

Minutes of State Plan Review meeting - Marketing held on 24.10.2017 at Kudumbashree State Mission Office, Trivandrum

The major Discussion Points and Decisions taken in the meeting, Actions to be taken before next PRM and Responsible persons for each action furnished below.

Discussion points	Decision	Responsibility
Regular conduct of Monthly Markets	All Districts to complete the transfer of funds to selected CDSs and to ensure that all selected CDSs have procured the infrastructure facilities/assets for the conduct of monthly markets.	DMCs / ADMCs
	Monthly Markets to be conducted regularly (2-3 days) by CDSs and Districts to track the sales details regularly. CDSs can converge with 'nattuchanda' to make Monthly markets more effective.	DPM/BC
	A Monitoring table to be developed and circulated to Districts. An analysis to be presented in the next PRM	State Mission
Conduct of Food Fests	Districts to organise minimum 3 Fairs and to document the Events (including lessons learned, difficulties faced, expenditure/profit for entrepreneurs, Savings for Mission etc).	DMC/ADMC
	Based on lessons learned, propose a system for regular conduct of food fests (May submit a proposal/project such as setting up Food Fest Event Mgt. Unit. Additional funds will be given to Districts on first come first serve basis)	DMC/ADMC/DPM
Community Enterprises Fund	CEF Fund to be transferred to all selected CDSs	DMC/ADMC
	Awareness Meeting to be organized in all selected CDSs for CDS office bearers/MEs (MECs to be deployed as per existing Guidelines). Ensure that MEs are aware of this scheme.	ADMC/DPM/BC
	Districts to ensure that 25% of total Target (Total Fund or no. of CDSs – CEF transfer to MEs) achieved before next PRM. Present the list of MEs	DMC/ADMC/DPM/BC

	supported through CEF in next PRM	
	The Guideline of CEF to be modified to include new enterprises	State Mission
E – Commerce Portal	Each District to arrange for photography of 10 to 25 best products of their District, which they would like to introduce into online marketing. (Please avoid low value items till the portal achieves economy of scale)	DMC/ADMC/DPM
	Identify one MEC or one Person who can handle E – Commerce activities (stocking, order taking, delivery etc)	DMC / ADCMC
	A Circular regarding photography and back end services to be sent to Districts	State Mission
	Development of Online Marketing Portal	
	Development of uniform packing materials, ensuring delivery mechanism and training to Districts	
Kudumbashree bazars	Districts not identified venue should identify venue at the earliest. The Districts identified Govt. properties shall process agreement for hiring the venue or taking the property on lease	DMC/ADMC
	Policy decision on hiring private property	State Mission
	Districts to develop, <ol style="list-style-type: none"> 1. An Inventory of products to be sold in Bazar, 2. A Plan for transportation of products from production points to Bazar regularly, 3. A Stock/inventory management system, 4. Payment terms & conditions to entrepreneurs including commission 5. A System for procurement of other groceries & its packing. 6. A Shop Management Unit to be recruited, trained and placed. 	DMC/ADMC/DPM

	<ol style="list-style-type: none"> 1. Guideline for recruitment of Shop Management Unit 2. Training for Shop Management Units 3. Guideline for setting up Bazars 4. Technical Support in Branding 	State Mission
Participation in SARAS Fairs/other Fairs outside the State	Districts to develop a pool of MECs and Entrepreneurs willing to participate in these fairs. Identify efficient BCs who can represent Kudumbashree in these fairs	DMC/ADMC/ DPM

Executive Director congratulated Malappuram District Mission for the successful conduct of SARAS Fair in Edappal, Malappuram. Also Executive Director has appreciated Kannur (Aralam Eggs), Kollam (Azheekkal Beach Food Fest), Trivandrum (Responsible Tourism), Palackad (Mini Markets in CDSs), Malappuram (Branding of Food Fest) and Eranakulam (Food Fest for migrants) for the best practices they adopted.

Further Executive Director has given certain special assignments to DPMs in order to sharpen their marketing skills and to assess their efficiency in marketing. The tasks for DPMs are given below.

Handholding of selected sector/MEs for Business Enhancement	<ul style="list-style-type: none"> • Each DPM to select an ME sector in their District (For Eg. : Pickles, Handicrafts, Santhwananmetc), identify 10 to 15 MEs belonging to that sector and inform State Mission (before 31st October) • Work closely with these MEs and improvise/bring in systems for Marketing (You can submit separate proposal for improvising the product/packing for overall marketability) • Link with bigger markets • Monthly monitoring / reporting of increased sales every month
Shelf Space in leading stores for Kudumbashree products	<ul style="list-style-type: none"> • Each DPM to identify 10 leading super markets / stores and obtain permission shelfspace to display/sell Kudumbashree products. Arrangement for selling these products and maintaining the stock should also be made. (Rs. 10,000/- can be spent as cost of buying one shelf)

Sales of Safalam Cashew	<ul style="list-style-type: none">• In order to collectively help Safalam Cashew Unit in Kasargod which is now having some unsold/Over stock, every District has to explore opportunities to sale 50 kg of Safalam Cashew. Cashew will be delivered to District Mission next week.
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