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CHANNEL ONE IS AN OFFICIAL VIDEO PODCAST SERIES FROM THE DESK OF THE HONOURABLE VICE-CHANCELLOR, SRI BALAJI VIDYAPEETH (SBV), DEEMED-TO-BE-UNIVERSITY, PUDUCHERRY, INDIA.

Episodes are premiered on the SBV YouTube channel, at 10:30 AM on the last Sunday of every month.

- Premiere of Episode 14 -

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Theme:

COVID-Appropriate Behaviour

SBV Channel One can be accessed at <http://sbvu.ac.in/channelone/>

Channel One provides a forum for the Vice-Chancellor & invited speakers to share facts, perspectives & experiences in the fields of health, well-being, research & innovation, & education.

In the words of Aristotle, "Man is a social animal". That is probably why we find it so hard to practice physical distancing, in spite of the electronic channels of communication at our disposal! Enhancing relationships through physical interaction and facial expressions is biologically hardwired into us. The directives to stay far apart and to cover most of our face with a mask flies in the face of human instinct. However, physical distancing and masks are now undoubtedly essential for survival, during this pandemic. **This episode** of Channel One sheds light on the **challenges related to COVID-appropriate behaviour (CAB)**, and outlines **strategies for better implementation**. In addition, we share **our own experience** with regard to CAB, in our campus.

