

## **'Inclusive Karachi for People with Disabilities' Campaign - part of I am Karachi initiative**

Beginning in November, 2014 - NOWPDP conducted an advocacy and awareness campaign under the banner of "I am Karachi" by demonstrating accessibility and inclusion in action, engaging and sensitizing young audiences, the general public and lobbying relevant stakeholders regarding accessibility related to people with disabilities. To engage public participation throughout this project, NOWPDP adopted a clear advocacy task as identified through its on-going Rickshaw Project which is to legalize commercial licenses for people with disabilities and make public transport accessible. It did so through the following major components:

- Engaging community members/students/general public through an advocacy campaign on rights of people with disabilities through sensitization sessions in universities
- Awareness-raising for the general public through a guerilla awareness campaign, traditional and social media including radio programs, newspapers, posters/pamphlets and a social media campaign.
- Making the NOWPDP office as a model for an accessible and inclusive workplace/community center to enable advocacy by example for public and private institutions to follow and is a valuable component of engaging stakeholders and parliamentarians.
- Lobbying meetings with relevant stakeholders, including the Government of Sindh, on legislation, culminating in a mega event at the conclusion of the project.
- Quantifying impact – 1000 replicas

Alongside the advocacy campaign, NOWPDP also integrated its on-going heARTwork project, by training 60 students with disabilities in the area of textiles, so they may acquire skills, become contributing income members of the family as well as be promoted during the project as ambassadors and role models for the advocacy campaign.

Skills trainings were divided into 3 month sessions with Bahria Special School, which is located in Karsaz and Society for the Rehabilitation of Special Children (SRSC), which is located near Numaish Chorangi. As part of this exercise, the heARTwork project:

- Conducted Training sessions on design development, composition, layouts and screen printing. Over the course of the training, the grantee will record one event per school to showcase the work of students.
- Showcased the products created as a result of these trainings on multiple forums including I am Karachi platforms – including 6000 handmade cards that were distributed through the IamKarachi network as well as to public, private and not for profit stakeholders involved with furthering the rights of people with disabilities

- Profiled and recorded beneficiaries to promote and amplify stories of resilience as part of the “I am Karachi” campaign.

To address this, NOWPDP – in support of IamKarachi – designed an "accessibility services directory" that catalogues the facilities, services, organizations and benefits available to people with disabilities across Pakistan – starting with Karachi. This directory will allow users to contribute and edit directory listings, allowing the information to be updated based on the amassed knowledge of the community. This functionality will also be utilized to allow users to submit translations of content in Urdu, opening the directory to a wider audience. An approval/moderation process will be implemented to ensure the quality of the information on the site.

As part of NOWPDP’s campaign on mainstreaming people with disabilities, which had a specific focus on accessible transport in Karachi, NOWPDP held an interactive event on 11th June 2015. The event was to celebrate the culmination of their campaign “Inclusive Karachi for People with Disabilities”.

The event was attended by members of different public and private organizations who discussed the need to have accessible transport in Karachi, as well as in the rest of the country, in order to enable people with disabilities to overcome the barriers of access and benefit from the different facilities, such as schools and hospitals, that have been built to benefit them. The event NOWPDP also set up interactive stalls for the attendees to learn more about its projects, and the impact that it is making in promoting the creation of an inclusive society which values and upholds the rights of people with disabilities through sustainable endeavors and a holistic approach driven by clear social objectives.