Kudumbashree extending support through SNEHITHA during these tough times

The details of SNEHITHA Gender Help Desk which functions in all the 14 districts in the state was explained in ‘Making an Impact’ Article- 09. SNEHITHA one stop Centres provide mental support and short stay services to women and children who are in distress or trouble. We came to know that many people are suffering from mental pressures during these lockdown days. Also it’s noted that domestic violences are increasing! We came to this conclusion after analysing the number of calls that came to Snehitha Gender Help Desks in all 14 districts of Kerala and the cases being registered there.

During the week of 16 March to 22 March, 6462 people made calls to the district centres of Snehitha seeking help. And during the week of 23 March to 29 March, after the lock down was notified, 18,435 people seeked the assistance of Snehitha. During the week of 30 March to 5 April, the number of people seeked support from Snehitha Gender Help Desk became 25,391.
It is on this situation, that we realised that we should spread the news about the services being provided through Snehitha Gender Help Desk to more number of people so that all those who needs help can call us. With this aim, we launched a new IEC campaign for SNEHITHA.

Many IEC activities were conducted as part of the campaign which was started on 1 April. The aim was to popularise services of SNEHITHA. Every district prepared and shared 4 posters each about Snehitha and its services. In addition to that, videos, trolls, messages of famous personalities, cartoons, stickers, voice messages etc were developed and shared. Thereby, the information about Snehitha was circulated to maximum number of people. The details of the campaign activities and posters are available in this link: http://www.kudumbashree.org/pages/838

The details of the Snehitha Centres in all districts is available in this link: http://www.kudumbashree.org/pages/515. Through SNEHITHA, Kudumbashree would be there to provide psychological assistance to all those who need counselling and support.