



KSRA
Ranchi

Annual Report

FY: 2021-22

Karra Society for Rural Action, Ranchi

1. Background of the interventions

COVID-19 pandemic is one of the worst health, humanitarian and economic crisis in the world as well as in India. In Jharkhand first case of COVID-19 was reported on March 31, from Hindpiri area of urban Ranchi. Initially COVID-19 spread was limited to few wards of urban Ranchi, due to which government imposed strict lockdown in these areas. Since, hindpiri and other urban slum areas of different wards are densely populated and crowded, it was difficult to resist the spread of virus. During lockdown the local community faced immense problems due to loss of jobs, closure of services and restricted access to the various day to day services. There was widespread mistrust between service providers and community members. In such situation KSRA initiated Covid19 relief and RCCE intervention to reach out to the most marginalized families with correct information on Covid preventive behaviours and provided them with relief materials like medicines and sanitation kits in urban and rural slum areas of Ranchi and Khunti district. **In May 2020**, during the first phase of COVID, **KSRA** partnered with **UNICEF** for RCCE intervention and covered intensively Hindipidhi and adjacent areas. From February 2021, KSRA engaged a team of 16 local community mobilizers in 16 slum wards of Ranchi and additionally 95 mobilizers in 3 tribal blocks of Ranchi and 3 tribal blocks of Khunti district for the last three months of the project's partnership period.

COVID vaccination in Jharkhand commenced from May 2021 with vaccination to all front-line workers which included doctors, health care workers, senior citizens. Vaccination drive was planned phase wise and in such a way that the hesitancy was minimized by reaching out to the community members of various age groups. First, the vaccination of front-line Workers, Senior citizens, and then citizens of more than 45 years of age, and eventually citizens with above 18 years of age were included for vaccination.

After initiation of Covid19 Vaccination Program, there was an urgent need to mobilize the community to take Vaccine on time as people were influenced by myths and false propaganda which was circulating through social media. Trained community mobilizers were engaged with correct messages in community activity to promote CAB & Vaccine through community meetings, in not only selected intervention area but also in other adjacent area of selected wards in Ranchi. KSRA had covered around 115340 community members of Ranchi urban slum and semi slum areas and 340800 community members from 6 tribal blocks of Khunti and Ranchi District.

To achieve above goal, KSRA had to engage local influencers, religious leaders, media persons, public leaders and **MLAs**, so that the community members can be mobilized to follow CAB, Vaccination and also liaising with district administration, Health department and RMC, to provide essential health and sanitation services during the pandemic.

Sanitizers and masks were distributed amongst the community members which was facilitated to KSRA by Reliance Foundation in collaboration with UNICEF. KSRA had also mobilized masks from TRIF and other donors. **UNICEF** had provided financial, technical and communication resources to **KSRA** to implement Community mobilisation activities in Ranchi urban slums and rural areas of both Ranchi and Khunti district. Apart from these financial and non-financial assistance KSRA had also mobilized funds from various other donors for COVID-19 relief works, such as distribution of dry ration, sanitary napkins, hygiene kits and blankets. As a part of strategy to maximize the reach and impact of mobilization, KSRA team coordinated with multiple stake holders like Ward Parshad, Ranchi Municipal Corporation, Health department, Block administration, other government departments and local NGOs.

2. Geographical Area: -

Urban area

23rd Feb 2021 to 31st Dec 2021

Rural area

23rd Sep 2021 to 31st Dec 2021

DISTRICTS	Area	Ward. no	No. of target Household	DISTRICTS	BLOCKS	No. of Panchayat	No. of Village	No. of HH
Ranchi	Kanke	1&2	3000	Khunti	Karra	19	171	20839
	Kokar	8 & 9	7200		Rania	7	67	7813
	Loadih, Maulana Azad Colony & Kantatoli	12 & 13	5600		Murhu	16	140	16323
	Azadbasti, Islam Nagar, Millat colony	16 & 17	3000	Ranchi	Namkum	23	110	28756
	Hindpiri & Purani Ranchi	21, 22 & 23	7000		Mandar	19	69	22811
	Kadru (Sarnatoli, Gafurtoli)	24 & 25	2000		Lapung	11	79	11963
	Harmu (Bhatha Muhalla, Vidya nagar)	26, 27 & 28	3000					
	Dhurwa	39	1200					
Total	16 wards	32000	2 Dist.	6 blocks	95	636	108505	

3. Overview of the KSRA's Interventions

a. Capacity building of local level religious leaders, community volunteers and other influencers: -

Information related to mobilization and campaign was given to the local community leaders, volunteers and other influential personalities of the selected intervention areas so that they can be mobilized on importance of CAB, Covid Vaccination, key health, nutrition and Wash behaviour. Our objective was to first mobilize the local influencers because once they were mobilized, they will help KSRA's mobilizers to mobilize the community members of their area by conducting FGDs, small meetings or through sharing their messages on various social platforms or through announcements.



b. Liaison with District Administration and health department: -

Initially UNICEF helped KSRA to coordinate with district administration, RMC and health department. After initial introduction KSRA conducted periodic meetings with them. KSRA coordinated with District Administration, Block Administration, Health Department and Municipal corporation of Ranchi and Khunti District on regular basis. Coordination meetings helped us to update district administration and RMC about the program and seek their support wherever required. KSRA organized mask wearing campaign in coordination with the district Administration during fully lockdown in April-May month and handed over more than **10,000** sanitizers & **20,000** masks to DDCs and BDOs of Ranchi and Khunti District to distribute amongst the frontline workers and various community members to promote CAB and vaccination during intervention in their respective areas. Apart from this, KSRA provided 52000 stickers for household to District administration Khunti. KSRA, also coordinated with RMC and organized orientation on CAB and Vaccination amongst sanitation workers and RMC workers.



c. Leaders mobilization: -

KSRA oriented community influencers, local and political leaders, heads of the local organisations, sports clubs etc and motivated them to issue public statements and appeals. Influencers helped in building up trust with community members, many influencers voluntarily came forward and released public appeals. Social mobilizers reached to the local community leaders like ward commissioners, Mayor, Deputy mayor, MLAs of Ranchi urban area, Zila parisad, Pramukh, PRI members, gram Pradhan of selected rural areas and other influential personalities of the intervention areas so that they understand the importance of following CAB and Covid vaccine and also influence the residents and local communities to the same. They also shared their messages and videos through various social platform so that their messages could reach directly to the targeted community members.



d. Community members reached through community meetings and house to house visits

The objective of intervention was to reach out to families and community members directly through door to door visits and one-one meetings. KSRA's mobilizer reached to families and conducted one to one session with the family members to promote Covid Appropriate behaviours and Covid-19 vaccine. KSRA's Social Mobilizers mobilized community members of the targeted slums of Ranchi city and 6 tribal blocks of Khunti and Ranchi district. Correct information and latest Govt updates regarding the vaccination was shared with them. Since April 2021, during second phase of Pandemic, due to strict lockdown all public gatherings and other mass communication activities were banned. Mobilizers adopted Interpersonal communication which was an effective method to promote practice of key behaviours and motivate the community members to take covid vaccination. Door to door visits helped to promote preventive behaviours and enable reach to community. After easing of lockdown norms and resumption of economic and social activities, our social mobilizers connected with people at crowded places and at common meeting points and used RCCE materials designed and approved by UNICEF and GoJ to provide correct information.





e. Shop keeper mobilization: -

Shopkeepers in different wards and markets were mobilized on importance to follow CAB and direction laid by the state and central government while pursuing their business activities. How important it becomes to follow social distancing, wearing masks, using sanitizers and cashless transaction to avoid spread of Covid 19. They were also advised to discourage their customers for not bringing their children or any old age persons to their shop as they were at high risk and staying at home will keep them safe from getting infected by Corona virus. KSRA volunteers reached to shopkeepers in main market areas and other community places and oriented them on Covid Appropriate behaviours. They were encouraged to get their vaccination on time, to maintain 2 ft distance from the customers was must. Use of sanitizers and promote cashless transaction were key messages. They were also oriented about the benefits of COVID vaccination.



f. Promotion of proper Handwashing and safekeeping water through demonstrations

Hand washing is one of the most important measures to constrain spread of Covid-19 virus and other infections. KSRA's mobilizes conducted hand washing demonstration with use hand washing soap at common municipal water tank in all the selected wards and slum areas. Appropriate hand hygiene habits can result in the decrease of infections, absenteeism, and associated costs was the key message during the mobilization activity amongst the community members of selected wards. Drinking water should be boiled if using supply water and then stored in a closed container. Tanks where water are stored for other daily use should be regularly disinfected and also the area around the water storage should be clean as a practice of good hygiene behavior.



g. Mobilization through IEC van and Distribution of IEC Materials: -

During the second phase of COVID-19 when the government had imposed full lockdown only administration, medical and frontline workers were seen on streets. COVID-19 vaccine was on its last stage of being launched. KSRA in collaboration with district administration started mobilizing the communities by conducting door to door visits, assisting them in their medical emergencies and mobilize the community for CAB and Vaccination through IEC materials. On 12th April 2021; IEC van was flagged off by DC, Ranchi at Morabadi. During the campaign a special emphasis was given on putting the posters, stickers and banners in every corner of the Ranchi urban areas. More than 50000 posters, banners and stickers were installed all around the urban and slum areas of Ranchi. Second time on 15th November 2021, to mark the National New-born Child care week, in collaboration with health department and UNICEF an IEC van was flagged off by the Civil Surgeon, Ranchi at the premises of Sadar Hospital. The main aim behind celebrating the week was to raise awareness about the importance of the new-born care for child survival and development and Covid vaccination. KSRA used audio messages and songs which were developed by MOHFW and NHM, Jharkhand. Audio van also played messages of local leaders and helped to reach out to market places, common gathering and interior by-lanes. Total 183000 people reached out with audio messages (The number of people reached is calculated on estimation basis).

Apart from this, KSRA volunteers contacted faith leaders of local temples & mosques and motivate them to issue audio messages to community members to follow preventive behaviours, avoid gathering and maintain social distancing specially in festival seasons. These messages were given before and after major prayer calls. The announcement has been broadcasted by Maszids to take vaccine and follow health and hygiene behaviours.



h. Sanitation services strengthened in key areas of urban slum of Ranchi

KSRA liaised with Municipal corporation and linked community's complaints about poor sanitation services. With KSRA's support 449 complaints were forwarded to municipal councillors out of these most of these were related to cleaning of drainage, garbage areas, water loggings and sanitisation, all of these complaints have been resolved. KSRA has established good rapport with RMC and through them disinfecting water sources which is very much required in intervention area. KSRA team along with RMC workers has disinfected 493 spots like Municipal Hand pump, Water collection points, water tanker points.



i. Mobilization during Festive Seasons: -

As we all know that India is the country of various festivals and the festivities are celebrated with a lot of zeal in each and every part of our country. Amid the festive season, the government had issued guideline for Covid-19 restrictions and revised SOPs to ensure the safety of the citizens in large gatherings.

Before visiting the pandal during Durga Puja or venturing outside the house during the festive season it was must follow the Covid19 preventive protocols. As per the revised SOPs, all devotees and visitors had to wear a face mask, maintain physical distance and carry hand sanitizers and avoid large gatherings. KSRA's social mobilizers visited different Pandals and met religious leaders so mobilize them on importance to follow CAB during the visit of devotees. They also mobilized various hawkers and shopkeepers during the festival of Durga Puja, Diwali and Chhat Puja in different areas of Ranchi and Khunti district.



j. Promotion of Maternal and Child Health and Nutrition Behaviours: -

Pregnant women from low socio-economic households are at risk of being malnourished and are more likely to become anaemic during their pregnancy due to the lack of a healthy diet, especially at the time of lockdown when all the healthcare facilities and supplies had been stopped, loss of livelihood and lack of opportunities. With very

minimal support they are likely to give birth to a malnourished child, perpetuating the cycle of malnutrition and poverty in another generation.

Routine immunization protects children from serious illness and complications of vaccine-preventable diseases which can include amputation of an arm or leg, paralysis of limbs, hearing loss, convulsions, brain damage, and death. Vaccine-preventable diseases, such as measles, mumps, and whooping cough, are still a big threat. KSRA's mobilizers have mobilized the communities to attend immunization session in selected intervention area of Ranchi urban slums and tribal blocks of Ranchi and Khunti district.

KSRA's SM conducted counselling of pregnant women and mothers to promote and adopt the habit of breast feeding continuously for 6 month and optimal complementary feeding after 6- 24 months to prevent malnutrition, discussed that the foods consumed between 6 months to 2 years of life are called complementary foods because they ideally complement an already breastmilk-based diet, and the 18-month period between 6 months and age 2 is referred to as the complementary feeding period. Also, they were advised to start breast feeding in first hour after birth of their children. Mobilizers oriented women on 4ANC checkups to the Expectant mothers and suggesting them to register her name in nearest Anganwadi so that they can get all the benefits. Mobilizers have used various tools like IEC materials and announcement through speakers in different regional languages on nutrition, maternity health, birth preparedness and post-natal care and child's immunization during house-to-house visit and visit to AWCs.



k. Distribution of Masks/Sanitizers and Hygiene kit: -

KSRA has always worked in the community with a vision and holistic approach to cater the community in the best possible way. Mobilizers have distributed masks and soap amongst people of slums and Rural area as an initiation of their intervention. KSRA has tried to mobilize masks and sanitizers from other sources for distribution while initiating their mobilizing activity.

Hygiene Kits were also distributed in an attempt to mobilize the community especially adolescent girls. The main motto behind distribution of hygienic kit was to create awareness amongst the community members in the slum areas especially adolescent on menstrual hygiene and healthy practice to be adopted during the menstrual week. It is a very uncommon topic which usually people avoid to discuss at home. Thus, to educate them and sensitize them on proper hygiene practice becomes very important.



I. World Children Day celebration: -

The United Nations' (UN) Universal Children's Day, which was established in 1954, is celebrated on November 20 each year to promote international togetherness and awareness among children worldwide. This year KSRA also celebrated world children day, which started from 14th November to 20th November with the slum children of our project area. We had made an effort to inculcate the dropout children with other school going children of these areas so that they are not left behind and at the same time encourage them to again go to school regularly. Disseminating a serious message on “climate change”, “Promotion of Covid vaccine” and “Covid appropriate behaviour” through various activities was carried out in Ranchi slum area. Through these activities we have tried to empower the slum children as an agent of change so that they can evolve as a decision maker.

The activities done for UN’s Universal Children’s Day:

1. Poster Making/Drawing Competition: The children who participated in poster making competition were drop out children, hence mobilizing them effectively was a challenging job for our volunteers. Our volunteers helped these children and elucidated them the topics “climate change” and “preventive ways to stop corona virus”, through various IEC materials and videos. They also assisted them in their activities to shred their confusion and in participation. A total 160 dropout children participated in this activity. All the stationary items (white sheets, colours/pencil and erasers) were provided by KSRA. Also, arrangement of refreshments had been made by KSRA so that the activity can be twinned with fun and frolic. The selected posters were further tagged in our various social platforms with different taglines #world children day, #go blue were used to spread this message.



2. **Video Messages by the children:** Children from the project area were mobilised and motivated to share their video messages on the given topics to us through our volunteers. The children conveyed their messages by reciting poem, reading out slogans or giving a speech. Through this activity we tried to boost their moral and encourage them and their parents to let them continue their studies by sending them to school regularly. Selected videos were shared on various social media platforms. A total of 30 videos were submitted.

3. **#Go Blue:** Through our intervention many landmark buildings were light up in blue to show their support for child rights. To promote UNICEF'S #Goblue campaign and to highlight the issue of child rights, KSRA'S volunteers organized blue lighting at 6 landmarks building and places of Ranchi city.



m. NukkadNatak/street play: -

Nukkad Natak was another activity that KSRA's volunteers adopted to mobilize the community for follow CAB and promote vaccination. Volunteers and social mobilizers in selected intervention areas of Ranchi and Khunti district organized Nukkad natak at different places to mobilize the community on CAB and Covid19 vaccination. Nukkad natak were organized in public places, villages and other market places where people gather without knowing that what are the devastating effect of not following covid norms. Through Nukkad natak volunteers and social mobilizers of KSRA tried to mobilize the urban and rural community to follow CAB and advantages and disadvantages of vaccination.



n. Health Camps: -

During pandemic total lockdown was imposed affecting all the health care services and other government services on which a huge chunk of population was depended. Due to lockdown most of the community members were unable to avail the basic healthcare facilities. Loss of jobs and livelihood opportunities added to the sufferings of those sections of community which were totally dependent on daily earnings to meet their basic daily requirements. In such case affording medicines and showing to a private doctor was out of question for them. KSRA along with the team of its social mobilizers and volunteers organized more than 15 Health checkup camps in different parts of Ranchi and Khunti district. KSRA collaborated with health departments and private doctors to render their services to the community members who are unable to show themselves to a good doctor. KSRA also arranged for free medicines so that the burden to buy medicines is relieved.



o. Covid Vaccination Camps: -

After second phase of Covid19, major focus in Khunti and Ranchi District was to reach out community members through house-to-house visits and mobilize them on importance of vaccination. As a part of direct intervention in the targeted areas where percentage of vaccination was very less KSRA In Collaboration with district administration of Khunti and Ranchi districts, assisted in organizing dedicated vaccination camps. A total of 201 vaccination camps were organized (191 in rural areas and 110 in urban areas) where more than 17000 eligible people were vaccinated. KSRA's social mobilizers helped in pre and post vaccination counselling of the beneficiaries. Social Mobilizers advised to follow CAB, in addition to the main preventive measures of keeping a safe distance from others and avoiding crowds, wearing a well-fitting mask covering your mouth and nose, keeping indoor spaces well ventilated, cleaning hands regularly and covering coughs and sneezes.



p. Blanket Distribution: -

As a part of social responsibility KSRA every year organizes blanket distribution program for the most vulnerable community members in Ranchi and Khunti District. This year also KSRA organized blanket distribution program where more than 1000 blankets were distributed amongst the destitute. Our social mobilizers and volunteers took the responsibility of identifying the beneficiaries and distributed the blankets to them.



q. Gram Sabha Meeting

KSRA team participated in the Gram sabha meeting of the selected villages. These meetings were the platform through which people could be mobilized for the Govt schemes and other positive behavioural changes. In these meeting people were made aware of the MGNREGA, PDS and Vaccination program in different aspects, about the community level village committee. The KSRA team through these gram sabha meeting build awareness of the people about the schemes and also it liaison with the PRI members and mukhiyas. These meetings help to build link between the community, PRI representative and government departments.

r. COVID relief activity (Distribution of dry ration kit)

The real development of society occurs when everyone has equal access to food regardless of their economic status and the country has a low hunger index

COVID 19 pandemic is one of the worst health, humanitarian and economic crisis in the world as well as in India. Since last year Jharkhand has witnessed return large number of migrants workers. Many of them returned back to their workplace post lock down and many of them stayed back. Again, this year rise in Covid cases has initiated lockdown in most of the states as well as in Jharkhand. As a result, migrant workers from who went back to earn their bread & Butter are coming back to their villages living them and their families in a despair situation. Meeting their daily need has become a challenge for them. Karra block of Khunti district has a high incidence of migration, both seasonal and long term to far-flung areas. Providing rations and safety kit to individuals; families who were not receiving the benefit of government PDS and social security scheme or if receiving the entitlement was not enough to meet the food security need of the family, food packet distribution among needy and destitute such an intervention is to prevent starvation and furnish a food supplement to the neediest people in nutritional terms. Ensuring linkages of all the identified families with government schemes like PDS, MGNREGA, Social Security Pension etc. Moreover, making the targeted families/individuals aware of the symptoms and prevention of COVID-19.

With support of APPI, KSRA had initiated emergency relief work in the ten Gram Panchayats of Karra Block and reached out to 700 vulnerable household in second wave by providing dry ration and Hygiene kit.

Following are the details of Distribution Kit : Rice 25 kg, Cooking Oil 1 Ltr, Pulses 2 Kg, Salt 1 kg, Biscuits 1 pkt, Mask 4 pcs, Soap 2 pcs and Sanitary Napkin 1 pc



4. Impact of the activities

- ✓ The Impact of above-mentioned activities were very effective,
- ✓ Established team of 111 trained local community volunteers to promote key behaviours, to rebuild trust between communities and service providers and to reach out to most marginalised families from urban slums of Ranchi
- ✓ As a part of direct intervention in the targeted areas, where percentage of vaccination was very less, 110 camps were organized in different slum areas of Ranchi in collaboration with district administration and 191 camps in collaboration with block administration in Rural Villages of Ranchi and Khunti district, resulting more than 17000 people have been vaccinated through vaccination camps.
- ✓ Linked RCCE intervention with Covid relief work of other donors and provided more than 6000 food packets & dry ration kits, more than 500 blankets, 10000 sanitary napkins, more than 40000 masks, 20000 hand sanitizers and 10000 soaps sourced from other donors.
- ✓ During the full lockdown, when only frontline workers and officials were out for their services, KSRA's volunteers were also mobilizing the community members on CAB and vaccination in not only selected intervention area but also in almost all the areas of Ranchi.
- ✓ KSRA had additionally taken care of Kokdoro panchayat under Kanke block and ward no 1(Chauri Basti) of Kanke urban area, though this area was not falling under KSRA's intervention area. As it was reported that people of these areas were highly reluctant and they did not allow the frontline workers or health workers to enter their area. KSRA had taken this as a challenge and started interacting with people of that area. KSRA efforts yielded positive result and today more than 95% eligible community members of these areas have taken their first dose.
- ✓ Community members are pro-actively supporting to health and sanitization workers.
- ✓ Slum area's community members have increased their understanding about the value of breast feeding, timely vaccination of child
- ✓ Awareness built up among the adolescent girls of slums on personal hygiene and waste disposal management.
- ✓ Slum's Children know better importance of Water recycling and plastic waste management. (They have promised they will not use plastic and also ask others to stop its use, will not waste water unnecessarily)
- ✓ Not all but many shopkeepers have kept sanitizers/soap water in their shop and wearing mask while trading and also asking the customers to wear their mask.

5. Case Studies: -

Success story-1

In Ranchi, Community Mobilisers Bring Social Changes to Pregnant Women Support. Pregnancy is often looked at as 'women's matter', but social mobilisers are changing perspective in the urban slums of Ranchi City of Jharkhand. Kavita Devi, 25-years-old had safe delivery of baby girl, thanks to UNICEF supported community volunteers who provided her with personalized support during pregnancy. This included advice on nutrition and safe delivery, registration at the closest hospital, opening of a bank account and access to government sponsored benefit scheme for the girl child.

The most challenging job for our social mobilisers was gathering support of family members as most of them are illiterate with conservative mindsets. Many a times the female elders of the family such as the mother-in-law don't let those pregnant register at the Anganwadi centre (community service centre) or deliver at hospital in such cases our social mobilizes explains to them the safety measures taken in hospitals during the delivery, how it minimizes risk to child and mother and about facilities provided to lactating mothers in the hospitals. It is a big challenge to mobilize them, but we are able to do so by giving correct information with the help of IEC materials, short videos and various success stories," says Miss Amrita Singh, social mobiliser in Ranchi.

Quote from Kavita Devi: I was totally unknown about all the necessary and importance of nutrients-based food that are taken during pregnancy; I was just eating simple meals thrice a day just like chawal and rotis only. We did not know the importance of supplements to be taken during the pregnancy. Also, to take good diet like fruits, milk and other nutrients on a daily basis was very difficult as we had very limited earning.

KSRA social mobilizes once visited and told me the importance of taking healthy diet during pregnancy and also made me aware about ill effects caused due to the lack of proper nutrition intake during pregnancy period. As we are a family that comes under poverty line and my



husband earning is very limited because of which he is unable to bring fruits and other supplements to support my nutritional diet, due to which it becomes nearly impossible for me to take a healthy diet during pregnancy. At this time my brother and sisters from society advised me to add few vegetables like spinach(saag), beat root, carrots to my daily diet so that I can maintain nutritional balance in my diet. After their mobilization, my husband started to manage green vegetables and fruits for me, we both wanted a healthy baby that's why we agreed with KSRA social mobilizers and started taking some healthy diet so that we could have a healthy baby.

They also helped me to get my name registered in Sadar hospital, Ranchi. During my pregnancy period KSRA's social mobilizers were in continuous touch with me and monitored my health and diet regularly. Now I am having all the relevant information about the post-natal care, immunization and nutritional intake for myself and my baby.

Success story-2(Kanke area)

Chauri Basti, Misir Gonda and Hatma of Kanke, ward no. 1&2 was one such area that was surrounded by myths and misconceptions. People of these villages were not even ready to come in front of our volunteers and listen to them. It seemed very difficult to mobilize the community and make them understand the importance of vaccine in these areas.

KSRA's mobilizers took this task as a challenge and started to work intensively and strategically in these areas. KSRA's mobilizers planned and equipped themselves with all the information so that they can easily motivate the community members for vaccination. As a part of strategy, they first met the community leaders and mobilized them on CAB and Covid-19 Vaccination. Once this task was over then they started door to door visit with the help of community leaders. Seeing their leader motivated and in support of vaccine they started to cooperate the volunteers and also cleared their doubts by asking various questions. Questions like, what if after taking vaccine we die, we are diabetic thus we will not take vaccine, I am a lactating mother so I cannot take vaccine and many more questions were answered by our volunteers. Various tools like IEC materials, audio video clips and announcements were used during the mobilizing activity to clear their doubts. KSRA's team distributed free masks, sanitizer and sanitary napkins to 1500 needy persons in Kanke area. Apart from this, dry ration was distributed to 20 most vulnerable families of ward number 1 for the Cause of social support.

With continuous visits and follow-ups with community members in these areas at last volunteers succeeded in mobilizing the community and as a result few villagers got ready to have their first dose of vaccination. After taking their first dose and that nothing happens after getting vaccinated more community members got motivated. Demand for vaccination camp on a regular basis was coming through the community members and pressure was being created on Kanke team by ward parshad for regular camps.

KSRA along with District Administration started vaccination camps on a regular basis in these areas. Kanke team then decided to select a permanent place for vaccination with the support of Ward Commissioner Mr. Nakul Tirkey and Medical team in all three areas for vaccination. Thus, a vaccination centre was installed in all the three areas with the help of District Administration and medical team.

It was a very slow start and after house-to-house mobilization only hundred people from chauri basti got vaccinated. But this figure increased in second and third vaccination camps. During the second, third and fourth phase of vaccination camps **583** community members got themselves vaccinated. Now till November 13th December, out of **650** people, **601** people got the first dose and **377** people got the second dose. This was possible with the help of community mobilizer, community leaders and influencers. District Administration throughout was very active. During the vaccination camps KSRA mobilizers distributed masks and sanitizers and also guided them on what to do if symptoms like fever, vomiting, etc occurs after vaccination.

Today community members of these area are very thankful to the team for the mobilization activity on CAB and vaccination and continues support because of which the misconception that they had was cleared and now they and their family are safe as they are now vaccinated.

Glimpses of mobilization activity and Vaccination Camp in Kanke ward no-1 & 2, Ranchi



Success story-3 (Hindpiri area)

Hindpiri of ward no-21,22 and 23 was another such area that was surrounded by myths and misconceptions. People of Hindpiri were not ready to even listen about Covid 19 Vaccination. It seemed very difficult to deal with the community and to convince them to follow CAB and get them vaccinated.

KSRA's Volunteers team planned and prepared very well about all the updated information on Covid 19 vaccination and started visiting door to door to aware and convince the people of Hindpiri to get vaccinated, they discussed with the community members/ Influencers about the importance of Covid 19 vaccine and tried to clear all the doubts and misconceptions on vaccination.

After mobilizing the community members of Hindpiri, KSRA team planned to organise some vaccination camps in collaboration with District Administration. From August to December, 17 Covid vaccinations camps was organized at Hindpiri area of ward no: 22

During these campaign, KSRA's volunteers team distributed free masks and sanitizer to the needy people. Apart from this, KSRA's team also helped the people in vaccination camps to ease their difficulties while registration and vaccination. Around 1950 people were successfully vaccinated in these camps.

Continuous mobilization and house to house visit and support from community influencers of Hindpiri helped the volunteers to motivate the people of this community to promote CAB and Vaccination. Now, the situation has almost changed in Hindpiri. Once people dint even want to listen regarding vaccination, now 80% of the total population are vaccinated

General Secretary of Idrisiya Tanzeem, Md. Sabir, appreciated the work of our organization and volunteers, he also gave best wishes to the KSRA's team for the community work.

Karra Society for Rural Action is continuously organising vaccination camps in different wards of Ranchi in collaboration with District Administration so that the outreach can be increased and more and more community members are vaccinated and follow CAB.

*“Success never comes suddenly at your door step but
It will sure come after continuous trying and hard work”*

"Hum HongeykamyabEk Din

Glimpse of mobilization activity and Vaccination Camp in Hindpiri, Ranchi



Success Story-4 (Binda Panchayat Murhu Block)

Khunti is one of the 24 districts in the state of Jharkhand. Like every other place, Khunti district was also struggling to protect its inhabitants from the deadly virus. As the vaccination process was ongoing, there were some hard-to-reach villages in Murhu, Karra and Rania block where nobody has taken the Covid-19 vaccine even after several mobilisation activities. But KSRA team didn't give up and kept on trying to make community understand about all the effectiveness of Covid-19 vaccination against the corona virus. KSRA team has coordinated with multiple stakeholders like BDOs, Gram Panchayats, Mukhiyas, Health department and Govt department on regular basis so that the reach of mobilization can be maximized and impact of the mobilization can be turned out in the form of vaccine uptake.

(a) Case study - Siyankel Village (SM:Sonali Devi)

The Sahiyas and the health workers who visited to the village communities and are assigned the responsibility of mobilising the villagers and making them aware on various government schemes related to health. When the vaccination process started in Jharkhand, there was severe backlash on the health workers all over due to the misconceptions and myths. A similar incident was reported from Siyankel village under Binda Panchayat of Murhu

Block. It is situated 5 kms. away from Murhu block headquarter and around 3 kms. from the district headquarter Khunti. This village has around 500 population, and 98% of them belongs to the Scheduled Tribe (ST) community.

The villagers had set up in their minds, not to take the vaccine at any cost and had belief (Myths) that no such thing as corona virus existed in the community. It seemed very difficult to clear all the myths they had, but with the consistent efforts of the KSRA mobilizer and AWW, there was a drastic positive change in the behaviour of the people. One of the mobilizer, named, Sonali Devi and the AWW, Madhuri Kumari started visiting house-to-house and mobilised them and distributed them some masks. They faced severe queries and adverse backlash from the people and were also threatened of dire consequences even if they spoke for vaccination of COVID-19.



But as is the saying 'When the going gets tough, put one foot in front of the other and just keep going'. This quote fits best for the mobilizer & AWW and their utmost dedication. After few days of mobilization in last week of October, the results were quite impressive as on the first day of vaccination, some of the influential people and community leaders took the vaccine. As a result, more than 20 people came to take their first dose at first time of vaccination drive and efforts is being done to mobilise whole panchayat. A very crucial role was played by the mobilizer associated with KSRA to convert the stubbornness and rigidity of the people to acceptance and a ray of hope for the society as a whole. As a result, Today Siankel village is 100% vaccinated for first dose and 80% for second dose

(b) Case study Sidhu Sadak village (Sonali Devi)

In our country, the teachers are considered to be in a very respectable position. They are looked upon as a mentor and guardian and people value their judgements and opinions. During the process of removing vaccine hesitancy, the teachers played a crucial role and solved the issues related Covid-19 vaccination. This is a story of a teacher who played a very important role in removing vaccine hesitancy in Murhu Block of Khunti district in Jharkhand.

Sidhu Sadak Toli in Sidhu Sadak village of Binda panchayat in Murhu block and is located nearly 8 kms. from the Murhu block office. The residents of this village refused to take the vaccine even after various mobilization activities. Sonali Devi who works as a teacher in 'Akal'(single) school and is also associated as a mobilizer with the KSRA in Murhu Block. There was no school in this village and then the villagers here collectively decided to set up a school cum tuition class for the children and Sonali Devi would teach the students of this school. There are around 40-45 children from the tribal and Sarna communities who comes to take tuitions and learn from her.

The harvesting session begins in month of October and November and children here in rural areas have to assist their parents. Sonali Devi, while teaching to the students asked them whether their family members has taken the vaccine or not. This happened on a day when only eight children were present and rest was busy in field with their parents. When she got to know that nobody has taken Covid19 vaccine, she individually contacted the parents and family members and urged them to take the vaccine by making them understand its importance and effectiveness against the virus. After listening to her, parents agreed to take the vaccine and she continuously mobilized the villagers to take vaccine.

Being a widow with two children to look after, Sonali Devi is a perfect example of a responsible citizen who despite her difficult circumstances and personal issues is committed to make the community a safer place to live. In the right sense, she is a perfect example and epitome of selflessness and courage.



Success story-5

There is a need to reinforce the importance of preventive measures and practices in a sustained manner, to deal with the disease over the long run. KSRA's social mobilizers decided to mobilize in government schools where students were not bearing much knowledge about prevention from covid19.

The team selected *"Miss Whipham Girls High School, Chutia, Ranchi of ward-13"* as it felt great need to mobilize the students. KSRA team organised an orientation programme for school children to make them aware on norms that has to be followed while attending classes. During mobilization students were advised to strictly follow COVID norms like social distancing, use of mask, use of sanitizers or washing hand regularly. They were also advised not to share their tiffin with each other or even share books or pencils with each other. Masks and sanitizers were also distributed amongst the students.



As a result, students understood the importance of following CAB while attending classes. Teachers could pay attention only on teaching instead of wasting time on instructing students again and again on COVID appropriate behaviour. Students were very happy as they received masks and sanitizers and thanked the whole team for mobilizing them on CAB and Vaccine.

Principal and teachers thankfully appreciated work by KSRA and team, and also invited them to visit their schools for further awareness programme.

6. IEC materials

कोविड-19 टीका सुरक्षित है

हम होंगे कामयाब!

टीकाकरण के बाद -

- 18 वर्ष से ऊपर के सभी लोग टीकाकरण के लिए अनिवार्य रूप से उपस्थित होने के लिए आगे बढ़ें।
- टीकाकरण के लिए 30 दिनों के लिए टीकाकरण के लिए आगे बढ़ें।
- टीकाकरण के लिए आगे बढ़ें।

टीकाकरण स्थल के अंदर व बाहर, ज़रूरी है यह पांच व्यवहार-

1. हाथ धोना
2. मास्क पहनना
3. दूरी बनाए रखना
4. सही तरीके से टीकाकरण लेना
5. टीकाकरण के बाद 30 दिनों के लिए टीकाकरण के लिए आगे बढ़ें।

अधिक जानकारी के लिए राष्ट्रीय हेल्पलाइन नंबर 1075 या राज्य हेल्पलाइन नंबर पर संपर्क करें।

कोविड-19 टीका मिथक और तथ्य

हम होंगे कामयाब!

मिथक

- प्रति व्यक्ति टीकाकरण के बाद टीकाकरण करने की जरूरत नहीं है।
- टीकाकरण नहीं करने से टीकाकरण करने की जरूरत नहीं है।
- टीकाकरण करने के बाद टीकाकरण करने की जरूरत नहीं है।

तथ्य

- टीकाकरण करने के बाद टीकाकरण करने की जरूरत नहीं है।
- टीकाकरण करने के बाद टीकाकरण करने की जरूरत नहीं है।
- टीकाकरण करने के बाद टीकाकरण करने की जरूरत नहीं है।

अधिक जानकारी के लिए राष्ट्रीय हेल्पलाइन नंबर 1075 या राज्य हेल्पलाइन नंबर पर संपर्क करें।

कोविड-19 को फैलने से रोकने के लिए अपना मास्क सही प्रकार से पहनें

नाक और मुँह को टीका से ढकें

मास्क को गले में न लटकायें

मास्क के आगे के हिस्से को न छुएं

मास्क को नियमित रूप से सेनिटाइज़ करें या धोएं

इस्तेमाल के बाद मास्क को ठीक तरह से कूड़ेदान में ही फेंकें

मास्क को बार बार न छुएं इससे संक्रमण का खतरा बढ़ जाता है

सबका गाँव, सबका विकास

शम सभा के दौरान COVID निषेधों का पालन जरूर करें।

राष्ट्रीय स्वास्थ्य मिशन, झारखण्ड

नोवल कोरोना वायरस से बचें (COVID-19)

हाथ धोएं बार बार

सही तरीके से मास्क पहनें

निभाएं दो गज की दूरी

राष्ट्रीय स्वास्थ्य मिशन, झारखण्ड

एक अधूरा दो से पूरा

दूरस टीका

कोरोना के दोनो टीके अपश्य लगावां

COVID-19 संबंधित जानकारी के लिए

ईद मुबारक

ईद मुबारक

ईद मुबारक

ईद मुबारक

होली आई है, आई है, आई है

गुलाल की बौछार, पिचकारी की धार घर पर ही मनाओ होली इस बार

जब सुरक्षित तरीके से होली मनाएंगे, कोरोना के रंग फीके पड़ जाएंगे.

दो गज की दूरी का रखें ध्यान यही है इस बार ईद का पैगाम

EID MUBARAK

Karra Society for Rural Action

7. Photo Gallery



Masks & Sanitizers handed over to district and block administration, Ranchi and Khunti



Meeting with Minister & MLA and Mobilization of Faith leader



Meeting with mobilizers and coordinators



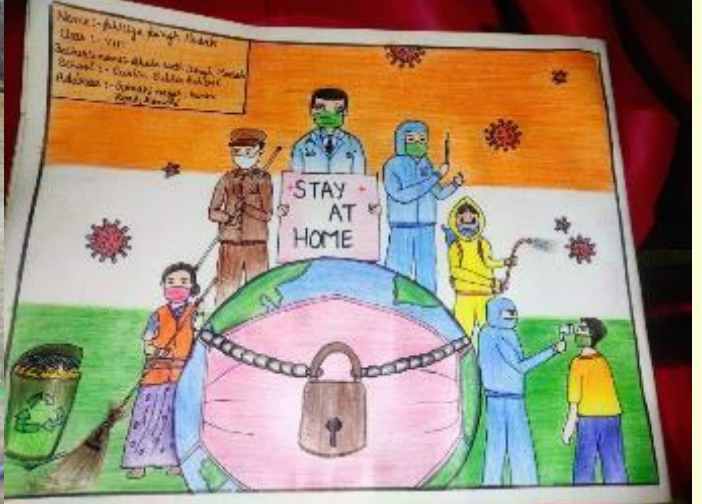
SM Shafin Ali with KSRA team during community mobilization to promote CAB and Covid vaccine in Kokdoro Panchayat of Kanke block



Meeting with local organizations



Community mobilization through community meetings and house to house visits



Children day celebrations



Distribution of dry ration



Handwashing demonstration



2021/10/21 12:36



Dec 23, 2021, 13:04

Immunization/UHSND session



REDMI NOTE 9 PRO
AI QUAD CAMERA

2021/8/18 10:49



Orientation on MHM



Mask distribution and mask wearing campaign

