

MARKETING

PRM – 05/01/2018

Major programs for review / discussion

- Online Marketing
- Food Fests
- Community Enterprises Fund
- Kudumbashree Basar

Online Marketing

Task	Status	Responsibility
Identification of Web Developer / Work order	Completed (M/s Streetbell Tech. Pvt .Ltd)	State Mission
Portal Development	Under progress (expected to be completed by 15 th January and to be launched on 6 th February, 2018)	State Mission
Product Photography / Identification of ME Units	Completed (75 products)	State Mission
	10 Districts submitted	District Mission
Training of ME Units - order receiving, packing and delivery	Yet to start	State Mission / District Mission
Arrangements for Packing, Delivery etc and portal promotion	Under progress	State Mission

District submitted / not submitted Product photos

Districts	Status
Thiruvananthapuram	Submitted
Kollam	Submitted
Pathanamthitta	Submitted
Alappuzha	Yet to be submitted
Kottayam	Submitted
Idukki	Submitted
Ernakulam	submitted
Thrissur	Submitted
Palakkad	submitted
Malappuram	submitted
Kozhikode	Yet to be submitted
Wayanad	Yet to be submitted
Kannur	Submitted
Kasaragod	Yet to be submitted

FOOD FESTS

Districts	No. of Fests conducted	No. of Units participated	Expenditure	Total Sales	Commission Collected	FUND REMAINING
Thiruvananthapuram	6	44	2,79,276	19,48,916	2,99,416	5,20,140
Kollam	5	19	3,41,707	4,42,456	89,040	2,47,333
Pathanamthitta	4	20	1,66,814	9,48,878	11,485	3,44,671
Alappuzha	2	10	4,34,062	6,80,497	1,36,099	2,02,037
Kottayam	5	19	5,80,582	17,67,723	3,08,786	2,28,204
Idukki	3	11	4,25,753	3,12,943	88,338	1,62,585
Ernakulam	6	47	4,66,600	11,34,203	5,32,600	5,66,000
Thrissur	6	21	3,23,566	8,98,032	1,30,786	3,07,220
Palakkad	4	46	4,84,000	4,95,570	61,800	77,800
Malappuram	5	36	5,05,059	11,29,806	2,00,857	1,95,798
Kozhikode	1	6	3,56,589	10,12,120	2,02,424	3,45,835
Wayanad	2	13	1,80,834	1,41,513	17,800	3,36,966
Kannur	1	8	4,78,057	7,05,841	1,41,168	1,63,111
Kasaragod	3	14	3,13,090	11,75,532	2,35,106	4,22,016
Total	53	314	53,35,989	1,27,94,030	24,55,705	

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	36	14	74,00,000	144
Kollam	31	31	9	40,00,000	78
Pathanamthitta	19	12	1	50,000	10
Alappuzha	27	18	0	0	0
Kottayam	38	38	12	46,60,000	57
Idukki	24	25	15	72,50,000	108
Ernakulam	10	10	10	45,00,000	64
Thrissur	43	43	7	31,00,000	65
Palakkad	41	41	0	0	0
Malappuram	34	34	31	1,32,45,000	168
Kozhikode	32	32	19	83,05,000	137
Wayanad	8	8	0	0	0
Kannur	38	38	22	76,05,000	108
Kasaragod	17	10	0	0	0
Total	400	376	140	6,01,15,000	939

Kudumbashree Basar

- Progress :
 - Guideline released (**Districts to give feed back latest by 10th Jan**)
 - Agency identified for Civil Work incl procurement of equipments/furniture/other furnishings (ULCC)
 - Agency for Branding identified (KSID)
- Challenge :
 - **Most of the Districts yet to identify buildings !!!**
- Discussion Points :
 - Size of Basar ? – (May be reduced - 750 sq. ft to 2000 sq. ft)
 - Who will take the building on rent ? – (Mgt. Committee may be entrusted instead of Dist. Mission/DMC)
 - Whether Pvt. Building can be taken ? – (Yes)
 - Whether Professionals to be hired for Mgt. Unit ? – (Yes)
 - Whether ME Consortium to be formed instead of handing over to a 5/10 member ME ? – (ME Consortium to be formed)
- Conclusion :
 - **Districts to speed up identification of buildings / 2-3 Districts (at least) to start Basar this year**