

# UDAYAN CARE EMERGENCY RESPONSE FUND



# UNITED IN ISOLATION!

Udayan Shalini Fellowship, a flagship programme of Udayan Care, is a unique academic excellence and personality development programme for deserving and talented girls from weak socio-economic backgrounds, aiming to turn them into empowered and dignified women, or Shalinis. Each Fellow stays in the programme till she finishes her academic course, which is an average period of 5-6 years, during which not only are they given scholarships, but also provided with employability training, personality development workshops, mentoring, etc. As of 2020, there are 4724 Shalinis currently enrolled in the programme across 21 cities in India.

In the face of the global pandemic and the lockdown, there has been a huge loss of livelihoods. COVID-19 has unfortunately further deepened the social divide as people from lower socio-economic backgrounds, especially daily wage workers, labourers, farmers, etc. have been among the worst hit. It is heart wrenching to witness the inhuman plight of thousands of migrant workers walking back to their villages from the cities, their dignity lost. Many of our Shalinis belong to single wage earning families, small shopkeepers, daily wagers, juice sellers, who have all been severely compromised due to the lockdown. The Udayan Shalini Fellowship team has made sure they leave no stone unturned to extend support in any way possible to ensure our Shalinis are cared for during this period, and make this country a little more kind, just and equal.

In addition to cash relief and basic essentials support over the last two months, we have placed equal emphasis on other issues that have accompanied the pandemic, such as a rise in domestic violence, mental health challenges, etc. Although it is quite easy for people to run low on motivation and optimism during such difficult times, we have continued to support the girls to march forth with even more determination to come out on the other side stronger than ever before!

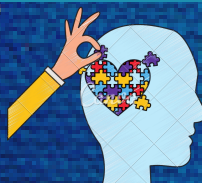
## OUR FOCUS AREAS



**EMERGENCY  
RESPONSE  
FUND**



**AWARENESS  
AGAINST  
DOMESTIC  
VIOLENCE**



**ENSURING  
MENTAL WELL  
BEING**



**EMPHASIS ON  
GIVING BACK**



**CONTINUED  
UPSKILLING  
OF SHALINIS**



# 1. EMERGENCY RESPONSE FUND

To help the hundreds of Shalini families who are struggling to make ends meet, the Udayan Care Emergency Response Fund was set up in early April. The Mumbai and Thane teams of USF were exceptionally active in coming up with this initiative.

As the Coronavirus began to spread quickly in the state of Maharashtra, the team swiftly rose to action and decided to reach out to their Shalinis. They provided support in collaboration the local government, police and the vendors. Our other chapters too quickly followed suit. With the help of an extensive volunteer network, and a dedicated team, we are continuing to raise funds for the same and reach as many families as we can.



*"Due to the lockdown, I lost my source of income. I was fearing the times to come as I was worried how will I feed my family, but Udayan Care came in like a guardian angel and showed immense kindness. We are so grateful for this."- Lalan Kumar Gupta, Father of our Shalini Kavita from Jaipur Chapter.*

IN APRIL-MAY 2020

# 812

FAMILIES HAVE BEEN SUPPORTED  
THROUGH OUR EFFORTS

*"Not only has Udayan Care helped our daughter study, and stand on her feet, they have also now helped us survive in perhaps the most difficult situation we have faced."- Ramsumer, Father of our Shalini Rekha from Haridwar Chapter*





# OUR APPROACH

1.

Conducting need assessments for 4724 Shalinis

2.

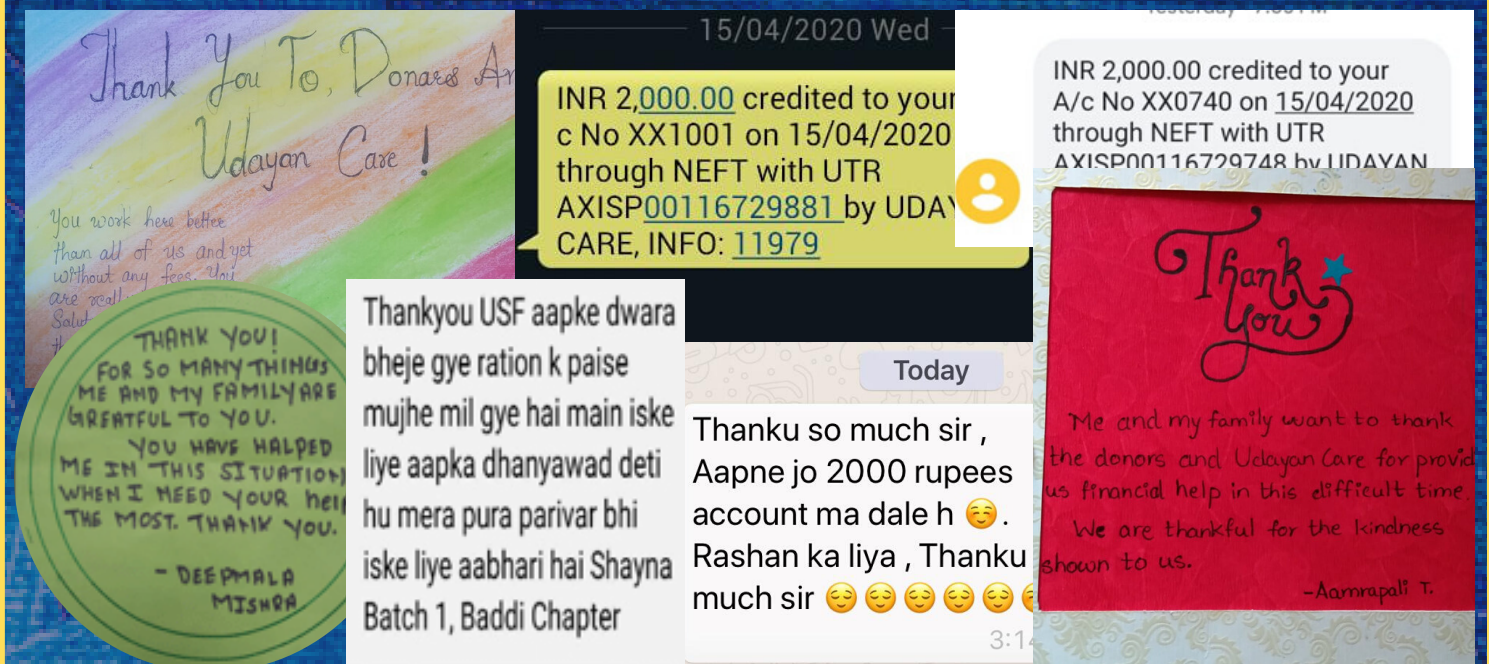
Making three categories on the basis of their need

3.

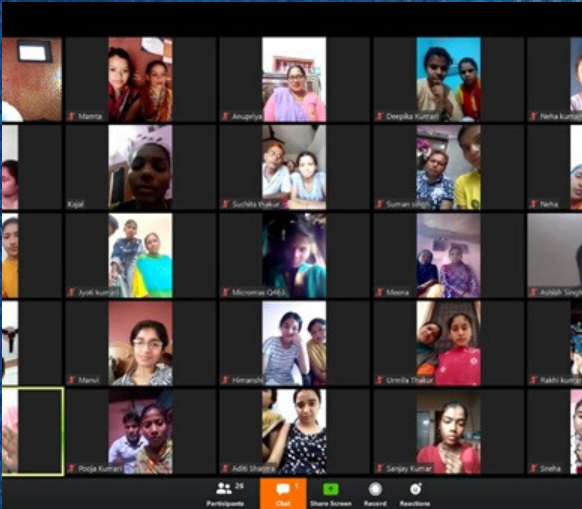
Receiving support from donors, alumnae, and staff for them

We adopted a Need Based Target approach, and began by contacting all of our Shalinis across 13 states in 21 chapters. From the total of 4724 Shalinis, we arrived at an initial extreme vulnerability number of 812 based on our research and conversations with them. Amidst this, we were deeply moved to see that despite being in dire need of help themselves, many of our Shalinis wholeheartedly conveyed that their immediate needs have been met for the time being, so our efforts should be directed towards other families who might need it more. This nature of 'Giving Back' exemplified by the Shalinis will further help us carry out a broad yet deep relief measure. Thereafter, we classified their need for support into three groups: Urgent, Average, and Low need, and acted on it accordingly by reaching out to the families in Urgent category first. We are updating these lists on a continuous basis, and will proceed to support them accordingly. It was also heartwarming to see the deep feeling of gratitude expressed by the Shalinis and their families, which reflects in the many cards, messages and videos sent to us by them.

*"I have ration for 10 days, give it to the girl whose family needs it more today if you have limited means to support. I can survive till then."*



## 2. ENSURING MENTAL WELL BEING



Given that all members of the family are compelled to spend prolonged periods of time together in a single house, there are bound to be many issues and conflicts between the members. For instance, the youngsters might feel a loss of independence become distracted and lose sight of their goals, become impatient with others, etc. For this reason, thousands of Shalinis were contacted and counselled through one on one, as well as

group calls on how they can deal with this new change in their routine, and reduce their stress and anxiety. Improving familial bonds was of special importance, as we believed this time could be used by the Shalinis to have much more meaningful conversations about themselves, their dreams, and keep an open channel of communication with their parents. While normally 10-15% of our Shalinis have access to a phone, we took advantage of the fact that their parents are home to communicate with their kids in front of them, invite the parents to become a part of our “virtual classrooms” see what kind of topics we touch upon through our workshops so as to demonstrate their importance, etc. 31 Parents Meets have been held across USF to especially encourage the fathers to motivate their daughters. If u can share numbers of meetings with kids and parents it would be good.

## 3. AWARENESS AGAINST DOMESTIC VIOLENCE

Since the imposition of lockdown there have been reports of significant increase in domestic violence cases. The frequency of calls at National Women and Child welfare department highlight the plight of many women who have been left with no chance of escape and hope in this time. The USF team quickly acted upon this by educating the Shalinis about the various forms Domestic Violence can take, and informed the NCW helpline number [0721-7735572](tel:0721-7735572). They were encouraged to take action, and report if they know of any such cases, or have been victims themselves. Psychologists and other experts in the field have been roped in to address this challenge. We will continue to share informative links, and webinars with them, to let them know they will always have a source of support in Udayan Care.



## 4. EMPHASIS ON GIVING BACK

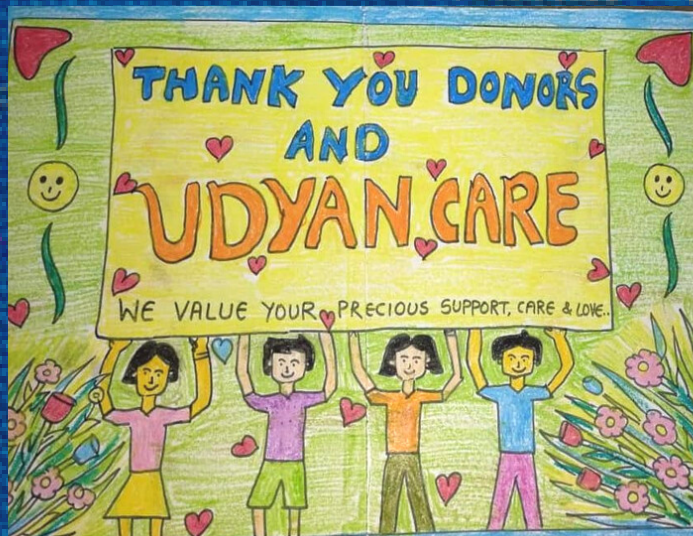
One of the five pillars of the USF program is "Giving Back". We have always laid great emphasis on social responsibility, which is reflecting in the Shalinis' actions even in these dark and uncertain times. Despite facing hardships themselves, Shalinis have gone above and beyond in helping their communities. Some have distributed food to the poor and are running community kitchens, some have vowed to take care of stray animals, while others have stitched masks and distributed them. It is heartwarming to see them to continue to motivate and inspire everyone around them, and lead by example.



## 5. UPSKILLING SHALINIS

Quickly adapting to the new normal, the entire Udayan Shalini Fellowship team made sure that they firstly apprise the Shalinis of software such as Zoom and Google Hangouts. Using communication software, we not only continued to conduct our workshops as per plan on topics such as career awareness, interview skills, email writing, etc., but also collaborated with experts from leading companies like TATA and Genpact to mentor them on several issues. In addition, to keep them engaged and productive, we have continued to conduct online competitions, sharing links of free courses offered by world renowned institutions like Harvard, and encouraging them to learn new languages. Our Shalinis have responded to our efforts with double the enthusiasm, which goes to show how dedicated they are to continue to learn, grow, and inspire.

# THANK YOU FOR ALL YOUR SUPPORT!



It is with the immense help and support of our donors that Udayan Care is being able to pool all the resources and do its best in addressing the needs of the Shalinis. It is our endeavour to instil a sense of security among them by being there to support them in this uncertain, spiralling economic scenario owing to the pandemic. As the lockdown continues to be extended, we expect that the

number of families who move from our 'Moderate' and 'Low' category to the 'Urgent' category will only increase. However, by constantly being in touch with our Shalinis and their families, we hope to cater to their needs and prevent an epidemic of despair from arising.

We would only be successful in our endeavour with the constant support of our donors who have come forth in this difficult time to support our Shalinis and their families. In particular, we would like to extend our heartfelt gratitude to Pheroza J. Godrej, iPartner India, UC Germany, Transpek Industries Pvt. Ltd, MG Motor India Pvt. Ltd., Evervantage, Serv Samman Trust, Mr. Rajeev Jain, Ms. Prem Lata, Dr. Sunita Sharma, and many more individuals, staff members, and alumnae who stood with us.

We believe that it is because of these collective efforts that we can ensure our Shalinis know they belong to a family that cares.

## LET CARE SPREAD FASTER THAN CORONA!

Click on our logo below to donate and help Udayan Care reach out to more and more Shalinis and their families in their hour of need, or log onto [udayancare.org](http://udayancare.org) for more information.