We are planning a new campaign for providing support to the Kudumbashree entrepreneurs and farming groups who had to face loss due to the covid-19 lockdown. For encouraging the entrepreneurs/ farming groups to produce and to rejuvenate the enterprises that faced loss, we are organising ‘Karuthal’, a product-marketing campaign during this onam season. We hope that these activities will help in finding new market avenues for our products and hope that it will result in earning additional income.

As part of the campaign, products from micro enterprises in various sectors and farming groups will be selected. It will all be packed in kits and packets will be taken to all NHGs at the rate of Rs.500/- per kit. The kits will be delivered to the NHGs through the CDSs and our NHG members will buy the kits in instalments. NHG members may repay the amount of the kits to the NHGs and a maximum of 20 installments are permitted for repayment. Kudumbashree District Missions collect the rates and other details of the products from the entrepreneurs in the respective districts and will inform the CDSs. CDSs prepare the list of those who need the kits from among NHG members and will inform DMC s. Products are collected from the entrepreneurs and the kits are prepared as a part of ‘Kathuthal’ campaign with leadership of the district missions. This is the process flow/logistics of preparing kits. However, vegetable kits are packed in the CDS level. In this way, products...
worth Rs.500/- are taken to the NHGs in a single packet.

We hope that through this activity, we would be able to extend greater marketing support to the entrepreneurs and farming group members during these tough times. We also hope to make available the best products produced by Kudumbashree enterprises to the NHG members during this onam season.