

Request for Your Support

Presentation by Mr. Rajesh Kethkar, Director

Founder of Mook Badhir Mandal

- Late Amritlal Parikh, Founder
- He was deaf who understood, through his eyes and experiences, the hardships that deaf people are enduring in India
- He founded MBM in 1972 to promote positive change in the lives of the deaf people



Main Goals of Mook Badhir Mandal

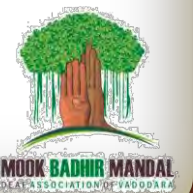
- Empowering the deaf communities in various fields:
 - Employment
 - Deaf Education
 - Sports
 - Cultural Activities
- Promoting Public Awareness about the deaf
 - Documentary Films
 - Use of Indian Sign Language in Communication
- The Organisation is fully managed by the team of experienced deaf leaders with full contribution for the deaf people



Team Members of Mook Badhir Mandal

Trustees

- Navinbhai Shah, Chairman
- Pratapsinh Rathod, President
- Digant Dani, Vice President
- Sandeep Cahaubal, Gen. Secretary
- Rajesh Ketkar, Joint Secretary
- Deepak Shah, Treasurer
- Anand Ketkar, Joint Treasurer
- Virbhadrasinh Rahtod, Sports Secretary
- Narharibhai Shah, Advisor
- Gopaliben Joshi, Advisor
- Nilesh Parikh, Advisor
- Deepikaben Gajjar, Advisor



Team Members of Mook Badhir Mandal

Women Committee Members

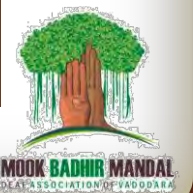
- Jayoti Patel, President
- Sadhna Chhatrapati, Vice President
- Kosha Shah, Gen. Secretary
- Vibhuti Ketkar, Joint Secretary
- Usha Manohar, Treasurer
- Veena Parikh, Joint Treasurer
- Rupa Parekh, Advisor
- Kavita Shah, Advisor

Ex. Committees :-

- Bhavna Hatdiya
- Elizabeth D'souza
- Rekah Rathod
- Dhairyavi Desai
- Anita Shah
- Priya Panchal
- Sapna Ketkar

Interpreters :-

- Arpita Desai
- Trushna Shah
- Preeti Phadke
- Bhumi Shah



Team Members of Mook Badhir Mandal

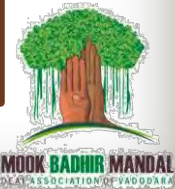
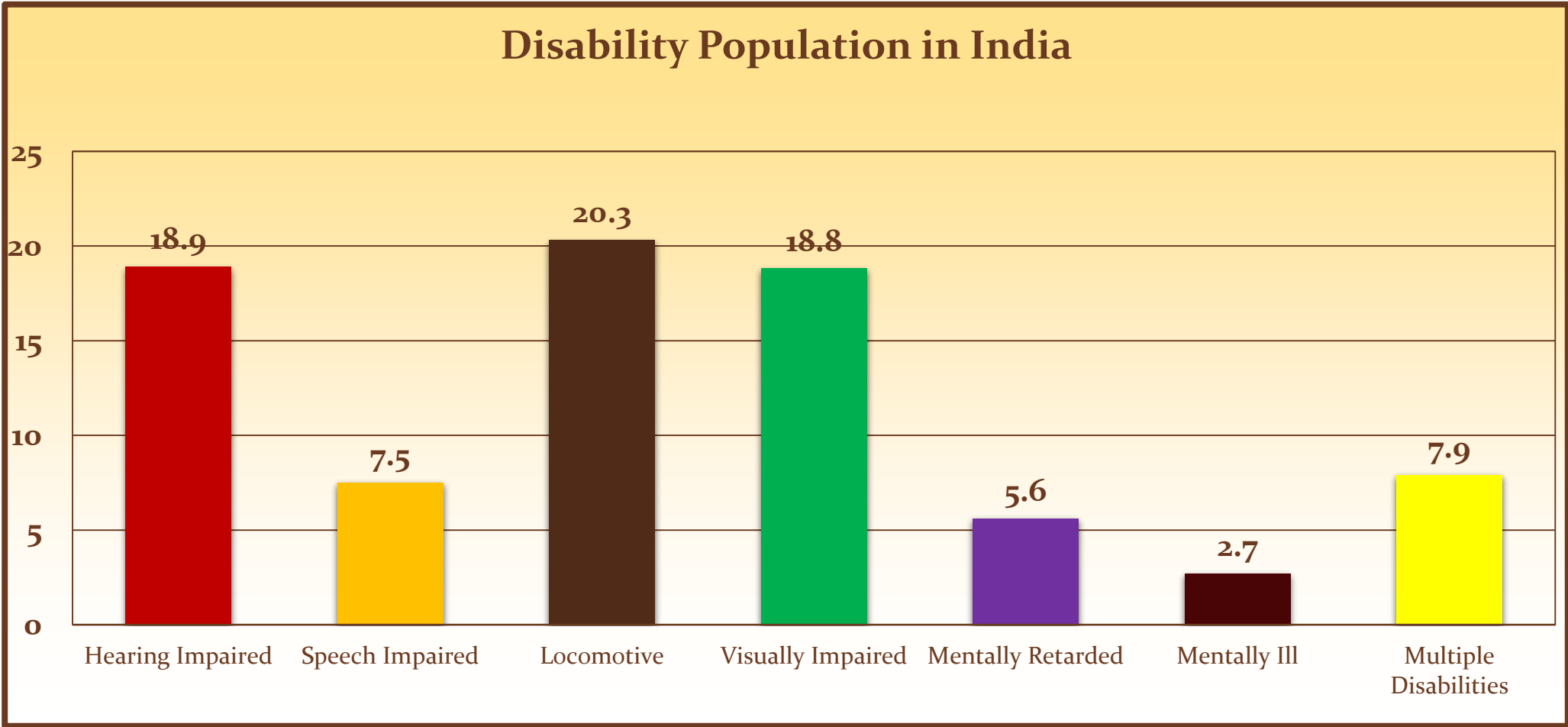
Indian Sign Language Films (ISLFILMS)

- Rajesh Ketkar, Director
- Imran Shaikh, Art.Director
- Virbhadrasingh Rathod, Cinematographer & Editor
- Ankur Panchal, Cinematographer & Editor

Youth Committee Members

- Ruchit Shitole, Gen. Secretary
- Aditya Bhalerao, Joint Secretary
- Rakesh Rathwa, Treasurer
- Ravi Parekh, Asst.Treasurer
- Pratik Shah, Asst.Sport Secretary
- Fenil Parekh, Designer
- Prathiv Senjaliya, Ex.member
- Ashish Shah, Ex.member

India Census 2011



What is the Number of Deaf / Hard of Hearing People in India?

17 Million

Public Identification of Persons with Disabilities

Other Persons With Disabilities (except Deafness)

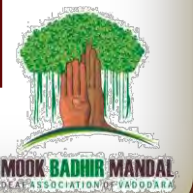
- Different kinds of disabilities such as Locomotive, Blind, Mental Retarded, Mental Illness, etc. are identifiable and special attention are taken to ensure them as equal members of the society.

Deaf People

- Unfortunately, due to communication gap, deafness are not recognized by the society since it is an invisible handicap. Hence, deaf people are not given the equal benefits in employments, educations, etc. like other types of disabilities.

Solution offered by MBM

- Promote awareness about deaf through website, media, etc.



Parents' Guidance of their Children in Education/Development

Hearing Child and Child with Disabilities (other than Deaf)

- With ease of communication, hearing parents are able to encourage their children to push themselves in studies, sports, career decisions, etc. leading to an independent life.

Deaf Child

- Due to difficulties in communication and lack of awareness, hearing parents are not able to encourage their deaf children. As a result, they are the most neglected children in the family and they find themselves difficult to have an independent life.

Solution offered by MBM

- Set up the guidelines on Child Development on the website. Also, online videos of Indian Sign Language will be displayed to encourage hearing parents to learn tools of communication for their deaf children.

General Knowledge Building

Hearing Children

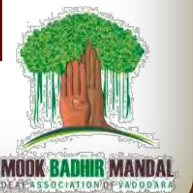
- With the help of sound, hearing children are able to watch and understand the News, Science Facts, Health Care etc. via TV and Radios which helps in building their General Knowledge.

Deaf People

- However, deaf people are unable to take advantage of such facilities and hence they fall behind in the pursue of General Knowledge.

Solution offered by MBM

- Display video of different News Updates, General Knowledge, etc. on the website.



Things that Are Very Valuable To the Lives of The Deaf People

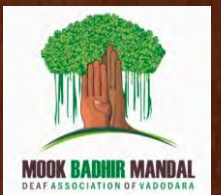
The next slide will show the comparisons of the high value and vital aspects of everyday life between the Deaf and Hearing people.

The High Value and Vital Aspects of Everyday Life

	Hearing People	Deaf People
Mother Language	Spoken Language	Indian Sign Language (ISL)
Important Part of Body for Receiving Communication	Ears (Rely on Sound)	Eyes (rely on Vision)
Important Part of Body for Sending Communication	Vocal Chord, Mouth	Hands, Arms, Facial Gestures
Commonly Used Tools for Communication	Telephone	Text Chat / Video Chat
Alerting Systems	Sound Alert / Bells / Sirens	Vibration / Light Flash Alert
Sending Messages	Voice Mail	Video Mail
Personal Assistance to Bridge Communication	None	Interpreters
Understanding Dialogues in TV/Movies/News	Sound	Captioning

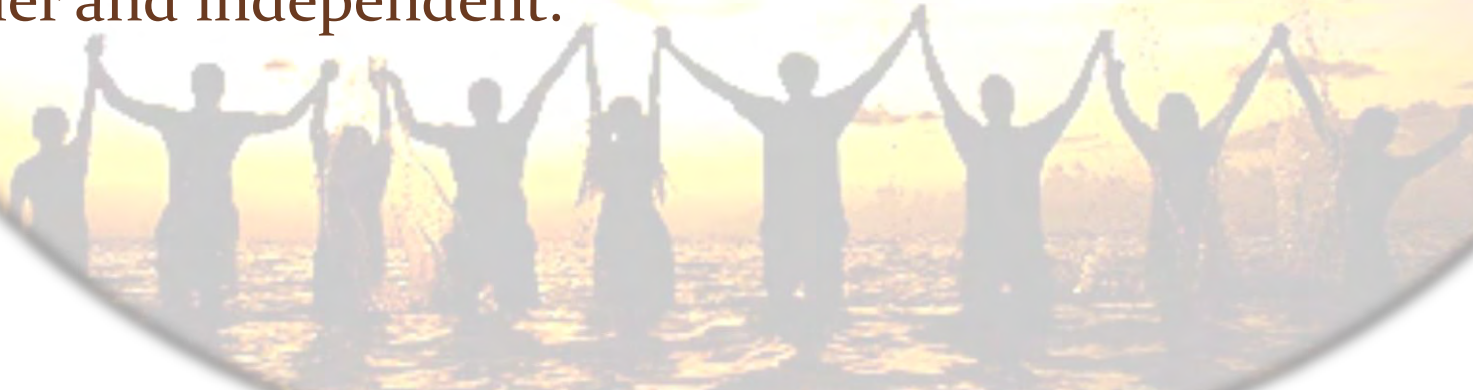
With the urge to uplift the deaf community, MBM launched the video broadcasting programs of special events on its website www.indiandeaf.org

However, due to insufficient funding, the smooth development of the website is halted.




Helping Deaf People via Technology

- In a new trend, computers, tablets, mobile can help in connecting Deaf people to people.
- So we at MBM intend to work on the new website so that deaf people get knowledge, entertainment, incidents and researches through latest technology that is accessible through sign language which is the primary language that they are naturally born with, so as to make their life easier and independent.

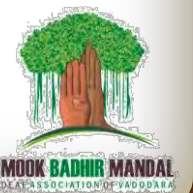


Website for the Deaf, by the Deaf Team

- In our mission to help and uplift the deaf communities, all the works of this website are to be developed and maintained by the deaf team who are experts in their field of work.
- This will be a strong concrete proof that deaf people do have skills and can do anything except hear.
- We have agreed to work with  the web-development firm founded by Aqil Chinoy, who is deaf living in India, and has given opportunities to a team of deaf professionals for this web project.

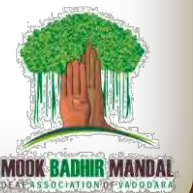
Main Purpose of the Website

- **Awareness**
 - Create nationwide awareness, latest news updates and e-base knowledge about the deafness.
- **Accessibility**
 - Communicated in sign language via the web-video technology so that deaf and especially those who are very isolated from deaf communities can access via their mobile devices
- **Education / Empowerment**
 - Deaf will be educated on different topics of Signs, Health Care, Youth Training, Indian Sign Language (ISL) and Empowerment of Deaf Women; and be part of a global renaissance thanks to the growing accessible technology.



Main Categories of the Website

- Indian Sign Language (ISL) Dictionary
 - This ISL Dictionary helps you find the ISL equivalents of English words and is available on this website where the vocabulary along with the signs and the pictures are provided.
 - A word just has to be typed in to know the exact vocabulary revealed in ISL and this is of great benefit for the education of deaf people of all ages.
- E-Learning
 - We also provide a platform for the education of the deaf via our website. In this, we upload different videos of different topics as narrated by teachers and researchers in sign language.
 - We also test their knowledge and skills via Online Quiz and exam practice exercises. The results we gather will be used to determine the weak areas of the deaf and help us in developing different resources for educating them



Main Categories of the Website (Continued)

■ News

- Deaf people who cannot hear auditory information, have suffered their access to knowledge. As a result, they fall behind on news and information on important social services.
- Working a solution, MBM intends to create weekly news updates on its website where people can share information and knowledge on different topics in Indian Sign Language.

■ General Knowledge

- As we, the people of India, take pride on our rich cultural and traditional history of our motherland, little do we know that the deaf people DO have their own rich culture and history. However, very little people know about this. For this purpose, MBM intends to preserve the history of the deaf on this section of the website.

Main Categories of the Website (Continued)

■ Health Awareness

- As we know “Prevention is better than Cure”, hearing people have access to information from parents, doctors, friends on prevention of diseases to keep themselves or their children safe and secure.
- Deaf people who lack health-related information will not be able to protect themselves from exposure to diseases. As a result, they or their children suffer major diseases.
- For this lack of awareness, we at MBM are providing videos on information on vaccines, cancer and AIDs prevention, care during pregnancy, child development, child care and nutrition.
- Thus, deaf people are kept on alert in healthcare and be healthy in India.

Sponsors Category

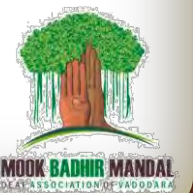
- Our website will display the Sponsors columns in all pages, as a part of our gratitude to the sponsors for their support and contribution.
- In this column, we would like to display your logo with link to your website.
- When the website is launched, we will get thousands of visitors who would be truly grateful for your support. Hence the reputation of your organisation will be known. It will also market your organization and expand your client base.
- With your support, the deaf communities in India will definitely prosper.

SPONSOR
GOLD

SPONSOR
SILVER

SPONSOR
BRONZE

SPONSOR
GENERAL



Sponsorship Packages

Package Level Plans	Sponsor Tariff
Sponsor GOLD	Rs. 1,00,000
Sponsor SILVER	Rs. 50,000
Sponsor Bronze	Rs. 25,000
Sponsor GENERAL	Rs. 10,000 to 20,000

We seek to you and your utmost reputed Company for your valuable support.

You will be eligible for deduction from Income Tax under Section 80-G of Income Tax Act.

Your support will change the lives of the millions of the deaf people in India



With your Support / Sponsorship

- Rs. 15,60,000/- will cover Annual Expenditure for the MBM Team to conduct daily duties in their mission to help the deaf community.
- In the meantime, with excess amount collected from other sponsors,
 - Rs. 3000 = Provision of English/Gujarati courses for Deaf children/adults.
 - Rs. 12000 = Provision of the devices such sewing machines, computers, bicycles, hearing aids, etc. giving opportunities to deaf people in their future.
 - Rs. 2000-5000 = Provision of school/college fees for a deaf child to ensure that she/he gets a good education.
- All above will be provided in the name of sponsors.



We welcome your suggestions and we will work hard for the development of the deaf community in India with your support and blessings.

Thank You for Your Time!

