

No. 14-141/2014-DD-IV
Government of India
Ministry of Social Justice & Empowerment
Department Empowerment of Persons with Disabilities

Prayavaran Bhawan, 5th Floor
CGO Complex, New Delhi
Dated 20.08.2015

OFFICE MEMORANDUM

Subject: - Meeting of the Committee for grants under Awareness Generation & Publicity Scheme-reg.

The undersigned is directed to forward herewith a copy of the minutes of the 8th meeting of the Committee for Grants Under Awareness Generation & Publicity Scheme held on 07.08.2015 under the Chairmanship of Joint Secretary, Department of Empowerment of Persons with Disabilities for information.


(Sanjay Singh)

Under Secretary to the Government of India

To

- 1 Joint Secretary & Financial Adviser, Department of Empowerment of ~~Persons with Disabilities, Ministry of Social Justice & Empowerment, New Delhi.~~
- 2 Director, Integrated Finance Division, Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment, Shastri Bhawan, New Delhi.
- 3 Dr. Bhushan Punani, Executive Director, Blind People Association India, Jagdish Patel Chowk, Surdas Marg, Vastrapur Ahmedabad-380015.
- 4 Shri R.C. Joshi, Director, DAVP, Soochna Bhawan, New Delhi.

Copy to:

1. Director(VG)
2. Sr. PPS to Secretary (DEPWD)/PS to Joint Secretary (MJ)

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MINUTES OF THE 8th MEETING OF THE COMMITTEE FOR GRANTS UNDER AWARENESS GENERATION & PUBLICITY SCHEME HELD ON 07.08.2015 IN PARYAVARAN BHAWAN, NEW DELHI

The list of participants is as under:-

- i) Shri Mukesh Jain, Joint Secretary, Department of Empowerment of Persons with Disabilities (**In Chair**)
- ii) Dr. Bhushan Punani, Executive Director, Blind People Association India, Ahmedabad.
- iii) Shri Vishal Gagan, Director, Department of Empowerment of Persons with Disabilities
- iv) Shri Rakesh Lal, Director(IFD), Department of Empowerment of Persons with Disabilities
- v) Shri Sanjay Singh, Under Secretary, Department of Empowerment of Persons with Disabilities
- vi) Shri R.K. Sharma, Consultant, Department of Empowerment of Persons with Disabilities

2. At the outset, Joint Secretary, Department of Empowerment of Persons with Disabilities welcomed all the participants to the meeting and briefly outlined the salient features of Awareness Generation & Publicity Scheme. Under the Awareness Generation & Publicity Scheme, financial assistance can be given for various activities including setting up of a help line for online counselling of the PwDs, content development, publications and news media, organizing national events, participation in the international initiatives or to support various schemes organized by NGOs or self-help groups, volunteer service / outreach programme for sensitizing commercial establishment and employers, recreation and tourism, participation in community radio, press / media tours etc.

3. The following decisions were taken/observations were made:-

Agenda No:1 : Proposal of Department of Empowerment of Persons with Disabilities for financial assistance of Rs.10,00,000/- for establishment of Accessible India Societies in 50 institutes and reimbursing Rs.20,000/- per annum to each of the societies.

The Committee decided to accord "in principle" approval to the proposal. Financial assistance will be released to the societies basing on their expenditure for generating awareness on Accessible India Campaign.

Agenda No.2 : Proposal from Samarthyam, National Centre for Accessible Environments, New Delhi seeking financial assistance of Rs.9.70 lakh for 10

months (Rs.97000/- per months) on Digital Media, Content Creation, Branding & Public Relations, Video Blog Shooting & Editing Charges etc. for Accessible India Campaign.

The Committee approved the proposal and advised that progress of social media campaign may be reviewed every two months.

Agenda No. 3 : Proposal from Silver Lining, Delhi seeking financial assistance of Rs.13.50 lakh for awareness raising programme called the Magnificent 7 - India first ever Inspirational Avalanche, featuring 7 super successful disabled/non-disabled heroes .

The Committee decided that a detailed list of 15-20 super successful disabled heroes be called from the organisation. The Department will select successful disabled heroes/role models and organise awareness raising programme with honorarium for the speakers.

Agenda No.4: Proposal from Enactus Shri Ram College of Commerce, Delhi seeking financial assistance of Rs.55000/- for a puppet show on the topic 'Equal Access to All' for Accessible India Campaign.

The Committee approved the proposal with the condition that the documents in respect of eligibility criteria, which are needed under the scheme, be furnished by the organization.

Agenda No.5: Proposal from SARTHAK, New Delhi seeking financial assistant of Rs.4,50,000/-for sensitization of government official of Department of Social Welfare, Govt. of Haryana.

The Committee decided that the proposal needs to be redrafted on the lines of training volunteers to work for various State Governments under Department's National Action Plan for Skilling the Persons with Disabilities so that all the main stakeholders are brought on one platform.

Agenda No.6 : Proposal from Samarthayam, New Delhi seeking financial assistance of Rs. 8.20 lakhs for manual on Planning and design of accessible airports Terminus for persons with disabilities.

The Committee reconfirmed its earlier decision of 23.4.2015 and did not recommend the proposal as there are Internationally approved guidelines on accessibility for airports.

Agenda No. 7 : Proposal from SCORE Foundation, New Delhi seeking financial assistance of Rs.1400000/- for production of the 3 two minutes video spots on

the spirit for "National Action Plan (NAP) for Skilling the Persons with Disabilities" and Accessibility India Campaign(AIC).

The Committee decided that, at the first stage, production of videos for NAP and AIC should be explored through empanelled agencies of DAVP and NFDC at DAVP rates.

Agenda No.8 : Proposal from SCORE Foundation, New Delhi seeking financial assistance of Rs.2200000/- for production of 3 two minute films to be aired on TV, Radio, Multiplexes and on Social Media and a 4 minute music video that would help mainstream the issue and give momentum to "National Action Plan (NAP) for Skilling the Persons with Disabilities" and Accessibility India Campaign(AIC).

The Committee decided that, at the first stage, production of videos for NAP and AIC should be explored through empanelled agencies of DAVP and NFDC at DAVP rates.

Agenda No. 9 : Proposal from of SCORE FOUNDATION seeking financial assistance of Rs.27,00,000/- to prepare publicity film and music video on "National Action Plan (NAP) for Skilling the Persons with Disabilities" and Accessibility India Campaign(AIC).

The Committee decided that, at the first stage, production of videos for NAP and AIC should be explored through empanelled agencies of DAVP and NFDC at DAVP rates.

Agenda No.10 : Proposal from State Commissioner, Tamil Nadu seeking financial assistance of Rs. 5 lakh for celebrating International Day for Differently Abled.

The Committee approved the proposal to release fund of Rs. 5 lakh for celebration of International Day for Differently Abled to State of Tamil Nadu with the condition that implementing institution is to be nominated by the State Government. The Committee also decided that State Government should also make provision of video linking of the activities for live telecast with National celebration of International Day for Differently Abled scheduled at Vigyan Bhawan, New Delhi on 3rd December, 2015. It was also decided that all State Governments be made aware of the provision of this source of funding for conducting programmes relating to disability on 'International Day for the Disabled'.

Agenda No.11 : Proposal from Gayatri Educational And Cultural Society, New Delhi seeking sponsorship for celebrate an event of cultural show named 'Utthan' entirely dedicated to the physically & mentally retarded children

living on Orphanages to be held on 29th September 2015 at Kamani Auditorium, New Delhi

The Committee did not approve the proposal as funding for sponsorship is not admissible under the Scheme.

Agenda No.12 : Proposal from UFO Digital Cinema, New Delhi, seeking financial assistance of Rs.1.59 Crore for screening one 30 second spot of per active show across UFO Digital Theatres for a period 30 days

The Committee did not approve the proposal as the organisation registered under Companies Act are not eligible for financial assistance under the scheme.

Agenda No. 13 : Proposal from PHD Chamber of Commerce and Industry, New Delhi seeking financial assistance of Rs.1000000/- for PHD Global Sports Convention 2015 "Sports for All" - Celebrating International Youth Day on 12th August, 2015.

The Committee did not approve the proposal as the organisation registered under Companies Act are not eligible for financial assistance under the scheme.

Agenda No.14 : Proposal from Lamtha, The Lamjing Thawan Association, Manipur seeking financial assistance of Rs. 1647360/- for organizing awareness programme on disabilities through public meetings, street drama and song & music during the year 2015-16 in 22 villages of Imphal East District, Manipur.

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organisation is to provide details of its activities, dates, period, place, participants, outcome, reasonable low cost budget components along with its contribution for the proposal through the District Administration.

Agenda No.15: Proposal from Wheelchair Basketball Federation of India (WBFI), Chennai seeking Department support in inviting participants for 10 days workshop on classifications, coach and referee courses on wheelchair basketball from 4th to 13th September, 2015 at J N Indoor Stadium, Chennai.

The Committee decided that the proposal be forwarded to all seven National Institutes of the Department, NHFDC, ALIMCO, RCI, CCPD and National Trust to consider the proposal and take appropriate action.

Agenda No.16 : Proposal from Samarthyam, New Delhi seeking financial assistance of Rs. 5.15 Lakh for awareness raising compendium and photo book on best practices for Universally Designed Parks, Gardens and Playgrounds.

The Committee decided that feedback on the feasibility of the proposal be taken from Ministry of Urban Development and CCPD.

Agenda No.17 : Proposal from Action for Mental Illness (ACMI), Bangalore seeking financial Assistance of Rs.1,97,840/- for ACMI Seminar to be held on 12th September, 2015.

The Committee reconfirmed its earlier decision of 07.07.2015 and recommended approval for an amount of Rs. 1.50 lakh to the organization for the proposal.

Agenda No.18 : Proposal from Samadhan New Delhi, seeking financial Assistance of Rs. 74,22,800/- for the Awareness and Sensitization on Disability

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organisation is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration .

Agenda No. 19: Proposal from SAMADHAN, New Delhi seeking financial assistance of Rs. 2461000/- for starting a training service for persons with Disability in ICT skills.

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organisation is to provide details of its ~~activities, dates, period, place, participants, outcome, reasonable budget~~ components along with its contribution for the proposal through the District Administration .

Agenda No. 20 : Proposal for ALPANA, Association for Learning Performing Arts & Normative Action, New Delhi seeking financial assistance of Rs.96.00 lakh for an International Event of Seminar, Exhibition, Yoga Workshop and Performing arts by Physically and Mentally Challenged Persons in November 2015 called SAMBHAV 2015

The Committee decided that details of previous years mode of funding for the SAMBHAV programme be called from the organization. Organization should explore funding from other sources. After receiving details, reasonable financial assistance under the scheme will be considered for Indian disabled artists participating in the event.

Agenda No.21 : Proposal from Health Agricultural Rural Development Society, Anantapuram A.P., seeking financial assistance of Rs.4253400/- to create an enabling environment for social inclusion of the PwDs

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organisation is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration .

Agenda No.22: Proposal from Rachana Foundation trust- Palitana, Gujarat seeking financial Assistance of Rs. 10,50,000/- for awareness, generation, identification, survey, research etc.

The Committee decided that the proposal be transferred to ADIP Division of the Department for consideration and appropriate action.

Agenda No.23: Proposal from RUCODE INDIA rural community, Tamil Nadu Development of India seeking financial assistance of Rs. 1558500/- for awareness among the different stake holders in the community on disability and related issues.

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration .

Agenda No. 24: Proposal from Sneha Educational Rural Development Society seeking financial assistance of Rs.04,00,000/- for Print and release of monthly magazine on successful stories of persons with Disability .

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration .

Agenda No.25 : Proposal from S.J. Foundation (Trust), Bangalore, seeking financial assistance of Rs.27.00 Lakh for Miss India Wheelchair 2015

The Committee did not approve the proposal as funding for the event is not admissible under the Scheme.

Agenda No.26 : Proposal from Deaf Cricket Society, Tri Nagar, New Delhi seeking financial assistance for sponsorship donations for the First T-20 World Cup Cricket to be held from 18-27th November,2015 at Ferozsha Kotla Ground, New Delhi.

The Committee did not approve the proposal as funding for sponsorship is not admissible under the Scheme.

Agenda No.27 : Proposal from Friends youth and Cultural Club, Dharat Nowshera, Jammu seeking financial assistance of Rs.2385600/- for assistance under the central Scheme of assistance to Disabled Persons for Purchase/fitting of aids/appliances.

The Committee decided that the proposal be transferred to ADIP Division of the Department for consideration and appropriate action.

Agenda No.28 : Proposal from Rural Community Development Centre, P.O. Lamlong, Imphal seeking of financial assistance of Rs. 5551875 /- for Awareness Programme of Disabilities through Public Meeting, street Drama and song & Music for the year 2015-16.

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration.

~~**Agenda No.29 :** Proposal received from Nurai Dass Memorial Trust Aajamgarh, (Uttar Pradesh) seeking financial assistance of Rs.20,00,000/- for eradication of Disabled Persons at Aajamgarh,UP~~

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration.

Agenda No.30 : Proposal received from Shri Raj Bihari Shiksha Samiti, Ghazipur(UP) seeking financial assistance for Rs.75,94,2500/- for Awareness generation for PWD in Distt Ghazipur (UP).

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration.

Agenda No. 31 : Proposal received from Rashiya Samajik Vikas Sansthan, U.P. seeking financial assistance of Rs. 10193700/- for conducting Awareness Generation & Publicity for disabled persons under central sector scheme in Siddarth nagar District(U.P.) .

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration.

Agenda No.32: Proposal received from Adarsh mahila kalia Samiti, Lucknow, and U.P. seeking financial assistance of Rs.7571700 /- for conducting Awareness generation & Publicity for disabled person under central sector scheme in District Sambhal (U.P.).

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration.

Agenda No. 33: Proposal is received from Rhythm Children & Women Welfare Society, New Delhi for seeking financial assistance of Rs.8,70,000/- for awareness generation for PWDs,in Moti Nagar New Delhi.

The Committee decided to call for a report from the District Collector of the State on the proposal and background/Track record of the organization. The Committee also decided that the organization is to provide details of its activities, dates, period, place, participants, outcome, reasonable budget components along with its contribution for the proposal through the District Administration.