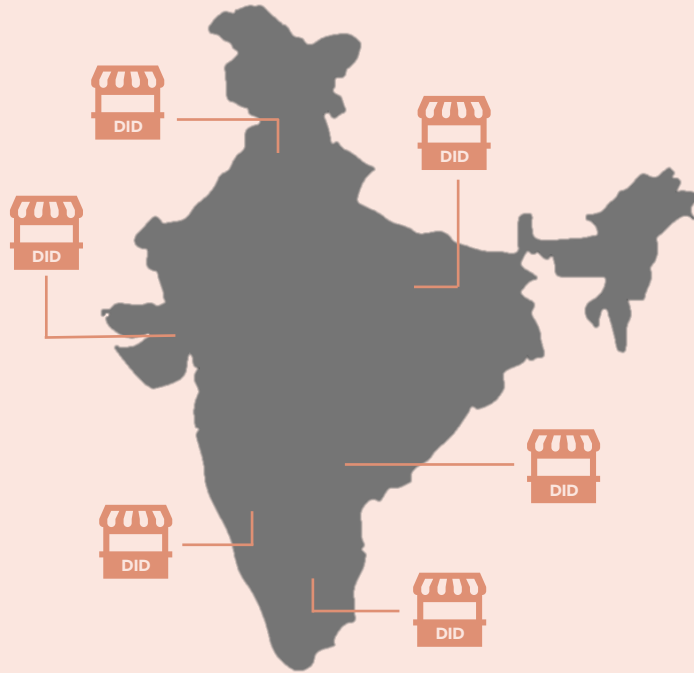




DIALOGUE IN THE DARK CSR PROPOSAL

Inclusion begins when empathy
replaces sympathy & charity

A UNIQUE CSR PROPOSAL TO CREATE LIVELIHOOD FOR WOMEN & PwDs (PERSONS WITH DISABILITIES)



- A travelling Dialogue in the Dark model that will educate students in schools, colleges & universities.
- Employees in the Corporate, PSU's & Govt.
- An empathy based darkness experience that will educate every learner on diversity, equity & inclusion.
- A viable & self-sustainable social impact business model for PwDs.

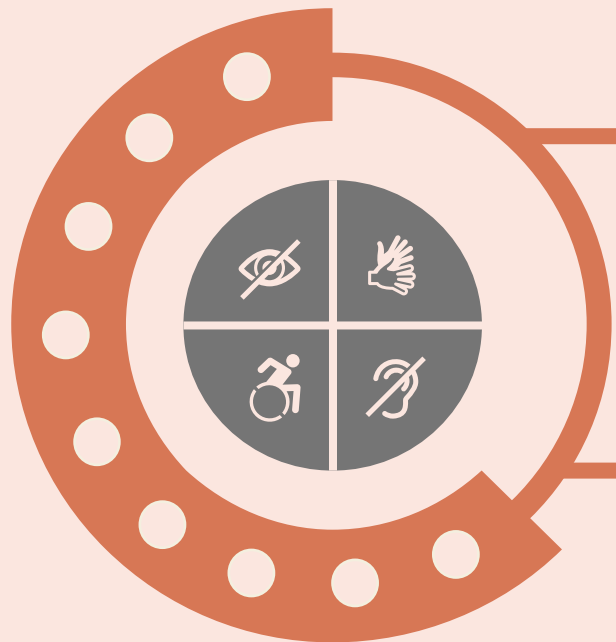


THE DIALOGUE JOURNEY

INTERNATIONALLY ACCLAIMED EXPERIENCE | 15 MILLION VISITORS WORLDWIDE
130 CENTRES | 41 COUNTRIES | 30+ YEARS OF SOCIAL CHANGE
12 YEARS IN INDIA | 6,00,000+ VISITORS



DIALOGUE IN THE DARK : VISION & MISSION



THE VISION

TO SENSITISE & EDUCATE THE WORLD ON
DISABILITY INCLUSION & MAINSTREAMING

FOR DIVERSITY, INCLUSION & MAINSTREAMING
OF DISABILITY TO REALLY WORK,
EDUCATING THE NON-DISABLED WORLD IS THE

1ST SIGNIFICANT STEP



WHAT IS DIALOGUE IN THE DARK (DID)

Dialogue in the Dark is a **DARKNESS THEMED EMPATHY EXPERIENCE IN A TRAVELING FORMAT** wherein the visitors will experience various real life situations by using their other 4 senses namely Touch, Smell, Taste, Hearing & speaking.

Dialogue in the Dark lets you step into the shoes of a visually impaired person to experience their way of living, their challenges and most importantly, **their abilities** in an immersive dark exhibition format which is facilitated by the visually impaired themselves.

This role reversal brings about a radical change in the mindset of the visitors, thereby, leaving them with a view that the PwD's **need economically empowering opportunities and not sympathy.**

Dialogue in the Dark's mission & objective is to break the stigma, prejudices, myths, misconceptions associated with disability and **promote social inclusion of PwDs.**



WHAT IS SO UNIQUE ABOUT DIALOGUE IN THE DARK (DID)?

- A first of its kind - 80% of DID staff - Visually impaired
- The only empathy experience in the world to use pitch darkness to educate the world about the **abilities of Persons with Disabilities**.
- Alters mindsets of visitors from sympathy to empathy.
- Champions diversity and social inclusion of the Differently abled worldwide.
- The role reversal of the blind leading the sighted brings about a transforming change in the mindset of the visitors about the abilities of the PwD's.



Dialogue in the Dark is rated as one of the
“**25 must do in a lifetime**” experiences by Forbes



HOW DOES DID CREATE IMPACT?



DARK TOUR

- An immersive walk-through tour
- Explore everyday situations such as crossing the road, playing cricket in the dark, shopping at supermarket etc, all in complete darkness
- Heighten other 4 sense of touch, taste, smell and sound



4 SENSES CHALLENGE

- A customized dark experience, where visitors participate in group-based activities
- Allows visitors to step out of comfort zone, rediscover oneself & reflect in a fun-filled way.



COFFEE IN THE DARK

- Coffee in the Dark is an innovative mix of fun and adventure
- Explore the art and science of making coffee in complete darkness
- Helps participants bond like never before



SPECIAL EVENTS

- Adopts unconventional pedagogical tools to facilitate transformative learning.
- Dialogue Special Events have been organized at prestigious events as the World Economic Forum Meetings, Entrepreneurs Organization, YPO, EO, ASHOKA etc.



HYDERABAD

INORBIT MALL



HYDERABAD

TOURISM PLAZA



BANGALORE

PHOENIX MALL



CHENNAI

EXPRESS AVENUE MALL



RAIPUR

MAGNETO MALL



MUMBAI

MAKER CHAMBER 3

DID PRESENCE IN INDIA OVER THE YEARS (2010 – 2023)

Dialogue in the Dark has been presented in a permanent exhibition format in 6 locations



**60 + 6
200+
6 Lac
52,000
10,000
6,000
4,000
₹ 25 Cr**

DID LOCATIONS – TEMPORARY &
PERMANENT

VISUALLY IMPAIRED HAVE BEEN
EMPLOYED AT DID INDIA

INDIANS HAVE BEEN SENSITISED
ABOUT THE ABILITIES OF PWDS

SCHOOL & COLLEGE STUDENTS
HAVE BEEN SENSITISED

PwD JOB PLEDGES HAVE BEEN
CREATED IN CORPORATE INDIA

PwDs HAVE BEEN SKILLED

PwD JOBS HAVE BEEN CREATED
ACROSS 18 SECTORS

PwD ECONOMY CREATED IN
THE COUNTRY

**DIALOGUE IN THE DARK
LANDMARK
ACHIEVEMENTS
OVER THE YEARS**



DID experience mandated by the Commissionerate of Collegiate Education (Telangana State) - A visit to Dialogue in the Dark for all the Principals of Government Degree Colleges.



DID - DESI (Diversity Education for Social Inclusion) Program for Schools and Colleges has been recommended by Ministry of Social Justice and Empowerment, Govt of India, New Delhi.



DID experience Mandated for all IAS Trainees at MCRHRD Institute, Government of Telangana and Administrative Staff College of India as an internal training program.



G.O. 27 issued by Government of unified Andhra Pradesh for promoting awareness of visually impaired - a visit to the Dialogue in the Dark (did) exhibition for all India service officers and HODs.



DID SIGNIFICANT POLICY LEVEL MILESTONES





DID F&B AWARDS

Dialogue in the Dark has been recognized by credible accreditation organisations / bodies such as The Week, Rocheston & Franchise India

DID INNOVATION AWARDS

Dialogue in the Dark is also a proud recipient of several innovation & entertainment based awards from prestigious players such as Indian Express Group, Trip Advisor India & Inorbit Mall.



RATED 4.5 / 5

on both influential digital media platforms such as Zomato & Facebook for 6 consecutive years



DIGITAL MILESTONES

Dialogue in the Dark also enjoyed a massive fan following on social media and F&B platforms making it a sought after brand among the youth



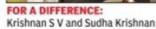
SOME OF OUR ESTEEMED CLIENTS

Ranjani.Ayyar@timesgroup.com

When Krishnan S V and Sudha Krishnan experienced it abroad many years ago, it was purely out of boredom. Today, the two are championing 'Dialogue in the Dark' in India with experiences and restaurants in Hyderabad, Bengaluru, Raipur and now in Chennai.

In the time one spends engulfed in darkness, the couple intend to subtly inculcate a sense of how the life of a visually challenged person can be, packed with multiple lessons. "Many a time, we tend to overeat at restaurants. Here, a



With this immersive experience, the restaurant attempts to empower both the visitor and the visually challenged employees, in an enter-

"Differently abled people do not seek our sympathy. An empathetic experience like this ought to make people more willing and open to how the life of a differently abled person is and how they can contribute," said Krishnan.

To help people create a difference, the "Take One" programme offers corporations an opportunity to commit to hiring one differently-abled person, in any capacity. "This is an appeal to every corporate citizen to take one differently-abled person and make their workforce truly inclusive," he said. More than 268 corporations have made this commitment to date. With acesocial.org, the two have trained 4,100 people with disabilities and created more than 3,100 corporate jobs.

2000 स्क्वायर फीट में फैले इस रेस्टोरेंट में जंगल और झरने का भी लुफ्त उठाया जा सकता है।

By: दरिया अजय राय
Published: 24 Aug 2016, 11:01 AM IST



Have You Ever Eaten a Meal in Complete Darkness?

Share Facebook: @ClevelandBlogs Updated: July 12, 2017 12:21 PM



Dialogue In the Dark - India



drink experience

Fade to black

Walk

[illegible]

adjusting tables. At first, this is fun because you're "Skepticality del!" on one end. And once you laugh at your pose, like when is evidently scared someone to sit down.

My female friend and I through come with a little more magic. Dark room adds, what we were "Skepticality" in that

The most common question we get from people is, "Will I be able to eat in the dark?" We tell people, as long as you can find your mouth — you're good.

—SV Krishnan, Founder, Dialogue in the Dark India

Entry is hidden. Seats 28. At: Engage Avenue Mall. Price: ₹299 for vegetarians and ₹349 for non-vegetarians plus taxes. (Reserve: 23644702)

—Sneha Shetty



**DIALOGUE
IN THE DARK®**
THE EXPERIENCE OF BLINDNESS

With an aim to create an inclusive society by educating people about the differently-abled in the society **ACE** an acronym for Art, Culture and Entertainment works for a social cause. They strongly believe that this form of education will definitely impact our society in a positive way. India's first unique experiential exhibition tour, Dialogue in the Dark was introduced here by **SV Krishnan and Sudha Krishnan**, and since then it has been creating waves with about **90,000 visitors** in 16 months after its opening in Hyderabad. Dialogue is an extremely innovative and powerful medium of exploring the unseen. With an overwhelming response from visitors and their encouraging feedback, Dialogue is now sensitizing the Indian audience just as much it did the International audience, across **110 cities** and **30 countries** worldwide.

Dialogue In the Dark covers these 3 experiences:



DIALOGUE TESTIMONIALS



SRI. S K JOSHI, IAS

FORMER CHIEF SECRETARY,
GOVERNMENT OF TELANGANA

“People say visual impairment is a challenge, today our visually impaired guide Faizal has shown that a visually impaired person can show the way to 10 other people.”

“A very important experience to pause and give value & importance to Persons with Disabilities.”

SRI. JAYESH RANJAN, IAS

PRINCIPAL SECRETARY OF INDUSTRIES,
COMMERCE & INFORMATION TECHNOLOGY,
GOVERNMENT OF TELANGANA



“A great sensitization tool, everyone should visit Dialogue in the Dark and realise that blind people are not disabled but differently abled.”



SRI. MINNIE MATHEW, IAS

FORMER CHIEF SECRETARY,
GOVERNMENT OF ANDHRA PRADESH



DIALOGUE TESTIMONIALS



Initially quite nerve-racking - the whole idea of 60mins/75 mins in the dark. However, through the course of the session, one begins to appreciate and empathise the visually impaired much more than in the ordinary. It was an amazing experience.

SHAILLY TAYAL
ENTREPRENEURS ORGANISATION - LUCKNOW

Mind Blowing & something I will not forget it for a long long time. Also I have greater understanding of the visually impaired person's life. I will less sympathise with them and empathise more with them. Thank you for everything.

J C PAVAN REDDY
TPSL - HYDERABAD

Fabulous, this experience was an eye opener to shifting our sympathy to empathy for the visually impaired people. Awaited this and it was worth every bit!

SANJAY GOENKA
ENTREPRENEURS ORGANISATION - HYDERABAD



DIALOGUE TESTIMONIALS



Truly amazing. I was surprised to see that I could do so much in the darkness. I thank this program and it has great potential to sensitize the world at large about the life of the visually impaired. Kudos.

ARITRA SARKAR
ABP LIMITED - KOLKATTA

Very enlightening. Great to be able to see the world from a different perspective and to get a chance to appreciate the life of the visually impaired. Definitely enhanced my understanding and appreciation.

GOKUL JAIN
GS PRODUCTS - KUCKNOW

Fabulous, this experience was an eye opener to shifting our sympathy to empathy for the visually impaired people. Awaited this and it was worth every bit!

SANJAY GOENKA
ENTREPRENEURS ORGANISATION - HYDERABAD

OUR CSR PROPOSAL TO YOU

SUPPORT
THE CREATION
OF 1 TRAVELLING
DIALOGUE IN
THE DARK –
DID EXPRESS



WHAT PROBLEM IS DID EXPRESS SOLVING



WHAT IS DID EXPRESS



ACTIVITIES OF DID EXPRESS



THE MANDATE FOR
DISABILITY EDUCATION IN INDIA



DID CSR PROPOSAL SPECIFICS



ABOUT ASF COMPLIANCES

WHAT PAIN IS DIALOGUE IN THE DARK SOLVING

PAIN IN THE MAINSTREAM WORLD

PROBLEM

Ignorance & stereotypical response, Lack of skills & Lack of real life encounters with PwD's in our society.,

Attitudinal barriers among people WITHOUT Disabilities is a key impediment that hinders social inclusion of PwDs

SOLUTION

For diversity, inclusion & mainstreaming of disability to really work,
EDUCATING PEOPLE WITHOUT DISABILITIES IS THE 1ST SIGNIFICANT STEP

**EDUCATING THE WORLD THROUGH
“EMPATHY BASED DID EXPREIENCE”**



WHAT IS DID EXPRESS?

- A travelling temporary dark setup of Dialogue in the Dark
- An empathy based educational tour on Disability Diversity & Inclusion curated in complete darkness & presented as a temp set up at a school, college or at a client site
- Targeted for hosting at 10 to 12 locations annually.
- Target audience are corporates, schools, colleges, University & training campuses, events & tourism places etc.
- A 1st of its kind social impact initiative which is **operated 100% by PwDs & DIGs** [PwD's - people with disabilities; DIG's - people from diverse identity groups].
- A setup which will be fabricated in 1 day on any terrain using **industry standard materials**
- Can host sit down & walk around activities like cricket in the dark, dark maze, coffee in the dark etc.

DISABILITY

**DIALOGUE
IN THE
DARK™**
DIALOGUE SOCIAL ENTERPRISE

bringing focus on what matters...

DID EXPRESS : DARK TOUR & IT'S OUTCOMES



DARK TUNNEL WALK

A thrilling experience of walking through a pitch dark tunnel that challenges your mobility skills



DARK CRICKET GAME

A first-of-it's-kind cricket format where you play purely by relying on your sense of sound in pitch darkness



FOUR SENSES CHALLENGE

A sit down activity in the dark that will challenge your other 4 senses like never before



CAFÉ IN THE DARK

Challenge your taste buds with a lip-smacking snacking experience in the dark



OUTCOMES OF THE EXPERIENCE

- Inspire and develop a strong sense of empathy towards Persons with Disabilities (PwDs).
- To break the stigma, prejudices & misconceptions associated with disability and promote social inclusion of PwDs.
- Understand & appreciate the abilities of PwDs.
- Understand and experience the power or potential of other 4 senses in the absence of a key sense called sense of sight.

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**



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



#LOOKBEYONDTHE DISABILITY

OUR CSR PROPOSAL

SUPPORT THE CREATION OF 1 DID EXPRESS

1. Partner DID **“SPECIAL EDUCATION”** program for Teachers, Students, Employees & Disability sector stakeholders.
2. Fund the entire CAPEX cost of CREATING 1 DID Express & OPEX cost for the 1st year.
3. DID Express will travel to schools ,colleges & corporate campuses to educate every learner about the abilities of PwD's. leading to visible PwD INCLUSION.
4. DID will have a visitor TOUCHPOINT TARGET OF **7,500 learners annually which includes Teachers/Staff & Students, Corporate executives, Policy makers etc.**
5. Most importantly, each DID Express will offer employment for **3 to 4 Visually impaired people + 1 to 2 persons from Diverse Identity Group.**



CSR FUNDING SOUGHT FOR 1 DID EXPRESS

WHAT IMPACT CAN 1 DID EXPRESS CREATE : ANNUAL OUTCOMES

PWD & DIG JOBS : 5 to 6

**EDUCATE 7,500 LEARNERS ON
DISABILITY DIVERSITY, EQUITY &
INCLUSION :**

- Targeted no. of Learners : 7,500
- Target Audience : School Students from Class 6 & Upwards, Teachers & Staff
- Inclusion Pledges – 750

IMPACT MEASUREMENT :

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



HOW IS DID EXPRESS ELIGIBLE FOR CSR FUNDING

DID EXPRESS 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 7,500 LEARNERS**
- 7,500 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

ABOUT ACE SOCIAL FOUNDATION (ASF)

ASF IS A DECADE PLUS OLD REGISTERED NOT-FOR-PROFIT SOCIETY THAT CHAMPIONS THE CAUSE OF EMPOWERMENT OF DIGs (DIVERSE IDENTITY GROUPS INCLUDING PWDs)

ASF FUNDAMENTALLY WORKS ON TWO IMPORTANT AREAS:

1. **Sensitizing & Educating the world** about Diversity appreciation & Inclusion of Persons with Disabilities (PwDs) & other Diverse Identity Groups (DIGs) like Women, LGBTQIA+, Elderly, etc.
2. **Employment Creation** for DIGs leading to the financial liberation for the DIGs

ASF OPERATES 2 FLAGSHIP INITIATIVES:

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



OUR SAGE BOARD

(STRATEGIC ADVISORY GROUP OF EXPERTS)



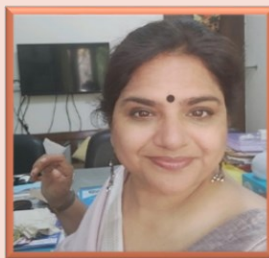
KIRTHIGA REDDY

Former Facebook India Head &
Softbank Vision Fund Director



SANTANU PAUL

Founder I Chief Executive Officer
I Managing Director TalentSprint



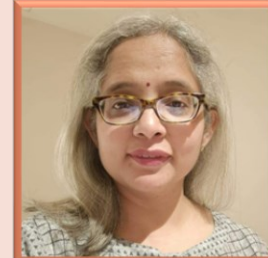
SHALINI KHANNA

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 I President- India-UAE
WICCI I Founder and Leadership Coach
Vatt Vriksh Consultants



SUJIV NAIR

Global CHRO & CTO
RE Sustainability Ltd



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

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