

IMAGE

Breaking down barriers that exclude disabled people from mainstream society

IMAGE stands for Indian Mixed Ability Group Events. It is a programme that uses sport to bridge the communication gap between the able-bodied and disabled communities, whilst redefining the way ability is characterised and judged.



Location	State of Rajasthan (India)
Organisation	Sucheta Kriplani Shiksha Niketan (SKSN) Institute and Indiability Foundation
Start-end date	2005 – ongoing
Target group age	8-18 years old
Reach	1,000 members
Partners	Laureus Sport for Good Foundation
Key facts	In 2005, the first SKSN IMAGE Club was piloted at the SKSN Institute with 195 disabled 8-12 year olds and 195 able-bodied 8-12 year olds from local schools of various socio-economic backgrounds. There are 18 IMAGE clubs dotted around Rajasthan with a total membership of 1,000. The programme has now begun to expand beyond the borders of Rajasthan.
For inspiration	www.sksn.org www.indiability.org

Summary

IMAGE is a programme which has been operated since 2005 by the SKSN Institute and the Indiability Foundation, where able-bodied and disabled children take part in an everyday activity, side by side on an equal footing, creating a model for other areas of life. It provides direct social re-education, creating integrated communities, where all abilities are respected and their contribution valued. IMAGE is predicated on influencing young minds through experiential learning delivered using sport. It is implemented through a network of clubs that come together annually in the Indiability Games to which parents and the community are invited to spectate, support teams and learn more about the clubs.

Keys to success

Integration of disabled and able-bodied communities

The programme is unique as it is the first time that the disabled and the able-bodied communities have been brought together on an equal basis to take part in an everyday activity. The core of the curriculum consists of specifically designed sports events intended to allow able-bodied and disabled children to compete together, to allow able-bodied children to compete using equipment needed by the disabled, and to allow the disabled to emphasise their abilities.

Knowledge and expertise of the parent organisation

The SKSN Institute is a school with a 20-year track record of providing education to physically disabled children in rural areas. The Institute was set up with the aim of enabling their alumni to live independent fulfilling lives. Its pioneering use of sport has imbued greater confidence and enabled these children to be proud of their achievements. IMAGE contributes to this vision by changing mindsets and promoting acceptance of the disabled in the mainstream.





Sport for All objectives

Provide equal access to sport

The main aim of IMAGE is to break down barriers, build understanding, drive acceptance and instil respect through sport. The clubs create the opportunity to challenge preconceptions and inform minds in a neutral, informal way. The Indiability Games expand this influence into broader communities.

Improve public health and well-being

Many of the IMAGE members with disabilities are affected by polio – a disease contracted orally from faecal matter that can be prevented by the simple washing of hands with soap and water. The IMAGE members with disabilities are examples of what happens when there is a lapse in the proper care and attention to health and hygiene measures.

Support active societies

The whole project is built around schools and the IMAGE clubs run once a week during the normal school term. Teachers are positively influenced through their assistance and support with running the clubs and witnessing change.

How is the programme communicated?

The communication for the programme is achieved through direct interaction with schools via regular meetings, and through close collaboration with the parents, community and local media.

How is the programme evaluated?

IMAGE utilises a combination of quantitative surveys and discussions, but mostly relies on informal qualitative-type responses from stakeholders to evaluate the programme. More robust evaluation processes are in the process of being implemented through various tools.

“After this sports event I feel proud of myself because I never took part in any such event before. Many people used to pity me before. They never thought that I was able to do something good and different.”

Janak Singh – Disabled IMAGE member





Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

- Sports and Active Society Programmes
- A Guide to Implementation
- www.olympic.org
- activesociety@olympic.org