

April 27th, 2021

The Power of Clubhouse: #Unite4India

Several conversations this past weekend in Clubhouse discussed the second wave of the COVID-19 outbreak in India. Clubhouse, an invite only iOS app, has managed to attract many people wishing to connect via voice conversations and actions. Over a thousand healthcare leaders, nurses, physicians, and concerned individuals from around the globe spent nearly eight hours discussing the situation and sharing stories of friends and family tragically lost. Many discussed the specific needs in the country, such as oxygen cylinders, machines called oxygen concentrators, personal protective equipment (PPE), and other medical supplies. Numerous participants also pondered how to contribute. Some considered ways their organizations could provide such resources, while others thought to provide medical and logistical expertise and others were ready to donate funds. As the Second COVID-19 Update Room ended on Sunday, April 25 morning, scores of participants were motivated to not just talk about the problem, but to act.

One such group of 25 physicians, hospital leaders, entrepreneurs, designers, computer programmers, and other professionals worked the rest of the day creating a website and planning an effort to gather resources and direct them towards vetted organizations in India. While from varying backgrounds and locations, they came together for one purpose; to Unite for India and thus they named the effort #Unite4India. Since the process of obtaining a new 501(c)3 charity is a lengthy endeavour, and the group thought it best to provide donors with tax deductible receipts, the newly formed team asked the founder of the [Sadannah](#) Foundation if the campaign could be run under its auspices. The Sadannah Organization's mission is to "build sustainable access to health care and education in low resource settings" and the Foundation has supported work in rural India in the past. Sadannah agreed and the team began building [Unite4India.org](#).



The mission of the Unite4India is to support India during the COVID crisis by collecting and deploying resources through vetted organizations to India. Furthermore, the group agreed, 100% of donations to the Sadannah Foundations will be given to #Unite4India vetted organizations minus transaction fees from credit card companies and PayPal. To achieve the goals set forth, not only were donations enabled on the new site, but also ways for individuals and organizations to contribute equipment and expertise. Last, but not least, the group created an application form for receivers of supplies to make requests to be vetted. This was all made possible by the trusted network being formed on clubhouse and beyond (but especially on clubhouse) to collaborate and connect their vast networks to help in outreach and create productive teams expeditiously. It is this network that the #Unite4India team believes will enable the most rapid and effective aid for India.

The next morning, the team received their first opportunity to assist when a need for 50 oxygen concentrators was identified from a member of the network in Barcelona. Within minutes the call went out to the #Unite4India team and seven minutes later a response came back with a supplier ready to ship 500 concentrators!

Now, four days after the first conversation, the #Unite4India site is open and accepting donations of funds, products and services for distribution to vetted organizations working to alleviate the COVID crisis in India.

To donate, learn more or apply for access to donated resources, please visit www.unite4india.org.

Team:

Mamta Swaroop, MD FACS FICS FAIM
Romi Mushtaq, MD
Karthik Ramakrishnan, MD
Priya Jaisinghani, MD

Alex Fair
Upasana Pathak, BSc