

World Disability Day- 2011

WORLD DISABILITY DAY 2011 was celebrated by organizing a **One Week Disability Awareness** beginning **3rd to 9th December 2011** in association with **OBEROI MALL**, supported by **LOOP MOBILE** along with a **Poster Campaign** exclusively for **Loop Mobile Stores in Mumbai**.

As an advocacy group believing in collaboration and networking we shared our Oberoi Mall space with the following organizations:

- Ferro Equip represented by Ferdinand Rodricks who displayed a modified car.
- NUK Health Care who exhibited and demonstrated a Standing Wheelchair that was available for them.
- Barrier Break Technologies who showcased and demonstrated an array of Assistive devices used by persons with different disabilities.

WDD 2011: DISABILITY AWARENESS POSTER CAMPAIGN

The Poster Campaign was also part of WDD 2011 Celebration and was supported by Loop Mobile. We invited our disabled and non disabled friends for a photo shoot by photographer Chirodeep Chaudhuri and his friend Arindam Chakroborty. We thank all of them for their time and patience during the shoot.

Three posters were designed and created with appropriate copy to go with each with the sole purpose of ‘Enhancing APPROPRIATE VISIBILITY’ of persons with disabilities and projecting People with Disabilities as ordinary people sharing the same need to feel included, recognized and loved.