

## **Scheme for Awareness Generation and Publicity**

### **1 Objectives**

- (a) To give wide publicity, including event based publicity etc. through electronic, print, film media, multimedia, to the schemes, programmes being run by the Department of Disability Affairs and other Central Ministries, State Governments etc. for the welfare of PwDs including their social, economic and educational empowerment.
- (b) To create an enabling environment for social inclusion of the PwDs in all fields of life by providing equal opportunities, equity & social Justice and to ensure confidence building in the PwDs so that, they can realise their aspirations.
- (c) To bring to the notice of all stake holders including PwDs and civil society about the legal rights of the PwDs as enshrined in the constitution, international conventions, PwD Act 1995 and subordinate legislation(s).
- (d) To sensitize the employers and other similar groups on the special needs of the specially abled persons.
- (e) To promote awareness and to sensitize society with focus on remote and rural areas, on causes leading to disability and prevention through early detection etc.
- (f) To encourage volunteer action for ensuring effective implementation of the legal provisions and welfare schemes meant for the PwDs.
- (g) To develop content for rehabilitation of different types of disabilities.
- (h) To provide for helplines.
- (i) to provide for effective grievance redressal.
- (j) to extend financial support for National & International events organized by reputed organizations on disabilities.
- (k) to create or to facilitate creation of facilities conducive to the recreation of PwDs which may include *inter alia* tourism, educative, medical and religious tourism.
- (l) to extend financial support for participation in the Community Radio Programmes / Scheme of the Ministry of I&B

### **2 Approach and strategy**

The approach of the scheme shall be

- (a) to spread awareness through social networking.
- (b) maintenance of accessible website, etc.

- (c) conducting seminars, workshops, cultural activities, fairs, exhibitions etc. either directly or through socially active groups / organizations.
- (d) participation in national and international initiatives in the field of disability.
- (e) conducting studies, surveys, enumeration and evaluation programmes on the special needs of PwDs including availability of technology, assistive aids and appliances etc.
- (f) coordinating and consolidating efforts made in the field by different departments, organizations.
- (g) financial assistance to self-help groups, parents' organizations etc. working for development of 'social good' and 'community welfare'.
- (h) To support activities like showing of programmes exclusively prepared and performed by PwDs on TV, by bearing the cost involved on honoraria to performers, boarding, lodging and transportation and payments due to the electronic media
- (i) Organizing special events, Celebration of special days etc.
- (j) Lack of co-ordination between different service providers in the fields of health education, housing and equipments undermines their effectiveness. Ministries of Health, Education, Labour and Rural Development are also doing some work in the field of disability. For successful implementation of all such initiatives, an Inter-Ministerial Committee which may co-ordinate across organizations to improve distribution of services and referral system, promote joint ventures, joint negotiations, sharing knowledge and expertise, sharing specialist educator, and disseminating system may be setup under the Department.
- (k) Panchayati Raj Institution may be involved wherever expedient.

### 3 **Components admissible for assistance under the scheme**

The government may conduct the following activities itself or invite applications from or consider proposals submitted suo moto by various organizations for conducting such activities under the logo of the Department of Disability Affairs.

- (i) **Helpline** (Estimated annual expenditure upto Rs. 2 Crores)  
A helpline will be setup for online counselling of the PwDs on their rights, provisions of various schemes run by the Central Government Ministries / Departments, State Governments and other Organizations. The helpline may be maintained and operated through a BPO. The Department will provide necessary inputs / training to the BPO assigned the job who will *inter-alia* keep itself updated on various new schemes and initiatives of the Government and Civil Society.

In the long run, the helpline shall also assist the PwDs in redressal of grievances of PwDs by lodging complaints and / or registering their grievance which may be forwarded by the BPO to the concerned authorities.

**(ii) Content Development, Publications & New Media** (Estimated annual expenditure upto Rs. 1 Crore)

The Department of Disability Affairs will bring out Publications, pamphlets, hand outs considered relevant for generation of awareness amongst the PwDs, the Civil Society and other stake holders. The print material may include important data on disability, various initiatives and schemes run by various Ministries / Departments / States / Organizations for the Welfare of the PwDs; Materials on causes, prevention, diagnostics; availability of treatment and rehabilitation services; material on technologies, expertise, adaptive research to develop cost effective, user friendly and durable aids, etc.,

For the above purpose all available platforms of publicity including new media in print, electronic, audio / video, Braille, Sign Language etc. formats shall be used.

The Government may also consider

- (a) Annual prize for the best published material / book on disability.
- (b) A periodical magazine, say bi monthly (once in two months) to be published by a separate cell in the department in which contributions from various individuals, organizations about their success stories, literary material, current activities concerning PwDs etc. can be published.
- (c) Dedicated disability surveys to gain comprehensive information on disability characteristics such as prevalence, health conditions associated with disability, the use and need for services including rehabilitation would be necessary. Such surveys can be got done through organisations working in the field of disability and health.
- (d) Constituting study group to compile a compendium of best practices for World-wide circulation.

**(iii) Events**

The Government may organize National Events, participate in the International Initiatives or support various event organized by NGOs or Self-help groups or support such programmes as may be organized by them in various regions. The estimated annual expenditure on such events shall be as follows:

- (a) Programmes organized by the Department at National Level including National Awards and Samarth etc. **(Rs. 6 Crores)**  
All costs involved in such celebrations. The programmes may include organizing competitions and giving prizes; stage performances for public viewing; organising exhibitions of paintings by PwDs and products created by PwDs, film festivals etc.

(b) International events

**(Rs. 1 Crore)**

The preamble to CRPD acknowledges that disability is an evolving concept but also stresses that disability results from the interaction between persons with impairments and attitudinal and environmental barriers that hinder their full and effective partnership in society on an equal basis with others.

Negative attitudes towards disability can result in negative treatment of people with disabilities; they have an adverse effect on children and adults with disabilities, leading to negative consequences such as low self-esteem and reduced participation. People who feel harassed because of their disability sometimes avoid going to places, changing their routines, or even moving from their homes.

Stigma and discrimination can be combated, through social marketing. Holding of conferences, seminars etc. with a view to draw strategies to combat the stigma can go a long way.

(c) NGO Programmes:

**(Rs. 1 Crores)**

Under the scheme grants for awareness generation by interpersonal communication, street plays, film shows, road shows, etc. may be considered for self-help and advocacy groups, involvement of parents and community mobilization for bringing about a change in social attitude towards disability; providing individual or group based educational, psychological and emotional, support services for persons with Disability and their families.

The underline theme for such activities shall be that universally, institutional based services have had limited success in promoting independence and social relationship. Where community services exist, the PwDs lack choice and control over them. Disabled persons often see relationship with professionals as unequal and patronizing. Such relationships also lead to an unwanted dependency. A collaborative effort through disability rights organizations, community based rehabilitation organizations, self-advocacy groups or other collective networks can enable individuals with disabilities to identify their needs. Funds under the scheme can be made available for the organizations involved both in economic activities like health and rehabilitation services, labour market programmes, vocational training, educational, disability social insurance benefit, social assistance, disability benefit, providing assistive devices, subsidized access to transport, subsidized utility, support services including sign language interpreter. Non-economic activities including social isolation, stress management etc. which are difficult to quantify may also be funded under the scheme.

(d) State/District Level Programme Organized by the above organizations

**(Rs.2 Crores)**

**(iv)** Volunteer Service / Out-reach programme for sensitizing, Commercial Establishments and employers

**(Rs. 1 Crores)**

The focus so far has been on public sector and corporate sector activities for socio-economic empowerment of PwDs. Private sector, especially shops and small commercial establishments have a vast potential to absorb such persons as employees. The idea of 'each one take one' can be implemented by sensitising small establishments through volunteers or incentivisation of employers. Area wise/market wise publicity campaigns can be initiated through volunteers.

**(v) Recreation and Tourism**

Recreation, travel, and outings, be it for relaxation, change, treatment, psycho – religious relief or education have a proven effect on the psychology of human beings to which PwDs can be no exception. Travel and Tourism lead to exposure and thus enlightenment about the world around. In this context Institutions / NGOs promoting the following facilities will also be eligible for grants under the scheme to the extent mentioned below:

- (a) Identification of tourist and other spots/destinations, the environment where of may benefit the persons with intellectual impairments and taking groups for excursion to such places.
- (b) Identification of places, other than regular hospitals, where persons with any type of disability can have therapeutic / treatment benefits or solace; and planning packages for the purpose.
- (c) Identification or Development of Centres where PwDs can get first- hand information / insight about their potentials with or without the use of assistive devices
- (d) Making above destinations accessible.

The extent of financial assistance admissible will be upto 70% of the total cost involved subject to a maximum of Rs. 2 lakh per group which may include cost on travel, stay and lodging of the PwDs, minimum number of attendants / educators required to accompany.

- (e) Creating re-creation facility like music, reading, drawing & painting etc.

**(vi) Participation in Community Radio:**

NGOs, advocacy groups owning and / or operating Community Radio Stations and other not for profit organizations participating in production of programmes leading to Social Empowerment of and generating awareness amongst PwDs would be eligible for financial assistance under the scheme as may be decided by the Committee in conformity with the scheme guidelines issued by the M/o Information & Broadcasting.

**(vii) Press / Media tours and other media specific activities**

**(Rs.1 Crores)**

The activity will include press / media tours, media workshop and other specific media activities including sensitizing the media for the cause of the PwDs. This will *inter alia* include State Government publicity units. Song and Drama Division, Department of Film Publicity of DAVP can be made use of for this purpose.

**(viii) Brand Ambassador**

**(Rs. 1 Crores)**

The Government may consider appointing a Brand Ambassador with a view to catalyse the whole activity under the scheme.

**4 (a) Organizations eligible for grants / financial assistance**

- (i) Self-help groups
- (ii) Advocacy and self-advocacy organizations.
- (iii) Parents & Community Organizations working for mobilization and bring about change in social attitude
- (iv) Psychological and emotional support service
- (v) Community based rehabilitation organizations
- (vi) Organizations working for stress management and social isolation eradication
- (vii) Organizations working for labour market programmes, vocational training, social insurance, providing support services to PwDs.

**(b) Eligibility Norms**

- (i) A minimum three year standing as a registered organization under Registration of Societies Act 1860, or a Public Trust registered under Indian Trust Act 1982 or the Charitable and Religious Endowment Act, 1920
- (ii) Should be non-profit and not-for-profit organization
- (iii) Duly audited and properly maintained accounts and published Annual Report.
- (iv) The relevant activity for which grant / financial assistance is sought should reflect in their Memorandum of Association as one of the activities.
- (v) Only such organizations as have a good trade record in the related field may be consider for grants.

**5 Programme Management**

All proposals for financial assistance under the scheme after scrutiny at the Division level will be placed before a committee for approval of the content and quantum of financial assistance to be given within the broad parameters above

The constitution of the committee shall be as follows.

<b>Sl.No.</b>	<b>Officer</b>	<b>Role</b>
(i)	Joint Secretary (Awareness Generation & Publicity), DDA	Chairman
(ii)	Representative of IFD, DDA	Member
(iii)	Representative of DAVP	Member
(iv)	A special invitee from amongst PwDs / representative groups / organizations working in the field of disability	Member
(v)	Director / DS (Awareness Generation & Publicity)	Member Secretary

The Committee may also recommended readjustment / interchange of funds among various activities listed in the preceding para as per requirement. Inter change of utilization of funds under various components so as to ensure availability of funds for actual requirement under a particular component and / or to prioritise various activities, will be admissible.

## **6 Sanction and release of funds**

All sanctions shall be issued after approval of the competent authority and all disbursements shall be made with the concurrence of IFD.

### **(a) Short term projects (one time events or projects not exceeding 6 months duration):**

Disbursement will be made in two instalments as follows:

- 75% -on approval, acceptance, executing necessary bond etc.
- 25%- on receipt of final report and UC for the first instalment.

### **(b) Long term Projects (projects of 6 months and more duration)**

Disbursement may be made in three instalments as follows:

- 40% on approval, acceptance of project and furnishing bank guarantee/execution of bond etc.
- 40%- After Progress review, receipt of UC of first instalment.
- 20%- On Receipt of final report, UC for full amount, and audited statement of account.

- (c) When an activity under the scheme is undertaken directly by the Department, funds will be sanctioned and released as per actual requirements.

## **7 Evaluation of the scheme**

The progress made in the scheme implementation will first be evaluated after Six months of its being launched to see for any loop holes to be plugged or improvements required to be made. The scheme shall, thereafter, be reviewed every two years.