



Special episodes of “Cells at Work”, a popular Japanese Manga series has been launched to promote understanding of COVID-19 and its prevention, for Indian audiences/ Youth

Translated episodes will be used as an educational tool under the agency’s ongoing “Achhi Aadat” (Good Habit) Campaign in the country.

New Delhi, June 18, 2021: Japan International Cooperation Agency (JICA) and Japanese publisher Kodansha (Kodansha Ltd.), have jointly implemented a project to promote the proper understanding of COVID-19 and its prevention through episodes of the global-hit manga (comic books) “Cells at Work”, known as “Hataraku Saibo” in Japan, in English and Hindi. Available for free as a motion comic on YouTube and a specially created website, people in India can now access the episodes in English, while the Hindi version is going to be launched towards the end of June 2021.

Amid the pandemic, Kodansha, in partnership with the Ministry of Health, Labour and Welfare in Japan, created two new episodes in the famous anthropomorphic manga, Cells at Work. The episodes of “Novel Coronavirus” and “Preventing Novel Coronavirus Infection” were created to enable the proper understanding of the novel coronavirus and to show appreciation for Japan’s front-line medical workers battling against the virus.

In their support to India’s fight against COVID-19, JICA decided to translate these two episodes into English and Hindi. These will be used as an educational tool in the “Achhi Aadat” (Good Habit) Campaign which JICA India launched early this year to raise awareness about the importance of hygiene practices for preventing the spread of COVID-19 and other infectious diseases. The campaign has been carried out in partnership with Japanese companies and local non-profit organizations since January. It has already provided educational sessions in schools in states such as Delhi NCR, Uttar Pradesh, Odisha and Gujarat under the cooperation of implementation partner IJ Kakehashi Services.

Speaking on the occasion, Mr. MATSUMOTO Katsuo, Chief Representative, JICA India said, “JICA has been cooperating with the Government of India to fight the spread of COVID-19 including through financial support of INR 5,500 crore and considering further measures to cope with the situation. The school children and community people, who we have reached through the Achhi Aadat Campaign, have enjoyed learning the principles of hygienic practices to protect themselves and their loved ones, including family members, friends and neighbors. As the second wave of COVID-19 pandemic ebbs in India, we need to continue to convey this message. For this we are harnessing, the educational aspect of “Cells at Work”, which has been widely recognized by schools in Japan. We sincerely hope that these special episodes on novel coronavirus will motivate students and youth in India and will successfully induce the behavioral change to protect themselves from COVID-19.”

“Cells at Work” at a glance



Cells at Work (In Japanese, “Hataraku Saibo”) is a globally known Japanese manga series written and illustrated by Ms. Akane Shimizu which is published in 16 countries and its animation has been aired in 130 countries including India. In one human body, there are roughly 37 trillion cells. With the sheer number of cells comes a lot of work (and a lot of drama)! When viruses or bacteria invade the human body, when allergic reactions occur, when the body is injured... Cells at Work is a story that focuses on the anthropomorphic white and red blood cells hidden deep underneath the human skin, working behind the scenes to maintain the human body!

Cells at Work! <https://kodansha.us/volume/cells-at-work-1/>

Cells at Work! “Novel Coronavirus”

<https://youtu.be/zUEHfQuEorU>

Cells at Work! “Preventing Novel Coronavirus Infection”

<https://youtu.be/kNdBJwnc4U>

Special Website: <https://shonen-sirius.com/saibou-movingcomic.html>

About JICA

Established, by a specific law, as an incorporated administrative institution under the Government of Japan, the Japan International Cooperation Agency (JICA) aims to contribute to the promotion of international cooperation, as a sole Japanese governmental agency in charge of ODA implementation. JICA is the world's largest bilateral donor agency. JICA works as a bridge between Japan and emerging countries, and provides assistance in forms of loan, grant and technical cooperation so that the emerging countries can strengthen their capabilities.

JICA Achhi Aadat Campaign webpage: ["Achhi Aadat \(Good Habit\)" Campaign | India | Countries & Regions | JICA](#)

JICA India Office Web: <https://www.jica.go.jp/india/english/index.html>

JICA India Brochure:

https://www.jica.go.jp/india/english/office/others/c8h0vm00004cesxi-att/brochure_15.pdf

JICA Facebook Page: <https://www.facebook.com/jicaindiapr/>

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