

File No. J-11060/37/2017-RL
Government of India
Ministry of Rural Development
Rural Livelihoods Division

7th Floor, NDCC II Building
Jai Singh Road
New Delhi-110001
Dated: 26.03.2020

To

The State Mission Directors/CEOs
All States/UTs

Subject: Activities at different level to address COVID-19

Madam/Sir

This is in continuation to letter number J-11060/37/2017-RL dated 11th March 2020 regarding dissemination of information pertaining to COVID-19. In view of the continuing Corona Virus situation, sustained efforts are required for its prevention, control and address that issues that have emerged due to COVID-19 outbreak at the community level.

In this context, pl find attached herewith an advisory on the indicative activities at different levels i.e State Rural Livelihoods Mission (SRLM) and community institutions has been issued. All SMDs/CEOs are requested to take necessary action for the implementation of the advisory and submit the compliance report to this office on a regular basis.

Yours Faithfully,

(Nita Kejrewal)
Joint Secretary (RL)

Advisory on activities to be undertaken under the FNHW component of DAY-NRLM, in response to COVID-19 outbreak:

In order to ensure proper awareness generation about COVID-19 outbreak and to enable the SHG members to be better prepared to manage themselves in the current scenario, as well as to support in amelioration of the difficulties being faced by the disadvantaged sections of the society, SRLMs are advised to consider following activities through community institutions under DAY-NRLM and issue directions accordingly.

All the activities undertaken by SRLMs must follow Advisories issued by MoHFW including advices regarding social distancing, mass gathering or any other Advisory issued by the state with regard to COVID-19 outbreak.

All the Staff and members shall follow preventive measures as specified by the MoHFW on COVID - 19.

A. Activities to be undertaken by SRLMs:

- i. Coordinate with department of health for latest updates and advisories and issue instructions as required.
- ii. List emergency contact details and information e.g. helpline numbers, hospitals conducting COVID-19 tests etc and share up to SHG level.
- iii. Use community radio where ever available or any other available medium for spreading messages on COVID-19.
- iv. Provide technical resource material for reference at all levels. Awareness material has been developed by MoHFW and can be accessed from the following link: <https://www.mohfw.gov.in/>.
- v. In view of on-going lockdown, a chain of communication can be developed: SMMU – DMMU – BMMU – CLF – VO - SHG Leaders / members. The communication with teams and members may be done through email, messages, WhatsApp and phone. Digital messaging at community level may be done for dissemination of information and local coordination may be done over phone, messages and WhatsApp. Awareness generation may be ensured on the COVID-19 virus situation, particularly with regard to the following:
 - a. Awareness on impact of COVID-19 spread and suggested preventive and control measures
 - Realization of possible harmful impact of COVID-19 spread is needed, hence awareness on this may be emphasized.
 - Preventive measures to contain COVID-19 have been specified by the MoHFW and may be reiterated to the community.
 - Resource material in form of poster, advisory, comic book, video, audio etc are available on the MoHFW website.

- b. Awareness on correct method of handwashing
 - Resource material may be available with SRLMs as it is a critical component of FNHW intervention package.
 - Awareness may be imparted considering social distancing and mass gathering advisories issued by the MoHFW.
- c. Awareness on not touching of nose, mouth and eyes and not spitting in public
 - As nose, mouth and eyes are the entry points of Virus, awareness on not touching them may be imparted.
 - Harmful effects of spitting in public may be emphasized.
 - Posters developed by MoHFW on these have already been shared with the SRLMs.
- d. Awareness on social distancing
 - Awareness on importance of social distancing and potential harmful effects if not followed may be emphasized.
 - Awareness on not conducting any social, cultural or mass gathering may be conducted.
 - Advisory on social distancing has been issued by the MoHFW and is available on its website.
- e. Awareness on myths may be addressed and correct information may be disseminated (Content is provided in the role of frontline workers in prevention and management of Corona Virus issued by MoHFW).
- vi. Support in production of sanitizers, soaps, mask and gloves making through community Institutions, as initiated by various SRLMs, and ensure quality standards to be followed. Hygiene has to be ensured during production, supply and distribution.
- vii. Support in cooking and distribution of meals for the needy etc. through groups that already have the existing infrastructure and expertise. *This would include running Community Kitchens in collaboration with State and District Administrations. As is already being done in Kerala through the community institutions. (A copy of the news article in this regard is attached.*
- viii. SRLM needs to identify the needy VOs, disburse of Vulnerability Reduction Fund to VOs and issue an advisory for allowing loans from VRF for COVID-19 medical emergencies, food security and health security etc. This may include provision for basic necessities like food, soap, access to treatment etc or any other as per VO's discretion

B. Activities to be undertaken by Community Institutions:

- i. Ensure that members follow preventive measures while undertaking any activity related to COVID-19 including maintaining distancing while working, washing hands regularly, maintain hygiene and social distancing as required.

- ii. Support in production of sanitizers, soaps, mask and gloves making as initiated by various SRLMs and ensure quality standards to be followed. Hygiene has to be ensured during production, supply and distribution.
- iii. If any SHG member/VO requires capital for purchase of raw material, production and distribution of Sanitizers, soaps, masks and gloves, loans can be disbursed either from Bank loan or CIF. (A letter in this regard has already been sent by the office of AS, MoRD to SRLMs on 23rd March 2020.)
- iv. Cooking and distribution of meals for the needy etc. may be done by groups that already have the existing infrastructure and expertise.
- v. Encourage social distancing and discourage any social, cultural or mass gatherings being organized in the community and report if required.
- vi. Report if any Indian or Foreigners travelled to COVID-19 affected countries in last 14 days are noticed.
- vii. Coordinate with ASHA and AWW in prevention and management of Corona Virus. A brochure has been issued by MoHFW on role of frontline workers in prevention and management of Corona Virus (attached with the email).

c. Disbursement and rescheduling of loans

- i. Disbursement of loans to needy SHG members for food security, medical emergency or production of sanitizers, soaps, mask etc by getting the consensus of member through phone. If it is not possible, disbursing loans and ratifying it in SHG meetings later.
- ii. Moratorium period 2 to 3 months for repayment of loans may be given to needy borrowers, if requested.
- iii. Loan rescheduling can be done to needy borrowers, if required.