



COVID-19

VACCINATION AWARENESS & MEDICAL KIT DISTRIBUTION

YOUNG CATALYSTS FOR SUSTAINABLE DEVELOPMENT

Daksh Kasi | April & May 2021

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Summary

- COVID-19 pandemic has been very challenging for all nations across the globe. A large population in India is poor, and they lack knowledge of the situation. Safety norms and getting vaccinated require signing up online, resulting in a digital disconnect with the poor.
- Through my project with LetsTagOn, my goal was to get the poor in my vicinity vaccinated through awareness campaigns, safety norms to be followed, and distribute basic items to protect themselves and others.
- Based on the idea of adopt-a-slum, for the last 3 years me and my parents have been distributing shoes, food, clothes,etc. to 3 slums around our house. This was my target group to get them vaccinated, this report talks about my journey as how I identified the gaps and solved each one of them across these 300+ households.



Acknowledgements

I wouldn't have been able to do this alone. I would like to thank my teachers – Ashwini and Chetana from LetsTagOn and my parents for supporting and guiding me. The distribution of the medical kits wouldn't have been possible without Mr.LakshmiKanth who is the Corporator of Karisandra Ward #166, where I live.

I would also like to thank all my friends, teachers and family members without whom raising Rs.25,000 towards the purchase of medical kits would not have been possible.



About Me/Our Team

My Name is Daksh Kasi, I am 15 years old. I am a 10th Grader studying in Delhi Public School, Bangalore South. I love listening to music, playing video games, reading books and blogging.

Social service has played an important role in my life, it has helped me open up and understand life through others eyes, it builds my confidence.



Glossary and Table of Abbreviations

Abbreviation	Long form
COVID-19	Corona Virus Disease, year 2019
SanjeVani, News 11	Local language (Kannada) news channels



Background

Sustainable development goal is a very frequently used term in recent years by nations around the world, as a means to achieve a sustainable and better future for all. SDG 3 aims at providing "Good Health and well being" for all. In lieu of this goal, I undertook this project.

The world's ever-developing society and economy was pulled back due to the COVID-19 virus. The virus has plummeted the world economy and sky rocketed world hunger and poverty. The virus has taken almost 38 lakh (3.8 million) lives in a span of 18 months. But the silver lining to this grey cloud came in the form of scientists all across the world who came up with vaccines against the virus in a short span of time.

There are currently (June 2021) two locally-made vaccines in India for the coronavirus: Covishield and Covaxin. The Serum Institute of India (SII) makes Covishield (under licence from AstraZeneca), whilst the second largest producer, Bharat Biotech, makes the locally-developed Covaxin.

The first phase of India's COVID-19 mass inoculation program was launched on Jan 16, 2021, covering an estimated 30 million healthcare and front-line workers. On Mar 01, 2021, the country initiated the second phase, aiming to cover people above the 45 year age group with co-morbidities and the cohort above 60. This was expanded on Apr 01, 2021 to cover everyone above 45 years, bringing the total to over 300 million people, while this number accounted for only 22 percent of the population.

The initial lukewarm response to the vaccine rollout gave way to scenes of large crowds in vaccination centers, with many going back home without receiving a shot due to shortages.



The mismatch between supply and demand would explain why the daily vaccination rate dropped from an average of 3.6 million in Apr 2021 to 1.6 million in May 2021.

This is where I stepped in.



Introduction

Something had to be done. I knew I couldn't do anything on a large scale, but I did whatever I could. In this report, I will be including what and how I helped the society fight the virus.

The whole idea of this project was to bring awareness among people in my area about COVID-19 safety norms and vaccination sites. Not everyone know what to do or how to keep themselves safe.

I didn't just intellectually help them but also physically by providing these workers necessary medical items.

So I helped them by providing information pamphlets about how and where to get the COVID-19 vaccination. I also provided Medical Kits to help them through these tough times.

The government announced in May 2021, about 356 million doses were ordered to be available for use up until July 2021, but not all of these doses had been delivered.

Russia's Sputnik V vaccine was approved for use in April 2021. This vaccine is also being produced locally, with supplies expected to be available for use from July or August 2021.

The government's target is for 2 billion doses to be made available between Aug and Dec 2021 to fully vaccinate the entire adult population. Based on 2011 census data for India, some 900 to 950 million people are 18 years and over, and therefore eligible for vaccines. So 2 billion doses would largely cover it, assuming this population estimate is correct.

But of the 8 vaccines currently under production in India so far, only 3 have been approved for use, another two are in the early stages of clinical trials, and a further 3 are in late-stage clinical trials.



Project Design/Project Plan and Implementation

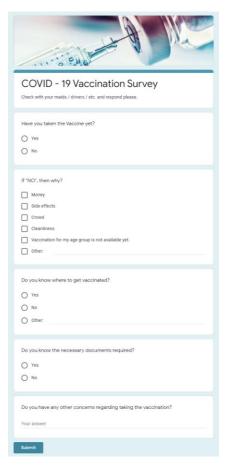
INITIAL STUDY

As a first step, I reached out to some of the communities who undertook initiatives of free vaccination in their apartment complexes and local communities. I had several calls with them, and studied the process they went through implementing it. The kind of messaging they created, reaching out mechanisms to spread to large groups gave me several ideas. I improvised on them, incorporating several things after understanding the people and situations in my area.

SURVEY

It was important for me to determine why there was hesitancy for people to get vaccinated. With initial enquiries among people I knew, I came to know several reasons why they lacked to get vaccinations. Based on these reasons and details I learnt from newspapers and news channels, I ran the following survey.

The survey was distributed via several channels to get good feedback from a large number of people. The survey link was posted via messaging channels such as WhatsApp, Facebook Messenger and Emails. People were instructed to specifically talk to their maids / drivers / cooks, etc. to collect feedback to these questions and post their responses. We finally had these results from 100+ responses in about a week.



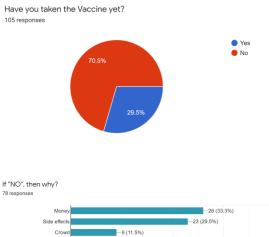


SURVEY RESULTS

A large number indicated they had not got vaccinated. In spite of several deaths, government publicity, several people did not go for vaccination, which were revealed with the help of our other survey respondents.

Money and side effects were some of the concerns expressed by the population who were eligible for vaccination, but did not get it.

A good number of them did not know where to get vaccinated, what documents were needed





to enrol and the approach to signing up for vaccination was unclear.



Some of the other responses were the following,

- I am scared to go to government hospital to take the vaccine
- I don't know what is the procedure
- Yes. I am concerned that though people are willing to get vaccinated, there is an acute shortage of vaccines.
- I need to know when am I eligible to take vaccine after fighting covid,
- And also want to know if covaxin is better or covishield ...?



- People are still skeptical about the safety of the vaccine, though government says its safe.Due to a lot of deaths that occured after taking their first shot, people are still worried about it though their death may be a coincidence
- We had to wait for a long time to get our vaccinations
- I had to do a lot of running around to find out who has stock .
- It's very confusing about where the vaccines are being given

NEXT STEPS

To address the various concerns we identified from the Survey results, we undertook several steps to mitigate people's concerns.

AWARENESS CAMPAIGNS

A brochure was created in English and the local language Kannada addressing most of the concerns people had expressed. Local contact numbers for vaccination availability, safety norms, documents required, website required to register and the hospitals which offered free vaccination were all indicated.





Pamphlets

These pamphlets were handed to a local newspaper agency to distribute to families in the slum regions. I conducted some door-todoor campaigns personally handing the pamphlets and explaining to the families. This was forwarded via WhatsApp and other instant messaging platforms. Some pamphlets were handed to local stores for distribution where the poor community shop their daily groceries. About 50+ paper pamphlets were distributed to families and via messaging platform it was forwarded to several families. I signed up on the local area WhatsApp groups and forwarded the awareness message through them.



Registration Video

Registering for vaccination was a very cumbersome process, so I created a step-by-step video on the signing-up process. It involves signing-up via app / website providing personal information, upload a government id, then an OTP is generated, finally local vaccination sites and dates are to be entered. The video was created in both English and



local language Kannada and circulated again to the local area WhatsApp groups like the pamphlet.

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Promoting with the Corporator

The idea of starting a vaccination camp was extensively discussed with our Karisandra Ward Corporator Mr.Lakshmikant. Due to the extensive 2nd COVID wave, the Government declared several lockdowns, causing difficulties to organize the drives. Ultimately the local ward office setup a long-term vaccination drive at their facility, my poster was also put-up on their notice board for people to see and be encouraged to take the vaccination.



Effects of Vaccination

I interviewed a few people to understand the after-effects of getting vaccinated, and also researched on how some of those issues like fever, nausea can be controlled by getting adequate rest, taking paracetamol early-on helping to quickly get over it. These learning were used to inform people who were yet to get vaccinated.

Donation Drive

Most of the slum dwellers had lost their daily income due to lockdown, without having their day jobs. My Dad does an annual corporate initiative to help the less privileged, he started an initiative to distribute food ration to 300 families in the neighborhood slums.



I wanted to do something more than the food drive, so I came up with the idea to create small medical kits with 2 masks, essentials tablets and soaps, so they can stay hygienic.



I researched several places where I could procure large quantities of good masks for a good price, identified where I could buy soaps at a large discounted price and put-together a pricing sheet for 300 packages.

I spread the word around about my initiative requesting for funds, I mentioned in my

messages that the entire transaction





funds received and spent will be made completely transparent. I set up several payment mechanisms for

people to transfer the money like Google Pay. I was able to raise Rs.25,000 for the initiative in a matter of 2 days. To make it transparent every payment received and spent was entered into Google Sheets and shared with all the people who contributed towards the cause. In fact we received an excess amount of Rs.15,000 which we had to refund as some people generously contributed.

I purchased the items from wholesale stores, and packaged them into 300 packets. The medical kits were distributed to people on 31-May-2021 in a large school ground with the help of Mr.Lakshmikant (Corporator) and his team. The entire event was covered by more than 3 news channels and also published in the evening newspapers. It was



humbling to see all the people who received were happy about the drive, it was also my first public relation event which I addressed very confidently.





ಇಂದು ಪದ್ಮ ನಾಭನಗರ ಕ್ಷೇತ್ರದ ಕಲೀಸಂದ್ರ ವಾರ್ಡ್ ನ ಆರ್.ಕೆ. ಎಸ್. ವಿದ್ಯಾ ಶಾಲೆ ಅವರಣದ ಅ್ಲ ಬಡವರಿಗೆ ಪ್ರಜೆಂಚ್ ಸಾಫ್ಟ್ ವೇರ್ ಮತ್ತು ಜಜಎಂಪಿ ಮಾಜ ಸದಸ್ಯೆ ಯಶೋಧ ಲಕ್ಷ್ಮಿ ಕಾಂತ್ ಅವರು ಸುಮಾರು 8 ಸಾಖರ ಕೆಜ ದಿನಸಿ ಕಿಟ್ ಹಾಗೂ ಔಷಧಿಗಳನ್ನು ವಿತರಣಿ ಮಾಡಲಾಂತುತು. ಜಜಿಪಿ ಮುಖಂಡ ಲಕ್ಷ್ಮಿ ಕಾಂತ್ ಹಾಗೂ ಸ್ಥ ಆಯ ಮುಖಂಡರು ಇದ್ದಾರೆ.



ಕರಿಸಂದ್ರ ವಾರ್ಡ್ ಬಡ ಕುಟುಂಬಗಳಿಗೆ ದಿನಸಿ ಕಿಟ್ ವಿತರಣೆ 8000 ದಿನಸಿ ಕಿಟ್ ಗಳನ್ನು ವಿತರಿಸುತ್ತಿದ್ದೇವೆ ಚಾಲಕರಿಗೆ. ಜಾಲಕರಿಗೆ, ಬೀದಿ ಅಂಗವಿಕಲರಿಗೆ ಹಾಗೂ ಇಂದು ಬೆಂಗಳೂರಿನ ಬೆಂಗಳೂರು 3 ವ್ಯಾಪರಿಗಳಿಗೆ.

ಪದ್ಧನಾಭನಗರ ವಿಧಾನಸಭಾ ಕ್ಷೇತ್ರದ ಎಂದು ಹೇಳಿದರು. ಕರಿಸಂದ್ರ ವಾರ್ಡ್ 166ರ ಆರ್.ಕೆ ಶಾಲಾ ನಂತರ ಲಕ್ಷ್ಮಿ ಆವರಣದಲ್ಲಿ ಸಚಿವರಾದ ಆರ್. ಅಶೋಕ್ ಪದ್ಮನಾಭನಗರ

ನಂತರ ಲಕ್ಷ್ಮೀಕಾಂತ್ ಮಾತನಾಡಿ ಬಳಲುತ್ತಿರುವ ಕ್ಷೇತ್ರದ ಜನಕ್ಕೆ ನೀಡುತ್ತಿದ್ದಾರೆ. ಪದ್ಮನಾಭನಗರ ವಿಧಾನಸಭಾ ಕ್ಷೇತ್ರದ ಆದೇ ರೀತಿ ಅವರ ನೇತತ್ವದಲ್ಲಿ ವಾರ್ಡಿನ

ಜನತೆಗೆ ವ್ಯಾಕ್ಸಿನೇಷನ್ ಡ್ರೈವ್ ಕೋವಿಡ್ ಸೋಂಕಿತರಿಗೆ ಔಷಧ ಕಿಟ್ ಹಾಗೂ ಸೇವಾ ಕಾರ್ಯಗಳನ್ನು ಮಾಡುತ್ತ ಬಂದಿದ್ದೇವೆ ಆದೇ ರೀತಿ ಇಂದು ಬಿಬಿಎಂಪಿ ಮಾಜಿ ಸದಸ್ಯರಾದ ಯಶೋದ ಲಕ್ಷ್ಮೀಕಾಂತ್ ಅವರ ವತಿಯಿಂದ ಬಡ ಕುಟುಂಬಗಳಿಗೆ ದಿನಸಿ ಕಿಟ್ ವಿತರಣೆ ಮಾಡಿದ್ದೇವೆ ಎಂದು

ಹಸಿವಿನಿಂದ

SanjeVani NewsPaper

Another Local NewsPaper







SanjeVani - TV News Channel

News 11 - TV News Channel

CHALLENGES

There were several challenges I faced through this whole event, I was able to handle them fairly well:

- Scare of CORONA to conduct door-to-door campaigns I handled this by leveraging a NewsPaper agency and local grocery store to distribute pamphlets
- Government changing age group and duration gap for the 2nd vaccine Along with the note in the pamphlet, I provided contact details to validate



Results

My goal was to just spread awareness amongst people to get vaccinated, but I went the extra mile as I learnt several things during my study about people's conditions and their financial status. I was able to increase the awareness amongst people beyond my area as I created various digital content and spread via social media and instant messenger platforms.

I was appreciated by several people helping them through this juncture with mainly the registration process, making information easily available as to where they could go and get their vaccination. Mr.Lakshmikant (Corporator) and the media personnel wanted me to take up more initiative as this, and they assured to help me in whatever means possible. Several people who collected the material thanked and blessed me.

Date	Person	Amount	Paid Via
	Total	₹32,420	
24-May-2021		₹7,000	Cash
24-May-2021		₹500	Cash
24-May-2021		₹1,000	Cash
24-May-2021		₹160	PhonePe
24-May-2021		₹400	PhonePe
24-May-2021	Names Removed	₹1,000	Google Pay
24-May-2021	Names Removed	₹1,000	Google Pay
24-May-2021		₹2,000	Cash
24-May-2021		₹1,000	Cash
24-May-2021		₹200	PayTM
24-May-2021		₹10,000	ICICI
24-May-2021		₹8,000	SBI
24-May-2021		₹80	Google Pay
24-May-2021		₹80	Google Pay

A total of 300 medical kits were distributed, Google Sheets transactions and item details were shared with all the contributors along with the pictures of the donation drive. About Rs.8,000 excess funds was refunded back.

300 medical kit packets												
ltem	Quantity Per Packet	Total Quantity	Total Price		Date	Payment Mode	Amount					
Cloth Reusable Masks	2	600	₹9,600		26-May-2021	Cash - Medplus	₹1,000					
Soaps	4	1,200	₹10,800		26-May-2021	Credit Card - Medplus	₹1,904					
Crocin	10	3,000	₹2,904		27-May-2021	Google Pay - Soaps	₹11,100					
Bags			₹300		27-May-2021	Cash - Masks	₹9,600					
Labor and tips			₹600		31-May-2021	Labor and Tips	₹600					
Total Cost (26/May/2021)			₹24,204		Total Payments	Made (26/May/2021)	₹24,204					



Reflection

I was not really confident how many people would really come forward to donate for this cause, I also wondered how long I had to wait to raise the funds required. My messaging struck a chord with people, it spread like wildfire and I was surprised to see the excess funds flow in no-time. In fact I had to mention to several people not to contribute anymore, that we have received excess funds and actually refunding back some of the contributions.

Several donors stated they want to help people but were unable to determine who were actually using the funds for the right cause. I soon realised there are several people who will stand by you if you have a genuine vision and be transparent about the whole thing.

I have learnt a great lot from this drive, these were some of the important one's:

- Keep the message simple on what you want to achieve
- Leverage tools to craft your message, be open to learn from critical feedback
- Don't underestimate yourself, you can lead at any age
- Empathize with people, they will stand by you and support you
- Be transparent in everything you do, that builds trust



Future Work

I have been doing social drives since Grade 7, but this project has taught me to challenge my insecurities and not hold me back. Several lessons learnt have forged a stronger version of me, mentally elevated me to take up bigger challenges without hesitation.

I have been doing several Shoe donation drives with Sole Warriors, Sia Godhika (14 years) who recently won the Diana award. This has given me lots more confidence that people at any age can come forward to bring about a greater change.

Sustainable development goals are some things which I would like to focus on hard, see how I can apply them to various situations I encounter to make things better.



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