

The International Day of People with Disabilities (IDPD)

To commemorate The International Day of People with Disabilities (IDPD), held on the 3rd of December, the Foundation ran an awareness and normative change campaign #SeeThePersonNotTheDisability to increase awareness and sensitivity of HDFC employees towards a cause that needs a lot more attention.

We are part of a select few corporates that focus on supporting People with Disabilities (PwDs) and used this opportunity to also spotlight the work done by some of our core partners.

The objective was two fold

- Sensitise people on not defining people based on a disability
- Capture our partners work in ensuring PwDs are finding their true potential

We have supported over 25 partners across the country, who strive to ensure that in the area of Education, Healthcare and Livelihoods, inclusion is a norm and the identity of a PwD is not just their disability.

The campaign spotlighted inspiring individuals that have been able to create an identity for themselves beyond their disability. These are individuals who have been trained, nurtured and supported by our NGO partners OGQ, Jai Vakeel Foundation, Sense International & Association of People with Disability (APD) to overcome their disabilities and find their true potential.

The week-long campaign saw an overwhelming response from HDFC employees across branches. Slowly but surely the Foundation aims to improve the quality of life and reduce stigma and barriers for PwDs in society and their work place.

Below are the campaign posters and messages received from HDFC branches.



Support for a programme reaching ~ 330 deafblind children in 4 states of North East



Support for the operating expenses of the Jai Vakeel School catering to 350 differently abled children, Project Disha for training of 158 govt special education in Pune & Nashik zones and the M&E framework development initiative of JVF



Support for the special school of APD in the Bengaluru centre catering to ~ 200 children