



Welcome

Coping strategies of NGOs During COVID19



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(A centre for People's Empowerment and Sustainable Development)

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About PECUC.....



work statement

PECUC empowers children, women, elderly, youths & vulnerable communities to promote & protect their rights.

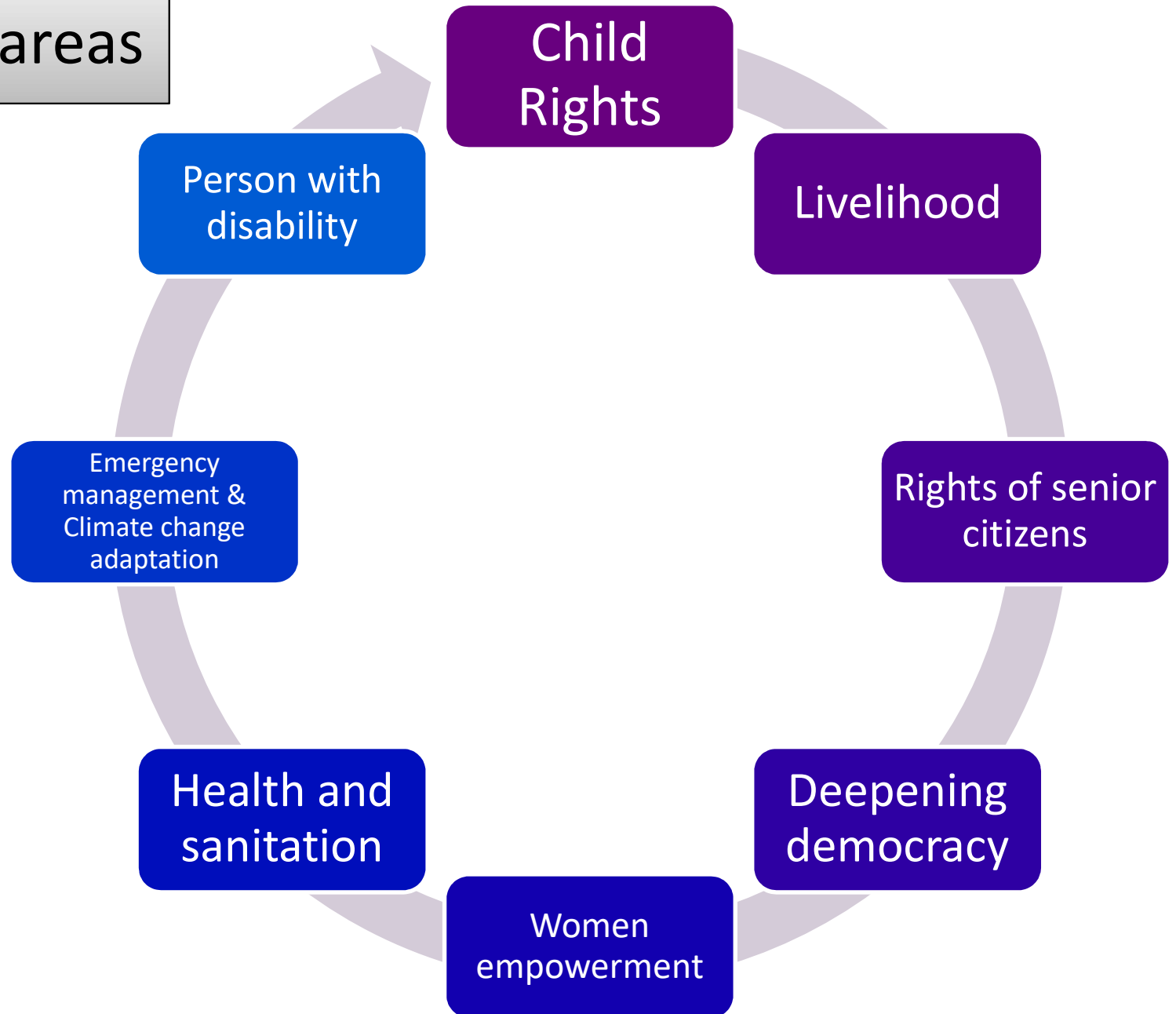
PECUC, Odisha, India formed by a team of like minded persons in the year 1990. This is in July we are going to celebrate 30 years of its Journey.

PECUC focuses primarily on child rights. While working at the community level PECUC has learnt that children, their parents, grand parents, their families and the community as a whole are trapped into a vicious circle of multiple problems which has led to gross violation of human rights. So PECUC works on focusing on various thematic issues.

PECUC's Vision “A world, in which peace, justice and equality prevails. Individuals and communities, live in dignity and harmony respecting cultural and natural diversity. A world in which, people participate in their social, cultural, political life and economic well-being and to their rights to a life of dignity.”

PECUC's Mission “Our mission is to empower and enable people especially children, women, the aged and other disadvantaged in society, to participate powerfully in their overall development. Our mission is to create and strengthen peoples' institutions that sustain, promote and fulfill their development needs and rights to a life of dignity”.

Thematic areas



Odisha at a Glance

- About odisha is situated in the eastern part of India with a population of **4.2 crores [42 Million]** and having **62 tribals** communities which constitute **22.1%** of total population of Odisha.
- Disaster history : The unique geo -climatic conditions of the state make it vulnerable to multiple natural disasters. During **1996-2020**, Odisha has experienced **13 years of flood, 8 years of drought, 7 years of cyclone**.
- COVID situation in India as on 29th June 2020 – **549,197 affected** and **16,487 death** & Odisha – **6859 thousands affected** and **23 deaths**.
- Govt initiative in Odisha – lockdown & shutdown, setting of quarantine centres in every panchayat, containment zone in affected areas, issuing of guidelines for safety measures, awareness generation on COVID19 through media, **33 nos** of Covid19 Medical centres, **[4470 beds** in hospitals for COVID patients] bringing migrant labourers of the state from different parts of India, advanced PDS distribution for three months, social security pension for three month etc.
- But all this measure is not sufficient in this critical juncture ,so PECUC developed its strategy to respond in this situation to support vulnerable needy families .
- One of the PECUC's thematic priority area is disaster management & climate change adaptation



Strategy of PECUC for COVID19 Response ...



- Awareness on safety measures at Community level
- Staff safety measures - Preparing guidelines & orientation to staffs & volunteers on safety measures for COVID19.
- Information sharing on Govt. guide lines / safety measures at community level.
- Psycho social counselling support to children, adolescents, youths, women, older persons at door step /Online
- Engagement of Children in creative activities
- Handling cases at community level – children & women
- Social Media Campaign
- Relief Operation
- Support to service providers - Masks, sanitizers, PPE kits etc.
- Linkage & convergence with Govt. provisionings .
- Coordination with Govt at each level, coordination with Local self Governance system i.e. Panchayatiraj institutions
- Support for income generation through supporting producing mask with persons with disability and women groups
- Networking & alliance building with like minded groups
- IEC material development & dissemination
- Honouring COVID19 warriors- Doctors/health professionals / Police/CSOs & Own staffs too

COVID19 response of PECUC

- PECUC started its intervention during February by generating awareness in the community.
- Capacity building of staff and volunteers to face the challenging situation.
- Teaching/meeting with community- Proper hand washing method, physical distancing etc.
- Circulating updates and Government guidelines of the situation in the fields areas and also among the staffs.
- During lockdown coordination started regularly online with the community and volunteers /staffs regularly.
- Work from home also promoted.



COVI19 Response of PECUC....

- Guideline on Safety measures for Staff /volunteers prepared.
- Volunteers/staffs of PECUC supported at community level door to door awareness and also with service providers.
- Ensured all safety norms in PDS distribution, market areas etc
- Participated in various media talk on Covid19 issues relating to women and children .



- IEC materials- leaflets /Visual /booklet in local language prepared & distributed in the community.
- Social Media Campaign through PECUC Goodwill Ambassadors through WhatsApp Group, mail, LinkedIn, Facebook, audio – video exchange for creating awareness on COVID19
- Various days observed to keep children/youths engaged, i.e. World Water day, World earth Day, Friday for future campaign, No child labour day etc.





ପିପୁଲସ୍ କଲଚରାଲ ସେଣ୍ଟର (ପିକସ୍)

ଭାରତୀୟ ସମାଜରେ କରୋନା ଭୂତାଣୁ ସଂକ୍ରମଣ ରୋକିବା ନିମନ୍ତେ ଆବଶ୍ୟକ ସୁରକ୍ଷା ପ୍ରାବଧାନ

- ବାହାରରୁ ବାହାରିଲେ ମୁହଁରେ ମାସ୍କ ଦିଆ ଉପାୟ ଓ ହାତରେ ଗ୍ଲୋବ୍ ସ୍ପର୍ଶକାର କରନ୍ତୁ ।
- ମୁହଁ, ପାଦ ଓ ନାକରେ ହାତ ଲଗାନ୍ତୁ ନାହିଁ ।
- ନିଜରୁ ଯଥା ସମ୍ଭବ ଦୂରତାରେ (୧ ମିଟର) ରଖି ଦିଅନ୍ତୁ ।
- ଚୌକିର ସ୍ଥାନରେ ନ ବସି ପିଆ ଖୋଲ ଲୋକଙ୍କୁ ସତର୍କତା କରନ୍ତୁ ।
- ଚୌକିର ବିକିଷ ସିଆ ସକଳ ହାତକୁ ନିଜେ ତଳେ ରଖି ଦିଅନ୍ତୁ ଓ ଭାରା ଗ୍ରହଣ କରୁଥିବା ଲୋକଙ୍କୁ ଭାରା ଗ୍ରହଣ ଓ ବସ୍ତ୍ରଧାର କରିବାପାଇଁ ପରେ ହାତ ଧୋଇ ପରିଷ୍କାର କରିବାକୁ କୁହନ୍ତୁ ।
- ପରକୁ ଫେରିବା ପରେ ନିଜର ଲୁଗାପଟା ବଦଳାଇ ଆଲଗା ରଖନ୍ତୁ ଓ ସାବୁନ ଦିଆ ସର୍ତ୍ତରେ ଧୋଇ ଦିଅନ୍ତୁ ଓ ନିଜେ ଭଲ ଭାବରେ ହାତ ଓ ଗୋଡ଼କୁ ସାବୁନରେ ଧୋଇ କରନ୍ତୁ ।
- ମଝିରେ ମଝିରେ ନିଜ ହାତକୁ ଭଲଭାବରେ ସାବୁନରେ ୨୦ ମିନିଟ ପର୍ଯ୍ୟନ୍ତ ଧୋଇ ପରିଷ୍କାର କରନ୍ତୁ ।



Dry Ration Support

- Working with Govt – District/Block Administration & PECUC joined hand in COVID-19 response support.
- PECUC reach out to community covering 500 villages, in 3 districts (Khordha, Balasore, Keonjhar) of Odisha.
- Dry ration support to **600 nos.** of **migrant labourers** from outside state of West Bengal, Maharashtra, Jharkhand and different districts of Odisha.
- Dry ration support to **3188 families** of daily wage labourers, migrant labourers, single women, older persons, disabled persons, left out, etc.



Health & Sanitation

Support	Beneficiaries
500 sanitary napkins	Adolescent girls of Khordha Municipality
5582 Masks and Gloves, sanitizers, PPE suits kit	Service providers in 3 districts
4500 households	psychological support through online and door to door Meeting.
255 community awareness campaigns	Through volunteers/staffs with focus on safety measures
7553 soaps distribution	3188 families and 600 migrant labourers in 3 districts
1100 families Provision	of detergent powder
600 families	Provision of phenyl, Detergent



Working with Children- In field areas

- Online counseling, door to door awareness.
- Engaged children by involving them through several creative ways to lessen their mental stress.
- Counseling to Children on online safety, maintain the safety norms, support and guidance in their study, other activities like drawing, painting, short poem writing, poster making, one act play, singing, wall painting, etc.
- Handling child marriage, child abuse, Child labour cases



Working with children- Creating awareness

- **44 Days campaign to end child labour** launched by PECUC from April 30th No child labour day to 12th June World day Against child labour.
- A Facebook live programme “**Say no to Child labour**” organised on 30th April 2020.
- PECUC in association with Localwire organised **quiz competition** as a part of 44 days campaign to end child labour for 44 days. More than 5000 children and adults participated in this competition through online mode.
- A State Level Workshop –webinar on “**Impact of crisis on child labour**” was organized on 12th June to mark the culmination of the 44 days campaign.

Say No to Child Labour.....

PECUC
30th April 2020
National Anti Child Labour Day
ଜାତୀୟ ଶିଶୁଶ୍ରମ ବିରୋଧୀ ଦିବସ

Facebook live on the Occasion of National Anti Child Labour Day 2020 on 30th April at 4 PM to 5 PM
Link: <https://www.facebook.com/PecucOdisha/>

 Bhoomika Das – PECUC Goodwill Ambassador for Promotion of Child Rights	 Abhijit Padhi Child Singer	 Anshika Routray - PECUC Goodwill Ambassador for Promotion for Right to Play
 Ranjan Kumar Mohanty Secretary PECUC	 Anuradha Biswal Olympian	 Prof. Prabir Kumar Pattnaik Legal Expert
 Punyata Dash Singer	 Jatin Dash Senior Journalist	 Payoj Dash Child Musician
 Anuradha Mohanty Executive Director		

ପୁରସ୍କୃତ ଶିଶୁ ଆନ୍ଦୋଳନ ଶୈଳୀ
People's Cultural Centre (PECUC): www.pecuc.org

Working with the community

- Most vulnerable families were identified and they were linked with MGNREGA work & other Govt facilities.
- Intervened in addressing domestic violence, child marriage & Online abuse cases.
- Support for income generation activities by producing mask with persons with disability and women groups.
- PECUC honoured as the COVID warriors in all its operational areas.



Critical issues and challenges ahead

- lockdown affected vendors, small and marginalized farmers, single and older women, person with disabilities, daily wage earners ,vulnerable groups, specially children and women, older people.
- Large number of migrant labours are coming from outside and more demand of food and work.
- Children education is at stake as the schools are closed
- Children are mentally stressed
- cases of domestic violence on women .
- Poverty and malnourishment.
- This may have an impact on the maternal and infant mortality rate.
- Job insecurity –joblessness
- Child labour ,Child trafficking ,Child marriage ,Online abuse.





Thanks.....