Marketing & Business development
Annual action plan 2020-21
Sales Vs Marketing Intervention

- Office Mela: 0.8%
- Home Shops: 18.0%
- Kudumbashree Bazaar: 1.3%
- E Commerce Portal: 0.0%
- Nano Markets: 2.0%
- Onam Markets: 5.6%
- Monthly Markets: 10.1%
- Trade Fairs: 3.1%
- Food Festivals: 4.9%
- Kerala Saras Fair: 16.8%
- Saras Fair - Other State: 3.2%

Sales performance of 2019-20
MARKETING FUND ALLOCATION

- RKDP Fund: 6.5%
- Livelihood Fund: 15.6%
- Plan Fund: 13.0%
- NRLM Fund: 64.9%
ENTERPRISE DEVELOPMENT AND SUPPORT STRUCTURE

DISTRIBUTION NETWORK

PERMANENT MARKET PLACES

TRADE FAIRS

PRODUCT PENETRATION CAMPAIGN

KUDUMBASHREE MARKETING

INTERVENTION COMPONENTS OF MARKETING ANNUAL ACTION PLAN
Veetil oru Kudumbashree Ulpannam

Product Penetration Campaign to promote products at every households, to convert more activity groups into MEs, promote LED and Enterprising

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

Campaign to promote product sales of entrepreneurs to support their revival in post pandemic scenario. One Product Kit at all NHGs
100 new Kudumbashree outlets by upgrading best performing monthly markets

4 speciality stores in three regions with all premium products of Kudumbashree entrepreneurs across the State

87 Common Branded Kiosks will start operation by selling products.

1000 Nano Markets with minimum monthly sales of 3000 benefitting 750 entrepreneurs

Kudumbashree's Online marketing presence will be improved through promotions and campaigns. 5000 orders will be catered. Online Marketing System will be created and placed.

10 Kudumbashree bazaar will be functioning across the State

10 Kudumbashree bazaar will be functioning across the State
CEF Monitoring will be made real-time. CEF to 50 CDS according to disbursement performance and need. Targeted CEF for HSOs and VCD.

Home Shops will be made functional in all 14 Districts. Quarterly Kudumbashree sales campaign (BIG BILLION DAY) will be hosted at all districts to promote the idea of Home shops and buying from Kudumbashree.

Kudumbashree will develop sales force in all districts to link Kudumbashree products to retail outlets. The operation will be based on incentives. Sales team will be identified from DDUGKY and ARISE programs – Sales and Supply chain Management qualified community members.

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

50 Products of 500 enterprises will be developed and made competitive in the retail market. Revival of KADAMBARI.

Association with distributors to link kudumbashree product to retail network. District level Distributors Meets will be conducted. Products of 500 enterprises will be made available in the retail network.
270 Markets across Kerala at CDS Levels in all months with minimum average sale of 15000 per market with participation minimum 15 enterprises step data

50 Trade fairs participation/Conduct at National, State, District Level

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

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

1052 Onam Markets in all CDS and 93 Christmas New-years Fairs in all ULBs
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 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%.

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.
Product Penetration Campaign 22

- Karuthal - Product Distribution Campaign
- Online Promotion Campaign
- Veetil ore Kudumbashree Ulpannam Campaign
Karuthal Campaign

Campaign to revive MEs who have suffered loss of market due to pandemic crisis. Utility product kit produced by MEs will be distributed in all NHGs on demand basis. More than 1500 MEs of 8 Sectors get benefits through this activity.
1.5 Lakh NHGs bought at least one Kudumbashree Kit. 7.5 Crore sales turnover achieved.

- **September**: Data Analysis, Sales Monitoring and Evaluation
- **August**: Implementation of Karuthal Campaign
- **June**: Guideline Preparation, Awareness drive, Implementation strategy finalization, Demand Aggregation, Unit Identification, Order processing and delivery.
Veetil oru Kudumbashree Ulpannam Campaign

Veetiloru Kudumbashree Ulpannam” CAMPAIGN to promote Kudumbashree products through every households. 5 Lakhs Houses introduced with Kudumbashree product. 25 Crore turnover across kerala. Convert at least 500 Activity groups to ME Units
5 Lakhs Houses introduced with Kudumbashree products
Permanent Marketplace

- Nano Markets
- Marketing Kiosks
- Marketing Outlets
- Pink Cafe
- Kudumbashree Bazaar
- Speciality Stores
Nano Market

- Ensure sustainability of Nano markets and introduce effective system for product exhibition, supply and sales monitoring.
- Strengthening 659 Nanomarkets established in last financial year.
- **273 Nano market** will be start in the super markets and supplyco outlets and benefitted to **750 micro enterprises** unit.
August
Identification of Potential places like Supplyco outlets and super markets, Ensure the product distribution of Existing Nano markets

September
Start Nano Markets,

October
Sales Monitoring and Evaluation

November/December
Sales Monitoring and Evaluation

January to March
Sales Monitoring and Evaluation
Marketing Kiosk

- Kudumbashree products made available in 87 Marketing Kiosks, introduced an effective system for product supply, sales and sales monitoring and generated a sales turnover of Rs. 1 crore benefitting at least 1500 entrepreneurs across the State.
- Common Look and Feel
Tender process, Beneficiary Identification Process

87 Marketing Kiosk

Sales Monitoring and Evaluation

Special Livelihood Fund already transferred to Districts
Marketing Outlet

Scaling Up of 100 Monthly market into Permanent Marketing Outlet and generate Rs.50000 monthly sales turnover per outlet

Proposal for the 100 Marketing Outlet is submitted to Special Livelihood Package. Districts have identified 100 potential monthly markets that can be converted into permanent marketing outlet.
**JULY**

Identification of all products in the block/ULB to be sold at outlet and ensure regular supply of products.

**AUGUST**

Release of guidelines/Proceedings/SOP for establishment and operation

**SEPTEMBER**

Approval from Planning Board. Establishment of outlet according to the common brand developed by State mission

**OCTOBER**

Establishment of Outlet
Facilitate CDS in overall management of outlet and conduct monthly review and monitoring. Identify new products and incorporate new MEs with the outlet.

Establishment of outlets.

Establishment of 100 Marketing outlet according to the common brand name.

Monthly review and monitoring.
Pink cafe—Steam cooked foods

Pilot project to start Pink cafe units (only Steam cooked foods) in all districts with a common brand and working style
Pink cafe - Steam cooked foods

**JULY**

- Intimation to Districts regarding Pink cafe, Identification of place, beneficiaries etc

**AUGUST-SEP**

- Releasing Guidelines/SOP/Proceedings for the Implementation

**SEPTEMBER**

- Training to beneficiaries identified for pink cafe

**OCT-DEC**

- Establishing cafe units according to the brand developed by state mission team

**JAN-FEB**

- Monitoring and evaluation
Kudumbashree Bazaar

- To establishment a marketing platform in district where all Kudumbashree products of the district is available and Support & strengthening the institutional mechanism
- Ten Districts will start Kudumbashree bazaar.
- 1000 MEs benefitted
10 Kudumbashree Bazaar

Jan to Mar

Oct to Dec

Jul to Sep

Start 7 Bazaar in Trivandrum, Alappuzha, Kottayam, Idukki, Thrissur, Malappuram, Kasargod

Sales Monitoring and Evaluation

Start 3 Bazaar in Palakkad, Kasargod, Kozhikode
Speciality Stores

- Positioned Kudumbashree as a premium Brand among new market segments such as premium customers by establishing 4 Kudumbashree Products Stores as Specialty Stores
- Incorporated with Kerala cafe, Kudumbashree Speciality store will be set up
- Branded Kudumbashree products of all 14 Districts are available
Concept / Plan of Action development / other preparatory activities – business plan, branding, designing etc

Jan to Mar

4 Speciality Stores

Jul to Sep

Launch of 4 Stores, Sales Monitoring and Evaluation

Oct to Dec

Identification / hiring of space, setting up, Rental Agreement Execution, Infrastructure Work, Other Legal works
Online Marketing

- Kudumbashree Bazaar
- Amazon Saheli
- Flipkart Samarth
ONLINE MARKETING

KUDUMBASHREE BAZAAR
- Product addition
- Product Promotion Campaign
- Website revamping
- Content Creation Campaign

01

1500 Products listed online and 5000 Orders catered

02

03

Flipkart Samarth and Associations with other online portals
- Launch of Flipkart Samarth
- Listing of products in other online portals

Amazon Saheli
- Product Promotion Campaign
- Pandemic necessary accessories addition
- Implementation of Stock Keeping Software
FLIPKART SAMARTH LAUNCH

50 Products in Pandemic accessories, Herbal Products, Tribal Products and Kerala Sarees listed in Flipkart

ASSOCIATION WITH INDIA POST

Integration with last mile delivery partners

PROMO - CAMPAIGN

Product Specific Promotional Campaign in Social Medias

PORTAL REVAMPPING

Hosting portal on SDC and completion of security audit

Order Processing and Packing and despatch from Kudumbashree Bazaar

CONTENT CREATION CAMPAIGN

Product Photoshoot Campaign and Promotional Video Campaign

PROMOTIONAL CAMPAIGN IN ALL MEDIAS

In Conjunction with Product Penetration Campaign
Distribution Network

- Homeshop
- Distribution Network
- Business to Business Meeting
- Sales Team
Community Marketing Network-Homeshop

- Homeshop is intended at developing, strengthening and sustaining production –marketing chain through the support of community and creating an income generation source for the women.
- To ascertain 20 community marketing network in all Districts in line with the Home Shop Model in Kozhikode and Kannur,
- Benefitted 750 Micro Enterprises,
- Employing 3000 Kudumbashree women as Home shoppers
- Generating a monthly sales turnover of Rs. 3 Crores.
**October to March**
- Refreshment Training, Product Development, Selection and training of Homeshoppers, Sales Monitoring and Evaluation

**September**
- Launch Homeshop in all Districts

**August**
- Selection, training, induction and inception of Home Shoppers. Setting up of Distribution Network – office, storage, logistics etc. Product Selection

**July**
- Selection, training, induction and inception of Management Team in all districts
Distribution Network

- Associated with distributors links kudumbashree product to retail network.
- MEs will be supported to establish forward market linkage.
- District level distributor-ME meets will be conducted to integrate the supply chain.
- 500 MEs linked with Distributors
**Forward Market Linkage through Distributors at District Level**

- **August to October and December to February**: ME Meetings and finalisation of products. Distributor Identification Process. Event announcements and identification of participation.
- **November and February**: Finalisation of participants, primary level meetings.
- **December and March**: Distributor and ME units. Meeting Hosting. Product Launch. 500 MEs linked with Distributors.
BUSINESS TO BUSINESS MEETING

Business to business meets to integrate product market of 100 A Grade Enterprises to 5 MNCs

Many MNCs and Large retail chains are providing opportunities of private label manufacturing and bulk procurement of women made products. Kudumbashree will host B2B Meets at state level in the month of February subsequent to the launch of branded products.
February
B2B Meeting Hosting
Product Launch
MoU Signing with 5 MNCs

January
Finalisation of participants, primary level meetings

November to December
ME Meetings and finalisation of products according to standards in the light of completion of Branding Interventions. Event announcements and identification of participation

Forward Market Linkage through Buyer Vendor Conclave at State level
Sales Team

- Develop a pool of incentive compensated sales promoting team in district for promoting Kudumbashree products across various marketing channels (at least 3 personnels per district).
- 100 Sales Personnel driving the sales of 50 selected products
October to March
Integration of sales team into home shop and other direct marketing initiatives. Monitoring and Evaluation.

Sales team formation at CDS level

July
Issue of directive of identification of interested personnel in sales and marketing who are willing to work on incentives and commission either at block level, CDS or district level. Follow up of Social Distancing Campaign and recouping of amount. Implementation COVID-19 Mats sales across various institutions.

August, September
Training for selected personnel. Sales performance monitoring of team. COVID-19 mats sales performance follow up.
Branding

- Branding and Value Chain
- Community Enterprises Fund
BRANDING AND VALUE CHAIN DEVELOPMENT

To capacitate 500 selected Kudumbashree ME Units to enhance their products and facilitate the units to explore new bigger markets through up-scaling their product quality & packing and overall branding and linking them to bigger markets through appropriate channels. Thereby rolling out 50 Branded products in the general trade. (Special Focus on Flour, Masalas, Textiles and Umbrellas)
Cross Learning and replicating branding interventions made in Kannur.

BRANDED FLOUR PRODUCTS
- Field Study
- Identification of Units and Value Chain Gaps
- Project Report Preparation
- Skill, Entrepreneurship, Accounting, Industry Standards, Quality Control, Costing, Branding Training
- Financial Support
- Branding Support
- Institution Building and Dynamics
- Monitoring and Evaluation

REVIVAL OF KADAMBARI
- Identification of Units
- Grouping and Institution Building
- Market Gap Study
- Engaging of Skilling and Branding Consultant
- Training
- Integration of Quality Standards and Procurement Policy

UMBRELLA UNITS INTEGRATION
- Identification of Units
- Training
- Common Supply Chain Integration
- Common Manufacturing Practices
- Common Quality Standards and Control
July
- Guidelines for sector study, Unit selection and DPR Preparation.
- Training for DPMs and District Teams

August
- Field study and sector study at district level.
- DPR preparation at district level

September
- Financial Support rendering and Skill development.
- Engagement of Experts and advisory agencies

October
- Soft interventions for clustering, Branding interventions by expert agencies

November/December
- Start of Branding Interventions, Common supply chain development, institutional development and product launch

January to March
- Integration with Market, Monitoring and Evaluation
COMMUNITY ENTERPRISES FUND

CEF to **50 New CDS** through RKDP
50 CDS will be assisted with CEF based disbursement performance and Need from RKDP

CEF for **190 CDS**
Soft Loans for **5000 enterprises**

CEF Monitoring
Development and Implementation of CEF Software

CEF for Branding and Value Chain Development

To provide **2 -10 Lakhs** for **140 CDSs** according to demand with community funds for targeted interventions in Branding and Value chain Development and Development of HSOs
Software Development Complete. Testing of Beta Version in Districts.

Roll Out of CEF Software. Training and Monitoring of Use

Need Analysis and CEF Performance Monitoring for Additional RKDP CEF and CEF for Branding

Integration of All loans managed by CDS into the Software. Completion of first level disbursement of CEF Allotted in all CDS

Disbursement of CEF to CDS identified Completed. Disbursement to beneficiaries

Monitoring, Evaluation and Follow up

July

August

September

October

November/December

January to March
Trade Fairs

- Monthly Markets
- Special Trade Fair
- Food Festivals
- Festival Fairs
- Saras Fairs
Monthly Markets

Conduct of 2015 Monthly Market in District, Block level and ULB Level

- **JULY**: Release of revised guideline for conducting monthly market in the context of COVID
- **AUGUST**: CDS Orientation on conduct of Monthly Markets for CDSs selected for conducting Monthly Market
- **SEPTEMBER**: Conduct and Review of Monthly Markets
- **OCTOBER**: Orientation on various marketing platforms of Kudumbashree. Mobilisation and Motivation to attend monthly markets (Ensure participation of all ME Units especially who availed Financial assistance (CEF, TF, TUF, CMF etc) from Mission.

**Sales Updation in Google Spreadsheets (given by State Team) and Reporting and Monitoring of ME Participation**

**Micro Enterprises Meetings in every CDSs**

**FEBRUARY**
## Monitoring indicators & Means of verification

<table>
<thead>
<tr>
<th></th>
<th>Monitoring indicators</th>
<th>Means of verification</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>No. of Monthly Markets conducted per month per district</td>
<td>MEC/BC Reports, CDS Register</td>
</tr>
<tr>
<td>2</td>
<td>No. of CDSs/GPs &amp; Cities organized monthly markets in each month per district</td>
<td>Web Monitoring Table and Google spreadsheet</td>
</tr>
<tr>
<td>3</td>
<td>No. of Mes participated in monthly markets in each CDSs/GPs &amp; Cities per month per district</td>
<td>Monthly sales turnover registered in ME App</td>
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<tr>
<td>4</td>
<td>Sales turn over generated in monthly markets per CDSs/GPs &amp; Cities per district in each month</td>
<td>Marketing MIS</td>
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<tr>
<td>5</td>
<td>No. of CDS newly started Monthly Markets</td>
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<tr>
<td>6</td>
<td>No. of Mes participated in newly started monthly markets in each CDSs/GPs</td>
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Festival fairs - Onam Market

**JULY-AUG**
- Revised Guideline / SOP for organization of Onam Fairs,
- Development of Common logo/Banners and Promotional activities
- Conduct Pre - Planning Meeting for the conduct of Onam Markets at CDS Level

**AUGUST**
- Conduct Preparatory Meeting of District Mission team for Onam Markets
- Conduct Special PRM including all CDS team and RPs for planning for the conduct of onam markets
- Conduct Block Level/ CDS Level ME Meets and JLG Meets to ensure product availability

**AUG-SEP**
- Conduct of Festival Markets, and Sales Monitoring, Evaluation, Reporting, web updation and best practice documentation
Christmas and new year fairs

**OCT-NOV**

Conduct Preparatory Meeting of District Mission team for Christmas New year Markets at all Block/ULB/District level

Conduct Block Level/ULB Level ME Meets and JLG Meets to ensure product availability

**NOV-DEC**

CDS General Body Meeting to discuss the conduct of Christmas / New year markets and Organising Committee Formation at CDS/District Level

**DEC-JAN**

Facilitate conduct of Christmas / New year Markets, Sales Monitoring, Evaluation, Reporting and best practice documentation
To conduct/participate in at least 50 National/State/District/Local Trade Fairs and thereby provide platforms for 1000 micro entrepreneurs to display and sell their products.
Food festivals

- Conduct 50 Food Fests and ensure participation of units in Food Fests – Block / District / State / National Level

- Selection / Identification of newly formed Catering units who are interested in participating in food festivals conducted at different scales

- Sales Monitoring of Catering Units, Study of sources of customer orders for each individual units, recording and reporting, and Sales Enhancement Plan (mobilise more work orders, improve sales and quality etc)

- Action Plan to convert successful Catering Units to permanent outlets, leveraging on the income received from Food Fests

- Organisation of State level Cookery Show
Saras Fair

To conduct two Saras Fairs in the State and participate in at least 28 Saras Fairs outside the State and facilitate participation of 200 Kudumbashree micro entrepreneurs, 25 Kudumbashree catering units, 100 artisans registered under SGSY, Kerala and 200 entrepreneurs/artisans from other States in these fairs.
OCTOBER

First saras Fair organisation committee formation in Thrissur

NOVEMBER

Subcommittee formations and follow ups

Conduct first saras fair

DECEMBER

Second Saras Fair organization Committee formation and sub groups, follow up Activities

JAN-FEB

Conduct of Second saras fair

MARCH

Empanelment of units / MECs for outside State Saras Fairs
Thank You!

Team Marketing