



CELEBRATING

10 years of Inclusivity



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.





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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.

NCPEDP - Mphasis Javed Abidi Public Policy Award

For Universal Design is a new category instituted in 2018 in memory of the Late Mr. Javed Abidi, to recognize advocacy efforts to promote accessibility. This could be in the area of physical infrastructure, transport, ICT, products and services and will be awarded to one organisation and one individual doing exemplary work to create a level playing field for people with disabilities to access the same opportunities and rights as all other citizens of India.









Awards Jury 2019



Som Mittal

Som Mittal is the former Chairman and President of NASSCOM, the premier trade body for the IT-BPM Industry. He has held corporate leadership roles in the IT industry at companies such as Wipro Digital Compaq and Hewlett-Packard. He has also served as member of the Prime Minister's Committee on National e-Governance and chaired the Advisory Council set up for developing the IT Vision for Indian Railways. Alumnus of IIT Kanpur and IIM, Ahmedabad, he currently is the Chairman of National Centre for Promotion of Employment for Disabled People (NCPEDP) and also associated with several corporate boards, universities and NGOs.



Srikanth Karra

Srikanth Karra is an industry veteran and seasoned human resources (HR) officer with close to 30 years' experience in business-focused, innovative, HR systems and processes. He has been instrumental in institutionalizing global benchmarks for large enterprises as well as startups. Over the years, Srikanth has strategized, spearheaded, and seamlessly executed numerous people initiatives. His functional experience spans resource strategy, manufacturing operations, industrial relations, HR technology implementation, and process excellence in multiple industries including manufacturing, information technology (IT/ITES), and telecom. His entrepreneurial spirit led him to invest and work with technology startups, which he passionately continues



Shilpi Kapoor is an accessi

Shilpi Kapoor is an accessibility evangelist and the founder of BarrierBreak, 247 Accessible Documents and NewzHook. She believes passionately that technology can be the game changer for inclusion and has successfully built a sustainable business model in disability products and services. She is motivated to ensuring that this model is called up to impact the life of people with disabilities globally. Ms. Kapoor is an Ashoka Fellow and a recipient of the 'NCPEDP-Shell Helen Keller Award 2008'. She has been recognised as one of the top 20 most powerful women in business in India for the year 2017 by Business Today Magazine.



Dr. Shilpa Das



Dr. Shilpa Das is the Principal Faculty in Interdisciplinary Design Studies and Head; PhD Programme at the National Institute of Design (NID) Ahmedabad, India. She is also a member of the Board of Advisors of Bill and Melinda Gates Foundation for a project on women's sexual and reproductive health in India, Kenya, Tanzania and Nigeria. She has been involved in outreach and consultancy projects, notably, a project on strategic-behaviour change with respect to persons with disabilities for Handicap International and Department of Health and Family Welfare for the Government of Gujarat. She has several published papers and chapters in books on disability issues and design for disability.





CATEGORY A Persons With Disabilities



Aneesh Karma

Aneesh Karma hails from Akapur Tiyana village in Bulandsahar district of Uttar Pradesh. He and his wife are both diagnosed with Polio for which they acquired low-cost drop-lock calipers from the government. These calipers felt uncomfortable and inefficient as they did not allow stair-climbing, vehicle boarding and cycling. Owing to this, Aneesh who has barely completed studies till class 12th started modifying the design by going to local cycle repair shops, and filed a patent in 2015 with the help of National Research Development Corporation (NRDC). In 2018, he came to IIT Bombay, joined BETiC lab and further improved the design.

The improved version acts as a knee ankle foot orthosis (MASC-KAFO) to provide better gait for people with knee-extensor weakness. Aneesh filed another patent, and won BIG Idea Summit 2018 Award as well as BIRAC Biotechnology Ignition Grant in 2019. Presently, a startup company called Tech is being incubated to scale up the innovation and benefit many others.







Nekram Upadhyay

Nekram Upadhyay is the Head of Department of Assistive Technology at Indian Spinal Injuries Centre, New Delhi, India. As the Ford Foundation International Fellow he has completed his higher studies at University of Illinois at Chicago, USA specializing in Assistive Technology. Nekram joined Indian Spinal Injuries Centre in 2006 where he established the first Department of Assistive Technology (DAT).

His primary work is focused on the provision of assistive technology services for people with disabilities to help them achieve his/her maximum functional independence. He has also been an active member of various national and international scientific societies and organisations.

His few key awards are Gold Medal in Abilympics, Gold Medal by Spinal Cord Society India, Universal Design Award, NASOH Award, Rotary Club Distinguish Professional Award and the Ford Foundation International Fellowship Award.















Rajesh Sharad Ketkar

Rajesh Ketkar was born at Devgad, Maharashtra but has been living in Vadodara, Gujarat since 1976. Despite innumerable barriers he faced due to multiple disabilities (deafness and post-polio paralysis in both limbs) he managed to complete B.Sc. (Computer Science) in December 2017 from Tamil Nadu Open University.

He has been involved in educational empowerment activities since 2007. He taught English literacy, digital literacy and life skills to deaf youths through Indian Sign Language (ISL) and also worked and managed a website that provided information to deaf people in ISL (www.indiandeaf.org).

He now plans to launch Gujarati and ISL bilingual dictionary online and physical booklets containing information on Deaf Awareness with QR codes ensuring linguistic accessibility for the deaf people. This would also include translation / interpreting in ISL the proceedings from Lok Sabha / Parliamentary.











CATEGORY B Working Professionals



Rajni Kant Singh

Rajni Kant Singh is a physiotherapist by profession with more than 25 years of experience in leprosy and international development. He holds a Masters in International Public Health (MIPH) from the Liverpool School of Tropical Medicine, United Kingdom. Rajni was diagnosed with Lymphatic Filariasis and has faced various medical, physical, and social challenges.

Rajni represents Lepra and LEPRA Society in various National and International forums. He is also the State Coordinator of Bihar, Jharkhand, Delhi and Uttar Pradesh States in India.

He has developed several innovative approaches for disabled people affected by Leprosy, Elephantiasis, Podoconiosis and Diabetes. The government introduced MCR (Micro Cellular Rubber) Footwear because of deformities that develop on the limbs of people affected with leprosy which do not fit well. Due to this, one of Singh's innovations is the 'Mobile Foot Care unit' aimed to deliver protective footwear close to the patient's location. He believes that footwear is an essential part of treatment and not merely a cosmetic or luxury item.









Prashant Gade

Prashant Gade is a 27 years old Social Entrepreneur working towards addressing needs of people living with certain disability and with no proper prosthetic care. In 2015, Prashant realised that every year nearly over a lakh people in India lose their upper limbs and 85% of them are living without any solution because the solution available wasn't affordable to them

Moved by this, Prashant quit his job and education to pursue a design for an affordable prosthetic arm; which he did within three years of experimenting. Even the hardships and many challenges he faced during the project innovation did not deter him and today nearly 1000 people in India are using the prosthetic arm.











Kunaal Prasad

Originally from Patna, Bihar, Kunaal Prasad and Dipti Prasad created XL Cinema application with a specific feature called "AD Mode" or "AD MOVIES" which gives access to content with Audio Description (AD) to visually impaired.

During their research they realized that the gap between need and availability was huge. They understood that hardware related solution was not scalable and cannot be termed universal and hence started exploring and soon extended their core tech to enable AD track delivery through the application.

Currently, they have successfully tested the proprietary glasses for non intrusive subtitling system. These glasses can make subtitles vanish or appear on movie screen.

He has also been awarded 1st Grand Prize winner of Global MoveHack 2018; Global Move Summit, CISCO Special Jury Award for Excellence 2018 and Nipman Microsoft Equal Opportunity Award 2018.



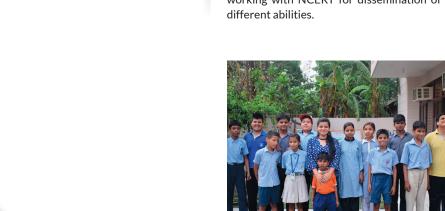




Ankita Gulati

Ankita Gulati is the founder of TouchVision, a social enterprise incubated at IIT Delhi that involves working on design and development of inclusive learning resources for visually impaired people. TouchVision aims at digital inclusion for the 253 million persons with visual impairment globally. The flagship product TouchVision multisensory kit enables affordable interactive access to diagrams in audio tactile form.

Ankita's vision is to contribute to the community in a holistic manner. She has also been honoured with the National Award by the President of India. She is serving as the youngest subject matter expert with Rehabilitation Council of India. TouchVision has received support from Department of Science and Technology, MHRD and Ministry of Electronics and IT and working with NCERT for dissemination of affordable products to empower people with different abilities.







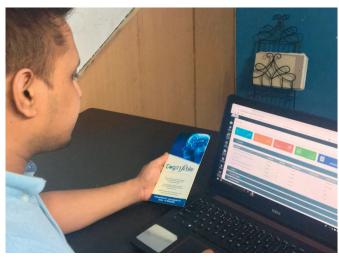


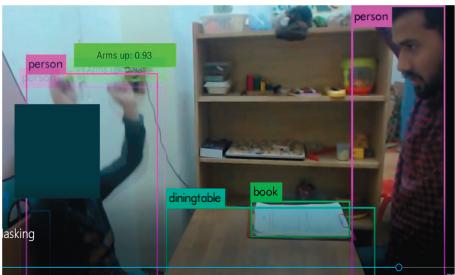
SM Learning Skills Academy for Special Needs Private Limited

Married to a child psychologist and a special educator; Manu Kohli realized what it meant by special needs services. However, the big transformation happened for him and his wife Swati after diagnosis of their own son with Autism. They realized the need of technology for early detection with 4 major objectives-affordable service, used by non-experts, available remotely and data driven.

Owing to that, they created CogniAble—an online platform available remotely to non-experts for early screening and affordable behavioral intervention for Autism and associated neuro-developmental disorders. A non-expert can use the screening service at 25% of the cost from any remote location by submitting a video using internet. The video is automatically analyzed by proprietary algorithms to make Autism screening predictions. In addition, for families who have children diagnosed with Autism; the guided intervention service with a click on a mobile empowers parents and schools with the availability of an integrated assessment and behavioral treatment service.

















National Institute of Open Schooling (NIOS)

NIOS works towards ensuring that all the study material and other information provided to learners on all their forums is accessible to all persons irrespective of ability. In this direction, they have developed Videos in Sign Language version in 6 subjects at Secondary level to provide educational access for Deaf and hard-of-hearing learners. After the pilot in Home Science subject at secondary level, NIOS has already developed about 150 videos in six different subjects such as English, Hindi, Social Science, Home Science, Painting, Yoga and Data Entry Operations. These videos have been broadcasted through SwayamPrabha DTH Channel 30 (Gyanamrit)— NIOS channel on YouTube which has more than 26 lakh viewers.

Now, they plan to develop more videos in the remaining subjects and at senior secondary level of NIOS. NIOS is among the first National Board in the country to introduce learning through sign language at secondary level.













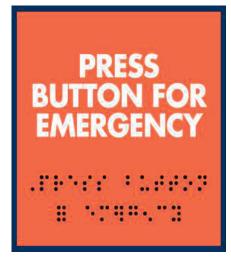
Big Bazaar

With the aim of bringing the joy of 'bargaining', 'interacting', and 'choosing' by self to "ALL"; Big Bazaar has undertaken various initiatives. Their goal was to empower and allow participation of every person in the joys of shopping. To make that happen; they revamped their physical structure by creating Accessible Trial Rooms, Washrooms and also sensitised their entire workforce towards the needs of shoppers with disabilities.

Additional support was also undertaken by them through providing shopping assistance, priority counter, dedicated quiet hour and home delivery. This Project was internally code named 'Sab Ke Liye', which means 'For everyone' and with this they hope to mainstream Inclusion & raise awareness in the society by enabling Persons with Disabilities to be more visible. They have also conducted India's first Quiet Hour for people with autism across 23 stores pan India.















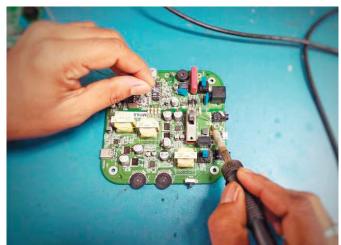


Robert Bosch Engineering & Business Solutions Private Limited

Robert Bosch Engineering & Business Solutions Private Ltd (RBEI) believes in human centered design process wherein products and services are designed to achieve interaction between products and user. This is achieved through tracing the context; gain user insights and understand their situation, analyse requirements; design realization; ideation, conceptualization and rapid prototyping and test; evaluate the given solutions.

Their design methodology follows the philosophy of ASK them how to help, LOOK at what they do, LEARN from the facts you gather and TRY it yourself. They've designed Multi Point Audio Switch (MPAS) which is an audio device for managing PC, mobile and desk phones. A Smart Headband which is under design is a wearable obstacle detection with feedback using bone conductors and an Alternative hearing device which is a bone conduction headphones acting as an alternative hearing solution to the visually impaired persons.

















BleeTech Innovations Private Limited

Founded in 2015 by industrial designers Janhavi Joshi and Nupura Kirloskar, Bleetech Innovations is a start-up that works for the deaf community by providing inclusive solutions.

At inception, they realized that deaf persons were unable to lead a truly independent life as they could not react to sound signals. Additionally, the users do not have conventional language development which leads to limited options for information, learning and entertainment. Dedicated to building a solution, Blee developed a wearable band that connects with the user's Smartphone and coverts sound signals to vibrations and visual notifications. In July 2018, Blee also launched a digital platform—BleeTV-- to access information and learning-based content in Indian Sign Language (ISL).

Within 4 years, Bleetech has been able to grow from an idea to touching the lives of 10,000+hearing-impaired individuals across 15 states in India.

















Smitha Santhakumari Sadasivan

Smitha is a disability rights activist with Multiple Sclerosis and has been involved in consulting with Election Commission of India on accessible electoral process for all citizens with disabilities; Collaborating with Public Works Department (PWD) on issuing notifications to implement the findings of access audits by Disability groups in PWD buildings; Advocated with Chennai Metro Rail, Metro Transport Corporation, Southern Railways, Greater Chennai Corporation, State Secretariat, Environment Department, Madras High Court, DGCA & UIDAI (Aadhaar), etc regarding accessible solutions.

Smitha has also advocated for the formulation and notification of Tamilnadu Rules for RPD Act 2017, published a primer on sexual health for women with disabilities in plain language. She ensured UGC to provide Braille question paper to its NET candidate with Deafblindness by facilitating a PIL in Madras High Court. Additionally, Smitha also actively engages in Media advocacy, legal processes and sensitisation towards enabling universal design & reasonable accommodations.













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CATEGORY Jury Award

Ministry of Information and Broadcasting



सत्यमेव जयते Ministry of Information and Broadcasting

The Rights of Persons with Disabilities Act, 2016 mandates that appropriate Governments must take measures to ensure that all contents available in audio, print and electronic media are in an accessible format and that persons with disabilities have access to electronic media by providing audio description, sign language interpretation and close captioning.

The Ministry of Information and Broadcasting was one of the first Ministries to develop a policy to make television accessible to persons with hearing disabilities using sign language and closed captioning. They have also formulated a phased implementation for the same to come into effect from 15 August 2019 with no scope of further extension. This would require the broadcasters to start telecasting at least one programme with the accessibility protocol and increase the frequency with time to achieve the targets outlined in the Policy. To ensure that all provisions outlined in the Policy are implemented, the Ministry would also be conducting a periodical review.

The Ministry has already started work towards making television accessible—deaf commentators were LIVE on Doordarshan TV during the quarter final and semi-final matches that India played in this year's World Cup. Doordarshan also telecasted the Swearing-in Ceremony of Prime Minister and others' with sign language interpretation. For this path-breaking work the Ministry has been selected for a Special Jury Award for Universal Design.

















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

Registered in 1996, the National Centre for Promotion of Employment for Disabled People (NCPEDP) is the country's premier cross-disability, not-for-profit organisation working as an interface between Government, Industry, International Agencies and the Voluntary Sector towards empowerment of persons with disabilities. Its mandate is simple – to encourage the employment of disabled people, increase public awareness on the issue of disability, empower disabled people with knowledge, information and opportunities and ensure easy and convenient access to all public places. NCPEDP works on six core principles, also called the six pillars of the organization, namely: 1) Education; 2) Employment; 3) Accessibility; 4) Legislation/Policy; 5) Awareness/Communication, and 6) Youth. For more information, visit:

www.ncpedp.org



Mphasis

Mphasis (BSE: 526299; NSE: MPHASIS) applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in the Mphasis' Front2Back™ Transformation approach. Front2Back™ uses the exponential power of cloud and cognitive to provide hyper-personalized (C=X2C2TM=1) digital experience to clients and their end customers. Mphasis' Service Transformation approach helps 'shrink the core' through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis' core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients. For more information, visit:

www.mphasis.com



Brochure Concept

The 10th year of Universal Design Awards brochure focuses on the 'access' for the persons with disabilities. It celebrates an inclusive society in which equal opportunities and access is provided for the growth and development of persons with disabilities; to lead productive, safe and dignified lives. The diversity is shown with various disability icons and further emphasised by a variety of disability colours.

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

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