Rangashree

Rangashree is our theater group. It's an enterprise group of talented members are interested in performing arts/theatre. Kudumbashree Mission have 'Rangshree' teams in every districts of Kerala with 7-10 women as members.

Through 'Rangashree' we envisaged the idea of a women community theatre. 'Rangashree' give opportunity to follow their passion to those who are interested in acting. Rangashree plays a major role in passing on the messages of social justice, equality, development and empowerment to the society. Other than that, many socially relevant messages are also being publicized in the form of street plays by 'Rangashree' groups. In short, Rangashree could be defined as a strong cultural space/forum that spreads messages to the public, than as the community theater group of Kudumbashree.

Kudumbashree initially implemented this idea way back in 2012. One team each were formed in three regions of the state. In the first phase, 37 people came forward
from 5 districts to be part of ‘Rangashree’. They were given training under the leadership of Nireeksha Women Theater. Thereafter, we assisted in arranging maximum number of venues for them. During 2017, we extended the activities of Rangashree to all districts. We took the list of the interested Kudumbashree members from each district and selected those who are passionate about performing arts. Thus 14 Rangashree teams are formed in Kerala. We have a total of 140 members in 14 Rangashree teams as of now.

Rangashree teams are able to develop/ write quality scripts according the theme, audience and venue of each received opportunity. Once the script is finalized, acting training and rehearsals are conducted. Following that, the street plays are brought out to the public. This is how Rangashree functions ‘end to end’!

We were able to provide state level venues for the Rangashree teams continuously for the last two years. Mostly, street play is the main medium adopted by Rangashree. The list of the topics on which the Rangashree teams prepared scripts and enacted are as follows:

1. Publicity for NavaKerala Lottery for the Lottery Department- 112 Venues
2. Election Awareness (Lok Sabha - SVEEP) - 29 venues
3. Publicity for PMAY (Pradhan Mantri Awas Yojana) Programme- 54 Venues completed. Will perform in 123 venues too
4. Suchithwa Mission- Waste Management Awareness - Will be performed in 643 venues.

As Rangashree functions in enterprise model, the remuneration received for these performances is the income of Rangashree teams. In addition to the opportunities mentioned above, our team is also arranging more venues in the district through departmental convergence. There are teams who find opportunities of their own too. For spreading social messages to the public through Rangashree and to help this women art forums earn more income, you all are welcome to place your work orders to our gender team functioning at our State Mission Office!!

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