Jagratholsavam

We explained in detail about our Balasabhas, the 'Kudumbashree of Children' and its key activities in one of the previous 'Making an Impact' articles. Jagratholsavam is an innovative programme of Balasabha which was launched in 2018 and following its success, the same was continued in 2019 as well.

Jagratholsavam was planned and implemented to spread the message of the importance of health, hygiene and cleanliness to the households through children. The aim is to spread awareness about the need of hygienic practices of public health and to convey the message of reducing waste to the families. Jagratholsavam was organised jointly by Kudumbashree Mission, Kerala Institute of Local Administration (KILA), Suchithwa Mission, and Local Self Government Institutions (LSGIs).
What is Jagratholsavam?
During April and May, the Balasabha Children will come together for two days in every wards under each LSGIs of Kerala. These children were given two days training and following that, each of these children visited atleast 5 households including their own homes and on reaching each house they will communicate various messages to families on health and hygiene. They educated the families on steps to be taken for preventing vector borne diseases. Through this programme we were able to develop an attitude in the families to follow good practices (like taking care of waste, removing breeding sites of mosquitoes around the house etc) and were able to make people more alert.

Balasabha children were able to spread the message to 16,572 wards in Kerala during April 2018. A total of 4,90,830 children became part of Jagratholsavam. During April-May 2019, Jagratholsavam was organised in the name ‘Pencil’. With the participation of 4,41,064 children, the programme was therefore organised in 13,703 wards in Kerala. We are indeed proud that, through this convergence programme of Kudumbashree, we could be a part of moulding a healthy generation by passing awareness through this initiative of Balasabha.