

## DHANYOSHUS TAILORING UNIT

### Details of the responsible officer

1 Name of District: Palakkad

2 Name of Person In charge: Sreedevi R S

3. Designation: District Programme Manager -Tribal

4 .Contact Number: 9656457797

4 Name & contact Number of MEC in charge:

5 Whether MEC visits regularly and supports the unit?

6 Individual/Group -Group

7 If group, Total no of members :12

8. Scheme (RM E/Yuvashree/others(Specify) : SGSY

9 Details of trainings received (P I P/EDP/Skill/Accounting /Auditing)

EDP

Others (Specify)

10 Whether unit need any training: Not now

LL Present Marketing strategy/Channels: Local marketing and networking

72 Whether unit have any idea for business expansion or diversification: Yes

## Financial details

Whether registers are maintained properly ?

Yes

## 2. Major observations/findings

- They have mobilized beneficiaries by identifying women trained in stitching clothes and outsourcing orders to them
- They have a role in employment generation, livelihood enhancement and economic empowerment .Around thirty eight women of this area are employed through this enterprise.
- It is a success story where women are creating jobs and opportunities for themselves, and bringing other women on board

## 3. Suggestions for improvement:

- The center can be utilized as a Skill center of tailoring training for livelihood support
- Branding is a possibility

## 4. Initiatives needed for improvement

## 5. Remarks if any

The capital investment of this small scale unit is Rs.5, 00000.00.The President of the microenterprise is Ms.Dhanya and Secretary Ms.Usha.

The thought of starting a stitching unit rose after an orientation programme conducted at panchayath level (GOT)



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