Fast Forward in Project Implementation

12 days back, in 'Making an Impact' Article- 453, we had explained about the shelf spaces allotted for Kudumbashree products in the sales outlets of Supplyco such as supermarkets, hypermarkets, people’s bazar etc. On the inaugural day, the shelf spaces were set up at the Supplyco Hypermarkets at Vazhuthacaud and Sreekaryam of Thiruvananthapuram district. We had directed the respective District Mission Coordinators to visit the 400 Supplyco sales outlets within two weeks and ensure the marketing of Kudumbashree products locally by taking necessary actions to set up the shelf spaces. With sheer happiness, we are happy to let you all know that this project is being implemented at a faster pace.

Kudumbashree members have visited 393 Supplyco Sales outlets in the last 12 days, starting from the date of inauguration till today. Out of these 393 locations visited, actions have been taken to set up shelves at 315 spaces. And, out of this, outlets were started in 72 places till date.

Appreciations to all team members who created the opportunity to market Kudumbashree products at 72 Supplyco Sales outlets within such a short period of time. Hope necessary actions would be taken by all to set up special shelf spaces in the rest of the Supplyco Super, Hypermarkets and People's Bazar within the upcoming two weeks.

In the second phase, the districts would be directed to focus on the sales, analyze the monthly sales and take necessary actions to increase the same, once Kudumbashree’s shelves spaces would be arranged at the sales outlets of Supplyco such as Super, Hypermarkets and People’s Bazar. Hope the sales of the products of Kudumbashree entrepreneurs would increase through this convergence programme.