Press Release
8 March 2024

**LSGD Minister announces One Day Work From Home for Kudumbashree Staff in the time of Menstruation during the Women's Day Celebrations of Kudumbashree**

\* Launched 'Quick Serve' professional team for various services in urban areas and Gender Point Person Concept

Thiruvananthapuram: Shri. M. B Rajesh, Minister, Local Self Government Department and Excise Department, Government of Kerala announced one day Work From Home for Kudumbashree Staff in the time of Menstruation. He was inaugurating the Women's Day Celebrations of Kudumbashree during the function held at Mount Carmel Convention Centre, Vazhuthacaud, Thiruvananthapuram on 8 March 2024.

The Minister said that Kudumbashree should be able to rewrite the verdict of social life like they rewrote the fate of the lives of women. Kudumbashree, which was started as a poverty eradication mission has now transformed as an important means of empowerment during these years. Kudumbashree has played an unparalleled role in the social, financial and political empowerment of women in Kerala. Kudumbashree has always been keen in ensuring the security of women in the society. Kudumbashree has rendered commendable service in ensuring women's safety and gender equality in the social sphere of Kerala.  He added. The Minister also launched the 'Gender Point Person' Concept of Kudumbashree.

The campaign theme for this year's Women's Day is 'Inspire Inclusion.' Nowadays exclusion, marginalization an discrimination is ongoing in the name of gender, religion, caste,  language etc nationally and internationally. And this theme is relevant in the current social scenario. The Minister added.

Shri. Jafar Malik IAS, Executive Director, Kudumbashree welcomed the gathering. Dr. Sharmila Mary Joseph IAS, Principal Secretary, Local Self Government Department, Government of Kerala presided over the function.  She also launched the 'Quick Serve' the professional team for various services in urban areas and launched the logo of 'Quick Serve' and also distributed the ID cards for the 'Quick Serve' Executives.  Dr T K Anandi, Former Gender Advisor to Government of Kerala distributed the ID cards to the Gender Point Persons.

The CDS Chairpersons along with the dignitaries launched the 14 Rachna Memoir Books from the districts. The awards for the Best GRC and Best Snehitha Gender Help Desks were also distributed to Nanniyode GRC, Thiruvananthapuram, Vazhayoor GRC, Malappuram and Snehitha gender help desk, Malappuram respectively.

Ms. Vidhu Vincent, Cinema Director, Ms. Shylaja P Ambu, Cine Actress, Rtn. Vijayaraja Mallika, GC Member, Kerala Sahitya Academy were the chief guests of the function. Ms. Geetha Nazeer, Governing Body Member, Kudumbashree, Ms. Smitha Sundareshan, Governing Body Member, Kudumbashree, Ms. Rakhi Ravikumar, Ward Councilor, Ms. Sindu Sasi, Chairperson, CDS1, Thiruvananthapuram Corporation, Ms. Vineetha P, Chairperson, CDS 2, Thiruvananthapuram Corporation, Ms. Shyna A, Chairperson, CDS 3, Thiruvananthapuram Corporation, Ms. Beena P, Chairperson, CDS 4, Thiruvananthapuram Corporation also took part in the function.  Ms. K. S Bindu, Director, Kudumbashree delivered the vote of thanks.

A Seminar was held on the topic- 'Interventions and challenges related to gender-based violence' by the representatives of various departments.  A talk on 'Mental Health – Emerging Trends, Challenges and Solutions' was done by Dr. Arun B Nair, Mental Health Expert, Government Medical College, Thiruvananthapuram.

An art performance by Rangashree members and Auxiliary Group Members, Dheeram Karate Performance and experience sharing of the beneficiaries of Snehitha Gender Help Desk, Gender Resource Centre was also held prior to the inaugural function.

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