



MASK DISTRIBUTION **DRIVE**

JUNE- JULY, 2020



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A drive conducted for generating awareness in the society regarding the utility of mask in the fight against this pandemic. The purpose of drive was to provide masks to people who could not afford it.

UNDER THE GUIDANCE **OF**

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Abstract

In the month of March, 2020 our country underwent a nationwide lockdown in the lieu of the disease COVID-19. COVID-19 is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The lockdown was relaxed in the month of June. With relaxation in lockdown, Government and World Health Organisation released guidelines which instructed for the use of masks in order to prevent spread of the disease.

However, the lockdown had severe repercussions over the economy which led to unemployment of many people. The worst hit were people belonging to Lower Income Group.

So, an idea popped into my mind to help poor people who do not have awareness about the utility and importance of mask and the ones who cannot afford it.

CONCEPT NOTE

The main idea behind the purpose of this drive was the fact that COVID-19 disease which turned out to be a global pandemic has left people maimed. Furthermore, the strict regulations like lockdown imposed by the

government to curb the spread of the disease has led to economic distress and loss of jobs.

So, through this campaign, I wanted to distribute masks to people so that they protect themselves from this pandemic. In my opinion masks are the new definition for "Right to Life". In order to protect lives, every citizen has the right to access to masks. As a citizen of this nation and member of legal aid centre of SLS, NOIDA I found it my duty to make masks accessible to everyone in my vicinity.

The purpose of the campaign was twofold-

1. Generating awareness amongst people regarding the utility of masks in the fight against this pandemic.
2. Distributing masks to people who did not have it.
3. Urge people to wear masks who had them, yet either did not wear them properly or did not wear them in the casualness.

TARGET GROUP OF THE CAMPAIGN

- Ragpickers
- Children
- Auto-Rickshaw and Rickshaw
- Pedlars
- Basically, anyone who was without a mask

OBJECTIVE

1. Generating awareness amongst people regarding the utility of masks in the fight against this pandemic.
2. Distributing masks to people who did not have it.

3. Urge people to wear masks who had them, yet either did not wear them properly or did not wear them in the casualness.

PRELIMINARY PREPRATION

- **Arrangement of Masks-** I arranged masks with the help of my father through the contribution of my family members and relatives. Furthermore, the masks used for distribution were surgical masks and my aunt who is a doctor helped me procure them through medical goods supplier. I distributed 50 masks over the period of 2 months.
- **Identification of target group-** There was no fixed target group or stakeholder I had decided. The aim was to distribute masks to as many needy people as possible and aware them about its utility. So, in pursuance of this, me along with my father carried a cloth bag which contained masks, and distributed them during our morning walks and cycling sessions. (The morning walks and cycling sessions were conducted in accordance with the unlock guidelines of the government.)

CONDUCT OF THE DRIVE

- I distributed mask every 7 days over the period of 2 months. The mask was distributed among the aforementioned target group. I also talked to them about thee utility of masks and prevention of COVID-19.
- The time period of 7 days gap was chosen in the lieu of my own safety against the disease and to maintain an adequate time period.
- The second step was to recheck if the people to whom I had given masks wore it or not. Many of them did wear the mask and many did not. I congratulated the ones who wore the masks and urged the ones who did not to wear them and protect themselves.

Response of the target Audience

People who received masks were quite happy about this. They heard me and abided by the suggestions I gave them.

Some even became annoyed when I pointed out that they had masks and it was meant to cover nose and mouth and not hang in their necks. However, it did not deter me from my aim.

PERSONAL TAKEAWAY

I personally felt very good and satisfied. I am happy about the contribution I made in the fight against the Pandemic.

FUTURE PLAN OF ACTION

My next step is to keep this drive going and keep informing people about the utility and benefits of mask. I would soon try to distribute sanitisers as well and aware people of the WASH and its importance.

SUGGESTION AND CONCLUSION

- I request everyone to wear masks and use hand sanitisers.
- I suggest that people should maintain social distancing and other safety protocols.
- People should understand utility if masks and speared awareness about it with others.
- Every affluent or well-doing person must donate or distribute masks, sanitisers gloves to people who can't afford the same.

We can win our fight against coronavirus and even eradicate it if we follow the protocols diligently. The world must unite in this fight.

ANNEXURE









