



# CHHANV FOUNDATION

Kushal House, 39, Nehru Place, New Delhi -110019

Registration No. U85100DL2014NPL271152

**Date:**

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## PRESS RELEASE

### **COVID-19 hit acid attack survivors of 'Sheroes Hangout Cafés' are set to begin 'Online Gifting Business.'**

Acid attack survivor's café, Sheroes Hangout is preparing for 'new normal.' Other than being a restaurant, Sheroes café is now employing 25 acid attack survivors in the first phase through a separate new venture '**A Gift Story**'. This venture will be able to directly employ about 100 survivors by the end of 2021. Considering the circumstances of COVID-19, the Chhanv Foundation Team estimates that the café model will not be a viable business at least until March 2022 and so, it will directly impact the livelihood of 30 acid attack survivors associated with it. Meanwhile, the café model will also have an effect on the rehabilitation plans of the foundation. The rehabilitation program involving around 150 survivors may have to be discontinued.

In view of the remarkable surge in online gift business globally, 'A Gift Story' is being built on such a business model that it can preserve the employment of all the survivors in the next several years and even under the COVID-19 conditions. Sheroes Café, Lucknow is trying to continue its online delivery work with 8 survivors. Currently, the café has had to be closed for the third time in the last 45 days due to increasing cases of COVID-19 in Lucknow. Chhanv Foundation has secured a year's salary of 30 survivors working at both cafes through crowdfunding. Apart from that, the foundation also started providing monthly assistance of ₹ 5000/- to other 50 survivors for a year as they were struck by COVID-19 led unemployment.

'A Gift Story' will be launched with an online portal and a mobile app. This portal will have all the options of online gifting along with the personalized gifting. This business will seek

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employment opportunities for survivors not only in individual gifting through online orders but also explore corporate gifting. In this direction, tie-ups are being done with many institutions and companies. Sheroes Hangout in Agra is operational as a temporary workshop for this new venture where several acid attack survivors are undergoing training in craft, design, and management. Online training is being provided to the survivors associated with Lucknow Café. The rehabilitation center at Sheroes, Noida has been made the head office of 'A Gift Story'. More than 100 volunteers from the country and abroad have joined to help us in starting off this new business.

These are new job roles:-

SNo	Name	Present Job Role	New Job Roles
1	Ritu	Floor Manager	Media Coordinator
2	Roopa	Asst Manager	Billing & Depot Operator
3	Garima	Cashier	Payroll Manager
4	Anshu	Reach-Out	PR Manager
5	Farah	Floor Manager	Inventory Manager
6	Seema Rajput	New Joinee	Productions
7	Pramodini	Project Coordinator	PR manager
8	Kavita	Service Women	Production artist
9	Kunti	Service Women	Production Supervisor

10	Reshma	Service Women	Productions
11	Geeta	Service Women	Productions
12	Neetu	Customer Executive	Productions
13	Shabnam	Service Women	Research & Development Manager
14	Ruakaiya	Service Women	Productions
15	Madhu	Service Women	Productions/Sales Manager
16	Sana	Service Women	Inventory Manager
17	Khushboo	Service Women	Productions
18	Dolly	Service Women	Handicraft Manager
19	Bala	Service Women	Quality Manager
20	Bimla	Communication Associate	Purchase Manager

## Quotes

“Once I thought that I should prepare myself to return to the darkness because not only did I have employment at the café but I was also getting an identity there. Everything has changed since the shutdown of cafés and this new work is giving me some relief in such a situation. Perhaps the only thought where I see some hope is that our job remains and we keep working. We all are eagerly waiting for our cafes to reopen”.

### **Khushboo, Front Desk Manager, Sheroes Hangout Café, Agra**

“I have been making paper jewelry for the last seven years. I used to earn my pocket money out of this, before I started working at the café. I am feeling bad that cafes are unable to resume but I can connect to the gift story through my art of making paper jewelry. The cafes



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are closed and it has been 5 months since I was at home. I am enjoying my new job and I hope that when everything gets back to normal like before then new girls can be given jobs. We will work very hard and I pray to God that everyone loves 'A Gift Story' like Sheroes. When things become normal, we should not feel that we have lost anything rather we should create employment opportunities for new people".

**Kavita, Reception Manager, Sheroes Hangout Café, Lucknow**

"I have been associated with the Chhanv Foundation since 2014 and I have always seen the foundation moving forward. From the team of five girls to the team of hundreds, I have always thought that our future is getting better. Everyone is affected by the impact of COVID-19 but we have to prepare ourselves for that 'new normal.' We had only two options whether we should sit at home and wait or prepare ourselves for new job roles. I am very happy that we all have found a way out and now we all are working hard to make this project successful. The more friends get involved in this work; lesser the problems will be for us. My appeal is that people should pay attention to our cause and cooperate with us in whatever possible manner".

**Ritu, Board Member, Chhanv Foundation, Manager, Sheroes Home Chhanv Foundation**

**Thank you,**

**Chhanv Foundation**

**New Delhi.**