

[Back](#)

[Kerala](#) - [Kochi](#)

A development campaign on wheels

Staff Reporter

KOCHI: Thirty physically challenged youths, who are undergoing job-oriented higher education, are to undertake a fortnight-long State-level “Campaign on Wheels” from December 3 – the International Day of the Disabled.

The aim is to promote the entrepreneurial and manpower potential of Kerala under an initiative titled “bslips”. The campaign is organised by SupportLinks, a Gulf-based international consultancy, which along with like-minded organisations and individuals, are providing free entrepreneurial education for these 30 youths under the name “Project Me” at Santhigiri College, Thodupuzha, a sister organisation of the Rajagiri group of educational institutions.

The Campaign on Wheels will start from Santhigiri College and cover the entire length and breadth of Kerala. “Receptions have been organised in association with the National Services Scheme (NSS) at various college campuses on the way. The physically challenged community remains a neglected lot despite the great strides mankind has achieved in different spheres of life,” said Saji ItoopThomas, marketing director of the project.

The project’s CEO, Babu Pappachan, 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 the population like retired employees, for gainful self-employment and entrepreneurship.

“We are a small group of professionals who with their 22 years of effort, have developed projects that can support a person throughout his life (irrespective of his physical constrains) to have a meaningful life. Our asset is the knowledge gained out of human experience.” For details, call 04862-273476; 98958 95094.

© Copyright 2000 - 2009 The Hindu