

## **WORLD DISABILITY DAY- 2013**

**The Theme of the International Day for Persons with Disabilities this year was "BREAK BARRIERS, OPEN DOORS".**

We edited and created a 30 second version of our film "Leave No One Behind" originally created to be submitted in the One Minute category competition of Ability Fest held in Chennai in October. We created 5 language versions of the film. Besides English we dubbed it in Hindi, Marathi, Bengali and Tamil. We then approached Satellite Channels and our friends across the Media to support the cause of disability awareness by airing the film as a Public Service Announcement on and around December 3rd celebrated as the "International Day For Persons with Disabilities" or the 'World Disability Day'! 2013. We thank Indranil Goswami for the concept, Abhay Tiwari for directing the film. We thank cinematographer Pushpank Gawde for always being there for us and for putting us on to production expert, Raghvendra Hegde who supported in editing the film to a 30 second version. We also thank Late Mr. Desai for assisting us in the shoot.

Our friend Arvind Prabhoo graciously connected us to Vynsley Fernandes, Director, Castle Media Pvt. Ltd., who in turn connected us to Clyde & Luke Kenny of 9XMEDIA, Neha Awasthi of NEWSX & Sanjay Ballabh of FOODFOOD Channel who all aired the film on 2nd and 3rd December. We would like to express our gratitude to CNBC TV18 and CNBC AWAAZ team for their decision to air this film across the month of December. We thank Mr. Ishan Raina of OOH Media and his team for endorsing the film which was screened on OOH LED Screens across locations in Mumbai, Delhi,

Bangalore, Hyderabad, Chennai, Pune, Kolkata and Ahmedabad. We would also like to acknowledge the support of Sound & Vision Studios, Mumbai, especially Mona Shetty and her team for arranging and use of their studios for doing our language version dubs. We thank Ashish Vidyarthi, Vijaya Shankar, Pallavi Dalal and Mona Shetty for lending us their voices and Vikram Shinde for recording and mixing the same. We thank Godwin, Manager Sound and Vision Studio for facilitating the process. We appreciate the efforts of Arun Mukkath, Smitha Sadasivan of Vidya Sagar, Namita Jacobs of Perkins International, Rahul Purya Kasthya of 24GHANTE, Debjani of NEWS TIME and Mr Chandramohan of SAAM TV. We thank Rehabilitation Council of India for uploading the film on their PUNARBHAVA website, and Mrs Poonam Natarajan for doing the same on THE NATIONAL TRUST Website.

MUMBAI RISING FOR DISABILITY ACCESS: WE THE PEOPLE TOO: IDOD CELEBRATION BY ADAPT, 03.12.13

Ritika was also invited by ADAPT, Mumbai to participate in the *Mumbai Rising for Disability Access: We the people too* event held at the Azad Maidan on the 3rd of December to celebrate IDOD 2013. She represented Trinayani and expressed her views on the panel discussing the Challenges faced by People with Disabilities and Parents. The session was moderated by Dr. Mithu Alur.

### **Indigo Airline Support to our WDD Celebration, 2013**

Trinayani is associated with Indigo Airlines in a consultative capacity since 2012 when we conducted two, two and half day long Train the Trainer program modules for their Airport Managers from across the country. We then helped script and create the power point presentation that they now use for In-house training. We have also helped them edit the content for their website pertaining to information for passengers with disabilities.

In 2013, in celebration of the World Disability Day INDIGO AIRLINES supported us by dedicating a page in their Hello 6 E In-flight magazine which mentioned Trinayani and its cause while endorsing one of our I-pad sleeve exhibit, created out of a 'print', made by a team of disabled and non disabled persons.