Home Shops

“Kudumbashree Community Marketing Network”

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An Overview

- Kudumbashree Microenterprises produces more than 30,000 products.
  (Eg:- Food products, apparels, personal care items, toiletries etc.)
- Distribution and Logistics – always been a Challenge to Kudumbashree.
- Due to this - Less penetration of Kudumbashree products/services within and outside the State.
- Resulted – low production / seasonal production and ended in defunct.
The importance of Distribution Network

The two-stage distribution strategy was adopted

1. Create strong distribution system for generating demand for products - through word of mouth advocates.
2. creating a sizeable consumer base. -Start general trade
HOME SHOPS

kudumbashree Community Marketing Network

• Unique model of distribution channel, - implemented successfully in two Districts - Kannur and Kozhikode.

• Serve the role of retailers - buy and re-sell products - with specific rate of commission to other distributors who either directly sell the products to customers through house visits or in NHG meetings)
1. District Management Team

- Identify Micro enterprises
- selection of products
- identify home shoppers and provide training
- identification and provide training community facilitators
- manage the logistics

2. Homeshoppers

- Home Shoppers are individual Kudumbashree members who either sell the products from their homes or sell through house visits or in NHG meetings
Case study – Homeshop at Kozhikode

Annual Turnover 2017 -18 – 3.97 crores

- Community facilitators: 0 (2010), 12 (2018)
Case Study – Home Shopper

- Shyna P.P
- Onchiyam Gram Panchayth – Kannur
- Working as Homeshopper for last 3 years
- Avg. Monthly Income – Rs. 10,000/- to 15,000/-
- Insurance coverage
- Sree Nidhi Savings Scheme (Special Chit Fund Scheme)
- Educational Scholarship to children
- Sneha Nidhi Hospital Assistance Programme
- Incentives for achieving target sales
Advantages

• Less Distribution Cost
• Community Based Marketing
• Help to improve the Productivity of Microenterprises
• Facilitates regular income for Microenterprises and Home Shoppers
• Helps in reaching products to customers’ doorsteps directly.
Way Forward

• Expansion of Home Shops to all Districts
• To capacitate 1000 selected Kudumbashree ME Units who are in the ‘success, ‘expansion’ and ‘maturity’ stages
• up-scale product quality & packing and overall branding
• linking bigger markets such as national and international through appropriate channels.