Back **Campaign on wheels by differently-abled youth for Kerala's development**

Our Bureau

Kochi, Nov 27 As many as 30 differently-abled youths, currently undergoing job-oriented higher education, are undertaking a fortnight-long All-Kerala "Campaign on wheels" from December 3, the International Day of the Disabled, with the objective of promoting the entrepreneurial and manpower potential of Kerala under a novel initiative titled "bslips".

The campaign is organised under the auspices of SupportLinks, a Gulf-based international consultancy who along with likeminded organisations and individuals are providing free entrepreneurial education for these 30 educated differently-abled youths under the name "Project Me" at Santhigiri College, Vazhithala, a sister organisation of the Rajagiri group of educational institutions.

The 'Campaign on wheels' will start from Santhigiri College, Vazhithala, near Thodupuzha in Idukki District on December 3 and cover the entire length and breadth of Kerala. Receptions are being organised in association with the national services scheme (NSS) at various college campuses en-route for the team.

The physically-challenged community remains a neglected lot even today in spite of the great strides mankind has achieved in all dimensions of life, Mr Saji ItoopThomas, Markerting Director of the project, said.

The idea behind Project Me is to empower not only the physically-challenged but also the other neglected, sidelined or even isolated segments of population such as retired employees for gainful self employment and entrepreneurship, he said.

"We are a small group of professionals who with their 22 years of effort, have developed feasible projects that can support a person throughout his life (irrespective of his physical inabilities) to have a meaningful life. Our asset is the knowledge gained out of human experiences" he added.