



The First All women managed mall in Asia - A novel concept

Mahilmall - a shopping mall fully run by women crew in Kozhikode Corporation in Kerala is the first of its kind in Asia. The mall, is a venture of the ten-member Unity group of Kudumbashree Mission.

The 36,000 sqft mall in 5 storeys houses food court, branded shops, home appliances, hand-craft shops, electronic shops, family counselling centre etc. 24 micro bazars, which provide Kudumbashree products is an integral part of the mall. Play zone will start functioning soon. The mall was inaugurated by Shri. Pinarayi Vijayan, Chief Minister, Government of Kerala on 24 November 2018. The mall is located opposite to Fathima Hospital, on Kozhikode-Wayanad road. The mall provides direct employment to 250 women and indirect employment opportunities to another 500, out of which majority belong to the Kudumbashree network. Out of the 103 enterprises functioning in the mall, 63 are run by Kudumbashree groups.

It was in 2004 that, Smt. Vijaya.K and nine others launched 'Techno World IT unit' under the Kozhikode Corporation, Kudumbashree CDS. The hard work and cohesiveness of the group has helped them to expand. Now, the group has three main kiosks and thirty-five employees with an annual turnover of Rs.50 lakhs. When the idea of operating a mall was discussed in the meeting of the Kudumbashree Community Development Society, Techno world IT unit came

forward to start a printing unit in the mall. In the due course, they took a lead role. Unity group is constituted with 10 members, out of which 6 are from the Techno world IT unit. The unity group is headed by Mrs. Vijaya.K, Secretary of the unit and Mrs. Beena. K, President of the unit. A building is taken on a monthly rent of Rs.13 lakhs. Rs.20 lakhs is the monthly turn over that they expect from rent, advertisement etc.

Reasons for success?

The innovative idea of starting a 'women friendly mall' completely managed by women crew, shared in a meeting of Kudumbashree Community Development Society . Our cohesiveness, willingness to take challenge, hard work and pas-



sion towards the novel concept are the major reasons behind our success. We have still made our baby steps!

Challenges faced?

Mobilising the finance was the major challenge that we faced. An amount of Rs 6 lakh per member was mobilized as individual contribution and another 70 lakhs was taken as Mudra loan and Over Draft loan, with which we are about to set off.

Turning point in Business?

The success of Techno World IT unit motivated us to start a printing unit in the proposed Mall. Finally, we took the lead role, formed unity group and decided to take up the venture of starting the mall. The guidance and support of by Mr. Ramsi Ismail, Kudumbashree Project Officer, Kozhikode Corporation is our driving force.

Future Plan/ambition?

Our future plan is to get promoted as a leading brand in the state. We are in the process of preparing a promo video. It is also intended to ensure online availability of all products. We envisage it as a centre where all products of Kudumbashree are available under a single window. Branding of the mall is entrusted to Kerala Grama Vikasana Sanitation Society. We dream about opening Mahilamalls in all districts, under the handholding of Kudmbashree State Mission.

Most Happy Moment?

Inauguration of Mahila Mall by our honourable Chief Minister is a moment of pride, which we cherish. Every



day is a happy day for us to see the enthusiasm and positive vibes of the 103 women entrepreneurs in the mall. Many women entrepreneurs are coming forward, since it is a women friendly mall. We have women entrepreneurs starting from the age group of 18. Even the securities are women, which gives us more courage to move forward.

Message to Aspiring women?

“Kudumbashree has grown beyond the conventional entrepreneurial ideas. Break the barriers and be the change in the society.”



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Bhavana. M.

