Presently, this Home Shop network is functioning well in Kozhikode and Kannur districts. Home Shop facilities were also started at Alappuzha, Wayanad and Kasaragod districts. We aim at extending this marketing facility to all districts. As part of this, for starting new Home Shop facilities and for improving the present ones, we are moving forward to extend financial assistance of Rs 5 lakh each to 20 new Home Shops. Through new Home Shops that will be formed, it is aimed to take the products of 750 entrepreneurs for marketing and a monthly sales of Rs 3 crores is expected from them. 3000 NHG members would be turned into Home Shop owners through these Home Shops.

In Kozhikode district, there are around
1000 Home Shop owners and 350 are there in Kannur district. Monthly sales of more than Rs 45 lakhs is recorded in Kozhikode district and sales of more than Rs 22 lakhs is recorded in Kannur district. In Alappuzha and Wayanad there are 130 and 25 Home Shop owners respectively. In Alappuzha monthly sales of Rs 1.5 lakhs is recorded whereas in Wayanad, average sales of Rs 50,000 is recorded a month. Two Home Shop teams are functioning in Kasragod district. In the first one, there are 28 Home Shop owners and they have average sales of Rs 1 lakh. In the second one, there are 83 Home Shop owners with a sales of around Rs 2 lakhs.

20 Home Shops from all districts will be extended financial assistance through the new scheme. Considering the geographical differences, more than one Home Shops will be started in some districts. Financial assistance of Rs 1 lakh each is given for setting up management units and network of Home Shop owners. In addition, financial assistance will be given for setting up warehouse, office and also for uniform, carry bag and identity card. In addition to this, Revolving Fund is also earmarked. For these, Rs 5 lakh is earmarked for one Home Shop.

The selection of Home Shop owners and the formation of Management team is progressing. After selecting the products and setting up the delivery network, the functioning of Home Shops would be started in all districts by September.