



**VIDYA  
MUMBAI**



**2020-  
PRESENT**

# **COVID-19 RELIEF INITIATIVES REPORT**

## THE SCENARIO

An unexpected and unprecedented crisis befell the entire world in March 2020. The COVID-19 Pandemic struck which sent shockwaves across borders. Rich and poor countries, the privileged and the underprivileged were all deeply affected by this. However, the existing inequity made the very **survival of the marginalized difficult**. In India, we saw migrant and daily wage workers struggle for basic upkeep as they lost their source of bread and butter. **Healthcare systems were operating beyond capacity** and hundreds were struggling to get access to healthcare from the debilitating virus. In such a situation, it was imperative to support the government in the fight against COVID-19. Community-wide initiatives leaving a deep impact needed to be undertaken. From day one, we at VIDYA Mumbai, hit the ground running to help the ones in need.

‘He who has health, has hope, has everything’, this quote inspired us **to extend the purview of our community service from education to health and wellbeing**. In trying times like the pandemic, without focusing on physical and mental wellbeing, it would be difficult to progress in our vision and mission of educating India. Due to work from home, unemployment, closure of schools, the dynamics of a family and community changed along with increasing stress levels. Health concerns emerged not only from those who were infected but those who had chronic disorders. In these situations, we at VIDYA Mumbai took it upon ourselves to address these pressing issues while continuing with our focus of providing equitable access for education and growth.



*Meal distribution to community kids during the Pandemic*

The COVID-19 relief initiative was an umbrella initiative spearheaded by VIDYA Mumbai wherein we addressed the needs of the communities affected by COVID-19. We undertook multiple initiatives right from **community feeding to healthcare assistance** in order to impact and benefit the maximum number of people. The inception of this program was with the beginning of the Pandemic and it runs to this date. Following are **the highlights of the several initiatives** that we undertook during in the war against the Pandemic-

## HIGHLIGHTS OF COVID-19 INITIATIVES



*Distribution of Cooked meals to Community Members*

### 1. COMMUNITY FEEDING

The Lockdown led to uncertainty and people losing their jobs and livelihood. Several were left stranded away from their home town without a job and the means to survive. In such circumstances, VIDYA Mumbai chalked out an initiative so as to provide food to the affected families. Under the community feeding program, we distributed **7000+ grocery kits** to the families of such families who had no income and were struggling to make ends meet. These food kits consisted of necessary items required for day-to-day survival of one family. We received tremendous support from donors in funding this project which helped us benefit numerous families.

During the critical months of the Pandemic, VIDYA extended its community feeding initiative to provide cooked meals. People who were infected were not in a condition to cook for themselves and hence meal services for quarantined individuals were the need of the hour. Hot meals for COVID patients, the elderly and the needy were provided through this initiative. With the help of its volunteers VIDYA could make a provision of **25000 cooked meals** which it distributed amongst the beneficiaries in need. This project took us a step forward in helping

us realize our mission to curb 'Lockdown Hunger'. It also aided in providing support to those rendered disadvantaged by the COVID-19 Pandemic.

***Impact***

7000+ Grocery kits  
25000 cooked meals



*Distribution of Masks made by women of VIDYA Margam Program*

**2. MASK DONATION DRIVE**

At the outset of the Pandemic, there was a dearth of information regarding the virus and how to combat it. The only devices available to us were social distancing and masks. However, during the initial few months of the pandemic there was a lack of awareness regarding the importance of masks in fighting the virus. Many had the awareness but could not afford to purchase masks. Additionally, there were shortages due to the sudden increase in demand for masks. We at VIDYA Mumbai provided masks to 23000 beneficiaries across 10 communities – inclusive of both the frontline workers and the community members. We also led several awareness campaigns regarding the importance of masks and social distancing to stop the rapid spread of COVID-19 infections.

***Impact***

23000 Masks distributed  
Across 10 communities

**3. HEALTH INFRASTRUCTURE INITIATIVE**

The Pandemic exposed the fragile condition of the healthcare system in India. With burgeoning cases during the first and the second wave, the healthcare infrastructure collapsed due to shortage of ICU beds, ventilators and medicines.

People were left gasping due to the lack of oxygen cylinders and several breathed their last due to the unavailability of oxygen. The country saw distressing images of people rushing their loved ones in autorickshaws due to lack of ambulances. Private ambulance operators charged exorbitant amounts of money to get patients to the hospital.

At VIDYA Mumbai we set up a workflow to channel incoming requests from those in need. By utilizing the extensive network of our core team, we were able to mobilize resources and provided support to the local government hospitals.



*Cardiac Ambulance donated by VIDYA Mumbai*

- **Ambulance service:** Several people lost their lives due to the acute shortage of ambulance services. We at VIDYA Mumbai, arranged one Cardiac ambulance, which was equipped with modern hi-tech equipment, for emergency care of critical patients.
- **Ventilators:** The number of ventilators in Mumbai itself were not enough to cover the number of critical patients in need for ventilation. We donated 5 portable ventilators under our healthcare infrastructure initiative to help the seriously infected patients fight their way through the virus.
- **Thermoguns and Oximeters:** We made provisions of 38 oximeters and thermoguns across our community centers for the safety and general wellbeing of the communities.
- **Medical Kit Distribution:** We distributed medical kits across several communities in order to boost collective immunity



Oxygen concentrator

- **Oxygen Cylinders and concentrators:** Through our initiative we procured and provided oxygen 30 cylinders and concentrators to hospitals and patients who were critical.
- **Cardiac By paps:** VIDYA Mumbai arranged for 5 cardiac by pap machines for augmenting the infrastructure of hospitals which were in dire need of these.

### Impact

30 oxygen cylinders  
5 portable ventilators  
1 ICU Ambulance  
5 Cardiac by paps  
38 oximeters and thermoguns

## 4. DIGITAL DEVICE CAMPAIGN



One of the lesser spoken about victims of the pandemic were children and their educational and holistic development. Due to the lockdown restrictions, schools were closed for months altogether and children had no access to education as we know it. The solution for pursuing education while maintaining social distancing was remote schooling. However, this required digital devices like smartphones, tablets or laptops. With families barely eking out a meagre living, they were unable to procure such expensive devices. This brought a screeching halt to the education of many children. Some children were even forced to work since they were not studying and had free time.

At VIDYA, providing equal opportunities for education and prosperity is the very bedrock of our organization and is deeply rooted in our ethos. Hence during the trying times of the pandemic when children were left without these opportunities, we at VIDYA Mumbai, took it upon ourselves to make sure that children have the means to study, develop and grow. Under this initiative, we distributed 5500 digital devices across 15 communities to students from grade 1-10 in order to facilitate continued and uninterrupted education for children.

**Impact**

5500 digital devices distributed  
Across 15 communities

## 5. VACCINATION DRIVE



With the arrival of the vaccine, the nation was infused with a new ray of hope. The vaccine provided us with a potent tool for fighting against COVID-19. However due to misinformation and unawareness, initially there was vaccine hesitancy owing to which people were reluctant to get vaccinated. At VIDYA Mumbai, we began awareness campaigns promoting the benefits of the

vaccines while debunking the myths and misgivings regarding getting vaccinated.

Since vaccination process was carried online, there were several who were not digitally savvy to understand the process. During our campaigns we also explained the process of vaccine registration and hence helped several in obtaining it. We also set up camps in association with medical centers and hospitals for those groups who could not access these readily. Our vaccine awareness campaigns and vaccination camps helped more than 2000 adults across Mumbai in getting vaccinated.

**Impact**

2000 Adults Vaccinated

## 6. GOODS FOR GOOD CAMPAIGN

In this fight against the pandemic we had several supporters without whose assistance we would have not been able to come so far in our efforts. In the 'Goods



for Good' campaign we appreciated the efforts of these benevolent people who put community service first. In association with Starbucks, we raised funds for providing fibre tumblers for and distributed them to 350 employees across India as a gesture for their invaluable support during the COVID-19 pandemic.

**Impact**

350 Starbucks Fibre tumblers  
distributed to Pan-India  
COVID-19 volunteers

## 7. DONATE DIGNITY

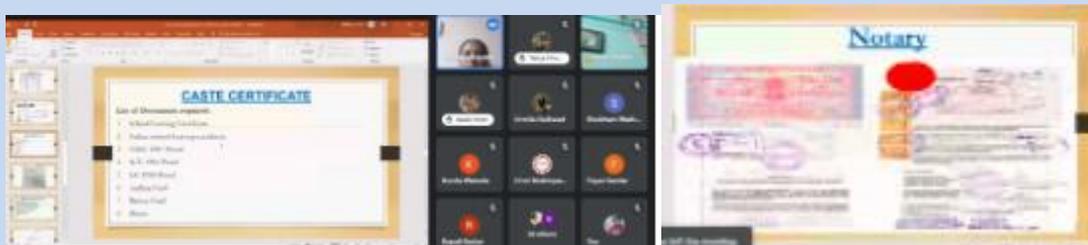
Retrieving basic necessities became a challenge for the underprivileged during the COVID-19 pandemic. Struggling to get even one meal a day, women from these deprived households hence faced challenges in procuring sanitary pads. Many went back to using cloth or rags during menstruation. This puts women at the risk of contracting cervical cancer and various infections. In order to address this burning issue, VIDYA Mumbai launched campaigns across social media and raised funds for procuring the sanitary napkins. We then provided these sanitary napkins to 5500 women and girls from disadvantaged households across 8 communities in order to help them maintain menstrual hygiene.

**Impact**

Sanitary Napkins distributed to  
5500 girls and women  
Across 8 communities

## 8. DIGITAL INDIA CAMPAIGN

In support of the Digital India campaign led by the Government of India, Vidya Mumbai too launched its own initiative to promote digitalization and its literacy across the city during the COVID-19 pandemic. We held a workshop for community members on the importance of digitization. The workshop taught them how to put their essential documents on the cloud for storage and accessibility. This initiative benefitted approximately over 600 families.



**Impact**

600 families benefitted



## 9. HEALTH ON WHEELS CAMPAIGN

The pandemic left everyone vulnerable and many avoided going to hospitals because they feared contracting COVID. However, getting health checkups was more essential than ever during the pandemic. Hence, we set up healthcare camps wherein we organized free health checkups for underprivileged people.

Under this program we conducted checkups for 220 women and children.

### *Impact*

Health checkups for 220  
Women and Children

## 10. PPE KIT AND VITAMIN D SACHET DISTRIBUTION

Replenishment of vitamins and boosting immunity become very pivotal in combating the virus. At VIDYA Mumbai, we distributed Vitamin D sachets to 5000 families during the pandemic in order to boost the collective immunity of the community against the virus. We also provided PPE kits to them in order to increase safety and reduce transmission of the virus amongst individuals.



*Distribution of PPE Kits to Frontline workers*



*Distribution of Vitamin D Sachets*

**Impact**

Vitamin D sachets distributed  
to 5000 families

## 11. ROAD TO EDUCATION



The pandemic left the entire economy in shambles and affected the rich and the poor both. However, the magnitude of the adverse impact on the underprivileged was exponentially higher. Unable to purchase food for their daily subsistence, these poor households could not afford to pay the fees for educating their children. At VIDYA Mumbai, we raised scholarships and paid fees for 400 children so that they could continue their education and development without any obstacles.

**Impact**

Scholarships for 400 children



## 12. PLACEMENT ASSISTANCE

Our training and education initiatives were coupled with providing placement assistance to the unemployed. Unemployment increased sharply during the pandemic leaving thousands without jobs and a means to survive. In such circumstances we initiated placement programs which helped create 140 opportunities in the previous year.

**Impact**

140 Job opportunities created

### 13. COVID TASKFORCE INITIATIVE



This was a dynamic program which was set up to constantly stay in touch with the problems and needs of the community members at large due to COVID-19. Through this initiative we helped community members across 10 communities register on government portals and also identify free hospital beds. The taskforce comprised VIDYA teachers and youth alumni beneficiaries. This was also done to support the government machinery which could not alone handle the influx of so many queries and patients.

#### Impact

Helped members across 10  
Communities

### 14. DAAN UTSAV

‘Charity like the sun brightens every object on which it shines’. This quote guided us at VIDYA Mumbai to incorporate ‘Daan Utsav’ through which people could donate items which they did not need to those in need of them. The Pandemic left many deprived of essentials and in such a scenario, this initiative benefitted several individuals and households.





*Volunteers preparing grocery kits*

Despite several challenges and obstacles VIDYA Mumbai continued tirelessly in the war against COVID-19. Our donors, volunteers and core team played a major role in the smooth execution of all the above-mentioned initiatives. Against all odds, **we stand together with the local communities** that we support. Notwithstanding the COVID-19 Pandemic, we are in a **dynamic expansion model** where we are catering to more and more communities in order to **benefit maximum stakeholders**.

The **progressive approach** that we follow shall continue and we are ready to face all future challenges. The Pandemic still continues and so does our collective fight against it.

“

***VIDYA Mumbai shall persist in its endeavor to provide equity in opportunities for education and development while joining hands with the nation in combating COVID-19.***

”