

## 1. Title of the practice: Project Ahsaas

(Underprivileged digital literacy coupled with Employment opportunities to the disabled community)

## 2. The context that required the initiation of the practice

Two out of every five visually impaired individuals are from India. The problem worsens with the fact that only 29% of these are literate. Moreover, impairment is still stigmatised in our country to an extent that even the deserving ones are deprived of any employment opportunity. Thus, we decided to step in through our endeavour, Project Ahsaas. Project Ahsaas aims to provide the specially-abled an opportunity of independence and self-sustenance, by making them self-employed entrepreneurs and responsible citizens of the society. We identified the flair VIs possess in using computers once trained and the lack of quality computer education for children belonging to lower-income groups and thus decided to bridge this gap by setting up computer centres run by visually impaired people.

We also realised the extent of the fashion industry pollution and trained our community of specially-abled to make products like slings, backpacks, laptop sleeves etc by upcycling denim cloth. This helps the specially-abled to make a living and sustain themselves.

## 3. Objectives of the practice

The main objective is to empower the visually impaired by creating **employment opportunities** for them, making them self-sufficient and also to spur a wind of **digital literacy along with an additional element of personality development training**. At the same time, the other leg of our project employs the community of specially-abled people to create innovative denim products designed by us and sell them under our brand name fulfilling the objective of providing employment opportunities to skilled specially-abled individuals who are otherwise left unemployed because of the stigma surrounding them. All profits from this activity are directed towards the community itself making them financially stable and independent at the same time.

## 4. The Practice

Our Project has 2 running verticals, namely; **Service Vertical** and the **Production Vertical**.

Under the Service Model, our primary goal is the establishment of **computer training centres with an additional element of personality development training** managed by visually impaired persons, our entrepreneurs, who impart digital education to underprivileged children. In 2018-19 we were able to establish 3 centres in Delhi, namely Choti Si Khushi in Dwarka, PUSA campus in Karol Bagh and Ashadeep Foundation in Dilshad Garden impacting lives of **150+ children and 3 VIs** and is in the process of opening 2 more centres with Sanskar Ashram under the Department of Women and Child Development within one month, thereby impacting 80 more children and 3 more Vis. This also includes a special curriculum to enhance the personality of the children as well as the VI.

Under **the Product Model**, we extended our project to all kinds of disabilities. This year we will be starting our own product line under the name '**Denims by Ahsaas**' wherein our products will be manufactured by the differently-abled using **recycled denim cloth**. These **innovative, eco-friendly products** will be further sold in the market for the general public to buy, ensuring the disabled community reap direct benefits from this and are able to sustain themselves. The first production centre is expected to start in the first week of January at Ashadeep Foundation, Dilshad Garden with the required training and skill enhancement provided by the Department of Vocational Rehabilitation Centre. The marketing collaboration would be organisations like MESH, AADI that work towards sale of products made by disabled individuals all across India.

## **6. Impact of the practice (100 – 120 words)**

Project Ahsaas has set up three computer centres so far, providing employment to 3 visually impaired individuals, and computer education to 150 kids from the backward communities. Our first centre was set up in Dwarka in collaboration with Choti si Khushi, and the second in Pusa's IARI Campus. Our third and most recent centre was set up in Dilshad Garden with the support of Ashadeep Foundation.

Through our product side, we expect to impact a total of 30 specially-abled individuals and recycle certain kilogram(depending on the sale) of jeans under our line "Denims by Ahsaas" by the end of the year. We will be selling our products through organisations like MESH and AADI thereby providing quality products at cheap rates to a very large population.

## **7. Resources required**

The resources required to run the centres include laptops, computer booklets, evaluation platforms. On the other hand, to set up production centres, we require sewing machines, denim cloth and other raw materials.

As of now, we rely on donations for laptops and the denim cloth.

## **8. About the Institution**

i. Name of the Institution : Enactus, Hansraj Project AHSAAS

ii. Year of Accreditation :

iii. Address :

iv. Grade awarded by NAAC :

v. E-Mail :

vi. Contact person for further details :

vii. Website :

