



Supporting Women Weavers and Honouring COVID-19 Frontline Workers

With the aim to honour frontline workers battling COVID-19 and empower women weavers, Indian Micro Enterprises Development Foundation's (IMEDF's) Natural Dye Cluster of Shivmogg, Karnataka launched a Raksha Bandhan campaign. IMEDF is the Nodal Agency for the SFURTI programme empaneled with the Ministry of Micro, Small and Medium Enterprises, Government of India. SFURTI programme consists of 16 clusters and 24 partners across India. The IMEDF is a special purpose vehicle of the DA Group that accelerates the development of micro-enterprises at scale.

This campaign called #WeaveLivesGiftWarriors served dual purpose of increasing the income of the women attached to the cluster and they expressed gratitude and solidarity to the frontline COVID-19 warriors of India.

From day one of this fight against Covid-19, a large number of brave and committed Corona front line warriors have been relentlessly lending their services to save the community. Women workers of the cluster took the initiative to express gratitude to these warriors on the occasion of Raksha Bandhan by gifting some of the handloom products like masks, towels, and bags.

With the economic downturn due to the nationwide lockdown, the economically weaker section of the society has suffered a huge loss. But this cluster has been engaged in manufacturing and selling handmade masks across India, since the lockdown began.

There has been a reduction in sales due to the pandemic, which has led to low earnings. The cluster members therefore started the #WeaveLivesGiftWarriors campaign to not only ensure a regular income for the cluster but to also support the frontline workers of the nation. The campaign also sought donations and it aimed to raise a sum of INR 5 lakhs.

