

Assistive technology presents one of those instances where we may ask ourselves why something so clearly beneficial has such a hard time winning recognition. Yet, we know that the seemingly simple task of providing eyeglasses, hearing aids, or wheelchairs and prostheses to all those who need them, is actually the result of thousands of decisions – in policies, supply chains and investment risk – often taken amongst other competing needs and priorities. This is among the reasons why, so far, we have made nowhere near enough progress in making AT available to all who need it.

Moreover, one of the elementary requirements to boost the sector is to raise awareness about Assistive Technologies. Many of the potential beneficiaries are severely unaware of the products and services that can benefit them.

AssisTech Foundation has been working its way forward to combat this issue. We have launched various initiatives to raise awareness around AT, its benefits and sharing success stories. One such initiative is [ATF Awards](#), an accolade that recognizes unsung heroes who aim to make a change in the lives of people with disabilities across the globe by leveraging assistive technology. Through India's first assistive technology awards, ATF aims to bring focus on how technology innovation can enable people with disabilities to become independent and empower them to live with dignity. Moreover, on the occasion of World Disability Day last year, we asked our partners with disabilities "Which is The One Tech that has Transformed their Lives?" and presented '[The One Tech](#)' (TOT) that talks about how technology is creating a positive impact in the lives of people with disabilities.

Recently, we have collaborated with Cyber Media to feature our startups and raise awareness about the AT products and services through their magazine: PC Quest. CyberMedia has continued to be torch bearer for technology business, knowledge, and information for India's growing industry needs, allowing itself to reach out to a community of over 1.5 million people. Through this collaboration, ATF along with CyberMedia aims to highlight many use cases of Assistive Technology, establish a product market fit for the startups, highlight the innovative solutions that are available in the market and benefit people with disabilities through them.

PC Quest in their February 2023 issue has featured top 20 innovative Assistive Technology Solutions that have been a part of ATF Portfolio and network of 400+ Assistive Technology startups. Get a digital copy of that edition now!

<https://resources.pcquest.com/pcq-rsr/pcquestarchive/>

We look forward to bringing AT impact into the limelight and lead thought leadership with CyberMedia and raise multifold awareness to strengthen the AT ecosystem and impact learning, livelihood & living of people with disabilities.

Buy the magazine!

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