



## Kudumbashree cotton masks through Amazon

In the last one week, Kudumbashree had received about our 10 lakh orders for making cotton masks from many institutions like Kerala Medical Service Corporation, Airport Authority, KTDC and Thiruvananthapuram District Panchayath. We also received local orders from each district. Until now, about 6 lakh masks had been produced through 290 tailoring units under the leadership of respective District Mission Co-ordinators. During these activities, we thought of marketing these masks through the e

commerce portal Amazon.com. And, we implemented the same yesterday. We had already mentioned about our association with Amazon for marketing the products of Kudumbashree micro entrepreneurs through Amazon Saheli portal in 'Making an Impact Article - 41'. Around 300 products manufactured by Kudumbashree's micro entrepreneurs are made available in market through Amazon. A sub centre of Amazon Saheli and a collection centre is opened at Kudumbashree State Mission office for collecting

these products and for sending as per the orders received. Now, along with that, we have started marketing cotton masks produced by tailoring units of Kudumbashree.

You may buy these masks by clicking in the following link : [https://www.amazon.in/s?k=kudumbashree+masks&dc&ref=a9\\_asc\\_1](https://www.amazon.in/s?k=kudumbashree+masks&dc&ref=a9_asc_1)

A packet containing 10 cotton masks cost Rs.220 and packet containing 20 cotton masks cost Rs 405. As of now, 50 packets are ready for sale through Amazon. More packets would be made available for sale soon.

