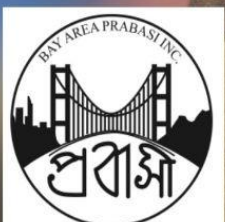


# A Project Proposal on Hello Beta

A non Profit  
Initiative  
by MUKTI

Submitted To



Submitted By



## Present Scenario

As on 24<sup>th</sup> April 2021, the number of confirmed cases worldwide has exceeded **146,236,400** confirmed **3,099,461** deaths and **124,022,653** recovered with almost 180 countries affected. It took over three months to reach the first 100,00 confirmed cases, only 12 days to reach the next 100,000 and only four days for the third 100,000 cases. The second wave of Covid is way more dangerous than the previous one. New Mutants has now increased the tension and leading to collapse of our health system. The rise in case numbers has been exponential in the second wave.

On 18 June last year, India recorded 11,000 cases and in the next 60 days, it added 35,000 new cases on average every day. On 10 February, at the start of the second wave, India confirmed 11,000 cases - and in the next 50 days, the daily average was around 22,000 cases. But in the following 10 days, cases rose sharply with the daily average reaching 89,800.

The medical and public health professionals struggle to fight with the new strains of the virus despite being introduction of the Vaccination drive in India, The nation is facing a severe shortage of Vaccine and the condition at hospital is miserable, there is no beds available on emergency basis also, no oxygen cylinders and no medication. This is a high time to intervene with the help of stakeholders to protect the life of the people.

## India as on 24 April 2021

Confirmed Cases:- 1,62,63,695

Cured Cases 1,36,48,159

Deaths:- **1,86,920**

Source:- <https://www.mygov.in/covid-19>

## West Bengal as on 24 April 2021

Total Confirmed case- 7,00,904

Total Recovered - 6,21,340

Total Death- 10,766

## Project:- “HELLO BETA”

Coronavirus has given the entire world a jolt. Work has stopped from East to West, North to South. People have started to doubt the future existence of the human against the pandemic. Rarely used words such as lockdown, quarantine, social distancing has been frequently used these days. People have been asked to stay home. While people are struggling all over the world during these COVID-19 days, there is one section of population who are at a much higher risk. They are our senior citizens, our parents. They are the most forgiving people, and they are particularly vulnerable now. To serve them better with necessities such as food, water, and medicine, we have launched a program called “**Hello Beta**” program on April 2020.

“**Hello Beta**” is created with the **purpose of serving seniors**, mainly because of the physical and social reasons. Older people normally lack a strong immune system, so they are more vulnerable. They are likely to have conditions such as heart disease, lung disease, diabetes, or kidney disease, which impacts their immune system. It is best if they stay home and avoid outside exposure. But staying home means lack of social connection and information about what to do, where to go and buy food, water, and medical supplies and so on. “Hello Beta” is created to meet such need of Elders, Children’s, and Pregnant women as well.

## Need of the Project

We are seeing a tremendous need across India and in particular West Bengal. Several commendable efforts from Govt of India are underway to increase the number of bed and oxygen cylinders but these efforts are handicapped by the time required to ramp up production and a shortage of the necessary components. They are not able to meet the need on time and lives will be lost as a result. We are requesting Bay area prabasi to provide us 100 oxygen concentrator and 1000 oximeters machines which can be provided to people on the basis of need and requirements in people’s homes on returnable basis to treat them immediately address the problem.

There is shortage of bed, shortage of oxygen cylinder, medicines in the country. People are dying at the doorstep of hospitals, there are disturbing pictures showing 2-3 corona patients lying on the same bed. The medical system has been collapsed and so that the govt.

The new mutant is way more serious than the previous one. This virus is now affecting the whole family, it is being said by the researchers that the virus still not showed its real color. The highest peak in cases is expected on 3<sup>rd</sup> week of May. The situation may get more worsen then what we are experiencing it today. This time the need and requirement are different, as Kolkata is known to be the place for old age population, the young group of the state is either living abroad or working in another state of India. The people are worried about their parents who were not being able to go outside due to pandemic. The bed and oxygen shortage are further worsening their worries about their parents.

Seeing this grave concern **MUKTI** (a socio-economic development organization) is wanting to be partnered with the **Bay Area Prabasi** (non-profit socio-cultural organization of the San Francisco Bay Area) to provide 1000 oximeter and 110 oxygen concentrator support to the people of Kolkata, West Bengal on need-to-need basis.

## Approach

The MUKTI organization has come up with an idea to provide **Door to Door Service** to the needy ones. We can contribute to preventing the spread of the virus by providing people their essentials based on their requirements at their doorsteps and thus somewhere helping government (who is already short of helping hands) to fight with the disease. The project involves deployment of nearly 20 youth at field level having their own mode of transportation and with basic medical knowledge, a highly dedicated team for smooth functioning of the call-center, a Manager and Team Lead to ensure the successful implementation, tracking, monitoring and evaluation of the project.

The Youth deployed under the Project will be accountable to provide the home-delivery solutions to the callers who are in dire-need and not being able to get the oxygen cylinders/concentrator, oximeter outside. To stop this virus further and to save lives, it's important for people to Stay at Home safely.

HELLO BETA service will be available in Kolkata which will includes:

1. Home Care Medical Support (Oxygen, Tele-video conference, Medicine)
2. Outdoor Support by Hourly Beta (hospital visit, banking service)
3. Supply of Essential commodities (Groceries, vegetables, Water)

We are planning to extend our support with the help of Bay Area Prabasi as we are in dire need of oximeter and oxygen concentrator to provide life support to the affected families. We believe that No one should leave behind in this crisis.

MUKTI believes that **Care** for elderly, people living with disabilities, children & most disadvantaged through psycho- social support, those who are devoid of shelters and residing in temporary shelters, students locked out in state due to sudden lockdown is our priority. We have a track record of working with more than 55,000 families at the time of Natural disaster. To sustain this project and to help the needy ones, we are expanding our outreach to most of the places, as people are very much satisfied with our service and with this motivation, we want to expand our work in our districts of the State as well.

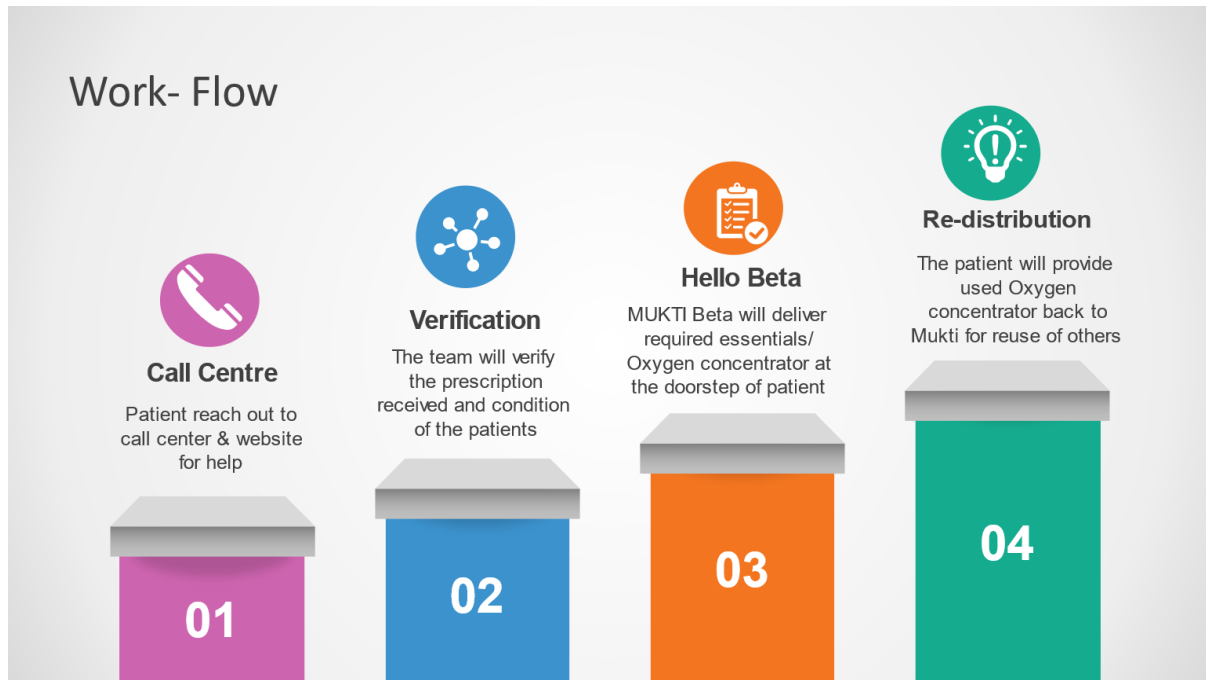
Timeline - April 2021 to July 2021

Target Beneficiaries - Elder people, Children, Divyang and Pregnant women, Students based on their need. The oxygen concentrator and medicines will only be provided after verifying the prescription of the doctor.

## Monitoring Mechanism

- A team of fully dedicated staff consisting of 20 Filed functionaries who are responsible for delivering of essentials to the people.
- Call center staff, Manager and Team Lead will look after this project. A proper Tracking mechanism will be taken care of.
- ID cards has been issued to the field functionaries.

- To confirm the order delivery status a dedicated call center team is there who will record the feedback of the customers.



### Result and Impact

This process has enough filters in place to stop abuses. Customers are encouraged not to hoard. Each order has a predefined amount limit. With our operation, our customers braced for our success and wished us well for our gesture.

The program will be helping in reducing number of cases and saving lives as we are covering the most vulnerable section of society under this initiative. By providing them essentials on door-to-door basis, oxygen concentrator, oximeter, medicines as per their need, thus by this we can help in preventing the onset of next stage of transmission of COVID\_19.

---By this initiative, we can support the most vulnerable set of population like Elders Children, Pregnant women, students etc.

---By this initiative, we can provide a dignified life and mental Support to the people and further connect them with various educational centers, Health functionaries as well.

---By Following the above mentions conditions, we can also play our part in protecting people to go outside and to prevent the outbreak of the disease in interiors of village.

### Restoration and Build-Back

To ensure and restoring normalcy and to ensure that negative impact of the pandemic on regular development work is minimized, MUKTI has already started working on online classes mode. Where we are connecting children with teachers via online mode and senior citizen and pregnant women to get trained and aware of the Virus via digital mode, a ZOOM call is being organized by the team members. MUKTI is providing Education in Emergencies to restore education for most disadvantaged children in rural and urban areas using technology led solutions. Health in Emergencies our High focus on pregnant, lactating mothers, elderly, psychosocial care, mental health, non-communicable and communicable diseases (other than Covid19) for this we providing tele consultation with the doctors and educating women and elderly people about the health emergencies, hygiene, sanitation and also briefing them about how can they cure themselves from the virus by following certain practices of home care as advised by Indian medical council of India.

## An Appeal

We would really appreciate the support financial aid in procuring and delivering some basic efficient oxygen support equipment's like Oximeters & Oxygen Concentrators to help Covid patients in home care due to the scarcity of hospital beds during this second wave of Covid outbreak from your esteemed organisation.

We would appreciate your collaboration and support !

