



## Mobile Sales Outlet @ Kollam

In the previous articles, we mentioned about multiple techniques adopted by our team for marketing the products manufactured by Kudumbashree micro entrepreneurs and farming groups (JLGs). These marketing initiatives include setting up of 'Nattuchantha', conduct of Monthly Markets, sales through Home Shop, selling through Online Portal and other E-commerce portals, conduct of trade fairs etc. Along with this, we got an opportunity to start new marketing activity and that is 'Mobile Sales Outlet'. The first opportunity for such a marketing outlet was received in Kollam district of Kerala.

The vehicle for the mobile outlet was bought and the interior of the vehicle was set up using the amount from the MLA fund of Shri. K.B Ganesh Kumar, MLA of Pathanapuram constituency. From 2012 onwards, a Monthly Market has been suc-

cessfully organised at a ward of Vilakudy Panchayat of Pathanapuram block. This monthly market functioned on the second Saturdays of every month. Hon. MLA came to know about this Monthly Market and he made a visit to the market. On seeing the enthusiasm and proactiveness of the Kudumbashree members, he expressed his willingness to extend the needed support in setting a mobile outlet. Special approval of the Finance Department was also received for this. The 'Sevika Mobile Marketing Home Shop' unit of 15 Micro Enterprise Consultants (MEC) under Startup Village Entrepreneurship Programme (SVEP), being implemented in Pathanapuram through Kudumbashree is entrusted with the responsibility to run the mobile shop.

Good quality products are being collected from about 400 micro entrepreneurs (of



Kudumbashree) and from various farming groups in all Panchayats of Pathanapuram block. Also, products are sourced from nearby Melila Panchayath as well. Products like cardamom, tea, honey etc are collected directly from Idukki district. The products are taken to the packing centre at Pathanapuram Block Panchayat and are well packed first. The arrangements for setting up this packing centre was done by the Sevika Group. In addition to the grocery items and vegetables, all other products of Kudumbasree units viz., cloth bags, ayurvedic products, umbrellas etc are marketed through the mobile market. Special software was also made for monitoring the sales.

The Mobile Outlet was officially inaugurated on 8 July 2020. Mobile Market (vehicle) travel to various locations within 40 kms during 6 days a week from 9.30 AM to 6.30 PM with all packed products for sales. As there are restrictions due to covid, the sales is now limited only to rural areas. A Kudumbashree member is the driver of the unit. In addition to her, two others are also there in the mobile unit, taking care of sales. Two people are working in the packing centre as well. There are other members as well who are responsible for sourcing high quality products and its logistic arrangements. Though the func-

tioning of the mobile unit was interrupted due to the crisis of covid, an average daily sales of Rs 25,000 has been recorded until now. After deducting the payments for driver, others, the amount saved for the repair works and fuel charges, Rs 1,54,000 was received as profit out of the sales of Rs 7,38,000.

The team is planning to buy and sell fish from Kollam, once the crisis of covid is over. It is also in their plan to buy two vehicles for collecting the products and to take the products to more locations. Daily Sales of Rs 50,000 is aimed through this additional mobile unit. Pathanapuram is one of the areas in Kollam in which agricultural products are produced in high quantities. This mobile outlet succeeded in helping the farmers of Pathanapuram to market their products. Appreciations to the District team and Sevika Group members who had taken the leadership for starting such a marketing outlet, aiming at taking safe to eat products also to the various urban areas in the district. Also extending our heartfelt thanks to. Shri. K.B Ganesh Kumar, MLA who extended all support and fund for this novel initiative. Also, appreciate the support of officials of Pathanapuram block who made this convergence possible.