

## **SUSTAINABILITY OF EMPLOYMENT NAVIGATING THROUGH DIGITAL ERA**

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### **ABSTRACT**

This paper delves in indigenous studies as to how human mankind has overcome the challenges encountered in his way to sustain an employment in the present corporate world during the pre and post pandemic era with invention of Artificial intelligence and tremendous advancement in digital technologies. It also navigates and embarks the journey of the employee in various government and private sector compelling one to learn and get acquainted with various digital platforms easily available on the social such as Zoom cloud, Skype to confront and cater the needs of the day to day operations involved in corporate office and multinationals companies, hospitals including the academics arena. To opt for online consultations, online teaching, online learning being the present need of the hour especially during the pandemic era when the whole world was in the clutches of the Covid-19 Virus, by its mere attack as a result of outburst in laboratory which was a result of many scientists working on it for years together that took away tolls of lives all over the world left with no explication. It was quiet evident that countries were on the way to prove their supremacy on one another by choosing an option of bio-war in absence of having enough potential to fight with the arms and ammunition. Apart from this, though it is well known fact that everyone is in the rat race to put one down and stab to go ahead with dirty affairs of state prevailing in every sector of employment one looks forward to earn a livelihood It also depicts the trials and tribulations an employee has to undergo to run a family in this disastrous situation wherein there is frequent changes in the government, recession unfolded followed by natural calamities that is beyond the control of humanity. It also highlights the exploitation of an employee in every field by assigning various tasks apart from the roles and responsibilities entitled while appointed, denying which may lead to the termination of employment with no prior intimation.

This paper also highlights the mental trauma and agony and job insecurity revolving around 24/7 to sustain an employment filled with hurdles and challenges coming in way and the necessity of an individual to do multitasking in his or her employment since no one is indispensable. Although we understand that our metro cities are developing and growing every day with the induction of multinational companies coming up with their establishments to contribute to the national economy of the country accompanied by threat of sustaining a job in the present scenario. This papers highlights and I strongly believe that there is an

immense need for an individual to acquire professional and technical skills on the digital platform to sustain and engaging the employment in the digital era. The study further continues giving up a scope to the future researches to work on it in the mere future.

**Keywords:** Sustainability, Indigenous, Embark, Compelling, Explication & Scenario.

### **Introduction:**

The term “Nachhaltigkeit” was coined by German scientist Hanns Carl von Carlowitz in the year 1713 now translated as "sustainable" in his book “Sylvicultura oeconomica” meaning The Future of Nature. He is considered to be the father of sustainable yield forestry, the then Royal Mining Officer in the Kingdom of Saxony. Germany was running short of timber due to heavy deforestation of mining. The fear of scarcity of timber and the risk associated with it occupied their minds that had their root left in ancient times felt the need as to how to regulate and control the aforesaid resources found in most human societies wherein Europe was on its way of colonizing many countries and was among the most advanced countries flourishing in various spheres of industry and science and technology coming up with new innovations adding employment to the people of Europe and enhancing its living standards in the modern era during the end of 18th century. He approached forestry from the fears of a shortage of wood needed for the mining industry. The emergence of “sustainability” a steady state, an equilibrium of keeping supply in step with ambition stood as challenge in close relation to an expectation and desire for further social and economic development of Germany avoiding “timber famine” and sustain ecology in the late nineteenth and early twentieth century.

The idea of sustaining employment in digital era to achieve appropriate success is beautifully quoted in the lines below by Bill Gates: “Digital Public Infrastructure is a key enabler for achieving the Sustainable Development Goals and ensuring that no one is left behind in the digital age.”

### **Literature Review:**

Employment on digital platform: The digital era has provided sustainability and engagement of employment by providing freelancing gig jobs like work from home using internet, earning money through social media platforms like YouTube channel, investing money on shares in apps developed in mobile itself adding a source of second income.

Challenges in line with opportunities: This includes the challenges posed by AI and digital transformation in the present digital era to sustain one’s employment by acquiring the necessary skills and knocking the door of opportunities to engage skills and cognitive abilities on an individual to earn money on the digital platform.

### **Results & Discussions:**

Digital Era: Digital era is the combination of application of the technology and the methodology to the humanities disciplines like Literature, Sociology, Psychology and of course Statistics resulting in the output that is more accurate and precise in its form and gaining proficiency in creativity, adaptability and teamwork. The invention of computers Research scholars uses this technology in researching and analysis of data to accomplish their areas of research and methodology. The two way approach on one hand would be higher usage of digital resources and on the other hand human analysis application on digital resources in terms of sustainability. India

being on the rim of a transformation that could possibly effect its economic and social future with the blend of existing AI and digital platforms available in this modern era.

Well the idea of writing a research paper on the above topic itself is an evidence as to how the author was enlightened regarding the upcoming conference being organized and conducted through the social platform.

It encapsulates the transformative shift occurring in our understanding of humanity, primarily fueled by the integration of technology. Sustainability of employment represents a paradigm shift, challenging traditional human boundaries, and digital humanities provide the tools to analyze and interpret this shift, urging us to explore responsibly and shape a future that maximizes the potential of human and technological collaboration. The metamorphosis has begun, and it is unveiled through the lens of digital humanities, illuminating the path of upcoming future generations.

It delves into the transformative shift brought about by AI in line with empowerment and employment envisioning a future beyond conventional human limitations captivating its economic and social status. Emphasizing the convergence of AI and digital humanities in sustainability of employment explores as to how technological advancements are shaping the future India in every sector, either be medical, education, controlling economy by the invention of digital public infrastructure systems like Aadhaar and the Unified Payments Interface of UPI giving access to each and everyone right from the white collar jobs holder to the downtrodden labor class portraying the profound metamorphosis occurring in our understanding of humanity and society as we navigate through the digital age.

AI and digital era anticipates improved cognitive abilities enabling the individual to have wide access to vast knowledge databases, enhance problem-solving skills, or achieve superhuman intelligence levels. AI has also upgraded the medical sector for early detection of deadly disease like cancer and its stages especially in most prominent and famous hospitals like Tata Institute in Mumbai potentially leading to significantly extended healthier lives.

Further would like to share that then life expectancy is also enhanced by then invention of medical devices like Pacemaker by AI enhancing the electromagnetic waves providing heart that is sinking to beat extra to sustain a human life and increasing life span of an individual for 10 to 15 years Another example would be to provide a robotic hands and limbs that are connected to the nerves by surgery, which serves like natural hands and limbs.

### **Threats of Digital Era:**

AI has contributed to the invention of robots serving as human beings that have taken away employment of many individuals serving in restaurants and malls.

The invention of Accounting packages like Tally, etc have also contributed to the cost cutting in terms of employment maintaining huge company accounts in a systematic way and easy to access as and when required taking away employments of hardworking and dedicated accountants without the knowledge of Computers.

AI has also been a threat in Educational arena by providing facilities like online teaching, digital boards in teaching leaving the manual teachers behind with a trauma as to how sustain their teaching employment well established and proven during Covid pandemic worsening the economic and social status falling down take up odd jobs as laborers in fields.

On the other hand Doctors had to go on digital platform to hold their patients by providing online consultations to sustain their credibility in market.

The convergence of AI with digital humanities like one can send signals to other part of the world just by mere using of the device present in our hands that is mobiles, sharing our location, ideas and thoughts and attending conference calls like Skype video wherein interviews are conducted across the world that was even unimaginable 20 years ago.

The use of artificial intelligence leads to precision, speed and intelligence. Stating the views of great philosopher David piers the expression of brain chemistry passing on genes from one to another generation that falls under the branch genetic engineering that uses technology and laboratory to either deleting a region of the said DNA of an organism or adding new segment of DNA to an organism.

## Findings

The pandemic outburst has led the scientists and innovators to invent various digital platforms in social media like Google Meet, Snap chat, Instagram, Twitter, Video conference Calling held in Skype with limited usage on the other hand being communication held on Gmail's, Whatsap, Facebook, You tube live demonstration with the amalgamation of Artificial Intelligence that has helped each in everyone even in doing research on a particular topic pursuing higher studies. People desire to sustain their job by learning AI, Advance Accounting package like Tally, Advance Excel and web designing so that they are well versed in carrying out their day to day operations in an office environment.

Especially old age people who have never been exposed to Social media are getting acquainted with the digital platform and their new innovations to overcome the barriers in spheres like accounting, documentation, presentations and advance technologies like Google Meet, Video call conference and Skype that enables to conduct interviews etc across the world. Nowadays people are enrolling themselves in job oriented digital platforms like Python, web-designing, Java, oracle and SAP, C++ and working from home and earning their bread and butter with much ease spending enough time with their near and dear ones.

The banking sector has also gone one step ahead by doing the Software installation having a certain program that are easy to access in comparison to the manual operations by Accountants. Payments have also taken new shape and fallen on the digital platform like Google Pay, Phone pay, IMPS, NEFT, while in olden day people use to deposit hard cash and withdraw cash in hand.

A personal detailed research study was conducted by the author online to go ahead with the study as to how sustainability of employment is very difficult in the digital era framing up the following ideas and conclusions stated below:

## Conclusion

“Sustainability of Employment navigating through digital era” is the topic of discussions that still awaits the scope of study to in the mere future as to how organizations and employers have to reassess their engagement and employment strategies in view of acquiring professional and technical skills easily accessible and available on the digital platform to sustain their employment in digital era having flexibility of working hours and balancing their professional and personal life. It also provides an opportunity of inculcating the habit of continuous never ending learning process to enhance their cognitive abilities to perform effectively on Virtual Engagement of their employment, overcoming the trauma of losing their employment that isn't secured in the modern age building up a new nation with prosperity proving its supremacy across the globe.

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