



## Building Resilience for Workers and Businesses



As the industries are opening post lockdown, GoodWeave India is making all efforts to ensure that worker communities and businesses are back on track as before. The first and foremost issue that came up with the marginalized workers was a shortage of daily essentials – food ration and hygienic items such as soap, sanitizers, masks, etc. GoodWeave took up the task of arranging these essentials and covered the following milestones.

## Ongoing Support Through E-Learning, Food Security & Awareness by GoodWeave India During COVID-19



Besides the need for essentials, it is evident that there has been a significant adverse impact of COVID 19 crisis on the economy and workers' lives:

### **1. Unemployment due to cancellation of orders and reduced business:**

Businesses got severely affected as most retailers canceled their orders forcing employers to either cut the salaries of their employees or terminate them.

**2. Unavailability of skilled workers:** Migrant workers have moved to their native villages.

### **GoodWeave's response:**

GoodWeave India came up with an idea of creating a program wherein needy workers might be introduced to the businesses through a technology-based platform. This program has the following components:

- 1. Creating a database of companies and workers** accessible to both.
- 2. Creating a database of small contractors/job workers** who are looking for work. Bigger businesses can access this data to place job orders to them.
- 3. Skill mapping and recognition:** Organizing camps for unemployed workers and certify their skills based on criteria developed by the sector skill councils. This will increase their employability and help in getting a job as a formal worker.

4. **Providing social security to the workers:** GoodWeave facilitates workers to gain benefits from the government schemes by assisting them to complete their documents and opening their bank accounts.

### 3. Health & Safety Issue:

The pandemic has given new definitions for safe working and maintaining health. Social distancing, wearing masks while working with coworkers is the new normal. GoodWeave is imparting specialized Health & Safety training through online video developed by the GoodWeave team in response to COVID-19 for factories to promote a safe working environment for workers.

### 4. Child Labor and Trafficked labor:

There is a loss of business in all sectors due to low retail sales and declining demand. This has led to a reduction in product prices to meet the low demand. GoodWeave has apprehension that **this may lead to a rise in cases of child labor and trafficked labor**, which could be much cheaper than regular labor or minimum wages.

To combat this situation, GoodWeave is **sensitizing businesses regarding trafficking laws**, helping them build their policies against trafficking to ensure they do not hire trafficked workers. Also, GoodWeave is **mapping and documenting the status of the workers in supply chains**: This is required to ensure that the children of workers in supply chains continue their education and do not indulge in child labor. GoodWeave has started **e-learning**, which is digital education being given through the medium of WhatsApp. Lessons are sent to the parents of the children so that children are compulsorily linked to education.





The steps and actions taken by GoodWeave India during different phases of lockdown



GoodWeave India's Digital Learning Support in News

To get more updates on GoodWeave, kindly visit our redesigned website [www.goodweaveindia.net](http://www.goodweaveindia.net) and also visit our YouTube channel: [www.youtube.com/goodweaveindia](http://www.youtube.com/goodweaveindia)

With Best Regards,  
GoodWeave India Communications Team