

MY ME Primary Report-Template

Details of the responsible officer		
1	Name of District	Thrissur
2	Name of Person in Charge	Vinu T B
3	Designation	Block Co-ordinator, DDU-GKY
4	Contact Number	9946996101

Basic Information about the Unit		
1	Name and contact number of ME unit adopted	Chaithanya Food Products, 9645035932
2	Area of operation	Parappukkara
3	Location of ME	Parappukkara
4	Name and contact number of MEC in charge	Priya
5	Whether MEC visits regularly and supports the unit?	Yes
6	Individual or group	Group
7	If group, total number of members	4
8	Scheme	RME
9	Details of trainings received	EDP and Skill
10	Whether unit need any training	Yes
11	Present marketing strategy/channels	Local Shops and Local Supermarkets
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 properly?	Yes
3	Whether regular auditing has been done?	No
4	Total revenue and expenditure in 2015-2016	R-1300000 E-1300000
5	Total revenue and expenditure in 2016-2017	R-1560000 E-1560000
6	What are the financial assistance received from the Kudumbashree	RF - 35000
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes

Photo of the unit (Including officer in charge)



1. Major observations/Findings

The unit works under a rented building and all the machineries five years old and they need new machineries for better production. They need to move the production and supply outlet their own building. They also need marketing assistance.

2. Suggestions for improvement

They will eligible for technology up gradation fund for purchasing new machineries. Supply in local supermarket will improve their marketing issues.

3. Initiatives undertaken for betterment

Firstly I conducted a team meeting with the unit members to find out the problems faced by them.

4. Initiatives needed for improvement

Upliftment of technology, marketing assistance.

5. Remarks if any