



Challenges in branding and marketing of products of Micro enterprises

Riyas

Challenges in branding and marketing of products

Marketing

Marketing of Kudumbashree products is a story in itself. At least in the case of some products, the price is either too high or too low. For example, let's look at two products

Saphalam cashew nut of Kasargod:- Undoubtedly it is a premium product, it's quality is superb, despite of these facts, marketing team is literally struggling to ensure the sale of it's sales. The reasons are as follows

1 The price is high. The question is whether the high cost of cashew nut is justifiable or not. In Kasargode there are 12 units producing cashew, all the 12 units have their own machines, which, increases the cost of production. Instead of having machines for each and every group, it would have been better, if they had 2 or 3 centralized machinery for the entire 12 units, so that we can reduce the cost of production. The district mission should work in that direction and should arrive at a consensus among the producing groups, so that; they have a Common Facilitation Centre (CFC), which will definitely reduce cost and in the process help cashew units to fix competitive prices.

RO Plants:- Our RO Plants have trust in the minds of general public by and large, which even established players in this field lacks, but, it is quite unfortunate that we are not in a position to reap the benefits out of it. In the market when 20 litre water is charged Rs 60 by private parties, Kudumbashree charges only Rs 20. This rock bottom price of Kudumbashree water is affecting the very sustainability of the water project. If the price is doubled, then also market will be almost intact, which will help Kudumbashree ME units to further increase production and reap the benefits of economics of scale.

Branding:- With a sense of deep regret, we should accept that we should go a long way in improving the branding of Kudumbashree products. Having said that, right now, we can see a lot of initiatives in this direction, which is really promising. Uniform branding with barcodes, Food Safety and Standards Authority of India (FSSAI) certifications etc will help Kudumbashree products to compete with anyone in the market. The marketing department of Kudumbashree raised to the occasion and successfully concluded a discussion on branding with Kerala Institute of Design (KID). They agreed to assist Kudumbashree in this regard and a work order in this respect is expected very soon.

Packing :- The Achilles heel of Kudumbashree products is always packing. The marketing department is fully aware of this. Marketing department has already taken the right steps to address this issue. In collaboration with ME & MKSP and Marketing department's own funds, state of art packing units will be setup across Kerala and very soon this issue will become a thing of the past.

To conclude, after waiting for a long time, now a full-fledged marketing team is in place across the state. There is no doubt about the marketing potential of Kudumbashree products. There is an in build goodwill factor, which is in favor of Kudumbashree products. Of course, there are challenges, but, marketing team also realizes that an opportunity lies in the midst of challenges.



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