

“A Study Of Practices Of Select It & Bpo Companies To Leverage On Skills Of People With Disabilities”: - A Review Of Literature (2000 -2016)

Mrs. Kavita Mishra Pandey, : Dr. Aruna Deshpande

Placement Officer & Ph.D. Student Alkesh Dinesh Mody Institute For Financial And Management Studies
University Of Mumbai, Associate Professor & Ph. D. Research Supervisor Alkesh Dinesh Mody Institute For
Financial And Management Studies University Of Mumbai,

Abstract: The Significance Of Employment Of People With Disabilities Has Gained Interest Among Corporates. The Successful Inclusion Of People With Disabilities In The Employment Setting Depends On The Organizational Practices And Perspectives Towards Their Inclusion In Mainstream Employment.

This Review Of Literature Examines Is An Attempt To Study The Practices Of Select IT & BPO Companies To Leverage On Skills Of People With Disabilities Post-2000.

The Researcher Will Use The Electronic Database To Trace The Relevant Articles, Thesis, Literature, News Items And Other Sources Like Government Gazettes, Companies Manuals, Etc. Which Indicates The Organizational Practices In IT & BPO Companies For The Employment Of People With Disabilities. A Number Of Factors Including Types Of Disabilities, Available Job Offers, Changes In Physical Resources And HR Policies And Practices Affecting Their Employment Will Be Identified And Discussed.

Keywords: Employer, Employment, Organizational Practices, IT & BPO Companies, Skills, People With Disabilities.

I. Introduction

People With Disability Comprise 1/5th Or 1/6th Of The World's Population. In Spite Of Facing Lots Of Social, And Economic Vulnerabilities, They Are Making Their Way Relentlessly To Come In Mainstream Employment. There Is A Need To Think About Them Not From Societal But From Economy Perspective As Well Because The Demographic Dividend Which India Has Currently, Is Very Soon Going To Be The Ageing Population. Bringing People With Disability As A Workforce In Business Organization, Will Definitely Useful To Nation And Business.

But, As Per India **Census 2011**, 26.8 Million People In India Were Categorized As “Person With Disabilities (PWD) Which Means 2.21 % Are Under This Category. These Figure Covering All Eight Types Of Disability Which Have Been Enumerated In The List. The Disability Category Is: Sight (18.8%), Hearing (18.9%), Speech (7.5%), Movement (20.3%), Mental Retardation (5.6%), Mental Illness (2.7%), Multiple Disabilities (7.9 %) And Any Other (18.4 %).

The Disability Pattern Differs By Age, Gender, States And Types Of Impairment. The Literacy Level Is Low Across All Types Of Literacy And Illiteracy Is Estimated Around 53 % Against 35 % In The General Population. Even The Literate Pwds, Get A Chance To Complete Primary Education Widely And Secondary Education Rarely. The Unemployment Rate Is Proportionally Very Higher As Compared To General Population. Around 65 % To 70 % Of Pwds Are Out Of The Labour Force. Out Of 26.8 Million Of Disable Population In India, Around 15.7 Million Are In The Age Group Of 15-59 % Which May Be Considered As An Official Age For Participation In The Workforce. Out Of This Numbers, Roughly 5.8 Million Are Employed As Main Workers And The Rest Are Marginal Workers. In Order To Bring Them Into Mainstream Employment, The Government Of India Has Initiated A Number Of Skilled Formulation Initiative And Advice To Private And Public Sectors To Leverage The Ability Of Disability. Some Of The Key Provision Of This Act Is As Follows:-

- 3% Of All Categories Of Jobs In The Government IT-BPM Were Reserved For Disabled Persons.
- Employment Incentives In Terms Of 'EPF Refund' For Private Companies Who Had >5% Of Their Workforce Comprising Of People With Disability.
- New 'Disability Commissioner' Was Appointment For Each State. Prior To The Act, This Roles Was Included With The 'Women And Child Health Commissioner'

It Is Very Sad To Note That Despite The Recent Economic Trend And Global Market Conditions, The Global Minority Is Marginalised And Face Discrimination On Grounds Of Disability In Employment Prospects.

(The World Bank Report, 2009). People With Disabilities Face Several Challenges In Accessing Labour Market And Workplace Disparities. (Echevin, 2013, ILO Report 2011).

The Reasons Are As Follows:-

- Lack Of Education (Echevin 2013)
- Training (Schur 2009)
- Lack Of Financial Resources And Workplace Accommodation (ILO Report 2010)
- Employer’s Attitudes And Perceptions Towards Disabled People (Youth4Jobs BCG Report 2015, Chima 2001, Zapella And Dovigo 2014)

Several Research And Case Studies Have Proved That Productivity Of Company Improves If They Involve People With Disabilities As They Are Found To Be More Committed, Hard- Working And Regular. As Per The NASSCOM Study 2016, The **Indian Information Technology & Business Process Outsourcing (IT & BPO)** Sectors Are The 4th Largest Private Employer In India. It Has Approximately Around 3.7 Million Employees And Every Year, It Generates Indirect Employment For More Than 10 Million Employees. It Is A Fastest Growing Economy And Given A Rise To Challenging Job-Opportunities And Roles To Diverse Workforce From All Strata Of Society Across The Globe. These Two Sectors Are One Of The Most Attractive Workplace For Young Minds As A Viable Career Options Irrespective Of Disability, Gender And Locations. The Organizations Of These Sectors Have Emerged As One Of The Potential And Pioneer Organizations For The Inclusion Of Pwds. However, Pwds Representative In This Sectors Are Less Than 1 % Which Encourage The Stakeholders To Implement Progressive Measure In This Space.

Therefore, The Objective Of Research Paper Is Review The Available Literature About The Organizational Proactive Initiated Or Undertaken By IT And BPO Sectors For Employment Of People With Disabilities.

The Inclusion Of People With Disabilities Has Many Advantages In Corporates Such As:-

- Bring Success To An Organisation (Samant 2009)
- Develop Sustainable Competitive Advantage To The Business Of An Organisation Who Employs Person With Disabilities (ILO Report 2010)
- Company Recognition As An Inclusive, Supportive And Disabled Friendly Environment)
- Empowering Disabled At Workplace To Ensure Organisational Success (ILO Report 2010)
- Brings Positive Changes In The Minds And Attitudes Among Employees At Workplace (WHO, 2011)

II. Research Gaps:-

There Are Lots Of Literature Available Which Pertains To General Attitudes In The Organizational Context (Popovich 2003) But Very Little Literature Focus On Employment Experiences Of Pwds Or Their Needs And Demands Of Employers (McFarlin 1991) In IT & BPO Sectors. There Is Also A Dearth Of Availability Of Integrative Review On The Personal And Contextual Factors Impacting Employer’s Perspectives Towards Pwds Talent Pool. In Short, The Available Literature Has A Very Limited Information A Focus Related With Stigmatized Attitude And Perceptions; Internal Organizational Policies And Issues And Practice Of Disability Management.

Research Method:-

The Study Will Make A Review Of Literature In The Field Of HRM, Management, Economics, Psychology, Occupational Health Etc. Though, It Is Not An Exhaustive Research (Community And Ethnicity Research Is Excluded), It Will Offer A Comprehensive Research Which Will Reflect The Organizational Practices For The Inclusion Of Pwds In IT & BPO Sectors.

The Focus Of Reviewing Literature From The Period 2000 To 2016 In Published Case Study, Company Reports, Research Papers, Articles, Documents, Government Reports Etc.

Factors Which Influence Employer’s Perspectives To Bring Changes In Their Organizational Policies In IT & BPO Sectors Towards Pwds:-

Nasscomstudy On “Making Diversity Work (2016)” Explains That Multiplicity Of Thoughts; Ideas And Background Add Meaning To Society. However, It May Also Lead To Disturbances, Due To Generation Of Multiple Identities. Different Backgrounds, Approaches And Viewpoints May Lead To Better Outcomes. Most Organizations In IT-BPO Sectors Have A Diverse Workforce. Managing Their Expectations And Keeping Them Engaged Requires Setting Up Inclusive Organizational Practices Where No One Should Be Identified As Advantaged Or Disadvantaged. The Organization Should Create An Environment Where “We” Means Everyone. The Indian IT-BPO Sectors Are Continuously Becoming Diverse In Terms Of Socio-Economic Background Of Their Employees, Linguistic, Multinationals And Regional Backgrounds Etc.

Arindam Bhattacharya, Sameer Agrawal And Meera Shenoy (2015), Identified That There Are Six Practices For Employment Of Pwds Which Creates A Sustainable Environment For Employment Of Pwds. They Are Vision Sponsored By CEO/Board, Organization Responsibility, Organization Sensitization, Workplace Adaptations, Specialized Recruitment And Training And Lastly Recognition, Rewards And Celebrations. The

Study Also States That There Should Be An Explicit Communication Channels To Be Established Which Will Help Them To Voice Their Concerns Easily.

America India Foundation, New Delhi (2014) Study Specified In A Detailed Way From Employer And Employee Perspective And Benefits To Hire Pwd In The Private IT-BPM Organization. This Study Proves That An Organization Who Employ Pwds In Their Organization, Always Have A Positive Image In Society And Among Their Stakeholders. In This Study, 105 Companies In Private IT-BPM Have Been Covered Including Hotel, Hospitality, Manufacturing, IT-BPM IT-Bpms And Many Others. This Report Also Substantiate That Those Organization That Have Employed Pwds In Their Companies, Have Made A Consistent And Systematic Efforts From Top Management To Collaborating Partner Organization For Building The Skills Among Them.

The Study Of America India Foundation Proves The View Of **Huang And Chen 2015, Weigand 2008** Which States That Employers Always Repeat Their Experiences For Hiring Pwds. Their Positive Or Negative Experiences Influence Them To Make Changes In Their Organizational Policies For Pwds Employment. For E.G. **Vindhya E-Infomedia** Has A Number Of Employees Around 1,200 Places Across 130 Customer Locations Pan India Out Of Which 60 To 65 % Of Their Workforce Is Pwds. The Types Of Disability Which They Employ Are Locomotors Impairment, Partial/Full Visual Impairment, Speech And Hearing (SHI) Disability For The Position Of Data Entry, Data Conversion, Data Processing And Document Management. The Company Experienced That In Last 12 Years, There Is No Loss Of Customers And Their Profits Are Increasing Since 12 Years. Similarly, **EMC** Took A Pilot Project In 2015 To Include Pwds In Their Workforce And Provided 12 Months Internship Opportunity To Those Who Had Profound Disability Which Includes People With Multiple Disability, Quadriplegics/Paraplegics, Hearing And Speech Impairment For The Position Of Data And Asset Management, Data Mining, Project Management, Hiring And Training Coordination, Account Payable And Others. The Company Got A Positive Experience And Planning To Hire Them For A Regular Employment.

There Are Many Organizations Who Got Benefited After Hiring Pwds In Their Organization In IT & BPO Sectors And Brought Reasonable Adjustment And Changes In The Policies Towards Their Employment Such As :-

- Different Jobs For Different Types Of Disabilities (**Harcourt, 2005**)
- Trust On Their Capabilities And Delegating Task To Them For Performance (**Diksha And Rogers, 1996**)
- Design Their Career Path To Make Them Perform Extraordinary Tasks (**Gustaffson 2013**)
- Less Of Sympathy And More Focus On Training Of Their Co-Workers, Administration Etc. (**Gustaffson 2013**)
- Focus On Pwds Training, Mentoring And Peer-Learning (**2014, America India Foundation**)

III. Limitation Of The Study:-

The Research Has A Few Limitations That Need To Be Stated. It Was Focus On IT & BPO Sectors Only And Limited To The Organizational Practices. The Researcher Has Also Referred Only All The Published Articles, Documents, Case Studies, Company Initiatives Only In English Literature. There Is A Need To Study More Firm In IT & BPO Companies To Understand The Relevance Of Various Other Factors Concerning The Employment Of Pwds.

IV. Conclusion:-

Leveraging The Ability Of Disability In IT & BPO Sectors In India Is Crucial In Terms Of Social And Developmental Perspective Of A Pwd As An Individual And Nation At Large. Theeffective Engagement Of Disabled Workforce Population In Labour Market Will Bring Growth In Indian Economy, Optimize Human Resources Of The Nation, And Break The Vicious Circle Of Poverty. It Will Build The Positive Mindset, Dignity And Social Cohesion Of The Citizen Of India On The Basis Of Equal Opportunity To Work. In The Coming Years, The Prevalence Of Disability Is Expected To Increase Because Of Rise In Chronic Conditions In Tandem With Improved Medical And Health Rehabilitation Services That Preserve And Prolong Life. The Current Young Force Of India's Population Is Aging In The Coming Decades Which Show The Concern Of Less Availability Of Young Skilled Workforce Of Population In India. Thus, Employment Of Pwds Assumes Vital Aspects Of The Future.

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