

GiftAbleD Concept Note on Swatantra-The Freedom

Brief about GiftAbleD:

GiftAbleD Foundation was formed in 2013 as a Public Charitable Trust. GiftAbleD is a thought that we all can live with dignity and earn our livelihood. People with Disability may not fit into typical societal norms or silos due to their physical limitation. However, that should not be considered a reason to portray them fit only for charity. They can and will contribute towards building a just, sensitive and healthy society. Start looking at their Abilities – They are GiftAbleD!!!

GiftAbleD is a social enterprise which strives to create an ecosystem of like minded individuals so that we can collectively build an inclusive society.

We aim to empower individuals such that they can live a life with dignity and self esteem.

Justification for Skilling People with Disability:

India has over 10 crore People with Disability and their care takers put together. People with Disability and care takers have always been marginalized with almost negligent opportunities to earn their livelihood. This holds especially true in rural areas where they are dependent on charity or government doles for their survival. They have not actively participated in their emancipation due to their lack of economic independence and illiteracy. They should be organized and strengthened at the grass root level to reduce their subordination.

GiftAbleD Foundation is making an attempt in that direction to make rural Persons with Disabilities and their care takers self-sufficient in partnership with local NGOs. The main aim of this program is to enhance the quality of life of Persons with Disabilities and their care takers through increased knowledge and skills. GiftAbleD also realizes that merely imparting literacy will not be sufficient. They need vocational training or skills also to uplift their status. They should be able to stand on their feet and be an earning member of the family.

Vision: *To foster a culture that values Inclusion, while creating opportunities and transforming lives of People with Disabilities so that they can live with dignity and self-esteem through Impact Programs*

Impact Program 1- Project Swatantra -Skilling & Livelihood

- Provide disability & region specific skill based training
- Livelihood opportunity for People with Disabilities and their Care takers

Objectives:

To build long term skill sets of NGO partners so that they can tap into the open market to sell their products

- To share best practices in design of products to the NGO partners
- To leverage resources already available with the NGOs and use collective strengths to their advantage their talent and location

Beneficiaries:

We plan to engage intensively with 6 NGOs in one year and will create income-generating opportunities for 100+ Persons with Disabilities which would impact more 500+ lives.

- Direct beneficiaries – 15-20 PwD/caretakers @ an average of 18 trainees per NGO =108

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- Indirect beneficiaries – approximately 108*5 family members = 540
- **Total beneficiaries - 648**

Strategy:

We work with rural NGO partners working in the space of disability on continuous skill training (Train the Trainer and Beneficiaries) for Persons with Disabilities and disadvantaged. The skill modules would be customized to be relevant across different disabilities from physical to intellectual. Livelihood opportunity will provide a way for financial inclusion of the most marginalized. These change agents will set an example for others to emulate and set a cycle of self-sustenance.

We have a 2 pronged approach. 1. Train the Trainer, 2. Train the trainees at the NGO training center.

1. GiftAbleD will engage with NGOs for their trainers (with aptitude for art & craft) and provide training for a month on designs of different products. They will in turn train their respective NGO beneficiaries to mass produce the products. During the training period, GiftAbleD will support to finance the right kind of tools/ equipment and raw materials to the NGOs.
2. Livelihood skill training will be provided to the beneficiaries directly at NGOs. It is hard for an NGO to scale given there is a lot of hand holding and support needed for each Person with Disability to create products. This is particularly true for Intellectual disability. In this case, we engage with the care takers of the disabled.

We focus on gifting products that can be made by Persons with Disabilities and the disadvantaged for sourcing by Corporates to meet their client gifting requirement.

1. Crafted merchandise, which can be made and sold as Gifts.
2. Bags, wallets and accessories – which are much in demand

To be relevant and to compete with the mainstream vendors, we work on new designs and product lines based on market demand. As per the trend analysis, we will revamp/retrain at regular intervals. This is required to meet the expectations of the market. GiftAbleD will leverage market intelligence (through buyer preferences and market analysis) to continuously update the catalog of products that the NGOs can be trained on. This will feed into the skill modules of trainers and beneficiaries in different partner NGOs. It will not be a one-time skill training activity but a 'Continuous Learning' mechanism.

Unique Value proposition:

- GiftAbleD will form a team of specialists in craft designs
- Partner with local NGOs to skill train their trainers and beneficiaries
- Share Best Practices and Management Principles

Benefits to NGO partners:

- Access to latest design and quality parameters
- Create avenues for livelihood opportunity in their own sheltered environment
- Collaborate and learn on ways to compete effectively in open market.

Cost per beneficiary: Rs.5,000/-