

# MARKETING

PRM – 27/02/2018

## *Major programs for review / discussion*

- E-commerce Portal
- Monthly Markets
- Food Fests
- Community Enterprises Fund
- Kudumbashree Bazaar
- ED's Assignments to DPMs

**LAUNCHING OF  
E-COMMERCE PORTAL**  
Inauguration: Dr. K.T Jaleel ( Hon. Minister, LSGD )  
Kanakakkunnu Palace, Thiruvananthapuram  
“KUDUMBASHREE PRODUCTS AT YOUR FINGER TIPS”  
[www.kudumbashreebazaar.com](http://www.kudumbashreebazaar.com)

FEB 21 2018 11.am

**269** - Kudumbashree Micro Enterprises Products in a common platform for the first time

**076** - Potential Micro Enterprise units are registered their products here

**386** - Users were seen/visited Kudumbashree portal till 26-02-2018 06.30pm

**080** - Potential users have registered here

**024** - Orders received by Units

**5127** - Rupees Sales generated till 26-02-2018 06.30pm

# To do list – March, 2018

- Districts to provide all kinds of information related to products already uploaded – Product description, dimension/weight, Actual price/discounted price, contact information, bank account details of MEs (Excel sheet given to DPMs) – 3<sup>rd</sup> March
- Addition of new products – minimum 10 to be added - 15<sup>th</sup> March
- Removal of un-qualified products – 10<sup>th</sup> March
- ME Meeting/Training in E-Commerce Protocol – 20<sup>th</sup> March (packing, delivery, branding etc)
- DPM to personally monitor E Commerce activities – (order confirmation within half an hour, delivery within 48 hours, docket no. to be updated in site, Track/record all transactions)
- Unpaid Promotional activities – like publicity for first delivery, fb posts etc

# Monthly Markets

Districts	Fund expenditure	No. of CDSs procured infrastructure assets	No. of Markets Conducted	No. of MEs participated	Total Sales
Thiruvananthapuram	825000	8(11)	18	174	530450
Kollam	825000	10(11)	27	196	369775
Pathanamthitta	455530	9(9)	33	181	674840
Alappuzha	900000	9(12)	0	0	0
Kottayam	825000	5(11)	21	217	436491
Idukki	68129	3(8)	22	65	385739
Ernakulam	1050000	2(14)	62	1055	2968855
Thrissur	1200000	10(16)	29	334	596518
Palakkad	975000	8(13)	100	71	106000
Malappuram	1125000	6(15)	33	277	1385875
Kozhikode	900000	11(12)	20	179	461070
Wayanad	0	0(3)	0	0	0
Kannur	825000	4(11)	8	68	89340
Kasaragod	0	0(6)	0	0	0
<b>Total</b>	<b>9973659</b>	<b>85</b>	<b>373</b>	<b>2817</b>	<b>8004953</b>

- All Districts to enter data in web monitoring table (Alappuzha, Wayanad & Kasargod)

# Monthly Markets

- Ensure procurement of assets required for Monthly Market by all selected CDSs – 15<sup>th</sup> March
  - CDSs not interested in Monthly Markets or not procuring assets may be changed and new CDSs may be selected. Funds in CDSs to be either utilized or withdrawn before 31<sup>st</sup> March 2018
- Conduct of Monthly Markets in all CDSs in March first week and update data in website
  - Give responsibility to Block Coordinators

# Food fests

Districts	No. of Fests conducted	No. of Units participated	Expenditure	Total Sales	Income generated
Thiruvananthapuram	6	44	791776	1948916	917424
Kollam	5	19	341707	442456	139040
Pathanamthitta	4	20	166814	948878	11485
Alappuzha	6	18	577574	1580132	203719
Kottayam	5	19	580582	1767723	308786
Idukki	4	18	655251	842858	388642
Ernakulam	7	58	1616600	5180783	2005712
Thrissur	8	36	938152	2353332	421846
Palakkad	4	46	484000	495570	92914
Malappuram	5	36	505059	1129806	200857
Kozhikode	2	10	585723	1351480	270296
Wayanad	2	13	180834	141513	17800
Kannur	1	8	478057	705841	141168
Kasaragod	3	14	313090	1175532	235106
<b>Total</b>	<b>62</b>	<b>359</b>	<b>8215219</b>	<b>20064820</b>	<b>5354795</b>

# Food fests

- Conduct / participation in 5 Fests – by March (remaining Districts – Kzkd, Knr, Wynd & Ksrgd)
- Best practice / lesson learned documentation (fund spent, income received) – 30<sup>th</sup> March
- Prepare a list of Catering Units – to participate in local/state/outside fests - 30<sup>th</sup> March
- Write up on Café Units - Menu / dishes – (preparation) / uniqueness etc
- Commission obtained – either utilize for fest in March or convert in to assets (canopy, billing machine etc)



COMMUNITY ENTERPRISES FUND					
Districts	Target No. of CDS	No. of CDSs received CEF	No. of CDS released CEF	Amount of CEF released by CDSs	No. of ME units received CEF
Thiruvananthapuram	38	38	21	8845000	125
Kollam	31	31	26	9050000	139
Pathanamthitta	19	12	12	6500000	72
Alappuzha	27	18	6	3700000	70
Kottayam	38	38	14	5087500	68
Idukki	24	24	21	9850000	139
Ernakulam	10	10	10	4500000	64
Thrissur	43	43	15	6700000	159
Palakkad	41	41	1	500000	5
Malappuram	34	34	33	13645000	171
Kozhikode	32	32	24	8555000	142
Wayanad	8	8	0	0	0
Kannur	38	38	22	7605000	108
Kasaragod	17	10	0	0	0
<b>Total</b>	<b>400</b>	<b>377</b>	<b>205</b>	<b>84787500</b>	<b>1264</b>

# CEF

- Transfer of funds to all CDSs / Push CDSs to release funds to ME Units (If CDS not interested, funds may be withdrawn and transfer to new CDSs)
- Block Coordinator to represent Dist Mission (Guideline changed)
- Ensure BCs track the implementation of project – prepare project completion document
- BCs to prepare Loan portfolio statement on monthly basis

# Kudumbashree Bazaar

- Identification of MEs / Products (whose products can be sold at Basar) – 10<sup>th</sup> March
- Meeting of ME units / Formation of Consortium / Formation of Ex Committee / Mgt. Committee – 20<sup>th</sup> March
- Venue identification / Venue hiring – 30<sup>th</sup> March
- Interior furnishing / Mgt. Staff recruitment – (based on Venue hiring)

## **ED's 9 assignments to DPMs - March**

1. Start at least one Nano market in the district
2. Prepare a list of existing Kudumbashree outlets/supermarkets in the district
3. Change 'packing' of one product in the district and present it/present the impact of it. (CEF can be used or special proposal can be submitted to HO)
4. Daily Monitor online marketing platform and ensure that the delivery is perfect and quality is high
5. List of catering units in the district and give insights on the quality of food and variety of food produced by them (area of their specialization/ Strength & Weakness of the unit etc)

## **ED's 9 assignments to DPMs - March**

6. Ensure supply of ME products in all weekly markets in the district and update the web details
7. Obtain one work order (bulk order) to at least one unit in the district to help them increase turn over
8. Give list of events in the district (Annual calendar 2018-19 - Café fests and sales counters)
9. Give list of enterprises who has good quality/ quantity in production and who is willing to travel to other states/ other districts of Kerala for participating in trade fairs