

# Combat Against COVID 19

## Initiatives by Kerala Sasthrasahithya Parishath

- Formulated a social media campaign named COVETO (Veto to Covid 19) to disseminate scientific facts, information, guidelines and advisories of the Government among the community.
- For this endeavor we have created an extensive network connecting to the activists at the unit level on the platform of Whatsaap. The 1250 units of KSSP across the length and width of the state shall undertake an immediate and large scale campaign to create social awareness in the fight against COVID 19. The thrust areas will be the nature of the virus endemic, precautions to be taken, personal and social responsibilities during the troubled times, treatment protocols, authentic information released by the central and state governments and organizations like WHO, useful tips to cope with the emotional stress and strain during lock down among other things.
- The Subject Committee on Health attached to the Central Executive Committee of KSSP has chalked out an action plan for the campaign. A campaign cell and task force comprising doctors, health activists and experts shall generate materials and monitor the campaign. Similar expert groups shall work at district level also to monitor the campaign at grass root.
- The materials shall comprise of audios, videos, brief write-ups, posters etc dealing with various topics like information regarding the virus and its spread, precautions to be taken, the universally accepted guidelines and protocols regarding healthcare, the advisories and guide lines given by public authorities and the importance of lock down and the need of physical distancing and social cohesion, hygienic practices etc in simple language.
- The task force and campaign cell is taking every pain to ensure the authenticity of the information provided. Another end of the toil of the campaign cell is to identify and expose the unscientific and misleading messages related to COVID 19 propagated mainly through social media.
- In the process, whatsaap groups have been formed in each of the state's local self government units with more than 100 individual

members. The admins of these groups are members of the district group and district admins are included in the state group. They alone will distribute the contents received from the state campaign cell. The organizational structure of KSSP shall also oversee the mass campaign at respective levels. Activists are put in charge of a specific area. This net work enables to disseminate any information within a short span of time. The members of the local network includes elected members of the LSGs, political activists, social activists, members of *kudumbasree*, ASHA workers and prominent citizens who have direct reach to common people.

- The district level task force will work in coordination with the District Administration. The information and important announcements of the administration shall be included in the campaign material, authenticity of which will be verified by expert committee at district level. Medicos' teams attached to *Yuvasamiti* are helping in this.
- We closely follow and support the govt. and LSG initiatives and actions such as:
  - distribution of awareness materials to households.
  - formation of Rapid Response Teams in panchyath / ward level and providing training to these groups.
  - creation and strengthening of the local distribution net work for the supply of food and other essential goods and medicine to the needy.
  - setting up of help desks catering to the needs of the different sections of the community..
  - setting up wash corners with soap at important public points.
  - ensuring the availability of sanitizers and hand wash.
- We have directed all our activists to register and be part of the volunteer army - an initiative of the Govt.of Kerala.

**Volunteer army:** For helping to those who are suffering from the stringent provisions of the lock down, **a volunteer army comprising people in the age group of 22 to 40 - deployed at the local body level.** Those who are interested can register through a dedicated portal '**Sannadham**'. The volunteers thus registered will be provided with identity cards. The local bodies will provide conveyance expense and other expenses.

- The expected strength of the volunteer army is 2,36,000.
  - 200 volunteers per panchayat,
  - 500 volunteers per municipality,
  - 750 volunteers per corporation area.

*The duties of the volunteers includes*

- Delivery of food from the community kitchen to the homes of the needy and identified groups of people.
- Bringing essential commodities to the community kitchen.
- Helping people who could not venture out to purchase essential commodities and food materials.
- Function as a bystander to the infirm if need be,
- Delivery of materials as directed by the ward level committee.
- Helping the ward level committee in the combat against COVID 19.

- An important portion of our campaign material added later on is the social consequences of Covid 19.
- We have issued many statements, press notes and communiques regarding the many sides of the pandemic.
- We have written to the Chief Minister and Minister for Health listing our suggestions and detailing the battle plan of KSSP against Kovid 19. We also assured our wholehearted support to the government in this all out combat against COVID 19.
- The web magazine of KSSP, '**Luca**' (luca.co.in) has devoted many issues to give scientific information's regarding COVID 19.
- We have requested our activists to contribute generously to CMs Distress Relief Fund.
- All these collective efforts taking all citizens in to confidence have contributed to reating social vigilance in the community.
- *IRTC initiatives: the Parishat Production Centre (PPC)* which comes under the broader umbrella of IRTC played a very proactive role.
  - Prepared and distributed 2500 litres of sanitizer (25000 bottles of 100ml).
  - Prepared 500 litres of sanitizer using the spirit supplied by excise department and handed over to department of Health.
  - Prepared sanitizer collaborating with District Prison, Palakkad.
  - Shared expertise on preparation of sanitizer with institutions and departments all over the state.
  - IRTC technicians, post graduates in various branches of science, provide expertise to LSGs on waste management.

*Children's Activities:*

- children are one of the most adversely effected group during Corona Disease. It is imperative that they should be provided with ample

opportunities to be mentally and physically active. We are trying to address the typical problems faced by the children during the lock down.

- Designed a variety of plays and exercises which ensure the physical as well as mental involvement of children.
- Activities help them develop and enhance skills of observation, experiments, documentation, creativity and analysis.
- Developed e version of our fortnightly *Eureka*, magazine *Sastrakeralam* and prepared flip forms of books like *Pustaka Poomazha*
- The task force is working with the help of the different Subject Committees and sub committees of KSSP to develop content to provide support to youth and adults for creative mental engagement.
- We have also prepared posters and materials in different Indian languages for the benefit of the two lakh guest labourers accommodated in round about 5000 relief camps all over the state.
- Our activists are trying their best to bring succor to the guest labourers belonging to the different states as per the requests of activists of the PSMs of the respective states.

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Attached herewith all material prepared in connection with COVID 19