

Kudumbashree District Mission
Thrissur
MARKETING

CANARA VAHINI



- **New Marketing initiative of Kudumbashree Mission in association with RSETI (Canara Bank).**
- **Launched on 20th February 2018.**
- **Canara Vahini is Mobile Marketing Facility commuting between major points of Thrissur town.**
- **They have 73 products of 14 units.**

- **Pickles, Squash, Kondattam, Chudney powders, variety of Papads, curry powders, flour powders, Millets, Payasam mix, Soap & Shampoo.**
- **The project is fully owned by RSETI were Kudumbashree is paying 5% Commission on sales.**