



Trade Fairs



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Finding market for the products of more than 20,000 micro enterprise units and thereby assisting them to sell their product is one of our core activity. Kudumbashree's products stand out because of its indigenous quality and natural production methods. Compared to other existing brands in the market, products of Kudumbashree micro enterprises are do not have big branding and are not supported by continuous advertisements. In these circumstances, the biggest market for the products is obtained through organizing regular trade fairs.

We are coordinating conduct of trade fairs in every blocks and municipalities in Kerala every month. So, 152 block panchayats plus 93 urban localBodies will host one kudumbashree trade fair monthly. Through these 'monthly markets', which lasts from 1 day to 7 days depending on the situation/ location/ season, entrepreneurs are getting good opportunity to sell their



products. In addition to the products of the micro entrepreneurs, vegetables and fruits cultivated by Kudumbashree s Joint Liability Groups are also sold through these ‘monthly markets’.

Turnover of Rs 1.30 crores was recorded during 2017-18 and turnover of Rs.5.87 crores was recorded through monthly markets during 2018-19. During this financial year, turnover of Rs 2.45 crores was recorded within these 4 months, and we hope to touch double digit sale by the end of this Financial year.

For the micro entrepreneur s, in addition to our monthly markets, we are providing opportunity to take part in the local trade fairs organised in connection with the famous festivals or other important events. An amount is allocated in



the annual budget to ensure participation of Kudumbashree units in 140 local/ regional trade fairs. During 2018-19, Kudumbashree micro entrepreneurs took part in 107 such local/ regional trade fairs.

In future, we plan to bring products of all the micro entrepreneurs of Kudumbashree to these monthly markets. Also, we plan to give more publicity to these events to attract more public to visit our markets. Also, we wish to convert some monthly markets (wherever there is scope) into permanent markets. We expect a turnover of Rs.10.5 crores during 2019-20 financial year through regional trade fairs, and are always endeavouring to do more for marketing our products

