

**Business Development (MARKETING)**

**AIMS / GOALS 2018-19**

<b>Sl. No</b>	<b>AIMS / GOALS 2018-19</b>	<b>Person Responsible</b>	<b>Quarter 1 Target</b>
1	To conduct markets (sales of products/produces) in 152 Blocks, 87 Municipalities and 6 Corporations for 2-3 days in every month across Kerala and generate a profit of Rs. 15 crores benefiting 5000 Micro Enterprises in the inception and survival stages.	Jiby Mathew Philip, SAPM	No. of Monthly Markets to be conducted – 490 (245 LSGs x 2 months)
2	To participate in at least 61 Special State/District/Local Trade Fairs and thereby provide platforms for 2000 micro entrepreneurs to display and sale their products and earn an income of Rs. 1.5 crores	Jiby Mathew Philip, SAPM	No. of Special Trade Fairs to be conducted - 12
3	a) To conduct two Saras Fairs in the State to create awareness about rural products among the urban population and to develop new business opportunities for the rural Micro Entrepreneurs across the country. b) To facilitate the interested entrepreneurs and/or Community Marketing Facilitators with training in direct sales and exposure in outside State markets to enhance their marketing skills by participating in at least 28 outside State SarasFairs and generate an income of Rs. 2 crores.	Jiby Mathew Philip, SAPM	No. of Saras Fairs conducted in the state – 0  No. of outside state fairs to be participated by Kudumbashree – 5  Guidelines to be issued on Participation of Saras fairs
4	To capacitate and handhold		No. of Food Festivals to be

	at least 300 Café Kudumbashree Catering Units by providing hands on experience through participation in 80 Food Festivals in year 2018-19 and generate a sales turnover of Rs. 5 Crores.	Jiby Mathew Philip, SAPM	conducted - 15
5	To conduct 1065 Onam Markets across Kerala in all CDSs and achieve a sales turnover of Rs. 40 Crores, by facilitating market intervention for a safe-to-eat Onam	Jiby Mathew Philip, SAPM	Guidelines on conducting Onam Markets to be released
6	Set up 500 exclusive shelf space for Kudumbashree products in leading super markets or place marketing kiosks in public places/offices for sales of Kudumbashree products and generate an income Rs. 3 crores for entrepreneurs.	Jiby Mathew Philip, SAPM	No. of Nano markets to be established - 100
7	To increase the reachability, social popularity, customer traffic & conversion, and generate more sales in Kudumbashree E Commerce Portal by reaching 5 Lakh potential customers through promotional activities, increasing customer traffic to 50,000 and closing 5,000 customer orders in 2018-19.	Sabu B, SAPM	No. of potential customers to be registered in portal - 15000 No. of customer orders to be closed - 750
8	To establish 14 permanent Super Markets (Kudumbashree Basars) in 14 Districts to market products of at least 3500 Women Micro Enterprises across the State that are in an expansion and matured stage and to double their income in the year	Sabu B, SAPM	No. of ME Consortiums to be formed - 14 No. of Kudumbashree bazars to be established - 2 Bylaw of ME Consortium and Guidelines on fund utilization to be released

	2018-19		
9	To create a strong alternative distribution system in all 14 Districts to match the producers with the consumers and develop a sizeable consumer base in the Districts.	Sabu B, SAPM	No. of alternative distribution system to be established in Districts – 2  Guidelines on establishing Distribution Network in Districts to be issued
10	To capacitate 1000 selected Kudumbashree ME Units who are in the ‘success, ‘expansion’ and ‘maturity’ stages to enhance their products and marketing, and to facilitate at least 500 units to explore new bigger markets through up-scaling product quality & packing and overall branding and linking them to bigger markets such as national and international markets through appropriate channels.	Jiby Mathew Philip, SAPM	No. of ME units to be selected to enhance their products – 150  Modalities of Training and Training Partners to be identified
11	To capacitate 245 Community Marketing Facilitators, 152 Block Coordinators, 42 District Programme Managers (Marketing, ME & SVEP) and 10 State Mission Managers in various marketing strategies and transform them in to a dedicated and expert cadre in micro enterprises development and marketing.	Pavitha K, SAPM	No. of CMFs to be given training in ME & marketing – 245  No. of BCs to be given training in ME & marketing – 152  No. of DPMs to be given training in ME & marketing –42  No. of State Team Members to be given training in ME & marketing – 10
12	To develop an exclusive Management Information System having Mobile Application usability, integrated with Database	Pavitha K, SAPM	Marketing Information System to be developed

	Management System and integrated data recording and sales reporting for reporting and tracking sales of various markets such as Trade fairs and permanent outlets.		
13	To develop an exclusive cadre of 245 Community Marketing Facilitators to take up the sales and marketing functions of 15,000 and odd of Micro Enterprises and increase the annual turnover of micro enterprises by 25%.	Pavitha K, SAPM	No. of CMFs to be recruited/placed – 245  Policy on CMFs to be developed
<b>Goals (convergence &amp; not having direct financial commitment)</b>			
14	To obtain permission and allotment of land from GramaPanchayaths to start Rural Haats in 50 Panchayaths	Pavitha K, SAPM	Get land allotted from GramaPanchayaths / Hand over list of GPs and consent to MGNREGS
15	To obtain permission from SupplyCo/Thriveni/Handicrafts Development ecto display Kudumbashree products in their outlets	Pavitha K, SAPM	MoUs with Departments
16	To conduct One-Day Display cum Sales of farm and non-farm products in every District Mission Office and in State Mission Office to promote usage of Kudumbashree products among Kudumbashree Staffs	Sabu B, SAPM	Circular from ED / Direction to all Staffs to buy atleast one Kudumbashree product in a month.
17	To ensure atleast 5 Units improvising the packing in each District through availing CEF	Jiby Mathew Philip, SAPM	
18	Handholding of 500 Catering Units	Jiby Mathew Philip, SAPM	District/State level cooking competition for Catering Units, Brochure/Recipes for Catering Units at District level
19	Identify 100 Tourism spots in	Pavitha K,	Identification of spots /

	the State and establish Marketing Kiosks in in each spot availing CEF	SAPM	identification of entrepreneurs/MECs/decision on operational matters
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### **Policies 2018-19**

Sl. No.	Policy Changes/New Policies to be introduced	Person responsible	Quarter 1 Target
1	Revised Guideline on conduct of Monthly Markets – to continue in 152 Blocks, to extend to Urban Areas and to allocate funds for Operational Expenses of such fairs	Jiby Mathew Philip, SAPM	Guidelines to be issued.
2	Guideline on conduct of Special Trade Fairs by Districts	Jiby Mathew Philip, SAPM	Guidelines to be issued.
3	Guide Book on conduct of Saras Fairs (within State)	Jiby Mathew Philip, SAPM	Guidelines issued on Participation of Saras fairs by Kudumbashree Units
4	Guidelines on establishing Nano Markets	Jiby Mathew Philip, SAPM	Guidelines to be issued
5	Bylaw of District level ME Consortium	Sabu B, SAPM	Bylaw to be released / District ME Consortiums formed in all Districts
7	Guidelines on establishing Distribution Network in Districts	Sabu B, SAPM	Guidelines to be issued / Orientation to Districts to be completed
8	Development of a new Policy on Community Marketing Facilitators - Recruitment / Retention / Relieving / Remuneration	Pavitha K, SAPM	Guidelines to be issued / Recruitment to be completed