

Covid- 19 and Role of NGO's in Crisis Management – A Case study of Youth for Seva, India

Dr. Sushant Joshi

Associate Professor

KLS, IMER, Belagavi

Dr. Sandeep Nair

Associate Professor

KLS GIT MBA, Belagavi

Abstract:

Covid 19 or the Corona Viral Disease of 2019 has affected the world and humanity on scale and scope, which has been unprecedented and unexplicable in an age dominated by human dominance over Nature. In spite of the Civilization's advancements, we are still unable to comprehend the origin, magnitude and the after effects of this viral infection. With close to 6.5 million affected across the world with a fatality rate of 5.9%, Covid is here to alter life on earth forever. History is being compelled to be rewritten into stages marked as Pre and Post Corona period.

The Social, Economic, Political, Technological and Personal life has been redefined and reoriented. India, which was allegedly in a poor position to face this crisis, due to the high levels of Poverty and Population density, has surprised the World with its formidable social management skills in preventing a catastrophe. This has been possible mainly due to the massive mobilization of resources and people across the nation with a single minded commitment. Apart from the Governance, Economic and Technological measures, a substantial contribution has emerged from the NGOs and the volunteering spirit. NGOs have been important in bridging the administrative gap in India, in the various realms of Socio Economic life. However, a crisis tests the resilience of society in moments of truth.

Youth for Seva is a movement which emerged out of our legacy and heritage of Seva (service) in engaging and providing a platform for Young professionals and Students for voluntary action. With nearly 2000 volunteers across 15 cities of India and 17 collaborations, YfS has been provide over 1.3 lakh meals a day along with necessary health and hygiene kits. Its strategy of mobilizing volunteers and resources are a lesson in excellence. In its short and eventful journey, YFS has been recognized as a foremost associate for CSR by numerous MNCs, with lakhs of volunteers across India engaged in services related from Education, Health, Sanitation to Afforestation. The COVID pandemic witnessed the extraordinary abilities of YFS in mobilizing Funds, Materials and Volunteers in ensuring extraordinary relief measures. Their quick planning, Strategic thinking, inspirational drive

with the absence of ulterior motive offers excellent lessons in Project planning and Crisis management for individuals, institutions, Organizations and Government machinery.

This case study intends to present a detailed analysis of the crisis management strategies of YfS in the current covid scenario as a Lesson and inspiration to all.

Key Words: Crisis management, NGO, Voluntaryism.

Introduction:

The World has often been subject to crises which have tested the humanity's ability to adapt and learn. Our Civilizational guidebook has largely been threats and calamities which have made humans extraordinarily adaptable and strengthened the survival instincts. This ability has been perceived as superiority over nature and we have been engaged in mastering nature in various forms and through various means. However, it is not often that we see a crisis which provides us with a rude reminder about our rightful place in the scheme of things. COVID 19 has been a crisis of exponential proportions which has threatened the very survival of humanity, apart from the realization of the dispensability of our developmental model. Unable to understand the cause and the cure or even comprehend the magnitude of actual and potential damage, the Covid pandemic continues to teach us invaluable lessons in survival and starting afresh. It almost seems to herald the emergence of a new era in redefining Life on Earth.

The Covid -19 Pandemic

Corona Viral Disease or COVID 19 (due the year of emergence), is caused by a severe acute respiratory syndrome corona virus, also termed as (SARS CoVid 2). Believed to have emerged in the Wuhan province in China during December 2019, it has since spread as a pandemic, an epidemic across the world. The spread has been so massive and rapid that with the first reported case being on 17 November 2019, at present (as on 06.06.2019), there are an estimated 7 million cases across 190 countries with more than 4 lakh fatalities.

Features: Common symptoms include fever, fatigue, cough, breathlessness, and loss of smell and taste. Beginning with mild symptoms, they progress to become acute respiratory distress syndrome. They have eventually resulted in ulti organ failure. The time duration between infection and the emergence of symptoms average around 5 days with the range being 2 days to 2 weeks.

Spread: The virus is spread in contacts contacts often through droplets caused due to coughing, Sneezing, spitting or even while talking. The droplets fall on to the ground or surfaces and spread when people touch the contaminated surface and touch their nose, eyes or mouth with the contaminated hand. With a high degree of potential contagion during the first three days, the spread is possible even before the symptoms emerge and even from people who show no symptoms. The standard method of testing the infection is through a sample of the throat (nasopharyngeal) swab.

Prevention: the simple measures of prevention is based on hygiene, washing hands, maintaining physical distancing, covering coughs, wearing a masks, conscious touching of face and mouth and Quarantine for those found with symptoms or suspected infection. Mathematical modeling indicates that an individual may infect upto 400 people in a week with normal course of social interaction. The potential seems hugely disastrous.

Treatment: According to the WHO, there are no accepted vaccines or treatments for Covid 19, and management involves Supportive care, isolation, treatment for symptoms and experimental measures. The WHO declared it a Public Health Emergency of International Concern on Jan 30, 2020 and a Pandemic on march 11, 2020.

The impact of this invisible, formless virus, origin of which is yet unknown, has affected the entire humanity in an unprecedented & inexplicable manner and look at the scale of the infection and catastrophic impact on human life is provided in the chart below,

Overview of Worldwide Impact of Covid-19

Table No. 1

Sl. No.	Particulars	No of affected cases
1	Confirmed cases	63,78,237
2	Fatal cases	3,80,251
3	Active cases	32,68,477
4	Recovered Cases	27,29,509
5	Death Rate	5.93%
6	Recovery Rate	47.54%

Source – WHO Carona Virus tracker as on 31st May 2020

The above table explains the colossal scale of Covid 19 infection worldwide as on 31st May 2020. The total no of deaths by Covid 19 is reaching half million mark which is one of the highest no of casualties by any pandemic in the last 5 decades. The fatality rate is more than 5%. The ray of hope

is that the no of recoveries have started increasing in the month of May and if the experts are to be believed, the recovery rate is going to further improve which shall reduce the fatality rate.

Top Ten affected countries in the world

Countrywide Covid 19 infection

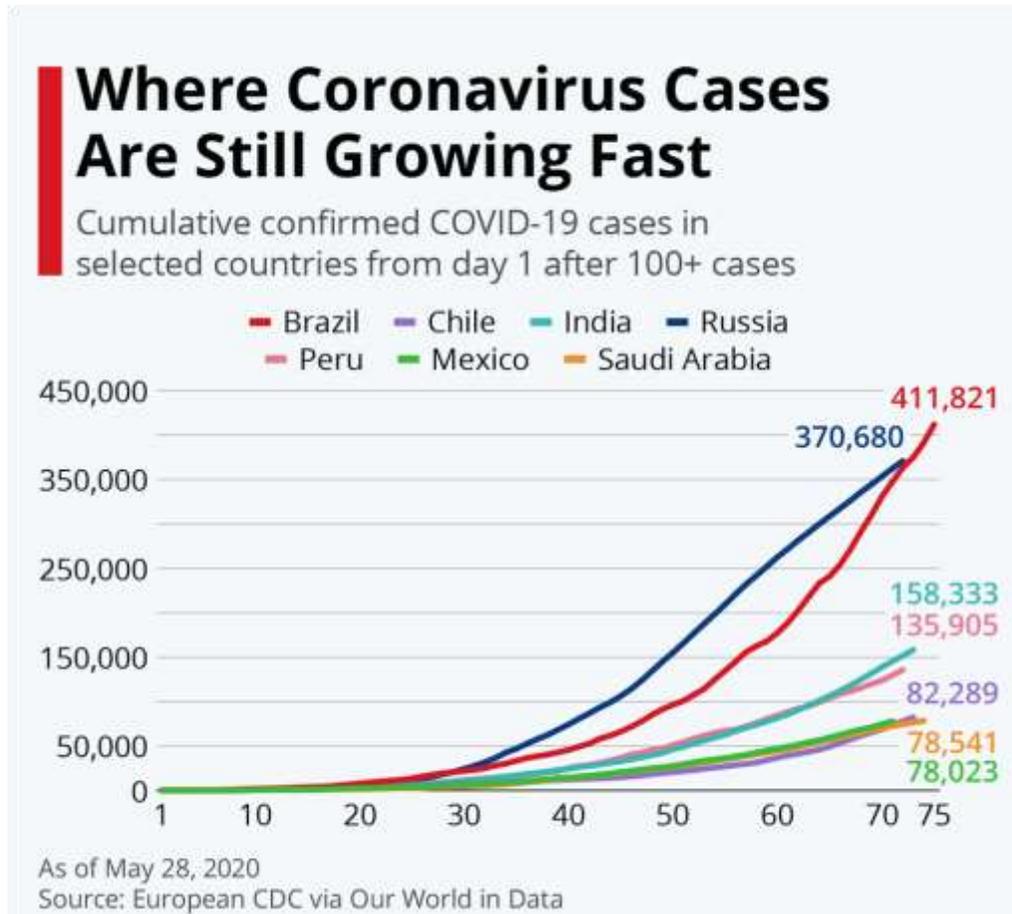
Table No. 2

Sl. No.	Other	Cases	Deaths	Recovered	Recovery Rate %	Fatality Rate %
1	USA	1,881,205	108,059	645,974	34.34	5.74
2	Brazil	558,237	31,309	253,570	45.42	5.61
3	Russia	423,741	5,037	186,985	44.13	1.19
4	Spain	287,012	27,127	N/A		9.45
5	UK	277,985	39,369	N/A		14.16
6	Italy	233,515	33,530	160,092	68.56	14.36
7	India	207,615	5,829	100,303	48.31	2.81
8	Germany	184,091	8,674	167,300	90.88	4.71
9	Peru	174,884	4,767	69,257	39.60	2.73
10	Turkey	165,555	4,585	129,921	78.48	2.77
	World	6,452,761	382,484	3,067,697	47.54	5.93

Source – WHO Carona Virus tracker as on 31st May 2020

The table no. 2 shows the top ten countries by no of infection with details of death rate and recovery rate. The data reveals that India and Russia have substantial low death rate compared to the other countries with higher infection. United Kingdom and Italy have highest death rate whereas USA has highest no of deaths. Germany has shown highest recovery rate.

The Growth of Covid 19 in the month of May – June 2020



The data shows that under developed nations Brazil, India, Mexico along with Chile, Russia and Saudi Arabia are showing sharp increasing trajectory of covid 19 infections. It is also important to note the increase in cases is also result to increase in testing in these places.

Covid 19 in India at a Glance:

The following table shows Covid 19 pandemic situation in India as on 31st May 2020.

The top 5 infected states are Maharashtra particularly Mumbai followed by Tamilnadu, Delhi, Gujarat and Rajasthan. It is interesting to note that the most populated and backward state Uttar Pradesh has relatively lower infection and death rate compared to that of developed states such as Maharashtra and Gujarat. The north eastern states Meghalaya, Mizoram, Sikkim have lowest rate of infection. India's recovery rate is 48.31% which is robust and is better than the global recovery rate of 47%. The fatality rate is 2.80% is significantly lower compared to the global fatality rate of

5.93%. The 2nd most populated nation is seems to be doing better than many developed nations in containing the pandemic and saving lives.

India at a Glance

Table no. 3

Sl. No.	Particulars	No of affected cases
1	Confirmed cases	207615
2	Fatal cases	5815
3	Active cases	101497
4	Recovered Cases	100303
5	Death Rate	2.80 %
6	Recovery Rate	48.31%

Source- Covid 19 Dashboard , GoI as on 31st May 2020

State wise data

Table no. 4

State/UTs	Confirmed	Active	Recovered	Deceased	Death Rate	Recovery Rate
Maharashtra	70013	37543	30108	2362	3.37	43.00
Tamil Nadu	23495	10141	13170	184	0.78	56.05
Delhi	20834	11565	8746	523	2.51	41.98
Gujarat	17200	5357	10780	1063	6.18	62.67
Rajasthan	8980	2742	6040	198	2.20	67.26
Madhya Pradesh	8283	2922	5003	358	4.32	60.40
Uttar Pradesh	8075	3015	4843	217	2.69	59.98
West Bengal	5772	3141	2306	325	5.63	39.95
Bihar	3926	2002	1900	24	0.61	48.40
Andhra Pradesh	3783	1341	2378	64	1.69	62.86
Karnataka	3408	2028	1328	52	1.53	38.97

Telengana	2792	1213	1491	88	3.15	53.40
Jammu and Kashmir	2601	1624	946	31	1.19	36.37
Haryana	2356	1280	1055	21	0.89	44.78
Punjab	2301	256	2000	45	1.96	86.92
Odisha	2104	852	1245	7	0.33	59.17
Assam	1390	1109	277	4	0.29	19.93
Kerala	1326	708	608	10	0.75	45.85
Uttarakhand	958	730	222	6	0.63	23.17
Jharkhand	659	358	296	5	0.76	44.92
Chhattisgarh	547	424	122	1	0.18	22.30
Tripura	420	247	173	0	0.00	41.19
Himachal Pradesh	340	213	122	5	1.47	35.88
Chandigarh	294	91	199	4	1.36	67.69
Manipur	83	72	11	0	0.00	13.25
Ladakh	77	34	43	0	0.00	55.84
Puducherry	74	49	25	0	0.00	33.78
Goa	71	29	42	0	0.00	59.15
Nagaland	43	43	0	0	0.00	0.00
Andaman and Nicobar	33	0	33	0	0.00	100.00
Meghalaya	27	14	12	1	3.70	44.44
Arunachal Pradesh	22	21	1	0	0.00	4.55
Dadra and Nagar Haveli	3	2	1	0	0.00	33.33
Mizoram	1	0	1	0	0.00	100.00
Sikkim	1	1	0	0	0.00	0.00
Daman and Diu	0	0	0	0		

Lakshadweep	0	0	0	0		
Total	207615	101497	100303	5815	2.80	48.31

Source- Covid 19 Dashboard, GoI as on 31st May 2020

Covid 19 as a Crisis:

Crisis may be defined as unexpected event with an immediately unmanageable magnitude which creates large scale unrest among the people or stake holders leading to panic and temporary confusion regarding decision making and rational thinking. They have the potential to unsettle and unnerve the leaders and the followers alike, in this case the Government and the People. Covid appeared as a challenge to humanity and the countries of the world looked at India, as a potential covid dynamite, waiting to explode.

The challenges India faces in managing this pandemic are many and intense. The large population and thick density, the acute poverty, hugely inadequate health infrastructure, large scale illiteracy and non communicability of awareness measures, limited technological access and imperfections, the large army of unorganized and migrant workers, Social differences and conflicts, Political distinctions and contradictions and to add it, the largely absent political and administrative observer of checks and balances, in the form of a responsible political opposition and an elephantine process-oriented, inflexible and indifferent bureaucracy.

However, India surprised the world with its formidable spirit of concern, coordination and competence in managing the crisis, through measures that may be termed draconian, with reference to the largest Lock down in the world, to the most selfless acts of individuals and groups voluntary actions and generosity. It brought together an extraordinary efforts and show of solidarity, selflessness, courage and co ordination among millions of ordinary people, who contributed in unison. This paper attempts to examine one such story of voluntary service without a centralized command system and which grew as a movement of people. The case of Youth for Seva is an example for the role of public in crisis management with a decentralized and contextual approach.

NGOs: Non Governmental Organizations (aka Voluntary Organizations or Not for Profit Organizations) are voluntary movements which began as individual or group efforts at supporting common causes at the grass root level. In India, we have had a rich heritage of social and community ownership of concerns and voluntary action was a norm rather than an exception. However, the influence of the western influenced organized efforts at supplementing the

Government's role in filling the gaps in governance, took on a formal shape with organized and legal structure for NGOs. As per estimates available on the net, there are over 30 lakh NGOs in India, which is more than the number of schools and over double the size of the police force. This may be positively interpreted as an indicator of social empowerment and participation in Governance. They have been involved in various fields of social action ranging from Agriculture to Child care.

Youth For Seva

Established in 2007, by Shri. Venkatesh Murthy, a Computer Scientist with 6 Patents and then based in the US, the idea was to harness the Indian tradition of Seva and integrate it into a formal structure of organized voluntary movement to mobilize the youth towards positive participation in nation building and heritage enrichment. A system based operations would make it easy for communication and management through the strategic planning of HR, Finance, Technology, operations and technology.

Vision: To create Self reliant communities powered by selfless individuals.

Mission:

- To facilitate a movement of volunteering.
- To empower individuals to become positive change agents in the society.
- To enable institutions to effectively engage community to deliver services.
- To promote sustainable life styles.

Philosophy: Seva (Service) in the spirit of Yajna (Worship), as reflected in the traditions of India.

Youth for Seva's philosophy is rooted in the traditional Bharateeya concepts of 'Runa' (Debt) and 'Yajna' (Worship). Individual achievements and welfare are due to the efforts of Parents, Teachers, Friends and many unknown others. While drinking a cup of water, if we are to think consciously about the people and elements which brought us that gift of nature, we will be overwhelmed with a sense of immense debt to the world as represented by our parents, other humans, nature and animals. 'Runa' is the Sanskrit word for 'debt'.

We are therefore obligated to pay back this debt whenever we are in a position to do so. We should do everything possible to serve our parents and teachers, find ways to give back to the society - fellow human beings, animals and nature. The word 'Yajna' literally means 'to worship' or 'to please'. In order to pay back our debts, it is an essential duty for every individual to perform 5 types of Yajna.

Pitru (Parents) Yajna: We duty bound to provide our parents with Health, Happiness, Pride and all that makes them joyful. The nucleus of Indian society has been family and parents are the pivot.

Rishi (Teachers) Yajna: One of the ways to pay back our teachers' debt is to learn, enrich and spread the knowledge without seeking any gifts and rewards in return. Enrichment of knowledge is based on the obligation of Research.

Deva (Divine/Nature) Yajna: the Nature sustains life and we are indebted to nature for our living hence have the responsibility of undertaking a nature friendly life, with a conscious efforts towards 'Nisargo Rakshati Rakshitaha' (Nature Protects the Protector)

Bhoota (Animals) Yajna: caring for and nurturing the animals by feeding, protecting and non interference in their habitat, is an acknowledgement of animal rights and their first right of use of resources.

Nara (Humans) Yajna: Compassion towards fellow beings and especially the less privileged people is an expression of divinity and is part of our obligatory worship.

Youth for Seva focuses on these five dimensions of services, which has been depicted in the logo. Based on the principle of Individual Social Responsibility, all our activities are conducted with the spirit of Yajna (Gifting without Ego), as it is believed that all wealth and joy we derive belongs to the earth and therefore shall be returned to it with minimal usage. Based on this philosophy, a collaborative effort of voluntary network for Seva (Social Entrepreneurship for Vision and Action), by the Youth, Youth for Seva, was established.

Organizational Structure:

YFS has a four tier administrative structure with a Board of Trustees, Board of Advisors, Board of Executives and Chapter (Regional Operations Hub) Presidents.

The associates include, Individuals, Institutions such as Schools and Activity groups, Corporates with association for CSRs and the Government. The activities in the various realms as mentioned above range from the actual and real to the virtual and online. Regular, Full time, Intern and free lancing volunteers are engaged in Environment, Education, Health, School development, Food & essential supplies, Animal welfare, Crisis management and Counseling support. YFS has established a strong network and credibility in the mobilization of volunteers and funds for supporting and sustaining welfare and social concern rehabilitation.

At present, YfS operates in 41 Indian cities with over 85 full time workers and 96000 Volunteers (Students and Professionals) with over 8 lakh beneficiaries. Being an active associate of over 245 NGOs and 142 Corporates, the work spans from School adoption and sanitary hygiene awareness to

Cultural training and awareness camp. Some programs such as, 'Chiguru' – An annual day celebrations for Government School Children has attained iconic status with commendable growth in the participation of Children, Schools, Events and the association of donors along with goodwill and resources. Conceptualized, Designed and executed by volunteering degree students, Chiguru is unmatched in its vision and organization. This represents the social enterprise model of YfS, which is grass root based, designed by the volunteers and supported by the community, with the aim of providing transformational joy to both the giver and the taker. With such a legacy, YfS had to be in the forefront of India's resolve in fighting the covid 19 crisis.

Covid 19 Crisis and Youth for Seva:

The Perception of the Crisis:

The magnitude of the issue could be imagined with the largest lockdown executed in the world. The large population of the Poor, Migrant and the young were the most and acutely affected. Hence, the relief measures were planned in association with the various trustees, advisors and associates for guidance and resources. Some of the important associates included corporate partners like, Reinfinitive, Virtusa and Collins Aerospace who have long standing associates in their work with the poor and the needy. The activities include supply of dry ration, food distribution, feeding stray animals, call centre coordination, mask distribution, medical support and awareness. The work is carried out pan India specifically focusing on 15 major affected cities such as Hyderabad, Bangalore, Delhi, Noida, Bhubaneswar, Bhopal and Belagavi.

As YfS is a movement involving volunteers guided by a Board of advisors in each centre identified as chapters, the issues of concern and the interest of the volunteers are decided by the local committee. A full time worker of YfS coordinates the activities and decision is taken based on the need intensity and resources availability. YfS looked at the least visible sections/cause of the society and as the pandemic affected all sections of life and society, the decision was not hard to make in terms of the degree and nature of involvement. Volunteers poured in with ideas based on their primary information and access and the list of needful interventions were identified.

The Key area of Focus: As large number of our activities are centered around the poor and the neglected areas, Food, Medicine, Life support facilities (Blood donation) and awareness were made the key focus areas with specific target groups being selected, such as women/girls for the provision of hygiene kits.

The Planning (Activities / Areas / Resources): Based on the area of the activity and the resources required, individual and group donors were identified, based on our past association with them. As the donors are strongly connected with our activities to see the fructification of their donation, word of mouth acts as a strong force multiplier in mobilizing funds and resources. The volunteers themselves being significant contributors, enables a strong connect with the activity, without merely being a photo opportunity. The activities are planned meticulously based on the resources and the need.

The Preparation: The Board of advisors include people of repute and respectability, hence guide the volunteers at every step of execution. The execution involves limited formal controls and formalities, as the basis of Seva is trust and giving. There exists a great amount of credibility for the donors/ contributors, the sincerity/ simplicity of the volunteers and the gratitude among the beneficiaries prevents the need for accounting for charity.

The Highlights:

Youth For Seva Activities at a Glance

Table No. 5

Sl. No.	Activity Details	Coverage
1	Dry Grocery kit distribution	40,143
2	Cooked Food packet	1,31, 785
3	Animals fed	1350
4	Call Centre Coordination	47017 calls
5	Mask Distribution	6860
6	Medical Support & Awareness	6948
7	No of Cities Covered	15

Source- Youth for Seva activity report as on May 25, 2020

These activities are conducted with a support of 47 full time staff at YFS in association with 1854 volunteers, 17 Corporate and NGO Partners.

Highlights of Major activities

Dry Grocery kits distribution – Many Indian cities are home to migrant workers. Due to lock down, they are faced with the no work. Similarly, huge no of slum dwellers, daily wage laborers also

lost their jobs and had limited resources to take care of their basic food needs. To address with issue, Youth for Seva in association with NGO, Corporate and state government distributed 40,143 dry grocery kits. The cities covered are Hyderabad, Bangalore, Bhopal, Delhi, Warangal, Noida and Belagavi. The partners who supported YFS in this project include Akshaya Patra foundation, Telegana state Government, Challenger's ki Pathshala, Round table India and Seva Bharati.

Cooked food packet distribution – Making food were made available to the needy especially people with no proper shelter and spend their life on road. 11 full time staff along with 170 plus volunteers prepared food daily for hundreds of people and the food was distributed to the needy by the volunteers. Total of 1,31, 785 food packets were distributed as on May 25, 2020.

Coordination though Call Centre - A call centre was set up in Bangalore with help of the Member of Parliament Shri. Tejaswi Surya. The call centre provided emergency non covid medical support to senior citizens and pregnant women. 185 plus volunteers along with 11 full time staff members were involved in handling the calls 24 hrs a day. Total of 47017 calls were received by the team and assistance was provided in all the cases.

Gokulam – A virtual summer camp was organized by Youth for Seva for children between age group of 5 to 15 years. 21 sessions by experts across various fields conducted online sessions with an objective to engage kids productively during the lockdown. The summer camp was a great success with reach of 876000 kids across the world with more than 54000 actively engaged kids. The activities included theatre, puppetry, drawing, clay modeling, fundamentals of Sanskrit and Yoga.

One of the most important achievements of the movement in the pandemic has been the extraordinary heroics of some of our volunteers who exhibited immense leadership and managerial skills, with empathy and enterprise. We honor them for their Seva and create stories of inspiration for creating such Heros. Some of them include,

The Covid 19 Heros

1. **Shri. Aksah Khare** – People often compliant about the inefficiencies of government functionaries but forget that the common man can also play an important role effectively. When district administration was looking for assistance to screen citizens for Covid 19, a 28 years Akash Khare, a banker working with HDFC bank, Bhopal rose to the occasion. Akash with his team took up door to door survey. He feels it is our duty to join hands with government in such situations of critical emergencies.

2. **Shri. Antar Prasad Sahu** – When the entire nation was under the lockdown, dedicated volunteers like Antar Prasad Sahu and his team was involved in conducting surveys of covid 19 hotspots in Bhopal. He led the team to conduct extensive campaign in the hotspot areas to identify covid infections. The team interviewed more than 3000 individuals covering more than 650 households in 3 hotspot district in Madhya Pradesh. The team was supported by local administration and police personnel. The team made sure that all the team members and the public strictly followed the physical distancing norms. Antar is with his extraordinary efforts motivated many to take up volunteerism.
3. **Kumari Keerthana Hegde** – A Youth for Seva volunteer since May 2019, Keerthana Hegde participated in food packing service for migrant workers in collaboration with Adhamya Chetana NGO. She spent two weeks working for the whole day along with others in making sure the food packets are hygienically packed and distributed to the needy.
4. **Shri. Muralidhar** – After the pilgrimage to sabarimala got cancelled due to lockdown, Muralidhar motivated 15 devotees to take up voluntary work to help the needy during the lockdown. He along with offered food to 150 migrant workers daily twice for the entire period of lockdown. He believes that it may be lockdown but that does not stop us from making valuable contribution in public service.

The above are few cases that are real inspiration. The youth can make a big difference and is a valuable asset for the nation. It is important to give them direction and they will rise to the occasion.

The Essence of the Case:

- We are living in an Age of Uncertainty, Inequality and Unpreparedness for facing the consequences of our actions. All these, are proven to be the result of human indifference rather than Natural order of things. The result of the violation of the Principles of Adequacy (Need satisfaction), Balance (Harmony) and Coordination (Dependence), are here to see.
- The World is more integrated than, we choose to believe. Globalization seems to be more capable in spreading the virus through chaos, than wealth through creativity. Individual actions of irresponsibility have, anywhere in the world, have acquired the power to threaten the world.
- Indian heritage and values of collectivism seems to be more strongly ingrained is us in spite of the exhibition and claims of western individualistic modernity. The continued relevance of

the legacy of thousands of years have to be acknowledged and reviewed/revisited. Mindless pursuit of modernity has led to the disorientation of individual and collective life.

- The abundance of value based and life centric perspectives in Indian heritage, as exemplified in the concept of Runa Yajna (clearing debt as worship). Nature as Righteousness (Nisarga is Dharma) would perhaps end our debates on development. The reinforcement of the need for integrating heritage studies as a content or pedagogy/encouraging research into the Indian systems of living and learning.
- An individual inspired with a traditional idea combining it with a pragmatic approach (As Swami Vivekananda suggested the confluence of the Vedanta with the West) can transform lifestyles and perspectives. The short and eventful journey of YfS, charity existed in India as individual social/ethical responsibility, rather than the modern Corporate Social responsibility.
- The Art of SEVA (Social Entrepreneurship through Vision & Action), is an attitude that can be harnessed in the most decentralized manner. The Solutions for problems lie in the context of the problems and Collaborative efforts, rather than in the Academic theories, Political legislations and Corporate board rooms.
- The Mobilization and willingness of the volunteers is an indication that the time for rural/social internships for students has arrived. In the line of thought which promotes compulsive military training for the youth, Indian military may not require youth as volunteers, but Social internship is a need of the day.
- The Invisible has come to be seen. The waste left unmanaged, the people in the margins of society who did not matter, the worthlessness of material wealth, the selflessness of the volunteers (Heroes) and all other aspects of our life and professional have become noticeable and respectful.

Social sensitivity has been the essence of Indian model of personal and professional excellence. The concept of Youth for Seva, is derived from the heritage of Indian values and merging it with the system based operations of the west. Thus, it symbolizes an excellent example of Swami Vivekananda's vision of excellence and an invaluable lesson for academics, Corporates and the Government in participative and progressive social engineering.

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Exhibit 1

Gukulam – A Virtual Summer Camp for kids

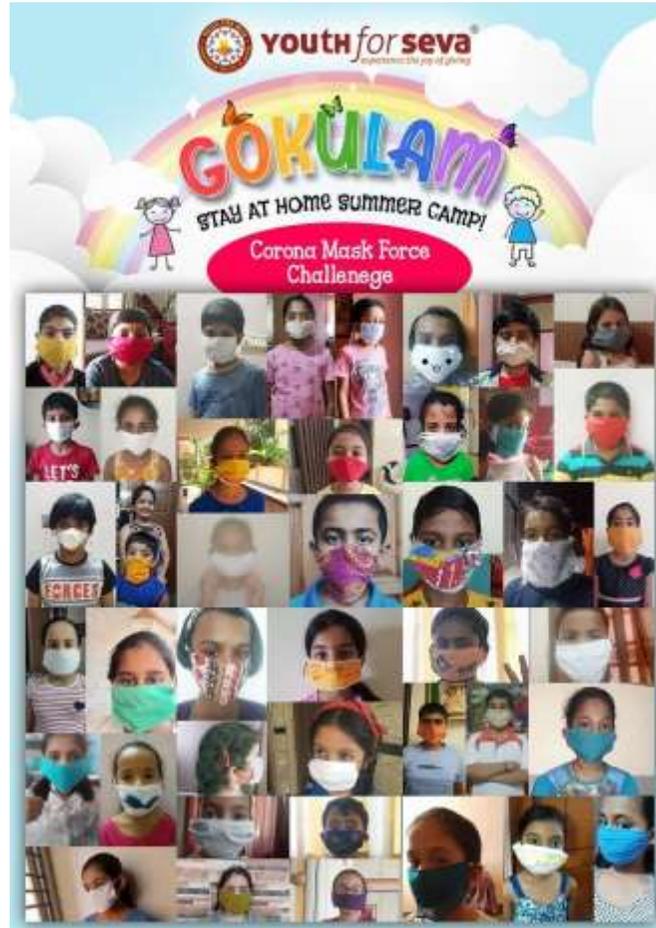


Exhibit 2
Dry Grocery Kits distribution



Exhibit 3
Coordination through Call Centre



Exhibit No. 4
Cooked food packet distribution

