Press Release

6 February 2024

**Minister M. B Rajesh officially declared the Closing of 'Back to School' Campaign & launched K-LIFT'24 Livelihood Campaign**

Thiruvananthapuram:  Shri. M. B Rajesh, Minister, Local Self Government Department & Excise Department, Government of Kerala officially declared the closing of 'Back to School' Campaign and launched the K-LIFT'24 (Kudumbashree Livelihood Initiative For Transformation) Livelihood Campaign during the function held at Uday Palace Convention Centre, Kowdiar, Thiruvananthapuram on 6 February 2024.

The Minister said that K-LIFT'24 will become yet another historical campaign as it was launched during the official closing of the 'Back to School' Campaign itself. The K-LIFT'24 Campaign was officially announced in the Kerala Budget on 5 February 2024 and within 24 hours Kudumbashree was able to launch it. No such programme have ever been launched within such a short span of time. Now, Kudumbashree is going from poverty eradication to increase the income. He added. Kudumbashree is that equipped. Out of the energy received from the 'Back to School' Campaign, Kudumbashree members are going to the K-LIFT'24 Campaign where they are going to make transformations happen. This will become a milestone in the poverty eradication activities of Kudumbashree. He added.

The Minister said that the 'Back to School' Campaign is an unparalleled historical movement. Just like the poets say, Kudumbashree has the legacy of 'golden touch' that everything Kudumbashree touches turn into gold. Kudumbashree gives 'a Kudumbashree touch' to every task they take up. He also said that 'Back to School' was a Campaign that was perfectly planned and executed and it was able to make a great movement in the society. 'Back to School' Campaign could make a change starting from within the households itself. 38,70,794 Kudumbashree NHG members out of the 46 lakh NHG members became part of the 'Back to School' Campaign and secured 2 World Records. He added that no one except Kudumbashree can break this world record.

The Minister handed over the certificates of the 2 World Records; India Books of Awards and Asia Books of Awards in the category of Largest Training Campaign Organized by Women in a Single State. He released the Souvenir of the Back to School Campaign and also released the logo and handbook of K-LIFT'24 (Kudumbashree Livelihood Initiative For Transformation) Livelihood Campaign, through which Kudumbashree aims to provide sustainable income to three lakh NHG members.  A short video on 'back to School' Campaign was presented during the function.

The Kudumbashree 'Back to School' campaign was launched on 1 October 2023 with the aim of strengthening the three-tier structure of Kudumbashree and for equipping the NHG women to take up novel ventures in tune with the changing times. 38,70,794 NHG members became part of the campaign during the public holidays till 31 December 2023. As a continuation of the 'Back to School' Campaign, 2024 year will be observed as the Kudumbashree Livelihood Year.

Shri. Jafar Malik IAS, Executive Director, Kudumbashree presided over the function. Ms. Sarada Muraleedharan, Additional Chief Secretary, Shri. M. G Rajamanickam IAS, Principal Director, Local Self Government Department, Dr. Joy Elamon, Director General, KILA, Ms. GeethaNazeer, Kudumbashree Governing Body, Shri. Vivek Nair, Asia Book of Records, Ms. Sathi Kumari S, Ward Councilor, Ms. Sindhu Sasi, Chairperson, CDS 1, Ms. Vinitha P. Chairperson, CDS 2, Ms. Shyna A, Chairperson, CDS 3 and Ms. Beena P, Chairperson, CDS 4 were also present at the function.

Ms. Shamna Navas, Chairperson, Tholicode CDS welcomed the gathering and Ms. Arya S Santhi, Jyothi Auxiliary Group, Kanjikuzhi CDS delivered the vote of thanks. The valedictory session started with Kudumbashree Mudra Geetham (Official Anthem) and Cleanliness Pledge. The District Mission Coordinators who played a key role in making the 'Back to School' Campaign was felicitated during the function.

During the morning session of the programme, Shri. Jafar Malik IAS, Executive Director, Kudumbashree explained the milestones of the 'Back to School' Campaign. The CDS Chairpersons and District Mission Coordinators shared their experiences of 'Back to School' Campaign. Following that, the Organization team made a presentation on the future programmes of Kudumbashree. The function was concluded with the cultural programmes presented by Kudumbashree NHG members and Kudumbashree Mission staff.

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