



NCPEDP MPHASIS
UNIVERSAL DESIGN
AWARDS
2015





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, grassroot 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.



Som Mittal

Former Chairman and President of NASSCOM, Som Mittal has held leadership roles in companies such as Wipro, Digital, Compaq and HP. He has served as a member of the Prime Minister's Committee on National e-Governance, as board member of Institutes of Technology, several non profits and the Global Advisory Council of the WITSA. An independent Director on several boards, he is currently Chairing the Advisory Council set up for developing the IT Vision for Indian Railways.

Papiya Sarkar

Chief Architect in Delhi Metro Rail Corporation Ltd., Papiya Sarkar is responsible for designing and implementing an integrated, sustainable, multi modal, barrier-free, and universally accessible urban transport infrastructure. Formerly Senior Architect in CPWD and Ministry of External Affairs, she has also worked with Council of Architecture, India. She is a Nominated Member from DMRC for 'Accessible India Campaign' initiative of Govt. of India and recipient of the NCPEDP-Shell Helen Keller Award 2003.

Dr. Govind

CEO of National Internet Exchange of India (NIXI), Dr. Govind has held key posts in the Department of IT, looking after areas including Internet Governance, Broadband Internet, E-infrastructure, Inter-Ministerial Group coordination for Policy Development and crystallising the India-stance in global Internet strategy. He has played a key role in successfully establishing Internet Exchange Points in India and in the establishment of the .IN Registry in the country.

Dr. Garimella Subramaniam

Dr. Garimella Subramaniam is a print journalist of 20 years standing with The Hindu. As Deputy Editor, he comments on foreign affairs, political economy and a host of allied areas in the daily's editorial column. An amateur vocalist and classical music enthusiast, he also reviews the Chennai music scene. Cricket remains a fast-fading passion with him. Dr. Subramaniam holds a Ph.D. from the London School of Economics and Political Science.

Shilpi Kapoor

Founder of BarrierBreak, Shilpi Kapoor believes passionately that technology can be the game changer for inclusion. She is motivated to ensure that as BarrierBreak scales, it impacts the lives of people with disability globally. An accessibility evangelist, Shilpi has successfully built a sustainable business model in disability products and services. An Ashoka Fellow, she received the NCPEDP-Shell Helen Keller Award 2008 as Role Model Supporter of Increased Employment Opportunities for Persons with Disabilities.

Dr. Meenu Bhambhani

With over 19 years of experience in the area of disability and social policy, Dr. Meenu Bhambhani is currently the Head of Global Corporate Social Responsibility at Mphasis that focuses on impact funding, technology driven community development and opportunities for the disadvantaged. Under her leadership, Mphasis has piloted quite a few path breaking initiatives like Kickstart Cabs, Office of Disability Services, Project Communicate to name a few, leading to Mphasis being recognised as a leader in the space of disability inclusion and CSR.

A CATEGORY PERSONS WITH DISABILITIES



Abha Khetarpal

Abha Khetarpal has launched the first app based initiative to make information accessible for people with disabilities. Cross the Hurdles mobile application is a one stop shop for all information covering topics such as Education, Employment, Health, Accessibility, Legal Guidance, Transport Facilities, Disability Sports, Assistive Devices and Social Protection among others and can be downloaded at the Google Play Store for free. Author of handbooks on topics ranging from taxation to health for people with disabilities which are available in

accessible formats in English and Hindi, Abha provides free online counseling on career and vocational decision making, personality development etc. to persons with disabilities through her community based website www.crossthehurdles.org. Authors with disabilities are encouraged to contribute to Cross the Hurdles E-Magazine. Cross the Hurdles Web Network provides free individual domain names to artists, sportspersons and writers with disabilities.







Priti Shah Soni

People with hearing disabilities have tremendous difficulty accessing information and knowledge and in small towns, even more so. Priti Shah Soni, CEO of Deaf Can Foundation (DCF), Bhopal is working to bridge this gap. In order to ensure that young people from the deaf community are kept abreast of latest developments, Priti converts educational curriculum, latest news and general awareness information into videos using Sign Language and captioning services which are then distributed widely. DCF imparts free



education to deaf students using Sign Language as a medium of education. They provide Sign Language interpretation services to facilitate access between the deaf community and the outside world. Besides being an ardent advocate for Sign Language and accessible information for the deaf, Priti also works to help young deaf people develop English speaking skills, communication skills, computer skills, provides training in leadership and personality development etc. and also matrimonial services.



A CATEGORY PERSONS WITH DISABILITIES



Sandeep Kumar

A Customer Service Officer with IndiGo Airlines, Sandeep Kumar is the first person with paraplegia to be employed with the aviation industry. While his role revolves around providing assistance for all passengers, his special focus is on passengers with disabilities. His inputs were instrumental in enhancing the services extended to passengers who need special assistance while travelling with IndiGo. A Graduate in Computer Science and Engineering, Sandeep is extremely multitalented. He is a keen singer, a Paralympics contender and a

gold medallist in web designing at the National Abilympics in 2013. He is also the founder of the Ally Foundation - an NGO working for empowerment of people with disabilities. Currently working on his autobiography, Sandeep wants to tell his story of how a boy with paraplegia from Jhansi struggled against odds to become a role model not just for people with disabilities but also for many others.





A CATEGORY 'SPECIAL MENTION'



Simon George

The Founder Chairman of Prathyasha Foundation, Simon George has started an aggressive campaign entitled 'Barrier Free India'. A wheelchair user himself, it was Simon's efforts that led to the High Court of Kerala and the Panchayat Office in Ernakulam District becoming accessible for people with disabilities. He has a Facebook group (Barrier Free India) to facilitate discussion on the issue and has made a documentary that can be viewed on YouTube. With a wheelchair lift, Simon has retrofitted a seventeen-seater bus in order to make

it accessible for people with limited mobility, particularly wheelchair users. This vehicle helps them access facilities for education, health and legal assistance. Under his stewardship the Foundation has been working towards empowerment of people with disabilities in Kerala, offering a range of services, including an IT Training and Development Centre.





B CATEGORY WORKING PROFFESSIONALS



Archana Konwar

Archana Konwar belongs to Bordolopa village in Dhemaji, one of the most remote and backward districts in Assam.

Observing the discomfort of one of her friends with a physical disability when she walked with crutches, Archana, then a class 8 student in 2010, decided to develop a crutch with shock absorbers, to alleviate the pain users may have while using the crutch. She also thought of incorporating a bell to alert other commuters and a light to be used during the night. Archana shared a sketch of this improved crutch with National Innovation Foundation - India, which recognised her idea and got the product developed. Discussions are on for the technology transfer of the crutches for commercialization and efforts are also being undertaken for social diffusion. A number of crutches have already been distributed with support from Bhagwan Mahaveer Viklang Sahayata Samiti (Jaipur) and Apang Manav Mandal (Ahmedabad). Interested in painting, music and dancing, Archana is currently in the first year of her graduation majoring in sociology.





M. Balakrishnan

Prof. M. Balakrishnan has built a full-fledged research group (ASSISTECH) at IIT Delhi that is committed to developing affordable technology based solutions for mobility and education of visually impaired persons (http://assistech.iitd. ernet.in/). 'SmartCane' is a flagship product that is now available to thousands of visually impaired users under the Government of India's Assistance to Disabled Persons Scheme.

To make public transport accessible to visually impaired commuters, ASSISTECH have developed **a** device

named OnBoard which helps visually impaired users in identifying the route number as well as guides them to the entrance of the bus. In partnership with BEST, XRCVC and MumbaiFirst, 25 buses on route numbers 121 and 134 in Mumbai were fitted with these devices and tested by 21 visually impaired users. With nearly 90% of 348 unsupervised first attempt boardings successful, the effectiveness of the device has been established. The group is now pursuing scaling up, technology transfer and wider dissemination.







Accenture Services
Pvt. Ltd.

Established in 2001. Accenture is a global management, consulting, technology services and outsourcing company. Accenture started its diversity journey over twelve years back, and since then has seen an increasingly stronger and entrenched culture of inclusion of diverse segments at the workplace. Inclusion is followed by awareness. education and sensitization of the existing workforce and that in turn helps reinforce the leadership messages on importance of diversity. Accenture is an Equal Opportunity employer where opportunities are awarded only on the basis of merit. Accenture's Core Values especially 'Respect for the Individual' and 'Best People' - guide the organisation's Inclusion and Diversity programmes.

Accenture aims at providing an Inclusive work environment that is physically, technologically and attitudinally accessible.

Physical Accessibility refers to the ease of access for people with disabilities to a functional work environment and office space. Accenture's Consulting 2.0 is the updated workplace design standards for building a consulting office. As part of this latest version, Accenture included 'Accessibility' as a key design principle. Accenture continues to find opportunities to provide accessibility in all their offices globally.

Technology Accessibility refers to the ease of access for disabled employees to technology platforms. Accenture has been Level A certified on W3C accessibility standards for Accenture.com and the accessibility statement is listed on the home page. Efforts are underway to provide accessibility features for other technology platforms including intranet sites and SharePoint sites.

Attitudinal Accessibility refers to creating a workplace environment free of misconceptions, attitudes and stereotypes about persons with disabilities. Accenture launched online training for all employees titled 'Diversity in Motion: Valuing Persons with Disabilities' aimed at building awareness. The organisation also provides resources including a line manager's guide from Employers Forum for Disability, designed to guide line managers and supervisors to help support career development of people with disabilities.

Accenture as a brand believes in a world with no barriers and is working on a number of projects to enable work on accessibility of internal employee helplines and communication guidelines. There is organisational commitment and leadership intent to make this programme successful and meaningful for their employees with disabilities.









D J Academy of Design

D J Academy of Design

D J Academy of Design (DJAD) was founded in 2004 by the GKD Charity Trust. Sanjay Jayavarthanavelu, Managing Director of Lakshmi Machine Works, is the current trustee and Chairman of the Governing Council. DJAD is the only Design Institute in the country offering a regular course in Universal Design as part of its curriculum. Initiated and taught by Professor S. Balaram as a mandatory core course, it was offered to all industrial design students at undergraduate and post graduate levels. As part of this course, students undergo simulation exercises and get firsthand experience and understanding of a physical challenge. Several Universal Design projects are generated as a result and are then exhibited during the Design Degree Show every year to promote public awareness on the issue.

DJAD has a policy to admit candidates with disabilities as long as they meet the admission criteria. The campus building as well as the open air Convocation Plaza are accessible to wheelchair users. Two films have been made by students on people with visual disabilities - *Insight' and 'Being Blind' and the same have been aired at various conferences.

DJAD had organized a major International Conference on 'Universal Design and Development' in March 2015, with eminent global speakers and attended by 200 delegates representing 51 organisations. The first such conference to be held in India, it resulted in a Declaration approved by all the delegates and circulated to major Design Institutes and Organisations all over the world.

Mr. Venkat Rao, a student of DJAD, received 'The Red Dot' international award for his Design concept called 'Half Dose' which helps elderly people in taking medicine in proper dosage. This design is displayed in Singapore Design Museum.









Indraprastha College for Women, University of Delhi In July 2009 with the College theme set as 'Inclusion', the institution defined disability and access as a core part of its vision and a thrust area for its development and growth. Over the last six years, the College has consciously worked on design and physical accessibility, awareness and sensitization about disability. It has focused on the creation of an environment where students with disabilities are brought into the mainstream of institutional life, sourcing enabling technologies and learning aids, ensuring a safe environment by residential and transport facilities including easy evacuation in case of disaster, giving full financial waivers to pursue academics, supplementing academics with training in the use of available aids and technologies for skill development and employability and by proactively participating in all affirmative action and enabling provisions envisaged by the University of Delhi and the Government of India. In the academic year 2014-15, the College chose 'Visibility of Disability: Issues of Access' as its annual theme, mindful of the institutional commitment to keep the agenda of empowerment alive in its vision and mission tasks.

The total number of students with disabilities enrolled in various courses offered by the College with residential facility surpasses the 3% quotar prescribed in Section 39 of Persons with Disabilities (Equal Opportunities, Protection of Rights and Full-Participation) Act 1995. Out of the total of 161 employees, 5 are persons with disability, 2 of them faculty in the College and 3 administrative staff – a number exceeding the mandated 3%.

The course content of many programmes in the College is available in various alternative formats, and the curriculum of the courses, in so far as the College eniovs the autonomy to design it, reflects the core vision of the institution. BA (Hons) in Multi-Media and Mass Communication — an undergraduate course run exclusively by the College has, for example, introduced Communication for Special Needs as one of the core components of the academic curriculum. The Paper among other topics, will teach Sign language and the use of technologies and languages of communication for visually disabled persons, to all students enrolled in the programme.











Mindtree Ltd.

Mindtree considers it important for an organisation to be socially engaged as a way of giving back to the society. This is embodied in their Mission which states "We engineer meaningful technology solutions to help businesses and societies flourish."

The Mindtree Foundation has devised several exclusive initiatives to help people with disabilities in areas of education, medical aid and vocational training. Under its Collaborative Spirit value, Mindtree is committed to the pursuit in the quality of primary education and believes it can add significant value through Assistive Technologies (AT) in achieving its goals. Mindtree Foundation has been engaged with the teams at IIT-Madras and Chetana Charitable Trust on the development of AT since 2010.

Mindtree Incubated Guided Humanitarian Technology (MIGHTY) Mindtree leverages technology to enhance existing products or design new products that are accessible and affordable for people with disabilities and has incubated the following AT solutions referred to as MIGHTY:

ADITI-C is an analog-digital interface based on Theremin principle. It is a computer access switch for children with Cerebral Palsy which enables them to type on computers with the help of an onscreen keyboard with hand gestures such as a wave.

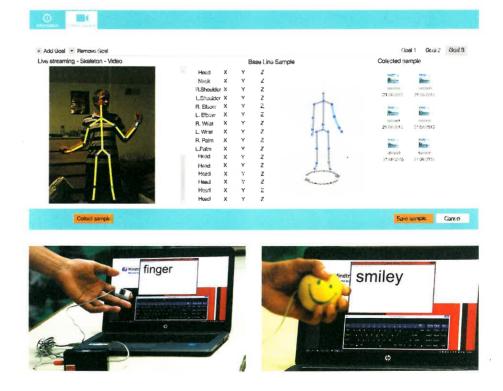
KAVI-PTS: The Kommunicating-Audio-Visual-Interface using Picture-to-Speech (KAVI-PTS) is a software application that works on Android and aims at making communication easy for children with mental disabilities, Autism, Cerebral Palsy, and ADHD.

Finger Switch: The finger switch is a simple tactile-based computer access switch for children with Cerebral Palsy. It generates left-click through the switch attached to a finger, which in turn is connected to the computer through the USB port.

Smiley Switch: A smiley ball is another variant of the ADITI-C. The ball is embedded with a switch which provides computer access to children with Cerebral Palsy and generates left-click only through the USB port when clicked.

WYLIWIS: What-You-Listen-Is-What-It-Sees is a software being planned for people with low vision and visual impairment which will help them read text from printed books.

WYTIWIS: What-You-Touch-Is-What-It-Sees is being planned for people with low vision and visual impairment to help them recognize pictures from printed books by converting images into tactile images on a touch pad.



SIGHTICA SOLUTIONS DYT LED

Sightica Solutions

Founded by Sunil. J. Mathew in March 2014, Sightica Solutions was set up in Kochi. With a growing elderly population (90 million people over 65 years of age) and with nearly 36 million people with visual disabilities in the country, the idea was to bridge the technology gap and encourage the community to use mobile devices thus leveraging the boom in communication and information.

Sunil is a social entrepreneur who has been working with the visually impaired community since 2002. With the experience of working on technology projects with his own software company, Sunil set up Sightica Solutions as a 'social enterprise' to develop a 'low cost device for visually impaired people and elderly' with the aim to improve their quality of life and help them lead an independent life by:

- i) Building a low cost universal mobile phone assistive technology device catering to people with disabilities and elderly (cost of the device appox. 3500 INR).
- ii) Building a sustainable ecosystem of service providers and consumers around the mobile phone assistive technology device including back-end support systems.

Sightica Solutions has worked on several leading App ideas including 'Kuluk' - a shake/ gesture based call/ messaging application for the blind and elderly, 'Mapseeker' - an easy to use point to point direction, distance and landmark guide and 'Netradaan' - India's first Eye/ Cornea donation application and has tied up with the Eye Bank Association of India, encouraging both donors and the visually impaired community to register with them.

The Apps are based in English and Hindi and have been developed inhouse by a Visually Impaired Android/ Java Developer with the help of a design team. The best effort being that these Apps are tested for accessibility and are built by and for the community.

The features that the device offers along with unmatchable price will make it compelling for customers (visually impaired people + elderly) to use this. With mobile screen readers which can read vernacular text thus making accessibility easier, the device is poised to become a niche product both in the national and global market.







C CATEGORY 'SPECIAL MENTION'



H&R Johnson (India)

Established in 1958, H&R Johnson (India) is the pioneer of ceramic tiles in India. The company launched 'The Red Ramp Project' – an initiative aimed at encouraging the general public and policy makers to start thinking seriously about providing disabled people proper access at public spaces all across the country.

India has over 10 million physically disabled people – those who move about in wheelchairs or on crutches and also many millions who are elderly. Most live normal lives, except when it comes to accessing basic public spaces such as office buildings, railway stations, beaches, airports, malls, cinema halls, parks, religious spaces etc. The initiative is a small step by the company to make this topic become a discussion point among the people of India and thereby possibly reach policy-makers who can influence the government and begin the journey towards an accessible India.

To ensure involvement and garner support for this initiative and to take it to scale, H&R Johnson created a portal www.redrampproject.org asking people to sign online petitions supporting this cause and provide their inputs and comments. It has also created the 'geo-tag location' facility on this portal

which will allow people to mark public places on a map where they feel access facility for people with disabilities needs to be provided. This portal also acts as a one point contact for people to connect across social media platforms and increase conversation on the topic.

To build awareness and bring a behavioural change within people, H&R Johnson along with their agency, Soho Square has also created a film that focuses on three independent individuals with varying physical challenges, and their quest to visit a beach (Link to video: https://www.youtube.com/ watch?v=DytBXoMwZak). The film is the lever for showing it to a large number of people for creating awareness and asking their support for this cause on the portal. Over 2 million views of the film and a lot of media coverage has helped create a buzz around the need to make infrastructure accessible and get the message across to policy makers.











Brochure Concept

The visual concept for the sixth NCPEDP-Mphasis Universal Design Awards brochure has been inspired by the labyrinth ball game, which has three small balls to be manoeuvred through a maze of concentric circles. The objective is to tilt the circular base slightly – either sideways; or backwards and forwards; so that the miniature marbles can roll through the gaps and navigate to an inner circle and finally arrive at the centre. This needs skill, precision and most of all perseverance.

In this representation, the centre of the maze has been replaced by a globe and puts forth the idea of making the world an inclusive place. The concentric circles create difficulties and blockages, much like the hurdles and challenges faced by people when trying to arrive at the end goal! Only with their adamant dedication, can they overcome these obstacles for the humankind at large, thus contributing to a goal that is to make a 'United, Universal and Inclusive World'.



National Centre for Promotion of Employment for Disabled People

National Centre for Promotion of **Employment for Disabled People** (NCPEDP) is a non-profit voluntary organisation, registered in 1996, working as an interface between Government. Industry, International Agencies and Voluntary Sector towards empowerment of persons with disabilities. In the past 19 years, NCPEDP has established itself as a leading cross-disability organisation. NCPEDP pioneered the concept of cross-disability in India, and formed the National Disability Network (NDN) in 1999 which has members across the country. Since inception NCPEDP has successfully advocated several policy changes that have positively impacted lives of people with disabilities. The mandate at NCPEDP is to encourage employment of people with disabilities,

increase public awareness on the issue of disability, empower people with disabilities with knowledge, information and opportunities and ensure easy and convenient access to all public places, products, services and technologies. NCPEDP works on five core principles, also called the five pillars of the organisation, namely: 1) Education; 2) Employment; 3) Accessibility; 4) Legislation/Policy; and 5) Awareness/ Communication. Understanding that accessibility is the key challenge to empowerment of persons with disabilities, NCPEDP instituted The NCPEDP-Mphasis Universal Design Awards in 2010.

www.ncpedp.org



Mphasis

Mphasis (an HP Company) is a USD 1 billion global IT service provider, delivering technology based solutions to clients across the world. They 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. Mphasis enables chosen customers to meet the demands of an evolving market place, fuelling this by combining superior human capital with cutting edge solutions in hyperspecialized areas.

Corporate Social Responsibility has been a significant corner stone of Mphasis ethos and is closely aligned with the

organisation's mission of being at the confluence of people, profit and planet. Mphasis' CSR activities are being carried out through Mphasis F1 Foundation. The driving tenets of their CSR policy are to focus on a few selected areas and drive excellence in them, maximize impact with deployed resources, and drive innovative solutions in the social space in line with the company's motto of 'Unleash the Next'.

Mphasis' CSR activities focus on:
1) Technology driven community
development projects; 2) Impact
funding to innovative social enterprises;
and 3) Creating opportunities for the
disadvantaged with an emphasis on
persons with disabilities.

www.mphasis.com www.csr.mphasis.com

NCPEDP

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