Marketing & Business development

Annual action plan 2021–22
INTERVENTION COMPONENTS OF MARKETING ANNUAL ACTION PLAN

- Online Marketing
- Trade Fairs
- Permanent Market Places
- Distribution Network
- Enterprise Development and Support Structure

Kudumbashree Marketing
2842 Markets across Kerala at CDS Levels in all months with minimum average sale of 30000 per market with participation minimum 15 enterprises.

1059 Onam Markets in all CDS and 93 Christmas New-years Fairs in all ULBs.

2 SARAS Melas in Kerala (December and March), participation 28 other melas.

32 Food Festivals at International/National/State/District Level 50 catering units linked with online sales.

100 Trade fairs participation/Conduct at National, State, District Level.

TRADE FAIRS

Monthly Markets

Trade Fairs

SARAS Melas

Festivals Fairs

Food Festivals
Facilitated year round market avenue for 2000 entrepreneurs by establishing 66 Kudumbashree Outlets (Block/ULB level) and generated a monthly sales turnover of Rs. 50,000/- per Outlet.

Ensuring sustainability of Kudumbashree. Benefitting 1500 Micro enterprises units and generate sales turnover 1.5 Crore.

The outlet or shop establishment is mainly focused on providing more market places for women entrepreneurs, artisans, craftsman and women who find livelihoods through traditional sectors like coir, cashew and

Establishing 318 nano market in Super market, Triveni, Supplyco outlets

To create employment opportunity to 1000 Kudumbashree members through establishing 100 coffee kiosks and 500 coffee vending machines.

3 speciality stores in three regions with all branded products of Kudumbashree entrepreneurs across the State

To start 14 Healthy food Pink cafe kiosks in major cities of Kerala

Permanent Markets

Nano Markets

Malabar coffee Kiosks

Outlets

Speciality Stores

Bazaar Pink Cafe

Coir & Craft Store

Permanent Markets

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Ensuring the sustainability of the homeshop System and benefitting 700 enterprises and 2700 Home Shoppers, developed a sizeable consumer base in the Districts and generated a turnover of Rs. 8 crore.

To conduct two product promotional campaigns benefitting to 5000 micro enterprise units and generate sales turnover of 7 crores.

Kudumbashree Marketing activities this year will be focused on creating Business to Business orders for Kudumbashree Units. Kudumbashree Branded will be linked with MNCs through a series of events and procurement conclaves. Traditional Marketing avenues will be streamlined to gather more B2B orders.

Association with distributors to link kudumbashree product to retail network. District level Distributor Meets will be conducted. Products of 500 enterprises will be made available in the retail network.

Enabled around 2000 rural potential entrepreneurs/existing entrepreneurs to set up or strengthen their enterprises especially for improving packing & labelling and capacitated 200 CDSs to provide enterprise advisory services, to provide community loans and to monitor MECs/MEs through loan software.

50 Products of 500 enterprises will be developed and made competitive in the retail market.
Digital product catalogue is designed for creating brand image and sales promotion of Kudumbashree products through Digital platform. Kudumbashree mission will install a digital wall for displaying Kudumbashree products in railway stations, bus stands and in various Govt. Offices.

To list 1500 Products/8000 Orders

Promotion of Online Marketing by content creation, product stories, Vlogs, Social Media Marketing, Shopping utsav etc.

Online Marketing

Kudumbashree Bazaar, Amazon, Flipkart

Online Promotion Campaign

Digital Product Catalogue
To develop a Management Information System having Mobile Application usability for reporting and tracking sales of all marketing interventions.

To capacitate the livelihood cadre of Kudumbashree in various marketing related topics, software usage and strategies and transform them into a dedicated and expert cadre in micro enterprises development and marketing. Holistic study about Kudumbashree Marketing to submit to GB Regarding Kudumbashree Marketing Company.

To conduct periodical reviews and evaluation process at Gram Panchayath, Block, District and State levels to promote communication and provide useful feedback about performances, to facilitate better working relationships and to contribute to professional development of Marketing team and entrepreneurs.

To enable the Micro Enterprises Consultants to take up the sales and marketing functions of Kudumbashree Mission and thereby increase the annual turnover of Kudumbashree micro enterprises by 25%.
Thank You!

Team Marketing