

# My Family My Responsibility Campaign – Majhe Kutumb Majhi Jababdari Abhiyan in Maharashtra

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**Maharashtra government** is going to launch My Family My Responsibility Campaign from 15 September 2020. This Majhe Kutumb Majhi Jababdari Abhiyan will involve a massive effort to reach out to every home in the state. This would be done to assess the health condition of its residents and provide medical help and guidance if required.

To implement My Family My Responsibility campaign, govt. will also seek assistance from elected public representatives, NGOs and local residents. The Maharashtra govt. has given directions to hospital authorities to ensure that those who do not need medical care should not remain admitted in the hospital.

People who have received treatment should be discharged at proper time. The state govt. will also ensure that hospital beds are not occupied unnecessarily so that they are available for the

needy.

## **Maharashtra My Family My Responsibility Campaign 2020**

The state govt. of Maharashtra has announced to conduct state-wide door to door campaign namely Majhe Kutumb Majhi Jababdari Abhiyan from 15 September. This announcement to start My Family My Responsibility Campaign was made by the Chief Minister Uddhav Thackeray on 4 September 2020. As per the news from the sources, the state govt. is going to cover 2.25 crore families in Maharashtra through this campaign.

### **Majhe Kutumb Majhi Jababdari Abhiyan Phase 1 & Phase 2**

Health department of Maharashtra will launch the campaign in 2 subsequent phases. The first phase of My Family My Responsibility Campaign is scheduled to start on 15 September 2020 and will end on 10 October 2020. The second phase of this campaign will start on 12 October 2020 and is scheduled to end on 24 October 2020.

### **Goal of Majhe Kutumb Majhi Jababdari Campaign**

The major goals of Majhe Kutumb Majhi Jababdari campaign to be conducted in Phase 1 and Phase 2 are as follows:-

- Push volunteers to impart health education to citizens.
- Conducting door-to-door meeting.
- Measuring body temperatures of people.
- Checking oxygen levels of citizens.
- Checking other symptoms such as tiredness, throat pain/dry cough, diarrhoea, and loss of smell and taste.
- Volunteers will also check for co-morbidities and will advise people to get an appropriate treatment for it.

The campaign will be implemented at the level of gram panchayat and municipal corporations with the help of elected representatives.

### **Need for My Family My Responsibility Campaign**

had started the campaign 'Chase the virus' to "trace, test and treat" Covid patients to contain the spread of coronavirus in the state. As per the economic survey, the state has a population of 11.24 crore.

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The COVID-19 tally of Maharashtra state has now crossed 9 lakh mark with over 23,350 cases of Coronavirus in the past 24 hours. This happens to be a record surge and highest ever single day spike. The number of active patients stands at 2.36 lakh while the recovery rate is 71.03 per cent. Among cities, Mumbai saw the spike of 1,910 new cases, taking its tally to 1.55 lakh. With 37 deaths, the toll in the city reached 7,869.

In order to fight against the rising number of Coronavirus cases, the state government has announced to start My Family My Responsibility door-to-door campaign from September 15. In this abhiyan, volunteers will not only screen the state's population for COVID-19 symptoms but also educate people about the symptoms to ensure early detection of the disease. This scheme will cover 2.25 crore families in Maharashtra, which recorded the highest number of new coronavirus till now.



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कोरोनावर नियंत्रण मिळवण्यासाठी व राज्यातील प्रत्येक व्यक्तीपर्यंत पोहोचून आरोग्य शिक्षण देण्यासाठी राज्यातील स्वयंसेवी संस्था व लोकप्रतिनिधींच्या सहाय्याने 'माझे कुटुंब माझी जबाबदारी' मोहीम राबविण्यात येणार असून या अंतर्गत राज्यातील २.२५ कोटी कुटुंबांपर्यंत पोहोचण्यात येणार आहे.

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Besides rising cases, the campaign was also initiated on the back of easing of restrictions, which has contributed to the spread of COVID-19. Earlier, during the lockdown, the state government ,