

Awareness of Divyanga Seva Kendra among physically impaired in Hubli-Dharwad region.

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Abstract— The current research outlines the social challenge of raising mindfulness about Divyanga Seva Kendra (DSK), a platform that offers benefits and support services to impaired individuals, aiming to ameliorate their quality of life and independence. For our social challenge, our team visited Divyanga seva Kendra (DSK). Team got information on Divyanga seva Kendra (DSK), it was lately organized and is particularly for impaired people, but numerous people aren't apprehensive of this. The point of view (POV) statement emphasizes the significance of creating mindfulness about Divyanga Seva Kendra to ease access to information and reduce burdens faced by impaired individuals. The lack of sanctioned recognition frequently hinders them from serving specific benefits and lodgments designed for their requirements. The prototype developed to address this challenge is a 3-minute and 10-second animated videotape teaser. The videotape incorporates a content strategy fastening on the simplicity of language and limpidness, icing availability for all observers. Its responsive design aims to engage the target followership effectively. The videotape aims to make people apprehensive of the instructions handed by DivyangaSeva Kendra, enabling them to save time. The abstract highlights the successful dispersion of the prototype through hospitals and social media, garnering positive responses and feedback. In simple terms, the prototype is designed to help people with disabilities feel included and have access to things easily. It also wants to make society more aware and understanding of these individuals. By telling people about Divyanga Seva Kendra which makes disabled people feel better overall. By learning the Design Thinking for Social Innovation course, we empathetically connected to a society who were facing lot many problems, We identified a solution through a process and developed a prototype which was tested in the community itself and the results were greatly appreciated and we understood the teamwork and the empathy clearly through the Design Thinking for Social Innovation course.

Keywords—Disability awareness campaigns, Disability organizations, physically impaired individuals, Healthcare for the disabled, Disability awareness surveys.

I. INTRODUCTION

Disability refers to the difficulties or challenges that arise when a person with a health condition interacts with their circumstances and the environment around them [Khetarpal, A.

(2014)]. It means having difficulty or limits in doing things that most people find easy. It can be caused by health problems that affect the body or mind. Disabilities can be physical, like trouble with moving, hearing, speaking, or seeing, or they can be mental. When we say "handicap," we mean how disability affects a person's social and cultural life. To help us understand disability better, the World Health Organization made a system in 2000 called the International Classification of Functioning, disability, and Health [Kumar, S. G., Roy, G., & Kar, S. S. (2012)]. In almost all societies, disabled people have been distressed and unable to care for themselves, unable to make their own decisions. Disabled people who are educationally disadvantaged are suddenly poor and weak. They face victimization, discrimination, and obstacles in public spaces. In 1980, the World Health Organization created a set of rules named "International Classification of Impairment, Disability, and Handicap". These rules will help to explain what these words mean. According to the 2001 census, there were 21.9 million disabled people in India, which is about 2.13 % of the total population. It includes people who have trouble with seeing, hearing, speaking, moving, and having difficulties with thinking. Most disabled people, about 75%, live in rural areas. Nearly half of the disabled population, around 49%, are educated [Srivastava, P., & Kumar, P. (2015)]. In the past 40 years, there have been many changes regarding how academics approach and teach about disability. Rather than looking at disability as a mental problem, a new sector called disability studies has formed. To understand disability studies mainly we have to consider the present situation and aim of higher education and also we have to look at the history of how disability has been defined and studied. By this, we can develop an overall method to convey disability [DePoy, E., & Gilson, S. (2008)]. The exclusion of people with disabilities, especially in the Global South, is particularly devastating considering that the United Nations 2030 Agenda for Sustainable Development emphasizes the inclusion of persons with disabilities eleven times [Barral, C. (2007)].

The number of elderly people worldwide, including in India, has been increasing rapidly in recent years. Since 2000, the global population has grown by 38%, but the number of

individuals aged 60 and above has increased even more by 57%. In India, it is estimated that around 76 million people will be 60 years old or older, which means that about one out of every seven older people in the world will be from India.

People in India are now living longer than before. In the early 1900s, men lived an average of only about 22.5 years, while women lived about 23.3 years. However, by 1991, these numbers had increased to 60.1 years for men and 59.8 years for women. Even the life expectancy for those who reach the age of 65 is getting closer to that of developed countries.

These population changes pose challenges for planners and policymakers. While the number of older people is growing quickly, the healthcare services and support available to them are not increasing at the same rate. As people age, they often face disabilities, become physically weaker, and require long-term care. There are two important aspects to consider: Older individuals developing disabilities and needing long-term care, and people who had disabilities earlier in life now growing old. It is crucial to plan effectively to meet the needs of these individuals and provide them with appropriate support [Prakash, I. J. (2003)].

In India, many people face challenges when it comes to learning because they have disabilities. Disabilities can make it harder for people to learn. A survey conducted in 2011 discovered that out of the 1.21 billion individuals residing in India, approximately 26.8 million had disabilities. This means that around 2.21% of the total population in India has disabilities. Among those with disabilities, 56% are males and 44% are females. Disabilities can vary and include problems with the body, issues with seeing or hearing, difficulty speaking or understanding language, struggles in learning, and autism [Majumder, C. (2019)].

Participants in the study were asked to indicate whether they considered themselves to have a disability. This included a wide range of physical, cognitive, and/or socio-emotional challenges that could be either temporary or permanent. Since this study was the initial investigation into the involvement of people with disabilities in crowd work, the researchers believed it was crucial to include diverse perspectives and experiences [Zyskowski, K., Morris, M. R., Bigham, J. P., Gray, M. L., & Kane, S. K. (2015)].

Being employed means being determined to participate in a work, job, or activity having an identity related to your job. That's very important for people to realize that they are valued by others and that what they are doing has an actual purpose. This is actually important for a person with a disability because they usually face challenges and rejection in their working environment. When people with disabilities are trying to find jobs they will face different challenges according to their disability. People with disabilities will face hardships while searching for a job. In some countries, there are some special projects designed to help people with disabilities get help for getting the job, these projects were designed to address the needs of people with different disabilities [Boman, T., Kjellberg, A., Danermark, B., & Boman, E. (2015)].

Most people believe that it is very hard to do every task or work with a disabled person. Lang tree 2013 helps to provide promotion of equality and advice for disabled people worldwide, but it is a very difficult task because society has a

negative attitude towards disabled people's condition. Research on disability consistently shows that people with severe disabilities experience challenges in life marked by risks such as poverty, poor health, limited or low education, and many hardships. People with disabilities often have to struggle to find good jobs and get an education, even if they have the skills and qualifications. They may also experience unfair treatment because of their disability. Challenges or problems faced by disabled people primarily involve difficulties in getting equal opportunities in society's economy and culture. Disabled people are not treated equally in health care like how normal people are treated. This can make it difficult for them to have good health. They also have the right to be treated fairly [Kamil, M., & Shantini, Y. (2015)].

Anybody is temporarily or completely disabled at a certain length of his/her existence as he/she can't or might not healthfully carry out his/her bodily or mental sports. Yet, everybody is equal and has to have the same rights. Consequently, the purpose of the conference on incapacity refers to someone's problem with adapting to their surroundings. When we speak about adapting disabled people to the environment, we suggest making the bodily environment available and usable for them [Niewohner, J., Pierson, S., & Meyers, S. J. (2020)].

The UDID card shall bring a host of benefits to the Persons with Disabilities as given below:

1. Persons with disabilities will not need to make multiple copies of documents, maintain, and carry multiple documents as the card will capture all the necessary details which can be decoded with the help of a reader.
2. The UDID card will be the single document of identification, verification of the disabled for availing various benefits in future.
3. The UDID Card will also help in stream-lining the tracking of the physical and financial progress of beneficiary at all levels of hierarchy of implementation – from village level, block level, District level, State level and National level.

II. METHODOLOGY

A. Empathy

Empathy is the ability to understand and share the feelings, emotions, and perspectives of others. It involves understanding the feelings of others by standing in their position, imagining their experiences, and connecting with their emotions. Empathy allows individuals to be aware of and attuned to the experiences of others, leading to a greater understanding and compassionate response.

Social Challenge Identification –

Social change refers to the transformation or alteration of social structures, institutions, behaviors, and norms within a society over time. It involves shifts in attitudes, beliefs, values, and practices that impact the collective behaviors and interactions of individuals and groups. Social change can occur at various levels, ranging from small-scale changes within communities to large-scale transformations at the societal or global level. For our

social challenge, we went to KIM'S Hubli.

There we met a doctor. He suggested someplace over there. That place is Out Patient Department (OPD). There we went to Divyanga Seva Kendra (DSK) where we met an attender over there, we discussed DSK with him. He said it was recently organized and is particularly for disabled people. but many people are not aware of this. So we consider this to be our challenge which is called "Awareness of Divyanga Seva Kendra (DSK)". We selected our social challenge as awareness of Divyanga Seva Kendra as most disabled people get benefits, it makes their life easy.

Society can create an environment that is more inclusive and accessible which benefits everyone. Providing assistive technology and other support services to people with disabilities can enhance their independence and overall quality of life. Disabled persons are affected because they won't know about what facilities they get. All normal people won't benefit from this solution. A lot of disabled people face problems in hospitals as they don't get proper guidance and won't know what benefits they get.

Stakeholder map –

A stakeholder map, also known as a stakeholder analysis or stakeholder matrix, is a visual representation or tool used to identify and analyze the stakeholders involved in a particular project, organization, or initiative as shown in Figure 3.1 Stakeholder map. It helps in understanding the different individuals, groups, or organizations that have an interest in or can be affected by the project or initiative, the Stakeholder is classified into 3 stages namely, primary, stakeholder secondary stakeholder, and tertiary stakeholder. In primary stakeholders, we have disabled people, in secondary stakeholders we have doctors, attender, and cyber centers; finally, in tertiary stakeholders, we have government agencies and the general public.

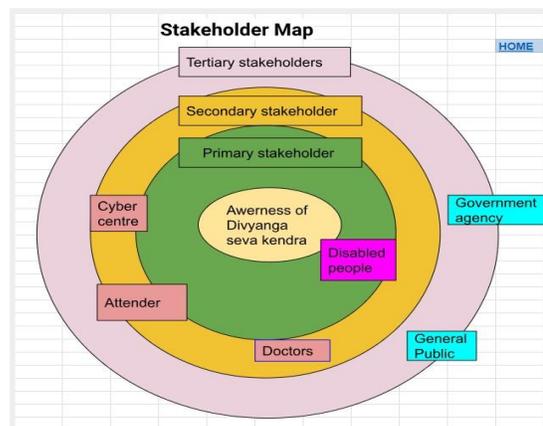


Fig. 3.1 Stakeholder map

B. Define

Define - It will come under the problem phase of design thinking for social innovation.

Affinity map –

An affinity map is a picture that helps group and sort ideas, information, or data gathered during brainstorming or research. It's like a puzzle that helps find patterns, themes, and connections among the things we collected, making it easier to understand and make decisions.

Stakeholder persona –

A stakeholder persona is a fictional representation of a specific stakeholder or group of stakeholders involved in a project, organization, or initiative. It helps in understanding their demographic data, biography, goals, motivations, behaviors, and needs to effectively engage and communicate with them.

Empathy map –

An empathy map is a visual tool used to understand and gain insights into the thoughts, feelings, and needs of a particular user or customer by capturing their perspective and experiences. It helps in developing empathy and informing the design and decision-making process. In the empathy map, we list what the identified stakeholder thinks and feels, what they do and say, and what the stakeholder sees and hears about their problem. We also have to write the pain points and gain points of the stakeholders.

Point of view statement –

A point of view statement is a statement that expresses people's viewpoints or perspectives on a particular topic. It defines their purpose, guides decision-making, ensures effective communication, and acts as a strategic compass.

For our social challenge, we express a POV statement as awareness about Divyanga Seva Kendra because it helps disabled people to get all the information in the hospital. Here is our POV statement:

“Disabled people need awareness about Divyanga Seva Kendra because it makes it easy to get all the information they need and makes their burdens less. Lack of official recognition can make it difficult for them to access certain benefits, accommodations, or services that are specifically designed for people with disabilities.”

C. Ideation

Brainstorm –

Brainstorming is a group of activities, to solve a problem or generate different ideas. Team members are encouraged to share their ideas and put together all the ideas. This activity is carried out among team members and results are as shown in the figure 3.2.

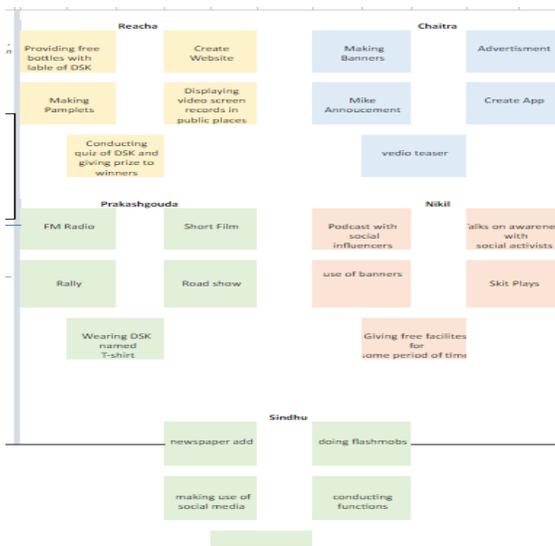


Fig. 3.2 Brainstorm

Idea filtering –

Idea filtering refers to the process of evaluating and selecting ideas or concepts based on certain criteria or parameters. In our topic awareness about disabled persons, we had an idea in which we shortlist nice ideas, which are useful to disabled persons like making videos, websites, and podcasts, as we have shown in Figure 3.3

Idea Filtering: Feasibility Versus Impact Matrix		
Degree of Impact	High Impact	1. Advertisement Flashmobs Making pamphlets wearing DSK name T-Shirt 2. Creating Website Create App Social Media awareness Video teaser
	Low Impact	3. Giving free facility for some Road show Short films putting banners 4. talks on awareness by social influencers FM radio Skit play Providing free head caps with DSK label Separate cyber centre for them
		High Impact & Low Feasibility High Impact & High Feasibility Low Impact & Low Feasibility Low Impact & High Feasibility
		X Low Feasibility High Feasibility
		Feasibility

Use these Ideas for Idea Evaluation
Eliminate the other Ideas

Fig. 3.3 Idea filtering

Idea evaluation –

Idea evaluation refers to the systematic process of analyzing and assessing ideas to determine their worth, feasibility, and potential value. It involves making websites, animated videos, and podcasts and publishing them on social media. Idea evaluation is commonly employed in business and innovation, research, and other domains where idea generation and selection are crucial. Idea evaluation we have shown in Figure 3.4

Idea Evaluation: Factors versus Suitability									
Criteria	Ranking (1 to 5)	Social media awareness		Creating website		Video teaser		Create App	
		Score B	C=A*B	Score D	C=A*D	Score E	C=A*E	Score F	C=A*F
Reachability	5	4	20	5	25	4	20	3	15
Cost	3	3	9	2	6	1	3	2	6
user friendly	4	2	8	3	12	2	8	2	8
More information	5	3	15	5	25	4	20	3	15
Aesthetic	3	1	3	2	6	3	9	1	3
TOTAL		X		X		X		X	
Selected Idea is: Creating Website									

Fig 3.4 Idea Evaluation

Scamper –

Scamper is a creative thinking technology and acronym of substitute, Combine, adapt, modify/magnify, put into another, eliminate, rework/rearrange. For our social challenge, we have applied the scamper technique to finalize the idea.

SCAMPER						
Substitute	Combine	Adapt	Modify	Put in to other use	Eliminate	Rework
Creating video teasers using animations.	creating Video teaser for awareness with Displaying it in the Hospital	creating video teaser for awareness with compulsory for all the members of DSK to put WhatsApp status	create video teaser with a nice background and good digitalized	Create a video teaser to get more information about DSK.	-	-

Table: 3.5 Details of Scamper activity

Feedback from stakeholders –

Feedback from stakeholders in social innovation refers to the input, opinions, and perspectives provided by individuals or groups who have a vested interest or are affected by a particular social innovation initiative. These stakeholders can include community members, beneficiaries, NGOs, government agencies, businesses, academics, and other relevant parties. We had asked for feedback from people suffering from disabilities in KIMS Hubli.

D. Prototype

The prototype is a model created to test ideas and changes until it resembles the final product.

In our prototype, we are creating a video taser of 3 minutes and 10 seconds long. We used the Animaker website for creating our prototype. Here are some specifications and parameters of our prototype. In the specification, we have a content strategy, responsive design, quality time, simple language, accessibility, and clearness. And under parameters, we have duration, text and title, visual, voice-over, speed, and target audience. In fig. 3.6 you can see our prototype.



Fig. 3.6 Prototype

E. Testing

Testing means trying out or experimenting with something to see if our prototype works. It is like doing a practical experiment to check if our ideas or theories are correct.

Net promoter score (NPS) is a metric that organizations use to measure customer loyalty toward their brand, product, or service. We also used NPS to test our prototype. Our NPS score for our prototype is above 0 which is a good score.

III. RESULT AND ANALYSIS

This is a critical part where our team present the findings of our study and provide an in-depth analysis of those findings. This section serves to answer our research questions or test our hypothesis.

These campaigns should not only highlight the existence of DSK but also emphasize its services and benefits. Addressing the accessibility issues faced by PwDs (People with disabilities), particularly in rural areas, is essential. This includes expanding DSK centers to underserved regions and providing transportation assistance where necessary.

Our prototype was displayed to all the stakeholders. Everyone agreed to our prototype. Many people in hospitals saw the video which was shared on social media, We got good responses for the video, and we got nice feedback for our prototype. Individuals with Disabilities and their families reported improved quality of life and increased independence due to the services received from the centers. Once the video was shared through social media we received positive responses from all over our friends and relatives stating that they didn't know such an opportunity exists for differently abled people, further they pledge that they will guide the person in need in order to guide the location of Divyanga seva Kendra or to fill the form and so on.

IV. DISCUSSION & CONCLUSION

We obtain a greater grasp of the difficulties faced by the disabled community through the Design Thinking approach. Through our interactions with people at DSK, we get to understand the challenges and requirements of the challenged community. This increased sensitivity might spread to other aspects of their lives, transforming them into more kind and accepting people. Effective communication is essential to the success of any awareness campaign. We gained knowledge on how to communicate complicated ideas in a simple, interesting, and accessible way. We acquire transferable abilities in persuasive communications, visual communication, and narrative. Collaboration amongst a variety of stakeholders, including the disabled community, healthcare workers, and the general public, will be necessary to address the awareness challenge for DSK. We discovered the value of working together across functional lines and utilizing collective wisdom to deal with difficult social challenges. Extensive research and problem-solving are key components of design thinking. We gained knowledge on how to collect data, analyse it, pinpoint core reasons, and create original solutions. These abilities can be used in different social situations and in the workplace. The

Divyanga Seva Kendra social challenge using design thinking not only tackles a particular issue but also provides a wonderful learning opportunity. After the challenge is over, we have improved social responsibility, teamwork, empathy, and communication skills that will benefit our lives and the communities we are going to serve in future.

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