

PRM Minutes held on 12-06-2018 – Marketing

The state marketing team reviewed major marketing activities conducted by districts in the previous months. N.K. Riyas Abdulla(SPM), Sabu.B(SAPM), Jiby Mathew Philip(SAPM) and PavithaK(SAPM) reviewed respective programmes and achievements and provided targets for the coming month.

The State Team appreciated the district missions and DPM-Marketing for successfully conducting Government's second anniversary celebrations. Special appreciation made for Thiruvananthapuram, Pathanamthitta, Idukki, Kannur and wayanadu district missions for attaining award for best performance.

Major topics of review and district targets set for next month are given below.

Programme	Status / Review	Target up to next PRM
<u>E-commerce portal:</u>	Reviwed District wise product uploaded status and Promotional Sticker distribution status Target was to upload 333 products till June, Districts uploaded 486 products.	Districts (Idukki, Ernakulam, Malappuram and Kannur) which have not achieved individual target for uploading products should upload more products at the earliest/before next PRM. All Districts to print and distribute promotional stickers to each and every CDSs. Every District to organise an online ME meet and packing material distribution camp this month.
<u>Second anniversary celebration</u>	All districts participated except Alappuzha(Due to Chengannur election)	

	Total Sales attained was 1,26,86,141 crore	
<u>Food festival:</u>	<p>Reviewed Monitoring table updation / No. Of fair conducted and ME participation.</p> <p>Target was to conduct at least 1 food fest per district and all Districts achieved the target.</p> <p>Conducted 26 food fests across the state in last month and achieved a total sales of Rs. 1,08,39,091/-</p>	<p>1 Food fest per district before next PRM - Participation of at least 5 cafe units per fest</p>
<u>Special Trade fair:</u>	<p>Target was to conduct at least 1 special trade fair per district and target well achieved by Districts</p> <p>Conducted 17 fairs across the state in last month and achieved Rs. 90,09,443/- as total sales and 528 ME participated.</p>	<p>1 special trade fair per district before next PRM - Ensure at least 35 ME participation</p>
<u>Monthly markets:</u>	<p>Reviewed ME units participation and sales of each district</p> <p>Monthly markets conducted in all districts and achieved Rs. 12,09,83,97/- Sales</p>	<p>Conduct of monthly market in June / July.</p> <p>Expansion to Urban Areas in June/July</p>
<u>Nano markets:</u>	<p>Status of nano market in districts reviewed.</p> <p>Palakkadu and Kasargod not started yet</p> <p>Overall state target was 81(till June end) - achieved 53 till May/June first week</p>	<p>155 nano markets to be stated before next PRM by all Districts (individual targets given in site)</p>
<u>Village HAATS:</u>	<p>Current status of village HAATS (process of obtaining permission/Land from GPs) in the districts reviewed.</p> <p>Thiruvananthapuram, Malappuram, and Wayanadu districts have received approval from panchayats. (1 each)</p>	<p>Districts to follow up with GPs.</p> <p>Construction to start in atleast 1 village before next PRM</p>
<u>Kudumbashree Bazar:</u>	<p>Reviewed the Status.</p> <p>Venue hired- Kannur, Wayanadu, Malappuram, Palakkadu, Thrissur and Pathanamthitta districts</p> <p>Consortium formed- Ernakulam, Thrissur, Wayanadu and Palakkadu districts.</p>	<p>All Districts to Hire venue before next PRM / Initiate Tendering for interior design works</p> <p>All Districts to form consortium</p>

		<p>before next PRM</p> <p>All Districts to form Bazar management committee before next PRM</p> <p>All Districts to initiate recruitment of bazaar team before next PRM</p>
<p><u>Sales monitoring of catering units:</u></p>	<p>Status reviewed.</p> <p>Total number of catering units in the districts</p> <p>Total number of work order received for catering units.</p>	<p>Districts to include all work orders (not only work received from/through Kudumbashree)</p>
<p><u>AGEY:</u></p>	<p>Pathanamthitta, Idukki and Thrissur districts to release fund to CDSs.</p>	<p>Vehicle procurement / launching</p>

The following additional tasks were also given to DPMs

<p><u>Office Mela:</u></p> <p><u>Kiosk at tourism places:</u></p> <p><u>Products catalogue:</u></p> <p><u>Honesty Box:</u></p> <p><u>Cafe unit brochure:</u></p>	<ul style="list-style-type: none"> ➤ At least 1 office mela before next PRM ➤ At least 1 Kiosk in a tourist area. ➤ Include 50 products per district, 3 products per unit and maximum 3 products per category. ➤ Set up 1 in each district before next PRM. ➤ Develop a brochure for catering units before next PRM.
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