This is ‘My Kudumbashree’- Participate in the online competitions

Kudumbashree, the poverty eradication mission of Kerala, had completed 22 eventful years making revolutionary changes in the Kerala society. The details of Kudumbashree’s story was elaborated in the ‘Making An Impact’ article published on 17 May. We completed 22 years when the whole world is going through the crisis of COVID-19 pandemic. So, Kudumbashree team realises that this is the time that reminds to act more efficiently with enthusiasm, rather than celebrating the 22nd anniversary. Even though, we are not into any celebrations, we are organising two online competitions for the Kudumbashree members during the occasion of this 22nd anniversary. The competitions being organised are 1) making videos and 2) writing essays / memoirs on the topic- ‘My Kudumbashree’ (Ente Kudumbashree). The participants get an opportunity to elaborate about their experience and the changes they had brought in the society through Kudumbashree. They may also include their learnings and achievements that they had after joining Kudumbashree. The videos made using mobile phones should be of 3
to 5 minutes duration. Kudumbashree members should send the videos to the respective District Mission Coordinators. The best of the videos received would be published in the state level. The essays / memoirs prepared in Malayalam language are also to be sent to the respective District Mission Coordinators. The best of essays received from each district would be published at the state level. 20 May 2020 is the last date for sending videos and articles.

This competition would give an opportunity to all NHG members to showcase their growth and progress through Kudumbashree. We hope that it will help us to get a feedback about how Kudumbashree empowered each NHG members and her family. Hope that all interested would take part in these competitions.