



COVID-19 RELIEF UPDATE

Date: 2 June 2020

AfterTaste

Estd: 2014 | Sector: Women | HO: Mumbai | Presence: Mumbai

About the NGO

AfterTaste is a social enterprise empowering marginalized, unskilled women from slum communities by transforming them into skilled artists and artisans and enabling them to break the vicious cycle of social and economic poverty. They work in partnership with Avanti Foundation to create sustainable livelihood opportunities for the women beneficiaries. They run two Centers at Malwani and Goregaon and are currently working with 37 women, indirectly impacting 200 lives.

COVID-19 Program Update

Thanks to the contribution received from donors like you, HelpYourNGO Foundation supported the **salaries of 29 women** artists/artisans for the months of **March and April 2020**.

Need & Background

Under normal circumstances, the women's salaries are generated from the sale of handmade products (photo frames, night lamps, cards, bags, etc.) at corporate and academic exhibitions. There have been no product sales since mid-March due to cancellation of events/exhibitions and orders owing to the nationwide lockdown. Based on the NGO's assessment, the salaries earned by most women beneficiaries' account for 50% of the total family income and in some cases, these women are the sole breadwinners. They belong to families of daily wage earners and given the current crisis, these wage earners' work and income is at a standstill. Hence, it was crucial for AfterTaste to support the women and ensure that their earnings were not impacted.

Location

Ambuzwadi in Malwani and Irani wadi in Goregaon

Beneficiary Selection Criteria

AfterTaste works with women belonging to economically disadvantaged and socially backward sections of society. The beneficiaries come from below poverty line families consisting of daily wage earners.

Implementation Methodology

85% of the women in AfterTaste are financially literate and have operational bank accounts and ATM cards. HelpYourNGO Foundation disbursed the funds to AfterTaste's partner trust, Avanti Foundation who in turn transferred the salaries via NEFT directly to the women's bank accounts. In case of 6 women who did not have bank accounts, funds were transferred to their colleagues' accounts who in turn handed over the cash to them. The AfterTaste team directed the women beneficiaries on how to follow social distancing and safety norms while withdrawing money from the ATM.

The HelpYourNGO team has reviewed the employee wise bank transfer entries in Avanti Foundation's bank statements.

Support Provided

Month	Contribution Amount	Transferred to Beneficiaries' Accounts on	No. of Beneficiaries supported
March 2020	Rs 1,65,000/-	1 April 2020	29
April 2020	Rs 1,65,000/-	5 May 2020	29
Total	Rs 3,30,000/-		

AfterTaste had identified a donor to support the salaries of 8 women. HelpYourNGO Foundation supported the salaries of balance 29 women for the months of March and April 2020.

Outcome

The contribution enabled the women and their family members to buy their necessities of food and water and helped them not just survive but continue living with dignity. Since most of the men in the family are daily wage earners who stopped earning from mid-March, this contribution was the only source of support and enabled 29 women and 145 family members to have the means and resources to live safely during these challenging times. This further enhanced the women's self-esteem and their social position. Based on the challenges faced by some families due to paucity of funds, AfterTaste increased the April salary payout to some women beneficiaries to support their families better.

Based on the recommendations of AfterTaste's staff to practice safety measures, the women generated awareness within their communities on the importance of washing hands, social distancing, etc. Since they did not have to worry where their next meal would come from, they were committed to their work at AfterTaste. Some have even learnt stitching and distributed 150 masks and gloves in the community while some women helped distribute ration to 80 families in the community.

Photos



Mask and Gloves made by women during lockdown



Beneficiaries after withdrawing their salaries