

Plan Review Meeting - Marketing

Nov 20, 21
2017

Highlights of last month

- Trivandrum : Food Stalls @ **T20 Cricket Match** - 25 Café units
- Kollam : Food Fest at **Live Stock expo** by AH Dept
- Kottayam : Food court @ **State level Blind sports meet**
- Ernakulam : **Product rack** at one Super Market
- Thrissur : Branding of rice – “**Nadan Kuthari**”
- Malappuram : Tie up with **Arya Vaidya Sala** for paper bag distribution
- Kozhikode : **Beach Food Fest** - Sales of more than 10 L
- Kannur : Saphalam Cashew stall in Vanitha Fest - **sold 93 kgs**
- Kasargd : **Cashew fest** at Kasaragod Collectorate
- Palackad : Branding - “ **Malabar Adukkala**”

Fairs / Fests (Outside Kerala)

Name of Fair/Fest/Saras, State	Districts participated	Total Sales
Ahmedabad Saras – Gujarat	Ernakulam and Kozhikode Pathanamthitta	5,58,893
Vijayawada Saras – Andhrapradesh	Kannur and Palakkad Ernakulam, kollam, Malappuram	4,74,640
Jaipur Saras – Rajasthan	Kannur and Kottayam	2,11,421
Himanya Dehradun Saras - Uttarakhand	Ernakulam and Kollam	2,32,090
Panaji Saras – Goa	Palakkad and Kottayam Malappuram, Ernakulam	8,14,089
I&PRD – Bangalore Fair	KLM,KTM,EKM,KZKD,KNR,KSD And TVM, MLP Food Court	5,63,910 9,77,946
Mathrubhoomi – Mumbai Fest	Food Court – EKM, TVM,KZKD,MLP,KSD	9,12,890
Bharath Parv	Kozhikode, Alappuzha	1,26,160

Progress in release of CEF to ME units

District	No of CDS	CEF to CDS	Loan Applications	CDS - Loans released	Amount released	MEs received CEF
TVM	38	38	86	8	1875000	29
KLM	31	31	76	18	500000	18
PTA	19	12	74	0	0	0
ALPY	27	18	65	0	0	0
IDKI	24	24	132	14	6500000	105
KTM	38	38	109	0	0	0
EKLM	10	10	91	39	4050000	39
THSR	43	43	235	3	550000	7
MLPM	34	4	84	8	654000	8
PKD	41	41	0	0	0	0
KZKD	32	32	101	0	0	0
WND	8	8	10	0	0	0
KNR	38	38	65	0	0	0
KSD	17	10	12	0	0	0

Suggestions - CEF

- Project Approval Committee – ADMC/DPM may be removed
- Loan tenure for individual groups – 2 years

Food Fests

District	No of Fests conducted	No of units participated	Total expenditure	Total Sales	Commission collected
TVM	4	36	238296	938226	96298
KLM	5	19	341707	442456	89040
PTA	2	9	166814	170194	11485
ALPY	2+1	10	572452	814262	161442
IDKI	2	7	349500	250933	50186
KTM	4	10	75822	369593	29160
EKLM	5	34	176600	211553	30010
THSR	4	14	273900	708817	92943
MLPM	3	14	202500	479035	93740
PKD	2	36	284000	287570	31114
KZKD	1	6	325000	1012120	202424
WND	2	12	180834	123713	23330
KNR	1	8	477656	707441	141183
KSD	2	9	303090	448400	89680

- **Difficulties / Challenges :**

- Lack of participation from rural areas
- Income (20% commission) less than expenses / Setting up cost is high
- Identifying a suitable venue at affordable cost
- Attracting crowd
- Cafe units not well trained
- Café units charge high price to compensate the 20 % commission
- MKSP and Marketing simultaneously conducting food fests
- MECs not available for billing (mission team to be engaged)
- Units expecting Gas & other materials free of cost
- Licenses – GST, FSSAI, Health

- **Suggestions :**

- Promotion through social media could bring more customers
- Cultural programmes during fest
- Even Management Group in the district
- Standard Price Menu
- Suggestions/Feed back from Customers
- Backward areas units to be supported with TA and cooking gas, accommodation etc
- Convergence – Tribal Fest
- Reduce the percentage of commission from 20 to 10
- Food fests are to be conducted on seasonal basis

Monthly Markets

District	No of CDSs selected	No of CDSs given funds	CDSs procured assets	monthly markets in Oct	No of MEs participated	monthly markets in Nov	No of MEs participated
TVM	11	11	8	8	78	6	67
KLM	11	11	5	1	7	4	49
PTA	9	9	8	8	27	4	13
ALPY	12	12	8	4	19	7	19
IDKI	8	8	8	8	27	3	13
KTM	11	11	5	2	24	5	51
EKLM	14	-	-	6	-	4	-
THSR	16	16	10	13	152	6	63
MLPM	15	15	6	14	81	4	24
PKD	13	13	6	6	21	6	21
KZKD	12	12	11	7	34	1	6
WND	3	0	0	0	0	0	0
KNR	11	11	2	2	27	2	10
KSD	6	0	0	0	0	0	0
	152	129	87	79	497	52	336

- **Difficulties & Challenges :**

- CDS have not enough space to store assets / Management of assets
- Setting up of Pagoda involves expenses (stall fitting and abolishing)
- Products not branded / Scarcity of branded products
- Difficulty in finding location for monthly market / Availability of Space
- CDSs confused between Monthly markets and MKSP weekly markets
- Low participation of ME units
- CDSs busy with other allotted works & lack of co-ordination
- Lack of initial working capital
- MECs not actively participating in Monthly markets / Commission collection
- Procuring infrastructure requires formalities
- CDS Chairpersons want to sell products of non - Kudumbasree units

- **Suggestions :**

- Small permanent outlets at CDS Level – better than monthly markets
- Sanction to utilize funds for permanent markets - renovation of existing building & infrastructure development
- Honorarium to ME Conveners
- NRLM BCs to be given responsibility
- Rs. 20,000 as working capital to CDS for setting up expenses (can be recouped)
- Provide MEC honorarium by district mission as per MEC guideline
- Minimum turnover to reduce to Rs 25,000

Status of Kudumbashree basar

District	Venue	If yes, Location	Sq. Feet	Govt or Pvt.	Rent / Deposit, if any	Further proceedings required
TVM	Yes	Pappanancode	2000	KSRTC	Yes	Need intervention from State Office
PTA	Yes	Municipal Bus Stand	500	Municipality	Rent	Sanction from HO/Agreement Execution
ALPY	Yes	Alappuzha Town	1500	Municipality	Rs.40 per Sq.feet	Sanction from Municipality pending
IDKI	yes	Thodupuzha	2400	Pvt	Rent 45 K / Deposit 5 L	Permission from state mission
KTM	yes	Kaduturuthy	2700	PVT.	Rs. 1 L + per month	Permission from state mission
MLPM	YES	Edappal	2000	Govt	Rent	
PKD	Yes	Vaniyakulam	1500	Govt	Nominal Rent	Decision from Panchayath (rent)
WND	Yes	Kamblakkad	650	Govt	No	Sanction from HO
KSD	Yes	Cheruvathur panchayath building	1750	Govt	Rent	Agreement execution and support from state mission
KLM, EKLM, THSR, KZKD, KLM	Difficulty in getting Govt. Property / High rent for Pvt Properties					

- **Difficulties & Challenges :**

- Finding Govt properties in ideal locations having enough space
- High rent / Deposit for private properties
- Available building doesn't have the required floor area (Govt properties have less floor area)
- Procedures for sanctioning the building by Depts may delay the commencement of operations
- Selection of competent Mgt Team
- Lack of enough products / branded products having legal compliances

- **Suggestions :**

- Norms for location/floor area may be relaxed
- Govt Land available in many Panchayaths/Towns. Semi Permanent buildings may be constructed.
- Initiate a Mini Basar and then scale up
- Tie up with Super Market chains such as Margin Free Market
- Private properties on reasonable rent/deposit may also be selected
- Financial support for one year (deposit, rent, staff salary, maintenance etc)

Other Dist Activities

- Apart from CDS , Supply co , Neethi stores, Pvt Super Markets etc are being identified for rack placement (quality, Clarity in commission, GST, packing - brand name, manufacturing date, expiry date, manufacturer's address, product bar-coding etc)
- Cashew being sent to Dists / Other SARAS based on demand/request
- Product identification / photography for online marketing

PRM

December 2017

Food Fests

District	No of Fests conducted	No of units participated	Total expenditure	Total Sales	Commission collected

Monthly / Daily Markets

District	No of CDSs selected	No of CDSs given funds	CDSs procured assets /set up markets	No of Daily Markets set up by CDSs	monthly markets in Nov	No of MEs participated	Sales	monthly markets in Dec	No of MEs participated	Sales
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Basar

District	Venue	Sq. Feet	Govt or Pvt.	Work Started	Consortium formed	Mgt Committee formed	Mgt Unit selected		
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