Christmas Trade Fairs

Products of Kudumbashree entrepreneurs find the maximum marketing opportunities at the trade fairs. Trade fairs are regularly conducted as ‘Monthly Markets’. Also, ‘special trade fairs’ were conducted in connection with local festivals. All these marketing opportunities were temporarily closed in the background of covid-19 pandemic. As the lock down ended and the lives of the public are slowly returning to the new normal state, trade fairs are also becoming active. We mentioned about the Onam Trade Fairs we conducted accepting the COVID limitations in ‘Making an Impact Article - 352. Rs 3.57 crores was the income collected through our special ONAM trade fairs. Now we are organising Trade Fairs in connection with Christmas - New Year.

We have directed all the district teams that they can organise trade fairs in connection with Christmas, at all possible locations (CDSs). Also, directions were given to organize district level trade fair in association with various departments. Based on these directions, Kudumbashree Trade Fairs are being organised by our CDSs. Also, district level trade fairs are being coordinated by partnering with the Supplyco, Agriculture Department etc. Such trade fairs (3 to 5 days) are being organised in all the 14 districts. Good sales are recorded through such trade fairs.

As mentioned above, in addition to trade fairs organised in the District level, trade fairs are being organised in the CDS level as well. More than 300 CDSs in Kerala are trying to secure good sales by tapping the Christmas markets. Amidst the difficulties of Covid, the Christmas Trade Fairs give the hope that social life will eventually return to the normal state. We expect a sales of Rs 5 crores through these trade fairs.