

EMPOWERING THE SPECIALLY ABLED

Concept Document on Accessible Bharat Abhiyan

Background: With 7 commitments of BJP party and NDA govt to the People with Disabilities, socio-economic transformation is possible to achieve by year 2020. However this requires immense efforts, strategic initiatives from the Central govt, fully supported by States and Local govt., Private Sector along with society at large. **Accessible Bharat Abhiyan (ABA)** is expected to be this strategic initiative to jump start of this transformation across the country to create large scale awareness towards the need, opportunity and responsibility of all concerned parties to create a barrier free society and environment.

Approach: The Accessible Bharat Abhiyan will have 3 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 (2016-2018) will focus on implementation and retrofitting high priority public and private infrastructures and buildings. Phase III (2019) will focus on deploying stringent compliance mechanism to ensure new buildings are 100% compliant to universal accessibility standards.

Goals

1. Update, Pass, implement RPWD (Rights of People with Disabilities) bill, URGENT need of the day for the comprehensive bill – Parliament Affairs (PA) Ministry
2. Large scale awareness creation for the accessibility needs and opportunities related to Specially abled People – Social Justice and Empowerment Ministry – SJE (Centre and State both)
3. Create visible impact by upgrading the physical infrastructure, making them accessible – Urban Development (UD) Ministry (Centre and State both)
4. Establish collaborative efforts among central govt, private sector, state and local govt to ensure retrofitting and compliance for new structures towards the universal accessibility standards – UD Ministry (Centre and State both)
5. Prepare a plan, allocate budget to retrofit at least 80% of the existing infrastructures by 2020 – Finance Ministry (Centre, State, local govt, public and private sector companies)
 - a. Govt Offices
 - b. Railway and Bus stations
 - c. Foot path/Walk path and cross roads made accessible for blind, deaf people, wheel chairs
 - d. Hospitals, Schools and Colleges
 - e. Private sector offices, shopping centers etc.
 - f. Banks and ATMs
 - g. Recreation areas, malls and restaurants
6. Include the “Barrier free Environment” related education in the formal courses – HRD Ministry
 - a. Universal Accessibility standards within engineering, architectural etc. courses
 - b. Schools should include course on inclusive society with basic education on special needs of People with Disability in the course curriculum as applicable
7. Develop indigenous and appropriate accessible designs, mobility solutions per Indian conditions – Science and Tech Ministry
8. Implement systems to track individual PwD, measure output for the social programs through NGOs, compliance management for the legal provisions

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Outcome

- Bharat joins rest of the world as an inclusive society, caring for its citizens' accessibility rights and independent living
- Physical Accessibility related actions will initiate accessibility to education and employment
- Social awareness will yield into social change, positioning 6% (overall 30%) of the population for political benefits hence larger support for budget and resource allocations by political leaders
- More funds and resources will kick start economic cycle and increased economic opportunities and budget allocations by private sector – new market opportunities

How?

1. Endorsements for ABA concept by key social, corporate, entertainment and political leaders
2. Mass media awareness creation for 7 commitments by Ministry of Information and Broadcasting
3. Launch of “Accessible Bharat Abhiyan” by Honorable Prime Minister Shri Narendra Modi on World Disability Day **Dec 3**
4. Tasks for Phase I
 - A. Public Endorsement and resource commitments by
 - a. PMO, Central Govt - Cabinet Ministers – SJE, UD, Finance, Railways, HRD, Rural
 - b. 5 state Chief Ministers
 - c. 10 national political leaders, 50 MPs, 20 City Mayors
 - B. Announcements of implementation plan by Corporate Leaders
 - a. Bank CEOs for making accessible banks and ATMs
 - b. CEOs of 10 large builders – 2 per metro
 - c. CEOs of 5 large companies for upgrading their offices, websites - make accessible
 - d. 5 JVs (Joint Ventures) to manufacture disable friendly products
 - e. Launch of PPP (Public Private Partnership) projects by 10 CEOs of large companies
 - C. Preparation Tasks by UD and SJE ministries in consultation with finance ministry. PMO can form ABA team to plan and execute this Abhiyan or SJE can take the lead for the ABA
 - D. Create 3 year publicity campaign plan - print, digital, social media with budgetary support
 - E. Form BJP's “Disability Cell” to ensure ABA implementation within ministries, states

Conclusion: In India we are very accustomed to hear and comprehend discrimination faced by women (gender bias), minorities (caste system/religious bias) and the poor (economic bias/class system) and we have tried to combat those burdens and barriers to our growth as a society and a strong Nation by having a Constitution that tried to Override all these by giving EQUAL status to all of them but the “Social Stigma, Negligence and Invisibility” that prevailed in the Indian mindset could not be overcome regarding the PwD. The History of the law, programs and policies and their poor implementation does not give us anything to be proud of till now but we are at the horizon of a Paradigm Shift in the focus of the People and Government of the People under our new govt in Centre, led by Honorable PM Shri Narendra Modi.

Accessible Bharat Abhiyaan is expected to be the “Morning Call - Prabhat Feri” for every citizen of Bharat to wake up and get ready to do their part in creating ALL of Bharat, ACCESSIBLE!