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UNITED WAY BENGALURU

CHRONICLES

QUARTERLY NEWSLETTER | Coverage: October - December 2021

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United Way
United Way Bengaluru

Address: #5, Crimson Court, 3rd Floor, HAL 3rd Stage, Jeevanbhima Nagar Main Road, Bengaluru 560075 | Phone: 080 - 40906345
E-mail: marcomm@uwbengaluru.org
Website: www.uwbengaluru.org

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Dear Reader,

Despite omicron being at its peak, our team has been motivated to carry on the impactful work that they have been doing. During this quarter, we conducted some critical interventions including:

- Organising vaccination drives in remote areas, among the eligible population in high-risk communities
- Strengthening healthcare institutions to meet their immediate needs and to prepare them for the future
- Upgrading schools and Anganwadi Centres to welcome students back to these institutions
- Empowering vulnerable communities including rural women and transgender communities through skilling programs

This was possible due to innovative strategies and effective sustainable partnerships with stakeholders.

I hope readers will enjoy reading the two cover stories featured in the newsletter. The stories are highly inspiring.

We are incredibly grateful to all of you for your continued support. This will help us to continue doing our bit towards " mobilising the caring power of the communities" and bringing positive change in society.

With Gratitude,
Rajesh Krishnan

Leader's Insights

RAJESH KRISHNAN

Executive Director

AWARDS AND RECOGNITIONS

India CSR

Awards 2021

Winner

'One Billion Drops' Project
under the Environment Conservation category

Growth is powerful, but it comes with bigger responsibilities. Humbled to announce that we have been recognized as the Winner of the India CSR Awards 2021, for one of our flagship programs - 'One Billion Drops' under the Environment Conservation category. Proud of our team and ever grateful to our well-wishers and supporters for believing in us.

Cover Story

WOMEN WARRIORS WHO ARE FIGHTING COVID AND CREATING IMPACT

Across the globe, women are taking the lead in combating Covid. In India, even at the grassroots level, frontline health workers, largely women, have been contributing to the recovery and reconstruction during the pandemic. This inspired United Way Bengaluru (UWBe) to confer the responsibility of its vaccination campaign amongst the marginalized and underserved, to women across all levels.

UWBe initiated the vaccination campaign in Pune, in August 2021. In four successive months, the campaign vaccinated more than 25000 beneficiaries in two slum localities. In December 2021, 3M extended the program to slum areas in Bengaluru with the launch of two Mobile Vaccination Vans to expedite second dose coverage and support Bruhat Bengaluru Mahanagara Palike (BBMP)'s mission not to leave anyone behind.

The team behind the show

- At the leadership level, a team of women manages diverse responsibilities within the participating organizations - 3M India and UWBe
- At the intermediate level, women within the city corporations – Pimpri-Chinchwad Municipal Corporation (PCMC) in Maharashtra, and BBMP in Karnataka, are handling critical roles in acting as a liaison between the communities and the other stakeholders.
- Our Health partner, VaccineOnWheels, is led by women project managers, doctors, and nurses.
- Frontline operations are led by a dedicated team of women health workers - ASHA Workers, and ANWs

How the women warriors are doing it differently?

- They reach out to the women in the communities who are always last in line in healthcare-seeking behaviour.
- By building relationships, trust, empathy, and understanding people's fear and anxiety, they are able to convince people to get vaccinated.
- Through customized messages, they reach out to families and eligible candidates to persuade them.

United Way Bengaluru's social experiment towards enhancing diversity and inclusion has had a ripple impact on the communities at large. Our team of frontline workers is not only helping to successfully drive the objectives of the campaign but is also paving the way for other women and girls within communities to come forward and take up positions of influence and responsibility.

Little Champ

She made it to the India Book of Records 2021

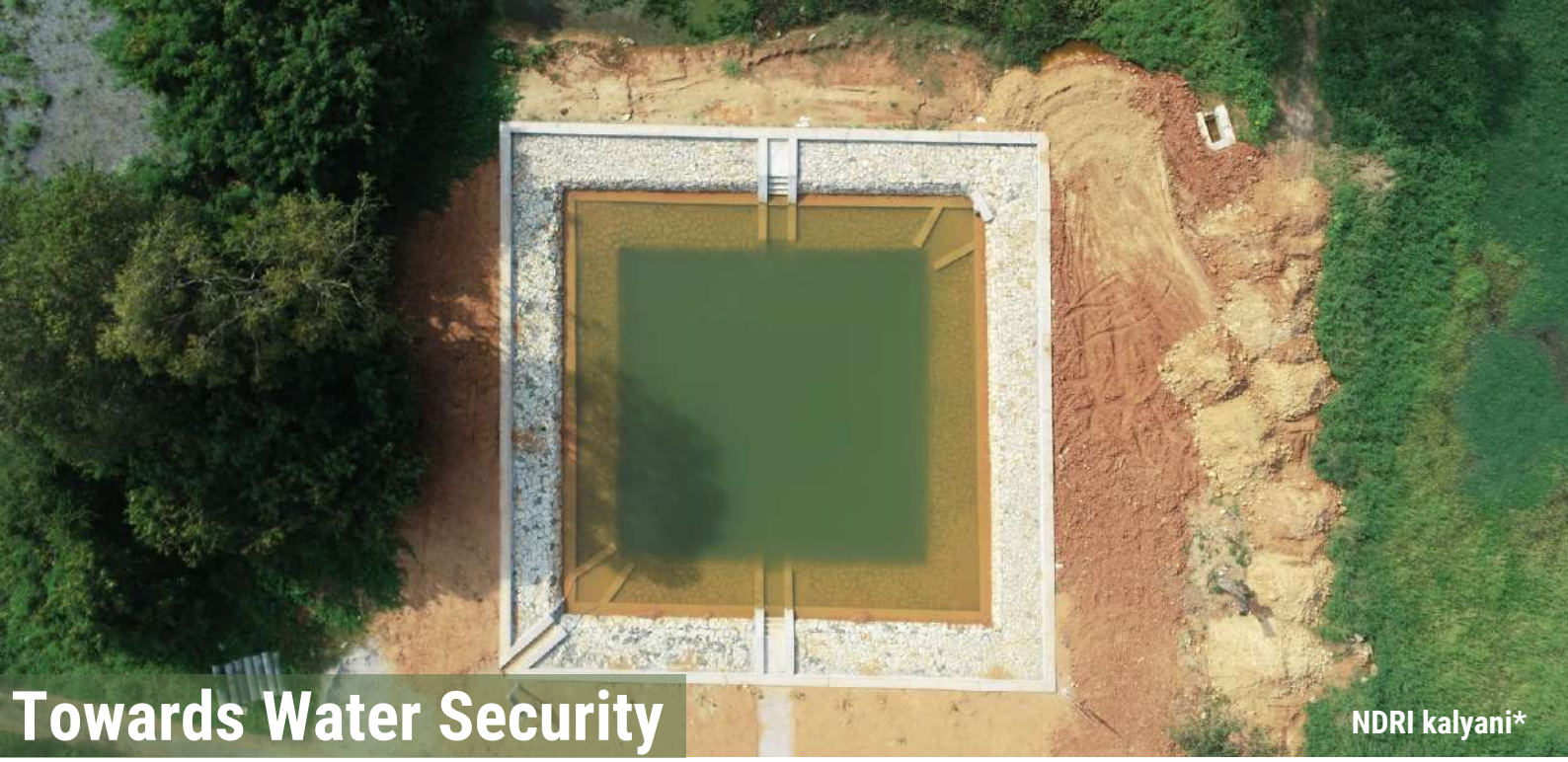
We are very proud of our little friend Parinitha, a 4-year-old from Sorahunesegrama Anganwadi Centre, who made it to the India Book of Records 2021.

She is capable of independently reciting Kannada poems, identifying Kannada varnamale (letters of the alphabet), having outstanding knowledge of national symbols, names of days of the week and months, all that this child needed was a little support and an encouraging environment at the Anganwadi Centre and her home.

This indeed is a matter of joy for our early years learning program, Born Learning Campaign's team, and CSR partner GE Healthcare that implements the BLC program in Sorahunesegrama Anganwadi Centre and across other Anganwadi Centres in Bengaluru. Like Parinitha, the program helps to enhance the numeracy and literacy skills of 750 children enrolled actress 30 other Anganwadi Centres.

Even during the lockdown when Anganwadi Centres were temporarily shut down, our ECCD team worked with Anganwadi Workers and parents who were trained to facilitate sessions for children virtually and at home respectively.

"Education is like a passport to a good future. Our parents could not afford our education but as parents, we make sure that our child is nurtured well. Due to covid, she could not go to the Anganwadi Centre but fortunately, we were guided by United Way Bengaluru as to how to encourage and help her learn at home. Videos and activities were shared on WhatsApp. When we did not understand concepts or instructions, we were guided continuously by the team.", said Parinitha's parents.



NDRI kalyani*

Towards Water Security

In this quarter, with the support of our CSR partners, United Way Bengaluru has made some significant contribution towards rainwater conservation.

We are delighted to have successfully implemented and completed the construction of a Kalyani – a rainwater harvesting structure at the Southern Regional Station, ICAR-National Dairy Research Institute(NDRI)'s 158 acres campus in Bengaluru, with the support from our CSR partner Zebra Technologies. The Kalyani can hold about 12 lakh litres of water, increase the water table, benefit about one lakh population around the NDRI campus and support a fodder zone for rare cow breeds.

90 percolation wells have been built at Jayaprakash Narayana Park with the support of Kennametal towards the 'One Billion Drop' Campaign. Each percolation well, 12 feet deep x 4 ft wider serves as a charge well and can hold 1,28,100 litres of rainwater in a given year. This is indeed a viable solution towards the conservation of rainwater that is largely run off, wasted, evaporated, and lost across the city's terrain.

In partnership with United Breweries Ltd, United Way Bengaluru rejuvenated the Nandi Lake which was in a dilapidated condition with construction debris, garbage, weeds, and electric poles. The restoration work started in 2018 intending to conserve the lake and enhance the ecosystem around it. Today the rejuvenated Nandi Lake potentially holds 400979 KL of water and positively impacts the environment and quality of life of 10,000 community members (directly and indirectly) living around it.

Nandi Lake*

Strengthening Primary Healthcare Centres (PHCs)

In collaboration with Robert Bosch Engineering and Business Solutions, United Way Bengaluru has strengthened 5 PHCs under #BoschCares COVID response.

A large population depends on PHCs for free health care. To ensure quality delivery of services, along with experienced medical professionals, PHCs need skilled health workers who play a significant role in the efficient functioning of the PHCs and also serve as the first point of contact for patients, families, and caregivers. To ensure equipping the frontline health workers such as Accredited Social Health Activists (ASHAs), Auxiliary Nurse Midwives (ANMs), and Lady Health Visitors (LHVs) with required skills, we conducted special workshops in partnership with Bosch. As many as 57 health workers from PHCs have been trained so far.

Shaping Anganwadi Centres into New Avatars

We have been working towards strengthening Anganwadis Centres (AWCs) by refurbishing them and providing infrastructure support to ensure that the learning environment is healthy and cheerful for children. With the support of our CSR partner, Parexel we transformed 10 AWCs in Bengaluru and Hyderabad by improving the facilities and environment through construction support, upgrading the interiors, mural painting, and providing water connection. These centres were inaugurated and are ready to welcome their children back. Adding more services and better infrastructure can impact the lives of over 700 children.

Under the Born Learning Campaign, 'Motherhood Kits' has been developed with the support of the HCL Foundation and distributed among expectant mothers and families as a guideline to help them understand the needs of new mothers and their infants. Each kit contains posters, a calendar, a recipe book, and a manual that helps to understand the milestones of children during the first 1000 days since birth. It also provides information about breastfeeding, nutrition, and holistic development of children.

ENHANCE AND EMPOWER

Livelihood Program for Rural Women

In collaboration with Applied Materials, we supported rural women whose livelihoods were impacted by the pandemic, at Bangarpete in Kolar through a unique intervention model. 15 rural women have been provided cows to help them start their dairy businesses.

As a part of the intervention, these women will pass on the calves to another set of beneficiaries, which makes the model scalable and sustainable.

By selling milk to KMF, these dairy farmers are guaranteed a fair price and stable income. These women can now meet the needs of their families. Our beneficiaries are being helped to form a Self Help Group so that they can grow their businesses and also reach out to other women. In addition, ration kits have been provided to 800 families by Applied Materials. Our heartfelt thanks to Applied Materials for the support.

These beneficiaries have also been linked to the KMF Nandini Coop, with the support of the District Administration.

Special Observation Days

October, being Breast Cancer Awareness Month, we planned a series of awareness sessions to sensitize rural communities. Under the Born Learning Campaign initiative, with the support of the HCL Foundation, we organized workshops on breast cancer for rural women from Jigani, Bengaluru. Flashcards were used to demonstrate and educate women on symptoms, causes, and treatments of breast cancer. Self-examination techniques were also demonstrated for early detection.

Women's Collective Entrepreneurship Program

50 women were awarded certificates for completing the 'Art and Skills of Sewing and Tailoring' training through the Women's Collective Entrepreneurship Program. Labcorp Drug Development India and United Way Bengaluru facilitated skill and development training for these women from economically challenged areas. After graduating from the program, the women were connected with industry-leading garment associations with the goal of enhancing their chances of employment. Most of the women in the program have been offered jobs and have started new innings in their lives.

Mobile Vacccination Van

Leaving No One Behind through our Vaccination Drive

As India cheers for 1 billion successful vaccination, we feel happy to have done our bit. United Way Bengaluru has been committed to fighting this pandemic by administering vaccination among the marginalized and we are not stopping until everyone is fully vaccinated. Over 5 Lakhs vaccinations done!

100-bed modular set-up

A 100-bed modular set-up was inaugurated at the Government Hospital in Narayanpet, the first of its kind in Telangana.

This initiative has been supported by our CSR Partner Wells Fargo India and facilitated by United Way Bengaluru. The facility will help the hospital to cater to a population of over 2 lakh from 400 villages around Narayanpet. Wells Fargo also donated 14 Infant Warmers, 14 Phototherapy Units, and 2 ventilators among multiple other medical equipment to the hospital.

Designed by Modulus Housing, this modular structure has a durability of about 25 years. Its multi-utility design allows it to be used for various medical purposes in the future. The negative pressure point cabins eliminate the spread of contagious viruses making them suitable for treating COVID patients.

NURTURING THE ENVIRONMENT

CORPORATE VOLUNTEERS WHO SHAPE THE FUTURE

In a recent volunteering activity facilitated by United Way Bengaluru at LM Wind Power India Pvt ltd's factory campus in Dabaspet, 29 volunteers gathered for an interesting activity of making 2500 seed balls. These seed balls were spread across various locations around Bengaluru, which will play a significant role in ensuring enhanced green coverage in Bengaluru in the future.

JOY SHARED IS JOY DOUBLED

Opentext and its employees, as a part of their food bank initiative, have supported marginalized communities with 3 lakh meals.

SUPPORTING THE KARNATAKA FOREST DEPARTMENT

Flowserve India and United Way Bengaluru supported the Karnataka Forest Department in its efforts towards the sustainable management of forests. To enable the department to smoothly conduct patrolling and supervision activities for the protection of animals and conservation of forests, our CSR partner, Flowserve India donated 2 Bolero jeeps and also donated uniforms to the forest rangers. Flowserve India's social responsibility beyond its office's vicinity will go a long way towards the protection of the environment.

Anil joined United Way Bengaluru "wet behind the ears " as a member of the Resource Mobilization Team. He came from a corporate background, however, found his calling in the development sector. A passionate, committed, hardworking, empathetic, and always ready to support are some of his innate qualities. Despite being new in the role, the above qualities made him a trusted "go-to" person, and his Corporate CSR partners swear by him. Anil carries with him the ability to see through matters and has the vision to anticipate challenges and be ready with plausible solutions. Anil took a sabbatical and then re-joined the organisation after eight months. We are proud to have him with us again.

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United Way Bengaluru

Every city has a plethora of serious, unique, and multifaceted issues — from environment and health to income and education. To truly overcome these challenges and make a worthwhile difference, we must bring together everyone involved — everyone with a common interest and purpose, to work on a solution for a better Bengaluru. And we do just that.

Started in 2008, we are a registered (FCRA, 12A and 80G compliant) not-for-profit organization that works with communities to take local action for global impact. We partner with the people, listen to their concerns, identify the problems, and empower them to tackle these challenges head on. But we don't stop there — we ensure our efforts reap long-term returns by staying connected with the communities.

And that's how we bring visible, lasting change.

BRAND IDEA

In order to live better, we must LIVE UNITED

BRAND CREDO

United way fights for the health, education, and financial stability of every person in every community.

BRAND PROMISE

We win when we LIVE UNITED. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.

LIVE UNITED

GIVE. ADVOCATE. VOLUNTEER.

United Way Bengaluru
Building No. 5, 3rd Floor, Crimson Court,
Jeevan Bima Nagar Main Road, HAL 3rd Stage,
DOS Colony, Jeevan Bima Nagar,
Bengaluru, Karnataka 560075

Find us on