

CoLive Chronicles

Key Highlights

- Founding CoLive (Covid Livelihood Coalition)
- Shared Values and Purpose
- Foundational pillars of CoLive: Health and Livelihood
- Ground zero updates
- People and Voices
- CoLive in the news



Focus

In just 8 weeks, CoLive has unleashed the power of co creation and collaboration. Tiered on three existing Collabs - Covid Action Collaborative, Creative Dignity and Catalyst 2030-NASE, National Association of Social Entrepreneurs, 84 leading organisations are direct members of CoLive. It's direct and indirect outreach, cumulatively across all collaborations amounts to at least 20% of India's rural population, approximately 150 million people .

The focus is on reimagining and rebuilding livelihoods crucial for primary producer communities dependent on the commons across sectors like creative manufacturing, value added farm, forests, oceans, and water bodies, struggling to survive. CoLive shall strive to build a robust collaborative, initiated in covid response paving a way forward for health and livelihoods, even beyond the crisis.

Shared Values

- Regenerative livelihoods through co-creation
- Transparency
- Community at the centre

Shared Purpose

CoLive co-creates regenerative livelihoods, built on community agency for dignified, secure and resilient lives esp. for vulnerable women and youth.

Executive Summary

CoLive (Covid Livelihoods Coalition) is one of the largest inclusive collectives in India, addressing resilience via health and sustainable livelihood initiatives. Co-Convened by leading and innovative organisations rooted in the first mile pan India, CoLive provides an accelerated and sustainable response to vulnerable communities.

At 84 organisations as it's direct members , CoLive's direct reach is upwards of 20 million households across India, in just 8 weeks.



www.colive.org.in

Our Partners



Ground zero updates

PRATHAM

Pratham has launched 'Karona Apni Suraksha', a youth-led health-based communication campaign takvia digital technology to bridge the information gap about the pandemic and contain the spread of misinformation on COVID-19. They have reached close to 11,000 communities through more than 700 external partners in 11 regional languages apart from English



Foundational pillars of CoLive: Health and Livelihood

Health

CoLive Health is an action that supports public and rural health systems with medical supplies, cash-in-aid and ration kits for communities in distress along with additional support to women and adolescent girls with personal safety and hygiene kits. CoLive members are also actively conducting awareness campaigns to address vaccine hesitancy and protection protocols in 25 Indian states.

National Covid Care (NCC) Corps

National Covid Care Corps (NCC Corps) of para health professionals is created to support health services at the community level, in partnership

and certification from the Health Sector Skill Council at NSDC, which is focused on prevention, cure and vaccination and will transition into the Livelihood Service Corps. It proposes 2 cadres based on their distance from patients, NCC Advanced and NCC Basic. It is co-created by Industree, Dakshas, Pratham, JSS, Noora Health, Health Sector Skill Council-NSDC, along with ECHO as the training partner. It is backed by C 2030 NASE Telehealth, COVID-19 Med-Tech, Rural Logistics Platform, and Emergency Relief supplies. Organisations like PRATHAM, Noora Health, Spread, ISAP, TRIF, Breakthrough, Deshpande Foundation, World Vision are supporting the virtual training of community volunteers on NCC basic for Covid appropriate behaviour in local languages with focus on preventive and management measures.



Livelihood

The aim of CoLive Livelihoods is to use the ecosystem approach to solve key livelihood issues such as access to capital, capacity and markets. Leveraging private & public sector expertise, knowledge, and technology in the supply chain shall be pivotal for livelihoods sustainability. To ensure the same, organisations such as Industree, Vrutti, ISAP, Sasha, Swades, World Vision SEWA Coop-Federation, Deshpande Foundation, TRIF, PHIA, SNEHA are shaping and formulating the livelihood and economic recovery package for the various sectors.

Barefoot

Barefoot with its robust network of ground partners is functioning in 30 vulnerable districts, focusing their efforts on 6 initiatives by providing need-based support by giving diagnostic and preventive equipment for COVID, vaccination awareness drive support, mass awareness on covid, tele-medicine consultation, Database management of nearby hospital and different medical services, government scheme awareness.



Survival Kit

CoLive, a consortium of grass-root level Covid response collectives, has initiated a survival kit targeting 200,000 tribal families such as Kui tribes, Bondas & Didayi tribes of Malkangiri district, Paudi Bhuyian of Angul district in the state of Orissa, and the Soligas of Kamataka in 5000 villages in the states of Karnataka and Orissa. The survival kit for Rs 1,857 contains a month's supply for a family of five.

Conserve India

Their covid warriors distributed free one month ration to more than 20000 beneficiaries to the waste pickers near the landfill sites and to the rural artisan groups in Punjab and Haryana. Besides this, the Conserve team has organized Covid prevention and awareness programs in the waste picker slums and artisan clusters and use and deploy oxygen cylinders and is functioning in 30 vulnerable districts, concentrators across Delhi, Punjab and Haryana.



Noora Health

Noora Health has trained 555 frontline workers from 3 organisations, namely ISAP, SPREAD and Breakthrough under the 'NCC Basics' program of CoLive. These organisations have undergone our "Basics of COVID Training" and/or "Open House Vaccine Webinar" course in the month of June'21. Supplementary resources and certificates (attached) have also been provided and great responses has been received so far.

SEWA Bharat

Community facilitators observed that misinformation and myths around vaccines were causing widespread hesitancy among people. To overcome this, they have organized a Vaccination Camp going door-to-door, engaging with the community, speaking to them about how vaccines have been developed as an outcome of in-depth research and scientific study, and therefore, are completely safe.



Dasra

With it's #BacktheFrontline Campaign, Dasra has through the last 8 -10 weeks, been spectacular in raising support for the work of over 80 grass root organisations, with great speed, aimed at immediate response, enabling all of the beneficiaries to respond to the crisis.

COVID Action Collab (CAC)

CAC www.covidactioncollab.org, and Swasti have helped Creative Dignity spread food, nutrition and ensure good hygiene for our women artisans and their families. CD's regional member organizations helped identify the clusters, verify the need, and coordinated distribution along with artisan champions. 8210 individuals were reached through 1642 women artisans across 7 states.

CoLive has been extremely fortunate in the advisory support it has received from CAC on strategic as well as structural matters, based on it's experience over the past year.

People and Voices

"Excellent opportunity to see organisations discussing on one table and taking ideas for cross sector discussions"

- Anita Ahuja,
Conserve India

"The CoLive training was well-facilitated, it was a great interaction. After the training, there was no confusion left, it was very effective in teaching us how to help people overcome vaccine hesitation"

- Chinmoyee,
SPREAD

"The need of the hour can be found in the strength of a collective and CoLive provides an excellent platform to collaboratively address the livelihood and health crisis caused by the pandemic for India's vulnerable communities."

- Sanchita Mitra,
National Coordinator,
SEWA Bharat

"I am satisfied with the NCC training given to ISAP team members from Jharkhand, Maharashtra, and Rajasthan and the Mentors were able to clear doubts of field personnel regarding COVID 19 myths, used authentic AV materials, and provided real-life examples"

- Naveen Jha,
Director(Training),
ISAP

Due to continuous 2 months lockdown there was no work. When no one came to help us, the leather artisans; Deshpande foundation helped us by distributing food kits and are grateful to the foundation and supportive organisations.

Muktabai Namdev Bhandare (elderly woman) receives food kit from women board of Directors of Sant Haralayya Leather Producers company Ltd., Village Madbhavi, Taluka Athani, District Belagavi, Karnataka



CoLive in the news

Outlook
THE FULLY LOADED MAGAZINE

MAGAZINE INDIA CRICKET OPINION VIDEOS PHOTOS WORLD ENTERTAINMENT
HINDI BUSINESS MONEY TRAVELLER RESPONSIBLE TOURISM POSHAN PLANET OUTLOOK

Home Website National Opinion Multi-Level Collaboration Only Way To Fight Crisis, Reconstruct Economy

Multi-Level Collaboration Only Way To Fight Crisis, Reconstruct Economy

Neelam Chhiber says that national livelihood models have for too long assumed that India's rural population will increasingly migrate to cities for work and that required economic growth exists. This has been proved wrong.

Neelam Chhiber, Shiv Kumar, Dr Ashwin Naik
29 June 2021, Last Updated at 12:33 pm

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Covid-19 relief | Image for representation

Multi-Level Collaboration Only Way To Fight Crisis, Reconstruct Economy - Outlook
<https://www.outlookindia.com/website/story/opinion-multi-level-collaboration-to-fight-crisis-enable-economic-reconstruction/386510>

The CSR Journal
Integral Part of the Solution

ABOUT US CATEGORIES LEADERS SPEAK OPINIONS FUND THE PROJECT CSR GALLERY MEMBERS

HOME CATEGORIES AGRICULTURE & RURAL DEVELOPMENT COLIVE INITIATES SURVIVAL KITS TARGETING 2 LAKH TRIBAL FAMILIES IN KARNATAKA AND...

AGRICULTURE & RURAL DEVELOPMENT PRESS RELEASE

CoLive initiates survival kits targeting 2 lakh tribal families in Karnataka and Odisha

By The CSR Journal - June 11, 2021

SHARE

Rapid Rural COVID response organizations coverage to raise funds for tribal families in Karnataka and Odisha - CSR BOX
https://csrbox.org/India_CSR_news_Rapid-Rural-COVID-response-organizations-converge-to-raise-funds-for-tribal-families-in-Karnataka-and-Odisha_1286

CSRBOX

Rapid Rural COVID response organizations converge to raise funds for tribal families in Karnataka and Odisha

By CSRBOX On 11 June 2021

CoLive initiates survival kits targeting 2 lakh tribal families in Karnataka and Odisha - The CSR Journal
<https://thecsrjournal.in/colive-coalition-survival-kit-tribals-odisha-karnataka/>

CoLive
Resilient, Sustainable Communities

IN CONVERSATION WITH RYJIMY & NEELAM CHIBER

Radio outreach for CoLive-Radio - Google Drive
https://drive.google.com/file/d/1L_R1qhl-xWPqJ00KtGAVdp770x3QPmt/view?usp=sharing

CoLive
Resilient Sustainable Communities

Covid Livelihood Coalition

Donate Now



For more information on Colive, contact_remya@industree.org.in

For membership in Colive, contact jyotsna.raju@industree.org.in