



WWAD™

WALK WITH A DIFFERENCE



WWAD : FASHION WITH DISABILITY

INDIA'S FIRST OF IT'S KIND AND BIGGEST FASHION PAGEANT FOR DIFFERENTLY-ABLED

Walk With A Difference (WWAD) - is a social initiative of AIMS Media to discover the hidden talents of personwith disabilities in the fields of Clothing, Fashion, Art, Music, Dance and Sports through social events and exhibitions. WWAD aspires to become the medium through which the disabled get to showcase their abilities and experience the happiness of being looked at for what they possess instead of their weakness/disability.

Our vision is to create a society which is empathetic towards the PwDs, supports Equality and Inclusion and does not shirk from giving them an opportunity to create a niche for themselves and walk with their heads held high. Also, we help in exploring new arenas for employment for the disabled and lay emphasis on their needs and requirements.

Organized by:



WWAD BACKGROUND



WWAD was organized in Delhi and Bangalore in 2015 and 2016 at Siri Fort Auditorium Delhi and Christ University Bangalore respectively and through a multidisciplinary approach helped thousands of persons with special needs to meet the challenges. In the past, WWAD witnessed by various policy makers, bureaucrats, corporates, institutions and individuals sensitized millions of people across the country towards people with special needs and also launched Disabled Mannequins.

SEASON 1- WWAD 2015 : DELHI

WWAD had its first flagship event in 2015 in Delhi at Sri Fort Auditorium with over 600 participants appearing for the audition that was held at Bosco Public School. The finale took place with 30 selected participants in the presence of distinguished policy makers, bureaucrats, institutions, fashion model, designers and corporates. Smt. Meenakshi Lekhi (Minister of State for External Affairs and Culture of India) and Sh. Lov Verma (Retd. Union Secretary for The Empowerment of People with Disabilities) delivered the keynote address and inspired all the participants and organisers. A world-renowned performance by Ability Unlimited was scheduled as a filler activity that added wings to the event. One of the finalists of WWAD 2015 Mr. Gulfam Ahmed is a great inspiration and successful role model today.



SEASON 2- WWAD 2016 : BENGALURU

The very next year 2016, the second edition of WWAD took place in Bangalore at Christ University with over 800 persons with diverse needs appearing for the auditions. Throughout the years, WWAD has made social impacts for propelling progressive change, right from launching disabled mannequins to making the world of fashion, at large, more inclusive towards people with disabilities. Late Sh. Ananth Kr (Minister of Chemicals and Fertilizers, Parliamentary Affairs of India - of that time) and Sh. Harsh Vardhan (Chairman of the WHO Executive Board) extended his joy and wishes for this historic initiative and the participants. Articulate Ability showcased world class performance which helped to see abilities beyond disabilities through a powerful cultural act. Mr. Pranav Bakshi and Mr. Siddhartha Shakya are the two big role models and success stories of WWAD 2016.

FASHION FOR EVERY BODY

WWAD Hall of Fame



Siddhartha was one of the finalists of WWAD 2016. After his big break at the ramp, here, at WWAD, Sid marched forward, performing at fashion shows by Manyavar, Tommy Hilfiger, Allen Solly and Marks and Spencers to name a few. One of India's youngest and most promising models, Siddhartha walks on spreading the message of inclusivity.



Pranav Bakshi is India's first model with autism. He has walked for brands like Benetton and was featured in HT City's 30 Under 30. He walked in WWAD 2016, Bangalore edition and hasn't looked back since!

LET'S WALK WITH A DIFFERENCE

AND MAKE A DIFFERENCE IN FASHION BY THE DIFFERENTLY-ABLED!!



Mr. Gulfam Ahmed started his modeling and sports career on the 2015 WWAD ramp. Today, he has won several accolades including the titles of Mr. Wheelchair India 2015 and Rubaru Mr. India 2021. He has also won 28 medals at the National Paralympic Championship. He urges all WWAD 2022 contestants to find ability beyond their disability and shine bright with spirit and grit against all odds.



DISABLED MANNEQUINS

In 2016, AIMS media launched Disabled Mannequins dedicated to the WWAD 2016 finalists. 3D characters of mannequins were made irrespective of individual identity but keeping in mind the various categories of disabilities like Autism, Locomotor, Cerebral Palsy, Multiple Disabilities, Down Syndrome etc.

WWAD 2022, Kolkata

WWAD is very proud to launch its third edition in 2022 at City of Joy, Kolkata. Hundreds of people with disabilities from nine different categories in the age group of 10-45 years from different parts of the country participated in the auditions held at The Heritage School. The auditions are followed by a Grand Finale scheduled for 19th November 2022 at the Science City Auditorium where eminent personalities, policy makers, big corporate and media houses are to be present. The grand finale is designed with the ramp walks by fashion models with special needs for India's rich heritage and culture of sustainable handloom textile fashion, where state-of-the-art creative acts as well as world class instrumental and musical performances will grace the entire event. The 'Football For All' campaign is also to be launched at the Grand Finale of WWAD 2022 in association with IKF. There is no doubt that WWAD 2022 is bigger and brighter than ever and you cannot miss to be a part of this historic event.

**LET'S NOT CONFINE FASHION
TO THE ABLE-BODIED!**

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