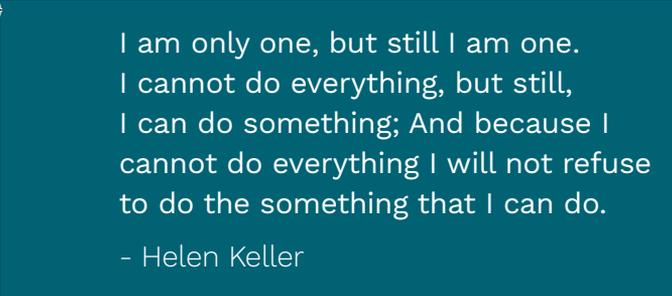




19th NCPEDP-MINDTREE
Helen Keller Awards 2018



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 the something that I can do.

- Helen Keller





IN FOND MEMORY OF



JAVED ABIDI

11 JUNE, 1965 - 4 MARCH, 2018

So long as the memory of
certain beloved friends lives
in my heart, I shall say that
life is good.

- Helen Keller



INTRODUCTION



Arman Ali

Executive Director

NCPEDP

2nd December, 2017

At this time last year, I was in New Delhi for the coveted Helen Keller Awards and the grand celebration of World Disability Day, to celebrate the 1st Anniversary of the Rights of Persons with Disabilities Act, 2016. What we did not see coming, was the passing of the legendary Javed Abidi; a friend, guide, mentor and the man who ushered India through the new age of disability.

In 2016, with much hope and expectations we somehow managed to get the RPWD Bill passed to an Act, the “law of the land” as they call it. Yet, when we look, we realize the road ahead is full of struggles.

As the Executive Director, and someone who has seen the lack of fundamental rights of persons with disabilities in the Northeast of India, I ponder, with such a strong Act in place, why it is still so difficult to focus on disability and inclusion in development agendas such as Elections, SDG and NSSO Sample Survey, etc.

Nevertheless, we have the act on our side and I believe now it the time that all of us join hands, especially the youth with disabilities to lead the disability movement, which reaches not only the urban population but also the last person with a disability in the remotest village.

I am optimistic, when I think of the next five years – that of immense opportunities, and where people with disabilities will play leadership roles instead of beneficiaries.

MESSAGE



N.S. Parthasarathy

Executive Vice Chairman & Chief Operating Officer
Mindtree

Hellen Keller Awards celebrate and acknowledge the achievements and contributions of individuals with disabilities, within their organisations, communities and society at large. Mindtree is proud to partner in this journey of celebrating these individuals and organisations through the NCPEDP-Mindtree Hellen Keller Awards.

Mindtree was created to be different from its very inception – not just to be a successful enterprise but also a socially conscious organisation. Being expertise led and backed by culture has been our motto – which has resulted in creating the right organisation environment, processes, systems and frameworks that promote diversity, empathy and inclusion.

The visibility brought about by these awards is very encouraging resulting in more nominations. More importantly, this is the result of more organisations changing their attitudes and perceptions on having people with disabilities as part of their workforce – though more needs to be done.

I would like to congratulate the team at NCPEDP in spearheading this critical initiative – and hopefully create a more equitable society to benefit the whole country in the near future.



Som Mittal

Chairman

NCPEDP

2018 has been a year of transition for us at NCPEDP. In March this year, unfortunately, we lost our Director, the crusader of disability rights, Javed Abidi. His vision was for NCPEDP to focus on the economic independence of persons with disabilities. We realized that employment was not possible unless people had access to quality education and accessibility to build infrastructure, technology, and products. These form the bedrock of independence and dignity and have been key pillars of our advocacy agenda.

The new Rights of Persons with Disabilities Act 2016, is a game changer that would catapult us into a new phase of the rights movement 'Disability 2.0'. Our focus will now be on ensuring that Javed's legacy is translated into action and the new Act is implemented in letter and spirit. The new law brings the private sector into its ambit and we hope companies will implement what the Act mandates - ensuring accessibility, reasonable accommodation, and non - discrimination.

We are delighted to see the quantity, quality, and spread of applications received by us this year for the Helen Keller Awards. Several of these applicants are working to create employment opportunities in the retail, IT and hospitality sector, entrepreneurs demonstrating how people with disabilities also become job creators not only in metros but also smaller cities and towns – all heralding a new beginning.

I would like to congratulate our Awardees and all those who are doing such exemplary work to promote employment opportunities for people with disabilities and I would especially like to thank Mindtree for all their support and encouragement in this endeavour.

ABOUT



The Nineteenth NCPEDP-Mindtree Helen Keller Awards

The story of the Helen Keller Awards dates back to 1999, making this the nineteenth year of the Awards. Over the many years, these Awards have come to be recognised as the most prestigious Indian benchmark for honouring people and organisations that have worked towards a barrier-free, non-discriminatory and inclusive India. Though over the years many individuals and organisations have been honoured, two factors have remained constant. One, the highly encouraging increase in the number 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 facts amply suggest that India is well on her way of recognizing disability as an issue that needs to be addressed.

As we celebrate this change, it is also appropriate to remind ourselves that the fight for equal rights, access and opportunity for people with disabilities is an ongoing one. There is still much that needs to be done.

Nevertheless, please join us in felicitating the 12 Awardees of 2018, as we share their inspiring and motivating journeys. Heartiest congratulations to them for overcoming myriad difficulties in making our country – its institutions and workplaces more accommodating and inclusive!

Selection Committee



Saurabh Chandra

An IAS officer of the 1978 batch (Uttar Pradesh Cadre), Mr. Saurabh Chandra retired as the Secretary, Ministry of Petroleum and Natural Gas in April 2015. With a career spanning over 37 years, Mr. Chandra has vast experience in formulation and implementation of policies in multiple areas & sectors – from oil and gas to foreign direct investment. A graduate in Electrical Engineering from IIT, Kanpur, Mr. Chandra is also a Policy Commentator and a Columnist.



Abraham Moses

Abraham Moses heads Mindtree Foundation. He has been actively involved in CSR activities for over 20 years now. He, along with his team, works to enable and empower underprivileged people to live a dignified and respectable life. He is also involved in working with prisoners helping them regain their respect and become good citizens of the country. In 2012, he was conferred with the Good Samaritan Philanthropy Award by Forbes India magazine.



Anup K. Srivastava

An alumnus of XLRI, Anup K Srivastava is the CEO of Skill Council for Persons with Disability (SCPwD). He has 40 years of experience in Corporate Planning and Management. Formerly the Director-Personnel and Member, Board of Directors of Indian Airlines and Air India, he was also Member, Board of Directors of SCOPE. He is a Member of the Advisory Committee of Ministry of Social Justice & Empowerment, CII's National Committee on Special Abilities and National Skills Committees of FICCI and CII.



Gita Dang

Gita Dang, a parent advocate of over 3 decades and Founder of Bridge2Inclusion, works with corporates to advocate accessible solutions for employees and customer with disabilities. She serves on the Governing Board of Skill Council for Persons with Disabilities and is focused on mainstreaming. Ms. Dang has been associated with global firms such as Korn/Ferry International, HSBC and ANZ Grindlays. She has co-authored Special Steps for a Special Child with Meena Cariappa.

CATEGORY A

Role model persons with disabilities

Persons with disabilities from within the disability sector and outside who have been active as ambassadors of the cause of employment for people with disabilities and are a positive role model for others.

Awardees

- Dawinder Singh
- Moses Chowdari Gorrepati
- Naveen Ravindranath
- Tiffany Brar

Self-pity is our worst enemy and if we yield to it, we can never do anything wise in this world.

- Helen Keller



CATEGORY A AWARDEES



Dawinder Singh

Proprietor, Sehdev Jewellers and GemLab Laboratories; Director, iBerry Wireless Pvt. Ltd. and Venus Enterprises; and CEO, WebTecz.com

Amritsar

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A spinal cord injury at the age of 23 left Dawinder bedridden for 5 years. Complication of health further demoralized him and his family until 1999, when on a doctor's advice; he bought a computer and learnt to work on it. In 2002, Dawinder underwent rehabilitation, became independent and gradually started working more actively.

Keenly interested in Gems & Jewelry, he started a small showroom along with his younger brother which later expanded into organized retail of precious gemstones in North India. An e-commerce platform, called 9Gem.com for exporting gemstones across the globe was also launched.

WebTecz.com, which provides consulting in CRM Systems, e-commerce and ISP setups along with app developments for Android & iPhones, was his next venture. He also invested in a small company providing Internet Services, called iBerry Wireless Pvt. Ltd.

Dawinder completely believes in the power of technology. He has proven his mettle despite many challenges - accessibility, resource location, subject matter expertise, technically qualified workforce and even ego issues of employees while working under a person with a disability.

He sustains his passion for sports and was the winner of Taj Agra Car Rally, 450 km Rally in 2016, and also a Gold Medalist in 10M Air Pistol Shooting at the state level.

His experience post his injury convinced Dawinder to help others who go through similar experiences. He has started the Spinal Cord Injury Association which identifies people with spinal cord injuries, provides wheelchairs to them along with counseling support.

CATEGORY A AWARDEES



Moses Chowdari Gorrepati

Program Manager, Enable India

Bengaluru

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Program Manager at Enable India, Moses Chowdari Gorrepati heads the program for persons with visual disabilities. He and his team work on building the ecosystem for digital literacy and livelihoods of persons with visual disabilities across India.

His work has resulted in unleashing the potential of over 5000 persons with visual disabilities through different training programs, enabling them to be placed in computer-based jobs, with access to education, in order to lead a quality life. His efforts to provide feasible solutions to make business applications accessible has led to over 350 persons with visual disabilities finding placement across 26 sectors with average salaries of Rs 1.68 p.a. due to the new job opportunities that opened up.

Moses has successfully mainstreamed employment of persons with visual disabilities through peer sensitisation module development and inclusion services for employers. Speaking at national and international forums including CSUN, Workability Asia and Techshare, he influences positive mindset change among different stakeholders.

As a Master Trainer, Moses builds sector talent by helping organisations develop & build leadership capacities. He has trained over 250 trainers across the globe including countries like the United Kingdom, Mauritius, Gambia, Afghanistan and Nepal.

His work in developing training tutorials and tools such as EYE Tool and Spelling Tool has successfully built catalysts for scalable learning. He also works to make screen reader affordable and available in vernacular languages by co-conceptualizing Indo NVDA.

Moses is also an important member of the core conceptualization team that launched the #SeeAMillion campaign to reach 1 million people with visual disabilities.



CATEGORY A AWARDEES



Naveen Ravindranath

**Executive, Issue Retrieval Centre,
IT Asset Management, DellEMC**

Bengaluru

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Naveen Ravindranath was born with a hearing disability and developed low vision at the age of 10. He was born in Bengaluru, and his parents came to know about his disability when he was 2 years old.

Naveen has a Diploma in Computer Science at University of Mysore and Bachelors of Computer Application at the University of Madras.

Naveen has been working in the Issue Retrieval Centre in the IT Asset Management team at DellEMC, Bengaluru, for over 2 years. He uses the company's in-house software portal and external applications for updating information related to IT assets. He assigns tickets and follows up with his team to ensure on-time resolution. He follows up on Purchase Orders raised for procurement of IT assets. He uses onscreen magnifier with high contrast screen on his laptop to do his tasks and uses tactile sign language and technology to communicate.

Naveen has set the bar with quick turnaround-time. He is proactive and takes initiatives to ensure task completion. He seeks to improve his performance and is on a constant lookout for new training.

His work ethics, performance and dedication proves the business case of hiring persons with severe/multiple disabilities. Naveen's journey is full of perseverance, determination and emphasizes the efforts one has to undertake in order to be successful. He possesses the right attitude, outlook and expectations from himself.

He is highly independent, solution-oriented, a curious learner and skilled at using technology. He loves cricket, is a foodie, loves travelling and has a great sense of humour.

CATEGORY A AWARDEES



Tiffany Brar

Founder, Jyothirgamaya Foundation

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Tiffany Brar is the founder of Jyothirgamaya Foundation, which works to empower blind people in all spheres of life. As a special educator, access technology expert and advocate for inclusion, she has done exemplary work for the empowerment of persons with visual disabilities. Tiffany aims to bring about employment opportunities for her blind students by sensitizing companies on the importance of making web content and application processes accessible, as also on how to interact, address and behave with people with visual disabilities. She has conducted sensitisation programs using simulation-based activities for eminent companies to foster integration and inclusion.

Tiffany is working with the Muthoot Group, sensitizing them about employing persons with visual disabilities in customer care and public relations. She has worked with organisations such as Taj-Tata Strive Hospitality Skill Centre identifying opportunities in the hospitality sector for people with visual disabilities.

As an advocate for accessibility, she has appealed to the government of her state to make barrier-free roads. She has sensitized the officials of SBI Foundation and RBI about the difficulties people with visual disabilities face with regards to the present currency notes and banking facilities, urging them to make both of these more user-friendly. She has also highlighted the issues relating to lack of financial privacy among those with visual disabilities and the hindrances caused thereby.

Role model supporters of increased employment opportunities for people with disabilities

Individuals from within the disability sector or outside who have contributed substantially to the cause of promoting employment opportunities for people with disabilities over an extended period of time.

Awardees

- Aradhana Lal
- B.S. Nagesh
- Yajurvendra Anil Mahajan



The welfare of each is bound up in the welfare of all.

- Helen Keller

CATEGORY B AWARDEES



Aradhana Lal

Vice President - Brand, Communications & Sustainability Initiatives, Lemon Tree Hotels Ltd.

New Delhi

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Aradhana leads Brand and Communications as well as the Sustainability Initiative at Lemon Tree Hotels – including planet/environment and people/inclusion and diversity. The company's strategy is to build an inclusive employee base and it has been hiring employees with disabilities for 11 years, with the goal to take this to 20% in FY 2020-2021.

Today, they employ 550 employees with disabilities and 350 from economically and socially marginalised backgrounds taking the total strength of 'opportunity deprived' Indians to 16% of the total employee strength. 85% of the employees with disabilities have speech & hearing disability, 11% have an orthopaedic disability, 2% have Down Syndrome, 1% visual disability, 0.50% is acid attack survivors and 0.01% have autism.

Aradhana co-leads recruitment of employees with disabilities (through the network of 51 hotels and over 5000 rooms in 31 cities) and leads new initiatives in the disability space. She has, over the last 6 years, run trials with people with Down Syndrome and autism as well as visual disability /low vision. This is in addition to the employees with speech & hearing and orthopaedic disabilities that the company hires on a regular basis.

Aradhana is an MBA from IIM Ahmedabad and has 25 years of experience in Sales, Marketing, Corporate Communications and Sustainability. She was earlier Vice President - Sales & Marketing at Lemon Tree Hotels. Aradhana was previously Sales & Operations Manager at Hindustan Lever Network (formerly known as Aviance), the multi-level marketing business of Hindustan Unilever. Prior to that Aradhana was with the Taj Group of Hotels.



CATEGORY B AWARDEES



B.S. Nagesh

Founder - Trust for Retailers & Retail Associates of India (TRRAIN)

Mumbai

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B.S.Nagesh is the Founder Chairman of Retailers Association of India, and the Founder of Trust for Retailers and Retail Associates of India (TRRAIN), a public trust that aims to catalyse change in the retail industry with a vision to empower people in the sector. Established in 2011, TRRAIN strives to bring an immediate and lasting change in the lives of retail associates in India, both at work and home.

TRRAIN's program Pankh works to empower persons with disabilities in retail and thereby aiming to create an inclusive workforce. Over 10,000 people with disabilities have been trained since the inception of the program and over 72% of them have been gainfully employed. The program aims to create capacity and capability of 10,000 persons with disabilities and fund their employment.

Nagesh has been involved with Shoppers Stop and its group companies since its inception in 1991 as the first employee. He stepped out of the day-to-day roles of the business as MD in 2009, and is currently the Chairman and Non –Executive Director of Shoppers Stop Limited.

Nagesh has been recognized as an iconic retailer and was inducted into the World Retail Hall of Fame 2008 at the World Retail Congress held in Barcelona. With this, he becomes the only Indian retailer and the first Asian retailer to take a significant place alongside more than 100 stalwarts of the global retail industry.

CATEGORY B AWARDEES



Yajurvendra Anil Mahajan

Founder & Executive Director
- Deepstambh Foundation

Jalgaon

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Yajurvendra Mahajan left a well-paying job in Pune in 2005 at 24 years of age to work for the poor rural and tribal orphaned youth. During his work, he realized that youth with physical and visual disabilities are more marginalised. It was to address the needs of the marginalised group that Mahajan started the Deepstambh Foundation.

The Manobal Project, launched in 2015, aims to impart quality education and training to youth with disabilities to appear for government and non-governmental jobs. With the help of public participation free residential training is provided to those individuals with visual, hearing, orthopaedic and multiple disabilities.

He has imparted training to 541 students, of these, 42 qualified different competitive exams (UPSC, SSC, Bank and Railway) and more than 100 students are aspiring for different jobs and self-employment.

His centres at Jalgaon, Pune and Nagpur impart training programs for youth with disabilities on Competitive Examination Guidance, Soft Skills, Spoken English, Technology Training, Higher Education, along with educational and psychological counselling.

Mahajan has also developed special modules for training and impart this training to. He has also supported over 2500 youth pursue higher education by providing them with necessary assistive devices.

Role model Companies/ NGOs/ Institutions

Organisations from the disability sector or outside who have shown their commitment towards promoting equal employment opportunities for people with disabilities.

Awardees

- Dr. Reddy's Foundation
- Squaremeal Foods Pvt. Ltd.
- The Leprosy Mission Trust India
- Trent Hypermarket Pvt. Ltd. (A TATA & TESCO Enterprise)
- WORTH Trust

While they were saying among themselves
it cannot be done, it was done.

- Helen Keller

CATEGORY C AWARDEES



Dr. Reddy's Foundation

Shamik Trehan, CEO

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Dr Reddy's Foundation (DRF) is a not-for-profit organisation set up in 1996 to enable socially and economically vulnerable groups to take control of their lives. DRF develops and tests innovative solutions to address complex social problems and promotes scaling up of impact by leveraging partnerships.

Working with children, youth (including persons with disabilities), women and households across 20 States in India, DRF works with diverse partners to collectively solve problems in the areas of livelihood, education and health. Recently launched new programs - GROW, MITRA, Maargam, FLHTL, Shashakt and ARITRA - build on the foundation of collaboration for lasting impact.

DRF is strongly committed to supporting youth with disabilities. Despite the skilling ecosystem having evolved remarkably, disability inclusion has often been overlooked. To address this complex, adaptive problem, DRF's GROW model integrates features to help youth with disabilities to gain core employability skills and make informed choices about their careers.





DRF started working with youth with disabilities in 2010 and over the last eight years has skilled and placed over 12,000 youth with disabilities across 12 states. GROW training centres for persons with disabilities are enabled with accessible infrastructure and trained professionals, which includes sign language experts to coach these young people on core employability skills. Today it is among the largest skilling initiatives for persons with disabilities in the country with over 1500+ employers on the network for placements.

DRF has also strengthened and intensified its work at the macro level and is involved in organizing sensitisation workshops for employers in various locations across India and has partnered with Skill Council for Persons with Disability (SCPwD), a specialised wing under the Ministry of Skill Development for conducting the same.



CATEGORY C AWARDEES



Squaremeal Foods Pvt. Ltd.

Ranjan Chakraborty, Director

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Squaremeal Foods Private Limited was founded by Mr. Raja Sekhar Reddy and Mr. Shishir Rambhau Gorle, in October 2014. They then launched Mirchi & Mime, a fine dine restaurant located in Powai in Mumbai that is unique in that the waiters here are people with speech and hearing disabilities.

Their employees with speech and hearing disabilities are provided opportunities as bartenders, cashiers, hosts/ hostess, servers and supervisors. Seven of these staff members have been promoted to supervisory levels and more are likely to be promoted to supervisory and managerial levels. An eight-week classroom training programme in association with Dr Reddy's Foundation and supported by NASEOH and Rochiram T Thadani High School for the Hearing Handicapped targets their self-development and skill enhancement. The entire core team including chefs was taught basic sign language by a certified tutor.





Madeira & Mime – their second venture is a Bar & Café where everyone can spend time – as they want; reading, drinking, meeting friends or just a night casual dinner with family.

Integrity and commitment are the core values that shaped the inception of these unique businesses. The belief of the founders that in addition to generating wealth for the individual it is equally important to generate wealth for society has demonstrated that a sustainable business model based on inclusion is possible.



CATEGORY C AWARDEES



The Leprosy Mission Trust India

Nikita Sarah, Head - Advocacy and Communication

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The Leprosy Mission (TLMTI) is the largest leprosy-focused non-governmental organisation in India. The organisation works with people affected by leprosy and other neglected tropical diseases (NTDs), people with disabilities and marginalised communities. TLMTI has a diverse set of programmes – Healthcare, Sustainable Livelihood, Community Empowerment, Advocacy, and Research and Training. These programmes are implemented through 14 hospitals and two clinics, six vocational training centres (VTCs), five residential care homes for elderly persons affected by leprosy, community empowerment projects and a research laboratory spread across 10 states of India.

Young boys and girls affected by leprosy start their lives with several disadvantages. They need skills to access livelihood opportunities but the stigma associated with leprosy and lack of opportunities for education disqualifies them from tapping livelihood opportunities for their overall benefit. TLMTI provides them with market-driven skills training for increasing their employability. The VTCs also provide skills training to rural





communities under its Community-Based Vocational Training (CBVT) programme. The programme caters to the needs of married women, young girls and boys unable to benefit from the institutional training due to family commitments.

The VTCs have a dynamic linkage with the industry, thus ensuring that most of the graduates are hired through campus placement. The VTCs also support the trained personnel in setting up their own small enterprises. The livelihoods programme has played a pivotal role in empowering people affected by leprosy and other disabilities to not only become independent and self-reliant entrepreneurs but also to gain an equitable status within their family and community as decision-makers leading to their inclusion.

Every year, over 2,500 young people affected by leprosy/disability are provided skills training, and over 85% of them receive gainful employment.



CATEGORY C AWARDEES

A **TATA** and **TESCO** Enterprise



Trent Hypermarket Pvt. Ltd.

Rahul Pinjarkar, Director - Human Resources

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Trent Hypermarket is one of the largest contributors for equal employment opportunities for persons with disabilities across the retail industry. 7% of Star's (Trent Hypermarket Pvt. Ltd.) total manpower is comprised of people with disabilities. In the past few years, the growth of employees with disabilities as a part of the total workforce has seen a 200% increase.

Tata Group has laid down a legacy to uplift the social community and support inclusion, impacting the lives of 249 families, providing them with social status; building their confidence and making them independent earners.

The HR team at Trent Hypermarket strengthened this initiative by collaborating with institutes and NGOs such as PANKH, Dr. Reddy Foundation, Youth4job and others in not just providing employment opportunities but also customised training modules to address the needs of employees with disabilities, which in turn helps them perform their duties independently.

The group aims to be a role model in the retail industry and set a benchmark in the way it provides employment opportunities to persons with disabilities, seamlessly integrating them and uplifting their social image in society.





In order to facilitate smooth integration of colleagues with disabilities with the rest of the business, they have partnered with organisations that help with 360-degree surveys involving colleagues with disabilities, peers, supervisors, store managers and parents to identify areas for improvement to make Star an inclusive workplace. Such initiatives will help Trent Hypermarket provide its employees with disabilities to work confidently and lead teams, thus promoting integration not just in letter but in spirit as well.

Trent Hypermarket's ambition is to have 20% of its workforce comprised of employees with disabilities, thereby furthering the cause of diversity and inclusion.



CATEGORY C AWARDEES



WORTH Trust

R. Karthikeyan, CEO

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WORTH Trust was started in 1963 by the Swedish Red Cross with the objective of rehabilitating leprosy-cured persons generally ostracised by society, through industrial training and employment. With leprosy being effectively controlled nationwide, the Trust's activities now focus on rehabilitating those with hearing, orthopaedic and intellectual disabilities.

WORTH Trust today, is a fully self-sustained rehabilitation organisation. The production centres, manned mostly by persons with disabilities, enable them to generate a revenue surplus, with which the entire cost of its Technical Training Centres, School & Early Intervention Centre for Children with Speech and Hearing Disabilities, Day Activity Centre for Children with Intellectual Disabilities and outreach activities are met. 334 persons with disabilities are employed at the various units of WORTH Trust which makes up 81% of the total workforce and 22% of the employees are women with disabilities.

WORTH runs six production centres at Katpadi, Tiruchirapalli and Pondicherry primarily employing persons with disabilities. WORTH manufactures Assistive Devices for persons with visual disabilities such as Braille Kits, Braille Slates and Mobility Aids





like wheelchairs, walkers, crutches for persons with orthopaedic disabilities. They are also the sole assemblers of the world renowned Perkins Braille writers. WORTH Digitization at Chennai converts printed books to digital formats which can be read by the persons with visual disabilities.

The training activities undertaken by WORTH Trust include their Technical Training Centres for persons with disabilities and providing non-formal training. The Trust also runs early intervention centres for infants with hearing disabilities and a Government recognised transitional school for children with speech and hearing disabilities. It also runs a Day Activity Centre for those with intellectual disabilities.





The Disabled-Friendly Corporate Logo

The Disabled-Friendly Corporate Logo was designed in 1999, when the Helen Keller Awards were first instituted. The brief for the design was simple – it was to portray the partnership between the Indian corporate sector and the disabled citizens of India. What emerged was a simple, yet striking, graphic representation in blue and yellow – the international colours of 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 corporates 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 economic benefits of employing people with disabilities, is evident from the increasing number of nominations that we receive each year. And while many of these corporates are implementing policies that are 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 urge you to do your bit by influencing policy at your own workplace, opposing instances of discrimination, and persuading others to offer equal opportunity to people with disabilities.

Brochure Concept

This brochure design concept has a very direct approach and uses the symbols **O (circle) for inclusion** and **= (equal sign) for equality**.



**NATIONAL CENTRE FOR
PROMOTION OF EMPLOYMENT
FOR DISABLED PEOPLE**



Mindtree

Welcome to possible

**National Centre for Promotion of Employment
for Disabled People (NCPEDP)**

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