



REACHA

COVID-19 Combat

Reaching out, touching lives



ABOUT REACHA

Meaningful partnerships since 1992 - government, academia, corporates, civil society and communities

Registered Under:

1) Societies Registration Act, 1860; 2) FCRA; 3) NITI Aayog Darpan Portal; 4) 80G and 12A of IT Act

Organisation Mission

To reach out to the masses, be with them, hear from them about their needs, and thereupon develop and implement sustainable models of socio-economic growth and development, through a participatory process of consultation, co-creation, collaboration and convergence.

Main Geographies Covered

Uttar Pradesh, Delhi-NCR, Kashmir, Maharashtra, Karnataka, Madhya Pradesh, Uttarakhand, West Bengal, and Punjab.

Areas Of Intervention

Agroforestry, Environmental Conservation, Education, Health & Family Welfare, Vocational Training / Skilling / Livelihood development, Women's empowerment, Disability, Rural development, Slum development; Culture, Entrepreneurship / Self Help Groups (SHGs) development as part of incubating sustainable livelihood models.

Main Funders

Tata Power, Tata Teleservices, ONGC, REC Foundation, Genpact, NASSCOM Foundation, Aptech.

COVID-19 COMBAT

With the whole world under the grip of COVID-19, India has also been **severely affected** and is currently under **total lockdown** with the cases every other day. Our country has a huge population and the lockdown has affected many in various ways. REACHA along with SGF has been involved to help the people in need, because now the situation has come up to the point where the world needs to **learn to live with COVID-19** and **fight it with togetherness**.

Efforts to combat COVID-19

- REACHA has moved fast to respond to **support government/Indian Army** in Baramulla, Kashmir, as well as local areas near its office/work place. Effort is underway to engage with civil administration as REACHA works closely with Indian Army to train youth in livelihood activities as part of army efforts to wean them away from militancy through peaceful means. The Indian Army has been battling militancy in Kashmir & now is also confronted by the Corona menace because of the unprecedented situation they need our support for various essential goods.
- REACHA has also reached out to local communities near its office/s in Delhi and Ghaziabad (UP) **to help the migrant workers**.

ONGOING PROJECTS TO COMBAT COVID-19

A

PROJECT A

Supporting Indian Army at Baramulla, Jammu & Kashmir to fight against COVID-19
- by REACHA

B

PROJECT B

Providing essential support to migrant labours near Delhi, NCR, Uttar Pradesh
- by REACHA

C

PROJECT C

Fight against COVID-19 in villages where SMART GAON have been set up
-by REACHA and SGF (Smart Gaon Foundation)

During such times, humanitarian support like funding can be invaluable for the army at the frontline, for the migrant workers and all other people who are in need of essential goods.

EFFORTS UNDERWAY FOR PROJECT A

- **Rs. 30,000/** transferred to **Indian Army vendor** in Baramulla to provide support to combat COVID.
- Cash support of **Rs 5,000** provided to **Self Help Group (SHG)** developed by Chinar 9 Jawan Club, Baramulla – being run under Indian Army supervision. Due to the shortage of masks in their community, one of our SHGs developed by Chinar 9 Jawan Club, Baramulla decided to make masks themselves and distribute them free of cost. Financial support was provided to them to procure **raw materials for the masks.**
- Cash support of **Rs. 2,500 each** provided to 4 beneficiaries from Kashmir, currently working in Bangalore and Chennai - for food and other basic necessities. The beneficiaries to whom cash support was provided are part of skill development/ livelihood program undertaken by REACHA in Kashmir who were affected by the COVID-19 lockdown.



EFFORTS UNDERWAY FOR PROJECT B

Funding support of Rs 25,000 provided to 'The Federation of Apartment Owners Association', Indirapuram, Ghaziabad to help them provide cooked food and dry ration to the deprived/migrant labourers/daily wagers etc. who have been severely impacted by COVID-19 lockdown.

The Federation of Apartment Owners Association an apex body representing hundreds of apartments in Indirapuram and Raj Nagar extension joined hands with all willing to provide food both **cooked and dry ration** to the deprived. Cooked food was provided to **thousands of migrant labourers** who had crossed into Uttar Pradesh bare foot on their way to Bihar and U.P. Along with food they were also provided with **bottled water** to quench their thirst and infuse life into those who were on the verge of collapsing.

With the flow of workers getting over, the Federation is now providing **food packets** and dry ration to **more than 1000 people every day** at their doorsteps in areas of Makanpur, Konavli and Shakti Khand. This routine will continue till such time as some normalcy returns and there is hope that these people will start earning their livelihood again.



WHERE WILL THE FUNDS BE USED?

During these tough times we as humans have the **duty to help** the ones in need. These **funds** will be used to support the hospital workers, essential service workers, Indian Army, daily wage workers, farmers and their families.



COVID-19 Emergency kits: Sanitizers, disinfectants, masks, hand gloves, etc



Other essentials: Shelter, pulses, rice, flour, water bottles, etc



Education kits for students and youth



Online and offline **awareness** campaign



Emergency **financial** support



1. 1000 meals for daily-wagers/migrants
2. 100 families for a month with ration support

OTHER HELPING WAYS OF REACHA

MAKING MASKS

Ms **Harmeet Kaur**, our head of Fashion Designing course in Baramulla being run with ONGC CSR support within army campus joined REACHA in 2016. During this pandemic she is constantly trying to stay in touch with her students and then **providing them help** accordingly. She, along with her students, has been **preparing masks** at their places and distributing them in the locality free of cost.

Yasmeena our fashion designing student can be seen **stitching masks** in the attached video below:

<http://www.reacha.org/local--files/reacha-covid-19-combat/2.%20BARAMULLA%20SHG%20EFFORT%20AT%20PREPARING%20MASKS.mp4>

MENTAL HEALTH & AWARENESS

COVID-19 has not only affected us physically but **mentally and emotionally** too. With the lockdown many people faced anxiety but with the current situation it is evident that we have to **learn to live COVID-19** for the time being. Keeping this in mind, our mental health counselor in Chinar, **Ms Arifa Aslam** and her team started **online counselling/phone counselling** people through the ONGC supported Drug De-addiction and Counselling Center, Indian Army campus, Baramulla. This has also helped in **raising awareness** among people about the current situation and a feeling of togetherness.





“The best way to find yourself is to lose yourself in the service of others .”

—**MAHATMA GANDHI**

“Alone we can do so little,
together we can do so much.”

—**HELEN KELLER**



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