



Manjari Asok
Communication Specialist
Public Relations

Yes! I Made a Difference by Documenting the Mission

Making a small difference is not really a ‘small’ matter. It is a big deal that matters very much. Everyone can do simple things to make a difference, and every little bit really does count. When it comes to an organisation, dedicated and hard work of every employee and employer counts and in fact it is their collective hard work that makes the organisation go forward in a better and more fruitful way. Documentation plays an important role in compiling the history of any organisation till date. When it comes to the documenting of the activities of an organisation, the task would be entrusted with the Public Relation Department of that organisation which deals with the facts and data with a point of news value and would record the same for future reference.

Kudumbashree Mission and its way forward

As we all are aware, Kudumbashree Mission, founded in 1998 is the women empowerment and poverty eradication program, framed and enforced by the State Poverty Eradication Mission (SPEM) of the Government of Kerala. Since its inception, Kudumbashree had been intervening and addressing the poverty by organizing the poor in to community-based organisations. Through its three-tier system, Kudumbashree analysed the needs of the poor and addressed the same in a fruitful way. And its through this type of intervention that Kudumbashree Mission became the largest women movement in Asia.

Kudumbashree had achieved several milestones within these 20 years. Several programmes were framed, implemented for the wellness of the poor aiming at financial, social and women empowerment. Kudumbashree had won so many awards and accolades within these years for the interventions it had made in the life of common people of Kerala. Kudumbashree Mission is essentially a community network that covers the entire State of Kerala. It

is arguably one of the largest women’s networks in the world. Only through perfect documentation of Kudumbashree that the story can be well communicated to the common public.

Documentation and its relevance

For an organization like Kudumbashree, documentation has a great relevance as it would not only benefit for the institutional memory of the organisation but also would be an archive of reference stuff for the researchers, students who study about the successful models of social work.

Kudumbashree Mission has been witnessing itself being a role model of poverty eradication for many other foreign countries. Various countries from across the globe have been keenly watching the poverty alleviation model being implemented by Kudumbashree in the state of Kerala and has keeping on consulting Kudumbashree Mission for poverty Eradication to study the model of poverty alleviation to replicate it in their countries. And Kudumbashree had received a few international assignments based on the programmes that had been successfully implemented by Kudumbashree Mission in Kerala.

The Documentation has very much importance in this scenario. The videos and other printed books produced by Kudumbashree Mission are used for the training purposes both inside and outside the state. For 'Feed The Future – International Training for Programme for Developing Countries', 'Uganda – International training programme', 'Training for Officials from Tajikistan' and 'Azerbaijan Scoping Study' the materials produced as part of the documentation process was used.

'The Kudumbashree Story'- Complementary Website with Compiled History of Kudumbashree Mission

Regarding Kudumbashree, apart from the website which itself is the repository of information including the statistics of the development in each sector that Kudumbashree has intervened, it has yet another complementary website which has the compiled history of Kudumbashree. Named as 'Kudumbashree Story' the content for that website was prepared through extensive desk research, interviews, and field visits. It also includes archive of reference materials, video narratives, and photographs. It was an attempt to consolidate the evolution, history, philosophy,

and various programmes of Kudumbashree. It was prepared by a team of professionals entrusted with the task by the Kudumbashree-National Resource Organisation.

Through Different Modules, the story of Kudumbashree is presented before the wider public through this complementary website of Kudumbashree Mission.

Videos on Kudumbashree Mission

Kudumbashree has produced as many videos during 2017-18. A total of 41 videos had been compiled. The completed videos include video on Attappady Special Project, Community Kitchen, Aadugramam, Bridge School, Bridge Course, Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), Panchakrishi, Mallishwara Mill, Vanavibhavashekharanam (Collection of non-timber forest products), Jeep Service, Bytes Dr. K.T Jaleel, Minister for Local Self Government Department and Shri. S. Harikishore, Executive Director Kudumbashree on Kudumbashree School, Byte of Shri. S. Harikishore, Executive Director Kudumbashree in Pradhan Mantri Awas Yojana (PMAY) and Mudra Loan, Byte of Dr. K.T Jaleel, Minister for Local Self Government Department on CDS Sangamam, Byte of Dr. T.M. Thomas Issac, Minister of Finance on CDS Sangamam, Byte of Smt. Jasmin on CDS Sangamam, Byte of Edamalakkudi CDS Chairperson on CDS Sangamam, Videos on Harithakeralam Programme at Karulayi Panchayath and Perinthalmanna Municipality, Micro Enterprise units in Thiruvananthapuram such as E-Seva, Railway lounge Management, Vellar paper bag and palm craft, lab (Nedumangadu), Micro Enterprise units in Kollam such as Nedumpana Apparel park, Parippally Medical College Mess, Micro Enterprise units in Ernakulam such as Reverse Osmosis (RO) Plant, Women Construction Team, Pappad unit, napkin unit, Amritham food, Micro

Enterprise units in Pathanamthitta such as Nature Bag unit at Pandalam, Kalanjoo Mini café, Rangashree, Malayalapurza Cafeshree, Animal Birth Control (ABC), Micro Enterprise units in Alappuzha such as Snehatheeram, Swanthwanam, Thengukayattam (coconut tree climbing), coconut byproduct, Kudumbashree School, Pradhan Mantri Awas Yojana (PMAY) Project etc.

The shooted videos include the videos of CDS Sangamam, Bala parliament, Saras Mela and Neetham Gender Talk show 2018. The videos prepared by various news channels for their news

stories had also been collected and had been included under the videos section in Kudumbashree website.

Kudumbashree Magazine

'Keralathinte Kudumbashree' Magazine is the print medium through which Kudumbashree reaches out to its members. It is published in monthly basis. It describes our projects and activities and the activities that various District Missions implement. It also includes the success stories of the women who made remarkable achievements, news of the state-wide activities, poems written by Kudumbashree Neighborhood Group (NHG) members etc. It also includes other columns on Gender Development, agriculture and other tips. Rs. 20 is the cost of a Kudumbashree Magazine.

It reaches out to our NHG members and the public in a more effective manner. It is Kudumbashree Mission's magazine that make the group members aware of what we do as an organization. The magazine is also sent to Government officials, to the offices of all Ministers of Government of Kerala and all District Mission offices across the state.



Featured Topics

Featured Topics is a short write up published in website in daily basis. It features the news and interesting success stories happening in an around Kudumbashree Mission. The same is also published in Kudumbashree Mission's facebook page based on its relevance. The write ups would be based on the various programmes implemented by Kudumbashree Mission. As of 27 July 2018, a total of 292 featured topics had been uploaded in the website. The story is uploaded along with the photo of the respective story.

Newsletters

Starting from 11 October 2017, Newsletters were published selecting the best featured topics published in the week. It is published in weekly basis and are being sent to various administrators, officials, CDS chair persons etc via mail. As of 25 July 2018, a total of 42 newsletters had been published. Two interviews with the successful Micro Enterprise units are also included in each edition.

Apart from the English version of the newsletter, starting in 21 June 2018, yet another Newsletter was launched and was named 'Prathidhwani'. So far, a total of 6 Newsletters had been published.



Best Practices Documentation

For documenting the Best practices of the District Missions, an attempt was made to document the Best Practices during January- March 2018. Two communication specialists from the Public Relations Department of Kudumbashree State Mission was entrusted for the same and the best practices were documented in two-month time. An average of 5 to 6 stories were documented from each district. The best practices were published in the website with the story of the respective subject. The documented best practices include:

1. Thiruvananthapuram

Karimadom colony, Buds School Skill Training, Sneetha at School, HortiCorp Shelf Space, NULM Skill training.

2. Kollam

Special programme for elderly, Election Process, Kerala Chicken, Community Mobilisation, Nirbhaya Police.

3. Pathanamthitta

Special interventions in Sabarimala, Space Utilisation, Geriatric Care, Insight Programme, Pratheeksha.

4. Alappuzha

Bakshya Suraksha Bhavanam (Food Security Homes), Santhwanam Coastal Volunteers, Tribal Interventions, Plant Nursery at Kanjikuzhy.

5. Kottayam

Responsible Tourism, Animal Birth Control (ABC) Programme, Balasabha, City Livelihood Centre.

6. Idukki

Oppam, Destitute Free Kerala Survey, Imashree, PSC Coaching, Vigilant Group.

7. Ernakulam

Kudumbashree Facility Management Centre, Swapnakood, Construction Group, Gender Resource Centre, Keralashree, Intensive Banana Cultivation.

8. Thrissur

Supply of Kadali Banana to Guruvayoor Temple, Monitoring Markets of Thrissur, Community Counselling café mode of AIFHRM in Thrissur Town, Alathur Rice from Thrissur.

9. Palakkad

Annam rice, Hollow brick units, Poultry units, Street



vendors maximum ID cards distributed in Palakkad, Sujalam Programme.

10. Malappuram

Ummante vadakkini, Thennala Rice, Okhi Disaster Rehabilitation, HarithaKarma Sena in Karulayi, DDUGKY Construction Training.

11. Kozhikode

DDUGKY Job Mela at Calicut, Eksat Training for Harithakarmasena, Home shops, Pink task force, She Lodge Network, Theertham Reverse Osmosis Plant.

12. Wayanad

Clean Destination Programme of Wayanad, DDUGKY Foreign placement of Wayanad, Livelihood for Anti Human Trafficking programme, Thirunelly Tribal Special Intervention Programme, Kudumbashree Wayanad District Mission tie up with Brahmagiri Development Society.

13. Kannur

Aralam Tribal Special Intervention Programme of Kannur, Cloth bag making campaign, coir defibering units at Kannur, Kannur Goat Farmers Producer Company, Rain Army of Kannur.

14. Kasargode

Annam Amrutham rice of Kasargode, Calling Bell Programme of Kasargode, Grama Kiranam programme of Kasargode, Livelihood for the mothers of Endosulfan survivors, Safalam Cashew processing society of Kasargode, Vulnerability Mapping in Kasargode.

Books and Brochures

Kudumbashree Mission has published various books and brochures as part of the documentation process during 2016-18. The published books include:

2016: India on your plate (Café Kudumbashree), Kudumbashree in Pradhan Mantri Awas Yojana (PMAY) Programme Guidelines, National Urban Livelihood Mission (NULM) Programme Guidelines, NULM brochure, PMAY Brochure, PMAY Book- Compilation of the Government Orders and Circulars on 'Housing for All' Programme, Swasthyam Programme of Pathanamthitta District Mission.

2017: Photo Essay on Kudumbashree Enterprises, Namukku Keralam Kanam (Travelogues on Kudumbashree Study tour), DDUGKY success stories (Malayalam), DDUGKY Success Stories (English), DDUGKY Best Practices, Varayude Penma (compilation of the photos drawn by Kudumbashree women during Kochi Muziris Biennale), Kudumbashree School Book, A Book on Edamalakkudy.

2018: Sparsham Campaign of NULM- Circular Booklet, Urban Directory 2018, DDUGKY Best Practices, A Book on the programmes implemented by Kudumbashree, A Book on the Special Programmes implemented by Kudumbashree for Tribal community, A Book on Kudumbashree Participatory Micro Planning (MLP), A book on P.K Kalan Programme (Kudumba Sahaya Padhathi -Malampuzha) Scheduled Tribe Micro Plan, A Book on

the Continuous process of Sparsham Campaign.

A total of seven, eight, nine books were published during 2016, 2017 and 2018 respectively. Several Books are under making as well, which are proposed to be published in 2018 itself.

Press Releases

Kudumbashree keep on sending the news to the print media in a regular basis. The Press releases are prepared after collecting the information from the concerned departments and based on that information press releases are developed are for sending to the press. The developed Press release is then send to the Executive Director for approval and once approved, the press releases are send to the concerned media institutions via mail. As of 27 July 2018, 228 Press releases had been published. The published Press releases are also uploaded in the website.

Sthree Sakthi-A Column in Managalam daily

Starting from 25 February 2018, A serial column was started in Mangalam daily in the Sunday supplement of the Mangalam daily. The column features the success stories of the Kudumbashree women who made a difference and started reaping success. As of 28 July 2018, 15 write ups had been published.

Daily Facebook Updation

Kudumbashree Mission had also started a facebook page for communicating its activities to the public. The Facebook page of Kudumbashree's facebook page has more than 54,000 likes. The news writeups published as featured topics are published in Kudumbashree's facebook page. Through the Facebook page, Kudumbashree communicates to the public, consider their suggestions and interact with them in a productive way. It could be considered as a way of online documentation in a social networking platform.



Kudumbashree Blog

A Blog had also been started to share the personal experiences of the officials while working with the Kudumbashree Mission. The blog features the experiences of the Kudumbashree staff, the pain and challenges they have faced while implementing the programme in the fields. As of 28 July 2018, 15 blog posts had been published and more would be published as received.

Knowledge Portal

The Kudumbashree website is a full-fledged web portal with all the information on the public domain. Details of the history of Kudumbashree, detailed information on Kudumbashree, programmes and activities, 300 scholarly articles and research papers on Kudumbashree, written by eminent researchers, scholars and community workers, the best practices of Kudumbashree, innovations, presentations, insight on implementations, success stories,

audio, visuals, latest initiatives, publications, photos, videos, posters, news in print, district news, web monitoring, data and details, reports etc are compiled and are presented in the Knowledge portal section in Kudumbashree website.

The success stories of start up enterprises, urban livelihood, skill training, agriculture groups and women leaders are also documented and is published in the website.

The photo journals published articles of scholars and researchers are compiled and are kept in the library area of Kudumbashree State Mission office.

Postface

It is only a brief account of the documentation works Kudumbashree had done during the last two years. The analysis would only be complete if it would be read as continuous process which has been done in a collective manner.



Best Practises Documentation