Communication on policies and programs of Kudumbashree through posters

Under the supervision of our public relation team, a ‘communication series’ with posters and small notes has been started. It portrays the new policies formulated through Kudumbashree and the activities undertaken in the social sector. Also, posters will highlight convergence projects with the LSGIs, with focus on various livelihood programs. These posters will also be used to highlight new policies formulated by Kudumbashree.

Usually, the details about the new programmes and the plan progress are shared through ‘Making an Impact’ Article series. But through this poster series, which was started on 22 December, the comprehensive vision that links these programmes and the policies formulated under the leadership of Kudumbashree is explained as a summary. This communication technique introduces the major activities taken up by Kudumbashree during the last years in abridged form.

All these posters are published on the homepage of Kudumbashree website every day. Hope these posters will be helpful for those who would like to know more about the policies we have adopted in poverty reduction, women empowerment and livelihood sectors. For seeing all the posters, please do visit the link, www.kudumbashree.org.