A collective journey
From planning to action

COVID-19 has unleashed a worldwide shock wave with severe health, economic and social consequences which will affect many families for years to come.

Even as we all learn what it means to stand two meters apart from each other, tackling the spread of the coronavirus (COVID-19) presents a collective action problem that can only be solved by people coming together.

Initiating a fundraising campaign with Bhumi, to scale-up the relief work began with the same collective spirit. With limited time and resources, our team, volunteers, civic champions and ground partners were able to assess the needs of vulnerable families we were working for.

This report necessarily talks about the little details of planning and strategizing the interventions under Rapid Response 2021.
Looking back at the past 5 months.

1. **Planning and strategizing**
   - **March:** Amidst the second wave, planning to launch fundraising to support Migrant workers and vulnerable families with ration and medical kits. Partnering with Bhumi.

2. **Campaign goes live on Give India platform**
   - **April:** Launching the fundraising page at Give India platform. Disseminating campaign details to friends, families and extended networks.

3. **Calling and Identifying families**
   - **March-April:** State teams (Delhi, Bangalore, UP, Chhattisgarh) identify families from existing datasets and collaborate with local NGO partners to select families in need.

4. **Volunteer training and partnering**
   - **May-June:** Volunteer induction and training them for calling support and vaccination awareness. Partnering with ground NGOs for logistical support.

5. **Relief kit distribution**
   - **May-June-July:** Fund utilization by procuring relief kit products, seeking financial approval and distributing to beneficiaries.
Who are we impacting?
Criteria of vulnerability

- Loss of livelihood
- Pregnant women or lactating mothers
- Death of a family member due to Covid
- Single parents
- Those who lack access to necessary documents to avail welfare schemes
- Daily wage or informal sector workers
Intervention Areas
Creating impact in various cities

Delhi NCR
Bengaluru, Karnataka
Raipur, Chhattisgarh
Lucknow, Uttar Pradesh
How did we reach families to distribute relief kits?
Number of Relief kits distributed = 5000 and more

- Organization-wide deliberation on pivoting the focus to rapid response
- Setting budget for each kit and seeking financial approval
- Collaboration with ground partners / NGOs / local bodies for distribution
- Distribution drives at various locations through ground partners and volunteers

- Deciding the components of relief kit to be distributed
- Procurement of groceries and medical kit (masks, soap, sanitary napkins)
- Packaging of relief kits and transportation to the distribution sites
What is in a dry relief kit?

To ensure food and health security for a family making sure they don't sleep empty stomach for a month.

- Salt & sugar
- Spices
- Face masks
- Sanitary Napkins
- Cooking Oil
- Wheat flour
- Grains & pulses
- Detergent & Soap
- Rice
- Tea
Know how our beneficiaries received cash relief

1. 500+ Beneficiaries identified by volunteers and ground partners who requested DBTs instead of relief kits.

2. INR 2400 decided as cash benefit amount to support a family for a month (as per demand).

3. Bank account details and prior confirmation of financial approvals followed for DBTs.

4. 475 DBTs confirmed till date as per July 2021 records.
Vaccination awareness and home isolation calls
A detailed process flow

State teams planning on questionnaire for calls

Reviewing databases & gathering sources from local partners

Orientation call for team and volunteers

Random calling to survey vaccination statuses of families.

Setting call targets for volunteers and state team each week

Checking on the families and tracking their health parameters

Knowing additional requirements of the families (DBT/Relief kit)

Connecting them to local medical staff for emergency

Guiding covid infected families to follow rules for home isolation

Creating awareness against vaccination hesitancy
Let’s hear from the families
Testimonials of how your support has reached the ground

“Kinker
Migrant worker, South Delhi

Hunger! Hunger is unbearable. At least COVID infection leads to death but hunger is painful. The mental distress for us migrant workers to survive, is real. We lost our livelihood, the day lockdown was imposed. I still don’t have ration card to feed my family. Pandemic has been ruthless on some of our lives.

‘No one is keen to call domestic help due to COVID’, stranded in Bengaluru, away from her kids in Kolkata. ‘Maliks’ (house owners) are not calling us, since we come from areas which have high risk of transmission. I am waiting to resume my work and send the money home for her kids. Ration is the need of hour for many women like me.

Shyna
Domestic help, Bangalore

”
What do the numbers say?
Testament of our Relief efforts

- 23585 Rapid Response Calls*
- 4500+ Relief kits distributed
- 450+ DBTs transferred
- 946 Vaccinations given
- 328 Cooked meals
- 234 Oximeters

*Including home isolation surveys, migrant labourers/pregnant women/lactating mothers

INR 50 lac raised

INR 50 lac raised

Campaign Supporters
With your help we could serve better

200 supporters like you extended all the help to those families in their fight against the pandemic, aided them to lead healthier lives and empowered us in strengthening bonds of our community.
Campaign Partners
Without your support we could not have reached our community

Ground Partners

Vaccination partners

*Images of various logos and names of organizations.*
Key Learnings

1. Partnerships with local ground partners are crucial to reach beneficiaries quicker.
2. Building rapport and trust with the community through civic champions.
3. Power of the collective is amplified through retail fundraising and effective communication.
4. Every individual is capable of contributing through their network, capital and intent.
5. Volunteers are the backbone of our community work and bring local and cultural perspective to relief work on ground.
“Alone we can do so little, together we can do so much”
- Helen Keller

The team at Indus Action is grateful for the support and faith shown by all the campaign donors, partners and supporters throughout the Rapid Response Campaign. We were able to serve the most vulnerable families have food on their table or access to vaccine or emergency financial assistance to sustain through a very difficult time, filled with personal loss and pain.

Your contribution helped many families survive through these times and find some respite amidst an economic and health crisis.

Thank you for your support!
Relief efforts on ground