



GLOBAL OPPORTUNITY YOUTH NETWORK: PUNE

भविष्य आहे युवकांचे

LISTENING TO PARTICIPATE, LEARN, ADAPT

EMERGENCY COLLABORATIVE COVID FOOD RESPONSE FOOD CITIES 2022 Emergency Food Planning webinar series



EVOLUTION OF THE COVID HELPLINE RESPONSE

A PARTICIPATORY ACTION RESEARCH APPROACH



Prime Minister declares Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY) free food grains (April-Nov 2020). Access to food grains a challenge.

HELPLINE TEAM

Community youth	20
Citizen volunteers	90
PCC Staff	20

COLLABORATIVE ORGANISATIONS

Helpline hosting	Pune Municipal Corporation
Helpline training	Connecting NGO helpline
Livelihood training	Pune City Connect, Tata Strive, CYDA
Funding support	Aspen Institute (Helpline operations)
Grocery support	Organisations, CSR's, private donations

THE IMPACT

TOTAL CALLS	6923
TOTAL GROCERY KITS including PMC referrals	7035
PENDING LIST FOR FOOD YOUTH REFERRED	2347

* Grocery kits were distributed after screening and prioritization of callers based on the urgency of need.

FOOD DISTRIBUTION SUPPORT – PHASE I and II



Helpline Start Date	04-Apr-20
Helpline End Date	13-May-20
Total days of helpline operation	39 days
Total Incoming Calls	6923
First phase of verification: (11 April to 5 May, 2020) Prioritizing families for food	
No. of families prioritized:	2131
Second phase of verification: Prioritization of families for food + Exploration of livelihood challenges of youth (5-18 May)	
No. of youth prioritized	2445
Total calls verified	4574
Prioritized and recommended for food delivery	3611
Direct food delivery by PCC team plus <u>Robinhood</u> Army team (A)	2758
Food delivery via money transfer to neighborhood grocery store of the beneficiary (in locations not accessible to direct delivery team) (B)	279
Total number of beneficiaries delivered with food packets (A+B) via Helpline	3037
Total beneficiaries reached through PMC referrals	1282
Total beneficiaries reached through Lighthouse	2716
GRAND TOTAL	7035

SERVING THE COMMUNITY - FOOD DISTRIBUTION AT THE PEAK OF THE CRISIS



LISTEN TO AFFECTED PEOPLE & PARTNERS TO INFORM ONGOING PROGRAM DESIGN

PUNE EXPERIENCE	TRANSFERABLE CONCEPTS
<ul style="list-style-type: none"> • Phone calls to youth during lock down. Telephone helpline in response to widespread fear, confusion and need for accurate information. • After initial discussions regarding COVID information and guidance, the need shifted to concern regarding lack of livelihood and income. • Food supply added in as an additional component for helpline. • Variety of individuals and groups contribute to helpline operation, resource mobilization and food distribution • Further invitation to operate the “Elderly Care Helpline” 	<ul style="list-style-type: none"> • Listen to affected families to understand concerns. Use online methods when access is restricted. • Design new strategies to respond to emerging needs
<ul style="list-style-type: none"> • Concern regarding sustainable livelihood emerges as a concern once food is provided. • High number of youth are jobless and lost jobs because of COVID related impact on businesses. • Youth with no high school education and youth with no vocational education disproportionately affected because of COVID related job loss. 	<ul style="list-style-type: none"> • Combine emergency / short term response with livelihood approaches to build food sustainability.

INCLUSIVE & COLLECTIVE ACTION ALLOWS FOR SHARING OF RESOURCES, INCREASING REACH & SHARED OWNERSHIP

HELPLINE OPERATION

(Youth, Pune Municipal Corporation, Connecting Suicide Prevention Helpline)

- 21 youth are selected for helpline and trained. High enthusiasm among youth
- Helpline becomes an income source for youth
- 100+ citizen volunteers (Students, homemakers, working professionals, Corporates and NGOs)

FOOD DISTRIBUTION

(Donors, PMC, Robin Hood Army, CYDA, Youth)

- Reach out to existing donors, friends, CSR's to mobilize funds for food. Donor agreement to reallocate funds for COVID support
- Verification and prioritization of beneficiaries.
- Youth and organisations distribute food
- Community groups provide in community

Long Term Livelihood Need Assessment

(Volunteers, LCF team)

Data management (Accounts firm, College Interns, LCF team)

- Youth follow up with food beneficiaries to understand livelihood needs
- Community youth acknowledge lack of education on livelihood
- Youth interest to undergo vocational training



TRANSFERABLE CONCEPTS

- Initiate small safe actions in times of fear and paralysis
- Create opportunities for citizens to contribute
- Offer training, support and ongoing mentorship to team
- Share needs / progress with organisations, donors & invite participation
- Maintain systematic documentation of actions

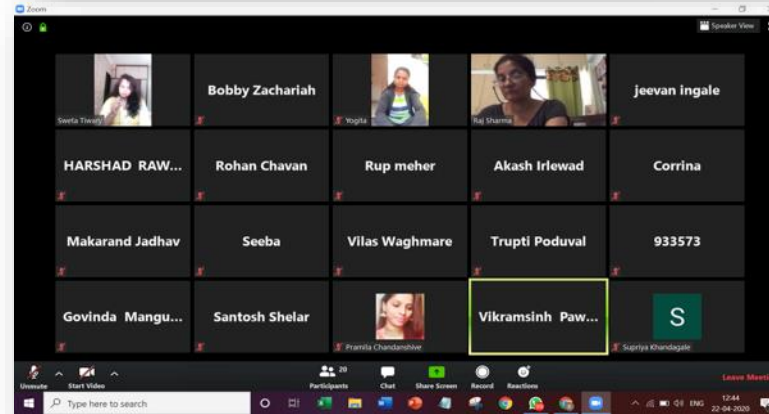
MOVING ONLINE: SOURCING VOLUNTEERS, TRAINING, DAILY REVIEW, DATA MANAGEMENT (GOOGLE FORMS/SHEETS IN TIME OF TOTAL LOCK DOWN

Whatsapp based Youth Mobilization



Direct payment to grocers in inaccessible locations

Helpline training on Google Meets



TRANSFERABLE CONCEPTS

- Start online means of training, data sharing, mobilization, feedback mechanisms, payment mechanisms,
- Collaborative working on data platforms

PMC Publicity to Helpline Numbers via Website



WORK ON LONG TERM SOLUTIONS TO FOOD SECURITY

Experiences from second wave of COVID

- 8% of the youth are migrants - a vulnerable group
- 70% of youth with no high school education & seeking work are unemployed
- Only 43% of youth have a regular habit of saving money
- 30% of families have a combined income of 5000-10000. Approximately USD 70-140
- 62% of widow / divorced women earn between Rs. 5000-10000

Transferable concepts:

- Enrol youth into direct jobs (if desperate for income), vocational training, completing high school education for increasing earning potential
- Work with organisations who provide documentation support to enable access to food
- Connect vulnerable families to organisations that offer food.