

Discussion / Interaction

on

Kudumbashree Marketing

- **Why** Micro Enterprises & Marketing ?
 - Economic Empowerment of **Women** !!!

- Why women ?

- Women disproportionately affected by poverty, discrimination & exploitation

- Why **Economic** Empowerment ?

Economic Empowerment of Women leads to

- gender equality,
- poverty eradication,
- inclusive economic growth

- **What** is Economic Empowerment ?
- Ability of women to enjoy their right to control and benefit from
 - resources, assets, income and their own time,
- as well as the ability to improve their (individual & family) economic status and well being

- Micro Enterprises – Strategy of Kudumbashree for economic empowerment of women

- How does Kudumbashree support MEs ?
 - Mobilisation of women
 - GOT, EDP, Skill Training, PIP
 - Project Writing (MEC support)
 - Finance (through Bank Loan) & Subsidy (capital/interest subsidy)
 - Other Finances (TF, IF, TUF, Start Up, CEF etc)
 - MEC/KAAS (handholding)
 - Marketing (Market platforms)
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- Strength / Opportunities
- Major role in household income
- Influence economy
- Potential products
- Women labour force
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- Weakness/Challenges of Mes
- Poor Infrastructure
- Lack of Backward/Foreword linkage
- Lack of Credit
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- Specific issues of MEs

ME & Product related

- No registration (under Industry Dept / MSME)
- Technology (old)
- Lack of finance
- Quality issues
- No Standardization
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Marketing related issues

- Marketing (Distribution) problems
- Competition (from similar products)
- Competition / Marketing strategies of large scale industries
- Unaware of modern business strategies (Marketing)
- Cannot spend on Sales Promotion
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- Marketing is critical for the survival of MEs

Why MEs to be supported for Marketing ?

- MEs do not have resources for Marketing
 - understanding of the market, competitors, technology, marketing strategies,
 - Promotion
- So MEs need Marketing support - Mission & Community Development Society

History

- MEs started in 1999
- More MEs formed 2005-06
- ME Survey - 2006
- Importance of Markets / MECs - 2008

History

- Trade Fairs (2010)
 - Monthly Markets
 - Regional Fair (2012)
- Home Shop (2010)
- Any other

- Monthly Markets – from more than 700 in 2012 to came down to less than 50 in 2017-18
- Regional fairs converted to SARAS Fair (16-17 onwards)
- Home Shops – (failed except in 2 Districts)

- More than 70,000 MEs in 2012 !!
- 30,000 in 2015 ???
- 15,000 in 2017 ????

- WAY FOREWORD ?????
- What is our Aim ?

What is Marketing ?

(1) Product

(2) Price

(3) Place

(4) Promotion

- sustainability
- increased production (scalability)
- market presence
- retain existing customers / create a customer base

- What shall we do ?

- Suggestions from CDSs

Suggestions

- More and more marketplaces
- Alternative distribution mechanisms
- Strengthen the entrepreneurs
- Publicity for products
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Suggestions

1. Monthly, Special Fairs, Festival, SARAS, Food Fests
2. Nano, Mini Basar, Super Market
3. Online Market
4.

MONTHLY MARKETS

- What is CDS' role ?
 - Can all CDSs conduct Monthly Markets ????
 - How ?
 - (Discussion/suggestions)
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 - How to improvise existing conduct of monthly markets
 - (Discussion/suggestions)
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CDS' role ?

- Identification of all MEs in GP - Mobilisation of entrepreneurs - special awareness meetings of entrepreneurs at Block, Municipality, corporation level
- Identification of location (permission from GPs)
- Village Haat ?????
- Monitoring
- Publicity
- Panchayath assistance
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SARAS FAIRS

What is CDS' role ?

- Identification of ME units
- Encourage them to send products
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FOOD FESTS / Catering Units

What is CDS' role ?

- Identification of ME units
- Run a Café Kudumbashree restaurant ???
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ONAM MARKET

- 2018 Aim :
 - 1065 Onam Markets, Rs. 40 Crores,
 - Market intervention for a safe-to-eat Onam
 - Rural CDS - Rs.12000/-
 - Urban CDS – Rs. 15000/-

- What is CDS' role ?
 - CDS level ME meet
 - Location
 - Sponsorship
 - GP assistance

- **Permanent Market Places**

Why Permanent Market Places

- There is scope permanent or retail markets (incl Online portal)
 - limitations in supplying products to all existing super markets

- Benefits ?

- reach will be increased
- more savings in distribution margins
- Culturally indigenous in the light of ‘Swadeshi Campaign’
- advantage of being associated with Women Producers and Homely, Ethnic and Pure Products.
- build business first by securing a customer base

- **Permanent Market Places**

- Types

a) Nano Markets

b) Mini Super Markets

c) Online Marketing

c) Kudumbashree Basar

d) Village Haat

NANO MARKETS

- Exclusive shelf space positioned in super markets
or
- placing of a shelf in public places
- products of Kudumbashree enterprises of a particular locality will be pooled in to nearby Nano Markets



CDS' Role

- Identification of stores/public places for setting up Nano markets
- Establishment/Placing of Shelves
- Establishment of back end services/monitoring
- 1 or 2 Nano markets in every CDS !!!!

MINI SUPER MARKETS

- Can CDS run Mini Super Markets ???
 - Suggestions
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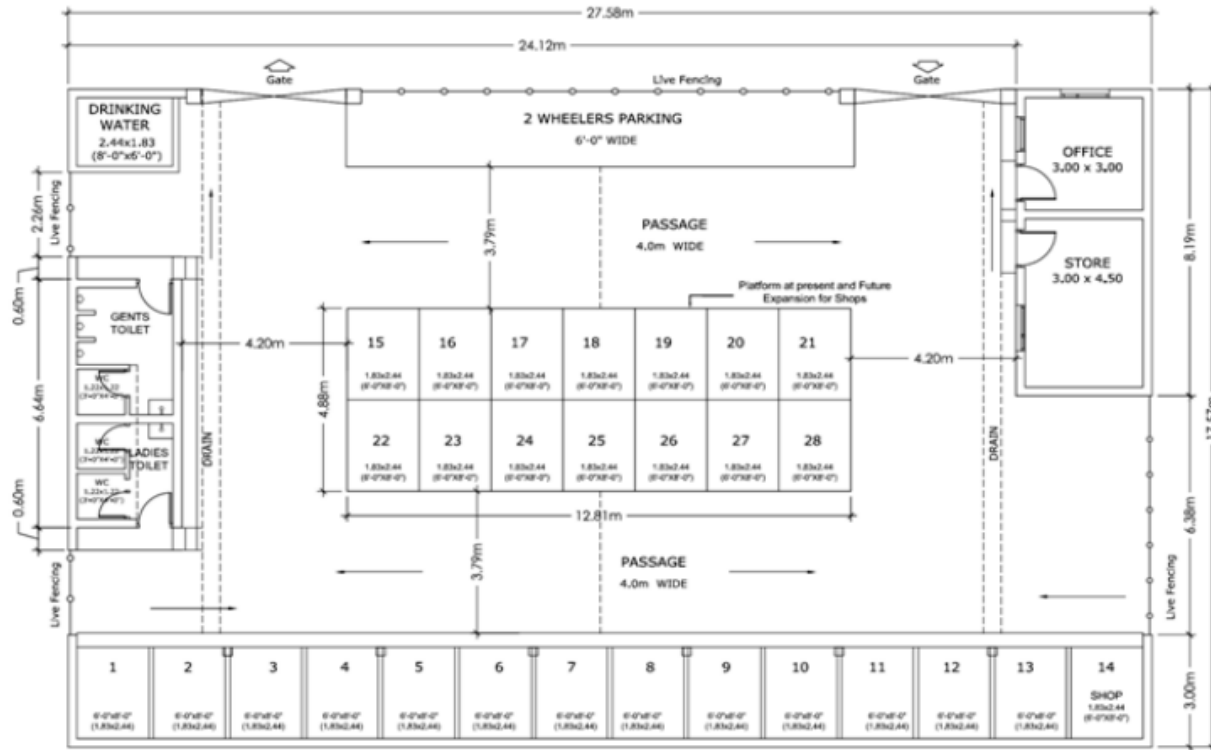
ONLINE MARKETING

- What is CDS' role ???
 - Suggestions
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KUDUMBASHREE BASAR

- What is CDS' role ???
- Identification of potential entrepreneurs
- Identification of Building/space for Basar
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Village Haat



- 10 Cents
- 28 Shops
- 1 office/1storage room
- Toilets
- Drinking water facilities
- Parking area
- Waste Mgt. Area
- Can be adapted for 3, 5, 20 cents

DISTRIBUTION NETWORK

- Collect quality products
- Re-selling them to wholesale distributors or to existing Kudumbashree Basars/Common Market Outlets/Home Shops & Home Shoppers
 - Not properly branded.
 - Necessary certifications and packaging standards.
- CDS can play a role ?? !!!

Others

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- Sell products in all NHGs
- Promote use of products among members – Swadeshi campaign ?
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- CDS – Centre for repacking/rebranding
- CDS – Mini super market
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