

MINUTES OF PRM HELD ON 3RD AUGUST 2018 AT STATE OFFICE

MARKETING

The Minutes of PRM held on 3rd August 2018 at State Mission furnished below. Executive Director, State Mission Marketing Team, DMCs and ADMCs attended the meeting. The State Team made a presentation and reviewed the activities. The minutes is given in section I. In Section II, the targets for next PRM and in Section III, challenges of DPMs till October is given. District Missions are responsible to undertake the activities mentioned below.

Section I – REVIEW OF AAP ACTIVITIES AND DISCUSSIONS/ACTION POINTS

Subject / Program / Activity	Discussions / Action Points
Monthly Markets	<p>133 Blocks out of 152 Blocks conducted Monthly Markets in June. 160 out of 245 monthly markets held in July. All Districts to ensure conduct of Monthly Markets in all GPs/ULBs regularly.</p> <p>Kozhikode, Pathanamthitta, Kollam, Alappuzha and Kasargod Districts to extend conduct of markets to all GPs/ULBs.</p> <p>All Districts to ensure that a Sales of minimum of Rs. 20,000/- is generated in each market in the coming months. Currently, the monthly sales per market is Rs.14,000/-. Target sales per market is Rs. 50,000/- by January.</p> <p>All Districts to ensure that atleast 1/3rd of the total production MEs in the GP/ULB is participating in the markets. Currently, only 1600 MEs participating in monthly markets against the target of 5000/-. BCs and MECs to be given targets and monitored by DPMs.</p>
Special Trade Fairs	<p>All Districts conducted Special Trade Fairs. Districts to select Special Trade Fairs carefully and strategically so that maximum sales with minimum investment is achieved.</p>
SARAS Fairs	<p>Kannur to send Entrepreneurs to SARAS,</p>

	<p>Chengannur.</p> <p>DMCs/ADMCs/DPMs ME and Marketing may visit SARAS, Chengannur for cross learning and sharing.</p> <p>Districts to participate in SARAS Fairs outside the State as per the list published by State Mission. If any District has any suggestion in improvising the existing guideline may write to State Mission Marketing. Districts participating in SARAS Fairs outside the State to ensure that they follow the guidelines.</p>
<p>Food Festivals</p>	<p>Districts conducted 33 Fairs so far and facilitated an income of 1.25 crores.</p> <p>Districts to ensure that new units are participating in the festivals. It is observed that same units are repeatedly participating in fairs in Districts. This year's target is to promote 300 Catering Units – to provide PIP training through fests.</p> <p>A new web monitoring table to track the progress of Food Fests is uploaded in site. DPMs to fill the table regularly.</p> <p>Districts to evolve sustainable models of organizing food fests. Districts may set up Event Management Teams or Café Facilitation Teams in order to sustainably conduct fairs. Districts may procure assets required for fests also.</p> <p>As per ED's direction, orders received by Catering Units (Units undertake catering orders or participate in fairs, who do not own canteens or restaurants) is monitored. DPMs to ensure data collection and reporting regularly.</p>
<p>Onam Markets</p>	<p>All Districts to organize Onam Fairs as per the Guideline issued by State Mission. Onam Fairs to be organized in all GPs and ULBs in addition to the District level Fair.</p> <p>Districts to set up Trade stalls and food units</p>

	(Payasam and Snacks if sufficient space not available) in Supply Co District level Fairs depending upon the space available in Districts.
Nano Markets	280 Nano Markets established across the State. Total sales is Rs. 31 lakhs this year. Districts to stabilise this activity by ensuring monthly sales of Rs. 5000/- per Nano Market.
Online Marketing	Districts to ensure that all good products are uploaded in the portal. Districts may send sample Office Supplies items to be included in GeM (Govt E – Market)
Basar	Kasargod, Idukki and Alappuzha to form Consortiums. All Districts to complete all the preparatory activities (Consortium formation, Dist. Mgt. Committee constitution, identification of building and its furnishing, recruitment of Mgt. Team) before next PRM
Community Resource Person - Marketing	No recruitment for exclusive Marketing CRPs will be done. All Districts are directed to fill up the vacancies of MECs. Once all MECs are placed, there will be a selection process to identify MECs with commitment, interest and skill in Marketing, and who is interested to travel within and outside State as part of marketing initiatives. (One each for each Block and ULB). The selected MECs will (only) be given additional tasks of marketing. They will perform both the roles of MECs and Marketing CRPs.
Village Haats	Districts to continue Liaoning with GPs and obtain permission from GPs. (MGNREGS will be visiting these GPs. MGNREGS will bear labour cost and material cost of construction. Districts may liaison with GPs to ensure contract of skilled labour for constructing the Haat is awarded to Kudumbashree Construction Units)
AGEY	Pathanamthitta, Idukki and Thrissur to utilise the funds for AGEY. (Maximum support under CEF will be Rs. 6.5 Lakhs per vehicle. CDSs to explore other possibilities if more funds required)

	If any District is willing to undertake this activity may propose to State Mission.
Product / Café Brochure	Districts not submitted Brochures (TVM, KLM, KKD, PKD, KNR, ALP, and KSD) should submit the same at the earliest. (Soft& hard copies). Districts already submitted draft Brochures may modify the same as per State Mission remarks. Districts may print modified brochures and send atleast 3 hard copies to State Mission.
Office Mela	All Districts conducted Office Melas in July and generated a sales of Rs. 3 Lakhs. This is to be continued in August

Section II - TARGET OF DISTRICTS IN AUGUST AND SEPTEMBER 2018

Monthly Markets	Districts to conduct monthly markets in all Blocks/ULBs. Ensure participation of at least 1/3 rd of total production MEs. Ensure sales of Rs.20,000/- per market.
Special Trade Fairs	District Missions to Conduct one Special District level Fair
SARAS Fair	Districts to attend Saras fairs across the nation as per the list
Food Fests	District Missions to Conduct two District level Food Fest by ensuring participation of new units.
Onam Fair	District Missions to Conduct Onam Markets in all LSGs and at District level
Nano Markets	Ensure minimum sales of Rs.5000/- per Nano per month. Establish Nano Market as per target

Kudumbashree Basar	Districts to complete all preparatory works and 1 or 2 Districts to launch Basars
Homeshop	Launch Homeshop – Community Marketing cum Distribution System in Districts (except Kannur & Kozhikode)
Branding	See Value Chain Mapping in DPM's tasks

Section III - CHALLENGES OF DPMs (UP TO OCTOBER)

Common Targets	
NANO MARKETS	<p>Mapping / Geo Tagging (Geo Coordinates) of existing markets</p> <p>Study the Nano Markets – Grade them to A,B & C (A – Monthly sales of Rs. 5k & above, B – 2K & above and C – below 2K)</p> <p>Present a Plan for intervention (How to convert category C to B and B to A, Discontinue certain C Nanos, Strategy for future)</p>
MONTHLY MARKETS	<p>Study the Monthly Markets, Grade them to A,B and C (A - Monthly sales Rs.20k & above, B - 10K to 20K, C – below 10 K)</p> <p>Compare no. of MEs in the Block and no. of MEs participating in Monthly Markets. Grade them (A – 35% & above participation, B – 20 to 35%, C – less than 20%)</p> <p>Consolidate the Grading and prepare, present and implement a plan for upgrading the markets in terms of</p>

	both participation of MEs and Sales
VALUE CHAIN MAPPING	<p>Identify one ME (production) sector (based on district specific criteria – number, sales, popularity, uniqueness etc), collect details of ME units individually, products, turn over etc</p> <p>Visit all Units, Assess the Units in terms of its Value Chain and prepare a Report (Raw Material Procurement practices (what, where, quantity etc), Production process (machinery available, Skill etc), Post production / Value Addition, Packing / Labelling / Branding, Marketing)</p>
District specific Targets	
Trivandrum	Establish 3 Honesty Boxes (Details shall be given by State Mission)
Kollam	Establish backward/forward linkages for Mat Units (Regular supply of raw materials from Tirupur @ reasonable rates, Tip Up with Super Markets)
Pathanamthitta&Ernakulam	Establish Supply Chain of Kudumbashree Products to supply Kudumbashree Products in the Kirana Shops started in Parakkode and Vaduvukode (approx. 600 shops)
Alappuzha	Prepare a SarasChengannur ME Address Book cum Product Catalogue (incl Food Units) and present Sales Analysis of SarasChengannur
Idukki&Waynad	Establish 'Kumarakom Model' Responsible Tourism in the Districts and start webpages in Kudumbashree websites for online booking
Kottayam&Thrissur	Start a 'Puzhakkal, Adatt model' Café Kudumbashree in the District
Palakkad	Study the potential of Malleswara Products of Attapady and mainstream it in to Kudumbashree marketing platforms
Malappuram	Conduct a Market (potential) Study of

	the products produced by BRCs/BUDSs. Start a pilot intervention which is scalable across the State
Kozhikode & Kannur	Prepare a proposal for enhancing operation of Homeshops in the District (incl extension to other Blocks, selection & training of Homeshoppers, distribution of uniforms, ID cards, loans for two wheelers etc). Hold a Brain Storming Meeting of ADMCs or DPMs with Experts in designing an improvised version of Community Marketing System for other Districts)
Kasargod	Complete all nine tasks earlier given to DPMs / complete all data entry in web monitoring tables (incl pending)

Sd/-

Executive Director