



Kudumbashree to join hands with Supplyco

The convergence programme with Supplyco is the new step of Kudumbashree in the marketing sector. Supplyco has around 1600 retail outlets such as supermarkets, hypermarkets, people bazaars, maveli stores in Kerala. Supplyco has agreed to give a special shelf space at the outlets (supermarkets, hypermarkets and people bazaars) for marketing Kudumbashree products. Kudumbashree and Supplyco have come in contract regarding this. As per this, Kudumbashree products would be available for sale at the retail outlets of Supplyco in Kerala.

Shri. P. Thilothaman, Hon. Minister for Food and Civil Supplies, Government of Kerala will officially inaugurate this programme

which is proposed to be held on 11 February 2021 at 9.30 AM. Shri. A C Moideen, Hon. Minister, Local Self Government Department, Government

of Kerala will preside over the meeting. The shelves (for inauguration) are set up at the Supplyco Hypermarkets at Vazhuthacaud and Sreekaryam of Thiruvananthapuram district. Shelves of dimension, 1.5 x 0.90 x 0.3 metres (height x length x width) are allotted for Kudumbashree products. Various products of 10 entrepreneurs such as curry powders, pickles, flour etc would be made available through these two centres. It is expected that about 4000 Kudumbashree entrepreneurs will get benefited when 500 Supplyco Retail Outlets across the state would start selling Kudumbashree products. The activities for arranging the products at these centres are coordinated under the leadership of Kudumbashree MECs (Micro Enterprise Consultant) and sales team. They would also coordinate the activity of arranging the products at regular intervals as per the stock. We envisage arranging this marketing opportunity for Kudumbashree entrepreneurs at 500 locations within the upcoming 60 days. In the second

phase, our marketing team would analyse whether we can market Kudumbashree products through Maveli stores, based on the feedback received on the first

phase. We are expressing our heartfelt gratitude to the officials of Supplyco who gave such a great opportunity for Kudumbashree.