

upGrad launches COVID-19 Awareness Program, aims to donate 1 million to PM-CARES Relief Fund

By : Editor Published On : 1 Apr, 2020 12:00 PM IST



For every participant completing the free online program, upGrad will donate ₹ 10 towards Prime Minister Narendra Modi's recently announced COVID-19 Relief (PM-CARES) Fund

INVC NEWS
Delhi,

Mumbai-based edtech major upGrad announced the launch of a 'COVID-19 Awareness Program', through which it will be facilitating donation towards the PM-CARES Relief Fund. The 'COVID-19 Awareness Program' is a 5-day long online program, where domain experts will give live talks on safeguarding one's finances, and career along with mental health in the current scenario. The program can be accessed by anyone FREE of cost, on prior registration. For every participant who registers and completes the online program, upGrad will be contributing ₹ 10 per participant to the Prime Minister Narendra Modi's recently announced COVID-19 Relief (PM-CARES) Fund.

"Infodemic has superseded pandemic, aggravating the panic and negativity around us. From complex questions like - Will the economy head for a super recession; Should I save now or invest now; to personal questions like - Will my kids be able to complete education this year - there are a thousand questions and a zillion opinions floating around. As a leader in the education space, I take it as our duty to now educate the masses with the correct information and implication of the situation," said Mayank Kumar, Co-Founder & MD, upGrad, who will also be taking one of the sessions during the awareness drive.

The expert sessions will be hosted live, allowing for active interactions and query resolution for the participants. Given the diversity of topics from workforce management to mental health management, upGrad is expecting participation from every nook and corner of India, be it college students, homemakers, c-suite executives or retired professionals.

"The coronavirus situation is a tough one personally for all of us. What's the way to reduce the financial impact on our lives? To ensure future security, I will be discussing investments and managing finances through a time when you have very little control over what you can do," said Deepak Shenoy, Founder, and CEO, Capitalmind, who will talk about the current financial market scenario and how one goes about

making financial decisions.

“Given the current lockdown, from mere boredom to frustration and to post-traumatic stress and depression, a longer period of quarantine is likely to encourage a negative psychological impact on individuals, if not dwelt right. We might overcome the havoc in the coming future, but such a psychological crisis and irrationality would become another challenge, thus creating a larger setback across the society,” said Dr. Naazneen Ladak, practicing psychiatrist - M.D. (Psychiatry) and physiotherapist, who will take a session on the Do’s & Dont’s during the period of social distancing.

upGrad seeks to onboard 1 lakh participants, and thereby plans to contribute Rs. 1 million to the Prime Minister Narendra Modi’s recently announced COVID-19 Relief (PM-CARES) Fund. The program launches on 1st April 2020 and the registration for the same is now open: <https://events.upgrad.com/covid-19-awareness-program>

URL :

<https://www.internationalnewsandviews.com/upgrad-launches-covid-19-awareness-program-aims-to-donate-1-million-to-pm-cares-relief-fund/>

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