We had already explained about the various activities being implemented by Kudumbashree for containing the spread of covid-19 pandemic. We had made notable interventions in ‘Break the Chain’ campaign, which is being implemented by the Government of Kerala for containing the spread of corona virus. The Government put forward the slogan of ‘Physical Distancing, Social Unity’ at first for containing the spread of the virus. ‘Orumayk oru kuda akalam’ or Social Distancing through umbrellas is the campaign being implemented by us for taking this slogan to all NHGs.

As a part of this campaign, for maintaining social distancing in public spaces and for ensuring the same, we aim at promoting the usage of umbrellas. Through this campaign, awareness for maintaining social distancing is created among the public. The umbrellas produced by the umbrella making units under Kudumbashree is made available to the NHGs through CDSs. The NHG members have to repay the cost of the umbrellas they purchased in 12 installments only. As part of the
campaign, the pamphlets prepared by the Health Department emphasising the importance of maintaining social distancing is also distributed.

The activities of the campaign had already been started in all 14 districts. In short, all Kudumbashree members who are formulating and implementing such a simple campaigns for making aware the public become part of the fight against corona virus are therefore making greater contributions to the public.