



Where **Inclusion** becomes
Economic Infrastructure

1 Bn People with Disabilities ➡ \$18 Trillion Market Opportunity



Unmet
Needs
Fuel

Jobs



Businesses



Innovation



**PURPOSE
& PROFIT**

Purple Economy recognizes persons with disabilities
as customers, entrepreneurs and taxpayers.

Who is Part of the Movement?



United Nations



Governments



Academia



Innovators



International
Organizations



Media



Corporates



Startups



NGOs

Pledgees



Diversability



...and more

Voices of the Movement

"GIDC is fully committed to create a Purple Industrial cluster, in partnership with the Purple Economy Movement."



Pravimal Abhishek

Managing Director, Goa Industrial Development Corporation

"At BIAL, inclusion is part of our culture and is fundamental to who we are. I'm delighted to be part of the Purple Economy Movement."



Hari Marar

Managing Director & CEO at Kempegowda International Airport Bengaluru

"We can unlock tremendous value for society and businesses as a whole. I am excited for the opportunities coming out of Purple Economy!"



Pramod Varma

Co-founder and Chief Architect, Unique Identification Authority of India (UIDAI), Networks for Humanity

"Healthcare proved that when society designs for human need, economies grow. The Purple Economy unlocks value through disability inclusion."



Shanti Raghavan

Founder, Managing Trustee, EnAble India

What History Teaches Us?

Unmet needs converted to opportunities and innovations

Inability Due to	Business Opportunity	Revenue
Vision	 Eye Wear	\$170 Bn
Health Problems	 Healthcare Sector	\$1 Trillion
Disabilities / Difficulties	 Purple Economy	\$18 Trillion Market Opportunity
Jobs, Businesses and Millions of Lives Changed		

Solutions originally designed for disability
often spark universal innovation



Typewriters



Subtitles



Voice
Assistants



Automatic
Doors

Where the Movement is Already Taking Shape

Purple
Mobility



Purple
Insurance



Purple
Entertainment



Purple
Economic Zone



Purple
Banking



Purple
Hospitality



Purple
Digital



Purple
Labs



Movement Platforms

Purple Economy
Dialogues

Sector
Initiatives

Purple
Pledge

White Papers
& Research

Join the Movement

Build an economy where persons with disabilities
are seen, served and valued.

Inclusion means business.