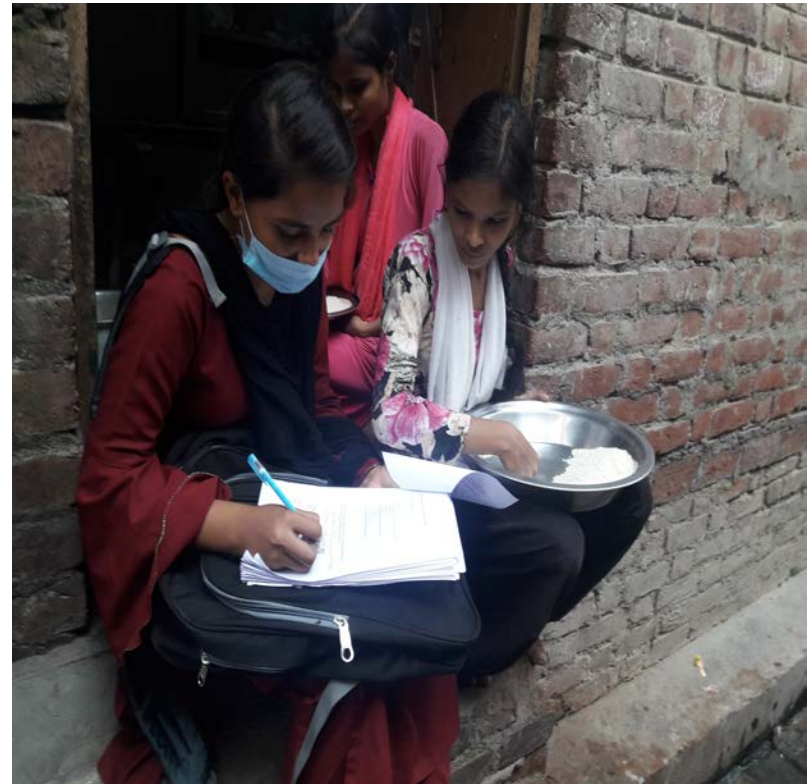


RESPONSE TO COVID-19

Sadbhavana Trust Lucknow



NATIONAL CONTEXT



- Overnight declaration of stringent national lock-down (March on 25th-31st May 2020)
- Fall out: Complete disruption; Public health, social and economic crises
- Most affected:
 - Informal & unorganized sector workers & migrants
 - Vulnerable communities (tribal, Dalits Muslims)
 - Women
 - Children, Elderly, specially abled
- Presently in **unlock** phase but the poor & vulnerable face multiple crises

LOCAL IMPACT

in low-income Muslim dominated urban habitations where SBT works

लॉकडाउन में ज़िंदगी

#aapbeeti



#shaherBandi
#lucknowLeaders

- Loss of livelihoods (both men & women mostly self employed)
- Hunger, pushed into extreme poverty
- Poor access to health and other welfare facilities
- No digital access, gender divide

Local Impact contd.



- Complete disruption in education with shift to online education.
- Lack of information and documents, unable to avail of government rations etc.
- Stigma & ghettoisation. (Muslims were stigmatised in national discourse).

IMPACT ON WOMEN & ADOLESCENT GIRLS

Women's voices and Young women's experiences missing in agenda setting



- Malnourishment (girls & women face intra-household discrimination-access to food)
- Livelihood losses disproportionate impact (high likelihood of girls' dropping out from school)
- Increased workload
- Increased violence
- Mental health issues
- Stigma and discrimination (Muslim domestic workers not called back for work)

[Pix- Female headed household faces starvation]

WE HAVE BEEN IN THE FIELD ONLINE AND OFFLINE SINCE THE LOCKDOWN IN APRIL 2020



#aapbeeti



Photo- Hameeda

काम या आराम ?

लग रहा था लॉकडाउन में मिलेगा आराम,
लेकिन घर में सबके होने से बढ़ गया बर्तन धुलने का काम #shaherBandi
#lucknowLeaders

STRATEGY 1

Relief work

750 FOOD KITS distributed to most vulnerable families



700 'SURVIVAL KITS' TO ADOLESCENT GIRLS (HYGIENCE PRODUCTS & MORE)



STRATEGY 2

Social Media Programme

“LUCKNOW LEADERS”

Making voices of women & girls from marginalised communities visible in social media & in agenda setting

- **INFORM (# JAANKARI)**
- **GIVE VOICE (# AAPBEETI)**
- **ENTERTAIN (#TIMEPASS)**



“**Lucknow Leaders**” has been ‘on air’ everyday since April 6, 2020, soon after the national lockdown began.

125 Facebook posts. **70** Youtube Videos

Reaching **2149** regular subscribers (women & girls) via What’s app, Facebook, Instagram, Youtube. 21,000 Facebook forwards.

A programme produced by young women for young women on the margins

JAANKARI

- Providing information that is verified, simplified and in the local idiom on
 - Health
 - Violence
 - Government schemes and entitlements


[Top pix: Information on governments public food distribution.

Bottom: Mental health support]

#jaankari

कोरोना के समय सरकार द्वारा दी जाने वाली सुविधाएं

2-अन्तोदय अन्न योजना



अन्तोदय कार्डधारकों, नरेगा मज़दूरों, श्रम विभाग में पंजीकृत श्रमिकों व नगर विकास विभाग के दिहाड़ी मज़दूरों को निशुल्क राशन दिया जायेगा। #shaherBandi #lucknowLeaders

#jaankari #violence #ainangli #lucknowLeaders

लॉकडाउन तो खुल गया है...



फिर भी घरेलू हिंसा नहीं रुकी.

हम मदद को तैयार हैं
यदि आप अपने आस पास किसी भी तरह की हिंसा होते देखें तो नीचे दिए नंबर पर सम्पर्क करें!

☎ 9792507836 📞 05224077697

AAPBEETI

Women workers share their experiences



<https://youtu.be/cnahGiMaBsY>

https://youtu.be/cdUfSHQ_7AA

<https://youtu.be/m35-CtEnMNk>

Young women tell us what they missed during the lockdown



<https://youtu.be/enwaKfKnoWU>

AAPBEETI

“WORK OR LEISURE?” Series
questioning the popular
representation that lockdown had
increased free time.



"LUCKNOW MY CITY" Girls'
creative expressions of engaging
the city in new ways



#TIMEPASS

Young women share stories, poems, anecdotes

“UNLOCK MOMENTS” Engaging the community- photography competition- over 50 ENTRIES



LISTEN

<https://youtu.be/hpe8FaNQsHY>

<https://youtu.be/mq8gygNEPh4>

<https://youtu.be/fQCB8V17G4w>

<https://youtu.be/WaxVIPJkHDw>

27
जुलाई

Unlock Lamhen

'Unlock Moments Zoom Event' will reveal a secret,
3 lucky winners will receive a special prize!

Ruchika Negi
Judge

Shalini Joshi
Speaker

Topic: Unlock Lamhen Zoom Event
Time: 03:00 - 05:00
Meeting ID: 893 7798 2022

@sadbhavanatrust.lucknow @lucknowleaders @sadbhavanalko12 #lucknowleaders sadbhavanalko12@gmail.com

STRATEGY 3

Addressing gender based violence and mental health issues

BUILDING PERSPECTIVE ON GBV-
Creatives produced by young women based on their experiences

REACHING OUT – Helpline,
community support



#jaankari

मानसिक आधार सही जानकारी अन्य सेवाओं से संपर्क

क्या आप कोरोना महामारी के दौरान मदद चाहते हैं? आयकॉल की विशेष मनोसामाजिक हेल्पलाइन पर कॉल करें!

9152176720

सोमवार से शनिवार सुबह १० से शाम ६ बजे तक

आयकॉल, TISS की बहुभाषीय, निशुल्क और प्रशिक्षित परामर्शदाता द्वारा चलायी जाने वाली विशेष हेल्पलाइन

CALL

#shahrBandi #lucknowLeaders

STRATEGY 4

Securing entitlements for the vulnerable

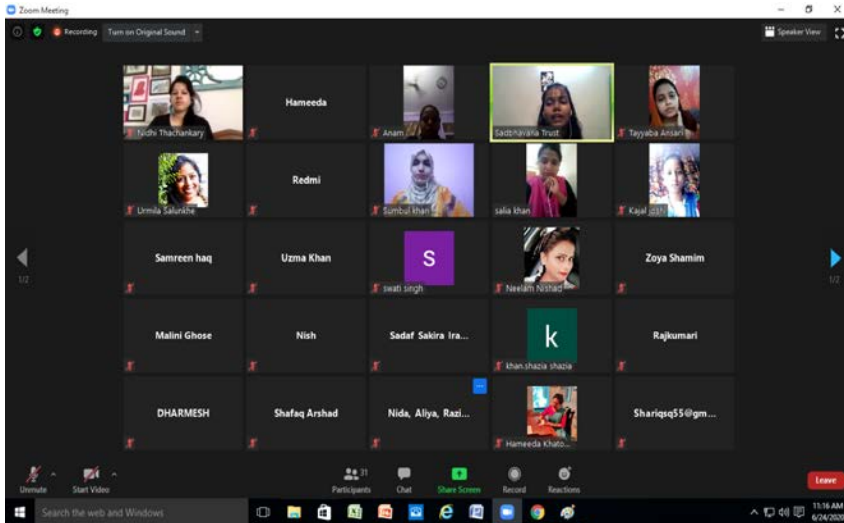
Field surveys to ascertain discrepancies in delivery of Government entitlements

1000 Women surveyed regarding cash transfer scheme. Most had no bank accounts. Action planned based on this information



STRATEGY 5

Educate & enable access to bridge the digital divide



WEBINAR FATIGUE? NOT FOR GIRLS WITH WHOM WE WORK!

Webinar on women & jobs during COVID-19 – Young leaders & experts interact

But before that ... teaching new applications & platforms & getting girls' connected

In this moment of CRISIS ..

Devastation, disruption & opportunities

We will ...

- **ENABLE** women and young girls from vulnerable communities to lead, set the agenda and we will try & respond to their needs & priorities
- **EXPAND** & deepen our work on the strategies outlined above & develop new ones as needs emerge
- **CONTINUE** with our successful “Lucknow leaders” social media programme, expand outreach & develop new content
- **REWORK** our successful training model to offer a blended response – connecting on ONLINE & OFFLINE pedagogies & content
- **ADDRESS** the digital divide in access to technology & information
- **EXPAND** our outreach to new geographic areas

WE WILL BE THERE ON THE FRONTLINES!

