Newz Hook – Making news accessible to all

Shilpi Kapoor

Newz Hook – A brand of BarrierBreak Solutions Pvt Ltd
India

News and Easy Language
Why Newz Hook?

• **Suffering, Dependent**, that’s how people label the 100 million disabled people in India.

• News is a way for people to get access to the happening in the world!

• For people with disabilities access to news has been challenging.

• Newz Hook aims to work towards inclusion by supporting people with disabilities get access to news.

• Assists people with disabilities and their circle of influence become aware of what's happening in the world.
What do we do?

- We curate & share stories in simple English, Indian sign language and in a disabled friendly & inclusive website.
  - Daily news
  - Information for people with disabilities
  - Stories of challenges and opportunities for people with disabilities
  - Stories of how inclusion & accessibility impacts people with disabilities
  - Events
How is Newz Hook different?

- Blind & Visually impaired can listen to news with VoiceOver screen reader. Can also be viewed in high contrast or different text sizes.
- Hard of hearing or deaf people can see the news in Indian Sign Language (ISL) video.
- Structured content and design and hashtags to help easy access.
- For people who have English as a second language, NewzHook writes simple English!
Target Audience

• People with disabilities
  • Blind and Visually Impaired
  • Deaf & Hard of Hearing
  • Learning Impaired
  • Physically Impaired

• Circle of Influence
  • Parents
  • Teachers
  • HR – Diversity & Inclusion Professionals
  • Rehabilitation Specialists
  • CSR Professionals
Life Story

• Prashant Naik, public-sector bank employee having low vision.
  • Simple and clutter free interface
  • Ease and convenience to read
  • High contrast and large font features work perfectly
  • News are structured in diverse categories
  • ‘Event' section keeps updated with coming up events well in advance
Revenue Possibilities

- Advertisement on website
- Content Sponsorship for a specific area
- Grant for Newz Hook
- Organizing Targeted Events
Contact Us

email: shilpi@barrierbreak.com
Web: www.newzhook.com
mobile: +91-98199 85266
office: +91-22-2686 0485/6

Connect with me on Twitter: @Shilpi_Kapoor