

## Our own 'Amazon'



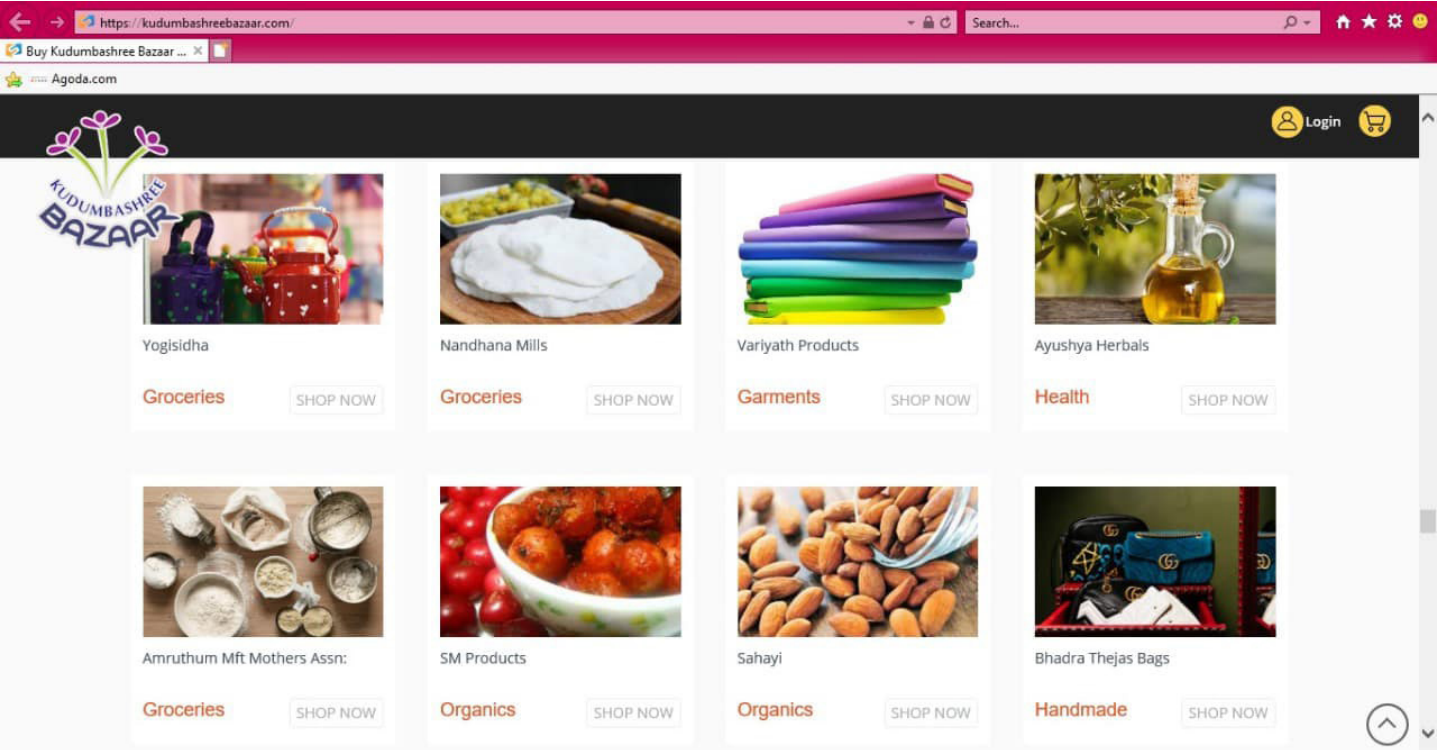
**S. HARIKISHORE I A S**



Executive Director  
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There are more than one lakh women in Kerala, who are finding their own livelihood through micro enterprises formed with the support of Kudumbashree Mission. In the era of e-commerce, we also thought about making an impact through online sales, rather than depending on the conventional marketing techniques. And that was how, the idea of Kudumbashreebazaar.com ( [www.kudumbashreebazaar.com](http://www.kudumbashreebazaar.com) ) became a reality.

Amazon, Flipkart, Snapdeal etc are the shopping malls of the new generation. “Why can’t we launch such an e-commerce portal?” It is from this thought, we gave birth to our e-commerce portal [www.kudumbashreebazaar.com](http://www.kudumbashreebazaar.com)



755 products of more than 240 entrepreneurs are available in this portal. We didn't follow the way of storing products in centralized warehouses. Whereas, we opted that the entrepreneurs themselves shall pack the products and send their orders to the customers directly. Through this, the entrepreneurs learned to receive orders through mobile apps, pack and send the products with utmost perfection. We had joined hands with the Postal Department and had made necessary

arrangements to send products on receiving orders from any part of the country.

[www.kudumbashreebazaar.com](http://www.kudumbashreebazaar.com) has the best features compared to any such e-commerce website. Indigenous products of best quality that has the real flavour of Kerala are made available through this portal. Let me welcome you all to do your shopping through [www.kudumbashreebazaar.com](http://www.kudumbashreebazaar.com)

