The programme of extending media training to Kudumbashree members associating with Media Academy, the State Government Institution which extends training in the media sector, has been started. Those who received prior training as per the MediaShree Programme are selected for the first phase training. The training for 27 members who expressed the interest to take part in the programme has already been started at the Media Academy from 15 February 2021 onwards. The training is being provided in two batches which consists of 14 and 13 members respectively maintaining the covid protocol.

It is expected that the members would be able to handle the camera well and take good quality photos and videos using the mobile phone, once this ten day training programme would be complete. It is hoped that they will be able to function in the media sector by identifying the opportunities in the local level. We expect that they would be able to secure a livelihood opportunity in this sector once they will start getting the opportunities from Kudumbashree as well. The training of the first batch would be held during 15-25 February 2021. The second batch training will be held during 26 February 2021 - 8 March 2021. The classes are led by the eminent personalities in the visual media, photography and videography sector.

The topics such as photography, videography, video editing etc would be dealt during the 10 day training. It is anticipated that this training, which is being extended under the leadership of Media Academy would bring greater changes in their life.