



Home Shops

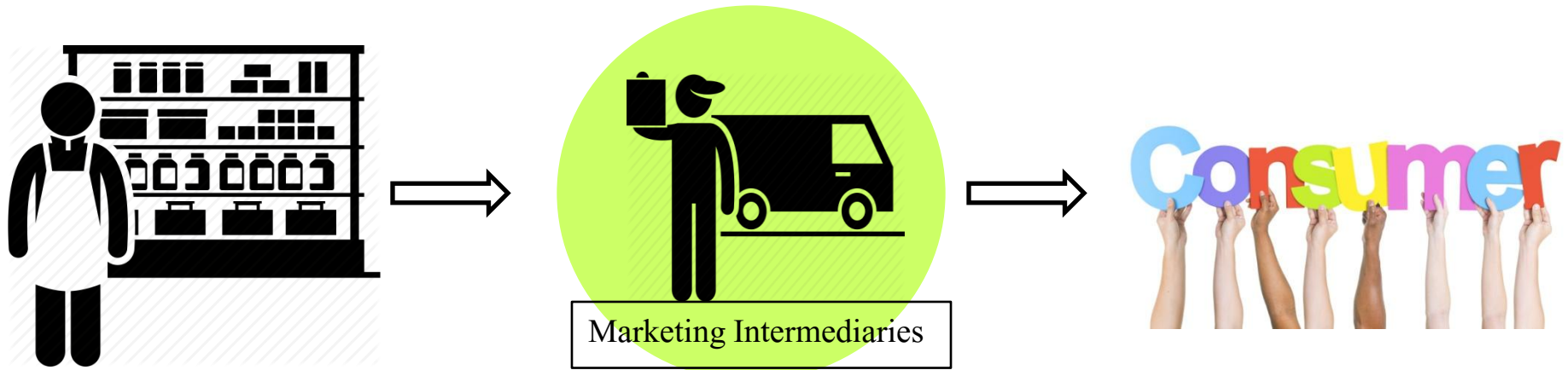
“Kudumbashree Community Marketing Network”

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An Overview

- Kudumbashree Microenterprises produces more than 30,000 products.
(Eg:- Food products, apparels, , personal care items, toiletries etc.)
- Distribution and Logistics – always been a Challenge to Kudumbashree.
- Due to this - Less penetration of Kudumbashree products/services within and outside the State.
- Resulted – low production / seasonal production and ended in defunct.

The importance of Distribution Network



Transfer Product from manufacturer to consumer

The **two-stage** distribution strategy was adopted

1. **Create strong distribution system for generating demand for products** - through word of mouth advocates.
2. **creating a sizeable consumer base.** -Start general trade

HOME SHOPS

kudumbashree Community Marketing Network

- **Unique model of distribution channel**, - implemented successfully in two Districts - **Kannur** and **Kozhikode**.
- **Serve the role of retailers** - buy and re-sell products - with specific **rate of commission** to other distributors who either directly **sell the products to customers through house visits or in NHG meetings**)



How 'Home Shop' functions

1. District Management Team

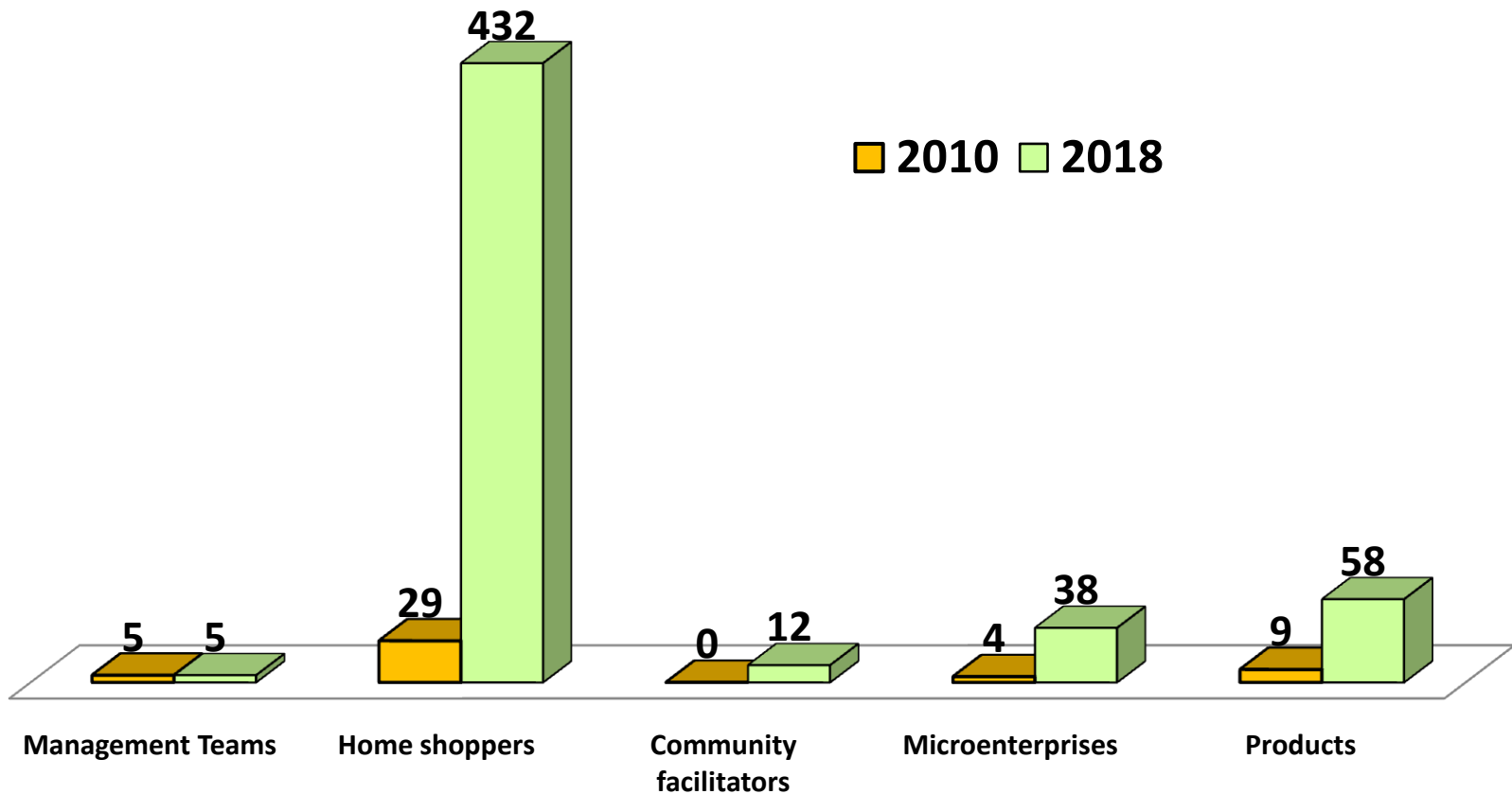
- Identify **Micro enterprises**
- selection of **products**
- identify **home shoppers** and provide training
- identification and provide training **community facilitators**
- manage the logistics

2. Homeshoppers

- Home Shoppers are individual Kudumbashree members **who either sell the products from their homes or sell through house visits or in NHG meetings**

Case study – Homeshop at Kozhikode

Annual Turnover 2017 -18 – 3.97 crores



Case Study – Home Shopper



- Shyna P.P
- Onchiyam Gram Panchayth – Kannur
- Working as Homeshopper for last 3 year
- Avg. Monthly Income – Rs. 10,000/- to 15,000/-
- Insurance coverage
- Sree Nidhi Savings Scheme (Special Chit Fund Scheme)
- Educational Scholarship to children
- Sneha Nidhi Hospital Assistance Programme
- Incentives for achieving target sales

Advantages

- Less Distribution Cost
- Community Based Marketing
- Help to improve the Productivity of Microenterprises
- Facilitates regular income for Microenterprises and Home Shoppers
- Helps in reaching products to customers' doorsteps directly.



Way Forward

- Expansion of **Home Shops** to all Districts
- To capacitate **1000** selected Kudumbashree **ME Units** who are in the 'success, 'expansion' and 'maturity' stages
- up-scale **product quality & packing** and overall **branding**
- linking bigger markets such as **national and international** through appropriate channels.





**THANK
YOU**