

PREPARE | PROTECT | PREVENT

COVID-19 RESPONSE INITIATIVES BY WELTHUNGERHILFE AND ITS PARTNERS

A photograph of a woman and a young child. The woman is wearing a bright blue sari with a gold border and a matching blue face mask. She is holding a young child in her lap. The child is wearing a yellow shirt with a blue long-sleeved top underneath and is smiling. They are sitting in front of a rustic, mud-brick wall. The background is slightly blurred, showing more of the wall and some greenery.

MADHYA PRADESH
JULY 2020–APRIL 2022

Credits:



Implemented by
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**Nutrition Smart
CommUNITY**

Ground Partners

Mahatma Gandhi Seva Ashram | Darshna Mahila Kalyan Samiti | Vikas Samvad | Transforming Rural India | Spandan Samaj Seva Samiti | Pahal Jan Sahyog Vikas Sansthan



Special Thanks to



Report Compilation and Design

Shreya Patel, Communication Officer, Vikas Samvad & Mohsin Khan, Partner Support Officer, Welthungerhilfe



OVERVIEW

COVID-19 has been the foremost global health challenge over the last two years and has affected all spheres of life and development. It has wreaked havoc on the lives of millions of people. Spreading at an alarming rate and bringing economic activities to a near-standstill, the pandemic forced countries to impose tight restrictions on public movement to contain its spread. India witnessed a similar situation in the grip of this pandemic. In contrast to the first wave of COVID-19 in India in 2020, where India witnessed a massive exodus of migrants, the second wave hit rural areas more severely. Over the two years, the pandemic has had severe and diverse impacts on the diversified population of the country with the unorganised sector being affected the most.

Welthungerhilfe with its partners, as one, have stood firm to manage the unprecedented challenge caused by COVID-19, with both governmental and non-governmental support. Over the two years, Welthungerhilfe has focused on augmenting behavioural change, educating the community, increasing ground awareness, enhancing hygiene, improving food and nutrition security, saturating vaccination doses, strengthening and supporting local government systems: healthcare facilities, and more, to prepare and protect the community and prevent the further spread at the ground level. With a strong local network and a multidimensional address such as this, the partners with Welthungerhilfe have supported thousands to navigate these unprecedented times.

This report highlights the diverse ground interventions as taken up on the ground level from July 2020 to April 2022 under the project Food and Nutrition Security Project and Regional Nutrition Program. It captures the tireless efforts of Welthungerhilfe-supported partners Darshna Mahila Kalyan Samiti (Chhatarpur), Mahatma Gandhi Seva Ashram (Sheopur), Spandan Samaj Seva Samiti (Khandwa), Pahal Jan Sahyog Vikas Sansthan (Barwani) and Transforming Rural India Foundation (Alirajpur, Barwani, Dewas, Dindori, and Mandla) to secure, empower and rebuild the community.

PRATIBHA SRIVASTAVA

State Coordinator,
Deutsche Welthungerhilfe e.V.



COVERAGE

COVID-19 RESPONSE INITIATIVES BY WELTHUNGERHILFE AND ITS SUPPORTED PARTNERS
JULY 2020 - APRIL 2022



Welthungerhilfe Supported Partners:



4,166
VILLAGES

30
BLOCKS

1,73,339
HOUSEHOLDS

8,38,722
FAMILIES

3,95,391
FEMALES

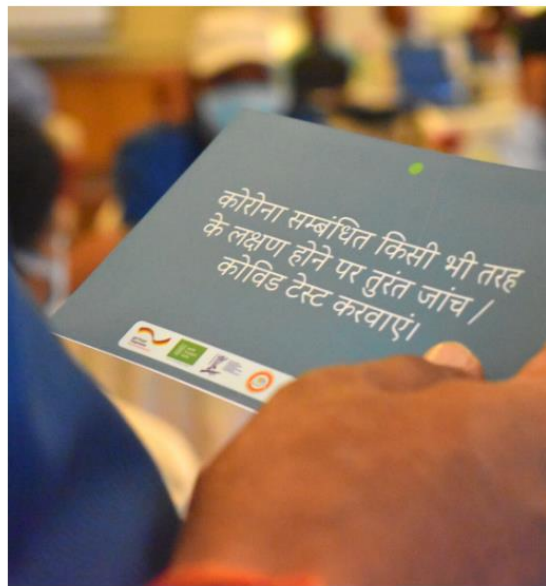
4,28,773
MALES

1,40,814
MALES





GROUND WORK



Community COVID-19 Warriors

Channelising the energy of locals to bring positive and sustainable change, more than 260 volunteers with the goodwill to act and respond to the effects of COVID-19 were recruited by partners. These volunteers played a very important role in connecting with the affected population, especially women and children, in identifying immediate relief measures and humanitarian assistance. They were equipped with safety kits and trained on hygiene protocols to work safely in the pandemic.



Activity

260+ Volunteers

COVID-19 Awareness & Education in the Community

To multidimensionally raise awareness of COVID-19 and its preventive measures at the community level, diverse activities were conducted by the partners. From mass awareness campaigns, house visits, rallies for community mobilization, wall writings to reiterate CAB, telephonically reaching the eligible population to intimate about vaccination doses, helping the community with online vaccine registration, painting ground markers for physical distancing at public places, mask stitching and distribution, to successfully coordinating and supporting Govt vaccination camps with block/district level officers - a large part of the community was reached in all the districts.



Activity

- 3,000+** Awareness Rallies and Sessions
- 36199** Wall Writings for Raising Awareness
- 15,000+** Physical Distancing Circles
- 150420** People Reached Through Radio in Sheopur and Chhatarpur
- 100,000+** Masks Distributed

Water, Sanitation and Hygiene

Safe WASH practices are not only necessary to stop the spread of the COVID-19 virus, but it is vital for overall health and well-being. But a majority of rural areas can lack the availability of running water and clean drinking water. Thus, Tippy Tap - a simple and safe hand washing system created using locally available materials - was rigorously promoted at the household level to encourage the habit of handwashing. Volunteers also creatively demonstrated the six-step handwashing routine to encourage handwashing with soap. Simple handwash stations using plastic water containers were also installed in AWC, schools and public places with the support of Gram Panchayat. Matka Filter, a local indigenous solution to ensure iron-free, safe and clean drinking water was also promoted in some of the blocks, especially at the AWC and with young mothers, to promote its importance and usage within the community.

Hygiene Kits (soaps, facemasks, sanitary pads, etc) were also distributed to families with malnourished children, PVTG families, families with pregnant or lactating mothers, marginalised families, etc, were the beneficiaries.



Activity

12500	Hygiene Kits Distributed
14,000+	Tippy Taps (Handwash Platforms) Installed
80+	Matka Filters for Safe Drinking Water Installed
2,300+	Handwashing Platform Installed



Food and Nutrition

The pandemic affected the entire food system and laid bare its fragility. With departmental convergence and community mobilisation, the partners and volunteers devised various creative interventions to promote healthy food habits and nutrition security. Famous annual celebrations like World Breastfeeding Week and 'Poshan Maah' - the National Nutrition Month, etc. From Awareness Rallies using Bullock Carts, traditional recipe demonstrations, and cooking competitions, to taking out food-focused palanquins, Bal Bhoj, etc, were organised to create mass awareness within the community about food diversity, health and nutrition.

“Millets for Nutrition” campaign was initiated on the ground. Many families were supported with millets-based dry ration kits, seeds kits and immunity-boosting saplings to establish nutrition gardens.



Activity

14725	Millets-based Dry Ration Kits Distributed
15,000+	Nutrition Garden Kits Distributed
6,000+	Families Supported with Nutri-mix (Child-friendly food)

COVID-19 Helpline

The second wave of COVID-19 brought with it a wave of myths and misconceptions. Community-level COVID-19 Helpline were established in some of the blocks to enable sharing of right information. Welthungerhilfe and its partners recruited and trained local volunteers to operate the helpline to provide assistance and counselling to the community. The initiative was highly appreciated by local administration.



Activity

7	COVID-19 Helplines Set Up
3500+	Calls Received from the Community

Strengthening Local Health

Facilities

The second wave of COVID-19 had overburdened the health system with high caseloads and fewer means of management. As the initiative focused on the opportunity to be better prepared and to build back better, two local health facilities (Primary Health Center and Community Health Center) were identified in every block and capacitated with essential health equipment such as rapid antigen test kits, oxygen concentrators, thermometers, etc to prepare for the anticipated third wave of COVID-19 in January.



Activity

35 Oxygen Concentrators Supported

12000 Rapid Antigen Test Kits Supported

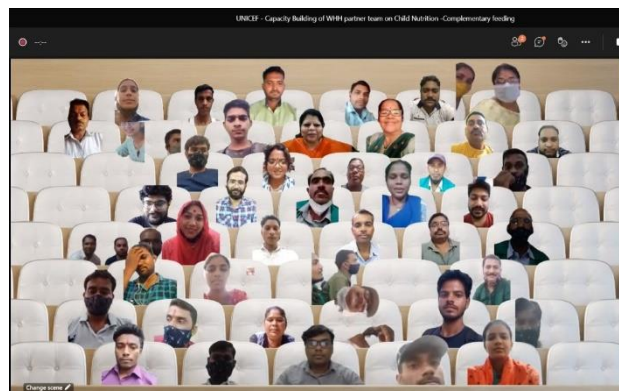
532 Pulse Oximeters Distributed

284 IR Thermometer Distributed

25+ Invertor/Batteries Supported

Training and Capacity Building

Continuous training and capacity-building activities organised to strengthen knowledge and skills, and to better institutional structures and processes to help the community in a sustainable way. Various capacity building activities and online meetings were also organised for project volunteers, various NGOs and CSO members on diverse topics related to various government schemes and entitlements for returning migrants, role of gram panchayat, nutrition garden, usage and promotion of millets in community, etc. Several online capacity-building webinars were organised in collaboration with UNICEF Madhya Pradesh and ICAR Madhya Pradesh.



Activity

115+ Online and Offline Training Organised

17,000+ FLWs, Staff, Volunteers etc Trained

4200+ Frontline Workers Supported with COVID-19 Resource Kits

70+ Webinars Conducted

5000+ Overall Engagement in Webinars



Training Enterprises for Livelihood

With a new world that's slowly and sternly shifting towards local production and consumption, Welthungerhilfe and partners helped in generating economic activities and setting up enterprises at the village level for the community. The team provided training and workshops as well on several low-cost income-generating avenues like mask stitching, soap-making, etc, to the local communities and administration in collaboration with SRLM.



Activity

50+

Groups Supported

Pottery Unit (Electric Chalk), Soap-Making Unit, Nutrimix, Stitching Unit, Popcorn Unit, Badi & Papad Unit, etc



Knowledge Products (IEC)

As a part of a comprehensive communication plan, various creative IECs have been designed during this period to empower people to make informed actions, modify actions and adopt COVID-19 appropriate behaviour within the community. These materials have also been carefully vetted by UNICEF Madhya Pradesh. From addressing the basics of COVID-19 to creating an understanding of its facts and fallacies - these IEC materials have been developed to multidimensionally raise awareness within the community.



COVID-19 Awareness & Education

COVID-19 Aur Bachpan Book

6 COVID-19 Awareness Leaflets (on Nutrition, Mental Health, Child Care, etc)

Mithak Tathya Card Game

Savdhaani Aur Suraksha Game

Nutrition & WASH

Milletts Cookbook (with DWCD)

Poshan Evam Swachhchta Book

Nutrition Month Innovative Ground Stories (with DWCD)

