



‘Coir and Craft’ Stores coming soon

It was announced in Chief Minister's 100 Day Programme that 'Coir and Craft' Stores will be formed under the leadership of Kudumbashree, aiming at finding market for coir and handicraft products. The project will be implemented converging with the Coir Department. The main aim of Coir and Craft Stores is to find market for coir products, handicrafts produced by Kudumbashree entrepreneurs and other products of Kudumbashree entrepreneurs. The detailed guideline of the project was given to the districts. They were directed to identify better spaces and launch stores based on those guideline.

As per this, two stores will start functioning in Alappuzha district and one store will start functioning in Kasaragode district, very soon. Honourable Minister, Local Self Government Department, Government of Kerala will officially inaugurate the stores on 25 January 2021. Honourable Minister, Finance Department, Government of Kerala will preside over the function. The stores will be

started at Kalikkadav near Thrikarippoor of Kasaragode district, Alappuzha Municipal Bus Stand and Mararikulam of Alappuzha district. The stores are set up in the space given by the respective LSGIs and are arranged with best interiors. The coir products needed for the stores were given by the Kerala State Coir Corporation (KSCC). The handicrafts were collected from various entrepreneurs in the district. The shelves for other Kudumbashree products are also arranged.

In the first phase, other districts have also come forward with interest to start 45 stores by identifying spaces. Those who are interested to start the stores may contact the respective Kudumbashree District Mission offices. Hope, we would be able to find better market for coir products and products of Kudumbashree entrepreneurs through these stores. Other than that, hope those who run these stores which functions in the enterprise model, be able to find better income.

