

○ ***"Combating Misinformation in COVID-19 Through Activism"***

Resilience is standing firm even when the storm hits you badly, your knees get injured with the harsh road, or your face and hands start bleeding with the struggle to make it to the end. It's not about consistently succeeding; it's about embracing failures like a lion. It's not about being healthy all the time; it's about being resilient at the right time.

In the era of the third industrialization, when people embraced success swiftly and made ends meet, the universe was somehow collapsing due to the devastating effects of pollution. While humankind was opening doors to expansion, a storm hit the globe, making things even more uncertain. Covid-19 was a deadly virus that started as a contagious viral infection and grew into a global pandemic.

Those days were when winter was hopping in, and gloomy evenings tingled the community. All at once, it popped up in the news that a deadly virus was spreading in China. People started panicking, uncertainty was rife, and the vigorous agitation attempts led to the lethal impact of the pandemic. People got stuck when the pandemic bell rang, and things started dangling. The economy started declining, businesses started struggling, and the universe began agitating the community. All these chaotic experiences taught people a few things, including the realization of a mid-way to keep working, which gave rise to the Digital Revolution. We also learned the great need for strengthened health infrastructure for the "ONE HEALTH – ONE GLOBE" theory to be accelerated.

I remember on the 3rd of January, we were attending a training session in Ramada Islamabad, focused on civic education and impact building under the United Nations Development Program (UNDP) when the news flashed that the world was on the brink of a pandemic. In no less than 10 to 15 days, Covid-19 impacted the globe - making lockdown mandatory for all - and I was recruited by the UNDP as a volunteer at the time imposed lockdown restrictions added to the stress and a question mark to performance indicators.

One thing clicked in my mind and boosted my compassion to work beyond physical appearances. I utilized the time, arranged different webinars, hosted online gatherings, and focused on creating

opportunities in the comfort of my home. In 2020, I targeted more than 1000 people sitting at home and conveyed my message using social media forums.

Coming from an old-fashioned family, I am the first woman with the freedom to work for social causes and break the stigma that women are only good for taking care of the house. For me, resilience helped me boost my confidence and passion every time I stumbled. Covid-19 added to that resilience by pushing me into the darkness, thrusting me to the ground, and adding disappointment many times. Yet, my survival ratio was good enough to land amongst the stars. From early childhood, I had seen masculine power throbbing as the "head of the house." That perspective triggered me to rely on myself and be the "queen of my talent." During the pandemic, I started publishing my work on social media and digitized my publications through various engagements with nonprofit organizations as a speaker and in other capacities. These illustrated that a woman could be the leader of her niche. The story of my resilience is bound to the pandemic as it gave me the way of surveillance and boosted my compassion to portray my imagination through words or visuals.

Being a former United Nations Civic Education Volunteer and Ambassador Youth Led Policy Forum by the government of Pakistan, I was destined to build awareness around civic education and its essence in building a community. I reached out to over 25 000 people through online campaigns on Facebook and Instagram Live. I uploaded videos related to civic education over seven months. During these webinars, I spoke on topics including the rights and responsibilities of being a democratic citizen, women empowerment, the importance of democracy and the constitution of Pakistan, and the national identity card with a target of 1000 people virtually between January and September 2022. I also reached and engaged 100 people disseminating information around these topics.

I also collaborated with different civil society organizations to sprinkle smiles on many people's faces within these communities. I created campaigns like the "Annadanam smiling stars educational project "Wear the Scarf" to appreciate and promote Islamic traits.

In my capacity as a speaker, I have been invited to almost 50 sessions, both virtually and in person, and organized four significant entrepreneurial events. These included the Hult Prize Program UAF, Hult Prize Program UAF 2.0, Launchpad Faisalabad PITB 1, and Launchpad Faisalabad

Launchpad 2.0. I evaluated an entrepreneurial contest at GCWUF aimed at supporting young people to learn professional aptitude and contribute to the economic CAGR in their respective areas of expertise.

As the **Climatic Actions Tunza Ecogeneration Samsung Engineering Co. Ltd (SECL)** ambassador, I am adding resilience to my campaigns for awareness regarding swift climatic changes through webinars and blogs. Read more [here](#).

I am looking ahead to engaging in resilient outputs while depicting "**ONE HEALTH GOALS**" through my skills. I am leaping forward as an innovator. My vision is to learn and craft something that can contribute effectively to my work in **community development through** veterinary aspects and youth grooming. My story is a small accomplishment in the era of Covid-19, and I want to make it sustainable till it flourishes like the chain of covid-19 – contagiously but in a more positive and enlightening way.

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