



New Avenues of Employability

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Abstract – The paper explores the new employability avenues during the COVID-19 pandemic, workplace, and employability chances. Teleworking became a trend all over the world to open new doors and windows for employees as well as employers. Today, new major jobs are created post-lockdown, digital or e-economy has got a major boost, creating more jobs for technology professionals. In this paper, we would like to highlight flexible in work platforms like E-commerce, medical health sectors jobs, digital marketing jobs, Content & literature marketing jobs, Blogging jobs, Influencer marketing, Search engine marketing jobs, Website designing jobs, Social media marketing jobs, Mobile marketing, Email marketing, virtual learning in education sector jobs, lobbying jobs, etc. employment are now in high demand. There are many opportunities and needs as per future perspectives for students and experienced professionals. Still, nowadays, cyber security will play an important role as there is high usage of digital tools, which needs privacy protection requirements.

I. INTRODUCTION

Crisissituations take away millions of jobs, but new ones get created soon. The impact of the coronavirus pandemicresulted in a continuing surge in demand for staff in the IT and tech sectors in the world. Increasing demand for tech skills could be seen amid lockdown. The COVID-19 outbreak rapidly changed the workplace. Taking case of America, as the race to containmentcontinued, millions of Americans moved their work spaces to their homes as states asked employers to offer flexible work arrangements, such as teleworking, and develop plans to ensure continuity in the government. Hence, teleworking became trend all over the world during the lockdown period and will likely continue long after the pandemic.

According to data from a private research agency, lockdown to curb the spread of coronavirus had 122 million Indians lose their jobs in April 2020 alone. But crisis doesn't hit the economy evenly. Some people lose their jobs, but other peopleworkextended hours. Essential services will continue, even in a crisis situation. With COVID-19, healthcare and wellness sector hasgot a tremendous boost and created more jobs. On the other hand, sectors like information and communication technology, e-commerce or online retail, logistics and transportation, where remote working is feasible or the need for manpower has gone up considerably, are doingwell. New jobs of different kinds are created post-lockdown,digital economy has got a major boost and hascreated more jobs for technology professionals. A major change that started happening is 'localization'.

Value of work that has previously been undervalued, currently has the most valued members of the workforce supporting our physical needs: healthcare workers, stocking supermarket shelves, delivering food and other necessities. Many of these workers have previously been undervalued in terms of pay and working conditions they have enjoyed, many of who are classified as self-employed and who therefore don't enjoy the protection of minimum terms & conditions for employment are now in high demand.

II. EMPLOYABILITY AVENUES

To get employed, being flexible in work is much needed. Here are a few jobs in high demand where one can start job search:

A. E-commerce

Retailers and e-commerce firms are hiring more, expanding home delivery for business after lockdown. Amazon India opened up 50,000 'seasonal' jobs for the post-lockdown surge in e-commerce demand in May 2020. Consumer electronic retailers too created e-commerce portals as there is high demand and with this, job options are large in number. It will keep as many people as possible working during the pandemic while providing a safe work environment for them.

B. Medical & healthcare

Clinics and hospitals undergo extra stress these days, and they might hire support staff. Telemedicine is also a growing industry that could use remote and contract administrative work during this time. There might be need for the call attendants or work related to paperwork.

As the country begins to recover from the pandemic, these healthcare jobs will be in demand:

- Physical Assistants
- Nurse midwives
- Fitness Trainers
- Paramedics
- Yoga instructors
- Physicians

Fabulous opportunity for India to build healthcare infrastructure. Not only we expand, but more importantly, we build the capabilities of healthcare.

Personal training services are likely to be in demand as people are more concerned towards their health, they can create more job opportunities because of the people's understanding for the need of good immunity.

C. Digital Marketing

As the internet became a part of our daily lives, digital marketing has proved to be imperative for brands. Considering 4.5 Billion internet subscribers globally, more & more businesses now focus on digital marketing. People are spending more time online now. Digital marketing is an online platform where one can advertise their products online on the internet or through any other digital

medium. There is a certain number of ways by which one can earn money through digital marketing such as:

- Content marketing
- Blogging
- Influencer marketing
- Search engine marketing
- Website designing
- Social media marketing
- Affiliate marketing
- Mobile marketing
- Email marketing

Freelancing is the great opportunity to earn , working from home that weighs the resume when applied for a job.

D. Virtual- learning

Recognising theunprecedented times calling for extraordinary steps, schools and colleges embraced digitallearning to ensure the academic calendar and the learning requirements of students are not compromised. Corporate sector also has on a very large scale adopted work from home approach with the help of a variety of digital tools.

Virtual personal training services are likely to be in demand because they can create a one-on-one dynamic that more closely resembles the experience of working face-to-face with a personal trainer than going to the gym.So job opportunities are there too: Go online to tutor, provide digital or admin support, develop improvised version of digital tools, etc.

E. Security

Hospitals, government organizations and supermarkets might be increasing security personnel at their organizations to prepare for any type of panic or outbreak. Healthcare sectors are investing for additional manpower to ensure 100% preparedness for safety in the hospitals and eventual treatment of patients. There are many opportunitiesand nowadays cyber securityis the important role to play as there is high usage of digital tools which needs privacy protection.

F. Media

When people are sitting at home the one thing that they all want to consume is media. There is a lot of good that the media does. Today, whenever the world is uncertain, the one thing that we gravitate towards is media. We want to know because we want information.

Maybe a local media station needs administrative help to keep up with increasing news coverage.

G. Lobbyists

The pandemic also has generated lobbying jobs that might seem obscure to anyone but not for the client. For Companies, interest groups and entire industries are seeking help from lobbyists

as they navigate a chaotic environment to secure a large amount of revenue, to promote products. Some companies hired lobbyists as they seek to use the pandemic to justify regulatory changes or understand how the outbreak affects their bottom lines. Coronavirus pandemic has been a boon for lobbyists' business.

H. Cleaning services

Businesses that were still up and running, needed to make sure they're complying with cleaning regulations. Local cleaning companies might have experienced a surge in demand, so there's a chance to see if anyone is hiring. Hence, the jobs we just talked about will need to fill extra roles temporarily & will help in fulfilling the employment demands.

What are the Job opportunities for new graduates?

Employability is not only associated with employment processes but also related to academic publication of graduate students and provide insights into the potential benefits of enhancing employability to both students and universities.

The spread of the novel coronavirus impacted or interrupted how graduates were waiting to hear back from employers about their applications. Some graduates had been in searching for jobs. Many of these graduates were not sure whether these confirmed opportunities are at risk, or whether potential opportunities may be canceled by employers. Few of the above mentioned jobs are really good for graduates such as Web designing, Graphic designing, e-learning, blogger, etc. Also there are few employability skills associated with graduate students, these are:

- Computer literacy
- Foreign language learning & many more.

While it may be difficult, there are measures one can take to navigate such situation to the best of his ability.

III. CONCLUSIONS

In less time, remote and digital working will become the new norm. Technology will improve significantly to provide not only remote working with great experience but also remote schooling. Even in such a crisis there are many fields to work in, if flexibility of work is known.

Hence, the purpose of this research is to understand the curve of employability during and after the pandemic, thus putting up idea of avenues available. We must aim to build back better so that our future is safe, economically independent & sustainable.

IV. REFERENCES

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