‘Snehitha Calling Bell’ is an innovative programme launched by Kudumbashree which aims to ensure the protection and security of individuals who are living alone or living at isolated places. ‘Snehitha Calling Bell’ program envisages to give support to the beneficiaries by conveying to them that they are not alone anymore and the whole society is with them. We also aim to co-ordinate various activities for the welfare of those who are living alone through the convergence with other governmental departments and agencies.

‘Snehitha Calling Bell’ was a project initiated by our Kasaragod district mission last year. It was started at the Kuttikkol Panchayath of Kasaragod district of Kerala under the leadership of Kasaragod Snehitha Gender Help Desk during 2017-18. We, during 2018-19, extended the ‘Snehitha Calling Bell’ Programme to all across the state. In the first phase, we conducted a survey to identify the
people who are staying alone in Kerala (and who needs support). The result received during the survey was analysed in depth. We made revisits to the houses and identified that 57,555 people are staying alone in 14 districts across the state. Out of them, few may need social interactions to overcome their loneliness, whereas, few others may need help in cooking. For some others, someone's assistance is needed to accompany them to hospitals. The beneficiaries of ‘Snehitha Calling Bell’ Programme include, people who are staying alone because of the vulnerabilities resulting from their poverty or those who lack basic amenities etc.

‘Snehitha Calling Bell’ Programme co-ordinates various activities for the beneficiaries under the leadership of Kudumbashree Organisation System. It's done with the assistance of Local Self Government Institutions and with the convergence of other departments. We aim at filling the lives of the lonely with sheer happiness by extending them support, love and care in their vulnerabilities, poverty and health issues, under the responsibility of Kudumbashree NHGs. The activities regarding the same had already been started. More details of the same is available in this link: http://www.kudumbashree.org/pages/756

For one week starting from 15 November 2019, we are observing ‘Snehitha Calling Bell Week’. Through this we aim at ensuring social support to the beneficiaries, make convergences with the Local Self Government Institutions, make individual plans and schedule follow-up activities, analyse the activities and sustain the support of NHGs and extend mental support to the lonely by ensuring that they are not alone anymore and the whole society is with them. The detailed guideline about the Snehitha Caling Bell Week observance is available in this link: http://www.kudumbashree.org/…/4zbzf_snehitha%20guidelines-w…

Through ‘Snehitha Calling Bell’, we are emphasizing the fact that Kudumbashree Mission would always be there with the people who are living lonely and isolated, and who needs all supports.