THE EIGHTH NCPEDP-SHELL
HELEN KELLER AWARDS
Tomorrow - 3rd December - is World Disability Day. For us in the disability sector, it is like Holi, Diwali, Eid and Christmas - all combined together!

It is a day to rejoice. It is also a day to introspect.

This year is special because it has been TEN years since the enactment of the Disability Act on 7th February 1996. That's why, we are saying that it is a good time to take a pause and look back, to remember all those glorious moments - the inclusion of disabled people as a separate category in the Census; the construction of that wooden ramp at Qutub Minar for Stephen Hawking; the first Braille embossed Electronic Voting Machine (EVM) and ramps at all urban Polling Booths; disabled people barging into the Civil Services; and CII having to come out with its Corporate Code on Disability.

The disability sector has already started talking of a paradigm shift.

At the international level, one of the most significant developments is the adoption of the U.N. Convention for the Rights of People with Disabilities.

At the national level, the Ministry of Social Justice and Empowerment has finally woken up to the necessity of making amendments in the Act. Planning Commission has also recognised disability as a significant identity group and is involving key stakeholders in planning India's next Five Year Plan (2007-2012).

Most interestingly, there are whispers about the possibility of a separate Ministry on Disability Affairs. And whether that happens or not, disability as an issue, for sure, is now getting recognised as a cross-sectoral issue concerning almost all aspects of governance.

In the wake of these exciting developments, the question before us is whether we should sit quietly and let things move at their own pace OR do we take urgent necessary steps and inject some catalyst/s, so that progress in the next ten years is such which the Nation may not have witnessed in the past several decades.

We, at NCPEDP, feel that this is the time for a change; for us to pause; to think and to reflect; to take stock of things and deliberate - to plan a Vision for the next ten years!

A decade is behind us in which we have achieved much to celebrate; we must now begin to dream for the next decade!!

Javed Abidi
Executive Director, NCPEDP
2nd December, 2006
The essence of selection is exclusion. The problem arises when the performance you must exclude is humbling, to say the least. It defies the average to begin with, and then you need to consider that such performance was additionally hampered by physical challenges. Thus, despite a simplified list of categories, I am sure that choosing the winners of this year's Helen Keller Awards has been a gruelling task. How does one exclude any kind of excellence? Further, with social responsibility well established in corporate India, how does one choose to recognise any one organisation as against another?

At Shell, we constantly focus on blurring the lines between opportunities for the differently-abled. It is our contention that with appropriate sensitivity, we can exhibit leadership in inclusive behaviors by ensuring that all people perform to their individual levels of excellence without having to be hampered by working conditions that disallow such equality of opportunity. The most visible of our businesses - the retail operations - currently has a 30% differently-abled workforce. I am personally delighted that they are an integral part of my larger team and are delivering results to the high levels of performance we expect from all our people.

I am thus indeed delighted to felicitate the winners of the NCPEDP-Shell Helen Keller Awards 2006.

Vikram Singh Mehta
Chairman
Shell Group of Companies in India

Shell
I place on record my appreciation of the role being played by NCPEDP to focus attention on the responsibility of every citizen and the Government to empower the disabled.

The Helen Keller Awards, over the years, have acted as a catalyst for highlighting the problems of disabled people.

I convey my congratulations to the awardees and send my good wishes to NCPEDP for continuing success in its efforts.

Sonia Gandhi
President
All India Congress Committee
The year 2006 holds special significance for the disability sector. The year marks the 10th year of the enactment of the Disability Act 1995. It is also being commemorated as the year in which we all look forward with renewed vigour and enthusiasm to the next 10 years.

On this eve of the World Disability Day 2006, we at NCPEDP and Shell are proud to present the 8th NCPEDP-Shell Helen Keller Awards.

Instituted in 1999, these Awards have become the benchmark in honouring people - both disabled and non disabled - and organisations who have contributed significantly to the cause of promoting the empowerment, employment and equal opportunity for disabled persons.

As last year, a total of 10 Awards, over three categories, are being presented. These categories include disabled persons from within and outside the disability sector, non disabled persons from within and outside the disability sector and companies/organisations.

As every year, the selection process was stringent and exacting in its standards. The eminent sub committee formed for the selection scrutinised the numerous nominations, cross-checked each and every one, and then drew up a final list of contenders. This list was further debated and the winners decided.

Congratulations to all the winners! May they and their kind continue to be a beacon of hope, trust and understanding for the 70 million disabled citizens of India.
V. Krishnamurthy is presently Chairman, National Manufacturing Competitiveness Council and Member, National Advisory Council in addition to holding several other eminent positions. He has also been Member of the Planning Commission, Secretary to the Government of India (Ministry of Industry) as well as being the Chairman & CEO of leading enterprises such as Bharat Heavy Electricals Limited, Steel Authority of India Limited and Maruti Udyog Limited.

Sally Baker is the Regional Coordinator for the South Asia Regional Coordination (SARC) Programme of Handicap International, an international NGO with its regional base at New Delhi. Sally manages a team of technical advisors who assure quality of Handicap International Programmes - in the areas of disability rights, inclusion and rehabilitation - in South Asia, including Afghanistan, Bangladesh, India, Nepal and Pakistan.

Jayshree Raveendran initiated the ABILITY Foundation in 1995 after working as a lecturer and a senior corporate executive. A cross disability NGO, ABILITY Foundation is focussed on the cause of empowerment, integration and rights of people with disabilities. Jayshree is also involved in formulating national policy on issues pertaining to disability.

Deepak Mukarji is the Country Head of Corporate Affairs for the Shell Group of Companies in India. He has over two decades of experience across various industry sectors. An erstwhile theatre personality, he has also taught communications and brand positioning at various management schools. He is a published business writer, has authored a collection of short stories, and is currently working on a novel.
CATEGORY A

DISABLED PERSONS FROM WITHIN AND OUTSIDE THE DISABILITY SECTOR WHO HAVE BEEN ACTIVE AS AMBASSADORS OF THE CAUSE OF EMPLOYMENT FOR DISABLED PEOPLE AND ARE A POSITIVE ROLE MODEL FOR OTHERS
Murali C Sharma
System Operations Senior Specialist, IBM India Pvt. Ltd.,
EGD-2d-628, Block 'D',
Embassy Golf Links Business Park, Off Koramangala-
Indiranagar Ring Road,
Bangalore - 560 071.
Tel.: 080-41 775506.
E-mail: muralicsharma@in.ibm.com

HELPING OTHERS 'SEE'

Visually challenged since birth, Murali, through sheer determination and hard work, put himself through school and engineering college.

After having obtained a Bachelor of Engineering (Mechanical) degree, Murali worked on an ActionAid International Project called 'Karnataka Rajya Angavikalara Okkuta'. This Disability Network project advocated rights of persons with disabilities and strove to provide equal employment opportunities in all sectors. As Project Coordinator, Murali also liaised with the state government to provide employment opportunities to persons with disabilities as provided in the Disability Act of 1995. During this period, Murali was also active in issuance of bus passes, assistive devices and construction of accessible toilets in Government Primary and Higher Primary schools.

It was on joining IBM India Pvt. Ltd. that Murali realised that his unique talents could be well utilised. To start with, Murali - in collaboration with EnAble India, a well known NGO - identified eligible candidates for the posts of Service Coordinators/System Operations Specialists at IBM. These candidates were put through mock interviews to simulate the real situation and build their confidence. Through this process, Murali was instrumental in placing about 15 persons with different disabilities in a competency called 'Global Service Delivery Centre (GSDC)' at IBM. Murali's efforts in this direction are ongoing.

He also liaised at the highest executive level to conduct an Accessibility Study to incorporate universal design considerations at all IBM buildings in Bangalore. This resulted in all IBM buildings being accessible to one and all.

Murali also proudly wears the hat of the 'Connections Advisor' at IBM, with responsibilities of connecting and welcoming new employees with disabilities to IBM. He also imparts process training to them.

Says Shruti, his boss at IBM, "Murali is an outstanding employee, and has been a role model for other aspiring persons with disabilities".
Fifty one year old Nafisa has come a long way. Completely visually impaired, she started as a telephone operator at the National Association for the Blind (NAB). While working there she passed her CAIIB exam by the Indian Institute of Bankers and joined the Central Bank of India. In 1987, her ambition and determination led her to take an All India Promotion Test which got her promoted to the rank of Assistant Manager. Over the years, her hard work and contribution to the Bank was further recognised and rewarded. She was promoted to Manager in 1999 and then to Senior Manager in the Human Resources Department in 2005.

Today, Nafisa's responsibilities include training - both in-house and external - manpower planning, interaction with RBI, and branch handling of both ready and forward transactions.

In addition to managing a successful career, Nafisa has coordinated the book 'From Darkness to Light' published by CASBW, which tells the stories of uncommon courage of visually impaired women.

In her capacity as Honorary Secretary of the NAB Committee for the Advancement of the Status of Blind Women, she is actively involved with the UTKARSH Job Development Centre which endeavours to find gainful employment for visually disabled women in sheltered and open industry.

Nafisa has also regularly appeared on the electronic media, as well as contributed articles to both national and local dailies. Her main aim being to create awareness about the abilities of the disabled and to encourage potential employers.

For her efforts over the years, Nafisa has been honoured repeatedly. She is a recipient of the Neelam Kanga Award by the CASBW NAB, India. In 1999, she was presented with the 'Most Efficient Disabled Employee' National Award by the then President, Shri K. R. Narayanan. She has been felicitated by Giants International, Byculla, and the Lions' Club, Navi Mumbai. Nafisa has also received the AICB Silver Jubilee Award by President Dr. A.P.J. Abdul Kalam.
Vinod lost his eyesight after a smallpox vaccination when he was just 3 months old. Academically brilliant with a supportive family, he went on to earn two doctorates and a distinguished career in teaching English at reputed institutions such as Ramjas, Hansraj and St. Stephen's Colleges. After his retirement, he decided to devote his time to the welfare of disabled persons. In his words, “At age 60, I thought it was time to give back to society”.

In 1995, he founded the Yashoda Charitable Trust with the twin objectives of promoting adoption of homeless children and providing services for differently-abled students. The Trust has helped in more than 20 adoptions and extends 6 annual scholarships to deserving students.

In 1998, he persuaded the Vice Chancellor of Delhi University to set up a Committee for persons with special needs. Under his chairmanship (till April 2006), the Committee streamlined the admission of disabled students and spearheaded the creation of facilities for the visually impaired.

In 1999, Vinod set up the Shruti Information Centre (SIC). Committed to serving the information and reading needs of visually challenged professionals and students, SIC has built up a large library of audio books. It is also one of the few centres in India engaged in development of CD based Digital Talking Books.

In 2003, Vinod launched the Shruti website dedicated to the visually impaired of the nation. The website carries comprehensive information - developed over 8 years - on a wide range of subjects relevant to the visually challenged. Vinod also helped in preparing a master plan to transform Delhi University into a disabled-friendly centre of higher learning.

In 2006, as Member of the Working Group on Empowering the Disabled (set up to make recommendations to the Planning Commission), he proposed an Indian National Library Service for the Print-Handicapped, which was accepted.

Over the course of his career, Vinod has been felicitated with many distinguished Fellowships (both national and international) and has held several reputed advisory positions.
CATEGORY B

NON DISABLED PERSONS FROM WITHIN AND OUTSIDE THE DISABILITY SECTOR WHO CONTRIBUTED SUBSTANTIALLY TO THE CAUSE OF EMPLOYMENT OPPORTUNITIES FOR DISABLED PEOPLE OVER AN EXTENDED PERIOD OF TIME
An engineer with a post graduate degree from IIT Mumbai, Ashok worked for about 15 years before starting his own electronics company. Today, Mona Lisa EDC Pvt. Ltd. manufactures small electrical components like capacitors and resistors for reputed companies like Larsen & Toubro Ltd., Nelco Ltd., Sony Orson Electronics Ltd. and Tata Power Co.

What is different about this ordinary company is the extraordinary work it has been doing by employing persons with disabilities.

Currently, a full 75% (15 out of 20) of his workers are persons with disabilities! What is also truly commendable is the fact that he achieved this without any government assistance, subsidies or donations.

Ashok’s commitment to employing persons with disabilities started in 1992, when he absorbed his first disabled employee. On discovering that the boy was not comfortable with travelling a long distance to work, Ashok purchased a workshop in Bandra East specifically for disabled employees. Starting out with two disabled employees, he hasn’t looked back since. The numbers grew through recommendations and have been maintained, fluctuations in the business notwithstanding.

On his unique philosophy, Ashok has this to say, "I employ people with disabilities to give them a chance to stand on their own feet". Ashok puts this into practice through simple enough means: training workers and treating them at par with the other workforce - leading to heightened self confidence and self reliance.

Ashok regularly stays in touch with the National Job Development Centre at Able and Disabled - All People Together (ADAPT), which recommends prospective employees.

For his vision and efforts, Ashok has been awarded the 'Rashtriya Rattan Award' by the Global Economic Council, and has been nominated for the prestigious Dr. Ambedkar National Award by the Maharashtra State Handicapped Finance & Development Corporation Ltd.
The General Manager of WelcomEnviron Initiatives, ITC Welcomgroup is a hotelier with a difference. Though Niranjan's specific responsibilities deal with environment related work, he has done more than his bit for the cause of disability.

Niranjan was directly responsible for enunciating ITC's inclusive growth policy and on sensitising the ITC management and staff on inclusion of persons with disabilities. He has also been involved in the induction, training and guiding of disabled staff members and has facilitated disability audits in all ITC properties with a view to making them completely barrier free. He has also been responsible for developing universal building access for new hotel projects.

Niranjan's efforts paid off. Today Welcomgroup employs 30 persons with disabilities, ITC 4, Fortune Hotels 1 and UNIDO 1.

Even beyond the specific environs of ITC, Niranjan's commitment to the cause is apparent. Networking with NGOs, he has provided inputs for training in livelihood opportunities for disabled persons living in rural areas. He also shares new and relevant concepts - developed through ITC's rich corporate experience - with NGOs.

In partnership with Confederation of Indian Industry (CII) and other stakeholders, he has developed outreach programmes for scaling up employment for persons with disabilities in different industry sectors.

He has been responsible for Welcomgroup sponsoring a film on persons with disabilities for CII, which was shown across India. This film was also screened at Welcomgroup hotels, as well as in other divisions of the ITC Group.

Niranjan has also been active in the area of access. Recently, he made a presentation to 16 zonal engineers of Indian Railways on issues concerning access for persons with disabilities. That's not all. He is also working towards integrating access issues in the CII Green Building Standards right from the design stage.
Just 32 years old, Karthikeya, with a post graduate degree from the Indian Agricultural Research Institute (IARI), is the Collector and District Magistrate of Mayurbhanj, Baripada. More importantly, he is a shining example of what a committed and dedicated IAS officer is capable of.

In addition to his day-to-day duties of administration of district services to the people in his area, Karthikeya has constantly been working towards empowerment of persons with disabilities. The amazing thing is, that in just one short year, he managed to double what was achieved over the last three to four years!

Beginning with providing improved access to services, Karthikeya ensured that persons with disabilities quickly entered the mainstream.

He has also taken the lead in employing persons with disabilities, setting an example by starting in his own backyard, the Collectorate at Mayurbhanj.

Networking with all the big hospitals in the area, he has started corrective surgeries on a war footing and mass scale.

He has identified disabled youth talented in sport and other fields, with the objective of harnessing their natural abilities to their advantage.

And he has introduced revolutionary new indicators: one of them being that all families with a disabled child get Antodyay Card on priority.

One of the results of Karthikeya’s efforts? Today, Mayurbhanj is India’s No. 1 in achieving 100% certification and distribution of aids and appliances.

This young and dynamic officer is a public servant in the true sense of the word. Karthikeya has already been honoured with the Anjali Award for Commitment in the year 2005, and is the proud recipient of the Prime Minister’s Award in the year 2006.
Life is either a great adventure or nothing.

- Helen Keller
CATEGORIES C
COMPANIES/ ORGANISATIONS/ INSTITUTIONS WHO SHARE OUR VISION AND THROUGH THEIR POLICIES AND PRACTICES DEMONSTRATE THEIR BELIEF IN EQUAL RIGHTS AND GAINFUL EMPLOYMENT FOR PERSONS WITH DISABILITIES
The employees of IBM represent a talented and diverse workforce," reads a policy letter signed by Samuel J. Palmisano, Chairman and Executive Officer; IBM India. "Business activities such as hiring, promotion, and compensation of employees are conducted without regard to race, colour, religion, gender, sexual orientation, national origin, genetics, disability or age."

Never was a statement more true than in the reference to disability.

Consider the words of Anita S. Guha, India Diversity Leader, IBM Global Services India, "Up to 70 million people in India are disabled. We cannot close doors on this talent pool."

Truly an equal opportunity employer, IBM’s track record in the area of disability is impeccable.

IBM’s long standing commitment to persons with disabilities began in 1914 when it hired its first disabled employee (76 years before the Americans with Disabilities Act!). In 1999, IBM’s Board of Directors adopted a worldwide standard to support disabled employees, customers and members of the public with appropriate tools that enhance their ability to participate, both in the workplace and outside.

Today, globally, IBM's Policy for People with Disability revolves around the 3 As - Accommodation, Accessibility and Attitude.

It should come as no surprise that, in India, all IBM's new locations are completely barrier-free and equipped with standard...
requirements (ramps, Braille signages, lowered water fountains, wide doors, etc.) for employees and visitors with disabilities. Moreover, all the older facilities are being upgraded to meet the same standards.

Policies for transport assistance and provision for recording meetings for employees with hearing disabilities are also in place.

Other path-breaking initiatives by IBM India include the Welcome Pack, an orientation kit, which is sent out to new disabled employees. Accessible to all, this note contains important information required in the initial days of induction.

IBM India has encouraged a voluntary Persons with Disability Network (EnABLErs), within the organisation, of great help to new disabled joinees. Moreover, there are procedures whereby they can meet with senior management during the year to voice their opinions and concerns. A Round Table was organised with the Real Estate Department to garner feedback and take corrective measures on accessibility issues.

IBM India has partnered with an NGO to develop educational material to help its managers to become more inclusive leaders. It is also enhancing its partnership with three NGOs, key avenues to sourcing qualified candidates with disabilities.

It has tied up with Confederation of Indian Industry (CII) to sensitise other corporates to the fact that disabled persons have immense potential in making a difference, not only to their own lives, but also to that of the community.
Established in 2002, Infosys BPO is a subsidiary of Infosys Technologies Ltd., a world leader in IT consulting and software services. Infosys BPO is a leading Business Process Outsourcing company focusing on specialised and niche segments. It is ranked amongst the leading BPO companies in India by NASSCOM, Dataquest, International Association of Outsourcing Professionals and Red Herring.

Infosys BPO is an equal opportunity employer. This applies to recruitment, promotion, training benefits and all terms and conditions of employment.

Specifically in the area of disability, Infosys BPO decided to go proactive in 2005. Taking the initiative, it initiated discussions with NCPEDP as well as some Bangalore based NGOs. It also hired a specialist to facilitate its efforts and to review policies and procedures to make them more conducive to persons with disabilities. Today, Infosys BPO is one of the very few companies that boasts of an Equal Opportunities Team with the responsibility of looking after the diversity and affirmative action initiatives of the company.

Infosys BPO celebrated December 2005 as the 'Diversity Month'. Dedicated to enhancing the levels of disability awareness within the organisation, it conducted awareness sessions, sent out information mailers and organised a contest for developing a logo for 'Equal Opportunities'. December 3, World Disability Day, has also been marked as a red letter day on the company calendar.
The company now actively encourages people with disability to apply for positions and includes the line ‘Persons with disabilities are encouraged to apply’ in its recruitment advertisements. Special drives targeted solely at increasing the representation of persons with disabilities in the workforce are also organised regularly. And efforts have been made to ensure that Infosys’ Campus Placement initiative encourages applications from students with disabilities. In fact, 8 disabled students were found suitable placement at Infosys BPO in 2006 alone!

Disabled-friendly recruitment assessment procedures and an induction process designed to cater to the specific needs of disabled employees are other measures that have been taken. The sincerity of the company is apparent by the fact that employees are made to fill out the ‘Self-Identification Form for Persons with Disabilities’ only after the job offer has been made, ensuring that disabled employees are not hesitant in disclosing their disability.

A Disability Access Audit of all Infosys BPO’s buildings in Bangalore and Pune resulted in newly constructed buildings in the Electronic City campus in Bangalore being made largely barrier-free. Efforts to make suitable modifications in older buildings are under way.

Apart from being in touch with employees with disabilities on a regular basis, the company also conducts quarterly Employee Satisfaction Surveys, a structured process for getting feedback regarding employee satisfaction levels.
Part of the Welcomgroup chain of hotels, ITC Hotel Windsor Sheraton & Towers provides world class accommodation in the city of Bangalore. It has proudly hosted important international events and also more than 25 Heads of State.

What the hotel is also proud of is the fact that 10 of its full-time employees are disabled. They work in the Laundry, F&B Support, Reservations and Maintenance Departments among others. One of them - Lakshmi, who is mobility impaired - even handles the complete engineering controls of the Hotel independently!

Windsor Sheraton & Towers plans to increase the number of disabled employees on its rolls in the near future. At the same time, it has also taken the step of spreading awareness about employing people with disabilities among other organisations. Recently, the hotel organised a seminar 'Building Bridges' wherein suppliers and vendors were invited to witness the initiatives taken and also to motivate them to employ persons with disabilities.

Within the hotel, sign language classes are regularly conducted for all managers and staff to enable them to interact with speech and hearing impaired employees. The hotel, with the help of a professional sign language interpreter, also has training programmes for its speech and hearing impaired employees.

The entire ITC Welcomgroup chain of hotels has initiated an 'Access Audit' for all its properties. While four audits have already been completed, the
Windsor Sheraton & Towers Audit will be completed shortly.

In association with Confederation of Indian Industry (CII), Karnataka, the Hotel also invited corporates and NGOs for a conference on disability to participate and work towards the common goal of increasing employment opportunities for persons with disabilities. CII has also produced a film on disability, shot at the hotel, which showcases the disabled employees of the hotel.

One of the most novel initiatives taken by the hotel is the fact that business cards of all managers are printed in Braille - a unique way of spreading awareness to all who receive them! The menus in all the F&B outlets are also printed in Braille, with the dual objective of serving visually impaired customers as well as sensitising other non-disabled people.

Technology has also been used to good effect by the hotel to promote employment for the disabled. One of the issues of its e-newsletter (E-News), was devoted to its disability initiatives and to encourage customers to employ persons with disabilities. This was mailed to over 100,000 people!

ITC Hotel Windsor Sheraton & Towers is a recipient of the Golden Peacock for Environment Management in the year 2003 and has also won the FHRAI Runners Up Award for Environment in 2003.
Established in 1945, Tata Motors has had a long and distinguished history. The manufacturer of India's first indigenous passenger car - the Tata Sierra - Tata Motors is also known for the success of its Indica and Indigo range of models. The company is also a pioneer in exports of vehicles from India, with its range being sold in Malta, Korea, Turkey, South Africa and Senegal. Moreover, collaborations and joint venture agreements with Cummins Engine Co., MG Rover (UK), Phoenix Venture Holdings (UK), Loadbeta (Ireland), Daewoo Commercial Vehicle Co. Ltd. (Korea), Hispano Carrocera (Spain), Marco Polo (Brazil) and the Fiat Group have ensured that the company has a strong presence overseas.

The company has a clear policy on 'Equal Opportunities and Non-Discrimination in Employment', which states: As part of its Recruitment Practices, Tata Motors is committed to provide Equal Opportunity to all eligible applicants for employment without any discrimination against their gender, race, religion, caste, colour, ancestry, marital status, nationality and disability.

Tata Motors, which has 22,000 persons on its rolls, today directly employs 62 persons with disabilities. Furthermore, 89 employees who had suffered major disabling injuries have been rehabilitated.

The company also provides indirect employment to 87 people by outsourcing work to cooperatives of persons with disability. The work includes jobs such as component packing, manufacturing of floor cleaning items.

Tata Motors
Bombay House, 24, Homi Mody Street, Mumbai - 400 001.
Tel.: 022-56658282.
E-mail: md@tatamotors.com
and caning of chairs. The total business provided by Tata Motors to these cooperatives is Rs. 84 lakh per annum. Options of strengthening the outsourcing of jobs to cooperatives and NGOs are being actively explored.

As part of its affirmative action plan, vocational training is provided to persons with disabilities to enhance their prospects of employment. The Donations Committee of Tata Motors has identified the physically challenged as a prime target group and extends grants and donations to NGOs and institutions promoting employment for persons with disabilities. Even within the community, efforts are being made to earmark positions that could be reserved.

A firm believer in the Tata philosophy “In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence”, Tata Motors strives to give back to the community. Several activities are undertaken for improving the life of underprivileged people like leprosy patients, as well as, polio campaigns and other health awareness programmes aimed at curtailing the spread of disability.

In addition, Tata Motors has designed disabled-friendly products like the Starbus and even manufactures custom-designed passenger cars for persons with disabilities.
The disabled-friendly corporate logo was first conceived in 1999. Over the years, it has gained more and more acceptance amongst companies. One of the main reasons for this has been the greater awareness of rights of people with disability. However, this movement has taken place especially amongst responsible and socially committed organisations, and needs to percolate down to others as well. Our main objective of conceiving and promoting the logo was - and remains - that companies feel proud of the opportunity to be associated with it.

Graphically, the logo seeks to symbolise a partnership between corporates and the disabled community. The handshake represents equality and is a gesture of affirmation; it shows that the disabled person is not alone. In terms of action, what is sought to be achieved is that companies proactively provide a discrimination and barrier free work environment, and people with disability use their talent to productively contribute towards the growth of the organisation.

The logo uses the international colours representing disability: blue and yellow.

As a supporter of the disability sector, we ask that you actively try and promote the logo - and what it stands for - at your own workplace, and also influence others to do the same.
All the world is full of suffering. It is also full of overcoming.

- Helen Keller