



BREADS
Bangalore Rural Educational
and Development Society

Bits
BREADS in Touch: Snippets



On International Women's Day (8 March), BREADS celebrates the progress and new directions that young women have begun to take in our country.

Keerthana, 18 years old, hails from Attenganam in the Kasaragod district and belongs to the Mavilan tribal community, which is spread out around the Kannur and Kasaragod area in Kerala. Keerthana comes from a very modest economic background, where both her parents work as daily wage labourers to run their household. She was a student of Don Bosco Tech Chullikkara and recently completed a 3-month informal training in Hotel Management. During this course, she came to know about the opportunities for formal football coaching at Don Bosco Sports Hub, Chullikkara, supported by BREADS' Sports for Change initiative. Prior to this, Keerthana had only played football

RIGHTS. JUSTICE.
ACTION. FOR ALL
WOMEN AND GIRLS

informally in her village. However, after joining the Don Bosco Sports Hub, Chullikkara, she became a regular participant in the training programmes, activities, and coaching sessions conducted by the centre. Through consistent practice and dedication, she gradually developed her skills and confidence in the sport.

INTERNATIONAL WOMEN'S DAY

Recently, Keerthana represented her Don Bosco Sports Hub at the state-level Don Bosco Sports Hub Football tournament in Thrissur, where she played a significant role in helping her team secure victory. Her performance demonstrated both her talent and determination on the field.



KEERTHANA

Keerthana proudly represented Kasaragod district in the first Kerala Tribal Soccer League organised by Kudumbashree in collaboration with the All Kerala Tribal Soccer Association. Demonstrating remarkable talent, determination, and sportsmanship throughout the prestigious tournament that concluded on 1 March 2026, she delivered an outstanding performance on the field. In recognition of her exceptional defensive skills and consistent contribution to her team, Keerthana was honoured with the Best Defender trophy. The Kerala Tribal Soccer League is an important platform for tribal girls like Keerthana to display their football skills and gain wider recognition.

DEFENDING HER RIGHT TO BECOME A CHAMPION

When she had initially expressed her ambition to pursue a career in football, instead of hotel management, her mother was averse to the idea. However, Keerthana’s determination and the recognition of her talent on the field, has changed her mother’s mind as well and she now supports

Keerthana’s dream. Keerthana’s achievement is a moment of great pride for the entire Don Bosco Sports Hub community and an inspiration to young female athletes, especially from marginalised backgrounds. The world is changing, one girl at a time.

BREADS’ INITIATIVES FOR GIRLS & WOMEN

- Education & Skilling
- Mental health Initiative for Nurturing Development and Support (MINDS)
- Sports for Change
- Drug Rehabilitation Education and Mentoring (DREAM)
- Women Empowerment through Livelihood and Entrepreneurship (WELivE)



- International Women’s Day Celebrations 2026 - Karnataka
- [WELivE Women Celebrate Women’s Day in Kerala](#)



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