



 **D J Academy of Design**
Convention on Universal Design, India

This Convention is the result of a two-day conference called Universal Design And Development (UDAD) 2015, jointly organised by the DJ Academy of Design (DJAD), Coimbatore and the British Council, India. It was held at Coimbatore on 13-14 March, 2015.

Across India, human diversity in age, culture and ability is greater than ever. We now survive illness and injury and live with disability as never before.

Universal Design is design for human diversity, social inclusion and equality. It is embedded in the following international legal agreements to which India is a signatory:

✳ Article 23.1 of the Universal Declaration of Human Rights, 1948, which focuses on the right to work, to free choice of employment and favorable conditions of work.

✳ The United Nations Standard Rules for the Equalization of Opportunities for Persons with Disabilities, 1993. The focus of the Standard Rules on board ranging accessibility has inspired the development of Universal Design philosophies and methods.

✳ Article 6 of the International Covenant of on Economic, Social, and Cultural Rights, 1996.

Nationally it is embedded in the Indian Disability Act 1995 which covers many of the topics of the above, plus access to public transport.

The attendees being convinced of the significance of Universal Design as a tool for achieving a thriving society based on human diversity, social inclusion and equality and reiterating the principles enshrined in the above legislation:

Declare that Universal Design creates the conditions for a greater range of the population to be able to take an active and productive part in the economy, at the same time cutting social costs;

Invite all economic, social, non-governmental, governmental, and educational organizations, both private and public, at local, regional and national levels, to make every effort to factor the theory and practice of Universal Design into their policies and activities of enterprise, employment and self-employment as a horizontal, interdisciplinary practice;

Call on Indian funding bodies to tailor specifically to researching, developing, implementing and showcasing and disseminating methods of social inclusion achieved by means of Universal Design;

Call on Indian Institutions to assist in establishing an Indian Standing Conference on the implementation of Universal Design to meet once every two years and act as a forum for collecting best practices from the widest possible range of actors in the design, enterprise and work communities and disseminating these to interested parties in India.

We affirm and declare these commitments at the conclusion of this first Universal Design And Development Conference 2015.

Members of the drafting committee for DJAD Convention on UD, India:

Prof. S.Balaram,
Dean, D J Academy of Design, India

Prof. Jim Singh Sandhu,
Professor Emeritus, Northumbria University, UK

