

NamakWale

A flagship campaign by Aapke Adhikar — India's AI-powered labour rights platform for rural workers

Rights, Health & Justice for India's Salt Workers

"India produces 30 lakh tonnes of salt every year. The workers who make it have no eye protection, no healthcare, and no legal recognition. NamakWale is changing that."

01 The Problem





The salt pans of **Sambhar Lake, Nagaur, and Barmer in Rajasthan** employ over **15,000–20,000 workers** — one of the most forgotten labour communities in India. They work 12–14 hour days on blinding white salt flats with **no UV-protective eyewear**, leading to mass blindness by age 40. They earn ₹200–300 per day while the salt they produce sells for crores. Their children have **no schools within reach**. And critically — they fall through a legal gap, covered by neither the Building & Construction Workers Act nor the Factories Act, leaving them **entirely outside India's labour protection framework**.

This is not a resource problem. It is a **policy failure** — and it has gone unaddressed for decades.

<p>20K+ SALT WORKERS IN RAJASTHAN</p>	<p>₹250 AVERAGE DAILY WAGE</p>	<p>0 LABOUR LAWS THAT COVER THEM</p>	<p>40 AGE WHEN BLINDNESS SETS IN</p>
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02 What NamakWale Does

NamakWale operates on four simultaneous tracks — ground action, fundraising, transparency, and policy — ensuring that our work creates both immediate relief and lasting structural change. Ground operations run from **June 10 to June 28, 2026**, preceded by four weeks of intensive preparation.

 <h3>Health & Protection</h3> <p>Running mobile health camps at salt pan communities — eye screenings, BP checks, skin condition assessments — and distributing UV-protective goggles to workers who have never owned a pair.</p>	 <h3>Legal Rights</h3> <p>Filing RTIs with the Rajasthan Labour Department and Sambhar Salts Ltd. to document the legal exclusion of salt workers, and creating a rights helpline so workers can report wage theft and violations.</p>
 <h3>Supply Chain Transparency</h3> <p>Publishing a public transparency map grading major salt brands (Tata Salt, regional processors) on their treatment of source workers — creating accountability through consumer pressure.</p>	 <h3>Policy Advocacy</h3> <p>Publishing a formal policy brief calling for salt workers to be recognised as a distinct scheduled category under the BOCW Act, and submitting it to the Ministry of Labour and Rajasthan Labour Commissioner.</p>

03 Who We Are

NamakWale is a flagship campaign under **Aapke Adhikar** — an AI-powered labour rights platform founded by **Anika Singh and Ahana Kochar**, based in Rajasthan. Aapke Adhikar already provides multilingual legal guidance to rural and informal workers across Rajasthan in Hindi, Rajasthani, and Gujarati — helping them understand wages, file complaints, and access their rights.

NamakWale takes this mission from digital to ground level — combining the platform's existing AI tools with direct field work, community partnerships, and policy advocacy to serve one of Rajasthan's most invisible communities. Sambhar Lake is **65km from our base in Ajmer** — this is our backyard, and we intend to own it.

04

The Plan

The campaign runs in two phases — **Preparation (May 12 – June 9)** and **Ground Execution (June 10 – June 28)** — 18 days of intensive field operations backed by four weeks of setup.

PREP PHASE

MAY 12–JUN 9

● Foundation, Partnerships & Fundraising Launch

File RTIs with Rajasthan Labour Dept and Sambhar Salts Ltd. Partner with Aajeevika Bureau, MKSS, and Urmul Trust. Launch "See Clearly" crowdfunding on Milaap. Conduct first field visit to Sambhar Lake to document worker conditions and collect testimonials. Brief volunteer doctors from SMS Medical College Jaipur. Order goggles in bulk. Send press releases to Rajasthan Patrika, The Hindu, Scroll, and NDTV.

DAYS 1–5

JUN 10–14

● Launch Week — First Camps on Ground

Run 2–3 health camps at Sambhar Lake with volunteer doctors. Distribute first batch of UV-protective goggles. Launch social media campaign publicly tagging salt brands. Begin worker registration and documentation on the ground.

DAYS 6–12

JUN 15–21

● Scale + Transparency

Run 4–5 more camps across Sambhar and Nagaur. Publish supply chain transparency map online grading salt brands. Submit policy brief to Ministry of Labour and Rajasthan Labour Commissioner. Push for first media feature. Expand CSR outreach to Bajaj, HCL Foundation, Tata Trusts.

DAYS 13–18

JUN 22–28

● Final Push + Impact Report

Run final 4–5 camps, pushing direct beneficiary numbers to target. Compile full impact report: workers reached, goggles distributed, funds raised, RTI responses, media coverage, policy submissions. Begin award applications and search for nominator for National Award (nomination deadline July 31).

05

Impact Targets

By June 28, 2026

8,000–10,000 workers directly reached through health camps and goggle distribution · 35,000–40,000+ people reached through digital awareness, petition signatures, and community outreach · 10–12 health camps run across Sambhar, Nagaur, and Barmer · 500+ UV-protective goggles distributed · 2 RTIs filed and responses documented · 1 policy brief submitted to the Ministry of Labour · 5+ media features in national and regional press · 1 supply chain transparency map published publicly

06 Fundraising Strategy

NamakWale targets a total fundraise of ₹8–12 lakh across three funding tiers. Fundraising begins during the prep phase (May 12 onwards) so funds are ready to deploy when ground operations begin June 10.

SOURCE	TYPE	EXPECTED	TIMELINE
Milaap Crowdfunding — "See Clearly"	Public (₹300/goggle)	₹1–3 lakh	Week 1 onwards
Personal Network & Rotary / Lions Club	Individual donors	₹75,000–1 lakh	Weeks 1–2
Tata Trusts Small Grants	Foundation grant	₹1–3 lakh	3–6 week turnaround
Sambhar Salts Ltd. (Gol enterprise)	Mandatory CSR	₹2–5 lakh	Weeks 3–4
Bajaj Group / HCL Foundation	Corporate CSR	₹1–2 lakh	Weeks 3–5
Total Target		₹8–12 lakh	By July 2026

07 Our Three Policy Asks

- 1 Salt workers recognised as a distinct scheduled category** under the Building & Other Construction Workers (BOCW) Act — giving them access to welfare boards, insurance, and health benefits for the first time.
- 2 Mandatory health and safety provisions** funded through salt companies' CSR obligations — including UV eye protection, skin treatment, and on-site first aid at all salt pan operations above a threshold size.
- 3 Reserved residential school seats for salt workers' children** under the Kasturba Gandhi Balika Vidyalaya scheme, given the nomadic and remote nature of salt pan settlements.

08 Recognition & Applications

NamakWale's impact report and documented outcomes will be submitted for the **National Child Award for Exceptional Achievement** (Ministry of Women & Child Development, nomination deadline July 31, 2026), the **Ashoka Young Changemakers Award**, and the **Diana Award**. The policy brief will additionally be submitted to the **Rajasthan Labour Commissioner** and the **Ministry of Labour and Employment** as a formal advocacy document.

Aapke Adhikar · NamakWale Campaign

www.aapkeadhikar.org · Ajmer, Rajasthan

BECAUSE NO WORKER SHOULD BE INVISIBLE.