

Details of the Responsible Officer		
1	Name of District	Ernakulam
2	Name of Person in Charge	PRIYA OUSEPPACHAN
3	Designation	Block Programme Manager –DDUGKY
4	Contact Number	9539546522

Basic Information about the Unit		
1	Name and Contact number of ME Unit Adopted	Ethnic snacks and food products unit
2	Area of Operation	50 shops near Thirumarady and Rayamangalam Grama panchayath.
3	Location of ME	Kakkoor, Thirumarady Panchayath, Ernakulam District
4	Name & Contact Number of MEC in Charge	Lalitha 9745949790
5	Whether MEC visits regularly and supports the unit?	Yes
6	Individual/Group	Group
7	If group total no of Members	10
8	Scheme(RME/Yuvashree/Others(specify)	RME
9	Details of Training received (PIP/EDP/Skill/Accounting & Auditing /Others (Specify)	EDP ,skill, GOT
10	Whether unit need any training	Accounting and auditing also marketing Based
11	Present marketing strategy/Channels	50 shops
12	Whether unit have any idea for business expansion or diversification	Yes

Financial Details		
1	Whether Registers are maintained properly?	Partially
2	Whether Accounts are maintained perfectly?	Partially
3	Whether regular auditing has been done?	No
4	Total Revenue and expenditure in 2015-2016	R- 8,11,545    E- 7,65,856
5	Total Revenue and expenditure in 2016-2017	R- 8,62,506    E- 8,02,821

6	What are the financial assistance received from the Kudumbashree	Revolving Fund -35,000 Second dose – 1,60,000
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes, Needed Technology up gradation

Photo of the Unit (with Officer in charge)



1. Major Observation/Findings: - 'Varsha' unit sells their products to 50 shops approximately. They use good quality ingredients in their products
2. Suggestions for Improvement: - Publicity and advertisement , especially to increase the awareness among the public about their product quality. Increase the sales turnover by adding more products and shops. Training for accounting & auditing. Complaint/suggestion follow up.
3. Initiatives undertaken for betterment: - 'Varsha' ME unit partially kept the registers. So informed the ME to keep the register proper. Try to extend the marketing strategy to other areas.
4. Initiatives needed for improvement: - To improve the hygienic atmosphere, To need technology upgradation
5. Remarks if any