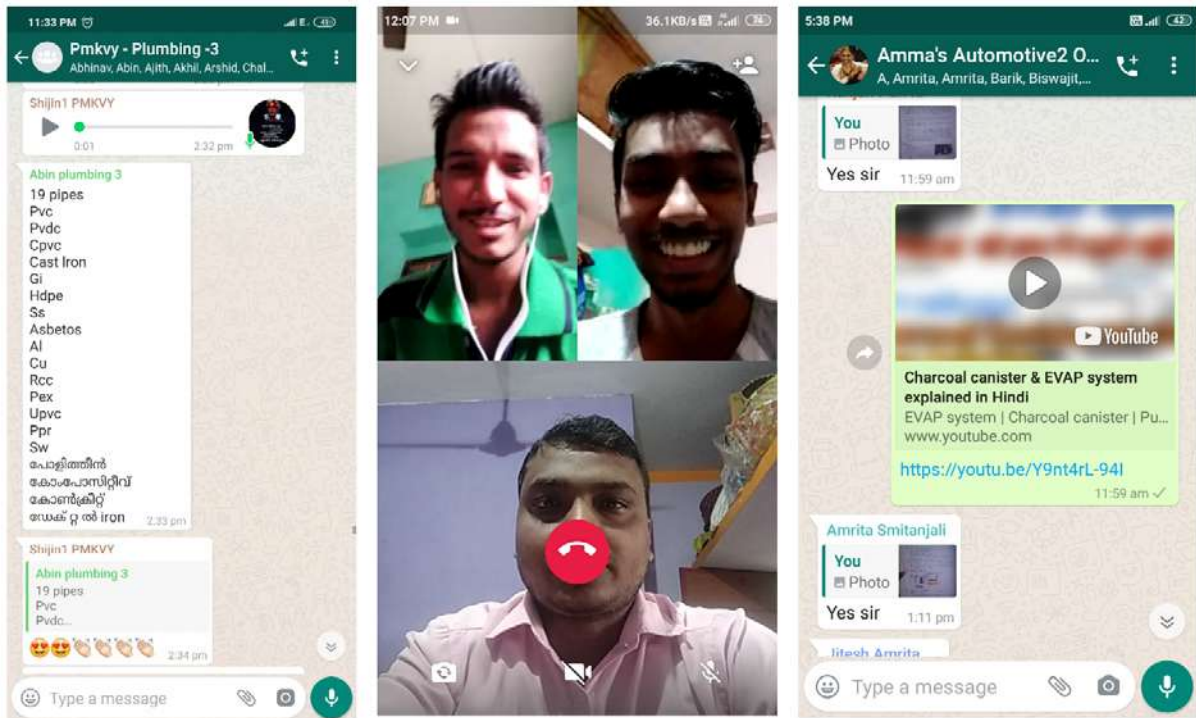


# RESPONSE TO COVID-19



## COVID-19 Awareness and Prevention Efforts



In March of 2020, the AMMACHI Labs/CWEGE field team members shifted their priorities from their normal work to making efforts to spread awareness and education on taking precautions against the spread of COVID-19. They shared verified informational videos and explained preventative measures like proper hand-washing to the members of the village communities. In many places, cloth masks were made and distributed as well. Amrita PMKVY training teams across India launch distance learning opportunities during lock-down.

Full report:

<http://ammachilabs.org/skilling-in-touch-amrita-pmkvy-in-response-to-covid-19/>

## #COVIDWarriors Campaign



The Prime Minister of India recently announced that a “people-driven” approach is what is needed to curb the pandemic and unveiled a new campaign called #COVID-Warriors. In support of this national campaign, AMMACHI Labs designed posters in several Indian languages to raise awareness and support for those on the frontlines who keep us safe. The posters were shared with UNICEF India, Amrita Vidyalayam Schools, Amrita University and also via Whatsapp in our villages to raise awareness in rural communities. The posters are in English, Hindi, Tamil, Kannada and Malayalam.

## Mask Distribution by PMKVY Students



Since the lockdown, Amrita PMKVY students have stitched and distributed over 2,000 masks to their local community members, along with gloves to common gathering areas such as public health centres, petrol pumps, shops, banks and also to policemen, social workers and utility workers. While the Tailoring students are certainly putting their learned skills to use, students across the various courses are also pitching in to help with this effort.

# **PAPR: Low cost Powered Air Purifying Respirator For frontline medical workers**



Exceeds the standards set by NIOSH -National Institute of Occupational Safety and Health

Certificate of Excellence at SCO - YSC 2020 (Shanghai Cooperation Organization)

## **Outcomes:**

- 20 PAPR kits developed
- User manual and instructional videos (donning, doffing and maintenance)
- Usability study with doctors and nurses in progress

## **Academic Publication:**

Jayan, V. et al., "Design and development of a low-cost powered air-purifying respirator for frontline medical workers for COVID-19 response," 2020 IEEE 8th R10 Humanitarian Technology Conference (R10-HTC), 2020, pp. 1-6



Cost ~ Rs 30,000



Airflow > 10CFM



Battery > 12 hr



Noise < 70 dB

“The harness is very comfortable to wear and houses the battery and the fan-filter assembly very well. I wore it continuously for over 6 hours yesterday and I had no physical discomfort..”

-Dr. Mahesh KP,  
Pediatric Cardiologist, AIMS

### Partners:

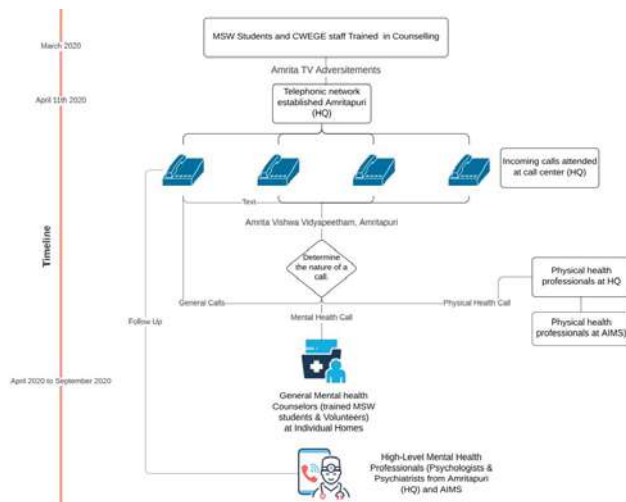
AIMS, Development and Deployment partner

Amrita Vishwa Vidyapeetham, Funding Partner





# Amrita Mental Health Hotline



## Oct 2020 - June 2021

As India plunged into a lock-down due to Covid-19 outbreaks, the “new normal” threw everyone into a world of uncertainty and fear. To serve society, MSW students started a COVID-19 Mental Health Helpline to stay connected.

### Outcomes:

- 500+ calls with 200 callers with mental health issues
- Experiential learning for 10 MSW students supervised by 4 staff

### Partners

Department of Psychiatry & Department of Psychology, AIMS  
Amrita Vishwa Vidyapeetham,  
Amrita Television



# ACTION RESEARCH IN SUPPORT OF ECONOMIC RECOVERY

## Priority Action Roadmap for Women's Economic Empowerment in the wake of COVID-19 (PARWEE)



- Evaluating the coping actions, lessons learnt and needs of Indian urban women entrepreneurs
- Innovating a co-creation methodology involving remote participatory methods:
  - In-depths interviews,
  - Co-creation workshops
  - Webinar with institutional stakeholders and women entrepreneur representatives.

## Outcomes:

- Dialogue between several levels of stakeholders including Ministry
- Representatives and UN Women
- Innovative policy recommendations through webinar format

## Academic Publication:

Bonin S., Singh, W., Suresh, V., Uppaal, K., Rashed, T., Nair, R., Bhavani, R. R. (In press). A Priority Action Roadmap For Women's Economic Empowerment (PARWEE) Amid Covid-19: A Co-Creation Approach. International Journal of Gender & Entrepreneurship.

## Partners:

India Trade Promotion Organization, FICCI, Citigroup, UN women, 24 women entrepreneurs

Department of Commerce, Amrita Vishwa Vidyapeetham, Amritapuri

**WEBINAR ON**

# PRIORITY ACTION ROADMAP FOR WOMEN'S ECONOMIC EMPOWERMENT IN THE WAKE OF COVID-19 (PARWEE)

**Rajesh Agrawal**  
Executive Director, India Trade Promotion Organisation, Department of Commerce, GOI

**Dilip Chenoy**  
Secretary General of FICCI

**Ela Ionescu**  
Partnership Specialist with UN Women

**Anand Selvakumari**  
Head US Consumer Banking at Citigroup, Inc

**Meg Jones**  
Senior Expert Gender and Trade

**Kuljeet Uppaal**  
Image Scientist & Impact Strategist CEO-Krea and Karmaveer Chakra Awardee

**Bhavani Rao**  
UNESCO Chair on Gender Equality and Women's Empowerment and Director of Ammachi Labs and CWEGE

**ammachi labs**

**Center for Women's Empowerment & Gender Equality**

**AMRITA**  
UNESCO Chair on Gender Equality and Women's Empowerment

**15 SEPTEMBER, TUESDAY, 3.30 PM - 5.30 PM**

Live on: [Facebook.com/ammachi.labs](https://www.facebook.com/ammachi.labs)



# PMKVY: COVID-19 Impact Assessment

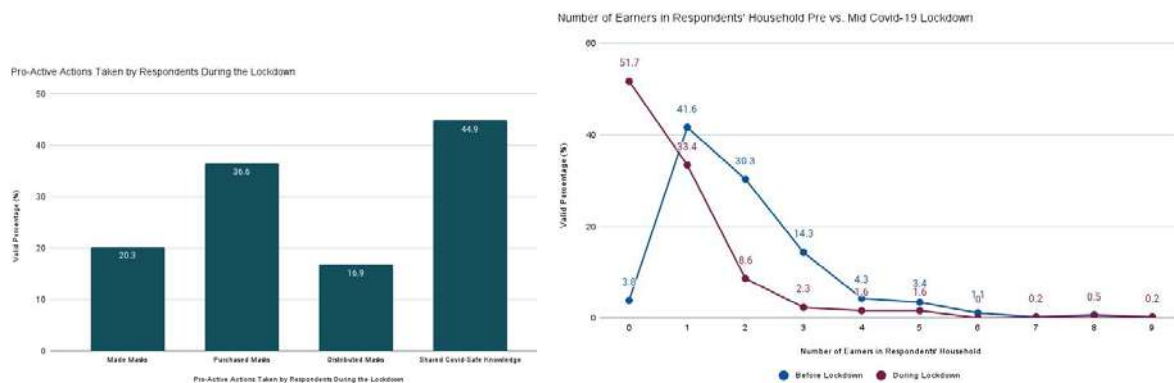
- Assessing the toll India's Covid-19 lockdown upon recipients of the nation's flagship initiative, PMKVY.
- Involving rural, working-age youth recipients of PMKVY.

## Findings:

- Tremendous economic loss for India's vocationally skilled population and the families that help to support them
- Increased importance for skill development alongside growing concerns over their future work
- Significant consequences on type of employment and future work concerns
- Significant influences of adaptive behavior on coping with life during the lockdown

## Outcomes:

- Experiential Learning for 6 MSW students



## Academic Publication:

- Sheshadri, S. Alkoyak, M., Shetty, R., Santhosh, S., Bhavani, R. R. (2021). School to life transitions post-COVID-19: A study of adaptive performance among vocational learners in rural India. Manuscript submitted for publication.

## SHG: Membership and Well-Being



- Exploring the economic situation of women's households.
- 400 below-the-poverty-line women members of self help groups in Kerala to assess the situation of their households.

### Findings:

- Extreme declines in income and employment.
- Effective access to free rice rations
- Absence of report on monetary transfers from the government
- Demonstrate student engagement

### Outcomes:

Experiential Learning for 37 MSW students

### Academic Publication:

Suresh, V., R, Fishman., Bhavani, R. R., von Lieres, J. S. (2021). Impact of the COVID-19 Lockdown on the Economic Well-being and Food Security of Rural Households in India. Manuscript submitted for publication.

### Partners:

Nitsan Sustainable Development Lab, Tel-Aviv University



**1** NO  
POVERTY



**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**8** DECENT WORK AND  
ECONOMIC GROWTH



**10** REDUCED  
INEQUALITIES





