



# **MICRO ENTERPRISE**

**VISION 2019-20**

# Main Objectives..

01

Focus in **development and sustainability** of existing ME units

02

**Brand Building** & Development of **Common products** by using SOP

03

More focus on **Service sector** MEs

04

**Insurance Coverage** to Micro Enterprise units

05

**Innovative/Special** Micro Enterprises

# 1.Sustainability of MEs



## **Vision**

**Ensure the sustainability of all registered MEs**

## **Monitoring Parameters**

**Monthly Turnover Monitoring**

**Participation in Melas/Fairs etc..**

**Proper auditing and book keeping**

## 2. Prathyasa ME

### **Vision**

**Identify, Mobilize and Encourage all vulnerable section of society to start an enterprise and ensure decent income for independent living.**

### **Monitoring Parameters**

- **Monitor all eligible categories are identified**
- **Status of enterprises formation**
- **Regular income**
- **Utilization of fund (Capital Subsidy)**



# 3. Multi Task Force



## **Vision**

Set up multi purpose skill team in each CDS and position them to undertake AMC for servicing/works of Panchayath

## **Monitoring Parameters.**

- **Assured Income**  
(daily at least Rs.500 Income per person)
- **Regular work/opportunities**
- **Feedback of their work**

# 4. Medical Support Team

## **Vision**

Set up reliable Medical support team of Kudumbashree by strengthening Harsham, Santhwanam etc..

## **Monitoring Parameters**

- Training & Placement (CDS wise)
- Sustainable income for Harsham Executives and Santhwanam volunteers.
- Tie up with Hospitals/Care centres/ Pakal Veedu
- Job fairs



# 5.Strengthening Service Sector MEs



## **Vision**

- Strengthening service sector MEs- Be the major service providers in Construction field, Catering, Apparel, Waste management, and Housekeeping.

## **Monitoring Parameters**

- Opportunities/works they are getting
- Continuous work
- Average Rs.10,000/ or more income per person /month
- Convergence with other depts.
- Monitor field level issues and find solutions with the support of MECs

# 6.Sick ME Revival



## **Vision**

**Revival of all identified Sick MEs and Loan recovery faced MEs.**

## **Monitoring Parameters**

- **Percentage of sick ME revival**
- **Monthly turnover**
- **Marketing tie ups**
- **Financial Assistance distributed**



# 7.CFCs in all districts



## Vision

**Establish one CFCs  
in all districts**

## Monitoring Parameters

**Marketing tie ups**

**Convergence with other depts.**

**Monthly Turnover**

# 8.Fair Price Canteens



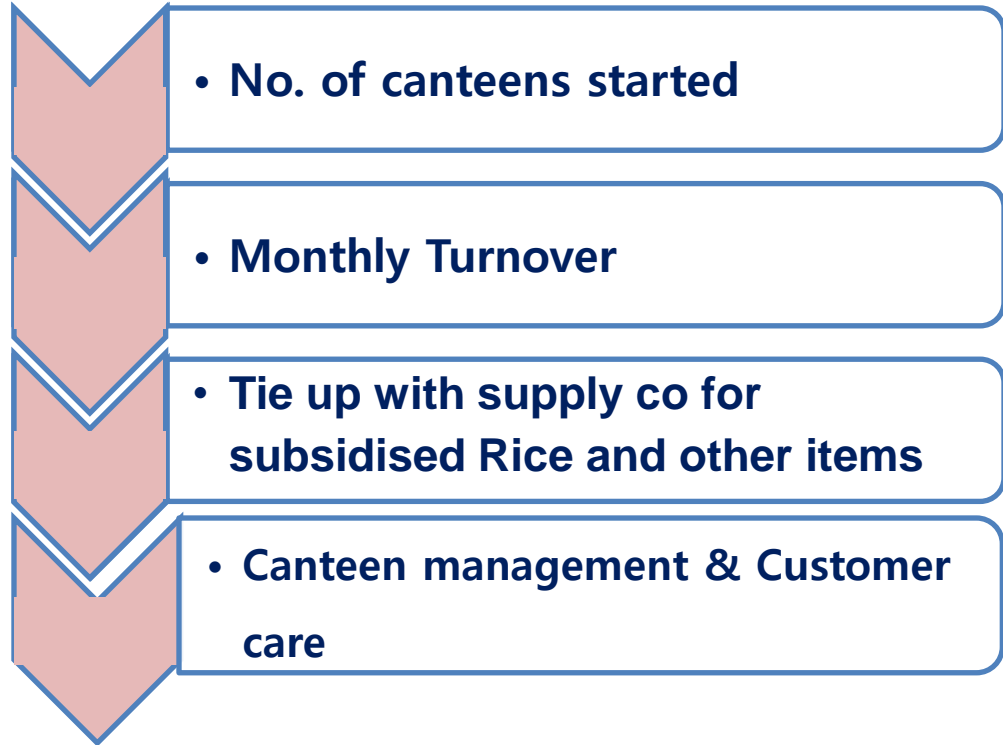
## Monitoring Parameters

**Vision**

**Start Fair**

**Price canteens**

**in all districts**

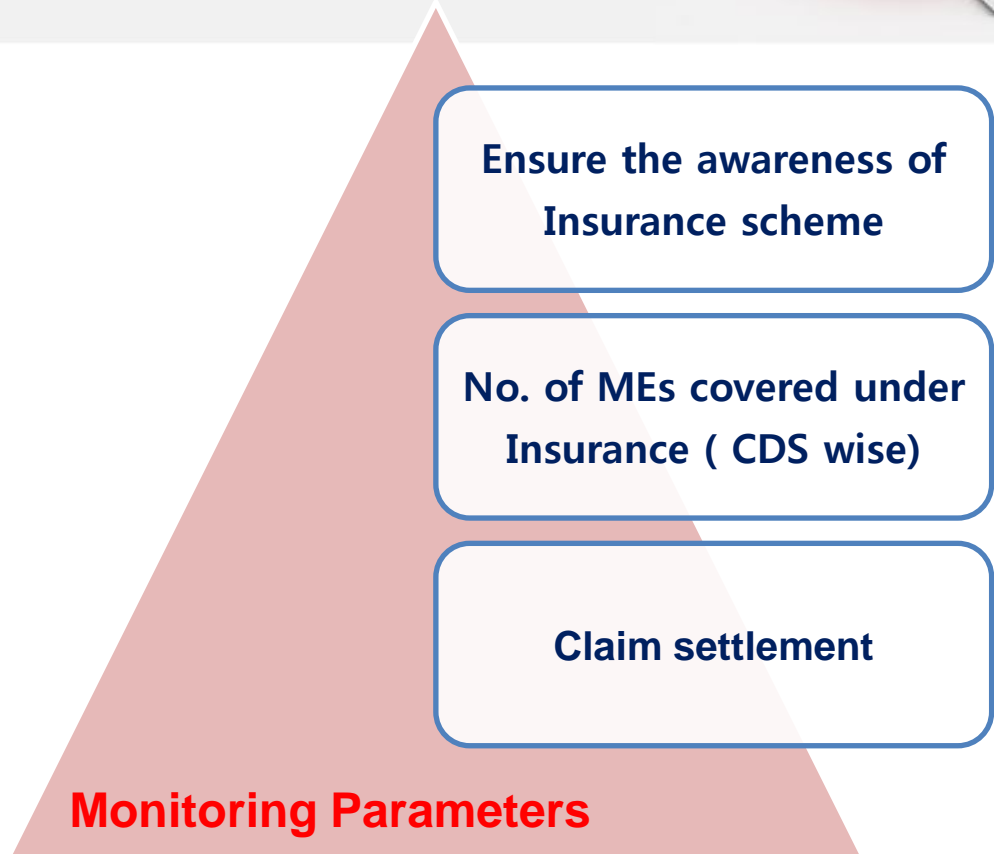


# 9. Insurance for ME Units



## **Vision**

**Insurance coverage to all  
Micro Enterprises under  
Kudumbashree**



# 10.Skill Training

## Vision

- ✓ Skill training for 50000 candidates under ARISE
- ✓ Harsham – An Elder care training program
- ✓ Skill training for 20,000 beneficiaries to start micro enterprises

## Monitoring Parameters

- No. of skilled candidates
- Conversion of skilled person to enterprises
- Utilization of fund
- Formation of MEs



# 11.Strengthening MECs



## **Vision**

**Strengthen facilitation and consultancy services of MECs**

### **Monitoring Parameters.**

- **Regular unit visit/Grading of MEs**
- **Income generation ability of MECs**
- **Online data entry of MEs(Monthly turnover)**
- **Innovative MEs proposals**
- **Sick ME identification & revival**
- **Trainings/ Works mobilised through convergence**
- **No. of MEs which received the support of MECs.**

## 12. Facility Management Centres

### Vision

Facility Management Centers@14 districts for managing service sector MEs like Harsham, Santhwanam, Multi task team (ARISE) etc.

### Monitoring Parameters

Weekly updation from FMCs

No of opportunities/works they are getting

Overall co-ordination of FMCs



# 13. Formation of 5000 MEs



## Vision

**Formation of 5000 new ME units- Main focus on Innovative/special MEs**

### Monitoring Parameters.

- **No. of units newly formed**
- **Utilization of Interest subsidy**
- **Skill training Vs ME formation**
- **Updation in Mobile App**

# 14. Financial Assistance to MEs



## Vision

- To provide Financial assistance to 2000 ME units

## Monitoring Parameters

- No. of units received the assistance
- Fund utilization status
- How it helped to the units (Turn over & Marketing opportunities of the unit)



# 15.Coastal MEs



## Vision

To start at least 10 MEs @ 9 Coastal districts

### Monitoring Parameters.

- No. of ME started
- Ensure the members are from Coastal NHGs
- Monthly turnover
- Fund Utilization

# 16. Institutional Tie Up

## Vision

Tie up with CTCRI/ CPCRI/ NIFT/STEC etc.. for quality up gradation and inculcate professionalism in MEs

## Monitoring Parameters

- No. of unit members received trainings/Support
- No. of units benefited
- No. of products developed
- Income Analysis



## 17. Branding of selected sectors

### **Vision**

**Branding of Apparel  
units and Kudumbas-  
hree Café  
units**

### **Monitoring Parameters**

- **Display of common boards in all units**
- **Marketing acceptability**
- **Monthly Turnover**



# 18. Development of Common Product



## **Vision**

**Develop 2 or 3 common product by using Standard Operating Procedure (SOP).**

## **Monitoring Parameters.**

- **No. of units per districts to develop common products**
- **SOP Training**
- **Implementation & Tracking**

# 19. Mechanisation of Nutrimix units

## Vision

**Set up stringent quality standards for manufacturing Nutrimix and upgrading units**

## Monitoring Parameters

- All units are mechanised
- Quality of Nutrimix
- Time consumption in manufacturing Nutrimix





# 20.Mobile App for ARISE

## **Vision**

To develop a mobile app for tracking skill training & Placement

## **Monitoring Parameters.**

- No. of trained candidates registration in mobile app
- Status of Placement
- Regular updation



DISCUSSIONS....

SUGGESTIONS....



**THANK YOU...**