‘Kudumbashree oru Nerchithram’
- our photography competition

‘Kudumbashree oru Nerchithram’ is the photography competition conducted by Kudumbashree. As a part of implementing Kudumbashree projects, we are conducting various activities for the community. Further, our Neighbourhood groups (NHG), Area Development Societies (ADS), and Community Development Societies (CDS) are doing many social activities and projects.

We thought that it will be a good motivation for all, if those activities highlighting ‘women empowerment’ are captured and published. Also, photos of activities and project undertaken by women will be a source of inspiration for the community members. It will also be
a matter of prestige for the whole society as well. This thought motivated us to plan and organize ‘Kudumbashree oru Nerchithram’, our Photography Competition.

The first season of the photography competition was held during 2017-18. The entries for the same were invited from 1 November 2017 and the contestants were asked to send the photographs that depict the life and activities of Kudumbashree. Last date for submission was 15 December 2017. Each contestant could send up to 5 photographs. During the first season we received 700 photographs.

The jury comprising of Shri. Alagappan, renowned cinematographer, Shri. Pramod, Photographer, Smt. Nisha, the then Director, Kudumbashree Mission and Smt. Jayanthi Narendranath, the then Public Relations Officer, Kudumbashree Mission selected the best pictures from the received entries. Shri. G.Shivaprasad, Photographer, Mathrubhumi came in the first place, Shri. Sudharmadas, Photographer, Kerala Kaumudi came in the second place and Shri. Shaju. V. Karat from Malappuram came in the third place.

We envisage showcasing of the activities of Kudumbashree to more people through this contest. Our aim is to motivate and inspire all, by presenting the best photographs of success and hard work of women. Also it will be a good motivation for the aspiring photographers.

The second season of the Photography Competition was held during 2018-19. Entries for the competition were received from 5 February 2019 to 31 March 2019. In the second edition, we received around 500 photos. The jury including Shri. B.S Prasannan, renowned Photographer, Shri. Shiju Basheer, Documentary Photographer and former Head of Production,