



A PROFOUND SUCCESS JOURNEY OF SELF EMPLOYMENT IN THE LIFE OF SPECIALLY-ABLED

www.aims.media

Employment is one of the most prominent topics when it comes to disabilities precisely in the case of neurodevelopmental disorders. There are primarily four types of employment opportunities i.e., supportive, shelter, self and open employment. The average employment rate of people with disabilities is 0.28 percent in the private sector and 0.54 percent in the public sector. A recent WHO report showed that 87 percent of persons with disabilities in India worked in the informal sector, *source NCPEDP*. Where on one hand specially-abled have insufficiency of opportunities of doing job, on the other hand since 2008 a Delhi based organization AIMS Media is engaged in training them with an objective to offer sustainable livelihood. It has set up many workstations in different schools domiciled in different cities of India where the trained team of specially-abled are provided live and paid projects from different sectors such as print & publishing, e-commerce, clothing, handicrafts, fashion etc.

KobSook approached AIMS Media for digital designs/Art/Illustration project for shoes, it aims to create a powerful fashion brand by promoting differently-abled youth's creativity. They were connected to 12 designers with special needs from four States named Delhi, Bengaluru, Kolkata, and Chennai. They gave 15 themes and wanted five variations from each of those 15 theme. All 12 designers took part actively and created excellent 75 digital Art/designs/Illustrations for shoes.

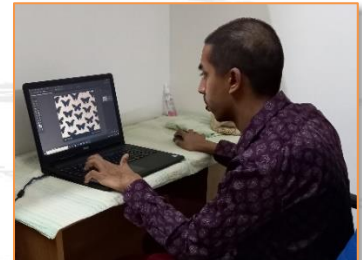
KobSook is an Indian brand focused on Artist Designed footwear and laptop bags. The Company collaborates with Differently- Abled youth through AIMS Media and empowers these remarkable young artists to share their skills in the form of Art by using multimedia. This Art is recreated digitally on KobSook canvas shoes with the goal to generate a sustainable employment opportunity and create a brighter world for these artists.



Ajay Abhishek, Chennai



Abhinav Jain, Delhi



Ausaf Ali, Bengaluru



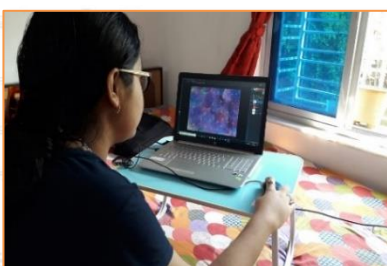
Deeksha Bhatt, Delhi



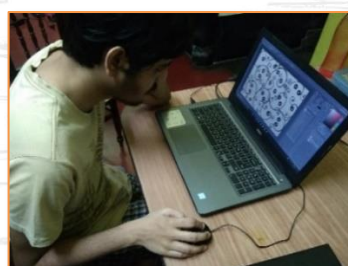
Harshil, Chennai



Jaansi, Delhi



Sulagna, Kolkata



Shounak, Kolkata



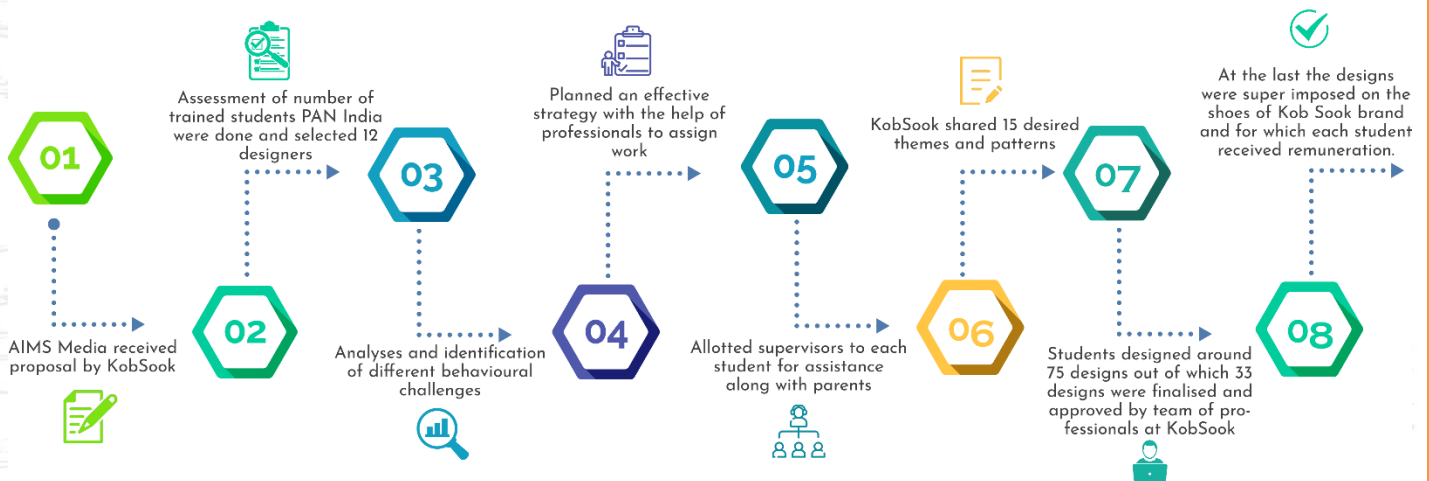
Sanchit, Delhi



Team of designers with special needs worked proficiently with all the needful work ethics and met the set timeline. AIMS Media and KobSook collectively selected all these designers with an empirical process to showcase their strength and abilities.



PROCESS



DESIGNS

The team of designers belonged to different age groups and have challenges like autism spectrum disorder, physical disabilities, intellectual disability, acquired brain injury, etc despite of the fact they proved that nothing is impossible. The Young and talented artists showcased their creativity more than anybody's expectations.





TESTIMONIES FROM

MANAGEMENT

It is always an immense proud moment to see our trained designers with special needs performing, achieving and doing justice to their acquired skills by working efficiently on the project that comes to them as an opportunity. Punctuality, work ethics and understanding instructions is very essential and is refined with experience, I appreciate the efforts of the designers that has further presented in a beautiful outcome i.e., range of designs.

Dr. Maria
Operational Head, AIMS Media (P) Ltd.

We are overwhelmed by the response we have received. Art in itself is expressive but when created by artist with special needs, it screams emotions! Each piece, whether hand made drawing or multimedia, is unique in itself...the colours, the strokes and the joy behind each creation is an experience in itself. As a team we are not only thankful to them for providing us their brilliant art, but also for teaching us a little more about Art itself. We are humbled and honoured.

Aziz Kapasi
Founder & CEO, KobSook

It was a great opportunity for students to explore their creativity and to build self-sustainable life. This Projects is very unique for them which increased the confident in them. Our students had successfully completed the shoes designing project on time and I appreciate their effort that they have done this project in pandemic time where they just follow the instructions online. These types of project will increase the opportunity of Self-employment.

Arushi Sundriyal
Project Manager, AIMS Media (P) Ltd.



TESTIMONIES FROM PARENTS

This was an excellent opportunity for Deeksha, and it turned out to be an even better experience as it helped her to understand how the design industry works. We are glad she was able to be a part of this project and are hoping that she will be able to learn much more from such experiences. Thank you for your continuous guidance and for being her mentor.

Geeta Bhatt

Parent of Deeksha Bhatt

My son recently did the project of shoe designing. He was first given certain topics (like abstract, doodle, musical instruments, etc.), based on which he had to create designs for shoes using his own creativity. After that, he had to put the selected designs in the layout for different kinds of shoes like loafers, sneakers, etc. All this was done through Photoshop. 4 out of his 8 designs got selected. The entire process was a huge learning experience for him both professionally and personally. Because of this project, he became more fluent in Photoshop and he became familiar with the entire process of shoe designing and have a hands-on experience of the same. He learned how to manage his time b/w work, study and leisure by dividing his tasks and prioritising them. This project helped him expand his skill set and I wish he gets to handle more projects in different genres.

Sunita Jain

Parent of Abhinav Jain

As assigned by M/s Aims Media, my autistic daughter Sulagna had created ten Shoe Designs out of which three were selected by the experts & she received Rupees Nine hundred as remuneration. This was her first income from the job created by herself. All of us including Sulagna were overwhelmed with joy at this event. Thank you for your kind guidance and support.

Barnali Barat

Parent of Sulagna Barat



TESTIMONIES FROM STUDENTS

I was part of the shoe designing project given by AIMS Media and approach by KobSook. KobSook is a corporation that designs and manufactures funky shoes. The software Photoshop was used for this project. It was a lot different from all the projects that I've earlier been a part of, like - I got to see and experience all the phases of shoe designing - designing, shortlisting, finishing; I became more comfortable with managing my time; I learned to work under pressure and meet deadlines. There was learning at every step and I wish to handle more projects like these.

Abhinav Jain

I would like to thank AIMS Media for giving me this wonderful opportunity. I am really grateful for this experience as I got to learn a lot & expand my knowledge. I was able to understand how much effort is put in, in terms of designing a product. I am looking forward to work on more such projects.

Deeksha Bhatt

When I had first been tasked with creating a sample design that would be made into shoes after being accepted- I was nervous due to my lack of experience in regards to creating a pattern that would be suitable. I struggled for the first couple of days, not exactly knowing what would look good at first but I then eventually settled into the habit of making thumbnails on paper before I did the final project in digital. It took me a while to understand how to make the pattern seamless and to make it a repeating one as compared to making one big sample with a non-repeating pattern. Afterwards, once I had a better grasp on what I needed to do, I was able to do the project with much more ease as compared to when I first started out. I then also analysed different sorts of media in order to get inspiration for my designs and also gain some insight on the way into what people would like and what would look good. What I hadn't expected though, was that my designs would be approved and on top of that, I was also going to be paid. It was a very pleasant surprise and made me feel like people did appreciate the time and effort I put into this project- and I hope in the future I can continue to do more projects like these.

Jaansi