

03

Livelihood for Persons with Disability

Service Design



LIVELIHOOD PLATFORM

FOR PERSONS WITH DISABILITY

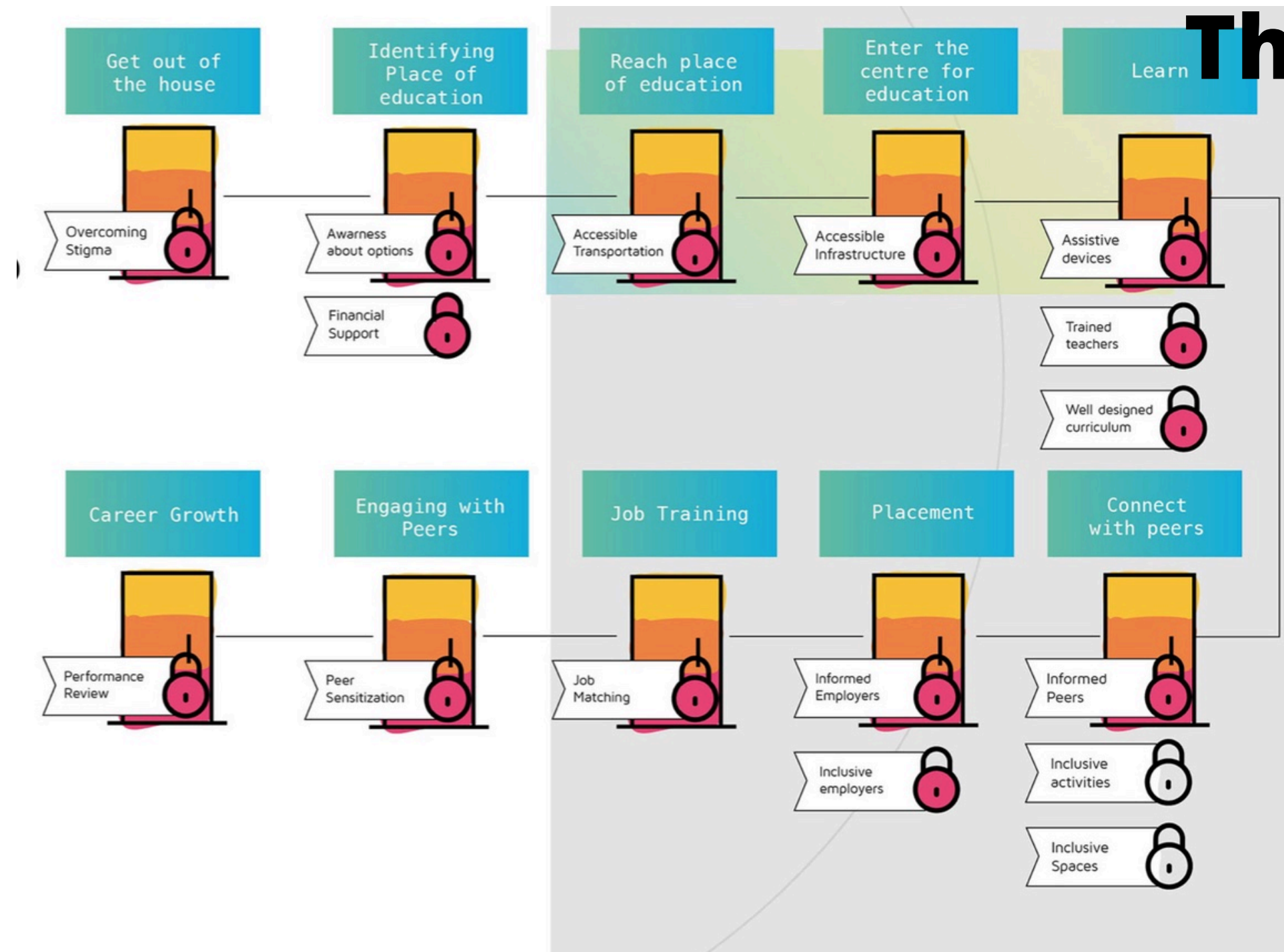
CLIENT: ENABLE INDIA

Duration: 18 months | Service Design

The platform is intended to provide a roadmap to a person with disability towards livelihood opportunities. At the same time, it provides a roadmap to the different players of the ecosystem.



Meet Reema. She is a person with a physical disability due to polio disease born in a low income Indian family.



How can we make sure that people with disabilities looking for jobs get a fair chance to overcome the many challenges they encounter?

Reema encounters numerous challenges that significantly impact her quality of life, from societal stigma to the limited accessibility of educational institutions. Think of these challenges as locked doors. Each locked door obstructs her progress toward the next one. Our goal is to identify the key that unlocks these doors to reach a job.

Livelihood provides Aspirations

Livelihood is a vision that all the stakeholders of the disability ecosystem can align towards, the person with disability and his/her support system.

The 8000 NGO's working in the disability sector can work towards a goal identified by the person with disability and their family, thus giving the **agency** back to the user.



My family had no expectations from me in the beginning, but now I am included in all decision making at home. I could not have done this alone. A lot of people including my parents have helped me get here. I am now able to work and be financially independent.

*-Vijaya Lakshmi
Deaf Candidate*

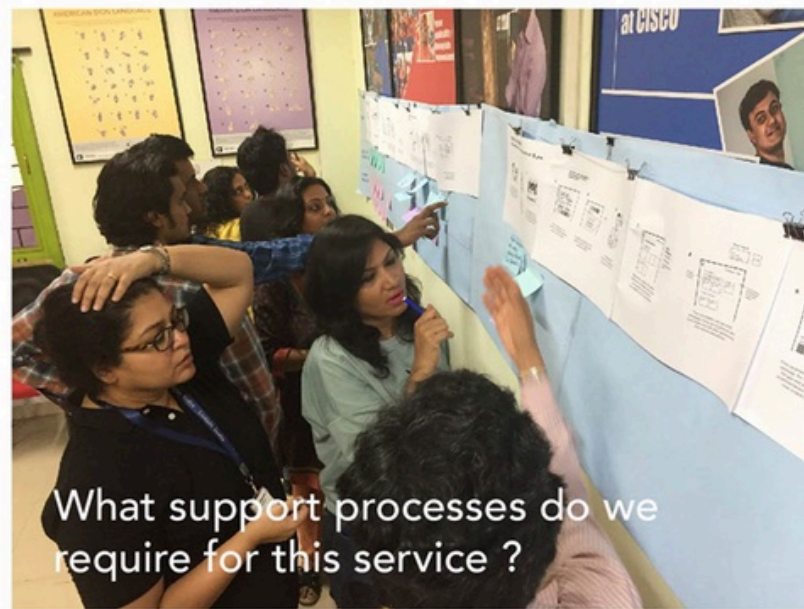
What works in the system ?

1. Persons with Disabilities - (Enable Vaani, Alumnis)
2. Disability NGO networks (DNA)
3. Parents & Family (Caregivers worldwide)
4. Volunteers (Corporate volunteering)
5. Training organisations (Skill India Movement)
6. Employers (#valuable & the SDG goals)

Process



Discussions on why the scenarios have been designed this way.



What support processes do we require for this service ?



Discussing the stakeholders & their roles.



What tools we have & how it is used ?



Participatory research for understanding how a person with disability gets a job and who helps them in their network

Participatory Workshop(2)

To understand how Persons with disability look for jobs and what support do they expect from a service provider.

Co-Design Workshop(3)

Conducted the workshops to identify stakeholder roles in the future of disability livelihood. Built a service blueprint together.

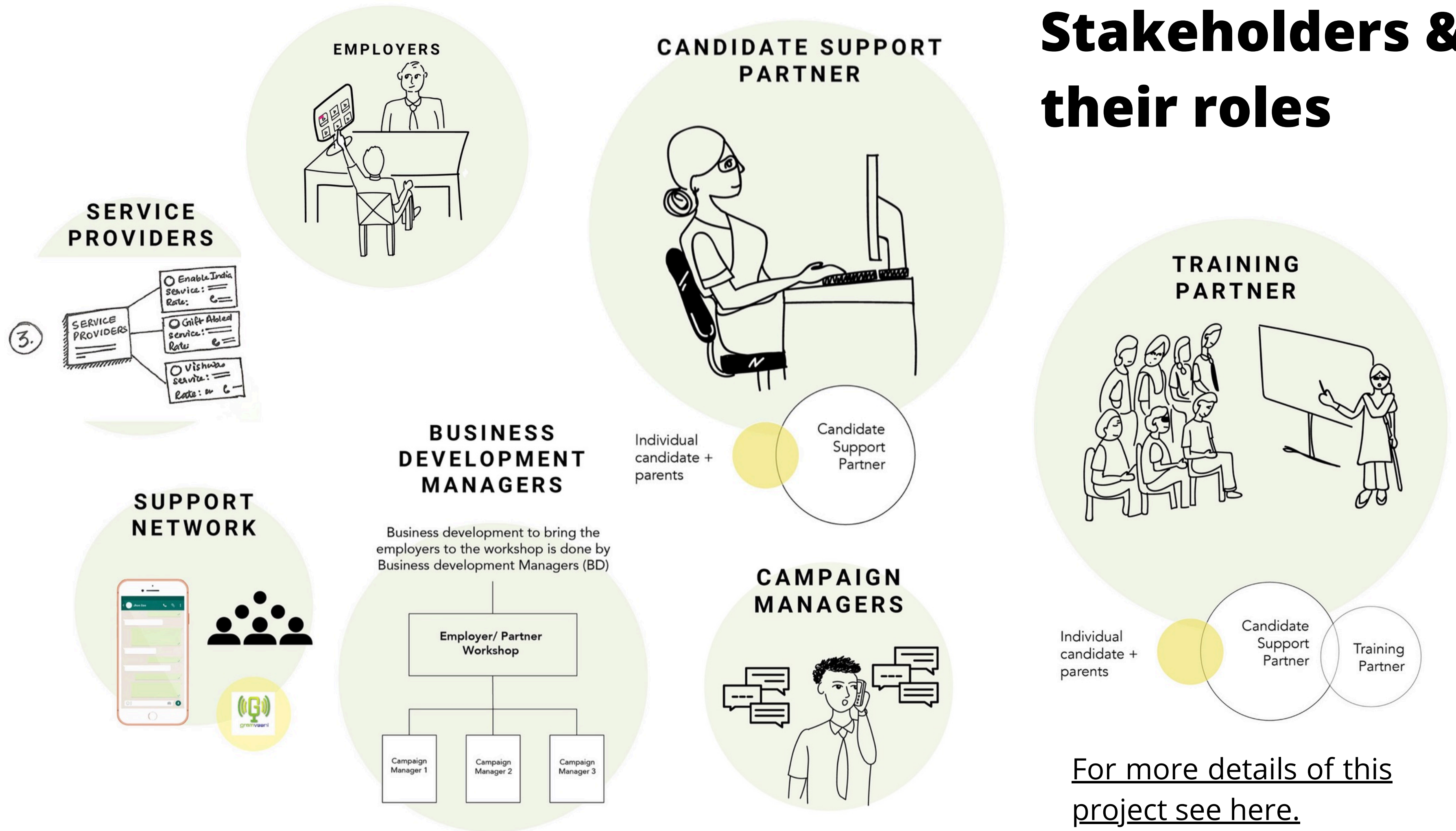
Phone interviews (60)

Conducted a survey on call to identify the needs of the user base. We also wanted to understand the diversity of the users.

Contextual inquiry (150)

130- Persons with disability (Alumnus & Peer of Enable India)
10- Volunteers
4 NGOS
5 Trainers
5 Parents
8 Business development team

Stakeholders & their roles



The Outcome

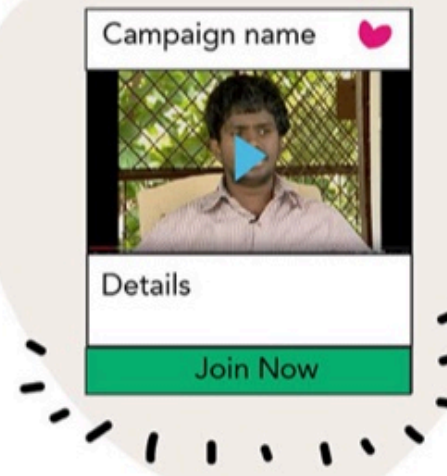
We made a service using a tech platform to link job seekers with disabilities to jobs.

The platform took care of job matching, accessibility support during this entire process, training of the HR & onboarding of the candidates within the company.

The platform also connected candidates with market place for service providers under one roof.



The campaigns are based around functions or sectors and can be filtered according to Sector, disability and location.



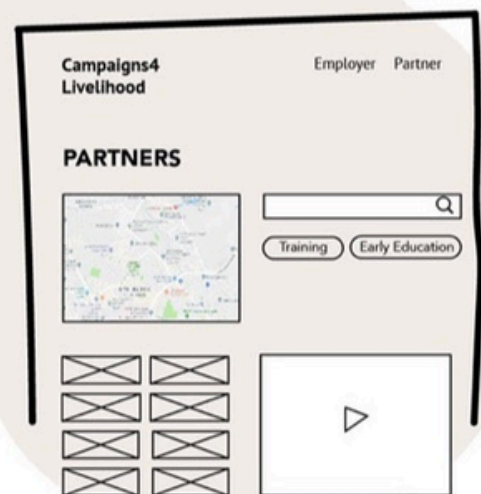
The job roles video help everyone understand each job role better and identify which stakeholders want to associate with.

Why videos like "A day in the life of a VI Accessibility tester" ?

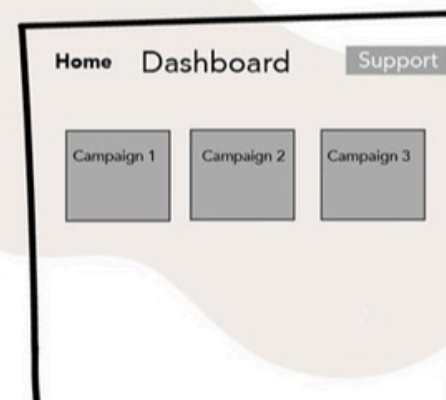
1. Candidate learn about different job roles type - the reality, expectation, career progression.
2. Candidate sees role models doing different job roles
3. Employers learn how Pwd candidates can do a particular job role.



The details regarding the campaign are available on the details page and show where the job vacancies are.



The Partner and Employer page showcases existing partnerships according to geography.



Overall dashboards to show joined and past campaigns.



Customised Campaign Dashboards which tell each stakeholder next action.



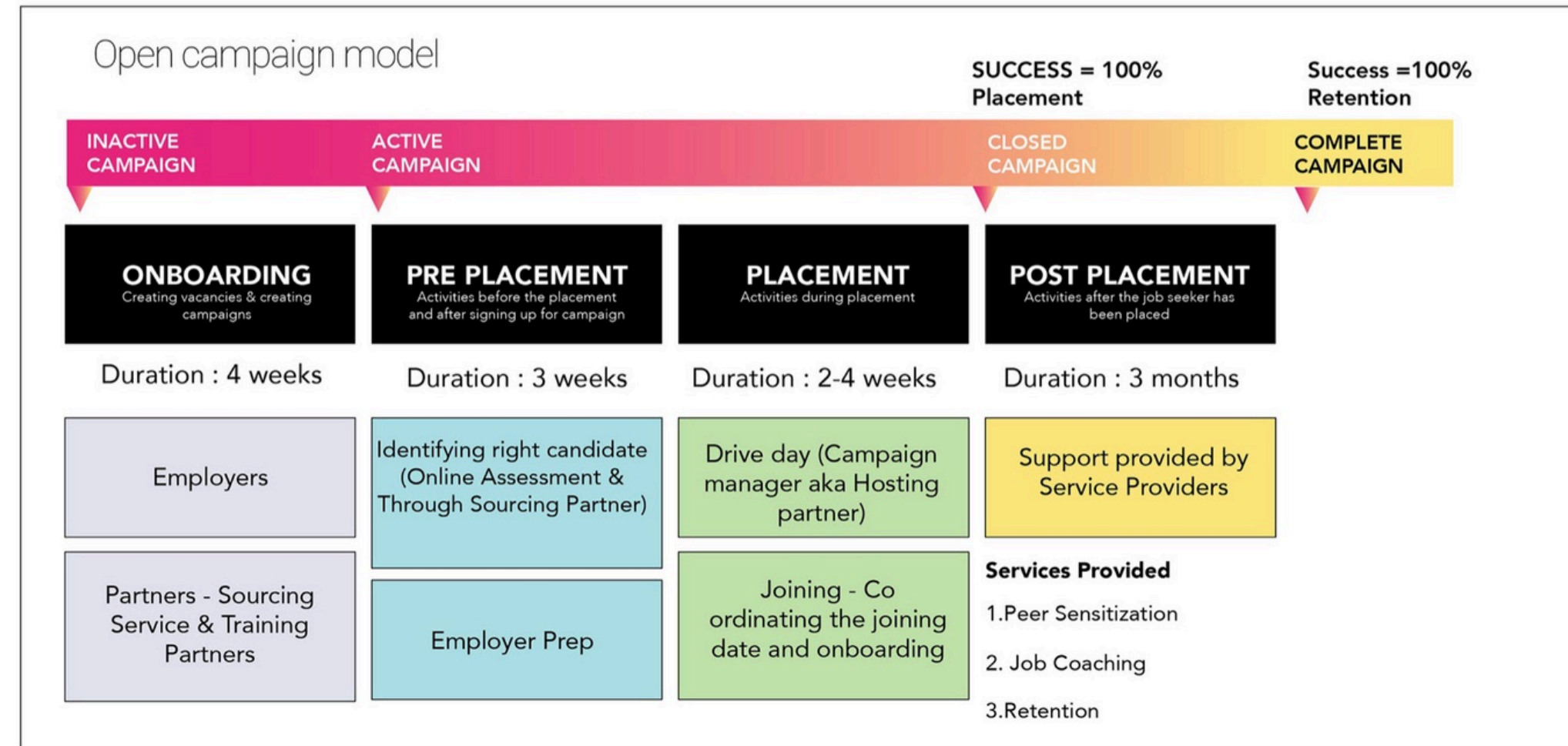
Support groups in the form of campaign manager & alumni groups.

[For more details of this project see here](#)

Testing & Validation



To evaluate their service and gather feedback, the company organized three job fairs. Through this, they were able to identify limits and problems with the platform and address them by making adjustments to the touchpoints based on real-life experiences of users.



Accenture granted Enable India's model a funding of 3 crore INR. The organisation has successfully integrated the service and its various aspects into its operations.



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