



## Kudumbashree Performed Chavittunatakam

A total of **504 members** of the [Kudumbashree Mission](#), participated in a **Chavittunatakam performance** to set a **world record**.

- The **Chavittunatakam performance** told the story of the **Kudumbashree Mission**, which was set up in 1998 under the [People's Plan Campaign](#).
  - Mission was launched as a **poverty eradication programme** aimed at ending **intergenerational transmission of poverty** and its growth into a **women's empowerment movement** was narrated by the women on stage with all the drama that accompanies a **Chavittunatakam performance**.
- **Chavittunatakam** is a drama form that has a great following in the **coastal districts of central Kerala**.
- The Kudumbashree performance also won the **World Talent Record**.
  - It was organized as part of the campaign to popularize the ongoing **National Saras Mela 2023**.
    - [Saras Mela](#) has been organized with the aim of empowering women and giving market to the **goods** produced by [Self Help Groups](#).

**Read More:** [Self Help Group Kudumbashree](#)

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