

Dear Fellow Corporate Leader,

It gives us immense pleasure in reaching out to you with the appeal, to seize the unprecedented opportunity we have, which will have lasting socio-economic 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 larger commitment of 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 millions of disabled people across the world. Western countries like the US, already have strong voice to protect the rights of its disabled citizens, which is reflected in their programs and spending - 12.7% of the federal tax revenues. India has ratified the UNCRPD treaty provisions in 2007 but nothing significant has been done in last 8 years, not even a comprehensive rights bill has been passed.

Opportunity: India will witness historical transformation under the leadership of 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 campaign website www.india272.com (I was appointed as ANCHOR of the group) and 7 commitments in BJP's manifesto (attached here). This is a great demonstration of the political WILL at the highest level in India that will translate into several government initiatives and can be further converted into real benefits for the people when the corporate sector also steps up and starts sharing these objectives and joining their hands.

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.

The Appeal:

- 1. In your CSR policy, we appeal that you allocate between 10% to 20% of the CSR funds for the causes related to People with Disability (PwD)**
- 2. Adopt a comprehensive Disability Policy that outlines the commitment for inclusive business practices**
- 3. Upgrade your office and business infrastructures to make them compliant to Universal Accessibility standards**
- 4. Encourage hiring and provide appropriate training to Persons with Disability (PwD)**

We are working on a workshop, can work together and share more information on CSR projects, PPP Projects etc. to help develop your initiative based on your industry expertise, geographic presence and CSR objectives.

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 real change for crores of Specially Abled People.

With best regards,

Pranav Desai

Twitter: [pranavdesai2014](https://twitter.com/pranavdesai2014)

LinkedIn: [Pranav Desai](https://www.linkedin.com/in/pranavdesai)

Encl:

1. [Presentation on Disability in India](#)
2. BJP Election manifesto commitments to Specially Abled People (page 20)
3. CSR Presentation – Good practices and its relevance in Indian context
4. Brief Bio of Pranav Desai