Knowledge is love and light and vision.

- Helen Keller

22nd NCPEDP Mindtree
Helen Keller Awards 2021
INTRODUCTION

2020 witnessed many unprecedented changes in our life owing to the pandemic, we at NCPEDP were equally anxious for the implementation of our flagship initiatives and shifted to the virtual mode for the 21st NCPEDP-Mindtree Helen Keller Awards. 2021 saw the deadlier second wave of the Covid19 and we could not believe that the 22nd NCPEDP-Mindtree Helen Keller Awards were possible, but here we are again, leaving that phase behind because of the efforts of the government, civil society and also persons with disabilities.

The resilience of such individuals and organizations inspired us to introduce, Role Model Entrepreneurs with Disabilities to recognize the leaders from grass roots to cities, from entrepreneurs to executives. The introduction of the new category is a testimony to the diverse impact that we have managed to achieve over the years.

The need of the hour is to ensure the requirements of people with disabilities are deliberately considered in their economic and workforce recovery plans, without which not only will businesses cease to exist but economic growth would be adversely affected.

I wish to congratulate all the winners as well as the applicants, remember a small step goes a long way in changing the discourse around disability and does make a difference in the lives of many.
The NCPEDP-Mindtree Helen Keller Awards were instituted to recognize and celebrate the exceptional work done by persons with disabilities and the various organizations empowering them to earn dignified livelihoods.

As a purpose-driven organization committed to equity and inclusivity, Mindtree is focused on building a workforce that is representative of all sections of society. Through measures ranging from physical workspace adaptations to accessible learning and assistive technologies, we foster an environment where persons with disabilities can reach their full potential.

We are proud to be partnering with NCPEDP for the last several years in our common goal to promote equal employment opportunities for persons with disabilities and honor individuals who inspire others to embrace the cause, accelerating inclusion and promoting sustainable growth.

Coming against the backdrop of a global pandemic, this year’s Helen Keller Awards are especially more significant and inspiring as they underscore the power of human grit and resolve in making a positive difference.

Diversity brings fresh ideas and perspectives, and inclusion enriches society. Let us make it our constant endeavor to nurture an ecosystem where everyone can thrive. Because, together, we are stronger.
As the Helen Keller Awards turn 22 in 2021, we realise that numbers are important milestones that keep us motivated to carry forward the discourse around empowering persons with disabilities.

2021 was a tough year as the pandemic not only made social interactions, accessibility and health care more difficult for persons with disabilities but they also severely suffered the brunt of the Covid19 crisis as far as employment opportunities, economic growth and other financial prospects are concerned. In such an environment the NCPEDP-Mindtree Helen Keller Awards 2021, assume greater significance and we have introduced a new category - Entrepreneurs with Disabilities. Self-employment is a particularly important way for the disabled given the flexibility of location, schedule and innumerable areas.

An important aspect that needs attention is encouraging inclusive and accommodating practices at workplace. The changing nature of work, accelerated by the pandemic, should be grasped as an opportunity for policymakers to expand support for enhanced modes of flexible work, reasonable accommodation and to ensure equal participation of all specifically persons with disabilities.

Receiving an overwhelming number of applications that too in the midst of the pandemic, is encouraging. We wish to congratulate the winners and all applicants for their untiring efforts in the field of employment for persons with disabilities. Such organizations and individuals are an inspiration for all those who believe in an inclusive and equitable society.
The NCPEDP-Mindtree Helen Keller Awards 2021

Now in its 22nd year, the NCPEDP-Mindtree Helen Keller Awards champion bold and brilliant disability inclusive employment and leadership. The Helen Keller Awards were initiated in 1999 as a result of the findings of a survey conducted of the Top 100 Companies of India by the NCPEDP, which showed that less than 1% of persons with disabilities were employed in government jobs, the private sector and multinational companies.

The objective of the NCPEDP Helen Keller Awards was to start a discourse on equal opportunities for persons with disabilities in the area of employment at a time when no one was even thinking about it. Organisations and employees with disabilities would become brand ambassadors for the cause of employment of persons with disabilities and take the momentum forward and role models would be identified and celebrated in an attempt to motivate and encourage others. Over the past 21 years, these Awards have come to be recognised as the most prestigious Indian benchmark for honouring people and organisations which have been working towards promoting employment opportunities for people with disabilities.

Though the COVID-19 pandemic posed challenges for all sections of society, persons with disabilities found themselves grappling with unique situations, while systematically placed in a disadvantaged position. Hence it is imperative to take the momentum forward, creating role models and celebrating the achievements and contributions related to employment of persons with disabilities.

Please join us in congratulating the 15 awardees from diverse backgrounds, as we share their awe-inspiring stories with you. We are sure that their efforts will go a long way in making our society inclusive and equal for all ensuring that no one is left behind.
Selection Committee

Pradeep Gupta - Jury Chairman
Mr. Pradeep Gupta is the Chairman of the CyberMedia Group, the specialty media house, with brands like Dataquest, PC Quest, Voice & Data, DARE, CIOL and Global Services. Pradeep was conferred the "National Entrepreneurship Award as the Best Mentor" by the Ministry of Skill Development and Entrepreneurship, Government of India. He is the recipient of the Distinguished Alumni award of IIT Delhi and IIM Calcutta and the Helen Keller Award for his contribution in the disability sector.

Abraham Moses
Mr. Abraham Moses is working in Mindtree as a General Manager & Good Samaritan from the last 21 years. Prior to Mindtree he worked with Wipro for 17 years. He has been heading the Mindtree Foundation from the last 11 years. In 2012, Mr. Abraham Moses was conferred with the “Good Samaritan” philanthropy award by Forbes India. He has been a jury member of the NCPEDP-Mindtree Helen Keller Awards since the last 5 years.

P Rajasekharan
Mr. P Rajasekharan is the co-founder of v-shesh, an impact enterprise that he co-founded with Shashanka Awasthi in 2008. Raja's prior experience in the business & development sector includes over 20 years of experience in incubating and leading assignments in public & private sector. He is an expert member of National & State level committees / working groups on disability policy. He is founding team member of Wheelchair Basketball Federation of India and in the Governing Council member in Vidysagar Special School.

Vanita Viswanath
Ms. Vanita Viswanath is a social entrepreneur as well as promoter and advisor for incubators and enterprises in the livelihood space. She is board member of Jagriti Yatra, co-founder and ex-CEO of Udyogini, and Chairperson of Aajeevika Bureau. Vanita received her PhD from the University of Texas, Austin, USA and was earlier employed at the World Bank and was also a member of the Working Group on Clustering and Aggregation for the Govt. of India's 12th Five Year Plan.

Ravindra Singh
Mr. Ravindra Singh has a rich experience of over 26 years in Corporate and Skill Development sector in India. He is associated with Skill Council for Persons with Disability as Chief Executive Officer. Ravindra also led the Skill Council for Mining Sector as COO, has been Member of Expert Committee for Geo-spatial Sector of Ministry of Skill Development and Entrepreneurship, Member –STCC (Mining). He also served as a Consultant for Directorate General for Mine Safety (DGMS) on Mine Vocational Training Rules (MVTR) 2019 and to International Organisation for Migration (IOM), Mizoram Skill Development Society.
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
Dr. Sharad Philip
Dr. Jayanthibhai Bhim Patel
Natasha Pinto
Manasi Girishchandra Joshi
Kanchanmala D. Pande

Never bend your head. Always hold it high. Look the world straight in the eye.

- Helen Keller
Dr. Sharad Philip  
*Kochi, Kerala*

National Institute of Mental Health and 
Neuro Sciences (NIMHANS)

*MD Senior Resident*

Dr Sharad is a psychiatrist and family medicine practitioner trained from prestigious institutions like NIMHANS, Bangalore and CMC, Vellore. He has severe visual impairment and has continued to work in psychiatric rehabilitation after his training. His work involves supervising and providing services for patients and their caregivers while also training future mental health professionals from various disciplines. His work in psychiatric rehabilitation involves facilitating employment, education and housing support for clients alongside their mental health care. He has been engaged in various state government programs and community outreach programs towards empowering professionals and lay persons in coping with COVID 19 related trauma. He has also been an ardent disability rights champion, being a member of the institute's accessibility audit and persons with disabilities committees during his tenure. He has also been supporting other doctors and health care professionals with disabilities in pursuing their education and practice goals.
Dr. Jayanthibhai Bhim Patel  
_Gandhinagar, Gujarat_

Service Association for The Blind, Gandhinagar

Secretary

Dr. Jayanthibhai Bhim Patel was Born on 22\textsuperscript{nd} March 1954. Unfortunately, at the age of 9, he lost his vision due to smallpox, after which he completed his schooling from the school for the blind, Ashram Road, Ahmedabad, Gujarat, with flying colours in 1974. He also got B. A, B. ED and Diploma in physiotherapy and succeeded in getting job as a Physiotherapist in Civil Hospital Himatnagar and Gandhinagar and served as many as 4.5 lakhs patients during his tenure. He also helped in getting employment to about 51 candidates in sectors like banking, physiotherapy, higher education and self-employment. In the appreciation of his devotion, he got awards like Jagdish Patel Award, Alpaivalas Award 2019 and also received 3 awards from the government of Gujarat; Gujarat Shewa and Rojgar Award 2005 and 2010 and Best Social Activity for Blind Empowered Department Award 2012 by Governor of Gujarat. Presently he is rendering his invaluable service to the School for the Blind, Gandhinagar as a General Secretary.
Natasha Pinto is the Global Co-Lead of the Accessibility Network at LSEG (London Stock Exchange Group) based in Bangalore, leading a passionate and a diverse team at LSEG. She is an advocate of Diversity & Inclusion (D&I) and is involved in enabling, supporting, and promoting a disability-inclusive environment within and outside her organization with a focus on invisible illnesses. She was a finalist at the Community Business’s 2020 D&I Champion of Change Award and was featured under the #100 Mindful Women, Shenomics, and on inclusify.io. She has been invited to speak at several public platforms, panel discussions, corporate events, colleges and organizations to increase awareness on disability inclusion in all spheres of society and development. She initiated the in-house disability guidebook rolled out to 18,000+ employees and played an important role in developing the Accessibility Network globally at LSEG. She played a significant role in contributing towards the welfare of the disabled community through a multitude of inclusive initiatives, such as ensuring subtitles in all global corporate videos, focusing on digital and physical accessibility. Natasha has worked closely with the Valuable 500 group of companies that focuses on putting disability on the business leadership agenda with a mission of building and sustaining an inclusive environment that would enable persons with visible or invisible disabilities, achieve their potential. Described as an inspirational storyteller and an adrenaline junkie, Natasha enjoys going on adventures and stepping outside her comfort zone. Despite living with an invisible disability -- multiple sclerosis -- for over a decade, Natasha has run marathons, sky dived, bungee jumped, climbed a mountain in the Himalayas, backpacked across Europe, all the while redefining and breaking stereotypical mindsets of what the disabled community can achieve.
Manasi Girishchandra Joshi  
*Ahmedabad, Gujarat*

Indian para badminton player, current world champion

Manasi Girishchandra Joshi is an Indian para-badminton player, current world champion and a changemaker. She aims to drive a shift in the discourse around disability and para-sports in India and across the world. A software engineer by profession, Manasi started her sporting journey in 2015, and at present, she is ranked world no. 2 in Women’s Singles. From setting examples to breaking stereotypes, Manasi has been a trailblazer ever since she took up para-sport following a road accident in 2011. Manasi through her work is directly and indirectly reaching to countless individuals—both from the disabled as well as non-disabled community. Her contribution to the Paralympic movement in India has been significant. She has successfully advocated for the use of sports as a tool for changing lives and contributing to an all-inclusive society as a game changer. She has been actively using her voice and fighting for the rights for people with disabilities, thereby changing the ground reality for herself and fellow community members.
Kanchanmala D. Pande is an international Para swimmer with 100 percent visual impairment, class I officer in Reserve bank of India and crusader for employment of persons with disabilities. Kanchanmala was adjudged World Champion in World Para Swimming Championship 2017. She has won about 112 medals at international, National and State levels apart from participation in commonwealth games, 2006 at Australia, FESPIC Games 2006 at Malaysia, Para-Asian games 2010, at China, IBSA world games in South Korea, IPC World championships at Scotland, Mexico and London, sea swimming competitions of Indian NAVY and numerous other tournaments. She has bagged a gold in 200 M Individual Medley in the IPC Para swimming world championship held at Mexico City in December 2017, becoming the first ever blind para swimmer to win gold medal for India in the world championship and participate in three world championships consecutively.

While serving as class I officer in Reserve bank of India, Kanchanmala and has been accorded zone of excellence in sports by RBI. She has been striving incessantly to educate and employ persons with disabilities and enhance their productivity through various NGOs like DARE-Disability Advocacy, Research and Education foundation Nagpur and VVIBEWA-Visually Impaired Bank Employees Welfare Association. Her work has impacted about hundred disabled persons directly and innumerable number have been indirectly inspired through her speeches and precept.
CATEGORY B

Role Model Supporter of Increased Employment Opportunities for Persons 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
Chumki Datta
Shashwati P
Dr Sharanjeet Kaur

Keep your face to the sunshine and you cannot see a shadow.

- Helen Keller
Chumki Datta  *Bhubaneswar, Odisha*

**Vridhdi training cum Production Centre**  
*Founder-Secretary*

Chumki Datta is a hands-on entrepreneur of an advertising agency, a right activist for vulnerable communities, and an advocate of women's empowerment. In 1993, at the age of 28, she started Mastermind Advertising Services, which is among the top 10 Advertisement Agencies of Odisha. In 2017, She started “Mastermind Livelihood” to train and provide livelihood support to differently-abled people. She has designed and managed many campaigns to promote awareness among PwDs. She is the founder-secretary of Vridhdi Training cum Production Centre, an SHG owned & managed by differently-abled people including the person with intellectual disabilities. She is vociferous about the government creating special provisions for people in wheelchairs including separate courts for the disabled and representation of persons with disabilities in parliament. On 3rd December 2017, the International Day of persons with Disability, she was awarded Best Self Employed with Disabilities by the Honorable President Shree Ramnath Kovind.
Shashwati P  *Bengaluru, Karnataka*

*Diversity & Inclusion Consultant*

Shashwati P empowers organizations in their Diversity & Inclusion (D&I) journey. As a D&I consultant she presents business cases for Disability Inclusion at Workplace. She is continuously assessing & bridging gaps for disability inclusive policy adoption along with undertaking several interventions and initiating innovative ideas to ensure that all employees with disabilities are provided an encouraging and supportive environment at their workplace. She helps companies embrace best practices for employing and supporting persons with disabilities in their workforce. Shashwati has worked with multinational companies to ensure that the workplaces hire talent with disabilities and the environment is inclusive of persons with disabilities. She works with hiring and recruitment teams for recruitment of candidates with disabilities. Along with designing of many programs, she has successfully facilitated various sessions on disability inclusion at workplace touching about 450+ senior leaders and 4000+ employees across organizations. An alumnus from FMS, Delhi, Shashwati is passionate about disability inclusion at the workplace and conversations around bias and intersectionality of identities.
Dr Sharanjeet Kaur *Panchkula, Haryana*

Haryana Welfare Society for Persons with Speech and Hearing Impairment

*Vice President and Chairperson*

Dr Sharanjeet Kaur has been associated with Haryana Welfare Society for Persons with Hearing & Speech Impairment (HWSPSHI) for over 27 years now, in various capacities from a trainee to the Vice President and Chairperson of the Society. She has made humongous efforts for quality education and accessibility for deaf students. Dr. Sharanjeet Kaur has revitalized the deaf education, employment and accessibility in Haryana, with her unique initiatives such as Digital Sign Language Lab, Early Intervention Project, Deaf Hunar & open-minded policies which has encouraged employment of more than 40 deaf people in last 4 years, at various positions in eight centres mostly through CSR partnerships. Her vision of ‘From Charity to Dignity’, her strong advocacy for sign language, education of deaf girls and inclusion of deaf employees in the organization has resulted in heightened sensitivity and awareness towards deaf empowerment.
CATEGORY C
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
Sarthak Educational Trust
Kenduadihi Bikash Society
Alliance to Promote Abilities & Rehabilitation (ATPAR)
Spastics Society of Karnataka (Centre for Development Disabilities)

We can do more...
- Helen Keller
Sarthak Educational Trust is an NGO which is working towards the empowerment of persons with disability. Today inclusion, empowerment, and mainstreaming of persons with disabilities is the guiding principle of Sarthak Educational Trust through its dedicated efforts in the areas of early intervention, inclusive education, skill building, placement and advocacy. Currently, Sarthak is present in 23 locations. Since 2008, it has trained and placed more than 34300 and 23450 persons with disabilities. In addition, 2670 children with special needs have been rehabilitated. Capacity Building Program, Accessible Event Management Support, Online Parents Interaction Forum, etc are some of the other initiatives, where Sarthak is actively engaged and is making immense contributions to the cause of persons with disabilities.
Kenduadihi Bikash Society  
_Dist. Bankura, West Bengal_

Kenduadihi Bikash Society, is an NGO working for the cause of Disability in Bankura district of West Bengal, since 1996. Operating in rural areas, there is always a dearth of livelihood opportunities. Thus, they adopted the motto “Early childhood to Livelihood”, focussing on early identification and intervention of children with disabilities and provide them with special education and rehabilitation services. Pre-Vocational and Vocational training are provided to trainable children from 12+ and 14+ years of age respectively.

Persons with disabilities above 18 years of age are formed into self-help groups, imparted skill training and provided marketing support, so that they can, by and large, compete in the open labour market with their non-disabled peers. Consequently, many persons with disabilities trained by the Kenduadihi Bikash Society have now become income earners through employment as well as self-employment and are supporting their families instead of being dependent on others for sustenance.
Alliance to Promote Abilities & Rehabilitation (ATPAR) New Delhi

“I had learnt to repair mobiles but was not aware how to use it to start my own enterprise till I underwent the Entrepreneurship Development Training conducted by ATPAR through NSIC”, Says Deepak, now an entrepreneur repairing mobiles & manufacturing blue tooth speakers for E-rickshaws. Alliance to Promote Abilities & Rehabilitation LLP (ATPAR) is a Social Enterprise that enables to Start, Sustain and Scale entrepreneurial ventures of Persons with Disabilities for economic empowerment, social inclusion and rehabilitation. ATPAR sensitized over 2000 PwDs and family members and trained over 450 persons with disabilities on Entrepreneurship through NSIC / NIESBUD. ATPAR also provides individual mentoring, accessing government schemes, MSME registration, incubation centres, accelerator programs, market linkages, financial linkages and Eco-System engagement. ATPAR launched NEDAR, first ever Network of Entrepreneurs with Disabilities for Assistance and Rehabilitation in June 2019 and which has over 110 members from across 13 States /UTs engaged in 48 types of businesses.
Spastics Society of Karnataka (Centre for Development Disabilities)

Spastics Society of Karnataka (SSK) [Centre for Developmental Disabilities], Bangalore, established in 1982, provides comprehensive rehabilitation services for Children with Developmental Disabilities. Annually 6000 children and to date more than 61,000 children and their families have received services. SSK promotes equal employment opportunities for the trainees through introduction of pre-vocational and life skill, focusing on individual abilities and for overall personality development. They also support students achieve their maximum potential with the help of assistive devices and prepare NIOS certification for equal opportunity employment. Student Trainees are provided 10-12 skill training courses to choose from. Employment opportunities for persons with disabilities are promoted through open/supported/sheltered models and direct placements/networking with employment agencies; orienting staff and follow up in corporate; hospitality and retail industry.
NEW CATEGORY
Role Model Entrepreneurs with Disabilities

Entrepreneurs with disabilities from within the disability sector as well as outside who have managed to set up businesses and sustained them over a period of time. The efforts of these individuals have positively impacted not only their lives but also the lives of others involved.

Awardees
Anand VS Kulkarni
Santosh Sharma
Tariq Ahmad Mir

We can do anything we want to if we stick to it long enough.
- Helen Keller
Anand VS Kulkarni  
Mumbai, Maharashtra
Flop Films Pvt Ltd
Founder & Right Brain | Producer | Writer-Director | Creative Strategist

After topping the University of Mumbai in Bachelors of Mass Media (BMM) - an intensive, visually demanding program - Anand realised film making had long captured his heart. Against all odds and concerns, he dived deep into the world of commercial film making. In his own words, “to be honest, I was scared and nervous and constantly worried about persuading clients to believe in me despite my visual limitations. I worked harder than anyone I knew. wrote, directed, produced and even edited all kinds of projects - from music videos to brand films, script writing to independent films. I was so hungry, nothing was unwelcome”. It was because of this attitude, that Anand got to work with celebrities like Naseeruddin Shah, Boman Irani, Salim Sulaiman, Shankar-Ehsaan-Loy, business leaders like Shapoor Mistry, Anu Aga and aced my work for brands like Sennheiser, Harley Davidson, Asian paints, Axis Bank, Mahindra Group and many more. Anand became the youngest Line producer in India producing 2 international shows across India, Nepal, Thailand, Vietnam & Turkey. His venture Flop Films - is India's first and only production house founded by a blind film maker. Over the past 6 years, they have made over 350 commercial films for 150+ clients. Owing to Flop Film’s deep understanding of media, commercial works and digital marketing, Ogilvy India has openly called them one of the very best while the American Music Giant TuneCore found their work to be better than works they commissioned in eleven other countries. Anand’s vision for Flop Films is not only to be a pioneer in film making but also to play a pivotal role in making the world of entertainment more accepting and accessible for people with disabilities. His aim is to strive towards building a platform of inclusion & equality in film making, to hand craft a future where talent is not handicapped by prejudice.
Santosh Sharma  *New Delhi*

Diti Trade

*Founder*

Diti Trade was established in October 2018, Ms. Santosh Sharma founded the company with her husband, Rajinder M Sharma. Prior to that her husband was working in HT Media Ltd, due to his illness he had to leave the job. Thereafter both of them did EDP course from NSIC Okhla through ATPAR. In the beginning Diti trade manufactured machine made as well as handmade cotton wick. Sooner the company started producing other related products used in religious rituals like Chandan tikka, roli, mouli, ghee wicks, fancy kalava etc. In the first six month of business Diti generated only Rs.68K of revenue which increased to 8 lakhs in the next financial year and last year it touched Rs.18 lakhs. As Diti’s business is growing, Santosh plans to generate more employment to women and persons with disabilities, which will not only give them financial freedom but also help them to be a part of social-eco system.
Tariq Ahmad Mir  
*Budgam, Jammu and Kashmir*

Special Hands of Kashmir

Special Hands of Kashmir is a pioneering and path-breaking enterprise that creates livelihood through specialized skills with special focus on persons with disability. Special Hands of Kashmir is a group of 100 artisans working together in order to live a life of decency, it employs people with disabilities and also from economically weak sections thus empowering them while also reviving the traditional handicraft of the valley. The work is related to embroidery needle work and does not need any specific education; hence it is neither gender nor age bound. Tariq Ahmad Mir, the founder of special Hands of Kashmir quips, “Our future vision is to bring a change in society in general and in disability sector in particular by providing skill to younger generation especially persons with disability who are either jobless or cannot do hard labour due to their physical circumstances.” Tariq plans to employ about 100 youths in the next 3 years and earn a turnover of about 1 crore. Special Hands of Kashmir is a ray of hope for many unemployed and disabled youths who have become self-dependent owing to the efforts of Tariq Ahmad Mir while also playing a positive role in promoting and popularizing the traditional art of Kashmir.
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

The cover design creative shows the typographic play in the number 22- reflecting 22 years of the Helen Keller awards and NCPEDP’s passion and dedication towards these awards. The background shows various areas in which the Helen Keller awards have made significant changes in, for past 22 years, bringing out the love and respect for the awards.

The Hellen Keller Quote- “Knowledge is love and light and vision.” represents the overall visual depiction of the theme.