

Newz Hook – Making news accessible to all

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**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 an 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!



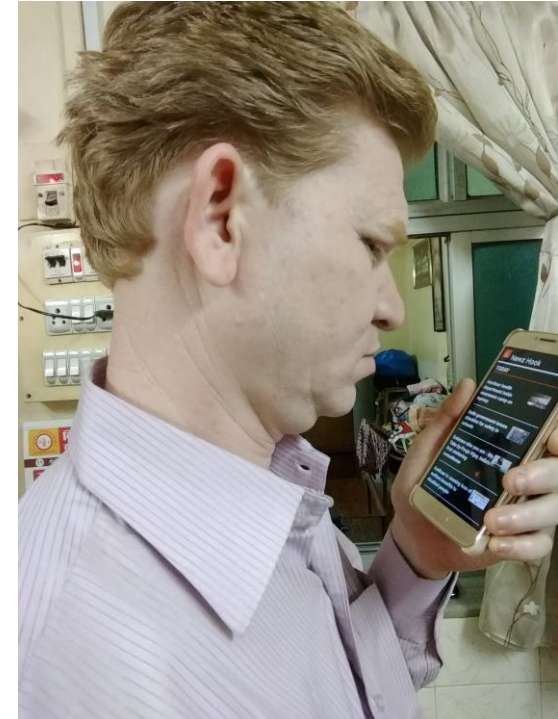
Target Audience

- 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

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