

Dear ,

(apologies in advance for the long email)

On behalf of all of us at Medha, we hope that you, your families, and the entire team are well (both mentally and physically) and safe during this difficult time.

First of all, we want to thank you for reaching out and checking in on us and offering to provide flexible/additional support during this crisis. We greatly appreciate your empathy and willingness to adapt to the situation. We will be in touch to discuss the best options and certainly welcome any specific ideas you may have as well.

We thought it would be good to share a quick update on how the pandemic and lockdown is affecting our work, what we are doing to overcome the immediate challenges, and some ideas we have put in motion for the future.

How the lockdown has affected our work:

With educational institutions closed since March 15th and all mobility essentially stopped since March 22nd, our face-to-face interactions with students/alumni have been halted for the last two weeks (and there is no clear indication when this will be lifted). We started offering optional work-from-home to all employees on March 16th and then closed all of our offices on March 23rd. Since then, all 140 team members have been quite effectively working from home (*check out Area Manager Krishna's set-up* 😊):



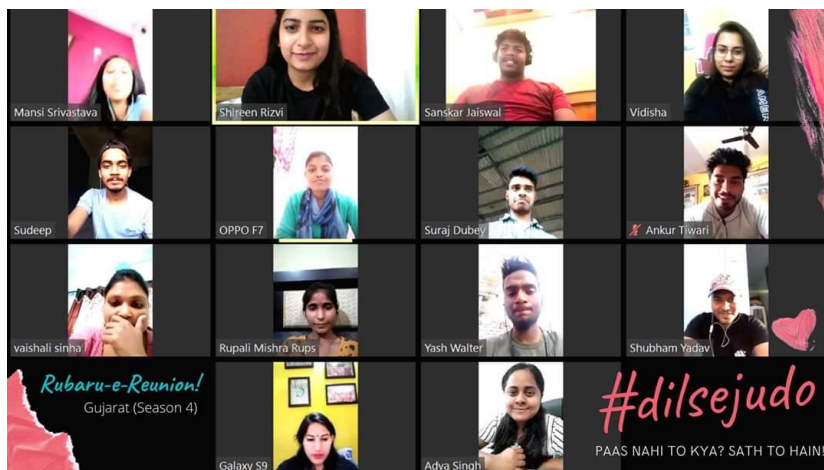
With many of our field staff living on their own in remote locations, we helped those who wished to return to their native places do so during the 23rd, 24th, and 25th before the full

lockdown came into effect. So far, the response and activity from the team have been incredible...

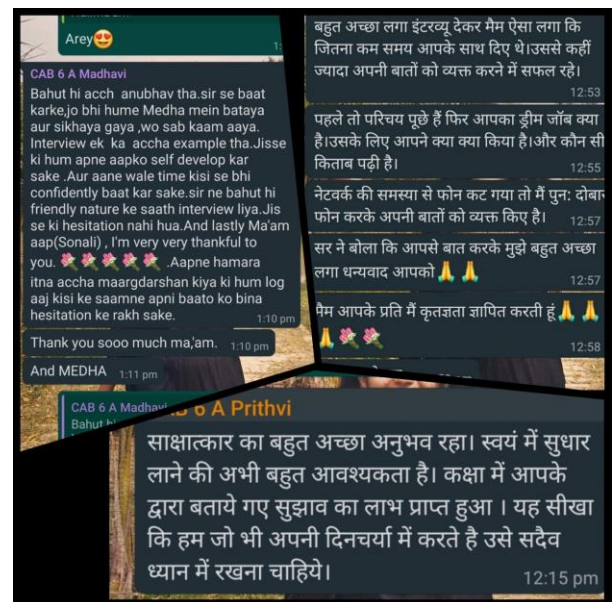
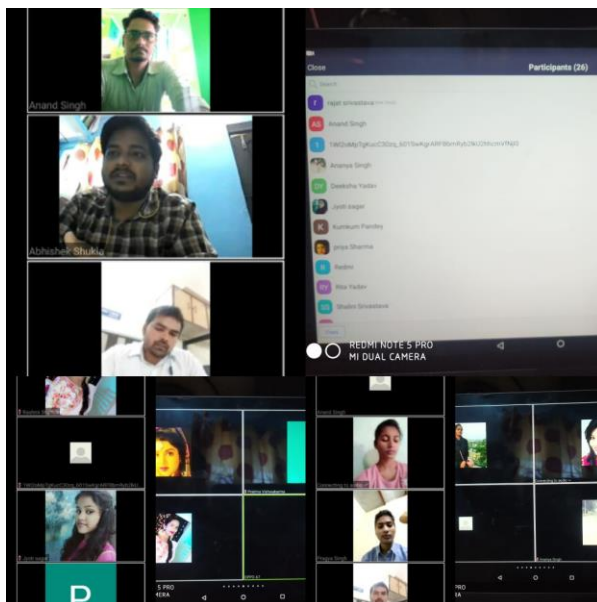
What we are doing to overcome the immediate challenges:

With face-to-face interactions out of the question, like many, we have aggressively turned to video conferencing, WhatsApp, and the good ole' phone call as a means to keep in touch with our students/alumni, continue to deliver value and learning opportunities, and most importantly, support them in whatever way possible during this crisis. In the last week alone, we have engaged over 650 students/alumni through:

- Seven industry talks for more than 110 students. Professionals from Infosys, Piramal Foundation, and Talview participated.
- Resume writing, mock interview and career counseling sessions for more than 250 students. Including a '[video resume](#)' session with the HR Manager at Brand Factory.
- Four [Rubaru reunions](#) for more than 60 alumni.



- Connecting more than 200 students to online portals for work from home opportunities, five of whom have already been selected for internships.



Also, we have developed an entirely online version of our Career Advancement Bootcamp (CAB) to ensure existing students can complete the required modules to get certified ([see lesson plans and guidelines](#)).

Despite the very challenging circumstances, it is heartening to see the entire team rally around one another and find innovative ways to continue to prepare our students for their lives after school. What we have discovered is that in many ways, our mission is even more important during this incredibly uncertain time, as young people face more anxiety and doubt regarding what their futures may look like.

Some ideas we have put in motion for the future:

In addition to this immediate response, there are few ideas the crisis has sparked that we are starting to act on (necessity truly is the mother of invention):

1. **Creatively building a databank of online learning content** by and for our students/alumni. In addition to curating existing content that is relevant for our students/alumni, we have launched a competition to generate learning content from our Student Relationship Managers and shortly this will be expanded to our students and alumni as well.



Let's make learning go

VIRAL

What are we looking for?

3-min learning videos for students
(TikTok is welcome too!)

about

Topics from CAB and LAB of your
choice!

Should be	Should not be
Aligned to the existing curriculum (must be the correct gyan!)	Dull

Top 3 submissions

win
SOMETHING AMAZING!

Applications accepted till March 26, 6pm.

Share submissions on Microsoft Teams or Email with Shivani

2. **Designing virtual job fairs and placement drives.** We are evaluating existing technologies and perhaps adding this functionality to our Meet platform to organize and hold job fairs and placement drives online.
3. **Increasing the pool of remote and work-from-home opportunities.** As mentioned above, work on this front has already started, and in many ways has been growing the last couple of years, but we are dedicating more resources to finding and matching students/alumni to work-from-home opportunities. Like demonetization did for the digital wallet space, we believe this extended lockdown will be a strong impetus to an already growing work-from-home segment of jobs.
4. Last but not least, this has also **prompted us to think about what more we can do as an organization and community to help those most affected by this crisis.** As you know,

we work in a part of the country with a high percentage of migrant workers and daily wage laborers. With our network of alumni champions spread across the region, they are working to identify and share information on local relief efforts with those who require support, and we are looking at how we can further leverage this network to get help to those who need it most.

This is a dynamic situation that is changing day-to-day and posing new challenges for the work we do (as well as some opportunities as we can see from the great work the team has been doing). We are extremely privileged to work with you and other like-minded partners who have shown great compassion and foresight during this crisis. We look forward to working with you through this period and know that we will all come out of it stronger, more community-driven, and empathetic than we were before.

Please let us know if there is a good time for us to connect over the phone or online. It would be great to speak with you about any of the current work we are doing or plans we have.

Thank you from all of us here at Medha