

My ME Primary Report

Details of the responsible Officer		
1	Name of District	Kottayam
2	Name of person in charge	Prasanth Sivan
3	Designation	District Programme Manager-ME
4	Contact Number	9496985385

Basic information about the Unit		
1	Name and contact number of ME Unit adopted	Anaswara Tailoring Unit. Reji Sivadas (President) Mob: 9847869214 Lalitha Babu (Secretary) Mob:9544935931
2	Area of Operation	Tailoring & Readymade Garments
3	Location of ME	Maduraveli, Kaduthuruthy
4	Name & Contact number of MEC in charge	Ajeesh Mob: 956768339
5	Whether MEC visits regularly and supports the unit?	Yes
6	Individual/ Group	Group
7	If group, total number of members	10
8	Scheme (RME/ Yuvashree/Others(Specify)	RME
9	Details of trainings received(PIP/EDP/Accounting & Auditing/Others(Specify)	EDP & Sari painting
10	Whether unit need any training	Yes. PIP, Accounting & Screen printing
11	Present marketing strategy/ Channels	Through their shop & door to door delivery
12	Whether unit have any idea for business expansion or diversification	The group is willing to make cloth bag with screen printing

Financial details		
1	Whether registers are maintained properly?	Not properly. They need training for register keeping
2	Whether Accounts are maintained properly?	Not properly. They need training for accounting
3	Whether regular auditing has been done?	yes
4	Total Revenue & Expenditure in 2015-2016	Nil
5	Total Revenue & Expenditure in 2016-2017	5,42,000
6	What are the financial assistance received from the Kudumbashree	Yes, RME subsidy – 50,000
7	Whether unit is eligible for any financial assistance from Kudumbashree	yes



1. Major observations/findings:

- The unit maintaining accounts, but not in the proper way.
- The unit members have not used their manpower to increase their income.
- Lack of marketing awareness

2. Suggestions for improvement:

- They need training for account keeping.
- They need more exposure in the field of garments making & marketing.
- They want latest model of tailoring machines.

3. Initiatives undertaken for betterment:

- Visiting the unit regularly.
- Basic instructions were given for the betterment of the unit.
- Took initiative for getting a bulk order from the nearest school.

4. Initiatives needed for improvement:

- Need training for Accounting & book keeping.
- Skill training to modern technology & screen printing.
- PIP training.
- Arrange Industrial visit.

5. Remarks, if any.