Bharatiya Jain Sanghatana – Force Motors
Comprehensive Response to Covid-19 Pandemic in Maharashtra

Flattening The Curve...
Measures carried out during the COVID-19 Outbreak in Maharashtra

(April 1 to October 31, 2020)
# Bharatiya Jain Sanghatana - Force Motors
## Comprehensive Response to Covid-19 Pandemic in Maharashtra

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## FIGHTING COVID-19

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Vision to reality: Mobile Dispensary Seva vans ready for the day at Lunkad Depot, Pune
The Covid-19 pandemic posed an unprecedented challenge for India. The nation went through a strict lockdown effective March 24, 2020 almost bringing life to a standstill. The impact of the pandemic was so severe and multi-dimensional that India needed everything in its capacity to fight the economic, health and socio-cultural challenges posed by it. Specifically, the severe impact of Covid-19 on people's health necessitated immediate action to prevent larger adverse outcomes.

It was in this context Bharatiya Jain Sanghatana and Force Motors decided to implement a pioneering intervention to mitigate the health challenges posed by Covid-19 in Maharashtra. I am forever thankful to Force Motors and the Firodia family for their unwavering support through the lockdown period and beyond, making it possible to successfully implement this first-of-its-kind program in the country.

The BJS-Force Motors Covid-19 strategic response was implemented in a phased manner. It included the Mobile Dispensary Seva that provided doorstep health checks to people of Maharashtra during the lockdown; Mission Zero that significantly increased the coverage of Rapid Antigen tests post-lockdown; and Corona Se Do Haath that featured Hon'ble Health Minister of Maharashtra in a series of audio-visual discussions on Covid-19 topics to help dispel myths and misconceptions of people. They also included Mass Awareness Campaigns like Prachar Rath that promoted authentic information about Covid-19 among people in the face of misinformation, fear and stigma; and a Swab Centre in Pune that provided greater insights into limiting the spread of the virus by successfully demonstrating early and extensive testing for Covid-19. This pioneering program also introduced advanced technologies like Smart Helmets that uses artificial intelligence to help scale Covid-19 screening in high-vulnerability areas.
This joint initiative by BJS and Force Motors demonstrated a strong and enduring partnership with Government of Maharashtra, several Municipal Corporations and Councils, and a multitude of social organizations across Maharashtra. It also demonstrated in no less measure the untiring efforts of dedicated field teams of doctors, health workers, technicians and volunteers. This program with Force Motors’ support was so impactful that it provided opportunities for BJS to scale-up these interventions across the country.

I am sure this comprehensive report on Covid-19 programs implemented by the BJS-Force Motors partnership, besides presenting key information and evidence, will prove insightful as to how such strong partnerships can successfully provide solutions with speed and scale in times of national emergencies to benefit the larger society.

Shantilal Muttha
President
A Legacy of Enduring Partnership
BJS and Force Motors

The support extended by Force Motors for Covid-19 mitigation programs in Maharashtra has been phenomenal. BJS is ever grateful for their generous support.

BJS’ association with the Firodia family dates back to three decades and involves three generations. Late Shri. Navalmalji Firodia has been a mentor, an idol and a guiding force for Shri. Shantilal Muttha, founder of BJS, in his long and arduous journey of social service. This extraordinary legacy continued with Shri. Abhay Firodia steadfastly supporting BJS in providing relief to draught-affected farmers in Ahmednagar district last year.

At this time of national crisis too, Shri. Abhay and Prasan Firodia extended their support to BJS for implementing strategic Covid-19 interventions for the benefit of the people of Maharashtra. Their unconditional acceptance of BJS’ proposals stands in testimony to the exceptional value built into this partnership through decades of association. BJS takes this opportunity to express its deep gratitude to the Firodia family and Force Motors for their unstinting support.

Going forward, BJS would like to continue to work and collaborate with Force Motors to implement programs in health and education, and in times of national emergencies.
BJS and Force Motors are invested in aligning interventions with government programs to achieve greater impact and scale. Since inception, BJS has worked in close partnership with governments at national, state, district and local levels. The high synergy of BJS programs with government, and their success have been demonstrated by the organization’s history of 35 years.

After conceptualizing the Covid-19 programs, BJS had strategy meetings and consultations with the political leadership in Maharashtra, and implementation decisions were taken upon receipt of necessary approvals. The Government of Maharashtra has given official permission for BJS-Force Motors to implement these programs, and at the district level all necessary coordination for program implementation was accomplished by local administrations with a positive outlook towards our work.

Several VIPs, notable senior leaders and officials supported these programs through visits, inaugurations and their valuable endorsements. BJS and Force Motors are much thankful to the Hon’ble Chief Minister of Maharashtra Shri. Uddhavji Thackeray, senior leader Shri. Sharadraoji Pawar, Hon’ble Deputy Chief Minister Shri. Ajitdada Pawar, Hon’ble Health Minister Shri. Rajesh Tope, Hon’ble Home Minister Shri. Anil Deshmukh,
Hon’ble Ministers Shri. Jayant Patil and Shri. Aditya Thackeray, Hon’ble Urban Development Minister Shri Eknath Shinde, the then Chief Secretary Shri. Ajoy Mehta, Principal Secretary to Chief Minister Shri. Vikas Kharge, Health Secretary Shri. Vyas and many other high-ranking officials at the state level.

Program implementation at this large scale could not have succeeded without the strong support received from Divisional Commissioners, District Collectors, and local administrations in districts. BJS would like to especially thank the Municipal Commissioner of Pune Shri. Vikram Kumar, the Additional Municipal Commissioner Smt. Rubal Agrawal, and the Municipal Commissioner of Pimpri-Chinchwad Shri. Shravan Hardikar. BJS would also like to take this opportunity to thank all officials of local governments in Ahmednagar, Aurangabad, Beed, Dhule, Jalna, Latur, Nanded, Nashik, Palghar, Parbhani, Pimpri-Chinchwad, Pune, Ratnagiri, Sangli, Solapur and Washim districts for their commitment and support.
Mobile Dispensary Seva

Services:
Doorstep medical aid to needy patients during lockdown, health checks and treatment for general ailments, free medication, early detection of suspected Covid-19 cases, referrals to hospitals, Covid-19 awareness, assistance to local administration.

Mission Zero

Services:
Rapid Antigen tests by visiting Covid-19 hotspots and containment zones during the unlock phase, early detection of Covid-19 positive cases and referrals.

Swab Centre

Services:
Covid-19 swab tests and referrals to hospitals to demonstrate impact of early and aggressive testing in high-vulnerability areas.

Smart Helmet

Services:
Accelerated Covid-19 screening services in high-vulnerability areas using modern technology that integrates artificial intelligence, for the first time in India.
Mass Awareness Drives

Services:
Public awareness on Covid-19 across program geographies through Prachar Raths, electronic billboards, gantries, posters, banners, auto stickers and through WhatsApp messages.

Corona Se Do Haath

Services:
A series of audio-visual awareness talk shows on Covid-19 featuring the Health Minister of Maharashtra, widely telecast and disseminated through social media with objective to reduce fear, myths and misconceptions about Covid-19 and to promote authentic information.
Fighting COVID-19

Mobile Dispensary Seva

During the Covid-19 lockdown, the Mobile Dispensary Seva provided a doctor at the doorstep of anyone who needed an urgent consultation, addressing their immediate health needs and facilitating early detection of Covid-19 cases.

In March 2020, Covid-19 was declared a national disaster by the Government of India. As the nation went into an unprecedented lockdown, almost all private clinics and hospitals were closed resulting in severe restrictions for ordinary citizens to avail health services. Access to even basic healthcare became difficult for ailing patients. The increasing patient count in government hospitals led to an increase in the number of red zones across the country. As the pandemic spread, misinformation and fear about the virus created panic among people.

A service like the Mobile Dispensary Seva was the need of the hour during this national emergency. Apart from providing health services to people, there was a need to identify suspected Covid-19 cases early on through accelerated health checks to help limit the spread of the virus.
BJS and Force Motors implemented the Mobile Dispensary Seva during the Covid-19 lockdown period from April 1, 2020 through June 30, 2020. As the lockdown exposed citizens to increased health risks, this program provided a doctor at the doorstep of anyone who needed urgent health services. Vulnerable sections of the society like women, children, elderly and co-morbid patients were given the much-needed healthcare support and medicines when they were confined to homes. Additionally, the program helped in identification of Covid-19 suspected cases and their immediate referrals to the concerned Municipal Corporations for testing. It succeeded in reducing the death ratio as a result of this early and extensive screening, identification of suspected cases and their immediate referrals.

The Mobile Dispensary Seva aimed to:

- Provide free doorstep health services to needy patients during lockdown.
- Identify suspected Covid-19 cases early on through extensive health checks and refer them to concerned Municipal Corporations for testing in order to limit spread of the virus and reduce death ratio.
- Increase community awareness on prevention measures, and in reducing fear and stigma.
- Assist Municipal Corporations by conducting maximum doorstep health checks, helping to limit community spread of the virus.

Shri. Shantilal Muttha after a briefing session to the drivers and volunteers of MDS
**Initial Steps:**

BJS initiated high-level discussions with Hon'ble Chief Minister of Maharashtra Shri. Uddhavji Thackeray, senior leader Shri. Sharadraoji Pawar, Hon'ble Deputy Chief Minister Shri. Ajitdada Pawar and Hon'ble Health Minister Shri. Rajeshji Tope and shared the program concept with them.

After detailed discussions all necessary clearances were received immediately to begin implementation.

Vehicles like tempo traveller and school buses were used as Mobile Dispensaries after retrofitting them with all necessary clinic equipment. Vehicles were branded as BJS-Force Motors “Doctor at your Doorstep” service. They were equipped with doctors, attendants and volunteers, along with ample stock of medicines to treat general ailments. They carried chairs for waiting patients and a loudspeaker for making public announcements.

The Mobile Dispensary staff was provided with PPE kits for their safety. BJS followed all government norms for social distancing and guidelines issued by Municipal Corporations. Specific guidelines for safety measures were prepared and given to all doctors, assistants and volunteers.
Pilot Implementation in Pune and Pimpri-Chinchwad:

The project was first implemented in Pune city with 11 Mobile Dispensaries, and within four days it was expanded to cover areas under the Pimpri-Chinchwad Municipal Corporation using five additional Mobile Dispensaries. The initial implementation challenges were overcome by the Mobile Dispensary team through their determined efforts and rapport with citizens. As they gained people's trust, it became clear to them that the Mobile Dispensary Seva was an absolute need of the hour for people.

A step-by-step process was followed to implement the program in coordination with local municipal authorities:

- Municipal Commissioner promulgates launch of the project, after which mobile dispensaries are sent to various places to conduct health checks.
- Locations are fixed a day before by local authorities keeping BJS informed.
- Upon reaching the assigned area, the volunteer makes announcements using a loudspeaker encouraging people to come for health checks.
- Chairs are placed at safe distances of two feet for patients coming for health checks.
- The doctor conducts health checks and gives required medicines, all services free of cost.
- Upon return of vehicles to depot at the end of the day, they are fumigated, cleaned, supplies replenished, and made ready for the next day.
- Data of suspected Covid-19 cases referred for swab tests shared with municipal authorities.
- Data of people who underwent health checks captured through MIS of the program.
Scale-up in Pune and Pimpri-Chinchwad:

The Mobile Dispensary Seva program was successfully scaled in Pune and Pimpri-Chinchwad with 86 dispensaries serving the most affected areas.

BJS is grateful to Force Motors for their continued support for this much-needed expansion. In addition, BJS implemented mass awareness drives that reached out to the entire population of Pune and Pimpri-Chinchwad. As a result, the Mobile Dispensary Seva could successfully conduct health checks of more than 14 percent of the entire population of Pune and Pimpri-Chinchwad.

A tiny tot bravely avails the free health checkup service.
The large fleet of vehicles operated by the program needed suitable supporting infrastructure for parking, fumigation and disinfection, replenishment of clinic supplies and medicines, and the overall administration of the fleet.

At this point, Shri. Amit Lunkad, Director of Lunkad Realty and an individual of high repute stepped in to take responsibility for supporting this program with a strong 50-member professional team and a site that served as a depot for the fleet of vehicles. The entire operations of vehicle parking, cleaning, fumigation, coordination with dispensary staff, volunteers, municipal officials, corporators, government officers, and citizens; procurement of medicines and equipment, inventory, program management, invoicing for payments, team management, and MIS reporting were successfully undertaken by the Lunkad Realty team. All activities were undertaken keeping safety measures in place.
A typical day begins with series of time bound Activities at the Lunkad Depot

Drivers arrive for duty and lineup with social distancing to collect allocated vehicles

Fumigation of MDS van and its equipment

Distribution of supplies for every MDS van

Gathering tiffin items for every MDS van team

Water dispensers for every MDS van

Each MDS van getting loaded with all materials

Record keeping of every movement

Monitoring and guiding for smooth functioning
Shri. Amit Lunkad and Shri. Rahul Dagalia developed SOPs for the depot in Viman Nagar, Pune that went on to become the standard practice across Maharashtra, Karnataka and Tamil Nadu where the program was later scaled. BJS and Force Motors extend their special thanks to Shri. Amit Lunkad and Shri. Rahul Dagalia for their able leadership and unstinting support.

Standard Operating Procedures for Mobile Dispensaries:

- 8:00 am to 8:30 am: Sanitization of vehicle
- 8:30 am to 9:00 am: PPE kits, Infrared Guns, Oximeters
- 9:00 am to 9:30 am: Replenish medicines, Reporting of doctors, assistants, volunteers and drivers
- 10:30 am to 1:00 pm: Lunch
  - Lunch packets distribution to field staff, Tea and breakfast for field staff, Reporting sheets handed to drivers; Departure for assigned area
- 1:00 pm to 1:30 pm Lunch
- 2:00 pm to 5:30 pm: Conduct 2nd Mobile Dispensary Camp
- 6:00 pm onwards: Return of vehicle to depot; fumigation by team wearing PPE kits as soon as vehicle arrives.
- 9:00 am 9:30 am onwards: 8:00 am to 8:30 am
- 8:30 am to 9:00 am: PPE kits, Infrared Guns, Oximeters
- 9:00 am to 9:30 am: Replenish medicines, Reporting of doctors, assistants, volunteers and drivers
- 10:30 am to 1:00 pm: Lunch
  - Lunch packets distribution to field staff, Tea and breakfast for field staff, Reporting sheets handed to drivers; Departure for assigned area
- 1:00 pm to 1:30 pm Lunch
- 2:00 pm to 5:30 pm: Conduct 2nd Mobile Dispensary Camp
- 6:00 pm onwards: Return of vehicle to depot; fumigation by team wearing PPE kits as soon as vehicle arrives.
Scale-up of Mobile Dispensary Seva in Rest of Maharashtra:

Maharashtra accounted for nearly 20 percent of the total Covid-19 cases in India and topped the list of states with highest number of reported infections. The state also accounted for nearly 35 percent of the reported deaths due to Covid-19.

BJS with support from Force Motors met this challenge by expanding the Mobile Dispensary Seva to 28 more cities in Maharashtra by deploying a fleet of 135 Mobile Dispensaries. All necessary permissions and approvals were taken by respective administrative departments. In order to ensure safety and adherence to protocols, BJS organized consecutive online trainings for Mobile Dispensary staff across Maharashtra using audio-visuals, and emphasizing on the safety measures to be taken by doctors, attendants, volunteers and others associated with the program. Later, BJS received official permission from the Government of Maharashtra to deploy 100 more Mobile Dispensaries all over Maharashtra.

*This data pertains to the Mobile Dispensary Seva program implemented with Force Motors’ support. This does not include data from Mumbai (MCGM), Thane, Navi Mumbai, Kalyan-Dombivli, Karnataka, Gujarat and Tamil Nadu where the program was later scaled.
Key Challenges Addressed:

Even during the unprecedented lockdown, BJS and Force Motors were able to leverage multiple sources for availability of doctors for the Mobile Dispensary Seva. Several doors were knocked to ensure the program received adequate number of doctors to run dispensaries. Requests were made to Municipal Corporations, IMA, Indian Dental Doctors’ Association, Medhi Jain and local Corporators along with direct advertisements on television and WhatsApp, assuring safety of all participating doctors.

Encouraging citizens to avail Mobile Dispensary Seva for health checks was extremely challenging. Getting patients suspected of Covid-19 infection undergo swab tests within 24 hours of the health check was even more so. However, the exemplary work done by the field team, encouraging and convincing people to undergo swab test within 24 hours, succeeded and the program could make a definitive impact.

Availability of vehicles, PPE kits and volunteers were additional challenges faced by the program. Vehicles were sourced through personal contacts with ambulance providers, school van providers and travel agencies, and drivers were assured of all the protection and facilities. PPE kits were initially procured by paying a higher price, and resources were generated through family friends of Shri. Shantilal Muttha for procuring safety products. In the initial phase of the program, BJS staff and office bearers volunteered to run the Mobile Dispensary Seva, however adequate number of volunteers were later provided by local Corporators.
VI

Fighting COVID-19

MISSION ZERO

LET’S BE COVID FREE TOGETHER
Fighting COVID-19

Mission Zero

Mission Zero was able to reduce the Covid-19 death ratio in hotspots and containment zones through a strategy of early detection of suspected cases and accelerated testing.

After the lockdown ended and the unlock phase began, there was a perceptible increase in the number of people coming out of their homes. At the same time, BJS observed that there was apprehension among people to get tested for Covid-19 due to strict quarantine measures. Looking at the changed circumstances, BJS strategically decided to replace the Mobile Dispensary Seva with a new program, Mission Zero, to serve the needs of citizens in the unlock phase. This new program aimed to detect Covid-19 patients early in hotspots and containment zones by conducting on-the-spot rapid antigen tests.

Maharashtra Chief Minister Shri. Uddhav Thackeray launched Mission ZERO in Ahmednagar virtually in the presence of several other dignitaries on August 1, 2020.
Mission Zero was first piloted in Mumbai on June 22, 2020. Although the program in Mumbai was not part of the Force Motors’ support, they encouraged BJS to implement it, including in areas under the Mumbai Metropolitan Region. Later, the program was scaled to Pune and Ahmednagar with support from Force Motors. In addition, after observing successful results of the program in Pune and Ahmednagar, BJS volunteers implemented it in 10 other cities of Maharashtra using own resources.

In Pune and Ahmednagar, Mission Zero was implemented between June 22, 2020 and October 31, 2020. BJS is grateful to Force Motors for again extending their support for this new initiative. As part of this program, body temperature reading and blood oxygen level measurements were taken to identify suspected Covid-19 cases in hotspots and containment zones, and then on-the-spot rapid antigen tests were conducted for all such suspected cases to help bring Covid-19 infections to zero in that hotspot. The program also generated awareness among citizens to mitigate undue fears and misconceptions.
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<th>Ahmednagar (A)</th>
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<td>No. of Antigen Test Dispensaries Used</td>
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<td>No. of People whose Health Checks were Done</td>
<td>35,539</td>
<td>15,961</td>
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<td>No. of Patients Referred to Govt. Hospitals</td>
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<td>10,419</td>
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<td>No. of Patients Undergone Antigen Test</td>
<td>35,403</td>
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<td>No. of Antigen + RT-PCR Positive Results</td>
<td>5,886</td>
<td>2,064</td>
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*This data pertains to program implemented with Force Motors’ support and does not include Mumbai (MCGM), Thane, Navi Mumbai, Kalyan-Dombivli, Nashik, Aurangabad, Sangli, Ambajogai, Ashti, Kaji, Majalgaon, Parali, Jalna, Karnataka and Tamil Nadu where Mission Zero was scaled*
Government Initiation and Support:

The Mission Zero program received immense support from the Government of Maharashtra. Apart from timely approvals and clearances for implementation in hotspots and containment zones, and the active support from all government and local officials, the Government of Maharashtra supported the program with 45,000 rapid antigen test kits. BJS and Force Motors take this opportunity to thank the Government of Maharashtra and officials of the local administration for their generous and exemplary support.
Fighting COVID-19

CORONA SE DO HAATH
Fighting COVID-19
Corona Se Do Haath

The Corona Se Do Haath program widely disseminated authentic content property on Covid-19, helping to dispel myths and misconceptions among masses about the virus.

BJS and Force Motors, together with other CSR partners launched the Corona Se Do Haath program to help address the challenge of misinformation, myths and fear among people about Covid-19, and establish authentic content property that is easily accessible to the general public.

Citizens had several unresolved questions and concerns about Covid-19. Misinformation, myths and misconceptions among public aggravated the situation and created a state of fear and panic about the pandemic. Clearly, citizen awareness and adaptive behaviour change were of prime importance to overcome the fear that has set in people’s minds. There was a need for clarity and appropriate guidance from an authentic source, just as there was a need for such authentic information being easily accessible to the general public.

BJS strategically introduced the Corona Se Do Haath program in the format of an easily accessible series of six audio-visual talk shows where citizens can directly learn more about Covid-19 from an authentic source. These talk shows featured the Hon’ble Health Minister of Maharashtra Shri. Rajeshji Tope in his capacity as someone who spearheaded the fight against Covid-19 in Maharashtra since the outbreak of the pandemic. The episodes were anchored by Shri. Shantilal Muttha who asked questions that reflected the concerns and fears of ordinary citizens.
Content Property and Dissemination:

The following six talk show episodes, each dealing with one specific aspect of the Covid-19 pandemic, were produced and disseminated for information of the general public:

2. Duration of virus, quarantine methods and self-care.
5. Importance of immunity and will power to fight Covid-19.

All episodes were widely telecast on popular television channels and uploaded on YouTube. They were promoted through social media and the ground network of BJS and its partners. Citizens could directly view these episodes to be aware and take informed decisions.

Key Outcomes:

- Promoted awareness through authentic content on Covid-19.
- Directly disseminated accurate information to the general public from the most credible authority.
- Reduced fear and misinformation among people about Covid-19.
- Debunked myths and misconceptions.
- Enhanced confidence of citizens about living in the new normal.
Fighting COVID-19

SWAB CENTRE
Fighting COVID-19

Swab Centre

The Swab Centre in Pune helped assuage the fear and anxiety among people about Covid-19 testing.

When the unlock phase began after the Covid-19 lockdown, BJS observed that although people were coming out of their homes for essential tasks, there was anxiety among them about the strict quarantine measures enforced for positive patients, resulting in a general sense of fear undergoing the Covid-19 test. BJS felt the need to address the fear among people, as not testing on time led to patients becoming increasingly critical as days passed.

BJS therefore strategically took a decision to assuage the fear about Covid-19 testing, and offer swab tests free of cost to the people of Pune with support from Force Motors. This program was implemented from May 14, 2020 through June 13, 2020.

Swab Centre at Yerwada:

BJS signed an MoU with the Pune Municipal Corporation to establish a swab centre in the city and identified a private agency approved by the government for swab testing. A well-equipped swab centre was established in Yerwada, Pune with excellent infrastructure and a secure and safe environment. The private agency deployed their team of doctors and medical practitioners for conducting swab tests. All suspected patients identified after health checks through Mobile Dispensaries were referred to this centre for testing.
In the absence of public transport, BJS hired autorickshaws to bring patients to the swab centre and drop them back. Autorickshaws were completely fumigated between pick-up and drop of every patient. Senior doctors at the swab centre, after verification of slips provided to patients by Mobile Dispensaries, decided whether a swab test is needed, and accordingly tests were conducted for them. Reports of swab tests were forwarded to the Pune Municipal Corporation as per stipulated guidelines of the Indian Council of Medical Research.

![Patients being brought to BJS Covid Care Center at Yerwada, Pune by fumigated auto rikshaw](image1)

![BJS Covid Care Center at Yerwada, Pune following all government guidelines and conducting Covid tests](image2)

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**Testing and Positivity:**

During the period of one month between May 14, 2020 and June 13, 2020, the swab centre in Yerwada conducted a total of 2,253 swab tests, of which 325 samples tested positive, indicating 14.4 percent positivity.

![Swab Test and Samples Test Positive](image3)
BJS introduced Smart Helmets as a pilot initiative for accelerating Covid-19 screening in high-volume, high-vulnerability cities like Pune, Aurangabad, Nashik and Jalgaon. These helmets used modern technology integrating artificial intelligence to screen up to 6,000 people in two and half hours, whereas in the same length of time screening of only 300 patients was possible earlier. This was the first time such technology was used in India.

With the help of Smart Helmets, BJS screened 3,33,189 people for Covid-19, of which 2,785 patients were referred to concerned Municipal Corporations for further investigations.
Fighting COVID-19

Awareness And Education Drives

Technology demonstrator pilot using Artificial Intelligence to rapidly identify COVID-19 patients

As part of the community mobilization and awareness building program, BJS implemented several mass awareness drives to disseminate authentic Covid-19 information, to provide positive reinforcements, to dispel myths and to educate citizens to avoid discrimination.

BJS used a variety of media vehicles like electronic billboards, banners, gantries, auto-stickers, flyers, and WhatsApp messages to disseminate key messages. Prachar Raths with appropriate messaging were extensively used for creating pre-awareness about rapid antigen test camps in specific localities as stipulated by local authorities.
Electronic billboards with various awareness messages

Mission ZERO Pune
Zero Covid Cases

2nd July 2020 - 21st Sept 2020
15,000+
Rapid Antigen Tests

SUPPRESSING THE COVID-19 TRANSMISSION
3,327 positive cases

WhatsApp message

Announcement of Prachar Rath

Photo of a green vehicle with "MISSION ZERO PUNE" on it parked on a street with people walking by.
XI

Fighting COVID-19

KEY RESULTS
**Mobile Dispensary Seva:**

The Mobile Dispensary Seva program was implemented and scaled in Maharashtra between April 1, 2020 and June 30, 2020 with Force Motors’ support.

- Health Checkup done: 936,441
- Patients Referred To Government: 10,849
- Mobile Dispensary Used: 135

Mobile Dispensary Seva-Health checks being conducted at various places

The following table illustrates the coverage of health checks achieved by the program across Pune, Pimpri-Chinchwad and rural Maharashtra. In addition, out of the 7,04,421 health checks conducted in Pune and Pimpri-Chinchwad, the program referred 9,186 suspected cases to government hospitals for testing. In rest of Maharashtra however, suspected cases were directly enrolled for testing by respective local administrations.
<table>
<thead>
<tr>
<th>Sr. No</th>
<th>City</th>
<th>Date Initiated</th>
<th>No. of Mobile Dispensary Used</th>
<th>No. of People whose Health Checkup done</th>
<th>Patients Referred To Govt.</th>
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<tbody>
<tr>
<td>1</td>
<td>Pune</td>
<td>1-Apr-20</td>
<td>82</td>
<td>640,611</td>
<td>8,875</td>
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<td>2</td>
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<td>4-Apr-20</td>
<td>4</td>
<td>63,810</td>
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<td></td>
<td><strong>Pune Total</strong></td>
<td></td>
<td><strong>86</strong></td>
<td><strong>704,421</strong></td>
<td><strong>9,186</strong></td>
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<td>3</td>
<td>Rajgurunagar</td>
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<td>11</td>
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<td>Nashik</td>
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<td>12,300</td>
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<td>5</td>
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<td>6</td>
<td>Sangli</td>
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<td>8</td>
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<td>Aurangabad</td>
<td>16-Apr-20</td>
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<td>11,447</td>
<td>90</td>
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<tr>
<td>10</td>
<td>Shindkhed</td>
<td>16-Apr-20</td>
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<td>1,929</td>
<td>0</td>
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<tr>
<td>11</td>
<td>Washim</td>
<td>16-Apr-20</td>
<td>1</td>
<td>14,612</td>
<td>0</td>
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<tr>
<td>12</td>
<td>Shirur Anantpal</td>
<td>17-Apr-20</td>
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<td>310</td>
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<tr>
<td>13</td>
<td>Khed</td>
<td>18-Apr-20</td>
<td>1</td>
<td>3,529</td>
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<td>14</td>
<td>Shrirampur</td>
<td>20-Apr-20</td>
<td>1</td>
<td>4,232</td>
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<tr>
<td>15</td>
<td>Dhule</td>
<td>21-Apr-20</td>
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<td>16</td>
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<td>Ahmednagar</td>
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<td>Jalna</td>
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<tr>
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<td>Nanded</td>
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<tr>
<td>20</td>
<td>Parbhani</td>
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<td>Sangamner</td>
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<td>5,819</td>
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<td>22</td>
<td>Rahuri</td>
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<td>23</td>
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<td>24</td>
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<tr>
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<td>Palghar</td>
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<td>4,054</td>
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<td>Nandgaon</td>
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<tr>
<td>27</td>
<td>Malegaon</td>
<td>3-May-20</td>
<td>15</td>
<td>95,965</td>
<td>1,528</td>
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<tr>
<td>28</td>
<td>Dahanu</td>
<td>5-May-20</td>
<td>1</td>
<td>3,183</td>
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<tr>
<td>29</td>
<td>Chandwad</td>
<td>6-May-20</td>
<td>1</td>
<td>6,842</td>
<td>1</td>
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<tr>
<td>30</td>
<td>Ratnagiri</td>
<td>10-May-20</td>
<td>1</td>
<td>8,090</td>
<td>14</td>
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<td><strong>Rest Of Maharashtra</strong></td>
<td></td>
<td><strong>49</strong></td>
<td><strong>232,020</strong></td>
<td><strong>1,663</strong></td>
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<tr>
<td></td>
<td><strong>Maharashtra Total</strong></td>
<td></td>
<td><strong>135</strong></td>
<td><strong>936,441</strong></td>
<td><strong>10,849</strong></td>
</tr>
</tbody>
</table>
Mission Zero:

The Mission Zero program was implemented in Pune and Ahmednagar between June 22, 2020 and October 31, 2020. In Pune, the program achieved coverage of 35,403 patients with rapid antigen tests of which 5,886 (16.6%) patients tested positive for Covid-19. Similarly, in Ahmednagar out of the total 10,401 patients who underwent the rapid antigen test, 2,064 (19.8%) patients tested positive for Covid-19.
**Swab Centre:**

The Swab Centre in Yerwada, Pune conducted swab tests for suspected Covid-19 patients between May 14, 2020 and June 13, 2020. Out of the total 2,253 swab tests conducted by the centre, 325 (14.4%) samples tested positive for Covid-19.

**Activities at the Swab Center**

- Citizens entry at the Swab testing center
- Citizens awaiting area with social distancing norms
- Citizens made to feel at ease as doctors with proper PPE kit conduct Swab test efficiently
Fighting COVID-19

Impact Analysis

Mobile Dispensary Seva In Pune

This independent study in Pune found that early detection and accelerated testing had a significant impact in reducing the death ratio due to Covid-19 in hotspots.

An independent assessment was conducted by CPC Analytics to understand the impact of the Mobile Dispensary Seva in Pune where extensive screening and testing services for Covid-19 were provided by BJS in association with the Pune Municipal Corporation. The study analysed data on screening, identification of suspected cases, and positive cases detected by the program to understand the overall impact. Within this, it specifically analysed the effect of casting a wider testing net, early detection of cases and their combined effect on deaths due to Covid-19.

Release of the official Impact Assessment Report of all Covid 19 mitigation activities carried out by BJS, Force Motors Ltd. & PMC. Pune Mayor Shri Murudhar Mohol, Divisional Commissioner Pune Shri Saurabh Rao, BJS Founder Shri Shantilal Muttha, Corporator Shri Avinash Salve, CPC Analytics Founder Shri Sahilji Deo & AMC Vijay Landge were present on this occasion.
Objectives of the Study:

The study aimed to understand interventions of grassroots pandemic response teams that focused on maximizing coverage of Covid-19 screening, and whether this helped in controlling the spread of the virus. Further, it sought to understand whether early detection of Covid-19 positive cases through extensive screening prevented avoidable deaths.

To understand the above, the study analysed data on screening, testing and detection of positive cases by the Mobile Dispensary Seva in Pune, specifically:

- What has been the impact of early and aggressive screening, followed by testing and isolation on the number and spread of cases?
- What has been the impact of these methods, especially in hotspot areas such as slum settlements?
- What is the age distribution of positive and deceased patients with early screening and testing?

Program Coverage:

To understand the proportion of contributions by the Mobile Dispensary Seva in Pune, data of June 8, 2020 was considered. As of this date, 6.92 lakh people had been screened in the whole of Pune city; and 9,092 people referred for testing, out of which 484 were found to be Covid-19 positive. As of this date, the Mobile Dispensary Seva program was responsible for screening 6.25 lakh people and making 8,300 referrals.

The program was responsible for
90.3 percent of the screenings and
91.2 percent of the referrals in the entire Pune city.
Impact of Early and Extensive Testing:

Early and aggressive screening, followed by testing and isolation plays a vital role in limiting the number of cases and the spread of the virus. Whether the Mobile Dispensary Seva was effective in “breaking the chain” can be understood by tracking the number of cases in a selected location.

Mobile Dispensary Seva @ Shivajinagar-Gole Road
90% Covid-19 positive cases identified early on 2,939 referrals and 274 positive cases

To analyse this, Wards with maximum positive cases were considered. Shivajinagar-Gole Road was selected first because it had 2,939 referrals and 274 positive cases. Within this Ward, the case study of Patil Estate was selected for following three reasons:
- Large number of screenings done and positive cases found in this location.
- This location had the maximum cases at the beginning of the analysis.
- The location had slum settlements where control of the virus is difficult.

The Patil Estate slum settlement had numerous lanes and gullys that have highly congested living conditions and poor access to WASH infrastructure. About 90 percent of Covid-19 positive cases in this location was identified early on through the Mobile Dispensary Seva, which helped in drastic reduction in the rate of transmission.

Similarly, the program collected 2,253 samples and identified 325 positive cases until Jun 13, 2020. Out of this, maximum cases were from Yerwada that reported the second highest number of positive cases in Pune. Hence, Yerwada was selected as a second Ward for analysis.
Key Findings:

At the beginning of the pandemic, Patil Estate was one of the biggest and fast-growing hotspots for Covid-19 in Pune, contributing to over 62 percent of the Ward's cases. New cases in this location began to decrease from the first week of May 2020, and the average growth-rate of cases reduced from 37 percent to nearly zero, flattening the curve. In the next one month following this (May 13 to Jun 12, 2020), just one new case was reported from this area. The Mobile Dispensary Seva program was extremely effective in this area in breaking the chain of virus transmission.

On the other hand, the average growth-rate of cases in Yerwada decreased from 40 percent to 6.3 percent after extensive interventions by the Mobile Dispensary Seva program, showing early signs of flattening the curve. The CFR of positive patients detected by the program was considerably lower than the CFR of all positive patients in Pune, which could be due to early detection of cases.

Overall, the extensive screening and referral method helped early detection, isolation and breaking of the chain of transmission of the virus. Early detection of positive cases helped control the transmission and contributed to reduction in number of deaths.

Early detection of positive cases helped control the transmission at the hot spot areas of Covid-19
Technology demonstrator pilot using Artificial Intelligence to rapidly identify COVID-19 patients

BJS in association with Persistent Computers had developed a modern technology platform to provide monitoring and evaluation support to its programs implemented across the country. When BJS initiated its Covid-19 response programs in Maharashtra with Force Motors, this existing technology platform was suitably adapted to provide immediate assistance to the newly launched programs. Due to this, right from the start of the Covid-19 initiative, BJS could facilitate availability and analysis of daily dashboard of program data, which was also shared with the government, concerned Municipal Corporations and other stakeholders. This was much appreciated by the Government of Maharashtra and other local authorities.

Similarly, in order to accelerate screening for Covid-19 in high-volume, high-vulnerability locations like Pune, Aurangabad, Nashik and Jalgaon a modern technology device – Smart Helmet – was piloted. This was a technology demonstrator pilot by BJS as it was used for the first time ever in the country. Use of this new technology that integrated artificial intelligence to exponentially increase Covid-19 screening capacity was extensively covered by the state, national and international media.
Inspiration for Scale-up

After supporting BJS’ Covid-19 response programs in Pune, Pimpri-Chinchwad and rural Maharashtra, Force Motors was the first to extend their offer of support to scale the program in Mumbai (MCGM), Thane, Navi Mumbai and Kalyan-Dombivli areas. BJS thanked the Firodia family for their large-hearted offer of additional support, and with their blessings and encouragement worked with Mumbai-based organizations like Desh Apnayen and United Ways, and also with the Bill & Melinda Gates Foundation to scale these programs.

The scale-up of Covid-19 programs in Mumbai was thus a direct result of the experience, confidence and inspiration gained by BJS successfully implementing them in Pune and rural Maharashtra with Force Motors’ support. Similarly, they also inspired BJS to further scale these programs in other states like Karnataka, Tamil Nadu and Gujarat.
The following section illustrates details of the scale-up:

**Mobile Dispensary Seva:**

The Mobile Dispensary Seva was scaled by BJS in Mumbai (MCGM), Thane, Navi Mumbai and Kalyan-Dombivli areas of Maharashtra, and in Karnataka, Gujarat and Tamil Nadu states. A total of 4,66,884 health checks were conducted by deploying 56 Mobile Dispensaries in Mumbai (MCGM), Thane, Navi Mumbai and Kalyan-Dombivli areas. Similarly, 37,296 health checks were conducted in Karnataka through 24 Mobile Dispensaries, and 30,673 health checks were done in Tamil Nadu through six Mobile Dispensaries. In Gujarat, two Mobile Dispensaries were deployed and a total of 16,569 health checks were conducted.

<table>
<thead>
<tr>
<th>Location</th>
<th>Health Checks</th>
<th>Dispensaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai</td>
<td>4,66,884</td>
<td>56</td>
</tr>
<tr>
<td>Karnataka</td>
<td>37,296</td>
<td>24</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>30,673</td>
<td>6</td>
</tr>
<tr>
<td>Gujarat</td>
<td>16,569</td>
<td>2</td>
</tr>
</tbody>
</table>

Mumbai: Mobile Dispensary Seva Vans ready to roll
Mission Zero:

The Mission Zero program too was scaled by BJS in Mumbai (MCGM), Thane, Navi Mumbai and Kalyan-Dombivli areas and also in Karnataka. In Mumbai (MCGM), Thane, Navi Mumbai and Kalyan-Dombivli areas a total of 46,418 patients underwent rapid antigen test out of which 2,694 (6%) patients were identified as Covid-19 positive. Similarly, in Karnataka a total of 7,071 patients underwent the rapid antigen test of which 909 (13%) patients tested positive.
Covid Care Centres:

BJS partnered with the Pune Municipal Corporation, Jankidevi Bajaj Gram Vikas Sanstha, Bajaj Finserv, and ISKCON’s Annamrita Foundation to manage a new Covid Care Centre established at the Slum Rehabilitation Authority building in Viman Nagar, Pune. This is a 2,000-bedded facility meant for asymptomatic Covid-19 patients. Thousands of Covid-19 patients have received care at this facility without any hassles. Between July 16, 2020 and September 7, 2020, this centre has admitted 5,188 Covid-19 patients for care. In addition, BJS has handed over its Wagholi Rehabilitation Centre to the District Collector of Pune for use as a Covid Care Centre.
Blood Donation Camps:

The spread of Covid-19 in Maharashtra restricted blood donation activities, resulting in shortages of blood in blood banks. To address this concern, BJS initiated “Mission Blood Collection” in partnership with the Pune Platform for Covid-19 Response (PPCR), supported by Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA). This initiative resulted in significant increase in the volume of blood collection during the lockdown period. BJS takes this opportunity to extend its grateful thanks to Shri. Sudhir Mehta, Lead and Coordinator of PPCR, and also the President of MCCIA.

BJS - Mission Blood Collection 2020 supported by PPCR in Maharashtra

22 Districts
174 Locations

11,659 blood packets

In spite of several challenges during implementation, BJS successfully organized 174 blood donation camps in 22 districts of Maharashtra between March 25, 2020 and June 30, 2020. A total of 11,659 blood packets were collected and submitted to blood banks.

In the wake of nationwide lockdown, citizens willing donate blood at the BJS-PPCR Blood Collection Center
**Plasma Donation:**

The “BJS Plasma Donors Jeevandata Yojana” aimed to encourage more than 5,000 eligible plasma donors (recovered Covid-19 patients) from all over Maharashtra and to submit the plasma donor bank data to the state government.

5,000 eligible plasma donors data to the state government.

**Sero Surveillance Study:**

BJS in partnership with the Aurangabad Municipal Corporation, the Government Medical College, and the MGM Medical College & Hospital successfully completed a Sero Surveillance study in 115 Wards between August 10 and 16, 2020. The study aimed at identifying the percentage of population that has developed Covid-19 antibodies through antibody tests. As per study findings, 11.81 percent population in Aurangabad have developed Covid-19 antibodies.

As per study findings, 11.81% population in Aurangabad have developed Covid-19 antibodies.
Support By
Business, Industry, Media Partners and Voluntary Organizations

Apart from Force Motors and Lunkad Realty, BJS received tremendous support from other business, industry and media partners like Emcure, Solitaire, ABP Majha, Indian Dental Association, Alfa Foam Ltd., and Dr. Inamdar ZVM Unani Medical College and Hospital.

Similarly, several voluntary organizations, NGOs, self-help groups, social workers and other members of the society contributed to this mission. BJS takes this opportunity to thank all of them for their generous support.
Stories of Extraordinary Success

Malegaon emerged as a major Covid-19 hotspot in the first week of May 2020. Considered as one of the most sensitive areas in the country, the spike in Covid-19 infections in Malegaon caused serious concern for the government and the local administration.

Mayor Smt. Tahera Rashid Shekh along with Commissioner Shri. Deepak Kasar and Deputy Commissioner Shri. Nitin Kapadnis welcomes Shri. Shantilal Muttha at the Malegaon Corporation office

Malegaon:

Looking at the need for immediate attention, BJS decided to intervene in Malegaon. At a time when the number of Covid-19 infections in the city reached its peak, BJS deployed 15 Mobile Dispensaries to conduct health checks of citizens. However, they faced severe challenges in the first few days. The Dispensaries could not enter internal areas of the city due to restrictions and other challenges arising out of local issues. Considering the criticality of this mission, the District Collector of Nashik held a discussion with the Municipal Commissioner of Malegaon and the BJS team. The Hon’ble Health Minister of Maharashtra Shri. Rajesh Tope too visited Malegaon to assess the situation.

Shri. Muttha addressing the gathering of selfless doctors and nurses at Malegaon
BJS volunteers worked hard for the first two-three days to coordinate with local leaders, doctors, community representatives, social workers, NGOs, media and the administrative staff. Efforts made by Shri. Dinesh Jain, Shri. Nandakumar Sakhia and Shri. Deepak Chopra are praiseworthy. Through their coordination and initiative, all stakeholders came together and unanimously decided to support the Mobile Dispensary Seva program. Through this collective effort, BJS could finally start conducting health checks of people in Malegaon from May 3, 2020. The program achieved health checks of 95,965 people in the city, of which 1,528 suspected cases were referred to the government hospital for further tests. This rigorous effort by BJS helped to identify suspected Covid-19 cases in the city, helping to contain the spread of the virus to a large extent.

The Chief Minister of Maharashtra, Shri. Uddhavji Thackeray conducted repeated video conferences to review the situation and offered all possible support. Shri. Dada Bhuse, Hon'ble Agriculture Minister of Maharashtra, and the Guardian Minister for Malegaon also reviewed the situation and extended his support. Similarly, Smt. Tahera Shaikh Rasheed, the Mayor of Malegaon and Shri. Deepak Kasar, Commissioner of the Malegaon Municipal Corporation supported with all necessary coordination and assistance. Shri. Devendra Fadnavis, Leader of the Opposition visited Malegaon to review the program and thanked BJS for its efforts.

The Mobile Dispensary Seva program through its exemplary work also contributed to creating a new positive environment in Malegaon. Taking note of this outcome, the Government of Maharashtra decided to create a new Plasma Centre in the city.

Working in such a big hotspot and a sensitive area was not an easy task. BJS worked in close coordination with the Municipal Commissioner of Malegaon and the Municipal Corporation team, doctors, nurses, health workers and ASHA workers in the city. Shri. Shantilal Muttha visited Malegaon on June 12, 2020 to appreciate and thank all warriors for their good work. He also visited the Covid Care Centre in Malegaon to meet with patients.
Appreciation letter by the Malegaon Municipal Corporation mentioning valuable contribution by BJS, while receiving the prestigious Gold-SKOCH Response to COVID-19 Award.
Dharavi:

Emergence of Dharavi, the largest and most cramped slum settlement in Mumbai as a major Covid-19 hotspot during early days of the pandemic made health and local administration officials extremely concerned.

Dharavi is a densely populated large slum settlement in Mumbai spread over 2.4 sq. kilometres and home to more than 8.5 lakh people. It has a population density of more than 3.5 lakh people per sq. kilometre, making it one of the most cramped spaces in Mumbai, which itself is world's fifth most densely populated city. Dharavi emerged as a major hotspot during the early phase of the Covid-19 pandemic in India, making health officials and the local administration extremely concerned.

The regular spike in Covid-19 cases in Dharavi created fear not just among the people living there, but among doctors, health workers and volunteers fighting the pandemic. Government norms for social distancing were hard to follow in this locality due to high congestion, dwellings in close proximity and overcrowded streets. With the advent of the South-West monsoon (early June 2020), it became even more difficult to conduct health checks of people in such formidable conditions.

Smt. Varsha Gaikwad, Hon'ble Minister for Education and MLA from Dharavi inaugurating the MDS program in Dharavi
The monsoon brought with it spells of common cold, cough and fever among people, making the situation more complex as Covid-19 too have identical symptoms. Under such conditions, it was a daunting task implementing a mitigation program in Dharavi where infections were spiking.

However, BJS and its consortium partners Desh Apnayen and CREDAI-MCHI decided to launch the Mobile Dispensary Seva program in Dharavi in association with the Municipal Corporation of Greater Mumbai (MCGM). The program was launched on May 21, 2020 at the auspicious hands of Smt. Varsha Gaikwad, Hon’ble Education Minister of Maharashtra, also the MLA from Dharavi.

BJS took support and assistance from the Dharavi Ayush Doctors Association (DADA) to implement this most difficult task. With their help, and the support from officials at MCGM, BJS and partners could successfully implement the Mobile Dispensary Seva program in Dharavi for a period of 23 crucial days (May 21, 2020 through June 14, 2020), conducting health checks and offering treatments and referrals to 21,304 patients using 11 Mobile Dispensaries. This effort by BJS and its partners made a significant impact and helped limit the Covid-19 transmission in Dharavi, thus saving the area from a potential worst-case scenario.

The efforts by BJS and its partners were highly appreciated by the Government of Maharashtra and the local administration. The outcome in Dharavi was also highly appreciated and recognized by the Government of India, World Health Organization and other international voluntary organizations.
A conservative estimate shows that over the period from April 1, 2020 through October 31, 2020, a total of 5,851 people supported BJS’ Covid-19 programs, contributing an unbelievable 1,03,798 man-days, averaging nearly 18 man-days per person.
BJS initiated its Covid-19 interventions from April 1, 2020 just after a few days into the unprecedented country-wide lockdown. This was a time when everyone, including many of the doctors and healthcare workers, stayed home for fear of contracting the Covid-19 virus. People were afraid to step out even for essentials and local government guidelines prohibited people on the streets. During this difficult time, BJS mobilized a formidable force of volunteers to drive its Covid-19 programs for the benefit of the society. Mobilizing these volunteer force and keeping them motivated during the lockdown period has been one of the exceptionally difficult challenges faced by BJS in this program.

During initial days of the program, it was BJS head office staff, including female staff and teachers and support staff from its Wagholi school and college who led the fight with absolute commitment and resilience. BJS takes this opportunity to thank all its head office staff and teachers and support staff from the Wagholi Rehabilitation Centre, especially Shri. Ashok Pawar who personally spearheaded and facilitated several interventions.

This collective human effort has also been one of the biggest strengths and success stories of BJS’ Covid-19 response. BJS successfully engaged thousands of people from different walks of life in effectively responding to the pandemic, later even during the continued lockdown period.

However, this effort could not have succeeded without the strong support received from several ministers, senior leaders, government officers, local administration officials, supporting partners from business and industry, BJS staff and volunteers, doctors, health workers, voluntary organizations, NGOs, social workers, and hundreds of responsible citizens in so many cities. BJS would like to express its deep gratitude to all those who supported these programs for the sake of service to our society.
Several VIPs, national and state leaders and high-level decision-makers took cognizance of BJS-Force Motors Covid-19 interventions in Maharashtra. It was a great honour and privilege to have received such strong endorsement and encouragement from VIPs. BJS and Force Motors are ever grateful to them for their gracious support.

- Shri. Uddhavji Thackeray, Hon'ble Chief Minister of Maharashtra
- Shri. Sharadraoji Pawar, Senior Leader
- Shri. Ajitdada Pawar, Hon'ble Deputy Chief Minister of Maharashtra
- Dr. Rajiv Kumar, Vice Chairman, NITI Aayog
- Shri. Amitabh Kant, Chief Executive Officer, NITI Aayog
- Dr. Vinod Kumar Paul, NITI Aayog
- Dr. Rakesh Sarwal, NITI Aayog
- Shri. Devendra Fadnavis, Leader of Opposition
- Shri. Eknath Shinde, Hon'ble Minister for Urban Development
- Shri. Chhagan Bhujbal, Hon'ble Minister for Food & Civil Supplies
- Shri. Rajesh Tope, Hon'ble Health Minister of Maharashtra
- Shri. Anil Deshmukh, Hon'ble Home Minister of Maharashtra
- Shri. Balasaheb Thorat, Hon'ble Minister for Revenue & Forest
- Shri. Dada Bhuse, Hon'ble Minister for Agriculture
- Shri. Jayant Patil, Hon'ble Minister for Water Resources
- Shri. Aditya Thackeray, Hon'ble Minister for Tourism & Environment
- Shri. Subhash Desai, Hon'ble Minister for Industry & Mining
- Smt. Supriya Sule, Hon'ble Member of Parliament
- Smt. Varsha Gaikwad, Hon'ble Minister for School Education
Flag-off by dignitaries of Project BJS Mission Zero at various locations

**Aurangabad**
Inaugurated by Shri. Sharadraoji Pawar, Senior Leader

**Sangli**
Shri. Jayant Patil, Hon'ble Minister for Water Resources

**Nashik**
Inaugurated by Shri. Chhagan Bhujbal, Hon'ble Minister for Food & Civil Supplies

**Navi Mumbai**
Inaugurated by Shri. Eknath Shinde, Hon'ble Minister for Urban Development

**Thane**
Shri. Eknath Shinde, Hon'ble Minister for Urban Development

**Malegaon**
Shri. Dada Bhuse, Hon'ble Minister for Agriculture

**Jalna**
Shri. Raosaheb Danve, Central Minister, Shri. Rajesh Tope, Health Minister, MH, Shri. Arjun Khotkar, Ex. Minister along with BJS team

**Mumbai**
Smt. Kishori Pednekar, Mumbai Mayor
Selfless professionals join to support BJS volunteers and contribute their bit towards the mission

**Malegaon:** Doctors and nurses ready to volunteer

**Pune:** Doctors and nursing staff of CGHS ready with PPE kit at the BJS Viman nagar Covid Care Center

**Pune:** Doctors and nurses of CGHS get briefing from the seniors

**Sangli:** Covid Care Center by HL hospital

**Sangli:** Commando Training for Covid Warriors, inaugurated by Shri. Jayant Patil, Hon’ble Minister for Water Resources
BJS-Force Motors Covid-19 mitigation programs received exceptional media coverage. News, views and commentaries about these programs were published extensively by the print media, electronic news and other channels, and through many social media platforms. VIPs including cabinet ministers, ministers, senior leaders, parliamentarians, MLAs, corporators and other high-ranking officials took cognizance of these programs and generously supported their implementation across Maharashtra that attracted much media attention. BJS and Force Motors take this opportunity to express their deep gratitude to all distinguish personalities for their inspiring support.

A description of the overall media coverage received by these programs is presented in this section. Detailed evidence of media engagement and coverage in terms of newspaper clippings, television program snapshots, e-paper news coverage, YouTube video snapshots, and coverage through popular social media like Facebook, Twitter, Instagram etc. are included in Annexures to this report.
**Mobile Dispensary Seva**

Popular television channel ABP Majha supported the Mobile Dispensary Seva program by promoting health checks and creating awareness through news coverage on program launch, activities, field visits and live interviews with Shri. Shantilal Muttha.

30 minutes live sessions received over 15,000 views

The program also received extensive coverage through popular news channels having presence on YouTube. ABP Majha alone has over 6.31 million subscribers on YouTube. It allotted BJS four slots of 30 minutes each on its TV channel for live sessions. These sessions received over 15,000 views on their YouTube channel. Other news channels on YouTube as listed below covered the program together have a subscriber base of 25 million.

<table>
<thead>
<tr>
<th>Channels</th>
<th>Place</th>
<th>Channels</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>NTV News</td>
<td>Palghar</td>
<td>My News</td>
<td>Rahuri</td>
</tr>
<tr>
<td>Namaskar Maharashtra</td>
<td>Nanded</td>
<td>BR News</td>
<td></td>
</tr>
<tr>
<td>NTV</td>
<td>Washim</td>
<td>News Flash</td>
<td>Aurangabad</td>
</tr>
<tr>
<td>Aaplya Aawaz</td>
<td>Pune</td>
<td>RN News</td>
<td>Manmad</td>
</tr>
<tr>
<td>Khoj Master Abhiyan</td>
<td>Pune</td>
<td>Live Solapur Ayog JansevaSolapur</td>
<td></td>
</tr>
<tr>
<td>BR News</td>
<td>Solapur</td>
<td>C 24 Tas Pune</td>
<td>Singhagad</td>
</tr>
<tr>
<td>Janmat Marathi</td>
<td>Chandwad</td>
<td>Janmat Marathi</td>
<td>Nandgaon</td>
</tr>
<tr>
<td>Maharashtra News</td>
<td>Pune</td>
<td>Mahanagar News</td>
<td>Rahuri</td>
</tr>
<tr>
<td>CCN News Marathi</td>
<td>Rahata</td>
<td>Local World</td>
<td>Pune</td>
</tr>
<tr>
<td>C 24 Tas</td>
<td>Sangamner</td>
<td>M Metro</td>
<td>Pune</td>
</tr>
<tr>
<td>News 15 Marathi</td>
<td>Washim</td>
<td>Hello Malegaon</td>
<td>Malegaon</td>
</tr>
<tr>
<td>CNI Maharashtra</td>
<td>Pune</td>
<td>Awaj News</td>
<td>Nandgaon</td>
</tr>
<tr>
<td>In News</td>
<td>Solapur</td>
<td>News Loknayak</td>
<td>Ghanswargi</td>
</tr>
<tr>
<td>My Konkan</td>
<td>Dapoli</td>
<td>Shubham News</td>
<td>Pune</td>
</tr>
<tr>
<td>RNO</td>
<td>Pune</td>
<td>SB News</td>
<td>Aurangabad</td>
</tr>
<tr>
<td>News Loknayak</td>
<td>Shirur</td>
<td>Jay Maharashtra</td>
<td>Pune</td>
</tr>
<tr>
<td>S9 Channel</td>
<td>Sangamner</td>
<td>C News</td>
<td>Sangamner</td>
</tr>
</tbody>
</table>
Print media news outlets like Sakal, Lokmat, Loksatta, Punya Nagari, Pudhari, Maharashtra Times, Divya Marathi, Dainik Prabhat, Tarun Bharat, Kesari and several other local newspapers featured ground-level activities of the Mobile Dispensary Seva. The overwhelming media attention received by the program at city, taluka and district levels helped it in reaching out to maximum people in Maharashtra.
Several online news portals and e-papers extensively covered the Mobile Dispensary Seva program, prominent among them being esakal.com, hindustantimes.com, the web portal of the Pune Municipal Corporation, thodkyaat.com, kesariraj.com, mahaenews.com, maharashtravarta.com, vijapurnews.in, navbharat.com, news14pimprinchinchwad.com, maharashtrabreaking.com, ratnagirikhabardar.com, the Pune Pravah news portal etc.
BJS thoroughly utilized social media platforms like Facebook, Twitter and Instagram for creating Covid-19 awareness and for promoting the Mobile Dispensary Seva program. BJS page @BJSIndia alone has over 30,600 followers. During implementation of the Mobile Dispensary Seva program, BJS posted more than 1,000 posts on Facebook, which were shared by our followers, volunteers and various BJS Chapters across the country. In all, BJS successfully reached more than 2.5 lakh people through Facebook in just three months.

Similarly, over 1,300 tweets were made on Twitter related to program activities. Various government officials, administrative departments, politicians and famous persons tweeted about the Mobile Dispensary Seva activities. In all, our tweets received over three lakh impressions in three months.

On Instagram, BJS shared more than 600 posts related to the Mobile Dispensary Seva program activities across Maharashtra.

Social Media
REACH:@BJSIndia: 2.5 lakh

BJSIndia: 1,000 posts

BJSIndia: 600 posts

BJSIndiaChannel: videos

BJS_India: 1,300 plus tweets
BJS made maximum use of the WhatsApp platform for creating Covid-19 awareness by sharing daily updates and by communicating with volunteers and others involved in the program. BJS created over 700 WhatsApp posts in three months that were shared in hundreds of groups of the BJS network across the country.
Mission Zero

The Mission Zero program in Ahmednagar was virtually inaugurated by the Hon'ble Chief Minister of Maharashtra Shri. Uddhavji Thackeray in the presence of the Hon'ble Health Minister of Maharashtra Shri. Rajesh Tope, the Hon'ble Revenue Minister Shri. Balasaheb Thorat, the Hon'ble Guardian Minister of Ahmednagar and Minister for Rural Development Shri. Hasan Mushrif along with other leaders and dignitaries. This event was covered by several platforms, including CMO Maharashtra’s twitter handle, YouTube channels of Civil Hospital, and the Municipal Corporation of Ahmednagar.

The launch of the Mission Zero program in Pune by Hon’ble Deputy Chief Minister of Maharashtra Shri. Ajitdada Pawar along with the Mayor of Pune Shri. Murlidhar Mohol was prominently carried by popular online news portals like esakal.com, mpcnews.in, thebridgechronicle.com, punekarnews.in, policenama.com and bahujanama.com.

The Maharashtra Times carried a story on how Mission Zero program proved to be effective in limiting the Covid-19 spread in Pune. Free Press Journal published an article on a visiting team from the Central Government suggesting that programs like Mission Zero should be scaled to help control the spread of the virus in the state.

The Mission Zero program and introduction of Prachar Rath were also widely covered through BJS’ social media platforms. Additionally, the online news portal indiacsr.in carried a frontline success story of BJS and Shri. Shantilal Muttha working to curb the Covid-19 pandemic in Maharashtra. The CSR Journal published an exclusive interview with Shri. Shantilal Muttha on empowering the underprivileged.
The Corona Se Do Haath program featuring the Hon’ble Health Minister of Maharashtra Shri. Rajesh Tope received extensive coverage on the Doordarshan TV channel and on the YouTube channel of the Directorate General of Information and Public Relations (DGIPR), Government of Maharashtra. All six episodes of this program were aired by Doordarshan reaching the entire population of Maharashtra. The DGIPR YouTube channel has a subscriber base of 20,600 and these six episodes on the channel together received more than 180,000 views. These episodes were widely covered by the print and electronic news media, and promoted through BJS social media handles, YouTube and WhatsApp platforms, and through its ground network of volunteers.

- Corona Se Do Hath |E-01| Covid-19 transmission and types of tests for detection
- Corona Se Do Hath E-02 Duration of virus, quarantine methods & self care
- Corona Se Do Hath |E-03| Unrealistic fears and myths regarding covid-19
- Corona Se Do Hath |E-04| Preparation for “living with Covid-19”
- Corona Se Do Hath |E-05| Importance of Immunity & will power to fight Covid-19
- Corona Se Do Hath |E-06| Plasma Donation & Sero Surveillance for Covid-19
- COVID-19 status in Maharashtra | Corona Se Do Hath | Shri. Rajesh Tope | Shri. Shantilal Muttha
Smart Helmet

Introduction of Smart Thermal Scanner Helmets for Covid-19 screening in high-vulnerability areas of Maharashtra was a technology demonstrator pilot implemented by BJS. This was the first time ever such a device integrating artificial intelligence was deployed in India to assist with Covid-19 screening. Introduction of this new technology was covered by the Economic Times, and leading online news portals like Amarujala.com, Digit.in and Bhaskar.com.

BJS Smart helmet showcased to Shri. Gulabrao Patil, MH Minister for Water Supply & Sanitation, at Jalgaon
Force Motors’ support for BJS’ Covid-19 mitigation programs:

<table>
<thead>
<tr>
<th>Details of Force Motors’ Support</th>
<th>Amount (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposal-1: Mobile Dispensary Seva in Pune and Pimpri-Chinchwad, 600 vehicle days</td>
<td>46,00,000.00</td>
</tr>
<tr>
<td>• Used 86 mobile dispensaries</td>
<td></td>
</tr>
<tr>
<td>• Conducted 7,04,421 health checks</td>
<td></td>
</tr>
<tr>
<td>• Referred 9,186 suspected Covid-19 cases</td>
<td></td>
</tr>
<tr>
<td>Proposal-2: Scale-up of Mobile Dispensary Seva in Pune and Pimpri-Chinchwad, 3,158 vehicle days</td>
<td>2,42,11,333.00</td>
</tr>
<tr>
<td>• Used 49 mobile dispensaries</td>
<td></td>
</tr>
<tr>
<td>• Conducted 2,32,020 health checks</td>
<td></td>
</tr>
<tr>
<td>• Referred* 1,663 Covid-19 cases</td>
<td></td>
</tr>
<tr>
<td>(*Excluding cases directly tested at government hospitals)</td>
<td></td>
</tr>
<tr>
<td>Proposal-3: Mobile Dispensary Seva in Rest of Maharashtra (except Pune, Pimpri Chinchwad and Mumbai), 1,280 vehicle days</td>
<td>70,40,000.00</td>
</tr>
<tr>
<td>• Used 49 mobile dispensaries</td>
<td></td>
</tr>
<tr>
<td>• Conducted 2,32,020 health checks</td>
<td></td>
</tr>
<tr>
<td>• Referred* 1,663 Covid-19 cases</td>
<td></td>
</tr>
<tr>
<td>Proposal-4: Mission Zero, Pune and Ahmednagar</td>
<td>2,40,00,000.00</td>
</tr>
<tr>
<td>• Conducted 45,804 rapid antigen tests</td>
<td></td>
</tr>
<tr>
<td>• Detected 7,950 Covid-19 positive cases</td>
<td></td>
</tr>
<tr>
<td>Proposal-5: Swab Centre, Pune</td>
<td>73,28,000.00</td>
</tr>
<tr>
<td>• Screened 3,894 patients suspected of Covid-19</td>
<td></td>
</tr>
<tr>
<td>• Conducted 2,253 swab tests</td>
<td></td>
</tr>
<tr>
<td>• Detected 325 Covid-19 positive cases</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6,71,79,333.00</td>
</tr>
</tbody>
</table>
## Glossary

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASHA</td>
<td>Accredited Social Health Activist</td>
</tr>
<tr>
<td>AYUSH</td>
<td>Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy</td>
</tr>
<tr>
<td>BJS</td>
<td>Bharatiya Jain Sanghatana</td>
</tr>
<tr>
<td>CCC</td>
<td>Covid Care Centre</td>
</tr>
<tr>
<td>CFR</td>
<td>Case Fatality Rate</td>
</tr>
<tr>
<td>COVID-19</td>
<td>Coronavirus Disease 2019</td>
</tr>
<tr>
<td>CREDAI</td>
<td>Confederation of Real Estate Developers Associations of India</td>
</tr>
<tr>
<td>CSDH</td>
<td>Corona Se Do Haath</td>
</tr>
<tr>
<td>CSR</td>
<td>Corporate Social Responsibility</td>
</tr>
<tr>
<td>DADA</td>
<td>Dharavi Ayush Doctors Association</td>
</tr>
<tr>
<td>FM</td>
<td>Force Motors</td>
</tr>
<tr>
<td>ICMR</td>
<td>Indian Council of Medical Research</td>
</tr>
<tr>
<td>IMA</td>
<td>Indian Medical Association</td>
</tr>
<tr>
<td>ISKCON</td>
<td>International Society for Krishna Consciousness</td>
</tr>
<tr>
<td>MAC</td>
<td>Mass Awareness Campaigns</td>
</tr>
<tr>
<td>MCGM</td>
<td>Municipal Corporation of Greater Mumbai</td>
</tr>
<tr>
<td>MCHI</td>
<td>Maharashtra Chamber of Housing Industry</td>
</tr>
<tr>
<td>MDS</td>
<td>Mobile Dispensary Seva</td>
</tr>
<tr>
<td>MGM</td>
<td>Mahatma Gandhi Memorial</td>
</tr>
<tr>
<td>MIS</td>
<td>Management Information System</td>
</tr>
<tr>
<td>MLA</td>
<td>Member of Legislative Assembly</td>
</tr>
<tr>
<td>MoU</td>
<td>Memorandum of Understanding</td>
</tr>
<tr>
<td>MZ</td>
<td>Mission Zero</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Government Organization</td>
</tr>
<tr>
<td>NITI</td>
<td>National Institute for Transforming India</td>
</tr>
<tr>
<td>PCMC</td>
<td>Pimpri-Chinchwad Municipal Corporation</td>
</tr>
<tr>
<td>PMC</td>
<td>Pune Municipal Corporation</td>
</tr>
<tr>
<td>PPE</td>
<td>Personal Protective Equipment</td>
</tr>
<tr>
<td>PR</td>
<td>Prachar Rath</td>
</tr>
<tr>
<td>RT-PCR</td>
<td>Reverse Transcription – Polymerase Chain Reaction</td>
</tr>
<tr>
<td>SC</td>
<td>Swab Centre</td>
</tr>
<tr>
<td>SOP</td>
<td>Standard Operating Procedure</td>
</tr>
<tr>
<td>VIP</td>
<td>Very Important Person</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organization</td>
</tr>
</tbody>
</table>
AGREEMENT
This Agreement ("Agreement") is executed in duplicate on 3rd day of May 2020 at 1:00 pm.

BY AND BETWEEN
KRONA DIAGNOSTICS PRIVATE LIMITED, a private limited company incorporated under the Companies Act, 1956, having its registered office at Panchari, Chinchwad, Pune - 411033 represented by its authorized Signatory Mr. Palki Devlani (hereinafter referred to as "KDP") whose signature shall subsume it be sufficient to the intent herein and includes its successors and permitted assigns of the FIRST PART.

AND
Kshreeva Aina Sanghavat Mobile Hematology, a Non-Governmental Organization (NGO) registered under applicable Acts, represented through its authorized Signatory Sri Vinayak Katarkam Munot (PAN: AAR102683M01) at the address of 23, Aina Sanghavat, Link A, Mira Chambers 1, Nisarga Baner, Mira Road, Pune-411053 (hereinafter referred to as "CNC") which expression shall not in any manner be implied to the clauses herein and includes its successors and permitted assigns of the SECOND PART.

KDP, and CNC shall be individually called as "Party" and collectively as "Parties".

WHEREAS:
A. KDP is in the business of providing diagnostic services to its customers through its lab as well as at their home. KDP is also providing COVID-19 testing services through its NABL, NABH, and NSCI approved laboratory in Pune.
B. Client is a Non-Governmental Organization, providing "Mobile Hematology" service in various cities across Maharashtra and other states of India. During this COVID-19 Pandemic, client has shown its willingness to extend the scope of services through its organization so as to aid to the citizens of our country by providing COVID-19 sample testing (ELISA and rapid testing) through its NSCI approved Laboratory and has approached KDP for its services.
C. Client in the representation, understands and agrees to each of the Parties are entering into this Agreement to record the detailed terms and conditions for the purpose of this Agreement.

I. DEFINITIONS:
1.1. in this Agreement, the following capitalized terms shall have the meaning as defined herein:
1.1.1. "Agreement" shall mean this Agreement, amendments, additions, substitutions, modifications and all addenda thereto or hereto.
1.1.2. "Diagnostic Services" shall mean and include the services provided by the Parties hereunder:
1.1.3. "Sample" shall mean and include the samples, as per the requirements of the Parties, and shall include blood, serum, plasma, or any other saliva of patients.

2. ENGAGEMENT AND OBJECT
2.1. KDP will provide the sample collection and processing services to the clients as per the agreement.

3. ENGAGEMENT OF SERVICES
3.1. KDP shall undertake the services for the Clients as per the Agreement.

4. AGREEMENT OF ROLES AND RESPONSIBILITIES
4.1. Each Party shall be responsible for the performance of its obligations under this Agreement in accordance with the terms and conditions hereof.

5. MANNERS OF PAYMENT
5.1. The payment for the services rendered shall be made by the Client to KDP within 7 days of receipt of the services.

6. CONFIDENTIALITY
6.1. Each Party shall maintain strict confidentiality with respect to all information furnished to the other Party under this Agreement.

7. TERMINATION
7.1. This Agreement may be terminated by mutual consent of the Parties.

I hereby acknowledge and agree that the above statements are true and correct.

Assistant Incident Commander

[Signature]

Date: [Date]

[Address]
"डॉक्टर आपल्या दारी" उपक्रमाला आजपासून सुरुवात

महापालिका, भारतीय जन संघटना आणि फोर्स्मोटर्सचा समुकांक उपक्रम

फिरत्या दवाखान्यांतून होणार रुग्णांक उपचार
डॉक्टर घरी आल्यामुळे जनतेचा आत्मविश्वास वाढताळ

प्रश्न म्हणजेच नागर

डॉक्टर घरी आल्यामुळे जनतेचा आत्मविश्वास वाढताळ

राहस्यत निर्माणाचा पार्श्वभूमीवर ‘डॉक्टर आपल्या दरी’ उपक्रम

लेखक: कार्तिक शास्त्री

राहस्यत निर्माणाचा पार्श्वभूमीवर ‘डॉक्टर आपल्या दरी’ उपक्रम किंवा शहरातील एक केस होत आहे. नवीन खबरे द्वारे असे म्हटले जाते. नवीन खबरे द्वारे असे म्हटले जाते.

जा-बाबा ‘डॉक्टर आपल्या दरी’च्या आयोजनात वेळकै उपक्रम स्तुत्य - डॉ. दीपाली काळे
How little Vaijapur beat a big virus

Even as Maharashtra continues to be the worst hit state in India, a small town in Aurangabad district has managed to stay COVID-free.

---

'Bhāṛatīy Jāin Sāṅghātēya Dōktēr Aapālā Dārī Uppākam Oṭṭātēy Shāhāmātēy Vētāvān

Bharatīya Jīn Sāṅghātēya Dōktēr Aapālā Dārī Uppākam Oṭṭātēy Shāhāmātēy Vētāvān

---

Hello Aurangabad
Page No. 3 Jun 12, 2020
मालेगावचा कोरोनामुक्त वाटचालीचा आदर्श अतुलनीय: शांतिलाल मुढा

‘डॉक्टर आपल्या दारी’ मोहिमेतून ५० हजार रुग्णांची तपासणी

कासर पायथ्य उपस्थित सुकृतारी (डी. १२) प्रधान संपादक शेल्टर. जेन संस्थेने आयुक्त आयुर्वेदेन्याचे ‘डॉक्टर आपल्या दारी’ ही योजना सुरू करणारे महत्त्वाचे महत्त्वाचे नित्यसंस्थान साधन रूपात वापरायला आहे. मुख्या राज्यातील शासनाचे या महत्त्वाच्या कायद्याची आधुनिकता ही तयार येण्याची असली आहे.

मालेगावचा कोरोनामुक्त वाटचालीचा आदर्श अतुलनीय: शांतिलाल मुढा

जनतेनाची करतेचा कारण गहराविला पुढे. जबोच रुग्णांसाठी २ बहूं ही संवाद अदलून ती राहाविला पुढे. वाटचालीचा महत्त्व ते वाटचालीचा योग्यता हे जो बने. आजचे संबंधित वाटचालीचे महत्व साहित्यातील पुढे. वाटचालीचा साहित्य आज त्याची वाट झाली. जिथे वाटचालीचा महत्त्व हे वाटचालीचा योग्यता हे जो बने. आज वाटचालीचे महत्व साहित्यातील पुढे. वाटचालीचा साहित्य आज त्याची वाट झाली.
Dr. Aastha Dari, a 90-year-old woman, received her COVID-19 vaccination at the Jai Sanatan Foundation in Washim.

10,000 people received the Swasthya Janta vaccine as part of the Swasthya Janta Yojana.

During the Swasthya Janta campaign, every 10th person who was vaccinated received a Swasthya Janta card.

On 13th June, the campaign was launched.

This campaign is a joint initiative by the Jai Sanatan Foundation and the community, aimed at providing free vaccination to the needy.

The campaign was launched with the aim of providing free vaccinations to the elderly and underserved communities.

This initiative was supported by the local government and various social organizations, who played a crucial role in its success.
Nashik

Jalna

Print Media Coverage

Annexure-1
Sangli

कोरोनामुक्ति साहित्य जिल्हात ‘धारावी पॉट्टन’
जिल्हावाचकार डा. चौधरी; भारतीय जैन संघटनांके ‘मिरान कॉविड केंद्र’ सेवेचे उद्घाटन

Solapur

दिल्ली विलेंड्र
विलेंड्रदास दासगंगा तुमच्या पत्नी ह्या जन महानायकांसाठी वित्तीयता, विभागात 1.08 बरोला बघलेले संघटनेने केलेले निवेदनासाठी श्रद्धांजलि

Print Media Coverage

Annexure-1
## Electronic Media Coverage

### Annexure-2

<table>
<thead>
<tr>
<th>Channel</th>
<th>Place</th>
<th>Electronic News Links - Mobile Dispensary Seva</th>
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<tr>
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</table>
Thank you PCMC, @BJS_India and @ForceMotorsFML!

From Pune I spend a day with Doctors on Ambulance Duty-and special mention to the Ambulance Driver-Arjun. Please hear these very human details on the PPE wearing- “Our hands are scratched, we smell, our children don’t want to be fed by us”. Full report at youtube.com/watch?v=kUDiClk...
Photographs

Annexure-4
Breaking Covid-19 virus transmission chain in Maharashtra
Mobile Dispensary Seva (MDS)
Locations: Pune and Pimpri-Chinchwad and rest of Maharashtra (Total 30 locations)

- Mobile Dispensaries: 135
- Health Checks: 9,36,441
- Referred to Govt. Hospitals: 10,849
- Impact: MDS covered 90.3% of Covid-19 screenings and 91.2% of referrals for testing in the entire Pune-PCMC area

Mission Zero
Locations: Pune and Pimpri-Chinchwad and rest of Maharashtra (Total 10 Locations)

- Health Checks: 51,500
- No. of Antigen + RT-PCR Positive Results: 7,950 (17.4%)

Swab Centre
Location: Pune

- Swab tests: 2,253
- Positive samples: 325 (14.4%)

Smart Helmet
Locations: Pune, Aurangabad, Jalgaon, Nashik

- Screening of people for Covid-19: 3,33,189
- Patients identified: 2,785

Corona Se Do Haath
Coverage: Entire Maharashtra

A series of 6 audio-visual awareness talk shows on Covid-19 featuring the Health Minister of Maharashtra, widely telecast and disseminated through social media with objective to reduce fear, myths and misconceptions about Covid-19 and to promote authentic information

Mass Awareness Drives
Locations: Pune and Pimpri-Chinchwad and rest of Maharashtra (Total 34 Locations)

- Public awareness on Covid-19 across program geographies through Prachar Raths, electronic billboards, gantries, posters, banners, auto stickers and through WhatsApp messages

Human Effort

- BJS’ Covid-19 programs task force: 5,851
- Man-days: 1,03,798
- Averaging man-days per person: 18