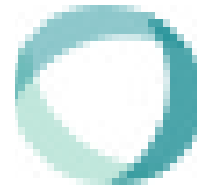


**Leveraging
Digital
Platforms
to create an
inclusive
workforce**



holograph

**Market Networks
powering Local India**

- jobs
- projects
- learning
- loans
- networking

Leveraging Digital Platforms to create an inclusive workforce

1. Digital Platforms: Fuelling the New Wave of Disruption

A 2018 report by the International Labour Organization (hereinafter, 'ILO') recognized the rise of digital platforms as the biggest disruptor and one of the most novel ideas which have developed in the past decade. A paradigm shift into the digital era has altered the manner in which one looks at jobs, careers, learning and networking. More digital platforms today are **providing the technical infrastructure** one requires to procure jobs and monetize their labour and skills. The varied business models of these platforms are also giving more freedom to the workers to choose from crowd-task platforms, freelance marketplaces, local micro-tasking etc.

What signified the first industrial revolution in the 1800s was switching from manpower to machines. And what will bring about the phenomenon which the media has dubbed a 'fourth industrial revolution' is blurring the lines between the digital and the physical. A large part of it has already been set into motion now with the increasing reliance on the digital. With the pandemic, the vast majority of the structural institutions of society took to functioning on the digital medium too- courts, schools, grocery stores, and the like.



2. Building an Inclusive Future through Digitization

Digital platforms are proving to be **the great equalizer**. With a lot of societal structures no longer being a question of accessibility, this will perhaps lead to more equal, horizontal, inclusive workspaces. The greatest upside to these platforms is that they offer greater geographical coverage for sourcing and hiring talent.

Digital platforms have gone a long way in **facilitating better integration into society** of several groups which have, for so long existed in the margins. It has made radical changes within the workspace demographics, and is only poised for more improvement along these lines.

Why accessibility matters to Holagraph is because **a lack of access interferes with the harnessing of creative talent across the world**.

2.1 Demographic Inclusivity (See if this division is required- inside text will need to be altered in that case)

Aside from this, there are also different perspectives that different people from across countries, states, cultures bring to the table. It widens the audience, which consumes the output of the medium as well as making it more inclusive. A study conducted on the rapid popularity of BuzzFeed's 'Tasty' food videos initiative revealed that inter alia, it received the kind of attention it did because a central idea of their workspace is **inclusivity in terms of the demographics**, and where much heed is paid to representation.

2.2 Inclusivity for Differently Abled (See if required)

Particular sections of the population that have been unable to become active participants of a burgeoning economy will now have opportunities to explore through the digital medium too. For instance, **India has a population of 1.3 cr. Persons with disability (PWD), and out of this only around 30 lakh are engaged in an economically yielding employment**. Which goes on to say that 70% of the disabled population of the country does not have a means of procuring employment for their own selves. The World Bank Development Report, 2016 highlighted the lack of regulatory access and sufficient tools which have contributed to the lack of employment for the disabled and also stressed on how **digital technologies will contribute to bridging the socio-economic divide**.

2. <https://www.cnn.com/2017/07/27/why-buzzfeeds-tasty-food-videos-are-so-addictive.html>

3. <https://economictimes.indiatimes.com/jobs/india-inc-has-long-way-to-go-in-employing-disabled-people/articleshow/72449585.cms>



3. Bridging the Gender Divide (OR 2.3 Gender Inclusivity)

There is also an argument which states that digital platforms will lead to **creation of truly democratic workspaces**, with the online forum **bridging the gender gap** in a significant manner. According to a study conducted by Accenture, fluency in a digital platform will bring in better changes into the careers of women. This study also revealed that operating on a 'digital fluency model' would bring about more workplace gender equality. Operating on this premise, it is proposed that **the level of flexibility which a digital platform grants women** makes it easier for them to partake in economic opportunities. The medium has been liberating for women who perhaps took a sabbatical from the workforce owing to the stringent 9 to 5, with them now through digital platforms being able to manage time and productivity at their will.

It has also aided the employment for the people who are only willing to or able to work from their homes, or perhaps people who are willing to contribute but have been unable to do so due to chronic health related concerns. People who serve as primary care-givers now also have the choice to take up jobs on crowd-work platforms.

4. <http://pubdocs.worldbank.org/en/123481461249337484/WDR16-BP-Bridging-the-Disability-Di- vide-through-Digital-Technology-RAJA.pdf>

5. https://www.accenture.com/t00010101T000000__w__/ar-es/_acnmedia/PDF-9/Accenture-Get- ting-To-Equal.pdf

6. Page 7, Ibid.

Career advancement can still continue, and perhaps the most significant contribution of digital platforms has been the fact that now people can now even negotiate the hours and work per their convenience. The argument can also be made that sourcing jobs is also no longer a costly and time consuming exercise either, and one can do it from the privacy of their homes.

Holagraph enables women and other primary caregivers to re enter the workforce by providing job opportunities which are part-time, flexible and can be under taken from the comfort of their homes or near their homes. Thus, Holagraph empowers more people to work and contribute to the economy.



4. Making Jobs Accessible / Bringing Jobs to the Masses

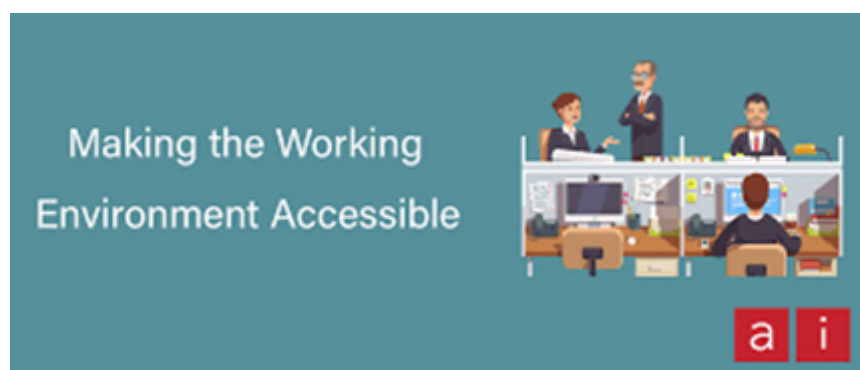
Workers having to relocate or migrate in search of suitable jobs can, to an extent, be minimized by the platforms too with one having another alternative to explore, should migrating not be within their means. Thus, the overall spectrum for people in terms of not just geographical coverage, but skill, willingness and ability has vastly broadened by the creation of more digital platforms.

Their **employment opportunities have diversified** owing to the digital medium. Most importantly, through the medium, they have been given the agency to choose the time and the quantum of work which they would want to contribute. The same study also revealed that more number of women are joining the workforce due to digital platforms, and their numbers indicated that more than 50% of the women who are currently not in the workforce would be interested in joining, should the timings and work be more flexible- a possibility fulfilled by the rise in digital platforms.

The groups were not able to join the economic workforce (or contribute as effectively) owing to several social setbacks, which perhaps could be travails of being unable to travel to work, or owing to personal preoccupations. Because **digital platforms minimize the social setbacks** to almost a negligible amount, groups like the disabled, several sections of women and even senior citizens are able to make a living out of their skills. It is also relevant that cultural biases, which routinely operate against some sections getting effective employment, fair wages etc. would be lesser at play on digital platforms.

Increased participation of women in the workforce through a digital medium is a central idea behind the development of a lot of policy initiatives by governments across the world, which stress on digital fluency for women to create more jobs. For instance, South Africa's initiative called 'Women's Net' provides skill training to be more adept on digital platforms.

More companies are benefitting from crowd-task platforms too, as a lot more candidates are now vying for the same positions- thus requiring the level of skill to go up. The work is being delegated to the person most suitable for it, without the hindrance of lack of access. Companies which operate on digital platforms are also saved the external costs related to renting office spaces, electricity etc.



5. Increased Financial Stability through Revenue Diversification

A 2017 survey by the ILO also brought to the fore that more people were now reinforcing sound financial decisions like attempting to **diversify their income with the help of digital platforms**. The survey revealed that 30% workers who already had paid jobs were, along with these, taking on work through digital platforms to complement the pay they were already receiving. This would mean **a higher overall income for the individual through different sources**, making for a more secure financial foundation for them. Thus, while there may be some drawbacks to it, largely the digital platforms are **empowering a large number of people** through their flexible, all-access manner of functioning.

In fact, because of India having the youngest population in the world currently and much of the western and European world ageing rapidly, there is also a need for more contribution to the workforce. Bridging the gap of connectivity, India can through the digital network very well cater to this requirement of a diverse workforce, which includes women, new entrants to a job market, senior citizens, and disabled persons.



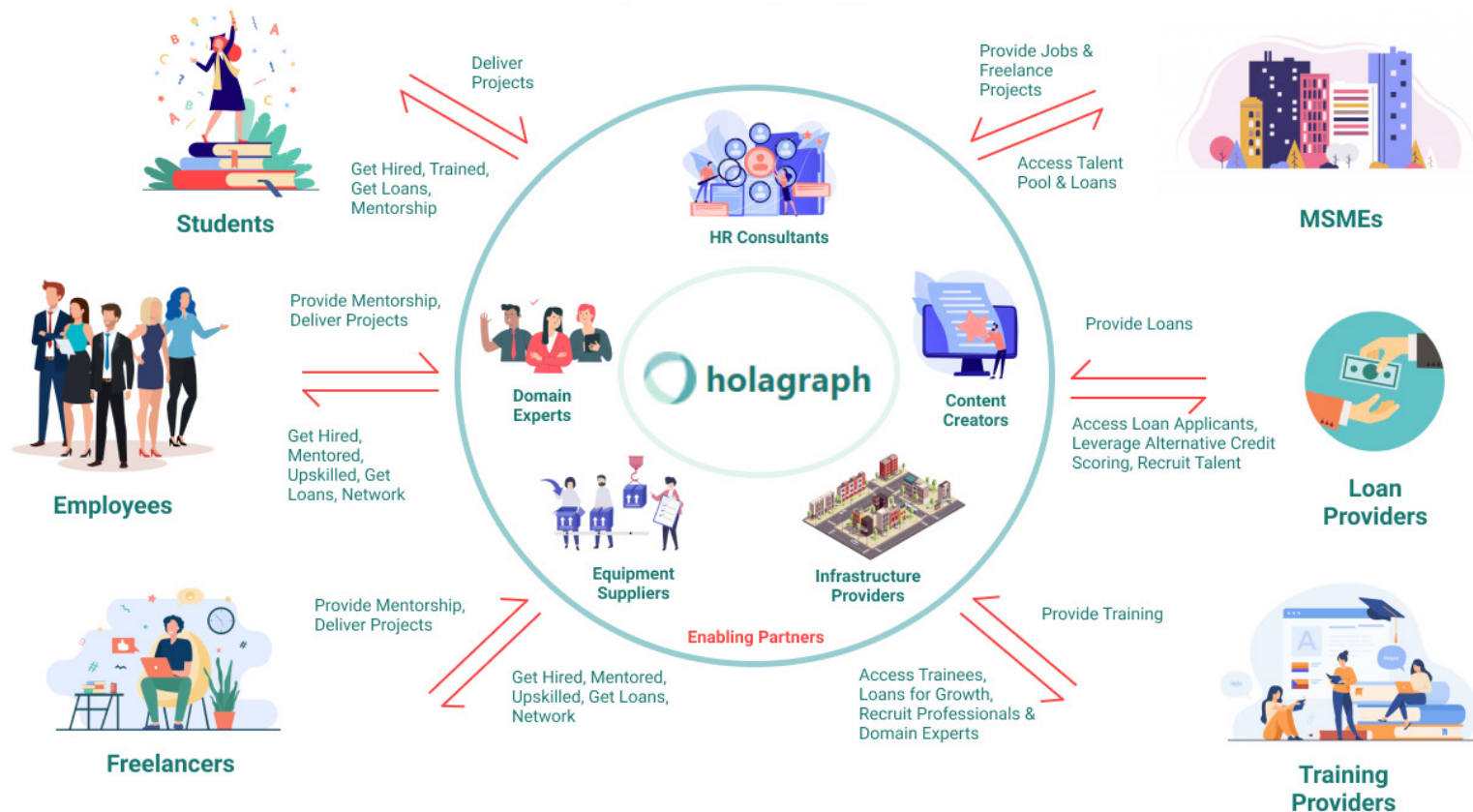
6. Digitizing Education: Upskill and Grow

A [Brookings paper](#) highlighted how a digital labour platform would also alter the way in which we look at standardized education. With some of these platforms not only providing jobs, **they also give out the requisite technical training programs** and skills you would need to succeed in the field. These certificate courses, degrees and programs go a long way in preparing one for the online job market, more than standardized education. A plus point being that the former will almost always even cost you lesser than elaborate graduate programs.

Holagraph aims at upskilling the local population by enabling training loans (about USD 100-3000) through alternate credit scoring. An individual can also seek training on a particular topic by interacting and collaborating with a more skilled individual on the platform for a nominal fee. These methods will enable individuals to upskill and take up job opportunities which will enable financial independence.

Lastly, **a wide range of skills can be monetized** on such platforms (On Holagraph). The work profiles required span from Tier-2 workers requiring lower skill to the more white-collar jobs, thus providing an environment for a larger number of people to employ their skills into the job markets.





holagraph enables local economic development by matching or growing the right talent to fit in the right roles through a 360 degree approach.

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