

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

**IIMK/CS/235/ITS/2024/01**

January 2024

**Assistive Technology Development; markets for inclusive mobility- A  
case of Device Manufacturing Company (DMC)**

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**Please contact the corresponding author, if you would like to access the full case study.**

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## **Assistive Technology Development; markets for inclusive mobility- A case of Device Manufacturing Company (DMC)**

### **Abstract:**

This business case study examines Device Manufacturing Company (DMC), a trailblazing company revolutionizing accessibility for individuals with disabilities through cutting-edge assistive technology (AT). Highlighting global challenges, particularly in the Asia Pacific region with a mere three percent AT access, the study underscores a projected US\$60.84 billion market by 2028 and the potential to impact over one billion lives worldwide. Focusing on the economic, health, and social benefits, the case emphasizes a compelling 9:1 Return on Investment (ROI) for increased AT access. DMC's journey, rooted in academic excellence at IIT Madras, unfolds, showcasing its commitment to inclusive design, user-centric development, and stringent quality assurance. Technological innovations like DMC1 and DMC2, and the Clip-On Device are explored, revealing their transformative impact on individual lives, societal inclusion, and employment opportunities. With over 4000 users in India, DMC's market acceptance is analyzed, considering direct purchases, government initiatives, and CSR programs. Despite notable success, challenges in affordability, geographical reach, user identification, and public awareness persist. The case provides insights into strategic collaborations and solutions necessary for sustained and inclusive market penetration.



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