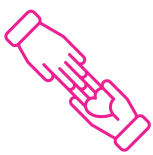




Key Findings



2660

Dry ration kits distributed



15+

"Hunger Spots" set up for collection



650+

High-risk beneficiaries with pre-existing health conditions reached

Background

The COVID-19 pandemic hit India in March 2020, reaching its first peak over August and September, with more than 80,000 new cases confirmed.¹ Tamil Nadu has been one of the most affected states, where COVID-19 and related lockdowns have had far-reaching impacts leading to an overall deterioration of the health, social and economic conditions. Since the onset of the epidemic, Tamil Nadu has registered higher unemployment and declining labour participation rates², with the highest price paid by vulnerable population groups. The Madurai area has shown a significant incidence of positive cases, resulting in an increased number of households being unable to respond to their most basic needs, including food.

Collaborating to mitigate COVID-19 impact

In response to the ongoing crisis, in September 2020, Blossom Trust participated in an emergency distribution project in collaboration with SEEDS and Honeywell. SEEDS is a non-profit organisation active in the field of disaster readiness, response and rehabilitation. Honeywell is a corporate partner deploying its philanthropic investments in critical areas such as education, family safety and security, housing and shelter, sustainability and

¹JCU CSSE Covid-19 Data, <https://www.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6> [last accessed: 15/04/2021].

²Babu P.G., Kumar V., Singh, P (2020), *Employment and Covid-19; Trend and Issues in Tamil Nadu*, MIDS Occasional Policy Paper 11, Covid-19 Series.

Results

Between September to November 2020, the COVID-19 Emergency Distribution supported 2660 beneficiaries in over 15 locations across the Madurai urban area. The project targeted high-risk families and individuals, providing emergency kits to meet their most immediate needs, primarily food. 40% of beneficiaries were daily wagers or engaged in the informal sector. Over 650 people had pre-existing health conditions, of which nearly 25% were TB patients, followed by differently-abled and HIV-positive individuals.



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humanitarian relief. This project aimed to distribute hygiene kits and dry rations in the Madurai urban area to vulnerable households whose food security, and overall economic situation, has deteriorated due to the repercussions of COVID-19.

Dry Ration Distribution

Blossom Trust played an active role in facilitating the distribution of dry ration kits to target families and individuals identified after profiling and needs assessment according to vulnerability criteria. The distribution started in mid-September and continued towards November, covering over 15 locations in the Madurai urban area. The dry ration kit generally consisted of rice, Atta flour, Masoor and Toor dal, sugar, and oil. By the end of the project, staff and volunteers distributed a total of 2660 kits, exceeding the initial target of 2000-2500 units.

Protecting the most vulnerable

Ever since its inception, Blossom Trust has been directing its efforts towards ensuring the needs of vulnerable and marginalised communities. With the outspread of COVID-19, protecting the most vulnerable has emerged as the priority for Blossom and its partners. Consequently, this project selected beneficiaries considered high-risk profiles due to low economic status, pre-existing health conditions, and social positioning, including systemic stigma and marginalisation. These include daily wagers, migrant workers, women-headed households, Transgenders, Tuberculosis, AIDS/HIV patients, individuals with chronic conditions and disabilities, among others.

Beneficiary Profile

