

On 25<sup>th</sup> of November, I visited Edappal regarding Agriculture fest jointly hosted by Agriculture and LSGD Ministries. The event was spectacular with public turnout. The ME and JLG of Kudumbashree got an opportunity to sell their products. The organization skill of Malapuram District Mission was seen there. They worked as a team perhaps that may be the reason for the grand success of the programme. I could see Malapuram DMC herself taking initiative in it and giving the wanted directions. I had discussions with Edappal Panchayath president regarding the proposed Kudumbashree basar coming up in Malapuram district. I had discussions with Malapuram DMC and DPM of Marketing. In the discussions with dynamic DPM of Malapuram, I understood that there are excellent ME units in Malapuram, which deserve attention. For example, an ME unit, which is into handicrafts. They themselves are into online marketing, much before the launch of Kudumbashree online portal. The product is a class in itself. It re-emphasizes the need to have a good rapport with our ME units.

On 27<sup>th</sup> of November I visited Kozhikode District. At first I interacted with Velom CDS regarding my ME project. They informed me they have taken necessary steps regarding GOT for chips unit. Later on I visited few super markets to sell Saphalam cashew nuts, two of them purchased the samples and I am waiting for the results. I had discussions with Kozhikode DMC regarding Kudumbashree basar, she told me that they are seriously looking for a space in Perambra. Later on I visited "Joy" chocolates in Kozhikode corporation CDS, they too installed their own machinery without waiting for Kudumbashree assistance. This all again and again re-emphasizes the fact that the rapport with our ME units should be strengthened sooner than later.