Yesterday, we explained about the second phase of discussions held in each NHGs as part of the ‘Grand Care’ Programme for disseminating the message that elderly need to be cared. For taking this message to more people, we are launching a new programme from today. Selected resource persons from each LSGI would contact the elderly people in the respective LSGIs (over phone) and inform them of the message of ‘Grand Care’. This would be the idea which will be implemented from today. This programme is implemented jointly by Kudumbashree, Health Department, Social Justice Department and Women and Child Department. The procedure of selecting four resource persons in each panchayats was completed in last week itself.

Every Panchayath would have one resource person from Kudumbashree and three resource persons from Women and Child Department. They had been given training through the selected master trainers. The contact details of 40 lakh families with elderly members is also available. From to-
day, maximum elderly people would be contacted every day through phone and we plan to take the message of providing care to the families.

The resource persons who contacted and gave instructions to the people who were in quarantine have volunteered from Kudumbashree for this activity. So, their experience would help in making this programme even more effective.

As per this, when the elderly would be contacted over phone, they would put forward their needs and suggestions. Necessary convergences will be ensured for forward linkages to fulfil the needs of elderly people. It is planned to make convergences with the Primary Health Centre for the health related needs through ASHA workers. For other social needs, the Rapid Response Team (RRT) in the ward level and LSGIs could be contacted. For the needs like counselling and mental support, the service of the medical staff, professional counsellors of Health Department will be used. We hope that through this new start, the idea of ‘Grand Care’ would reach out to more families. Wishes to all volunteers who came forward for this activity.