



# Gujarat's Talent Landscape:

Navigating Challenges, Seizing Opportunities  
in the State's Vibrant Talent Ecosystem





# Unlocking Potential & Possibilities

---

In today's fast-evolving global landscape, skills are the most valuable asset for professionals and businesses alike. As AI and technological advancements reshape industries, continuous learning and upskilling have become crucial. India is at the forefront of this shift, with its workforce prioritizing skilling more than global peers. This drive for growth and adaptability is positioning India as a global talent leader. Gujarat, with its 3.9 million-strong and rapidly expanding workforce, offers immense untapped potential. The state's strategic business expansion, particularly from GCCs, aligns it to play a key role in supporting India's digital and economic transformation.





# Content

---

1. Talent Landscape
2. Regional Migration Trends
3. Talent Supply for In-Demand  
GCC Skills
4. Upskilling for Success



## LinkedIn's Vision

---

To create economic opportunity  
for every member of the global  
workforce

## GIFT City Vision

---

"To create a world-class Finance  
and IT zone in India, providing  
services not only to India but to the  
entire world."

**Shri Narendra Modi**

Hon'ble Prime Minister of India







# India's Workforce Dynamics on LinkedIn



135M+

Members



7M+

Companies



946K

Groups



41K

Skills



5B

Content  
Engagement

# Gujarat's Promising Talent Hub

The talent pool here is rising to meet the demands of top LinkedIn companies

350K+ hires made in the last 12 months \*

\* This data is indicative of the hires made on LinkedIn



With 110%+ Growth  
in last 5 Years

**Gujarat: 3.9M+**

Delhi: 5.6M+

Uttar Pradesh 6M+

Maharashtra: 12M+

Telangana: 5.3M+

Karnataka: 7.5M+

Tamil Nadu: 7.7M+

# Zooming into Gujarat

Gujarat has the 7th largest talent pool in India with 4M professionals

## Top States with the Largest Professional Presence on LinkedIn

- |                  |                   |
|------------------|-------------------|
| 1. Maharashtra   | 6. Telangana      |
| 2. Tamil Nadu    | 7. Gujarat        |
| 3. Karnataka     | 8. West Bengal    |
| 4. Uttar Pradesh | 9. Andhra Pradesh |
| 5. Delhi         | 10. Kerala        |

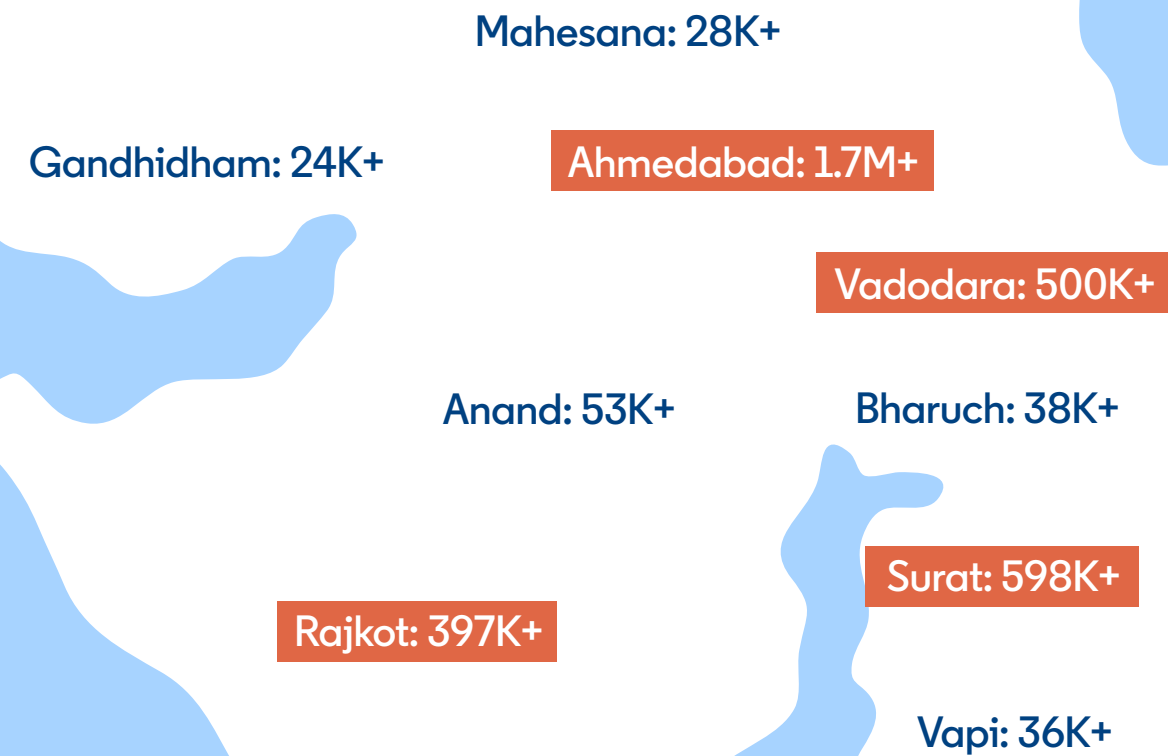




80% of Gujarat's  
talent comes from its  
top four cities

### Top cities by LinkedIn member base

1. Ahmedabad (1.7M+)
2. Surat (598K+)
3. Vadodara (500K+)
4. Rajkot (397K+)

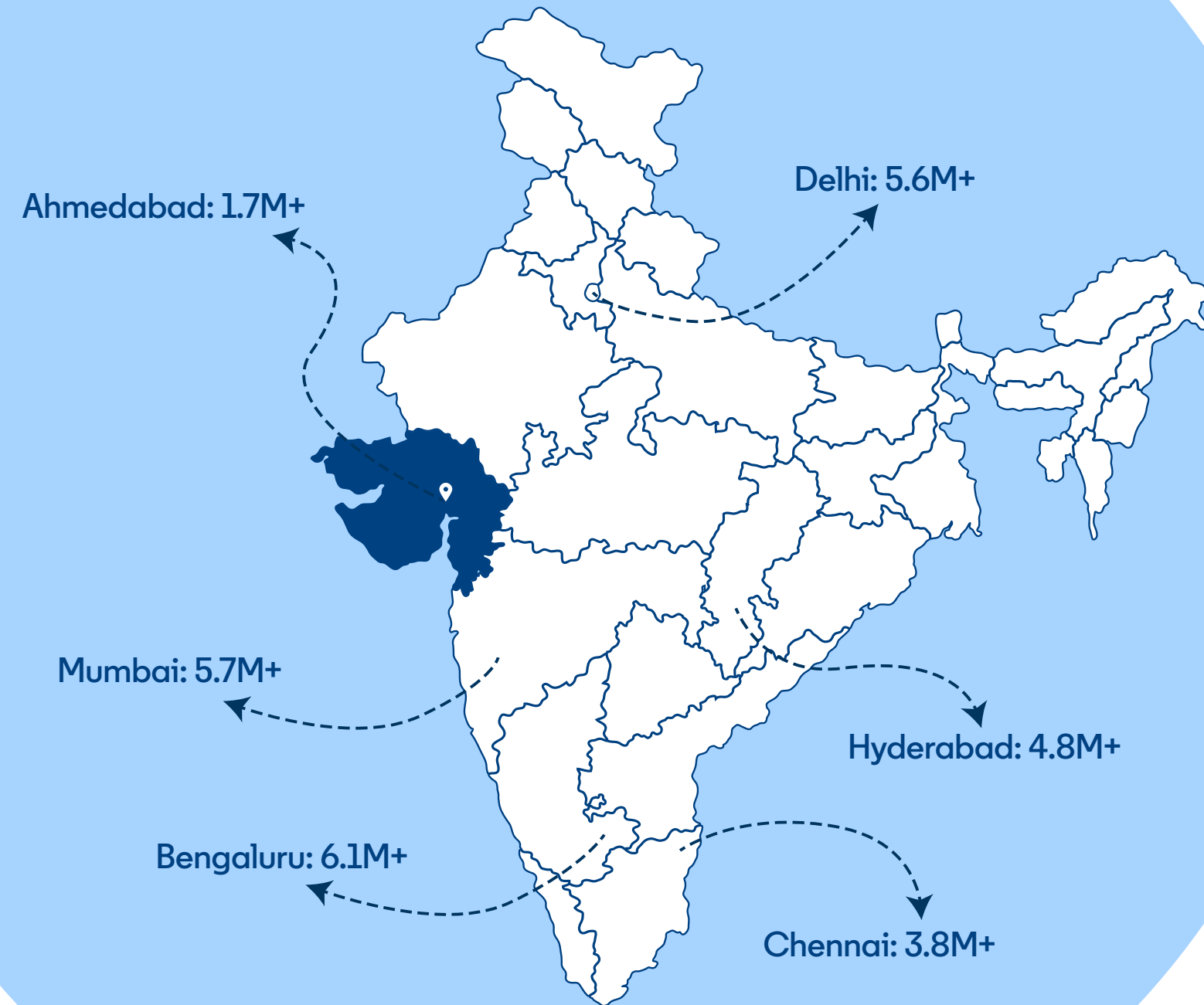




Ahmedabad is Gujarat's largest talent hub, ranking 8th among Indian cities, with 1.7M+ professionals

### Top cities by LinkedIn member base

- |              |               |
|--------------|---------------|
| 1. Bengaluru | 6. Pune       |
| 2. Mumbai    | 7. Kolkata    |
| 3. Delhi     | 8. Ahmedabad  |
| 4. Hyderabad | 9. Coimbatore |
| 5. Chennai   | 10. Jaipur    |





# A Demographic View of the Talent Pool

## Qualification

A substantial segment of the student population comprises individuals with Bachelor's and Master's degrees

## Experience Level

The majority of the demographic consists of mid to senior-level professionals

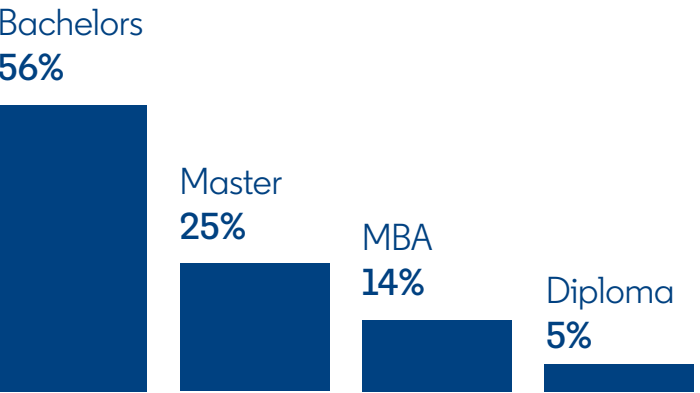
## Vocation

Sales and engineering dominate as the primary vocations, fuelling employment across various sectors

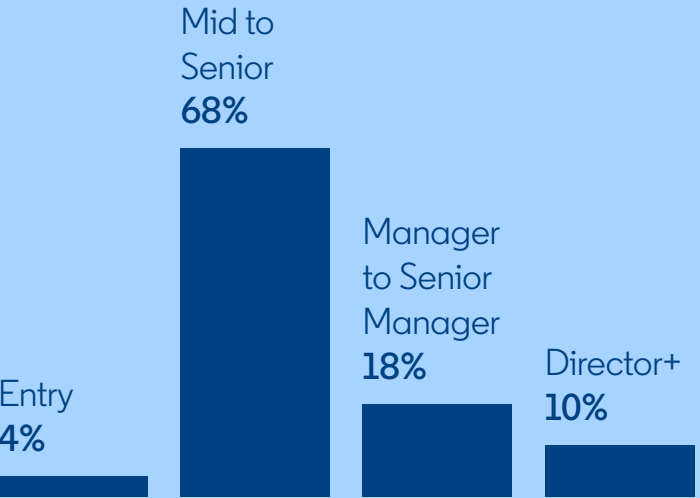
## Gender Ratio

While gender diversity aligns with national standards, there remains room for further advancement

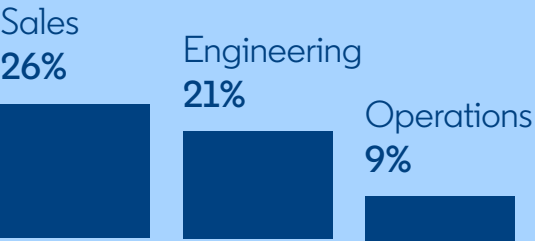
## Qualification



## Experience Level

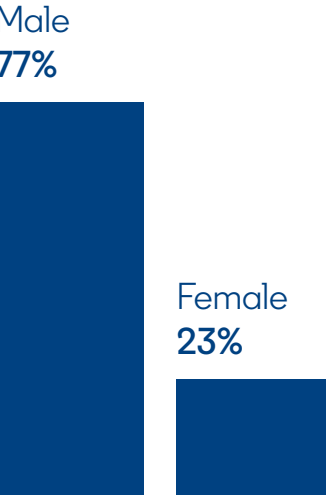


## Top Vocation\*



\*Other vocations include Finance, Marketing, Education, HR, among others

## Gender Ratio





# Overview of Gujarat's Tech-Fin Talent Pool

Gujarat is home to a thriving Tech-Fin talent pool, well-positioned to meet the needs of employers. With a strategic focus on Global Finance and Technology, the state nurtures top professionals with expertise in IT, Finance, and Management. These skilled individuals are driving innovation and helping India compete on a global stage. Here's a closer look at Gujarat's Tech-Fin talent landscape.



**86K+**  
Software  
Engineers



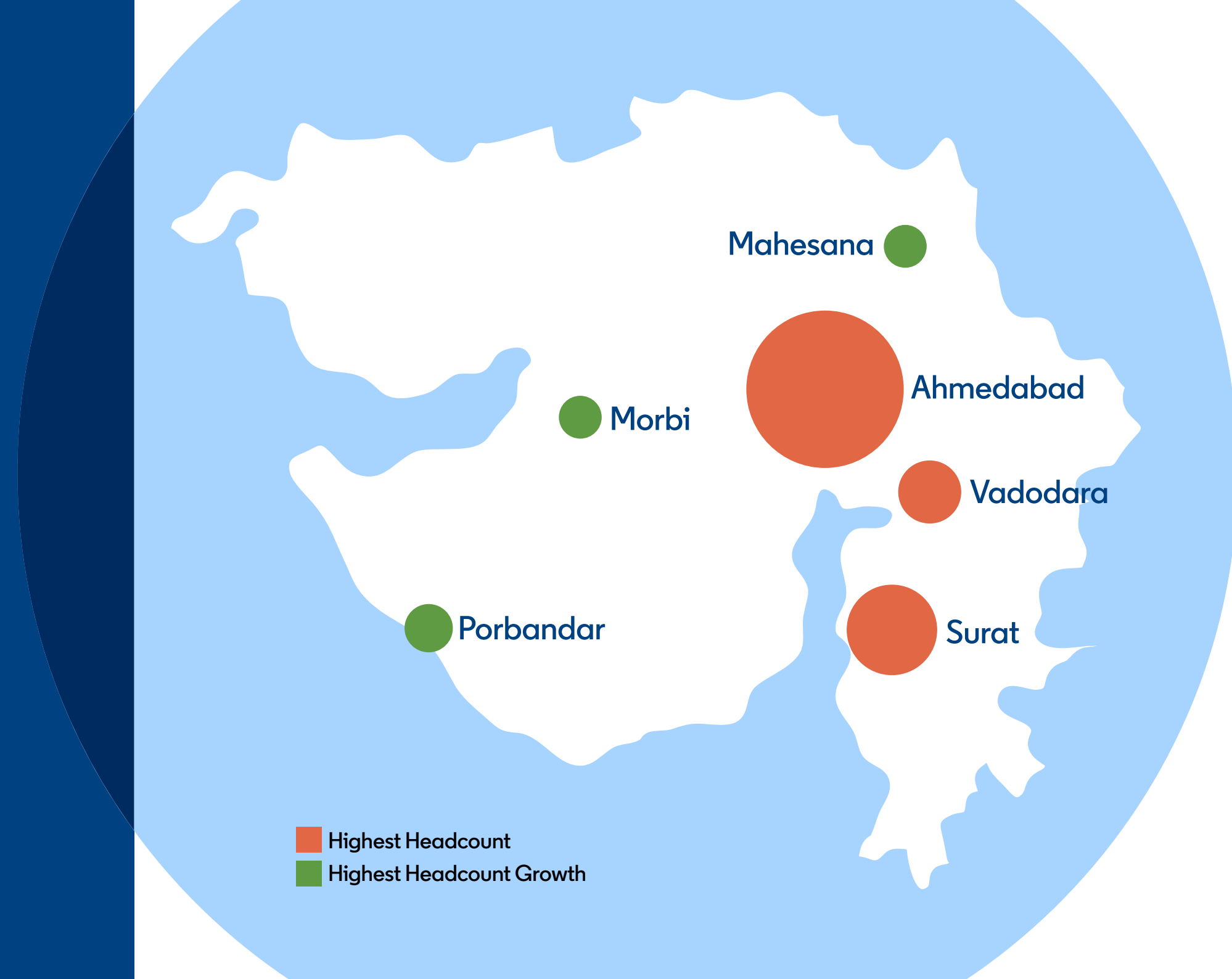
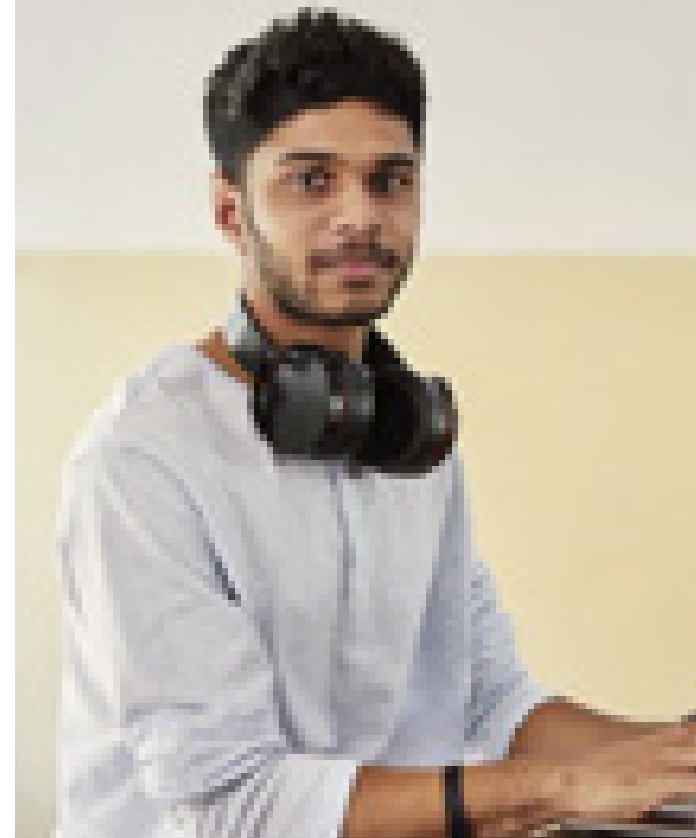
**71K+**  
Finance  
Professionals



**21K+**  
Management  
Professionals  
(Project & Program Management)



# 86K+ Software Engineers



## Highest Headcount:

1. Ahmedabad
2. Surat
3. Vadodara

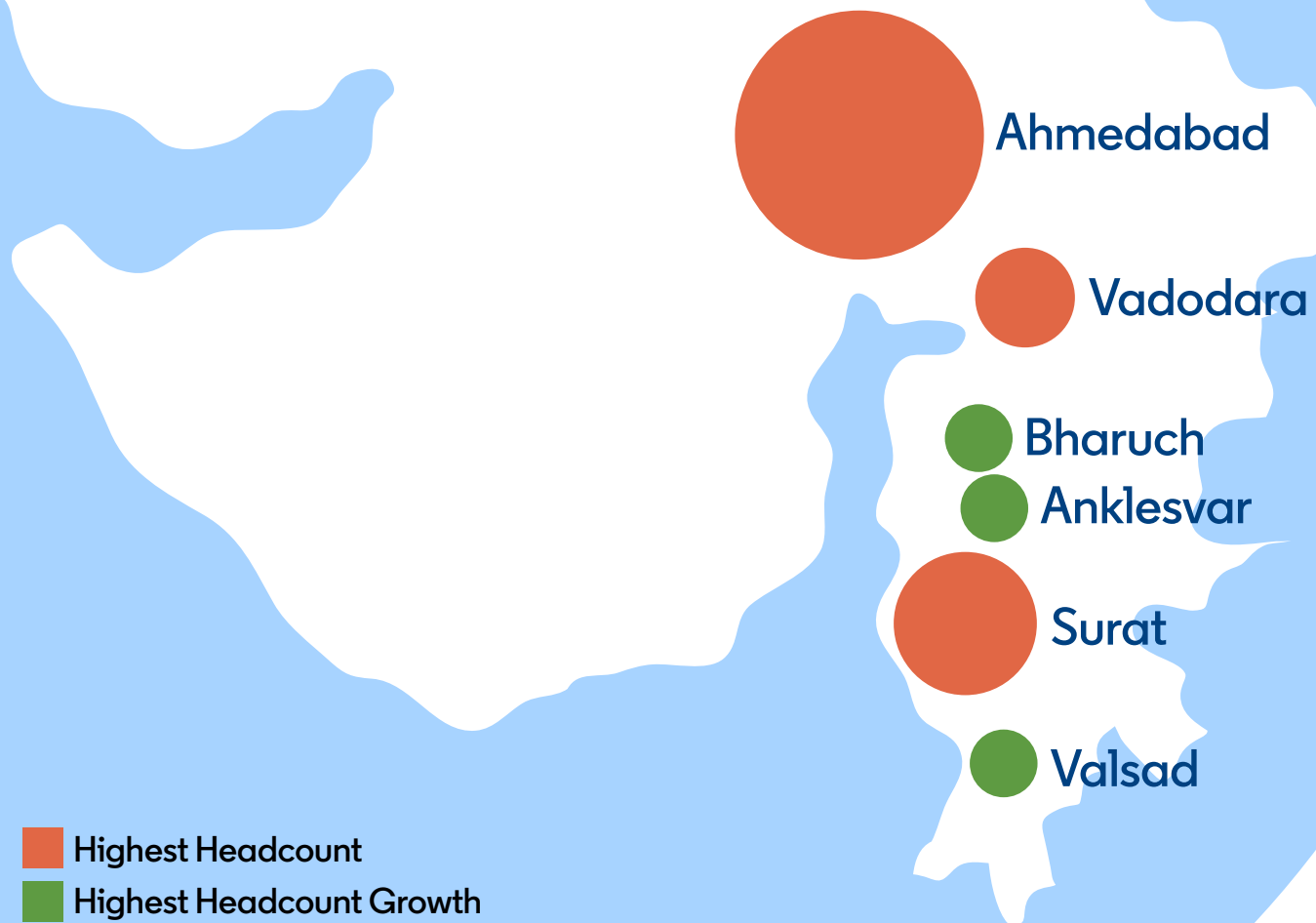
## Highest Growth:

1. Porbandar
2. Mahesana
3. Morbi

Note: Growth in headcount recorded over past 12 months. Data as per LinkedIn Talent Insights.



# 71K+ Finance Professionals



## Highest Headcount:

1. Ahmedabad
2. Surat
3. Vadodara

## Highest Growth:

1. Anklesvar
2. Valsad
3. Bharuch

Note: Growth in headcount recorded over past 12 months. Data as per LinkedIn Talent Insights.



# 21K+ Management Professionals

(Project & Program Management)

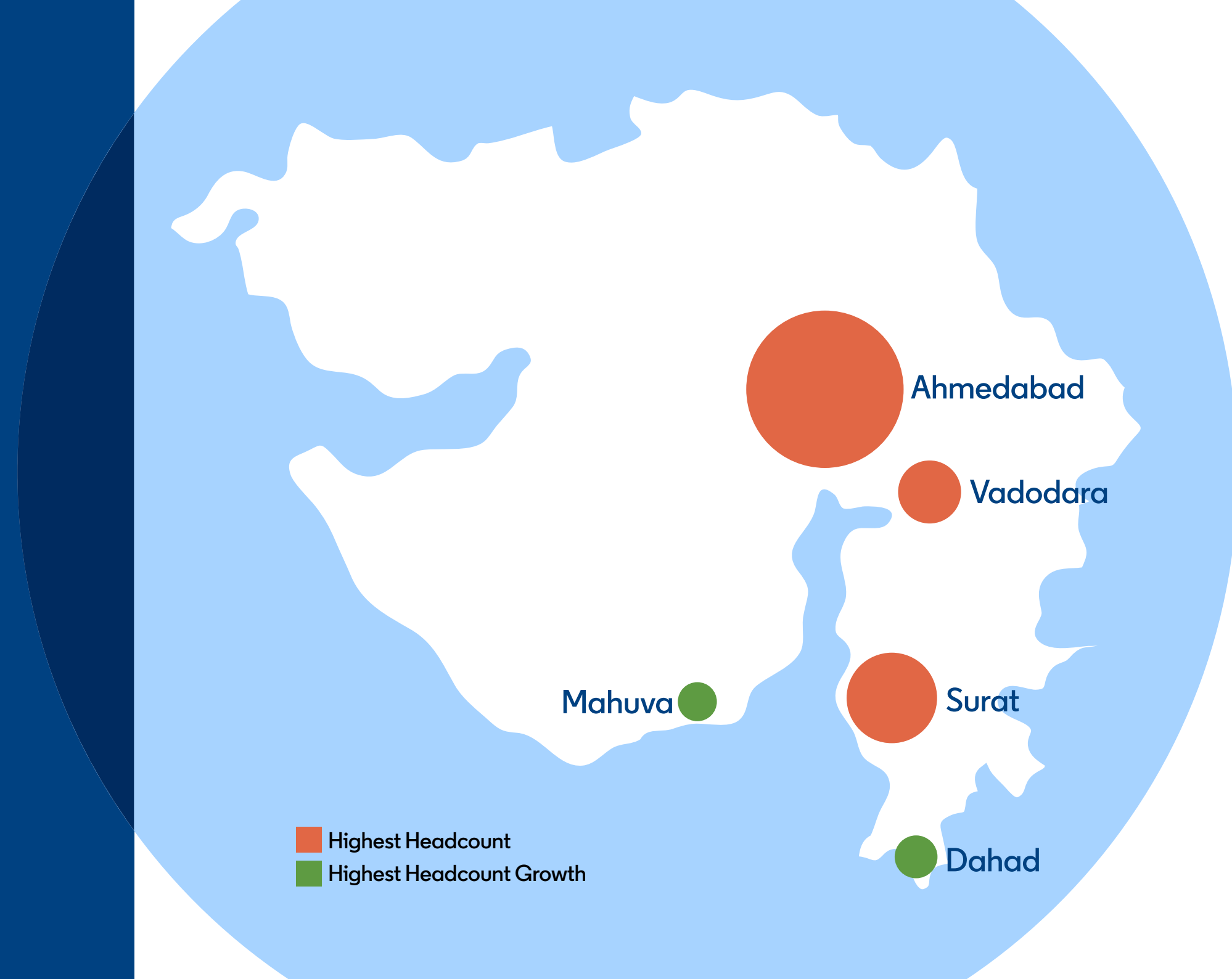
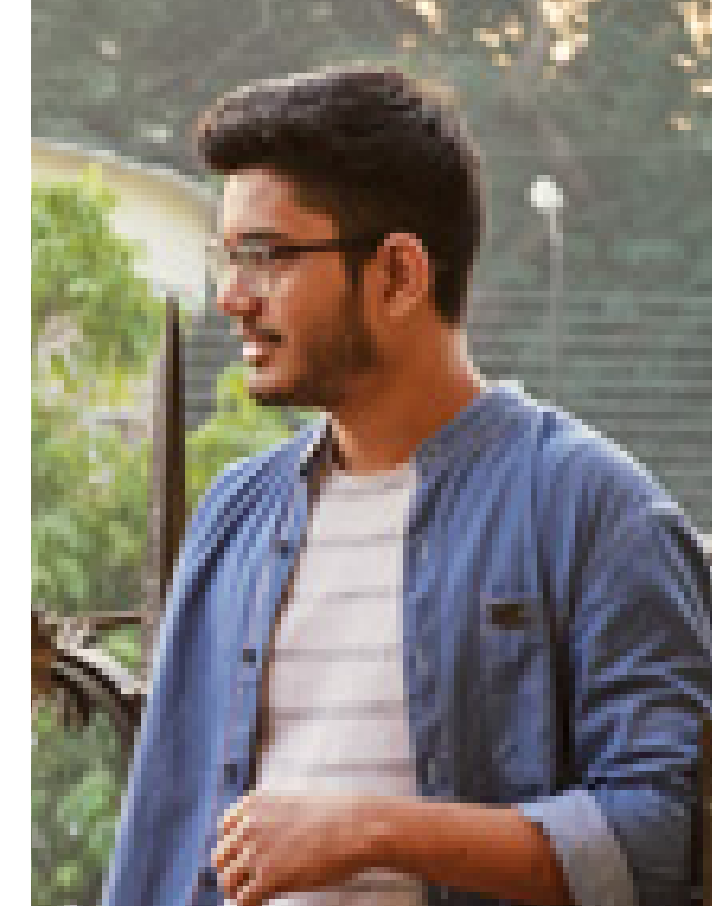
## Highest Headcount:

1. Ahmedabad
2. Surat
3. Vadodara

## Highest Growth:

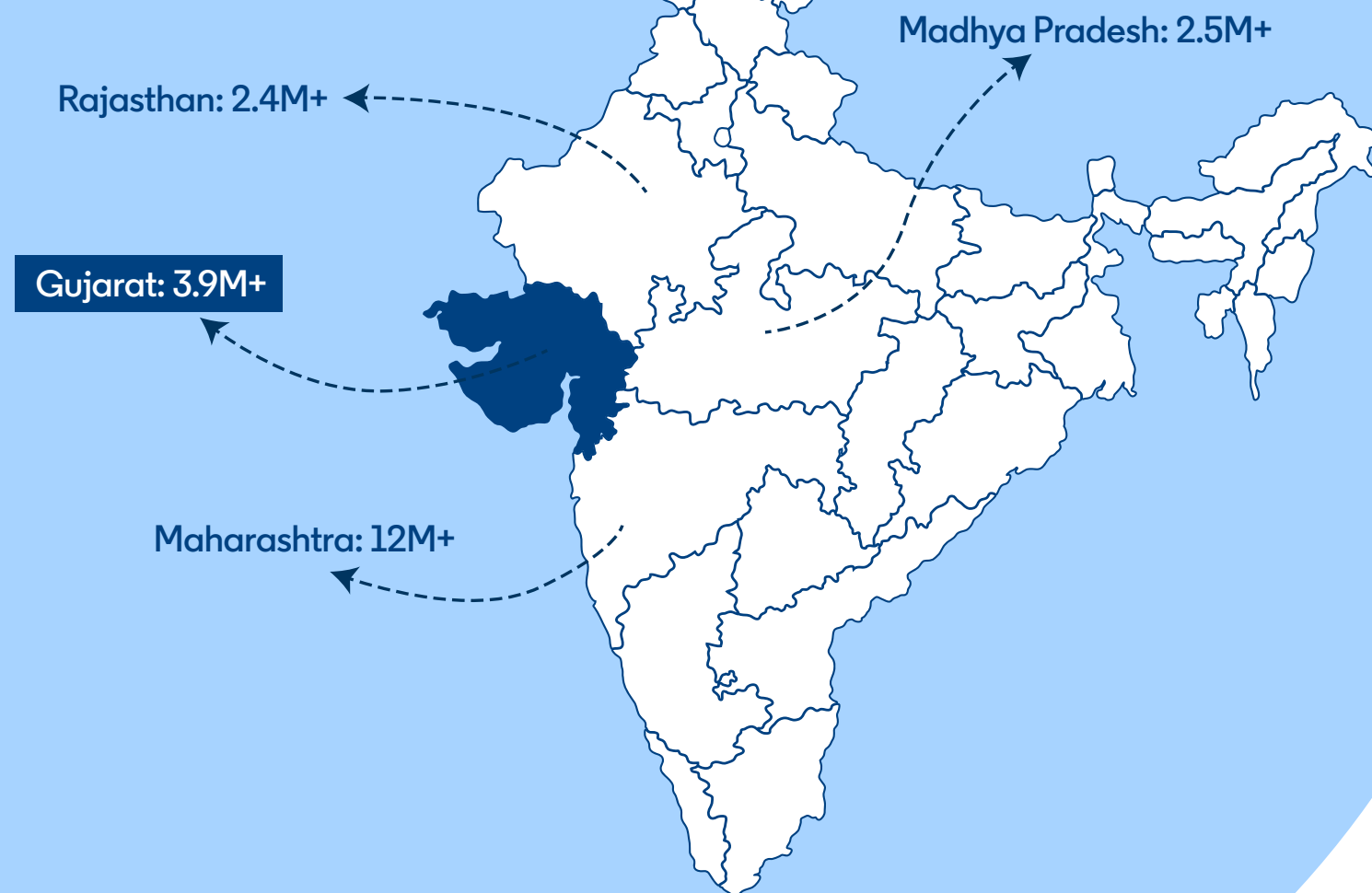
1. Dahod
2. Mahuva

Note: Growth in headcount recorded over past 12 months. Data as per LinkedIn Talent Insights.



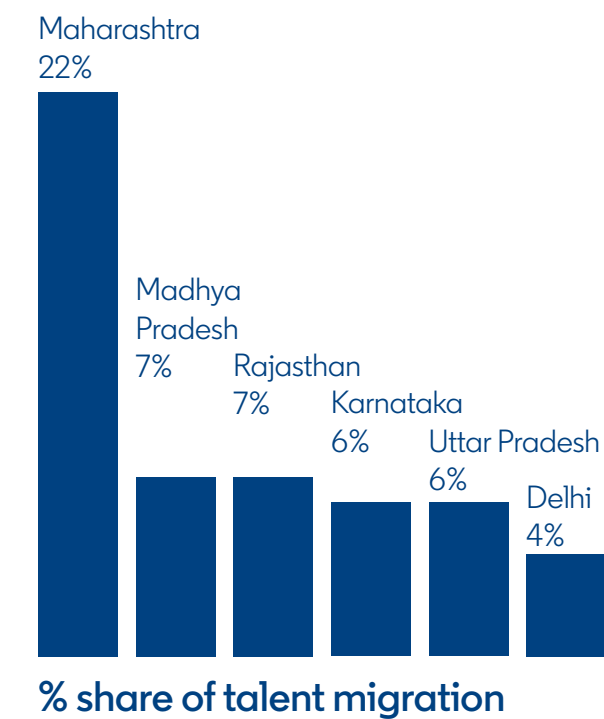


## 20M+ Professionals in Gujarat and its Neighbouring States



## 30% of these professionals are from IT and Software sectors

Bordering states make up 36% of talent migration



### Industries

IT & Software

Pharmaceuticals

Manufacturing

Financial Services

Construction

Staffing & Recruiting

Oil & Energy

Consumer Goods

Marketing

### Talent Movement

30%

14%

11%

7%

6%

5%

5%

3%

2%


























Source: LinkedIn Internal Data, Last 12 Months'



This burgeoning talent pool is ready to be tapped, poised to drive growth and expansion

## 350K+ hires made in last 12 months by different organizations

Top companies that have seen rapid percentage growth in Gujarat.

Conglomerates	GCC/Tech	Pharma	Finance
+90% ↑  TATA Group	+17% ↑  Bank of America	+14% ↑  Intas Pharma	+10% ↑  HDFC Bank
+31% ↑  Adani Group	+35% ↑  Qatar Airways	+10% ↑  Zydus Pharma	+7% ↑  ICICI Bank
+11% ↑  Reliance	+8% ↑  S&P Global	+11% ↑  SUN Pharma	+11% ↑  AXIS Bank
+90% ↑  L&T	+8% ↑  TCS	+8% ↑  Alembic	+16% ↑  State Bank of India
+90% ↑  Samsung	+24% ↑  Amazon	+6% ↑  Torrent	+6% ↑  Life Insurance Corporation
	+56% ↑  Tech Mahindra	+6% ↑  Cadila	+12% ↑  Bank of Baroda

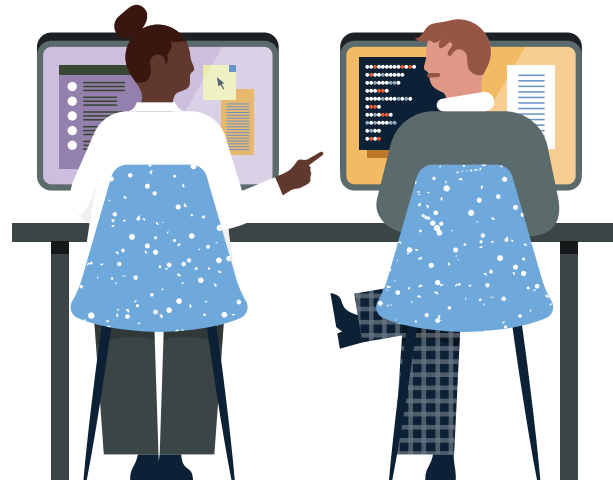
Source: LinkedIn Talent Insights, Headcount growth in last 12 months



# Achieve your hiring goals in Gujarat!

Top GCCs\* were reviewed to understand most in-demand skill

Top skills in demand across India	
Technical	Non-Technical
<ul style="list-style-type: none"><li>• SQL</li><li>• Python</li><li>• Java</li><li>• Docker Products</li><li>• Data Structures</li><li>• Kubernetes</li><li>• Spring Framework</li><li>• UAT</li><li>• REST</li><li>• Algorithms</li><li>• Unit Testing</li><li>• NoSQL</li><li>• Spring Boot</li><li>• Maven</li><li>• C Programming</li></ul>	<ul style="list-style-type: none"><li>• CRM</li><li>• Change Management</li><li>• Business Analysis</li><li>• Easily Adaptable</li><li>• Decision-Making</li><li>• Commerce</li><li>• Oral Communication</li><li>• Customer Satisfaction</li><li>• Customer Experience</li><li>• Resiliency</li><li>• Business Process</li><li>• Relationship Development</li><li>• Root Cause Analysis</li></ul>

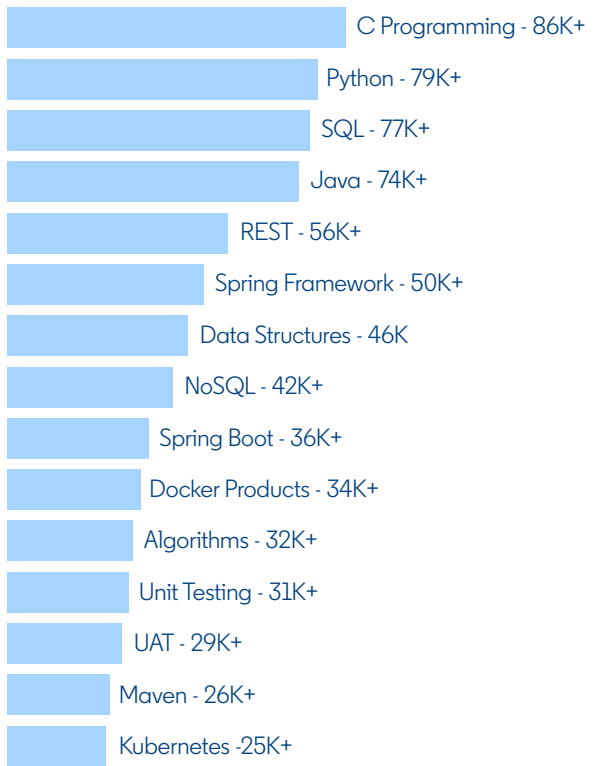


Methodology: In-demand skills in India location for mentioned GCCs, skills demand is inferred by weighted ratios of Hires Made, InMail Sent and Jobs Posted on LinkedIn.

\*GCC selection criteria for this report: 100+ GCCs with over 200+ employees each across sectors like retail, pharma and financial services were taken for consideration for this analysis. Cases where GCCs are integrated with broader India operations, like Amazon or Microsoft, have been excluded

# Talent supply in Gujarat across In-Demand skills

## Technical Skills



## Non-Technical Skills





# Talent Opportunity Compass

The Talent Opportunity Compass compares the national demand for skills with their growth in Gujarat over the past year. This helps GCCs make informed talent decisions by highlighting where India's skilling needs alignment with local talent development

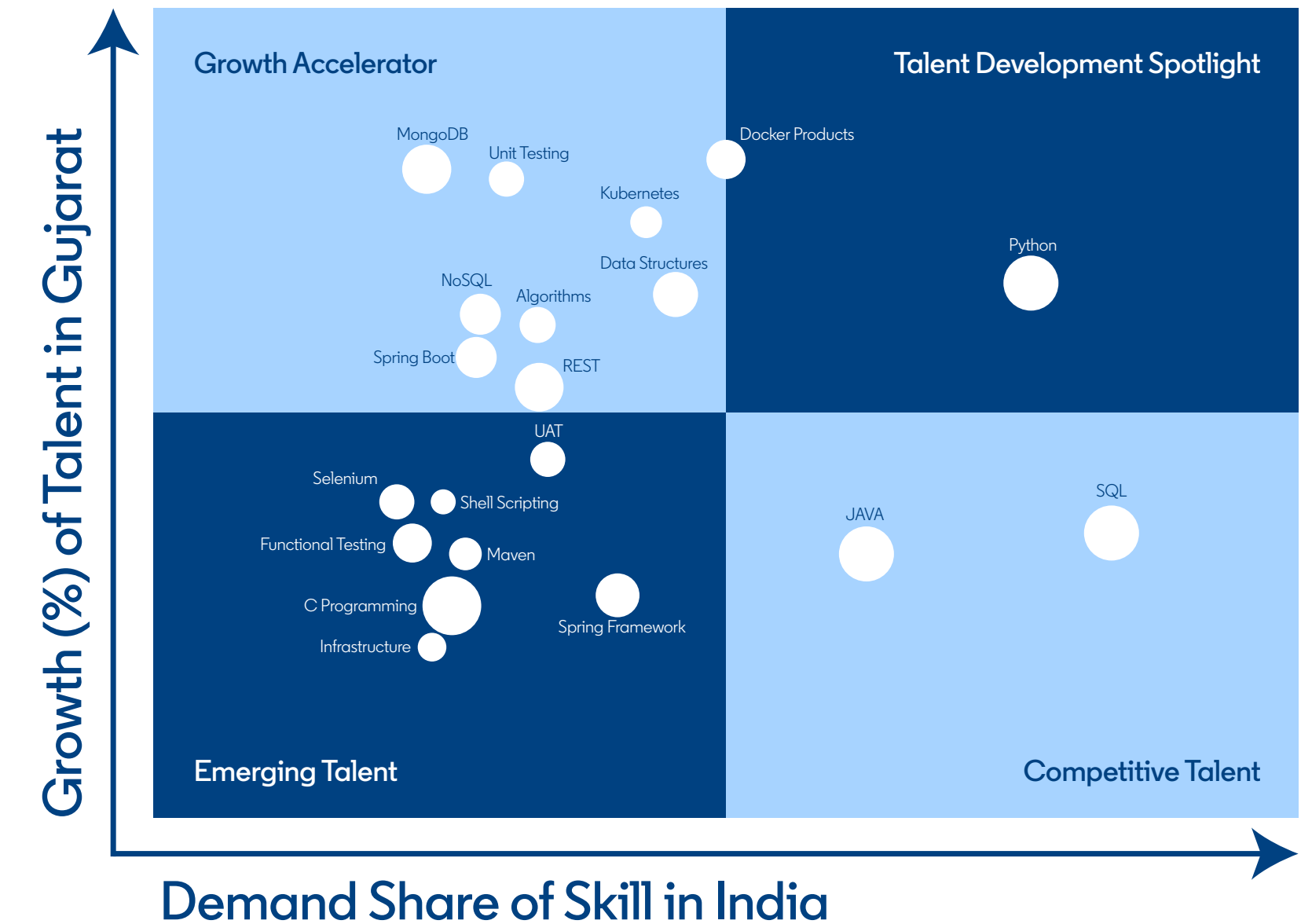


% growth in last 12 months compared to previous 12 months for that skill



# Talent Opportunity Compass Tech Professionals

Investment is viable in in-demand and high-growth skills such as Python, and companies must strategically nurture emerging talent while aggressively recruiting for competitive skills



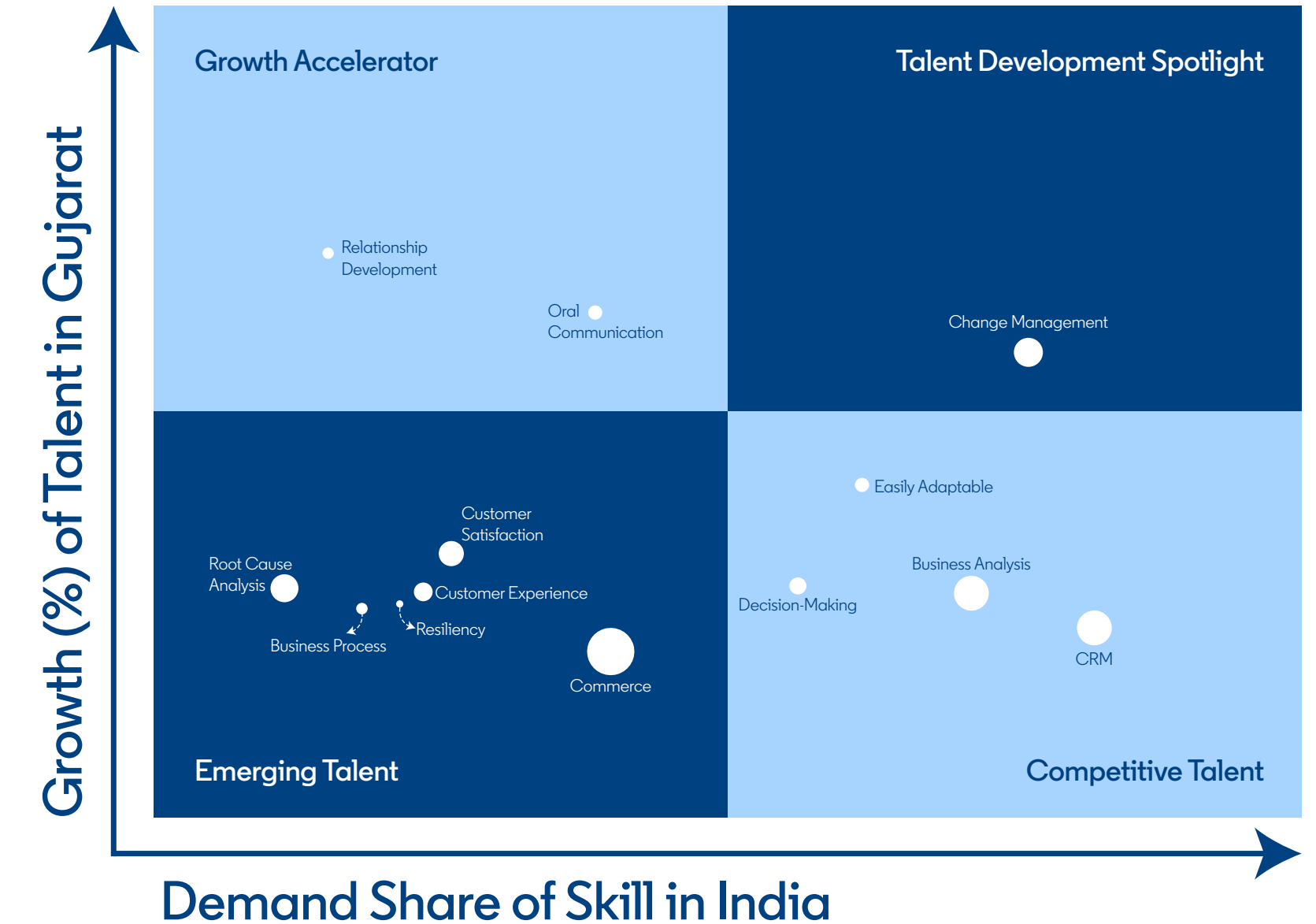
Bubble size = Talent Pool size  
Each bubble represents an in demand skill



# Talent Opportunity Compass

## Non-Tech Professionals

The Change Management skill has experienced substantial growth in Gujarat, aligning with national demand, while Commerce continues to have the highest supply, resulting in stable growth



Bubble size = Talent Pool size  
Each bubble represents an in demand skill



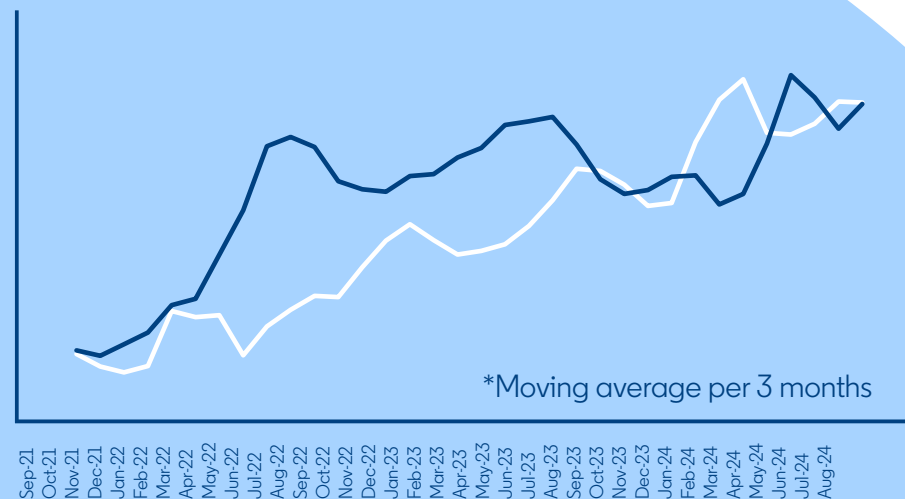


It's more than just an increase  
in talent; Gujarat's  
professionals are continuously  
upskilling to match the evolving  
job market



# Upskilling for Success

In the past 3 years



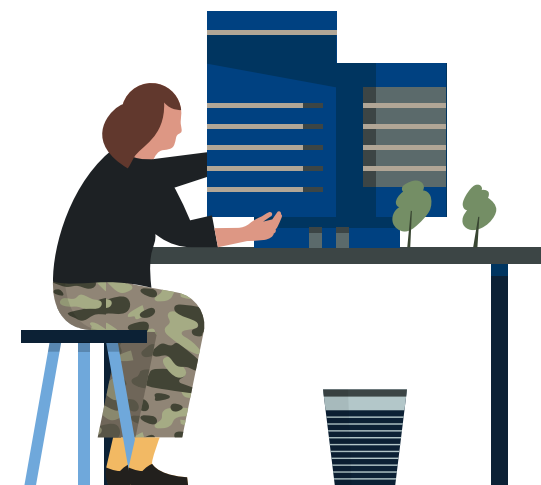
↑ 2.6x  
increase in learning hours

↑ 1.5x  
increase in # of Learners

Source: LinkedIn Learning Data

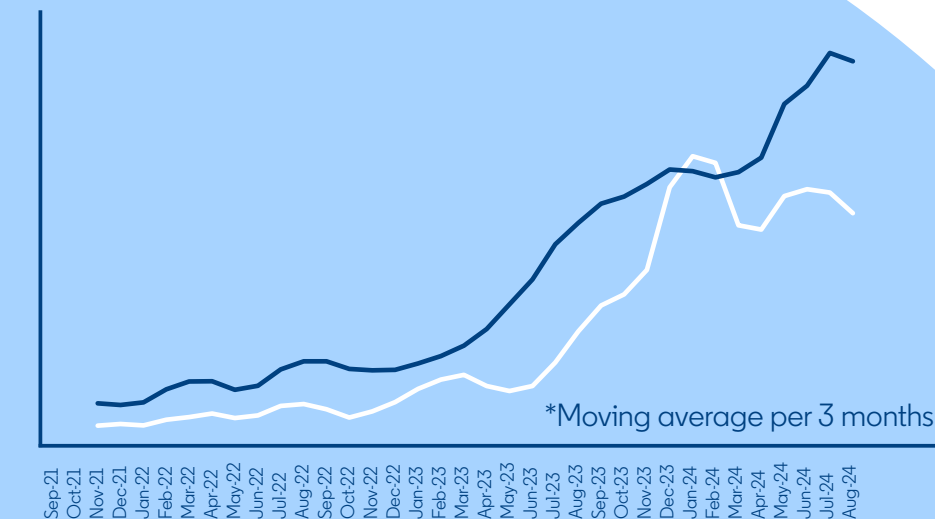
Learning hours for courses in last 12 months

Top learnt Skills	Hours Spent
Microsoft Power BI	2.1K+
Artificial Intelligence for Business	2.1K+
Artificial Intelligence (AI)	2.0K+
Project Management	2.0K+
Python	1.5K+
Machine Learning	1.3K+
Data Analytics	1.3K+
Leadership	1.2K+
Interpersonal Communication	1.2K+
SQL	1.2K+
Generative AI	1.0K+



# AI-related skills have recorded the highest learning hours

In the past 3 years



↑ 13x  
increase in Learning Hours

↑ 8x  
increase in # of Learners

Source: LinkedIn Learning Data

In the past 12 months

102%  
Growth in professionals learning AI skills on LinkedIn

142%  
Rise in AI skilled professionals in Ahmedabad

Gujarat is emerging as a global business destination, with GIFT City playing a key role in its growth



# Key Highlights

Gujarat: An emerging powerhouse of talent and opportunity

## The Talent Landscape

Talent Powerhouse	Gujarat ranks 7th among all Indian states and UTs, with a vast reserve of untapped talent
Cross-Border Talent	The influx of talent from neighboring states strengthens the talent pool and increases hiring capacity
Business Expansion	Companies are thriving and growing in Gujarat, making it a prime location for talent acquisition

## Skills for GCCs @ Gujarat

Meeting Talent Needs	GCCs require specialized talent, and Gujarat offers a rich talent pool ready to meet this demand
Skills & Opportunities	Investing in talent development for high-demand skills offers a pathway to securing a competitive advantage
Skills Development	Professionals in Gujarat prioritize upskilling, demonstrating strong growth in advanced skills like AI to meet the demands of the new era of work



“Opportunities do not float like clouds in the sky. They’re attached to people. If you’re looking for an opportunity, you’re really looking for a person.”

-Reid Hoffman

## Methodology:

LinkedIn Platform insights for this report were derived from the billions of data points generated by more than 135 million members in India on LinkedIn today. Unless otherwise noted, all data reflects aggregated LinkedIn member activity as of August 2024.

## Acknowledgments:

This report is the culmination of collaborative effort and diverse expertise. We extend our heartfelt gratitude to the following individuals whose contributions were invaluable in bringing this analysis to fruition

### LinkedIn Team

**Aanchal Chopra**, Talent Account Executive, Public Sector & Academics, India  
**Abhinav Sinha**, Senior Insights Analyst, India  
**Aditi Jha**, Director & Country Head, Legal & Public Policy  
**Candice Cheng**, Insights Senior Manager, APAC  
**Imrana Khan**, Senior Field Marketing Manager, India  
**Ruchee Anand**, Senior Director & Country Head, Talent Solutions  
**Saba Karim**, India Head, Public Sector & Large Enterprise Staffing  
**Sakshi Talwar**, Head of Communications, India  
**Vinita Sivaramakrishnan**, Insights Manager, India

### Gift City Team

**Tapan Ray**, Group CEO & MD  
**Saurabh Singhal**, Chief Commercial Officer and Chief Fin-Tech Officer  
**Deepak Batra**, Vice President, Strategy

### Creative Partner

CAB Experiences

