

COVID-19 WEEKLY REPORT

WEEK 5

IMPACT NUMBERS

| WEEK 5 | |
|--|----------------|
| Content | Impact Numbers |
| Total Calls | 205 |
| Total Messages | 0 |
| Total Dry Food kits distributed | 0 |
| SHG Support Families (Covid19 awareness) | 100 |
| Total mask production | 2874 |
| Employment through IVillage | 126 |
| Quarantine @PPES Quarantine centre | 15 |

| TOTAL TO DATE | |
|--|---------|
| Content | No |
| Total Calls | 4305 |
| Total Messages | 116936 |
| Total Dry Food kits distributed | 1100 |
| SHG Support Families (Covid19 awareness) | 1525 |
| Total mask production | 176,918 |
| Employment through IVillage | 200 |
| Quarantine @PPES Quarantine centre | 265 |

Our COVID relief work spans across 120 villages and a population of 1,50,000 with ration kits being distributed twice a month and now we have started active assessment of on ground situation by doing telephonic surveys with our 1600 students from 5th class onwards and with all the SHGs associated with us.

MRS ARYA – BACKBONE OF IVILLAGE



"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."- John Quincy Adams

Mrs. Arya is the leading light of iVillage(an Economic Unit of PPES). She has been an inspiration and guiding figure for her league as well as others.

It's a story of the various challenges encountered by her during the lockdown, but she stocked to her goal

The Economic challenge

She says, " One of the major battles was to urgently adopt measures to protect the livelihood for all the members working in iVillage production centre."

There are around 100 women working in our production centre and due to Covid-19 and ensuring lockdown, the production centre had been shut down.

The main responsibility was to ensure that women who are part of iVillage have suffice work to earn and meet their daily needs and to ensure it we initiated with making face masks from our homes instead of our production centre(our usual working space).

She further added , "Masks act as a physical barrier to protect us from viral and bacterial particulates and it's the need of the hour, so we thought it could be a way to help self and others as well".

Workstation for carrying out the work

The next major challenge faced by the team was finding the new workstation for themselves.

She says , " When the building was turned into a quarantine centre and we were left with no station to carry out the work ,so we shifted to a small village temple. We were worried about how the production will be done and how we will connect with the team members but somehow we managed to overcome this challenge too and the finally we were able to execute maximum numbers of orders."

A Shift from Industrial to household sewing machines

The next challenge was the shift from using industrial machines to household sewing machines to develop the masks at home.

The entire process of making face masks consists of various steps beginning with quality check, training the staff, delivering it to various places.

She says "The delivery network was another challenge. "

We had three checkpoints that were

1) Anupshahar to Bulandshahar

2) Bulandshahar to Noida

3) Noida to Delhi.

Initial Dropouts turned into enrolment of more members in the team

There were many dropouts when the production centre was closed. Not everybody's family supported the women to continue with their work, but Ms Arya with sheer determination managed to convince one female member of our team and her family to join our team and they trained them on how to make a mask and maintain the quality of it. They exemplified hope for others.

Following the same many women received support from their family members and came forward to get themselves trained, So they conducted training for them also.

Ms. Arya further added , " Soon we started working with the same zeal and every second or third day the team members would come with their stitched mask and take back more cuttings and they started earnings. That is how the community started to transform. "

Generated livelihood for families

A married woman found a lot of support from her husband like they started to come with their wives and would wait for two hours.

The young girls got support from their family members in helping them in doing the household chores so that these girls could give more time in stitching and hence more earnings.

The members even started to help them in stitching and finishing of face mask, But there was no compromise on Quality Standard.

Role of Community

The community came forward to help each other. Many workers who work in garment factories were given a long holiday due to lockdown. They had come back to their homes. They volunteered in the creating face mask initiative as they knew about the process already (quality control, cutting, finishing),hence they could help the other women in this process.

The girls from iVillage also volunteered in their prospective villages. They had enough money saved to manage their expenses during this crisis and there are many people out there who need support. So, they become the trainers wherein they started going to every household of their respective villages and teach them how to make face mask. This is a pure volunteer effort from the girls who are trained in iVillage.

United we stand

It's a pure example of people coming together and helping each other.

She says, "This is one thing that we have witnessed during lockdown that the work continued with the same vigour and effort like it used to before lockdown. We still managed to earn and give salaries. So, we realized that there is potential in every house, every woman, and villagers. We received plenty of support from administration, authorities and police. We were given special permission for our movement and in return, we took special measures like sanitation, etc".

Marketing and sales

On the Marketing and Sales side, it was a challenge to generate enough orders for households and deliver each order safely on time. To ensure the same they created a sole distribution network which never existed

before and no other company could do it. But iVillage continued right from the beginning of lockdown to now and after a month they have managed to deliver pan India.

One team takes care of the production while the other team of the sales part and this is how the two teams came together and succeeded in generating income for each other and protecting the mission.

The Final Takeaway

With sheer determination one can overcome all hurdles.

