In the last two weeks, Kudumbashree team contacted (over phone) more than 1 lakh elderly people from the destitute families in Kerala and provided them with needed assistance. This activity was explained in ‘Making an Impact’ article - 214. Also, an experience in this shared by one of our resource persons was highlighted in the ‘Making an Impact’ article - 232. This activity is implemented in all the 14 districts of Kerala with the support of 2176 resource persons. District Programme Managers of Kudumbashree coordinated the project with the wholehearted support of Kudumbashree CDS. We are happy that this activity has became one of our best (or most satisfying) efforts in social sector during this tough time of covid-19 pandemic. We were able to provide necessary support to many needy people through this activity.

Our one to one contact program was for the destitute families with members having more than 60 years of age. It was done in 4 phases. Initially, we de-
decided to call the family members once in three days. Later, after a feedback from the field, it was changed to once in five days. During the first round from 4 April to 8 April, our resource persons were able to contact 97.5% families out of 1,14,339 destitute families with elderly. During 9 April to 13 April (2nd round of call), 95.2% people were contacted through phone. Our team reached to and supported 95% families during the third round from 14 April to 18 April. During the fourth phase, from 19 April to 22 April, our resource persons contacted 94.98% people. As a next step, elderly family members were informed to contact the resource persons, if they need any support.

Our team was able to provide necessary support and convergence for the destitute families. 5498 families who requested for food from community kitchens were connected to kitchens. 4559 people requested for help to procure medicine and we were able to deliver them the same. Health services were extended to 3623 people through health department. In addition, we are happy that we were able to extend happiness, peace and needed support to around 10,000 destitute families in their lonely lives during this lock down time.

The destitute families are happy that they were contacted directly and offered support and aid. Our team is happy that we could help those who needed assistance and support. Getting inspired from this experience, we are also planning of framing a programme to connect to these destitute families directly.