Ambuja’s Interventions During COVID19
## Initial Phase - Lockdown, Preparedness & Mapping

| Awareness                                         | • Panchayat & Village movement restrictions  
|                                                 | • Education on Covid spread, prevention measures  
|                                                 | • Social distance, Mask use, and hand wash-Demo |
| Emergency Services                                | • Private and Govt Health centres around villages  
|                                                 | • Oxygen, Ventilators and Ambulance services |
| IEC Material                                      | • Posters, banners, Pamphlets, Hoardings  
|                                                 | • Safety Kit, PPE & Hand Sanitizer Distributions |
| Basic Health Services                             | • Covid Centres, Testing, Treatment & facilities  
|                                                 | • Directory of toll-free numbers & essential services including PDS |
Immediate Action and Strategy

Village Level Initiatives
- Creating Ownership - Panchayat
- Village Entry Restriction
- Sanitation
- Fumigation
- Use of mobile van
- Awareness on Hand wash, social distancing

SPOCS - single point of contact
- SPOC cadre in each village
- Connect in community
- All necessary Support
- WhatsApp groups of village people
- Awareness & follow-up

Developing awareness content
- Digital Content development shared via SPOC
  - Images
  - Voice Call creation
  - Video Content development
  - System Calls through IVRS & application

Engagement with Health System
- Sakhi engagement with Health system
- Monitoring Home quarantine-migrant
- Digital content sharing with Asha/ AWW- for block
- PPE support
- Ventilators support
- ACF Ambulance availability
Behaviour Change Communication

- **Personal contact**
  - Educating through group and physical meeting
  - Announcements

- **Digital Messaging**
  - 177 Images
  - 112 Voice Messages
  - 43 Videos
  - System call and IVRS call

- **Demonstration**
  - Social Distancing
  - Handwashing
  - Face Masks Wearing

Village volunteer as Single Point of Contact (SPOCs)

Invested in People - Developed Village Volunteers reaching 3 lakhs through mobile messaging systems

Responsible Behavior (at home, in villages, in farms, marketplace and worksites)
Reaching Out to Specific Beneficiaries

- **Elderly**: Special Care & Support provided through SPOCS with regular call and voice messages sent.

- **SEDI Trainees**: SEDI trainees reached daily with awareness messages, images, and voice calls. Online training started.

- **Farmers**: Awareness on practicing social distancing during harvesting and insurance linkage provided with Rs. 20,000 coverage.

- **Truckers**: Specific Voice and Video messages are created to reach our truckers.

- **Pregnant / Lactating Women**: Sharing Nutrition Content and MCH services, mobile phone counselling through WhatsApp groups.
Creating Livelihood Opportunities

Development of Face Masks

Through the livelihood enhancement program have made 2,32,278 from which 2,02,028 distributed to community and 30,250 to Ambuja.

Linkages with Financial Inclusion

158 SHGs have applied for COVID19 Sahay Loan and expected to received 2.36 crores across locations.

Kitchen Gardening Opportunity

Encouraged women who have small backyards to start their own vegetable supply for sale locally (livelihood to 325 women in Punjab).
Ration and Medical Equipment Support

- Ambuja supported migrants and casual labourers in urban areas feeding and providing ration kits to 80,000 lives in over 15 days of lockdown.
- Ambuja along with ACC committed to donate 15 ventilators to Maharashtra Govt. for govt. hospitals.
- ACF purchased and provided 340 PPE kits for health workers, paramedic staff & isolation ward patients.
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- 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.
SHGs received appreciation letter and financial support of 1 lakh for face masks made by the District Collector and Block Medical Officer. ACF staff also received an appreciation letter for volunteerism.

 Appreciation from Government

I am running a ration shop so I have to be in touch with people to distribute grains. Your messages made me aware of social distancing and its importance. I try my best to apply this in my shop and strictly follow the rules of social distancing while distributing supplies.”

Kerba Bajgir, Ration Shop owner, Jiwati, Chandrapur

 Appreciation from Beneficiary

Message is very useful to me and my family. Now I am very alert because of receiving messages and clips. I learned more from recording clips. I learned how to wash my hands and its importance.

Sidhu Kable, Truck Driver, Chandrapur

 Appreciation from Trucker
Organization Partnerships

- **Noora Health**: Technology Messages 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 Netherlands**: COVID19 Insurance Support to Farmers
- **Rang De**: Granting Loans to farmers under COVID19 special initiative
Number of beneficiaries reached

<table>
<thead>
<tr>
<th>Date</th>
<th>Beneficiares</th>
</tr>
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<tbody>
<tr>
<td>30th April</td>
<td>5.43 lacs</td>
</tr>
<tr>
<td>29th May</td>
<td>6.29 lacs</td>
</tr>
<tr>
<td>13th June</td>
<td>6.98 lacs</td>
</tr>
</tbody>
</table>
COVID19 Numbers in Villages

- 88 Identified COVID19 positive in 1902 working villages of ACF
- 55% are migrants in villages
- 4 deaths recorded in Sankrail, West Bengal, 0 deaths recorded across other locations

Demographic characteristics Covid Positive
## Figures till Date

<table>
<thead>
<tr>
<th>Target Beneficiary</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp Individuals</td>
<td>1,60,893</td>
</tr>
<tr>
<td>Elderly population</td>
<td>3,08,416</td>
</tr>
<tr>
<td>BCI Farmers</td>
<td>1,40,312</td>
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<tr>
<td>SHG women</td>
<td>26,000</td>
</tr>
<tr>
<td>SEDI students</td>
<td>17,086</td>
</tr>
<tr>
<td>Truckers</td>
<td>17,810</td>
</tr>
<tr>
<td>Migrant</td>
<td>7,905</td>
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<tr>
<td>Mgnrega Labour</td>
<td>16,597</td>
</tr>
<tr>
<td>ASHA/AWW</td>
<td>3,120</td>
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<tr>
<td><strong>Final Individual reach</strong></td>
<td><strong>6,98,139</strong></td>
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<table>
<thead>
<tr>
<th>Awareness Materials</th>
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<tbody>
<tr>
<td>Pamphlets and Hoardings</td>
<td>84,455</td>
</tr>
<tr>
<td>Wall Paintings</td>
<td>314</td>
</tr>
<tr>
<td>Hand Sanitizers</td>
<td>7,138</td>
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<tr>
<td>Village Fumigation</td>
<td>432</td>
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<tr>
<td>PPE Distribution</td>
<td>4136</td>
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<tr>
<td>Images</td>
<td>177</td>
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<tr>
<td>Voice Messages</td>
<td>98</td>
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<tr>
<td>Animated Videos</td>
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### Supporters

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>SPOCS</td>
<td>3958</td>
</tr>
<tr>
<td>Ambuja Volunteers</td>
<td>215</td>
</tr>
</tbody>
</table>
Thank You