

The Fourteenth

NCPEDP-SHELL

Helen Keller Awards





Javed Abidi

Honorary Director, NCPEDP
2nd December, 2012

“
No effort that we make to attain
something beautiful is ever lost.”

Helen Keller

The disability movement in India is at a very crucial juncture in time. Two very important Bills have come out in the public domain, the draft Rights of Persons with Disabilities Bill 2012 and the draft Mental Health Care Bill 2012, under the aegis of the Ministry of Social Justice and Empowerment (MSJE) and the Ministry of Health, respectively. Both have taken very different views on the Convention on the Rights of Persons with Disabilities (CRPD) that India has ratified.

The time has come for India to take a position, one way or the other, on the contentious issue of legal capacity, inherent dignity and autonomy of persons with all kinds of disabilities. These are the guiding principles of CRPD and cannot be compromised.

The MSJE draft is quite progressive even though there are some grave areas of concern. On the issue of employment, the draft law advocates a strong policy of non-discrimination for the private sector. However, it still promotes the concept of job identification, which goes against the very grain of CRPD.

If we look at this year's Awardees, we see that things have improved somewhat over the last 14 years. But somehow, the public sector continues to do badly, despite the mandated 3 percent reservation! Opportunities for people with severe impairments and those with psychosocial, intellectual and developmental disabilities still are dismal if not non-existent.

If and when the new disability rights law becomes a reality, the employment scenario for people with disabilities will certainly change for the better. Till then, the exemplary work done by individuals and organisations, such as our Awardees this year, continue to be an example for us all.



Dr. Yasmine Hilton

Chairman
Shell Companies in India

Disability is a matter of perception. The Paralympics in London this summer, watched by the same capacity crowds as the Olympics themselves, thrillingly showed the heights of achievement in sport by people disadvantaged in some ways but more than making up for it in others. A cloud of limitations was lifted.

Sports may lead the way but employers too have become more aware of the potential benefits of greater inclusiveness, aided by the excellent work of NCPEDP. For example, my company Shell India has adapted retail fuel outlets with better access facilities and is providing opportunities for people with disabilities to work there. Customers have welcomed the move. Diversity is encouraged at our work place – we believe that the business benefits from greater inclusiveness of the breadth of talent available to us from the whole community.

The profiles of contenders this year for the NCPEDP-Shell Helen Keller Awards have made a deep impression on me. From stellar academic performances to inspirational working lives, each serves as a role model for many. It accordingly gives me the greatest pleasure to commend the continued work of NCPEDP and to offer my warmest, sincere congratulations to the winners.



Dr. V. Krishnamurthy

Chairman
NCPEDP

This year we saw an unprecedented number of nominations among persons with disabilities and organisations for the 14th NCPEDP-Shell Helen Keller Awards. This reassures us that this initiative that we started 14 years ago with support from Shell, still holds a special place among people and organisations who share our vision of equal opportunities for people with disabilities.

Also heartwarming is the fact that many corporates who have been Awardees in the past have been nominated again. In fact, two of them yet again, find a place among this year's Awardees. This underlines the fact that the work of our Awardees that we have applauded and continue to applaud is not a 'flash in the pan' kind of an initiative. There is commitment, many

a times from the top most echelons, to ensure that there is a non-discriminatory and proactive endeavour to employ people with disabilities meaningfully.

We would still like to see more and more sectors open up to people with disabilities, beyond ITES and hospitality. We would also like to motivate organisations to move beyond CSR and make disability policies an intrinsic part of their recruitment and HR processes.

I congratulate all the Awardees and wish them the very best.

The Fourteenth NCPEDP-Shell Helen Keller Awards



The story of the NCPEDP-Shell Helen Keller Awards dates back to 1999, making this the fourteenth year of the Awards. Over the many years, these Awards have come to be recognised as the most prestigious Indian benchmark for honouring people and organisations that have worked towards a barrier-free, non-discriminatory and inclusive India. Though over the years many individuals and organisations have been honoured, two factors have remained constant. One, the highly encouraging increase in the number of nominations that we receive each year; and two, the truly diverse nature of work being done by the awardees (and indeed, all the nominees) in their respective fields. Both these facts amply suggest that India

is well on her way of recognising disability as an issue that needs to be addressed. However, like always, we would sound a word of caution. The fight for equal rights, access and opportunity for people with disabilities is an ongoing one. There is still much that needs to be done.

Nevertheless, please join us in felicitating the 13 awardees of 2012, as we share their inspiring and motivating journeys. Heartiest congratulations to them for overcoming myriad difficulties in making our country – its institutions and workplaces more accommodating and inclusive!

Selection Committee



P M Sinha

P.M. Sinha was President of Pepsi Foods Ltd., Chairman of PepsiCo India Holdings and Chairman of PepsiCola International for South Asia. He was also on the Executive Board of Hindustan Lever Ltd. and was Chairman of Stephen Chemicals, Recket Coleman and Bata India Ltd. He was also Independent Director of Bharti Airtel, Indian Oil, ICICI Bank and Lafarge India. He is now an Independent Director on Boards of Wipro Ltd. and Azim Premji Foundation.



Anurag Misra

A Civil Servant belonging to Indian Information Service (IIS), Anurag Misra is a graduate in Economics from JNU and a UN Fellow. He has special interest in socio-economic issues and has worked on such assignments. Currently, he is Director & General Manager-cum-Chief Editor, Employment News (Ministry of Information and Broadcasting, Govt. of India), a weekly journal published since 1976 in English, Hindi and Urdu.



David Gauthier

Country Director, India for Handicap International, David Gauthier is a human rights lawyer by profession. He has worked with various development INGOs over the last 15 years, and on disability and development since 2002. He has been associated with the European Disability Forum and with Handicap International Federation in various countries, which include Cambodia, Sierra Leone, Mali, Senegal, Belgium and France, besides India.



Deepak Mukarji

Country Head – Corporate Affairs, Shell Group of Companies in India, Deepak Mukarji has nearly three decades of experience in management and communications. He is also an accomplished actor and a published author. He has worked on some of the world's leading brands across various industry profiles and sits on the boards of various institutions, most notably on the Governing Body of St. Stephen's College, Delhi.



Subrat Das

Executive Director of Centre for Budget and Governance Accountability (CBGA), New Delhi, Subrat Das has worked on India's policy priorities for social sectors, responsiveness of budgets to disadvantaged sections of population and issues relating to budget transparency. He has authored a number of reports and monographs for CBGA and articles in various journals. Subrat oversees the planning, implementation and assessment of CBGA's overall strategies.

CATEGORY A

ROLE MODEL DISABLED PERSONS

Disabled persons from within the disability sector or outside, who have been active as ambassadors of the cause of employment for disabled people and are positive role models for others.

Awardees

- Abdul Sajeed Ali
- Ketan Kothari
- Radhika Chand
- Sangeeta Gala



Keep your face to the sunshine
and you cannot see a shadow.

Helen Keller



Abdul Sajeed Ali

President, Chaitanya Vikalangula Hakkula Vedika (CVHV)
Mahabubnagar District, Andhra Pradesh

An inaccessible environment and systemic barriers forced Abdul Sajeed Ali to discontinue his education after tenth class. Despite his mother's best efforts, they could not get a tricycle that was his basic requirement. In 1999, Sajeed established a disabled people's organisation in Kalwakurthy Mandal, Mahabubnagar District, Andhra Pradesh, to critically engage with persons with disabilities, ensuring reasonable accommodation, accessibility and participation.

His work has focused on ensuring equal rights for persons with disabilities, especially women with disabilities who face tremendous marginalisation and discrimination.

Sajeed believes that rehabilitation of persons with disabilities is a distant dream unless they are economically empowered. 70 percent of persons with disabilities reside in villages and find it difficult

to access livelihood opportunities. Sajeed through sheer determination and hardwork has ensured inclusion of persons with disabilities from the rural areas in MGNREGS in Andhra Pradesh. One of the major milestones in his life was when the Government of Andhra Pradesh issued a circular guaranteeing employment to Disability Shrama Shakti Sangham (a group comprising 2 to 15 persons with disabilities) under MGNREGS.

Gender issues are very close to Sajeed's heart and his work includes active efforts towards elimination of discrimination against women with disabilities and girl child. He has taken up cases of sex selective abortion and child marriages in his region.

Abdul Sajeed Ali is an example of how disability need not impede struggle for social justice.

CATEGORY 'A' AWARDEES



Ketan Kothari

Regional Development Advisor, Social Inclusion
Sightsavers, Mumbai

Ketan Kothari is a person with visual impairment but his disability did not come in the way of his completing M.A. and M.B.A. from Mumbai and being a gold medalist in his class.

He has been working in several areas to bring about systemic changes in India. Along with other partners, he has been successful in bringing about amendments to the Copyright Act to facilitate access to printed word for people with visual impairments.

Ketan is also quite active in the efforts to bring about financial access for people with visual impairments such as making ATMs accessible, creating alternate systems for verification of cheques, etc.

Through Sightsavers, he has been involved with many advocacy activities. This includes access to education in an inclusive environment, implementation of the

United Nations Convention on the Right of Persons with Disabilities (CRPD), inclusive examination and accessible transportation.

He believes that unless efforts are made to educate people with disabilities in a qualitative manner, their true independence will not be possible. A prolific user of technology, he feels that it has brought disabled and non-disabled people on almost an equal footing.

He is passionate about improving the lives of persons with disabilities and dreams of a day when there will be no need to have separate institutions for them.

He believes that every disabled person must get their right not as charity and that they should not be expected to spend anything extra for that.

ROLE MODEL DISABLED PERSONS



Radhika Chand

Assistant, Art and Craft Department, Special Section
Vasant Valley School, New Delhi

Radhika Chand is a person with Down Syndrome and had to be taught all basic skills. A pediatrician told her parents that Radhika's life span could be just 20 years! But at forty, she has proven everyone wrong with her zest for learning new activities.

An abstract painter, Radhika has participated in several group and solo exhibitions in India and abroad. Her first solo exhibition in Delhi in 1992 gave her an opportunity to work as an Assistant in the Junior Art Department at Vasant Valley School, and later with senior children in the Special Unit.

"What sets Radhika apart from her peers is her immense joy in being alive! She teaches her students and colleagues that ambition, determination and rigour are what help you actualize your potential. Radhika has added immense value to the school and

paved the way for them to unhesitatingly employ other individuals with special needs. She has, by her example, sensitised a large community of students, teachers and parents," says her employer.

In 1997, she was selected as a Yamagata Fellow to attend a week long art workshop in Washington D.C.

Radhika has donated several paintings to raise funds for organisations working for disabled people. Recently, one of her paintings was auctioned for Rs. 1,30,000 for the benefit of a school for disabled children in Mumbai.

She enjoys the little things in life like her teaching career, playing the piano, tennis, swimming, cooking, knitting, cycling and recently, learning how to drive a car.

CATEGORY 'A' AWARDEES



Sangeeta Gala

Associate Director, Indian Film Industry
Mumbai

In the extremely competitive Indian film industry, Sangeeta Gala has been able to open doors never before opened for persons with disabilities. She has worked with stalwarts like Sanjay Leela Bhansali, Mani Ratnam and more recently with Anurag Basu for the Oscar nominated film 'Barfi'.

Despite being born with profound deafness, Sangeeta has also achieved tremendous success in sports and social work. She was the first deaf Indian woman athlete to participate in the Deaf Olympics at Los Angeles in 1985.

Sangeeta has been speaking to various film associations to get deaf people hired as junior artistes. She is currently working on building a database of disabled people who want to work in the film industry and getting them enrolled once the association meets them. It's an initiative for the employment of persons with disabilities in the film industry on a scale that no one has tried earlier.

She also gives her time to other causes for the empowerment of persons with hearing impairments. She works with the Helen Keller Institute for Deaf and Deaf-Blind in Mumbai to promote young deaf children by teaching English language through alternative communication methods like signing, finger spelling, etc. She has been involved with the Bombay Foundation of Deaf Women since 1993 and is the Founder and President of the National Foundation of Deaf Women.

Apart from her persistence and tenacity, what makes Sangeeta truly special is her firm belief that smaller actions mean more than big intentions.

CATEGORY B

ROLE MODEL SUPPORTERS

Individuals from within the disability sector or outside, who have contributed substantially to the cause of promoting employment opportunities for disabled people over an extended period of time.

Awardees

- Ishita Sanyal
- R. Hari

Special Mention

- Jaishree Thandwal



Alone we can do so little;
together we can do so much.

Helen Keller



CATEGORY 'B' AWARDEES



Ishita Sanyal

Founder and Director, Turning Point
Kolkata

Ishita Sanyal is the Founder Director of Turning Point, an NGO that works for livelihood and employment of persons living with mental illness.

To enable people earn their livelihood, mere job opportunities that regular placement agencies provide are not enough. Vocational trainings are needed to develop other skills. Turning Point provides various such vocational training opportunities that include computer and internet classes, spoken English, junk jewelleryes, besides handicrafts training.

So far, Ishita has been able to develop networks with placement agencies through which many people living with mental illness have been able to get suitable job offers. Trainings are imparted before placement so that people living with mental illness can manage any symptoms or disabilities arising out of them at the work place.

A new web portal, www.jhankarindia.in, has been launched recently to showcase and sell products made by people living with mental illness from remote areas.

Ishita writes regularly on mental health in TTIS Telegraph. She has also directed two documentaries on livelihood of people living with mental illness, namely, 'From Dusk to Dawn' and 'Dare to Dream'.

She has written and edited a book 'Abujh Mon' that depicts how mental illness affects an entire family. She has also contributed to many international publications on mental health.

Ishita is a recipient of many awards, including the David Feinsilver Award (Australia), the Barbo Sandin Award (Denmark), the Manthan Award, Good Governance Award and e-India Award.

ROLE MODEL SUPPORTERS



R. Hari

General Manager – Human Resources
Lemon Tree Hotels Limited

As part of his role, R. Hari leads the initiative for inclusive employment at Lemon Tree Hotels. He has played a leadership role in implementing the Employees with Disabilities programme. He runs the hiring and induction process for persons with disabilities in co-ordination with all hotels, Government bodies, NGOs, etc. Today 5 percent of the staff at Lemon Tree Hotels are persons with disabilities. Hari is now working on a plan to increase this to 10 percent.

From the beginning of this initiative in 2007, Lemon Tree Hotels implemented a comprehensive national programme on Sensitisation and Sign Language led by an external expert. This has since become an integral part of the company making it a preferred inclusive employer.

Hari was instrumental in introducing a few innovative initiatives:

- **EWD Cards:** A card introducing an employee with disability and how best she/he can serve the guest.

- **Numbered Menu:** This simplified the process of communication for employees with hearing impairments.
- **Whistles:** Whistles are provided to all employees with disabilities to be used in an emergency to attract attention and get help.
- **External Sign Language Expert:** Though many employees are competent in sign language, an expert is engaged to handle any issue with hearing impaired employees.
- **Distance from Residence:** Lemon Tree Hotels recruits persons with disabilities who live near the hotels to decrease problems in commuting.

SPECIAL MENTION



Jaishree Thandwal

Assistant Operations Manager
MphasiS BPO, Enterprise Vertical, Pune

Jaishree Thandwal has been working in MphasiS for over 10 years, where she currently leads three telecom accounts from the Netherlands, Austria and Belgium. She is a Computer Graduate and also Six Sigma Green Belt trained. Prior to joining MphasiS, she worked with NIIT as a Centre Manager for a period of 3 years.

Jaishree has played a vital role in hiring deaf persons into her team of BPO USSA Transaction Processing Officers. She has piloted the service delivery of one of her accounts with 2 deaf resources. This has created a platform for demonstrating their capabilities that can be an example for hiring more and more people with disabilities for various other roles at MphasiS and beyond. Jaishree has now hired 3 more deaf persons and is exploring the possibility of scaling it up in the future.

Jaishree has not stopped at just hiring deaf persons. She has made efforts to identify specific roles matching the capabilities of the employees, creating customised employee evaluations, process training curriculum, feedback process and personal attention requirements to creating avenues for future opportunities.

She has coordinated effectively with NOIDA Deaf Society to develop a training curriculum for creating employability in the non-voice BPO space. This is the first of its kind experimentation in India where training curriculum for a non-voice BPO is being developed keeping deaf persons in mind. These efforts are aimed at recruiting 100 more deaf persons in the near future.

CATEGORY C

COMPANIES/NGOs/INSTITUTIONS

Organisations from the disability sector or outside, that have shown commitment towards promoting equal employment opportunities for people with disabilities.

Awardees

- Aegis Ltd.
- EuroAble
- Lemon Tree Hotels Ltd.
- Sun ITES Consulting Pvt. Ltd.
- Wipro Ltd.

Special Mention

- Accenture Services Pvt. Ltd.



It is a terrible thing to see
and have no vision.

Helen Keller



CATEGORY 'C' AWARDEES



Aegis embarked on the journey of including persons with disabilities in its workforce in 2009, as one of the key deliverables of its Diversity framework and as an extension of the Aegis Mission of Happy People, Happy Customers and Happy Stakeholders. This initiative was also triggered by the size and sheer presence of Aegis across the world and the commitment to give back to the society as part of Corporate Social Responsibility (CSR).

In the last three years, Aegis has gone a long way in promotion of employment and accessibility for persons with disabilities. In 2011, persons with disabilities comprised 1.5 percent of its total global workforce, which was explicitly committed in the Aegis Sustainability Report 2011. For 2012-13, the target has been further enhanced to 1.75 percent. Currently, Aegis has 969 employees with disabilities,

which constitutes 1.69 percent of its total global workforce. In India, Aegis employs 376 persons with disabilities, which is 1.37 percent of the workforce in the country. This is a substantial increase over last year.

Aegis has implemented a policy covering all areas of employment, including but not limited to recruitment, hiring, training, retention and promotion of individuals with disabilities. All service conditions applicable for persons with disabilities are same as those applicable for others. This includes equal pay, leaves, holidays and health benefits.

The organisation has been associated with 27 NGOs globally that provide people with disabilities training and organisational exposure for enhancing their employability. In line with its progressive workplace mission, Aegis has ensured that all its facilities are

COMPANIES/NGOs/INSTITUTIONS

accessible, convenient and cater to the needs of people with disabilities.

Aegis has designed and implemented specific Rewards and Recognition programmes for persons with disabilities for recognising their significant contribution

and work commitment towards the organisation. There are persons with disabilities affinity groups which enable networking opportunities such as mentoring, community outreach, career development and cultural awareness activities.





EuroAble (Eureka Forbes Initiative)

EuroAble was conceived by Eureka Forbes Limited in association with National Society for Equal Opportunities for the Handicapped (NASEOH), to ensure financial independence for people with disabilities. EuroAble is staffed entirely by people with disabilities. The brainchild of Shapoor Mistry, Chairman, Eureka Forbes Limited, it was inaugurated on 1st April, 2011.

EuroAble has ensured that the call centre is specially designed incorporating the needs of its employees, with walking paths and workstations that are wider (4 feet), unlike regular workstations.

Majority of the employees are recruited from the lower income strata, with limited or no fluency in English. They had faced immense discrimination for most part of their lives and needed special counselling to be able

to speak as 'equals' with any customer. Further, the fact that they are professional call centre employees representing a premier company took time to sink in.

Before starting operations, the management conducted an intensive training of 2 months, which involved sharpening communication skills, voice modulation and thorough familiarisation with all the company's products for better customer service. This has helped the employees improve their communication skills and motivated them to grow professionally.

Today, the call centre handles 5000 calls daily with each employee handling 100 calls. There are regular Quality Audits to check the interaction with customers, involving certain parameters like communication and listening skills, average handling time and product knowledge.

The attrition rate has been just about a percent in the last 1 and half years. EuroAble caters to Maharashtra, Gujarat, Madhya Pradesh and parts of North India. Starting with a batch of 30, it currently employs 80 people and plans to recruit about 150 people with disabilities by the end of next year. It has also decided to train people with visual impairments.

Through this initiative, Eureka Forbes has made an effort to recognise the ability of persons with disabilities and has enabled them to be a part of their value chain.



CATEGORY 'C' AWARDEES



One of India's fastest growing hotel companies, Lemon Tree Hotels owns and operates 18 hotels in 14 cities aggregating 2000 rooms with over 2200 employees, making it the 4th largest hotel company by owned rooms, currently.

Lemon Tree Hotels focuses on delivering a healthy 'triple bottom line' i.e. Planet, People and Profit through its sustainability initiatives. The people philosophy is to make it an inclusive workplace and to build processes with appropriate learning that will facilitate this objective. Currently, there are over 100 Employees with Disabilities (EWDs) with speech and hearing impairment working across different areas such as Housekeeping, Kitchen Stewarding and Food and Beverage Service. This accounts for 5 percent of total staffing. The goal is to take this to 10 percent in 2013.

Lemon Tree Hotels pioneered this initiative in 2007 and has successfully conducted sensitivity training for all employees, including subsequent new hires. Initially, EWDs were inducted only in back of the house areas like Kitchen Stewarding and Housekeeping. This allowed the company to develop standard operating procedures and training modules in an iterative manner. Subsequently, the initiative was extended to key guest contact areas like restaurants.

Lemon Tree Hotels works closely with several organisations working with people with disabilities, such as Vocational Rehabilitation Centres; Sarthak Educational Trust, Delhi; Noida Deaf Society, Noida; Sanjay School for Handicapped, Goa; Nirmalya Trust, Pune; Indore Deaf Friendship Club and Enable India, Bengaluru.

COMPANIES/NGOs/INSTITUTIONS

These efforts have won several awards including the National Award for Best Employer from the Ministry of Social Justice and Empowerment and the NCPEDP-Mphasis Universal Design Award in 2011; and the NCPEDP-Shell Helen Keller Award in 2010.

It was ranked in the Top 50 Great Places to Work in 2012 among large companies (>1000 employees) by the Great Place to Work Institute and Economic Times.

By creating an inclusive work environment, Lemon Tree Hotels is able to play a part in social inclusiveness and nation building.





Sun ITES Consulting Pvt. Ltd.

Sun ITES started in 2010 with five persons with disabilities. Over time, it has built a disabled friendly workplace based on international guidelines. The office has ramps, corridors and toilets equipped with grab rails and wide enough for wheel-chair access, tactile maps for employees with visual impairments to find their way around and signages in Braille. The fire alarm, apart from sound alarm has warning lights to help employees with hearing impairments.

This initiative is backed by a strong management and consultant team who are working round the clock to bring in the best of the industry standards to this organisation. The top management believes that “anybody can do exemplary work as long as they are provided an inclusive and accessible environment.”

Out of the 60 employees in the company, 30 are persons with disabilities, which include people with

visual impairments, hearing and speech impairments, persons with physical impairments and people with cerebral palsy. Sun ITES sincerely believes that disability is not a limiting factor for those who yearn to learn and work. It has successfully trained and created employment for persons with disabilities to earn and be self sufficient. The aim is to bring out the intellectual and creative capabilities of each employee and put it to work.

Their employees with disabilities work across various departments. Some of their projects that are in the pipeline include software application and web development; technical support services for insurance, banking, accounting, and book keeping services; internet/online/web research; form processing, data entry, processing and conversion process.

The vision of the management for the future is to empower employment of other disadvantaged and marginalised sections of the society, which includes sexual minority (trans-genders), victims of

social injustice, etc. Sun ITES adheres to its mission statement - “Defining Abilities”, and wants to show the world that its team can deliver best quality work at an affordable price and at the right time.



CATEGORY 'C' AWARDEES



Wipro's diversity framework helps create an environment of equal opportunity, non-discrimination and inclusion for its employees as well as people who interact with them. It strives to provide barrier-free infrastructure, accessible information systems, reasonable accommodation, inclusive people policies and trainings.

In addition to sustaining initiatives, the year 2011-12 saw focused efforts in two main areas:

Inclusion of people with disabilities through accessible information systems: Wipro has been working towards making its internal enterprise services accessible - as per the Web Content Accessibility Guidelines 2.0 (WCAG 2.0). The guideline directs that all new and existing services must go

through accessibility tests, and if needed, fixing the accessibility issue. About half of the enterprise services are accessible as of now. The plan is to propose this as solutions to clients as well.

Inclusion of people with hearing impairments: What began as a programme to engage students with hearing impairments, soon evolved into a full-fledged mentoring programme by some Wipro leaders. The Global Services Management Centre at Mysore hired 6 students with hearing impairments. They were assisted by a Sign Language interpreter who helped the students through the induction process and to get settled in their workplace. The interpreter now works with the managers and the Talent Transformation teams of Wipro helping them learn Sign Language.

COMPANIES/NGOs/INSTITUTIONS

Wipro's Chennai office also launched an internship programme where 27 students with hearing impairments were given a one month project at the BPO centre. At the end of the programme, some of these students were hired, while the rest found placements in other organisations.

Wipro's efforts have been widely recognised and it has received the National Diversity Council Award

and a 2nd position in the Great Places to Work (GPTW) Award in 2012.

Wipro continues to create a workplace environment that is both diverse and inclusive - by stabilising the initiatives that are currently running and embarking on new initiatives that will set a precedent in this space.



accenture Accenture Services Pvt. Ltd.

Accenture takes the widest possible view of inclusion and diversity, going beyond gender, race, religion, ethnicity, sexual orientation and gender identity and expression to create a work environment that welcomes all forms of differences. Every employee is a respected member of the team, whose individual similarities and differences are recognised and valued. Inclusion and diversity are a fundamental part of its culture and core values, fostering an innovative and collaborative work environment.

Accenture is committed to building an inclusive and accessible workplace for persons with disabilities by:

- Offering reasonable accommodation including assistive technologies and workplace or other adjustments including infrastructure support.
- Adhering to strict non-discrimination, harassment, and meritocracy policies.

- Providing resources and training programmes to help employees understand and integrate persons with disabilities into the workplace.
- Participating in job fairs exclusively meant for hiring persons with disabilities, different networking forums and providing a platform for cross company collaboration.
- Celebrating International Day for People with Disabilities.

Jobability Portal (www.Jobability.org): Accenture in partnership with Leonard Cheshire Disability (LCD) has developed a technology platform that will serve as an industry interface between persons with disabilities and prospective employers.

Engagement Survey: This is a global employee survey to understand the engagement of employees with disabilities. This has enabled the understanding of the needs of employees with disabilities and helped in formulating better programmes and activities to support them at the workplace.

Corporate Social Responsibility: 'Skills to Succeed' is Accenture's corporate citizenship initiative, which will equip 250,000 people around the world by

2015 with the skills to get a job or build a business. By collaborating with non-profits that leverage Accenture's skills, engage its employees and are sustainable in the long run, it has built a rich portfolio of projects where youth from economically disadvantaged backgrounds, including persons with disabilities are being trained for potential employment sectors such as retail, hospitality, BPO, and micro-enterprise training.



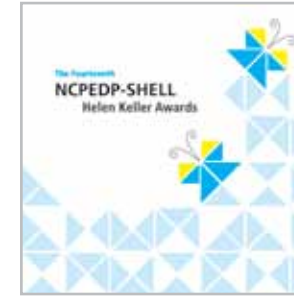


The Disabled-Friendly Corporate Logo

The Disabled-Friendly Corporate Logo was designed in 1999, when the NCPEDP-Shell Helen Keller Awards were first instituted. The brief for the design was simple – it was to portray the partnership between the Indian corporate sector and the disabled citizens of India. What emerged was a simple, yet striking, graphic representation in blue and yellow – the international colours of disability. The logo symbolises an ideal relationship between companies and people with disabilities. Visually, it portrays two sides of the same coin, or in other words a yin and yang relationship. It seeks to reinforce the fact that people with disabilities bring to the table qualities such as commitment, productivity, talent and loyalty. It also tries to spread awareness amongst corporates that they should practice non-discrimination at the workplace, and ensure that it is barrier-free.

The fact that many companies and organisations have realised the economic benefits of employing people with disabilities, is evident from the increasing number of nominations that we receive each year. And while many of these corporates are implementing policies that are already in place globally, it is highly encouraging that others have developed and instituted their own disabled-friendly corporate policies.

As a supporter of the disability sector, we urge you to do your bit by influencing policy at your own workplace, opposing instances of discrimination, and persuading others to offer equal opportunity to people with disabilities.




Cover Design

'Tangram' is an age-old Asian puzzle game, which literally means 'seven boards of skill'. This puzzle consists of seven flat shapes, which are put together to make an animal, bird or even human form. The solving of the puzzle requires tremendous skill, patience and clarity of thought as exhibited by the

NCPEDP-Shell Helen Keller Award winners. This year's brochure is visually based on the concept of 'Tangram'. The awardees have achieved their goals with a true spirit of innovation and clarity of vision by 'completing the picture' in this so-called 'puzzle of life'; and thus, emerged as social change-makers.



While they were saying among themselves it cannot be done, it was done.

Helen Keller 





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Shell