

My ME Primary Report – Template

Details of responsible officer		
1	Name of District	KOLLAM
2	Name of Person In charge	SUCHITHRA.S
3	Designation	DISTRICT PROGRAMME MANAGER(MARKETING)
4	Contact Number	9544161550

Basic Information about the Unit

1	Name and contact number of ME unit adopted	Saikrishna Event Management and Catering service Mob:9744009440
2	Area of operation	Event Management and Catering Service.
3	Location of ME	Sasthamkotta
4	Name and contact number of MEC in charge	Rejina Mob:9847933430
5	Whether MEC visits regularly and supports the unit	No
6	Individual/Group	Group
7	If group total no of members	5
8	Scheme (RME/Yuvashree/Others Specify)	other
9	Details of training received (PIP/EDP/Skill/Accounting&Auditing/Others Specify)	Training under KITCO
10	Whether unit needed any training	Yes
11	Present marketing strategy/Channels	Getting orders from nearby areas through personal contact
12	Whether unit have any idea for business expansion or diversification	By getting training on Event Management they can coordinate and manage end to end activities of a function. And also planning to expand marketing strategies through other channels

Financial Details		
1	Whether registers are maintained properly?	Yes
2	Whether accounts are maintained perfectly?	
3	Whether regular auditing has been done?	
4	Total revenue and expenditure in 2015-2016	R: E:
5	Total revenue and expenditure in 2016-2017	R: E:
6	What are the financial assistance received from Kudumbashree	No
7	Whether units is eligible for any financial assistance from kudumbashree	Yes .As a startup ME they are eligible for Innovation Fund

(1)Major observations/ Finding: The group started their catering unit in 2007 with 5 members. As their unit was running very successfully they were planning to expand their area of operation and registered their Event Management unit in April 2017.They haven't got any financial assistance from Kudumbashree till now. All the group members are very much active and looking forward to expand their business. Their family members also very much supportive. They are preparing ordered food at one of the group members' house

(2)Suggestions for Improvement: Improve marketing strategies to get more orders. For conducting big events they need a separate space with modern facility. Through this we can ensure the hygienic condition .

(3) Initiatives undertaken for betterment: Planning to call MEC the very next day and will coordinate all the activities to get financial support to this group. And also will check the possibility to give a training on Event Management and catering

(4)Initiatives needed for Improvement: All the members need proper training on Event Management to coordinate all the activities. Also they need financial support to expand their activities

(5) Remark if any: Their catering unit has been running very successfully for last 10 yrs. by their unity and hardwork. So we can make the Event Management group also a successful one by giving proper training and financial assistance.