



*Convergent Gender, Security & Protection
during pandemic times in health and
education spheres”*

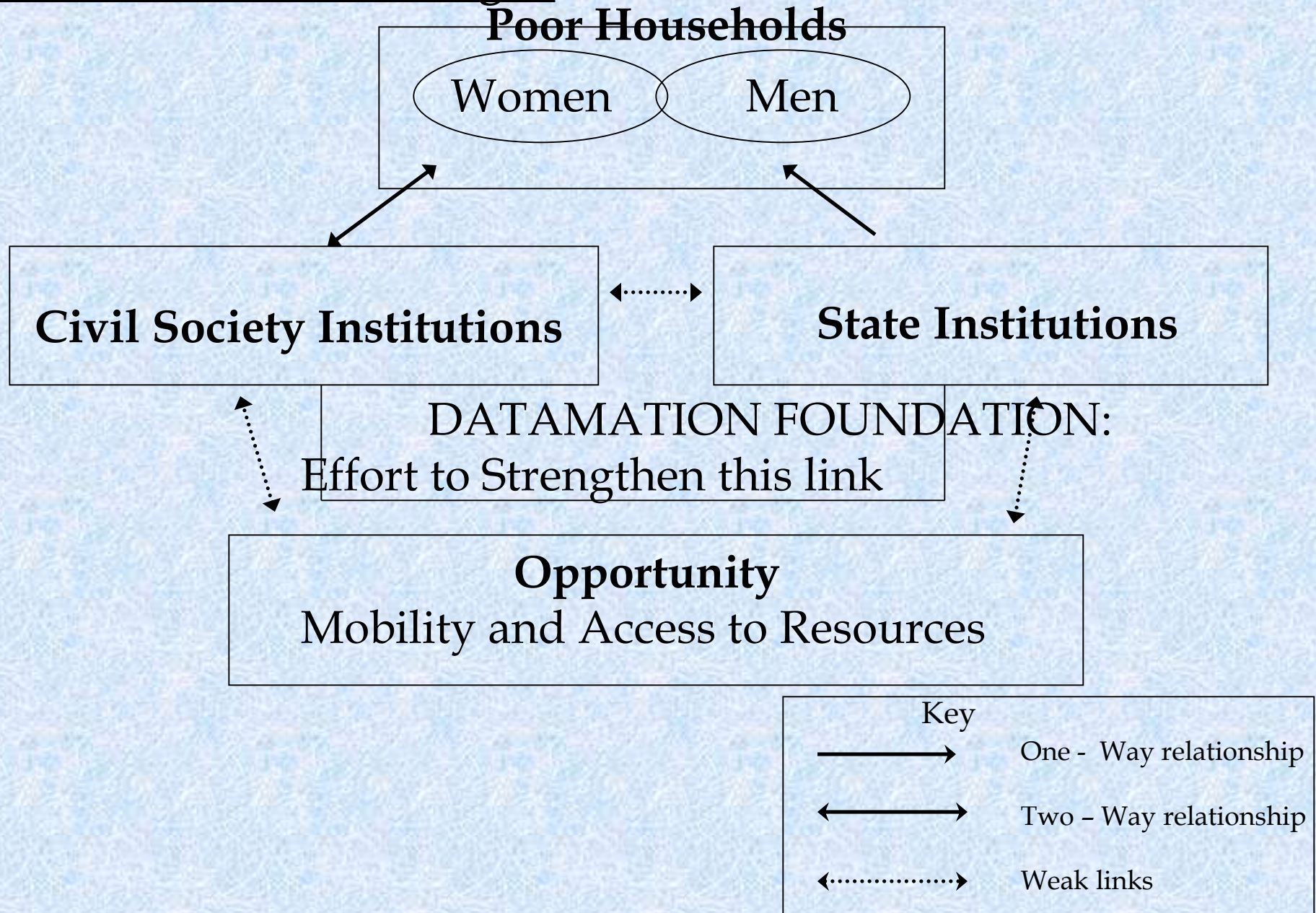
Chetan Sharma –Founder

Datamation Foundation

(A Non-Profit Organization)

Institutions & Access to Opportunities in Covid-19 times

: Women & Disadvantaged



DATAMATION FOUNDATION- AN ENDURING PARTNERSHIP BETWEEN PRIVATE AND VOLUNTARY SECTOR FOR EMPOWERING THE DISADVANTAGED TO GET JOBS IN PANDEMIC TIMES



FRAME WORK

- **Consistent interface and partnership with select voluntary groups impart IT education to the deprived & marginalized. Communities – Rural Youth, slum children, people from economically weak background for sustainable jobs in the pandemic time**



ICT MAINSTREAMING OBJECTIVES IN COVID-19 TIMES

- **Recruit qualifying candidates from the voluntary groups in employment at Datamation and at client sites.**
- **Lobby with the private sector for employment opportunities for the deprived.**
- **Provide technical inputs for improving the quality of ICT education.**
- **Covid-19 resilient teaching learning practices deployed for personality development, life-skills & understanding of ICT concepts.**





CHALLENGES: Women & PWD's participation in the Covid-19 work force

- **Deprived backgrounds mandated to deliver in a highly competitive industry.**
- **Past legacy very difficult to overcome-requires lot of effort to heal.**
- **WFH is not feasible due to low technology immersion. and conditions.**
- **Alternate skills development is also necessary and is a special focus at Datamation.**
- **PWD & Women employees need constant counseling and mentoring.**





INITIATIVE#5: WOMEN EMPOWERMENT, SKILLING & INCOME

➤ **Women face maximum risk, stressed economic Conditions in Covid-19 times—impacting Health, Nutrition and wellness that impacts.**

➤ **Women are further vulnerable due to Maternal Child Health (MCH) challenges**

➤ **Early child care (ECC) challenges need to be addressed**

➤ **Lack of primary education amongst the women needs to be bridged**

A 3-pronged Risk Mitigation Strategy was deployed:

--Community Mobilization.

--Basic Functional Literacy & Numeracy impartation.

--ICT enabled skilling and skills development.

--Jobs Placement, Micro-Enterprise enablement & forward-backward linkage.





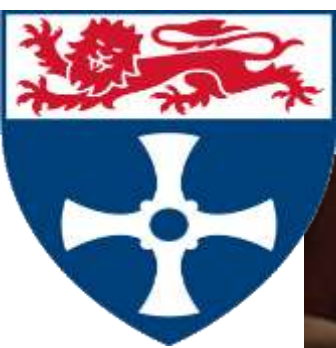
Community Health Initiatives of Datamation Foundation in Pandemic times



Health Program Implementation & Learning : Maternal Child Health, Women Health & Rights



Forward-Backward Market Linkages for Micro-Insurance, Micro-Credit & Micro-Enterprise Development



Chikan CAD, Corel Draw and Photo Shop printed & hand embroidered for economic sustenance in the pandemic times

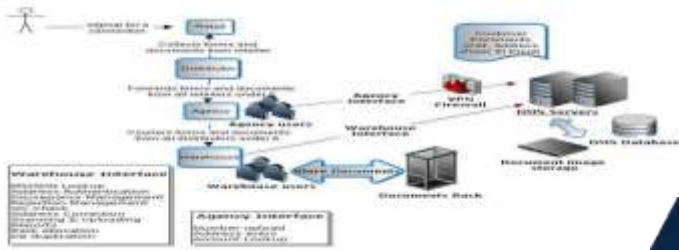


Initiative 6 : Maternal Child Health (MCH) Improvement



IMPROVING MATERNAL CHILD HEALTH WITH SMS & DIGITAL TOOLS

Presenter : Chetan Sharma & Dr. Marvine P. Hamner



MCH PROJECT

Decrease the high infant mortality rate and morbidity rate, especially amongst the rural communities



35%
Improvement over
5 YEAR
in MCH indicators-
infant mortality & morbidity

63 Client
specific tailor-made
antenatal & pregnancy
care messages
DELIVERED

Winner of
Vodafone
Foundation
Global Forum &

Initiative : Maternal Child Health (MCH) Improvement with ICT Deployment



Community Health Intervention: Managing Govt. Health Facilities for Quality Primary Clinical Health Support

