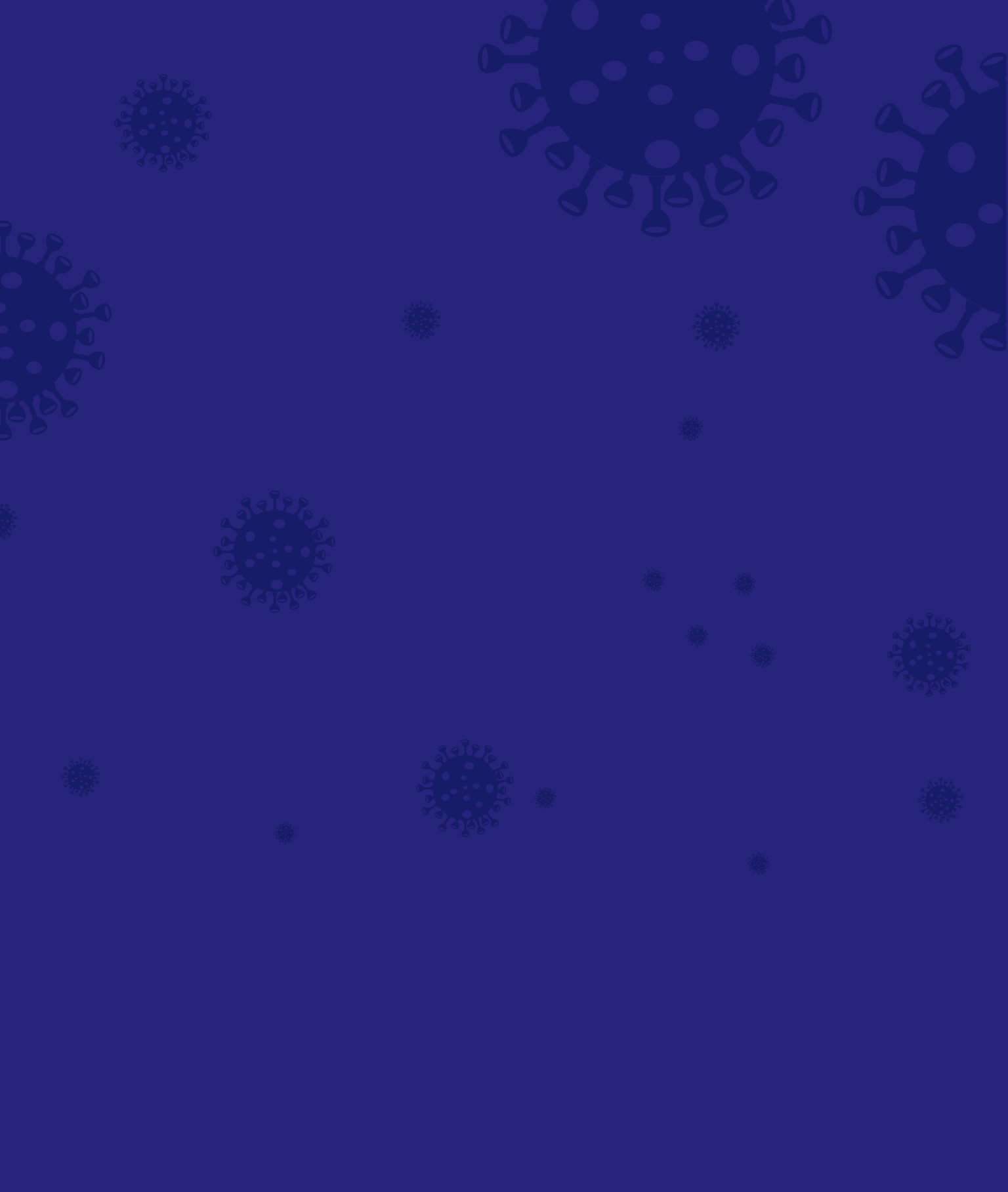


# COVID-19 INTERVENTIONS



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# CONTENTS

• Introduction	2
• CII Covid-19 Response	5
• CII Foundation Covid-19 Response	7
• Highlights of Covid-19 Response	9
◦ Creating Awareness	10
◦ Distribution of Relief Material	20
◦ Procurement and Deployment of Medical Equipment	28
◦ Healthcare Infrastructure Support	32
◦ Pan-India Vaccination Drive	38
• Other Initiatives	46
◦ Restoring Livelihoods in Alipurduar	46
◦ Upskilling of Sabai Grass Artisans	52



COVID-19  
PAN-INDIA  
INTERVENTION  
VACCINATION DRIVE





## INTRODUCTION

When a virus affected a small section of the population in Wuhan, China, in 2019, who would have ever thought that this would grow into a monster that would affect the entire world, devastating lives, flattening economies, and leaving healthcare professionals grappling with medical crisis and death.

Covid-19 began like a strong breeze and developed into a storm that caused unprecedented disruption. It tested healthcare preparedness, scientific and medical advancement, and the human spirit across the world and acted as a great leveller since first-world countries were as devastated as third-world countries.

Covid-19 was declared a global pandemic by World Health Organization (WHO) and identified as a 'Notified Disaster' by the Ministry of Home Affairs in early 2020.







The fight against Covid united the world, with individuals, institutions and Governments collaborating and working closely to mitigate the damage and rebuild lives.





The rapid spread of the virus and its debilitating impact necessitated lockdowns. The first lockdown was announced in March 2020. With economic activities grinding to a sudden halt and cases rising daily, a colossal humanitarian crisis began unfolding. The lockdown affected people at the bottom of the pyramid, such as migrant labour, factory workers and daily wage earners, the most. Left jobless, with meagre savings to fall back on and no certainty about economic activity resuming, many left the cities – on foot – for their native villages in the interior India. The images of hundreds of people on India's highways, carrying their belongings and children and winding their way to their villages and an uncertain future remain etched in the collective memory and consciousness of people. The reverse migration from big cities to rural India was a turning point in India's socio-economic development and urbanisation story. Several other lockdowns followed the first one, aggravating the impact. Even though they were lifted gradually, as was the need of the hour, the economic recovery was very slow and unequal.

Covid-19 turned the world upside down as countries struggled to understand the disease and its spread to find a reliable cure. The devastation Covid-19 caused in 2020 was crippling, and while the lull at the beginning of 2021 was welcoming, it was misleading. A second wave hit the country like a tsunami around mid-2021, with a Covid virus variant that was more transmissible and lethal. The second wave was followed by more waves, although the intensity and transmissibility of the virus decreased over time.

The fight against Covid united the world, with individuals, institutions and Governments collaborating and working closely to mitigate the damage and rebuild lives.

## CII COVID-19 RESPONSE

As India's leading industry association with offices in 62 states and over 3 lakh industry members, CII is well placed to swiftly provide relief during times of disaster. To help address the challenges and provide succour to those impacted by Covid-19, CII engaged with the Government, Medical authorities and its

National, Regional and State Committee Members to understand the ground realities to initiate appropriate action. A core committee was formed which charted out a plan that was flexible and could be executed quickly and impactfully.

CII used its extensive industry and social-sector connections to steer industry production of essentials such as medical equipment and reach out the necessary material to the affected people.

### Key Areas of CII Covid-19 Response



**Creating awareness about Covid-19 appropriate behaviour**, including hygiene practices and the importance of handwashing and social distancing.



**Distribution of relief material** including essentials such as food and ration kits, personal protective equipment, and hygiene kits.



**Procurement and deployment of medical equipment** such as oxygen cylinders, O2 concentrators, ventilators etc in hospitals across the country.



**Healthcare infrastructure support** by setting up Covid-care Centres, expanding Covid-ICUs, setting up Tele-ICUs, converting general wards into Covid wards and installing oxygen pipelines.

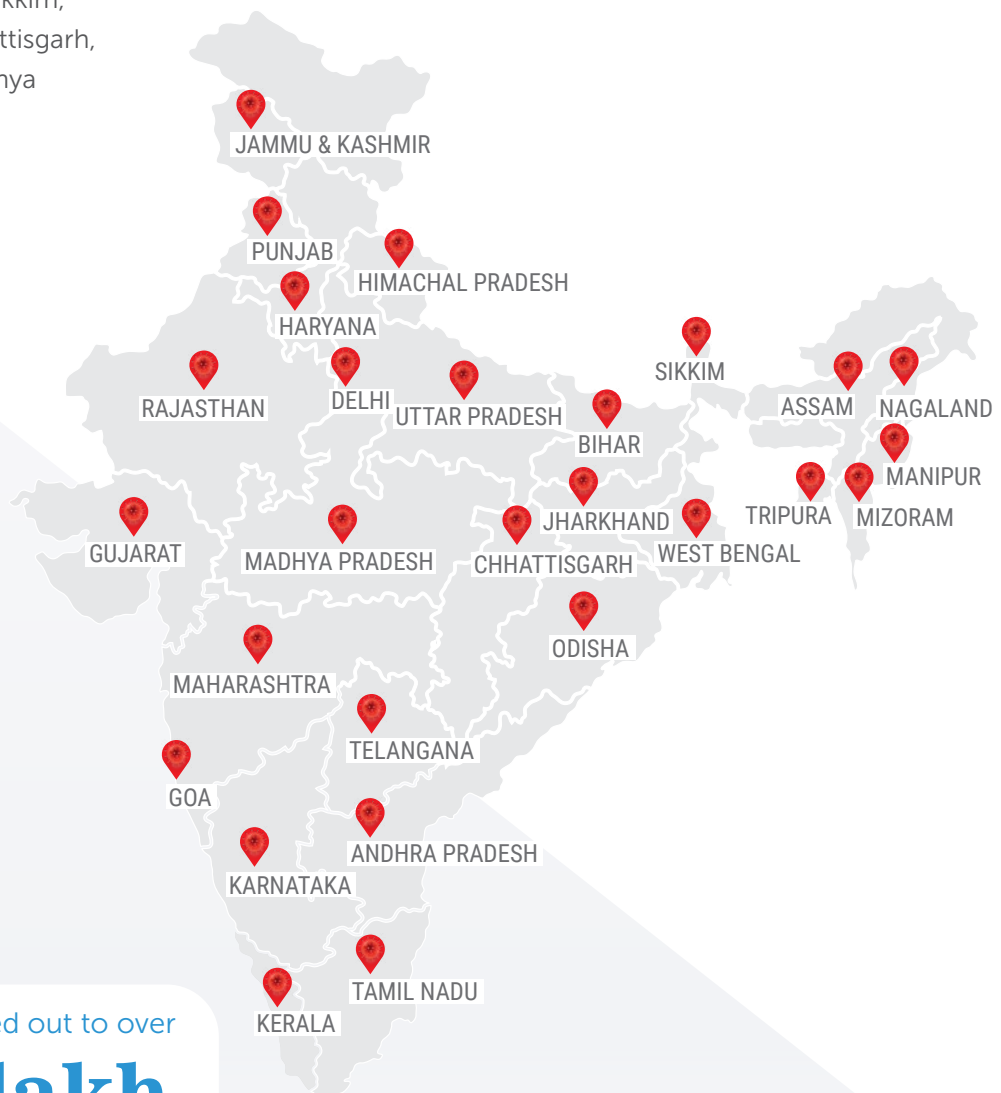


**Pan-India Vaccination Drive** to vaccinate the eligible to curb the spread of the virus. CII launched Project Vaccine Nation to support the Government's pan-India vaccination drive.



Through its wide-reaching relief and rehabilitation initiatives, CII reached out to over 81 lakh people across states such as Telangana, Nagaland, Mizoram, Kerala, Andhra Pradesh, Tamil Nadu, Karnataka, Goa, Odisha, Assam, West Bengal, Sikkim, Manipur, Tripura, Chhattisgarh, Jharkhand, Bihar, Madhya

Pradesh, Maharashtra, Gujarat, Rajasthan, Uttar Pradesh, Uttarakhand, Himachal Pradesh, Delhi, Haryana, Punjab, and Jammu & Kashmir.



CII reached out to over  
**81 lakh**  
 people across states

## CII FOUNDATION COVID-19 RESPONSE

*The CII Foundation leveraged its grassroots connections to support and strengthen CII's Covid-19 interventions to reach out to the underserved and the marginalised such as the daily wage earners, the nomadic tribes, and the people in rural interiors who would be at the periphery of mainstream relief initiatives.*



Ground -  
level  
Presence



The pan-India network of

**100+**

Woman Exemplars



Almost

**40,000**

farmers engaged



The CII Foundation acted as the nodal body for all the Covid-19 interventions being undertaken by CII, Young Indians (Yi), a CII initiative, and affiliated associations such as ACMA and SIAM.

The pan-India network of 100+ CII Foundation Woman Exemplars, grassroots women leaders, went beyond their call of duty to reach out to the marginalised to provide relief material, create awareness and dispel myths around vaccinations, promote and facilitate vaccination and drive Covid-appropriate behaviour.

Almost 40,000 farmers associated with the CII Foundation's Crop Residue Management initiative in Punjab and Haryana became change leaders to accelerate Covid-appropriate behaviour and boost vaccinations at the village level.

This report presents the initiatives of the CII Foundation undertaken to provide relief and succour to the underserved and marginalised in the metros, Tier II and III cities and rural India during the pandemic.



*Covid is no more just a health pandemic, it has many layers that is added to it. People have lost livelihood, health, children are not going to schools and so much more. The loss of livelihood is such that parents are unable to afford their child's education. Small NGOs should be supported, so that they can provide children with books, stationery, bags, uniforms which can go a long way in ensuring education.*

**Nita Dhar**   
 CII Foundation  
 Woman Exemplar 2018,  
 Alipurduar, Bengal

## HIGHLIGHTS OF CII FOUNDATION COVID-19 RESPONSE

*The CII Foundation leveraged its ecosystem of corporates, communities, and NGOs to widen the coverage of Covid-19 interventions at the grassroots level. The interventions centred around creating awareness, providing relief material, strengthening medical infrastructure, dispelling myths around Covid-appropriate behaviour and vaccinations.*





## Creating Awareness

The outbreak of Coronavirus and its impact was unprecedented: the lack of awareness about the virus, its transmissibility and treatment created a haze of misconceptions and apprehensions. People were scared to touch or share anything because it was rumoured to be transmitted by touch and close contact. Equally strong was the notion that it was only airborne. As the virus spread, it was difficult to sift sound medical advice from the rumours and myths around the disease. Reactions oscillated like, 'there is no such thing as Coronavirus' to 'Coronavirus will end the world'.

The medical authorities strived to provide medical advice, strongly advising people to wear masks, maintain social distancing, and wash their hands well, and frequently. This seemed the best line of defence while they studied the virus to find a vaccine and improve treatment.

*To create awareness about Covid-appropriate behaviour, the CII Foundation leveraged its stakeholder connect at the grassroots – farmers, village sarpanch, school teachers, community workers, youth volunteers and woman exemplars – to undertake extensive awareness drives.*

A session was specially organised with Dr Rahul Singh, Chief Medical Officer, Delhi Government, for the CII Foundation Woman Exemplars and farmers from Punjab and Haryana to enlist their support as advocates and ambassadors for the message to their communities.

The woman exemplars also received training and appropriate communication material from the CII Foundation, which helped them reach out correct advice to the communities.

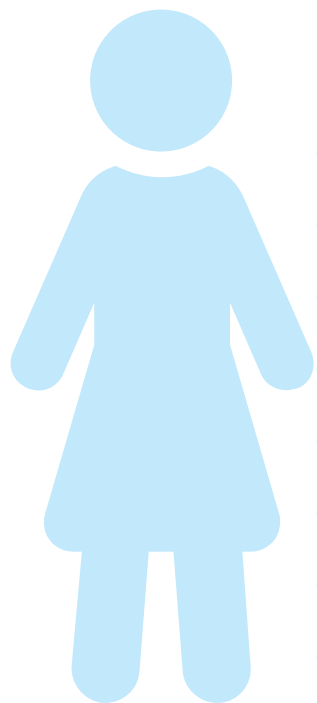


## CII Foundation Woman Exemplar Covid-19 Awareness Project

To reach out to communities in rural India, the CII Foundation Woman Exemplars undertook a special Covid-19 awareness project across 8 locations in 2021.

During the three-month project, eight woman exemplars led mobilisation and awareness drives across different states.

The project locations and the exemplars who led the projects are as under:



### Location

Madhubani District, Bihar

Aurangabad, Maharashtra

Bharuch, Gujarat

Phek, Nagaland

Maharajganj, Jaunpur, UP

Sunderbans, West Bengal

Beed District, Maharashtra

Jaunpur District, UP

### Woman Exemplar – Year

Nirmala, 2020

Minakshi Birajdar, 2021

Chandrika Makwana, 2021

Vechulou Kanuo, 2018

Munni Begam, 2018

Kana Mondal, 2017

Manisha Ghule, 2017

Kanchan, 2019



## Myths Around Coronavirus and Vaccine Hesitancy and How the Myth was Broken

In each of the States, the Exemplars interacted closely with the community to understand the

myths and apprehensions. Many people are averse to medical interventions and vaccinations.

Many were also worried about possible side effects with fears ranging from infertility to death.

### *Drinking alcohol saves one from COVID-19*

One-to-one meetings and a Covid Rath and Bhavai Show helped break this myth.

### *Vaccination leads to deaths; hence nobody should get vaccinated*

One-to-one meetings and mobilising community influencers to create awareness and dispel the myth helped break this myth.

### *Covid-19 only impacts the elderly; young people are not affected*

Mass media, flyers and billboards in schools and strategic locations like markets were successfully used to dispel this myth.

### *Vaccination will lead to infertility among people*

Doctors from PHCs, ANMs and Asha Workers were mobilised to raise awareness on the issue.

### *Covid-19 is just a type of flu, no need for a vaccine, no use in following SOPs*

The key leaders in the villages with District and Sub-divisional Task Force Team and medical fraternity visited every house to raise awareness about Covid-19 and its precautions. House-to-house campaigns with the medical team were held.





# COVID-19 INTERVENTION

CREATING AWARENESS CARE CENTRES FOOD DISTRIBUTION PAN-INDIA VACCINATION DRIVE



Households reached

**72,111**

through awareness outreach



Vaccines promoted

**20,017**

by addressing vaccine hesitancy



A multi-pronged approach was adopted to create awareness and dispel myths surrounding the virus. The exemplars used different ways to communicate with the communities, ranging from personal interactions to nukkad natak (street plays). To create awareness:

- Banners, posters, and flyers were distributed and pasted at important locations such as post offices and religious institutions
- Material such as masks, sanitisers were distributed and their proper usage explained
- Meetings were held in collaboration with the local health departments and authorities, youth groups and women's groups
- Rallies were taken out with the Aarogya Rath, e-rickshaws where loud speakers spread information
- Door-to-door awareness drives were undertaken with distribution of pamphlets and flyers
- Puppet shows and nukkad natak were extensively used to convey the message

It was seen that street plays and community songs, in local languages like Maithili, which served as excellent channels to galvanise civic engagement and get people interested in the message. The impact was clearly visible when people, who were earlier averse to following Covid-appropriate behaviour and getting vaccinated actually got themselves vaccinated.

At the end of the three-month project, the number of households reached through awareness activities was 72,111, while vaccines promoted by addressing vaccine hesitancy were 20,017.



*We've been organizing camps to vaccinate people. We discovered that many misconceptions were present here, in the rural communities. People believed that getting vaccinated will cause them to die right away. But as they saw people around them getting vaccinated, they gradually began to change their minds.*

**Dr Sujeet Swami**  
Medical Officer,  
Palghar



COVID-19 CARE CENTRES  
PAN-INDIA VACCINATION DRIVE  
CREATING AWARENESS  
CROP RESIDUE MANAGEMENT INITIATIVE  
INTERVENTION  
FOOD DISTRIBUTION  
INDIA CO





# STORIES FROM THE FIELD



**Amol Pawar**  
**Beed District, Maharashtra**

Amol Pawar, 35, a widow and landless labourer living in Kumbefal village, Beed District, Maharashtra with her 2 children was already impacted by the death of her husband. With no knowledge about financial services and as the sole caretaker of her 2 children, she was struggling to manage her household on her own. Landlessness and zero savings forced her to move out and work as a house help, an informal occupation that hundreds of unskilled women in India take up for lack of better opportunities. She was happy that she was able to do something for herself and her children post her husband's death, but this happiness was short-lived. Covid struck India and the country went into complete lockdown, a major blow for people employed in the informal sector. A UN study highlights that the impact of any crisis is never gender-neutral and Covid-19 has been no exception. With scant savings, a disproportionately higher (compared to men) involvement in the informal economy and lesser access to social protection, women bear the brunt of disasters.

Amol was one among them, fighting for the basic needs of her family every day. Covid-19 forced her to stay at home for months, without any regular source of income. In such a situation, all the myths surrounding vaccination made her fear sickness and loss of health. Slowly as the economy was opening up, Amol's employers called her back to work but she feared that the vaccine would leave her incapable of working. At this point in time, the Navchetna team members heard about her apprehensions. They heard her issues and tried to understand her fears. One of the members from Navchetna shared her own story of taking the vaccine. The team members informed her how not taking the vaccine could push her into a greater poverty trap as her out-of-pocket expenses on treatment would exceed exorbitantly as seen in many of her fellow neighbours. She was given the example of her neighbours whom she had seen in her village struggling to get oxygen and hospitals.

It was clear that the apprehension was about losing work and health and getting pushed into the vicious cycle of poverty. The Navchetna volunteers made sure that Amol was accompanied to the vaccination center and explained that the vaccine will not only protect her from Covid virus but will save her expenses. A number of pamphlets were shared with her and she was asked to support and motivate her neighbours similarly as "Nobody is safe until everyone is safe."

# COVID-19 CARE CENTRES

## INTERVENTION

### FOOD DISTRIBUTION

#### PAN-INDIA VACCINATION DRIVE





## STORIES FROM THE FIELD



**Geeta**  
**Maharajganj, Uttar Pradesh**

The Behrikpur village under Maharajganj Block in Uttar Pradesh is mostly inhabited by the Dalit community, predominantly the Musahars, who have been trapped in a vicious cycle of poverty and discrimination since ages. Vaccinating the community members was a challenge due to lack of scientific temper in the community members and lack of appropriate information. Due to the community's vulnerability and long history of deprivation, as well as the political leaders who are seen speaking out against vaccination, it became increasingly harder.

Geeta, a household name in the village and wife of the Ex-Panchayat President was against vaccination, which became evident to the village workers of the Nari Chetna Foundation when she said that it was a strategy to kill the illiterate villagers and would lead to infertility. Something like this, coming from a woman who was not only well-known but also respected and had the faith of the community was particularly damaging for the vaccination drive. When Munni Begum, a CII

Foundation Woman Exemplar, heard of her stance, she was determined to wage a battle against mis-information. With her community leaders, she started initiating awareness meetings and conducted special meetings with Geeta. At the meetings, when people mentioned of deaths due to vaccinations, they were asked to identify specific people who had died due to vaccinations. Additionally, several youth who had been vaccinated were brought forward to share their stories. Gradually, Geeta was won over, and she not only went ahead and took the vaccination but also started motivating others through the pamphlets and posters with the Nari Chetna Foundation. The story was of grit and persistence showing Jaunpur District standing tall at motivating 1863 people to go ahead with vaccination.

# COVID-19 CARE CENTRES INTERVENTION

## PAN-INDIA VACCINATION DRIVE





## Distribution of Relief Material

One of the biggest challenges that people faced during the pandemic was access to basics such as food and ration, especially during the lockdown. Even after the lockdown was lifted, communities of people had lost their livelihood and did not have the resources to sustain themselves for a long period of time. Consequently, hundreds of people were finding it difficult to get two square meals daily.

*The CII Foundation, with the support of industry, provided food and rations to the underserved, especially in rural areas and urban slum clusters across India.*

The CII Foundation Woman Exemplars went beyond their call of duty and leveraged the trust and connection they have built over the years through their work to reach out to some of the most vulnerable communities such as the Dalits, Musahars, and de-notified tribes.



The woman exemplars distributed food and ration kits in places such as Harda District, Madhya Pradesh; Jaunpur, Uttar Pradesh; Bhandara District, Maharashtra; Thane District, Maharashtra; Beed District, Maharashtra; Madhubani District, Bihar; and Jaipur District, Rajasthan. Supported by Apraava Energy (formerly CLP India) CII Foundation Woman Exemplar Rama Sharma and her team distributed 300 ration and 500

hygiene kits amongst 500 families of the Banjara Muslim communities in Rajasthan's Tonk District. Mana Mandlekar and her team of Karate champions distributed ration and hygiene kits to 130 distressed families in the Harda District of Madhya Pradesh, while Deepa Pawar reached out to the tribal community of Thane District, Maharashtra, benefitting 572 families.



# COVID-19 PAN-INDIA VACCINATION DRIVE

CREATING AWARENESS CARE CENTRES FOOD DISTRIBUTION CROP RESIDUE MANAGEMENT INITIATIVE

CII Foundation Woman Exemplar Laxmi Waghmare and her team from CORO India distributed relief aid material across the communities of Bhandara District, Maharashtra. They reached out to 250 destitute families across the region. The initiative was supported by Ashok Leyland and CII Foundation.

Following all Covid protocols, the field team on the ground also promoted Covid-appropriate behaviour and distributed ration and hygiene kits.





CII Foundation Woman Exemplar Kanchan and her team of Covid warriors distributed ration and hygiene kits to 120 families of Jaunpur district, Uttar Pradesh. The ration and food kits were distributed amongst families from Musahar and Dalit communities who were extremely grateful. This was supported by Kistler and CII Foundation.



*During Covid many family members who had migrated long back have come back to villages. With no source of income and many mouths to feed, and nothing to do, there is pressure leading to violence. The biggest victims of this violence are women and children*

*I was working with the CII Foundation on Covid awareness and vaccination, and I realized that there is so much scope to work on awareness towards massive school dropouts and education. The women leaders can be supported to develop community-led classes for small children, to bridge the educational gap that has become steep in the last 2 years.*



**Kanchan**

CII Foundation, Woman Exemplar 2019



CII Foundation Woman Exemplar Rama Sharma, harnessing the support received from Hydro, distributed 96 ration kits in Jaipur district, Rajasthan, predominantly covering daily wage manual labour, families run by single women, families with critically ill Covid patients, and unemployed people. More than 500

beneficiaries benefitted from the distribution. Additionally, Hydro has also supported 2 oxygen concentrators and PPE kits to the community hospital and frontline health workers.





Supported by Beam Suntory, CII Foundation Woman Exemplar Nirmala brought aid to hundreds of families suffering the aftermath of the strict lockdown. Migrant labourers, single women, women subject to domestic violence and abuse have been covered through the distribution drive in Bihar, where she has distributed 700 ration kits.



*When in my team, I was struggling with covid, I witnessed the strength of women who are working with me. They repeatedly said, you will fight covid and you will win. I am telling you; these women are all-rounders. With the grave migrant crisis in Bihar during lockdown, these women were managing homes, quarantine center and monitoring the PHCs and what not. Their grit is strong, and these women should be felicitated.*

*The most important area to focus on right now is livelihood. There was massive loss of livelihood during Covid-19 and the community is struggling to cope with it. Support can be given to women leaders/ community leaders, small NGOs to work on livelihood generation activities.*



**Nirmala**

CII Foundation, Woman Exemplar 2020  
 Madhubani, Bihar





# COVID-19 PAN-INDIA VACCINATION DRIVE

CREATING AWARENESS  
CARE CENTRES  
CROP RESIDUE MANAGEMENT INITIATIVE  
FOOD DISTRIBUTION  
INDIA





Apart from the initiatives of the CII Foundation woman exemplars, the Foundation distributed relief material across India. In the South, in Chennai, the CII Foundation along with CII and supported by Kistler Instruments Pvt Ltd, reached out to families in the resettlement colony in Perumbakkam, which were in an extremely vulnerable situation and provided them with relief kits which also comprised sanitation material.

In Tamil Nadu, with the support of Apraava Energy, the CII Foundation supported 1400 families of the Irular community living in Pazhaverkadu with ration kits. This effort benefited over 4900 people, including 700 destitute widows. Logistics support for this initiative was provided by Daimler India Commercial Vehicles. One hundred and fifteen destitute widows and 15 fishermen of the community were present at the distribution. The kits were handed over to the beneficiaries by Mr E Manigandan, Tasildar, Ponneri Taluk, Government of Tamil Nadu.

The CII Foundation also reached out to communities in urban slum clusters in cities like Delhi. Abul Fazal is a congested neighbourhood with a population of approximately 60,000 people, mostly from the economically weaker sections of society in Okhla, New Delhi. Supported by Apraava Energy, the CII Foundation distributed ration and hygiene kits to families in Abul Fazal. The families were of migrant workers and daily wage workers such as rickshaw pullers. The ration kits consisted of essentials such as rice and flour, mustard oil, salt, sugar, pulses, spices, tea leaves and hygiene kits consisting of masks, soaps, hand gloves and sanitizer bottles. The CII Foundation, which is running a community waste

management project to make Abul Fazal a zero-waste neighbourhood supported by PTC Foundation Trust and PFS, distributed hygiene kits to waste management workers during World Environment Week. Waste workers are the most vulnerable during a pandemic, and they received sanitisers, hand gloves, masks, soaps, and ration kits from CII Foundation in the presence of Mr Jagpal Singh, SDMC area-in-charge and Mr Jitender, area-in-charge of Dakshin Delhi Swach Initiatives Limited.

# COVID-19 CARE CENTRES INTERVENTION

## PAN-INDIA VACCINATION DRIVE





## Procurement and Deployment of Medical Equipment

The outbreak of Covid-19 overwhelmed the medical infrastructure completely with acute shortages of life-saving medical equipment such as oxygen cylinders. At this critical juncture, the CII Foundation procured and deployed medical equipment like oxygen flowmeters, oxygen cylinders, oxygen concentrators, rapid antigen kits through CII regional and state offices with the support of industry.

In the North, 100 oxygen flowmeters were handed over to the District Red Cross Society in Jhajjar, Haryana. 1000 Rapid Antigen Kits were given to CHC Jamalpur Jhajjar, Haryana. These were supported by Jhajjar Power Plant (Apraava Energy) and facilitated by CII Foundation.



In the West, CII Pune, with the support of the CII Foundation and industry members donated 150 oxygen concentrators for Pune district. The donation was given to Shri Ajit Pawar, Hon'ble Deputy Chief Minister and District Guardian Minister Pune, Government of Maharashtra in the presence of Mr Deepak Garg, Chairman, CII Pune and Managing Director, Sany India.

81 oxygen cylinders were donated at the Zila Parishad office in Pune which were supported by Piaggio Vehicles Private Ltd, RSB Foundation, Samtec Tools & Accessories Pvt. Ltd, Sany India, Altra Industrial Motion India Pvt Ltd, Eaton India, CompuCom-CSI Systems India Pvt. Ltd, Mahindra CIE Automotive Ltd.



# COVID-19 PAN-INDIA VACCINATION DRIVE

CREATING AWARENESS  
CARE CENTRES  
FOOD DISTRIBUTION  
CROP RESIDUE MANAGEMENT INITIATIVE





Blue Star, through CII Foundation, donated 10 units of oxygen concentrators to the Rural Hospital, Primary Health Centre and Covid Care Centre in Vaibhavwadi Taluka, Sindhudurg District. Alicon Castalloy Ltd, with the support of CII Pune and CII Foundation, donated 2 oxygen concentrators to the Paediatric ward of Sassoon General Hospital, 1 oxygen concentrator to the rural Police Covid Care Center at Pashan, and 1 oxygen concentrator to serve Primary Health Care centers in Mulshi taluka, Pune. CII Foundation donated 34 units of oxygen concentrators to Aurangabad Municipal Corporation, Aurangabad, 50 units of oxygen concentrators to Government Medical Hospital, Ambajogai in Maharashtra and 34 oxygen concentrators (of 5-litre capacity) to Meltron Covid Centre in Aurangabad.

As part of the Covid-19 relief initiative, in the West, CII Gujarat, through CII Foundation, donated 5 oxygen concentrators (of 5 litres capacity) and 75 oximeters to the Gujarat State Medical Service Corporation Limited for distribution and use at PHCs in rural areas.

In Maharashtra, Brembo Brake India, with the support of CII Foundation, donated 3 ventilators to Dhule Government Medical College. Blue Star, with the support of CII Foundation, donated 2 ventilators to the Osmanabad District Hospital.

Supported by Accenture Solutions Pvt Ltd., 5 ventilators were donated to the District Collector, Gadchiroli, 5 ventilators to District Collector, Jalgaon, 5 ventilators to District Collector, Sangli and 5 ventilators to District Collector, Nashik, while 15 oxygen concentrators were donated to the District Collector, Gondia, 15 oxygen concentrators to the District Collector, Jalgaon, and 20 oxygen concentrators to the District Collector, Nashik.



# COVID-19 PAN-INDIA VACCINATION DRIVE

CREATING AWARENESS  
CARE CENTRES  
FOOD DISTRIBUTION  
INTERVENTION  
INDIA





## Healthcare Infrastructure Support

In a country with a population of a billion plus people, the rapid spread of Covid-19 left a large section of the population infected. During the second wave, the intensity of the infection escalated with the number of cases needing hospitalisation rising daily. With hospitals full, lakhs of people were scrambling to find suitable medical care.

To strengthen the healthcare infrastructure, the CII Foundation took the lead in setting up Covid-care centres, and converting regular hospital facilities into special Covid-care Centres.



### Make-Shift Covid-Care Centres

A 300-bed capacity makeshift Covid-care Centre in Gurugram was inaugurated on 16 May by Sri Manohar Lal Khattar, Chief Minister, Haryana. CII, Indian Air Force, M3M, Young Business Leaders Forum (YBLF) of Automotive Component Manufacturers Association (ACMA) and NGO Doctors for You played a key role in operationalizing this charitable facility. Doctors for You managed this facility which provided medical services guided by the Civil Surgeon, Gurugram. Apraava Energy, Sona Comstar, Dabur, Polymed Group and several

members of YBLF and CII Haryana supported this well-equipped Centre both financially, and in-kind with medical equipment and supplies. The Centre provided services free of cost services to patients.

**GURUGRAM COVID CARE CENTRE**  
 24x7 FACILITY OFFERING FREE SERVICES

CII is happy to share that a 200-bed Covid-care Centre has been set up in Gurugram. The Centre is well-equipped with necessary infrastructure like Oxygen Concentrators and offers free of cost services.

Location: M3M Urbana Tower 2  
 Sector 67, Gurugram  
 Managed by and with  
 Medical Facilities by:  
 Doctors for You under the  
 guidance of Civil Surgeon,  
 Gurugram

Helpline Numbers  
**0124 – 4278411**  
**0124- 4228826**  
Please share this information so that people can benefit from this excellent service.

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**SUHAS S** **BENNY BEHANAN** **GEEMON KORAH**





In Karnataka, Shri B S Yediyurappa, Hon'ble Chief Minister of Karnataka, participated in the curtain-raiser of the augmented 40 critical care beds and oxygen plant of 500 LPM facility at the Indira Gandhi Institute of Child Health. The ICU facility was initiated by CII and supported by 3M India Ltd, Embassy Group through their corporate partners, CapitaLand, Swiss Re Foundation and AXA XL and Indian Construction Equipment Manufacturer's Association (ICEMA) through CII Foundation.

In Trivandrum, two wards of the Government Medical College were converted into a 100 bed Covid Intensive Care Unit to help strengthen the healthcare infrastructure in Trivandrum. This initiative was facilitated by CII Foundation with support from Pratiksha Trust, Shibulal Family Philanthropic Initiative and Tamara Leisure and Hospitality. Medical supplies and equipment were provided by CII Foundation at this Centre, which was well-equipped with necessary Covid care facilities.





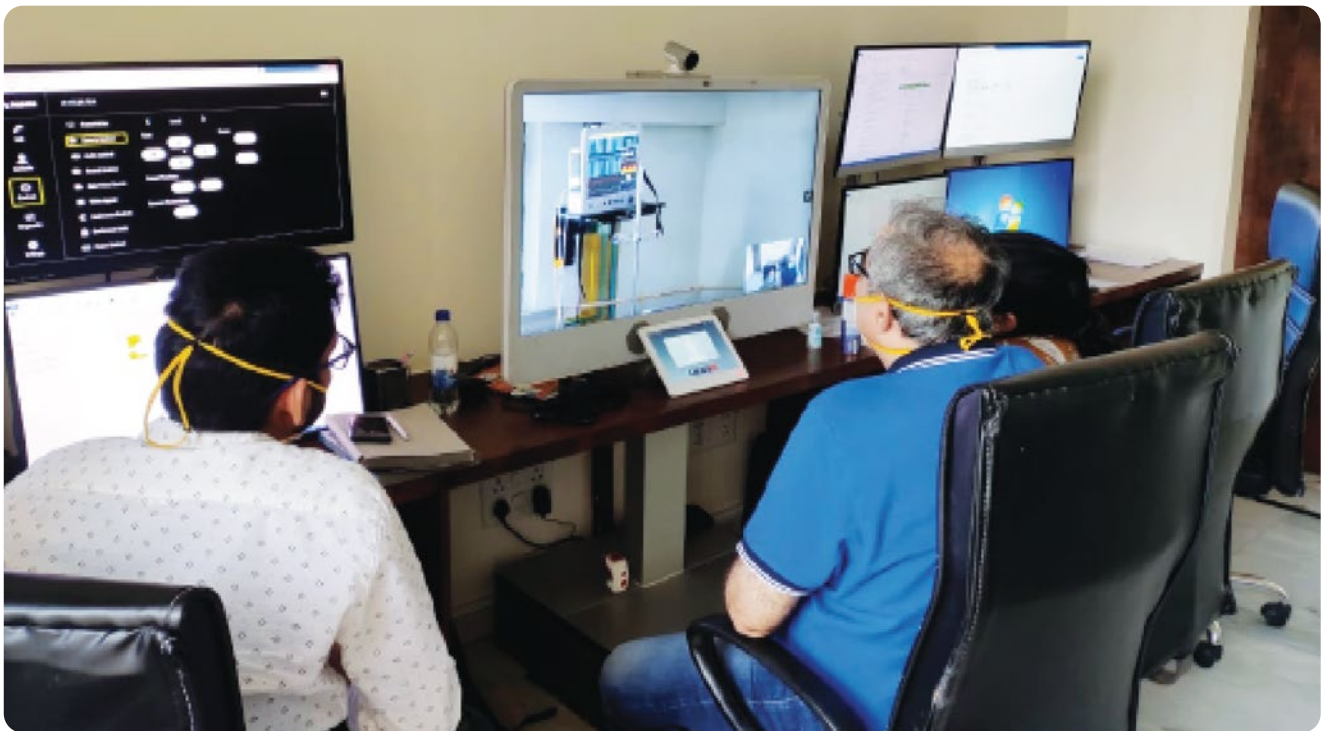
COVID-19 CARE CENTRES  
PAN-INDIA VACCINATION DRIVE

CREATING AWARENESS  
CROP RESIDUE MANAGEMENT INITIATIVE  
FOOD DISTRIBUTION  
INDIA





## Ramping up ICU Facilities



To provide ICU facilities in remote Tier II and III towns, the CII Foundation partnered with Springer Healthcare Systems to set up Tele-ICUs in select places in Maharashtra and Haryana. The Tele-ICU service interlinked far-end hospitals and ICU, the cloud servers, and a command centre to assist patients in isolation and to manage the patient in the absence of a doctor being physically present there. In this way, the best medical facility possible for patients in remote areas was provided.

With corporate support, 10 Government hospitals and 233 ICU beds in Maharashtra and Haryana were supported under this initiative. In Haryana, these were in Rohtak, Sonapat, Nalhar, Faridabad; and in Maharashtra, in Solapur, Aurangabad, Nagpur, Jalna, Manchar & Bhor (Pune). With Tele-ICUs, the rate of admission went up since more people could access and avail of excellent medical facilities. A large section of the population benefitted through this unique initiative.

As part of Covid-19 relief initiatives, ambulance support was provided to Jawahar Hospital in Jaisalmer for a period of two months (June and July 2021). This was supported by Apraava Energy and facilitated by CII Foundation.

In collaboration with the CII Foundation and supported by ALPLA and Signode, an oxygen flowing system was set up at the 50-bedded Sadashivpet Community Health centre in Sangareddy District.





## Pan-India Vaccination Drive

In the battle against Covid-19, the development of a vaccine was undertaken on a war footing. It was imperative to have a vaccine to prevent the spread and reduce the intensity of the disease in those affected by it. With the launch of a vaccine, the focus shifted on vaccinating people. The CII launched Project Vaccine Nation, mobilizing the industry to boost vaccinations across India.

The CII Foundation led the vaccination drive in Tier II and III cities and rural India to reach out to the underserved, the marginalised such as Dalits, migrant labour, and people in remote and inaccessible areas in interior India. The Foundation collaborated with local medical authorities and hospitals, NGOs and community workers and with industry's support set up vaccination camps in urban slums and inaccessible areas for underserved communities.





*The aim was to vaccinate as many people as possible from communities that may lie at the periphery of the national vaccination drive. Simultaneously, the CII Foundation was addressing vaccine hesitancy by dispelling myths associated with vaccinations and encouraging communities to get vaccinated at the earliest.*





The vaccination teams reached remote locations, often walking several kilometres on foot and used various modes of transportation to visit underserved populations in distant and difficult-to-reach locations such as the hilly heartland of Jammu and Kashmir. The team used water ambulances to reach people in Srinagar's Dal Lake. Vaccination camps were held in several areas, including Bandipora and Baramulla.



The vaccination team in the East vaccinated hundreds of individuals in Aizwal and the Sunderbans in West Bengal, where they endured monsoon rains to access rain-soaked

villages. In the south, Adv M Anil Kumar of Ernakulam, the Hon'ble Mayor of Cochin, launched the CII Project Vaccine Nation in Kadavanthara, where vaccines were given to BPL families of urban slum residents.





# COVID-19 PAN-INDIA VACCINATION DRIVE

CREATING AWARENESS CARE CENTRES FOOD DISTRIBUTION CROP RESIDUE MANAGEMENT INITIATIVE INTERVENTION

Several people from underserved communities have been vaccinated through the camps organised by the CII Foundation with medical partners such as Charnok Hospital, Nehru Memorial Techno Global Hospital in West Bengal, Red Cross in Jharkhand, SPS Hospital in

Punjab, AMC Super Speciality Hospital in Tamil Nadu, Nanavati Hospital in Maharashtra, Apollo Hospital in Madhya Pradesh, NIMS Hospital in Rajasthan, Medanta in Haryana, SM Clinic in Jammu and Kashmir, Aizwal Hospital & Research Center in Mizoram, Futureace Hospital in

Kerala, Manipal Hospital in Delhi, Punjab Youth Dev Board & Guru Nanak College in Punjab and Doctors For You in Delhi.





Following the Government's announcement of vaccination of 15-18-year-old in January 2022, the CII Foundation held vaccination camps all over India to vaccinate the 15-18 year olds. Canon India, HDFC Bank, Apraava Energy, IndusInd Bank, and CREDAI are among the CII Foundation's donors and partners who supported vaccinations across India.



*I fall between the age group of 15-18. I couldn't find a slot online to get vaccinated – but today I've come to Milli Model School in Okhla to get vaccinated at the camp organised by the CII Foundation and HDFC and got the shot hassle-free.*

**Ahmad Azeez**  
Abul Fazal, New Delhi





# COVID-19 INTERVENTIONS

## PAN-INDIA VACCINATION DRIVE




**Vaccination camps *have been held in* 15 States/ Union Territories *across* India. Almost 1.5 lakh vaccine doses *have been administered to the* underserved communities.**








*I'm a 15-year-old. I got to know about the vaccination camp being held in the locality with the help of loudspeakers. I want to thank CII Foundation and IndusInd Bank for holding this free-of-cost camp.*

**Afsha**   
Shaheen Bagh, Delhi



*The pandemic has illustrated the need of vaccination in all age groups. I want to thank Guru Nanak National School, Doraha, CII Foundation and IndusInd Bank for organizing Vaccination Camp in our school campus."*

**Komal Devi**   
Student,  
Tagore International School  
Sahnewal



COVID-19 CARE CENTRES  
PAN-INDIA INTERVENTION  
CREATING AWARENESS  
CROP RESIDUE MANAGEMENT INITIATIVE  
FOOD DISTRIBUTION  
VACCINATION DRIVE  
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# OTHER INITIATIVES

## Restoring Livelihoods in Alipurduar, West Bengal

The impact of any disaster is most pronounced at the bottom of the pyramid: the economically weaker sections of society, often already marginalised, are the worst affected with loss of lives and livelihoods. Covid-19 widened the already-huge socio-economic divide in India, where the marginalised and the underserved communities were left on the brink of survival, struggling to get through each day.

Alipurduar in West Bengal was deeply affected by the outbreak of Covid-19, with its residents facing huge economic hardships. A forested area with scant agricultural land and poor road connectivity, Alipurduar's development indicators were already dismal even before the pandemic hit. According to the 2011 Census data, only about 22% of the population had access to clean water and toilet facilities.

Alipurduar has a population of about 15 lakh people, with ethnic tribes such as Rajbanshi, Rabha, Metch, Santhal, Bodo, and Toto tribals making up half the district's population. The tribals depended on the forests for food for a long time. As road connectivity improved over the years, hundreds of tea gardens mushroomed in the district giving the tribal people new employment opportunities as labourers. With about 150 organised tea estates, the region produced large volumes of good-quality tea.





COVID-19 CARE CENTRES  
PAN-INDIA VACCINATION DRIVE

CREATING AWARENESS  
CROP RESIDUE MANAGEMENT INITIATIVE  
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The outbreak of Coronavirus impacted the tea industry with the global economy going into a tailspin, and local constraints adding to the complex issues, strangling the tea industry. Several tea estates were unable to absorb the economic shock and closed down, leaving several labourers unemployed. The closure of tea gardens resulted in a socio-economic disaster: the number of school dropouts rose, child trafficking, and child labour increased, and a vicious cycle of hunger, poor health, and starvation deaths began.

Two CII Foundation Woman Exemplars, Nita Dhar and Sushary Tirkey, who were working in the region on child safety and trafficking, noted the livelihood crisis that was unfolding and decided to address the multi-faceted challenges through a project.

Considering most women in the region were 'unskilled' and with experience only in 'agriculture-related activities', CII Foundation Woman Exemplars Nita and Sushary, along with their organization, Prism, and Oak Foundation started a project to encourage women to develop small businesses around sustainable agricultural products. To organise them, they formulated the Barnali Women's Self-Help Group.

The project focussed on providing economic independence to women and their families thereby enabling a better quality of life through access to better health and education facilities. The project was implemented in partnership with ASHA and ANM workers in the villages, the gram panchayats and the community.

The three pillars on which the project interventions rested included local solutions and environmental sustainability with a view to supporting women to take up profitable trades such as organic farming, goat-rearing activities, food processing units and tour operations. Through the interventions, the project impacted 1,210 beneficiaries.





“Organic Farming has been a blessing for me. It has not only supported the income of my family but has helped me survive the pandemic. I wish I had leveraged this skill set long back”

says Akta Jojo,  
a 48-year-old woman and a resident of  
Hantapara Tea Garden





## From the Tea Garden to a Farm: A Story of Alternative Livelihood

Akta had been struggling for years to make ends meet. With a mentally-disabled husband, Akta bore the financial burden of the family, single-handedly. Before the Covid-19 induced lockdown, Akta's husband was employed in the Hantapara tea estate and had been allotted a house. The shutdown of the tea estate during the lockdown left him jobless, and the family was pushed to the brink of poverty. With no jobs and no skills, Akta and her husband struggled for two square meals a day. To make ends meet, Akta started a small food joint using one of the rooms in her house. This became an only source of sustenance for her. But the lockdown eventually forced her to shut her shop as well.

The village-level volunteer of her village, Aprajita, had spoken to Akta many times about alternatives such as organic farming to augment her income but failed to support her with any inputs, resulting in Akta not being able to start organic farming. With no prior experience in agriculture and financial support, Akta was hesitant to take up organic farming as an alternate livelihood option. She didn't want to invest money into something she had never done. However, with no job or shop to earn money from, Akta reached out to Aprajita for some support, who then convinced Akta to take up organic farming by providing input and training with the support of the Oak Foundation. Akta decided to grow vegetables in the fallow land on the opposite side of the Bangri River with other villagers. To take it up, Akta collaborated with the tea garden owners to provide her with the fallow land and successfully managed to convince them. Eventually, with a little support of input and training, Akta began cultivating vegetables in the 3500 square ft of land, earning a living.

*“I am growing radish, red spinach, mustard, brinjal, green chilli, tomato, bottle guard, pumpkin, spinach, coriander and selling the natural farm products from my shop and as a vegetable vendor in the village”,*

says a proud Akta. She says that zero usage of fertilisers and pesticides has made her vegetable famous in the locality and is earning her a profit of Rs 950-Rs 1,000 every 15 days.

Akta Jojo's story is an excellent example of what a little support can help rural women achieve.

COVID-19 CARE CENTRES  
PAN-INDIA INTERVENTION  
CREATING AWARENESS CROP RESIDUE MANAGEMENT INIT  
FOOD DISTRIBUTION VACCINATION DRIVE INDI CO





## Upskilling of Sabai Grass Artisans

The Covid-19 pandemic exacerbated the challenges faced by the heavily populated Jhargram district of West Bengal, home to vast natural bamboo and Sabai grass reserves. While agriculture and related jobs drive the local economy – the pandemic has led to a significant disruption in it.

Several Sabai artists who are skilled in creating handicrafts out of Sabai grass and bamboo reside in the district. However, over the past two years, there has been a significant increase in rural-to-urban migration, with many young people leaving the region in quest of better employment possibilities. It has majorly threatened employment opportunities and livelihood security in the region. The shortage of skilled workers, especially in traditional crafts like

Sabai grass weaving, has further added to the economic woes of the region.

As more young people migrate to urban areas, the labour force in the Jhargram district is shrinking, leading to a shortage of skilled workers in the region. This shortage is particularly pronounced in traditional crafts such as Sabai grass weaving, which require years of training and experience to master. This not only affects the livelihoods of local artisans but also has a negative impact on the cultural heritage of the region.

To address these challenges, the CII Foundation and CII Eastern Region have taken proactive measures to upskill and empower local artisans, particularly women, and promote entrepreneurship in the region. By providing tangible skill

development training, business-related financing, and market connections, the initiative aims to enhance the livelihood security of underprivileged groups in society and reduce migration to urban areas. Efforts are being made to help the artisans build market connections so that they can sell their goods and promote environmentally friendly products.

In addition to the long-term goals of the initiative, the CII Foundation has also responded to the immediate needs of the community in the wake of the Covid-19 pandemic. The relief measures provided by the foundation not only offer essential support to people affected by the pandemic but also help build trust and strengthen community relationships.

These efforts not only address the immediate challenges posed by the pandemic but also create sustainable pathways towards economic growth and social development.



# COVID-19 INTERVENTION

CREATING AWARENESS CROP RESIDUE MANAGEMENT INITIATIVE  
CARE CENTRES  
FOOD DISTRIBUTION  
PAN-INDIA VACCINATION DRIVE





## The Approach

- Need Assessment
- Mobilizing and Selecting Target Beneficiary
- Reskilling and Upskilling
- New Design Development
- Facilitating Market Linkage

## Impact

Acting as a testament to the project's commitment to supporting the well-being and livelihoods of the beneficiaries, even in challenging times, the project has taken several measures to support the beneficiaries. A stipend of Rs 3,000 per head has been distributed to all the beneficiaries, providing much-needed financial relief. Additionally, ration and preventive materials have been supplied to each beneficiary and their family members, mitigating the impact of the Covid-19 pandemic. Bank accounts have also been opened for all the beneficiaries, enabling them to access financial services and manage their money effectively. Moreover, the project has established linkages with

Buyer Groups such as Aranyasundari Mahasangha, Paul Design Centrum, and Aranyak, providing the beneficiaries with an opportunity to sell their products and generate income.

*"I was faced with questions like can you do it? Gladly, things are changing and now, they can see me doing it."*

**Sombari Murmu,**  
Project Beneficiary

*"I am very happy as I can support my children's education with my own money."*

**Tapashi Mahato, Project Beneficiary**

*"The other girls of my village want to become independent like me."*

**Bari Murmu,**  
Project Beneficiary

*"CII Foundation has really helped us to rejuvenate this dying art and gear up the economic status of the families involved in this."*

**Gram Panchayat Pradhan,**  
Kenduagari GP

## Going forward

Moving ahead, the CII Foundation and CII Eastern Region have outlined their areas of focus. One of the key priorities is to build the capacity of the beneficiaries in such a way that they can form a collective, like a Producer Group Company or Cooperative. This will enable them to run the business model in the future and enjoy various advantages like limited liability, perpetual existence, social service, open membership, tax benefits, state assistance, and democratic management. In addition, the effective branding of Sabai-made products is also an important aspect. Moreover, there is a need to explore the sustainable and diversified use of Sabai grass, along with the scope of processing fibre from Sabai. These initiatives are aimed at bringing about positive change and creating a sustainable future for the beneficiaries.

## OUR KEY SUPPORTERS



**IndusInd Bank**



**ACC SOL PVT LTD**

**S GOPALKRISHNAN**

**S D SHIBULAL**





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NS COVID-RESILIENCE PROJECT CARE CENTRES  
RESTORING LIVELIHOODS HEALTHCARE INFRASTRUCTURE SUPPORT COMPREHENSIVE RELIEF  
A'S SOCIO-ECONOMIC DEVELOPMENT TELE-ICUS  
COMPREHENSIVE RELIEF MEDICAL EQUIPMENT COVID-19 RESPONSE











CII Foundation (CIIF) was set up by CII in 2011 to undertake a wide range of developmental and charitable activities pan India by enabling industry for infusing inclusive development. CIIF works towards inclusive development by providing a meaningful bridge between marginalized communities and donors, especially corporates by providing strategic guidance on CSR and developing and managing high impact programmes.

The thematic areas of CIIF include: Early Childhood Education, Women Empowerment; Climate Change Resilience; Disaster Relief and Rehabilitation. In this effort, the Foundation works together with corporates, governments, communities, and civil society institutions to channelize their collective resources towards social and community development.

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