Kudumbashree products through Supplyco

The products manufactured by the Kudumbashree micro entrepreneurs would be available at Supplyco Supermarkets in near future. Kudumbashree and Supplyco had signed the Memorandum of Understanding (MoU) regarding the same. This contract had made possible the opportunity of making available the products of Kudumbashree micro entrepreneurs through the 1546 Supplyco marketing outlets.

The contract of Kudumbashree with Supplyco has two parts. As per the first part, Kudumbashree entrepreneurs would pack the puttupodi, appam podi (rice powders), coconut oil, atta, umbrella etc, which the Supplyco need. We would give the needed quantity of these products to Supplyco as per the priorly fixed rates from the Kudumbashree entrepreneurs.
As per the second part of the contract, various products of Kudumbashree enterprises would be given to Supplyco. As per this, the Kudumbashree micro entrepreneurs would be asked to fill registration forms of Supplyco. In this form, they will have to write details and quantities of products which they can supply to Supplyco as a ‘Fast Moving Consumer Good’. The forms filled out by the entrepreneurs would be collected before 30 January 2020 and would be given to Supplyco. Following that, approved products would be supplied to the 56 regional depots, under the leadership of Kudumbashree. Thereafter, products would be supplied to various Supplyco outlets from these depots. Next lot will be delivered once the first supply is sold out and supplyco raises demand note. As a first step, we are planning to bring the products of at least 1000 entrepreneurs to the market through Supplyco. This will help our entrepreneurs get a big market for their products.

We hope that the contract between one of the largest public sector undertaking in Kerala (Supplyco) and the largest livelihood mission in Kerala (Kudumbashree) would help as many entrepreneurs to find new market for their products and help them earn more income of their own.