

SUMMER TRAINING REPORT

SUBMITTED BY

VRUSHALI ANVIKAR POTHARE

MBA HOSPITAL AND HEALTH MANAGEMENT

ROLL NO-1039

2019-2021



- **PART 1-**

CASE STUDY ON “COVID-19 IN DHARAVI”

- **PART 2-**

ONLINE COURSE REPORT ON

FUNDAMENTAL OF DIGITAL MARKETING

COVID-19 IN DHARAVI

Objective of case study-

- To understand history of Dharavi slum and associated health condition of people living that area
- To assess, analyse and learn about the spread of Covid-19 in Dharavi
- To understand Cases growth and strategies implemented to reduce the chain of infection and to flatten the Cases growth curve

INTRODUCTION

- Dharavi is **Asia's largest slum** and located in the heart of India's financial capital- Mumbai Maharashtra
- Dharavi has an area of over **520 acres**, and it has population of about 700,000
- Population density over 277,136/km² (717,780/square mi)
- Dharavi- The most densely populated area in the world and around **60%** of Mumbai's population lives in slums
- The coronavirus pandemic, which has havoc across more than 200 countries, including India, also affected the slum.
- Cases continue to mount every day. Around **1753** people tested positive with **57** deaths by May 30, 2020 and the number kept on increasing.



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CHALLENGING CONDITIONS IN SLUM

- Lack of Sanitation
 - Lack of access to Clean and Safe Drinking Water
 - Lack of Legal Rights
 - Poor Health
 - Unemployment and Poor-quality work
 - Lack of Privacy due to Overcrowding
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HEALTH CONDITION OF PEOPLE LIVING IN THE SLUM

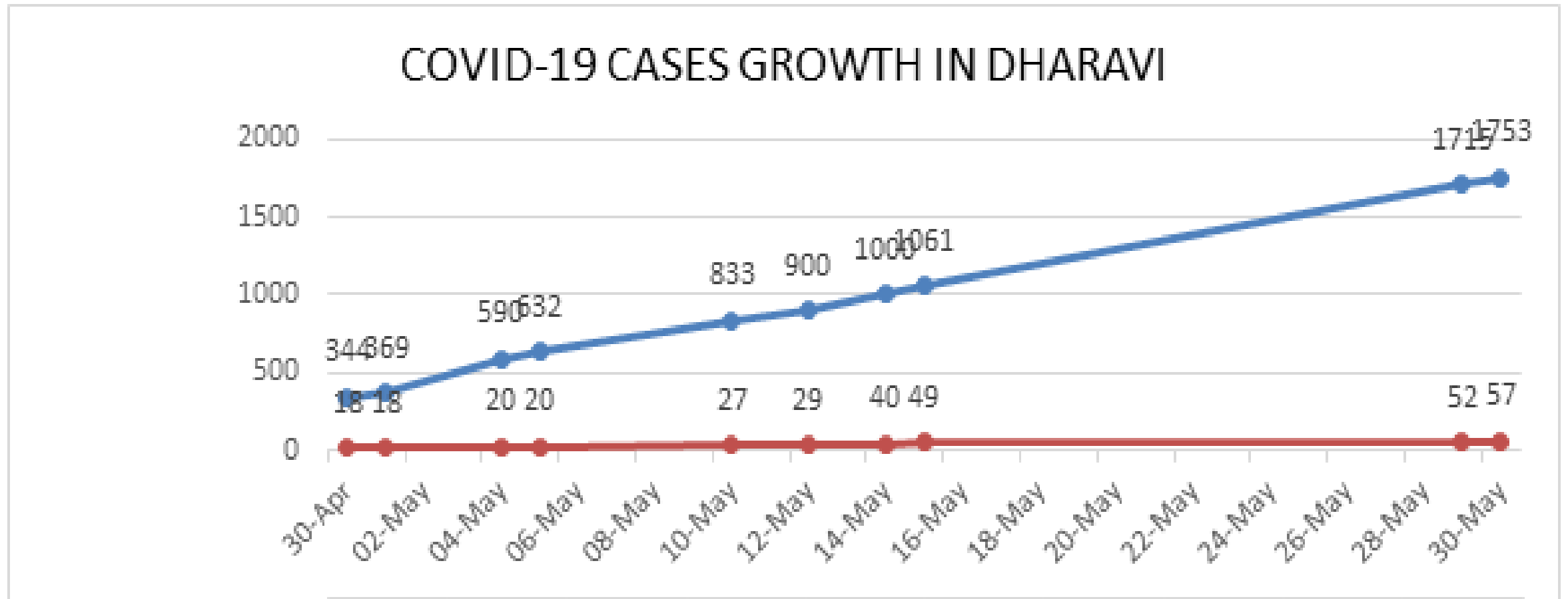
- Dharavi has a **history of many epidemics** and other natural disasters
- Widespread **Plague in 1896**, which killed half of the population living in Mumbai.
- A series and of epidemics continued to affect Dharavi with high rates of **mortality**.
- **Dysentery** epidemics seen common throughout the years and explained by the high population density of Dharavi. Doctors deal with **4000 cases** a day with **Diphtheria** and **Typhoid**.
- In 1986, **Cholera** epidemic was reported. Other reported epidemics were **Typhoid, Polio, Leprosy** and **Amoebiasis**.
- In recent years, cases of drug resistant **Tuberculosis** reported in Dharavi.
- Slums face a lot of problems like noise, water, as well as air pollution. It has no proper sewage or drainage system. Hence it affects the health status of people living in Dharavi slum.

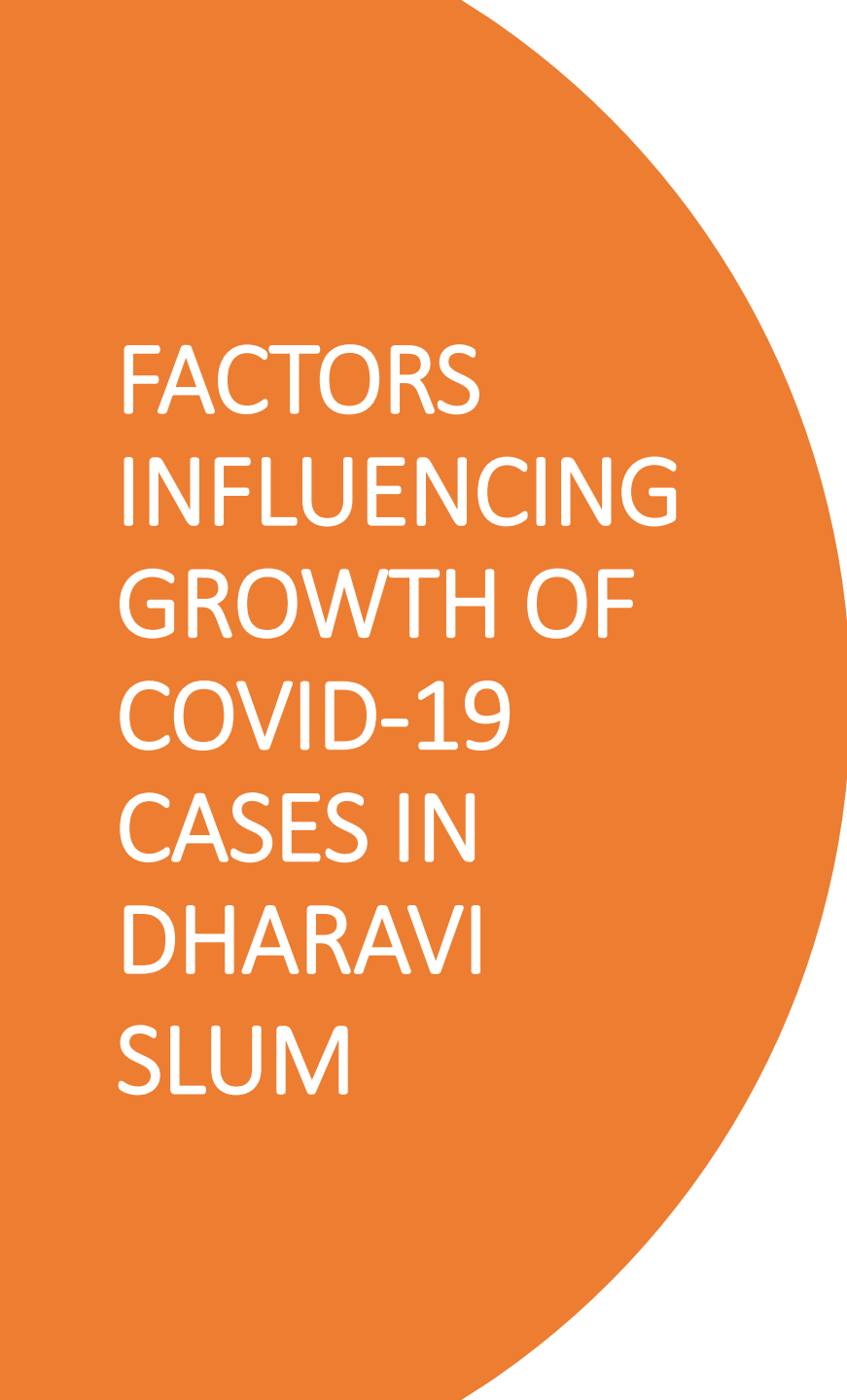
COVID-19 IN DHARAVI SLUM

- Dharavi had been becoming the Covid-19 capital of Mumbai, also had become a containment zone.
- People are densely occupied in Dharavi, where 80% of people living in less than 100 sq. ft area and more than 5-8 persons stay in each house
- **First Covid-19 case in Dharavi--** On April 1, Dharavi recorded its first positive case COVID-19. The patient was a 56-year-old. He had mild cough and fever. After consulting with doctor, when his symptoms worsened, he was admitted to civic-run Sion Hospital and he succumbed to disease on the same day.
- With every third Covid-19 patient in India, the curve for the national growth rate very closely resembles that of the state Maharashtra



CASES OCCURRED IN DHARAVI (APRIL 30- MAY 30)



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FACTORS INFLUENCING GROWTH OF COVID-19 CASES IN DHARAVI SLUM

- Social
- Behavioural
- Economical
- Environmental
- Political



HEALTH INFRASTRUCTURE OF DHARAVI

- Dharavi has **four exclusive hospital** for Covid-19 treatment with acquisition of Sai Hospital, Family Care Hospital, Life Care Hospital and Aayush Hospital.
 - Around **350 private clinics** reopened in Dharavi, dedicated to Covid-19
 - Taking rising cases of Dharavi taking into consideration, BMC planned **100 bed hospital** at the Urban Health Training Centre (UHTC), a branch of Lokmanya Tilak Municipal General Hospital or Sion hospital
 - BMC started work at the MMRDA ground at Bandra-Kurla Complex to create a 1000 bed isolation facility for Covid-19 patients in Dharavi.
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HOW DHARAVI FOUGHT WITH COVID- 19

- Stand as a Global Role Model in COVID-19 management
 - The early action helped to curb the spread of virus and has been praised by WHO chief for putting efforts in terms of controlling the coronavirus spread.
 - According to the BMC data the slum reported a total of **491 cases** in April and **1,216 in May**, further in June, it has come down to **274 cases**.
 - Cases growth rate has dropped to just **1.05%** in June from **12%** in April as per the data revealed.
 - Average **18 new cases** are now being reported everyday as compared to around 50 in May 2020.
 - More than half of the patients recovered, and the number of deaths too declined in the month of June.
 - As of June 15, Dharavi has reported a total of 2,068 cases, of which 1,040 have been discharged. The death toll stands at 77.
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MISSION DHARAVI

- **“We chased the virus instead of letting it spread across the slum,”** said Kiran Dighavkar, Assistant Commissioner, G North-ward, Mumbai,
 - The strategy called ‘Mission Dharavi’, he had roped in a team of **more than 2,000 people** to curb the spread of the virus
 - **Main Aim-** Controlling the potential number of deaths
 - The team comprised of **Doctors, Engineers, Healthcare professionals,** and **Sanitation workers**
 - Door-to-door survey in more than **47,000 houses** from April.
 - Screening camp- A team of 6 physicians and health worker in PPE screen up to 80 residents every day for **temperature** and **blood oxygen** level to separate vulnerable
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HOW DHARAVI FOUGHT WITH COVID-19

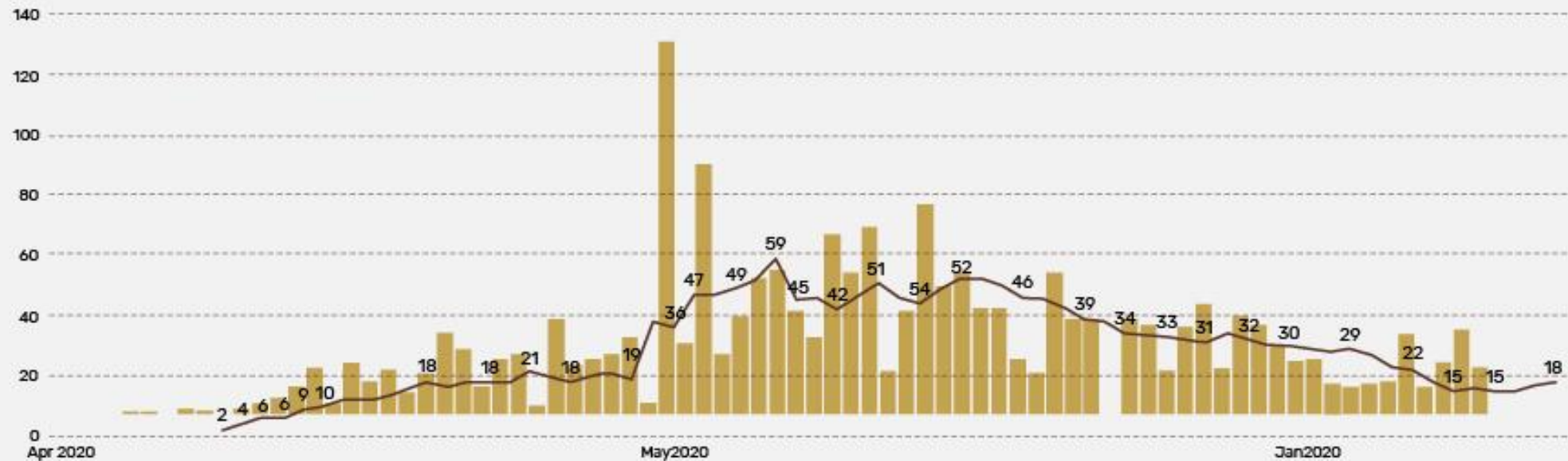
- Five private hospitals to provide critical care.
 - Immediate isolation patients with symptoms
 - The ideal reason for controlling cases involved **Screening efforts, Fever camps, Doorstep visiting initiatives and Mobile vans.**
 - People with flu like symptoms are tested for the disease immediately.
 - Institutional quarantine facilities involved bunch of schools, sports complexes, marriage halls for those positive cases.
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GRAPH SHOWING DECLINING COVID-19 SPREAD

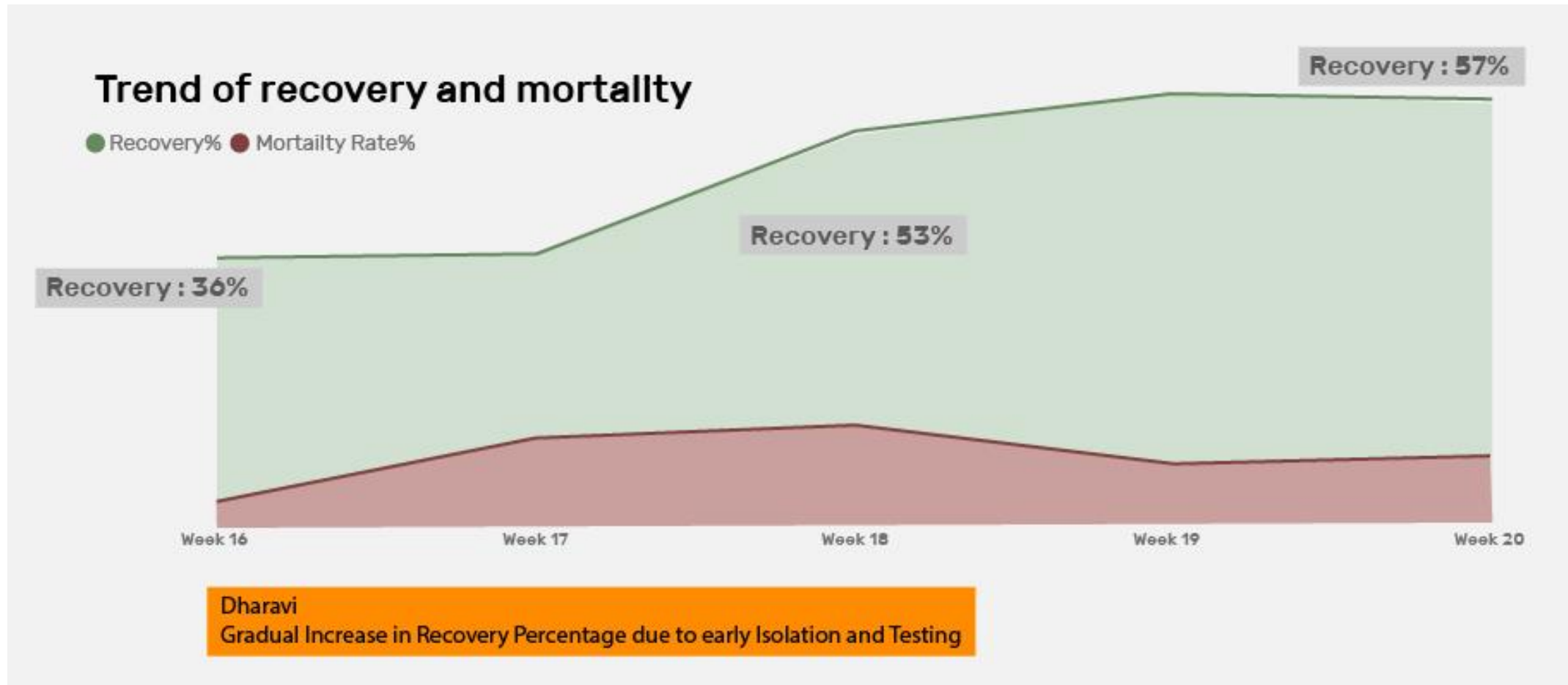
A decline in the spread of COVID infection from Average Diagnosis of 43 Cases daily in May to 19 Cases daily in Second week of June.

Dharavi : COVID -19 Diagnosis Trendline

● Additional Cases on Particular day ● 7 Day Average of Daily Cases



IMPROVEMENT IN RECOVERY RATE



GUIDELINES

- The ministry of health and family welfare issued guidelines for patients with mild symptoms.
- Government guideline asked people to avoid crowds and maintain social distancing
- Ensured good ventilation in building, and wear mask specially when physical distancing is difficult.
- Patients with clinically diagnosed as mild or pre-symptomatic cases of Covid-19 asked to Isolate themselves at home

Who needs to isolate at home?

- The person should be clinically assigned as a very mild case/ pre symptomatic case by the testing medical officer
- Such cases have facility at their residence for self-isolation and for quarantining the family contacts
- A caregiver should be available 24*7 to provide care

Guideline to follow in home quarantine-

- The caregiver and all close contact of such cases should take hydroxychloroquine prophylaxis as per protocol and as prescribed by the medical officer
- Download Arogya Setu App on mobile and it should remain active all time via Bluetooth or WI-FI (<http://www.mygov.in/aarogyasetuapp/>)
- The patient will have to agree to monitor his health and regularly inform his health status to the District Surveillance Officer for further follow up by the surveillance teams
- The patient will have to fill in an undertaking on self-isolation and will also follow home quarantine guidelines

(Source: Ministry of Health and Family Welfare)

SUGGESTIONS

- There are several ways to control the virus spread, including improving environmental hygiene, such as-
 - ✓ Putting garbage in closed bags and trash cans,
 - ✓ Proper sewage disposal,
 - ✓ Controlling sanitary landfills,
 - ✓ Sanitary toilets,
 - ✓ Preventing the accumulation of manure.
 - ✓ Regular cleaning
 - ✓ Fumigation of common areas such as toilets, washrooms and other corresponding areas.
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SUGGESTIONS

- Health education plays vital role to create awareness in limiting the spread of corona virus among people living in slum area
 - Ask people to seek medical help if they witness fever, cough or difficulty in breathing
 - Keep people up to date on the latest information from trusted sources, such as WHO or local and national health authorities
 - Provision of isolation and quarantine facility as well as **“COVID Safety Van”** mounted with facility of **screening and testing** of coronavirus suspects dedicated to hotspot areas.
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SUGGESTIONS

- Separate clinics with health facilities for people living in Dharavi so as to shut down travelling and make easy accessibility for the locals.
- Facilities for screening of Covid-19 to detect cases in clinics.
- Free Distribution of sanitizer, mask, gloves to the people
- People must be aware to avoid crowd like public gatherings, non-essential travel and should be informed to strictly follow government guidelines



END OF SUMMER REPORT PRESENTATION

ONLINE COURSE REPORT

FUNDAMENTALS **OF DIGITAL MARKETING**

DISCUSSION POINTS



OBJECTIVE



COURSE DESCRIPTION



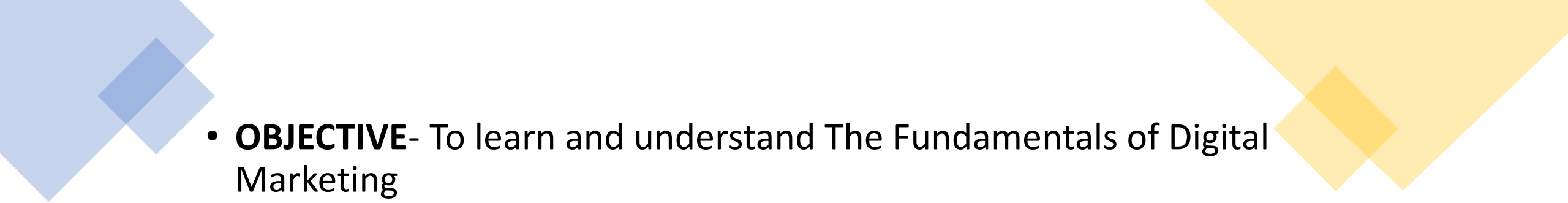
LEARNING METHODOLOGY



COURSE CONTENT



KEY LEARNINGS

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- **OBJECTIVE-** To learn and understand The Fundamentals of Digital Marketing
 - **COURSE DESCRIPTION-**
 - Provided by Google Digital Unlock
 - Duration of Course- 40 hours
 - Course Modules- 26
 - Includes major aspects of Digital Marketing like, SEO, SEM, SMM, E-Commerce, E- mail marketing, Data Analytics, etc.
 - **LEARNING METHODOLOGY-**
 - Short video tutorials with its transcript
 - Short test after every lessons of module
 - A final test after completion of 26 module for course certification
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Sr. No.	COURSE CONTENT	KEY LEARNINGS
1	Taking Business online	• Developing goals • Analyzing and adopting • Working of websites • Understanding customer behavior
2	Becoming Visible online	• Search Engine Optimization • Search engine Marketing • Understanding keywords • Making websites search friendly

SR. NO.	COURSE CONTENT	KEY LEARNINGS
3	Reaching out People Online	• Getting locally visible • Social media marketing' • Long term planning and measuring success on social media • Search campaigns for mobiles
4	Advertising Online	• Managing and measuring e-mail marketing • Search and display marketing • Video marketing and online strategy

SR. NO.	COURSE CONTENT	KEY LEARNINGS
5	Measuring Web Traffic	• Tracking goals using analytics • Using analytics to measure success in SEO and SEM • Understanding audience through data
6	Global Marketing	• Understanding global markers • Adapting to international market • Advertising cross-borders

Google Digital Unlocked

Vrushali Pothare

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 17/04/2020

Matt Britz

President – Google EMEA



Townsend Pamela Feehan

CEO – IAB Europe

Certificate ID: 3LC R4V HWE

Verify the authenticity of this certificate at: [HTTPS://LEARNDIGITAL.WITHGOOGLE.COM/DIGITALUNLOCK](https://learndigital.withgoogle.com/digitalunlock)

COURSE
CERTIFICATE



THANK YOU