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**Firms pitch in to help people hit economically by pandemic**

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# Businesses pitch in to help people economically by pandemic

NEWS NETWORK

The Covid-19 pandemic has hit the economic sections hardest. The most vulnerable sections have lost their livelihood opportunities. Corporate and industrial households have undertaken various activities to reach the disadvantaged segment.

Singhania, executive director (Business Development) of Udaipur Cement Works Ltd (UCWL) says, "We are looking at various livelihood schemes to ensure income for economically-hit families."

In a lot of activities, from a grinding stone to a handloom, various livelihood opportunities, hawkers, and street vendors, there are op-

portunities in newer areas since habits and rituals of all communities across all strata of the society have undergone tremendous change," explains Singhania.

UCWL has trained women in mask-making. "While a few batches have already started producing masks in high numbers, others are being trained with an aim to make the region of rural Udaipur self-reliant in mask-making," added Singhania. UCWL is a member of JK Organisation, a leading cement manufacturer in Rajasthan.

Similarly, Ambuja Cement through its Skill and Entrepreneurship Development Institutes (SEDI) has helped 588 people in Rajasthan to get placements

between April and June. Through its four SEDI centres, it trains young people in rural India to provide livelihood opportunities in different industries.

"SEDI is a self-employment structure to provide productive employment to micro-enterprises for the rural youth and help them out of poverty and empower them through theoretical and practical courses at our training centres," said an official of the Ambuja Foundation.

After the Covid-19 outbreak, many people have come forward to their bit in relief to the needy people who have been displaced economically.