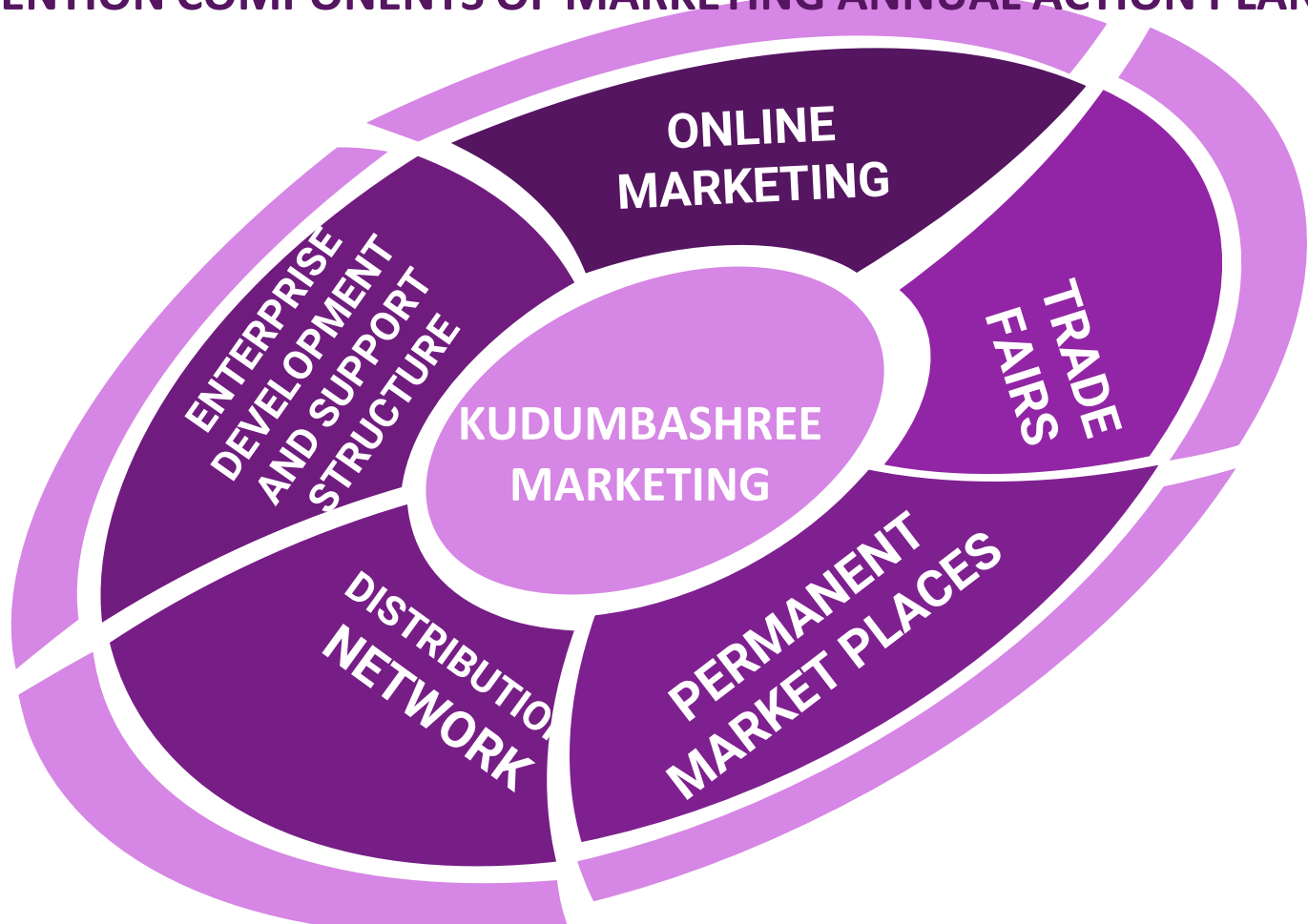


Marketing &
Business
development

Annual action plan 2021-22

INTERVENTION COMPONENTS OF MARKETING ANNUAL ACTION PLAN



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

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

TRADE FAIRS

Monthly Markets

Trade Fairs

SARAS Melas

Festivals Fairs

Food Festivals

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

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

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

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.

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

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

PERMANENT MARKETS

Malabar coffee Kiosks

Outlets

Speciality Stores

Bazaar

Nano Markets

Coir & Craft Store

Pink Cafe

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

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

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

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.

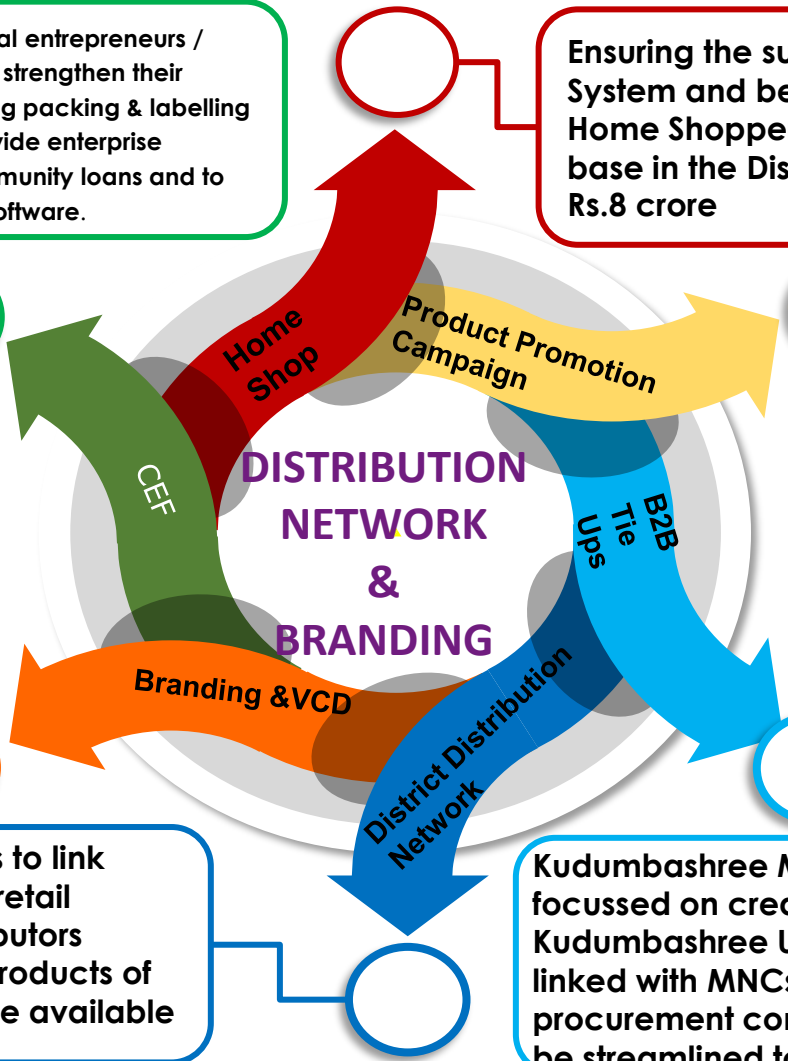
Ensuring the sustainability of the homeshop System and benefitting 700 enterprises and 2700 Home Shoppers, developed a sizeable consumer base in the Districts and generated a turnover of Rs.8 crore

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

To Conduct two product promotional campaign benefitting to 5000 micro enterprises units and generate sales turnover of 7 crores

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

Kudumbashree Marketing activities this year will be focussed 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



DISTRIBUTION NETWORK & BRANDING

Home Shop

Product Promotion Campaign

B2B Tie Ups

District Distribution Network

Branding & VCD

CEF

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

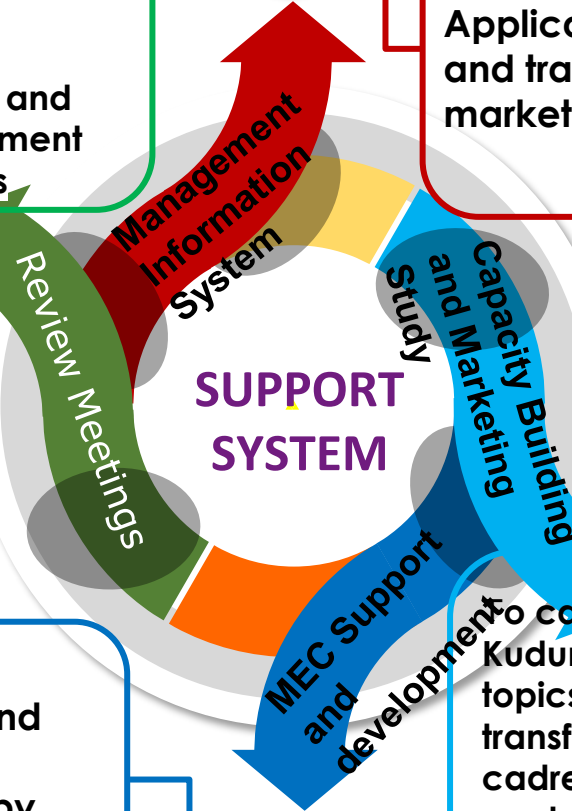
To list 1500 Products/8000 Orders



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

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 develop a Management Information System having Mobile Application usability for reporting and tracking sales of all marketing interventions



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

Thank You!

Team Marketing