
■ Desi BPOs lend a hand to uniquely abled

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The booming Indian BPO business is providing a whole new set of opportunities for a community often ignored — the physically challenged.

Some BPOs have already hired a number of physically challenged persons. Most of them have well-structured systems — including tie-ups with NGOs — to identify people with disabilities. While companies say this is being done partly as a social obligation, a way of giving something to those who would have otherwise not thought of entering this sector, analysts believe it is also an effort to stem attrition rates.

The jobs are primarily desk-bound; many processes are non-voice and transaction-based. NGOs are beginning to play a big role in identifying the right talent. The belief is that those with disabilities will stay with a company longer than others.

Once on board, they are treated as regular employees. Intelenet Global Services has a social committee dedicated to support efforts related to the disabled. Physical infrastructure issues, to make the work atmosphere conducive for the disabled, are also addressed by most firms.

Manuel D'Souza, VP (HR) of Intelenet, says the company has installed ramps instead of stairs at entry and access points to enable these employees easier and safe access to the workplace. There are separate toilets too.