



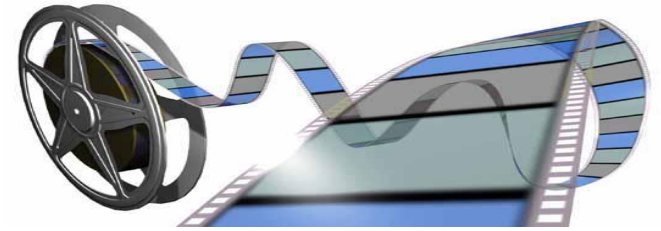
## Key Outcome

- Media coverage for all activities, got column space in print and different magazines.

## Main Objectives

- Visibility among media and the public
- Strengthening PR activities

# Plan of Actions



**Video film festival for youngsters**, who come in the age group of 20 to 30. We will invite applications for entry, topics will be our priority projects. We will put the application on website on 1<sup>st</sup> of October and 31<sup>st</sup> of October will be the deadline. Film festival will be on Two different categories, short film and documentary. Duration of short film will be up to 5 minutes. Duration of documentary will be 20 to 30 minutes. The entry fee should be Rs. 100.

- We will make a database of all applicants, this will be a big start of formation of young groups or Kudumbashree. Awards will be announced for Three selected productions in each category. The film festival will be on the last week of November.

# Annual Plan

- **Campaign of Kudumbashree Magazine:** pilot programme will be conducted in Thiruvananthapuram. We will invite all the Kudumbashree (NHG). Famous writers will be present there. It will be executed on the last week of October.
- **Know Kudumbashree campaign** on district basis. Prepare different questions on Kudumbashree and public should answer the questions.
- PR activity for Balasabha
- Online quiz programme for youngsters

# Key Task

- P R activities on every month

# Main Achievements

- Website revamped, updating featured topics on daily basis
- Conducted Media workshop

# Personal Projects

- Cleaning campaign for the young forum
- Coffee table Book
- Brand ambassadors for hash tag campaign