Plan for 100 Permanent Marketing Outlets

For making available the agricultural and non agricultural products produced by NHG women for the public, we are organising monthly markets at every blocks and Urban Local Bodies. These Monthly Markets are one of the key marketing activity of Kudumbashree. During the financial year 2019-20, 1876 monthly markets were organised across Kerala. Sales of Rs 5.85 crores was recorded through these Monthly markets. We came to know that such monthly markets organised at some locations continuously function for one week or so. Following that, we decided to turn these selected monthly markets (that functions well) into permanent marketing outlets. At present, we started the activities for implementing the same.

Monthly markets that function in a good way are identified and now they will be converted into permanent marketing outlets. These outlets will function under the ownership of the respective CDSs. It is aimed at arranging a permanent marketing outlet for a minimum of 25 NHG entrepreneurs/ farming groups in the respective Local Self Government Institutions (LSGIs) for marketing their products. Likewise, marketing support will be provided to 2500 women entrepreneurs through these outlets. Sales of a minimum of Rs 50,000 per month is expected from these permanent outlets. The plan is to set up 100 uniformly branded marketing outlets.
District Missions will select the locations of monthly markets that are to be converted for permanent marketing outlets. Respective CDSs will be entrusted with the management of the marketing outlets. An entrepreneur or a staff can be assigned for the management of the outlets by CDS. A meeting of the entrepreneurs/farmers could be called at first. Then next step will be to finalise products that will be displayed for sale from the entrepreneurs. CDS will ensure regular supply including logistics from the production house of the entrepreneurs to the outlets. Services of the Micro Enterprise Consultants (MECs) could be used for the same. A fixed amount will be collected from the entrepreneurs for display of their products in the marketing outlets. This amount will be paid to the outlet operators/management team. Rs 5 lakh is earmarked for setting up of each of these permanent marketing outlet.

Activity of selecting the permanent marketing outlets is progressing now. 100 uniformly branded marketing outlets would be set up by November. Following that, the geo tagging would be done. We hope that by starting these marketing outlets, a new avenue will be opened for the Kudumbashree entrepreneurs for ensuring a permanent income of their own.