

INNOVATION & ENTREPRENEURSHIP FOR SOCIAL CHANGE I

DONE BY LIM JIA MIN

CLASS T02



CONTENT

- Introduction of Disability
- Evolution of Wheelchair
- What have been done for them
- Why I choose to address the social issue
- Strengths of beneficiaries & Nick Vujici
- Description of service offered by SE
- Target market
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- Sustainable, Scalability, Competitor, competitive advantage
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- Conclusion

INTRODUCTION ON DISABILITY

- What are your thoughts when you hear the word disabilities?
- The term 'disability' refers to **an impairment of body or mind that restricts or causes the loss of a person's functional ability to carry on his or her normal activities.**



TYPES OF DISABILITY

- Vision Impairment
- Mental health Conditions
- Intellectual Disability
- Autism Spectrum Disorder
- Hearing Disability
- Acquired Brain Injury
- Physical Disability



PHYSICAL DISABILITY

- Refers to either with a total or partial loss of bodily functions, such as the ability to walk or move any part of the body.
- OR Refers to a loss or limitation to a physical function which may affect a person's mobility, dexterity or stamina on a long-term basis.
- How?
- Physical disability is not whether a person has a specific condition but how that physical condition impacts his or her daily life.

PHYSICAL DISABILITY

- There are FOUR categories:
- Communication
- Work Tolerance
- Self-Care
- Lastly Mobility that impacted by the significant physical disabilities in their daily life.





EVOLUTION OF WHEELCHAIR



EVOLUTION OF WHEELCHAIR

WHAT HAVE BEEN DONE FOR THEM?

- What have been improved for the wheelchair-user?

1) **Accessibility** (e.g. Transport)

2) **Job Opportunity** (e.g. Employment [SG enable])



Pedestrian



with disabilities
Under the program
barrier-free:

- pedestrian walkways
- access to MRT stations
- taxi and bus stops

In addition, to a
road, LTA will be
256 pedestrian

About 17,400,000 results (0.50 seconds)

Wheelchair Accessible Jobs, Employment | Indeed.com

<https://www.indeed.com/q-Wheelchair-Accessible-jobs.html> ▼

712 **Wheelchair Accessible jobs** available on Indeed.com. Apply to Information Security Analyst, Respite Provider, Client Relations Specialist and more!

Wheelchair Bound Jobs, Employment | Indeed.com

<https://www.indeed.com/q-Wheelchair-Bound-jobs.html> ▼

278 **Wheelchair Bound jobs** available on Indeed.com. Apply to Chairperson, Van Driver, Emergency Medical Technician and more!

SG Enable | Home

<https://employment.sgenable.sg/> ▼

Employment and training opportunities for persons with disabilities, training workshops and online resources for employers by SG Enable.

5 Great Jobs For People In Wheelchairs - Transfer Master

<https://www.transfermaster.com/blog/view.../Five-Great-Jobs-For-People-In-Wheelchairs> ▼

Jul 18, 2014 - Being **wheelchair bound** brings challenges to everyday life. Making a living doesn't have to be one of them. Here are some ideas for **jobs** that ...

Employment Assistance for Persons with Disabilities | Ministry of ...

<https://www.msf.gov.sg/.../Employment-Assistance-for-Persons-with-Disabilities.aspx> ▼

SG Enable is a key focal point to support the needs of persons with disabilities for training, **employment** as well as information and referral to schemes and ...

Missing: users | Must include: users

ee facilities to assist
ons with disabilities
ilable within all MRT
isting MRT stations
e barrier-free route
lance system and
e toilets.

of ramps and
MRT stations
more than 85% of
; including the new

nfrastructure more
idges next to MRT
es, with another 41

ublic buses
ire have to be
e. These buses will
ssively to replace
uses. Currently,
r public buses are
e and the intent is
be wheelchair-

also mandated that
designed for barrier-
barrier-free

WHY I CHOOSE TO ADDRESS THIS SOCIAL ISSUE?

PHYSICAL DISABILITY - WHEELCHAIR BOUND



STRENGTH OF BENEFICIARIES – WHEELCHAIR BOUND

- Consistent proving to society
- Contribute to society
- Positive attitude/mindset
- Trying to catch up with society
- Independent



When one's disability is not a handicap

By RICHARD KUPPUSAMY



Richard Kuppusamy, a wheelchair-bound architect working on a project. Photo: Raj Nadarajan/TODAY

Published 06 MARCH 2017 UPDATED 16 NOVEMBER, 2017

I am a wheelchair-user who lived abroad for many years. When I first came back to Singapore to work in 2012, I was most worried about how my disability would be affected by accessibility.

Getting a job might be more down to whether there are steps at the entrance or if there is an accessible toilet.

However, while I have received strange looks on construction site visits, I have not been refused access even if the lifts were not ready yet.

It is that willingness of individuals and the collaborative nature of the industry to adapt to the situation and improvise solutions that have made it possible for me to pursue my career aspirations.

But some barriers remain, namely mental, physical and social barriers.

First, the mental block of political correctness.

COMMUNITY NEWS ▾ ABILITIES EXPOS ▾ RE

THE COMMUNITY ADAPTIVE SPORTS PARENTS ASSISTIVE TECH INCLUSIVE RECREATION HEROES DISA

Abilities Expo > Abilities Expo Community > The Buzz > Disability as Inspiration

Disability as Inspiration: Can Greater Exposure Overcome this Phenomenon?

By Deborah Davis, [PUSHLiving.com](#)

Inspiration...a term often used when an able-bodied individual witnesses a person with a disability competing, or participating in, a challenging activity despite a physical impairment. "What's your excuse?" is a phrase that often accompanies what is designed as motivational images depicting these scenarios. Very popular Facebook and other social media image posts with extraordinarily high share numbers often follow this theme: "If they can do it, so can you!"



showed his support but also stepped out of his comfort zone. I am glad that through

s about one at a time



dystrophy at a young age. Despite her weakness, she plans trips abroad, and works from

LET'S TALK ABOUT NICK VUJICIC

- Born with no arms and no legs – rare disorder (Phocomelia)
- Since his first speaking engagement at age 19, Nick has traveled around the world, sharing his story with millions.
- In 2007, Nick made the long journey from Australia to southern California where he is the president of the international non-profit ministry, Life Without Limbs, which was established in 2005.
- Publish and sold his books worldwide





YouTube

SG

Search



1:02 / 6:37

Nic Nick Vujicic - "Something More" Music Video

989 6,625,783 views

90K

876

SHARE



Sti



Buy travel insurance at the time that you book your trip.

DDA Compliance Access for Wheelchair users on Holiday

Access for disabled travellers has arguably improved a lot in the last twenty years, yet there is still so much that can be done and which should be done. Still there are many situations and travel environments which fail to provide in the way they should, for wheelchair users and for people with other disabilities. Let us look in this post at DDA compliance access for wheelchair users on Holiday

**DDA COMPLIANCE
& ACCESS FOR**

Published
Jul 25, 2018



Kok Xinghui
kxinghui@sph.com.sg

SINGAPORE - Last Tuesday

least

Ref

replaced items such as passport, glasses, contacts, and itinerary. Exchange a few hundred dollars into the currency of the country you are visiting before you leave home.

feedback," she said.

SOCIAL ISSUES ADDRESS

- Provide an enjoyable and comfortable overseas trip for the disability especially for the wheelchair-user to travel with minimum worries

WHEELCARE

- “Wheel” represent the wheelchair user
- “Care” represent that we care and think of them



- “Heart” represent Love
- “Plane” Represent Travel/Flying
- The Orange background symbol as adventure, fun and travel

WHAT IS WHEELCARE'S OFFERING?

- Offering a Service that is similar to a travel agency,
- Bring the wheelchair-user overseas and even locally
- Plan Itinerary for consumer
- Provide excellent customer service with high service knowledge
- Offers Reasonable prices but also guarantee journeys with hassle free
- Provide Insurance Each Trip
- Wide Range of Customized Tours

Business Model: Outsource

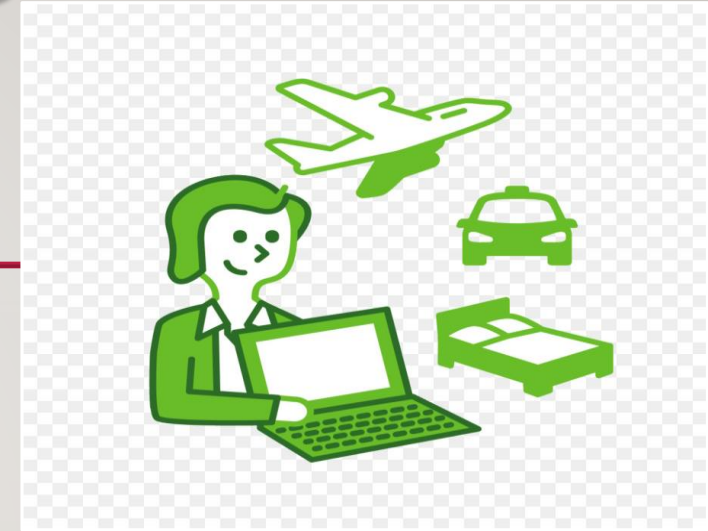


CUSTOMER



WHEELCARE

- 1) Partnership with other Travel Agency Overseas
- 2) Collaboration with Car Rental Agency Overseas



**TRAVEL AGENCY
OVERSEA**



CAR RENTAL OVERSEA

PACKAGES OFFER

- 5D 4N Hong Kong Magical Fun:
From S\$1100
- 6D Super Value Hainan Island
(China): From S\$628
- 8D All Taiwan: From S\$1288
- Provide Customized Places
- Specialized tour:
 - Asia/China tours with English speaking guide
 - Silver Age tours
 - Muslim tours
 - Cultural tours
 - Educations tours

PARTNERSHIP & COLLABORATION

- **Thailand**

- Travel Agency :

- Oriental Escape Co., Ltd
 - Thai Travel Centre

- Car Rental :

- Q.C. Leasing Co., Ltd
 - HAPPYCAR.com

- **Malaysia**

- Travel Agency :

- Yettosee Travel and tours
 - Desire Holidays Pvt Ltd
 - Instant Journey.com

- Car Rental :

- Avis
 - Suria Car Rental
 - Orix Auto

PARTNERSHIP & COLLABORATION

- **China**

- Travel Agency :

- Top Travel Agency
 - Shanghai Spring International Travel Service

- Car Rental :

- Diamondcab
 - Beijing North Star Car Rental Company

- **Europe (In Long- Run Goals)**

- Travel Agency :

- Topdeck
 - Europamundo

- Car Rental :

- Europe by Car
 - Kemwel

HOW?

I) Wheelchair Minibus

- Our vehicles are equipped with automated wheelchair ramps
- Wheelchair can be secured with safety restraint system.
- Every minibuss can seat up to 2 wheelchairs or 10 persons.
- Skilled and professionally train drivers.



HOW?

2) Toyota Hiace High Roof model

- Up to 4 wheelchair users (10pax)
- Vehicles are fitted with hydraulic wheelchair lifters.
- Wheelchairs are secured to the vehicle's floorboard by means of belt restrainers.



TARGET MARKET

- My target market will be the physical disabilities especially the wheelchair-users with their families and everyone that like to travel in general.



CAN WHEELCARE BE SUSTAIN

- YES
- THERE IS AROUND 100,000 WHEEL CHAIR – USER in Singapore in 2011 and it stated that it is increasing year by year
- Various news showing that the wheelchair bound are facing challenges when they want to travel especially to other countries.
- Apart from paying the necessary fees, they have to pay us 20% additional of the total cost
- By collaboration with other travel agency and car rental overseas
= LOWER EXPENSES



WHEELCARE SCALABILITY

- Outbound Service – travel oversea
- In a Short-Run: - Travel within Southeast Asia, China, Malaysia

Slowly Expend

- In a Long-Run: Travel within Europe, Italy, Middle East Country and more
- Apart of expending our business, Wheelcare hope to provide job opportunity for low – income families.
- Travel By Cruises
- Having a Online site

WHEELCARE'S COMPETITORS?

- Direct Competitors:

- ✓ All Travel Agency (NTA Travel Singapore Pte Ltd, Chan Brothers Travel Agency, WTS Travel....)
- ✓ Airlines (Singapore Airline, Tiger Airline ...)

- Indirect Competitors:

- ✓ Serving People with Disabilities Since 1964 (SPD)
- ✓ Disabled People's Association (DPA)
- ✓ Online Blogger / Website
- ✓ Any Private/Public Sector related



COMPETITIVE ADVANTAGE

- **EXTRA SERVICE:**

- Finding the best suitable places
- At the best timing
- Drive them from home to airport
- At their convenient accessibility

- **PAYMENT (INSTALLMENT)**

- Lowest interest rate in the whole!
- Offers promotions frequently

- **DIVERSTY OF COUNTRIES TO CHOOSE:**

- Asian countries (Japan, South Korea, China, Taiwan, Hong Kong)
- In Long-term include Europe and America destinations, as well as unusual locations like Israel, Serbia, Croatia, Slovenia, Georgia, Armenia, and Uzbekistan

COMPETITIVE ADVANTAGE

- **Hire Low-income families**
 - Provide them with free training and income at the market salary with various benefits.
 - A Chance to travel TOO!
- **Staff**
 - Personally trained by SkillsFuture
 - Knowledge on the disability people
- **Customized Package**
 - Choose your preferred choice for holiday & travel needs.

HOW CAN WHEELCARES BENEFIT MORE PEOPLE?

Why Not Help the Low – Income Family?

Ministry of Social and Family Development (MSF) data shows that 5,644 young households - with applicants aged below 35, the official definition of youth - received ComCare's short- to medium-term financial aid in the financial year of 2015.

RISKS OF GIG ECONOMY

The gig economy is going to aggravate the social and job-related causes of poverty. Retrenchment due to job obsolescence and job disappearance will increase.

LABOUR ECONOMIST HUI WENG TAT



But what experts say is troubling is that young Singaporeans account for one in five recipients - a proportion that has not budged despite government efforts such as student care and skills-upgrading subsidies.

It is also just a shade under the share that older Singaporeans aged 60 and above form (these do not include those who get long-term help due to illnesses or disabilities).



Related Story

Dispatch rider, 23, plies the roads with a prayer and a dream



This is a 40 per cent jump from the 4,016 young households who got such ComCare aid in 2012 - the earliest year that age-segregated data was made public. By contrast, the number of older households whose applicants are aged 35 to 59 went up less - by 34.9 per cent.

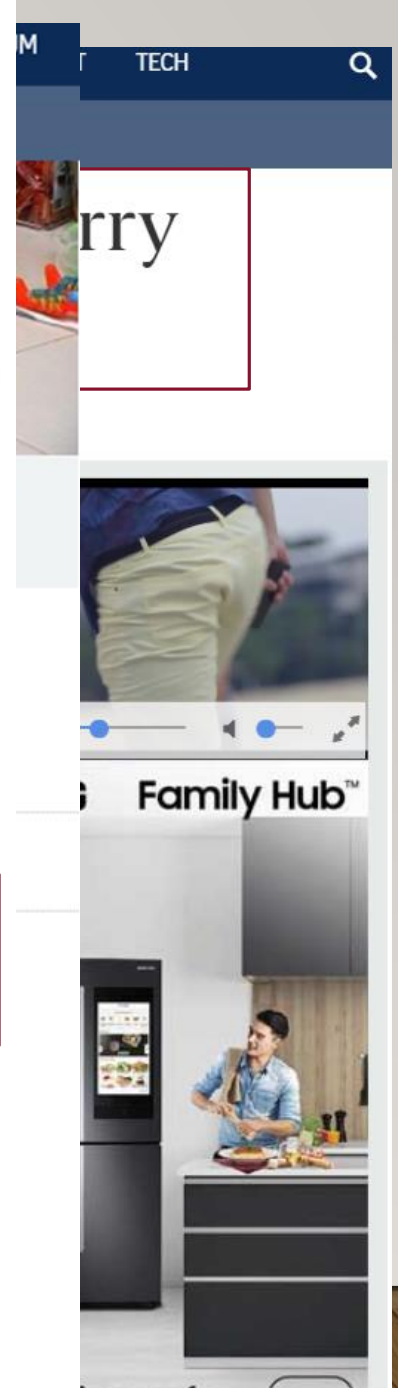
Over the years, the Government has become more generous in administering ComCare, bumping up cases. Families now get help when they have a monthly household income of \$1,900 or less, or a per capita income of under \$650, among other criteria.

The numbers also surprised Ms Rachel Lee, a principal social worker at Fei Yue Family Service Centre. The social worker has seen more younger families seeking help at the centre, but was taken aback when told that the proportion is similar to those 60 and older.

"They may not be the majority but if we don't help these young families break out of the vicious circle, they can get trapped in it, especially those with dependants," she said.

Another set of data also suggests that the problem of poverty among young Singaporeans can be quite intractable. More so than other age groups, they seem more stubbornly stuck with low wages.

Manpower Ministry data shows that last year, there were fewer employed residents aged 15 and above



SOCIAL ENTERPRISE MODEL

- Social Needs Model
 - Help the disabilities especially wheelchair bound user to travel oversea
- In the long run – Aim to provide Work Integration Model
 - Provide the low-income families with job opportunity.

Causes

Ubin getaway for wh



1 of 2 Mr Jurani Basri was among 120 wheelchair users who to chaperones. The beneficiaries also enjoyed musical perf LIANHE ZAOBAO

PUBLISHED MAR 7, 2018, 5:00 AM SGT | UPDATED MAR 7, 2018



Island tour by initiative aiming to raise awarene

Rahimah Rashith

After a stroke limited movement on the left side of M up playing football with his friends and would rarely

But last Friday, he journeyed as far as Pulau Ubin, wit caregivers and volunteer chaperones. It was made po

Wheels@Ubin (W@U) which aims to raise awareness about accessibility in Singapore

community to make our spaces accessible and inclusive.

TOWARDS INCLUSIVITY

Wheels@Ubin demonstrates how the community can partner the Government and private organisations to build an inclusive society... we will continue to work with the community to make our spaces accessible and inclusive.

MR DESMOND LEE, Minister for Social and Family Development and Second Minister for National Development.



Mr Quek said that the activities are a reminder "to our wheelchair-bound friends and able-bodied people that being disabled is not being 'un-abled'".

SMRT taxis also played a part in the Friday excursion, ferrying 115 people in the group from their homes to Changi Sailing Club, where they boarded the navy's utility craft.

Said Mr Jurani: "(The trip) allowed me to go out and make friends, and take my mind off my disability."

Correction note: The article has been edited to correct Mr Jurani Basri's age.

A version of this article appeared in the print edition of The Straits Times on March 07, 2018, with the headline 'Ubin getaway for wheelchair users'. [Print Edition](#) | [Subscribe](#)

The third Enabling Masterplan is a national road map that guides initiatives to better coordinate services for the disability sector, from last year till 2021.

Mr Lee, who is also the Second Minister for National Development, urged more people to step forward and make more shared spaces accessible to all, including the elderly and people with disabilities.

Besides touring the island, the participants watched musical performances by students of Republic and Ngee Ann polytechnics, as well as visited the Singapore Navy's museum in Changi Naval Base.

Mr Quek said that the activities are a reminder "to

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nnis Quek, 55,

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Mr Quek said that the activities are a reminder "to

CONCLUSION



- Chosen Social Issue is Disability (Wheelchair User)
- Service Offered : Reduce the problem for Wheelchair user to travel
- Wheelcare is a company that helps the disabilities especially the wheelchair – bound to travel overseas.
 - Business Model = outsources
 - SE Model = Social Needs Model
 - Primary Business is providing the disabilities especially the wheelchair – bound to travel overseas
 - Hopes for Secondary Business provide Job opportunity for low-income families which aims to start once the business is stable



THANK YOU FOR LISTENING

HAVE A NICE DAY AHEAD!



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- <https://www.limousinecab.com/rates/>
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