Sattva Live: with CSRs
Hosted by
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CEO
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Introduction

We are an organisation driven by the mission to **end poverty in our lifetime**. Our work focuses on scalable solutions for sustainable social impact.

We work with our clients - **corporations, philanthropists, foundations and social organisations** - to achieve social impact goals effectively and maximise the social return on their investment.

We offer end-to-end support covering:

- Research
- Strategy consulting
- Implementation support
- Programme design and management
- Monitoring and Evaluation
- Impact assessment
- Social audit
- Talent solutions
- Organisation development programmes
- Data and technology products

and more as needed in our quest for better solutions.

SRIKRISHNA SRIDHAR MURTHY (KRISHNA)
Co-Founder & CEO

200+ Corporations

500+ Social Organisations

50+ Foundations

Governments and Multilateral Agencies

www.sattva.co.in

Bangalore | Mumbai | Delhi
COVID-19 pandemic has impacted the whole world and is one of biggest humanitarian challenges we have faced.

COVID-19 is different from pandemics in the past:
- World more connected than ever before; hard to control spread
- Average hospitalisation is 11 days as compared to 5-6 days for flu putting additional load on healthcare infrastructure
- No vaccine; no drug found to be 100% effective
- Lockdown enforced across the globe; never-before-seen impact on economy

Countries that have been able to stem community spread through:
- lockdowns
- extensive testing
- contact tracing
have flattened the curve like South Korea, Japan & China.
COVID-19 situation in India is grave with the incidence increasing rapidly on a daily basis. The doubling rate of confirmed cases in India is currently 4.1 days.

As on date, Maharashtra is the worst hit in terms of number of cases, followed by Tamil Nadu and Delhi. This could also be attributed to higher levels of testing comparatively.

*Data as on 9 April 2020 3pm Source: India Data Insights
COVID-19 doesn’t discriminate but disproportionately impacts vulnerable sections due to system limitations

MOST VULNERABLE SECTIONS ARE MORE PRONE TO DISASTER DUE TO RESTRICTIONS IMPOSED

UNORGANISED SECTOR:
• Those without legal contracts of work are the most vulnerable to shutting down of businesses
• This includes migrant workers and daily wage earners

POVERTY-AFFECTED:
• The poor do not have the resources to survive extended periods of lockdown
• The homeless are more vulnerable due to the lack of shelter

WOMEN:
• Women are in more high-risk jobs on the frontline including healthcare workers, ASHA, ANMs
• They are also mostly responsible for childcare and elderly care, increasing their load
• More susceptible to domestic abuse

REASONS BEHIND THIS VULNERABILITY IS MORE SYSTEMIC WITH NO EASY SOLUTIONS

INADEQUATE HEALTHCARE FACILITIES:
• India has 119 hospital beds per 1,00,000 population (IDI analysis)
• Estimated 48,000 ventilators which is inadequate for the pandemic of the scale expected

GAPS IN LAST MILE REACH OF GOVT. MACHINERY:
• Well-known gaps in last mile connectivity of services, particularly in times of disaster
• More dire for the undocumented and rural communities

LACK OF AWARENESS PARTICULARLY IN RURAL AREAS:
• While there has been a focus on spreading awareness about COVID-19, the reach in rural areas is uncertain
• Additionally, dealing with the perpetration of fake news and advice
State of public health infrastructure in India is a major cause for concern

- India’s healthcare system is particularly vulnerable to external shocks such as the COVID-19 pandemic
  - If the outbreak escalates in India, the existing health infrastructure may crumble under the pressure
- There is a wide disparity of health infrastructure across the states
  - Huge risk factor is high density of population in some of these medically under-equipped states – as of Census 2011, UP had 828 inhabitants per square km and Bihar had 1102
- COVID-19 demands adequate, efficient and resilient healthcare resources, where India has a deficit
  - Excluding private healthcare facilities, we had 119 hospital beds per lakh population in 2017-18
  - Government hospitals alone in India had 53 beds per lakh population, the corresponding number for the same time period for Italy and Spain is around 300, and for Japan 1300
Impact of COVID-19 is manifold and progressively leads to systemic harm

**IMMEDIATE IMPACT**
- Declining Health
- Access to food and other essentials
- Loss of wages of daily wages
- Social breakdown like reverse migration
- Supply of essential services & goods disrupted

**NEAR-TERM IMPACT**
- Overwhelmed health infrastructure
- Breakdown of business with decline in cash flow
- Supply chain breakdown
- Mental health affected
- Increase in domestic violence
- Rural areas affected due to reverse migration

**LONG-TERM IMPACT**
- Livelihoods:
  - Significantly impacted both informal and formal economy
  - Disproportionately affected: small entrepreneurs, MSMEs, gig workers
  - Low shock absorption capability
  - Structural unemployment due to loss of skills
- Healthcare:
  - Inadequacies of healthcare system come to the fore
  - Other health issues pushed to backburner
- Development:
  - Social projects on ground affected
  - Online education excludes communities
Sattva is responding to COVID-19 by **creating information resources, orchestrating effective relief partnerships and co-creating critical mid-term solutions** for impact.

### Challenges

**Disconnected initiatives and information asymmetry**

Multiple announcements being made every day around funding commitments, request for resources in different forums.

**Transactional frictions in delivering solutions**

There is a need for funder, social purpose organisations, service providers and government to come together and work.

**Short-term view to relief**

While the urgency for immediate needs is justified, there is a little focus beyond these efforts to prepare for the medium to long-term ramifications.

### India Resources

A live, verified interactive dashboard of on-ground needs, solutions, and funding resources focused on Covid-19 relief.

### Realising Relief

Orchestrating effective partnerships across the supply chain of CSR & impact funders, state governments, infrastructure & equipment, and community organisations.

### Rebuilding for the future

Co-creating solutions beyond immediate needs in education, healthcare, livelihoods and social protection.
Sattva has created a public good live & interactive dashboard of verified announcements that connects community needs with available solutions and funding.

**Currently the live dashboard has**

150+ Verified announcements
- Availability of resources
- Request for resources
- Information

**The dashboard can be used by**

- **CSRs/Foundations** who wish to access verified requests for funding COVID-19 efforts
- **Solution providers** who wish to search funding announcements or requirements
- **Facilitators** who wish to orchestrate relief efforts
- **Everyday Givers** who wish to donate to relief efforts

Try the interactive dashboard [here](#)
There is an essential need for data-driven decision making for COVID-19 relief to enable targeted efforts.

While there has been a great inflow of funds towards COVID response, the **mapping of need to the available resources** is nascent.

There is a clear need for **data-driven decision making** by funders to ensure that immediate relief reaches areas of immediate need.

Some **regions of need are under-represented** in terms of asks by NGO partners, particularly the North-East and East.

Some partners are not clear in their **funding requirements** and require hand-holding support to utilise their relief funds.
Sattva is orchestrating effective partnerships across CSR & impact funders, governments, infrastructure & equipment suppliers, and NGOs

**Success in first weeks**

- **120** Corporates reached out to
- **28** Corporates actively engaged
- **25-30** Connections made

**Solution pitches**

- **88** Inbound requests from non-profits
- **32** Detailed proposals put into play for funding and other support

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**CSR response**

- Sattva supported [Karuna Trust](#) to supply Personal Protective Equipment to the most critical Primary Healthcare Centres in [Karnataka](#), solving the immediate needs of over 400 frontline workers

- Impact:
  - **22** PHCs covered in North-East Karnataka
  - Each centre has **20** staff members and serves a population of **5000**

- Sattva supported [The Administration of Union Territory of Ladakh](#) in reducing their dependence on other states for testing and assisting immediate needs of frontline workers by channelizing [Pernod Ricard India](#) CSR funds

- Impact:
  - **INR 21L** diverted to help procure BSL 2 Testing Lab equipment, Sanitizer, 3 ply masks and N95 masks

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Sattva is supporting CSRs by helping orchestrate solutions for immediate relief

Orchestrating Solutions and Providers – NGOs, Suppliers
Connecting with State Govt. and Identifying Needs

Lean support on Partner Due-Diligence and Onboarding

Lean Programme Management

Innovations and Problem Solving with Partners

Tracking Outcomes and Fund Utilisation

Sattva is undertaking a **rigorous due diligence process** as well as relying on **trusted partners, suppliers and solution providers** as well as engaging with the **Government** to ensure immediate relief in regions of high need.
Potential relief efforts from Sattva include healthcare and non-healthcare measures for the immediate and near term.

**IMMEDIATE HEALTHCARE**
Preventive medical solutions such as provision of PPEs, masks, medication as well as diagnosis, awareness generation and augmentation of healthcare infrastructure.

**IMMEDIATE NON-HEALTHCARE**
Non healthcare interventions include livelihood support, supply of essentials like food and other services as well as risk assessment and financial support.

**NEAR-TERM**
In the nearer term, interventions include rehabilitation, livelihood support, infrastructure, upskilling, training, research & development, awareness and advocacy to offset long term impact.

Sattva has analysed the landscape of needs and asks to ensure that we can support the value chain by bridging the missing links through credible partners thereby enabling relief efforts.
Sattva has also partnered with India COVID Response Fund to aid collaborative CSR and collective giving.

**A COLLECTIVE EFFORT FROM ECOSYSTEM**

**FOUR IMPACT AREAS FOR COVID-19 RESPONSE**

- Prevent disease spread
- Enhance healthcare delivery
- Deliver livelihood support
- Supply humanitarian aid

**EARLY DONORS TO THE COLLECTIVE INCLUDE**

Various logos and names of organizations and companies are listed, including give INDIA, Facebook, Ashoka University, Dasta, and many others.
Top-of-mind questions on CSR’s COVID-19 response

**MAXIMISING IMPACT**

- **When to support?**
- **Where to support?**
- **Support NGOs beyond funds?**
- **How to support?**
- **How to remotely monitor?**
- **What about longer term support?**

**ENSURING COMPLIANCE**

- **CSR Compliance & unutilized funds**
- **Amendments to CSR Law**
- **Impact on own supply chain**
- **Govt. support & PM CARES Fund**
- **Current CSR project overruns?**
- **Support opportunities beyond funds?**
- **Collaboration with other CSR**
- **How to separate fact from fiction?**
Maximising impact through data-backed selection of causes with suitable partners in areas of highest need

**DEFINE TIMELINE**
Decide if you are looking to fund immediate needs or are willing to fund longer-term solutions

**DECIDE CRITERIA**
If you have any criteria such as target geography, demography, sector be open to ensure relevant proposals

**SHORTLIST & FINALISE PARTNER**
Based on criteria, shortlist credible NGOs, invite proposals and take data-backed decisions

**STREAMLINE DISBURSEMENT**
Once partner is selected, ensure Board and Committee are on board for streamlining paperwork and quick disbursement of funds

**CONTINUED ENGAGEMENT**
Rather than one-time support, look at continued engagement with partners for long lasting impact with continuous monitoring
Ensuring CSR compliance is paramount despite the need for urgency

**GOVT. ENGAGEMENT**
PM CARES Fund is for immediate relief work but challenges of accountability, monitoring and last-mile reach remain.

**BEYOND FUNDING**
While CSRs may want to provide facilities and other products, there is ambiguity regarding compliance which need to be evaluated case by case.

**CSR LAW COMPLIANCE**
COVID-19 relief has been brought under the mandate of the CSR Law, yet recent amendments have not been notified which need to resolved on a case-by-case basis.

**DATA-BACKED DECISIONS**
CSRs must ensure that their funds are spent where max impact can be realized. Due diligence for credible NGOs, detailed proposals & data-backed need mapping are critical.

**CURRENT PROJECTS**
CSRs must internally align on their CSR strategy and try to continue their pre-existing support to partners and see how to support COVID-19 without adversely impacting past projects.
COVID-19 is expected to cause **drastic long-term impact** particularly for vulnerable communities especially in the fields of **livelihoods, healthcare and social development** like education.

COVID-19 in India is on the rise, there is a call to action for CSRs to support in **stemming its spread through awareness and preventive measures as well as immediate relief**

Immediate COVID-19 relief is the need of the hour; but community organisations need to start looking at **longer term rebuilding and rehabilitation**

CSRs need to be empowered to make **impactful funding decisions** through **credible data, lean due diligence and remote monitoring**

CSRs must focus on maximising impact by **streamlining internal processes** and taking data-backed decisions while ensuring **CSR law compliance**
Reach out to us if you need support to...

• Build the right CSR strategy for your organization for the next **3-6-9-12 months** which is aligned to the organization policy, legal compliance as well as branding principles.

• **Review the immediate impact of Covid-19 on your current portfolio** and create a response/support plan for the grantees.

• **Assess the need** of the partner NGOs and your communities, and **help them mitigate and adapt** to the current situation.

• **Program design** and implement interventions for your target communities

• **Identify relevant and credible partners** for relief and rebuilding and onboard them after a lean due-diligence process.

• **Monitor program delivery and outcomes** (modified lean process for Covid-relief programs) and provide compliance reporting

• **Create and execute Employee Volunteering Programs** - in the context of Covid-response, which is also relevant for the longer term.
We are driven by impact and powered by knowledge. We bring the right balance of the head-heart-hand to our work. We believe that age-old problems need new-age thinking and rigorous implementing, with empathy at the core. And that’s what we deliver for our customers and partners.

Talk to us today to see how we can co-create maximum social impact.

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