

On 17/10/2017 I visited Kozhikode district. I had detailed discussions with DMC& DPM about marketing. Later on I interacted with all nutrimix entrepreneurs and had a detailed discussion about diversification. They agreed to that and said very soon they will move in that direction. The issue one of them raised was about handling machines, which has nothing to do with substance, but, a lot to do with fear. Here both machine handling training as well as mindset training will help them to overcome the issue. Then, I visited RO plant and enquired about their business. The ground reality is, they are not satisfied with the present business model. Their demands are as follows

1. The rate of bottle should be raised from Rs 20 to Rs 40 with immediate effect.
2. The absence of divers.

Another thing, I felt from the discussion is that they are too hungry for breakeven. We again need to educate them on the art of business. Patience is the key to any business; unfortunately some of our MEs are too impatient. This also affects the smooth functioning of business. Later on, I tried to visit ornament unit, but, unfortunately it was closed.

On 19/10/2017 I visited Kozhikode, first, I visited chocolate making unit of corporation CDS, it is running well. They purchased their own machines, it seems that, they don't know about the schemes of ME in terms of revolving fund &CFC. We need to educate our MEs on the schemes available to them at the earliest. For that the interaction between MEs and district mission should be strengthened

Later on, I interacted with the project Director of Kozhikode corporation, he said about the future plans like starting a bottle water unit under Kudumbashree and after that we together visited the proposed site of our next RO plant, during the journey, we had thread bare discussions on improving marketing in Calicut city.

After that I had detailed discussions with Cafe Kudumbaashree unit(Ruchi pura). I reached there by 1clock; I was literally taken by seeing the rush of people waiting to have their lunch from the hotel. I think, it is a role model for our Cafe Kudumbashree units to follow. They have a mobile unit also. They are fully prepared to take up the online catering opportunities in the city limits.

Then I visited Homeshop unit, I met all the three founding members of Homeshop. Right now, they have sales of 28 lakhs on a monthly basis. They said, they can easily double the sales provided District mission give permission to operate in more blocks and wards. They even give social security benefits to their HSOs ie, home shop owners apart from commission.

On 20th I visited Malapurum. I straight away went to food fest in Tirur. I interacted with DMC, DPM and all other staff of Kudumbashree present over there. It was like a carnival kind of atmosphere over there with huge public participation. The most noticeable feature was the team work displayed by our entire unit. For example, announcement was done by DDU-GKY team, and all other departments actively participated in making the Food festival a grand success. Here after, we can use food festivals for multipurpose like mobilizing candidates for DDU-GKY,NULM, and even making awareness among public about various activities undertaken by Kudumbashree.

I interacted with Cafe Kudumbashree units. Nilambur unit raised an issue regarding the demolition of their hotel by a bus. The bus owner gave them Rs 10000/ for a damage of 2 lakhs.

This issue should be taken by the legal department of Kudumbashree with immediate effect, otherwise the very morale of Kudumbashree members will go down.

On 21st I visited Kasargod as part of Kudumbashree school inauguration. The amazing response to the programe was something unique. Huge crowd of Kudumbashree members accompanied by band & srigari melam was really a treat to eyes. After the function, I visited Kasargod District Mission and had discussions with DMC, ADMC,DPM&ME staff. DMC stressed the need for strengthening MEC at the district level, as a prerequisite for strengthening Homeshop in Kasargod.

We had thread bare discussions on improving the sales of cashew. We arrived at the following decisions

1. As a policy decision, procurement of cashew by cashew board of Kerala should not take place in Kasargod, because, it increases the cost of raw cashew.
2. There are 12 ME units under Saphalam cashew, the distance of each unit is far and all units have their own processing units
3. It increases the production cost, as a result Saphalam cashew becomes non competitive in the market.

Solution:- Hereafter, no assistance should be given by Kudumbashree for purchasing machines, so that, they work like a cluster, and in the process, they can bring the cost down and make their products competitive in the market.

To conclude,Kasargod visit was very good. Kasargod team works as a well oiled machine, so we can expect better results in future