

Annexure 10.2 Guide to Prepare Weekly Market or Festival Market Reports

Marketing Support is one of the services given to the entrepreneurs by the BRC-EP through the CRPs-EP. And out of all the marketing support, promotion of weekly haat or festival bazaar are the most popular when it comes to generating revenue in a short period of time. It is important for the BRC-EP to document such interventions in terms of its strategy, the revenue it created, the kind of mobilization done to replicate such interventions in the future as well.

Refer to the below mentioned guide to capture details of weekly or festival market promoted in the block

No of Haats/Fairs/Markets initiated

No. of Entrepreneurs (SHG and Non-SHG)

Types of enterprises

Total Revenue Generated

Average Revenue earned in each haat

Date and duration of Haats/Fairs/Markets organized

Footfall

Frequency of haat initiated

No. of Entrepreneurs (SHG and Non-SHG)

Types of enterprises