

COVID-19 WEEKLY REPORT

WEEK 2

IMPACT NUMBERS

WEEK 2	
Content	Impact Numbers
Total Calls	958
Total Messages	31943
Total Dry Food kits distributed	400
SHG Support Families (Covid19 awareness)	1050
Total mask production	100000
Employment through IVillage	300
Quarantine @PPES Quarantine centre	22

TOTAL TO DATE	
Content	No
Total Calls	1500
Total Messages	63814
Total Dry Food kits distributed	800
SHG Support Families (Covid19 awareness)	1200
Total mask production	100000
Employment through IVillage	300
Quarantine @PPES Quarantine centre	250

Our COVID relief work spans across 120 villages and a population of 1,50,000.

Story of Women Empowerment during COVID-19



The current global scenario of the COVID-19 pandemic along with the nationwide lockdowns has disrupted all forms of normal living. It has plunged the entire world into a predicament that nobody was prepared for. It has brought out unique challenges that can only be responded to by an equally unique and strong intent.

It is with this very intent that Pardada Pardadi Educational Society (PPES) and the countless rural girls and women associated with it have been able to embody. Going beyond the act of securing one's well-being, these women with the help of the organization have joined the team of corona-warriors.

Working under the purview of 'iVillage', the economic empowerment unit of PPES, a large team of women is undertaking the task of producing face masks that they are distributing to a large mass of people. Through iVillage many women have been able to engage themselves and contribute towards the cause of COVID-19.

The women of iVillage that have been empowered by the efforts of PPES are now playing their role to lead the fight against the pandemic in their communities, a testament to their strong will power and a confident sense of self.

Asma, is one of these women leading the charge and her story that she shared talks of her journey of empowerment followed by her intent to contribute to the fight against the pandemic.

Here is what she has to say:

"I did my schooling from Pardada Pardadi Educational Society School till the 10th standard. I didn't complete my schooling because I simply couldn't get myself to be interested in studies, so I left school. This happened in 2011 and for two years I was home. Finally, it was in 2013 that I felt an urge to really do something and not just remain at home. At that time, I got to know about iVillage, the economic empowerment unit of PPES and I decided to join it immediately as a trainee as it came with the promise of financial independence.

After working for three years, I was promoted to the role of supervisor of my special unit at iVillage. Given the current scenario of the COVID-19 pandemic, our team of eight people is working nine-hour a day shifts to produce 650 face masks a day.

The atmosphere at iVillage is very friendly and conducive to building and learning new skills. The consequence of working within this team means that I have had great exposure to the business world and have developed my leadership, negotiation and interpersonal skills. I recently had the opportunity to meet the founder of Amazon, Jeff Bezos at an event where iVillage was one of the chosen vendors. I feel very lucky as all my family members are very proud and supportive of me in this endeavour and now, I have control over my own destiny. I am now able to contribute towards my house expenses and pay tuition fees for my siblings.

All this has made me a confident person along with being financially independent. All the credit for this goes to PPES and iVillage as they have enabled me to be the best version of myself and be proud of it as well."