



Ambuja's Interventions during COVID-19

Initial Phase- Preparedness & Mapping

Awareness

- For Panchayat & Villages on movement restrictions
- Education on COVID-19 spread, prevention measures
- Social distance, Mask use, and hand wash-demo

Emergency Services

- For Private and Govt Health centres around villages
- Oxygen, Ventilators and Ambulance services
- Sanitation and Fumigation in villages
- Safety Kit, PPE & Hand Sanitizer distributed

IEC Material

- Posters, Banners, Pamphlets, Hoardings created
- Information Posters for Village & Panchayat distributed

Basic Health Services

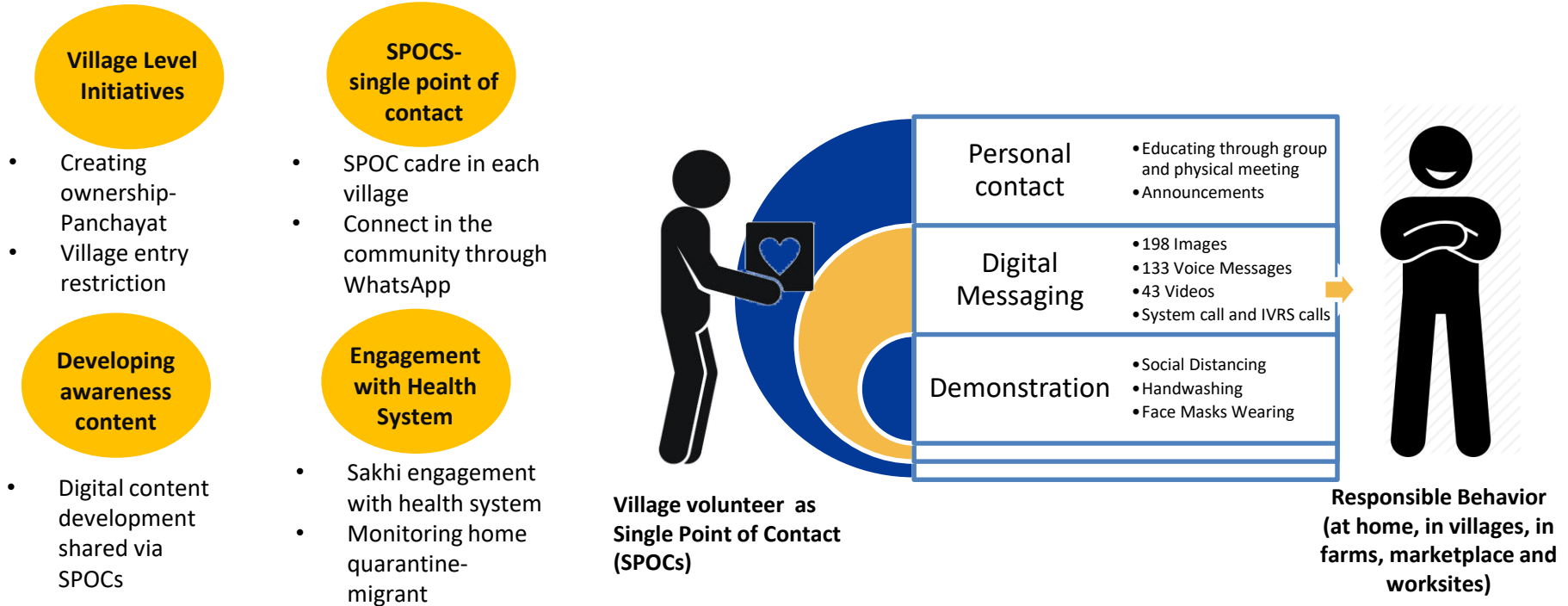
- Covid Centres, Testing, Treatment & Facilities shared
- Directory of toll-free numbers & essential services including PDS shared with the community



Lockdown Phase- Immediate Action to Behaviour Change

Immediate Action

Behavior Change



Essential Support: Ration and Medical Equipment

- ACF reached 11,418 families with ration kits in a few locations

Ration Distribution

- ACF purchased and provided 340 PPE kits for health workers, paramedic staff & isolation ward patients

Medical Support

Donating Ventilators

- Ambuja along with ACC committed to donate 15 ventilators to Maharashtra Govt. for govt. hospitals

Supporting Migrants

- Ambuja supported migrants and casual labourers in urban areas feeding and providing ration kits to 80,00 lives in over 15 days of lockdown



*The women from Sorath Mahila Federation, Kodinar donated their own excess food grains as well as used some savings to buy more items to create ration kits for the needy. **Till date, the Federation has distributed 1387 kits in 36 villages.***

Reaching Out to Specific Audiences



Follow-ups, regular calls and voice messages for Elderly



Online training, placement support and daily messages provided for SEDI trainees



Awareness, Insurance Linkages and 0% interest free loans assistance to farmers



Voice and video messages sent to Truckers



MCH services and nutrition content shared with Pregnant / Lactating Women



Screening Camps for Ambuja Plant Employees at Dadri



Exploring Livelihood Opportunities for Returning Migrants

मानसिक स्वास्थ्य का रखें ध्यान Ambuja Cement Foundation

बच्चों को कोरोनावायरस के बारे में डर या घिटा महसूस हो सकती है।

- ☑ अपने बच्चों को ध्यान से सुनें।
- ☑ माता-पिता अपने डरकी विलक्षणता को शांत करने के लिए सही जानकारी घटाने कर सकते हैं।
- ☑ रोकथाम के तरीके जैसे हाथ धोने की आदत, और स्वस्थ भोजन पर अधिक बात करें।
- ☑ सुनिश्चित करें कि बच्चे अत्यधिक महामारी से संबंधित जानकारी नहीं देखें।

Reaching out to staff members and beneficiaries with mental health counselling support

Creating Livelihood Opportunities

Development of Face Masks

Through the livelihood enhancement program, women have made 3,17,928 face masks from which 2,82,178 were distributed to the community and 35,750 to Ambuja

Linkages with Financial Inclusion

369 SHGs have applied for COVID-19 Sahay Loan and expected to receive Rs. 4.12 crores across locations

Kitchen Gardening Opportunity

Encouraged women who have small backyards to start their own vegetable supply for selling at local markets (providing livelihood to 405 women in Punjab and Sankrail)



Partnerships for managing COVID-19

Noora Health

Technology Message Support

Tata Trust

Video Information Support

Centre for Mental
Health Law & Policy

Mental Health Content, Training and Awareness Support

Gramvani

Telephonic and IVRS Platform Support

IDH Netherland

COVID-19 Insurance Support to Farmers

Rang De

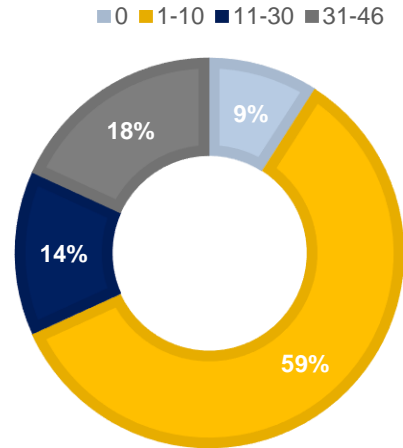
Total Disbursement of Rs. 12.11 lakhs loans to 42 farmers, 1215 application in process

Samhita Social
Ventures

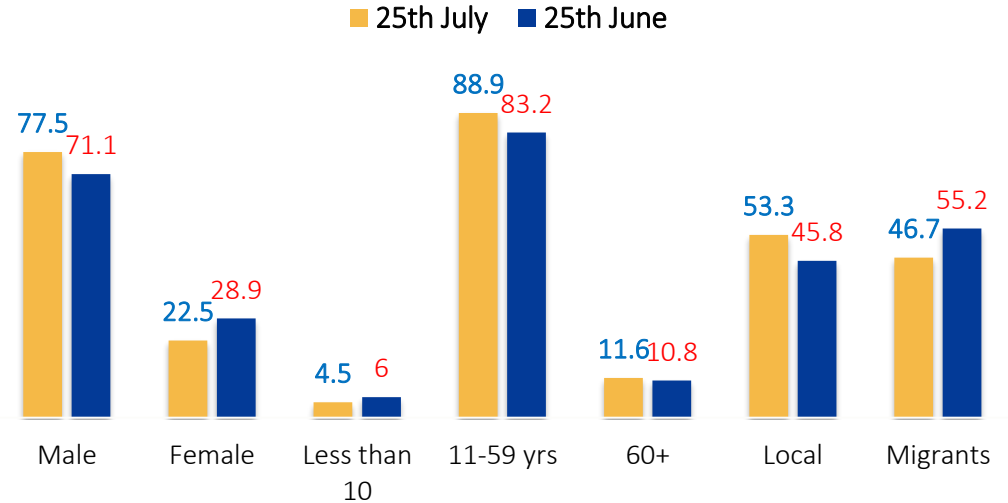
Granting Loans to 100 farmers of Rs. 10 lakhs under COVID-19 special initiative

Study of Cases in Core Locations - 25th July 2020

PERCENTAGE OF LOCATIONS WITH NUMBER OF CASES

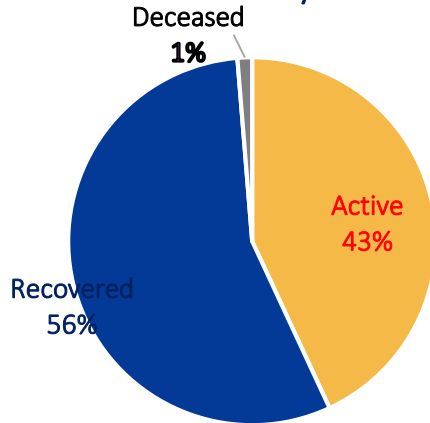


Demographic Characteristics and Residential Status of Positive Cases (in percent)

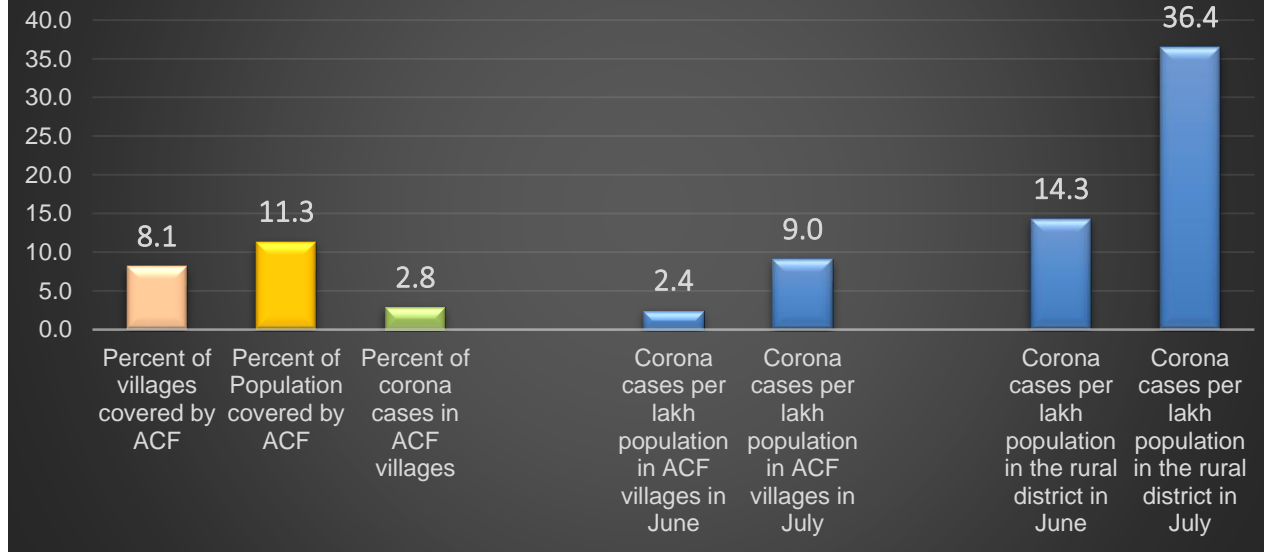


Study of Cases in Core Locations - 25th July 2020

COVID-19 Status at ACF Villages- 25th July



Comparative analysis between ACF villages and overall rural areas in the district



Out of the 311 cases identified from 22 locations

- 2 locations have not reported any cases so far
- 1 location (Sankrail) reported 4 fatalities
- No fatalities reported in the last one month

Next Step: Mapping Oxygen Availability and COVID Training

Oxygen Availability Status

- Mapping of Oxygen availability at isolation centers at ACF locations
- Gap Analysis and requirements Identified
 - Ambujanagar- 05
 - Chandrapur- 25
 - Darlaghat- 20
 - Nalagarh- 40
 - Roorkee- 10
 - Ropar- 04
 - Raigarh- 10

ACF staff –COVID-19 Training

- ACF exploring Basic Covid-19 training course as ToT for Staff and Field teams
- Partnered with Noora Health
- 1 week duration with Webinar and Online learning
- Certification and training manual on completion
- Registrations in Process



Figures till Date

COVID Broad Reach	
Districts	22
Villages	1928
Households	6.52 Lakhs
Population reach	34.41 lakhs

Supporters	
SPOCS	3958
Ambuja Volunteers	215

Target Beneficiaries for messaging	Reach
WhatsApp Individuals	1,60,893
Elderly population	3,08,416
BCI Farmers	1,40,312
SHG women	26,000
SEDI students	17,086
Truckers	20, 510
Migrant	10,218
Mgnarega Labour	16,605
ASHA/AWW	3,120
Individual reach	7,03,160

Awareness Materials	
Pamphlets and Hoardings	84,455
Wall Paintings	314
Hand Sanitizers	7,138
Village Fumigation	432
PPE Distribution	4136
Images	198
Voice Messages	133
Animated Videos	43

Thank You