



**Dansk Blindesamfund**  
Landsforening af blinde og svagsynede i Danmark

***Positions, Problems & Possibilities***

**Corporate Sector & Employment Opportunities for the Visually Impaired**

A Research Study conducted by  
**All India Confederation of the Blind**  
Sponsored by  
**Danish Association of the Blind**

Principal Investigator:  
**Prof. Anil Kumar Aneja**

**2023**

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**Prof. Anil Kumar Aneja**

Principal Investigator

&

President, All India Confederation of the Blind.

## **LIST OF ABBREVIATIONS**

AICB:	All India Confederation of the Blind
ASD:	Autism Spectrum Disorder
ASSOCHAM:	Associated Chambers of Commerce & Industry of India
BPS:	Blind and Partially Sighted
CII:	Confederation of Indian Industry
CSR:	Corporate Social Responsibility
DAB:	Danish Association of the Blind
DEPwD:	Department of Empowerment of Persons with Disabilities
EPF:	Employees' Provident Fund
EPFO:	Employees' Provident Fund Organisation
ESI:	Employees' State Insurance
ESIC:	Employees' State Insurance Corporation
FICCI:	Federation of Indian Chambers of Commerce & Industry
HR:	Human Resource
ICICI:	Industrial Credit and Investment Corporation of India
ILO:	International Labour Organization
IT:	Information Technology
MBA:	Master of Business Administration
MoSPI:	The Ministry of Statistics and Programme Implementation
NASSCOM:	National Association of Software and Service Companies
NCPEDP:	National Centre for Promotion of Employment for Disabled People
NGOs:	Non-Profit Organisations
PWDs:	Persons with Disabilities
PwD Act:	Persons with Disabilities Act 1995
RPwD Act:	Rights of Persons with Disabilities Act 2016
SAP:	Systems, Applications & Products
TCS:	Tata Consultancy Services
Telecom:	Telecommunications
UNCRPD-	United Nations Convention on the Rights of Persons with Disabilities 2007
VO:	Voice-Over
WHO:	World Health Organisation
WTTC:	World Travel & Tourism Council

## INTRODUCTION

The present research study involving the identification of employment opportunities for the visually impaired in select corporate sectors is one of the outcomes of an ongoing partnership between the Danish Association of the Blind (DAB) and the All India Confederation of the Blind (AICB). As such, empowerment of the visually impaired through employment has been one of the core areas of AICB's interventions over the last 43 years, since its inception in 1980.

We were one of the first in the country to start a stenography programme for the blind and when computers started becoming a part of our lives, AICB was one of the first to start computer training programmes at various levels—all aimed towards employment. Our employment-driven approach has enabled jobs for hundreds of visually impaired persons in government, public sector, and private sector organisations. Advocacy towards employment and self-employment in the rural areas have been some of the other cornerstones of our commitment to empower the visually impaired in the rural areas.

These attempts were further strengthened when in 2019, discussion started between the Danish Association of the Blind and the All India Confederation of the Blind to develop and implement a multi-dimensional project to empower directly or indirectly around 3000 blind and partially sighted persons through three training project outcomes. These were:

1. AICB including its affiliates are able to become stronger organisations to promote PWD rights and democratic and active membership.
2. Blind and partially sighted persons in project areas are able to access diversified employment and education.
3. To sensitize and motivate government staff and community members in project areas to provide services and facilitate inclusion of BPS persons.

A pilot project towards these ends started in 2019 and gave way to a more comprehensive engagement in July 2020. While intensive community-based rehabilitation work was started in two districts of Uttar Pradesh – in Jalaun and Pratapgarh, various other activities were engaged with towards training, capacity building and research. The present research study is one of the outcomes of such initiatives.

As per Section 35 of the Rights of Persons with Disabilities Act, 2016, the concerned government is to provide incentives to the employers in the private sector “to ensure that at least five per cent of their workforce is composed of persons with benchmark disability.” However, in reality, the number of persons with disabilities particularly the visually impaired, employed in private companies is much

lower than the stipulated percentage. To understand the reasons for this gap and in order to identify specific job profiles suitable for them, the present research study has been undertaken. The salient features of the study such as objectives, methodology and the expected outcomes are detailed in the executive summary which follows this introduction.

It is hoped that this study will go a long way in expanding employment opportunities for the visually impaired as well as promote sensitization regarding the capacities and talents of such persons among all stakeholders – particularly the key corporate sectors.

## EXECUTIVE SUMMARY

According to the 2011 census of India (the last census for which the data is available), only about 36% persons with disabilities have obtained employment and the unemployment rate of such persons is nearly 64%. However, some other data sources indicate an even more grim scenario. For instance, World Bank research from 2006–2007 titled "People with Disabilities in India: From Commitments to Outcomes", states that just 0.37 per cent of all positions in Ministries and Departments and 0.44 per cent of all positions in public sector businesses were held by individuals with disabilities. Further, a report by the Indian Express published in July, 2021 titled "Half of the disabled population in India employable," points out that there are over 3 crore persons with disabilities in India, of which around 1.3 crore are employable. However, only 34 lakhs of them have found employment in the organised sector, the unorganised sector, government-led programmes, or as independent contractors.

While definite public data is not available, it is clear from the above that the situation of persons with disabilities in the employment sector is far from satisfactory. A look at job advertisements confirms that the visually impaired are at the lower step of the employment ladder as compared to other disabilities. While as per RPwD act 2016, 4% vacancies have been reserved for persons with disabilities, provisions have also been made in the said act to give incentives to the private sector to ensure that at least 5% PwDs are employed there. Yet, the ground reality appears to be rather different and the intake of persons with disabilities, particularly the visually impaired is very low.

This study has been undertaken with a view to explore and augment employment opportunities for the visually impaired in the private sector and to identify jobs which can be effectively performed by them. The study has the following objectives:

### OBJECTIVES

This research has the following objectives for its scope and purpose:

- To study government policy on employment in the private sector for persons with disabilities – particularly the visually impaired.
- To identify specific corporate sectors which have a high employment rate and are critical for the economy of the country.
- To understand the work profile of various job roles in these sectors.
- To understand the qualifications required for various job roles in specific corporates.

- To assess the sensitivity and awareness of the specific corporates with respect to the employment of the visually impaired.
- To examine the preparedness of the corporates in reference to employing visually impaired persons.
- To make recommendations aimed towards training and placement of the visually impaired in the chosen corporates.

## METHODOLOGY

1. A principal investigator and research assistant was appointed.
2. Twelve key corporate sectors were identified for extensive research. These were:
  - HR and Recruitment
  - Consultancy
  - Information Technology
  - Telecommunication
  - Media
  - Voiceover
  - Travel
  - Hospitality
  - Finance
  - Stock
  - Insurance
  - Banking
3. These twelve areas were further grouped together in 5 internally related pairs, such as:
  - HR/Recruitment and Consultancy
  - IT and Telecom
  - Media and Voiceover
  - Travel and Hospitality
  - Financial sector including Banking, Insurance and Stock.
4. Segment-specific questionnaires were prepared to obtain the required information as per the above objectives. These are appended as Appendix to the study.

5. The research assistant interviewed one individual from each of the twelve identified sectors and obtained the necessary information required as per the questionnaires.
6. The data was then analysed sector-wise and a comprehensive list of the jobs which can be performed by the visually impaired in each of the identified sectors was prepared. These are mentioned in the respective chapters.
7. Following the data analysis, this detailed study has been prepared. It includes an Introduction, an Executive Summary, seven chapters, a Conclusion and Appendix to the study.

## CHALLENGES IN RESEARCH

The task of conducting this research study has not been without difficulties and challenges. The limited budgetary support available for the study made it difficult for us to engage a part-time research assistant having the skills and qualifications required for this study. Some of the companies interviewed during the data collection were very courteous and hesitant to come forward in a foresight manner to provide the required information, perhaps due to some internal policies and logistics. This difficulty was overcome by our agreeing not to name the company representatives interviewed by our research assistant.

Further, as the sectors identified by us are rather vast and have numerous job roles, at times having different nomenclature for the same role in different organisations of the same sector, the data analysis took longer than expected. Also, sometimes desk research needed to be used to supplement the available data. Organising the information available through the analysis into specific chapters in this well-structured study, was also no easy task, especially in view of the fact that as many as 372 job roles in twelve corporate sectors needed to be discussed.

## SALIENT OUTCOMES

While the detailed outcomes of the study are mentioned in the Conclusion and Recommendations, suffice it to say at the present, that abundant job opportunities are available in various private sectors for the visually impaired. We were able to identify as many as 372 jobs in the twelve corporates which we surveyed during this study.

There are various job profiles in every corporate segment. These can be broadly divided into traditional and sector-specific categories. While at least 6 months to one year of training is needed for the visually impaired to be absorbed in traditional jobs such as receptionist, computer operators, tele-calling

executives etcetera, more technical jobs require longer training and, in many cases, different qualifications than the ones generally possessed by the visually impaired.

In view of this, orientation and sensitization aimed towards the employment of the visually impaired in the private sector, needs to be done in multiple ways. On the one hand, the specific private companies need to be sensitized and educated regarding the employment talents of the visually impaired, on the other the visually impaired need to be oriented from the higher school level itself towards the lucrative job opportunities in the private sector, in order for them to plan their careers and acquire qualifications accordingly.

## CHAPTER 1

### Employment of Visually Impaired in India – A Positional Analysis

While concentrated attempts were initiated soon after independence, through both social and economic growth through various measures, only nominal attention was made to bring persons with disabilities, particularly the visually impaired, under such considerations. Early attempts towards economic empowerment of such persons remained largely charity-driven, highly underutilising the vocational and professional skills.

It was only during the late 1960s and early 70s, that strong voices of persons with disabilities, led strongly by the visually impaired, begin to demand equity and equality in employment as in all other walks of life. Consequently, on 4<sup>th</sup> November, 1977, the first office memorandum reserving 3% vacancies for the visually impaired in group C and D services of the government, was issued. This was a major victory for a moment led by the visually impaired and also the building of a new struggle aimed towards pressing for complete inclusion in the employment sector at all levels, as the rest demands for legislative and social equality.

These attempts gained further momentum during the international year of the disabled in 1981 which led to the employment of a significant number of persons with disabilities in the government sector during the 1980s and early 90s. However, despite the first list of identified jobs issued in 1986, employment avenues for the visually impaired remained rather limited and almost in all cases at the lower level of the services.

Even when reservation in government employment became across the board of government services, making it a reality, by no means has been an easy task. The very government ministries and departments which were a part of the passage of PwD Act, appeared to be hesitant, at times even bordering on resistance, when it came to providing employment, particularly to the visually impaired. Even after more than 28 years after the implementation of the PwD Act (1995) and after more than 6 years after coming into force the RPwD act, 2016, the legislative mandate of 4% reservation for persons with disabilities still remains largely a dream.

According to the 2011 Census in India, there are 2.68 crore (2.21%) people with disabilities. While these are the official figures, the actual percentage of persons with disabilities, is estimated to be between 5% and 15% of the population. This is far higher than what is projected by the Census and is closer to the WHO figure of nearly 16% persons with disabilities across the globe.<sup>1</sup>

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<sup>1</sup> <https://deoc.in/reports/>

According to the above census, a mere 26 per cent of the entire population of persons with disabilities, are employed and the unemployment rate is nearly 74%. Among those employed, nearly 78% are male. A more recent statistical profile by MoSPI (The Ministry of Statistics and Programme Implementation), of March 2021 states, that out of the total of 26.9 million persons with disabilities in India, (2011 census), 36.34% PwDs have employment and nearly 64% are unemployed.<sup>2</sup> Despite this vast pool of unemployed human resource, the issue of employment of persons with disabilities has received very little attention from the stakeholders.

While above are the official figures, some individual assessments tell a different story. For instance, as per a study conducted by NCPEDP titled "Top 100 Companies in India" in 1999, which also included public sector organisations, the employment scenario appears to be rather grim. As per the NCPEDP survey, only 0.54 per cent of employees in public sector enterprises were persons with disabilities. Collaborating with this view, the World Bank research from 2006–2007 titled "People with Disabilities in India: From Commitments to Outcomes", states that just 0.37 per cent of all positions in Ministries and Departments and 0.44 per cent of all positions in public sector businesses were held by individuals with disabilities.

Even though verifiable recent data is not available in the public domain, it is obvious that the representation of individuals with disabilities is far lower than the required 3% in government/public sector jobs. A study of several job advertisements demonstrates that preference is given to persons with locomotor and hearing impaired and in a significant number of cases, the visually impaired are the last preferred, even in government and public sector jobs.

The private sector demonstrates a far worse scenario with respect to the issue in reference. Despite the fact, that as per section 35 of the RPwD Act, 2016, the government is to provide incentives "to ensure" that at least 5% of the workforce in the private sector, consists of persons with disabilities, most Indian businesses still have a long way to go before fully incorporating individuals with disabilities into the workforce. A report published by the Indian express titled "Half of the disabled population in India employable," states that there are over 3 crore persons with disabilities in India, of which around 1.3 crore are employable. However, only 34 lakhs of them have found employment in the organised sector, the unorganised sector, government-led programmes, or as independent contractors.

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<sup>2</sup> <https://www.forbesindia.com/article/news-by-numbers/news-by-numbers-only-36-of-indias-26-million-persons-with-disabilities-are-employed/68441/1#:~:text=disabilities%20are%20employed-.News%20By%20Numbers%3A%20Only%2036%25%20of%20India%27s%2026%20million,persons%20with%20disabilities%20are%20employed>

Among the private companies, SAP, Microsoft, TCS and Accenture dominate the high skilled tech talent in the software and IT industry.

A positive development is that the number of options available to the visually impaired have increased as a result of businesses being more conscious of the need of empowering such persons as well as due to the availability of assistive technologies.

There are many companies in the private sector that have been making efforts to diversify their job profiles by employing and promoting individuals with disabilities. To mention a few, In 2007, Lemon Tree Hotels began hiring persons with Down syndrome, hearing loss, and difficulties with speech. Capgemini began hiring people with disabilities in 2012. It employs more than 200 people with disabilities, including schizophrenia, cerebral palsy, epilepsy, hearing, speech, and vision impairment. Wipro started hiring PwDs in 2008. According to the company, the organisation's structure is sensitive and makes sure that inclusiveness becomes a fundamental component of working and corporate culture. SAP began collaborating with the Autism Society of India in 2011 to select applicants who had Autism Spectrum Disorder (ASD). Differently abled people are employed by the Tata Group at Tata Motors, Tanishq, and Titan Industries. Visually Impaired Vishal Kumar, a Class 9 school dropout, gained attention in 2016 when Tata Motors hired him as a project manager. An element of Café Coffee Day's recruiting policy is to hire people who have speech impairment and other disabilities. The Company has recruited these speech-impaired, differently-abled individuals to prepare coffee behind the counter. The "Inclusive Employment Programme" is offered by Jubilant FoodWorks for PwDs. Over 200 individuals with speech and hearing impairments have been hired by them so far for their restaurants across the nation. These businesses are only the beginning of the list; Microsoft, J.P. Morgan, Symantec, Flipkart, Snapdeal, Amazon, MakeMyTrip, Britannia, Big Bazaar, Mphasis, and ICICI Bank also claim of hiring people with disabilities.<sup>3</sup>

When the available data is analysed sector wise, there is uneven distribution of employment in each sector. As per a report by NASSCOM (National Association of Software and Service Companies) and the International Labour Organization (ILO), the employment rate of persons with disabilities in the IT sector in India is estimated to be around 0.43%. This is much lower than the overall employment rate in the IT sector in India, which is estimated to be around 3%. According to a report by the World Travel & Tourism Council (WTTC), the employment rate of persons with disabilities in the travel and

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<sup>3</sup> <https://www.ungender.in/13-indian-companies-creating-a-positive-example-of-inclusivity-by-hiring-people-with-disabilities/>

tourism sector globally is estimated to be around 2.7%. It is likely that the employment rate of persons with disabilities in the travel and tourism sector in India may be similar, but this cannot be confirmed without access to specific data.

However, as the above figures demonstrates that even corporates which claim to be sensitive and hiring large number of persons with disabilities, have generally preferred persons with speech and hearing impairment, locomotor disability and autism. The visually impaired hardly figure in the list, clearly indicating their marginalisation in employment even in the private sector. Even when the visually impaired are hired by the corporates, they are mostly preferred for Tele-calling, research or computer-based tasks and not usually for domain-specific specialised assignments.

It is in this context, that the present research study gains significance. We have tried to identify both routine and specialised jobs in each of the ten corporate sectors where the research has been carried out. There is a need to ensure that the employment of the visually impaired in the corporates does not remain only cosmetic or at the lower levels of the ladder.

It is towards this end, that the present research study hopes to establish a recognition of the fact that holistic inclusion of the visually impaired in the corporate life of the private sector is possible only when a comprehensive understanding and identification of the job profiles are strengthened with sensitization, inclusive infrastructure and assistive technologies.

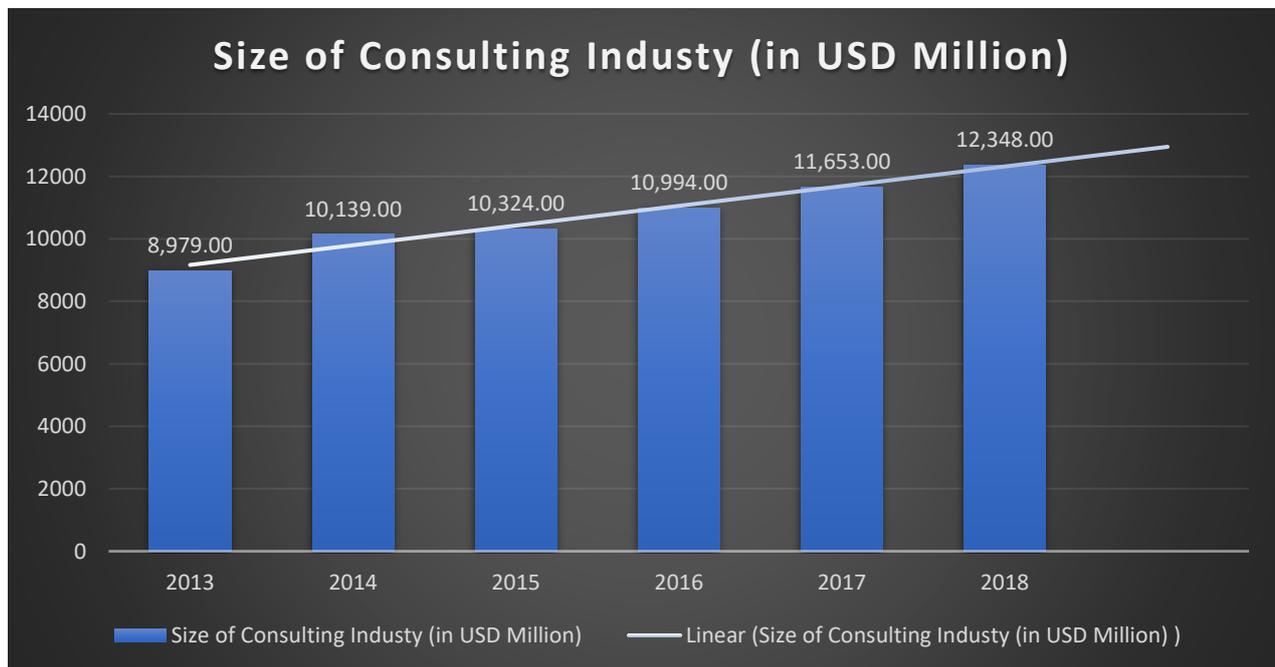
## CHAPTER 2

### HR/Recruiting and Consultancy

Employees are the backbone of every company. A company cannot exist without its employees. Hiring efficient and talented employees for the job roles in the company is the fundamental requirement of every company. This need of employers is fulfilled by the HR recruiting companies. The HR recruiting companies assist companies in finding the suitable candidate for vacant positions. According to Economic Times, the HR Recruiting companies observed a boom when the industry witnessed a growth of 21% between 2008 and 2012. Today, numerous companies rely on HR/ Recruiting industry to hire employees. Currently, the Recruiting is a \$10 Billion industry in India. The humongous size of the industry indicates towards a massive opportunity of employments in the industry. Therefore, the scope of employment in the industry cannot be overlooked.

#### Consulting Industry

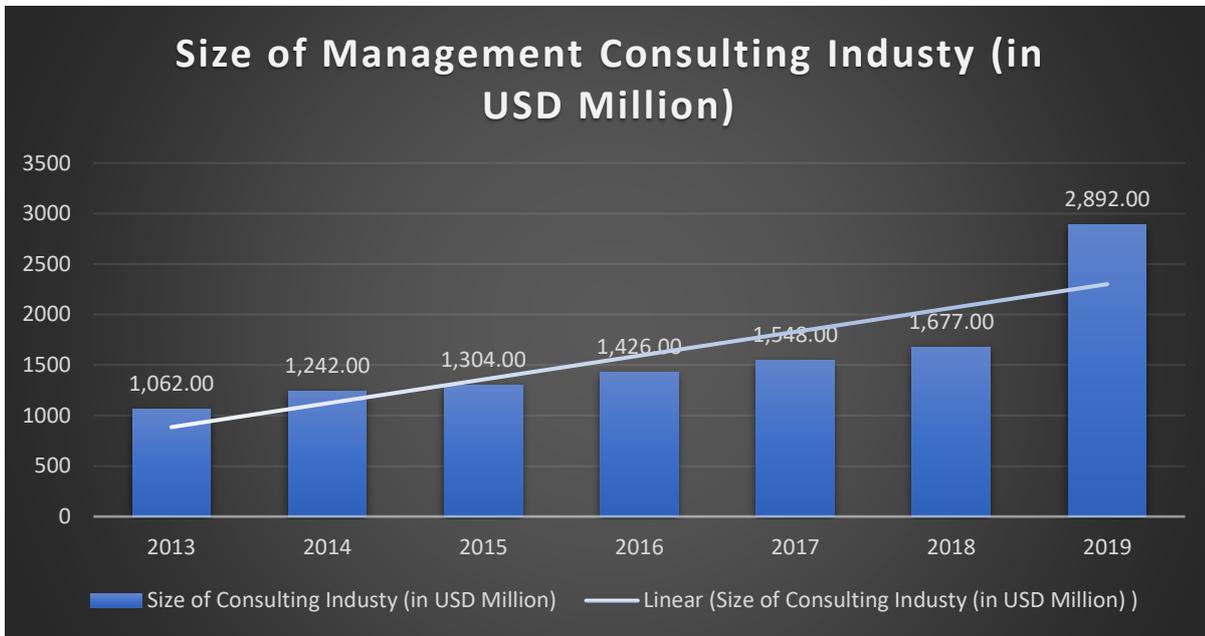
Generating over Rs 73,000 crores revenue in 2017, the Consulting Industry provides expertise to companies in various sectors for various avenues. The industry has witnessed a boom in the last few years. Between 2013 and 2019, the size of Consulting Industry has expanded significantly (Table 1).



Source: Consultancy.in analysis, Statista

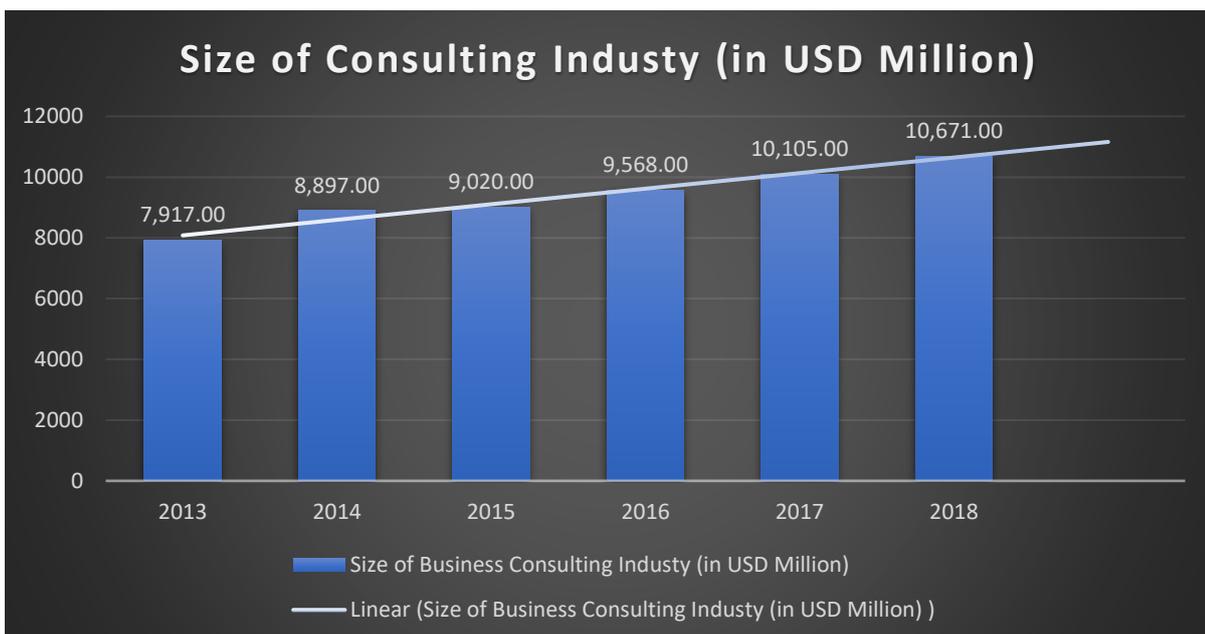
There are two branches of Consulting Industry: Management Consulting and Business Consulting. Valued at Rs 30,000 crores, the Management Consulting offers consulting services to various organizations assisting them in improving their performance and achieve their objectives. Generally, organizations turn to Management Consulting firms for gaining an external perspective and advice.

An additional oversight is desired by numerous companies to enhance their efficiency. Organizations rely on Management Consulting companies for the same. The surging demand of assistance from Management Consulting Industry has resulted in a rapid growth of the revenue generated by the industry. Between 2013 and 2019, the management consulting firms managed to grow at a staggering rate (Table 2).



Source: Consultancy.in analysis, Statista

The business consulting firms support the business of organizations by devising strategies that would assist companies in driving people, processes, technology, etc. and compliment their marketing and business strategies. The Business Consulting industry has been touching new heights since 2013 (Table 3).



Source: Consultancy.in analysis, Statista

The Multibillion dollar-industry provides a wide scope of opportunities for employment for visually impaired which shall be discussed in the following sections.

### HR/Recruiting

EliteRecruitments (A unit of Prathameshwara Consulting Pvt. Ltd.) is a full-cycle recruitment service company and a leading recruitment agency in India offering a comprehensive suite of recruitment services to insurers, reinsurers, banks, consultancies, and investment service firms. Incorporated in 2014, the company recruits in Actuarial, Analytics, Data Engineering, Cloud computing, Underwriting & Claims Management, Management Consulting, Risk management & Audit, and Financial advisory. EliteRecruitments is a recruitment platform that helps businesses find the best talent for their open positions by connecting them with suitable candidates. They aim at creating a tailored, transparent recruitment experience, encouraging honest feedback and continual improvement for their Clients & Candidates alike.

### Job Roles

The affluent industry of Consulting relies on the expertise of its veteran employees. Since the industry is grounded on ideas and thoughts, the human agency is the most important aspect of the field. Consequently, the consulting firms remain in constant need of capable employees. In the following section, the scope of employment in the field is discussed in two parts. The first part will mention and analyse the job roles suggested by the representative of the company, EliteRecruitments. The second part will outline the job roles identified by the researchers. Furthermore, the researchers will scrutinize the differences between the job roles recognised in the two sections to explain how and why the job roles in the two sections are not in congruence.

### Job Roles in the Company for Visually Impaired according to the Company

#### 1. CEO

Primary Duties: Handling of clients, sign the documents, responsible for salary and other accounts.

Lead the company, assign daily tasks.

Requirements: Experience, communication skills.

#### 2. Director

Primary Duties: Handling of clients, sign the documents, responsible for salary and other accounts.

Lead the company, assign daily tasks.

Requirements: Experience, communication skills.

#### 3. Manager

Primary Duties: Recruit and they are the team leaders. Maintain reports and provide data to senior levels.

Requirements: Experience, good communication and leadership skills.

### **Job Roles in the Company for Visually Impaired according to the Researchers**

Notably, the representative of the company identified only 4 job roles suitable for the visually impaired. There are numerous employment avenues in the HR/Recruiting Industry which are suitable for the visually impaired. However, these job roles have been overlooked by the representative.

#### 1. The recruiter(s)

Primary Duties: Recruiters arrange the recruitment process from start to finish, including, but not limited to:

- Delineating tasks across departments;
- Communicating with the hiring manager;
- Aligning with company vision and goals;
- Writing job descriptions;
- Coordinating interviews;

Job Requirements: BS/MS in Human Resources Management. Hands on experience with various selection processes (video interviewing, phone interviewing, reference check etc). Ability to organize skills assessment centres (in tray activities, work samples, psychometric and IQ/EQ tests, etc). Familiarity with HR databases, Applicant Tracking Systems (ATS) and Candidate Management Systems (CMS). Hands-on experience with recruiting software, as well as Human Resource Information Systems (HRIS) or Human Resource Management Systems (HRMS). Excellent communication and interpersonal skills. Strong decision-making skills.

#### 2. Head of Human Resource or HR Lead

Primary Duties: Along with other employee life-cycle tasks, the HR Lead plays an integral role in the recruitment process. Although it can be a bit behind-the-scenes, this role is key for:

- Organizing candidate and employee documents;
- Maintaining the ATS (Applicant Tracking System);
- Ensuring forms are up to date;
- Orchestrating salary and benefits when bringing on a new hire;
- Extending offers to candidates.

Job Requirements: B.Sc./B.A. in human resources, business administration or relevant field. Full understanding of the way an organization operates to meet its objectives. Excellent knowledge of

employment legislation and regulations. Thorough knowledge of human resource management principles and best practices. A business acumen partnered with attention to the human element. Knowledge of data analysis and reporting. Excellent organizational and leadership skills. Outstanding communication and interpersonal skills

### 3. Resourcer (or Sourcer)

Primary Duties: A resource's job is to find talent that is able to be submitted to appropriate open positions within the company. They are the ones doing a lot of the legwork when it comes to hunting down the right talent for vacancies. This entails:

- Understanding the company's vision and goals;
- CV parsing;
- Aligning candidate skill sets and personality with the right position;
- Rounding up applications into an ATS (no resumes lost in email inboxes!);
- Screening candidates.

Job Requirements: Bachelor's degree in human resources management or similar field. Previous experience as a technical source or recruitment agent. Experience with online and offline recruiting techniques. Familiarity with social media marketing and digital networking. Proficient in relevant office software and database systems. Ability to conduct online and offline interviews. Excellent communication skills.

### 4. Hiring Manager

Primary Duties: Role: A hiring manager is typically the person who has an open position in their department and is directly hiring for that position. They set the recruitment process in motion with tasks including:

- Requesting that a position be filled;
- Defining the job requirements/duties;
- Coordinating with the recruiter(s);
- Interviewing candidates;
- Making the final hiring decision.

Job Requirements: Bachelor's degree in Human Resources Management, Business Management, or a related field. Complete knowledge of human resources best practices and legal requirements governing the same. Familiarity with applicant tracking tools and software. Excellent communication,

presentation, and negotiation skills. Top-notch interpersonal, problem-solving, and negotiation abilities. Capacity to mentor and develop new hires.

#### 5. Recruitment coordinator

**Primary Duties:** A recruitment coordinator is typically an entry-level role on the recruiting team. Recruitment coordinators support recruiters and sources in their efforts to engage job candidates. This means posting open job listings to the appropriate job boards and sourcing channels, coordinating interviews and travel, conducting background checks, creating offer letters, and many other supportive tasks.

**Job Requirements:** BSc degree in Human Resources Management, Organizational Psychology or relevant field. Solid knowledge of HR policies and best practices. Hands on experience with various selection processes like phone interviews and reference checks. Ability to conduct different types of interviews (e.g., structured, competency based and behavioural). Familiarity with HR databases, applicant tracking systems and candidate management systems. Ability to use psychometric tests and other assessment tools. Familiarity with social media, especially LinkedIn

#### 6. Recruitment marketing manager

**Primary Duties:** A recruitment marketing manager is responsible for leading the recruitment marketing strategy, budget, and processes with a cost-effective, high-impact approach.

These individuals are focused on creating impactful demand generation programs and recruitment marketing campaigns to grow their talent network and build a strong pipeline of both active and passive candidates.

**Job Requirements:** An associate's degree in HR, marketing, or related field. Experience in recruiting, HR, marketing, or advertising. An excellent knowledge of employer branding strategies and recruitment processes. Excellent creative thinking and communication skills. A working knowledge of recruitment marketing software. The ability to stay up-to-date with marketing and advertising trends in the staffing industry.

#### 7. Employer Brand Manager

**Primary Duties:** An employer brand manager is tasked with defining the employer value proposition (EVP) and brand identity. Armed with this information, they find ways to uncover employee stories and amplify employer branding across all channels. Typically, that means managing the career site, candidate-facing sites like Glassdoor and Indeed, and creating target messaging for different employee and candidate personas.

**Job Requirements:** A bachelor's degree in HR, marketing, advertising or related fields is required in most instances, although experience often trumps these credentials. Candidates should have three to five years of experience in recruiting, e-marketing or social media promotions. Strong project management skills and Microsoft Office mastery are essential. Ideal candidates have experience managing website content and working with Google analytics to help create and assess social media programs.

## 8. Technical Recruiter

**Primary Duties:** Technical Recruiter, who's uniquely qualified to focus on filling technology positions on your team, from data scientists and engineers to UX designers and software developers. Technical Recruiters possess knowledge about the various hard and soft skills necessary for success in open recruitment jobs in technology. If you need top-performing tech talent on your team, then you also need a Technical Recruiter to find and engage them.

**Job Requirements:** A bachelor's of science or human resources degree. A good understanding of technology and technical skills. Experience in recruitment processes and platforms. Good interpersonal and decision-making skills.

## 9. Campus recruiter

**Primary Duties:** A campus recruiter, also called a university or a graduate recruiter, is focused on connecting with students on college campuses and engaging them to fill open roles. Campus recruiters travel to career fairs all over the country (and the world), hosting on-campus events to share information, and develop employer branding strategies to specifically appeal to college students. With the limited ability to participate in live events at the moment, they need to come up with new strategies to engage graduate talent.

Job Requirements: A Bachelor's degree in human resources or similar. Sound understanding of the recruitment process and university databases. Good understanding of Applicant Tracking Systems such as Oracle Taleo and iCIMS Recruit. Excellent marketing and advertising abilities. Highly charismatic with excellent interpersonal communication skills. Experience with designing and conducting interviews. Good judge of character and decision-making skills. Great networking abilities.

#### 10. Recruitment Executive

Primary Duties: Find potential candidates from various sites like Naukri.com, LinkedIn and from their own referrals. Maintain a database and provide daily reports to team lead.

Job Requirements: A Bachelor's degree in HR, management is beneficial. Have excellent communication skills, both written and verbal. Be tactful and articulate. Have strong leadership skills. Be analytical and methodical in your approach to problems. Be an excellent judge of character. Be motivated and results driven. Be able to act quickly and decisively. Have good IT skills.

#### 11. Executive recruiter

Primary Duties: Executive recruiters specialize in hiring candidates for higher job roles. Similar to technical and campus recruiters, executive recruiters spend all of their time focused on finding the best talent available in the industry. Great executive recruiters know not only which qualifications to look for, but also the soft skills that are important in a leader.

Job Requirements: Degree in industrial and organizational psychology, human resource management, or similar. Extensive recruitment experience. Familiarity with pertinent recruiting software and tools. Highly organized and thorough. Discerning, with top-notch decision-making skills. Excellent desktop research skills. Outstanding verbal and written communication skills. Empathic and helpful, but firm. Committed to furthering the company's reach.

#### 12. Core team member(s)

Primary Duties: This is another role that can (and most likely should be) divided among several individuals. Core team members are the people that the new hire will work with on a day-to-day basis.

Their close relationship with the prospective hire means that they should be heavily involved in the recruitment process in order to ensure the best fit. This includes:

- Showcasing top-performing attitudes to potential hires;
- Communicating the company vision and goals to candidates;
- Interviewing candidates;
- Conducting work trials;
- Giving input to the hiring team on candidate performance;
- Onboarding.

Job Requirements: Deep experience in sourcing (across channels). Managerial skills (people developer, good communication). Ownership taker (responsible, high work ethics). Process Oriented (analytical, attention to detail). Mental Agility (learn fast, adjust in different roles). Right attitude/  
Cultural fit

### 13. The direct supervisor

Primary Duties: The direct supervisor of the new hire should be involved in the hiring process. Even if they are not the ones putting in the requisition for the position to be filled, they will still have an impact on (and be impacted by) the recruitment process.

They likely know the type of person that will thrive in the open position, because they are aware of the ins and outs of the department and requirements. The direct supervisor can inform their hiring team of gaps that need to be filled when sourcing for this new employee. This includes tasks such as:

- Deciding job qualifications;
- Interviewing candidates;
- Conducting work trials;
- Delineating tasks to core team member(s);
- Giving input to the talent acquisition team on candidate performance;
- Onboarding.

Job Requirements: Proven experience as supervisor or relevant role. Familiarity with company policies and legal guidelines of the field. Ability to learn a variety of job descriptions. Excellent communication and interpersonal skills. Outstanding organizational and leadership skills. Good knowledge of MS Office. Diploma/Certificate in first line management or relevant field

### 14. CEO/Owner

Primary Duties: Role: While the CEO of a large corporation isn't always physically be able to greet each and every candidate, they can still have a part in the recruitment process virtually. Whether it is the owner of a large, medium, or small company, within the recruitment process they are responsible for:

- Creating and disseminating the company's vision and goals;
- Making employees feel included, involved, and important;
- Serving as the positive face of the company;
- Making executive decisions about new hires;
- Guiding the hiring strategy informed by business strategy.

Job Requirements: Bachelor's degree or master's degree in a relevant discipline or MBA. Experience in a senior management position. Knowledge of profit and loss, balance sheet and cash flow management, and general finance and budgeting. Ability to build consensus and relationships among executives, partners, and the workforce. Understanding of human resources and personnel management. Experience with corporate governance. Proven negotiation skills. Ability to understand new issues quickly and make wise decisions. Ability to inspire confidence and create trust. Ability to work under pressure, plan personal workload effectively, and delegate.

#### 15. Director

Primary Duties: Handling of clients, sign the documents, responsible for salary and other accounts. Lead the company, assign daily tasks.

Job Requirements: High School Diploma a Bachelor's degree in Human Resources, Business Administration, or a related field. at least 10 years in working experience in a senior recruiting position, preferably working as the Head of Recruiting in a fast-paced and highly competitive business. Proficiency in the use of Ms Word, Ms Excel, PowerPoint, and Outlook, all necessary for the creation of visually and verbally engaging reports for HR executives and key stakeholders. Excellent problem-solving skills, leadership skills and management skills.

#### 16. Manager

Primary Duties: Recruit and they are the team leaders. Maintain reports and provide data to senior levels.

Job Requirements: Bachelor's degree in marketing, management, HR or similar. 3-5 years of agency experience (managerial experience advantageous). Good leadership and people skills. Excellent time management. Great networking abilities. Ability to work on different projects simultaneously.

### Analysis of Job Roles

Conspicuously, there is a wide chasm between the job roles identified by the researchers and the representative of the company. The representative of the company suggested that the seniormost administrative responsibilities are most suited for the visually impaired. However, according to the representative, the visually impaired are not suited for the position of Recruitment Executive.

Primary Duties: Find potential candidates from various sites like Naukri.com, LinkedIn and from our own referrals. Maintain a database and provide daily reports to team lead.

Requirements: Analysing skills, knowledge of job profiles.

Justifying their stand, the representative stated,

“...they (Recruitment Executive) have to analyse the resumes and a visually impaired person will find difficult to do the task if the resume is in hardcopy. Also, while taking interviews we many times judge the candidate by their facial expressions and body language which again will not be done by a visually impaired.”

There are two major problems in the submission of the representative. Firstly, the representative mentioned that the visually impaired will find it difficult to analyse the resume if it is in hardcopy. However, in the primary duties they mentioned that a Recruitment Executive requires to find potential candidates from various sites. The resume on these websites is in soft copy which can be easily analysed by visually impaired employees. Therefore, in finding a suitable candidate for any job position, using hard copy is out of the question. Secondly, the representative informed that since a Recruitment executive needs to judge the interviewee by facial expression, the job is not suited for the visually impaired. However, the representative earlier deemed the job position of Manager fit for the visually impaired where one of the duties of a manager is to recruit people. Will the manager while recruiting not require to read the facial expressions? If yes, then how can the duties of Manager be successfully discharged by the visually impaired? If not, then why does only a Recruitment Executive need to analyse the facial expression? Besides, usually, a team of Recruitment Executives interview a candidate, can't one of the members in the team be a visually impaired while rest can be people with

low visual or regular vision? The representative rightly mentioned that a visually impaired cannot analyse the body language and posture. Nevertheless, a visually impaired is more than capable to scrutinize voice modulation, tonality and confidence reflected in the responses of the candidates. They can easily realise the verbal abilities of a candidate which is as crucial as the body language. Moreover, generally, a candidate is interviewed telephonically before being called for a face-to-face interview. Therefore, the case presented by the representative of the company explaining why visually impaired cannot be Recruitment Executive is erroneous and reflects the myths associated with the abilities of the visually impaired.

## **Consulting Firm**

Bain & Company is an American management consulting company headquartered in Boston, Massachusetts. The firm provides advice to public, private, and non-profit organizations. It is One of the Big Three management consultancies .The firm advises on issues such as private equity investments, mergers & acquisitions, corporate strategy, finance, operations, and market analysis.<sup>[50]</sup> It also has departments focused on customer loyalty, word of mouth marketing, and digital technology. Most of its consulting is on corporate strategy.

Since 2006, Bain India has advised clients in India and beyond on their biggest issues and opportunities: strategy, organization, operations, private equity, and mergers and acquisitions, across all industries.

Their clientele consists of an equal mix of Indian firms, multinationals and private equity firms. They have worked with more than 125 clients, ranging from ambitious midsize players to industry leaders, including at least one of the top three players in all 13 of the country's major industries. They engage all levels of an organization from day one, building momentum and capabilities to sustain the success we create together. Their consultants and industry experts serve a wide variety of clients—across every industry—including change-oriented CEOs at global multinational companies, large Indian corporate houses and select mid-sized firms and private equity players.

## **Job Roles**

### **Job Roles for Visually Impaired People**

1. Associate Consultant

**Primary Duties:** As an associate consultant, they will apply and develop your analytical, interpersonal, creative thinking, business management and leadership skills from day one. They will begin as a generalist and be placed in the thick of the action as they work side by side with some of the best consultants in the business. They will work on a case team with three to five other consultants, owning a distinct aspect of the project, take charge of identifying information sources, gathering and interpreting data, executing analysis, and presenting findings to case team members and client stakeholders. They will also interview clients' customers, competitors, suppliers and employers—work that will become the basis of the case team's strategic recommendations.

**Job Requirements:** MBA or Master Degree with marketing specialization. Must be aware of management consulting profession. Strong market research and analytical skills. Good at developing marketing strategies and plan. Quick learner, Innovative thinker with problem solving skills. Excellent verbal and written communication and presentation skills

## 2. Consultant

**Primary Duties:** Consultants are analytical and creative, leaders and collaborators. They will be at the centre of integrated teams with diverse thinkers and skillsets, all working together to deliver extraordinary outcomes. Responsibilities include:

- Become experts in the client's organization and industry
- Turn data into meaningful insights and transformative solutions
- Move clients to action with plans to execute our recommendations
- Manage and mentor junior team members

**Job Requirements:** BSc/BA in business or relevant discipline. Experience in project management. Thorough knowledge of field of expertise and willingness to keep abreast of advancements. Knowledge of data analysis and research techniques. Knowledge of business software and IT systems. Ability to develop detailed proposals and plans.

## 3. Manager

**Primary Duties:** The manager role is the one from which top management is groomed, with most managers rising internally from the consultant position. As a manager, one assumes a great deal of responsibility. The individual will learn to manage the entire analytical process, become an expert on

the client's issues and industry, and recommend solutions that make a real impact. They will not only provide answers to questions, but detail their strategic implications.

**Job Requirements:** A Bachelor's degree, although preferred qualifications include an MBA, at least two years of consulting experience, and well-developed industry expertise specific to the field in which one intends to specialize. Research, analysis, and presentation. Attention to detail. Exceptional problem-solving. Analytical, innovative, and creative mind-set. Exceptional written and verbal communication. Self-direction and the ability to work independently.

#### 4. Senior Manager

**Primary Duties:** Senior managers, most often promoted from within the firm, serve as leaders for both case teams and clients. Senior managers take responsibility for cracking clients' toughest problems and presenting insights in a compelling way that convinces the client to take action. Internally, senior managers have a seat and a voice at the leadership table. They will play a pivotal role in the office as they fulfil various leadership duties, increase practice-area expertise, and support associate consultants and consultants.

**Job Requirements:** MBA or Master's degree strongly preferred; Bachelor degree required. At least 10+ years of management consulting experience. A significant track record of success in strategic consulting across industries serving leading companies on a diverse set of strategic and operational issues. A broad general manager perspective, including understanding of strategy and marketing, operations, IT, business transformation and performance improvement. The ability to work successfully in a flat, collaborative, highly matrixed environment.

#### 5. Associate Partner

**Primary Duties:** Associate partners take a big-picture approach to solving our clients' toughest business problems. Because they straddle the roles of manager and partner, their responsibilities range from inspiring and guiding a team on a day-to-day basis to cultivating the Bain relationship with senior clients—from owning a strategic vision to compelling clients to action. They grow increasingly adept at driving clear hypotheses, breakthrough analyses and actionable strategic insights for organizational and operational improvement. Associate partners are most often promoted internally from the senior manager role and are considered future leaders of the firm whose next step is the role of partner.

Job Requirements: Bachelor's and Master's Degree in Business, Education, Human Resources, Management, Business/Administration, Engineering, Marketing, Finance, Computer Science, MBA. 8+ years of consulting experience in assessment/development and leadership. Excellent knowledge of the tools, techniques and methodologies used to underpin effective candidate attraction and sourcing and proven ability to apply them to deliver positive outcomes. Excellent communication skills with a focus on engaging with and influencing diverse groups of internal and external stakeholders. Good knowledge and experience of working with an in-house resourcing function within a complex and dynamic operating environment.

## 6. Partner

Primary Duties: Nomination to partner is a formal acknowledgement of personal merit and accomplishment. As a partner, they will have considerable responsibilities such as developing lasting client relationships, be a major contributor to the growth of the company, defining innovating strategies and achieving results, fundamental roles in internal processes and an acknowledged expert in a capability and industry. Partners are typically chosen from within the firm.

Job Requirements: A Master's degree is minimum. A doctorate is also helpful. The most common fields of study for consulting partners are business administration, finance, economics, statistics and mathematics. At least five years of experience in the industry is a must. Consultants can gain experience in a variety of roles, including management, finance, marketing, operations and technology. Should have the ability to communicate with clients, colleagues and other professionals. Should have the ability to solve problems. Should be organised as consulting firm requires preparation of proposals, creating presentations and managing projects.

## ADVANCED ANALYTICS GROUP

Advanced Analytics Group (AAG) helps clients across industries solve their biggest challenges using expertise in data science, customer insights, statistics, machine learning, supply chain analysis and data engineering. The Group serves as strategic advisors to the consulting staff, providing training to advance our analytic and customer insight capabilities.

## 7. Advanced Analyst

Primary Duties: Interpret and translate business requirements into detailed functional specifications and work plans for other Team members. Create software code to develop custom data views and/or advanced data tables to enable the work of advanced data analysts, statisticians and visualizers. Manage and execute requests for changes to specifications. Support training and advanced analytic workshops as required. Recommending business process improvements, where appropriate. Working closely with development to create product designs and document technical specifications. Performing process and/or data modelling.

Job Requirements: Bachelor's degree in Statistics, Economics, or Computer Science. Provide leadership in current and emerging data analysis and visualization techniques to bring additional business intelligence to internal Business partners. Set priorities and establish a work plan to complete broadly defined assignments. Advanced Data Visualization and BI Capabilities (Tableau, D3 or Similar). Working level understanding of Procurement Data, Systems and Job Functions.

## 8. Data Analyst

Primary Duties: A data analyst collects and stores data on sales numbers, market research, logistics, linguistics, or other behaviours. They bring technical expertise to ensure the quality and accuracy of that data, then process, design, and present it in ways to help people, businesses, and organizations make better decisions. Provide quality assurance of imported data, working with quality assurance analysts if necessary. Commissioning and decommissioning of data sets. Processing confidential data and information according to guidelines. Helping develop reports and analysis. Managing and designing the reporting environment, including data sources, security, and metadata.

Job requirements: Bachelor's degree from an accredited university or college in computer science. Work experience as a data analyst or in a related field. Ability to work with stakeholders to assess potential risks. Ability to analyse existing tools and databases and provide software solution recommendations. Ability to translate business requirements into non-technical, lay terms. High-level experience in methodologies and processes for managing large-scale databases.

## 9. Operations Research Analyst

**Primary Duties:** An operations research analyst works to identify and understand problems in business operations and how business processes can be improved. The operations research analyst assists leadership teams in making a variety of business decisions. The operations research analyst will collect and analyse data on business operations, identify and understand potential or existing problems, show the implications of different actions to solve the problems, and assist in the decision-making process. Ultimately, the operations research analyst will assist the leadership team in the allocation of resources, production schedule development, supply chain management, and pricing procedures.

**Job Requirements:** A bachelor's degree in operations research, engineering, computer science, mathematics, or related field. A master's degree would be advantageous. Excellent analytical, critical thinking, problem-solving, and mathematical skills. Strong communication, interpersonal, and report writing skills. Computer literacy and familiarity with advanced statistical and database software.

## 10. Software Engineer

**Primary Duties:** Software engineers lead the development of working software for our clients. They work with a connected team of engineers, designers and innovation experts to deliver clean, reusable code that will make subsequent client projects easier to build on and implement.

**Job Requirements:** A Bachelor's degree in computer science, software engineering, or another related field. Hands-on programming experience using relevant languages. Experience using relevant tool suites. Strong written and verbal communication and interpersonal skills. Creative problem-solving skills.

## 11. Innovation Expert

**Primary Duties:** Innovation Experts lead the charge in creating digital transformation for clients, applying a multi-layered lens to problem-solving that combines business strategy, human-centred design, and product management.

**Job Requirements:** A Bachelor's degree in Computer Science/related field. Knowledge of data information systems, data analysis and the formulation of action plans. Knowledge of applicable

federal and state laws regarding education and students. Ability to maintain confidentiality and organize and coordinate work.

## 12. Executive Assistant

**Primary Duties:** An executive assistant is commonly found answering phones, screening visitors, making travel arrangements, preparing reports, filing and organizing documents, recording meeting minutes, and performing basic bookkeeping tasks. Have to handle basic bookkeeping tasks. Also have to file and retrieve corporate records, documents, and reports.

They also have to conduct research and arrange data to prepare documents for review and presentation by boards of directors, committees, and executives. They need to prepare for meetings.

**Job Requirements:** Proven experience as an executive assistant or other relevant administrative support experience. In-depth understanding of entire MS Office suite.

High school diploma. Ability to organize a daily workload by priorities. Professional level verbal and written communications skills.

## 13. Assistant Manager

**Primary Duties:** An assistant manager is usually responsible for scheduling employees, training new employees, and hiring new employees. Depending on the industry they may also be asked to handle escalated customer complaints as they often work in a customer facing role. Ensuring company policies are followed. Optimizing profits by controlling costs. Hiring, training and developing new employees. Resolving customer issues to their overall satisfaction. Maintaining an overall management style that follows company best practices.

**Job Requirements:**

High school or equivalent education level. Stable work history. Must be self-motivated and possess the desire for self-development. Have the ability to work autonomously when required. Be a team player. Be dedicated to customer satisfaction and a great customer experience. Experience as an assistant store manager or with retail store management.

#### 14. Research Analyst

**Primary Duties:** Perform desk / secondary research to collect data on companies and their service categories and create a sharp pre-sales pitch. Collect and analyses information of the corporate and create a database of aligned corporates with respect to thematic and geographic preferences. Qualitative analysis of research data to classify and qualify the data accurately and granularly. Use periodicals, newswires, online information sources and other published news sources to develop new leads. Generating Qualified leads through calling and visits to corporates if required. Develop contact information for companies used for cold calling. Responsible for conducting survey of potential corporates for fund raising.

**Job Responsibilities:** Excellent communications skills in English. Must have significant and proven writing skills to develop crisp proposals etc. Should be well conversant with MS Office, Excel, PowerPoint and internet. Agile mind-set as it involves a lot of collaboration and coordination. Analytical and probing mind set Change orientation Execution orientation Operational excellence Passion to serve Relationship building. Bachelor's/Master's degree or equivalent; an advanced degree in a related field is welcome.

#### 15. Research Consultant

**Primary Duties:** Preparing detailed project and work plans to achieve the research goals. Lead preparation and submission of proposals for different research grants. Own research design, data collection, analysis, and writing. Lead the design of research studies, including identifying research questions and deciding data collection methods and tools. Manage research agencies or any other external groups involved in research programmes. Participate in data analysis and report writing. Provide oversight and review of research outputs from members of the Research team. Manage communication of research outcomes to stakeholders.

**Job Requirements:** Subject matter expertise in the relevant sector. Working proficiency in the use of MS Office Suite and G Suite. Attention to detail and exceptional written and verbal communication skills. A Bachelor's or Master's degree in economics, statistics, psychology, public health, sociology, public policy, or related fields.

#### 16. Data Analyst

## 17. Knowledge Manager

**Primary Duties:** To identify, collect, synthesize, organize and manage organizational knowledge in support of business units across the enterprise. This includes accumulating, understanding and leveraging knowledge about the business activity in behalf of the organization, its clients, its employees and partners. The Knowledge Manager is also responsible for building and organizing the company's conceptual assets in knowledge bases (that are not text files nor tables in a database).

**Job Requirements:** Experience of supporting a large team of individuals of all levels of responsibility and with varying skills. The ability to work flexibly in order to respond to changing priorities. Critical and analytical thinking abilities with great attention to detail.

Excellent communication and interpersonal skills and have the initiative and the confidence to back their own judgment. Problem solving skills and solution implementation. Researching skills competence with ability to identify best practice approach.

## 18. Knowledge Management Content Coordinator

**Primary Duties:** The KM Content Coordinator plays a key role in supporting the firm's ability to deliver outstanding results for our clients. Knowledge Management (KM) is critical to capture the best of our consulting staff's individual and collective expertise and to make it available to the broader firm. Other responsibilities include: Ensure IP is produced in a timely manner when the case closes. Establish a thorough understanding of the confidentiality guidelines and style guides essential for redacting IP and publishing content. Help develop case credentials to support client development and sales and marketing efforts. Build/modify/edit key pages based on the content identified by KM Specialists and other stakeholders Track KM KPIs and content management data/site analytics

**Job Requirements:** 3 years of relevant work experience in content management / knowledge management. Bachelor's degree required with strong academic credentials. Knowledge of KM and intranet/web technologies such as SharePoint. Strong detail-orientation outlook. Understanding of KM and connecting people-to-content and people-to-people. Ability to productively work in a cross-border team. Excellent written/verbal communication, presentation, and interpersonal skills.

## 19. Product Marketing Manager

**Primary Duties:** Product marketing managers are responsible for determining the most marketable features of products and then building marketing campaigns focusing on these features. The product marketing manager will be responsible for researching market trends and working with various departments to successfully launch new products. They are also responsible for planning product launches and studying analytics relating to product campaigns.

**Job Requirements:** A degree in marketing, advertising, or a related field. Prior experience working in marketing. Prior experience in copywriting. Knowledge of analytical software.

Excellent interpersonal and communication skills. Attention to detail.

## 20. Customer Relationship Manager

**Primary Duties:** Also known as a client relationship manager, a customer relationship manager maintains an ongoing level of engagement with key customers. Customer relationship managers build trusting relationships with clients and protect the brand by maintaining a positive image. The customer relationship manager will constantly identify opportunities to grow the customer base and build positive relationships with new clients. They also need to resolve customer complaints quickly and efficiently and keep the customers updated on the latest products in order to increase sales.

**Job Requirements:** A bachelor's degree in administration or a related field. Excellent interpersonal and communication skills. Proficient in all Microsoft applications. Superior product knowledge. A team player with leadership skills. Maintain a positive attitude focused on customer satisfaction.

## 21. Digital Marketing Manager

**Primary Duties:** Digital marketing managers are in charge of planning and managing marketing campaigns that promote a company's brand, products, and services. Their duties include planning campaigns, analysing metrics, and identifying trends. They typically have experience in art direction

and social media. Duties will also include planning, implementing, and monitoring our digital marketing campaigns across all digital networks.

Job Requirements: Bachelor's degree in marketing or relevant field. In-depth knowledge of various social media platforms, best practices, and website analytics. Solid understanding of HTML, CSS, and JavaScript is required. Highly creative with excellent analytical abilities. Outstanding communication and interpersonal skills. Up-to-date on the latest trends and technologies in digital marketing.

## 22. Communication Managers

Primary Duties: They are in charge of overseeing all internal and external communications for a company, ensuring its message is consistent and engaging. Also known as a communications director, their main duties include preparing detailed media reports, press releases, and marketing materials. They will be in charge of producing high-quality content that engages customers and builds brand recognition. Their main duties will also include creating informative content, press releases, articles, and media opportunities to share the company's brand, products, and services.

Job Requirements: Bachelor's degree in communications, journalism, public relations or relevant field. Proven experience creating targeted content is advantageous. Strong knowledge of communication practices and techniques. Outstanding written and verbal communication skills. Must be able to multitask and work well under pressure. Excellent organizational and leadership abilities.

## 23. Business Development Manager (BDM)

Primary Duties: This is often the first point of contact a new potential client will have with a business when they are seeking information on the products and services the company provides. The BDM also responds to RFP's, tenders, and develops sales in new sales territories. They have to contact potential clients to establish rapport and arrange meetings, plan and oversee new marketing initiatives, research about organizations and individuals to find new opportunities. They also need to increase the value of current customers while attracting new ones and find and develop new markets to improve sales.

Job Requirements: Bachelor's degree in business, marketing or related field. Experience in sales, marketing or related field. Strong communication skills and IT fluency. Ability to manage complex

projects and multi-task. Excellent organizational skills. Ability to flourish with minimal guidance, be proactive, and handle uncertainty. Proficient in Word, Excel, Outlook, and PowerPoint. Comfortable using a computer for various tasks.

#### 24. Business Development Associate

**Primary Duties:** They help companies to boost growth and sales. They conduct market research, develop business strategies, build client relationships, and identify new business opportunities. Business development associates find work in a variety of industries from marketing to information technology. Other duties will include market research, developing business strategies and pitches, managing a variety of projects, and identifying new business opportunities. They will work with various departments and report to the Head of Business Development.

**Job Requirements:** Bachelor's degree in business management, marketing, or related field. Ability to handle multiple projects simultaneously and work under pressure. Strong organization and project management skills. Proficient in Microsoft Office and relevant software.

### **Jobs according to the Questionnaire**

#### **Senior Associate Consultant**

**Primary duties:** include managing the execution of individual work streams in projects and leading project teams and coordinating tasks allocated to junior associates

**Job Requirements:** Minimum 1 year of work experience in a management consulting company. Excellent writing and speaking skills in English language. Outstanding command of Microsoft Office programs (especially Excel and PowerPoint). Strong background in strategy development and problem solving with demonstrable analytical capabilities. Multi-tasking skills for simultaneously carrying out analysis, report-writing, communication and project management

#### **Analyst**

**Primary duties:** Consulting analysts provide clients with professional advice on improving performance or solving business problems. Contributing to internal brainstorming sessions and collaborating with engagement team members throughout client engagements. Presenting to client audiences via teleconference or in face-to-face meetings.

**Job Requirements:** Bachelor's and Master's Degree in Finance, Economics, Business, Mathematics, Accounting. Design, develop and maintain desktop applications through use of MS Access, or other

query/database tools. Excellent communication and presentation skills. Carry out rigorous research to support consulting work. Conduct salary and benefits surveys. Contact, liaise and communicate effectively with clients on our services and render support.

### **Project Leader**

Primary duties: provide oversight and leadership in executing projects from planning to completion.

Job Requirements: Exceptional analytical skills, Proficiency in project management tools and software, Strong leadership and motivational skills.

### **Director**

Primary duties: A consulting services director is responsible for determining, developing, and delivering innovative strategies and solutions to existing and potential clients

Job Requirements: Experience of more than 4 years, communication skills, leadership skills, analytical skills, management skills, and decision-making skills.

### **Senior Director**

Primary duties: Provide senior leadership to deliver consulting projects and ensure client satisfaction.

Job Requirements: Experience of more than 4 years, communication skills, leadership skills, analytical skills, management skills, decision-making skills

### **Vice President**

Primary duties: Has responsibility to ensure their team is meeting financial/utilization metrics, delivery goals and organizational targets while building the strong team

Job Requirements: Experience of more than 5 years, communication skills, leadership skills, analytical skills, management skills, decision-making skills

### **Executive Vice President**

Primary duties: An executive vice president is responsible for monitoring departmental operations, managing customer relationships, developing the company's strategic goals, and identifying business

opportunities that would maximize the company's performance, drive revenues, and achieve the business's profitability goals.

Job Requirements: Experience of more than 5 years, communication skills, leadership skills, analytical skills, management skills, decision-making skills

### **Assistant**

Primary duties: The Consultancies Assistant is a key post responsible for supporting the consultancy team in their day-to-day work by providing essential administrative and logistical assistance, preparing proposals and deliverables, and keeping our data systems up to date.

Job Requirements: Communication, problem-solving skills, knowledge of all areas to advise the clients

### **Coordinator**

Primary duties: A Coordinator, or Project Coordinator, is responsible for helping oversee the successful completion of projects and events.

Job Requirements: The ability to work as part of a team, interpersonal and communication skills, both oral and written. Creativity and innovation, problem-solving and strategic planning ability, and analytical skills.

### **Client Deliverer**

Primary duties: They work with their clients and advise them on matters such as business development, finance, marketing, sales, operations, customer service, accounting and financial planning, among others.

Job Requirements: Communication, problem-solving skills, knowledge of all areas to advise the clients.

### **Jobs for People with Low Vision**

#### **1. Product Designer**

Primary Duties: Product designers apply a user-centred approach to shape distinct digital products and services for some of the world's most recognized brands. They work side by side with consultants,

innovation experts and software engineers to create high impact solutions to the critical business challenges of our clients.

Job Requirements: Bachelor's degree in industrial design, manufacturing, engineering, or a related field. A creative eye, good imagination, and vision. A firm grasp of market trends and consumer preferences. Practical experience using computer-aided design software. Good technical and IT skills. Excellent written and verbal communication skills.

## 2. Brand Manager

Primary Duties: An employer brand manager is tasked with defining the employer value proposition (EVP) and brand identity. Armed with this information, they find ways to uncover employee stories and amplify employer branding across all channels. Typically, that means managing the career site, candidate-facing sites like Glassdoor and Indeed, and creating target messaging for different employee and candidate personas.

Job Requirements: A Bachelor's degree in HR, marketing, advertising or related fields is required in most instances, although experience often trumps these credentials. Candidates should have three to five years of experience in recruiting, e-marketing or social media promotions. Strong project management skills and Microsoft Office mastery are essential. Ideal candidates have experience managing website content and working with Google analytics to help create and assess social media programs.

## CHAPTER 3

### Information Technology & Telecom

The Information Technology (IT) Industry is one of the largest job providing streams in India. The IT sector is responsible for generating an information and/or communication system deploying hardware, software, and peripheral equipment. Deploying various forms of technology such as analytics, automation, AI, etc., the IT Industry has revolutionized the field of data management. It replaced the manual organization of data with technology, minimizing the scope of human error. Today, tools of IT are used for production, management, storage, processing, and exchange of data across numerous fields. With the advancement of technology, the scope of the IT industry has increased sharply. Previously confined to office data and calculation, IT has now expanded to collaborate with all the major industries of the world. In India, the IT has penetrated the export market, telecom industry, corporate offices, banks, government offices, and education industry. In the aftermath of COVID-19, the demand and scope of IT Industry has soared further. The IT industry entails the IT sector as well as Telecommunications.

India is home to some of the biggest IT companies of the world. Some of the most popular IT companies of India are:

1. Tata Consultancy Services (TCS)
2. Infosys Limited
3. Wipro Limited
4. HCL Technologies Limited
5. Tech Mahindra Limited
6. Cognizant Technology Solutions Corporation
7. Mindtree Limited
8. Larsen & Toubro Infotech Limited
9. Mphasis Limited
10. Oracle Financial Services Software Limited

In the last few decades, India has witnessed a rampant growth of the IT sector. Between 1992 and 2022, the contribution of IT sector in the GDP of India has rocketed over 2300%. According to the IBEF, Ministry of Commerce and Industry, Government of India, the IT sector constituted 0.4% of the GDP in 1992 which surged to 9.3% in 2022 (Chart 1). Concomitantly, the capacity of IT sector to generate employment has also augmented. In 2009, the IT sector in India employed 1.96 million employees which increased to 4.85 million in 2022 (Chart 2). The ever-expanding employment rate of the IT Industry depicts its significance as a job providing sector.

More importantly, the IT sector has successfully linked its services to several industries which moulded the nature of these industries. One such industry is the telecom industry.

### **Telecommunication**

As the name suggests, telecom industry deals with effective communication. Telecommunication is the process of transmission of analogous or digital data over a long distance through various forms of technologies. This data may be transmitted over radio, wire, electromagnetic systems, or optical. In the old days, communication primarily hinged on postal services. However, over a period of time, technological exchange of information replaced the analogous methods of communication. Consequently, technology became an integral part of communication since it facilitated instant communication irrespective of distance. In the wake of the fourth wave of Industrialization—digitalization—telecommunication was entwined with the IT sector since the technological apparatuses offered by the sector are useful in enhancing the speed and quality of data transmission.

Some of the top telecom companies in India are:

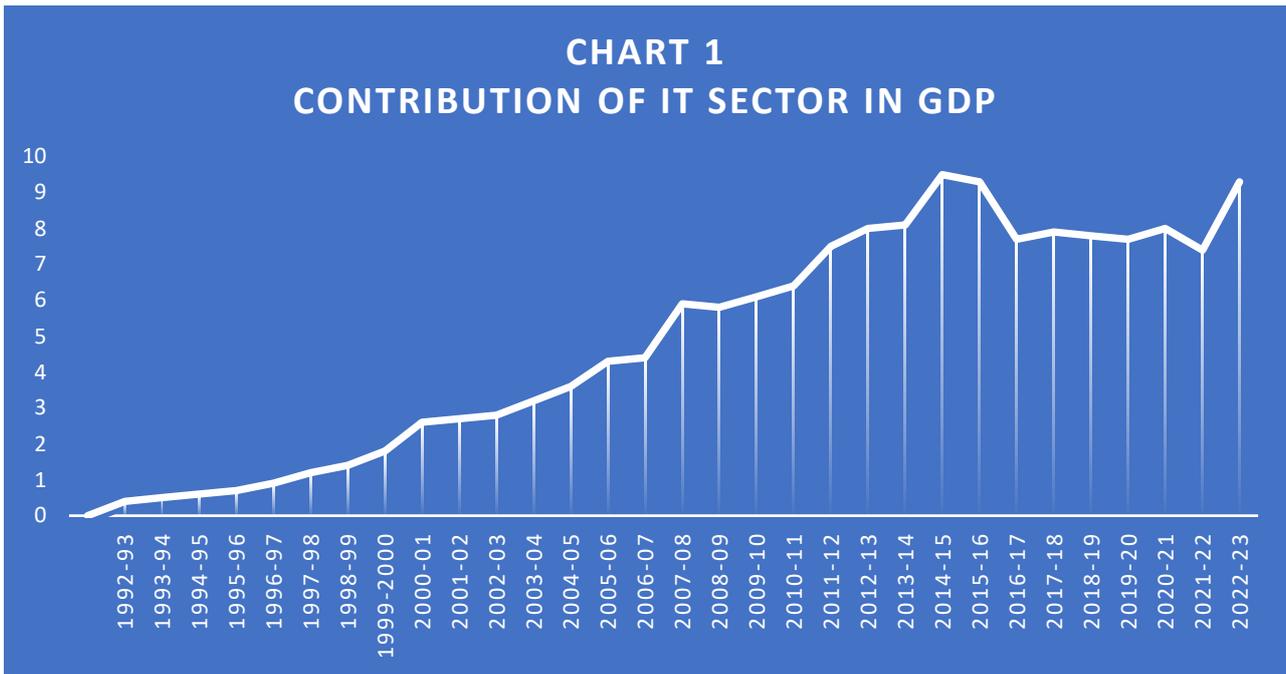
1. Airtel
2. Vodafone
3. Idea
4. Jio
5. R-Com
6. MTNL
7. Dish TV
8. Tata Play
9. Airtel Digital TV
10. DD Free Dish
11. Sun Direct

Ever since its introduction in India, the telecom industry has been perpetually rising. According to Forbes India, India is the second-largest telecom market in the world with over 1.16 billion subscribers. The industry contributes to over 6% of the GDP of the nation while enabling over 30% of the GDP indirectly through customer services and other avenues. The telecom sector directly employs over 2.2 million employees while it provides employment indirectly to more than 1.8 million people.

In the recent past, the share of the telecom sector increased drastically since the telecom companies also penetrated the DTH market providing broadcasting channels to the customers. DTH (Direct-to-Home) television receives broadcasting signal transmitted through broadcasting satellites directly to

the customer eliminating the cable operators and middlemen. Over the last decade, the DTH service has gained currency in India with a strong customer base of more than 122 million subscribers.

Both IT and Telecom sector have been the largest job providers in India. This chapter highlights the job roles available in the IT and Telecom companies and suitable jobs for visually impaired in the two sectors. Besides, the chapter will also enumerate the obstacles that prevent the employment of the visually impaired in the IT Industry. To accomplish this objective, the chapter will rely on data collected through interaction with an IT company i.e., Wipro Ltd. and a Telecom company i.e., Airtel.



## **IT Company**

To learn and understand the job roles and positions available in the IT Company, Wipro Ltd. was contacted. Established in 1945, Wipro Ltd, an Indian multinational organisation, offers business process, consultancy, and information technology services. It was earlier known as Western India Palm Refined Oils Limited. Since July 2020, Thierry Delaporte has been the CEO and managing director of Wipro.

Cloud computing, cyber security, digital transformation, artificial intelligence, robotics, data analytics, and other technology consulting services are among the skills offered by Wipro to its clients in 167 countries.

**Vision:** Contribute to global e-society, where a wide range of information is being exchanged beyond time and space over global networks, which breaks down the boundaries among countries, regions, and cultures, allowing individuals to take part in various social activities in an impartial and secure way. Continuous effort to enhance people's lifestyle and quality by means of developing new technology in wireless communication.

## **Job Roles**

The following section is divided further into two parts. The first part discusses the job roles identified for the visually impaired by the company executive while the second part discusses the job roles identified by the researcher.

### **Job Roles in the Company for Visually Impaired according to the Company**

#### **1. Tech Associates**

**Primary Duties:** Their responsibilities include installing and repairing software and applications, troubleshooting, and conducting regular tests and maintenance to ensure smooth workflow. They must also handle and address inquiries or concerns from clients, resolving them promptly and professionally.

**Requirements:** Technology associates typically have a bachelor's degree in a computer science field, although an equivalent combination of education and relevant professional experience may be acceptable.

#### **2. Senior Tech Associates**

**Primary Duties:** A Senior Tech Associate is responsible for supervising a team of technical associates that monitor and maintain the computer systems and networks for an organization.

**Requirements:** BCA or BSc (Computer Science/IT) degree with good research skills.

### 3. Quality Analyst

**Primary Duties:** The quality analyst would check the daily reports. He audits if solutions were correctly provided or not. His work is to ensure that all the work is in accordance to the norms/agreement decided with the clients or the users.

**Requirements:** A bachelor's degree in information systems, computer science, or a similar discipline · Experience with testing, auditing, and quality inspection. Excellent verbal and written communication skills.

### 4. Voice coach

**Primary Duties:** A Voice Coach helps to improve communication skills, trains on the concept of listening and dealing with various customer types by using voice modulation, and other soft skills for sales pitching. They are also responsible for correcting the accent and grammar of the sales pitch.

**Requirements:** Most voice coaches earn a bachelor's degree in Music, theatre, general education, fine arts or a similar field.

### 5. Developers

**Primary Duties:** A developer understands client needs and accordingly designs applications or website for the client as per their requirement.

**Requirements:** Bachelors of Engineering in Computer Science or Bachelors of Science in Computer Science. Knowledge of coding and computer skills, and graphic designing.

### 6. Business associate

**Primary Duties:** A Business Associates manages the link between client and developer. They communicate the requirements to the developers and constantly stays in touch with the clients.

**Requirements:** Prior Experience as an analyst. Graduation + computer skills + English fluency.

### 7. Manager

**Primary Duties:** As the name suggests, a Manager manages the company's work, leads teams and is responsible for supervising the departments in the firm.

**Requirements:** More than 5 years of experience. Graduation and Post-Graduation courses in excel and other computer related courses.

### 8. Global Delivery Head

Primary Duties: A Global Delivery Head works on the link between India and other countries. They manage relationships of the companies across nations and borders. International projects are under the supervision of Global Delivery Head who is also answerable to the clients. They are also responsible for bringing new business projects to the company. Besides, they also supervise the working of the projects ensuring customer satisfaction through timely delivery with satisfactory quality.

Requirements: Experience of 10 years in any corporate, clean record from all previous projects.

#### 9. Team leaders

Primary Duties: As the name suggests, the Team Leader is assigned the responsibility of leading the team projects, collect data from managers and make reports about the work of the quarter, weekly profits, and any escalations in the company.

Requirements: Experience of 7-8 years. Fluency in English, communication skills, leadership skills.

#### 10. Customer Support

Primary Duties: Customer support team handles complains and queries of customers. They segregate the queries and deliver them to the concerned department.

Requirements: Good Communicational Skills

### **Job Roles in the Company for Visually Impaired according to the Researchers**

Contrary to the observation of the company executive, the researchers have identified numerous potential job roles in the IT companies for the visually impaired. The researchers understand that there are some jobs which the blind employees can accomplish with the help of technology while there are others which would require human assistance and would be more suited to candidates with low vision. Therefore, the job roles have been categorized accordingly.

### **Jobs suitable for Blind Employees with the help of technology**

With the help of the technological tools, blind employees can discharge their responsibilities efficiently.

#### 1. Analytics manager

Primary duties: Analytics managers collect data and perform analysis using software programs. They manage and extract data from various applications to provide insights for a company, such as purchasing trends. They use technological tools and systems to translate data into relevant information for an organisation.

Requirements: Analytics managers typically have a Bachelor's degree in mathematics, statistics or a related area. It is also important to have strong technical skills to work with complex software programs.

## 2. Cloud engineer

Primary duties: Cloud engineers research and implement ways to transfer a company's existing infrastructure to cloud-based systems. Cloud systems are remote servers that store and manage data. These professionals also maintain that data and information once they move it to the new system.

Requirements: Many cloud engineers have a Bachelor's degree in computer science or information technology. Some employers may accept candidates with a certification in cloud computing.

## 3. Data scientist

Primary duties: A data scientist analyses and organises data to determine trends that can influence business decisions. Their methods and IT tools use statistics and machine learning to help collect and process a company's data, such as financial records, sales, prospects and lead generation.

Requirements: Many of these professionals choose to pursue both a Bachelor's and Master's degree in IT or other business fields. Comprehensive knowledge of mathematics and statistics is also helpful to analyse large amounts of data.

## 4. Database administrator

Primary duties: Database administrators organise and track data by employing specialised software associated with configuration, security and performance. These professionals frequently diagnose and solve complex IT issues related to the data infrastructure to ensure an organisation's data is safe, accessible and easy to navigate.

Requirements: Database administrators typically earn a Bachelor's degree in computer science. They often start as a database analyst or a developer before moving into this role so they can get experience in data collection and network databases.

## 5. Development operations engineer

Primary duties: A development operations engineer works with both development and operations teams to streamline processes in the software development life cycle. These professionals communicate regularly between both teams to troubleshoot problems quickly. They write and modify code to help deploy software updates. They may also oversee testing for these deployments and measure their performance after release.

Requirements: Many of these professionals get their Bachelor's degree in information technology or computer science engineering. Entry-level jobs may accept candidates with a certification in mathematics or computer science.

#### 6. Director of information technology

Primary duties: A director of information technology oversees the strategy and execution of IT operations for an organisation. They ensure that department tasks align with the company's goals and development and collaborate with management to generate contingency plans, budgets and development goals.

Requirements: This position may require a master's degree in information technology and relevant industry certifications, such as application management courses. Entry and mid-level roles in IT support and database architecture can provide these professionals with well-rounded experiences to help them advance.

#### 7. Full-stack developer

Primary duties: Full-stack developers work on both the front and backend components of websites or applications, such as databases. Frontend development refers to the part of an application that a user sees, while backend development is the coding and infrastructure behind the application. These professionals work on both sides of an application to make sure the components communicate effectively.

Requirements: Most full-stack developers have a bachelor's degree in computer science or mathematics. These developers should also be familiar with various coding languages, including Java, CSS and Python.

8. IT coordinator: They complete administrative tasks to help maintain an organisation's computer networks.

Requirements: IT coordinator requires a Bachelor's degree in Computer Technology, Information Technology, or a similar field with two years-experience in a similar role. Besides, expertise in IT tools and concepts and sound knowledge of LAN/WAN configurations is needed.

#### 9. IT security specialist

Primary duties: IT security specialists protect a company's networks and systems by monitoring them for potential security threats. They may encrypt networks to secure confidential information and

upgrade anti-virus or malware systems. These professionals also develop plans to recover information in case of unauthorised access.

#### 10. Senior software engineer

**Primary duties:** Senior software engineers apply their knowledge of mathematics and computer science to create and improve new software. They may work on enterprise applications, operating systems and network control systems, which are all examples of software that businesses use to scale their IT infrastructure. These professionals often lead a team of developers to build new software applications.  
**Requirements:** Most professionals need both a bachelor's and a master's degree to become experts in software development and maintenance. Previous experience as a software engineer is also necessary for most positions.

#### 11. Software application packager

**Primary duties:** Software application packagers design software installation packages for companies to use on their desktop and laptop computers. They develop packages of files that have the necessary applications to help employees do their jobs. These professionals install these packages and test the installations to make sure they perform correctly.  
**Requirements:** Software application packagers usually have a bachelor's degree in information technology or computer science. It is also beneficial to have excellent analytical and problem-solving skills to address any installation issues.

#### 12. Systems analyst

**Primary duties:** A systems analyst reviews design components and uses their knowledge of information technology to solve business problems. They identify infrastructure changes that could streamline business and IT operations. They can also assist technicians in training staff to implement the changes they propose.  
**Requirements:** These professionals usually get a bachelor's degree in computer science or a related field. Coursework in business administration, management and finance may help them better apply their IT knowledge to improve business practices.

**13. Web administrator:** These professionals set up an organisation's web host, grant access for specific users, create mail servers and help users understand the basic functions of the system.

**Requirements:** Associates degree or two years of vocational school required; Bachelor's degree in Computer Science, Business, Web Development, or related field and at least two years of related

experience highly preferred. Fluency with markup and programming languages including HTML, XML, Java, and CSS is also required.

### **Jobs more suitable for people with low vision**

In the field of IT, there are several jobs which require graphic effects. Any applications and games rely on visual and graphic effects to enhance the experience of the user. While such jobs can be performed by the blind employees with human assistance, these jobs are more suitable for people with low vision. Besides, there are some jobs which deal with the maintenance of the hardware. Such jobs also need visual aid and shall suit people with low vision.

1. Game developer: They oversee the development process of video games, such as designing features, writing code and testing elements.

Requirements: Bachelor's degree in computer science or software engineering. Must have work experience completing a full video game life-cycle. There should be Proficiency in C++ and other programming languages such as Java or C with excellent knowledge of APIs and build libraries and latest gaming trends and technologies. He/ she should have strong artistic and graphic design skills.

2. Hardware engineer: These engineers oversee the design, installation and testing of hardware components, such as networks, processors and routers.

Requirements: Minimum of a Bachelor's Degree in Computer Engineering, Electrical Engineering or related field and experience in hardware engineering. She/he must be familiar with a wide range of hardware devices with strong understanding of embedded software development.

3. Help desk analyst: A help desk analyst renders technical support to address issues with a company's hardware or software equipment.

Requirements: Help desk Analysts procure a bachelor's degree. Although a degree is not required officially, several companies prefer candidates with a degree in an IT-related field such as information systems or computer science.

4. Mobile developer: A mobile developer creates and develops apps for mobile devices, such as phones and tablets

Requirements: A bachelor's degree in Computer Science or relevant field is required as well as 3 years of demonstrable experience for mobile developers. Successful mobile developers possess excellent analytical skills with a good problem-solving attitude and are able to perform in a team environment.

#### 5. Network administrator

Primary duties: Network administrators oversee computer networks and solve problems that may arise with these systems. They install and configure computer networks and data communications systems. They may also upgrade hardware, build new systems and monitor network performance.

Requirements: A bachelor's degree in IT or computer science is needed for you to be considered as a candidate. To be successful in this role, a strong understanding of network infrastructure and the ability to administer and troubleshoot network devices are needed.

#### 6. User experience designer

Primary duties: A user experience (UX) designer oversees all facets of product development regarding its purchasing, branding, usability and functionality. They collect and review user feedback to determine what a product needs to be efficient, functional and successful. They apply this feedback to the design, organisation and usability of products.

Requirements: Bachelor's degree in Design with a core/ minor subject in UI UX Design.

7. Web developer: They create features and format the layout of a website with a focus on usability.

Requirements: Bachelor's degree in Web development or related field, or relevant experience. He/ She must have good knowledge and experience in programming applications like in JavaScript, HTML, CSS and My SQL.

### **Analysis of Job Roles**

Conspicuously, there is a chasm between the job roles for blind employees defined by the company executive and the job roles identified by the researchers. While the executive recognised only 10 job roles suitable for visually impaired employees, the researchers suggest that with the help of technology, all the job roles in an IT company are suitable for individuals who are visually impaired. The discrepancy between the job roles identified by the company and the researchers is a ramification of lack of training and awareness. A scrutiny of the job roles highlighted by the company for the visually impaired depict that the IT companies mostly deem the non-technical jobs ideal for the visually impaired. None of the 10 jobs identified by the company is concerned with coding or software development. All the job roles suggested by the executive are a form of customer dealing which primarily require communicational skills.

To understand the position of IT companies and their readiness to hire visually impaired employees, the researchers engaged in personal interaction with the company. Explaining the scope of employing

visually impaired to the IT Company, the executive suggested that the visually impaired should be recruited for desk jobs like receptionists who collect I-Card, fix appointments, create schedules, and manage inventory. This clearly demonstrates that the visually impaired are considered inadequate for technical jobs and are believed to be more suited for secretarial or non-technical jobs. The interaction revealed that several myths regarding the abilities of the visually impaired have restricted their scope of employment. Even a tech giant like Wipro requires to organise sensitization programmes to fracture the myths regarding the abilities and efficiency of the visually impaired.

### **Exposure and Sensitivity towards Visually Impaired**

The interaction with the executive of the company reflected the sensitive atmosphere of the staff towards the visually impaired. In the questionnaire, the executive clearly demonstrated the respect towards the visually impaired. It was also amply clear that the company is well aware of the laws and rights of the visually impaired under the Rights of Persons Disability Act, 2016. The company has also been cognizant of visually impaired employees in designing the infrastructure of the office. The elevators and tactile tiles have been provided. However, the staff lacks pragmatic experience since the number of visually impaired employees is few, if not zero. With adequate support, guidance, and training, IT companies can promote the employment of visually impaired.

### **Telecommunication Company**

Established in 1995, Airtel is one of the largest telecom companies in India with over 231 million users in India and over 491 million customers in 17 countries across South Asia and Africa. The company ranks amongst the top three mobile operators globally and its networks cover over two billion people. Airtel is India's largest integrated communications solutions provider and the second largest mobile operator in Africa. Airtel's retail portfolio includes high speed 4G/4.5G mobile broadband, Airtel Xstream Fiber that promises speeds up to 1 Gbps with convergence across linear and on-demand entertainment, streaming services spanning music and video, digital payments and financial services. For enterprise customers, Airtel offers a gamut of solutions that includes secure connectivity, cloud and data centre services, cyber security, IoT, Ad Tech and CPaaS (Airtel IQ).

### **Job Roles**

The following section is bifurcated between the job roles identified for the visually impaired by the company executive and the job roles identified by the researcher.

### **Job Roles in the Company for Visually Impaired according to the Company**

The executive of the company identified following jobs suitable for the visually impaired employees. While the executive mentioned some important job positions in the company, most of these require minimum education. Besides, these jobs are restricted to communicational skills. This indicates that the executive does not deem technical jobs fit for visually impaired.

#### 1. Quality Analyst

**Primary Duties:** The QA will prepare reports on the quality of the company's products and services. They may report to management or other stakeholders on the quality of the company's products and services, including any areas that require improvement.

**Requirements:** A bachelor's degree in information systems, computer science, or a similar discipline.

#### 2. Communication Trainers

**Primary Duties:** Communication Trainers train new and existing employees, and conduct training sessions.

**Requirements:** Degree in General Communication, Business Communication, Media, Strategic communication, corporate communication, or Master of Arts in Communication.

#### 3. Receptionist

**Primary Duties:** A reception schedules appointments for customers and employees, and manages the company's calendar, ensuring that all appointments are properly scheduled and confirmed. They also handle enquiries.

**Requirements:** Good Communication Skills and practical knowledge of public dealing.

#### 4. HR Manager

**Primary Duties:** HR Manager manages recruitment for the firm and overall supervision of employees. They are also assigned the responsibility of handling areas related to salary, leaves etc.

**Requirements:** Bachelor's degree in Human Resources or Business Management. Candidates with Masters in Human Resources, Labour Relations, or Business are preferred. Technical, analytical, communication, leadership, and interpersonal skills are required to effectively manage the employees of a company.

#### 4. Operational Manager

**Primary Duties:** Operational Manager manages overall operations of the company.

**Requirements:** Bachelor's degree in business-related field. Technical, analytical, communication, leadership, organizational, problem-solving, and decision-making skills are required.

## 5. Manager

**Primary Duties:** A manager is responsible for strategic planning and leads the overall objective of the firm. Accountable for all the team leaders.

**Requirements:** BA, MBA, PGDM, M.Com. or Masters in related field. Leadership, strategic planning, team management, financial management, customer service, sales and marketing, operations management, vendor management, and regulatory compliance skills are some of the most important requirements.

## 6. Team Leader

**Primary Duties:** The Team Leader supervises the daily goals and tasks of the team.

**Requirements:** Managing skills, and high school education along with technical Knowledge, Fluency in English and communication skill.

## 7. Resolution Specialist

**Primary Duties:** A Resolution Specialist handles complex customer cases.

**Requirements:** Bachelor's degree in related field. Candidates with Master's degree are preferred with analytical, communication and problem-solving skills with complete technical knowledge.

## 7. Case Manager

**Primary Duties:** A Case Manager takes follow ups on customer cases.

**Requirements:** Candidate needs at least a BA, BBA, B.Com., MBA, MA, M.Com. with experience with Analytical, communication and problem-solving skills with complete technical knowledge.

## 8. Technical Advisor

**Primary Duties:** Technical Advisor handles customer queries and attend customer calls.

**Requirements:** Bachelor's degree in computer science or a related field with technical Knowledge, Fluency in English, communication skills.

## **Job Roles in the Company for Visually Impaired according to the Researchers**

The company executive identified some of the job prospects for the visually impaired in the telecom sector. Owing to their vision, several jobs have been deemed unfit for the visually impaired. However, with adequate technical support, the visually impaired can accomplish any task making them suitable for numerous jobs in the telecom sector. It is necessary to point out that while certain jobs are suitable

for blinds, there are a few jobs which blind might find difficult to do since they require physical manoeuvring. Those jobs will be more suitable for people with low vision.

### **Jobs suitable for Blind Employees with the help of technology**

With the support of technological software and devices, blind employees can effectively perform their duties.

#### 1. Customer service executive

Primary duties: Customer service executives work with clients and customers to find solutions for client needs. They may work in a store, at a call centre or at home answering phone and email messages from clients. They respond to complaints, assist with troubleshooting, and direct clients to the appropriate department and process payments and refunds. Customer service executives should be patient and personable and have strong communication skills.

Requirements: High School Diploma or Equivalent with good communication skills is required.

#### 2. Telecommunications operator

Primary duties: Telecommunications operators answer phone calls and route outgoing calls. They may provide callers with information, transfer callers, take messages and record outgoing messages for an organization. Telecommunications operators may also manage a directory of contacts.

Requirements: High School Diploma or Equivalent with good communication skills is required.

#### 3. Computer programmer

Primary duties: Computer programmers design, test and install computer programs. They use programming languages, like JavaScript and C language, to write programs that provide solutions for businesses, like automating tasks, managing data or creating customer interfaces. Computer programmers typically have a bachelor's degree in computer science or a related field.

Requirements: Bachelor's degree in computer science, information technology, or computer engineering. Some candidates may choose to pursue Masters which increases their chance to get the job is required.

#### 4. Data analyst

Primary duties: Data analysts work with organizations to gather and analyse large amounts of data, often aimed at identifying the company's trends and offering solutions. They can integrate new software and make recommendations for improving processes to increase efficiency. Data analysts typically have at least a bachelor's degree in computer science, statistics or a relate field.

Requirements: Bachelor's degree in math, statistics, economics, computer science, or another quantitative field is required.

#### 5. Telecommunications manager

Primary duties: Telecommunications managers oversee telecommunications teams, departments or offices. They manage the daily operations, such as service call schedules and technician routing, recruiting and training new staff members and responding to customer complaints. Telecommunications managers should be knowledgeable of telecommunications processes, systems and equipment.

Requirements: Bachelor's degree in computer science or electrical engineering is required.

#### 6. Systems manager

Primary duties: Systems managers monitor the efficiency and effectiveness of an organization's systems. They run and analyse performance reports, schedule system maintenance and troubleshoot problems. Systems managers must research and implement new technology to keep systems updated and relevant.

Requirements: Bachelor's degree in a computer or an information science-related field is required.

#### 7. VoIP engineer

Primary duties: VoIP (voice over internet protocol) engineers work with organizations to design, test, install and maintain their VoIP systems, which allow users to make phone calls over an internet connection rather than traditional phone lines. This may include local and regional systems. VoIP engineers are proficient in computer science, VoIP software and information technology.

Requirements: Bachelor's degree with an emphasis on computer science, such as network engineering, computer engineering and electrical engineering is required.

### **Jobs more suitable for people with low vision**

There are several jobs which require graphical or visual aid for the completion of the job. These jobs are seldom suitable for blind employees. Blind employees will require human assistance to accomplish these tasks. However, these jobs are more suitable for people with low vision.

#### 1. Cable installer

Primary duties: Cable installers perform the physical labour required to provide cable service to customers. This may involve digging trenches and burying cables, feeding lines underground and

through walls and securing lines to telephone poles and towers. Cable installers should have mechanical skills, knowledge of basic construction and be comfortable working in extreme conditions. Requirements: High School Diploma is required.

#### 2. Telecommunications technician

Primary duties: Telecommunications technicians may be line installers or equipment installers. Line installers install, repair and maintain the outdoor cable and electric lines and boxes. Equipment technicians install and repair the physical components of indoor networks, such as modems and routers.

Requirements: A Bachelor's degree in IT related programs is required.

#### 3. Telecommunications specialist

Primary duties: Telecommunications specialists are responsible for making recommendations for telecommunications software and hardware, overseeing telecommunications installation and monitoring the function of machinery and systems. Telecommunications specialists develop policies, procedures and strategies related to an organization's use of telecommunications systems.

Requirements: A certificate, associate degree, or a bachelor's degree in information technology (IT) or computer science is required.

#### 4. Telecommunications engineer

Primary duties: Telecommunications engineers may specialize in different areas. Some engineers may plan cable routes, and others may design new hardware or equipment. Telecommunications engineers often earn a bachelor's degree in telecommunications or computer science, in addition to earning certifications for the use of specific software and operating systems.

Requirements: A Bachelor's degree in IT related programs or equivalent experience is required.

### **Analysis of Job Roles**

While the executive of the company recognised 10 job roles in the company for the visually impaired, the researchers identified 11 additional avenues which are suited for visually impaired and people with low vision. Lack of knowledge and myths regarding the abilities of visually impaired is responsible for the difference in the employment opportunities identified by the company executive and the researcher. Similar to the IT sector, the telecom's executive also suggested non-technical jobs. The executive suggested jobs which do not involve use of software or coding for the visually impaired. To eradicate this widespread myth, proper training with sensitivity training is necessary.

### **Exposure and Sensitivity towards Visually Impaired**

The interaction with the executive of the company reflected their lack of exposure to the visually impaired employees. The executive revealed that their branch did not have any visually impaired employee. Besides, the executive's personal interaction with the visually impaired is negligible. Although the executive mentioned the eagerness of the company to hire visually impaired, the readiness of the company to accommodate the needs of visually impaired is inadequate. In the branch of the executive, tactile tiles and ramps are wanting which suggests that the company is yet to make its infrastructure visually impaired friendly. Besides, the executive stated that jobs which include verbal communication are suitable for the visually impaired. It clearly indicates that the visually impaired are not considered suitable for technical jobs. Such preconceived notions are consequence and cause of myth around the visually impaired and it is essential to combat such notions.

### **Conclusion**

Based on the interaction and the job roles suggested for the visually impaired by the executives of the two companies, it becomes clear that there is a need to offer training to corporate sectors of IT and telecom. Visually impaired are considered unfit for some jobs which they can easily perform with the help of technology. However, the presumptuousness is a major obstacle that prevents the visually impaired from penetrating the field of technical jobs. With the help of adequate training sessions, the employment vistas for visually impaired will exponentially increase.

## **CHAPTER 4**

### **Media & Voiceover**

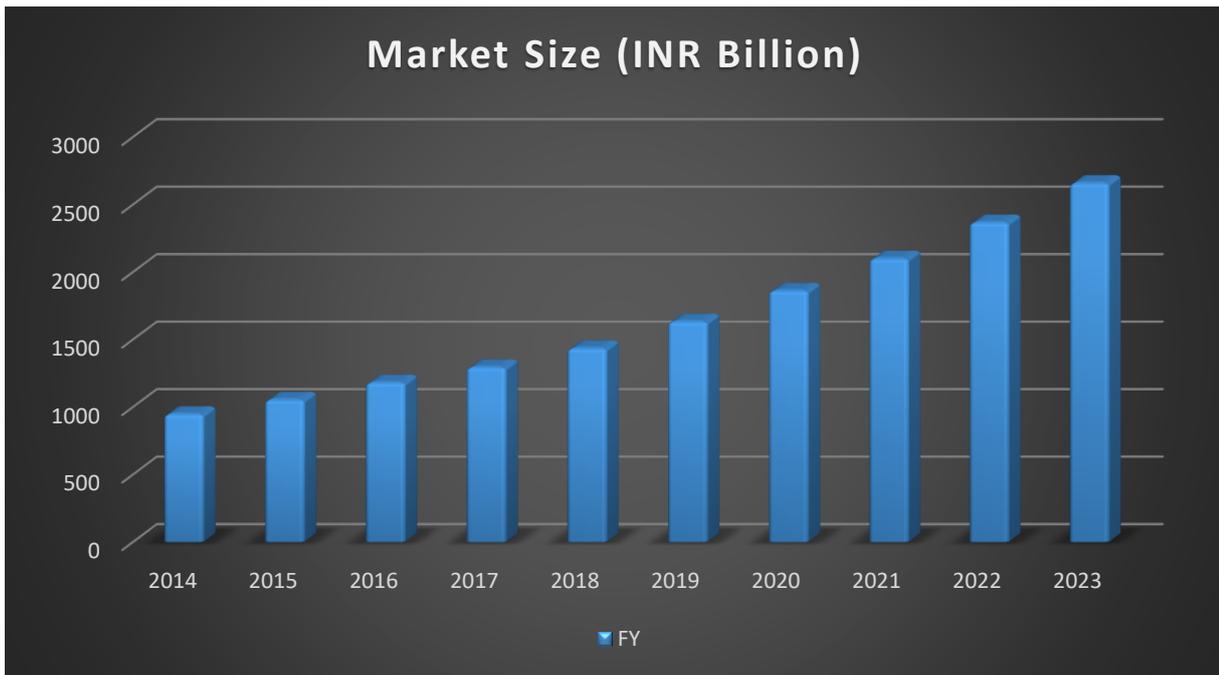
Media is one of the largest industries in the world entailing countless job opportunities. The mammoth sector of media is constituted of various industries. The fundamental purpose of media is to serve as a platform for storing and delivering data and information. To disseminate the data, media utilises diverse channels such as radio, television, social media, newspaper, etc. In addition to disseminating data, media also provides means to promote and advertise products and businesses.

Media sector entails numerous industries:

- 1) Television Media
- 2) Print Media
- 3) Radio
- 4) Music
- 5) Entertainment (Movies, Short Films, Documentaries, etc)
- 6) Publishing
- 7) Advertising
- 8) Gaming
- 9) Internet (social media)

These industries are further diversified into various segments. These segments collectively have widened the scope of media. Owing to its humongous expanse, media assumes a central position in generating employment around the world. According to Invest India, National Investment Promotion & Facilitation Agency, India has the fifth largest media and entertainment market in the world. In 2021-22, the advertising sector alone generated a revenue of Rs 746 billion. A report in Outlook claims that the Indian media and entertainment sector will likely generate an income of more than 1.5 lakh crores in the Financial Year 2024. Media sector is responsible for offering employment to over 6 lakh people in India.

Between 2014 and 2023 financial year, the Compound Annual Growth Rate (CAGR) of media sector in India has soared by almost 300%. KPMG Report informs that in the year 2014, the market size of Indian media consisting of revenue generated by subscriptions and advertisements stood at Rs 948 billion which crossed Rs 2600 billion in 2022 (Chart 1). Conspicuously, the pivotal position of media sector for employment cannot be overlooked.



## Voiceover Industry

Voiceover is a technique of adding recorded voice in the form of commentary to a documentary, movie, etc. The purpose of the voiceover is to offer an outsider’s perspective for narration or explanation of information. The technique is exceptionally beneficial for visually impaired since the voiceover provides graphic details in the form of audio narration. A voiceover artist lends their voice by catering to a certain script and then it is used in television, animation, films, dubbing, radio, theatre and other areas. It can be both narration oriented and non-narration oriented. A common example of a voiceover is a movie trailer where an omniscient narrator is explaining the upcoming film in a narrative format. The employment provided by the voiceover industry has witnessed a significant growth. There is an increase in demand for audio content in many areas:

- a) Documentary narration, videos, films
- b) Advertisement voice overs for TV and Radio
- c) Dubbing of films for the big screen and OTT platforms in regional language
- d) General announcements in public spaces
- e) Audiobooks, content for social media, Corporate AVs
- f) E-learning platforms and multi-language training content
- g) Voice-assistant in applications

Since the 20<sup>th</sup> century, the voiceover industry has witnessed a boom in India. With the introduction of anime and animated series from across the globe, the need for dubbing and voiceover artists has increased drastically. Today the market is flooded with various voice assistants such as Google Assistant, Alexa, Siri, etc. which have further escalated the demand of voiceover artists. The

introduction of audiobooks, podcasts and emphasis on commentaries in documentaries and movies has supported the rise of the industry. Consequently, in forthcoming years, voiceover is expected to become one of the key media industries in India. Since the industry is still at the infancy stage, it is easier to penetrate and more accessible.

### **Media Company**

In order to get more information regarding the kind of job opportunities offered by the media, Asian News International (ANI) was contacted.

Founded over 50 years ago, ANI is South Asia's leading multimedia news agency with over 100 bureaus in India, South Asia and across the globe today. Their range of products encompass loosely edited news feeds and customized programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia / text content for websites and mobile carriers, and news wire services for newspapers, magazines and websites. They also provide a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include provision of professional crews, editing and post production facilities, access to our archives, up linking facilities, coordinators, producers and correspondents, if required.

**Vision:** To fulfil the basic human need for knowledge and information with truth, credibility, quality and speed and providing a comprehensive array of news services, facilities, programmes and talent.

### **Job Roles**

This section is composed of two parts. The first part will discuss the job roles identified for the visually impaired by the company's representative while the second part discusses the job roles identified by the researcher.

#### **Job Roles in the Company for Visually Impaired according to the Company**

##### **1. Sub-editor**

Primary Duties: Sub-editors check written content before it's published in newspapers, magazines and on websites.

Job Requirements: A diploma or degree in mass communication/journalism is required, as well as a strong command of the English language. Excellent communication skills and attention to minor details

##### **2. Multimedia Producer**

Primary Duties: A multimedia producer oversees digital productions of web content. Their job duties include supervising story writing, graphic design, music content, and other elements of a piece, as well as delegating responsibilities and guiding team members.

Job Requirements: Multimedia producers typically have a bachelor's degree or equivalent technical credentials in media, film, or a related field. They must have experience in the field.

Interestingly, the representative of the company suggested that the job of Graphic Designer, Video Editor, and Photo Editor is also suitable for the visually impaired. However, a deeper study of the primary duties of the aforementioned job roles strongly suggests that a visually impaired will find it more than challenging to accomplish the duties involved in these job positions.

1. Graphic Designer

Primary Duties: The Graphic Designer job description includes the entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts and photos.

2. Video Editor

Primary Duties: Video editors manipulate film and video footage to create a coherent and complete project that accurately depicts the film directors envision. They use complex editing software to piece together stills, footage, sound effects, dialog, and animation effects.

3. Photo Editor

Primary Duties: Photo editors are responsible for reviewing, editing, manipulating, formatting, and positioning photos for online and offline publishing opportunities.

Conspicuously, these jobs require visual ability to successfully accomplish the tasks associated with the job. However, the representative suggested that these jobs will be suitable for visually impaired. It is unclear how visually impaired will be able to discharge of their responsibilities which demand proper visual ability.

### **Job Roles in the Company for Visually Impaired according to the Researchers**

Identifying the job roles suited for visually impaired, the representative of the company suggested only 5 positions. However, exploring the job avenues in media, the researchers realised that there are more than 75 job areas which are suitable for visually impaired. This discrepancy in job responsibilities exists for two reasons. Firstly, numerous job positions which are befitting for the visually impaired have been overlooked by the representative of the company. Secondly, the researchers have considered all the possible job avenues in media which might be outside the purview of the company consulted for the survey.

1. Announcer

Primary Duties: Announcers perform a variety of tasks including presenting news, sports, weather, traffic, and music. Other duties include interviewing guests, making public appearances at promotional events, announcing station programming information.

Job Requirements: A Bachelor's degree in Mass Communication/Journalism/English/Related Fields. Excellent communication skills, research skills in some areas and fluency in the required language.

## 2. Assistant Editor

Primary Duties: An Assistant Editor's main role is to assist the publisher and commissioning editor with development and delivery of a manuscript. Assistant Editors work closely with authors and editors, supporting the editor with admin help and coordinating with other departments such as sales and production.

Job Requirements: A Bachelor's degree in English Literature/Mass Communication/Social Sciences/Any related field. Excellent command over language, good communication skills, editing and proofreading skills.

## 3. Author

Primary Duties: The responsibilities of an author include writing original stories for novels, plays, television scripts, and movies. Authors also write journals, develop story elements, and rewrite and revise pieces written by other writers.

Job Requirements: A Bachelor's Degree in Mass Communication/Journalism/English Literature/Social Sciences/Related Fields and/or Diploma in Creative Writing. Excellent written and communication skills in the required language. Editing skills and research skills are also desirable.

## 4. Actor

Primary Duties: Actors use speech, movement and expression to bring characters to life in theatre, film, television and radio.

Job Requirements: Acting and performance skills, good communication skills. Desirable diploma in any acting course. Any candidate with experience in theatre, street plays, advertisements will be given preference.

## 5. Advertising account executive

Primary Duties: An advertising account executive's main goal is to be the liaison between the client and creative team. They manage budgets, ensure adherence to brand guidelines and keep leads for new business moving through the sales pipeline.

Job Requirements: BSc/ BA in Marketing, Business Administration or relevant field. Experience as an Advertising Account Executive or related position is desirable. Good understanding of advertising and marketing techniques and methods. Working knowledge of MS Office CRM software will be a strong advantage. Should also be a team player with excellent presentation and communication skills

#### 6. Account handler, client services executive

Primary Duties: Planning, formulating and executing advertising, marketing, promotion, digital and social media strategies for clients

- Client servicing, developing and identifying new businesses
- Ensure that clients' campaigns are properly planned and executed to deliver against campaign objectives
- Selling concepts and creative ideas to clients
- Support in all aspects of projects, from estimating cost, managing budgets, and writing reports for the clients and agency management team
- Ensure all clients receive quality customer care and liaise with clients and keep them updated with progress

Job Requirements: Bachelor's degree in business administration or an industry-related field. Experience working as a client servicing executive is desirable. Proficiency in Microsoft Excel and working knowledge of Customer Relationship Management (CRM) software. Effective communication skills and customer service skills.

#### 7. Advertising account planner

Primary Duties: Advertising account planners develop and plan ad campaigns to make sure adverts reach the right audience. Their planning work includes writing a formal brief and creating an ideal environment for productive development. They work by combining market data, product knowledge, qualitative research and help their creative team in making the maximum consumer/customer impact.

Job Requirements: A Bachelor's degree in any field. Subjects like economics, sociology and psychology will be given preference. Good research skills, understanding of the market and consumer, sharp numeracy skills, communication and presentation skills are also required.

#### 8. Advertising art director

Primary Duties: Art Directors are responsible for the creation and development of advertising ideas, with particular focus on their visual appearance. These ideas can exist in many formats from posters and print advertisements, to TV commercials, cinema, radio, experiential, Direct Marketing leaflets,

mobile applications and websites. Art directors design images for ad campaigns, including film, TV, website and printed adverts.

Job Requirements: Bachelor's degree (or equivalent) in fine art, graphic design, or similar discipline is preferable. Experience in graphic design, proficiency in design softwares like Adobe Creative Cloud, typography, layout and prototyping. Good communication skills, leadership skills and excellent creative vision are also desirable.

#### 9. Advertising copywriter

Primary Duties: Advertising copywriters create the words used for print, TV, radio and online advertisement. They follow the requirements of the client and generate the content for advertisements in a creative manner keeping in mind the target audience.

Job requirements: Although a Bachelor's degree in Liberal Arts/Journalism/Humanities is desirable, it is not mandatory. Any individual with a flair for creative writing can become a copywriter. Good writing skills, and research skills are necessary.

#### 10. Biographer

Primary Duties: Biographers write a thorough account of a person's life. They gather information from interviews and research about the person to accurately portray important events in that person's life.

Job Requirements: A Bachelor's Degree in Mass Communication/Journalism/English Literature/Social Sciences/Related Fields and/or Diploma in Creative Writing. Excellent written and communication skills in the required language. Editing skills and research skills are also desirable.

#### 11. Broadcast News Analyst

Primary Duties: A career as a Broadcast News Analyst, also referred to as a news anchor or a reporter, includes collecting information and compiling it together to broadcast the story on radio or T.V. Their job also includes interviewing people, organizing panel discussions, writing commentaries, scripts or various columns.

Job Requirements: Having a Bachelor's degree is not compulsory but a degree in journalism or any related field is preferred over others. Good research skill, writing skills and communication skills is a must for this job.

#### 12. Broadcast journalist

Primary Duties: Broadcast journalists research and present the news on TV, radio and the internet.

Job Requirements: Bachelor's degree in Journalism/Mass Communication/Any Related Field is a must. Good communication skills, research skills and presentation skills are also deemed necessary.

### 13. Content Engineer

Primary Duties: A content engineer works in concert with a content strategist to support content in the multiverse of audiences, channels, personalization, localization, and technologies. The two roles are intertwined, but focus on slightly different facets of the content experience.

Job Requirements: A relevant degree such as Bachelor's and Master's Degree in Computer Science, Engineering, Technical, Education, Information Technology, Computer Engineering, Science, Information Systems, Technology, Design is usually required for this job. Basic level of coding, JAVA script, HTML, is also a pre-requisite for this job.

### 14. Content Manager

Primary Duties:

- Creating and publishing content.
- Managing the development of content.
- Developing content strategies.
- Ensuring content is clearly communicated.
- Ensuring content is consistent across platforms.
- Promoting content.
- Optimizing content according to SEO.
- Managing content calendar.

Job Requirements: A Bachelor's degree in Journalism/English/Mass Communication or any related field. Good communication and managements skills is a must. Also, familiarity with operating SEO is advisable.

### 15. Copy Writer

Primary Duties: Writing clear, compelling copy for various mediums (e.g., ads, blog posts, newsletters) Conducting thorough research and interviews. Working with creative professionals to build marketing projects and campaigns.

Job Requirements: A Bachelor's degree in English/Social Science/Gender Studies/Any related field is required. Good writing skills, research skills, and communication skills is also necessary for this job.

### 16. Commissioning editor

Primary Duties: Commissioning editors request or buy authors, book titles and ideas to publish them.

Job Requirements: Does not need any particular degree. A basic level of education is considered adequate. But any prior experience in the publishing industry or work in the library would be an added advantage for this job.

#### 17. Copy editor

Primary Duties: Copy editors make sure writing is clear, consistent, correct and ready to publish in printed and online publications.

Job Requirements: A Bachelor's degree in English/Liberal Arts/Social Sciences or any related field. Clarity of thought, attention to detail expertise in the required language and impeccable editing skills are also necessary for the job.

#### 18. Digital Media Specialist

Primary Duties: Design and execute digital media strategies/campaigns in accordance with our business goals. Create digital content for the company (e.g., press releases, podcasts, websites, and blogs) Manage, monitor and control digital media projects.

Job Requirements: Bachelor's degree in digital media, marketing, or a related field. Solid knowledge of design and editing programs such as InDesign, Photoshop, and Final Cut Pro. Knowledge of web design and content management systems. Advanced experience with web analytic tools such as Google Ads and Google Campaign Manager. Familiarity with paid social media platforms including Facebook, Instagram, and YouTube. Knowledge of the latest media trends.

#### 19. Design and development engineer

Primary Duties: Design engineers improve product performance and efficiency while researching and developing new manufacturing ideas and systems.

Job Requirement: B.E./B.Tech./MCA/M.E./M.Tech. Strong knowledge of C#, WPF, WCF, Design principles & patterns. Good knowledge of writing Testing automation. Inter-process communication, multi-threading, data-structures, Unit-testing frameworks, Agile processes. Ability to work as an individual contributor. Flair to learn new technologies. Good verbal and written communication skills. Strong Analytical and Problem-Solving Skill

#### 20. Editor

Primary Duties: An Editor is a professional who is the voice of a company, ensuring that all written materials are accurate and of high quality. They work with writers to improve their content to make sure it flows well while also educating them about best practices for writing well in general.

Job Requirements: A diploma or degree in mass communication/journalism is required, as well as a strong command of the English language. Excellent communication skills and attention to minor details.

#### 21. Editorial assistant

Primary Duties: Editorial assistants provide support at all stages of the publication process for books, journals, magazines and online content.

Job Requirements: A Bachelor's degree in the relevant discipline. Good communication skills. Excellent command over English and any other required language. Basic editing skills are also mandatory.

#### 22. Film critic

Primary Duties: Film critics analyse films and produce reviews and articles for newspapers, magazines, radio, TV, social media channels and websites.

Job Requirements: A flair for creative writing is a must for this job. Along with that, a thorough understanding of how films work is also a pre-requisite. Educational qualifications such as Bachelor's in Film Studies/Cinematography/Journalism/Related fields is also necessary.

#### 23. Journalist

Primary Duties: The key objective of a journalist is to gather information, write news pieces, and present the news in an honest and balanced manner. In addition to investigating and reporting on current events, they also work on articles and features that update and influence public opinion

Job Requirements: A Bachelor's Degree in Journalism and Mass Communication. Excellent command over the required language and exceptional communication skills. The skill to process information quickly and produce news pieces efficiently is also necessary.

#### 24. Magazine journalist

Primary Duties: Magazine journalists research and write news articles and features for a wide variety of publications.

Job Requirements: A Bachelor's Degree in Journalism/Mass Communication/English Literature or Diploma in Creative Writing is a pre-requisite for this job. Excellent writing and research skills, good communication skills and good presentation skills are necessary as well.

#### 25. Market research data analyst

Primary Duties: Also called, Data analyst, research analyst, market intelligence analyst, statistician, data insight professional

Market research data analysts study statistics and information collected through surveys.

Job Requirements: A Bachelor's degree in Marketing or Statistics along with demonstrable experience is required for market research analyst positions. Successful candidates possess excellent analytical and numerical skills and are deeply creative with great problem-solving skills.

#### 26. Market researcher

Primary Duties: Also known as, Market research interviewer, market research assistant

Market research interviewers find out what people think about products, services or issues.

Job Requirements: A Bachelor's in Business Administration (BBA Marketing and Finance), B.Com. (Statistics and Mathematics)/ B.Sc. (Statistics) is required for this job. Critical, analytical, research and communication skills are also required for this job.

#### 27. Marketing executive

Primary Duties: Marketing executives promote a company's products, services or brand.

Job Requirements: UG or PG degree in advertising, management, communications, IT or computer science, or marketing from a recognized university. Customer handling capacity, teamwork, and good presentation skills along with project management skills and quick-decision making skills.

#### 28. Marketing manager

Primary Duties: Marketing managers plan how to promote products, services or brands and oversee all marketing activity.

Job Requirements: A bachelor's degree in business, marketing, advertising, communications, or a related discipline is the minimum educational qualification for a Marketing Manager. Many employers may require an MBA. Excellent communicators, salespeople, and presenters. They must be innovative and capable of juggling multiple projects simultaneously. It's also vital to have an in-depth understanding of current marketing trends.

#### 29. Media researcher

Primary Duties: Media researchers support producers by finding information, people and places for television or radio programmes.

Job Requirements: The minimum requirement to start a career in media studies is an undergraduate degree in Media Studies/Mass Communication/Journalism which is better if followed by a Master's

degree. Basic knowledge of operating social media platforms is important. Along with that good communication skills and teambuilding capability is also necessary.

### 30. Media buyer

Primary Duties: Media buyers book advert space on newspapers, magazines, TV, radio and websites.

Job Requirements: BSc/BA in Marketing, Advertising or related field. Familiarity with media-buying, planning and research. Interest in following advertising and media trends. Working knowledge of media analytics software (e.g., comScore). Excellent communication and negotiation skills

### 31. Media Strategist

Primary Duties: They decide which media is best to advertise their client's products or services.

Job Requirements: A Bachelor's degree in Business Administration/Management Studies/Similar Relevant Field. Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices. Practical knowledge of SEO and web traffic metrics. Great interpersonal and communication skills. Good understanding of social media KPIs. Familiarity with web design

### 32. Newspaper journalist

Primary Duties: Newspaper journalists investigate and write up stories for local, regional and national newspapers.

Job Requirements: A Bachelor's Degree in Journalism/Mass Communication/English Literature or Diploma in Creative Writing is a pre-requisite for this job. Excellent writing and research skills, good communication skills and good presentation skills are necessary as well.

### 33. Newspaper or magazine editor

Primary Duties: Newspaper and magazine editors manage the style and content of printed publications.

Job Requirements: A Bachelor's Degree in Journalism/Mass Communication/English Literature/Similar Relevant Fields. Excellent editing skills, communication skills and command over the required language. Individual must also be detail-oriented.

### 34. Public relations director

Primary Duties: Public relations (PR) directors manage communication campaigns and strategy for their organisation or clients.

Job Requirements: candidate for the position of Head of PR must possess a Master's degree (Ph.D. preferred) in Business Administration, Marketing, Law, Journalism, International Relations, Public Relations, Information Technology, Communications, and English. A working experience of this equivalent is also acceptable for the position. The Head of PR draws regular reports and makes regular presentations to various audiences and must, therefore, be proficient in Ms Word, PowerPoint, and Ms Excel. Excellent communication skills and interpersonal skills are also necessary.

### 35. Public relations officer

Primary Duties: Also known as, PR officer, PR executive, communications officer, press officer

Public relations (PR) officers manage an organisation's public image and reputation.

Job Requirements: To pursue your career in the field of Public Relations, you need to be a graduate in any stream, preferably mass media. You can also pursue a one-year postgraduate diploma in public relations or a two-year master's degree in Communication and Journalism, specializing in PR in the second year. As a PR representative one needs to be creative, tech-savvy, and also have managerial skills. A strong command over language, strong communication skills and organizing skills are also necessary.

### 36. Reporter

Primary Duties: Reporters are responsible for delivering updates and analysis on current happening with the main goal to keep public updated. They create stories and breaking news through different channels such as radio, television, online news sites, and printed newspapers and magazines.

Job Requirements: A reporter is generally required to hold at least a bachelor's degree in journalism, or mass communications. Apart from that, they are also expected to be excellent in communication and have excellent command over the language.

### 37. Radio broadcast assistant

Primary Duties: Radio broadcast assistants help make sure that live and recorded radio programmes run smoothly.

Job Requirements: Graduate in any discipline. Proficiency in English. Knowledge in Basic Computer application. Practical knowledge in audio editing capability.

### 38. Reprographic assistant

Primary Duties: Reprographic assistants use copiers, scanners and printers to make documents, brochures, leaflets and pictures.

Job Requirements: Graduate in any stream with Diploma / Degree in Media & Communications is desirable. Should be able to use a computer and the main software packages competently. Should be thorough and pay attention to detail.

#### 39. Social Media Specialist

Primary Duties: Social Media Specialists are responsible for planning, implementing and monitoring the company's Social Media strategy in order to increase brand awareness, improve Marketing efforts and increase sales.

Job Requirements: BSc degree in Marketing or relevant field. Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices. Understanding of SEO and web traffic metrics. Experience with doing audience and buyer persona research. Good understanding of social media KPIs. Familiarity with web design and publishing.

#### 40. Sales manager

Primary Duties: Sales managers organise, coach and lead teams of sales representatives to work towards agreed targets.

Job Requirements: Bachelor's degree in marketing or business administration. MBA preferred. Proven track record of positive sales performance. Strong communication skills. Meeting sales goals by monitoring progress. Presentation skills. Management and leadership skills

#### 41. Screenwriter

Primary Duties: Also called, Screenplay writer, script writer

Screenwriters write the stories for feature films, TV programmes and computer games.

Job Requirements: A Bachelor's degree in creative writing English/Media and Communications/Film Studies/Journalism/Psychology. Knowledge of the desired language. Excellent written communication skills. Knowledge of media production and communication

#### 42. Sports commentator

Primary Duties: Sports commentators describe what's happening at sporting events and offer their opinions to listeners and viewers.

Job Requirements: Degree in Journalism, Mass Communication or Radio/TV Broadcasting. Knowledge of media production and communication. In-depth knowledge of the sports that they would be commenting on. Excellent verbal communication skills

#### 43. Studio sound engineer

Primary Duties: Sound engineers work in studios and make recordings of music, speech and sound effects.

Job Requirements: A BTech in Sound Engineering/Diploma in Sound Engineering or B.A (Hons) Sound Design are mandatory for this job. Creativity, Sound editing. Instrumentation knowledge. Sound engineering techniques. Knowledge of recording software and hardware. Analytical Skills

#### 44. Sub-Editor

Primary Duties: Sub-editors check written content before it's published in newspapers, magazines and on websites.

Job Requirements: A diploma or degree in mass communication/journalism is required, as well as a strong command of the English language. Excellent communication skills and attention to minor details

#### 45. Technical Writer

Primary Duties: Technical Writers are responsible for preparing instruction manuals and articles with the main goal to communicate complex, technical information more easily. They also develop, gather, and disseminate technical information among customers, designers, and manufacturers.

Job Requirements: Depending on the expertise required for a particular field, a Bachelor's degree is usually needed for this job. An analytical bent of mind and the ability to understand complex technical documents and programming logic, and an excellent command over the English Language (or the regional language in which the manuals are to be prepared) with good comprehension, vocabulary, and grammar are two of the main requirements of the technical writing field. Experience in writing user and service manuals for high-tech electronics products is of course an added advantage.

#### 46. Translator

Primary Duties: Translators convert the written word from the 'source language' into the 'target language', making sure that the meaning is the same.

Job Requirements: A Bachelor's degree in the any relevant field. Excellent reading and writing skills in source language and target language. Research skills and analytical ability to translate contextually.

#### 47. TV or film producer

Primary Duties: TV and film producers plan and manage the business side of creating television programmes and films.

Job Requirements: A working knowledge of the film industry and economically strong backing.

#### 48. TV or film production manager

Primary Duties: Production managers take care of the business, financial and recruitment side of film and television productions.

Job Requirements: A Bachelor's degree in Management Studies/Any relevant field. Knowledge of media production and communication. Leadership skills.

#### 49. TV presenter

Primary Duties: TV presenters introduce and host programmes, interview people and report on issues and events.

Job Requirements: A Bachelor's Degree in Journalism and Mass Communication. Excellent command over the required language and exceptional communication skills.

#### 50. Writer

Primary Duties: Writers create written work such as books, scripts, poems, blogs and technical guides.

Job Requirements: A Bachelor's Degree in Mass Communication/Journalism/English Literature/Social Sciences/Related Fields and/or Diploma in Creative Writing. Excellent written and communication skills in the required language. Editing skills and research skills are also desirable.

#### 51. Production Manager

Primary Duties: A Production Manager is a professional who oversees the production process and coordinates all activities to ensure enough resources on hand. They can plan workers' schedules, estimate costs and prepare budgets to ensure workflow meets required deadlines.

Job Requirements: The minimum required qualifications to become a Production Manager is successful completion of an undergraduate programme in business management, pharmaceutical technology, biotechnology, mechanical engineering or electrical and electronics engineering. Technical knowledge of production equipment, good communication skills and the ability to lead a team are also required.

#### 52. Project Coordinator

Primary Duties: Project Coordinators are responsible for ensuring the schedule, budget and details of a given task are well organized. They communicate with various departments to keep everyone on

board about any changes to the project plan. In addition, they organize reporting, plan meetings and provide updates to project managers.

**Job Requirements:** Bachelor's degree in business or related field of study. Three years of experience in a related field. Exceptional verbal, written, and presentation skills. Ability to work effectively both independently and as part of a team. Experience using computers for a variety of tasks. Competency in Microsoft applications including Word, Excel, and Outlook. Knowledge of file management, transcription, and other administrative procedures.

### 53. Project Manager

A project manager has to plan and develop the project idea. They need to create and lead the team, monitor project progress, set deadlines, solve issues that arise, manage money, ensure stakeholder satisfaction, and evaluate project performance, including the performance of their team members.

**Job Requirements:** Bachelor's degree in business or related field of study. Familiarity with SmartSheet software's collaboration and time management tools. Experience with process improvement and inventory control. PMP Certification. Advanced time management and analytical skills. Working knowledge of Microsoft Excel. Excellent client-facing communication skills

### 54. Proof-reader

A proof-reader takes care of the last step that is involved in the editing of an article or a news story. He or she makes sure that the article is free from all the errors before it is sent out for publishing.

**Job Requirements:** A Bachelor's degree in English/Social Science/Gender Studies/Any related field is required. Good writing skills, research skills, and communication skills is also necessary for this job.

### 55. Radio Operator

As a radio operator, your main responsibility will be to transmit and receive communications while using radiotelegraph equipment. You must also be able to operate and maintain communications equipment and electronic testing equipment

**Job Requirements:** Diploma in Radio and TV Technology or Electronics or in Telecommunication/Computer/Electrical/ or Mechanical Engineering or Domestic Appliances. The candidates need to have a diploma from a recognized institution by the central or state government.

### 56. Recording Engineer

Set up and test sound equipment before occasions, events, broadcasts or recordings. Record, edit, mix or reproduce musical recording with instruments, vocals and so on. Improve sound quality and add

sound effects to all recordings. Collaborate with video editors to synchronize video with recorded soundtracks.

Job Requirements: B.Tech. in Sound Engineering/B.A. (Hons) Sound Design. Creativity. Sound editing. Instrumentation knowledge. Sound engineering techniques. Knowledge of recording software and hardware. Analytical Skills

#### 57. Sound Mixer

Primary Duties: The production sound mixer is the leader of the production sound crew, responsible for recording high-quality audio on set and location for film and television productions.

Job Requirements: B.Tech. in Sound Engineering/B.A. (Hons) Sound Design. Creativity. Sound editing. Instrumentation knowledge. Sound engineering techniques. Knowledge of recording software and hardware. Analytical Skills

#### 58. Technical Producer

Primary Duties: Technical Media Producer. The Technical Media Producer has the general responsibility for directing live or pre-recorded productions as assigned, monitoring station's on-air signals, transmitter, and FCC logs, and ingesting daily programming and commercials.

Job Requirements: Bachelor's degree in Mass Communication/Journalism/Any related field. Along with that effective communication skills are also necessary for this job.

#### 59. Electronic Data Interchange Specialist

Primary Duties: The Electronic Data Interchange (EDI) Analyst will develop new systems for clients, analyse requirements, produce mapping documents, test systems, and establish communication with trading partners.

Job Requirements: Bachelor's degree in computer science, information technology, or a similar field. UX design experience is preferable. Advanced knowledge of software programming and coding languages including C++, Java, XML, CSV, and SQL. Analytical thinking and troubleshooting skills.

#### 60. Electronic Marketing Manager

Primary Duties: Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising. Maintaining our social media presence across all digital channels. Measuring and reporting on the performance of all digital marketing campaigns.

Job Requirements: Bachelor's degree in marketing or relevant field. A minimum of 5 years' experience in a digital marketing or advertising position. In-depth knowledge of various social media platforms, best practices, and website analytics. Solid understanding of HTML, CSS, and JavaScript is required.

#### 61. Java Developer

Primary Duties: Responsible for developing applications and software using the Java programming language, these specialized programmers collaborate with fellow software engineers, web developers, and others to use Java for developing business applications, websites and more.

Job Requirements: Degree in Computer Science or related field. Experience with user interface design, database structures, and statistical analyses. Analytical mindset and good problem-solving skills. Excellent written and verbal communication. Good organizational skills.

#### 62. Network Engineer

Primary Duties: Network Engineers primarily handle installing, configuring, and supporting firewalls to ensure network security. They are also responsible for procuring equipment like routers or switches, which provides the best possible efficiency in an office's IT infrastructure.

Job Requirements: Bachelor degree in information technology related field of study with a network engineering focus. Strong understanding of network infrastructure and network hardware. Ability to create accurate network diagrams and documentation for design and planning network communication systems. Provides specific detailed information for hardware and software selection.

#### 63. Software Engineer

Primary Duties: A Software Engineer is an IT professional who designs, develops and maintains computer software at a company. They use their creativity and technical skills and apply the principles of software engineering to help solve new and ongoing problems for an organization.

Job Requirements: Bachelor's degree in computer science or related degree. Knowledge of the software development life-cycle. Must be a full-stack developer and understand concepts of software engineering. Experience working on a variety of software development projects. Deep programming language knowledge.

#### 64. Web Customer Support Specialist

Monitor customer complaints on social media and reach out to assist. Share feature requests and effective workarounds with team members. Inform customers about new features and functionalities.

Update internal databases with information about technical concerns and useful discussions with customers.

Job requirements: Degree in computer science or information technology preferred. Microsoft certification is advantageous. Good communication skills, both written and verbal. Excellent interpersonal skills.

#### 65. Web Product Manager

Primary Duties: A Web Product Manager develops new software product concepts, designs, and/or enhancements to existing product design that reflect market and user requirements. Conducts research and develops a good understanding of the customer's needs, new technologies, trends in the market, and competitors.

Job Requirements: Degree in Computer Science, Engineering, or a related field. Previous experience in a product development or management role. Technical background with experience in software development or web technologies. Attention to detail and good problem-solving skills.

#### 66. Web Systems Director

Primary Duties: As a Web Director, you will be entrusted with directing the creation of multilingual websites. For this job, you will bring the needs of the client together with your creation partners (designers, writers, coders, programmers, etc.), manage progress and control quality.

Job Requirements: A degree in computer science, IT, systems engineering, or related qualification. 2 years of work experience as a website manager. Expert knowledge of Macromedia suite, Adobe suite, Content Management Systems, and W3C Web standards. Highly proficient in HTML, XHTML, CSS design, cross-browser and cross-platform compatibility, firewalls (functionality and maintenance), Access, MySQL and JavaScript. Great understanding of Search Engine Optimization (SEO) and Paid Per Click (PPC). Ability to troubleshoot website issues in a fast-paced environment. Strong attention to detail with an analytical mind and outstanding problem-solving skills. Excellent content creation and writing skills.

### **Jobs more suitable for people with low vision**

Several jobs in media require physical manoeuvring. These jobs are not suited for people with no vision. However, people with low vision can easily perform the tasks involved in the job. Besides, the job roles related to graphical content cannot be performed by people with no vision. These jobs can be accomplished by people with low vision.

### 1. Bookbinder/ Print finisher

**Primary Duties:** Bookbinders are responsible for finishing and binding books, magazines, brochures, and calendars. Once the product comes off the printer, bookbinders cut, assemble, glue, and stitch the papers together according to desired specifications.

**Job Requirements:** As it is an acquired skill, there is no minimum qualification required. Any individual who has worked in the printing division of the publication house and has the required technical knowledge can do this job.

### 2. AV technician

**Primary Duties:** Audio visual technicians install and run screens, sound and lighting equipment at events and performances. These individuals work with projectors, sound systems, microphones, sound mixing equipment, overhead projectors, video cameras, recording equipment, adjust amplifiers, video screens, speakers, and lighting. An Audio-Visual Technician aid educator, program producers, recording production engineers, and presenters to generate sound, images, and videos to produce CDs, DVDs, as well as TV and film productions.

**Job Requirements:** B.Tech./B.E. in Mechanical, Civil, Electrical or Diploma in Civil, Mechanical, Electrical. Should be skilled in trouble-shooting and maintenance management strategies, recording and managing all audio-visual equipment.

### 3. Broadcast engineer

**Primary Duties:** Broadcast engineers make sure programmes are shown at the right times and are high quality. They receive and install new audio and visual devices and understand technical manuals to effectively follow installation instructions.

**Job Requirements:** Bachelor's degree in Electronic Engineering/ Telecommunication/ Computer Engineering/ Information Technology/ Broadcast Technology is required.

### 4. Broadcast and Sound Engineering Technician

**Primary Duties:** A broadcast and sound engineering technician operates equipment and machines to mix, reproduce and record music, sound effects and voices. They maintain various electrical and electronic equipment involved in musical and voice recording, play, theatre, concert, television and radio stations.

Job Requirements: Bachelor's or Graduate's Degree in computer science, electronics, engineering or information technology, or equivalent experience. Hands-on experience with a range of AV systems including switchers and interfaces. Solid editing abilities. Familiar with writing protocols. Fluent in a variety of programming languages, software, and systems.

### **Analysis of Job Roles**

Intriguingly, numerous job roles available for visually impaired and people with low vision have been completely overlooked by the representative of the company. Furthermore, job roles such as Graphic designer, photo editor, and video editor have been identified as areas of job for visually impaired. The two observations reflect towards the major challenges for the visually impaired in any field. The first challenge is the lack of knowledge regarding the abilities of the visually impaired. Many companies are oblivious to the technological support available for the visually impaired which makes it possible for them to accomplish majority of the tasks without any extra assistance. The absence of knowledge results in minimization of job opportunities for the visually impaired. Secondly, the employees are unaware of the tasks that are beyond the capacity of the visually impaired because of the nature of the job. These challenges exist due to the dearth of sensitivity and knowledge towards visually impaired. It is worth mentioning that the representative of the company stated that the visually impaired cannot perform the job of programme producer.

### **Programme Producer**

**Primary Duties:** hiring production staff, like Directors, Crew Members and Cast Members, building the budget for the production and gaining intellectual property rights.

**Job Requirements:** Experience in similar field

Justifying the reason for their statement, the representative stated that the job is not suited for visually impaired because a programme producer is expected to travel frequently and “conduct interviews and even anchor the shows”. The explanation suggests that the representative believes that travelling or taking interview or anchoring a show is beyond the ability of the visually impaired. Such a claim demonstrates the exigency of training seminars and sensitivity workshops to spread awareness. The mentality of people poses the greatest challenge in the employment of visually impaired.

The representative was asked about the facilities in the company to construe the readiness and willingness of the company and its employees to hire visually impaired. The responses received from the representative strongly suggested that the company and employees are willing to work with visually impaired. The representative also informed that the company will be willing to spare a grant for the training of the visually impaired. However, unfortunately, this readiness is not converted into

job opportunity for the visually impaired. It was learned that in the concerned branch, there was not a single visually impaired employee. The representative informed that no visually impaired individual is working in the company nor have they come across any interesting profile for the job in the company. Why there is not even a single applicant for the job in the company remains beyond the scope of this research.

### **Exposure and Sensitivity towards Visually Impaired**

While it was not investigated why visually impaired candidates have not applied for the job, the researchers enquired about the exposure and sensitivity of the company and its employee towards the visually impaired. The representative of the company was well aware of the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors. Besides, they were well-informed about the rights and laws pertaining to the disabled persons in the office environment. The representative also claimed that the infrastructure of their office building was accessible for the visually impaired. However, the identified job avenues by the representatives clearly demonstrate the limited understanding of the employees towards the abilities of the visually impaired. The company needs to organise regular workshops and sensitization programmes to spread awareness regarding the abilities and skills of visually impaired individuals. Without eliminating the misconceptions and absence of knowledge, it would be impossible to create sensitivity towards the visually impaired. When asked about the exposure, the representative informed that they have never come in contact with any disabled person. Therefore, there is a need to expose the employees to visually impaired individuals to make the office environment friendlier for the visually impaired.

### **Voiceover Company**

Established more than three decades ago, Television News Feature is a TV Programme Production Agency. It was incepted with the vision to offer the right assistance to people from all around the world who wanted creativity with intelligence to market their ideas. The mission of Television News Features (TVNF) is to provide world class progressive audio-visual solutions through excellence in approach and innovations at unimaginable standards and unflinching creative backup.

**Vision:** The vision of Television News Feature is to offer the right assistance to people from all around the world who wanted creativity with intelligence to market their ideas.

### **Job Roles**

This section will outlay the job avenues for the visually impaired in the voiceover industry in two parts. The first part will mention the job roles identified by the representative of the company suitable for the visually impaired and the second part will discuss the job roles, the researchers deem suitable for the visually impaired in the field of voiceover.

### **Job Roles in the Company for Visually Impaired according to the Company**

#### 1. Singers

Primary Duties: Sing jingles and music.

Job Requirements: Good knowledge of music to sing jingles.

#### 2. Voice-over artist

Primary Duties: Give voice for documentaries, narration, videos etc.

Job Requirements: They should be able to modulate and punctuate well.

#### 3. Recordists

Primary Duties: Controls the Recording equipment, and guide the voice-over artists during the recording.

Job Requirements: Knowledge of equipment and know-how of recording.

#### 1. Receptionist

Primary Duties: Make appointments, attend calls and fix meetings.

Job Requirements: Communication skills, fluency in English

### **Job Roles in the Company for Visually Impaired according to the Researchers**

The representative of the company has identified 4 job roles for the visually impaired in their company. In their attempt to realise job profiles suitable for the visually impaired, the researchers were able to locate 14 such job profiles. The difference in the number exists due to the difference in approach. The representative of the company identified jobs within the purview of the company while the researchers are concerned with the jobs available in the voiceover sector.

#### 1. Animation voice artist

Primary Duties: Animation voice artists use their voices to make the animated characters sound real in an animated feature film or a short video. In animation voice-over jobs, a production house can ask you to read from a script and give voices depending on many emotions of the characters. The core responsibility of this job is to portray different aspects of the characters using unique voices that can make the audience enjoy the personas.

Job Requirement: There is no special qualification required to become an animation voice artist. If you have good knowledge of voice, pronunciation, and language, then you can get work in this field without any course. One might have to go through auditions in order to get this job. Clear and articulate speaking voice. Acting skills. Understanding of the script and context. Diploma or Bachelor's in Acting/Film Studies are an added advantage.

## 2. Video game voice artist

Primary Duties: A video game voice artist can either work as the voice of a character or give their voice to narrate the game. Video games have several genres, whereas certain types of games like role play games (RPG), may demand several lines of dialogue. Depending on the situation of the game character, the game developers can ask you to provide depth and range to it. The developers can use the video game narrator to define the rules of the game or give their voice for the in-game cinematic or the in-game movie sequences.

Job Requirement: While there is no minimum qualification required for becoming a video game voice artist, one needs to have acting skills, clear articulation skills and in-depth knowledge of the gaming world. There are auditions that take place for this job as well.

## 3. Audiobook voice artist

Primary Duties: Several books have their dedicated audiobook versions where often the author narrates the book. When the authors choose not to give their voices, other voice artists can give their voices to act as different characters in the book. One of the most important elements in audiobook voiceovers is the artist's elocution and how they pronounce words, punctuate the sentences and make the communication symbolic. Different genres can require different styles. For example, if you are giving voice to a children's book, you may make sounds of various animals for the kids to enjoy the stories.

Job Requirement: Any degree or diploma in Film Studies/Theatre/Acting will be advantageous. Exceptional command over the language is required. Voice modulation, Ability to Differentiate Voices, Accents, and Dialects is also required.

## 4. Maps and virtual assistant voice artist

Primary Duties: Activating voice assistants on different computing devices can help the user give voice commands and perform a task without using hands. These digital assistants can perform tasks like greeting the user, telling them about the weather, sharing sports reports with them and reading news for them. The voice artists behind these virtual voices are articulate and extremely clear in their dissemination of information. The voice of the assistive technology can interact with the users daily and is a participative voice to effectively engage with the users.

Job Requirement: No minimum qualification is required for this job. One needs to have a clear voice, the skill of articulating well, and should know how to modulate their voice. They should have excellent communication skills and command over the language and also be able to differentiate between various dialects and accents.

#### 5. Podcast voice artist

Primary Duties: A voice-over actor may find an opportunity to work on a podcast episode or an entire series. Many podcasters choose to use their own voice to create podcasts, while others may find freelancers or hire full-time artists who can perform on their shows. Their duties can include recording the introduction, reading informational or entertainment texts and presenting audio advertisements.

Job Requirement: There is no special qualification required to become an animation voice artist. If you have good knowledge of voice, pronunciation, and language, then you can get work in this field without any course. Clear and articulate speaking voice. Understanding of the script and context. In-depth knowledge regarding the topics one speaks on and the ability to narrate the events in an interesting manner.

#### 6. Commercials

Primary Duties: For product or service commercials, actors usually present the video advertisement. These performers can be great with their facial expressions and may require a compelling voice to share the vision of the brand with the viewers. For that, the advertisers can hire eloquent voice artists who can amplify the expressions of the actors in any commercial and be their voice. Companies can also hire voice-over artists to give voices for different training and promotional videos.

Job Requirement: here is no special qualification required to become an animation voice artist. If you have good knowledge of voice, pronunciation, and language, then you can get work in this field without any course. One might have to go through auditions in order to get this job. Clear and articulate speaking voice. Acting skills. Understanding of the script and context. Diploma or Bachelor's in Acting/Film Studies are an added advantage.

#### 7. Information voice artist

Primary Duties: An information voice artist records audio that aims to provide information to the listeners. For example, museums have speakers that repeatedly relay information on various artefacts and other items of artistic, cultural, historical or scientific significance. Another example can be the instructional voice in the metro trains, which guides commuters to get off at the right station or announce the estimated time of a train's arrival at the station. These voices focus on reading aloud information in an engaging manner and announcements in a clear tone.

Job Requirement: There is no special qualification required to become an animation voice artist. If you have good knowledge of voice, pronunciation, and language, then you can get work in this field without any course. Clear and articulate speaking voice. Understanding of the script and context. In-depth knowledge regarding the topics one speaks on and the ability to narrate the events in an interesting manner.

#### 8. Documentary voice artist

Primary Duties: Documentary movies or videos may not have professional actors and the characters featured in them are usually real-life people. Since this type of media involves actual events, its characters may not have dialogues. A voice over in documentaries can play a pivotal role in setting the tone of the topic. For example, if the documentary is on the world war, then a voice-over artist could be sensitive towards the topic and at the same time could be engaging to connect with the viewers who are consuming history, which involves several dates and historic events.

Job Requirement: There is no special qualification required to become an animation voice artist. If you have good knowledge of voice, pronunciation, and language, then you can get work in this field without any course. Clear and articulate speaking voice. Understanding of the script and context. In-depth knowledge regarding the topics one speaks on and the ability to narrate the events in an interesting manner.

#### 9. Business voice artist

Primary Duties: Organisations may hire voice actors for a variety of roles that aim to enhance their business. These professionals can record business messages related to branding, products or services. For example, a marketing team might hire a voice-over actor to create an audio greeting on the business website. Companies may also hire these artists to read the information in an engaging way for employee training purposes. For instance, they can hire a voice artist for the role of reading information for a human resource team.

Job Requirement: There is no special qualification required to become an animation voice artist. If you have good knowledge of voice, pronunciation, and language, then you can get work in this field without any course. Clear and articulate speaking voice. Understanding of the script and context. In-depth knowledge regarding the topics one speaks on and the ability to narrate the events in an interesting manner.

#### 10. Recording Artist

Primary Duties: Record, edit & mix audio tracks (instruments, vocals etc.). They Enhance sound quality and add sound effects to recordings • Coordinate with dubbing artists or singer & music directors or film directors on dubbing project to ensure quality deliveries • Work with video editors to synchronise video with audio tracks • Resolve technical issues when they arise •Job

Requirement: Proven experience of at least 5 years as sound engineer • Technical expertise in sound engineering techniques for example (equalization) • Experience with sound editing and recording equipment e.g. (mixing consoles) • Working knowledge of recording software and hardware (e.g., logic pro x, pro tools). A Bachelor's degree in Sound Design or BTech in Sound Engineering is a must.

### 11. Audio Engineers

Primary Duties: Re-recording works of movies, short films, web series etc. • Dubbing works of movies, short films, web series etc. • Sound mixing works of movies, short films, web series etc. • Recording of music albums. cording of music albums. cording of music albums. cording of music albums.

Responsibilities: • Ensure all of the studio equipment is working correctly and that includes everything from microphones to computer software • Proper setup for the recording session is made • Sound engineers should be updated with client specs and requirements • Guide Voice Artists • Engineer to edit and mix the audio, also known as audio post-production • Translating analog to digital sound and synchronizing sounds to visual media • Regulate volume level and sound quality during recording sessions, using control consoles • Reproduce and duplicate sound recordings from original recording media, using sound editing and duplication equipment • Separate instruments, vocals, and other sounds, then combine sounds later during the mixing or post-production stage • Set up, test, and adjust recording equipment for recording sessions • Keep logs of recordings & maintain the library • Communicate with Project manager, Language QC and provide updates on project status and ensure on - time..

Job Requirement: High school diploma. Associate's degree or other relevant certification recommended. Record of participation in audio-visual projects is advantageous. Practical experience with recording, editing, and mixing software. Familiarity with audio mixing consoles, microphones, and equalizers. A good ear and creative spirit.

### 12. Assistant Sound Engineer

Primary Duties: Assist in recording sessions, source sound effects, edit and do cut downs in Protocols

Job Requirement: High school diploma. Familiarity with audio mixing consoles, microphones, and equalizers.

### 13. Audio Editor

Primary Duties: Supervising sound editors are responsible for the finished sound in movies and television shows. The process involves selecting, polishing, and assembling three primary elements—recorded dialogue, sound effects, and music—into a complete, integrated soundtrack.

Job Requirement: Proven experience of at least 5 years as sound engineer • Technical expertise in sound engineering techniques for example (equalization) • Experience with sound editing and recording equipment e.g. (mixing consoles) • Working knowledge of recording software and hardware (e.g., logic pro x, pro tools). A Bachelor's degree in Sound Design or BTech in Sound Engineering is a must.

#### 14. Project Manager

Primary Duties: A project manager has to manage the team, maintain friendly relations with the client, build a realistic project plan, deliver the outcomes on time, schedule tasks, and delegate assignments. They need to track the progress and performance of the project, along with the performance and efficiency of their team members.

Job Requirement: Typical requirements generally include at least three years of experience in a related role, the ability to communicate, formal training, and a PMP certification. Great communication skills, managerial skills and the ability to work on tight schedules.

#### **Analysis of Job Roles**

The job roles suitable for visually impaired recognised by the company cover majority of jobs available in the company. The analysis of the responses of the representative suggests that the company is well aware of the abilities of the visually impaired. Besides, the representative was acquainted with the laws and rights pertaining to the disabled persons. The representative also apprised the researchers that the office building was accessible for the visually impaired.

#### **Exposure and Sensitivity towards Visually Impaired**

According to the representative, both the company and employees are ready and keen to hire the visually impaired and assist them in achieving their full potential. The representative also expressed a keen interest in hosting a training programme to equip visually impaired persons for various job roles in the organization. Despite covering all the important aspects, there is one area that the company needs to consider. The representative revealed that no visually impaired or otherwise disabled person is working in the organisation. Probably the company needs to explore avenues which make them more accessible for visually impaired. The company needs to initiate outreach programmes to connect with various organisations working with and for visually impaired to make employment in the company more accessible for the visually impaired.

#### **Conclusion**

In the present chapter two different companies from two varying segments of media were interviewed. The discussion with the representative of the news agency revealed that there is lack of clarity

regarding the abilities of the visually impaired. The company needs to partake in more seminars and workshops to eliminate the myths and preconceived notions regarding the abilities of the visually impaired. On the other hand, the discussion with the representative of the voiceover company demonstrated that while the company and its employees are well acquainted with the abilities of the visually impaired, the company needs to organise outreach programmes which would allow more visually impaired to learn about the company and the employment opportunities available in the company.

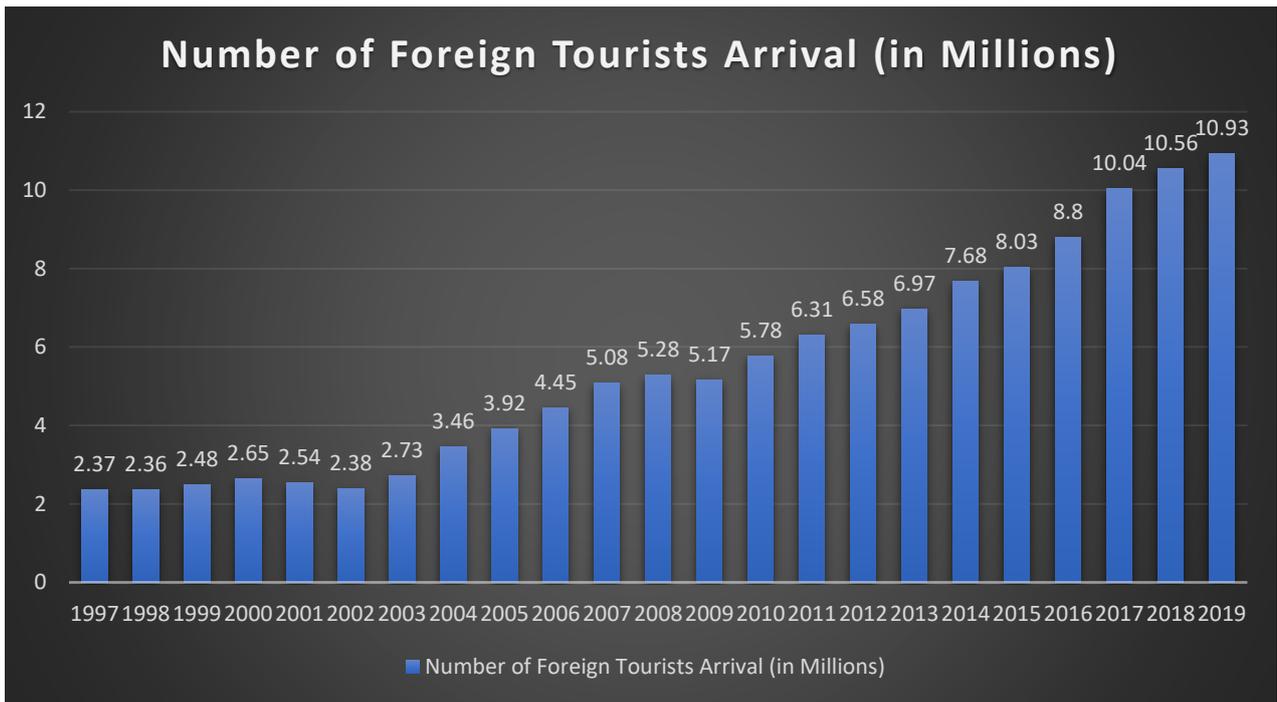
## **CHAPTER 5**

### **Travel & Hospitality**

Travel & tourism is one of the most popular industries in the world. The travel industry caters to the need and desires of the travelers. The locomotion of people from one place to the other facilitates the flow of money and promotes economy. Gigantic in size, the travel and tourism industry entail numerous sectors such as transportation, accommodation, entertainment, attractions, food services, and trade associations. Generally, the tourists prefer packages which include the cost of transportation, accommodation, and other travel expenses. These packages are prepared by travel agencies in collaboration with the hospitality industry. Some of the top travel agencies in India are:

- MakeMyTrip
- Yatra
- GoIbibo
- Ixigo
- Thomas Cook
- SOTC
- EaseMyTrip
- Agoda
- Booking.com

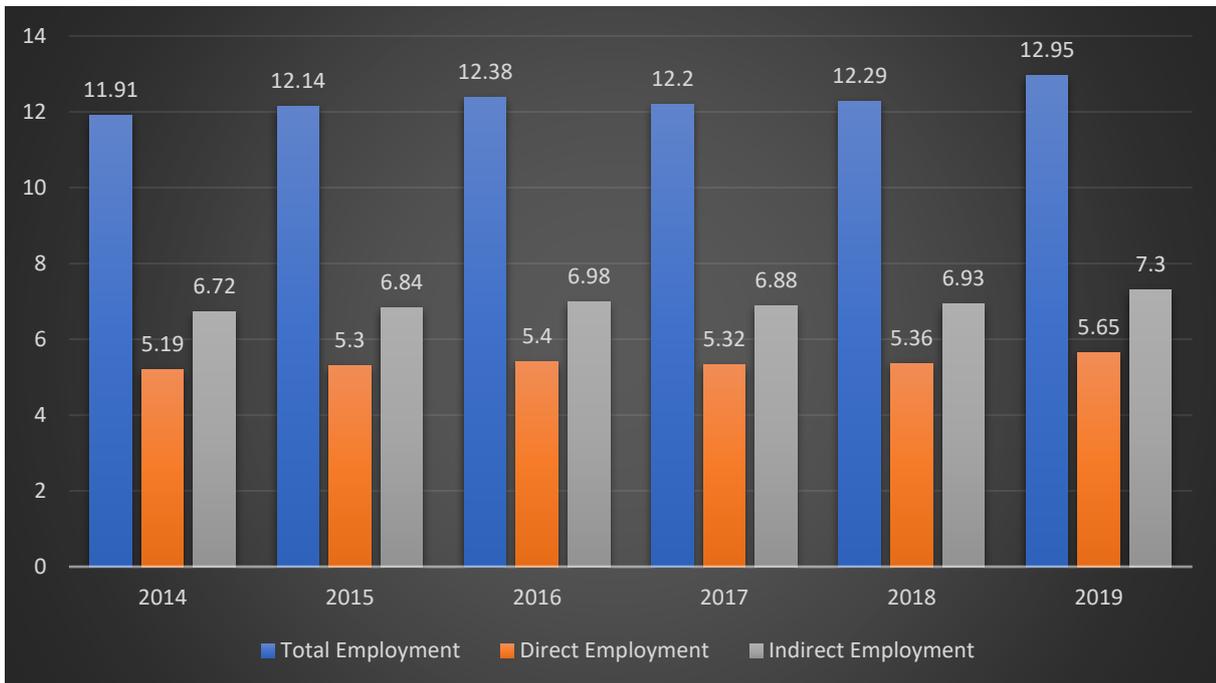
Since India is a country of various tourist attractions, the country attracts hundreds of thousands of tourists overseas annually. Besides, the geographical diversity of the country encourages domestic travel. According to the government of India, the travel and tourism industry is the largest industry in India. Over the last few decades, India has witnessed a boom in the travel industry with a drastic increase in the number of foreign tourists in the country. According to the figures released by the government, in 1997, India hosted 2.37 million foreign tourists which soared to 10.93 million by 2019 (Chart 1).



Consequently, the earnings of India from international tourism increased drastically from Rs 10,511 Crores in 1997 to 211,661 Crores in 2019 (Chart 2). In 2019, tourism accounted for 10% of India’s GDP. In 2021, the industry generated a revenue of Rs 13.2 lakh crores. The statistics confirm that the magnanimous industry has employed more than 12% population of the country (Chart 3 & 4). Therefore, while considering the avenues of employment for visually impaired, it is necessary to consider the tourism industry.



**Chart 3: Percentage of Employment Generated by Tourism between 2014 and 2019**



## Hospitality

The tourists require accommodation, food, and other facilities. These facilities are provided by the hospitality industry. The industry consists of lodging, food, drink services, and scope of entertainment in the form of theme parks, event plannings, etc. The hospitality industry caters to the needs and comfort providing a luxurious experience to the tourists. The industry is spearheaded by hotels. Some of the top hotels in India are:

- Taj Palace Hotel
- Oberoi Hotel
- The Leela Palace
- Le Meridian
- Shangri-La
- The Lalit
- The Indian Hotels Company
- ITC Hotels
- Mahindra Hotels
- Hotel Hilton Palace
- JW Marriot

The hospitality industry accounted for 5.8% of the GDP of India in 2021. It is expected to further grow by 10.5% in next five years. Owing to the revenue and the scope of the hospitality sector, it is important to consider the industry as a plausible employment sector for visually impaired.

### **Travel and Tourism Company**

To understand the possibility of employment for visually impaired in the travel and tourism industry, the researchers approached Uniglobe Le Travel World.

Founded in 1980, the Uniglobe is an international company catering to the needs of tourists all around the globe. Spread across 90 countries, the company specialize in serving the unique needs of small and mid-sized enterprises, meetings and holiday travellers. The company is headquartered in Vancouver, B.C., Canada. The company aims to become the leading and most dependable travel management company in the world that sets the standard for professionalism and reliability to its customers.

**Vision:** The Uniglobe strives to be the best that we can be, with integrity, initiative and dependability.

### **Job Roles**

Interacting with the representative of the company, it was realised that job roles for visually impaired identified by the representative of the company are different from the job roles for visually impaired outlined by the researchers. Consequently, this theme is divided into two sections i.e., job roles identified by the company and the job roles recognised by the researchers. The difference in the job roles between the representative and the researcher is caused by two reasons. Firstly, the representative is concerned with the job opportunities available in the company only while the researchers are assessing the entire field to locate the suitable job roles for visually impaired. Secondly, the dissimilar perspective of the researchers and the representative which shall be further discussed in latter sections.

### **Job Roles in the Company for Visually Impaired according to the Company**

Interestingly, the representative of the company did not specify any particular job profile suitable for visually impaired. Recognizing scope of job, the representative informed that there are various 4 departments in Travel Management Company and the visually impaired can work in any of the departments based on their calibre. However, the representative added that visually impaired might face difficulty in jobs which demand face-to-face interaction with the customers and clients. Justifying the statement, the representative mentioned:

“It is not the case that visually impaired cannot face clients, but the problem lies in the way of dealing with the customers. For instance, if a client wants some information, visually impaired might require the assistance of screen reading software time to time, which can create a distraction for the customers.”

Furthermore, the representative suggested that the visually impaired can perform the scouting and research work. Besides, they can manage data in Operations department. However, in some cases, clients share their ID cards such as Aadhar and Pan Card which cannot be processed by reading software. In such situations, visually impaired will face challenge. According to the representative, “there are fewer roles that can be assigned to visually impaired in operations, because there are visual requirements for most of the roles.” However, they did not specify what those job roles are.

The representative deemed responsibilities such as Calling customers, emailing, confirmations, collecting their information, and roles in travel insurance section more suitable for the visually impaired. They also mentioned that visually impaired will be able to work efficiently in the Finance department with the assistance of various software.

### **Job Roles in the Company for Visually Impaired according to the Researchers**

The representative of the company outlined various departments which might be suitable job avenues for the visually impaired. However, they did not identify specific job roles. Based on the survey of the entire industry, the researchers have identified following jobs for the visually impaired.

#### **1. Travel Agent**

**Primary Duties:** Travel agents help tourists to make effective travel plans. This can include selecting travel destinations, modes of transportation and places of accommodation. Their responsibilities involve selecting the tickets and various bookings at the best prices for their clients. They deal with customer queries and provide help with passports, visas or insurance. The agent may make arrangements for dining and entertainment as well. They also have strong sales, communication, administration and organizational skills that can help them boost their business.

**Job Requirements:** Bachelor’s degree in tourism, hospitality or relevant field. In-depth knowledge of domestic and foreign travel destinations. Excellent sales and interpersonal skills. Ability to communicate and negotiate effectively. Outstanding knowledge of the latest tourism trends.

#### **2. Tour Guide**

**Primary Duties:** Tour guides accompany visitors or tourists to local attractions like monuments, parks and museums. They share interesting stories and important facts about different places with the tourists. A tour guide requires knowing different languages in order to cater to visitors from different regions. They are also responsible for planning itineraries, making travel arrangements and ensuring

memorable experiences for the visitors. A tour guide communicates clearly to keep the clients engaged. The job also demands from them to be patient while dealing with diverse sets of tourists.

Job Requirements: High school diploma or equivalent. Capacity to stand and walk for extended periods. Adherence to prescribed safety codes. Excellent conversational skills with a knack for storytelling. Personable, humorous disposition. Outstanding organizational, time management, and improvisational skills. Passionate about traveling. Ability to work during evenings and on weekends.

### 3. Resort Representative/ Holiday Rep

Primary Duties: Most tour operators will hire Resort Representatives, also known as Holiday Representatives, to represent the holiday company in destination. These representatives will usually have accommodation provided for them in resort and this work is often seasonal (i.e., you will work during winter for a ski resort and during summer for a summer sun resort). Their main responsibilities are to provide customer service to holiday makers, deal with any problems that might occur, conduct welcome meetings and to sell excursions.

Job Requirements: A degree in a relevant subject such as leisure, travel, tourism or management can be an advantage, it is not mandatory. Excellent interpersonal skills. Communication skills. Organizational skills. Confidence. Energy. Fitness and health.

### 4. Tour Operator

Primary Duties: A Tour Operator is a person who comes up with ideas for holidays. Tour Operators will conduct research into this, design the holiday itinerary and content, prepare contracts, organize accommodation and transport and make arrangements for necessary guides, tour leaders or resort reps etc. They will then market the package and sell to travel agents.

Job Requirements: A degree is not a standard formal requirement for this role, though it may be an advantage. Degrees in leisure, travel, tourism, management, marketing, IT, business, languages or hotel and catering management are particularly likely to be relevant. A demonstrable interest in travel. Knowledge of key holiday destinations. Foreign language skills. Excellent interpersonal skills. Communication skills. Customer service skills

### 5. Travel Consultant

Primary Duties: Consultants (in travel and tourism as well as other industries) are generally there to provide advice and guidance- they are seen as an expert in their field. Therefore, Travel Consultants are responsible for providing advice and guidance on- you guessed it- travel. They will often meet with clients to discuss and learn about their travel requirements and then advise the clients about suitable travel options in accordance with their needs, wants and capabilities.

Job Requirements: High school diploma or equivalent. Qualification in tourism or similar is preferred. Demonstrable experience as a travel consultant, with expertise in local and international travel

arrangements. Computer literate, with exceptional desktop research and professional writing skills. Top-notch interpersonal skills, including communication, respect, and empathy. Ability to source the best quotes. A knack for delivering multiple outputs within tight turnaround times, as needed.

#### 6. Destination Specialist (research and development)

**Primary Duties:** A destination specialist is exactly as it sounds- a specialist of a particular destination. This person will be responsible for providing advice and guidance relevant to a particular destination. They will assist the Business Development Manager and may also work closely with Tour Operators and Travel Agents, depending on their specific role.

**Job Requirements:** Diploma/Degree in Travel & Tourism. **Travel Industry Work Experience:** Minimum 5-6 years. Proven Sales Ability - Sales Driven. Extensive product knowledge and excellent logistical expertise. Able to build original, logistically sound and complex products / packages and their day-to-day itineraries. To work independently, using discretion and good judgment. To manage multiple tasks and changing priorities

#### 7. Travel Insurance Sales Person

**Primary Duties:** Having adequate travel insurance is essential when we travel, and because most people will buy travel insurance, there needs to be lots of sales people to sell it to them! A Travel Insurance Sales Person will often work in an office or from home, making sales from their phone or computer. They will often be paid commission- meaning that the more travel insurance they sell, the more money they earn.

**Job Requirements:** Bachelor's degree in Economics, Business or relevant field. A minimum of 3 years' experience in insurance sales or similar role. In-depth knowledge of the different types of insurance plans for travelling protection. Outstanding interpersonal and negotiation skills. Proficient in computers and statistical analysis software. Excellent written and verbal communication skills.

#### 8. Travel Writer

**Primary Duties:** Travel writing is an important job in travel and tourism. Whether you are writing a travel-based novel, an informative blog post, an article for a magazine or a guidebook, there is a big demand for travel writing. Many travel writers work on a freelance basis, meaning that they are self-employed and they contract their work to various parties such as magazines or websites.

**Job Requirements:** A travel writer is required to have a bachelor's degree in communications, travel and tourism, journalism, etc. A travel writer must also have a flair for traveling. This primarily involves you to be inquisitive about new places, the eagerness to learn about other cultures, habits, people, cuisine, and details of how to get there. Inherent interest in other cultures, history, people, food, hospitality industry, etc. Attention to detail and excellent understanding of grammar, punctuation, style, structure, and tone

## 9. Travel Blogger

**Primary Duties:** Travel blogging has become increasingly popular (and competitive!) and recent years. A travel blogger may have their own blog or they may write for other blogs, or both. Travel blogging isn't just about writing- it is about developing a brand, maintaining a website, managing social media and promotion, selling things (online courses, merchandise, affiliate products (e.g., cameras, tickets to tourist attraction, hotel bookings) etc.). It can take years to grow a travel blog to a point where you can make a reasonable income.

**Job Requirements:** There are no academic requirements for travel blogging. Should know how to create professional written content, upload it to a blog, manage the pages and promote the travel blog. To write fresh and exciting content on a variety of social media channels. To edit photos to match your blog's ideas and develop a signature aesthetic. Understand how to use good quality photographic equipment, such as a digital SLR camera. Understand how to use web-hosted blogging services such as WordPress and Twitter. Be able to integrate customer's paid advertising banners into own blog pages. Be able to pitch successfully to travel and non-travel print magazines around the world. The various ways to edit videos to create interest among your audience. When to keep up with all social media updates and use them to create content. Marketing strategies

## 10. Travel Influencer

**Primary Duties:** A Travel Influencer is essentially any person who has 'influence'. This is usually related to people who have large followings on their social media or websites. Being a Travel Influencer can take a lot of time (it can take years to build a social following) or a person could reach fame overnight when a post goes viral or when they attract the attention of mainstream media or other major Influencers. An Influencer will usually make money by collaborating with brands to promote their products and services- this could be hotels, clothing companies, tourist boards and tourist attractions to name just a few.

**Job Requirements:** Some knowledge of social media marketing, ability to develop a brand and willingness to be in the public eye

## 11. Travel Journalist

**Primary Duties:** A Travel Journalist is a journalist who focusses their writing on travel-related content. Journalists will usually work for a newspaper, magazine or other media outlets, such as a website or for a TV production company. Their main job is to research and report on a particular issue or subject, this could include interviewing people, looking through data archives and reviewing existing literature. May journalists work on a freelance basis and will write proposals for projects that they would like to work on before being accepted.

Job Requirements: bachelor's degree in journalism, communications or a related area, such as tourism and hospitality management. research skills. to understand grammar, punctuation and other proofreading standards so you can write clear, understandable stories. It's also important to edit your stories for accuracy to ensure you're reporting factual information. Think creatively

#### 12. Visitor Information Officer/ Manager

Primary Duties: All visitors to an area will require some kind of information, whether that is a tourist map, appropriate signage, guidebooks or recommendations. Therefore, it is important that there are staff who can help to provide this information! Tourist information centers are a popular place for tourists to visit and staff who work here will provide information and guidance, conduct research, help tourists to make bookings and act as an ambassador for the local area.

Job Requirements: Knowledge of the local area

#### 13. Tourism Consultant

Primary Duties: A Tourism Consultant is a person who will provide expert guidance and advice. They are very knowledgeable in their field and can command high salaries as a result. Tourism Consultants may work for Governments or for specific organizations.

Job Requirements: Degree in Hospitality, Travel, Tourism, Business or relevant field. Excellent knowledge of traveling software (computer reservations systems, GDS systems and e-travel). Proficiency in English; knowledge of additional languages is an advantage. Exemplary sales skills and customer-oriented approach. Well versed in various areas of travel (domestic/international, business/holidays, group/individual etc.). Ability to present, persuade and communicate effectively. Demonstrable ability to handle crises.

#### 14. Project Manager

Primary Duties: Many jobs in travel and tourism are related to various projects, and each project will require a manager! This could be managing the opening of a new restaurant, managing team training and development or managing the development of a new resort to give a few examples.

Job Requirements: Expert knowledge in specific field, management experience

#### 15. Conservation Specialist

Primary Duties: Conservation is one of the most important jobs in travel and tourism, this is because if we do not protect the things that we are going to see (the beach, the mountain, the animals etc.) then there will be no tourism in that destination in the future! Conservation Specialists will have expert knowledge in the environmental impacts of tourism and will usually have a specific focus e.g., turtle conservation or sloth rehabilitation.

Job Requirements: Expert knowledge of conservation, degree or higher. The individual should have a curiosity about natural habitats. He/she must be passionate to preserve natural habitats, archaeological artefacts, and cultural heritage.

#### 16. Tourism Economist

Primary Duties: Every industry needs economists, and the travel and tourism industry is no different. The duties of a Tourism Economist are varied, but some common tasks include researching economic issues related to the tourism industry; conducting surveys and collecting data; analyzing data using mathematical models, statistical techniques, and software; presenting research results in reports, tables, and charts; interpreting and forecasting market trends and advising businesses and governments.

Job Requirements: Expert in economics, degree or above

#### 17. Tourism Researcher

Primary Duties: Conducting research is another one of the most important jobs in travel and tourism that often goes unnoticed. In order to make sure that the tourism industry is built on a strong platform and that it will be sustainable, it is imperative that Researchers are employed. Tourism Researchers may focus on specific niches or they may conduct more general research. Some Researchers will work in the field and other may work in academia.

Job Requirements: Excellent research skills, higher level degree or PhD

#### 18. Tourism Development Officer

Primary Duties: A Tourism Development Officer is responsible for ensuring that tourism development takes place in an appropriate way. They will review relevant policy and regulation, ensure the correct documentation and procedures are followed and plan for the most appropriate way to develop tourism provision in a given area.

Job Requirements: A Bachelor's degree in tourism/travel/related field. Expert knowledge in tourism development.

#### 19. Ticketing Agent

Primary Duties: There are many Ticket Agent jobs in travel and tourism found in different sectors including: rail, airlines, bus companies, cruise lines and tourist attractions. Ticketing agents are responsible for making and confirming travel arrangements for passengers. They are employed by railroads, airlines, bus companies, and cruise lines. Ticketing Agents will typically sell tickets in terminals, plan routes using computers and manuals, and calculate ticket costs.

Job Requirements: A high school diploma is minimum; however, a college degree is preferred. A customer service and/or sales background along with excellent verbal and written communication skills, basic typing and computer skills, and ability to perform basic mathematics. Ticket agents must

have the ability to work without close supervision. Cash handling and credit card transaction experience is helpful. Foreign language skills may be required. Ticket agents must have the ability to work varied shifts and schedules including days, evenings, weekends, holidays and some overtime.

### **Jobs more suitable for people with low vision**

Most of the jobs in the Travel and Tourism Industry are suitable for visually impaired. However, there are certain job roles which require visual abilities. For instance, the web designers and content writers need to attach pictures of various destinations. Such jobs are more suitable for people with low vision.

One such job is:

#### **1. Social Media Manager**

**Primary Duties:** There are also ‘behind the scenes’ jobs in the social media scene too- major Influencers and organisations will often hire social media managers and administrative staff to help manage their workload. These roles will involve conducting research into trends, hashtags etc and analysing which posts work well, which times of day are best to post etc. They will be responsible for scheduling social media and responding to comments.

**Job Requirements:** Social media marketing experience. Experience developing social media strategies. Experience working with and developing a marketing plan. Ability to develop the right voice for each social media platform. Proven ability to build social media communities. Understanding of graphic design principles. Experience as a Brand Manager on social media. Ability to measure the success of campaigns.

### **Analysis of the Job Roles**

The representative identified the departments instead of the specific job roles suitable for visually impaired. However, the representative mentioned the problems and some of the job roles less suited for the visually impaired. The researchers agree with the observations of the representatives.

### **Exposure and Sensitivity towards Visually Impaired**

The interaction with the representative of the company depicted the readiness of the company to accommodate visually impaired employees in the company. Since the representative themselves are visually impaired, the readiness and the willingness of the company to hire visually impaired employees and facilitate their career growth is conspicuous in their answer. The responses of the representative also demonstrated their knowledge towards the rights of disabled persons in a company. However, despite the readiness of the company, it is interesting to note only 1 visually impaired working in the company. While there is sensitivity and exposure towards visually impaired, probably the outreach is limited. Therefore, the company requires to conduct more programmes in order to connect with the visually impaired.

### **Hospitality**

Opened in 1903, Hotel Taj Palace is one of the leading hotel brands in India. A subsidiary of Tata Group, the Taj is popular for the standard of service and the premium stay experience. The Taj endeavours to embrace talent and harness expertise to leverage standards of excellence in the art of hospitality to grow its international presence, increase domestic dominance, and create value of all the stakeholders.

**Vision:** The Taj Group of Hotels commit itself to the overall improvement of the ecological environment. Their vision is to not only conserve and protect but also to renew and regenerate the environment.

### **Job Roles**

In identifying the job roles of hospitality sector, the section is divided into two parts. The first part discusses the job avenues for the visually impaired outlined by the representative of the company. The second section whereas, will highlight the scope of employability for the visually impaired in the hospitality sector identified by the researchers. Since the researchers are concerned with the entire sector of hospitality, the number of jobs recognised by the researchers is higher.

### **Job Roles in the Company for Visually Impaired according to the Company**

#### **1. RESERVATION /REVENUE MANAGER**

**Primary Duties:** Revenue Manager is responsible for both strategic and tactical initiatives related to revenue maximization. As a member of the Revenue Management Department, one will have the opportunity to set strategic direction, determine pricing, create promotions, and explore new distribution opportunities.

**Job Requirements:** A Bachelor's degree in Business or another related field. Prior experience in managing hotel revenue. Excellent analytical skills and in-depth knowledge of the travel industry distribution landscape. This includes third party channels, GDS, central reservation systems, and property management systems. Strong verbal and interpersonal skills are imperative.

#### **2. RESERVATION SUPERVISOR**

**Primary Duties:** He or She primarily supervises the reservation functions for the hotel ensuring that all reservations are processed in a pleasant, professional and efficient manner. Manages and coordinates activities of reservation team members providing reservations and customer services skills.

**Job Requirements:** 3 years diploma or a 4 year Degree in Travel Industry or closely related discipline and/or equivalent combination of education and experience. Excellent communications skills and extremely organized. Interpersonal communication skills for superior customer interaction. Ability to work with multiple systems and applications like spreadsheets, databases,

work processing, property management software's, Booking engines, OTA Extranets, Yield management systems and computers.

### 3. RESERVATION AGENTS/ASSOCIATES

Primary Duties: Responds to communications from guests, travel agents, and referral networks concerning reservations arriving by mail, telephone, telex, cable, fax, or through a central reservation system. Creates and maintains reservation records-usually by date of arrival and alphabetical listing prepares letters of confirmation and promptly processes any cancellations and modifications. Additional duties may include preparing the list of expected arrivals for the front office, assisting in preregistration activities when appropriate, and processing advance reservation deposits.

Job Requirements: High school diploma. Certified travel associate (CTA) or certified travel counsellor (CTC), preferred. Experience working in sales or public relations, preferably in the hospitality or travel industries. Customer-service experience. Excellent written and verbal communication skills.

### 4. ORDER TAKER

Primary Duties: As a Room Service Order Taker you are responsible to co-ordinate all service requirements addressed to Room Service department, primarily responsible for guest orders from room or pool area via phone or any other ordering devices like mobile apps, TV etc. Also punches the food and beverage orders on to the Point of Sales systems like Micros POS. He / she should also coordinate guest amenities and organizes guest table pick-ups on completion of meals in a timely manner.

Job Requirements: Hotel Management diploma holder or similar qualification. Have the knowledge and understanding to explain and perform upselling all items offered by the department assigned as well as offering alternatives or suggestions to guests. Ability to communicate with the guests and anticipate their needs. Have an enthusiastic and positive personality. Profound knowledge of customer service and of all beverage products and services.

### 5. DESK CONTROL SUPERVISOR

Primary Duties: The housekeeping control desk is the main communication Centre of the housekeeping department. The individual is responsible for all information sent out and received from the control desk. They should have good telephone etiquettes and need to keep the notice board up-to-date with the relevant information. As a desk control assistant, one should

maintain complete and latest information of every departmental section that comes under housekeeping.

Job Requirements: Education High school or equivalent education required. Bachelor's Degree preferred. Excellent communication skills with strong interpersonal and problem-solving abilities. Highly responsible & reliable and also ability to work cohesively with fellow colleagues.

#### 6. PAYROLL ADMINISTRATOR

Primary Duties: They are responsible for ensuring that all the employees within the organization are getting paid accurately and punctually. These professionals oversee all the processes attached to the payroll systems of the company.

Job Requirements: High school diploma is compulsory. Degree in business administration, finance, or accounting is preferred. Proficiency in Microsoft Office and payroll software programs. Strong numerical aptitude and attention to detail. Excellent communication skills, both verbal and written

#### 7. SALES MANAGER CORPORATE ACCOUNTS

Primary Duties: Provide total account management to assigned corporate accounts so as to maintain and develop new business opportunities for the hotel, thereby increasing market share of existing accounts in order to achieve budgets.

Job Requirements: Business, marketing, or similar degree. Proven experience in a sales position is preferable. Knowledge of CRM software and MS Office. Excellent interpersonal skills. Knowledge of sales metrics. Ability to problem-solve.

#### 8. FINANCIAL CONTROLLER

Primary Duties: The Financial Controller (FC) will be responsible for managing the day-to-day operations of the accounts department, like preparation and management of the hotel's financial budgets, implementing and overseeing all activities relating to the financial aspects of the hotel in compliance with the local tax laws and also by the hotel's SOP's.

9. Job Requirements: Master's degree in accounting or equivalent. Proven experience in finance management. Good communication skills. Strong leadership qualities. Excellent interpersonal skills. Sound knowledge of accounting fundamentals. Auditing experience. Compliance oriented. Proficiency in accounting software. Analytical skills.

#### ASSISTANT CONTROLLER

Primary Duties: Assists with management of accounting, auditing and budgeting within the organization. Assists with preparations for audits. Works to reconcile accounting inaccuracies or

imbalances. Ensures compliance with and prepare reports according to applicable government regulations.

Job Requirements: Degree in accounting, finance, or in a related field. Professional certification such as CPA, CFM, or CMA preferred. Excellent understanding of GAAP and relevant financial accounting regulations. Strong computer skills and knowledge of accounting software programs. Excellent verbal and written communication skills.

#### 10. GENERAL CASHIER

Primary Duties: The General Cashier is to define the scope, duties and responsible to prepare the hotel's daily bank deposits, control all house funds, and to issue, audit and maintain all hotel banks according to the Company's policies and procedures.

Job Requirements: High school diploma or equivalent. Ability to handle transactions accurately and responsibly. High level of energy with strong customer service skills. Basic math and computer skills. Attention to detail. Helpful, courteous approach to resolving complaints.

#### 11. FRONT OFFICE CASHIER

Primary Duties: Posts revenue centre charges to guest accounts, receives payments from guest accounts at check-out. Coordinates the billing of credit card and direct-billed guest accounts with the accounting division. All guest accounts are balanced by the cashier at the close of each shift. He / She normally entails answering guest inquiries regarding fees and services.

Job Requirements: High school graduate or equivalent. Must speak, read, write, and understand the primary language used in the workplace. Good presentation and team worker. Basic accounting skills. Detail-oriented. Should be able to handle customer complaints.

#### 12. ACCOUNTS PAYABLE CLERK

Primary Duties: The hotel accounts payable clerk is responsible for processing invoices and payments for the hotel. This includes verifying invoices, coding invoices, and entering invoices into the hotel's accounting system. The accounts payable clerk also reconciles statements and processes payments. The hotel accounts payable clerk is responsible for processing invoices and payments for the hotel. This includes verifying invoices, coding invoices, and entering invoices into the hotel's accounting system. The accounts payable clerk also reconciles statements and processes payments.

Job Requirements: Bachelor's degree in accounting or related field. Proficient in Word, Outlook, and PowerPoint. Advanced abilities with Excel. Comfortable using a computer for various tasks beyond general accounting. Able to handle supervisory responsibility if necessary. Understanding of payments, accounting, and budgeting.

### 13. F&B CONTROLLER

**Primary Duties:** As a Food and Beverage cost controller, you are primarily responsible for calculating costs of food and beverage items and also responsible for the short and long-term planning of the F & B controlling and pricing aspects. Additionally responsible to record information and produce control reports periodically to help maintain a suitable inventory of food and beverage items for the entire hotel. He/she also changes the price of menu items based on the costing information they collect and also actively take part in engineering the menu in terms of the pricing.

**Job Requirements:** Bachelor of Commerce or Similar or 4-year bachelor's degree in Finance and Accounting or similar major. Good verbal and written communication skills. Good analytics and reporting skills. Experience with Accounting System, POS Systems and cost and inventory systems. Ability to multitask, work in a fast-paced environment. Have a high-level attention to detail.

### 14. CREDIT MANAGER

**Primary Duties:** The credit manager position is responsible for the entire credit granting process, bill collection, including the consistent application of a credit policy. Also manage and ensure that the hotel achieves optimum performance and achieves the required credit targets. Periodic credit reviews of existing customers, and the assessment of the credit worthiness of potential customers, with the goal of optimizing the mix of company sales and bad debt losses.

**Job Requirements:** Bachelor's degree in accounting, business administration. Advanced knowledge of accounting software. Good understanding of lending procedures. Advanced mathematical skills. Excellent analytical skills. Good communication skills.

### 15. ACCOUNTS RECEIVABLE CLERK

**Primary Duties:** The Accounts Receivable Clerk will be responsible for maintaining accurate records of all income and receipts for the hotel. This includes processing invoices, payments, and refunds in a timely and efficient manner. The clerk will also work closely with the hotel's accounting team to reconcile daily transactions and prepare monthly reports.

**Job Requirements:** Bachelor's degree in accounting, finance, or related field. Strong math, typing, and computer skills, especially with bookkeeping software. Excellent communication, research,

problem-solving, and time management skills. High level of accuracy, efficiency, and accountability. Attention to detail.

#### 16. PAYROLL MANAGER

**Primary Duties:** It will include calculating employee payrolls, tax deductions, bonuses and overtime. Besides, one should also have complete knowledge of the compensation benefit rates and any changes in the same. They will also be responsible for addressing employee payroll-related queries.

**Job Requirements:** Degree in business administration, accounting, or finance required. Previous experience in payroll processing, accounting, or human resources. Managerial or supervisory experience. Proficiency in Microsoft Office and payroll software. Strong knowledge of payroll processes and relevant legal regulations. Excellent communication skills, both verbal and written. Strong math and analytical skills.

#### 17. FRONT OFFICE SUPERVISOR

**Primary Duties:** Primarily supervises front office team members to ensure efficient and smooth operations for producing excellent feedbacks and guest satisfaction. Responds in a professional and courteous manner to guests by providing accurate and timely information and services. Also ensures that hotel charges are processed diligently to guest's accounts, invoices are accurate, billing instructions are verified, all necessary supporting bills and vouchers are attached for direct settlements.

**Job Requirements:** Degree or Diploma in Hospitality Management is an asset or Graduates bachelor degree and/or diploma in hotel or other related field. Computer Knowledge and experience in MS office programs. Excellent communication skills. Knowledge of Opera / Fidelio / Other world class Property Management System is required.

#### 18. NIGHT AUDITOR

**Primary Duties:** Checks front office accounting records for accuracy and, on a daily basis, summarizes and compiles information for the hotel's financial records. Tracks room revenue, occupancy percentages, and other front office operating statistics.

Prepares a summary of cash, check, and credit card activities, reflecting the hotel's financial performance for the day. Posts room charges and room taxes to guest accounts including guest transactions not posted during the day by the front office cashier.

Job Requirements: BSc in accounting, finance or relevant field. Strong written and verbal communication skills. Availability to work overnight. Basic accounting skills. Good analytical and mathematical abilities.

#### 19. SENIOR CASHIER

Primary Duties: Posts revenue centre charges to guest accounts, receives payments from guest accounts at check-out. Coordinates the billing of credit card and direct-billed guest accounts with the accounting division. All guest accounts are balanced by the cashier at the close of each shift. He / She normally entails answering guest inquiries regarding fees and services.

Job Requirements: High school graduate. Mathematical skills and the ability to handle transactions quickly and accurately. Previous experience in a retail store or as a cashier is preferable. Positive, helpful attitude toward customers, including the ability to speak clearly and convey information accurately. Knowledge of register operation, including cash, credit cards and register receipts.

#### 20. FRONT OFFICE MANAGER

Primary Duties: Directly supervises all front office personnel and ensures proper completion of all front office duties. Directs and coordinates the activities of the front desk, reservations, guest services, and telephone areas. Prepare monthly reports and budget for the front office department.

Job Requirements: Knowledge of office machines (e.g., fax, printer etc.). Knowledge of office management and basic bookkeeping. Excellent knowledge of MS Office (especially Excel and Word). Basic 10+2 education. Great interpersonal skills and communication skills. Customer-centric.

#### 21. ASSISTANT FRONT OFFICE MANAGER

Primary Duties: In the absence of Front Office manager or Resident Manger take charge of the operations of Front office Department. Primarily reporting to Front office manager or Executive Assistant Manager Rooms. Ensures guests have a smooth stay at the hotel.

As the Assistant Front Office Manager, one should act as the bridge between the front and the back office.

Job Requirements: Good communication skills. Entry level 10+2 education is sufficient. Basic computer skills and schedule management skills. Customer interaction capacity.

#### 22. LOBBY/DUTY MANAGER

Primary Duties: Primarily responsible to ensure that Front Office shifts are run efficiently, providing outstanding guest service, assisting all Front Office staff and maintaining a calm, professional environment at all times. Supervises and assign duty roster for F/O attendant, Concierge, Bell Counter, Guest Relations and Business Centre. Responsible for VIP movement in the Hotel.

Job Requirements: Previous experience in the industry preferred. Customer service experience. Knowledge of cash management and bookkeeping procedures. Team management skills. Strong organizational skills. Strong problem-solving skills. Bachelors in Business Administration is an added benefit.

### 23. SENIOR RECEPTIONIST

Primary Duties: Their duties may include greeting guests as they come in, managing the check-in and check-out process, answering questions and requests, and helping with administrative tasks at the front desk.

Job Requirements: A good standard of education. Computer literate including the ability to use software packages: Word, Excel, Access, Email, Internet, Cloud based databases. Knowledge of office systems and procedures. Ability to work in a busy reception area, managing competing demands at the same time as maintaining excellent customer service.

### 24. RECEPTIONIST

Primary Duties: Welcome guests, check guests in and out of the hotel, deal with guest queries, provide prompt and professional guest service to meet guest needs and ensures guest satisfaction.

Job Requirements: High school diploma. Proficient in Microsoft Office Suite and other necessary computer programs. Solid written and verbal communication skills. Fluency in English and local language/dialect. Ability to maintain a positive, friendly attitude even under high pressure. Excellent organizational and multitasking skills.

### 25. TELEPHONE SUPERVISOR

Primary Duties: Answers incoming calls and directs them to guest rooms through the telephone console or to hotel personnel or departments. Takes and distributes messages for guests, provides information on guest services, and answers inquiries about public hotel events.

Job Requirements: A diploma / degree in the hospitality field with previous experiences in a similar position. Excellent written and verbal English communication skills along with strong voice

modulation abilities are essentials. Computer literate and previous experiences with Opera are an advantage.

### **Job Roles in the Company for Visually Impaired according to the Researchers**

While the representative rightly identified some of the most important and popular job roles in the field of hospitality, there are a few job roles which were not considered by them. Though, those job roles are not directly linked to the hospitality sectors, they contribute to the industry indirectly.

#### **1. GUEST RELATIONS SUPERVISOR**

**Primary Duties:** Attend to guests courteously and deal promptly with their requests and queries. Have detailed information about the hotel and city. Check on VIP guest movements, complete their pre-registration formalities. Allocate rooms to all arriving guests after checking the guest preferences. Collect guest feedback forms and do any possible first-hand service recovery steps.

**Job Requirements:** Bachelor's degree in hospitality management, business administration or related field. Working experience in hospitality. Experience with needs assessment techniques, quality standards and satisfaction evaluation techniques. Familiarity and interest in industry's latest trends. Hands on experience with guest relationship management software. Proficiency in English, multilingualism will be considered an asset. Excellent problem resolution skills along with outstanding communication and active listening skills.

#### **2. GUEST RELATIONS EXECUTIVE**

**Primary Duties:** Welcome guests during check-in and giving a fond farewell to guests while checkout. Handling guest complaints and concerns in an efficient and timely manner.

Overseeing VIP guests, arrivals and departures. Coordinating and multi-tasking job duties in a busy environment. Should possess detailed information about the Hotel, city as well as the competition. Detailed information regarding arrivals and room requirements. Have up-to-date information on daily room occupancy.

**Job Requirements:** Bachelor's degree in hospitality management, business administration or related field. Working experience in hospitality. Experience with needs assessment techniques, quality standards and satisfaction evaluation techniques. Familiarity and interest in industry's latest trends. Hands on experience with guest relationship management software. Proficiency in English, multilingualism will be considered an asset. Excellent problem resolution skills along with outstanding communication and active listening skills.

#### **3. FOOD AND BEVERAGE MANAGER/DIRECTOR**

Primary Duties: The Director of Food & Beverage is responsible for co-ordinating all phases of group meeting/banquet functions held in the Hotel; coordinate these activities on a daily basis; assist clients in program planning and menu selection. Solicit local group Food & Beverage business; maintain the services and reputation of the Hotel and act as a management representative to group clients.

Job Requirements: Post Graduate or Bachelor's Degree or three years Diploma in Hotel Management or equivalent. In-depth knowledge of the food industry. Strong working knowledge of related computer software, including restaurant management software. Ability to adhere to budgets and meet financial targets. Exceptional organizational, leadership, problem-solving, and communication skills. Ability to forecast food and beverage needs. Excellent customer service skills.

#### 4. ASSISTANT FOOD AND BEVERAGE MANAGER

Primary Duties: Assistant food and beverage managers assist with the management and daily operations of all food and beverage protocols. They work in restaurant and food service establishments, reporting directly to the food and beverage manager, bar manager, and dining room manager.

Job Requirements: Graduate degree in Hotel Management or related field. Analytical skills to assist in the day-to-day logistics of food service and to increase productivity and reduce costs. Should be able to solve customer complaints and provide aid to staff members.

#### 5. HR DIRECTOR

Primary Duties: The Human Resources head oversee the daily operation of the Human Resources office. Responsible for areas of Recruiting, Employee Relations, Benefits, Events, Workers Compensation and other employee-related tasks. Additionally responsible for short and long-term planning of all the HR related functions like workforce planning, recruitment, staffing strategies, wage and salary administration, associate and labour relations, benefits, workforce training and development etc.

Job Requirements: Bachelor's degree in human resources management. Minimum 2-3 years' experience in human resources department. Highly organized. Superior interpersonal skills. Detail-oriented. Good problem-solving skills. Budget management experience. Strong people skills. Knowledge of labour laws and regulations. Computer literacy.

#### 6. HR COORDINATOR

Primary Duties: As Human Resources Coordinator one has to work under the general guidance of the Hotel HR Manager and be responsible for supporting the HR team on their day-to-day

operation. He/she executes the hotel's Talent Development strategy by planning Company and hotel training programs and the recruiting of non-management roles in the hotel. Also coordinating the administrative support to the Human Resources team in accordance with the Hotel's standard and procedures and to ensure that staffing needs are met in a timely manner, from placing ads to interviewing and hiring.

Job Requirements: Bachelor's degree in human resources or related. 2 years of experience as an HR coordinator. Exposure to Labour Law and employment equity regulations. Effective HR administration and people management skills. Exposure to payroll practices. Full understanding of HR functions and best practices. Excellent written and verbal communication skills.

#### 7. RECRUITING MANAGER

Primary Duties: As a Recruitment Manager, you will be responsible for sourcing, attracting and hiring job candidates for open positions. Your goal will be to always meet clients' needs by finding candidates that match their organizational culture and open job positions.

Job Requirements: Bachelor's degree in human resource management, business management, labour relations, or related field. Proven experience working as a recruiting manager. Sound knowledge of labour legislation and HR practices. Proficiency in all Microsoft Office applications as well as recruitment software. The ability to work efficiently under pressure.

#### 8. JOB POSTING EXECUTIVE

Primary Duties: He/she looks after the job postings of the company. Postings are traditionally written by the human resources department and include details regarding qualifications, hours and pay. They may also describe the work environment or where the new hire would fit into the current company structure.

Job Requirements: Excellent written and verbal communication skills. Strong time-management skills and an ability to organize and coordinate multiple concurrent projects. Proficiency with office productivity tools and an aptitude for learning new software and systems. Flexible team player, willing to adapt to changes and unafraid of challenges. Ability to maintain confidentiality of information related to the company and its employees.

#### 9. COMPENSATIONS AND BENEFITS MANAGER

Primary Duties: A compensation and benefits manager is responsible for ensuring fair and accurate compensation, including regular salaries, bonuses, stock options, pensions, and any additional types of employee benefits.

Job Requirements: Bachelor's degree in human resources management, business administration, or a related field. Extensive knowledge of benefits and compensation programs, policies, procedures,

and applicable legislation. Proficiency in MS Office. Experience managing benefits and compensation in a Human Resources Information System (HRIS). Excellent communication and organizational skills. Strong people and project management skills.

#### 10. JOB ANALYST

Primary Duties: Job Analysts work within the HR department of organizations or companies and research occupations and jobs to focus on classification systems within that field. They focus on the industry and occupational trends as well as on worker relationships.

Job Requirements: Bachelor's degree in Human Resources, Business Administration, Industrial Psychology, or related field required. At least three years of experience in related areas such as job classification and compensation, recruitment, selection, training, employee benefits, and/or equal opportunity compliance preferred. SHRM-CP or SHRM-SCP preferred.

#### 11. EMPLOYEE RELATIONS MANAGER

Primary Duties: Uses surveys, interviews, and other studies to conduct research regarding human resource policies, compensation, and other employment issues. After analysing the information, makes recommendations on changes. Researches and explains laws and legal affairs concerning employment to managers, supervisors, and employees.

Job Requirements: Bachelor's degree in Employee Relations, Human Resources or related field required. SHRM-CP or SHRM-SCP preferred. Excellent oral and written communication skills. Thorough understanding of state and federal laws concerning labour relations. Ability to comprehend, interpret, and apply the appropriate sections of applicable laws, guidelines, regulations, ordinances, and policies. Thorough understanding of negotiation techniques.

#### 12. DISPUTE RESOLUTION MANAGER

Primary Duties: Handles investigation and resolution of employee issues, concerns and conflicts

Job Requirements: A Master's Degree in Law which can demonstrate certification/qualification in either Public and Administrative law, Regulatory law, Commercial law (Sale of goods and Supply of Services). Ability to analyse, interpret and summarize complaints issues. Excellent analytical skills and ability to assimilate and understand disparate information to make sound and fair judgements and decisions. Demonstrated knowledge of complaints/dispute resolution processes and a strong resolution-oriented mind-set. Good research skills. Strong oral and written communication skills. Strong interpersonal skills with ability to adjust communication style according to different stakeholders or consumers.

#### 13. TRAINING AND DEVELOPMENT MANAGER

Primary Duties: The Training and Development Manager is responsible for improving the productivity of the organization's employees. This position assesses company-wide developmental needs to drive training initiatives and identifies and arranges suitable training solutions for employees. This position actively searches, creatively designs and implements effective methods to educate, enhance performance and recognize performance.

Job Requirements: Bachelor's degree in relevant field. Five years of experience designing and implementing employee development programs. Certified Professional in Learning and Performance (CPLP) credential preferred. SHRM Certified Professional (SHRM-CP) or SHRM Senior Certified Professional (SHRM-SCP) credential preferred. Excellent verbal and written communication skills. Strong presentation skills.

#### 14. GENERAL MANAGER

Primary Duties: As a Sales manager you are responsible to develop and foster business through pro-active direct sales, marketing, telemarketing, direct mail, appointment calls and tours of the hotel. Also develops strategic action plans for hotels to drive measurable, incremental sales revenue. Identify areas of opportunity in performance and recommend tools and sales training to optimize performance of sales team. Additionally work with individual hotel teams to identify skill development areas and properly deploy sales and marketing resources.

Job Requirements: Degree in business management or a Master's in business administration. Good knowledge of different business functions. Strong leadership qualities. Excellent communication skills. Highly organized. Strong work ethic. Good interpersonal skills. Meticulous attention to detail. Computer literate. Proactive nature.

#### 15. DIRECTOR OF SALES AND MARKETING

Primary Duties: To oversee and manage sales staff and reservation to ensure maximum revenue, promotional coverage and marketing opportunities are achieved. The DOSM should work closely with revenue management and marketing functions, to develop strategies to maximise REVPAR and grow market share.

Job Requirements: Bachelor's degree in marketing, business administration, or a relevant field. A minimum of 5 years' experience in a similar role. In-depth knowledge of marketing techniques and best practices. Capacity to manage various projects and work to tight deadlines. Excellent negotiation and leadership skills. Outstanding written and verbal communication skills.

## 16. SALES MANAGER EVENT AND BANQUETS

**Primary Duties:** Solicit Future conference business for hotels in assigned market areas. Maintain and exceed sales targets defined by the management. Also, able to work under pressure, meet deadlines and achieve daily targets, whilst offering a very high level of Customer Service. Additionally Work directly with key decisions makers from Corporate, negotiating rates and confirming their accommodation, meetings and events.

**Job Requirements:** Graduate in any discipline. Excellent communication skills. Well versed with Microsoft excel word Power Point Self-motivated, confident with a pleasant personality. Strong strategic capabilities are desirable.

## 17. SALES COORDINATOR

**Primary Duties:** The Sales Coordinator primary role is to perform general office duties to support Sales & Marketing team e.g., filing, sending emails, typing, and faxing, copying, loading special or negotiated rates onto the property management system and maintaining customer and company profiles. Should assist in selling guest rooms, catering services and banquet facilities as directed by the Director of Sales. Also provide high-level administrative support by conducting research, preparing statistical reports, collecting and processing sensitive data, resolving guest issues and also perform clerical functions.

**Job Requirements:** A Bachelor's degree in business administration or a related field. Experience as a sales coordinator or in administration may be advantageous. Good team development and leadership skills. Computer literacy. Good administrative, organizational, and problem-solving skills. Excellent communication, sales, and customer service skills.

## 18. TRAVEL AND TRADE MANAGER

**Primary Duties:** A travel manager directs, operates, and administers travel programs for businesses and travel agencies. They often work for large corporations and manage business travel, making arrangements for employees and executives. They also work for travel agencies that assist clients with their travel plans.

**Job Requirements:** A bachelor's degree in tourism, travel or hospitality is required. Experience in government, business, and tourism or travel trade. Research, analytical and planning skills. Sales abilities. Management or supervisory experience. Strong verbal and written communications skills.

Proven financial management skills. Development and management of campaigns or promotions experience is desired. An extended network of contacts is an asset.

#### 19. SALES EXECUTIVES TRAVEL AND TRADE

**Primary Duties:** A travel sales executives meets with clients to discover travel requirements and offer suitable travel options. Your responsibilities in this job are to recommend locations and packages that accommodate customers' needs, wants, and capabilities, and promote trips for agencies.

**Job Requirements:** A degree in sales/another related field. Understanding Hotel Operations. Effective Communication. Planning for Business. Adaptability. Customer Focus. Drive for Results.

#### **Jobs more suitable for people with low vision**

While most of the jobs that can be performed by people with low vision in the hospitality sector can also be efficiently undertaken by the visually impaired, there are a few jobs which need visual aid. Those jobs are more suitable for the people with low vision.

##### 1. FILE CLERK

**Primary Duties:** Organizes and archives records and documents. Makes copies of paperwork and distributes as needed. Retrieves data and files for other departments and personnel. Uses alphabetical and numerical systems to organize paper and electronic records documents.

**Job Requirements:** High school diploma, GED, or suitable equivalent. Proficient with using computers, and MS Office Word and Excel. Proficient with using photocopy and facsimile machines. Excellent verbal and written communication skills. Ability to maintain confidentiality of information. Outstanding communication skills, both verbal and written.

##### 2. ATTENDANCE MANAGER

**Primary Duties:** An attendance manager is an HR professional tasked with keeping records of employee attendance, syncing them with regional holiday norms, registering productivity hours, generating payroll-ready information, and preventing non-compliance.

**Job Requirements:** A Bachelor's degree in HR. Proficient in MS Office, Excel and advanced suite solutions like Kronos, Workday, SAP, and Oracle. Good communication skills. Ability to handle large amounts of data. Working knowledge of different languages can be useful.

##### 3. SECURITY EXECUTIVE

Primary Duties: A Security Executive is in charge of a hospitality property's security. He oversees the Security Department and a number of security systems which protect the guests, the workers and the hotel buildings. A Security Manager plays a fundamental role in the profitable running of a hotel.

Job Requirements: Graduate from a recognized university. Excellent interpersonal and communication skills are required. Willingness to work in shifts. Possess an aptitude for security operation.

#### 4. WORKFORCE SAFETY MANAGER

Primary Duties: The Safety Manager is responsible for conducting health and safety inspections and preparing reports of all the Company's operations. The Safety Manager will ensure that the workplace is free of hazards and that all employees follow safe work practices.

Job Requirements: High school diploma or equivalent. Bachelor's degree in Safety, Health, Engineering or related discipline preferred. Minimum 2-3 years large scale commercial, government, or industrial project management experience, including at least 4 years management level safety profession experience. Current certifications in First Aid, CPR, OSHA, 30-hour Construction Safety and Industry Standards plus familiarity with DOE 10 CFR Part 851 highly desirable.

##### **Analysis of the Job Roles**

The representative had rightly identified the plausible job avenues for the visually impaired. However, some of the job roles did not find mention in the discussion with the representative which have been discussed by the researchers separately. Most of the job roles in the field of hospitality are suitable for the visually. However, some jobs are more suited for the people with no vision.

##### **Exposure and Sensitivity towards Visually Impaired**

Furnished with all the facilities and software for the visually impaired, the company is ready and willing to hire visually impaired employees. The representative is well acquainted with the laws and rights of the physically disabled people. Based on the discussion with the representative, it would be safe to suggest that the company does not require training for sensitivity. The representative is well aware of the abilities and limitations of the visually impaired. Besides, the company has a small number of visually impaired employees. The attitude of the representative confirmed a friendly and welcoming work atmosphere for the visually impaired. However, there is a need for the company to extend its outreach and apprise the visually impaired regarding the possible job avenues to increase the number of visually impaired employees.

##### **Conclusion**

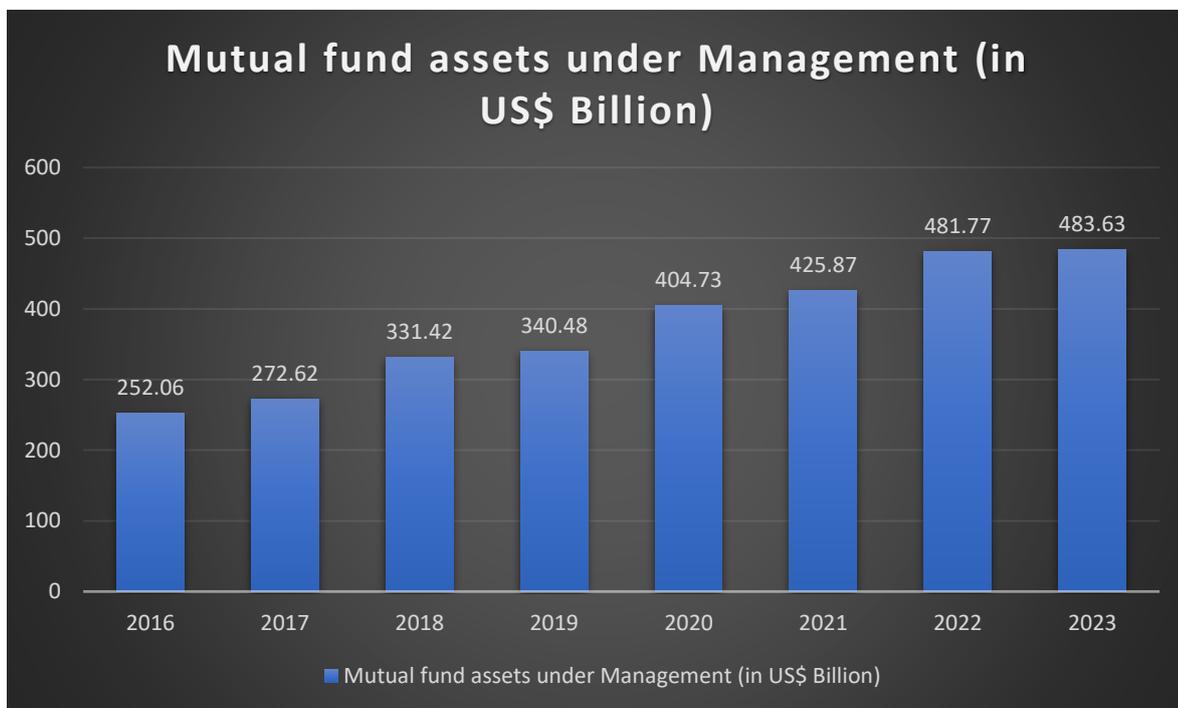
Both the companies contacted for interaction displayed a high level of awareness and sensitivity regarding the abilities of visually impaired. The representatives of both the companies were well acquainted with the norms and showed keen eagerness in assisting the visually impaired in their

companies. There is little need for sensitivity workshop and training. However, there is a need for both the companies to interact with various organizations to hire more visually impaired employees in near future.

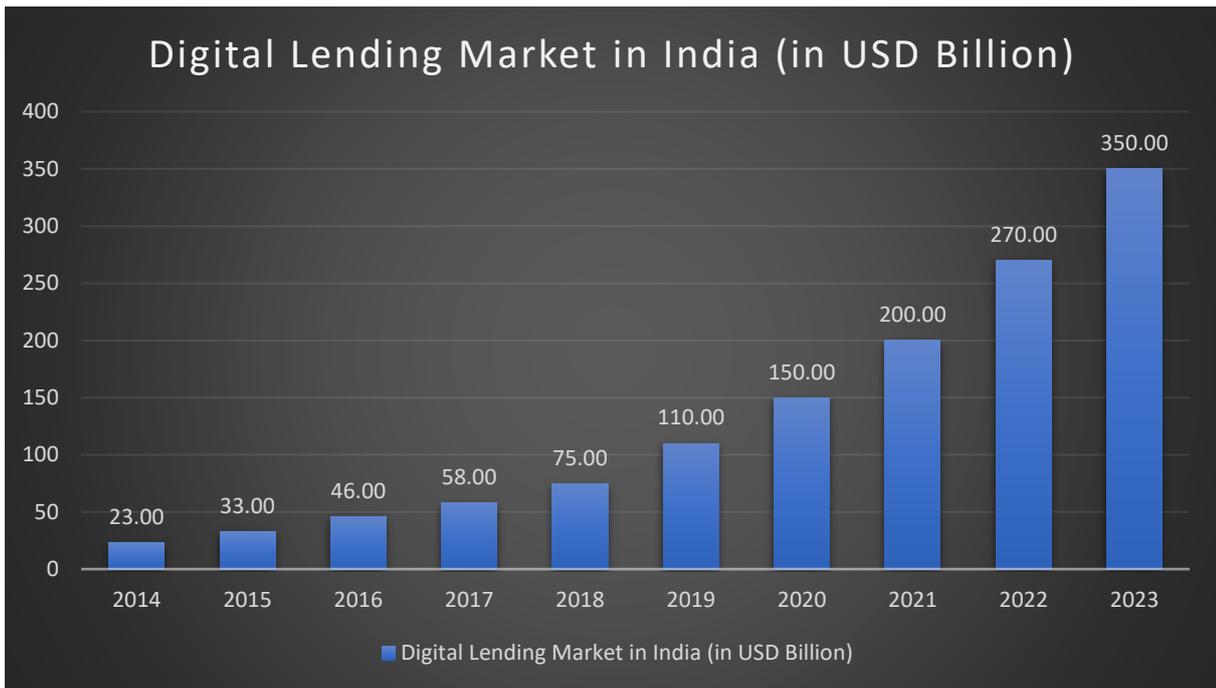
## CHAPTER 6

### Financial Sector—Banking, Insurance and Stock Market

Encompassing a wide bandwidth of service sector firms and financial institutions, Financial Industry provides financial services to various organizations in the form of finance management, asset management, credit, loan, etc. to ensure that companies achieve their objectives without financial hurdles. At 6.8%, financial industry is one of the fastest growing industries in the world. Interestingly, the growth of the industry in India than the rest of the world. According to the assessment of IBEF, the share of financial services in India's market capitalization has increased from 6% in 2001 to 24% in 2021. Various sects within the Finance Industry of India have bloomed in the last few years. For instance, according to India Brand Equity Foundation (IBEF) in the last five years, the Mutual Fund assets of India have almost doubled (Chart 1).

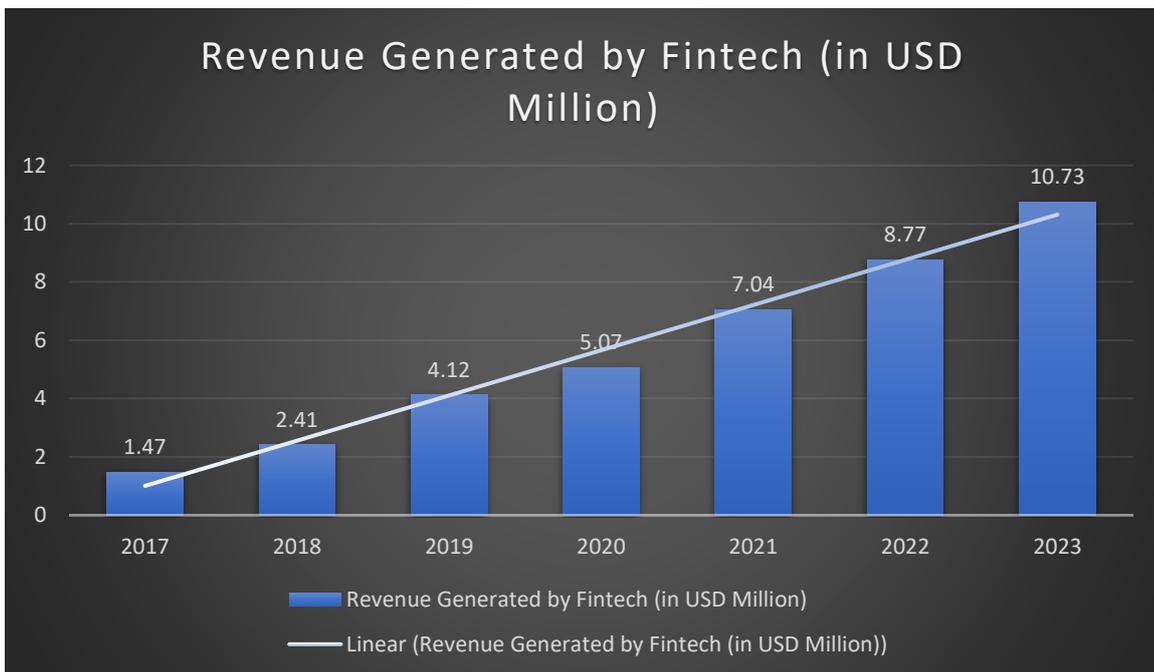


Furthermore, the digital lending market has witnessed an increased support from the state which has resulted in a significant growth of the Finance Industry (Chart 2).



Source: IBEF

In the wake of demonetisation, India also experienced a surge in use of digital payments which boosted the growth of Fintech in India (Chart 3).



There are numerous types of financial services offered in India:

1. Banking
2. Professional Advisory
3. Wealth Management

4. Mutual Funds
5. Insurance
6. Stock Market
7. Treasury/Debt Instruments
8. Tax/Audit Consulting
9. Capital Restructuring
10. Portfolio Management

Largely, these services can be categorised into four sectors i.e., Finance Consulting, Banking, Insurance, and Stock Market.

#### Finance Consulting

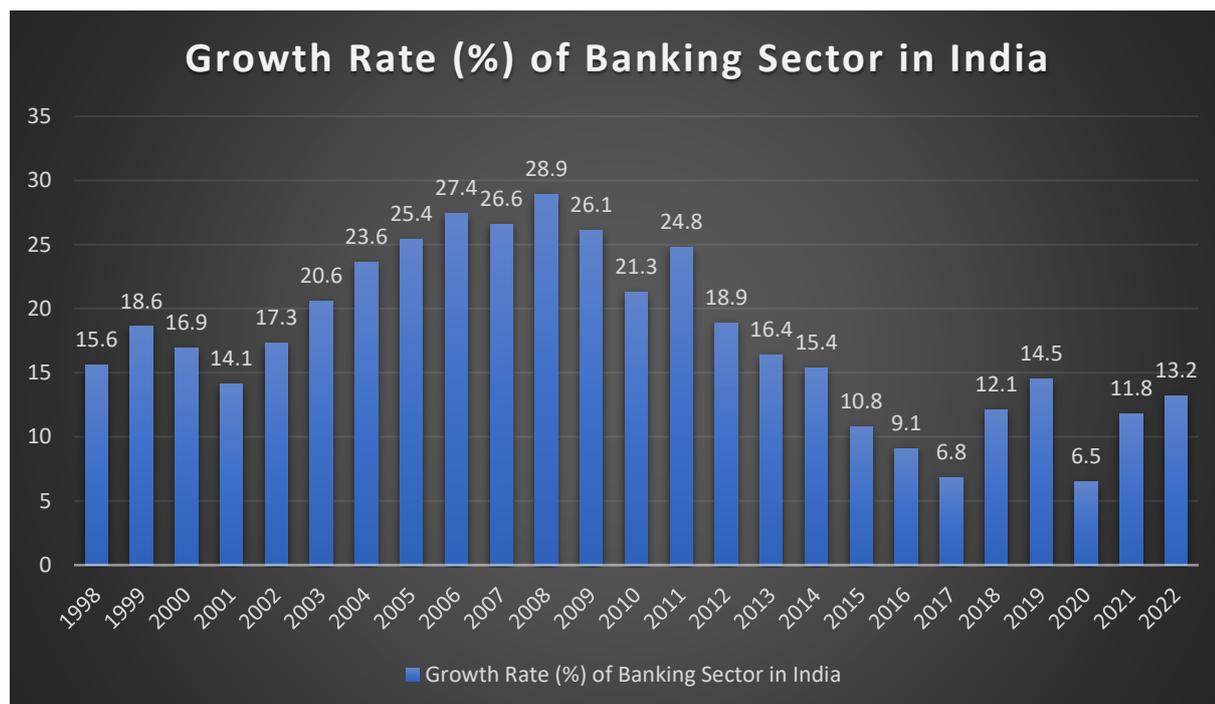
Financial consulting involves providing expert advice and guidance to individuals, businesses, or organizations on various financial matters such as investments, financial planning, risk management, taxation, and wealth management. Financial consultants, also known as financial advisors or financial planners, use their expertise and knowledge of financial markets and products to help their clients make informed financial decisions and achieve their financial goals. Some of the top Finance Consulting firms in India are:

- Ernst & Young
- KPMG
- Boston Consulting Group
- Deloitte
- McKinsey & Company
- Protiviti
- Alvarez & Marsal
- Mercer
- Cordence Worldwide
- Strategy&

#### **Banking Industry**

Banking is the process of accepting deposits from the public and using those deposits to provide loans and other financial services. The banking industry in India is the backbone of the country's financial system and plays a crucial role in the economy. The banking industry in India is regulated by the Reserve Bank of India (RBI), which is responsible for ensuring the stability of the banking system and promoting financial inclusion. The RBI issues licenses to banks, sets monetary policy, and regulates the banking system. Banking is the process of accepting deposits from the public and using those

deposits to provide loans and other financial services. The banking industry in India is the backbone of the country's financial system and plays a crucial role in the economy. According to RBI the banking industry in India has shown a strong growth trend in revenue generation since the late 1990s. The growth rates were particularly high in the mid-2000s, with revenue growth rates consistently above 25%. However, in recent years, the growth rates have moderated somewhat, with lower rates seen in 2015-2017 and 2020. Nonetheless, the banking industry is expected to continue to grow, and the projected growth rate for 2022 is still a healthy 13.2% (Chart 4)



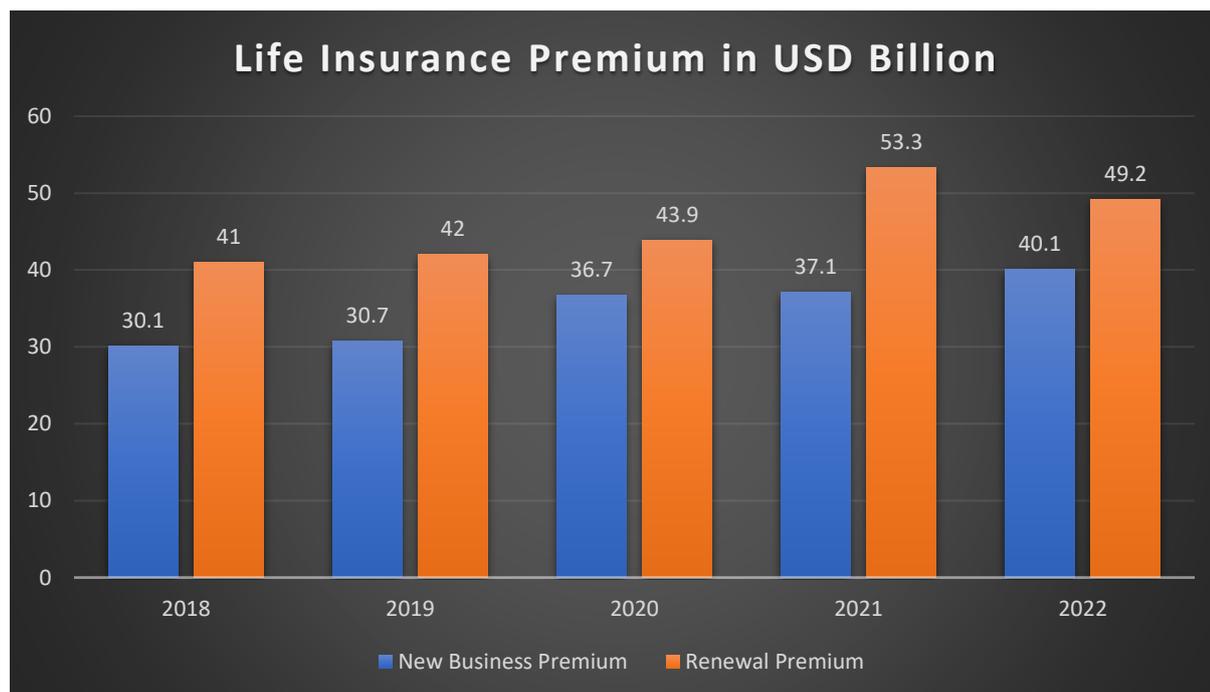
The gigantic size of the banking industry indicates that banking sector is an important sector for employment.

### Insurance Industry

The insurance industry involves the business of providing financial protection and risk management services to individuals and organizations in exchange for a premium payment. Insurance companies offer various types of insurance policies such as life insurance, health insurance, motor insurance, property insurance, and many more.

In India, the insurance industry has grown significantly over the years. The growth of the insurance industry in India can be attributed to a number of factors, including increasing awareness about the importance of insurance, growing disposable incomes, rising healthcare costs, and the introduction of new products and services. The Indian insurance market is primarily dominated by two types of insurance companies- life insurance companies and non-life insurance companies.

According to a report by the Insurance Regulatory and Development Authority of India (IRDAI), the gross direct premium income (GDPI) of the Indian insurance industry was Rs 7.32 lakh crore in FY21. The life insurance segment contributed Rs 4.79 lakh crore, while the non-life insurance segment contributed Rs 2.53 lakh crore. The Indian insurance industry is expected to continue to grow in the coming years, driven by factors such as increasing insurance penetration, favourable government policies, and the emergence of digital insurance platforms. The revenue generated by the industry through insurance premium payment has also increased drastically (Chart 5).



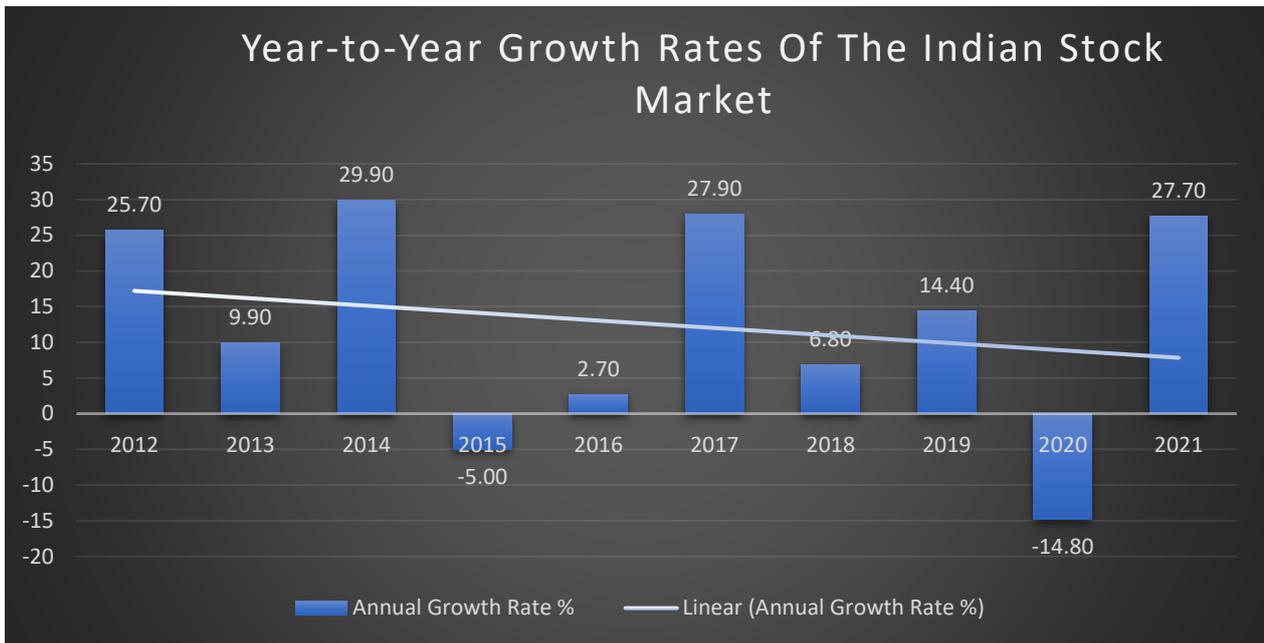
Standing at an enormous valuation, the industry offers numerous scopes of employability which shall be discussed below.

### Stock Market Industry

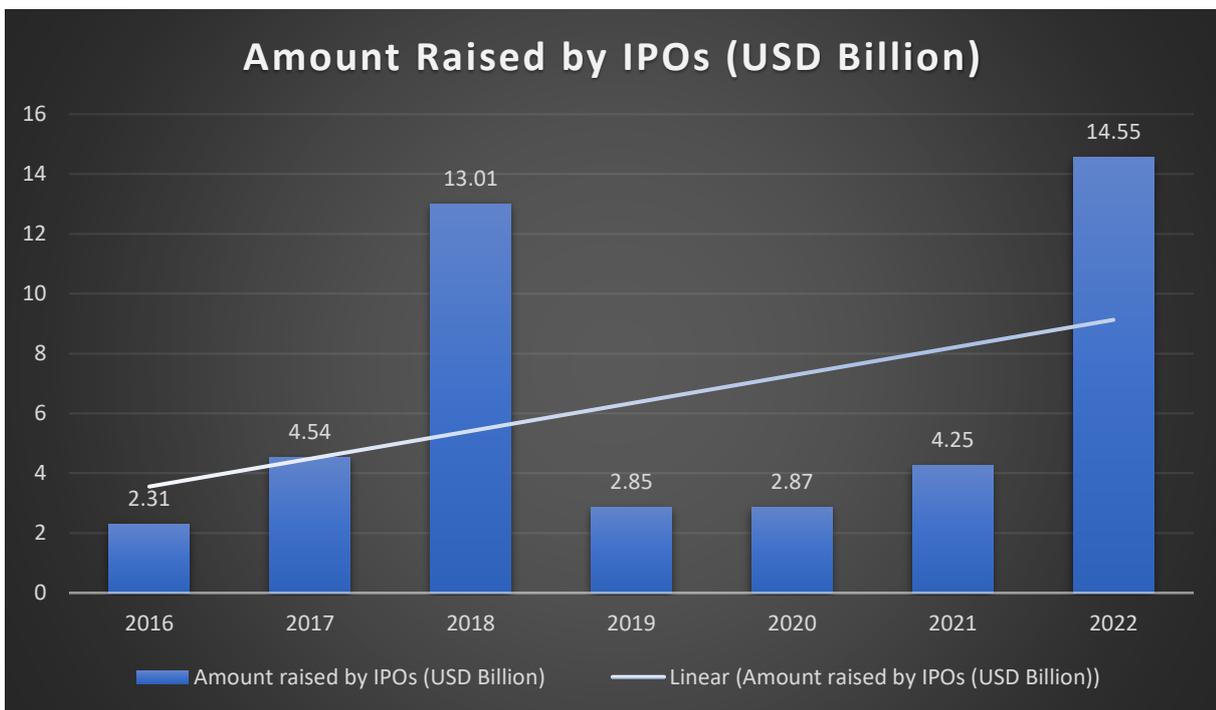
The stock market industry, also known as the securities market, is a market where securities such as stocks, bonds, and other financial instruments are bought and sold. The stock market provides companies with a platform to raise capital by issuing and selling stocks to investors. Investors, in turn, buy and sell these securities in the market, with the goal of earning a profit through capital appreciation or dividend payments.

The Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) are the two main stock exchanges in India. The market capitalization of companies listed on these two exchanges has grown from about \$300 billion in 2001 to over \$2.5 trillion in 2021. The number of listed companies has also increased significantly, from around 5,000 in 2001 to over 5,500 in 2021. The Indian stock market has witnessed significant fluctuations in the past decade. However, overall, the market has shown a positive trend with a steady growth rate. In the last 10 years, the Indian Stock Market has experienced

a considerable growth (Chart 6). The amount raised by IPO annually has also increased notably (Chart 7).



Source: IBEF



Source: IBEF

The Indian Stock Market is one of the largest industries around the globe. The stock market is one of the notable contributors to the employment in India. Therefore, discussion on employability cannot be completed without discussing the scope of employment in the Stock Market Industry.

## Finance Consulting Industry

To gather information regarding scope of employment in the industry, the researchers interacted with one of the representatives of the Ernst & Young Global Limited.

Ernst & Young Global Limited, trade name EY is a multinational professional services partnership headquartered in London, England. EY is one of the largest professional services networks in the world. The company is considered one of the Big Four accounting firms. It primarily provides assurance (which includes financial audit), tax, consulting and advisory services to its clients. Like many of the larger accounting firms in recent years, EY has expanded into markets adjacent to accounting, including strategy, operations, HR, technology, and financial services consulting

According to the latest published data, the company has the following four main service lines:

- Assurance: comprises Financial Audit, Financial Accounting Advisory Services, CCaSS (Climate Change and Sustainability services) and Forensic & Integrity Services.
- Tax: Transfer Pricing, International Tax Services, Business Tax Compliance, Global Trade, Indirect Tax, Tax Accounting & Risk Advisory Services, Tax Technology and Transformation, Transaction Tax.
- Consulting: comprises three sub-service lines – Business Consulting, Technology Consulting, and People Advisory Services.
- Strategy and Transactions or SaT: deals with companies' capital transformation – including Business Valuation and Economics, Due Diligence, Real Estate Advisory, M&A, Restructuring (financial and operational), Corporate Finance Strategy.

They help digital pioneers fight data piracy; guide governments through cash-flow crises; unlock new medical treatments with data analytics; and pursue high quality audits to build trust in financial markets and business. In other words, working with entrepreneurs, companies, and entire countries to solve their most pressing challenges.

### **Job Roles**

The job roles in the Finance Consulting Industry discussed in this section are divided into two parts. The first part will outline the scope of employment in the employment for visually impaired deemed suitable by the representative of the company and the second part will mention the job roles in the industry suitable for the visually impaired identified by the researchers.

### **Job Roles in the Company for Visually Impaired according to the Company**

1. Sales Assistant

Primary duties: Assisting sales representatives in generating leads and closing deals. Communicating with customers and addressing their queries. Coordinating with internal teams to ensure timely delivery of products and services. Maintaining sales records and preparing reports.

Qualification requirements: High school diploma or equivalent with excellent communication and interpersonal skills. Besides, basic knowledge of sales techniques and procedures and proficiency in using computer applications such as MS Office will prove useful.

## 2. Sales Coordinator

Primary duties: Coordinating with sales representatives to ensure smooth sales operations. Managing sales records and preparing reports. Supporting sales representatives in generating leads and closing deals. Communicating with customers and addressing their queries.

Qualification requirements: Bachelor's degree in sales or a related field. Experience in sales coordination or a similar role. Excellent communication and interpersonal skills. Proficiency in using computer applications such as MS Office.

## 3. Sales Manager

Primary duties: Developing sales strategies and setting sales targets. Leading and managing the sales team. Identifying new business opportunities and expanding the customer base. Analysing sales data and preparing reports.

Qualification requirements: Bachelor's degree in sales or a related field. Experience in sales management or a similar role. Strong leadership and management skills. Excellent communication and interpersonal skills.

## 4. Production Planning

Primary duties: Planning production schedules and workflows. Coordinating with other departments to ensure timely delivery of raw materials and finished products. Ensuring quality control standards are met. Analysing production data and preparing reports.

Qualification requirements: Bachelor's degree in production planning or a related field. Experience in production planning or a similar role. Strong analytical and problem-solving skills. Excellent communication and interpersonal skills.

## 5. Production Manager

Primary duties: Managing and overseeing the production process. Ensuring that production targets are met within the allocated budget. Maintaining quality control standards. Leading and managing the production team.

Qualification requirements: Bachelor's degree in production management or a related field. Experience in production management or a similar role. Strong leadership and management skills. Excellent communication and interpersonal skills.

#### 6. Production Officer

Primary duties: Assisting the production manager in overseeing the production process. Coordinating with other departments to ensure timely delivery of raw materials and finished products. Ensuring quality control standards are met. Analysing production data and preparing reports.

Qualification requirements: Bachelor's degree in production management or a related field. Experience in production planning or a similar role. Strong analytical and problem-solving skills. Excellent communication and interpersonal skills.

#### 7. HR Assistant

Primary duties: Assisting the HR department in recruitment, on-boarding, and off-boarding processes. Maintaining employee records and preparing reports. Coordinating with other departments to ensure compliance with HR policies and procedures. Responding to employee queries and concerns.

Qualification requirements: Bachelor's degree in HR or a related field. Experience in HR administration or a similar role. Strong attention to detail and organizational skills. Proficiency in using computer applications such as MS Office.

#### 8. HR Manager

Primary duties: Developing and implementing HR policies and procedures. Managing and overseeing the recruitment, on-boarding, and off-boarding processes. Maintaining employee records and preparing reports. Coordinating with other departments to ensure compliance with HR policies and procedures.

Qualification requirements: Bachelor's degree in HR or a related field. Great Interpersonal skills. Ability to handle employee complaints. Good communication skills.

#### 9. HR Supervisor

Primary duties: Overseeing HR processes and procedures. Assisting the HR manager in recruitment, on-boarding, and off-boarding processes. Coordinating with other departments to ensure compliance with HR policies and procedures. Responding to employee queries and concerns.

Qualification requirements: Bachelor's degree in HR or a related field. Experience in HR administration or a similar role. Strong leadership and management skills. Proficiency in using computer applications such as MS Office.

#### 10. HR Head

Primary duties: Developing and implementing HR strategies in line with the company's objectives. Leading and managing the HR team. Ensuring compliance with labour laws and regulations. Overseeing the recruitment, on-boarding, and off-boarding processes.

Qualification requirements: Bachelor's degree in HR or a related field. Experience in senior HR management or a similar role. Strong leadership and management skills. Excellent communication and interpersonal skills.

#### 11. Finance Manager

Primary duties: Overseeing financial operations and procedures. Developing and implementing financial strategies in line with the company's objectives. Analysing financial data and preparing reports. Ensuring compliance with financial laws and regulations.

Qualification requirements: Bachelor's degree in finance, accounting, or a related field. Experience in financial management or a similar role. Strong analytical and problem-solving skills. Proficiency in using computer applications such as MS Office.

#### 12. Senior Consultant

Primary duties: Providing expert advice and guidance to clients. Conducting research and analysis to identify solutions to client problems. Developing and implementing strategies and plans. Managing projects and teams.

Qualification requirements: Bachelor's or Master's degree in a relevant field. Experience in consulting or a similar role. Strong analytical and problem-solving skills. Excellent communication and interpersonal skills.

### **Job Roles in the Company for Visually Impaired according to the Researchers**

#### 1. Accountant

Primary Duties: Accountants prepare and evaluate financial documents, ensuring that records of all financial transactions — including taxes, balance sheets, cash flow documents, and income statements — are accurate and conform to federal and international accounting standards.

Job Requirements: Bachelor's degree in accounting or related field. More education or experience may be preferred. Special licenses or certification may be required. Strong analytical, communication, and computer skills. Understanding of mathematics and accounting and financial processes. Ethical behaviour. Attention to detail.

#### 2. Accounts Assistant

Primary Duties: Accounts assistants help facilitate and document their company's financial transactions such as payments, utility bills, invoices, purchase orders, payroll, reimbursements, and other financial processes. They record all these transactions, balance associated accounts, and enter/verify/update information via a customer database or accounting software. They also perform administrative, bookkeeping, and clerical functions in support of the company's Accounting or

Finance department. These professionals analyse financial data, generate and present reports, manage documents, and engage customers.

Job Requirements: Associate's degree in related field with work experience. Proficiency with computers and bookkeeping software, strong typing skills. Exceptional time management and verbal and written communication skills. Familiarity with basic accounting principles. Professional manner and a strong ethical code.

### 3. Auditor

Primary Duties: Auditors verify the accuracy of financial statements and other business documents. These professionals often attest to the veracity of business records and are employed to investigate and identify accounting/ bookkeeping errors, misrepresentations, inadequacies, and fraud. Auditors also help maintain documentary compliance with relevant standards, regulations, or policies.

Job Requirements: Bachelor's degree in a related field, such as accounting, finance, computer science, or business. Additional distinctions or certifications may be preferred or required. In-depth industry knowledge regarding best practices, policies, current regulations, and technology. Exceptional research, planning, problem-solving, critical thinking, and math skills. Excellent presentation, collaboration, and verbal and written communication skills. Proficiency with computers, especially bookkeeping or financial software and MS Office.

### 4. Bookkeeper

Primary Duties: Bookkeeping, auditing, and accounting clerks prepare, examine, validate, and record financial documents such as invoices, utility bills, financial statements, purchase orders, taxation forms, payroll, and sales reports. They work with top management, departmental heads, and other stakeholders to ensure financial decisions are cost-efficient and lead to better profitability for the organization.

Job Requirements: Associate's degree in accounting or business administration. Excellent knowledge of general accounting principles. Knowledge of bookkeeping software. Excellent communication skills, both verbal and written. Attention to detail and accuracy of work. Experience with accounting software such as Xero, Quickbooks, or MYOB. Able to prepare, review and understand a financial statement.

### 5. Budget Analyst

Primary Duties: Budget analysts prepare budget reports aimed at helping organizations monitor spending, rationalize costs, and balance their finances. They review historical budget allocations,

perform cost analyses, and offer insight on how to ensure that the organization achieves a better financial position compared to past review periods.

Job Requirements: Bachelor's degree in finance, accounting, or related field. Experience managing budgets. Highly analytical mind-set. Proficiency in data analysis and statistical forecasting. Excellent mathematical aptitude. Good problem-solving skills. Excellent written and verbal communication. Attention to detail.

## 6. Chief Finance Officer

Primary Duties: Chief financial officers (CFO) play a strategic and top leadership role in the financial management and operations of an organization. They typically lead a company's accounting, revenue, and finance departments, focusing on achieving and projecting excellent financial health for the company. They lead in the formulation of growth strategies, budget plans, and internal policies while also ensuring compliance to relevant industry standards and regulations. CFOs keep operations aligned with the organization's short-term and long-term financial goals.

Job Requirements: Bachelor's degree in a relevant discipline, master's degree, or MBA. Experience in a senior management position. Strong financial and accounting background, including an understanding of profit and loss, balance sheet and cash flow management, and general finance and budgeting. Experience with corporate governance. Proven negotiation skills. Experience with budget management, public accounting, and cash flow. Ability to understand new issues quickly and make wise decisions. Ability to inspire confidence and create trust. Ability to work under pressure, plan personal workload effectively, and delegate.

## 7. Finance Controller

Primary Duties: Financial controllers manage finance-related departments — such as audit, budget, accounting, and finance — of a company. These professionals perform financial audits and produce various reports and documents such as financial statements, revenue forecasts, risk assessments, tax compliance papers, and regulatory requirements for state and federal agencies. Controllers work with other finance leaders in the company to formulate and implement policy guidelines and internal controls.

Job Requirements: Master's degree in accounting or equivalent. Proven experience in finance management. Good communication skills. Strong leadership qualities. Excellent interpersonal skills.

Sound knowledge of accounting fundamentals. Auditing experience. Compliance oriented. Proficiency in accounting software. Analytical skills.

#### 8. Finance Administrator

**Primary Duties:** Finance administrators help plan, perform, and manage a broad range of accounting, financial, and budgetary functions. They verify the completeness and accuracy of financial documents and transactions, create budget plans, rationalize expenditures and investments, and manage cash flow (accounts receivable/accounts payable). Finance administrators regularly generate and present reports to keep management and other corporate leaders updated about the company's financial health and strategies.

**Job Requirements:** Bachelor's degree in accounting, finance, or a similar field. Advanced proficiency in accounting software, such as Zoho Books and FreshBooks. In-depth knowledge of financial controls and accounting standards. Extensive experience in financial reporting. Exceptional attention to detail. Superb organizational and time management abilities. Great collaboration and communication skills.

#### 9. Finance Associate

**Primary Duties:** Finance associates collect, process, analyse, and record financial data to help companies facilitate transactions, formulate smarter business decisions, and improve their financial health. These professional helps ensure accounting and financial processes comply with internal policies and industry standards. They provide assistance during budget planning generate reports and forecasts for strategy formulation and help streamline and optimize finance-related workflows.

**Job Requirements:** Bachelor's degree in finance, accounting, or in a related field. Proficiency in integrated financial management software, such as FreshBooks and NetSuite. Extensive knowledge of accounting standards, fiscal procedures, and applicable tax codes. Exceptional attention to detail. Excellent collaboration and communication skills. Great analytical and problem-solving abilities. Superb organizational and time-management skills.

#### 10. Finance Lawyer

**Primary Duties:** Finance lawyers focus on the legal aspects of finance, banking, taxation, lending, investments, private equity, real estate finance, insurance, and other related fields. These legal practitioners help clients navigate the regulatory climate and other compliance requirements for doing business and conducting financial transactions. Providing counsel on contract development especially for unique situations, finance lawyers also represent their clients during court proceedings.

Job Requirements: Proven comparable law firm experience. Proven background on corporate law (contract law, tax law, accounting, securities law, bankruptcy, intellectual property rights, licensing, zoning laws). Excellent negotiation and communications skills. Administrative and managerial skills. Analytical ability and strong attention to detail. Computer skills. Current licence to practise law. BS degree in Law.

#### 11. Finance Manager

Primary Duties: Finance Managers play a key role in formulating corporate and departmental budgets, developing long-term strategies, making investment decisions, and directing the daily financial operations of their companies. In performing these functions, finance managers always aim to keep their company's financial position as healthy and expansive as possible. Finance managers lead a team of other finance professionals to whom they delegate a wide range of tasks — from making revenue forecasts and tracking expenses to processing, recording, and verifying transactions. Finance managers regularly create and present financial reports to various stakeholders.

Job Requirements: Degree in finance/accounting or related (essential). Thorough understanding of Generally Accepted Accounting Principles (GAAP). Analytical thinker with strong conceptual and problem-solving skills. Meticulous attention to detail with superb organizational skills. Ability to work under pressure and meet tight deadlines. Ability to work independently and as part of a team. Excellent report-writing and communication skills. Solid proficiency in Microsoft Office, SAP, and other financial planning software.

#### 12. Financial Analyst

Primary Duties: Financial analysts evaluate economic, financial, and historical data for the purpose of helping organizations or clients discover and optimize opportunities for profitable investment, risk mitigation, asset growth, or value acquisition. Whether they work for an organization or serve a client, financial analysts focus on reducing risks, building wealth, and achieving sustainable long-term growth.

Job Requirements: Bachelor's degree in business, accounting, finance, economics, or related field. Outstanding presentation, reporting, and communication skills. Proven knowledge of financial forecasting and diagnosis, corporate finance, and information analysis. Proficient in Word, Excel, Outlook, and PowerPoint. Proven leadership abilities. Deep understanding of the financial system and institutions.

#### 13. Insurance Underwriter

**Primary Duties:** Insurance underwriters assess risks related to insurance coverage, making recommendations on whether to ensure an entity and under what terms if the risks are acceptable to the insurance company. These professionals use statistical analysis, financial software, and actuarial methods to determine the best pricing, payment schedule, premiums, and other terms of coverage. In addition, underwriters also actively seek potential revenue opportunities for their employers.

**Job Requirements:** BS in Business Administration, Finance or related field. Hands-on experience with “smart systems”, analytical tools and statistical packages (spreadsheets, SPSS, databases etc.) Sensible judgement and attention to detail. Confident decision-making skills. Excellent knowledge of insurance policies and ability to relate policy provisions to the loss exposures. Proven numeracy and statistical skills. Insurance diploma or certification.

#### 14. Investment Banker

**Primary Duties:** Investment bankers serve as the bridge between entities that need funds and entities that are willing to provide credit or to make capital investments. These professionals help business organizations, governments, and individuals to raise money through different channels such as private lending, public stock offerings, and mergers and acquisitions.

Investment bankers conduct industry research, craft detailed financial plans and assessments, perform valuation analyses, and provide risk-benefit recommendations.

**Job Requirements:** Bachelor’s degree in finance or a similar field. In-depth knowledge of deal structuring, regulations, and closing principals. Excellent analytical and quantitative skills. Ability to work well under pressure. Good written and verbal communication skills.

#### 15. Payroll Administrator

**Primary Duties:** Payroll administrators process the computation, taxation, documentation, and delivery of salaries, commissions, applicable benefits, and other forms of compensation to employees. They ensure that all workers in an organization always receive their compensation accurately and on time. In some companies, these professionals also participate in policy formulation and perform other accounting, reporting, or HR tasks.

**Job Requirements:** Degree in business administration, finance, or accounting preferred. Proficiency in Microsoft Office and payroll software programs. Strong numerical aptitude and attention to detail. Excellent communication skills, both verbal and written. Good time management and organizational skills. Working knowledge of relevant legal regulations. Able to prioritize and multitask effectively.

#### 16. Personal Banker

**Primary Duties:** Personal bankers may perform a range of banking functions but their primary focus is to expand a satisfied customer base by helping individual clients manage their financial risks and benefits. These professionals monitor the activities of select accounts and coordinate with specific clients when money market opportunities or disruptions arise.

**Job Requirements:** Bachelor's degree in finance, business administration, or a related field. Working knowledge of personal banking practices, rules, and regulations. Detailed understanding of banking services and products. Proficient in Microsoft Office Suite (Word, Excel, Outlook, and Access), banking databases, and relevant software programs. Multi-tasking and time-management skills, with the ability to prioritize tasks. Excellent communication, sales, and negotiation skills.

#### 17. Personal Relationship Manager

**Primary Duties:** As their role designation implies, personal relationship managers build and nurture long-term and value-laden relationships with select bank clients through hyper-customization and personalization of the products and services these clients use. For this purpose, relationship managers monitor and evaluate clients' accounts and recommend new services, products, or techniques that will help clients improve their returns or minimize risks. When not servicing existing customers, relationship managers market bank products to potential clients by evaluating their funding or investment goals and linking these with the right banking solutions.

**Job Requirements:** Degree in management, marketing, communication, or a similar field. Experience as a relationship manager, in customer service, or a similar role. Ability to build and maintain strong client and business relationships. Proficiency in Microsoft Office and Customer Relationship Management (CRM) software. Excellent communication and interpersonal skills. Good conflict resolution and problem-solving skills. Leadership and team management skills. Customer-oriented.

#### 18. Procurement Manager

**Primary Duties:** Procurement managers lead a team of professionals tasked to find and maintain good relationships with the best sources and vendors for their company's supply, administrative, production, and operational requirements. Procurement managers correspond with vendors and negotiate the best possible purchase, delivery, and support terms. They facilitate and document purchase orders or service agreements, and play a key role in forming and implementing procurement policies.

**Job Requirements:** Bachelor's degree in supply chain management, logistics, or business administration. Proven experience managing supply chain operations. Experience using supply chain

management software and tools, including Oracle, SAP Ariba, and/or Envision. In-depth knowledge of preparing and reviewing contracts, invoicing, and negotiation terms. Proficient in Microsoft Office Suite (Word, Excel, Outlook, and Access). Management and leadership skills. Multi-tasking and time-management skills, with the ability to prioritize tasks. Highly organized and detail-oriented. Excellent analytical and problem-solving skills.

#### 19. Financial Services Sales Agents

**Primary Duties:** Stockbrokers serve as the bridge between buyers and sellers of stocks and other securities in financial markets. On behalf of the financial companies that employ them, these professionals advise individuals and institutions about investment opportunities and risks, facilitate trade in securities, and manage portfolios. To maintain a healthy and loyal client portfolio, stockbrokers provide hyper-personalized consulting services and assist clients in managing risks and in formulating effective strategies for value generation.

**Job Requirements:** Bachelor's degree in finance, economics, accounting, or related field. Sound knowledge of financial legislation. Proficiency in all Microsoft Office applications. Strong mathematical skills. Excellent analytical, organizational, and problem-solving skills. Effective communication skills. Exceptional customer service skills.

#### 20. Tax Examiner

**Primary Duties:** Tax examiners review documents, provide advice, and conduct audits for purposes of taxation. These professionals identify whether individuals or companies owe taxes to the government, compute how much is owed if there are, and collect the appropriate amount. They also advise taxpayers when overpayments have been made and when the appropriate refunds are available.

**Job Requirements:** BSC/BA in Accounting and Finance, Business, and other related fields. Excellent attention to detail. Must have strong analytical abilities in order to identify ambiguous tax return entries and assess their legality without conducting an in-depth investigation. Must have strong mathematical skills in order to maintain running totals of numbers and sums and be detail-oriented in order to accurately enter personal information obtained on tax returns into databases. People skills are also a must. Must be reliable and self-motivated. Must possess time management skills and the capacity for multitasking.

#### 21. Treasury Analyst

**Primary Duties:** Treasury analysts focus on optimizing financial assets, transactions, and decisions for their employers. They evaluate fees, expenses, and charges to recommend effective ways by which their organizations can reduce costs. These professionals monitor and manage their employer's

transactions, accounts, and investments with financial institutions to balance risks and benefits. They analyse income streams, cash flow, and return on investments to determine the best strategy for optimizing value.

**Job Requirements:** Bachelor's degree in accounting, finance, economics, or a similar field. Experience with financial management systems, such as Hyperion, GTreasury, and QuickBooks. Good computer skills with programs such as MS Excel, Access, and Power BI. Exceptional analytical and problem-solving skills. Strong financial and mathematic abilities. Excellent verbal and written communication skills. Strong time management and organizational abilities.

### **Jobs for people with Low Vision**

While, most of the jobs in the finance consulting industry can be performed by the visually impaired, there are a few jobs which need visual assistance. To perform such job roles, visually impaired may need assistance. These jobs are more suited for people with low vision.

#### 1. Cost Estimator

**Primary Duties:** Cost estimators research, gather and analyse diverse datasets to calculate the total cost of production inputs (time, labour, tools, machinery/equipment, third-party services, materials, etc.) needed to construct a building, provide a service, or manufacture an item. Cost estimators typically specialize in a specific service, product, or industry.

In addition to estimating costs, these professionals provide insight into the feasibility, schedule, profitability, and other aspects of a process or project. Cost estimators create and present comprehensive reports to relevant stakeholders.

**Job Requirements:** Bachelor's degree in engineering, construction management, or a similar field. Proven work experience as a cost estimator. Advanced knowledge of construction and engineering processes. High-level mathematical skills. Ability to read and interpret blueprints. Good verbal and written communication skills. Advanced analytical skills. Proficient with computer estimation software. Good project management skills. Ability to travel.

#### **Analysis of Job Roles**

The representative of the company who responded to the questionnaire is a visually impaired employee in EY. Consequently, the response to the scope of employment is adequate without any fallacies observed in some of the responses. However, notably, the job roles identified by the researchers exceed the job roles mentioned by the respondent. One of the reasons for this discrepancy can be the fact that the respondent is concerned only with the job roles available in their company. However, the job roles

recognised by the researchers are general job roles available in every company. It is possible that the representative of the company completely overlooked these job roles or estimated that these job roles might not be suitable for the visually impaired. However, the data is inadequate to delve deeper into the analysis.

### **Exposure and Sensitivity towards Visually Impaired**

Since the respondent is a visually impaired, their feedback regarding the exposure and sensitivity in the company towards visually impaired has been invaluable. According to the respondent, the colleagues and senior administration is sensitive towards the visually impaired. They also mentioned that their peers are supportive and helpful. As the company has hired a few visually impaired employees, the office staff has developed adequate sensitivity and sensibility towards the visually impaired.

Citing an example, they informed that since the company rents a building, the infrastructure of the office is not friendly for the visually impaired. However, the office administration has taken measures to improve the facility for the visually impaired employees. The office lacks tactical tiles to guide the visually impaired. To deal with the problem, the company has provided an escort to the visually impaired who takes them to their desk. However, providing an escort does not give freedom to the visually impaired to move. In the absence of tactile tiles, the visually impaired shall remain dependent on the escort to move within the office space. Therefore, it would be safe to suggest that the office is yet to become friendly for visually impaired.

The company requires some changes in the infrastructure. Besides, the company can expand its outreach to offer more job opportunities to visually impaired.

### **Banking Industry**

To develop a deeper understanding of the job opportunities in the banking industry, the researchers contacted ICICI Bank.

ICICI Bank Limited is an Indian multinational bank and financial services company headquartered in Mumbai. It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management.

ICICI Bank Ltd (ICICI Bank) provides personal and corporate banking, investment banking, private banking, venture capital, life and non-life insurance solutions, securities broking, and asset management services to corporate and retail clients, high-net-worth individuals, and SMEs. It offers a wide range of products such as deposits accounts including savings and current accounts, and resident foreign currency accounts; investment products; and consumer and commercial cards. ICICI Bank

offers to lend for home purchase, commercial business requirements, automobiles, personal needs, and agricultural needs. The bank offers services such as foreign exchange, remittance, import and export financing, advisory, trade services, personal finance management, cash management, and wealth management. It has an operational presence in Europe, Middle East, and Africa (EMEA); the Americas, and Asia. ICICI Bank is headquartered in Mumbai, Maharashtra, India.

## **Job Roles**

The following section outlines the job roles in the Banking Industry for visually impaired. In realising the scope of employment for visually impaired in the industry, the researchers have relied on two different methods and sources. As a result, the section is divided into two parts. The first section enumerates the job roles for visually impaired identified by the representative of the company and the second section discusses the job roles for visually impaired recognised by the researchers.

### **Job Roles in the Company for Visually Impaired according to the Company**

#### 1. Single Window Operator

**Primary Duties:** Passing and cash payment of all cheques/ withdrawal forms/ bankers' cheques/ gift cheques, etc. up to and including Rs. 20,000. Receipt of cheques, drafts, dividend warrants, pay orders and other like instruments other than bills and giving acknowledgements in the counterfoil. Delivery of cheque books subject to authorisation by competent authority. Issue of cash receipts.

**Qualification Requirements:** Graduation in any discipline. Basic communication skills.

#### 2. Bank Cashiers

**Primary Duties:** Bank Cashiers are the first point of contact for anyone coming into the bank, so it's a very customer-focused and sales-based role. Cashing cheques. Checking statements. Processing payments. Making money transfers. Updating account details

**Qualification Requirements:** Graduation. Good numeracy and IT skills.

#### 3. Loan clerks

**Primary Duties:** Loan clerks work with banks to assist with borrower paperwork for a bank loan. They prepare appraisal documents and work with clients to review the accuracy of loan application information.

**Qualification Requirements:** Graduation. Basic communication skills.

#### 4. ATM Officer

**Primary Duties:** The ATM and POS Terminal Officer is responsible for checking and reconnecting ATM booth power and connectivity, monitor and maintain ATM and POS, and provide training to

client and internal staff. Digital banking, authorising all financial and nonfinancial transactions done by clerks, loan documentation, loan account opening, HR related work in zonal offices, department, recovery.

Qualification Requirements: Bachelor degree in business, communications, computer science, IT or equivalent work or educational experience. Good knowledge in ATM and POS implementation and management. Good knowledge in credit card, debit card and prepaid card operation. Knowledge of financial/accounting principles, banking operation, e-banking features and components.

#### 5. Branch Manager

Primary Duties: The primary responsibility of a Branch Manager is to oversee the day-to-day operations of a branch office, including customer service, sales, and administrative functions. They are responsible for managing the staff, creating and implementing branch policies and procedures, and ensuring that the branch meets its performance targets.

Qualification Requirements: A Bachelor's degree in business, finance, or a related field is usually required for this position, along with several years of experience in banking or financial services. Strong leadership, communication, and customer service skills are also essential.

#### 6. Branch Head

Primary Duties: A Branch Head is responsible for managing the overall operations of a bank branch. They oversee customer service, sales, and administrative functions, and are responsible for achieving the branch's financial goals.

Qualification Requirements: A Bachelor's degree in business, finance, or a related field is typically required, along with several years of experience in banking or financial services. Strong leadership, communication, and customer service skills are also essential.

#### 7. Senior Manager

Primary Duties: A Senior Manager is responsible for overseeing the day-to-day operations of a specific department or function within a company. They are responsible for setting goals, developing and implementing policies and procedures, and managing staff.

Qualification Requirements: A Bachelor's degree in a related field is typically required, along with several years of experience in a managerial role. Strong leadership, communication, and organizational skills are also essential.

#### 8. Chief Manager

**Primary Duties:** A Chief Manager is responsible for overseeing the operations of multiple departments within a company. They are responsible for developing and implementing strategies to achieve the company's goals, managing staff, and ensuring that the company is complying with all relevant regulations.

**Qualification Requirements:** A Bachelor's degree in business, finance, or a related field is typically required, along with several years of experience in a senior management role. Strong leadership, communication, and strategic planning skills are also essential.

#### 9. Department Head

**Primary Duties:** A Department Head is responsible for overseeing a specific department within a company. They are responsible for setting goals, developing and implementing policies and procedures, and managing staff.

**Qualification Requirements:** A Bachelor's degree in a related field is typically required, along with several years of experience in a managerial role. Strong leadership, communication, and organizational skills are also essential.

#### 10. Faculty Trainer Bank

**Primary Duties:** A Faculty Trainer Bank is responsible for training employees in a bank on various topics related to banking, such as customer service, financial products, and compliance regulations.

**Qualification Requirements:** A Bachelor's degree in a related field is typically required, along with several years of experience in banking or financial services. Strong communication and teaching skills are also essential.

#### 11. Assistant General Manager

**Primary Duties:** An Assistant General Manager is responsible for assisting the General Manager in overseeing the day-to-day operations of a company. They may be responsible for specific departments or functions within the company.

**Qualification Requirements:** A Bachelor's degree in business, finance, or a related field is typically required, along with several years of experience in a managerial role. Strong leadership, communication, and organizational skills are also essential.

#### 12. Deputy Zonal Head

**Primary Duties:** A Deputy Zonal Head is responsible for assisting the Zonal Head in overseeing the operations of a specific zone or region within a company. They may be responsible for specific departments or functions within the zone.

**Qualification Requirements:** A Bachelor's degree in business, finance, or a related field is typically required, along with several years of experience in a managerial role. Strong leadership, communication, and organizational skills are also essential.

### 13. Deputy General Manager

**Primary Duties:** A Deputy General Manager is responsible for assisting the General Manager in overseeing the day-to-day operations of a company. They may be responsible for specific departments or functions within the company. They are responsible for developing and implementing strategies to achieve the company's goals, managing staff, and ensuring that the company is complying with all relevant regulations.

**Qualification Requirements:** A Bachelor's degree in business, finance, or a related field is typically required, along with several years of experience in a senior management role. Strong leadership, communication, and strategic planning skills are also essential.

### 14. Zonal Head

**Primary Duties:** A Zonal Head is responsible for overseeing the operations of a specific zone or region within a company. They are responsible for developing and implementing strategies to achieve the company's goals, managing staff, and ensuring that the company is complying with all relevant regulations.

**Qualification Requirements:** A Bachelor's degree in business, finance, or a related field is typically required, along with several years of experience in a senior management role. Strong leadership, communication, and strategic planning skills are also essential. Additionally, experience in the specific industry or field is preferred.

## **Job Roles in the Company for Visually Impaired according to the Researchers**

### 1. Bank Teller

**Primary Duties:** Accepting deposits, processing withdrawals, handling customer inquiries, and promoting banking products and services.

**Qualification Requirements:** A Bachelor's degree in any field, with good communication and interpersonal skills.

### 2. Customer Service Representative

**Primary Duties:** Handling customer inquiries, resolving complaints, promoting banking products and services, and maintaining customer records.

Qualification Requirements: A Bachelor's degree in any field, with good communication and interpersonal skills.

### 3. Credit Analyst

Primary Duties: Evaluating loan applications, assessing creditworthiness of borrowers, making loan recommendations, and monitoring credit risk.

Qualification Requirements: A Bachelor's degree in finance, accounting, or a related field, with strong analytical skills and knowledge of credit risk management.

### 4. Financial Analyst

Primary Duties: Conducting financial analysis, evaluating investment opportunities, making investment recommendations, and preparing financial reports.

Qualification Requirements: A Bachelor's degree in finance, accounting, economics, or a related field, with strong analytical skills and knowledge of financial markets.

### 5. Investment Banker

Primary Duties: Advising clients on raising capital, structuring mergers and acquisitions, managing public offerings, and providing other investment banking services.

Qualification Requirements: A Bachelor's degree in finance, business administration, or a related field, with several years of experience in investment banking or financial services.

### 6. Loan Officer

Primary Duties: Evaluating loan applications, assessing creditworthiness of borrowers, making loan recommendations, and managing loan portfolios.

Qualification Requirements: A Bachelor's degree in finance, accounting, or a related field, with knowledge of credit risk management and lending practices.

### 7. Mortgage Broker

Primary Duties: Evaluating mortgage applications, finding suitable mortgage products, arranging mortgage financing, and ensuring compliance with regulations.

Qualification Requirements: A Bachelor's degree in finance, accounting, or a related field, with knowledge of mortgage lending practices and regulations.

### 8. Personal Banker

Primary Duties: Managing customer accounts, providing financial advice, selling banking products and services, and promoting customer satisfaction.

Qualification Requirements: A Bachelor's degree in any field, with good communication and interpersonal skills.

#### 9. Relationship Manager

Primary Duties: Building and maintaining relationships with customers, promoting banking products and services, and ensuring customer satisfaction.

Qualification Requirements: A Bachelor's degree in business administration or a related field, with several years of experience in banking or financial services.

Here is a comprehensive list of job roles in the banking industry in India, along with their primary duties and qualification requirements:

#### 10. Risk Manager

Primary Duties: Identifying and managing risks that may impact the bank's operations, such as credit risk, operational risk, or market risk.

Qualification Requirements: A Bachelor's degree in finance, accounting, economics, or a related field, with knowledge of risk management practices and regulations.

#### 11. Operations Manager

Primary Duties: Managing the day-to-day operations of a bank, including supervising staff, overseeing transactions, and ensuring compliance with regulations.

Qualification Requirements: A Bachelor's degree in business administration or a related field, with several years of experience in banking operations or financial services.

#### 12. Compliance Officer

Primary Duties: Ensuring that the bank is complying with relevant laws, regulations, and internal policies.

Qualification Requirements: A Bachelor's degree in business administration, law, or a related field, with knowledge of banking regulations and compliance practices.

#### 13. Product Manager

Primary Duties: Developing and managing banking products and services, conducting market research.

Qualification Requirements: A strong background in finance, marketing and accounting. Proficiency in accounting and other computer programs. An in-depth understanding about the product's features, pricing, benefits, positioning, design and promotions.

#### 14. Business Analyst

**Primary Duties:** Banking business analysts review various types of banking transactions on a daily basis. They examine cash flow and financial statements, generate summary reports, monitor rate changes, develop financial models, and complete forecasting reports for financial projects.

**Qualification Requirements:** A bachelor's degree in business or business administration with an emphasis on finance or accounting. Should be familiar with specific accounting and other financial software. Financial management skills. Communication skills and Attention to detail.

#### 15. Treasury Manager

**Primary Duties:** Treasury Managers are responsible for overseeing the cash flow, revenue and overall finances of an organization. They evaluate fiscal choices, monitor expenses, advice colleagues and are usually expected to frequently travel in order to meet with financial contacts.

**Qualification Requirements:** A degree in Finance, Law, Economics or a similar area. Experience in treasury accounting including FX, liquidity, cash flow and various financial instruments. Strong analytical skills and high attention to detail.

#### 16. Fraud Analyst

**Primary Duties:** Fraud analysts examine data and fraudulent activity to brainstorm new techniques to help prevent future fraudulent activity from happening. Notably, fraud analysts are often called upon to assist with more traditional incidents and cases, including false identifications or fake claims.

**Qualification Requirements:** Bachelor's or Graduate's Degree in business, business administration, computer science or engineering or equivalent experience. Experience with AML, SQL, and R Language. Demonstrated sound judgment and threat detection capabilities. Six Sigma Green Belt or Six Sigma training. Demonstrated problem solving and decision-making skills.

#### 17. Collection Managers

**Primary Duties:** Oversee the financial collection department of a company and are responsible for the correct invoicing of clients and the timely receiving of payment. They also observe and review the interactions of staff members with clients to ensure that collections are done according to company policies and regulations.

**Qualification Requirements:** Bachelor's degree in finance, accounting, or a related field. Experience with accounting software such as QuickBooks and General Ledger and advanced knowledge of MS Excel. Excellent analytical skills and an eye for detail.

## 18. Wealth Manager

**Primary Duties:** Assessing the value, importance, or quality of investments and debt instruments. Convincing others to buy Wealth Planning Advise, Wealth Plans, Investment Solutions, Risk Management Solutions. Monitoring and controlling resources, expenditures, investments and overseeing the achievement of Financial Goals.

**Qualification Requirements:** Degree in finance, economics, management, or related field. Must be analytical. Able to understand complex information. Strong mathematical skills.

## 19. Credit Manager

**Primary Duties:** Researching and evaluating clients' creditworthiness. Creating credit scoring models to predict risks. Approving or rejecting loan requests, based on credibility and potential revenues and losses.

**Qualification Requirements:** BSc in Accounting, Economics, Banking and Finance or relevant field. Hands-on experience with accounting software. Solid understanding of lending procedures. Excellent analytical skills, with the ability to create and process financial spreadsheets.

### **Analysis of Job Roles**

Clearly, there is a significant difference between the job roles suitable for visually impaired identified by the representative of the company and the researchers. The representative of the company appears well informed regarding the abilities of the visually impaired. However, they did not include job roles such as Accountant, Bookkeeper, etc. which are backbone of the banking industry. Since the representative have not mentioned these job roles, it is unfeasible to explain whether these job roles escaped their attention or they believe that those job roles are beyond the ability of the visually impaired.

### **Exposure and Sensitivity towards Visually Impaired**

During the interaction, the representative candidly admitted that they are unaware of Rights of Disability Act, 2016. Besides, they also mentioned that their company does not have an Equal Opportunity Policy. The representative also mentioned that they have never come across any visually impaired employee in the company. Furthermore, the representative lacked any knowledge pertaining to the ability of the visually impaired. The cluelessness of the representative regarding the visually impaired employees reflects towards the poor exposure of the employees to visually impaired.

Informing about the accessibility of the office building for visually impaired, the representative offered an ambiguous answer—"to an extent". The want of lucidity in the response of the representative hints

towards the possibility that the representative is unaware of the infrastructure requirements to make a building friendly for visually impaired. Nevertheless, the representative mentioned that the peers and the office management would be friendly and accepting towards the visually impaired employee. The company management would be willing to spend extra money on creating accessibility provisions such as providing computer and screen reading software for such employees. Therefore, the management and employees seem positive and ready for visually impaired but there is a need to improve the infrastructure facilities to accommodate the visually impaired employees.

Notably, the representative mentioned, “NGOs should collaborate to make the institution aware about the ability and employability of visually impaired.” The statement of the representative sums up the exposure, readiness, and sensitivity towards visually impaired. Without proper training, workshops, and seminars, it will be inconceivable to inculcate sensitivity amongst the employees of the company. Additionally, the company needs to conduct outreach programmes to hire more visually impaired employees.

### **Insurance Industry**

The representative of New India Insurance Pvt. Ltd. helped the researchers to understand the scope of employment for visually impaired in the industry.

New India Assurance Company Limited is a public sector general insurance company in India. The company was established in 1919 and is headquartered in Mumbai. It is one of the largest non-life insurance companies in India in terms of net worth, domestic gross direct premium, and overall market share.

New India Assurance offers a wide range of insurance products, including motor insurance, health insurance, fire insurance, marine insurance, engineering insurance, and more. The company also offers customized insurance solutions for various industries and sectors such as aviation, energy, power, and more.

As of 2021, New India Assurance has a network of over 2,700 offices, including 611 micro-offices, and employs over 17,000 people. The company has a strong presence in over 28 countries through its overseas branches, agencies, and associate companies.

New India Assurance has received several awards and recognitions for its outstanding performance in the insurance industry. The company was awarded the Best General Insurance Company award at the Business Today-Money Today Financial Awards 2020. It has also been recognized as the Best Employer Brand at the Employer Branding Awards 2020.

The company's vision is to be the most trusted and preferred non-life insurance provider in India and globally. Its mission is to provide innovative insurance solutions that cater to the evolving needs of customers while ensuring sustainable growth and profitability.

## **Job Roles**

In this section, the employment opportunities for visually impaired individuals in the Banking Industry are outlined. To identify these opportunities, researchers have used two distinct methods and sources, resulting in a division of this section into two parts. The initial part provides a list of job roles for visually impaired individuals based on input from company representatives, while the latter part focuses on job roles identified by the researchers themselves.

### **Job Roles in the Company for Visually Impaired according to the Company**

#### 1. Chairman-cum-managing Director

Primary Duties: Head of board of directors of the company. Management decision maker, and answerable to central finance ministry.

Qualification Requirements: Bachelor's or Master's degree in Business Management, Finance, or a related field. Extensive experience in executive leadership roles is required.

#### 2. General Manager

Primary Duties: In-charge of more than one region. Member in the board of directors of the company, participate and implement management decisions.

Qualification Requirements: Bachelor's or Master's degree in Business Management, Finance, or a related field. Relevant experience in a senior management role is required.

#### 3. Deputy General Manager

Primary Duties: In-charge of a region posted in regional office and head office implementing the schemes of the company

Qualification Requirements: Bachelor's or Master's degree in Business Management, Finance, or a related field. Relevant experience in a middle management role is required.

#### 4. Regional Manager/Chief Manager

Primary Duties: In-charge of Various Line of Business of Insurance and claims settlement posted in regional office or head office.

Qualification Requirements: Bachelor's or Master's degree in Business Management, Finance, or a related field. Relevant experience in a senior management role, preferably in a specific region or function, is required.

#### 5. Overseeing Manager

Primary Duties: In-charge of one Line of Business such as Fire Insurance Health Insurance and claim settlement

Qualification Requirements: Bachelor's or Master's degree in Business Management, Finance, or a related field. Relevant experience in a management role, preferably with experience overseeing multiple departments or teams, is required.

#### 6. Deputy Manager

Primary Duties: In-charge of more than one department or office. Assisting the manager in overseeing and coordinating the activities of a department or team, managing projects, and ensuring that goals and objectives are met.

Qualification Requirements: Bachelor's or Master's degree in a related field, along with relevant experience in a management or leadership role.

#### 7. Assistant Manager

Primary Duties: In-charge of a department or branch. Supporting the manager in coordinating and overseeing departmental activities, managing staff, and ensuring that goals and objectives are met.

Qualification Requirements: Bachelor's or Master's degree in a related field, along with relevant experience in a management or leadership role.

#### 8. Admin Officer

Primary Duties: Discharging Admin work such as Accounts Statistics and various other tasks. Coordinating and overseeing administrative activities, such as managing records, organizing schedules, handling correspondence, and ensuring compliance with regulations.

Qualification Requirements: Bachelor's or Master's degree in business administration, management, or a related field, along with relevant experience in administrative support roles.

#### 9. Senior Assistant

Primary Duties: Supervisory staff. Providing administrative support to senior staff or executives, such as managing schedules, handling correspondence, and organizing meetings.

Qualification Requirements: High school diploma or equivalent, along with relevant experience in administrative support roles.

#### 10. Assistant

Primary Duties: Clerical staff. Providing general administrative support to staff or departments, such as managing records, organizing schedules, and handling correspondence.

Qualification Requirements: High school diploma or equivalent, along with relevant experience in administrative support roles.

#### 11. Sub-Staff

Primary Duties: All transition work. Providing support in a variety of tasks, such as handling correspondence, managing records, and assisting with basic office tasks.

Qualification Requirements: High school diploma or equivalent, along with relevant experience in support roles.

### **Job Roles in the Company for Visually Impaired according to the Researchers**

#### 1. Actuary

Primary duties: Actuaries analyse the financial cost of risks for different companies. They use mathematics, statistics and financial theory to determine the risk of potential events. Actuaries develop risk prevention policies to help minimize the cost of those risks. Their responsibilities may include offering comprehensive assessments to assist with a company's financial decisions, such as choosing insurance policies, developing products and making investing choices.

Qualification Requirements: A Bachelor's degree in mathematics, statistics, or a related field is required, along with several professional certification exams in actuarial science. Strong analytical and problem-solving skills, as well as excellent communication skills, are also essential.

#### 2. Actuarial Analyst

Primary duties: Actuarial analysts use advanced statistics and modelling to understand data and assist actuaries. They produce reports on findings and identify liabilities and risks. They also identify trends and methods for designing and pricing insurance policies while verifying data sources and identifying new sources of data.

Qualification Requirements: A Bachelor's degree in mathematics, statistics, or a related field is required, along with several professional certification exams in actuarial science. Strong analytical and problem-solving skills are also essential.

#### 3. Actuarial Associate

Primary duties: This job is a senior level actuarial analyst position that initiates and leads the development of actuarial studies and analyses, making appropriate recommendations to actuarial management. Gives direction to less experienced staff and works to develop efficient processes and applies actuarial techniques and statistical analysis to several functions, including insurance premium and pricing development, claim trend analysis, experience studies, medical economics, profitability analysis, wellness studies, predictive modelling, or claim reserving.

Qualification Requirements: A Bachelor's degree in mathematics, statistics, or a related field is required, along with several professional certification exams in actuarial science. Strong analytical and problem-solving skills, as well as excellent communication skills, are also essential.

#### 4. Actuarial Manager

Primary duties: The Actuarial Manager reviews the pricing of insurance products, handles financial reporting, and analyses statistical data for the company. They prepare presentations and reports to explain their findings to the management. They conduct pricing reviews for new and existing insurance products.

Qualification Requirements: A Bachelor's degree in mathematics, statistics, or a related field is required, along with several professional certification exams in actuarial science. Strong analytical and problem-solving skills, as well as excellent leadership and communication skills, are also essential.

#### 5. Benefits Adviser

Primary duties: Benefits advisors administer benefits programs including retirement savings or life insurance at companies and organizations. They assist benefit plan participants in managing accounts and benefits eligibility.

Qualification Requirements: A Bachelor's degree in human resources, business administration, or a related field is required, along with several years of experience in employee benefits administration or consulting. Strong communication, analytical, and problem-solving skills are also essential.

#### 6. Claims Examiner

Primary duties: Claims examiners look at insurance claims to verify that claimants have followed the process correctly. They also make sure the claim adjuster has followed the investigation and reporting process for claims. Claims examiners ensure legal compliance, provide assistance to claim adjusters and deny or approve insurance claims. They work in a mid-level role that requires compliance with regulatory standards, decision-making skills and the responsibility of overseeing colleagues' work.

Qualification Requirements: A high school diploma or equivalent is required, along with several years of experience in claims processing. Strong analytical and communication skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 7. Claims Adjuster

Primary duties: A claims adjuster investigates all insurance claims to discover the extent of liability for an insurance company. They inspect the property, interview claimants and witnesses and determine the amount of money that claimants should receive. Claims adjusters often handle the first step in the claims process, submitting as much information as possible about their appraisals to the claims' examiner, who reviews the claims adjuster's work and continues the process.

Qualification Requirements: A Bachelor's degree in a related field is preferred, along with several years of experience in claims analysis. Strong analytical and communication skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 8. Claims Analyst

Primary duties: Claims analysts process insurance claims and monitor records involving these claims. They compile and analyse claims-associated data and perform related duties including tracking trends, noting patterns, and watching to detect any irregularities.

Qualification Requirements: A Bachelor's degree in a related field is preferred, along with several years of experience in claims analysis. Strong analytical and communication skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 9. Claims Manager

Primary duties: A claims manager handles an insurance claim from start to finish. As a claims manager, you will assess whether a claim is valid or fraudulent, as well as arranging any follow up action that is needed.

Qualification Requirements: A Bachelor's degree in a related field is preferred, along with several years of experience in claims management. Strong leadership, analytical, and communication skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 10. Claims Representative

Primary duties: Claims representatives work for insurance companies to settle claims through the evaluation of facts of a customer's situation surrounding their claim. They are responsible for determining whether the loss is covered and what compensation should be.

Qualification Requirements: A high school diploma or equivalent is required, along with several years of experience in claims processing or customer service. Strong communication and problem-solving skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 11. Claims Specialist

Primary duties: An insurance claim specialist's job is to facilitate the processing of claims. They must make sure that all regulations are followed and must be very detail-oriented.

Qualification Requirements: A Bachelor's degree in a related field is preferred, along with several years of experience in claims processing. Strong analytical and communication skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 12. Claims Clerk

Primary duties: Insurance claims clerks handle all of the paperwork related to insurance policies. They might process new policies, modify existing policies, and handle paperwork related to claim settlements. They are also known as policy processing clerks.

Qualification Requirements: A high school diploma or equivalent is required, along with several years of experience in claims processing or data entry. Strong organizational and communication skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 13. Claims Processor

Primary duties: Claims processors, work in the insurance industry and are responsible for handling insurance claims. They review claim submissions, obtain and verify information, correspond with insurance agents and beneficiaries, and process claim payments.

Qualification Requirements: A high school diploma or equivalent is required, along with several years of experience in claims processing or data entry. Strong organizational and communication skills, as well as knowledge of relevant laws and regulations, are also essential.

#### 14. Customer Service Representative

Primary duties: Customer service representatives help customers with various questions and concerns about their policies. They may also take details from customers after their insured properties are damaged, and communicate with them on the phone, online, or in person.

Qualification Requirements: A high school diploma or equivalent is required, along with excellent communication and interpersonal skills. Previous customer service experience is preferred.

#### 15. Financial Analyst

Primary duties: Financial analysts offer financial planning assistance to companies and corporations. They use financial analysis models to forecast revenues and expenditures to create cost structures and determine budgets for projects. Financial analysts are responsible for analysing how market conditions and business performance may affect a company to help the management make strategic financial decisions.

Qualification Requirements: A Bachelor's degree in finance, economics, or a related field is required, along with strong analytical and problem-solving skills. Advanced degrees or professional certifications may be preferred for certain positions.

#### 16. Insurance Verification Specialist

Primary duties: The insurance verification specialist performs clerical functions for patient billing, including verification of insurance information and resolution of problems to ensure a clean billing process. Follows up on accounts that require further evaluation. Works with others in a team environment.

Qualification Requirements: A high school diploma or equivalent is required, along with experience in medical billing, insurance verification, or related fields. Strong organizational and communication skills are also essential.

#### 17. Insurance Coordinator

Primary duties: Insurance coordinators are the liaisons between insurance companies and their clients. They help individuals, businesses, and organizations understand and navigate the complex world of insurance policies. Insurance coordinators may work directly with clients to explain coverage options

or answer questions about existing policies. They may also spend time researching new products or services that could be beneficial to clients.

**Qualification Requirements:** A high school diploma or equivalent is required, along with experience in medical billing, insurance coordination, or related fields. Strong organizational and communication skills are also essential.

#### 18. Insurance Producer

**Primary duties:** The job of the producer in an insurance agency is to sell or produce the business that enables the agency to prosper and grow. The producer often responds to requests from clients who need insurance, as opposed to the stereotypical salesman who goes door-to-door to market their products.

**Qualification Requirements:** A high school diploma or equivalent is required, along with a state-issued insurance producer license. Sales and customer service experience are also essential.

#### 19. Insurance Underwriter

**Primary duties:** Insurance underwriters evaluate and analyse the risk of insuring people and assets. They recommend the appropriate premiums for insurance companies to take on a specific level of risk. Insurance underwriters typically rely on software to analyse individuals' and companies' risk profiles to calculate costs and make recommendations.

**Qualification Requirements:** A Bachelor's degree in business, finance, or a related field is preferred, along with strong analytical and decision-making skills. Relevant experience or industry-specific certifications may also be required.

#### 20. Insurance Appraiser

**Primary duties:** Insurance appraisers estimate the value of insured items and evaluate insurance claims. They decide whether an insurance company pays a claim and determine how much the company should pay. Insurance appraisers may also conduct field investigations, inspecting damaged automobiles and buildings. They're also responsible for directing any fraudulent claims to investigators if they suspect someone is committing insurance fraud.

**Qualification Requirements:** Qualifications vary by industry and position. Generally, a high school diploma or equivalent is required, and some positions may require additional education or certification. Strong analytical and communication skills are essential.

#### 21. Insurance Investigator

**Primary duties:** Insurance investigators assess insurance claims to identify any criminal activity or insurance fraud. They review paperwork and insurance claims, interview witnesses, review surveillance footage and operate as detectives to ensure policyholders aren't committing fraud.

Insurance investigators gather information from law enforcement, witnesses, claimants and insurance adjusters to evaluate the case and determine if the insurance claims are valid.

**Qualification Requirements:** A high school diploma or equivalent is required, along with relevant experience in law enforcement, insurance claims, or related fields. Strong analytical and communication skills are also essential. Some positions may require specialized training or certification.

## 22. Insurance Sales Agent

**Primary duties:** Insurance sales agents, also known as insurance sales representatives, design and implement marketing strategies to help insurance companies sell new contracts or adjust existing ones. They contact new clients and appraise businesses' or individuals' needs to offer them a suitable insurance plan. Insurance sales agents provide customer service to clients who are changing insurance policies and help them develop long-term plans.

**Qualification Requirements:** A high school diploma or equivalent is required, along with a state-issued insurance sales license. Strong sales and customer service skills, as well as knowledge of insurance products and industry regulations, are also essential.

## 23. Insurance Broker

**Primary duties:** Insurance brokers operate in a risk management capacity, advising clients about potential risks and insurance policies that can minimize those risks. Insurance brokers work with both individuals and businesses, and they have the option to specialize in one specific area of insurance. They help inform their clients about coverage options and make recommendations based on the individual's or business's needs.

**Qualification Requirements:** A Bachelor's degree in business, finance, or a related field is preferred, along with a state-issued insurance broker license. Strong sales and customer service skills, as well as knowledge of insurance products and industry regulations, are also essential.

## 24. Loss Control Consultant

**Primary duties:** Loss control consultants evaluate a business's safety and loss risks. They implement strategies for the company to prevent safety issues, inventory loss and theft. Loss control consultants may conduct risk assessments, evaluate workers' compensation claims and verify insurance claims before the processing stage. They also work closely with insurance companies to develop new ways to offer cost-effective coverage.

**Qualification Requirements:** A Bachelor's degree in engineering, safety, or a related field is preferred, along with relevant experience in loss control or risk management. Professional certifications may also be required.

## 25. Risk Manager

Primary duties: Risk managers supervise an organization's risks and develop plans to minimize the impact of losses. In the insurance industry, risk managers identify the causes of accidents or losses, recommend precautionary measures and implement plans to minimize the cost and damage in case of loss. Risk managers use market models to understand operational risks, recommend loss control policies and provide analytical support to prevent future losses.

Qualification Requirements: A Bachelor's degree in business, finance, risk management, or a related field is preferred, along with relevant experience in risk management or insurance. Professional certifications, such as Certified Risk Manager (CRM) or Associate in Risk Management (ARM), may also be required. Strong analytical and communication skills are essential.

### **Analysis of Job Roles**

An insurance company has numerous job roles which have been overlooked by the representative of the company. It is unclear why the representative did not mention job roles such as Actuary, Customer Service Representative, Insurance Verification Specialist etc. These are important job roles in the Insurance Industry. The researchers believe that most of the job roles in the industry are suitable for the visually impaired except Insurance Field Inspector.

Primary duties: Insurance field inspectors perform inspections to estimate the value of a property. They can work for insurance companies, mortgage lenders or banks to verify a property's condition. Insurance field inspectors often visit different properties, document the property's condition and make assessments of potential problems that might cause issues for the insurance company.

The job role requires a thorough investigation which requires a sharp eye assistance. Therefore, the job role is not suited for the visually impaired.

### **Exposure and Sensitivity towards Visually Impaired**

The representative demonstrated adequate knowledge of the Rights of Visually Impaired. They informed that more than 150 visually impaired people are employed in the organization. Besides, the representative themselves have met numerous visually impaired personalities in their lifetime. Commenting on the potential of the visually impaired, the representative stated that with the development of technology, the scope of employment for them has drastically increased. Various tools and apps have eliminated numerous barriers which has expanded their potential and assisted their capabilities.

Reflecting on the readiness of the company for the visually impaired employees, the representative apprised that the organization has an equal opportunity policy. The office management is also supportive towards the visually impaired. They have provided computers to the visually impaired with

free and open-source screen readers. However, the representative forthrightly mentioned that the infrastructure of the building is not accessible for the visually impaired.

The number of employees and the knowledge regarding the visually impaired displayed by the representative clearly depicts that the company has ensured adequate exposure to the employees and has generated significant employment for the visually impaired. Besides, the representative mentioned that both the management and the peers are respectful and friendly towards the visually impaired. The sole area which requires improvement is the accessibility of the building for visually impaired.

### **Stock Market Industry**

To unveil the scope of employment for visually impaired in the Stock Market Industry, the researchers consulted Royal Eastern Financial Services.

Royal Eastern Financial Services is a financial advisory firm based out of Kolkata. They work with the foremost goal of managing investments to protect your wealth and grow it wisely. They guide their clients through the process of thinking through their goals and making decisions that can help avoid costly mistakes

They strive to become the most trusted advisory firm through their transparent processes focused on dealings which are solely in their client primary interests. Ethics before everything is their Moto at work & Integrity for us means being unbiased by distorted incentives and being independent in their recommendations.

While there is a lot of information available on the internet and it is not very difficult to design a financial plan and make investment choices by yourself.

They add value by providing the following:

# Ensuring your financial plan is on track through periodic monitoring and review of your portfolio and financial health.

# Rebalancing your investments with changing needs and as you come closer to achieving your financial goals to protect your wealth

# Generating most tax efficient returns in line with the changes in the tax laws.

# Saving you time and stress in managing your investment and insurance.

# Keeping your emotion such as greed and fear in check during market ups and downs to avoid irrational behaviour.

### **Job Roles**

This section presents job roles within the Finance Consulting Industry, which are categorized into two parts. The first part highlights employment opportunities for visually impaired individuals that have

been deemed suitable by company representatives. The second part focuses on job roles in the industry that have been identified as suitable for visually impaired individuals by researchers.

### **Job Roles in the Company for Visually Impaired according to the Company**

#### 1. Relationship Manager

**Primary Duties:** A Relationship Manager is a professional who aids in developing and maintaining strong customer relationships, both within a company as well as with outside clients. They seek out new business opportunities for their clients while advising them on products or services that best fit their needs. They are involved in building positive relationships with customers, assisting with generating new business and identifying opportunities for greater profits for the company.

**Job Requirements:** Knowledge of customer relationship management (CRM) practices. Experience in sales or customer service is preferred. Problem-solving attitude. Excellent communication skills. Aptitude for fostering positive relationships. Teamwork and leadership skills. Customer-oriented mindset. BSc/BA in Business Administration or similar field.

#### 2. Sales Associate

**Primary Duties:** Sales Associate duties and responsibilities include working closely with customers to determine their needs, answer their questions about your products and recommend the right solutions. They should also be able to promptly resolve customer complaints and ensure maximum client satisfaction. A sales associate should be able to follow and achieve department's sales goals on a monthly, quarterly and yearly basis.

**Job Requirements:** Basic understanding of sales principles and customer service practices. Proficiency in English. Basic Math skills. Working knowledge of customer and market dynamics and requirements. Track record of over-achieving sales quota. Solid communication and interpersonal skills. A friendly and energetic personality with customer service focus.

#### 3. Chief Investment Officer

**Primary Duties:** CIOs develop and communicate investment strategy and policies, contribute to business strategy, manage and develop the investment team, supervise and oversee the investment process, establish processes to ensure investment policies are followed, and make decisions on asset allocation, selection of external managers, and risk management across portfolios.

Job Requirements: A degree in finance or a relevant field from an accredited institution. A minimum of 5-8 years related experience. Strong experience leading, supervising, and motivating a team of investment professionals. Strategic thinker and proficient in decision-making. Ability to communicate effectively and in a professional manner.

### **Job Roles in the Company for Visually Impaired according to the Researchers**

#### 1. Stockbroker

Primary Duties: Stockbrokers handle transactions for both institutional and retail customers. The primary job of a stockbroker is to obtain buy and sell orders and execute them. Many market participants depend on stockbrokers' knowledge and expertise regarding the dynamics of the market to invest in securities.

Job Requirements: Bachelor's degree in finance, accounting, business or related field. Must be registered with the Securities and Exchange Board of India (SEBI). Should have sound knowledge of how financial markets operate. Proficient in IT and mathematics. The ability to evaluate complex information. Strong analytical skills. Excellent negotiation skills. The ability to work under pressure. The ability to work long hours due to differing time zones.

#### 2. Investment Advisor

Primary Duties: Understand client risk and return profile, identify investment opportunities, provide suitable solutions and ensure periodic investment portfolio review. Liaise with central research / advisory / product teams / business divisions for identifying opportunities to cater to clients' requirements.

Job Requirements: The candidate investment advisor must have the highest interpersonal skills, with an entrepreneurial attitude towards expanding the client base. The individual must also have sound judgment in adopting the investment positions agreed to by clients. The ideal candidate should have prior experience as a stockbroker or financial planner, with a certified financial planner certification. The minimum education requirement is a Bachelor's degree, preferably in accounting or finance.

#### 3. Insurance Distributor

Primary Duties: They are responsible for developing marketing strategies and promote all types of new insurance contracts or suggest additions/changes to existing ones. They also have to breed productive relationships to create a pool of prospective clients from various sources by networking, cold calling, using referrals etc. Evaluating business or individual customers' needs and financial status and proposing protection plans that meet their criteria is also part of their job. They have to monitor insurance claims to ensure mutual satisfaction and achieve customer acquisition and revenue growth

objectives. They have to constantly update job knowledge and learn about new products and services unlike Investment advisors, they can sell insurance plans to the customer.

**Job Requirements:** Proven working experience as an Insurance Agent or relevant experience. Familiarity with all types of insurance plans (automobile, fire, life, property, medical etc). Basic computer knowledge and statistical analysis. Proven ability to work with goals. Demonstrated ability to communicate, present, influence and sell effectively. Experience in delivering client-focused solutions and in creating long-lasting relationships. High school or BS degree

#### 4. Mutual Fund Distributor/Advisor

**Primary Duties:** Based on the clients' needs, the fund advisor will evaluate current market conditions and come up with an ideal mutual fund investment portfolio for the client. They keep track of the latest financial news and trends. They advise their client on how to diversify their portfolio to minimise risk.

**Job Requirements:** A mutual fund investment advisor must be certified by the NISM (National Institute of Securities Markets) to become a qualified advisor. Fund advisors must be knowledgeable and remain up-to-date with current news. They should also possess superior analytical abilities, subject matter expertise, and customer service skills.

#### 5. Chartered Financial Analyst (CFA)

**Primary Duties:** One of the major responsibilities is to make sound decisions about companies, stocks and industries for the purpose of making money for the corporation or individual. They evaluate financial risks, prepare financial forecasts, plan cash flows and assess the financial performance of a client. Analysing investment projects. A CFA also develops and implements tools for analysing financial portfolios. They take part in the financial aspects of contracts and calls and follow up on financial projects assigned to financial backers. They also attending workshops, conferences and on-the-job training sessions on the best practices in financial analysis.

**Job Requirements:** A Bachelor's degree or higher academic certification in business administration, economics, commerce, or a related field. They should also be a certified charter holder after completing the CFA Institute exams and meeting other requirements set by the professional organization. Effective written and verbal communication to explain financial recommendations to clients. Keen attention to detail to identify patterns and trends in financial data. Strong decision-making skills to convince clients of the right financial decisions. Excellent analytical and problem-solving skills to discover creative financial solutions. Strong organizational skills

#### 6. Financial Risk Manager (FRM)

**Primary Duties:** Some of the responsibilities of an FRM include identifying threats to assets, analysing business risk, and offering a solution to business risks. Furthermore, they are also responsible for

developing strategies to counteract the effects of the fluctuating market on businesses and their finances. Risk managers apply the analysts' findings on the level of risk involved to make decisions and create strategies. They develop plans to minimize and mitigate negative financial outcomes through a combination of project management and proposal development.

**Job Requirements:** Degree in business administration, economics, finance, or a related field required. 2+ years of experience in risk management or a related role. Proficiency in risk management, financial analysis, and related software. Strong analytical and problem-solving skills. Excellent organizational and communication skills. Strong attention to detail.

### 7. Risk Analyst

**Primary duties:** Risk analysts help companies and clients assess the financial and temporal costs associated with major business decisions. On behalf of companies, they study market trends and perform investigations on clients and their financial records to evaluate risks involved in doing business with them. In the stock market, their expertise is often required in scenarios where companies or investors want to make major changes to their portfolios or holdings. Risk analysts try to paint an objective picture, weighing the pros and cons of a business situation in detail before giving advice.

**Job Requirements:** A minimum of a Bachelor's degree in business, accounting, finance or statistics. Strong analytical skills are a must for a Risk Analyst. Written and verbal communication skills. They must be able to organize and manage their time to complete all projects.

### 8. Financial Analyst

**Primary duties:** Financial analysts are professionals who collect, organise and interpret financial data to provide forecasts, track metrics and create simulations or financial models. Companies often require the help of analysts to make consequential financial decisions. Analysts provide insights and inferences to help their clients get a comprehensive understanding of market scenarios before making large investments. Professionals in this domain may work independently or as part of the regular staff of a company.

### 9. Market research Analyst

**Primary Duties:** Companies require market research analysts to collect and compile consumer and competitor data. Analysts interpret this data to provide useful insights to their companies or clients. In the stock market, a research analyst may research the performance history of a company or its stock to help a buyer make an investment decision. They may also perform research to help companies with business processes like expansion and IPOs (Initial Public Offerings). Equity and stock often behave like products or commodities, whose performance is affected by demand and supply factors. Market

research analysts use their expertise to study these market forces and develop curated investment portfolios and financial strategies to navigate a market at any given point of time.

Job Requirements: BS degree in Statistics, Marketing or related field. Familiarity with CRM programs. Adequate knowledge of data collection methods (polls, focus groups, surveys etc). Working knowledge of data warehousing, modelling and mining. Strong analytical and critical thinking. Excellent knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office. Search engines, web analytics and business research tools acumen

#### 10. Fundamental Analyst

Primary duties: Fundamental analysts are professionals who perform holistic research on a company, a stock, or a market to find the inherent value or risks associated with financial decisions and transactions. They may analyse a range of factors and indicators to generate these insights, including financial health, growth potential, overall capital, return on equity and profit margins.

Job Requirements: BS degree in Statistics, Marketing or related field. Strong analytical and critical thinking. Attention to detail. Should be familiar with MS Office (Excel). Should be able to collate data effectively.

#### 11. Equity Analyst

Primary duties: Equity analysts assess a company or stock's performance history and analyse market trends to predict its performance for future periods. They use their specialised knowledge and understanding of finance to help clients make informed decisions relating to transactions and investments. They may also periodically track indicators to monitor the performance of stocks that their companies or clients hold. This job role involves heavy research and requires advanced analytical skills and business intelligence, along with financial and legal literacy.

Job Requirements: Bachelor's degree in finance, business administration, or a similar field. Expert knowledge of industry-related securities including stocks and bonds. Ability to spot and track stock market trends, and act on investment opportunities. Experience with data modelling software and techniques.

#### 12. Investment Banker

Primary duties: Investment banking is a subset of banking operations that enables companies or individual investors to raise money and resources for business activities and increase capital. Professionals in this domain are experts in economics and finance and devise methods and strategies to help clients meet their financial goals. They may act as a consultant and provide advice, or may

even stand in as an intermediary to facilitate transactions following a systematic pre-determined strategy.

Job Requirements: Bachelor's degree in finance or a similar field. In-depth knowledge of deal structuring, regulations, and closing principals. Excellent analytical and quantitative skills. Ability to work well under pressure. Good written and verbal communication skills.

### 13. Technical Analyst

Primary duties: A technical analyst is a professional statistician who evaluates investment decisions by studying market data and technical indicators. They try to understand market behaviour and price movements using raw data and assume an advisory role to their clients at times. The technical indicators they use are tools related to methodologies involved in studying different aspects of a market or stock, like volatility, strength, demand and potential.

Job Requirements: A Bachelor's degree with an information technology, computer science degree programs with coursework in computer programming, computer architecture and database management are useful to someone wanting to be a Technical Analyst. Technical Analysts are communicators, but they also need to be competent in technology and related areas. Negotiating skills between various stakeholders is an essential skill.

#### **Analysis of Job Roles**

The representative of the company has identified only 3 job roles suitable for the visually impaired. On the contrary, the researchers realised that majority of the job roles in the Stock Market are suitable for the visually impaired. While the representative did not offer any reason for not mentioning other job roles, they mentioned 1 job role which is not suitable for the visually impaired—Operations Manager. According to the representative, the job role is not suitable since the visually impaired may face difficulty in using the third-party apps and software used in operations. The representative informed that despite the training, the job might be difficulty. It is necessary to mention that most of the job roles discussed by the researchers throughout the report are somewhat challenging for the visually impaired. However, with the assistant of technology, courage, determination, and hard-work, the visually impaired have set examples in every field that they can excel at any job with adequate support. Had the benchmark for the scope of employment for visually impaired was 'difficulty', the visually impaired would have been marginalised or eliminated from each section. The excessive dependence of human beings to the sense of vision has probably shaped the idea that visually impaired might not excel in certain jobs. While, it is true that the absence of vision has excluded them from a

few jobs where the need of vision cannot be compromised, their determination has ensured that they successfully pave their way and excel in their jobs.

Consequently, there is a need to organise some workshops and seminars to educate office staff and management regarding the abilities of the visually impaired.

### **Exposure and Sensitivity towards Visually Impaired**

Though, there is no visually impaired currently employed in the company, the representative expressed keen interest on the behalf of the office management to hire them. The representative also mentions that the organization may soon hire visually impaired employees and assist them in the best way possible. Besides, the representative possessed adequate knowledge regarding the rights of visually impaired. According to the representative, in near future, whenever the company employs visually impaired, they will not face any problems since the peers are friendly and sensitive. Besides, the office management shall be supportive of the visually impaired employees.

The exigent challenge for the company is to improve the infrastructure facilities of the office building. According to the representative, visually impaired may not have any difficulty in accessing the building but the building is not up to the accessibility provisions. Furthermore, as the size of the company grows, it would be important for the organization to organise a few seminars and workshops to educate the employees regarding the abilities of the visually impaired. Furthermore, a few outreach events might be fruitful in fetching visually impaired employees.

### **Conclusion**

While companies in majority of the sectors, except for banking, discussed in this chapter demonstrated sensitivity and readiness for visually impaired employees, the exposure in some of the companies is considerably low. While the representatives indicated keenness towards hiring visually impaired, the number of visually impaired suggests otherwise. Therefore, there is a need for the companies to revisit their hiring policies and improve the number of visually impaired employees in the companies. Measures such as connecting with the community through NGOs and other organizations can be invaluable in improving those numbers and expand the scope of employability for visually impaired. Secondly, all the companies require improvement in infrastructure to make offices friendly for visually impaired. Using infrastructure facilities such as tactile tiles, elevators, ramps, technological support, audio announcements, and systems in washroom would allow visually impaired to work more efficiently in office, would provide them sense of freedom, and increase their productivity.

## CHAPTER 7

### Assistive Technologies and Tools for the Visually Impaired

The United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) recognizes disability as an evolving concept which results from the interaction between persons with impairments and the attitudinal and environmental barriers that hinders their full and effective participation in society on an equal basis with others. The Rights of Persons with disabilities Act, 2016 (RPD Act 2016) identifies a 'person with disability' as a person with long term physical, mental, intellectual or sensory impairment which, in interaction with barriers, hinders their full and effective participation in society equally with others. Both these definitions clearly specify that the onus of disability lies on the 'barriers' prevailing in the society, which hinder persons with disabilities in exploiting their full potential. Article 9 of UNCRPD talks about accessibility and the need for Government to ensure that persons with disabilities are able to live independently and participate fully in all aspects of life. Similar but detailed instructions are provided in Articles 40-46 of the RPD Act, 2016 which elaborately state that standards of accessibility need to be laid down for the physical environment, transportation, information and communications, including appropriate technologies and systems, and other facilities and services for persons with disabilities, both in urban and rural areas.

With assistive technologies and accessible environments, these 'barriers' in the life of persons with disabilities can be overcome to a great extent. Technological tools augment the capabilities and performance for all persons. For persons with disabilities, assistive technologies not only offer huge technical support, but also enshrine within them the confidence to function independently at par with their non-disabled peers, enabling them to be productive members of the society. Particularly for the blind and low-vision persons, assistive devices, tools and technologies are a boon to independence and self-expression.

The prospects of assistive technologies are simply overwhelming. There are a wide range of assistive devices and softwares which facilitate the shortening of accessibility barriers for persons with disabilities at employment spaces. Works like sending emails, drafting documents, creating excel sheets, making presentations, coding and even accessing images is possible through the assistive technologies and devices. Not just that, surpassing physical barriers, if any, while migrating from one place to another, is also possible through several high-tech devices and applications available these days.

#### 1. Screen Reading Software:

Among the plethora of assistive technologies which have made possible the integration of blind and low-vision persons in the society and work ecosystems, the most important technological advancement has been the screen reading software. Speech output of visible text on screen is the pre-eminently used assistive technology by the visually impaired. All that is to be read on paper, television screens, emails, cell phones, computers, sign boards and what not, is achievable only due to the extensive range of innovative screen reading softwares available these days. Screen readers are assistive software programs that helps the visually impaired or blind operate applications, draft documents, send emails, surf the web, and do much more with a computer. It utilizes a voice

synthesizer that speaks text and often a braille display that facilitates communication between you and the computer. This software picks up textual information from the screen and sends this information to text-to-speech engine or speech synthesizer or a Refreshable Braille Display. It determines what would be spoken by the computer. There are innumerable screen layouts and user interfaces of computer applications. Most screen reading softwares provide tools to customize the speech output of the screen reading software so that the users themselves can configure the screen reading software, making it compatible with any application that they want to use.

There are many screen reading softwares in the market these days. Job Access with Speech (JAWS) is one of the most popular screen reading programs. It is compatible with Windows and most refreshable braille displays. It facilitates the user to surf the web, draft emails, and read either by text-to-speech or a refreshable braille display. Another popular screen reading software is the Non-Visual Desktop Access (NVDA) which uses Windows' operating system. It enables the user to email, shop, navigate social media, and operate many applications including music players and Microsoft programs. One can use a braille display along with the speech synthesizer which is available in numerous languages. Other well-known screen reading softwares include Dolphin Screen Reader, Cobra, System Access, ZoomText, WebAnywhere, Orca, BRLTTY, Apple VoiceOver, etc.

## 2. Optical Character Recognition (OCR) devices and Scanners:

OCRs and scanners convert the computer, phone or tablet into a reading machine for persons with blindness or low vision. OCR softwares convert non-editable document formats such as PDFs, images or paper documents into machine-readable formats that are editable & searchable. OCR applications are commonly used to capture text from PDFs & images and convert the text into editable formats such as Word, Excel or a plain text file. OCR is also used to digitize files and documents to make them searchable. OCR softwares that leverage AI/ML capabilities can also help automate data capture from scanned documents/images. AI-based OCR can digitize the data in convenient, editable formats that fit into organizational workflows. Scanning & processing documents such as invoices, receipts, and images for valuable data has traditionally been a manual process fraught with errors and delays.

OCR software solutions help businesses save time and resources that would otherwise be spent on data entry & manual validation/verification. More and more organizations are automating document processing workflows to go paperless and leverage cloud-based digital solutions that improve bottom lines. A scanner sends the image of the printed paper to the computer where the OCR software processes this image and converts it into digital text which can be read using the text-to-speech engine or through a Refreshable Braille Display. Within a few seconds of starting the scan the computer starts reading it. There are many OCR softwares designed particularly to suit the requirements of persons with visual impairment which are able to process tables, images, columns etc. in such a way that makes it easier for visually impaired persons to understand them in more user-friendly ways. Some of the popular OCR softwares among the numerous existing ones are ABBYY FineReader,

Nanonets, ABBYY Flexicapture, Kofax Omnipage, IBM Datacap, Google Document AI, AWS Textract, Docparser, Adobe Acrobat DC, Klippa, etc.

A revolutionary creation, developed in India itself and especially designed for our country, is the affordable and easy-to-use Kibo platform. It is a well-designed scanning and reading device which enables easy capture and read in multiple Indian languages including English, Hindi, Punjabi, Marathi, Gujarati, Tamil, Telegu, Kannada, Sanskrit etc. through PCs/Laptops/Android Devices. It supports OCR and translation in both printed and handwritten content. It is having high accuracy and high-speed scanning and it works online with Kibo Web and Kibo XS mobile app. It facilitates inclusive employment by facilitating the creation of a digitally inclusive workspace which in turn promotes better workplace productivity of visually impaired employees in their existing job role along with new job opportunities. Other such helpful softwares include Lex Scanners, etc.

### 3. Refreshable Braille Display and Note-takers:

The ability to read and write is the elementary right of every individual and Braille facilitates this basic right for crores of blind and partially sighted persons all over the world. Braille allows blind and partially sighted people to learn spelling, grammar and punctuation and gain an understanding of how text is formatted on the page. Some persons may find it easier to grasp information via audio while others prefer to read the written text in braille. But when it comes to thoroughly engaging with a text, particularly complicated printed material, the benefits of being able to read braille outweigh audio formats. Braille use allows blind and partially sighted persons to navigate more independently while developing their self-articulation skills. The Braille notetakers and braille displays are a fast and efficient means of writing and transcribing braille. It has further enabled braille usage to become an efficient part of daily life for persons with braille literacy.

Braille displays are devices that convert digital text into braille, allowing visually impaired individuals to read text on a computer screen using their fingers. The advantages of braille display over synthetic speech are that it provides direct access to information; allows the user to check format, spacing, and spelling; and is quiet. Recent models of braille display offer notetaking and file storage capabilities. Some personal digital assistants may be connected to a computer and used as a braille display or speech synthesizer. There is a greater chance of adaptability of Braille output for different languages since the basic Braille cells remain the same for every language.

A Braille Note Taker is a portable electronic device that allows individuals who are visually impaired to take notes, write, and access digital information using braille input and output. Braille Note Takers are equipped with a braille keyboard and display, and they use a variety of software applications to provide a range of functionalities, such as word processing, email, web browsing, and note taking. These devices have inbuilt packages for word-processing, spreadsheets, address book, clock, calendar, e-mail, Internet browsing etc. They can be connected to desktop or laptop computers so that files may be backed up. Some note takers can be connected to external disk drives (for an additional cost) to permit storing files on floppy disk. Many of these note-takers can be attached to modem for handling e-mails and web browsing. This device can also be attached to a printer. Braille Note Takers have become increasingly popular in recent years, as more and more individuals

who are visually impaired seek to access digital information and take notes in a more efficient and independent manner. They are particularly useful for students, professionals, and individuals who need to access digital information on the go.

While there are numerous free as well as paid Refreshable Braille Displays, the Orbit Reader 20 is world's most affordable and compact Refreshable Braille Display. While it offers a host of features, the Orbit Reader 20 is extremely easy to use and allows seamless and instantaneous switching between reader, note-taker and braille display modes, as well as selection between connected devices such as a computer or phone. When used as a standalone reader, it enables the user to read any file which could be BRF and BRL formatted books, text files or files in any format. This allows users, especially in developing countries, to have the content read without any live connectivity to a computer or the internet. The reader has features for easy navigation, inserting and editing bookmarks, browsing through folders, etc. As a braille display, the Orbit Reader connects to PCs and Macs, iOS devices and Android devices. It provides Bluetooth and USB connectivity and can connect simultaneously to multiple devices. Using the screen reading capability the user can control the functions of their computer or smartphone, use their favourite apps, read and send text messages and email and browse the internet. As a note-taker, the Orbit Reader offers all essential file creation and editing functions. The device is inherently language independent and prompts and menus can be easily localized for different geographies. Some of the other popular Braille displays and note takers include Braille Me, Actilino, Active Braille, ALVA BC680, ALVA USB640, Braille Star 80, Braille Wave, Easy Braille, Vario 340, etc.

#### 4. Coding Software:

According to a study by Stack Overflow<sup>4</sup>, about one out of every 200 software developers is blind. There are several coding software programs that are designed to be accessible to visually impaired individuals, including CodeTalk, a plug-in for Microsoft Visual Studio; Orca, a screen reader that works with the Linux operating system.

#### 5. Screen Magnification Software:

When it comes to technical support, one of the most common issues faced by persons with low vision is their inability to read written text due to blurry or hazy sight. The screen reading softwares help low vision persons to read large print to operate a computer. The condition of low vision can be quite varying and therefore the screen magnification software offers magnification from 2X times to 20X times and varying styles such as full screen magnification, magnifying lens simulation, vertical or horizontal split window magnification etc. This enlargement is different from increasing the font size of a particular document as increasing the size of the font would change the formatting of a document and would not provide magnification for items such as menus etc. However, the screen magnification software magnifies only the display of the document on the monitor while simultaneously preserving the original formatting of the document. Magnification softwares provide

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<sup>4</sup> <https://www.freecodecamp.org/news/how-blind-people-code-fdb64e3bf5c/>

amplification to any and every part of the screen and not just to the textual content in the document. These softwares also possess heightened capabilities to use various colour contrasts. Some screen magnification softwares also use speech output to help lessen the strain on the user with low vision. With the use of the screen magnification software a low vision person uses the same devices of input such as the mouse and a keyboard as being used by a non-visually impaired person, which allows the persons with low vision to integrate in the mainstream education and work environment with ease.

All Operating systems, phones, tablets, etc. are now supplied with in-built screen magnification software with a limited capability. MAGic by Freedom Scientific USA, ZoomText by Ai-Square USA, SuperNova by Dolphin U.K., etc. are some of the popular screen magnification softwares designed to suit the specific needs of persons with low vision.

#### 6. Low Vision Optical devices:

Low vision optical devices include a variety of devices, such as stand and handheld magnifiers, strong magnifying reading glasses, loupes, and small telescopes. Low vision optical devices are task-specific. A low vision specialist may prescribe several different low vision optical devices for various tasks or help determine the right type of device or devices that will help a user with the tasks her or she wants to perform.

There is a vast range of low vision optical devices which include 12x 1.4-inch LED Pocket Illuminated Magnifier, Acrylic Full-Page Magnifier, Bausch and Lomb Folding Pocket Magnifiers, Cell Phone Magnifying Lens, Coil 2x Binocular System, COIL Hi Power LED Hand Magnifiers, Coil Raylite Illuminated Stand Magnifiers, Dazor 5-Diopter Black Clamping Magnifier Lamp with Flex-Arm, Dome Magnifier, Ecolux 8x/28D LED Handheld Illuminated Magnifier, eSight, Extra Large Dome Magnifier, Flip Down Magnifying Glasses, Foldout Lighted Stand Magnifier, Incandescent Raylite Magnifiers, Light Gathering Dome Magnifiers, MagnaLite Illuminated Pocket Magnifiers, MoJo portable electronic monocular, Optivisor Binocular Magnifiers, Reizen Maxi-Brite LED Handheld Magnifiers, Reizen Sport Glasses, Specwell Close Focus Monoculars, Sports Spectacles hands-free binoculars, VES Sports Bioptic telescope, etc.

#### 7. Mobile applications:

There are a large number of mobile phone applications specifically designed to facilitate the accessibility of persons with visual impairment. These applications are feasible, easily accessible and widely available. There are a range of mobile applications available both in android and iOS.

Available in 180 languages, Be My Eyes is an app that connects visually impaired people with sighted volunteers who provide virtual assistance through a live video call. The Cash Reader app instantly recognizes currency and speaks the denomination, empowering people experiencing visual impairments or blindness to quickly and easily identify and count bills. Lazarillo app offers turn-by-turn navigation and allows users who are blind or visually impaired to explore and reach their destination independently through audio guidance. TapTapSee app is designed to help the blind and visually impaired identify objects they encounter in their

daily lives. The OneStep Reader converts printed text into high-quality speech to provide accurate, fast, and efficient access to both single and multiple-page documents with the tap of a button on the iPhone.

KNFB Reader translates written words into speech or Braille. This app also allows users to easily send and share documents. Audible app provides a wide selection of audible books, including recent popular titles, classics, and academic text. AccessNote is a compatible VoiceOver sophisticated note-taking app designed to support visually impaired students and working professionals. It utilizes artificial intelligence to help low-vision people better understand what's around them. Ariadne GPS allows visually impaired users to navigate directions using talking maps and an innovative interface. Ariadne works anywhere accessible by Google Maps. Blind Square is a highly accessible GPS app designed for the visually impaired. It describes the surrounding terrain and announces street intersections. Color ID assists the visually impaired by distinguishing the colours in various items around them. LookTel Money Reader allows visually impaired users to accurately count their money, facilitating their financial independence

My Vision Helper is an app that focuses on the following: magnification, colour contrast enhancement, and optical character recognition (OCR). Prizmo is a photo-based app that allows users to scan documents to PDF using advanced text-to-speech features and is available in 23 languages. Smart Braille allows Android users to communicate via an app-version of braille, both by writing text in braille and by allowing users to translate text into braille. Talking Calculator app provides voiceover support to audibly add, subtract, multiply, and divide. Talking Tags app is designed to help blind users create labels or tags for codification of items.

8. Internet: A paramount technological advancement of mankind is the internet. The internet has helped people make their lives easier as it enables communication, easy access to online services, the ability to work at home, and improved access to education. For many people, including people with disabilities, the internet has proven to be truly life-changing. Technological growth and the advent of the internet provides endless opportunities for communication among people with disabilities, particularly the visually impaired. With specialized technology, several applications such as Instagram have on-screen text and commands read aloud to enable the users to use the services without being dependent on sight, which is advantageous to people with vision loss. The internet has created endless opportunities for visually impaired persons. Everything has been made easier from communication, learning, employment access, access to services, and networking through online support groups. Internet enables visually impaired persons to engage in virtual meetings accessibly, which would have otherwise not been possible without the internet. It also enables them to communicate effectively using communication gadgets that meet their needs. The internet has made it possible to work virtually from home, especially when accessibility barriers hinder the traveling of visually impaired employees to the workplaces. They can also have all the information translated into audio from a PowerPoint running on screen with the help of screen-reading softwares.

Visually impaired individuals are taking advantage of the internet's presence to apply for jobs that do not require the individual's physical presence in the workplace. Fear of stigmatization and discrimination has seen most visually impaired persons not enter the job market. However, the internet has made it possible for them to apply

for the numerous jobs requiring internet use from the comfort of their homes. Additionally, the internet has created room for visually impaired persons to create job opportunities for themselves. For instance, YouTube pays people for their content, and visually impaired persons are not limited to creating content such as documenting their daily life.

The internet has become a fundamental factor in higher education and job accessibility. It not only provides visually impaired persons access to learning material but also enables the learners to proofread their essays using text-to-speech. The internet allows them to access learning materials online. The material is then fed to OCR that can read printed material and store them electronically on computers. The material can be read using speech synthesis or printed using Braille translation software and Braille printers. All these empowering technologies make it possible for visually impaired persons to be on the same level as their peers in education and employment.

There are many more such facilitating technologies, devices and applications which help blind, partially sighted and low vision persons to greatly improve their access to information and educational opportunities in this era of accessibility.

## CONCLUSION & RECOMMENDATIONS

As expected, the present study has opened up several new possible avenues of employment for the visually impaired in sectors which have hitherto largely been untraversed by them. It has also brought to light a number of areas where immediate action is required, to enhance and diversify employment opportunities for the visually impaired.

There are various job profiles in every corporate segment. We were able to identify as many as 372 job roles in the twelve corporates which we surveyed during this study. These can be broadly divided into traditional and sector-specific categories. While at least 6 months to one year of training is needed for the visually impaired to be absorbed in traditional jobs, such as receptionist, computer operators, tele-calling executives etcetera, more technical jobs require longer training and, in many cases, different qualifications than the ones generally possessed by the visually impaired.

In particular, the following areas need immediate consideration:

1. The study was able to identify a large number of job profiles which are suitable for the visually impaired in various corporates. The sector-wise breakup is given below:

- HR and Recruitment
- Consultancy
- Information Technology
- Telecommunication
- Media
- Voiceover
- Travel
- Hospitality
- Finance
- Stock
- Insurance
- Banking

If properly utilised, the above opportunities in the various sectors can significantly enhance the employment avenues for the visually impaired.

2. Inadequate response to, and implementation of the Incentive Scheme for providing employment to Persons with Disabilities (PwDs) in the private sector: As per section 41 of the erstwhile PwD Act

(1995), it was mandated to provide incentives to the private sector “to ensure that at least five per cent of their workforce is composed of persons with disabilities.” The same provision has been continued in section 35 of the RPwD Act of 2016. However, it appears that the private sector has not taken advantage of this scheme to the desired extent, even when some efforts have been made by the government towards its implementation.

A specific scheme to provide incentives to the employers of the private sector was announced by the then Finance Minister in his budget speech of the Financial Year 2007-08. FICCI organized a Conference of Employers at New Delhi on 17<sup>th</sup> October 2008 to disseminate information about the Scheme, which was addressed by the then Finance Minister. This was followed by State level meetings at Hyderabad, Kolkata and Jaipur. Seeing its slow progress, a Task Force headed by Additional Secretary, Ministry of Labour was set up to assess the reasons for low response and to suggest measures to make it more attractive to the employers and other allied issues. The Task Force submitted its report in August 2012 and made certain recommendations, following which a revised scheme of incentives scheme came into force from 1<sup>st</sup> April, 2016.

As per the revised scheme,

“a) The employers need not deposit the EPF / ESI contribution in respect of their PwD employees. The employers just need to intimate the EPFO / ESIC regarding appointments made by them and furnish employee’s contribution to EPFO / ESIC. The employer’s contribution shall be deposited to the respective accounts of PwD employees by EPFO and ESIC. DEPwD shall make payment to EPFO / ESIC in advance.

b) The scheme will be applicable to all persons with disabilities employed in the private sector irrespective of any salary / wage ceiling.

c) The administrative charges applicable on EPF/ESI contribution (at the extant rates) shall be borne by the DEPwD.

d) The Government shall pay the employers contribution to EPFO & ESIC for 10 yrs.

e) One-third of the gratuity amount due and admissible to PwD employees which is required to be paid by the employers under the applicable provisions of the Gratuity Act, shall be borne by the DEPwD.

f) In case a private employer engages PwDs as apprentices in a particular trade and employ them on completion of the apprenticeship period, the stipend during the apprenticeship period payable to the PwD shall be borne by the DEPwD.

g) There shall be adequate budget provision in the scheme for:

(i) Sensitising the industry associations like FICCI, ASSOCHAM, CII etc. about the provisions of the scheme.

(ii) Organising seminars/workshops with the HR heads/managers of the corporate bodies to sensitise them about the scheme and also to motivate them to employ PwDs in their organisations.

(iii) Adequate publicity of the scheme through electronic and print media, social media and publication of leaflets, brochures etc.

(iv) Organising job fairs at various parts of the country from time to time.”<sup>5</sup>

By conducting interviews with the representatives of various corporates, it was observed that not many were aware of the revised scheme. Further, they were of the view, that a real incentive would be significant tax exemptions in case of employing an adequate number of persons with disabilities in the concerned organisation.

3. Lack of awareness and understanding about the capacities of the visually impaired: While most corporates demonstrated a general awareness and positivity towards the inclusion of PwDs when it came to the visually impaired, they seemed to have inadequate awareness of the skills of the visually impaired. In particular, they were not aware of various assistive technologies, which are used by the visually impaired as strategies to overcome their disability.

4. Initial worries of the performance of the visually impaired: Due to a lack of awareness concerning the visually impaired, many employers demonstrated initial hesitations in wanting to hire them, while they were more comfortable in considering persons with locomotor disability and speech and hearing impairment.

5. Ableism-driven employers: Some corporates indirectly implied, that due to the stigma prevailing in the society against disability, there was sometimes a fear of losing customer basis during performance and/or other factors on account of visual impairment. However, this appears to be only a slight concern and not a major factor with the corporates.

6. Low number of PwD applicants for corporate employment: Companies interviewed during the study reported that the number of applications received from PwD was very low and hardly any from the

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<sup>5</sup> <https://disabilityaffairs.gov.in/upload/uploadfiles/files/Incentive%20Scheme%20under%20SIPDA.pdf>

visually impaired. They were generally of the view, that in case, capable persons with disabilities were available, they will be open to employ them.

7. Mismatch between the skills of the PwDs and the requirements of the private employer: Seeing the job roles in various companies, it can be observed, that for high-profile jobs, there may often be a mismatch between the qualifications of the PwDs and the qualifications required for a particular job. While it is true that many visually impaired persons can comfortably operate computers and may be good in communication, such qualifications are only suitable for front office jobs such as reception, Tele-calling etcetera. More skilled-based profiles require degrees/diplomas in management and IT or a very high level of communication in English. As, only such visually impaired persons who have these skills/qualifications, can opt for highly specialised domain-specific jobs, the number of the visually impaired in the corporate sector is rather low. However, it must be added that those visually impaired persons who are working at the advanced level in the corporates are generally doing very well.

8. Recruitment of Pwds is mostly limited to non-executive jobs: Even when the corporates take part in job fairs and employ persons with disabilities including the visually impaired, the recruitment is generally for non-executive jobs which are very low paying. This acts as a disincentive for PwDs to opt for private employment because they may be able to get better wages in the corporate sector.

9. Lack of preparedness of the corporates to employ the visually impaired: While many corporates were aware of the need to put in place inclusive infrastructure, it was hardly evident beyond ramps and lifts in most cases. While some visually impaired persons in the corporate sector reported that they receive complete support, as such braille signages, tactile paths and computers with screen reading software etcetera were not provided as a matter of universal design. However, all corporates reported that there would be no difficulty in providing reasonable support systems, in case the visually impaired are hired.

10. Lack of training and awareness among the visually impaired: On the other side of the coin, it was observed that many visually impaired were not aware of the opportunities available in the corporate sector and did not consider these as the first option of employment. This could be due to more stable opportunities available in government/public sectors. The training which is provided to the visually impaired in computers and communication is general and not often corporate or sector-specific.

In view of the above, the following recommendations emerge to substantially enhance employment opportunities for the visually impaired in the private sector:

1. Sensitization and awareness programmes should be conducted for the visually impaired at various levels of their education starting from class 10<sup>th</sup> to graduation, to sensitize them about the employment possibilities available in the private sector. This would motivate them to choose their education streams in such a way as to make them capable for corporate sector job roles. For instance, if a student is made aware of such opportunities in class 10<sup>th</sup>, he/she may opt for commerce/computers during +2, which would in turn facilitate him/her to go for MBA and IT courses later, which are critical for advanced level employment in many corporates.
2. By networking with various corporates, specific and need-based training should be organised by NGOs and other educational institutions for the visually impaired. This training should be oriented towards preparing such persons for specific job roles in the identified private sector.
3. Schools and Universities should be mandated and encouraged to run skill-based courses specifically for the visually impaired along with their mainstream education. Specific and adequate budgeted support should be provided by the government for this purpose.
4. Direct exposure and interaction with the corporates should be ensured for the visually impaired during graduation, in order to facilitate their understanding of the corporate sector and develop an employment interest in it.
5. The government should suitably amend and effectively implement the Incentive Scheme for providing employment to persons with disabilities (PwDs) in the private sector, so that the 5% employment figure in this sector is achieved. Significant tax exemption could be one way to promote employment, and amendment in the RPwD act to extend the reservation to the private sector also, will go a long way in extending employment opportunities for the visually impaired in this area.
6. As per section 21 of RPwD act of 2016, “every establishment” (which also includes private establishments) is required to notify an “equal opportunity policy” for employment. However, most corporates do not appear to have such a policy. Therefore, a penalty clause for not having such a policy is a must. It is recommended that corporates not having an equal opportunity policy should be seen in a negative manner, while possessing their corporate benefits under various laws of the country.
7. The government must issue a notification clearly enjoining upon the private companies to implement all accessibility provisions and standards as said forth in the RPwD Act of 2016 and other laws/bylaws of the country notified from time to time.
8. It should be mandatory for all employees of every corporate to undergo disability sensitizing training for at least two weeks, not just ensuring but also through direct interaction with persons with

disabilities. Sensitization programs for their employees, should, in addition, be conducted by the corporates for their employees, from time to time.

9. In addition to the CSR funds, specific budget must be earmarked every year by every private company to encourage the employment of the visually impaired and to provide support systems to them.

10. It must be ensured that visually impaired employees in the private sector get equal pay in relation to their sighted counterparts.

11. Special provisions must be made for visually impaired girls and women during the recruitment process and at workplace in the corporates.

12. Countrywide, as well as local networks between NGOs and corporates should be established to augment and monitor the employment of the visually impaired in the private sector.

13. Corporates should support projects involving hiring of human resource for training, placement and advocacy aimed towards the employment of the visually impaired in the corporate sector.

14. The Skill Council for Persons with Disabilities, Government of India, showed modified skill-based programs to make these of a longer duration and more specific to corporate employment. Particularly in respect to the visually impaired, skills such as computers, mobility and communication take longer periods to develop.

15. Wide publicity should be given among NGOs and corporates to this research study, particularly the job roles identified through it. Further, it should be mandatory for all private companies to identify specific job roles for each disability category and display the same on their website along with the equal opportunity policy.

## APPENDIX

### Interview Schedule for the senior /appropriate personnel from HR/ Recruiting companies

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to HR/Recruiting companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  1. None
  2. Less than 50 thousand
  3. 1 lakh
  4. Less than 2 lakhs
  5. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in HR/Recruiting companies? What kind of jobs they should be recruited to in such a company?

**Interview Schedule for the senior /appropriate personnel from Consulting companies**

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to consulting companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy? Please provide copy if available.

- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
- a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in consulting companies? What kind of jobs they should be recruited to in such a company?

**Interview Schedule for the senior /appropriate personnel from IT companies**

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to IT companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in IT companies? What kind of jobs they should be recruited to in such a company?

**Interview Schedule for the senior /appropriate personnel from Telecom companies**

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to telecom companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?

- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
- a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in Telecom companies? What kind of jobs they should be recruited to in such a company?

**Interview Schedule for the senior /appropriate personnel from print, audio-visual and electronic media companies**

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to print, audio-visual and electronic media companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in print, audio-visual and electronic media companies? What kind of jobs they should be recruited to in such a company?

**Interview Schedule for the senior /appropriate personnel from Voiceover companies**

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to Voiceover companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy? Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization? If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in Voiceover companies? What kind of jobs they should be recruited to in such a company?

### Interview Schedule for the senior /appropriate personnel from Travel companies

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to Travel companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy? Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization? If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in Travel companies? What kind of jobs they should be recruited to in such a company?

### Interview Schedule for the senior /appropriate personnel from Hospitality sector

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to hospitality sector	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in hospitality sector? What kind of jobs they should be recruited to in such a company?

### Interview Schedule for the senior /appropriate personnel from Finance companies

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to Finance companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  1. None
  2. Less than 50 thousand
  3. 1 lakh
  4. Less than 2 lakhs
  5. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in Finance companies? What kind of jobs they should be recruited to in such a company?

### Interview Schedule for the senior /appropriate personnel from Stock companies

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to stock companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in stock companies? What kind of jobs they should be recruited to in such a company?

**Interview Schedule for the senior /appropriate personnel from Insurance companies**

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to insurance companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in Insurance companies? What kind of jobs they should be recruited to in such a company?

**Interview Schedule for the senior /appropriate personnel from Banking companies**

- 1) Name of the Organization:
- 2) Scale of work Local /State/National /Global:
- 3) A Brief organisation profile:
- 4) Name and Title position of the concerned person:
- 5) Are there any prominent names of visually impaired persons which readily come to your mind?
- 6) Have you come in contact with any visually disabled person in your life? Please describe the context and level of interaction with such a person.
- 7) Is there any visually impaired person working in your organization? If yes, please provide the details. If no such persons have been recruited, reasons thereof?
- 8) Are you familiar with the employment potentials of visually impaired persons on various managerial and non-managerial posts in the corporate/government sectors? If yes, please share your information regarding this issue. (Answer in 150-200 words)
- 9) Have you ever heard any success stories of a visually impaired person through news, internet, personal chats etcetera? If so, please describe.
- 10) Please list various job titles and roles of the employees working in your organization without naming them but identifying them only by designations.

S. No.	Job title	Role	Whether a routine job or specifically pertaining to banking companies	Any special skill required	Whether in your view, a visually impaired person can be employed for this role or not? If no, then what are the challenges	Whether any special training is required for the visually impaired person to be employed on this job	Whether any modification is required on the job profile for the visually impaired person to be employed on this job
1.							
2.							
3.							

- 11) Are you aware that as per section 20 of Rights of Persons Disability Act, 2016, your organization is expected to have an equal opportunity policy for persons with disability yes/no?
- 12) If the answer to the above is yes, does your organization have an equal opportunity policy?  
Please provide copy if available.
- 13) If visually impaired persons are employed in your organization, would your management and staff be receptive to them? If yes, would the management be willing to spend any extra money on creating accessibility provisions such as providing computer and screen reading software for such employees?
- 14) If answer to the above is yes, what would be the quantum of such a support:
  - a. None
  - b. Less than 50 thousand
  - c. 1 lakh
  - d. Less than 2 lakhs
  - e. More than 2 lakhs
- 15) Do you think your building is accessible for persons with disabilities, particularly the visually impaired?
- 16) If a visually impaired person is employed in your organization, would the peer group have a generally friendly and inclusive attitude towards such a person?
- 17) Will you be willing to participate in our training programme to equip visually impaired persons for various job roles in your organization?
- 18) What kind of challenges do you expect to face during such a training?
- 19) Is there any person with disability other than visually impaired working in your organization?  
If yes, number of such persons and nature of the disability.
- 20) If any such persons are working, how would you rate their performance on a scale of 1 to 10 with 10 being the highest?
- 21) Your suggestions for better employment opportunities for visually impaired persons in banking companies? What kind of jobs they should be recruited to in such a company?

### **About the Study**

This research study attempts to identify job roles which can be performed by the visually impaired in key corporate sectors such as HR and Recruitment, Consultancy, Information Technology, Telecommunication, Media, Voiceover, Travel, Hospitality, Finance, Stock, Insurance and Banking. The findings are based on interviews conducted with various corporates as well as through desk research. The research identifies a total of 372 jobs which are suitable for the visually impaired in the private sector with the support of assistive technologies. It hopes to serve as an important resource for the visually impaired seeking employment in the corporate sector as well as a crucial reference point for the corporates who wish to employ such persons. The study also has a strong potential to serve as an important advocacy resource to lobby with the Government and the private sector.

### **About the Principal Investigator**

Prof. Anil K. Aneja has tirelessly worked as a champion for the rights of persons with disabilities in general and the visually-impaired in particular for more than 35 years. For his contributions to the disability sector, he was conferred the National Award for the Empowerment of Persons with Disabilities by the President of India in 2014 and the State Award for the Empowerment of Persons with Disabilities 2019 by the Govt. of NCT of Delhi. Presently the Head, Department of English, University of Delhi and the President, All India Confederation of the Blind, Prof. Aneja's achievements have been a source of inspiration for many. He has to his credit, many awards, several books, many papers and numerous conference presentations in India and abroad.