



**Win Vinaya Foundation**

*Enabling an Inclusive Society*

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# Best Practices in Recruiting Deaf Candidates

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# Why should companies recruit Deaf?



- **Mass Recruitment** to increase D&I quotient of corporates is possible, since there are dedicated deaf colleges.
- **Reduce onboarding effort & time** - Corporates can engage with deaf colleges to prepare students as their skill requirement, when they are still in college. Besides, they do not require any assistive technology.
- **Readily available Training Courses** - Corporates can use WinVinaya Academy which already has courses in Full Stack S/W Development, Core Banking, English etc... in ISL and English Medium for their PWD training needs. For new courses, they can collaborate with WinVinaya to create those courses and launch them. With these training, the candidates are able to work like any other regular employee.
- **Easy and Fast Reach** - Deaf community network is very tight and strong in India. This helps companies in reaching out to more deaf candidates.
- **Consider Deaf as Potential Customers** - Having deaf employees will enable companies to create products, services for deaf customers, increase revenue and profits.

# Why might companies hesitate to recruit deaf candidates?



## A. Employer / Team don't know sign language.

- While this is a common scenario, it takes only about 10 to 15 hours to know basics of Indian Sign Language (ISL). So, in less than a month the basics of ISL can be learnt.
- Companies can recruit sign language interpreters either as employees or consultants to - improve the knowledge of ISL among their employees and also in integrating the deaf candidates into workplace.

## B. Deaf Candidate's English communication is poor.

- ISL is a language by itself and uses a grammar different from English and hence this happens. Also, many PWDs come from rural background without much proficiency in English. However, if corporates give one year timeframe, deaf employees can significantly improve their English communication in the workplace, by learning from their colleagues as well.



# What job roles can deaf do?

## Visual Learners

Social media marketing

Photoshop

Animations

Website creations

## Experiential Learners

Software Development

Software test automation

Data Visualization  
(ex: Power BI)

## Focused performers

Data Collection

Data Analysis

Data Reporting

Finance Support role

Sales & Marketing Support role

## Influencers

Attract customers who are deaf

Train / Guide other deaf in your organization



# How to communicate with Deaf?

Start with the smile - it is a universal language to show that you are open for the conversation.

## **1. Use simple English;**

For example: Instead of writing an email saying “Tomorrow, we have meeting at 10:00am to brainstorm ideas for our new project in automation testing. Please come prepared” try saying “Meeting Tomorrow @ 10:00am; About - Automation Testing; Research and come”

**2. They are visual learners, using images or flowcharts to explain the workflow will help them to understand it better.**

**3. To begin with, use body language or simple gestures to communicate with them. For more effective communication, learn the basics of sign language.**

# Multiple Models to Collaborate with WinVinaya



## A. Direct Hire with WinVinaya support model

Companies can work with WinVinaya to tailor the selection process for deaf candidates.

- Avoid comprehension / essay type questions for deaf candidates
- Interview them on a job relevant questions with the help of interpreters
- Any skill gap can be filled in by training them on the job.
- WinVinaya provides job coaches who can work with the company to integrate the PwD candidates into workforce.

## B. Train and Hire model

- Company can provide customized requirement to WinVinaya to train PwDs. WinVinaya will use courses available in WinVinaya Academy. For new courses, companies can co-create training materials with WinVinaya and Train the WinVinaya Trainers for Effective Learning Outcome.
- WinVinaya Academy - Digital learning platform has courses in ISL medium for English, IT-full stack development (Java, MySQL, HTML5, CSS3, JS) and BFSI sector (Core banking (KYC, AML), MS Excel, MS word)

# Collaborate with WinVinaya



## **C. Outsource to increase D&I Quotient**

- Companies who want to be inclusive but not ready with the right infrastructure/ resources at this moment can outsource the projects to WinVinaya Infosystems (Private company) to increase their supplier diversity quotient.
- WinVinaya Infosystems can provide IT/ Finance related services for a fee which can be executed by an inclusive team. This will help PWDs to get a decent income and also get work experience, which could help them in their career growth by joining bigger MNCs after few years.

## **D. Volunteer Engagement Model**

- Companies can help WinVinaya Foundation with various volunteering activities like mentoring the candidates, doing mock interviews, conducting inclusive events, supporting in course creation, training and much more.

# Value Added Services From WinVinaya



1. Disability Awareness Orientation program along with Demos
2. Indian Sign Language Orientation course - 10 hrs. Intense Experiential Learning
3. Outsource projects like;
  - Accessibility Testing,
  - Software Testing,
  - Test Automation,
  - Data Visualization,
  - Office Automation,
  - Accounting Automation to WinVinaya which will be executed by an inclusive team.
4. Sign Language Interpreter to support Training, Meeting, Events
5. Post placement support and mentoring for PWD candidates and team members





# Next Steps

## 1. Discuss with WinVinaya

- To identify right Job Roles for right disability
- To conduct Disability Sensitization Workshop for leadership, teams
- Share Demand Forecast for recruiting PWDs
- Share Job Description, Selection Process

## 2. Help Us Improve

- Suggest new courses useful to your company
- Suggest enhancements to course curriculum
- Share your training curriculum
- Volunteer to improve our training, placement

## 3. Connect us

- With your friends, contacts in other companies
- With other NGOs in your area
- With Inclusive Colleges
- With Volunteers in your company who want to Train, do Mock Interviews

**Together, we can enable Persons with Disabilities earn a decent income and lead a life with dignity**

# Further Reading



| Resources   | URL   |
|---|---|
| Learn Basics of Sign Language in 12 days (Free Self-learning materials)   | <a href="https://winvinayafoundation.org/learn-sign-language/">https://winvinayafoundation.org/learn-sign-language/</a> |
| Watch the Success Stories of our candidates across disabilities   | <a href="https://winvinayafoundation.org/success-stories/">https://winvinayafoundation.org/success-stories/</a>         |
| Check our Interactive, Realtime Performance Report in Power BI, to understand our candidate's education, trainings that we did, Companies and Job Roles we placed | <a href="https://winvinayafoundation.org/performance-reports/">https://winvinayafoundation.org/performance-reports/</a> |
| Blog about Shiva's learning in recruiting people  | <a href="https://tinyurl.com/Shiva-Learning-In-Recruiting">https://tinyurl.com/Shiva-Learning-In-Recruiting</a>         |
| Best practices for training PWDs  | <a href="https://tinyurl.com/Best-Practices-Training-PwDs">https://tinyurl.com/Best-Practices-Training-PwDs</a>         |
| Best practices for hiring PWDs  | <a href="https://tinyurl.com/Best-Practices-Hiring-PwDs">https://tinyurl.com/Best-Practices-Hiring-PwDs</a>             |
| Our website   | <a href="https://winvinayafoundation.org/">https://winvinayafoundation.org/</a>   |



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