

A CAREER FOR PERSONS WITH DISABILITIES

Pankh Mumbai, which assists persons with disabilities (PwD), celebrated its first anniversary by launching an integrated website for all stakeholders



Pankh, a TRRAIN-Youth4Jobs initiative, has motivated consumer brands and retail chains to hire PwD, at a time when several players are in the midst of a rapid expansion.

Globally, one-seventh of the population suffers from a disability, and in India alone, there are more than 75 million citizens in this segment. In addition, a large proportion of the people with disabilities is in the working age group.

“People with disabilities can create diversity, which is good for business as they not only improve workplace morale and elevate customer service, but are ‘untapped’ resources of skills and talent. Keeping this in mind, we have initiated this program and are committed to creating sustainable livelihoods for PwD, and also promote inclusive growth in the retail sector,” said B S Nagesh, Founder, TRRAIN.

Pankh has already started working to implement its objective of transforming the lives of PwD, and has trained 170 youth over the past one year in Mumbai.

The *Pankh* Mumbai chapter was launched in early May 2013, at Malti Dayal Primary School, and regular classes under the supervision of trainer, Pradeep More, and sign language interpreter, Taslim Shaikh, were conducted. And, 34 students from the first batch were trained, and also got employment at Domino’s Pizza and HyperCity.

The popularity of this programme led leading organisations including Lifestyle, Mad over Donuts, KFC, Cafe

Coffee Day and Star Bazaar, which have also trained PwD and provided jobs in different roles.

To celebrate one year of its activities, *Pankh* launched a website, which will not only support the persons with disabilities, but also enable organisations to support this initiative.

“It is heartening to see how a small idea has today become an acceptable ‘cause’ in retail, with ‘chapters’ in Ahmedabad, Mumbai, Hyderabad and Bengaluru. This is our attempt to empower the PwD and give them an avenue for sustainable livelihood and growth,” said Ameesha Prabhu, CEO, TRRAIN.

Pankh is planning to expand its presence to Baroda, Pune, Nasik and Nagpur, over the next few months.

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