

My ME Primary Report

Details of the responsible Officer		
1	Name of District	Kottayam
2	Name of person in charge	RAJESH P R
3	Designation	District Programme Manager -SD
4	Contact Number	8281770751

Basic information about the Unit		
1	Name and contact number of ME Unit adopted	KUMARAKAM-SAMRUDHY –ETHNIC FOOD RESTAURENT(KUDUMBASHREE CAFFE UNIT)
2	Area of Operation	1. SERVICE SECTOR (Canteen & catering)
3	Location of ME	Kumarakam -Thavanakkadavu
4	Name & Contact number of MEC in charge	Sindu V S
5	Whether MEC visits regularly and supports the unit?	field Visit, Monitoring
6	Individual/ Group	Group
7	If group, total number of members	9
8	Scheme(RME/ Yuvashree/Others(Specify)	RME
9	Details of trainings received(PIP/EDP/Accounting & Auditing/Others(Specify)	EDE,PIP
10	Whether a unitneeds any training	YES, PIP
11	Present marketing strategy/ Channels	NA
12	Whether unit haveany idea for business expansion or diversification	Juice Corner, North & South Indian Food Corners

Financial details		
1	Whether registers are maintained properly?	Partially
2	Whether Accounts are maintained properly?	Yes
3	Whether regular auditing has been done?	Yes
4	Total Revenue & Expenditure in 2015-2016	18 lakhs
5	Total Revenue & Expenditure in 2016-2017	About 8 Lakhs
6	What are the financial assistance received from the Kudumbashree	NO
7	Whether unit is eligible for any financial assistance from Kudumbashree	NO

Photos of the unit (including officer in charge)



MAJOR OBSERVATIONS/FINDINGS

- ✓ The Samrudhi Ethnic Food Restaurant has received up to 3 lakhs during tourist season.
- ✓ One third of the total income of the unit is acquired during the tourist season.
- ✓ The off seasonal income of the unit is through outdoor catering and Kudumbashree fairs.
- ✓ The main food menu of this unit is Kerala ethnic food items that's why it is felt hard for tourists.

SUGGESTIONS FOR IMPROVEMENT

- ✓ To start Food Stall of North Indian, South Indian, Ethnic Juice Corner-Food Corner which is prepared according to the customer's need.
- ✓ All foods like North Indian, South Indian, and other Juice items should be prepared.
- ✓ Should be trained for proper book keeping management.
- ✓ Should be given financial Assistance like Second Dose, Technology Fund Assistance for upgrading their facilities.
- ✓ Catering Services and other outdoor Food services should be expanded.
- ✓ Should be provided PIP training programme for Customer Management, various Food Management (North Indian, South Indian, Variety Juices etc).