

CARE CONNECT

COVER STORY

Reaching the Unreachable with COVID-19 Vaccination

CARE India has been working with state governments and local administrations to establish and adapt its COVID-19 response. Our current vaccination efforts include a strong focus on the most vulnerable, hard-to-reach, and excluded communities. Our volunteers are

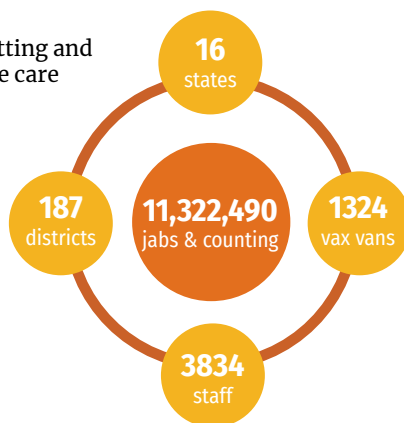


making arduous journeys on foot, boat, two-wheeler or even horses, to reach isolated communities living in these inaccessible areas. Recently, the initiative extended to the age group of 15-18 years. [Har Ghar Dastak](#), [Pink Booth](#), [mobilising via belief system](#) and [addressing vaccine hesitancy](#) are some initiatives that have been taken to facilitate vaccinations.

CARE India's COVID-19 response has included setting and running COVID care facilities, equipping intensive care centres, providing lifesaving oxygen and medical supplies, maintaining biomedical equipment, community resilience and more.

"It is a wonderful experience to be part of the world's largest vaccination drive! Feeling proud to serve the community."

Maya Yadav, Vaccinator
Gurunank Bhawan CVC, Patna



FROM THE CEO'S DESK



I hope 2022 has started well for you. The year that went by was immensely challenging, with many of us having faced personal losses, during the second wave of the pandemic. It is in this dark phase, that the teams at CARE - India and global - united to mobilise resources to support our work on COVID care and vaccination, spread across the country. In addition, we made definitive progress towards strengthening our organisation by inducting new members into our board and leadership teams.

Over the last few months, we have been sharing our news through the monthly townhalls. For building a regular cadence of communication I am delighted that we are recommencing our newsletter, in a new look and form, under the joint sponsorship of Marcom and HR. This newsletter, *The Care Connect* is the place where all employees come together for updates, information about each other and some fun!

Since we live in the age of user-generated content, I request each one of you to contribute actively because your enthusiasm and support will make it richer.

Wishing you a great year ahead!

Manoj Gopalakrishna

MOU signed for the IPEL project

On November 22, 2021, the Government of Bihar and CARE India signed an MoU and launched USAID's India Partnership for Early Learning (IPEL) Project, to support the operationalisation of NIPUN BHARAT in the state to transform the delivery of Foundational Learning (FL) for both public and private schools.

The project will influence change in 137 districts, reaching 3,30,519 Anganwadi Centres, 1,81,528 public primary schools, over 66.5 million public school children (age 3-8) over a five-year period.



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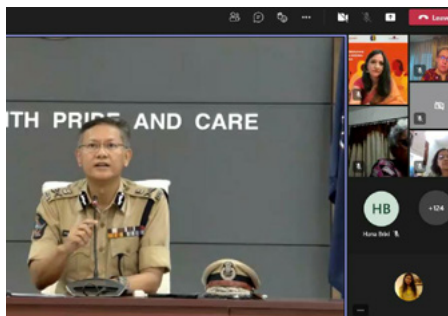
THE BUZZ

16 Days of Activism

CARE organises and participates in various activities across countries to mark the 16 Days of Activism against Gender-Based Violence (GBV).



This year, CARE India organised a webinar with the World Bank on December 7 on **Pushing for Impact: Policy, Program and Workplace Innovations to address Gender Based Violence**. The webinar helped highlight interventions being implemented with state actors, the community and at the workplace, to address GBV.



We showcased our experiences of working in the health delivery system through SAJHA – strengthening health systems response to violence against women, in the state of Bihar.

Women + Water Project Team wins P.A.C.E. Awards 2021

At the globally acclaimed Gap Inc. P.A.C.E. Awards 2021 ceremony on December 9, the Women + Water Project team was awarded the prize in two categories.

The first award was the **Thematic Impact Award** for which CARE India was granted the **Leaving Your Mark** Award Name. This was for a short video that showed transformation in the workplace or



community in response to the lessons learned in the P.A.C.E. programme.

The second award was in the **Community Impact Story** category, where CARE India received the **Our Voice Our Power** Award Name. The video depicted how the P.A.C.E. programme had helped partners address larger thematic issues on the ground.

CARE India honoured in UP

Hon. Governor of UP, Shri Anandiben Patel, felicitated CARE India, on Gandhi Jayanti



for our extraordinary humanitarian work towards COVID - 19 vaccinations.

T-SIG awards CARE's COVID efforts

CARE India was recognised and awarded for all the COVID relief work done

-19 Warriors Recognition

ring Hyderabad's COVID-19 Warriors



in Telangana by the CSR cell of the Government of Telangana, Telangana Social Impact Group (T-SIG). The award was handed out at the COVID-19 Warriors Recognition event on November 8.

THE HR PULSE

Notable Achievements of the HR Department from 2021

CARE India believes in hiring diverse teams, actively engaging with them, and working towards their continued professional and personal development. As an organisation with a mission to empower people, we understand that our greatest strength and resource is our own people.

The prime focus of the HR Department has been to consistently ensure the growth of our people and enhanced people experience. This has included structured HR interventions such as streamlined hiring and onboarding of staff and consultants, working towards having inclusive and diverse policies, releasing safeguarding policies, setting up internal mechanisms and systems, investing in staff development and sensitisation programs and bridging the gap created due to COVID-19.

The HR and OD team has successfully taken over the task of onboarding 120 employees across the country in the last quarter, between October and December 2021. This spans the senior, mid and junior management and support staff. They have also onboarded and managed the life cycle of over 4000 consultants and streamlined their payment process.

Here are a few achievements in a nutshell:

- Safeguarding policy roll out covering POSH, Child Protection and Workplace harassment
- Sensitising workshop on Safeguarding Policy to All Staff
- Grievance Policy Roll out
- Growth in ratio of 8% in onboarding women staff in 2021 (Current Ratio of Women:Men is 45:55)
- Holding webinars on health and health related concerns every month with experts from medical fraternity
- All Staff came together to celebrate Annual Meet in November
- All Staff year end event (at all locations) in December to celebrate the year with gratitude

BOARD CONNECT

Amita Maheshwari, our board member was awarded the HR Leader of the Year Award at the ET Prime Women Leadership Awards 2021. Ms. Maheshwari is the Head of HR – dMed, APAC and India. The award recognises an individual who has the ability to inspire, excite, create strong values, and engage with the workforce and at the same time has made an impact on the organisation, business, people along with the larger HR community and industry.



Social and Behavioral Change Communication Facebook Campaign to address Vaccine Hesitancy

CARE India participated in Facebook's 2021 Scaled Workshop SBCC Programme, as part of which we received Facebook support to run a public health campaign on Facebook on the importance of getting vaccinated. A wide audience across India was targeted to raise awareness about the COVID-19 vaccine and ways to safeguard against the virus.

A total of 154.7 million people were reached through our month-long campaign. Creative messages in Hindi, English and Marathi using the medium of videos and pictures were used to educate and sensitise audiences. The campaign saw highest interactions with audiences from Uttar Pradesh, Maharashtra, West Bengal and Karnataka. These can be viewed on our social media platforms.

THE CARE FAMILY

Diwali, Christmas and New Year Celebrations

CARE India is not all work. The team indulges in play at special occasions and enjoys team spirit and togetherness. Here's a glimpse!



KNOW YOUR COLLEAGUES

This space offers an opportunity to know your colleagues better! We begin by showcasing the reconstituted operating committee at CARE.



Debarshi Bhattacharya
Chief Operating Officer



Nidhi Bansal
Executive Director- Livelihood,
Education & Humanitarian Action



Swapna Samuel
Sr. Director – Human
Resources & OD



Sushila Varma
Head of Strategy



Dr. Sunil Babu
Executive Director – Health
& Nutrition Programme



Rohit Nayyar
Chief Financial Officer



Alok Bhushan
Senior Director-
Support Services



Puneet Bali
Executive Director – Fund Raising,
Marketing & Communication

NEWSLETTER WORDPLAY

Find the following words in
the puzzle. Words are hidden



ABUSE
ACTIVISM
ANGANWADI
AWARD
COMMUNITY
DONOR
ENGAGE
HEALTHCARE
IMPACT
LEARNING

MEDICAL
MOU
OXYGEN
RESPECT
RESPONSE
SAFEGUARDING
SUPPORT
VACCINATION
VIOLENCE
VULNERABLE

Solve the puzzle and email to
contactus@careindia.org
The first 10 correct entries will
receive a reward!

Q	E	S	U	P	P	O	R	T	D	O	N	O	R	X	D	K	E
F	H	M	C	O	M	M	U	N	I	T	Y	J	E	R	A	R	O
E	A	W	A	R	D	D	F	B	I	G	M	Z	M	E	N	E	X
A	S	V	U	L	N	E	R	A	B	L	E	Z	O	S	G	S	Y
I	K	V	A	C	C	I	N	A	T	I	O	N	U	P	A	P	G
M	D	M	E	D	I	C	A	L	J	O	K	S	J	O	N	E	E
P	S	A	F	E	G	U	A	R	D	I	N	G	D	N	W	C	N
A	O	Z	R	H	E	A	L	T	H	C	A	R	E	S	A	T	B
C	P	L	E	A	R	N	I	N	G	A	B	U	S	E	D	P	O
T	N	B	L	P	E	N	G	A	G	E	U	D	Y	Y	I	Z	J
L	X	G	U	P	P	U	Z	V	I	O	L	E	N	C	E	A	U
G	P	C	F	M	X	A	C	T	I	V	I	S	M	X	G	H	A

Inviting contributions
from the CARE
community across
India for the
next issue of this
newsletter.

Let's make it
more interesting
and inclusive!

Care India Solutions for Sustainable Development

Module No. 411, 4th Floor, NSIC-MDBP Building
Okhla Industrial Estate, New Delhi – 110020 (INDIA)
Tel: 011 - 69200000
E-mail: contactus@careindia.org
Website: www.careindia.org

NEWSLETTER TEAM

Editor
Puneet Bali

Content Curator
Nitika Saini

Writer & Designer
Ragini Letitia Singh

Advisor
Swapna Samuel

OUR CORE VALUES



Respect

Upholding the dignity of
each individual



Integrity

Adhering to an ethical
code of conduct in all
actions



Commitment

Fulfilling our duties and
social responsibilities



Excellence

Setting high performance
standards and being
accountable to them