

The Talent Landscape of Kerala

Unlocking Skills, Jobs & Growth






People. Potential. Progress.

A data-driven view of Kerala's workforce

Exploring Kerala's vast talent pool on LinkedIn



Disclaimer: All data presented in this deck is sourced exclusively from LinkedIn's Economic Graph. Figures reflect LinkedIn member activity and insights and may not represent the entire labor market. LinkedIn Talent Insights data is derived by aggregating profile data voluntarily submitted by LinkedIn members. As such, LinkedIn cannot guarantee the accuracy of LinkedIn Talent Insights data.

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“We are at a stage where we have undertaken the mission to transform Kerala into a knowledge-based innovative society. We are advancing into a new era, achieving digital literacy and more. This is a comprehensive advancement that includes everyone.”

Shri Pinarayi Vijayan
Honorable Chief Minister of Kerala





It is a great privilege to see this talent report, a joint initiative with LinkedIn Learning, come to fruition. In today's dynamic global landscape, human capital is the most valuable asset a state can possess. As Kerala's Finance Minister, I understand that a robust, skilled, and adaptable workforce is the very foundation of our economic growth and long-term prosperity.

This report provides a window into our state's human capital. This report is a testament to the remarkable potential and resilience of our people, and reflection of our unwavering commitment to education as the engine of social progress. This report goes beyond mere demographics to highlight the specific skills that are in high demand and the merging sectors where our youth are making their mark. The report brings interesting insights about the emerging talent hotspots from rural areas in Kerala.

For us, this is more than just a report, it is an economic roadmap. It allows us to strategically invest in educational and skilling programmes that will yield the highest returns, ensuring that our state's financial resources are channelled into building future-ready workforce. By leveraging these insights, we can make informed policy decisions that stimulate job creation, attract investment, and enhance Kerala's reputation as a hub for skilled talent. This initiative is a testament to our government's commitment to data-informed governance, where every policy is designed to maximize social and economic impact.

Our government is dedicated to nurturing a new generation of professionals, who are not just knowledgeable, but also adaptable and globally competitive. We recognise that the future of work is dynamic, and traditional qualifications alone are no longer sufficient. This is why we are actively promoting skill development that complements academic excellence with practical expertise and digital literacy.

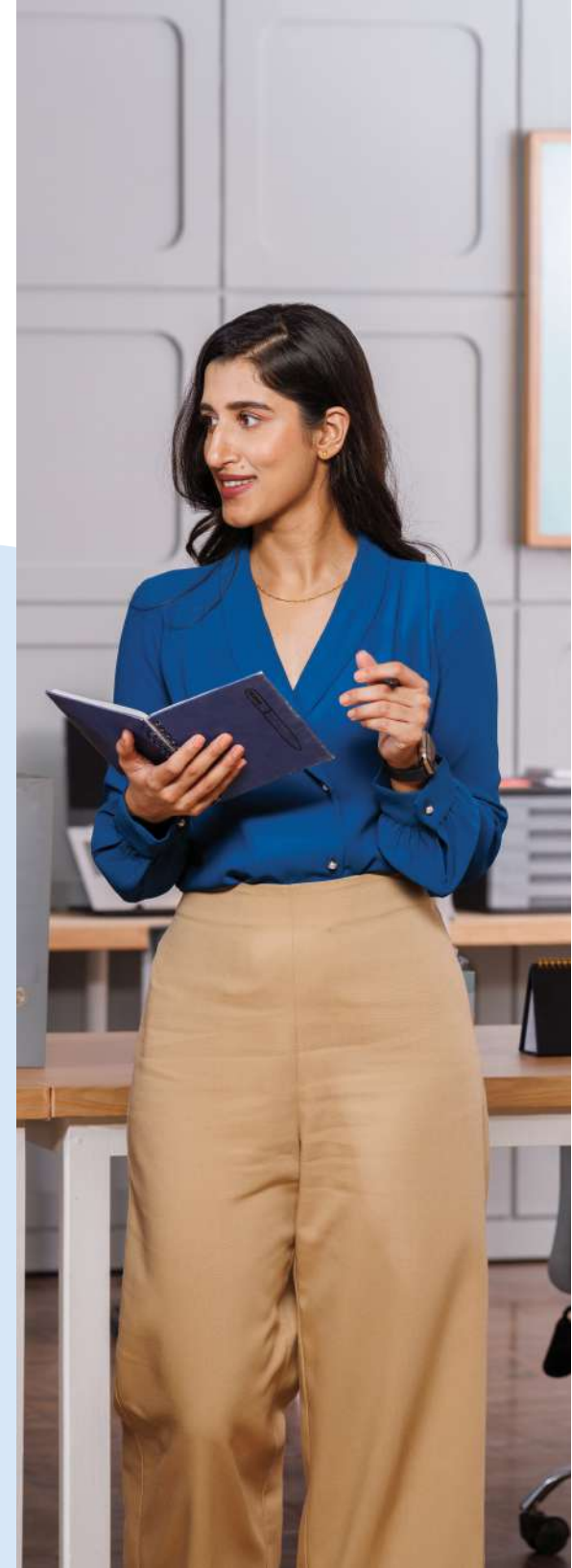
I extend my sincere appreciation to the entire team at LinkedIn Learning for their invaluable partnership with Kerala Development and Innovation Strategic Council. This collaboration reinforces our belief that by investing in our people, we are investing in the most powerful engine of our economy. Let's see this report as a guide to continue nurturing a talent pool that will not only meet the demands of the future but also create it.

Shri K.N. Balagopal
Minister for Finance
Government of Kerala



The LinkedIn Vision

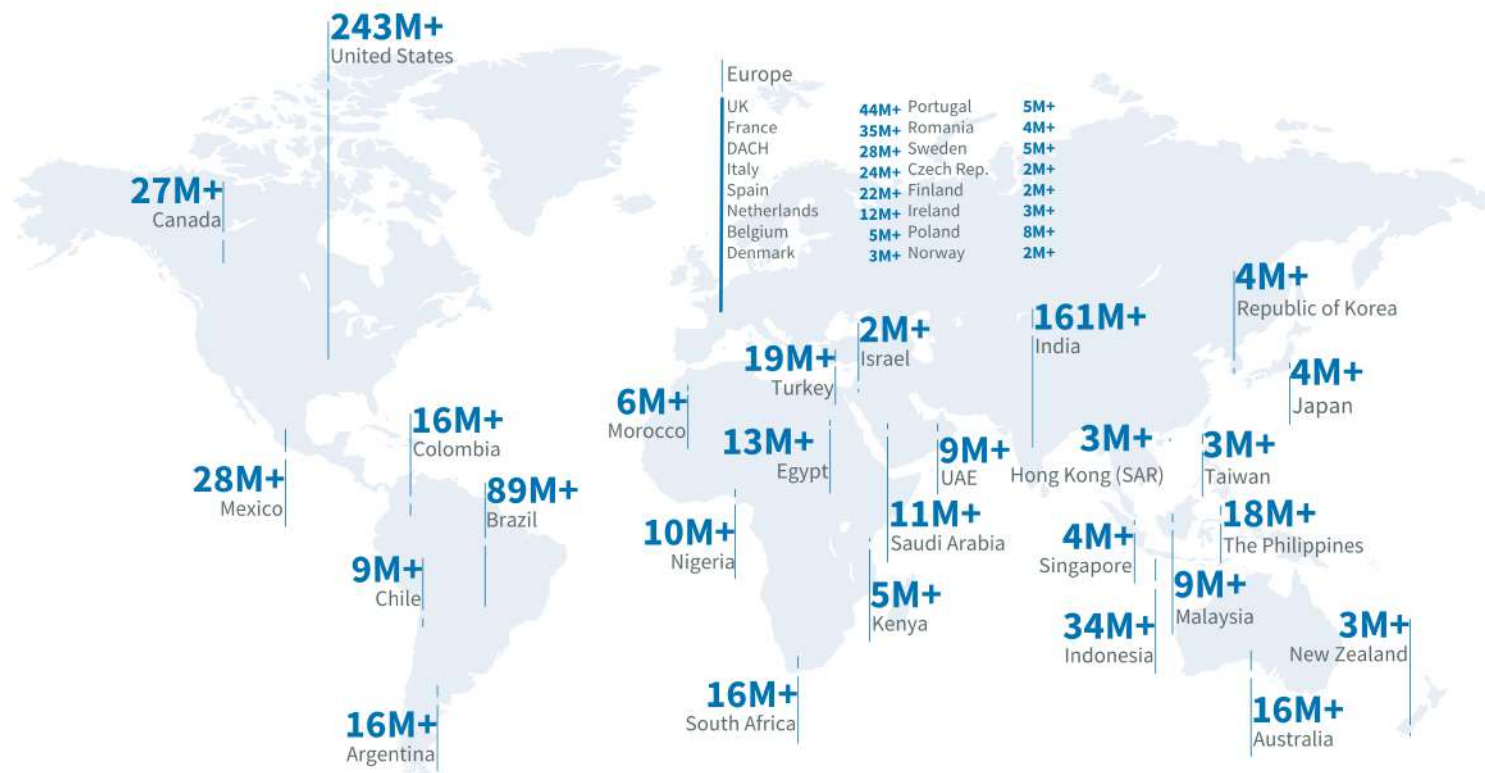
To create economic opportunity
for every member of the global
workforce.



India brims with potential

6 out of 10 LinkedIn members across APAC & ANZ are from India

More than 1.2 billion members in 200 countries and regions worldwide*



*FY25/Q4 Membership: numbers are updated quarterly after Microsoft Earnings

LinkedIn Economic Graph



1.2B

Members



70M

Companies



42K

Skills



141K+

Schools



Spotlight on Kerala

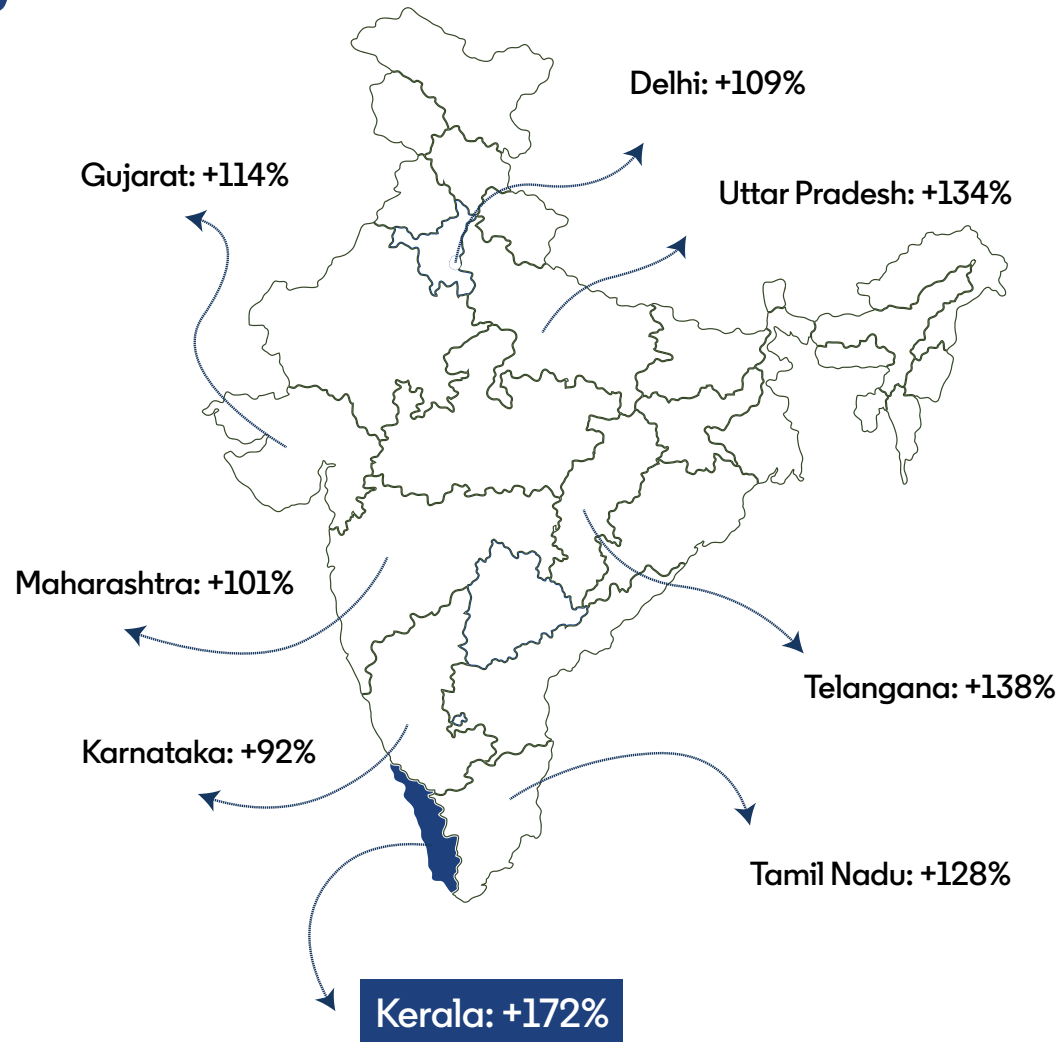
Kerala has the 9th largest talent pool in India that has grown by 172% in last 5 years.



Top states in India by LinkedIn Member Base

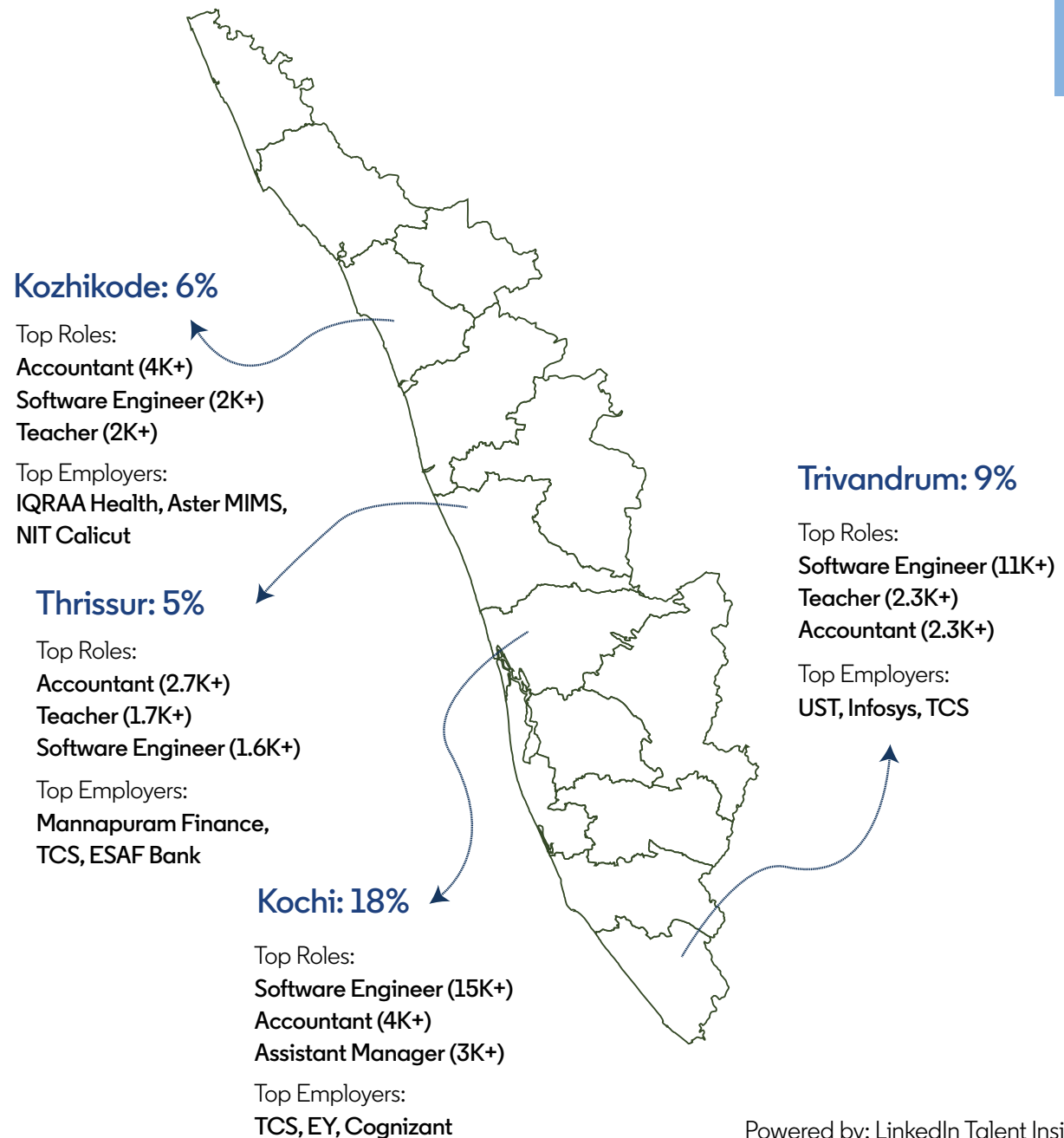
1. Maharashtra
2. Tamil Nadu
3. Karnataka
4. Delhi
5. Uttar Pradesh
6. Telangana
7. Gujarat
8. West Bengal
- 9. Kerala**
10. Andhra Pradesh

Kerala has the 9th largest talent pool in India that has grown by 172% in last 5 years



About ~40% talent hails from just 4 cities alone – Kochi, Trivandrum, Thrissur & Kozhikode

Out of 61K+ Software Engineers in Kerala, nearly ~43% come from Kochi & Trivandrum alone. Also, these top regions have the blend of finance and tech.



While certain locations continue to concentrate talent, others are emerging as promising growth hubs for them



Sales Professionals (143K+ Professionals)

Top Locations:
Kochi, Kozhikode, Trivandrum

Fastest Growing:
Manjeshwara (+6%),
Mannarkkad (+6%),
Palai (+5%)



Finance Professionals (127K+ Professionals)

Top Locations:
Kochi, Kozhikode, Trivandrum

Fastest Growing:
Peermade (+12%),
Erattupetta (+50%),
Palai (+8%)



Software Engineer (61K+ Professionals)

Top Locations:
Kochi, Trivandrum, Kozhikode

Fastest Growing:
Meenachil (+32%),
Irinjalakuda (+27%),
Manjeri (+27%)

Top locations defined by current headcount

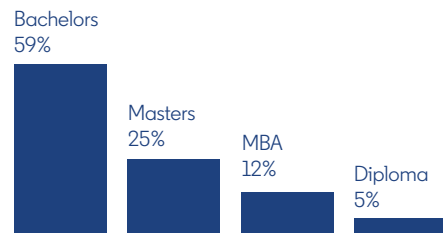
Notes: Growth % = % growth in professionals recorded over past 12 months

Powered by: LinkedIn Talent Insights

Demographic DNA: Mapping Kerala's Member Population

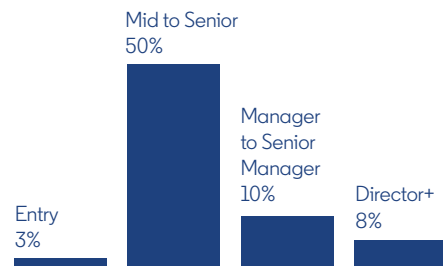
DEGREES

Bachelor's and Master's make up a significant portion of the students' demographic



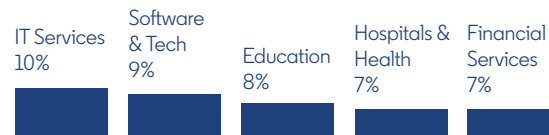
EXPERIENCE

Mid to Senior Level professionals constitute the largest factor of demographic



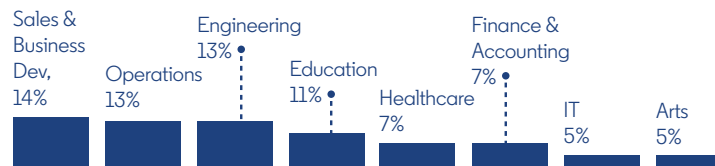
INDUSTRIES

IT Services is one of the leading employers for Kerala's LinkedIn professional members



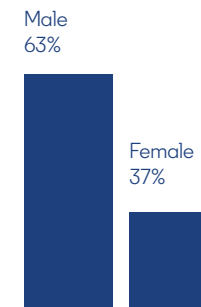
PROFESSIONALS

Operations and Engineering lead in employment sectors



DIVERSITY

Gender representation in Kerala is well above India average of 30%



Migrating back: Talent Repatriation Drivers for Kerala

Local Career Opportunities

Returning for jobs in Kerala's growing sectors like IT parks (Kochi, Thiruvananthapuram), healthcare, tourism, and education.

Entrepreneurship & Investment

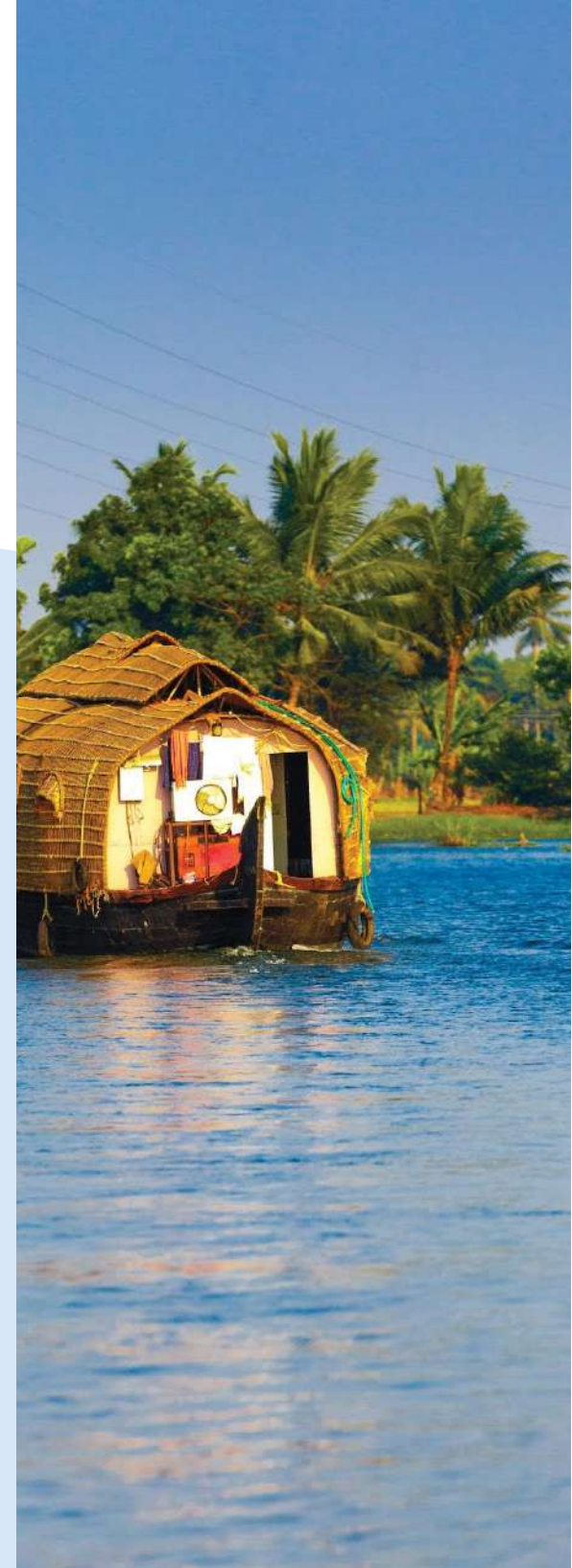
Moving back to start businesses, tap into Kerala's consumer market, or manage family enterprises.

Work-Life Balance

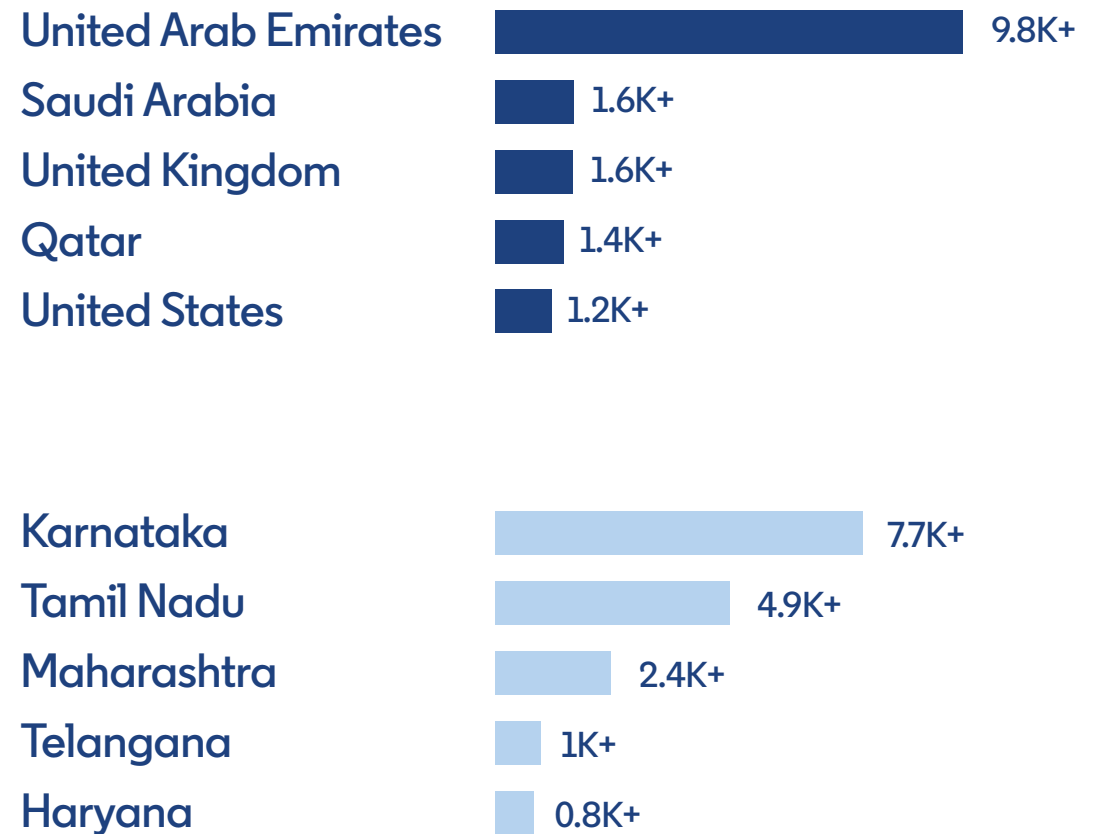
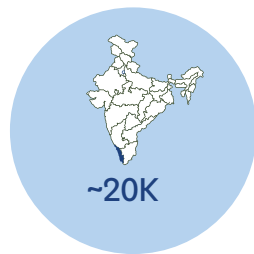
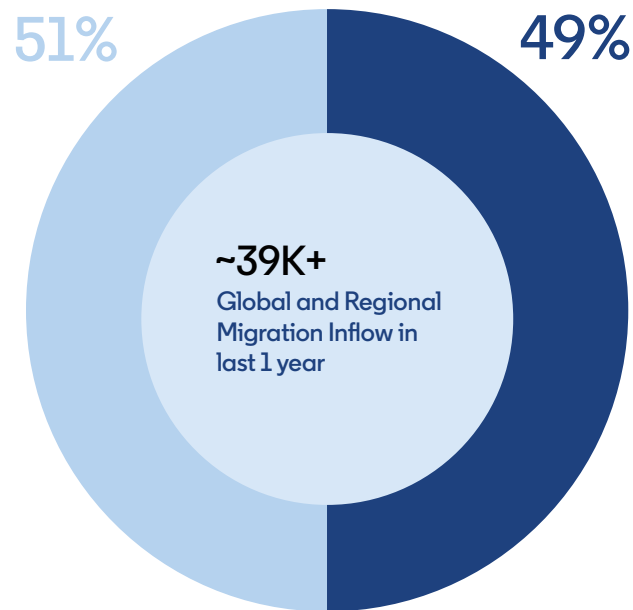
Choosing Kerala for a mix of stable employment, proximity to family, and a more balanced lifestyle compared to high-pressure metros or overseas jobs.



K-DISC
Kerala Development and Innovation
Strategic Council

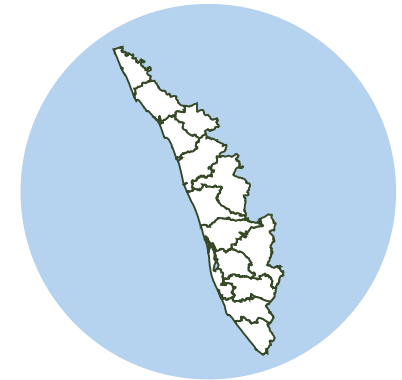


With different talent moving in from global and regional locations



Around 52% of global migration originates from the UAE, while Karnataka accounts for 38% of regional migration

While regional engineering migrations are more focused on tech, the global migration inflow enables other field industries like Civil and Mechanical too



Global

Engineering

Team Lead Technical Lead Senior Engineer Software Analyst Cyber Security Specialist
Graduate Engineering Trainee Data Science Intern Information Technology Specialist
Quality Assurance Engineer Engineer Information Technology Consultant
Head of Information Technology Cyber Security Analyst
Mechanical Engineer Project Engineer
Developer Information Technology Analyst
Senior
Software Engineer
Electrical Engineer Mechanical Technician
Network Engineer Technical Support Engineer Engineer Intern
Civil Engineer Data Analyst
System Administrator Software Engineering Specialist Technical Support Specialist
Interface Specialist Software Quality Assurance Analyst Information Technology Architect
Data Scientist Junior Engineer Test Engineer Assistant Engineer Technician

Service

Customer Service Specialist Analyst Head of Marketing
Administrative Assistant Accounting Associate Animator
Business Development Manager Head of Business Development Chef
Head of Business Management Intern Architect
Marketing Specialist Rehabilitation Therapist
Human Resources Manager Medical Doctor
Student Graphic Designer Writer
Salesperson Marketing Manager Pharmacist
Account Manager Researcher
Consultant Financial Analyst
Videographer Founder Member
Teacher Owner Nurse Sales Executive Medical Technician
Sales Manager Professor Recruiter
Project Manager Accountant
General Manager Head of Human Resources
Mental Health Practitioner Human Resources Specialist
User Experience Designer Business Strategy Analyst
Customer Service Representative Senior Consultant

Regional

Engineering

Data Scientist Head of Software Engineering Cyber Security Engineer Technical Consultant
System Administrator Technical Support Technician Technology Lead Quality Assurance Engineer
Technical Support Specialist Cyber Security Analyst Network Engineer Team Lead
Technical Support Engineer Project Engineer
Information Technology Analyst Data Analyst
Electrical Engineer
Software Engineer
Mechanical Engineer Engineer
Civil Engineer Mechanical Technician
Head of Information Technology Information Technology Consultant
Technician Software Engineering Specialist Information Technology Specialist
Administrator Interface Specialist Data Management Specialist Data Science Intern Software Quality Assurance Analyst

Service

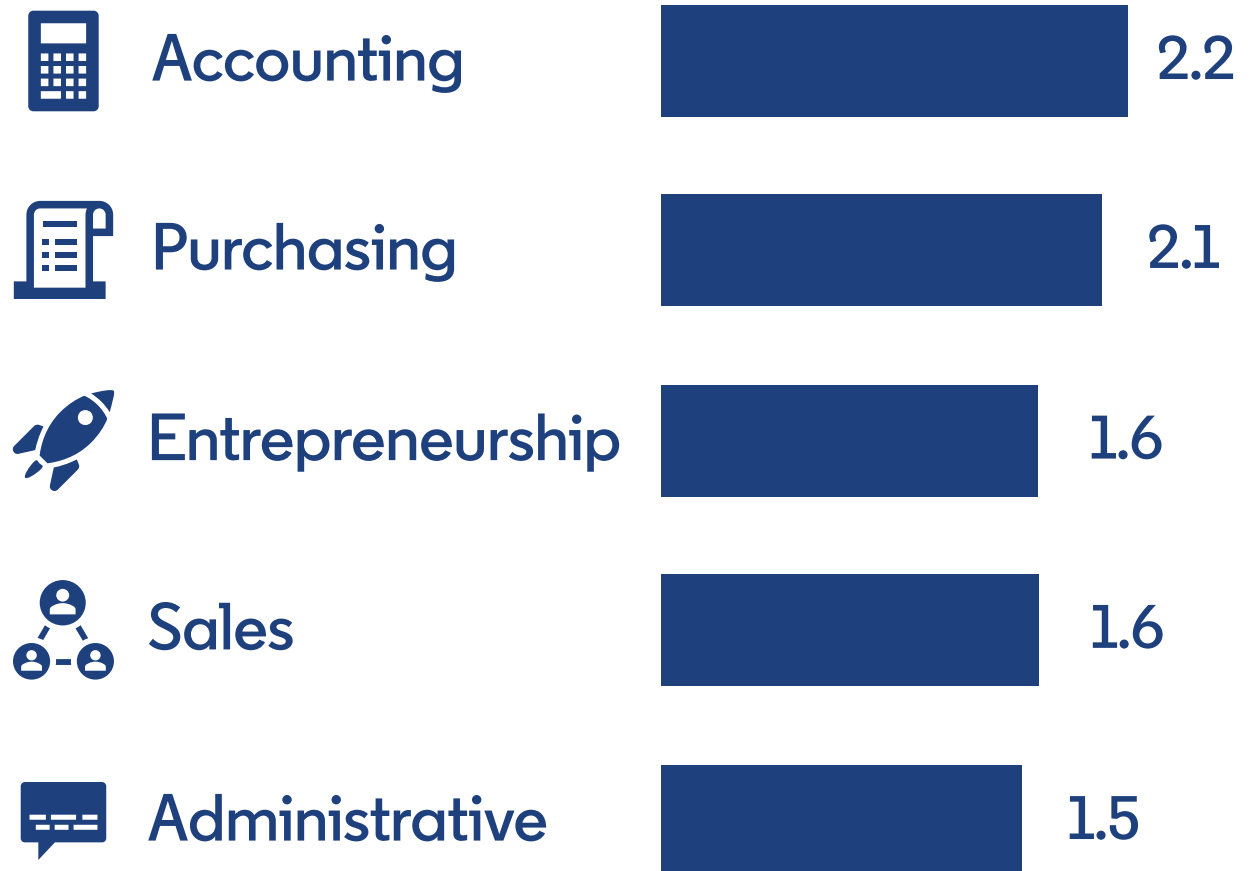
Head of Retail Supply Chain Manager Supply Chain Specialist
Founder Accounting Associate Account Executive
Customer Service Representative Head of Business Development
Administrative Assistant Human Resources Specialist
Videographer Head of Business Management Pharmacist
Sales Specialist Human Resources Manager
Consultant Head of Sales Driver
Chef Marketing Manager Nurse
Owner General Manager
Architect Salesperson Student
Professor Accountant Medical Clerk
Supply Chain Coordinator Intern
Sales Executive Project Manager Writer
Teacher Marketing Specialist
Business Development Manager Account Manager
Sales Manager Environment, Health and Safety Manager
Head of Supply Chain Management Head of Human Resources
Interior Designer Head of Marketing Operations Manager
Head of Customer Service Customer Service Specialist Business Strategy Analyst

Global Dominant Functions

Global-over-India functions, ranked by Global/India ratio

The dominance of business operations roles: Accounting, Purchasing, Entrepreneurship highlight how global returnees are bringing organizational and commercial expertise back home. Example- Global inflow in Accounting is twice that of India.

This is why, Kerala's inbound talent is a great mix of global returnees that strengthen the business core..



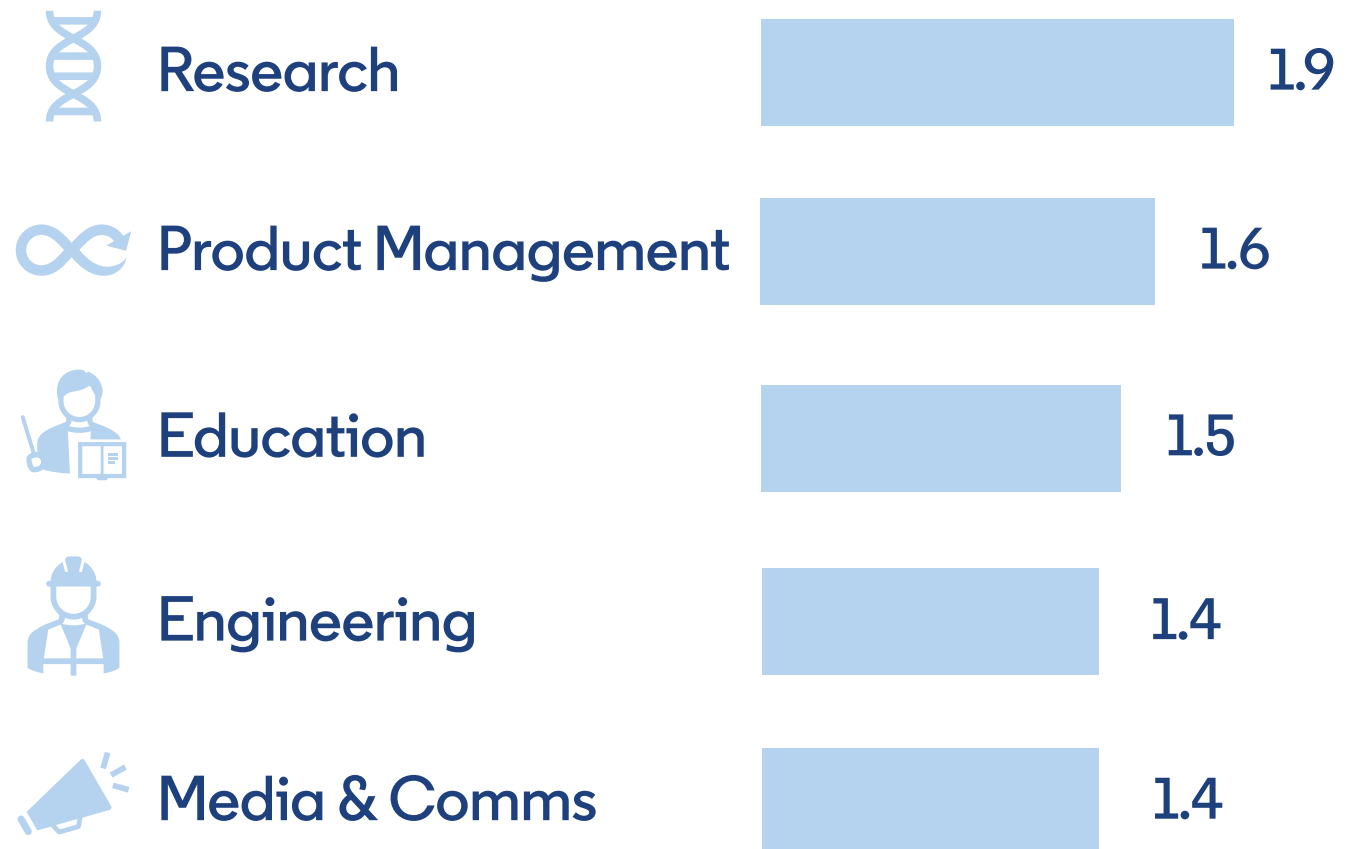
Methodology: Global and regional inflows were ratio-compared to highlight functions disproportionately dominant at each level. Top 5 functions are shown.

Regional Dominant Functions

India-over-Global functions,
ranked by India/Global ratio

Here, we are looking at functions where domestic inflow into Kerala outweighs the global inflow. These are led by Research, Product Management, Education, Engineering. This reflects the influx of innovation-driven and delivery-focused talent from across India's metros into Kerala.

..while domestic arrivals fuel innovation creating a market ripe for both startups and scale-ups.

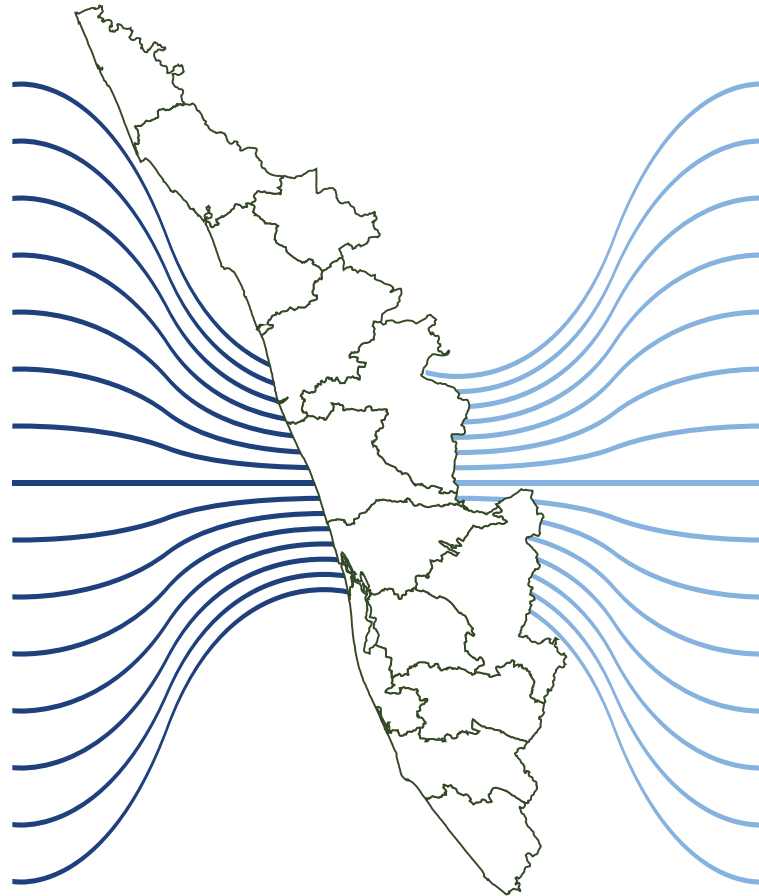


Methodology: Global and regional inflows were ratio-compared to highlight functions disproportionately dominant at each level. Top 5 functions are shown.

Two Skill Streams Powering Kerala's Growth

Global

- Cash Flow
- Administrative Assistance
- Cash Management
- Executive Office Administration
- Inventory Control
- Bookkeeping
- Construction Site Inspections
- MEP
- Data Entry
- Construction
- Preventive Maintenance
- Corporate Tax
- Project Estimation
- Site Management
- Records Management



Regional

- Data Structures
- React.js
- Express.js
- Redux.js
- PostgreSQL
- Deep Learning
- Algorithms
- Machine Learning
- Internet of Things (IoT)
- Creative Writing
- TensorFlow
- SIEM
- CATIA
- Biochemistry
- 3D Animation

Together, these two flows create a complementary talent pool. Global returnees reinforcing Kerala's business & finance backbone, and domestic movers fueling its technical engine. This blend is what makes Kerala's talent market uniquely ripe for both startups and established companies looking to grow here.

Kerala's Skill Development



Skilling Up in Kerala

K-DISC

K-DISC focuses on creating a skilled workforce by providing training in digital skills and enhancing employability.

Program Enrollment Increase

Statistics indicate a significant rise in the number of people enrolling in upskilling programs, highlighting the growing demand for skill development.

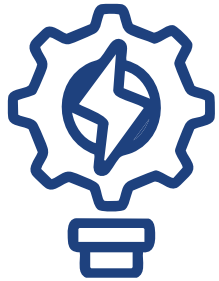
Economic Impact

The upskilling programs have led to improved employability and economic growth in Kerala, contributing to the overall development of the region.



39%

of core job skills will
change or become
outdated by 2030



THE TRANSFORMATION OF JOB SKILLS

Source: WEF Jobs Report 2025

Macro drivers of changes:



Technological
Shift



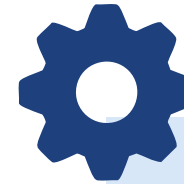
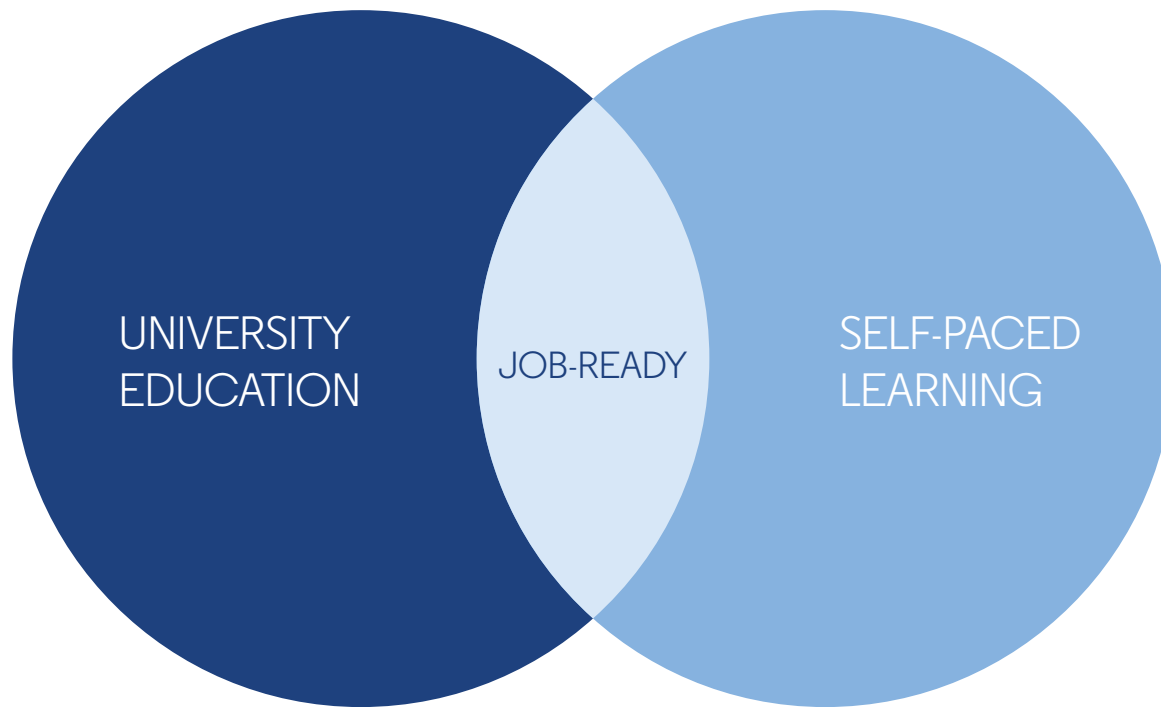
Green
Transition



Artificial
Intelligence

Skills are the New Degree

Key tenets of upskilling today



In today's dynamic job market, the intersection of formal education and self-paced learning creates agile, job-ready talent. Individuals who not only hold degrees but also demonstrate real-world skills, adaptability, and continuous learning mindset that employers value most.

K-DISC's Upskilling Push is Shaping Kerala's Knowledge Economy

Reviewing K-DISC's learning, skills learners have learnt via K-DISC + LinkedIn Learning:

Advanced Digital Skills

(such as AI, Python, AI, Javascript)

Industry-Specific Skills

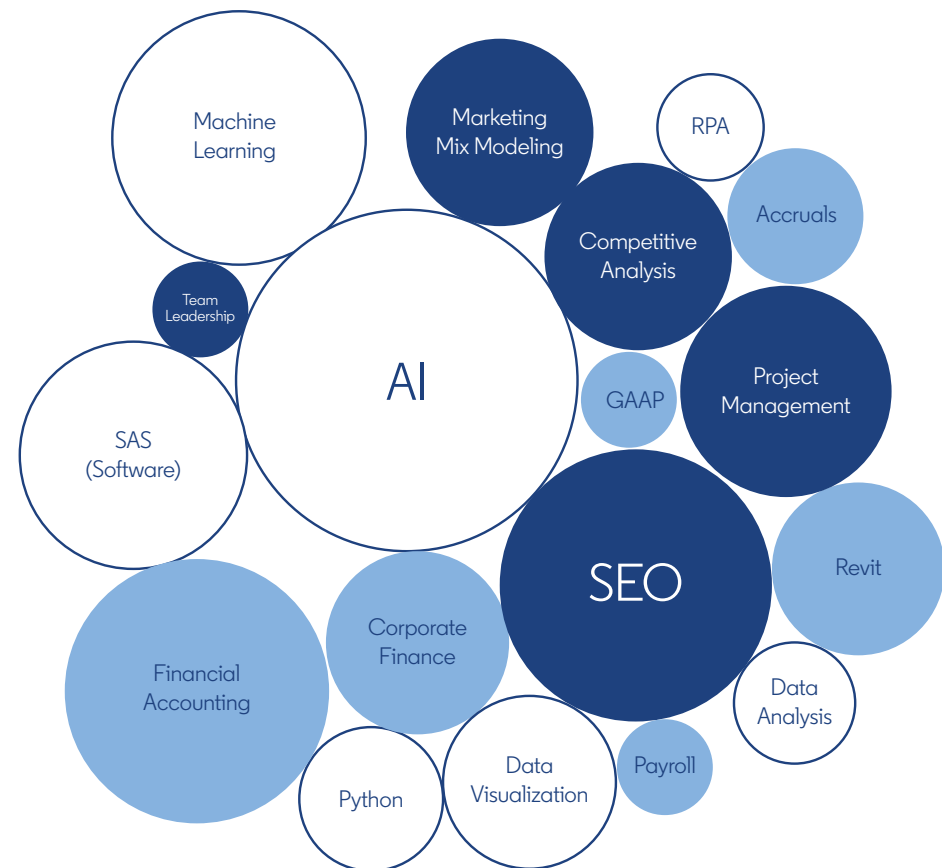
(such as SAP, Revit, and AutoCAD)

Soft and Business Skills

(such as Leadership, Change Management and Project Management)

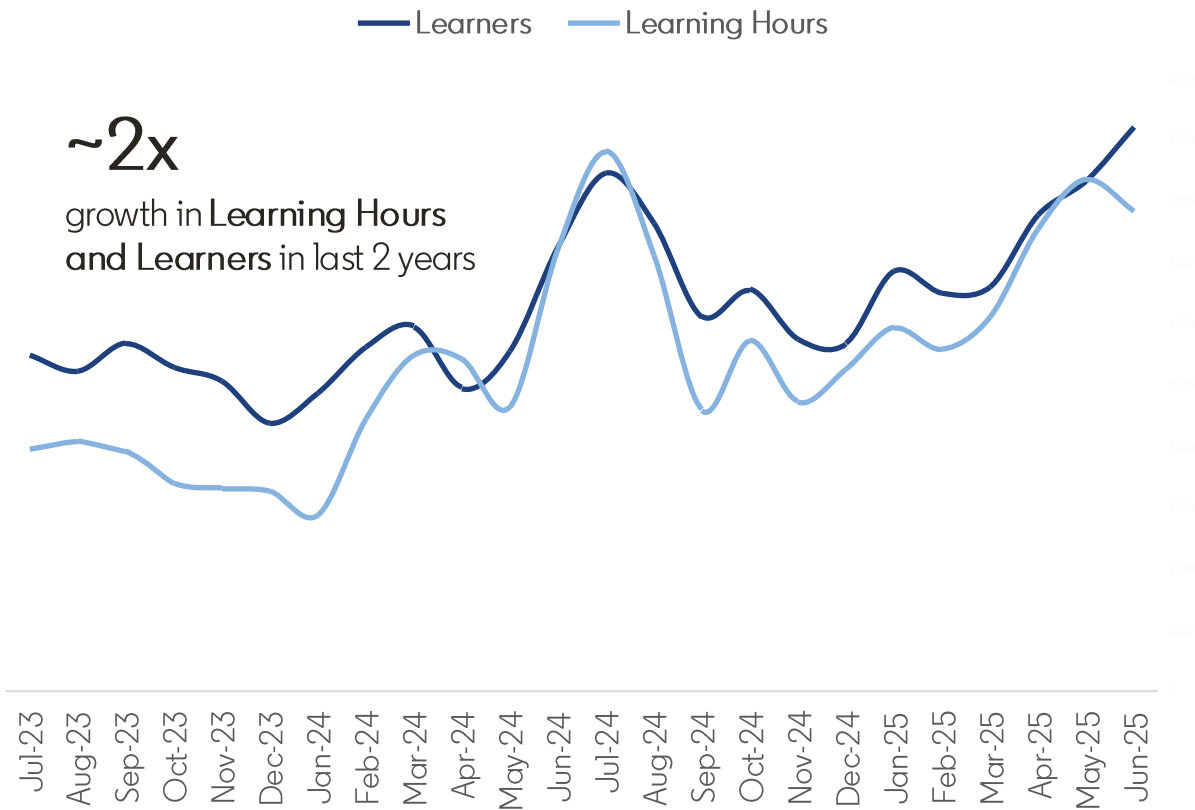
Skills based on Completions in the last 12 months (Jul '24 – Jun '25) by K-DISC Enterprise Learners—i.e., learners with a LinkedIn Learning license

Top Skills learnt by students via K-DISC + LinkedIn Learning





Additionally, Overall Learning & Upskilling in Kerala



Source: LinkedIn Learning Consumer User Data for Kerala

Skills in focus in the last 12 months of learning:

Artificial Intelligence

AI for Business
Generative AI
Generative AI Tools
ChatGPT

Business Skills

Project Management
Career Management
Productivity Improvement
Digital Marketing

Finance

Financial Planning
Algorithmic Trading
Risk Management
Personal Finance

Healthcare

Healthcare Analytics
Healthcare IT
HIPPA
Standards Compliance

Based on # of Learners in the last 12 months

A Workforce Transformed: Workforce capabilities are shifting toward modern tech adoption, tighter compliance, and in-house growth execution, while legacy processes steadily recede.

What's New in 2025 vs 2020:

Analytical Skills, Data Analysis → Growing demand for data-driven decision-making. Financial Analysis, Financial Accounting, Tally ERP → Stronger focus on financial rigor and business efficiency. HTML5, Human Resources (HR) → Modern web standards and strategic HR functions gain prominence.

Phasing out

jQuery, Requirements Analysis, New Business Development, Linux, C# → Legacy tech and traditional business/process roles decline as priorities shift.

Key Trends

Stronger emphasis on analytics and finance, modernization of tech stacks, and rising value placed on strategic people management.

Based on Kerala LinkedIn Members adding the skill on LinkedIn. Certain skills with disproportionately high representation were excluded to ensure balanced visibility of broader trends.

Top skills 2020

SQL
JavaScript
C++
C (Programming Language)
Java
Adobe Photoshop
AutoCAD
jQuery
Microsoft SQL Server
Business Analysis
PHP
Sales Management
CRM
Accounting
Requirements Analysis
Python
Linux
New Business Development
C#
Operations Management

Top skills 2025

Analytical Skills (NEW!)
Accounting (NEW!)
Python (NEW!)
SQL
JavaScript
Data Analysis (NEW!)
Adobe Photoshop
AutoCAD
C (Programming Language)
Java
C++
CRM
Business Analysis
Financial Analysis
Operations Management
Tally ERP
Financial Accounting
HTML5
Sales Management
Human Resources (HR)

Degrees Stayed Static, Skills Didn't: How the Talent Market Evolved

1

Data & Analytics Dominate:

Analytical Skills and Data Analysis rise to the top, reflecting the growing centrality of data-driven decision-making across sectors.

2

Financial Acumen Expands:

Accounting, Financial Analysis, and Financial Accounting gain prominence, signaling tighter governance and business efficiency focus.

3

Modern Tech Stacks Replace Legacy:

Git, React.js, and Bootstrap emerge while older tools like jQuery, PHP, XML, and Web Services phase out, showcasing a shift to modern development practices.

4

People & Brand Skills Strengthen:

Human Resources, Digital Marketing, and Social Media Marketing surge, underscoring the importance of talent strategy and digital presence.

By mapping India's top hiring industries against Kerala's current talent distribution, we can identify where the state is well-positioned and where untapped opportunities for alignment and growth remain.

Top hiring industry in India (Current) vs. talentpool in Kerala

Manufacturing	Financial	Technology	Research
Pharmaceutical 15K+	Banking 67K+	Software Tech 73K+	Research Services 17K+
Automation Machinery 5K+	Financial Services 31K+	Information & Media 35K+	Biotechnology 7K+
Semiconductor 2K+	Capital Markets 3K+	Telecommunications 26K+	Market Research 2K+
Motor Vehicle 42K+	Insurance 9K+	Information Services 18K+	Space Research 700+
Industrial Machinery 17K+	Credit Intermediation 4K+	Internet Marketplace 1K+	Nanotechnology 190+
Electronics 33K+	Investment Management 4K+	Investment Management 4K+	
Medical Equipment 8K+	Securities & Exchange 1K+	Movies & Videos 16K+	
Aerospace 4K+	Venture Capital 1K+	Computer Games 2K+	
Chemical 31K+	International Trade 3K+	Data Infra & Analytics 800+	
Machinery 33K+	Investment Banking 500+	Social Networking 350+	

*Top hiring industry defined by # of jobs currently active in India on LinkedIn Platform

*Talent Pool in Kerala is defined as professionals working in the respective industry in Kerala

Powered by: LinkedIn Talent Insights

**“The best way
to predict the
future is to
create it.”**

Peter Drucker

Father of Modern
Management



In Summary

Kerala's Workforce: Entering the Next Strategic Phase of Skilling and Employment

Kerala's Talent Pool: Rapid Growth & Strategic Diversity

- Kerala's LinkedIn member base has grown 172% in the last 5 years, now ranking 9th in India. Nearly 40% of talent is concentrated in Kochi, Trivandrum, Thrissur, and Kozhikode, with software engineers, accountants, and teachers as top roles.
- Mid to senior-level professionals dominate, and gender diversity is strong (37% female vs. India's 30% average).

Migration & Talent Repatriation: Kerala's Global Edge

- Kerala attracts talent returning from the Middle East and other global hubs, bringing business acumen and entrepreneurial energy. Global returnees strengthen finance and business functions, while domestic migration fuels innovation and tech growth.
- 52% of global migration inflow comes from the UAE, and Karnataka leads regional migration.

Skill Development: Kerala's Upskilling Revolution

- According to WEF jobs report, 39% of core job skills will change or become outdated by 2030, with AI, data analysis, and financial skills rising in importance.
- Programs like K-DISC and the Kerala Knowledge Economy Mission have driven a surge in digital skills and other specialized industry skills.

Industry Alignment: Opportunities & Gaps

- Kerala's workforce is well-aligned with India's top hiring sectors: IT services, finance, healthcare, and manufacturing. However, there are untapped opportunities in emerging fields like biotech, automation, and advanced analytics.



As we enter an era of knowledge economy, education and skill development are going to drive competitiveness of any state. Since the state formation, State of Kerala has been investing extensively on education and skill development. I am delighted to learn that LinkedIn Learning is publishing a Talent Report for the State of Kerala in partnership with Kerala Development and Innovation Strategic Council. This talent reports offers a data-driven and dynamic view of Kerala's talent landscape, powered by unique insights from LinkedIn's platform. This initiative marks a significant step forward in our mission to transform the state into a knowledge economy and align Kerala's youth with the needs of the modern workforce. This report is a testament to the remarkable potential of our youth and the significant strides we are making in higher education.

For decades, Kerala has been a leader in human development, and our higher education system is the corner stone of this success. By leveraging LinkedIn data, we are now able to see beyond traditional metrics. It provides a data-driven insight into the strength of our talent pool and highlights areas where we can further initiatives in higher education with the evolving needs of the job market.

This insight will enable us to be more responsive and strategic in our educational planning. Our goal is to create a symbiotic relationship between our institutions and the job market, transforming our graduates into the innovators and leaders of tomorrow.

I extend my sincere appreciation to the entire team at LinkedIn for their partnership in this endeavour. This collaboration is a testament to our commitment to a data-informed approach to higher education. Together we can ensure that Kerala's talent continues to drive innovation and prosperity, both within our state and across the globe.

Dr. K.M. Abraham
Executive Vice Chairman
Kerala Development and Innovation Strategic Council





Thank You

LinkedIn

