



ഈ ഓണം കുടുംബശ്രീയുടെയും കുടുംബശ്രീയുടെയും



Kudumbashree Onam markets



S. HARIKISHORE I A S

Executive Director
Kudumbashree

Kudumbashree is all set to welcome Onam! And, all who are planning to do extensive shopping during Onam are welcome to Kudumbashree's onam trade fairs. We have already issued guidelines to conduct trade fairs (before Onam) in 941 panchayaths and 93 municipalities all over Kerala. Bigger trade fairs would also be organised in all headquarters as well. In total, 1052 onam trade fairs would therefore be organised altogether by Kudumbashree.

Instructions were given that each trade fair should be conducted for a minimum of 3 days. The seasonal Kudumbashree entrepreneurs who focus on onam market and the 10,000+ entrepreneurs functioning in Kudumbashree's production sector would bring their products to these special markets. Various products of ethnic taste and homely quality could be purchased from our onam markets.



All Kudumbashree teams coordinating these trade fairs are encouraged for ensuring ECO friendly onam markets by reducing the use of plastic. It is also directed to organise onam markets converging with Local Self Government Institutions (LSGIs), Agriculture Department, Co-operative Department, and Civil Supplies Department wherever possible.

Our Onam markets would start from this week. Kudumbashree entrepreneurs have great expectations from these Onam markets as they hope to get good income during this prime

season. The Joint Liability Groups (JLG) has cultivated products aiming onam markets and entrepreneurs has produced more products for selling their products in these special trade fairs.

We are welcoming you all to come and buy our products at nominal rates. Sales of Rs 20 crores is expected from these special onam trade fairs. Wishing that the dreams of our entrepreneurs come true and also wishing that all customers are satisfied with the quality of products purchases from our onam markets.

