

Dear Fellow Corporate Leader,

It gives us immense pleasure in reaching out to you with the appeal, to seize the unprecedented socio-economic opportunity we have, which will have lasting impact, change lives of over 7 crore Specially Abled People of India and make us a proud inclusive society that cares and empowers its people with disabilities.

Background: With enactment of the CSR law from Apr 1 2014, we believe that people of India will benefit immensely as it provides a unique opportunity for creating sustained initiatives with allocated CSR funds.

The Rights and needs of the disability sector have been largely ignored by India's government as well as the society at large. Per Indian planning commission, approx. 7 crore people are disabled and it could double, if disability definition is expanded in line with UN guidelines.

The world is changing its perspective. UN convention and its human rights treaty of 2007 (UNCRPD – Rights of Persons with Disabilities) is aimed at improving the quality of life for over 1 billion (approx 15% per UN) disabled people across the world. Western countries like the US, spends approx 12% of their federal tax revenues every year on programs and needs of Specially Abled People of America. With growing focus, awareness and implementation of UN treaty by member countries, resource allocation will increase i.e. market opportunities are growing for providing goods and services and solutions to the global population (with disability) of over 1 BN.

This represents “untapped mega market opportunity” when viewed with a different, inclusive, global perspective.

Opportunity: India has started witnessing the historical transformation under leadership of H'ble PM Shri Narendra Modi, who is very committed to the Specially Abled People as reflected in his support in creating the group “Empowering The Specially Abled” on his election campaign website www.india272.com (I was appointed as ANCHOR of the group) and 7 commitments in [BJP's election manifesto](#). In past 6 months, multiple announcements by Finance minister, Social Justice and Empowerment (Issue of Universal ID card) Minister and of course H'ble PM Shri [Narendrabhai](#) (allocating Rs 1 lac per school to be made accessible etc.) have made it ample clear of the current government's priority to Empower 7 crore citizens of India. This is a great demonstration of the political WILL at the highest level in India and now it is time for the corporate sector to join the cause, echo their support by undertaking suitable initiatives for creating an inclusive Indian society and realize “untapped” market opportunities.

The data indicates that over 70% of persons with disabilities are “employable” with training, customized to their needs. With sustained resource allocation towards programs related to accessibility, social awareness, assistive technologies, special education, skill development and employment – we can reduce the spent on welfare and increase their contribution to the development of India. This will also create large number of service sector jobs in India for the first time in this sector, which will contribute to the economic growth.

Our Appeal:

1. Allocate between 10% to 20% of the CSR funds for projects related to needs of Specially Abled People (SAP). We will provide ideas, if needed to assess the right CSR project for your company.
2. Realize the business benefits by hiring Specially Abled People. There are many examples that prove that companies have benefitted because of higher productivity, better retention, inspiration to others and many times lower cost of wages. We can help you realize these benefits of “untapped” resource pool
3. Upgrade your office and business infrastructures to make them compliant to Universal Accessibility standards and adopt inclusive business policies

We appreciate your time to understand the needs of the disability sector and the underlying socio economic opportunity. We look forward to work together and drive the change for crores of Specially Abled People.

With best regards,

Pranav Desai

Founder and on behalf of Team at www.voiceofsap.com