

USHERING IN A **PURPLE ECONOMY**



Untapped Economic Opportunity



Meet Pradip: a **techie**, **avid reader**, **foodie**, and a person with **multiple disabilities**—deaf, blind, and unable to speak.



When Pradip was a baby, his mother ran from pillar to post across the country, doing everything to help **empower his independence**.



Pradip is a successful IT professional thanks to his mother & the purple workforce of **special educators**, **job coaches**, **access providers**.



Pradip lives alone and is a **consumer** who **spends on travel**, **tech solutions**, **good food**, **clothing** and much more!



Think of the **\$170+ billion eyewear industry**—it mitigates the limitation of poor vision, unlocking clearer sight and better productivity for millions. Similarly, the **Purple Economy** mitigates the limitation due to disabilities and difficulties **unlocking value and better productivity** of millions of persons with disabilities , enabling them to contribute as active participants in society. By providing products and solutions we spark innovation and create a thriving, equitable economy.

Fuelling Jobs and Businesses



Meet Ashish, a determined individual from a small village who has polio in both legs.



As a child, Ashish crawled to school, **unaware of crutches** and **eventually dropping out** due to the barriers he faced. His community accepted this as his reality, limiting his potential.



At 15, Ashish saw crutches in a book and had a carpenter make him a pair. With this **simple assistive aid**, he **transformed his life—earning a diploma, building a career**, and becoming a happily married parent.



Products such as **assistive solutions** enable people like Ashish to **overcome barriers & unlock their potential**. It drives demand across industries, **creating jobs & opportunities** for service providers & businesses.

When **systems and solutions** are built for the needs of persons with disabilities, the **opportunities** in the Purple Economy **become undeniable**. Consider the healthcare industry—once seen as a service for the sick, it evolved into a booming sector that unlocked the potential of millions who could then contribute to society.

Similarly, millions of consumers like Ashish, supported by products and services can drive economic growth and innovation. As the **Purple Economy** thrives, it **transforms barriers into opportunities, empowering a once-marginalized population to actively contribute to a more inclusive and prosperous world.**



The Multiplier Effect



Meet Dinesh, a person with physical disabilities and a **vital contributor to his community**.



He is a role model—**supporting his family, driving change**, & proving the value of inclusive systems.



Dinesh's story shows the **multiplier effect** of empowering persons with disabilities. With access to Purple Services in education, employment, and infrastructure, individuals like Dinesh create **ripples of impact**—uplifting families, communities, and local economies. The **Purple Economy thrives** when these contributions multiply, **advancing society** as a whole.

Every individual holds the potential to drive change and contribute to society. **When systems and solutions come together**—offering the right support and resources—**those with severe disabilities and difficulties become taxpayers, innovators, and active citizens.**

The **Purple Economy thrives by unlocking this immense opportunity**, transforming lives and fueling growth. People like Dinesh don't just overcome obstacles—they amplify progress for communities, industries, and nations.



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

Inclusion means business.



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