

Our hearts filled with emotions after Phase 1, seeing how much more our society needs. With your continued support, we have commenced Phase 2!



COVID - 19 RELIEF PROGRAM *Phase 2*

In these times of uncertainties, we stand united to offer help discreetly to those middle class families who are victims of unemployment due to job loss as an outcome of lockdown.

OUR PLAN



Registration

Our potential beneficiary registers on **1800-313-4090**, which is being professionally handled by Campus Haat, IITK Team.



Screening

The team will conduct due diligence to assess the genuineness of the caller. On clearance, an **OTP** will be shared with the beneficiary, which would be required by the delivery executive for verification.



Delivery

The beneficiary will be door delivered a relief box and the identity will remain **confidential** at all times.



#FeedAFamily

BE A DONOR

Your contribution of **₹1,000** can provide a needy family a ration box, which would last for at least **3-4 weeks**. You may decide the number of families you would like to support.

For contributions (all contributions are tax exempt under Section 80(G) of Income Tax Act), please donate in favour of Kanpur Parivartan Forum -

HDFC A/c No. - 5020 00 4442 5990
IFS Code - HDFC0002080

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Press Release

The pandemic caused by Corona virus took away jobs and work from lakhs of people. In these families, the major earner loses his work because factories are shut or the hotels are not open. Such families, who lived a decent living, are suddenly on the verge of starvation. They are living in localities that we cannot identify as needy, and are too hesitant to ask for food. To reach out to such people, Unnat Bharat Abhiyan IIT Kanpur and Kanpur Parivartan Forum jointly launched a technology driven novel initiative named Covid19 Relief Operation Phase 2.

The needy family calls on a toll free number (1-800-313-4090) and the call is received by a call centre set up on IIT Kanpur campus by Campus Haat, an incubate company. A team conducts due diligence and on clearance an OTP is shared with the caller which he/she produces to the delivery executive for verification. A nicely packaged box of ration, worth Rs1000 and sufficient for a family for 3 to 4 weeks, reaches through courier within a couple of days. The identity of caller is kept confidential, thus without anyone around knowing about it, a family in need gets the required help on time. The programme is operationalized using an APP 'Sahyog', developed by Campus Haat. The caller details are taken through the app, and the information is collected about his/her skills and job profile. This data will become useful once economy moves towards normalcy and the employers begin searching for skilled labour. The callers are also asked if they are interested in getting ration card made, and those interested will be connected to the nearest CSC centre which is authorized to make these cards.

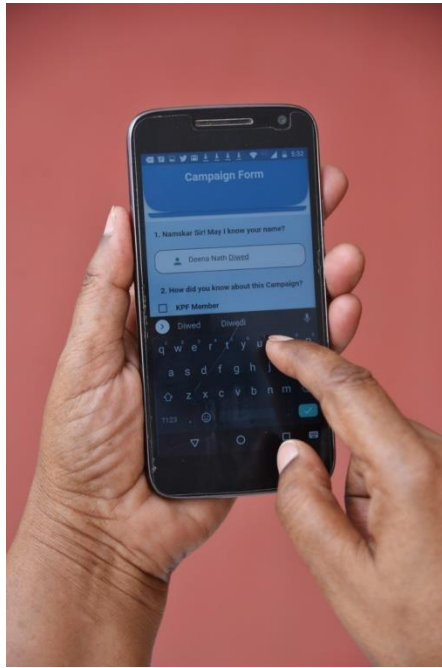
Prof Jayant Singh, Dean of Resources and Alumni has played a key role in garnering support from IIT Kanpur alumni for outreach activities in the past also. He helped to bring this programme on ground, and has made an appeal to the alumni for their full support, financial and otherwise. The Unnat Bharat Abhiyan team of IIT Kanpur worked under his guidance, and people who contributed are Prof Sandeep Sangal, Prof Shikhar Jha, prof Sudhanshu Shekhar and Rita Singh.

The programme has been conceptualised by the experienced members of Kanpur Parivartan Forum in the leadership of Anil Gupta, an IIT Kanpur alumni and founder of Prachi Leathers. Anil Gupta told that in Relief Operations Phase 1 we distributed

12000 ration packs to the needy in slums. We felt the need to use technology in Phase 2 as it was targeted to middle income families not living in areas where we expect families to be starving for ration. With this technology caller is able to reach out through toll free number and get his ration. Sandeep Jain of Parivartan told that we ensure that the self-respect of beneficiaries is not hurt at any time. They are assured that the crisis will go away soon, and we are all together in these troubles times. Many organizations have already started sponsoring our ration packets and began sending us details of their daily wage workers whom they are unable to absorb at present times. Each ration pack also has a pair of fabric mask made by women in the villages of Bithoor adopted by Unnat Bahrat Abhiyan IIT Kanpur. The project is giving employment to many rural women. The programme has been operationalized after much thought by members of Parivartan, Sandep Jain, Amit Bagrath, Asif Bhai, Faiz Khalid, Arvind Kumar and many others.

Today Prof Abhay Karandikar, Director IIT Kanpur did an e-launch of the programme by pressing a GO FOR DELIVERY button on the Sahyog app. He praised the novel efforts of reaching those in need, and told that once we reach volumes, data of large number of skilled labour can also be utilised for re-skilling and connecting with the employers. He appealed all stakeholders for their generous donations.

The inauguration was attended by Prof Jayant Singh, Prof Onkar Dixit, prof Sandeep Sangal, Prof Shikar Jha and Rita Singh.



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