Partership in Election

Tomorrow, bye elections would take place in five legislative assembly constituencies of Kerala. Let me take this occasion to detail about the services extended by Kudumbashree Mission at the time of Lok Sabha elections held during May 2019.

We partnered in election process to give an opportunity for women to participate in the biggest democratic process. We expected that active involvement in election process will boost confidence of our women members, resulting in their empowerment. Also, opportunities in election will help them get small income. Let me share with sheer pride that Kudumbashree could secure good opportunities and could make our mark in the Lok Sabha elections @ 2019.

We received the first opportunity from the office of the Chief Electoral Officer, Kerala for becoming a partner in SVEEP activities. The task entrusted to Kudumbashree was to conduct street plays in the tribal areas of Thiruvananthapuram, Pathanamthitta,
Idukki, Palakkad and Wayanad district to spread awareness about voting process and EVM (as a part of the Systematic Voters Education and Electoral Participation (SVEEP) activity). Kudumbashree’s ‘Rangashree’ performing arts units scripted and prepared street plays and provided awareness in 29 different spots in the selected districts.

The other opportunity we received was to arrange food for the polling officials. Most of the district collectors entrusted Kudumbashree to set up canteens at some of the distribution and despatch centres during the Lok Sabha elections. Through these canteens, and through supply of food to polling stations, sales of Rs. 1.28 crores was recorded!

We are happy that our team could do their best to assist in the electoral process by arranging good food for the polling officials. In addition to setting up canteens in distribution centres, the team got opportunity to distribute food parcels in the polling stations of Thiruvananthapuram and Kasargod district. Also, Kudumbashree units distributed food in the counting centres of 6 districts. They were able to serve food to 13,800 people in Kottayam, Pathanamthitta, Malappuram, Ernakulam, Kozhikode and Kasaragod districts during counting of votes.

Kudumbashree could also extend services in some other sectors also during the elections. In Kasaragod, Thiruvananthapuram and Pathanamthitta districts Kudumbashree helped the respective district administration to clean the polling stations and in arranging drinking water at the polling stations. In Palakkad, Kudumbashree Micro Enterprise units got the work order for giving 1000 cloth bags to the district election office as part of the ‘Green election’ initiative.

Kudumbashree would be grateful to the Chief Electoral Officer, Kerala and his team for giving us such an opportunity to be part of the democratic process. We also wish to thank all District Collectors of Kerala as they trusted in the efficiency of Kudumbashree and gave our team a chance to partner in elections and to prove ourselves.

It may be for the first time in the country when the women SHG’s received opportunity at a big scale during elections. Appreciations to all my district teams for taking sincere efforts to make the participation in election a great success.