Kudumbashree Kiosk at Grand Hyatt, Cochin

We always plan to develop multiple activities for marketing of Kudumbashree products. We try to improve the marketing of product from our entrepreneurs’ by promoting sars through fixed outlets, organizing trade fairs and making use of online marketing opportunities and platforms. While discussing about such new avenues to take the products of our micro enterprises to more people, we received a proposal from Grand Hyatt Hotel, Ernakulam. They suggested that they would give us the opportunity to sell Kudumbashree products inside the hotel during every Sundays.

It is as per their new Corporate Social Responsibility (CSR) Policy, Grand Hyatt, the hotel chain which has various branches across the world made such a decision. The Hotel officials decided to arrange opportunities for marketing the locally manufactured products, aiming at the development of the people living near each of their hotels. It is as per this decision, the officials of Grand Hyatt approached Kudumbashree.

Kudumbashree Ernakulam District team took initiative to make use of this opportunity and set up a kiosk with Kudumbashree products at the special space arranged by the Hotel (without any charges). The kiosks function on Sundays, from 11 AM to 4 PM, when brunch and lunch is served to the public. Its the time during which more public make visit to the hotel.

As per this understanding, the kiosk was set up at Grand Hyatt Hotel from 11 AM to 4 PM on November 1st. Various flour powder, curry powders, pickles, squashes, coconut...
oils, handmade soaps etc. were for sale at the kiosks. This activity will be continued for the next six months on all Sundays. By arranging such a regular system, we would try to know the need of the customers and make available various products for them. Let me express our heartfelt gratitude towards the officials of Grand Hyatt Hotel for giving such an opportunity for Kudumbashree. Also appreciations to the Ernakulam District team who made use of this opportunity with the best