



SUCCESSFUL TRANSFORMATION OF CONVENTIONAL VOCATION INTO MULTIMEDIA WORKSTATION IN LIVES OF SPECIALLY-ABLED

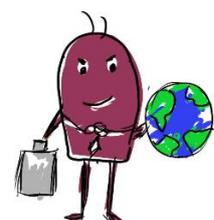
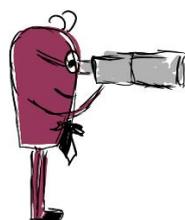
In the world of modern technology, role of technology in different segments and industries have ascended. It was hard to accept for many, the theory of being able to produce work considering an individual's abilities, difficulties and challenges along with meeting and fulfilling the expectations of customers. Not only this, but to make work people with diverse needs proficiently while understanding the discipline of handling projects, understanding market strategies, implementation of organisational skills and delivery of projects with punctuality. Similar dilemmas were observed in the minds of parents and educators associated with Mirra Charitable Trust in Chennai. Dilemmas disappeared and revolution in the thought process occurred when in March 2017 a thought to introduce vocational program in the rehabilitation set up stroke in the minds of the management of Mirra Charitable Trust. The thought appeared in order to create a career path, build sustainable livelihood, update the system with new age learning methods, implementation of technology-based work oriented programs, involve tactile learning methods and therapeutic approach to enhance and improve different skills. Mirra embarked on its journey in the Multimedia program through AIMS Media, Delhi. The AEMP program of AIMS Media namely **Learning Based and Project Based AEMP** met all these requirements. The journey began with a lot of questions and unknowns as below and resulted to answer all with satisfactory evidences:

1. How children/adult with special needs will achieve the expected outcomes considering their challenges?
2. Will these children/adults be able to build a sustainable livelihood?
3. What are the future dimensions of the program?
4. How they will be readied to accept the live projects and deliver it well on time?

The association of AIMS Media and Mirra brought an evolution in the learning methods of children/adults with special needs. Every aspect of the program was followed to the letter and spirit and customization was done to enable achieving maximum efficacy of the program. The first batch of students after completing their training of the prominent program of AEMP focused on the learning and to teach the discipline of handling foreseen market-oriented projects i.e. Learning Based-AEMP have now finished first year of Project Based- AEMP.

Project based AEMP an advance diploma program involves punctilious process which consists of meticulous training, structured methods to monitor, track and evaluate which further assist to achieve the expected outcomes of the program followed by:

1. **Repetitive practice** and homework and constant monitoring, provision of aids helped them in performing the tasks independently.
2. Involvement of **extracurricular activities** covering various facets of communication and social skill development.
3. **Interventions** given on a need basis and notified improving in self-esteem and confidence of the students that further helped reduced behaviour issues considerably.
4. The parents, staff at Mirra have been forthcoming in **identifying assignments and projects** for our students to work on in addition to the projects assigned by AIMS Media.
5. Students are **encouraged to be independent** and the level of independence in completing a task is given more importance than the end product.
6. **Parent empowerment Training Program** to mentor the parents towards becoming advocates for the skills of their wards and also for donning the role of a project manager while executing projects.





PARENTS EMPOWERMENT TRAINING PROGRAM

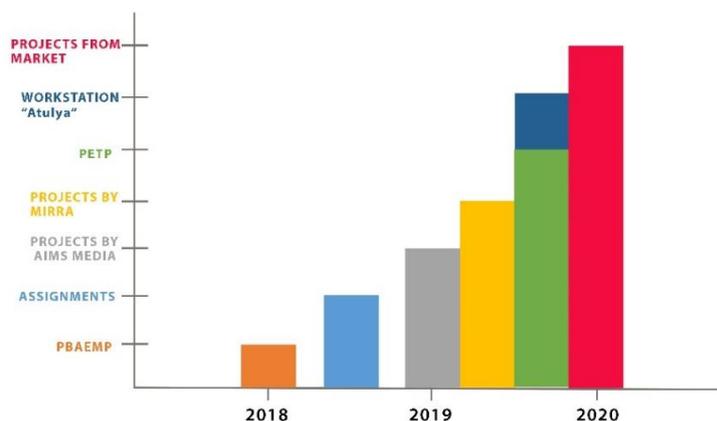
Parents Empowerment Training Program is conducted to empower the parents, to train them and help to achieve the following aspects:

- Understanding market needs
- Principles to establish multimedia workstation
- Products and designing techniques
- Work ethics and morals
- Customer handling and satisfaction
- Bridge the gaps between potential customer and solution provider
- Build self-sustainable livelihood



Parents are being empowered to execute projects and understand the nuances of project management with mentoring and support from Mirra. AIMS Media facilitated Parent Empowerment Training Sessions that guide parents to do market analysis and research to identify potential customers. A portfolio of the work done by students has been created under the brand name **“ATULYA – OUR WORK MATTERS”**. Atulya is a workstation that represents transformation in the traditional vocational system with the technology-based projects, where students with diverse needs such as Seizures Disorder, Autism Spectrum Disorder, Global Developmental Delay, apply their learnt technical and project handling skills to fulfill the need of the customers.

STATISTICAL FACTS:





TEAM AT WORKSTATION:



Harshil Manoj
Graphic Designer
Strength- Designing and Video Editing



Nivedh Kumar
Graphic Designer
Strength- Designing and Video Editing



Thrisha Balaji
Graphic Designer
Strength- Designing



Shreya Hariharan
Graphic Designer
Strength- Designing



LIST OF PROJECTS HANDLED AND DELIVERED BY THE TEAM ARE:

- Event Photography for events at Mirra
- Logo designs for services at Mirra
- Mirra website development
- Design of Mirra 2020 calendar
- Photo editing
- Paper bag designs for a wedding
- Sublimation Mug Printing (50 Mugs) for a wedding
- Floor design for Mirra
- Invitation design for events at Mirra
- Video creation and editing for events at Mirra
- Devendra Autocom Profile Video





MANAGEMENT TESTIMONIES:

- “We have had the PBAEMP team work professionally on two of our projects so far. It has been stressed free as the deadlines were kept, the customer satisfaction on the end product was 100%. The product delivered had as much finesse as any of the start-up in design that we have worked with. Looking forward to having the team work on further projects with us. I would like to wish luck on all the future endeavours”.

Rashmi Kumar (Finance Director - Devendra Autocom)

- “Mirra came out with its very first calendar to celebrate its tenth anniversary in the field of special education. This was possible because of the team of PB-AEMP students, Harshil, Nivedh, Shreya and Thrisha, who were given the task of designing the calendar. The students worked hard to meet the brief. They worked and reworked until satisfactory designs didn't come out; they accommodated last minute requests, and critically examined their work and rested only when they knew their work was good to go; they were open to feedback as well. The students' ensured timelines were met. We are happy with their work and are looking forward to a long working relationship with them”.

Lakshmi Satish (Director – Mirra)

- It has been an enriching and rewarding experience working with my students on workstation. Every project that comes our way goes through planning and design phase before the students get to actual work. This helps them understand what is needed much better and avoids rework in later phases. Any issues or problems that crop up are discussed by the entire team thereby encouraging the students to problem solve and also develops the attitude of team work. The students also learn new methods and techniques and enhance their knowledge and skill level. We are thankful to AIMS Media for giving us a platform and several opportunities for executing the projects in workstation model.

Saritha P R (Workstation Supervisor)

- “With the conscientious, constant and collective support of Parents, Coordinator (Ms. Sarita) and management (Ms. Lakshmi and team) in following the process of program as outlined made it possible to achieve the objectives of the program. Common vision of AIMS and Mirra to establish a unit to give dimension to the students to further build sustainable livelihood and for the meaningful engagement also got accomplished. I highly appreciate the team of Mirra to parallelly work on the skill enhancement of the students associated with learning process of program. I would like to extend my best wishes to the team of worksatation may they achieve their future endeavours”.

Dr. Maria Kapasi (Operation Head – AIMS Media)



PARENTS TESTIMONIES:

- The AEMP program has been pretty much the light at the end of the tunnel for our kids and us. Moving along without a clue as to how to steer them with some vision was getting exceeding tough. Thanks to MIRRA and to AIMS media we as parents are able to see a career option taking shape. The fact that their strengths are focused on gives the kids' confidence to work in their comfort zone. Couldn't have asked for more.

Rashmi Kumar (mother of Nivedh Kumar)

- We are happy to see very good development in Harshil after joining the AEMP course. The course is helping him to “Earn while learn”. He is enjoying his journey with AEMP, PBAEMP and is looking forward to executing more projects under the banner “Atulya”.

Omana (Mother of Harshil)

- My daughter has improved her self-confidence ever since she started on the AEMP program. She believes in herself. She understands time management and has learnt how to complete the work in allotted time. The program has also built in a spirit of competitiveness in her.

SriDevi (Mother of Thrisha)

- It has been a wonderful journey for my daughter. She has been pursuing her multimedia course at Mirra for almost 3 years now. As a parent I see a tremendous improvement in her. She has become a more confident & better person now.

SriVidhya (Mother of Shreya)

