

Accessible Campaign (Sugamya Abhiyan)

India Bharat

June 14, 2020

What is it?

Sugamya Bharat Abhiyan is the **nationwide campaign** launched by the **Department of Empowerment of Persons with Disabilities (DEPwD), Ministry of Social Justice & Empowerment** for **achieving universal accessibility** for all citizens including Persons with Disabilities, to be able to gain access and live independently.

Components of the campaign

- **Built Environment Accessibility:** It aims to **provide an accessible physical environment for everyone**. To achieve this, measures need to be undertaken to **eliminate obstacles and barriers to indoor and outdoor facilities including schools, medical facilities, and workplaces**.
- **Transportation System Accessibility:** It focuses on providing persons with disabilities an **equal right to travel and use public and private transportation infrastructure** with dignity and independence.
- **Information and Communication Eco-System Accessibility:** Access to information refers to all information. This can range from actions such as being able to read price tags, to physically enter a hall, to participate in an event, to read a pamphlet with healthcare information, to understand a train timetable, or to view web pages.

Targets under the campaign

- **At Least 50%** of all the government buildings of the National Capital and all the State capitals will be made

fully accessible for persons with disabilities by July 2018.

- Conducting audit of 50% of government buildings and converting them into fully accessible buildings in 10 most important cities/towns of all the States (July 2019).
- All the international airports in the country and railway stations of A1, A & B categories will be made fully accessible by July 2016.
- Conducting an accessibility audit of all the domestic airports and converting them into fully accessible airports(March 2018).
- Ensuring that A1, A & B categories of railway stations in the country are converted into fully accessible railway stations (July 2016).
- Ensuring that 50% of railway stations in the country are converted into fully accessible railway stations (March 2018).
- Ensuring that 25% of Government-owned public transport carriers in the country are converted into fully accessible carriers (March 2018).
- Conducting an accessibility audit of 50% of all government (both Central and State Governments) websites and converting them into fully accessible websites (March 2017).
- Ensuring that at least 50% of all public documents issued by the Central Government and the State Governments meet accessibility standards (March 2018).
- Developing and adoption of national standards on captioning and sign-language interpretation in consultation with National media authorities. (July 2016)
- Ensuring that 25% of all public
- Television programmes aired by government channels meet these standards. (March 2018)