

Partnership in Kerala State School Youth Festival

Following the success and the good name Kudumbashree had achieved during the Lok Sabha Elections of 2019 by extending various services, Kudumbashree had made remarkable achievements during the State School Youth Festival of 2019 as well. Kudumbashree Kasargode District Mission had made use of the opportunity they had received and made the maximum out of it and increased their worth. Let us see how Kudumbashree Kasargode District Mission received the opportunity how the partnership was made in to a fruitful yet worthy one.

State School Youth Festival

State School Youth Festival of Kerala is an annual event conducted by the state Government of Kerala, featuring several art competitions for high school and higher secondary school students of Kerala. The festival was started in 1956. Winners from different revenue districts for a particular event will be competing in state level competition. The event is usually conducted in December–January months of a year and is considered to be the biggest cultural event of Asia. The 60th edition of Kerala School Youth Festival was held at Kanhangad of Kasargode District of Kerala. The 61st edition of Kerala School State School Youth Festival, 2020-21 is scheduled to be held at Kollam.

The 60th Kerala State School Youth Festival was held at Kanhangad of Kasargode district of Kerala. 239 events were held spread across 28 stages during the four-day festival at Kanhangad. One of the highlights of 2019's State School Youth Festival was the active participation from the local residents. Kanhangad, which hosted youth festival, gave a warm welcome to the fest and its participants. Contrary to the usual, the participants were accommodated at the houses of nearby residents which showed the love and care of the people of Kanhangad. Palakkad District has been crowned the champions of the event for State School Youth Festival 2019.

What Kudumbashree did during State School Youth Festival?

Kudumbashree's micro entrepreneurs have indeed excelled at the Kerala State School Youth Festival which was hosted by Kasaragod district this year, The State School Youth Festival 2019 was held at Kanhangad of the Kasaragod district from 28 November 2019 to 1 December 2019. Kudumbashree had partnered with the Kerala State School Youth Festival by providing food and other services.

The Director of General Education and the Organizing Committee of the Kerala State School Youth Festival gave Kudumbashree the permission to operate Kudumbashree food courts and juice stalls at the premises of the School Youth Festival venues. A total of 35 Cafe Kudumbashree units from 4 CDSs had set up 28 food-juice stalls at the 28 venues of the 60th State Youth Festival. The 2 CDSs of Kanhangad Municipality one CDS of Neeleshwaram Municipality and one CDS of Ajanur Panchayath were the 4 CDSs who were the ones which were given the charge of setting up food stalls at the venues of the State School Youth Festival.

The food-juice courts were functioning at 28 venues of Kerala School Youth Festival. Kudumbashree's cafe outlets had served tea, coffee, snacks, varieties of juices, payasam, avil milk etc. The 'Ethnic Food Court' which served traditional food had also attracted as many visitors. The women from the Scheduled Caste/ Scheduled Tribes Community were offered more opportunities through this and this had helped to bring them to the forefront. The ethnic food including various tubers like *naara*, *kizhangu*, *kachil*, *chembu*, *kappa* etc were served along with chutney. These were of high demand among the customers. The Ethnic Food Court had made a sales of Rs 20,000 within four days Kudumbashree women had started their activities one week prior to the event. The Kudumbashree members were in the professional way that all of them wore coat, shoes and gloves.

In addition to this initiative, Harithakarmasena of Kudumbashree had opened 'watermelon juice' stalls at all the 28 venues/ locations. 112 Harithakarmasena members had provided their service in these juice stalls.

The food items prepared by Kudumbashree micro entrepreneurs were of high demand among the customers. The stalls of Kudumbashree members were found crowded most of the time with the customers. The micro entrepreneurs of Kudumbashree have earned more than Rs 15lakhs through their hard work by extending their services at State School Youth Festival. Alike the services provided during the Lok Sabha Elections 2019, Kudumbashree entrepreneurs served the food by following Green Protocol.

Kudumbashree was ensured the support of the Health Department, Government of Kerala. The water for cooking at the Kudumbashree stalls were brought from an RO Plant named 'Pure Water Kasaragod' run by a Kudumbashree micro entrepreneur named Smt. Shakkeela.

The service of the Kudumbashree people were guaranteed region wise so that maximum support and service was ensured just like it was did during the extension of services at the Lok Sabha Elections 2019.

Performance during the Lok Sabha Elections 2019

It is the best performance that Kudumbashree had showcased, brought them the opportunity to serve food by opening canteens at all the venues of the State School Youth Festival. The service that Kudumbashree District Mission of Kasaragod had extended during the Lok Sabha

Elections of 2019 had secured them a good image that Kudumbashree became an inevitable factor in the execution of every event. The District Administration became much convinced about the services extended by Kudumbashree, that they have started getting regular works from the side of the District Administration itself.

Kudumbashree was too vigilant about serving the food with utmost care. Rs 28.16 lakhs was the total turnover recorded. Kudumbashree was entrusted for various activities such as providing food in training centres, arranging food for polling officials, printing, data entry works, Harithakarmasena for maintaining green protocol etc. Other than serving food to the officials, Kudumbashree had opened canteens for the general public who come to cast their votes. The canteens opened at the polling station were crowded with the officials as Kudumbashree

offered homely and delicious food in nominal rates. Kudumbashree Mission's canteens were a boon to the officials.

Partnership during Perunkaliyattam Festival

Perunkaliyattam Maholsavam is a temple festival of Kalliot Devi Temple in Kanhiradukkam village of Kasaragod district which is conducted once every 717 years. Perunkaliyattam Mahotsavam is the most awaited festival of Malabar. The whole region is expected to come together to celebrate this unique and flamboyant festivity of tradition and art. A series of vibrant and exclusive rituals will be conducted as part of the festivities such as divine music, grand performances of Theyyam forms. As part of the festival, Perunkaliyattam Kalamela, different artforms, cultural programmes, exhibitions, symposium, etc. etc are also conducted. The Perunkaliyattam was held from 23-29 December 2019. Kudumbashree was invited for setting up stalls during the time of Perunkaliyattam and good sales was recorded by the Kudumbashree micro entrepreneurs at the stalls set up in connection with Perunkaliyattam Festival. The partnership at the festival had helped get good visibility for Kudumbashree. And Kudumbashree had become an inevitable factor in the events being held at Kasaragod.

Scope

Along with the services extended by Kudumbashree during the Lok Sabha Elections, the services extended by Kudumbashree during the State School Youth Festival had helped Kudumbashree in building the 'Kudumbashree' brand name and had turned into an inevitable part of any such occasions. The brand value of Kudumbashree had increased and with two opportunities coming along Kudumbashree Kasaragod District Mission could create a better image about Kudumbashree and the professionalism that the Kudumbashree Micro Entrepreneurs had showcased helped them earn more opportunities. After the successful execution of the services at the State School Youth Festival, it is decided to bring the Kasaragod model at the Youth Festival to Kollam as well, where the next Youth Festival is proposed to be held during 2020-21. In short, we could undoubtedly say that the opportunity that Kudumbashree had received during the State School Youth Festival is the impact of the performance that Kudumbashree

had made during the Lok Sabha Elections of 2019. Kudumbashree Kasaragod District Mission had lead the teams professionally and let the regional CDSs make maximum out of the opportunities. The professional yet wise approach of Kudumbashree Kasaragod District Mission had increased the brand value of Kudumbashree Mission altogether. The other District Mission may also replicate and follow the mode of operation of Kudumbashree Kasaragod District Mission.