

Monitoring Markets of Thrissur

Kudumbashree had been marketing the products produced by various micro enterprise units and JLGs in the district in different ways. By conducting weekly markets the vegetables produced by the JLGs had been selling out. The district Mission had been looking out for many brilliant ideas for marketing their products to the maximum and had succeeded in finding many. Let's have a look into the ways that Kudumbashree District Mission of Thrissur had implemented to increase the markets of their products and the ways to monitor them.

Marketing of Kudumbashree Products

Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being Innovation.

Marketing is the key component for the success of any enterprise. Only through proper marketing and clear monitoring any enterprise might be able to bring in desired results.

The District Mission of Thrissur had been launching various ways to get the best market for their products thereby to help the women to get maximum exposure and financial benefits out of it.

Only out of the box marketing techniques could bring in drastic changes. Thrissur District Mission had been trying to stand out by implementing newer ideas to get maximum visibility for their products.

As the brand value of Kudumbashree products were high, that it has created a good feeling in the minds of common costumers that the products from Kudumbashree are of good quality, they need to focus only on markets to increase the sales as demand is already there for the Kudumbashree products. Let us have a look into the ways that KudmbashreeThrissur District Mission had implemented to bring out the best out of the women entrepreneurs in the district.

Fairs and Exhibitions

Kudumbashree stalls have become a regular feature in the fairs organised as part of annual festivals or large events across the State. These fairs have helped in enhancing Kudumbashree's visibility and also in establishing Kudumbashree as a popular brand. Kudumbashree groups regularly participate in Saras Melas and in the India International Trade Fair, an annual event held in New Delhi, as part of Kerala Pavilion.

Kudumbashree entrepreneurs participate in State level and district level fairs organised as part of annual festivals and events. Participation in local and regional festivals and fairs has also become a common practice.

Stalls from various parts of the district participates in small and bigger exhibitions and fairs and are registering their presence and are making maximum even out of such irregular opportunities.

Marketing through Local Markets

Marketing of products has always been an overriding concern in micro enterprise promotion. In the early days, the predominant method to promote sales of products made by Kudumbashree micro enterprises was to encourage and support local governments and CDSs to organise local fairs. Later these fairs became regular, and paved way for 'monthly markets'.

Monthly markets proved to be important platforms for Kudumbashree producers to put their produce on display and sell that too on a monthly basis; that those have also been learning places for entrepreneurs as they could see how customers looked for products and what prompted buying behavior and how much keen are they about the quality and each minute buying factors. Exposure to the market place generated new demands on product and performance improvement.

As the Kudumbashree network became increasingly aware of the relevance of monthly markets, the Mission started providing more and more support to organizing them. In 2011, Kudumbashree Mission issued guidelines for monthly markets. By this time, in several local governments, monthly markets had become weekly markets, and even permanent markets. Several local governments built or provided spaces for such markets.

District Mission monitors the market through the block co-ordinators employed in each and every blocks. Such employed block co-coordinators study about the trends in market and monitor even the smallest of the improvements and note it.

Tie Up with Agro Hyper Bazaar

Agro Hyper Bazaar, which makes avail all the farming machinery and value added products under one roof, will sell Kudumbashree products from now onwards. Products made by Kudumbashree women from different parts of the district will be for sale at the shop.

The first of its kind in the state was inaugurated by Shri. Pinarayi Vijayan, Chief Minister, Government of Kerala at Agriculture Complex at Chembukavu, Thrissur. Agro Hyper Bazaar had allotted 6 racks for selling out Kudumbashree's products. Through that Kudumbashree could sell curry powders, pickles, jam, squash, syrups, chips, coconut oil, handicrafts, brahmi products saphalam cashews, Kudumbashree organic rice, soap, body wash, hair oil, payasam mix and products from Attappady special programme also is for sale at Agro Hyper Bazar. Especially the turmeric powder produced by Kudumbashree women are of high demand at the shop. The Alathur Rice produced by Kudumbashree women of Annamanada District panchayath is a fast moving product of Kudumbashree at Agro Bazar. Kudumbashree products are of high demand at the shop. Association with Agro Hyper Bazar had opened new doors for marketing Kudumbashree's products. The products are of high demand at the bazaar. They are selling Kudumbashree products worth Rs 1.5 –Rs 2 lakhs per day. If it would be able to sell the products worth Rs 3 lakhs, the market would hit more heights. 15 percent margin is given for them. The monitoring of the sales is done from the District Mission itself. The monthly financial and quality monitoring is done by the District Mission Co-ordinator. To fill the new stock someone is entrusted to from among the entrepreneurs themselves.

Mobile Marketing through 'Canaravahini' associating with Canara Bank

The District Mission had brought out a new idea for finding markets for their entrepreneurs, associating with Canara Bank. The programme is being implemented as part of the Corporate Social Responsibility (CSR) activities of Canara bank. Similar to the mobile unit of Consumer fed the Canaravahini would reach the customers and the products of Kudumbashree would be bought by the customers. Alathur Rice produced by the JLGs of Annamanada Panchayath, curry powders, other flours, masalas, jam, squash, coconut oil, handicrafts, toiletries etc are for sale at 'Canaravahini'.

Through various activities, Kudumbashree Thrissur District Mission had been finding maximum market for their products and is monitoring them as well. Only through such out of the box initiatives that market could be assured for the products. As our brand have good brand value, the products would be easily sold out. Through different initiatives to market the products, Kudumbashree Thrissur District Mission is standing out unique.