

Recruitment Challenges of Blue-Collar Employees in Quick Commerce

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ABSTRACT

The quick commerce industry in India has rapidly expanded due to increasing customer demand for instant delivery services. This research paper studies the recruitment challenges faced by staffing organizations while hiring blue-collar employees such as delivery executives, warehouse associates, and logistics staff. The paper identifies high attrition, workforce competition, digital literacy barriers, and seasonal demand fluctuations as key challenges. The study also suggests HR strategies for improving recruitment efficiency and employee retention.

1. INTRODUCTION

Quick commerce is a rapidly growing sector focused on delivering products within 10 to 30 minutes. The success of this business model depends heavily on blue-collar workers who manage delivery operations, warehousing, sorting, and packaging activities. The rise of companies such as Blinkit, Swiggy Instamart, and Zepto has created massive employment opportunities across India.

2. OBJECTIVES OF THE STUDY

1. To identify recruitment challenges in quick commerce staffing.
2. To analyze causes of high attrition among employees.
3. To study workforce management practices.
4. To recommend strategies for improving employee retention.

3. RESEARCH METHODOLOGY

The research is based on primary and secondary data collection methods. Primary data was collected through interviews and questionnaires with HR professionals and warehouse employees. Secondary data was collected from staffing industry reports, journals, and company records.

4. INDUSTRY OVERVIEW

The quick commerce industry has transformed urban retail through dark stores and technology-driven delivery systems. Companies require a large number of delivery executives and warehouse workers to ensure fast delivery operations.

5. HIGH ATTRITION CHALLENGES

Employee attrition is one of the biggest operational challenges in quick commerce staffing. Most employees leave jobs due to better salary offers, heavy workloads, long working hours, and lack of career growth.

6. DIGITAL RECRUITMENT SYSTEMS

Modern recruitment processes rely heavily on mobile applications and online onboarding systems. Many workers face difficulties using digital tools, which slows down recruitment efficiency.

7. GEOGRAPHIC MISMATCH

Most dark stores are located in urban centers while workers often reside in suburban regions. Long travel distances increase absenteeism and reduce workforce retention.

8. WORKFORCE COMPETITION

Quick commerce companies aggressively compete for workers by offering joining bonuses and salary incentives. This creates instability in workforce planning and increases hiring costs.

9. TRAINING AND DEVELOPMENT

Structured training programs improve worker productivity and retention. Training should include app navigation, customer handling, warehouse operations, and safety practices.

10. EMPLOYEE RETENTION STRATEGIES

Employee retention can be improved through timely salary payment, recognition programs, incentives, career growth opportunities, and supportive workplace culture.

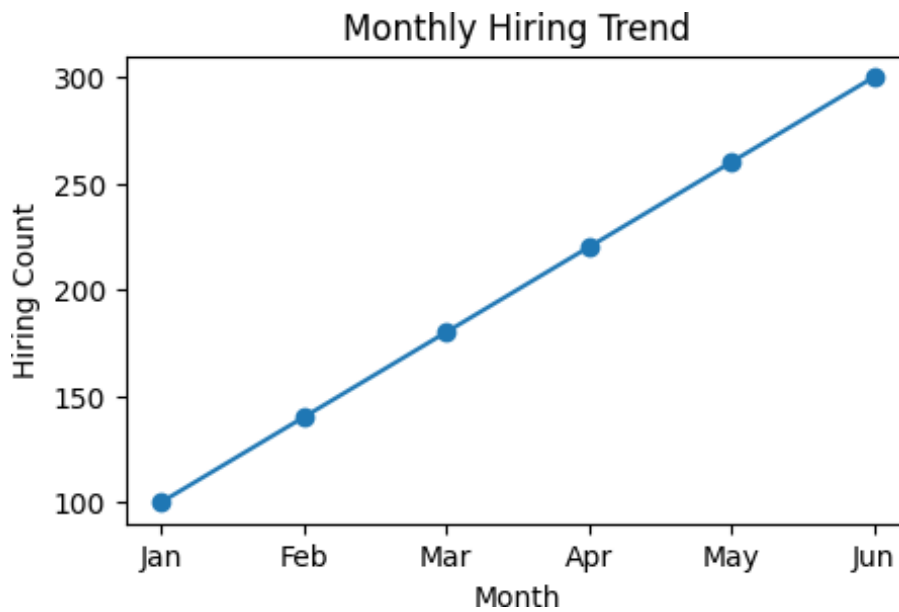
11. WOMEN WORKFORCE INCLUSION

Increasing women participation in warehouse and support roles can improve workforce diversity and stability. Companies should provide safe working environments and flexible shifts.

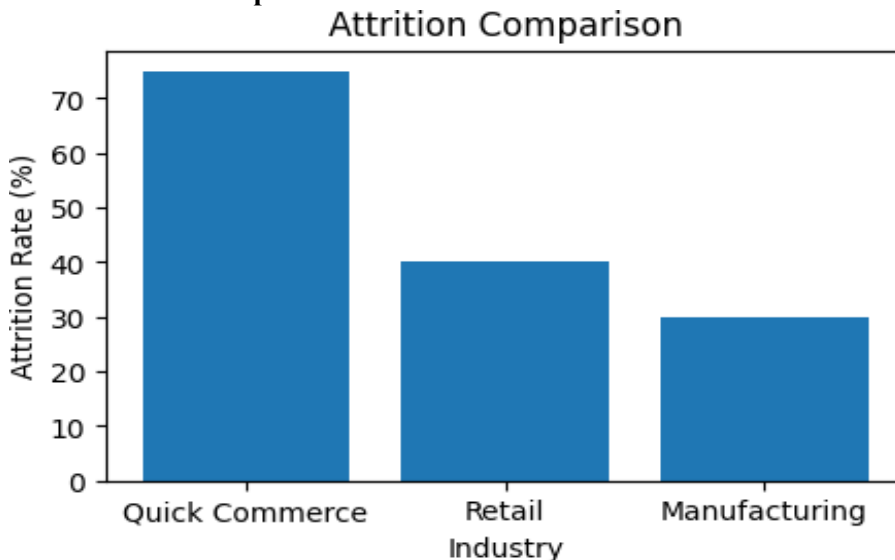
12. CONCLUSION

The quick commerce sector has become one of the largest employment generators in India. However, staffing agencies continue to face serious recruitment and retention challenges. Organizations must adopt employee-centric HR strategies and technology-enabled recruitment systems to ensure sustainable workforce management.

Monthly Hiring Trend



Attrition Rate Comparison



Recruitment Source Analysis



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