

Marketing

The second PRM of 2018 was held on 26th and 27th of February 2018 at State mission Office. State mission team and DMCs attended the meeting. A review cum discussion of the major marketing activities was conducted in the for noon session of 26th. Ajith Chacko (COO-NRLM), N.K.RiyasAbdulla(SPM), Sabu (SAPM) and Jiby (SAPM) facilitated the session and Executive Director chaired the session. Important topics of review/discussions and the decision taken / action plan for the next month are given below.

Topic/Progress	Decisions/Plan for next month(March, 2018)
<p>Online Marketing - Online Marketing Portal of Kudumbashree was officially inaugurated by Hon minister for LSGD on 21st Feb. 269 Products uploaded currently</p>	<ol style="list-style-type: none"> 1. Districts to furnish the features of products like product description, dimension/weight, actual price/ discounted price, contact information, bank account details of MEs etc in the Excel sheet given to DPMs before 3rd March. 2. Districts to identify the products to be removed from site before 10th March. 3. Districts to add minimum 10 new products by March 15th. 4. DPMs to personally monitor the online marketing activities 5. Districts shall conduct a Meeting/Training of entrepreneurs in E-Commerce Protocol before 20th March 5. Districts may engage in publicity activities (unpaid)
<p>KudumbashreeBasar - An action plan discussed in review meeting of DPMs for the speedy implementation of Basars.</p>	<ol style="list-style-type: none"> 1. Districts to identify potential MEs / Products (whose products can be sold at Basar) before 10th March and furnish the list to State team 2. Districts to convene a meeting of such ME units and initiate the formation of a District level Consortium. Ex. Committee of Consortium and District Management Committee shall be constituted before 20th March 3. Districts to expedite identification of basar venue and its hiring. Before 30th March, Districts venue to be hired.

	<p>4. Interior furnishing to be facilitated by State Mission through ULCC</p> <p>5. Districts may initiate Staff recruitment once Venue hiring is over.</p>
<p>Community Enterprises Fund - Out of 400 CDS , CEF funds transferred to 377 CDS. Out of 377 CDS , 205 CDS disbursed funds to MEs.1264 MEs received funds. Kasargod, Wayanad and Palakkad yet to make progress</p>	<p>1. Districts to ensure release of funds to ME Units from CDSs (If any CDS is not interested, funds may be withdrawn and transfer to new CDSs)</p> <p>2. Block Coordinator to represent District Mission in the Project Approval Committee (Guideline revised)</p> <p>3. Districts to engage BCs in tracking the implementation of the project and report/prepare relevant records like project completion document, Loan portfolio statement etc on a monthly basis</p>
<p>Food Fest - 62 Food festivals conducted with an expenditure of Rs 82 lakhs and generated a revenue of RsRs 2 crores and made Rs 53 lakhs as commission</p>	<p>1. All Districts to complete conduct of minimum 5 fests by March.</p> <p>2. Districts to prepare and submit a Best practices / lesson learned report (fund spent, income received) before 30th March</p> <p>3. Districts to prepare a list of Catering Units to participate in local/state/outside fests before 30th March</p> <p>4. DPMs to prepare a Write up on Café Units (Menu / dishes, preparation, uniqueness etc) and submit to state mission</p> <p>5. Districts may either utilize the commission obtained for further fests in March or may convert it to assets (canopy, billing machine etc). Districts shall open a separate account for depositing the commission from fests.</p>
<p>Monthly Markets - Wayand and Kasargod and Alapuzha yet to start monthly markets. The sales was Rs 80 lakhs for</p>	<p>1. Districts to ensure procurement of assets by all selected CDS by 15th March. Funds in CDS shall be either utilized or withdrawn before 31st march 2018.</p> <p>2. All Districts to conduct Monthly Markets in all 152 CDSs in March first week and update data in website – Give responsibility to Block Coordinators</p>

the past six months	
<p>ED assignments to DPMs- DMCs should ensure that DPMs do these assignments within one month and make a presentation before ED on April 5th 2018.</p>	<ol style="list-style-type: none"> 1. Start at least one Nano market in the district 2. Prepare a list of existing Kudumbashree outlets/supermarkets in the district 3. Change 'packing' of one product in the district and present it/present the impact of it. 4. Daily Monitor online marketing platform and ensure that the delivery is perfect and quality is high 5. List of catering units in the district and give insights on the quality of food and variety of food produced by them (area of their specialization/ Strength & Weakness of the unit etc) 6. Ensure supply of ME products in all weekly markets in the district and update the web details 7. Obtain one work order (bulk order) to at least one unit in the district to help them increase turn over 8. Give list of events in the district (Annual calendar 2018-19) 9. Give list of enterprises who has good quality/ quantity in production and who is willing to travel to other states/ other districts of Kerala for participating in trade fair