

Hum hai NEDAR

निडर (Fearless)

Network of **E**ntrepreneurs with **D**isabilities for
Assistance & **R**ehabilitation



"It is the fundamental right of everyone to realize himself however imperfectly and contribute for the common good – however little.. It is duty of the society to recognize this right – the right of the disabled to be contributing members of the society."

HELLEN KELLER

at par

ATPAR (Alliance to Promote Abilities and Rehabilitation) is inspired by the spirit and motivation to transform traditional mindsets and dispel the myths on disability and build the abilities of persons with disabilities to become economically empowered, rehabilitated and be socially included to be seen as contributors 'at par' to the National wealth.

A large number of persons with disabilities are unable to access the job market and derive benefits from number of skill development and open employment opportunities. ATPAR a social enterprise was created to address this gap with a vision to offer opportunities for Entrepreneurship Development training, hand hold & provide mentorship support to set up enterprises, as an alternate livelihood solution for those left behind to become self-reliant members in the Society.

ATPAR collaborates with mainstream Government approved institutions like NIESBUD and NSIC to promote certified Entrepreneurship Development trainings for persons with disabilities and create accessible and inclusive trainings which are not just physically accessible, but also to enable them to deliver impactful training content which are simple and activity based and the participants are able to apply their learnings in their enterprises effectively.

In a span of two years ATPAR has imparted basic business knowledge and mentoring support to more than 150 persons with disabilities who are entrepreneurs or wish to start their own enterprises. The intense six day immersive sessions with practical experience in the NSIC Incubation Centre has motivated more than thirty person to start new business soon after training and about seventy percent has enhanced their incomes by applying their learnt knowledge.

This experience though very inspiring for all, there still exists many challenges in the ecosystem which still is not inclusive and has not allowed their business to grow and scale. The stakeholders Alumni Meet held on 14th April 2019 voiced the need to come together for a common purpose to strengthen each other and thus lead to create '**NEDAR**' a **Network of Entrepreneurs with Disabilities for Assistance & Rehabilitation – a Hindi word meaning 'Fearless'** which was symbolic of an entrepreneur who takes risk and more so inspite of being challenged with disabilities!

In this endeavour of ATPAR initiative PVR NEST the CSR arm of PVR Cinemas and Ummeed a Ray of Hope has partnered to strengthen the concept and work together to further its objectives for a year.



निडर (Fearless)

VISION

To strengthen the entrepreneurial eco-system for Entrepreneurs with Disabilities and empower them to conduct and grow their businesses to contribute "At Par" to National Wealth

OBJECTIVES OF NEDAR

NEDAR will create a network of entrepreneurs with disabilities across India. Through its member Network it will act as a support group to enable the businesses to grow and promote self-employment/ entrepreneurship as an alternative livelihood opportunity to those who are left out from competitive employment. Through networking, mentoring, business counselling, EDP trainings and connecting to similar business networks NEDAR hopes to empower entrepreneur members for their growth and success.

PROPOSED ACTIVITIES OF NEDAR

Business Advice and Counselling on Entrepreneurship Development

- Workshops / Learning Sessions
- Entrepreneurship Development Training
- Linkages
- Mentoring
- Business Guidance

Networking Events

- Specific mentoring workshops
- Business Pitching Competitions
- Vendor Fairs and Exhibitions

Research & Dissemination

- Business Help Line – information collation on local livelihood opportunities & Guidance
- Research to map enterprises run by Persons with Disabilities and livelihood opportunities for entrepreneurs
- Research on any technology solutions and adaptations in machineries to improve livelihood efficiency for PwD

Rewards and Recognitions

- Recognition of innovative and good Business practices run by Entrepreneurs with disabilities
- Competitions and opportunities to showcase achievements (Business Challenge)

Sensitization and Awareness Raising

- Creating awareness and highlighting challenges of entrepreneurs and advocate to create inclusive business environment

Contact: nedar2019@gmail.com



Success Stories of the Fearless

A collection of real life experiences of Entrepreneurs with Disabilities who dared to dream big, risked to start enterprises and challenge myths and mindsets by running successful enterprises. They too seek to grow and contribute 'AT PAR' given the right opportunity and level playing field in a non-discriminating environment.

Above: Dedicated to 'Bharath' a real NEDAR entrepreneur who succumbed to epilepsy!

DEEPAK

“The world is full of good people, I met one such person who taught me electrical & electronic repair work. This knowledge helped me transform my life”

In spite of the desire to go to school and continue my education beyond grade four my physical disability restricted my mobility and to make it worse, one day, my crutches too broke! The school struck off my name due to my prolonged absence! There were hardly any source of getting my assistive device repaired and getting a new one had its own process to apply!

After a year, I managed to get a battery operated tricycle which was a boon and helped me to freely roam around the city. One day while roaming in the market I saw an Electronics repair shop for TV and other domestic electronic appliances. This fascinated me; so I went upto the owner and requested if he could teach and train me in repairing and creating electronic products. He readily agreed and for two years I had been learning this skill from him and thereafter, felt confident to start an electronic shop of my own.

As I was looking for ways to set up a shop, I came to know about ATPAR through a friend. I got in touch and enrolled for the Entrepreneurship Development training with NSIC. During the EDP course there was a session on business ideas and the importance of finding something which a customer will need. That is when I came up with an idea to make Speakers. I made a prototype of a Blue Tooth Speaker with Emergency Light and a Mobile Phone Charger with Power Bank. This idea was well received by all and I was encouraged to set up a workshop from home for making Speakers. I am now happy with my business and am able to sell my speakers for use in Auto Rickshaws and E-Rickshaws. My dream is to set up a shop with proper equipments so that I can use my skills to scale up and earn a living and take care of my sisters and father and innovate new products useful to the society.

Training from NSIC, Okhla: Entrepreneurship Development Programme (EDP) 4th Batch.
Project: Mobile Repairing & manufacturer of four-in-one audio equipment -battery bank for mobiles, torch light, blue-tooth speaker and multiple USB ports for use in e-Rickshaws & Three-wheeler used by persons with disabilities
Qualification: Middle School



ARUN AGGARWAL

“Life has been a mixed bag of failure and success”

As a son of a post master living in a joint family I used to help with family earnings by working in a book binding shop when I was in my teens. I worked and continued to study and completed my B.Com. I got married and my wife brought with her, good luck and I soon started a corrugated box business by the name of “Ishwar Packers”. The business did well for few years. Due to family problem and wife’s deteriorating health I had to shut down the business. Post which I was doing odd jobs.

I came to know about ATPAR training in NSIC and decided to do it and gain additional knowledge. Today, thanks to better personal circumstances I have again ventured into business and have a factory in the name of “ Shri Shyam Packers ” and got GST registered. We manufacture card board boxes. This was possible because of the encouragement and mentoring by ATPAR. The EDP training is an extensive course and covers all aspects of training. We are taught to write business plan and look into all aspects of running a business starting from inventory to accounting, to Government Schemes and required licenses. I continue to be in touch with ATPAR and seek guidance.

Training from NSIC, Okhla: Entrepreneurship Development Programme (EDP) Batch -3 (2017-18)
Project: Shri Shyam Packers, Corrugated Box Manufacturing
Qualification: Graduation.



कोही ही शिरोधार्य योजना बनानी मे का/स Shree Shyam Packers के नाम GST Registration कराकर पूरा सेटअप लगाया है। अब मार्केट में अपने आप को पूर्ण महसूस करता हूँ और मैं अपनी पत्नी का विवाह भी कर दिखता हूँ, वह भी अपने परिवार में हुआ है।

RANJEETH KUMAR

“Confidence in self and risk taking ability are qualities that helped me succeed in life”

I belong to a poor family, living in Delhi for the past 11 years. I am happy that, today I and my family have moved out of the grips of poverty, because I was willing to take a risk. I run a garment manufacturing unit by the name RK Fashion. I enrolled in the 5 - day EDP course by ATPAR. It was here that I learnt about the importance of maintaining records. It was an eye opener and a learning that I immediately put into practice. I am ever thankful to ATPAR for this training and it has helped me keep track of my profit and losses and see that my business becomes sustainable. I have been able to expand my business and get more orders. I manufacture school uniforms, T shirts, Pants etc. I take up bulk orders. I dream of expanding my business and building capacity to be able to take up bigger orders and also a training institute so I can train many more.

Training from NSIC, Okhla: Entrepreneurship Development Program Batch 6
Project: R. K Fashion (Garment manufacturer, uniform and corporate T-shirts and jackets)
Qualification: Intermediate Pass

RAJINDER MOHAN SHARMA

“After 20 years of working in a reputed company I ventured into the business of manufacturing cotton wicks. It's a lot of hard work, but very satisfying”

I literally reinvented myself at the age of 48 when I had to take early retirement from my job due to health reasons. I have worked with various organizations since 1996 in the area of Finance and Accounts. Lastly I worked with HT Media for about 11 years. I handled Finance, Accounts, Taxation, Day to Day finance operations, MIS, Payroll, Banks & Treasury, Audits, Vendor management etc. and worked in different Industries - Health, Media & Entertainment & Management Consultancy. I decided to get into business and did the training initiated by ATPAR at NSIC Incubation centre. In one of the sessions a video was shared on a buy back model of making cotton wicks (used for lamp / Diya's) at home.

Post EDP training and after lot of research I bought the machine and started 'DITI UDYOG' – for Manufacture of Diya Bati (Cotton Wicks) at home. I soon realized there is lot of demand in the market for the product and soon diversified into making different varieties of wicks. I also found out that handmade wicks are in demand. In order to expand the business and involve my family, my wife Mrs Santosh Sharma also underwent the ATPAR initiated NSIC EDP training. Both of us being orthopedically handicapped, find it easier to work out of home. While I do all the marketing and sourcing with my adapted Scooty, my wife takes care of the production. Since then we have actively looked at various opportunities for expanding the business - both in retail / wholesale. Till date we have produced about 80 Kgs of cotton wick which was sold through buy back as well as retail channels and have achieved a monthly earning of about Rs. 10,000/.

I hope to expand the scope of the business by adding other products in the same category (Puja Samagri) and also by adding more machines to produce more Diya Bati. I also would like to involve other Persons with disabilities when I expand my business.

Work: Cotton wick Manufacturer
Project: 'DITI UDYOG' - Manufacturer of Diya Bati (Cotton Wicks)

SHIV KANT

“I am an entrepreneur at heart and want to restart my Aluminum fabrication business which I had to shut down due to an accident at work”

I used to run a small unit of Aluminum fabrication, providing the service of fitting Aluminum and Glass doors, on contract basis. All that changed one day when I met with an accident while at work, having touched a live electric wire which was 11000 Volts and I got electrocuted. When I regained consciousness, I was in a hospital bed and had lost a hand and a leg. They had to be amputated. This left me devastated and I was not able to do anything for 2 years. That’s when I came to know about ATPAR. I am glad that I decided to do the ATPAR EDP training at NSIC. It gave me hope. The training spoke about ways to get financial help to start one’s business. I am now hoping to restart my Aluminum fabrication business in a new way. Till I am able to arrange funds, I will work on contract basis. My dream is to be an entrepreneur again!

Work: Aluminum Doors / Windows Fabricator

MOHD. TARIFF

“I am happy to be an entrepreneur- a job provider, rather than a job seeker “

Being a small-scale tailor, I was struggling to make ends meet. I never thought I could do anything more to improve the quality of my life. I knew I was good at my work but had no idea how to scale up business. That’s when I came across ATPAR and the EDP training that they provide in NSIC. The training spoke about how to look at an existing skill and finding new ways to use them. They also spoke about sourcing raw material for lesser costs and to look at registering at places like “India mart” to source and sell products. This made me think big and I got together with a partner, bought 10 sewing machines and started a garment manufacturing unit.

Work: Garment Manufacturer



करते करते अपना और अपने बच्चों का स्वर्ण करता हूँ
 मुझे मेरे मित्रों ने बताया कि आप N.O. ATPAR से ट्रेनिंग
 ने ATPAR के माध्यम से E.D.P. की ट्रेनिंग NSIC में की
 ग के बाद मेने अपना बिजनेस चालू किया मेने अपने पाठन
 10 मशीन का शुरु पूरित लगा लिया आज मेरा काम बहुत
 अच्छा चल रहा है ?

GULZAR MALIK

“My Journey started from selling garments on cycle, collecting scarp to becoming a Scrap Dealer. My disability has never come in the way of taking risk and exploring new opportunities”



Before coming in touch with ATPAR I had tried to make a living in many ways, without much success. For 5 years I sold garments, going from place to place. Another 4 years I ran a petty shop. All this while I underwent different treatments for my hand. I became a kabaadi wala – I used to collect kabaadi on my cycle. With hard work and experience, I got myself a place in Sangam Vihar to set up a small scrap business that I run with my son Adil. I came to know about the EDP training by ATPAR at NSIC and also got a certificate from them. With my new business management skills, I decided to expand and diversify and along with collecting scrap, I also started collecting metal scrap from shops and then supplying them to different companies. I am now a scrap dealer and my business is running well. I am able to support my family and lead a comfortable life.

Training from NSIC -OKHLA: Entrepreneurship Development Program Batch 6
Project: Scrap / Kabaadi Dealer, Trading business
Qualification: Literate

उस दौरे का समाप्त कर सात हुआ है। उस दौरे को लेने के बाद मैंने अपना कुछ और नया काम शुरू किया है। जिसमें मैं अपने अपने सभी सुझावों को मिलाकर (कंप्यूटर) का समाप्त कर रहा हूँ और फिर उसे आगे बढ़ाकर कर रहा हूँ। जिसमें मैंने उतना लाभ ही पाता है कि मेरी दादाजी अर्द्धांगीय गंधर्व माली है, उस-उस-आदि को दौरे लेने के बाद मैंने सीखा है कि कर्म के साथ ही उपहार को किस प्रकार आगे बढ़ाया जाता है।

ANIL SRIVASTAVA

Online Marketer Anil Srivastava says failure did not stop him from finding new opportunities.



Working or having a job was the only option I thought I had for years. Then a chance meeting with ATPAR mobiliser at a job fair, where they explained the concept of self - employability and becoming an entrepreneur, opened up new avenues. I enrolled for EDP training and plunged into the world of business. I was so charged up by what I learnt and business ideas discussed in class, that I bought a machine to make cotton wicks at home and started selling the wicks. This business I had to shut in a few months as I wasn't making enough money. I was bitten by the entrepreneur bug and I could not think of going back to a job. Business is what I wanted to do. I learnt from my mistakes and ventured into online business as I had some computer knowledge, I have studied up to 12th Class. Working online is a good option for me as my lower limbs are affected by Polio since childhood. I am enjoying being an online marketer and my earnings have shot up. My future plan is to expand my on-line business as well as have a shop for my local customers. This is not the end of my story I have a long way to go.

Training from NSIC -OKHLA: Entrepreneurship Development Program Batch 6 (2017-18)
Project: Kaushalya sales and Online Marketing
Qualification: Middle school

ANIL KUMAR

Anil Kumar recipient of NSIC Excellence Award for Entrepreneurs with Disabilities

Not having an industrial training and being just 10th pass, did not stop me from having big dreams. After working in Sheet Metal industry for about 5 years, I established my own Sheet Metal Unit called "Shyam Metal Works". I Started with hand press and progressively expanded to power press and other equipment's. I started to manufacture Metal Ring Seals for Drum Closures from my factory since 2003. I had to discontinue the manufacturing in the year 2014 due to deteriorating health condition of my wife who finally succumbed to her illness inspite of all my efforts to save her. I have a young son and now all my efforts are to restart my fallen business and get back so that I can start taking care of my son and rebuild my life. Since then, it has been a huge struggle to get bank loan and financial support from different avenues. Currently, I have been taking up small trading nature of jobs. I contacted ATPAR to seek help in restarting my Metal Ring Seal manufacturing business. I went through EDP Training through NSIC, supported by ATPAR. ATPAR helped me to prepare a revised Project Plan. I have ready orders and once the loan gets approved, or any financial support is received I will restart the business. In the meanwhile, I have also taken up Scrap Trading business.

Training from NSIC -OKHLA: Entrepreneurship Development Program Batch 4
Company Name: Shyam Metals Pvt Ltd.
Manufacturer of: rings for drum closure and Scrap dealer
Qualification: 10th Pass



MITHILESH

"My commitment to support my husband in his business led me to do the EDP training"

"I am a mother with 5 family members, with the only source of income coming from a tea stall run by my husband." Mithlesh the mother, is a very dynamic and confident lady but could not take up a job to support her family as she has restricted mobility due to her disability. "I was determined to provide my children with a good quality education. I was keen to support my husband's business too so as to better manage the family expenditure. So I took things in my hands and decided to take part in the training provided by ATPAR and equip myself with the knowledge to run a business. Though travelling every day for the training and leaving the children alone was very challenging but the determination to go beyond my barriers and prove that I too can do business and add income to family made me complete my EDP Training successfully and get certificate from NSIC."

"I was good at cooking and upon ATPAR's suggestion decided to make Matri (salty snack) and sell at the tea stall. The tea shop being close to an auto rickshaw stand soon grew to have a line of customers, who were happy to get tasty savouries along with the tea. Our business has improved and so have the earnings. But I am looking to get more financial support to grow my business and build my own shop in my land."

"Furthermore, I was unaware that I was eligible for an enhanced disability pension from the Government, ATPAR helped me acquire the same. A Wheel chair was provided to me, through the support from Cheshire Home, which has made my life comfortable and the increased earnings has helped the family live a better-quality life. With ATPAR support, I for the first time, recently went on very first holiday to Agra to see Taj Mahal along with all my family members!"

Training from NSIC-OKHLA: Entrepreneurship Development Program Batch 5
Project: Making savories in her tea stall
Qualification: Literate

Success Stories



ATPAR collaborates with mainstream Government approved institutions like NIESBUD and NSIC to promote certified Entrepreneurship Development trainings for persons with disabilities and create accessible and inclusive trainings

- ATPAR provides mentoring support post training
- Information booklet on Government schemes
- Registration to a Network of Entrepreneurs with Disabilities (Divyangjan's)

PARVEZ KHAN

“Life gives you 2 options in every situation, either you give up or you fight back. I chose the second option”

Parvez Khan is my name, I am an MA in English literature. I run a Tuition bureau. I currently have 35 tutors working under me. “Why I chose to start a tuition bureau?”. In the beginning when I went as a tutor to people’s homes, they would see my appearance and would not even let me take demo classes. Even though I am qualified, due to the bias in people’s mind about persons with disability I was not able to take classes. I did not lose heart and turned this adversity into an opportunity. I decided that I will run a tuition bureau and have tutors under me who will go and take classes. This is just the beginning; EDP training has taught me to dream big and I am constantly finding ways of improving my business. I want to be working in the Disability sector as I feel I can be of help to a lot of people.

Training from NSIC -OKHLA: Entrepreneurship Development Program Batch 7
Project: EDIFICE HOME TUTORINGS, Tuition Bureau
Qualification: M.A. English

RAJENDRA

Rajendra lives by the motto “Never give up in life”

Polio at age 3 resulted in paralysis in both lower limbs. I was able to study till class 11 and had to discontinue due to bad health. I was fortunate that I learnt to repair mobile phones and went ahead and opened my own shop. This was the beginning of my entrepreneurial journey. The business was running under loss and I was unable to pinpoint where I was going wrong. I was lucky to find out about ATPAR and their EDP training at NSIC. The training helped me reassess my business and identify the problem areas. One big mistake was accumulation of stock. I realized that any stock that is lying idle needs to be sold. I cleared all pending stock before buying new stock again. This way I had control over my losses and very soon started making profit. I now make sure I am aware of the market trends and buy stock sensibly.

Training from NSIC -OKHLA: Entrepreneurship Development Program, Batch 3
Project: Mobile repair and sales
Qualification: 10th Pass



5 Dinon ko training Puri ki aur wahan sikha ki apne udyam ko kaise age badha sakte hai aur jo maine apni dukan par bacha hua maal tha jo koi koi kharid bhi nahi raha thusse bhi kaise bechain sikha aur mujhe sach mein bahut fayda hua... ATPAR ne mujhme ek nayi ummed jagai ki main bhi apne kaam ko bahut acche se kar sakta hoon..

SAMUEL AND MEENU MANI

A young dynamic couple show the way to others specially bringing persons with Cerebral Palsy and other disabilities to come out of their homes and make choices to live a life they wish to live and show the world 'YES WE CAN!'

Meenu Mani, runs a social enterprise and is an entrepreneur with cerebral palsy and uses a wheelchair for her mobility. She started an NGO "Yes We Can" to enable persons with disabilities who are home bound to go out and be independent and enjoy life. Along with this she is also involved in her husband Samuel Mani's business "Neutron Computers" since she was married seven years ago.

Their company "Neutron computers" is a computer hardware and software solution provider. Apart from this they are the first and only Microsoft Authorized Refurbisher (MAR) in India, under a joint project of FICCI (SEDF) and AADI (NGO) with Microsoft. So far they have refurbished thousands of computers with support from Microsoft.

They believe in making a social impact via its Corporate Social Responsibility initiatives such as recycling old computers and providing the same to NGO's, charitable organizations, Students, Educational or research centres & small-scale businesses at concessional rates. Along with refurbishing computer systems, Laptops & their peripherals, they also refurbish other old equipments, such as AC's, Projectors, Photocopier, Fax, Refrigerator, Room Heater etc. and sell all the above refurbished items to NGO's, charitable organizations etc.

Company Name: Neutron Computers,
Work: Refurbishing computers and Laptops; Recycle E-Waste
Qualification: Graduate



AMRIT HALLAN

"Online Platform provided new opportunities – Abundant connectivity and digital payment has made life easy"

After completing my graduation from Delhi University and then a postgrad diploma in computer administration, I ran my own computer training centre for a couple of years. I also tried my hand at developing software solutions for nearby industries but with cerebral palsy and 85% disability, I couldn't visit the sites for maintenance and payments. Even after repeated reminders, clients wouldn't pay.

With the advent of the Internet in the early 2000s, initially I offered web design and online programming services and through regular interactions, I discovered that people needed professional writing services, which I was good at. Hence, from 2005 onwards, I started providing content writing services and ever since then, I have been running my content writing and content consulting business online. Two things have helped me a lot: abundant connectivity and digital payment facilities.

Company Name: Credible Content
Project: Credible Content Writing & content marketing
 Web design and online programming services
Qualification: Post Graduate Diploma in Computer Administration



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Project: Credible Content Writing & content marketing
 Web design and online programming services
Qualification: Post Graduate Diploma in Computer Administration

SUNIL THAKUR

“Have faith in yourself, don’t be disheartened by the way society treats you and good things will happen”

I was not born a disabled but became one when I was 14yr old and met with an accident. One of my legs had to be amputated. Overnight my status changed, from being an active teenager to one of being labeled “disabled”. We moved to Delhi from a small village, when I was 7 year’s old. From farmers we became laborers. My parents although illiterate worked very hard and made sure me and my sister went to school. Over time we started a small tea stall and managed to lead our life. Hardships were a part of life and in order to improve our financial status I worked very hard. Life is not easy for a Divyang in our society, but there are organizations which give us a helping hand. ATPAR is one such organization. Post training, I converted my Tea stall into a Kirana shop selling groceries. I am thankful that I did the EDP training as it gave me practical knowledge on all aspects for running a business, doing market survey, importance of customer service and maintaining records. My dream is to start an NGO and work for the betterment of our community.

Training from NSIC -OKHLA: Entrepreneurship Development Program, Batch 9
Project: Grocery Store
Qualification: 10th Pass

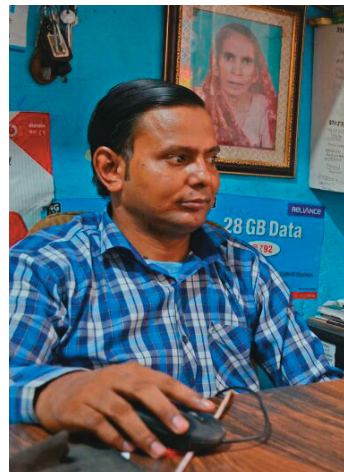


MURARI LAL

“Keep track of your accounts and see your earnings grow”
is Murari Lal’s advice to all first time entrepreneurs.

I was lucky that my mother provided me support and direction whenever I doubted my capability. Both my lower limbs are affected by Polio. I opened a Paan shop once I completed class 10. I ran the petty shop for 15 years and made enough money to purchase a Nano car, and with modifications, I am able to drive myself. I am happily married and blessed with 2 kids. I also run an online service of filling forms, money transfer and other services. I have known Thilakam didi for 10 years and she is my mentor; as per her suggestion I did the EDP training. Although I had been managing my business for years, I never paid attention to maintaining books and keeping track of my expenses and savings. This has been my biggest learning in life.

Training from NIESBUD: Entrepreneurship Development Program Batch 1
Project: Mata ji Telecom, Documentation Centre
Qualification: 10th Pass.



WAKIL KUMAR PASWAN

“There are lot of opportunities in this world, it is just a matter of finding them”



I believed for a very long time that I am good for nothing due to disability. The going got tough when I was unable to find a job. I decided not to lose courage or take pity on myself. I made up my mind to start a small business. I am continuing to do so and am able to lead my life with dignity. After my EDP training, offered by ATPAR, I became confident to face life. Friends I want you all to learn to enjoy life and face all problems with strength. I thank ATPAR whole heartedly. The training helped me to understand about various government schemes and procedure to get loan. I am now running a small Paan shop and I am happy with my little shop. It is my life and I am able to support my family with my earning. Any new venture is difficult in the beginning, but with experience we overcome our fears.

Training from NSIC -OKHLA: Entrepreneurship Development Program Batch 6
Project: Petty Shop
Qualification: Intermediate Pass

VISHNU

Vishnu an example of “If there is a will there is a way”

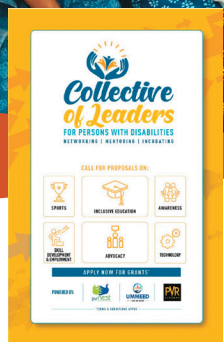


I am Vishnu Kumar and I was deeply concerned as to “what will I do in life?”

I was constantly looking for answers to the question. “How would I earn a living ?”

I moved to Delhi at the age of 18 and got my first job in a factory and was so happy to be earning. Thereafter I did many odd jobs from jewelry making to making stickers. I even worked in a steel factory. In 2010 I joined St. Stephan Hospital Mother NGO. This experience changed my life. I studied basic computer course and stitching along with work at the NGO. As the eldest sibling, I made sure all my brothers and sisters completed their studies and took care of their marriage expenses too. I never got married due to lack of support by my family as I am paraplegic. I am proud of the fact that despite my disability I am a contributing member of my family. I am always looking for new opportunities and decided to be self-employed. I started my own business of manufacturing jute bag, File folder, lap top bag, mobile pouch , etc. This is when I got in touch with ATPAR who are encouraging persons with disability to become self-employed and provide mentoring support to start small businesses. I am proud of my journey so far and wish to expand my business.

Training from NSIC -OKHLA : Entrepreneurship Development Program, Batch 4
Project: Jewelry & Jute bag Manufacturing
Qualification: 10th Pass



COLLECTIVE OF LEADERS FOR PERSONS WITH DISABILITIES

COLLECTIVE OF LEADERS FOR PERSONS WITH DISABILITIES – Is an initiative by PVR NEST and UMM EED which provides grants to leaders who can leverage their network and resources to create sustainable and high impact solution models ensuring inclusion of Persons with Disabilities in public spaces and facilities.

PVR NEST was founded in 2006 as the social arm of PVR Ltd, the largest and the most premium film exhibition company in India. The foundation works on providing sustainable support to the most vulnerable populations, who have no capital and face social exclusions. Our core philosophy is to promote public-private partnerships and integrate with the aspects of urban vulnerability where poverty, gender, environment, and infrastructure influence urban risks in societies.

UMMEED is the reporting and accounting agency of PVR NEST. Their role is to engage with, understand, report and evaluate the work done by selected leaders. We believe in collaborative work and supporting our partners to build sustainable reporting practices for their own organizations.

With Ms. Thilakam Rajendran and Mr. KV Rajendran's vision and support from PVR NEST and UMM EED, the concept of NEDAR – Network Of Entrepreneurs with Disabilities for Assistance and Rehabilitation is being brought to fruition. This network will go on to promote entrepreneurship by bringing together entrepreneurs with disabilities who can learn from each other, seek support from Corporate ,enable market linkages and empower themselves to grow their business for success and growth.

Alliance to Promote Abilities & Rehabilitation (ATPAR) is a social enterprise that works with Persons with Disabilities, their families and other marginalized groups, either directly or with organizations/institutions who work with these groups to build their abilities for Economic Empowerment, Social Inclusion and Rehabilitation.



ATPAR FOUNDING MEMBERS

As one of the Co-Founder of ATPAR Ms. **Thilakam Rajendran** started her career as a special educator in AADI and has over three decades of experience in the area of disability, particularly focused on finding employment and livelihood solutions for adults with mild to severe disabilities both in urban and rural areas. She brings a vast experience of working with persons with disabilities, their families, rehab professionals, NGO's and industry members advocating for convergence creating innovative livelihood opportunities which are inclusive and makes business sense. Later as the Managing Director of ARUNIM a marketing initiative of National Trust, under MSJE, she laid a road map for more than 200 producer groups with disabilities across the country by providing product innovation, enterprise management and market intelligence showcasing them as Artisans and Entrepreneurs.

She was a recipient of NCEDP-SHELL Helen Keller Award in 2011 for promoting employment for persons. She is also an Unreasonable fellow 2011, Boulder in Colorado (www.unreasonableinstitute.org)

ARUNIM also was awarded as most Innovative Projects in the world in 2013 by ZERO PROJECT, Vienna (www.zeroproject.org)

While **Mr. K. V. Rajendran** Partner & Co Founder of ATPAR is a management professional who has been in the corporate sector for more than 40 years working in both Public Sectors and Multinational companies contributing in the areas of HR, Business Development and supporting foundations in CSR activities.

atpar TEAM



Team ATPAR consisting of **Ms. Tripti Someshwar**, **Ms. Tanushree Chatterjee** and **Mr. Shatrughan Thakur** bring with them a rich experience of working in the Disability sector for more than two decades both in the National and International level.

Mr. Shatrughan has a rich community experience working at grass root level and brings real perspectives to ATPAR team, while **Ms. Tanushree Chatterjee** with her Masters in Social Work has travelled extensively to rural and remote places to learn the real challenges of access and livelihoods of persons with disabilities. Her experiences helps the team to constantly create accessible solutions to programs. **Ms. Tripti Someshwar** as Special Educator having worked in International countries brings innovative solutions and leads the ATPAR team for all its key services on Entrepreneurship Development programs, Career Counselling and NEDAR Project.



ANURADHA JAIRAM

Ms. Anuradha Jairam has had experience of working with both the Corporate and developmental sector. Started her career in ICDS and further moving to Disability sector associated with Life Help Centre for Handicap, Chennai. Later in her career she worked with Oxford Book Store and turned around the reading culture with 'Chai' in the country. She also worked in Fab India and as an operations professional with 22+ years of expertise in developing & managing retail channel has increased market share, revenue and sales of many branded stores. Adept at conceptualizing & implementing business strategies as ATPAR team member she brings operational excellence & business development.



SRIRAMAN

As ATPAR team member, **Mr. Sriraman** is an articulate communicator who can fluently speak the language of both people and technology, blending technical expertise with interpersonal skills while interacting with the cross-functional teams, customers and stakeholders. As an Entrepreneur and a visionary he has been an accomplished Executive Leader with over 30+ years' experience who has a history of bridging technical and managerial acumen in turning around of information technology coupled with insightful exposure to IT management, R&D, Product development, program management, delivery management etc. His special Interests are to work with young entrepreneurs in technology products and services, and support NGOs to provide technology solutions.

SKILL DEVELOPMENT , TRAINING & ASSESSMENT

- Skill development on Entrepreneurship, Enterprise Management and Mentoring of Entrepreneurs with Disabilities & Marginalised groups
- Career Counselling & Training on market linked livelihood opportunities to Rehab professionals, Families & Persons with disabilities
- Product assessment & Design Development

MARKET LINKAGES

- Promote market ready products developed by artisans with disability to the domestic and international markets
- Enable Procurement of Conference materials & Gifting for Corporates/ organisations from marginalized producers
- Enable Fair Price and reach for Products
- Support to market assistive devices

CONSULTANCY

- Capacity audits of NGO's for their Core Operations & Strategic Review
- Strategic consulting on – Organization Structure Design & Development Management Process
- Advising on Sustainability of Initiatives
- Be Knowledge Partner for Industry for promoting employment opportunities for Persons with Disabilities & marginalised

मैं मार्ग जानता हूँ। वह सीधा और संकरा है। वह तलवार की धार की तरह है। मुझे उस पर चलने में आनंद आता है।

मो. क. गांधी

I know the path.
It is straight and narrow.
It is like the edge of a sword.
I rejoice to walk on it.

M. K. Gandhi

A WORLD FOR



atpar

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