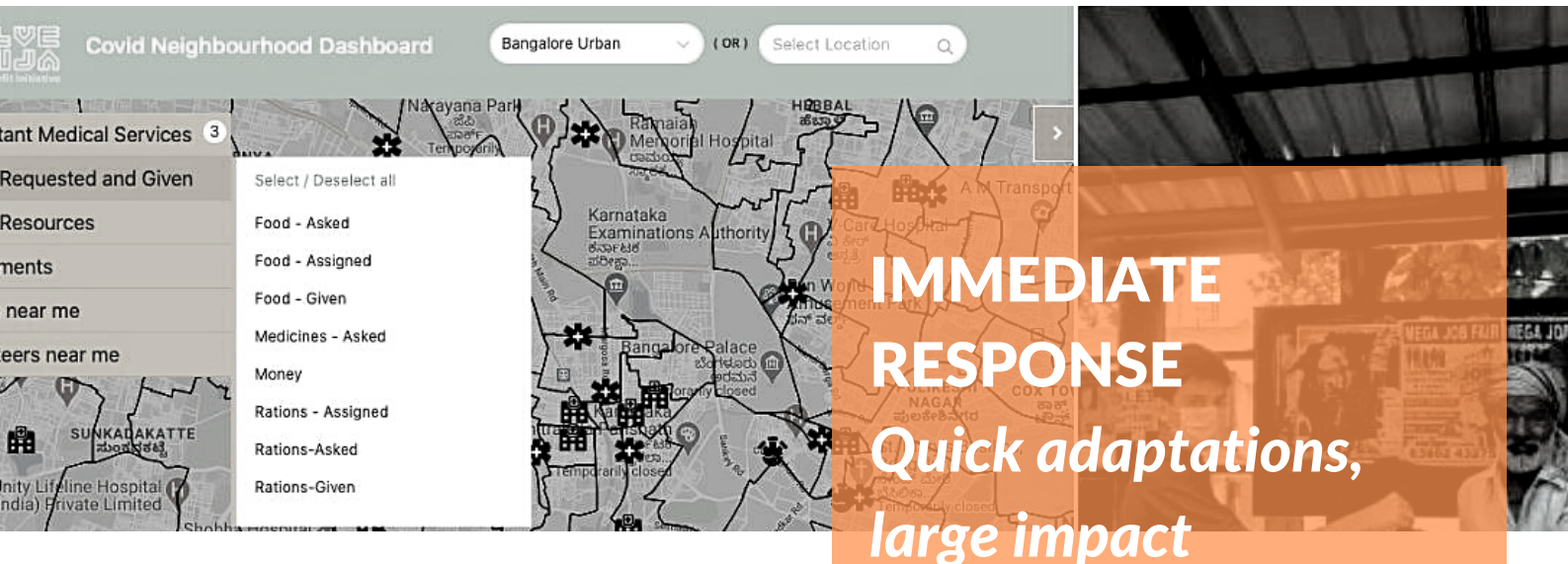


# COVID RESPONSE

# REAP BENEFIT



## Overview

Reap Benefit focuses on mobilising and supporting young people to solve issues in local communities across the country.

It works directly with young people in cities of Bangalore and Chennai and reaches out to the rest of the country through partnerships with other organisations.

Addressing environment and civic issues, it creates active citizen problem solvers that are brought together on a digital platform. It also works on building a behavioural change model in youngsters that can sustain through their adulthood.

**IMMEDIATE  
RESPONSE**  
*Quick adaptations,  
large impact*

Young changemakers reached out to Reap Benefit at the start of the pandemic, reflecting on what they could do to help their local communities during the crisis. Reap Benefit realised that this was the right time to put into practice its core principle of local people solving local issues.

One of the first things it did was, repurpose its citizens dashboard for Covid. People could report on adherence to social distancing and mask wearing norms in various localities.

Reap Benefit soon realised that a lot of aid was being distributed in an unplanned manner. It provided the civil society organisations (CSOs) a platform that would help better coordination and planning. Citizens could report on local area aid needs on this platform. Over 15 CSOs used the tool to conduct their relief activities in a planned manner.



Daily wage earners were identified and highlighted on the platform map so that CSOs, government and citizens could provide relief and social security entitlements directly to those in need.

Reap Benefit was inducted into the Karnataka Task Force to help streamline the government's relief efforts. It helped governments of Tamil Nadu, Karnataka and Maharashtra with its technological expertise to respond effectively to the covid crisis. Reap Benefit was able to reach out to 1.2 million people with all its efforts during the pandemic.

## LONG TERM SHIFTS

### *Renewed faith, new pathways*

The success of its model in providing relief effectively to people in need, has reinforced Reap Benefit's belief in its model of solving local issues by local people. Another key takeaway from its experience has been the importance of communities taking ownership of their issues. Organisations that are embedded in local communities are anti-fragile and resilient in nature. Community building received an impetus, growing from 2.5 thousand to 40 thousand young people now.

Reap Benefit envisions this as an active and engaged community that is managed and run by young people. Like-minded young people will be brought together to create solutions to local problems.

Reap Benefit is now planning to build agency of young people in a more directed way, bringing in structures, processes, and rituals, facilitating greater accountability and responsibility towards the cause. It also plans to provide seed funds to groups of young people with ideas for change. This seed fund will help develop the creative confidence of young people in the initial stages and provide the right behavioural nudges to shape their work.

The pandemic has made it clear to Reap Benefit that the right way to scale is to magnify impact yet anchor it in a lean team in Bangalore and Chennai. It plans to grow through partnerships across the country, focussing on growing the movement rather than organisation.



## Conclusion

A small adaptation to the existing platform, helped Reap Benefit reach out to many people in need during the pandemic. This has renewed the belief in its work, both internally and externally.

It also opened its eyes to the power of communities in times of crisis. Based on this insight, Reap Benefit plans to extend itself only through collaborations with local organisations across the country.

