



#CareKarna
in COVID times and beyond

A unique initiative to create CareKartas
(Conversation specialists)

**The FACES around us
these days due to COVID**



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**3 more recessions are likely,
apart from economic recession.**

Recession	Potential impact on people
Social recession	Loneliness
Emotional recession	Loss of hope, anxiety and depression
Mental recession	Loss of expertise and reduced self-worth

Needs of people in this situation



If someone can **listen to me** what I am going through

If someone can offer **psychological safety**

If I can become **hopeful** again

If I can feel **strong enough** from within to **take some actions**

**Overall,
people do feel from inside**

“koi meri #CareKarna”

(If someone can take care of me)

We need an army of
conversation specialists (called **CareKarta**)
“who care through conversations”



We can help create CAREKARTAs

Common people who have no background in psychology or other helping professions are trained to hold the psychologically safe space and converse with someone with social, emotional or mental recession using **CARE** model.



Connect

Patiently listen & offer sense of togetherness

Appreciate

Recognize feelings & appreciate the steps taken so far.

Realize

Help them realize learnings that the situation is offering.

Exercise

Help them exercise their power to take actions to move forward.

Result



THINK
POSITIVE

**Someone got to shift from
“SCARE” to “CARE”**

HOW WE GO ABOUT IT?

An orientation session

Internal practice sessions and evaluation

Certification after assessment

Continuous peer learning opportunities

Upskilling opportunities from time to time

HOW WE CAN PARTNER:

We can train, assess and certify your nominated members!

Find out more by registering on the form below.

We're conducting an introductory session.

Register your interest on:

www.UnitedMinds.co.in/CARE

#CareKaronna is an impact initiative brought to you by:



- Executive Coaching
- Business Coaching
- Conversations
- Culture Augmentation
- Culture Renewal
- Life Experiences
- Employee Experiences
- Customer Experiences



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