Hope you all will recall previous article on marketing where the difficulty of branding Kudumbashree products were explained in detail. Our micro enterprises are small scale units with decentralised mode of production. Because of the spread and scale of units, it is difficult to develop a single brand of product by maintaining same quality and taste consistently. However we are not ready to fail, and we took up the challenge of producing branded Kudumbashree product. As a first step, we are pressing the first set of Kudumbashree branded curry powders from Kannur. The official launch of branded curry powders has been done two days ago @ Kannur, during a function held at the venue of SARAS Mela.
We decided to take up curry powders and other food items for our ‘branding challenge’. And, our team from Kannur district took up the task. There are more than 30 micro enterprises in Kannur district which are engaged in production of curry powders. They all joined hands together to form a consortium to start the branding process. Kannur district panchayat gave support and sanctioned Rs 30 lakhs as fund for these units. As a first step, we conducted a detailed study of all these 30 micro enterprises and identified their gaps. Thereafter, we listed the requirements for producing same quality product in a decentralised manners.

A standard operating protocol has been introduced to all these units to ensure uniform production and quality. With the help of funds received from Kannur district panchayats various equipment’s were purchased. Equipments like blender, mixer machine etc were purchased and were installed in those units where it was necessary. Thereafter our team formed a ‘curry powders and flour mill consortium’ by including all these units. We also have required training to all members and taught them SOP and operation guidelines. Also, all units got GST and FSSI registration. A brand consultant designed the covers, and the consortium took decision for purchase of raw materials in a centralised manner. After completion of all these steps we are now ready to introduce branded Kudumbashree curry powders to the market!

13 branded items including Chilly powder, coriander powder, turmeric powder, rice powders (puttu podi and appam podi), sambar powder, vegetable masala, fish masala, meat masala, chicken masala, atta are all ready now. We invite you all try our branded masala powders.

Now, our effort will be on two aspects. First we wish to find markets for all these branded items. Also, we are planning to introduce more branded items to the markets by forming consortiums in other districts as well. Let’s hope for the best, and let branded Kudumbashree products reach your homes soon.