



## Perspective

Economic independence and independent movement are not completely unrelated. Each is a byproduct of the other. Improved accessibility to public infrastructure is one side of the coin. The other side comprises of economic empowerment. Training and initiative are both important for this.

Ease of access to public infrastructure goes a long way in independent movement and hence, economic freedom. Svayam through its persistent and timely efforts is making headway in this, with the government and other non-government agencies sitting up, and not just taking notice, but also appropriate action.

We, at Svayam, are putting in efforts to bridge the gap between perceived accessibility and on-ground reality. Together we can all make a big difference in making India accessible to all.



Sminu Jindal  
Founder, Svayam



**Reality  
Unrealized**



**Svayam  
Impact**



**Svayam  
Action**



**Jest a  
Minute**

## Reality Unrealized

Looking for footpaths in the country, one often wonders whether they are made for people to walk on, or for trees to grow wild. While we at Svayam are in no way against planting trees, the condition of pedestrian pathways in the country does make us wonder about its exact utility. Not just trees, but obstacles in the form of certain barriers, notice boards, and billboards clutter the pedestrian pathways, forcing

people to dangerously cross busy roads. Another issue is to bring the starting point and end point of pedestrian pathways to zero level. This means that the footpath has to gradually start and end off in a ratio of 1:20.



**Inaccessible and narrow footpaths, with obstructions**

## Svayam Impact

The Ministry of Tourism and Culture organised a workshop in association with Svayam for the engineers of state tourism corporations, India Tourism Development Corporation (ITDC) and officials of Archaeological Survey of India (ASI) to sensitise them towards making tourist sites more disabled-friendly and accessible. Mr S Banerjee, Secretary-Tourism and Ms Sminu Jindal were present at the workshop.

Mr Banerjee said, "Ministry of Tourism is proud to be associated with Svayam for this workshop and we stand committed to extend our full support and cooperation to make this a complete success. Making tourist destinations more accessible does not mean doing a favour to people with disabilities. It actually makes better business sense since it would mean more people could visit the destination."

After the workshop, the participants were taken to Qutub Minar for a site visit. Qutub Minar became the first Indian tourist destination to be made fully accessible after the concerted efforts of Svayam.



**Mr S Banerjee, Secretary-Tourism and Ms Sminu Jindal at the 'Creation of disabled friendly environment at tourist destinations' workshop**

## Svayam Action

On September 23rd, 2008, Former-President of India Dr APJ Abdul Kalam launched the National Trust's first-of-its-kind marketing board for the disabled, 'ARUNIM' (Association for Rehabilitation under National Trust Initiative in Marketing) under the chairmanship of Ms Sminu Jindal, MD, Jindal SAW Ltd and Founder, Svayam.

Ms Sminu Jindal, Chairperson of ARUNIM, Smt Subbulakshmi Jagadeesan, Minister of State, Social Justice and Empowerment, Chairperson, National Trust, Joint Secretary & CEO, National Trust, Joint Secretary (DD), Minister of Social Justice and Empowerment, Additional Secretary, Social Justice and Empowerment, Secretary, Social Justice and Empowerment were also present on the occasion.

"The commencement of ARUNIM marks yet another landmark initiative by the National Trust and is a very proud moment for everyone associated with this venture. This initiative is a step towards economic empowerment of persons with severe to profound disabilities, who have limited opportunities for open placement," said Ms Sminu Jindal about the initiative. She added that ARUNIM would assist them in securing livelihood and capacity building through production of goods that are market-driven, making them competitive and market compatible.

ARUNIM is an independent marketing federation that will work for at least minimum wages for persons employed in sheltered/supported work environments, by facilitating skill development, innovative product designing and development, quality assurance, adaptations and mechanization where appropriate and feasible, quality assurance, and by marketing products made, using sound strategies in product, packaging, pricing, placing and promotions.



**Dr APJ Abdul Kalam launches ARUNIM with chairperson Ms Sminu Jindal**

## Jest a minute



### Contact Us

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**Svayam**  
Dignity for people  
with reduced mobility