

MEPMA :: IKP-URBAN EXHIBITION OF SHG PRODUCTS REPORT

IKP-Urban organized exhibition from 21st to 23rd May, 2010 at Silparamam, Hyderabad to facilitate marketing of SHG products made by the SHG women members who are urban poor and below Poverty line from 23 districts of Andhra Pradesh were invited.



This Major initiative was taken up by the “*Indira Kranthi Patham-Urban*” (Mission for Elimination of Poverty in Municipal Areas) in the direction of promoting urban products of SHG women and building capacities of SHG Members. It was organized, for the first time, with a view to give exposure to urban entrepreneurs and, to create awareness amongst City consumers of Hyderabad.



The exhibition was inaugurated by Shri K.Rosaiah, Hon'ble Chief Minister, Andhra Pradesh. Smt. Sabita Indra Reddy, who is the first women Home Minister of Andhra Pradesh and first women Mayor of Greater Hyderabad Municipal Corporation and Hon'ble Member of Legislative Assembly Shri Bhikshapathi Yadav also attended the inauguration creamery of the “Urban SHG Products Exhibition” at Shilapramam, Hyderabad.



The Hon'ble Chief Minister accompanied by the dignitaries / Officials visited to the stalls. The Hon'ble CM was accorded a warm reception at the entrance by SHG Members, soon after, the Hon'ble Chief Minister had brief meeting / interaction with Urban SHG Members.

No. of Entrepreneurs participated - 224

No. of SHGs participated - 224

<u>Name of the Product</u>	<u>No. of Entrepreneurs</u>
▪ Cashew Nuts	6
▪ Chappals	1
▪ Decorative Items	22
▪ Food Items	57
▪ Jaggery Items	4
▪ Jewellery	3
▪ Jute Products	7
▪ Kalankari - Dress Material	5
▪ Kalankari Items	1
▪ Others	17
▪ Papads	5
▪ Paper Plates-Leaf Plates etc	10
▪ Pickles & Powders	13
▪ Sarees & Dress Material	56
▪ Washing Powder & Soaps	14
▪ Zardosi Work	3



Total Turnover - Rs.9,17,670/-
 Profit - Rs.125,370/-

Product wise Economics:



Items	Amount of Turnover	Profit Amount	% of Profit
Kalankari - Dress Material	55,000.00	5,000.00	9.09
Cashew Nuts	43,000.00	4,000.00	9.30
Jaggery Items	93,200.00	9,200.00	9.87
Chappals	900.00	90.00	10.00
Others	5,000.00	500.00	10.00
Papads	200.00	20.00	10.00
Paper Plates-Leaf Plates etc	1,550.00	155.00	10.00
Pickles & Powders	1,000.00	100.00	10.00
Washing Powder & Soaps	320.00	32.00	10.00
Sarees & Dress Material	285,800.00	32,000.00	11.20
Food Items	123,300.00	15,920.00	12.91
Decorative Items	213,000.00	28,000.00	13.15
Kalankari Items	10,000.00	3,000.00	30.00
Other Products	62,000.00	19,000.00	30.65
Jute Products	23,400.00	9,000.00	38.46

Some of the participated entrepreneurs asked the following support from MEPMA and given suggestions :

Support requested :

- Markeing tie-up Support.
- Training & Finance Support.
- Exposure to Other States and market places.
- Suggested to open shopping complexes exclusively for SHG Products.
- Tie-up with whole sellers, Govt. Hostels, Hotels in the cities.

Suggestions :

- Conduct of SHG Products Exhibition every year without fail in different places for atleast 10 days.

This activities of MEPMA has made a drastic effect over the SJSRY-USEP as well as urban poor in the following manner

- Understanding of market demand, design, value of innovation.
- Awareness regarding attractive packaging, competition pricing, quality control
- Developed bargaining capacity, business approach and value of organised production through Self-Help groups.
- Created a demand of urban products in the Cities.

MEPMA decided to provide technical and managerial support to the activities based on clusters of SHGs on Sarees & Dress Material, Decorative Items, Jaggery Items, Food Items etc., in the concerned districts through establishing Micro Business Centres, funds available under SJSRY-USEP.

