Greetings from SEWA!

Let me begin by briefing you on the second wave of Covid 19 and the work SEWA has immediately started to protect our members from further getting infected. I am also sending herewith the Covid related note which may be useful.

The second wave of COVID-19 has spread rapidly like wildfire in both rural and urban areas and is now even combined with sporadic cases of mucormyosis. SEWA has launched a campaign in response to the rising morbidity and mortality among our members. Their situation is very dire and it has been heart-breaking hearing their accounts on the health and economic impact of this second wave. Given the acute shortage of medicines, supplies, and hospital beds, we felt there was a critical need of a campaign focusing on prevention as well as early testing, thus reducing the need for hospitalization.

SEWA's campaign is focusing on three major areas:

1) Education and awareness: Over the next 6-8 weeks, we intend to develop and disseminate content based on critical knowledge gaps and needs of our members. Posters, audio messages and videos will be developed on COVID appropriate behaviors, prevention, symptoms, need for early diagnostic testing, vaccine adoption, and treatment. Posters will be printed and distributed through a door-to-door campaign with appropriate precautions.

2) Mask distribution: The mask distribution program builds off a large-scale randomized controlled trial conducted by a team from Yale and Stanford Medicine in rural Bangladesh. Their protocol resulted in a substantial increase of 30 percentage points in mask-wearing and appropriate usage, while increasing adherence to social distancing. The protocol has four critical components:

* House-to-house free mask distribution
* Information provision (in households)
* Role modelling and advocacy by community leaders
* In-person reinforcement at markets and public spaces.

SEWA will procure and distribute over 1.5 million masks in rural areas and 1.2 million masks in urban areas across Gujarat, Rajasthan, Bihar, and Uttar Pradesh. This will be accompanied by education on appropriate mask usage, repeated reminders, and surveillance and monitoring. The intent is  to create sustainable behavior change and promote appropriate COVID behaviors.

3) COVID Quarantine Centers: SEWA will work with local and state health authorities to convert SEWA offices into “temporary quarantine clinics” to care for COVID patients, similar to those in African countries during the Ebola crisis. The clinics will act as quarantine centers initially. Once they are staffed and equipped with adequate beds, medicines, and medical supplies, they can be used as COVID care centers.

Kindly let me know if you have any questions or need additional information on the campaign. SEWA requests that you join and support this initiative in any manner. Any assistance with funding the campaign and/or providing masks, sanitizers, and face shields as well as medicines and medical supplies for the clinics will be greatly appreciated.

I am herewith sharing a payment link for our Covid Response Fund. I would like to once again request you to please join in supporting the #SEWACampaign. Let's work together to ease the burden of the poor in rural India. We request you to donate generously to this campaign of great humanitarian significance.

You can donate using the link below.

https://rzp.io/l/0sW8ZSlv9

Alternatively, you can transfer funds to the below account:

Account Name: Mahila Sewa Trust

Account Number: 08490100007410

Address: Bank of Baroda, Ashram Road Branch, Ashram Road, Ahmedabad-380009

IFSC Code: BARB0ASHRAM

MICR Code: 380012003

Whatever you contribute will go a long way providing hope to the poor in their struggle against COVID. Remember no contribution is small, everything counts!