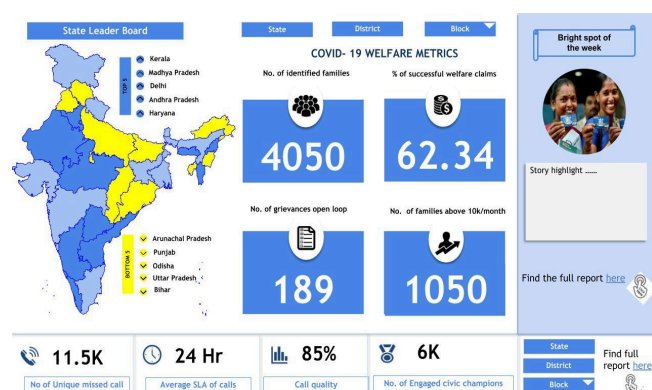


Problem context: To achieve the first Sustainable Development Goal (SDG) of zero poverty, 1 million people will have to lift themselves out of poverty every week across the world.¹ While India has lifted 271 million citizens out of poverty, the fastest rate in the last decade, the Covid-19 public health crisis can undo this progress and is likely to push the last half billion citizens back into extreme poverty while keeping 900 million+ Indians below the empowerment line.² Many states and the Government of India (on 26th March) have announced welfare packages in response to the pandemic, an economic stimulus package to absorb the shocks to the informal and small business economy. Together, India's own Marshall Plan³, to ensure economic resilience of workers and small businesses is estimated to be a fiscal stimulus of 5 lakh crores.⁴ Almost 50% of this spending is unlikely to reach the targeted households, due to gaps in state capacity (see footnote 2). Last week's access gaps for migrant workers to food & housing safety infrastructure illustrate the last 50% state capacity gaps. To ensure 100% realization of this safety net for the last half billion citizens, the speed and efficacy of last mile delivery needs to be built in 2020.

Description of our solution:

1. Setup a Covid-19 welfare national helpline maintained by Indus Action. It captures grievances of eligible citizens using existing platforms like digit, turn.io and our own open source [Campaign Management System](#) in accessing their rightful welfare benefits under the stimulus and channels escalations to appropriate authorities.

2. Activate a national network of 10k civic champions. This community shall be managed on Whatsapp based chatbot platform (like turn.io's healthcare) to spread awareness and provide support to potential beneficiaries. It will also be used to create a system of tiered rewards for influencers that demonstrate successful outcomes.



3. Create a national dashboard which reflects the progress on stated goals of the fiscal stimulus at top line (% successful claims) and bottom line levels (% families above empowerment line) as shown here. Generate **daily data analytics reports** that publish bright spots/hot spots at a hyper local level for media to amplify. Run **weekly challenges** to crowdsource solutions for top schemes facing 80% of unredressed grievances. Generate **fortnightly governance reports** that will include recommendations for rapid capacity improvements for delivery of these welfare benefits.⁵

4. Publish "Covid-19 Stimulus: Status of Welfare" Annual report by March 31st 2021 of this campaign experience.

¹ World Bank. 2014. "Ending Poverty requires more than Growth" Accessible [here](#).

² McKinsey Global Institute. 2014. "From Poverty to Empowerment: India's imperative for jobs, growth and effective basic services." This figure is from Exhibit E2, p.4 Accessible [here](#). McKinsey defines the empowerment line a bit more expansively than a traditional poverty line that is a "framework that determines the level of consumption required to fulfill eight basic needs—food, energy, housing, drinking water, sanitation, health care, education, and social security—at a level sufficient to achieve a decent standard of living rather than bare subsistence."

³ Marshall Foundation Website. Accessible [here](#).

⁴ The Centre has committed (1.7L Cr) fiscal stimulus through Pradhan Mantri Garib Kalyan Yojana on 26th March 2020. Kerala has committed to (~20k Cr). Assuming similar commitments of 15 large states adds up to ~3 lakh Cr.

⁵ In the first 100 days, by June 30, enable access to welfare benefits for all 0.42 million disadvantaged families in the Indus Action database.

Current traction: Indus Action (IA), has been working on enabling sustainable access to welfare rights for disadvantaged families. As part of our first mission, we have impacted **239,000 admissions** across 19 states in six years with a retention rate of 81%. IA has been supporting various state governments by deploying an end-to-end MIS platform for Right to Education, 2009 (RTE) Section 12.1.c admissions.

Our helplines for RTE currently service ~**1000 calls per day** of disadvantaged families from **19 States**. We have serviced **1.2 lakh unique missed calls** in 2019. In 2020, we have extended our portfolio to include delivery of **maternity entitlements** under National Food Security Act, 2013 (RTF) and disability certificates under Right to Persons with Disabilities, 2016 (RPWD). In Jan 2020, as part of the Tech4Dev community, we have secured a business license from **turn.io** to test out a WhatsApp Business API for 10k community members and have developed use cases for it.

Our mission of moving 1 million+ families irreversibly out of poverty in India by 2030 is already **supported by Michael and Susan Dell Foundation, Ernst and Young Foundation, Cisco, Draper Richards Kaplan Foundation, Uber India and Obama Foundation**, among others. This mission is driven forward by a **full time team of 55 public policy professionals** across 19 States.

Resource commitments: Our current helpline and campaign management platform capacities will be augmented to handle ~**1000 grievance redressal calls** per day related to all Covid-19 welfare packages across India (See mockups below). We are in the process of building data warehousing and predictive capabilities for our **current database of 4.2L disadvantaged families**. This will help us better predict the likelihood of the citizen in making a successful claim and mapping eligible welfare rights/schemes to other members in the same family that can increase their economic resilience. We have already initiated research across all our 19 States to build FAQ collateral related to accessing specific schemes within the fiscal stimulus.



Volunteer requests: 1) Be a local civic champion to map calls to door step delivery of benefits 2) Code and build the Covid-19 Status of Welfare National Dashboard website; 3) Data analytics and writing ensuing governance reports from the helpline data generated; 4) mobilize volunteers and other civic champions on media platforms. If interested, write in to info@indusaction.org or leave a missed call on +91 9686667353

Board Mentors: 1. [Donald Lobo \(Tech4Dev\)](#) 2. [Nathalie Kylander \(DRK Foundation\)](#) 3. [Nat Malupillai \(MSDF India\)](#)

Enabling the
disadvantaged
sustainable
access to
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