



Driving individual philanthropy as a trusted advisor

COVID Wave 2 in India is grimmer, starker, and more damaging than the Wave 1

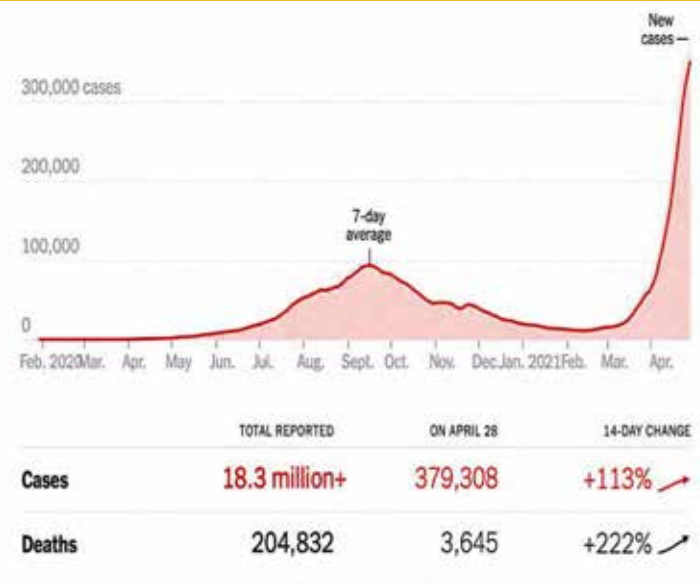


Higher risk of infection spreading far & wide

Greater burden on health systems

Re-disruption of economic cycles

Wave 2 Cases are 3X more than in Wave 1



Shortage of hospital beds and oxygen as India battles second Covid-19 wave



The panicked hunt for hospital beds is a recurring theme across India as it battles its second wave of Covid-19 infections. PHOTO REUTERS

Covid-19 Second Wave: Small Businesses Stumble Through Maze Of Local Lockdowns

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Auto, retail, SMEs may face brunt of 2nd covid wave



From a market perspective high beta sectors like autos, financials select consumer discretionary plays will be impacted. Photo: iStock



Amidst this chaos, citizens are stepping up to support each other

Financial support



In-Kind support



Mental support



People are willing to do more but are confused on how they can help

Today, we want to talk about how
you can help your clients do more...



Individual donors are overwhelmed today with options



Multiple requests for donation on social media or from community members



Retail donation sites have many options as well



The key questions they ask are the same as the ones for financial investment



Some advice which you can pass on
as their trusted advisor



Here are some impactful giving principles for your clients



How much?

Depends on the capacity to give;
2% to 5% of income can be
explored without it being
overwhelming



Which areas?

Support causes which align with
your values / interests and where
there is a need



How to build a portfolio?

Balance relief work with long-term
systemic change such as support
oxygen supply but also invest in
improving the healthcare system.



How to evaluate?

Select organisations that are
credible, capable and align to your
values; use data and evidence to
inform decisions wherever possible

**Which interventions can your
clients support?**



What is the need of the hour?

THE IMMEDIATE PRIORITY

Virus is more infectious and virulent, spreading far & wide

SAVING LIVES

Oxygen, drug, bed shortage along with rising cases has burdened health systems; **LIVES** of millions at risk and need to be rapidly vaccinated to **BREAK THE CHAIN**

THE LURKING PROBLEM

Lockdown & micro-containment are being employed to contain the spread

SAFEGUARDING LIVELIHOODS

Depleted savings, restricted credit cycles the slide this time could be precipitous, especially for the **local small, nano & micro businesses, daily wage earners, contract labour etc.**

SYSTEMIC ISSUES

Other areas crucial for development of society have suffered setbacks

REBUILDING INDIA

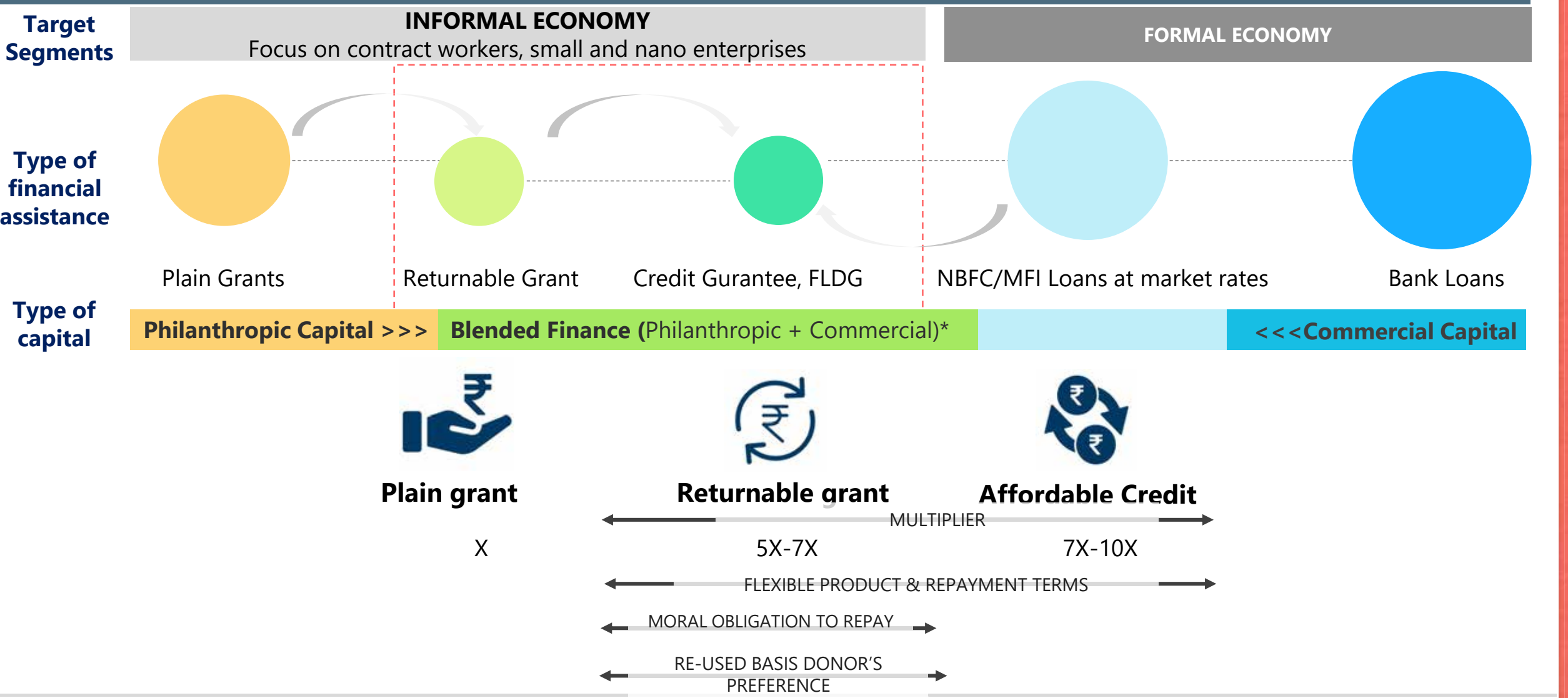
Critical developments achieved in areas of education, maternal and child healthcare, and environment have suffered a setback due to the pandemic need to make sure that we **DON'T SLIP FURTHER BACK**



Building blocks which power our approach to tackle the 'WAVE 2' effects

	Immediate	Short Term	Medium Term
Saving lives	<ul style="list-style-type: none">• O2 concentrators and beds• Vaccinations• Increasing temporary capacity	<ul style="list-style-type: none">• Health Insurance and Savings	<ul style="list-style-type: none">• Health infrastructure• Capacities of medical workers and pharmacists
Safeguarding livelihoods	<ul style="list-style-type: none">• Survival support• Access to govt. schemes and entitlements• Access to working capital	<ul style="list-style-type: none">• Skilling support• Entrepreneurship support (access to capital + capacity building)	<ul style="list-style-type: none">• Financial inclusion• Digital inclusion• Formalized labour practices
Education	<ul style="list-style-type: none">• Support operations of school	<ul style="list-style-type: none">• Remedial education	<ul style="list-style-type: none">• Blended learning approach
Environment	-	<ul style="list-style-type: none">• Segregation of waste• Behaviour change, awareness and communication	<ul style="list-style-type: none">• Strengthening local waste management systems

Unique blended finance instruments can facilitate recovery & resilience





Saving Lives: Immediate solutions



O2 concentrators and beds

Facilitate the provision of oxygen concentrators and additional beds to hospitals and COVID medical centers



Vaccinations

Support vaccination camps which are focused on people from marginalized communities



Increasing temporary capacity

Provision for necessary medical equipment, mobile hospitals and tele-ICU to increase India's capacity to combat COVID



Saving Lives: Short to medium term solutions



Health Insurance and Savings

Propagate healthcare insurance and savings to people from marginalized communities



Healthcare infrastructure

Support the strengthening of healthcare infrastructure to build the country's resilience



Capacities of medical workers and pharmacists

Support programs which work towards building the capacity of medical workers as well as pharmacists in India



Safeguarding Livelihoods: Immediate solutions



Survival support

Provide immediate financial support to help workers sustain their families and travel back to resume their jobs



Access to govt. schemes and entitlements

Support programs that focus on unlocking access to eligible govt schemes and entitlements



Access to working capital

Provide returnable grants and or low cost loans to people from lower income backgrounds



Safeguarding Livelihoods: Short to medium term solutions



Skilling and entrepreneurship support

Provide access to capital, skilling and mentorship programs, job opportunities as well as unlock market linkages



Financial and digital inclusion

Facilitate financial and digital inclusion of workers / entrepreneurs across the country



Formalize labour practices

Advocate for formalized labour practices which can provide security to labour across industries



Education: Immediate to medium term solutions



Support operations of schools

Build capacity of schools (with online facilities) to deliver quality education; provide necessary equipment to schools with no / less tech facilities



Remedial education

Provide extra classes / tuitions to students who are weak in studies or are slow-learners.



Blended learning approach

Facilitate the integration of digital classes and modules within the schools curriculum and calendar



Environment: Immediate to medium term solutions



Segregation of waste at source

Educate communities on proper disposal of waste – wet and dry; within dry, waste can be segregated as cloth, metal, plastic



Behaviour change and awareness

Propagate good waste management practices, waste disposal, and community level waste treatment options



Strengthening local waste management

Work with municipal bodies, local government agencies to strengthen waste management systems

There is a surge in individual philanthropy



You can help your clients make more informed decisions



Use the principles of impactful giving



Direct resources to immediate measure to combat COVID



Plan for sustainable giving to medium term interventions

Thank You