

**MARKETING OPPORTUNITIES OF BRANDED PULSES (KITCHEN
TREASURES) THROUGH KUDUMBASHREE UNITS IN COCHIN
CORPORATION**

By

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MAJOR PROJECT REPORT

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COLLEGE OF CO-OPERATION BANKING AND MANAGEMENT

VELLANIKKARA, THRISSUR-680 656

KERALA, INDIA

2017

DECLARATION

DECLARATION

I, hereby declare that this project entitled '**MARKETING OPPORTUNITIES OF BRANDED PULSES (KITCHEN TREASURES) THROUGH KUDUMBASHREE UNITS IN COCHIN CORPORATION**' is a bonafide record of research work done by us during the course of minor project work and that it has not previously formed the basis for the award to us for any degree/diploma/ associateship/ fellowship or other similar title of any other University or Society.

Vellanikkara,
27-10-2017



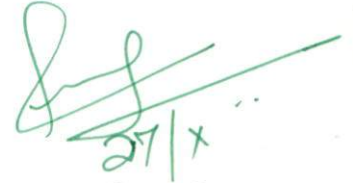
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CERTIFICATE

CERTIFICATE

Certified that this project report entitled “**MARKETING OPPORTUNITIES OF BRANDED PULSES (KITCHEN TREASURES) THROUGH KUDUMBASHREE UNITS IN COCHIN CORPORATION**” is a record of project work done by Miss.Stephina Stanly under my guidance and supervision and that it has not previously formed the basis for the award of any degree/diploma/fellowship/associateship or other similar title of any other University or Society.

27-10-2017
Vellanikkara



Dr.A.K.Sherief,

Director, Centre for e Learning,
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(Supervising Guide)



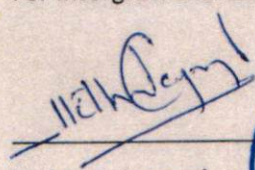
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TO WHOMSOEVER IT MAY CONCERN

This is to confirm that **Ms. STEPHINA STANLY** (Reg No: **2015.31.013**), a student of M.B.A-ABM 2015-17 Batch, **COLLEGE OF CO-OPERATION BANKING & MANAGEMENT, KERALA AGRICULTURE UNIVERSITY, THRISSUR** has successfully completed her 2 month project (from **July 21st to Oct 2nd**, 2017) on the topic **"MARKETING OPPORTUNITIES OF BRANDED PULSES (KITCHEN TREASURES) THROUGH KUDUMBASHREE UNITS IN COCHIN CORPORATION"** at Intergrow Brands Pvt Ltd.

Thank you,

For Intergrow Brands Pvt Ltd,



Nithin Rajagopal
Marketing Manager



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For any errors or inadequacies that may remain in this work, of course, responsibilities entirely mine.

STEPHINA STANLY (2015.31.013)

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ABSTRACT

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ABSTRACT

The study study “Marketing opportunities of branded pulses (Kitchen Treasures) through Kudumbashree units in Cochin Corporation” was undertaken to study the marketing opportunities of banded pulses through Kudumbashree units, to analyse the ability of Kudumbashree members to undertake marketing activities for branded pulses and to examine the demand and purchase pattern of the branded pulses. The study covered the 8 important pulses in the market namely Bengal gram, black gram, black gram skinned, Brown pea, green gram, green peas, horse gram and pigeon pea. Data was collected from the primary and secondary sources. Primary sources includes 160 Kudumbashree members and 50 consumers. A pre tested interview schedule was used. Simple random sampling was adopted for selection of respondents. For collecting data from Kudumbashree members, convenient sampling method was used for finding out women consumers. Secondary data are collected from the articles, magazines as well as reports. And those primary data are analyzed using the tools SPSS by analyzing percentages, index methods, factor analysis and MDS.

Kudumbasree has good image among consumers due to greater quality products they were producing. The present marketing trend shows that customers of Kudumbasree products will retain the image forever in market. Kudumbasree products have greater demand in festival seasons and it shows high fluctuation in the profit. Also, most of Kudumbashree products gets high acceptance in market because of the natural quality of products. Direct home selling strategy is the important success factor of Kudumbasree products. So obviously branded pulses from Kitchen Treasures will have good demand in the market if Kudumbashree members are ready to put some effort and it will be beneficial for both company and Kudumbashree units.

Another aspect to be looked is training. Kudumbashree members who have experience in marketing, could be more productive and active, if they get professional training in marketing. The study also identifies that quantity retained for home consumption was more in case of Bengal gram and green gram and majority of housewives were the decision makers in purchase of pulses. The factors that influence the purchase decision for the selected pulses are quality and price of product. From the consumer response analysis, it was observed that more than half of the total

purchases were made through supermarkets and only 30percent through general provision stores and remaining made their purchase of pulses through co-operative stores. From the respondents 58 percent are ready to shift to a new brand of pulses and remaining wants to continue to the currently using brand of pulses. Also the analysis reveals that new brand of Bengal gram and Black gram posses high market potential among consumers. In conclusion, it can be stated that the product will have fairly good demand in the market and it can fetch increasing sales in future.Hence the “Marketing opportunities of branded pulses (Kitchen Treasures) through Kudumbashree units in Cochin Corporation” is fairly high and the firm can think of launching of products.

DESIGN OF THE STUDY

CHAPTER 1

DESIGN OF THE STUDY

1.1 Introduction

Pulses continued to be an integral component of sustainable crop production system, as these crops have ability of biological nitrogen fixation, low water requirement and capacity to withstand abnormal weather conditions. Pulses, as an important source of protein, constitutes a basic ingredient in the diet of vast majority of poor and vegetarian population in India. Supplemented with cereals, pulses provide a perfect mix of vegetarian protein of high biological value. The results from household consumption surveys indicate decline in the consumption of pulses leading to increase in malnutrition and decline in protein intake (Shalendra et al., 2013). India is still a home to about 24% of undernourished people in the world (Sharma et al., 2016). About 15.2% of people in India are undernourished. This signifies the importance of pulses in food and nutrition security for Indian population.

Production of pulses is largely restricted to Asian countries and particularly in the Indian sub-continent. Various pulse crops are grown in India under a wide range of agro climatic conditions; hence it is a major player in pulses globally. India is the largest producer, importer and consumer of pulses, accounting for 25% of global production from 35% of global area under pulses. Currently pulse production in India is 16.47 million tonnes (2015–16) which is shortfall by 3.58 million tonnes as against the target of 20.05 million tonnes. Global pulses production was 73 million tonnes during 2013–14 from an area of 80.8 million ha, which has increased from 40.78 million tonnes and 68.03 million ha in the year 1961 (FAO, 2016). Our country is the largest producer of chickpea and pigeon pea with 67.5 and 63.7% of share in global production respectively. The productivity of pulses in India is 755 kg/ha, whereas in the USA and Canada it is as high as 1,900 kg/ha. The pulses in India are grown in semi-arid areas which face high rainfall variability adding to high instability and low productivity. Best parcel of lands with irrigation facility is usually reserved for other crops by farmers.

Even being the largest producer of pulses, the persistent and growing demand–supply gap has been an issue of concern leading to spike in prices further resulting in

this good source of vegetarian protein inaccessible to the poor. The demand–supply gap is expected to grow further if the level of production of pulses in India is not increased. The per capita availability of pulses declined steadily on account of sluggish growth in the production of pulses. To fulfill the growing demand of pulses in the country, dependence on imports is rising. Even with recent enhancement in production of pulses in the country, imports had sharply increased in recent past.

The sluggish performance of pulses production in the country has resulted in increasing deficit, on the one hand and depletion of foreign-currency reserves by soaring import bills, unpredictable price rise and lower net profit compared to competing crops, on the other hand (Joshi and Saxena, 2002; Srivastava et al., 2010). The production of pulses in India has been caught in the vicious cycle of low and uncertain yields, low per hectare returns resulting in farmers' least preference to grow pulses on irrigated and fertile parcel of land (farmers preferred to grow pulses on marginal lands with no use of production inputs), thereby leading to unstable and low yields (Joshi and Saxena, 2002; Lingareddy, 2015). The technological progress in these crops is slow compared to cereals and other cash crops due to hosts of factors. These crops have to compete with the superior cereals and cash crops for resources, research and infrastructure (Ramasamy and Selvraj, 2002).

In Kerala pulses constitutes an important part of Kerala dishes, major pulses used for consumption includes Bengal gram, Blackgram, Greengram, Green pea, Pigeon pea, Horsegram etc. The absolute demand for pulses and pulse products is increasing day by day. Under this backdrop, the present study tried to find out the “marketing opportunities of branded pulses (by Kitchen Treasures) through Kudumbashree units in Cochin Corporation”. Since Kudumbasree is a unique poverty eradication mission of the state of Kerala and also members of Kudumbashree were active participants in the planning and implementation process of various ant-poverty programmes, they have experiences in participating various income generating –cum–developmental activities. Also capacity of the poor women of the State in several areas has gone up considerably and their status in families and community has also improved because of these kind of Self Help Groups. This was the reason for thinking about the marketing of branded pulses through Kudumbashree units.

1.1.1 Branding of Pulses and Products

Pulses are generally sold as whole grain, as split pulses, and as flour. Beyond this, value addition is restricted to ready-to-eat preparations, sweets, and snacks made from pulses. Value addition and branding of pulses is limited, unlike for edible oils, basmati rice, and so forth. Taking the case of India, pulses sold at the wholesale level are unbranded. At the next level, that is, the retail level, some private labeling and in-store brands are appearing under organized retailing. Thus, consumer-level brands are relatively new in the Indian markets, and estimates indicate that the total branded pulse market size (including sales through private labels) is about 0.2 to 0.25 million tons. However, the potential branding space is much larger, considering that about 6 to 7 million tons of pulses are consumed at the urban level. The average premium for branded products is about 18 percent, ranging from 7 to 27 percent of retail price across branded products. Some of the popular branded pulse products and manufacturers include Tata i-Shakti, VasmO Foods, JeyamToor Dal, Top Notch, and 24 Letter Mantra. Some of the challenges associated with consumer branding in India include maintaining quality consistency, distribution challenges, and a high initial investment risk. It is found that demand for processed pulses is increasing fast but from a low base. Canned pigeon pea and sprouted chickpea are sold as ready-to-eat foods under different brands in developed countries like the United States and Europe, but the quantities involved are small. However, the market is expected to grow as consumers realize the health benefits of pulses (Handbook of minor and imported pulses of India, 2014)

1.2 Background to the research

Pulses have a vital role to play in Indian agriculture and society for various factors like their nutritive value (protein), predominantly vegetarian diet, ability to improve soil fertility, low resource requirement, etc. But, the progress of pulses has always been lukewarm in spite of the overall impressive growth of Indian agriculture. The Government has focused on improving pulse production through various programs and price support policies but no significant progress in pace with demand has so far been observed leading to rely heavily on imports to bridge the demand-supply gap in pulses. Such an arrangement for an important source of protein in a predominantly vegetarian society will be a major constraint in achieving food and nutritional security of the country. Some of the factors discouraging pulses sector are

stagnation in production, poor area expansion, low yield and low relative profitability, decrease in per capita land availability, increase in demand-supply gap, heavy dependence on imports, inefficient marketing, etc. Keeping in view of above factors and developments like reforms in agricultural marketing, globalization it is imperative to study the various aspects of marketing of pulses. Kitchen Treasures was born from the house of Synthite in October 2013. Synthite is the world's largest producer of value added spices. Synthite has a 42-year long and successful history in producing spices, natural flavours, spice oleoresins, and pure and blended seasonings. Also they are intending to bring about a revolution in quality to every kitchen in India. Their goal is to produce high –quality ingredients that taste like they were prepared in our mom's kitchen. Main products of Kitchen Treasures include premium masalas, spices, pastes and pickles.

1.3 Statement of the problem

Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating the pace of economic development also. An efficient marketing system ensures higher levels of income for the farmers and widens the markets for the products by taking them to remote corners of the country. The marketing of agricultural products in general and pulses in particular has not registered as much attention as the introduction of new technology for expansion of output and yield in our country.

Brand Levels are associated with pulses markets in India. Most of the sales of pulses in India happen through the wholesale markets where the products from different manufacturing units are sold under various well recognized names for the trade. These names generally lose their identity once they cross the wholesale markets and pulse products are sold by their store names with or without packaging at retail level. At the second level we have the private labels/in-store brands which are catching up with the penetration and growth of organized retail. Interestingly, most of the modern retailers give the dual option of loose products as well as packaged products to the consumers. In general, while standard and low priced pulses are sold in loose; the premium ones are sold in the packed form. At the highest level, the consumer level brands are relatively new in the pulses market space and are working towards making a space in the vast pulses market of India.

As per latest estimates available from the industry, the total consumption of various pulses and pulses products in India is about 21-22 million tonnes (raw pulses equivalent). It can also be estimated from NSSO data and industry sources that about 35-40% of the pulses are consumed at the urban level, which leaves us with a window of about 6-7 million tonnes of pulses products (7-8 million tonnes of raw pulses equivalent at 80% average recovery), which can be potentially branded since branding in India has been so far been an urban phenomena. Against this backdrop, estimates indicate that the total branded pulses market size (including the sales through private labels) is about 0.2-0.25 million tonnes, which is just 3-4% of the potential branding space (Pulses Hand E-book,2014). Therefore, the present study is aimed to explore the marketing opportunities of branded pulses through Kudumbashree units, since Kudumbashree is the largest women-empowering project in the country and they are actively engaged in the marketing of wide range of products including organic food, pickles and spices etc. Now the company Kitchen Treasures is planning to utilize Kudumbashree network to market their pulses products, which would be a mutual benefit for the company as well as the Kudumbashree units.

1.4 Objectives of the study

1. To identify the opportunities for branded pulse marketing through Kudumbashree units in Ernakulam city of the Cochin Corporation
2. To examine the ability of Kudumbashree members in undertaking the marketing activities of branded pulses (Kitchen Treasures).
3. To analyse the demand and purchase pattern of branded pulses in Cochin Corporation.

1.5 Significance of the study

The study will help the company to get an understanding about the marketing opportunities pulses through Kudumbashree units in the Cochin Corporation and also to know whether any training or assistance were needed to enhance the marketing ability of Kudumbashree members. Also the company will get a clear picture about the various purchase behavior of consumers and the average quantity of pulses for their consumption in a month. The study will give a detailed description about the percentage of consumers willing to purchase branded pulses from Kudumbashree units and their responses towards a new brand. So that the company can identify the

strong and weak points they have to concentrate more before introducing the branded pulses and can plan their promotional activities accordingly.

1.6 Methodology

1.6.1 Data source

Survey was conducted to collect primary data required for the study. Secondary data were collected from journals, annual reports, magazines and books.

1.6.2 Sampling design

Location:The study was conducted in the South and West zones of Kudumbashree units in Cochin Corporation area.

Sample size: The total sample comprised of 160 kudumashree members and a total of 30 women consumers.

- i. There were 28 and 22 kudumbashree divisions in the West and South zones Cochin Corporation, out of which 4 divisions were randomly selected from each zones. From the 4 divisions again 10 groups were randomly selected to find 2 Kudumbashree members each from the groups to get the total Sample of 160 kudumbashree members from both zones
- ii. Used convenient sampling method to collect data from 50 women consumers.

Method of sampling: random sampling was adopted for collecting data from Kudumbashree members and convenient sampling method was used for finding out women consumers.

Data collection tools: Structured interview schedule was used to collect primary data required for the study. Secondary data were collected from journals, annual reports, magazines and books.

1.6.3 Statistical tools for data analysis

The collected data were analysed using the statistical software IBM SPSS Version 20 by using;

- Percentage analysis
- Index method
- Factor analysis
- MDS (Multidimensional scaling)

Index Method

Respondents in the survey were asked to rank the motivational factors influencing the purchase decision on a selection of key criteria across eleven factors. The criteria used to rank the motivational factors are composed of factors – price, taste, brand, purity and quality, SKUs, availability, packaging, discounts, easy to cook, loose availability and shelf life.

$$\text{Index for the statement} = \frac{\text{Total score obtained for the statement}}{\text{Maximum obtainable score for the statement}} \times 100$$

$$\text{Total score obtained for the statement} = (a \times 5) + (b \times 4) + (c \times 3) + (d \times 2) + (e \times 1)$$

Where,

a = No. of respondents saying very important factor

b = No. of respondents saying important factor

c = No. of respondents saying neutral

d = No. of respondents saying not important factor

e = No. of respondents saying not important at all

Maximum obtainable score for a statement =

Maximum score obtainable for the opinion x Total number of respondents

1.6.4 The period of the study

The study was conducted from 21st July 2017 to 21st September 2017.

1.7 Scope of the study

This study was conducted to know the marketing opportunities for branded pulses through Kudumbashree units in the Cochin Corporation and it would help Kitchen Treasures to understand whether Kudumbashree members are ready to undertake marketing activities of branded pulses, various purchase behavior of consumers and the average quantity of pulses for their consumption in a month. The study will give a detailed description about the percentage of consumers willing to purchase branded pulses from Kudumbashree units and their responses towards a new brand. Also the study will help to identify the influencing factors in purchase decision of pulses and it may help the company to position their products occupy in the mind of retailers and ultimate consumers in future also.

1.8 Limitations of the study

- a) Some of the respondents were unwilling to share information.
- b) Since it is a pre-launching study of the product, the likelihood potential consumers were explored based on the scope of the product and strong assumptions of the researcher's team.

1.9 Chapterisation

The first chapter deals about the introduction, background of the study, statement of the problem, objectives, significance of the study, scope of the study, methodology and limitations of the study. The second chapter deals about review of literature covering the Kudumbashree, market studies related to pulses and constraints in production and marketing of pulses. The third chapter deals about the organizational profile of company. The fourth chapter covers an over view about Kudumbashree. The fifth chapter deals with data analysis and interpretation. The fifth chapter is about the Ssmmary of findings, conclusion and suggestions.

REVIEW OF LITERATURE

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CHAPTER II

REVIEW OF LITERATURE

A literature can be just a simple summary of the source of literature, but it usually has an organisational pattern and combines both summary and synthesis. A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature review are secondary sources, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment.

Here reviews are organised under following headings:

- i) Marketing abilities of women
- ii) Marketing studies related to pulses
- iii) Consumer's preference for branded food items

2.1 Marketing abilities of women

Kudumbasree is a unique poverty eradication mission of the state of Kerala. Many studies have so far conducted in relation with Kudumbasree and self help groups in different parts of our country. A brief view of the studies so far conducted is given below.

Rajamma (1993) in her study relating to empowerment through Income Generating Projects, in Madhugiri Taluk of Tumkur District in Karnataka State points out that the Income Generating Project has increased Women's access to and control over the factors of production. Women started with the traditional activities and slowly they showed interest and confidence in taking up non-traditional employment like brick making (which was usually done by men), running of food co-operative, construction of smokeless stoves and construction of low cost latrines. Over the years, the positive changes within the community are very obvious. Although it is a very slow process, the women of Madhugiri taluk are steadily changing the system and in the process of improving community life.

Karl (1995) in his book entitled "Women and Employment, Participation and decision making" opines that empowerment of women involves different interrelated and mutually reinforcing components: collective awareness and capacity building, skill development, participation and greater control over decision making and action to bring about gender equality.

Sen Gupta (1998) in his paper titled "Empowerment : A Socio-psychological approach to Self Help Groups Formation" claims that empowerment of the deprived begins with their ability to voice their opinion through the process of consensus politics and dialogue backed up by access to education, information, organization, employment and credit.

SuseelaGopalan (1999) in her study relating to empowerment of women through education and employment points out that discrimination adversely affect the status of women and for increasing the status, prime importance should be given to alleviation of discrimination. Empowerment of women with too many opportunities is highly essential for discarding discrimination. She further notes that the status of women is a not always influenced by high literacy rates.

Gurumoorthy (2000) reveals that empowering women contributes to social development. Economic progress in any country whether developed or underdeveloped could be achieved through social development. The self-help group disburses micro-credit to the rural women for the purpose of making them enterprising women and encouraging them to enter into entrepreneurial activities. Credit needs of the rural women are fulfilled totally through the self-help groups. SHGs enhance equality of status of women as participants, decision makers and beneficiaries in the democratic economic, social and cultural spheres of life. SHGs also encourage women to take active part in socio-economic progress of our nation.

Pattanaik (2000) in an article on women welfare and social development argues that women are the vital human infrastructure and their empowerment - economic educational, social and political - would hasten the pace of social development. Investing in women's capabilities and empowering them to achieve their 'choices' and 'opportunities' is the surest way to contribute to economic growth and overall development.

Puhazhendhi and Satyasai (2001) in their study attempted to evaluate the performance of SHGs with special reference to social and economic empowerment. Primary data collected with the help of structured questionnaire from 560 sample households in 223 SHGs functioning in 11 states representing four different regions across the country have formed the basis of the study. The findings of the study reveal that the SHGs as institutional arrangement could positively contribute to the economic and social empowerment of rural poor. The impact on the later is more pronounced than on the former. Though there has been no specific pattern in the performance of SHGs among different regions, the southern region could edge out other regions. The SHGs programme has been found more popular in the southern region and its progress in other regions is quite low, thus signifying an uneven achievement among the regions. Older groups had relatively more positive features like better performance than younger groups.

Meenakshi Malhotra (2004), in her work entitled, "Empowerment of Women" (in 3 volumes), deals with the issues leading to empowerment of women with particular reference to rural women. Volume one deals with issues like gender inequalities in labour market and in entrepreneurship. Volume two focuses on micro finance options for women empowerment. It looks into micro credit schemes for rural women and micro finance movement in India. Third volume describes the various programmes introduced to empower women and bring them into the orbit of development network.

J. Bhagyalakshmi (2004), in the article, "Women's Empowerment - Miles to Go", points out that India as a signatory to the UN Convention has taken several measures to ensure full development and advancement of women. The women specific programmes are showing positive results in empowering women, until now, one feels, there are miles to go and promises to keep. All forms of violence against women, physical and mental, whether at familial or communal level shall be dealt with great care. She states that all forms of discrimination against girl child and violation of her rights shall be eliminated by undertaking strong measures both preventive and disciplinary within and outside the family. Though women play a major role in agriculture and allied sectors, their contribution is hardly recognized. Intensive efforts are needed to ensure that benefits of training, extension and various programmes will reach them to make them more effective in their own area of operation.

Beena George (2008) in her study among the rural women for measuring empowerment through Microfinance finds that the economic independence and freedom acquired by women through micro-finance activities contributed significantly in changing the life styles. Majority of the respondents perceive changes in their roles in the families and in the society. There is significant difference in the gross annual family income before and after joining women in self-help groups. The respondents generally feel that income generation is essential for their empowerment.

Gladis Mary (2008) in a study among SHGs conducting jasmine cultivation in Ernakulam district in Kerala concludes that after forming SHGs, the women attained economic independence. They have freedom in spending their earnings. In addition to that, significant increase was noticed in matters like self-confidence and health matters. The attitude of their husbands was also changed.

Lathika (2008) in her study in the rural areas of Kerala state for assessing the empowerment of women through kudumbashree project concludes that empowerment can arrest the deterioration of the mental state of women. Kudumbashree has made its mark in threading a new route to women empowerment. She claims that vulnerability of women can become an unsung saga if kudumbashree put on its mettle in the right perspective

Minimol M. C and Makesh K. G (2012) in their study identified that Intellectual empowerment is considered more important, or at least equally important to social, economic or financial empowerment. The concept of personal empowerment often fails to encompass intellectual empowerment. The objective intended to be achieved is that the members become more capacitated to think and act better from blunt in thinking to sharp; and from thick in action to fine. According to them the concept of SHGs for rural women empowerment has not yet run its full course in attaining its objective.

Sanjay Kanti Das (2012) in his study indicated that SHG-Bank Linkage of micro finance programme has a profound influence on the economic status, decision making power, knowledge and self worthiness of women participants of SHG linkage programme in Assam.

Kenneth Kalyani, Seena P.C (2012) reveals that economic development is the base for other development. Collective effort has been recognized as tenets of women

empowerment. Through women empowerment leads to sustainable social development. Economic development of women leads to better living status in the family, educational, nutritional, and the health needs of the children were well satisfied. Economic independence through Kudumbasree improved the social participation of its members and the Kudumbashree NHG movement is supporting for social empowerment of poor women flock.

2.2 Marketing studies related to pulses

Gill K.S. et al (1972) made a study on Marketing of Pulses in Punjab; study on trends in area, production and marketing pattern followed by producers of pulses in Punjab. The study was confined to those markets of Punjab where local pulses were brought for sale.

Oppen. M. Von et al (1980) studied Marketing of Pigeon pea in India; the variation of prices at which different lots of pigeon pea may be transacted to any market reflects consumer preferences and can be explained by variation in quality.

Sharma (1981) has discussed the problems caused by lack of good quality seeds, facilities for further seed multiplication, training and incentives for seed growers and efficient distribution and marketing channels. Because of the schemes provided by the Government, seed production has gained momentum in all the states and it is expected that the future demand for pigeon pea seeds will be met in a large manner.

Varadarajan. S (1986) the study has reported the production, marketing and consumption aspects of pulses in Tamil Nadu covering major districts where cultivation of pulses is concentrated. Results are presented under the headings: marketing, prices and consumption.

Marks. N. (1996) a study tour was undertaken with the objective of identifying market opportunities for exporting pulses from Australia to India, Pakistan and Bangladesh. The crops were chickpea, field pea, lentils and grass pea.

Hla Kyi (1997) focused the pulse production in Myanmar (Burma); the issues discussed were related to the production situation, pulses consumption, marketing (market structure, price vs. marketing cost and margins) and export marketing.

Brahm Prakash et al (1999) made a study on Pattern of Market Arrivals and Prices of Mungbean in U.P.; annual variability in prices was more than that of arrivals of mung bean. No definite trend in coefficient of correlation between market arrivals and prices was observed.

Umaid Singh & Singh. U (1999) studied the Cooking Quality of Pulses; topics reviewed were general characteristics of pulses, availability in daily diet, consumer preferences for pulses, market demand for pulses, mechanism of cooking, methods of cooking, nutritional qualities of pulses, conclusions and future research needs.

PratibhaParihar et al (1999) focused on effect of Cooking Processes on Nutritional Quality of some Common Pulses; the effect of open vessel boiling and pressure cooking on the nutritional quality of the seed was examined in three varieties of red gram, Bengal gram, green gram, black gram, lentils and soyabean. Losses of carbohydrate, protein and fat incurred in all the pulses and soyabean during cooking.

Schneider A.V.C. (2002) opined that The human consumption of grain legumes and pulses in Europe and the European Union (EU) is lower than in other regions of the world. However there is a lot of variation between countries and an overall slight increase has been observed in recent years. The major trends in the EU pulse market are illustrated here with a specific focus on Spain, France and the UK, which account for about 60% of the EU pulse consumption. The ways in which pulses are consumed are very different in the various EU countries, due to different regional food habits and traditions, and to differences in the supplies of grain legumes and the markets. Canned products dominate pulse sales compared with dry pulses sold in packets. Dry beans are the most consumed of the pulses in the EU but the preference between species varies according to country.

Dorothy Murrell (2016): in his Paper of Global research and funding survey on pulse productivity and sustainability states that there is a strong desire and action across all national and global research and funding agencies to develop genomics tools for breeding programs , to conduct state-of the-art breeding programs for improvement in genetic gain, pest resistance and quality, to improve crop production and crop protection practices for farmers, to produce food in a sustainable manner, to transfer information in a useable form to farmers to help make farming profitable, and to develop new resilience in crops to meet the challenges of climate changes, largely including drought and heat.

2.3 Consumer's preference for branded foods

Kotler and Armstrong (1997) concluded the consumer purchasing decisions take place over a period of time. The overall goal during this decision process is to evaluate various alternatives and choose product that satisfies the consumer in an optimal way. Consumers get influenced by several major factors while they make their decisions. These factors can be grouped as social, cultural, psychological and personal factors

Schiffman and Kanuk (2000), defined, following are the main sources of that influence on Attitude formation. The formation of consumer attitudes is strongly influenced by personal experience, the influence of family members and friends, direct marketing, and mass media. Direct experience refers the attitudes towards the product formed by the directly consuming the product.

Srinivasan (2000) in his article "Consumer perception towards processed fruits and vegetable products" revealed that, consumer with higher educational level was found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high income group. The tolerance limit of price increase identified was less than 5 per cent, any price change above this limit, would result in discontinuance of the use of the processed product. Consumers preferred processed products because of convenience of ready-to-eat form

Blackett and Robbins (2001) consistently said that the key drivers of demand for products are awareness/familiarity, perceived quality, sales quality and price. These tool drivers influence the perception of costumer in term of decision making.

Svederberg, Eva (2001) revealed in their study that consumer's choice of food products is based on environmental issues as well as on issues concerning their health. Their thinking on nutrition and health is based on whether the food product was produced locally or not and on the list of ingredients. The study also found that consumer's understanding of packed food label information is low.

Gaur and Waheed (2002) on their study "A Study of buying behaviour for branded fine rice" conducted a study on buying behaviour for branded fine rice in Chennai and Coimbatore city. The study indicated that retailers were ranked as the prime source of information and the family members as the next important source of information about the branded fine rice. Rice mandy formed the major source of

purchase for Chennai (73.00%) and Coimbatore (70.00%) households. Quality and image of the brand were ranked as first and second factors influencing brand preference in both Chennai and Coimbatore cities.

PinyaSilayoi, Mark Speece (2004) conducted an exploratory study on packaging and purchase decisions and found visual package elements play a major role, representing the product for many consumers, especially in low involvement and when they are rushed. Most focus group participants say that they use label information but they would like it if it is simplified.

Vasant P Gandhi and Abraham Koshy (2006) conducted a study to examine the marketing of wheat in India, focusing on the private marketing system, the marketing efficiency and quality. The study finds that the farmers now almost invariably sell in the nearby primary market rather than to village traders, indicating increasing awareness and mobility. The study finds that typically, the market intermediaries provide hardly any special or value adding services or development, in return for the commissions and margins, other than conducting the transactions and making the payment. The farmers see considerable scope for improvement in the marketing system. However, the commission agent and traders seem relatively satisfied.

Narang (2006) in his study "A study on branded foods" opined that, a buyer does not stick to one brand in case of food purchasing. They should be able recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discounts and free offers with purchase were suggested to increase rates.

Pinyasilayoi and Mark Speece (2007) conducted a study on the importance of packaging design and the role of packaging as a vehicle for consumer communication and branding. The study investigated the knowledge about consumer psychology which was important for the manufacturers to understand consumer response to their packages. The results of the study gave some insights of consumer preferences for food packages in Bangkok and Thailand, which are fair representatives of many markets in Asia, Where the modern urban middle class is rapidly expanding.

Jabir Ali, Sanjeev Kapoor, Jana KiramanMoorthy (2010) conducted a study to assess the consumer's preferences for food and grocery products. A total of 101 households having sufficient purchasing power were surveyed. The preferences of the consumers clearly indicated their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging and non-seasonal availability. It was also found that most of the food and grocery items were purchased in loose from the nearby outlets. Fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items were less frequently purchased.

Sushil Kumar and Jabir Ali (2011) conducted a study for assessing consumer awareness and usage of food labels and influences on food buying behaviour. The results indicated that particular category of information was used more by the consumers while purchasing packaged food products. Differences across various socio-economic groups were also significant in many cases. The results had very strong implications for regulatory authorities as well as food companies.

Lakshmi Nair(2011) in her study "Private Labels Brands in Food & Grocery: The Changing Perceptions of Consumers & Retailers in India- A Study in the Pune Region" viewed that the private labels or store brands are on escalating journey for growth in last few years in Indian market. The growth of private label brands (PLBs) is quite impressive in food and grocery segment, in spite of presence of leading national manufacturers brands in most of the categories. Though, initially PLBs were considered as cheap alternatives and therefore visible in copycat and generic categories, today they are a part of well defined retail mix strategy, are developed in value innovators and premium categories for profit maximization and customer loyalty. This paper examines the growth of these PLBs internationally and among Indian retailer, mainly in food and grocery segment. It investigates the perceptions of consumers for PLBs and their involvement in purchasing of such PLBs in the retail segment. The purpose is to analyze unique PLB associations in the minds of consumers so as to gauge the customer loyalty, consumer preferences and shopping behavior, and thereby add to retail brand equity

Shendge (2012) on his study "A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to NaviPeth Area in Solapur City" viewed that Chocolate is liked and eaten by all age group of people.

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ORGANISATIONAL PROFILE

CHAPTER III

ORGANISATIONAL PROFILE.

3.1 Institutional profile of Kitchen Treasures

Kitchen Treasures brought by the house of Synthite – world's largest producer of value added spices. The journey of Synthite starts from 1972. This was time when Synthite had just begun to grapple with international quality norms. But even at its nascence, the company always showed the potential to blaze a new trail. Today, as they account for more than 30% share in the global Oleoresin market, and are preparing to make new forays, set off on new expeditions into the world of food ingredients.

The story of the evolution of Synthite

1972 Year of establishment

1980- Government of India recognizes Synthite as an Export House. First national award for best exporter

1985- Launches Herbal Isolates (P) Ltd. for the manufacture of dehydrated green pepper, pepper in brine, sterilized spices and essential oils.

1986- Launches Fragrance Division at Maradur, Coimbatore for the production of floral concretes and absolutes of Jasmine, Tuberose and Mimosa in technical collaboration with Cal-Pfizer, France.

1994- Becomes the first Indian company in the food sector to obtain ISO 9002 certification from BSI UK.

2000-Launches Synthite Exports Ltd

2001-Launches Natural Colour Division at Harihar.

2003-Sets up wind mills at Udumalpettu, Tamil Nadu.

2007-Sets up Super Critical CO₂ extraction plant for solvent free extracts

2010-Goes global, sets up establishments in the US and in China

2012-Commissioning of Synthite's first overseas production facility in Xinjiang, China for the production of Paprika

2013-Commissioning of Capsicin production facility in Ongole, Andhra Pradesh and Lutein production facility at Coimbatore, Tamilnadu

Today, as they account for more than 30% share in the global Oleoresin market.

Vision, mission and values of Synthite

Vision

By consistently delivering the ingredients of success for the most exciting food, health and fragrance solutions, we will be the partner of choice to our clients worldwide.

Mission

Sustainable Growth: Grow smart, grow fast, grow together.

Innovation: Operational excellence powered by innovation.

Customer Service: Cultivate customers, care more.

Enhance Value: For all stakeholders.

Making it a great place to work : Winning people through collaboration.

Values

Values are the bedrock of an organisation. They form the basis of the behavior of its members. At Synthite, they strive to find the perfect balance between individual and organizational values.

As an organization, Synthite has always insisted on a strong sense of business ethics and moral values. They lead by example, so their values become the values of their people. They believe in motivating and encouraging, instead of conditioning or enforcing. And it is this value-system that defines the way they function, as an organization and as a family.

Performance

They are constantly looking to improve performance and better the quality of life, by improving the quality of food they are replacing Synthetic additives, colours and flavourings with natural alternatives. This ensures better health for consumers and a better world to live in.

Fairness

At Synthite, they have always given due credit to the value of fairness. And

always expected and offered this quality in all business transactions. Synthite has been consistent and principled in every relationship. Be it with their clients, employees, or stakeholders.

Innovation

At Synthite, believe that technology combined with acumen for innovation, has always helped us address even the most challenging customer requirements. So, they strive to achieve the highest level of scientific excellence and then innovate further to enhance the value that it provides to our final consumers.

Commitment

They are accountable to the customers they serve, to the employees they work with, and to the environment in which they exist. Synthite honors its commitments to all of the above, and works symbiotically with them, pledging to give back more than what it takes.

Communication

At Synthite they believe open communication to be the driving force for upholding their core values at all levels for achieving mission and realizing vision.

Teamwork

As they moved up the ranks as an organization, their employees have moved up with them. This teamwork is the essence of work culture.

Kitchen Treasures

Kitchen Treasures from the house of Synthite is launched in April 2013. From inception, they've one goal in mind: to deliver wholesome ingredients that make people feel like they were made at home. Began with 100% pure spices and masalas and then expanded to pastes and pickles. They intended to bring a revolution in quality to every kitchen in India, and give chefs, cooks and foodies the ultimate cooking experience.

Products

1. **Spices** – Chilli powder, Coriander powder, Turmeric powder, Crushed chilli, Black pepper powder
2. **Whole spices** - Whole chilli, Cumin, Fenugreek, Pennel, Mustard.
3. **Masala blends** – Garam Masala, Sambar Masala, Vegetable Masala, Pickle powder, Rasam powder, Fish Masala, Meat Masala, Chicken Masala, Mutton Masala, Chilli Chicken Masala, Biriyani Masala, Egg Masala, Kebab Masala/ Chicken 65, Beef Ularthu Masala, Chicken Fry Masala, Special Sambar Powder, Kulambu Masala, Curry powder, Lime Rice, Puliogare Mix.
4. **Pickles**– Hot and Sweet pickle, Ginger pickle, White lime pickle, Dates pickle, Gooseberry pickle, Kaduku Mango pickle, Cut mango pickle, Tender mango pickle, Garlic pickle, Fish pickle, Prawns pickle, Lime pickle, Mix veg pickle.
5. **Paste**– Tamarind paste, Ginger Garlic paste, Ginger paste, Garlic paste.
6. **Breakfast** – Puttu powder, chembaputtu, Dosapodi, Idilipodi, Pattiri / Idiyappampodi, Appam.
7. **Ready-to-cook** – Coconuitvaruthara, Biriyani, Chicken Curry, Fish curry, Fish Fry, Meat curry.
8. **Export** – Karols Plum cake

They have total 52 varieties of products and 17000 outlets in Kerala. Having Export over 5 countries(US, Middle east, Singapore,Australia,Newzland) 92 distributors around Kerala and have 4-5 modern trade (Lulu,BigBazar,Reliance)

Core values of Kitchen Treasures: 100% revolution!

100% Trust

A happy customer is a guarantee of trust, and they always do their best to make their customers happy. Have a legacy that goes back forty years; a legacy that's been recognized by the Spices Board of India every year since 1976.

100% Wholesome

No pesticides in food. No impurities in your ingredients. It's possible thanks to FarmTech: their in-house expertise in raw material sourcing from quality-approved

farmers' networks. This guarantees traceability of the raw materials used in kitchen treasures products.

100% Goodness

Mothers would say, "Before cooking, make sure it's clean." they follow our mothers' wisdom at Kitchen Treasures. The raw materials are cleaned multiple times during our stringent manufacturing process, ensuring that the end-product is 100% safe to cook.

100% Reliable

Put these all together, and it's no wonder that Kitchen Treasures has been certified by the HACCP and BRC for commitment to global standards of quality and production. With a million happy customers worldwide, Kitchen Treasures is the brand you can rely upon.

Product quality & processes

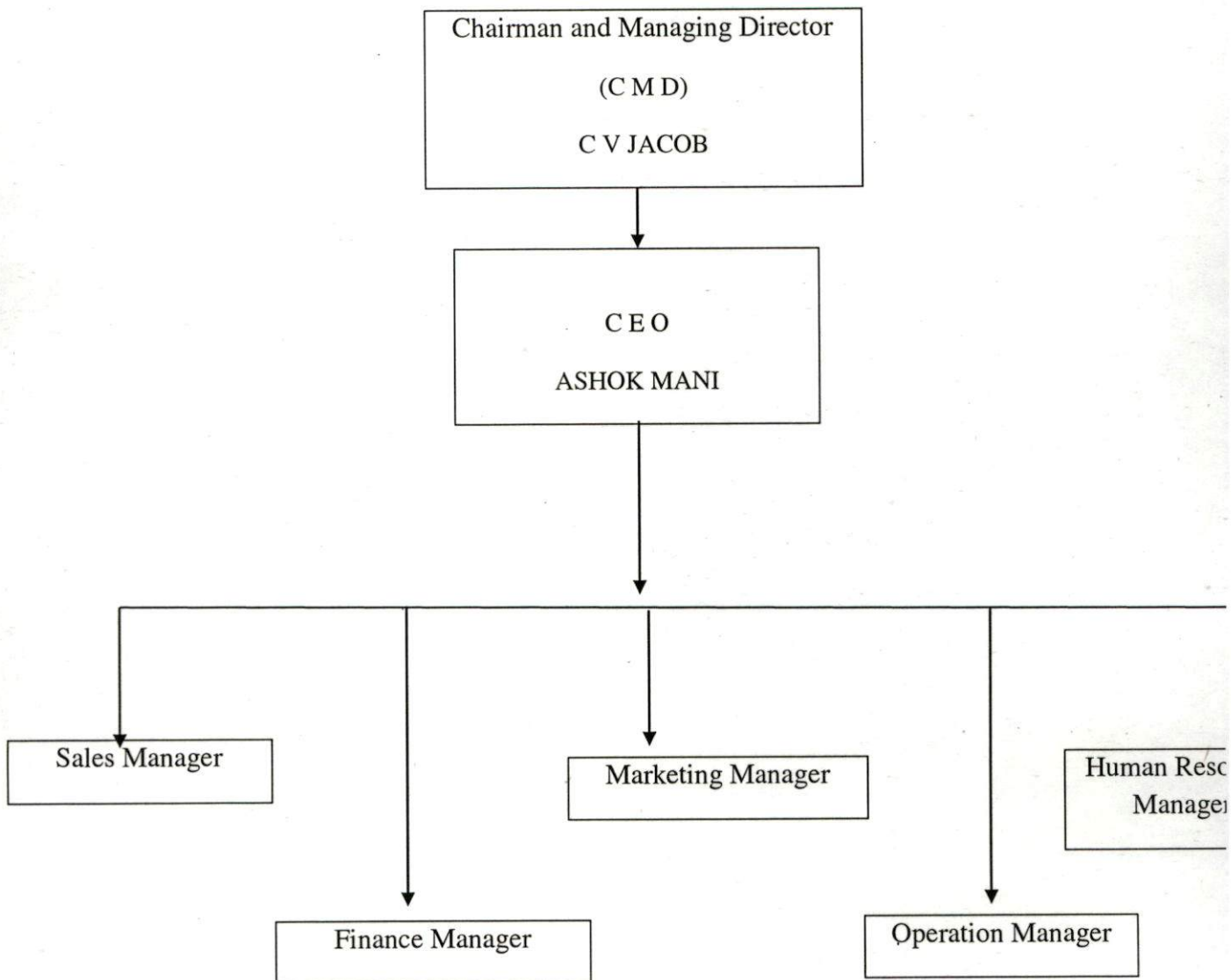
1. Has a multi-layered quality control system that begins right at the farming stage. Also exercise maximum control over farming techniques and limit the usage of synthetics. units are ISO 22000:2005 certified. All products are USA-FDA quality standard.
2. Has a state-of-the art, ISO certified and HACCP and BRC compliant processing facility, that meets global food safety standards.

Promotion and advertisement activities

- i. Advertisements play a vitalrole.
- ii. Online marketing
- iii. Trial marketing in Ernakulam
- iv. Promotion through small contest (meet Sachin campaign)
- v. TV promotions, commercial,paper
- vi. BTL activities
- vii. Retail schemes for retail marketers
- viii. Quantity purchase scheme
- ix. Dealer boards

Organisation Structure

Fig 3.1 organisational structure of Kitchen Treasures



Future Plans & Missions

- Expansion – noodles, ketchup, sauces.
- Exporting developments
- Unit developments
- Social works, charity work
- By 2020, Synthite group is targeting to achieve a turnover of Rs 3,000 crore (mission 2020).

KUDUMBASHREE-AN OVERVIEW

CHAPTER IV

KUDUMBASHREE - AN OVERVIEW

Kudumbashree is an innovative initiative towards engendering development in Kerala and is formed with a view to help the poverty-stricken people to take initiative for a practical solution to poverty. It is a multi-sectoral poverty alleviation programme initiated by the Government of Kerala in 1998 to eradicate absolute poverty from the State within a period of ten years by empowering women through collective action. It is a community initiative using women's agency with legal backing, implemented as part of Panchayati Raj System. Kudumbashree literally means prosperity of the family. The Government of Kerala launched the programme with the active support of the Government of India and the National Bank for Agriculture and Rural Development (NABARD) and it is being implemented by the State Poverty Eradication Mission of the Government of Kerala since 1999 under the leadership of Local Self Governments, formed and empowered in 1992 by the 73rd and 74th constitutional amendments. It is a participatory, women oriented poverty reduction programme, which is being implemented in Kerala with the specific objective of wiping out all the visible manifestations of absolute poverty from the State by AD 2008 and the strategy slogan of the Mission is 'reaching families through women and reaching the community through families'. It also aims at women empowerment, increase in income of women, fellowship, upliftment of women and children, planned social development, self reliance, decentralization of power, attaining a proper system of organizing the poor etc.

Kudumbashree is a novel scheme of poverty alleviation based on microcredit and Self-Help Groups and it aims at improving the living levels of the poor women in rural and urban areas. Organisation through neighbourhood groups, participation of Local Self Government Institutions, and integration of poverty alleviation programmes, possibilities of coordination between Regional planning and GramaSabhas etc. distinguish Kudumbashree from other Self-Help Groups in India. It has, in fact, adopted a strategy of women empowerment for poverty eradication. It claims to overcome the limitations of all the schemes implemented by the government so far in bringing gender equality and empowerment of women. Under the project, the poor themselves design and implement development initiatives required for them. It is

an organizational innovation overcoming the barriers of government beaurocracy to reach the benefits of various government programmes and resources to the poor and is a multisectoral women centered participatory poverty eradication movement which aims at the economic empowerment of the poor through development and nurture of thrift and credit societies and micro enterprises and also social and political empowerment of socio economic disadvantaged section of the society by acting as a collective social action domain and by creating avenues for the political participation. The project aims at the all-round development of the people below poverty line. The Mission Statement of the project is "To eradicate absolute poverty in ten years through concerted community action under the leadership of Local Self Governments, by facilitating organisation of the poor for combining self-help with demand led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty holistically".

The Kudumbashree was registered in 1998 as the State Poverty Eradication Mission under the Travancore-Cochin Literary, Scientific and Charitable Societies Act. It is a successful Government Oriented Non-governmental Organization (GONGO) and gives prime importance for the economic empowerment of the poor, especially the women, in Kerala. This multifaceted women-based participatory poverty eradication programme is implemented through the three-tier Community Based Organisations (CBOs) of poor women in co-operation with Panachayat Raj Institutions (PRIs). Women empowerment through economic empowerment that facilitates poverty eradication is the core of Kudumbashree. However Kudumbashree views women empowerment as a means to an end; not an end in itself. The Kudumbashreeprogramme of Kerala is a globally acknowledged model of poverty eradication and women empowerment at grass root level with the gender, environment and democratic process components intersecting with each other successfully. The programme is built on the facilitation and volunteer work of:

(a) Kudumbashree officials and

(b) Volunteers working at NHG, ADS and CDS levels along with the support of local governmental Officials.

Kudumbashree is a strong organization in terms of participation and it can be viewed as a social security scheme which incorporates both the protective and promotional elements of the conventional social security schemes. However its scope

and reach is far wider than any conventional social security schemes currently underway in the State. It is a unique programme through which Kerala is witnessing a silent revolution, spawning women power, possibly restoring to the state its lost matriarchal legacy, where the women enjoyed pre-eminence, safety, security and respect, including self-respect. The important aspects which made the Kudumbashree and its structure a unique programme are: (i) Contrary to most welfare or social security schemes, in principle, the decision making authority rests with the elected representatives, who are poor women themselves rather than bureaucrats or politicians (ii) It has a dual advantage, which no other existing welfare programmes can boast of: a functional dynamism which is found among the non-governmental organization as well as stronger interaction with, and backing from, local self-governments and thereby gaining a legitimacy and (iii) Besides carrying out its activities to address the risk factors, it also conducts regularly a range of programmes with specific objectives, such as awareness and educational programmes as female empowerment, and entrepreneurship programmes.

Emergence of Kudumbashree project in the state of Kerala

Enthused by the phenomenal success of the Alappuzha and Malappuram models of participatory development with the active involvement of the stakeholders, the Government of Kerala resolved to extend the participatory women based programme to the entire state of Kerala in 1998 under the name 'Kudumbashree'. It was based on a master plan prepared jointly by State UPA Cell, Kerala State Planning Board and Thiruvananthapuram Regional Office of NABARD. At the inception, the activities of Kudumbashree were confined to the urban areas and urban and rural areas of Malappuram district where the antipoverty programmes have been attempted through community based structures as envisaged in Kudumbashree. Gradually its activities were extended to the entire rural areas in a phased manner and at first during June 2000, 262 Grama panchayats were brought under Kudumbashree Project. Subsequently during November 2001, 338 Grama Panchayats and in March 2002 the remaining 291 Grama Panchayats were covered under Kudumbashree. The districtwise number of panchayats brought under Kudumbashree at different phases is given in Table 3.1.

Table 4.1 : District- wise number of panchayats brought under Kudumbashree at different phases

Sl. No.	District	No. of Panchayats				Total
		Prior to Phase-I	Phase-I	Phase-II	Phase-III	
1	Thiruvananthapuram	-	20	28	30	78
2	Kollam	-	13	29	27	29
3	Pathanamthitta	-	7	23	24	54
4	Alappuzha	-	15	30	28	73
5	Kottayam	-	13	28	33	74
6	Idukki	-	15	24	12	51
7	Ernakulam	-	22	36	30	88
8	Thrissur	-	60	16	16	92
9	Palakkad	-	15	24	51	90
10	Malappuram	100	-	-	-	100
11	Kozhikkode	-	27	30	20	77
12	Wayanad	-	7	18	-	25
13	Kannur	-	41	20	20	81
14	Kasargode	-	7	32	-	39
Total		100	262	338	291	991

Source: Compiled and computed from the publications of Kerala State poverty Eradication Mission, Thiruvananthapuram.

Key features of the Kudumbashree project

1. The programme covers every family below the poverty line.
2. A woman, a paradigm shift from the a priori male-centric model of poverty alleviation programmes, represents each family. Women have imparted a new dimension to the project in terms of feedback on poverty indicators, sensitivity to problems of the poor, commitment to poverty alleviation, and special attention to gender concerns.
3. The whole system is democratic and encourages full participation through periodic discussions and rotation of volunteers every two years.

4. The volunteers have ample opportunity to hone their leadership qualities through regular capacity building initiatives.
5. The democratic hierarchy of the organisation facilitates interventions at different stages of the local development planning process.
6. The representative character of the organisation enables it to be a powerful interest group representing 30-35 per cent of the population.
7. Since discussions are taken based on analysis of the field situation and through the medium of regular discussions, the plans represent the felt needs and priorities of the community.
8. The hierarchical organisation with the higher levels 'nesting the representatives of the lower level' affords good channels for quick and effective communication.

The vision of Kudumbashree

The principal aim of the Kudumbashree programme, mentioned in its Mission Statement is 'to eradicate absolute poverty in ten years'. Poverty as recognized by Kudumbashree went beyond lack of income and have multidimensional characteristics and causes. According to the Kudumbashree mission; poverty is not merely a financial scarcity but it also concerns lack of a proper house, lack of fresh water, insufficient hygiene facilities, lack of nutritional food, insufficient educational facilities, lack of opportunities for expressing the opinions, insufficient medical facilities, problems of unemployment etc. Hence, in order to get the above- mentioned problems solved, effective and many-sided activities have to be conducted by Kudumbashree. Women empowerment through micro finance, micro enterprise and convergent community action is the core activity of Kudumbashree, which is an organization of women from below the poverty line. Kudumbashree CBOs converges the schemes, ideas, concepts and resources of various governmental and non-governmental agencies and line departments working in poverty reduction and social sectors.

The Mission takes up the problem of poverty holistically and deals with other issues related to poverty like shelter, self-reliance, education and communication. The project has adopted a different methodology in wiping out absolute poverty by organizing the poor into Community Based Organisations. The methodology adopted by the Mission is to build community structures of women drawn from poverty-stricken families and utilize their collective energy to build income-generating assets

with the help of Government and NABARD and facilitate them to overcome the tide of poverty through social and economic empowerment. The Mission follows a process approach rather than a project approach. The spirit of self-help is the guiding principle in this process. The areas of concentration of the Kudumbashree are housing, safe drinking water, sanitation and entrepreneurship development.

The specific objectives of Kudumbashree are:

1. Facilitating self-determination of the poor families through a transparent risk index composed of socially accepted indicators of poverty through a participatory survey.
2. Empowering the women among the poor to improve their individual and collective capabilities by organizing them into neighbourhood groups (NHGs) at the local level, area development societies at the ward level (ADSs) and community development societies (CDSs) at the local self-government level.
3. Encouraging thrift and investment through credit by developing CDSs to work as informal banks for the poor.
4. Improving incomes of the poor through upgradation of vocational and managerial skills and creation of opportunities for self-employment and wage employment.
5. Ensuring better health and nutrition for all poor families.
6. Ensuring access to basic amenities like safe drinking water, sanitary latrines, improved shelter and healthy living environment.
7. Ensuring zero dropouts in schools for all children belonging to the poor families.
8. Promoting functional literacy among the poor and supporting continuing education.
9. Enabling the poor to participate in the decentralization process through the CDSs as sub-systems of the local government.
10. Helping the poor to fight social evils like alcoholism, smoking and drug abuse, dowry, discrimination based on gender, religion, caste, etc.
11. Providing a mechanism for convergence of all resources and services meant for alleviation of poverty in the state.
12. Collaborating with the government and non-government institutions and agencies in all activities related to improving the quality of life of the poor.

The key elements of Kudumbashree are:-

1. Community- based identification of the poor on the basis of transparent criteria;
2. all inclusive organization of the poor through women;
3. linkages with panchayats
4. building confidence to access entitlements;
5. building capacity to access economic opportunities;
6. social security through mutual thrift and mutual help;
7. social capital building through regular meetings and interactions;
8. participatory planning for poverty reduction;
9. tackling multiple dimensions of poverty;
10. demand –based convergence of services
11. excellent outreach and feedback mechanism; and
12. potential for expansion to cover children, youth and old.

The Kudumbashree system facilitates micro level interventions to reduce poverty and accurately monitor poverty reduction initiatives.

The Focus

Kudumbashree Mission focuses on: 1. Training for change 2. Education 3. Share and care 4. Community health care 5. Environmental sanitation 6. The poor women's bank, and 7. Community financial Management.

The Strategies

Kudumbashree aims at empowerment of women to become the active leaders rather than passive recipients. The strategies thus consist of: (a) Formation of women collectives (b) Information and training (c) Skill upgradation (d) Thrift-Credit operations (e) Infrastructure development (f) Micro enterprise development (g) Power to the people, and (h) Leadership

Community based organizational structure of Kudumbashree

Kudumbashree has a three-tire hierarchal system of organization. The structure of Kudumbashree is based on 'nesting principle'-NHGs at the grassroots, ADSs at the ward level, and CDS at the Panchayat level. The grass root level organisations of Kudumbashree system are the Neighbourhood Groups (NHGs)

comprising of 15-40 adult women members, each from a distinct family of the area concerned. These Neighbourhood Groups (NHGs) are integrated in ward level as Area Development Society (ADS) and in Corporation/Municipal/ Panchayat level as Community Development Society (CDS). Under the system, the NHGs are at the lowest level and the highest level is the community Development Society (CDS). In between these two levels, the Area Development society (ADS) functions. The three-tier organizational system of the poor women is an effective platform for converging various anti-poverty programmes of the State and Central Governments. These community based organisations i.e. Neighbourhood Groups (NHGs), Area Development Societies (ADSs) and Community Development Societies (CDSs) are the life blood of Kudumbashree. The Community Based Organisations of the Kudumbashree promote self-help and mutual help and it provides opportunities for public action. The administrative power of these organisations functioning in three level systems is vested in the hands of women chosen democratically from the poor families. An important component of the Kudumbashree structure is its association with, and backing from, local selfgovernments and bureaucracy both at the ADS and CDS levels.

Neighborhood Group (NHG)

Neighbourhood Group, the grass root level organisations and the building block of the Kudumbashree Community Based Organizational structure, is an association of 15-40 women members, each belonging to a distinct risk family. The membership in Neighbourhood Group (NHG) is based on the rule of 'one family, one member'. Identification of the poor is one of the prime requisites for the formation of Neighbourhood Groups and Kudumbashree uses a multi-dimensional concept to gauge poverty rather than just judging via a shortfall in income or consumption of a family. The nine parameters adopted initially by Kudumbashree for identifying the poor households have undergone changes and separate indices have evolved for rural and urban areas. If four or more of the indicators are positive in a family, Kudumbashree considers it as a risk family.

The revised non-economic risk indicators used in rural areas are: 1. No land/less than 10 cents of land 2. No house/Dilapidated house 3. No sanitary latrine 4. No access to safe drinking water within 300 meters 5. Women-headed household/presence of a widow, divorcee/abandoned lady/unwed mother 6. No

regularly employed person in the family 7. Socially disadvantaged Groups (SC/ST) 8. Presence of mentally or physically challenged person/ chronically ill member in the family. 9. Families with an illiterate adult member.

The present poverty index of urban areas is: 1.No land/ Less than 5 cents of Land 2. No house/Dilapidated house 3. No sanitary latrine 4.No access to safe drinking water within 150 meters 5.Women headed household/Presence of a widow, divorcee/abandoned lady/unwed mother 6.No regularly employed person in the family 7. Socially disadvantaged groups (SC/ST) 8.Presence of mentally or physically challenged person/chronically ill member in the family 9. Families without colour TV

Administrative Set –up of Neighbourhood Groups

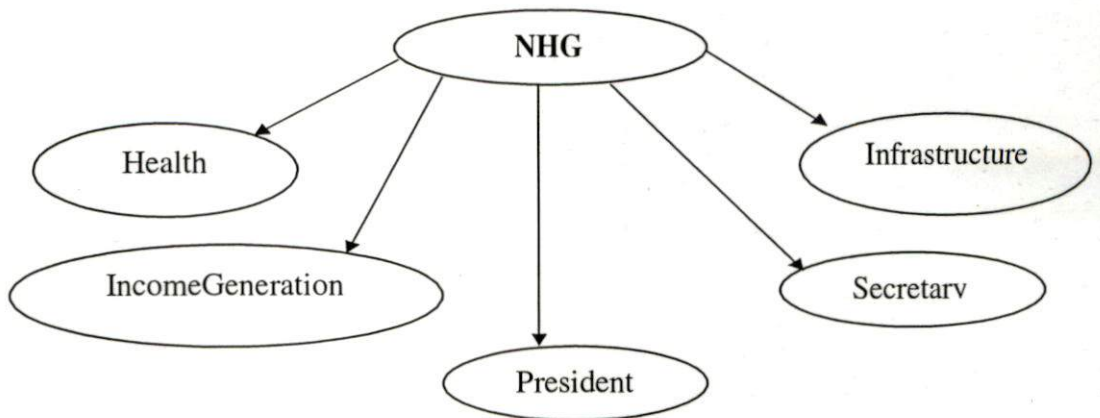
Each Neighbourhood Group functions through a five-member volunteer committee, democratically elected from among its members, consisting³² of a president, secretary, a community health volunteer, an income generating activity volunteer and infrastructure volunteer. They coordinate and lead the various activities of the NHGs. Each member of the committee is assigned with specific responsibilities, viz.

1. The president has to preside over the weekly meetings and to impart necessary leadership and guidance to the group members.
2. The secretary is expected to record the proceedings of the meeting and is responsible for necessary follow up including motivation and team building
3. The community health volunteer is bound to look after various health related issues of the group members, particularly among children, women and the aged, and is responsible for the convergence of various programmes undertaken by the health and social welfare departments.
4. The volunteer for Income generation activity is entrusted with the duty of collection, consolidation and maintenance of books, accounts and registers in connection with thrift mobilization. She is also responsible for promoting self-employment and income generation activities among the members of the neighbourhood groups.
5. The Infrastructure volunteer has the responsibility of acting as a catalyst for local development and to work as a liaison with the local bodies. She is in charge of the basic infrastructure needs of NHG-such as housing, sanitation, drinking water, drainage etc. Infrastructure backwardness of the group should

be tackled with the help of various ongoing governmental programmes under the leadership of this volunteer.

The President and the secretary have not only to ensure the smooth functioning of the group but also to serve as a medium of integration with concerned Area Development Society, in which the NHG is federated. The way in which these leaders function is shown in the following chart.

Fig.4.1 Components chart of NHG

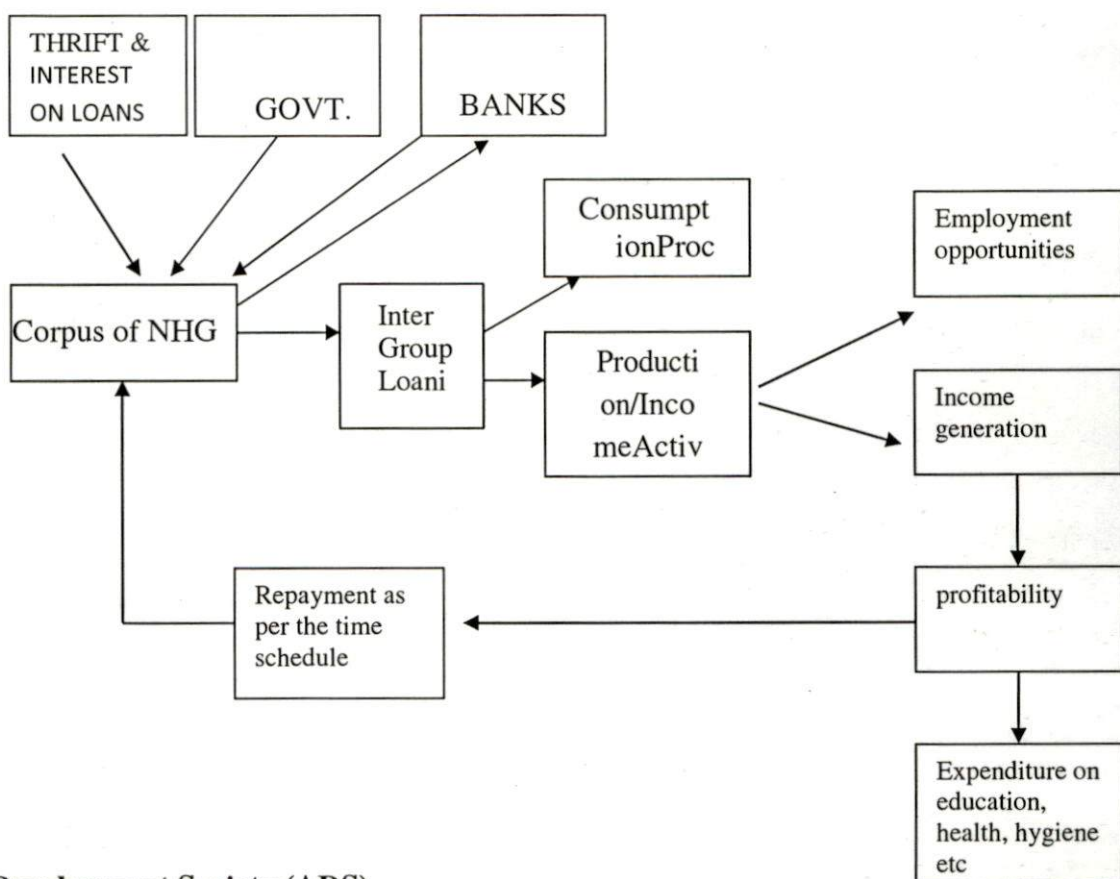


The important activities of the NHGs include credit and thrift programme, awareness on health, women and child development activities, activities on basic infrastructure, income generating activities, active participation in Grama Sabha (Village Assembly), micro –plan preparation, operating Joint bank account, account keeping, reporting etc.

Resource Mobilization and Utilization by Kudumbashree NHGs

The Kudumbashree NHGs mobilizes resources from different sources like weekly savings, bank loans, Government assistance by way of revolving fund, matching grant etc. and also by way of fines and penalties for non-attendance in meetings and default in paying monthly savings and principal repayments. The groups are then involved in inter-lending activities for consumption and productive purposes. The income generated through productive economic activities are then used for repaying the loan amount and for spending on basic health, education etc. The mobilization of corpus fund of NHGs and their utilization are shown in the following chart.

Fig4.2. Resource mobilization and utilisation by NHGs



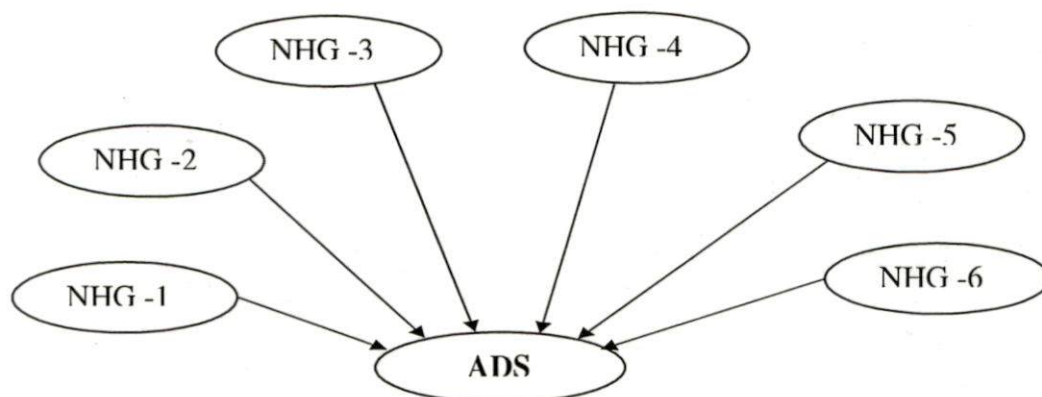
Area Development Society (ADS)

Area Development Society (ADS), the second level of the community based organizational structure of Kudumbashree, is a cluster formed by networking Neighbourhood Groups existing at the ward level of the village Panchayat or municipality, normally 10 to 15 in number. The ADS functions through two distinct bodies viz. General Body and Governing Body. The general body consists of a president, secretary and three sectoral volunteers-infrastructure, health and income generation- from all the NHGs federated to the respective Area Development Society (ADS). The elected president, secretary and five members to the Committee from the general body constitute the governing body of the Area Development Society. The Anganwadi worker and the officer in charge will be ex-officio members of the ADS. Besides, the respective ward member is the patron of the concerned ADS in rural areas and a separate Monitoring and Advisory Committee is formed under the chairmanship of the ward councilor concerned in the urban areas. The ADS meet monthly and it evaluates the performance of NHGs and set guidelines for them. It works in association with local self-government of that area.

The duties and responsibilities of the ADSs include conducting monthly meetings, monitoring NHGs, monitoring credit and thrift, linking NHGs and Grama Sabha (Village Assembly), initiating micro enterprises, organizing training in accounting, micro-plan, leadership, micro- enterprise, etc.

The formation of ADS from NHGs in a particular locality is shown in the flow chart below.

Fig 4.3. Components of ADS



Community Development Society (CDS)

It is the apex body of the three-tiered system of Kudumbashree, formed at Local Self Government (LSG) level. This is a federation of all the Area Development Societies (ADSs) in the respective local body and is a registered non-government organization. As it is formed at LSG level, there is only one CDS for each of the grama panchayats and urban local bodies with the exception of Cochin corporation, which is having two CDSs. CDS works for the removal of risk factors, which are the basic causes, as well as effect of poverty. CDSs at the local body levels facilitate autonomy and linkage with local self-governments. It monitors the programmes undertaken by the ADSs on monthly basis and takes steps to improve the implementation of the programmes. The general body meeting of the CDS will be convened once in every three months to evaluate all activities done in Panchayat / Municipality level under Kudumbashree.

Each CDS under the Kudumbashree project is an independent entity registered under the Travancore–Cochin Literary Scientific and Charitable Societies Act of 1955, which facilitates autonomy and flexibility to the functioning of the community-based organization. Such a registration enables the Community Development Society (CDS) to gain the leverage of NGO so as to channelise resources from various

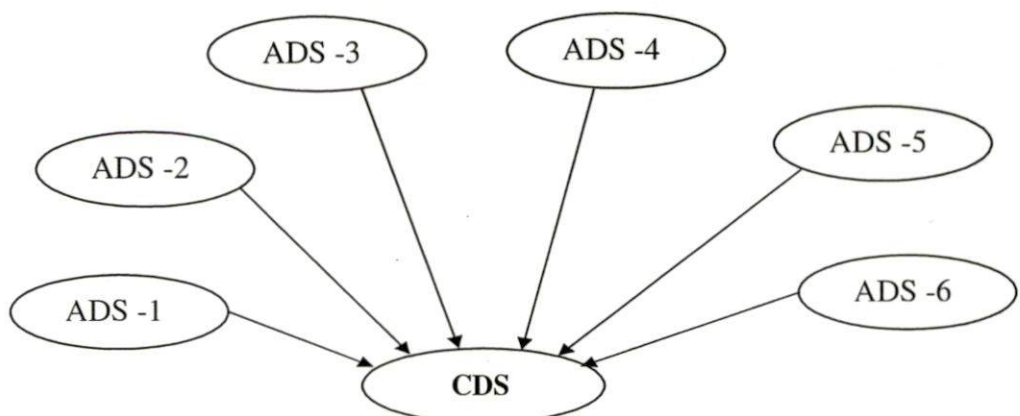
sources. The CDS has a general body and a governing body to carry out its functions. The general body of the CDS consists of all the members of the Governing body of ADSs in the respective local body along with representatives of resource persons and officers of the local government who are involved in implementing various poverty alleviation and women empowerment programmes. The Chairperson, Vice Chairperson and seven other members elected from the General body of Community Development Society and the member secretary constitute its Governing Body. The secretary of the CDS will be a government official nominated by the local self-government while the chairperson is elected from among the representatives of ADSs.

The duties and responsibilities of CDS are the following:

1. Conduct general body meetings once in three months and governing body meetings once in every month.
2. Monitor Kudumbashree activities of the panchayat
3. Monitor credit and thrift
4. Report on NHGs to the officer in charge
5. Explore government and other schemes
6. Organize trainings and seminars
7. Provide guidelines to the panchayat for poverty eradication programme (PEP) through NHGs.
8. Project consolidation on PEP
9. Operate joint account of chairperson & officer in-charge

The formation of local self-government level CDS is shown in the following flow chart.

Fig4.4. Components of CDS



Structure of Local Self Government Level CDS

The CDS general body that comprises the members of the governing body of all the ADSs of the local self-government concerned constitutes the 9-member governing body of the CDS. The general body of each ADS in turn consists of the 5-member volunteer committee of all the NHGs that existed in the respective wards. The structure of the local self-government level CDS is shown in the following chart.

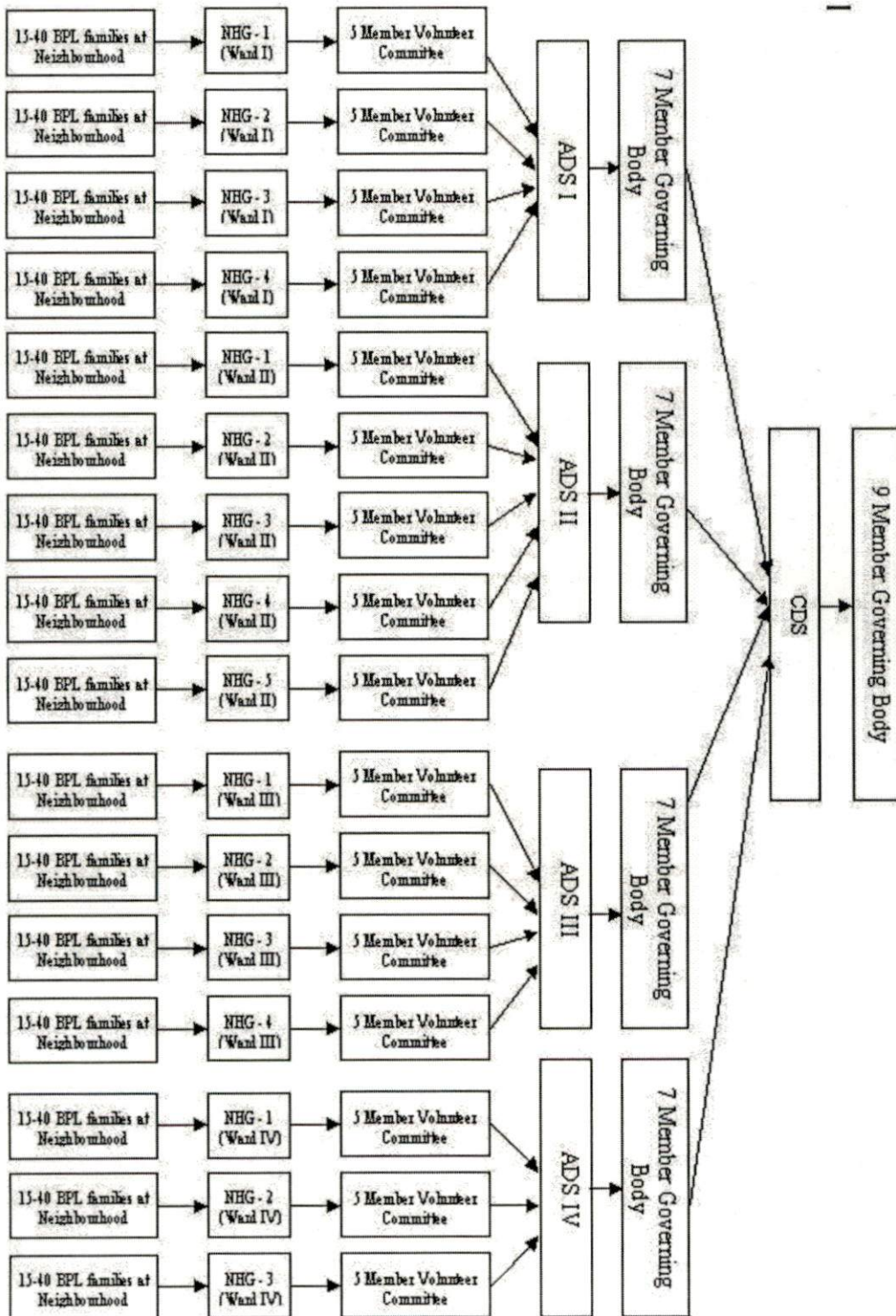


Fig 4 5. Formation of local self government

The positive spin off effects of Kudumbashree

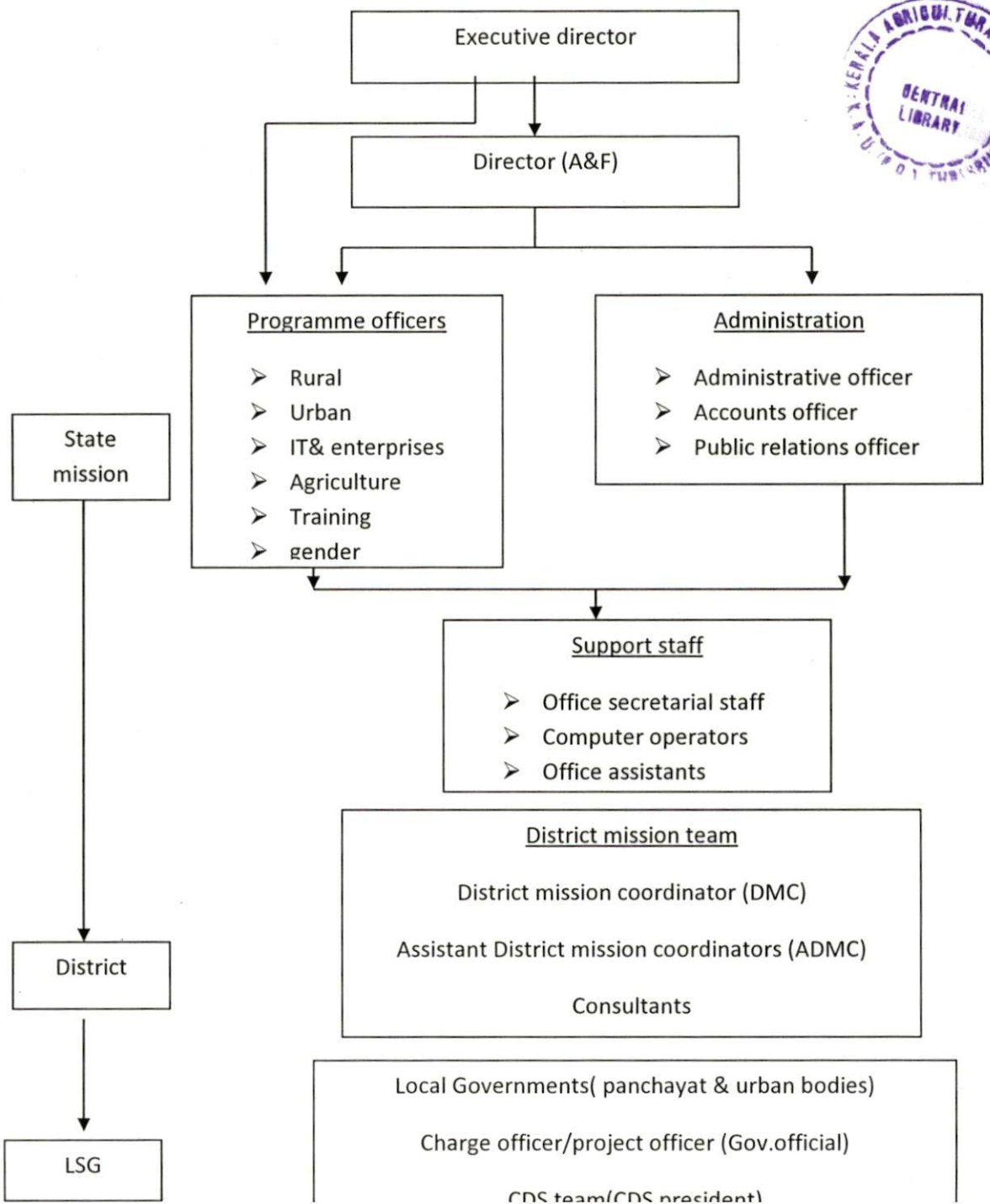
1. Awareness about various programmes and services has increased, resulting in improved accessing of such programmes and services.
2. The outreach of various services of the Government has improved in scale as well as effectiveness.
3. There has been a gradual but perceptible improvement in the confidence levels of the poor so that they have begun articulating their demands. And from 'voice' they go ahead and use the power of 'choice'.
4. Group activities have led to greater cohesion serving as social safety in times of crisis, reducing the feeling of vulnerability.
5. The habit of thrift has sunk in and considerable savings have been generated resulting in the formation of informal banks of the poor. The credit from these Thrift banks initially flows into consumption expenditure and expenditure on emergencies. Later it helps in expanding existing economic development activities and finally, albeit in a few number of cases, it has promoted new micro enterprises by attracting bank credit based on the strength of the savings.
6. The 'freedoms' have enlarged and the 'capabilities' have been enhanced in small but significant degrees.
7. The participation rate of women from this set up in the GramaSabhas is significantly higher. The groups have shown a capacity for micro level planning for development facilities. Gradually they are developing into lobbies for the poor within panchayats and municipalities. In rare cases the women groups have shown the potential for public action against social and economic injustice.

Administration set up of Kudumbashree Mission

The Government of Kerala acts as a proactive facilitator of the Kudumbashree programme and the Mission is managed and controlled by a governing body consisting of the Minister for Local Self Government as Chairman, Secretary to Government, Local Self Government as Vice Chairman and Executive Director, Kudumbashree as its Convener⁵⁴. All policy matters connected with the Mission are discussed and decided by the executive Committee. The Mission has its headquarters at Vazhuthakadu, Thiruvananthapuram and one regional office each for Northern,

Central and Southern regions functioning at Kasargode, Ernakulam and Thiruvananthapuram respectively. The Officers of the Mission have been drawn from various government departments or corporations or other government agencies, considering their experience, expertise and interest in community development programmes and social welfare activities. The co-ordination and control of Kudumbashree units at district level is vested with District Mission Office, which has a District Mission Co-ordinator (DMC), two Assistant District Mission co-ordinators (ADMCs) and Office Secretarial Staff to work. The organisational structure of Kudumbashree is shown below in fig 4.6

Fig 4.6.Organisational structure of Kudumbashree



DATA ANALYSIS & INTERPRETATION

CHAPTER V

DATA ANALYSIS & INTERPRETATION

Data collected for the study on “Marketing opportunities for branded pulses by Kitchen Treasures through Kudumbashree units in Cochin Corporation” being analysed and interpreted in this chapter on the following section.

- 5.1 Marketing opportunities for branded pulse (Kitchen Treasures) through Kudumbashree units in Cochin Corporation.
- 5.2 The ability of Kudumbashree members in undertaking the marketing activities of branded pulses (Kitchen Treasures).
- 5.3 Demand and purchase pattern of branded pulses in Cochin Corporation.

Analysis of data based on Kudumbashree member’s interview schedule

5.1 Marketing opportunities for branded pulses through Kudumbashree units

Table 5.1 Socio-economic profile of the Kudumbashree members (N = 160)

Sl no	Particulars	No.of respondents	Percentage
1	Age of the respondent		
	20-30	28	17.5
	31-40	87	54.4
	41-50	28	17.5
	>51	17	10.6
	Total	160	100
2	Educational qualification		
	Some schooling	1	.6
	Lower primary	39	24.4
	Upper primary	44	27.5
	Higher secondary	55	34.4
	Graduate	13	8.1
	Others	8	5.0
	Total	160	100.0
3	Occupation		
	Employed in private sector	18	11.3
	Gov.service	1	.6

	Business	5	3.1
	Self employed	61	38.1
	House wife	75	46.9
	Total	160	100.0
4	Type of family		
	Nuclear	109	68.1
	Joint	51	31.9
	Total	160	100.0
5	Family size of respondent		
	2-3	29	18.1
	4-7	123	76.9
	7-9	8	5.0
	Total	160	100.0
6	Monthly Income of family		
	5001-10000	11	6.9
	10001-20000	64	40.0
	20001-30000	49	30.6
	30001-40000	31	19.4
	above 40001	5	3.1
	Total	160	100.0

5.1.1 Age of the respondent

The age of the Kudumashree members were classified into four categories as 20-30, 31-40, 41-50 and >51 years. Table 5.1 indicates that majority of the respondents were from the age group of 31-40. It constitutes 54 percent. Respondents from two categories comprising 41-50 and 20-30years shared equal percentage of 17.5. It is clear from the table that most of the respondents were in the category of young adults (age 18-35years) and middle-aged adults (age 36-55years) which was comparatively healthier period for carrying out marketing activities.

5.1.2 Educational qualification

Educational qualification of the respondents classified as some schooling, lower primary, upper primary, higher secondary, graduate, and others. From Table 5.1, it is clear that 34 percent of respondents having higher secondary education and 27.5 percent of

respondents were having upper primary education and 24 percent of respondents were having lower primary qualification. Also 8 percent of respondents were graduates. It can be seen that more than 47 percent of respondents had education qualification above higher secondary which will help in marketing the branded pulses.

5.1.3 Occupation

Occupation of the respondents is an important factor that affects the consumption pattern. The respondents were classified based on their employment position and among the sample, it was clear that 47 percent of respondents were housewives and 38 percent were self employed. 11 percent of respondents were working in private sector and 6 percent were government employed and 3 percent were engaged in business. It can be seen that those respondents other than working in private and government sectors were the potential Kudumbashree members who can think of the marketing opportunities of branded pulses.

5.1.4 Type of family

From table 5.1 it is clear that more than half of the total (68 percent) respondents were living in nuclear family and remaining 32 percent were having joint family. It indicates that they need a steady income for the maintenance of their family from a job of this kind.

5.1.5 Family size of the respondent

Table 5.1 clearly shows that 77 percent of the respondents were having the family consisting of 4-7 members followed by family size of 2-3 members which is of 18 percent. Only 5 percent of the respondents had family consisting of 7-9 members. Family size of the respondents had influence in the decision to purchase pulses and also in the consumption pattern.

5.1.6 Monthly income of the family

Income represents the purchasing power of the people. Expectations of the consumers move in tandem with increase in income. It is evident from the table that majority (40 percent) of the sample had a monthly family income of Rs.10001-20000.

Monthly income was Rs.20001-30000 for 31 percent. Only 3 percent respondents were having monthly income above Rs.40001. It can be seen that more than half of the total respondents had fairly good monthly earnings which means they were having more purchasing power to prefer branded pulses.

5.1.1.1 Consumption pattern of pulses (Using factor analysis)

Table 5.2 KMO and Bartlett's Test for consumption pattern of pulses

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.630
Bartlett's Test of Sphericity	Approx. Chi-Square	553.599
	Df	36
	Sig.	.000

Table 5.3 Total Variance Explained for consumption pattern of pulses

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.795	31.054	31.054	2.795	31.054	31.054	2.665	29.617	29.617
2	2.055	22.830	53.884	2.055	22.830	53.884	2.149	23.881	53.498
3	1.492	16.574	70.458	1.492	16.574	70.458	1.526	16.960	70.458
4	.9445	10.485	80.943						
5	.541	6.008	86.951						
6	.416	4.617	91.568						
7	.311	3.454	95.022						
8	.238	2.645	97.667						
9	.210	2.333	100.000						

Extraction Method: Principal Component Analysis.

Table 5.4 Rotated Component Matrix^a for consumption pattern of pulses

SI no	Rotated Component Matrix ^a			
	Variables	Component		
		1	2	3
1	Allergic to certain pulses	.875	.000	-.053
2	Always try different pulses	-.873	.155	.005
3	Depends on interest not a must	.747	.381	.352
4	Always conscious about health	-.665	-.002	.347
5	Use 3 times a day is a must	.028	.912	.047
6	Uses according to need	-.136	-.709	.024
7	According to convenience	.250	-.553	-.082
8	Always look into price	.036	.233	.884
9	Diet followed	.231	.534	-.699
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

There were nine variables which used to find out the major factors/dimension of the consumption pattern of pulses. It can be seen that KMO (Kaiser-Meyer-Olkin) value obtained is 0.630 which is above 0.5. Therefore factor analysis can be done. The KMO test measures sampling adequacy for each variable. By using the exploratory Factor analysis, nine variables have been reduced to three factors which accounts for 70.46% of the variant, which means the resulted three factors/dimensions reveals the consumption pattern of pulses

Factor 1 accounts for 29.61% of the variant, Factor 2 accounts for 23.88% of the variant and Factor 3 accounts for 16.9% of the variant.

Factor 1 consists of the following variables such as allergic to certain pulses, always tries different pulses, depends on interest and always conscious about health.

Factor 2 includes uses 3 times a day which are a must, uses according to need, according to convenience.

Factor 3 consists of always look into price, diet is followed.

From the above statements we can name each factor into the following:

Factor 1 can be named as- health conscious and variety seeking

Factor 2 - convenience

Factor 3- price conscious and dietary requirements.

5.1.1.2 Factors influencing the decision to buy pulses (Using Factor analysis)

Table 5.5 KMO and Bartlett's Test for factors influencing purchase decision

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.773
Bartlett's Test of Sphericity	Approx. Chi-Square	313.35
	Df	36
	Sig.	.000

Table 5.6 Total Variance Explained for factors influencing purchase decision

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.105	34.503	34.503	3.105	34.503	34.503	2.873	31.928	31.928
2	1.395	15.498	50.001	1.395	15.498	50.001	1.550	17.220	49.147
3	1.071	11.902	61.903	1.071	11.902	61.903	1.148	12.756	61.903
4	.784	8.709	70.612						
5	.680	7.556	78.168						
6	.602	6.689	84.858						
7	.549	6.105	90.962						
8	.463	5.142	96.104						
9	.351	3.896	100.000						

Extraction Method: Principal Component Analysis.

Table 5.7 Rotated Component Matrix^a for factors influencing purchase decision

Sl no	Rotated Component Matrix ^a			
		Component		
		1	2	3
1	Taste	.734	.130	.288
2	Purity and quality	.732	.333	-.037
3	Easy to cook	.713	.016	.019
4	Availability	.695	.180	-.101
5	Packaging	.681	-.109	.250
6	SKU	.188	.771	-.218
7	Loose availability	.291	.684	.277
8	Price	.465	-.562	-.100
9	Shelf life	.084	.023	.926
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 4 iterations.				

There were nine variables which used to find out the major factors/dimension influence the decision to buy pulses. It can be seen that KMO (Kaiser-Meyer-Olkin) value obtained is 0.773 which is above 0.5 therefore factor analysis can be done. The KMO test measures sampling adequacy for each variable. By using the exploratory Factor analysis, nine variables have been reduced to three factors which accounts for 61.903% of the variant, which means the resulted three factors/dimensions reveals the major factors influence purchase decision.

Factor 1 account for 31.928% of the variant

Factor 2 accounts for 17.22% of the variant

Factor 3 accounts for 12.756% of the variant.

Factor 1 consists of taste, purity quality, availability, easy to cook and packaging

Factor 2 consists of SKU's, price and loose availability

Factor 3 consists of shelf life.

Factor 1 can be named as availability and product features

Factor 2 can be named as price and SKU's

Factor 3 can be named as shelf life.

5.1.1.3 Marketing opportunities for branded pulses

Table 5.8 Details of marketing opportunities for branded pulses (N = 160)

Sl no	Particulars	No.of Respondents	Percentage
1	Awareness of the brand Kitchen Treasures		
	Yes	135	84.4
	No	25	15.6
	Total	160	100.0
2	Currently using Kitchen Treasures's products		
	Masaalas	51	31.8
	Pickles	12	7.5
	Ready to cook	1	.6
	Curry powders	23	14.4
	More than one product	73	45.6
	Total	160	100.0
3	Ready for marketing Kitchen Treasures's pulses?		
	Yes	103	64.4
	No	57	35.6
	Total	160	100.0
4	Reason for undertaking marketing activity		
	Financial crisis	46	28.8
	Profit chances	27	16.9
	Need for independence	9	5.6
	Previous experience	6	3.8
	Unempolyment	15	9.4
	Not interested people	57	35.6
	Total	160	100.0
5	How do you wish to get stocks from Kitchen Treasures?		
	Go and get the stock	43	26.9
	KT would reach your outlet	58	36.3
	Any other suggestion	2	1.3
	Not interested people	57	35.6
	Total	160	100.0
6	Areas you can market		
	Inside the town	67	41.9

	Outside town	4	2.5
	Locality	32	20.0
	Not interested people	57	35.6
	Total	160	100.0
7	Type of purchase you wish to make initially		
	20-40 packets	97	60.6
	41-60 packets	4	2.5
	Above 61	2	1.3
	Not interested people	57	35.6
	Total	160	100.0

5.1.1.3.1 Awareness about the brand Kitchen Treasures

From the Table 5.8 it is clear that, there were only 16 percent of respondent who were not aware about the brand Kitchen Treasures and remaining 84 percent respondents are well aware about the brand. So it can be stated that Kitchen Treasures is a popular and widely accepted brand among people and it will help Kudumbashree members while introducing/marketing branded pulses to consumers.

5.1.1.3.2 Currently using Kitchen Treasures's products

In order to know the acceptance of various Kitchen Treasures's products by the Kudumbashree members, response from each respondent were collected and from the table it is clear that 46 percent of the respondents were consuming more than one products of the brand followed by masalas which was used by 32 percent of respondents. The least using product was ready to cook items which was marked less than 1 percent. It indicates that Kitchen Treasures's masalas, curry powders, pickles, spices etc. has wide acceptance among respondents since all products were maintaining good quality. Also ready to cook items of the brand were not having much popularity among consumers, since those products were recently launched.

5.1.1.3.3 Willingness to undertake marketing activities of branded pulses

The willingness to undertake marketing activities of branded pulses by Kitchen Treasures should be identified for knowing the marketing opportunity and focusing the promotional strategies.

The table 5.8 clearly states that 64 percent of respondents were ready for marketing Kitchen Treasures's branded pulses and remaining 36 percent were presently not interested in marketing activities. The main reason for not undertaking marketing activities includes lack of interest, engaged in other jobs, health issues etc. Also some respondents were ready to market branded pulses after certain period like 3-6 months.

5.1.1.3.4 Reason for undertaking marketing activity

The study revealed that financial crisis and profit chances were the major reasons for undertaking the marketing activities (29 and 17 percent respondents respectively), followed by unemployment and need for independence as main reasons. Only 3.8 percent respondents were ready for marketing activities because of their previous marketing experiences. Since majority of respondents willing to market branded pulses by seeing its profit chances, profit margin is one of the important factors which company should focus more.

5.1.1.3.5 How do Kudumbashree members wish to get stocks from Kitchen Treasures?

In order to identify the exact distribution path of the branded pulses, responses pertaining to it was collected and the result was that 36 percent respondents were wish to get the stock from the company that would reach kudumbashree outlets and 27 percent respondents were wish go and get the stocks from company.

5.1.1.3.6 Areas for marketing

From Table 5.8 it is evident that 42 percent of respondents preferred to market the product inside the town. And 20 percent of respondents were preferred to market the

product in their locality followed by 2.5 percent respondents who were planning to market it outside the town. It was understood that only urban consumers will prefer branded pulse products, so Kudumbashree members were planning to market the products through their residence associations and nearby localities.

5.1.1.3.7 Type of purchase respondents wish to make initially

Table 5.8 clearly states that 61 percent of respondents were willing to take a total of 20-40 packets of branded pulses as their initial purchase followed by 2.5 percent respondents who were planning to take 41-60 packets as their initial purchases. Since these branded pulses from Kitchen Treasures is a newly one and most of consumers were unaware about the product, Kudumbashree members were not wishing to make bulk purchases initially.

5.2 Ability of Kudumbashree members in undertaking the marketing activities of branded pulses

Table 5.9 Ability of Kudumbashree members in undertaking the marketing activities of branded pulses (N = 160)

Sl no	Particulars	Respondents	Percentage
1	Years of experience in Kudumbashree		
	0-5years	78	48.8
	6-10years	27	16.9
	11-15years	24	15.0
	above 16 years	31	19.4
	Total	160	100.0
2	Income generating activity of kudumbashree unit		
	Sales and marketing	60	37.5
	Catering	7	4.4
	Cottage industries	1	.6
	None	92	57.5
	Total	160	100.0
3	Assistance received for group activity		
	Financial	52	32.5
	Other	17	10.6

	Nil	91	56.9
	Total	160	100.0
4	From where you are purchasing pulses for home consumption		
	General provision store	57	35.6
	Supermarkets	70	43.7
	Co-operative stores	33	20.6
	Total	160	100.0
5	How do you think these private branded pulses differ from the substitutes in market?		
	Quality	58	36.3
	Price	16	10.0
	Packaging	25	15.6
	Others	4	2.5
	Not interested	57	35.6
	Total	160	100.0
6	Do you feel any need of training to improve your marketing skill?		
	Yes	88	55.0
	No	72	45.0
	Total	160	100.0
7	How do you think to persuade consumers to market this product?		
	Door to door	23	14.4
	Through an outlet	43	27
	Others	37	23
	Not interested	57	35.6
	Total	160	100.0
8	Expected profit margin		
	2.00	32	20
	3.00	60	37.5
	4.00	11	6.9
	Not interested	57	35.6
	Total	160	100.0
9	Minimum number of packets you are planning to sell a day		
	5-10pkts	7	4.4
	11-15pkts	44	27.5
	16-20pkts	26	16.3
	Above 20pkts	24	15
	Not interested	57	35.6
	Total	160	100.0
10	How do you wish to make orders to the company for the stocks?		

	Online booking	0	0
	Fixed monthly stock	43	26.9
	Telephone booking	60	37.5
	Not interested	57	35.6
	Total	160	100.0
11	Purchase pattern of stocks?		
	Monthly purchase	22	13.8
	Fortnightly	44	27.5
	Weekly	37	23.1
	System	57	35.6
	Total	160	100.0

5.2.1 Years of experience in Kudumbashree

The Table 5.9 reveals that among the respondents 49 percent were having 0-5 years of experience in Kudumbashree followed by 19 percent who were having more than 16 years of experience. Also 17 percent respondents have 6-10 years and 15 percent were having 11-15 years of experience in Kudumbashree. Respondent's previous experiences will be a benefit for their marketing activity, here almost 50 percent of respondents were having more than 5 years of experience which will help Kudumbashree members in convincing consumers.

5.2.2. Income generating activity of Kudumbashree unit

From Table 5.9 it is evident that more than half of the total respondents revealed their Kudumbashree units were not engaged in any income generating activities and 38 percent respondents were engaged in sales and marketing activities of their Kudumbashree units followed by 6 percent respondents who were engaged in cottage industry and 5 percent respondents engaged in catering works. So the units which were engaged in catering works, sales and marketing can be utilized for marketing branded pulses. Also company can think about motivating the units which were not active presently.

5.2.3. Assistance received from Government

It is clear from Table 5.9 that 57 percent respondents were not received any type of assistance from government and 33 percent respondents received financial support

from Government. Also 10 percent respondents received other type of support like technical supports.

5.2.4 Source of purchase

In order to locate the exact outlet through which products were purchased by Kudumbashree members, response from each were collected and from the table 5.9 it is clear that 44percent of the purchases weremade through supermarkets and 36 percent through general provision stores and remaining 21percent were made their purchase of pulses through co-operative stores. Most of the respondents were opting supermarkets because it will be more easy for them to purchase various items from a single shop especially during monthly purchase.

5.2.5 How the private branded pulses differ from the substitutes

Table 5.9reveals that among the respondents only 36percent werethinking quality will be the major difference between branded and unbranded pulses, which means they believed branded pulses will be having superior quality and 16 percent opined that branded pulses will be having more advantage in their package followed by 10 percent respondents who were thinking price will be the major difference between branded and unbranded pulses.

5.2.6 Need of training to improve marketing skill

The respondent were asked to mark whether they need any kind of training to improve their marketing skill, among the respondents 55 percent opined that they need training and for remaining 44 percent there was no need of any training. Since Kudumbashree members were not having any experience in marketing other brand's products, most of the respondents need some kind of training or icebreaking session for getting familiarize with company as well as the product.

5.2.7 How Kudumbashree members will persuade consumers?

The respondents were also asked to give opinion about how they would liketo persuade consumers. From the survey it was clear that 27 percent respondents were

thinking to find their consumers through an outlets followed by 14 percent respondents who wish to meet consumers through door to door delivery.

5.2.8 Minimum number of packets planning to sell a day

The Table 5.9 reveals that 27.5 percent respondents were planning to sell 11-15 packets of pulses in a day followed by 16 percent respondents who were planning to sell 16-20 packets daily. Also 15 percent respondents could sell more than 20 packets per day.

5.2.9 How to make orders to the company for the stocks?

In order to identify the exact way of ordering for the stocks the respondents were asked to give opinion and among the respondents 37.5 percent were wish to make orders through telephone booking followed by 27 percent were interested in fixed monthly stock. Since most of the respondents were using mobile phones, it will be much easier for them to give orders through phone.

5.2.10 Purchase pattern of stocks

It is clear from Table 5.9 that among the respondents 27.5 percent were interested to purchase stocks fortnightly and 23 percent respondents were interested in weekly purchase followed by 13.8 percent respondents who were wish to purchase stocks monthly. Pulses posses long shelf life and it can be stored for months, but most of the respondents facing a problem with lack of storage space for the products. Most of the respondents preferred to have fortnightly and weekly purchase of pulses.

5.3 Expected demand and purchase pattern of branded pulses

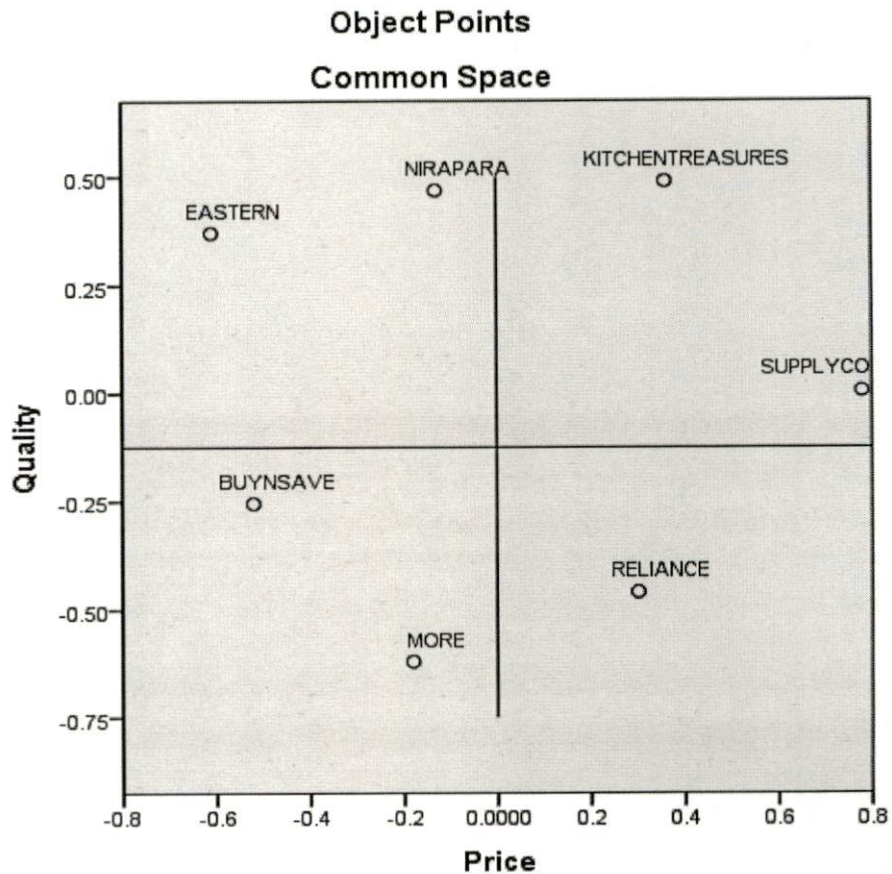
Table 5.10 Expected demand and purchase pattern of branded pulses (N = 160)

Sl no	Name of pulses	Expected quantity Kudumbashree members can sell in a month					Expected most selling quantity of each pulses
		5-10 kg	11-15 kg	16-20 kg	Above 21 kg	Total	
1	Bengal gram	36	59	8	0	103	1kg
2	Blackgram	22	39	42	0	103	1kg
3	Blackgram skinned	44	57	2	0	103	1kg
4	Brown pea	51	50	2	0	103	0.5kg
5	Green gram	0	101	2	0	103	0.5kg
6	Green pea	17	68	18	0	103	1kg
7	Horse gram	62	32	9	0	103	0.5kg
8	Pigeon pea	22	72	9	0	103	1kg

From Table 5.10 it is clear that among the 103 respondents who were ready to undertake marketing activities of branded pulses, most of the respondents were planning to sell 11-15kg of pulses in a month including Bengalgram, Blackgram skinned, Greengram, Greenpea and pigeonpea. For all pulses except Brownpea, Greenpea, and Horsegram 1kg will be the most selling quantity. It can be seen from the table that respondents planning to sell 0.5kg and 1kg packets of pulses since they were thinking that the demand for those packets will be more from consumer.

5.4 Position of the brand (Kitchen Treasures) among competitors (Using MDS)

Fig 5.1 multi dimensional scale



Perceptual map was created using the multidimensional scaling procedure. The perceptions of different brands were plotted across 2 dimensions namely price and quality.

In terms of price Kitchen Treasures and Reliance were perceived to be similar in terms of value for money, with Supplyco being perceived to be the most value for money.

Eastern and Buy and Save were perceived to be the brands offering least value for money.

Eastern, Nirapara and Kitchen Treasures brands were perceived to offer the highest quality. While the brand More was perceived to offer the products of least quality.

Consumer's response about branded pulses

5.5 Socio-economic profile of the consumers

Table 5.11 Socio-economic profile of the consumers (N=50)

Sl no	Particulars	No.of respondents	Percentage
1	Age of the respondent		
	20-30	11	22.0
	31-40	27	54.0
	41-50	12	24.0
	Total	50	100.0
2	Educational qualification		
	School	13	26.0
	Secondary	8	16.0
	Graduation	13	26.0
	Professional	11	22.0
	Technically qualified	5	10.0
	Total	50	100.0
3	Occupation		
	Government	6	12.0
	Private	16	32.0
	IT field	5	10.0
	House wife	23	46.0
	Total	50	100.0
4	Family size of respondent		
	2	3	6.0
	3	11	22.0
	4	18	36.0
	5	9	18.0
	Above 5	9	18.0
	Total	50	100.0
5	Monthly Income of family		
	<5000	1	2.0
	5000-10000	4	8.0

	10001-20000	17	34.0
	20001-30000	18	36.0
	>30001	10	20.0
	Total	50	100.0

5.5.1 Age of the respondent

The age of the women consumers were classified into four categories as 20-30, 31-40, 41-50 and >51 years. Table 5.11 indicates that majority of the respondents were from the age group between 31-40 years. It constitutes 54 percent. 24 percent of the respondents were between the age group of 41 and 50years, remaining 22 percent of respondents were between the age group of 20 and 30.

5.5.2 Educational qualification

Educational qualification of the respondents classified as school, secondary, graduation, professional and technically qualified. From Table5.11, it is clear that 26 percent of respondents were having both school level education and graduate degree and 22 percent of respondents were professionally qualified. Also 10 percent of respondents were technically qualified and no respondents were illiterate.

5.5.3 Occupation

Occupation of the consumers is an important factor that affects the consumption pattern. The respondents were classified based on their employment position and among the sample, it is clear that nearly half of the respondents were housewives. 32 percent were working in private sector and 12 percent were government employed and 10 percent were employed in IT field.

5.5.4 Family size of the respondent

Table5.11 clearly shows that 36 percent of the respondents having the family consisting of 4members followed by family size of 3 members which is of 22 percent. 18 percent were having family size of 5 members and remaining 18 percent were having family consisting of more than 5members.

5.5.5 Monthly income of the family

Income represents the purchasing power of the people. Expectations of the consumers move in tandem with increase in income. It is evident from the table 5.11 that majority (36 percent) of the sample had a monthly family income of Rs.20001-30000. 34 percent had monthly income of Rs.10001-20000 and for 20 percent had Rs.30000 above as monthly income. Also 8 percent respondents were having monthly income of Rs.5001-10000.

5.6 Details regarding purchase of pulses

Table 5.12 Details of pulses purchase (N = 50)

Sl no	Particulars	No.of respondents	Percentage
1	Do you purchase pulses?		
	Yes	50	100.0
2	Frequency of purchase		
	Weekly	26	52.0
	Monthly	23	46.0
	Not specific time	1	2.0
	Total	50	100.0
3	Source of purchase		
	General provision store	16	32.0
	Super markets	27	54.0
	Co-operatives	7	14.0
	Total	50	100.0
4	Decision maker of purchasing		
	Wife	36	72.0
	Jointly	14	28.0
	Total	50	100.0
5	Actual buyer of pulses		
	Husband	6	12.0
	Wife	28	56.0
	Jointly	16	32.0
	Total	50	100.0
6	Use of branded pulses		
	Yes	29	58.0
	No	21	42.0

	Total	50	100.0
7	Reason for choosing branded pulses		
	Lowprice	14	48.0
	Quality	15	52.0
	Total	29	100.0
8	Earlier shift in brand		
	Yes	5	17.0
	No	24	83.0
	Total	29	100.0
9	Reason for brand shift		
	High price	3	60.0
	Lowquality	2	40.0
	Total	5	100.0
10	Necessity of branding pulses		
	Yes	32	64.0
	No	18	36.0
	Total	50	100.0
11	Preference to buy pulses, if price shoots		
	Yes	44	88.0
	No	6	12.0
	Total	50	100.0

5.6.1 Frequency of purchase

From the Table 5.12 it is clear that, there were no respondent who were not using any pulses in their daily life. More than half of the total respondents were purchasing pulses weekly (52 percent). 46 percent of respondents were purchasing pulses monthly and 2 percent not having any specific time for purchase of pulses and remaining 1 percent purchasing fortnightly. It can be said that pulses has an inevitable part in the daily diet of Keralites.

5.6.2 Source of purchase

In order to locate the exact outlet through which products were purchased by the consumers, response from each consumer were collected and from the table it is clear that 54 percent of the purchases were made through supermarkets and 32 percent through

general provision stores and remaining 14percent were made their purchase of pulses through co-operative stores. Since supermarkets proving wide range of products under a roof, most of the consumers preferred to make purchases from there.

5.6.3 Decision maker for purchase of pulses

The decision maker for purchase of pulses should be identified for knowing the market potential and focusing the promotional strategies. An attempt was made to capture the exact pattern of decision making.

To test whether significant variation occurs in the decision making process and bring out the most influential member of the family in purchasing pulses. The table 5.12clearly states that wives were the decision makers in 78 families while in 28families' husband, wife and children were jointly taking decision for purchase of pulses.

5.6.4 Actual buyer

The shopping responsibility is normally shouldered by various members in the family.in certain households it is predominantly the responsibility of the family head. In some other families it is the duty of housewife or alternated among the family members.

Though the male members of the family has least influence in the decision making process the study revealed that products wereactually purchased by them in 12 families and by women in 56 families and by jointly in 32 families.

5.6.5 Number of consumers using branded pulses and reason for brand loyalty

In order to identify the exact number of consumers who were using branded pulses, responses pertaining to it was collected and the result was that 58 percent of respondents were using branded pulses which mostly includes the supermarket's own brands and 42 percent respondents were using unbranded pulses which is mainly as loosely packed pulses either from general provision stores or co-operative stores. Quality was the most important factor that influences the brand preference as there were 52

percent (15 respondents) and comparatively low price (mainly for super market's own brand) is the another factor for their brand preference that is 48percent (14 respondents).

5.6.6 Earlier shift in brand and its reason

Shifting of brands was comparatively low in case of pulses. High price and low quality were the main reasons for shift in the brands for those who were shifted. But it can be seen that most of the consumers used to purchase pulses of a single brand for years. But they will shift to some other brand if the products maintain superior quality and affordable price.

5.6.7 Necessity of branding

The respondent were asked to mark whether branding of pulses is necessary or not and 64 percent of the respondent opined that there is a need for branding of pulses which will be helpful in reducing the consumption of low quality pulses. So this data indicates the scope for branded pulses among consumers.

5.6.8 Preference to buy pulses, if price shoots

Among 50 respondents 88 percent of consumers were preferred to buy pulses even if prices go high in future due to any reason. The only demand of the potential consumers is that to maintain the quality of the product and to ensure continued supply of the product at any time.

5.7 Consumer's purchase of pulses and its quantities

Table 5.13 Summarized table of number of consumers buying pulses and its quantities (N = 50) *Note : figures in bracket indicate percentage to column total*

SI no	Name of pulses	Number of persons buying each quantity of pulses				
		<0.5kg	0.5kg	1kg	2kg	Total
1	Bengal gram	1 (2)	19 (38)	24 (48)	1 (2)	45
2	Blackgram		2 (5)	20 (50)	18(45)	40
3	Blackgram skinned	8 (16)	12 (24)	5 (10)		25

4	Brown pea	3 (6)	19 (38)	4 (8)		26
5	Green gram	9 (18)	19 (38)	13 (26)	3 (6)	44
6	Green pea	2 (4)	6 (12)	27 (54)	8 (16)	43
7	Horse gram	11 (22)	12 (24)	3 (6)		26
8	Pigeon pea	7 (14)	20 (40)	8 (16)		35

Number of persons buying specific quantity of pulses is summarized in Table 5.13 and it is clear that among these 8 pulses Bengal gram was purchased by 45 persons. Bengal gram of quantity 1kg was most purchased (48 percent) item. Green gram was purchased by 44 persons and 0.5kg quantity was purchased more. Black gram was purchased by 40 persons in whom 50 percent were preferring 1kg quantity for single purchase. Pigeon pea is the next item, which was purchased by about 35 persons and among this 40 percent were buying quantity of 0.5kg. Black gram skinned is the least purchasing pulse item, about 25 persons were buying it and 26 persons were purchasing Horse gram and 43 persons were buying Green pea.

5.8 Factors influencing consumers in purchase decision of pulses

Table 5.14 Influential factors in purchase of pulses

Sl no	Factors	Total score	Index	Rank
1	Price	228	91.2	1
2	Taste	203	81.2	2
3	Brand	130	52	8
4	Purity & quality	200	80	3
5	SKUs	90	36	11
6	Availability	122	48.8	9
7	Packaging	135	54	7
8	Discounts	189	75.6	4
9	Easy to cook	157	62.8	5
10	Loose availability	156	62.4	6
11	Shelf life	121	48.4	10

It is evident from the table that reasonable price was ranked as major motivational factor in the decision to purchase pulses followed by taste and quality & purity of pulses. Discount was ranked as the fourth factor and easy to cook and loose availability were the

other influencing factors. SKUs ranked as the least influential factor so it can be said that consumers were very conscious about what they actually want and shelf life of pulses also not at all important since pulses possess comparatively more shelf life.

5.9 Major brands used by consumers

Table 5.15 Major brands used by consumers

Sl. No	Name of the brand	Frequency	Percent
1	Allfresh	2	7
2	Aroma	2	7
3	Cochingormets	3	10
4	Grandfresh	2	7
5	Jojan	2	7
6	Kcr supermarkets	2	7
7	Marginfree	2	7
8	Buy n save	2	7
9	Nineten	1	3
10	Organic	4	14
11	Realsave	4	14
12	Rosary	2	7
13	Wemart	1	3
	Total	29	100

From this table it is clear that brands named Allfresh, Organic and Samruthi were the major brands exclusively for pulses in the market and rest of all brands were selling as its supermarket's label.

5.10 Market potential of new branded pulses

Table 5.16 Market potential of new branded pulses (N =50)

Sl no	Particulars	No.of Respondents	Percentage
1	Awareness about Kitchn Treasures		
	Yes	49	98
	No	1	2
	Total	50	100

2	Currently using Kitchen Treasures's products		
	Masaalas	12	24
	Pickles	7	14
	Ready to cook	2	4
	Curry powders	7	14
	More than one product	22	44
	Total	50	100
3	Will you buy Kitchen Treasures's branded pulses from Kudumbashree members?		
	Yes	29	58.0
	No	21	42.0
	Total	50	100.0
4	Whether you are interested in online/telephone booking to buy pulses from kudumbashree members?		
	Yes	25	50.0
	No	25	50.0
	Total	50	100.0
5	Expected quality of container		
	CIPFET Certified	1	3
	Eco friendly disposable	17	59
	Eco friendly reusable	11	38
	Total	29	100
6	Quality concern about the product		
	ISO certified	5	17.0
	Organic product certified	24	83.0
	Total	29	100.0
7	Customers like to be informed about new product		
	Advertisement	9	18.0
	Experience	12	24.0
	Friends and relatives	22	44.0
	Exhibitions and demonstrations	7	14.0
	Total	50	100.0

5.10.1 Awareness about Kitchen Treasures

The Table 5.16 reveals that among the respondents 98 percent were very familiar to the brand Kitchen Treasures. Most of the consumers opined that the media advertisements of the brand were very attracting and also the reason for their brand awareness.

5.10.2 Currently using Kitchen Treasures's products

In order to know the acceptance of various Kitchen Treasures's products by the consumers, response from each consumer were collected and from the table it is clear that 44 percent of the respondents were consuming more than one products of the brand followed by masalas which was used by 24 percent of respondents. The least using product was ready to cook items which was marked less than 4 percent.

5.10.3. Will you buy Kitchen Treasures's branded pulses from Kudumbashree members?

The willingness to purchase branded pulses by Kitchen Treasures from kudumbashree members should be identified for knowing the marketing opportunity and focusing the promotional strategies.

The table 5.16 clearly states that 58 percent of respondents were ready for purchasing Kitchen Treasures's branded pulses and remaining 42 percent were presently not interested to buy branded pulses. Since the brand Kitchen Treasures has a good image in consumer's mind because of the quality maintained in their various products, consumers were willing to purchase branded pulses.

5.10.4 Consumer's interest in Telephone/online booking for branded pulses

The respondents were also asked to give opinion about how they would like to give orders for the pulse products.

Table 5.16 shows that half of the respondents were interested in telephone/online booking and remaining half of the total respondents were not interested to give orders

through telephone. The telephone ordering will be also beneficial to Kudumbashree members so that they can deliver the stocks when ever consumer needs it and also can avoid unnecessary travelling for purchase.

5.10.5. Expected quality of product and its packing

From Table 5.16it is clear that all the potential consumers were quality concerned and thus they prefer organic certified brand of pulses (83 percent) and also ISO (17 percent) certifications to ensure the quality standards. Also 59 percent of potential consumers prefer eco-friendly disposable containers, while 38 percent prefers eco-friendly reused containers. Thus it is understood that, the consumers prefer only eco-friendly containers.

5.10.6 Promotion of branded pulses

The respondents were also asked to give opinion about how they would like to be informed about the new products.

Table 5.16 shows that 44 percent of them were opined that publicity through their friends and relatives will be more acceptable and 18 percent of them were liked to get informed through advertisements. Also 14 percent liked to get informed through exhibitions and demonstrations. Promotional tool either in the form of mass media advertisements or through direct sales promotion techniques is a necessity to create awareness about the new product.

5.11 Expected purchase quantity of each pulses

Table 5.17Expected purchase quantity of each pulses (N=50)

Sl no	Name of pulses	Number of persons willing to buy each quantity of new branded pulses in 6months					Expected most selling quantity of each pulses
		<0.5kg	0.5kg	1kg	2kg	Total	
1	Bengal gram	1	15	13	0	29 (100%)	0.5kg
2	Blackgram		7	10	4	21(72%)	1kg

3	Blackgram skinned	2	6	12	0	20 (69%)	0.5kg
4	Brown pea	5	12	2	0	19 (66%)	0.5 kg
5	Green gram	0	15	5	0	20(69%)	0.5kg
6	Green pea	1	10	12	1	24(83%)	1kg
7	Horse gram	0	8	7	0	15 (52%)	0.5kg
8	Pigeon pea	4	16	2	4	26 (90%)	0.5 kg

Note : figures in bracket indicate percentage to column total

From Table 5.17 it is clear that among the 29 respondents who were ready to shift to Kitchen Treasures's pulses all respondents will purchase Bengalgram and 1kg is the expected most selling quantity, followed by Greenpea which will get purchased by 24 respondents. Blackgram will be purchased by 21 respondents with 1 kg as expected most selling quantity. Horsegram and Brown Pea remained as least purchased pulses as they have nearly more than 50 percent of positive response. It is evident from the table that Bengal gram and Green gram were the pulses having high demand from consumers and company can concentrate more on the procurement as well packaging of those pulses followed by Black gram and Greenpeas.

SUMMARY OF FINDINGS, CONCLUSION AND
SUGGESTIONS

CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 Summary of findings

The key findings of the Kudumbashree members' data are listed below

Marketing opportunities of branded pulses

1. Majority of the respondents are of the age group of 31-40 and 75 percent of them were having upper primary education which indicates most of the respondents were capable to undertake marketing activities of branded pulses.
2. The respondents were classified based on their employment position, it was seen that 47 percent of respondents were housewives and 38 percent were self employed.
3. Majority 8 percent) of respondents were having nuclear family and 40 percent of the respondents had a monthly family income of Rs.10001-20000.
4. In the case of consumption pattern of pulses, most of respondents were health conscious and variety seeking followed by respondents who were consuming pulses according to their need and convenience which accounts for 70.46% of the variant. There were comparatively less respondents who were price conscious. It was clear from the exploratory factor analysis that pulses plays a vital role in the daily diet of Keralites, and the consumers are forced to purchase pulses even if the price shoots.
5. The major factors influencing purchase decision of pulses consist of the variables taste, purity, quality, easy to cook and packaging followed by the second factor consist of variables like SKUs, price and loose availability. The third factor consists of shelf life which accounts for 61.903%of the variant.
6. Nearly 85 percent respondents were well aware of the brand Kitchen Treasures and 46 percent of the respondents were consuming more than one products of this rand.

7. Majority of respondents (64 percent) are ready for marketing Kitchen Treasures's branded pulses and remaining 36 percent are presently not interested in marketing activities.
8. Financial crisis (29%) and profit chances(17%) were the major reasons for undertaking the marketing activities followed by unemployment and need for independence as main reasons. Also it was clear from the study that most of the units were not engaged in any group business or income generating activity.
9. Among the respondents 36 percent were wish to get the stock that would reach kudumbashree outlets and 27 percent respondents wish go and get the stocks from company. Also 37.5 percent wish to make orders through telephone booking followed by 27 percent were interested in fixed monthly stock.
10. Among the interested respondents 42 percent of respondents prefer to market the product inside the town. And 20 percent of respondents were preferred to market the product in their locality followed by 2.5 percent respondents who were planning to market it outside the town.
11. Around 61 percent of respondents were willing to take a total of 20-40 packets of branded pulses as their initial purchase

Ability of Kudumbashree members to undertake marketing activities

12. Among the respondents 49 percent were having 0-5 years of experience in Kudumbashree followed by 19 percent who were having more than 16 years of experience. Also 17 percent respondents have 6-10 years and 15 percent were having 11-15 years of experience in Kudumbashree. But more than half percent respondents revealed that their Kudumbashree units were not engaged in any income generating activities and 38 percent respondents are engaged in sales and marketing activities of their Kudumbashree units.

13. Around 33 percent respondents received financial support from Government and 10 percent respondents received other type of support like technical supports for their group activities.
14. Regarding purchase of pulses by the consumers , majority of the purchases (44 percent) were made through supermarkets and 36 percent through general provision stores and remaining 21 percent were made their purchase of pulses through co-operative stores. They also had an opinion that branded pulses will be having more quality and superior price than the loose pulses
15. Regarding the training to improve their marketing skill, 55 percent of respondentsopined that they need training .
16. 27 percent respondents were thinking to find their consumers through an outlets followed by 14 percent respondents who wish to meet consumers through door to door delivery. Also majority of the respondents were planning to sell 11-15 packets of pulses in a day followed by 16 percent respondents who were planning to sell 16-20 packets daily.
17. Among the respondents 27.5 percent were interested to purchase stocks fortnightly and 23 percent respondents were interested in weekly purchase followed by 13.8 percent respondents who were wish to purchase stocks monthly

Expected demand and purchase pattern of branded pulses

18. among the 103 respondents who were ready to undertake marketing activities of branded pulses, most of the respondents were planning to sell 11-15kg of pulses in a month including Bengalgram, Blackgram skinned, Greengram, Greenpea and pigeonpea. For all pulses except Brownpea, Greenpea,andHorsegram 1kg will be the most selling quantity.

Key findings of the consumer's data

1. Majority of the respondents were from the age group between 31-40. It constitutes 54 percent. 24 percent of the respondents were between the age group of 41 and 50

2. Among the 50 respondents 26 percent were having both school level education and graduate degree and 22 percent of respondents were professionally qualified. Also 10 percent of respondents were technically qualified and no respondents were illiterate.
3. Occupation of the consumers is an important factor that affects the consumption pattern. The respondents were classified based on their employment position and among the sample, it is clear that nearly half of the respondents were housewives. 32 percent were working in private sector and 12 percent were government employed and 10 percent were employed in IT field.
4. Majority of the respondents were having a family consisting of 4 members (36 percent) and also 36percent had a monthly family income of Rs.20001-30000. 34 percent had monthly income of Rs.10001-20000 and for 20 percent had Rs.30000 above as monthly income. Also 8 percent respondents were having monthly income of Rs.5001-10000.

Details regarding purchase of pulses

5. More than half of the respondents were purchasing pulses weekly (52 percent). 46 percent of respondents were purchasing pulses monthly and 2 percent not having any specific time for purchase of pulses and remaining 1percent purchasing fortnightly.
6. In order to locate the exact outlet through which products were purchased by the consumers, response from each consumer were collected and it was clear that 54 percent of the purchases were made through supermarkets and 32 percent through general provision stores and remaining 14 percent were made their purchase of pulses through co-operative stores.
7. It was evident that wives were the decision makers and buyers of pulses in most of families. Though the male members of the family has least influence in the decision making process the study revealed that products were actually purchased by them in 12 families
8. More than half (58 percent) of respondents were using branded pulses which mostly includes the supermarket's own brands and remaining respondents are

using unbranded pulses which is mainly as loosely packed pulses either from general provision stores or co-operative stores. Quality was the most important factor that influences the brand preference

9. Shifting of brands was comparatively low in case of pulses. High price and retailers low quality were the main reasons for shift in the brands. Also the respondent were asked to mark whether branding of pulses is necessary or not and 64 percent of the respondent opined that there is a need for branding of pulses which will be helpful in reducing the consumption of low quality pulses.
10. Among these 8 pulses Bengal gram was purchased by 45 persons. Bengal gram of quantity 1kg was most purchased (48 percent) item. Green gram was purchased by 44 persons and 0.5kg quantity was purchased more. Black gram was purchased by 40 persons in whom 50 percent were preferring 1kg quantity for single purchase. Pigeon pea is the next item, which gets purchased by about 35 persons and among this 40 percent were buying quantity of 0.5kg. Blackgram skinned is the least purchasing pulse item, about 25 persons were buying it and 26 persons were purchasing Horse gram and 43 persons were buying Green pea.
11. It is evident from the study that reasonable price ranked as major factor in the decision to purchase pulses followed by taste and quality & purity of pulses. Discount was ranked as the fourth factor and easy to cook and loose availability were the other influencing factors.
12. Brands named All fresh, Organic and Samruthi are the major brands only for pulses in the market and rest of all brands are selling as its supermarket's label.

Market potential of new branded pulses

13. Among the respondents 98 percent were very familiar to the brand Kitchen Treasures. Most of the consumers opined that the media advertisements of the brand were very attracting and also the reason for their brand awareness.
14. In order to know the acceptance of various Kitchen Treasures's products by the consumers, response from each consumer were collected and it was clear that 44 percent of the respondents were consuming more than one products of the brand

- followed by masalas which was used by 24 percent of respondents. The least using product was ready to cook items which was marked less than 4 percent.
15. The respondents clearly stated that 58 percent of respondents were ready for purchasing Kitchen Treasures's branded pulses and remaining 42 percent were presently not interested to buy branded pulses.
 16. Also half percent of the respondents were interested in telephone/online booking and remaining half percent were not interested to give orders through telephone.
 17. All the potential consumers were quality concern and thus they prefer organic certified brand of pulses and also ISO and FSSAI certifications to ensure the quality standards. From the analysis it was clear that majority of potential consumers prefer eco-friendly disposable containers, and eco-friendly reused containers.
 18. Majority of the respondents opined that publicity through their friends and relatives will be more acceptable and also advertisements through television, radio etc. having high

Expected purchase quantity of each pulses

19. Among the 29 respondents who were ready to shift to Kitchen Treasures's pulses all respondents will purchase Bengalgram and 1kg is the expected most selling quantity, followed by Greenpea which will get purchased by 24 respondents. Blackgram will be purchased by 21 respondents with 1 kg as expected most selling quantity. Horsegram and Brown Pea remained as least purchased pulses as they have nearly more than 50 percent of positive response.

6.2 Conclusion

Pulses play an important role in sustaining agriculture through balanced crop mix and in ensuring nutritional security of the masses. Pulses are the cheapest and vital source of protein for vegetarian Indian society. Stagnant production and ever increasing population has lead to declining per capita availability of pulses over the years. Relative

increase in domestic prices of pulses in India was mainly due to over dependence of the production on monsoon and dependence of availability on imports.

The present study on marketing opportunities of branded pulses through Kudumbashree units that pulse products have a never decreasing demand in the markets. The study covered mainly eight important pulses in the market namely Bengal gram, Black gram, Black gram skinned, Brown pea, Green gram, Green pea, Horse gram, Pigeon pea which are playing a vital role in the daily diet of Keralites. Primary data required for the study were collected from Kudumbashree members and consumers.

The study identifies that there is a good marketing opportunities for branded pulses through Kudumbashree units since Kudumbashree produces different type of products and these products have high demand in the local market to an extent. The formation of self help groups of women was a turning point in the concepts and practice of women development in Kerala. Although Kerala accounts for just about 3.5 percent of the population in the country, more than 11 percent of its people, mainly women are the members of neighbourhood and other Self Help groups. In Kerala the Kudumbashree mission a process-oriented project has been implemented which lays great emphasis on the qualitative and socio economic development of women. The mission took active role for the formation of micro enterprises in Kerala through the network of community development societies and Self Help groups with the objective of attaining social and economic empowerment of the marginalized especially women.

Marketing have greater significance in this world. It goes improving in every day. Behind all succeeded products there must have a best and effective marketing strategy. The strategy adopted by different company directly affects sales turnover of their products. Kudumbashree has good image in the mind of Kerala consumers due to greater quality products they were producing. The present marketing trend shows all the customers of Kudumbashree products are retains forever in market. Kudumbashree products have greater demand in festival seasons like Onam, Vishu, Christmas, bakreed etc. seasonal sales shows high fluctuation in the festivals. These seasons contribute more profit to Kudumbashree. All Kudumbashree products have natural quality. These products have easy accessibility in market. Direct home selling strategy is the important success

factor of Kudumbasree products. So obviously branded pulses from Kitchen Treasures will have good demand in the market if Kudumbashree members are ready to put some effort and it will be beneficial for both company and Kudumbashree units.

Even the Kudumbashree members have experience in marketing, if they get some training or any kind of icebreaking session the team will be more productive and active. Also the Kudumbashree members are expecting a profit margin which gets ranges between Rs. 1-4 .

The study also identifies that quantity retained for home consumption was more in case of Bengal gram and green gram and majority of housewives were the decision makers in purchase of pulses. The factors that influence the purchase decision for the selected pulses are quality and price of product. From the consumer response analysis, it was observed that more than half percent of the purchases are made through supermarkets and only 30percent through general provision stores and remaining are made their purchase of pulses through co-operative stores. From the respondents 58 percent are ready to shift to a new brand of pulses and remaining wants to continue to the currently using brand of pulses. Also the analysis reveals that new brand of Bengal gram and Black gram has a high potential among consumers. This analysis shows that the product has fairly good demand in the market and it can fetch increasing sales during future.

In order to capture the market and increase their market share, new policies regarding strategic marketing and sales of the products should be adopted. More promotional measures are to be framed by company in order to increase the publicity and popularity of branded pulses. Sales promotion techniques like participation in exhibitions, trade fair etc could be made by Kudumbashree in order to promote the brand. Innovative thinking from top level management is the only way for both new and old firms to become leaders in the agro-processing sector. These firms have a bright future in the field, provided they understand the consumer and stay with them.

6.3 Suggestions

- i. The brand popularity can be done through promotion at the introducing stage of branded pulses.
- ii. Company can give some training or icebreaking session to Kudumbashree members to enhance their marketing skill and also for motivating them.
- iii. Bengal gram, green gram and black gram are pulses used by most of the customers. So company can improve packaging and marketing of these products.
- iv. The company can initiate with the comparative prices which can divert the customers to the product which provides the efficient product with optimum price.
- v. The study Investigates and concluded that organic products are being used by most of the customers and company can initiate the organic product procurement with organic certification.
- vi. Continuous grand promotions for the pulse products if any planned by the company can be reduced. Since the expenses on those promotional activities or more. More over the promotional facility is not needed for daily using products. And thus cost can be reduced. This reduced cost can be used as margin for Kudumbashree members.
- vii. Attraction of majority of potential consumers can be get by introducing eco-friendly disposable containers, and eco-friendly reused containers as packing material.
- viii. Since the product is a brand of agricultural commodity it will be better to concentrate the marketing on urban areas than rural areas during the initial stages.
- ix. Advertisements and promotional techniques through social media can create wide opportunities for new products.

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APPENDIX

Marketing opportunities of branded pulses (Kitchen Treasures) through Kudumbashree units in Cochin Corporation

Interview schedule for Kudumbashree members

1. Name and address of the respondent :
2. Age : 20-30 30-40 40-50 >50
3. Marital status : Married/ unmarried
4. Educational qualification : some schooling/ lower primary/ upper primary/high school/

Higher secondary/ graduate/post graduate/others (specify)

5. Occupation : Employed in private sector
Govt.service/Business/ Agriculture& allied/self employed
6. Type of family : Nuclear/ joint
7. Family size : 2-3/ 4-7 / 7-9
8. Monthly Income : below 5000/ 5001-10000/ 10001-20000/
20001-30000 / 30001-40000/above 40000

9. What are the various income generating activities of your group

1. sales and marketing
2. catering
3. cottage industries

10. Assistance you received to undertake these activities

Financial	Technical	Other(specify)

11. Which are the pulses that you typically purchase? More than one option

- Bengal gram
- Black gram

- Black gram skinned
- Brown pea
- Green gram
- Green peas
- Horse gram
- Pigeon pea
- Others

12.Mention the consumption pattern

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Uses 3 times a day it is a must					
Depends upon the interest not a must					
Diet is followed in each day					
Uses only according to need of family					
According to my convenience					
Always try different pulses for a change					
I am allergic to certain pulses					
I always look into the price					
I am always conscious about my health in consuming pulses.					

13. How important are the following in your decision to buy pulses in a 5 point scale (least important – very important)

Attributes	Not Important at all	Not Important	Neutral	Important	Very Important
Price					
Taste					
Brand					
Purity & Quality					
SKUs					
Availability					
Packaging					
Discounts					
Easy to cook					
Loose availability					
Shelf Life					

14. How long you have been in kudumbashree

15. Are you aware of Kitchen Treasures and its products ; yes/ no

16. Which are the Kitchen Treasures's products you prefer to use ?

1. Masalas
2. Pickles
3. Ready to cook
4. Curry powders

17. Whether you are ready for marketing branded pulses : yes /no

18. Reason for undertaking the marketing activities of branded pulses

1. Financial crisis
2. Profit chances

3. Need for independence
4. Previous experiences
5. Unemployment
6. Uniqueness of products
7. Others

19. How do you wish to get the stocks of pulses from Kitchen Treasures?

1. Go get the stock
2. Kitchen treasures would reach your outlets
3. Any other suggestions

20. Which are the areas you can market the products

1. Inside the town
2. Outside the town
3. Locality
4. Others(specify)

21. What type of purchase you wish to make initially?

1. 20-40pkts
2. 41-60pkts
3. above 61

22. From where you are purchasing pulses for your home consumption?

1. general provision stores
2. supermarkets
3. co-operative stores

24. How do you think these private branded pulses differ from the substitutes in the markets?

1. Quality
2. Price
3. Packaging
4. Others

22. Do you feel any need for training to improve your marketing skill ?

Yes/ no

23. from the below list, which are the pulses will have high market potential/ demand from consumers?

Sl no	Products	Expected quantity you can sell in a month (kg)	Preferred quantity of packet for sale (kg)
1	Bengal gram		
2	Black gram		
3	Blackgram skinned		
4	Brown pea		
5	Green gram		
6	Green peas		
7	Horse gram		
8	Pigeon pea		

24. How do you think to persuade consumers to market this product?

1. Door to door delivery
2. Through an outlet
3. Others (specify)

25. Minimum number of packets you are planning to sell a day?

26. Minimum amount of profit margin you wish to get from a packet?

27. How you wish to make orders to the company for the stocks?

1. Online booking
2. Fixed monthly stock
3. Through telephone booking

28. Purchase pattern of stock?

1. Monthly purchase
2. fortnightly
- 3 weekly

29. Please rank the following on a scale of 1-7(1 very dissimilar-7 very much similar)

KT'S vs	Very dissimilar	Dissimilar	Neutral	Similar	Very much similar
Eastern					
KT'S vs Nirapara					
KT'S vs supplyco					
KT'S vs buy n save					
KT'S vs more					
KT'S vs RELIANCE					
Eastern vs nirapara					
Eastern vs supplyco					
Eastern vs buy n save					
Eastern vs more					

Eastern vs reliance					
Nirapara vs supplyco					
Nirapara vs buy n save					
Nirapara vs more					
Nirapara vs reliance					
Supplyco vs buy n save					
Supplyco vs more					
Supplyco vs reliance					
Buy n save vs more					
Buy n save vs reliance					
More vs reliance					

Marketing opportunities of branded pulses(Kitchen Treasures) through Kudumbashree units in Cochin Corporation

Interview schedule for women consumers

Household information

1. Name and address of the respondent :
2. Age : 20-30 30-40 40-50 >50
- 3 Educational qualification : illiterate school secondary
Graduation professional technically qualified
4. Occupation : private sector government agriculture
IT field self employed
housewife
5. Nature of family : joint nuclear
- 6 Family details :

sl.no	Name	Relationship with respondent	Age	Sex	Educational Qualification	Occupation	Monthly Income (Rs)

7. Where do you live in Ernakulum dist? :
8. Total annual income of the family : < 5000 5001 – 10000 10001-20000
 20001-30000 >30001

9. Expenditure particulars (monthly) :

sl.no	Items	Amount (Rs.)
1	Food items	
2	Clothing	
3	Rent	
4	Recreation	
5	Electricity charge	
6	Water charge	
7	Telephone charge	
8	Fuel charge	
9	Others (specify)	

Purchasing behaviour

10. Do you purchase pulses from market? : yes no

11. If so, indicate the nature of purchase : weekly fortnightly
monthly No specific time

12. Out of the given pulses which one do you prefer the most? More than 1

Bengal gram

Black gram

Black gram skinned

Brown pea

Green gram

Horse gram

Pigeon pea

Others

13. Mention the consumption pattern

- Uses 3 times a day it is a must

- Depends upon the interest not a must
- Diet is followed in each day
- Uses only according to need of family
- According to my convenience
- Always try different pulses for a change
- I am allergic to certain pulses
- I always look into the price
- I am always conscious about my health in consuming pulses :

14. What is your typical budget for pulses in a month? :

15. How far would you travel to make the purchase? :

16. Who is the decision maker /actual buyer with respect to various pulses ?

Sl no	Products	Decision maker (H/W/J/C/O)	Actual buyer (H/W/J/C)
1	Bengal gram		
2	Black gram		
3	Black gram skinned		
4	Brown pea		
5	Green gram		
6	Green peas		
7	Horse gram		
8	Pigeon pea		

*H –husband ; W- wife ; J-jointly ;C- children ; O-others

17. How important are the following in your decision to buy pulses?

- I give more importance to price
- I give importance to the taste preference of all family members
- I give importance to the brand
- I give importance to the purity and quality of the pulses

- I see the quantity difference in different packaging
- I prefer the availability more
- I see to it whether it is packed well or not
- I look for the subsidy
- I see which pulses are easy to get cooked
- I should know the origin from where it is brought
- I always look forward sorted pulses
- Always follow a healthy buying pattern

18. Different patterns opted in buying pulses in which you are satisfied? Which are the motivational factors influencing in your buying decision (rank them in order of preference)

- Buy always from same shop of same brand
- Buy conveniently from any shops
- Always interested in buying loose quantity
- Always buy packed pulses
- Either packed or loose which one is available at that time

18. Do you use any branded pulses :

19. If yes, specify the brand and how long u were using this brand of pulses? :

20. Main reason for choosing this brand? Anytime,

Shifted from/to any brand? :

21. If yes? Specify the brand and reason?

22. If you were using only loosely packed items, reason?:

23. Do you ever experienced any type of quality problems

While purchase and use of pulses? : yes no

24. If so, which crop you found more adulterated? :

25. Did you ever noticed any type of price adulteration : yes no

in case of pulses?

Demand and purchase pattern for branded pulses

26. Do you prefer to buy pulses if the price go high in future?: yes no

27. Have you heard of the brand Kitchen Treasures yes no

28. Do you keep Kitchen Treasures product?

29 Kitchen treasure wanted to meet their customers (branded pulses) through Kudumbashree units, would you be interested : yes no

30. Have you bought anything from kudumbasree outlets?

31.If kudumbashree comes out with online booking scheme will you be interested?

32. Do you intend to buy the branded pulses within the next Six months?

Sl no	Products	No chance	For certain
1	Bengal gram		
2	Black gram		
3	Blackgram skinned		
4	Brown pea		
5	Green gram		
6	Green peas		
7	Horse gram		
8	Pigeon pea		

30. If you intend to purchase the branded pulses kindly indicate expected demand, quantity preferred for single purchase .

Sl no	Products	Expected quantity to be purchased (monthly)	Preferred quantity of single purchase (gm/kg)
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		(gm/kg)	
1	Bengal gram		
2	Black gram		
3	Blackgram skinned		
4	Brown pea		
5	Green gram		
6	Green peas		
7	Horse gram		
8	Pigeon pea		

31. If Kudumbashree comes out with online booking scheme will you be interested?

32. Whether you have faced a situation of non-availability of pulses in market?

Always frequently occasionally rarely never

33. If yes, specify the product:

34. Expected type of selling order : Door to door Through outlets by

Online Booking others

35. How would you liked to be informed about the new products?

Advertisement shopkeepers friends and relatives

Exhibitions and demonstrations others (specify)

36. Do you have any suggestions regarding the new product development .

