

## My Me Primary Report

<b>Details of the responsible officer</b>		
1	Name of District	KASARAGOD
2	Name of person In charge	Arathi Menon
3	Designation	DPM Gender
4	Contact Number	9744523161

<b>Basic Information about the Unit</b>		
1	Name and contact number of ME unit adopted	Comfort Napkin Unit
2	Area of Operation	PRODUCTION
3	Location of ME	PALLIKKARA
4	Name & Contact Number of MEC in charge	KRIPA PH: 9946440333
5	Whether MEC visits regularly and supports the Unit?	YES
6	Individual/Group	GROUP
7	If group, total no of members	4
8	Scheme (RME/Yuvashree/others (Specify))	RME
9	Details of trainings received (PIP/EDP/Skill/Accounting & Auditing/Others(Specify))	GOT, EDP, SKILL TRAINING
10	Whether unit need any training	NO
11	Present Marketing strategy/Channels	Open Marketing Direct distribution to hospitals
12	Whether unit have any idea for business expansion or diversification	YES

Financial Details		
1	Whether registers are maintained properly?	Yes
2	Whether Accounts are maintained perfectly?	Yes
3	Whether regular auditing has been done?	Yes
4	Total revenue and expenditure in 2015-16	3,51,552
5	Total Revenue and expenditure in 2016-17	5,65,065
6	What are the financial assistance received from the Kudumbashree	Subsidy –1,00,000 Revolving Fund- 35,000
7	Whether unit is eligible for any financial assistance from Kudumbashree	Technology Fund



**1. Machinery details including production capacity:** Five machines are there at present. They have a production capacity of 1000 pieces per day.

**2. Major observations/findings:** The building infrastructure has to be improved. Yet they maintain hygienic surroundings. Maternity pads are mainly produced in the unit and normal pads are produced only a little quantity. Since they didn't have the machine which produces napkins with wings, they can't make it and hence the market is not demanding.

**3. Suggestions for improvement:** Infrastructure development, Technology up gradation

**4. Initiatives needed for betterment:** Give accounting and book keeping training, Branding, Market through home shop and Kudumbashree outlets.

**5. Remarks (If any):** It is the only Kudumbashree unit in Kerala at present where maternity pads are produced.