

Annual Plan 2018-19

PUBLIC RELATIONS

Unique No.of the Scheme	Name of the Scheme	Aim Physical (clearly explain the real vision)	Total Funds Earmarked (in crores)	Page No (Where details are available)	Responsible Person
PR 001	Campaign to reach LSGDs	To introduce Kudumbashree Activities in LSGs.		3	Manjary, Chaithanya, Asha Monitoring: PRO
PR 002	PR Campaign among Departments	To make other departments aware about Kudumbashree Activities for a long term association.		4	Asha, Manjary, Chaithanya Monitoring: PRO
PR 003	Campaign to reach Top Organizations	Publicise Kudumbashree activities in Top Organizations.		5	Public Relations Officer
PR 004	IEC Campaign on our projects	To make aware of Kudumbashree projects among all the Panchayath and right beneficiaries.		5	Manjary, Chaithanya Monitoring: PRO
PR 005	Cookery Show	To bring out the reach of Kudumbashree and showcase their talents.		6	Chinchu Chaithanya Monitoring: PRO
PR 006, PR 007	Documenting 14 subjects, What is Kudumbashree	This may be used for Kudumbashree PR activities, training and other programmes.		8	Chinchu, Manjary, Chaithanya Monitoring: PRO

PR008	Kudumbashree Bazaar promotion	To increase the publicity of Kudumbashree products in a Qualitative manner		9	Manjary, Chinchu, Chaithanya Monitoring: PRO
PR 009	Online Quiz	Through online quiz Kudumbashree website will grab more public attention and our activities will get more Publicity.		9	Sreebal.B.S, Nishitha, Asha, Manjary Monitoring: PRO
PR 010	NRO Talk Show	To bring out the women leaders among Kudumbashree in National Level.		10	PR Team
PR011	Film festivals on priority projects	Kudumbashree projects will be screened as movies and get more publicity and acceptance		11	PR Team
PR012	Photography competition	To promote photography among women with social value through our projects		12	Nishitha, Chaithanya Monitoring: PRO
PR013	Media workshop and travelogue for media persons	Kudumbashree activities and programmes will get publicity among media in right manner		12	PR Team
PR014	Internship Programme	To Promote District level activities among media and public		13	PR Team
PR015	Publications	To promote Kudumbashree activities to the NHG's and Public		14	PR Team

ROLL OUT DETAILS
PART A

PR001 – Campaign to reach LSGDs

Aim : To introduce Kudumbashree Activities in LSGDs.

Project Description

This campaign will help LSG departments to get awareness about Kudumbashree's various activities and projects. Through this IEC more convergence activities would be made possible which would benefit growth of both the parties. We will find out the departments and senior officials and send our communication on regular basis.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Identification of all the LSGD departments and officials as well	2018 June 7 th to 13 th
2	Collect mail id's and Phone Numbers	2018 June 11 th to 16 th
3	Create group emailing facility	2018 June 18
4	Launching of Malayalam newsletter	2018 June 20
5	Send Newsletter , Magazines, Broadcast messages and invitationns on regular basis	2018 June 20

Responsible Person

Asha, Manjary, Chaithanya

Monitoring : Public Relations Officer

PR002 – PR Campaign among Departments

Aim : To make other departments aware about Kudumbashree activities for a long term association.

Project Description

This Project will help to strengthen the convergence programme with different departments. We will identify the departments and communicate in all possible way. This leads to the right convergence at right time.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Data Collection of different departments	2018 June 25
2	Find out the possibilities of convergence and send all GO's, orders to them regularly	2018 July 5
3	Send Newsletter, Magazines, Broadcast messages and invitations on regular basis	2018 July 11

Responsible Person

Asha, Manjary, Chaithanya

Monitoring : Public Relations Officer

PR003 – Campaign to reach Top Organizations

Aim : Publicise our land mark programme in top organization.

Project Description

This programme envisages to familiarise our projects globally. We will collect e-mails and contact of international organisation and send flagship programmes to them.

Implementation Strategy with schedule

1.	Identifying the top organizations	July 20
2.	Collect data (email and contact)	July 30
1.	Create mailing facility	August 10

Responsible Person

Public Relations Officer

PR004- IEC programme on our projects

Aim : To make aware of Kudumbashree projects among all the Panchayath and right beneficiaries.

Description of Projects

This campaign will help to aware Kudumbashree projects and activities to all the Panchayath/Municipal/corporation in a right way. We would make use of our Rangasree team for these activities. This will be conducted in all the districts. Venue will be decided according to the convenience of district panchayath. Rangasree team will also get benefited out of this activity.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Collecting data from each team from state mission	2018 July 1 st to 20 th
2	Script work about 15 projects	2018 July 25 th to 30 th
3	Training for Rangasree team	2018 August 16,17,18
4	Collecting Data from all the panchayat and make a schedule	2018 August 20
5	Programmes	2018 September 10 th to 20 th

Responsible Person

District : DMC's and concerned DPM's

State Mission : Manjary, Chaithanya

Monitoring : Public Relations Officer

PR005 – Cookery Show

Aim: To get publicity for the cafe units and thereby attaining brand promotion for Cafe Kudumbashree and Kudumbashree mission

Project Description

Café Kudumbashree is one of the significant dining area with Kerala Traditional Food. They have widely shown their food talents in different food festival in trade fair, India and abroad.

It is very essential to know each other and to bring out the vibrant role of Café Kudumbashree in to media and general public. It would be ideal to bring them under one branch which includes logo, dress code, uniformity in interior design, and one master piece recipe.

Winner and the runner up from each district will participate in GRANAD FINALE. We will invite the eminent personalities from the field as judges. The Reality Show will leads to revamping of Cafe Kudumbashree, Cafe Shree and Kudumbashree canteen units in to a unique brand “Café Kudumbashree”.

It has been decided to make a recipe book on district level and will arrange video documentation for the 28 participants at the state level.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Issuing Guidelines to DMCs	2018 June 25
2	Selection of Café Units	2018 July 15
3	District Level Competition	2018 August10
4	Result (List of the Qualified Café Units)	2018 August 22
5	Grand Finale	2018 September 20

Responsible Person

District : DPM (ME)

State Mission : Chaithanya, Chinchu

Monitoring : Public Relations Officer

PR006, PR007

Documentation of 14 Projects, What is Kudumbashree (video)

Aim : IEC of Kudumbashree Activities

Project Description

Since Kudumbashree Mission is the self sustained model in the world it is very essential to create awareness about the objectives of the Organisation among the general public.

Documentation is very essential for introducing and familiarising our activities to the general public, our agencies, other departments and media. This can be used for training purpose and archival purpose as well.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Script making of 15 projects	2018 June 20
2	Spot identification from concerned departments	2018 July 10
3	Shooting	2018 July 20 th August 15 th
4	Editing	2018 August 20 th to 28 th
5	Final	2018 September 20

Responsible Person

Video Documentation : Chinchu I Babu

Documentation : Manjari & Chaithanya

Monitoring : Public Relations Officer

PR008 – Kudumbashree Bazaar Promotion

Aim : To increase the publicity of Kudumbashree Products in a Qualitative manner

This Project is intended to popularize the Kudumbashree Products to the true customers. We will select 20 famous personalities from different fields and 20 Women enterprisers from Kudumbashree and get their testimonial bytes. This will help to reach our online products in to more public.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Circular on procedures	2018 September 1
2	Identification of Personalities	2018 September 20
3	Testimonial Bytes and Video Shooting	2018 September 20 th to October 15 th
4	Post production	2018 October 16 th to 25 th

Responsible Person

Chinchu, Manjari, Chaithanya

Monitoring : Public Relations Officer

PR009 – Online Quiz

Aim : Through online quiz Kudumbashree website will grab more public attention and our activities will get more Publicity.

Project Description

To grab maximum hits for the website and to familiarise the various programmes of Kudumbashree, it would be ideal to conduct an online quiz. There will be a daily winner, we will give away our products as gifts. There by we could increase publicity for our products as well. Duration of the contest will be 45 days.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Issue a Circular asking for the questionnaire about each Programme	2018 June 11
2	Last date for submission of questionnaire	2018 June 20
3	Compiling the questionnaire	2018 June 25
4	Collecting gift from the units	2018 July 5
5	Conducting Quiz	2018 July 20 to September 5 th

Responsible Person

Sreebal.B.S, Nishitha, Asha, Manjary

Monitoring : Public Relations Officer

PR010 – NRO Talk Show

Aim : To bring out the women leaders among Kudumbashree in National Level.

Description of Projects

Through the talk show we will find out the true leader from the Kudumbashree community and present them in national level. We would select the mentors from Kudumbashree, and also representative women from the states in which Kudumbashree NRO operates. Through this we would get National Level recognition for Kudumbashree Mission as well as for Kudumbashree NRO.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Issue a Circular	2018 October 1 st week
2	Selection Procedure for different states	2018 October 15 th to November 15
3	Grand Finale (Talk show)	2018 December last week

Responsible Person

PR Team

PR011 – Video Film Festival

Aim : Kudumbashree Projects and activities will be screened as films.

Project Description

Since films one the strongest medium of communication it would be ideal to conduct a film festival to educate about our projects. We will invite entries and the plots will be our projects. Documentation of short film will be 5 to 10 minutes. Our NHG members, trainers, RPs and invited personalities will be the delegates. Movies will be screened at Government Theatres. Venue will be Thiruvananthapuram.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Issuing Guideline	2018 June 20
2	Invite Entries	2018 July 10
3	Last date for submission of entry	2018 September 15
4	Screening to Jury	2019 January 1 st to 15 th
5	Festival	2019 January last week

Responsible Person

District – ADMC, DPM

State Mission – PR Team

PR012 – Photography Competition

Aim: To Promote creativity along with social value through our projects.

Project Description

Kudumbashree Programme and activities will get good reach and hype through conducting Photography Competition. An exhibition will be conducted on the same.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Issuing a Circular	2018 October 5
2	Invite Entries	2018 October 15
3	Last date for submitting entries	2018 November 30
4	Screening	2018 December 1 st Week

Responsible Person

Sreebal.B.S, Nishitha and Chaithanya

Monitoring : Public Relations Officer

PR013 – Media Workshop with Travelogue

Aim: To create awareness among the media and the Public about the activities of Kudumbashree.

Project Description

This Workshop will help to popularise and strengthen our activities and events. We

will conduct a travelogue to our units along with media person. There will be an interactive session with our enterprises as well.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Action Plan (Circular on Procedures)	2018 August 20
2	Identifying best Units	2018 August 30
3	Conducting Workshop and tour	2018 September 15

Responsible Person

PR Team

PR014 –Internship Programme

Aim: To Promote District level activities among media and public.

Project Description

The internship programme would help to publicize district level activities on a large scale basis. The interns will contribute to the publications and other PR activities implemented by state mission. They will be remunerated Rs.10000/- as monthly stipend and Rs.5000/- as Travelling allowance.

Implementation Strategy with Schedule

Sl.No	Activity	Date
1	Inviting application	2018 August 5 th to 25 th
2	Selection procedures	2018 September 1 st to 5 th
3	Programme starting	2018 September 10
4	Programme ending	2018 March 10

Responsible Person

Public Relations Officer

PR015 – Publications

Aim: To Promote Kudumbashree activities to the NHG and Public.

Project Description

Publication has an important role on Publicity and other promotions. As we have immense of activities we should have our own publications. So that we can do the work according to the programme.

Implementation Strategy with Schedule

Publications on Weekly, Monthly and Daily basis.

Responsible Person

PR Team

Monitoring : Public Relations Officer