



NCPEDP MPHASIS  
UNIVERSAL DESIGN  
AWARDS  
2014



**Accepting & respecting  
the diversity in human lives.**

The 5<sup>th</sup> 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 2014



### 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 HP. He has served as a member of the Prime Minister's Committee on National e-Governance, as board member of Institutes of Technology and the Global Advisory Council of WITSA. He is currently independent director on several boards and associated with several NGOs.



### Elango R.

Global CHRO and EVP, Emerging Geographies Business Unit at Mphasis, Elango R. is a leader who has successfully bridged the divide between core

business and traditional support roles. He has been an integral part of the Mphasis journey from a 12 million to over a billion-dollar company. He has worked with the Raheja Group, UB Group and Bank of America in HR and learning leadership roles. Elango R. is the author of 'You Don't Need a Godfather', a book on achieving personal success.



### Papiya Sarkar

Papiya Sarkar is Chief Architect in Delhi Metro Rail Corporation Ltd., and has worked for creating barrier free environments for over 20 years. She was

earlier Senior Architect in CPWD and Ministry of External Affairs and has created 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

A Senior 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 decade. Through her writing she has helped to highlight the policy gaps when it comes to implementation of disability rights and 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

### Prashant Madhukar Naik



Prashant Madhukar Naik works as an Assistant Manager with Union Bank of India and is a person with low vision and albinism.

He has been working in the area of accessibility and technologies for the blind since 2002. He has worked extensively towards making ATMs accessible in India and is one of the key contributors in this campaign.

Prashant has added significant value in the area of print access, accessible content creation for science and mathematics education and independent living aids. He has played an important role as part of a committee set up to provide assistive devices to blind employees and those with low vision working with the Government of Maharashtra.

He has launched a first of its kind website – a locator for talking ATMs in India. Currently he is advocating for accessibility at work for blind people employed in the banking sector.



## CATEGORY B WORKING PROFESSIONALS

### G. Gopalakrishna



G. Gopalakrishna is a specialist in the field of electro-chemistry, polymer-chemistry and a technologist. In 1997, he started his research in the area of accessible signage for persons with disabilities, with a special focus on persons with vision impairment. He owns a company called 'Braille Signs India-USA' that sells accessible signage in various countries across the world.

He has developed an easy process to design signage which meets the specifications given in the legislations of US, UK and other countries. His technique has also brought down the cost by 25-30 percent in the international market. He is currently working on developing audio signs and an instrument that can be installed in old elevators to announce floor numbers and other instructions.

He has been working towards spreading awareness on the use of accessible signage in India and has sold over 5000 accessible signs in India alone in 2013-14.



# CATEGORY B

## WORKING PROFESSIONALS

### Arun C. Rao



Arun C. Rao is the father of a deaf daughter. Over the years, he has made pioneering contribution towards improving services and access for deaf people.

He has been working in the field of Sign Language interpretation since 1990. He was closely involved in the creation of a comprehensive dictionary of Indian Sign Language (ISL). He set up the first Indian Sign Language website and a video interpreting platform called SignnTalk that provides interpreting access to the deaf.

Arun has also conceptualized and created a video document of the UNCRPD in Sign Language, the first in the world. He was instrumental in the founding of the World Association of Sign Language Interpreters. He is currently President of the Welfare Association of Sign Language Interpreters in India.

Arun has conducted numerous training programmes for interpreters and presented papers on interpreting at international conferences.



### Prof. Kavita Murugkar



Kavita Murugkar is an architect and academician with over 15 years of experience. She teaches at B.N. College of Architecture (B.N.C.A.), Pune. She is a strong proponent of Universal Design and has been consistently working towards promoting people centric and inclusive design education and practice in the architectural fraternity.

She has established India's second Universal Design Centre for Training and Research at B.N.C.A. and introduced Universal Design in the syllabus of University of Pune. She is a recipient of the Avishkar Award for best research project among humanities faculty at the Maharashtra State Level Inter-University research competition. Her research subject was 'Social Inclusion and Accessibility for

People with Disabilities in Heritage Sites', as a part of which she has designed and conducted 'Heritage Walks' for visitors with disabilities.

She and her team has also organised workshops and conducted access audits of public buildings in Pune.





# CATEGORY C

## COMPANIES / ORGANISATIONS

### CHILDLINE India Foundation



The CHILDLINE service, developed and managed by CHILDLINE India Foundation (CIF) is India's first and only national, 24-hour free, phone emergency outreach service for children in need of care and protection. Children or concerned adults can dial 1098 from any phone service in India, and get connected to the CHILDLINE service in their city. CHILDLINE teams physically reach children within approximately an hour of the call, provide SOS attention and link children in distress to appropriate organisations for rehabilitation as required.

CHILDLINE 1098 is the world's largest child protection service accounting for 30 percent of world's children's helpline calls. CHILDLINE currently operates in 291 cities/ towns/ districts through its network of over 540 partner organisations and services over 4.5 million calls a year. CHILDLINE is supported by the Ministry of Women and Child Development.

Over the past two years, CHILDLINE has made a conscious effort to ensure that important communication is accessible to all including people with disabilities.

CHILDLINE has produced three animation films covering important child-related issues. These are: The Rose which covers corporal punishment; Like Sisters which talks about child marriage; and Education Counts which deals with child labour. Each of these films has been made accessible. The accessible format consists of captions, Sign Language Interpretation and audio description and has been created in Kannada, English and Hindi.

Soon CHILDLINE's film 'Komal' on Child Sexual Abuse will also be made accessible in 15 Indian languages.

The captions in the films have been placed for the dialogues and sounds for the benefit of people with hearing impairments, learning disabilities and children with Attention Deficit Hyperactivity. Sign Language Interpretation also benefits hearing impaired people as an interpreter narrates the entire story in Indian Sign Language from the bottom of the screen. Audio description helps visually impaired persons. Whenever there is no dialogue, another voice will describe what is there in the background. This helps in getting a more holistic picture of a particular scene.

Additionally, the CHILDLINE website has been made accessible as per W3C Guidelines. Efforts have been made to make eNewsletters and eMailers also accessible to people with disabilities. A description is provided for each image and hyperlink so that visually impaired people can also benefit and learn more about CHILDLINE and 1098.



### Cisco Systems India Pvt. Ltd.

Cisco India is committed to a diverse workforce that includes people with disabilities and creating a culture where everyone feels empowered to make a difference and be their best selves. Persons with disabilities are vital members of the Cisco family and integral to its success. Their experiences, backgrounds and perspectives help fuel Cisco's competitiveness, enabling them to effectively identify market opportunities, solve complex problems and drive innovation. Hence, Cisco considers it critical to create a Barrier Free Environment for its employees to enable them to work more independently and productively.

One of the initiatives is the Cisco Connected Disability Awareness Network (CDAN). This is a volunteer group of time employees who have a passion around disability and want to make a difference. They don't have to have a disability themselves, just an interest in it.

Cisco CDAN's objective is to make Cisco's environment more inclusive. Cisco strives to make its environment welcoming to enable current or potential employees with any disability to be as productive as possible through awareness creation and provision of assistive technologies and enabling equipment/ procedures/ policies etc.

Cisco CDAN India focuses on the following areas:

- Inclusive Environment
- Assistive Technologies
- Training & mentoring of talent
- Awareness

Cisco CDAN India volunteers run and take part in various projects/ initiatives. All members/ leads can put activities and personal development aims/ achievements on their annual performance goals and formalize it.

At Cisco, accessibility means driving and providing access to products, services, websites, and documentation for people with disabilities. The Cisco Accessibility Initiative incorporates global accessibility and usability into design requirements; product development process; testing and training.

Ultimately, it is about helping people make the most of the network to foster innovation, collaboration, and market relevance in regard to the promotion of accessibility for persons with disabilities. This initiative is supported by leaders and is a long term process for the organisation.





## Joseph Eye Hospital

Joseph Eye Hospital is a not for profit non-governmental organisation which started its operations in the year 1934 in the district of Tiruchirapalli, Tamil Nadu. The objective was to render sustained and affordable eye care services of the best quality to poor and underprivileged sections of the community. These includes prevention of avoidable blindness through various community outreach programmes; curative eye services and general health services; medical and paramedical education in ophthalmology and optometry; community based rehabilitation; and vocational training and placement center in Trichy.

Joseph Eye Hospital pioneered rehabilitation services for blind people in rural areas in the year 1967. It now is making efforts to make these services inclusive for people with disabilities by working on several areas:

**Infrastructure** in the form of accessible toilets, canteen seating facilities, anti-slip ramps, audio signages, and navigation sign boards.

**Policies** in the form of HR policies; hospital medical care policy; revision of child protection policies to promote diversity and inclusion; active participation of persons with disabilities through an inclusive development committee promoting inclusive culture.

**Capacity Building** by sensitising staff including training them in basic Sign Language; including disability and inclusive development in its curriculum in optometry.

**Networking with NGOs** working for persons with disabilities; sensitising college management on disability inclusion; advocating for inclusion of disability in the curriculum of management degrees through Bharathidasan University.

**Employment** of people with disabilities. 12 percent of existing employees are persons with disabilities.

In recognition of its work for people with disabilities, Joseph Eye Hospital has received the Tamil Nadu State Government's State Award in 2013.



## Kickstart Services Pvt. Ltd.



Launched in 2013, Kickstart Cabs was set up to bridge the gap of accessible transport – a much required service that provides freedom, mobility and dignity for persons with disabilities and senior citizens. Presently this is a huge lacunae in India, restricting their quality of life. It currently operates only in Bengaluru but plans to expand to nine more cities in the next five years due to growing demand.

At Kickstart, all vehicles are modified to cater to the needs of persons with disabilities as well as senior citizens. Drivers are sensitised and trained to assist the customers' special needs. Overall, it offers a combination of both the product and the service. Over the next five years, Kickstart Cabs expects to reach out to about 5000 people with disabilities and senior citizens. The service is expected to increase employment for people with disabilities and decrease drop-out rates of patients attending long term treatments in hospitals.

Following are the vehicle adaptations offered by Kickstart:

- The first one is a swivel chair model, where the front passenger seat comes half way out of the door. This enables the passenger using crutches/ walking stick or those with temporary injuries to just stand up and sit down as in a regular chair. The transfer from the seat and vice-versa is simple with this adaptation for wheel chair users as well.
- The second includes a ramp that opens out of the vehicle door enabling the wheelchair user to get in through the ramp. The wheelchair is locked inside the vehicle for a safe ride.
- In the third, the front passenger seat turns out like the first model. A wheelchair frame can be attached to the bottom of the turned out seat. The whole vehicle seat can be brought out of the vehicle. The car seat becomes a wheel chair as it comes out.

In just a short span, Kickstart Cabs has been able to generate tremendous buzz – a fact highlighted by 25,000 hits that their YouTube video has garnered as of now.



### Wipro Ltd.



Wipro is a strong advocate for diversity and inclusion and is a role model for organisations across industries. Its practices, policies, processes and the awards that it has won stand testimony to its commitment in not only being an inclusive organisation but also in its efforts to collaborate with society at large to make the eco-systems inclusive. Wipro has made sustained efforts in these areas over the past few years to bring them up to a very high level and continues to invest in improving them and living one of its core values of acting with sensitivity on a daily basis.

Accessibility – both physical and digital are widely acknowledged as the two important pillars in enabling an inclusive environment for persons with disabilities. In line with this, building infrastructure to help facilitate an inclusive environment for people with disabilities is one of the core strategies of Wipro towards this entire initiative. Wipro Kinesics is an initiative to raise the bar and brings to prominence the need for communication to be barrier-free and for such communication at work to include categories of disabilities like speech and hearing. Wipro Kinesics is a repository of commonly used words, terms, phrases or jargon that have been interpreted into Sign Language and is available in the form of video clips. This is a significant step forward in Universal Design because barrier-free communication is an integral part of business transactions and without it all other efforts cannot create an environment inclusive for persons with speech and hearing disabilities.

Wipro believes that when Wipro Kinesics is widely used and enhanced, it would reach a stage where it may become useful not just for inclusion of speech and hearing disabilities at Wipro but also across a larger section of the industry. Through this, it anticipates that a large number of organisations may be able to attract talent with speech and hearing disabilities and improve career opportunities for them. We also envisage that over a period of time, this would help our employees with disabilities to take up broader global roles and that in turn will help prepare a larger number of employees to take up leadership responsibilities in the future both within and outside the organization.



### Working Group for Disability Inclusive Microfinance



While microfinance institutions (MFIs) have helped transform lives of many poor people through small loans and development programs, these services are yet to reach persons with disabilities. Financial inclusion of people with disabilities is less than 1 percent, a huge reason being low awareness and lack of defined processes that make microfinance accessible. To address this lack of accessibility, Accion Centre for Financial Inclusion, v-shesh, and three MFIs - Annapurna, ESAF and Equitas came together to form a working group.

In the last two years, the working group has developed an operating model for financial inclusion of persons with disabilities. To test the feasibility of the model, each of the recommendations is being implemented by the MFIs. The recommendations include making key policy changes like modifying non-discrimination policy to specifically mention disability.

Disability Awareness Trainings have been conducted in Orissa, Tamil Nadu, Maharashtra and Madhya Pradesh for 100 plus MFI staff. In the next 3-6 months, these staff members will sensitise another 6000 plus frontline MFI staff and a client-base of over 10 lakh women. Based on Disability Access Assessments, disability inclusion measures are being planned for implementation at MFI branches. Important documents are being converted into accessible formats and MFI staff is being introduced to basic signs for communicating with the deaf.

Work is in progress to make available information in simple visual format along with audio recordings. Interactive Voice Recording (IVR) Helpline has been activated to make loan information accessible for blind clients.

Along with backend processes, MFI staff is being trained to proactively identify and include persons with disabilities through regular interactions with disabled people's organisations and by closely tracking growth in number of clients with disabilities.

Each of the MFIs has initiated steps for hiring persons with disabilities in critical roles. The working group will continue developing set of best practices, tools and guidelines for disability inclusion in finance and banking sector. It will also scale up this initiative across other MFIs and locations.





## 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 18 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](http://www.ncpedp.org) and [www.dnis.org](http://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](http://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](http://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 disabled 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](http://www.barrierbreak.com)



## Brochure Concept

This year's NCPEDP-Mphasis Universal Design Awards brochure is based on the Celtic symbol of life which denotes the cycle of life, death and rebirth. The graphic suggests that each life is unique & special, and deserves acceptance & respect.

## NCPEDP

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