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 supported 800 families in 8 states—Delhi, Jharkhand, Maharashtra, Madhya Pradesh, Odisha, Rajasthan, Uttar Pradesh, and West Bengal—covering more than 35 districts. The organisation is reaching out to over 4,000 marginalised families in each of these states with dry ration and hygiene kits, which includes essential items like sanitary pads, pulse, oil, salt, extra, soap, toothbrushes, hand sanitizers, sanitary pads, etc. As on May 1st, 4,18,945 dry ration kits and 54,37,072 hygiene kits were distributed nationwide.

Working with government agencies

Plan India is supporting the initiative of the national government agencies like NACO, NITI Aayog, National Women’s Empowerment Programme, and Ministry of Women Affairs, among others. With NACO, Plan India is supporting the delivery of 250,000 people in 10 operational districts by helping District Collectors in the initiative. The organisation is providing the required supports to 50 districts across 6 states—Delhi, UP, Rajasthan, Madhya Pradesh, West Bengal, and Odisha. The initiative includes the distribution of 60,000 kits in each of the districts and an awareness campaign to provide key information in 12 languages.

Mass awareness on prevention against COVID-19

Plan India is actively creating awareness on COVID-19 among girls, young women, children, families, and other stakeholders. The organisation is discussing key topics like hygiene and safety protocols, myths, and realities, and age-specific guidelines. The message is being transmitted through different media channels, reaching a large number of people in different regions. The initiative is being carried out in partnership with the Government of India, and the messages are being communicated in local languages and dialects.

Engaging with donors for on-ground relief work

Plan India is actively engaging with donors to ensure immediate relief measures for vulnerable people in the operational areas. With the support of Tráchochótő Foundation, Plan India is reaching out to 2,500 vulnerable families with dry rations and hygiene kits in Mysore (Karnataka) and Thiruvananthapuram (Kerala). In addition, the organisation is supporting the delivery of household items and medical equipment to 50,000 families in 5 states—Delhi, Madhya Pradesh, West Bengal, Rajasthan, and Uttar Pradesh. The organisation is also distributing 60,000 kits in each of the districts, ensuring that the support reaches all parts of the country, ensuring that 1,500,000 households are covered.

Bringing the spotlight on girls’ issues and rights in lockdown

Plan India recognises the significance of gender-sensitive community engagement and promoting the voice of girls and young women. A panel discussion in Delhi with a few women under 30, who have been affected by COVID-19, showed how the virus has impacted their experiences and made them feel more vulnerable. The panel discussed the challenges faced by girls, their concerns, and the need for increased support.

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 reach out to as many individuals as possible. The organisation is using its digital channels to share key information on COVID-19, including the symptoms, preventive measures, and other important details. The organisation is also highlighting the importance of vaccination and encouraging people to get vaccinated.

INNOVATIONS

Plan India has taken several steps to ensure continuity of its programs even during the lockdown. The organisation is using digital platforms to reach out to its beneficiaries and provide necessary support. The organisation has also launched a helpline to provide assistance to its beneficiaries.

Newsletter from Plan India’s Communications Team

For regular updates, follow Plan India on Facebook, Twitter, Instagram, and LinkedIn.

Donate Now

Plan India is working hard to support the most vulnerable during these challenging times. Your support is crucial in ensuring that we can continue to reach out to those who need us the most. Thank you for your continued support and for making a difference in the lives of children across India.

“Say no to Olympics, I will continue to fight for….” —Lal Singh in Chandigarh's Patiala. For more updates, follow Plan India on Facebook, Twitter, Instagram, and LinkedIn.