

Building Sustainable Communities



- Awareness on Coronavirus in Villages & Rural Health Care through 3 Mobile Health Vans
- Sustainable Rice Production with the Conservation of Natural Resources through Direct Seeded Rice
- Reviving Cotton Production and Increasing Growers' Income in India through Eco-friendly PB knot technology
- ASMITA Project- Women Empowerment through Improved access to credit and livelihood initiatives in 20 Villages
- Improving Learning Outcomes in 135 Govt. Elementary Schools

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HEALTH, HYGIENE AND SANITATION

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Increase access to quality healthcare Improve Preventive healthcare 	<ul style="list-style-type: none"> Around 1,10,000 people will be treated by Mobile Health Vans and health camps 80 % decrease in primary healthcare issues within MMU outreach COVID-19 relief interventions Support government, District administration, municipal corporation, farmers and communities during COVID-19 pandemic

ENVIRONMENTAL SUSTAINABILITY THROUGH SUSTAINABLE AGRICULTURAL PRACTICES

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Impart Sustainable Agricultural practices Environmental Sustainability through Conservation of Natural Resources Environmental and health consciousness through stewardship 	<ul style="list-style-type: none"> Will benefit Over 40,000 new farmers through DSR 1.8 trillion liters of water will be saved using DSR Avg. ₹7,500/Acre will be saved in the cost of paddy cultivation Promote product stewardship

WOMEN EMPOWERMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Improve Financial and legal literacy Livelihood Promotion Develop women entrepreneurs 	<ul style="list-style-type: none"> > 7,000 women will be covered through programme > 4,000 women will have undergone financial and legal literacy training > 3,000 women will have better livelihood opportunities and income generating activities

QUALITY EDUCATION AND SKILL DEVELOPMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Improve age appropriate learning levels Improve attendance Maximize the CSR programme reach Improve youth's employability through skill development 	<ul style="list-style-type: none"> 70% Increase in class appropriate learning levels ~15,000 students will be covered through the programme Train ~500 underprivileged youth and help them obtain jobs

RURAL INFRASTRUCTURE DEVELOPMENT

Objectives	Expected Outcome FY'22
<ul style="list-style-type: none"> Strengthening rural infrastructure through need based interventions Strengthening drainage network to improve sanitation facilities in the villages Farmers empowerment 	<ul style="list-style-type: none"> Strengthening rural electrification, roads, drinking water and toilets. Strengthening of drainage network around plant location Need based farmer empowerment programmes



Awareness on Coronavirus in Villages & Rural Health Care through 3 Mobile Health Vans

PI Foundation in collaboration with GVK-EMRI is implementing Swasthya Seva through 3 Mobile Medical Vans that supports more than one lakh population from remote 64 villages of Jambusar.

As the country battled the destructive second COVID-19 wave, PI Industries displayed exemplary corporate social responsibility by offering innovative and agile solutions across India to fight the outbreak.

PI Foundation and its partners are continuously organising awareness sessions on precautions against COVID-19 and screening of potential cases in villages around Jambusar and Panoli and simultaneously emphasizing on the vaccination drive initiated by the government with its availability at different centres. Mobile Health Van staff spread the message among community members and beneficiaries come to avail the health services.





Highlights of the ongoing activities for the month:

- Screening of 150 labor once a week around Jambusar plant

Coverage		
Mobile Health Unit in field		3
Villages Covered		64
Population Covered		1,18,851
Operations		
Total Beneficiaries treated (15 April, 2016 - October, 2021)		4,93,606
Total Beneficiaries treated in October, 2021		7,580
Total working days in October, 2021		24
Performance		
Avg. Beneficiaries / MHU / Day		105
Avg. Villages visited / MHU / Day		3
MHU wise beneficiary report - Jambusar	Route	Beneficiary count - Oct. 2021
MHU_PIF_1	Route-1	2,825
MHU_PIF_2	Route-2	2,707
MHU_PIF_3	Route-3	2,048





Sustainable Rice Production with the Conservation of Natural Resources through Direct Seeded Rice in Multiple States of India

PI Foundation has been directly working with farmers in the agriculturally backward regions of the country to promote a farming system that is environmentally, economically, and socially sustainable. The programme is being conducted in association with State Agricultural Universities and reputed NGOs.

Sowing for Kharif season is complete in majority of locations. Our field teams have been regularly conducting field days and farmer meetings keeping in view safety and necessity of precautions to be taken in the COVID-19 crisis. Our field team propagates the benefits of Direct Seeded Rice (DSR) technique through widespread farm demonstrations, awareness camps, farmers meetings and trainings to rural youth and farmers across the country in multiple rice growing states.



State-wise Progress:

S.No.	Name of the State	No of Districts/ Territories covered	No of Demonstration plots	No of field days	No of farmer meetings	No of farmers attended
1	Haryana	10	90	118	126	7219
2	Punjab	15	150	156	564	19,028
3	West Bengal	5	25	17	18	463
4	Chhattisgarh	8	70	149	82	1712
5	Andhra Pradesh & Telangana	11	55	169	177	2229
6	Karnataka	5	45	9	82	1161
	Total	54	435	618	1049	31,812



Points of Discussion in DSR Meetings:

Field Preparation

- Conservation of water
- More profit and less input expenses in DSR cultivation
- Insect and disease management (rice herbicide portfolio)
- Yield benefits of DSR Technique
- Saving in labour cost
- Timely disease and pest management in DSR
- Disease and pest pressure in DSR. Knowledge for coming disease/pest and possible remedy was also discussed
- Weed management in DSR
- Ease of Plant Protection in DSR when compared to Transplanted Rice
- Regular stewardship and safety trainings are also being organized for farmers to ensure their maximum safety with simultaneous protection of natural resources





Summary of DSR work done in kharif season so far:

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
Haryana	Hisar	Hisar	10	11	15	821
	Sirsa	Sirsa	4	11	10	616
	Jind	Jind	15	14	19	785
	Fatehabad	Fatehabad	6	12	13	760
	Kaithal	Kaithal	21	13	15	844
	Kurukshetra	Kurukshetra	11	9	14	684
	Karnal	Karnal	8	11	13	732
	Sonipat	Sonipat	5	13	10	690
	Panipat	Panipat	5	9	8	576
	Ambala	Ambala	5	15	9	711
Punjab	Fazilka	Abohar	10	5	54	1532
	Barnala	Barnala	10	7	56	1624
	Kotkapura	Kotkapura	10	4	23	805
	Muktsar	Malout	10	6	62	1930
	Mansa	Mansa	10	5	56	1765
	Sangrur	Sangrur	10	6	57	1856
	Amritsar	Amritsar	10	14	29	1024
	Gurdaspur	Gurdaspur	10	15	22	838
	Hosiarpur	Hosiarpur	10	12	18	789
	Jalandhar	Jalandhar	10	14	32	1147
	Moga	Moga	10	15	32	1276
	Kharar	Kharar	10	15	35	1272
	Patiala	Patiala	10	14	25	1036
	Ludhiana	Ludhiana	10	15	43	1280
Jammu	Jammu	10	9	20	854	

CSR NEWSLETTER

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CSR FY'22 | HEALTH, HYGIENE AND SANITATION | ENVIRONMENTAL SUSTAINABILITY | WOMEN EMPOWERMENT | EDUCATION

OCTOBER 2021

State	Districts	Territories	No. of demonstration plots	No. of field days	No. of farmer's meetings	No. of farmer's attended
West Bengal	Midnapur West	Midnapur West	7	2	2	18
	Midnapur East	Midnapur East	5	2	2	25
	Bankura	Bankura	5	1	0	12
	South 24 PGS	Kolkata	3	1	0	8
	Burdwan	Burdwan	5	1	1	15
Chhattisgarh	Kanker	Midnapur West	7	5	5	118
	Dhamtari/Balod	Midnapur East	5	5	5	117
	Dhamtari/Gariyaband	Bankura	5	4	2	77
	Mahasamund	Kolkata	3	2	1	33
	Raipur	Burdwan	5	1	5	118
	Rajnandgaon	Charama	5	9	8	180
	Janjgir	Dhamtari	10	25	20	520
	Bilaspur	Kurud	17	21	14	110
Andhra Pradesh & Telangana	Nagar Kurnool	Mahasamund	11	25	10	200
	Nizamabad	Raipur	19	42	12	400
	karimnagar	Rajnandgaon	2	5	4	80
	Khammam	Janjgir	5	9	5	102
	Nandyal	Bilaspur	1	13	9	120
	Eluru	Nagar Kurnool	5	20	22	234
	Guntur	Nizamabad	5	18	18	203
	Miryalguda	karimnagar	5	17	16	211
	Vijayanagaram	Khammam	5	19	18	233
	Wrangal	Nandyal	5	15	14	186
	Krishna	Eluru	5	12	16	210
Karnataka	Mysore (Nanjanagud)	Guntur	5	9	9	131
	Mandya(Malavalli)	M. Guda	5	13	17	230
	Chamarajanagar (Kollegal)	Vijayanagaram	5	15	15	173
	T Narasipura	Wrangal	5	16	16	206
	Mandya	Vijayawada-2	5	15	16	212
Total			435	618	1049	31812



Transforming Rural Livelihood through Farmers Field School

PI Foundation is working closely with small holders' tribal farmers in the agriculturally backward region of Jharkhand. The project was envisaged to enhance the productivity of the farming land through training of farmers. Progressive farmers were identified and five demonstration plots were set up as Farmers Field School (FFS) in the project locations. The centres serve as the learning centre for the local farmers. During the month, farmers learnt how to prepare vermin compost, NADEP, Bio compost and Vermin Vast which has negligible cost and leads to increase in crop yield. Apart from this we also demonstrated different types of water management techniques which can reduce the wastage of water. All the above techniques are environment friendly and economically viable. The sector is constrained by various problems including limited infrastructure, underdeveloped value chains, water resource and land degradation along with plant pests and diseases.





During the month of October, farmers learnt the cycle of various crops such as tomato, brinjal, lady finger, cabbage, bottle gourd, pointed gourd, chilli, radish and leafy vegetables apart from Banana and lemon grass. Apart from this, farmers also learnt different types of water conservation techniques which can ensure availability of water during peak summer. Training of target farmers were conducted through interactive sessions and group activities. Exposure visits were conducted on the demo fields. Facilitators were instrumental in upgrading the knowledge of the surrounding farmers through field days and training programmes.

108 farmers participated in the demo fields of selected districts of Jharkhand for the field preparation and doha for water conservation. Seasonal vegetables and fruits have been sown by farmers in their field using best practices of demo fields.

The details of 5 demonstration sites along-with the farmers undergoing training in the districts of East Singhbhum and Saraikela-Kharsawan location-wise:

Name of the Village	Gram Panchayat	District	Number of farmers participating in training
Manpita	Hurlung	East Singhbhum	21
Khairbani	Lohabasa	East Singhbhum	22
Chaliama	Tumung	Sarikela Kharsawan	20
Rajdoha	Domjori	East Singhbhum	21
Byangbil	Byangbil	East Singhbhum	24





Reviving Cotton Production and Increasing Growers' Income in India through Eco-friendly PB Knot Technology



PI Foundation in collaboration with The South Asia Biotechnology Centre (SABC) & Roots Foundation has launched an innovative and multi-stakeholder “PROJECT BANDHAN : A Knot of PBW Protection” to embrace cutting-edge innovation by tagging the environmental friendly PB Knot technology to protect the cotton plant from devastating PBW (Pectinophora gossypiella).

Pink Bollworm (PBW) is one of the major pests that attacks cotton in India. Its infestation is a big menace to cotton cultivation in cotton growing regions of the country. Cotton growers from across the country have to incur huge yield loss due to PBW infestation. ‘Project Bandhan’ is an exemplary initiative to promote pheromone based IPM production system of cotton. The project involves adopting villages to showcase IPM Package of Practices and implement mating disruption technology on a mass scale to control Pink Bollworm (PBW).

As part of the CSR initiative, PI Foundation is keen to support the area wide implementation of Project Bandhan and is committed to sustainable agriculture and environmental protection. Selection of plots has been done and implementation started under the supervision of MDO.





Project Update:

- Plot selection has been done; 19 plots selected
- Appointed 9 MDO and 4 Supervisor for the plot's monitoring
- Pheromone Trap installation done
- All plots are in good condition
- Recorded the observation 15 days interval as per protocol
- Initiated the 2 PLD application
- Created the hype in the PB Knot LPDs
- Collecting the Cotton HNF Farmers
- Crop stage – Now the stage will be 1st picking
- Pest incidence will be low to medium in all the plots
- Observation- Pheromone traps counts-1-2 PBW/traps
- Rosette flowers counts are negligible
- Taking the observation green boll damage PB damage in our plot and FP
- Captured the good photographs 2 LPDs
- 400 Cotton farmers in surrounding villages
- Planning to conduct Field days next week

Zone	Region	Territory	Market	Village	Acres	PB Knot LPD Date
SZ2	South Telangana	Warangal	Mulugu	Keshavapur	62.5	30-07-2021
SZ2	South Telangana	Adilabad	Kagaznagar	Bodapalli	62.5	01-08-2021
SZ2	Rayalaseema	Adoni	Emiganoor	Upparahal	62.5	15-08-2021
SZ2	Rayalaseema	Adoni	Adoni	Peta	62.5	16-08-2021
SZ2	North Telangana	Miryalaguda	Munugodu	Avuvani	62.5	13-08-2021
SZ2	North Telangana	Rangareddy	Sadashivapet	Bobbigam	62.5	29-07-2021
SZ2	South Costal Andhra	Vij 2	Nandigam	Chandarlapadu	62.5	01-09-2021
SZ2	South Costal Andhra	Vij 2	Pedakorupadu		62.5	05-09-2021
SZ1	North Karnataka	Raichur	Raichur	Marchettahal	62.5	13-08-2021
SZ1	North Karnataka	Gulbarga	Shahpur	Guvar	62.5	14-08-2021
WZ-3	Rajkot	Surendranagar	Chuda	Borana	62.5	31-07-2021
WZ-3	Rajkot	Surendranagar	Halvad	Mansar	62.5	04-08-2021
WZ-3	Rajkot	Bhavnagar	Amreli	Malvan	64	02-08-2021
WZ-3	Rajkot	Bhavnagar	Botad	Zamrala	60	30-07-2021





ASMITA Project - Women Empowerment through Improved Access to Credit and Livelihood Initiatives in 20 Villages

ASMITA project is being implemented with an aim to form and strengthen Self Help Groups of women for creating a sustainable base for micro finance activity in 20 villages- 15 villages of Jambusar (Sarod, Nodhna, Uber, Vedach, Samoj, Kavali, Nahar, Kangam, Amanpur, Tundaj, Kareli, Kanhva, Piludra, Nobar & Bhodar) and 5 villages of Panoli area (Panoli, Sanjali, Kapodara, Bakrol & Umarwada).

Coronavirus pandemic created an opportunity to test the resilience of the leadership and systems. Second wave has forced to adapt the new normal strigently. Following interventions were done during the month in Jambusar.

- **Strengthening of SHGs:** Monthly meetings of 123 groups were conducted and 1164 SHG members participated in the meeting. 15 new women joined Self Help Group during the month. The meetings entailed discussions on regularity of conducting meetings, savings, loan repayments and linking members with Govt. schemes. The women were made aware on vaccination drive.

- 2 preliminary meetings held in Nobar and Tundaj village participated by 19 women. A new group of 10 women was formed in Nobar village.
- **Status of Savings:** 123 groups accumulated total savings of ₹2.48 lac.
- **Status of Loan Accessed:** 9 women from 4 villages accessed loans amounting to ₹1,89,800. This month's loan was majorly availed for agriculture purposes. 10 SHG women renewed their Joint Liability Group Loan of ₹2,50,000.





- **Cluster Meetings & Credit Awareness Camp:**

- Two cluster meetings held in Kangaam & Vedach. 65 women participated in the meeting. Women were encouraged to deposit their savings and loan installments on regular basis.
- 6 Credit Awareness Camps were conducted in Vedach, Kareli, Piludra & Kahanva villages. 123 Self Help Group members from 12 Self Help Groups participated. Members were made aware of Federation policy & regulation, loan cycle, loan interest fee and loan fee. Discussion held on paying regular savings and credit installments.



- **Capacity Building on Animal Husbandry:**

- A five day Animal Husbandry training was organised in Nobar village with 26 local women. Training on animal “sarvadhan” (examining an animal before purchasing it), health, diet, fitness and how to take care of its cubs was explained. Scientific animal husbandry practices were explained and demonstrated.



- **Leveraging Govt. Schemes:**

- 16 women joined Pradhan Mantri Jeevan Jyoti Bima Yojana.
- 12 women joined Pradhan Mantri Suraksha Bima Yojana.
- 45 women linked with Aatma project.



Highlights from Panoli:

Monthly meetings of 75 groups were conducted covering 784 SHG members. The meetings entailed discussions on regularity of conducting meetings, savings, loan repayments and linking members with insurance schemes. The women were made aware about vaccination drive and enrolment.

2 new Self Help Groups were formed with 28 women during the month.

- **Status of Savings & Loan:**

- 70 groups collected a total saving of ₹1,10,500.
- A total loan amount of ₹1,20,000 was availed by 18 women. Majorly loan was availed for initiating income generating activity, education & agriculture.

- **Training:** 28 Self Help Group women members are attending sewing classes in Panoli village. Currently they are learning how to stitch blouses, dresses and learning to make masks as well.





Cluster Meetings:

2 cluster meetings were held at Panoli & Sanjali. Members were informed and explained on Federation. Discussion regarding the group's savings and loan amount was also held. Information on training taken by members and their efforts for starting income generating activities was shared with the members.

Apart from this, information shared on various govt. schemes and linkages and documents required for the same.

Capacity Building of Leaders:

3 days training was held at Bakrol Village on SHG leadership for leaders of Bakrol, Sanjali, Umarwada, Panoli and Kapodra villages. A total of 34 SHG leaders participated in the training. Discussions and interactions on why a group is important, importance of a leader, understanding how a leader should conduct SHG meetings, grading of the group etc. was dealt. This training was focused on building capacities of our local leader.

Credit Awareness Camps:

2 Credit Awareness Camps were conducted which were attended by 38 SHG members. Discussions held on what is loan, importance of loan, difference of taking loan from banks and from the group etc. Resource Person also explained the process and importance of internal lending of loan from SHGs.

Skill Training (Beauty Parlour and Tailoring Class):

A beauty parlor training course in Sanjali village was conducted in which 15 women from Sanjali and Panoli participated. Tailoring training is ongoing in Umarwada village. Total 20 women are participating in tailoring classes. The objective of imparting such training is to allow women to start their own enterprise through such skill training.

Leveraging Govt Schemes:

28 SHG members were linked with schemes for Sukaniya Yojana, Old age Pension, Pradhan Mantri Suraksha Bima and Pradhan Mantri Jivan Jyoti Bima.





Economic Empowerment of Women Smallholders and Workers through Improved Agriculture and Inclusive Dairy Value Chain Promotion

PI Foundation along with CARE India is implementing CSR project with a focus on agriculture improvement and inclusive dairy value chain promotion in 60 villages of Jambusar taluka. The project has focused on capacity building and improved practices related to agriculture production system and dairy value chain.

- Participation in monthly savings meetings of 176 SHGs with the purpose of observing the SHGs functions.
- CCAT assessment of 280 SHGs have been completed and analysis has been done.
- Monthly meetings of all federations have been organized at village Kava in which 44 members from 6 federations participated. The discussion points:
 - i. To identify gaps and challenges in business / entrepreneurship of federations
 - ii. Case studies shared by SHG members
 - iii. Updates on federation activities by federation representative
 - iv. Promotion and marketing of the products / services of federation / individual members.





- One Federation named “Shakti Sakhi Sangh” from village Kava registered with NRLM department.
- 5 SHGs received loan of ₹5,00,000/- (1,00,000/- each) under Mukhya Mantri Mahila Utkarsh Yojana.
- 15 advance level financial literacy trainings have been organized in which 174 SHG members participated. 10 trainings on leadership and management have been organized in which 126 SHG members participated.
- 15 Gender dialogue have been organized with 138 couples in project villages.
- 2 days training on box making has been organized for 30 landless SHG members from 10 villages. Before the training market assessment and linkage was developed with market players so that after the training the beneficiaries directly start working and earning. One exposure visit was organized at Vadodara for box making trainees to understand and set up supply chain and market linkage.

- One day exposure visit was organized at Rampura and Rajgadh villages to observe and learn the systems, management of milk collection centers run by SHG women members. Total 43 participants (29 female and 14 male) were from project promoted 6 MCC along with adopted MCC members.
- Training on Goat rearing organized at villages in which 42 goat rearing members participated.





- Inauguration of Milk Collection Center at village Bojadara held in which 100 SHG members participated. Supervisor of District Dudhdhara Dairy, Manager of Jambusar Milk Chilling Center, Taluka Livelihood Manager, members of Taluka Panchayat, Deputy Sarpanch of Bojadara village and dairy chairman of Vehlam village participated in the inaugural function. Representative of Taluka Panchayat announced allotment of a grant of ₹7.5 lacs for Dugdghar (MCC premises) to the Bojadara Milk Collection Center and Sangdi Milk Collection Center.
- Milk Collection Center of Madafar village which was established two years ago as a proposed dairy got registered as Cooperative Dairy.
- Monthly meeting of Milk Collection Centers of excellence has been organized at Panchkada in which 12 MCCs members participated.
- TOT for cluster coordinators and change agents have been organized on weeding and irrigation management, cattle seasonal disease and control, schemes on I khedut portal. 143 Agri leaders have been capacitated by cluster coordinators and change agents.

- 5 FFBS sessions on weeding and irrigation management, harvesting have been organized on cotton demonstration plots in which around 132 female farmers and around 36 male farmers participated.
- 2 Farmer Field Business School cum exposure visits have been organized on weeding and irrigation management on Agri-Silvi plots in which 32 female farmers and 15 male farmers participated.





Employability Linked Skill Development Centre at Jambusar

PI Foundation along with Rural Shores has been running a Skill Development Centre in Jambusar. At the centre, unemployed and underprivileged youth are trained in vocational training courses across various sectors to generate employment after the course completion. New trade as 'electrician' has been introduced this year and has replaced 'food & beverage service stewards' basis the post-covid assessment of potential employment opportunities in nearby areas. The courses are for 3 months (Min 500 hrs per trainee) with an annual intake of 400 students.

PI Foundation Skill Development Centre has been running after ease of COVID-19 second wave with strict adherence to protocol. Total 307 students enrolled in 2021-22. 115 students successfully completed their courses and 81 got placement.

Currently batch is running with 154 students - 45 enrolled for trade 'electrician', 45 for 'BPO Executive', 34 in 'Advance Excel' and 30 in Mobile Repairing. 38 students are in the process of joining the course during the month.





Improving Learning Outcomes in 135 Govt. Elementary Schools of Jambusar

PI Foundation in collaboration with Pratham Education Foundation has been implementing a CSR project to improve learning outcomes of over 12,000 children enrolled in Govt. Elementary Schools located in 82 Villages of Jambusar Block. The project envisages age & grade appropriate learning standards for students in 135 Schools of Jambusar taluka in Bharuch district.

Highlights during the month:

- Total **5545** children (from grade I-VIII) participated in regular activities
- **2437** parents & Volunteers coordinated with Cluster Resource Leaders and Vigyan Mitra

- **Language & Math Learning Camp:** Language camp was organized for four weeks after the completion of Math Camps. 2410 children participated in these camps from class 3 to 6 in 66 villages under the direct supervision of CRL. Activities are targeted to improve the learning level of children in Math and Language.

Children Group:

- 316 Children group running with 2048 children from Std. 1 to 8. Children are learning in groups with the help of various TLM and books distributed.





Science Workshop:

- Science workshops were completed in 56 villages during the month by Vigyan Mitra. Total 1714 children participated from Std 6 to 8. Workshop was conducted on nature and environment.

No. of villages covered	Parents & Volunteers Outreach	Total number of messages sent to parents on regular basis	Children Outreach			
			Std 1-2	Std 3 to 5	Std 6 to 8	Total
82	2437	2437	1289	2542	1714	5545



NOVEMBER
UPDATES
COMING SOON

For any Feedback/suggestions,
write to us:
pifoundation@piind.com

Against coronavirus we have
weapons three

1. Wear
a mask



2. Maintain
social distance



3. Wash hands
frequently

