Our farming groups had to face losses during the Covid-19 lockdown period. But there was demand for agriculture products in urban areas. This also led us to plan a different marketing technique. The plan is to market the products of our farming groups and enterprises focusing on the highly populated urban areas. We are aiming at setting up 100 vegetable kiosks uniformly branded with one single design at selected 100 urban areas in Kerala and market the agricultural products through those kiosks.

Weekly Markets are held in 450 panchayaths in the name ‘Naattuchantha’ to market the products of Kudumbashree farming groups. Products that are brought to these market are of high demand among the customers. Success of ‘Naattuchantha’ is one of the reason for this new thought. As the first step, space for setting up the kiosks would be identified through Urban Local Self Government Institutions and Urban CDSs. The respective urban CDSs would be in charge of the sales / growth of products.
Now, the proposal is in final stages of approval. By September, guidelines would be given and by October, the activity of setting up kiosks would be started.

We consider this activity as a way to introduce a new opportunity for the Kudumbashree farming groups for marketing their products and also as an opportunity that could create a boom in the sales of agricultural products.