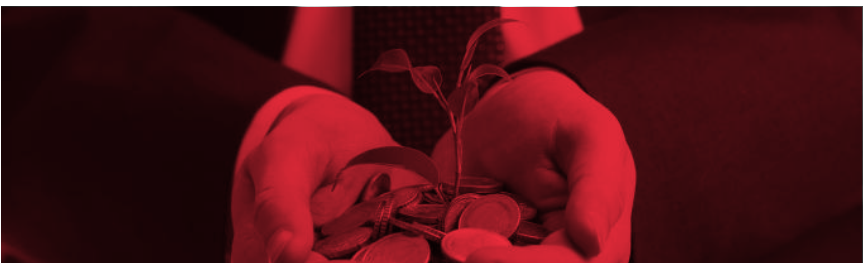
# Lastly, a spectrum of sponsorship is observed based on the employee strength of the company sponsoring the upskilling

The sponsorship is directly proportional to the employee strength of the company

Employer-sponsored is more than 22x times more popular than employer-reimbursed  
TOTAL RESPONDENTS = 3,560



As expected, we see a direct proportion in the sponsorship amounts with the size of company



## OBSERVATION

Corporations today recognize the importance of workforce development, investing substantial resources in the upskilling of their employees. This strategic commitment signifies their dedication to fostering a skilled and competitive workforce, ultimately driving growth and innovation within the organization.

“

*I feel incredibly grateful to have received employer funding for my MBA. It's a testament to our company's commitment to employee growth and development. The opportunity to pursue higher education while still working has been a game-changer for my career. I'm excited to bring back new skills and knowledge to contribute even more effectively to the company's success.*

— Rahul, 32, Senior Engineer, ITeS, Bengaluru

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