



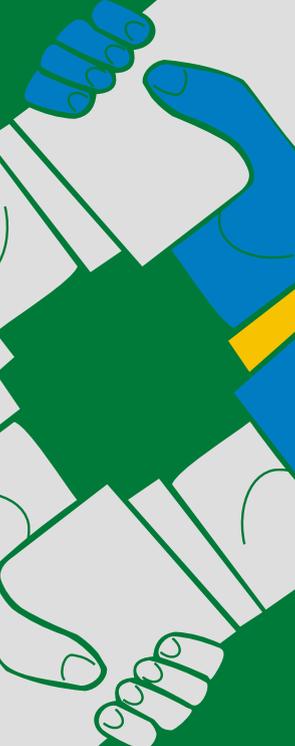
**THE ELEVENTH NCPEDP-SHELL
HELEN KELLER AWARDS**



**National Centre for Promotion of
Employment for Disabled People**
A-77, South Extension Part II, New Delhi - 110 049
Tel.: (011) 26265647, 26265648. Fax: (011) 26265649
E-mail: secretariat@ncpedp.org
Websites: www.ncpedp.org and www.dnis.org



Shell



*No pessimist ever
discovered the secret of the
stars, or sailed to an
uncharted land, or opened a
new doorway for the human
spirit.*

- Helen Keller

INTRODUCTION



Javed Abidi

Honorary Director,
NCPEDP
2nd December, 2009



In my 17 years of being what people call a 'disabled activist', one thing I have never known to have faced is a loss for words. But like they say, there's always a first time. The other day, a friend asked me "Aren't you tired of doing what you do?" I was taken aback, perhaps a bit annoyed. After all, even I take myself so much for granted!

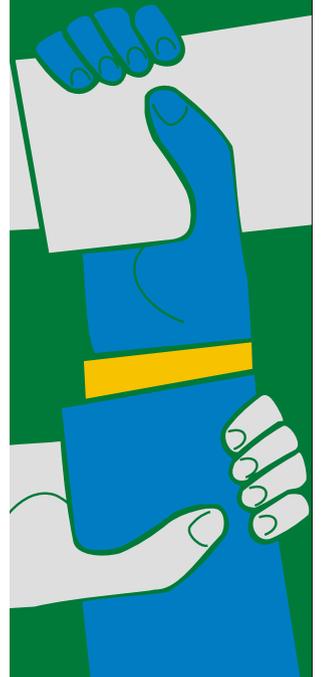
I smiled and kept quiet, but as the evening wore on, the question had gripped me. It kept coming back at me. "Am I tired?" I asked myself. Not sure if I wanted a confrontation with my own self, I tried to put the question away. By nightfall, it was haunting me!

Left with no choice, I began to reflect. 17 years of by and large the same work. Advocacy, bordering on activism. Education, Employment and Access. Press Conferences, Rallies, even *Dharnas*. An eternal optimist and yet, a certified 'confrontationist'. The *enfant terrible* of the Indian disability sector, constantly in someone's crosshair, good at turning friends into foes, and yet not bad at 'converting' opponents into allies!

Same work. Same accusations. Even, the same gossip! Am I not tired?

The truth is that I am tired. Very tired. Who wouldn't be? Repeatedly reminding India of our existence, that we are at least 70 million, that disabled Indians have rights too, that damn it we are as much citizens of this Nation as the other non-disabled are!

But then, there is another truth! And that truth (the inner voice) says this: "I am tired, but I have to go on..."





MESSAGE



Vikram Singh Mehta
Chairman
Shell Group of
Companies

Shell has supported the Helen Keller Awards under the aegis of NCPEDP for a decade. And every year it has been a hugely humbling process to note the enormous energy of the human mind in battling adversity.

Given the global Shell espousal of Diversity and Inclusion as a cause, I am reminded daily that many of us fight two battles: one, to deliver what is expected of us and two, to deliver despite what is expected of us.

Physical adversity is difficult enough but when it comes to a neural challenge is when I stand in awe at the determination of some of us to conquer and win. To me these are the real heroes of our times.

It is therefore worth noting that NCPEDP has registered a challenge in this award process itself of increasing numbers of individuals and companies being nominated for the Awards. I would like to believe this only because NCPEDP is attracting nominations to highlight good work and not just because a few more are doing a lot more.

The NCPEDP-Shell Helen Keller Awards 2009 yet again strengthen my faith in humankind and I take great pleasure in felicitating the winners of this year.

MESSAGE



Dr. V. Krishnamurthy
Chairman
NCPEDP



We are very proud to present the 11th NCPEDP-Shell Helen Keller Awards. As the years pass by, these awards have gained great credibility. We at NCPEDP are amazed every year at the remarkable contributions of people and corporates towards promoting equal opportunities for people with disabilities. These awards help us to identify and honour scores of individuals and organisations who are the role-models in the cause of employing disabled people.

This year too, we have an interesting list of Awardees. A few of the corporates who have been awarded will be receiving this honour for the second or third time. This just goes on to show that their long standing commitment towards the cause is getting stronger and stronger. We hope to see the good work of all the Awardees continue in the future as well.

We admire and recognize the selfless and commendable work being done by so many across the country which deserves recognition.

The NCPEDP-Shell Helen Keller Awards are the definitive benchmark in honouring people and organisations who have contributed significantly to the cause of promoting empowerment, employment, and in providing equal opportunity for disabled persons.

I would like to extend my very sincere congratulations to all the award winners.



AWARDS



**The Eleventh
NCPEDP-Shell
Helen Keller
Awards**

The story of the NCPEDP-Shell Helen Keller Awards started way back in 1999, making this the eleventh year that the Awards will be presented. Over the years, these Awards have come to be recognised as the most prestigious Indian benchmark for honouring people and organisations who have worked towards a barrier-free, non-discriminatory and inclusive India.

Though, over the last so many years, many individuals and organisations have been honoured, two factors have remained constant. One, the highly encouraging fact of the increasing numbers of nominations that we receive each year; and two, the truly diverse nature of work being done by the awardees (and indeed, all the nominees) in their respective fields. Both these factors prove that India is well on the way of recognising that disability is an issue that needs to be addressed. However, like always, we would hasten to put in a word of caution. The fight for equal rights, access and opportunity for people with disabilities will be an ongoing one. There is still much more that needs to be done.

In the meantime, please join us in felicitating the 12 awardees of 2009, as we share their inspiring and motivating journeys. Heartiest congratulations to them for overcoming myriad difficulties on their way to making our country and its institutions and workplaces more accommodating and inclusive!

SELECTION COMMITTEE



Dr. V. Krishnamurthy



Som Mittal



Preeti Mehra



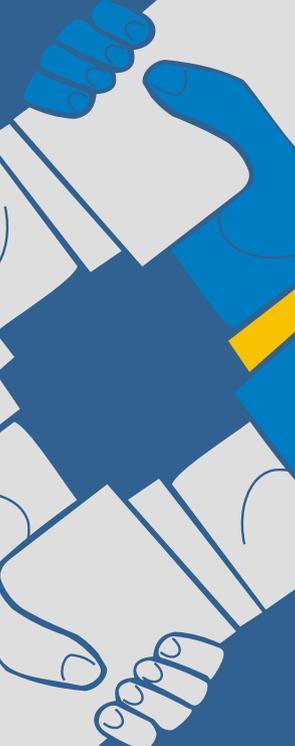
Deepak Mukarji

Dr. **V. Krishnamurthy** is currently the Chairman, National Manufacturing Competitiveness Council, besides being a Member in various Government of India committees. Previously, he held very senior positions in the government. Dr. Krishnamurthy has been honoured with the Padma Shri, the Padma Bhushan and the Padma Vibhushan by the Hon'ble President of India. Recently, at an Investiture Ceremony in Tokyo, he was honoured with the highest award given to a foreigner by the Emperor of Japan.

Som Mittal is President of NASSCOM, the premier IT and BPO trade body. He has rich experience of over 30 years in corporate India, including heading the services business for Hewlett Packard in Asia Pacific and Japan. Having been part of the Chief Minister's IT Task Force in Karnataka, he has played an active role in the formulation and implementation of Karnataka's IT policy. He has also been on the CII National Council for several years.

A Deputy Editor with the Hindu BusinessLine in New Delhi, **Preeti Mehra** has almost three decades of experience in journalism. She has been writing on corporate and socio-economic issues. She has also written extensively on disability issues, a topic very close to her heart. Along with a deep understanding of the disability movement, she has thorough knowledge of corporate governance programmes of companies.

Head of Corporate Affairs, Shell Group of Companies in India, **Deepak Mukarji** has over two and a half decades of experience in management and communication. In addition to being an accomplished actor with over 350 stage performances to his credit, he is also a published writer in both fiction and non-fiction genres. He has worked on some of the world's leading brands across various industry profiles.



ROLE MODEL - DISABLED PERSON



Dr. Meenu Bhambani

Global Head, Corporate Social Responsibility, Mphasis Limited

Bagmane Technology Park, Byrasandra, C. V. Raman Nagar, Bangalore - 560 093

Mobile: +91.9880932542

E-mail: meenu.bhambani@mphasis.com

Meenu is the Global Head of Corporate Social Responsibility at Mphasis, Bangalore. Her specific responsibilities, apart from leading the Corporate

Social Responsibility programme at Mphasis, include leading and sustaining the company's diversity initiatives, with specific focus on disability. It would be an understatement to say that she has been successful in her efforts; in just one year, she managed to increase the number of disabled employees from 40 to 327. In fact, the Chief Human Resources Officer of Mphasis has been candid enough in admitting that even though the company always had the intent of being an equal opportunity employer, not much moved till Meenu came on board!

In her stint at Mphasis, Meenu has instituted processes to transform policy into action, has extensively trained employees across locations in disability issues and ensured that Mphasis's systems, including infrastructure, became significantly disabled-friendly. Her efforts have resulted in the company not only becoming a positive recruiter of disabled persons, but also a role model for other corporates.

Being a person with disability herself, Meenu is a strong believer in the philosophy of 'Nothing About Us, Without Us'. Thanks to her commitment and dedication to the cause of employment for persons with disabilities, Mphasis was one of the winners of the 10th

NCPEDP-Shell Helen Keller Awards in 2008. The company also received the National Award for the Empowerment of Persons with Disabilities presented by the Vice President of India the same year. In her personal capacity, Meenu has been recognised by the CEO of Mphasis for 'Outstanding Contribution to Corporate Social Responsibility 2008'. She has also been awarded the 'Outstanding Student Achievement Award' and elected 'Who's Who Among Students in American Universities and Colleges' in recognition of outstanding merit as a student at the University of Illinois at Chicago.

ROLE MODEL - DISABLED PERSON



Nupur Jain

Senior Executive, Corporate HRD, Wipro Limited

Sarjapur, Bangalore - 560 035

Mobile: +91.9845864241

E-mail: nupur.jain@wipro.com

Nupur's story is truly remarkable, as is the fact that she was nominated by no less than four individuals from diverse sectors.

Nupur was just 9 when she contracted tuberculosis meningitis, which rendered her completely visionless. She credits her parents, family, and friends for her resolve to complete her education, which she did commendably. She was awarded the Gold Medal for being an all-rounder in Delhi Public School. She was ranked third in Delhi University. She then qualified for no less than five top business schools, but chose to pursue her M. A. degree from the Tata Institute of Social Sciences.

Today, Nupur works in Corporate HRD at Wipro, with specific focus on Behavioural Sciences Research.

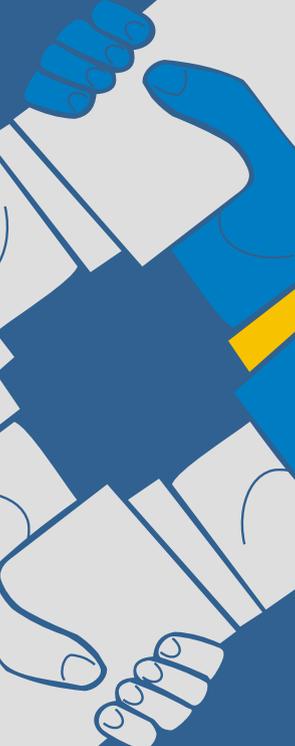
Nupur has conducted Q&A sessions at Mitra Jyoti for the empowerment of disabled students. She has organised workshops on disability sensitisation at the Centre of Learning School (Bangalore), as well as disability sensitisation training for employees of Wipro.

To complement her work on disability issues at Wipro, Nupur has attended the Windmills Training Programme by Disability Management Services, South Africa and the Emotional Intelligence Workshop by Texas University.

Nupur's outgoing and well-rounded personality can be gauged from the fact that she has won awards in athletics, participated in a car rally, cross country runs, National Integration Camps and adventure courses.

Through her unique journey, Nupur has shown the world that anything can be achieved. In the words of one of her nominators, "Nupur's fundamental values and orientation towards life are compassion and positivity". These are the qualities that Nupur has demonstrated time and again - values that will inspire many others to follow in her footsteps.





ROLE MODEL - DISABLED PERSON



Dr. Sam Taraporevala

*Xavier's Resource Centre
for the Visually Challenged,
St. Xavier's College,
Mumbai*

*Tel.: +91.22.22623298/
22626329*

E-mail: sam@xrcvc.org

Born with 100% visual impairment, Dr. Sam Taraporevala works with St. Xavier's College, Mumbai and is an Associate Professor and Head of Sociology Department. He is also the Director of Xavier's Resource Centre for the Visually Challenged (XRCVC).

Under his guidance, XRCVC has done stellar work in promoting employment of persons with visual impairment. While spreading awareness and sensitising companies to become equal opportunity employers, XRCVC also:

- works to increase access to educational and professional courses by liaising with governmental and educational bodies to issue new guidelines for admission of visually impaired students;
- seeks to make banking facilities accessible to visually impaired persons.

In banking, Dr. Taraporevala's achievements have been to get equitable national level guidelines implemented for opening and operating DEMAT accounts for visually impaired persons; working with leading ATM manufacturers to develop a model of accessible ATMs for the Indian market; and in partnership with CMC Ltd., to develop e-signs, a finger print recognition software to enable visually impaired persons access cheque book facilities.

In education, XRCVC has been instrumental in getting the Maharashtra State Board to recognize science education for visually impaired students at college level.

Over the years, Dr. Taraporevala's efforts have led to a number of highly positive changes in the lives of visually impaired persons of all ages.

Dr. Taraporevala has been recognised by Hindustan Times as part of their 'Spirit of Mumbai' campaign which identified the top 15 people contributing most to Mumbai. He serves on the General Council of National Institute for Visually Handicapped (NIVH), Dehradun, and on the Braille Council of India.

SPECIAL MENTION



Maniram Sharma

*Assistant Controller,
Ministry of Communication
& IT, Government of India
Mobile: +91.9718220223
E-mail:
manijaipur07@yahoo.co.in*

Maniram was born to illiterate farm labourers in a remote village in Alwar district of Rajasthan. He gradually started losing his hearing at the age of five and was totally hearing impaired when he was nine. However, Maniram continued trudging to the nearest school, 5 km away, and later, cleared class 12 standing seventh in the state board.

He then went on to clear the Rajasthan Public Service Commission (RPSC) examination in his second year of college and became a clerk-cum-typist. This did not deter him from combining both work and studies during his final year and in fact, he topped the university in Political Science!

Maniram then gave up his RPSC job to become a lecturer and later completed his Ph. D. in Political Science.

Maniram's Indian Administrative Services (IAS) saga began in 1995, when he failed in his first attempt to clear the preliminary examination. Having made up his mind to join the IAS, he cleared the exam in 2006. However, he was told that he could not be allotted the IAS due to his disability! Instead, he was allotted the Post and Telegraph Accounts and Finance Service.

Still determined to join the IAS, Maniram underwent an expensive surgical cochlear implant that enabled him to hear partially. In 2009, he cleared the IAS exam yet again. But his battles were still not over - this time, the government started questioning the 'level' of his disability! After a lot of effort on Maniram's part, he was finally allowed to join the coveted IAS.

Today, Maniram has no complaints. "If I could wait for 15 years, I can surely wait for a few more months," he says.

Maniram has proved that justice prevails, whatever it may take.





SPECIAL MENTION



G J Siddharth

Executive,
ABN AMRO
Central Enterprises Services
Pvt. Ltd.
(Royal Bank of Scotland,
RBS Group)
Chennai
Mobile: +91.9840238137
E-mail:
sidhugi@yahoo.com

This young man with cerebral palsy has fought huge battles, surmounted innumerable hurdles and has emerged a winner!

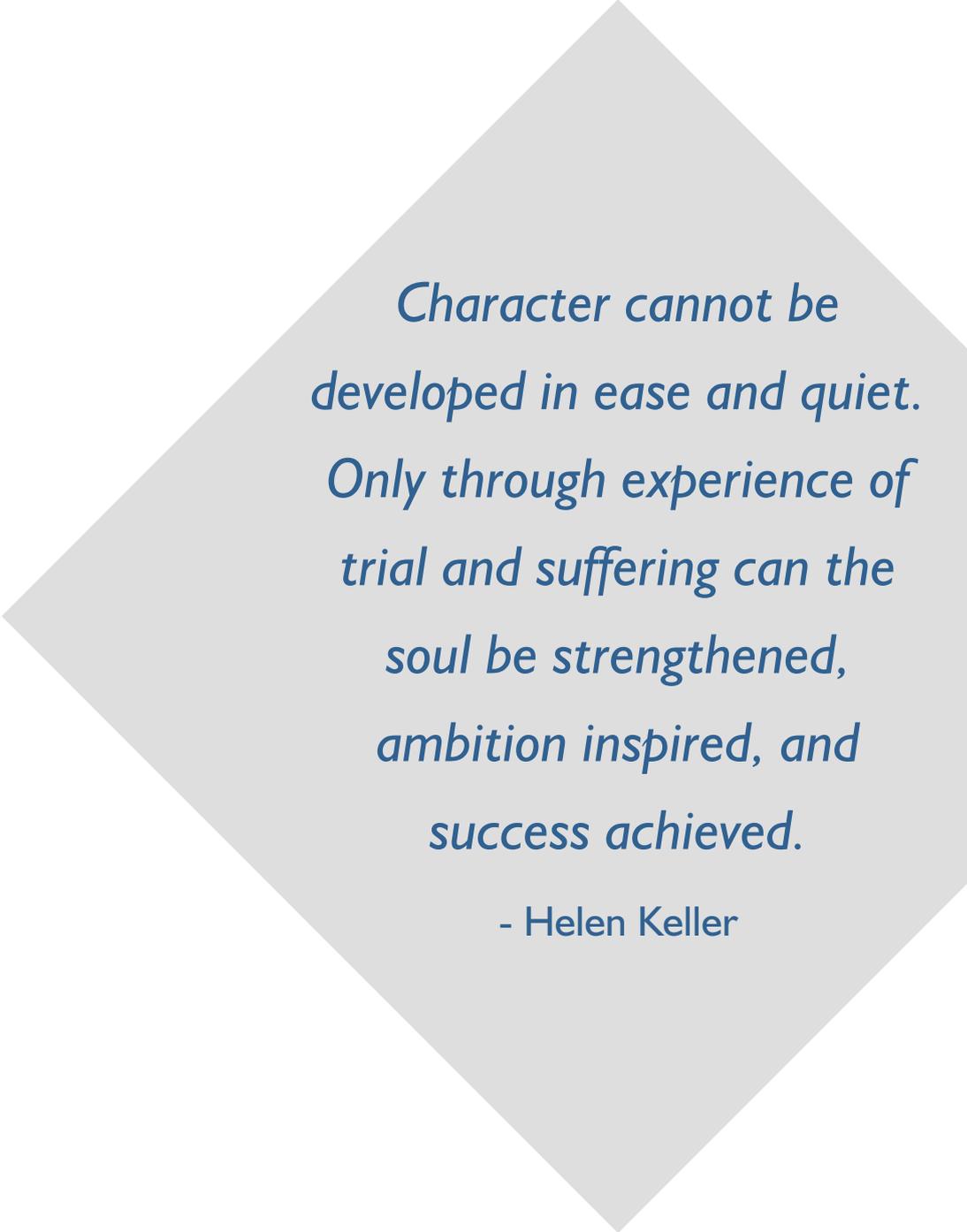
In reality, this means being considered mentally retarded and being refused admission in schools and colleges and also jobs despite having an outstanding academic record.

Siddharth's battles began early. Because of his condition, he stayed at home for eight years. Thanks to a neighbour, he got admission in Spastics Society of India, Bangalore, and later, in Vidya Sagar, Chennai. In spite of great difficulties along the way, he scored 90% overall in his 12th board exams including a centum in computer science, the only one in his batch to do so. Siddharth's glowing record continued in college. He scored 100% in management accountancy with an overall 74% in B. Com.

Though he took up a volunteer job at Vidya Sagar after his M.A. in Economics from the prestigious Loyola College, Siddharth desperately wanted a job on his own merit. After many rejections, he finally joined ABN AMRO (now Royal Bank of Scotland, RBS Group).

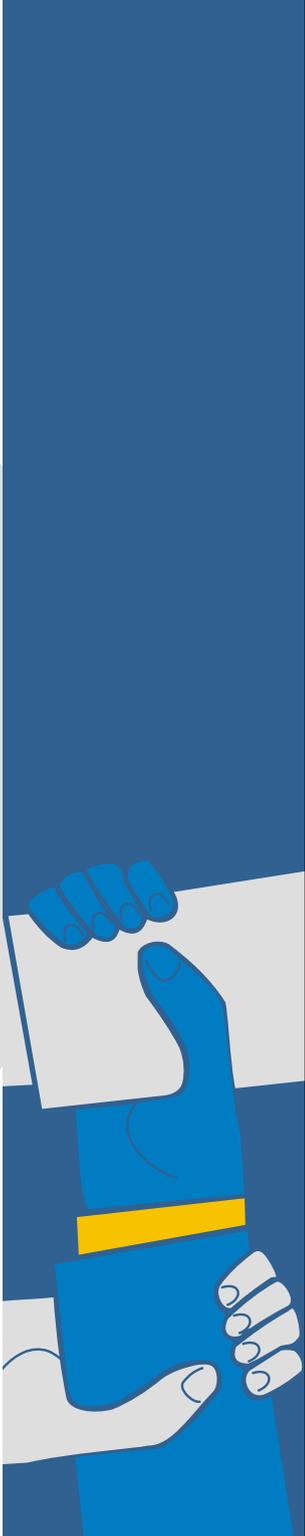
Today, Siddharth examines import and export documents for compliance with terms and conditions laid out in the letter of credit, as well as other international banking standards and practices. Along the way, Siddharth also became the first Certified Documentary Credit Specialist (CDCS) with cerebral palsy in India. And added certificates in 'Know Your Customer and Anti Money Laundering' and 'Trade Finance' to his already impressive resume.

Among many other awards, Siddharth has won the NIIT Award for Academic Excellence, the 'Lala Kailashpat Singhanian Award' from National Society for Equal Opportunities for Handicapped (NASEOH), the National Award for 'Best Employee' presented by the Hon'ble Vice President of India, and the Ascendas Excellence Award in Academics. He is also on the Board of Trustees of Skill Share International and serves on the Governing Body of Vidya Sagar.



*Character cannot be
developed in ease and quiet.
Only through experience of
trial and suffering can the
soul be strengthened,
ambition inspired, and
success achieved.*

- Helen Keller





ROLE MODEL - SUPPORTER



Dhruv Lakra

Founder/CEO,
Mirakle Workers
101 B Prime Avenue,
Vile Parle West,
Mumbai - 400056.
Mobile: +91.9820975600.
E-mail:
dhruvlakra@yahoo.com &
dhruv.lakra@oba.co.uk

After getting a B. Com. degree from HR College of Commerce and Economics, University of Mumbai, Dhruv worked with a leading investment bank and also a non-profit with the mission to improve the effectiveness of the social sector. After four years of working, he got a degree in management from the University of Oxford as a Skoll scholar.

In December 2008, Dhruv founded a company with a unique vision: that of generating employment opportunities for disabled persons from disadvantaged socio-economic backgrounds. And since Dhruv wanted to focus on empowering hearing impaired individuals, he decided to concentrate on this specific disability.

This was the birth of Mirakle Couriers.

“Very few for-profit organisations have developed and designed job employment opportunities for disabled people,” says Dhruv. “Many times it is done with a favour in mind and not actual empowerment of this isolated population. Mirakle is trying to be a game changer in disability as a social business. This will also have a snowball affect on companies and the wider disability space.”

Dhruv believes that Mirakle Couriers is perhaps the world's first courier company that employs only disabled persons from low income backgrounds, considered unusual in an industry that is so heavily dependent on communication. Presently, Mirakle Couriers

has 40 employees, all of whom are disabled. Except one person who has polio, all the others are either wholly or partially hearing impaired. Dhruv has other plans too: he intends to empower his employees further with training in financial planning, including insurance, to enable them to plan their future in a secure manner.

Dhruv's pioneering efforts have been duly recognised. In 2009, he was chosen an Echoing Green Fellow - he was one of the only 15 fellows chosen globally from out of more than 1,500 applications. Dhruv has also been awarded the United India (Level 2) Investee for 2009, as well as the HR College Outstanding Alumni Award.



ROLE MODEL - SUPPORTER



Late Vikas Sharma

Chief Access Consultant,
AccessAbility
D8/8073, Vasant Kunj,
New Delhi - 110 070
Mobile: +91.9310245743
E-mail:
shivani@accessability.co.in

The issue of accessibility for disabled persons was always foremost for Vikas Sharma. As the Chief Access Consultant for AccessAbility, Vikas utilised the opportunity to put his knowledge into practice. Armed with a Masters in Inclusive Environments: Design and Management from the University of Reading, UK, and a Bachelors degree in Occupational Therapy from the National Institute for Orthopedically Handicapped, Kolkata, Vikas was one of the few professionally qualified access consultants in India. For him accessibility for disabled persons was not a charitable issue, but a developmental one. He returned to India from the UK, only to bring professionalism into the disability sector.

In his short lifespan, Vikas co-authored the publication 'Planning a Barrier Free Environment' which was published by the Chief Commissioner for Persons with Disabilities. Today this guide is a huge reference tool for all those working towards making infrastructure accessible. His contribution to the framing of regulations for the carriage of people with reduced mobility for civil aviation is also noteworthy. His efforts in bringing about amendments to the National Building Code of the Bureau of Indian Standards was another step towards his vision of an “Accessible and Barrier-free India”. Vikas was responsible for including a criteria on accessibility in the TERI GRIHA green building rating system. The work on developing new Access Guidelines for India was also his brainchild.

His vision is captured in this document. We hope that India adopts it at the earliest. Vikas' innovative ideas and approach are aptly seen in unique web initiatives such as www.free2wheel.co.in, a Delhi travel guide for disabled persons, and www.employability.co.in, a job portal for people with disabilities. Vikas touched the lives of thousands of disabled persons in so many different ways. With a strong belief in equal opportunity, his life was spent in ensuring that inaccessibility did not come in the way of mainstreaming people with disabilities.

Let us celebrate his life by remembering his legacy. It certainly will continue to inspire us for a long time to come!





ROLE MODEL - SUPPORTER



Clockwise from top left: Mr. N. Ravi Shanker, Dr. Govind, Ms. Neeta Verma and Dr. S. K. Aggarwal

Team IT

National Informatics Centre, Department of Information Technology, Ministry of Communications and Information Technology, Government of India
Tel.: +91.11.24363124
E-mail: nravishanker@yahoo.com

Team IT comprises of N. Ravi Shanker, Joint Secretary; Dr. Govind, Senior Director; Neeta Verma, Senior Technical Director; and Dr. S.K. Aggarwal, Director.

In this age of information technology, it is important to ensure that disabled persons are not left behind and they have equal access to digital communications. Team IT has done pioneering work in opening up the world of technology to the disabled citizens of India. Their specific area of work is electronic accessibility which includes access to user interface, hardware and content.

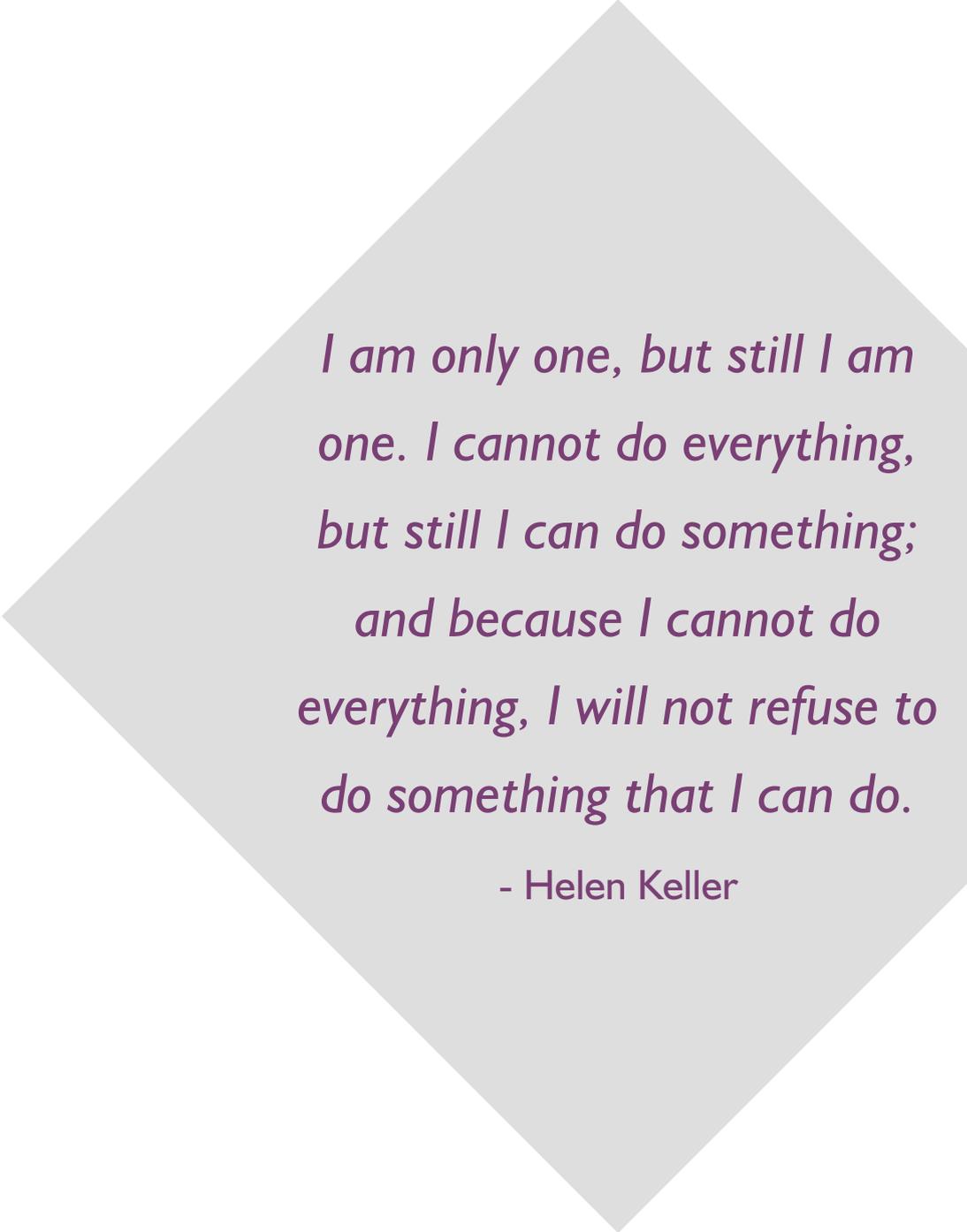
National Informatics Centre, as an initiative under the National Portal of India, constituted Web Guidelines for Indian Government to ensure that all their websites, belonging to any constituent of the Government, at any level, are citizen centric and visitor friendly. The guidelines can be found at <http://web.guidelines.gov.in>

These guidelines are an outcome of extensive consultations held by the Content Advisory Committee, feedback from other Indian Government Departments and advice of experts in Information Technology and Government processes. Guidelines of other countries as well as international bodies like ISO and W3C were also referred to.

These guidelines need to be followed while developing or managing any Government website, portal or web based application. The development of these guidelines has been a first for India. This endeavour will ensure that all Government websites will now be accessible to all disabled persons over a period of time. As a

starting point, the national portals of India (<http://india.gov.in> and <http://bharat.gov.in>) have already been made accessible.

Team IT is currently working on a National Policy for Electronic Accessibility, further opening up the information superhighway for the 70 million disabled people in India. The path breaking work of this talented team has ensured that India's disabled citizens can also be an integral part of the digital revolution!



I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do.

- Helen Keller



ROLE MODEL - ORGANISATION

IBM INDIA Pvt. Ltd.

Subramanya Arcade,
Bannerghatta Road,
Bangalore - 560 029
Tel.: +91.80.41924585
Fax: +91.80.40684225



IBM started its India operations in 1992. Since then, the company has expanded its operations to 22 cities across India.

The four areas that IBM believes distinguishes it from other companies are:

- A 100 year heritage of commitment to disabled people;
- Recruiting and hiring programmes for disabled people;
- Support programmes for disabled people; and
- Global Accessibility Centre.

IBM follows a clearly outlined Policy for People with Disabilities (PwDs). These revolve around the **3 A's**:

Accommodation: To enable people with disabilities work independently and productively. Examples are ramps, Braille signages in elevators, lowered water fountains, wide doors, etc.

Accessibility: IBM's 9 Accessibility Centres around the world work on designing and deploying products such as voice recognition software, Hindi Speech Recognition, HomePage Reader, IBM Easy Web Browsing,

Sensei, IBMWebAdapt2Me and IBM aDesigner.

Attitude: IBM promotes an attitude of non-discrimination and offers opportunities to deserving individuals.

Some of the new initiatives that IBM launched this year:

- PwDs Internship Programme - to help prepare people with disabilities for the workplace and provide them a platform to showcase their talent.
- Reasonable Accommodation Budget - dedicated centralised budget to

acquire assistive technologies/devices for disabled employees.



- PwD Sensitisation Workshops for Managers - to build awareness on including qualified people with disabilities in the workplace.
- Educational Mail Buzzes on PwDs - to build a supportive environment and right mindset among managers and employees.
- PwD Employees Profiling Series - to showcase successful disabled employees working in different business units, to influence managers to include people with disabilities in their team.

- Accessibility and Disability Central - a globally used application for ordering accommodations required by disabled employees.

Ongoing IBM programmes include participation in different forums to share the company's expertise in making an organisation an all-inclusive employer, participation in job fairs for hiring disabled persons, exclusive



IBM hiring drives to recruit people with disabilities and RoundTables where senior IBM directors meet with disabled employees to address their unique concerns.

For its efforts, IBM has won numerous awards, including the NCPEDP-Shell Helen Keller Awards in 2006 and 2008 and the National Awards from the Ministry of Social Justice and Empowerment in 2007 and 2008.

ROLE MODEL - ORGANISATION

NTPC Ltd.

NTPC Bhawan,
Core-7, SCOPE Complex,
7 Institutional Area, Lodhi
Road, New Delhi - 110 003
Tel.: +91.11.24363719
Fax: +91.11.24369530
E-mail:
jkmwec@yahoo.co.in,
carentpc@ymail.com &
premlata@ntpc.co.in



Incorporated in 1975, NTPC is India's largest power generating company. At NTPC, Corporate Social Responsibility is an article of faith. Over the years, the company has established a healthy tradition of blending corporate growth and social commitment. One of the many CSR initiatives of the company is its belief in a diverse and all-inclusive workforce. NTPC rightly believes that just providing employment to people with disabilities is not enough; focused attention needs to be given to these employees both pre and post employment.

Some of the initiatives that NTPC is involved with are:

- Institution of 10 scholarships for students with disabilities for pursuing Engineering and MBA courses;
- Screen reading software and Braille shorthand machines installed for visually impaired employees;
- Regular meetings with disabled employees to understand their problems and needs;
- Sign language training for employees in general to interact with hearing impaired employees;
- Special medical camps for people with disabilities for corrective surgeries and provision of aids such as artificial limbs, wheelchairs, calipers, etc.
- Provision of Grants/Sponsorships for NGOs working in the disability sector;
- Contracts like book binding, waste paper scribble pads, file binding,

furniture repair, screen printing, etc. given to people with disabilities;



- A Nodal Officer (physically disabled) nominated in each project to look after the concerns of disabled employees;
- NTPC Foundation set up ICT Centre jointly with University of Delhi to enable students with disabilities to learn IT skills; and
- Creation of barrier-free environment: ramps, wider gates/doors, special toilets and parking spaces, disabled-friendly elevators and signages.

NTPC is a shining example of an organisation which constantly strives to empower persons with disabilities. For its CSR initiatives, NTPC has won the NCPEDP-Shell Helen Keller Award twice, the Business World FICCI-SEDF CSR Award 2007, SCOPE Meritorious Award for Corporate Social Responsibility & Responsiveness 2006/7, the Golden Peacock Award for Corporate Social Responsibility, the Intel-AIM Corporate Responsibility Award and the CII-ITC Sustainability Award 2008, among others.



ROLE MODEL - ORGANISATION

Steel Authority of India Ltd.

Ispat Bhawan, Lodi Road,
New Delhi - 110 003
Tel.: +91.11.24367481
Fax: +91.11.24367015
E-mail:
mpp.sailco@sailco.com



Established in 1973, Steel Authority of India Ltd. (SAIL) is the leading steel making company in India. Being a responsible corporate citizen, SAIL is committed to its endeavour of uplifting and improving employability of persons with disabilities. Various trade training and skill development programmes have been organised at its plants/units through which SAIL generates employment opportunities for people with disabilities. The company also provides the necessary infrastructure and equipment to people with disabilities to enable them to earn their livelihood and become self dependent.

SAIL plants have facilitated learning centres for the education and training of mentally/physically disabled children by supporting NGOs working in this area by providing buildings, special training equipment and medical aid. Currently, SAIL supports 6 such schools located across 5 of its plants.

Special efforts have also been made to make SAIL plants barrier-free and accessible. This includes provision of wheelchairs, ramps, lifts/escalators, railings and disabled-friendly toilets.

The company regularly offers financial assistance/sponsorships/donations to deserving causes. Examples are financial support for setting up of teachers' training blocks, donation of a 32 seat bus for conveyance of disabled children, construction of school buildings and clinics, repair &

renovation of a leprosy patients' home and setting up of sanitation units.



SAIL also undertakes to commission special projects such as Project Baljyoti which treats child blindness and juvenile cataract, and providing support to a 'Cheshire Home'. This year, SAIL has contributed financially for a fully equipped bus for an education programme for persons with disabilities, a computer / vocational training centre for visually impaired persons, an educational tour for 5,000 low-income children with disabilities and medical

camps.

It is clear that SAIL's underlying credo 'To make a meaningful difference in people's lives' is followed in action wherever the company operates.

Among the numerous awards that SAIL has won are the Business World FICCI-SEDF Award for Corporate Social Responsibility in 2006, the FICCI Annual Award 2006-07 for outstanding achievement in Rural & Community Development Initiatives and the Golden Peacock Award 2008 in recognition of Corporate Social Responsibility initiatives (won by Bokaro Steel Plant).



ROLE MODEL - ORGANISATION

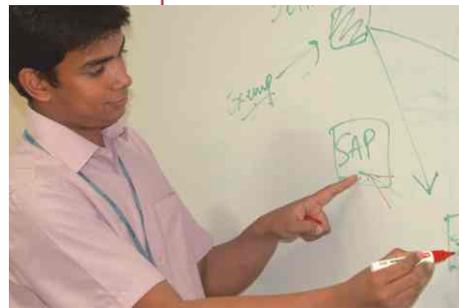
Wipro Ltd.

Doddakannelli,
Sarjapur Road,
Bangalore - 560 035
Tel.: +91.80.28440011
Fax: +91.80.2844025

Wipro, founded in 1945, is a \$5 billion company with a global workforce of close to 100,000 employees from over 50 nationalities.

Wipro's actions, specific to employment of people with disabilities, are guided by the 'Spirit of Wipro', specifically, to 'Act with Sensitivity'. For many years now, Wipro has been hiring people with disabilities and helping them realise their potential.

In January 2009, Wipro proactively created a comprehensive policy framework aimed at aiding inclusion. As part of this initiative, the company:



- developed a **Diversity Framework** covering support systems as well as a governance and measurement framework.
- Set up a **Diversity Council** at the corporate level with senior leaders championing each aspect of diversity.

The **People with Disability Programme**, a part of the Diversity Framework is run by a team comprising enabling functions like infrastructure, information systems, HR, training and recruitment. Each function designs key aspects of the programme and is responsible for the same. Six core areas which have been identified are policies (for non-discrimination), talent acquisition (hiring), talent transformation (training), civil infrastructure & facilities, information systems and awareness creation. Wipro believes that strengthening these core areas will automatically result in more people

with disabilities making a career with the company.

Policies at Wipro have been completely overhauled to ensure non-discrimination; these include the Wipro Equal Opportunity Policy and new policies for loans, company cars, information systems, accommodation, transport and medical.

In hiring, Wipro has modified its Recruitment and Internal Assessment Forms to highlight its non-discriminatory stand.

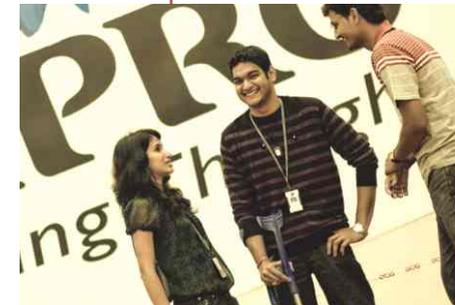
In training, 60 trainers of Wipro Technologies have undergone disability sensitisation modules.

In infrastructure, Wipro has completed Access Audits of its buildings all over India, and standards have been modified to include international norms developed by the United Nations, NCPEDP and AccessAbility.

In training, a list of the most important applications has been identified and training to 15 developers on WCAG has been provided.

Awareness of Wipro's Diversity Framework is also being spread through internal and external communication, including its website, mails and posters.

Over the years, for its pioneering initiatives in Corporate Social Responsibility, Wipro has won close to 50 awards.



THE LOGO



The Disabled-Friendly Corporate Logo

The Disabled-Friendly Corporate Logo was designed in 1999, when the NCPEDP-Shell Helen Keller Awards were first instituted. The brief behind the logo was simple - to portray the partnership between the Indian corporate sector and the disabled citizens of India. What emerged was a simple, yet striking, graphic representation using blue and yellow, the international colours representing disability.

The logo symbolises an ideal relationship between companies and people with disabilities. Visually, it portrays two sides of the same coin, or in other words, a yin and yang relationship. It seeks to reinforce the fact that people with disabilities bring to the table qualities such as commitment, productivity, talent and loyalty. It also tries to spread awareness amongst companies that they should practice non-discrimination at the workplace, and ensure that it is barrier-free.

The fact that many companies and organisations have realised the sheer economic benefit of employing people with disabilities is borne out by the increasing number of such nominations that we receive each year. And while many of these are implementing policies already in place globally, it is highly encouraging that others have developed and instituted their own disabled-friendly corporate policies.

As a supporter of the disability sector, we request you to do your bit. You could influence policy at your own workplace, you could oppose instances of discrimination or you could try and persuade others to offer equal opportunity to people with disabilities.

*The world is moved not only
by the mighty shoves of the
heroes, but also by the
aggregate of the tiny pushes
of each honest worker.*

- Helen Keller