

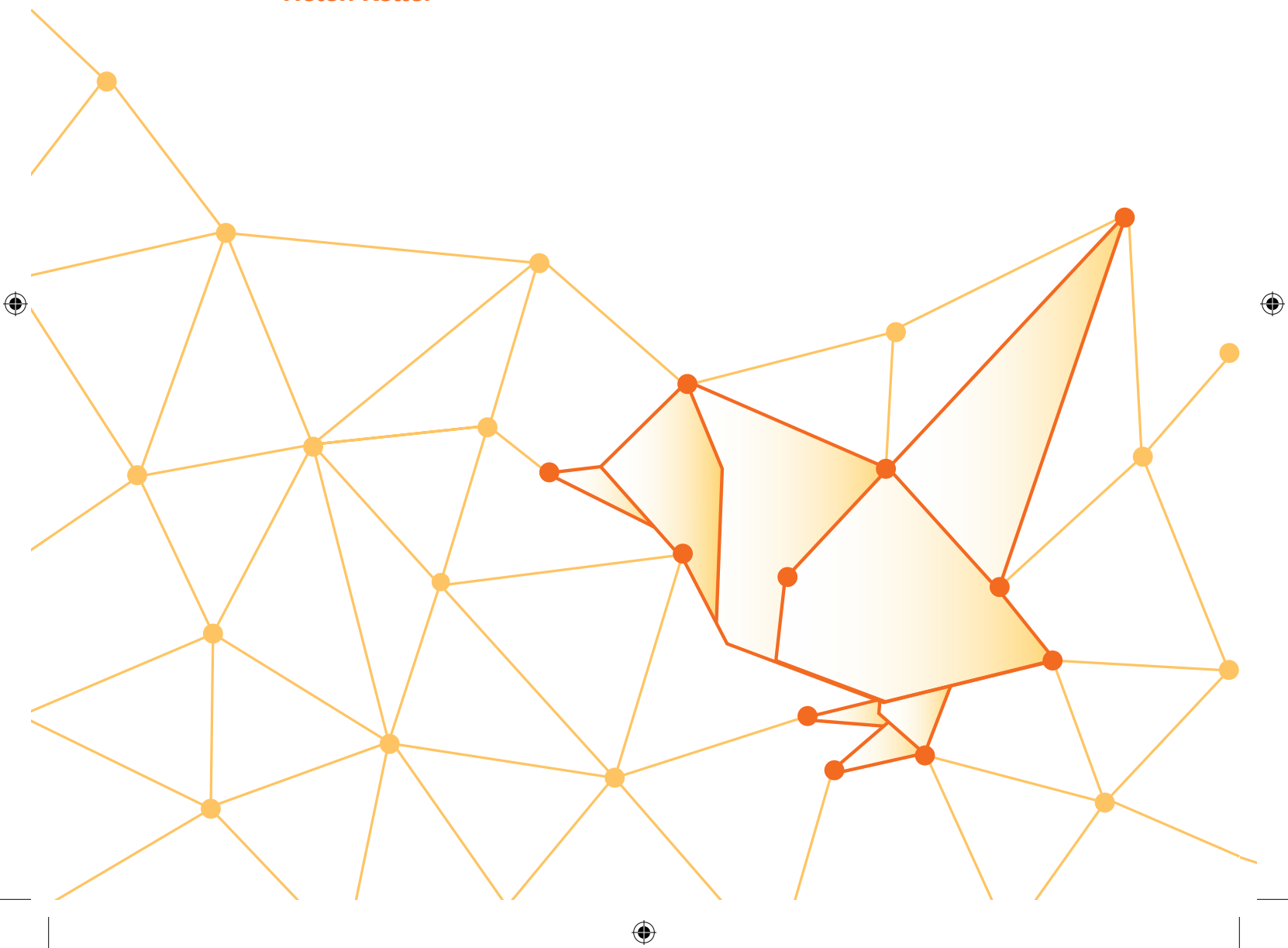
“If you can dream it,
you can do it.”
Helen Keller

**17th NCPEDP-Mindtree
Helen Keller Awards 2016**



“Life is an exciting business,
and most exciting when
it is lived for others.”

Helen Keller





Javed Abidi

Honorary Director,

NCPEDP

2nd December, 2016

2016 is of special significance!

First and foremost, the celebration reverberating across disability organisations worldwide is the 10th anniversary of UNCRPD - the first human rights convention concerning persons with disabilities.

We are also celebrating the first anniversary of the adoption of the 2030 Sustainable Development Agenda and the accompanying 17 SDGs which have provided for a disability inclusive development agenda.

2016 incidentally also marks the 20th anniversary of NCPEDP! We have achieved so much in these two decades, yet we have barely touched the tip of the disability iceberg.

As you can see, we have so much to celebrate! Our celebrations are a means to come together, to debate and discuss our achievements and the way ahead. They provide a platform to engage other stakeholders, to share issues affecting people with disabilities and work together to find and implement solutions in a manner that ensures inclusion of people with disabilities in all future developments and policies adopted across Governments and the private sector.

2017 hopefully will be a game changer for the disability sector. The Rights of Persons with Disabilities Bill awaits passage. I wait with great anticipation for this legislation to see the light of the day – and once that happens, the discourse will change from the Directive Principles of State Policy approach to a more robust, foolproof Fundamental Rights approach, where India's disabled citizens will be accorded the same rights, opportunities and dignity that others enjoy.

MESSAGE



Krishnakumar Natarajan

Executive Chairman

Mindtree

The NCPEDP-Mindtree Helen Keller Awards 2016 recognize and celebrate people with disabilities who have broken the glass ceiling and organizations that enable them to become role models for equality and human rights.

Mindtree believes in providing a non-discriminatory environment that promotes equal employment practices, health, wellbeing, diversity and inclusion. The Mindtree Foundation is constantly striving to develop affordable and accessible assistive technologies that can help people with disabilities in their activities of daily living (ADL).

Mindtree's inclusion framework not only promotes employment of people with disabilities but also fosters growth by providing accessible infrastructure facilities, technology and information systems. We are proud to have several disabled people working and contributing actively towards Mindtree's success story.

It is heartening to see the increasing number of corporates being nominated for the Awards. It is a proof that inclusivity is being taken up on priority. Mindtree is honored to be partnering with NCPEDP for this important cause. Together, we hope to create a greater impact in the coming years.





Som Mittal
Chairman
NCPEDP

India has one of the more progressive disability policy frameworks in the developing world. Yet a significant population of India's 70 million disabled citizens still lives in anonymity, poverty and deprivation in the absence of proper implementation of this framework..

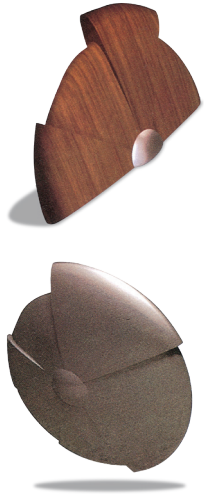
The solution to this lies in improved 'access'. Access not limited to a ramp for a wheelchair, but access to education, employment, justice, healthcare, financial inclusion, recreation and participation – rights that have been deemed sacrosanct by the United Nations Convention on Rights of Persons with Disabilities but largely denied to India's disabled citizens..

We at NCPEDP have made accessibility our focus area, working closely with the Government, private sector, innovators and incubators to create platforms for policy advocacy and to encourage creation of spaces, technology, products and services that are based on the principle of Universal Design, generating greater employability while reducing discrimination and marginalization.

It is these stories of change and change-makers working silently and tirelessly, to promote employment for persons with disabilities that we wish to showcase through the NCPEDP-Mindtree Helen Keller Awards. It is heartening that each year we receive an increasing number of entries, each more impactful than the other. A very eminent jury researches and deliberates to select the winners from these outstanding entries we receive.

I congratulate all the Awardees and also all the applicants for the exceptional work demonstrated by them in making the world more inclusive and I applaud the zeal for excellence that it inspires in the rest of us.

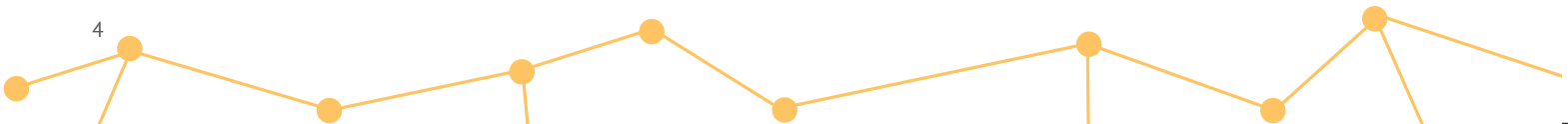
AWARDS



The Seventeenth NCPEDP-Mindtree Helen Keller Awards

The story of the Helen Keller Awards dates back to 1999, making this the seventeenth 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 12 Awardees of 2016, 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

Selection Committee



P. M. Sinha

An alumnus of the Sloan School MIT, Boston, P. M. Sinha joined Hindustan Unilever in 1969 and rose to become the Director Board in 1981. In 1992, he took over as Executive President of Pepsi Food, and went on to become the President of Pepsi Cola Beverages International South Asia in 1994. He is also on the Board of Azim Premji Foundation and NCPEDP.



Abraham Moses

Abraham Moses is in the IT industry since 34 years. He was in Wipro heading Administration for 17 years. He was heading Administration in Mindtree since inception till 2010 and is now heading the Mindtree Foundation from 2010 as General Manager and Good Samaritan. He drives all CSR activities across the organization. In 2012, he was conferred with the "Good Samaritan" philanthropy award by Forbes India magazine.



Garimella Subramaniam

A print journalist of 20 years standing, Dr. Subramaniam is currently Deputy Editor with The Hindu, where he covers international relations, political economy, and human rights. Blind since birth and a passionate cross-disability rights advocate, Dr. Subramaniam is under no illusion that in any country, improvements in the lives of people with disabilities are contingent upon the overall standard of living of the general population.



R. N. Mohanty

R. N. Mohanty has more than 25 years of experience in international development with a Master's degree in Economics and Post-Graduation in Human Resource. Currently, as CEO Sightsavers India, he has been instrumental in key activities like creating a country strategy to facilitate sustained and large scale changes. Over the years, he has worked on diverse issues like health, nutrition and HIV/AIDS, both in India and Africa.



Rema Nagarajan

Rema Nagarajan is a Senior Assistant Editor at The Times of India. She writes mostly on public health policy but also covers other development issues including disability rights. She was awarded the BMJ South Asia Award for Healthcare Journalist of the Year 2015. She was a Nieman Fellow at Harvard University and a Hubert Humphrey Fellow at the University of Maryland on the Fulbright Exchange Programme.



“True happiness is not attained through self gratification but through fidelity to a worthy purpose.”

Helen Keller

CATEGORY A

Role Model Disabled Person

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

- Cegeo Thekkel
- Deepa Narasimhan
- Pratik Rajiv Jindal



ROLE MODEL DISABLED PERSONS



Cegeo Thekkel

Peer Director

AMBA, Bengaluru

info@ambaforlife.org

Cegeo is part of the core team of peers that enables a perfect showcase of productivity in training, pilots done and live work at the AMBA Core Centre. He does this by managing Quality Checks of his team of 25 peer data operators; wherein he is helping the peer group to complete their tasks. His skill set to mentor peers with behavior issues is way beyond even mainstream capacity, relevant to this community. He trains visiting Special Educators from AMBA Certified Partner Centers pan India. He takes one session on 'Making Lesson Plans using Google'. He also trains them on how to use email and Skype to communicate daily with AMBA trackers at the AMBA Core Centre. AMBA is the one stop solution for enabling alternate education leading to employability using ICT and peer driven processes for adults with moderate to severe intellectual disabilities. Since this community does not have the social skills to work directly in the mainstream, AMBA has collaborated with institutions that understand this and help them to become hubs for learning and earning.

Cegeo reflects the joy and feeling of accomplishment that economic empowerment has brought to the intellectually disabled community. He would continue to be instrumental in scaling AMBA's Alternate Learning and Employability Model using ICT and peer driven processes to the target communities across the length and breadth of India and even overseas.

CATEGORY 'A' AWARDEES



Deepa Narasimhan
Head, Diversity & Inclusion APJ
EMC DELL, Bengaluru
s.deepa@emc.com

A committed advocate of mainstreaming disability in the workplace, Deepa is the Lead for Diversity and Inclusion at Dell EMC India COE. Over the last 4 years, she has conceptualized and spearheaded multiple initiatives to accelerate the company's 'Diversity & Inclusion (D&I)' vision and has helped Dell EMC India COE set new benchmarks for inclusivity in the industry.

Deepa played a key role in setting up the India Chapter of Disability Empowerment Resource Group (DERG) within Dell EMC India COE. The success of Redefine Abilities, the organization's first of its kind internship for people with profound disabilities, can also be attributed to the untiring efforts of Deepa and the Dell EMC India COE team. She has also designed a charter to run frequent employee awareness/sensitization workshops and interactive demos of using assistive technologies.

Deepa's stellar efforts in gender inclusion and mainstreaming persons with disabilities within Dell EMC India COE, have helped to secure industry recognition for the organization as a frontrunner in the D&I space. Deepa has represented the company at numerous industry forums, the most recent one being the India Inclusion Summit 2015 and TEDx Bangalore. She was felicitated with 'Karnataka State Award' in 2015 as a Corporate/Role Model in leading Diversity and Inclusion at legacy EMC. Deepa loves to travel and does not let her disability stop her from seeing the world. She has visited 5 countries already and plans to add many more to her list.



ROLE MODEL DISABLED PERSONS



Pratik Rajiv Jindal
Assistant Manager, Human Resources - Global Strategic Hiring
Wipro Limited, Bengaluru
pratik.jindal@wipro.com

Pratik Rajiv Jindal is a visually impaired corporate professional with over 6 years of experience. He is an MBA from Symbiosis Institute of Business Management and is an Electronics and Communications Engineer from Visvesvaraya Technological University. Pratik's body of work dispels all notions of job-identification and strongly advocates equal opportunity for persons with disabilities. He has shined and thrived in a competitive mainstream role. Pratik's first role at Wipro as a Business Consultant entailed business research, complex problem solving, designing client solutions, building sales proposals and engaging in global cross-functional assignments. In 2011, Pratik was the first person with disability in Wipro to travel for a long term onsite client assignment in Dubai and London.

Pratik then joined Global Strategic Hiring Team where his responsibilities included formulating strategies and project management of corporate branding, building relationships with global B-Schools and driving employee engagement. In 2014 Pratik was inducted in a focus-team that designed, implemented and managed CEO's visionary initiative - Global 100.

Among Wipro's thought leaders, Pratik has authored several research papers and functional frameworks. He believes in constantly upgrading skills and is a certified professional in Prince 2, Six Sigma, Balance Score Card, and PCMM. He has worked with Wipro's Diversity Team to promote and sustain inclusive workplace. His contributions have been appreciated by all his stakeholders including Wipro's customers, leadership and colleagues. As a result, Pratik has received a steady career progression with several recognitions.



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

Helen Keller

CATEGORY B

Role Model Supporter of Increased Employment Opportunities for Disabled People

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

- Dr. Jasmer Singh Saini
- Pankajam Sridevi
- Prof. Sanjeev Arjunrao Sonawane

ROLE MODEL SUPPORTERS



Dr. Jasmer Singh Saini

Professor

Rural Development and Head-Centre for Physical Challenged Persons, NITTTR, Chandigarh

jssainitti@rediffmail.com

Dr. Jasmer Singh Saini works as Professor and Head of Information Management and Coordination Department at NITTTR, Chandigarh. He is also Professor In-charge of National Skill Qualification Framework Facilitation Unit and the Centre for People with Disabilities functional at NITTTR, Chandigarh. He is MBA and PhD in Management. He has contributed significantly in operationalising Centrally Sponsored Scheme for Mainstreaming Persons with Disabilities in Technical and Vocational Education in 50 polytechnics across the country since 2001. He has been instrumental in making the benefit of technical and vocational education reach to approximately 8000 persons with disabilities through polytechnic diploma level programmes and approximately 25000 disabled persons through vocational training programmes.

He has made tremendous contribution to the employment/self-employment of disabled people through 16 Job Fairs and by setting up of a Vocational Training Centre at NITTTR, Chandigarh which has resulted in placement of 400 persons with disabilities in reputed organizations.

Another 500 disabled people have been provided vocational training in IT/BPO, hospitality and retail sectors resulting in successful placement of 75% of them in leading organizations. Dr. Saini also got instituted Four-Year Special Diploma and Two-Year Advanced Special Diploma in Fine Arts for the deaf at Government College of Art, Chandigarh.

He is frequently consulted by the government, NGOs and disability activists. As member of Governing Council of National Abilympic Association of India and Organizer of the Fourth National Abilympics at Chandigarh during 2014, he is taking forward the International Abilympics movement.

CATEGORY 'B' AWARDEES



Pankajam Sridevi
Managing Director
ANZ Bengaluru Hub, Bengaluru
pankajam.sridevi@anz.com

Pankajam Sridevi is Managing Director of ANZ Bengaluru Hub, leading a team of almost 7,000 staff in Technology and Operations.

Pankajam has been at the forefront of leading the diversity and inclusion agenda in ANZ through her steadfast focus on hiring of persons with disabilities. She started looking for employment opportunities for persons with disabilities in 2009, when she hired 6 staff with hearing and speech impairment into Institutional Operations. Soon after, ANZ created a library of banking terms in sign language. The team members of the newly hired staff were also sensitized and trained in sign language. This was a breakthrough decision which paved way for hiring of more disabled people in ANZ.

Over the years, Pankajam has built a team of champions who work towards hiring disabled people. ANZ has been hiring around 40-50 persons with disabilities every year for the last three years. So far, it has recruited a total of 145 staff with disabilities such as autism, orthopedic disability, and cerebral palsy. All these recruitments are made into mainstream jobs by following normal processes of hiring and employment.

Pankajam is personally involved in initiatives to evangelize hiring of disabled people by being an active participant and speaker at various inclusion summits in India.



Prof. Sanjeev Arjunrao Sonawane
Head of Education and Extension Department
Savitribai Phule Pune University, Pune
sonsanjeev63@gmail.com

Prof. Sanjeev Sonawane is the Head of Education and Extension Department at the Savitribai Phule Pune University. He is a renowned researcher in the area of Inclusive Education and Practices. Prof. Sonawane established Advance Technology Blind Student's Learning Centre in 2008, which serves as a support service unit for students with disabilities in over 700 affiliated Colleges and over 52 academic departments of the University. Enrolment of persons with disabilities in the colleges has increased significantly due to the support of this Centre.

His emphasis is to provide cutting age assistive technologies and job oriented skill development programmes for students with visual impairment. With this objective, he introduced a 'Certificate Course in Basic Computing and Assistive Technology Learning' in the University. Over 300 students with disabilities have benefitted with this initiative at both academic and professional level, with more than 40 working in the government and private sector at various levels and 2 as entrepreneurs.

Prof. Sonawane has developed a university education model for mainstreaming students with disabilities, by creating barrier free environment in academics and accessible work culture, so that more students with disabilities can be employed through technological capability building. He has also supervised several projects related to training and research in Inclusive Education, Academic and Web Accessibility and provides support and guidance to many other academic institutions in India.



CATEGORY C

Role Model Company/NGO/Institution for its commitment towards promoting equal employment opportunities for people with disabilities

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

Awardees

- Accenture Services Private Limited
- Aegis Limited
- Cisco Systems India Private Limited
- DELL EMC
- State Bank of India
- Synchrony Financial, India





“Do not think of today’s failures,
but of the success that may
come tomorrow.”

Helen Keller





CATEGORY 'C' AWARDEES



Accenture Services Private Limited

Combining unmatched experience and specialized skills across more than 40 industries and all business functions – and underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 384,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

Inclusion and Diversity are at the centre of Accenture’s culture and core values.

It is the organization’s constant endeavor to foster an innovative, collaborative and high-performing work environment through a diverse workforce that brings unique perspectives, abilities, talents, capabilities, experiences and cultures. The diversity of its people is part of what makes Accenture exceptional.

Accenture deeply values the capabilities of its persons with disabilities. To best equip them and to support their specific needs, the organization regularly introduces new and customized programs like the India Accessibility Program and Career Path Framework.

The India Accessibility Program was launched to make Accenture’s workplace accessible and usable by all. The Accessibility Council comprises leaders who directly influence and impact accessibility and work within three specialized work-streams - Attitudinal, Physical and Technological. Each work-stream analyses existing practices to identify areas of impact and strategies for progress, so that Accenture can provide an environment where persons with disabilities can perform to their highest potential.



COMPANIES/NGOs/INSTITUTIONS

A Career Path Framework has been designed to enable a focused approach towards the career development of persons with disabilities. The framework identifies touch points/interventions throughout their career life cycle at Accenture, and includes levers which ensure that persons with disabilities receive the right organizational support and a level playing field at every stage of their employment at Accenture. This includes an accessible recruitment process, focused integration, and professional development opportunities.



CATEGORY 'C' AWARDEES



Aegis Limited

Aegis is a global outsourcing and technology services company having operations in 43 locations across 9 countries with more than 40,000 employees. Aegis services clients from Banking and Financial Services, Insurance, Technology, Telecom, Healthcare, Travel & Hospitality, Consumer Goods, Retail, and Energy & Utilities..

Aegis is an equal employment opportunity provider and recognizes the contribution of persons with disabilities by providing them with employment opportunities and guiding them towards realizing their career goals. Globally, 7 broad categories of disabilities as permitted under laws of geographies are identified in Aegis. Currently there are 711 disabled people globally out of which 621 are employed in India.

The following initiatives have been designed and implemented that act as enablers towards enhancing the cause of employment of people with disabilities:

- Partnered with 27 NGOs worldwide and 100+ institutions including Employment Exchanges, Vocational Rehabilitation Centres (VRCs) and NGOs in India.
- Tied up with VRCs for Training-cum-Job orientation program for skill development of disabled people.
- Induction, Training and Sensitization on diversity and inclusion along with focused employee engagement initiatives.
- Target based commitment which is strictly monitored on periodic basis by senior management and Board of Directors.
- Career Path for people with disabilities in line with Internal Job Posting (IJP) program.
- Progressive HR policies that truly demonstrate the commitment to rigorously drive diversity and inclusion at workplace.

COMPANIES/NGOs/INSTITUTIONS

- Promotion of Accessibility at Workplace for people with disabilities is provided which cater to special needs.
- Strong measurement mechanism where 84% disabled people agreed that Aegis promotes 'Diversity & Inclusion' and has institutionalized initiatives to sustain the momentum.

To conclude, Diversity and Inclusion are amongst 'Key Strategic Agenda' and Aegis leadership team is fully committed to the framework. The organization structure empowers diversity wherein the Global CEO is the Executive Sponsor and the Global Chief People Officer is the Organization Change Leader. Diversity Managers have been appointed in each geography. Diversity is a way of life and at Aegis they celebrate it every day!



CATEGORY 'C' AWARDEES



Cisco Systems India Private Limited

Cisco Connected Disability Awareness Network (CDAN) is a group of volunteers raising awareness of conditions that may limit people's activities, guiding Cisco people with disabilities, or whose family members have disabilities, to support and help them progress in their career and help employees to interact with colleagues with disabilities. Cisco's focus is on five tracks: People Power, Assistive Technology, Awareness, External Partners, Physical Environment.

1. People Power: Project Life Changer (PLC) was launched to promote the hiring of people with disabilities.
 - Work with Non-Governmental Organisations who can identify people with disabilities and provide soft skill trainings.
 - Sensitize the Hiring Managers.
 - On-board people with disabilities with Cisco as Interns with a mentor or buddy to achieve success.
 - The program will target to hire approx. 50 people with disabilities.
2. Assistive Technology: 'Global Accessibility Awareness Day' (GAAD) is celebrated at Cisco. This event helps to get people talk, think and learn about digital (web, software, mobile) accessibility and create and deploy ideas making technology accessible and usable by persons with disabilities.
3. Awareness: Cisco volunteers played practice cricket matches with Samarthanam team who were participating in the Cricket World cup for blind representing India. This event helped Cisco to build awareness on visual impairment by playing cricket and understanding the opportunities for a person with visual impairment in sports.

COMPANIES/NGOs/INSTITUTIONS

4. External Partnership: The objective of the events is to help learn how an inclusive and diverse environment contributes to Cisco business success and overcome the current challenges in recruiting diverse candidates. When Cisco engineers attend the conference and partnership programs, they bring back the learning that help design and build-in accessibility into networking products.
5. Physical Environment: Cisco Campus has reasonable accommodations for people with disabilities. The Basic Disability Accessibility Checklist helped to make the site infra-structure inclusive like dedicated parking spaces, Braille signage for conference room and elevators, Accessibility Ramps, Audio announcements in elevators and accessible washrooms, wheelchair assistance for visitors.





CATEGORY 'C' AWARDEES

DELL EMC

DELL EMC

A part of the Dell Technologies unique family of businesses, Dell EMC plays a key role in providing the essential infrastructure for organizations to build their digital future, transform IT and protect data.

Diversity and Inclusion (D&I) is integral to Dell EMC's work culture. They encourage individuals to embrace multiple perspectives, foster creative thinking and as a result propel innovation. They remain committed to a diverse and inclusive environment which they believe is foundational to driving innovation, and to attracting and retaining top talent. They believe, that with their focus on D&I, they can create an increasingly inclusive environment within the organization through sensitization, awareness and collaboration. In line with this philosophy, mainstreaming disability in the workplace is one of their core priorities and with forums such as DERG, they are driving several new initiatives on this front.

The Disability Empowerment Resource Group (DERG) at Dell EMC is a support network to provide support and knowledge base for persons with disabilities or family members with special needs. DERG has 3 key objectives:

1. Creating awareness – provide equal opportunity to everybody, irrespective of their gender or disability and sensitize people on inclusivity through various practices and program.
2. Talent acquisition – Several special recruitment drives and innovative employee referral programs, with special incentive structures to aid talent acquisition efforts. There are robust mechanisms to hire and retain diverse talent. The focus is on building and sustaining a culture of inclusiveness in all aspects.



COMPANIES/NGOs/INSTITUTIONS

3. Collaboration with the ecosystem – Dell EMC actively collaborates with industry bodies to share best practices and learnings with peers in the IT industry, in addition to engaging with various NGO partners.

The organization provides the right physical and tech infrastructure to ensure easy mobility and ease of work. It also collaborates with and participates in ongoing discussions on mainstreaming persons with disability. It launched 'Redefine Abilities' a first-of-its-kind collaborative Internship for people with multiple disabilities to bring them closer to financial independence.



CATEGORY 'C' AWARDEES



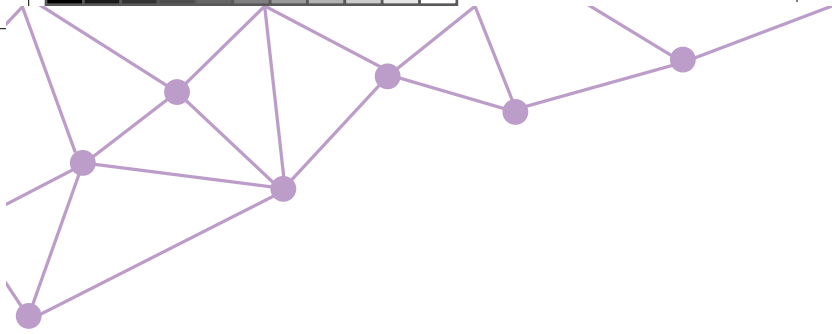
State Bank of India

State Bank of India (SBI) has always been in the forefront of nation building, and the nation cannot be built if people with disabilities are not given their rights. As the Largest Banking and Financial Institution in the country with significant international presence, SBI provides a wide range of products and services to Personal, Commercial Enterprises, Large Corporates, Public Bodies and Institutional Customers through its various Branches and outlets. SBI had been conferred with Best Bank in India (Emerging Economy) Asia-Pacific 2016 by Global Finance Magazine, New York apart from several other Awards. But its efforts to empower and integrate its disabled employees has become a trailblazer.

SBI has a diverse workforce comprising of disabled employees – with visual, hearing and orthopedic disabilities, as well as a large disabled customer base. It has set up an Inclusion Centre and Grievance Redressal Mechanism especially for employees with disabilities.

SBI empowers its employees with disabilities through specialized training for skilling. Provision of Assistive Aids and Post Training Field Implementation are integral part of this training to overcome the hurdles for successful job performance. To enhance contribution and efficiency, tools like Computerized Workstations, JAWS, OCRs are being provided. More importantly, sensitization and Disability Awareness Workshops are conducted for other staff functionally linked to the disabled employees.

Provision of JAWS Compliant e- Lessons, e-Capsules, Mobile Nuggets and Social Media Blogs are a few measures, inter alia, launched by the bank. SBI also shares its responsibility in providing Barrier Free Access through a network of 9753 Talking ATMs of which 1753 have been added during the year. They have also embarked upon a pilot project in identified Learning Centres for Barrier Free Access in built environment.



COMPANIES/NGOs/INSTITUTIONS

By way of CSR activities, SBI contributes to medical care and other facilities like artificial limbs, wheelchairs, school buses / vans and other infrastructure support for disabled people. But above all, it strongly promotes a culture of awareness and empathy.



CATEGORY 'C' AWARDEES



Synchrony Financial, India

Synchrony Financial, India is an affiliate of Synchrony Financial (NYSE: SYF). The organization offers a compelling value proposition by providing talent, expertise and technological capabilities to help the business grow. They excel in providing contact centre solutions, fraud research support, process control, and Centres of Excellence for Finance, Analytics and IT.

Synchrony Financial, India has partnered with various organizations like V-shesh, Youth4Jobs, Hyderabad Eye Institute (HEI) etc. to provide skill development and employment opportunities to people with disabilities. The organization employs a systematic and sustainable model to hire people with disabilities and build an inclusive environment and has incorporated best practices from organizations like BOA, Deloitte and NASSCOM. Some key highlights are:

- Education: SYF Volunteers create and edit audio books on various subjects in English and Telugu which are utilized by blind students to pursue their school and college education. They also serve as scribes to blind students during examinations.
- Professional Skills Training: SYF Volunteers facilitate this training for members of the HEI rehabilitation centre on varied topics from writing an effective resume, preparing for interviews, framing impactful responses to elevator speech, attitude, motivation and body language.
- Hiring Drives: Exclusive monthly hiring drives are conducted on site for disabled people to build a pool of potential candidates. The headcount of people with disabilities increased exponentially from 9 to 59 in less than 2.5 years.
- Grow and Promote: Placements have expanded across job types including critical roles and functions as well as disability types. From 2 processes in 2014 to 12 processes in 2016, this is a testimony of their commitment. Two of the disabled employees were also recently promoted into key positions – Managerial and Analytical.



COMPANIES/NGOs/INSTITUTIONS

- Inclusive Workplace Activities: Sensitization and Sign Language workshops, mentor programs, speed networking sessions, customized development trainings, inclusive engagement activities and town halls, motivational sessions by people with disabilities and equal opportunity for disabled employees to travel to USA to represent the People with Disabilities Network.



LOGO



The Disabled-Friendly Corporate Logo

The Disabled-Friendly Corporate Logo was designed in 1999, when the 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.

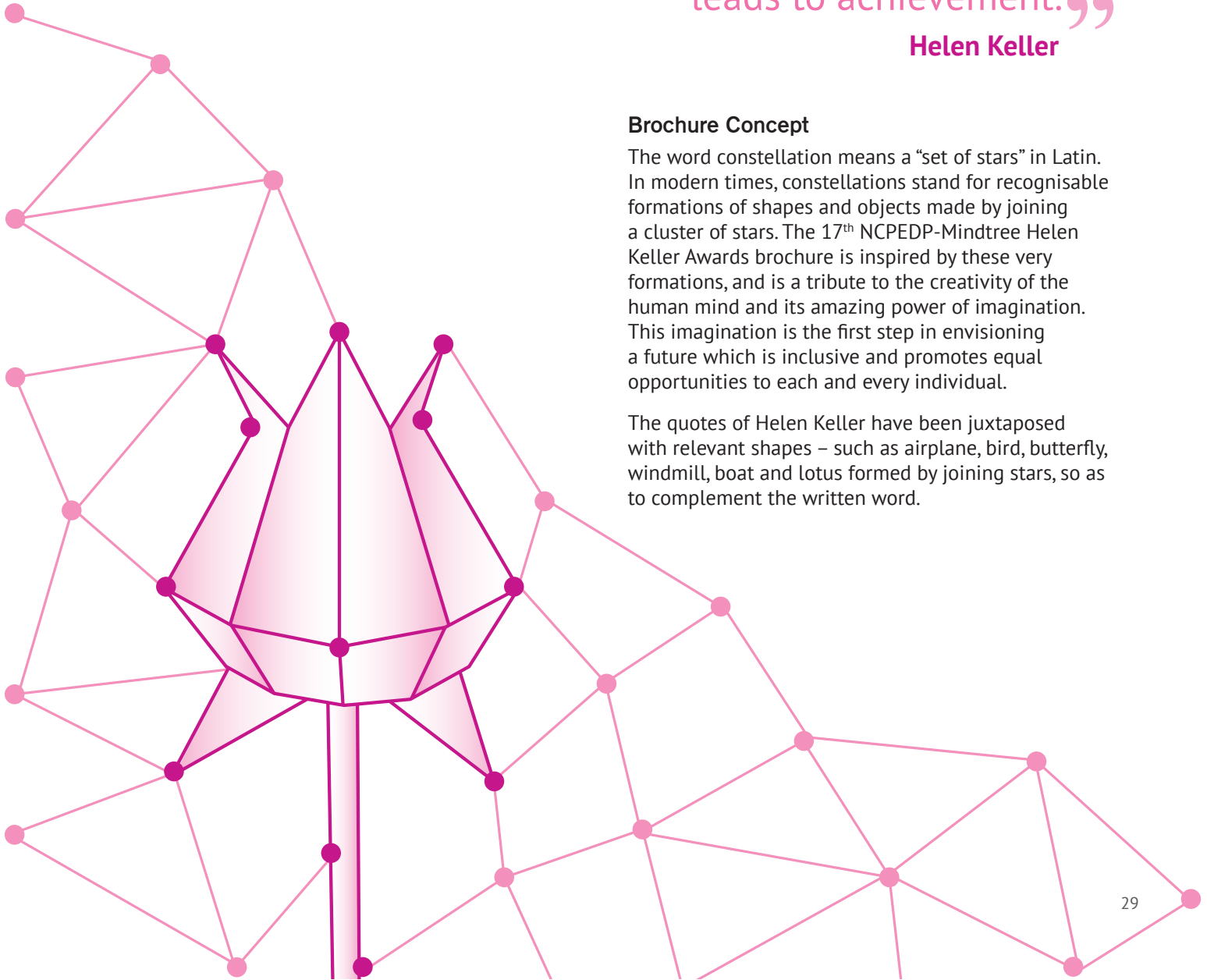


“Optimism is the faith that leads to achievement.”
Helen Keller

Brochure Concept

The word constellation means a “set of stars” in Latin. In modern times, constellations stand for recognisable formations of shapes and objects made by joining a cluster of stars. The 17th NCPEDP-Mindtree Helen Keller Awards brochure is inspired by these very formations, and is a tribute to the creativity of the human mind and its amazing power of imagination. This imagination is the first step in envisioning a future which is inclusive and promotes equal opportunities to each and every individual.

The quotes of Helen Keller have been juxtaposed with relevant shapes – such as airplane, bird, butterfly, windmill, boat and lotus formed by joining stars, so as to complement the written word.





**NATIONAL CENTRE FOR
PROMOTION OF EMPLOYMENT
FOR DISABLED PEOPLE**



Mindtree

Welcome to possible

C-43, South Extension Part II, New Delhi 110 049 **Tel:** (011) 26265647, 26265648 **Fax:** (011) 26265649

E-mail: secretariat@ncpedp.org **Website:** www.ncpedp.org