Antarang’s Response to the COVID – 19 Crisis

Striking the fine balance between an agile and a well-measured approach
The outbreak of the unprecedented Covid-19 crisis resulted in an atmosphere of uncertainty and fear in varying degrees across the globe. With no medical solution in sight, nations came up with various measures to contain the spread of the virus including imposing strict social distancing norms and lockdowns. India too ordered rolling lock-downs of varying lengths during the first and second waves to grapple with this crisis.

The first lockdown was particularly severe in terms of the restrictions imposed on all forms of commercial activities. Memories of this period are etched in our minds in the form of the tragic scenes of migrants trudging their way back to their homes due to loss of livelihoods. The second wave was particularly devastating in terms of the sheer human casualties caused by the highly infectious Delta variant of the virus.
With vaccination numbers yet to gain traction, the initial 12-18 months of the medical crisis posed basic challenges of survival and sustenance for most of the people. Governments were hard pressed between the need to contain the virus and at the same time ensure non-disruption of businesses and livelihoods.

The role played by civil society organisations during this time was monumental in supporting the last mile delivery of relief measures announced by Government bodies as well as other well-meaning organisations and individuals. Whether it be provision of medical relief services, securing lives and livelihoods, ensuring non-disruptive delivery of educational services etc., NGOs were at the forefront in every field and went an extra mile in bringing succour to people in need.

Antarang too witnessed the fallout of this unforeseen development, given the scale and breadth of its programs running across the cities of Mumbai, Pune, Udaipur and Goa. The evolving situation saw Antarang responding with remarkable alacrity. Besides undertaking various COVID relief activities, Antarang introduced innovative changes in its processes and programs so as to ensure a non-disruptive flow of its services to youth.

In fact, the driving thought backing all of Antarang’s response to the COVID-19 crisis was the need to “Safeguard Youth Aspirations” even under these trying times. We were at the precipice of losing the aspirations of a generation thanks to this pandemic. It was therefore imperative to stem dropouts from education and provide productive employment to young adults, so that we did not lose the hard-earned progress we had made in building equitable futures for the young.

With this vision in mind, the immediate step taken up by Antarang was setting up a Steering Committee to channel all its efforts in a decisive manner. The managerial team at Antarang – the “Decision Circle” became the think-tank to strategize all the Covid relief efforts as well as programmatic changes. Cross-functional working groups were set up to ideate on various issues and advise the Decision Circle. Additionally, a separate Covid Relief Core team was established to actually implement the Covid relief efforts on field. So as to ensure an agile response to the evolving situation, the Decision Circle began conducting weekly meetings; similarly, the Covid Relief Core team too had stand-up meetings thrice a week to strategize and assess the effectiveness of the on-ground efforts.
Our approach to actioning our vision and tackling the COVID crisis was driven by the following five threads of thought

1. **Students stay connected**
   Our first imperative was that students and their communities stay connected to us. This was vital as the lockdown induced by Covid had meant complete loss of connectivity which was a prerequisite for initiating any kind of relief efforts as well as re-starting our programs on ground.

2. **Students stay Safe**
   Safety of students and their communities was mission critical considering the raging pandemic and no immediate visibility of medical solutions in the early days.

3. **Student aspirations stay on track**
   Thirdly, having ensured student safety, we wanted to be sure they were on track to achieve their professional aspirations and that COVID induced restrictions did not imply thwarting of their dreams. We acknowledged that achievement of this objective would necessarily require programmatic innovations and re-designing of program delivery.

4. **Stakeholders stay engaged**
   We also recognized the need to constantly engage and communicate with all our stakeholders so that they had a real time understanding of the situation on field and could pivot their assistance accordingly.

5. **Learnings are integrated**
   Above all, we wanted to make sure that we were using the wisdom and learnings brought on by the COVID crisis to re-invent our programs as well as rethink our execution strategies on a long-run basis to build robustness and resilience in our programs.
Here, it must be admitted that **while the broad direction of the efforts to be undertaken was clear; the situation on ground was constantly evolving with new challenges being thrown at us every step of the way. Therefore, being able to think on foot to ensure agility of response was needed at every juncture.**

With clarity being achieved on the broad contours of the solution, we set about undertaking the following activities to achieve our objectives.

**Keeping students connected**

Most of our students were not connected mainly due to the inability to afford data recharges and dependence on family members’ cell phones which was resulting in missed learning opportunities. Antarang realised early on that **staying connected through the internet was critical for students and their families - not just from an education standpoint - but also because everything from COVID relief to health care access to access to daily essentials was all through apps and the internet. Antarang helped by providing data recharges to 650+ students for digital learning.** The recharges proved useful not only in terms of enabling students to attend the CareeReady program, but also helped them attend their online college lectures. Besides, the recharges also made it possible for us to disseminate information on our Covid relief efforts amongst students and communities.

**Keeping Students and communities safe**

Considering the fact that informal workers made for a bulk of the population in many of our communities, along with people running small sized businesses as well as daily wage earners; the strict lockdown during the first wave of the pandemic implied loss of incomes and dipping into a depleting savings pool. Food availability was also an issue in the initial phase of lockdown coupled with the fear of the virus. Vaccine hesitancy was rampant in later days due to fear and suspicion about its side effects.

*Our efforts, therefore, to achieve the objective of keeping our students and their communities safe took mainly the form of medical assistance and awareness programs, ration distribution drives and generation of livelihood opportunities.*
Antarang along with the Municipal Corporation of Greater Mumbai, SNEHA, and ATE Chandra Foundation undertook a massive ration distribution campaign in the far-flung and high-risk containment zones of Dharavi. This was the most ambitious and large-scale relief drive that we undertook right at the beginning of the pandemic. We provided ration and hygiene supplies to more than 35,000 people in a couple of months.

The ration distribution campaign was a highly logistics intensive effort and required planning and coordination on a daily basis with the multiple parties involved in the drive, ranging right from food procurement, to its transport to the periphery of containment zones and finally ensuring distribution of the food packets to the neediest families in coordination with the ICDS centres [Anganwadis] operating inside Dharavi.

In addition, the M-West ward officials also reached out to Antarang for food and essentials. With the support of Microsoft and our on-ground NGO partner, Adarsh Foundation, we completed a ration distribution drive to help more than 10,000 vulnerable residents.

The pivotal role played by Antarang in these ration distribution drives helped consolidate its position as a trusted partner for MCGM in Mumbai as well as several other NGO partners like Adarsh Foundation, SNEHA etc.
Medical help

Immediately post the onset of the Covid crisis, Antarang’s community ambassadors started receiving queries from our students and communities regarding Covid testing, hospital care and information on government’s Covid helplines. These queries came up in response to the calls made by Antarang staff and volunteers to over 1700 alumni to check on their well-being and their need for any form of assistance.

In order to cater to these growing requests for information and guidance, Antarang compiled a ward wise database of all medical care providers such as hospitals, testing labs, ambulances, information on private care facilities such as Rotary clubs where medical facilities were available, police station numbers, Covid war-room contact numbers etc. This information was then shared with our students and communities. In the event, students were unable to arrange for medical facilities by themselves, they were assisted in doing so by Antarang officials. In fact, Antarang students also assisted MCGM in maintaining call resolution records in some of the Covid war-rooms.

Counselling

Antarang arranged for bi-monthly counselling sessions for our alumni to help them cope up with the mental stress created by the Covid crisis. These sessions were conducted by trained psychologists from St.Xaviers college. During these sessions a safe space was created for students to share their emotions and anxieties. In a separate series of counselling workshops, students were also taught techniques of stress management, anger management, various mind-calming techniques etc. These workshops provided the students the much-needed emotional outlet as well as helped create a sense of security and belongingness.

Access to govt schemes

Antarang in partnership with NGO Haqdarshak organized an online session for disseminating information on various government schemes announced for provision of Covid relief as well as various government schemes targeted for the low-income population. An information booklet of such schemes, compiled by Haqdarshak, was also shared with our students and communities.
Opening up livelihood opportunities to families

As masks were the need of the hour, Antarang mobilized 100 families with tailoring skills for undertaking mask production. With the support of the IDFC Foundation, students and their families made over 10,000 masks. We distributed these masks to the ‘high risk’ frontline workers - the Safai Karamcharis (cleaning staff in the public health facilities). Masks were also distributed in communities by our student community ambassadors. Masks were given free of cost for those who could not afford to pay, while for the others a token amount of RS.5/- per mask was charged. The sale of masks helped provide some financial support to our youth ambassadors involved in the mask distribution drive. The masks were of high quality and aesthetically made; hence, they also found a market in housing complexes across Mumbai.

We also opened up our placements App – the CareeReady App to all family members of our CareeReady alumni. The App which basically helps Antarang connect its students to jobs and continued learning opportunities, was now being used by their parents to apply for jobs through Antarang.

Vaccine awareness

As the availability of vaccines increased, a cadre of vaccine awareness ambassadors was created from amongst the community youth for spreading the word about the vaccination. We had a series of Vaccine Pe Charcha sessions inviting MCGM officials, WHO representatives and doctors to address fears associated with vaccination. An entire team of 17 young vaccine ambassadors fought vaccine hesitancy and reached over 10,000 people through their social media communications on relevant and verified information about the vaccine. Antarang Foundation also vaccinated over 270 people, including staff, youth, and families.
With schools and colleges declared closed for physical sessions and restrictions being imposed on assembling of people, Antarang transitioned to digital delivery of the CareerAware and CareeReady programs to ensure that students continued to learn and pursue their career aspirations. Some of the innovative steps taken by Antarang in this regard have been captured below:

**Creation of Digitized content**

Much before the announcement of lockdown, our Content team proactively worked on redesigning the modality of curriculum delivery so as to facilitate a smooth transition to digital mode of operation.

The Content team identified the pieces in CareeReady [CR] curriculum which required in-classroom facilitation and those which the students could learn at their pace. Accordingly, session timings were shortened keeping in mind the limited digital access of our students. Sessions were instead divided into separate portions – a pre-work portion, an in-classroom portion and a post-session portion.

The asynchronous approach to learning helped navigate the digital connectivity issues to great extent.

**The process of curriculum redesign was achieved by our Content team in a record span of 3-4 days!!**

In the case of CareerAware [CA], curriculum delivery was attempted through a combination of online Zoom sessions, WhatsApp communication and phone calls considering limited digital access of school students. Content was also converted into attractive digital presentations which were shared with the students.
Also, considering that the lockdown imposition was not on a continuing basis, an agile curriculum approach was adopted- i.e. the pedagogy was kept at its simplest so that both an offline and online delivery of the curriculum was possible with the same set of lesson plans and tools. Facilitator training was also conducted through hang-outs to familiarise them with digital modes of delivery. **24X7 point of contacts (POC) were set up within the Antarang team to help facilitators troubleshoot technical as well as digital facilitation related issues.** Facilitators were encouraged and guided to go the extra mile and if required repeat entire sessions multiple times or reach out to students on a one-on-one basis in the event they were not able to reach out to all students simultaneously due to connectivity issues.

Further, **taking into consideration the digital connectivity issues, Antarang felt the need to develop tools which would promote asynchronous learning so that youth learning and growth did not suffer in any way.** With this intention in mind, Antarang, in collaboration with MCGM, launched the Nantar Kay - WhatsApp Career ChatBot that brings all career-related information to the fingertips of our students.

The bot is like a career teacher on WhatsApp who will instantly address all career-related questions and next steps for grades 9 and 10. The chatbot contains information on various careers, tips on career planning, 11th admission process, information on a student’s in-college journey, fun quizzes on careers etc. 80.4% of the users have reported having a great experience using the chatbot and rated it 4 out of 5.
Spearheading digitized delivery of programs

**Career Aware [CA]** – With schools transitioning to digital classrooms, CA program delivery moved to an online format. The CA intervention in 9th grade is of a longer format and covers all the topics which help students make their career choices while the 10th grade intervention which is of a relatively shorter time-frame is meant to guide them in making their college choices.

While the 9th standard intervention moved to Zoom calls, given the nature of content to be delivered and the longer time-frame of delivery, the 10th standard intervention was delivered through a mix of one-on-one calls and conference calls with groups of 5-6 students.

For the 9th grade students who did not have digital connectivity, the curriculum was delivered through phone calls. Again, within these students, the number of calls made to those who managed to attend at least some part of the digital delivery and to those who had no digital connectivity varied in number. Thus, due to poor connectivity issues, very often, facilitators had to go the extra mile and repeat sessions.

Our facilitators rose to the occasion and were very determined to reach every youth they could, even if it meant twice-thrice the usual effort and time!! Besides, in cities like Mumbai, school-wise/grade-wise weekly attendance records of these online sessions were also shared with MCGM officials to enlist their support in problem solving for attendance issues if any. Factoring the wide reach of Whatsapp, as also the fact that digital connectivity issues were caused in many cases due to lack of access to digital devices during session timings; **We integrated the ChatBot entirely into CA curriculum delivery to ensure that students continued to learn outside classrooms and did not suffer on account of digital connectivity issues, Antarang also experimented with other modes of curriculum delivery, for e.g. in Udaipur, Antarang in collaboration with Rajasthan -SCERT developed career videos for telecast on television channels.**
CareeReady [CR]– In the absence of a physical classroom space, the CR batches were entirely converted into digital classrooms right from March 2020. In fact, the digital classrooms in some ways made program enrollment easier as the need for the batch members to be present at a fixed location [i.e. in a community or a college setting] was completely obliterated. Batches could now be formed in a more heterogeneous manner.

The CR digital classrooms were conducted either through Zoom, Google hangout calls and in case of connectivity issues, through simple conference phone calls.

If required, students were also aided with data re-charges for attending the online sessions. Visually attractive tutorial documents designed by Antarang’s Communication team, on usage of Google hang-outs, were shared with CR students.

Intergroup communication was also achieved through Whatsapp groups created for each CR batch which also help lend a sense of group cohesiveness.

The CareeReady sessions apart from fulfilling the fundamental purpose of building awareness, ability and granting access to career opportunities, helped preserve a semblance of normalcy for the students in these uncertain times as also building resilience within them by setting an example of how to stay put against all odds.
Towards the closure of the CR batch, students are linked to suitable career opportunities. However, given that scheduling of actual face-to-face interviews with prospective employers had been rendered impossible, Antarang actively worked with employers to facilitate telephonic interviews. Antarang also opened up work from home opportunities for its students. Students were also encouraged to use the Antarang Placement app, for applying to jobs/internships/learning opportunities facilitated by Antarang. The app launch in fact was also an entirely digital affair on Instagram. During FY21, the Antarang student outcomes team enabled 1,987 youth with relevant links for education (9), employment (356), and courses (1622) for upskilling and placement purposes.

Besides placement opportunities, students successfully completing the CR program are also entitled to mentor linkages as well as continued learning opportunities through our active alumni engagement program to continuously build on their awareness, ability and access to take up career opportunities. Both these services were converted into a digital format through the usage of Zoom/Hangout technologies.

Antarang also hosted its graduation ceremony, a bi-annual event in which it celebrates the successful completion of the CR program by its students, through the digital medium. The virtual graduation ceremony was marked by events and performances by students telecast digitally on Facebook along with virtual recognition of student achievements. The graduation ceremony serves as a platform for showcasing professional achievements and career journeys of Antarang alumni, with the primary intention of making employment aspirational as also stressing the importance of perseverance, passion and excellence in work.
Enlisting the support and buy-in of all the stakeholders who constituted Antarang’s ecosystem – right from Government, Donors, Program partners, Employment partners etc. was very vital at this juncture for ensuring their support towards successful on-ground program execution during these challenging times.

Finally, our own staff and facilitators had to be supported to ensure their emotional and physical well-being given that they were operating on the frontline under extremely difficult circumstances.
Some of the measures taken by Antarang to engage with our different stakeholders are elucidated below:

1

**Government**

Antarang has been partnering with local government bodies in the cities of Mumbai, Pune, Udaipur and Goa for execution of its CareerAware program. During the lockdown phase, schools started shifting to online mode of teaching. In order to ensure commitment of schools to the CareerAware program, weekly catch-ups were conducted with Government officials to keep them apprised of the program progress and enlist their help in problem-solving. Besides **in Mumbai, Antarang actively worked with MCGM on rendering of Covid relief efforts and was also part of the NGO forum constituted by MCGM for problem solving on various education related issues** such as modalities of ensuring education continuity and curriculum delivery during lockdown, support towards reaching out to students who were not accessible through online channels of teaching etc. **It was indeed a privilege to be recognized by MCGM as a trusted partner in battling the pandemic induced problems on various fronts!!**

2

**Donors**

Antarang realized early on the necessity of maintaining a high-touch communication strategy with its donors during this time-period, so as to bring them up to speed on a real-time basis about the constantly evolving situation and Antarang’s response to the execution challenges under the new normal. **Antarang started sharing monthly bulletins on the immediate response, recovery and new normal initiatives that were being undertaken during this period.**

**The high-touch communication strategy was much appreciated by donors as it helped instill confidence in them that every effort was being made in an agile and yet measured manner to keep programs on track even under these difficult times.**

In fact, here we need to specifically mention that **our donors were extremely sensitive to the challenges that we were facing and were most willing to accommodate changes in budgetary allocations as well as commit additional funds to meet emerging needs.**
Our strategy with program partners both for CareerAware [non-government partners] and CareeReady again comprised touching-base at a higher frequency to ensure program execution was sensitive to evolving situations. Besides, for our CareeReady program partners [colleges and NGOs], we also conducted open workshops on topics such as digital literacy, interview preparation etc depending on the needs expressed by these partners. The digital literacy workshops especially were very much appreciated, as colleges had transitioned entirely to digital classrooms, and some of their students were struggling with basic digital literacy issues. The workshops therefore helped colleges in some ways to bolster their classroom attendance.

In order to better understand employer hiring preferences and constraints during Covid, Antarang did a quick dipstick survey with our hiring partners. Considering that many of them had shifted to a hybrid working pattern, many employers specified the need of a digitally savvy employee irrespective of the job profile. Antarang therefore started a ‘Techspiration’ series for its alumni to familiarize them with all the digital tools which were required to operate in a virtual working world.

Besides, Antarang also launched the Sponsor an Intern campaign. The campaign was conceived of and run by Idealake entirely pro bono. Small businesses who hire our alumni were cash strapped, so we raised funding to help them pay internship stipends to help our students get much-needed work experience and incomes - a virtuous cycle supported by philanthropy. We also ran “Sponsor an Intern” and “Offer an internship” campaigns during the “Daan Utsav” week to facilitate internship opportunities for our students.
Besides offering 24*7 support for transitioning to the new normal of digital facilitation, our Content team increased the frequency of focussed interactions with our facilitators just to check-in on their general well-being.

Considering the stress and anxiety of delivering the curriculum in a very difficult work environment, Antarang also set up various counselling programs for its facilitators to support their mental well-being as also to aid them in terms of their personal and professional development.

**Antarang partnered with EMPower and Inner Space to embark upon an 8-week journey that helped our facilitators learn the skill of Compassionate Counseling.** This program was for facilitators and development sector practitioners and had 250 to 800 individuals participating in each session from various organizations across India. Spanning a total of 8 workshops, the participants learned -1. Understanding self as a way of understanding the other 2. Learning counseling skills and their application during these sessions.

The high stress environment caused by Covid, coupled with the need to be on the frontline combatting the difficult on-ground situation, meant stretching of both the emotional and physical capacities for staff at Antarang. **Antarang introduced many measures during this period for the emotional and physical well-being of the staff.** These included virtual fun-time staff meets and group activities, daily physical fitness sessions covering topics such as yoga, meditation, aerobics, etc, ‘Coffee chat' sessions with HR as a general well-being check-in.

Antarang also introduced a hybrid work policy wherein staff had an option to work both from home and office. For those of our workers who did not have a conducive work environment at home, these staff members continued to operate out of office.

Antarang also arranged a 3-day online retreat for its staff to spend time reflecting, learning, and bonding. The various sessions at this retreat were expertly anchored by sector professionals, including one of our board members and some Antarang team members. The sessions covered a wide range of topics including those on mindfulness, understanding intersectionality, functional fluency, stories on inspiring leadership etc.
Antarang’s field of engagement was not just restricted to its immediate circle of stakeholders but also extended to the ecosystem in terms of sharing and assimilating best practices followed by other civil society organisations who were battling a myriad of social issues that were emerging/getting aggravated during the pandemic.

During this time period Antarang became part of the Vartaleap Coalition, a cross-sectoral grouping of 170 youth engaging organizations from the development sector, government, media, educational institutions, and UN agencies. The coalition aims to a) mainstream youth-centric development from the margins and make it a new norm for practice in all members and affiliates of vartaLeap Coalition, b) co-create personal and collective wellbeing through collectives and c) pilot and scale collaborative innovations for impact at scale.

Antarang also leveraged the Ashoka Fellowship initiative for tapping into the collective wisdom of fellow members for organising Covid relief activities as well as gaining in-roads into varied fundraising avenues to sustain its Covid relief efforts.
The Covid crisis was no doubt an extremely challenging period which tested the mettle of every individual and organisation. The pandemic in some ways helped sift and identify the resilient organisations who took up every challenge to adapt, learn and grow. Some of the lessons that we learnt on account of this crisis were–

- It is important to follow the process, but vital to pivot as per the purpose! To ensure this one needs to be agile and adaptable. The end objective needs to drive the action on ground and not the plan set in action to reach there. Multiple back-up plans are a must to cater to every conceivable eventuality

- More is not always better, prioritisation and clarity of end objectives is vital to stay on course especially when operating in a dynamic work environment with multiple demands on time and resources

- Decisions need to be data driven and this approach needs to be the DNA of the organisation to ensure an agile and well-measured action plan

- One size cannot fit all and hence program design needs to be inclusive. Programs need to be designed and executed keeping in mind the requirements of a diverse audience and differing operating environments. Solutions need to be dynamic and creative to keep youth engaged.

- Partnerships are vital to survive, thrive and grow- constant engagement is therefore critical
The changing needs of our students and communities on the ground, our learnings from the Covid crisis coupled with the inputs that we received from our external evaluation gave us the opportunity to reflect deeply about our work and impact and plan for what we want to do as an organization moving forward.

What emerged is what we call Antarang 2.0 - an integrated 4-year career pathways program that targets students from grades 9 - 12. Antarang 2.0 is a model for successful School-to-Work transitions for adolescents. By 2030, Antarang Foundation plans to help 25 lakh urban youth between Grades 9 to 12 via Phygital career campus embedded in formal education systems to ensure that they stay in education and are on a trajectory to a career of their choice.

This Unique PHYGITAL model combines physical and digital interventions at different touchpoints to enable informed decisions at each stage and is in many ways a direct outcome of our learnings from the Covid crisis. A Phygital Career Campus in Schools and Jr. colleges is a composite solution comprising setting up of:

- **Career Exploration Labs:** These labs are envisaged to be set up in the computer labs of schools and colleges, wherein students with the help of facilitators will be guided to explore and self-learn about different careers.

- **24*7 Help -** A call-in Chat Bot/ Career Helpline to nudge behaviours and answer questions regarding careers

- **Career GPS** that helps students navigate to their aspirations through world-class career Content

The pandemic brought home the importance of leveraging technology and integrating the same with traditional modes of delivery to maximise impact and reach. The Phygital career campus makes best use of both aspects of learning – digital and in-person and is therefore most suited to cater to different types of learners and learning styles. It is also in step with the needs of emerging times which requires youth to be digitally savvy in order to be employable.
Looking back at the turn of events over the past two years, what clearly emerges is that, although Covid proved to be a black swan event with wide repercussions for the destinies and paths of every individual and institution in the world, what triumphed over everything else was the resilience and generosity of human spirit!!

The sheer alacrity with which the medical field rose to the occasion both to serve as well as innovate was indeed heart-warming. Every person did her/his best to contribute their mite to the welfare of fellow human beings. The contribution of civil society organizations during this period was exemplary.

Antarang too contributed its bit not only on the Covid relief front, but also equally in terms of ensuring that career aspirations of our youth were protected and nurtured even during these tough times, so that youth continued to work passionately towards their productive futures. Antarang's approach of problem solving was marked not only by agility of action but also by a measured long term vision of building an organisation which was not only capable of adapting to the new normal but was also robust and resilient enough to meet the future career needs of our youth. Antarang’s Covid relief efforts were in fact recognised by the World Economic Forum with Antarang being recognised as one amongst India’s top 50 Covid-19 last mile responders !!!