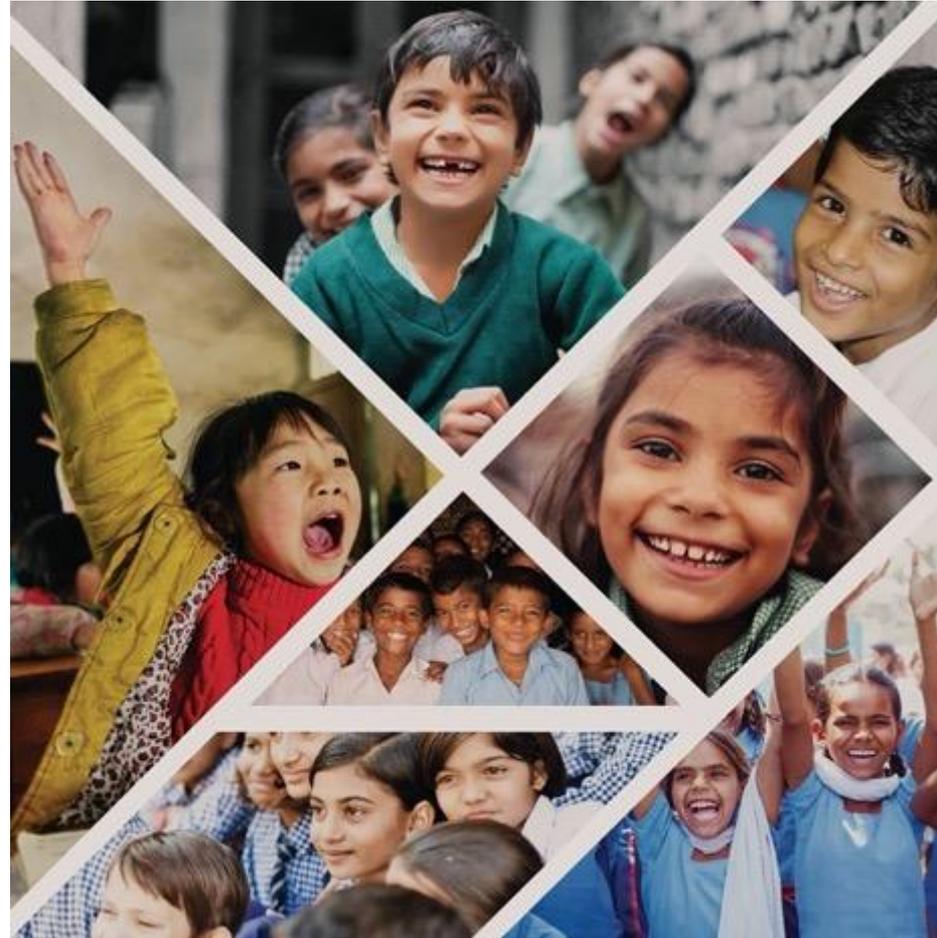




# Surviving and Thriving in the COVID-19 reality

A Webinar for non-profits



# Tips for collaboration & co-creation in the time of Social Distancing



Please refrain from using video during the session  
The presentation will be shared post the Webinar



Visit **menti.com** on your phone or desktop browser. Use the code **61 58 90**  
We will use the same for polls through the workshop



Drop your thoughts, reflections in the Chat window.  
We will answer the questions in the chat at the end of the Webinar

# Introduction



**Rathish Balakrishnan**  
Co-Founder & Managing Partner

[www.sattva.co.in](http://www.sattva.co.in)

📍 Bangalore | Mumbai | Delhi

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.



**200+**

Corporations



**500+**

Social Organisations



**50+**

Foundations



**Governments  
and Multilateral  
Agencies**

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.





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# Your Introductions

# Why is COVID-19 crisis not business as usual

Multi-dimensional



Indeterminate



Deep Impact



# Sattva's response to COVID-19 Crisis

## Engage



Enable data-led decision by curating existing public data and conducting actionable Research & Data Analysis

## Orchestrate



Orchestrate immediate relief by establishing partnerships with CSRs, NGOs, Suppliers and Government.

## Build



Build intervention models that address the key needs and impacts in the post COVID world by bringing together diverse partners

## Support



Enable non-profits that to survive and thrive to achieve greater impact at scale through this crisis

# NGOs are entering a phase of disruption in many regards

## NGOs ARE FACING NUMEROUS CHALLENGES



### Financial sustainability

Diversion of funding, lack of liquidity to sustain operations



### Safety and well-being of staff

Well being and resilience of staff during time of crisis



### Adjustment to technology

Seamless adoption of technology to ensure smooth operations while working from home



### On-ground implementation of programs

Challenges in providing last mile delivery due to social distancing environment



### Evolving needs on the ground

Changing and increased needs from communities in regards to livelihoods, health and food security

## YET THIS DISRUPTION PROVIDES UNIQUE OPPORTUNITIES



### Revisiting relevance

Inflection point in an organisations lifecycle to revisit their identity and contributions to communities and the ecosystem at large



### Develop innovative approaches to deliver existing programs

Redefine and reinvent approaches to innovative program delivery



### Collaborate with private sector for development

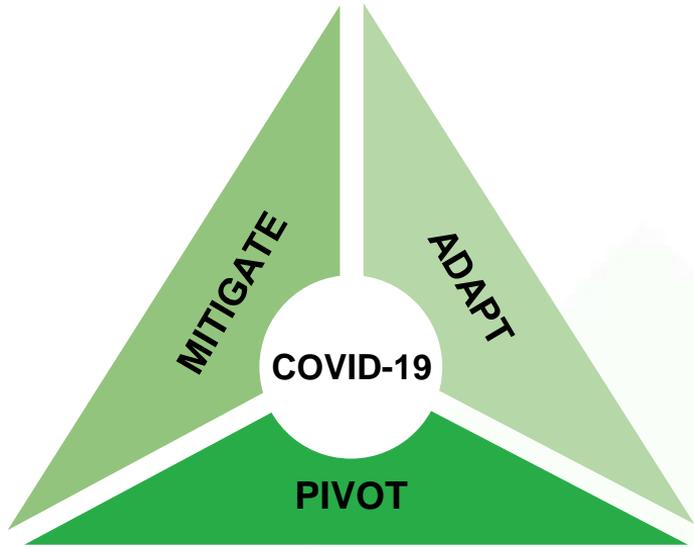
Ability to work with new kinds of partners to leverage expertise, assets and established value chains



### New opportunities to access funding

Leveraging an organisations domain expertise, community connect or established partnerships to contribute in new ways

# Overview of NGO COVID Response Framework



## Response to the current situation

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- **Mitigate:** Mitigate operational and financial risks on the organization by taking immediate measures to ensure safety and wellbeing of the organization and the staff.
- **Adapt:** Review current activities in the light of the crisis to explore ways in which they can be adapted to respond to the current situation, thereby build resilience.
- **Pivot:** Take a mid to long term approach to identify solutions and partnerships that can help establish domain expertise, create relevant assets, and demonstrate sustainable solutions for the ecosystem.

# The first order of business is to take control of the situation



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## Financial Sustainability

- Reconfirm commitments with donors for this year and next year
- Repurpose existing grants to address COVID reality
- Plan scenarios and map grants & costs for each scenario
- Establish cost control and cost approval measures
- Drive cost optimization measures across the org.
- Establish clear policies with employees on costs

## Employee Wellbeing

- Communicate clearly on the impact of the crisis and approach of organization
- Establish ongoing mode of (over-)communication with the employees.
- Enable managers to deal with the crisis at their level and for their employees
- Ensure safety and wellbeing of the Program staff on the ground
- Refine policies for work from home including number of hours

## Stakeholder Communication

- Proactively communicate to all stakeholders on how your approach to the crisis
- Engage with the top donors and work together with them on your plans
- Establish a circle of peer organizations that are going through this crisis together for learning
- Engage ecosystem players and establish ongoing communication

## Operations

- Judiciously invest in the readiness of your systems (IT, Finance)
- Establish a cadence of ongoing meetings with leadership & employees
- Define key risks at the leadership level and ensure accountabilities to mitigate risks internally

# Prioritize your immediate actions with two key lenses in mind

1

## What parts of the program are urgent and important in the light of the COVID-19 Crisis?

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- Does your program enable your stakeholders more in the post COVID world?
- Does your program address a significant risk that you are stakeholders are facing?
- Does your program strengthen the immediate response to COVID?
- Is there a time constraint to the services that you must provide?

2

## What are immediate challenges faced by your core stakeholders today due to COVID-19?

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- Who are you key stakeholders?
- How does COVID-19 impact these stakeholders?
- What key capabilities do you have to address the challenge that they are facing?
- How can you orchestrate an effective response to immediately address this challenge?
- What can you learn about the reality on the ground?

# Delivering parts of the program are urgent and important

1



## Leverage Technology

- All forms of Mass Media
- Community Radio
- WhatsApp Groups
- Conference calls
- Outbound / Inbound call centers
- IVR-based models
- Tele-calling support



## Leverage Champions

- Community leaders
- Administration
- Social Workers
- "Lead" parent / stakeholder



## Ensure Safe implementation

- Government access, permission
- Sensitization training
- Volunteered participation
- Equipment access
- Stringent processes

# Addressing immediate challenges faced by your stakeholders

2

## Challenges your stakeholders are facing

- Lack of food and other essential items
- Lack of awareness on good practices for safety
- Not being able to engage their children
- Disrupted livelihoods resulting into low income
- Elderly people, vulnerable population at risk

## Unique capabilities you can leverage

- Community Trust
- Access to decision makers
- Donor leverage
- Mainstream engagement
- Communications Expertise
- Technical Skills
- Partnerships with NGOs

## Your response to enable stakeholders

- Leverage community n/w
- Start crowd funding
- Adapt current program
- Enable access to partners
- Design incentives to enhance program impact

## Relevant to the broader ecosystem

- Extend the expertise to a service others can leverage
- Build a platform where others can come on-board
- Share learnings with the larger ecosystem
- Bring in new partners into the opportunity

# Adapt your communication and your stakeholder management



## Enrich the evidence

- Rapid data collection
- Case studies
- How-to guidelines
- Key learnings



## Create dialogues

- Leadership posts, videos
- Community voices
- Webinars
- Small group sessions



## Celebrate successes

- Community wins
- Team wins
- Partner & Peer wins

# Pivoting needs us to make informed bets on the future world



## Infants

- Reduce healthcare risk to infants and lactating mothers
- Ensure access to quality Early childcare support to improve resilience

## Children & young adults

- Understand importance of hygiene and health
- Build resilience in a state of loneliness and high risk
- Build critical thinking skills to solve problems in their community
- Build core skills to be employable

## Workforce

- Strengthen safety and well-being in workplaces once return to work
- Reskill, rebuild businesses to ensure sustained livelihoods
- Have access to social protection schemes in case of crisis
- Ensure safe migration and create meaningful livelihoods at source

## Elderly

- Reduce risk as one of the vulnerable population
- Ensure prevention, early detection and access to healthcare support
- Provide support for essentials in case of isolation

# The best way to approach this crisis is to be agile and continuously learn

- 1 Establish the goals, principles and values of your response
- 2 Create the mechanisms to deeply understand the situation on an ongoing basis
- 3 Build informed options and judiciously invest leadership, budget and resources
- 4 Learn fast, iterate and make quick and tough decisions

# Organizing yourself for COVID

## CEO / Leader

- Your psychology will make or break the organization; Shift to an opportunity mindset while keeping a firm eye on mitigation
- Take care of yourself and prepare for the long haul
- Mentally decide on the trade-offs you are willing to make

## Leadership Team

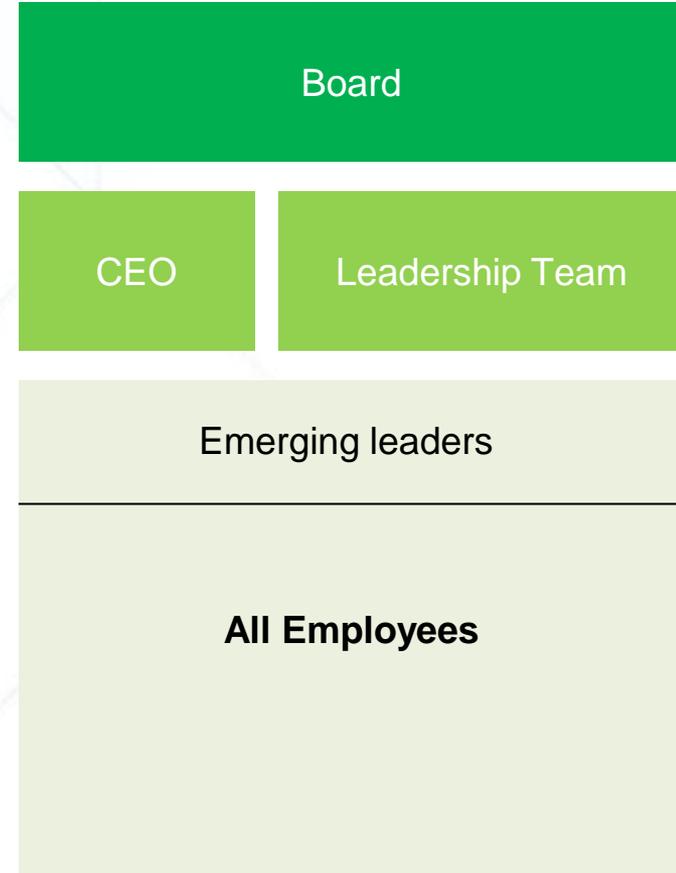
- Setup into councils driving specific aspects of the COVID response
- Are connected to different parts of the ecosystem to ensure engagement
- Are aligned on the “COVID = Business” Mindset

## Board / Advisory Committee

- Establish a sub-committee to regularly review COVID response & progress
- Identify 4 AM champions for regular counsel and fundraising support

## Emerging leaders

- Identify promising people who can play leadership roles within the organization during this time and give them key responsibilities



# How can Sattva support you in this journey?

1 Tools and Workshops for NGOs to Mitigate and Adapt to the crisis

2 Consolidated Knowledge of how NGOs are responding to this crisis

3 Enablement in Implementation as part of strategic COVID response

4 Collaborative problem solving on sector-specific challenges

5 Regular series of public webinars

# Questions

Let's keep the conversation going. Write to us at:  
[covid19response@sattva.co.in](mailto:covid19response@sattva.co.in)