

MARKETING

The first PRM of 2018 was held on 5th January, 2018 at State Mission Office. State Mission Team and DMCs attended the meeting. A review cum discussion of the major Marketing activities were conducted in the afternoon. Ajith Chacko (COO-NRLM), Sabu (SAPM) and Jiby (SAPM) facilitated the session and Executive Director chaired the session. Important topics of review / discussion and the decisionstaken / action plan for next month are given below.

Topic	Progress	Decisions / Plan for next month (Jan - Feb, 2018)
Online Marketing	Identification of Web Developer / Work order - completed	Decision taken to launch the Portal on 6th February, 2018 in Trivandrum
	Portal Development - Under progress (expected to be completed by 15th January)	
	Product Photography / Identification of ME Units - 10 Districts submitted	Remaining Districts to submit the CDs at the earliest (10 th Jan)
		Training of ME Units (order receiving, packing and delivery) – to be conducted by District Missions as facilitated by State Mission
		Arrangements for Packing, Delivery etc and portal promotion by State Mission
Food Fests	53 Food Fests conducted by Districts (TVM, EKLM, THR – 6 each / KZKD, KNR – 1 each). Total expenses – 53 Lakhs, Total income – 1.28 Crores, 25 Lakhs collected as Commission	All Districts to fully utilize the funds provided for Food Fests.
		The income / commission received shall be further expended for Fests or for developing systems for Food Fests in the Districts.
		On completion of 3-4 Food Fests, all Districts to submit a Descriptive Report to State Mission

		with photos, statistics, lessons learned and way forward.
		If any District requires more funds this year may give submission at the earliest.
Community Enterprises Fund	376 CDSs out of 400 received CEF.	Districts to transfer funds to remaining CDSs (TVM, PTA, ALPY, KSD)
	140 CDSs released CEF.	Districts to accelerate release of loans from CDSs to MEs. (ALPY, PKD, WND, KSD to start CEF fund distribution from CDSs)
	939 MEs received CEF	State Mission to revise the Guideline – Project Approval Committee
	More than 6 Crores out of 20 crores disbursed	
KudumbashreeBasar	Guideline for KudumbashreeBasar released.	POs / Districts to give feed back latest by 10th January
	An Agency identified for Civil Work including procurement of equipment /furniture/other furnishings (ULCC).	Districts to expedite identification of Buildings
	An Agency for Branding identified (KSID)	Size of Basar floor area may be reduced as proper government owned buildings are not available in Districts / commercial buildings are expensive. Hence the Basdar floor area may be 750 sq. ft to 2000 sq. ft
		Since proper government buildings are not available in Districts, commercial private buildings may also be considered for Basar.
		The Management Committee may be entrusted to hire buildings instead of Dist. Mission.

		The Consortium supervised by the Mgt. Committee may hire Professionals for the 'Mgt. Unit'.
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