A campaign titled ‘Back to Basics’, is started under the leadership of the Health Department of Kerala for fighting back covid-19 pandemic. We could counter the pandemic well, despite many difficulties caused by COVID in the last one year. Kudumbashree had taken up various activities during this period. Activities as part of the ‘Break the Chain’ Campaign under the leadership of Kudumbashree NHGs included spreading awareness through social media, whatsapp groups and NHG meetings, activities of the ‘Grand Care’ Programme for the elderly, running the community kitchens etc.

‘Break the Chain’ Campaign had played a key role in countering covid-19 pandemic in Kerala. As part of this campaign we publicized and spread the idea of ‘SMS’ (Social distancing-Mask-Sanitizing/washing hands) for the awareness of the Kudumbashree members and general public through social media and other media. Now, ‘Back to Basics’ Campaign is launched to make the public sustain the alertness we had shown until now in fighting back the Covid-19 pandemic. The campaign also aims at spreading awareness to all that we should continue maintaining social distancing, should contact the concerned if any health issues arises and get enough treatments, should regularly use masks and sanitisers and not to consider covid-19 an insignificant disease.

As part of this ‘Back to Basics’ Campaign, an interactive programme is being conceptualised by ensuring the maximum participation of Kudumbashree NHGs. We have decided to circulate a note among the NHGs to alert all to continue activities to prevent COVID. We are giving directions to read out and discuss a note during the NHG meetings which would be held on the upcoming saturday and sunday. Hope through this, we would be able to emphasise once again the importance of implementing the idea of ‘SMS’ in day to day life.
In addition, we have decided to circulate posters highlighting the importance of strengthening the countering activities against covid-19 pandemic through social media to kudumbashree circles. Further, content on 'Back to Basics' Campaign will be spread to all kudumbashree members through social media and other channels like whatsapp, under the leadership of Kudumbashree. The posters regarding the same, that’s ought to be shared among the NHG members through whatsapp groups would be shared from tomorrow onwards. The note, that is to be discussed at the NHGs will reach all the CDSs by wednesday.

Hope, each and every NHG members would give importance to these activities and share these posters, through the social media to their dear ones. We request all kudumbashree members to discuss the note prepared by us during their weekly meetings. It’s essential to spread the importance of 'Back to Basics' Campaign to all in the neighbourhood (non-Kudumbashree members as well) and make them aware of the importance of countering covid-19 pandemic.