

# COVID 19 ACTION PLAN



Official Partner:  
**daraz**

# DeKarHaasil

## #WEAREHERE

Official Healthcare Partner:

**oladoc**



# THE IDEA

## COVID-19 Current Situation in Pakistan



Experts postulate that the numbers are set to rise with a decline in Economic Activity due to mandated lockdowns. The key areas Pakistan is facing difficulties are - **Healthcare and Food.**

Two key solutions to combat these issues keeping in mind the 17 UN goals are

1. **Ration Disbursement**
2. **Free medical consultation for COVID-19**



# THE CAMPAIGN ORGANIZERS

**United Nations Association of Pakistan (UNAP)**



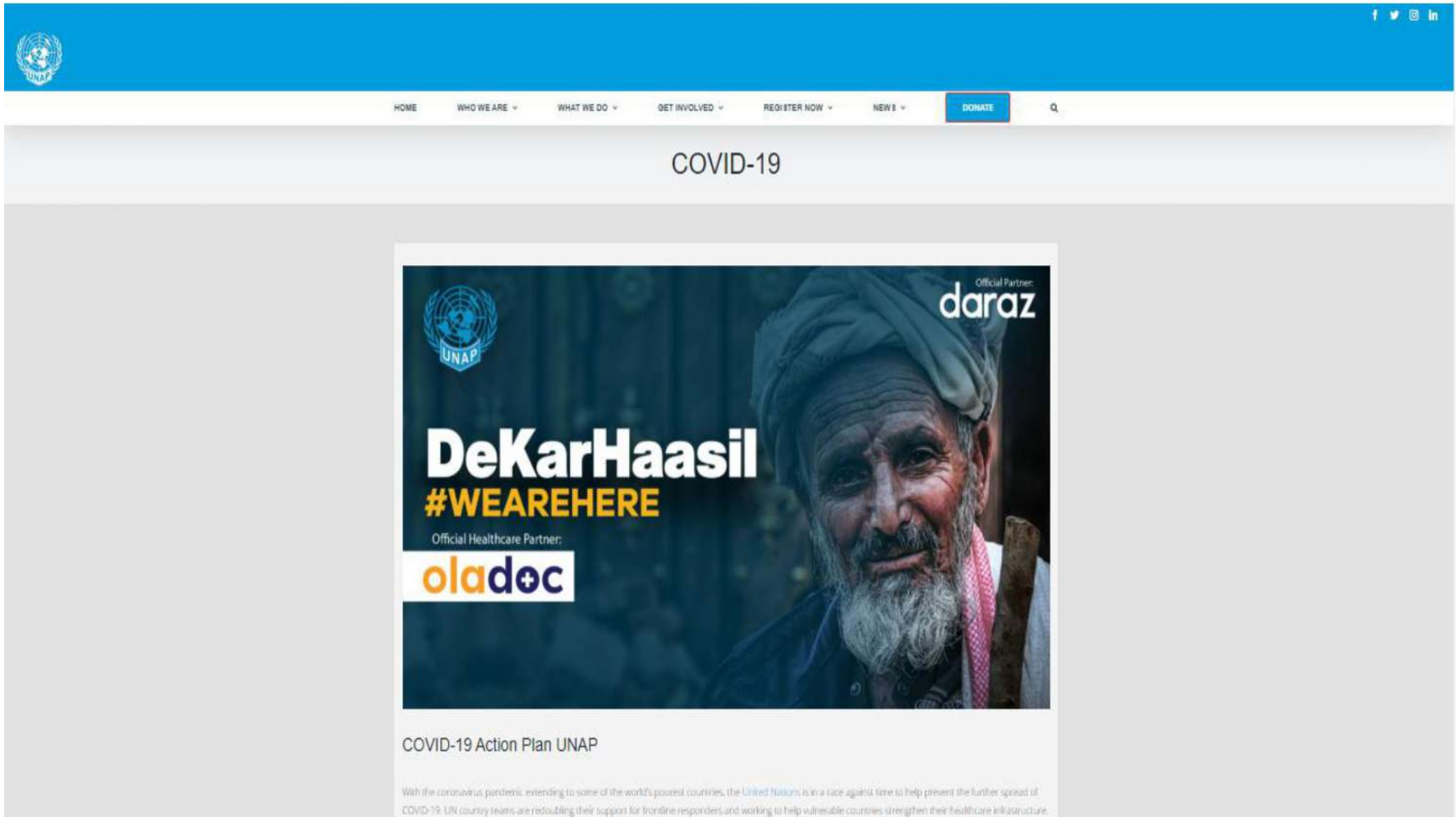
## **Current Work**

UNAP, with the help and support of **850+ UNAP Youth Members** from top educational institutes of Pakistan such as **IBA, IoBM, Habib University, The City School**, etc. UNAP has set a target to actively distribute over **10000+** ration packs in Karachi. **UNAP has partnered with all these educational institutes for support in these difficult times.**

**UNAP** has also collaborated with medical health experts across Pakistan to provide **free medical checkups and consultations** for those experiencing symptoms of COVID-19

# UNAP CAMPAIGN PAGE (1/2)

UNAP has a dedicated page with live updates and resources from WHO along with the COVID-19 Campaign - "DeKarHaasil. <http://una.org.pk/coronavirus/>



# UNAP CAMPAIGN PAGE (2/2)

## COVID-19 Action Plan UNAP

With the coronavirus pandemic extending to some of the world's poorest countries, the United Nations is in a race against time to help prevent the further spread of COVID-19. UN country teams are redoubling their support for frontline responders and working to help vulnerable countries strengthen their healthcare infrastructure.



**DISTRIBUTING RATION!**

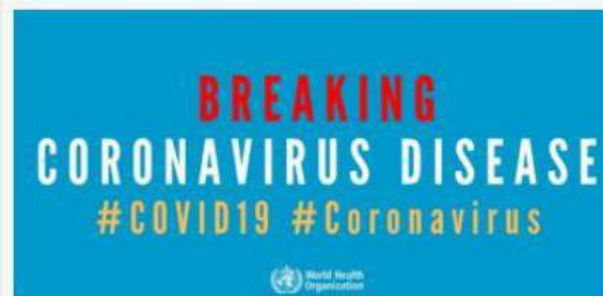
DO YOU KNOW OF PEOPLE & COMMUNITIES IN NEED? NOTIFY US!

OFFICIAL E-COMMERCE PARTNER

**daraz**

- Currently distributing in Karachi ONLY
- Accepting donations & Zakat
- Providing one bag per family based on CNIC of head of families

Donate for the Cause



**BREAKING**

**CORONAVIRUS DISEASE**

**#COVID19 #Coronavirus**

World Health Organization

## COVID-19 Updates and Resources

This page brings together information and guidance from the **World Health Organization (WHO)** and the United Nations regarding the current outbreak of novel coronavirus (2019-nCoV) that was first reported in Wuhan, China, on 31 December 2019. Please visit this page for daily updates. WHO is working closely with global experts, governments and partners to rapidly expand scientific knowledge on this new virus, to track the spread and virulence of the virus, and to provide advice to countries and individuals on measures to protect health and prevent the spread of this outbreak.

Updates and Resources

## Campaign Partners



# THE CAMPAIGN SUPPORTERS

**Official Executing Partner-**

**Daraz Pakistan – Pakistan’s biggest e- retailer** Daraz Pakistan has partnered with UNAP and for this campaign provided its platform



Get a chance to get your Logo featured on the main Daraz Campaign page

# DARAZ CAMPAIGN PAGE

Daraz has used its E-Commerce Platform to start a nationwide campaign that aims to help the ones in need- [bit.ly/2JrbPMM](https://bit.ly/2JrbPMM)

Individuals can donate to UNAP by selecting the packages shown below through this link [bit.ly/2vZLMct](https://bit.ly/2vZLMct)

UNAP - Donate Ration worth Rs.1,525 to Daily Wage Earners and Families (Package 1)

★★★★★ No Ratings

Brand: UNAP | More Campaign from UNAP

Free Shipping

Rs. 1,525

Quantity: - 1 +

Buy Now Add to Cart

UNAP - Donate Ration worth Rs. 2,449 for the daily wage earners and families (Package 2)

★★★★★ No Ratings

Brand: UNAP | More Campaign from UNAP

Free Shipping

Rs. 2,449

Quantity: - 1 +

Buy Now Add to Cart



UNAP - Give Zakat to Covid-19 affected Daily Wage Workers and Families

★★★★★ No Ratings

Brand: UNAP | More Zakat from UNAP

Free Shipping

Rs. 1,000

Quantity: - 1 +

Buy Now Add to Cart

UNAP - Donate Ration worth Rs. 3,375 to the daily wage earners and families (Package 3)

★★★★★ No Ratings

Brand: UNAP | More Campaign from UNAP

Free Shipping

Rs. 3,375

Quantity: - 1 +

Buy Now Add to Cart

# THE CAMPAIGN SUPPORTERS

## Official Healthcare partner-

**Oladoc Pakistan** – Pakistan's biggest e- Healthcare Provider, with the highest number of healthcare professionals in Pakistan and the largest Social Network Group on COVID

The logo for Oladoc, featuring the word "oladoc" in a bold, sans-serif font. The letters "o", "l", "a", and "d" are orange, while "o", "c", and the plus sign in the "e" are dark blue.

Get a chance to get your Logo featured on the main **Oladoc** Campaign page





# OLADOC'S PLATFORM

**OLADOC** uses its E-Healthcare Platform that aims to provide digital consultation.

Oladoc will provide free consultation to masses to fight the Corona Virus pandemic in Pakistan- [bit.ly/2UvcsLN](http://bit.ly/2UvcsLN)

The screenshot displays the Oladoc mobile application interface. At the top, a banner reads "Feeling COVID-19 symptoms?" with a virus icon, followed by "Talk to a verified General Physician for FREE" and a red button labeled "Book FREE video consultation". Below this is the "oladoc + doctHERS" logo with the tagline "Helping pakistan fight coronavirus". The bottom section features a "Project Impact" table with columns for "Patients served", "Consultations", and "Partner doctors", showing values of 2506, 2500, and 150+ respectively. The interface also includes a carousel of "Partner LOGO" placeholders and navigation arrows.

Project Impact	Patients served	Consultations	Partner doctors
	2506	2500	150+

## THE VISION

To strategically execute a country wide free medical consultation program along with a city-wide ration drive in Karachi, in collaboration with relevant stakeholders outlined below.



# ALIGNMENT WITH THE UN SDG's



With reduced economic development and income availability, as per the UN 2030 Agenda it is vital to eradicate poverty and the distribution of ration will uplift those at marginal levels



Ensuring that those with lack of resources and means to purchase food staples is the duty of all parties who have the means to Donate. Eradicating hunger in Pakistan should be of utmost priority



Promoting health and well-being is one of 17 Global Goals that make up the 2030 Agenda for Sustainable Development. In a Global Pandemic, provision of staples to ensure optimum levels of Health including access to Paracetamol to Tackle Fevers is vital



Goal 10 calls for reducing inequalities in income in a country. With this drive and campaign UNAP aims to minimize the gaps and provide essentials to the marginalized who do not have stable incomes at the moment



Goal 17 seeks to strengthen global partnerships to support and achieve the ambitious targets of the 2030 Agenda, bringing together national governments, the international community, civil society and the private sector .

Read more about the 17 UN SDG's here - [una.org.pk/sustainable-development-goals/](https://una.org.pk/sustainable-development-goals/)



# THE CAMPAIGN

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**Social Media Hashtag:** #DeKarHaasil

**Campaign Launch:** 1<sup>st</sup> April – 5<sup>th</sup> April

**Emotional Appeal:** Give back to all those lesser privileged workers who have worked on daily wages and uplifted the country – Masons, Maids, Cooks, Cleaners etc.

**Target:** Free medical consultations for those in distress from home across Pakistan & 10000+ Ration Bags Distributed in Marginalized Areas of Karachi.

**Aim:** Collaborate with as many stakeholders as possible to increase numbers

**Where:** Paposh Nagar, New Karachi, Saadi Town, Lyari, Liaquatabad, Lalukhet, Korangi, Landhi, Orangi Town, Bhens Colony, Sohrab Goth, Machar Colony, Neelum Colony, Taiser Town amongst others

**Why UNAP :** Complete Audit of your Donation/Sponsorship will be provided. Bank statements/tax documents/purchase invoices for Ration will all be provided to ensure 100% compliance with International Standards

# THE CAMPAIGN POSTERS

Get your Logo featured on our campaign posters!



**DISTRIBUTING RATION!**

1 NO POVERTY  
2 ZERO HUNGER  
3 GOOD HEALTH AND WELL-BEING  
10 REDUCED INEQUALITIES  
17 PARTNERSHIPS FOR THE GOALS

DO YOU KNOW OF PEOPLE & COMMUNITIES IN NEED? **NOTIFY US!**

OFFICIAL E-COMMERCE PARTNER:  
**daraz**

- Currently distributing in Karachi ONLY
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**UNAP**

**COVID19**

**FREE MEDICAL VIDEO CONSULTATIONS**  
FOR COVID-19

HEALTHCARE PARTNER:  
**oladoc**

# TIMELINE & ACTION PLAN



**APRIL**

*1st -5th*

**PHASE 1**

*Aggressive  
Social Media  
campaign/Fun  
d collection*

**APRIL**

*5th-10th*

**PHASE 2**

*Procurement and  
storage/Packaging  
and allotment of  
volunteers to begin  
simultaneously*

**APRIL**

*10th-30th*

**PHASE 3**

*Distribution of  
Ration begins/  
Procurement  
and Fundraising  
ongoing*

**MAY**

*1st-15th*

**PHASE 4**

*Further distribution  
to areas not visited  
/Management of  
after-lockdown  
effects*

**May**

*15th-24th*

**PHASE 5**

*Analysis of the  
impact of the  
project / Way  
forward*

*UNAP/Strategic Timeline*

## Social Media Campaign

1. Use of UNAP's 850+ members to spread awareness and increase reach of the campaign.
2. Use of paid advertisements, cross posting across collaborators social media pages and print media to increase traction
3. Use of popular social media pages and top news outlets to further spread throughout the duration of the campaign
4. Social Media Campaign will continue throughout the duration of the campaign with changing posts as per the projects progress (including addition of partner logos, display of progress, statistics etc.)

## Fundraising :

1. Collection of donations and individuals through direct bank transfer in to UNAP's official bank account - <http://una.org.pk/donate/>
2. In Collaboration with Daraz. UNAP has set up a seller account on Daraz's E – Commerce platform. Donation can be provided through purchasing ration packages on Daraz's website - [bit.ly/2vZLMct](http://bit.ly/2vZLMct)
3. Separate Zakaat account for Zakaat collection. The use of Zakaat will be separate to the use of donations
4. Collection of donations in the forms of Cash, Ration, Social Media reach, Volunteer work etc. All are accepted
5. Aim is to gather sufficient funds to donate at least 10000 ration bags, which will secure food for 50,000 people for two weeks.
6. Complete audit and evidence of expenditures to be provided. UNAP Believes in 100% transparency and will provide all the documents that maintains donor confidence

## Procurement


1. Aim is to procure Ration bags that contains all the essential food items. These items have been carefully selected also taking in account the time of RAMZAN ahead. Food items and their quantities are as follows. (Note: The item and their quantities are subject to change according to the funds secured)

- |                          |                   |
|--------------------------|-------------------|
| • Atta Chakki 10kg       | • Baisan 1kg      |
| • Basmati Rice 3kg       | • White Chana 1kg |
| • Sugar 2kg              | • Ghee 1 kg       |
| • Dal Chana Supreme 1 kg | • Tea leaves 100g |
| • Rooh Afza 800 ml       | • Vermicelli 100g |
| • Salt 800g              |                   |


2. Use of wholesale retailers and distributors such as Metro, Imtiaz Supermarket and Chase Supermarket to procure at the cheapest possible rates without a compromise in quality.
3. Storage of Ration bags will be stored at UNAP's warehouse and storage areas. However, partners are welcome to provide any sage storage facility they might have
4. Procurement team will provide all receipts and proof of purchases.
5. Focus would be given in quantity and brands will be avoided; however a quality checkup would be regularly performed to ensure the correct Ration Bags are distributed amongst the needy
6. Size of Ration Bags will vary according to the no. of items distributed. Cost of bags will be essential and adjustments if need be will be made during the time of procurement
7. Procurement will be ongoing and will be subject to the availability of the funds.




## Distribution-

1. Effective management and fair distribution is of high priority.
  2. Use of NIC # will be essential during distribution to ensure and even distribution and maximum utility of resources
  3. Volunteers will be divided in categories: **1- Managing the database**  
**2- Distributing Ration**
  4. Distribution map will be laid out for the volunteers so that they can plan and manage conveyance accordingly
  5. We will target the most affected areas first and move from small areas to large areas depending on the availability of funds.
  6. Logistics partners will be crucial in helping us distribute the Ration bags.
  7. Pick-up vans will be used to store ration and move Ration bags during the time of distribution
  8. Security will be provided during the distribution to ensure safety and well being of all Volunteers and organizers
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## Additional Distribution & Utilization of Zakaat funds

1. Areas will be subject to change depending on the situation and the funds available
  2. Distribution will span for the duration of the project.
  3. Ration bag purchased with the above mentioned will be of main priority during distribution. If need be, and on basis of convenience, UNAP may separately donate ration provided by our partners as well.
  4. Zakaat will have separate handling and Ration bags and goods purchased through Zakaat funds will be provided to only those families that qualify for the Zakaat.
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## Analysis of the impact-

1. Thorough analysis would be done on the achievements and short-comings of the project.
  2. Use of data and results will help us map a visual on the impact created by the campaign and the use of Social Media Analytical tools, we will be able to present our reach and effect created by the campaign
  3. Activity report will be generated, and all sponsors and partners would be specially mentioned – (See mileage offering for more detail - [Slide 27](#))
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# WAY FORWARD

1. UNAP carries out CSR related activities all year around. All of our projects are aligned with the UN 17 SDG's  
<http://una.org.pk/current-projects/>
2. Our plantation project will begin shortly after Ramzan and will continue till the end of the monsoon season. - <http://una.org.pk/2020/03/21/national-plantation-drive/>
3. UNAP focuses on sustainability. All the resources that will be used will not be wasted and be directed towards other on-going projects.



**Thank You**

