

»» Hon'ble Chief Minister launches Kudumbashree School



Kudumbashree School aiming at the personality development and social, cultural, educational empowerment of women was officially launched by Shri. Pinarayi Vijayan, Chief Minister, Government of Kerala at Penpol Ground, Vilappil Panchayath on 21 October 2017. "Kudumbashree Women should be more alert about the social disasters existing in the society and should try to become the hope and consolation of their own areas". Minister said.

Kudumbashree School, the informal education programme which is executed coordinating with the NHGs envisages to improve the intellectual quality of common women. For this, information on different arena are given to them. As part of the state wide launch, district

wise launch was also planned and successfully executed in every district. Ministers, MLAs, MPs also took part in the programme. Kudumbashree school enables the women to be aware of the need of social commitment and equip them to be part of the campaigns against alcohol and drugs.

Retired school teachers, experts from social, cultural and different other sectors will be given training to Kudumbashree women. In addition to this, 6 Resource persons were selected from every ward. That is, 1.19 lakh ward level teachers from 19854 wards will become part of this programme. Two hour training will be given to NHG women for a tenure of 6 weeks. Those who complete 12 hours of Kudumbashree School training will be given certificates. For the successful implementation of the programme, Kudumbashree Mission had ensured the convergence with different departments.

Through Kudumbashree School, the women will be made aware of the different programmes executed by Kudumbashree in the state. Kudumbashree Mission not only aims at the social, financial and cultural empowerment but also at the intellectual empowerment as well. The programme also aims at retrieving the indigenous agricultural culture of Kerala.

»» Swachhta Pakhwada in 195 Panchayaths



Grama Samridhi Evam Swachhta Pakhwada programme was conducted in selected 195 panchayaths which were chosen by Ministry of Rural Development for 'Mission Anthyodaya' programme in Kerala with different programmes. The programme envisages to create 5000 poverty free villages by 2019 and 50000 by 2022. As part of this, 'Gram Samridhi Evam Swachhta Pakhwada' was conducted in 50000 panchayaths in the country from 1-15 October 2017. A two week programme was conducted in Kerala in continuation with the programme.

The programme envisions to review the status of the centrally designed programmes and to give maximum publicity for those. The programme was conducted co ordinating with the concerned grama panchayaths. As part of this, Gramasabhas were conducted in 195 Anthyodaya Panchayaths.

The programme is framed to communicate the aims, services provided and other details of the centrally designed programmes to the bottom level of the society. The resource persons gave classes for ADS and CDS members and Asha workers on such centrally designed programmes which are executed through Kudumbashree Mission and Shuchithwa Mission.

Survey was being conducted in panchayaths regarding the developments in those programmes by the specially trained Resource Persons. The consolidated data will be recorded and would be submitted to MoRD with the approval of the concerned panchayath committees.

Kudumbashree conducted street plays using the 'Rangashree' art troupe to give promotion to the centrally designed programmes like DDUGKY, MKSP, NRLM and PMAY (G) which are executed through Kudumbashree.

Cleaning campaigns were also conducted in 195 panchayaths co ordinating with Balasabha. The photo video documentation of the whole programme was done by the Resource Persons. The District Mission co ordinated the whole programme in the district level.

»» Destitute Free Kerala : Survey through Mobile App launched



The Mobile Application specially designed for the Destitute Free Kerala Programme survey was launched by Dr K.T. Jaleel, Minister for Local Self Government Department, Government of Kerala at Central Stadium, Thiruvananthapuram on 19 October 2017. "By this survey, all the destitute in Kerala will come under the protection of the Government". Minister said.

The programme aims to be the first state in the country to be destitute free. Government had adopted around one and a half lakh families

through Asraya programme. And as 'Destitute Free Kerala' programme becomes a reality, the true beneficiaries will be protected. The beneficiaries of the Asraya programme and the newly identified destitute will be the beneficiaries of The 'Destitute Free Kerala Programme'. The 40 % of the total expenditure will be given to every panchayath as challenge fund. This amount will be used for meeting the basic needs such as food, health and education. The remaining 60 % will be met from the fund of three tier panchayaths. Through Mobile App, pictures of each and every family would be taken and would geo tag the location they stay.

"The projects of the programme will be specially designed identifying the needs of each and every destitute family" said Shri. S. Harikishore IAS, Executive Director, Kudumbashree Mission. The handbook for the survey of 'Destitute Free Kerala' programme was also released at the function.

»» Migrant Labourers Balasabha

From now onwards children of Migrant Labourers will also take part in activities of Balasabha. The first of its kind Balasabha is launched in Binani Puram of Kadungalloor Grama Panchayath of Ernakulam District. Kudumbashree envisages to assist children in their academics as well as in their co-curricular activities, thereby influencing them in their character formation by forming these special Balasabha.

41 children of Migrant Labourers joined this Balasabha. The children are of 5 to 18 years of age. Its a notable feature that by actively participating in such Balasabha, these children will therefore be able to interact with the local children and thereby they will learn the local language as well. Its by co

ordinating with the teachers and parents of these children that these special balasabhas are functioning. Ernakulam District Mission directly co-ordinate the activities of this Balasabha with the help of special resource persons.

More than thousands of children are studying in the schools at Perumbavoor. Its also planned to start more special balasabhas by including these children. By launching this, Ernakulam District Mission envisions a collective change in these children.

During the 'Disha campaign' which was conducted in January 2017, special NHGs were formed by including women from the families of Migrant Labourers. By including them, Kudumbashree envisions their inclusion in the society.

»» Lasitham 2017 attract masses

Kudumbashree Wayanad District Mission made a mark by coming up with an innovative Balasabha activity, Lasitham 2017, which offered workshops and performances on 10 Indian art forms. Lasitham 2017, the three day workshop was conducted coordinating with Society for the Promotion of Indian Classical Music and Culture Amongst Youth (SPIC MACAY) from 17-19 October 2017. The programme was kick started when Shri C.K. Saseendran, MLA inaugurated the programme.

The programme envisioned to transfer the art forms to the upcoming generation in its indigenous form itself. The aim of Lasitham 2017 was to popularize such art forms among the common people. Only a few schools had been giving classes on such art forms before. Even though the children were interested in learning such art forms, the financial issues had clung them backward. Through Lasitham 2017, the children were offered a golden opportunity to learn their favourite art forms from the maestros itself.

Presentations & performances on Bharatanatyam, Kuchipudi, Odissi, Mohiniyattam, Kathakali, Mural Painting, Yoga, Nangiarkoothu and Tholppavakkooth were handled by Deepthi Parol, Deepa Saseendran, Abhaya Lakshmi, Vidya Pradeep, Kalamandalam Vijayan Asan, KR Babu, Thiagi Subhash, Dr. Aparna Nangiar and Rajeev.K respectively. Along with that Manipuri was performed by Basu Sinam and OttanThullal by Kalamandalam Mohanakrishnan.

The space for the workshops were provided by Navodaya Vidyalaya, Vythiri and the venue for the performances and presentations were provided by Kerala Veterinary and Animal Sciences University, Pookode. District Nirmithi Kendra Wayanad also associated with Kudumbashree Wayand District Mission in bringing up such a novel initiative.

»» Kudumbashree shines at Kerala Cultural and trade Fair 2017

Kudumbashree shined at the fourth editions of Kerala cultural and trade fair organised by Information and Public Relations Department of Kerala as part of the interstate information and public relations event held at Bengaluru from 14-20 October 2017. The trade fair was inaugurated by Dr K.T. Jaleel, Minister for Local Self Government Department, Government of Kerala on 14 October 2017.

Kudumbashree had marked its scintillating presence at the event by hosting the Kerala food court delivering more than 30 unique dishes and 9 Product stalls with 400 plus products made by Kudumbashree women entrepreneurs. The total sales at the commercial stalls were around Rs 3 lakhs and that of the food stalls were around Rs 5.5 lakhs. 7 Micro Enterprise Consultants, 2 entrepreneurs and 30 women members from 9 cafe units participated at the fair.

Nine cafe units from Thiruvananthapuram, Kottayam, Ernakulam, Kozhikode, Malappuram, Kasargod and Kannur rendered all renowned local dishes with all the essence of being at home. A theme stall exhibiting the scale and scope of activities that Kudumbashree Mission had ventured into, to bring collective social change and empowerment was also set up at the fair. It also staged the premium product range of Kudumbashree and the journals to propagate learning about the organisation. The theme stall claimed many acclamation for its neat presentation and as the best kept stall at the event.

The 9 commercial stalls representing 9 participating district missions of Kudumbashree got good responses for bringing products with purity, homeliness and quality and was wholeheartedly welcomed by the Bengaluru Malayalees.