

One award

Three categories

Ten winners

70 million stakeholders



NCPEDP **MPHASIS**
UNIVERSAL DESIGN
AWARDS
2010



NCPEDP MPHASIS UNIVERSAL DESIGN AWARDS

The NCPEDP-Mphasis Universal Design Awards logo stands for the spirit of Freedom and Celebration. The disabled person appears to be throwing her/his arms up in the air in celebration of the awards and the hope they bring to so many. The dynamic oval form gives an illusion of constant motion suggesting that people can achieve whatever they want, regardless of the odds stacked against them.

The orange colour further enhances this optimism of the new universal and inclusive world.

About NCPEDP



Registered as an independent trust in 1996, National Centre for Promotion of Employment for Disabled People (NCPEDP) is a non-profit voluntary organisation working as an interface between Government, Industry, International Agencies and Voluntary Sector towards empowerment of persons with disabilities.

NCPEDP's mandate encompasses a host of activities from encouraging the employment of disabled people to increasing public awareness on issues concerning disability, empowering disabled people through appropriate legislation, equipping disabled people with educational opportunities and ensuring easy and convenient access to all public places.

In the past 14 years, NCPEDP has established itself as a leading cross-disability organisation. In fact, NCPEDP pioneered the concept of cross disability in our country, which was later strengthened by the formation of the National Disability Network (NDN) in 1999. Since then, NCPEDP has been successful in reaching disabled people across all states and union territories of the country and has successfully advocated several policy changes for empowerment of people with disabilities.

With support from Mphasis and in association with AccessAbility and BarrierBreak, NCPEDP has instituted The NCPEDP - Mphasis Universal Design Awards.

www.ncpedp.org

The NCPEDP - Mphasis Universal Design Awards

Conservative estimates put the population of disabled people in India at 70 million. Only a miniscule percentage of this population can be seen in the mainstream. The core reason for this is the basic lack of access.

Accessibility not only means access to physical spaces but also means access to information, technology, transport, services, aids and appliances, etc.

Access, therefore, is an issue that cuts across disabilities and sectors and forms the very basis of empowerment of disabled people. A concept that is intrinsic to any kind of access is 'Universal Design', which means a design that is usable to the greatest extent possible by everyone, regardless of age, ability, or situation.

With a view to spreading awareness of Universal Design and popularising the concept, these awards will be conferred under three categories: persons with disabilities, working professionals and companies/organisations. Across categories, the awards will recognise innovative efforts that create an impact in the area of accessibility and Universal Design. It is expected that, in time, the awards will gain recognition and credibility as also encourage more and more people to work in the field of promoting access and Universal Design.

Access symbolises the true spirit of freedom as far as persons with disabilities are concerned. These awards are therefore being given away on August 14, the eve of our Independence Day. Never before has one award meant so much to so many.

Award Jury 2010



Som Mittal

President of NASSCOM, the premier IT-BPO Industry trade body, Som Mittal's 30 years in corporate India include his last assignment with Hewlett Packard. A member of the National Integration Council and the National E-Governance Plan implementation body, he has been on the Karnataka Chief Minister's IT taskforce and is on the Governing Board of educational institutions including the IIT. He is an alumnus of IIT, Kanpur and IIM, Ahmedabad.



Dr. Govind

Dr. Govind is Senior Director & HoD (E-Infrastructure & Internet Governance Division), Department of Information Technology, Government of India. A Physics post graduate and an alumnus of IIT, his experience covers the fields of Internet and Broadband Technology, Internet Governance, Communication, Navigation & Surveillance. A regular contributor to international journals, he has also authored 24 papers.



Papiya Sarkar

A post graduate in Urban Design and senior architect in CPWD Delhi, Papiya Sarkar has worked for creating barrier free environments for over 20 years. This includes partnering with architects and planners to make Indian Missions abroad and Passport offices in India accessible for disabled persons. She is currently working to make Central Government buildings in Delhi accessible.



Vinnie Mehta

Executive Director of ACMA, Vinnie Mehta, headed MAIT, an apex IT body for over 11 years and was involved in setting the direction and policy framework for the growth and development of the Indian IT Industry. He represented the Indian IT industry at various national and international forums.



Rema Nagarajan

An Assistant Editor with The Times of India, Rema Nagarajan earlier worked with Hindustan Times and Pioneer. A regular writer on disability issues for over a decade, she has helped to maintain focus on the rights of people with disabilities.



Dr. Meenu Bhambhani

Global Head of Corporate Social Responsibility, Mphasis, Dr. Meenu Bhambhani worked with the World Bank and NCPEDP in the past. She has led and sustained diversity initiatives at Mphasis, with specific focus on disability. Her efforts have resulted in the company not only becoming a positive recruiter of disabled persons, but also a role model for others.

Category A – PERSONS WITH DISABILITIES

Imtiyaz Ahmed Kachvi



A post-polio paraplegic since the age of two, IA Kachvi of Ranibennur, Karnataka, is an epitome of the spirit of self-help. During a harrowing trip to Hubli in 1992, he sustained bruises on his palms and knees while crawling to board trains and autorickshaws. The experience set him to devise a means of transportation that would ensure self mobility. And dignity.

Thus began the process of devising a hand-pedalled tricycle, which down the years has undergone several modifications to improve riding comfort and portability. The Government of Karnataka acknowledged Kachvi's innovative design by honouring him at the Republic Day Awards in 2004.

Spurred by his success, Kachvi plans to develop other affordable and accessible devices for the fellow disabled. His spirit of enterprise extends to being a state-level activist for the rights of people with disabilities and minorities. He also serves as a member of the Indian Red Cross Society.



Dr. Sam Taraporevala

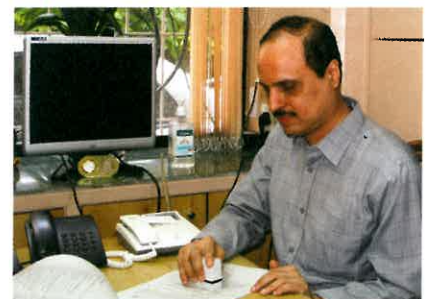


Born with 100% visual impairment, Dr. Sam Taraporevala is an Associate Professor and Head of the Sociology Department, St. Xavier's College, Mumbai and the Director of Xavier's Resource Centre for the Visually Challenged (XRCVC).

XRCVC has done stellar work in increasing access to educational and professional courses, promoting employment, liaising with governmental and educational bodies and making banking facilities accessible to visually impaired persons. It has been instrumental in getting bookshare.org, the world's largest online library for the print impaired, to India.

Dr. Taraporevala's achievements have resulted in the implementation of guidelines for opening and operating DEMAT accounts for visually impaired persons. He has worked with ATM manufacturers to develop accessible ATMs and with CMC, to develop e-signs, a bank check finger print recognition software for the visually impaired.

Dr. Taraporevala serves on the General Councils of the National Institute for Visually Handicapped and the Braille Council of India.



Sunita I. Sancheti



If access facilities in commercial establishments and public areas in Mumbai such as In Orbit Mall, Godrej Hospital, Fun Republic cinemas, the Reserve Bank of India Monetary Museum and BEST buses have improved, you have Sunita Sancheti to thank for. A spinal injury has been no impediment to her tireless work in the field of access since 2000. This includes conducting access audits of corporate establishments and public spaces, making presentations to professionals, influencers and decision making groups, sensitising media, empowering people with disabilities and participating in Mumbai Marathon for past five years to draw attention to the cause.

Sunita Sancheti is a committed core member of NINA FOUNDATION and ADAPT and an active participant in all activities associated with empowering and improving the quality of life of people with spinal injury.

When not spearheading the campaign for a disabled friendly environment in Mumbai, she woos audiences with her wheelchair dancing skills.



Category B – WORKING PROFESSIONALS

Ferdinand J. Rodricks



Not many get to devise equipment that is used by the likes of British physicist Prof. Stephen Hawking. CEO of an authorised automobile workshop, Ferdinand Rodricks has done precisely that. Under the aegis of his ISO certified company 'Ferro Equip', he has pursued his passion for the past 25 years to improve accessibility for physically disabled persons by customising vehicles, devices and appliances to suit special needs. Automotive Engineering at 'Ferro Equip' has grown beyond the confines of design and structure to include a sense of higher purpose in its fold. Proof of which is the approval of ARAI – an industry first – for alterations and hand

controls in vehicles for people with physical disabilities, enabling them to take control of the wheel and their lives.



Dr. Gaurav Raheja



An Assistant Professor in the Department of Architecture & Planning - IIT Roorkee, Dr. Gaurav Raheja's contributions to accessibility and Universal Design span from design research and teaching to execution in various capacities. His doctoral research offers insight into designing rural built environments with Universal Design principles for disabled people. It sheds light on barriers and facilitators in the performance of Activities of Daily Living by mobility impaired individuals and provides affordable, indigenous and contextual design solutions towards making lives more inclusive.

As an Institute Architect, he has undertaken access audit and retrofitted designs of several buildings. To provide access, more than 40 ramps and over 20 toilets have been designed and executed by him in the 365-acre campus.

He has also been identified by the Ministry of Social Justice and Empowerment as an expert in the area of Barrier Free Environments and nominated by the Ministry of Urban Development in the Committee to review Indian accessibility standards and guidelines.



M. S. Raju



An alumnus of IIT Kharagpur and ASCI Hyderabad, M S Raju drew upon his 35 years in Industry and ten years in B-school teaching and authorship to found Vision Aid Charitable Society, a full-fledged centre for training blind and low vision persons in the use of computers.

His access training, devised for the vision impaired, turns out over 50 ICT computer proficient persons every year, enabling them to take up higher education, pursue research and secure well paid jobs. His certificate training programme, ACA universalizes teachers to handle sighted as well as unsighted pupils in integrated schools. His innovation, the 'Camera Mouse' enables the vision impaired and senior citizens to read small print and write in small spaces. This device was recognized as one of the

60 best Indian innovations of Independent India.

Recognition has come in the form of the Innovator Award 2007 of the Department of Science & Technology and the NASEOH BJ Modi Award 2009 for Outstanding Service to Disabled People.



Category C – COMPANIES/ORGANISATIONS

ITC Royal Gardenia, Bengaluru

ITC Royal Gardenia, Bengaluru – the world's largest and Asia's first Leed Platinum rated hotel – has been designed with an emphasis on accessibility based on the principles of Universal Design as evident all across the property.

The parking lot provides direct access to guest areas through elevators situated at prominent locations. The entrance to the hotel is open, devoid of any obstruction, flat-levelled and slip-resistant. The Reception is located on a slip-resistant levelled floor and equipped with an automatic sliding door. The Reception counter is positioned at a height for easy accessibility. Toilets for persons with disabilities are located at both Lobby and Banquet levels. The lounge and dining areas are located on the ground floor. Their decor bears a non-reflective finish. Carpeting and varying floor heights have been eschewed. Contrasting floor colours have been used to demarcate them. The menus feature in large print and cutlery is light and easy to grip. The spa has slip-resistant and self-draining floors, shower seats and adjustable shower heads. An alarm cord and reset button are located within easy reach from a wheelchair.

Staircases and corridors are slip-resistant and illuminated with 150 lux lighting. Staircases have handrails on both sides and even-levelled, slip-resistant landing areas. Lifts are wide and equipped with illuminated lift control buttons, audio and visual information systems and camera & telephone systems. Rooms for guests with special needs are fitted with wide doors, door locks, hangers at low heights, bath seats and appropriately designed WCs and sinks.

The hotel identifies itself with responsible luxury and rightly so.



Sightsavers

Sightsavers traces its origins to the UK where it was founded in 1950. The Indian chapter was established 20 years later. It specialises in providing technical and financial support for the prevention and cure of blindness and services such as education and social inclusion for incurably blind persons.

Its revolutionary Sightsavers Dolphin Pen is a low-cost, lightweight pen drive with a screen magnifier and screen reader, designed to benefit those living in some of the world's poorest communities. With speech, magnification and Braille; all rolled into one product, it enables people with visual impairment to gain the same access to computers as sighted people.

The Dolphin Pen's latest version has Hindi TTS and a Braille output which can be sent to an embosser for print. The USP of this innovation is its availability on a pen drive, thus providing access to TTS or magnification on any computer the user wishes to work on. Its plug-and-play feature makes installation and use easy for even a novice user.

Sightsavers has a long and distinguished portfolio of achievements. It was instrumental in India becoming the first country in the world to have a national commitment to the control of blindness; and is a founder member of Vision 2020 India, contributing to trebling the NPCB budget.

Yahoo! India Research & Development

Yahoo! is committed to making all Y! products accessible. Yahoo! India R&D is one of the very few companies in India to have a state-of-the-art Accessibility Lab, which evaluates Y! products for accessibility, and creates awareness about accessibility and assistive technologies among employees. The Accessibility Lab evangelizes accessibility through regular training sessions at the centre. It also offers services to Yahoo! offices globally – including Southeast Asia, Beijing, UK and even the US – to make sure that Y! products developed across regions meet accessibility requirements. Accessibility as a requirement has been included in the release checklist, and evaluations are carried out right at the design stage for all new products.

The Accessibility team in Y! Bengaluru has come up with innovative ways of getting the message across. It has made a head start by making all internal material in the company accessible. Last year, it took employees from different groups in Yahoo! to disability organisations in Bengaluru, so they could interact first hand with disabled people, and get insights.

Yahoo! India R&D also endeavours to create awareness about accessibility outside the company, by supporting and participating in accessibility-related events such as Techshare India. The company's accessibility leads are members of the National Advisory Committee of the World Wide Web Consortium (W3C) India and the Disability Working Committee of NASSCOM. In keeping with its commitment, most of the Yahoo! properties are accessible.

YAHOO! RESEARCH & DEVELOPMENT
INDIA



Wipro Ltd.



Wipro is a \$6.0 billion company with a global workforce of over 100,000 employees comprising over 50 nationalities. Headquartered in Bengaluru, Wipro has presence in over 35 countries worldwide in the fields of IT, consumer care, lighting, precision engineering and healthcare businesses.

Wipro has striven to provide an inclusive environment for its diverse talent. As it grew, it formally launched a comprehensive framework aimed at aiding employment and inclusion of people with disabilities. Its actions, specific to employment of such people, are guided by the 'Spirit of Wipro to Act with Sensitivity'.

The 'People with Disability' Programme is managed by a team with representation from functions like Civil Infrastructure, People Policies, Recruitment, Training & Development, Information Systems and Communication & Awareness. As part of the Universal Design Programme, Wipro has been revamping its facilities and information systems to incorporate the accessibility needs of its employees. Most of its campuses are accessible to the extent possible by including Braille signage, ramps, voice enabled elevators, accessible turnstiles, railings and wheelchairs. The NOIDA campus is slated to be a role model campus with accessibility taken care of from the blue print stage. Wipro's Building Standards today include international norms developed by United Nations' Accessibility for Disabled People and the latest draft of the Building Code prepared by NCPEDP and AccessAbility. Regular Kaizen events are held to improve accessibility of buildings.

Wipro is recognised for its initiatives in Diversity & Corporate Social Responsibility, and the People with Disability Programme is a very integral part of that journey.





Mphasis is a leading Applications, Business Process Outsourcing, and Infrastructure Services provider. The company delivers real improvements in business performance for clients through a combination of technology knowhow, domain, and process expertise. With currently over 37,000 people, Mphasis services clients in Financial Services, Communications, Media & Entertainment, Healthcare & Life Sciences, Manufacturing, Transportation & Logistics, Retail & Consumer Packaged Goods, Energy & Utilities, and Governments around the world.

Mphasis is an equal opportunity employer that offers equal employment opportunities to all job applicants, ensuring compliance to relevant laws that prohibit discrimination for employment.

www.mphasis.com

Our Partners



An Architectural Access and Universal Design Consultancy that provides design solutions to include persons with disabilities. The firm's motto, Access = Ability reinforces its belief that an inclusive environment significantly contributes towards making a better tomorrow for all. Being India's most credible Access Consultants, they take pride in being pioneers of the country's accessibility movement as also for introducing Access Consultancy as a professional service in the country, thereby bridging the knowledge gap in indigenous construction and design industries. To sum up in their words - for most people, accessibility makes things easier; for people with disabilities, it makes things possible

www.AccessAbility.co.in



A firm believer in using technology as an enabler in the lives of persons with disabilities, BarrierBreak Technologies' pioneering work in the area of Accessibility and Assistive Technology dates back to 2004. Some of its Electronic and Information & Communication Technology initiatives include creation of disabled friendly websites; product testing to ensure universal design; Sign-N-Talk that empowers the lives of deaf people in India, Digital Talking Book conversion for people with print impairment and Techshare India, an international platform for raising awareness about Accessibility and Assistive Technology. Perhaps, BarrierBreak's commitment to the cause of disabled people can be best appreciated by the fact that three-fourths of its staff comprises of persons with disabilities.

www.barrierbreak.com



**National Centre for Promotion of
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