

**NITI Aayog & Piramal Foundation Launch *Surakshit Hum Surakshit Tum Abhiyaan*
in 112 Aspirational Districts**

Campaign Will Provide Covid Home-Care Support to 20 Lakh Citizens

New Delhi, June 08, 2021: NITI Aayog and Piramal Foundation today launched the ‘*Surakshit Hum Surakshit Tum Abhiyaan*’ in 112 Aspirational Districts to assist the district administrations in providing home-care support to Covid-19 patients who are asymptomatic or have mild symptoms. This campaign is under the special initiative– the *Aspirational Districts Collaborative*– in which local leaders, civil societies and volunteers will work with the District administrations to address emerging problems in a district across key focus areas of the Aspirational Districts Programme.

The campaign will be led by the district magistrates of the Aspirational Districts in partnership with over 1000 local NGOs that will enlist and train over 1 lakh volunteers to connect with patients through inbound/outbound calls. Piramal Foundation will support districts administration in the training of NGOs and volunteers.

While launching the campaign, NITI Aayog CEO Amitabh Kant said, ‘*Surakshit Hum Surakshit Tum Abhiyaan* is a significant initiative that responds to immediate needs and will provide long-term support to India’s poorest communities in the Aspirational Districts by addressing the lasting impact of Covid-19.’

The campaign is expected to play a key role in district preparedness for managing nearly 70% of Covid cases at home, reducing pressure on the health system, and stemming the spread of fear amongst the people. The campaign will also undertake capacity building of citizens for correct usage of Oxygen concentrators that have been supplied to these districts.

NGOs will mobilize local volunteers to provide home-care support to those affected, based on the guidelines of the Ministry of Health and Family Welfare. Volunteers will be trained to support 20 affected families each by educating caretakers to follow Covid protocols, provide psycho-social support and timely updates about patients to the administration.

‘In line with Piramal Foundation’s value of *sewa*, we aim to reach every affected person in the 112 Aspirational Districts. We call all stakeholders—Government, NGOs, communities, and others—to join hands and offer their service in this initiative of the Aspirational Districts Collaborative,’ said Piramal Group Chairman Ajay Piramal.

.....

About Aspirational Districts Collaborative

Aspirational Districts Collaborative, an initiative Piramal Foundation, in partnership with NITI Aayog will bring together the government, communities, NGOs and CSOs, local youth, and key local



Influencers like Media, Self -Help Groups, Faith Leaders and Panchayat Samitis in 112 Aspirational Districts with an aim to uplift the 100 million people living in abject poverty through 2 key pillars of Collaboration and Convergence.

About Piramal Foundation

Piramal Foundation is a Section 8 company that develops innovative solutions to resolve critical roadblocks towards unlocking India's economic potential. The Piramal Group's core values of Knowledge, Action Care, and Impact guide the organization in carrying out its responsibilities towards society. It believes that considerable positive change can occur when we collaborate with like-minded partners and nurture scalable projects, ensuring a long-term impact. In line with the Sustainable Development Goals, the Piramal Foundation is focused on universal primary education, empowering women, reducing child mortality rates, improving maternal health, and improving access to safe drinking water. In 2018, Piramal Foundation partnered with NITI Aayog to transform 25 Aspirational Districts across seven states in India. The Foundation currently works across 25 states and has impacted over 112 million lives, mostly in partnership with state governments.

For Media Queries:

Dimple Kapur | Group Head - Corporate Communications | Piramal Group
Dimple.Kapur@piramal.com