

Accessible India Campaign (Sugamya Bharat Abhiyan)

Mission: To create awareness to build inclusive society with barrier free environment for Persons with Disabilities (PwD).

Background

Accessible India Campaign (AIC) is the nationwide flagship campaign for achieving universal accessibility for all citizens including Persons with Disabilities, to be able to gain access and live independently.

With firm commitment of the NDA government towards socio-economic transformation (Swavlamban) of the persons with disabilities (approx 7 crore people per planning commission of India) by year 2020, there is an urgent need to create mass awareness for the universal accessibility. Although, there are some good examples of accessibility found in the country in some public buildings and transportation services, the efforts are scattered, attempts are by individual initiatives and these are done in isolation. There exists a huge gap on universal accessibility for PwD in our society, restricting their right to live with full dignity and contributing to their fullest potential. Hence there is a felt need to jump start the comprehensive efforts with this strategic initiative to create large scale awareness among all the stake holders towards creating the barrier free environment by adopting the universal accessibility standards in a collaborative manner.

Universal accessibility is to enable persons with disabilities to live independently and participate fully in all aspects of life. This will also ensure to PwD, access on an equal basis with others, to the physical environment, to transportation, to Information and Communication (incl ICT) and to other facilities and services open or provided to the public both in urban and rural areas.

Overall Strategy

The Accessible India Campaign comprises of the following components.

1. Leadership endorsements
2. Create Mass Awareness
3. Capacity Building
4. Interventions (Technology solutions, Legal framework, Resource generation)
5. Leverage corporate sector efforts including CSR resources

Phases

Phase I (2015) will focus on awareness creation across the country including firm commitments, budget allocations, announcement of programs and participation by leading social, corporate, political and Govt. leaders. Phase II (2015-2017) will focus on implementation and retrofitting high priority public and private infrastructures and buildings. Phase III (2018-2020) will focus on deploying stringent compliance mechanism to ensure new buildings are 100% compliant to universal accessibility standards.

Outcome

- Bharat joins rest of the world as an inclusive society with universal accessibility, caring for its citizens' accessibility rights and independent living
- Physical Accessibility related actions will initiate accessibility to education, employment and livelihood

ACCESSIBLE INDIA CAMPAIGN

- Unleash the productivity of 6% population and their economic contribution in nation building
- More funds and resources will kick start economic cycle and increased economic opportunities and budget allocations by private sector – new market opportunities
- Overall Empowerment for the PwD – Political, Economic and Social

Action Plan

1. Create dedicated Program Management Unit, Steering Committee etc. in the ministry with representation of professionals and experts
 2. Leadership endorsements to involve prominent inspirational leaders, icons that includes Elected, Social, Corporate leaders and celebrities
 3. Signing MoU with various ministries and state govt agencies for their role and responsibilities for the campaign
 4. Create Media Strategy and Media Planning
 5. Conduct awareness workshops for sensitization of all key stake holders as identified (Union ministers, MPs, CMs, State ministers, Govt officers, Professionals such as engineers, architects, real estate developers etc.)
 6. Creation and Dissemination of educational booklets for spreading the awareness at educational institutes
 7. Capacity Building workshops for key stakeholders incl organizations such as FICCI, CII, NASSCOM, CREDAI etc.
 8. Allocation of budgets for implementation of this campaign by all concerned ministries/departments and corporate sectors
 9. Interventions (Technology solutions, Legal framework, Resource generation) relating to new buildings (making it mandatory), retrofitting old buildings and all public transport, accessible websites, roads and other built environment
- Preliminary preparation for the campaign is expected to be completed by Dec 31 2014.
 - Detail action plan (incl media planning and content preparation) to be completed by March 31 2015.