We had already mentioned about the various interventions of Kudumbashree for finding better markets for our micro entrepreneurs (Making an Impact- 38, 39, 40, 41, 42). And also in the Making an Impact Article-47, the details about the special trade fairs organised by Kudumbashree during onam, the biggest sales season in Kerala and the sales expected during the onam trade fairs was explained. The micro entrepreneurs of Kudumbashree had made a sales of Rs 19.88 crores from the onam markets during this season!
During this year, Kudumbashree had organised 1015 onam markets. 895 onam markets were organised in 941 panchayaths and 101 trade fairs were organised in 93 Urban Local Bodies. In the rural areas, 24,039 micro entrepreneurs became part of the fairs and the rural trade fairs touched a turn over of Rs 16.01 crores. In urban areas, 3,374 micro entrepreneurs became part of the sales fairs (including participants in the district level trade fairs) and the total sales volume reached Rs 3.87 crores. In total, 27,413 entrepreneurs participated in the onam trade fairs and a turnover of Rs 19.88 was recorded altogether.

During Onam 2018, most of the entrepreneurs lost their produce due to the unprecedented floods. In this years (2019) Onam season, we are happy and proud that we we were able to help the entrepreneurs find a good market providing them hope and confidence.