

JUNE 19, 2020

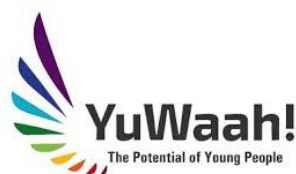
SARTHAK WEBINAR SERIES

Dhristikone- Level
up strategy 2020
for disability
empowerment



Digital & Outreach partner

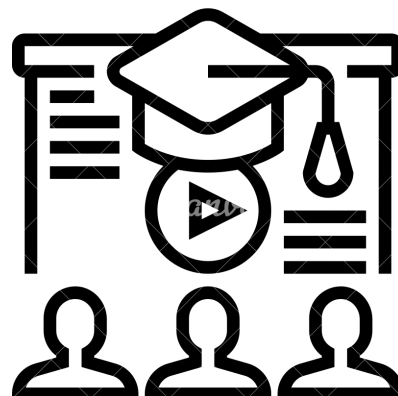
Knowledge Partner



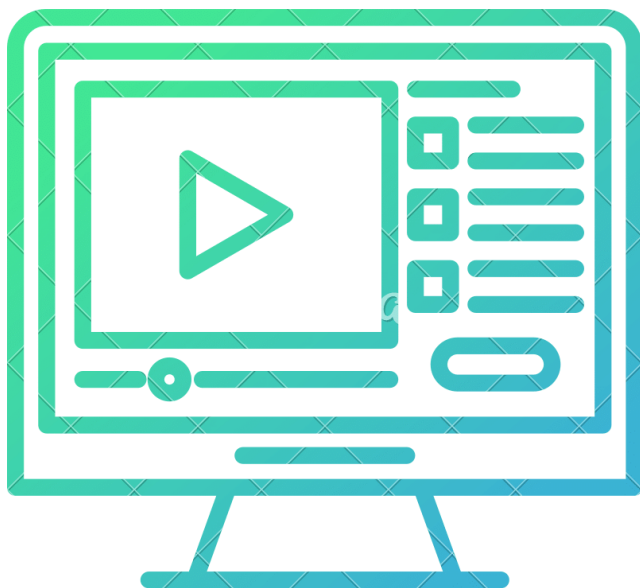
ABOUT Dhristikone

COVID-19 pandemic is creating a havoc across the world and expected to continue for quite some time. At Sarthak, we have always been highly aware of our responsibility towards the nation and are committed to provide all possible support to India's response to the COVID-19 challenge in the domain of disability. We believe in taking measurable steps to tackle the urgent need of the hour and our response to the pandemic is also built around this approach. One of the objectives under Sarthak Response to COVID-19 is **knowledge sharing and generating awareness** to combat COVID-19 considering all spheres and segments of disability.

Sarthak and NAAI is organizing webinar series to **initiate a dialogue with national and international leaders to ponder on required initiatives to empower disability sector.**



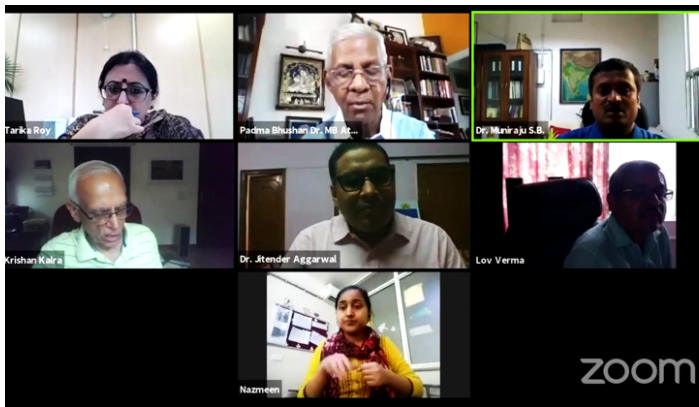
WEBINAR DETAILS- JUNE 19



#Webinar 1: Government support to disability community during COVID-19

#Webinar 2: Aftermath of economic disruption on disability diversity and Inclusion

#Webinar 3: Media Lens on disability during COVID-19



GOVERNMENT SUPPORT TO DISABILITY COMMUNITY DURING COVID - 19

1000 Hours- June 19

PANELIST & MODERATOR DETAILS

Tarika Roy

IRAS, JS, DEPwD, MSJE, Government of India

Padma Bhushan Dr. MB Athreya

Management Guru and Mentor Sarthak

Dr. Muniraju S.B.

Dy. Adviser, Niti Aayog

Lov Verma

**Former Secretary, DePwD
Government of India,**

Krishan Kalra

President NAAI

Dr. Jitender Aggarwal

Founder CEO Sarthak Educational Trust

The webinar aimed at raising mass awareness about the impact of COVID on PwDs and to understand about initiatives taken by the Government so far for strengthening of disability sector. **Shri. Krishan Kalra** initiated the panel discussion by addressing the webinar objective to other panelists.

Dr. Jitender Aggarwal highlights Sarthak's response to COVID-19 which included knowledge sharing and generating awareness. Further he mentioned about the Mobile App is also being developed for PwDs to have easy access to information on schemes, jobs and seek real-time help when required.

Dr. Muniraju SB shared when the Covid-19 situation arose, Niti Ayog reached out to all Civil Societies registered with them to help out PwDs and advance of INR. 3000/- is being made to PwDs for their medicines and health care support.

Padma Bhushan Dr. MB Athreya shared through a presentation on Impact, Needs and Opportunities and stressed on Information Delivery through various channels being crucial in current times. Further mentioned about need for an updated database to reach out to PwDs so that services can be provided seamlessly.

Lov Verma shared, portion of CSR should be allocated to PwDs by corporates and PSUs specifically and should not be mixed with other initiatives. Further stressed on RPwDACT 2016 which needs to be implemented faster.

Tarika Roy highlights following points:
Clarified the status of various government initiatives underway for PwDs.

She stressed on 'fast learner approach', which her dept has adopted for a situation where the learning curve was very steep.

For database preparation - UDID card has been given out to over 44.8 million PwDs already from amongst 83 million, which are registered with them.

Sensitizing RWA is one of the initiatives which DePwD is adopting.

Comprehensive Guidelines are being drawn by DePwD for obstacle free access to medical facilities at State and national levels



AFTERMATH OF ECONOMIC DISRUPTION ON DISABILITY DIVERSITY AND INCLUSION

1400 Hours- June 19

PANELIST & MODERATOR DETAILS

Bijay Thakur

Head HR, The Leela Palace- Chennai

Nandini Mehta

Vice President HR, Lifestyle International
Pvt Ltd

Gayathri Ramamurthy

Senior Director & Diversity & Inclusion
Lead, Capgemini

Dr. SM Gupta

GCPO, Startek

Sandeep Bhargava

Former EVP, Vodafone Idea Ltd

The webinar aimed at raising awareness about the adverse effect of COVID on PwDs personal and professional front and further deliberation on other vital aspects such as inclusion of PwDs at work place post-COVID survival and revival packages, counseling services, skill-building, newer opportunities, work from home model etc.

Mr. Sandeep Bhargava, welcomed the panelist and sets the context for panel by introducing the moderator Mr. SM Gupta. Further, Mr. Gupta started the session by with his comments that there are three major with PwDs challenges currently – Accessible Healthcare, Employability and Financial support.

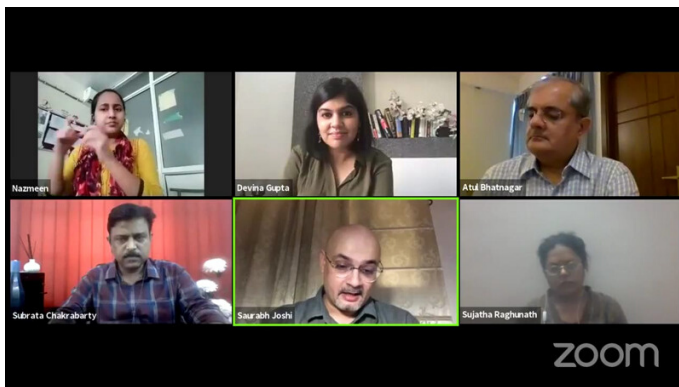
Gayathri Ramamurthy mentioned about organization has adopted a 4 pillar approach for PwD employees – **a) Accessibility b) Career** – and attract talent **c) Engagement** – PwD with project teams **d) Evangelize** – What is happening outside the system. There is an urgent need for de-stigmatizing the talent pool of PwD's and identifying their skill set as per the ecosystem, to hire them.

Shruti Mishra shared

"what we are seeing today is business at its most Agile. The shift in business practices, strengthening of digital infrastructure, work place & schedule flexibility, access to multi-geo talent pool, allow people with disabilities to not only participate, but to thrive, in business. I strongly believe this "Inclusion Revolution" will have a strong business imperative but an even stronger moral one."

Bijay Thakur informed lots of training has happened, using digital platforms during lockdown and over 840 touch-points have been identified to enhance workplace precautions in the hotels and taken care of, to minimize COVID transmission. Further, PwDs staying alone in bachelor accommodation are being taken care of for food and other requirements and most importantly The Leela Palace, Chennai have ensured no lay-offs of employees.

Nandini Mehta, stressed on complete accountability by the organization, with uniform policy in treating any employee with increased sensitivity towards their disability. Further online deliveries have been introduced recently so current emphasis is on communicating with customers on product safety and deliveries.



MEDIA LENS ON DISABILITY DURING COVID-19

1600 Hours- June 19

PANELIST & MODERATOR DETAILS

Devina Gupta

Senior Journalist and Presenter, BBC
World News

Sujatha Raghunath

Senior Assistant Editor, The Hindu

Subrata Chakrabarty

Director, Advanced Institute of Digital
Marketing

Saurabh Joshi

Founder Editor, Stratpost.com

Atul Bhatnagar

Former COO, NSDC

Social distancing is not an option for many as they rely on others including personal support workers and caregivers to support their basic needs. The webinar aimed at highlighting the requirements of disability sector during COVID and discussing role of media in voicing concerns/ challenges/ requirements of PwDs.

Shri Saurabh Joshi initiated the panel discussion by setting the context to the panellists.

Devina Gupta, highlighted PwDs need to be given job opportunities where they can work with dignity. She also mentioned about need to be sensitive to PwDs and ask the right question to understand their issues

Sujatha Raghunath mentioned that PwDs and NGOs should approach mainstream media with stories or issues to be raised as due to lockdown it was very difficult for media reporters to find genuine stories for publishing.

Subrata Chakrabarty stressed on the point to monetize their talent and create a livelihood for themselves, by using different digital platforms. as due to COVID a new normal has formed where the PwDs can work from home now and even small city workforce can now contribute without having to relocate, using digital modes.

In the end, **Atul Bhatnagar** summarized the days deliberations and offered the vote of thanks to all the esteemed panelists, The American Center (Digital & Outreach Partner), UNICEF- Yuwaah (Knowledge Partner) and sarthak team for organizing the highly fruitful webinar.