

ACCESSIBLE INDIA CAMPAIGN

1. For Persons with Disabilities (PwDs) universal accessibility is critical for enabling them to gain access for equal opportunity and live independently and participate fully in all aspects of life in an inclusive society. Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 under sections 44, 45 and 46 categorically provides for non-discrimination in transport, non-discrimination on the road and non-discrimination in built environment respectively. United Nations Convention on the Rights of Persons with Disabilities (UNCRPD), to which India is a signatory, under Article 9 casts obligations on the Governments for ensuring to PwDs accessibility to (a) Information, (b) Transportation, (c) Physical Environment, (d) Communication Technology and (e) Accessibility to Services as well as emergency services. The Department hosted the Second Session of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) Working Group on Asian and Pacific Decade of Persons with Disabilities during 2-3 March, 2015 at New Delhi in association with the UNESCAP Secretariat. This Working Group has been constituted by UNESCAP Secretariat to monitor implementation of the Incheon Strategy “Make the Right Real” for Persons with Disabilities. Goal No. ‘3’ of Incheon Strategy concerns “Enhance access to the physical environment, public transportation, knowledge, information and communication”.
2. It is the vision of the Government to have an inclusive society in which equal opportunities and access is provided for the growth and development of PwDs to lead productive, safe and dignified lives. In furtherance of the vision of the Department, it is imperative to launch a Nation-wide Awareness Campaign towards achieving universal accessibility for all citizens including PwDs in creating an enabling and barrier-free environment. In this direction, Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment has conceptualised the “**Accessible India Campaign (Sugamya Bharat Abhiyan)**” as a nation-wide flagship campaign for achieving universal accessibility that will enable persons with disabilities to gain access for equal opportunity and live independently and participate fully in all aspects of life in an inclusive society. The campaign targets at enhancing the accessibility of built environment, transport system and Information & communication eco-system.
3. A multi-pronged **strategy** will be adopted for the campaign with key components as (a) leadership endorsements of the campaign, (b) mass awareness, (c) capacity building through workshops, (d) interventions (legal frame-work, technology solutions, resource generation, etc. and (e) leverage corporate sector efforts in a Public-Private Partnership.
4. Department of Empowerment of Persons with Disabilities will sign MOU with States to support
 - a) Spreading awareness about accessibility and help create accessible buildings, accessible transport and accessible websites etc.
 - b) Conducting zonal awareness workshops for sensitizing of all key stakeholders such as government officers, professionals such as engineers / architects / real estate developers / students and others.
 - c) Creation and dissemination of brochures / educational booklets and videos on the issue of accessibility.
 - d) Creation of a portal along with mobile app for creating a crowd sourcing platform to comprehensively obtain information about inaccessible places, processing information for approving proposals for creation of ramps, accessible toilets and accessible ramps etc., and channelizing CSR resources for creation of accessible buildings and transportation.
 - e) To develop a mobile application (mobile-App) in English, Hindi and all Regional languages for locating nearby accessible places across the country
5. With the successful launch of the Accessible India Campaign, India will join the rest of the world, as an inclusive society with universal accessibility, caring for its citizens, accessibility rights and independent living. Physical accessibility related actions will initiate accessibility to education, employment and livelihood, which will unleash productivity of 6% population and their economic contribution in nation building.
6. In tune with the objectives of the Accessible India Campaign, the NMNH organised a National Conference on Museum Access called “Museums and Persons with Disabilities” during 16-17 December 2015 in New Delhi