

BUSINESS DEVELOPMENT (Marketing)

Annual Action Plan 2018-19

Importance of MEs

- ME Development - an important strategy of Kudumbashree towards **economic empowerment of women**.
- Members **encouraged to start 'MEs'** using local recourses, and financial aid, skill training, handholding and marketing support provided by the Mission.
- Though the MEs facing infrastructural and logistical problems, lack of proper backward & forward linkages, and challenges in terms of flow of institutional credit, they not only **play a major role in the household income of poor strata, but also have a significant influence in the economy**.

Challenges of Women Micro Enterprises (MEs)

Unregistered, operating with obsolete technology, limited access to institutional finance

Lack of Quality assurance/certification, Standardization of products, marketing distribution network

Low market penetration/tough competition from similar products and marketing strategies of large scale enterprises

Unaware of the modern marketing and business strategies, Unable to opt for efficient marketing techniques, though the products have potential

Lack of effective sales promotion - cannot afford to spend much on advertising, sales promotion, market research, etc.

Importance of Marketing

- Today, there are around **15,000 MEs** in Kudumbashree.
- **Marketing is critical** for the survival of Kudumbashree MEs.
- An **understanding of the market, competitors, technology, marketing tools and business environment** are the determinants of success of the Micro or Small Enterprises Sector.
- Kudumbashree MEs do not have the resources at their command for Marketing activities and thus **needs institutional support from Kudumbashree Mission.**

What is Marketing ?

The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:

- (1) identification, selection and development of a **product**,
- (2) determination of its **price**,
- (3) selection of a distribution channel to reach the customer's **place**,
- (4) development and implementation of a **promotional** strategy

Overall aim of Marketing Division

- Challenges of MEs, Scarce resources with Kudumbashree, Limitations to function as any other corporate – **not venturing to hard core Marketing**
- To build on what exists and to **focus on providing more and more marketplaces** for women entrepreneurs in order to not only facilitate sustainability, but also to indirectly force them to increase their production to reach scalability and mark market presence.
- To **create a B2C ecosystem**, retain the existing customers and **create a customer base** in the State, **strengthen the entrepreneurs** and pilot certain **alternative institutional mechanisms**

Overall Objectives



To provide platform to MEs for interaction with customers, large institutional buyers.

To facilitate the formation of consortia of MEs for marketing of their products and services

To update MEs about the prevalent market scenario and its impact on their activities

To showcase the competencies and variety of MEs.

To enhance marketing capabilities & competitiveness of MEs, To enrich the marketing skills of Kudumbashree Mission.

Activities in the year 2018-19

- To achieve the set objectives, the Business Development (Marketing) Division will undertake the following activities in the year 2018-19.
 1. Trade Fairs
 2. Permanent Market Places
 3. Distribution and Branding
 4. Institutional support and Capacity Building

Why Trade Fairs ?

- Direct selling of goods - **non-payment of commission to intermediaries.**
- **Level of participation** of MEs **not very encouraging.** Only 20% of the MEs habitually participate in Trade Fairs
 - due to lack of facilities to take the goods to the point of Trade Fairs,
 - additional transportation cost,
 - personal inconvenience of entrepreneurs in attending the fairs and absence of ensured sales.
 - quantity of production of majority of MEs is too low
 - goods are not accumulated for want of market.
- But **considerable portion of the sales of MEs that attend the fairs regularly are through such fairs,** especially in the case of MEs that are in **inception** and **survival** stages.
- Highlights the **necessity of regular Trade Fairs** and the **importance of encouraging the entrepreneurs** to attend all possible fairs, along with addressing the challenges mentioned above

Trade Fairs

- a) **Monthly Markets** (intended for MEs in inception and survival stages)
- b) **Special Trade Fairs** (intended for MEs in survival and success stages)
- c) **SARAS Fairs** (intended for MEs in survival and success stages)
- d) **Major Food Fests** (intended for Units in success stage),
Minor Food Fests (intended for Units in survival stages)
- e) **Onam Market** (intended for MEs in inception and survival stages)

BD01/MONTHLY MARKETS/2450/157 Lakhs

Aim/Overall Objective : To conduct 2450 monthly markets in 2018-19 at Block/Municipality/Corporation levels across Kerala and generate a profit of Rs. 15 crores benefiting 5000 Micro Enterprises in the inception and survival stages.

Description :-

- Major handicap in the sustainable conduct of Monthly Markets in 2017-18 was the lack of assistance towards running cost of the Markets. Meeting such expenses from the fees or commission deducted from the participating entrepreneurs is not practical.
- It is proposed to conduct Monthly Markets in every Municipality and Municipal Corporation in 2018-19, in addition to the existing Monthly Markets at Block level.
- Monthly Markets will be conducted in 152 CDS (representing 152 Blocks), 87 Municipalities and 6 Municipal Corporations.
- Rs.4000/- will be granted to a monthly market at Block level, Rs. 10,000 at Municipality level and Rs. 15,000/- at Corporation level, limited to 10 Monthly Markets in an year.

Implementation Timeline and Responsibility

Monthly Markets 2018-19														
No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Revised Guidelines													State Mission
2	Identification of locations													District/ Block Mission
3	Mobilisation of entrepreneurs / special awareness meetings of entrepreneurs at Block, Municipality, corporation level													BCs/ CMFs/ CDSs
4	Conduct of monthly markets / Monitoring													District Mission/ CDSs

Roll Out Details

SI No	District/State	Physical Target	Financial allotment
1	Thiruvananthapuram	160	990000
2	Kollam	160	990000
3	Pathanamthitta	130	760000
4	Alappuzha	180	1080000
5	Kottayam	170	1040000
6	Idukki	100	520000
7	Ernakulam	280	2010000
8	Thrissur	240	1490000
9	Palakkad	200	1220000
10	Malappuram	270	1800000
11	Wayanad	60	420000
12	Kozhikode	200	1330000
13	Kannur	210	1490000
14	Kasargod	90	540000
15	State		20000
	Total	2450	157,00,000

Policy Decisions :

Sl. No.	Policy Decisions	Target date for issuing orders	Target date for roll out
1	Revised Guideline on conduct of Monthly Markets	20 th April, 2018	25 th April, 2018

Web Monitoring Table :

District	No of Blocks/ CDS selected for Markets	No of Markets Conducted (cumulative)	Cumulative Sales	No of Markets in current month	Current month Sales	No of MEs participated (cumulative)	No of MEs participated in current month

Additional Reporting Format by DPM/BC/CMF

Name of GP / Location :						Month/Year :
No of MEs participated in current month*	No of MEs – Food Products / Sales	No of MEs – Handicrafts / Sales	No of MEs – Kitchen Utensils / Sales	No of MEs – Personal Care / Sales	No of MEs – Apparels / Sales	Expenditure

* Names of units/Sector to be enclosed

BD02/SPECIAL TRADE FAIRS/61/100 Lakhs

- **Aim/Overall Objective** : To participate in at least 61 Special State/District/Local Trade Fairs and thereby provide platforms for 2000 micro entrepreneurs to display and sale their products and earn an income of Rs. 1.5 crores
- **Description :-**
- Participation in such local or district Fairs will not only ensure considerable market but also an enthusiasm and team work among entrepreneurs and CDSs/DMs who naturally own these fairs due to political and apolitical reasons.
- An attempt to create customer base and local acceptance and trust.
- Districts will be given Rs. 2 to 15 Lakhs depending upon the number of MEs in the District. Fund may be utilized to meet the Honorarium of CMFs, Setup Cost of Stalls or rentals, transportation of products and any other facilitation cost.
- State Mission will participate in 5 major Fairs (organized by media or other event management teams in and outside the State or outside the country and national fairs such as IITF, Aajeevika Mela and Bharath Parv, and fairs organized by I&PRD in other States.

Implementation Timeline and Responsibility

Special Trade Fairs 2018-19														
Sl No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Development of Event Calender / Approval by State Mission / Guidelines on participation of Trade Fairs													State/ District Mission
2	Participation in fairs / Reporting / Web updation													District Mission
3	Monitoring & Evaluation													State Mission

Roll Out Details

Sl No	District / State	Physical Target (minimum)	Financial allotment
1	Thiruvananthapuram	4	600,000
2	Kollam	4	400,000
3	Pathanamthitta	4	400,000
4	Alappuzha	4	500,000
5	Kottayam	4	400,000
6	Idukki	4	400,000
7	Ernakulam	4	1,500,000
8	Thrissur	4	300,000
9	Palakkad	4	600,000
10	Malappuram	4	600,000
11	Wayanad	4	200,000
12	Kozhikode	4	500,000
13	Kannur	4	400,000
14	Kasargod	4	200,000
	State	5	3,000,000
	Total	61	10,000,000

Policy Decisions :

Sl. No.	Policy Decisions	Target date for issuing orders	Target date for roll out
1	Guideline on conduct of Special Trade Fairs	25 th April, 2018	30 th April, 2018

Web Monitoring Table :

District	No of Special Trade Fairs Conducted (cumulative)	Cumulative Sales	No of MEs participated (cumulative)	No of Special Trade Fairs in current month	Current month Sales	No of MEs participated in current month

Additional Reporting Format by DPM/BC/CMF

Name of District/Location :				Dates/Month/Year :		
No of MEs particip ated in current month*	No of MEs – Food Products / Sales	No of MEs – Handicraft s / Sales	No of MEs – Kitchen Utensils / Sales	No of MEs – Personal Care / Sales	No of MEs – Apparels / Sales	Expenditur e (to be included by DPM)

BD03/SARAS FAIRS/2/28/184 Lakhs

- **Aim/Overall Objective** : a) To conduct two Saras Fairs in the State to create awareness about rural products among the urban population and to develop new business opportunities for the rural Micro Entrepreneurs across the country. b) To facilitate the interested entrepreneurs and/or Community Marketing Facilitators with training in direct sales and exposure in outside State markets to enhance their marketing skills by participating in at least 28 outside State Saras Fairs and generate an income of Rs. 2 crores.
- **Description** : -
- Landmark initiative of the MoRD for promoting rural products and building capacities of rural artisans and entrepreneurs.
- Kudumbashree will hold 2 Saras Fairs in 2018-19 in the State and facilitate participation of Kudumbashree in at least 25 States/UTs to provide the entrepreneurs with training in direct sales and exposure in outside State markets, which will enhance their marketing skills and will impact the product quality in future.
- An amount of Rs. 70 Lakhs is earmarked for conducting two Saras Fairs in the State under NRLM and Rs. 100 Lakhs is allocated from State Plan Fund. An amount of Rs. 1 Lakh each is allocated for Districts for participation in outside State Fairs. The transportation cost of products, daily sustenance allowance to entrepreneurs, honorarium and travel cost of CMFs and other branding (Banners, notices etc.) activities may be supported under this fund.

Implementation Timeline and Responsibility

Saras Mela 2018-19														
Sl No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Release of a Saras Guide													State Mission
2	Preparations for first Saras													State/ District Mission
3	Conduct of first Saras													District Mission
4	Preparations for second Saras													State/ District Mission
5	Conduct of second Saras													District Mission
6	Empanelment of units / CMFs for outside State Saras Fairs													District Mission
7	Participation in Saras Fairs outside State													District Mission

Roll Out Details

Saras Fairs within State			
Sl No	District	Physical Target	Financial allotment
1	District 1	1	85,00,000
2	District 2	1	85,00,000
	Total	2	170,00,000

Saras Fairs outside the State			
Sl No	District	Physical Target	Financial allotment
1	Thiruvananthapuram	2	1,00,000
2	Kollam	2	1,00,000
3	Pathanamthitta	2	1,00,000
4	Alappuzha	2	1,00,000
5	Kottayam	2	1,00,000
6	Idukki	2	1,00,000
7	Ernakulam	2	1,00,000
8	Thrissur	2	1,00,000
9	Palakkad	2	1,00,000
10	Malappuram	2	1,00,000
11	Wayanad	2	1,00,000
12	Kozhikode	2	1,00,000
13	Kannur	2	1,00,000
14	Kasargod	2	1,00,000
	Total	28	14,00,000

Policy Decisions :

Sl. No.	Policy Decisions	Target date for issuing orders	Target date for roll out
1	Guide Book on conduct of Saras Fairs	15 th June, 2018	20 th June, 2018
2	Revised Guidelines on participation of outside Saras	30 th April, 2018	1 st May, 2018

Additional Reporting Format by DPM/BC/CMF

Name of State/District/Location of Saras:						
Dates/Month/Year :						
No of MEs participated *	No of MEs – Food Products / Sales	No of MEs – Handicrafts / Sales	No of MEs – Kitchen Utensils / Sales	No of MEs – Personal Care / Sales	No of MEs – Apparels / Sales	Expenditure (to be included by DPM)

Names of CMF attended/District :						
No of MEs whose products exhibited *	No of MEs – Food Products / Sales	No of MEs – Handicrafts / Sales	No of MEs – Kitchen Utensils / Sales	No of MEs – Personal Care / Sales	No of MEs – Apparels / Sales	Expenditure (to be included by DPM)

* Names of Units/Sector to be enclosed

BD04/FOOD FESTS/80/215 Lakhs

- **Aim/Overall Objective** : To capacitate and handhold at least 300 Café Kudumbashree Catering Units by providing hands on experience through participation in 80 Food Festivals in year 2018-19 and generate a sales turnover of Rs. 5 Crores.
- **Description :-**
- 1000+ catering units. Providing hands-on experience in managing large crowd and huge volume of food production is essential for increasing the confidence of each group. Food Fests offer a platform to enterprising women in the field of as well as offer the public a taste of homely unadulterated food.
- More district/state level food festivals in this year to provide sustainable livelihoods to Catering Groups and in the process, to create district level food court brands of district's food ethnicity and promote self sustainability of the Café Units in the catering sector.
- Standard operating procedures, uniformity in the look and feel of Cafe Kudumbashree Food Fests and maintaining the quality of food will be ensured in this financial year.
- Districts will be given an amount of Rs. 10 Lakhs each for conducting and participating in at least 5 Food fests. State Mission will facilitate 10 – 12 major Food Festivals in association with selected branded consumer festivals in and outside the State or outside the country and will participate in national fairs such as IITF, Aajeevika Mela and Bharath Parv, and in fairs organized by I&PRD in other States.

Implementation Timeline and Responsibility

Food Fests 2018-19														
Sl No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Development of SOP for Food Fests / Empanelment of Catering Units													State/ District Mission s
2	Release of Revised Guidelines/Proceedings / Development of Event Calender													State Mission
3	Conduct/Participation Food Fests													State/ District Mission s

Roll Out Details

Sl No	District / State	Physical Target	Financial allotment
1	Thiruvananthapuram	5	10,00,000
2	Kollam	5	10,00,000
3	Pathanamthitta	5	10,00,000
4	Alappuzha	5	10,00,000
5	Kottayam	5	10,00,000
6	Idukki	5	10,00,000
7	Ernakulam	5	10,00,000
8	Thrissur	5	10,00,000
9	Palakkad	5	10,00,000
10	Malappuram	5	10,00,000
11	Wayanad	5	10,00,000
12	Kozhikode	5	10,00,000
13	Kannur	5	10,00,000
14	Kasargod	5	10,00,000
15	State	10	75,00,000
	Total	80	2,15,00,000

Additional Reporting Format by DPM/BC/CMF

Name of District/Location :

Dates/Month/Year :

Name of Unit/District	Major Food Items	Day 1 Sales	Day 2 Sales	Day 3 Sales	Total Sales	Commission deducted*

BD05/ONAM MARKET/1065/140 Lakhs

- **Aim/Overall Objective** : To conduct 1065 Onam Markets across Kerala at CDS Level and achieve a sales turnover of Rs. 40 Crores, by facilitating market intervention for a safe-to-eat Onam
- **Description :-**
- Onam Market is one of the major marketing interventions that records the highest sales turnover for Kudumbashree products.
- Onam Markets not only aim at generating income for its entrepreneurs by leveraging from the festive mood, but also an attempt to check price rise in the festival season and to render quality products and safe-to-eat products to the consumers during festival season.
- Onam markets will be held at all 1065 CDS of Kudumbashree. Each rural CDS will be supported with Rs.12000/- and Urban CDS will be given 15000/- to host Onam Markets.
- fund can be utilized to setup Onam Trade Fairs, Venue arrangements, rentals, honorarium for Community Marketing Facilitators or members of CDS. Since, the funds allocated will not be sufficient, District Mission and CDSs are encouraged to obtain funding assistance or sponsorships from LSGs or public/private enterprises.

Implementation Timeline and Responsibility

Onam Markets 2018-19													
Sl No	Activity/Tasks	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Release of Guidelines / Procedures												State Mission
2	Promotional activities / Preparations at District level –PRM, ME Meet etc												District Mission / CDSs
3	Conduct of Onam Markets												District Mission / CDSs

Roll Out Details

S1 No	District / State	Physical Target	Financial allotment
1	Thiruvananthapuram	83	1026000
2	Kollam	74	906000
3	Pathanamthitta	58	711000
4	Alappuzha	80	984000
5	Kottayam	78	957000
6	Idukki	54	654000
7	Ernakulam	101	1269000
8	Thrissur	100	1242000
9	Palakkad	96	1176000
10	Malappuram	110	1368000
11	Wayanad	26	321000
12	Kozhikode	82	1020000
13	Kannur	81	1002000
14	Kasargod	42	516000
15	State		8,48,000
	Total	1065	140,00,000

Policy Decisions :

Sl. No.	Policy Decisions	Target date for issuing orders	Target date for roll out
1	Guidelines on Conducting Onam Markets	30 th May, April, 2018	15 th June, 2018

Additional Reporting Format by DPM/BC/CMF

Name of District :						
Dates/Month/Year :						
No of MEs particip ated	No of MEs – Food Products / Sales	No of MEs – Handicra fts / Sales	No of MEs – Kitchen Utensil s / Sales	No of MEs – Person al Care / Sales	No of MEs – Apparel s / Sales	Total District Expendit ure (to be included by DPM)

Permanent Market Places

- The successful experience of substantial number of MEs that sell their products mainly through Trade Fairs shows that the customers are attracted to Kudumbashree products and there is scope for climbing up in the marketing ladder from trade fairs to permanent or retail markets
- Since, Kudumbashree has its limitations in supplying products to all existing super markets or to retailers, it necessitates establishment of Kudumbashree's own market space or shelf space at conventional selling points.
- A collection of homemade or women NHG made products in a common platform, be it physical (nano markets/basras) or virtual (online), will definitely satisfy the customers who value quality, ethnicity and purity.
- Kudumbashree portal also empower the women entrepreneurs by linking them with higher markets and institutional buyers, and by facilitating them to compete in the national market.

- Hence Kudumbashree is strategically planning to build its business first by securing a customer base through its strategies given below.
 - a) Nano Markets
 - b) Online Marketing
 - c) Kudumbashree Basar
- Considering the fact that rural markets generates more sales, Kudumbashree's presence in conventional retail reach will be increased in rural areas for deeper distribution through Nano Markets.
- It is also expected that selling through branded and online portal instead of selling to the retail trade through distributors will yield more savings in distribution margins and will facilitate lower overheads.
- These Markets will be positioned as culturally indigenous in the light of 'Swadeshi Campaign' and will leverage the advantage of being associated with Women Producers and Homely, Ethnic and Pure Products.
- Kudumbashree can first drive trials and consumption using these dedicated shelves/stores, and these will also serve the function of product introductions.

BD06/NANO MARKETS/500/250 Lakhs

- **Aim/Overall Objective** : Set up 500 exclusive shelf space for Kudumbashree products in leading super markets or place marketing kiosks in public places/offices for sales of Kudumbashree products and generate an income Rs. 3 crores for entrepreneurs.
- Description :-
- For the emerging array of Kudumbashree products, making the leap to all leading super markets shelves can be an intimidating yet incredibly necessary step for Kudumbashree to market its product. Shelf space in super markets or in public places not only generate familiarity among customers, but also create trust among potential customers. Indirectly, Kudumbashree products will be positioned in par with its near competitors in Nano Markets. This is particularly important because Kudumbashree do not have enough resources to go for an intensive marketing backed up by highly paid promotion activities.
- ‘Nano Market’ is either an exclusive shelf space positioned in super markets operated by government departments and private players or placing of a shelf in public places in order to sell Kudumbashree products directly to customers, especially in public offices where large crowd assemble for availing various services.
- The products of Kudumbashree enterprises of a particular locality or block will be pooled in to nearby Nano Markets by the CMFs and the activity will be monitored by BCs. It will be the responsibility of CMFs to replenish the stock in the Nano Markets regularly.

Implementation Timeline and Responsibility

Nano Market								
No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Responsibility
1	Identification of stores/public places for setting up Nano markets							District Mission
2	Establishment/Placing of Shelves							District Mission
3	Establishment of back end services/monitoring							District Mission

Roll Out Details

Sl No	District	Physical Target	Financial allotment
1	Thiruvananthapuram	39	195000
2	Kollam	30	150000
3	Pathanamthitta	26	130000
4	Alappuzha	36	180000
5	Kottayam	31	152500
6	Idukki	28	137500
7	Ernakulam	87	435000
8	Thrissur	34	167500
9	Palakkad	46	227500
10	Malappuram	46	230000
11	Kozhikode	25	122500
12	Wayanad	26	127500
13	Kannur	33	162500
14	Kasargod	17	82500
	Total	500	2,500,000

Additional Reporting Format by DPM/BC/CMF

Name of District :				Month/Year :		
Name of Nano Market / location	No of MEs – Food Products / Sales in current month	No of MEs – Handicrafts /Sales in current month	No of MEs – Kitchen Utensils / Sales in current month	No of MEs – Personal Care / Sales in current month	No of MEs – Apparels /Sales in current month	Total Monthly Sales

BD07/ONLINE MARKETING/1000/25 Lakhs

- **Aim/Overall Objective** : To increase the reachability, social popularity, customer traffic & conversion, and generate more sales in Kudumbashree E Commerce Portal by reaching 5 Lakh potential customers through promotional activities, increasing customer traffic to 50,000 and close 5,000 customer orders in 2018-19.
- **Description :-**
 - Increase the reachability, social popularity, customer traffic & conversion, and generate more sales, through various promotional activities, especially in the social media.
 - Promotion will generally focus on Business Promotion rather than sales promotion and is intended to attract new customers, encourage brand switching and securing a considerable market share.
 - Product base of Kudumbashree will be enhanced and atleast 1000 Micro enterprises products will be listed in the portal.
 - Training will also be provided to 500 best entrepreneurs in boosting up their online business.
 - As mere training in isolation do not lead to the desired impact, a concept of 'End to End solution' will be developed, which means providing financial support in the shape of loan/grant for capacity building of entrepreneurs as well as loan for setting up of warehousing and shipping units at district level.
 - A unified branded courier package will also be developed and provided to the entrepreneurs.

Roll Out Details

S1 No	State	Physical Target	Financial allotment
1	State Mission	1000 products/ 5000 orders	25,00,000

Additional Reporting Format by DPM/BC/CMF

Name of Unit	Major Products	No of products listed	Cumulative Sales	Name/details of item sold in current month	Value of item sold current month

BD08/KUDUMBASHREE BASAR/14/560 Lakhs

- **Aim/Overall Objective :** To establish 14 permanent Super Markets (Kudumbashree Basars) in 14 Districts to market products of at least 3500 Women Micro Enterprises across the State that are in an expansion and matured stage and to double their income in the year 2018-19
- **Description :-**
- Kudumbashree has its limitations in supplying products to existing wholesalers or to retailers directly. It necessitates establishment of Kudumbashree's own common market outlets at conventional points.
- The main hindrance for the profitable operation of these outlets would be the lack of variety of goods to meet the demands of ordinary customers and lack of professionalism in operating such outlets.
- The outlets shall be owned and operated by a District level Consortium of MEs and the Consortium shall be administered by an EC and governed by a District level Management Committee headed by DMC.

- A professional management team employed by the consortium will execute the operation of the outlet.
- Consortium will ensure supply of products to Basars.
- The EC will administer the Consortium and elected members from the Executive Committee along with Kudumbashree District Mission officials will form a District level Management Committee.
- The District Management Committee will identify and hire the space/building for the super market and equip it with necessary infrastructure and branding.
- The Consortium will be given financial assistance by District Mission on an annual basis depending upon the business plan of the Consortium towards working capital, logistics and human resources.
- The objective would be to break even within a period of 3 years.

Implementation Timeline and Responsibility

Kudumbashree Basar								
No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Responsibility
1	Development of Guideline / Bylaw for Kudumbashree Basar & Consortium							State Mission
2	Identification of potential entrepreneurs							District/Block Missions
3	Formation of Consortiums							District Mission
4	Identification of Building/space for Basar							District Mission
5	Formation of Consortium Executive Committee, registration of Consortium, formation of Management Committee							District Mission

Kudumbashree Basar

N o	Activity/Tasks	Apr	May	Ju n	Jul	Aug	Se p	Responsibili ty
6	Selection of Management Team							District Mission/Consortium
7	Setting up of systems for procurement of products from producers							District Mission/Consortium
8	Infrastructure development							State/ District Missions
9	Launching of Basars							District Mission

Roll Out Details

S1 No	District	Physical Target	Financial allotment
1	Thiruvananthapuram	1	40,00,000
2	Kollam	1	40,00,000
3	Pathanamthitta	1	40,00,000
4	Alappuzha	1	40,00,000
5	Kottayam	1	40,00,000
6	Idukki	1	40,00,000
7	Ernakulam	1	40,00,000
8	Thrissur	1	40,00,000
9	Palakkad	1	40,00,000
10	Malappuram	1	40,00,000
11	Wayanad	1	40,00,000
12	Kozhikode	1	40,00,000
13	Kannur	1	40,00,000
14	Kasargod	1	40,00,000
	Total		5,60,00,000

Additional Reporting Format by DPM/BC/CMF

District	Name of venue identified & hired /details	Date & details of ME Consortium formed – Name of Ex. Committee members	No of ME units in the Consortium	Dist. Level Mgt. Committee formed – yes/no. If yes, details	Work Order for infrastructure given – yes/no. If yes details	Selection of Mgt. Team conducted – yes/no. If yes, details	Possible date of opening of Basar

Distribution Network and Branding

- Lack of an efficient distribution network prevents penetration of products.
- MEs are not able to concentrate more on production as they are entangled with the challenges of marketing their own products. (Basically, marketing is to be done at a different place of production and to be conducted by a different group)
- Marketing intermediaries needed in transferring the products from the hands of producers to the final consumers (B2C). Such marketing intermediaries compromise the distribution channel or supply chain.
- A two-stage distribution strategy in general trade (GT) need to be adopted by Kudumbashree. The stage one would be creating a strong alternative distribution system for demand creation and building word-of-mouth advocates and stage two would be pivoting to general trade (GT) once a sizeable consumer base is generated from stage one.
- In order to make the goods acceptable to the retailers/wholesale dealers, they should be branded and packed attractively.

- While analyzing the 15,000 and odd Kudumbashree Enterprises, it may be seen that these Enterprises are in different growth stages. Some of the units are still in the first stage called 'inception'. Many units are in the next stage, called 'survival', in which the unit is already a working business entity, but not yet profitable. Many of the units are in the 'success' stage in which the ME attained break even. Some of the units are in the stages of 'expansion' and 'maturity'. They are about to grow out of the Micro Enterprises definition and qualify to be a Medium Enterprise.
- Time is up to increase the women's capacities who are in the 'success, 'expansion' and 'maturity' stages to look at better product quality, designs and packing, while raising their knowledge and confidence to know about international markets for their products. This will strengthen the products and value-chains of microenterprises to bring more economic value to those products.
- With these objectives, Kudumbashree would venture in to developing an alternative distribution system and enhance the capacity of selected entrepreneurs to undertake product quality enhancement and better product design and packing.

BD09/ DISTRICT DISTRIBUTION NETWORK/14/90 Lakhs

- **Aim/Overall Objective** : To create a strong alternative distribution system in all 14 Districts to match the producers with the consumers and develop a sizeable consumer base in the Districts.
- **Description :-**
- The role of the new Home Shop Management Unit will be matching up the manufacturer and customer by obtaining quality products at a reasonable price and then re-selling them to wholesale distributors or to existing Kudumbashree Basars/Common Market Outlets/Home Shops & Home Shoppers that need them.
- Another important issue with the products of Kudumbashree MEs, especially processed flour products, Curry Powders, Snacks (Pickles, Squash, Jam, Chips, mixture, fried food items etc) is that they are not properly branded. Hence, in 2018-19, the District Distribution Network would concentrate on improving the packing for those MEs who produce quality products, which are in demand and have a market.
- As consumers are highly quality conscious, they look for certifications and these Distribution Team will also facilitate obtaining necessary certifications and packaging standards.
- In addition, quality certification would become economical and marketing overheads would be shared.

Implementation Timeline and Responsibility

Capacity Building 2018-19														
Sl No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Formulation of Guidelines for setting up Distribution Network in Districts													State Mission
2	Selection, training, induction and inception of Distribution Teams in Districts / Home Shoppers													State/District Mission
3	Setting up of Distribution Network – office, storage, logistics etc													District Mission
4	Development of systems – procurement of products from entrepreneurs and distribution to Homeshops, Nano Markets, permanent outlets and other outlets such as Basars													District Mission

Roll Out Details

Sl No	District / State	Physical Target	Financial allotment
1	Thiruvananthapuram	1	5,00,000
2	Kollam	1	5,00,000
3	Pathanamthitta	1	5,00,000
4	Alappuzha	1	5,00,000
5	Kottayam	1	5,00,000
6	Idukki	1	5,00,000
7	Ernakulam	1	5,00,000
8	Thrissur	1	5,00,000
9	Palakkad	1	5,00,000
10	Malappuram	1	5,00,000
11	Wayanad	1	5,00,000
12	Kozhikode	1	5,00,000
13	Kannur	1	5,00,000
14	Kasargod	1	5,00,000
	State		20,00,000
	Total		90,00,000

Policy Decisions :

Sl. No.	Policy Decisions	Target date for issuing orders	Target date for roll out
1	Guidelines on establishing Distribution Network in Districts	30 th May, April, 2018	15 th June, 2018

Web Monitoring Table :

District	No of MEs – Food Products supplied in current month	Value of Food Products supplied in current month	Sales of Food Products supplied in current month	No of MEs – Handicrafts supplied in current month	Value of Handicrafts supplied in current month	No of MEs – Kitchen Utensils supplied in current month	Value of Kitchen Utensils supplied in current month

Web Monitoring Table :

Sales of Kitchen Utensils supplied products in current month	No of MEs – Persona l Care Products supplied in current month	Value of Persona l Care Products supplied in current month	Sales of Persona l Care Products supplied in current month	No of MEs – Apparels supplied products in current month	Value of Apparels supplied products in current month	Sales of Apparel s supplied in current month	Total Sales in this month

BD10/ BRANDING/500/80 Lakhs

- **Aim/Overall Objective** : To capacitate 1000 selected Kudumbashree ME Units who are in the 'success, 'expansion' and 'maturity' stages to enhance their products and marketing, and facilitate at least 500 units to explore new bigger markets through up-scaling product quality & packing and overall branding and linking them to bigger markets such as national and international markets through appropriate channels.
- **Description :-**
- Generic training programmes enabled many of the MEs to obtain understanding of micro enterprise management. However, there was no serious attempt to provide trainings focused on marketing the products.
- Product Enhancement Workshops for selected 1000 women entrepreneurs/units in 2 or 3 regions. In these design clinics, an approach to up-value products in terms of quality, design and packaging will be finalized and implemented.

- The first round will focus on giving recommendations and assignments on key topics aligned with the concerns of their business. In the second and third rounds, assignments will be checked and further recommendations will be given by experts. For the second round of clinics, MEs are expected to improve products or variants on design, form, maintaining quality, color and costing. Only the micro entrepreneurs who submit their improved product fitting specifications will be qualified for phase 2.
- 2nd phase will focus on production capacities, catalog production, strengthening of the business side for sustainability, value additions, new product categories for research and development (R&D), proper packing processes and technical discussions on Food & Safety requirements. Kudumbashree will identify potential markets at this level with its technical partner.
- In phase 3, the focus will be on identifying the specific products to be included within the Women Brand that will be introduced to bigger or international markets with uniform packaging and labels. The Women Brand will have a uniform brand identity – brand name, packaging and labels.

Implementation Timeline and Responsibility

Branding 2018-19														
Sl No	Activity/Tasks	Apr		Jun Ma	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Development of a Product Inventory													State / District Missions
2	Product enhancement workshops for selected women micro entrepreneurs													State Mission
3	Financial assistance to women to develop the products into specialty products & technical support on value-adding for products													State / District Missions
4	Identify the specific products to be included within the Brand and development of a uniform brand identity – brand name, packaging and labels													State Mission / District Missions

Roll Out Details

Sl No	District / State	Physical Target	Financial allotment
1	Thiruvananthapuram	38	7,50,000
2	Kollam	26	5,00,000
3	Pathanamthitta	25	5,00,000
4	Alappuzha	35	6,50,000
5	Kottayam	24	4,50,000
6	Idukki	30	5,50,000
7	Ernakulam	124	2,00,000
8	Thrissur	20	4,00,000
9	Palakkad	46	9,00,000
10	Malappuram	41	8,00,000
11	Wayanad	37	7,00,00
12	Kozhikode	12	2,00,000
13	Kannur	27	5,00,000
14	Kasargod	14	2,50,000
	State		6,50,000
	Total	500	80,00,000

Policy Decisions :

Web Monitoring Table :

District	No of MEs selected for Branding workshops	No of MEs attended round 1 Branding workshops	No of MEs attended round 2 Branding workshops	No of MEs attended round 3 Branding workshops	No of MEs provided Financial support to develop products	No of MEs developed products as per specification	No of Products developed as per specification

Additional Reporting Format by DPM/BC/CMF

District	Names of MEs selected for Branding workshops	Names of MEs attended round 1 Branding workshops	Names of MEs attended round 2 Branding workshops	Names of MEs attended round 3 Branding workshops	Names of MEs provided Financial support to develop products	Names of MEs developed products as per specification	Details of Products developed as per specification

Institutional Support and Capacity Building

BD11/ CAPACITY BUILDING/449/50 Lakhs

- **Aim/Overall Objective** : To capacitate 245 Community Marketing Facilitators, 152 Block Coordinators, 42 District Programme Managers (Marketing, ME & SVEP) and 10 State Mission Managers in various marketing strategies and transform them in to a dedicated and expert cadre in micro enterprises development and marketing.
- **Description :-**
- Rapidly changing market dynamics, technology, recessionary trends, competition and lower product life cycles have all made the life of the marketing team in Kudumbashree quite challenging. Kudumbashree ME Team in general and Marketing team especially need to keep up with ever-changing technology and modern buyer's needs. They need to keep up with the latest technology and master marketing tactics to run successful campaigns, engage their audience, generate more leads and drive more sales.
- The Community Marketing Facilitators, Block Coordinators, District Programme Managers and State Mission team need training to help with specific marketing activities: for example, learning how to exploit opportunities such as internet and social media marketing.
- The overall aim will be to develop the core marketing management skills and competencies of Staff such marketing knowledge, planning, control, problem-solving and communication. The overall training will be centred around Strategic Marketing Management, Marketing Mix (4 Ps) and Marketing Key Performance Indicators (KPIs).

Roll Out Details

S1 No	District / State	Physical Target	Financial allotment
1	State	348	50,00,000

Additional Reporting Format by DPM/BC/CMF

District	Names of MEs selected for Branding workshops	Names of MEs attended round 1 Branding workshops	Names of MEs attended round 2 Branding workshops	Names of MEs attended round 3 Branding workshops	Names of MEs provided Financial support to develop products	Names of MEs developed products as per specification	Details of Products developed as per specification

BD012/MARKETING MIS/1/10 Lakhs

- **Aim/Overall Objective :** To develop an exclusive Management Information System having Mobile Application usability, integrated with Database Management System and integrated data recording and sales reporting for reporting and tracking sales of various markets such as Trade fairs and permanent outlets.
- **Description :-**
- All MEs that have been in operation for a long period of time have a wealth of information. However, this information often remains unutilized because it is not captured properly.
- Often the entrepreneurs, or the Marketing Managers in District or State holding these raw pieces of data, do not see how it could help decision making. The internal records such as orders received, stockholdings and sales invoices or sales executed is capable of generating a great deal of information.
- As marketing intervention happen at different scales, at different locations simultaneously, an integrated sales recording cum event reporting mobile application is required to gather market reports from grass root level. This can be used to record sales of all types of trade fairs such as monthly markets, special trade fairs, onam markets and food fests and nano markets.
- An MIS cum DBMS system with exclusive ERP solution shall be developed to analyse the scale and scope of marketing interventions.

Implementation Timeline and Responsibility

Marketing Information System 2018-19														
Sl No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Developing a TOR/Forwarding to Start Up Mission/Meeting with Start Ups													State Mission
2	Work Order/ MIS development													State Mission
3	Internalization / Reporting													District /Block Mission

Roll Out Details

S1 No	District / State	Physical Target	Financial allotment
1	State	1	10,00,000

BD13/COMMUNITY MARKETING FACILITATOR/245/85 Lakhs

- **Aim/Overall Objective** : To develop an exclusive cadre of 245 Community Marketing Facilitators to take up the sales and marketing functions of 15,000 and odd of Micro Enterprises and increase the annual turnover of micro enterprises by 25%.
- **Description :-**
- Over the years, it has been a lesson learned from the experience of Kudumbashree that enterprises need appropriate and effective Marketing Support.
- As MEC system had more concentrated on formation of MEs and general training rather than providing market or backward / forward linkages, it affected sustainability of MEs.
- An exclusive cadre for marketing has come up as need of the hour.
- The Community Marketing Facilitators (CMFs) will also be drawn from the community, trained and placed locally to provide marketing support to existing and potential entrepreneurs on a chargeable basis.

- As the CMFs will take over the facilitation of all kinds of fairs/fests (in & outside the State), the roles & responsibilities of CMFs will include sales and marketing (product/service attribute and customer segments, pricing, marketing communication, credit policies, sales and distribution etc.), understanding customers (who are customers, their needs & segments, packing & labelling design and marketing etc.), pricing products (what is pricing, methods of pricing, steps for setting prices etc.) and selling products (effective sales visit, long-term customer relationship, giving credit and discounts etc.).
- The induction of Community Marketing Facilitators will finally relieve the poor women producers from the burden of marketing their own products, so that they can focus on production without worrying about its market.

Implementation Timeline and Responsibility

Community Marketing Facilitators 2018-19														
Sl No	Activity/Tasks	Apr	May	Jun	Jul	Aug	Sen	Oct	Nov	Dec	Jan	Feb	Mar	Responsibility
1	Development of a Policy on CMFs, Recruitment / Retention / Relieving Policy, Remuneration Policy													State Mission
2	Recruitment, Induction, Training and Placement													State/ District Mission
3	Marketing facilitation by CMFs													District /Block Mission

Roll Out Details

Sl No	District / State	Physical Target	Financial allotment
1	Thiruvananthapuram	16	528,000
2	Kollam	16	528,000
3	Pathanamthitta	13	429,000
4	Alappuzha	18	594,000
5	Kottayam	17	561,000
6	Idukki	10	330,000
7	Ernakulam	28	924,000
8	Thrissur	24	792,000
9	Palakkad	20	660,000
10	Malappuram	27	891,000
11	Wayanad	6	198,000
12	Kozhikode	20	660,000
13	Kannur	21	693,000
14	Kasargod	9	297,000
	State		415,000
	Total	245	85,00,000

Policy Decisions :

Sl. No.	Policy Decisions	Target date for issuing orders	Target date for roll out
1	Development of a Policy on CMFs - Recruitment / Retention / Relieving / Remuneration	30 th April, 2018	1 st June, 2018

BD14/REVIEW MEETINGS/10/5 Lakhs

- **Aim/Overall Objective** : To conduct periodical reviews and evaluation process to promote communication and provide useful feedback about job performance of DPMs, to facilitate better working relationships between State and District Missions, to provide an historical record of performance and to contribute to professional development of Marketing team.
- Description :-
- By providing constructive feedback on a regular basis, the State Mission can give the DPMs information about work performance and, if needed, allowing appropriate time to make corrections in performance.
- Team review meetings allow to collectively analyze which current practices work and which don't, identify how to collaborate better in the future, learn from successes and failures, learn from peers and not just managers and to establish concrete next steps.
- The monthly review meetings will facilitate communication process, decision-making process, alignment on goals and roles and information sharing. Monitoring when carried out correctly and at the right time and place is one of the most important aspects of ensuring the success of any project.

Roll Out Details

Sl No	District / State	Physical Target	Financial allotment
1	State	10	5,00,000

No	Key Performance Indicators	Annual Target				
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total (Rs. in lakhs)
1	No. of Monthly Markets conducted	490	490	735	735	2450
2	No. of MEs participated in Monthly Markets	3000	3500	4000	5000	5000
3	Amount of income generated by MEs through Monthly Markets	100	100	150	150	500
4	No. of guidelines issued on Monthly markets	1	0	0	0	1
5	No. of Special Trade Fairs conducted	12	15	17	17	61
6	No. of MEs participated in special trade fairs	390	490	560	560	2000
7	Amount of income generated by MEs through Special Trade Fairs	30	36	42	42	150
8	No. of guidelines issued on Special Trade Fairs	1	0	0	0	1
9	No. of Saras Fairs conducted in the state	0	1	1	0	2
10	No. of outside state fairs participated by Kudumbashree	5	7	9	7	28

No	Key Performance Indicators	Annual Target				
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total (Rs. in lakhs)
11	Amount of income generated from Saras Fairs	35	250	265	50	600
12	No. of Guidelines issued on Participation of Saras fairs	1	0	0	0	1
13	No. of Food Festivals conducted	15	25	25	15	80
14	No. of catering units participated in food festivals	50	100	100	50	300
15	Amount of income generated from food fests	85	165	165	85	500
16	No. of Guidelines issued on Food Fests	1	0	0	0	1
17	No. of Onam Markets conducted	0	1065	0	0	1065
18	Amount of income generated from Onam markets	0	4000	0	0	4,000
19	No. of Guidelines on Conducting Onam Markets	1	0	0	0	1
20	No. of Nano markets established	100	125	150	125	500

21	Amount of income generated through Nano Markets	60	75	90	75	300
22	No. of Guidelines on establishing Nano Markets	1	0	0	0	1
23	No. of people reached through promotion	100000	200000	200000	0	500000
24	No. of potential customers registered in portal	15000	20000	30000	35000	100000
25	No. of customer orders to be closed	750	1000	1500	1750	5000
26	No. of Kudumbashree bazars established	2	4	4	4	14
27	No. of Women Micro Entrepreneurs benefitted	500	1500	2500	3500	3500
28	No. of guidelines - Bylaw of ME Consortium and Guidelines on fund utilization issued	2	0	0	0	2
29	No. of alternative distribution system established in Districts	2	4	5	3	14
30	No. of Guidelines on establishing Distribution Network in Districts issued	1	0	0	0	1

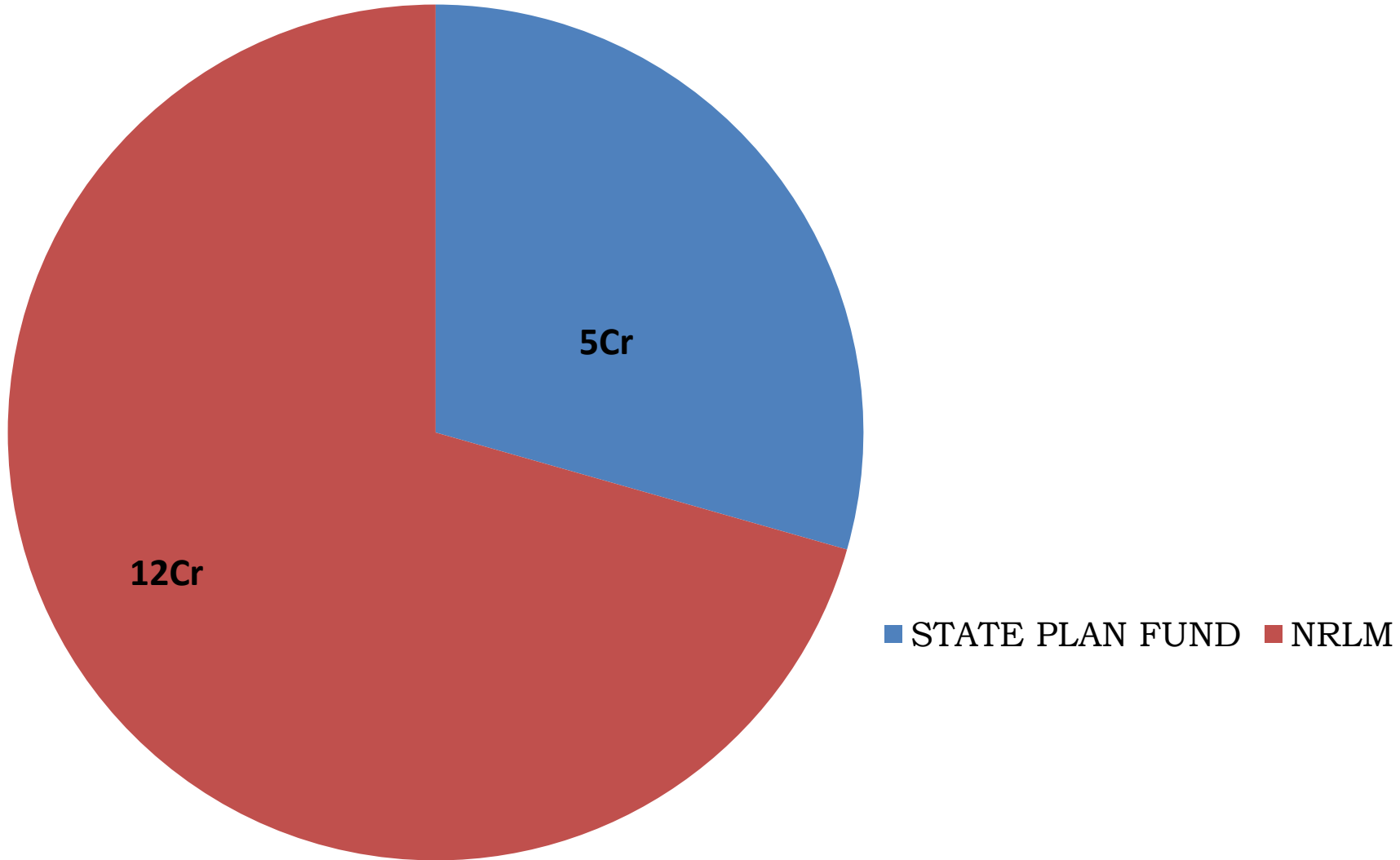
31	No. of ME units to be selected to enhance their products	0	300	500	200	1000
32	No. of product enhancement workshops held	0	5	5	5	15
33	No. of units linked with bigger markets	0	150	250	100	500
34	No. of CMFs given training in ME & marketing	245	245	245	245	245
35	No. of BCs given training in ME & marketing	152	152	152	152	152
36	No. of DPMs given training in ME & marketing	42	42	42	42	42
37	No. of State Team Members given training in ME & marketing	10	10	10	10	10
38	No. of Marketing Information System developed	1	0	0	0	1
39	No. of CMFs recruited	245	0	0	0	245
40	No. of MEs supported	15000	15000	15000	15000	15,000
41	No. of Policy on CMFs developed	1	0	0	0	1
42	No. of reviews conducted	2	3	3	2	10

Unique No.	Name of Scheme	Physical Target	Financial Allocation (Rs. in Lakhs)		Remarks/Reference
			State Plan	NRLM	
BD01	Monthly Markets	2450	96.20	60.80	2450 Markets in 14 districts/See Page 11
BD02	Special Trade Fairs	61	NA	100	5 Major Fairs at state level & 56 Minor Fairs in districts/See Page 15
BD03	SARAS Fair	27	100.00	84.00	2 Fairs in Kerala/25 Fairs in outside Kerala /See Page 18
BD04	Food Fests	80	NA	215.00	70 District level & 10 State/National level Fests/See Page 23
BD05	Onam Fair	1065	18.6	121.4	1065 Fairs in 14 districts/See Page 26
BD06	Nano Market	500	NA	250.00	500 units in 14 districts/See Page 31

BD07	Online Marketing	1000	NA	25.00	1000 Products & 5000 orders/See Page 34
BD08	Kudumbashree Basar	14	280.00	280.00	1 unit in each district/See Page 38
BD09	District Distribution Network	14	NA	90.00	14 teams in 14 districts/See Page 43
BD10	Branding	500	NA	80.00	500 Products/See Page 48
BD11	Capacity Building Programmes	449	NA	50.00	245 CMFs, 152 BCs, 42 DMMU team & 10 SMMU team/See Page 52
BD12	Marketing Information System	1	NA	10.00	MIS & Mobile App/See Page 55
BD13	Community Marketing Facilitators	245	30.69	54.31	152 rural CMFs & 93 urban CMFs /See Page 57
BD14	Review Meetings	10	NA	5	10 reviews/See Page 60
TOTAL			525.5	1420.5	(Rs. in Lakhs)
GRAND TOTAL			1946.00		
Funds Allocated			1700.00		State Plan and NRLM
Other funds expected			246.00		NRLM

2018-2019 FUND SOURCE

Total – 17 Crores



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