

AIF

AMERICAN
INDIA
FOUNDATION

CAMPAIGN VEER



PRESENTS



Being
human

VEER

POWERED BY



Unleash the Potential of Persons with Disabilities

GET INVOLVED

www.AIF.org

[@AIFoundation](https://twitter.com/AIFoundation)



216 E.45th Street, 7th Floor, New York, NY 10017
4800 Great America Parkway, Suite 400, Santa Clara, CA 95054
C-17 Green Park Extension, New Delhi 110016

UNLEASH THE POTENTIAL OF PERSONS WITH DISABILITIES

One out of every seven people in the world has a disability. The UN defines **persons with disabilities (PwDs)** as *all* persons who have long-term physical, mental, intellectual or sensory impairments which, **in interaction with various attitudinal and environmental barriers, hinder their full and effective participation in society on an equal basis with others.** While the data on the number of PwDs is scant and varied, it is commonly accepted by multilateral organisations and NGOs alike that approximately 70 million persons with disabilities live in India. In India, 60% of PwDs can take care of themselves without any assistance, yet, more than 60% are unemployed (NSSO, 2002). Of the people employed, the stark reality is that less than 1.5% are employed in formal sector industries. This is attributable to a combination of low education levels, lack of appropriate skills and poor access to employment opportunities, primarily due to high discrimination and social exclusion.

CAMPAIGN VEER

VEER showcases the strength and self belief of PwDs through 100 stories of individuals who have succeeded in their endeavors, despite environmental and attitudinal barriers. It is an initiative to raise funds for skill training and employment (including self employment) support for more than 1000 PwDs. The campaign will also generate awareness and advocate for inclusivity, accessibility and employability of people with disabilities. The funds raised through the campaign from public and corporate partners will be channeled to AIF as the sole implementation partner. Cost of training one PwD is INR 7,500. Learn more at www.theveer.in

CAMPAIGN IMPACT



Training and employment support for at least 1000 PwDs



At least INR 75 lacs raised



At least 100 corporates sensitized through ground events and forums



Corporates, politicians, NGOs, celebrities engaged

TIMELINES and REPORTING

The campaign trailers will be on air from the third week of January and the Launch Episode will be telecast on January 25 and 26. The funds collected through the campaign will be used over the next 12 months for skill training of PwDs, employer advocacy and employment support. All donors will receive quarterly updates on the campaign progress.

UNLEASH THE POTENTIAL OF PERSONS WITH DISABILITIES

MAST DISABILITY

AIF's Market Aligned Skills Training for Persons with Disabilities (MAST Disability) works towards ensuring equal, inclusive and dignified livelihoods for PwDs. The program builds skill sets of PwDs and facilitates access to employment, while also promoting awareness and acceptance of disabilities in the larger community.

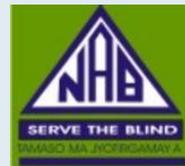
MAST begins with a labor market scan in each region, working closely with employers to develop the market aligned training curricula that form the heart of the program. Set over a period of three months, the comprehensive training encompasses domain/industry specific skills (Basic and advance I.T., Call Centre Training, Hospitality, Retail etc.), workplace readiness skills (Basic English, Financial Literacy and I.T.) and life skills. Specialized curricula developed by AIF for PwDs includes Basic Massage for visually impaired and Hospitality and Work Place Readiness for hearing impaired. Upon completion of the training, qualified candidates are given employment support, creating a path to financial independence. AIF not only promotes exclusive centers for disabled candidates, but also encourages inclusiveness in all its training centers. AIF also works with employers to identify workplace solutions, undertake job mapping, promote employee engagement and ensure non-discrimination.

MAST Disability has worked towards skill development and access to employment for PwDs since 2010.

Learn more at <http://aif.org/investment-area/livelihoods/>



PROMINENT MAST - DISABILITY PARTNERS



UNLEASH THE POTENTIAL OF PERSONS WITH DISABILITIES

CAMPAIGN PARTNERS



Promoted by brand **Thums Up** of Coca Cola India Private Limited (CC IPL), VEER communicates the brand's positioning of "unleashing the potential". The brand believes that everyone has inner potential, and if one can garner the strength and take the leap of faith to pursue his/her dreams, success is inevitable. Coca Cola is known to support its chosen causes for sustained periods. Its previously supported campaign, *Support My School*, has been running successfully for past two years and has raised over INR 13.6 crores.

Network 18

The media partner for the campaign is **Television 18**, one of the largest media players in India. The campaign will run on TV-18 network's most popular channels - IBN 7 (top Hindi news channel with 16% market share); CNN IBN (second largest English news channel with 28% market share) and Colors (amongst top 3 general entertainment channels).

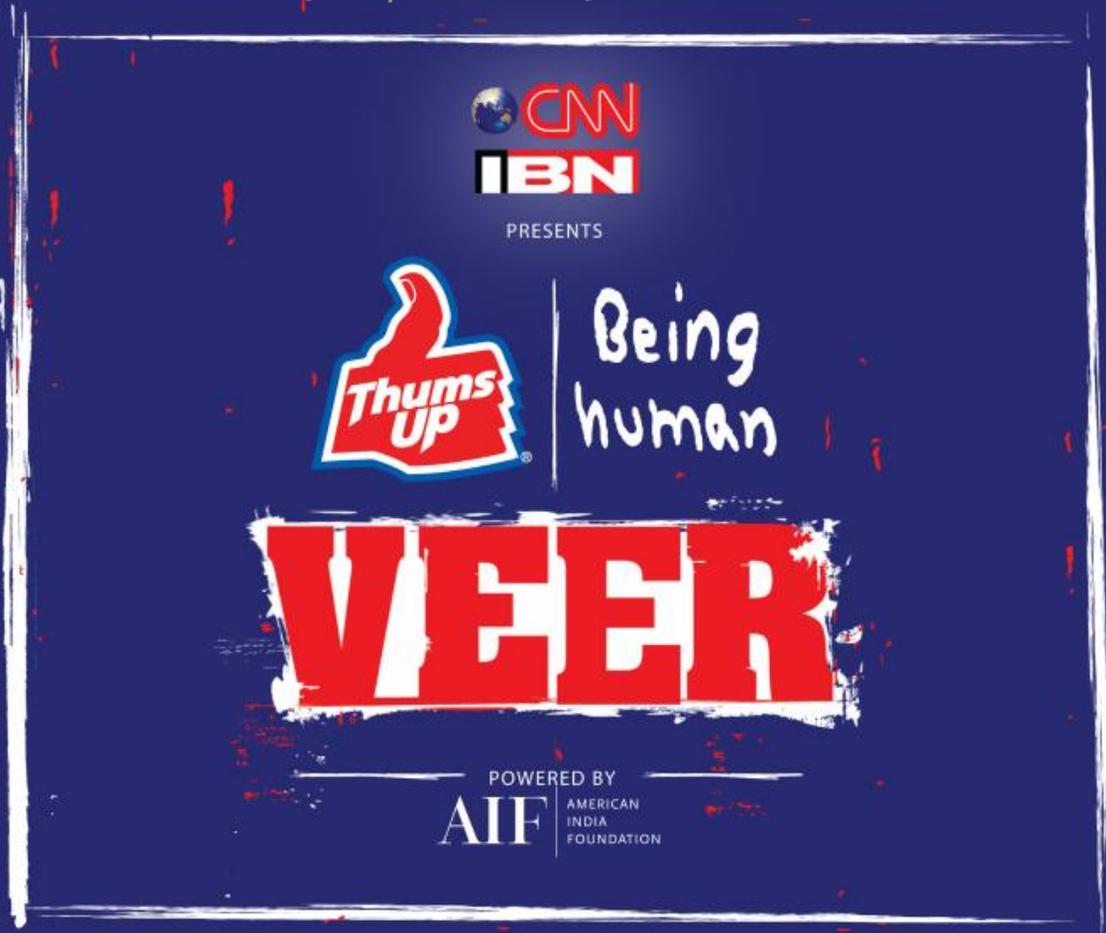
Being human

The Campaign face is Bollywood actor **Salman Khan**, who brings with him huge star power and mass appeal. He is also been very closely associated with the cause and is known for his philanthropic activities, particularly through the **Being Human Foundation**. To increase the reach and corpus of the Foundation, Salman Khan has undertaken initiatives such as Being Human art and Being Human merchandise. Being Human clothing was launched globally in 2012 and has gained a significant following in a very short time.

American India Foundation (AIF) is the strategy design and implementation partner for the campaign. Committed to catalyzing social and economic change in India and building a lasting bridge between the United States and India through high-impact interventions in education, livelihoods, public health, and leadership development, AIF has impacted more than 1.9 million of India's poor and aims to reach 5 million by 2018. Read more at www.aif.org

Unleash the Potential of Persons with Disabilities

INR 7500/ USD 125 trains 1 PwD*



Donate Online

In India

In U.S.A

Donate Offline

Mail a cheque or demand draft in favor of 'American India Foundation Trust' to:
American India Foundation Trust
C-17 Green Park Extension,
New Delhi, 110016 INDIA

Know More



*Minimum contribution INR 500