

Start-ups no more the hot place to work

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Mumbai, August 2

Flipkart has redefined retail. Ola is changing the way we travel. But if you ask a job-seeker if they would take a placement in a start-up, the answer is a resounding NO.

According to a recent study done by research agency Caanvas Research and Insights, 82 per cent of respondents were either not open or unsure about working for start-ups. While one may assume that start-ups attract executives by paying them fancy salaries, most respondents perceived start-up jobs as "lowly paid".

The online study interviewed employees of privately held entities, public-sector organisations and multinational companies across the country. Nearly 47 per cent of them were open to changing jobs in the near future.

Other reasons for not preferring a job in a start-up ranged from start-up jobs being highly uncertain and unstable, to negative reactions in the media about the general health of start-ups.

In the recent years, the Indian economy has seen a significant increase in the number of start-ups driven by factors such as

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massive funding, evolving technology, government policies and a booming domestic market. A recent report from NASCOM claimed that with over 31,000 entrepreneurial ventures, India has the fourth highest number of start-ups in the world. The number will increase to 11,500 by 2020, the report said.

According to the Caanvas study, low salary and lack of job security were the key reasons listed for not wanting to join start-ups. Long working hours were also a deterrent. Other concerns included: start-ups are a game of chasing valuations, many do not have a specific business logic, most are heavily dependent on funding and would fold up once the finance dried up.

Among those who preferred joining a start-up, personal growth and recognition were the key attractions. The lure of being part of a youth-driven work culture was another important reason.