The details about our various interventions for finding market for Kudumbashree micro entrepreneurs were explained in the previous articles of ‘Making an Impact’ Article Series. We are making use of various marketing activities like trade fairs, nano markets at super markets where Kudumbashree products would be available. Moreover our team is making available products through online portals and are marketing directly to houses through homeshops.

Nano markets were launched with the concept of setting up permanent sales points where the products of Kudumbashree would be available regularly. Now, we are making the concept of ‘Kudumbashree Supermarkets’ envisaging to bring to the market, more products of Kudumbashree, that too under one umbrella. Until now, 3 super markets were opened across the state where Kudumbashree products would be available.

The latest of these Kudumbashree Bazars was opened in Ernakulam district of Kerala. Attached along with this post
are the photos of Kudumbashree Supermarket opened at Kolenchery of Aikkaranadu Panchayath in Vadavukodu Puthenkurishu block. The supermarket opened on 28 February 2020 is situated in 1350 sq ft area. 485 products of 102 entrepreneurs would be available through this supermarket. We expect a daily sales of Rs 30,000/-.

In addition to this, two Kudumbashree Supermarkets had already been started in Wayanad and Pathanamthitta districts. The details of the same are as follows:

1. The Supermarket opened in Kaniyambatta Panchayath of Wayanad district of Kerala is having an area of 800 sq ft. 256 products of 85 entrepreneurs are available for sale at this supermarket. They have monthly sales of Rs 2 lakhs.

2. Kudumbashree Bazar opened in Thiruvalla Municipality of Pathanamthitta district of Kerala, near Bye pass road, opposite to public stadium is functioning in the model of village souk. This Bazar, which is situated in 2000 sqft space has 7 shops of 100 sqft area and a food court. 110 products of 20 entrepreneurs are available for sale at this Supermarket. Rs 4 lakhs is the monthly sales recorded here.

We are planning to start more such Kudumbashree Bazaars and arrange better markets for the products of Kudumbashree micro entrepreneurs through such permanent marketing outlets.