

[View this email in your browser](#)



NEWSLETTER APRIL 2020



Matri Sudha
Picture courtesy

Dear Friends,

At a time when COVID-19 has unleashed unprecedented distress and uncertainty, taking thousands of lives and affecting millions more, I can only hope you and your loved ones are safe and healthy. Above everything else.

For 51 years, the core of MC's work has centred on migrant workers in the unorganised sector, especially women workers, as we continued to pursue quality early childhood development for their young children. You can imagine how our world has turned upside down! The deprivation, hunger, and fear amongst our communities are so high, that it hurts personally.

We share with you snippets of our work over the past month. Also, some stories from the pre-pandemic time. Please do reach out if you would like to ask more.

As we started to find our way around MC's COVID-19 relief response, many kind partners supported us. I extend my deepest gratitude to Axis Bank Foundation, HCL Foundation, PNB Housing Finance Ltd, Azim Premji Philanthropic Initiatives, and WEIGO for their generous financial support. Thank you Zomato Feeding India for giving a head start to our dry ration distribution requirements.

To all MC friends from the CSO world, funding agencies, individual donors and volunteers, governing body members, our own families, and all of you, I can only say – Thank You for standing with us!

Donate to MC

Your donations will go a long way in sustaining MC's programmes during this difficult period

[Donate](#)

Volunteer with us

MC has a long tradition of volunteer engagement. Join us today for a rewarding and life changing experience!

[Volunteer](#)

Support Us

Whether it is by raising awareness online, or helping to raise funds, there are many ways you can help our cause!

[Learn more](#)

The road ahead promises to be hard. Yet, one can try to fill it with care and compassion.

Best wishes,

Sumitra Mishra
Executive Director

MC joins India in its Fight Against COVID-19



The novel Coronavirus has caused a health and humanitarian crisis in India. The first responsibility of MC has been to respond to the immediate hunger and survival needs of thousands of people, including young children, living across construction sites, labour camps, temporary shelters, and urban slums without access to basic food, health, safety and protection systems. Our community teams have been the real heroes, individually tracking families and ensuring they have food provisions through the ration shops or community kitchens set up by the government. MC's builder partners have stepped forward to provide food, health and sanitation support at the labour camps. For unregistered workers and those who are just not able to access free rations from PDS shops, MC and its many partners have stepped forward to meet food and other survival requirements.

Since 25th March when the national lockdown was announced, MC is tracking 20,000+ households across 60 communities of 13 cities in 9 states. Over 8500 households are linked with government provisions. Builder partners are responding to the immediate requirements of 3500+ households. MC has distributed more than 1800 food kits, paying special attention to the nutrition requirements of children under six years.

Please read a brief report about [MC's COVID-19 relief response here](#).

Nurturing Care during COVID-19



The period of lockdown has brought insurmountable grief and uncertainty in the lives of migrant unorganised workers. As they live in fear about the loss of livelihoods and its impact on survival, nurturing children and caring beyond their immediate physical needs is unfathomable. Yet, families are showing extraordinary fortitude, spending quality time with children and attending to their emotional and developmental needs.

See some [videos](#) of mothers and fathers interacting and playing with their children.

MC has developed a remote parenting support programme that covers the following aspects: wellbeing of families and immediate requirements; simple COVID-19 awareness messages for children; age appropriate play-based early learning activities; and bank of poems and stories for children.

A core team of content developers, trainers, supervisors and crèche and *balwari* workers rallied together to develop, pilot, and roll out the programme that uses a simple phone connection, very little play materials, and focuses on adult-child interactions to foster positive experiences during difficult times.

Click here to access [MC COVID-19 Parenting Support Programme](#) and reach us for training help.

MC's Organisational Preparedness Post Pandemic

The resilience of its people makes an organisation resilient. The pandemic conditions brought to fore, yet again, that the strength of MC lies in its teams and their commitment to the purpose of creating a just and caring world for young children of India.

By mid March all crèches and daycare centres closed down, and MC team transitioned to working from home. Every member and their families continue to remain at home, safe and healthy. Each one adapted to using technology with amazing alacrity, enabling them to continue doing their work. MC has initiated documenting its COVID-19 relief response experiences as a learning tool for the organisation and others.

Grim reports of the social and economic impact of the pandemic, and its consequences on people's lives are bound to affect the work of MC. The organisation is re-strategising its work in light of movement of migrant families, loss of work in construction industry and unorganised sectors, its particular impact on women workers. Other changing conditions and its impact on early childhood development! How can crèches enable poor women to join the economic workforce? Can crèches act as frontline responders to prevent and track coronavirus infection in poorest urban areas? What do we do urgently to prevent an epidemic of a different nature – malnutrition amongst the youngest children? How can we raise enough resources to sustain our work and people through a difficult period? These and many more questions will inform our efforts as we step into a post pandemic world.

If you had ever wished to do a bit more to support MC, now is the time like never before. Help build back

the critical role of early childhood care and development, as India rebuilds its economy, and a society that offers equal opportunities to the poorest children.

Please [donate here](#). Reach out to us with your help.

Relief Response to Young Victims of Delhi Riots

In February 2020, violence rocked the northeast areas of Delhi. Houses and shops were burned and looted. Many became homeless overnight, and others had to leave their homes. Many were killed and injured. As in every conflict, the most affected were the children, women, and elderly. Daily life came to a halt. Schools were shutdown, leaving adults and children to face the aftermath of the horror and loss.

Within a week, MC did a needs' assessment in Shiv Vihar area and found that although few *anganwadi* centres were open, families were too scared to send their children. Hundreds of children were residing with parents at the Eidgah relief camp in Mustafabad, and the Qutab Masjid madarsa.

Key partnership with Karwan e Mohabbat team on the ground, support from Delhi Commission for Protection of Child Rights (DCPCR), and coordination with other child rights' organisations, enabled MC to work in the child friendly spaces set up within these relief camps. Many age-appropriate activities were conducted daily for 50-80 children, by a spirited team of workers, focusing on children under 3 years, 3-6 year olds, and with 6-12 year olds, to help children feel safe, communicate their fears, and heal.

MC set up a collection centre at its office to receive and distribute relief materials, and donations. You can read more about [MC's relief response with children affected by the Delhi riots](#).



From a World Before COVID-19 pandemic

In a world that seems too far away, MC also carried out many other activities between January and March 2020.



On 24th January, MC opened a new crèche centre at Greater Noida, ATS Home Craft construction site.

On 26th January, children across our centres celebrated Republic Day, with much fervour.

On 14th February, children across all our centres in Delhi NCR participated enthusiastically in the

Annual Sports Day.

On 13th February a group of KPMG global leaders and London Business School facilitators visited MC to interact with children, and carry back nuggets of leadership experience from the frontline teams.



On 26th February, MC, along with DCPCR, Indian Social Studies Trust (ISST), and Delhi Neenv FORCES released a report ['Mapping Vulnerabilities of Children of Women Workers in Informal Sectors in Delhi'](#). You can also check a few [media coverage](#) of the launch of this report.

The Delhi state elections in February was a triumph for rights of young children and their working mothers, as two major political parties promised crèches for children of women in the unorganised workforce in their election manifestos. In his first budget speech, the deputy chief minister of Delhi announced the commitment of his government to bring a new law to ensure quality early childhood education and regularize it.

The Brand Called You



Watch Sumitra Mishra, executive director Mobile Creches, in an exclusive interview with Ashutosh Garg at ['The Brand Called You'](#) to know more about the work of MC and how Sumitra's life experiences continues to encourage her to push the agenda of early childhood.



Our mailing address is:
Mobile Creches
DIZ Area, Raja Bazaar, Sector IV
New Delhi 110001
India
[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to <<Email Address>>
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
Mobile Creches · DIZ Area, Raja Bazaar, Sector IV · New Delhi 110001 · India