

MARKETING

Minutes of PRM held on 6th and 7th of December, 2018 at State Mission

Marketing Team led by Chief Operating Officer reviewed the progress of Marketing activities in the months of October and November. It was reviewed that overall there was good progress in many of the Marketing Activities in last two months against Annual Targets.

Before starting the Review, the innovative and peculiar activities of various Districts have been presented as an appreciation and the Districts were given opportunity to present the challenges or accomplishments associated with them. The following activities briefly presented for cross learning and sharing.

- a) Food Fests during India Vs West Indies Cricket match by Trivandrum District and Café Kudumbashree at Nava Keralam Seminar
- b) 'MmallePeedika', branded stores of Malappuram District
- c) 'Peedika', branded stores in Eranakulam
- d) Marketing Kiosks in Malappuram, Eranakulam, Thiruvananthapuram, Pathanamthitta
- e) Team Building cum Soft Skill Training for ME Consortium in Eranakulam
- f) Business Plan Development of Kudumbashree Basar in Thrissur
- g) Award received by ME units of Palakad who attended UttarakhandSaras
- h) 'ThalumThakarayum' Food Fest, Thirunakkara Festival and Cashew Fest by District Missions of Wayanad, Kottayam and Kasargod
- i) Marketing Kiosks of Idukki, Thiruvananthapuram and Wayanad

The status/progress of various Activities have been presented and the following decisions have been made.

1) Monthly Markets (BD 01) :

a) Status :Achievement

Target up to Nov	Achievement
1064 Rural Markets	806 Rural Markets (76%)

372 Urban Markets	186 Urban Markets (50%)
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b) Decisions : Action by District Missions

- Palakkad (3 blocks), Kannur (3 blocks) and Kasargod(1 block) Districts to conduct monthly markets in pending Blocks from December.
- All Districts (except Trivandrum, Alappuzha, Idukki, Eranakulam, Palakkad, Malappuram and Wayanad) to conduct Monthly Markets in all ULBs from December.
- Thrissur, Kottayam, Idukki, Palakkad, Alappuzha and Kasargod have very low participation of MEs in Monthly Markets. All Districts should ensure the participation of more than 20 Micro Enterprises in each market.
- DMCs were requested to conduct an analysis on the reasons of low participation of MEs and to take corrective measures.
- All Districts should ensure the sales of minimum Rs. 20,000/- in each monthly market. The average sales in Alappuzha was very low as same as last PRM. Average sales in Kozhikode, Kottayam, Kannur and Idukki should improve in future.
- DMCs were requested to conduct studies on the reasons of such low sales and to take corrective actions.

c) Case Study:

Case Study of Palakkad Municipality presented by DMC, Palakkad where the sales of Rs. 8 Lakhs recorded in November

2) Trade Fairs (BD 02) :

a) Status : Achievement

Annual Target	Achievement – 42 (69%)
No of MEs participated	Achievement – 343
Sales	Achievement – 158 Lakhs

b) Decisions : Action by District Missions

- The number of MEs participating in the Trade Fairs is lower than the target. District Missions to make efforts to participate more number of MEs in Trade Fairs. Thiruvananthapuram, Kollam, Kasargod, Kozhikode, Alappuzha and Idukki to increase participation of MEs.
- Pathanamthitta, Kannur and Alappuzha Districts have conducted one Trade Fair each. These Districts to carry over the targets to next months.

3) SARAS Fairs (BD 03) :

a) Events Participated:

- 1) Dhanbad - JHARKHAND,
- 2) Jaipur-RAJASTHAN,
- 3) Hoshiyapur - PUNJAB ,
- 4) Vijayawada - ANDHRAPRADESH,
- 5) Dibrugarh - ASSAM,
- 6) Himachal Pradesh,
- 7) Nagpur - MAHARASHTRA,
- 8) Kanjeevaram – TAMIL NADU,
- 9) PUDUCHERRY,
- 10) Baranasi - UTTARPRADESH,
- 11) Shillong – MEGHALAYA)

b) Decisions : Action by District Missions

- Districts to send MEs / MECs in SARAS Fairs
 - Forthcoming Events :
 - 1) Haryana: Kannur, Malappuram
 - 2) Goa : Kollam, Thrissur

- 3) Ranchi :Wayanad, Ernakulam
- 4) Assam :Kottayam, Kozhikkode
- 5) Odisha :Kozhikkode, Kottayam
- 6) Mumbai: Ernakulam, Wayanad, Malappuram, Kannur
- 7) West Bengal :Ernakulam. Wayanad
- 8) Sikkim :Malappuram, Kannur

4) Food Festivals (BD 04)

a) Status : Achievement

Target – 70	Achievement – 50
No of Units to be participated - 300 (annual)	Achievement – 269
Targeted Sales – 250 Lakhs	Achievement – 168 Lakhs (67.2%)
Number of Catering Units being tracked – 380	Number of work orders received for all catering units together- 9463

b) Decisions :

Action by District Missions

- Districts to conduct Food Fests as per Target/Guidelines/Annual Calendar. Pathanamthitta, Kasargod, Palakkad and Idukki Districts have conducted only two Food Fest against the target of five. These Districts to carry forward the targets to next quarter.
- The number of orders received by units is low in almost all Districts. Districts to make efforts to handhold and promote the units and to canvass work orders for the units.
- Palakkad, Kannur and Kasargod to complete the spreadsheet updation and data monitoring table updation immediately.

Action by State Mission

- State Mission to issue Guideline on engaging Faculties in Food Fests.

5) Nano Markets (BD 06) :

a) Status : Achievement

Number of targeted Nano Markets – 504	Achievement – 431 (85%)
Targeted Sales (AAP)	Achievement – 1 Crore
Nano Markets having sales of Rs. 5000/- per month	201

b) Decisions : Action by District Missions

- Pathanamthitta, Kozhikode, Kollam and Kannur to make more efforts to install Nano Markets as per target.
- Districts to make efforts to enhance the sales of markets to Rs. 5000/- per month. Alappuzha, Idukki, Kannur and Kasargod have comparatively less percentage of Nano Markets having sales above Rs.5000/- p.m.
- All DPMs should analyze the markets and improve the sales through various measures.

6) Online Marketing (BD 07) :

a) Status :

Kudumbashree portal

Particulars	Annual Target	Achievement as on September	Achievement as on December
Products to be uploaded	1000	510	524
Orders	5000	61	65
Sales	-	21961	22831

- **Listed 5 Test Products in Amazon.in (65 products to be loaded)**
- **Registration in FLIPKART under progress**

b) Decisions :

Action by District Missions

- All Districts to upload maximum possible products in the portal(Atleast 40 products/districts).

Action by State Mission

- Promotional activities, uniform branded courier package, MoU with Amazon Saheli, Modifications of the portal etc to be expedited.

7) Kudumbashree Bazar (BD 08) :

a) Status : Achievement

Districts	Progress
PTA	Launching proposed in December/January
WYD	
PKD	Consortium formed, Executive committee formed , Management committee formed, Building hired and Launching proposed in January/February
TVM	
IDK	
TSR	
EKLM	

- No progress registered inPalakad, Kozhikode, Kannur, Kollam and Kottayam after the last PRM.

b) Decisions:

Action by District Missions

- All Districts to expedite the process. Measures to be taken by the Districts to register the Consortiums under Society Act. Joint Bank Account for Management Committee (DMC and Consortium President) shall be opened as per Guidelines and transfer Rs. 20 Lakhs from NRLM BD 08 to that account.

8) Home Shops (BD 09) :

a) Status : Achievement

- October & November turn over at Kozhikode – Rs. 49,23,865/- &Rs. 42,70,865/-
- October / November turn over at Kannur – Rs. 31,52,000/- &Rs. 28,82,000/-

Progress :

- Planning Meetings conducted in Alappuzha, Ernakulam, Idukki&Malappuram

b) Decisions :

Action by District Missions

- Kozhikode, Kannur and Kasargod to update monthly sales of homeshop.
- Identification of blocks, product identification in October
- Initiate management team selection and home shop owners in November
- Visit to Kannur/Kozhikode (if Districts interested)

9) Branding (BD 10) :

a) Decisions: Action by State / District Missions

- By January, 30 Products (minimum 2 products by each District) should be branded and sold through Super Markets.

Thrissur	Umbrella and Curry Powder
Thiruvananthapuram	Flour Products
Kollam	Tribal Products of Kulathupuzha
Pathanamthitta	Honey
Alappuzha	GarciniaCombogia
Kottayam	Curry Powders
Idukki	Balanced Nutritious Cattle feed
Ernakulam	Soaps and GarciniaCombogia
Malappuram	Flour Products
Palakkad	Organic and Eco Friendly Products
Wayanad	Bamboo Products

Kasargod	To be identified
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- Action Plan for Districts

Target given in last PRM (15 Oct - 15 Nov)	Action Plan 15 Dec - 15 Jan	15 Jan - 15 Feb
<p>Visit all Units, Assess the Units in terms of its Value Chain and prepare a Report (Raw Material Procurement practices - what, where, quantity etc, Production process - machinery available, Skill etc, Post production / Value Addition, Packing / Labelling / Branding and Marketing</p> <p>Prepare a DPR (Skills to be imparted, Machinery to be procured, Packing/Labelling to be made) - DPM CHALLENGE</p> <p>DPMs to submit the DPRs by December 15th - at DPM Challenges Day</p>	<ul style="list-style-type: none"> • Approval for DPR from District/State Mission • Identification of Skill Provider / Skilling (if required) • Identification of Machinery / Procurement process (if required) • Machinery installation (if required) • Improved product (if required) • Process of designing new Packing and Labelling 	<p>Launching of new product, new packing and labelling</p>

10) Marketing Kiosks (BD 15) :

a) Status :Thiruvananthapuram, Idukki, Malappuram and Wayanad started one Kiosk each

a) Decisions : Action by District Missions

- Districts to set up Marketing Kiosks in Districts (5 each in District). Priority to Tourist & Commercial spots/areas

11) Community Enterprise Fund

a) Status : Achievement

- No. of MEs supported as per spreadsheet – 1930 / No. of MEs supported as per Web Table – 2405
- No. of CDSs released CEF as per spreadsheet – 291 / No. of CDSs released CEF as per Web Table - 361
- Amount of CEF released by CDSs as per spreadsheet – Rs. 13.5 crores / Amount of CEF released by CDSs as per Web Table – Rs. 15.6 crores

a) Decisions :

Action by District Missions (CEF of 17-18 & 18-19)

- District Missions to ensure that all CEF fund is transferred to CDS and CDSs have sanctioned the entire amount to eligible MEs.
- DPMs to strictly Monitor CEF Fund Dispersal and Repayment
- DPMs to ensure NRLM MIS updation/Fund Disbursement Module updation
- DPMs to ensure that there is no error in CEF Fund repayment Module. Districts where Data updation is pending shall be completed all data entry at the earliest.
- Districts to provide suggestions on CEF disbursement of 2018-19

• CEF – 2018-19 – ACTION PLAN

December	January	February
Opening of exclusive CEF/CIF Bank Account for CDSs, Fund Transfer from District Mission to	Awareness Programme for CDS Chair Persons/ADS/NHGs/MEs on CEF, Loan Applications from NHG to CDS, CDS Approval	Disbursement of Loans by CDS

CDSs' Bank Accounts		
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Action by State Mission

- State Mission in consultation with Districts to release CEF to target MEs

11) Aajeevika Grameen Express Yojana :

a) Decisions : Action by District Missions

- Pathanamthitta, Thrissur and Idukki to utilize the funds at the earliest.

12) Others:

A) Requirement of Sales Personnel for IOC :

- Manpower for Servo Lubricants Sales & Service in 561 Fuel Stations
- Women (no prescribed education) with ability for direct sales to customers and physical ability to replace the oil of two wheelers on the spot
- Rs. 7500/- p.m (3 months trial) with a target of selling 200 bottles. Rs. 20 for additional bottles. Appointment by Distributers of IOC (21 Distributers)
- Review after 3 months on performance. Target shall be re-fixed depending upon the potential of the locality.
- District Mission to identify 5 potential candidates for each fuel station and submit the list to IOC/State Mission. IOC will also help in identifying the final candidate.
- Training will be provided by IOC
 - Action Plan :
 - Information communication to all CDSs / Direction to CDSs to identify 3 or 4 potential candidates - Dec 10 to Dec 25
 - List to IOC/State Mission – Dec 26
 - Final Selection by District Mission / IOC – Jan 5
 - Training & inception – Dec 7 - 12

B) Marketing Kiosks in IOC Fuel Stations:

- Districts to make arrangements to visit all Fuel Stations where Kudumbashree Toilet Facilities are now functioning and study the feasibility
- Marketing Kiosks to be erected in Pallichal in Trivandrum and Pongam in Eranakulam as Pilots

C) Office Mela:

- Conduct office melas every month and update the sales in prescribed format

D) Booking of Expenditure :

- It is noted that booking of expenses in NRLM fund is not properly done by many Districts. Expenses of many programmes are not booked. Districts to ensure booking of all expenditures as approved in the AAP.