MISSION LASIKARAN

(Supporting Pune, Pimpri-Chinchwad and Ahmednagar Municipal Corporations in implementation of the Covid-19 Vaccination Program)

PROGRESS REPORT
(3rd March to 31st May 2021)
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लसीकरण जानकारी
• लसीकरण गारण्याची काढविले 2021/आठवड्यात, छंदसंगृह पुर्णपूर्णता तथा अत्यधिक काढविले.
• लाखों आणि अधिक गारण्यास काही तारीख अधिकपणे टाकणुनी कृपया ठरवा दस्ते करून घ्या.
• भारतीय नौदलातील आयुर्वेद व रसायन दूध व विष्णु दूध देताची चुकीत मोडला व दूधालाची प्रक्रिया शासकाच घ्या.

आवश्यक कामदंगाची पद्धती
• बोर्ड व अनेक महत्त्वपूर्ण कामांकडून ध्येय ध्येय या कामाच्या कामदंगाची क्रमवारी घेतली जाते.
• नायकदलाच्या केलेल्या सार्वजनिक लसीकरण अभियंताच्या बोर्डेली कामांकडून नाही करू जाते.

लसीकरण - लक्षित क्षेत्र
• लसीकरण लक्षित क्षेत्रांत जात आणि लसीकरण कस्तूराच्या कामदंगाच्या दृष्टीकोनात घेतला जाते.
• उपचारी कोणताही जात असल्यास लसीकरण अधिकारी करून ठेवतील.

अवश्यकता...लसीकरणपात्रता
• कस्तूराच्या कामाच्या सामान्यत: उपवारांत पालतूंचा सुरुवात केला जातो.
• जेडीसी मानसिक कामांशी.
• लसीकरण आणि डिस्पोसिबल कामांशी हुनाचा प्रयत्न केला जाउ लागते.
• लसीकरण एण्ट्री करा.
• लसीकरण डिस्पोसिबल करा.
• लसीकरण डिस्पोसिबल करा.
• लसीकरण डिस्पोसिबल करा.
• लसीकरण डिस्पोसिबल करा.
• लसीकरण डिस्पोसिबल करा.

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आश्चर्य आहे तत्काल आपल्या गोरेसाठी - भारतीय जेन संघ

BJS-FORCE MOTORS PROGRESS REPORT (3rd March to 31st May 2021)
India began its COVID-19 vaccination program, one of the largest in the world, in January 2021 giving hope to more than a billion people that the chain of transmission of the virus will be broken sooner than later. Looking at the enormity of the challenge, and the fact that that country was planning such a massive vaccination program for adult population for the first time ever, several implementation level challenges were anticipated at the start of the program. Taking cognizance of this fact, the central government identified specific roles and responsibilities for different stakeholders in the program, including civil society organizations and corporates, inviting their wholehearted participation to help make the program a true Jan Andolan.

The central government’s operational guidelines articulated role of NGOs in the vaccination program as assisting with “IEC activities with focus on addressing vaccine hesitancy and vaccine eagerness, and supporting the local administration and vaccination teams in site management and smooth flow of beneficiaries.”

BJS was already at the forefront of fighting the COVID-19 pandemic in Maharashtra. Beginning March 2020, the partnership between BJS and Force Motors had demonstrated its strong resolve to fight the pandemic by implementing comprehensive programs in Pune, Pimpri-Chinchwad, Ahmednagar and many other municipal areas in the state. I take this opportunity to sincerely thank Dr. Abhay ji Firodia and Shri. Prasan Firodia along with the entire team at Force Motors for their strong support to BJS throughout this pandemic for implementing high-impact, community-centric responses to mitigate the challenges faced by common people.

This joint initiative of BJS with Force Motors once again demonstrates the enduring commitment of the partnership to support the Government of Maharashtra and the Municipal Corporations of Pune, Pimpri-Chinchwad and Ahmednagar in times of need. The Mission Lasikaran program, a first-of-its-kind initiative in the country, provided support and relief to lakhs of common citizens at vaccination centres, created mass awareness on COVID-19 vaccination and assisted municipal corporations to roll out a smooth vaccination program by effectively dealing with vaccine hesitancy and eagerness among people.

Implementation of Mission Lasikaran is still in progress. I am sure this interim report provides a useful summary of key actions taken as part of this project thus far with insights into the challenges faced by teams on the ground, and the manner in which those were successfully addressed.

Once again, I extend my sincere thanks and deep gratitude to Dr. Abhay ji, Shri. Prasan and the entire Force Motors family for their unstinting support.
BJS-Force Motors Partnership

Bharatiya Jain Sanghatana’s association with the Firodia family dates back three decades and involves three generations. Late Shri. Navalmalji Firodia has been a mentor, an idol and a guiding force for Shri. Shantilal Muttha, the founder of BJS, in his long and arduous journey in social development. This extraordinary legacy of partnership continued with Dr. Abhayji Firodia steadfastly supporting BJS in providing relief to the drought-affected farmers in Ahmednagar district.

During the COVID-19 crisis too, Dr. Abhay ji and Shri. Prasan extended their strong support to BJS for implementing strategic COVID-mitigation projects for the benefit of the people of Maharashtra. The Mobile Dispensary Seva (Doctor at your Doorstep) program implemented during the lockdown in early 2020 utilized 135 mobile clinics in Pune, Pimpri-Chinchwad and in other cities of Maharashtra, clocking more than 5,000 vehicle days to conduct health checks of about 9.4 lakh people, also referring more than 10,800 symptomatic cases for early COVID testing. During the phased unlock beginning June last year, the Mission Zero program conducted more than 2 lakh Antigen and RT-PCR tests for people in hotspots and containment zones. Prachar Raths were used to generate mass awareness along with other BCC/IEC material, widely distributed and disseminated in all program areas. When the country launched the COVID vaccination drive early this year, the Firodia family continued its support to BJS programs assisting the state government and local administrations with smooth implementation of the vaccination program.

Their unconditional support to BJS’ work stands in testimony to the exceptional value built into this strong partnership through decades of association. BJS takes this opportunity to express its deep gratitude to the Firodia family and Force Motors for their unwavering support.
Mission Lasikaran

Program Context and Need:

The Government of India took cognizance of the possible challenges in implementing the vaccination program as it was the first time ever the country was vaccinating its entire adult population. Some of these anticipated challenges were:

- Scale of the program – vaccinating the entire adult population of the country.
- Creating timely and large-scale awareness about the program through authentic and verified sources of information.
- Establishing and maintaining connect with the large pool of eligible citizens for vaccination, both before and after the vaccination process.
- Support in terms of technology, program and site management services.
- Implementing communication strategies to address vaccine hesitancy and vaccine eagerness among people.

There was therefore an inescapable need to involve different stakeholders in the program, especially NGOs, civil society organizations and the corporate sector to assist with tackling implementation level challenges and to make the program a Jan Andolan. The government therefore called upon NGOs and the corporate sector to contribute, especially in BCC/IEC interventions focusing on addressing vaccine hesitancy and vaccine eagerness, and for site management to ensure a smooth flow of beneficiaries at vaccination centres.

Answering this call to action, BJS and Force Motors conceptualized the Mission Lasikaran program to support government vaccination centres in Pune, Pimpri-Chinchwad and Ahmednagar cities.

Program Components:

The program was designed basis a series of meetings between BJS and the Divisional Commissioner, District Collector, Corporation Commissioners, CEO Zilla Parishad and COVID Task Force members. The design of the program was also informed by the gaps and requirements on the ground in the municipal corporation areas of Pune, Pimpri-Chinchwad and Ahmednagar.
Key components of the program were as follows:

1. **Swagat Kaksh:**

   Swagat Kaksh served as a help desk for citizens at vaccination centres. It was set-up at the entrance of the vaccination centre to ensure maximum visibility and convenience for citizens. Based on location and availability of infrastructure, Swagat Kaksh functioned from a room adjoining the vaccination centre or from a temporary shelter close to the entrance area of the centre. It was branded appropriately with Mission Lasikaran creatives and logos of supporting partners; and staffed with two volunteers, a computer and a public announcement system.

   Its working hours were aligned with the functional timings of vaccination centres to help citizens easily access following services:

   - Assistance for registered citizens arriving at the centre for vaccination.
   - Guidance for citizens arriving at the centre with vaccination-related queries.
   - Display of awareness/IEC material explaining the vaccination process and addressing vaccine hesitancy.
   - Handout IEC material, comprehensively explaining all aspects of COVID-19 and its vaccination.
   - Public announcements of key vaccination-related messages.
   - Site management to ensure a smooth flow of beneficiaries at the centre.
2. Prachar Raths:

The concept of Prachar Raths used in BJS-Force Motors COVID-19 programs in 2020 was reintroduced to support the vaccination program. Prachar Rath vehicles were branded with Mission Lasikaran creatives and logos of supporting partners. The vehicles were deployed to cover the target population systematically with key messages through public announcements and distribution of IEC material. Prachar Raths were staffed with a driver and a volunteer, and offered the following services:

- Public announcements to encourage citizens for vaccination.
- Information about COVID-19 vaccination, registration process etc.
- Jingles on different COVID-19 themes with related key messages.
- IEC material handouts to citizens explaining all aspects of COVID-19 vaccination.
- Awareness material in the observation room with key messages on vaccine safety, protection from COVID-19 after vaccination, and responsible action seeking public participation.
- Selfie-point in the observation room to motivate citizens for vaccination.
Approval by the Government of Maharashtra

In early February, BJS initiated discussions with the Government of Maharashtra for implementing the Mission Lasikaran program in the state. Concept notes for important activities were developed and presented to the Hon’ble Health Minister of Maharashtra, Shri. Rajesh Tope. The Hon’ble Minister later visited BJS office and held extensive discussions with Shri. Shantilal Muttha wherein details of the proposed program were discussed. Based on BJS’ request, the Ministry of Health, Government of Maharashtra accorded its approval to implement Mission Lasikaran in the state in alignment with the guidelines promulgated by the Central and State Governments.

Approval by Government of Maharashtra:
Signing of MoUs with Municipal Corporations

Separate MoUs were signed with PMC, PCMC and AMC to implement the program in their respective areas. The program was initiated in PMC areas on 6th March, in PCMC areas on 17th March and in AMC areas on 16th March 2021. All creatives and key messages used as part of Swagat Kaksh and Prachar Raths were approved by the respective Municipal Corporation prior to use. The dashboard of Mission Lasikaran was shared with all three municipal corporations on a daily basis.

Start-up Activities

BJS had separate meetings with the Municipal Commissioners of PMC, PCMC and AMC following which it received the list of government vaccination centers from all three municipalities. The total number of vaccination centers in PMC was 40, whereas the same was 8 in PCMC and 7 in Ahmednagar.

Subsequently, BJS had meetings with the Dean/In-charge of hospitals where the vaccination centers were functioning to brief them about BJS' work in COVID-19 and its association with the respective municipal corporation to assist with the vaccination program. The specific roles and responsibilities of BJS vis-à-vis the vaccination centre were discussed and clarified with the Dean/In-charge of hospitals, and assistance needed from the hospital – such as space for setting-up the Swagat Kaksh, furniture, electricity and other facilities – was also communicated and agreed-upon. Sharing of vaccination data with BJS was also discussed and agreed to.
The Mission Lasikaran program was launched in Pune on 6th March 2021, in Pimpri-Chinchwad on 17th March and in Ahmednagar on 16th March 2021.

The program team consisted of 74 volunteers, 9 team in-charges and one program manager each for PMC, PCMC and Ahmednagar. Detailed training was conducted at BJS head office for these team members. Roles and responsibilities of each team member was clarified and mock vaccination sessions were conducted during the training to demonstrate and practice how to politely and effectively manage vaccination sites and handle people visiting vaccination centres; and how to meaningfully interact and coordinate with the hospital management.

BJS developed an in-house mobile application to manage the field vaccination data and create the program dashboard. The application was developed and launched with full functionality within a short span of time enabling automated data processing. All program staff and volunteers were also trained on the mobile application prior to their deployment in the field. Hospitals were allotted to members of the team and they were provided with T-shirts, caps and identity cards with Mission Lasikaran, BJS and Force Motors branding to make it easy for citizens to identify them for seeking assistance.
Creatives for BCC/IEC interventions and premise branding were developed, produced and deployed with the help of Ranniti, a Pune-based strategic communication agency. Brochures, flyers, flex boards, hoardings, banners, selfie-points and other IEC material were developed as part of the program package. All these material were immediately dispatched and made available at all centres in Pune, Pimpri-Chinchwad and Ahmednagar.

**Audio-Visual talk shows on vaccination program featuring Home Minister of Maharashtra**

**Awareness**

**BCC/IEC Material**

- **Audio-Visual talk shows on vaccination program featuring Home Minister of Maharashtra**
- **Brochures, flyers, flex boards, hoardings, banners, selfie-points and other IEC material were developed as part of the program package.**
- All these material were immediately dispatched and made available at all centres in Pune, Pimpri-Chinchwad and Ahmednagar.
Implementation

BJS had initially developed Standard Operating Procedures for implementing the Mission Lasikaran program. However, immediately after launch of the program it realized that each hospital where vaccination centres were located operated differently with variations in the processes followed for most aspects of the vaccination program. Therefore, BJS quickly customized its approach and adopted the processes suggested by respective hospital. This flexible approach and cooperation extended by the BJS team helped to develop excellent rapport with the hospitals and the vaccination teams, who instantly recognized and appreciated the value of services provided by BJS team members. As a result, citizen help desks were successfully established and began functioning in all vaccination centres soon after the program launch. Volunteers at Swagat Kaksh provided assistance and guidance to people from 9 AM to 6 PM every day except on weekly offs when the vaccination centre remained closed.

WhatsApp groups were created for volunteers, program staff and head office functionaries to receive daily updates and facilitate effective interactions among all team members. All volunteers were supported by respective team in-charges and well guided by the Program Manager. Volunteers used a variety of modes, including SMS, WhatsApp messages and interpersonal communication to coordinate and deliver their services to the beneficiaries. All activities were monitored and citizen interactions were handled with tact, patience and Sevabhav to ensure effective service delivery.
Daily dashboard information was shared with all municipal corporations regularly. All events that occurred in the field were captured by BJS media teams who developed daily dissemination material and circulated them on social media and through WhatsApp using the BJS network and the handles of respective municipal corporations.

Regular coordination meetings were held with officials of municipal corporations; and frequent field visits by team in-charges enabled timely guidance and assistance to volunteers for problem solving. This was a key factor in keeping the motivation and enthusiasm high among volunteers who provided citizen services with full responsibility.

Progress

As of 31st May 2021, Mission Lasikaran provided assistance to 532,065 citizens who visited vaccination centres in Pune, Pimpri-Chinchwad and Ahmednagar. It has also conducted Rapid Antigen tests for 63,764 citizens in Pimpri-Chinchwad and Ahmednagar to help identify positive cases as a value-added service as requested by respective municipal corporations.

<table>
<thead>
<tr>
<th>Activities</th>
<th>PMC</th>
<th>PCMC</th>
<th>AMC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start date</td>
<td>06 March</td>
<td>17 March</td>
<td>16 March</td>
<td>-</td>
</tr>
<tr>
<td># of vaccination centers covered</td>
<td>40</td>
<td>8</td>
<td>7</td>
<td>55</td>
</tr>
<tr>
<td># of coordinators and volunteers engaged</td>
<td>57</td>
<td>11</td>
<td>19</td>
<td>87</td>
</tr>
<tr>
<td># of persons reached through Citizen Help Desk services</td>
<td>393,940</td>
<td>92,947</td>
<td>45,178</td>
<td>532,065</td>
</tr>
<tr>
<td># of persons underwent Rapid Antigen tests</td>
<td>-</td>
<td>40,899</td>
<td>22,865</td>
<td>63,764</td>
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</tbody>
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BJS-FORCE MOTORS PROGRESS REPORT (3rd March to 31st May 2021)
Mass Awareness and Social Media Campaigns

The awareness and social media campaigns conducted by the Mission Lasikaran program received excellent visibility across platforms and social media channels. More than 8 lakh copies of IEC material on various aspects of COVID-19 and vaccination were directly distributed to citizens through the Swagat Kaksh. Outdoor displays and mid-media were used to further increase mass awareness. A summary of the progress achieved as of 31st May 2021 is given in the following table.

<table>
<thead>
<tr>
<th>Platforms/Activities and Reach achieved</th>
<th>People reached: 21,55,479</th>
<th>Posts engagement: 196,264</th>
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<tbody>
<tr>
<td>People reached: 26,000</td>
<td>Impressions: 30,000</td>
<td></td>
</tr>
<tr>
<td>Posts engagement: 1,700</td>
<td>BJS posts: 198</td>
<td></td>
</tr>
<tr>
<td>People engaged: 5,200</td>
<td>BJS Tweets: 269</td>
<td></td>
</tr>
<tr>
<td>Posts per day: 6, BJS posts: 540, Reach: 3,24,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Channel views: 28,518</td>
<td>Impressions: 1,22,800</td>
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</tbody>
</table>

| E-News Channels                                | Times of India Sakal Pune Mirror | Hindustan Times Maharashtra Lokmanch Punekar News |

| Distribution of IEC material                  | OOH displays/Posters 1,500 | VMDs 149 covering the entire population of Pune, Pimpri-Chinchwad and Ahmednagar |

BJS-FOCE MOTORS PROGRESS REPORT (3rd March to 31st May 2021)
Vaccine Challenges

The Mission Lasikaran program provided tremendous learnings in terms of the ground level challenges and apprehensions in people’s minds about the vaccination program. Some of the key vaccination related challenges captured by the program through its citizen interactions are as follows:

- Fear of hospital, side effects, getting infected, injection phobia
- Doubts about vaccination and its effect on comorbidities
- Unable to decide between Covishield and Covaxin – which one has fewer side effects
- Lack of assurance on protection even after vaccination
- Loss of income/wages in accessing vaccination – long waiting time
- Accessibility challenges – distance, time
- Lack of trust in the health system
- Confusion due to frequent changes in schedules, non-availability of vaccine etc.
- Practical difficulties in coping with the systems set-up by hospitals
- Lack of information about the effect of vaccine in specific social groups
- Technical issues with registration, documentation – no document proof, not knowing the DOB
- Interference by local representatives, influencers
MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (hereinafter referred to as ‘MoU’) entered on the _____ day of February, 2021 at Pune by and between:

The Pune Municipal Corporation ("The Corporation"), as party of the First Part

AND

A consortium comprising Bharatiya Jain Sanghatana and Force Motors (hereinafter collectively referred to as “BJS-FM”) as party of the Second Part
Annexures: Social Media Posts
Whatsapp Creative Posts

#MissionVaccination

No matter how big the challenge is, the force is with us

www.bjsindia.org

#BJSMission

Citizens comforted in a specially set up SWAGAT KAKSH
3 Janata Vaveshad Hospital, Panati, Pune.

Through our specially set up Swagat Kaksh at various vaccination centres, BJS volunteers are spreading the message of maximum participation of eligible citizens.

www.bjsindia.org
Testimonials

Vithal Shinde
पुण्यात पुण्यचार पेठे ही सवितीज़बाई फुले फिल्मिने येथे तस्सीकरण साठी येखाने यांच्या सर्व नागरिकांना भारतीय जैन संघटनेचे कार्यकर्ते श्री किरण देवेंद्र तांडे सहकारी व विनियन्मध्ये त्यांच्या सभूषणाच्या मांगदर्शन तर केलेल्या पण ल्याखवर्तक सोडण्यासाठी वागणे गंभीर दिली. सामर्थ्यात एक स्वयंच्या अधिक फिशिंग विक्रेतांचा तस्सीकरणाची प्रक्रिया सर्वसाधारणाला आतिरेक सुलभ आहे. तांडे शीर्षक वाचवू हे तस्सीकरण केलं आहे, पण सर्वांना मनपूर्वक ध्यानावर आहार. वाहिनीच्या जी मुख्य साहसी भारतीय जैन संघटना अडचणीच्या व विक्रेता रोकांच्या व या मदतीला नेहमी पुढे असते हे पुढे एकदा दिसून आले. तांडे देखील मनपूर्वक आभारात.
Mahesh Dashrath Kamble

I took the 1st dose at Mohan nagar Chinchwad, The BJS Volunteer Mr. Gaikwad helped a lot for all the procedure during vaccination, I can say he is one of the best volunteer at ESIC hospital, Mohan nagar Chinchwad.

He help all the people who comes for vaccination and also he treat the people like family members.
E-News

BJS & Force Motors ‘Mission Lasikaran’ initiative grabbed the attention of a large number of media outlets. Below are some of the news published by some of the reputed media houses.

Pune Mirror

Hindustan Times

Times of India

Punekar News
https://www.punekarnews.in/pune-aims-vaccinate-1-lakh-people-on-monday-april-5-administration-appeals-eligible-people-to-take-benefit/Pune, 3 April 2021: Pune Aims To Vaccinate 1 Lakh People On Monday, April 5; Administration Appeals Eligible People To Take Benefit

Times of India

Sakal
Photographs
Photographs
- Mahatma Phule Health Post
- Civil Aarogya Kendra
- Jijamata Health Centre
- Kedgaon Center
- Nagpur Health Post
- Tofkhana Center

BJS’s support in PMC’s Mission Lasikan

Ahmednagar City