The COVID-19 disaster manifested and came into the pandemic mode on March 2020. The world was jolted.

Millions of Indians, more so from informal sector were left stranded, helpless, homeless and hungry. We in Development Alternatives realising the enormity of the of the disaster, rose to the occasion and diverted from our comfort zones to venture into the world of relief work. We were helped by our funders like MAERSK and HUL. It also gave us the opportunity to work with CSO partners on ground. I would like to acknowledge the selfless service of the partners on ground like Janpahal (Delhi), AVUS (Haridwar) Etah, HUL and DA team in Sumerpur and HALWA (Mumbai). They rendered their service in helping us distribute food, rations and other relief material to the communities worst affected by manmade and natural disasters.

One of the funders, MAERSK even modified their deliverables of the project and diverted significant resources in COVID relief to Truck drivers and their community.

Overall it has been mentally satisfying that WE as people stood up and helped our brethren in need. Thank you all who helped humanity in the time of need.
Geographies: COVID-19 Relief

- Rajasthan
- Uar Pradesh
- Haridwar
- Sumerpur
- Etah
- Uarakhand
- Madhya Pradesh
- Maharashtra
- Raigad
- Delhi NCR
- Bundelkhand Region
- Delhi NCR
- Uttar Pradesh
- Etah
- Sumerpur
- Haridwar
- Uarakhand
- Madhya Pradesh
- Maharashtra
- Raigad
- Delhi NCR
- Bundelkhand Region
- Delhi NCR
- Uttar Pradesh

- Ration Distribution (Delhi, Etah, Sumerpur, Haridwar and Raigad)
- PPE Kits distribution in hospitals (Delhi NCR)
- Truck Cabin Sanitization (Delhi)
- Village Sanitization (Delhi-1KM)
- Mask Distribution and COVID Awareness
- Cooked food Distribution

- Kaleidoscope
- PPE Kit Distribution in Govt. Hospitals (Delhi – NCR)
- Transmission of COVID-19 related information to 2L individuals across 150 villages
- Cyclone Nisarga Relief- 1,200 families
- Village Sanitisation at Dadri- 1 km area
- NDTV coverage of UNEP project
- TA+ Neo-literates stitched masks for distribution
- People oriented on COVID-19 with Wadhwani Foundation
Kaleidoscope

Cooked Food Distribution

Rajasthan
Uar Pradesh
Haridwar
Sumerpur
Etah
Uarakhand
Madhya Pradesh
Maharashtra
Raigad
Delhi NCR
Bundelkhand
Region

Ration Distribution (Delhi, Etah, Sumerpur, Haridwar and Raigad)
PPE Kits distribution in hospitals (Delhi NCR)
Truck Cabin Sanitization (Delhi)

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NDTV coverage of UNEP project

People oriented on COVID-19 with Wadhwani Foundation

Cyclone Nisarga Relief- 1,200 families

Village Sanitisation at Dadri – 1 km area

NDTV coverage of UNEP project

Letter of Participation
Debopriya Dey

Congratulations for participating in the Salbeya: COVID-19 Skilling Program for Volunteers.

October 2020
When Need Gives Birth to Innovation

Finding new ways to adjust and facilitate employment and education in the pandemic era has been tough for every governmental and non-governmental organisation. The problem is specifically aggravated for population which lacks digital means and suffers low network connectivity. By looking at the ground challenges, we at the Development Alternatives have innovated and adjusted thus adapting to the changed situation. The preferred physical mode of training had to be changed. Digitization was the order of the day. We then shifted focus to training the users through digital platforms including WhatsApp, Zoom, Google meet etc. in different geographies of India including Uttarakhand, Delhi NCR, Rajasthan and Uttar Pradesh etc. The modified programmes have got extensive support from the funders.

1. An ongoing programme on ‘creating awareness on livelihoods amongst school students, which is supported by WPP India CSR foundation and implemented in Government Girls intercollege, Haridwar focuses on providing livelihood readiness training to girls. Pandemic which hit the country sometime during in January was followed by a nationwide lockdown. The lockdown was a constraint on classroom teaching but issues like low-bandwidth, less network connectivity and lack of required devices came as a stumbling block on the idea of virtual training through zoom, google hangouts and other platforms. And as the saying goes “Need gives rise to innovation”, we started our pilot livelihood training programme through WhatsApp with 32 students initially and after successful completion of the pilot, the training is ongoing with more than 183 students of 11th and 12th class.

The students are trained on various themes such as Job Readiness, Soft Skills, Career Counselling, Stress Management, WASH, Gender Empowerment, etc. The peculiarity lies in the fact that all these themes are inclusive, the team has designed workbooks which are being distributed to students who couldn’t be trained through WhatsApp due to inaccessibility of digital devices.

A regular feedback mechanism has been devised in the program termed as “Sawaal Shukawar”, in this students share their feedbacks and queries regarding the program. For making the program more inclusive, the team has designed workbooks which are being distributed to students who couldn’t be trained through WhatsApp due to inaccessibility of digital devices.

2. As part of another ongoing programme of Development Alternatives, Bridge2Naukri supported by United Way Worldwide – Citi Foundation, has launched a digital platform in the form of website i.e. www.bridge2naukri.com. The platform focuses on linking the unemployed youth with suitable livelihood opportunities by bridging the gap between employers and job seekers free of cost. The platform provides an opportunity for job seekers to register on the website and apply for suitable and desired job opportunities. Employers can also register on the website and share their current vacancies in order to get suitable candidates. We tried to connect the employer and the job seeker directly but in the interim we have set up a call centre (IVC) to facilitate the matching of requirements of both.

The website also focuses on making candidates “Employable”, which means to accord them with the training and skills that can make them apt for the professional world. Therefore, 46 hours of learning material is being digitized on livelihood readiness and post placement assistance including soft skills, career counselling, technical and financial literacy, internet knowledge, is being placed on the website. The learning material is drafted with a perspective that it is helpful for students during pre and post placement. Currently, more than 13,000 candidates are registered on the website and more than 900 registered candidates are linked to the livelihood opportunities in last 6 months and still continuing. The programme also has social media presence linked to the website with more than 7k followers to enable a wider reach and an application is also being developed. To cater to the candidates who are in need of vocational skills training, these trainings are provided through digital platforms through zoom or other digital applications. The practical part of the training are also conducted by taking all the required precautionary measures and appropriate arrangements, whenever needed. Regular placement drives are also organised for one to one interaction with employers at the vocational training centres, resulting in the large number of trained candidates getting linked to livelihood opportunities.

To facilitate the placement flow a network of partnerships between employees and training partners is being orchestrated through Letters of Understanding which register them on the website.

To stay relevant in the present pandemic and fast changing students it is necessary to explore technology to one’s advantage. In addition to going the digitized way, we have partners with quality Digital platforms to enhance the effectiveness of our trainers and training.

Pooja Jha
with inputs from Tanvi Arora
Sanitization and COVID-19 Awareness Program: Adjusting to Changing Times

COVID-19 pandemic has impacted the lives of many people in different aspects. On one hand it has disrupted the livelihoods, education and lives of thousands of people. On the other hand, it has created newer opportunities. A need and problem encourages creative efforts to meet the need or solve the problem. The introduction of a new short term course on Sanitization and COVID-19 Awareness, started under Fullerton India Credit Company Limited which supports the Women Empowerment project has the same beginning.

Discovering new opportunities
Society for Development Alternatives have been implementing Women Empowerment Project in Rajasthan and Chhattisgarh with the aim to empower women through employment generated skill development trainings and livelihood linkages. Initially, the project proposal was submitted for the courses ‘Beauty and wellness, Domestic Data Entry Operator and Sewing Machine Operator. Due to pandemic outbreak physical trainings were to be put on hold for some time. Meanwhile, it was observed that there are employment opportunities for the people who are aware of the sanitization work, as unlocking would encourage people to keep their offices, homes and personal vehicles safe from the coronavirus. This would increase the demand of sanitization workers. This idea led to a new course creation under FICCL-WE-III project, where initially 15 women who were interested to learn new skills and adopt it as their profession joined. These women are from the rural areas of Jaipur, Rajasthan. Few of them lost their jobs during the lockdown in the state and others are moving out of their home for work.

Capitalizing on opportunities
While the field team was on ground for mobilization, the course outline, the content and budgets have been prepared for implementation simultaneously.

The ten days training provides knowledge on:
- COVID-19 General symptoms
- Reasons of transmission and prevention technique
- Methods of sanitization
- Practices for Hygiene and First Aid.

This module will make the women well informed sanitization workers. A part of training that covers knowledge on COVID-19 and health and hygiene is being conducted by a certified Nurse Ms. Komal, who is qualified as a General Nurse Midwife (GNM), whereas the practical knowledge of Sanitization process has been conducted by another trained facilitator Mr. Shokat Khan.

While the training was in progress, efforts were made to locate and identify prospective employers for the trainees. Offices, restaurants, outlets have been approached by the team to draw their attention towards this initiative and to analyze their need of sanitization in their premises. Positive responses were received from three local offices to get their premises sanitized by the women trained under the project.

Under the project, on the completion of training, the trainees will be provided with the hand holding for a month. The hand holding includes counselling and the material: Spray Machine, disinfectant and a reusable PPE kit.

Ekta Kashyap
Under FICCL – Women Empowerment project, need based vocational training was being imparted to underprivileged women in rural and peri-urban areas of Rajasthan and Chhattisgarh.

Changes in Implementation due to COVID-19

Before COVID-19, the trainings were imparted for Sewing Machine Operator, Domestic Data Entry Operator and Assistant Beauty Therapist in classroom mode. However, to prevent the spread of COVID-19, the trainings were put on hold. During that time DA and FICCL had a detailed discussion on strategy to maintain learning and skill building trainings for women and youth during COVID-19 pandemic.

Statistics from the Bureau of Labor research, suggests that not only is the demand for healthcare workers high amidst the Covid-19 Pandemic but also it will keep on increasing every year. Need and demand for health workers grows, efforts in health care sector is the need of the hour. A lot of the jobs in the sector such as home nurse and bedside assistants require minimum qualification. Thus examining the current practices, DA set its foot and undertook preparations to enter into healthcare sector with stimulated discussion on the need for accelerated innovation in online learning and the delivery of skills training.

Under the Women Empowerment project, two batches comprising a total of 50 women have been under training for Bedside Assistant course. This training in the health care sector is focused on the care of individuals specially bedridden patients and elderly persons, so they may attain, maintain, or recover optimal health and quality of life. Besides this, a Bedside Assistant dispenses the medicine, keeps the patient records and operates the medical equipment along with the routine duties.

The two months bed side assistant course commenced in September 2020 with 50 women beneficiaries in Bilaspur, Chhattisgarh. The training is being conducted by Vishwas Social Welfare Society. They bring together a wealth of delivering qualitative trainings and workshops in the healthcare sector and offer expertise in minimizing risk in a health care setting through proven knowledge of clinical and patient safety programs. They carry the mark with awareness and understanding of the quality and the affordability of the patient care.

The trainings are conducted by first training the students in practical knowledge and exposing them to practical training by providing on-the-job training(OIT). Currently 30 students are undergoing OIT in hospitals of Bilaspur, Chattisgarh which includes Arogya Accidental Hospital and Unity Hospital, while students were placed in Pratham Hospital and Balaji Hospital.

Mohd. Azeem
Aarti Gandharv, stays with her mother and siblings in a small village of Chhattisgarh. She likes helping people as she enjoys being a support to people in their times of need. This led her to choose Bedside Assistant course when she heard about it from her friend.

“It was like I was getting an opportunity to dream for myself. In the lockdown period I was very stressed about my career as there was no hope positivity around and challenges were many.”

The biggest challenge was there was no earning source for the family as her mother who is the only bread earner for the family, had lost her job. They were struggling for their basic needs for survival.

When she heard that the course has been offered free of cost, she immediately enrolled for it not wanting to lose the opportunity.

Roshani Lahari aged 18 year, stays with her family in Fulwari, a small village of Munglei District of Chhattisgarh. Roshani has completed her 12th in the year 2020. She is good at academics but due to the COVID-19 epidemic she was worried about her career. Roshani’s father who had a private job before lockdown, had lost his job and expecting anything for her career was only a dream for her, Roshani said.

Roshani was approached by a staff member of Vishwas Welfare Society who is the implementing partner of Development Alternatives Group in Bilaspur, Chhattisgarh. Roshani came to know about Bedside Assistant course from him. Roshani felt that her prayers were heard as she wanted to be a Nurse from her childhood but financial condition of her family did not allow to share this dream with them. She wanted to do the course, but her parents were more concerned about the pandemic and increasing number of COVID-19 cases in Bilaspur. Roshani managed to convince her parents and told them that the training centre will take care of all mandatory precautionary discipline and guideline of government of India.

Name: Aarti Gandharv  
Age: 19 Years  
Location: Bilaspur, Chhattisgarh  
Education: 12th Pass

Her mother asked, if she could manage with the minimum expense for travelling daily for the training. Aarti wanted to do this, so she managed it with minimum financial support from her mother.

“I really feel proud when I wear the White Apron. It reminds me that I have to help people and serve the nation even in the difficult time such as this COVID-19 Pandemics. COVID-19 really made people realised the importance of people working in the healthcare sector and I am happy that I will be a part of it.”

Name: Roshani Lahari  
Age: 18 Years  
Location: Fulwari, Munglei District, Chhattisgarh  
Education: 12th Pass

“I have been staying at Bilaspur to take this training. I found it useful for my career. I have learnt first aid, measuring fever and blood pressure, blood sugar, handling needles and drips, communicating with patients etc. I enjoy the work we do in the classroom training and when I share this with my parents they feel proud of me. I am looking forward to work in a hospital and serve the needful people of the country.”

Ekta Kashyap  
Roshani said.

Ekta Kashyap
Joining Hands, Fostering Partnership, Developing Networks: COVID-19 Pandemic

The COVID-19 pandemic is a global health emergency that has manifested into a political, humanitarian and ethical crisis of unforeseen proportions. The fallout has been immense and is likely to have long lasting impacts, particularly on the lives and livelihoods of marginalised communities and people living in poverty.

As a part of the response to the crisis, Development Alternatives (DA) has undertaken various relief support initiatives to reach out to people in every possible manner over the past few months. This initiative was supported by Maersk and Hindustan Unilever Limited (HUL) along with other stakeholders who played important role in reaching out to the needy in distress like Delhi Urban Shelter Improvement Board (DUSIB), Directorate General of Health Services (Delhi), Chief Medical Officer (Noida), Janpahal (CSO partner), District Magistrate (Noida and Sumerpur).

The areas of intervention include:

As a part of joint initiative by DA and Maersk for COVID-19 relief, activities such as Dry Ration Distribution, facilitation of PPE Kit for doctors, community awareness interventions and truck cabin disinfection were initiated in Delhi and NCR to provide some relief to vulnerable communities and support to frontline workers.

Dry Ration Distribution

From April to August, food was distributed to 2,205 families in Delhi and 398 truck drivers and their helpers. Dry ration was distributed to 400 people at Dadri depot and Tilpata village and 1000 vulnerable communities in Delhi. PPR kits were provided to 1,000 health care workers.

With support from HUL, dry ration was distributed to 5600 families in Haridwar, Sumerpur, Etah and Delhi. The supplies included rice, dal and soap packs.

COVID Awareness

In order to create awareness about the pandemic COVID-19 among the communities, majorly on the symptoms and precautions to be taken, community interventions were carried out in the localities near the depots, Dadri & Tughlakabad. A complete Standard Operating Procedure (SoP) was devised in order to comply with safety guidelines of COVID-19 and conduct the intervention with utmost care.

In order to facilitate these community interventions, necessary procurements were made like Infra-red thermometer, sanitizer, Nitrile gloves and masks. A team was deputed and given a brief orientation cum guideline session over conference call by Master Trainers and project coordinators. An interactive presentation was prepared on the concerned subject of “COVID-19 - safety and precautions” to be delivered in community awareness programmes.

This was a half an hour intervention in which participants were provided with awareness sessions on a rolling basis while complying with social distancing. As soon as the participant used to enter the hall, their temperature was checked and noted, followed by sanitizing their hands and providing the person with a mask. Then, they were seated while maintaining a social distance. Under this programme, DA successfully created awareness among 798 community members at Dadri and Tughlakabad.

The key points discussed during the awareness session included—

- Video on symptoms of COVID and how it affects people
- COVID-19 precautions to be taken during travel
- Correct way to use sanitizer and wash hands, use of mask

Village sanitization was a very essential initiative carried out by Development Alternatives with support from Maersk. These village(s) were the slums around the depots consisting of unorganised sector workers which includes migrant workers as well. As a result of the unclean surroundings and to and fro of the trucks, it became necessary to disinfect surrounding villages. They are of village disinfected was within a radius of 3 kms.

Even though the year 2020 is all about the COVID-19 pandemic but it didn’t stop other calamities from affecting people’s life. One of those was the Cyclone Nisarga which had hit badly Srivardhan Tehsil, Maharashtra. This is a tribal region and
people couldn’t get enough relief. DA in collaboration with Maersk made it sure that relief reached out to the villagers in the form of dry rations. DA reached out to 1,200 individuals.

As result of all the initiatives, DA had the opportunity to have multiple partnerships at various levels which includes, CSO, local government authorities, CSR etc. These partnerships helped us to reach out to the neediest; during the need of the hour. DA collaborated with Janpahal, Habitat and Livelihood Welfare Association, District Magistrate (Greater Noida) for relief distribution. DA collaborated with District Magistrate, Noida and Ministry of Health, New Delhi for distribution of PPE kits.

The activities mentioned above were carried out in proper compliance with government advisory keeping in mind the precautions to be taken during COVID-19 pandemic. Therefore, in the process of distribution and reaching out to the individuals, social distancing was maintained throughout on the part of beneficiaries as well as volunteers involved in distribution. All the volunteers were wearing masks and gloves and were using sanitizers periodically. The efforts of Development Alternatives, Maersk and HUL in distribution of ration, PPE kits, cooked food helped more than 5,000 people when they needed it the most.

Reach out under COVID-19 relief support through different activities supported by Maersk and HUL

<table>
<thead>
<tr>
<th>Activity</th>
<th>Quantity</th>
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<tr>
<td>Community Awareness Intervention</td>
<td>798</td>
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<tr>
<td>Sanitization of Trucks</td>
<td>6,178</td>
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<tr>
<td>PPE Kits for health professionals</td>
<td>1,000</td>
</tr>
<tr>
<td>Dry ration distribution in Raigarh, Sumerpur, Etah, Hardwar and Delhi</td>
<td>6,600</td>
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<tr>
<td>Cooked meal distribution</td>
<td>2,603</td>
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<tr>
<td>Free Mask distribution</td>
<td>441</td>
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“We cannot do all the good that the world needs. But the world needs all the good we can do.”

Sushant Kumar Agrawal

Prabhat Trainees Supported The Battle Against COVID-19

Shivam Tyagi who is an alumnus of Prabhat, worked in a company in sales and marketing in Gurgaon. Due to COVID-19, his company shifted him to a campaign for COVID-19.

It was a campaign on behalf of Ministry of Health and Family welfare. The training was arranged by MHFW and it was inbound process.

Shivam Tyagi is using his expertise in data entry to help in data collection for COVID-19, addressing queries of community members in regarding ration, helpline number and more.

He had to help the of people who were in need or in any case of problem. His team was given the central helpline numbers and state helpline numbers district surveillance officer’s number. His work was to provide right information to right people. If anyone needed ration, his job was to provide them the concerned authority’s number. Through his efforts, 2,250 people were reached out and their needs were fulfilled.

Divya Yadav
Akshar Se Sahas Tak: Literacy to Courage

“This change has just one language i.e. language of ‘women empowerment’”

When the world seemed to have become comatose with unexpected COVID-19 outbreak, our neo-literates were busy shaking it. Brimming with confidence, these neo-literates who once felt left behind due to inability to read and write are now ready pull others out of darkness. Showing resilience and courage, TARA Akshar neo-literates moved ahead to help their community and the entire village by demonstrating entrepreneurship in these tough times. It is amazing, how these women who were either quietly snubbing their dreams behind the veil or did not even how to dream, are now helping others to save their dreams. They are stitching masks and ensuring that it reaches the needy ones. When the entire family is home, they amidst of their busy domestic humdrum are dedicatedly taking out time to make people aware about how to take precautions to keep Corona away. This transition from voiceless to a changemaker is quite evident and thrilling at all the geographies of TARA Akshar project be it Eastern Uttar Pradesh and Uttarakhand. This change has just one language i.e. language of ‘women empowerment’.

Uttarakhand: Together they tried to move the world!

Tasneem from Chahpur Village, Bhagwanpur Block, Haridwar District

1. At the age of 38, Tasneem graduated from the TARA Akshar+ programme as a TARA Saheli, who acts as a facilitator between the TARA and village women. Apart from working as a TARA Saheli, Tasneem is part of a self-help group with 10 other members. While netizens were busy surfing about COVID-19, Tasmeen and her group worked relentlessly to understand the measures that would keep about COVID-19, in order to transmit this information to the one who have limited access to electronic media or internet. They organised gatherings while maintaining social distancing and spread the importance of wearing a mask, washing hands with soap as well as maintaining social distancing.

2. Roopa from Nagal Paluni Village, Bhagwanpur Block, Haridwar District

Having completed the TARA Akshar+ programme in the first quarter of 2020, Roopa, 28 year old was excited to put her...
learnings to test. However, due to the rise of the COVID-19 pandemic all her dreams were put to halt. The lockdown imposed major restrictions on movement of personnel and it seemed impossible to find sources to earn income. This however did not stop Roopa from taking action. During the pandemic, she and her SHG worked together to stitch bags and masks which they distributed along with sanitizers to the people in their village. In an attempt to help reduce the fear associated with the lack of knowledge about the virus, Roopa and her SHG carried out an awareness campaign in their village.

During the lockdown her SHG stitched bags and sold to it government at ₹100 apiece. Together they make and sell 25 bags in a month earning ₹50 apiece. Seeing her active efforts to better her SHG, she has been appointed as the point connect for her village by the National Rural Livelihood Mission. This position requires her to manage all the SHGs in the area and she earn ₹1,000 a month.

Uttar Pradesh : Ditching veil to distributing masks

Acchawar Village, Aurai Block Bhadohi

Under the leadership of Kamla Devi, the Gram Pradhan of Achhawar Village and TA+ neo-literates, Kusum Devi, Jaya Devi and a dozen more neo-literates have stitched masks and distributed them to those in need. Other than this, these neo-literates also spread awareness about the measures one can take for prevention. These women have taken out the time to help their society despite having multiple household chores and being employed in some form of income generating activity. Kusum and Jaya for instance work in the carpet making business. In spite of having carpets to weave in addition to all the chores to be done at home, they are taking out the time to stitch masks and make people aware in an attempt to help prevent spreading the virus in their community.

Babina Block, District Jhansi

With the help of the Gram Panchayats our neo-literates from two villages in Babina

Block of Jhansi District, namely Khajraha Buzurg and Khajraha Khurd, stitched masks and distributed them among the women living below poverty line (BPL). These women came together to help the District Administration and their community. In Khajraha Buzurg, with the support of the Gram Pradhan Shri Harnam Singh and under the supervision of TARA Saheli Sonam Devi, TA+ neo-literate women, Rani Ahirwar and Bhavna Devi stitched masks and distributed these masks to the women living below poverty line in their village.

Similarly, in the village Khajraha Khurd, with the support of the Gram Pradhan Shrimati Seema Rajput, the neo-literate women Shashi, Rajkumari and Meena Devi stitched 300 masks and which they handed over to their Gram Pradhan for distribution to the women living below the poverty line. The neo literate women are receiving the material for the masks and are earning Rs 4 for stitching each mask by the Gram Pradhans.

These women are the real heroes who strive for change for making a better society where their actions and their voices make difference. They are not privileged to be supported by domestic help at home, receiving information from easy sources. They put effort to gain knowledge and they put further more effort to disseminate it. They have to convince themselves to break socio-cultural barriers to move out their homes.

These real heroes deserve respect and awe!!

Jyoti Sharma
with inputs from Vyapika Kapoor
About Development Alternatives

Development Alternatives (DA) is a premier social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people’s institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.

www.devalt.org

Our Skilling Footprint

Major Partners in this Journey

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<tr>
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Locations (States)
- Chhattisgarh
- Delhi
- Haryana
- Madhya Pradesh
- Rajasthan
- Uttar Pradesh
- Uttarakhand

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