

November 2023



**SEWA SANDESH**

A Monthly Newsletter

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International



# Editors Note

Namaskar,

## Delving into the recent disaster salvage

The recent International Conference on disaster management organized by Sewa International, from 28th to 30th March 2022 in Delhi, ascertained various views about disaster management and the approach adopted towards relief and rehabilitation. The inaugural session dignitary, Lt Gen Syed Ata Hasnain (Retd.) (Member, NDA) on 28th March 2022, shed light on the arising concern of non-professional approaches being utilized to deal with disasters, inclined more towards relief and rehabilitation. He presented his arguments quoting, "the paradigm shift has questioned the non-professional methods of disaster management, which was earlier focusing on relief and rehabilitation only." His views highlighted the need for paradigm shift, while acknowledging the crucial role of civil society organizations in disaster risk reduction and prior preparedness. He quotes, "previously, the government and responsible agencies had minimal focus on risk reduction and preparedness, however, the aftermath of 2004 tsunami has led to a revival and retrospection of disaster politics. Thus, shaping governments nationwide more aware of disaster preparedness through prior planning."

Additionally, he voiced his views about the ongoing human-made disaster of the Russia-Ukraine war, while further identifying the challenges in disaster relief and recovery in war-affected areas due to the lack of administrative and logistical support. In conjunction with his ideas, he referred to 'Gender Inclusion' and its negligence for a long period of time, thus, arising the need for gender sensitivity when managing disasters. While addressing the ten dimensions of PM's 10 point agenda, Lt. Gen. Hasnain proposed the additional 11th point, emphasizing the integration of civil society organization with various stakeholders including government agencies, urban planners, industries, educators and communities for better participation at the community level. Simultaneously, this year marks the completion of 10 years of the nightmare of Uttarakhand tragedy.

The recent incident of successful evacuation of 41 stranded laborers in Uttarakhand after 18 days of continuous struggle, showcases the effectiveness of disaster management efforts in our country. Lt Gen Hasnain, who initiated the rescue operation provided immense information about the incident and helped save innocent lives after strategizing for the disaster management process. While the government formulates policies for disaster management, social organizations are actively involved in spreading awareness. On the same hand, Sewa International has also been working on disaster management for the past 20 years. The organization has recently started a unique initiative, aimed towards preparing students at the school level to handle and manage disasters. This initiative has been named as School Crisis Orientation & Disaster Education (SCODE), which plans to provide disaster management related training to 75 schools in Uttarakhand and 25 schools in the Delhi NCR region. Sewa International has developed an international level module for this purpose, hoping for the project to be identified as instrumental in spreading public awareness at social level related to disaster management.

*Dhanyawaad !*



# Creating Employment Opportunities: Empowerment via Employment

In Uttarakhand's challenging hilly terrain, access to employment has persistently been an issue. Our efforts, aligned with the PMKK project, have borne fruit, as evidenced by the overwhelming response to the recent four-day job mela. This annual event attracted 2000+ enthusiastic participants who were interviewed by

companies spanning retail, finance, and healthcare. companies spanning retail, finance, and healthcare.

The success is not just in numbers, but in the 1000 individuals selected, who cleared placement interviews and secured jobs, representing the tangible impact of bridging the gap between skill acquisition and employment. As we celebrate these achievements, we are reminded of the potential that characterizes the youth of Uttarakhand. At Sewa, we continue to create sustainable opportunities for skill development and employment, ensuring that the youth in these remote regions can carve out promising career paths.



## Sewa Mahila Jyoti: Meri Udaan

In the City of Hearts, New Delhi, where dreams often encounter the harsh reality of financial constraints, Sushma ji's life has been no less than a war. Listen to what Sushma ji has to say about her life and journey since she has been associated with Sewa Mahila Jyoti Noida.

While reciprocating about the hardships of her life, she beautifully asserts, *"Coming from a lower-income family background, I have faced hardships in my*

*life. Remembering my past, the memories of difficult times flow through my mind when my husband faced unemployment, impacting my children's education, further casting a shadow over our livelihood."*

Sushma Ji's heart wrenching words highlight the hardships that she had gone through in her life. However, after joining the 'Mahila Jyoti', she articulated a gradually occurring 'change' in her life and expressed, *Amidst these trials, a glimmer of hope appeared in my life with the initiation of the 'Mahila Jyoti' project by Sewa International in our community. Choosing to be a part of it, I*



[contact@sewainternational.org](mailto:contact@sewainternational.org)

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*immersed myself in sewing and embroidery, finding a modest yet valuable source of income. Expressing my aspiration to establish my own business, I shared my vision with the head of "Sewa International." In response, he not only linked me with the Sewa group but also provided three days of comprehensive training."*

This training accelerated her idea and hope of becoming an entrepreneur, as she alluringly expressed, *"After the training, I planned to open a small business. Today, I am earning*

*through this business, apart from engaging in sewing and embroidery work at the 'Sewa Mahila Jyoti' centre. The transformative support from Sewa International has been instrumental in shaping my current circumstances, and for this, my heartfelt gratitude goes to Sewa International."*

Sewa Family wishes Sushma Ji best endeavors for her future and commits to continue supporting more women like her in order to create a more enthusiast and empowered world.

## Sewa for Sikkim Amidst Disaster!

The recent flash floods that wreaked havoc in Sikkim has left an everlasting scar on its natives. Sewa International's disaster response team was on the ground since day one, assessing the needs of affected people. While simultaneously distributing relief materials in the worst-affected areas. The team worked round the clock along with volunteers, providing timely support to the affected families. Distribution of dry ration, hygiene and sanitation kits, medicines, and other essential items was carried out amidst the challenging weather conditions. Additionally, more than 50 families were provided with household items in the form of dry ration kits, along with building materials to rebuild their homes that were washed away during the flood.

### Impact

- Household Items: Rice Bag, Dal Bag, Oil, Gas Stove, Gas Cylinder & Rice Cooker
- Emergency Items: First Aid, Sanitary Pads, & Blanket
- 50+ Affected families
- Women, infants and the elderly were given priority
- Socio-economically disadvantaged population from the worst affected areas was reached



## Leading towards an 'Atmanirbhar Bharat'

At Sewa, our enduring commitment to local communities focuses on empowering the women of Uttarakhand. We aim to transform their skills into viable income generating streams, thus encouraging them to lead a path of empowerment. We actively provide continuous platforms, such as the PMKK Mela in Uttarakhand, where women entrepreneurs can exhibit and sell their handmade products. From crafting winter clothes and bags to preparing freshly homemade pickles and squashes, the range of products is extensive. The recent Sewa Mela witnessed an overwhelming response, with products generating an impressive Rs 50,000 in sales. Our approach achieves dual objectives. Firstly, we uplift local women by enhancing their skills through intensive training. Secondly, we empower them financially by offering avenues for showcasing and selling their products. This integrated strategy ensures a sustainable and meaningful impact on the lives of women in the Uttarakhand region.

## From the Roots of Kutch to the Heart of Delhi

Gujarat never disappoints us when it comes to handicrafts. What makes it even more special is that the people of Gujarat continue to carry this cultural heritage from generation to generation and never forget their roots.

Sewa International continues to hold on to the thread with entrepreneurs who have walked with us since the Latur 2001 earthquake. From entrepreneurship training to skill development, we, at Sewa, also support them by giving them a platform to showcase their arts and crafts. The recent Sewa Mela, organized by Sewa International, encouraged women entrepreneurs from Kutch to exhibit their products during the Diwali festive season in New Delhi. The outcome of the Sewa Mela was a success, with products worth ₹9,500 being sold.



As they say, every journey becomes a chapter in the grand story of celebration. Similarly, Sewa also strives to become that one chapter of success in these women's lives, which would further provide them the confidence to excel in their lives.



# “Ghar Toota hai par Umeed toh Abhi bhi Kayam hai”...

The powerful 6.4 magnitude earthquake dealt a devastating blow to Nepal, leaving its people in a state of urgent need. With over 140 lives lost and many more injured, the affected regions have been deeply impacted, with families struggling for necessities such as food, clean water, medicine, and shelter.

In the face of this crisis, Sewa has been a beacon of support, offering solace and aid to those in distress. Our dedicated volunteers moved swiftly to the affected areas, delivering essential supplies including groceries, blankets, and shelter to over 2,690 affected families. Through such actions, our volunteers bring relief to those suffering in the aftermath of the disaster.



**1090**

Blankets Distributed

**1300**

Canopy

**300+**

Grocery Kits Distributed to families

**300+**

Double Side Blankets Distributed



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# Interesting Announcement from Sewa family!

Sewa family recently organized an 'Annual Media Meet' to bestow a forum of 'Discussion, Dissent and Dialogue' with all the renowned media personnel. We were extremely grateful to share our stage with eminent personalities

like Sh. Uday Mahurkar (Information Commissioner), Sh. Shyam Parande (Secretary, Sewa International), Sh. Saumitra Gokhale (Social Worker), Sh. Santosh Mishra (Former IAS) alongside other young journalists.

The successful meet highlighted the brewing and exhilarating conversation, which explored the power of showcasing positivity to reshape the global perception of 'Bharat' and the importance of presenting 'Satya' in the narrative brought to the table.





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Deepotsav 2023

Annual Media Meet

3rd November, 2023 | 05:30PM-08:00PM | Pravasi

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***Together, we've sketched stories of change,  
etching hope into hearts. We want to express  
our sincere gratitude for your continued support  
and readership.***



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Sewa International  
First Floor, Plot 8,  
Site 11, Near SD Public School,  
West Patel Nagar, New Delhi - 110008