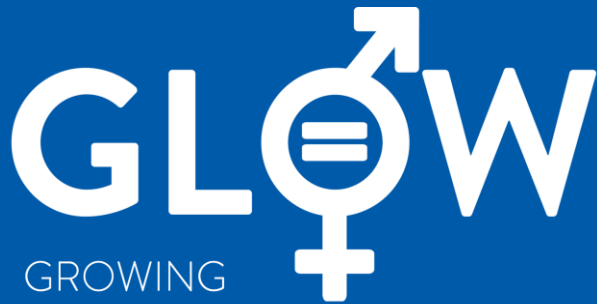




REIMAGINING SOCIAL CHANGE



GROWING  
LIVELIHOOD OPPORTUNITIES  
FOR WOMEN

# Recruiter training: Job advertisement development

May 2025

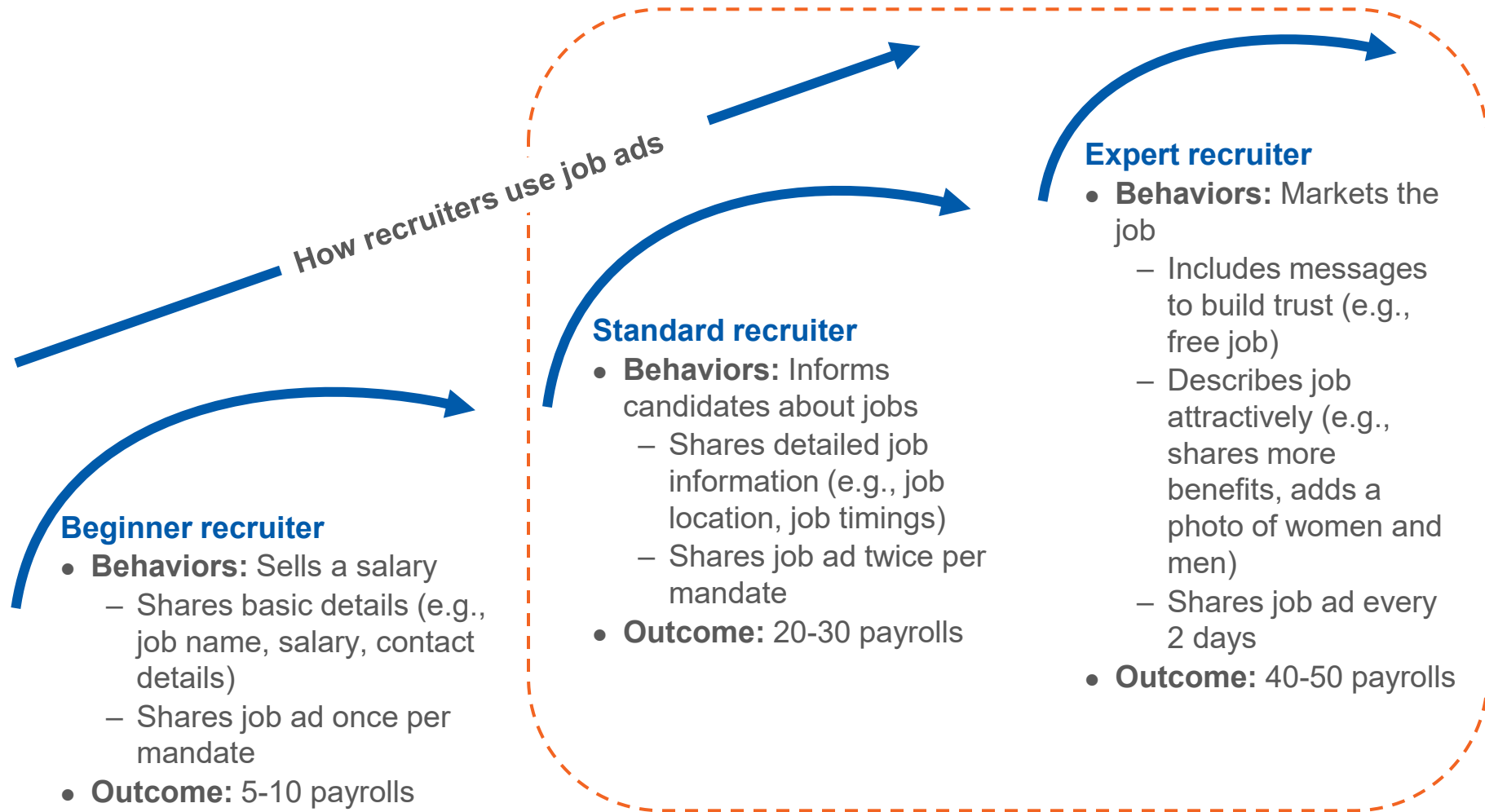
# Table of Contents

## **1 Recruiter training: Job advertisement development**

## 2 About FSG and GLOW

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# Objective of the training is to build skills to create and use job ads like an expert recruiter



# We will prioritize job ads for 2 channels in today's training

## **Prioritised channels**

- WhatsApp status
- WhatsApp message

## **Deprioritized channels**

- Job portal (e.g., Apna)
- Field (e.g., posters, standees)
- Facebook

# Activity: What can you add to make this job ad better?

## Typical WhatsApp message by a standard recruiter

Urgent hiring for promoter

Salary: 10,000-12,000

Education: 10th and above

Location: New Delhi

Interested candidates plz call me

9823843xxx (Sanjay)

19:02 ✓✓

## What can you add to this message?

- XX

# Standard recruiters share only 6 details of the job and do not regularly share job ads

## Standard recruiter job ad

### Informs candidates about jobs

- Shares detailed job information
  - Name of the job role
  - Salary
  - Contact number and name of the recruiter
  - Experience/ education
  - Job location
  - Job timings
- Shares job ad twice per mandate

## Sample WhatsApp message

Urgent hiring for promoter

Salary: 10,000-12,000

Education: 10th and above

Location: New Delhi

Interested candidates plz call me

9823843xxx (Sanjay)

19:02 ✓✓

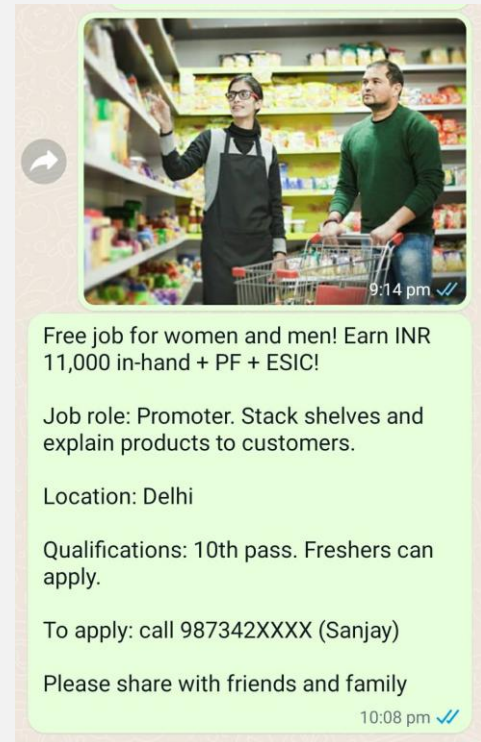
# Expert recruiters add 6 more details and share job ads frequently to get more leads

## Expert recruiter job ad

### Markets the job

- Includes 6 more details to describe the job attractively and build trust
  - Free job
  - Request for referrals
  - 1-2 line job description
  - Women can apply
  - Photo of women and men in the job role
  - Benefits (e.g., social security, free meal)
- Shares job ad every 2 days

## Sample WhatsApp message



**Do you have any other suggestions to improve this job ad?**

## 3 tools to increase outreach effectiveness

- 1 Add a voice note explaining the job
- 2 Share link to jobs group on WhatsApp
- 3 Use online tools to create messages (e.g., ChatGPT, Google Bard)

**We will discuss these in detail in the following slides**

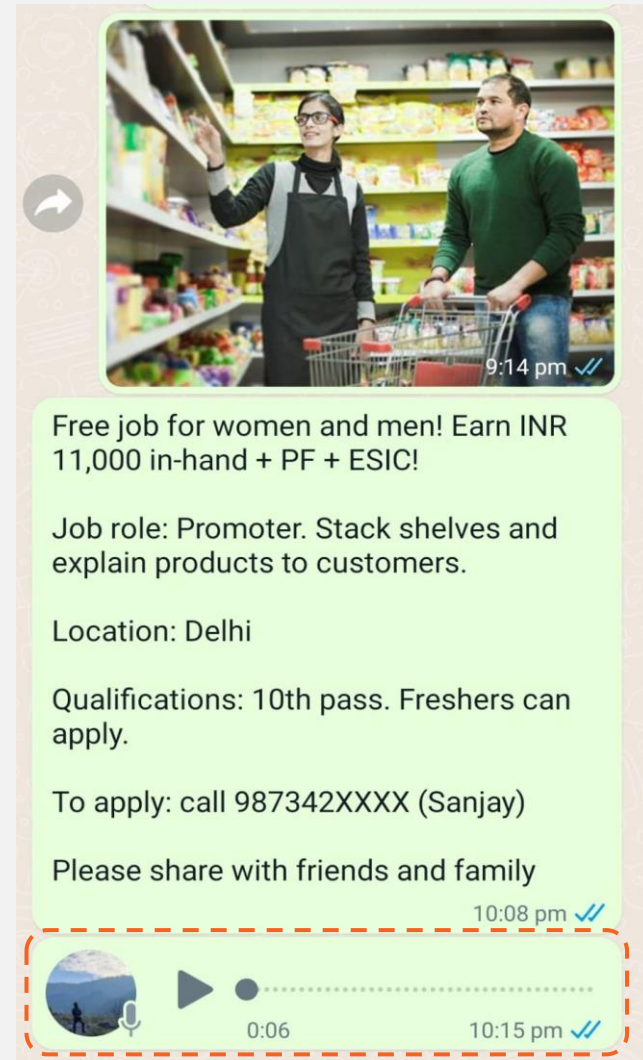


# Add a voice note explaining the job

## 6 tips to use voice notes

- **When to use?**
  - Hiring for candidates who are not proficient in English or reading
  - Sharing interview tips with the candidate
  - Explaining the job description
- **How to create?**
  - Create a new status to add a voice note
  - WhatsApp does not allow adding text and voice notes in the same status
  - Write the script before recording the voice note
- **What to share?**
  - Keep the voice note short (~2 mins)
  - Record audio in the local language
  - Send your contact details with the voice note

## Sample WhatsApp message with voice note



## Share link to jobs group on WhatsApp

### 4 tips to share link to jobs group

- **When to use?**
  - Repeat mandates in a location (e.g., warehouse)
  - Building a network of candidates
- **What to share?**
  - Message: Link at the bottom of your message
  - Status: Link as a caption below the picture (to ensure candidates can click and join)

### Sample WhatsApp status with link to jobs group

Free job for women and men! Earn INR 11,000 in-hand + PF + ESIC!

Hiring sorters for warehouse in Uluberia. Sort parcels in a warehouse.

Benefits: Free pick up and drop and 1 free meal daily

Qualifications: 10th pass. Freshers can apply.

Apply now! Call 982892xxxx (Sangeeta). Please share with friends and family.

Ask friends and family to join this group for job updates: [link.WhatsApp.web.xyz](https://link.whatsapp.web.xyz)

# Use online tools to create messages (1/2)

## 4 tips to use online

- **When to use?**
  - New mandates to improve clarity of message
- **How to create?**
  - Open ChatGPT or Google Bard and ask it a question
  - Include key details of the job and the size of the message
  - Ask the app to modify as per your requirement (e.g., make the message shorter, add “free transport”)

## Sample of ChatGPT question and response

SH

Write a short whatsapp group message to recruit candidates for a warehouse role, including the following details. No emojis.

1. Salary: 12,000
2. Shift: Morning, day
3. Benefits: one free meal
4. Men and women can apply



### Job Opportunity: Warehouse Role

- ◆ **Salary:** ₹12,000
- ◆ **Shift:** Morning & Day
- ◆ **Benefits:** One free meal included
- ◆ **Open to:** Men and Women

Looking for dedicated individuals to join our warehouse team! If you're interested in this role and meet the requirements, please reach out to [Your Contact Information]. Don't miss this chance to be a part of our growing team! 📦 👤 👤

## Use online tools to create messages (2/2)

### 4 tips to use online

- **When to use?**
  - New mandates to improve clarity of message
- **How to create?**
  - Open ChatGPT or Google Bard and ask it a question
  - Include key details of the job and the size of the message
  - Ask the app to modify as per your requirement (e.g., make the message shorter, add “free transport”)

### Sample of ChatGPT question and response



#### Job Opportunity: Warehouse Role

- ◆ **Salary:** ₹12,000
- ◆ **Shift:** Morning & Day
- ◆ **Benefits:** One free meal included
- ◆ **Open to:** Men and Women

Looking for dedicated individuals to join our warehouse team! If you're interested in this role and meet the requirements, please reach out to [Your Contact Information]. Don't miss this chance to be a part of our growing team! 📄 👤 👤

SH

remove emojis



#### Job Opportunity: Warehouse Role

- ◆ **Salary:** ₹12,000
- ◆ **Shift:** Morning & Day
- ◆ **Benefits:** One free meal included
- ◆ **Open to:** Men and Women

Looking for dedicated individuals to join our warehouse team! If you're interested in this role and meet the requirements, please reach out to [Your Contact Information]. Don't miss this chance to be a part of our growing team!

## 3 optional details to increase the effectiveness of your job ad

- 1 Include details to build trust (e.g., number of openings, number of candidates placed, positive feedback from candidates)
- 2 Add logos of employers
- 3 Use local language in communication

**We will discuss these in detail in the following slides**

# Include details to build trust (1/2)

## 5 tips to shares trust-building messages

- **When to use?**
  - Messages to new contacts/ groups
  - Hiring for a new location
- **What to share?**
  - Number of openings
  - Number of candidates placed
  - Positive feedback from candidates placed

## Sample WhatsApp status with trust-building messages



Congratulations to 20 candidates placed in ABC Warehouse.

Contact me if you want a job. Call 9283493xxx (Sanjay).

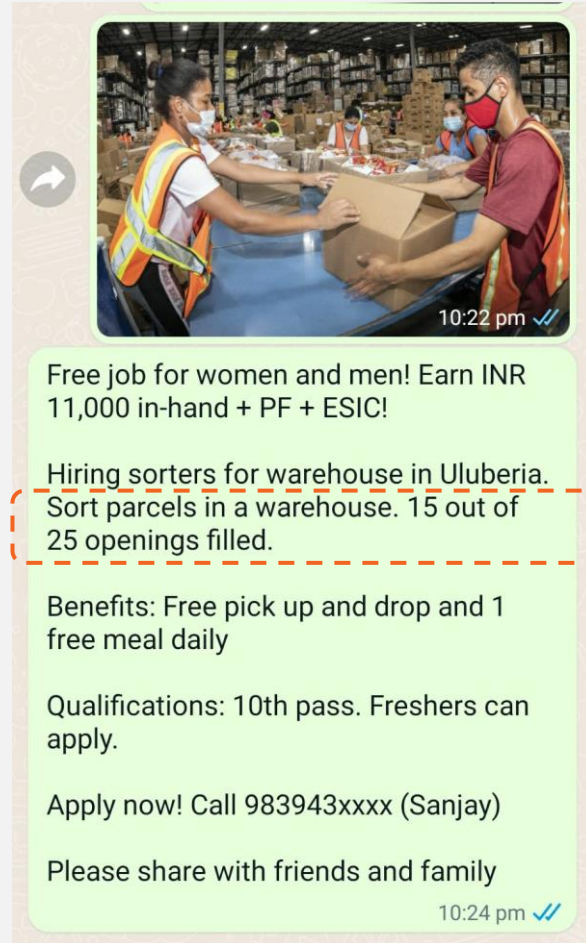
**What details have you added to build trust with candidates?**

## Include details to build trust (2/2)

### 5 tips to shares trust-building messages

- **When to use?**
  - Messages to new contacts/ groups
  - Hiring for a new location
- **What to share?**
  - Number of openings
  - Number of candidates placed
  - Positive feedback from candidates placed

### Sample WhatsApp message with trust-building messages



**What details have you added to build trust with candidates?**

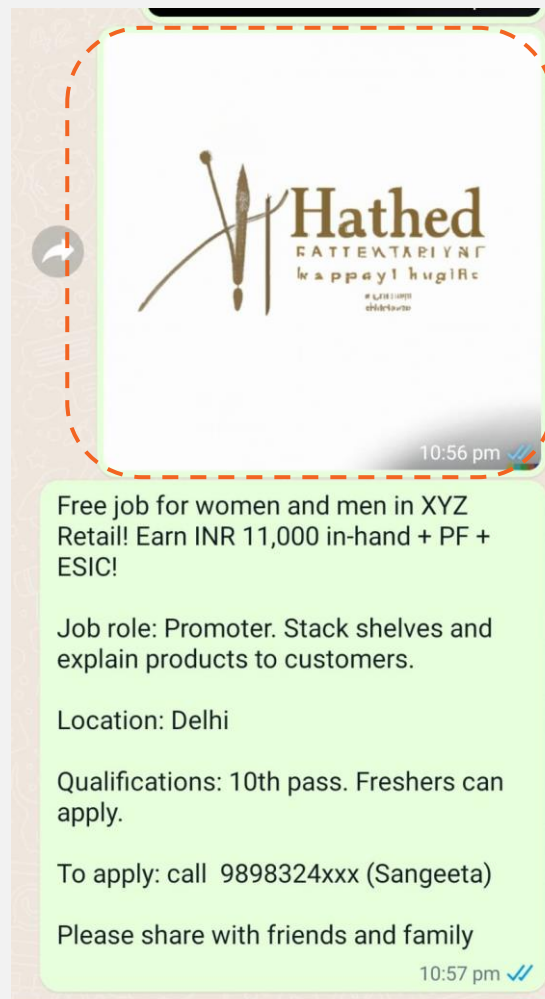


## 2 Add logos of employers

### 2 tips to use company logos

- **When to use?**
  - Only when a client gives permission
- **What to share?**
  - Logo along with standard recruitment message

### Sample WhatsApp message with company logo





# Use local language in communication

## 2 tips to use local language

### When to use?

- Creating a new template
- Local language only: Hiring for candidates who are not proficient in English

## Sample WhatsApp messages in local language

लड़कियों और लड़कों के लिए फ्री जॉब! कमाइए  
11,000 रुपये हाथ में + पी एफ + सेहत बीमा!

उलूबेरिअ वेयरहाउस में सॉर्टर के लिए हायरिंग.  
वेयरहाउस में पार्सेल्स सॉर्ट करें

फायदे: मुफ्त पिक अप और ड्रॉप. हर दिन एक वक्रत  
का खाना मुफ्त!

क्वालिफिकेशन: 10th पास, कोई एक्सपीरियंस की  
ज़रूरत नहीं

अभी अप्लाई करें! कॉल 9999232xx (संगीता)

दोस्तों और परिवार वालों को भी जानकारी दें

11:27 pm ✓✓

Ladkiyon aur ladkon ke lie free job!  
Kamaiye 11,000 rupye haath main + PF +  
ESIC!

Uluberia warehouse mai sorter ke lie  
hiring. Warehouse mai parcels sort  
karen

Faayde: Muft pick up aur drop. Harr din  
ek waqt ka khana muft!

Qualifications: 10th pass, koi experience  
ki zarurat nahi

Abhi apply karen! Call 98323xxx  
(Sangeeta)

Doston aur parivar waalon ko bhi  
jankaari den

11:28 pm ✓✓

# Checklist for job ads

Details to include	6 more details	How to implement?
<ul style="list-style-type: none"><li>• Name of the job role</li><li>• Salary</li><li>• Contact number and name of the recruiter</li><li>• Experience/ education</li><li>• Job location</li><li>• Job timings</li></ul>	<ul style="list-style-type: none"><li>• Free job</li><li>• Request for referrals</li><li>• 1-2 line job description</li><li>• Women can apply</li><li>• Photo of women and men in the job role</li><li>• Benefits (e.g., social security, free meal)</li></ul>	<ul style="list-style-type: none"><li>• Ask the manager for templates</li><li>• Keep building new groups, including adding women to groups or making separate women group</li><li>• Share WhatsApp group links at training institutes or job fairs</li><li>• Share job ad every 2 days</li></ul>

**We will share the templates with your managers after this training**

**What are 1-2 learnings you will implement from today's training?**

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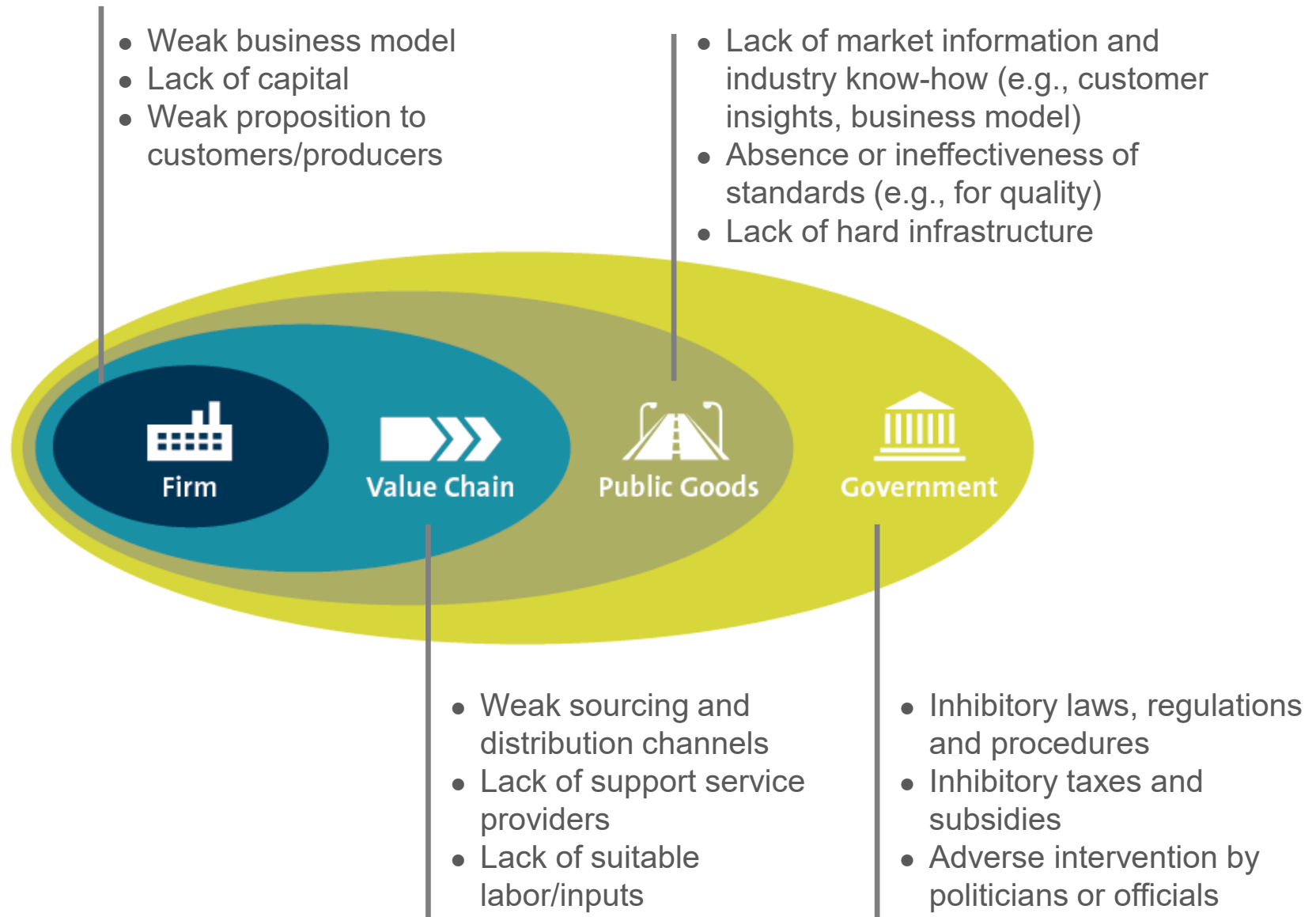
1 Recruiter training: Job advertisement development

**2 About FSG and GLOW**

# FSG aims to create sustainable impact by demonstrating the profitability of offering inclusive products, services, or practices

Mission	<b>To improve opportunities, agency, and choice for families with low income</b> by working with companies to serve families as customers (and not with non-profits to serve them as beneficiaries)
Vision	<b>To demonstrate profitability of offering inclusive products, services, or practices</b> (e.g., housing, education, employment) that benefit families with low-income
Approach	<ul style="list-style-type: none"><li>• <b>Run multiyear programs to address barriers</b> that prevent companies from offering inclusive products, services or practices</li><li>• <b>Talk to thousands of families to understand their needs</b>, aspirations, and challenges</li><li>• <b>Talk to hundreds of CXOs and managers to understand their business</b>, ecosystem, regulatory and operational challenges</li><li>• <b>Co-create, pilot and rollout solutions with companies</b> to address barriers and profitably scale inclusive products, services, or practices</li><li>• <b>Publish and disseminate public goods</b> (e.g., primary research, best practices, business model) to get more companies to offer the product, service or practice</li><li>• <b>Address ecosystem barriers</b> (e.g., policy suggestions) to make the market more conducive</li></ul>

# There are multiple barriers that prevent the scaling of industries serving low-income families



# FSG's multi-year programs have helped address these barriers and scale 3 inclusive industries

## Ownership Housing (2006-2016)



- As of Mar 2024, the assets under management (AUM) by **Affordable Housing finance (AFCs)** stood at **~USD 12.8 billion**<sup>1</sup>
- **>30,500 affordable housing units built across 130+ projects in 23 cities** between Jun 2011-Jan 2013

## Early Childhood Education (2015-2025)



- 9 activity-based learning providers signed-up
- Partners serving **>1,100 schools** and providing **>170,000 children** from low-income families access to ABL
- **~33% improvement in learning outcomes** since 2018 for children in PIPE schools

## Women's livelihoods (2020-ongoing)



Image source: [Flickr](#)

- 20+ partners signed-up
- **Partners increased women's participation by 6 percentage points** in jobs in ~4 years
- **2 industries** (i.e., Flexi-staffing and logistics) **doubled the # of women in jobs from ~121K women to ~274K between 2020 and 2024**<sup>2</sup>

1- <https://www.livemint.com/companies/former-hdfc-employees-set-up-affordable-housing-finance-firm-weaver-services-11722340563630.html>

2- Based on PLFS and ISF reports. Industries considered under Flexi-staffing: Retail, FMCG & FMCD, Logistics & E-Commerce, BFSI and Industrials

# Since 2006, the IM team has worked to build the low-income housing (LIH) industry

	Housing market in 2006	What we did	Housing market in 2018
Industry status	<ul style="list-style-type: none"> <li>• <b>Very few developers</b> building LIH</li> <li>• <b>No housing finance companies (HFCs) lending</b> to informal<sup>1</sup>, low-income customers</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Incubated 2 HFCs</b> to serve informal, low- income customers</li> <li>• Signed up <b>4 developers</b> to pilot LIH</li> </ul>	<ul style="list-style-type: none"> <li>• <b>130+ LIH projects</b> in 23 cities (as of 2013)</li> <li>• <b>22 HFCs</b> lent <b>USD 4.1b</b> in loans to <b>250,000+ LIFs</b></li> </ul>
Knowledge gaps	<ul style="list-style-type: none"> <li>• <b>Credit assessment</b> of informal customers</li> <li>• <b>Demand</b> for LIH</li> <li>• <b>Designing, marketing and identifying land</b> parcels for LIH</li> <li>• <b>Only government banks invited</b> to lend for government housing</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted <b>research across the LIH value chain</b></li> <li>• <b>Developed and piloted new business</b> model</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Business model for informal customers</b> established</li> <li>• <b>Business model for LIH</b> established</li> <li>• <b>HFCs invited to</b> lend to big government housing projects</li> <li>• <i>"We know income bands for various informal jobs"</i> – HFC managers</li> </ul>
Mindset barriers	<ul style="list-style-type: none"> <li>• Low-income families (LIFs): <ul style="list-style-type: none"> <li>– <b>Don't want small flats</b></li> <li>– <b>Won't pay</b> maintenance</li> <li>– Have <b>irregular incomes</b></li> <li>– <b>Inflate incomes</b></li> </ul> </li> <li>• Buildings will become vertical slums</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted <b>3000+ customer interviews</b> to understand needs, aspirations, willingness to pay and challenges to home ownership</li> </ul>	<ul style="list-style-type: none"> <li>• LIFs: <ul style="list-style-type: none"> <li>– <b>Investing in flats:</b> <i>"My flat is an asset for my children"</i></li> <li>– Are <b>responsible, credit worthy customers</b>, as indicated through low NPAs<sup>2</sup></li> </ul> </li> <li>• Government providing <b>5% interest subvention</b> to boost demand</li> </ul>

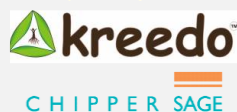
1. No income proof | 2- Non performing assets



# As a result of PIPE<sup>1</sup>, children across 1100+ APSs<sup>2</sup> have access to ABL<sup>3</sup> and have shown a 33% improvement in learning outcomes

## Activities

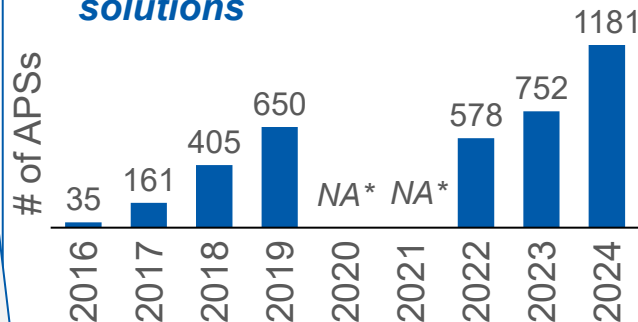
- Identified, convinced and **signed up 9 partners** to serve the APS market



- Developed a **profitable business model** for the APS market
- Published tools, best practices, reports as open-source resources** at [www.fsg.org/pipe](http://www.fsg.org/pipe)

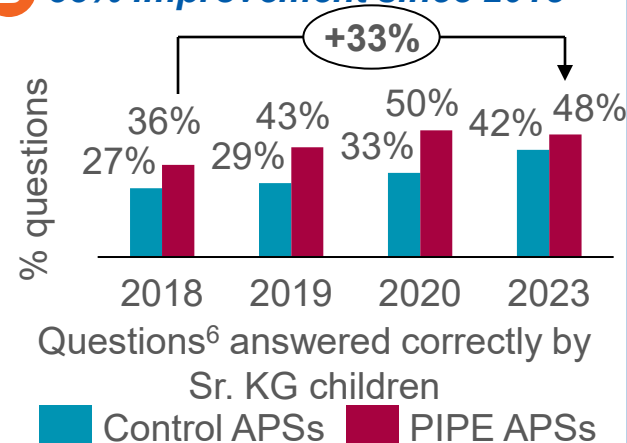
## Impact to date

### A APSs using PIPE partner solutions



\*schools closed due to COVID<sup>4</sup>

### B 33% improvement since 2018<sup>5</sup>



### C Collateral developed



### D Raised awareness with 180+ organizations

**Influenced funders (listed below) to support the APS market**



CENTRAL SQUARE FOUNDATION

1. Program to Improve Private Early Education | 2. Affordable Private Schools | 3. Activity based learning | 4. Schools were physically shut due to COVID-19, and only remote learning products were offered by the partners to APSs during academic years 2020-21 and 2021-22. The PIPE team has been unable to verify children's extent of engagement with these remote learning products due to school closures and COVID travel restrictions | 5 Assessment was conducted by an independent 3rd party | 6. Represent 4 questions that were assessed in 2018, 2019, 2020 and 2023 – a. Can you read the word 'PIN'? b. Can you identify the largest number from a group of numbers? c. Can you count and give 12 sticks out of 20? d. Can you name any 6 animals? Sample sizes: PIPE 2018 (190 children), PIPE 2019 (636 children), PIPE 2020 (492 children) PIPE 2023 (378 children)

# Since 2020, GLOW<sup>1</sup> worked with 2 fast-growing industries to double the number of women in jobs from ~121K to ~274K

## Private sector engagement

Partnered with 20+ companies

**DELHIVERY**

**QUESS**  
WINNING TOGETHER

**zomato**

**labournet**

**FM LOGISTIC**

**2COMS**  
Recruitment • Staffing • Skill Development

**PROMPT PERSONNEL**  
PRIVATE LIMITED

**25 YEARS OF GROWTH**  
SINCE 1997

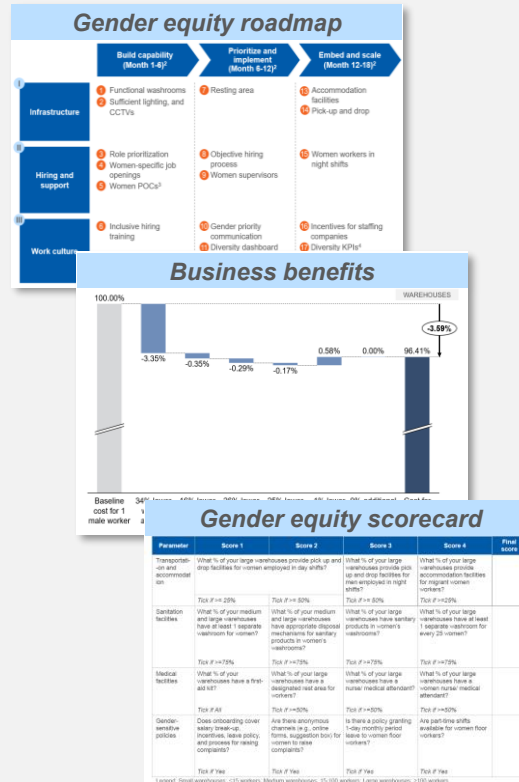


and more...

## Addressed challenges by..

- Demonstrating business benefits of gender diversity (e.g., higher retention)
- Shifting manager's mindset (through data, pilots etc.)
- Upskilling managers to hire and retain women
- Helping leaders set realistic targets
- ...

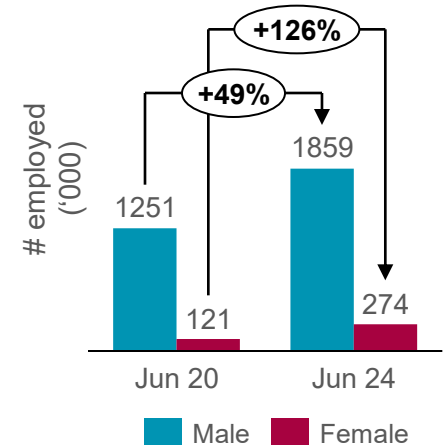
## Industry-specific toolkits



and more...

## Impact

- **153k addition women in jobs in 2 target industries** (logistics, flexi-staffing)<sup>2,3</sup>



- **~20k additional women in jobs across 10+ partner companies**

1- Growing Livelihood Opportunities for Women, 2-Logistics: 1) PLFS report 2020,2021,2022, 2023 and 2024, 2) Industries considered under logistics-warehousing & storage, courier activities and retail sale via mail order houses or via internet | 3-Flexistaffing: 1) Total workforce triangulated from ISF Annual Report- 2021, 2022, 2023 and 2024, 2) Industries considered under Flexi-staffing: Retail, FMCG & FMCD, Logistics & E-Commerce, BFSI, Industrials



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