

Vijnana Keralam Campus Skilling Programme Functional Skill Requirement Report

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Abstract

This paper synthesizes skill requirements for 1,60,473 openings—majority being in India and a few abroad—contextualized within a comprehensive job function taxonomy and four primary clusters: Manufacturing, Services, Infrastructure & Logistics, and Common Services. Incorporating national priorities from the India Skills Report 2025 and Make in India programme, alongside recent workplace and skill trend analyses, the research provides actionable insights for academic, skilling, and policy development in response to rapid workplace transformation. [World Economic Forum (2025), Ghosh(2025), George et.al.(2025), Kashyap(2025), QS World Future Skills Index (2025), Wheebox India Skills Report(2025)].

Introduction

India's workplace is undergoing a profound transformation driven by digitalization, automation, flexible work arrangements, the rise of freelance/project employment, and sustainability imperatives. To ensure workforce readiness for this evolving landscape, campus skilling initiatives must align closely with changing demand for sectoral, technological, and human-centric skills. [World Economic Forum (2025), Ghosh(2025), George et.al.(2025), Kashyap(2025), QS World Future Skills Index (2025), Wheebox India Skills Report(2025)].

Profile of Compiled Jobs

The following tables 1 till 4, present a quantitative and categorical profile of the jobs compiled for the Campus Skilling Programme. They detail the distribution of job openings by aggregate job function, employment category, geographic location, job type, and honorarium band, providing a robust snapshot that guides curriculum development, resource allocation, and sectoral skilling policy. The definitions of job functions and the logic of their aggregation is provided in Annexure 1.

Future Workplace Trends in India

Recent scholarship and policy analyses underscore key trends shaping the Indian workplace:

- Automation & Artificial Intelligence: Widespread adoption of AI, robotics, and digital platforms is transforming roles across manufacturing, IT, finance, logistics, and services. Human-machine collaboration is becoming

increasingly central.[Ghosh(2025), George et.al.(2025), World Economic Forum (2025)].

- Remote and Hybrid Work: Hybrid and remote work models have become pervasive, with strong satisfaction reported by employers and employees, and sustained productivity increases.[Kashyap(2025),
- Freelance Economy & Globalization: Growth of freelance/project-based work is expanding flexibility while introducing new imperatives for self-management and professional branding. [Wheebox India Skills Report(2025),Ghosh(2025)]
- Human-Centric Skills & Wellbeing: Jobs requiring creativity, empathy, teamwork, and emotional resilience are growing due to the automation of routine tasks. [George et.al.(2025), World Economic Forum (2025)].
- Green Economy: Rapid growth in sustainability-related roles (renewables, waste management, green supply chains) necessitates technical and systems thinking skills.[QS World Future Skills Index (2025), Ghosh(2025)]
- Continuous Reskilling: Shrinking skill half-lives mean lifelong learning, upskilling, and modular training are essential across all domains.[World Economic Forum (2025), George et.al.(2025), Wheebox India Skills Report(2025)]

Table 1: Distribution of Openings by Aggregate Job Function and Employment Category

Sl No	AGGREGATE JOB FUNCTION	GRADUATE (TECH)	GRADUATE (NON TECH)	DIPLOMA	HEALTH CARE	ITI	OTHERS	GRAND TOTAL
1	Manufacturing	5 (0.09%)	4127 (6.05%)	3924 (66.27%)		50689 (70.28%)	2810 (40.29%)	61555 (38.36%)
2	Services	132 (2.49%)	20623 (30.24%)	1223 (20.66%)	1950 (99.85%)	81 (0.11%)	1921 (27.54%)	25930 (16.16%)
3	Infrastructure and Logistics	871 (16.42%)	25547 (37.46%)	644 (10.88%)		21261 (29.48%)	1163 (16.67%)	49486 (30.84%)
4	Common Functions	4298 (81%)	17892 (26.24%)	130 (2.20%)	3 (0.15%)	98 (0.14%)	1081 (15.50%)	23502 (14.65%)
	Grand Total	5306 (100%)	68189 (100%)	5921 (100%)	1953 (100%)	72129 (100%)	6975 (100%)	160473 (100%)

Emerging Skill Demands

These trends are driving new priorities for skilling.[Ghosh(2025), QS World Future Skills Index (2025), Wheebox India Skills Report(2025), World Economic Forum (2025)]

- **Advanced Technology & Digital Literacy:** Programming, AI/ML, data analytics, cybersecurity, and cloud computing are now fundamental competences.[Ghosh(2025), QS World Future Skills Index (2025), World Economic Forum (2025)]
- **Analytical, Creative, and Adaptive Skills:** Problem-solving, innovation, and flexibility are core to future jobs as outlined by national and global reports.[George et.al.(2025), QS World Future Skills Index (2025), World Economic Forum (2025)]
- **Socio-Emotional Competencies:** Communication, collaboration, and empathy are indispensable for leadership and teamwork, especially in virtual and hybrid work environments. [Mercer Mettl (2025), QS World Future Skills Index (2025), World Economic Forum (2025), George et.al.(2025)]
- **Green & Sustainability Skills:** Specialized technical expertise in environmental management and systems thinking now crosses sector boundaries.[QS World Future Skills Index (2025), Ghosh(2025)]
- **Entrepreneurial & Lifelong Learning Attitudes:** Self-direction, resilience, and continuous learning have replaced static job-based expertise as the conditions for long-term employability.[George et.al.(2025), QS World Future Skills Index (2025), Ghosh(2025)]

Table 2: Distribution of Openings by Aggregate Job Function and Location

S No	Aggregate Job Function	Inside Kerala	Outside Kerala	Pan India	Abroad	Total
1	Manufacturing	13900 (22.76%)	43223 (68.43%)	4032 (12%)	400 (15.23%)	61555 (38.36%)
2	Services	22632 (37.05%)	890 (1.41%)	1008 (3%)	1400 (53.31%)	25930 (16.16%)
3	Infrastructure and Logistics	4919 (8.05%)	18655 (29.53%)	25536 (76%)	376 (14.32%)	49486 (30.84%)
4	Common Functions	19631 (32.14%)	397 (0.63%)	3024 (9%)	450 (17.14%)	23502 (14.655)
	Grand Total	61082 (100%)	63165 (100%)	33600 (100%)	2626 (100%)	160473 (100%)

Table 3: Distribution by Premium/Non-Premium Job Type

SI No	Aggregated Job Function	Premium	Non Premium	Grand Total
1	Manufacturing	57670 (48.81%)	3885 (9.18%)	61555 (38.36%)
2	Services	5903 (5%)	20027 (47.32%)	25930 (16.16%)
3	Infrastructure & Logistics	48026 (40.65%)	1460 (3.45%)	49486 (30.84%)
4	Common Functions	6549 (5.54%)	16953 (40.05%)	23502 (14.65%)
	Grand Total	118148 (100%)	42325 (100%)	160473 (100%)

Table 4: Distribution of Openings by Honorarium (in Rupees)

SI No	Aggregated Job Function	Non Premium	Premium					Total
			15000-25000	25000-40000	40000-80000	100000-175000	Above 175000	
1	Manufacturing	3885 (9.18)	53201 (67.23)	4466 (11.78)	3 (3.61)	(0)	(0)	61555 (38.36)
2	Services	20027 (47.32)	2727 (3.45)	2161 (5.7)	2 (2.41)	12 (66.67)	1001 (99.9)	25930 (16.16)
3	Infrastructure and Logistics	1460 (3.45)	22241 (28.11)	25779 (68)	6 (7.23)	(0)	(0)	49486 (30.84)
4	Common Functions	16953 (40.05)	966 (1.22)	5504 (14.52)	72 (86.75)	6 (33.33)	1 (0.1)	23502 (14.65)
	Total	42325 (100%)	79135 (100%)	37910 (100%)	83 (100%)	18 (100%)	1002 (100%)	160473 (100%)

Cluster-Specific Skill Requirements

1.Manufacturing

Components: MNFC (Manufacturing), PRDM (Product Management), PROD (Production), FPRO (Food Production), QA (Quality Assurance)

Manufacturing jobs are characterized by process-centric and discipline-focused skill requirements spanning machine operation, maintenance, and quality controls across roles like Production Trainees, Machine Operators, Assembly Line Operators, Technicians, and Quality Control Assistants. Most recruited roles involve hands-on technical tasks in CNC/robotic environments requiring knowledge of mechanical, electrical, and electronics fundamentals for trades such as Fitter, Turner, Welder, and Electrician. Adherence to safety standards, usage of tools and gauges, and following SOPs (Standard Operating Procedures) are crucial. Technical competency, process discipline, and workplace adaptability remain central, but digital fluency and green manufacturing awareness are now imperative [Ghosh(2025), World Economic Forum (2025), Wheebox India Skills Report(2025)]

Roles: Production Trainees, Machine Operators, Technicians, Supervisors.

Skills: CNC/robotic operations, mechatronic/electrical/cyber-physical systems, TPM, product documentation, productivity optimization, Kaizen/5S/ISO compliance, digital QA, resilience, and communication.

Core skills:

- CNC/robotic operations, mechatronic/electrical/cyber-physical systems
- Productivity optimization, ERP-based reporting, TPM practices
- ISO/Kaizen/5S compliance, maintenance, and diagnostics
- Quality testing, data-enabled QC, root-cause analysis
- Modular, ongoing digital skill development. [Ghosh(2025), World Economic Forum (2025)]

Behavioural skills:

- Communication, teamwork, resilience, and culture of continuous improvement
- Component highlights:
 - MNFC: TPM, preventive audits
 - PRDM: Product documentation, market feedback
 - PROD: Lean production, assembly optimization
 - FPRO: HACCP, hygiene, and green protocols
 - QA: Digital and customer-facing QA

Category breakdown:

- Graduate Tech: Higher-order skills in automation, CAD/CAM, Industry 4.0, production troubleshooting, process improvement, and supervision. Expected

to operate CNCs, use automation software, and interpret technical drawings. Some roles demand technical reporting and advanced quality assurance.

- **Graduate Non-Tech:** Responsible for process documentation, ERP usage, production performance reporting, and basic supervisory tasks. Communication, teamwork, and basic English proficiency are required for client-facing or frontline support functions.
- **Diploma:** Mid-level roles supervising processes/quality, hands-on inspection, and machine/tool operation. Typically rotate in production, help maintain shift discipline, and practice TPM ,green practices
- **ITI:** Skilled operative positions focusing on trade disciplines (Machine setup, assembly, CNC, maintenance, safety.) Strong ability to follow instructions and maintain workplace standards. Safety and teamwork, plus English/local language basics. Machine setup, core trades.
- **Healthcare:** Oversight on equipment sterilization, hygiene, and safe handling in food production or healthcare equipment. May support protocol adherence or cross-functional safety requirements.
- **Others:** Entry-level operator/support worker, responsible for physical/manual tasks, maintaining discipline, and supporting broader production or logistics units. Basic communication and flexibility for rotational schedules are key.

2. SERVICES

Components: HOSP (Hospitality Management), HOTL (Hotel Management), FBS (Food and Beverage Services), CUST (Customer Service), SALE (Sales), WRT (Writing), ART (Arts and Design), EDU (Education), HCPR (Healthcare Practitioners and Technicians).

Service roles emphasize customer interaction, hygiene, communication, and a deep focus on experience quality—spanning hypermarkets, hospitality, sales, and educational settings. Core skills involve operating POS systems, handling transactions, providing prompt and courteous service, resolving queries and complaints efficiently, and maintaining high hygiene and grooming standards. Waiters, cashiers, and service associates must master order-taking, table service etiquette, and menu knowledge, especially for overseas placements in hospitality.

Sales executives require product knowledge, active promotion skills, target achievement orientation, and the ability to analyze basic sales data. Writing and arts professionals need creativity, communication, digital skills (content creation, design), while education and healthcare roles demand subject-matter expertise, presentation, and patient/client handling ability.

For healthcare practitioners, patient protocols, hygiene, and regulatory knowledge are paramount. Frontline staff across all segments must adapt quickly in high-volume, shift-based environments and follow procedural discipline.

The sector has an increasing diversity in jobs spanning hospitality, retail, healthcare, education, and creative industries, with strong digital integration and

human-centric focus. [World Economic Forum (2025), Wheebox India Skills Report(2025)]

Core skills:

- POS, CRM, digital documentation, mobile apps
- Hygiene, grooming, empathy, customer service
- Communication and problem-solving across remote/hybrid environments

Component highlights:

- Hospitality: Overseas roles emphasize HACCP/hygiene training, grooming, language proficiency (English, and sometimes Hindi/Arabic), and adaptability to multicultural workspaces, event coordination and remote guest management. Table service and food safety certifications are assets.
- Customer Service: CRM/database, empathy, conflict resolution
- Sales: Analytics, digital promotion, negotiation
- Writing/Arts: Digital content, branding, design tools
- Education: Digital pedagogy, learning analytics
- Healthcare Practitioners: Patient care, telemedicine protocols

Category breakdown:

- Graduate Tech: Data-driven marketing, analytics, digital platform proficiency, CRM, and innovation in service delivery. Critical for marketing, writing, and art/education technology roles.
- Graduate Non-Tech: Focus on communication, sales, retail customer engagement, English proficiency, and ability to meet service targets. Some positions link to marketing and education.
- Diploma: For those engaged in hotel management, service execution, handling of hygiene and customer interactions, and basic team management. Must practice customer service and grooming. Supervision, scheduling, documentation, hybrid team support are general functions.
- ITI: Equipment servicing/maintenance for hotels/hospitality, support tasks in service industries, basic technical repairs.
- Healthcare: Advanced clinical care, documentation, hygiene management, and patient protocols. Specialization in nursing, allied care, or technical support roles including telehealth.)
- Others: Entry-level service staff (waiter, cashier, store support), basic hygiene, stamina for shifts, simple record-keeping, and adherence to grooming/appearance standards. Order management, service support are important duties.

3. INFRASTRUCTURE & LOGISTICS

Components: CNST (Construction), DIST (Distribution and Logistics), SUPL (Supply Chain), PRCH (Procurement and Purchasing), ENG (Engineering)

Infrastructure and logistics roles stress physical robustness, hands-on skills, documentation, workplace safety, and process/discipline awareness. Construction roles require technical prowess in formwork, masonry, bar bending, scaffolding, plumbing, electrical installations, and site safety. Inventory management, stock verification, and warehouse maintenance are essential for storekeepers, while Excel or ERP proficiency is increasingly sought. Record-keeping and efficient documentation are key across all logistics components, supporting supply chain and purchasing operations.

Roles in engineering focus on basic concepts in mechanical, electrical, civil, and electronics, with additional skills in equipment calibration and maintenance documentation. Many roles require adaptability to diverse worksites, shift patterns, and coordination in team settings. Technical and logistical jobs for construction, supply chain, and engineering are now deeply shaped by digital, green, and data-enabled models aligned with Make in India. [QS World Future Skills Index (2025), Ghosh(2025), Wheebox India Skills Report(2025)]

Core skills:

- Construction trades, blueprint reading, digital safety protocols
- Warehousing, inventory, ERP/barcode systems
- Supply chain documentation, transport coordination, sustainability auditing

Behavioural skills:

- Teamwork, safety culture, adaptability
- Specific Additional Component Requirements:
 - CNST: Safety training, basic drawing interpretation, operation/use of construction tools, physical strength.
 - DIST/SUPL: Good warehouse practice, goods handling, receiving/dispatch, shipping documentation, logistics reporting.
 - PRCH: Basic negotiation, vendor liaison, procurement record maintenance.
 - ENG: Equipment calibration, report documentation, and project support in maintenance and installation.

Category breakdown:

- **Graduate (Tech):** Project management skills, advanced design tool usage (AutoCAD), process planning, inventory tracking, and supervision in engineering/construction/logistics. digital logistics, green supply chains
- **Graduate (Non-Tech):** Logistics documentation, procurement/sourcing tasks, warehouse administration, and team coordination. Communication and ERP/Excel proficiency,

- **Diploma:** Site supervision, , scheduling, process monitoring, quality checks, management of trades, inventory/documentation support, and safety enforcement.
- **ITI:** Skilled trades: welding, carpentry, plumbing, electrical, scaffolding, bar bending. Physical stamina, teamwork, adherence to site safety norms, logistics execution
- **Healthcare:** Facility hygiene, hazardous goods handling, compliance with environmental/safety standards, support for medical logistics.
- **Others:** Manual labour for support operations, packaging, loading/unloading, basic storekeeping, and physical tasks requiring teamwork and discipline.

4. COMMON SERVICES

Components: ACCT (Accounting), FIN (Finance), HR (Human Resources), IT (Information Technology), LGL (Legal), MGMT (Management), GENB (General Mgmt), PR (Public Relations), RSCH (Research), STRA (Strategy), TRNG (Training)

Common services include operational and support roles focusing on accuracy, digital literacy, compliance, and organizational efficiency. Data entry, spreadsheet usage, meticulous record-keeping, and administrative discipline are universally required (see Data Entry Operators). Security and driving roles highlight safety and emergency response protocols.

Finance/accounting staff require skills in MS Excel, basic Tally, financial documentation, and compliance. HR, management, and general business operations staff need to maintain records, coordinate teams, and communicate clearly. Public relations and research positions require documentation, media/event engagement, and analysis capabilities. Information technology roles demand technical support, systems operation, digital skills, and basic analytics.

Training staff require instructional design, presentation, and content development skills, ensuring organizational learning and regulatory compliance. Support and analytical functions require advanced digital literacy, automation, confidentiality, ethics, and adaptability to remote workflows.[World Economic Forum (2025),QS World Future Skills Index (2025),Ghosh(2025), Wheebox India Skills Report(2025)]

Core skills:

- MS Office, Tally ERP, financial record management
- HR data/analytics, IT troubleshooting, cybersecurity
- Legal drafting/reporting, modular learning platforms
- Specific Additional Component Requirements:
- ACCT/FIN: Billing, invoice management, compliance with accounting standards.
- HR/MGMT/GENB: Supervisory, administrative, HR record-keeping, scheduling, performance tracking.

- IT: Basic user-level troubleshooting, digital skills certification, analytics platform usage.
- LGL: Document handling, compliance, legal basics.
- PR/RSCH/STRA/TRNG: Report writing, event management, strategic planning, training content creation.

Category breakdown:

- **Graduate Tech:** IT/analytics support, automation, remote collaboration, spreadsheet/database management, technical system operations, and troubleshooting. Some demand for research and PR documentation IT/analytics,
- **Graduate Non-Tech:** HR, PR, finance roles require communication, record-keeping, compliance basics, and customer support skills. Administrative duties and cross-team engagement.
- **Diploma:** Operation of systems, support in HR/finance tasks, compliance documentation, and record management, modular training.
- **ITI:** Maintenance support, operational field tasks, basic safety, and discipline.
- **Healthcare:** Medical record-keeping, administrative support for clinical environments, protocol adherence.
- **Others:** Security and driving staff require safe practices, emergency response, basic reporting, and manual logistics support.

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Appendix: Definitions of Job functions and Logic of Aggregation.

SI No	Abbreviation	Description	Definition	Aggregate Job Function
1	ACCT	Accounting	Financial Analysis, Auditing, Financial Planning, Accounting Management, Bookkeeping, Tax Preparation, Financial Reporting and other roles related to managing an organization's finances and accounts.	Common Functions
2	ADM	Administration	Office Management, Executive Assistance, Administrative Assistance, Secretarial Work, Business Operations, Facilities Management and other roles related to supporting the day-to-day operations of an organization.	Common Functions
3	ADVR	Advertising	Media Planning, Creative Development, Campaign Management, Digital Marketing, Brand Management, Market Research and other roles related to promoting products, services, or ideas through various channels.	Common Functions
4	ANLS	Analytics	Data Analysis, Business Intelligence, Data Science, Market Research, Operations Research, Quantitative Analysis and other roles related to collecting, analyzing, and interpreting data to inform business decisions.	Common Functions
5	ART	Arts and Design	Graphic Design, Visual Design, UI/UX Design, Fine Arts, Performing Arts, Creative Direction and other roles related to creative expression, visual communication, and design.	Services
6	BD	Business Development	Sales and Marketing, Partnership Development, Strategic Planning, Growth Tracking, Account Management, Entrepreneurship and other roles related to identifying and pursuing new business opportunities, building relationships, and driving revenue growth.	Services

SI No	Abbreviation	Description	Definition	Aggregate Job Function
7	CNST	Construction	Building and Development, Architecture, Engineering, Project Management, Contracting, Trades and Labor and other roles related to the planning, design, and execution of construction projects.	Infrastructure and Logistics
8	CUST	Customer Service	Customer Support, Account Management, Client Relations, Technical Support, Help Desk, Call Center Operations and other roles related to ensuring customer satisfaction, resolving issues, and providing excellent service.	Services
10	DSGN	Design	Graphic Design, User Experience (UX) Design, User Interface (UI) Design, Industrial Design, Interior Design, Fashion Design and other roles related to creating visual and functional designs for various products, services, and experiences.	Common Functions
9	DIST	Distribution and Logistics	Supply Chain Management, Transportation Management, Warehouse Management, Inventory Control, Procurement, Shipping and Receiving and other roles related to the movement and storage of goods, products, and resources	Infrastructure and Logistics
11	EDU	Education	Teaching, Research, Academic Administration, Curriculum Development, Instructional Design, Education Policy and other roles related to learning, instruction, and educational leadership	Services
12	ENG	Engineering	Software Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Aerospace Engineering, Biomedical Engineering and other roles related to designing, developing, and maintaining systems, structures, and products.	Infrastructure and Logistics
13	FIN	Finance	Financial Planning, Accounting, Investment Banking, Asset Management, Financial Analysis, Risk Management and other roles related to managing money, investments, and financial resources	Common Functions

SI No	Abbreviation	Description	Definition	Aggregate Job Function
38	FBS	Food and beverages services	Direct preparation, presentation, and service of food and beverages to customers in a variety of settings (e.g., restaurants, bars, banquets); focused on customer order fulfilment, quality control, and table service standards.	Services
39	FPRO	Food production	Planning, organizing, and executing the process of preparing food items in a professional kitchen or production facility; focused on culinary techniques, adherence to recipes, food safety, and efficiency of meal preparation.	Manufacturing
14	GENB	General Management and Business Operations.	Executive Management, Business Administration, Operations Management, Strategic Planning, Project Management, Entrepreneurship and other roles related to overseeing and directing business activities, resources, and teams.	Common Functions
15	HCPR	Healthcare Practitioners and Technicians	Medical Doctors, Nursing Professionals, Allied Health Professionals, Dental Care, Pharmacy, Therapy and Counseling and other roles related to providing medical care, treatment, and support to patients.	Services
36	HOSP	Hospitality Management	General management and oversight of various hospitality operations, including hotels, resorts, and restaurants; focused on guest services, operational efficiency, and overall business performance.	Services
37	HOTL	Hotel Management	Specialized operations and management of hotels and lodging facilities, including front office, housekeeping, room inventory, reservations, and guest experience; focused on maximizing occupancy and guest satisfaction.	Services

SI No	Abbreviation	Description	Definition	Aggregate Job Function
16	HR	Human Resources	Recruitment and Talent Acquisition, Employee Relations, Benefits and Compensation, Training and Development, Organizational Development, Labor Relations and other roles related to managing an organization's workforce, culture, and employee experience.	Common Functions
17	IT	Information Technology	Software Development, Network Administration, Cybersecurity, Data Management, IT Project Management, Technical Support, Database Administration, Cloud Computing	Common Functions
18	LGL	Legal	Law Practice, Legal Counseling, Litigation, Corporate Law, Intellectual Property Law, Contract Law and other roles related to providing legal advice, representation, and support to individuals, organizations, and businesses	Common Functions
19	MGMT	Management	Executive Leadership, Strategic Planning, Operations Management, Team Management, Department Management, Project Management and other roles related to overseeing and directing organizations, teams, and projects.	Common Functions
20	MNFC	Manufacturing	Production Management, Quality Control, Supply Chain Management, Operations Management, Process Engineering, Plant Management and other roles related to designing, producing, and delivering physical products.	Manufacturing
21	MRKT	Marketing	Brand Management, Product Marketing, Digital Marketing, Social Media Marketing, Market Research, Public Relations, Communications, Campaign Management	Services
22	OTHR	Other	Arts and Design, Education, Non-Profit, Government, Real Estate, Skilled Trades and other roles that don't align with the more defined categories.	Common Functions

SI No	Abbreviation	Description	Definition	Aggregate Job Function
24	PRCH	Procurement and Purchasing	Supply Chain Management, Sourcing, Contract Management, Purchasing, Procurement Analysis, Logistics and other roles related to acquiring goods, services, and materials for an organization.	Infrastructure and Logistics
25	PRDM	Product Management	Product Development, Product Launch, Product Marketing, Product Planning, Product Design, Product Strategy and other roles related to creating, maintaining, and improving products or services	Manufacturing
27	PROD	Production	Content Creation, Video Production, Film Production, Audio Production, Post-Production, Broadcasting and other roles related to creating and distributing content, such as media, entertainment, and arts.	Manufacturing
26	PRJM	Project Management	Planning and Execution, Team Leadership, Scope Management, Schedule Management, Budgeting and Cost Management, Risk Management and other roles related to leading and coordinating projects from start to finish	Common Functions
23	PR	Public Relations	Media Relations, Communications, Reputation Management, Crisis Communications, Event Planning, Corporate Communications and other roles related to managing the image and reputation of individuals, organizations, or businesses.	Common Functions
28	QA	Quality Assurance	Testing and Validation, Quality Control, Process Improvement, Compliance, Auditing and other roles related to ensuring the quality and reliability of products, services, or processes.	Manufacturing

SI No	Abbreviation	Description	Definition	Aggregate Job Function
29	RSCH	Research	Scientific Research, Academic Research, Market Research, User Experience Research, Social Science Research and other roles related to studying and analysing data to answer questions, identify trends, and provide insights.	Common Functions
31	SALE	Sales	Business Development, Account Management, Sales Management, Business-to-Business (B2B) Sales, Business-to-Consumer (B2C) Sales, Retail Sales and other roles related to generating revenue, identifying new sales opportunities, and building customer relationships.	Services
32	SCI	Science	Biological Sciences, Physical Sciences, Environmental Sciences, Medical Sciences, Social Sciences, Research and Development and other roles related to scientific inquiry, experimentation, and discovery.	Services
33	STRA	Strategy	Business Strategy, Corporate Strategy, Strategic Planning, Management Consulting, Operations Strategy, Innovation Strategy and other roles related to developing and implementing plans to achieve business objectives and drive growth.	Common Functions
34	SUPL	Supply Chain	Logistics, Procurement, Operations Management, Inventory Management, Distribution, Transportation and other roles related to the planning, coordination, and execution of activities involved in producing and delivering products or services.	Infrastructure and Logistics
35	TRNG	Training	Instructional Design, Corporate Training, Organizational Development, Talent Development, Learning and Development, Education and other roles related to teaching, guiding, and developing skills and knowledge in individuals or groups.	Common Functions

SI No	Abbreviation	Description	Definition	Aggregate Job Function
30	WRT	Writing	Content Writing, Copywriting, Editing, Journalism, Technical Writing, Creative Writing, and other roles related to creating, editing, and publishing written content.	Services