



NCPEDP MPHASIS
UNIVERSAL DESIGN
AWARDS
2013



**The 4th NCPEDP Mphasis
Universal Design Awards**



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The NCPEDP-Mphasis Universal Design Awards logo stands for the spirit of Freedom and Celebration. The person with disability 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.



The NCPEDP-Mphasis Universal Design Awards

Conservative estimates put the population of people with disabilities in India at 70-100 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 people with disabilities. 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.

Persons with Disabilities Awards in this category are given to people with disabilities who have created an impact in accessibility and Universal Design in any of the areas such as built environment, transport infrastructure, service provision, information and communication technology (ICT), universally designed consumer products, mobility & independent living aids, or assistive technology in their personal/ professional capacity. The work that the person has done can be in policy framework, grass-root level implementation, design and development, access audits, or even the rights movement/ advocacy.

Working Professionals Awards in this category are given to people who work for the cause of accessibility and Universal Design in any of the areas such as built environment, transport infrastructure, service provision, information and communication technology (ICT), universally designed consumer products, mobility & independent living aids, or assistive technology.

She/ he may be an employee of an education institute/ NGO/ corporate/ government body that has taken up the cause, or may be a consultant or freelancer who has devoted her/ his time for the cause. Her/ his individual contribution to the cause is a major reason for the success achieved by the organisation/ firm/ movement.

She/ he may also be an individual who is involved in the cause independent of any organisational support and has achieved significant success in the core objective of gaining accessibility for people with disabilities.

Companies/ Organisations Awards in this category will be given to those companies or organisations who have taken up the cause of accessibility and Universal Design in any of the areas such as built environment, transport infrastructure, service provision, information and communication technology (ICT), universally designed consumer products, mobility & independent living aids, or assistive technology.

Companies/ organisations that have implemented either/ all of these within their organisations, which has led to them recruiting or serving people with disabilities and providing them equal opportunities to participate to the best of their abilities.

These can be any type of an education institute/ NGO/ corporate/ government body – private sector, public sector, joint sector, SME or even proprietorship/ partnership firms. The selection criteria will not only be for adopting accessibility policies, but also for implementing them at the workplace.



AWARD JURY 2013



Som Mittal

President of NASSCOM, the premier trade body for IT and BPO Industry in India, Som Mittal is playing a key role to enable NASSCOM and the industry realise its strategic vision of 'Transform Business and Transform India'. He has also served as Chairman of NASSCOM in the year 2003-04. Som Mittal is a member of the body constituted under the Chairpersonship of the Prime Minister to implement the National e-Governance Plan (NeGP). He is also a member of the National Integration Council chaired by the Prime Minister of India.



Dr. Govind

Senior Director, heading the E-Infrastructure & Internet Governance Division, Department of Electronics and Information Technology, Government of India, Dr. Govind also holds the position of CEO of National Internet Exchange of India (NIXI). Dr. Govind has a doctorate from IIT, Delhi, where he also worked as a researcher before joining the government. He has twenty four technical research publications and articles in international and national journals. Presently he is spearheading the process on a comprehensive policy on Universal Electronics Accessibility for 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 and now on gender. Her efforts have resulted in the company not only becoming a positive recruiter of persons with disabilities, but also a role model for others.



Papiya Sarkar

A post graduate in Urban Design and Chief Architect in Delhi Metro Rail Corporation Ltd., Papiya Sarkar has worked for creating barrier free environments for over 20 years. Her experience as former Senior Architect in CPWD and Ministry of External Affairs includes creating barrier free environments in India as well as in Indian Missions abroad. She is currently working on Intermodal Urban Transport Systems in India, with an objective of designing and implementing an integrated barrier free universally accessible urban transport infrastructure in the National Capital Region.



Rema Nagarajan

An Assistant Editor with The Times of India, Rema Nagarajan earlier worked with Hindustan Times and the Pioneer. She has been writing regularly on issues regarding the rights of persons with disabilities for over one and a half decades. Through her writing she had helped to highlight the policy gaps when it comes to implementation of disability rights and has also ensured continued focus on issues touching various aspects of the lives of people with disabilities including accessibility, employment and inclusive education.

Category A Persons with Disabilities

Nekram Upadhyay



Nekram Upadhyay is the head of Department of Assistive Technology at Indian Spinal Injuries Centre, New Delhi, and a visiting lecturer at ISIC Institute of Rehabilitation Sciences. He completed his higher studies from the University of Illinois, Chicago, USA and joined Indian Spinal Injuries Centre in 2006 where he established the Department of Assistive Technology within the existing rehabilitation services in collaboration with Human Engineering Research Laboratory (HERL) and Centre for Assistive Technology, University of Pittsburgh, USA.

His primary work is focused on finding and developing the best solutions in the area of assistive technology to improve maximum functional capability of persons with disabilities. He played an important role as active member of the ADIP – Assistive Devices Distribution Scheme Amendment Committee under the Ministry of Social Justice and Empowerment. He has many

awards to his name, which include the Ford Foundation International Fellowship Award 2003 and the State Level Award 2003 for Rajasthan, Abilympics 2002.



Dr. Satendra Singh



Dr. Satendra Singh is an Assistant Professor of Physiology at University College of Medical Sciences & GTB Hospital, Delhi. He is the Coordinator of the Enabling Unit and founder of Infinite Ability – a medical humanities group on disability. These are first such bodies in any medical college in India.

Dr. Singh successfully advocated with the Medical Council of India to issue directives to all the medical institutions in India to be accessible. He filed Right to Information applications highlighting the lack of disability policies, inaccessible post offices and inaccessible ATMs in the capital. His campaign led to installation of ramps outside two ATMs, reserved parking areas and ramps at the hostels of the institution he works for. He has formed an Equality and Diversity Committee with students and staff with disabilities.

He is currently advocating with the UGC to incorporate a disability studies module in the medical curriculum.



Srinivasu Chakravarthula

Srinivasu Chakravarthula is an accessibility evangelist leading accessibility initiatives for customer quality organisations at PayPal. His area of work includes providing end-to-end accessibility support to quality organisations across the regions; developing and maintaining accessibility automation tools and framework; spreading awareness across the company and representing the company in accessibility related activities.



Srinivasu started his work on accessibility in 2005 at BarrierBreak, where he was part of accessibility training services. Prior to joining PayPal, Srinivasu led the accessibility practice at Yahoo! India Research & Development, where he was instrumental in setting up accessibility practice in India, China, South-East Asia and Middle East regions. For this, he was recognised with Yahoo! Ratna – the highest recognition in Yahoo! India R & D.

Before his entry into accessibility, Srinivasu served a few non-profit organisations working for people with disabilities and promoted IT literacy for people with visual impairments in South India.



Category B Working Professionals

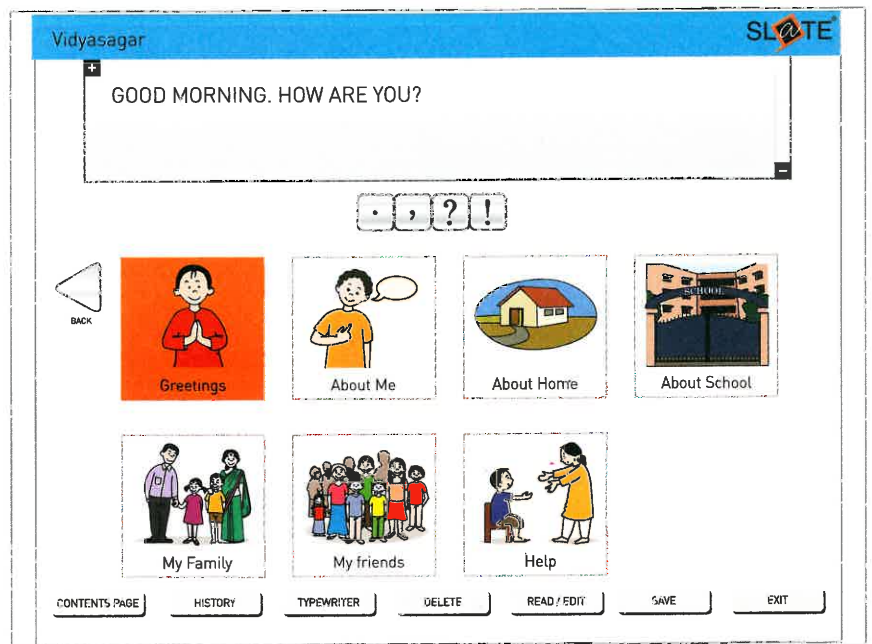
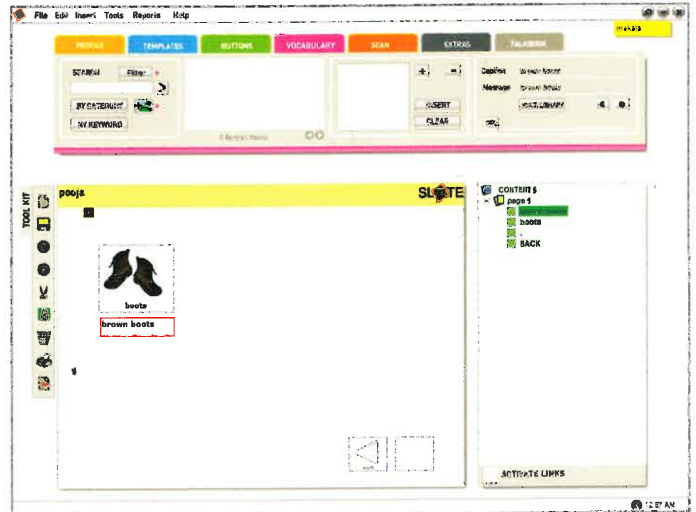
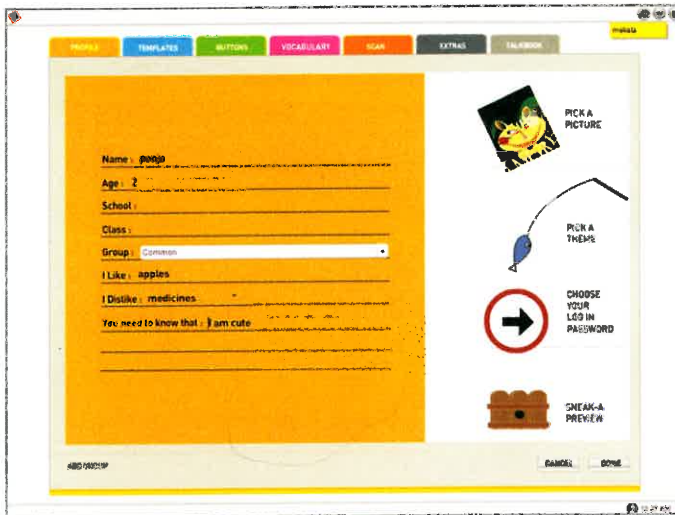
Arathi Abraham



Arathi Abraham is a visual communication designer and alumna of National Institute of Design, Ahmedabad, where she now teaches. She is also the principal designer at 99 and 1 Design, a design firm that specialises in branding, corporate communication and publication design.

Her interest in augmentative and alternative communication for children finds its roots in her early training as a communication designer. She has spent over 8 years researching and developing a communication system for children with mobility, intellectual and speech-related disabilities/ difficulties – in the form of a picture library for early language learning. This picture library is the heart of a software she developed called Slate.

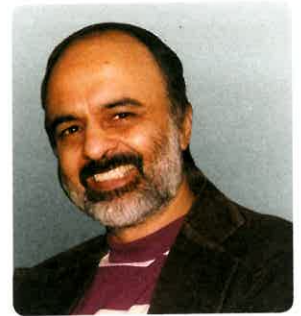
Slate enables teachers to create teaching and learning material for early language development. The vocabulary set worked on so far, is a subset of a much larger list, which includes words for communication, conversation, education and for signage in public spaces.



Dr. Arun Mehta



Dr. Arun Mehta has over 42 years of experience in the field of computer science, having learnt and taught it in the US, Germany and India. His introduction to software for persons with disabilities was at the instance of Professor Stephen Hawking, for whom he wrote eLocutor, a free software for people with severe mobility and speech disabilities.



He volunteered at the National Association for the Blind in New Delhi for two years, teaching

computer programming to students with visual impairments. He served as professor and chairperson of the Department of Computer Engineering at the Jai Prakash Mukand Lal Institute of Technology (JMIT), in rural Haryana for five years, and involved students extensively in the development of Skid, designed for children with intellectual disabilities; and the Vibration series of Android apps, for deaf and blind persons. He is currently the President of the Bidirectional Access Promotion Society (www.bapsi.org).



Bhushan Verma

Bhushan Verma is the father of a child with Autism and a multimedia professional working in the field of advance multimedia and animation technologies. The motivation behind his work in the area of accessibility is derived from his efforts to enable his son Sainyam to live independently. His work has now broadened and impacted a larger section of children with intellectual and developmental disabilities.

He has developed a learning tool (L2L – Learning 2 Life), to empower children with learning disabilities. The programme focuses on training basic learning concepts like ADL (activities of daily living), social skills, surrounding objects, expressions, language & communications, etc.

He has also started a parents group called 'SAINYAM' (www.sainyam.org), to help people, especially young parents and school teachers, understand Autism spectrum and get answers to their queries.

His efforts are now focused towards the inclusion of children with disabilities in academic institutions and in the society.



Category C Companies/ Organisations

HANDICARE – Indian Association of Persons with Disabilities



HANDICARE – Indian Association of Persons with Disabilities was established in 1986 and is based out of Lucknow, Uttar Pradesh. Its mission is to promote human rights of people with disabilities and help them achieve full participation and equal status in society. The activities of HANDICARE include:

- Awareness and sensitisation
- HANDIRESOURCE – Disability Information cum Resource & Research Centre
- HANDIACCESS – Accessibility Unit
- HANDIHELPLINE – a 24x7 helpline to provide information and counseling on disability.

HANDICARE strongly feels that accessibility is a prerequisite for people with disabilities to be able to enjoy equal opportunities. With this motivation, it has endeavoured to make Lucknow a disabled friendly city. HANDICARE's advocacy has led to significant changes in Lucknow vis-à-vis accessibility. These include:

- Sensitising Uttar Pradesh Avas Vikas Parishad in constructing an accessible park in Lucknow.
- Carrying out access audits of Hazratganj market that led to the provision of special parking areas for people with disabilities, ramps at six places and provision for auditory signals.
- Successfully advocating with Traffic Police, Uttar Pradesh to provide special stickers to persons with disabilities that enable them to park their vehicles in convenient locations, including even no-parking zones.
- Successfully advocating with Director, Post & Telegraph to make Lucknow GPO accessible.
- Successfully advocating with railway authorities to allow a person with disability to get a railway ticket from any window on priority.
- Successfully advocating to make four major railway stations in Lucknow get ramps and designated parking spots for persons with disabilities.
- Working with LDA on special passages that allow entry of only wheelchairs on sidewalks and prohibit that of scooters and motorcycles.

Towards its efforts to make Lucknow barrier-free, HANDICARE has filed Public Interest Litigations in courts as well as complaints with the Office of the Chief Commissioner for Persons with Disabilities.

In recognition of its efforts to make Lucknow accessible, HANDICARE has received Uttar Pradesh Government's 'State Award' in the field of disability.



Kriyate Design Solutions Pvt. Ltd.

Kriyate Design Solutions Pvt. Ltd. is building a family of communication devices for blind users that will greatly enable an inclusive and universal technological environment. It is committed to developing devices and technology that will enhance user's capability in public and private situations, leading to a more comfortable and independent life. The flagship product amongst these devices is the world's first Braille phone.

The phone has a refreshable Braille display where the user can touch to feel the text, and also has features that make efficient use of technology to cater to user's everyday needs such as identifying value of a currency note or identifying colour of her/ his clothing. It will have all standard features of a smart phone including calling, messaging, music, games, GPS and others. The phone has been built from scratch allowing design to play a crucial role to make sure it achieves its functionalities in an efficient and usable manner. This is a truly revolutionary product not only for blind users, but also in the field of assistive technologies itself marking an innovation led solution with cutting edge features.

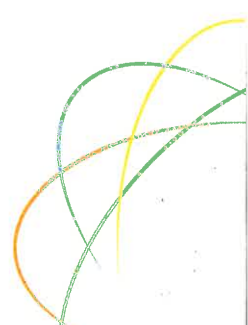
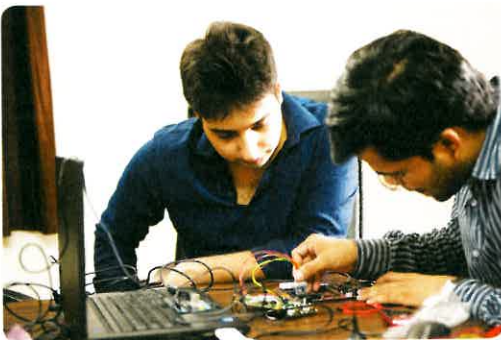
Two working prototypes of the Braille phone have been developed so far and multiple user studies and validation studies have been conducted. Kriyate is also establishing strategic international collaborations on this innovation.

Kriyate is a design led organisation. It endeavours to create a departure from the current paradigm of design catering to customers who pay more rather than catering to users who need the design more. Kriyate's focus is to promote design-led, user centric innovations in assistive technologies.

In the 3 years since its inception, Kriyate Design Solutions has been able to create tremendous buzz with its Braille phone, which has received recognition in the form of awards and accolades that includes the Rolex Award for Enterprise 2012; TED Fellows 2011; and MIT TR 35 India 2012; among others.



K R I Y A T E



NCR Corporation India Pvt. Ltd.



NCR Corporation India Pvt. Ltd. is India's largest manufacturer of ATMs. It has developed an exclusive ATM solution better known as 'Talking ATMs' or Accessible ATMs for blind people and people with visual impairments.

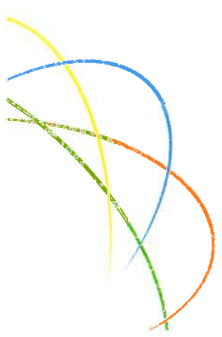
India has one of the largest populations of blind persons and people with visual impairment in the world. The Reserve Bank of India (RBI), in its circulars in 2008 and 2009, stated that all banking services including ATM cards should be offered to customers with disabilities, and without any discrimination. This motivated NCR Corporation to come out with their 'Talking ATMs'.

This ATM is designed as per Access for All (AFA) standards and comprises accessible key pads, voice-guidance technology, Braille stickers and multi-lingual capability. When a person attaches a headphone set to this ATM, he/ she can hear the instruction which enables him/ her to fill-in the required data using the numeric keypad. Apart from reading aloud screen messages, the machine provides complete orientation making it easy for the customer to use the machine. An important security feature of this ATM is that it provides the person an option to blank out the screen as a safety mechanism to avoid shoulder surfing by any by-stander trying to access customer data during the transaction.

The NCR 'Talking ATM' uses a text-to-speech engine which allows voicing-out the text on the screen in multiple languages for consumer convenience. Banks can make their existing ATM network AFA compliant by simply customising their existing ATM software stack and upgrading the hardware configuration of the existing ATM fleet.

NCR worked closely with Xavier's Resource Centre for the Visually Challenged (XRCVC), Mumbai over the past few years in making the ATMs completely accessible.

The solution has found acceptability among the leading banks in India who deploy ATMs. Today, there are more than 3000 truly accessible ATMs that are running LIVE for various banks across the country.



School of Planning and Architecture, Bhopal

School of Planning and Architecture, Bhopal (SPA-Bhopal), an autonomous institution of Ministry of Human Resource and Development, Government of India, is committed towards producing socially responsible architects and planners and thus has embraced 'Universal Design' as one of its priority research areas. Supporting its Charter to be a socially responsible institution, a multidisciplinary Centre for Human Centric Research (CHCR) is housed at SPA-Bhopal. The centre functions in four major areas: identification of research priority areas and networking; education and training; research and design development; and dissemination.



Identification of Research Priority Areas and Networking: The centre conducts think tanks to brainstorm and identify the areas of research priority. It organises special lectures, workshops, public exhibitions, conferences and awareness campaigns on the concerned areas. In the recent past, it has organised several national level events in collaboration with national and international organisations like ASI, NIOH, DRONAH and UNESCO.

Education and Training: The centre offers specialised academic courses, organises training workshops and student competitions on universal design. Some national level training programmes include hands-on workshops and national student design competitions for architecture and design schools in India. At the international level, the centre recently conducted an international elective on design for elderly, and is currently conducting one year design studio on universal design under Berkeley Prize endorsed by University of California, Berkeley, USA.

Research and Design Development: It initiates and supports faculty and student projects in the identified priority areas. It also supports undergraduate, postgraduate projects/ studios and PhD research on the theme and sponsor faculty projects. Some of the projects include low-cost disabled friendly toilets in Anganwadi centres with Arushi and UNICEF, Universal Design India Project in collaboration with NID, Ahmedabad etc.

Dissemination: It brings out publications on the subject for information sharing and developing a body of knowledge. It has published SPANDREL, an international refereed journal on 'Social Sustenance by Social Equity' to address needs of vulnerable groups. It has also published an annual calendar on Universal Design. Its recent publication is 'Uniting Differences' which is based on winning entries of a design competition on inclusive design.

entry ticket design **inclusive ticket design**

area introduction - why entry ticket ?
 Entry ticket to a heritage site is a first interaction of visitor with the monument. The more interesting it is, the more it excites the visitor.
 - It is something which has a money value - visitor has paid it and needs to be kept properly atleast till the exit.
 - Since the monument starts only after walking down a certain distance, visitor do read the ticket and try finding out if anything is interesting - during this transition.
 - An interesting and user friendly entry ticket informs a great deal about the site.

approach - design interventions
 In our approach for an inclusive ticket design, we are addressing the problems through following interventions and innovations.

- cut profile** - the cut profile is a education 'to terms of form' - the area depicted depicting the site of heritage site/monument is presented in an illustrative style - an approach to catch attention.
- visual** - a map/outline of the site - in terms of location - can be used as a guide/outline as a future function - as a reminder of the architectural style, form and colour the visit.
- visually impaired** - important info is depicted in Braille script - the ticket of audio also comes as the visitor with the monument - the ticket has a microphone which is added in the ticket by application of the.
- elderly** - the location map is separate so elderly readers can also use the ticket (elderly are used for poor vision people, as a token of rememberance).

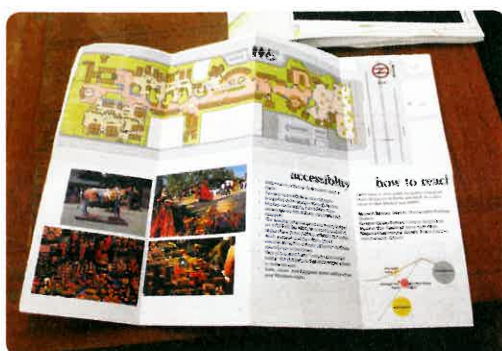
do's and don'ts

- the 1/4th part from the ticket is taken at the entry so that the ticket cannot be reused.
- needs to a lot of "finger markings" - as a possibility for the visitor.
- the ticket is no way site specific, also all the heritage monuments are featured.
- include in tactile communication with the area as to any area can be used with the site.
- the ticket has no site location information and in no way helps the visitor.
- include in tactile base of paper and marking of include all around the structure.
- the ticket is basically use and throw - as once the visit is over, it has no function.
- include in disposal of the ticket gradually.
- the ticket is not industrially designed.
- needs to each state for a individual group/area.

features identification

- text in Braille script
- list of world heritage sites
- map with location & listing
- the aromatic essence of herbs
- photo
- marking for ticket checker to punch

Design for All, National Student design competition 2012



National Centre for Promotion of Employment for Disabled People



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. In the past 17 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 people with disabilities 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 and www.dnis.org

Our Partners



Mphasis (an HP Company) is a USD 1 billion global service provider, delivering technology based solutions to clients across the world. We serve clients across industries, including Banking and Capital Markets, Insurance, Manufacturing and Communications. Mphasis' integrated service offerings in Applications, Infrastructure Services, and Business Process Outsourcing help organisations adapt to changing market conditions and derive maximum value from IT investments.

www.mphasis.com



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's pioneering work in the area of Accessibility and Assistive Technology includes creation of disability friendly websites; product testing to ensure universal design; Digital Talking Book conversion for people with print impairment and Techshare India, an international platform for raising awareness about Accessibility and Assistive Technology. BarrierBreak also provides a range of assistive technology across all disabilities. Perhaps, BarrierBreak's commitment to the cause of people with disabilities can be best appreciated by the fact that three-fourths of its staff comprises of persons with disabilities.

www.barrierbreak.com

NCPEDP

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