Re: FB/USAID -COVID response discussion

smenon@usaid.gov Satish Menon Wednesday, June 9, 2021 at 11:34:13 PM Eastern Daylight Time
To: [redacted]@fb.com Rajat Arora
Cc: [redacted]@fb.com Madhu Sirohi, [redacted]@fb.com Rohit Singh, ikhera@usaid.gov Ms Imrana Y. Khera, msagar@usaid.gov Moni Sinha Sagar, akumar@usaid.gov Arvind Kumar

Dear Rajat,

Hope you doing well and keeping safe.

In addition to the concept note on REVIVE shared earlier, I am sharing brief notes on the work with Sewa Bharat, UNICEF and our new youth initiative detailing the collaboration opportunities with FB.
Lets discuss.

Regards
Satish

On Thu, May 27, 2021 at 5:39 PM Satish Menon <smenon@usaid.gov> wrote:
Hi Rajat,
Just sending out an invite for Tuesday morning to discuss this.

Thanks and regards
Satish

On Thu, May 27, 2021 at 3:23 PM Rajat Arora <[redacted]@fb.com> wrote:

> Hey Satish,
>
> Adding my colleagues
>
> This sounds interesting, and we'll be happy to explore this conversation further. This week is tight for us in Policy team, possible to touch base sometime next week, say: June 1 (11 am - 12pm) or June 2 (10:30 - 12pm).
>
> Please feel free to share meeting invite or in case you this doesn't suite your calendar, happy to scout for options as per convenience of all.
>
> Best,
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> **From:** Satish Menon <smenon@usaid.gov>
> **Sent:** Thursday, May 27, 2021 2:50 PM
> **To:** Rajat Arora <[redacted]@fb.com>; Madhu Sirohi <[redacted]@fb.com>; Priya Naik <[redacted]@samhita.org>
> **Cc:** Rohit Singh <[redacted]@fb.com>; Ms Imrana Y. Khera <ikhera@usaid.gov>
> **Subject:** Re: FB/USAID -COVID response discussion
>
> Dear Madhu and Rajat,
>
> Hope you are doing well.
> Specific to our conversations on the work Facebook has been doing around COVID related communications, I would like to connect you to our Implementing Partner for the REVIVE program. Priya leads Samhita Collective Good Foundation and through the platform called India Protectors Alliance working on vaccine-related awareness, sensitization, COVID appropriate behavior, vaccine hesitancy etc. One of the corporate partners under the alliance is HUL which in turn is working with UNICEF around behavioral change communication tools targeting COVID. Connecting the dots to explore further collaborations.
>
> Regards
> Satish
> USAID/India

On Fri, Apr 30, 2021 at 12:32 PM Satish Menon <smenon@usaid.gov> wrote:

Dear Madhu and Rajat,

Was so great catching up with you over the call.
As we discussed, I am sharing a synopsis of a few COVID-specific programs addressing health and economic recovery that USAID/India is focusing on.

1) Health Blended Financing Facility: USAID/India in collaboration with several government organizations and foundations has established a Health blended financing initiative to support the immediate deployment high-impact solutions such as oxygen delivery systems, cold chain storage solutions for vaccines, low-cost RT-PCR kits, artificial intelligence for tracing COVID-19 hotspots, precision surveillance diagnostic systems and community- based interventions to address the second wave of COVID-19 pandemic.

2) REVIVE -Blended Finance Facility supporting livelihoods of informal workers impacted by COVID: The REVIVE Alliance is supporting the informal sector whose livelihoods are impacted by the COVID-19 pandemic, with a focus on women and youth. The REVIVE Alliance facilitates skills development, technical assistance, vocational skills, business training, and market linkages to complement the financial support. Launched in October 2020 by Samhita-Collective Good Foundation and supported by USAID, Omidyar Network India, Michael & Susan Dell Foundation, British High Commission, the United Nations Development Programme India. The REVIVE Alliance has also partnered with the Government of India's National Skills Development Corporation program. The Alliance engages experts from J-PAL South Asia, Georgetown University and the Atlantic Council for a robust monitoring and evaluations to understand the impact of this blended-finance facility, the largest of its kind to be tested in India.

3) Communications on COVID appropriate behaviors: USAID has been working with UNICEF to support the Ministry of Health and Family Welfare in the development of a comprehensive Communications Strategy complemented by an array of materials and guides, as well as community mobilization and social media activities promoting Covid Appropriate Behaviours(CAB) and COVID related stigma and discrimination.

Further, as you mentioned regarding the proposed intervention around health communications, we are open to exploring the same with WHO.

Shall we set up a follow-up call next week to chat about the concrete next steps?

Best wishes, good health & safety to all,
Satish

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Best,
Satish Menon
Development Assistance Specialist (Innovations and Partnerships)
USAID India | **Development Partnerships & Innovations Office**
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On Tue, Apr 27, 2021 at 8:21 AM Satish Menon <smenon@usaid.gov> wrote:

Hi Rajat,

Wednesday 3 PM works for us. If that works for you and Madhu, will send out a calendar invite.

Warm Regards
Satish

On Mon, Apr 26, 2021 at 4:44 PM Rajat Arora <[redacted]@fb.com> wrote:

Hi Satish,

Happy to connect with you Satish. We are available day after tomorrow, pls let me know how you are placed post 1 pm.

Regards,

Rajat Arora
[redacted]

From: Satish Menon <smenon@usaid.gov>
Sent: Monday, April 26, 2021 3:54 PM
To: Rajat Arora <[redacted]@fb.com>
Cc: Nehal Sanghavi <nsanghavi@usaid.gov>
Subject: FB/USAID -COVID response discussion

Hi Rajat,

Hope you are fine and staying safe.

I am Satish Menon from USAID/India's partnerships team. Eittee from FICCI helped me connect with you as I was searching for our point of contact on the Millennium Alliance side after Shelley and Ankhi.

With a broader context, was keen to have a discussion with you to sync up our COVID response plans and explore possibilities of interventions where both organizations can work together to counter the current situation. Would also like to update you on some very initial discussions around this that FB India leadership had with our Deputy Assistant Administrator of USAID/Asia Bureau.

Would you be available for a quick chat sometime this week? Let me know what time works.

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Best,
Satish Menon
Development Assistance Specialist (Innovations and Partnerships)
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E-mail: **smenon@usaid.gov** | Website: http://www.usaid.gov/india

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Best,

Satish Menon

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Best,

Satish Menon

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Attachments:

MCGL note for Facebook.docx 18k

Brief of WGDP.docx 20k

UNICEF RCCE one pager.docx 17k