

CInI DURING COVID - 19 CRISIS

Coping with Lockdown to Aid Communities

CREATING MARKET LINKAGES



Quantum of watermelons and other vegetables sold > 1550 MT

Generated business > 1.9 cr.

Posters and banners

RAISING AWARENESS AMONG THE COMMUNITIES



WhatsApp messages to groups with local influencers (school principals, panchayat members, CInI's Community Resource Person, and our social media platforms).

Miking of audio messages in the 352 villages of Jharkhand

Text messages to farmers about the information on COVID - 19

Awareness videos were made in seven regional languages

FACILITATING COMMUNITIES WITH THE RELIEF KITS



5,102 Grocery kits
3,510 PPE kits
550 Hygiene kits + 650 HHs
3000 Reusable cloth masks
2508 Itr Sanitiser

SETTING UP VIRTUAL SESSIONS

Videos on best agricultural practices for farmers

21 capacity building sessions for all the team members of CInI

Virtual training sessions (videos) for hockey players

Capacity building sessions for more than 200 teachers of government schools

GEARING UP FOR FUTURE

We are actively collaborating with communities across our locations to reduce the uncertainties, risks that lie ahead. The focus areas that we are building upon are:

- **Research surveys on reverse migration** are being conducted. These surveys will help us in understanding the ecosystem of the rural-tribal areas, the skill set of returned migrants, and assist them to get relevant work opportunities through the Lakhpati Kissan program.
- **Renewable Energy technologies** are being promoted to make the clusters enabled with clean technologies; agriculture pumping, maintenance of cold chain and cold storing will be powered by these technologies.
- **Use of digital technologies and spaces** are being encouraged to accelerate possible operations, and work with communities and internal teams.
- It is anticipated that financing will be a major challenge across sectors; **a few financial models are being worked upon**, with partial contribution from community members, or loan plans with easy payment options.

We thank Tata Trusts and all our partners for their continuous support during this time.

May 23, 2020

CInI during COVID-19 Crisis

Coping with Lockdown to Aid Communities

COVID-19 became a global pandemic and health crisis within a few months. It has affected the global economy alike, but the local economies hit the most. With each passing day the scale of damage it is having on the rural-tribal areas, especially to the poor, is getting unraveled.

With country wide lockdown first declared on March 24, 2020 most of the economic transactions became standstill, with exception of few essential services. In rural India, farmers across were mostly in the field undertaking harvest of the Rabi crops. With transportation getting affected the supply chain connecting the farmers to the consumers got completely disturbed.

CInI, the associate organization of Tata Trusts having its deep roots across 1,071 villages in 29 blocks of four states in central India. The immediate response to the crisis was to streamline the processes and systems which in normal times were obvious. Working with tribal households who mostly were the first generation vegetable growers, rotting of crops in the farm or selling at lower price would be detrimental to the efforts being put by them and CInI team. Similar is the case with children who mostly are first generation coming to schools, a long break will bring down their learning levels and the interest of both family and students to gear back to schools.

Keeping these challenges in background, teams across the four states (Gujarat, Maharashtra, Jharkhand and Odisha) worked with the local community to keep the pace of work going at the village levels.

Work strategy:

Virtual connection strongly established by the implementation team and the well-established Farmer producer organization and SHG- Federation. Regular zoom calls and con calls with community and connecting them with local traders. Issuing of special passes through coordination with district administrations. This way marketing, planning for next season, giving farm and livestock advisory were undertaken effectively with farmers. Specialize technical inputs like repair of pumps were also undertaken through use of digital platforms.

1. **Creating market linkages:** With ruptured supply chain, CInI ventured in linking farmers directly with wholesale traders and in many cases farmers selling directly in larger markets like Ahmedabad (as done by Limkheda federation, Dahod) and Bhubaneswar (by farmers from Harichandanpur). Special permits were facilitated through district administrations

and either traders reached the farm gates or produce were taken to cities. Use of mobile technology like **I am Kisan app** and **crop in** was effectively deployed to link multiple traders with the farmers and farm advisory. **Cold storage** was used to store produce in Khunti, Hazaribag and Dahod, and sell to traders at an appropriate price. An average of 10 mt of watermelon is procured at the farmgate @ Rs. 6/kg. And cold storage as an enterprise is earning Rs. 1.2 per kg of vegetable stored.



Coordinating with Odisha Livelihood Mission and District Administration Keonjhar, CInI initiated Vegetable on wheel- which tied up producers to the consumers directly. Similarly a discussion with the Mining department is undertaken to sell vegetables directly to mess.

To avoid black marketing by traders, indenting and aggregation of input has already been initiated across the states and crop planning for the next Kharif has been undertaken. Seed companies like Bayer and Syngenta are tied up for bulk procurement of seeds. The focus of Kharif is both on food security and keeping the income realized from agriculture steady.

2. **Raising awareness among the communities about COVID-19** through videos, text messages, and posters and banners at places of prominence.

- Awareness videos were made in **seven regional languages** for better local connect.

National & local celebrities were reached out to speak upon these messages in regional languages, for better connect and outreach with communities.

These videos were largely shared through WhatsApp, to groups with local influencers - school principals, panchayat members, CInI's Community Resource Person, and our social media platforms.

Link to CInI's YouTube channel with COVID-19 videos:

<https://www.youtube.com/playlist?list=PL8ofX8D07ZVyWKy0NSbRbN-EdJZP4DvJw>

Text messages were shared with farmers on awareness on Covid 19, **Posters and banners** with messages of awareness issued by the government were put up at places of prominence - village circles, health care centers, grocery stores. **Miking of audio messages** in the 352 villages of Jharkhand was done to spread the awareness faster and directly (since many households don't own smartphones or phones at all)

3. **Facilitating the communities with the relief kits** with essential grocery supplies, and hygiene kits.



Gujarat:

- 1693 **grocery kits** were distributed in Gujarat. The average cost of one grocery kit was INR 898.
- 3000 **PPE kits** and 550 **hygiene kits** (with facemasks, disposable gloves, sanitiser, soap) were handed over to the district administration offices.
- 3000 **reusable cloth masks** were facilitated to community members at an economic cost (INR 15).

Jharkhand:

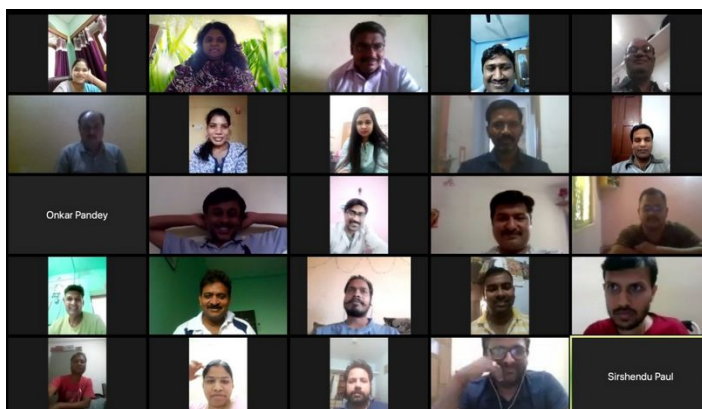
- 2409 grocery kits were distributed in Jharkhand.
- 30 PPE kits have been given to the district administration offices.
- More than 650 households were facilitated with masks, sanitisers, and soaps.

Maharashtra:

- 1000 grocery kits were distributed in Maharashtra. The average cost of one grocery kit was INR 500
- 480 PPE kits have been given to the district administration offices in Maharashtra.
- 2508 liters of sanitiser was given to district administration.

4. **Setting up virtual sessions** and recordings for capacity building.

- Capacity building sessions for more than 200 **teachers of government schools** were conducted; discussions on pedagogy, teaching methods, learning, et al are covered during these sessions. Videos are made on a regular basis for students so that their learning continues.
- Virtual training sessions (videos) for **hockey players** are conducted by coaches; online tests upon theoretical knowledge of hockey have been conducted too.
- 21 capacity building sessions were organised for all the **team members of CINI**. Each session had a different theme covering the topics on – CBOs, energy, agriculture, coping with COVID-19 crisis at work, health & wellness, communications, et al.
- To facilitate the **farmers** with any challenges they may face during the cropping season, short tutorial videos with best agricultural practices (for specific crops) have been made.



5. **Gearing up for the future:**

In this time of uncertainty, we are trying to take small steps to minimise uncertainties and risks for the communities we work with. We are actively collaborating with community members across states upon a few initiatives.

- **Research surveys on reverse migration** are being conducted. These surveys will help us in understanding the ecosystem of the rural-tribal areas, the skill set of returned migrants, and assist them to get relevant work opportunities through the Lakhpati Kissan program.

- **Renewable Energy technologies** are being promoted in select clusters (technology led clusters); agriculture pumping, maintenance of cold chain and cold storing will be powered by these technologies.
- Use of **digital technologies and spaces** is being encouraged **to accelerate possible operations, and work with communities and internal teams.**
- It is anticipated that financing will be a major challenge across sectors; a few **financial models** are being worked upon, with partial contribution from community members, or loan plans with easy payment options.

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