



COVID Response

May 2021

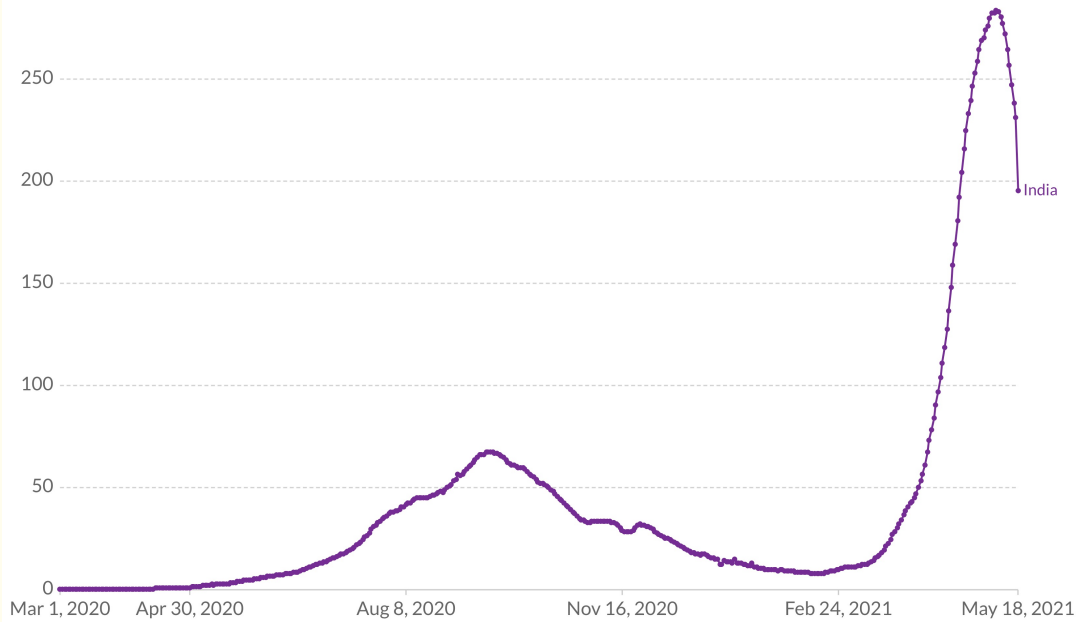
 **dharma life**
RISING TOGETHER

COVID-19 in India

Daily new confirmed COVID-19 cases per million people

Shown is the rolling 7-day average. The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.

Our World
in Data



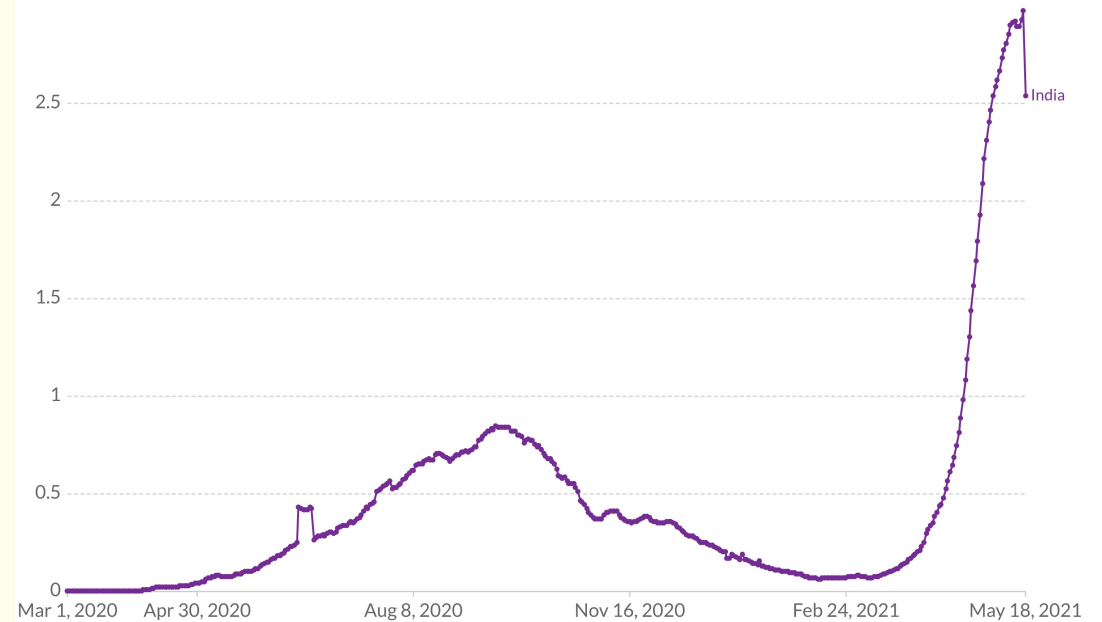
Source: Johns Hopkins University CSSE COVID-19 Data

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Daily new confirmed COVID-19 deaths per million people

Shown is the rolling 7-day average. Limited testing and challenges in the attribution of the cause of death means that the number of confirmed deaths may not be an accurate count of the true number of deaths from COVID-19.

Our World
in Data



Source: Johns Hopkins University CSSE COVID-19 Data

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Insights from the Field

From conversations with Dharma Life Entrepreneurs in 3 states (Maharashtra, Gujarat and Uttar Pradesh)



HEALTH

- Unavailability of hospital beds & general health care treatment.
- No beds are available for patients with Non-COVID health problems.
- People are scared to go to hospitals for treatment, prefer staying at home & taking medicines
- Mental health is declining



ECONOMIC

- People's financial situation is getting worse due to loss of jobs & limited opportunities for employment.
- People's savings are getting exhausted and they are worried about survival.
- No financial support for COVID-19 treatment



PREVENTIVE MEASURES

- People are not wearing masks & not following protocols
- Vaccination centres are very far from village
- No testing available at village level, have to travel far to get tested



EDUCATION

- Children are not focusing on studies
- Most of them don't have smartphones, no online classes

Program Framework During the Second Wave of COVID-19 in India

Over the past year, Dharma Life has been activating its existing rural network of over 17,000 Dharma Life Entrepreneurs – trained change agents from within the community - to tackle the effects of the pandemic in a holistic way. Through their ‘We for Village’ Alliance, they have focussed efforts on creating awareness, addressing basic needs and improving economic conditions on ground.

During the second wave, the organization is focussing efforts on:

1

Saving Lives

Information and awareness generation (prevention, vaccinations), and addressing unmet needs (including delivery of essential goods and linkages to medical assistance)

2

Securing Livelihoods

Building long-term resilience through skilling and livelihood opportunities, delivered predominantly via our technology / digital capabilities

3

Systemic Support/Milieu

Helping other key organisations connect to the villages, and creating a two-way communication channel / linkages between rural communities and the outside world

Information and Awareness Generation

COVID-19 Resources (The Truck Series): A series inspired by the unique art that is found on the back of trucks in India, to spread key messages on COVID-19 awareness and prevention in coordination with the NITI Aayog, Government of India. Click on the link below to access all the creatives and use them to bolster your COVID response efforts.

मेरा वैक्सीन महान
Fear the disease, not the vaccine

संग्राम
Initiative by: Dharma Life

COVID-19 vaccination is safe and voluntary. Vaccines protect you and those around you.

Two shots, 28 days apart, is much better than one.

Vaccination is free at Government Hospitals and no more than ₹250 per dose in Private Hospitals.

Citizens can get this information on the Co-WIN portal while booking an appointment.

If you have symptoms like cough, fever or difficulty in breathing, avoid any kind of exposure and immediately call the helpline numbers or contact your doctor.
Call Ministry of Health and Family Welfare, Government of India's 24x7 Control Room Number 1075 (Toll Free) | 011-23978046, Email at ncov2019@gov.in, ncov2019@gmail.com.

मास्क का आशीर्वाद

संग्राम
Initiative by: Dharma Life

Wear a mask when:

- you undertake any essential travel or go to a public place,
- you are in a room with other people,
- you have any signs of cough, cold or flu.

Cover both the nose and the mouth with the mask.

Wash and dry the reusable cloth mask regularly before use.

If you have symptoms like cough, fever or difficulty in breathing, avoid any kind of exposure and immediately call the helpline numbers or contact your doctor.
Call Ministry of Health and Family Welfare, Government of India's 24x7 Control Room Number 1075 (Toll Free) | 011-23978046, Email at ncov2019@gov.in, ncov2019@gmail.com.

पौष्टिक खाना खाने वाले, तेरा हो भला

संग्राम
Initiative by: Dharma Life

Include food with different colours in your daily diet

Have lots of citrus fruits like lemon, amla, oranges, etc

Consume fortified milk, cooking oil, and double fortified salt over unfortified foods. Look for F+ logo

Covid positive mothers can continue to breastfeed their child

Avoid eating out to minimise contact with people

Drink 8-10 glasses of water a day

Jeevan Sangram: Program Activities/KPIs

Activities

1 Healthcare- preventive & curative

PREVENTIVE MEASURES

- **Health check digital home visits** by our DLEs via WhatsApp calls
- **Delivery of covid essential items** like masks, sanitisers, sanitary napkins & daily sanitation products
- **Vaccination awareness & registration** guidance via online webinars

CURATIVE MEASURES

- Facilitating online doctor consultation & medicines
- Adequate Covid testing & ambulance coverage
- Providing oxygen concentrators
- Sourcing ICU beds for severe cases
- Plasma therapy for covid patients
- Guidelines on Home isolation/ home quarantine

2 Collaboration with government agencies & local organisations

- **Align with local administration** including District Commissioners, District Magistrates, Sub Divisional Magistrates and Block Development Officers for Covid support & assistance in rural communities
- Create volunteer groups of **individuals, 'Sangram Saathis' in villages**, who will work collectively towards the goal of the program & support the rural communities affected by covid
- Coordinate with local NGOs & locally operational volunteer groups

3 Communicate

- Create a **two-way communication channel** via our DLEs through digital platforms to disseminate important information including medical attention requirements, importance of home isolation/quarantine, vaccination, mental health management techniques, importance of wearing masks, safe hand wash & sanitation practices.

Target KPIs

KPI	Goal
Nr. of health check digital home visits, Nr. of covid essential items delivered, Nr. of people vaccinated, Nr. of online doctor consultations & delivery of medicines, Nr. of oxygen cylinders provided	
Nr. of volunteer groups created, Nr. of partnerships with NGOs & local volunteer groups	
Nr. of people reached via communication campaigns on covid health management techniques	

Program Outcomes

Target impact: 10,000 Dharma Life Entrepreneurs (DLEs) to create connectivity with over 640K households across 30,000 villages in rural India (with a focus on the 6 most affected states in the first phase)

Current impact (as on 17th May 2021): 2,000 Dharma Life Entrepreneurs impacting over 120K households across 5,500 villages in rural India

Target Program Outcomes:

- ✓ **Building awareness** through campaigns on vaccinations, medical assistance and other key messages in local languages, in coordination with NITI Aayog, Government of India. This will be done by leveraging technology and the local connect of the Dharma Life Entrepreneur to create a two-way communication channel and Whatsapp groups at a village level.
- ✓ **Provisioning and supplying of essentials** including medical supplies like pulse oximeters, oxygen cylinders, ration packages, sanitizer, soap, masks, menstrual hygiene pads etc. on need basis
- ✓ Aggregating and **responding to emergency needs** and requirements from the community
- ✓ Enabling **access to doctors' consultations** (for physical and mental health issues) through telephone or other tools
- ✓ Setting up **vaccination drives and camps** across the country, jointly with the government
- ✓ Linking rural women into **skilling and livelihood opportunities** through the Jaya Platform
- ✓ Running detailed **surveys on impact** on rural communities to generate key insights

Our Asks

Expertise, Program Delivery & Critical organisational support

Fundraising Target \$600k, \$115k raised so far



Expertise

- Strategic **advice and insights** on effective program roll out
- Partnerships and **access to relevant expertise** (e.g. supply chain assistance, technology expertise, access to field doctors, mental health experts for consultations)



Program Delivery

- **Support for critical response activities** (e.g. campaigns on vaccinations, medical assistance and other key messages in local languages, two-way communication channels)
- **Support to acquire essential products** (pulse oximeters, oxygen cylinders, ration packages, sanitizer, soap, masks, menstrual hygiene pads)



Critical Organisational Support

- **Support to equip our team** with protective gear, vaccines, insurance, physical and mental health care access
- **Support for critical organisational costs** including manpower and logistics



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