Press Release

5 February 2024

**Chief Minister to officially declare the closing of the Back to School Campaign & launch K-LIFT'24 Livelihood Campaign Today (6-2-2024)**

Thiruvananthapuram: Shri. Pinarayi Vijayan, Chief Minister, Government of Kerala will officially declare the closing of Back to School Campaign and launch the K-LIFT'24 (Kudumbashree Livelihood Initiative For Transformation) Livelihood Campaign during the function proposed to be held at Uday Palace Convention Centre, Kowdiar, Thiruvananthapuram, today (6 February 2024). Shri. M. B Rajesh, Minister, Local Self Government Department & Excise Department, Government of Kerala will preside over 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. During this function, the Chief Minister will hand 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 will also release the Souvenir of the Back to School Campaign and will release 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. As a continuation of the 'Back to School' Campaign, 2024 year will be observed as the Kudumbashree Livelihood Year.

Ms. Sharmila Mary Joseph, Principal Secretary, Local Self Government Department, Government of Kerala will present the report on 'Back to School' Campaign. Ms. Arya Rajendran, Mayor, Thiruvananthapuram Corporation, Shri. Sasi Tharoor, MP, Shri. V. K Prasanth MLA, Adv. D Suresh Kumar, President, Thiruvananthapuram District Panchayath, Ms. Sarada Muraleedharan, Additional Chief Secretary will be the Chief Guests of the function.

**Ends**