NANO MARKETS to buy Kudumbashree products

Various products from Kudumbashree entrepreneurs are available to the public for purchase through our trade fairs. In order to create an additional market, we thought of many new initiatives and finally decided to opt for fixed shops. Fine tuning of this option led us to the idea of our own branded shop. This ‘Kudumbashree’s own branded shop’ will be the future step, but we framed and implemented the idea of NANO markets before that.

There are as many shops and super markets functioning in Kerala. The concept of Nano markets evolved from the thought ‘Why can’t we make available the products of Kudumbashree’s micro entrepreneurs in these supermarkets and shops and help our entrepreneurs identify new markets?’. So, here’s it! NANO MARKETS are nothing but exclusive shelf spaces in private shops.
allocated for display and sales of Kudumbashree products. Nano Markets envisages introducing Kudumbashree products to more people, create regular customers for the products and also aims to get quick feedback from the customers regarding the products.

The idea of nano market was framed during January 2018. To begin with we asked out district program managers to try to establish 10 nano markets each in every districts. And that was a good beginning. Within one year, 616 nano markets are established and we were able to assist more than 1500 micro entrepreneurs to identify new market for their products. Nano markets in major super markets are also growing as an exclusive space is where Kudumbashree products would be regularly available.

Sustaining and ensuring regular supply of products to nano markets was difficult as it was a real challenge to arrange the logistics and supply chain management locally for all these fixed markets. Even though it was tough to ensure continuity of supply chain management, we succeeded in it to a large extent and now there is regular supply of products to these nano markets. The next challenge is to increase the sales of each of the nano markets. Our aim is to make an average monthly income of Rs 5000 from every nano market. The efforts for achieving the same had already been started.

To know more about nano markets, click here: http://www.kudumbashree.org/monitor-progress/272/988