KUDUMBASHREE

www.kudumbashreebazaar.com
2017 NOV
WEB DEVELOPER SELECTION WITH THE HELP OF KERALA START-UP MISSION

2017 NOV
SURVEY CONDUCTED FOR FINDING CAPABLE KUDUMBAKLEE ME UNITS

2017 DEC
WORK ORDER ISSUED - RS. 1,99,999 RUPEES AND 25000/month (AWS + BACK END ACTIVITIES)

2017 Dec
400 PRODUCTS WERE IDENTIFIED

2018 JAN
PRODUCT PHOTOGRAPHY AND CATALOGUE PREPARATION
Continued…

- **2018 JAN**
  - Shipping: Tie up with Indian Postal Services

- **2018 JAN**
  - Capacity Building of Entrepreneurs

- **2018 FEB**
  - Launching of Web Portal

- **2018 FEB**
  - Distribution of Packing Materials to Entrepreneurs

- **2018 FEB**
  - Mobile App & Customer Care Service
1. Promotional activities
   Awareness and Publicity through Kudumbashree networks

2. Customer Order
   Customer identifies and orders a product through mobile app or online platforms

3. Message to Unit
   Once the order is placed, the entrepreneur, mission officials and web developer will receive an SMS.

4. Confirmation of Order
   Once receive an order Unit may confirm or reject the order within half an hour

5. Logistics & Tracking
   Delivery of shipment within 24 hours through Indian postal service or any private parcel service which is convenient to the Unit and tracking

6. Payment gateway
   Payment from CC avenue to Kudumbashree account
AMAZON SAHELI
KUDUMBASHREE

STEPS TAKEN – Amazon saheli

01. Product identification

02. Training for selected units and officials.

03. Seller account registration.

04. Product photography

05. Cataloguing

06. Payment gateway.

07. Database for Payment distribution

08. Promotional activities

AMAZON
Order Process

Customer order through mobile app or any online platforms

Order details send to state amazon saheli center via online

Packing of shipment along with bill & shipping label

Amazon shipping delegate collects the shipment

Tracking details of shipment

Payment from Amazon payment gateway to Kudumbashree account
**PAYMENT GATEWAY**

**01 Order and Payment**
Customer places the order and makes the payment.

**02 Payment Gateway**
Payment receiving at CC Avenue/Amazon and confirmation of order.

**03 Kudumbashree**
Mission receives the payment from CC Avenue/Amazon in regular intervals.

**04 Payment Distribution**
Amount received will be distributed.

**01 ME UNIT**
Receives the payment.

**02 ME UNIT**
Receives the payment.

**03 ME UNIT**
Receives the payment.
Comparison between E-commerce portal and Amazon Saheli

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*PHP Platform*

- **Web development cost**
- **Delivery – Self shipping from units**
- **Payment gateway – CC avenue**
- **Commission – NIL**
- **1% - 4% deduction on MRP**

**Amazon Saheli**  
*Java Script platform*

- **No web development cost**
- **Delivery - Amazon saheli centre**
- **Payment gateway – Amazon owned**
- **Commission – 4% to 12 %**
- **No deduction on MRP**

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Thank you