

MY ME Primary Report

Details of the responsible officer		
1	Name of District	Kottayam
2	Name of Person in charge	Binish Sebastian
3	Designation	District Programme Manager- DDU GKY
4	Contact Number	8281770796

Basic Information about the Unit		
1	Name and contact number of ME unit adopted	Devika Café @ Medical College, Kottayam- 9747932198
2	Area of operation	Cafe
3	Location of ME	Medical college campus, Kottayam
4	Name & contact Number of MEC in charge	Ramakutty MK- 9562853234
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)	RME
9	Details of trainings received (PIP/EDP/Skill/Accounting & Auditing / Others(Specify)	Skill Training
10	Whether unit need any training	Accounting & Auditing, PIP
11	Present Marketing strategy/ Channels	Café outlet
12	Whether unit have any idea for business expansion or diversification	Yes

Financial details		
1	Whether registers are maintained properly	No
2	Whether Accounts are maintained perfectly?	No
3	Whether regular auditing has been done?	No
4	Total Revenue and expenditure in 2015-16	R: E:
5	Total Revenue and expenditure in 2016-17	R: E:
6	What are the financial assistance received from the Kudumbashree	No
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes



1. Major observations findings:

- Registers are not maintained properly.
- Unit working under temporary infrastructure.
- Electricity is not available in unit.
- Improper construction of Kitchen and work area.
- 24*7 shift working
- Bank loan not sanctioned

2. Suggestions for improvement:

- Provide training in accounting and book keeping.
- PIP needed
- Basic Infrastructure development
- More workforces must be hired

3. Initiatives undertaken for betterment:

- Financial Assistants (4.5 lakh) from SC department, transfer to CDS account.
- Building construction has been completed for cafe with the help of medical college.
- Monitoring tool Developed



4. Initiatives needed for improvement.

- Interventions of availing bank loan
- Units has to get the Financial Assistants (4.5 lakh) from CDS.
- Completion of electrification.
- Setting kitchen and work area.
- Training to the Unit members.

5. Remarks if any

Within a span of 36 years of its existence, Kottayam Medical college campus has grown into a small township having in house banking facilities, co-operative stores, Post Office etc. Through the bed strength of the Medical College Hospital alone is 1400, the hospital frequently operates at 140%–150% capacity.

Kudumbashree Cafe would establish a large regular customer base, and will therefore concentrate its business in patients and bystanders, which will be the dominant target market. This will ensure a healthy, consistent revenue base to ensure stability of the business.

Kudumbashree Cafe is an ideal and unique one, which in Medical college campus is looking for meeting their food requirements.