

Buyer Vendor Meet

How nice it would be if the buyer gets a chance to see all the options he has and make a trial run before buying a machinery for their enterprise that too staying at a single location. Well, in the normal case, it might not be possible. In the case of normal women entrepreneurs who are not from so financially well off families, it would be too difficult for them to even think about such a possibility. But the Kudumbashree District Mission of Palakkad made it possible for their members who had only limited opportunities to see the options available in the market for buying the machinery for their enterprise. Well, Kudumbashree Palakkad District made it possible for their members possible. Let us see what the Palakkad District Mission had done different to help the women find the right machinery for their work and help them succeed in their livelihood.

How the concept was evolved?

The concept was evolved during the discussion with the District Mission Coordinators with the District Programme Managers. The District Mission wanted to help its members earn better income through their livelihood. Most of the micro entrepreneurs are from financially backward and they may not be able to follow the newer trends in the market, whether it be about new machineries, tools etc. So, they may not be sure about what would be the best product they could buy to meet their needs. Most of the times, they would have to end up choosing what would be available in the local market, mostly the duplicate brands or low quality ones without any guarantee or warranty.

The District Mission had identified a gap in this and decided to address this issue by making use of the different companies in the market. But how it could be made possible.? They thought again and again about the issue and what could be done as a solution to address the issue. And after several discussions the concept of conducting a Buyer-Vendor Meet was evolved. That id brings in the vendors and prospective buyers together. The Buyer Vendor Meet of Kudumbashree was mainly conducted for helping the micro enterprises of Kudumbashree, get

an opportunity to know about the newer trends and machineries launched in their respective sector. The Buyer Vendor Meet was held at ITL Residency Hall, Palakkad as a one day programme on 30 November 2019.

Kudumbashree Palakkad District Mission had as many tailoring units working under them. So at the Buyer Vendor Meet, the companies working in the tailoring sector were brought together for the meet. Also the tailoring units of Kudumbashree who were pursuing works and are interested in this sector were brought to participate at the buyer vendor meet. The Buyer Vendor Meet was organised as an exhibition cum sales meet. The various machinery used in tailoring such as cutting machine sewing machine, embroidery machine etc were brought to the exhibition cum sales meet and the entrepreneurs were given the opportunity to test the machines of their own, and check whether it would cater to their need. As there would be more customers who would come to buy the machineries, the companies were able to sell the products at comparatively lower rates. The Kudumbashree members had received the concept with greater enthusiasm and most of them who participated in the meet ordered some machines that would suit their various needs. The Buyer Vendor meet was indeed a new experience for them.

A total of 10 companies in the garment machinery sector had come to participate in the Buyer Vendor Meet. They had showcased their various machineries used to meet various purposes before their prospective customers, i.e., Kudumbashree members. Kudumbashree Palakkad District Mission contacted the companies through the dealers. The agro related machines such as dryer, cutting machine etc which would be helpful for the value addition units of Mahila Kisan Sashakthikaram Pariyojana was also brought for the Buyer Vendor Meet. The micro entrepreneurs were informed about the Buyer Vendor Meet with the help of the Micro Enterprise Consultants of Kudumbashree. Out of them 70 % of them were seeing the machinery for the very first time. They were given the opportunity to get to know about the newer trends and machineries launched in the industry. The companies were contacted through dealers and through newspapers. The micro entrepreneurs of Kudumbashree may buy the machinery after availing the loans. They were also offered free service for 6 months as well.

Another Similar Initiative

Yet another Buyer Vendor Meet was organised by Kudumbashree Palakkad district Mission. A Buyer Vendor meet was organised by Kudumbashree Palakkad District Mission for the Green Micro Enterprises of Kudumbashree. A Buyer Vendor Meet was organised on 10 January 2020 for the Green Micro Enterprises functioning in the district. There are Green Micro Enterprise units functioning in Palakkad district which makes cloth bags. As plastic is banned in Kerala from January 2020, the units have greater scope in this scenario. Kudumbashree had already started supporting this initiative with Kudumbashree's micro enterprise units that produce alternative products for plastic. As per the Government Order (G.O(MS) No.7/2019/Cir) plastic would be banned in Kerala from 1 January 2020. There are 62 units in the district that make alternative products for plastic. Through these units alternative products for plastic such as cloth bags, paper bags, palm spathe plates, pottery plates, paper pens etc are being produced.

The micro entrepreneurs were given classes on the modern trends in the sector, newer garments launched in the markets, scope and opportunity in the sector, the newer trends in marketing and suggestions were also given. The classes were given by the private parties who had been working in the industry for long. They had brought samples of garments, which durable and strong cloth bags could be made and showed the same to the micro entrepreneurs of Kudumbashree.

Scope

The Buyer Vendor Meet organised by the Kudumbashree Palakkad District Mission of Kerala had gave an opportunity for the micro entrepreneurs of Kudumbashree, choose their best from the options. Else, they would buy a machinery that may or may not cater to their need and there are chances if the company is nor worthy, they may exploit the micro entrepreneurs, who would be having least knowledge about the various machineries, uses, services etc.

The Buyer Vendor meet indeed helped the micro entrepreneurs of Kudumbashree in Palakkad district of Kerala. This is a model that could be replicated by the other teams for helping their micro entrepreneurs in their respective districts in helping them buy the right machinery that

would suit their need. By introducing an opportunity for the women to choose from the best of the opportunities, Kudumbashree Palakkad District Mission had set a new yet replicable model for the other District Missions too.