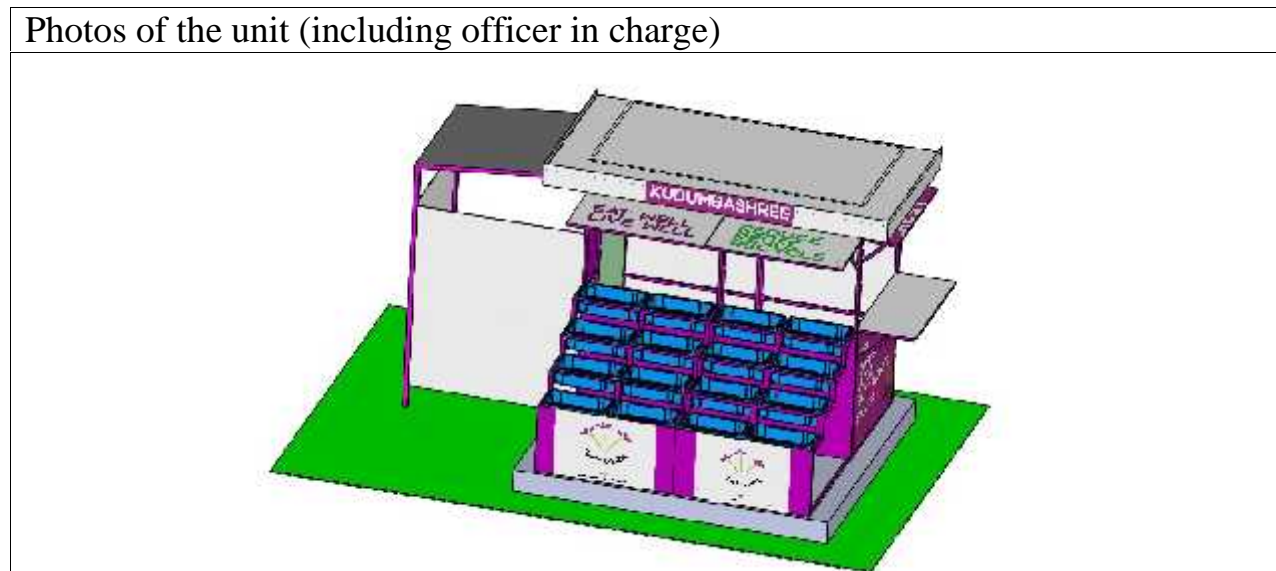


My ME Primary Report

Details of the responsible Officer		
1	Name of District	Kottayam
2	Name of person in charge	ANOOP CHANDRAN
3	Designation	District Programme Manager (MKSP)
4	Contact Number	9400550107

Basic information about the Unit		
1	Name and contact number of ME Unit adopted	Surya President- Mrs. Ammini (Ph-7510894589)
2	Area of Operation	1. Permanent vegetable Outlet
3	Location of ME	Collectorate campus, Kottayam
4	Name & Contact number of MEC in charge	Sindhu V S, 9544976992
5	Whether MEC visits regularly and supports the unit?	NA
6	Individual/ Group	Group
7	If group, total number of members	3
8	Scheme (RME/ Yuvashree/Others(Specify)	MKSP (Market support)
9	Details of trainings received(PIP/EDP/Accounting & Auditing/Others(Specify)	EDP
10	Whether unit need any training	YES, Training for Accounting and management
11	Present marketing strategy/ Channels	Outlet yet to be started
12	Whether unit have any idea for business expansion or diversification	

Financial details		
1	Whether registers are maintained properly?	NA
2	Whether Accounts are maintained properly?	NA
3	Whether regular auditing has been done?	NA
4	Total Revenue & Expenditure in 2015-2016	NA
5	Total Revenue & Expenditure in 2016-2017	NA
6	What are the financial assistance received from the Kudumbashree	NA
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes



1. Major observations/findings:
 - (1) The space allotted to the market is at Collectorate campus, which is a exceedingly suitable for a vegetable outlet
 - (2) The identified unit is actively involved in farming since last 5 years and residing near to the place.
2. Suggestions for improvement:
 - Training for accounting and management
 - Proper convergence with urban projects
3. Initiatives undertaken for betterment:
 - Organised a meeting of JLG members and CDS chair persons of 8 rural CDSs and they agreed to provide the JLG products to the vegetable Kiosk
4. Initiatives needed for improvement:
 - Initially we are hiring a vehicle to transport the vegetables from farms to Kiosk. After the successful completion of 6 months, we will purchase a vehicle through District panchayath/Grama panchayaths schemes.
5. Remarks, if any.