



**Partners in Change**

Making Corporate Social Responsibility Your Business



# Promoting Employment of PWDs in *CSR Framework*

***Joint Workshop of MSJ&E and World Bank  
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# Employment Opportunities in New India

- Organised Sector : 82.46 lakh employed in Pvt. Sector against 181.97 lakhs in PSUs
  - Growing disinvestment and privatisation of government undertakings
- Informal economy
  - 90 % persons engaged and mostly self-employed
  - MSMEs dominant
  - Part of supply chain of leading private sector companies

**Therefore, Inclusion of PWDs in Private sector**

**KEY TO**

**ECONOMIC MAINSTREAMING OF PWDs**



# The Reality

- 8.38 million PWDs unemployed or 37.6 per cent employed (as per NSS 58<sup>th</sup> round, including definitional differences)
  - 54.9 per cent in agriculture related
- **BUT ----- Disguised Unemployment**
- PiC's 4th CSR survey (2006-07) :
  - 78 per cent have operating plans covering Disability issues
  - 24 per cent initiated policy on Disability 1990's (post-PWD act and CSR movement)
  - 83 per cent companies said labour and employees beneficiaries of disability policy

**BUT ----- Policy elements mostly Philanthropy Centric and Legal Compliance**



# Where Lies The Problem ?

- Productivity Myths
- Safety concerns
- Stigma : fellow colleagues acceptability
- Infrastructural investment concerns
- Apprehensions regarding adjustment to work environment

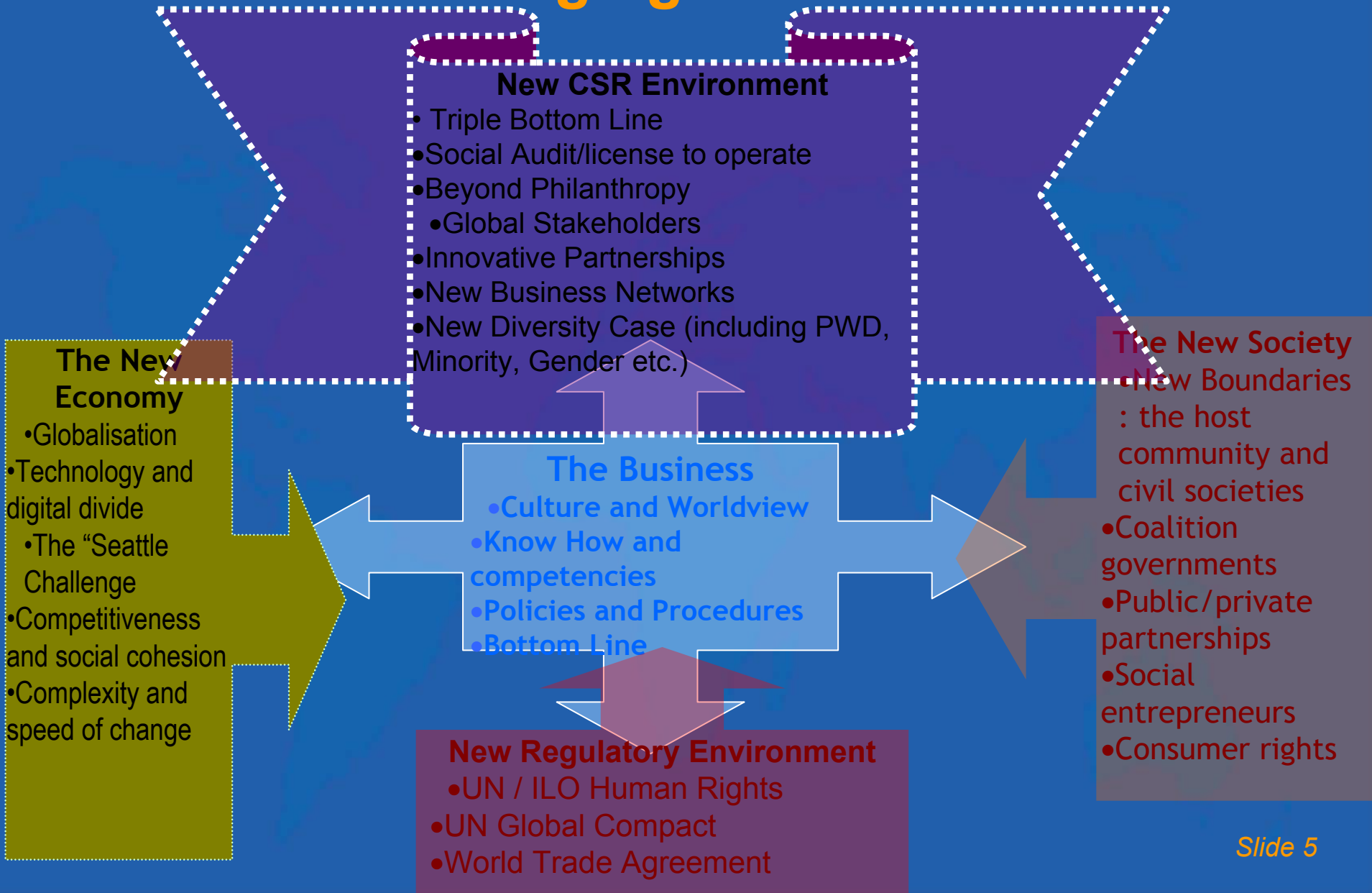
In India, it is complicated further due to MSMEs dominance ----- labour law enforcement weak hence social security , poor working conditions

**That is -----**

**Core Business Strategies of most companies don't demonstrate inclusive employment policies and practises**

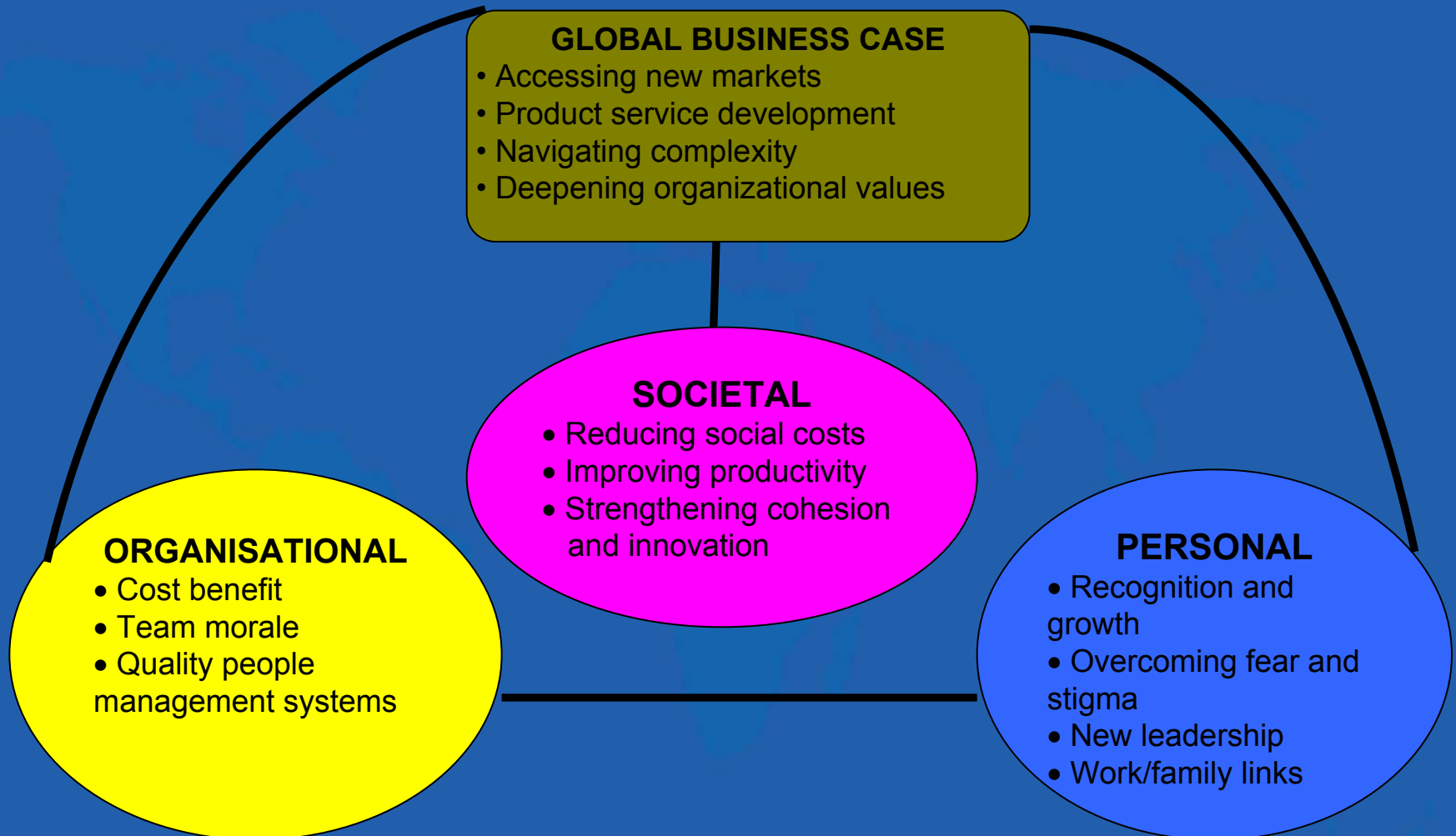


# The Changing Business Environment





# Diversity Management : Strategic Benefits





# The Business case for Employment of PWDs

**Employers of PWDs have consistently reported that :**

- Disabled people are as productive and as reliable as any other employee
- In living their day-to-day lives many disabled people develop transferable problem solving skills that are invaluable in the workplace
- Disabled people in work tend to have better attendance records, stay with employers longer and have fewer accidents at work. Most do not require adjustments at work.



# The Business case for Employment of PWDs (contd...)

- Disabled persons are well placed to identify, develop and deliver products and services targeted at this significant and growing market: people with disabilities, and their families, friends and colleagues.
  - Organisations accessible to disabled customers will be more accessible and appealing to all customers and stakeholders
- Staff morale and team development are enhanced when business are seen to be good employers of people with disabilities



# Doing Business in a Changing Regulatory Environment

- Businesses need to understand and respond to the increasing trend towards PWD regulation at national level.
- The global trend is towards legislation which responds to this individual rights agenda. By thinking ahead and addressing all the areas where disability affects your business, companies can avoid costly and unnecessary litigation- and even more importantly, enhance their leadership and reputation



# The Entry Points for PWDs : Re-visited



- Ability lies in Job Skills and Life Skills
- Performance qualifies Ability



# Ability Diluted

## **1. Education and Professional Training**

- Poor access to vocational training institutes
- Lack of market-oriented courses in vocational training institutes
- Industry-orientation lacking
- Weak job placement divisions
- Sympathy factor and over-protectiveness of families and CSOs
- Lack of life skill training to PWDs ( hence non-professionalism)
- Non-inclusive education system

## **2. Information and Communication**

- Inadequate and non-user friendly information on PWD potential candidates
- Poor visibility of ‘Individual case studies’ / ‘company best practices’



# What needs to be done ?

- Development of Sector-specific business case and development of toolkits for business players : To break the myth
  - Garments, ITES, Retail, Hotels and restaurants
- Recognition and fiscal incentives to Businesses especially SMEs
- Influence large companies to recognize inclusive policies and practices across supply chain and business partners/customers as part of CSR
- Public-private partnerships and dialogues
  - Roundtables for visibility
  - Employer's forum
  - Industry exposures for students of vocational training institutes
  - Information dissemination on Best Practices
- Access to PWD candidates information
  - Job portals
- Clear articulation by government to create an enabling environment for PWDs in private sector



# Empowerment and Not Employment

- Minimise discrimination by type of Disability
- Decision-making roles
- Gender preference



# Thank You !