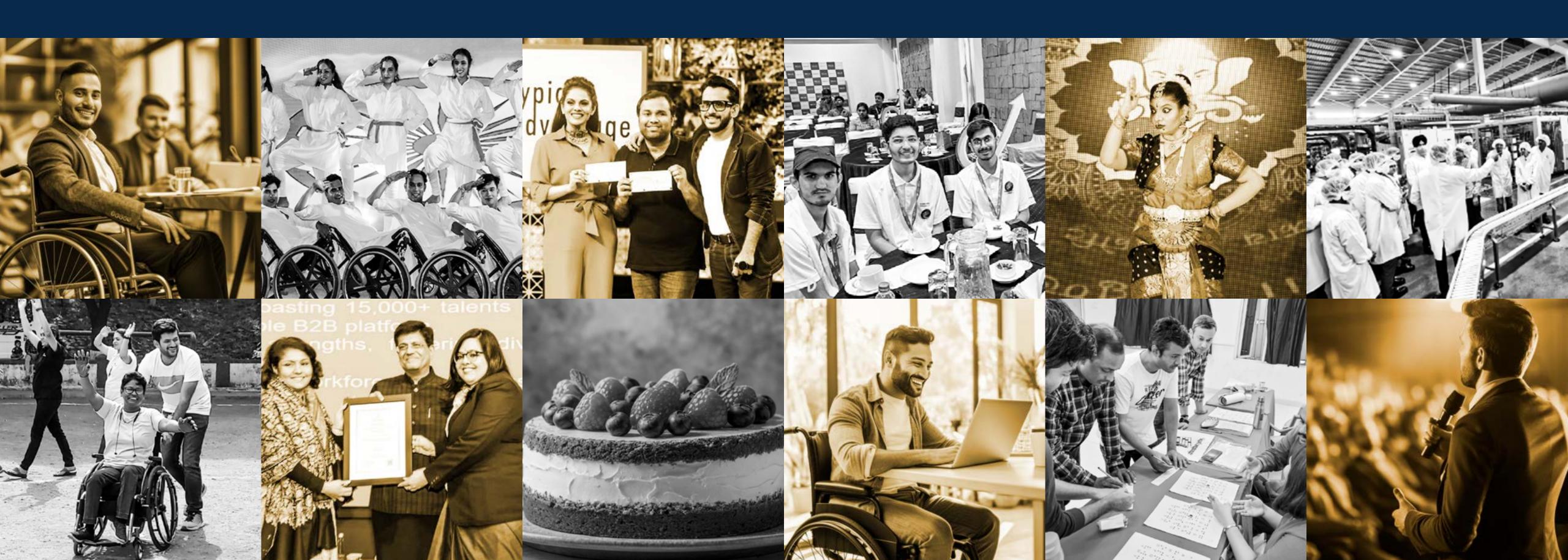
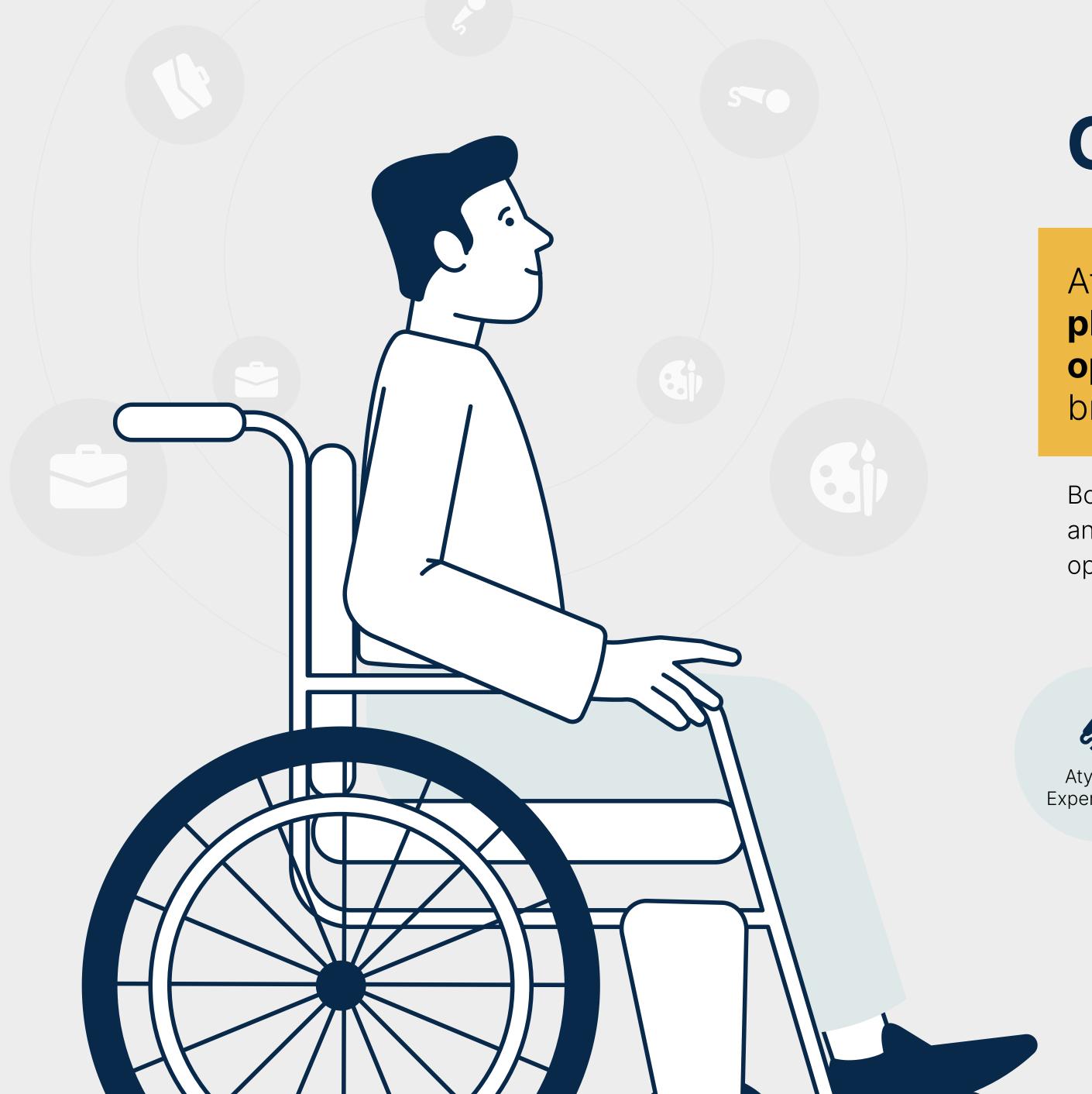
Impact Report Dec 2020 to Mar 2024



This Impact Report covers the data from 11th Dec 2020 (Inception) till FY 2023-2024





Overview

Atypical Advantage, India's leading livelihood platform connects talented PwDs to opportunities in music, art, and employment, bridging the supply-demand gap.

Born out of the need to address exclusion from mainstream platforms and workplaces, the organisation aims to generate dignified livelihood opportunities, becoming a trailblazer in disability inclusion.



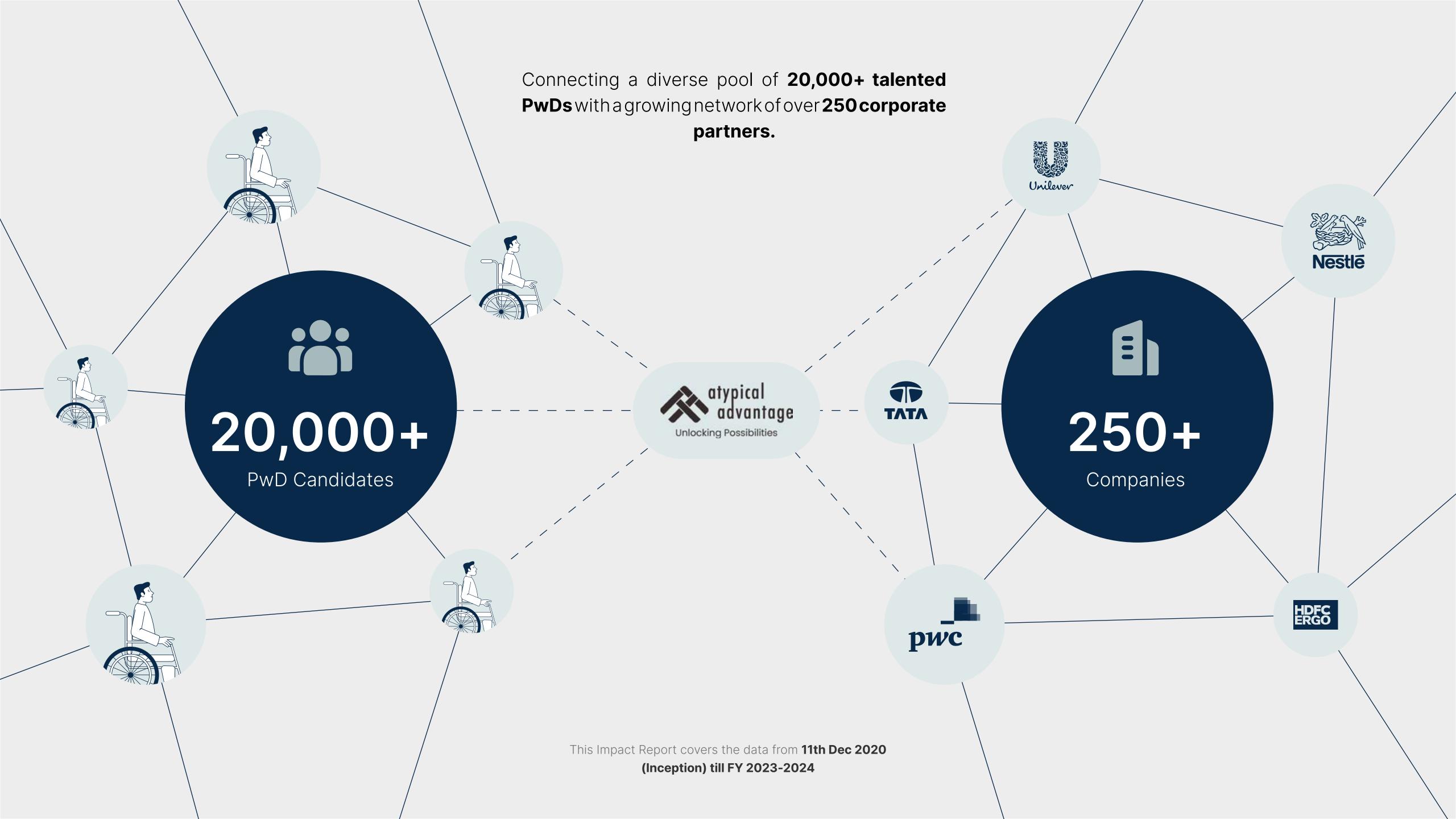








This Impact Report covers the data from 11th Dec 2020 (Inception) till FY 2023-2024



Our Story -Mission & Vision

To Generate Dignified Livelihood Opportunities for Every Person with a Disability

PAIN POINT





85% PwDs don't have permanent jobs



15% PwDs have permanent jobs

As per the last census report, 85% of 26.8 million pwds, i.e. approximately 22.78 million PwDs lacks permanent employment.



By showcasing the immense potential and unique strengths that individuals with disabilities bring to the workforce, Atypical Advantage is inspiring organisations to embrace inclusive hiring practices and recognize the invaluable contributions these talented individuals can make when provided with the right opportunities. Through its relentless efforts, the platform is challenging societal perceptions and paving the way for a paradigm shift in the way disabilities are perceived.

Impact Highlights









300+ Lives Impacted



508Permanent Placements

This report encapsulates the efforts made by Atypical Advantage, spotlighting the organisation's impactful endeavours across five key verticals: Atypical Experiences, Atypical Art, Atypical Academy, Inclusive Hiring and Atypical Workshops. With a steadfast commitment to empowerment, Atypical Advantage endeavours to provide individuals with disabilities avenues for artistic expression, skill enhancement, and meaningful employment opportunities.

Our Verticals & Programs









₹30 Lakhs

Performers Earnings



160+

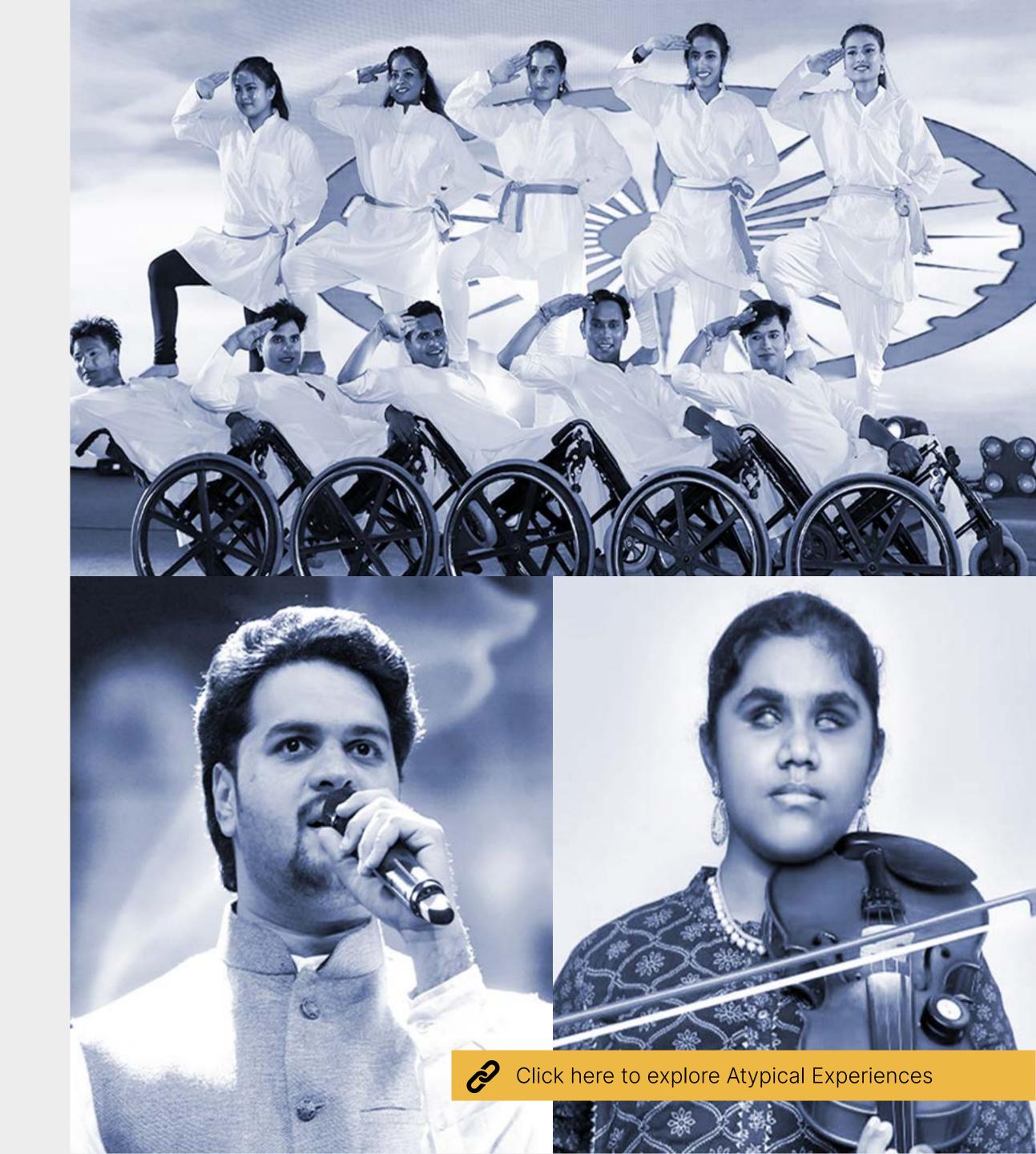
Shows



283+

Total no. of opportunities generated

Atypical Experiences fosters mutually beneficial agreements, empowering artists to take control of their careers and lives. They can pursue available offers and select engagements that align with their aspirations. Through Atypical Experiences, we are not just facilitating performances but also igniting a revolution – a movement that celebrates diversity, champions inclusivity, and empowers artists with disabilities to assert their rightful place on the global stage, leaving an indelible mark on the world's cultural landscape.



Atypical Experiences

EMBRACING ARTISTIC JOURNEYS: STORIES OF IMPACT



Karthik Krishnamurthy

Singer & Musician | Chennai Disability: Autism Spectrum Disorder



He can recall more than 2,000 songs



1st Runner-Up of Zee Tamil's SRGMP Seniors S 2



Participated in the Zee Hindi Sa Re Ga Ma Pa

Karthik stands out as an extraordinary singer, demonstrating talent as a vocalist and in playing the Guitar and the Keyboard. He can effortlessly recall more than 2,000 songs and sing in multiple languages. He's performed on National and International stages, achieving significant milestones, including the 1st Runner-Up of Zee Tamil's SRGMP Seniors Season 2 and being recognized as a Special Talented Personality-UAE. He also participated in the Zee Hindi Sa Re Ga Ma Pa, a reality show that's a great launching pad for blooming singers.

While the television exposure worked in favour of his neurotypical counterparts, Karthik struggled despite bagging several performance gigs because his disability would overshadow his merit. Often, his performances would go unpaid. Karthik's mother, Raji, shares that this stereotyping of artists with disability proved to be quite detrimental to Karthik's initial musical career, but things improved since they came on board with Atypical Advantage. This affiliation has opened doors to a plethora of diverse opportunities and resulted in substantial financial gains. His notable performances have extended to engagements with renowned companies including State Street, Tata Cliq, BSH, Morgan Stanley, and Procter & Gamble.



Atypical Experiences

EMBRACING ARTISTIC JOURNEYS: STORIES OF IMPACT



Rashmi Suresh Patil

Dance & Entrepreneur | Mumbai Disability: Hearing Impairment



Already Earned over **₹18.2 Lakhs**



Performed on **50 national** stages



Miss Indus **National Most Talented**

Diagnosed with hearing impairment when she was just a year old, Rashmi defies limitations, excelling in dance, modeling, artistry, and entrepreneurship. Trained in Bharatanatyam since age six under Guru Dr. Mary Mac Mohan Paul, she's taught and performed on over 50 national stages, winning competitions and appearing on a Google India chat show during Deaf Awareness Week 2022. Besides her Bharatanatyam success, Rashmi runs a thriving handmade jewelry business, globally recognized for five years. Rashmi's modeling journey includes participation in various pageant shows, where she earned accolades such as Miss Indus National Most Talented, Miss Indus International Women of Substance, Miss Kalyan First Runner-Up, Miss Springtime Final 12, Miss Dadar Viewer's Choice Award, and Miss Dadar Jury's Choice Award. She has also modeled for Tribes India, a prominent Govt. of India brand.

Rashmi seizes every opportunity through Atypical Advantage, already earning ₹ 18.2 Lakhs on the platform. When AA faced a last-minute performance request in Tirunelveli, Rashmi stepped up. Despite the challenges, she caught the next flight and delivered a stellar performance, impressing everyone with her determination and professionalism.

Atypical Art



₹44.8 Lakhs

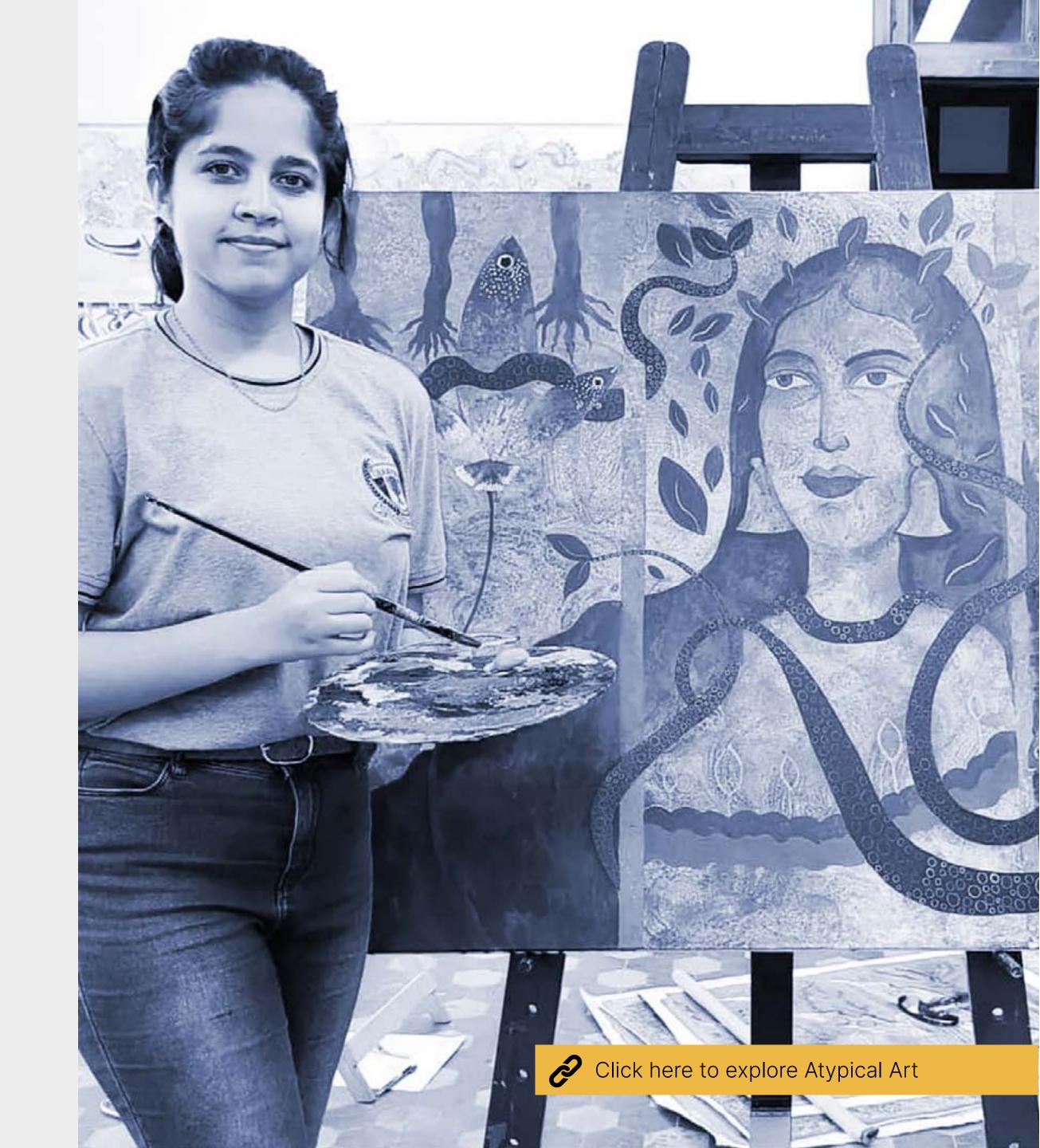
Artists Earnings



453

Opportunities for 119 individuals

The Atypical Art vertical empowers artists with disabilities, offering them recognition, fulfilment, and financial stability through their creativity. Recent highlights include collaborations with Purple Fest in Goa and participation in the renowned Kala Ghoda Festival in Mumbai, where our artists' work received widespread acclaim. From Independence and Republic Day to Diwali and Christmas, companies like PepperFry and Nexus have collaborated with us on a regular basis and displayed our artists' creations nationwide, providing both financial support and promoting inclusivity. Atypical Art celebrates the transformative power of creativity, highlighting the unique contributions of these artists, inspiring others, and challenging societal perceptions.



Atypical Art



Varun Naren

Doodle Artist & Baker
Disability: Autism Spectrum Disorder



Conducted 15 dynamic doodling sessions



Already
Earned over **₹2.7 Lakhs**



Runs his own bakery classes "Varun Delights"

Varun Naren, a talented artist and entrepreneur on the Autism Spectrum, has conducted over **15 dynamic Doodling Sessions, showcasing his mantra: 'Anyone can draw.'** Through these sessions, Varun has empowered countless individuals by teaching the art of doodling using basic elements like alphabets and numbers. Besides doodling, Varun shares his baking expertise through virtual classes and his home bakery, 'Varun's Delights.'

Using ingenious methods incorporating numbers, alphabets, and geometric shapes, Varun has mentored employees from corporations like **Shell, Accenture, and Wipro,** guiding them into the world of doodling and caricature. His interactive workshops create an enjoyable learning environment, that not only sensitizes the attendees, but also bring the entire team together with a spirit of inclusivity. Overall, Varun's contributions have earned him **INR 2.7 Lakhs,** giving him the much needed financial independence.

Atypical Art



Dr. Nonita Goswami

Digital Artist
Disability: Multiple Sclerosis



Nonita was approached by **Pepperfry** to create **Christmas marketing posters**

Meet Nonita Gangwani, a dedicated physician whose passion for art persisted despite facing challenges with non-functional hands. Her journey took a remarkable turn when she discovered **assistive technology**—a head mouse controlled by precise head movements facilitated by a specialized headband. With this innovation, Nonita rekindled her artistic endeavors on MS Paint, showcasing determination and resilience in overcoming obstacles.

Mastering the movements, Nonita was approached by **Pepperfry** to create **Christmas marketing posters**, marking a significant milestone in her artistic journey. Today, she seamlessly blends her medical expertise with her artistic pursuits, creating captivating works of art. Nonita's story exemplifies **how technology can empower individuals** to pursue their passions and defy limitations.



Read on to see how the earnings generated through Atypical Art have significantly transformed the lives of many artists, working with Atypical Advantage!

Varun from the Atypical Workshops, found ways to spread joy, gifting his grandmother tickets to "The Sound of Music" so she could relish the experience.

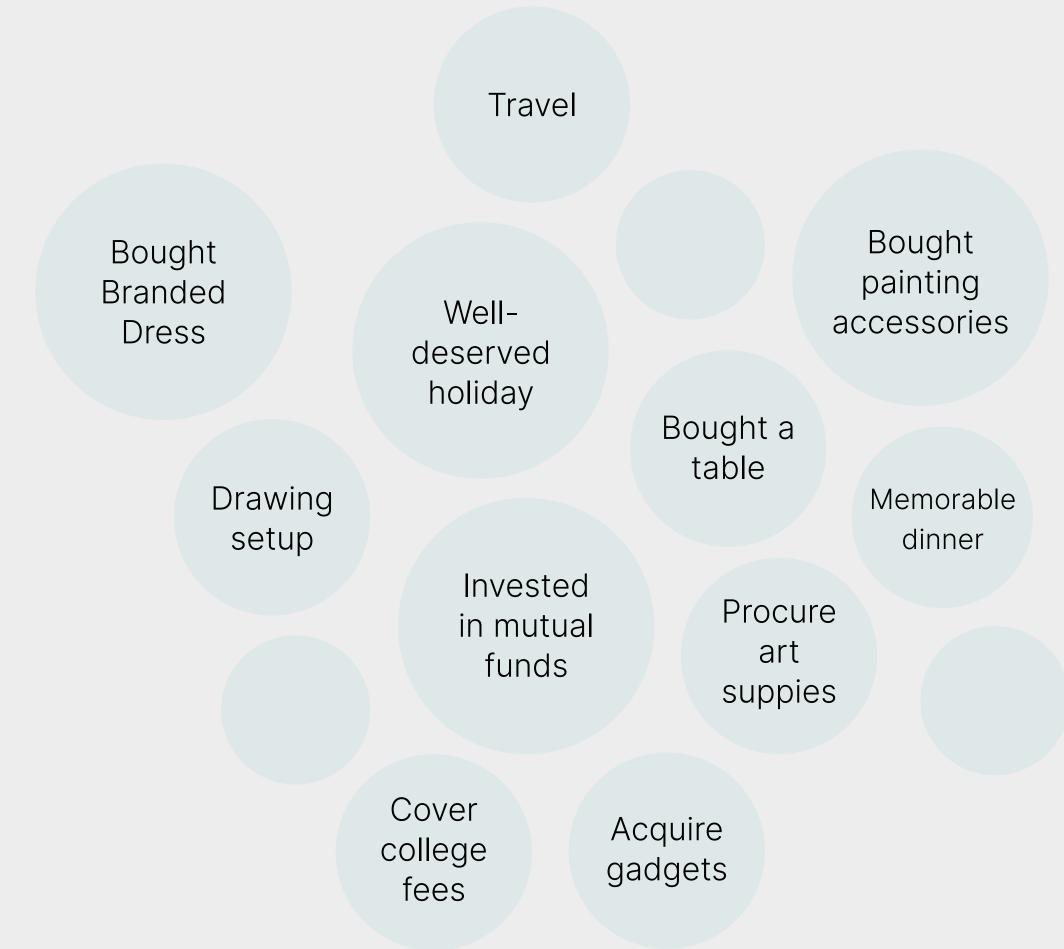
- Varun Naren



Sweta, a comedian, expressed gratitude for the financial freedom she gained through Atypical Advantage's earnings, even indulging in buying matching outfits with her mom.

- Sweta Mantrii





Atypical Academy



15

Full time programs



2000

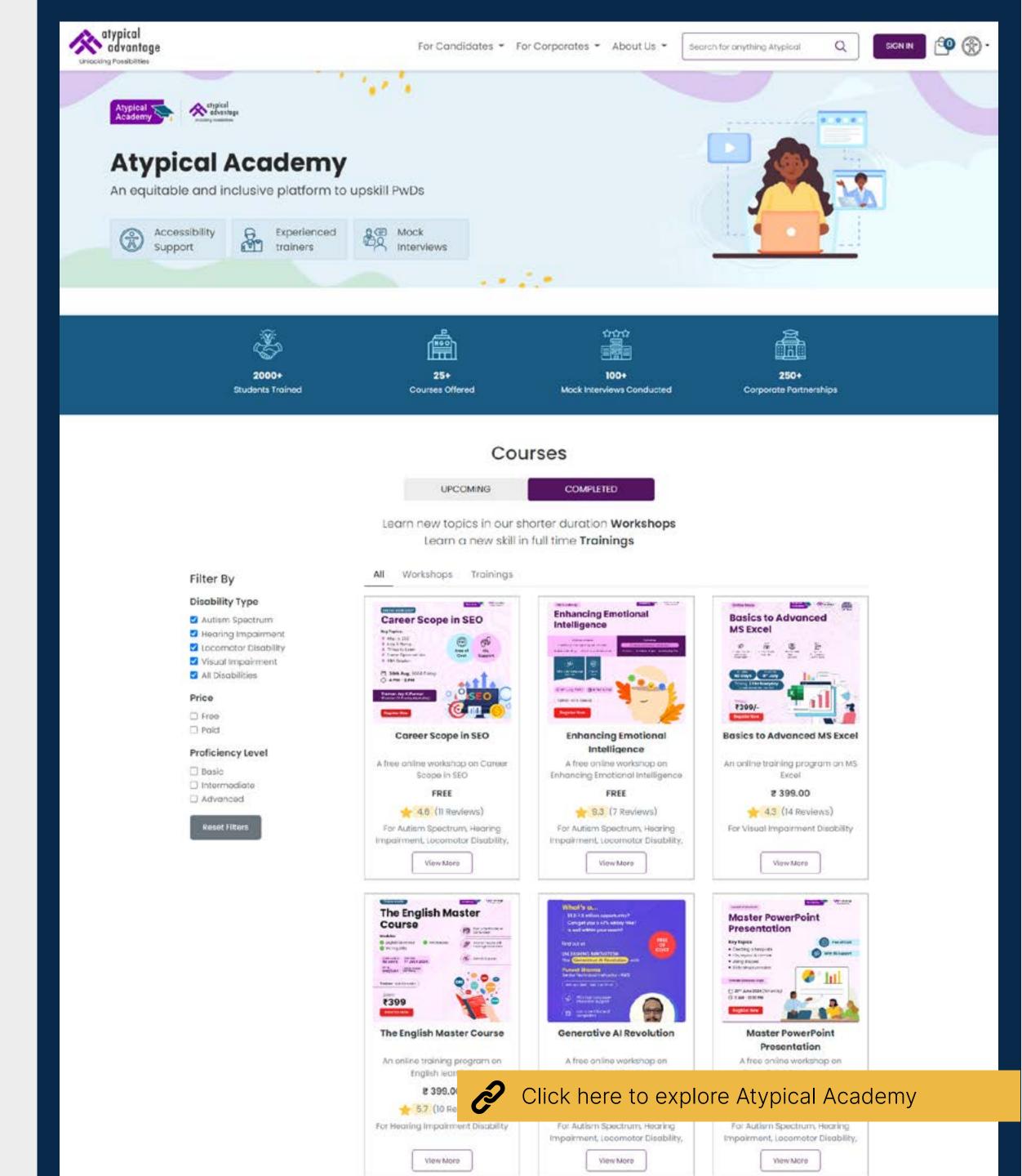
Individuals equipped with vital skills



250+

Partnered organizations and brands

The Atypical Academy is committed to upskilling candidates with disabilities to thrive in multinational corporate environments. Our inclusive programs cater to diverse disabilities, providing accommodations such as sign language interpretation, screen reader technology, and dedicated support during interviews. Through our inclusive training programs and collaborative efforts, we aim to build workplaces where diversity is celebrated, and all individuals feel valued and empowered.



Atypical Academy



1:1 Guidance



Industry Relevant Courses



Fulltime Workshops



Mock Interviews





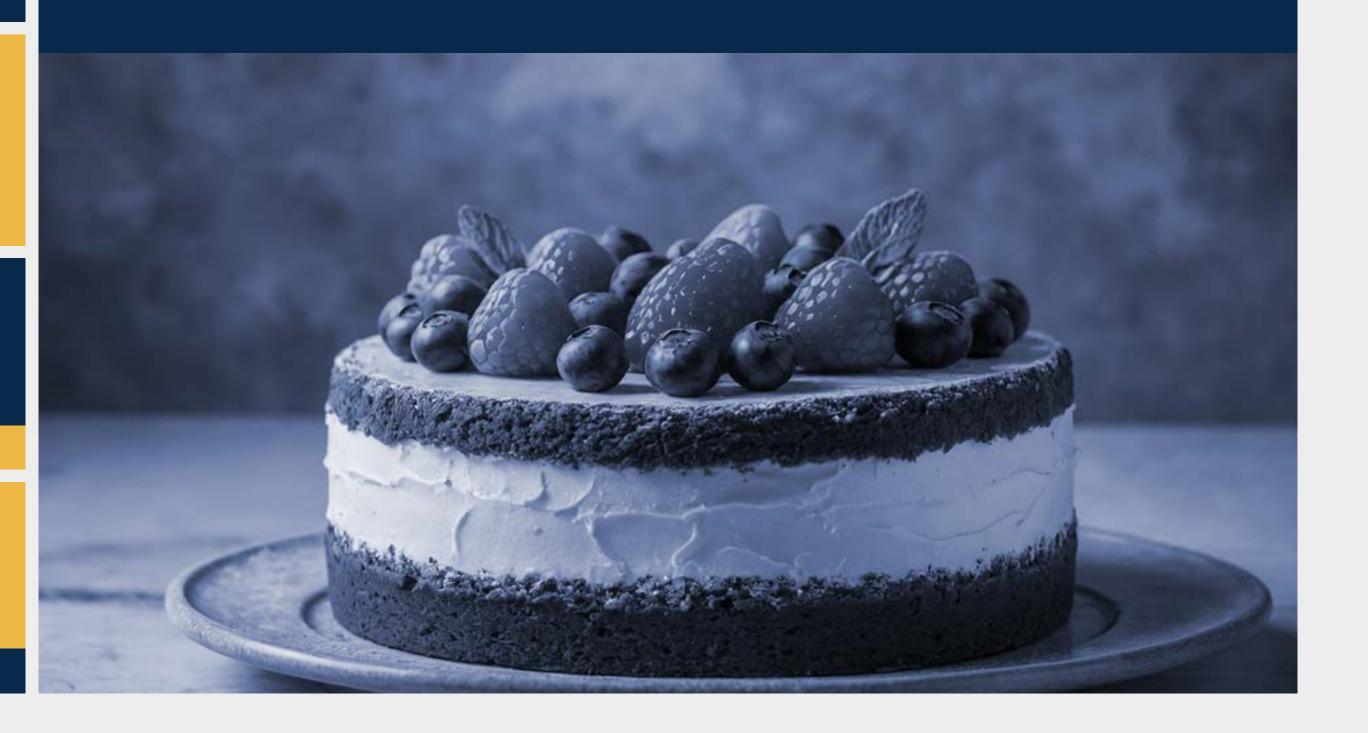
Placement Support





Atypical Bakers – An Atypical Academy Endeavour

During Atypical Academy's training, many candidates revealed a hidden talent for baking. Recognizing their potential, Atypical Advantage connected these PwD bakers with customers, sparking an entrepreneurial journey. Over 10 cakes were sold for SMHFC employee anniversaries, each one a testament to the bakers' skill and spirit. These cakes, crafted with love, celebrated the limitless talents within the PwD community!



Inclusive Hiring



1. Job Mapping

Ensuring the best fit for a particular role based on disability bifurcation and position suitability



3. Sourcing

Sourcing the right set of candidates based on relevant skill set and fitment considering continuous client feedback



5. Sharing with the Company

Sharing all candidate details along with resume and disability type with companies



7. Onboarding

To enable candidates fulfill their joining formalities and call out delays or accommodation requirement to client partners



9. Mental Wellbeing Counseling

Counseling sessions by trained counselors to offer therapy for placed candidates



2. Skilling

Training candidates for upskilling them for various profiles through Atypical Academy



4. Screening

Conducting screening interview to check for skillset match



6. Coordination & Interview Scheduling

Coordinating with candidates & companies to ensure availability & additional support to conduct inclusive interviews



8. Post Placement Support

Ensuring proper assimilation of PwD candidates within the larger workspace and help with infra requirements

Inclusive Hiring



18 LPA

Highest CTC provided to PwD candidates



508+

Candidates Placed

Our Inclusive Hiring vertical helps companies build a diverse workforce by integrating candidates with disabilities through our Inclusive Hiring solutions. Our comprehensive services include job mapping, candidate sourcing, coordinating interviews, and placements, as well as post-placement support, including upskilling and reskilling through our Academy. By collaborating closely with hiring managers, we raise disability awareness and develop strategic inclusive hiring processes, ensuring a seamless and successful integration of talented individuals with disabilities into the workforce.





First Ever Hirings of PwDs in the FMCG Sector

Nestle and Marico are pioneering FMCG sector organizations by hiring PwD candidates for their factory operations, with Atypical Advantage facilitating this transformative shift in hiring criteria. Recognizing the diverse needs of disabilities, we've developed a structured approach to bridge the gap between interested employers and eager PwD candidates in the manufacturing sector.



Inclusive Hiring



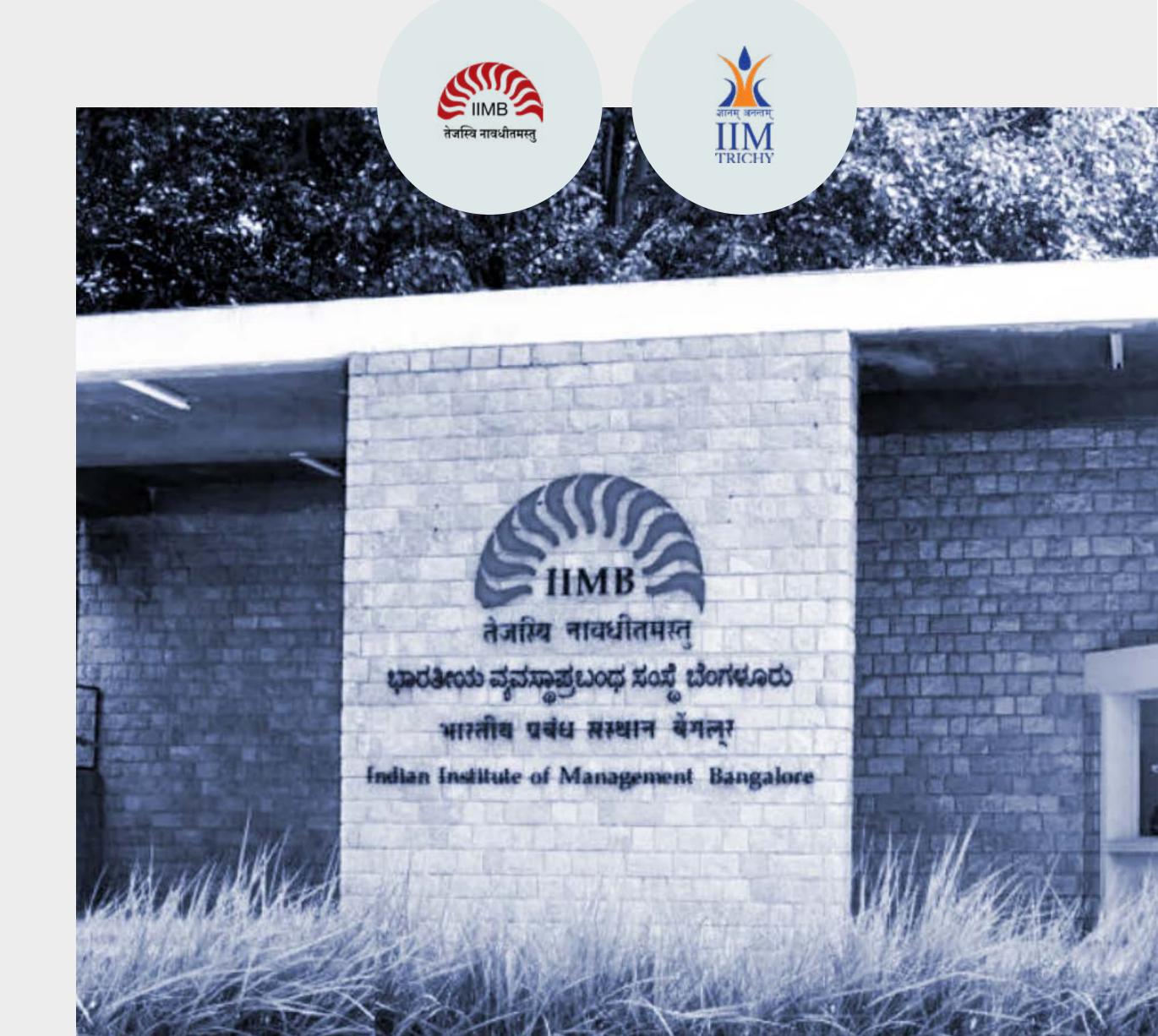
Candidates undergo aptitude, technical tests, and interviews, supported by signlanguage interpreters for effective communication. This ensures fair evaluation and comprehensive support for disabled candidates. After successful placement, we conduct disability sensitization sessions for existing employees to foster a supportive work environment, enabling seamless collaboration despite differences. This entire process makes it easier for everybody to work together, despite the differences.

Here is what Nestle had to say about the entire hiring experience.



100 Percent Placements Students with Disabilities at IIM **Trichy and IIM Bangalore**

It was a moment of immense pride and joy for our Inclusive Hiring team as they successfully facilitated the summer placements of top talents with disabilities from esteemed institutions like **IIM** Bangalore and IIM Trichy. These individuals secured coveted internship opportunities at reputed organisations, including industry leaders such as Nestle, PhonePe, Axis Bank, and Brookfield Properties, among others.





Click Here to read the Times of India coverage



₹19.6 Lakhs

Trainers Earnings



33,155

People Sensitised



362

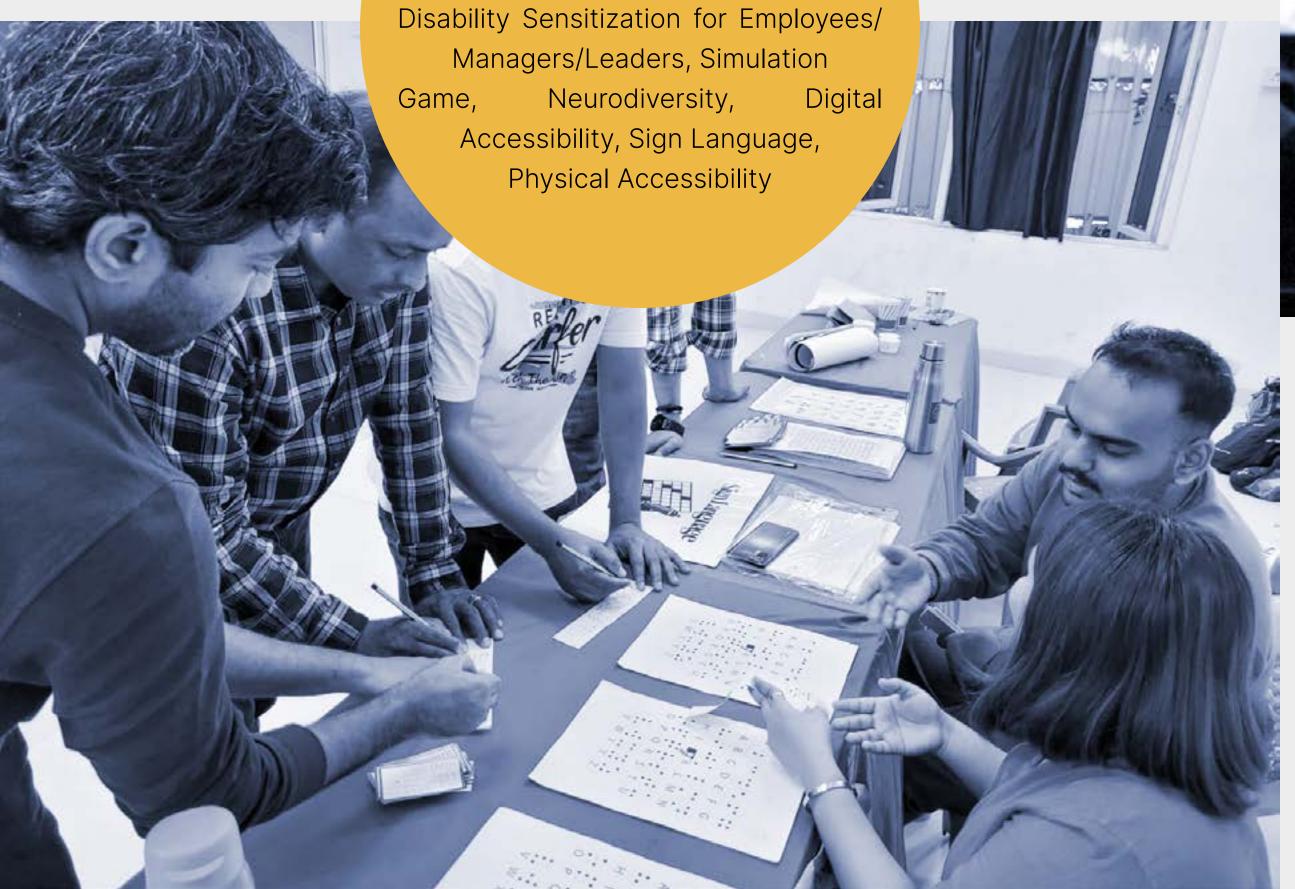
Workshops Conducted

Atypical Workshops is dedicated to empowering individuals with disabilities to achieve financial independence. To achieve this, we've focused on showcasing their capabilities in the workplace and advocating for inclusive practices. Our comprehensive workshops cover a range of subjects, including Disability Sensitization, Sign Language, Digital Accessibility, and engaging activities like Doodling workshops and Disability Simulation games. With our continued efforts, we aim to create a society where everyone has equal opportunities to succeed and reach their full potential.





Awareness workshops







Disability Sensitization for Employees/ Managers/Leaders

We conduct disability sensitization workshops to educate organizations on disability etiquette, helping employees behave more inclusively toward colleagues with disabilities. So far, we have sensitized over 6,000 individuals working across various companies.



Sign Language Workshop

We conduct Indian Sign Language (ISL) workshops to help people better interact with colleagues with hearing impairments. Alongside basic ISL training, we offer advanced courses for deeper learning. Recently, we initiated a project to train 15,500 employees of a major Indian airline in ISL, enhancing their ability to communicate with deaf passengers and staff across all Indian airports. The training includes live sessions by certified deaf trainers and a self-learning module.



Neurodiversity Workshop

We organise Neurodiversity Workshops for corporates looking forward to making their workspaces more inclusive and supportive of people on the spectrum. The sessions usually consist of talks about the **challenges and issues that individuals on the autism spectrum may face** in their everyday lives, as well as the various ways in which these challenges manifest in a professional setting.























Digital Accessibility Workshop

Our Digital Accessibility Workshop is aimed at making workplace communications, both internal as well as external, accessible to people with disabilities. From social media posts to emails from senior leaders, presentations, and learning modules- many aspects of our communication may be inaccessible to persons with disabilities. This workshop will provide simple tips and tricks on digital accessibility, allowing us to welcome every individual into the mainstream workforce.





Mindless Art Workshop

Recognizing the daily stresses employees face is key to boosting productivity and reaching corporate goals. **Encouraging self-care, mindfulness,** and work-life balance enhances well-being. Often, a simple reminder of their potential and available support can ease stress. We believe art is a powerful stress-relief tool, which is why we introduced Mindless Art workshops. These sessions focus on the joy of the creative process, not perfection, providing a therapeutic space for employees to relax and recharge.







Simulation Games

Disability Simulation Games are also a crucial tool of Atypical Workshops, wherein we help people understand the everyday struggles of PwDs by emulating their lived experience using simulation devices. They usually are a set of tasks to simulate visual impairment awareness, autism awareness, hearing impairment awareness, and physical disability awareness.















Darshana Sawant

Neurodiversity Workshop

Darshana, President of Forum for Autism (FFA), has been pivotal in raising funds and awareness for Autism. She initiated the "Run 4 Autism" events since 2018, gathering significant support. With 19 years of experience as a Certified Special Educator and Counselor, her empathy shines through as she supports families, including her own son Varun, who is on the autism spectrum. Varun's remarkable achievements as Asia's fastest marathon runner with Autism further inspire Darshana's dedication to the cause.



Taslim Shaikh

Sign Language Workshop

For over eleven years, Taslim Shaikh has been immersed in the deaf community, starting with interpreting. Her vast experience led her to collaborate with prestigious organizations like Pahal Foundation, Rotary Sanskardham Academy, TRRAIN, and Barrier Break. She's also worked closely with Bollywood actors, enriching her portfolio and is now supporting Atypical Advantage with Sign Language Workshops and Interpretations.



Amar Jain

Digital Accessibility Workshop

Introducing Amar Jain, a Lawyer and Certified Professional in Web Accessibility. With expertise endorsed by the International Association of Accessibility Professionals, Amar specializes in ensuring websites and apps are accessible to all, including people with disabilities. As someone legally blind under the Rights of Persons With Disabilities Act, 2016, Amar offers a unique perspective. He's been honored with awards like the NCPEDP Mphasis Javed Abidi Public Policy Award and the Sarojini Trilok Nath National Award for Best Role Model and his expertise makes one strive for a more inclusive environment together.



Gayatri Gupta

Mindless Art Workshop

Gayatri Gupta, an artist with Down syndrome, not only showcases her creative talents but also aspires to help others through art. Her infectious joy uplifts those around her, and her love for interacting through art shines. Gayatri's passion for photography and painting is evident in her work. Beyond art, Gayatri is dedicated to using her talents for the benefit of others. Recently, she conducted a Mindless workshop for **Baker Hughes at the JW Marriott Hotel in** Bangalore, engaging the leadership in her unique art form and giving them a much needed break. Through her art, Gayatri aims to reduce stress and address challenges, embodying her desire to make a positive impact.

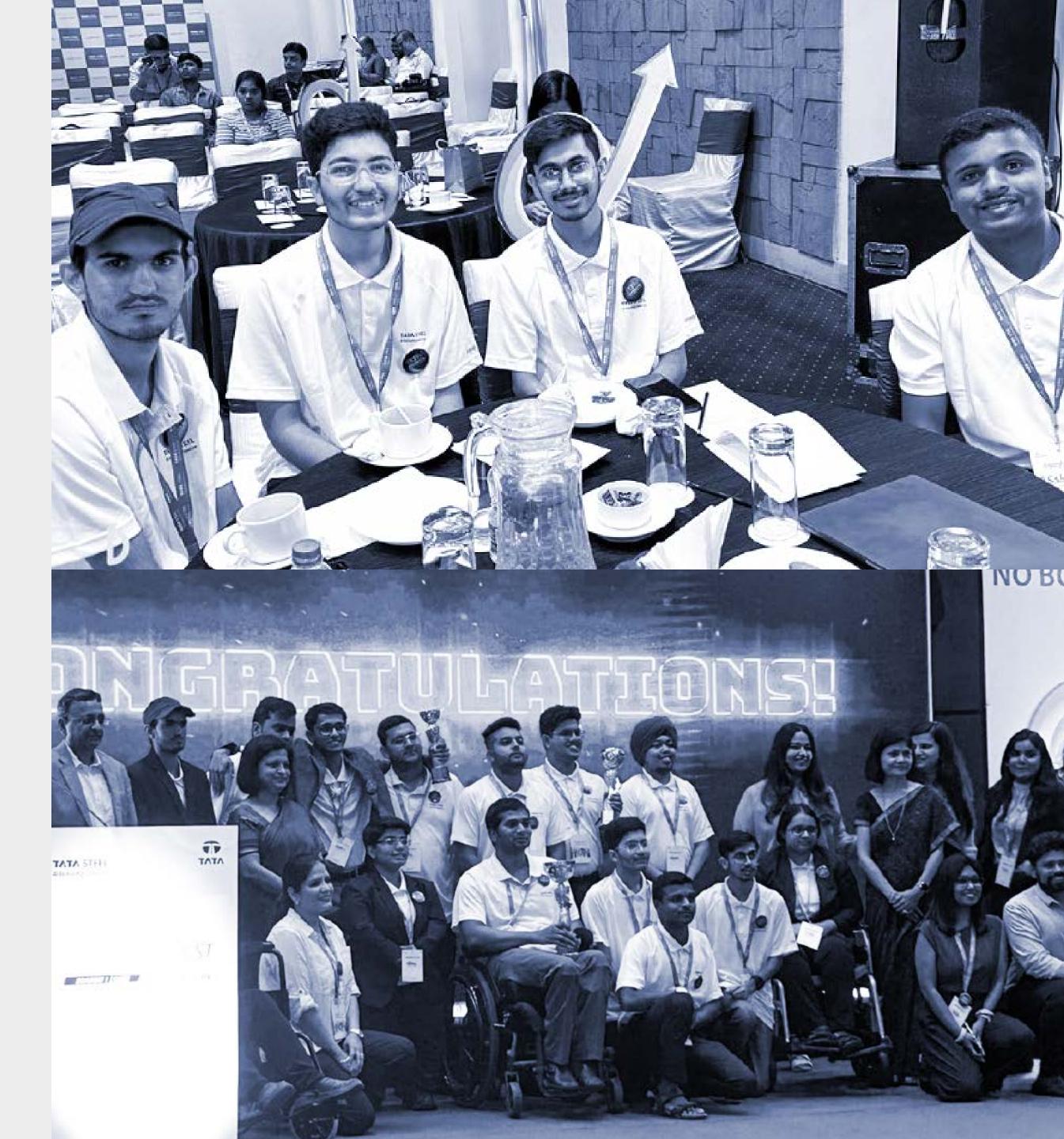


Ananta Quest: The First Ever Case Study Competition for People with Disabilities

In a groundbreaking initiative to foster workplace inclusivity and diversity, Atypical Advantage and Tata Steel joined forces to launch "Ananta Quest" - the first-ever case study competition specifically designed for students with disabilities. This collaboration aimed to identify, nurture, and integrate talented individuals from the PwD community into the corporate landscape.









The primary objectives of the Ananta Quest competition were:

Offer final-year students and freshers with disabilities a platform to showcase their skills and ideas, bridging the gap between academia and industry.

To promote inclusivity and diversity in the workforce by nurturing talent from the PwD community.

To offer participants the opportunity to engage in live internships and potentially secure job placements within Tata Steel.

The competition encompassed both technical and business domains, providing a platform for participants to showcase their expertise across various fields. With 550 registrations from students with disabilities nationwide, it received an impressive response. 14 finalists were chosen to present their cases, each centered on sustainability, technology, and business. After a challenging evaluation process, Abhinav and Anish from IIM Trichy, emerged as the winners of the Ananta Quest competition. They were awarded a cash prize of INR 50,000 and an exclusive preplacement interview opportunity with Tata Steel.

The Ananta Quest competition proved to be a profound learning journey for both Atypical Advantage and Tata Steel. It showcased the remarkable talent present within the PwD community and highlighted the importance of providing equal opportunities for individuals with disabilities to thrive in the corporate world.

Atypical Giftings

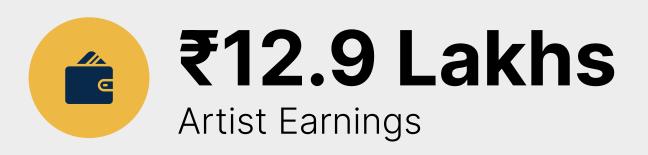




Special Maternity
Hamper made by
Artists with Disabilities







Collaborations & Partnerships



























Deloitte.



pepperfry

Pepperfry has celebrated a wide range of festivities, from Republic Day and Independence Day to Diwali and Christmas, by transforming their storefronts into vibrant canvases of expression and **empowering more than 30 artists with disabilities** in the process.



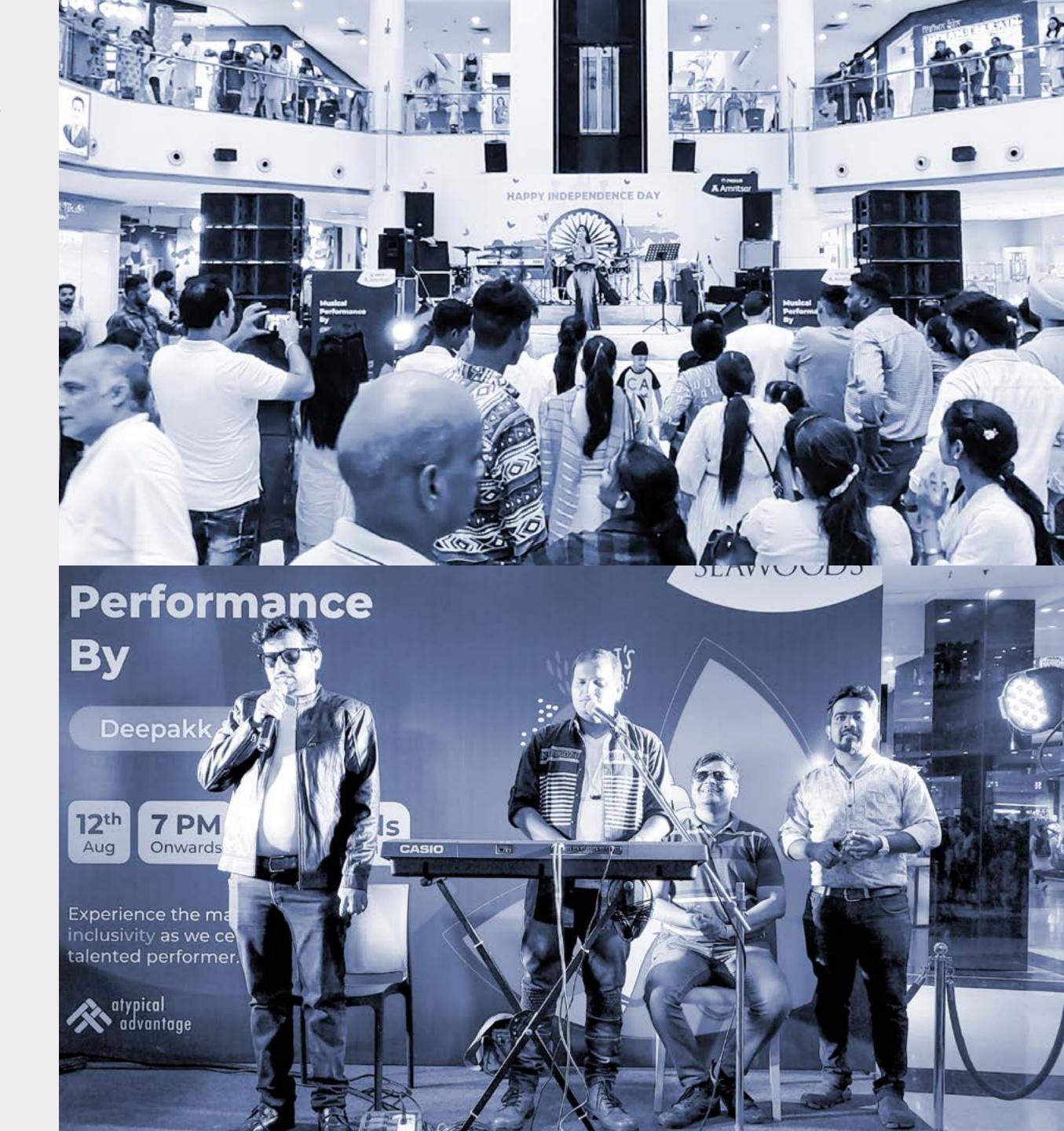


Mallakhamb performances by persons with disabilities along with simulation games to sensitize employees, a thought-provoking panel discussion and an exhibition that provided a platform for individuals with disabilities to sell handmade items they curated, all in association with Atypical Advantage.





Nexus Select Trust celebrated the 2023 Independence Day in its true sense. **25 artists with disabilities performed across 12 Nexus Mall Properties in 9 cities.** From Amritsar in the North, Chennai in the South, Udaipur in the West & Bhubaneshwar in the East, these performers left the visitors spellbound!





As a part of New Year's campaign, The Lalit hosted a delicious brunch with a slice of Inclusion. **15 singers and musicians with disabilities performed across 8 Lalit properties** on the eve of 1st Jan, 2024, where guests were served delicacies prepared by expert chefs and musical experiences created by talented artists with disabilities.



Awards & Recognitions

Receiving public acclaim and awards elevates the cause of raising sensitivity around disabilities, garnering more support for the PwD community. Our organization has made headlines multiple times, sparking dialogue on inclusivity in workplaces and dispelling misconceptions about individuals with disabilities.



National Startup Award (Social Impact)

Atypical Advantage was honored with **the National Startup Award 2023** in the Social Impact Category by the Union Government.
This recognition celebrates our efforts in providing livelihood opportunities to individuals with disabilities and includes a **prize of INR 10 Lakhs** to further fuel our mission of empowerment and inclusivity.

Awards & Recognitions

The NCPEDP Helen Keller Award (Role Model Companies/ Organisation/Institutions)

Atypical Advantage received the **2023 Helen Keller Award** in the Role Model Companies/Organizations/Institutions category, recognizing our dedication to **creating employment opportunities for people with disabilities and fostering inclusivity.** This honor reaffirms our mission to break barriers and unlock the potential of individuals with disabilities.



Awards & Recognitions

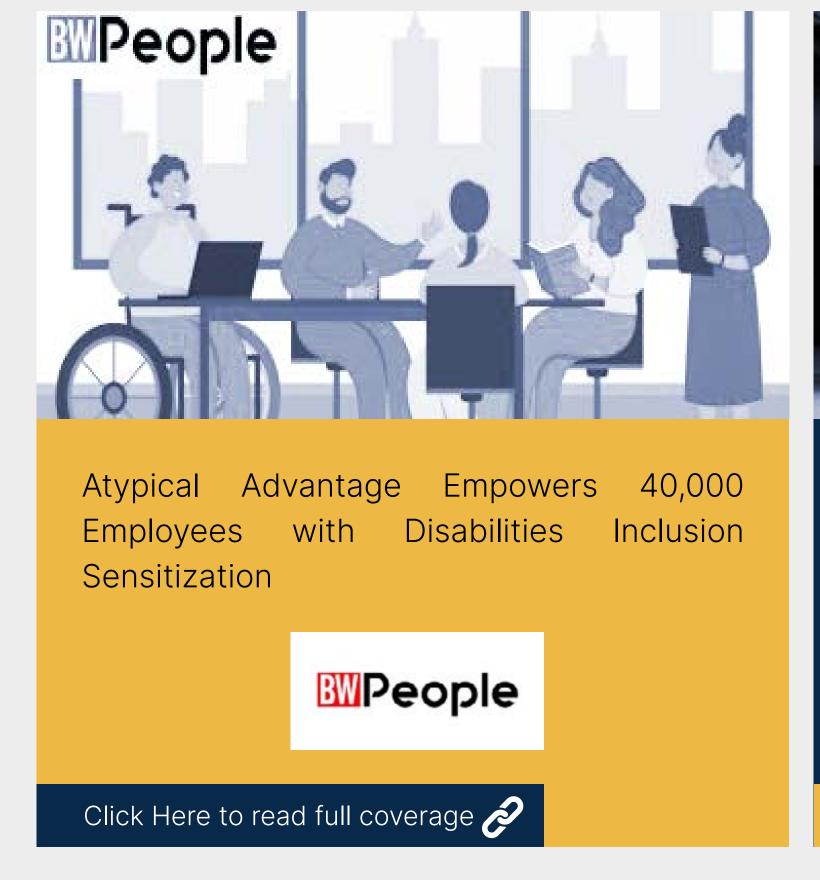
Shark Tank Appearance Mass Sensitization around Disabilities

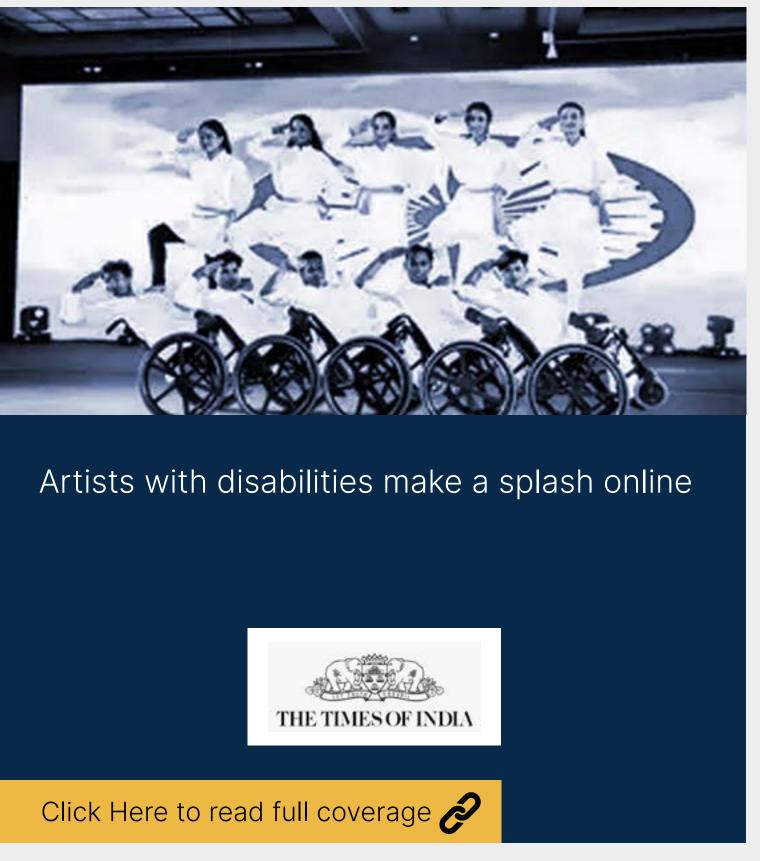
Vineet Saraiwala, Founder & CEO of Atypical Advantage, made a bold appearance on Shark Tank, sparking a national conversation about inclusivity for disabled individuals in corporate spaces. His impassioned pitch garnered over **2 million views** and ignited mass sensitization, urging society to embrace diversity and value the talents of disabled individuals.

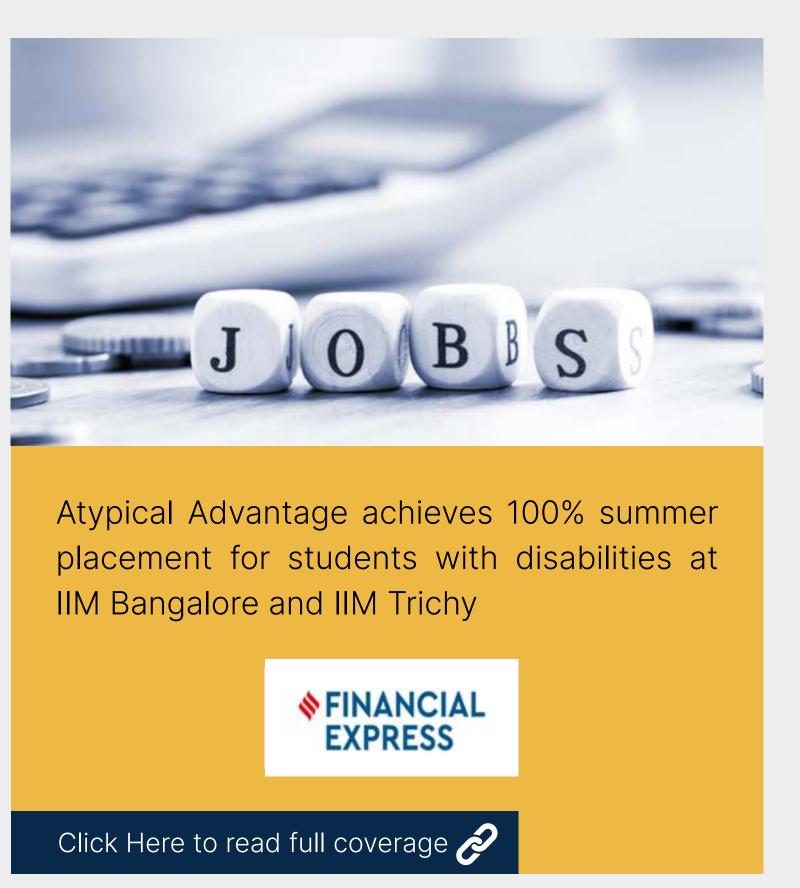


Press Coverage

Our commitment to driving positive change for the disabled community in India has earned us numerous accolades and media recognition. Let's look at some of them!







Press Coverage

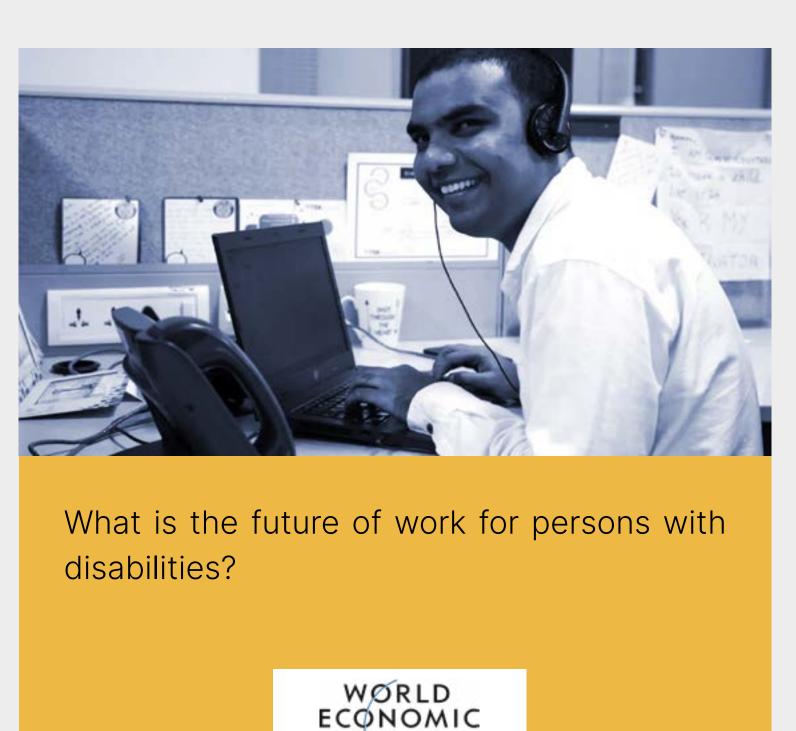


Mad Over Donuts Celebrates Inclusivity, Unveils stunning Paintings by Atypical Advantage



Click Here to read full coverage





FORUM

Click Here to read full coverage

Testimonials

"Thanks to Atypical Advantage, I was well-prepared to tackle interviews with confidence and professionalism. The practical skills and insights gained from the course have been instrumental in advancing my career. The English course went beyond traditional language instruction by incorporating practical interview preparation into the curriculum. This approach not only enhanced our communication abilities but also equipped us with the confidence and skills needed to excel in professional settings. What sets this program apart is the personalised attention and support provided."

- Kiranmayi Valleti

Amazon Disability: Locomotor Disability

"Atypical Advantage is helping thousands of people like me to have a social life, attain a job, and help explore the world. The volunteers who have been working behind the team reach out and communicate in the best possible way they can to get enrolled for a job. I wish Atypical Advantage could help millions of people who are struggling to find a job due to an accident, birth deformity, or even medical negligence, through this training. I hope you can communicate with more corporate firms to call out for inclusion programs, which could be a significant contribution to humanity. We need more people like you! Love & gratitude. Thank you so much for changing my life!"

- Pradeep Chandran PB

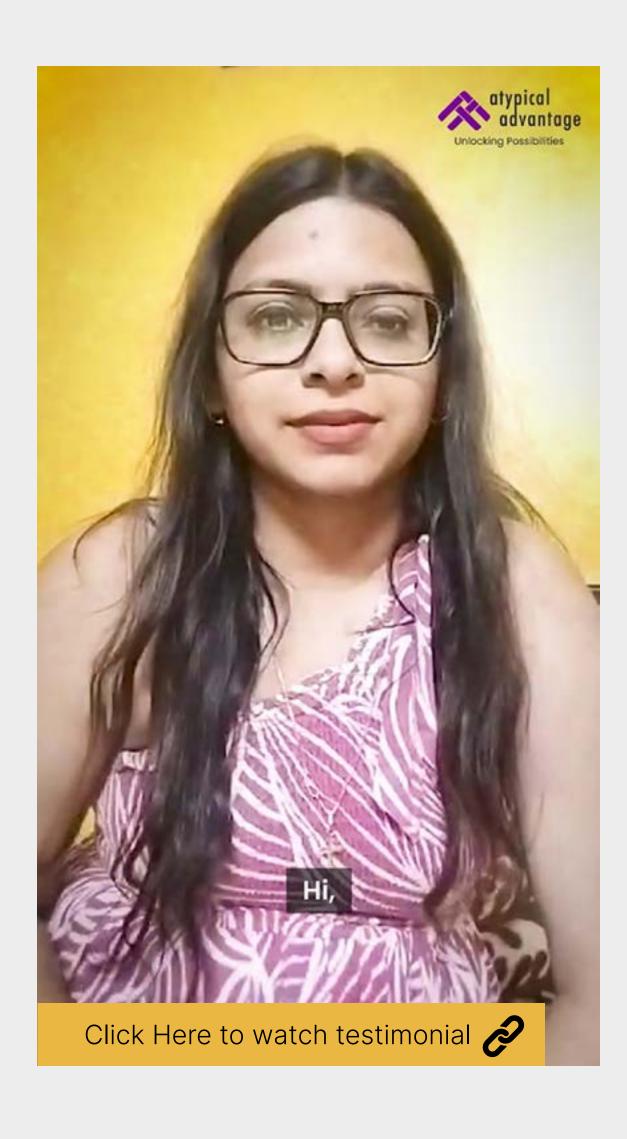
Seller Partner Support, Amazon Disability: Locomotor Disability

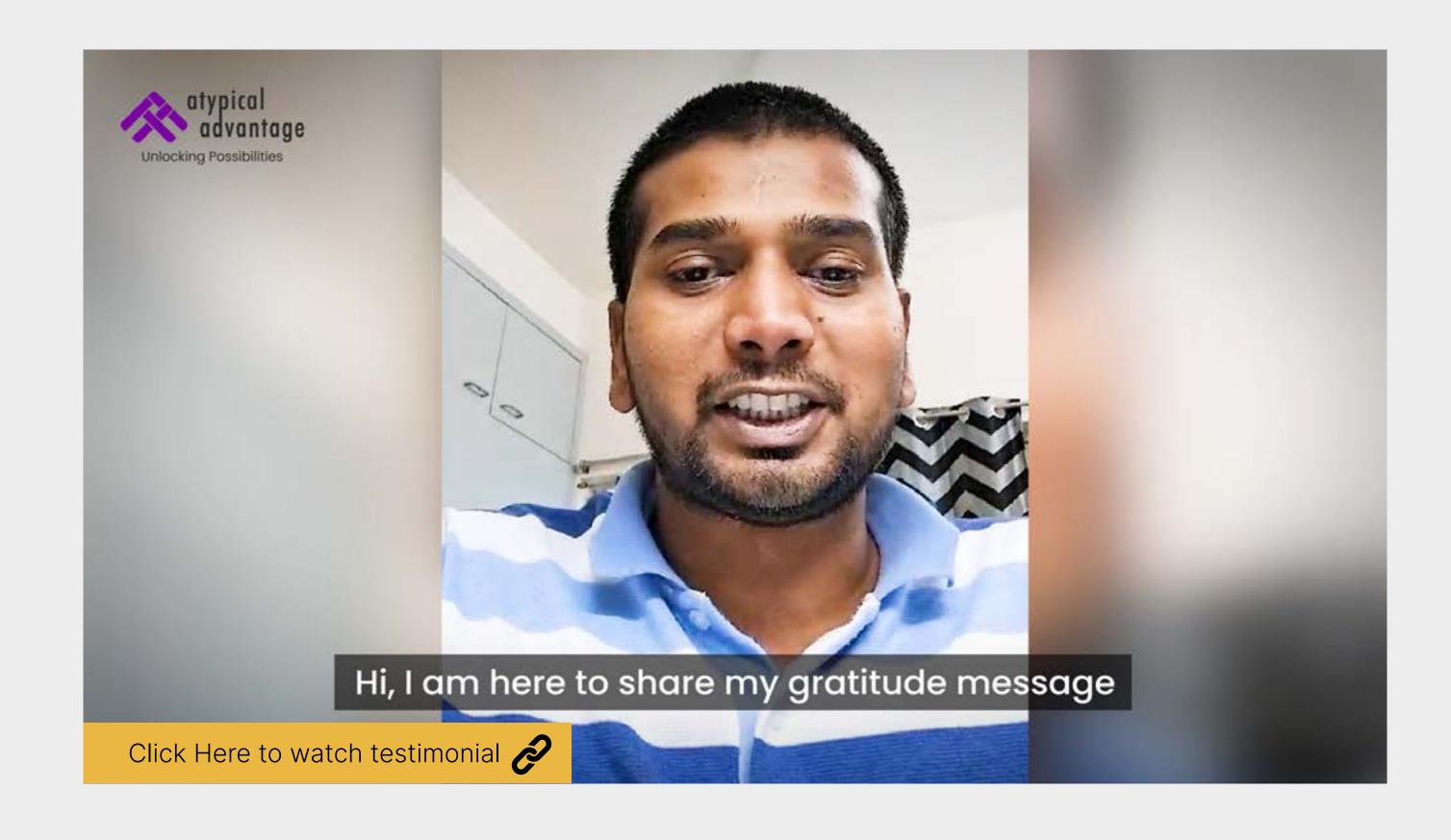
"Joined Nestle with the help of Atypical Advantage and it has now been 5 months. I am happy working here. My experience has been good. Here, all employees, deaf and hearing are treated alike, on the same level. The company provides us with transport facility, good food (morning, afternoon and snacks in the evening). Everything is very good."

- Nisar Sachora

Technical Associate | Nestle

Testimonials





Hear from Key Stakeholders

It was a pleasure doing this together. I'm glad we could help make folks happier while expressing themselves.

- Ambareesh Murthy

Co-founder | Pepperfry

Recently, I decided to buy a couple of art pieces from Atypical Advantage and I was blown away by the beautiful art that is available on the site.

- Rishikesh T Krishnan

Director | IIM Bangalore

The talent Ajay has, and his paintings have been phenomenal. In such a short time he was able to prepare such beautiful portraits.

- Rohan Bhansali

Chairman | Gozoop Group

Beautiful Execution

Happiness

Phenomenal

Blown Away

Innovative Ideas

Expressing Themselves

Beautiful Portraits

Unique Style

Champion

Community Inclusive

Empowering Artists

Skilfully Crafted

Approachable

Mesmerising

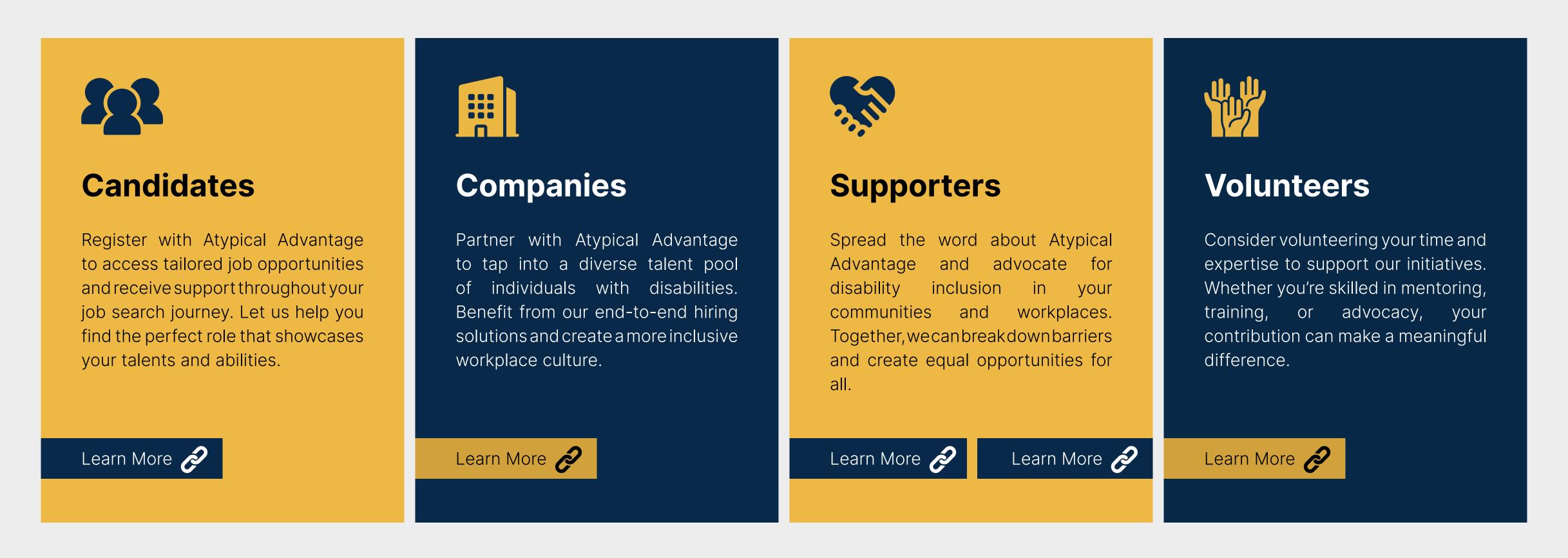
Immeasurable Beauty

Artistic Expression

Creativity Blossom

Call to Action

Join us in our mission to create a more inclusive workforce. Whether you're a candidate with disabilities seeking employment opportunities, a company looking to diversify your workforce, or an individual passionate about fostering inclusion, there are several ways in which you can get involved with us.



Let's work together to build a world where everyone, regardless of ability, can thrive in their chosen careers.

Reach out to us today to learn more about how you can make an impact with Atypical Advantage!

Thank You





Mail us at corporatepartnership@atypicaladvantage.in for any queries!

Call us at **+91-93107 33188** for any queries!

Visit our website at **(** www.atypicaladvantage.in

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