

Distributing relief material to marginalised families



Marginalised people become even more vulnerable during emergencies. Plan India, along with its partners, is reaching out to meet the urgent needs of 200,000 people from marginalised families in its operational areas. As part of its immediate relief response, the organisation has initiated support in 9 states – Bihar, Delhi, Jharkhand, Maharashtra, Odisha, Rajasthan, Telangana, Uttar Pradesh, and Uttarakhand, covering more than 35 districts. The organisation is reaching out to over 6,000 marginalised families in each of these states with dry ration and hygiene kits, which includes essential items like rice/flour, pulses, oil, salt, masks, soaps, hand sanitisers, sanitary pads, etc. As on May 03rd, 41,195 dry ration kits, 50,418 hygiene kits were distributed. [Read More](#)

Working with government agencies

Plan India is supporting the initiative of the national government agencies like Niti Aayog, National Disaster Management Authority and Ministry of Home Affairs, among others. With Niti Aayog, Plan India is extending support to around 100,000 people in 7 aspirational districts by helping District Collectors in their initiatives and efforts to combat Covid-19. These districts include Siddharth Nagar (Uttar Pradesh), Haridwar (Uttarakhand), Hazaribagh, West Singhbhum, and Khunti (Jharkhand), Karauli (Rajasthan), and Muzaffarpur (Bihar). [Read More](#)



Mass awareness on prevention against COVID-19



Plan India is actively creating awareness on COVID-19 among girls, young women, children, their families and other stakeholders, like frontline workers. They are being reached through the dissemination of posters, leaflets, video tutorials and other digital platforms, which are in line with the Government of India guidelines. They are being sensitised on preventive measures to keep themselves safe from Covid-19, like hand washing demonstrations, identifying symptoms, maintaining physical distance and government helpline numbers for immediate medical assistance. As of now, more than 100,000 people have been reached. [Read More](#)

Engaging with donors for on-ground relief work

Plan India is actively engaging with its donors to ensure immediate relief measures for vulnerable people in its operational areas. With the support of by Eicher Motors Limited, Plan India reached out to 3,200 vulnerable families with dry ration (food) and hygiene kits in Pune (Maharashtra) and Bhubaneswar (Orissa). Reckitt Benckiser supported Plan India in Nandurbar and Amravati districts of Maharashtra to supply 500 PPE kits, 500 N95 masks, 10 infra-red thermometers, and 1,000 alcohol-based hand rubs to the medical staff in the district and rural hospitals. Healthcare workers were also distributed 6000 three layered masks. Apart from that, around 1,50,000 handwashing liquid were distributed among the communities living in the remote villages of these two districts. In Alwar (Rajasthan), Metso India supported Plan India in distributing dry ration and hygiene kits to 1,734 vulnerable families. [Read More](#)



Bringing the spotlight on girls' issues and rights in lockdown



Plan India recognises the significance of gender-sensitive community engagement and promoting the voices of girls' and young women. Plan India is encouraging young girl changemakers from its communities across the country to share their voices and concerns during the lockdown through short mobile videos. More than 60 videos were shared by the girls in which they spoke about their experiences in the regional and national language (Hindi). Trying to bring their issues to fore, like missing school, practising hand hygiene, physical distancing and dealing with issues like access to sanitary products, the young girl changemakers shot these videos by themselves using mobile handsets. [More Videos](#)

Activating digital channels for COVID-19 awareness

Plan India is regularly producing content for its digital platforms like the website and social media channels to represent itself as a thought leader in humanitarian response and to inform its audience about the on-ground activities being undertaken to combat COVID-19. It started an intensive engagement campaign for its users on social media platforms by posting girls' voices, and myths and facts related to Coronavirus. It used its channels to intensify government messaging on the infection. Plan India's humanitarian response was also highlighted in media and received more than 50 coverages in print and digital platforms. Apart from this, over 1,500 hours of training and skill development classes were conducted for the Plan India employees and partner staff since the lockdown. [Know More](#)



INNOVATIONS



Plan India's Delhi team is using contactless method to distribute relief packages to people ensuring the safety of field officers as well as the community members.



Plan India's Bihar and Jharkhand teams are using mobiles phones to stay connected with their communities and know about their well-being during the lockdown.



Children from Plan India's communities are using creativity to draw messages and pictures to raise awareness on COVID-19 pandemic.



Women under Plan India's Saksham Project, Uttarakhand, making masks at home to meet the increased demand.

Newsletter from Plan India's Communications Team

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