

Summer training report

By

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Abbreviations

- **SARS CoV 2**- Severe Acute Respiratory Syndrome Corona Virus 2
- **COVID-19**- Corona Virus Disease- 2019
- **WHO**- World Health Organisation
- **CSR**- Corporate Social Responsibility

Introduction

Title of the project:

India's battle against COVID-19: Analysis of steps taken by the state government to combat the Virus.

Organization profile:

HEAL Foundation is a not-for-profit organization registered under the Indian Trust Act that works in different fields like health, education, skill development, and environment. Having been born with the intent to facilitate meaningful communication between journalists, health communicators, research scientists, doctors, and policymakers, HEAL started as Health Essayists and authors league to conceptualize and implement comprehensive education and intervention based on health awareness campaigns in India. In over a decade, it has organized SEVEN National Health Writers and Editors Conventions, which aimed to spread awareness around pressing health issues of the country.

As a trust, they work with a mission of nudging masses towards healthier practices by spreading awareness around relevant health issues by engaging and empowering stakeholders through capacity building so that they can guide the country towards better health practices.

HEAL Foundation has been working diligently under its flagship initiative COVID Fighters dedicated to fighting COVID 19 Pandemic with its various awareness drives such as series of webinars, e-Newsletters, and other allied activities to keep the people into the knowledge around the Coronavirus pandemic ever since its outbreak.

Now, the HEAL Foundation has been working ceaselessly to create various knowledge disseminating opportunities for the media fraternity on a host of health issues impacting the Indian Society. In line with its regular course of action, it took the stock of the unprecedented global COVID 19 pandemic and the havoc created in the wake of its outbreak and started a dedicated COVID SAFETY MOVEMENT under the flagship program- COVID Fighters.

Overview:

Corona Virus Disease (COVID-19), is an infectious disease caused by SARS- CoV-2 virus. It is a spectrum disease, spanning barely from symptomatic infection to critical illness. The first case of COVID-19 was reported on 30th January 2020 in Kerala. From that day till today the nation has seen many changes in the policies and has put the leaders to meet challenges of their lifetime. It is very empirical to analyze and learn from the pandemic to use the learned strategies effectively and efficiently in the future to reduce all kinds of losses caused by global crises.

Literature review

SOURCE	TITLE	LINK	KEY FACTS
Website	Coronavirus: Here Are The Steps Taken Across India To Control The Spread of COVID-19	https://swachhindia.ndtv.com/coronavirus-here-are-the-steps-taken-by-india-to-control-the-spread-of-covid-19-42304/	Srinagar Municipal Corporation (SMC) to plan, sterilize and sanitize schools and colleges. Under a special set of statutory provisions, SMC has also ordered the closure of all educational institutions, public clubs, sports clubs, indoor and open stadiums, coaching centers within Srinagar city limits till further orders.
Website	Coronavirus: Here Are the Steps Taken Across India To Control the Spread of COVID-19	https://swachhindia.ndtv.com/coronavirus-here-are-the-steps-taken-by-india-to-control-the-spread-of-covid-19-42304/	New regulations called 'Haryana Epidemic COVID-19 Regulations 2020' have also been issued. All hospitals in Haryana have been directed to create and maintain data on all suspected cases and of those who have to meet such patients. Kerala continues to be on a high alert with more test results of COVID-19 suspects expected
State government Website	Major steps were taken by the state government to fight COVID 19.	https://himachal.mygov.in/en/group-issue/major-steps-taken-state-govt-fight-covid-19you-can-also-contribute-and-send-your	Social Security Pension to widows and disabled persons would be given at an increased rate. State govt. has decided to extend the last date of depositing school fees. Relaxation in curfew by maintaining proper social distancing, to ensure that the people could purchase the essential commodities
PRS legislative research	Madhya Pradesh Government's Response to COVID-19 (January 2020-April 17, 2020)	https://www.prsindia.org/theprsblog/madhya-pradesh-government%E2%80%99s-response-covid-19-january-2020-april-17-2020	Early stages: Focus on screening international travelers. February and early March: Improving public health capacity, restricting social gatherings. The government released a strategy document to contain COVID-19. This strategy emphasizes the identification of suspected cases, isolation, testing of high-risk contacts, and treatment.

Rajswasthya	Novel Coronavirus guidelines	http://www.rajswasthya.nic.in/PDF/COVID%20-19/FOR%20HOSPITALS/Guidelines%20to%20be%20followed%20on%20detection%20of.pdf	• Release the guidance on • action to be taken on detection of suspect/confirmed COVID-19 case in a healthcare facility • on the rational use of Personal Protective Equipment • On Dead Body Management • spraying of disinfectant on people for COVID-19 management
The Wire	How Chhattisgarh Was Able to Contain the Coronavirus	https://thewire.in/government/chhattisgarh-covid-19-containment-success-story	A hundred bogies provided by the Railways have also been turned into wards which can accommodate up to 1,800 patients. At the indoor stadium in Raipur, where nearly 3,000 patients can be admitted.
News Report	Andhra Pradesh government steps up efforts to ward off coronavirus threat	https://www.newindianexpress.com/states/andhra-pradesh/2020/mar/18/andhra-pradesh-government-steps-up-efforts-to-ward-off-coronavirus-threat-2118139.html	State and district level surveillance teams were formed to track foreign returnees, travelers from abroad, and contact them. House-to-house active search to identify all foreign returnees is taken up in the State.
News Report	UK Deputy High Commissioner hails measures by Andhra Pradesh govt to tackle coronavirus	https://www.indiatoday.in/india/story/uk-deputy-high-commissioner-hails-measures-by-andhra-pradesh-govt-to-tackle-coronavirus-1692796-2020-06-26	• Screening of every household • Technological tools used against Covid-19 • Volunteer system for multiple door-to-door surveys but also home-delivered essentials during the lockdown

Objectives

- To study the overall impact of the Coronavirus in different states and union territories of the country.
- Rank the top 10 states/ union territories that have combated the virus effectively.
- To find out the best and innovative strategy adopted by the state/ union territory.
- To find out the epidemiological trends of the pandemic.

Methodology

The data was collected from the following methods.

- By collecting the no of active cases, cured and deaths every day.
- By searching the key terms related to COVID 19 to understand its impact on different states and union territories.
- By monitoring the guidelines provided by WHO, The Ministry of Health and Family Welfare, the COVID 19 website, and the performance of various states in controlling the spread of the virus.
- By finding the major hotspots and latest information
- By collecting other required data from articles, published journals, empirical studies, tracking apps, and literature reviews.
- By getting information on five categories: prevention, diagnosis, treatment, information and life, and business adaptation.
- By epidemiological statistics.
- By administering a questionnaire into the public to understand their awareness and knowledge about the Covid-19 pandemic and the monitoring of COVID 19 by their state.

Learnings

1. During my internship, I learned time management and planning skills and meeting the goals every single day.
2. Working in a team, coordinating with the co-workers, and completing the task before a given timeline.
3. Learned to take initiative and always be curious to learn and understand new things.
4. Learned about the development organizations in India as worked in 'Development Organizations Mapping and CSR connect' project. Also, practiced with the research project.
5. Attended the webinars hosted by the online experts of the organization covering the recent COVID 19 linked issues and concerns. Also, delivered presentations and content reports for the same.
6. Understand the professionalism and professional responsibilities.

Observations

The impact of COVID 19 is increasing and there is a vast increase in the cases every day. States like Maharashtra, Tamil Nadu are on top with a high number of cases, and the top 5 states have 50% of cases of India. Also, this has impacted several other issues like financial crises, mental health, the economy of the country, lack of employment, domestic violence, negligence of other health issues, etc. Overall, this has impacted the country in all the ways possible.

As the pandemic is going on and the intensity of it is still increasing with the new cases every day, it has become tough to combat and the only way we can come out of it is by following safety measures and by creating awareness in the people. Even after such pandemic, it has been observed that most of the people are not sanitizing themselves and not following the precautions even after being aware of it.

To overcome the virus or to fight with the pandemic, different states have tried in their ways. While few of the students made an easy to use and economic ventilator in IIT Hyderabad and IIT Kanpur, few used some techniques like in Kerala, the usage of the umbrella to maintain the distance between people. Kerala has made an app called GoK-Kerala Direct for COVID 19 updates which sends COVID updates to their mobile via SMS in older phones and this can also be used by the people with no smartphones. The national government launched the COVID-19 solution challenge on March 16 which invites innovators to offer ideas and solutions for tackling the pandemic.

A total of around 870 responses were collected from the questionnaire. With the rising cases every day, the recovery rate of COVID-19 seems to be increasing every day from somewhere in the 50s to 62% with the mortality rate of 2.4%.

At this phase, we should follow all the prevention methods like washing hands frequently or by sanitizing them with alcohol-based hand-rub, covering mouth and nose before sneezing and coughing, avoiding social gatherings, avoiding close contact with anyone who has cold or flu-like symptoms and seeking medical care early if symptoms like cold or fever or difficulty of breathing is observed.

In India, the main treatment given to the patients of COVID-19 was in the form of HIV Drugs i.e. combination of Lopinavir and Ritonavir.

On Mar 31, the Ministry of Health and Family Welfare recommended off label use of the combination of Hydroxychloroquine and Azithromycin for patients with a severe infection of SARS-CoV2 and those requiring ICU management.

Hydroxychloroquine dose of 400 mg twice a day for one day, followed by 200mg two times a day for 4 days in combination Azithromycin 500 mg once a day for five days under close monitoring. These drugs are not recommended for children below 12 years, and pregnant and lactating women.

Some of the states followed their treatment modalities before this recommendation which include

Kerala: Quarantine-Stress Management-Symptomatic Treatment was the mantra of Kerala while treating the first 3 patients of COVID-19. First, the patients were quarantined, after that, they were being given supportive medicines like Paracetamol & other drugs according to their needs. Besides this, additional support in the form of

mental health was also given to them. Antiviral agents (used in HIV positive cases) were used for some confirmed symptomatic cases.

Jaipur: Doctors at Sawai Man Singh Hospital used an innovative combination of Lopinavir and Ritonavir with Oseltamivir and Chloroquine, the drugs meant for Malaria and Swine Flu. They used this combination to treat three patients with two of them Italians, recovered, and discharged. Seeing the effectiveness of this medicine, the medical departments of six states, Karnataka, Bihar, Delhi, Gujarat, Maharashtra, and Andhra Pradesh have contacted the Rajasthan medical department to know about this medicine.

Delhi: A doctor at Safdarjung Hospital said that there is no medicine yet to treat coronavirus infection and supportive treatment is done like dengue. The patient suffering from this disease is also treated based on symptoms. Besides, Tamiflu was also given to patients of Corona at Safdarjung Hospital. This medicine is used in the treatment of swine flu.

The current coronavirus pandemic is forcing businesses, big and small, to adapt. The temporary closure of stores and restaurants provides a real challenge for business owners. However, several businesses are providing great inspiration by thinking of new ways to evolve and continue trading throughout the outbreak with some of the other ways. To tackle the COVID 19 challenge, businesses are using some achievable steps like hygiene, capturing the online opportunities, connecting locally, and by planning the future. Businesses have been down since the lockdown and are gearing up slowly still, the fear of spreading the coronavirus is high and this is resulting in a lack of customers and the health and food have become the top priority.

Conclusion

I have worked as a Management Trainee in HEAL Foundation. I have worked in the "Development organizations mapping and CSR connects" Project. Along with that, in an ongoing research project called "COVID Fighters". These projects helped me to understand the work ethics and the working system of a developmental organization. It took little time to understand the organization's culture. Hesitation in asking questions, competitive Co-Interns, issues with network connections were some of the challenges I faced.

I have learned to take initiative and curiosity to learn and understand new things. Being responsible, adaptable, and curious were some of the key learnings. Sometimes working with unexpected tasks was challenging. It also allowed me to find out my strengths and weaknesses. This helped me to define what skills and knowledge I should improve in the coming time. This experience has been quite good and helped me where I stand and how can I improve myself. Needless to say, the technical aspects of the work I've done are not flawless and could be improved provided enough time.

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Questionnaire

1. Are you aware of the COVID/Coronavirus management work by your state government in your state and your district?
 - ☐ Yes
 - ☐ No
 - ☐ Somewhat
2. Lockdown related timing and implementation by the government
 - ☐ Rate between 1 to 10
3. Management of migrant workers by the government
 - ☐ Rate between 1 to 10
4. Opening up the Economic activities
 - ☐ Rate between 1 to 10
5. How would you rate your district administration for their work in the last 3 months for COVID Management in your area on a scale of 1 to 10?
 - ☐ On the scale of 8-10, very good
 - ☐ On the scale of 5-8, Satisfactory
 - ☐ On the scale of <5, Poor
6. How would you rate your chief minister (governor, in case of union territory) for their work in the last 3 months for COVID Management in your area?
 - ☐ On the scale of 8-10, very good
 - ☐ On the scale of 5-8, Satisfactory
 - ☐ On the scale of <5, Poor
7. Are you aware of any technology/app-based COVID Management solution available in your state, which you feel is an efficient way of better COVID Management? Please list below
 - ☐ _____
8. Please rate it in terms of its usefulness as per your experience
 - ☐ On the scale of 8-10, very good
 - ☐ On the scale of 5-8, Satisfactory
 - ☐ On the scale of <5, poor.
9. Any specific areas where your government could have done better? (Optional)
 - ☐ _____

REPORT ON ONLINE COURSE

1.Name of the course:

Fundamentals of digital marketing by Google

2.Course description:

It is a free interactive course on digital marketing from Google that has 26 modules to explore, which are all created by Google trainers with full of practical exercises and real-world examples to turn the knowledge into action.

3.Objectives of the course:

It is a 40-hour course that aims at developing an overall understanding of digital marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing, pay per click, and other strategic techniques.

4.Learning methodology used in the course:

The course has video lectures with practical examples and assignment questions at the end of every topic and every module. It also has cases to solve after every topic.

5.Key learnings:

- Have a clear goal for online marketing efforts.
- Have a mission statement and to understand the USP of the business.
- Start small and can grow sooner and you do not need to spend lots on digital marketing.
- Starting with basics is important in a business like getting listed locally.
- SEO- Learn and understand what gets you a higher ranking in search engine results.
- SEM- learn and understand how to pick longer tail, less competitive keywords to target and focus on the bid amount as well as the relevance of the ad to the business.
- Content marketing- focus on answering the questions that your customer really wants to be answered.
- Social media- it helps to focus on engaging with your customers to let them know more about the business and how could we improve the product or service.
- Usage of analytics to assess, test, and then improve the online marketing efforts by interpreting the analytics.

Submitted by:

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