

# Inauguration of

ARUNIM

*Association for Rehabilitation Under National Trust Initiative of Marketing*

&

***Abiline***

*Aarth-Astha National Trust Ability Helpline*

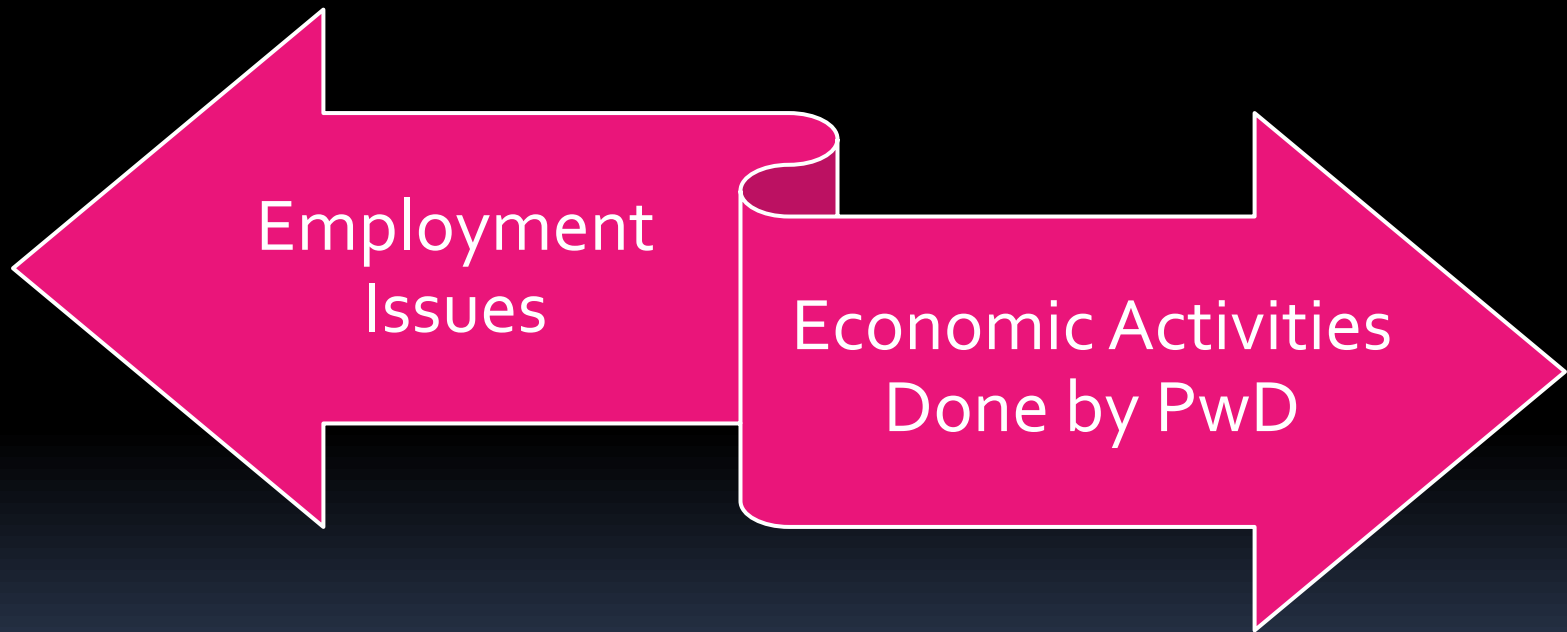


**Association for Rehabilitation Under  
National Trust Initiative of Marketing**

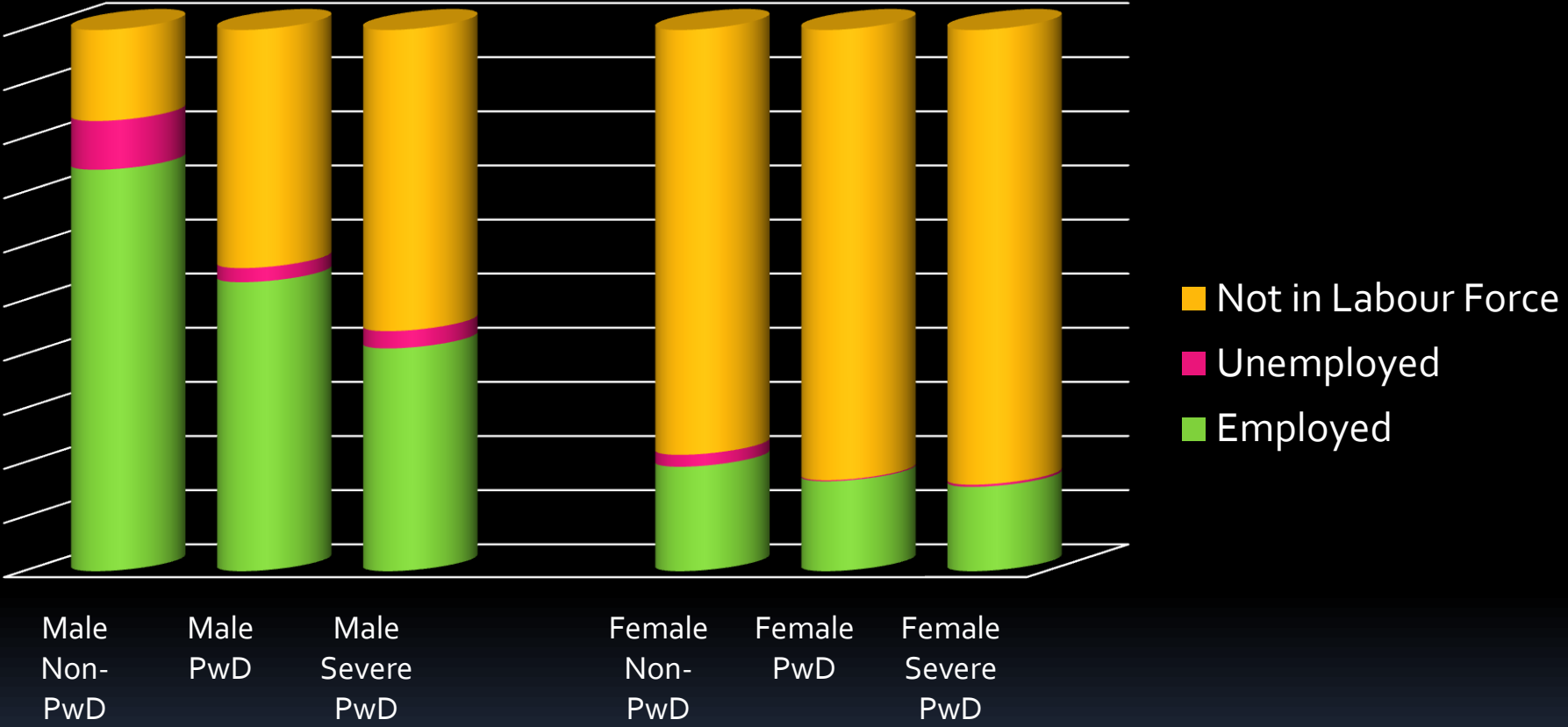
# How It All Began



# Economic Empowerment Scenario

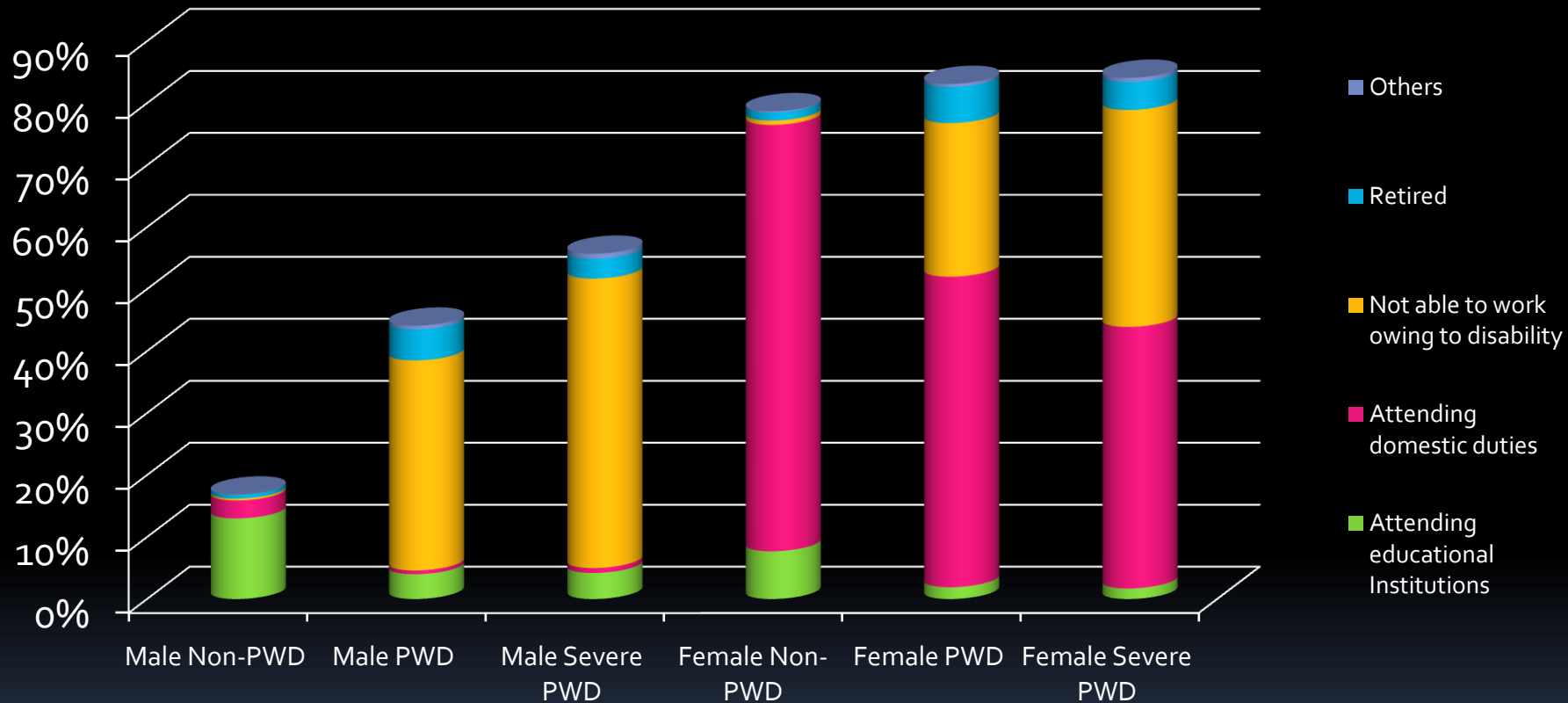


# Employment Issue



% Employed Lowest among Persons with Severe Disabilities particularly Female.

# What do the non-labour force Persons with Disabilities do?



Many PwDs unable to work owing to disability. Unable because of lack of access, adaptations and awareness

So what major economic activities  
Persons with Disabilities do now?

Work in  
Rehabilitation  
Centre/ Sheltered  
workshops run by  
NGOs

Make  
candles, files, paper  
products, textile  
products, food  
products....

# Present Scenario

## Product Selection

- No Market Survey
- **Low Cost** Products with **Low Volume** of Production
- No Product Standardisation, Design Improvement

## Production Process

- Slow, Mostly Manual
- Poor Economy of Scale
- Low Inventory Carrying Capacity

## Present Approach

- Charity, Time pass
- Low Commercial Consideration
- No synergy, networking
- Not scalable or self sustainable



# The answer?

## ARUNJM

### The Facilitator –

- of Resource Persons, Designers, Trainers,
- to help in **Skill Development, Product Development, Design Enhancement, Business Skill Training....**

### The Marketer –

- of products made by persons with moderate-severe disabilities,
- by finding markets,
- sourcing raw material,
- distributing, promoting and
- involving Corporates in support of the initiatives

# Salient Features

## All India Marketing Federation

### Membership

- Annual, Life time, or for different period

### Board of Directors

- 15 Directors, 3 years tenure

### Initial Corpus by National Trust

- Rs. 1 crore is earmarked
- Rs. 10 lakh pa Grant for 3 years

# Possible Advantages

Ensure Professional Approach

Provide an Institutional Arrangement

Develop a Brand Image

Ensure Leveraging & Benefits of Economy of Scale

Economic  
Empowerment



Information



Life  
with  
Dignity

# ABILINE

011 26466250



## Helpline

- In Collaboration With Aarth - Astha

## Informative

- Wide Range : Laws & Rights, Cross Disability issues, Facilities & Schemes, Health, Education
- Collection, Collation & Analysis of Data

## Professional & Personal Approach

- Counsellor
- Rehab. Professionals



**The World is moved along not only by the mighty shoves of its heroes, but also by the aggregate of tiny pushes of each honest worker.**

**Helen Keller**

