

D e t a i l s o f t h e r e s p o n s i b l e o f f i c e r		
1	N a m e o f D i s t r i c t	I d u k k i
2	N a m e o f P e r s o n i n c h a r g e	A t h i r a K u r u p M P
3	D e s i g n a t i o n	B l o c k P r o g r a m m e M a n a g e r (S V E P)
4	C o n t a c t N u m b e r	9 5 6 7 6 4 3 3 5

B a s i c I n f o r m a t i o n a b o u t t h e U n i t		
1	N a m e a n d c o n t a c t n u m b e r o f M E u n i t a d o p t e d	S u v a r n a F l o u r M i l l C h u r u l i p a t h a l K a n j i k u z h y 9 0 2 0 3 8 3 8 4 1
2	A r e a o f o p e r a t i o n	i d u k k i
3	L o c a t i o n o f M E	C h u r u l i p a t h a l
4	N a m e & c o n t a c t N u m b e r o f M E C i n c h a r g e	R a j e s h w a r i A n o o p 9 4 9 7 4 9 4 6 2 7
5	W h e t h e r M E C v i s i t s r e g u l a r l y a n d s u p p o r t s t h e u n i t ?	Y e s
6	I n d i v i d u a l / G r o u p	G r o u p
7	I f g r o u p , T o t a l n o o f m e m b e r s	5
8	S c h e m e (R M E / Y u v a s h r e e / o t h e r s (S p e c i f y)	R M E
9	D e t a i l s o f t r a i n i n g s r e c e i v e d (P I P / E D P / S k i l l / A c c o u n t i n g & A u d i t i n g / O t h e r s (S p e c i f y)	G O T , E D P , S K I L L
1 0	W h e t h e r u n i t n e e d a n y t r a i n i n g	N O
1 1	P r e s e n t M a r k e t i n g s t r a t e g y / C h a n n e l s	D i r e c t m a r k e t i n g
1 2	W h e t h e r u n i t h a v e a n y i d e a f o r b u s i n e s s e x p a n s i o n o r d i v e r s i f i c a t i o n	T h e y a r e p l a n i n g t o u p g r a d e t h e i r u n i t b y a d d i n g m a c h i n e r i e s .

F i n a n c i a l D e t a i l s		
1	W h e t h e r r e g i s t e r s a r e m a i n t a i n e d p r o p e r l y ?	Y e s
2	W h e t h e r A c c o u n t s a r e m a i n t a i n e d p e r f e c t l y ?	Y e s
3	W h e t h e r r e g u l a r a u d i t i n g h a s b e e n d o n e ?	Y e s
4	T o t a l R e v e n u e a n d e x p e n d i t u r e i n 2 0 1 5 - 1 6	R e v e n u e : 7 , 0 0 , 7 2 0 E x p e n d i t u r e : 6,88,000
5	T o t a l R e v e n u e a n d e x p e n d i t u r e i n 2 0 1 6 - 1 7	R e v e n u e : 7 , 9 6 , 8 5 0 E x p e n d i t u r e : 7.82,550
6	W h a t a r e t h e f i n a n c i a l a s s i s t a n c e r e c e i v e d f r o m t h e K u d u m b a s h r e e	N i l
7	W h e t h e r u n i t i s e l i g i b l e f o r a n y f i n a n c i a l a s s i s t a n c e f r o m K u d u m b a s h r e e	Y e s

Photo of the unit (including officer in charge)



The shop was started on 20th Of august 2013.The shop is runned by five NHG members. The shop has two machineries . They buy rice from retailers and sell rice powder to different shops and houses.

- **Suggestions for improvement: They need a vehicle to distribute their products.**
- **Initiatives needed for betterment: They have to make better packing of their products and make them attractive.**
- **Remarks (if any):Nil**