

Infosys: using modern media to promote inclusion

Infosys, an Indian multinational company that provides worldwide business consultancy and outsourcing services, is making great strides towards becoming a diverse and inclusive place for people to work – including those with disabilities.

The Diversity and Inclusion Office, which is based at the company's Bangalore headquarters, looks to promote equality and safeguard the rights of disabled people in the workforce. "We believe that increasing awareness and sharing information about disability will help to improve inclusion," says Aruna C Newton, Associate Vice-President Global Diversity & Inclusion.

To this end the company runs three information campaigns, making the most of modern media to get the message of inclusion across to employees:

- **Against All Odds**, a series featuring employees with disability talking about their lives, which is broadcast on the Diversity Channel on the company's online video service, Infosys TV
- **My Abilities Speak Louder**, a series of emails sent out to employees sharing the stories of employees with disability and their achievements
- **Inclusion**, a series of interviews with employees with disability who discuss their lives on the intranet

The employees with disability who get featured in these films share their stories with their peers. They discuss the challenges they have faced, including the lack of awareness about disability in society and how they have overcome discrimination, as well as sharing their experiences – good and bad – of working at Infosys.

To support the campaigns and help employees to understand more about the nature of disability, the company has held training sessions and produced an online booklet on workplace inclusion.

These campaigns have been well received by Infosys employees, receiving large numbers of views and positive comments. An interview with an employee who has cerebral palsy received almost 5,000 views on the first day it was posted, plus lots of positive comments.



What Infosys has learned from these campaigns:

- Innovative information campaigns can demystify disability as a subject in the workplace
- Storytelling is a powerful tool to connect with people
- Learning directly from the experiences of people with disability is invaluable
- Sharing experiences helps to create a more inclusive culture

About business disability international



bdi

a unique, global, business-led consortium working to the mutual benefit of business, people with disabilities, and the societies and economies in which businesses operate. It was founded by Barclays, GSK and Infosys, together with Susan Scott-Parker OBE.



bdi enables its member companies to:

diagnose and address the systemic implications of disability on their business as it affects their worldwide customers, colleagues, potential colleagues and wider stakeholders

jointly fund a cost-effective, central resource with unique business-disability experience



bdi does this by asking:

“What does global HQ need to say and do, to enable national leaders to deliver the consistent best practice that, in turn, delivers both business and societal benefit?”



bdi pioneers:

practical business-to-business collaboration, learning and influence, making it easier to deliver worldwide the best practice we brand ‘disability confidence’

Learning directly from disabled people: A toolkit for global business

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