



How are NGOs responding to COVID-19

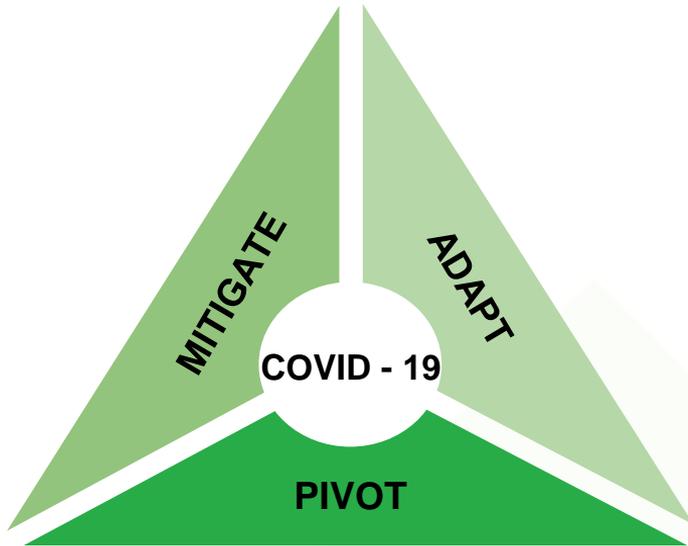
A Webinar



Organizations are taking various measures to mitigate the risk of COVID to their organizations

- This is not a blip in our current operations. It will have a long-term impact on the sector and funding
- This is not just a social sector crisis. It has significant economic, political and social ramifications.
- There will be significant changes in the funding patterns this year and it will evolve through the year
- This is also an opportunity for organizations to reassess their role in the Social impact ecosystem
- The extent of adaptation to the new reality is a choice for organizations
- We are in early stages of this crisis: There are no rules, only guidelines
- The greatest strength is going to be agility and the ability to learn from each other

Overview of COVID Response Framework



Response to the current situation

- **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 existing programs 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.

Organizations are taking various measures to **mitigate** the risk of COVID to their organizations

Financial Sustainability

- Engage donors to reconfirm commitments for this year and next year
- Repurpose existing grants to ensure they address COVID
- Relook at costs for next year and reduce / push all non-essential costs
- Plan scenarios and possible grants and costs for each of these scenarios

Employee Wellbeing

- Ensure clear communication and establish ongoing mode of communication
- 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 you are approaching 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

Core Org. Priorities

- Complete the next year planning while building provisions for adaptability
- Invest in the strategy planning exercise in the light of the new reality
- Ensure continuity of key leadership and employee meetings

Organizations are **adapting** their programs and stakeholder management in the light of COVID

Adapting Programs

- Adopt technology and integrate it into key program steps (E.g. M&E, stakeholder communication)
- Partner with other organizations that bring in complementary capabilities
- Repurpose existing grants to refocus efforts on what is most important to the community

Adapting Communications

- Align your focus and strengths to the COVID crisis
- Map your current program focus and value in the light of the new reality
- Explore narratives around your sector, community, capability and organization
- Share your learnings with your immediate ecosystem

Adapting Community Engagement

- Embed critical aspects around COVID as part of the current implementation and communications
- Engage with district and state administration on how you can help support their efforts
- Leverage your current community structures towards COVID response and resilience
- Create / Reuse local community relevant communications and share it with the ecosystem

Adapting Internal Structure

- Establish a leadership team specifically looking at COVID response for your organization
- Increase frequency of leadership level engagement to look at COVID
- Establish clear accountability within functional and regional teams around COVID

Organizations are **pivoting** to make deeper changes to their focus and their work in the light of COVID19

Amplifying current focus

- Reassess the current focus areas of the organization and reprioritize areas based on need
- Invest in design, communications and leadership on these focus areas
- Demonstrate value and build partnerships

Leveraging core capability

- See beyond programs on identifying key capabilities that your organization has
- Map the capability in the short-term to specific efforts around COVID
- Demonstrate transferability of the capability towards newer areas of focus

Identifying Adjacencies

- Identify adjacent areas of focus to your current focus areas
- Explore potential to engage effectively in these areas of focus

Anchoring on community

- Pick a community in an urban and rural area where you have deep relationships and trust
- Forge partnerships, repurpose current staff roles to directly address the COVID challenge
- Build a deeper understanding of the problem and your role in addressing the same

NGOs are increasingly collaborating in different ways to ensure on-ground action

With other city-based NGOs

A Hand for Help Development Society is partnering with other NGOs in Jaipur city to strengthen the entire value chain for food distribution to over 250 people of Jaipur city, including transportation, food preparation, purchase of food items and rent of utensils. They are also purchasing dry ration to be sold at slums and middle class locality to counter black marketing and inflated pricing.

With private and local authorities

Action of Human Movement (AHM) is partnering with cloud kitchens on meals preparation and with NGOs to help with the last mile distribution in these areas. They are also partnering with the local administration (local municipal authorities) to help with identification of BPL beneficiaries.

With the state government

RightWalk Foundation have partnered with the Uttar Pradesh government to reach 6.7 crore people from vulnerable communities who have taken benefits from any welfare scheme in the last 5 years. They are using push (phone calls and SMS) and pull methods (helpline and RTE portal) to support them and ensure delivery of government support. They are also working to build a dedicated portal/app in hindi.

With multiple stakeholders

Many large organisations such as Dasra, ATMA, Bridgespan, Swasti, Nudge Foundation, NASSCOM Foundation have come together to form collectives to disseminate information, support NGOs on the ground, raise funding and enable smooth operations to deal with the current situation. The end objective of all these collectives is to strengthen implementation organisations as they respond to the crisis.

Use of technology is helping reinvent program offering and/or provide support in remote areas

Technology platforms

Haqdarshak is creating a platform unique for COVID-19-related to content on schemes, rehabilitation and implementation steps. This dashboard will be made available to other NGOs, and organisations to reach the desired impact. They also propose to work with organisations like construction companies who have a pre-identified vulnerable target group like construction workers.

Tele-consultation

Arogyaseva is offering a tele-consult platform to general and family practitioners to solve most queries from follow-up patients and home bound public. They are also providing a training platform to upskill doctors and nurses on COVID19 care.

Leveraging WhatsApp

Vigyan Foundation has mobilized a network of 140+ supporters in Lucknow and is leveraging WhatsApp to identify and provide support to families in need. They have set up different WhatsApp groups, focused on sourcing demand, sourcing materials, setting up pick points for distribution and spreading awareness. In coordination with the central team who is administering these groups, this network is making real change happen on the ground.

Mental Health Helpline

Krushi Vikas Va Gramin Prashikshan Sanstha (KVGPS) is providing mental health services to informal and migrant workers in coordination with the local medical facility. This service is helping clarify rumours such as corona positive patients being killed by the government when taken into quarantine and encouraging them to get tested if they are asymptomatic. They also aim to create a pool of blood donors in the local area for any emergency.

NGOs are leveraging the community and adapting the existing programs to support operations and solutions

Sustaining Self Help Groups (SHGs)

Greenie Conservatory India is supporting Self Help Groups across the country, who are involved in the production of cloth based masks, with advisory on the quality, cost of production, and with distribution of masks to communities in need. They are raising funds to support the cost of production and help sustain the SHGs, while the masks are distributed free of cost to communities in need.

Interventions targeted at urban slums

Renovate India, as part of Swachh Toilet Project, is targeting efforts to check the spread of COVID-19 by maintaining cleanliness and by providing hand wash facilities at the community toilets with necessary equipments and IEC material. They are appointing NGOs for this initiative who will work in coordination with CBOs and *Chawl* Committees.

Adapting existing volunteer base and tech-platform

Connecting Dreams adapted its existing platform to connect people in need of help and those who can provide it. Their existing volunteers (now called Co-Win Warriors) work from home, activating their on ground community networks and mobilizing resource providers in order to connect the two and ensure that the vulnerable sections of society can also sustain themselves through these difficult times. The effort started in 2 cities has now reached to 12 states and over 10000+ Co-Win volunteers are expected to join in next week.

Pivoting health programs to meet immediate needs

Piramal Swasthya is establishing isolation wards that will be set up in compliance with the guidelines issued by the National Centre for Disease Control in 25 aspirational districts to reduce the spread of infection. Space for these isolation wards will be provided by the district administration. Basic amenities, cleaning, disinfection, linen, personal protective equipments, furniture and food for the patient will be provided by Piramal foundation and maintain the isolation ward for 3 months i.e 30th June 2020.

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