



Ability Matters
NOT
Disability

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Ability matters...not Disability

26.8 million,

Census 2011 –
2.21% PwDs in India

70 million

More accurate #: or 5.6% of
population (*WHO, World Bank,
NCPED*)

**Disproportionately
disadvantaged**

in labor market

50% of PwDs

are below age 30 and **70%** live
in rural India

Only 1%

PwDs **employed** in mainstream
jobs

VALUE PROPOSITION



Strengths & Economic Opportunities



Many companies realising benefits of including PwDs as part of their workforce and even **carving niche** by creating entire business models focused on the **abilities** of persons with disabilities.



Mirakle Couriers, a Mumbai based shipping company **exclusively hires** hearing-speech impaired people.



Auticon in Germany, a quality assurance and software testing company, has created a **business around strengths of individuals** with Asperger's to recognise pattern with precision and focus.



PwDs perform exceptionally well when given **jobs that suits them**.



SAP, German global software company hiring **autistic** individuals to train as high tech IT experts

Business potential in the sector



Barrier free environment



construction, equipment
manufacturing

Untapped disability-
assisting devices &
technologies



Rs 4500 crores in India



2013- Govt websites
to be made accessible



PWD Employment
opportunity - test
accessibility of a
website

An under addressed market

- ❑ **White Paper aimed at PwD themselves, Employers, Training providers**
 - **Exhaustive list of Government schemes for PwD**
 - **Knowledge partners in Disability**
 - **Case studies of existing PwD employers**
 - **Job Matrix based on NSDC – SSC NOS**

- ❑ **Addendum to ILO white paper on PwD**

The Training/ Skilling opportunity



**35 mn PWD,
under 30 yrs,
in India**

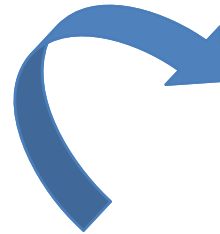
Mobilization through
disability
organizations



**NSDC training
partner**



Adapt to needs of
disabled



**Meet skilling
target**

Growing employer
base



Accommodate.. Adapt.. Mainstream

No need to change curriculum

- Just ONE sign language teacher required for deaf students
- Convert training manual to Braille books for blind
- Physical access for physically disabled

No need to address every disability

- Kaya spas use visually impaired masseurs
- Café Coffee day employs hearing impaired
- ITC hire physically challenged
- Development of rehabilitation professionals

Mobilization no longer a pain point

- Inflow through Disability organizations eg Vocational Rehabilitation Centre , District Disability Rehabilitation Centres
- Disability knowledge partners will help adapt teaching method

LEGAL AND POLICY FRAMEWORK



Legal Framework

- ❑ National Policy for Disabilities Act: 2006
- ❑ Persons with Disabilities Act: 1995

Section 33 of PwDs Act, 1995 provides reservation of not less than **3% of vacancies** in identified posts, by appropriate **Governments**, for persons with disability, of which 1% each is reserved for persons suffering from:

Blindness or
Low Vision i.e.
Visual
Impairment
(VI)

Hearing
impairment
(HI)

Locomotor
disability or
Cerebral
Palsy.

Government will make all out efforts to create a more inclusive society for Persons with Disabilities to enable them to enjoy equal opportunities to lead an empowered life with dignity

*– Hon'ble Fin. Min. **Shri Arun Jaitley**, 2014 Union Budget speech*

NSDC Funds

Disability Fund

- Allocated a fund of **5 Crores** for training Persons With Disabilities.
- Funding for training projects **showcasing sustainable model** and for **training leading to employment** of PwDs.

Innovation Fund

- Tech-enabled platforms that will increase employment for PwDs.

GROWING EMPLOYER AWARENESS



Mainstream Employment



Tapped into large unused labor pool of PwDs



Seeing 1% attrition rate among Pwds compared to 10-15% for non-disabled.



Productivity rate- 20% higher in PwDs



Absenteeism is 18% among non-disabled while only 2% for Pwds

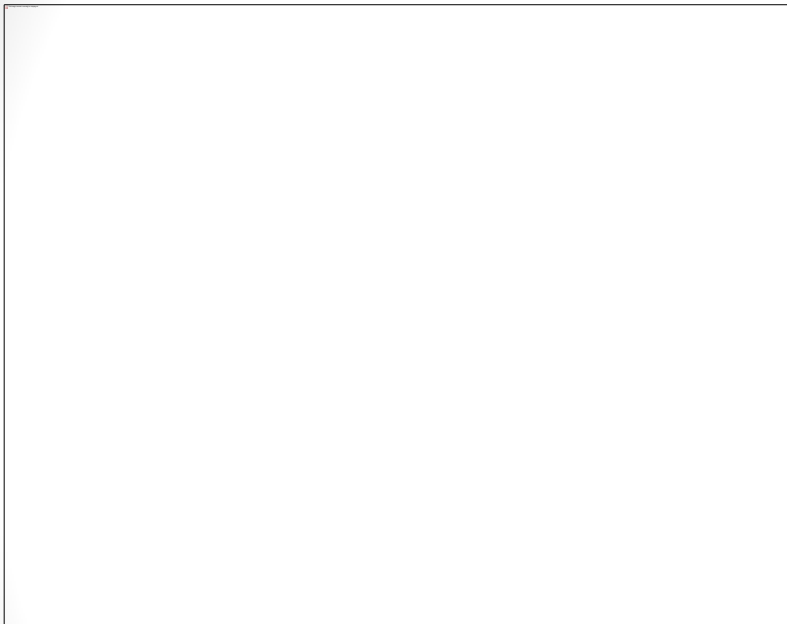


"Feel good effect"- better work environment.

Mainstream Employment

- ❑ 4% of Titan's 7,000 employees include persons with physical disabilities.
- ❑ Those with disabilities are housed with regular employees who are sensitized about issues concerning PwDs and their families.
- ❑ Supervisors who interact with hearing impaired are trained in sign language.
- ❑ Today, in strapping department, it is nearly impossible to distinguish hearing impaired from others, as everyone uses sign language.
- ❑ Workplaces are ergonomically designed and Titan factories are made assessable.

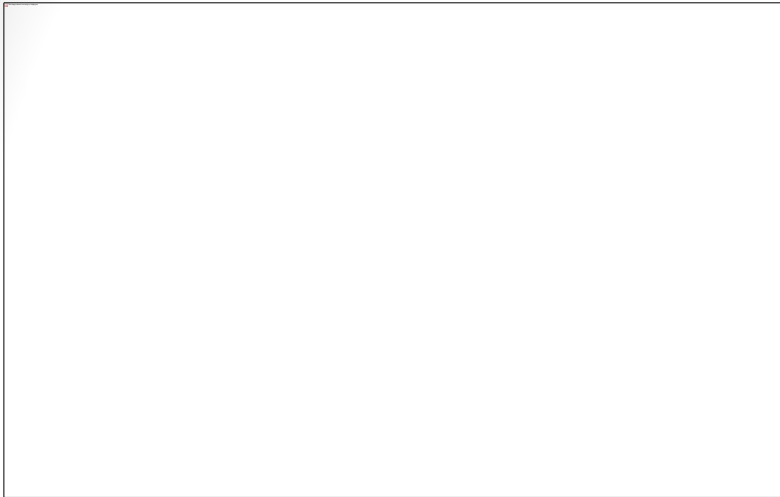
Supported Employment



Microsoft's Supported Employment Program

- ❑ Primary focus: create job opportunities with select MSFT vendors for people with developmental disabilities who need initial and long-term job training.
- ❑ MSFT partners with vendors and local employment agencies in Redmond/Bellevue, Microsoft's HQ.
- ❑ Vendors range from driving and transportation to facility services, office administration etc.
- ❑ Partner agencies provide high-quality training and play an integral role in sourcing employment opportunities.
- ❑ PwDs employed throughout Microsoft facilities: as food prep, janitorial, dishwasher, landscaping, reception, office moves, office administration and furniture warehouse.
- ❑ Recently announced it will hire 200 new employees into supported employment positions over next two years.

Self Employment



Chinamaya Organisation of Rural Development (CORD)

- ❑ Working since 1985 in Sidhbari, Himachal Pradesh, covered 650+ villages involving 40,000+ people directly.
- ❑ Instead of setting up separate SHGs for PwDs, they have included them as part of existing SHGs— yielded better long-term results.
- ❑ Have built vibrant and sustaining SHGs for women after hard work, who are now empowered and have leadership skills.
- ❑ Working with 416 different types of disabled people in 80 of the 550 villages in Kangra, Himachal Pradesh through its CBR programme.
- ❑ Taking into account all aspects of differently abled person's social, health, economic, educational, accessibility, vocational and advocacy issues since 1994.
- ❑ CORD's efforts in disability have just begun in other sites in Tamilnadu & Orissa.

On The Job Training (OJT)

- ❑ BarrierBreak, a Mumbai based social enterprise provides PwDs with extensive job training while on-the-job.
- ❑ 75% of barrier break employees have disabilities and only requirement for being hired is their proficiency in use of computers.
- ❑ Employees then go through extensive training post recruitment and learn to work on various new technologies while on the job.

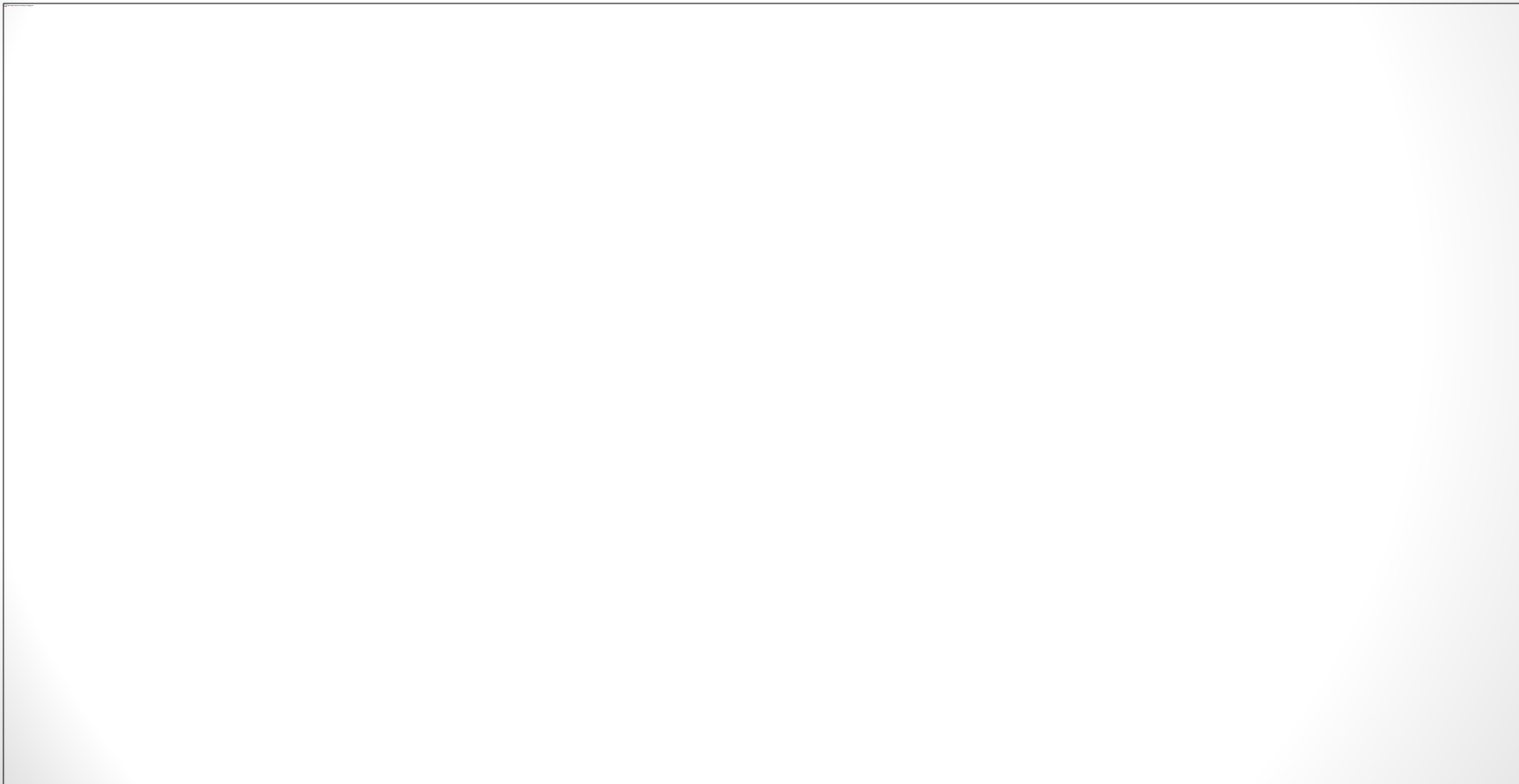
Sample Matrix

JOB-ROLES MATRIX



Job-Roles-Matrix

Sample : Retail Sector

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Job Role Matrix – Gems & Jewelry

QPC	Sector	Subsector	Job	Job Description	Skills	Min Edu	Disability: HI, MI, LI VI,	NSDC TP	Co hired	Source
Q2303	Gems & Jewellery	Cast and Diamonds-Set Jewellery	Designer (CAD)	uses CAD software and tools to produce a range of jewellery designsthat are also practical for manufacturing. CAD drawings provide all the information that forms the basis for every stage of manufacturing the jewellery	becapable of understanding design concepts and techniques;being creative; suggesting design changes;giving attention to details. The individual must have good eyesight; ability to present and explain designs; and be able to work in a process driven team.	12th std	LI, SHI	Youth 4Jobs	Karigari	Youth4Jobs

Thank You