

**FLOOD RELIEF BY THE KERALA STATE WOMEN'S DEVELOPMENT
CORPORATION LTD.**

The State of Kerala is facing the largest ever crisis in its history. The unprecedented floods brought in by the monsoons have wreaked havoc in the State and thousands have been displaced and have suffered loss of family, homes and property. There is a widespread appeal to support the affected by providing financial and material aid to help rebuild their lives. In the circumstances and augmenting the efforts of the Government, the Kerala State Women's Development Corporation has stepped in to provide relief to the women affected by the floods, in relief camps and otherwise. State wide coordination has been employed to ensure that aid materials reach the affected women at the place where they are being rehabilitated. The relief activities undertaken by the corporation is listed below:

- 1) **Contribution to the Chief Ministers Debt Relief Scheme-** Contribution amounting to Rs. 2000000/- was made to the Chief Minister's Debt Relief Scheme by the staff and the corporations own fund. Moreover in solidarity with CM's appeal to the public, the management and staff of the corporation will be contributing a month's salary to the CMDRF. Additionally the employees of the corporation participated in the relief work and distributed consumables worth Rs. 4 lakhs.

- 2) **Distribution of Sanitary Napkins-** 700000 sanitary napkins were distributed in relief camps across the State. This initiative was executed in association with HLL Life care Ltd.-vendors in the She Pad project of KSWDC.

- 3) **181 Women Helpline-** Two lines were spared on Women Helpline to fund function exclusively as rescue/relief helpline for 10 days from Aug 12th to 22nd.
- 4) **Procurement and distribution of Ladies Innerwear** - In pursuance to the supply of Sanitary Pads to for the affected women, the corporation also procured around 20500 pieces of ladies innerwear which was distributed in the most affected districts across the State. The regional centers of KSWDC were entrusted with the task of coordinating this initiative. In addition to this we have also distributed 25000 pieces of inner wears (supplied by M/S Ideal Garments Pvt Ltd, Tirupur, Tamilnadu, Free of cost) among the flood affected people of Kerala.
- 5) **Collection of Aid Material-** The Staff of the corporation made contributions in kind i.e. aid material such as provisions, food, clothes, medicines etc. to the flood relief collection centers constituted in Thiruvananthapuram district and also served as volunteers too.
- 6) **Liasoning Work:** The corporation is engaged in liasoning with other Government agencies, NGO's, private business agencies etc. for coordination of relief work across the State. The corporation and its regional offices continue to mobilize resources and coordinate disaster relief in the State.
- 7) The Corporation is in the move of mobilizing contributions under CSR fund or other funds allocated for social development of our associate National Corporation viz; NMDFC, NBCFDC, and NSFDC and other associating organizations and well-wishers to CMDRF.