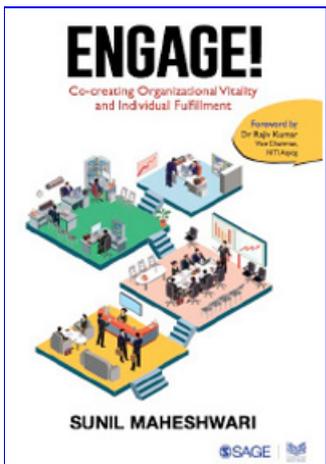


## PEOPLE ENGAGEMENT SERIES

Most of us would have heard of the "Jaipur Foot". But few would know of its origins; how it started in 1968 as a small initiative and has grown into a vast non-profit movement bringing confidence and dignity to 1.6 million poor handicapped people in 26 countries.



Behind the exceptional achievement is an apt example of people engagement - the ability to convince stakeholders and employees to join the journey for society's greater good.

The video and the case study offer a glimpse of the motivations that drives BMVSS (the charitable organization behind Jaipur Foot) and how it has enabled lakhs of disabled individuals to walk confidently with prosthetic limbs, *all for free*.

Warmly,  
[The Editorial Team](#)

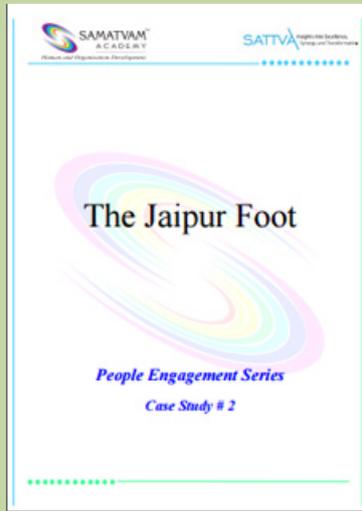


### Video: The Jaipur Foot



An absorbing visual exploration of the Jaipur Foot's phenomenon; how people with distinctly different but complementary skill sets were brought together by providential circumstances, leading to a social movement with remarkable impact.

Social concern at the individual level is easy. To do it at scale with the intention of rehabilitating large affected sections in a sustainable manner calls for people skills, a corporate mindset and selfless passion, as this video reveals. [More](#)



## The Jaipur Foot

The primary driver behind - what later came to be known as the Jaipur Foot - was the high cost of imported prosthetic limbs. They were unsuitable to Indian needs and unaffordable by the handicapped poor.

Mr. D. R. Mehta IAS, who happened to be at the SMS Hospital, Jaipur for treatment saw a much bigger and impactful role for the indigenously made artificial limbs being fabricated there. He formed the *Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS)* to benefit thousands of people who had lost their lower limbs. He balanced social compassion, Gandhian engineering and frugal economics to take the initiative to great heights. This case study dissects important challenges like:

- \* Engaging people to work with high motivation in a charitable framework
- \* Long term viability of the free model
- \* Lack of patent protection and consequent me-too products
- \* Managing growth, demand and cost escalations

[Read the full note.](#)

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