

## SHODH SAMAGAM

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# Aarogya Setu App in Fighting with a Global Pandemic COVID -19: An Analytical Study

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### ORIGINAL ARTICLE



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Aarogya Setu App in Fighting with COVID -19, A Global Pandemic: An Analytical Study  
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Chhattisgarh, Raipur. \*\* Dr Vinod ku Pandey, Professor, Department of Journalism & Mass  
Communication, Gujarat Vidyapith. Ahmedabad Abstract: New Corona Virus has  
affected badly the entire world this time which has taken the life of more than 2.8 lakh  
people today according to WHO report.

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### ABSTRACT

*New Corona Virus has affected badly the entire world this time which has taken the life of more than 2.8 lakh people today according to WHO report. In India 90,927 was found to be positive case out of which 34,109 corona positive patients were recovered. The deceased number is increasing day by day and has reached near about 3 thousand. During this crucial time mass media is playing a major role including new media. We get minute to minute information about New Corona Virus through TV channels, radio and social media. PM Narendra Modi's Aarogya Setu App has also contributed lots in disseminating COVID-19 updates, self assessment status of the user, informative videos etc to masses. The expressed reason for this application is to spread familiarity with COVID-19 and to associate basic COVID-19 - related wellbeing administrations to the individuals of India. To analyse its effectiveness among mass media, I took 100 students, aged between 18-25 years, Amity University Chhattisgarh, Raipur. Survey online questionnaire method was adopted to get the result.*

### KEYWORDS

**COVID-19, Aarogya Setu App, New media, Mass media.**

### INTRODUCTION

COVID-19, a global pandemic has now become a central concern for all of us. Novel (New) Corona Virus was first identified in Wuhan, Hubei Province, China, which has spread internationally and to the United States. It was first reported at

WHO office of China on 31 December 2019. It is very difficult to compare the death rate. The life of normal people has converted into most static these days. The invisible Corona virus is still unidentified and no medicines have discovered yet to fight against it. World scientists effort is still in progress to discover medicines/vaccines to fight against this pandemic COVID-19. The entire world except very few has now affected very badly.

Across India the confirmed positive case was found to be 90,927, out of which 34,109 were recovered and the deceased number is 2872.

To stop this Novel corona outbreak, WHO has taken many safety measures worldwide wherein the role of mass media is incomparable in sending minute to minute information to the public through different media like print media, electronic media and new media.

In India, Government has taken many safety measures to fight against this pandemic situation. Many policies have formed to facilitate public in this stage. TV channels, news papers, web media, new media including whatsapp, facebook play their measure role in disseminating information to the public and make them aware to stay safe at home. Apart from that Prime minister's Arogyasetu App helps Indian public to stay connected with each latest information about COVID-19.

### **Aarogya Setu App**

Arogya Setu App is a modern way of means of Govt of India to inform, detect and indicate residents approximately COVID 19 instances and allows hook up with fitness care providers. The intention of this app is to assist one hundred thirty crore Indian public to get aware approximately the existing pandemic state of affairs. It is an crucial step in our combat in opposition to COVID-19. It is a software which makes use of the mobile smartphone's GPS and Bluetooth highlights to observe the coronavirus disease. The software is offered for Android and iOS flexible operating frameworks. With Bluetooth, it tries to determine the risk within the occasion that one has been close (inner six toes of) a COVID-19 - infected individual, via way of means of searching over a database of recognised instances throughout India. Utilizing place records, it makes a decision if the place one is in has an area with one of the tainted areas depending on the data accessible. It is to be had in 12 Indian languages.

Once you down load the app, it walks you via the data it'll offer you. The consumer then has to go into their cellular telecell smartphone number, established with a one-time password. After this, the consumer enters their name, age, gender, profession, tour history, and recognised touch with a coronavirus patient.

Aarogya Setu additionally asks its customers to offer each Bluetooth and vicinity offerings access. This is supposed to help the app pick out touch strains of a Covid-19 fantastic patient. This occurs via records sharing among gadgets with the app whilst they're in every different's proximity.

By leveraging technology, it offers crucial data. As increasingly more use it, it's effectiveness will increase. Prime Minister Narendra Modi has entreated us to download it. After downloading it we will recognize our fitness fame, COVID updates and different data sitting at home. As cellular has been a accessible platform, it's far maximum beneficial for us in our every day life. Aarogya Setu allows bringing all today's information to us associated with new corona virus via this accessible gadgets. We get privacy to COVID-19 each 2nd via this App. It has capabilities to recognize approximately our cutting-edge fitness fame, COVID updates throughout the India which include COVID fame of every nation, media which suggests films to combat in opposition to New Corona Virus, data films on the way to increase Immunity, films on Setu Mera Bodyguard, Mask force, advices from expert medical doctors etc. Also we will avail e-byskip and the technique how to get it. It additionally offers you all solutions in your questions associated with getting e-byskip via this App. 6,381 customers are the use of Aarogya Setu App.

New media makes use of has grown due to the COVID- 19 disaster as extra customers go browsing to live linked with the own circle of relatives, pals and colleagues. The positive view is this App should show beneficial at a time whilst lots of us are in any other case remotod from each other in getting beneficial data roughly this outbreak and allows us to get in contact with each issue of COVID-19. Conversations across the corona virus, specially the ones on the network level, can assist us navigate this disaster. WHO and different public fitness groups additionally use social media to tell the general public approximately the outbreak, and manipulate the panic.

This App also offers you data around ICMR (Indian Council of Medical Research) permitted Labs of the nation in which the consumer belongs to. The head workplace of ICMR is at New Delhi. It is ruled via way of means of Ministry of fitness and own circle of relatives welfare branch of India. It plays studies on and manipulate and control of communicable sicknesses like COVID-19 and non communicable sicknesses like most cancers etc. If the consumer located fantastic via way of means of this App, then the consumer can rush to any of the ICMR permitted Labs close by its place for correct test up. Such Labs are so prepared with today's Lab checking out machines which can be very necessities for the New Corona virus sufferers. She can get each facility for correct test up via today's technology, educated medical doctors and group of workers members. During this pandemic state of affairs all medical assessments are accomplished with freed from price and sufferers get each facility until their entire recovery.

## Objective of Study

To Analyse the impact of Aarogya Setu App on users in this New Corona Outbreak.

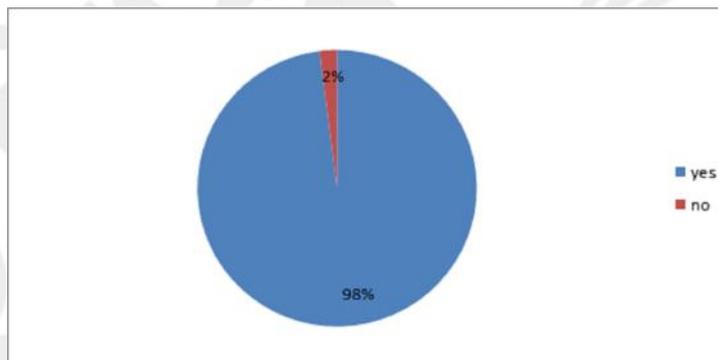
## Research Methodology

For this study I took 100 students sample aged between 18-25 years those who are studying in Amity University Chhattisgarh. Simple random sampling technique and survey method was adopted. During this lockdown period online questionnaire tool was used.

## Data Analysis

Out of 100 responses, the following are the responses which were interpreted through piechart.

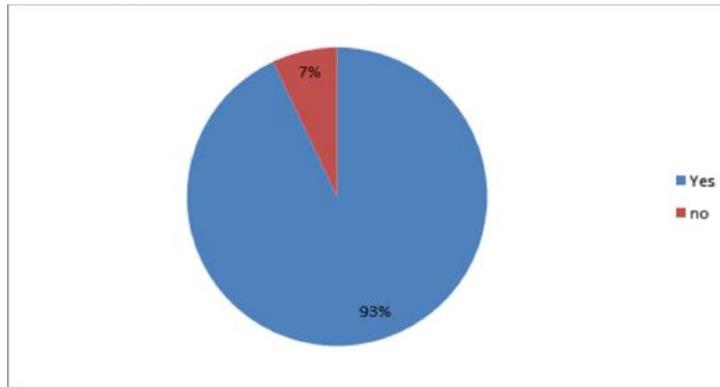
Q1. Do you know about Aarogya Setu App? (Total 100 Responses)



(Source : Primary Data)

Figure 1 Above the chart showing about the Arogya Setu App. There are 98% of the total responders well known about the Aarogya Setu App. On the other hand, 2% denied about it.

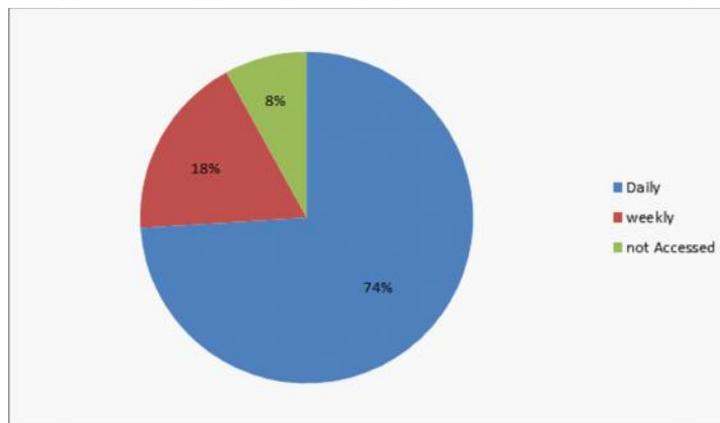
Q2. Have you installed the App? (Total 100 Responses)



(Source : Primary Data)

Figure 2 The above chart showing how many of respondents have installed Arogya Setu App. There are 93% of the total responders have installed the App on their mobile and 7% not have installed.

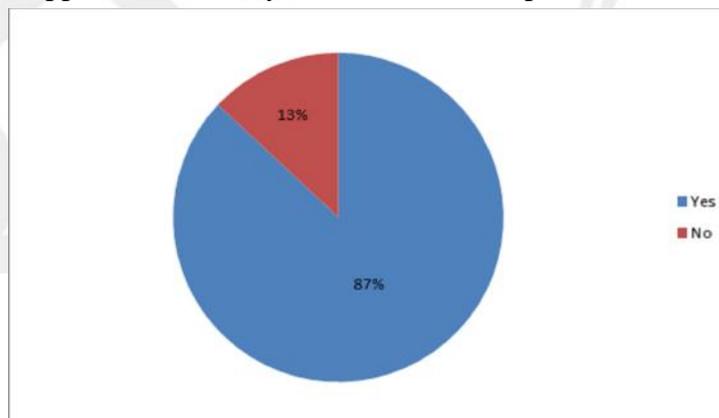
Q3. Do you access Aarogya Setu App for getting updates? (Total 100 Responses)



(Source : Primary Data)

The above chart showing the respondent's access for getting updates related to COVID-19. There are 74% of the total responders access the App for getting daily updates in daily basis, 18% access the App in weekly basis and 8% denied not being accessed.

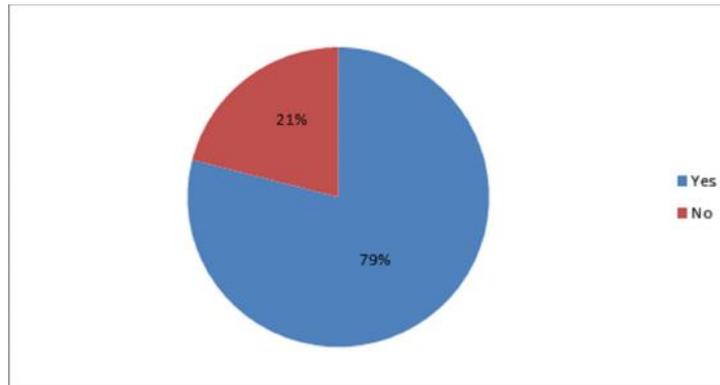
Q4. Do you find the App beneficial for you? (Total 100 Responses)



(Source : Primary Data)

Figure 4 The above chart showing the benefits of App for the users. When asked, 87% of the total responders responded that the App is beneficial for them where as 13% responded that it is not beneficial for them.

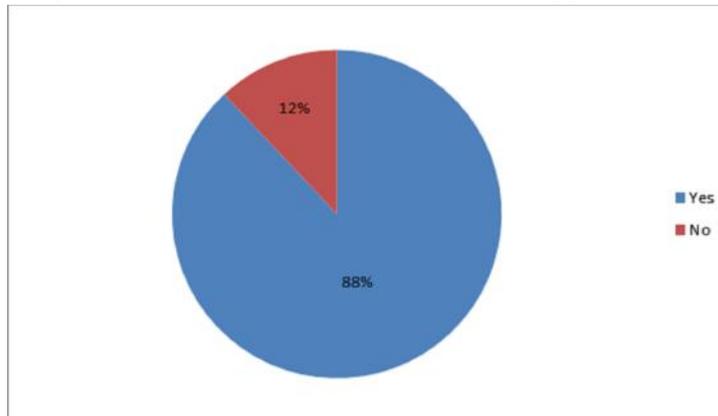
Q5. Do you take self assessment test? (Total 100 Responses)



(Source : Primary Data)

Figure 5 The above chart showing the respondent's self assessment test through App. There are 79% of the total responders take self assessment test on this App and 21% don't take self assessment test.

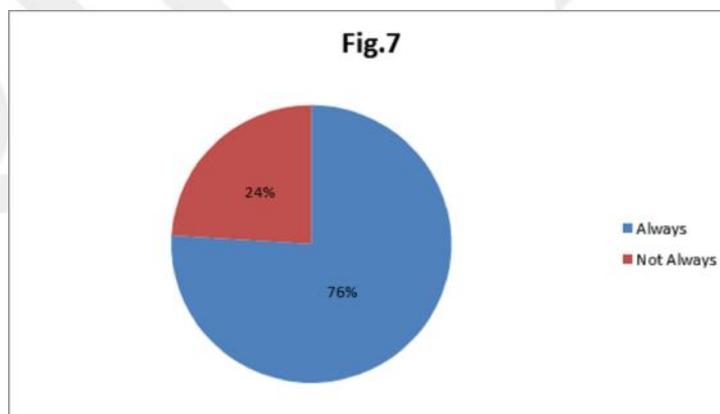
Q6. Do you follow safety measures about COVID-19 on this App? (Total 100 Responses)



(Source : Primary Data)

Figure 6 The above chart showing safety measures about COVID-19 on this App. When asked, 88% of total responders agreed that they follow safety measures about COVID-19 on this App and 12% don't follow.

Q7. Do you follow the instructions about how to maintain social distancing on App? (Total 100 Responses)

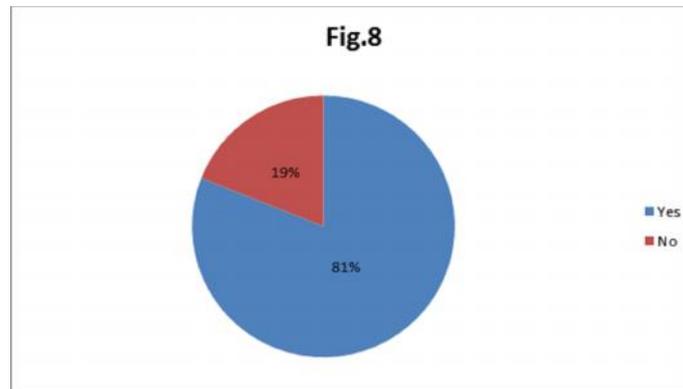


(Source : Primary Data)

Figure 7 The above chart showing whether they follow the instructions about how to maintain

social distancing on App. 76% of total responders always follow the instructions about how to maintain social distancing on this App. On the other hand,24% not always follow the same on the App.

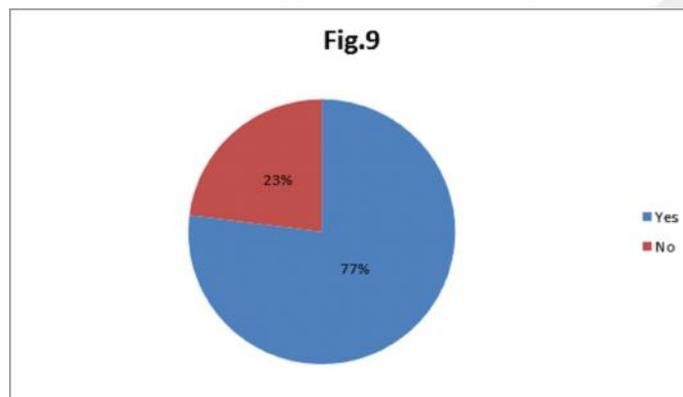
Q8. Do you use this App to watch videos for getting advice from Doctors? (Total 100 Responses)



(Source : Primary Data)

Figure 8 The above figure showing the use of this App to watch videos for getting advice from Doctors.81% of total responders use this App to watch videos for getting advice from doctors and 19% don't watch videos for the same.

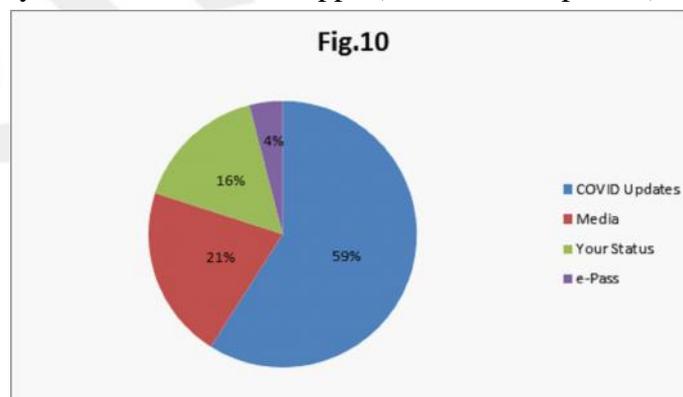
Q9 Do you watch informative videos on App? (Total 100 Responses)



(Source : Primary Data)

Figure 9 The above figure showing the responders watching informative videos on App.When asked,77% of total responders agreed that they watch informative videos on App and 23% don't watch such videos on App.

Q10 Which feature do you like most on this App? (Total 100 Responses)



(Source : Primary Data)

Figure 10 The above figure showing the different feature of Aarogya Setu App .When asked, 59% of total responders like COVID Updates feature on App,21% like media feature,16% like “Your Status” feature and only 4% like e-Pass feature for their benefit.

## Result and Discussion

Most of the users were optimistic about Arogya Setu app due to its usefulness and acceptance. Expectations were also noted among the users to include the additional features into the app such as geo location tracking, timely COVID 19 updates, information on red orange green zones, and deployment in nonsmartphone platforms. Most of the users were optimistic about Arogya Setu app due to its usefulness and acceptance. Expectations were also noted among the users to include the additional features into the app such as geo location tracking, timely COVID 19 updates, information on red orange green zones, and deployment in nonsmartphone platforms.

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Most of the App customers had been positive approximately Arogya Setu App due to its usefulness and acceptance. Some remarks observed which had been now no longer favourable. These had been much but the fine responses. Expectations had been additionally mentioned many of the consumers to comprises the extra capabilities into the app together with geo vicinity tracking, well timed COVID 19 updates, facts on crimson, orange inexperienced zones, and deployment in non-smartphone platforms. From the above evaluation, it's miles determined that during this pandemic scenario Aarogya Setu App is proved to be useful and beneficial to us. For wearing out this studies, simplest 100 college students of Amity University Chhattisgarh, elderly among 18-25 years had been taken into consideration. During this 4.0 Lockdown, all universities, schools and different instructional establishments are closed now. We all are at domestic to be in secure condition. New Corona Virus has now affected badly the complete global which include India. For Prompt and associated authentic facts approximately COVID-19, all of the mass media shape delivers minute clever facts to us. Role of recent media is certainly considered one in every of them.

Arogya Setu App released via way of means of PM Narendra Modi best to tell us approximately the pandemic updates of India. The above interpretation of statistics evaluation informs that 93% of general responders founded Aarogya Setu App on their android cell phones. Most of them suits different capabilities in step with their choice. it's visible that they use this App to want self-evaluation test, to travel with protection measures approximately COVID-19 and to induce on a commonplace update. apart from that nearly all customers use this App for informative movies and additionally they get recommendation from medical doctors via movies. As my studies is confined to small numbers from the whole population, it is often analysed over an oversized population. Further studies could even be executed to urge new result. From my studies, it's miles cleared that Aarogya Setu App is assisting

groups of individuals in combating towards COVID-19. The scope of this studies become restricted to studying the critiques of consumers who used this app and published their critiques.

## CONCLUSION

This Arogya Setu app could be a central authority initiative to create sure the most protection for its residents from this lethal virus. In essence, this software connects Indian fitness offerings to its humans at this unpredictable time. If the app highlights that your property is positioned in a very single such hotspot, you wish to start taking well known precautionary measures con to the coronavirus infections and ask your own circle of relative's individuals to try and do the identical. App customers can also recognize whether they'll be presently showing signs associated with Covid-19. The cellular platform can assist with self-analysis and tell us whether we've got to hunt advice from a doctor.

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