

MY ME Primary Report – Template

Details of the responsible Officer		
1	Name of district	Ernakulam
2	Name of person in charge	Simple Rose
3	Designation	Manager
4	Contact Number	7356626949

Basic Information about the unit		
1	Name and contact number of ME unit adopted	Beauty Queen, 9061773303
2	Area of operation	Kakkanad
3	Location of ME	Kennedi Mukku
4	Name and contact no of MEC in charge	No
5	Whether MEC visits regularly and supports the unit?	No
6	Individual / Group	Individual
7	If group, Total no. of members	NA
8	Scheme (RME/Yuvashree/others(specify))	Others
9	Details of trainings received (PIP/EDP/Skill /Accounting & Auditing/Others(specify))	EDP, Skill Training
10	Whether unit need any training	Yes
11	Present marketing strategy/channels	Local Networking
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	Not calculating systematically
5	Total revenue and expenditure in 2016-17	Not calculating systematically
6	What are the financial assistance received from the Kudumbashree	NULM – SEP Loan
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes

Photo of the unit(including officer in charge)



1. Major observations/ findings

1. Centre has Visibility but Expansion needed

2. Suggestions for improvement

1. Inclusion of other activity
2. Publicity

3. Initiatives undertaken for betterment

1. visit for Monitoring and taken issues to be addressed

4. Initiatives needed for improvement

1. Inclusion of MEC in supporting the ME
2. Local level publicity through routine customers
3. Inclusion of other income generation activity such as tailoring as she is not interested in mobile beauty parlour.
4. Gathering of other entrepreneurs to share their experience to improve quality and income.

5. Remarks if any

1. Suggested for on call service delivery at home. But she is not interested in door to door service to individual. But she has taken bridal make ups.

Simple Rose

NULM Manager (Social Development & Infrastructure)

Thrikkakara Municipality