

Field visit:- On 26th December, I visited Palakkad district. I reached Palakkad DMC at 10.30 and interacted with DMC for half an hour on improving the sales of Kudumbashree products in Palakkad district. Later I visited a hotel run by Kudumbashree ME unit. It is a success story in itself. It was on the brink of collapse in the initial stages, but, after receiving funds from Kudumbashree district mission, now the hotel is on track and moving ahead independently giving employment to 5 ME members and they hired 5 employees, who are Kudumbashree members. Then, I visited a permanent marketing outlet of Kudumbashree. This is a role model for other DMCs to follow. Sooner than the later, Kudumbashree should move in this direction of establishing permanent marketing spaces in all districts. Later on I went to visit the proposed site of Kudumbashree Basar at Vaniyamkulam panchayat with DPM. We interacted with the CDS chairperson and standing committee member and together we visited the building, which is under Vaniyamkulam panchayat. The proposed building suits our needs.

On 27th December I visited Thrissur district. I straight away went to the site where agriculture exhibition was going on. There I had interactions with DMC and ADMC on increasing the sales Kudumbashree products in Thrissur district. There the food was provided by Café Kudumbashree. The programme was for 5 days and thousands of people visited the site every day. Café Kudumbashree did a fantastic job by providing healthy and hygienic food to thousands gathered there without any complaints. This literally exhibited the maturity of Café Kudumbashree in serving food in such big occasions. Later on, I visited Agri basar, where 500sqft of space is allotted to sell Kudumbashree products. This is going to be the model for tomorrow's Kudumbashree marketing.

On 28th December I visited Ponnani of Malapuram district. There I visited monthly market of Kudumbashree along with the DPMs of Marketing & MKSP. I interacted with the sales women engaged in monthly markets and understood the problems and opportunities of Kudumbashree monthly markets. Later on, I went to the nearby Café Kudumbashree stall. In Ponnani municipality at that point of time a function of differently abled students was going on and Café Kudumbashree was given the responsibility of serving food. Café Kudumbashree, under the brand name "Ummante Vadakini", is a success story in itself. They conducted many programs and there the name and creative skill of a BC is worth mentioning. Only because of his drive, Café Kudumbashree could become a unique brand in itself. Right now, they don't need the help of IFRAM, a training unit of Kudumbashree. They are independent in the true sense of the term.