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Isha's ARR feeds the hungry

30 April 2020, Coimbatore: Action for Rural Rejuvenation (ARR), Isha's pioneering social outreach effort to transform the lives of rural India, has rolled out a ground action plan to counter the threat of starvation in rural Tamil Nadu. The COVID-19 pandemic which has paralyzed rural economies has destroyed the livelihood of daily wagers and pushed them to the brink of starvation.

ARR's relief activities include daily distribution of cooked meals and Nilavembu Kashayam, an immunity booster drink in the villages throughout the Thondamuthur block. Muttathuvayal, Mullangadu, Madakaadu, Jagirnayakanpathi and Singapati are a few among the several villages that ARR is working in.

Isha volunteers collect the list of daily wagers who have lost their livelihood from the Panchayat Head and the village administration officer in each Panchayat. Volunteers then deliver food to individual households at the doorstep. Several hundred volunteers, inspired by ARR, have joined Isha's efforts on the field and are actively assisting volunteers in relief distribution.

Daily wagers, agricultural labourers and migrants from other states and districts are the hardest hit by the lockdown which has rendered them jobless. Most have taken shelter on the streets in villages and in temples.

In addition, volunteers are also distributing personal protective equipment and sanitation kits to medical personnel, healthcare workers, police and everyone working on the frontlines to prevent the pandemic from entering rural communities.

A standby 30-bed Isolation Ward has been set up at Pooluvapatti Primary Health Center by the local administration. It has been equipped with medical infrastructure by ARR.

Isha volunteers are also assisting the Department of Health and the police in conducting pandemic prevention awareness drives in the villages. Till date, there has been no positive case of Coronavirus in Thondamuthur block.

If you would like to know more about this, please write to mediarelations@ishafoundation.org.