



Kudumbashree Kasaragod District Mission organises Covid Special 'Karkkidaka Kanji Fest'



Kudumbashree Kasaragod District Mission organised Covid Special Karkkidaka Kanji Fest. The Fest was inaugurated by Shri. M.V Govindan Master, Minister, Local Self Government Department, Government of Kerala at the District Panchayath Canteen, Vidyanagar, Kasaragod on 20 July 2021. Kudumbashree Kasaragod District Mission would organise Special Karkkidaka Kanji Fest at all the 40 Janakeeya Hotels in the district till 16 August 2021. The Karkkidaka Kanji is prepared using medicinal plants and organic rice in the traditional way of ayurveda. Four types of Kanji are served along with leafy curries and gooseberry chutney. Rs 50 is charged for the same. Take Away Counters would be set up at all Janakeeya Hotels.



Smt. Bhandari Swagat Ranveerchand IAS, District Collector, Kasaragod, Smt. Baby Balakrishnan, President, District Panchayath, Kasaragod, Shri. Shanavas Padoor, Vice President, District Panchayath, Kasaragod, Shri. T.T Surendran, District Mission Coordinator, Kudumbashree Kasaragod District Mission and other officials also attended the function.

P.I Sreevidya IAS takes over the charge as the new Executive Director of Kudumbashree

Ms. P.I Sreevidya IAS took over the charge as the new Executive Director of Kudumbashree. Ms. Asha Varghese welcomed the newly assigned Executive Director, who reached the Kudumbashree State Mission Office at Thiruvananthapuram. Mr. S. Harikishore IAS, handed over the charge of the Executive Director to Ms. P.I Sreevidya. Ms. P.I Sreevidya is the 2010 Batch IAS Officer and was working as the Director of Scheduled Caste Development Department.



Kudumbashree launches Photography Competition- 'Kudumbashree oru Nerchithram' Season 4

For motivating the aspiring photographers and to propagate the activities of Kudumbashree Mission through photographs, Kudumbashree Mission launched the Season 4 of 'Kudumbashree oru Nerchithram' Photography Competition on 22 July 2021. The contestants may submit photographs that would reflect the priority projects of Kudumbashree Mission. The photographs should reflect the activities of Kudumbashree such as, Kudumbashree Neighbourhood Group meetings, various enterprises run by Kudumbashree women including Kudumbashree canteens and cafes, the farming activities of Kudumbashree women, the parking management of Kudumbashree women at railway stations and various other spots, the waiting halls managed by Kudumbashree entrepreneurs, housekeeping services and the activities of the BUDS institutions etc.

The entries should reach Kudumbashree Mission office on or before 5 PM, 31 August 2021. The jury, com-



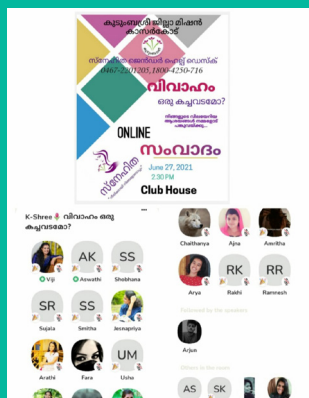
posed of renowned photographers and officials of Kudumbashree Mission will select the winner. The Award for the Best Photographer will be Rs 25,000. The second prize and the third prize will be Rs 15,000 and Rs 10,000 respectively. Rs 2000 each will be issued for 10 entries as consolation prizes.

Entries may be sent to the mail id, kudumbashreeprcontest@gmail.com or may be sent in CD Format to the address, The Executive Director, Kudumbashree State Mission Office, Trida Building, Medical college P.O, Thiruvananthapuram-695011.

The name, address, mail id and contact number should be mentioned along with. A short note on the photograph should be attached along with. The photographs should not contain any watermarks. More details of the notification is available in the link : www.kudumbashree.org/photography2021.

The first season of 'Kudumbashree oru Nerchithram' was conducted during November- December 2017, the second season during February -March 2019 and the third season was held during January- February 2020. The three seasons of 'Kudumbashree Oru Nerchithram' Photography Competition resulted in a huge success. Good quality photographs portraying the strength of Kudumbashree, functioning focusing on women empowerment is considered for the 'Kudumbashree Oru Nerchithram' Photography Competition, which is being conducted from 2017 onwards. Kudumbashree Mission which envisions eradicating poverty through women in Kerala had successfully completed 23 revolutionary years.

Snehitha Gender Help Desk of Kasaragod organizes 'Club House' Discussion on the topic 'Whether Marriage is a Business Deal?'



A 'Club House' Discussion was organised by the Gender Help Desk of Kasaragod under the leadership of Kudumbashree Kasaragod District Mission on the topic 'Whether Marriage is a Business Deal?' on 27 June 2021. The discussion was attended by the college students in the district. The discussion addressed the various issues prevailing in the society in connection with the marriage and dowry system. Discussions were also held on the changes to be brought into the families, society and in the social mindset in the light of the current domestic violence cases reported in the state. It was suggested that the changes should be brought in by the individuals themselves. Snehitha Gender Help Desk is planning to conduct such discussions regularly on such social media platforms. Ms. Arathi Menon, District Programme Manager, Gender was the moderator of the discussion.