Stitching Masks for the Vulnerable

Introduction:

To say the past few months, have seen people unite in a way that was never experienced before would be an understatement. Uncertainty gripped us all, but the resolve to work together for our mutual benefit kept us going. However, like in every crisis, the most vulnerable amongst us, continue to suffer. At a time when hygiene, clean water and sanitation is the need of the hour, these communities lack basic access to these affordances. Making them even more vulnerable. Add to this, dwindling finances as well as the inability to afford masks, to protect themselves.

Response: Indiadonates partnered with SHG Gulaab in their endeavour to help the people of their community by stitching masks.

SHG Gulaab, Madanpur Khadar
New Delhi

Gulaab, is a women-led self-help group, consist of 14 members was formed in March 2014. Gulaab has additionally developed its capacity to take on various community-based issues. Gulaab planned to contribute in Govt. fight against the spread of Covid-19 by contributing stitched cotton Masks for marginalized people and also provision of food/grains to 100 families by 15th May 2020.

Madanpur Khadar is a resettlement colony which houses daily wage earners from different parts of the country. With their modest living condition, many families lack basic sanitation, access to clean water, and hygiene. Since, Gulaab members are based in the target areas that helped them to identify the most vulnerable families among them. So far, Gulaab were able to reach approximately 1000 families directly & Indirectly. Most of the community members are unskilled casual workers and depend on daily wages. After the sudden lockdown began on 24th March 2020, we noticed the following unprecedented humanitarian crisis on ground: -

• Daily earning is stopped
• Most of community members do not have sufficient savings
• Most of the family cannot afford measures that may protect them like sanitizer, sops, mask etc.,
• There imminent likelihood of facing acute food insecurity during this lockdown period

Campaign Updates:

Awareness Program
To ensure the population of 1 lakh people living in Madanpur Khadar are made aware of the precautions to be taken to protect them from COVID-19 the Gulaab workers along with a few volunteers initiated awareness programs using megaphones. This awareness campaign helped over 500 families.

Ration Distribution
27 Beneficiaries were able to buy daily ration like rice, atta, oil, dal etc who in return stitched 100 masks. This also ensured temporary livelihood for these beneficiaries.

Mask Distribution
As of 25th June 2020, approximately 2000 re-usable masks were distributed among the needy, local vegetable suppliers, children, elderly and community members to ensure that best practices to protect oneself from COVID-19 were followed.

Hygiene Kit Distribution
Hygiene kits which included Dettol soaps, masks and sanitizer were distributed using the money to 164 families.

Few Testimonials

Exact in their Word:

"Jab humlog ghar me lock the to ration items kharidne me dikkat ho rahi thi tabhi Kalyani madam ne bataya ki aaplog mask bana ke kuch paisa kama sakte ho, wo 1000 rupya us samay itna kaam aaya ki main bayan nahi kar sakti."
   - Ms. Sudha (SHG Member)

"What Gulaab SHG Group has done i.e. Stitching mask and free distribution of mask, shop and sanitizer to most vulnerable is one of the best example in our community."
   - Government School Principal

"Jab hum khali the aur kuch kam nahi mil raha tha, ghar me jhagra bhi shuru ho gaya... leking jab humlog mask banane me busy ho gaye to thora bahut shanti aur temprory financial support mila."
   - Ms. Renu (SHG Management Member)

Target Amount   - Rs. 3,00,000
Raised   - Rs. 63,424
Click here to know more about SHG Gulaab

Campaign Snapshot

NGO Partners	Areas	Target Amount	Raised Amount	Total Beneficiaries Reached
Gulaab SHG	Madanpur Khadar, New Delhi	Rs. 3,00,000	Rs. 63,424	5277 Individuals

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