For the welfare of the elderly

One of our latest initiative is ‘exclusive special neighbourhood groups for the elderly’! We envisage formation of these special groups for active participation of elderly people for various social welfare works. Also, we wish to create an environment to engage elderly population in productive activities. We also hope to create some income generating opportunities for those interested!

An active elderly population indulged in various welfare activities will be a boon for the society. Also, a team of visionary elders with various skills, knowledge and life experiences will be a real asset for progress. Kudumbashree Team plan to achieve it all through our SPECIAL ELDERLY NEIGHBOURHOOD GROUPS (NHGs)
Elderly NHGs are special NHGs started for those above 60 years of age. Compared to other NHGs of Kudumbashree, elderly NHGs have some salient features. Not only women but also men can become part of our elderly NHGs. Personal savings and bank loan are not compulsory. The elderly NHGs aims at ensuring the participation of the elderly people in social development and also envisages finding solutions for their issues.

We thought about such an idea during 2016 and was piloted in Mulanthuruthi block of Ernakulam district and Chavara block of Kollam district. 957 elderly NHGs were formed in these two blocks and 15,599 members became part of Kudumbashree Mission. Various activities were initiated under the leadership of elderly NHGs. It is notable that 93 micro enterprises were also started by our elderly members in Chavara and Mulanthuruthi.

Inspired from this success, Kudumbashree decided to start at least one elderly NHG in every block during the financial year 2019-20. As of now, 19,701 NHGs had already been started (throughout kerala) and the total number of members is 2,36,292, as of now.

What next?
We are now preparing the guidelines and policy on various activities for our elderly groups. After deciding the priorities and sectors for engagement, team kudumbashree will implement them in the coming six months. Yes, we are getting geared up to bring in a big social change through our respected elderly population.