

**Scheme for Awareness Generation and Publicity**

**1 Objectives**

- a) To give wide publicity, including event based publicity etc. through electronic, print, film media, multimedia, to the schemes, programmes being run by the Department of Empowerment of Persons with Disabilities and other Central Ministries, State Governments etc. for the welfare of PwDs including their social, economic and educational empowerment.
- b) To create an enabling environment for social inclusion of the PwDs in all fields of life by providing equal opportunities, equity & social Justice and to ensure confidence building in the PwDs so that, they can realise their aspirations.
- c) To bring to the notice of all stake holders including PwDs and civil society about the legal rights of the PwDs as enshrined in the constitution, international conventions, PwD Act 1995 and subordinate legislation(s).
- d) To sensitize the employers and other similar groups on the special needs of the specially abled persons.
- e) To promote awareness and to sensitize society with focus on remote and rural areas, on causes leading to disability and prevention through early detection etc.
- f) To encourage volunteer action for ensuring effective implementation of the legal provisions and welfare schemes meant for the PwDs.
- g) To develop content for rehabilitation of different types of disabilities.
- h) To provide financial support for helplines.
- i) To provide financial support for effective grievance redressal.
- j) To extend financial support for National & International events organized by reputed organizations on disabilities.
- k) To create or to facilitate creation of facilities conducive to the recreation of PwDs which may include inter alia tourism, educative, medical religious tourism, sports, etc.
- l) to extend financial support for participation in the Community Radio Programmes / Scheme of the Ministry of I&B

- m) To promote activities for economic empowerment of PwDs like job fairs, campaigns, awareness on skill development etc.
- n) To support spreading awareness about universal accessibility by creating an enabling and barrier-free environment that include accessible buildings, accessible transport, accessible websites and carrying out accessibility audit.
- o) To promote individual excellence in the field of disability sector.
- p) To promote relevant activity / activities relating to creating awareness in the field of disability sector.

## **2 Approach and strategy**

The approach of the scheme shall be:-

- a) To spread awareness through social networking.
- b) Maintenance of accessible website, etc.
- c) Conducting seminars, workshops, cultural activities, fairs, exhibitions etc. either directly or through socially active groups / organizations.
- d) Participation in national and international initiatives in the field of disability.
- e) Conducting studies, surveys, enumeration and evaluation programmes on the special needs of PwDs including availability of technology, assistive aids and appliances etc.
- f) Coordinating and consolidating efforts made in the field by different departments, organizations.
- g) Financial assistance to self-help groups, parents organizations etc. working for development of 'social good' and 'community welfare'.
- h) To support activities like showing of programmes exclusively prepared and performed by PwDs on TV, by bearing the cost involved on honoraria to performers, boarding, lodging and transportation and payments due to the electronic media
- i) Organizing special events, Celebration of special days etc.
- j) Lack of co-ordination between different service providers in the fields of health education, housing and equipments undermines their effectiveness. Ministries of Health, Education, Labour and Rural Development are also doing some work in the field of disability. For successful implementation of all such initiatives, an Inter-Ministerial Committee which may co-ordinate across organizations to improve distribution of services and referral system, promote joint ventures, joint negotiations, sharing

knowledge and expertise, sharing specialist educator, and disseminating system may be setup under the Department.

- k) Panchayati Raj Institution may be involved wherever expedient.
- l) To support awareness campaign for skill development & employment generation for PwDs including job fairs.
- m) To support spreading awareness about universal accessibility by creating an enabling and barrier-free environment that include accessible buildings, accessible transport, accessible websites and carrying out accessibility audit.
- n) To promote individual excellence in the field of disability sector.
- o) To promote relevant activity / activities relating to creating awareness in the field of disability sector.

### **3 Components admissible for assistance under the scheme**

The government may conduct the following activities itself or invite applications from or consider proposals submitted suomoto by various organizations for conducting such activities under the logo of the Department of Empowerment of Persons with Disabilities.

#### **I. Helpline**

A helpline to be set up in Central / State Government Departments for online counselling of the PwDs on their rights, provisions of various schemes run by the Central Government Ministries / Departments, State Governments and other Organizations. Help Desk Centre for facilitation of PwDs for information dissemination, grievance facilitation, facilitation for economic empowerment, etc. The helpline may be maintained and operated through a BPO / NGO. Since running of a helpline or Social media campaign requires recurring cost, approval of recurring cost has to be reviewed every year.

In the long run, the helpline shall also assist the PwDs in redressal of grievances of PwDs by lodging complaints and / or registering their grievance which may be forwarded by the BPO to the concerned authorities.

#### **II. Content Development, Publications & New Media**

The Department of Empowerment of Persons with Disabilities will bring out Publications, pamphlets, hand outs considered relevant for generation of awareness amongst the PwDs, the Civil Society and other stake holders. The print material may include important data on disability, various initiatives and schemes run by various Ministries / Departments / States / Organizations for the Welfare of the PwDs; materials on causes, prevention, diagnostics; availability of treatment and rehabilitation services; material on technologies, expertise, adaptive research to develop cost effective, user friendly and durable aids, etc.,

For the above purpose all available platforms of publicity including new media in print, electronic / digital, audio / video, Braille, Sign Language etc. formats shall be used.

The Government may also consider:-

- a) Annual prize for the best published material / book on disability.
- b) A periodical magazine, say bi-monthly (once in two months) to be published by a separate cell in the Department in which contributions from various individuals, organizations about their success stories, literary material, current activities concerning PwDs etc. can be published.
- c) Dedicated disability surveys to gain comprehensive information on disability characteristics such as prevalence, health conditions associated with disability, the use and need for services including rehabilitation would be necessary. Such surveys can be got done through organisations working in the field of disability and health.
- d) Constituting study group to compile a compendium of best practices for World-wide circulation.

### **III. Events**

The Government may organize National Events, participate in the International Initiatives or support various event organized by NGOs or Self-help groups or promote individual excellence in the field of disability sector or support such programmes as may be organized by them in various regions. The estimated annual expenditure on such events shall be as follows:

- (a) Programmes organized by the Department at National Level including National Awards and Samarth etc.

All costs involved in such celebrations. The programmes may include organizing competitions and giving prizes; stage performances for public viewing; organising exhibitions of paintings by PwDs and products created by PwDs, film festivals etc. Programmes may also be organised by Central / State Govts. for awareness generation and campaigns for skill development & employment generation of PwDs for their economic empowerment such as job fairs, skill orientation, job counselling, etc. Accessibility or any other event or campaign that the Central & State Govt. may like to take up in the interest of PwDs.

- (b) International events

The preamble to CRPD acknowledges that disability is an evolving concept but also stresses that disability results from the interaction between persons with impairments and attitudinal and environmental barriers that hinder their full and effective partnership in society on an equal basis with others.

Negative attitudes towards disability can result in negative treatment of people with disabilities; they have an adverse effect on children and adults with disabilities, leading to negative consequences such as low self-esteem and reduced participation. People who feel

harassed because of their disability sometimes avoid going to places, changing their routines, or even moving from their homes.

Stigma and discrimination can be combated, through social marketing. Holding of conferences, seminars etc. with a view to draw strategies to combat the stigma can go a long way.

(c) NGO Programmes:

Under the scheme grants for awareness generation by interpersonal communication, street plays, film shows, road shows, etc. may be considered for self-help and advocacy groups, involvement of parents and community mobilization for bringing about a change in social attitude towards disability; providing individual or group based educational, psychological and emotional, support services for persons with disability and their families.

The underline theme for such activities shall be that universally, institutional based services have had limited success in promoting independence and social relationship. Where community services exist, the PwDs lack choice and control over them. Disabled persons often see relationship with professionals as unequal and patronizing. Such relationships also lead to an unwanted dependency. A collaborative effort through disability rights organizations, community based rehabilitation organizations, self-advocacy groups or other collective networks can enable individuals with disabilities to identify their needs. Funds under the scheme can be made available for the organizations involved both in economic activities like health and rehabilitation services, labour market programmes, vocational training, educational, disability social insurance benefit, social assistance, disability benefit, providing assistive devices, subsidized access to transport, subsidized utility, support services including sign language interpreter. Non-economic activities including social isolation, stress management etc. which are difficult to quantify may also be funded under the scheme. Programmes for economic empowerment of PwDs may be taken up by NGOs like job fairs, job counselling, etc. Spreading awareness about universal accessibility by creating an enabling and barrier-free environment that include accessible buildings, accessible transport, accessible websites and carrying out accessibility audit, and running media / social media campaign for Skill Development or promotion of Accessibility.

(d) State / District Level Programme Organized by the above organizations

**IV. Volunteer Service / Out-reach programme for sensitizing, Commercial Establishments and employers**

The focus so far has been on public sector and corporate sector activities for socio-economic empowerment of PwDs. Private sector, especially shops and small commercial establishments have a vast potential to absorb such persons as employees. The idea of 'each one take one' can be implemented by sensitising small establishments through volunteers or incentivisation of employers. Area wise / market wise publicity campaigns can be initiated through volunteers.

**V. Recreation and Tourism**

Recreation, travel, and outings, be it for relaxation, change, treatment, psycho-religious relief or education have a proven effect on the psychology of human beings to which PwDs can be no exception. Travel and Tourism lead to exposure and thus enlightenment about the world around. Further, sporting and abilympics activities also promote talent and skill among PwDs which are to be supported through events, awareness campaign etc. In this context Institutions / NGOs promoting the following facilities will also be eligible for grants under the scheme to the extent mentioned below:

- (i). Identification of tourist and other spots / destinations, the environment which may benefit the persons with intellectual impairments and taking groups for excursion to such places.
- (ii). Identification of places, other than regular hospitals, where persons with any type of disability can have therapeutic / treatment benefits or solace; and planning packages for the purpose.
- (iii). Identification or Development of Centres where PwDs can get first-hand information / insight about their potentials with or without the use of assistive devices.
- (iv). Making above destinations accessible.
- (v). Creating re-creation facility like music, reading, drawing painting, sports etc.

#### **VI. Participation in Community Radio:**

NGOs, advocacy groups owning and / or operating Community Radio Stations and other not for profit organizations participating in production of programmes leading to social empowerment of PwDs and generating awareness amongst PwDs would be eligible for financial assistance under the scheme as may be decided by the Committee in conformity with the scheme guidelines issued by the M/o Information & Broadcasting.

#### **VII. Press / Media tours and other media specific activities**

The activity will include press / media tours, media workshop and other specific media activities including sensitizing the media for the cause of the PwDs. This will *inter alia* include State Government publicity units. Song and Drama Division, Department of Film Publicity of DAVP can be made use of for this purpose.

#### **VIII. Brand Ambassador**

The Government may consider appointing a Brand Ambassador with a view to catalize the whole activity under the scheme.

#### **4 (a) Organizations eligible for grants / financial assistance**

- i) Self-help groups
- ii) Advocacy and self-advocacy organizations.
- iii) Parents & Community Organizations working for mobilization and bring about change in social attitude
- iv) Psychological and emotional support service
- v) Community based rehabilitation organizations
- vi) Organizations working in the field of disability sector including those for labour market programmes, vocational training, social insurance, providing support services, stress management and social isolation eradication to PwDs.
- vii) Organisations under administrative control of Central / State Govt. including Departments, Universities, institutions, colleges etc.

**(b) Eligibility Norms**

(i) A minimum three year standing as a registered organization for organisations under 4(a) including organisations under Registration of Societies Act 1860, or a Public Trust registered under Indian Trust Act 1982 or the Charitable and Religious Endowment Act, 1920 or a corporation registered under Section 8 Companies Act, etc. or registered under any relevant Act of the Central / State / Union Territory.

(ii) The organization should be non-profit and not-for-profit organization or use its profits, if any, or other income in promoting charitable objectives.

(iii) Organisations under administrative control of Central / State Govt. including Departments, Universities, institutions, colleges etc. or a Corporation registered under Section 8 Companies Act, etc. or registered under any relevant Act of the Central / State / Union Territory is exempted from the conditions of registration under PwD Act.

(iv) Last three years duly audited and properly maintained accounts and income tax return and published Annual Report.

(v) The relevant activity for which grant / financial assistance is sought should reflect in their Memorandum of Association as one of the activities.

(vi) Only such organizations as have a good track record in the related field may be considered for grants.

(vii) In the case of NGOs, recommendation from State Govt. for the proposal is required.

(c) **Terms and conditions to be agreed by the organisations:-**

- i. In the case of NGOs, the organizations have to get registered on NITI Aayog portal and submit their unique ID number with the proposal.
- ii. A certificate that the organization will not get financial assistance from other source for the same component.
- iii. Income from the event, if any, will be reflected in the audited accounts of the organisation.
- iv. Separate Bank account for Grant-in-aid received will be opened by the organisation.
- v. All transactions more than Rs. 20,000/- will be made by the organisation through account payee cheque / ECS.
- vi. NGOs to ensure participation of local elected public representatives (Hon'ble MP, MLA etc.) and representatives of district administration in any such programme / event and send documents in the form of CD and photographs of their programme.
- vii. The proposal of organisation will be considered only if it provides details of activities, dates, place, participants, items wise budget components and outcome of the programmes.
- viii. NGO will maintain a website and prominently display details of grant-in-aid received, purpose thereof, events organized and list of participants with photographs and videos. NGO shall also submit / furnish alongwith every proposal a self-declaration that the organisation has not been black listed by any competent agency.
- ix. The organisation will be open to inspection by an officer / third party agency authorized by the Department.
- x. The gap between GIA and budget estimate should be borne by the organization and the organization has to provide a written confirmation in this regard. However, in case, the organisation is unable to bear the gap between budget estimate for the proposal and GIA recommended by GIA Committee of the Department, a revised proposal on the basis of recommendation of GIA Committee is to be sent by the organisation.

**5 Programme Management**

All proposals for financial assistance under the scheme after scrutiny at the Division level will be placed before a committee for approval of the content and quantum of financial assistance to be given within the broad parameters above



The constitution of the committee shall be as follows.

| <b>Sl. No.</b> | <b>Officer</b>   | <b>Role</b>      |
|----------------|--|------------------|
| (i)            | Joint Secretary (Awareness Generation & Publicity)   | Chairman         |
| (ii)           | Representative of IFD  | Member           |
| (iii)          | Representative of DAVP   | Member           |
| (iv)           | A special invitee from amongst PwDs / representative groups / organizations working in the field of disability | Member           |
| (v)            | Director / DS (Awareness Generation & Publicity)   | Member Secretary |

The Committee may also recommend readjustment / interchange of funds among various activities as per requirement. Inter change of utilization of funds under various components so as to ensure availability of funds for actual requirement under a particular component and / or to prioritise various activities, will be admissible. The validity of a proposal will be six months from the date of approval given by the Committee.

## **6 Sanction and release of funds**

Application for financial assistance under the scheme is called from the organisations in the prescribed format (Annexure)

All sanctions shall be issued after approval of the competent authority and all disbursements shall be made with the concurrence of IFD.

### **(a) Short term projects (one-time events or projects not exceeding 6 months duration):**

Disbursement will be made in two instalments as follows:

75% -on approval, acceptance, executing necessary bond etc.

25%- on receipt of final report and UC for the first instalment, audited statement of account along with item-wise expenditure.

### **(b) Long term Projects (projects of 6 months and more duration)**

Disbursement may be made in three instalments as follows:

40% on approval, acceptance of project and furnishing bank guarantee / execution of bond etc.

40%- After Progress review, receipt of UC of first instalment.

20%- On Receipt of final report, UC for full amount, and audited statement of account along with item-wise expenditure.

## 7. Cost ceiling / cost norms for funding under various activities\*

| S. N. | Components   | Cost ceiling  |
|-------|--|---|
| (i)   | Helpline   | Actual or prevailing market rates or as per NICSI / Govt. agencies rates, whichever is less.  |
| (ii)  | Content Development, Publications & New Media  | Actual or prevailing market rates or as per DAVP rates, whichever is less.  |
| (iii) | Events   | Actual or prevailing market rates or as per the rates of govt. agencies, whichever is less.   |
| (iv)  | Volunteer Service/Out-reach programme for sensitizing, Commercial Establishments and employers | Actual or prevailing market rates or as per the rates of govt. agencies, whichever is less.   |
| (v)   | Recreation and Tourism   | Actual or prevailing market rates or as per the rates of govt. agencies, whichever is less.   |
| (vi)  | Participation in Community Radio   | Actual or prevailing market rates or as per DAVP rates or in conformity with guidelines issued by the M/o Information & Broadcasting. |
| (vii) | Press / Media tours and other media specific activities  |   |

In case of actual or prevailing market rate, the organisation is to send the proposal with full justification.

\*When an activity under the scheme is undertaken directly by the institutions under Central / State Govt., funds will be sanctioned and released as per actual requirements.

## 8. Evaluation of the scheme

The progress made in the scheme implementation will be reviewed every two years and modifications/revision as necessary would be taken up with the approval of competent authority.

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**Application for financial assistance under Awareness Generation and Publicity Scheme**

From:

Date:

To

The Joint Secretary,  
Department of Empowerment of Persons with Disabilities (Divyangjan),  
Ministry of Social Justice and Empowerment  
Pt. Deendayal Antyodaya Bhawan, CGO Complex, Lodhi Road,  
New Delhi-110 003

**Subject: Assistance under Awareness Generation and Publicity Scheme**

I, -----submit therewith an application in the prescribed format alongwith requisite documents for a grant of Rs. -----under Awareness Generation and Publicity Scheme. I certify that I have read the rules and regulations of the Scheme and I undertake to abide by them on behalf of the Management. I further agreed to the following conditions:-

- (i) The accounts of the grant thus given shall be properly and separately maintained. The accounts shall always be open to check by an officer deputed by the Govt. of India or the State Government. They shall also be open to a test check by the Comptroller and Auditor General of India at his discretion.
- (ii) If the State or the Central Govt. have reasons to believe that the grant is not being utilized for approved purpose, the Govt. of India may stop payment of further installments and recover earlier grants in such a manner as they may decide.
- (iii) The Institution shall exercise reasonable economy in the implementation of the Scheme.
- (iv) The gap between GIA and budget estimate should be borne by the organization and the organization has to provide a written confirmation in this regard. However, in case, the organisation is unable to bear the gap between budget estimate for the proposal and GIA recommended by GIA Committee of the Department, a revised proposal on the basis of recommendation of GIA Committee is to be sent by the organisation.
- (v) The organization is registered under PwD Act and have valid PwD certificate.
- (vi) The proposal is recommended by the State Government.

- (vii) The organization is registered on NITI Aayog portal and submit its unique ID number with the proposal.
- (viii) Organization will furnish audited statement of account along with item-wise expenditure.
- (ix) Last three years audited accounts and income tax return is enclosed with the proposal.
- (x) Organization will not get financial assistance from other source for the same component. A certificate in this regard is enclosed.
- (xi) Income from the event, if any, will be reflected in the audited accounts.
- (xii) Separate Bank account for GIA received from this department will be opened.
- (xiii) All transactions more than Rs. 20,000/- will be made through account payee cheque / ECS.
- (xiv) The Institution will held the event under banner of Department of Empowerment of Persons with Disabilities, Ministry of Social Justice & Empowerment in the manner prescribed and after making wide publicity and information to District Magistrate office, State Government, local M.P. and M.L.A.

Yours faithfully,

(Signature)

(Designation)(Office Stamp)

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**Note: Wherever not applicable, please write: N. A.**

**Department of Empowerment of Persons with Disabilities (Divyangjan),**

**Ministry of Social Justice and Empowerment**

Name of the Scheme:

**1. Organization**

Name :

Address (Office) :

(Project)

Phone (Office) :

(Project)

Fax(Office) :

(Project)

E-mail(Office) :

(Project)

**2. List of Documents to be attached:**

- (i) Attested copy of Registration
- (ii) Attested copy of Registration under PwDs Act.
- (iii) Registration under Foreign Contribution Act (Yes / No)
- (iv) Memorandum of Association and Bye-laws
- (v) A copy of the Annual Report for the Previous year which should contain the balance sheet (including receipt and payment accounts), Income and Expenditure Account.
- (vi) Recommendation of District Magistrate / State Government for the proposal.

- (vii) Last three years audited accounts and income tax return
- 3. Details of the project for which the grant-in-aid is being applied.
- 4. Details of GIA received under other Schemes of-

State Government.....Central Government.....Other sources.....

5. I have read the scheme and fulfill the requirement and conditions of the Scheme. I undertake to abide by all the conditions of the Scheme. I also under take that:

(a) The funds will not be utilized for any other purposes.

(b) A separate account will be maintained for the funds received from the Ministry under the Scheme.

Signature.....Name.....Address.....

.....

.....Date.....(Seal).....

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**Note: Wherever not applicable, please write: N. A.**

**Department of Empowerment of Persons with Disabilities (Divyangjan)**

**Ministry of Social Justice and Empowerment**

**Name of the Scheme:**

**1. APPLICATION FORM FOR THE 2<sup>nd</sup> / 3<sup>rd</sup> INSTALLMENT**

**Organization**

Name :

Address (Office) :

(Project)

Phone (Office) :

(Project)

Fax (Office) :

(Project)

E-mail (Office) :

(Project)

**2. Grant-in-aid (in Rs.)Total:**

A. Applied in current year :

B. Received as 1<sup>st</sup> installment :

C. Applied for 2<sup>nd</sup> installment :

(i) The applicant organization should enclose the Utilization Certificate of the 1<sup>st</sup> / 2<sup>nd</sup> Installment.

(ii) Audited statement of account along with item-wise expenditure. Income from the event, if any, to be reflected in the audited accounts.

(iii) Any other information considered necessary by the organization or as asked for.

**Signature.....Name.....Address.....**  
**.....**  
**Date.....(Seal).....**