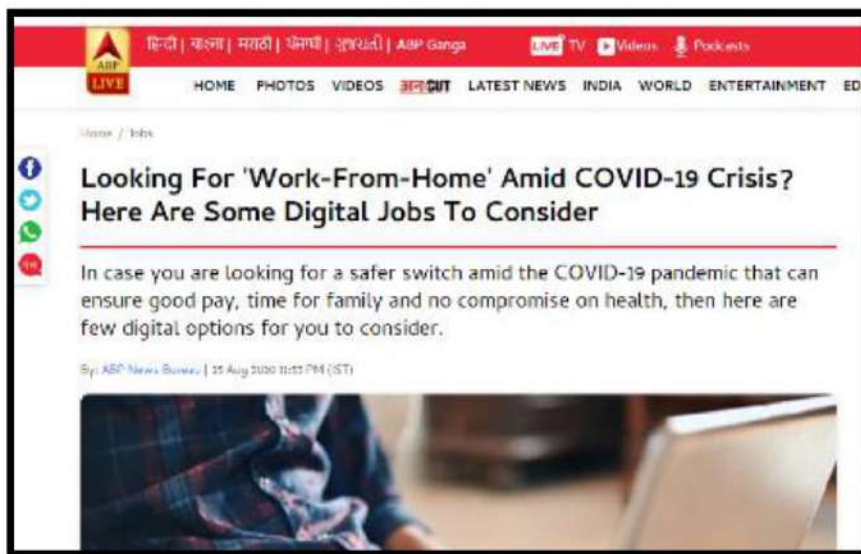


Media Coverage

Publication	Date	Edition	Link	Headline
Abp Live	25 Aug 2020	Online	https://news.abplive.com/education/jobs/looking-for-work-from-home-amid-covid-19-here-are-some-digital-jobs-to-consider-1321439	Looking For 'Work-From-Home' Amid COVID-19 Crisis? Here Are Some Digital Jobs To Consider



With over 60,000 fresh COVID-19 cases on daily bases, India continues to reel under the Coronavirus pandemic. Amid the worsening situation, the work-life balance is bound to get hit drastically, forcing hundred and thousands of people battle financial crisis. ALSO READ | Salary Cuts & Layoffs! Survey Shows Coronavirus Lockdown Severely Impact Work-Life Balance Of People

In fact, a recent survey conducted by human resource solutions provider Genius Consultants revealed that since the outbreak of Coronavirus, many people have either lost their jobs or faced massive pay cut. Some respondents even raised concerns over hectic work schedule does not allow them to spend adequate time with friends and family.

The findings also highlighted the plight of people who shared lack of opportunities, relocation and salary cut as other challenges in the Coronavirus-induced lockdown.

While several sectors suffered huge losses, the digital jobs that can be dealt from home have certainly seen a boom. the 'work-from-home' has not only helped in containing the spread of novel Coronavirus, but also opened up the option of new careers.

In case you are looking for a safer switch amid the COVID-19 pandemic that can ensure good pay, time for family and no compromise on health, then here are few digital options for you to consider:

Social Media Marketing Consultant: With the growth and boom in social media users in India and increase in online shopping, social media marketing consultants are always in

demand. All the bigwigs including Amul, Zomato, Netflix require consultants to manage their social media platforms which can invite more attention of the potential customers online networking.

Instagram Marketing: We are in the era of short attention spans and lately many business have opted out this latest strategy to engage their potential audience. Drafting an Instagram marketing strategy for the business is one of the latest demands as the youth is found to be hitched with the platform quite often throughout the day, serving as customer to many businesses. It is a platform with a large number of influencers and a massive amount of followers. And with the right plan, one can become an influential brand.

ALSO READ | Corona Vaccine Sputnik V: Russia Reaches Out To India For Collaboration On Vaccine, To Share Data As Well, Claim Sources

Graphic Designer: A graphic designer is a professional within the graphic design and graphic arts industry who assembles together images, typography, or motion graphics to create a piece of design. The profession can cough up bucks to you pocket just at home if you have a sense of aesthetics and some basic skills of using digital designing tools.

Blogger/ Proofreader/ Transcriber: Another easy profession to pick during the pandemic can be of bloggers who are always in good demand. Along with this, one can also consider proofreading, content writing for publications or transcribing. All it requires is an internet and command over language.

Meanwhile, India on Tuesday witnessed another massive surge in its Covid-19 cases with over 60,000 cases reported in a day and over 800 fatalities, pushing the overall tally to over 31.67 lakh. As per the Union Ministry of Family & Welfare, India's Covid-19 case tally crosses 31 lakh mark with 60,975 fresh cases and 848 deaths in the last 24 hours.