



## Madhumita Puri



Entrepreneur, Founder and CEO, The Society for Child Development, India

Founder and CEO, Society for Child Development (SfCD)

Madhumita has more than 30 years experience in the disability sector as a Clinical Psychologist in the Genetics Unit of the All India Institute of Medical Sciences (New Delhi) and later as an entrepreneur. She acquired a Ph.D. in Psychology from the University of Delhi after which she founded the Society for Child Development in 1992. She was initially responsible for quality practices in the area of special education, and was in the

forefront of advocacy through several initiatives to apprise the Delhi Government regarding the educational needs of children with intellectual disability.

At present, Madhumita is responsible for the direct programs linking skills with income generation in the Trash to Cash employment center in Delhi and its outreach centers in Varanasi, Uttarakhand, West Bengal, Madhya Pradesh and Karnataka. In association with the National Skill Development Corporation, SfCD is further skilling 26,000 persons with disability in Uttar Pradesh and Bihar.

The head office in New Delhi works on creating models of innovative business practices from small NGOs, and on designing products that require low-investment yet retaining a high consumer appeal. These products are typically handcrafted and made from repurposed material.

The practical experience gained from this has been encapsulated in an Entrepreneurship Development Program for NGOs working in the sector. She believes that for the widespread empowerment of persons with disability, especially those with no formal schooling or access to skill development, NGOs would need to develop intense vertical programs that can help this population be perceived as viable for financial inclusion.

Madhumita brings her triple advantage of on-ground experience of traditional service delivery models in hospitals and non-profits, academic research, and experience in driving an employment center with 120 persons with disability, for the benefit of those who are poor and uneducated.

Madhumita's flagship program of using waste flowers from temples to make colors for Holi and incense sticks earned her the UN-ESCAP Disability-inclusive Entrepreneurial Business in the Asia-Pacific region in 2013; and the National Award for Best Institution from the Government of India in 2009.

Her vision and prime motivation for persisting in this field is to see that the world remains peaceful and beautiful for her children and grand children, which can only happen if all people receive the same opportunities as everyone else.