Opportunities for those wish to become entrepreneurs, 500 Coir and Craft Stores coming soon.

Hope you recall the ‘Making an Impact’ Article - 435 in which, the details of Coir and Craft stores announced as a part of the Chief Minister’s 100 Day Programme is detailed. The article highlighted the launch of Coir and Craft Stores of Kudumbashree. We are aiming opening 500 Coir and Craft Stores under the leadership of Kudumbashree for finding market for coir products, handicraft product as well as kudumbashree products. Two stores were opened at Alappuzha and one store is opened at Kasaragode. Assistance of Rs 5 lakh is given from the CDS as loan for starting Coir and Craft Stores. If the loan is repaid on time, Rs 1.50 lakh will be given as subsidy. Through these stores, various products including those of Kudumbashree entrepreneurs will also be sold. These stores would also function as the warehouse of Kudumbashree Home Shop system and would also act as the centre of the distribution chain of Kudumbashree in the respective LSGI level.

Now, therea opportunity for the interested NHG members to come forward to start Coir and Craft Stores. Those who are interested in opening the stores may contact the respective CDSs. Our CDSs select entrepreneurs or enterprise groups for running these stores. Otherwise Coir and Craft Stores could be opened under the leadership of CDS/ADS in respective LSGIs (CDS can run the store as an enterprise of CDS). The CDSs would allot the loan amount for starting the stores after checking the details of those who have expressed their interests.

Now, the stores are functioning at Alappuzha Municipality and Mararikulam of Alappuzha district and Kalikadav of Kasaragod district. Now, Kudumbashree is organising Panchayath level campaigns in all districts for identifying new entrepreneurs. The activities for identifying suitable
spaces for starting stores associating with the respective LSGIs is also progressing. 100 store locations (spaces) have already been identified so far. We expect that we would be able to identify location of stores at 400 LSGIs by next week once this campaign will be complete. Individual members or Kudumbashree groups would get the opportunity to start stores at these LSGIs. Hence all those who are interested in opening Coir and Craft stores may inform the respective CDSs. Kudumbashree team could embrace success in opening Janakeeya Hotels which serve meals at Rs 20 associating with all LSGIs across the state. Now, Kudumbashree envisages to make effective interventions in marketing sector in a similar model through Coir and Craft Stores.