

An Analysis on Channels of Distribution At Gramodhaya Vanitha Kendram's Products And Services

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Abstract- *This study explores the distribution channels of Gramodhaya Vanitha Kendram (GVK), a women-led enterprise aimed at empowering rural communities through the production and distribution of household and eco-friendly products. The research analyzes the structure and efficiency of its current distribution system, identifies the challenges faced, and proposes strategic improvements. Drawing on both primary data from stakeholders and secondary literature on rural supply chains, the findings indicate a need for digital engagement, logistical enhancements, and capacity building to improve market reach and sustainability.*

Keywords- Distribution Channels, Women Empowerment, Rural Enterprise, Gramodhaya Vanitha Kendram, Supply Chain, FMCG Distribution, Social Enterprise

I. INTRODUCTION

Distribution channels play a pivotal role in marketing and logistics, ensuring that products reach consumers efficiently and on time. In the context of small and medium enterprises (SMEs), and particularly those operating in rural areas, distribution channels also serve a socio-economic function by connecting grassroots production units with end markets. Gramodhaya Vanitha Kendram (GVK), based in Kerala, India, represents such a model by integrating women-led self-help groups into its production and distribution network.

The study of GVK's distribution model becomes significant not just for understanding the operational efficiency of a rural enterprise, but also for deriving insights into how such models contribute to sustainable development and women's empowerment. Despite its success in community engagement, GVK faces several challenges related to logistics, market penetration, digital outreach, and supply chain resilience. This paper aims to investigate the current structure of its distribution channels and provide targeted strategies for improvement.

INDUSTRY PROFILE

Gramodhaya Vanitha Kendram, based in Kanjikode, Palakkad, is a social enterprise focused on empowering rural women by creating sustainable livelihood opportunities. It engages women in the production of handmade crafts, food items, and textiles, allowing them to contribute actively to the local economy. While production is at the core of its operations, the enterprise's strength lies in its effective distribution channels that connect these products to both urban and rural markets. Situated in Palakkad, a district known for its cultural heritage and traditional crafts, the organization plays a key role in preserving these traditions while promoting ethical and sustainable consumption. By providing training, resources, and access to markets, Gramodhaya Vanitha Kendram helps bridge the gap rural women face in entrepreneurship, enabling them to build independent and impactful livelihoods.

COMPANY PROFILE

A registered society **GRAMODHAYA VANITHA KENDRAM(GVK)**, is a small-scale industry engaged in the manufacturing of washing-soaps under the Brand name **SABARI**.

The company came into existence in February of 1987 organized through Society Act in Tamil Nadu. The group named the company GRAMODHAYA VANITHA KENDRAM of which the main concern is formulate, manufacture and sell soap and detergents with brand name **SABARI BAR SOAP**. The company has put up a 2,400-kgs copra capacity milling equipment and produce about 900 – 1000 litre of unrefined coconut oil for use in the manufacture of oil-based consumer products like soap, detergents, cooking oil and animal feeds. Trial operation commenced in February 8, 2001 in their small plant in Pollachi and later shifted to Kanjikode Industry in NIDA. At a mere 35 kgs of selected household detergents and industrial cleaners under the brand name of SABARI BAR SOAP.

II. LITERATURE REVIEW

Previous research highlights the significance of integrated supply chains and efficient distribution strategies in improving market performance. According to **Gattorna (2014)**, distribution frameworks must balance cost efficiency with responsiveness to consumer needs.

1. **Tayade and Patil (2024)** emphasized the growing role of digital channels and third-party logistics in enhancing supply chain performance in rural areas.
2. **Naumann. A (2023)** explored how technologies such as computer vision and AI are reshaping warehousing and logistics systems, which can be adapted by even small enterprises for operational improvement. These insights underline the importance of a hybrid approach that combines traditional retail methods with modern logistical support.
3. **Ensign (2006)** further argues that international and domestic distribution strategies must consider structural and behavioral aspects of market interaction. In the case of Gramodhaya Vanitha Kendram, the literature supports the idea of applying customized distribution strategies that align with local capabilities while leveraging digital solutions for scale.
4. **Lee S. H. (2025)**, in "A Review on Long Distribution Channel's Problems," highlights issues like high costs, poor coordination, and delays in extended supply chains. The study emphasizes digital tools—such as real-time tracking and automation—as key to improving efficiency, despite risks like cybersecurity threats. It urges a shift toward tech-enabled models for competitive advantage.

OBJECTIVES OF THE STUDY

- To examine the current distribution channel structure employed by GVK.
- To assess the efficiency and outreach of existing distribution practices.
- To identify key challenges faced in product distribution.
- To suggest recommendations for enhancing distribution capabilities.

RESEARCH METHODOLOGY

A descriptive research design was employed to gather data systematically and provide a clear picture of the current state of distribution. Primary data was collected through structured questionnaires distributed to 200 stakeholders including manufacturers, retailers, distributors, and consumers. The questionnaire consisted of both quantitative

and qualitative questions, designed to measure aspects such as distribution frequency, procurement methods, promotional activities, and customer satisfaction.

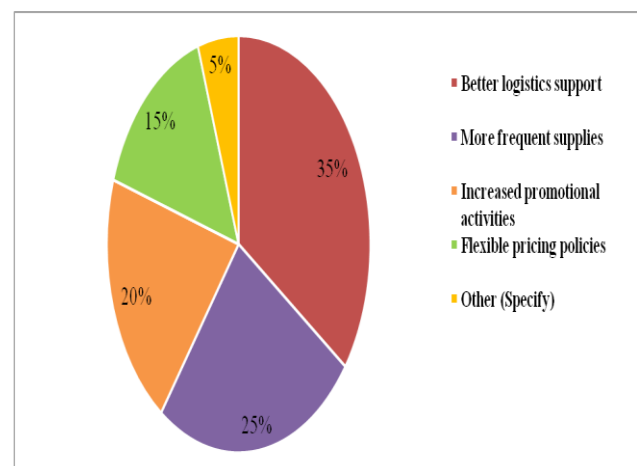
Secondary data was gathered from academic journals, GVK internal reports, government publications, and previous studies on rural distribution strategies. Analysis was conducted using percentage analysis, Chi-Square tests for significance between categorical variables, and ANOVA for analyzing mean differences in consumer perceptions.

III. DATA ANALYSIS

TABLE SHOWING EXPECTED MANUFACTURER SUPPORT FOR BETTER DISTRIBUTION AT GRAMODHAYA VANITHA KENDRAM

EXPECTED SUPPORT FROM MANUFACTURER	RESPONDENTS	PERCENTAGE (%)
Better logistics support	70	35%
More frequent supplies	50	25%
Increased promotional activities	40	20%
Flexible pricing policies	30	15%
Other (Specify)	10	5%
Total	200	100%

FIGURE SHOWING EXPECTED MANUFACTURER SUPPORT FOR BETTER DISTRIBUTION AT GRAMODHAYA VANITHA KENDRAM



INTERPRETATION

The majority (35%) expect better logistics support, indicating the need for improved transportation and delivery systems. 25% prefer more frequent supplies, reducing stock shortages. 20% want increased promotional activities, showing a demand for better market visibility. 15% favor flexible pricing policies, suggesting competitive pricing concerns. A minor group (5%) has other support expectations, possibly related to credit terms or distributor incentives.

CHI-SQUARE TEST ANALYSIS

A statistical tool is used to assess the link between geographic location and product shortage frequency in Gramodhaya Vanitha Kendram's distribution. It helps identify if shortages are location-specific or random, highlighting areas needing improved logistics and supply planning.

NULL HYPOTHESIS (H_0): - There is no significant association between geographic location and frequency of shortage.

ALTERNATIVE HYPOTHESIS (H_1): - There is a significant association between geographic location and frequency of shortage.

Geographic Location \times Frequency of shortage

Count

		Frequency of shortage					Total
		Very frequent	Frequently	Occasionally	Rarely	Never	
Location	Local Markets	3	7	7	7	0	24
	District Level Markets	3	10	7	20	0	40
	State Wide	7	3	7	40	0	57
	Outside Kerala	0	0	13	10	30	43

	Outside India	3	3	10	0	20	36
Total		16	23	34	77	50	200

INTERPRETATION

The table shows the distribution of product shortages across different geographic locations and their frequencies. This will assess if geographic location significantly affects the frequency of shortages. If the p-value is less than 0.05, the location and shortage frequency are related; otherwise, they are independent.

CHI-SQUARE SUMMARY

CHI-SQUARE STATISTICS INDICATING ASSOCIATION BETWEEN DISTRIBUTION FACTORS AND CONSUMER RESPONSES

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.684 ^a	16	.000
Likelihood Ratio	52.407	16	.000
Linear-by-Linear Association	9.347	1	.002
N of Valid Cases	60		

Since, the Pearson Chi-Square value (42.684, $p = 0.000$) is statistically significant ($p < 0.05$), we reject the null hypothesis, indicating a significant association between geographic location and frequency of shortage.

INTERPRETATION

The Chi-Square test results indicate a statistically significant association between the categorical variables analysed, as evidenced by the Pearson Chi-Square value (42.684, $p = .000$) and the Likelihood Ratio (52.407, $p = .000$). The Linear-by-Linear Association value (9.347, $p = .002$) further confirms a strong linear relationship. Since all significance values are well below the 0.05 threshold, the results suggest that the observed differences are not due to chance, implying a meaningful relationship between the variables under study.

ANOVA

NULL HYPOTHESIS (H₀): There is no significant difference in consumer perception of Gramodhaya Vanitha Kendram products across different experience levels.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant difference in consumer perception of Gramodhaya Vanitha Kendram products across different experience levels.

CONSUMER PERCEPTION OF GRAMODHAYA VANITHA KENDRAM PRODUCT

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than one year	10	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
1-3 years	22	1.0909	.29424	.06273	.96044	1.2214	1.00	2.00
3-5 years	18	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
5-8 years	12	2.3333	.49237	.14213	2.0205	2.6462	2.00	3.00
More than 8 years	8	3.5000	.53452	.18898	3.0531	3.9469	3.00	4.00
Total	70	1.8000	.86141	.10296	1.5946	2.0054	1.00	4.00

INTERPRETATION

The table presenting the consumer perception data for Gramodhaya Vanitha Kendram products delineates descriptive statistics based on the duration of consumer association with the product. It shows a clear upward trend in the mean perception scores as the duration of use increases. Consumers associated for less than one year report the lowest mean perception score of 1.000, indicating a neutral or initial level of satisfaction. In contrast, those associated for more than 8 years report the highest mean score of 3.500, suggesting a significantly more favourable perception.

The standard deviation and confidence intervals further support the reliability of these mean values, with higher variability seen in groups with longer associations (e.g., 5–8 years and more than 8 years), reflecting a broader range of

experiences and opinions. These results indicate that as consumers continue using Gramodhaya Vanitha Kendram products over the years, their perception improves notably, suggesting growing satisfaction and trust in the brand.

ANOVA ANALYSIS

CONSUMER PERCEPTION OF GRAMODHAYA VANITHA KENDRAM PRODUCTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.715	4	11.179	112.049	.000
Within Groups	6.485	65	.100		
Total	51.200	69			

INTERPRETATION

The ANOVA results for **Consumer Perception of Gramodhaya Vanitha Kendram Product** show a statistically significant difference in consumer perceptions across the groups, with an **F-value of 112.049** and a **p-value of 0.000**. The **degrees of freedom** for between groups is 4, and for within groups is 65. The **p-value** is less than the significance level of 0.05, indicating that the differences in means between the groups are not due to random chance, but rather reflect real differences in consumer perceptions across the groups.

IV. SUGGESTIONS

1. Reach district and state-level markets to improve product availability and tap into new customer segments.
2. Utilize e-commerce platforms and digital marketing to connect with a wider, tech-savvy audience.
3. Upgrade packaging for better shelf appeal and stronger brand recognition in competitive markets.
4. Launch offers like discounts, combos, and loyalty schemes to attract and retain customers.
5. Offer better margins and schemes to motivate partners to promote and stock products actively.
6. Ensure timely delivery and reduce transport costs to maintain a smooth supply chain.
7. Use structured systems to reduce stockouts and manage seasonal demand effectively.

8. Leverage social media, local ads, and influencers to boost brand visibility and reach.
9. Promote through demos, sampling, and events to build trust and customer connection.
10. Maintain consistent product standards to ensure satisfaction and boost brand loyalty.

V. CONCLUSION

The distribution and sales of Gramodhaya Vanitha Kendram products highlight key supply chain challenges and consumer preferences. Currently, the brand primarily relies on wholesalers and retailers, with increasing interest in online platforms. Product quality and affordability are seen as strengths, but there's room for improvement in marketing and logistics.

Challenges such as high transportation costs, supply delays, and competition affect distribution efficiency. Additionally, seasonal demand fluctuations and product shortages impact sales. However, there are significant opportunities to expand market reach, enhance promotional efforts, and introduce pricing strategies that attract consumers.

To strengthen its position, Gramodhaya Vanitha Kendram must focus on improving its distribution system, boosting brand awareness, and addressing logistical inefficiencies. Success in both local and wider markets will depend on strategic partnerships, digital adoption, and a customer-centric approach to ensure sustainable growth and competitiveness.