



**JOINING HANDS TO FIGHT COVID**

**FWWB**  
FRIENDS OF WOMEN'S WORLD BANKING INDIA

The COVID-19 pandemic marks an unprecedented time in history of mankind. The lockdown has affected most of the people so hard and as a result migrants, daily wage laborers, farmers and all the under privileged communities are majorly affected.

Amidst the Corona pandemic, there is a lack of awareness, accurate factual information, proper guidance for precautionary and preventive measures, shortage of ration-food in underprivileged communities and lot more. FWWB has been at the forefront to ensure that Covid relief efforts reach the last mile. FWWB as its response to COVID-19 crisis has taken up various initiatives to support the marginalized through its partner organizations. Below contents summarizes the kind initiatives being undertaken by FWWB.

## **FWWB'S RELIEF EFFORTS TO REACH OUT TO MORE THAN 2,00,000 PEOPLE**

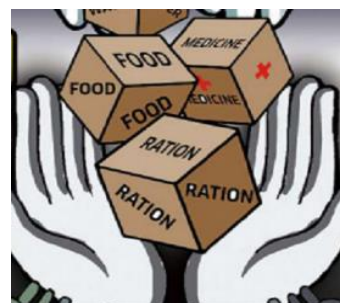
### **SO FAR FWWB HAS SUPPORTED**



More than 1 lakhs individuals covered under awareness campaign program



Provided support towards manufacturing and distribution of masks and sanitizers



Provided support in distribution of the ration kits

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## COVID SUPPORT INITIATIVES

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- Since the national lockdown was announced, distressing stories of hunger and despair have been emerging from across the country, FWWB has been actively involved to provide ration and hygiene kits to the migrants workers stranded due to lockdown, widow, destitute, transgender and to deprived communities.
- A need was felt for sharing critical information and guidance on preventive methods, identification and care for COVID-19 patients. To address this need various helplines & support is provided by the government and non-government organizations. FWWB also initiated its awareness generation campaigns with support from its partner organizations at grassroots level. Content in regional languages was developed and shared with various partner organizations. With the help from our Master trainers under women entrepreneurship program, we were able to reach out to more than **1 lakh individuals** across four states viz. Manipur, Madhya Pradesh, Maharashtra and Gujarat. Over and above this, it is encouraging to know that many other organizations (MFIs, Producer Collectives and Promoting Institutions) have also initiated awareness and other support mechanisms for their staff and members at their individual capacity.
- Various means including text messages through group messaging, Whatsapp, audio and video calls etc. have been adopted for disseminating information at the community level. Also, in some states, women entrepreneurs who have been trained and supported by FWWB, have taken up manufacturing of much required products like masks, soaps, and sanitizers. The partner organizations have played an active role by working closely with local government authorities and the women entrepreneurs. This has also helped the women to sustain their livelihoods in these difficult times.
- FWWB was able to quickly adapt to the changing situations to reach our members at the grass root as fast as possible. For example, due to lockdown restrictions we initiated skill based trainings on virtual mode for our entrepreneurs, encouraging women to take up digital payments and also trained field staff on usage of digital platforms to enable field operations.
- It is also an economic crisis — taking away the livelihoods of low income households, with the implications of lost income will cascade from households to communities to whole societies, through our capacity building interventions we are making efforts to rebuild their livelihood.
- For instance, we encouraged our trained women entrepreneurs to make effective cloth face masks, and sanitizers to cater to the immediate hygiene requirements in their local communities. Along with this, special guidance is being provided to these entrepreneurs on precautions to be followed before mask making. These include using hand sanitizer before starting the work on manufacturing the mask and wearing masks while maintaining social distance with fellow workers.
- Since our partner's operations are field-intensive, we provided safety kits consisting of gloves, masks, hand wash, antiseptic liquid and sanitizers to the field staff.
- It is also causing disruption in transportation of produce for the farmers; we supported the farmers by providing transportation vehicle to procure and market their produce of vegetable and groundnuts.
- FWWB has proactively provided loan support to meet the working capital requirement for production of reusable fabric face masks that are significant to combat COVID-19 pandemic, in order to assist them to execute government orders without any capital crunch during the crisis time.



- FWWB provided good quality reusable and washable cotton masks sourced from community women to our women entrepreneurs, this support will provide basic protection against the virus at their business and market locations.
- To understand the impact of COVID 19 on the grass root members and its partner organizations, FWWB is also undertaking an impact study. In the coming times, FWWB will continue to closely review the situation at the institutional and member level and will bring out possible solutions to address the same. FWWB will aim to play a crucial role of providing credit support. FWWB's capacity building programs would be focusing on reviving the collapsed livelihoods, increase women's access to digital financial services and skill building with an aim to revive the livelihoods of the underserved communities.

- **FWWB Support to its Partner Organizations for different activities:**

FWWB committed to provide support to its partner organizations for various relief related support. The different activities carried out by partner organizations under this support are:

1. **Centre for Indian Knowledge System (CIKS)**

CIKS has been promoting farmer producer companies in the state of Tamil Nadu with support from NABARD and SFAC. FWWB is actively involved with CIKS promoted Farmer producer companies by providing Capacity building support and credit facilities to these FPCs.

In the Covid situation, with the support from FWWB these FPCs are actively involved in the purchase of masks, gloves, hand wash, sanitizer & antiseptic and has distributed the same to their staffs & board members.



## 2. Vrutti

As anticipated, the lockdown had its own effects and generated hardships to the citizens of the nation. This situation was no different in Pudukkottai and the lockdown started leaving a sore throat in one's mouth from day one as people encountered difficulties in procuring essential commodities especially the vegetables in Thiruvarangulam and Karambakudi blocks where Vrutti's interventions are in progress under the 3-fold model since 2016 through 3 Farmer Producer Organizations (FPO).

FWWB is supporting the Pudukkottai BAU in its 3-Fold journey since 2019. After realizing the field situation, FWFB provided its support towards the vehicle expenses for vegetable transportation and supply of Personal Protective Equipment kits (PPE) to the BoDs, leaders of FPOs, staff members and volunteers. FPOs procured 500 piece of mask, 300 pairs of hand gloves, 300 sanitizers and distributed to the staff and volunteers involved in the field. Also these FPCS got support for purchase and distribution of masks, gloves and sanitizers to their staffs and the board members.



## 3. Prayas, Organization for Sustainable Development

Prayas is a voluntary development organization working to help the vulnerable groups of society. They are facilitating capacity building activities, natural resource, etc. to the underprivileged communities. It is a Gujarat based not for profit organization.

Through FWFB's support, Prayas has distributed ration kits to 375 migrant workers in the Bhabhra Block of Alirajpur District of MP.





#### 4. SAATH Livelihood Services

Saath is an NGO in India registered as a Public Charitable Trust and is based in Ahmedabad, Gujarat. The organization works closely with the deprived communities and empowers the socially marginalized by providing them livelihood services, and imparting skills leading to employment, health and education facilities. It also focuses on livelihood services, child rights, human rights, young girls' education, skill development and other community services.

Through the support of FWWB, SAATH has reached out to distribute ration kits to deprived communities in Ahmedabad to 50 families.



## 5. Volunteers for Village Development/Socio Economic Action Trust

The Volunteers for Village Development (VVD) has long history of 32 years in community development service and is the oldest Non-Government Organization in the Ukhrul district of Manipur. The organization aims to enable self Help Initiatives of the people for sustainable livelihood, reducing conflict, liberating from discrimination and enhancing people's participations in governance.

The organization engaged locally based women entrepreneurs for production of face masks. And through FWWB's support VVD distributed 3000 masks in the locality. The community's entrepreneurs were being involved in the production of masks by recycling of the old clothes. This local opportunities to the communities empowers their livelihoods by making it more sustainable



## 6. Chanura Microfin Manipur

Chanura Microfin is working to empower the poor women and low income households to become economically self-reliant, by providing financial services, in a sustainable manner, located at Imphal district of Manipur.

The organization engaged locally based women entrepreneurs for production of face masks. And through FWWB's support the organization has been able to distribute 3000 masks in the locality. The production took place with the involvement of the community's entrepreneurs who made these masks by recycling of the old clothes. This contribution of the village women's resulted as an opportunity by making their livelihoods more empowered and sustainable.





## 7. Bullock-cart Workers Development Association (BWDA)

BWDA is a service organization committed to the sustainable development of unorganized workers, women, children and animal welfare in the state of Tamil Nadu and Union Territories of Pondicherry and Andaman & Nicobar Islands with Head Office at Villupuram.

Through the support of FWWB, BWDA is able to provide ration kits to the widows, destitute and transgender in Tamil Nadu.

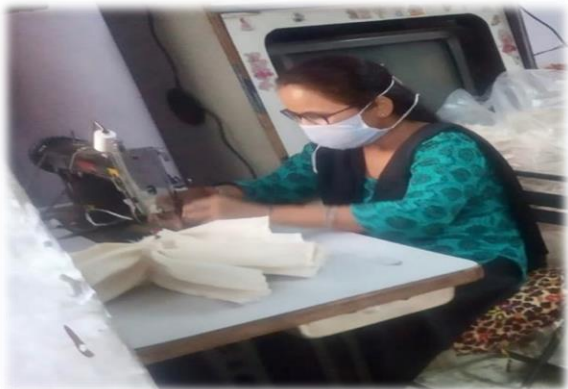




#### 8. Gujarat State Women's SEWA Co-op. Federation- Gujarat

Gujarat State Women's Cooperative Federation is one of the leading federations of co-operatives in Gujarat. It is also a pioneer institution in the field of organizing self-employed women in to a co-operative body. It is a Confederation of 88 women co-operatives working since 1992 for poor and un-organized women workers of informal sector. It is an outcome of SEWA's inspiration and experience that organizing women into co-operatives can increase their bargaining power, capability and ownership.

FWWB's support has been provided to the organization to meet the working capital requirement of SEWA Federation for production of fabric face masks for Ahmedabad Municipal Corporation. These activities were being taken up by the locally trained women members of the federation enabling their lives to the path of sustainability by enhancing their livelihoods.



*FWWB heartily acknowledges the support from Ford Foundation which helped FWWB to impact the lives of the people to some extent through its interventions. In the coming times, will continue making efforts to maximize impact at the grass root level.*