

PRM
17-Dec-2019
Marketing



KUDUMBASHREE BAZAAR

Kudumbashree Bazaar

Kudumbashree Bazaar Current Status -Dec 2019

District Name	Bazaar Building Identified(Y/N)	Total Fund	Tender Process Completed (Y/N)	Infrastructure Development Status	No of Staff Selected for Bazaar operation	Expected Date of Inaguration
Thiruvananthapuram	Y	2000000	Y	Work in progress	1	January
Malappuram	Y	4000000	Y	Work in progress	0	December
Pathanamthitta	Y	4063512	Y	Completed	11	
Kozhikode	Y	4000000	No	0	0	March
Idukki	Y	4000000	--	Work in progress	0	January
Ernakulam	Y	4000000	Y	Work in progress	0	February
Thrissur	Y	4000000	Tender not required (Accredited agency)	Work in progress	0	January

District Name	Bazaar Building Identified (Y/N)	Total Fund	Tender Process Completed (Y/N)	Infrastructure Development Status	No of Staff Selected for Bazaar operation	Expected Date of Inauguration
Kottayam	Y	2500000	Yes	Work in progress		February
Alappuzha	Y	3000000	Tender not required (Accredited agency)	Work in Progress	0	January
Wayanad	Y	4000000	Yes	completed	2	started at february 2018
Kollam	y	1000000	agreement with habitat	Work in progress	nil	March
Kasargode	Y	2000000	Sidco	Agreement not in place	-	-
Kannur	yes	0				
Palakkad	Y	2000000	initiated	Building Renovation on final stage	nil	March

HOME SHOP

HOME SHOP

Kasargod

- Management team -1
- No of HSO -30
- Sales turnover-295000(nov)

Kannur

- Management team -1 (5 members)
- No of HSO -410
- Sales turnover-2758823(nov)

Wayanad

- Management team -1 (4member)
- No of HSO -42(active-21)
- Products-48
- Sales turnover-603038(nov)

Kozhikode

- Management team-1
- HSO-811
- Total products-91
- Sales turnover-6334786(nov)

Kottayam

- Distribution network started
- Brand name leelai
- Management team-4 member
- Selected me unit - 5 unit

HOME SHOP

Malappuram

- Management team formed
- 19 HSO
- Training-Not given(Lack of fund)

Thrissur

- Management team-4 member
- HSO-34(2 CDS)
- Training-Not given(Lack of fund)

Ernakulam

- Management team-2 team
- HSO-30 (2CDS)
- Training-Not given(Lack of fund)

Thiruvananthapuram

- Management team - 1(5 members)
- HSO- 32
- Training-Initial Awareness training completed

Alappuzha

- Management team-3 unit (training team eksat smart thakazhi)
- HSO -70
- Products-113
- Dec 15 inauguration

Kollam

- Management team- SVEP MEC

Palakkad

- No progress

Idukki

- No progress

Pathanamthitta

- No progress

100 Days Program



- Veetiloru Kudumbashree Ulpannam
- Kudumbashree Bazaar
- Nano market
- Kiosk
- Distribution Network
- Homeshop
- Cookery Show
- Monthly Market Grading

100 Days Program



- Trade Fairs
- Saras Mela
- Kudumbashree Kitchen AIF
- Branding
- Community Enterprise Fund
- Amazon Saheli - Flipkart
- Other state Saras Mela

Veetiloru Kudumbashree Ulpannam



CAMPAIGN to promote Kudumbashree products through every households. (Women's day celebration and Week long celebration).

"Kudumbashree Train"- Kudumbashree products in every households of Kerala on March 8 th - International Women's Day. "Home Shop Concept Familiarization workshop"

"SHE TALK" - Success story sharing talk show by entrepreneurs - sector wise

"Nano Market" -Nano Market Inauguration in supermarket through CDS Initiative

Miles stones/Stages

1	District Awareness Program and Team Meeting
2	District level BC Team meeting
3	MEC & CDS chairperson meeting
4	ME unit meeting
5	Identification of 100 Nanomarkets
6	Review Meeting (Block coordinator & MEC)
7	"Nano Market" -Nano Market Inauguration in supermarket through CDS Initiative
8	"Kudumbashree Train"- Kudumbashree products in every households of Kerala on March 8th - International Women's Day. "Home Shop Concept Familiarisation workshop"

Cookery Show

Conduct State Level Cookery show,
publish recipe book

Community Enterprises Fund

- 600 CDS –demand plan
- Kudumbashree franchisee Shop
- Online MIS



Supply Co

Bulk order for umbrella, flour products

- One Lakh Umbrella
- 1.5 Lakh packets of Appam Powder
- 2 Lakh packets of puttu powder (SABARI BRAND)

Agreement to place kudumbashree FMCG products in supply co



THANK YOU
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