



# Annual report

# 2020-2021

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ACKNOWLEDGEMENT

We the **THOZHAMAI** team take this opportunity to express our profound gratitude to  
**UNICEF**

**NAZ Foundation – GOAL Programme**

**International Justice Mission**

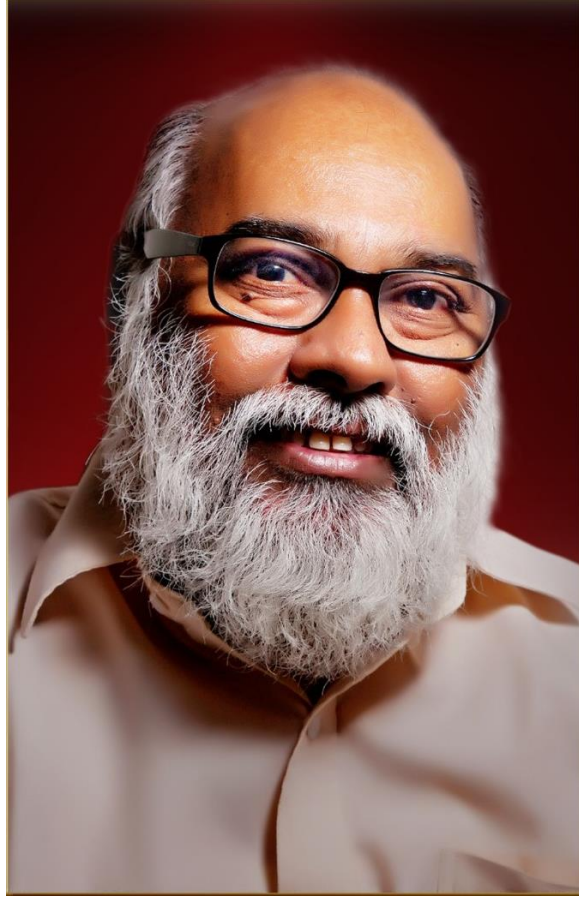
And other individuals and organizations who gladly extended their support, guidance, suggestions, and encouragement for the successful completion of this program period without their input, this would not have been possible for us.

We wish to record our sincere gratitude for the expert advice throughout the year extended by all the experts in the field of work.

We extend my sincere thanks to all the media personnel and the community members who were instrumental in taking forward our efforts.

Apart from the efforts of the team, the success of all the works related studies or projects depends largely on the encouragement and guidelines of many others who are associated with us through the journey. At this juncture I would like to remember and thank Thozhamai's Board of Members and all the Staff Members who stood with us throughout this period and in the journey.

Last but not the least I wish to record my sincere thanks to all those who have contributed either directly or indirectly for the successful completion of the study.



**Mr. S. Thomas Jayaraj (1957-2021)**

Thozhamai is indebted to Mr. Thomas for his immense contribution to the organization. He was an eminent personality in the field of social service and played a crucial role in the growth of Thozhamai. His loss was an irreparable blow and he will be deeply missed.

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**LIST OF ABBREVIATIONS**

<b>S.NO</b>	<b>Term</b>	<b>Expansion</b>
1.	<b>CBO</b>	Community Based Organization
2.	<b>CC</b>	Children 's Collective
3.	<b>CI</b>	Cultural Initiative
4.	<b>CRY</b>	Child Rights and You
5.	<b>CWC</b>	Child Welfare Committee
6.	<b>DCPU</b>	District Child Protection Unit
7.	<b>ECCE</b>	Early Childhood Care and Education
8.	<b>ICDS</b>	Integrated Child Development scheme
9.	<b>ICWO</b>	Indian Community Welfare Organization
10.	<b>IJM</b>	International Justice Mission
11.	<b>JJB</b>	Juvenile Justice Board
12.	<b>LEAD</b>	League for Education and Development
13.	<b>NCPC</b>	Neighborhood Child Protection Committee
14.	<b>NCPCR</b>	National Commission for Protection of Child Rights
15.	<b>NGO</b>	Non-Governmental Organization
16.	<b>NYK</b>	Nehru Yuva Kendra
17.	<b>OBR</b>	One Billion Rising
18.	<b>PDS</b>	Public Distribution System
19.	<b>RTE</b>	Right to Education
20.	<b>RTI</b>	Right to Information
21.	<b>SAND</b>	Social Action for New Development
22.	<b>SCPCR</b>	State Commission for Protection of Child Rights
23.	<b>SKI</b>	Sama Kalvi Iyakkam
24.	<b>SMC</b>	School Management Committee
25.	<b>TN</b>	Tamil Nadu
26.	<b>TV</b>	Television
27.	<b>Unicef</b>	United Nations Children's Fund
28.	<b>VRDP</b>	Village Reconstruction and Development program
29.	<b>WRD</b>	Women Rights Defenders
30.	<b>YUW</b>	Young Urban Women

## THOZHAMAI TEAM

### BOARD OF TRUSTEES

S.No	Name of the Trustee	Designation
1.	<b>Mr. Thomas Jayaraj,</b> Pillayar koil street, pattipulam, Mamallapuram, Kancheepuram District.	<b>Trustee</b>
2.	<b>Ms. Saraswathy,</b> G-29, Journalist colony, Thirivalluvar Nagar, Thiruvanmiyur, Chennai – 600041.	<b>Trustee</b>
3.	<b>Ms. Thilagam,</b> C-4/5, K.K Nagar, Madurai – 625020.	<b>Trustee</b>
4.	<b>Mr. Karuppasamy,</b> 8, Uthayamaruthu Medu, Dhanavasi Road, Sathyamangalam – 638401, Erode District	<b>Trustee</b>
5.	<b>Mr. A. Devaneyan,</b> 114, First Floor, Journalist colony, Thiruvalluvar Nagar, Thiruvanmiyur, Chennai – 600041	<b>Managing Trustee</b>

## INTRODUCTION

**THOZHAMAI** – means Solidarity in Tamil was incepted on **23<sup>rd</sup> November 2006** as a trust under the **Indian Trust Act of 1882**. A vision came true on this day when the legend of Theater Artist and Social Activist (late) Com. Suresh Dharma's dream run came into existence. It was all the hard work and efforts made in the context of Rights Based Approach and Practices in the past one decade and the need for such a resource centre especially in the state capital of Tamil Nadu, at Chennai, has got consolidated and emerged as "Solidarity for Rights" which in turn promotes Rights Based Culture at different levels of work. Thozhamai is now the resource centre for Human Rights Work and Human Rights is especially the rights of the children, Youth and Women from the socially deprived communities.

Thozhamai since inception is working for promotion of a Rights Based Culture which will be an evolution of the Rights Based Approaches and Practices in all the institutional mechanisms both at the community level and institutional level. All the programs of Thozhamai are designed in such a manner to cater to the integrated needs of Rights Based with the emphasis to make a shift from welfare to Rights. It is serving as a resource centre at the state level to cater to the need to work on rights-based approach. Advocacy for policy change is the core of all the initiatives in Thozhamai.

## VISION

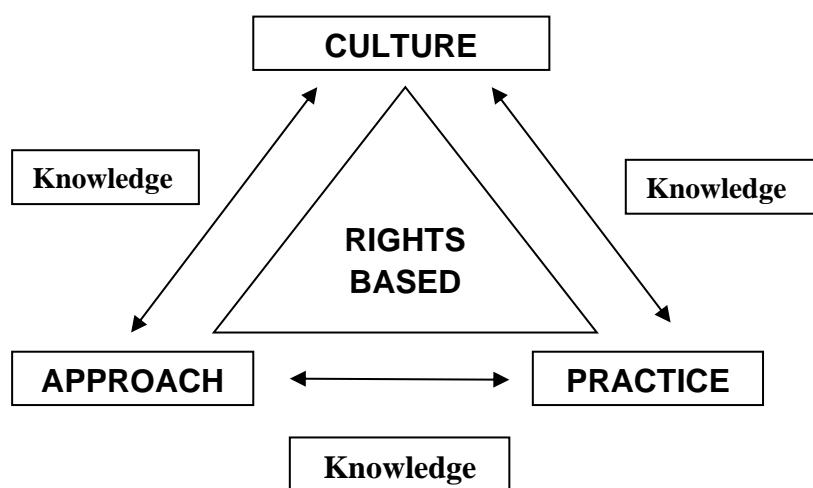
A society in which the most vulnerable sections enjoy equality, social justice, freedom, fraternity, and democracy with dignity.

## MISSION

Bringing awareness to the oppressed women, youth, children and men about their rights and duties, to promote Human Rights through awareness, cadre formation, capacity building, media and advocacy and lobbying.

## THOZHAMAI IN ACTION

Thozhamai's works are the continuation and consolidation of the works done in the past. But the core of "Right Based" has been in the fore front. Thozhamai only believes in Bottom-Up approach but practices it in full strength and spirit Thus, the approach of THOZHAMAI is a pyramidal structure:



The programs of THOZHAMAI are many folds. Multistakeholder, Multisectoral are the basic approaches found in the programs of THOZHAMAI. Sustainability of the efforts with community ownership is the key value additions found in the programs. The process of program implementation is of three types which are presented as against the programs

Process	Programs
Direct Implementation by THOZHAMAI	Resource Centre. Research and Documentation
Jointly with Solidarity Organizations	Media Advocacy and Lobby Training
Extending Technical Support to Solidarity Organizations'	Work with Community Network and Alliance Building



## Semmencherry Report

### CORE COMPONENTS OF COMMUNITY INTERVENTION

**Empowerment:** Working with rights holders to promote awareness of rights, consciousness building, and mobilization and addressing immediate needs.

**Campaigning:** Targeted at duty bearers this includes advocacy and mobilization for changes in policy and practice. Increased emphasis on advocacy and the establishment of strong links between local, district and national-level advocacy work.

**Solidarity:** Working through media, networks, coalitions, and alliances to strengthen the voice and power of the marginalized.

#### Eye Camp: -



Eye camp was conducted by Dr.Shilpa, Dr.Alhana Begam and other staff members of MN Eye Hospital along with Thozhamai Organisation especially for women on Women's Day. This program was conducted mainly for women who are working from the Semmencherry community. So nearly 86 women have participated in this program. Some women in the community had eye problems so they were benefited and 7 women had their eye operation and nearly 10 women were given eyeglasses. From this program they have brought health as an important concept.

#### Outcome:

Nearly 17 women benefited from the eye camp and this made all women in the community get to know about their vision. Through this program all the women in the community were benefited.

## **NCPC - Neighborhood Child Protection Committee**

This Neighbourhood Child Protection Committee was formed to protect and prevent children before the abuse or accident is made in Semmencherry. There are many committees and government officials who work after the abuse so to prevent the abuse they have started this committee. With the help of Thozhamai organisation they have started this committee along with local Body Leaders , DCPU, Childline, other NGOs and Unions attend the meetings held by this committee. This committee comes once in every month and spreads awareness on the protection and prevention from abuse. This helps the children to have better understanding and knowledge of the abuse. They have a thought of creating this committee in each avenue and this committee will become the source of head for the other committee.

### **Outcome:**

This committee helps the children to get aware of the abuse and they are benefited.

## **International Girl Children Day**



On 11th of October 2020 girl children around 150 participated in the program which was held by Thozhamai Organisation in the Semmencherry Community. The drama was done by the staff, students and Volunteers of the Thozhamai Organisation. The theme was “My Voice, Our Equal future” and spread awareness to the girl children in the community. All the girl children who received awareness benefited. They also spoke about childhelpline number. This program mainly focused on girl children protection, discrimination.

### **Outcome**

150 girl children who have participated have benefited from this program. This brought knowledge about protection, discrimination.

## Awareness on Child Protection



This Program was initiated by the District Child Protection Unit along with the Thozhamai Organisation in the Semmencherry Community by all the children in the community. They gave awareness on child protection, child helpline number. Along with the DCPU the children in the community pasted songs in the Auto's and other common places and they spread awareness in the community. They interact with the people in the community by stating that they must send their children to school and protect their children from abuse. They had an Auto campaign and started saying slogans to the public.

### Outcome:

The general public and Semmencherry community people got awareness on the importance of Child Education and Protection. And the campaign made attention to the community and the general public.



## Menstrual hygiene day



This program was started or brought on a case which happened during the COVID Pandemic. During Pandemic the community people lost their jobs and girl children in the community were not able to buy sanitary napkins. So they were forced to use Cloth and that was infected and affected their Vagina and they suffered while passing Urine. So to eradicate this program the Thozhamai Organization conducted a program and gave training for three months on how to use Napkins and also about Hygiene and sanitation.

## Outcome

This program has brought knowledge on how to safely use napkins and proper Sanitation and Hygiene.

## COVID Relief





During Pandemic all the people in the Semmencherry community was affected and they lost their jobs so that turned to lose their daily wages which affected their daily livelihood and during that time period Dr.Samarnath was an individual sponsor who distributed essential kits to 150 families worth Rs. 750 each to Leprosy people and Irular Community in the semmencherry community. This helped the people of the Semmencherry community during the pandemic period which was really helpful for them.

### **Outcome**

From his contribution the Irular Community and Leprosy people was helped during the pandemic.

### **Community Kitchen**



This community Kitchen was formed mainly to cook foods for the community people. This was done during flood time as relief materials were not able to be distributed to people because the water was over flowed all over the street. So the groceries were given by the Thozhamai organisation along with TNUHDP to the community leader then they have cooked and distributed the night supper and water to people around 3000 .After that the thozhamai organisation volunteers were also combined and cooked and provided night meal to the people.

### **Outcome**

The people in the community felt grateful for providing good food and water after a long time.

### **Distribution of Food and Groceries for Marginalized Families**



Because of covid children was not provided proper nutritious food and many of the children become very anemic and in order to increase the healthy life style of the children of India foundation along with thozhamai organization they have provided the groceries and food to the people of following categories as follows

- 1.Diasabled
- 2.Single women
- 3.Elderly
- 4.Sanitary workers

### **Outcome**

Through these distribution of these groceries and food to these marginalised people who is really in need of help, was highly beneficial to them



## Food and hygiene kit distribution to flood affected people



Because of the flood the people living in the ground floor were heavily affected because the flood washed away the groceries and all other things in the home. In order to support them the Eastman Exports along with the Thozhamai organization has provided the relief materials like food and hygiene kit. The materials were distributed by the volunteers of Thozhamai organization to the people around 400 who is really affected by the flood and the marginalized people.

### Outcome

The distribution of these hygiene kit ,food and groceries were the timely help for the people in the community

## Distribution of groceries to covid affected people



During the pandemic many of the people livelihood was affected in both semencherry and perumbakkam in order to support them habitat India Ling with thozhamai organization joined and distributed 2 months of monthly groceries to 600 family

were really affected by the pandemic. This help was rendered immediately after the covid started to spread. The following are the categories of people who got the groceries.

1. Disabled
2. Transgender
3. Sanitary workers
4. Elderly

### **Outcome**

The distribution of groceries to the affected people immediately after the covid was a timely help to them and they were very grateful for them.



**COVID-19 VACCINATION IMPROVEMENT PROGRAMME**

**BACKGROUND**

Semmencherry is located near OMR, Sholliganallur, 200<sup>th</sup> ward Chennai. Semmencherry is a post “Tsunami relocation site” which was created to house 26,800 of Chennai’s urban deprived community from 23 different areas and backgrounds. Semmencherry consists of 6764 families living in a house size 158 square feet. It is an urban area relocated by Tamilnadu Urban Habitat Development Board (TNUHDB) formerly known as Tamilnadu slum Clearance Board (TNSCB)

The relocation process was extremely traumatic and unethical, with houses being bulldozed without notice and people being transported in garbage trucks to the relocation sites, which were far from their personal and livelihood resources. Furthermore, the standard of living in Semmencherry is very poor, with a lack of access to basic facilities such as water, transportation, health care and schools. People were allotted small, tiny houses which do not provide privacy or security for women and there were no streetlights. People from very diverse cultures and backgrounds were placed together without any proper social integration process. Due to the lack of basic living resources and high unemployment this has caused much conflict, hostility, violence, crime amongst members of the community and some have even experienced stigmatization that further limits opportunities for employment. Displaced and homeless persons are supposed to receive priority attention, including allocation of housing and adequate rehabilitation. India should promulgate a ‘right to housing’ law, upholding housing as a human right and guaranteeing tenure security, as well as a ‘right to homestead’ law to allocate land for housing and subsistence livelihoods to landless and homeless people. But most evicted people do not have access to justice and their right to effective remedy has not been fulfilled. Where they have been able to approach courts and receive favorable orders, relief has mostly been in the form of stay orders related to further demolition/eviction. Seldom have courts ordered restitution and restoration of human rights of aggrieved persons to resettlement, return, adequate housing, and other rights that are violated as a result of forced evictions.

Evicted communities face challenges with regard to housing and basic services. The sites lack security for residents, especially women and children. In the absence of piped drinking water supply in the tenements, residents are forced to fill drinking water from tankers and carry it in buckets to their homes. This is especially difficult for women, persons with disabilities, and older persons, who have been allotted tenements on upper floors. Another critical issue that has affected habitability of

the site and health of the residents is that of seepage in the buildings resulting from poor quality building materials, inadequate construction, and bad plumbing design. Hence residents are afraid for their lives because of the structural instability of the buildings. These fears heighten if there are earthquake tremors. Relocation has adversely affected livelihoods of affected persons, including women and disrupted children's education

## **SPECIFIC ISSUES**

In Tamil Nadu, most of families evicted were relocated by the State Government and provided alternative tenements constructed by the Tamil Nadu Slum Clearance Board. The resettlement sites, however, are located on the outskirts of cities, at about 30-40 kilometres from residents' original sites of habitation.

Families resettled in the remote site continue to face multiple challenges. These include the poor quality of housing and inadequate civic and social infrastructure facilities, such as the lack of sufficient water, street lights, working lifts, schools, day-care centres, healthcare facilities, transportation and access to burial and cremation grounds. Relocated families also have raised concerns about the lack of security at the site, which has disproportionately affected women, children, and older persons of the community.

Relocation has severely affected their social and economic mobility and is also a violation of their human rights to livelihood/work, security, equality, and freedom of movement. Thousands of school-going children have been affected by the absence of adequate schools and educational infrastructure. In the absence of toilets in the primary schools, children are forced to defecate in the open, which disproportionately impacts girls. The sites have no or very limited Public Distribution System/ration shops for subsidized food and anganwadis/creches under the Integrated Child Development Services scheme. This has greatly affected the human rights to education and food of affected families, especially of pregnant and lactating women and children. Insufficient water supply also disproportionately affects women and children. All relocated families have experienced a loss of their livelihoods because of the remote location of the site and the lack of employment options in the vicinity. Furthermore, some residents report that the stigma attached to the resettlement sites also impedes their ability to find employment.

Preliminary findings reveal extensive losses suffered by families, including a reduction in their average monthly income. Children in the community, especially girls, dropped out of school after the eviction. In the post-eviction period, an increase in the number of complaints of violence against women and girls was reported. Families also incurred an increased average monthly expenditure on healthcare and food.

In most of the evictions and demolition of homes, there has been little or no compliance with human rights safeguards and international guidelines, including the UN Basic Principles and Guidelines on Development-based Evictions and Displacement. The processes followed before, during, and after evictions have resulted in the violation of multiple human rights of affected persons. Each member loses a 'bundle' of rights-the right to livelihood, to shelter and security, to health, to education, to information, participation, freedom of movement, access to civic amenities like food, water, sanitation and public transport and above all, the right to live with dignity. Those who are already suffering from chronic or acute health issues often face increased morbidity after evictions, as a result of living out in the open or in makeshift conditions, and thus succumb to their illnesses much sooner.

The financial losses incurred by already economically marginalized communities as a result of forced evictions, including the increased cost of rebuilding homes and the loss of livelihoods and days of work, have contributed to a sustained deterioration in their standard of living with long-term health impacts. Also, the psychological impacts of forced evictions, especially on children, are seldom acknowledged or addressed.

A direct result of forced evictions on marginalized communities is the increased rate of malnourishment, malnutrition, and hunger. In the aftermath of a forced eviction, families are not able to cook food or spend money on food. This is also because they lose food supplies and cooking implements during the brutal demolition drives. The surge in expenditure related to rebuilding homes or relocating, and the inevitable loss of income resulting from loss of livelihoods also contribute to a much lower expenditure on food and healthcare, which directly contributes to increased morbidity and vulnerability of evicted persons, especially children, older persons, persons with chronic and serious illnesses, and pregnant and lactating women. Inadequate living conditions resulting from loss of housing directly contribute to a deterioration of the health of affected persons.

As affirmed by the United Nations, the act of forced eviction is a gross violation of the human right to adequate housing. When the state demolishes houses, people lose not just the roof over their heads but their security, safety, and substantial investment in that housing, which is often built over many years with hard-earned savings and personal labour. Since resettlement is seldom provided to affected families, they are either rendered homeless or forced to live in very inadequate housing. This affects the realization of multiple human rights of affected persons and results in an overall deterioration in their standard of living. The loss of housing for children has serious long-term impacts and greatly impedes their development as well as their ability to study, play and grow in a safe and secure environment.

Forced evictions also violate the human right to security of the person and home, and increase vulnerability of evicted/ displaced persons, in particular of women and children, to a range of violations, including sexual violence and abuse and an increased threat of trafficking. In some instances, early marriage of adolescent girls has been reported in the aftermath of an eviction, as parents, worried for their daughters' safety, prefer to marry them off rather than have them are homeless or in insecure and remote resettlement sites.

Thus, **Thozhamai networking with Children of India Foundation**, is taking joint effort with the objective of initiating behaviour change communications for mitigating people's apprehensions and hesitations for increased covid vaccination for reaching **12000 doses from September 2021 – December 2021**

#### **ACHIEVED TARGETS**

<b>No.</b>	<b>Activity</b>	<b>Actual reached</b>
1	Auto announcement	32
2	Display of banners	260
3	Awareness campaign	40
4	Vaccination camps	42
5	People reached through awareness campaigns	18400
6	Frontline health workers reached	35
7	ANMs reached	50
8	Anganwadi workers reached	30
9	No of PHCs reached	1

#### **ACHIEVED OUTCOMES**

No.	Major outcome envisaged	Male	Female
1	No.of people ensured with First dose only	2293	3440
2	No.of people ensured with Second dose only	2075	3113
3	No.of people ensured with both the doses	139	207
	Sub Total	4507	6760
	Grand total (1+2+3)	11267	

### Materials Distributed

No.	Name of the material	Received	Distributed
1	N95 masks	15000	15000
2	Face shield	90	90
3	Hand Sanitiser (100 ml)	90	90
4	Sanitisers for camp (5 ltrs)	10	10
5	Pulse Oxymeter	18	18
6	Infrared Thermometer	12	12
7	Blood Pressure Monitor	13	13
8	Vaccine containers	4	4
9	Hand Gloves	6 box	6 box
10	T Shirts	4	4
11	Waist Shirts	5	5
12	Caps	9	9
13	Needle Destroyer	2	2
14	Banner	54	54

## **BEST PRACTISES**

- Engagement and good rapport with Urban Health Centre for vaccination drive
- Orientation and awareness to Self Help groups, Community leaders, religious group and community volunteers
- Reminder system and strategies for increased vaccination rate
- Create, overcome and maintain a rumour lock from Mis-information and dis-information

## **POTENTIAL SIGN(S) FOR SUSTAINABILITY OF ATTAINED OUTCOMES**

- Associating Chennai Greater Corporation and UNICEF in providing awareness to community through mobile van campaign and developing IEC materials
- Setting up camps in more locations associating with Health Department, Government of Tamil Nadu
- Door to door visit for vaccination drive by health workers which helps disabled, senior citizens and pregnant women in taking Associated with Directorate of Public health in getting sufficient vaccination dg vaccination

## **WHAT WENT WELL AND THE FACTORS BEHIND THEM**

- Camps are setup and advocated with Government of Tamil Nadu and insisted for setting up weekly Mega vaccination campaign and two day from mid of November
- Handing with Urban health centre and improving equipment's in hospital i.e Pulse oximeter, InfraRed Thermometer, Face shield, BP machine, Sanitizer, vaccine container, Gloves
- Megaphone and remote audio system which helped them as communication for door to door vaccination
- Logistics arrangement for each campaign which helps them for transiting the vaccination materials
- Display of banners in health centre premises
- Support role and add-on to the vaccination improvement programme
- N95 masks to each beneficiaries who take up vaccination
- Refreshment to each beneficiaries who take up vaccination
- Easy access to vaccination in taking from the houses
- Travel facility for disabled, senior citizen and pregnant women
- Knowledge and community people are more trusted through our audio jingles and awareness IEC materials

## **WHAT DID NOT GO WELL AND THE FACTORS RESPONSIBLE**

- Door to Door visit through mobile van to create awareness about vaccination to people. We also informed people about the merits through IEC's as well as sharing trusted information for getting vaccinated
- Fake information / Rumours was communicated around the community, however we had shared the trusted information
- Many people avoid taking vaccination on mega vaccination day as they could not take consume non- veg menu and vaccination day has changed to alternative day
- During Floods, community people were very much hesitated to take vaccine as they are already suffering mild illness and cough. However we convinced and made to take up vaccination

### **INSTITUTIONAL LEARNING FOR THE ORGANISATION FROM THE PROJECT**

- No proper plan / place for vaccination and we mitigated by providing our children activity centre for vaccination
- Vaccination campaign happens in around 8 places in and around the community, there was challenge in collecting and consolidating the data and we mitigated by setting up campaigns and volunteers supported for entering the data in the system
- During Flood the hospital was flooded with water and vaccination place was switched over where water is not stagnant at Kumaran Nagar

### **RECOMMENDATIONS FOR THE FUTURE INTERVENTIONS**

- Urban Health centre has limited facilities, however we provided the health materials, but there was only one standalone computer and slow internet connectivity. We have supported by entering from our office computer as well as through smart phone
- Networking with Greater chennai corporation workers workers to inform and promote about Corona through megaphones even on working days and holidays and told them to get vaccinated
- The vaccination happen every day from 6am to 8pm, we have arrange and informed to volunteers to work according shift basis

### **CONCLUSION**

- Waist coat, T-shirt, Face shield, caps and safety materials like masks, gloves and sanitizers for each staff and volunteers
- Lobby and associating with Urban Health Centre for vaccination improvement programme
- Vaccination for disabled, senior citizens and pregnant women which made to feel great and proud in our community

### **TESTIMONIALS FROM THE STAKEHOLDERS**

Name: R.Selvi

Age: 40

House No.: 2592

Occupation: Domestic worker

Story: My name is R.Selvi , I am a domestic helper . As, I have health issues, I am under medication and I take treatment from Government Hospital of Thoracic Medicine, Tambaram Chennai. Due to my medications I was afraid and did not get vaccinated. As I did not get vaccinated my employers had asked me not to come to work. In spite of which, I did not get vaccinated. One day, volunteers from Thozhamai, Children of India Foundation had come and enquired me about my vaccination status and had collected my details. Then, they had consulted my collected medical reports with doctors . They had also encouraged me to talk to the doctors and after which I was not afraid of the vaccination anymore. Next, they had encouraged me to get vaccinated. Hence , I got vaccinated and now I have started to go to work, I am very grateful to team of Thozhamai associating with Children of India Foundation

- ▶ **" Getting vaccinated has helped me to fight Covid and has helped myself and others from not contracting the virus. Let's all collectively fight the virus" . - R.Selvi**

Name: A.Vinitha

Age: 24

House No.: 3236

Occupation: Load man

Story: My name is Vinitha and I'm 8 months pregnant. Back then, I was scared of vaccines. So, I didn't go for monthly checkups and either apply for government maternity beneficiaries' scheme as I was afraid that the doctors might vaccinate me.

- ▶ Ms. Gomathi, volunteer from explained about the vaccine and its awareness. The volunteer said to get vaccinated because it'll prevent me and my baby from danger. Then she talked to my husband regarding it and on 29/09/2021, Urban Health worker visited my house and vaccinated me with the first dose and now I'm going for monthly checkups regularly. Now I'm healthy and will inject 2<sup>nd</sup> dose without fail.
- ▶ **" Thozhamai is saving many people's lives , they are spreading the right information about vaccinations so that our surroundings can become Covid free". - Vinitha**

**PICTURES**





## BACKGROUND OF PROJECT

shOUT for Freedom is an alliance of like-minded apolitical individuals and organizations who strive to assist combatting of the bonded labor. **Our vision is to see all citizens' work with freedom and dignity in compliancy with the legal standards.** Everyone in the alliance have joined together with the objective to create an awareness about bonded labor (BL) and human trafficking (HT) issues to the public and by all possible means supporting the state to combat the issue of Bonded Labor and human trafficking.

Whereas, during the prevailing COVID pandemic, many migrant workers are stuck at borders, including state, district and at national border areas. The migrant workers are struggling without food, shelter, and transportation back to their native State in India.

Whereas, in order to provide relief materials to the vulnerable migrant laborers in Tamil Nadu and to release a report on challenges faced by migrant laborers in TN during COVID lock down through shOUT for Freedom alliance. The Second Party has requested the first party for support with a financial assistance for a period of 3 months and the first party has considered that request and has decided to support the second party with a financial support

## PROJECT OBJECTIVE

1. To provide relief materials to vulnerable migrant workers in 9 districts through coalition members.
2. To compile and release a report on challenges faced by migrant laborer's in TN during COVID lockdown via webinar.
3. To make the existing mechanisms more effective and functional in providing care and protection for the migrant workers.
4. To release the report to the media and submit the memorandum of the recommendations to the Government and Judiciary officials (Chief Minister and Chief Secretary send a copy to Chief Justice of Madras High Court).
5. To ensure that the Tamil Nadu State builds and monitors the protection for the migrants and vulnerable Community embers

District wise distribution of relief material details

<b>District</b>	<b>Organization Name</b>	<b>Organization Head</b>	<b>No. of Families reached</b>
Tirunelveli	Vaan Muhil	Mr.Britto M A	36
Tuticorin	People's Action for Development	Mr.Rajendran	45
Madurai	Justice Shivraj Patil	Ms.Selva Gomathi	42
Dindugul	Child Voice	Mr.Annadurai	50
Namakkal	Rights Education And Development Centre (READ)	Mr.S.Karuppusamy	48
Tirupur	Vizhuthugal	Mr.Thangavelu	51
Salem	RWDT	Ms.Alamelu	45
Ranipet	Thendral	Ms.Vedha	42
Chennai	Thozhamai	Mr.A.Devaneyan	45
<b>Total</b>			<b>404</b>

## NAZ FOUNDATION - GOAL

### INTRODUCTION

The Goal Program was started in 2014 in Thozhamai Organization, Chennai. The program mainly focuses on adolescent girls to improve their Economic empowerment between the **age of 12 to 19**. This program was implemented in Schools and colleges to make awareness to adolescent girls. This program made many girls to achieve in sports field and in life skills. Through life skill the adolescent girls became stronger and growing self-confidence. The adolescent girl's empowerment and actively participate the session and fun games like a stress booster in the pandemic situation. And the adolescents get a chance to come out from the houses and the happy mood.

### MODALITY & TARGET OF THE YEAR

Goal Modality	Target	Reached
Traditional	-	-
Essential	385	380
Event	625	379
Camp	-	-
Total	1010	759

### NUMBER OF SITES

S.No	Name of the Site	Existing/ New/Offline/Online	Goal Essential No. Of Girls		Goal Event No. Of Girls	
			Reached	Target	Reached	Target

1	Ennore Thazhankuppam	Community Offline	-	-	25	75
2	Semmencherry	Community Offline	165	135	185	200
3	Perumbakkam	Community Offline	90	110	105	100
4	Kannagi Nagar	Community Offline	0	50	55	100
5	St. Pius school	School Online	40	40	-	-
6	Patrician College	College Online	85	50	-	-
7	Mohamed sathak college	College Online	-	-	44	100
8	St.Anne's broadway	School Online	-	-	0	50
	TOTAL		380	385	379	625
	Target GRAND TOTAL		1010			
	Reached GRAND TOTAL		759			
	Balance GRAND TOTAL		251			

## STAFF & CSC'S CAPACITY BUILDING TRAINING

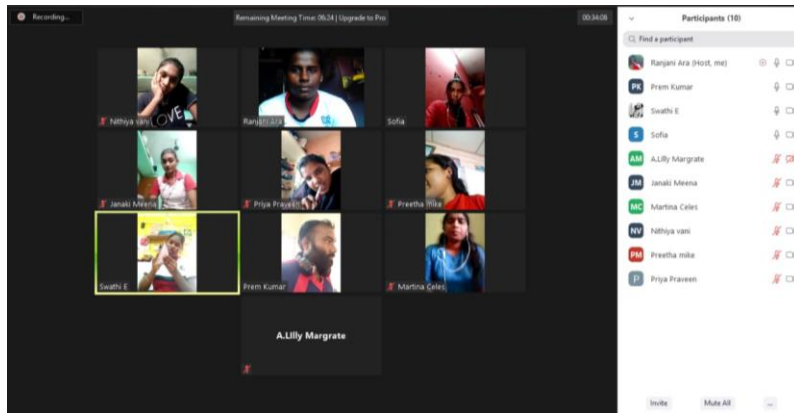
### CAPACITY BUILDING TRAINING ON IMPROVE THE SPOKEN ENGLISH, COMPUTER KNOWLEDGE



The CSCs were preparing chart works and PPT works for online class.

**IMPACT:** This works made the CSC to improve their vocabulary skills, power point presentation skill, computer skill.

### **TRAINING ON HOW TO CREATE ZOOM LINK**



Balaji has conducted the training for How to create Zoom link to conduct meetings. he taught us to step by step through her mobile via zoom. We also learned easily.

**IMPACT:** The training makes us to create link by own. And from next day onwards each staff were created the link and conducted the zoom meetings.

### **TRAINING ON PROPOSAL WRITING**



Thozhamai conducted capacity building workshop on proposal writing through digital mode. MR. B.Vanarajan Director-Manitham trust has handled the session on the various skills of Proposal



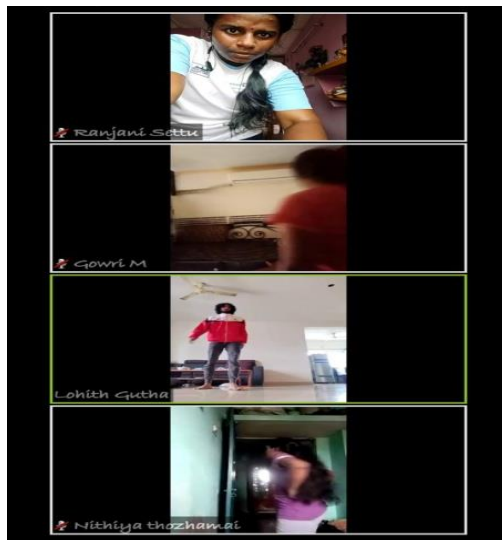
writing. All staffs from Thozhamai have participated in the workshop and it was very interactive and great insight with valuable information on writing proposals.

**Impact:** We all learned how to write proper and successful proposal.

### **CAPACITY BUILDING TRAINING FOR LIFE SKILL**

Exercises were given with the snake prepared during covid 19 situation adolescence the feedback then created an opportunity for the community to implement-designed for safe play with individual breaks adolescents play with interest because it is an ancient games is a good opportunity to share their ideas adolescents participate enthusiastically.

### **FITNESS SESSION**



Naz team has conducting fitness session every day except Saturday & Sunday. This fitness session conducted by Delhi coaches during lockdown period and Bangalore coaches during post lockdown. Everyday learning new exercise like Yoga, Spot Running, Tabata, Circuit, High Intensity Interval Training, Core Workout, Zumba dance and also Online Fitness Tour-Virtual Run (Delhi, Mumbai, Bangalore, Dehradun, Amsterdam). This fitness session makes Joyful learning, mind relax, good breathing for the useful of during lockdown period.

### **VIRTUAL TRAININGS**

Organization	DATE	SESSION
<b>Tamil Nadu Child Rights Watch (TNCRW)</b>	09. 05. 2020	Basics of Covid-19
	11. 05. 2020	Ensuring Child Rights amidst Covid19 Lockdown
	12. 05. 2020	Addressing Child Protection amidst Covid19 Lockdown
	13. 05. 2020	Protecting Children from Online vulnerabilities during Covid19 pandemic
	14. 05. 2020	Role of Teachers and Parents in engaging children during Covid19 pandemic
	15. 05. 2020	Stigma and Discrimination in Covid19 pandemic
	18. 05. 2020	Getting ready to address the emerging child protection issues as an impact of Covid19 infection and lockdown
	19. 05. 2020	Addressing the Violence against Women and Children during Covid19 infection and lockdown
	20. 05. 2020	Maintaining Healthy Life Style and Diet for children to enhance immunity during Covid19 infection and lockdown
	21. 05. 2020	Role of Civil society in safeguarding the livelihood of persons with disabilities during the pandemic
	22. 05. 2020	Extending Psycho-Social Support to Children during Covid19 Pandemic and Lockdown



	25. 05. 2020	Problems faced by unorganized workers and its impact on their children during and post pandemic
	26. 05. 2020	Problems of children from disadvantaged communities and the role of civil society in protecting their rights
	27. 05. 2020	Issues of children in urban slums – understanding the reality and policy lapses
	28. 05. 2020	Understanding Pandemic in the voices of Children – Call for action
	29. 05. 2020	Tobacco Free World is a right of every child – Leveraging the Lockdown opportunities
<b>Attakalam-2020</b>	24.05.2020	Kolattam
	25.05.2020	Oyilattam
	26.05.2020	Puppet Show
	27.05.2020	Drawing
	29.05.2020	Story and Song
	30.05.2020	Face Mask
<b>Kalai Arapperavai</b>	08.07.2020	Puppet Show
<b>Center for women's development and Children</b>	09.07.2020	Child Issues on Covid-19 and SRHR
<b>PATRICIAN COLLEGE OF</b>	11.07.2020	"Fight Against Child Abuse during the Lockdown Period and the POSCO Act"

<b>ARTS &amp; SCIENCE</b>		
<b>Tamil Nadu Science Forum (Dharmapuri and Krishnakiri)</b>	20.07.2020	Magic? Trick?
	21.07.2020	Simple Scientific Experiments
	22.07.2020	Song way Solor Family Tour
	23.07.2020	Puppet Show
	24.07.2020	Imagination And Craftmanship
	25.07.2020	Kids and Stories

## ACTIVITY



## NETBALL SESSION

### ONNC & Peer leader Netball fitness training

Netball fitness training to ONNC students (both boy's girls) and old goal participants on every Saturday & Sunday. Netball fitness training was conducted to ONNC students and Existing goal participants to relax them in this lockdown period. Students were attending regularly; they feel it is very useful in this covid -19 situation. learned about Netball coaching points and fitness.

Muthumari one of the goal participants ONNC finished 12th std she's already netball national level player, we guided to higher study for the under-graduation sports quota now she joined Annamalai university college- Chidambaram.

### **COVID-19 RELIEF WORK**



### **EXITING SITE FOLLOW UP**

We contact to schoolteachers & H.M to build good relationship with school sites. School site wise information update sheet prepared All information update the format & sustain school.

### **Site Launches**

S N	Date	Name of Site	New/ Existin g	N.O. P	Clas s/ag e grou p	Modality	Date of Launch	Date of Graduati on
1	06/06/2020 To 10/06/2020	Thazhankuppam - Ennore	New	10		Goal event	06/06/2020	-
2	05/08/2020 To 20/10/2020	Semmencherry	Existin g	35	12- 17	Goal Essential	05/08/2020	20/10/2020
3	08/09/2020	Kannagi Nagar	Existin g	10	12- 15	Goal event	08/09/2020	-
4	06-10- 2020  to 09-10- 2020	Kannagi nagar	Existin g	15	13- 15	Goal event	6/10/2020	-
5	06/10/2020 to	Semmencherry	Existin g	10	13- 15	Goal event	06/10/2020	-

	09/10/2020							
6	14/10/2020 To 17/10/2020	Semmencherry	Existin g	100	13- 15	Goal Event	14/10/2020	-
7	28.10.2020 to 11.11.2020	semmencherry	Existin g	50	13- 15	Goal Essential	28/10/2020	11/11/2020
8	02.11.2020 to 04.11.2020	Semmencherry	Existin g	40	13- 15	Goal Event	02/11/2020	-
9	11/11/2020 to 17/11/2020	Kannagi Nagar	Existin g	40	13- 15	Goal Event	11/11/2020	-
10	10/11/2020	Ennore- Donbosco	Existin g	15	15- 19	Goal Event	10/11/2020	-

	To  14/11/2020	Youth Animation center						
11	13/11/2020	St.Pius Matriculation Higher secondary school	Existing	40	13-14	Goal Essential – ONLINE	13/11/2020	11/12/2020
12	5/12/2020	Patrician arts science college	New	85	15-19	Goal Essential	5/12/2020	21/12/2020
13	7/12/2020 to  17/12/2020	Semmencherry community	Existing	40	13-15	Goal Essential	7/12/2020	17/12/2020
14	18/12/2020 To  31/12/2020	Semmencherry community	Existing	40	13-15	Goal Essential	18/12/2020	31/12/2020
15	16/12/2020 to  18/12/2020	Perumbakkam community	Existing	60	13-15	Goal Event	16/12/2020	-

16	08/01/2021 To 11/01/2021	Perumbakkam community	Existin g	35	12- 17	Goal Event	08/01/2021	-
17	21/01/2021 To 23/01/2021	Perumbakkam community	Existin g	35	12- 17	Goal Event	21/01/2021	-
18	01/02/2021 To 03/02/2021	Perumbakkam community	Existin g	35	12- 17	Goal Event	01/02/2021	-
19	05/02/2021 To 19/02/2021	Semmencherry community	Existin g	35	12- 17	Goal Essential	05/02/2021	19/02/2021





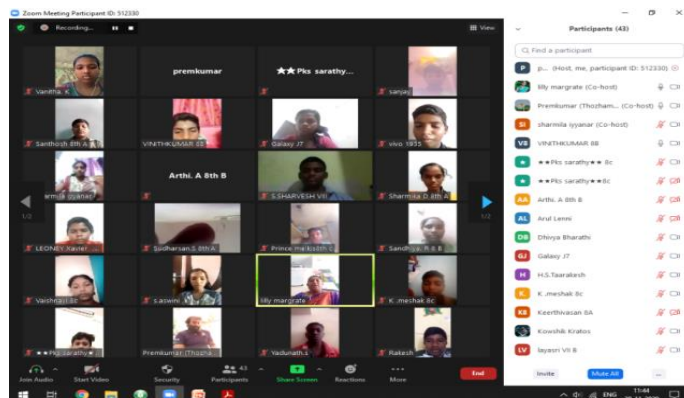
**CAC Games**



**Graduation**



**Life Skill Session**



**Online Essential**



## NAZ TEAM REVIEW AND PLANNING MEETING

Naz team /Partners –zoom call for plan & review: Quarter wise –update the activity Discussed - goal event activity for community based Thozhamai - 2020 plan post covid Shared with Naz team IEC materials and children related online contest the UNICEF program link.

## NETWORKING PROGRAM

- ✓ Webinar series on Migration
- ✓ webinar series on Covid-19 and Children conducted by UNICEF partnership with **Thozhamai & Stella Maris college**

**UNICEF** conducted webinar series partnership with Thozhamai & Stella Maris college. Topic was Impact of Migration & Covid-19 and Children. The resource person was Dr.Baishall (Associate fellow - Socio-economic & environmental studies, Ernakullam), Dr.Vinoj Abraham (Proffesor-Centre for developement studies, Thiruvanthapuram) & Dr. Praveena (Proffesor-center for developement studies, Thiruvanthapuram). In this trining we came to know how much the migrant children would get spoiled and how they could continue their studies and all. Then we collected information the no. of children was migrated from 2001 to 2011 to city to city.

**IMPACT:** The training made us to know how the migrant children were affected and still affecting. We learned more for migrant children's issues and crosscut issues of caste, religion, Gender, education & livelihood etc.

### Other Activities:

1. **Activity on world Anti child Labour Day:** The activity was done to express awareness for world anti child labour Day. In advance of world Anti child labour day and to give awareness for it the goal staff and CSC's were prepared slogans and Drawing in the name of "World Anti child labour", the child labour should get Education not tools to work. The slogan was posted in the face book to say about that "SAY NO TO CHILD LABOUR".
2. **Activity on world tobacco day:** Staffs & csc's were participated in the different activity like drawing, poster designing & slogan contest and 2 staffs & 1 csc's got online participant certificate.

## Engagement of Media, young people and community interventions for prevention of Covid-19

### INTRODUCTION

COVID-19, "once-in-a-century pandemic", has thrown into stark relief the intersectional invisible sections of Indian society. The urban poor comprising of migrant community, urban homeless, residents of informal settings, residents of resettlement colonies, and large number of unorganized workers are the worst affected sections of the society. In most cases, our urban centres are our economic nodes as well. A key feature of the urban economy in India, consistent with most developing economies, is the role played by informal workers and the unorganized sector. To put things in perspective, about 90% of India's total workforce of about 500 million workers is engaged in the informal sector.'

Factories, industrial units, hotels, restaurants and many other establishments, irrespective of their scale of operations, depend on such workers. Large proportion of the urban poor living in such settlements form a majority of those who do menial jobs in cities, including the frontline sanitary works of the local bodies. Many of them are Dalits, which is a secondary intersectional burden. Most of this class is made of people who have shifted to urban areas looking for better livelihood opportunities. India saw about 450 million migrants within the country, out of which 78 million people moved to urban areas from rural parts.



The corona virus outbreak exposed their vulnerabilities in ways that probably few other incidents have in the recent past. The lockdown has intersected with their pre-existing disadvantages, bringing to the fore inequalities; discrimination and anxieties. Some of the major challenges

include lack of job security, limited or no access to banking and insurance channels, a generally under-developed public health system. The guidelines issued by Government of India for the 5th lockdown on May 30, 2020 also suggest stringent lock down in the containment zones particularly in Chennai. This will further make the already poor families more vulnerable and go hungry in the coming weeks.

There are a lot of myths, misconception and misinformation about corona virus which are being found in the social media and digital online platforms. This information is misleading people and breeding stigma and discrimination in the society. So it is of utmost importance to take preventive steps to ensure that people particularly youth get correct information. The facts about COVID will be the best medicine to stop the transmission. UNICEF and Thozhamai jointly implemented the awareness program in Community level, journalists and youth advocates also to create various types IEC (Information Education Communication) materials.

### **AIM OF THE PROJECT**

1. To create an enabling environment in resettlement colonies of Chennai
2. To create awareness among Journalists and youth about Covid-19 and its prevention measures.
3. To develop and facilitate creation of relevant IEC materials related to Covid-19.

### **OBJECTIVES OF THE PROJECT**

- To give orientation for Adolescents and young people through network meeting regarding issues faced by them during Covid-19 pandemic
- Sensitization of 3000 Women SHG members on complications faced during Covid-19
- To enhance the parenting skills particularly during the Covid-19 pandemic situation
- To change the behaviour of community people through religious leaders that people those who are not following the guidelines of Covid-19 preventive measures as they feel they were safe with the strong religious beliefs.
- To conduct orientation for journalists through virtually in order to reach large number of common people with Covid-19 awareness key messages.
- To sensitize the young people those who are associated with National services scheme (NSS) of colleges and universities through virtual programs on Covid-19 awareness. These

sensitised young people will create awareness and pass the information through social media.

- To engage the common people through organizing webinars by celebrity/Anchors of TV/Radio during Covid-19 crisis.
- To create/facilitate/coordinate IEC material of Covid-19.

### **Community Interventions for prevention of Covid-19**

Despite the best efforts by the government, given the present uncertain circumstances, it is inevitable that in a diverse country like India, social vulnerabilities and inequalities are bound to erupt alongside the pandemic. It is estimated that in India, 29.4% of the urban people live in informal settlements (formerly called slums) and their condition is just a shade better than the homeless for the fact that they have a roof over their head. Thozhamai has been working in Semmenchery, a resettlement colony in Chennai, where about 6764 families and 26,000 people live. All these families are daily wage labourers and live in abject poverty. Semmenchery is one of the largest gated communities with only one entry point with 10 avenues and 100 streets.





In a resettlement colony like Semmenchery, however, they suffer from all the vulnerabilities of the homeless and slum people, including severe health issues. Most of them live in very small structures that house a large number of family members and the currently prescribed social

distancing norms are impossible. As could be seen during this lockdown, many from the informal settlements continue to do conservancy work such as sweeping and segregating and disposal of waste. The high rate of risk that these workers will get infected is ignored. They will choose financial survival in their compelling trade-off with physical health. Again, in the eyes of agencies, when it comes to the homeless and informal settlers, only the general categories among them count and when it comes to "conservancy work", it is the overall local body workforce that will come to mind. However in practice, the women, Dalits and the sick among them are forced into intersectional invisibility in spite of their very high physical visibility on the roads and streets.

This becomes more complex when COVID-19 intersects with their pre-existing systemic and multidimensional vulnerabilities. Those informal settlements and resettlement colonies might have already had chronically ill patients and many people who are prone to such vulnerabilities. When COVID-19 intersects alongside such risks, then their potential for resilience is greatly diminished. In these circumstances, the sudden restrictions imposed on them without addressing their immediate requirements may not be sustainable and might only cause additional hardships. As on May 29, 2020, there are 42 Covid-19 positive cases in Semmenchery colony and if the root causes for such a spread is not addressed immediately, covid-19 is bound to spread like wildfire.





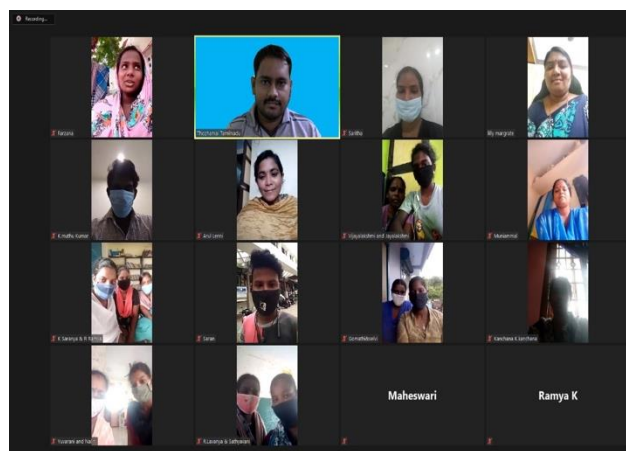
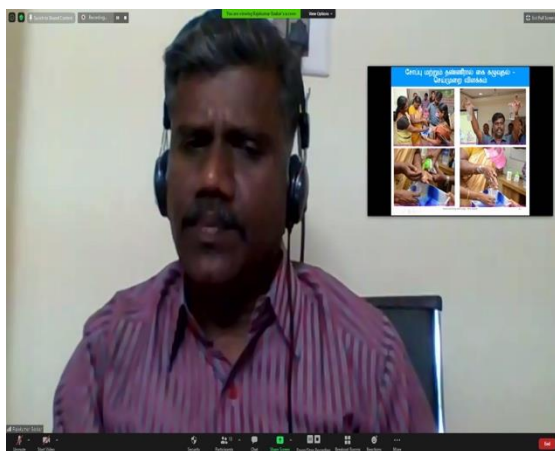
In Semmenchery community there are 6764 families in 10 avenues which shared by 10 volunteers respectively to done the Covid-19 awareness work in field level also 5 motivators from Thozhamai to support the volunteers. The prepared Cluster wise micro plan is as follow:

1 <sup>st</sup> avenue – Sathyavani	}	Gomathi
2 <sup>nd</sup> avenue – Maheshwari		
3 <sup>rd</sup> avenue – Muthukumar	}	K.Vijayalakshmi
4 <sup>th</sup> avenue - Mukeshkumar		
5 <sup>th</sup> avenue – Selvi	}	R.Lavanya
6 <sup>th</sup> avenue – Yuvarani		
7 <sup>th</sup> avenue – Farhana	}	N.Sangeetha alias Muniyammal
8 <sup>th</sup> avenue – Saritha		
9 <sup>th</sup> avenue – Nalini	}	K.SaranRaj
10 <sup>th</sup> avenue – Jayalakshmi		

To strengthen the volunteers and motivators conducted orientation sessions on Ending Stigma and Discrimination about Covid-19 and taught coughing procedures to prevent people from Covid-19, hygienic practices during the Menstrual period, Ending Child Marriage Child Protection, importance of immunization, breast feeding and key messages for pregnant women during the Covid-19 Using the above-mentioned methodology intervene the community to prevent the Covid-19 with the following activities:







## Orientation of Adolescents and young people network meetings

In Semmencherry community we had adolescent group, the volunteers reached those adolescents from each avenue and following are the focused activities done in the community.

- Weekly twice created awareness on Ending Stigma and Discrimination about Covid-19 and taught coughing procedures to prevent people from Covid-19 with the adolescent group. Also the volunteers distributed the IEC material on Covid-19 preventive measures to the respective avenues.
- Volunteers created awareness among the adolescents and young people about health and hygienic practices during the Menstrual period on weekly twice.
- During this pandemic situation the adolescent were facing lot of psycho social problems in Semmencherry. To overcome their psychosocial problem the organization planned and guided the volunteers to conduct the Life Skill Education for ten groups of adolescents from 10 avenues each group contain 10 adolescents. The following were the highlighted points discussed in the orientation session.
  - Peer pressure on online games, no sharing selfie video calls.
  - Learn to say no for avoiding the peer pressure
  - Good leadership quality
  - My body my rights
  - Uncomfortable situations in changing the sanitary napkin and the disposal problem faced during the lockdown situation.

- Conducted drawing competition on 08<sup>th</sup> September 2020 in order to celebrate International Literacy day. 25 adolescents were participated and appreciated them with small gifts.
- Organized awareness programme about Ending Child Marriage for adolescents to celebrating the International Girl Child Day on October 14th 2020.
- World Children's Day 20th November 2020 offers each of us an inspirational entry-point to advocate, promote and celebrate children's rights, translating into dialogues and actions that will build a better world for children. According to these words, conducted orientation on "Child Rights" and made the day memorable. 5 adolescents participated from each avenue totally 50 adolescents.
- On 15<sup>th</sup> October 2020, Global hand washing day taught rhymes on hand washing techniques with actions. The adolescents were enjoyed it. From each avenue 5, so totally 50 adolescents were participated.

Through the above-mentioned activities covered 4543 adolescents with support of 10 volunteers and 5 motivators.







## 1.2 Sensitization of SHG members:

The volunteers sensitized the SHG members through following awareness programme:



- Conducted orientation program for 40 SHG members on importance of immunization, breast feeding and key messages for pregnant women during the Covid-19 Highlighted the 21 interventions in the first 1000 days from conception to second year of birth and also to highlighting the **World breastfeeding Week** on August 1<sup>st</sup> week.
- To ensure the healthy measures during this pandemic situation volunteers organized orientation programme for the SHG members to segregate the Degradable and bio-degradable waste for trash on weekly twice
- Organized awareness programme on Ending Stigma and Discrimination about Covid-19 and taught coughing procedures to prevent people from Covid-19 for domestic workers of SHG members about the Covid-19 safety measures and Distributed the Covid-19 pamphlets
- The volunteers organized awareness programme about the Importance of Child Protection and the necessity to involve the SHG members on child protection. The above mentioned topic was addressed by Mr. Devaneyan, Director of Thozhamai. 50 SHG members participated in the awareness programme 10 members from each avenue.



### Parent's Engagement:

- Mobilized the parents for enhancing their Parenting Skills during Covid-19 Situation and conducted orientation session for the mobilized parents on "Parenting Skills"
- Awareness materials on prevention and safety measures of spread of Covid-19 during Nivar cyclone were disseminated through social media among the parents for enhancing their knowledge during Covid-19 Situation.



### Community people engagement through religious leaders:

- Distributed the pamphlets along with communication related to Covid-19 from public audio system to the community through the religious leaders of Temple and the Mosque.
- To highlight the importance of hand wash as well as Global Hand Washing Day on 15 October 2020. Volunteers are oriented on the importance and necessary of handwash. They took the message and started spreading the message on the community people and made demonstration methods in their respective avenues for highlighting the theme 2020 “**Hand Hygiene for All**”
- Awareness materials on prevention and safety measures of spread of Covid-19 during Nivar cyclone were disseminated through social media among the various groups throughout the community. The volunteers are also supported for food distribution through community kitchen and ensured to follow safe distance for prevention of spread of Covid-19.

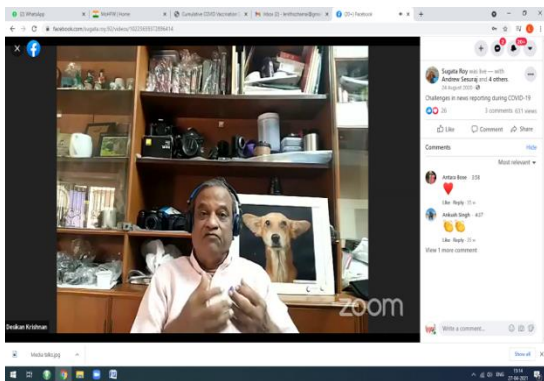




## Engagement of Media and Young people for prevention of Covid-19

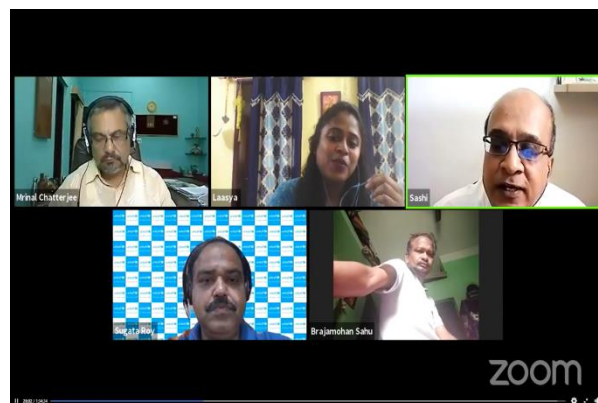
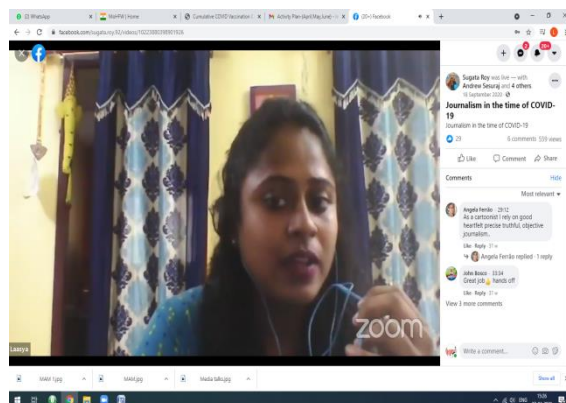
### Orientation of Journalists

### Media talks on Challenges in news reporting during Covid-19 on 24 August 2020



UNICEF and Press institute of India in partnership with Mar Ivanios College, Thiruvananthapuram organized virtual media talks about Challenges in news reporting during Covid-19 on 24.08.2020. Dr.Sanjeev, head of Journalism department, Mar Ivanios College, Thiruvananthapuram stated the aim of the webinar is to understand the practices of journalism various aspects of media during Covid-19 pandemic.Mr. Sugata Roy, communication specialist, UNICEF who explained the objectives of the webinar and who said that the UNICEF is empowering the young people during the emergency situation because they have constructive ideas to handle the pandemic situations. Mr.Sashi Nair, director of Press institute of India, given facilitation for all journalists who were participated in the webinar. Then Ms.Sudha Umashankar, Senior journalist expressed the challenges who faced during the pandemic situations.

***Journalism in the time of Covid-19 on 18 September 2020 with St.Xaviers College Palayamkottai***



St.Xaviers College, Palayamkottai organized webinar on Media talks under the topic 'Journalism in the time of Covid-19'. Dr.Mariodas, Principal of St.Xaviers College, started the webinar with



the history of the college. He said that the college was established at 1923 in southern end of Tamil Nadu, the college is working only for educating the marginalised and the deprived students. And he invited all the speakers and welcomed the gatherings.

Mr.Sugata Roy, Communication Specialist introduced the panellist, Mr.Sashi Nair, director of Press Institute of India and editor of Vidura and Grasspots, Ms.Kavitha Muralidharan, Bilingual senior journalist from Tamil Nadu with 2 decades of experience covering wide range of issues from political, culture and Cinema, Ms.Laasya Sekar, senior reporter at the Citizen Matters and independent civic media website supported by Uruvani Foundation in India, and Dr.Mirnal Chatterjee, professor and Regional director, Indian institute of Mass Communication, Dhenkal.

Then Mr.Sashi Nair handled the session and asked the panelists to share their experience during Covid-19. Mrinal said that the reporter or the photographer found difficulty to do the work without going into the field. Later on they learned the new techniques from other sources and did the reporting work. Ms. Kavitha explained briefly about her story work. And Ms. Laasya also explained her experience with the lockdown period.

***“Children Talk Over” at Puthiyathalaimurai TV Channel on 20.11.2020:***

During Covid-19 pandemic, children faced many challenges to survive each day. On World Children’s Day 20<sup>th</sup> November 2020, Puthiyathalaimurai news channel associated with UNICEF created a dais for children to speak out their complications faced due to online classes during Covid-19 at live show under the topic “Children Talk Over” at 3.30pm to 4.00pm.

Thozhamai and Arunodhaya had taken a major role to select the children. 10 children selected by Thozhamai and 5 by Arunodhaya on that Puthiyathalaimurai representative selected 6 children to speak. The following are the selected name list which represents the children from all over the Tamil Nadu.



### ***Compendium of articles on children during Covid-19 Book Release on World Children's day***

UNICEF, Chennai collaboration with Chennai Press Club and Thozhamai organized the Compendium of articles book release of 'Children during the time of Covid-19' by Ms. Gomathi Suresh on World Children's Day 20<sup>th</sup> November 2020. The book was released by Mr. Mani, Former Journalist, India Today, Mr. Bharathi Tamizhan, Joint Secretary, Chennai Press Club and Mr. Devaneyan, Director of Thozhamai.



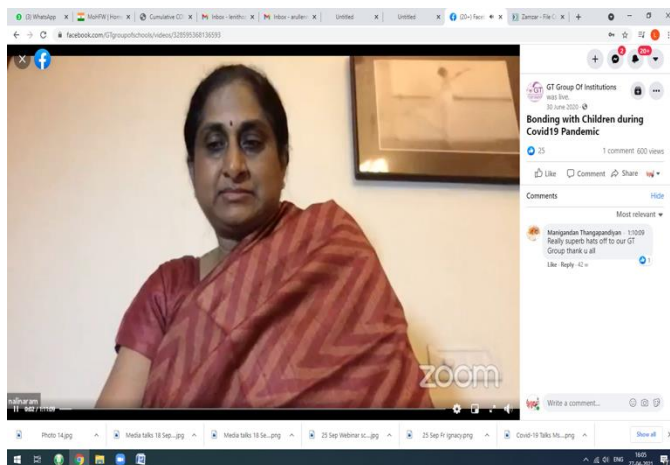
### ***Sensitization of young people of NSS***

### ***Webinar about Bonding with Children during Covid-19 pandemic association with GT group of institution on 30.06.2020***

GT group of institutions and UNICEF jointly organized the Parenting webinar on 'Bonding with children during pandemic' on 30<sup>th</sup> June 2020. Above 500 parents and their children were participated in the webinar session.

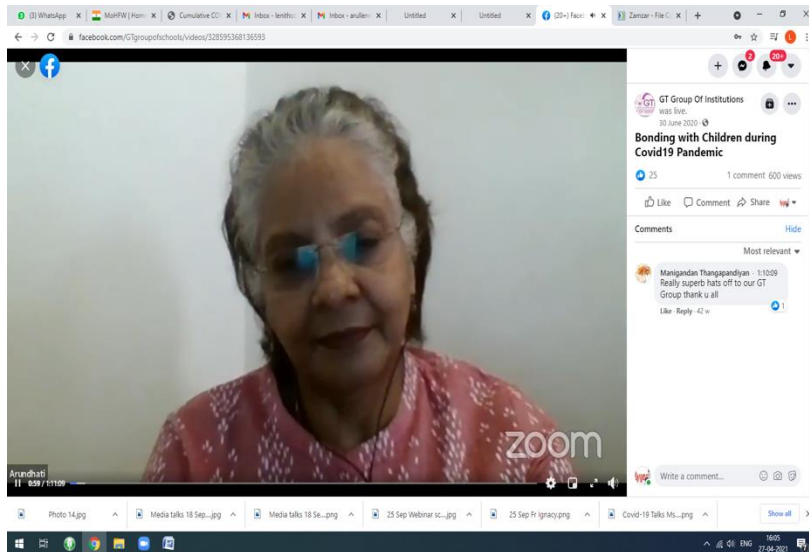
Mr.Sundar Jagalan, principal of GT group of institution opened up the webinar session, then Ms.Sujiaya, Faculty of GT group institution welcomed the gatherings. Mr.Sugata Roy introduced the two eminent speakers Ms.Nalinaram, working for parenting magazines in Harini Media Ltd. and Ms.Arundhati swami, pioneer in family and school counselor in Chennai.

Ms.Nalinaram explained that, one hand parents were very anxious about their own health and families' health, in other hand worried about the stability of the work, finance and the child education. This anxiety tends to reflect to the child even they don't talk with the children because the children pickup the parent's sense easily. Besides the child's mind being anxious about corona virus, so many changes they think about wearing mask, social distancing, missing outing with friends, outdoor games. These are the trying times for both the parents and children. Though we are facing the uncertainty but spending more time with the family together. So this pandemic situation made connectivity between parents and children.



Arundhati swami delivered about the importance of connection between the parent and the child. She shared the points about this pandemic though scary and frightening really thrown up great opportunity to the family to meet together whether liked it or not. Let examined this pandemic situation, the children hangouts the school, no friends, no relatives, so complete stand still because of one little virus. But now the family or parents are the centre for children. The primary reason there need to be is available because they are seeking support most of the time. So spend time with the children like playing, cooking, gardening, house cleaning. Also she said that emotional connection between the child and the parent was very important, build trust with the child and the child felt secured.

Ms.Nalinaram said that in this scenario with understanding the connection with the child there are 4 key situations



1. Connecting by engaging your child in every day moments
2. Connecting the child when going into emotional situation
3. Connecting the child with the conflict situation
4. Connecting the child when you lose the control

With this 4 key situation the both speakers given tips for the parents to connect the children>

1. Connecting by engaging your child in every day moments

In this situation was explained by the speaker Nalinaram and she point out that, from the morning spend time with the child like wake up the children from bed and say good morning, play games, eating together, sharing experiences, ask the children to help cleaning, in cooking ask them to choose the dish..

2. Connecting the child when going into emotional situation:

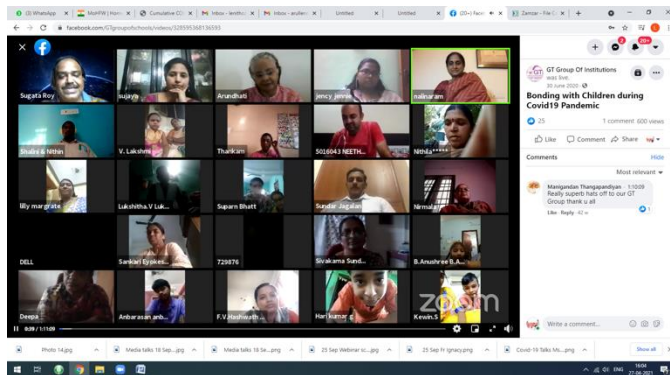
This connecting situation was briefed by the Speaker ArundathiSwami and she said that emotions are expressed as happy or sad for attentions seeking the child express the emotions. So the parent should think about expression and acknowledge the child's emotions, don't turn away from the emotion of the child.

### 3. Connecting the child with the conflict situation

Ms.Nalinararam said that depending on the mood of the parent should react with the children. First realized the upset conditions then talk with the child. Stay calm first then react. Please empathy with your child; if you react the conflict situation with your child, they won't respond you.

### 4. Connecting the child when you lose the control

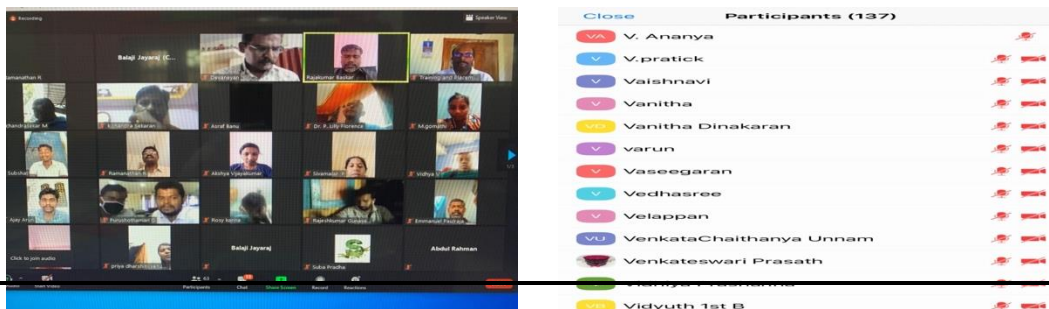
When the parent loses their control, they should go back to their child and repair the broken relations. Apart from the emotions it hurt the child so ask to apologize with the child then the child knew how to apologize.



Both speakers advised the parents to be a good mother and follow the positive parenting style. In the end Mr.Kauser, faculty from GT group of institution expressed vote of thanks for the speakers as well as the participants.

### ***Webinar on Stigma and Discrimination during Covid-19 on 07.07.2020 with MAM School of Engineering.***

The webinar was started with the welcome address delivered by the faculty of MAM School of Engineering and introduction session was taken by Mr.Rajakumar Bhaskar, UNICEF state consultant. Then Mr.Devaneyan delivered the key note address on Covid-19 and associated with the stigma and discrimination. Dr. N.Subramania Iyer presented about Covid-19 and associated with stigma and social discrimination and the few points were:



## **Social Stigma and Discrimination**

Corona spreading cause fear and anxiety and it leads to prejudices against people and communities. This situation creates the social isolation and stigma. It's a new disease and for which there are still many unknowns and lot of confusion in preventive measures. It is understandable that there is confusion, anxiety and fear among the public, these factors are fueling the harmful stereotypes.

When talking about corona virus disease, certain words(i.e suspect case, quarantine...) and language may have a negative meaning for people and fuel stigmatizing attitudes.

### **Addressing Stigma:**

Sufficient knowledge about how the new corona virus disease (COVID-19) is transmitted and treated, and how to prevent infection

Prioritize the collection, consolidate and disseminate of accurate country and community specific information about affected areas

Individual and group vulnerability to COVID-19, treatment options and where to access health care and information.

Use simple language and avoid clinical terms

Social media is useful for reaching a large number of people with health information at relatively low cost.

Finally the webinar was end up with the closing remarks was delivered by the staffs of the respective organizations. The session was very informative, and it makes the participants to realize and non-discriminate the infected persons with corona virus.

### ***Webinar on Bonding with Children during Covid-19 pandemic with MVM kovilamabakam institution on 10.07.2020***

Maharishi Vidya Mandir in association with UNICEF conducted the parenting webinar on 'Bonding with Children' for the parents, students, and faculties on 10<sup>th</sup> July 2020 at 4.00pm to 5.00pm.





**MVM Kovilambakkam**  
In association with **unicef**



## **PARENTING WEBINAR ON 'BONDING WITH CHILDREN'**

ON: FRIDAY, 10TH JULY, 2020  
TIME: 4.PM-5.PM

 **JOIN US!**  
**PLATFORM: UNICEF ZOOM LINK**  
**<https://unicef.zoom.us/j/96644887899>**

FOR MORE DETAILS:  
9003010014  
NO.207, RADHAKRISHNAN AVENUE, MEDAVAKKAM MAIN ROAD, KOVILAMBAKKAM, CHENNAI-129

Maharishi School of Excellence Senior Secondary, Chennai is one among the Maharishi Vidya Mandir (MVM) Schools group. CBSE curriculum, it is established to introduce Maharishiji's Consciousness Based Education System in mainstream school education to its students. This system (MCBE) has been tried, implemented successfully, and is repeatedly verified by over 700 scientific research studies conducted in 215 universities and independent research institutions of 35 countries. These studies have been published in 6 volumes and have documented the remarkable benefits of Consciousness Based Education e.g. greater use of intelligence, superior brain wave functioning, faster learning ability, faster reaction time, coherent thought process, longer retention of knowledge, improved health and reversal of aging. There were totally 500 participants from MVM kovilambakkam parents along with the children.

Ms.Anuradha Ramakrishnan from MVM had welcomed the gatherings and Mr.Sugata Roy, Communication Specialist; UNICEF introduced the chief guest Dr.B.Kalpana, Associate professor School of Public Health in SRM and Psychologist as well as the counselor over 25 years in Chennai, who delivered the lecture on how to parent should create the bonding with children.

The Speaker of the Session Dr.B.Kalpana presented the keynote address on "Bonding with Children". In the beginning she discussed about the parenting skills, she said that parenting should come naturally is not a learning also she suggested that parents give care because this Covid-19



pandemic admits all the eventually and parenting would be more than extending care in successful morrow. She emphasized on the children takes the parent as a role model, the child is independent morrow so the parent not interfere their life but support, motivate and encourage the child to do their activities and keep the expectation at reasonable level.

The speaker divided the parenting style into three types

1. Authoritarian: - the parents order the child to obey their words but this century it not works
2. Democratarian: - the parents share together with the child and given chance to take decision, the parent found successful child.
3. Autocratic: - spoils the child greater extent and permissive behavior

Dr.Kalpna given ideas to the parent to know about the child's advantage and disadvantage and she insisted that the parent should really found out what their child wants to become, don't be judgmental and comparing every child has unique way to represent their identity. She also suggested the parent to some important values to teach the child like legal and financial responsibilities and it makes the child successful morrow, teach the well being of the child, teach them healthy and safety social life, teach emotional development and develop the intellectual growth, teach them to helping the poor, helping the blind to cross the road, given reward for positive thing and punished the child if doesn't obey the rule, teach them to maintain the safety environment. She advised that always the parents should behind the child with their own believes so trust the child then only the child trust themselves. Finally she touched the point about the Covid-19 and asked them to teach them safe and healthy life in pandemic situation. She ordered all the parents to divert the children from the cell phones.

The session was ended with the vote of thanks delivered by Ms.Kavitha, Mathematics teacher of MVM.

***Webinar Series on impact of Covid-19 on Migration from 16.06.2020 to 06.08.2020***

### **Background of the Migration Webinar Series**

India is a vast country, and every year a substantial number of people migrate to larger cities of different states for seeking employment opportunities to earn bread and butter for their family.

Reverse migration refers to movement of people from place of employment to their native places. With the world coming to a standstill due to lockdown as a measure to combat COVID-19, limited employment opportunities, impending fear of unknown future and financial crisis, thousands of underprivileged people and labourers started to march back to their native places and home states. According to a report by World Bank, more than 40 million internal migrants have been affected due to COVID-19 and around 50,000–60,000 individuals migrated from urban to rural areas of origin in a period of few days. This internal migration of reverse nature is reported to be two and a half times that of an international relocation.



In the absence of transport facilities, during lockdown, the panic-stricken laborer's and their families including infants, pregnant women and the elderly walked thousands of kilometers barefoot without food and money to reach their native places. Many of these migrants were left stranded mid-way, facing starvation and misery, and some even died before they could reach their destination. In this regard UNICEF had played a major role to voice out for the migration to take the action creates awareness among the youth advocates and the Civil Society Organization about Migration and their children facing problems.

### **Objective of the webinar series**

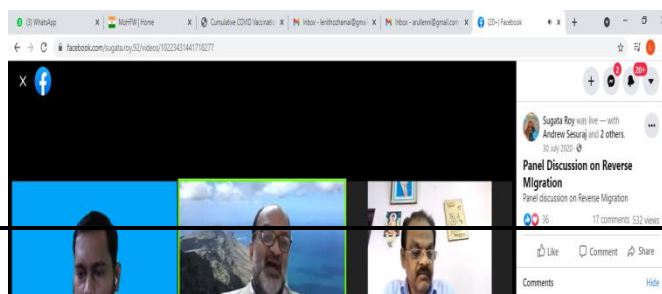
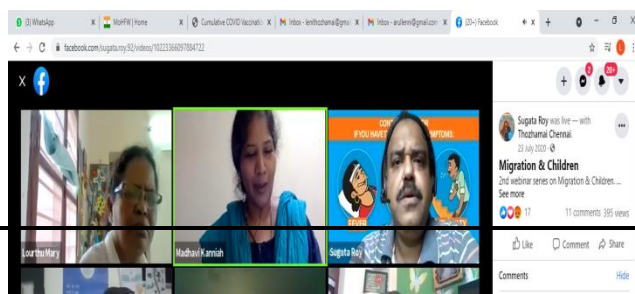
The webinar series on migration was started on 16.07.2020 and it aimed to provide knowledge on migration and to understand the reality of the migrants and their children and to realize their problems faced especially during this pandemic situation and to know the rights of the migration.

Date	Topic	Schedule of the program	Resource Person

16.07.2020	Impact of Covid-19 on Migration	Welcome Note	<b>Dr. Sr. Lourthu Mary fmm</b> Head of the Department Stella Maris College, Chennai
		Inaugural Address	<b>Dr. Pinaki Chakraborty</b> Chief Social Policy, UNICEF – State Office for Tamilnadu and Kerala
		Introductory Note	<b>Mr. Sugata Roy</b> Communication Specialist, UNICEF – State Office for Tamilnadu and Kerala
		Key Note Address	<b>1. Dr. Praveenakodoth</b> Professor – Centre for Development Studies, Thiruvanthapuram <b>2. Dr.Vinoj Abraham</b> Professor – Centre for Development Studies, Thiruvanthapuram
		Closing Remarks	<b>Mr. Devaneyan</b> Director, Thozhamai
23.06.2020	Migration and Children	Welcome Note	<b>Dr. Madhavi,</b> Stella Maris College, Chennai
		Inaugural Address & Introductory Note	<b>Mr. Sugata Roy</b> Communication Specialist, UNICEF – State Office for Tamilnadu and Kerala
		Key Note Address	<b>1. Dr. Praveenakodoth</b> Professor – Centre for Development Studies, Thiruvanthapuram

			<p><b>2. Dr.Vinoj Abraham</b> Professor – Centre for Development Studies, Thiruvanthapuram</p> <p><b>3. Dr.BaishaliGoswami</b> Associate fellow-Centre for Socio-economic &amp;Environmental Studies, Ernakulam</p>
		Closing Remarks	<p><b>Dr. Sr.Lourthu Mary fmm</b> Head of the Department Stella Maris College, Chennai</p>
30.03.2020	Migration and Reverse Migration in the age of Covid-19	Welcome Note	<p><b>Prof. Beulah Francis</b> Stella Maris College, Chennai</p>
		Inaugural Address	<p><b>Dr. Pinaki Chakraborty</b> Chief Social Policy, UNICEF – State Office for Tamilnadu and Kerala.</p>
		Introductory Note	<p><b>Prof. Beulah Francis</b> Stella Maris College, Chennai</p>
		Key Note Address	<p><b>1. Fr. Francis Bosco</b> Director, Don Bosco Migrant Service, Chennai</p> <p><b>2. Dr. Praveenakodoth</b> Professor – Centre for Development Studies, Thiruvanthapuram</p> <p><b>3. Dr.Vinoj Abraham</b> Professor – Centre for Development Studies, Thiruvanthapuram</p>

		Closing Remarks	<b>Mr. Devaneyan</b> Director, Thozhamai
06.07.2020	Migration Policy-during pandemic and beyond	Welcome Note	<b>Mr. Devaneyan</b> Director, Thozhamai
		Introductory Note	<b>Mr. Sugata Roy</b> Communication Specialist, UNICEF – State Office for Tamilnadu and Kerala
		Key Note Address	<b>1. Prof.Dr.M.Vijayabaskar,</b> Madras Institute of Development Studies Chennai <b>2. Dr.Jyoti Krishnan,</b> Social Development Expert Thiruvanthapuram <b>3. Dr. Praveenakodoth</b> Professor – Centre for Development Studies, Thiruvanthapuram <b>4. Dr.Vinoj Abraham</b> Professor – Centre for Development Studies, Thiruvanthapuram
		Closing Remarks	<b>Dr. Sr.Lourthu Mary fmm</b> Head of the Department Stella Maris College, Chennai



***Orientation on UNICEF and the role of UOC in Child Rights Advocacy 11.08.2020***

Stella Maris College, Chennai conducted the orientation on UNICEF and the role of UOC in Child Rights Advocacy for the Unicef on Campus (UOC) members and the orientation was



given by Mr. Sugata Roy, Advocacy and Communication Specialist, UNICEF and he talked about enabling an environment for the children to talk, to be able to voice out. Children's right to protection, survival, development and participation was also discussed. It was an interactive session where the participants were encouraged to raise questions and clarify their doubts. Question regarding child rights and violence were raised by the students and they were given detailed and informative answer by the Mr.Sugata Roy.

***Orientation on Child Rights situation in India and Youth engagement in Child Rights on 12.08.2020***

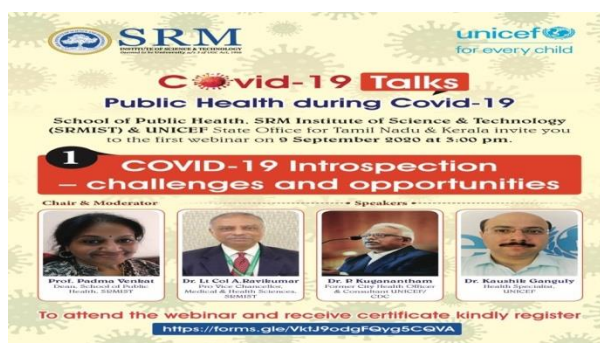
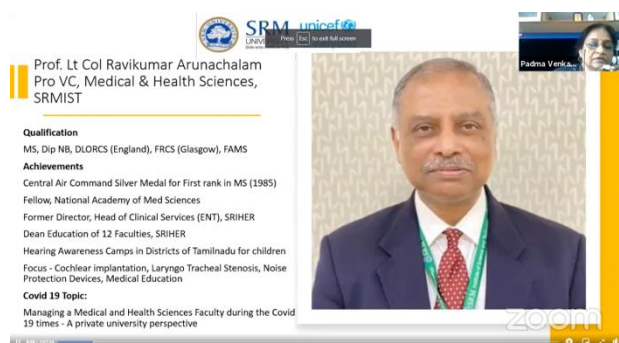
The orientation was conducted by Stella Maris College for the UOC members on Child Rights situation in India and Youth engagement in Child Rights and orientation by Mr. Devaneyan, Director of Thozhamai. He shared with the students his experience being a child activist. He delved into various issues ranging from child trafficking to cyber security. His heartfelt talk helped the students reflect on their role as youth advocates.

## ***Webinar series on Health during Covid-19 from 09 September 2020 to 07 October 2020***

SRM institute of Science and Technology (SRMIST) association with UNICEF organized the six webinars on Covid-19 Talks on Public Health. The objective of the webinar series is to analyze the challenges and opportunities faced by the public in mental, psycho social, maternal and child, in the field of health.

### **Covid-19 Talks 1: Introspection- Challenges and opportunities on 09 September 2020**

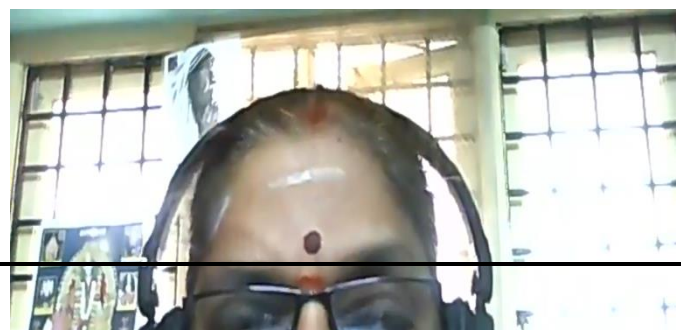
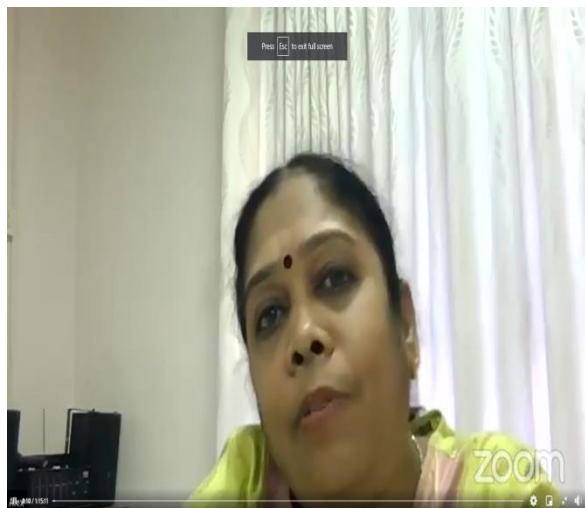
School of Public Health, SRM Institute of Science and Technology (SRMIST) and UNICEF, State office for Tamilnadu and Kerala conducted first webinar on 09 September 2020 at 3.pm. The topic of the series is Covid-19 Introspection- Challenges and opportunities and totally 400 participants attended the Public Health during Covid-19 webinar series. The eminent speakers were **Dr.Ravikumar**, pro Vice Chancellor, Medical & health Scinces, SRMIST who shared the following points about Covid-19 challenges. 1.This pandemic has changed the health and landscape at the work place2. How to put on, use, take off and dispose of a mask 3.Financial implication, Dr. Kuganantham, former city health officer and consultant, UNICEF, who expressed the following view points to the participants .History of pandemics,strategies to control the pandemic, how to minimize the spread, treatment, three types of mutations, case fatality and infection fatality ration in Tamilnadu and the challenges in socially, economically, health and in the life style. Finally Dr. Kaushik Ganguly, Health Specialist, UNICEF, who explained the characteristics of health system in finance lens, drawbacks of the current organization of the health system, consequences during Covid-19 and the strategic opportunity. Mr.Sugata Roy, Communication specialist, UNICEF, concluded the session with the vote of thanks.





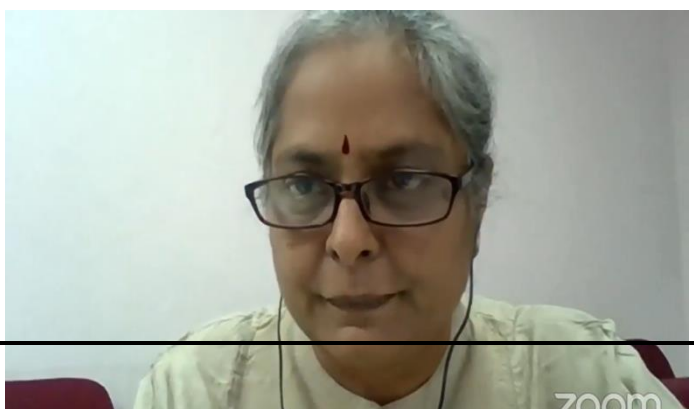
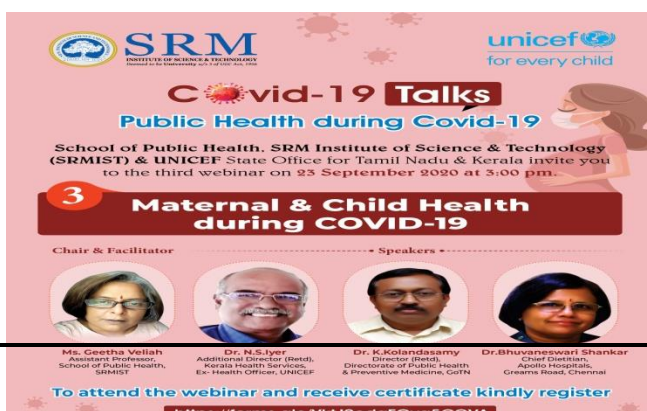
## Covid-19 Talks 2: Managing Mental Health & Psycho-social consideration during Covid-19 on 16 September 2020

Dr. B.Kalpna, Associate Professor, School of Public Health, SRMIST was started the webinar session with introducing the expert speakers like Dr.S.Vivekanadan, Consultant Psychiatrist, Chennai Psychiatrist, IMH, Singapore, Dr.S.Usharani, Assistant Professor, Women's Christian College, Chennai and Dr. Kaushik Ganguly, Health Specialist, UNICEF. **Dr.S.Vivekanadan** more concentrated on patient perceptions for Covid-19, category of Corona Virus, and Stigma related to mental health. **Dr.S.Usharani** put forth points on what you mean by Stress? , stress reactions, causes of stress during pandemic situation, mental symptoms, emotional symptoms, stress coping strategies and managing stress in Covid-19. **Dr. Kaushik Ganguly**, put forth his collective remarks based on the previous speakers' concepts and came forward with short and conclusive summary points.



### Covid-19 Talks 3: Maternal & Child Health during Covid-19 on 23 September 2020

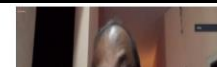
Ms. Geetha Vellah, Associate Professor, School of Public Health, SRMIST was started the webinar session and reported the total cases, active cases, recovered cases and death cases of Covid-19 also Ms. Geetha exposed the data of routine checks of pregnant women and Child immunization during lockdown and introduced the expert speakers like Dr.N.S.Iyer, Additional Director (Retd), Kerala Health Services, Ex-Health officer, UNICEF, Dr.K.Kolandasamy, Director(Retd), Directorate of Public Health & Preventive Medicine, Government of Tamil Nadu and Dr. Bhuvaneshwari Shankar, Chief Dietitian, Apollo Hospitals, Greaves Road, Chennai. Dr.K.Kolandasamy speaks about Covid-19 Prevention Strategies and MCH Services, history of Corona Virus, symptoms of Corona Virus, transmission of Corona Virus, Disinfection of unhygienic places, strategies to improve the ability of human body to resist the virus, care of Pregnant Women and the facts about Covid-19 and Breastfeeding. Dr. Bhuvaneshwari Shankar put forth points on Malnutrition and Covid-19, Access to nutritious, safe, and affordable diets, Social protection, Immunity, Balanced diet and the main Keys to safer food. Dr.N.S.Iyer, in his talk pointed out the Covid-19 effects on maternal behavior, pregnancy outcomes with confirmed Covid-19. And he explained the following questions 1. Can Covid-19 be passed through breastfeeding? 2. In communities where Covid-19 is prevalent, should mothers breastfeed? 3. Following delivery, should a baby immediately place skin-to-skin and breastfeed if the mother is confirmed or suspected to have Covid-19? 4. Can women with confirmed or suspected Covid-19 breastfeed? And who speaks about the essential care for newborn during Covid-19. Finally Dr. Kaushik Ganguly put forth his collective remarks based on the previous speakers' concepts and came forward with short and conclusive summary points.





#### Covid-19 Talks 4: Risk Communication and Community Engagement during Emergencies on 30 September 2020

School of Public Health, SRM Institute of Science and Technology (SRMIST) and UNICEF, State office for Tamilnadu and Kerala jointly organized the 4th webinar on risk communication and community engagement during emergency on 30th September 2020 at 3.00pm. Dr.K.S. Vignesh assistant professor, School of Public Health, SRMIST moderate the webinar session and introduced the eminent speakers were Mr. D.K. Bose, Expresident, Ogilvy & Mather Advertising & social and behavior change, Communication Expert, Mr. Suresh Mariaselvam, Independent communication development consultant and Adjunct faculty at institution of Higher Education and Mr. Sugata Roy Communication Specialist, UNICEF, Chennai. Mr. Bose mainly focused on the role of effective communication during pandemic and who stressed point is the message should be constructed as a stimulus; the stimulus is engaging the mind. Mr. Sugata Roy highlighted points were, how do people respond to any emergency, trends during crisis and emergency, Communication during emergency, 6 principles of communication during emergency, Understanding my audience, Maximize message impact and Audience feedback.



## Covid-19 Talks 5: Impact of Covid-19 on Demography and Fiscal System on 07 October 2020

School of Public Health, SRM Institute of Science and Technology (SRMIST) and UNICEF, State office for Tamilnadu and Kerala jointly organized the 5<sup>th</sup> webinar about Impact of Covid-19 on Demographic and Fiscal system on 07<sup>th</sup> October 2020 at 3.00pm. Dr.Alex Joseph assistant professor, School of Public Health, SRMIST started the webinar session and put forth his few points on topic like, total death case of India, 23% of migrant workers return home, Covid-19 not an equal opportunity, share market has crashed, the year 2020 will be remembered as the year that herald great global changes in reaction to the Covid-19 pandemic. Also introduced the eminent speakers were Prof. Dr. K.S. James, Director and Senior Professor, International Institute of Population Sciences and Prof. Dr. Pinaki Chakraborty Chief Social Policy, UNICEF State office for Tamilnadu and Kerala. Dr. K.S. James briefly explained about the demography of Covid-19 pandemic in India, who mainly focused on the common man perspective and demographic perspective the both were interlinked. Next he explained the vital demographic indicators like Births, Deaths and Migration. Dr. Pinaki exposed his views on public finance economy and Covid-19 on that who categorized the presentation into three parts 1. What is the likely scenario of the economic growth in the coming years 2.What are the issues that are critically important for livelihood and security for those who lose their jobs? 3. Resumptions of mobility and exchange.





***Webinar on Effective Public Health communication during pandemic addressing communication challenges on 25.09.2020 with St.Xaviers college palayamkottai***

St.Xaviers college, Palayamkottai and Unicef, Chennai jointly organized the webinar on “Effective Public Health Communication during Pandemic- addressing communication challenges”. Rev. Dr. Alphonse Manickam, Secretary, St.Xaviers college, Palayamkottai with his enlighten words welcomed all the gatherings especially the Webinar’s expert speakers. Mr. Sugata Roy presentation was on Communication during Humanitarian Crisis and Emergency and the highlighted points were, how do people respond to any emergency, trends during crisis and emergency, Communication during emergency, 6 principles of communication during emergency, Understanding my audience, Maximize message impact and Audience feedback. Mr. Bose mainly focused on the role of effective communication during pandemic and who stressed point is the message should be constructed as a stimulus; the stimulus is engaging the mind. Body language is different for different people for the same message. Mr.A.Devaneyan, Director – Thozhamai concluded the session with Q & A and Vote of Thanks



***Online Workshop on Role of Educators in preventing and Responding to Child Sexual Abuse 19.11.2020***

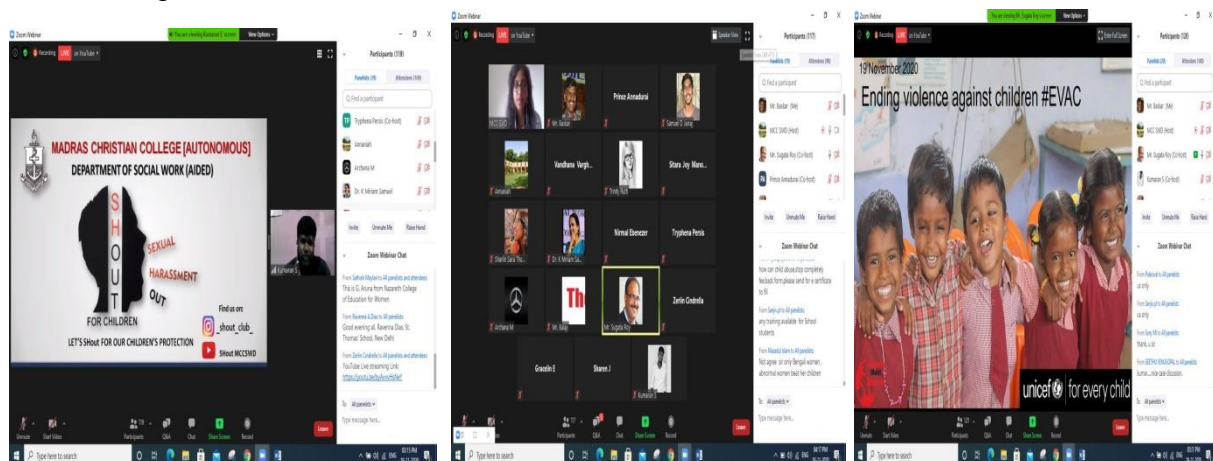
The SHout Club of the department of social work, Madras Christian College, conducted an online workshop in collaboration with UNICEF India on ‘Role of Educators in Preventing and Responding to Child Sexual Abuse’ on 19 November 2020. Dr.K Mariam Samuel welcomed all



the gatherings and the eminent speaker Mr.Sugata Roy, Communication specialist, UNICEF Chennai for the online workshop. Dr. Mariam explained the evolution of the SHout club in the department of social work also she said the purpose of the club is to create a nurturing environment for children by preventing the child sexual abuse and raising awareness about child sexual abuse specially creating awareness in schools and in community groups. Mr.Kumaran shared about the vision, mission, objectives, motives, achievements and trainings of the Shout Club then he continued with the icebreaker session.

Mr. Sugata Roy addressed about Ending Violence against Children, on that he mentioned the various forms of violence and steps to stop that violence and he highlighted the following points

- Why should educators to be stakeholders in child abuse prevention?
- Recognizing and reporting Child Sexual Abuse
- Handling disclosure and providing support
- Preventing child sexual abuse.



### ***Orientation on “Blogging” for the UOC club members from Stella Maris College on 20.11.2020***

UNICEF on Campus (UOC) club of the department of social work, Stella Maris College, Chennai in association with Thozhamai and UNICEF, Chennai organized an orientation on blogging. The main agenda is to improve the writing skills of youth advocates so that they would be able to advocate on key issues with high level of strategic precision. The webinar was started with the prayer by Ms. Rebacca Andrea, Ms.Alyssa delivered the welcome address also introduced the guest speaker Mr. Idhries Ahmad, Communication officer, UNICEF, India.



Mr. Idhries Ahmed highlighted points about World Children's Day activities of UNICEF and said that for World Children's day UNICEF aims to engage bloggers and vloggers to use their platforms to raise their voice around issues affecting children in India because of Covid-19 pandemic and climate change also motivated the UOC members to write about the Child rights and advocate the children to take over the blogs of your. Finally he asked the members to create own stories and upload in the UNICEF page and who shared that web page address.

## 2.3 Covid-19 Talks Webinar by Celebrity Anchor

*Unicef Celebrity Advocate Ms. Trisha Krishna talks with adolescents through Virtual platforms on 11 October 2020 International Girl Child Day:*

Unicef Celebrity Advocate Ms. Trisha Krishna talks with adolescents through Virtual platforms on 11 October 2020 International Girl Child Day. Many Adolescents from community have watched the programme in the virtual platform. It also has been shared through the social media for the community adolescent members. The programme was made live on Facebook and Instagram.



**Facebook link:**

<https://facebook.com/unicefindia/>

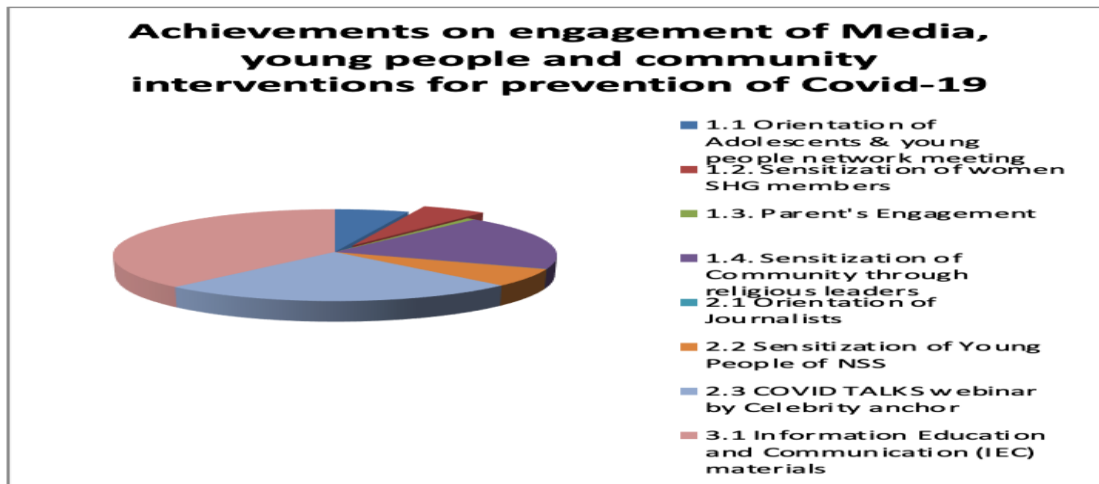
**Instagram link:** <https://www.instagram.com/unicefindia/?hl=en>

## Formation of IEC materials

- Covid-19 Awareness Material (Tamil) **poster 1**
- Breast Feeding Week - Hand bills 2020 (Tamil) **Poster 2**
- Covid-19 Behaviour Guidelines (English, Tamil, Malayalam) **poster 3,4,5**
- Hand Washing Techniques **poster 6**
- Covid-19 risk minimize (Tamil) **poster 7**
- Post Discharge Covid-19 Patients (Tamil, Malayalam) **Poster 8, 9**
- Mask wearing methods (Tamil) **Poster 10**
- Covid-19 appropriate behaviour **Poster 11**

## Testimonials

Engagement of Media, young people and community interventions for prevention of Covid-19	Achieved
1.1 Orientation of Adolescents & young people network meeting	4,543
1.2. Sensitization of women SHG members	4,051
1.3. Parent's Engagement	536
1.4. Sensitization of Community through religious leaders	15,272
2.1 Orientation of Journalists	50
2.2 Sensitization of Young People of NSS	5,000
2.3 COVID TALKS webinar by Celebrity anchor	19,500
3.1 Information Education and Communication (IEC) materials	30,000



## Annexures

### Media Links:

#### 1. Child Marriage and Covid-19

<https://www.hindutamil.in/news/tamilnadu/561778-child-marriages-hike-in-tamilnadu-during-lockdown.html>

#### 2. Child Protection

<https://www.youtube.com/watch?v=yaOnBNL3XpE&feature=youtu.be>

#### 3. Responsibility for child Protection

<https://www.youtube.com/watch?v=o7aFKUr8Z6Y>

#### 4. Online classes affecting behavior as well as the knowledge

<https://www.youtube.com/watch?v=66V-UUk4mi0&feature=youtu.be>

#### 5. Causes of Online classes

<https://www.vikatan.com/government-and-politics/education/merits-and-demerits-of-television-classes-for-school-children>

#### 6. Child Protection

<https://www.youtube.com/watch?v=e1IVd9w0JPk&feature=youtu.be>

#### 7. POCSO Act

<https://www.youtube.com/watch?v=rJS3QvobQLk&feature=youtu.be>

#### 8. Child bonded Labour

<https://www.vikatan.com/social-affairs/kids/experiences-of-an-abducted-child-who-returned-after-9-years>

9. Online classes lead to economic crisis

<https://www.youtube.com/watch?v=0gYp1010iMc&feature=youtu.be>

10. Covid-19 was affected the children's education:

[https://www.youtube.com/watch?v=F0bzy\\_fEzwg](https://www.youtube.com/watch?v=F0bzy_fEzwg)

11. Ban of online games will create great impact with the adolescents

<https://www.youtube.com/watch?v=H6My52mc5UQ>

12. Causes for dropouts

[https://youtu.be/-YJlt\\_i5WpA](https://youtu.be/-YJlt_i5WpA)

13. The girls make sexual allegations against those who investigate the sexual complaints

<https://www.nakkheeran.in/special-articles/special-article/girls-home-incident-child-welfare-group-controversy>

14. Child Adoption merits and demerits

<https://fb.watch/1zD0sZo7-U/>

15. Spurt in child labor during pandemic

<https://www.newsclick.in/tamil-nadu-rising-child-labour-unchecked-govt-fails-pay-heed>

16. Increasing child labor during the Corona period

<https://www.youtube.com/watch?v=uxpEZa4VcKI&feature=youtu.be>

17. Nivar Cyclone affected Semmencherry people's livelihood

<https://www.bbc.com/tamil/india-55108929>

18. Child marriage, Dropouts, Corona-2<sup>nd</sup> wave, in this complicated situation school opening is possible:

<https://www.hindutamil.in/news/tamilnadu/606809-dropout-child-marriage-corona-2nd-wave-monsoon-when-is-school-opening-possible.html>

19. Human Rights vs. individual human rights

<https://youtu.be/IIkXTNPhccM>



