

50% INDIA INC. COMPANIES PARTICIPATE IN HACKATHONS FOR FOCUSSED HIRING

54% have special teams to manage recruitment at hackathons

Hackathons have long evolved from being high octane, non-stop coding competitions to being well-managed events, combining the coding hard work and toil with the grandeur of live shows, mobilising the brand power of participating companies.

TimesJobs surveyed 564 hiring managers from India Inc. companies to understand how corporates leverage hackathons for hiring and building their employer brand. Read on...



HIRING, HUSTLE & HUDDLE...



...HACKATHONS *pack a high energy punch with innovations and niche technologies*

The 1990s were an interesting time. The internet's growth was exploding and the advent of Wave Division Multiplexing (WDM) and the roll out of fiber optic cables changed the way the internet worked. This sporadic rise led to developer groups in major cities meeting informally to talk about the newer developments in technology, and this humble start gave rise to the modern day HACKATHONS.

32 years later, hackathons have become the go-to platforms to find business innovations, out-of-the-box solutions and a hotbed of tech hiring, emerging niche technologies, such as Artificial Intelligence, Machine Learning, Robotics and more. Today, every domain - be it education or real estate, or even the government bodies - is hosting hackathon to find new-age answers. Their scale are as varied as inter-school, inter-college, between peer companies and even industry-wide ones hosting lakhs of participants in one go.

TimeJobs conducted a deep dive study to understand how hackathons have evolved as an employer branding tool. While employers are assessing tech and problem solving skills at hackathons, participants too are keenly understanding different employer brands to choose the 'best place to work'.

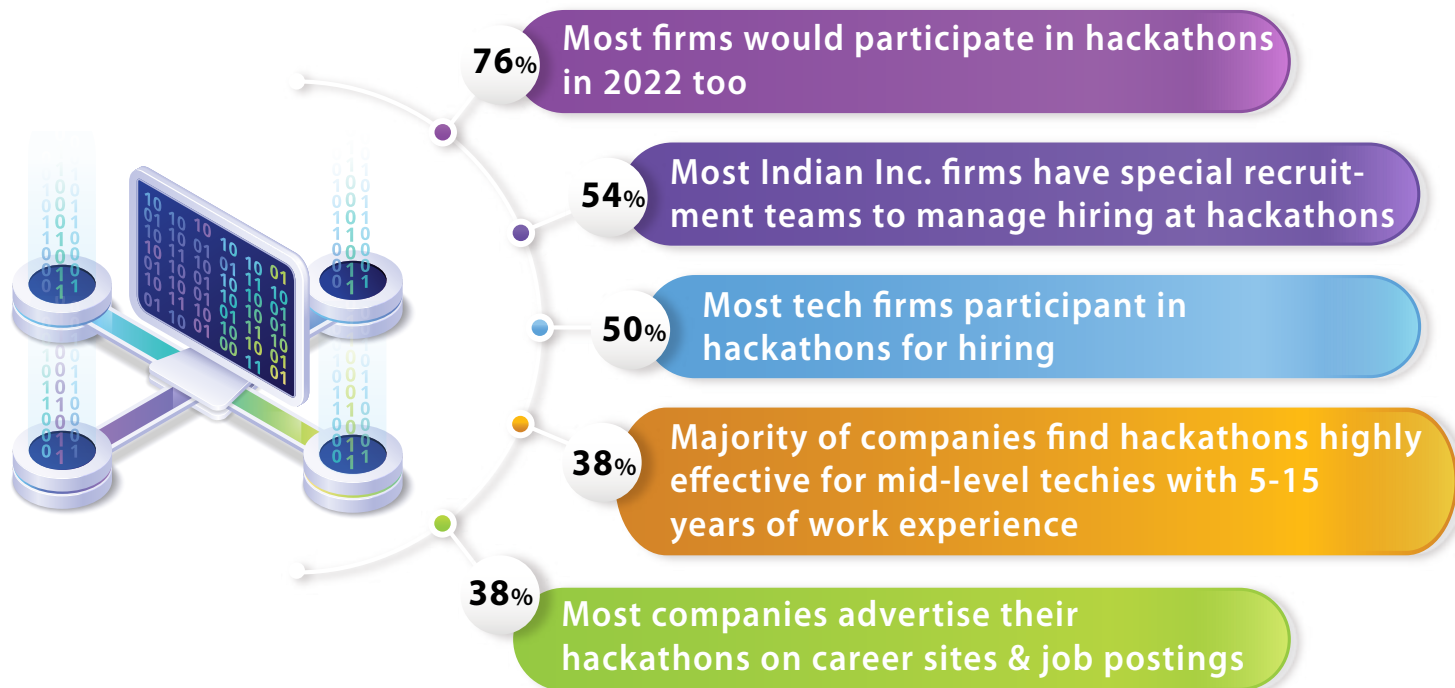
TimesJobs surveyed 564 hiring managers, 45% of them belonged to the IT & ITeS sector, 10% worked in Education, 9% were from BFSI and remaining from the Retail, FMCG, Automobiles and other sectors. Yojana Sharma brings you a detailed report, magazine designed by Rishi Kumar. Here are the main trends from this study as shown in the adjoining infographic:



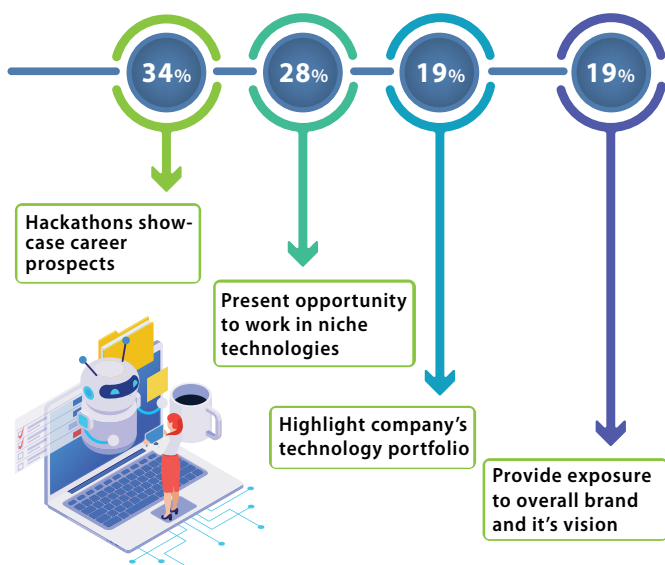


High fives for hackathons

A glimpse of how Indian companies are using hackathons:



What is the aim of most hackathons?



How do you 'standout' vs competitors at hackathons?



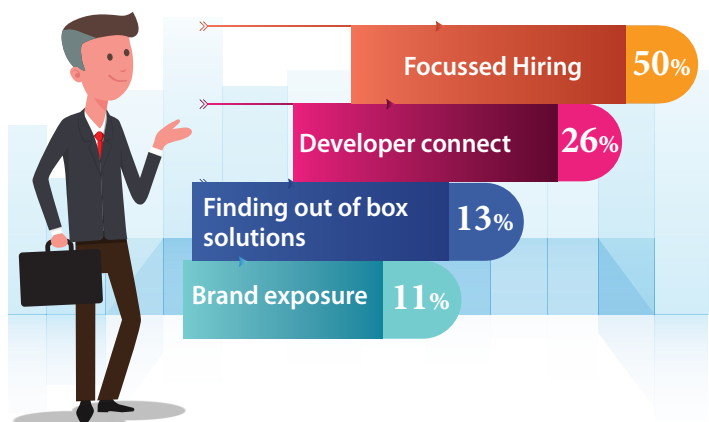
***Based on responses from 564 hiring managers and HR heads from different domains.*

Focussed hiring top goal for most tech brands at hackathons

Most deploy special teams with well drawn hiring strategies

Hackathons are one of the most trusted tools, not just locally but globally too. A report by Hack University suggests that 5,636 hackathons were conducted globally in 2018. Most of these were conducted by IT & ITeS and BFSI companies. Most popular themes were Artificial Intelligence and Machine Learning. In India too the mix is almost the same.

The TimesJobs survey asked the 564 hiring managers if they had participated in a hackathon and 67% of them said 'yes'. When asked about the primary goal at hackathons, here is what the respondents said:



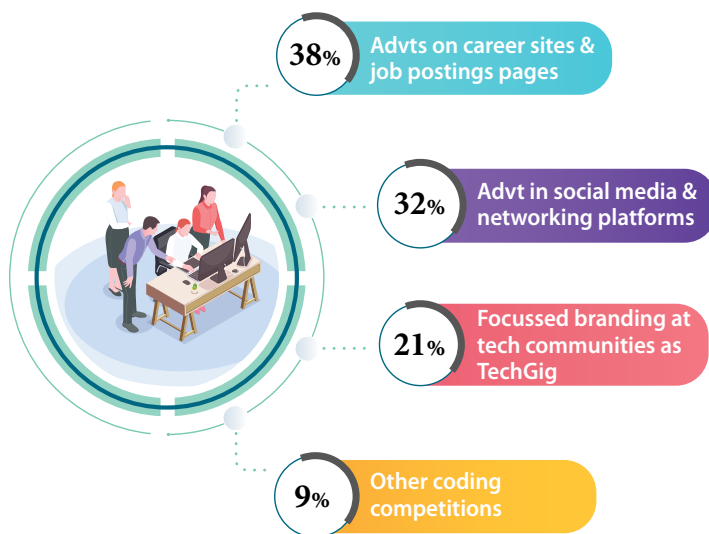
With recruitment as the biggest takeaway, it's no surprise that most have special teams to facilitate hiring at hackathons. About 54% respondents claimed to have such a team, while the rest 46% said they use generic recruitment teams at hackathons.

Career prospects most preferred way to show brand power, most advertising hackathons at career sites

The TimesJobs survey asked respondents about how they were marketing their brand power at hackathons, most talked about unique career prospects available with them, voted by 32% respondents. About 28% of them marketed the niche technologies they were working on, assuring developers that they too would get to work on such technologies. Overall brand showcase and company's

technology portfolio showcase got 20% votes each, ranking on the third position.

With that goal, the next focus for any corporate participating at hackathons is to bring their preferred developer group there. To this, most (37%) said that they advertise their hackathon participation on career sites & job posting pages. Here are the complete responses:



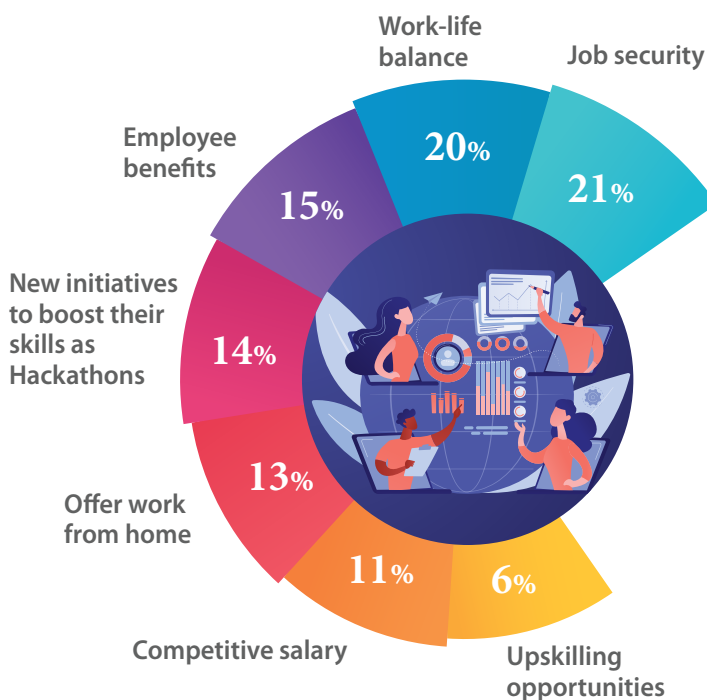
With this, the recruiters mentioned that most (38%) attended hackathons to attract mid-level developers with 5-15 years of work experience. The next preference was for junior developers (2-5 years of work experience) and tech freshers (0-2 years of work experience).

As they say that the war for talent is real, and COVID-19 just intensified this battle. Around 78% respondents at the TimesJobs survey said that the COVID-19 crisis made tech hiring more competitive and stiff. Also most (60%) of them hired aggressively during this time. This hints that while the world was ruing about the pandemic, most tech recruiters were busy scouting talent in a competitive market.

In a related question, the survey asked what strategies work better for tech hiring, creative or automated? Most (73%) voted for creative strategies. This is surprising since the IT and ITeS sector - being India's top employer - is big on bulk hiring. For a sample, see this - Tata Consultancy Services (TCS), Infosys, Wipro, HCL Technologies and Tech Mahindra added 122,546 employees in April-September 2021, as per Nasscom data. Despite this huge intake, recruiters are betting big on creative approaches to yield the best recruitment ROI.

This sentiment was reflected in another question too when TimesJobs asked if businesses were planning a different branding strategy to attract tech talent in 2022? About 66% said 'yes', only 34% differed on this stance.

When asked about the top offerings to prospective employees, most (21%) voted for job security, followed by work-life balance, as voted by 19% respondents. Here are the other answers:



78% job seekers have new set of expectations after COVID-19 crisis

Work from home, 'me time', flexible work hours are some of the new aspects demanded by employees and freshers alike. The COVID-19 crisis has altered

the job outlook, and recruiters too realise this. About 79% respondents agreed that the employee requirements changed owing to the COVID-19. The survey further asked, which factors influence a candidate's decision to accept their job offer v/s peer companies & career development topped the list with 27% votes. Other aspects as compensation and job security (21% votes), location & facilities (11%) and company values & culture (11%) ranked thereafter.

Surprisingly, factors like management style and monetary benefits as insurance got only 4% each. Here's a complete breakdown of responses:



Not just work, but fun too

Hackathons kickstarted as knowledge sharing and on-the-go hiring platforms but don't mistake them to be about work, and work alone. Since hackathons tend to go on for long hours, organisers often plug in fun activities, and these too tend to be brand showcase forums. From ping-pong tables, boxing arenas, gaming consoles, dart boards, photo-ops - you name it and they have it. In India, quiz, dance-off and even Zumba sessions have been hosted at hackathons to give the much needed break. World's biggest coding competition

TechGig Code Gladiators once hosted a standup comedy session to help relive the coding pressure off the developers.

Code Gladiators finale events hosts industry interactions with top tech leaders to provide their take on coding, new technologies and facilitate a direct dialogue between developers and decision makers.

Conclusion

COVID-19's resurgence won't derail hiring plans, but yes, it will make recruitment more competitive. Most tech recruiters already know this and use specialised platforms like hackathons or focussed communities as TechGig to scout niche talent.

Glimpses of Code Gladiators 2021



CODE GLADIATORS 2022 is here!

Do you want to gain
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India's biggest
developer community?

Want to create a
robust talent pipeline
of top developers for
your hiring needs?

Want to make your
tech products available
to the largest group of
developers in India?

{ Achieve your developer engagement
goals @ **#CodeGladiators2022** }

Come, be a part of world's biggest coding competition.

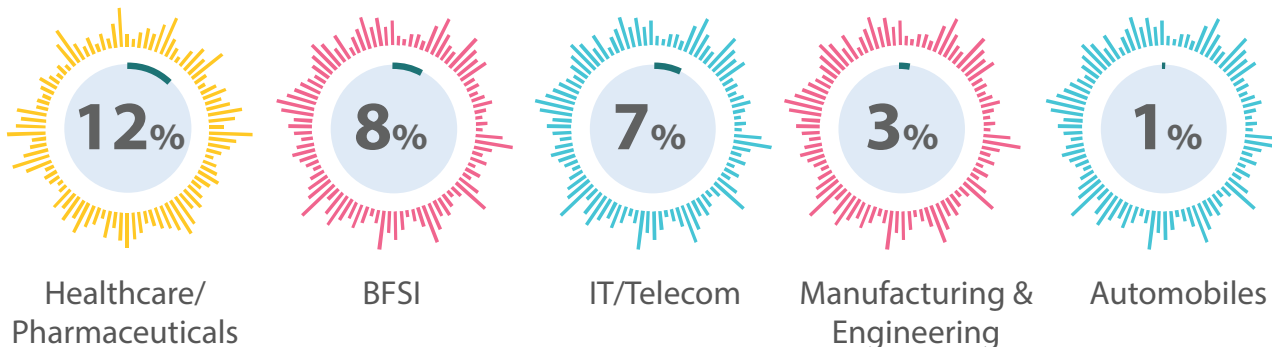
Have inquiries? Post them at marketing@techgig.com

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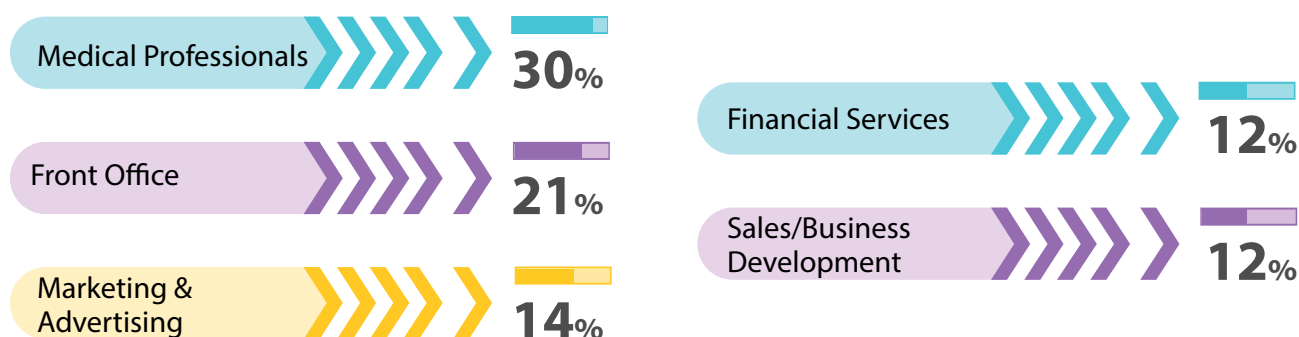
Demand for Doctors/ Medical Professionals recorded highest M-o-M growth in Dec'21 owing to COVID-19's resurgence



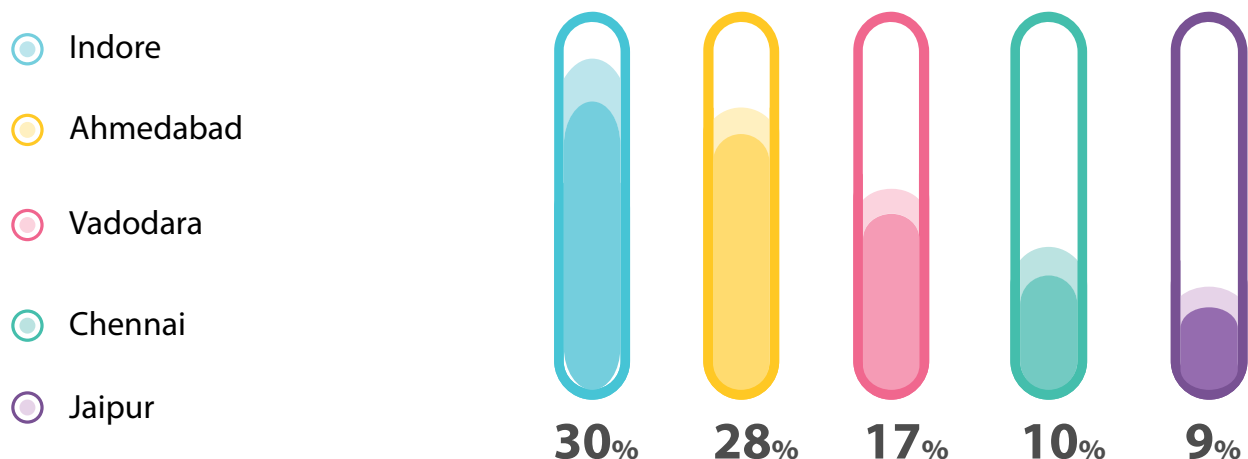
Functional area-wise



Sector-wise



Location-wise



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