Goodera | FICCI SEDF

Webinar on
CSR to Fight COVID-19

Understand the best practices and learnings
to facilitate COVID-19 reliefs and rehabilitations.
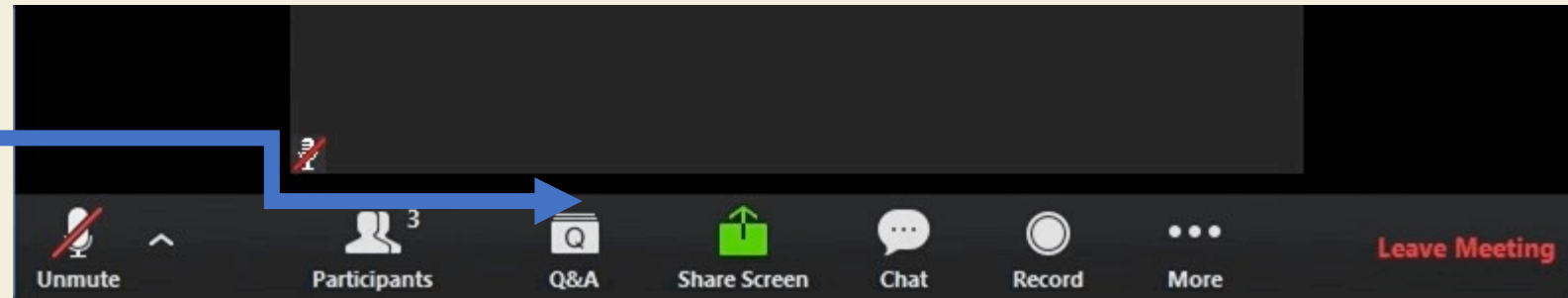
Join Goodera,
India's most trusted CSR platform to fight COVID-19

In case you have questions ...

8 Goodera

Participants can ask the question through Q&A feature at the bottom of the screen

Introductions

8 Goodera

Hosts

Abhishek Humbad
Founder & CEO
Goodera
-25% of India's CSR Capital
-1mn+ employee volunteers

Jyoti Vij
Deputy Secretary General
FICCI
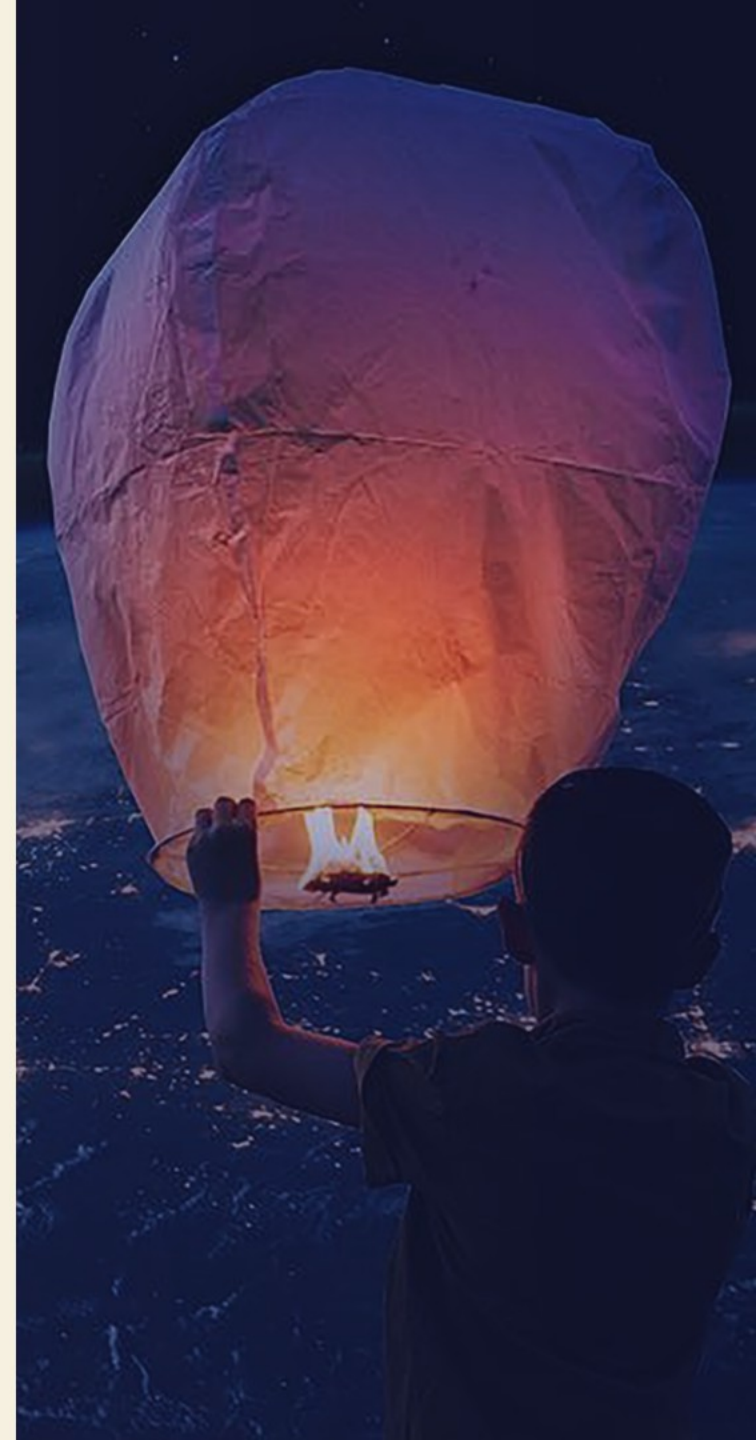*Largest and oldest apex industry body of India*

Audience

- 150+ CSR Heads;
- 3000cr + CSR Capital

What will you get from this webinar

1. Understand current situation, needs and challenges

2. Learnings and best practices of channelizing CSR capital and employee giving for Covid relief

3. Platform for you to act fast and collaborate for maximum impact

Agenda

- **Current scenario**

- **What can a CSR team do and how**

- **How will Goodera and FICCI help you**

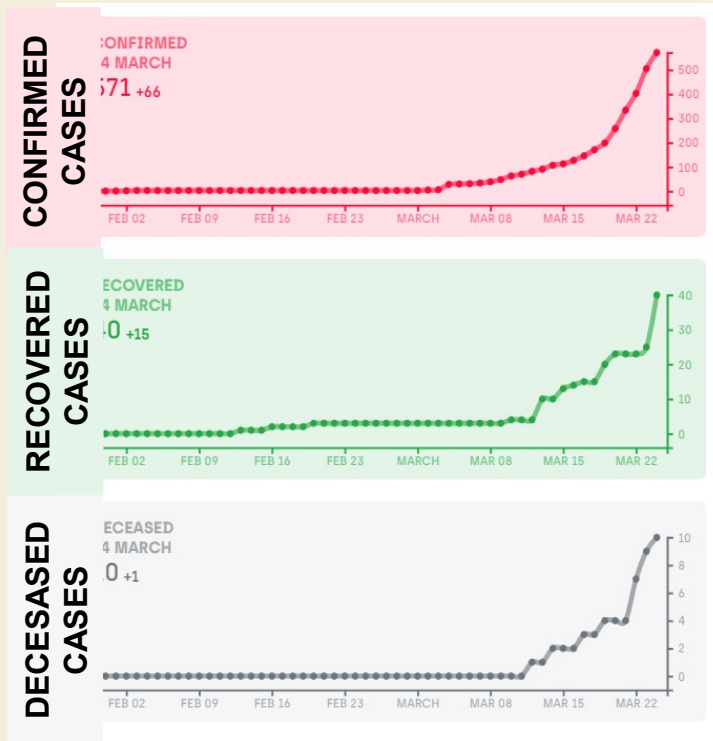- **What are your immediate next steps**

- **Q&A**

Current Scenario

All eyes are on companies and CSR teams to act now.

COVID-19 is growing exponentially

CONFIRMED CASES

CONFIRMED
4 MARCH
571 +66

RECOVERED CASES

RECOVERED
4 MARCH
0 +15

DECESASED CASES

DECEASED
4 MARCH
0 +1

Source: https://www.covid19india.org/ As of 11:08 a.m. IST, 25/03

With 600+ cases in India, the current statistics are against us

| ~50M | People working in the informal sector are taking a hit as social distancing becomes the norm |
| 5-8% | Ventilators present against the total number of beds in government hospitals in the country |

India has a heavy shortage of isolation centers..

| 7 | beds per | 10,000 | People across the country |

Source 1, 2, 3, 4

- **Employees, consumers and other stakeholders expect companies to act**

- **All eyes are on CSR teams to drive COVID-19 relief**

Call for support from government bodies

Govt. of India   MCA declares the Covid-19 pandemic a notified disaster, with CSR support from corporates accepted under Schedule VII's Preventive Healthcare and Disaster Management areas.

Govt. of Maharashtra   Have sought immediate CSR support for PPE kits, N95 masks, 3-ply masks, ventilators, monitors, infusion pumps, pulse oxymeters, fowler beds and medicines in large volumes.

Govt. of Karnataka   Growing need of ventilators, N-95 masks and ICU beds to accommodate the requirements of Covid-19 and other patients of the state.

Govt. of West Bengal   Expressed shortage of beds, testing kits and safe spaces for quarantined patients.

Govt. of Delhi   Preparing to equip hospitals with additional ventilators, hospital beds with oxygen supplies and high flow oxygen masks.

Govt. of Maharashtra needs

GOVERNMENT OF MAHARASHTRA
Directorate of Health Services
Pune Office

Director Telephone Nos.	26122256 (P) 26122508(O) 26119578(O))	Directorate of Health Services New Central Building, 1st Floor, Pune 411 001 (Maharashtra) : Email ID : dhspune1@gmail.com
Health Services		No. DHS-2/ Year2020/CSR Supply/4800-4802/2020 Date: 23 /03/2020

To,

All CSR funds and donors.

Sub: Appeal letter for material with respect to Corona control measures in Maharashtra.

Dear all,

As you might be aware, Maharashtra presently has the highest number of Corona COVID-19 cases in India. Massive measures are being undertaken to try and contain the spread of this dreaded virus. On this note, we have prepared a list of requirements which are needed by all the District Hospitals. The list is attached for your reference.

Requesting your support in kind with respect to the products mentioned in the list. PPE kits, N95 masks, 3-ply masks and ventilators are the most critical requirements at this point of time.

Also request you to supply Oseltamivir Tab.& Syrup 75 mg (quantity required is 400000) and Tab. Hydroxychloroquine 200 mg - 500000

Dr. Nitin Ambadekar (9423125197) from the Public Health Department , Neel Lalka (9930992495) and Ayush Shukla (8454849193) from the Maharashtra State Innovation Society are the points of contact for this exercise.
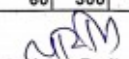
Regards,

(Dr.Archana Patil)
Director of Health Services, Pune

Copy submitted to -
1. Hon. Commissioner, Health Services & MD NHM, Mumbai
2. Hon. Principal Secretary, Public Health Dept., Mumbai.

Demand for Covid 19 response in Maharashtra

Sr No	Division	Name of Item / Name of District	N95	PPE	Triple layer Mask	Thermal Scann	ICU Ventilators	Monitor's	Infusion Pump	Pulse Oxymeter	Fowler Bed	Isolation Ward Piped O2 Supply with jumbo cylinders	Fowler Beds
1	Thane	Thane	30350	5000	530000	10	8	2	2	10	5	1	5
2	Thane	Palghar	5478	2000	183570	10	2	2	2	10	5	1	5
3	Thane	Raigad	10650	5400	255000	10	6	2	2	10	5	1	5
	Thane	Total	46478	12400	968570	30	16	6	6	30	15	3	15
										10	5	1	5
4	Kolhapur	Kolhapur	4000	2100	49000	10	2	2	2	10	5	1	5
5	Kolhapur	Sangli	19950	17250	469950	10	4	2	2	10	5	1	5
7	Kolhapur	Ratnagiri	5000	50000	394500	10	5	2	2	10	5	1	5
6	Kolhapur	Sindhudurg	6500	8000	31300	10	4	2	2	10	5	1	5
	Kolhapur	Total	35450	77350	944750	40	15	8	8	40	20	4	20
8	Pune	Pune	201200	302	205700	10	2	2	2	10	5	1	5
9	Pune	Solapur	8775	222	6868	10	2	2	2	10	5	1	5
10	Pune	Satara	15000	30	5000	10	5	2	2	30	15	3	15
	Pune	Total	224975	554	217568	30	9	6	6	30	15	3	15
11	Nashik	Ahmadnaga	28000	18000	606000	10	13	2	2	10	5	1	5
12	Nashik	Dhule	10095	3040	106400	10	2	2	2	10	5	1	5
13	Nashik	Jalgaon	3000	1500	51500	10	10	2	2	10	5	1	5
14	Nashik	Nandurbar	17600	7490	125000	10	4	2	2	10	5	1	5
15	Nashik	Nashik	39921	45915	1377350	10	10	2	2	10	5	1	5
	Nashik	Total	98616	75945	2266250	50	10	2	2	10	5	1	5
16	Aurangabad	Aurangabad	55000	16000	300000	10	6	2	2	10	5	1	5
17	Aurangabad	Jalna	30000	3000	300000	10						1	5
18	Aurangabad	Parbhani	7000	15000	305000	10	2	2	2	10	5	1	5
19	Aurangabad	Hingoli	40000	4000	700000	10	2	2	2	10	5	1	5
	Aurangabad	Total	132000	38000	1605000	40	15	8	8	40	20	4	20
20	Latur	Latur	66900	13848	407000	10	10	2	2	10	5	1	5
21	Latur	Nanded	34900	9460	360000	10	2	2	2	10	5	1	5
22	Latur	Osmanabad	13000	5200	179800	10	5	2	2	10	5	1	5
23	Latur	Beed	8200	3460	247850	10	5	2	2	10	5	1	5
	Latur	Total	123000	31968	1194650	40	22	8	8	40	20	4	20
24	Akola	Akola	1900	998	99200	10	4	2	2	10	5	1	5
25	Akola	Amaravati	15000	10000	300000	10	2	2	2	10	5	1	5
26	Akola	Buldhana	1700	500	9700	10	6	2	2	10	5	1	5
27	Akola	Washim	2000	1000	100000	10	2	2	2	10	5	1	5
28	Akola	Yeotmal	1500	1000	35000	10	0	2	2	10	5	1	5
	Akola	Total	22100	13498	543900	50	14	10	10	50	25	5	25
29	Nagpur	Nagpur	24030	14700	709695	10	4	2	2	10	5	1	5
30	Nagpur	Gadchiroli	19398	10980	519050	10	4	2	2	10	5	1	5
31	Nagpur	Gondia	2100	2100	199900	10	4	2	2	10	5	1	5
32	Nagpur	Chandrapur	6500	4000	190000	10	5	2	2	10	5	1	5
33	Nagpur	Wardha	9400	4030	111000	10	2	2	2	10	5	1	5
34	Nagpur	Bhandara	101990	4648	430250	10	2	2	2	10	5	1	5
	Nagpur	Total	163418	40458	2159895	60	21	12	12	60	30	6	30
		State Total	846037	290173	9900583	340	122	60	60	300	150	30	150

Dr Archana Patil
Director, Health Services
Dept of Public Health , Pune

How Businesses are Contributing

Goodera

STRENGTHENING MEDICAL CARE

Mahindra

- Mahindra and Mahindra is planning to immediately start working on **making ventilators** for Covid-19 patients

SUPPORTING HEALTH CARE WORKERS

3M

TATA TATA POWER   *AstraZeneca*

- Tata Power running a **donations campaign** for its employees to raise money for procurement and delivery of Health Kits to Public Health Centres

- AstraZeneca donated **9 million face masks** to support healthcare workers worldwide

- 3M has **doubled mask production** considering the shortage of mask supplies

SUPPORTING COMMUNITY

DIAGEO

- Diageo pledged to produce around **3L litres of bulk hand sanitiser** across 15 of its manufacturing units

FUNDING RESEARCH

OMIDYAR NETWORK INDIA

NOVARTIS   *HERO CYCLES*

- Omidyar Network committed $1 million **to fund proposals** that strengthen containment and enhance resilience and recovery

- Novartis has set apart a $20 million fund for **COVID 19 research**

- Hero Cycles has set across a 100 Cr contingency fund for **COVID 19 research**

SUPPORT VULNERABLE SECTIONS

vedanta transforming elements VEDANTA LIMITED   *rapido*

- Vedanta has set up an INR 100 Cr fund to COVID-19 with **special focus on livelihood of the daily wage worker, employees & contract workers**

- Rapido reaching out to **user network and employees to raise contributions** for their **captains (riders)**

What can a CSR team do and how?

What are the key areas of intervention?

Goodera

Awareness

Awareness among the **community members** regarding the safe practices for avoiding infection

Medical Institutions

Provision of Equipment and Resources to Medical Institutions to develop a more resilient healthcare system

Health Workers

Supporting the **Frontline workers and community members** with materials and supplies

Vulnerable Sections

Support Vulnerable sections who have no income source to avoid financial stress and improve access to food and essential resources

Research Organizations

Expedite Research on Identifying testing techniques, Vaccines and Cure to expedite our recovery through medical advancements

WHAT CAN YOU DO AND HOW?

Deploy CSR Capital

Support the Government/NGOs with Company CSR funds*

Leverage Power of Employees

1. **Employee Donation**
2. **Volunteer Virtually**

* All COVID relief efforts can be part of CSR activities as per http://www.mca.gov.in/Ministry/pdf/Covid_23032020.pdf

CSR PROJECTS TO ADDRESS DIFFERENT AREAS

Goodera

30+ projects in multiple geographies

Medical Institutions

- **Refurbish ICUs** with equipment such as **Ventilators, Monitor, Infusion Pumps and Oxymeters**

- **Replenish hospital stocks** on essential medical supplies such as N95s, PPEs, Triple layer Masks, Thermal Scanners etc.

- **Screening** in hospitals through **Tele- Helpline services** run by doctors to reduce hospital burden

- Installation of **"Portable Handwashing stations"** at Hospitals and Health Centers

- Set up **Isolation wards** in hospitals with Piped O2 Supply and Fowlers Beds

Health Workers

- Distribution of the **'Safety Kit for Service Providers'** with **Protective Gears/ PPEs**

- Mental **health counseling services** for the frontline health workers

CSR PROJECTS TO ADDRESS DIFFERENT AREAS

Goodera

Vulnerable Sections

Daily wage Workers
Migrants
Children in Orphanages
Homeless
Small Vendors
Urban Slum Dwellers

- **Food Kit** Distribution
- Ensuring **food supply and hygiene** in orphanages
- Preventive care through **Soaps, Masks and Sanitizers**
- Long term **livelihood opportunities** for daily workers
- **Cash transfers** to enable access to basic needs

Community Members

- **Online Resource Portals** that help in compiling resources and knowledge tools for immediate access to community members in times of need
- **Disinfection of slum areas**

Research Organizations

- **Robotic solutions** that enable delivery robots to provide food, medicines, sanitizers to quarantined patients
- Innovation methods and tools for design of **Testing Kits, Reagents** and faster and cheaper **Diagnostics Solutions**

Project Example 1: FIND India

FIND
Because diagnosis matters

About Find India

FIND is the Foundation for Innovative New Diagnostics. FIND is a global non-profit organization driving innovation in the development and delivery of diagnostics to combat major diseases affecting the world's poorest populations.

Project Objectives

Ensuring access to effective COVID-19 diagnosis and strengthening emergency preparedness in India

Project Description

FIND India aims to support the Government of India (GoI) in rapid introduction of new diagnostic technologies, ramping up of in-country testing capacity, supply of lab reagents, supplies including Personal Protective Equipment (PPE) and training of healthcare workers and lab personnel on sample handling, transport, lab protocols and quality assurance. Partnership with **ICMR** and **NCDC**.

This is to be achieved by implementing the following workstreams:

Medical Institutions

Improving capacity for diagnosis of COVID-19 through procurement of equipment, consumables and essential supplies

Health Workers

Training and capacity building

Vulnerable Sections

Access to tests at subsidized rates

Project Example 2: Action AID

About ActionAid

ActionAid India is part of a global federation and a full affiliate of ActionAid International that has presence in over 40 countries worldwide. Since 1972, ActionAid India has been working with a range of poor and vulnerable communities involving informal sector workers

Project Objectives

a) Support informal sector workers and their families through food kits and protective provisions as relief against Covid-19
b) To spread awareness, disseminate information and counter disinformation among community member

Project Description

The relief and response measures by ActionAid India shall cover the following aspects across 10 states in India:

Vulnerable Sections

Provide food kits to 55,000 families among the vulnerable sections across India till the free/subsidized government rations reach them @ Rs 1,000/kit which may last upto 7 days for a family of 4-5 people

Community Members

Awareness campaigns through online posters, banners and pamphlets along with direct interventions with state governments to disseminate information on resources to help respond to affected people

EMPLOYEE DONATIONS

Health Kits & Awareness

- Raise funds for the **distribution of Corona Prevention Kit** (masks, sanitizers etc.) to a vulnerable zone

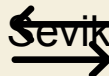- Raise funds for **creating awareness** of Covid-19 on how to prevent as well as respond.

Automated 80G certificates

Medical Supplies &Equipment

- Raise funds to **procure necessary checkup equipment** (ventilators, respirators) for a govt. hospital

- Raise funds to **provide requisite health checkup kits** for Lady Health Visitors (LHV) / Anganwadi Sevikas

100% donation amount transferred to NGO

Financial & Nutritional Aid

- Raise funds to **support underprivileged families** affected by isolation with **daily food packages**

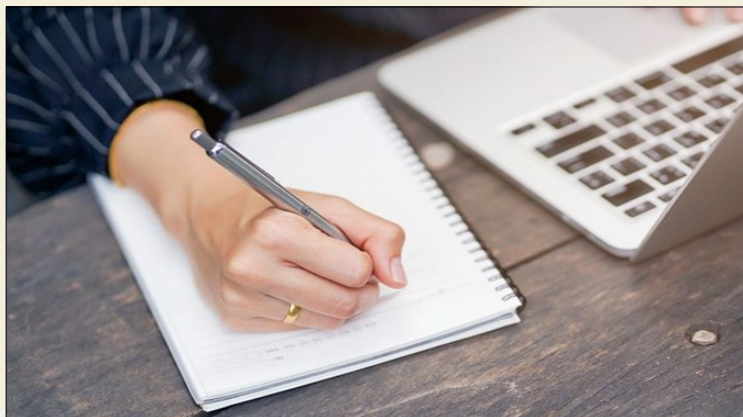- Raise funds to **provide financial aid to the vulnerable communities** of the infected areas

Instant tax exemption receipt to donors

VIRTUAL VOLUNTEERING

A | Assessment

Review NGO's COVID Newsletter

Assist the organization in reviewing, editing and disseminating their COVID 19 newsletter for spreading awareness

Skills Required:

Writing | Research

Any experience with prior content writing and reviewing would be helpful

3 hours | Short-term

I | Ideation / Creation

Design Communicable Posters

Design posters, standees, messaging content for a not-for-profit which would share it across vulnerable communities

Skills Required:

Adobe Creative Cloud Suite

Any experience with Photoshop or creating HTML mailers is helpful

5 hours | Short-term

D | Dissemination

Virtual Teaching Sessions for Kids

Volunteers will ensure that children from an underprivileged community get necessary education whilst the school are closed

Skills Required:

Teaching | English

Depending on the curriculum, volunteers will also receive prior briefs and aids

9 hours | Long-term

How will Goodera and FICCI help you?

Challenges in CSR for COVID Relief

Goodera

Time sensitive

Multiple stakeholders and approvals

Supply side issues

Need for collaboration

Constantly changing environment

Companies must not individually re-invent the wheel, but complement and combine efforts

Goodera is creating the platform to bring all companies together

Corporates

Employees

FICCI & g

are here to enable quick action and ensure efficiency

Medical Institutions

Government Agencies
(Ministry of Health, Invest India, State Govts)

NGOs & Local Suppliers

How can Goodera & FICCI help corporates support the Govt. agencies directly?

Goodera

- **Connect** healthcare requirements arising at the nationall/state departments to companies' CSR mandate in real-time

- **Coordinate with government agencies** on the companies' behalf in executing and documenting the CSR support

- **Tap a network of healthcare infrastructure vendors** to help companies with procurement and last mile delivery

- **Track dissemination and last mile impact** of the in-kind and monetary donations disbursed

Our trusted partners you can work with..

 Goodera

 CRY — Child Rights and You — www.cry.org — Ensuring lasting change for children

 actionaid

 MISSION GREEN MUMBAI — Each One Plant One

 elixir gifting lives

 Habitat for Humanity®

 OXFAM

...AND MANY MORE...

 CUDDLES Foundation

 Rainbow Homes — EMBRACE. EDUCATE. ENABLE.

Connect with Goodera to get customized soluti

Goodera

✓ Understand your needs and suggest custom project solutions

✓ Suggest potential ways of getting internal buy in, launch projects & campaigns

✓ Enable collaborations & partnerships

Book a 30-min slot with Goodera expert

Please register on the link shared on Zoom and also via email now

Perspectives from FICCI

Jyoti Vij
Deputy Secretary General
FICCI

*Largest and oldest apex industry
body of India*

What are your immediate next steps?

What is your immediate next step

Goodera

1. **Decide WHAT you want to contribute for** – Community Members, Medical Institutions, Health Workers, Vulnerable Sections, Research Organizations – **One or more**

2. **Decide HOW you want to contribute** – CSR funds, ask employees to donate, volunteer – **One or more**

3. **Decide HOW MUCH you want to contribute** – define the total amount of capital to be supported; funds can be transferred to FICCI or to individual NGOs directly

4. **Contact Goodera to know the "what", "how" and "how much"** and we will share with you the right implementing partners, the right projects/proposals and what impact you can achieve

Q&A

Webinar is only the beginning of our efforts ᛣ Goodera

- **FAQs Document:** We will collate all the questions; get responses from government & other stakeholders and share as FAQs post the webinar

- **30 min slot**: Corporates can block 30 minutes slot with the Goodera team

- **Whatsapp Group:** We will setup Whatsapp group of interested companies to bring the community together on the relief response

- **Newsletter:** We will send periodic newsletters on progress around Covid relief and rehabilitation

ThankYou

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