

Home shops of Kozhikode

Through home shops the Kudumbashree women of Kozhikode are rewriting the history. After studying the market and scope of the products made by them, Kudumbashree women are directly selling out the products produced by their fellow women and is earning their lives out of it. Kudumbashree women had touched many lives through this scheme. It's wonderful that this scheme is changing common women's life in many ways. Let's study how this scheme was evolved and reaped success out of it.

Community Marketing

Community Marketing is a strategy that involves forming an engaging brand presence in order to interact with a community of existing customers. By engaging with the customers, this marketing strategy creates a brand presence as well as makes a demand for the products.

What is Home shop?

Exploring marketing avenues for the products of Kudumbashree enterprises has led to the evolution of different approaches and models. Over the years, the Kudumbashree brand has gained significant acceptance across Kerala. However, only very limited number of products are sold through established channels. Direct to home sales, markets organised in connection with events, and fairs conducted during festival seasons are the main avenues for sale of Kudumbashree products.

Home shop is a model emerged out of the explorations for establishing marketing channels for Kudumbashree products. Home shop is a community marketing network of members of Kudumbashree families.

Home shop network has three components:

- **Producers**- These are micro enterprise units associated with Kudumbashree producing a wide range of products
- **Home shop owners**- These are individual entrepreneurs from Kudumbashree families running their businesses on zero investment; the home shop owners do direct selling of products to households in their area
- **Management team** - A professional team with members drawn from Kudumbashree families; works as an enterprise by itself, links the producers and home shops, and takes care of distribution management and finances.

Home shop is an example of community marketing which promotes the sale of locally produced products by employing women for the same, thereby creating market for the products and creating an income generation source for the women.

How it was evolved?

The existing home shop model was replicated from the model implemented and executed by Shasthra Sahithya Parishad in the district. The scheme was about producing and marketing the products by themselves thereby creating the need of using locally produced goods. During the tenth anniversary celebrations of Kudumbashree that the officials of Shasthra Sahithya Parishad was asked to

present a paper on community marketing. Kudumbashree had always sensed the need of marketing the products produced by the women and had found it interesting and decided to implement the same.

Pilot project in home shop was initiated in Kodakara block in Thrissur district in 2007. It was the block panchayath that implemented the pilot project.

Before scaling up the model, a two-day State level workshop was organised at Kerala Institute of Local Administration (KILA). Representatives of local governments attended the workshop, which dealt with the concept and operational procedures for home shop. Kudumbashree had developed detailed guidelines on community marketing in order to support such entrepreneurs.

On finding it a way for marketing the products and creating employment opportunities, Kudumbashree's home shop service was started on 29 July 2010 at Koyilandy in Kozhikode with nine varieties of products from six Kudumbashree units and 25 home shop owners.

Presently, home shops are running successfully in Koduvally, Chelannoor, Panthalayani, Calicut Corporation, Koyilandi Municipality, Thodannoor Block, Vadakara mini, Thooneri Block Ward 1, Kunnumal Block etc.

Functioning of the Home Shop Network

Home shop is about relationship marketing; the home shop owners take the products directly to the households; as the visits are regular, consumers enjoy credit purchase also. Typically there are one or two home shops in a ward of a gram panchayat.

The management team identify the product and enterprises and specify the quality standards and packing requirements. The management team then purchases the products and distributes to the home shops. The home shop owners store the products and reach households for selling the products at regular intervals, in dates known to the families.

The management team procures the products produced by different units. The producers will get their products to the various stock points and the Block co-ordinator will be the custodian. As per the requirements, the block coordinator will give the list of the required products. On the 3rd of every month, the share will be paid to the producers. The Block Co-ordinators will be reviewed on 4th of every month and will be paid their salary of Rs 5000 and the incentives based on their performance. The Block coordinators will be provided with the travel allowances and mobile phone. There is a feedback mechanism that contributes to improvement in product quality.

Roles and Responsibilities of the Stakeholder Groups

Producers

- Purchasing raw materials and producing goods as per specifications from the management team
- Supplying products on demand
- Quality improvement as per feedback from management team

Management team

- Identifying suitable products from Kudumbashree entrepreneurs
- Developing quality and packaging protocols for producers
- Selection and training of home shop owners (HSO)
- Selection and training of facilitators
- Developing intermediate storage facilities
- Arranging suitable transportation facilities
- Purchasing products from producers and distributing it to home shop owners on demand
- Making monthly payment to producers
- Communicating quality feedback to producers and monitoring improvements in quality
- Accounting and audit
- Developing new market promotion strategies (Best HSO award function organised at GP level, incentives at all levels etc.)
- Conducting regular review of HSOs and facilitators/coordinators

Facilitators

- Part of management team, linkage between management team and home shop owners
- Taking orders from HSOs and managing stock at intermediate storage centres preferably blocks
- Ensuring timely supply of products
- Collecting money from HSOs and handing it over to the management team.
- Communicating feedback of HSOs to management team
- Addressing capability issues of HSOs

- Field support to HSOs whenever necessary

Home shop owners

- Visit houses at regular intervals and sell products
- Estimate demand of products
- Collect money from households
- Payment of products to facilitators at pre-decided intervals
- Communicate feedback of consumers to facilitators
- Place orders to the management team through coordinators or facilitators
- Attend monthly review meetings

How one can enrol as a Home Shop Owner?

Those who wish to be a Home Shop Owner (HSO) is needed to give an application to the concerned CDS offices. The Management team of Home shops will interview them based on the application received. On selecting them, continuous training will be given for 6 days which includes 4 days of theory classes and 2 days of practical classes.

Management team of Home shops

The first and foremost task of management team is to find the currently running unit or stopped units in the locality. The next step is to give proper training in making the product. The management unit aims at producing quality products and therefore focus in equipping them with proper guidance. The management team ensures the quality and appearance of the products to compete with the

similar products available in the open market. Thus the management team engages in each and every process of the product.

Status so far

There are about 500 active home shop owners in the district. When started it had only nine varieties of products from six Kudumbashree units and 25 home shop owners. Then it has been extended up to 39 units in the district with 59 variety products. Totally 776 families are direct and indirect beneficiaries of this scheme. Now it has become a model project in the state and has spread over to 56 Kudumbashree CDS.

25 % of the sold amount will be given to the home shop owners. Incentives will also be paid to those perform well. In 2012, Pension Scheme was also introduced for them. Now there are Insurance scheme for all home shop owners. Sreenidhi (life care scheme), Snehanidhi (Scheme for health treatment of home shop owners), educational scholarship to the children of home shop owners, contributory pension scheme etc are also offered to them. Apart from this uniform, bags, identity cards are also provided.

Also other districts are also replicating the same and are reaping success out of it. Through Home shops Kozhikode District Mission had set an example of the scope of marketing our own products by creating job opportunities to our women. In fact, they had made a path breaking effort to make many people's lives better.