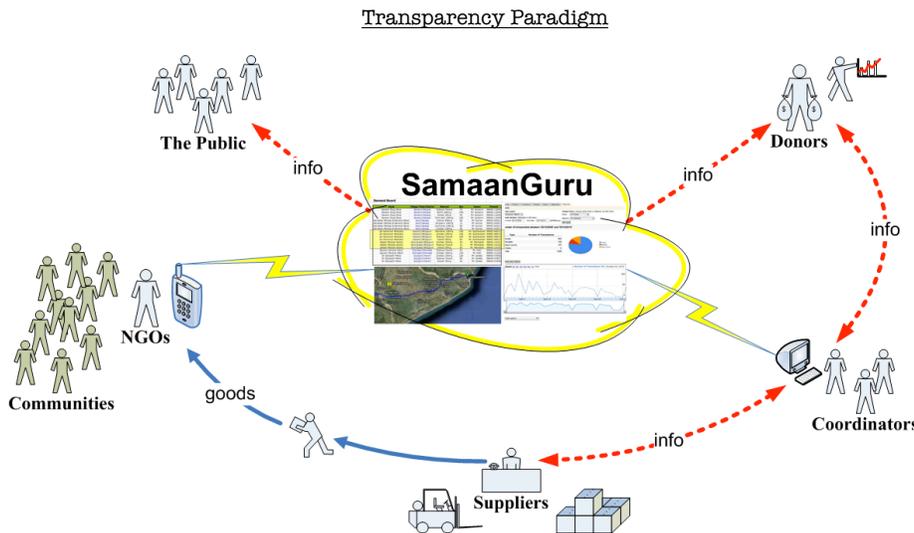


## Mobile Technology for Disaster Response Logistics

Natural disasters occur annually – such as floods, storms, earthquakes, waves and pandemics – rendering homelessness and postponing villagers’ ascent from poverty. The logistics of emergency response is complex, especially where physical and communication infrastructure are limited. Material delays and information asymmetry further complicate coordination, allowing disease outbreaks or social unrest to take root. Public health crises in a post-disaster environment can further inhibit social advancement of communities. Despite the critical importance of a rapid and orchestrated humanitarian operation, donors often hesitate to commit funds because of opacity into utilization and mission progress.

We believe that strategic, operational and tactical maneuvers can alleviate these risks and quicken the recovery. A novel cloud-hosted technology called [SamaanGuru](#) enables real-time and scalable “mobile supply chain management” by NGOs or villagers using simple mobile phones – optimizing and routing information to any web browser worldwide. The user interface is ultra-simple and intuitive enough for anybody to use. This technology will be integrated with [Samhita’s](#) donor portal to create visibility about the needs of communities affected by a disaster and help NGOs raise funds from individual and institutional donors.

### Send Assessments



### Order Supplies



### Real-time benefits of adoption:

1. Access to donors providing material and financial support at the time of disaster
2. Inventory tracking/mapping of relief items and robust order management
3. Advanced logistical coordination reducing waste and speeding relief
4. Public visibility into relief mission progress
5. Donor visibility into funds utilization and participant accountability

Since your NGOs are the natural leaders of this proposed initiative, the cost of SamaanGuru is absolutely free for disaster relief purposes – courtesy of Samhita Social Ventures Pvt. Ltd (SSV) and Logistics for Global Good Incorporated (LGGI). Moreover, the expected 3-week implementation is highly affordable, with neither hardware nor software to purchase. NGO partners are simply required to define appropriate assessment parameters, populate the material catalog, and deliver training for members of their vast network. In becoming the vehicle for this trailblazing initiative, NGOs can expect an increased public profile, stronger donor relationships due to operational transparency, and a potentially steady stream of support.



At the conclusion of the implementation period, LGGI and SSV will create a report to be shared with media agencies, foundations and companies interested in providing financial and material support to NGOs transparently coordinating relief work. Further, when disasters occur, SamaanGuru and Samhita link NGOs to donor agencies to ensure support to disaster-affected communities in exchange for inherent visibility into funds utilization, ensuring affected communities can recover appropriately.

## NGO Selection Profile

Interested NGOs will be selected on the following criteria:

1. The NGO should have a real, tangible on-the-ground presence – especially in remote geographies. The organization should already coordinate a network of people working in small towns and villages. Moreover, community leaders and NGOs with disaster-response expertise are favored.
2. The NGO's human network should be equipped with mobile phones. Participants need handsets to perform assessments, order relief supplies and receive information updates. Phones with color screens are preferred.
3. The NGO should be capable of sharing the following information with us to configure the system:
  - a. Names, mobile phone numbers, and locations of all participants
  - b. Definition of assessment criteria (what indicators need to be captured?)
  - c. Catalog of useful relief items for the geography (what materials will be requested in the event of a disaster?)
  - d. Templates for brief messages that could be sent by NGOs to donors who offer support at the time of disaster. These brief sms messages will act as real time feedback reports to donors.
4. The NGO must train its human network on using this technology. One hour of training time is sufficient. Although illustrated training manuals will be provided, we highly recommend a face-to-face workshop so that questions can be entertained and a test can be given. The cost of holding a workshop in your area is yours to absorb.
5. The NGO must create an online profile on Samhita. The profile takes a few hours and can be created at the NGO's convenience. Samhita will offer substantial phone support to help the NGOs create and maintain their profile.
6. During an actual natural disaster, the NGO must agree to make assessment and inventory data open to the public. The conditions on-the-ground, orders being placed, and the advancement of inventory to the disaster theater will be mapped and shared on a public website for all to see.
7. If the NGO receives support from donors through Samhita, the NGO must commit to provide limited, but regular, messaging using SamaanGuru mobile technology. These reports will be automatically sent to all donors through the Samhita portal. The templates and frequency of such reports will be decided during the implementation period, in collaboration with all participating NGOs.