

50 Points

Review by Executive Director
6th Dec 2018

MARKETING – 15, 44, 45, 46, 47 & 48

PRM December 2018

15. Obtain approval from GPs for Rural Haats

District	Target	No. of GPs provided approval/ List sent to MGNREGS as on Nov	%	As on Jan	%
Thiruvananthapuram	4	5	125		
Wayanad	1	1	100		
Palakkad	5	4	80		
Malappuram	5	3	60		
Kottayam	4	2	50		
Thrissur	5	2	40		
Pathanamthitta	3	1	33		
Idukki	3	1	33		
Kollam	4	1	25		
Alappuzha	4	1	25		
Ernakulam	4	1	25		
Kozhikode	4	1	25		
Kannur	4	1	25		
Kasaragod	2	0	0		

44. 300+ Strong Café Kudumbashree Teams

Districts	No. of Food Fests	Sales Turnover	No. of units participated
Ernakulam	6	2988350	40
Thiruvananthapuram	4	3460188	34
Malappuram	4	580080	26
Kannur	6	1003963	24
Thrissur	5	821597	23
Kollam	3	1780761	22
Wayanad	3	449256	19
Kottayam	4	1929977	17
Kozhikode	4	1312800	16
Alappuzha	3	204323	14
Pathanamthitta	2	1575429	13
Kasaragod	2	243086	8
Palakkad	2	347400	7
Idukki	2	170189	6
Total	50	16867399	269

44. 300+ Strong Café Kudumbashree Teams

District	No. of Catering Units being tracked	Remarks
Palakkad	34	No updation in Oct/Nov
Ernakulam	29	
Thrissur	26	
Kottayam	26	
Malappuram	24	
Idukki	22	
Thiruvananthapuram	18	
Kannur	18	No updation in Oct/Nov
Kollam	17	
Wayanad	15	
Alappuzha	15	
Pathanamthitta	14	
Kozhikode	13	Only 3 updated in Oct/Nov
Kasaragod	0	Not listed any unit for tracking
	271	

45. 20 crore turn over in Monthly Markets (AAP Target 15 Cr)

Districts	Sales – Cumulative as on Nov (Rs)	Average sales per market as on Sept	Average sales per market as on Nov	% against annual target	Avg no. of MEs participated in Oct	Avg no. of MEs participated in Nov
Palakkad	8450671	66,712	74785	60	9	8
Wayanad	1542851	53,314	48214	72	17	24
Ernakulam	5317155	35,230	42537	58	11	18
Thiruvananthapuram	3007604	45,918	36236	61	19	24
Kasaragod	650715	47,478	36151	15	-	6
Kollam	1736035	40,085	32755	43	13	11
Thrissur	2974039	22,280	21092	68	7	9
Malappuram	2599227	19,927	20962	65	11	13
Pathanamthitta	1090926	19,779	20202	38	6	10
Kozhikode	1702439	19,749	19568	59	7	10
Kottayam	1558941	18,839	17715	63	6	9
Kannur	851216	16,093	16061	35	13	11
Idukki	719885	13,240	14692	53	6	8
Alappuzha	702964	8,322	8270	45	6	6
Total/State Avg	3.29 Cr	30,498	29,232	52.5		12

46. Permanent Markets (Nano Markets)

Districts	Annual target	Achievement – as on Nov 30th	% of achievement	As on Jan	%	Sales upto Nov 30 th	% of Nano with more than 5K Sales (out of 201)
Palakkad	46	54	117			2176298	72
Malappuram	46	50	108			1006672	58
Thiruvananthapuram	39	40	102			1916286	75
Kasaragod	17	17	100			113314	12
Ernakulam	87	84	96			1382037	33
Thrissur	34	29	85			710305	45
Wayanad	25	21	84			135546	38
Idukki	36	30	83			316540	27
Kottayam	31	23	74			925098	65
Alappuzha	28	20	71			398478	20
Pathanamthitta	26	17	65			221632	29
Kozhikode	26	15	57			374885	53
Kollam	30	17	53			283749	35
Kannur	33	14	42			192495	43
TOTAL	504	431				1,01,88.083	

47. Monitoring of CEF Funds (2017-18)

- Monitoring Tools by State Mission
 - Spreadsheet - (https://docs.google.com/spreadsheets/d/1Y8Dm_tWqZhTW03x4WCta3iHgnXqePpS9Y6Q668CbWYY/edit#gid=1698751468)
 - Web Table
- No. of MEs supported as per spreadsheet – 1930
- No. of MEs supported as per Web Table – 2405
- No. of CDSs released CEF as per spreadsheet – 291
- No. of CDSs released CEF as per Web Table - 361
- Amount of CEF released by CDSs as per spreadsheet – Rs. 13.5 crores
- Amount of CEF released by CDSs as per Web Table – Rs. 15.6 crores

47. Distribution of CEF Funds (2018-19)

DISTRICT	No of CDSs to be given CEF	Amount to be disbursed	Approx No of MEs may be supported	Timeline		
				December	January	February
Thiruvananthapuram	17	8500000	131	Opening of exclusive CEF/CIF Bank Account for CDSs, Fund Transfer from District Mission to CDSs' Bank Accounts	Awareness Programme for CDS Chair Persons/ADS /NHGs/MEs on CEF, Loan Applications from NHG to CDS, CDS Approval	Disburse ment of Loans by CDS
Kollam	20	10000000	154			
Pathanamthitta	10	5000000	77			
Alappuzha	25	12500000	192			
Kottayam	19	9500000	146			
Idukki	21	10500000	162			
Ernakulam	58	29000000	446			
Thrissur	19	9500000	146			
Palakkad	16	8000000	123			
Malappuram	20	10000000	154			
Wayanad	6	3000000	46			
Kozhikkode	19	9500000	146			
Kannur	26	13000000	200			
Kasargod						

48. Permanent Markets (Super Markets)

Districts	Consortium formation	Ex. /Mgt Committee formation	Society registration	Building identified	Tender invited for interiors	Interior works started	Inauguration planned in
PTA	YES	YES	NO	YES	YES	YES	December
WYD	YES	YES	NO	YES	YES	YES	December
TVM	YES	YES	YES	YES	YES	NO	January
IDK	YES	YES	YES	YES	NO	NO	January
TSR	YES	YES	YES	YES	NO	NO	January
EKM	YES	YES	YES	YES	NO	NO	January
MLP	YES	YES	NO	YES	NO	NO	-
ALP	YES	YES	NO	YES	NO	NO	-
PKD	YES	YES	NO	YES	NO	NO	-
KSD	YES	YES	NO	YES	NO	NO	-
KKD	YES	YES	NO	YES	NO	NO	-
KNR	YES	YES	NO	NO	NO	NO	-
KLM	YES	YES	NO	NO	NO	NO	-
KTM	YES	YES	NO	NO	NO	NO	-

48. Permanent Markets (Super Markets)

Districts	Progress up to last PRM	Progress as on November
MLP	Consortium formed, Executive committee formed, Management committee formed	No progress
PKD	Consortium formed, Executive committee formed , Management committee formed and Building hired	No progress
KKD	Consortium formed, Executive committee formed, Management committee formed	No progress
KNR	Consortium formed, Executive committee formed , Management committee formed	No progress
KLM	Consortium formed, Executive committee formed, Management committee formed	No progress
KTM	Consortium formed, Executive committee formed, Management committee formed	No progress