



KERALA

COVID-19: Kudumbashree's special initiative reaches 50 pc of families in Kerala

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Thiruvananthapuram, Apr 23: Kudumbashree, hailed as one of the world's largest women empowerment and poverty eradication missions, has launched a special initiative for the wellbeing of the elderly people in Kerala during the COVID-19 lockdown, reaching out to 50 per cent of families in the state with a string of confidence-building measures.

The thrust of the outreach has been to take care of the mental health of the elderly and boost their confidence through IEC (Information, Education and Communication) programme. "There are chances of comorbidity and low immunity among elderly people. So, it makes them vulnerable to the epidemic. We could successfully convey the message to around 43 lakh people through IEC campaign," Mr. S Harikishore, Executive Director, Kudumbashree, said on Thursday.

Kudumbashree functions as a community organisation of Neighbourhood Groups (NHGs) of women in Kerala. The programme, which focuses on the message "elderly should take extra precaution," is one of the three campaigns catering to the senior citizens. A letter and a video message from him were distributed to Ayalkoottams (neighbourhood groups), apart from SMS and posters through WhatsApp, to create a sense of seriousness among the public, Mr Harikishore said. (UNI)