

Ensuring **Safety & Well-being** at the Last Mile

Our Covid Response Campaigns

Surakshit Dada-Dadi,
Nana-Nani Abhiyaan

Surakshit Hum,
Surakshit Tum Abhiyaan



Touching lives during Covid

At a time when Covid-19 was wreaking havoc in India, Piramal Foundation and NITI Aayog joined forces with hyperlocal collaborators in 112 Aspirational Districts to ensure the well-being of the most vulnerable



सुरक्षित

दादा-दादी नाना-नानी अभियान
अपने साथ, अपनों का ध्यान

'Surakshit Dada-Dadi, Nana-Nani Abhiyaan' was an all-virtual campaign launched during the pandemic to ensure the well-being and safety of senior citizens who were the most vulnerable & at risk



Building on the success of 'Surakshit Dada-Dadi, Nana-Nani Abhiyaan' 'Surakshit Hum, Surakshit Tum Abhiyaan' was launched to dispel myths about the Covid vaccine and encourage people to get vaccinated



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Surakshit Dada-Dadi, Nana-Nani Abhiyaan

Bringing Everyone Together

When Covid isolated people and left thousands alienated, our campaign emerged as a game changer by uniting everyone and forging strong bonds between



District administrations

Who established emergency response teams to ensure that senior citizens had access to essentials such as medicine, healthcare and food



Local NGOs

Who leveraged their on-ground knowledge, and networks to help the elderly



'Apne Saathi' (volunteers)

Who informed about Covid-appropriate behaviour, drove behaviour change and ensured that senior citizens received what they needed



Take special care of the elderly in your homes... We have to... keep them safe from coronavirus

Narendra Modi

Prime Minister



It is... Sewa Bhaav that has brought our staff and so many volunteers together to support the Aspirational Districts

Ajay Piramal

Piramal Group Chairman

Three-Pronged Approach

The campaign employed a three-pronged strategy and validated that people always come forward selflessly to serve their communities in times of crisis



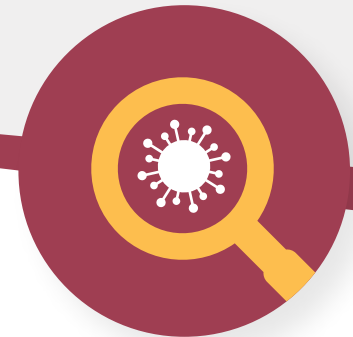
Prevention

Encouraging senior citizens to abandon habits such as touching their faces or hugging others in order to prevent them from contracting Covid-19



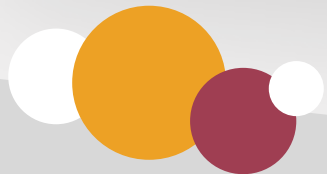
Accessibility

Ensuring that senior citizens in remote areas have easy access to essential services such as groceries and medicines for daily consumption



Detection

Promoting safety precautions and ensuring early identification of symptomatic patients so they can be isolated from others



Elders Speak



*I received medicines at my doorstep...
I am grateful to the administration and Piramal Foundation
for reaching out to me*

Rubiya Beghum (69),

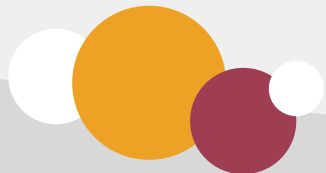
A resident of Barpeta district in Assam, availed the benefits of the Dhanwantari Scheme



*During the lockdown, my ration card was destroyed. I am by
myself. My wife has passed away and I am childless.
To me, you are no less than a bhagwan*

Birender Rai,

A senior citizen of Raniganj village in Araria district of Bihar,
received food with the help of a local NGO



NGOs Share



I thank Piramal Foundation and NITI Aayog for this wonderful initiative and I am grateful to them for making us part of this great campaign.

Mrs. Anmol Sharma,
Founder, Anmol Yog Seva Samiti, Moga, Punjab



This campaign has given us the great opportunity to reach the elderly and ensure their well-being. Through this campaign, we have reached over 15000 senior citizens in the tribal region of Visakhapatnam district

Late S.B. Balaraju,
Director, Nature, Visakhapatnam , Andhra Pradesh



Volunteers Express



“
With the help of the administration and other community members, I resolved the issues of senior citizens through phone calls

Sunita Kumari,

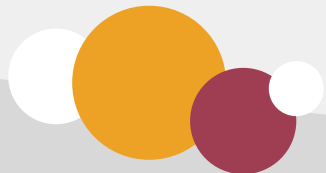
A high school teacher in Begusarai (Bihar), interacted with senior citizens every day



“
Having grown up without grandparents, I will always cherish the relationship I formed with senior citizens

Arpan,

A volunteer in Sahibganj (Jharkhand), grew more empathetic and compassionate



District Administrations Share



Through virtual calling, local volunteers raised awareness among senior citizens in Chitrakoot district

Shesh Mani Pandey,

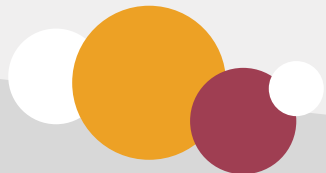
Former district magistrate of Chitrakoot (Uttar Pradesh), thanked Piramal Foundation for supporting the administration



Many volunteers worked with the 'Surakshit Dada-Dadi, Nana-Nani Abhiyaan' and interacted with elderly people in Gadchiroli

Deepak Singla,

Former district magistrate of Gadchiroli (Maharashtra), supported senior citizens in every way



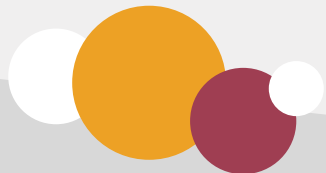
Influencer Impressed



*“The selflessness of volunteers is commendable.
It's very exciting to hear the stories of Apne Saathi.
I urge their families to support them*”

Richa Chadha,
Upon meeting Apne Saathi (Volunteers)

Actress Richa Chadha interacted with Apne Saathi from across different states. She was highly appreciative of the campaign and inspired these volunteers by lauding their selflessness, evincing great interest in their work and their reasons of involvement. She was touched by stories of their selflessness and determination in remaining committed to reaching out to the elderly despite their own personal hardships and challenges



Our Imprint



2.9 m

Senior Citizens Supported



1.43 lakh

Volunteers



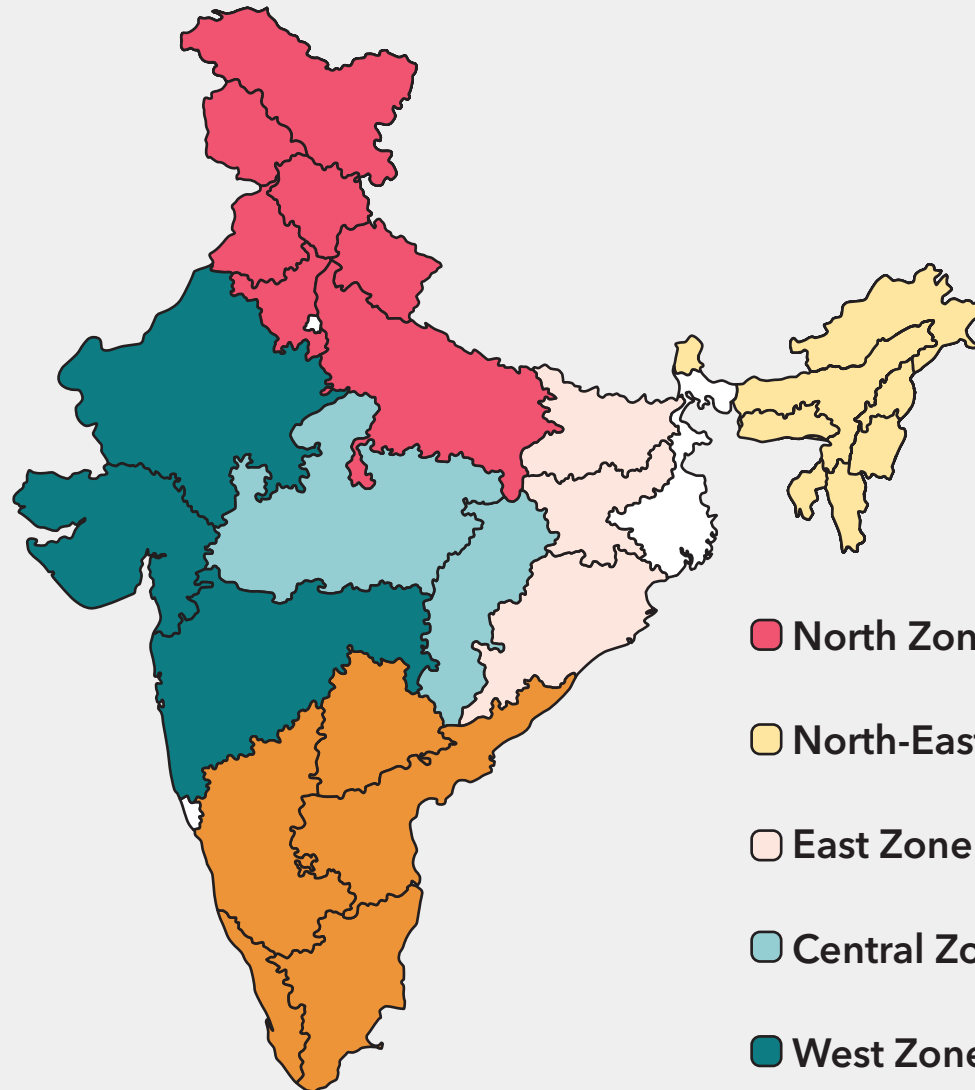
151

NGOs



98,816

Grievances resolved



 **North Zone** 16 Districts

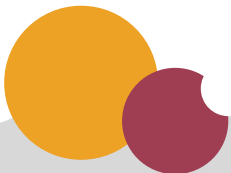
 **North-East Zone** 14 Districts

 **East Zone** 42 Districts

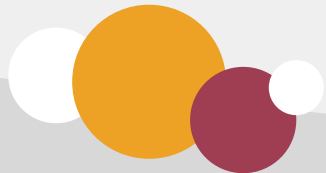
 **Central Zone** 18 Districts

 **West Zone** 11 Districts

 **South Zone** 11 Districts



Volunteers in Action



In the News

THE  HINDU

VISAKHAPATNAM

'Surakshit Dada - Dadi, Nana-Nani Abhiyan' launched



The Sentinel
of this land, for its people

Campaign launched to keep senior citizens safe and aware

A CORRESPONDENT

DHUBRI, April 28: Dhubri district administration, in collaboration with Piramal Foundation, started the 'Save the Aged, Save the Legacy' campaign to stop the spread of COVID-19 and to keep senior citizens aware and safe.

In this regard, contact names and mobile numbers of senior citizens would be made available to the Piramal Foundation through the Dhubri district Social Welfare Officer and they would be contacted by Piramal team to know about the needs of the senior citizens, status of their health and also to create awareness about the spread of COVID-19.

"We have appealed through the social media networks to provide all necessary support to the authorized officials as and when they approach senior citizens through their helpline number. #DHUBRI FIGHT AGAINST COVID-19," said Dhubri district manager of Piramal Foundation, Udai Singh Chundawat.

Guwahati English Edition



The Surakshit Dada Dadi - Nana Nani campaign, in collaboration with @PiramalFdn, is ensuring the wellness of senior citizens across several #AspirationalDistricts, who are most vulnerable to the #COVID19 infection: #NITI Aayog CEO @amitabhk87




Even one call can make a difference!

Rubina's call and efforts supported Rajaram Ji to get essential medicines & #healthcare services through the district administration.

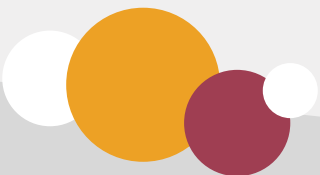
You can make a difference in the lives of the elderly. Call on 1800 572 8585 to volunteer! #ApnoKaDhyaan




AIR News Guwahati @air... · 03 Aug

Students from different universities and colleges through virtual platform volunteering under Surakshit Dada Dadi Nana Nani Abhiyan in due collaboration with Piramal Foundation and Dhubri district administration

@surakshitddnn
@PiramalFdn
@dcofficehubri
#Covid_19



Surakshit Hum, Surakshit Tum Abhiyaan

In a Nutshell

As part of the campaign, collaboration was forged with district administrations and hyperlocal players, such as NGOs, youth, faith leaders, panchayati raj institutions, and self-help groups to

- Dispel myths about the Covid vaccine
- Effect behaviour change and motivate maximum number of people to get vaccinated
- Support proper implementation of vaccine awareness drives



Who Did What?



NGOs

Played a crucial role in bringing together local youth as volunteers and training them to build awareness about vaccines and Covid appropriate behaviour

Volunteers

Reached out to the people in different Aspirational Districts and helped them overcome vaccine hesitancy

Panchayat representatives

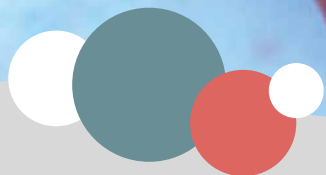
Communicated with the people about the Covid-19 vaccines in a timely and targeted manner

Faith leaders

Interacted with members of their respective communities, dispelled myths and encouraged them to get vaccinated

Self-help groups

Worked side by side with frontline Covid warriors to ensure that all people were vaccinated



Touching lives



“My involvement with the campaign has given me the opportunity to educate people about Covid-19 and raise awareness about the importance of vaccination

Navya Butia,

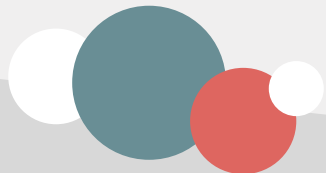
A volunteer in Bahraich (Uttar Pradesh), was able to change people’s behaviour by disseminating vaccine awareness



“I am grateful that my participation in the ‘Surakshit Hum, Surakshit Tum Abhiyaan’ gave me numerous life-changing experiences

Binit Laxmi,

Another volunteer in New Delhi, developed patience and the ability to listen with empathy to others



Touching lives



I emphasized the importance of getting vaccinated against Covid-19. I was very happy and motivated

Maisati Reang,

A volunteer in Dhalai (Tripura), encouraged young women in her community to adopt Covid-appropriate behaviour

Raising awareness about Covid-appropriate behaviour and the vaccines provided me with a wonderful learning opportunity

Bhavya Sharma,

A volunteer in Nuh (Haryana), interacted with a large number of individuals of different ages

I had misunderstandings about Covid-19 vaccines... I am grateful to the volunteer who educated me on the significance of vaccination

Karishma Begum

A resident of Chandauli district of Uttar Pradesh, got herself vaccinated against Covid

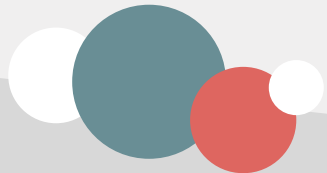


Appreciation from the District Administration



“
It is important to build hyperlocal collaboration if we are to bring about on-the-ground transformation and sustained behaviour change

Swadha Dev Singh,
District magistrate of Nuapada (Odisha) thanked Piramal Foundation

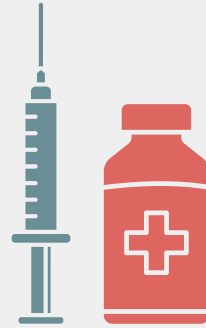


Numbers Speak for Themselves



3.76 lakh

Patients availed
home care support



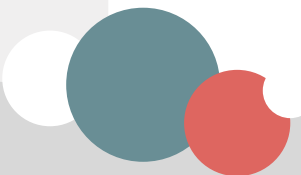
22 lakh

People got
vaccinated

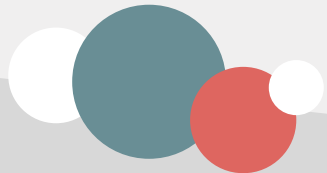


8,65,622

People received
essential supplies



Volunteers in Action



In the Spotlight

MyGovIndia @mygovindia

#NewsFlash: Surakshit Hum Surakshit Tum Abhiyaan launched for providing home-care support to #COVID19 patients. Take a look! #IndiaFightsCorona



Surakshit Hum Surakshit Tum Abhiyaan Launched, Covid Homecare Support to 20 Lakh Citizens

- The campaign will play a key role in district preparedness for managing nearly 70% of Covid cases at home
- NITI Aayog & Piramal Foundation launched the Abhiyaan to assist district administrations in providing homecare support
- Local leaders, NGOs & volunteers to work with district administrations to address emerging problems across key focus areas of 112 Aspirational Districts
- In partnership with over 1000 local NGOs, Abhiyaan will enlist & train over 1 lakh volunteers to connect with patients

Delhi 08 June 2021

THE ECONOMIC TIMES | News
English Edition • Print Edition

NITI Aayog and Piramal Foundation jointly launches program for home-care support to Covid patients



NITI Aayog and Piramal Foundation have jointly launched Surakshit Hum Surakshit Tum Abhiyaan in 112 aspirational districts to assist district administrations in providing home-care support to Covid-19 patients who are asymptomatic or have mild symptoms.

NGOs will mobilize local volunteers to provide home-care support to those affected, based on the guidelines of the health ministry.

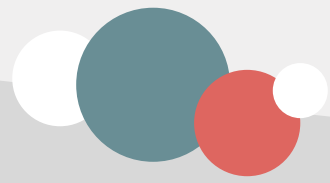
NITI Aayog @NITIAayog · Jun 8, 2021

#NITIAayog & @PiramalFdn launched the Surakshit Hum Surakshit Tum Abhiyaan in 112 Aspirational Districts to assist the district administrations in providing home-care support to Covid19 patients who are asymptomatic or have mild symptoms. #SurakshitHumTum [youtube.com/watch?v=om2_Yq...](https://www.youtube.com/watch?v=om2_Yq...)




Surakshit Hum Surakshit Tum Abhiyaan launched in 112 aspirational districts: Get full details here

The Surakshit Hum Surakshit Tum Abhiyaan campaign will be helmed by the district magistrates in partnership with local NGOs. The NGOs will help mobilise over 1 lakh local volunteers and train them to connect with patients through inbound/outbound calls.





**We are there where we
are needed the most**