

## **ETASHA Society**

ETASHA provided Cash support to our trainees' families who are daily wage dependant, hence have no income source currently.

ETASHA also provided food rations and other necessities to families of the needy in the communities we work in.

ETASHA Society is producing 100,000 hygiene masks for distribution to vulnerable communities under ETASHA's innovative **Livelihoods Restoration and Build-back Project**. The project has engaged **85 financially vulnerable households** from Mangolpuri, a slum community in North Delhi. Daily wage earners, unable to sustain themselves during the lockdown, to earn and live with dignity.

“With this opportunity, I am able to sustain my livelihood and may even continue the stitching work post the lockdown,” says Saraswati mask maker skilled by ETASHA.

“I had to stand in long queues for hours to get food for my family. With ETASHA's mask-stitching activity I can now earn while at home and am financially stable,” say Vivek a mask maker supported by ETASHA.

The main objective of the ETASHA's **Livelihoods Restoration and Build-back Projects** is to enable regular income generation of at least one person per daily-wage-dependent family and to locally produce, distribute and market products required for protection against COVID-19 (hygiene masks, disinfectants, household cleaners etc). The project also aims to develop skills and enterprises which provide a regular source of income to community members in the post-COVID era. The core strategy is to provide Relief to community members not just from a health perspective but by **Restoring the Incomes and Dignity** of every Beneficiary. Through training and market linkages and the creation of home-based enterprises, these beneficiaries will be encouraged to Rebuild their lives and Build-back the economy.

Meenakshi Nayar, President ETASHA Society says, “We are thankful to IDFC First Bank who have partnered with us to get 100,000 masks produced by the vulnerable communities. 85 families are enabled to earn a living, the masks are distributed to help protect people in the communities, hospitals, Police and NGOs working in these communities. We have started similar projects in Sangam Vihar in South Delhi and in Janouli, a small village in Haryana. We invite corporate and government organisations towards maximising the output and reach of this initiative.”

Collaborate with ETASHA: [communications@etashasociety.org](mailto:communications@etashasociety.org)

Donate: ETASHA's Website <https://www.etashasociety.org/donate-now.html>

Ketto: <https://www.ketto.org/fundraiser/income-generation-for-the-underprivileged-during-lock-down?payment=form>