

Impacts of Positive Promotions for Person with Disability

Dr. J.S.P. Pandey*, Sandeep Pandey**

**Asso. Prof. and Head, Deptt. of Sociology,
D.A.V. College, Kanpur, C.S.J.M. University, Kanpur*

***Research Scholar., Deptt. of Sociology
D.A.V. College, Kanpur, C.S.J.M. University, Kanpur*

Abstract

We all have to play a role in reducing discrimination. A positive attitude is a challenging scenario by how we portray people with a disability. Although the social inclusion of persons with disability has improved over the last few years but there are still a number of barriers. Awareness and policies can make a key role to promote the positive attitudes towards disability. Positive promotions lend impacts on the disabled person to leading a normal life and minimizes the effect of their disability. In this paper we will examine impacts of positive promotions for person with disability.

Keywords: *Discrimination, Promotion, Disability, Social Consistency, Social Justice, Equality of Status, GBD, Role Set.*

Reference to this paper
should be made as
follows:

***Dr. J.S.P.Pandey,
Sandeep Pandey

*Impacts of Positive
Promotions for Person
with Disability,*

*RJPSS 2017, Vol. 42,
No.2, pp. 95-103
Article No.15 (RS2039)*

Online available at:

[http://anubooks.com/
?page_id=442](http://anubooks.com/?page_id=442)

Introduction

The Constitution of India through its Preamble, inter-alia seeks to secure to all its citizens; Justice, social, economic and political; Liberty of thought, expression, belief, faith and worship; Equality of status and opportunity¹. All the persons of State are equal before and under the law and are entitled without any discrimination to the equal protection and equal benefit of the law (United Nation, General Assembly, 2006). We are constantly being affected by the world around us, who reflects our attitudes and approach even towards persons with disability.

The term disability has many different meanings; the Global Burden of Disease (GBD) however, uses the term disability to refer to the loss of health, where health is conceptualized in terms of functioning capacity in a set of health domains such as mobility, cognition, hearing and vision (Sen, 1988)². Although disability has many definitions and no one agreed on one of them but the United Nation Declaration on the rights of the disabled persons defines a disabled “as any person unable to ensure by himself or herself, wholly or partly, the necessities of a normal individual and or social life, as a result of a deficiency, either congenital or not, in his/her physical or mental capabilities” (Singh & Kachhap, 2008)³. Disabilities is an umbrella term, covering impairments, activity limitations, and participation restrictions. Disability is thus not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person’s body and features of the society in which he or she lives (WHO).

About the persons with disability, Positive promotions refer to the entire set of activities, which communicate to the society. It is an idea to make awareness their role status, social relations, role set and opportunities. So, it can define that the positive promotions enjoins the trust to facilitate the realization of equal opportunities, protection of rights and full participation of persons with disability. There are many government and non government organizations/Institutes are working directly or indirectly to provide the facilities/opportunities for persons with disability. This opportunities less the difference between non-disabled and disabled persons and make a key role for social consistency. Department of Empowerment of Persons with Disabilities has a mission to empower the persons with disabilities, through its various Acts/Institutions/Organizations and schemes for rehabilitation and to create an enabling environment that provides such persons with equal opportunities, protection of their rights and enables them to participate as independent and productive members

1. Annual Report by Department of Empowerment of Person with Disability (2015-16).

2 & 3. Kumar, Sudesh and Mudasir Ahmad Lone, “A Sociological Investigation of Disability : Theory, Debate and Perspectives” (Sep 2013).

of society. It launches many schemes for empowerment of person with disabled. The main schemes are¹-

- a. DISHA (Early Intervention and School Readiness Scheme)
- b. VIKAAS (Day Care)
- c. SAMARTH (Respite Care)
- d. GHARAUNDA (Group Home for Adults)
- e. NIRAMAYA (Health Insurance Scheme)
- f. SAHYOGI (Caregiver training scheme)
- g. GYAN PRABHA (Educational support)
- h. PRERNA (Marketing Assistance)
- i. SAMBHAV (Aids and Assisted Devices)
- j. BADHTE KADAM (Awareness and Community Interaction)
- k. ACCESSIBLE INDIA CAMPAIGN (Sugamya Bharat Abhiyan)

Major Campaigns and Awareness Raising Programmes for Person with Disabilities in the year of 2015-2016²

1. National Trust envisioned “Badhte Kadam” in 2008 as a pan-India campaign to create awareness about the United Nation Convention on the Rights of Person with Disability (UNCRPD) and the National Trust. Along with mass media and civil society partners, the National Trust used social networking websites to spread the “Badhte Kadam” message.
2. The campaign strategy was used to spread awareness on the disability question in the 2011 Census. A nationwide campaign “Count Us In” was undertaken for better and more comprehensive inclusion of person with disabilities in census 2011. This campaign was carried out through rallies, radio stations, print and electronic media.
3. Before the ratification of UNCRPD, a large proportion of the awareness raising in the field of disability has been around prevention of impairments. After the ratification of the UNCRPD, the focus of the union and the states shifted to the rights of persons with disabilities. The convention has been translated into the regional languages and training programmes on the convention are being organized from the district to the national level. National institutes have been undertaking various activities for awareness raising and training with regards to UNCRPD.

¹. Annual Report by Department of Empowerment of Person with Disability (2015-16).

². First country report on *The Status of Disability in India* by Ministry of Social Justice and Empowerment (GoI), Department of Empowerment of Persons with Disabilities (2015-16).

4. 3rd December is commemorated as International Day of Persons with Disabilities to foreground the concerns of persons with disabilities in the public domain. On this day, pan-India events are organized addressing disability. Issues like prejudices, harmful practices and health related concerns pertaining to prevention of disability are focused through awareness programmes.
5. 4th January 2009 was the bicentenary of Louis Braille. On that day, a special commemorative postal stamp and one rupee and 100 rupee coins were released by the Department for Economic Affairs. Braille books, published in Indian languages by National Book Trust, were also released on this occasion.
6. In recognition to the sincere and dedicated services rendered for the empowerment of the persons with disabilities, the Government of India has been giving National Awards to outstanding individuals and institutions working in the field of disabilities, on International Day of Persons with Disabilities since 1969. The awards serve the purpose of empowering and inspiring persons with disabilities and persons working in the disability sector. Both central and state governments distribute these awards on International Day of Persons with Disabilities. These awards have been instituted with the objective to focus public attention on issues concerning persons with disabilities and to promote their mainstreaming in the society. A total number of 52 awards were conferred under various categories this year on 3rd December, 2015.
7. Rehabilitation Council of India in collaboration with the Media Lab Asia (MLA) has developed a comprehensive national web portal namely “www.punarbhava.in” on disability. The portal is designed to provide all related information relating to different disability issues on one platform.
8. “We Care” Film Fest is an annual international festival of documentary films on disability issues. It is organized by the brotherhood with the support of National Trust and in association with the United Nations Information Centre for India and Bhutan, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Asian Academy of Film and Television.

Methodology

There will be used qualitative research method, but the investigator collect some data from other secondary sources as government department, books, researcher studies, documents, various research papers, and articles. So, it will be in quantitative in nature. Exploratory and descriptive method has been applied.

Discussion of Results

Table:1 shows that Sikkim has the highest number of disabled persons (2.98%) and followed by Odisha (2.96%), Jammu & Kashmir (2.88%), Andhra Pradesh (2.68%), and Maharashtra (2.64%). Among State/ UTs, the proportion of disabled persons to the total population is lowest in Daman & Diu (0.9%), Dadra & Nagar Haveli (0.96%), Mizoram (1.38%), Delhi (1.4%) and Chandigarh (1.4%). Only two UTs has the total population of disabled persons is less than 1%.

Table: 1

S.N.	State/UT	Total Disabled as per Census 2011	% disabled persons
1.	Andhra Pradesh	12,19,785	2.47
2	Arunachal Pradesh	26,734	1.93
3	Assam	4,80,065	1.54
4	Bihar	23,31,009	2.24
5	Chhattisgarh	6,24,937	2.45
6	Delhi	2,34,882	1.4
7	Goa	33,012	2.26
8	Gujarat	10,92,302	1.81
9	Haryana	5,46,374	2.16
10	Himachal Pradesh	1,55,316	2.26
11	Jammu & Kashmir	3,61,153	2.88
12	Jharkhand	7,69,980	2.33
13	Karnataka	13,24,205	2.17
14	Kerala	7,61,843	2.28
15	Madhya Pradesh	15,51,931	2.19
16	Maharashtra	29,63,392	2.64
17	Manipur	58,547	2.05
18	Mizoram	15,160	1.38
19	Meghalaya	44,317	1.49
20	Nagaland	29,631	1.5
21	Odisha	12,44,402	2.96
22	Punjab	6,54,063	2.36
23	Rajasthan	15,63,694	2.28
24	Sikkim	18,187	2.98
25	Tamil Nadu	11,79,963	1.64
26	Telangana	10,46,822	2.97
27	Tripura	64,346	1.75
28	Uttar Pradesh	41,57,514	2.08
29	Uttarakhand	1,85,272	1.84
30	West Bengal	20,17,406	2.21
31	A&N Islands	6,660	1.75
32	Chandigarh	14,796	1.40
33	Daman & Diu	2,196	0.90
34	D& N Haveli	3,294	0.96
35	Lakshadweep	1,615	2.25
36	Puducherry	30,189	2.42
	Total	2,68,14,994	2.21

Source : Census 2011

Table: 2
LATEST STATEWISE STATUS OF ISSUANCE OF DISABILITY
CERTIFICATES: 2011 CENSUS AS ON 31.08.2015

S. N.	State/UT	Total Disabled Population as per Census 2011	No. of person issued disability certificate		% (Percent) not issued disabled certificate
				% (Percent)	
1	Andhra Pradesh	12,19,785	6,80,248	55.77	44.23
2	Arunachal Pradesh	26,734	2,292	8.57	91.43
3	Assam	4,80,065	197402	41.12	58.88
4	Bihar	23,31,009	1062000	45.56	54.44
5	Chhattisgarh	6,24,937	315766	50.53	49.47
6	Delhi	2,34,882	120393	51.26	48.74
7	Goa	33,012	18444	55.87	44.13
8	Gujarat	10,92,302	359259	32.89	67.11
9	Haryana	5,46,374	333368	61.01	38.99
10	Himachal Pradesh	1,55,316	72695	46.80	53.20
11	Jammu & Kashmir	3,61,153	179385	46.80	53.20
12	Jharkhand	7,69,980	459007	59.61	40.39
13	Karnataka	13,24,205	883658	66.73	33.27
14	Kerala	7,61,843	422087	55.40	44.60
15	Madhya Pradesh	15,51,931	646898	41.68	58.32
16	Maharashtra	29,63,392	1250622	42.20	57.80
17	Manipur	58,547	21663	40.04	59.96
18	Mizoram	15,160	8548	62.98	37.02
19	Meghalaya	44,317	30040	67.78	32.22
20	Nagaland	29,631	999	3.37	96.63
21	Odisha	12,44,402	700541	56.30	43.70
22	Punjab	6,54,063	346485	52.97	47.03
23	Rajasthan	15,63,694	440285	28.16	71.84
24	Sikkim	18,187	10533	57.91	42.09
25	Tamil Nadu	11,79,963	11,79,963	100.00	0.00
26	Telangana	10,46,822	582146	55.61	44.39
27	Tripura	64,346	71419	110.99	-10.99
28	Uttar Pradesh	41,57,514	1829276	44.00	56.00
29	Uttarakhand	1,85,272	91739	49.52	50.48
30	West Bengal	20,17,406	899013	44.56	55.44
31	A&N Islands	6,660	7019	105.39	-5.39
32	Chandigarh	14,796	21840	147.61	-47.61
33	Daman & Diu	2,196	328	14.94	85.06
34	D& N Haveli	3,294	2523	76.59	23.41
35	Lakshadweep	1,615	1302	80.62	19.38
36	Puducherry	30,189	20952	69.40	30.60
	Total	2,68,14,994	13271138	49.50	50.50

Source: Annual Report (2015-16), Department of Empowerment of Person with Disability.

PwDs Act (1995) provides certain benefits to persons with disabilities who do not have less than 40% of any disability, as certified by a Medical Authority. Thus, a person with a disability who wishes to avail the benefits under this Act have to obtain disability certificate.

As per data 49.50% persons with disabilities has certificate to obtain its benefits and 50.50% has no certificate. Tamilnadu is the only state who achieved 100% to issue the certificates for disabled and followed by Lakshadweep (80.62%). Nagaland has lowest 999 certificate issued (3.37%) to person with disability and Arunachal Pradesh (8.57%) is the second one who not issued the disable certificates. Among the States/UTs Tripura (-10.99%), A&N Islands (-5.39%) and Chandigarh (-47.61%) are issued more certificate than their registered disabled persons.

Table: 3

Fund release to NGOs/DDRC/ State Govt./ IRCS/ For Camp Activities/ Headquarter Activity Under the Scheme of Assistance to Disabled Persons for Purchase/ Fitting of Aids/Appliances(ADIP Scheme) During 2015-16.

(Upto 29.02.2016)

S. N	Name of State/UT	National Allocation (Rs. in Lakhs)	Release of funds (Rs. in Lakhs)	No. of NGOs Assisted	Project Assisted
1	Andhra Pradesh	265.00	15.00	1	1
2	Arunachal Pradesh	35.00			
3	Assam	620.00			
4	Bihar	450.00			
5	Chhattisgarh	120.00			
6	Delhi	50.00			
7	Goa	8.00			
8	Gujarat	215.00	58.75	6	6
9	Haryana	105.00	15.00	1	1
10	Himachal Pradesh	35.00			
11	Jammu & Kashmir	70.00			
12	Jharkhand	150.00			
13	Karnataka	250.00			
14	Kerala	150.00			
15	Madhya Pradesh	300.00			
16	Maharashtra	550.00			
17	Manipur	70.00			
18	Mizoram	24.00			
19	Meghalaya	57.00			
20	Nagaland	40.00			
21	Odisha	240.00			
22	Punjab	120.00	37.93	2	2
23	Rajasthan	300.00	100.00	1	1
24	Sikkim	21.00	15.75	1	1
25	Tamil Nadu	230.00			
26	Telangana	165.00			
27	Tripura	83.00			
28	Uttar Pradesh	810.00	8.00	1	1
29	Uttarakhand	40.00			

30	West Bengal	390.00			
31	A&N Islands	8.00			
32	Chandigarh	4.00			
33	Daman & Diu	6.00			
34	D& N Haveli	4.00			
35	Lakshadweep	5.00			
36	Puducherry	10.00			
	Total	6000.00	250.43	13	13

Source: Annual Report (2015-16), Department of Empowerment of Person with Disability.

Table:3 shows that the government allocation Rs. 6000 lacs in year 2015-16 for the betterment and increase the life chances to persons with disability from their various activities. Uttar Pradesh(Rs.810 Lacs) is the highest fund allocation state, Assam (Rs.620 Lacs) is second and Maharashtra (Rs.550 Lacs) is the third. But, unfortunately 7 states has received the releasing fund only. Release of funding amount with their allocation and number of NGOs and project assisted by them are show high margin line in table 3.

Conclusion

Universal accessibility is the key to inclusion and equal access for people with disabilities. An accessible barrier-free environment is the first step towards fulfilling the right of people with disabilities to participate in all areas of community life. The government envisions to have an inclusive society in which equal opportunities and access is provided for the growth and development of persons with disabilities to lead productive, safe and dignified lives. Promotions through awareness workshops, campaigns, infrastructures, information technology, and publicity has emphasized to improve both the social and psychological change in society for person with disability. Positive promotions brings the awareness in the society and can less discrimination to the people with disability.

References:

1. Annual Report by Department of Empowerment of Person with Disability.<http://disabilityaffairs.gov.in> (2015-16).
2. First Country Report on the Status of Disability in India by Ministry of Social Justice and Empowerment (GoI), Department of Empowerment of Persons with Disabilities (2015-16).
3. Kumar, Sudesh and Mudasar Ahmad Lone, "A Sociological Investigation of Disability : Theory, Debate and Perspectives" , Acme International Journal of Multidisciplinary Research, Volume I, Issue IX (Sep 2013) www.researchjournals.in/AIJMR/2013/1904.pdf.
4. Pandey, J.S.P., "Disability and Social Security" , Mount Hill Publishing Company, Delhi, 2017

5. Reeve, Donna, "Negotiating Psycho-Emotional Dimensions of Disability and their Influence on Identity Constructions" (*PDF*). *Disability & Society*. **17 (5): 493–508 (2002)**. doi:10.1080/09687590220148487
Retrieved April 19, 2016.
6. United Nations General Assembly(61th Session), **13th December 2006.**
7. Department of Empowerment of Persons with Disabilities,
www.disabilityaffairs.gov.in
8. <http://www.who.int/topics/disabilities/en/>