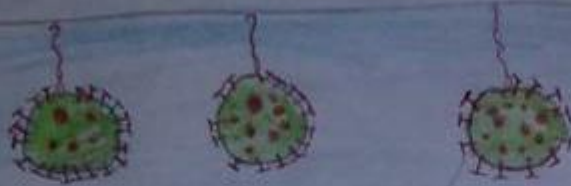




WASH HANDS

GROUP NAME- S GURDARJAN DEVJI  
NAME - GURPREET KAUR



STOP!



COVID-19

DON'T IS  
**Ambuja  
Cement**



AVOID CROWD

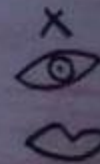


PRACTICE NAMASTE

AVOID

HAND

SHAKE



Ambuja's Interventions during COVID-19

# Strategic Interventions

## Awareness Creation

- Education on COVID-19 spread, prevention measures
- Informed Panchayat & Villages on Movement Restrictions
- Social Distancing, Use of facemasks and Hand washing demo



## IEC Material Distribution

- Posters, Banners, Pamphlets, Hoardings created
- Information posters for village and panchayat distribution



## Emergency Services

- For Private & Govt. Health centres around villages
- Oxygen, Ventilators & Ambulance services
- Sanitation & Fumigation in villages
- Safety kits, PPE & Hand Sanitizers distributed



## Basic Healthcare Services

- COVID centres, testing, treatment & facilities contacts shared
- Directory of toll-free numbers & essential services including PDS shared with the community

## Responsible Behavior seen in the community



## Engagement with Health System

- Sakhi engagement with health system
- Monitoring home quarantine-migrants



## Creation of SPOCs

- A single point of contact in every village created
- Dissemination of digital content through SPOCs
- Connect in the community through WhatsApp



# Reaching out to Specific Audiences



Follow-up, regular calls and voice messages for **Elderly**



Online training, placement support and daily messages provided for **SEDI trainees**



Awareness, Insurance Linkages and 0% interest free loans assistance to **Farmers**



Voice and video messages sent to **Truckers**



MCH services and nutrition content shared with **Pregnant / Lactating Women in Angandwadis**



Screening Camps for **Ambuja Plant Employees**



Exploring Livelihood Opportunities for **Returning Migrants**



Reaching out to **staff members** and beneficiaries with mental health counselling



Supporting **Patients in Isolation Centers** with medical equipment



# Continuous Support and Opportunities Created



## Ration Distribution

Supported families, migrants and labourers with ration kits.

- **14,770 families**
- **80,000 lives** in cities over 15 days of lockdown
- **1387 ration kits in 36 villages** by Sorath Mahila, Kodinar



## Medical Support

- 15 ventilators
- 14 oxygen concentrators to COVID-19 centers
- 5 oxygen cylinders to COVID-19 centers
- Additional PPE kits, pulse oximeters, medical and infrastructural equipment



## Livelihood Opportunities

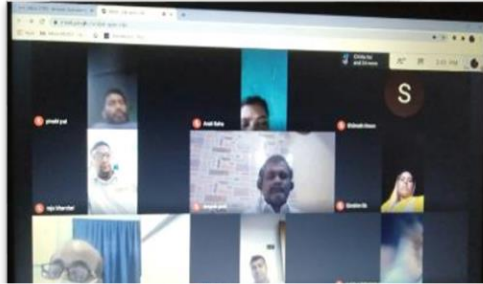
- 4,52,370 face masks made and sold by women
- 505 women in Sankrail and Punjab started kitchen gardening and selling vegetables in local markets
- 521 SHGs applied for COVID Sahay Loan received 4.26 cr

# Continuous Support and Opportunities Created



## Participation in Govt. Campaigns Gujarat, Maharashtra and Mundwa

- Home screening by Sakhi
- IEC development and distribution
- Temperature check and oxygen saturation
- COVID-19 testing booth fabricated by SEDI students
- SHG groups pledged to fight COVID-19



## COVID-19 training for staff

- Online and webinar format training program with Noora Health
- 183 staff participated from across locations
- Knowledge transferred to village PRI and SPOCS which helped to build village awareness strategy



## Mental Health Training

- 618 trainers trained
- Sessions with 3352 beneficiaries
- Counselling 71 cases
- Using techniques like active listening, problem solving, behavioral activation, relaxation techniques and using appropriate references

## Let's Be COVIDIENT- An Employee Engagement Program on COVID-19



ACF planned a 5-week engagement program encouraging employees to be COVIDIENT (a person who strictly follows the health directives and precautions during the coronavirus outbreak) and showered with activities such as quizzes, articles, tip of the day and photo and video contest.

5 behaviours were selected to run for 5 weeks with activations like quizzes, video and photo competitions and poster competitions:

- *Week 1: Face Masks – 252 Responses*
- *Week 2: Mental Health – 13 Responses in sending their video stories*
- *Week 3: Social Distancing – 274 Responses*
- *Week 4: Handwashing – 150 Responses*
- *Week 5: Hygiene Management – 72 Responses*

This engagement program would further be rolled out in villages across locations through village institutions to emphasize on COVID-19 responsible behavior.

There has also been an extension of COVIDIENT program in North Region

# Partnerships for managing COVID-19

|                                       |   |
|---------------------------------------|---|
| Noora Health                          | Technology Message Support  |
| Tata Trust                            | Video Information Support   |
| Centre for Mental Health Law & Policy | Mental Health Content, Training & Awareness Support                             |
| Gramvani                              | Telephonic & IVRS Platform Support  |
| IDH Netherland                        | COVID-19 Insurance Support to 24,000 ACF Farmers & 384 ACF's BCI Staff          |
| Rang De                               | Total Disbursement of Rs. 16.06 lakhs loan to 61 farmers                        |
| Samhita Social Ventures               | Granting Loans to 100 farmers of Rs. 10 lakhs under COVID-19 special initiative |
| CIPLA Foundation                      | Providing Medical Support to Isolation Centre                                   |

# Revised COVID-19 Intervention Strategy

| Components                            | Broad Strategy thoughts- in ACF locations and villages   |
|---------------------------------------|--|
| SPOCS                                 | <i>Selected new SPOCS and provided training on COVID-19</i>  |
| PRI and Gram Panchayat                | <i>Actively participated in village level strategy &amp; conducted monthly meetings and training</i> |
| Behaviour Change Communication        | <i>Home awareness through frontline workers and SPOCS on Stigma and Myths carried out</i>            |
| Technology                            | <i>Continued Communication through Calls and WhatsApp with relevant messages</i>                     |
| Simple Protocol for Villages on COVID | <i>Identified options for immediate help and support</i>   |
| Screening in villages                 | <i>Explored rapid antigen test in villages for effective measures</i>                                |
| Mental health                         | <i>Planned Session on support and counselling</i>  |
| Aarogya Setu                          | <i>Encouraged effective use of the mobile application</i>  |
| Use of Role Model                     | <i>Turned Recovered Patients into Role Models to tell their stories</i>                              |
| Telemedicine                          | <i>Clinical and counselling support provided</i>   |
| Recognition                           | <i>Awarded the Best Village for Covid management and Best SPOC for community interventions</i>       |



# CURRENT INTERVENTIONS

# Livelihood Fund

Crop losses, lower market rates for procurement, digital technology challenge or shutting down microenterprises aggravated the stresses in communities. ACF immediately set up revolving funds to enable communities sustain through difficult times. This is facilitated by people's institutions.

## 5 locations submitted a requirement of Rs. 29.4 lakhs

- **Bhatapara:** 15 tablets provided for online classes.  
Rs. 1.9 lakhs transferred to a women's federation for income generation activities
- **Chandrapur:** Identified 23 SHG members who want to start a flour mill, spice mill, clothing business and poultry unit
- **Darlaghat:** Identified a need to purchase 7 mobiles and 1 laptop for online training.  
Rs. 1.5 lakhs expense incurred by the Federation
- **Roorkee:** Identified 11 SHGs members to start activities in animal farming, milk production, clothing business, vegetable and fruit business
- **Rabriyawas:** Identification of applicants and final verification underway



# Participation in Darlaghat with RTO- ROKO & TOKO initiative

The COVID-19 fatalities in the state of Himachal Pradesh have increased currently. To control the virus, create more awareness and take stringent actions, the DSP Police have initiated a Roko-Toko Abhiyan

- 32 Roko Toko Abhiyan has been initiated along with COVID -19 pledge initiatives
- 850 Masks distributed
- 930 People contacted and pledges initiated from October to November 2020.



**Roko Toko Abhiyan in Darlaghat along with the Police Department**



**COVID – Roko Toko and Pledge**



**Roko Toko Abhiyan at Darlaghat**

## Let's Be COVIDIENT- An extension to community – North region

An initiative to make the community aware and advocate against COVID-19

### *Features:*

- *Quiz Competition*
- *Painting Competition*
- *Facts & Myth Buster*
- *Engagement Games*
- *Audio and Video Information*

### ***5 mins Activity***

- *COVID-19 theme based Placards*
- *Delivering Myth Buster messages*
- *COVID-19 Warrior Oath-in villages*
- *MIC awareness-in villages*
- *FAQ- discussion through Group talks & digital platforms*

### ***15-20 mins Activities***

- *Electronic Quiz board- to play & learn*
- *Theme based painting competition*
- *Engagement games like snakes & ladders*
- *Awareness videos- on VHND days*

# On-ground Activation



**Gram Safai Abhiyan**



**Organized competitions such as Quiz, Drawing & Essay**



**7546 HHs screening for COVID-19**



**Handwashing Day Observed**



**Use of Oxygen Concentrators in COVID-19 centres**

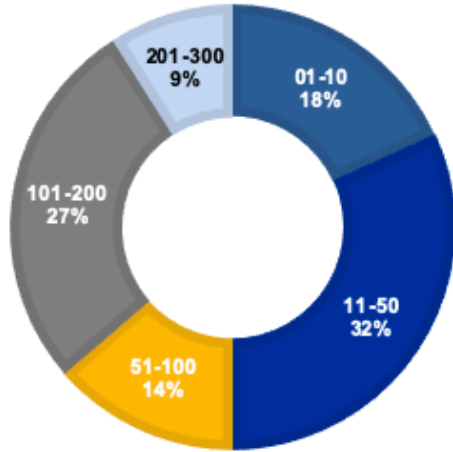


**Distribution of food to COVID-19 patients and healthcare teams**

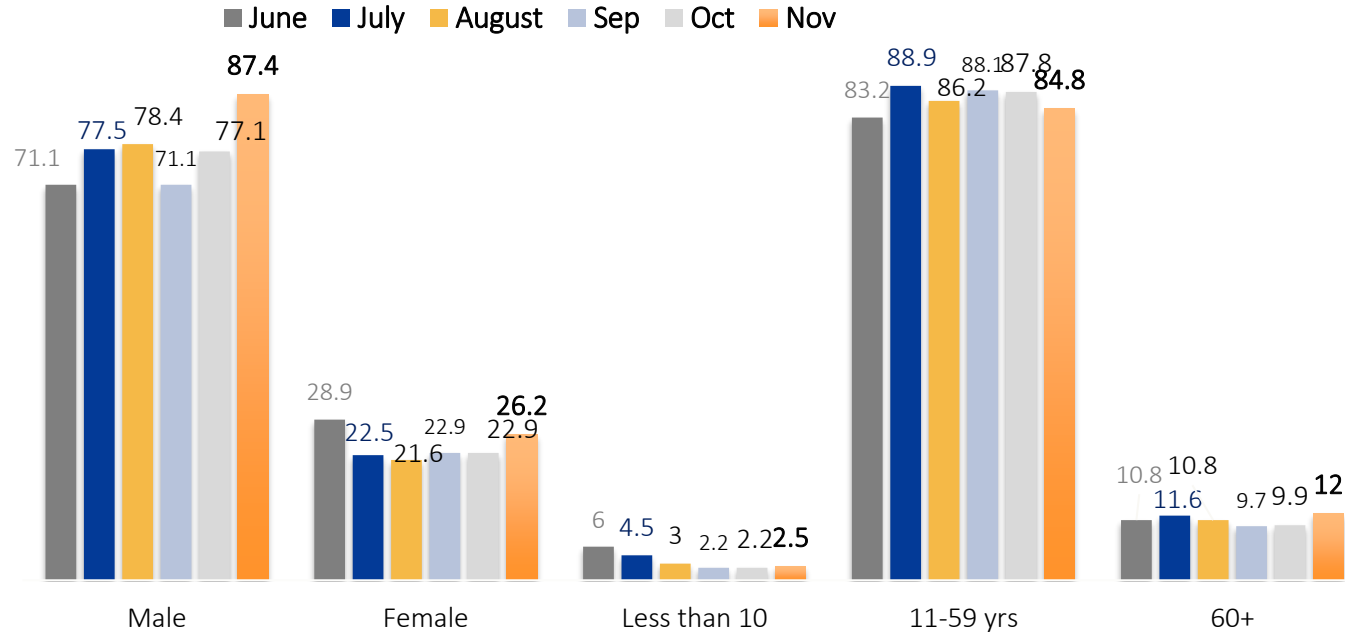


# Study of Cases in Core Locations - 25<sup>th</sup> November 2020

PERCENTAGE OF LOCATIONS  
WITH NUMBER OF CASES

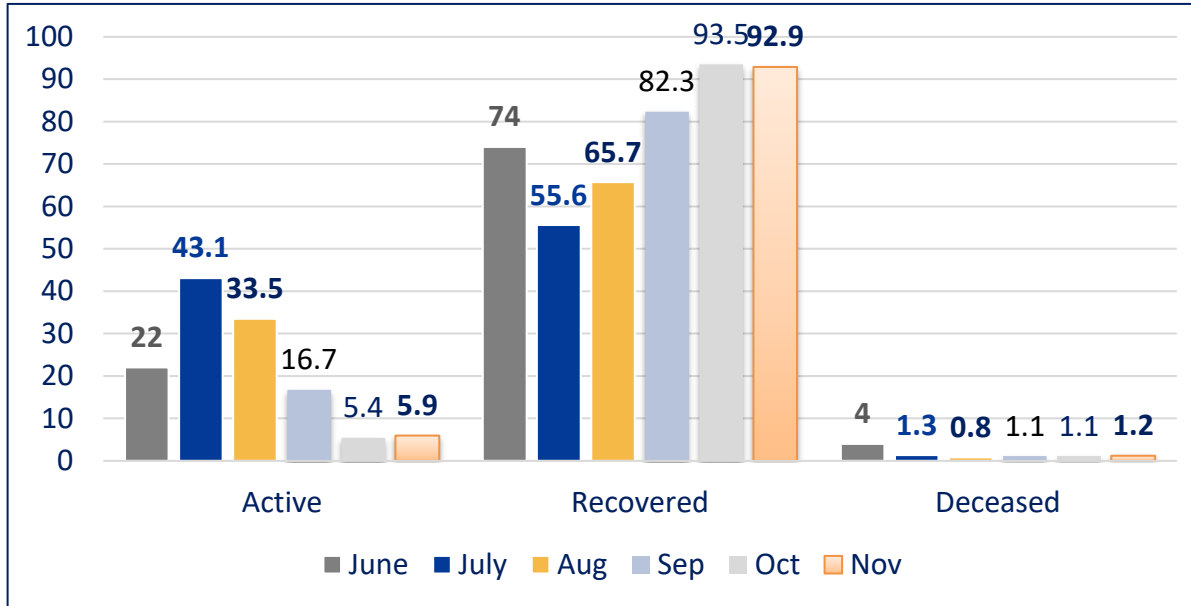


Demographic Characteristics and Residential Status of Positive Cases (in percent)

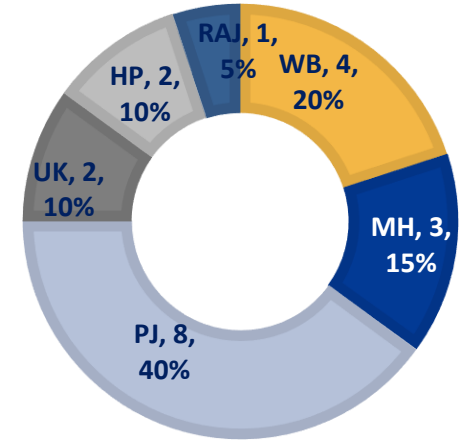


# Study of Cases in Core Locations - 25<sup>th</sup> November 2020

- 1783 cases identified from 22 locations
- 348 villages has observed COVID-19 cases out of 1928 villages which is 17.5%.
- Last month 339 villages identified with COVID-19 cases.

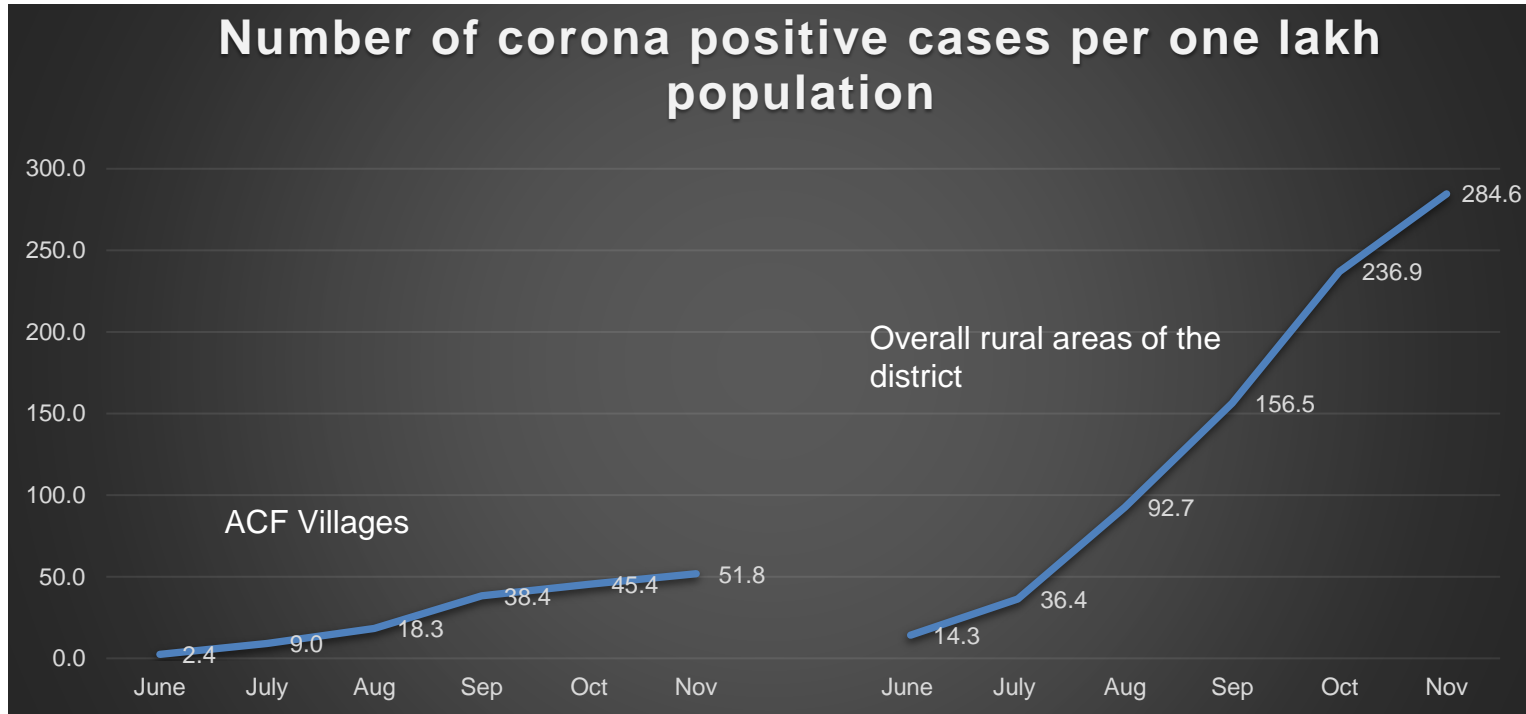


## DECEASED CASES REPORTED



**COVID-19 Fatality rate**  
ACF- 1.3    District- 2.3

## Study of Cases in Core Locations - 25<sup>th</sup> November 2020



# Figures till Date

| COVID Broad Reach |             |
|-------------------|-------------|
| Districts         | 22          |
| Villages          | 1928        |
| Households        | 6.52 Lakhs  |
| Population reach  | 34.41 lakhs |

| Supporters        |      |
|-------------------|------|
| SPOCS             | 3532 |
| Ambuja Volunteers | 215  |

| Covid Training       |     |
|----------------------|-----|
| Staff Covid -ToT     | 183 |
| Mental Health- Staff | 590 |

| Target Beneficiaries for messaging | Reach         |
|------------------------------------|---------------|
| WhatsApp Individuals               | 1,63,096      |
| Elderly population                 | 3,60,882      |
| BCI Farmers                        | 1,40,312      |
| SHG women                          | 26,000        |
| SEDI students                      | 17,086        |
| Truckers                           | 27,840        |
| Migrant                            | 14,178        |
| Mgnrega Labour                     | 41,878        |
| ASHA/AWW                           | 3,120         |
| <b>Individual reach</b>            | <b>794392</b> |

| Awareness Materials |        |
|---------------------|--------|
| Pamphlets           | 114700 |
| Hoardings           | 225    |
| Wall Paintings      | 1604   |
| Hand Sanitizers     | 14984  |
| Village Fumigation  | 461    |
| PPE Distribution    | 4384   |
| Images              | 198    |
| Voice Messages      | 133    |
| Animated Videos     | 43     |

**Thank You**