

A UNIQUE “SPECIAL EDUCATION” CSR PROJECT

aimed at educating Schools, Colleges
& Corporates on **DIVERSITY, EQUITY,
SOCIAL INCLUSION (DESI) SKILLS**

A CSR Proposal to develop a Library of
**MULTI-LINGUAL SCENARIO BASED
MICROLESSONS / COURSES**
on Diversity, Equity & Social Inclusion

ABOUT ASF - ACE SOCIAL FOUNDATION

ASF is a decade+ old registered Not-For-Profit Society that champions the cause of empowerment of DIG's (Diverse Identity Groups including PwDs).

ASF FUNDAMENTALLY WORKS ON TWO IMPORTANT AREAS:

1. **Sensitizing & Educating the world** about Diversity appreciation & Inclusion of People with Disabilities (PwD's) & other Diverse Identity Groups like Women, LGBTQ, Elderly, etc.
2. **Employment Creation** for DIG's leading to the financial liberation for the DIG's

ASF OPERATES 2 FLAGSHIP INITIATIVES:

1. **Dialogue in the Dark (DID)**, A darkness themed sensitization empathy experience
2. **DESI NATION** - a digital **DEI** education initiative



WHAT IS



- ✓ India's first tech-enabled Digital **"SPECIAL EDUCATION"** initiative
- ✓ Focused on Educating the world about Diversity, Equity, Social Inclusion (DESI) of Diverse Identity Groups.
- ✓ Desi Nation does this by creating & delivering thought provoking, relevant & powerful Scenario based micro video lessons

PERSONS
WITH
DISABILITIES



SOCIO-ECONOMIC
STATUS,
LANGUAGE,
GEOGRAPHY,
COLOR, CASTE &
RELIGION



GENDER &
SEXUAL
ORIENTATION



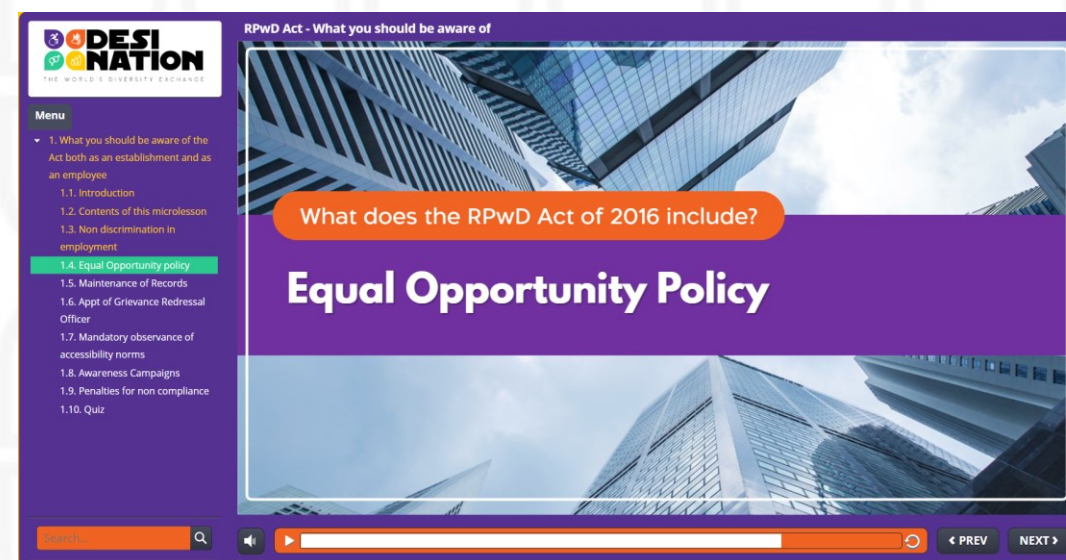
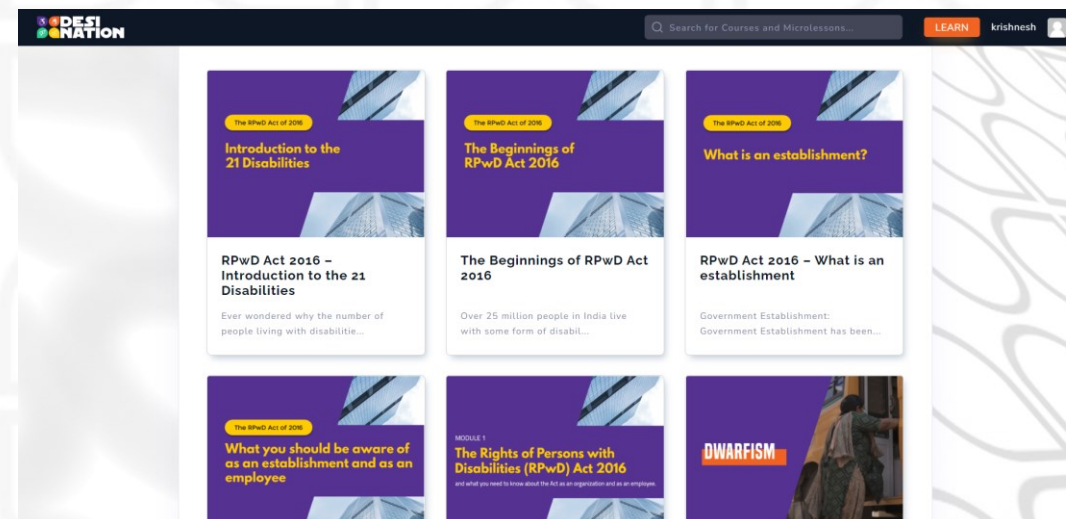
AGE
&
GENERATION



DESI NATION ACHIEVEMENTS

what we have done so far

- CREATED **88 LESSONS** (SCENARIO BASED MICRO VIDEO LESSONS)
- **400+ minutes (6+ Hours)** of learning content on topics like disability, unconscious bias revolving around Gender, Transgender
- **150+** quizzes
- Our hosted option includes a Learning management **system to manage and track learning outcomes**
- A SCORM compliant **LMS platform**
- Content pertinent to **Indian culture** and daily circumstances
- Option to Present across **different languages**



FEW OF OUR PRESTIGIOUS DESI LEARNING ORGANISATIONS

Infosys®



**Goldman
Sachs**

publicis
sapient



DIAGEO

bb bigbasket

vmware®

kyndryl™

BERKADIA®



HSBC 



DESINATION - GOVT & BUSINESS LEADERS SPEAK



D. DIVYA IAS

SPECIAL SECRETARY TO GOVT.
WOMEN, CHILDREN, DISABLED,
SENIOR CITIZENS DEPT
GOVT. OF TELANGANA

DesiNation has come with a unique module that covers all 21 disabilities in a comprehensive and sensitive manner. The instruction is not in a preachy mode but in an interactive mode.



STUTI KACKER

FORMER SECRETARY TO GOI,
DEPT. OF EMPOWERMENT OF
PERSONS WITH DISABILITIES,
MINISTRY OF SOCIAL JUSTICE

I strongly recommend the DesiNation E-Learning video lessons to everyone in the corporate, education and government sector; to sensitize them on Disability, its Diversity and need for Inclusion.



NISHA ATEY

DEI MANAGER - INFOSYS

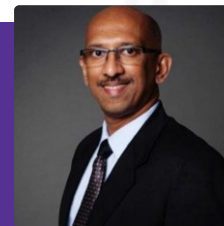
DESINation microlessons on disability inclusion are extremely good to sensitize our employees on the subject matter. Since the content is short and crisp, it is easier to learn and also the fact that the content is followed by an assessment ensures the learners know the content well.



MRIDULA SANKHYAYAN

PRESIDENT - WICCI INDIA
FORMER HEAD - D&I,
GOLDMAN SACHS INDIA

Your effort is commendable. People are not able or disable, our thinking is. If we can change the mindsets of people through these videos, it will go a long way in building a sustainable, equitable and inclusive world for us all.



THOMAS M C

MANAGING DIRECTOR
- MINING DIVISION
ADITYA BIRLA GROUP

It helps me develop empathy and more capable of dealing with diversity both as an individual and as a an industry person where we want to encourage and respect diverse people.

OUR SAGE BOARD

(STRATEGIC ADVISORY GROUP OF EXPERTS)



Kirthiga Reddy
Former Facebook India Head
& Softbank Vision Fund
Director



Santanu Paul
Founder | Chief Executive
Officer | Managing Director
TalentSprint



Shalini Khanna
Founder Director - NAB India-
Centre for Blind Women and
Disability Studies



Shashaank Awasthi
Co-founder - v-shesh, India
Advisor - Gray Ghost Ventures



Madhavi Pandrangi
Former Director –
Price Waterhouse Coopers



Ashok Pamidi
Start-up Evangelist and Advisor,
Former CEO, NASSCOM
Foundation



Madan Padaki
President, TiE Bangalore
Strategic Advisor UNICEF India
Founder & CEO - 1Bridge



Rahul Gupta
Former Head, Financial
Sponsors Coverage,
Axis Bank Ltd
Visually Impaired



Mridula Sankhyayan
Ex-Goldman Sachs | President- India-
UAE WICCI | Founder and Leadership
Coach Vatt Vriksh Consultants



Sujiv Nair
Global CHRO & CTO
-RE Sustainability Ltd

OUR CSR PROPOSAL TO YOU

THE INDEX



WHAT PROBLEM IS DESINATION SOLVING



THE REASON FOR THE PROBLEM



ABOUT DESINATION SOLUTION



THE MANDATE FOR DEI IN INDIA



DESINATION CSR PROPOSAL SPECIFICS



ABOUT ASF COMPLIANCES

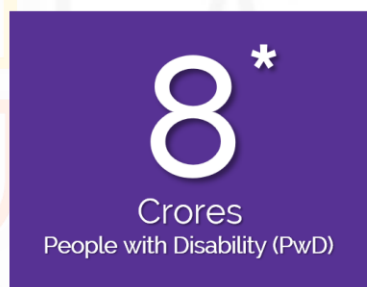




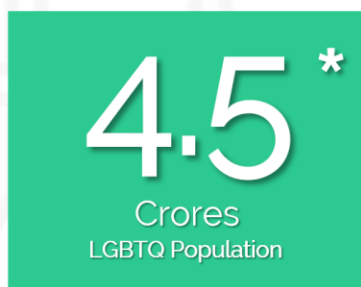
WHAT PROBLEM ARE WE SOLVING THE INDIAN CONTEXT

60 crore (600 million) Indians with diverse identities are waiting to be included

The Pain of Social Exclusion: 5%-7% - Loss to GDP



India is home to about 8 crore (80 million) people with disabilities (PwDs).



The size of the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) population in India is about 4.5 crores (45 million)



Though women in India represent 48% of the population, they contribute only around 17% of GDP



Over 60 crore (600 million) Indians have been excluded due to a lack of appreciation for diversity and inclusion

* Obtained from World Bank and other government reports

WHAT ESG GOALS IS DESINATION CHAMPIONING



LEAVE
NO ONE
BEHIND

THE REASON FOR THIS PROBLEM

LACK OF ENCOUNTERS WITH PEOPLE FROM DIVERSE IDENTITIES HAS LED TO EXCLUSION



Transwoman



55+ Aged Man



Young Woman



Person with Hearing Impairment



Transman



Person with Multiple Sclerosis



Person with Visual Impairment



Person with Intellectual Disability



Person with Blindness



Person with Locomotor Disability

LACK OF ENCOUNTERS PERPETUATES



IGNORANCE



ATTITUDINAL BARRIERS



LACK OF SKILL TO DEAL WITH DIVERSITY



EXCLUSION OF DIVERSE PEOPLE

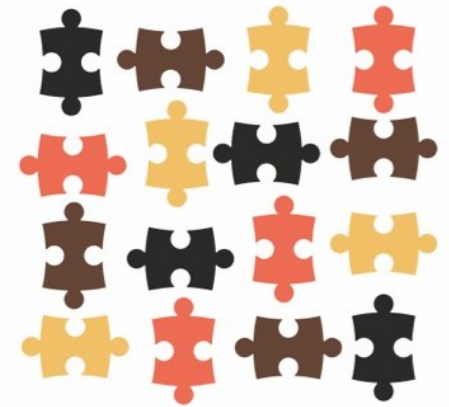
THE MANDATE FOR DIVERSITY & INCLUSION IN INDIA



DIVERSE IDENTITY GROUPS (DIG) D&I AGENDA

1. RPWD ACT 2016 MANDATES EVERY ORGANISATION TO PRACTISE DISABILITY INCLUSION. **EQUAL OPPURTUNITY POLICY MANDATED.**
2. **LEAVE NO ONE BEHIND** : THE UN SDG 2030 GOAL EMPHASISES THE PWD SECTOR TO BE INCLUDED AROSS ALL THE 17 SDG GOALS.
3. **ESG NORMS IN INDIA**: SEBI STIPULATES THAT THE DISCLOSURE MUST BE MADE THROUGH A NEW FORMAT, NAMELY THE BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT (BRSR). BRSR REPORTING HAS BEEN MADE MANDATORY FROM FY 2022-23. **D&I EDUCATION BY ASF FALLS UNDER THE S - SOCIAL ASPECTS OF THE ESG NORMS.**
4. **THE TRANSGENDER PERSONS** (PROTECTION OF RIGHTS) ACT, 2019 MANDATES EDUCATIONAL INSTITUTES AND ESTABLISHMENTS TO PRACTICE INCLUSION OF TRANSGENDER PERSONS.

DIVERSITY



INCLUSION



#aworldforall

THE MANDATE FOR DISABILITY SENSITISATION SPECIAL EDUCATION IN INDIA

❑ EXTRACTS FROM THE RPWD ACT 2016:

1. EVERY EMPLOYEE IN ALL ESTABLISHMENTS TO BE SENSITISED ABOUT PEOPLE WITH DISABILITY & THEIR INCLUSION
2. **ORIENTATION AND SENSITISATION AT THE SCHOOL, COLLEGE, UNIVERSITY AND PROFESSIONAL TRAINING LEVEL ON THE HUMAN CONDITION OF DISABILITY AND THE RIGHTS OF PERSONS WITH DISABILITIES**
3. ENSURE THAT THE RIGHTS OF PERSONS WITH DISABILITIES ARE **INCLUDED IN THE CURRICULUM IN UNIVERSITIES, COLLEGES AND SCHOOLS.**

❑ RIGHT TO EDUCATION ACT (RTE) MANDATES DIVERSITY & INCLUSION EDUCATION IN SCHOOLS. **TEACHERS, STUDENTS TO BE SENSITISED ON DISABILITY DIVERSITY**

❑ HIGHER EDUCATION SECTOR - COLLEGES, PROFESSIONAL EDUCATION, UNIVERSITIES - DIVERSITY EDUCATION MANDATED. **FACULTY, STUDENTS NEED TO BE EDUCATED ON DISABILITY INCLUSION**

❑ SKILLS SECTOR MANDATES 5% RESERVATION IN SKILL TRAININGS ECOSYSTEM : **DIVERSITY & INCLUSION OF PwD EDUCATION IS A PRE-REQUISITE**



people with disability



people with disability **are people with abilities**

people with disability **are employable**

people with disability **can lead an independent life**

people with disability **are people with possibilities**

**APPRECIATING
DISABILITY DIVERSITY & INCLUSION
IS A SKILL**



#DIVERSITYMATTERSNOW

THE SOLUTION : SPECIAL EDUCATION BY DESIGNATION

focused on Diversity, Equity, Inclusion & Belongingness



EDUCATE

SCHOOL & COLLEGE STUDENTS
DIVERSITY SECTOR STAKEHOLDERS
TEACHERS, STAFF & TRAINERS ON
SIGNIFICANT ASPECTS RELATING TO
**DIVERSITY, INCLUSION & MAINSTREAMING
OF DIVERSE IDENTITY GROUPS (DIG's)**
THROUGH HIGHLY ENGAGING
SCENARIO BASED MICRO VIDEO LESSONS



OUR CSR PROPOSAL

SUPPORT THE CREATION OF 10 VIDEO LESSONS

1. Partner DESI **"SPECIAL EDUCATION"** program for School Teachers & Students
2. Fund the entire cost of producing the video lessons that will be **distributed to 5,000 learners which includes Teachers & Students.**
3. Content will be specifically curated on themes like Disability, Gender, LGBTQ community, Conscious & Unconscious bias
4. Content will address & educate about all core problems outlined in the new **NATIONAL EDUCATION POLICY 2020** especially to uplift the Specific Disadvantaged Groups emphasized in the NEP 2020.
5. Content will be available to School Teachers & students in English & Hindi plus 1 local Language.



CSR FUNDING SOUGHT FOR 10 LESSONS

OUTCOMES

EDUCATE 5,000 LEARNERS ON DIVERSITY, EQUITY & INCLUSION

Targeted No. of Learners : 5,000

Target Audience : School Students from Class 6 & Upwards, Teachers & Staff

Educational lessons on :

1. Disability
2. Conscious & Unconscious Bias
 - Gender
 - Elderly
 - LGBTQIA+

Impact Measurement :

1. Pre Learning Evaluation Survey
2. Post Learning Evaluation
3. Certification
4. Live Demo Project

HOW IS DESINATION ELIGIBLE FOR CSR FUNDING

“**DESI SPECIAL EDUCATION**” program qualifies for CSR under Section 135 of the Companies Act 2013 Schedule VII – item ii

“**PROMOTING EDUCATION**, including “**SPECIAL EDUCATION**” and employment enhancing vocation skills especially among children, WOMEN, elderly and THE DIFFERENTLY ABLED and livelihood enhancement projects”





BENEFITS OF YOUR CSR CONTRIBUTIONS

RECOGNITION

- **YOUR ORGANIZATION WILL BE RECOGNIZED AS A CHAMPION OF DEI EFFORTS**
- DEI RECOGNITION HELPS BUILD RESPECT & BELONGINGNESS AMONG EMPLOYEES
- PRO DEI COMPANIES ATTRACT THE BEST NEW TALENT

BRAND VALUE

- **YOUR BRAND WILL BE VISIBLY KNOWN TO 5,000 LEARNERS**
- 5,000 LEARNERS & THEIR EXTENDED COMMUNITY WILL APPRECIATE YOUR COMMITMENT TO DEI EDUCATION

RESPECT

- **A GREAT BRAND VALUE CREATION AMONG THE FUTURE GENERATION**
- YOUR BRAND WILL BE APPRECIATED AS A CORPORATE SOCIAL & CONSCIOUS COMPANY



STATUTORY COMPLIANCE INFORMATION OF ACE SOCIAL FOUNDATION

CERTIFICATION OBTAINED

- Registrar of Societies – Registration No. of ACE Social Foundation **215 of 2013**
- Income Tax Certificate under **12AA of the Income Tax Act 1961**
- Income Tax Certificate under **80G of the Income Tax Act 1961**
- FCRA Registration Granted by Govt. of India - Ministry of Home Affairs. Reg No: 368140031
- MCA Certification – T96973649
- Niti Ayog Registration ID – AP/2015/0093078

🌐 **WEBSITE** - www.thedesination.com

📘 **FACEBOOK** - www.facebook.com/dialogueinthedarkindia

📷 **INSTAGRAM** - www.instagram.com/dialogueinthedarkindia

📺 **YOUTUBE** - www.youtube.com/acetake1



THANK YOU



THE WORLD'S DIVERSITY EXCHANGE

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