India’s protectors need protection

The COVID-19 pandemic has created cohorts of vulnerable communities, who need help and protection. Now.

If COVID-19 is a war, then our nurses, doctors, allied healthcare staff, sanitation workers and the police are the first line of infantry. Fighting in the trenches. The rest of us have to do our best to protect them and ensure that they are adequately equipped to wage the most existential fight we have known.

While they continue risking their lives to protect us, we have to address their immediate & medium term challenges, if the nation is to win the COVID-19 War.

Our Solution

Since time is of the essence, we have constituted a collaborative response mechanism with an urgent call-to-action for the private sector to come forward to safeguard the lives of our protectors. Based on advice from experts, we have designed interventions that will equip our Protectors to execute their tasks safely and effectively.

For each of the above interventions, we are identifying and on-boarding various implementation experts
India Protectors Alliance: A mechanism to rally behind our Protectors

We are forging an alliance of companies to protect our protectors, fulfilling both their short-term as well as long-term needs. We are setting up an **INR 50 crore** fund to support 100,000 Protectors and their families in the next 12 months.

For the Alliance, we are also enlisting support from sector experts and influencers to drive knowledge, share best practices, guide investments and mobilize more action. We have formulated a funding mechanism for companies to collaborate and provide quick, transparent, efficient & effective support to these heroes, thereby maximizing their impact for the cause:

![Diagram showing the mechanism]

**The Execution Mechanism**

- Samhita sources needs of the different categories of heroes from respective government departments & authorities
- Collective Good foundation, a non-profit trust of Samhita can receive CSR funds & employee micro-donations from companies and provide CSR compliance and tax deduction reports
- In close collaboration with our implementation partners, we will provide the above support to our Protectors
- Samhita will monitor the support provided and report back to the companies on utilization and impact on Protectors
- Samhita will run digital campaigns to raise awareness about the need for protecting our Protectors, the support provided by alliance member companies, best practices and success stories from the ground
- The Alliance will recognize and celebrate the corporate champions’ effort through multiple media platforms

**Designed to maximize corporate impact**

- Our model is compliant with CSR obligations and ensures direct and immediate impact in a credible, transparent and meaningful manner
- You can support interventions that are critical, time sensitive and recommended by experts
- We will amplify your impact to ensure that you are recognized as a Corporate Champion by your peers, experts and Protectors
- We can help you communicate your impact to your employees, customers, investors and shareholders

**You and I know of interventions, complex and simple. Of theories of change, simplistic and nuanced. This is not a time for all of that. This is not business as usual. We have to act. Borrowing from Martin Luther King Jr. (because who better to borrow from, at a time like this), ‘act with the fierce urgency of now!’**

**Join the Movement!**

Write to us at priya@samhita.org or even better call us + 91 900 469 4716.