




NCPEDP MPHASIS
UNIVERSAL DESIGN
AWARDS
2012

The 3rd NCPEDP Mphasis Universal Design Awards
Openness & Inclusiveness for All

The logo features a stylized orange figure with arms raised, positioned above a large orange 'O'. A wavy orange line extends from the top of the 'O' across the top of the page. The text 'NCPEDP Mphasis' is in a bold, sans-serif font, with 'Mphasis' in a lighter weight. Below it, 'UNIVERSAL DESIGN' and 'AWARDS' are stacked in a larger, bold, sans-serif font.

NCPEDP Mphasis UNIVERSAL DESIGN AWARDS

The NCPEDP-Mphasis Universal Design Awards logo stands for the spirit of Freedom and Celebration. The disabled person 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 disabled people in India at 70 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 disabled people. 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.

Award Categories

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 disabled people.

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 2012



Som Mittal President of NASSCOM, the premier IT-BPO Industry trade body, Som Mittal has a rich and wide ranging work experience of over 32 years in corporate India, including 22 years in IT industry. He was with Hewlett Packard before joining NASSCOM. A member of the National Integration Council and the National E-Governance Plan implementation body chaired by Hon'ble Prime Minister, he is also on the Governing Board of several educational institutions including the IITs at Bangalore, Delhi and Hyderabad. He is an alumnus of IIT, Kanpur and IIM, Ahmedabad.



Aarti Dhar Special Correspondent with The Hindu, Aarti Dhar reports on social sectors like health, education, and women and child development. She has a special interest in issues like disability and has written extensively on it. Aarti has been in the profession for over 20 years and holds a Post Graduate Degree in Public Administration. She won the Chandulal Chandrakar Fellowship in 2001 and was awarded the Best Environment Reporter by CMS Vatavaran in 2009.



Elango R Elango R is the author of best seller 'You Don't Need a Godfather' and Chief Human Resources Officer for Mphasis. Besides leading the HR function, over the decade that he has been with Mphasis, Elango has also worked with the UB Group, The Raheja Group, and BA Continuum (Bank of America's off shoring unit in India). He is a regular speaker at various forums like PMI, NHRD and NASSCOM and is a regular columnist in India's Top Leadership and Strategic HR Magazine - People Matters, Wall Street Journal and The Economic Times. While managing a vast portfolio, Elango still makes time to regularly reach out through his blogs (www.elangoR.com) and on twitter @agastyasays.



Dr. Govind Dr. Govind is Senior Director & HoD (E-Infrastructure & Internet Governance Division), Department of Information Technology, Government of India. After his doctorate from IIT Delhi, he worked in IIT and thereafter joined Govt. of India. His experience covers the fields of policy and technology development in the domains of Internet & Broadband and Internet Governance. As CEO of National Internet Exchange of India (NIXI), he is responsible for setting up of Internet exchange points in India and .IN Registry. He is presently working towards the use of Internet for inclusive growth and its multilingualisation in the Indian context.



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



Vinnie Mehta Vinnie Mehta, Executive Director, Automotive Component Manufacturers Association of India (ACMA) is an Electrical Engineer from IT-BHU, an MBA from FMS, University of Delhi and a Masters in International Trade from the Indian Institute of Foreign Trade (IIFT). He has been actively involved in promotion, growth and development of the auto component industry in India. Prior to joining ACMA, he headed the Manufacturers' Association for Information Technology (MAIT), the apex body of the IT hardware Industry in India.

Category A: Persons with Disabilities



Dipendra Manocha

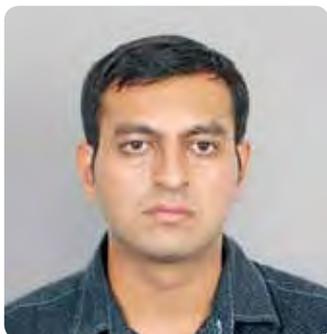
Dipendra Manocha works with DAISY Consortium (www.daisy.org), which provides publications in accessible formats to persons who cannot read normal print. He is the lead of training and technical support and coordinates DAISY Consortium's projects in developing countries.

Since 1993, he has been working towards providing technology solutions for persons with blindness. Key areas of his contribution include computer training to open new areas in education and employment, Indian Language Braille translation and screen reading software, DAISY standards for production and distribution of digital talking and Braille e-text books in South Asian countries, among others.

He is also on the Executive Committee of the World Blind Union and is the Managing Trustee of Saksham Trust (www.saksham.org). He is the elected President of DAISY Forum of India (www.daisyindia.org), which is a network of 92 organisations in India serving persons with blindness and low vision.



Category B: Working Professionals



Abhishek Syal

Abhishek Syal has researched in teaching aids for the past six years developing two patent pending assistive technologies for people with visual impairment to self-learn from maps and diagrams. In order to create and freely distribute self-learning technologies and resources, Abhishek founded a Charitable Trust called Act to Rise for Innovation in Special Education or ARISE (www.ariseimpact.org) in January, 2010.

ARISE has developed audio based educational modules in bilingual languages for people with disabilities to listen to educational material on mobile phones during out-of-classroom learning. Self-practice computer based tests aiding users in self-practice have also been

designed on open source software.

A radical initiative is emphasising game-based learning for blind users to engage with educational games, thus, increasing their retentiveness of the educational material.

All such self-learning packages developed by Abhishek are distributed free of cost to various NGOs registered with ARISE.



Prof. Prabhat Ranjan

Prof. Prabhat Ranjan is a professor and scientist at the Dhirubhai Ambani Institute of Information and Communication Technology, Gandhinagar. He started working for people with disabilities through a small student project in 2007. Under this project, he developed a hand gesture controlled remote that allowed a person with restricted finger movement to operate television. He carried forward this work and developed environment control system based on body, voice and brain-wave sensors.

His work on using brainwave sensors to enable severely disabled people has helped many in their day-to-day life activities. Persons with no mobility or voice can also benefit from this technology and improve their quality of life. He has been incorporating a variety of technology to provide solutions to unique needs of each individual and has been using cheap touch screen based tablets in innovative ways to serve many different purposes.





Prof. Rachna Khare

Rachna Khare is a professor at School of Planning and Architecture, Bhopal and the Co-ordinator of Centre for Human Centric Research at the Institute. She has earlier worked with Jamsetji Tata Universal Design Research Chair at National Institute of Design, Ahmedabad. She is a Fulbright Scholar and was affiliated with Georgia-Tech, Atlanta, USA during her PhD.

Rachna has lectured extensively, edited special issues of several internationally refereed journals and published many papers in various journals and conferences on Inclusive Design. Her book 'Designing Inclusive Educational Spaces for Autism' was published by IHCD, Boston in 2010. She has organised many national events including 'Universal Design

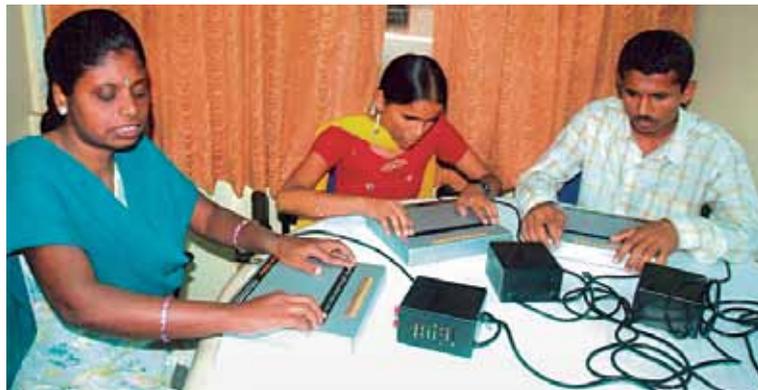
Workshop' and 'National Student Design Competition' in 2011. This year she is organising another Design Competition in collaboration with Archaeological Survey of India and UNESCO. She is also one of the authors of Universal Design India Principles, copyrighted and released in 2011.



R.R. Joshi

Raghunandan Joshi, Joint Managing Director of Modular Infotech Private Limited and ACE Infotech, is an Electronics Engineer and a gold medalist from University of Pune. He has a deep interest in developing novel IT enabled products and software for people with visual impairment. Through Modular Infotech and ACE Infotech, Raghunandan has developed IT enabled products for Braille. These include Shree-Lipi Braille – a translation software for 11 Indian languages to Braille which supports 8 bit as well as Unicode text. He has also developed Braille-Mitra, a refreshable Braille reader supporting 11 Indian languages and English, and the 'Paperless Braille Library'. Braille-Mitra can store over 2000 books in

Braille for 11 Indian Languages and English, has indexing and very user friendly commands. It can be used with ease to read large number of books, without the need to connect to a PC.



Indian Institute of Management Bangalore



Indian Institute of Management, Bangalore (IIMB) is the first of the IIMs to have adopted a clearly articulated Equal Opportunity Policy. Accordingly, the Office of Disability Services (ODS) was set up in January 2010 with support from Mphasis. A Committee on Disabilities, headed by a faculty member, was set up to look at all aspects of accessibility at IIMB. The committee members coordinate all activities at the ODS and work with students, faculty and administrative staff to ensure that students with disabilities get as good an educational experience as other students.

As a result, elevators with accessible features, like voice announcement, height of control panel, Braille, etc. have been installed in the building to enable students with disabilities to reach class/staff rooms on higher floors. Ramps have been constructed at various locations such as classrooms, library, amphitheatre and hostel etc. An accessible washroom has been built and a few hostel rooms have been modified to ensure students using a wheelchair can access them easily. In case an escort needs to stay with the student, special accommodation is provided for the student and the escort.

Students with visual impairment receive all course material converted into JAWS compatible text files before classes. JAWS is also installed on computers in the library to provide equal access. Tutors and scribes are appointed to provide support to students with disabilities.

Faculty has been sensitised and communication is sent to them before the start of the term to ensure support to students with disabilities. A session on disability has been included during the Orientation Week for incoming students.

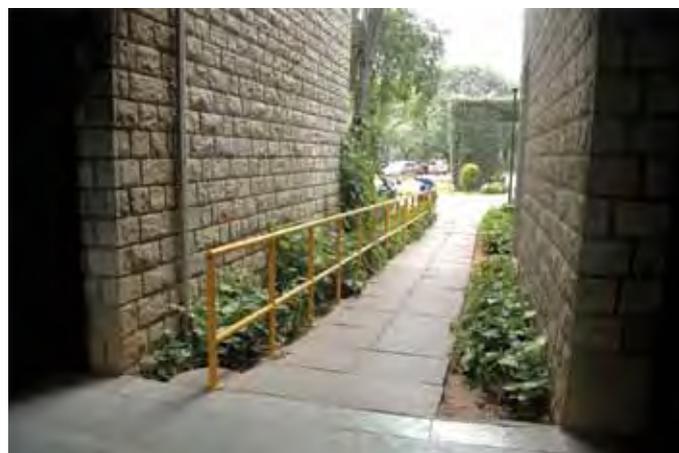
A system for providing reasonable accommodation has been put in place. A Reasonable

Accommodation Form is filled by students with disabilities indicating their needs and it has also been extended to those who may need support due to medical conditions.

Proactive steps are taken to identify career opportunities for students with disabilities, and efforts are made to seek recruiting organisations that adopt equal opportunity employment policies and practices.

Last but not the least, any discrimination against students with disabilities or rude/insensitive behaviour is taken seriously.

IIMB's initiative has now inspired other institutes of higher learning to follow suit.





Microsoft Corporation India Pvt. Ltd.

Microsoft's mission is to enable people and businesses throughout the world to realise their full potential. For over two decades, Microsoft has focused on making computers easier to use for individuals with a wide array of difficulties and impairments. Microsoft takes a strategic approach to accessibility by focusing on integrating accessibility into product planning, research and development. Microsoft also focuses on building strong, collaborative relationships with key Government agencies and organisations to build further awareness and ensure wide spread availability of assistive technology solutions.

In India, Microsoft has taken up several initiatives to promote accessibility of their products. Some of Microsoft's Accessibility Initiatives in India are:

- **Office Templates:** One way to achieve accessibility is to ensure that documents created for use within Government departments as well as for public consumption, such as annual reports, acts/ laws/ policies, circulars, gazette notifications, schemes, budgets, among others, are accessible. The 40 templates created and released by Microsoft in India, automate the process, enabling governments and businesses to have accessibility incorporated at the time of creating a document itself. Once a template has been used to create a circular, it can easily be converted into a digital talking book or a large print-output document for a person with visual impairment. These templates have been tested by persons with various impairments. They can be downloaded from www.microsoft.com/india/about.
- **Accessibility Guides for Educators, Governments and Businesses:** These guides provide information about various types of impairments and the accessible technology solutions available, to ensure that the needs of people with all types of abilities are met. They can also be downloaded from www.microsoft.com/india/about.
- **Accessibility Learning Sessions:** Microsoft works closely with special educators, NGOs and special schools to build further awareness about accessibility in technology – so that they can in turn use these in their teaching materials, thus integrating students with disabilities into their classrooms. The aim is to build a strong ecosystem to extend the use of technology to this underserved segment, enabling them to live independent and productive lives.





National Institute of Open Schooling (NIOS)

Open Schooling is an approach rather than a system or technique; it is based on the needs of individual learners. Open Schooling gives the learner control over what, where, when and how they learn.

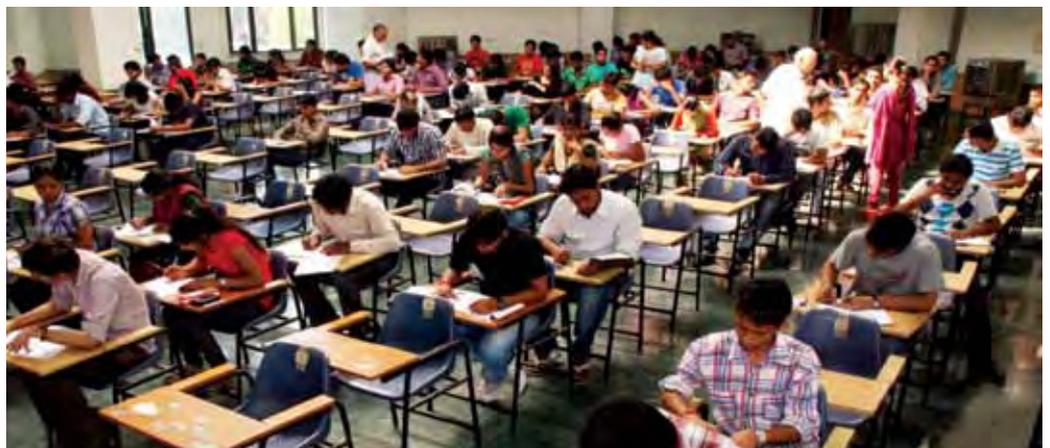
National Institute of Open Schooling (NIOS) is an autonomous organisation set up by the Government of India, Ministry of Human Resource Development (MHRD) in 1989. It is vested with the authority to register, examine and certify students up to pre-degree level courses. The courses of study offered by NIOS are Open Basic Education Programme, Secondary and Senior Secondary, Vocational Education and Life Enrichment Programmes. The flexibility in NIOS goes in favour of learners with disabilities and has proved to be most suitable learning strategy for them.

The cumulative enrolment of NIOS is more than 2.02 million learners including more than 55 thousand learners with disabilities, making it the largest open schooling system. To cater to the special needs of disabled people, NIOS has Special Accredited Institutions for Education of the Disadvantaged (SAIED).

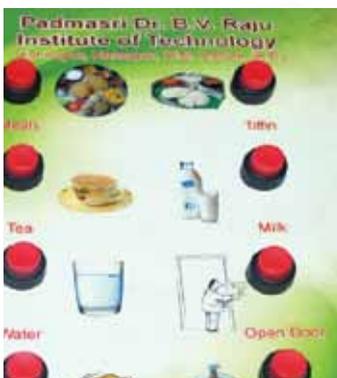
ICT is used as a major strategy towards reaching the unreached and providing quality support to NIOS learners especially to persons with disabilities. NIOS has its own web portal www.nios.ac.in for dissemination of information and for providing online citizen centric services as a major initiative of e-Governance. The website provides complete information about NIOS with rich content and is designed by following the GIGW including Guidelines of WCAG. The website is completely accessible.

ICT based On-Demand Examination System (ODES) is a great milestone for examination reforms enabling the learners to write exams as per their wish and preparation. The Learner Centric Examination System is available through out the year.

NIOS has been working increasingly for inclusive education. NIOS provides professional support to States to set up State Open Schools (SOS). NIOS also plays a significant role in the context of Open Schooling Programmes at international fora.



Sri Vishnu Educational Society



In 2009, Sri Vishnu Educational Society (SVES), Hyderabad, in collaboration with University of Massachusetts, Lowell, USA, established Assistive Technology Laboratories (ATL) at two of its institutes. The aim of the programme was to provide undergraduate students of these institutions with hands on exposure to design and development of products/ prototypes, based mainly on micro-controller modules and special ICs for people with disabilities.

The students at ATL go through an orientation to assistive technology and visits to NGOs working in the field of disability to understand the issues of people with disabilities so as to be able to design devices suited for individual needs. Students have been actively involved in developing assistive technology for people with learning disabilities, speech and hearing impairments and vision and mobility impairments.

One such device developed for a person with Amyotrophic Lateral Sclerosis (ALS) with almost no mobility other than the movement of the eyebrows, led to the design of Mind Mouse. This device can assist people with limited mobility to communicate. The software is loaded on a net-book with which a person can express her/ his needs and call for help.

Other products developed by the students include an integrated wheelchair that is actuated and controlled by the simple movement of a person's head. This and another product titled 'RFID and E-Compass based Navigation System for the Blind' were showcased at the Texas Instruments' Analog Design Contest 2010 and both the projects were selected for the award of the first and second runners-up prize respectively.

Some of the other innovative software and mobile based designs have also been awarded prizes at Advantage AP Annual IT Summit 2010 and 2012. The products demonstrated include an electronic walking smart stick for people with visual impairment and Assist+, an Augmentative & Alternative application for people with speech impairment. Other innovative products include voice activated wheelchair, solar operated wheelchair, and learning box.





Travel Another India

Travel Another India (TAI) was set up in April 2009 to work with village communities to set up Responsible Tourism Ventures (RTVs). They build or renovate a guest house, curate the experience for guests, train the team and do the marketing. They host urban guests including those with disabilities, eager to experience Another India. Each village gets an added annual income of one million rupees and with a minimal impact on the environment.

TAI believes that responsible tourism offers a sustainable income option to many such communities; and while using skills they already have. What is on offer is a glimpse of another way of life, replete with history, natural beauty and variety in cuisine, one that is simpler and sweeter in some ways. Travellers are looking for places off the beaten path which are clean, safe and comfortable and TAI is aiming to provide that. They promote this by providing rural communities and groups of persons with disabilities and their families with expertise and resources to help set up RTVs.



In January 2010, we were approached by People's Action Group for Inclusion and Rights (PAGIR) based in Leh. PAGIR works to ensure livelihoods for persons with disabilities and their families. The main economy of Ladakh is based around tourism. They requested TAI to help them be a part of that economy. For TAI, while this was a challenge, it would be in keeping with the principles of Responsible Tourism – to ensure access to all. And thus, Himalaya on Wheels was set up.



The next logical step was to set up a unit within Travel Another India called Journeys without Barriers which would look at working with groups of persons with disabilities to set up inclusive holiday experiences.

TAI currently offers guests:

- Holidays in Ladakh with activities suitable for guests using wheelchairs, implemented by a group of people with disabilities and their families and PAGIR, based in Leh.
- A guest house run by a Village Tourism Development Committee in Pranpur, Madhya Pradesh.
- In addition, they are a marketing channel for seven other destinations across India.



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 16 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 disabled people 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 Technologies, NCPEDP has instituted The NCPEDP-Mphasis Universal Design Awards.

www.ncpedp.org and www.dnis.org

Our Partners



Mphasis is an over \$1 billion global service provider, delivering technology-based solutions to clients across the world. With over 37,000 people, Mphasis services clients in Banking and Capital Markets, Insurance, Manufacturing, Communications, Media & Entertainment, Healthcare & Life Sciences, Transportation & Logistics, Retail & Consumer Packaged Goods, Energy & Utilities, and Governments around the world. Their competency lies in their ability to offer integrated service offerings in Applications, Infrastructure Services, and Business Process Outsourcing. They are uniquely positioned to offer their clients the highest level of expertise and competitive costs. Mphasis is an equal opportunity employer that offers equal employment opportunities to all job applicants, ensuring compliance to relevant laws that prohibit discrimination for employment.

www.mphasis.com



An Architectural Access and Universal Design Consultancy that provides design solutions to include persons with disabilities. The firm's motto, Access = Ability reinforces its belief that an inclusive environment significantly contributes towards making a better tomorrow for all. Being India's most credible Access Consultants, they take pride in being pioneers of the country's accessibility movement as also for introducing Access Consultancy as a professional service in the country, thereby bridging the knowledge gap in indigenous construction and design industries. To sum up in their words – for most people, accessibility makes things easier; for people with disabilities, it makes things possible

www.AccessAbility.co.in



A firm believer in using technology as an enabler in the lives of persons with disabilities, BarrierBreak Technologies' pioneering work in the area of Accessibility and Assistive Technology dates back to 2004. Some of its Electronic and Information & Communication Technology initiatives include creation of disabled friendly websites; product testing to ensure universal design; Sign-N-Talk that empowers the lives of deaf people in India, Digital Talking Book conversion for people with print impairment and Techshare India, an international platform for raising awareness about Accessibility and Assistive Technology. Perhaps, BarrierBreak's commitment to the cause of disabled people can be best appreciated by the fact that three-fourths of its staff comprises of persons with disabilities.

www.barrierbreak.com

NCPEDP

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