

# **Collaboration Forum on Persons with Disabilities in Asia and the Pacific 2022**

**Sowing the seeds of social business, even in times of COVID-19 pandemic  
~From Japan to Asia countries**

## **PROGRAM & SUMMARY**

**Host** Japanese Society for Rehabilitation of Persons with Disabilities (JSRPD)

**Co-host** The Nippon Foundation

**Date** Wednesday, 9<sup>th</sup> March 2022

**Venue** Tokyo Toranomon Global Square Conference (Zoom Webinar)



# Foreword

Funded by the Nippon Foundation, the follow-up program of Persons with Disability in Asia and the Pacific was held in fiscal 2015. The follow-up program had started when Chairman Mr. Sasagawa of the Nippon Foundation kindly offered to help our trainees to perform the activities that they intended to accomplish upon returning to their respective countries. The trainees were staying in Japan at the time, participating in our Capacity Development Program of Leaders with Disabilities and were granted an opportunity to visit the Nippon Foundation.

In 2016 and 2017, we held the following workshops in Japan as part of the follow-up program. The objective of the first workshop was for participants to learn skills including concrete ways to get funding to run an organization, effective ways to write drafts for plans to apply for projects, ways to relay the news to more people so that they can know about one's organizations and activities, as well as ways to approach and communicate with the government for advocacy work.

The participants also learned about personnel allocation, which included the monitoring of communication to better understand whether things are going well between staff members of different organizations, whether specific personnel were being stressed, and whether each person was able to demonstrate and utilize their talent. The workshop was also designed to help participants learn about Japan's systems and policies to understand how to establish personal assistance systems as well as the latest information on welfare support equipment.

Twenty-one ex-trainees from 14 countries participated in the fiscal 2016 workshop. In fiscal 2017, eight trainees were invited to participate in a beginner course, as well as five former trainees from the fiscal 2016 workshop. These trainees were then reinvited to participate in the intermediate course for further and deeper learning.

After the 2-year follow-up program, we reviewed the previous programs and started thinking about what steps to take next. We decided on the theme of further developing and enhancing a network with Japan.

Next, we set out to organize opportunities to get a better feeling on fields such as social business and CSR (Corporate Social Responsibility) – the fields that had been on our minds for quite some time.

We wanted not just to look for ways to solve problems in today's world but identify the strengths and values that are unique to individuals with disabilities and to have disabilities be appealing to society.

In February 2019, we held a forum for two days in Shinagawa, Tokyo. The forum was entitled, Collaboration Forum on Persons with Disabilities in Asia and the Pacific 2019 --Exploring the Value of Networking of Persons with Disabilities to Change Society and the Role of Japan.

<https://www.normanet.ne.jp/~forum2019/en/index.html>

We moved the stage of the next follow-up project from Japan to the country where one of our ex-trainees was pursuing his goals: Lahore, Pakistan. This is where Shafiq ur-Rehman, a former Duskin trainee from the third leadership training program was working on his mission. Asking Mr. Shafiq to serve as the Forum's Lahore representative at the administrative office, we held a two-day forum on social business in October 2019, entitled, Collaboration Forum on Persons with Disabilities in Asia and the Pacific, 2019 in Pakistan: Introducing the Mindset "From Charity to Investment among Persons with Disabilities."

This Forum in Pakistan became a starting point to expand the network not just in Japan and the Asia Pacific, but from Pakistan to the Asia Pacific, or from the former trainees' countries to the rest of the world.

Unfortunately, the global spread of the novel coronavirus started right after the forum, resulting in the scheduled follow-up projects and performance report presentations having to be postponed. At long last, we are here for this opportunity to see the trainees present what they have learned from the forum in Pakistan. It is also an opportunity to gain experience in Japan's social business initiatives. We hope that for all of you, it will serve as a meaningful learning opportunity.

Finally, we would like to thank the Nippon Foundation, Duskin AINOWA Foundation, and all the people who have supported this forum.

## EVENT OUTLINE

Date: Wednesday, 9th March 2022

Venue : Tokyo Toranomon Global Square Conference (Zoom Webinar)

4F Tokyo Toranomon Global Square, 1-3-1 Toranomon, Minato-ku, Tokyo, 105-0001

Language: Japanese, Japanese Sign Language

Host: Japanese Society for Rehabilitation of Persons with Disabilities (JSRPD)

Co-host: The Nippon Foundation

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### **What is Duskin Leadership Training Program in Japan?**

In 1999, the halfway mark of the Asian and Pacific Decade of Disabled Persons adopted by the United Nation's Economic and Social Commission for Asia and the Pacific, the Duskin AINOWA Foundation launched its Leadership Training Program in Japan.

This program invites young disabled people with leadership qualities to Japan to learn about disability welfare as well as Japanese culture for 10 months. After completing the training program, the participants are expected to be active leaders for the disabled in their countries.

Presentation Data shown in the forum be downloaded from:

<http://www.normanet.ne.jp/~forum2022/index.html>

# PROGRAM May. 9<sup>th</sup>, 2022

- 10:00~10:30      Opening  
Introduction the outline and background of the forum  
**Guest Greeting: Mr. Ichiro Kabasawa** [Executive Director, The Nippon Foundation]
- 10:30~11:30      Keynote Speech "JOGGO ~Give Shape To Ideas"  
**Mr. Masayuki Ota** [CEO, JOGGO Co., Ltd. Borderless Japan's group]
- 11:30~12:30      Reporting: Collaboration Forum on Persons with Disabilities in Asia and Pacific 2019 in Pakistan  
~Mindset from Charity to Investment  
**Mr. Shafiq-ur-Rehman** [Milestone: Pakistan, Physical Disability]
- 12:30~14:00      Lunch Break  
Showing the Videos of DPOs Introduction
- 14:00~15:10      Guest Greeting: **Ms. Miyako Muroyama** [Executive Director, The Duskin AINOWA Foundation]  
  
Reporting: Collaboration Forum on Persons with Disabilities in Asia and Pacific 2019 in Pakistan  
**Ms. Laxmi Nepal** [Access Planet Organization: Nepal, Visual Impairment]  
**Ms. Kaewkul Tantipisitkul** [National Association of the Deaf in Thailand (NADT): Thailand, Hard of Hearing and Deaf]  
**Ms. Chun Chieh Lin** [Taipei City New Vitality Independent Living Association: Taiwan, Physical Disability]  
**Mr. Samith May** [Phnom Penh Center for Independent Living (PPCIL): Cambodia, Physical Disability]
- 15:10~16:10      Discussion Session (Mr. Ota, Ms.Laxmi, Ms. Liu, Ms. Lin, and Mr.Samith)  
**Mr. Nay Lin Soe** [Myanmar Independent Living Initiative (MLI): Myanmar, Physical Disability]  
**Ms. Dao Thu Huong** [United Nations Development Programme in Vietnam: Vietnam, Visual Impairment]
- 16:10~16:20      Guest Greeting: **Mr. Naoya Suzuki** [Vice-President, The Entrepreneurship Support Network]
- 16:20~16:30      Guest Greeting: **Mr. Junji Kimijima** [Executive Director, Japanese Society for Rehabilitation of Persons with Disabilities]
- 16:30                Closing

## "JOGGO ~ Give Shape To Ideas"



Speaker

**Mr. Masayuki Ota**

[CEO, JOGGO Co., Ltd. Borderless Japan's group]

**Ota:** Greetings, everyone. My name is Masayuki Ota, I represent the JOGGO.

Thank you for this opportunity to share stories about our business, our approach, and our vision with people from various countries. First, I would like to introduce myself, then I would like to talk about my business.

I have visited about 10 countries around the world, including places with breathtaking natural beauty, as well as places that have sadly been polluted by human activity. Right now, we are working to help individuals with disabilities in Bangladesh and Japan find employment. I have seen how, in real life, people were often left out of society, isolated, or discriminated against. I had also been personally interested in situations these people were facing, as well as in environmental activities.

Through my encounters with various people, I was taking part in activities to support orphans in Thailand, as well as volunteering in marine businesses. That was when I realized how difficult it was to organize volunteering activities in Japan. I experienced the difficulty of not knowing whether I was making any impact or having an influence. I couldn't even get a sense of whether what I was doing was worthwhile, working as a volunteer without sufficient funding alongside my daily work.

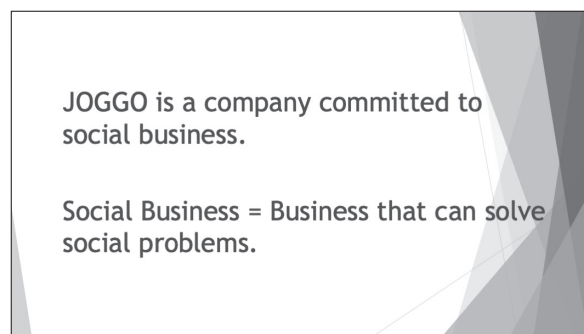
I was working at a global retail agency at the time. Even though the business was promoting sustainability, it was basically driven by mass production and mass disposal. I did not feel I was contributing, no matter how I looked at it. It was then, in October 2019, I saw an opportunity in Borderless Japan, recruiting for applicants to head JOGGO. I quit my retail job and have been representing JOGGO for the last two years. (Slide 1)



Slide 1

Borderless Japan is a group of companies that are entirely committed to social business. At present Borderless Japan is running 42 social businesses in 16 countries worldwide.

Borderless Japan sees social businesses as businesses that can be expanded by pursuing efficiency while targeting abandoned people, objects, places, and society, even if doing so may often be inefficient. I simply find it important for social businesses to contribute to society and generate profit at the same time. (Slide 2)



Slide 2

The important thing is to be able to monetize the business independently generating income from the business and becoming independent. Another characteristic of the company is that it is not a listed company. This means, we are not affected by the views of investors and other third parties and can focus completely on social business.

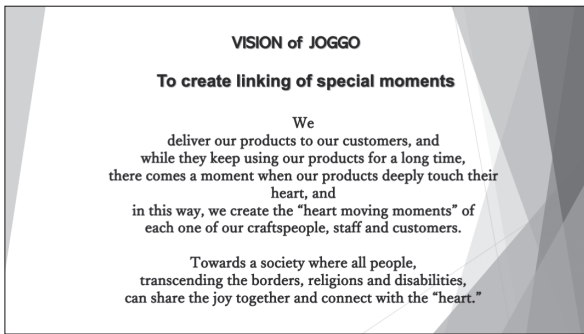
At Borderless Japan, we have a system called "On-okuri".\* [\*On(恩) and okuri(送り) in Japanese mean send a favor, thanks or gratitude.] The group accepts investments only when everyone agrees on them at the president's meeting to undertake business, irrespective of voter's age. (Slide 3)



Slide 3

JOGGO means "A perfect fit for you" in Bengali. So why did we launch JOGGO and why did we decide to do business in Bangladesh? There was a man named Faruk who moved to Japan to learn about working for Borderless Japan. After he finished his internship, he wanted to do something for his country. In his country, there were people with no chance of employment, and people who had nothing to eat, not just that day, but the following day and the day after that. He wanted to do something for them. That is how he created JOGGO with Borderless Japan.

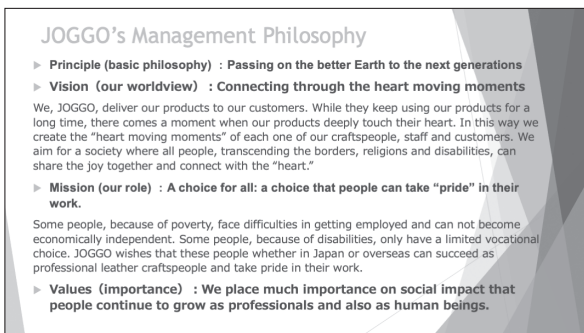
Since I was appointed, I have rebranded JOGGO, aiming for a society where all people, transcending borders, religions, and disabilities, can share the joy together and connect with the "heart" under the vision, "Connecting through the heart-moving moments."



Slide 4

Simply put, JOGGO's management philosophy is to pass on a better world to the next generation.

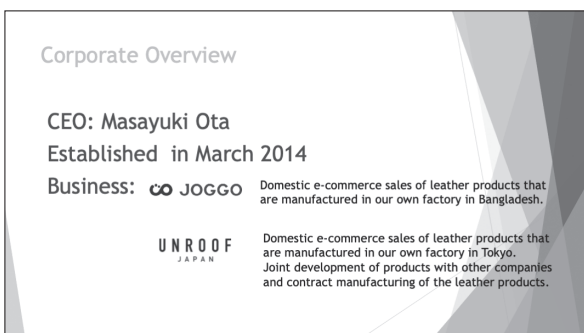
Due to poverty, people face difficulties in finding employment and cannot become financially independent. Some people, because of their disabilities, only have a limited vocational choice, or do not have the opportunity to get employed because of the location of their birthplace or the environment in which they grew up. JOGGO's mission is to support these people to succeed as professional leather craftspeople and take pride in their work. (Slide 5)



Slide 5

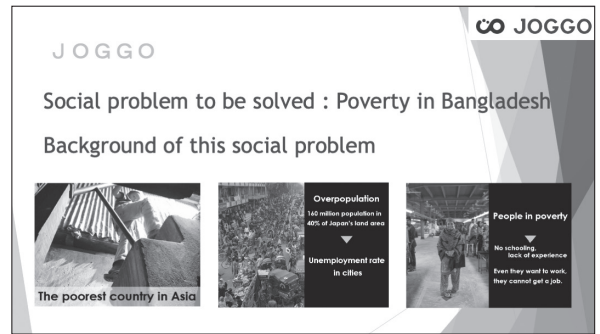
We also place much importance on social impact to enable people to continue developing themselves as professionals and as human beings. Becoming a professional is important if you want to monetize a business.

I would like to explain in detail the two businesses, JOGGO and UNROOF. They were established in March 2014, with JOGGO being established first as one of the companies in the Borderless Group. At JOGGO we manufacture our products at our own factory in Bangladesh and sell them in Japan. UNROOF had been an independent company but was struggling to monetize its business. As a result, it was eventually integrated into JOGGO in order to survive. (Slide 6)



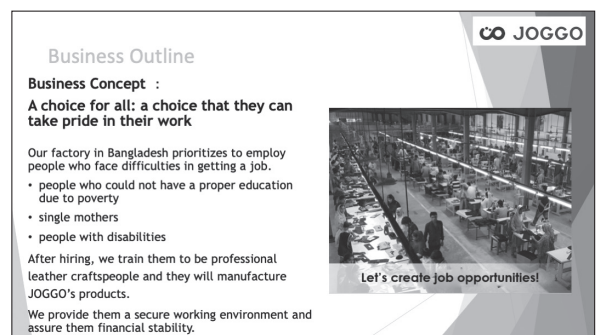
Slide 6

First, I will talk about JOGGO. We started working in Bangladesh because of Faruk, and Bangladesh is said to be one of the poorest countries in Asia. It has a population of 160 million, which is larger than Japan, though the country is only half the size of Japan. In Bangladesh, there are many people who are unable to go to school or work even if they wanted to. We started the business because we wanted to help such people. (Slide 7)



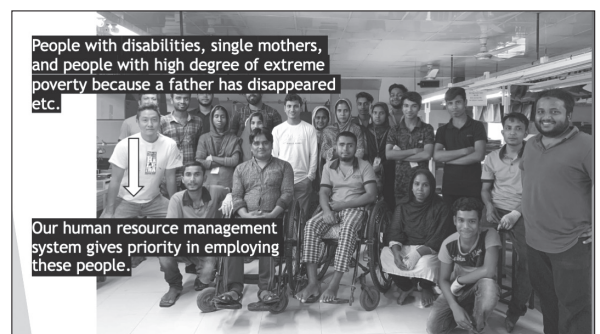
Slide 7

The approach we took was to build our own factory and create employment opportunities ourselves, prioritizing people who were unable to receive appropriate education, single mothers, and individuals with disabilities. First there were craftspeople with 40 years of sewing experience, teaching their techniques to our newly employed people. In the beginning, there were many craftspeople teaching and helping but soon the people that were newly employed took over as the majority of employees. (Slide 8)



Slide 8

This picture was taken in November 2009 (Slide 9). There are many reasons why there are so many single mothers. Single mothers are often the group that suffers from extreme poverty, for reasons such as the father or husband disappearing. The boy in the middle with a blue shirt was working part-time as a logger. One day a tree fell down on him, paralyzing one side of his body, damaging his eyes to the point of not being able to see hardly at all.



Slide 9

This is a scene from the factory with the employees (Slide 10). As it is a Muslim country, women are wearing headscarves. We opened a childcare room on the second floor of the factory to enable the women to see their children during work. As business itself does not create sufficient bonding, we organized a cricket match, which is Bangladesh's national sport. This "heart connection" is the message JOGGO's vision embodies: to be connected through heart-moving moments.

I would like to move on and explain the actual business, explaining how we bring in orders and create employment. Bangladesh has Muslim festivals. At these festivals, people offer cows to god as a token of gratitude, and then kill them and eat them. Rich people in the community serve the beef to people in the local community who cannot get food on their own. One hundred and sixty million people eat this beef all at once, in one week, so of course, it generates lots of leather. That is where JOGGO comes in, using these by-products, as it would be such a waste to throw them away.



Slide 10

Workers take pride in using domestic cow leather from Bangladesh. We also use it. The factory to tan the leather is called a tannery. We developed the leather in 14 original colors, which are unique to JOGGO. For orders, we have adopted a semi-made-to-order system, where customers can choose their own style. We target young women. To capture their boyfriends' attention, the women can have their name printed on the product they customize. We sell the products online, inviting customers to make their one-and-only leather product in the world. (Slide 11)



Slide 11

Now, I want to talk about a crucial factor. First, one must have a person or a clear target in mind. One then needs to have an insight (unconscious thoughts that consumers themselves are not aware of), to which you provide items and services of value to get orders. We record sales of around 40 million yen a year. This is the mechanism of how JOGGO creates social impact. (Slide 12)

**JOGGO**

### Characteristics of products

After receiving orders at the factory in Bangladesh, the sewing and manufacturing are all processed manually. We sell the products online to Japan and there is a list of 60 items (Stock Keeping Units) on our website. Real cow leather but not high prices (e.g. a breast wallet from ¥17,000 to ¥30,000)

X
=

**Real leather products (60 items)**      **From a list of 14 colors, customers can select the colors they like for different parts of a product.**      **The one and only real leather product in the world can be made to order.**

Slide 12

We ensure high-level sewing. It is a crucial factor because if products are not of high quality, no orders will come in, which will mean no employment. The technical instructors I mentioned earlier have joined us to help our workers improve their sewing skills. (Slide 13-17)



Slide 13

### Compact Wallet

**3-fold card wallet**

17,000円

**compact card case**

17,000円

**compact wallet**

17,000円

**compact wallet with hand strap**

17,000円

price including shipping and handling charges

Slide 14



Slide 15

### Internet advertisement

**SEO (search engine optimization)**

**JOGGO account of SNS**

Slide 16

| Item | 2022/01/01 - 2022/03/31 | 2022/04/01 - 2022/06/30 | 2022/07/01 - 2022/09/30 | 2022/10/01 - 2022/12/31 | 2022/01/01 - 2022/12/31 |
|------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 売上高  | 17,625,000              | 22,115,000              | 13,915,000              | 64,815,000              | 118,465,000             |
| 営業利益 | 3,200,000               | 4,500,000               | 2,800,000               | 12,500,000              | 23,000,000              |
| 経常利益 | 2,800,000               | 3,800,000               | 2,200,000               | 11,000,000              | 20,600,000              |
| 純利益  | 2,500,000               | 3,500,000               | 2,000,000               | 10,000,000              | 18,500,000              |

Slide 17



Next, I would like to talk about the UNROOF business. The founder has a physical disability and is a wheelchair user. UNROOF was established in defiance of society's attitudes toward individuals with disabilities. Such attitudes as "people with disabilities are unable to work," and "we must help people with disabilities." We employ individuals with disabilities through the same regular recruitment process as people without disabilities, in an effort to bring about a more diverse society. UNROOF's business concept is, "Creation of a society where everyone, with or without disabilities, can shine." People who identify with this concept are working with us now. (Slide 18)

**UNROOF JAPAN**

**Social problem to be solved : Employment of people with disabilities in Japan**

**Background of this social problem: Limits of companies and employers**

- ① **Limited awareness**
  - People with disabilities cannot work.
  - We must help people with disabilities.
- ② **Limited choice of job**
  - People with disabilities can only do simple tasks.
  - We must keep giving the same task to people with disabilities
- ③ **Limit of salaries**
  - People with disabilities deserve low salaries because they have no abilities.
  - We need not to promote people with disabilities nor increase their salaries.

Slide 18

The important thing for employees at UNROOF is that even if they have a Certificate of Persons with Physical Disabilities, they must like making things. We will encourage them to do what they want to do through UNROOF. We target people like that. So far, we have employed about 10 people as craftspeople. (Slide 19)

**UNROOF JAPAN**

**Business Outline**

**Business Concept :**  
Creation of a society where everyone, with or without disabilities, can shine.

- We employ people with psychological disabilities and developmental disorders through the same regular recruitment process as people without disabilities.
- In our factory in Higashimurayama City, Tokyo, they work as leather craftspeople and manufacture our brand products as well as other companies' products.
- The job responsibilities and their salaries can be raised.

Slide 19

The unique thing about UNROOF is the diversity of its people. Some have ADHD, or complex forms of ADHD, and some have depression. They are free to come in late and take days off as they like. Fortunately, the craftspeople at UNROOF are diligent workers and production never gets delayed despite this freedom. Instead, if someone cannot get up early in the morning because of harsh weather, low atmospheric pressure from a typhoon, and so forth, we simply see that as that person's unique characteristics and move on. To develop a framework for work, we develop rules and manners together. (Slide 20-21)

**UNROOF JAPAN**

**Characteristics of Products (Our Own Brand)**

After receiving orders at the factory in Kumegawa City in Tokyo, the sewing and manufacturing are all processed manually. The products are sold online to Japan through our website.

**Durability is Essential**  
Using real cow leather made in Japan, we are determined to make our products highly durable so that our customers can use our products for a long time. Repair service is also available after a purchase.

**Borderless Production**  
We have made it possible to manufacture borderless products with unisex design, left handed people friendly design, etc.

Slide 20

**UNROOF JAPAN**

**Characteristics of Products (other companies' OEM products)**  
Joint development of products with other companies and brands who sympathize with UNROOF's business concept. The OEM (original equipment manufacturer) contract manufacturing of these products.

- SHIPS X UNROOF**  
Wallets and card cases  
Collaboration of both brands
- Nakagawa Masashichi Shoten X UNROOF**  
Joint development of "Compact Wallet with Kohaze (little Japanese clasps)"
- YAMAP X UNROOF**  
Joint development of "Deerskin Leather L-shaped Wallet" and "Deerskin Leather Smartphone Pouch"

Slide 21

Now, I would like to talk about the sustainability of JOGGO and UNROOF. Basically, we do not keep livestock. There are many advantages in doing this. Some people would think that we could sell more if you had stock, but we have limited resources and cannot do this right now. It will not be sustainable, so we do not keep stock. If we do not have any stock, we do not have to manage it, and there will be no disposal of waste. The only thing is that we can only accept orders for deliveries after 15 days at the earliest, because every product from JOGGO is made by hand. We do not cater to people who want our products right away like the next day. But that is something we cannot change and do not intend to change. (Slide 22)

**Commitment for Sustainability**

**ENVIRONMENT**

- Reduce unnecessary production and inventory loss**  
We use highly durable real leather for our products and the craftspeople in our factory finish up each product by sewing one by one with great care. We expect our customers to use our products for a long time and thus we try to reduce unnecessary production and decrease environmental pressures. We also make our products after receiving orders, which enables us reduce excessive production and avoid generating inventory loss.
- Up-cycle the by-product leathers**  
Leathers used in our products are all by-products of meat production process. We up-cycle the resource that was going to be wasted and make use of them. Thus we make an effort for more sustainable production.
- Use renewable energy**  
Since August 2020, the Kumegawa Factory changed over its electricity to "Hummingbird Electric Power" which is an electricity service company under Borderless Japan. The renewable energy which does not emit CO2 is used and we reduce the environmental pressures.

Slide 22

The second characteristic is that the leather we use comes as a by-product of the meat industry. Vegans are said to not accept leather, but we use by-product leather and do not kill cows solely for their leather hides. The problem is using leather generates leather scraps. We do make products using the scraps but even then, we end up with some scraps, so we want to do something about it. We procure the electricity we use at the factory from a power company called Hummingbird Electric Power, a power company under Borderless Japan, and another company called SHIZEN ENERGY. Both of them provide renewable energy, but depending on the office selection of a power company will differ. (Slide 23)

**Commitment for Sustainability**

**SOCIETY**

- For the community**  
Create employment opportunities and support economic independence  
Because of no schooling or disabilities, some people get rejected from a job and some are forced to work under a terrible condition. We give priority to employ those discriminated and biased people who cannot get hired by other factories. We will offer them a workplace where they can feel safe and stable salaries.
- For the employees**  
Create an environment where people can work safely  
In 2018 we opened a nursery in Bangladesh. This is offered for free to people who did not have a place or someone to leave their children with. In addition, aiming to create an environment where people can work with more ease and break the chain of poverty and get out of it, we are planning to build "Borderless Village" with infrastructure, medical facilities and educational institutions.  
Our aim is to eliminate disparities in career choice and salaries that people with psychological disabilities and developmental disorders are facing. In future, we expect to expand our factories throughout the country and to create an environment where we can work together with people with different types of disabilities.

Slide 23

In Japan, thermal power generation is the largest source of CO2 emissions, accounting for 40% of total emissions. We have opted to go for renewable energy to contribute to reducing CO2 emissions.

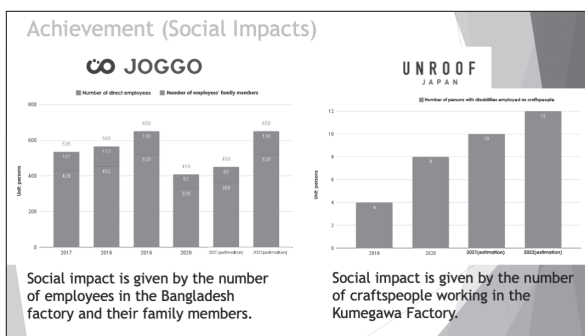
The other point was to create a sustainable environment. The reason Borderless Japan has opted for social business is that NGOs and NPOs are unable to operate if funding stops. If we want to be independent, there is no other way but to create a business that can be monetized. There are many ways to create employment, but our belief is that creating employment will be meaningless if the work environment is not up to par. We are taking measures one step at a time to organize a positive environment.

What you see in this image is an after-school activity (Slide24). There is a childcare facility next to it. There were many women at our workplace who would not eat the meals served at the company and took the meals home, so we opened a dining room. We also distribute some food every day, like bananas twice a day.



Slide 24

In Bangladesh, and at JOGGO and UNROOF, we see employment as our way to impact society. Last month, these two companies combined to employ a hundred people. We have sister companies and OEM companies that employ about 700 people in total. We bring that much employment. Right now, there are about 10 people working at UNROOF. So, this has been a rather brief introduction, but that is how we run JOGGO. Thank you. (Slide 25)



Slide 25

**Moderator:** Thank you for your presentation. Now, we will move on to the question and answer segment.

**Question A:** Whose idea was it to use cow skin in Bangladesh?

**Ota:** It was everyone's idea. It was not just from Faruk, but also from Japanese people who were there at the time. We planned it together.

**Question B:** Are the wallets manufactured and marketed in Bangladesh?

**Ota:** JOGGO brand products are only marketed in Japan. There is a

company in Bangladesh called OEM that handles Borderless Group's leather. They ship to countries outside of Japan.

**Question C:** It looks like you have been taking on many social issues. How do you identify issues and determine the direction you take to solve them?

**Ota:** JOGGO is entirely committed to solving the poverty issue in Bangladesh. First and foremost. Then we thought about how to run the business sustainably. The basis is to address issues in Bangladesh, and we are committed to doing everything we can to resolve the situation.

**Question D:** There is a company in Japan called MOTHERHOUSE. Japanese people opened a leather product factory in Bangladesh to create employment for the local community and they sell their products in Japan. Do you exchange ideas with them and have any influence on each other?

**Ota:** The director of Borderless Japan and the director of MOTHERHOUSE know each other, so they have some communication, but I do not know to what extent. In fact, more than 10 people who are now working for us were working for MOTHERHOUSE before as leather craftspeople, and they switched to JOGGO. We do not have any direct dealings with each other, but we are moving in the same direction.

**Question E:** Thank you for telling us about your wonderful businesses. My eldest son has a mental disability and has been unable to go to work. How does UNROOF in Bangladesh deal with trouble between people with disabilities?

**Ota:** At one time, we had certified social workers visiting UNROOF, but they have since moved on and we do not have anyone right now. We have, actually, experienced various problems. One good approach that went well was to unify the vision once again and to create rules and manners at the same time. Then everything became clear. Now we are using a system called Chatwork so that everyone can view comments.

**Question F:** It was amazing to hear that your corporate culture allows workers to come in late or take days off as they like. Had you had these rules since the company was established? Or did these rules change while incorporating the character of your employees?

**Ota:** The rules had been that way ever since the company was founded. I was the one to verbalize the rules officially, but I do not think the rules have changed that much in essence. You asked whether our rules have changed according to the character of our employees. Well, I think rules are something that basically keep changing. There is a wide range of developmental disorders and they vary by person. So, we have chosen a format that incorporates all of these variations.

**Question G:** Hasn't there been any conflict between people who are working long hours and who aren't?

**Ota:** Yes, it did happen, and it was quite a struggle. JOGGO offers a super-fast delivery service which delivers in just 8 days. However it is not possible to deliver in 8 days from Bangladesh, so we are making the products at UNROOF. This means people who are not full-time workers are having to work hard, while full-time workers are not having to work as hard. We had to make sure that everyone was taking on production fairly. We had our factory managers develop a system visualizing who was making what. We allocate work evenly to people now.

**Moderator:** Thank you. Sadly, we have run out of time, so this will be the end of the keynote speech.

## Collaboration Forum on Persons with Disabilities in Asia and Pacific 2019 in Pakistan ~Mindset from Charity to Investment

### “Inclusive Business to Support Economies”



Speaker

**Mr. Shafiq-ur-Rehman**  
[Pakistan, Physical Disability]

President, Milestone  
Duskin Leadership Training in Japan 3<sup>rd</sup> trainee

**Shafiq:** Good day everyone. I am Shafiq Ur Rehman from Pakistan. In 1977, as a six-month old infant, I contracted polio. My mother used to carry me with my heavy braces in search of a proper hospital to find a physiotherapist. I experienced my childhood as a punishment because there were no good hospitals and physiotherapy centers to guide my mother on how to deal with my problem. Furthermore, my parents experienced a considerable amount of discrimination from relatives and those in our neighborhood. Some thought my parents must have made a mistake for me to suffer a disability. My story is common throughout various cultures worldwide.

During the first ten years of my life, I was not treated like a normal child but a patient or special needs child. Therefore, I attended a special needs school with others who suffered disabilities during the initial eight years of my schooling. In 1992 or 1993, my fellow students and I decided to start an organization. This was probably the first organization in the world that was formed by 14-, 15-, and 16-year olds with disabilities. This is the romantic story of the start of a movement in Pakistan. We were the first cross-disability organization in Pakistan and we attempted to motivate our fellows not to give up and compromise our dreams, but rather to fight for our rights even though we were uncertain of these at the time. As teenagers we had a limited source of information and knowledge. Education merely afforded us curiosity to discover the reality, differences, and solutions to our life problems.



Doing presentation during the program in Japan

Subsequently, I attended the Duskin Leadership Training in Japan in 2001, which changed my life as well as those of many in Pakistan. This was the turning point in the disability movement in Pakistan because of the support from various independent living centers in Japan, including Human Care Association, Mainstream Association, PARTNER Center, and MUCHU Center. These centers helped us to realize that we are not alone in the world, but rather we have a common agenda to discover the real reason we are alive. Duskin Leadership Training afforded me the opportunity to consider that regardless of culture, lifestyle, economic background, and race, people with disabilities suffer discrimination. That is the foundation of the universal disability movement. I have learned so much from my fellow students, my mentor, Ms. Masako Okuhira, my teachers, Mr. Shunji Kadota and Mr. Shoji Nakanishi, and many friends, especially Mr. Sato. I have a long list of my friends who taught me to think in a diverse manner and employ different ways to discover solutions. This was the process used in Duskin Leadership Training. I will always remember the words of my mentor, Ms. Masako Okuhira, who advised, “Shafiq be yourself.” Being yourself is the art of living. The secret of living involves loving ourselves, taking responsibility for ourselves, and assuming responsibility for our work. It is the secret of the vision of our mission. When I finished my leadership training program in Japan, I developed good relations with the independent living centers in Japan, in particular, Mainstream Association who have supported us. PARTNER and MUCHU centers invite people with disabilities from Pakistan to spend some time in independent living centers in Japan. Consequently, I have introduced



Coming to Japan as Duskin trainee

many of my friends from Pakistan to visit Japan and learn from their system and culture. When I returned from Japan, although I had dreams, nobody was ready to understand these. Because it was difficult to explain these, I have shared my opportunities with my fellow students and urged them to learn from different countries. Our common dream is to change our country. This captures the impact of Duskin Leadership Training in Pakistan. Currently, we have a wonderful situation and we want to share these achievements. For example, we have more than 65 active independent living centers such as disabled people's organizations. That said, we still have much to achieve in sharing resources opportunities with our fellows in Pakistan. There are many programs in Japan, which provide opportunities to agents of change to learn from Japanese society as well as other countries. The Japanese Society for Rehabilitation of Persons with Disabilities (JSRPD) and Nippon Foundation considered developing a network between the Japan International Cooperation Agency (JICA) training in Japan and the previous Duskin Leadership Training in Japan. The theme of the forum was "Collaboration Forum on persons with Disabilities in Asia and Pacific 2019 in Pakistan" to introduce a "mindset from charity to investment" among people with disabilities. This wonderful theme may be regarded as a turning point in the movement in the world. People with disabilities usually look for charity and economic benefits even though they do not create realistic businesses. For example, if the government provides a technical training program to people with disabilities to enable them to produce small products such as souvenirs, those who buy the products will buy for charitable reasons and thus, they will not capture the so-called real market. Accordingly, how to develop a realistic social business, which can capture the economy of the service sector in Pakistan, for example, was discussed during the forum. Many institutions provide technical training programs and vocational training programs that make various products such as garments and beads that can be kept as souvenirs. When donors visit such institutions, they may donate a considerable amount of money in return for a small souvenir as a symbol of love. However, the only opportunity afforded to those with disabilities is to sit in a splendid building with others with disabilities. It can be likened to a golden cage in a zoo. I apologize for my language but I feel we are human garbage that is placed in a large basket. We are not employed as useful people so we just perform symbolic economical activities in these institutions. The forum was a turning point in 2019 in Pakistan. So many aspects such as a realistic market, products for daily use, real business, e-commerce, and online shopping were discussed.



The participants in collaboration forum in Pakistan

I would like to share a glimpse from that forum with you. We had many delegates from different cultures and countries, with different approaches. The respected Embassy of Japan was well represented. In addition, Mr. Teruji Yamamura, chairman the Duskin AINOWA Foundation, Mr. Yohei Sasakawa from Japan Nippon Foundation who presented a speech on video, Yoshihisa Onoue, JICA senior representation from Japan, Dr. Amjad Saqib from AKHWAT BANK who provided small loans to help start businesses, Mr. Kuninori Matsuda, Ambassador of Japan in Pakistan, and Chaudry Sarwar, the Governor of Punjab, the largest province in Pakistan all made contributions. His Excellency, Kuninori Matsuda assisted us with links with the government officials to organize the forum. The Embassy of Japan also provided a great deal of support. Many stakeholders from various parts of Pakistan and Asian Pacific countries were represented. We held discussions about social development in our societies and the challenges we encounter. Various culture exchange programs were also included. The program was wonderful and we were very satisfied. In particular, I want to thank Mr. Mitsuoka from JSRPD. He is a young energetic leader from Japan who helped with many documents and logistical aspects in the organization of this forum.



Inside of the Milestone Office

Although one may question what the impact of the forum was, a more pressing question is related to what happened after the forum as the world faced the COVID-19 pandemic. Although we struggled with inclusion before the pandemic, everyone was forced to stay at home during the pandemic. No one was allowed to meet with anyone and if we did go out, we had to cover our faces with masks to protect ourselves and others. However, such disasters helped us to educate people about what it feels like for a person with disabilities to be cut off from others. Society and culture have forced us into confinement. We only had two challenges: mobility and communication. COVID-19 provided us with the opportunity to think about our situation and employ technology and social media to better our lives. We now have a new version of the disability movement as we have introduced a social business in which we manufacture mobility equipment, including wheelchairs and white canes. I discussed our plans with my mentors from Japan. We need a new line of business, namely, a social business that focuses on easing the life of others. In this way, both the service providers and their clients can be winners. As I have noted a number of times, we do not have to earn money but we need money for resources. Accordingly, with support from my mentor, Mr. Shunji Kadota, I received support from Ms. Masako Okihara and we started manufacturing wheelchairs in

Pakistan. We are currently one of the best wheelchair manufacturers in Pakistan. We have also started sharing our financial resources with our community. A large percentage of the money we are making is being used to manufacture wheelchairs for children so that they can enjoy their childhood. Our vision is to provide for those who are physically different. Difference does not imply something is good or bad. Rather, differences may be equated to beauty. We want to provide mobility devices to people with disabilities from the moment they are born. This is our vision and mission. I witnessed my mother, who passed away a week ago, struggle. I imagine many mothers are facing similar difficulties. This endeavor will afford them renewed energy. Our work has been recognized by many. The Voice of America made a documentary on our efforts, which millions of people throughout the world have watched.

There are important questions that I want to ask with my fellows. There is a need to conduct research on the many services of independent living centers. Can these be referred to as social businesses? Would you regard Personal Assistance Service and Peer Counseling Service as social services? Are outreach programs social businesses? These are important questions we have to consider. However, a social business is a new concept in the world that enables vulnerable universal communities to support themselves in a sustainable way. Social business may also be regarded as the key to sustainable economic development in the world. It is imperative that we overcome poverty. It is of the utmost importance that a large number of people become part of the world's economic activities. Research is crucial to enable us to discover new realities. We do not want to compromise our dream. Thank you very much.

**Moderator:** Thank you very much, Mr. Shafiq. I would like to start the question and answer session.

**Question A:** How many people are working at Milestone and of these, how many have disabilities?

**Shafiq:** We now have 37 staff members in Milestone. There are two major projects. One of these is our original project, which focuses on an independent living center where 21 staff members work. The other 16 are technical staff members who are assigned to another another project, which manufactures electric wheelchairs.

**Question B:** What is the average salary at Milestone? Furthermore, please provide details of the company's profit.

**Shafiq:** The average salary in Pakistan, which the government declared, is 22,000 rupees. That is approximately 15,000 Japanese yen. However, the average salary at Milestone is about 50,000 Japanese yen, that is, 75,000 rupees. New staff members earn about 30,000 yen, which is double the average salary in Pakistan.

**Question C:** What is the size of the annual business budget in your organization?

**Shafiq:** The budget is approximately 20,000,000 yen. We import wheelchairs from China, which cost six billion rupees or four billion yen per year. We have acquired that amount for Pakistan's local market for six consecutive years of which three years have passed.

**Question D:** Did you learn the techniques to manufacture wheelchairs in Japan?

**Shafiq:** We introduced Japanese technology and tried to introduce the Kokorozashi, which involves having the capacity to respect other people's thoughts. Japanese people taught us how to improve the quality and to respect people's feelings when using the equipment. In Japan, this concept is very good.

**Moderator:** Thank you very much, Mr. Shafiq. Unfortunately, our time is finished.

# “Access Planet's Activities on Fostering Rights and Empowerment of Women with Disabilities”



**Speaker**

**Ms. Laxmi Nepal**

[Nepal, Visual Impairment]

Founder and Executive Director, Access Planet Organization

Duskin Leadership Training in Japan 19<sup>th</sup> trainee

**Laxmi:** I would like to introduce my activities upon returning to Nepal from the Duskin Leadership Training Program. I would also like to explain the results of the Collaboration Forum in Pakistan. (Slide 1)



Slide 1

Currently, I am working as the founder of Access Planet Organization, where I am also the executive director. My focus areas are gender and disability. I am the 19<sup>th</sup> trainee of the Duskin Leadership Program. I participated in the Duskin Challenge Program in 2017 and 2018. My major focus of learning in the program was the accessibility, education, and employment of PWDs. (Slide 2)



Slide 2

My current area of focus is related to women's rights, technology and economic empowerment for PWDs. I would like to introduce quickly the Access Planet Organization, which is led by young women with disabilities. This organization works to promote rights, empowerment and inclusion of all PWDs, specifically young women with disabilities. This organization was launched in 2015. (Slide 3)



Slide 3

Now, I would like to talk about some of our activities and achievements related to our objectives. Technology is one of the main areas of focus for the Access Planet Organization. To contribute to improving the quality of education for youth with disabilities, technology is our major activity and contribution. We also conduct various workshops and training on technology for individuals with visual disabilities and women with disabilities. (Slide 4)



Slide 4

The economic empowerment of young women with disabilities is one of the important activities of our organization. We use major strategies for economic empowerment and career counseling. We conduct career counseling for young graduates with disabilities to guide them in correctly choosing among different kinds of career options.

We conduct various on-the-job training enhancement sessions to provide technological skills, training in social media and business development planning to those who are thinking about becoming entrepreneurs. (Slide 5)



Slide 5

Regarding economic empowerment, the sensitization of stakeholders is another key strategy that we are using. We sensitize stakeholders including businesspeople and government representatives. We have activities to improve economic policy and employment, especially for young women with disabilities. To mention other activities, we provide training in leadership skills and sexual reproductive health rights as well as providing training to ensure that the legal rights of women with disabilities are protected. (Slide 6)

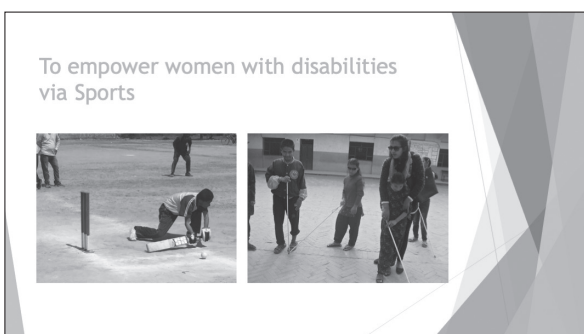


Slide 6

Empowering women with disabilities through sports is another key strategy that Access Planet has been using. Sports are beneficial, especially for girls and women with disabilities because it enables them to feel physical and mental well-being. After participating in sports competitions these women told us not only about their physical and mental well-being but also that they felt some positive changes in how they viewed other players. (Slide 7-8)



Slide 7



Slide 8

Now, I would like to report the outcome of the Pakistan Forum in 2019. In order to participate in the Duskin Program, I was able to find out what the social business model actually was. Through the activities of Milestone, I observed the activities of PWDs themselves. The social business model was a quick key point that links to the empowerment of the individual. (Slide 9)



Slide 9

In Nepal, we had a follow-up session of the Pakistan Forum. My organization and I held an event for the empowerment of youth with visual impairments titled "Promotion of Economic Rights of Youth with Visual Disabilities". It was an advocacy interaction program that occurred virtually, although we planned a face-to-face session. The situation, however, did not allow us. There was a presentation and panel discussion titled, "Employment Status of Blind and Visually Impaired Youth in Nepal and the Way Forward". Each member from employers, employees, and workers participated in the panel discussion. We discussed what kind of accommodations and work environments are required for youth who are blind or visually impaired. (Slide 10-11)



Slide 10

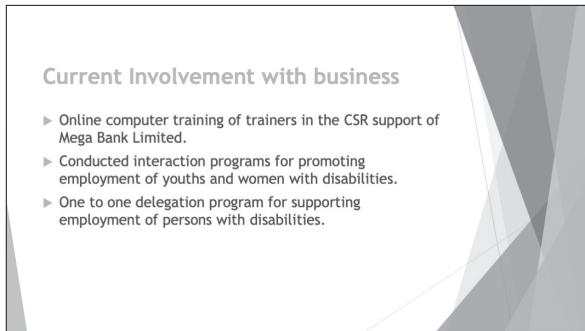


Slide 11

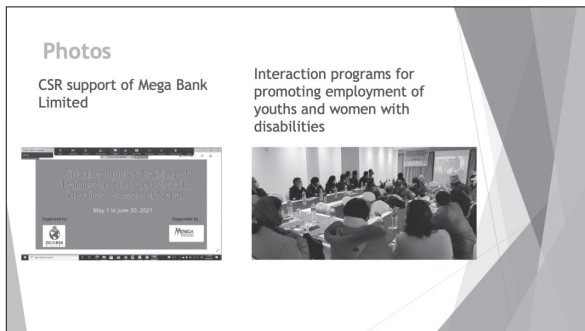
We had the presence of employers, activists for the rights of PWDs, and businesspeople take part in the program. It was a good chance to exchange opinions regarding opportunities for inclusive employment. As a follow-up to this event, we organized a techno-based capacity development training course. This course aimed at employment for some trainees we sent to private companies for employment opportunities.

From here, I would like to talk about some of our involvement with the

business sector and for more plans related to social business. With the support of a private megabank, we conducted training for trainers on computers and other technology. This training was conducted last June and July, during the lockdown period due to the COVID-19 outbreak. After this training, the young women with disabilities who participated in the training course became trainers and are currently working as computer instructors in schools and organizations for PWDs. They are providing their knowledge of computers and technology to other youth at the grassroots level. Also, we had been involved in various interactive programs to promote the employment of PWDs and women with disabilities. (Slide 12-13)



Slide 12



Slide 13

Now, I would like to talk about Access Planet Organization and how we are planning for the future of social business. We are planning to conduct disability sensitization classes in private schools and colleges. In Nepal, the issue of disability is included in many educational courses, but to raise the level of consciousness and interest, we think the direct participation of PWDs is important. The small fees requested for these classes are used for the empowerment of PWDs. Another social business plan we have is for digital accessibility for youth with disabilities. When we become able to provide an authorized international training course, it will be one of our social businesses. Regarding business, we would like to work with entrepreneurs as part of CSR activities to empower youth with disabilities with technology. (Slide 14-15)

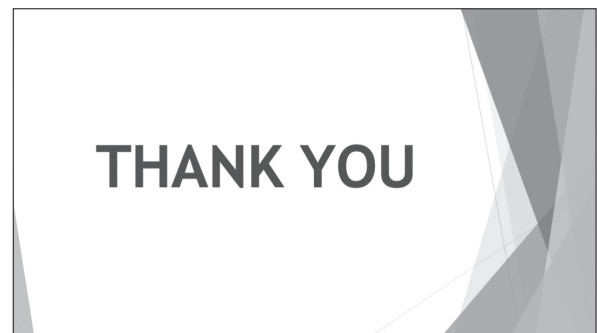


Slide 14



Slide 15

Finally, I would like to share my expectations. Nowadays, there are many PWDs who have expertise in business and other sectors. Economic empowerment is the key tool for PWDs. After economic empowerment, for the first time, we can claim our rights. I hope that this program and forum can be the place to consider and improve consciousness and interest in how to empower individuals economically in the Asia Pacific Region. Thank you for listening and for giving me the opportunity to speak. (Slide 16)



Slide 16



## Learning and Activity from Collaboration forum in Pakistan / Thailand “Sharing Experiences in THAILAND”



Speaker

**Ms. Kaewkul Tantipisitkul**

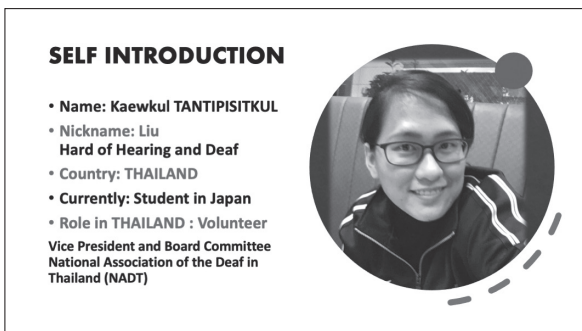
[Thailand, Hard of Hearing and Deaf]

Volunteering as a Board Member and Vice President, National Association of the Deaf in Thailand (NADT)  
Duskin Leadership training in Japan 19<sup>th</sup> trainee

**Liu:** Let me introduce myself. My name is Liu. I am both with hard of hearing and deaf as my identity. I am from Thailand. I am working and also studying at a university. I am volunteering as a board member of the National Association for the Deaf in Thailand, (NADT), while also acting as the vice president for this organization. (Slide 1-2)



Slide 1



Slide 2

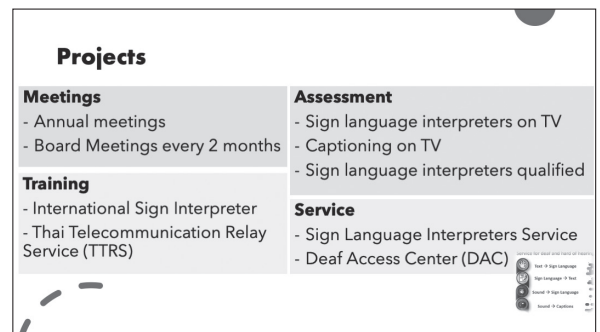


Slide 3

First of all, I would like to explain what we are doing in NADT in Thailand. The association is acting to improve the quality of life for deaf individuals and individuals with hearing impairments.

We have members in 77 provinces nationwide, and 7 networking member groups. (Slide 3)

Here, I would like to introduce the activities in which I am involved by explaining four of our main aspects. First, holding board meetings which are held once every two months. We also hold one annual meeting. Second is providing training. We train international sign language interpreters who are deaf as well as offering sign language interpretation training for individuals who are not deaf and wish to become international sign language interpreters. We also train the leaders of the 77 provinces on how to operate the Thai Telecommunication Relay Service. These leaders then train the members of their community. (Slide 4)



Slide 4

Third, we have a project on assessments. On TV, one can see the sign language interpretation in a wipe transition. We support the assessment to improve the interpretation techniques not only for sign language but also to improve checks and assessments of captioning on TV. In addition, for the qualification test for sign language interpreters, we are working in collaboration with deaf and non-deaf individuals together.

Fourth, besides the meetings, we also hold training and assessment sessions, and several other services. One is the dispatch service of sign language interpreters. One more service is the Deaf Access Center (DAC). We also offer voice to text by captioning or sign language. We also provide the sign language to text and vice versa for any written document.

Next, I would like to talk about what we learned in the Pakistan Forum. By taking part in this forum, I was able to learn a lot. The first thing I learned is the importance of communication. The second is not only for the individual or private sector, but also it is necessary to involve the government sector. It is important to be aware of each sector. Third, we have to think not only about the merit of individuals, but we also have to consider the social benefit. The fourth thing is, about the target. We must identify and consider the specific

needs of each group and association as we do not need to do these things for all people. (Slide 5)

It became my focus to introduce what we are looking at through these concepts. We want to train guides who are deaf in the tourist industry. We found that individuals that are deaf are very much interested in the tourist industry and many of them would like to work in this industry. They can provide sign language interpreters for foreign visitors who are deaf or hearing impaired. (Slide 6)

**Learning from Pakistan**

- Communication
- The importation of private sectors and government sectors
- Social Benefit
- The needs of target

Slide 5

**Event Concept**  
Model of Deaf Guide

Slide 6

Deaf individuals can also be involved in tourism, but in order to do this, they have to be registered with the proper interpreter's license. Based on these needs and situations we would like to see these guides in the tourist industry. We would like to give opportunities to individuals that are deaf so they can get the proper licenses and qualifications. This corresponds to the self-support of deaf individuals and will be very useful as employment for these people because they can create their own businesses in this industry. Also, there are quite a lot of needs for foreign tourists. Thus, our involvement has a possibility to link this effort to economic development as well.

We organized the forum in a way that would address these issues (Slide 7). In this first forum in Thailand, all the people related to guiding deaf individuals gathered. These groups are as follows: National Association of the Deaf in Thailand, government and agency members, especially those engaged in the tourist industry, NPO groups, members of the professional tourist guide association in Thailand, and the Association of Languages for Education and Tourism Careers.

**Results**

- Collaboration Forum on Deaf: "Deaf Guide" in Thailand

**Participation**

- NADT: National Association of the Deaf in Thailand
- DOT: Department of Tourism
- DEP: Department of Empowerment of Person with Disabilities
- PGAT: Professional Tourist Guide Association of Thailand
- ALET: Association of Languages for Education and Tourism Careers

Slide 7

In this way, we identified the following things. The first thing is in order to create guides who are deaf, we need some knowledge about the licensing process. Secondly, we found that there are some concerns regarding legality. In order to get the license, proficiency in the English listening comprehension test is required. To work in the tourist industry, deaf individuals have to have the chance to be business owners.

**OUTCOMES**

- Knowledge on Licenses
- Finding the gap of Legal
- Finding the opportunities of business owner
- The possibility way to make the goal success

Slide 8

We considered a specific way to obtain the guide license. First, we need to remove the legal barrier to set up the qualification test to become a guide. In order to reach the goal, we have to follow the steps one by one located on the right-hand side of slide 8. In order to obtain success, first, we have the responsibility to research and learn various regulations in many countries for guides who are deaf and have to communicate them to the deaf individuals who are interested in the tourist industry. The modification of some regulations will be required as well. When the data is collected, we can give the information to the government to consider the regulations and then proceed. Once those laws and regulations are set up, they will be able to become a part of this industry. This made it possible for deaf individuals to become tour guides and properly engage in the industry. It seems a long way off, but we will try to clear these hurdles one by one to reach our target. Last, I would like to express my gratitude for giving me this opportunity to speak. (Slide 9)

ありがとうございます。  
**THANK YOU**

Slide 9

# Reporting 3

Learning and Activity from Collaboration forum in Pakistan / Taiwan

## “Possibility of a Transition from the Independent Living of Persons with Disabilities to Social Business”



Speaker

**Ms. Chun Chieh Lin**

[Taiwan, Physical Disability]

Secretary General, Taipei City New Vitality Independent Living Association  
Duskin Leadership Training in Japan 6<sup>th</sup> trainee

Lin: Good afternoon everybody. My name is Lin. I am working at Taipei City New Vitality Independent Living Association in Taipei. I will talk about independent living and possible engagement to social business of individuals with disabilities. (Slide 1)

Slide 1

Let me begin with my self-introduction. I was born in Taipei, and I have lived my life with Osteogenesis imperfecta (OI) since birth. My bones are very fragile and easy to break. Now I live in Taiwan, using an electric wheelchair and various assistive services. In Taiwan, our barrier-free environment is not adequate, so my family and I had to work very hard to overcome the many challenges I faced. Even after graduating from college, I couldn't find any employment.

Through the internet, however, I learned about the Duskin Leadership Training Program and decided to visit Japan. This program changed my life greatly. (Slide 2-3)

Slide 2

Slide 3

Slide 4

Slide 5

I was in Taiwan in 2007 with the support of an organization for individuals with disabilities, I launched an organization called the Independent Living Association in Taipei city. In our organization, more than half of the staff are disabled. We go beyond the types of disability and provide various levels of assistance for independent living. (Slide 4)

Of course, we work toward a barrier-free environment, advocate and educate the public on the rights of individuals with disabilities while also protecting those rights. Not only do we cooperate with organizations that deal with the disabled, but also network with women's organizations, the LGBT community, the homeless, and many expert legal groups. We have a very broad-based network. Last year, when things became difficult due to COVID-19, all the restaurants and stores were closed. Through networking with the organizations which support the homeless, we could deliver food and daily commodities to the disabled. I think one of the most attractive points of our independent living movement consists of the linkage between people. This linkage can be the power to change society. We did many things but one big achievement is in 2011, the assistive service that I learned in Japan was included in the national governmental system and in 2014, we launched the Workplace Assistance System. This system is still being improved, but individuals with severe disabilities in Taiwan are now gradually able to get independent living services and assistance within the community. (Slide 5-6)

This photo shows our office (Slide6). There are four full-time and two part-time staff members as well as ten caregivers. Next to the office, there is an independent living experience room. Last year, we got a subsidy from the Rotary Club and we installed various

equipment and AI technology with the funds. Individuals with severe disabilities can operate equipment with voice technology or smartphones using AI technology. It is also possible to operate an electrical bed or cleaning robot with this technology. We will continue to develop AI technology along with cooperation from companies in Hongkong and Taiwan. We consider this as part of the social business, but because of high costs, from now on we have to make various policy proposals to get governmental subsidies. This photo shows the program we held in January this year. (Slide 7-8)

**Our Office**

**Staff**

**4 full-time staff**

**2 part-time staff**



Slide 6

**Independent Living Experience Room**

**Utilization of AI technology**



Slide 7

**Movement to amend the subsidy system of assistive devices for persons with disabilities**



Slide 8

Now, I wish to talk about the forum held in Pakistan. I was very happy for the opportunity to participate in the Pakistan forum of 2019. I visited the office of Mr. Shafiq, the Duskin senior trainee. I am severely disabled so, at first, I was very worried about this visit, but our senior person carefully arranged the visit and I was treated very well and felt comfortable thanks to their activities. I was able to get to know and become friends with many people. I learned much about social business and how they made efforts in each place to engage with society in general. I participated in this forum while in a wheelchair. During my stay in Pakistan, my Yamaha wheelchair broke, but they fixed it very quickly and when it came back, I was very pleased because it looked brand new. I want to say, their project is really wonderful. (Slide 9-11)

 **PAKISTAN**



Slide 9

I also learned about another social business during the forum. This was a women's organization that manufactures and sells necklaces and other accessories using paper. After returning to Taiwan, I shared what I learned in Pakistan. We held another

**Collaboration Forum on the Persons with Disabilities in Asia and the Pacific 2019 in Pakistan**



Slide 10

 **MILESTONE**

Milestone (Society for the Special Persons)


**Sakura Workshop / Wheelchair Production Project**



Slide 11

**Paper Miracles**

<http://papermiracles.org/3593-2/>



Slide 12

**障礙自立 社企給力**

日期: 2020年11月28日(六) 參加對象: 民間企業、障礙團體、非營利組織、一般民眾

時間: 13:00-17:00 地點: 台北 育誠書藝樓

Many people participated from different parts of Taiwan and we also had online participation from Japan. Among the participants, some needed sign language interpreters, summary writing or finger Braille. This diversity of the participants made a strong impression on the people who came to this event.



Slide 13

**Encounter with supporters**

I was asked to give lectures and participate in events.

We get an opportunity to sell our products without cost.



<https://item.rakuten.co.jp/twirect/food-oktea-03/>

Slide 14

forum there in order to discuss the possibility of starting a social business in Taiwan. There were many participants and we had guests from Japan as well. (Slide 12)

Many diverse groups of people gathered at this forum and generated a strong impact on those who participated. I also had the opportunity to meet some supporters there. The two ladies were very supportive of our activities and sent a donation to our center and asked me to give a lecture and hold an event. One more thing we gained was the opportunity to sell our products online, thus not needing to bear the cost of sales. (Slide 13-14)

Among the events to which we were invited, the independent living experience tour for students with disabilities also occurred. We went to Southern University and introduced independent living skills for PWDs to students. Last November, the students came to Taipei and had a meeting with the theme of barrier-free. Last May, however, the severity of COVID-19 spread and we could not go to the southern part of the island, so the workshop was held virtually. We had a very difficult time with COVID-19, but we were able to hold meetings with our friends virtually. Also, we could learn how to use the technology for virtual conferencing. From now on, we want to develop new workshops to spread what we learned as well as our ideas for training projects. I think this can be a type of social business in the future. (Slide 15-17)

will probably be the project linked to SDGs. With the generation of solar power energy, we can protect the earth and also can generate some profits for the center. (Slide 18-19)



Slide 18



Slide 19



Slide 15

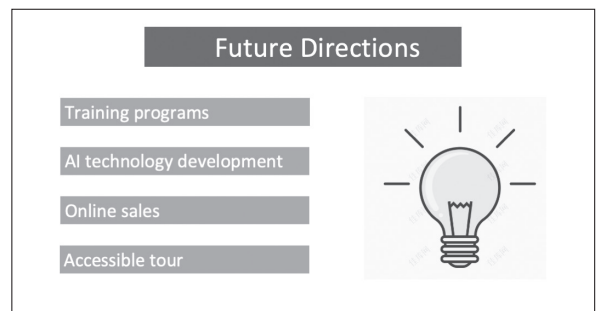
Our action going forward can be highlighted by these four key points: training project, development of AI technology, online commerce and barrier-free tour. We are considering how these projects can lead to social business.

Government assistance needs to change on the one hand but on the other hand, we need to make changes to the general public so that more awareness can be raised.

We need to continue to enjoy our work. (Slide 20)



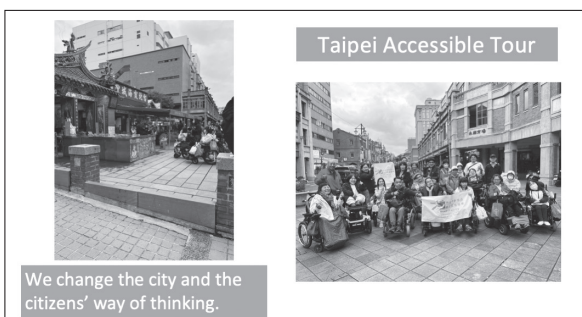
Slide 16



Slide 20

Why don't you join us? Why don't we create together a society where no one is left behind?

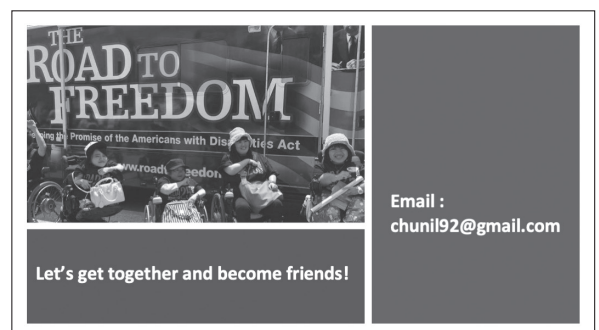
In closing, we greatly appreciate the effort put forth by the Nippon Foundation and the JSRPD in collaborating with us. Our friends in Taiwan are working hard so I ask everyone here to further support us. Thank you very much. (Slide 21)



Slide 17

The students who came from the southern part of the island to Taipei could submit to the Taiwanese President their requests. They also took a picture together. A few days later, we got the photos from the President's Office. Originally, there was a barrier-free passage to the office of the President only in the back of the building, but for our visit, they changed it to a totally barrier-free structure. At that point, we recognized our potential to change society.

This year, we launched another new project. That is the Civic Power Station project which is engaged with a solar energy company. This



Slide 21

# “Learning and Sharing about Social Business in Cambodia”



Speaker

**Mr. Samith May**

[Cambodia, Physical Disability]

Founder and Executive Director, Phnom Penh Center for Independent Living (PPCIL)  
Duskin Leadership Training in Japan 8<sup>th</sup> trainee

**Samith:** It is my great pleasure and honor to have this opportunity to share my learning experience in social business while in Cambodia. (Slide 1-2)

I'm Samith, I have Polio. For 18 years I have had various experiences in the field of disabilities. I had the opportunity to train in "independent living skills" while in Japan from 2006 to 2007. The training was supported by the Duskin Leadership Training Program. I am the 8th trainee in this program. After coming back to Cambodia, I founded

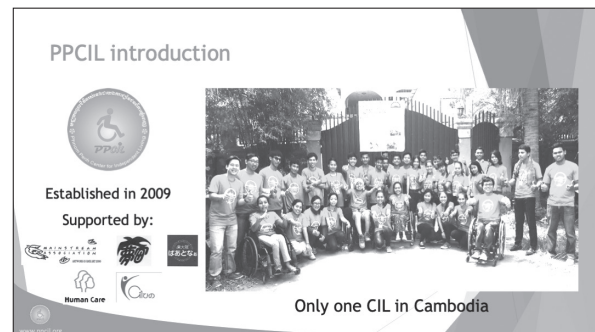
the Phnom Penh Center for Independent Living – PPCIL in 2009, and now I act as executive director of this center. (Slide 3)

The PPCIL aims to develop activities for independent living and movement skills and the inclusion of persons with disabilities (PWDs). We are working for the improvement of physical accessibility, the assistance of personal caregivers and the promotion of employment of PWDs. (Slide 4-6)

Now, let me share with you what I learned from the Pakistan Forum.



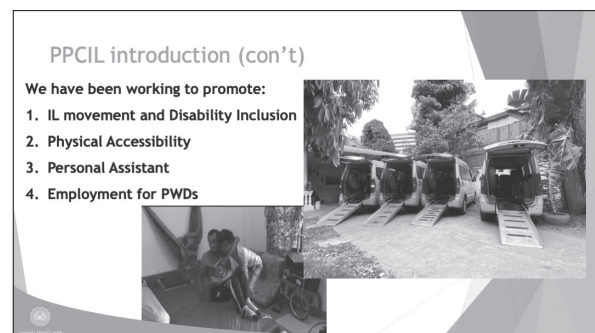
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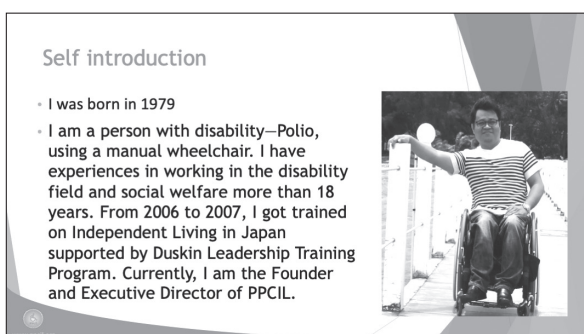
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Slide 2



Slide 5



Slide 3



Slide 6

I visited Pakistan for the first time, and I had a wonderful experience. What I learned from Pakistan is the importance of networking and collaboration, also collaborating with stakeholders. Especially, I learned how to construct income generation and social business models. The most important thing was that I made new friends in Pakistan and visited beautiful places (Slide 7)

**Sharing what we have learned from Pakistan**

1. Building Network and Collaboration
2. Collaboration with stakeholders
3. Constructing income generation and Model of Social Business
4. Making new friends



Slide 7

After I attended the forum in Pakistan, I wished to conduct a similar workshop but found it was not possible since 2019. Fortunately, in November 2021, we could hold the workshop which focused on the inclusive business of PWDs. We also invited persons with disabilities and other associations, who were working in the field of business in Cambodia, expecting an active discussion there. (Slide 8)

I would like to share with you the results of the Panel Discussion where we invited various businesspeople. We confirmed that the COVID-19 virus would have an impact on all businesses, so the businesses run by persons with disabilities were also faced with

stiff competition in the marketplace. On the other hand, building confidence and trust with customers is very important. The key elements in carrying out the business are motivation and leadership. Something that we found, however, is the perception that PWDs have a low productivity rate. Therefore, in order to enhance specialized support, we have arranged various vocational training and job opportunities. There are, however, limitations on the accessibility of this support. They said that physical structures and environments that are manageable for PWDs at the workplace and school are also limited. Government should take more responsibility to identify the needs of PWDs and support them, particularly for those who wish to set up a business. The government will be required to provide support and loans for PWDs so that they can launch their own business. Through this workshop, we discussed various issues and after that, we collaborated with the Ministry of Labor and Vocational Training to increase opportunities for employment for PWDs.

The forum showed a way forward and set up the PPCIL to communicate and share information. We are considering the development of an online sales platform. We will communicate with the National Employment Agency which belongs to the Ministry of Labor and Vocational Training. (Slide 9-10)

Next, I would like to share with you some information about the project that PPCIL is running now for promoting the employment of PWDs. This project aims to promote the social participation of PWDs. We would like to extend the processing and distribution of agricultural products in Phnom Penh and the surrounding area. The people in Cambodia have an image that PWDs are not able to work, but we want to show that PWDs can in fact work. Of course, modifications, such as the improvement of accessibility will be required. (Slide 11-14)

**Sharing the workshop conducted in November-2019**

**Objectives:**

- To empower and promote disability-inclusive business
- To build capacity of persons with disabilities
- To promote the employment or business run by persons with disabilities; and
- To promote the accessibility



Slide 8

**EMPOWERMENT AND EMPLOYMENT PROMOTION FOR DISABILITY PROJECT**




Slide 11

**Sharing the workshop conducted in November-2019**

**Key points from panel discussion**


- COVID-19 impacts all the business operation,
- The business run by PWDs may face marketing competition,
- Build customer confidence and trust,
- The key element to business success is the person's confidence, willingness, commitment and leadership,
- Wrong perceptions about low production of and high cost from employing persons with disability,
- Limited specialized support to enhance appropriate vocational training and employment opportunities,
- Limited awareness and knowledge of appropriate physical structure and environment that is accessible by PWDs at workplace and school; and
- The government should take more responsive to the needs of PWDs, especially PWDs who wished to set up their business.



Slide 9

**EEPD Background**

- ▶ Established in March 2014--supported by JICA
- ▶ Implemented by Familiar Co. Ltd., and PPCIL
- ▶ Ended in March 2017 but still run under PPCIL through financial support from OneTable. Inc. from April 2017 to until March 2020, and technical support from APCD. Currently, EEPD is working with ECOLOGIE Co., LTD.



Slide 12

**Sharing the workshop conducted in November-2019**

**Way forward**


- PPCIL to set-up Telegram group to communicate and share the information related to the business and other things.
- To consider the development of an online selling platform for PWDs.
- We will communicate with National Employment Agency (NEA), Ministry of Labor and Vocational Training.



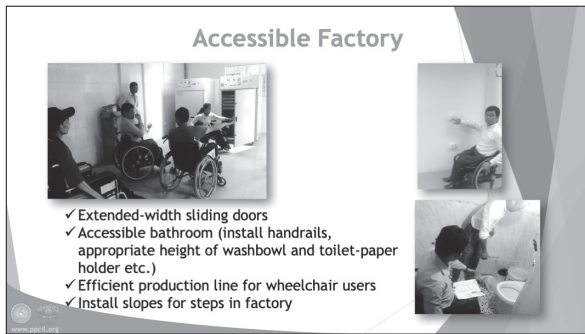
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**Purpose**

- ▶ Project goal: "to promote the social participation of PWDs through building model of their employment in processing and dissemination of agricultural products in and around Phnom Penh".

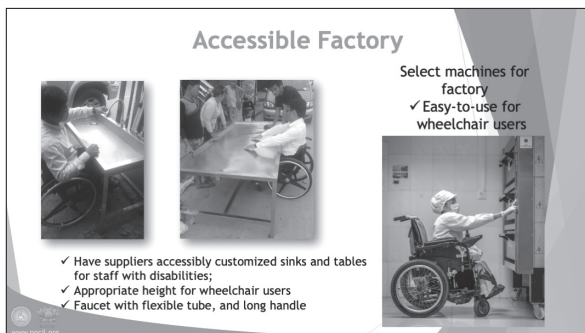


Slide 13



Slide 14

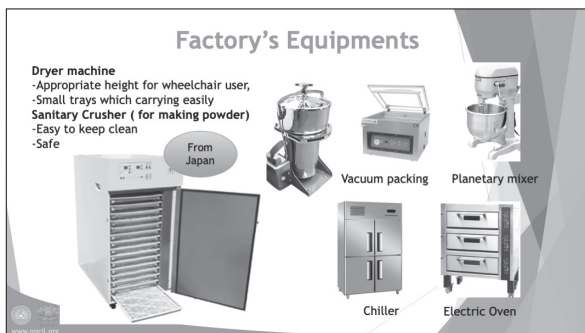
These are our current products (Slide 18). We used to bake cookies, but stopped for a while and currently, we produce a variety of dried fruits like dried mango, dried pineapple, etc. We also produce cashew nuts and roasted cashew nuts. We transport cashews from rural areas in Cambodia. Another product is salted pepper. This is a new product, that we are currently testing and are planning to sell to restaurants in Japan. We are now testing the sale of the product in Okinawa and Saizeria restaurant chain. This product, salted pepper, can be used for cooking. Currently, we sell it in Cambodia. We have also gotten orders from Japan. (Slide 15-17)



Slide 15



Slide 16



Slide 17

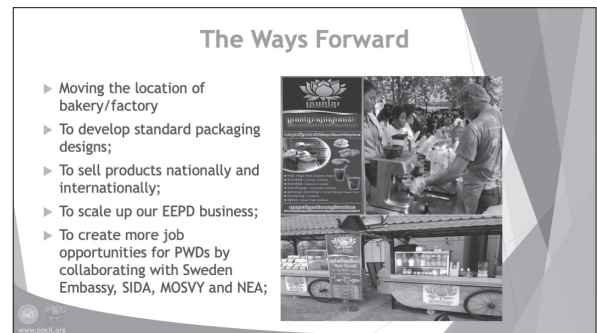


Slide 18

Next, I would like to share with you the improvements made to our project. Currently, the packaging and labeling of our products have certain limitations. We would like to improve our marketing strategy, planning and establishing employment guidelines for PWDs in collaboration with the Ministry of Social Welfare, which we hope to complete during this year. (Slide 19-20)

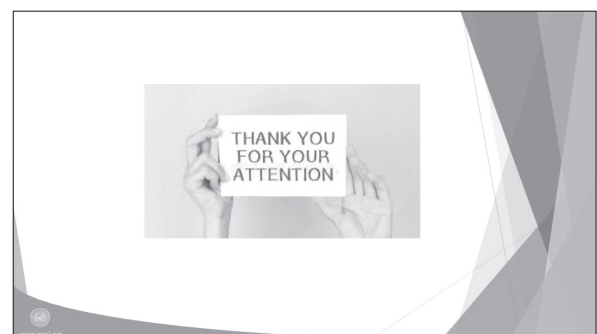


Slide 19



Slide 20

Due to the effects of COVID-19, we have not been able to sell a lot of products. Next, we would like to move from the current location because the rent is high. We have plans to build a new room for our factory in front of the PPCIL office and arrange the equipment. In order to expand our business, we would also prepare packages with a standard design to sell products domestically as well as abroad. As we consider the employment of PWDs, we would like to continue this project and cooperate with others in creating more employment opportunities for PWDs. Thank you very much for giving me this opportunity to speak. (Slide 21)



Slide 21



# Discussion Session

**Question A:** Please share your thoughts on the power of sport.

**Laxmi:** Sport is a powerful tool. As I mentioned earlier, it improves the physical and mental well-being of people who suffer disabilities and also helps develop positive views in society toward disabilities. Young women and girls with disabilities can develop confidence through sport. Usually they are only afforded a few opportunities to enjoy physical exercise. Every time I organize such events, they provide me with feedback related to how these events boosted their self-esteem.

**Question B:** Please detail how you utilize AI.

**Lin:** Last year we connected with an AI technology company and in conjunction with the company, we developed a system for people with severe disabilities that can be operated by talking, using Google and other tools. For instance, you can turn the light on by using Google and a smartphone, simply by talking to your smartphone. We are also developing a system to operate electric beds. Because they are expensive in Taiwan, we would like Taiwan's policies to incorporate funding for such systems. I want the government to adopt a policy to enable people to access these systems more easily.

**Question C:** Mr. Ota, from the perspective of managing social businesses, do you have any advice for these group initiatives?

**Ota:** Laxmi, I would like to know which part of your business is currently operational and has become sustainable. I would also be interested to know whether you are aiming to obtain support for your activities, whether you intend marketing a product, and what kind of framework you are thinking about.

**Laxmi:** We rely on international funding for most of our projects. For instance, because most of our members are young women with disabilities, we obtain funding from organizations for women's rights as well as feminist organizations. Although we have a few activities that are funded by a project group in Nepal, there are not many of these. Therefore, as I explained earlier, we would like to start a social business. We would like to implement social businesses in disability-related schools, hotels, and such.

**Ota:** Thank you for elaborating. Initially, we attempted to sell a house brand for UNROOF. However, because it did not materialize as expected, we approached an OEM company. I believe your endeavor involves a larger concept and scale and thus, it is difficult to make comparisons from the same standpoint. However, I would like to provide an explanation on a business that may be related to Kaewkul's work.

Deafsapo is an independent company that is not part of Borderless Japan. The director of the company, who is a woman, has a hearing impairment. Both her and her husband work for us at JOGGO as content marketers. As they have worked longer than JOGGO has existed, they have set an example. She has an extremely positive attitude and is able to read others' lips and communicate in sign language. Deafsapo targets children with hearing impairments. As the director is deaf herself, both her and her supporters can create and provide learning materials that they know others will find easy to follow.

Sometimes as children develop, they acquire speech problems. The company provides counseling and advises such children and their parents. These two aspects, on which the business is conducted, provide sufficient monetization. It is noteworthy that they earn extra revenue through additional awareness-raising activities so as to achieve greater recognition from society.

Although they are my partners, the couple are also YouTubers. Their video has been viewed 1,724,795 times. Although I am uncertain of the

details, half of their revenue is earned from this video. They are not in favor of being too stoic and accordingly have chosen fun as one of their keywords to conduct the business. This is evident in the video: 80% is fun and 20% serious. They poke fun at each other the whole time and make videos about behind-the-scenes stories of their actual work as presidents. Of the many videos they have made, while most have had over a million views, some have even been watched 1.72 million times. Although the number of videos people post on YouTube varies, it is noteworthy that by choosing this format, they have been able to establish their educational business and offer counseling at the same time. In fact, social learning materials are easy to follow on YouTube. I believe this format enables them to convey their message in a way that is easy to understand, thus serving their purpose.

Kaewkul, earlier you mentioned that you wanted to get involved in tourism by using sign language. I have visited Thailand twice. There are many places in Thailand that I love. However, currently, there are not many overseas customers because of COVID-19. Although a difficult situation, one can still show people Thailand's great spots and tasty food. This is one alternative and just one example that could be developed worldwide until we overcome COVID-19 and customers start returning. Laxmi, Kaewkul, what do you think about such ideas?

**Laxmi:** That is a splendid example. We have actually been thinking of employing TikTok ourselves because of its popularity among young people. We could spread our message by creating one- to three-minute videos. We could allow people to watch the reality of disabilities such as living with a visual impairment daily. We could also release information about sign language. We have not yet introduced the system yet, but would like to adopt the example you have just given us.

**Ota:** Thank you. Our JOGGO brand is also going to use TikTok. Employing YouTube simultaneously will achieve synergy, which will be good. Kaewkul, what do you think?



Mr. Nay Lin Soe (lower right)

**Kaewkul:** Thank you for your invaluable advice. Although I think YouTube will be wonderful, it involves discussing aspects such as who is going to appear in the video and who is going to edit it. It is essential to have discussions with a team because it will be very difficult to create it alone. I would like to find appropriate people who are interested in appearing in YouTube videos. Knowledge is also crucial to make YouTube videos. I will also have to think carefully about how to generate a profit. Thank you for your wonderful advice, which I would like to discuss and consider with my team members.

**Ota:** Thank you Kaewkul. I think it is fine to place more emphasis on tourism than YouTube as your main line of business. I am not sure if generating revenue is the best approach. However, if you could focus your efforts on YouTube in conjunction with your main tourism business, you could make progress, even during the COVID-19 pandemic.

**Ota:** I would now like to discuss AI because Lin mentioned it. Lin, you said you were going to conduct four businesses. I think four may be too many. Are you going to start each one separately or all at the same time?

**Lin:** I did not mean to say I was going to conduct all four. Rather, I hope to select some of the four, which hopefully will blossom.

**Ota:** I see. You want to attempt a few and select those you think will have the most impact. Thank you. I would now like to switch the screen when talking about AI. ANOSUPO developed a Japanese webpage for this website. ANOSUPO, which is part of the Borderless Japan Group, is committed to solving social issues in order to enable people to work in their own countries legally, with a valid citizenship. I have backpacked in many countries and lost my citizenship in Malaysia and the Philippines. At that moment, it occurred to me that what I wanted to do was to improve the situation for those children who are born without a nationality or citizenship. This is what led to the birth of ANOSUPO. The company also develops AI and also develops it for other companies as a service. Another of its services involves helping businesses and companies with small but necessary tasks that they are reluctant to do. The company's development business requires technologies and technical expertise that only core engineers can manage. Meanwhile, the essence of the second business is to function as an agent for other businesses and companies and assist them with miscellaneous work. You do not need to have specialist knowledge about technology, PCs, and AI. Rather, you can earn money by conducting small updates and/or check a requested piece of work. That is how the business model works.

There is labeling and a bounding box on the left of the screen. It is easy to make slight changes to the image. We advertise that we will take on small amounts of necessary work that skilled engineers do not want to do. We then commission the work to local people and help them develop their life. When they are able to generate income, which will help operate the main company, they will earn money for those children without any citizenship, thus enabling them to return to their countries, apply for a nationality so they can live a normal life in their country legally. This is how ANOSUPO works.

Although ANOSUP differs from what Lin is trying to do, what I meant to say is that people can be divided into a knowledgeable group that is engaged in development and a group that comprises those that are not skilled but can get involved in annotation support work, which is expected to have a higher demand in the future. I am not too knowledgeable about annotation support and thus, my explanation may not be adequate. However, what do you think of these cases, Lin?

**Lin:** We want to become involved in a small amount of in-house development by using AI technologies to make life easier for people with disabilities and addressing various daily needs. We would like to see how much we can do. We want to stay connected to companies, working as a team, employing people with disabilities, elderly people, and other diverse people to address their needs, rather than healthy people.



Ms. Dao Thu Huong (lower right)

**Ota:** Samith noted that it is important to win customer trust and he wanted to become involved in e-commerce sales and grow vegetables and fruit. Although the situation varies from country to country and it is unknown what the future holds, given the recent conflict, prices of grains are rising considerably. Some are even warning of a food crisis. We do not know what will really happen. However, only 38%

of the food consumed in Japan is grown in the country. Countries, such as Japan, who rely on food imports will suffer from higher food prices even though imports are likely to continue. Increasingly, people are growing vegetables and fruit in their own gardens to overcome the strain on their household income. I would like to share a good example that is already being used.

Compost, which is part of the Borderless Japan Group, is a local business that recycles food. The company creates compost to make pesticide-free vegetables to be consumed locally. There are tons of food scraps. I have been involved in this composting myself. The company sells the fertilizer you put in the compost. Food scraps can be turned into a good fertilizer in approximately three months. The company has enjoyed good sales throughout the COVID-19 pandemic. There are a considerable number of people living in apartments in cities who do not want to throw away food scraps even though composting is easier in detached homes. More and more people are becoming aware of sustainability. Composting is a wonderful way of helping these people grow vegetables at home and reducing food scraps. There is a great need for composting, as a vision and as a product.

There are risks involved in composting, including attracting insects and causing an unpleasant smell in summer. However, because less is discarded, sustainability-minded people will feel good. Furthermore, organic vegetables can be grown with the fertilizer. People who live in small apartments can probably grow parsley, red chili peppers, and even mini tomatoes, but nothing larger. People who live in detached homes with a garden can grow the likes of onions and potatoes with the fertilizer. Composting is extremely popular. If we ever encounter a food crisis, more people will grow their own supplies.

Because the situation varies across the world, home gardening may not be that popular in countries with a high food production rate. However, there is a need for businesses such as this in places with a low food production rate. Although this is merely an example, what do you think, Samith?

**Samith:** Mr. Ota, thank you for giving me this example. It is wonderful to hear about these cases. People are involved in composting and also make fertilizers in some areas of Cambodia. I mentioned our intention to make processed products such as dried fruit from agricultural produce. I think producing organic fruit without using chemicals as well as dried fruit from grown fruit without chemicals are important. Even if the prices are higher because of using organic fruit, I consider it to be a good idea. I wonder how we could try experimenting. When I was listening to your story, I wondered how we could use the fertilizer in our business.

**Ota:** Thank you. Herlabony is another company or a brand I want to tell you about that is advancing successfully in a way I find extremely agreeable. I am actually wearing their mask right now. This is their website. They sell art. Although this is in Japanese, their keyword is, "Be different and shine." By employing this slogan, Herlabony gets its revenue from displaying works of art of people in Japan with intellectual disabilities.

Finally, I wish to share that to ensure a social business is successful, it is imperative that the business has one key sales point that will be widely welcome in the market, something that the market will be willing to choose. Sales pitch varies from company to company. In JOGGO, we do not state categorically that we want to solve Bangladesh's poverty issue. However, on exploring the business further, you begin to find out more about Bangladesh and its craftspeople, which you may find interesting. We all find ourselves in different situations and thus, this is not the only solution. However, experience has shown that the key for a social business is its value if you want it to be sustainable and continue for a long time. It is for this reason that I am sharing the story with you.

**Question D:** Nay Lin Soe from Myanmar and Dao Thu Huong from Vietnam, I would like to hear stories from you. What did you expect from this event? Was there anything in Mr. Ota's story that you want to apply to your situations? Is there anything you have found interesting that you would like to know more about?

**Soe:** Thank you, I am going to share my opinion. This event has been absolutely wonderful. Not just for me. I would like to tell my group, partners, network, and many others what I have learned, specifically that social businesses are extremely important for disability organizations such as ours. We cannot depend on support from other people. Rather, it is crucial that we spread our own ideas and earn some kind of income. This I would like to do so as to contribute to our organization and disability movement. Today's discussion was extremely useful. I would like to share what I have learned with my colleagues and create a better future for all of us. Thank you so much.

**Huong:** During my leadership training, I had the opportunity to participate and get involved in various forums, which empowered me considerably and afforded me the power to advocate for the rights of people with disabilities. It motivated me to pursue for the inclusion of people with disabilities in Vietnam. The Collaboration Forum on Persons with Disabilities in Asia and the Pacific 2019, which was held in Pakistan, was an eye-opening experience for me. It was a moving experience because I witnessed the incredible work my colleagues from Pakistan had accomplished in empowering people with disabilities. I also learned about the investment approach to creating employment for persons with disabilities. The topic of the conference in Pakistan and of the Collaboration Forum is currently closely connected with the SDGs and CRPD compliance, which I am advocating for in my current work at UNDP.

After this forum, I would like to take the following steps to promote social businesses in Vietnam. First, I would like to share good Japanese models of social business with Vietnamese enterprises through the UNDP project on Business and Human Rights to strengthen the social responsibilities of enterprises. Second, I would like to facilitate a policy dialog between Japan and Vietnam in order to learn from Japan's implementation and monitoring of social business policies. Finally, I believe support policies for entrepreneurs with disabilities, especially after COVID-19, would be helpful for Vietnamese entrepreneurs with disabilities.

**Moderator:** Shafiq, you gave a presentation this morning. Please share a short message with us.

**Shafiq:** I listened to all the presentations. I got the impression that a portal that could connect businesses worldwide is necessary. I do not think there is any portal that is specialized in only social business at present. Although some people may be involved in such, I am unaware of this. It would be ideal if someone developed a social business portal to create a platform for people involved in social businesses to conduct business online across companies and countries. Conducting business seriously requires tracking financial transactions and quality control. A delivery and transportation framework is also essential. A portal of this nature could generate social money and create investment opportunities. I do not think this would be too difficult.

**Ota:** I totally agree with what you have just said. Many people have been doing social business longer than I have. I have met many of these people after they joined and started working at Borderless Japan. I was thinking that there was no mechanism to link us together in one place. However, as I listened to your idea, I started to think it would be wonderful if people with the same ideas could connect and establish a sales channel together. I have a partner in Osaka who is trying to create a portal site for only social business. Although I am uncertain if it will be possible capacity-wise, I intend making enquiries. I will note that I heard the idea of developing a portal from one of the presenters.

As our discussion draws to a close, I would like to take this opportunity to thank you for inviting me to this valuable event. It was an opportunity to renew my awareness that there are people throughout the world who have been working in the field for longer than I have and accordingly have developed a trust relationship with their colleagues. It is extremely inspiring. I have seen people leaving Borderless Japan in the middle of their career because they have been unable to cope with difficult work experiences and relationships. I believe business is something that continues to change its form depending on who gets involved. While some people will continue with the business in its current format, others will do so differently. I often tell people at Borderless Japan that while changing the format is acceptable, the most important thing is to not quit. Once again, this discussion has reminded me how important it is to hold onto your passion and persevere. It has been wonderful talking with you. I hope there will be another opportunity to meet with you again.

**Moderator:** Thank you. We will have to end the discussion because of time constraints.





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**Collaboration Forum on Persons with Disabilities in Asia and the Pacific  
2022**

**PROGRAM & SUMMARY**

May 2022

Planned/Compiled by:

Japanese Society for Rehabilitation of Persons with Disabilities

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