Support from Kannur to overcome the crisis of COVID through ‘She Shops’

We had already introduced various activities implemented by different district missions during the covid-19 lockdown through previous articles in this platform. Though the lockdown was lifted, Kudumbashree entrepreneurs and farming groups continue to face the setbacks. We are making efforts to support them by formulating and implementing novel programmes at state level and district level. One such new activity of Kudumbashree is being implemented in Kannur district of Kerala. Kudumbashree Kannur District Mission has started ‘She Shop Kannur’ - ‘Kudumbashree Community Marketing’. It’s a marketing network aiming at providing sustainable marketing avenues.

In previous articles, we introduced the ‘Home Shop’ System in which the products of Kudumbashree entrepreneurs are delivered at doorsteps through door to door marketing. Kannur is one of the districts in which home shop network is very strong. Through the ‘She Shop’ Programme, Community Shops are started focusing on the ADSs (ward level federation of NHGs) of Kudumbashree organizational system. Through these shops, products of Kudumbashree entrepreneurs and farming groups are made available to the general public. In the first phase, She Shops will be started in those ADSs where the Home Shop is not that active. Kudumbashree ADSs will be responsible for operation of the ‘She Shops’. Until they get building for setting up the physical infrastructure of a shop, marketing will be done as door
Interested NHGs may also be entrusted (by ADS) with the responsibility of marketing. The programme is conceived in such a way that the service charge for selling the products would be given to the ‘She Shop management team’ and to those who are in charge of real product marketing. The products of our entrepreneurs and farming groups in the respective LSGIs will be given primary preference for marketing through the She Shops. On receiving the products from the entrepreneurs, our ADS should pay the amount deducting the service charge to the entrepreneurs. No amount would be charged from the customer greater than the MRP. Through this, a great local marketing opportunity is arranged for the entrepreneurs and the farming group members.

Through this activity which was started during the month of August 2020, She Shops have been started at one ADSs in each of 42 LSGIs @ Kannur District until now. In the first phase, it is envisaged to start 100 She Shops by the end of October. Until now, average weekly sales of Rs 25,000 have been recorded through She Shop.

My appreciations to the Kannur District team and ADSs who came forward to implement such a new entrepreneurial activity to generate employment at the time of crisis of COVID.