Press Release

13 October 2023

**\*6.17 lakh NHG Members attended Kudumbashree's Back to School Campaign; Third Phase of the Campaign starts today\* (14.10.2023)**

Thiruvananthapuram: Kudumbashree's Back to School Campaign, the largest training programme for women ever held in the country which aims to bring 4.6 million women to school on holidays, is progressing in full swing across the state. The third batch of the 'Back to School' Campaign will be held during 14-15 October 2023. As per the data received till 8 October 2023, a total of 6,16,813 NHG members from 72,254 NHGs have attended the 'Back to School' Campaign. Palakkad, Malappuram and Thrissur districts came in first, second and third places with participation of 73197, 70565, 68905 NHG members respectively. The campaign was launched with the aim of strengthening the three-tier structure of Kudumbashree and for equipping the NHG women to take up novel ventures in tune with the changing times.

The district wise data as on 8 October 2023 are as follows: (In the order of district, no.of NHGs attended, no.of NHG members attended)

Thiruvananthapuram- 6307- 60372

Kollam- 6749- 50501

Pathanamthitta-2649- 21545

Alappuzha-5224- 42624

Kottayam-3305- 24736

Idukki-2960- 21711

Ernakulam-7882- 66328

Thrissur-8176- 68905

Palakkad-8573- 73197

Malappuram-8041- 70565

Kozhikode-2584- 25950

Wayanad-2776- 21960

Kannur-3763- 34606

Kasaragod-3265- 33813

Total-72254- 616813

The campaign was started when Shri. M.B. Rajesh, Minister, Local Self Government Department, Government of Kerala performed the State Level Inauguration of the Campaign at K.B. Menon Memorial Higher Secondary School, Thrithala, Palakkad on 1

October 2023. The campaign envisages bringing 46 lakh Kudumbashree NHG members back to classrooms on holidays until 10 December 2023. On the first day itself, lakhs of NHG members took part in the Campaign across the state, amidst the heavy rains.

The campaign activities have been designed in a way reminiscent of the school days. Class time is from 9.30 AM to 4.30 PM. The Assembly is from 9.30 AM to 9.45 AM. Kudumbashree's Mudra Geetham (Anthem) will be sung during the Assembly. The Lesson topics include Organizational Strength Experience Lessons, Vibrancy of NHG is in Mathematics, Community-Life Security Our Happiness, Livelihood-Ideas Projects and Digital Age.

As part of the Campaign being conducted in collaboration with the General Education Department, the NHG members are coming to the schools under the respective CDSs during available holidays from 1 October-10 December 2023 to gain knowledge on various subjects. More than 2000 schools in the state have been sanctioned for the campaign.

The classes are led by more than 15,000 Resource Persons all across the state. There will be a 10 member team of Resource Persons in each district which includes 2 Kudumbashree Training team members, 2 Auxiliary Group members, 2 Micro Enterprise Consultants, District Programme Manager in charge of Organizational Strengthening, Assistant District Mission Coordinator and 2 Gender team members. There are Resource Persons in the Block level as well as in CDS level.

Notable personalities including ministers and others from social-political-cultural sectors have visited the 'Back to School' Campaign.

Executive Director

Kudumbashree