



Through the districts - 7

Hope you all would have read about the special activities implemented by Thiruvananthapuram, Kozhikode, Alappuzha, Wayanad, Thrissur and Malappuram districts for countering covid-19 pandemic in this article series. Here, I would explain about the special activities implemented by the districts on their own in addition to the activities executed in the state level.

Team effort of Kottayam

There are 78 CDSs (Community Development Societies-Panchayath level federation of NHGs) and 16,288 NHGs in Kottayam district. 2,31,859 women are members of these NHGs. Below men-

tioned are few of the special activities of Kottayam district.

1. Service provided to Corona Control Cell

A meeting was called by the District Collector of Kottayam on 18 March, for discussing the scope of incorporating Kudumbashree system in countering covid-19 pandemic in the district. After this meeting, Kudumbashree district team started work in convergence with the Health Department and District Administration. Our 'Snehitha' staff and Community Counsellors became part of the Corona Cell. Health Department provided training



to them on 19 March. Their duty was to respond to the calls received at Corona Cell and offer them counselling, if needed. When the lock down was notified, they started extending services sitting at their own homes. Through the helpline numbers of Disha and Snehitha, tele counselling have been given to 290 people.

2. Mental Support for farmers and entrepreneurs

The activities for extending mental support to the farming group members (JLG) and the agri based entrepreneurs producing value added products was another special activity of Kottayam. They all were in crisis due to the lock down. The Cluster Level Coordinators contacted the farming group members through phone and cleared their anxieties. They also provided information about loan moratorium and related matters. Extending them needed help to bring their products to the market and to encourage producing value added products was also part of the effort.

These are the services extended as part of the 'Athijeevanathinayi Koodeyund' activity, which extended mental support to the women farmers. The activity was started on 14 April. Also, support is being extended to the 28 small scale value added production units and 6 medium scale value added production units in the district through Block Coordinators. This

activity was implemented to motivate the entrepreneurs who had to face losses as the Vishu Market was not there this time. The activity also aimed at wiping out their worries regarding the future. The team motivated farmers to continue activities of their enterprise/ farming groups and ensure the wholehearted support of the district team. The activity was started on 21 April. The entrepreneurs were contacted through phone. Also Block Coordinators met and discussed with those who were in deep crisis so as to provide confidence.

3. 'Mamankam' for Children

Various competitions are being organised for the Balasabha members in the district. Named as 'Mamankam 2020' the activity include various competitions viz., 'Kutty Kitchen' (Cookery Competition), 'Njanum Ente Annarakannanum' (Selfie Competition), 'I am Fukru' (Tiktok Competition), 'Oridathoridath' (Story Telling Competition), 'Tayitta Dayitta Nga Maltelanganann' (Lie Competition) etc. More than 450 children took part in the competitions held @ kottayam. The communication channels including whatsapp and other social media were used for this.

Appreciations to all those who are associating with the Kudumbashree system in Kottayam district in implementing various district level activities. These are, of course, activities planned in addition to directions from state level.