

## COVID 19- GRAND CARE –IEC Programme

### Special Communication Activities for Vulnerable Community

#### Objectives

To conduct special communication interventions to provide awareness and knowledge on Covid to the weaker sections like Scheduled Castes, Scheduled Tribes, Coastal communities, LakhamVeedu Colonies, Destitute families and Snehitha Calling Bell families.

#### Importance

Covid is spreading in all over world and the Govt. of India extending the lockdown and Kerala state will ensure the security of all elderly people and children. A common message given to the community that elders and children must stay at home. The safety and security of 40 lakh elderly persons in our state is an important task during this period. While all general health messages and IECs are very good in Kerala. Communication of messages into the weaker sections needs to be better. When we provide an effective knowledge and information to all sections, we must ensure special consideration to the vulnerable communities to prevent Covid 19. So, it is of very importance to organize the required information dissemination at all stages by using different strategies.

#### **Important Vulnerable community**

1. **Scheduled Tribe Community** : Scheduled Tribes, which is only 1.5 per cent of the Kerala population, belong to 37 categories. They have their own culture, language and natives. The Scheduled Tribes families live in around 5700 hamlets. There are also some scattered tribal families in Kerala.
2. **Scheduled Caste Community**: Scheduled Caste constitutes 9.1 per cent of the Kerala population. Though their habitat is not like that of the Scheduled Tribes, there are SCs who live in the most vulnerable colonies. There are 53 categories of SC people living in the state. There are also scattered SCs in Kerala.
3. **Coastal Community**: There are coastal 9 districts in Kerala. The coastal areas of Kerala are also religiously diverse in many ways. Most of the inhabitants of coastal communities are dependent on fishing, processing of fishes and marketing. There is high number of fisherman families

living in single-room homes presently. It shows their more vulnerability during a pandemic situation.

4. **Destitute families:** The beneficiary families in the state government's destitute rehabilitation program (Ashraya). The needy rehabilitation program is being implemented in 1034 Local Bodies in Kerala. There are about 1,54,858 destitute families, of which 1,14,000 are elderly people.

## **Activities**

### **1. Scheduled Tribal Community**

#### ***I. Promoting native language messages***

- Through tribal animators and promoters ( Social Media, SMS)
- Video message with the help of key persons
- Voice message with the help of key persons

#### ***II. Home visit by Kudumbashree Animators***

- To geriatric families only

#### ***III. Wall Poster pasting***

- Kudumbasree NHGs
- Hamlet Oorukuttam
- Other local institutions

#### ***IV. Home visit by local institution leaders***

### **2. Scheduled Caste Community**

#### ***I. Interactions by promoters***

- Wall poster pasting.
- Phone Messages
- Dissemination of video and voice message

#### ***II. Interventions through local institutions***

- Messages to Kudumbasree
- Posters in public areas

### **3. Coastal Community**

#### ***I. Communication activities by Coastal Volunteers***

- Phone call
- Home visits
- Messages to NHGs leaders

#### ***II. Communication activities through institutional leaders***

- Messages from local institutional leaders

#### **4. Destitute families and Snehitha calling bell families**

##### ***I. Daily phone calls***

- Resource persons
- Animators
- Promoters
- Coastal Volunteer
- Kudumbasree CDS Members
- Other Volunteers

##### ***II. Home visits (when needed)***

- Through NHGs leaders
- Members of the Kudumbasree NHGs
- Other selected Volunteers

#### **Methodology**

- Create messages in native language by using language experts.
- Delivering the same message to Malayalam users.
- Prepare voice message and disseminate it via WhatsApp and Facebook (respective groups, local groups, Kudumbasree NHGs)
- Prepare video message and deliver it to local groups and Kudumbasree NHGs through WhatsApp, Facebook etc.
- Prepare video message of some celebrities.
- Prepare a message by the institutional leaders (Coastal ) and deliver it to coastal area
- Prepare video messages of local authorities, Kudumbasree and other departmental staff and disseminate through social medias.

## Major Tribes and Native Languages of Tribes

No	Tribal Community	Native Language	No of Family	Population	District
1	Koraga	Thulu, Kannada	550	1809	Kasargod
2	Mavilan	Mavila	7736	31166	Kasargod, Kannur
3	Malavettuva	Vettuva	4259	18364	Kasargod
4	Maratti	Maratti	8153	31568	Kasargod
5	Malakudiya	Kudiya	195	911	Kasargod
6	Paniya	Paniya	21390	92048	Kannur, Wayanad, Kozhikkod, Malapuram
7	Kurichya	Kurichya	8358	35892	Kannur, Wayanad, Kozhikkod
8	karimbala	Karimbala	3764	14757	Kannur, Wayanad, kozhikkod
9	Kattunaikkar	Kattunaikka	5136	19991	Wayanad, Kozhikkod, Malappuram, Palakkad
10	Urali	Urali	1894	6823	Wayanad, Idukki
11	Kuruma	Kuruma	5139	20983	Wayanad
12	Adiya	Adiya	2570	11196	Wayanad
13	Muthuvan	Muthuva	5020	18881	Kozhikkod, Malappuram, Palakkad, Idukki, Ernakulam
14	Kadar	Kadar	545	1974	Kozhikkod, Thrissur, Palakkad
15	Cholanaikkar	Cholanaikka	101	409	Malappuram
16	Malayan	Malaya	1267	4201	Palakkad
17	Eravalan	Eravala, Tamil	1254	4412	Palakkad
18	Muduga	Muduga, Tamil	1272	4659	Palakkad
19	Erular	Erula, Tamil	7614	26512	Palakkad
20	Mahamalar	Malasa	586	2172	Palakkad
21	Mannan	Mannan	2477	9237	Ernakulam, Idukki
22	Malavedar	Malavedar	1216	4343	Kottayam, Pathanamthitta, Kollam
23	Malapandaram	Malapandara	499	1605	Pathanamthitta, Kollam
24	Kanikkar	Kanni	5849	19358	Kollam, Thiruvananthapuram

(Source. 2008-10, REPORT ON THE SOCIO ECONOMIC STATUS of Scheduled Tribes, Kerala)