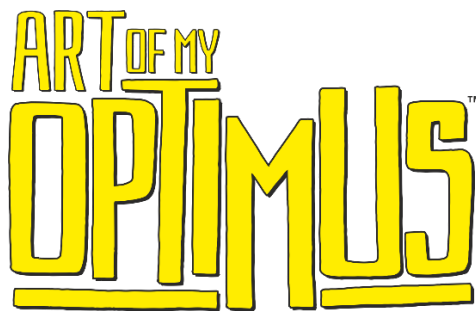




X



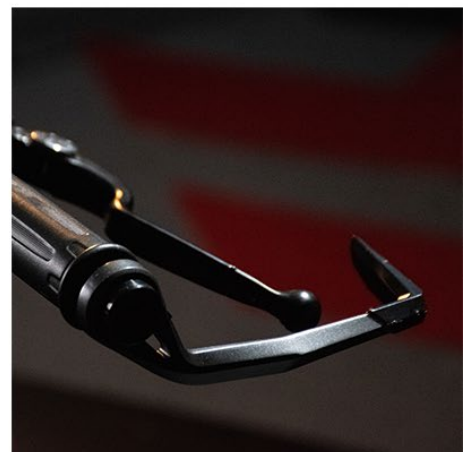
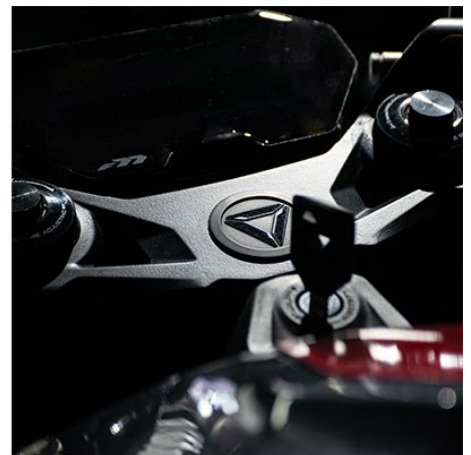
## ULTRAVIOLETTE x ART OF MY OPTIMUS

### THE INTENT

The intent was to set an example/benchmark on building an inclusive atmosphere, whether professional or educational, which can leverage passionate individuals with special needs who have big dreams. This process spreads awareness like none other-not only for the employees but also for the audience of the company and the industry. This has been rarely executed by companies other than Ultraviolette and is a stride towards a massive social impact.

## THE PROJECT

Ultraviolette observed Jijo's keen interest in mastering photography over the last year, when he proactively accompanied and learnt from the UV Crew at each of their shoots. They saw the potential in Jijo to do things differently. Jijo's work consistently surprised everyone, which led to Ultraviolette asking him to shoot the details of the F77 in a very artistic style - something that had not been attempted before, and Jijo was entrusted with this responsibility. Jijo took a day or two to shoot the bike as per his requirements and then edited, framed and colour corrected the photographs before presenting it to the top management a week later. Ultraviolette, highly impressed by his approach and the work, wanted to show the world his potential by the means of an [inspiring video](#).



# #WithUsNotForUs INITIATIVE

BY DOWN SYNDROME INTERNATIONAL AND THE UNITED NATIONS

[World Down Syndrome Day](#) is a global awareness day that is observed every year on 21 March by Down Syndrome International and the United Nations. Every year, there is an objective/mission shared by them to address concerns pertaining to the condition and find ways of mitigating it. **This year, it was a call for people and organizations around the world to be "With Us Not For Us" by empowering special individuals to make his/her own choices and be given an inclusive environment to flourish in.**

Ultraviolette's collaboration with Jijo for this project and even otherwise, is in complete alignment with this call.

- [LinkedIn](#) (from Ultraviolette)

**Ultraviolette Automotive**  
70,006 followers  
1d • Edited

On [#WorldDownSyndromeDay](#), we showcase how [#WithUsNotForUs](#) takes flight at Ultraviolette's inclusive base. With [#ArtofMyOptimus](#) capturing the F77, we illustrate how inclusion works wonders for individuals with special needs.

Take a look at his artistic shots here - <https://lnkd.in/gR9aghC5>

Our approach at Ultraviolette values passion over just academic qualifications. [Jijo Das](#)' love for photography and motorcycles caught our attention, and the fact that he is an individual with [#DownSyndrome](#) inspired us. His pro-active learning pattern through keen observation, helped us recognize how abilities transcend barriers. After weeks of observing his craft, we decided to collaborate on a project!

This year's [#WithUsNotForUs](#) theme resonated with us, as it reflects our philosophy of inclusion. Today, Jijo is one of our most prized photographers who offers unique perspectives on our creations. Encouraging him to flourish creatively and make his own decisions resulted in exceptional outcomes, and all of this is possible through fostering an inclusive environment.

Based in Bangalore, Jijo is an artist with Down Syndrome who boldly experiments with various forms of art - from traditional mediums like acrylic paints to digital mediums like Adobe Photoshop. He is also a passionate drummer, and a photographer, whose canvas embodies the fusion of all his interests.

[#Ultraviolette](#) [#F77](#) [#ElectricVehicles](#)

**ART OF MY OPTIMUS**

**World Down Syndrome Day**  
www.worlddownsyndrome.org

[#WithUsNotForUs](#) 3:39

Celebrating inclusivity on [#WorldDownSyndromeDay](#) through [#WithUsNotFor...](#)

[You and 432 others](#) **22/03/2023** [9 comments](#) • [20 reposts](#)

## LINKEDIN COMMENTS

**Dhairya Gupta** • 2nd  
Founder & Chief Environment Officer (CEO) at Earth Ride | Making air cleaner...  
17h

Really shows what an incredible team [Ultraviolette Automotive](#) is. Congratulations to Jijo.  
[Narayan Subramaniam](#) - not only are you an incredible designer, you are even a better human. We need more Entrepreneurs like you.

Entrepreneurs chase valuations these days. Valuation can be eroded. But when you create a company built on human values, you have something invaluable.

For other fellow Entrepreneurs out there - Don't do these initiatives for social cause. Take such initiatives because people with down syndrome are talented. Give them a fair chance. Give them support and you will see what incredible things they can contribute

Love • 2 | Reply

**Nigel Lopes** • 3rd+  
Motomorphs . Goa  
9h

Wow, that's awesome, changes people's perception of your company. I'm sure. Super Impressed with this aspect of Ultraviolet. And of course the rest.

Like | Reply

**Advyth Herur** • 2nd  
Communications and Digital Marketing  
1d

Celebrating [#WorldDownSyndromeDay](#). Recognizing and valuing the unique abilities and perspectives of individuals with Down Syndrome, and creating a society where they can fully participate and thrive.

[#Ultraviolette](#) [#societyandculture](#) [#workculture](#)

**Ken Rick** • 2nd  
BDE Smart Bots | Technology Evangelist  
6h

To all our there who sees startups in odd way and no future. Here's the quick answer for all you startups are being super innovative in every aspect and bringing such a cool ideologies that will create an impact in society.  
[Ultraviolette Automotive](#) [Narayan Subramaniam](#) thanks for bringing on Jijo Das and show a path way for those kind of hidde artists.

- [Instagram Reel](#) (from Ultraviolette)
- [Instagram Post](#) (his photographs are here)
- [Instagram Reel](#) (from Narayan - CEO)



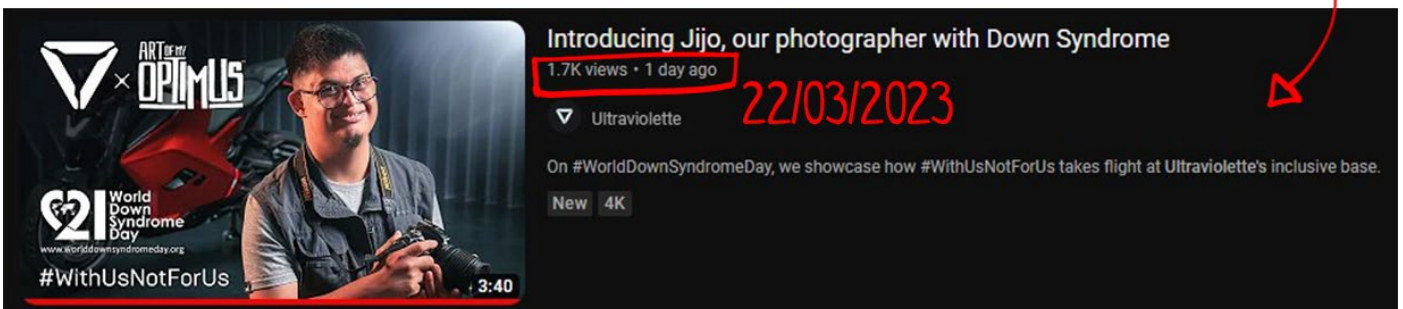
## INSTAGRAM COMMENTS

- jas.jit.singh 1 d  
 Excellent team Ultraviolette! Such extraordinary examples simply add to your visions and dreams. Keep doing amazing work 👍👏  
 Reply 7
- I\_am\_pearl\_black 1 d  
 F77 Stole our Eyes 🔥 .... This stole our Hearts 😍..... Respect 🙌 @ultraviolette\_automotive  
 Reply 1
- victoriansv13 22 h  
 Such a cool move team uv for a pure artist  
 Reply 2
- ultraviolette\_automotive 3 h  
 Hes super talented @victoriansv13  
 Reply 1
- lifeofprat 22 h  
 Incredible work Jijo! You're an massive inspiration to all of us! Go on! 🙌🔥🙌  
 Reply 2
- ultraviolette\_automotive 3 h  
 Absolutely @lifeofprat 🙌  
 Reply 1
- \_midhun\_paru 1 d  
 😍 happy to see beautiful pic captured by @artofmyoptimus lot of love from me...😍❤️❤️❤️ & Happy to hear that he is a part of UV @ultraviolette\_automotive team 🙌🔥🙌🙌🙌 @narayan\_uv & @nirajrajmohan more love to you guys for such a appreciation & @ultraviolette\_automotive team members 🙌😍❤️❤️  
 Reply 2

- [Twitter](#) (from Ultraviolette)
- [YouTube](#) (from Ultraviolette)



TWITTER  
AND  
YOUTUBE



## ABOUT JIJO

Jijo is an artist, illustrator, photographer, and drummer with Down Syndrome, who has been internationally featured and awarded for his work. He represents his brand [Art of My Optimus](#) in everything that he does. His goal in life is to someday work as a concept artist in animation studios like Disney-Pixar, DreamWorks, etc. His immense tenacity to consistently attempt at mastering the craft and to never give up has made him do things that take the world by surprise.

Currently, [Art of My Optimus](#) is working towards setting up a source of livelihood for Jijo with the work that he puts out, while also sharing his journey through all forms of media to inspire everyone and raise awareness about the capabilities of such individuals, which can be honed if they are included/trained/educated well by the society.

[Facebook](#), [Instagram](#), [Twitter](#) & [YouTube](#): @artofmyoptimus  
[LinkedIn](https://www.linkedin.com/in/jiodas): www.linkedin.com/in/jiodas