

CORONA SE DO HAATH

A District Movements

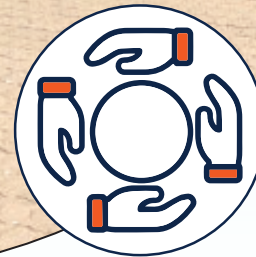


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BACKGROUND

The Corona pandemic is spreading rapidly as India continues to battle heavy incidence of active cases that are mounting at a jaw-dropping rate. Maharashtra has taken centrestage in this regard, even as the state health authorities, doctors, frontline workers, and several voluntary organizations are united in their efforts to fight this war against Corona ever

since its advent in March. Bharatiya Jain Sanghatana (BJS), an NGO with a nation-wide presence has been operational all through these months, having successfully implemented several initiatives designed to address critical, emerging needs during the pandemic.

Come September and Covid-19 has already begun to spread its

tentacles rapidly into the rural areas as much as in the towns and cities. Several districts in the state are struggling with acute shortage of hospital beds, although over 2000 Covid-19 Care Centres and hundreds of Covid-19 hospitals have been set up over a short span of time across the state.

THE CHALLENGES AHEAD

Despite all the efforts by the state government, Maharashtra is facing a dearth of ventilators and oxygen beds, resulting in rising instances of casualties being reported due to lack in the timely supplies of life-saving equipment. With the jump in the caseload, the doubling rate of Covid-19 has also reportedly gone down and if

the trend continues, as has been the forecast, the problems stated above are only going to amplify. Late detection, callousness or ignorance in following safe practices of home quarantine, myths and fear, and the speculations that are rife around Corona are adding to the bleak scenario, thereby greatly

compounding the problem. All of this has created a severe strain on the healthcare system and the personnel involved therein. Keeping up their motivation levels in the face of this adversity is being seen as a daunting challenge ahead which simply can't be ignored.



THE BJS ACTION PLAN: 'CORONA SE DO HAATH'

“Be the change you want to see in the world.” These profound words of Gandhiji which have always stood the test of time carry utmost relevance in today's unprecedented times. Each of us needs to rise to the occasion and be responsible

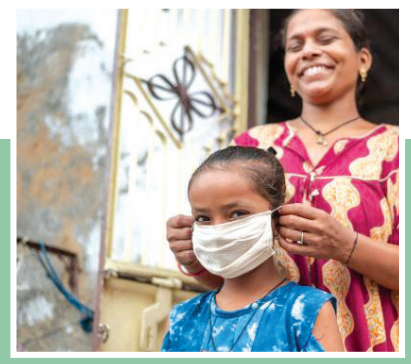
for our own actions. The collective psyche and actions of the people will largely determine the implications of the pandemic on the society. It is in our best interest to be informed by credible sources, stay away from dubious

sources of information, and encourage others to follow safe practices. This change should begin with us, in our families and in our immediate communities.

This is the premise on which the next course of action by the BJS will rest. BJS believes that an attitudinal shift among the citizens is the need of the hour and will be a key lever to make our surroundings safer for us and

for those around us. On the strength of its grass roots experience since March and having engaged in collaborative action with the state administration along with other stakeholders, BJS is hopeful of

shifting the paradigm in the way citizenry responds to crisis. Hence, BJS has now devised a massive campaign- 'Corona Se Do Haath' to help the state be in better control of the pandemic.



OBJECTIVES OF THE 'CORONA SE DO HAATH' CAMPAIGN

The campaign has been planned with the following objectives:

- i. To drive community action for planning and implementing Covid-19 related awareness, risk mitigation and support measures at district and sub-district levels across Maharashtra
- ii. To strengthen Covid-related healthcare facilities at district and sub-district levels across Maharashtra by creating additional Covid hospitals/wards and Covid Care Centres managed by trained healthcare staff.
- iii. To increase civic consciousness and awareness levels amongst the people on issues related to Covid-19 and to disseminate credible information through multiple media channels.
- iv. to create remote healthcare and support systems for addressing Covid-related concerns of patients and their families.

Several initiatives directed at community participation, community awareness and healthcare support have been launched by BJS under the campaign Corona Se Do Haath:

A. PEOPLE PARTICIPATION AND PEOPLE-LED MOVEMENT:

In order to check and contain the rapid spread of Covid-19, it is imperative that the peoples' collective conscience and a sense of civic responsibility be activated. This is possible if citizen-led initiatives or movements are formed and made to grow organically in every block and district across the state. BJS intends to play a key role in setting up 'Zilla Corona-MuktSamiti' i.e. a committee of volunteers in those districts that are severely affected by Corona. The committee will be formed as under:

- BJS will invite participation from thought leaders across social/ religious organizations along with other members of civil society like influential businessmen, doctors, management members of local hospitals etc. The committee will be formed from those offering their voluntary participation from these sub groups.
- The committee will be responsible for drawing up the action plan for their district and taking the necessary steps for implementation.
- BJS will offer support at various stages from committee formation to follow-up on the action plan in these districts. BJS will also try to obtain the required support from the district administration, wherever needed.



ESTABLISHMENT OF COVID CARE CENTRES AND COVID HOSPITALS/WARDS

The rapid spread of Covid-19 into the rural areas is a cause for much concern for the state administration considering the adequacy of current healthcare facilities. The need of the hour is to multiply the availability of these facilities in every taluka and district so that the healthcare services can be provided locally, at an affordable cost and without delay. Hence, BJS aims to mobilize the ZillaSamitis to do the following on priority:

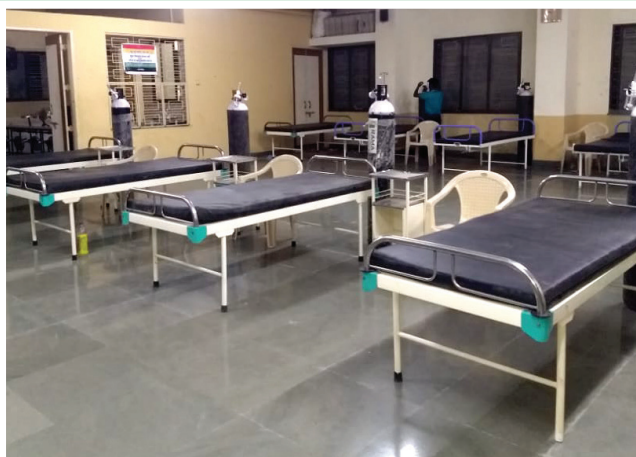
I. COVID CARE CENTRES:

Establishment of additional number of Covid Care Centres for the mildly symptomatic patients through community support will be one of the key responsibilities of the Zilla Corona- MuktaSamiti. The Samiti will also seek to mobilize resources for enhancing the facilities and services in the existing centres.



II. COVID HOSPITALS/COVID WARDS:

The Samiti will also take efforts in encouraging the private hospital managements to convert their hospitals or a section thereof, to Covid hospitals/Covid wards that will be equipped with the lifesaving equipment required to meet the needs of the local population



B. CAPACITY BUILDING OF DOCTORS

The rapid spread of Corona has also necessitated the doctor fraternity to be well equipped with the know-how related to the pandemic and various facets of its treatment. It is recommended that every doctor be trained to treat Covid patients as per the

need. The Pune Platform for Covid Response (PPCR) is an initiative launched under the aegis of the Mahratta Chamber of Commerce Industries and Agriculture (MCCIA) that has several senior doctors associated with it. BJS and PPCR will leverage this

platform to design and facilitate the Covid training programme for all the doctors at the district and sub-district levels. The BJS volunteers will encourage the doctors to undergo the same for strengthening the local healthcare system.



C. CAPACITY BUILDING OF HEALTH WORKERS- THE 'COVID COMMANDOES'

Having additional, well-trained paramedical force to keep up with the anticipated rise in the number of Covid Care Centres and Covid hospitals/Covid wards is an emergent need. BJS will source and recruit healthcare staff to be designated as **'Covid Commandoes'** (nurses, ASHA workers, compounders, hospital wardens etc), for this purpose. BJS has created a training programme to enhance the capacities of the Covid Commandoes. The BJS volunteers will facilitate the training sessions in their district.





D. COVID CONNECT

With the spike in the number of active cases, the cases of home isolation are proportionately rising. Under such circumstances, there is an immense lack of clarity on the measures that need to be taken by the patients and their families during home quarantine. The fear and the distress are also resulting in the people making a beeline for the hospital beds, though not required, thereby adding strain on the healthcare infrastructure.

Barring the 5% patients out of the total who fall under the 'critical category', the rest 80% patients who are asymptomatic plus the 15% having mild symptoms can be treated through tele consultation or if need be, through home visits by the doctors. At present, there are several agencies that provide tele medicine/tele consultation services across Maharashtra. After studying the operating models of all these agencies, BJS

has zeroed in on one to two agencies working with a focus on social welfare and keen on offering maximum benefits free of cost to the people even in the remote areas. The services of these agencies will now also be routed through the web portal "Covid Connect" being developed by BJS to maximize their reach and benefits.

E. CORONA AWARENESS DRIVES

I. Discussion Series

In an attempt to dispel the myths and allay the misplaced fears in the mind of the common man around Covid-19, a series of talk shows with relevant personalities working in this field will be conducted and disseminated through various media channels. As a first step, a detailed in-person interview with the Hon. Health Minister of State Shri Rajesh Tope was conducted by the BJS Founder, Mr. Shantilal Muttha. The session was televised, broadcast on the radio and also streamed on social media platforms as a chat series and widely received by the people. The session was aimed at alleviating and addressing the various questions and concerns put forth by the public in relation to Covid-19. Similar chat sessions with health department functionaries, doctors, patients, and NGO personnel are in the pipeline in order to continuously engage with the people and curb the spread of misinformation.

II. Prachar Rath

Restraint or hesitation in undergoing antigen testing has been an observed phenomenon in the public that has led to serious repercussions because of late detection. For effecting behaviour change on this front, BJS has conceptualized the use of PracharRaths which are typically mobile vans/ jeeps moving around the testing centres and in the communities with an aim to encouraging the citizens for getting tested on time. Creative approaches of messaging through the use of songs, jingles and dramatized conversations are characteristic of these PracharRaths that have been attractively branded to promote antigen testing. They are serving as an effective medium for awareness generation.




महाराष्ट्र शासन

**Shri Shantilal Muttha's
Dialogue Series with
Hon'ble Health Minister Shri Rajeshji Tope**




कोरोना
से दे हाथ

Episode	Topic	Day & Date
1	Sources of Corona Transmission & Various Tests for Detection	Wed, 2 Sept. 2020
2	Duration & Stages of Corona Infection, Quarantining Methods and Self Care	Thu, 3 Sept. 2020
3	Corona: Unrealistic Fears & Misconceptions	Fri, 4 Sept. 2020
4	Preparedness for "Living with Corona"	Sat, 5 Sept. 2020
5	Importance of Immunity & Will Power in Fighting Corona	Sun, 6 Sept. 2020
6	Corona: Plasma & Sero-Surveillance	Mon, 7 Sept. 2020



Do Watch
Live Telecast on DD Sahyadri Channel @ 9:00 PM Daily

Donor Partners






CSR Partner



THE FINAL MESSAGE

The campaign Corona se Do Haath initiated by BJS is envisioned to be every individual's own campaign in the fight against Corona. All initiatives launched under it are aimed at encouraging and supporting responsible behaviour and practices among the citizens. True success of the campaign will be seen when communities start to own it, drive it, grow it and create a positive pressure for making the desired change in the society.



INITIATIVES TAKEN BY BJS DURING COVID-19

(<https://indiacr.in/mission-zero-frontline-success-story-to-curb-cases-of-covid-19/>)



Blood Donation Drive

- Started from 25th March 2020 in all Maharashtra
- Aims to fill the gaps and support the government to decrease scarcity of blood
- 11659 blood bags were collected and handed over to the administration

Establishment of 1000 beds quarantine Centre

- From March 2020
- BJS turned its Wagholi Educational Rehabilitation Centre (WERC) of Pune in a 1000 bed quarantine Centre and handed it over to the District Collector



'Doctor at your doorstep' - Mobile Dispensary Seva

- Started from 1st April 2020
- Aims to provide health support to citizens with prime focus on early detection of COVID-19 patients and doorstep health assistance with free medicine distribution
- Implemented in Maharashtra, Tamil Nadu, Karnataka and Gujarat with over 20 lakh patients getting tested



Setting up the COVID Care Centre

- In March 2020
- Setting up the 1000 bed capacity COVID Care Centre in Vimannagar, Pune



Helped identify COVID-19 suspects in MCGM

- In May 2020,
- BJS assisted Municipal Corporation of Greater Mumbai's (MCGM) efforts in Dharavi by deploying 11 mobile dispensaries, conducted more than 80,000 health check-ups, distributed medicines and helped identify COVID-19 suspects
- This helped to lead a complete turnaround in Dharavi and these efforts were recognized by the World Health Organization (WHO)



Mission Zero

- On 22nd June 2020
- Started in Mumbai and extended to Pune, Ahmednagar, Sangli, Aurangabad, Nashik
- Started working in containment zones and hotspots to conduct Antigen Tests of citizens and raised public awareness regarding COVID-19 through PracharRaths
- Conducted over 2 lakh Antigen Tests, out of which 35,000 COVID-19 positive patients have been identified



Helped identify COVID-19 suspects in MMC

- BJS helped the Malegaon Municipal Corporation (MMC) to aggressively bring the situation in Malegaon under control and successfully flatten the curve within 2 months.



Corona Se Do Hath

- In July 2020
- Raised public awareness regarding COVID-19 through Talk show
- Conducted interactive discussion with Shri Rajesh Tope, Hon' Minister of Public Health and Family Welfare, GoM which publish on television



Sero Surveillance Study

- Started from 10th August in Aurangabad, Maharashtra
- With the help of Aurangabad Medical College and Aurangabad Municipal Corporation, and is now in the process of starting them in several other cities.



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