

Draft

Best Practice Adopt A Family Campaign: A case study of District Karnal

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Background

As soon as India announced lockdown due to the Corona virus on March 24, thousands of migrant workers started to leave for their homes in the biggest mass exodus of people in the country amidst such a challenging situation. Migrants labour are prone to various social, psychological and emotional trauma in such situations with the fear of neglect by the local community about their wellbeing and safety of their families waiting in their native places. Migrants are forced to leave their native places in the search of better opportunities and earnings, mostly leaving behind their families. During this situation of COVID -19 pandemic many migrant workers used all possible means to return to their native places. These most marginalized sections of the society, who make a living by daily wages, need sympathy and understanding of the society in times of such a distress. During this lockdown all business operations, manufacturing, constructions, industries, markets, etc. have been closed down in the cities. It has impacted badly on the employment of these urban poor. It is estimated that out of the 107 million urban workers, 41 million are self-employed, 16 million are found to be casual workers, and 50 million are salaried employees, which have been affected by this COVID-19.

In the days ahead, industries are also going to face a huge void because of reverse migration of skilled labour. India's social safety net programmes have main focus on rural areas because of the reason that there are more poor people and greater deprivation in rural India. However, in the coming months, transient poverty will rise sharply in urban areas and millions of families, who are normally not covered by most public safety net programmes, will need immediate support. This shutdown will have a bigger impact in urban areas due to the much larger economic activity here.

Rationale behind adopting this Initiative

The migrant workers were facing immediate concern related to food, shelter, healthcare, loss of wages and their families, which increased their anxiety and fear. In fact, this calls for a strong social protection for them with immediate response and measures to be taken by the administration as well as society by ensuring community shelters and community kitchens, making other relief material available, emphasising on the need for social distancing by putting effective institutional mechanism during this COVID-19.

For decades, villages across India have been migrating to the urban areas. Now with the understanding about the issues of the migrant population during the COVID-19, their decision is one of simple arithmetic: to earn more a day instead of half of the wages back at their native places. The lockdown has badly impacted these marginalized communities due to loss of livelihood and lack of food, shelter, health, and other basic needs. The government is aware of its responsibility to protect the health and well-being of this migrant population.

keeping this situation in mind District Administration Karnal launched an initiative called ADOPT A FAMILY.

Implementation Strategy for the initiative

Total lockdown in the wake of Corona virus outbreak brought a lot of hardships for migrant daily wage earners and other vulnerable people like –daily wage workers, homeless people, construction workers, rickshaw pullers, rag pickers, pavement sellers, beggars, etc. To ameliorate their plight, the District Commissioner, Karnal responded through initiative called “ADOPT A FAMILY“ right from the first phase of lockdown.

Strategy of the programme launched :

- An analysis was made that per week essential requirement of a typical family of five members is 2kg atta, 2 kg rice, one kg dal, one litre cooking oil, dry milk packet, one kg sugar, soap and detergent
- This requirement can be met by a donation of Rupees 500 for one week, Rs. 1000 for 2 weeks and Rs. 1500 for 3 weeks (during complete 21-day lockdown).
- Any number of families can be adopted by the donors.
- It was also announced that Letter of appreciation will be given to any NGO or public-spirited citizen who adopts 10 or more families.
- Anyone who adopts 20 or more families will be felicitated by Deputy Commissioner, Karnal in DC office as a token of appreciation.
- A helpline number 1950 has been started at the district level. The vulnerable and needy families were identified by a screening method, including self-reporting at district – and they were provided a packet of dry ration: rice, atta, cooking oil, pulses, sugar, salt, cooking masala, haldi, soap.
- Supervision is being done by a team of /officers officials, who visit these place to ensure that it reaches to the needy persons

Implementers and Collaborators of the Program

District Administration was taking all the required steps for well-being of the distressed people. Administration also called for cooperation of local NGOs, social service organizations and good Samaritans who were willing to contribute for the cause of welfare of these vulnerable sections. For the purpose, a Karnal Corona Relief Fund was started at the district level. Money is directly transferred into the bank account specially created for this purpose through Digital payment or Payment by cheque. DC office is keeping the account to ensure that dry provision can be delivered to daily wage workers, rag pickers, beggars etc. who are not covered under PDS or any other government scheme. Shri Krishna Pranami School, Karnal has been made the donation center for receiving the voluntary contribution and storage of procured food grains. Some of the consumer items are procured online by

designated ration shops while some of the requirements are being met by the voluntary contributions by general public in the donation center in Shri Krishna Pranami School.

Highlights of this Initiative

- Till May 4, 2020 approx. an amount of Rs. 92 lakh has been donated which means that about 20,000 poorest families will be taken care of throughout the district.
- More than 500 organizations/ good Samaritans have made contribution for this scheme and some have even adopted more than 100 families.
- One team each for all the 20 wards has been deployed to identify the vulnerable households.
- Municipal councilors were also roped in to help these teams in identify and reaching out to families in their respective wards. Sarpanches and the members of the gram panchayat were also involved by the district administration in this initiative. They were asked to give a list of all such families who are in need of help.
- The 24-hour district helpline 1950 also received many calls from those in need of help. With such a spirited mobilization, the District Administration was able to deliver food and provision at the doorsteps of the needy families of migrant laborers/workers.

These teams keep on visiting their respective areas and distribute the essential food items to the families of migrant labours. The whole system of benefaction and alms distribution goes on under the supervision of Deputy Commissioners and Additional Deputy Commissioners with the officers of DRDA .

Use of social media

A Widespread publicity of the initiative was done by issuing press notes and via posters on social media. The posters were also put up on the website of district Administration. Wide publicity is being given and people have started approaching the district Administration through their help line.



Issued by : District Administration of Karnal

**DISTRICT ADMINISTRATION,
KARNAL Needs Your Support in its fight
against COVID-19**

We are providing food and other essential items to daily wage workers, homeless people and other vulnerable sections in Karnal.



HELP US IN OUR DRIVE BY ADOPTING A FAMILY

Make a donation of Rs 500 per family per week or Rs 1000/1500 per family for 2/3 weeks (during complete 21 days lockdown)



Chip in your contributions to :

Name of Account : Karnal Corona Relief Fund

Account Number : 4137000100112736

IFSC Code : PUNB0413700

Branch : Punjab National Bank , Kunjpura Road , Karnal

LET US TOGETHER FIGHT CORONA #HumSathTohCoronaKoMaat

FOR ANY QUERIES CONTACT US AT : 0184-2272201 , 9817701572

Press Note

Karnal, March 31:

ADOPT A FAMILY: As all of us are aware, COVID -19 has hit the most vulnerable sections the hardest - migrant workers, daily wage earners, construction workers, homeless, etc.

District Administration Karnal is providing a packet of essential goods such as atta, rice, daal, edible oil, sugar, etc to ensure that their hardship is mitigated.

We request that each and every one of us come forward and support our brothers & sisters of Karnal in these trying times. We have full faith in the goodness & generosity of the citizens of Karnal, and hope that no stone will be left unturned in adopting a needy family by donating as much as possible.

Donate Online - The link is shared below:

<http://karnal.gov.in>



जिला प्रशासन करनाल

Fight Against COVID-19



ADOPT A FAMILY

- Food & other essential items are being provided by the District Administration to vulnerable sections like daily wage workers, homeless people, construction workers, rickshaw pullers, beggars.
- The most vulnerable sections **NEED YOUR HELP !!!** Citizens of Karnal - Support your brothers and sisters in these trying times.
- **ADOPT A FAMILY** : Rs 500 per family per week or Rs 1000/1500 per family for 2 / 3 weeks (during complete 21 days lockdown)
- Adoption of 10 or more families : Will get Letter of Appreciation by Deputy Commissioner, Karnal
- Adoption of 20 or more families : Will be felicitated by Deputy Commissioner, Karnal in DC Office as a Token of Appreciation
- Please donate as much as you can to the Karnal Corona Relief Fund with details given below :
Name of Account : Karnal Corona Relief Fund
Account Number : 4137000100112736
IFSC Code : PUNB0413700
Branch : Punjab National Bank, Kunjpura Road, Karnal
- For any queries, contact us at : 0184-2272201 , 9817701572



Output:

The people of Karnal, including families, industry, even the expats abroad, etc. have contributed generously to adopt the needy families in Karnal. As of April 15, 2020, approx. Rs. 92 lakh have been donated – which means that about 20,000 poorest families have been covered throughout the district. More than 500 organizations/ good Samaritans have contributed to this scheme and some have even adopted more than 100 families.

This effort has also earned appreciation by the Joint Secretary, Health, Shri Lav Aggarwal, specially mentioning the initiative of the Karnal administration in his daily briefing a couple of days ago. This practice has been appreciated by Government of India as one of the effective measures to stop the movement of migrant labour. The Hon'ble CM of Haryana has also patted the district administration and other stakeholders for this successful endeavour to fight the COVID battle as reported in The Tribune of 6th May, 2020. The migrant labour is not coming out in the locked down. The Authorities have made sure and they have taken necessary steps to ensure that everyone has access to food and medical care.

It has come as an effective measure to stop migrant labour for leaving the city.

Challenges

- Physical interaction is vital for the survival of the unorganised sector workers as they cannot avail the facility of Work from Home (WFH)
- Daily wages stopped due to lockdown. The government may have the provision of paying pending wages for all work under the Mahatma Gandhi National Rural Employment Guarantee Scheme, if any and expand its scope to those now forced out of work.

- Although government is providing free ration and cooked food but there are other basic necessities other than food which is not getting fulfilled due to lockdown.
- Identification of needy people is still an issue as there is no defined criterion.

Way Forward

Majority of the workforce is in the unorganized sector who earn bread on daily basis. With the distribution of free ration their movement can be arrested to a large extent during the lockdown. Rural laborers will not be able to work because of the lockdown and should be given wages during the crisis as an employment allowance. It can be replicated during the normal times (ordinary circumstances) by integrating the donations under this initiative with the scheme for providing grains to BPL families through Fair Price Shops (FPS) in order to reduce the fiscal burden on the government.

Reference

The document has been prepared with the support of information provided by the Administration and officers trainees posted there. At present no documents are available for further reference.