

Report on

# Disability Inclusive Business Roundtable Talks



Asia-Pacific Development Center on Disability



Report on  
Disability Inclusive Business Roundtable Talks

Organized by  
Asia-Pacific Development Center on Disability (APCD)  
The Nippon Foundation (TNF)



**Printed by**

Asia-Pacific Development Center on Disability  
255 Rajvithi Rd., Rajthevi, Bangkok 10400 Thailand  
Tel: +66(0)2 354-7505 Fax: +66 (0)2 354-7507  
Email: [info@apcdfoundation.org](mailto:info@apcdfoundation.org)

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# Summary Report

## Further Movement on “Disability-Inclusive Business” in Asia and the Pacific

Following up the findings of the initial brainstorming meeting in June 2011, the Disability Inclusive Business Project (Roundtable Talks) were organized by the Asia-Pacific Development Center on Disability (APCD) in collaboration with the Nippon Foundation (TNF) during the Project period (from September 2011 to August 2012). The participants of the roundtable talks included representatives from the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), the Food and Agriculture Organization of the United Nations (FAO), the Charoen Pokphand Group of Thailand, the SM Supermalls of the Philippines, ACLEDA Bank Lao Ltd., Advance Info Service PLC (AIS), Banco de Oro Unibank, Inc. (BDO Bank), Ekphatthana Microfinance Institution (EMI), Standard Chartered Bank Thailand (SCBT), and other business entities. With unique inputs from the participants, several outcomes were identified as below.

### 1. Defining “Disability-Inclusive Business”

One of the outcomes is to define “disability-inclusive business” officially. Participants concluded that it is an emerging business trend that strives to utilize tacit knowledge that persons with disabilities uniquely acquire / develop due to their disability from the perspective of entrepreneur, employee and customer.

#### Definition of Disability-Inclusive Business

“Disability-Inclusive Business” is an enterprise that has a positive impact on disability-friendly environment, communication, attitude, policy and regulation.

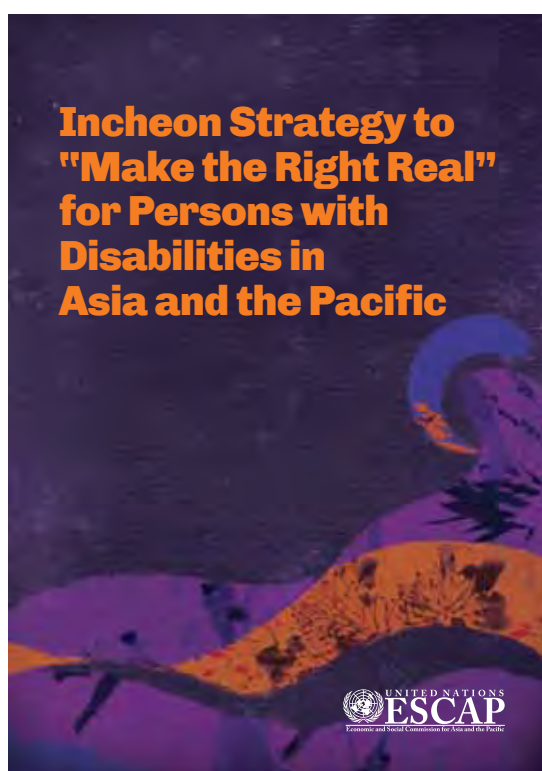
It is an emerging business trend that strives to address disability, work and employment from the perspective of persons with disabilities as customers, employees, employers, and entrepreneurs. In general, an enterprise is described as a disability-inclusive business if it matches the following criteria:

1. It incorporates the principles of accessibility into each of its business aspects.
2. It offers disability-friendly products, communication and services that replace those which are non disability-friendly.
3. It has made a commitment to disability principles according to the United Nations Convention on the Rights of Persons with Disabilities in its business policies.

Unanimously adopted at the Inclusive Business Roundtable Talk on Rating System at the Asia-Pacific Development Center on Disability, Bangkok, Thailand, 1 February, 2012

## 2. Consensus of "Disability-Inclusive Business" Development at the United Nations level

In line with the principles of the United Nations Convention on the Rights of Persons with Disabilities (CRPD), participants emphasized how to promote disability-inclusive business since it can refer to reasonable access to goods and services, to ensure, wherever possible, persons with disabilities are represented in their companies as customers, employees, employers and entrepreneurs. It is expected that "disability-inclusive business" is going to be implemented as a tangible topic through the "Incheon Strategy to Make the Right Real" which would be the key regional policy paper in the proposed new Asian and Pacific "Make the Right Real" Decade for Persons with Disabilities (2013-2022).



### Modalities for effective implementation: national, subregional and regional levels

#### *Regional level*

The Asia-Pacific Development Centre on Disability, which was established as a legacy of the first Asian and Pacific Decade of Disabled Persons to promote the empowerment of persons with disabilities and their representative organizations, and a barrier-free and inclusive society, is called upon to continue building the capabilities of persons with disabilities and multi-sectoral collaboration, with special attention to encouraging private sector engagement in disability-inclusive business that promotes disability-friendly products, services, employment opportunities and entrepreneurship development.

\*Adopted on 2 November 2012

### 3. Formulating some innovative projects

Unique and innovative viewpoints of customers, employees and entrepreneurs with disabilities were brainstormed in the roundtable talks. As a result, the following projects were formulated / being developed in a substantial manner.

#### 1) Disability Inclusive Agribusiness

*Project Implementator:*

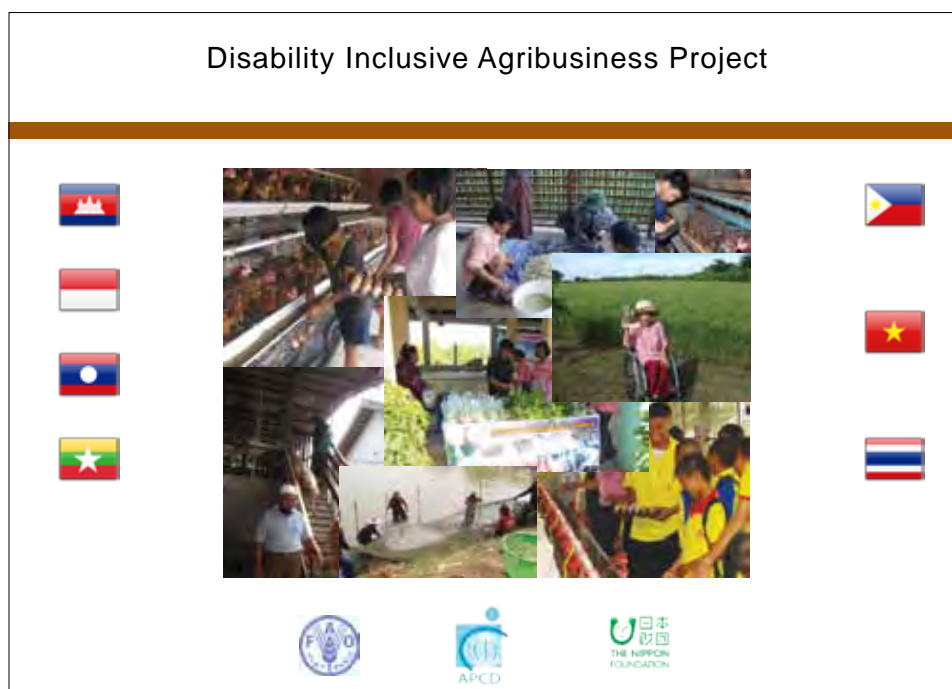
- APCD

*Project Collaborators:*

- Food and Agriculture Organization (FAO) of the United Nations
- The Nippon Foundation
- APCD's Focal Point (Government Ministries) and Associate Organizations (Disabled People's Organization, NGOs, etc)

*Expected outcomes:*

- Business opportunities of Disability-Inclusive Agribusiness will be clarified through documentation and a regional workshop, which will promote more implementation of disability-inclusive agribusiness;
- 2 good practices on Disability-Inclusive Agribusiness in the selected countries, including those in rural areas will be publicized to identify key factors; and
- Further Action Program on Disability-Inclusive Agribusiness will be developed in collaboration with identified agribusiness leaders with disabilities and other stakeholders in the Asia-Pacific region.



## 2) ESCAP-SASAKAWA Disability Inclusive Business Award Project

### *Project Implementator:*

- United Nations (UNESCAP)

### *Project Collaborators:*

- Asia-Pacific Development Center on Disability
- The Nippon Foundation

### *Expected outcomes:*

- A tripartite Project Steering Committee to be established by ESCAP, which includes representatives of ESCAP, APCD and the Nippon Foundation to review project implementation.
- An international Jury to be established to support the administration of the Award process, including selection of winners.
- The Award to be launched at the High-level Intergovernmental Meeting on the Final Review of the Asian and Pacific Decade of Disabled Persons, 2003-2012, to be convened by ESCAP in Incheon, Republic of Korea (29 October-2 November 2012).
- The inaugural Meeting of the Jury to be convened with a view to granting the first round of Awards during the follow-up phase of the project in late 2013.
- Disability inclusive practices to be widely disseminated through the building of partnerships with the mass media to promote public awareness of the Award.



### 3) Other new project ideas

The following topics are now in the discussion process:



- Disability Inclusive Business Rating Project
- Disability Inclusive Finance Project







# Brainstorming Meeting on Inclusive Business

28-29 June 2011  
APCD Training Building



# Program

28 June 2011

	<b>Session 1: Opening</b> <i>Facilitated by Ms. Duangnarumol Dokruk</i>
09.00-09.30	<b>Welcome Remark</b> - Mr. Akiie Ninomiya, Executive Director, Asia-Pacific Development Center on Disability - Mr. Shuichi Ohno, Executive Director, The Nippon Foundation <b>Introduction of Participants</b> <b>Group Photo</b>
	<b>Session 2: Introduction of Inclusive Business</b> <i>Facilitated by Mr. Ryuhei Sano</i>
09.30-10.30	<b>Presentation</b> - Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability - Mr. Thomas Ng, Executive Director, Genashtim Innovative Learning - Mr. Toshiro Mado, Senior Manager, The Nippon Foundation <b>Discussion</b> - What is Inclusive Business? - Why Inclusive Business?
10.30-10.45	Coffee Break
	<b>Session 3: Rural/Agricultural Good Practices</b> <i>Facilitated by Mr. Toshiro Mado</i>
10.45-12.00	<b>Presentation</b> - Sharing Experience of Good Practices - Mr. Zin Min Htet, Project Manager, Center for Disability in Development, Myanmar - Mr. Abdul Rashid Bin Abdullah, Farm Owner, Rashid Farm, Malaysia - Mr. Bien C. Mateo, Vice-President, SM Supermalls, Director, SM program on Disability Affairs, SM Supermalls, Philippines <b>Discussion</b>
12.00-13.00	Lunch
	<b>Session 4: Customers with Disabilities</b> <i>Facilitated by Ms. Duangnarumol Dokruk</i>
13.00-14.30	<b>Opportunities &amp; Challenges</b> <b>Presentation</b> - Mr. Ghulam Nabi Nizamani, Coordinator, All Sanghar Handicaps' Association, Pakistan <b>Discussion</b> - What are the key opportunities for rural business/agriculture to encourage more customers with Disabilities? - What are the key challenges for rural business/agriculture to encourage more customers with Disabilities?

14.30-15.30	<p><b>Key Inclusive Business Elements Discussion</b></p> <ul style="list-style-type: none"> <li>- What are the elements for inclusive products/services in rural business/agriculture?</li> <li>- What are the elements for inclusive communication?</li> </ul>
15.30-15.45	Coffee Break
15.45-16.45	<p><b>Key Indicators Discussion</b></p> <ul style="list-style-type: none"> <li>- What are the indicators for inclusive products/services in rural business/agriculture?</li> <li>- What are the indicators for inclusive communication?</li> </ul>
16.45-17.00	Conclusion of the Day

29 June 2011

	<p><b>Session 5: Workforce with Disabilities</b>  <i>Facilitated by Ms. Duangnarumol Dokruk</i></p>
09.00-10.15	<p><b>Opportunities &amp; Challenges Presentation</b></p> <ul style="list-style-type: none"> <li>- Mr. Bui Van Toan, Country Director, Vietnam Assistance for the Handicapped, Vietnam</li> <li>- Mr. Sakorn Aimsomboon, Vice Chairperson, Rayong Disabled's, Thailand  Agriculture Product Trade Association</li> <li>- Mr. John Honney, Disability Rights Adviser, The Cambodia Trust, Cambodia</li> </ul> <p><b>Discussion</b></p> <ul style="list-style-type: none"> <li>- What are the key opportunities for rural business/agriculture to encourage more employees with Disabilities?</li> <li>- What are the key challenges for rural business/agriculture to encourage more employees with Disabilities?</li> </ul>
10.15-10.30	Coffee Break
10.30-11.15	<p><b>Key Inclusive Business Elements Discussion: (45 min)</b></p> <p>What are the elements for an inclusive workplace in rural business/agriculture?</p> <ul style="list-style-type: none"> <li>- Environment</li> <li>- Communication</li> </ul>
11.15-12.00	<p><b>Key Indicators Discussion: (45 min)</b></p> <p>What are the indicators for an inclusive workplace in rural business/agriculture?</p> <ul style="list-style-type: none"> <li>- Environment</li> <li>- Communication</li> </ul>
12.00-13.00	Lunch

	<p><b>Session 6: Entrepreneurs with Disabilities</b> Facilitated by Mr. Ryuhei Sano</p>
13.00-14.00	<p><b>Opportunities &amp; Challenges</b> <b>Presentation</b></p> <ul style="list-style-type: none"> <li>- Ms. Kularb Poonkit, Farm Owner, Kularb Farm, Thailand</li> <li>- Mr. Silatul Rahim Bin Dahman, Chief Consultant and Trainer, Accessible Technology, Malaysia</li> <li>- Mr. Supree Baosingsauy, Committee &amp; Deputy Secretary General, Rural Lives Development Foundation, supported by Charoen Pokphand Foods PCL, Thailand</li> </ul> <p><b>Discussion: (45 min)</b></p> <ul style="list-style-type: none"> <li>- What are the key opportunities for entrepreneurs with Disabilities in rural business/agriculture?</li> <li>- What are the key challenges for entrepreneurs with Disabilities in rural business/agriculture?</li> </ul>
14.00-15.00	<p><b>Key Inclusive Business Elements</b> <b>Discussion: (60 min)</b></p> <p>What are the elements for inclusive entrepreneurship in rural business/agriculture?</p> <ul style="list-style-type: none"> <li>- Environment</li> <li>- Communication</li> </ul>
15.00-15.15	Coffee Break
15.15-16.15	<p><b>Key Indicators</b> <b>Discussion: (60 min)</b></p> <p>What are the indicators for inclusive entrepreneurship in rural business/agriculture?</p> <ul style="list-style-type: none"> <li>- Environment</li> <li>- Communication</li> </ul>
	<p><b>Session 6: Closing</b> Facilitated by Mr. Ryuhei Sano</p>
16.15-17.00	<p><b>Conclusion and Questions &amp; Answers (30 min)</b> <b>Closing Remark (10 min)</b></p> <ul style="list-style-type: none"> <li>- Mr. Akiie Ninomiya, Executive Director, Asia-Pacific Development Center on Disability</li> <li>- Mr. Shuichi Ohno, Executive Director, The Nippon Foundation</li> </ul> <p><b>Group Photo (5 min)</b></p>

# Participant List

## **1. Accessible Technology, Malaysia**

Mr. Silatul Rahim Bin Dahman, Chief Consultant and Trainer

## **2. All Sanghar Handicaps' Association, Pakistan**

Mr. Ghulam Nabi Nizamani, Coordinator

## **3. Always Reading Caravan, Thailand**

Ms. Yoshimi Horiuchi, Director/Founder

## **4. ASEAN TV, ASEAN**

Mr. Panu Wongcha-um, News Reporter

## **5. Association for Aid and Relief, Myanmar**

Mr. Nay Lin Soe, Project Manager

## **6. Center for Disability in Development, Myanmar**

Mr. Zin Min Htet, Project Manager

## **7. Genashtim Innovative Learning, Philippines**

Mr. Thomas Wai Mun Ng, Executive Director

## **8. Kularb Farm, Thailand**

Ms. Kularb Poonkit, Farm Owner

## **9. Microsoft, Asia Pacific**

Mr. Supoet Srinutapong, Director-Public Sector Program

## **10. Rashid Farm, Malaysia**

Mr. Abdul Rashid Bin Abdullah, Farm Owner

## **11. Rayong Disabled's Agriculture Product Trade Association, Thailand**

Mr. Somsak Chanpram, Chairperson

Mr. Sakorn Aimsomboon, Vice Chairperson

## **12. Rural Lives Development Foundation, Asia Pacific, supported by Charoen Pokphand Foods PCL.**

Mr. Supree Baosingsauy, Committee & Deputy Secretary General

## **13. SM Supermalls, Philippines**

Mr. Bien C. Mateo, Vice-President, SM Supermalls, Director, AM program on Disability Affairs

Mr. Dannis Martel, Mall Manager, SM Supermalls Deputy Director, SM Program on Disability Affairs

# *Participant List* Cont.

## **14. Thailand Board of Investment, Asia Pacific**

Ms. Suwida Thunyawong, Investment Promotion Officer, Investment Strategy and Policy Bureau

## **15. The Cambodia Trust, Cambodia**

Mr. John Honney, Disability Rights Adviser

## **16. The Nippon Foundation**

Mr. Shuichi Ohno, Executive Director

## **17. United Nations Economic and Social Commission for Asia and the Pacific (ESCAP)**

Ms. Aiko Akiyama, Social Affairs Officer, Social Development Division

## **18. University of Warwick**


Ms. Issavara Sirirungruang, Ph.D. Candidate

## **19. Vietnam Assistance for the Handicapped**

Mr. Bui Van Toan, Country Director


# Presentations

**Mr. Ryuhei Sano, Information and Knowledge Management Manager  
Asia-Pacific Development Center on Disability**




## APCD and Inclusive Business

**Ryuhei Sano**  
Information and Knowledge Management Manager  
Asia-Pacific Development Center on Disability




## United Nations and APCD


Region




Area




BMF: Regional Implementation Strategy




## Networking and Collaboration



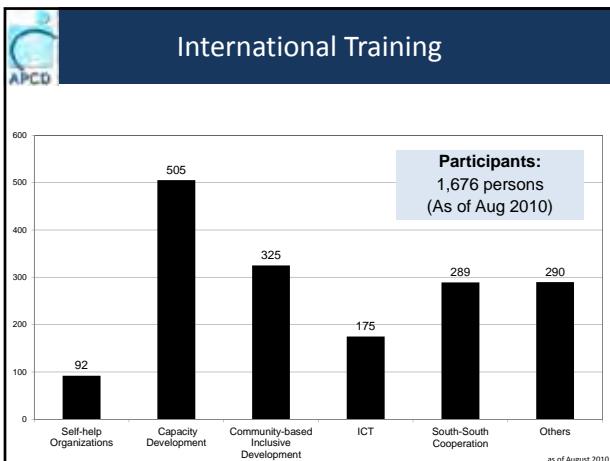
Information   Finance  
Human



## Focal Point / Associate Organization



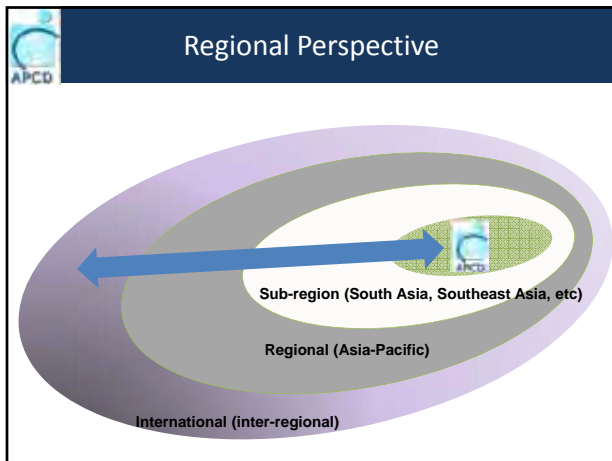
Network in 43 Countries			
Sub-regions	FPs (Ministries)	AOs (NGOs)	Participants
Southeast Asia	14	97	1,061
South Asia	8	55	278
Northeast Asia	2	20	17
Pacific	13	8	187
Central Asia	4	8	66
Others	-	1	67
<b>Total</b>	<b>41</b>	<b>189</b>	<b>1,676</b>



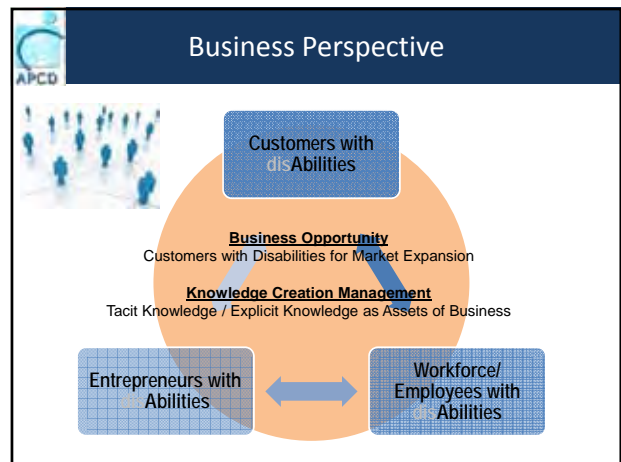
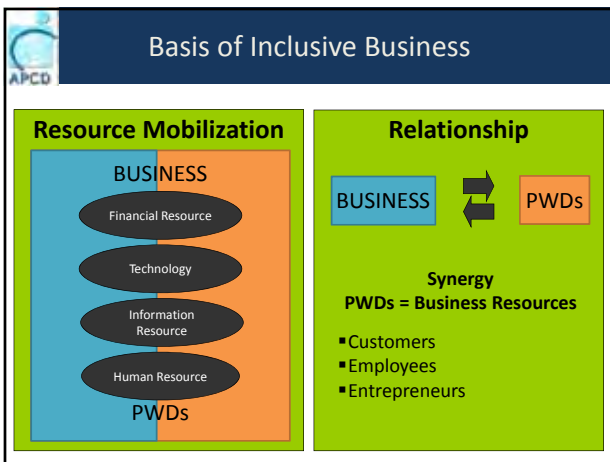
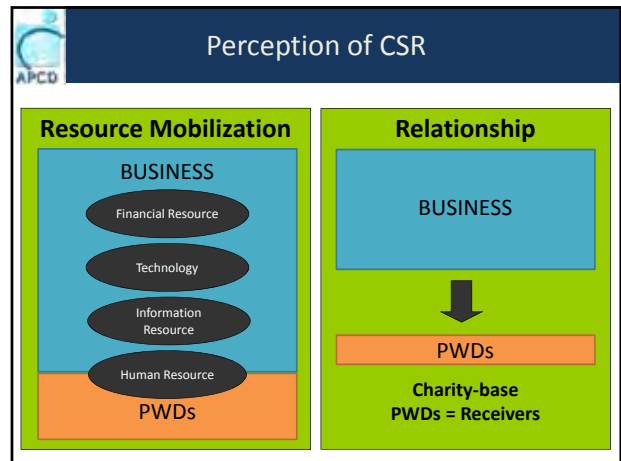
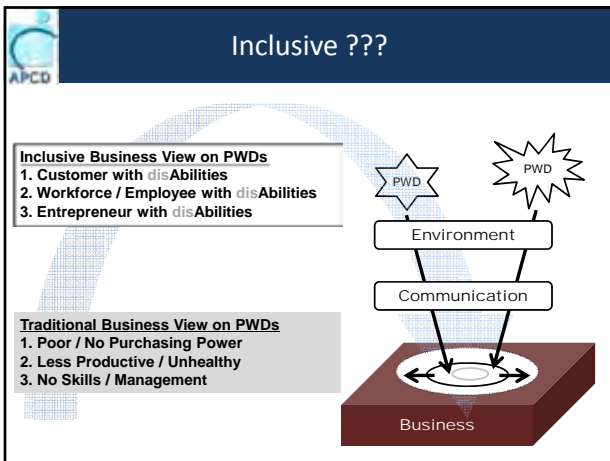

## Media / PR / Publication



**Big Impact by Networking & Collaboration**







Thank you !!!

[www.apcdfoundation.org](http://www.apcdfoundation.org)

## Mr. Thomas Ng, Executive Director Genashtim Innovative Learning

### The First Inclusive Business Roundtable Talk

28-29 June 2011

Bangkok

Presentation by Thomas Ng

### What is Inclusive Business?

- Defining it very narrowly
  - Having PWD participate  
in day-to-day commercial activities  
in a meaningful and sustainable way*
- Need to focus
- If we want to change the world, we have to start with small steps
- Need to have early successes to build upon
  - Go for low hanging fruit
- Where do we start?
  - With a basic management principle



### Basic Management principle

- Assemble a team
  - Knowing and leveraging the strengths of team members
  - Knowing the weaknesses (“handicaps”) of team members, and finding ways to overcome or compensate them
  - Look at PWD like any employee who is not perfect – **nobody is.**

*“The are not disabled in everything....zero in and expand on the abilities that they have and develop those qualities.”*

– Dr. Surin Pitsuwan, ASEAN Secretary-General  
speaking at IDPP meeting in Bangkok



### Significance of the Internet

- Makes remote work feasible
  - That is what BPO is all about
- Can we extend this to a work-from-home model?
- We would then level the playing field for most PWD
  - The real impediment for meaningful employment for most PWDs is mobility, especially in less developed countries
- Overcomes myopic labour laws



### Why in Asia & Pacific?

- Source of inexpensive resources
- In less developed countries, the PWD have greater barriers
- The internet is becoming increasingly pervasive
- The key lies in connecting inexpensive resources to a high cost environment
  - This will unlock value and wealth
  - This is already happening with BPOs



### Triple Bottom Line Concept

- Profits
- Environment
- Social Equity
  - Inclusive Business

**OUR WAY**



### Our businesses...



English Proficiency in Conversation Online

Remote PC Support

Chinese Proficiency in Conversation Online

U21Global  
Graduate School for Global Leaders

eCornell  
Ivy League excellence, online convenience



### What do we offer PWD

- High value-added, mainstream work
- Strategically engaged in the business
  - Actually makes the business stronger
    - *Think of the dignity in that!*
- Serving clients in 10 countries
- Not charity, not sympathy not philanthropy
- They get paid like everyone else
  - There is not different rates of pay for PWD/non PWD
- They get fired if they do not perform
  - We make no excuses to our clients for quality and reliability



### Our Goals

- Presently 60 staff of which >60% are PWDs
- Target in 3 years
  - 1,000 staff
  - At least 50% PWD
- All it needs is for our business to grow exponentially
- Possible future businesses
  - Remote Surveillance
  - Virtual Assistants



### We are still hiring

- English language coaches
- PC Support technicians
- Administrative and accounts staff
- Executive assistants
- Interview using video on skype



### How to encourage more Inclusive Businesses?

- Hope to be lucky? – no sustainability
- Understand how business and corporate executives think. They are SELFISH!
  - Businessmen are only interested to make money
  - Corporate executives are only interested in:-
    - Their own career
    - Their bonus, KPIs etc
    - Their share price



### Strategies for the “SELFISH”

- Prove that inclusiveness can be profitable
  - Help inclusive businesses thrive, and showcase
  - Help develop more employable PWD
- Promote work-from-home model
  - Saves costs, infrastructure
  - Minimizes labour issues
  - Good for the environment
- Provide a formal platform against which they can be measured



### Formal platform?

- Lobby for certification process (like ISO)
  - For business that are inclusive
  - For businesses who engage certified inclusive businesses, and so on.
- A process like carbon credits?
- Lobby for tax incentives
- Encourage investment funds/private equities, focussed on certified businesses



### Quote from Light, a power company in Rio de Janeiro

*“At Light, the number of workers with disabilities is greater than that required by law. The reason is simple –*

*.....for us, the most important thing is to have valuable people.”*

Thank you!



Meeting Mr Shuichi Ono, Executive Director of the Nippon Foundation at Manila Polo Club, 9<sup>th</sup> March 2010

## Mr. Toshiro Mado, Senior Manager The Nippon Foundation



# Inclusive Agribusiness

Toshiro Mado  
Senior Manager  
The Nippon Foundation, Bangkok  
Brainstorming Meeting on Inclusive Business  
28 June 2011  
APCD, Bangkok

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## Contents of Presentation

- Why inclusion of People with Disabilities into Agribusiness
- What is Inclusive Agribusiness

2

## Why Inclusion of People with Disabilities in Agribusiness

### Current Situation

- Nearly two million women and men in Thailand, or approximately 3 per cent of the population, have a disability. A majority of people with disability in Thailand live in rural areas.

Source: ILO Fact Sheet July 2009

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## Rural Population in SE Asia

	Rural Population (% of total population)	
	1995	2008
Cambodia	79	78
Lao PDR	78	69
Thailand	80	67
Malaysia	46	30
Myanmar	N.A.	67
Philippines	47	35
Vietnam	79	72

Source: World Bank, 1997, World Development Indicators 2010

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## Why Inclusion of People with Disabilities in Agribusiness

- A majority of people with disability in the region live in rural areas.
- Expansion of agricultural market creates opportunities for producers and processors.
- Income generation through participating into agricultural market.

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## Scope of Agribusiness

Agribusiness is wide range of connected activities in both on-farm and off-farm;

- On-farm activity: Production
- Off-farm activity: Processing, Packing, Marketing, Trading

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### Case of Mr. Jerawat in Chiang Mai

- Production of high value crops such as Longan, Lychee, and Onion.
- Labor saving method such as mulch and supplement irrigation.
- Processing/drying longan.
- Agricultural input sales shop.

7

### Opportunity & Risk of the Market

- Frequent change – need frequent & on-time adjustment
- Competition – Cost & Product quality
- Market information – Accessibility
- Technology - Availability

8

### Sound agribusiness requires;

1. Acquisition of new information and skills in agronomy, financial and business management.
2. Capacity to respond to changes in dynamic markets.
  - based on the nature of people's disability.

9

### Analysis of Own Environment and Resources

- What service and product can we produce?
- Who will be my customers?
- What is my unique advantage to be competitive?
- What is the constraints in doing agribusiness?

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### Situation and Needs Analysis

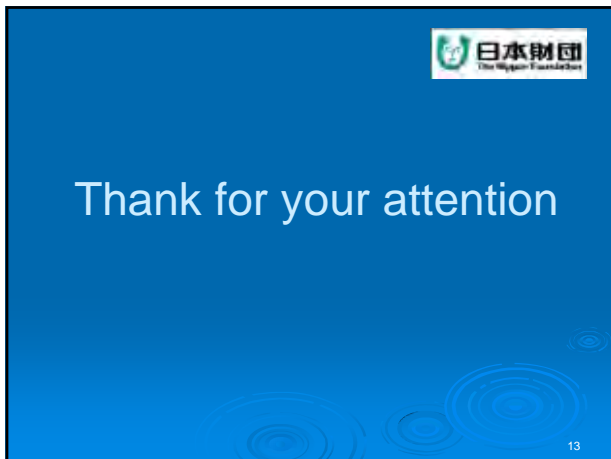
- Type of agricultural practice
  - Capital or Labor Intensive
- Type of crops
  - Fruits, Mushroom, etc. Selection criteria,
- Technology applied
  - What, How, Why,
- Economic viability
  - Way of business management applied

11

### What is Inclusive Agribusiness?

1. Initiated by the people with disability together with community
2. Integrated into the market
  - Market opportunity
3. Diversify the value of agriculture
  - Food Security, Environment, and Welfare

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Discussing the Concept of Inclusive Business

**Mr. Zin Min Htet, Project Manager  
Center for Disability in Development, Myanmar**

# MODEL FARM, CDD



Presented by: Zin Min Htet  
Project Manager  
Centre for Disability in Development-CDD



## Background

- Started implementing by December 2008



By Mr. Han Thuyar Lin, Chair of native SHG, New Strength

## Background- continue







- Starting from November 2009, CDD model farm was continuously implemented by U Pho Zaw, Leprosy effected person and U Tin Shwe, physical disabled person.
- They have been working practically with basic knowledge on agriculture and husbandry, so far they are able to work effectively on their activities although they don't have proper trainings regarding with the farming.

## Goal

- Promote the livelihood opportunity of disabled population by recognizing the government and public the awareness of relationship among livelihood systems of disabled people and the community environment in which they live

## Methodology

### Alternative Livelihood Method

- It means that, the persons (the implementers PWDs & their family members) have to work another income generated jobs in alternative ways apart from their farming activities so that their livelihoods could be stabled.

## 2010 Renew Strategy

Preparation	Implementation	Sharing	Inclusive Plan
<ul style="list-style-type: none"> <li>•Add more implementer</li> <li>•Preparing on Accessible Farm</li> <li>•Technical Support to Candidates</li> <li>•Setting Individual Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>•Implementations on individual work plan</li> <li>•Field Study to respective place</li> <li>•M &amp; E</li> <li>•Add with needed technical support</li> <li>•Brief Monthly Report, Quarterly Reports,</li> <li>•Annual Report</li> </ul>	<ul style="list-style-type: none"> <li>•Exp. sharing to CDD trainees</li> <li>•Sharing techniques to interest or needed persons</li> </ul>	<ul style="list-style-type: none"> <li>•Now start cultivating herbal plants collaboration with native community people</li> </ul>



### New Collaborators



- Mr. Mya Lay Tun
- Mr. Thein Zaw
- Mr. Zaw Min Tun
- Amputee
- Congenital Limbs Impaired
- Lower Limbs Impaired

### Technical Support Training



- Purpose of Training on Implementers of Model Farm
  - a) To support necessary technologies and introduce disability & accessibility
  - b) To introduce basic alternative livelihood concept
  - c) To set up definite working plans and to establish a effective model farm
  - d) To give orientation on Model Farm Purpose and facilitate them to implement until the fulfill of it

### Construction



- 3 Roomed Quarter (27-9 to 2-10 2010)



- Construction for Accessibility



- Construction for Accessibility



- Construction for Accessibility




- Tube well
- Fencing


### Implementation






- Construction of non-smelling pig sty
- Practical Benefits
  - Pigs can eat insects spawned by organic way
  - Warm & comfortable living for pigs
  - Can bath pigs within the sty
  - No need to clean pigs' feces by using the fermented manure

### Implementation

- Fermented banana trunk for pig feeding



- Practical benefit
  - Can reduce the cost of pig feed
  - Can provide for rapid growth & healthy

- Growth long-bean by the benefit of using organic pesticide \*(rice washing water)

### Some agri-activities



### Some agri-activities



### Some agri-activities



### Some agri-activities



### Experience Sharing



- Sharing to CDD Training Participants

- Sharing in Community



- Discuss to cultivate herbal plants

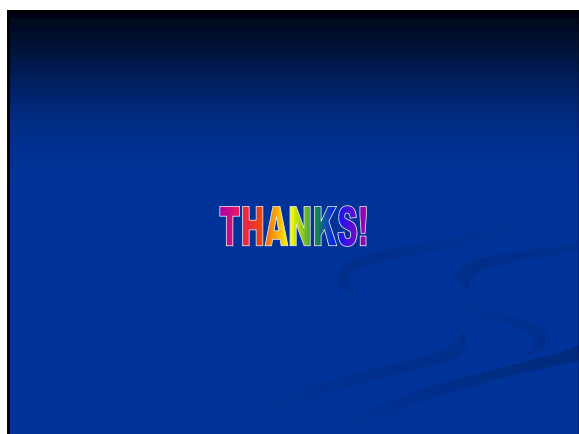
### Important factors for Stability of Model Farm



- Keeping great effort on land preparation
- Implementers are originally skillful and get technical/financial support and advise
- Implementing in Alternative Livelihood Ways

### Challenges

- Bad soil quality
- Limitation of land (the land is too small for them to prosper)
- No regular financial support to extend the farming activity



Brainstorming key factors of Inclusive Rural Business and Agriculture

## Mr. Abdul Rashid Bin Abdullah, Farm Owner, Rashid Farm, Malaysia

### RASHID FARM

Kuala Lumpur, Malaysia

### Introduction

- I am Abdul Rashid bin Abdullah.
- Married with 7 children and 1 wife.
- Live in Sungai Buloh, 20 km southern of Kuala Lumpur city centre.
- I have involved in farming for 8 years with the assistance of my wife and children.



### Business Background

- I started with RM5000 capital.
- Later increase to RM80000 through business loan scheme from government agencies.
- I grow goat, cow, chicken as well as sales of fresh milk and chicken egg.
- Provide consultant services to new entrepreneurs.
- My farm has been frequently visited by visitors and various stakeholders such as researchers, students, public members, and media.
- Supply obtained from Australia and Thailand.



### Business Implementation

- I started with 9 goats in a small empty land at the back of my house.
- I spent RM5000 from my saving account.
- I used recycled wood to build a cage for the goat.
- Later, I approached veterinarian and agriculture department for technical and marketing assistance.
- After a few months, I decided to register a company under my name called Rashid Farm.
- Then, I applied for a loan under Rashid Farm so as to enlarge my business.



### Business's Success Factors

- Entrepreneurs acquire sufficient knowledge and expertise in the field by attending courses, seminar, exhibition and visits to other farms.
- Should have sufficient capital.
- Knowing ways and techniques to provide medication and treatment of the diseases.
- Form a registered company to enable bank loan and government's aids.
- Establish good relationship with various stakeholders such as suppliers, veterinarian, customers and other relevant parties.
- Highly motivated and self-esteem.
- Should be independent and depend less on other people.



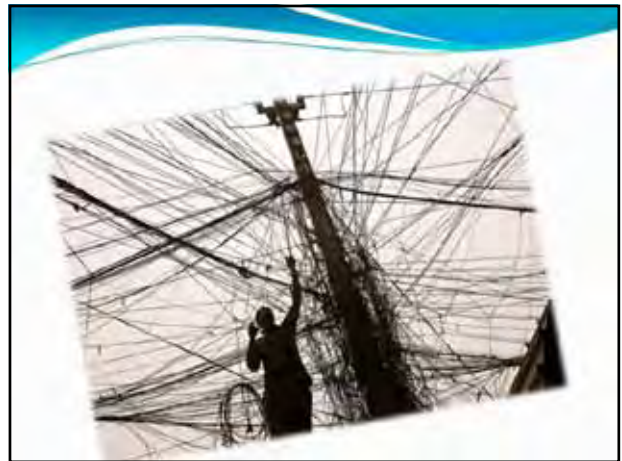
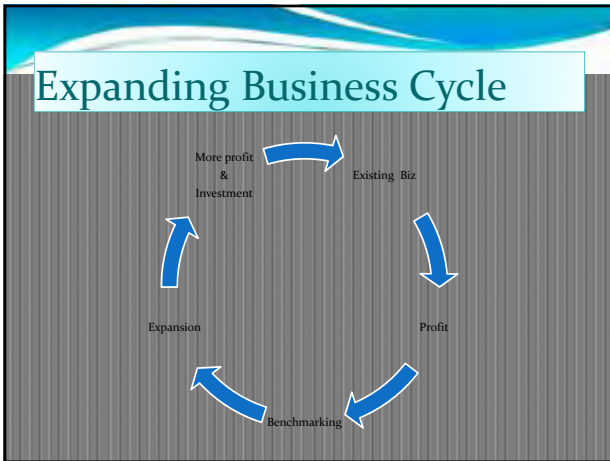
Thank You



Mr. Ghulam Nabi Nizamani, Coordinator  
All Sanghar Handicaps' Association, Pakistan

## Expand Your Business Make more Profits

Brainstorming Meeting on Inclusive Business  
28-29 June 2011, Bangkok



### Opportunities Of Expansion

One Billion People with Disabilities	<ul style="list-style-type: none"> <li>• Direct Consumers with Disabilities</li> <li>• Indirect Consumers accompanied people.</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>• Will attract consumers with Disabilities</li> <li>• Your business can be the first</li> </ul>
Reaching to Out-reach	<ul style="list-style-type: none"> <li>• Expansion of business</li> <li>• More Profits</li> </ul>



## Opportunities Of Expansion



## Process to Catch Consumer



## Challenges



- Data on disability is not available
- Advertisement in Accessible Formats
- Over coming on barriers

Take a Lead; otherwise !!!!

*Thank You!*



## Mr. Bui Van Toan, Country Director Vietnam Assistance for the Handicapped

### Inclusive Employment of People with Disabilities in Vietnam

Bui Van Toan  
Country Director, VNAH

### About VNAH

- ▶ A nonprofit, tax-exempt organization founded in 1991 in the U.S.
- ▶ Overall purpose:
  - To assist people with disabilities and poor children in Viet Nam to overcome their disadvantages, integrate into society and to lead a richer and fuller life.
- ▶ Major donors: Nippon Foundation, USAID

### People with Disabilities in VN

- ▶ 13,3 million PWD (15.7% population)
- ▶ 23.4% households have a disabled member (VN Household living standard survey 2006)
- ▶ 70 % of PWD live in rural areas ( NCCD Annual Report, 2010)
- ▶ 60% in working age, but only 25% engaged in employment/income generation activities.
- ▶ 93% from 16 years old and older have no skills (MOLISA & National Assembly, 2005, 2006)

### VNAH Achievement

#### – Policy Advocacy & Development

- Supported Government of VN to accomplish:
- ▶ Revision of Government Decree on employment for PWD (Decree 116/2005)
  - ▶ Revision of PWD employment in the Labor Code (2010–2011) – Drop restriction on 7 hour work day
  - ▶ National Action Plan on Disability (2 NAPs)
  - ▶ A Chapter on PWD employment in national Vocational Training Law (2007)
  - ▶ Disability Law (2010)
  - ▶ Government fund for skill training and job placement (2005–2010) –About. USD 5 million

### VNAH Achievement Direct Assistance and Support Model

- ▶ Supported the pilot on Inclusive Employment Services at 10 regular, Government's Employment Services Centers across Vietnam
- ▶ Skill training and job placement activities resulted in about 2,500 jobs for PWD
- ▶ Comprehensive Rehabilitation Strategy Model
- ▶ Vocational rehabilitation services model
- ▶ BREC – a model promoting inclusive employment

### Blue Ribbon Employer Council (BREC)

- ▶ Founded in 2006 by VNAH and Viet Nam Chambers of Commerce (VCCI) and NCCD.
- ▶ Current members: 105
- ▶ Partners: VCCI, NCCD, AmCham, VNAH, ILO (advisor)
- ▶ Result: 1,500 jobs & 300 training opportunities





### BREC's Goal and Activity

- ▶ Help produce a national effort on recruiting and retaining Vietnamese with disabilities in inclusive employment
- ▶ Bring awareness to, and share positive experience among employers regarding the benefits of hiring and retaining employees with disabilities
- ▶ Promote the hiring of people with disabilities
- ▶ Research and respond to employers' needs of information and technical assistance on employment for PWD
- ▶ Provide consultation to training & employment centers
- ▶ Provide employer inputs to disability-related policy and programs

7

### Important Factors for Success

- ▶ Awareness and participation PWD, businesses, Gov't, NGOs.
- ▶ Disability regulatory framework, national programs, inclusive national policy/program (poverty reduction, micro credit)
- ▶ Intervention on both sides.
  - Demand: inclusive law/policy, quota-levy, national programs.
  - Supply: vocational rehabilitation, skill training, employment services etc.
- ▶ Availability of information on supply & demand, and supports to employers and PWD before, during and after job placement
- ▶ Inclusive services: training & employment, job fairs, inclusive finance/micro credit etc.

### Challenges

- ▶ Public/Employer:
  - Ineffective regulatory enforcement; lack of integrative and inclusive policy and services, especially on employment
  - State resource go to State service providers, little to private/NGO
  - Misplaced belief, discrimination associated with disabilities
  - Lack of information, disability management system, and technical supports (work-place accommodation etc.)
- ▶ PWD:
  - Lack of access to education, skill training, employment, micro credits, building and transportation, accommodation
  - Low self-esteem, lack of soft-skill, and low rate of labor force participation (refuse to join labor force etc.)

### others

- ▶ Good practices – Vietnam Blind Association: 60% members got jobs, 6,000 households (30% of members) got preferential credit/loan
- ▶ VAIDE: Vietnamese Association for Invalids and Disabilities Enterprise: 450 members who are enterprise of/for PWD. 10,000 among 25,000 workers are PWD.
- ▶ “Cow bank” – poverty reduction programs
- ▶ Vietnam Federation of Disability / DPO – actors for skills training and employment

**Mr. Sakorn Aimsomboon, Vice Chairperson  
Rayong Disabled's Agriculture Product Trade Association**

Rayong Disabled's  
Agricultural Product  
Trade Association

Employment for Persons  
with disAbilities

สมาคมการค้าผลิตภัณฑ์เกษตร  
คนพิการ จังหวัดระยอง  
การจ้างงานคนพิการ  
WWW.SAMAKOMRAYONG-DAPTA.ORG

**Achievements:  
Employment for Persons with disAbilities**



ความสำเร็จ  
การจ้างงานคนพิการ

**Goat and Sheep Farm**



ฟาร์มแพะและแกะ

**Livestock**



ฟาร์มปศุสัตว์

**Pig Farm**



ฟาร์มหมู

**Fishery**



เลี้ยงปลา

### Process: Training



วิธีการ  
การฝึกอบรม

### Accessible Animal Shelters



โรงเรือนเลี้ยงสัตว์ที่ปราศจากอุปสรรคสำหรับ  
คนพิการ

### Job Sharing



การแบ่งงาน

### Challenges:

- Attitude toward Persons with disAbilities
- Financial Support
- Technical Support

**อุปสรรค**  
 •ทัศนคติที่มีต่อคนพิการ  
 •การได้รับการสนับสนุนทางการเงิน  
 •การได้รับการสนับสนุนทางด้านเทคนิค

## Mr. John Honney, Disability Rights Adviser The Cambodia Trust, Cambodia

**TOWARDS A DISABILITY  
INCLUSIVE WORKFORCE**

Brainstorming Meeting on  
Inclusive Business  
Bangkok – 29 June 2011



John Honney – Cambodia Trust

### Topics Today

- Why?
- Promoting a workplace inclusive of PWD
- How to do it
- The key factors towards our goal

### Why?

- Integration and Inclusiveness
- Independence
  - PWD want/need to live independently
- Societal Benefit
  - Disability exclusion costs \$1.9 trillion p.a. (WB) (7% GDP in some countries (ILO 2007))

### Promoting Inclusion Starting with CWD

Get CWD to finish school:

- 90% of CWD in developing world not in school (UNESCO)
- Literacy rates as low as 1% for WWD (UNDP 1998)
- Focusing on the end result i.e. employment
  - Qualifications and any other skills possible
  - Instill ambition/dreams
  - Work with parents so they encourage their children
  - Role models – we need successful PWD to showcase
- Governments need to drive this, not just NGOs!

### Promoting Inclusion

Get young PWD into university:

- Higher education:
  - Think beyond the MDG
  - Where are the women?
- IT/language skills
- Work place experience schemes - develop the CV!
  - Develops confidence/experience
  - Is inclusion in the workplace
- Feed the dream - motivate and encourage
- Influencing tomorrows leaders today!

### Promoting Inclusion

- Aim for white collar employment
  - This is where workplace inclusion more likely to confront public prejudices/stigma
- Target blue collar employment
  - An office is not for everybody
- Any other employment
  - Still need to focus on soft skill/entrepreneurial

## How to do it

### Getting CWD to grade 12

- Need to advocate before governments
- Work on education ministries to improve:
  - Teacher training and understanding of disability
  - Accessibility
- Parental support
- PWD must want it - role model/confidence
- P2P - Develop CWD from primary to paycheque (C1)

## How to do it

### Young PWD into university

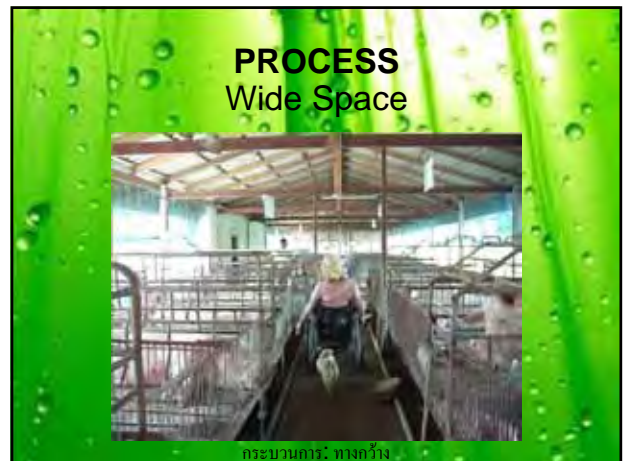
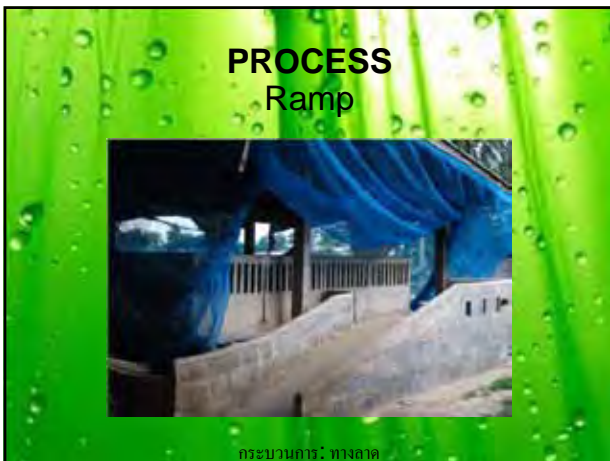
- Develop capable young PWD in university:
  - IT and language lessons
  - Getting work experience (4 in the UN)
  - Focusing on careers and not jobs after university
  - Mentoring and encouraging them
- Work with HEI's to make universities disability friendly/accessible

## Toward our goal!

- Think blue and white collar!
- Education/skills and confidence/belief
- Engage with business community directly
  - Need to have a centre point working on disability employment issues
- The Business Case - ILO/entrepreneurs will tell you PWD:
  - Work harder / less accidents / better retention rates less absenteeism - that increases profits!

The  
Di\$ability  
Dollar

Ms. Kularb Poonkit, Farm Owner  
Kularb Farm, Thailand



## PROCESS Non-step Farm



กระบวนการ: ทางเรียบในฟาร์ม

## PROCESS Modification



กระบวนการ: การปรับอุปกรณ์

## CHALLENGES

- Middleman
- Access to Finance
- Technique (Farm Management)
- Access to Market

ความสำเร็จ:

- พ่อค้าคนกลาง
- การเข้าถึงแหล่งเงินทุน
- เทคนิค (การบริหารฟาร์ม)
- การเข้าถึงตลาด

## Mr. Silatul Rahim Bin Dahman, Chief Consultant and Trainer Accessible Technology, Malaysia

### ACCESSIBLE TECHNOLOGY

50, JLN. 15/5B, SEKSYEN 15,  
43650 BANDAR BARU BANGI,  
SELANGOR, MALAYSIA.

**SILATUL RAHIM BIN DAHMAN,**  
ACCESSIBILITY & DIVERSITY SPECIALIST CUM  
CHIEF CONSULTANT AND TRAINER.

### COMPANY PROFILE

- Accessible Technology (AT) is committed to changing the way in which the world of products, services, accessibility, diversity and training for Persons With Disabilities (PWD's) is viewed by society at large as a whole.
- Accountability and responsibility are the cornerstones upon which all of AT's training materials are founded.

### COMPANY PROFILE

- At AT, PWD's have a guarantee of success. PWD's and trainers work together to form this solid foundation. By offering assistance via live voice chat, email lists, social networking websites, and face-to-face coaching sessions. The AT methodology spurs PWD's toward ultimate success and absolute understanding of the products and courses instructions.
- With a straightforward, easy-to-understand training method, the courses of AT appeal to beginners and professionals alike. AT offers a robust and complete immersion into Access technology, Windows, screen reading technology, the Internet, web accessibility, diversity and disability equality training and much more.

### COMPANY PROFILE

- Accessible Technology is proud to play a leading role in changing the way in which rehab organizations, educational institutions and individuals view access technology training. Every PWD's has a right to receive quality training in access technology. AT fully supports that fundamental right.

### COMPANY HISTORY

• AT was formed 2 years ago by Mr. Silatul Rahim Dahman and Nurulisma Ismail.

• Rahim is a certified Accessibility and Diversity Trainer and has more than 20 years experience in providing Assistive technology training worldwide.

• Nurul is a university lecturer and PhD candidate in the field of Human Computer Interaction at Universiti Kebangsaan Malaysia (UKM), one of the top ten universities in Malaysia.



**Silatul Rahim Dahman**  
Assistive Technology and Web  
Accessibility Specialist/Qualified Trainer



**Nurulisma Ismail**  
Managing Director

### PRODUCTS AND SERVICES

AT offers a wide range of products and services:

- Assistive and mainstream equipment, training and consultancy services for all users: both abled and disabled bodies.





## HARDWARE

- Personal Computers, computer accessories, printers, scanners, Mobile devices (Mobile Phones, PDA's, GPS, and much more),
- Assistive devices (Embossers, Braille Displays, Notetakers, GPS),
- Teaching aids and Educational gadgets (Calculators, Watches, Alarm Clocks, and much more),
- Personal/medical Tools (Weighing Scale, Blood Pressure Meter, Thermometer, Blood Glucose Meter),



Focus Braille Display



PAC Mate

## SOFTWARE

- Mainstream software,
- Assistive Software.



JAWS Screen Reading Software



Open Book Scanning and Reading Software

## Training and Consultancy Services:

• At all times, we are prepared and committed to train all users in the following areas:

- Computer Training e.g. (Windows, MS Office Applications, Web Development, Social Networking applications, etc.
- Access Training e.g. Screen Reading Software, Screen Magnification Software, Text to Braille Translation software, etc.
- Accessibility and Diversity Training e.g. Web Accessibility and usability, Disability and Diversity Equality Training, Orientation and Mobility, Braille Literacy, and Barrier-Free Environment.



## How AT Contributes to the Rural Community

• As part of our social responsibilities and community service, we offer the followings to the rural disabled community:

- Free online and remote technical support via telephone, SMS and Internet, if they have such facilities.
- Free home delivery via normal postal service within Malaysia for the items they order.
- Free Road show, one-to-one products demonstration, and free professional consultation on the type of technology and devices that best suits their customized needs.

## Establishment and Success Stories

• AT is proud to be approached and engaged by various stakeholders from time to time.

• Below are among the agencies and institutions we have dealt with:

- Ministry Of Women, Family and Community Development of Malaysia;
- Various state and federal government agencies;
- State Public Library;
- Lahore University of Management and Science, Pakistan;
- Small and medium-size private firms around Kuala Lumpur;
- Researchers, Academicians, college and university students (undergraduates, masters and PhD levels).
- And many others...

## Contact Details

AT can be contacted via one of the followings:

- Email: [accessibletechnology@gmail.com](mailto:accessibletechnology@gmail.com) / [nimabety@gmail.com](mailto:nimabety@gmail.com)
- Phone: (+6012) 465-4697
- Website: [www.accessibletechnology.com.my](http://www.accessibletechnology.com.my) (still under construction)

- Thank You -



Practices on Inclusive Business Presented by Charoen Pokphand (CP) Group

Mr. Supree Baosingsauy, Committee & Deputy Secretary General,  
Rural Lives Development Foundation, Thailand



**PRIVATE & NON PROFIT ORGANIZATION ON PRACTICAL APPROCHES TO PROMOTE THE EMPOWERMENT OF DISABILITY AND FREE SOCIETY**

**SUPREE BAOSINGSAUY**  
COMMITTEE AND ASSISTANT SECRETARY-GENERAL  
RURAL LIVES' DEVELOPMENT FOUNDATION  
SUPPORTED BY CHAROEN POKPHAND GROUP OF COMPANY

**COUNTRY OVERVIEW**

POPULATION		UNIT :MILLION
Male	Female	Total
32.08	33.26	65.34

SOURCE : NATIONAL STATISTICAL OFFICE,  
DATA ON 30 SEPTEMBER 2006

BIRTH RATE : 16.04 : 1,000 PEOPLE

**COUNTRY OVERVIEW**

THE 10<sup>TH</sup> ECONOMIC AND SOCIAL DEVELOPMENT PLAN  
(2007-2011)

- VISION
  - POVERTY ALLEVIATION
  - BETTER QUALITY OF LIFE
- SUFFICIENCY ECONOMY
- GREEN SOCIETY / HAPPINESS SOCIETY

**LABOUR FORCE**

- OVER 15 YEARS OLD 50.54
- UNDER 15 YEARS OLD 14.80
- UNEMPLOYMENT RATE 1.4

**DISABILITIES**

- 123,157 VISUALLY IMPAIRED
- 240,904 HEARING IMPAIRED
- 512,989 PHYSICAL FUNCTIONAL IMPAIRED
- 81,262 MENTALLY IMPAIRED
- 303,266 INTELLECTUALLY IMPAIRED

**CHAROENPOKAPHAN FOOD PUBLIC COMPANY LTD.**

- For more than 80 years, CP Group's operations and investment both locally and internationally have always contained our three-benefit philosophy. Passionately embedded into our everyday working life, our businesses and affiliates with more than 250,000 employees worldwide firmly uphold that our work must serve as a:
  1. Benefit to the Country
  2. Benefit to the People
  3. Benefit to the Company
- Not only the involved agriculture business but also the implementation of social responsibility.
- The Rural Lives Development Foundation was established in 1987. The Objective is focus to people, children and disability in disadvantage area to have better life by activities such as promote and encourage vocational training.

The activities which is to promote the empowerment of Disability and free society.  
There are 4 parts for company to serve disability people

**Customer Service.**

- 1.To serve toilet for disabled.
- 2.To serve walkway for disabled.

**Employee Service**

1.To Employed disability ( deaf ,handicapped) to work in the office such as CP Intertrade Co.,ltd, CP-ALL and True Corporation Plc.Ltd.,CP Land.The amount of disability who is our employee are 122 persons. They are deaf, blind ,limbs of disabilities.

**Amount of limbs of disabilities in CP G companies**

No	Kind of disability	Amount	Company name
1	Deaf, Blind ,Limb disabilities	3	Kasetpan Company
2	Deaf, limb disabilities	1	Charoenpokphand Industry
3	Deaf, limb disabilities	2	CPF Premium Foods
4	Limb disabilities	1	Aqua Business Foods
5	Limb disabilities	47	CPF
7	Limb disabilities	3	CPF Trading
8	Limb disabilities	5	CP.Meiji Ltd.

No	Kind of Disabilities	Amount	Company name
9	Limb disabilities	2	International Foods
10.	Limb disabilities	34	Bangkok Produce Plc.,Ltd
11.	Limb disabilities	14	CPF Foods LTD.
12.	Limb disabilities	4	Chester Grill Ltd.
13.	Limb disabilities	3	Bangkok Food Ltd.
14.	Limb disabilities	2	Bangkok Agricultural Plc.,Ltd.
15.	Limb disabilities	1	Charoenpokphan North Eastern Plc.,Ltd..

**Self Employed.**

**Nakonprathom for Deaf School**

**The production of Lunch Project.**

The RLDF foundation support and encourage Lunch Project which children will learn to raise chicken, collect eggs for sale through the school cooperative store .



**SCHOOL FOR BLIND AT CHIENGMAI PROVINCE**

The RLDF foundation support and encourage Lunch Project which children will learn to raise chicken, collect eggs for sale.



**SAIJAI THAI VETERAN VILLAGE**

The RLDF foundation support and encourage Lunch Project which children will learn to raise chicken, fish and grow vegetable and grow rice .



### NAKONSAWAN PUNYANUKUL

The RLDF foundation support and encourage Lunch Project which children will learn to raise chicken, collect eggs for sale through the school cooperative store

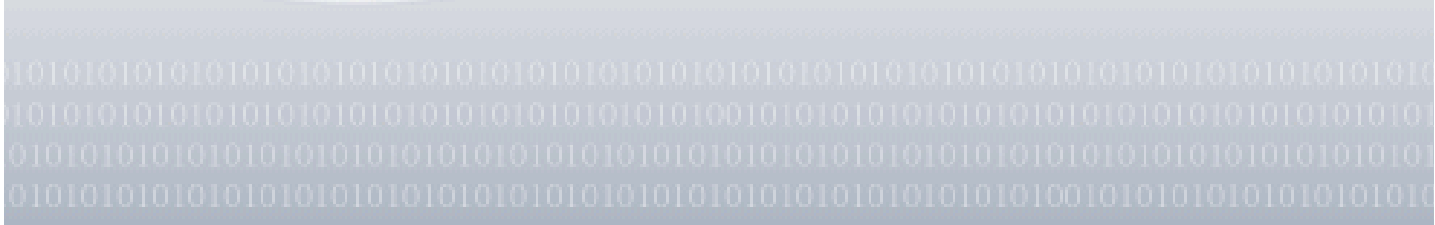


### Homeless and Street Children Center at Saraburi Province

This center is a place for homeless and Street Children to learn how to live by themselves. All of them will be taught to know how to raise chicken, fish and grow vegetable for both consume and sell.



Participants of the Meeting



# Inclusive Business Roundtable Talk on ICT

29 September 2011  
SMX Convention Center, Manila, Philippines

# Program

	<b>Session 1: Opening</b> <i>Facilitated by Mr. Bien C. Mateo</i>		
09.00-09.30	<b>Welcome Remark</b> <ul style="list-style-type: none"> <li>- Ms. Annie S. Gracia, President, SM Supermalls</li> <li>- Mr. Monthian Buntan, Executive Board, Asia-Pacific Development Center on Disability</li> <li>- Mr. Shuichi Ohno, Executive Director, The Nippon Foundation</li> </ul> <b>Introduction of Participants</b> <ul style="list-style-type: none"> <li>- Mr. Akiie Ninomiya, Executive Director, Asia-Pacific Development Center on Disability</li> </ul> <b>Group Photo (5 min)</b>		
	<b>Session 2: Introduction of Inclusive Business</b> <i>Facilitated by Mr. Bien C. Mateo</i>		
09.30-10.00	<b>Presentation</b> <ul style="list-style-type: none"> <li>- Why is inclusive business important?</li> </ul> Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability <b>Discussion</b>		
10.00-10.15	Coffee Break		
	<b>Session 3: Success Stories on Inclusive Business on ICT</b> <i>Facilitated by Mr. Thomas Ng</i>		
10.15-12.00	<b>Presentation &amp; Discussion</b>		
12.00-13.00	Lunch		
	<b>Session 4: Key Elements &amp; Indicators</b> <i>Facilitated by Mr. Bien C. Mateo</i>		
13.00-16.00	<b>Discussion</b> <ul style="list-style-type: none"> <li>- What are the biggest inclusive business opportunities?</li> <li>- What are the most important challenges in implementing inclusive business?</li> <li>- Advice for beginning and scale of an inclusive business?</li> </ul>		
	Customers with Disabilities	Workforce with Disabilities	Entrepreneurs with Disabilities
	<b>Presentation &amp; Discussion</b>		

16.00-16.15	Coffee Break
	<b>Session 5: Recommendations on Inclusive Business</b> <i>Facilitated by Mr. Ryuhei Sano</i>
16.15-16.45	Discussion (30 min)
	<b>Session 6: Closing</b> <i>Facilitated by Mr. Bien C. Mateo</i>
	<b>Closing Remark</b> <ul style="list-style-type: none"> <li>- Mr. Shuichi Ohno, Executive Director, The Nippon Foundation</li> <li>- Mr. Monthian Buntan, Executive Board, Asia-Pacific Development Center on Disability</li> <li>- Ms. Annie S. Gracia, President, SM Supermalls</li> </ul>
17.00-19.00	Dinner Reception



Opening Speech by Senator Monthian Buntan, APCD Executive Board Member



# Participant List

## **1. Accessible Technology, Malaysia**

Mr. Silatul Rahim Bin Dahman, Chief Consultant and Trainer  
Confirmed but Cancelled

## **2. Advanced Contact Center, Thailand**

Ms. Vaoduen Lamsam, Chief Executive Officer

## **3. ASEAN Secretariat, ASEAN**

Mr. M. Rajaretnam, Special Advisor to ASEAN Secretary General

## **4. ASEAN TV, ASEAN**

Mr. Panu Wongchs-um, News Reporter

## **5. Danishkadah, Pakistan**

Mr. Muhammad Akram, Founder & Chairman

## **6. Genashtim Innovative Learning, Philippines**

Mr. Thomas Ng, Executive Director  
Ms. Felice Marie Pascua Ebue, IT Officer

## **7. G-Scale Marketing Consultancy Services/Grayscale, Philippines**

Mr. Marx Vergel P. Melencio, Managing Director

## **8. Sky-Study.Net, Philippines**

Ms. Della Lorente Leonor, General Manager

## **9. Standard Chartered Bank, Asia Pacific**

Mr. Somboon Hirunpattarasilp, TSS Country Manager, System Support, Technology Support Service

## **10. U21 Global Gradyate School, Singapore**

Prof. Wing Hong Lam, Consultant

## **11. United Architects of the Philippines, Philippines**

Mr. Jaime Silva, Chairperson

## **12. Web Courses Bangkok, Thailand**

Mr. Carl Daniel Heaton, Managing Director and Consultant

# Presentations

**Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability**

APCD

## APCD and Inclusive Business

Ryuhei Sano  
Information and Knowledge Management Manager  
Asia-Pacific Development Center on Disability

APCD

## Networking and Collaboration

UN Agencies & Int. Organization  
DPOs & NGOs

Governments in Asia-Pacific (FPs)

Business Sector

Information Finance Human

APCD

## Top 6 South-to-South Cooperation

October 2010

APCD

## Exchange with the Business Sector

ESCAP  
The Japan Foundation  
DENSO  
airAsia

APCD

## Cooperation with the Business Sector

Media

Italian-Thai Chamber of Commerce

Inclusive Business Brochure

APCD

## Brainstorming Meeting on IB

Brainstorming Meeting on Inclusive Business at APCD

WARWICK  
ASEAN TV  
VWAHS  
IN THE HEART  
THAILAND BOARD OF INVESTMENT

APCO

Grayscale Business Management and Consultancy Services



ITU Gray Scale Services APCO

International Telecommunication Union  
(United Nations Specialized Agency)

APCO

Thank you !!!

[www.apcdfoundation.org](http://www.apcdfoundation.org)



Intensive Discussion on Inclusive Business

**Ms. Vaoduen Lamsam, Chief Executive Officer  
Advanced Contact Center, Thailand**



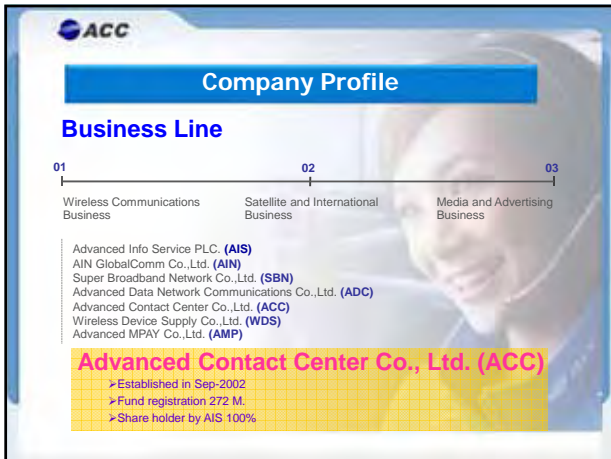
**AIS Call Center  
for Disabled People**

September 29, 2011  
By Vaoduen Lamsam  
Advanced Contact Center Co.,Ltd.  
Email: vaoduen@ais.co.th



**Agenda**

- Company Profile
- Project Objective and Background
- Project Progress / Group of Agent
- Scope of Work
- Infrastructure & Application
- Activities



**Company Profile**

**Business Line**

01 Wireless Communications Business      02 Satellite and International Business      03 Media and Advertising Business

Advanced Info Service PLC. (AIS)  
AIN GlobalComm Co.,Ltd. (AIN)  
Super Broadband Network Co.,Ltd. (SBN)  
Advanced Data Network Communications Co.,Ltd. (ADC)  
Advanced Contact Center Co.,Ltd. (ACC)  
Wireless Device Supply Co.,Ltd. (WDS)  
Advanced MPAY Co.,Ltd. (AMP)

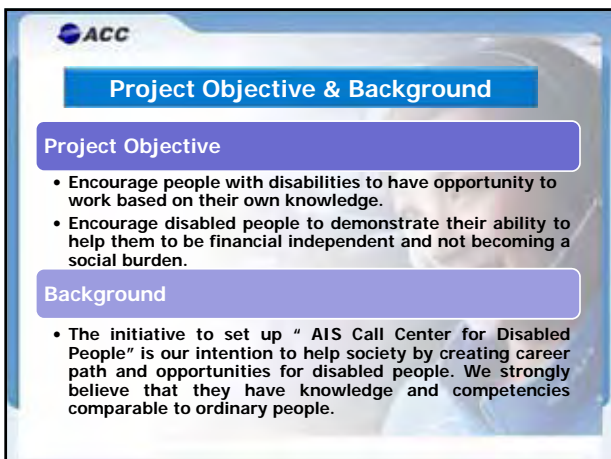
**Advanced Contact Center Co., Ltd. (ACC)**

- Established in Sep-2002
- Fund registration 272 M.
- Share holder by AIS 100%



**Highlight Activities**

- Has 2,701 staffs (40% permanent)
- Handles I/B >3.2 million calls per month
- Average call lasts for 4 minutes
- Handles O/B ~0.47 million contacts / month
- Generate Revenue to AIS 63 MB per month
- Payment via Call Center 15 MB per month



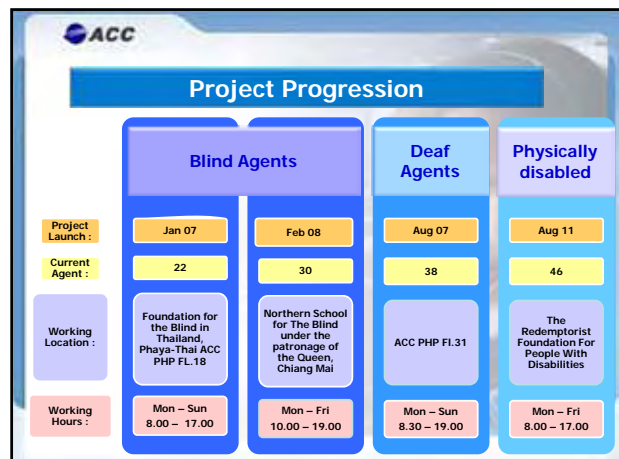
**Project Objective & Background**

**Project Objective**

- Encourage people with disabilities to have opportunity to work based on their own knowledge.
- Encourage disabled people to demonstrate their ability to help them to be financial independent and not becoming a social burden.

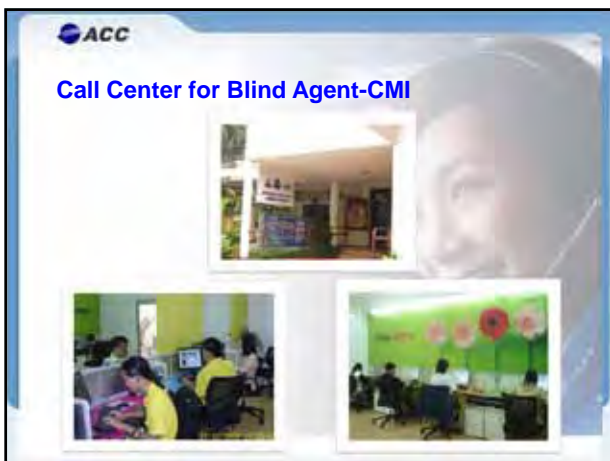
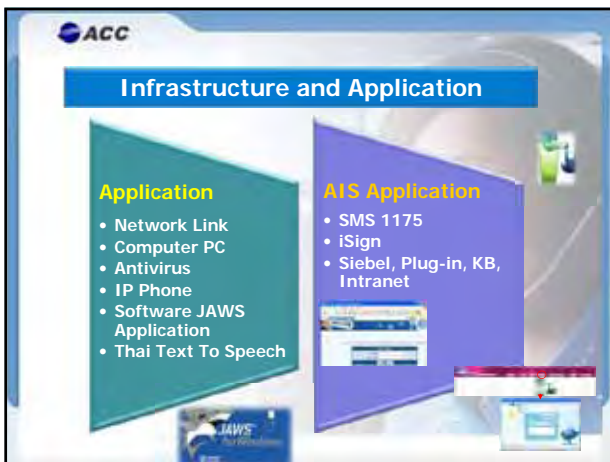
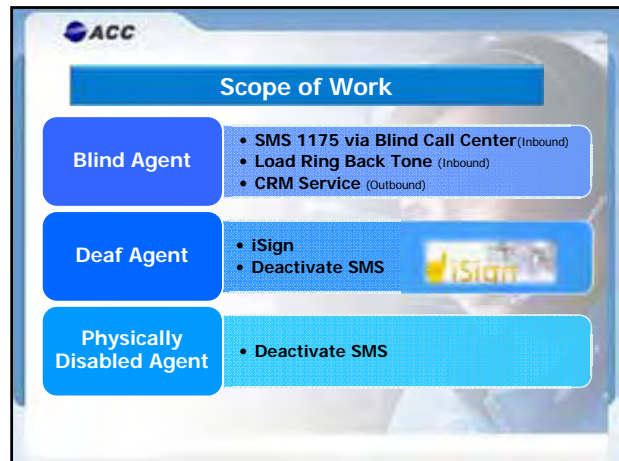
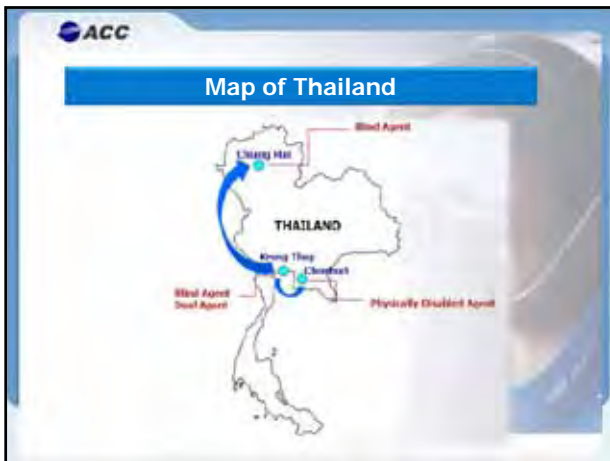
**Background**

- The initiative to set up " AIS Call Center for Disabled People" is our intention to help society by creating career path and opportunities for disabled people. We strongly believe that they have knowledge and competencies comparable to ordinary people.



**Project Progression**

	Blind Agents	Deaf Agents	Physically disabled
Project Launch :	Jan 07	Feb 08	Aug 07
Current Agent :	22	30	38
Working Location :	Foundation for the Blind in Thailand, Phaya-Thai ACC PHP FL.18	Northern School for The Blind under the patronage of the Queen, Chiang Mai	ACC PHP FL.31
Working Hours :	Mon - Sun 8.00 - 17.00	Mon - Fri 10.00 - 19.00	Mon - Sun 8.30 - 19.00





## Mr. Jaime Silva, Chairperson United Architects of the Philippines, Philippines

### Inclusive Business on ICT and the Visually Impaired Persons

Presented By  
Archi. Jaime G. Silva, Iuap

Chairperson, Committee on Accessibility,  
United Architects of the Philippines  
Co-Chair, Sub-Committee on Accessibility on  
Built Environment and Transportation  
National Council on Disability Affairs  
Chair, Non-Handicapping Environment Core Group  
Chair, Technical Working Committee for the Amendment  
of the Implementing Rules And Regulations of Bp 344  
National Council on Disability Affairs  
Chair, Nomination Committee  
Apolinario Mabini Awards

Persons with disabilities (PWDs) should have the same rights to participate in the Information Society as all citizens. Information and communication technology (ICT) such as personal computers, mobile phones, reading devices, optical character recognition and interactive multi media should be tools to help overcome barriers they face in education, the workplace particularly in business and social life.

In the present scheme of things there is a need to make a paradigm shift from the dole-out mentality for persons with disabilities to giving them the opportunity to earn a living and participate in the social and economic development of their particular country.

The business sector often has a different perception of disability and persons with disabilities. Sometimes they do not recognize the fact that persons with disabilities have the qualifications and can perform the requirements of the specific jobs they want to pursue or activities they want to be actively involved with. Many persons with disabilities have proven their worth and many success stories have been published and showed that persons with disabilities can also be at par with their abled counterparts.

The concept of inclusive business is in line with the new approach to achieve an inclusive society for all or inclusive development for persons with disabilities. An inclusive business is a sustainable business that benefits low-income communities and contributes to poverty reduction. This will include marginalized sectors like persons with disabilities. But how do PWDs particularly those with vision impairment benefit from this inclusive business concept and be able to get the opportunities and resources in terms of technology, information, financial and human resources.

For many people who are vision impaired/blind or who have low levels of vision there are some issues and concerns that need to be addressed based on current problems and situations as follows:

1. Since blind people are also employed and are part of the business world, concerns on the use/availability of accessible Automated Teller Machines (ATM) should be made available to them. Their salaries are drawn from ATM and they have to physically go to the banks.

If it is on a Saturday or a Sunday or even at night and if the bank branch hosting the account is closed, then there is a need to withdraw from other banks and somebody is needed to accompany the blind person. This is not being self-reliant or living independently.

There are some difficulties which vision impaired people experienced in accessing ATM machines especially in dealing with softwares needed to effect the transaction. As hard as it is, consumers who can not see and accessibility laws do not always quite make the difference.

2. All communications, letters, memos, notice, agenda and minutes of meetings, policies, internal and external documents, recommendations and reports, statements and policies and other reading materials in a corporate office are always in hard copies.

How can a vision impaired person access these things if he does not have a screen reader software for his office personal computer or laptop or a scanner to convert text to speech or a braille to label folders and documents. Nobody will read this to him since everybody else is busy with their own deadlines to beat.

3. The negotiation of unfamiliar buildings, streets or thoroughfares is a stressful experience for blind people. Problems encountered include;

- inadequate directional guidance
- lack of tactile information
- obstacles on circulation routes
- inappropriately placed street furniture

These issues combine to force people with vision impairment to be dependent on others, limiting their capacity for independent living.

In terms of routes, there are certain things to be considered:

- The line of travel should be distinct and its edges clearly defined in order to make it easy to follow.
- Large featureless open space areas should be avoided, as the lack of auditory or tactile reference points causes difficulty in orientation for people who have little or no vision. Changes of level (ramps or stairs) must have advanced tactile warning.
- Good use can be made of features such as fountains and running water to give directional guidance. Scented plants could also be explored. Changes in texture on walkways can be helpful using a combination of paving and grass, or paving and tarmac. These examples provide textural change and good color contrast.

As to pedestrian crossings, crossings should always be at right angles to the street. As to car parks that adjoin the public footpath it should be separated from the footpath by a wall or fence. As regards access to elevators, it is not enough that Braille labels on the button panels in elevators is present. The problem in this case is that the proportion of blind people who can read Braille is very low. There are at present talking elevators which are useful for blind people as this will direct them to their intended destination.

4. In going shopping or to recreational places accessible facilities must be provided by the establishments particularly accessible ramps, toilets, parking spaces, signages, non-skid flooring and elevators for vertical access. Most of the time blind people go to these establishments with family members and some friends who assists them.

On other occasions employees do help them and the presence of express lanes in some establishments are a great help. Some establishments are not "PWD Friendly" the reason for the growing complaints of the sector with disability since they can not avail of its services and the difficulties encountered due to its inaccessibility.

UNITED ARCHITECTS  
OF THE PHILIPPINES, INC.  
Thank You



# Mr. Carl Daniel Heaton, Managing Director and Consultant Web Courses Bangkok, Thailand

Accessibility and Business

Carl Heaton  
29 September 2011



Accessibility and Business

Carl Heaton  
29 September 2011



Accessibility and Business

Carl Heaton  
29 September 2011



Accessibility and Business

Carl Heaton  
29 September 2011

All of whom are potential customers including those with additional accessibility requirements.

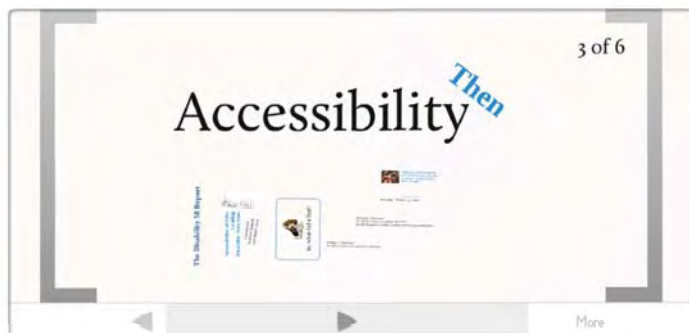
Accessibility and Business

Carl Heaton  
29 September 2011

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Accessibility and Business

Carl Heaton  
29 September 2011



Accessibility and Business

Carl Heaton  
29 September 2011



Accessibility and Business

Carl Heaton  
29 September 2011

**The Disability 50 Report**

**Accessibility of Fifty Leading Disability Web Sites**


*Carried out between January and March 2004*

More

*But to be fair, that is hard to achieve for anyone!*

**AAA Rating – “Desirable” 92% failed**

More



So, what did it find?

More



**Adherence to Web Standards 84% failed to express and stick to defined web standards for their web pages**

More

**A Rating – “Compulsory”**  
58% failed to achieve the compulsory compliance

More

4 of 6

**Accessibility**

- 1.97 billion – Internet users worldwide (June 2010).
- 14% – Increase in Internet users since the previous year.
- 84.1 million – Internet users in Asia.
- 255 million – The number of websites as of December 2010.
- 21.4 million – Added websites in 2010.

“Online retail sales will grow at a 10% average annual growth rate from 2010 to 2015 in both the United States and Europe.”

“Online retail sales in the U.S. will increase 11.8% this year compared with 2010, to \$197.1 billion from \$176.1 billion.”

More

**AA Rating – “Important”**  
86% failed to achieve a compliance level which the Web Content Accessibility Guidelines (WCAG) states is important

More

5 of 6

**Accessibility**  
MOTIVATIONS

Universal Design should be the foundation not an after thought.

More

## Corporations

- financial gains and cost savings
- reducing risk of legal action
- demonstrating corporate social responsibility (CSR)
- benefits of an inclusive workplace that supports employees with disabilities
- increased productivity from supporting and retaining older employees and their experience

More

## Web Design Business

- competitive advantage and financial benefits of being able to meet increasing requests for accessible web design and development
- technical benefits and long term financial benefits to clients of providing sites according to web standards
- public relations benefits of being able to support clients' interests in demonstrating social responsibility

More

## Government ministry or agency

- laws and policies that require public services are available to all
- provision of information and services that are accessible to all citizens
- savings from improved server performance and decreased site maintenance
- benefits from enabling people with disabilities and older users to interact with them online instead of more costly ways

More

## SME's

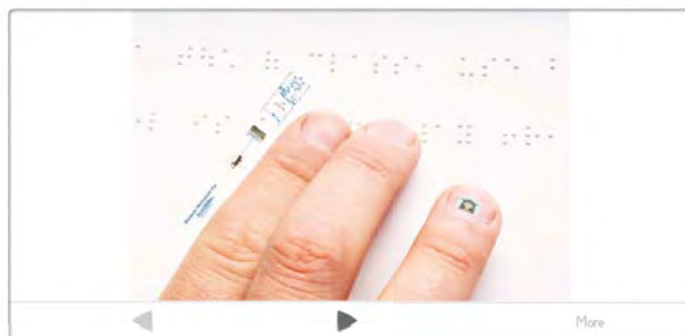
- positive impact on SEO from accessibility improvements
- importance of an increasing market among people with disabilities and older people who may significantly benefit from accessible online shopping
- increased general usability and trustworthiness of online shopping interfaces from improved accessibility
- reduced risk of legal action and negative publicity from not complying with anti-discrimination legislation

More

## Educational institution

- number of students, faculty, or staff with disabilities in educational settings as a social responsibility consideration
- benefits of Web accessibility to students with different learning styles, older computer equipment, or low bandwidth Internet connections
- legal or policy requirements

More



More

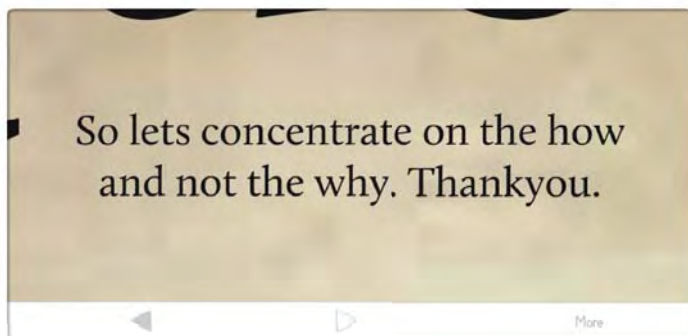
## NGO's

- social responsibility factors, such as the organization's commitment to human rights, including the right to information
- organization's interest in ensuring that its materials are available to all of its potential audiences
- supporting older people with age-related impairments who may be donors

More



More



Participants with disabilities from the Business Sector Sharing the Business Viewpoint

## Mr. Thomas Ng, Executive Director Genashtim Innovative Learning, Philippines

### Beyond CSR

Leveraging ICT for  
Inclusive Business



### Good Morning!

#### My handicaps are....

- Poor anger management
- Lack of patience
- Not being able to sell something I do not totally believe in
- Can't stand head office mentality

What are yours?



### Basic Management principle

- Assemble a team
  - Knowing and leveraging the strengths of team members
  - Knowing the weaknesses (“handicaps”) of team members, and finding ways to overcome or compensate them
  - Look at PWDs like any employee who is not perfect – **nobody is.**

*“The are not disabled in everything....zero in and expand on the abilities that they have and develop those qualities.”*

– Dr. Surin Pitsuwan, ASEAN Secretary-General  
speaking at IDPP meeting in Bangkok



### Significance of the Internet

- Makes remote work feasible
  - That is what BPO is all about
- Can we extend this to a work-from-home model?
- We would then level the playing field for most PWDs
  - The real impediment for meaningful employment for most PWDs is mobility, especially in less developed countries
- Overcomes myopic labour laws



### HOW THIS STARTED....

- Invited to Board of [ATRIEV Computer School for the Blind](#)
- Learnt that [the blind can use the PC and access the internet effectively](#)
- ATRIEV trained more than 400 visually impaired individuals....BUT.....
  - Hardly any one of them gainfully and independently employed

.....BECAUSE.....

### Why so few ATRIEV Graduates employed?

- Apprehensive employers
  - Out of comfort zone, lack of desire, ignorance
- Technical problems
  - Which can be solved given time and persistence
  - But companies are time and resource constrained
- Need for minders
  - End up with minute disposal income
- Corporate policies
- Infrastructure
- Colleagues
- Emotional state of the PWDs

## SO WHAT WAS WRONG?

**We had put the cart before the horse**  
**We needed first to craft business strategies, and create jobs where properly trained PWD can play in a level field**  
**Maybe even at an advantage**  
**Then we should seek out and train PWD for these jobs**

### So how do we do it?



We are a socially responsible organization, committed in promoting world-class high quality online learning.

Online learning via Web 2.0 helps in the global fight against climate change minimizing commuting, paper usage, and construction materials for classrooms. Thus, less fuel consumption, less emission of pollutants, and a smaller carbon footprint.

Online learning also overcomes the mobility barrier which is common to many persons with disabilities (PWD). This enables the PWDs to avail of the learning, and also be sustainably employed in its delivery.

### Triple Bottom Line Concept

- **Profits** – to make it sustainable
- **Environment**
  - we naturally achieve this too
- **Social Equity**
  - Inclusive Business – not just for PWD
  - The only qualification we ask for are
    - Determination to learn and work
    - Determination to change their lives



### Our businesses...





English Proficiency in Conversation



Remote PC Support



Chinese Proficiency in Conversation



U21Global



ivy League excellence, online convenience

### Where are our PWDs?




Meeting Mr Shuichi Ohno, Executive Director of the Nippon Foundation at Manila Polo Club, 9<sup>th</sup> March 2010

### Where are our PWD?

#### Management & Administration

- General Management (MI)
- Business Development (MI)
- Human Resources Management (MI,VI)
- Accounting (MI)
- Secretarial support (VI,MI)



### Where are our PWD? EPiC Online & CNPiC Online

- Quality Assurance (VI, MI) 
- Operations
  - Scheduling sessions between students and coaches (MI) 
  - Monitoring sessions (MI, CP) 
- Front line
  - Language coaches (VI, MI) 






### Where are our PWD? Abled Online

- General Management (MI) 
- Middle management (MI)
- Front line
  - Helpdesk (VI,MI) 
  - Remote technicians (MI) 

**This is a service which we use for ourselves and our clients anyway!**



## Remote PC Support

A Division of Genashtim Innovative Learning

Won 1<sup>st</sup> Prize at the Universal Ventures Business Plan Contest in Tokyo on 21<sup>st</sup> November 2010




### Where are our PWD? eCornell & U21Global

- Front line
  - Sale supervision (MI)
  - Sales calling (VI)
  - Email blasting, Social media (HI, MI)
- Back office
  - Registration (AS, VI, MI)
  - Customer support (AS, VI, MI)






### The Team for eCornell Enquiries




Initial emails are sent out by Peebs and Therese to enquiries that come in through our websites


Therese - Cebu




Peebs - Manila



Incoming phone enquiries, and follow-up calls to enquiries from our websites, are handled by Glorybeth - Davao



They are supervised by Leigh - Laguna





### What's the difference?

- High value-added, mainstream work
- Strategically engaged and integrated in the business
  - Actually makes the business stronger
- Serving clients in 10 countries
- Not charity, not sympathy not philanthropy
- They get paid like everyone else
- They get fired if they do not perform
  - We make no excuses to our clients for quality and reliability



### Some of our clients.....



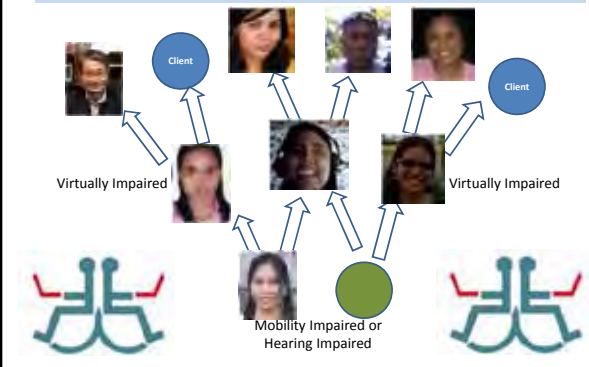
### New businesses??

## Virtual Assistants



### Virtual Assistants

Genie Online – “your wish is our command”



### New businesses??

## Maths & Science Online



### New businesses??

## Remote Surveillance





## Relative costs



- A security person in a CTV room in Melbourne monitoring cameras will cost his employer about US\$ 4,000 per month
- We can have someone in the Philippines do this for US\$ 200 per month
  - Will add one redundancy in the Philippines
- And one outside in China/Cambodia



## Provenance



- Holiday homes, empty except for summer
- Local service providers ripping off the foreigners
- Influx of gypsies and North Africans via Italy
  - Causing increasing number of break-ins
- Retired couple friend with good local contacts and also with the foreigners



## Concept



- Motion-activated IP cameras located at strategic locations
- When activated our attendant will view all cameras, turn on light/sound
- If there is security threat try first to scare them off with voice/siren, then
  - alert local contact, SMS owner, local police station



## Variations



- Other holiday homes, apartments
  - Attendant additional turns on all cameras and monitor during housekeeping, plumbing, electrician visit etc
- Warehouses, factories, offices, main homes
  - Ensure that physical security personnel do their rounds



## Definition of our business

- **Connecting low cost resources to high cost markets, using the internet**
- **Leverage the work-from-home concept and engagement of PWD for:-**
  - Stability
  - Determination
  - Drastic culture change
  - Flexibility



## Challenges...

- **It is the emotional stability, not the physical disability**
  - This is our biggest challenge
- **Everyone gets a chance**
  - Only qualification is determination
  - but if you are not going to make it, make room
- **Major culture change – we are a global business**
- **Cross disabilities - opportunities**
- **Internet penetration and bandwidth**
  - But this will only get better
  - Technology leapfrogging



# Thank You

Visit our website

[www.genashtim.com/beyondcsr](http://www.genashtim.com/beyondcsr)

See testimonials from:-

- The Nippon Foundation
- The International Labour Organization (ILO)
- International Convention for Education of the Visually Impaired (ICEVI)
- Sydney University

See what some of our PWD have to say.



To launch – New business

## “Tag-Team” Virtual Assistants



Mariecell was about to graduate from college in 2002, when a car accident disfigured her face, and destroyed both her eyes.

Because she had learnt how to use the computer and the internet as a blind person, she was hired as a secretary, working from her home in Davao, Philippines.

But as a blind person, there were things which she could not do by herself, like reading scanned documents, and filling out forms.

Mariecell is now being paired with Maffy, who is deaf, and lives in Manila. Maffy is constrained to working from home, as she has to look after her Down Syndrome brother who is also blind.

Together, Mariecell and Maffy provide secretarial support to an executive who lives in Melbourne, and travels 70% of the time.



- **Marx Melencio**  
– One of our service providers

Most Inspiring Entrepreneur of the Year awardee, Philippines 2008.

At the age of 23, Marx was gunned down randomly, and totally lost his sight. Through hard work and perseverance, he mastered the use of the PC, and eventually set up Grayscale which employs about 100 people in 7 production centers in the Philippines. About 20 of Grayscale staff are persons with various disabilities.

For several clients mostly in the USA, Grayscale provides website, software, content and information development; search engine optimization (SEO) and search engine marketing (SEM); and content marketing, and web research.

[See Marx in action](#)  
[Listen to Marx's story](#)



- **Villy Villano**

Villy became totally blind when he was 16 years old, due to detachment of the retina. Before working for EPIC Online, he was a high-school teacher for a private school for 3 years where he taught History and English subjects to regular students.

Villy started work with Genashtim in mid 2009 as an English language coach for EPIC Online (English Proficiency in Conversation Online). He coached working executives from Japan, China, Taiwan, Thailand etc.

In early 2010, Villy was promoted to QA Supervisor for EPIC Online. In this role, he interviews prospective coaches and grades them. He also reviews all the evaluations given by the students, and intervenes with both the students and the coaches to make EPIC Online a better product.

[See Villy in action](#)      [Listen to Villy introduce himself](#)



- **Mickey Shi**

Mickey was a healthy and smart girl when at the age of 15, was afflicted with Lupus. The medication that she had to take rendered her totally blind.

From the comfort and security of her home in Tai Yuan, Shaanxi province, she is the main interaction person between the international team of Genashtim, and it's clients and students in China. She also assist with marketing and business development initiatives, and in particular is developing CNPIC (Chinese Proficiency in Conversation Online).

[See her in action](#)

## Chinese Language Coaches



Danny  
Gansu Province

Mickey  
Shaanxi Province

both are blind

- **Hannah Mae Adelza**



Even though Hannah was born blind, she managed to go through the school system and graduated with a degree in Computer Science. Whilst she was still a student, she would stay up nights, make friends on the internet and chatted with them with VOIP. In the process, she not only perfected her English, but also developed a lovely American accent.

Hence even as a student, she already qualified as a coach for for EPIC Online (English Proficiency in Conversation Online).

Since then, Hannah has given the additional job of helping with content development for EPIC Online's TOEIC program.

[Listen to Hannah introduce herself](#)

[Listen to Hannah at work](#)



Group Photo by Participants for the Roundtable Talk



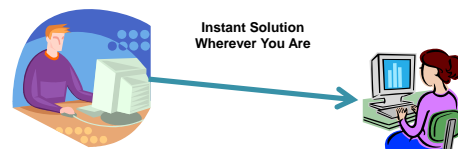
## Background

- Remote PC support services
  - Been around for years
  - Software (free or paid subscription) and internet is all that's needed
- Technicians can take control of PCs connected to the internet (remote access)
  - Does not require physical presence

## The Need

- PCs, and internet are **increasingly sophisticated**
- In developed countries,
  - **Service is expensive**, high labor costs
  - **Logistically challenging**
    - Need to pack up PC, bring to the shop and wait for a week
- Even seasoned PC users, **need help on a regular basis**
  - Software, hardware installation and configuration
  - Connectivity to the internet, Wi-Fi, cable, Bluetooth, etc
  - Error messages, virus, PCs slowing down
- Especially: housewives, senior citizens, home offices, and generally the non-techie PC user

## The Opportunity



### Remote PC Support

- ▶ Uses the Business Process Outsourcing (BPO) Model
  - Tap the resources in a low cost geography
  - Deliver a needed service to a high-cost environment
  - Leveraging the power of the internet

## Business Feasibility

- ▶ It is an existing technology, no risk
  - Genashtim uses this extensively for internal and external clients
- ▶ Low start up costs
  - Uses freeware, or low cost internet-ware
  - Work-from-home model reduces capital investment
    - Provides a more robust service with a distributed delivery network
- ▶ Low cost labor serving a high cost market via the internet

## Abled Online

- Abled Online provides remote PC assistance to clients **anywhere in the world** with an internet connection.
- Operated by a **network of Persons With Disabilities (PWDs)**, working from home, trained in computer operation, troubleshooting and repair.
- The remote PC technicians are **found in various locales in the Philippines**.
- It provides a **quality service** to make computing worry free.
- It is an **affordable alternative** for PC users where such services are very costly.

## Uniqueness with PWDs

- PWDs, especially in less developed countries tend to spend more time on their PC and the internet
  - This is their window to the world
- They are:
  - More **reliable**, and **stable**
  - More **focused on their work**
- Work-from-home model means that persons in wheelchairs have **no disability**

## Common Concerns

The issues of **data privacy** and **security** are of prime concern to some people and makes them hesitant to avail of services.

But this you get the same experience as when you bring your PC to a repair shop.

## Addressing the Issues

- You can **watch while the remote technician is conducting** the troubleshoot/repair.
- The client can take back control over the PC anytime.
- You can transfer your private files in a different media such as USB flash drive, external portable drive, etc.
- It is also possible to password protect files or folder.

## Services Offered:

### Download & Installation of Applications

- File Downloading
- Microsoft Office
- Instant Messengers such as Yahoo Messenger, Skype, Windows Live, etc.
- Anti Virus Installation/Removal
- Internet Browsers
- Drivers, patches and Updates

### Repair & Maintenance

- Virus & Spyware Removal
- System Diagnostics
- Hard Disk Defragmentation
- PC Health Check Up
- Data Backup

### Email Setup

- Email Account Setup for Outlook and other email applications
- Backup of emails such as PST
- Recovery of emails from backup files and other file formats

### VOIP Setup

- Instant messaging application setup
- Webcam, headset, microphone configuration

### Networking

- Printer & File Sharing Setup
- Troubleshoot Networking Problems

### Hardware Problem

- Diagnostics to identify failing hardware
- Consultation and Recommendation

*inclusive business roundtable talk on*



31 January – 1 February 2012, *APCD Training Building, Bangkok Thailand*



# Program

	<b>Opening</b> <i>Facilitated by Mr. Ghulam Nizamani</i>
09.00-09.30	<b>Welcome Remark</b> - Mr. Akiie Ninomiya, Executive Director, Asia-Pacific Development Center on Disability - Mr. Shuichi Ohno, Executive Director, The Nippon Foundation <b>Introduction of Participants</b> <b>Group Photo (5 min)</b>
	<b>Session 1: Concept of Inclusive Business</b> <i>Facilitated by Mr. Ryuhei Sano</i>
09.30-09.45	<b>Presentation</b> - Definition of Inclusive Business / Significance of Inclusive Business Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability <b>Discussion</b>
	<b>Session 2: Introduction of Inclusive Business Rating System</b> <i>Facilitated by Mr. John Honney</i>
09.45-10.30	<b>Presentation &amp; Discussion</b> - Brief Introduction of Inclusive Business Rating System Mr. John Honney, Disability Rights Adviser, The Cambodia Trust <b>Discussion</b> - Implementation of Inclusive Business Rating System
10.30-10.45	Coffee Break
	<b>Session 3: Key Elements for Inclusive Business Rating System</b> <i>Facilitated by Mr. Thomas Ng</i>
	<b>Discussion</b> - Environment Mr. Sampan Panpat, Honorary Advisor, The Foundation of Standard and Human Resources Development in Service and Tourism Industry Mr. Jaime Silva, Chairperson, United Architects of the Philippines (UAP) - Communication (5 min) Mr. Silatul Rahim Bin Dahman, Chief Consultant and Trainer, Accessible Technology - Attitude Ms. Natagamon Roongtim, Advisor to Executive Director, Asia-Pacific Development Center on Disability <b>Discussion</b> - Key Elements for Inclusive Business Rating System
12.00-13.00	Lunch
	<b>Session 4: Key Indicators for Inclusive Business Rating System</b> <i>Facilitated by Mr. Akiie Ninomiya</i>
13.00-14.30	Discussion - Tangible and Measurable Indicators for Inclusive Business Rating System

14.30-14.45	Coffee Break
14.45-17.00	<b>Discussion</b> Discussion - Tangible and Measurable Indicators for Inclusive Business Rating System - Discussion Result Presentation
18.00-20.00	Dinner Reception

1 February (Wed)

	<b>Session 5: Certificate System for Inclusive Business Rating System</b> <i>Facilitated by Mr. Patrik Andersson</i>
09.00-09.30	<b>Discussion</b> - Certification Process for Inclusive Business Rating System - Incentives for Inclusive Business Rating System
10.30-10.45	Coffee Break (15 min)
10.45-11.45	<b>Discussion</b> - Certification Process for Inclusive Business Rating System - Incentives for Inclusive Business Rating System
	<b>Closing</b>
11.45-12.00	<b>Closing Remark</b> - Mr. Akiie Ninomiya, Executive Director, Asia-Pacific Development Center on Disability - Mr. Shuichi Ohno, Executive Director, The Nippon Foundation <b>Group Photo (5 min)</b>



Sharing Viewpoints in the Business Aspects



# Participant List

## **1. Accessible Technology, Malaysia**

Ms. Nurulisma Binti Ismail, Managing Director

Mr. Silatul Rahim Bin Dahman, Chief Consultant and Trainer

## **2. All Sanghar Handicaps Association, Pakistan**

Mr. Ghulam Nabi Nizamani, Coordinator

## **3. ASEAN TV, ASEAN**

Mr. Panu Wong Cha-um, News Reporter

## **4. Cherawat Farm, Thailand**

Mr. Cherawat Laowang, Farm Owner and Independent Radio DJ

Ms. Yuree Laowang, Farm Owner

## **5. Deaf Development Programme, Cambodia**

Fr. Charles Raymond Dittmeier, Director

## **6. Employer's Federation of Ceylon (EFC), Sri Lanka**

Ms. Manique Gunaratne, Junior Executive

## **7. Genashtim Innovative Learning, Philippines**

Mr. Thomas Wai Mun Ng, Executive Director

## **8. KOSHISH Mental Health Self-Help Organization, Nepal**

Mr. Matrika Devkota, Chairperson

## **9. P.T. Indosiar Visual Mandiri, Indonesia**

Mr. Gufroni Sakaril, Public Relations Manager

## **10. Rural Lives Development Foundation, Asia Pacific, supported by Charoen Pokphand Foods PCL., Thailand**

Asia Pacific

Mr. Supree Baosingsauy, Assistant Secretary General

## **11. Siam Nissin Company Limited, Thailand**

Mr. Vorayut Kijkool, Managing Director

Ms. Sukanya Aunkam, Marketing

## **12. Standard Chartered Bank PCL., Asia Pacific**

Mr. Somboon Hirunpattarasilp, TSS Country Manager, System Support, Technology Support Service

Ms. Napas Paorohitya, Head of Corporate Affairs

## **13. The Cambodia Trust, Cambodia**

Mr. John Honney, Disability Rights Adviser

**14. The Nation, Thailand**

Mr. Kavi Chongkittavorn, Ex-Senior Editor  
Mr. Krisana Lalai, Reporter

**15. The Foundation of Standard and Human Resources Development in Service and Tourism Industry, Thailand**

Mr. Sampan Panpat, Honorary Advisor

**16. United Architects of the Philippines (UAP), Philippines**

Mr. Jaime Silva, Chairperson

**17. United Nations ESCAP, Asia and the Pacific**

Mr. Patrik Andersson, Chief, Social Integration Section  
Ms. Rebecca Carter, Social Affairs Officer

**18. Vietnam Assistance for the Handicapped, Vietnam**

Mr. Ca Van Tran, President



Participants from the Business Sector Talking about Rating System

# Presentations

## Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability

Why "Inclusive Business"?

Ryuhei Sano  
Information and Knowledge Management Manager  
Asia-Pacific Development Center on Disability

APCD's Partnership

UN Agencies & Int. Organization  
DPOs & NGOs

Governments in Asia-Pacific (FPs)  
Business Sector

Information Finance  
Human

Background

- 1) 15% of the total population is persons with disabilities in the world
- 2) 40% of the total population is persons with disabilities and their family members in Asia and the Pacific
- 3) Background in Asia and the Pacific (60% of the world)
  - Rural / Agriculture
  - Family, community linkage
- 4) The charity-based approach (traditional Corporate Social Responsibility) is not always applicable in Asia and the Pacific

Inclusive Business Roundtable Talk

Preparation for IB Project  
APCD, 28-29 Jun 2011

IB Roundtable on ICT  
SM, 29 Sep 2011

Emerging Business Trend

Environmental Issues / Concern      Disability Issues / Concern

Perception of CSR

**Resource Mobilization**

BUSINESS

- Financial Resource
- Technology
- Information Resource
- Human Resource

PWDs

**Relationship**

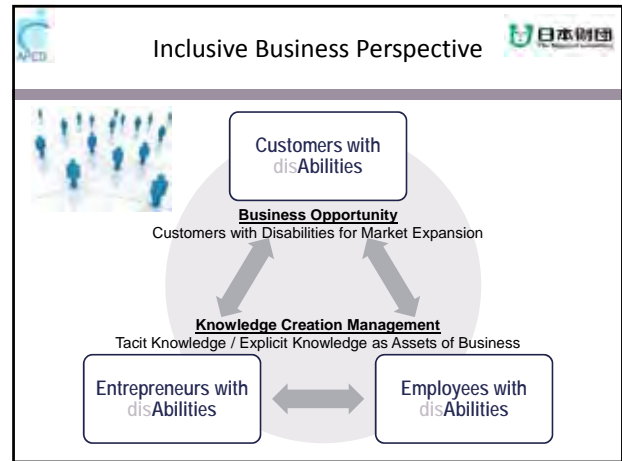
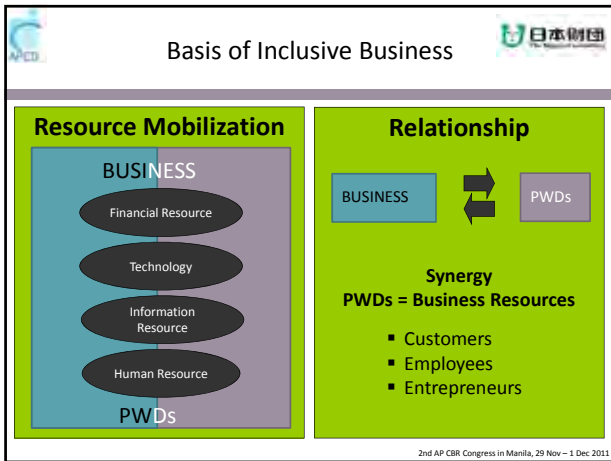
BUSINESS

↓

PWDs

Charity-base  
PWDs = Receivers

2nd AP CBR Congress in Manila, 29 Nov - 1 Dec, 2011



### Definition of Inclusive Business

"Inclusive Business" or "Disability-Inclusive Business" is an **enterprise** that has positive impact on disability-friendly **environment, communication, attitude, and policy and regulation.**

It is an emerging business trend that strives to utilize tacit knowledge that persons with disabilities uniquely acquire / develop due to their disability from the perspective of **entrepreneur, employee and customer.** In general, an enterprise is described as inclusive business if it matches the following criteria:

- 1.It incorporates principles of accessibility into each of its business aspects.
- 2.It supplies disability-friendly products or services that replaces demand for non disability-friendly products and/or services.
- 3.It is more inclusive than traditional marketing and customer services.
- 4.It has made a commitment to disability principles in its business policies.

### Assessment of Inclusive Business

Key Indicators	Customers with Disabilities	Employees with Disabilities	Entrepreneurs with Disabilities
Environment	???	???	???
Communication	???	???	???
Attitude	???	???	???
Policy & Regulation	???	???	???

### Today's Highlight: Rating System

**RATING SYSTEM**



IB Roundtable on Rating System  
APCD, 31 Jan - 1 Feb 2012

### Expected Outcome (1)

**RATING SYSTEM**

APCD 日本財団

Expected Outcome (2)

Application of Inclusive Business

**Keyword**  
 Customer, Employee, Entrepreneur,  
 Business Opportunities, Cost Reduction,  
 Marketing, Rating System, Inclusive Finance,  
 CSR, Disability as asset (tacit knowledge),  
 Asia, Communication, Environment, Attitude,  
 Business policy and regulation

(Draft) Regional Disability Strategy  
 by the United Nations ESCAP

Thank you !!!

[www.apcdfoundation.org](http://www.apcdfoundation.org)



Outlining the Future Direction of "Disability-Inclusive Business"

## Mr. John Honney, Disability Rights Adviser The Cambodia Trust

### STAR RATING SCHEME FOR DISABILITY

John Honney  
31 January 2012



### PWD have power

- ❑ UNESCAP estimates 400million PWD in Asia Pacific region
- ❑ If PWD only ever spent \$1 a day
- ❑ Annual buying power of a \$146,000,000,000!\*
- ❑ Based on Apple Inc. market value on 26 Jan – how many times could PWD of AP region have bought Apple Inc.??\*
- ❑ PWD could buy Apple Inc. Google, Amazon and bail Greece out with \$ to spare!\*

❑ \* Mathematics may not be my strongest point!

### So why don't we use that power?

- ❑ Who we do business with?
- ❑ What we want business to do for us
  - Accessibility to goods and services
  - Employment opportunities

### So why don't we use the power?

- ❑ Economic focus
  - Reasonable access to goods & services
  - Companies engaging with PWD
  - Looking to ensure wherever possible, PWD are represented in their companies
- ❑ Employment focus
  - Guarantee same terms and conditions
  - Disability awareness training for staff
  - Ensuring accessibility and reasonable adjustment
  - PWD employed throughout not quota fillers!

### Thoughts on way forward

- ❑ What is going to be the main focus of it?
- ❑ Who/how will it be run?
- ❑ Awarding criteria must not be too onerous, but not given away!
  - Business case
- ❑ Target private sector at the earliest opportunity
- ❑ Publicity
  - With organisations/publicly
  - Amongst PWD if it's going to work
    - Coke v . Pepsi

### Things to avoid

- ❑ Aiming to low – PWD and their businesses
- ❑ Keeping control for PWD not for the private sector to take over!
  - Don't sell the scheme too cheaply
- ❑ Trying to do too much too soon
  - Pilot scheme in the right country
- ❑ PWD not getting behind the schem!

## Role Models?



Group Photo with All Participants

**Ms. Natagamon Roongtim, Advisor to Executive Director  
Asia-Pacific Development Center on Disability**

## KEY ELEMENTS for Inclusive Business Rating System

Presentations:  
-Attitude  
by Ms.Natagamon Roongtim, APCD



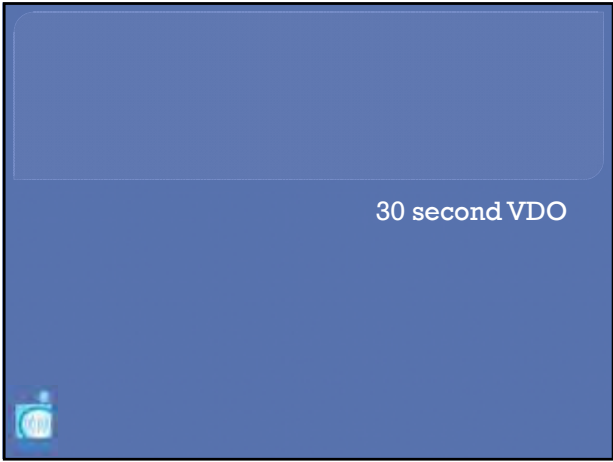
## What is Attitude?



## Why Measurable Indicators?







**Mr. Sampan Panpat, Honorary Advisor  
The Foundation of Standard and Human Resources Development in Service  
and Tourism Industry, Thailand**

**Key Element for Inclusive  
Business Rating System –  
Environment**

Sampan PANPAT  
Thai Hotels Association

1. Environment according to Thai law and regulation.

- Building constructs after September 2, 2005 has to be the building that can be accessed to all.

Thai Hotel Standard

Category	Item	Requirement	Score
Accessibility	1. Signage	Signage for wheelchair access	1
	2. Ramp	Ramp for wheelchair access	1
	3. Lift	Lift for wheelchair access	1
	4. Parking	Parking for wheelchair access	1
Interior	5. Entrance	Entrance for wheelchair access	1
	6. Meeting Room	Meeting Room for wheelchair access	1
	7. Lift	Lift for wheelchair access	1
	8. Guest Room	Guest Room for wheelchair access	1
Restroom	9. Restroom	Restroom for wheelchair access	1
	10. Restroom	Restroom for wheelchair access	1

2. Incentive.

2.1 THA cooperate with TAT plan to set up directory annually and distribute to tour agents and public for hotel building that can be accessed to all.

2.2 Construction cost for disable can be claimed 200% as company expense.

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**Mr. Jaime Silva, Chairperson  
United Architects of the Philippines, Philippines**

**INCLUSIVE BUSINESS on ICT and the  
VISION IMPAIRED PERSONS**

*Presented by:*  
**Arch. JAIME G. SILVA**




Chairperson, Committee on Accessibility,  
United Architects of the Philippines  
Co-Chair, Sub-Committee on Accessibility on Built  
Environment and Transportation,  
National Council on Disability Affairs  
Chair, Non-Handicapping Environment Core Group  
Chair, Technical Working Committee for the Amendment of  
the Implementing Rules and Regulations of BP 344  
National Council on Disability Affairs  
Chair, Nomination Committee Apolinario Mabini Awards

Employment in the open labor market is a goal of persons with disability

Enjoying employment conditions that are based on workplace norms, being accepted as mainstreamed members of the workforce which boost self-esteem among the sector with disability.



2 Arch. Jaime G. Silva



Employing qualified people with disabilities is beyond corporate social responsibility (CSR). It is a recognition of the employers or the business sector that PWDs have the right to get employed as part of the work force in the pursuit of the business economy like any other Filipino workers.

3 Arch. Jaime G. Silva

That including the persons with disabilities in the work force is not a "social responsibility" of the business sector but a recognition of a right to become economically secured and that no structures, systems or rules, myths, misconception that shall prevent any citizen from accessing the community – its people and spaces – or what it offers.



4 Arch. Jaime G. Silva

The business sector is a potent partner of government to realize this right to work of persons with disability. The business sector is one pathway to bring long-term economic security and well being to people with disabilities.



5 Arch. Jaime G. Silva

The business sector often has a different perception of disability and persons with disabilities. Sometimes they do not recognize the fact that persons with disabilities have the qualifications and can perform the requirements of the specific jobs they want to pursue or activities they want to be actively involved with. Many persons with disabilities have proven their worth and many success stories have been published and showed that persons with disabilities can also be at par with their abled counterparts.



6 Arch. Jaime G. Silva



The concept of inclusive business is in line with the new approach to achieve an inclusive society for all or inclusive development for persons with disabilities. An inclusive business is a sustainable business that benefits low-income communities and contributes to poverty reduction.

7 Archt. Jaime G. Silva



This will include marginalized sectors like persons with disabilities. But how do PWDs particularly those with vision impairment benefit from this inclusive business concept and be able to get the opportunities and resources in terms of technology, information, financial and human resources.

8 Archt. Jaime G. Silva



Persons with disabilities (PWDs) especially the people with vision impairment should have the same rights to participate in the Information Society as all citizens. Information and communication technology (ICT) such as personal computers, mobile phones and interactive TV, and the ATM should be tools to help overcome barriers they face in education, the workplace particularly in business and social life.

9 Archt. Jaime G. Silva

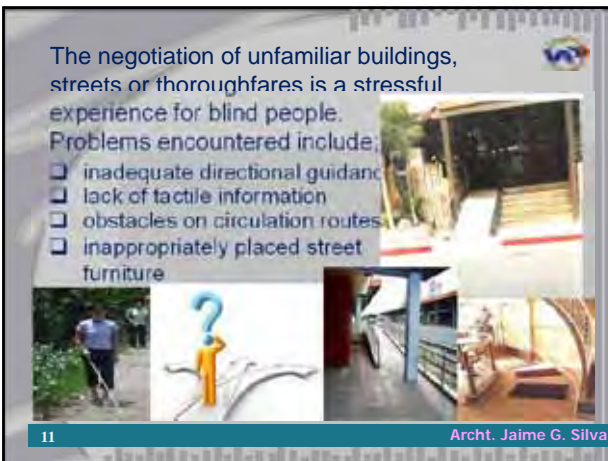


Some establishments are not "PWD Friendly" the reason for the growing complaints of the sector with disability since they can not avail of its services and the difficulties encountered due to inaccessibility.

10 Archt. Jaime G. Silva

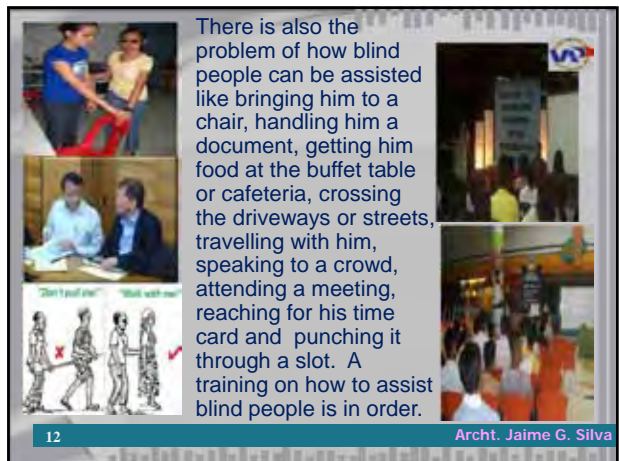
The negotiation of unfamiliar buildings, streets or thoroughfares is a stressful experience for blind people. Problems encountered include:

- inadequate directional guidance
- lack of tactile information
- obstacles on circulation routes
- inappropriately placed street furniture



11 Archt. Jaime G. Silva

There is also the problem of how blind people can be assisted like bringing him to a chair, handling him a document, getting him food at the buffet table or cafeteria, crossing the driveways or streets, travelling with him, speaking to a crowd, attending a meeting, reaching for his time card and punching it through a slot. A training on how to assist blind people is in order.



12 Archt. Jaime G. Silva

At this point, we the sector with disability acknowledges that there is a growing awareness in the business sector that acceptance of employees with disability is a challenge that can be hurdled with open mind and heart. Let's take SM as an example. SM has opened its doors to challenges by first making its facilities accessible, making its personnel aware of the rights-based needs of persons with disabilities.



13 Archt. Jaime G. Silva



To ensure that the challenges in hiring people with vision impairment be addressed cooperation and partnership between and among private businesses, government and other stakeholders be developed and sustained to achieve the goals of inclusive business for an inclusive society for all; for our brothers and sisters with disabilities.

14 Archt. Jaime G. Silva



15 Archt. Jaime G. Silva

## Mr. Ca Van Tran, President Vietnam Assistance for the Handicapped, Vietnam

### Inclusive Employment and Inclusive Finance for People with Disabilities

Ca Van Tran  
President, VNAH

### About VNAH

- ▶ A nonprofit, tax-exempt organization founded in 1991 in the U.S.
- ▶ Overall purpose:
  - To assist people with disabilities and poor children in Viet Nam to overcome their disadvantages, integrate into society and to lead a richer and fuller life.
- ▶ Major donors: Nippon Foundation, USAID

### VNAH Major Achievements -Inclusion PWD in employment

- Supported Gov't of VN to accomplish:
- ▶ Revision of PWD employment in Labor Code- Drop restriction on 7 hour work day
  - ▶ A Chapter on PWD employment in national Vocational Training Law
  - ▶ Pilot Inclusive finance/micro loan for PWD through Bank for Social Policy in Danang
  - ▶ Establish Employer's Initiative to promote employment for PWD (BREC)

### Blue Ribbon Employer Council (BREC) promoting mainstream employment for PWD

- ▶ Founded in 2006 by VNAH and Viet Nam Chambers of Commerce (VCCI)
- ▶ Current members: 120
- ▶ Result: 1,500 jobs & 300 training



### Lesson Learnt

- ▶ Need inclusive policy & anti-discrimination regulatory
- ▶ Increase awareness and participation
  - ▶ PWD, family, businesses, Gov't, NGOs
- ▶ Intervention on both sides.
  - ▶ Demand: inclusive law/policy, national programs.
  - ▶ Supply: skill training, employment services, micro-loan, business development etc.
- ▶ Need publicity and recognition
  - ▶ good practices of inclusive business and products, success story of PWD business

### Lesson Learnt (cont.)

- ▶ Availability of information on supply & demand
  - ▶ Business need to know the costs and benefits of doing business with PWD, of hiring PWD, where and how to reach qualified PWD and their products etc.
- ▶ Need support network for business and PWD:
  - ▶ Counseling/consultation, disability management advices, work-place accommodation etc.
  - ▶ Technical supports/advices to PWD in business development and management, marketing, access to credit/loan

## Challenges

- ▶ Public and Business:
  - Misplaced belief on capacity and potential of PWD
    - Discrimination associated with disabilities
    - Charity approach
  - Lack understanding and technical supports
    - Universal design, inclusive products, inclusive practices and disability management
  - Education and skill training for PWD mismatch market demand and agricultural production
  - Lack of inclusive policy and services, ineffective regulatory enforcement

## Challenges

- ▶ PWD
  - Lack of education, vocational and soft skills, business and financial management skills
  - Low rate of labor force participation (refuse to join labor force etc.), low self-esteem
  - Lack of access to relevant support networks (by interest group and association, support in business development, marketing, product access to market etc.)
  - Lack of access to loan/micro credits

## Mr. Supree Baosingsauy, Committee & Deputy Secretary General, Rural Lives Development Foundation, Thailand



PRIVATE & NON PROFIT ORGANIZATION  
ON PRACTICAL APPROCHES  
TO PROMOTE THE EMPOWERMENT  
OF PERSON WITH DISABILITIES AND  
A BARRIER-FREE SOCIETY

**SUPREE BAOSINGSAUY**  
COMMITTEE AND ASSISTANT SECRETARY-GENERAL  
RURAL LIVES' DEVELOPMENT FOUNDATION  
SUPPORTED BY CHAROEN POKPHAND GROUP OF COMPANY

### COUNTRY OVERVIEW

POPULATION		UNIT :MILLION
Male	Female	Total
32.08	33.26	65.34

SOURCE : NATIONAL STATISTICAL OFFICE,  
DATA ON 30 SEPTEMBER 2006  
BIRTH RATE : 16.04 : 1,000 PEOPLE

### COUNTRY OVERVIEW

THE 10<sup>TH</sup> ECONOMIC AND SOCIAL DEVELOPMENT PLAN  
(2007-2011)

- VISION
  - POVERTY ALLEVIATION
  - BETTER QUALITY OF LIFE
- SUFFICIENCY ECONOMY
- GREEN SOCIETY / HAPPINESS SOCIETY

### LABOUR FORCE

- OVER 15 YEARS OLD 50.54
- UNDER 15 YEARS OLD 14.80
- UNEMPLOYMENT RATE 1.4

### DISABILITIES

- 123,157 VISUALLY IMPAIRED
- 240,904 HEARING IMPAIRED
- 512,989 PHYSICAL FUNCTIONAL IMPAIRED
- 81,262 MENTALLY IMPAIRED
- 303,266 INTELLEC TUALLY IMPAIRED

### CHAROENPOKAPHAN FOOD PUBLIC COMPANY LTD.

- For more than 80 years, CP Group's operations and investment both locally and internationally have always contained our three-benefit philosophy. Passionately embedded into our everyday working life, our businesses and affiliates with more than 250,000 employees worldwide firmly uphold that our work must serve as a:
  1. Benefit to the Country
  2. Benefit to the People
  3. Benefit to the Company
- Not only the involved agriculture business but also the implementation of social responsibility.
- The Rural Lives Development Foundation was established in 1987. The Objective is focus to people, children and disability in disadvantage area to have better life by activities such as promote and encourage vocational training.



The activities which is to promote the empowerment of Disability and free society.  
There are 4 parts for company to serve disability people

**Customer Service.**

- 1.To serve toilet for disabled.
- 2.To serve walkway for disabled.

**Employee Service**

1.To Employed disability ( deaf ,handicapped) to work in the office such as CP Intertrade Co.,Ltd, CP-ALL and True Corporation Plc.Ltd.,CP Land.The amount of disability who is our employee are 122 persons. They are deaf, blind ,limbs of disabilities.

**Amount of limbs of disabilities in CP G companies**

No	Kind of disability	Amount	Company name
1	Deaf, Blind ,Limb disabilities	3	Kasetpan Company
2	Deaf, limb disabilities	1	Charoenpokphand Industry
3	Deaf, limb disabilities	2	CPF Premium Foods
4	Limb disabilities	1	Aqua Business Foods
5	Limb disabilities	47	CPF
7	Limb disabilities	3	CPF Trading
8	Limb disabilities	5	CP.Meiji Ltd.

No	Kind of Disabilities	Amount	Company name
9	Limb disabilities	2	International Foods
10.	Limb disabilities	34	Bangkok Produce Plc.,Ltd
11.	Limb disabilities	14	CPF Foods LTD.
12.	Limb disabilities	4	Chester Grill Ltd.
13.	Limb disabilities	3	Bangkok Food Ltd.
14.	Limb disabilities	2	Bangkok Agricultural Plc.,Ltd.
15.	Limb disabilities	1	Charoenpokphan North Eastern Plc.,Ltd..

**Self Employed.**

**Nakonprathom for Deaf School**

**The production of Lunch Project.**

The RLDF foundation support and encourage Lunch Project which children will learn to raise chicken, collect eggs for sale through the school cooperative store .



**SCHOOL FOR BLIND AT CHIENGMAI PROVINCE**

The RLDF foundation support and encourage Lunch Project which children will learn to raise chicken, collect eggs for sale.



**SAJAI THAI VETERAN VILLAGE**

The RLDF foundation support and encourage Lunch Project which children will learn to raise chicken, fish and grow vegetable and grow rice .



NAKONSAWAN PUNYANUKUL

The RLDf foundation support and encourage Lunch Project which children will learn to raise chicken, collect eggs for sale through the school cooperative store



Homeless and Street Children Center at Saraburi Province

This center is a place for homeless and Street Children to learn how to live by themselves. All of them will be taught to know how to raise chicken, fish and grow vegetable for both consume and sell.



Entrepreneur ;  
chicken farm owner supported by CPF

MR.SANE THOOP-HORM  
46 yr.  
20,000 pullets



Activities : Srakeaw Province



Activities : Srakeaw Province



Next Program

Happy Valen

ability



# Disability-Inclusive Roundtable Talk on Rural Business

24 April 2012  
APCD Training Building, Bangkok, Thailand



24 April 2012

	<b>Session 1: Opening</b> <i>Facilitated by Mr. Toshiro Mado</i>
09.00-09.15	<b>Welcome Remark</b> - Mr. Akiie Ninomiya, Executive Director, Asia-Pacific Development Center on Disability - Mr. Shuichi Ohno, Executive Director, The Nippon Foundation <b>Introduction of Participants</b> <b>Group Photo</b>
	<b>Session 2: Introduction of Disability-Inclusive Business</b> <i>Facilitated by Mr. Toshiro Mado</i>
09.15-10.00	<b>Presentation</b> - What & Why Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability - Good Practices on Disability-Inclusive Rural Business Mr. Sakorn Aimsomboon, Vice Chairperson, Rayong Disabled's Agricultural Product Trade Association (DAPTA) - Disability-Inclusive Agribusiness: Charoen Pokphand Group Mr. Supree Baosingsauy, Committee & Deputy Secretary General, Rural Lives Development Foundation, Asia Pacific, supported by Charoen Pokphand Foods PCL.
10.00-10.15	Coffee Break
	<b>Session 3: Inclusion of Disability Perspectives in Value Chain</b> <i>Facilitated by Dr. Schwin</i>
10.15-10.45	<b>Presentations</b> - Value Chain Dr. Schwin Dhammanungune, President, Irawin Group
10.45-12.00	Discussion: Supply Chain - Roles of Persons with Disabilities
12.00-13.00	Lunch
13.00-14.30	Discussion: Supply Chain - Challenges - Solutions
14.30-14.45	Coffee Break
14.45-16.30	Discussion: Customer Chain - Roles of Persons with Disabilities - Challenges - Solutions
	<b>Session 4: Closing</b> <i>Facilitated by Mr. Ryuhei Sano</i>
16.30-17.00	Closing Remark - Mr. Akiie Ninomiya, Executive Director, Asia-Pacific Development Center on Disability - Mr. Shuichi Ohno, Executive Director, The Nippon Foundation
17.00-20.00	Reception Dinner

# Participant List

## **1. Cambodia Trust, Cambodia**

Mr. Carson Harte, Executive Director

## **2. CEVA Logistics, Thailand**

Ms. Thitaree Chaicharoenmaitri, Employee Relations Manager

## **3. Charoen Pokphand Foods Public Company Limited, Asia Pacific**

Mr. Wuthichai Sithipreedanant, Senior Vice President - Corporate Sustainable Development

## **4. Charoen Pokphand Foods PCL., Asia Pacific**

Ms. Dares Suthirak, General Manager-Social Development Office

## **5. Deaf Development Programme, Cambodia**

Fr. Charles Dittmeier, Director

## **6. Food and Agriculture Organization of the United Nations, Asia Pacific**

Ms. Yoshimi Onishi, Junior Professional Officer

## **7. Irawin Group, Asia Pacific**

Dr. Schwin Dhammanungune, President

## **8. Kularb Farm, Thailand**

Ms. Kularb Poonkit, Owner

## **9. Policy Innovation Center of King Mongkut University of Technology (Thonburi), Thailand**

Mr. Bank Ngamarunchot, Researcher

## **10. Rayong Disabled's Agricultural Product Trade Association, Thailand**

Mr. Sakorn Aimsomboon, Vice Chairperson

## **11. Rural Lives Development Foundation, Asia Pacific, supported by Charoen Pokphand Foods PCL., Thailand**

Mr. Supree Baosingsauy, Committee & Deputy Secretary General

## **12. Standard Chartered Bank, Asia Pacific**

Mr. Chaveng Sethaporn, Head of SME Lending

Mr. Somboon Hirunpattarasilp, Country Technology Manager

## **13. T Boys Plus, Thailand**

Mr. Siripong Thavornrat

Founder

## **14. Thai Rice Exporter Association, Thai Organic Trade Association, Asia Pacific**

Mr. Wanlop Pichpongsa, Board Member

# Presentations

## Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability

Why "Disability Inclusive Business"?

Ryuhei Sano  
Information and Knowledge Management Manager  
Asia-Pacific Development Center on Disability

APCD's Partnership

UN Agencies & Int. Organization  
DPOs & NGOs  
Governments in Asia-Pacific (FPs)  
Business Sector

Information Finance  
Human

Background (1)

- 15% of the total population is persons with disabilities in the world
- 40% of the total population is persons with disabilities and their family members in Asia and the Pacific
- Background in Asia and the Pacific (60% of the world)
  - Rural / Agriculture
  - Family, community linkage
- Not the charity-based approach (traditional CSR) but the new approach is needed in Asia and the Pacific

Background (2)  
Disability-Inclusive Business Roundtable Talk

Preparation for DIB Project  
APCD, 28-29 Jun 2011

DIB Roundtable on ICT  
SM, 29 Sep 2011

DIB Roundtable on Rating System  
APCD, 31 Jan - 1 Feb 2012

Emerging Business Trend

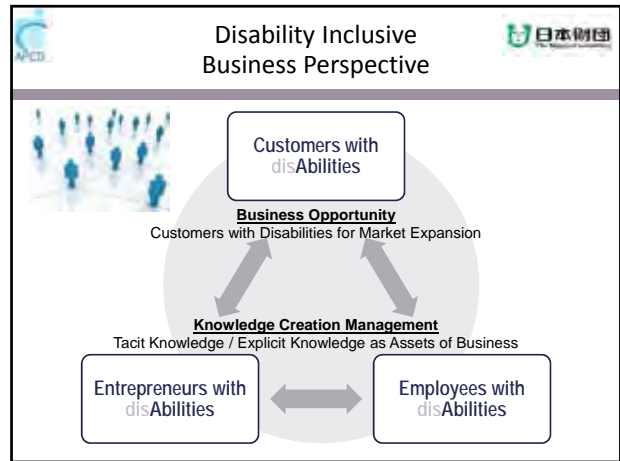
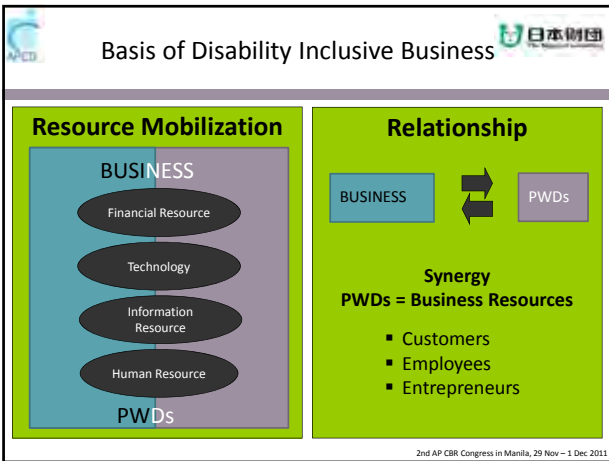
Environmental Issues / Concern      Disability Issues / Concern

Perception of CSR

Resource Mobilization  
BUSINESS  
Financial Resource  
Technology  
Information Resource  
Human Resource  
PWDs

Relationship  
BUSINESS  
↓  
PWDs  
Charity-base  
PWDs = Receivers

2nd AP CBR Congress in Manila, 29 Nov - 1 Dec 2011



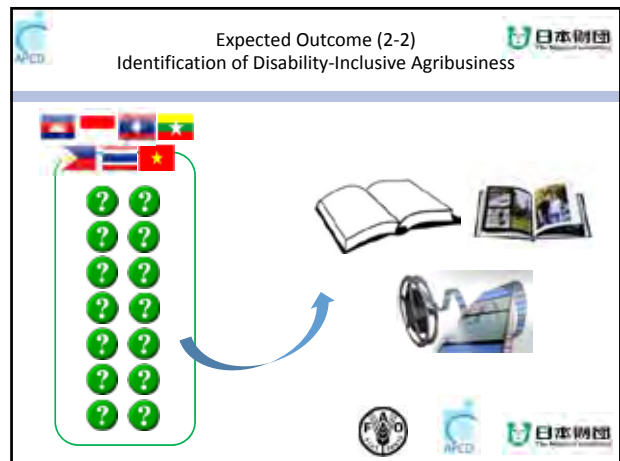
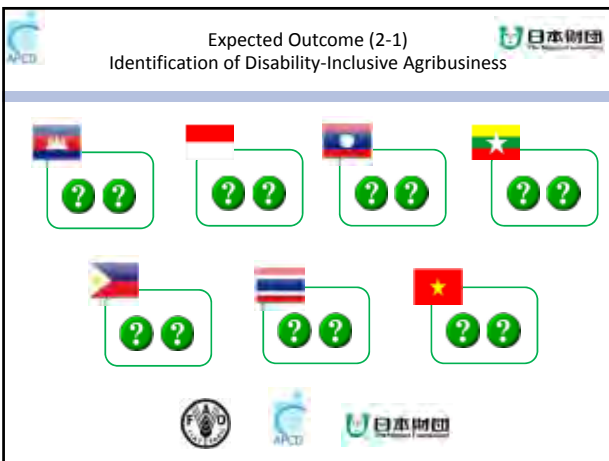
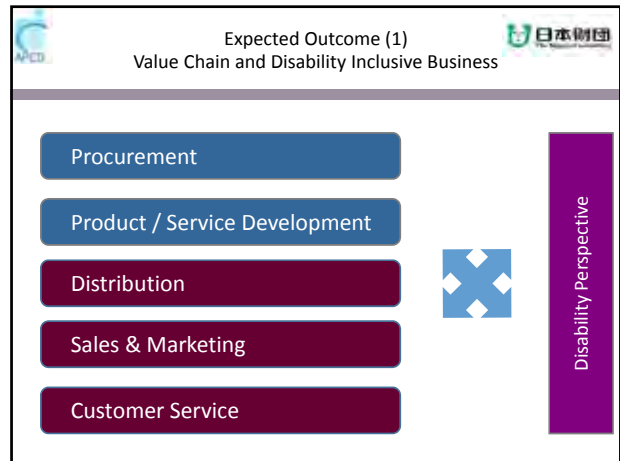
### Definition: Disability-Inclusive Business

“Disability-Inclusive Business” is an enterprise that has a positive impact on disability-friendly environment, communication, attitude, policy and regulation.

It is an emerging business trend that strives to address disability, work and employment from the perspective of persons with disabilities as customers, employees, employers, and entrepreneurs. In general, an enterprise is described as a disability-inclusive business if it matches the following criteria:

- 1.It incorporates the principles of accessibility into each of its business aspects.
- 2.It offers disability-friendly products, communication and services that replace those which are non disability-friendly.
- 3.It has made a commitment to disability principles according to the United Nations Convention on the Rights of Persons with Disabilities in its business policies.

Unanimously adopted at the Inclusive Business Roundtable Talk on Rating System at the Asia-Pacific Development Center on Disability, Bangkok, Thailand, 1 February, 2012





Expected Outcomes (2-3)  
Regional Workshop on Disability-Inclusive Agribusiness






Expected Outcome (3)  
Application of Disability Inclusive Business in UN Decade

**Keyword**  
Customer, Employee, Entrepreneur, Business Opportunities, Cost Reduction, Marketing, Rating System, Inclusive Finance, CSR, Disability as asset (tacit knowledge), Asia, Communication, Environment, Attitude, Business policy and regulation

(Draft) Incheon Strategy to Make the Right Real (2013-2022)

Thank you !!!

[www.apcdfoundation.org](http://www.apcdfoundation.org)



Group Photo of All Participants



Participants from the Business Sector Focusing on Disability



Intensive Discussion about One Business Case



**Mr. Sakorn Aimsomboon, Vice Chairperson  
Rayong Disabled's Agriculture Product Trade Association**

Rayong Disabled's  
Agricultural Product Trade Association (DAPTA)



Roles  
Challenges  
Solutions



# Disability-Inclusive Business Roundtable Talk on **Inclusive Finance**

19 June 2012, APCD Training Building



# Program

19 June 2012

09.00-09.15	<b>Session 1: Opening</b>
	Welcome Remark Introduction of Participants Group Photo
09.15-10.00	<b>Session 2: Introduction of Disability-Inclusive Business</b>
	- What is disability-inclusive business? - What & Why?
10.00-10.15	Coffee Break
10.15-12.00	<b>Session 3: Business Opportunities: Challenges &amp; Solutions Disability-Inclusive Banking Products &amp; Services (In General)</b>
	- What are business opportunities for banks? - What can be challenges/risks for i) banks, ii) persons with disabilities? - How to minimize challenges/risks for i) banks, ii) persons with disabilities? - What are solutions? - How to maximize business opportunities?
12.00-13.00	Lunch
13.00-14.30	<b>Session 4: Business Opportunities: Challenges &amp; Solutions Disability-Inclusive Banking Products &amp; Services (Loan)</b>
	- What are business opportunities for banks? - What can be challenges/risks for i) banks, ii) persons with disabilities? - How to minimize challenges/risks for i) banks, ii) persons with disabilities?
14.30-14.45	Coffee Break
14.45-16.30	- What are solutions? - How to maximize business opportunities?
16.30-17.00	<b>Session 5: Closing</b>
	Closing Remark
17.00-19.00	Reception Dinner



Participants of the Roundtable Talk



Bank Representatives Sharing the Professional Perspectives

# Participant List

## **1. Accessible Technology, Malaysia**

Mr. Silatul Rahim Bin Dahman, Chief Consultant and Trainer

## **2. ACLEDA Bank Lao, Vietnam**

Mr. Settha Vongpuckdy, Legal Department & Company Secretary

## **3. All Sanghar Handicaps Association, Pakistan**

Mr. Ghulam Nabi Nizamani, Coordinator

## **4. ASEAN TV, MCOT, ASEAN**

Mr. Panu Wongcha-um, News Reporter

## **5. Association of Women with Disabilities "Shyrak", Kazakhstan**

Ms. Lyazzat Kaltayeva, Chairwoman

## **6. Autisum Society Philippines, Philippines**

Mr. Ranilo Sorongon, Executive Director

## **7. Central Deaf Club, Thailand**

Mr. Bkom Limpiphhatn, Member

## **8. Ekphatthana Microfinance Institution (EMI), Laos**

Mr. Chantha Mingboupha, Deputy Director

## **9. Krung Thai Bank Public Company Limited, Thailand**

Ms. Nisanart Yothasmut, Senior President, Community Bank

## **10. Rayong Disabled's Agricultural Product Trade Association, Thailand**

Mr. Sakorn Aimsoomboon, Vice President

## **11. Reaching Out/Hoa Nhap Handicrafts, Vietnam**

Mr. Le Nguyen Binh, CEO

## **12. Retupmoc Co,Ltd., Thailand**

Mr. Sorasit Wittayadilok, Manager

## **13. Standard Chartered Bank (Thai), Asia-Pacific**

Mr. Chaveng Sethaporn, Executive Vice President, SME Banking, Consumer Banking

## **14. Thai Rice Exporter Association, Thai Organic Trade Association, Thailand**

Mr Wanlop Pichpongsa, Deputy Managing Director

## **15. United Nations ESCAP, Asia-Pacific**

Mr. Patrik Andersson, Chief, Social Integration Section, Social Development Division

## **16. Vietnam Bank for Social Policies, Vietnam**

Mr. Nhan Phan Cu, Director of International Cooperation Department

# Presentations

## Mr. Ryuhei Sano, Information and Knowledge Management Manager, Asia-Pacific Development Center on Disability

Why "Disability Inclusive Business"?

Mr. Ghulam Nabi Nizamani  
Empowerment Café Chef Barista  
Asia-Pacific Development Center on Disability

APCD's Partnership

UN Agencies & Int. Organization  
DPOs & NGOs  
Governments in Asia-Pacific (FPs)  
Business Sector

Information Finance  
Human

Background (1)

- 1) 15% of the total population is persons with disabilities in the world
- 2) 40% of the total population is persons with disabilities and their family members in Asia and the Pacific
- 3) Background in Asia and the Pacific (60% of the world)  
-Rural / Agriculture  
-Family, community linkage
- 4) Not the charity-based approach (traditional CSR) but the new approach is needed in Asia and the Pacific

Background (2)  
Disability-Inclusive Business Roundtable Talk

Preparation for DIB Project  
APCD, 28-29 Jun 2011

DIB Roundtable on ICT  
SM, 29 Sep 2011

DIB Roundtable on Rural Business, APCD, 24 Apr 2012

DIB Roundtable on Rating System, APCD, 31 Jan - 1 Feb 2012

Emerging Business Trend

Environmental Issues / Concern      Disability Issues / Concern

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BUSINESS

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- Technology
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- Human Resource

PWDs

**Relationship**

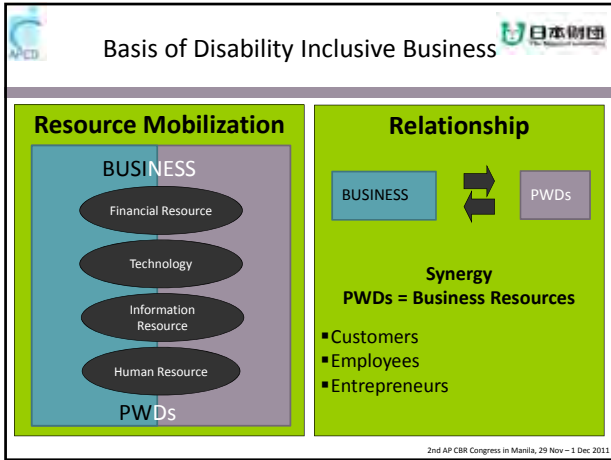
BUSINESS

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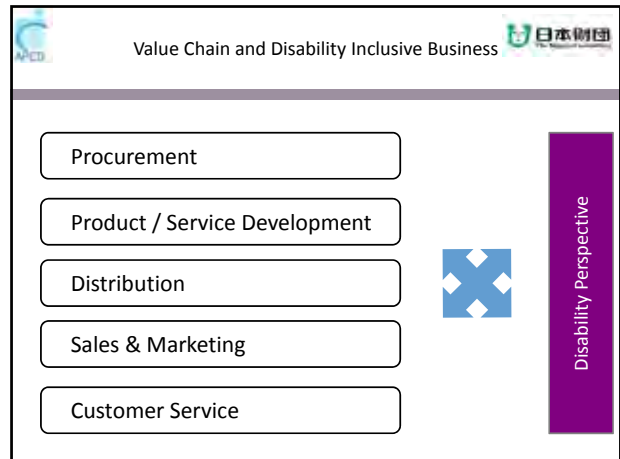
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(Draft) Incheon Strategy to Make the Right Real (2013-2022)



### Business Opportunities: Banking Product & Service (Sample)

Branch

Loan

ATM

Exchange

Securities (Finance)

Insurance

Call Center

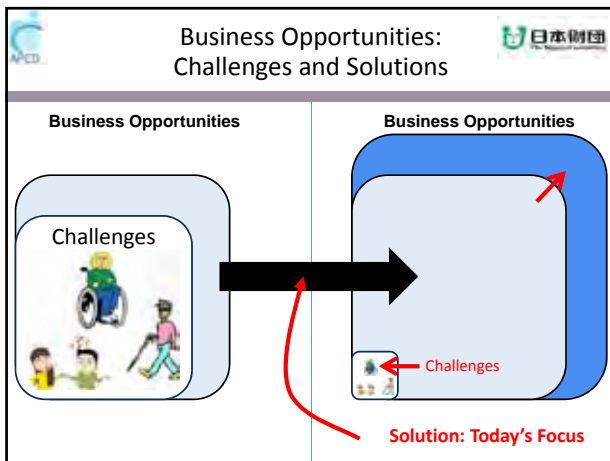
### Business Opportunities: Challenges and Solutions

Branch

ATM

Call Center

Loan



Business Entrepreneurs with Disabilities Giving Feedback



Leaders with Disabilities in the Asia-Pacific Region Participating in the Roundtable Talk

# Financial Report

1 September 2011 - 31 August 2012

	BUDGET	EXPENSES	BALANCE
<b>1. Activities:</b>	<b>73,800.00</b>	<b>73,800.00</b>	
1.1 Roundtable Talk on ICT, the Philippines, 29 September 2011		31,132.32	
1.2 Roundtable Talk on Rural Business, Thailand, 26 October 2011 (postponed)		1,558.38	
1.3 Roundtable Talk on Rating System, Thailand, 31 January-1 February 2012		15,208.29	
1.4 Roundtable Talk on Rural Business, Thailand, 24 April 2012		12,459.94	
1.5 Roundtable Talk on Inclusive Finance, Thailand, 19 June 2012		13,441.07	
<b>2. Secretariat:</b>	<b>28,200.00</b>	<b>28,200.00</b>	
2.1 Coordinators and Facilitators		18,000.00	
2.2 Administration		10,200.00	
<b>Total</b>	<b>102,000.00</b>	<b>102,000.00</b>	

(UNIT: United States Dollar, USD)



# Enterprises and Organizations Participating in Roundtable Talks



Accessible for Persons with disAbilities

## **Asia-Pacific Development Center on Disability**

255 Rajvithi Rd., Rajthevi, Bangkok 10400 Thailand

Tel: +66(0) 2 354-7505 Fax: +66 (0) 2 354-7507

Email: [info@apcdfoundation.org](mailto:info@apcdfoundation.org)

Site: [www.apcdfoundation.org](http://www.apcdfoundation.org)