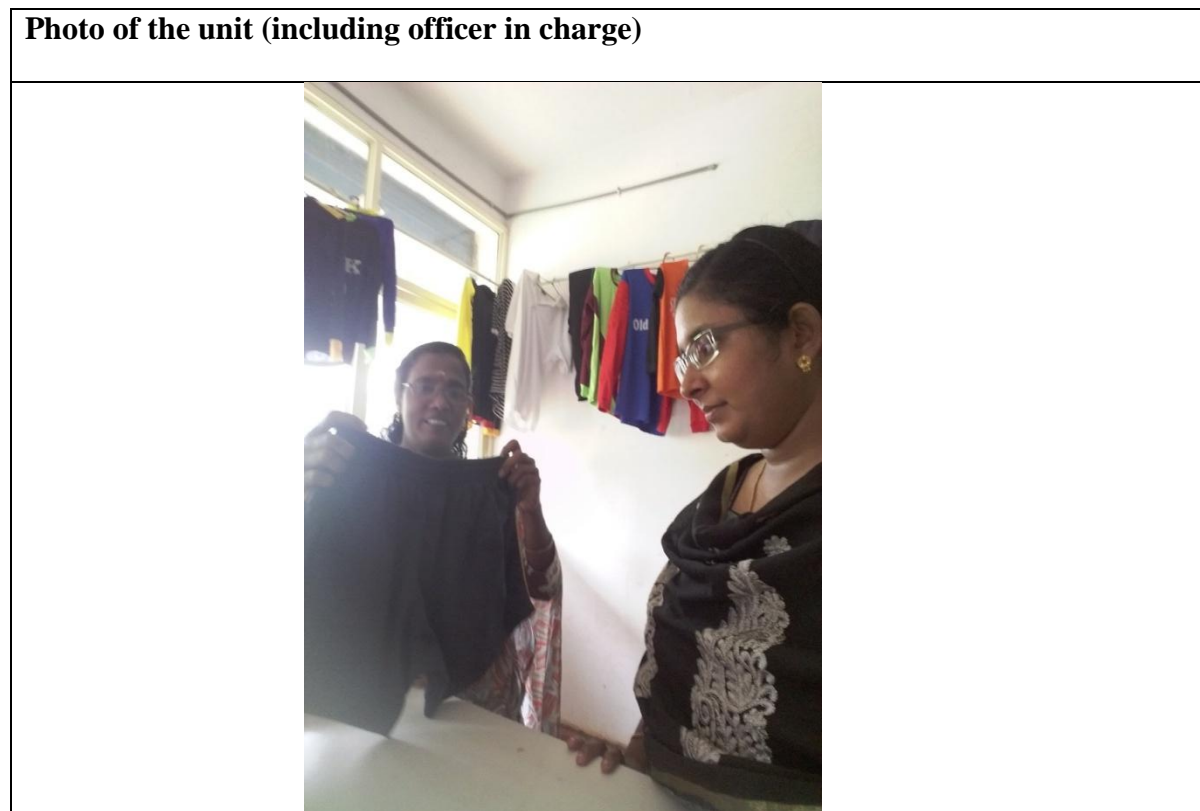


## My Me Primary Report

<b>Details of the responsible officer</b>		
1	Name of District	KASARAGOD
2	Name of person In charge	HARSHA PRIYA AUGUSTINE
3	Designation	DPM - TRIBAL
4	Contact Number	9656150018

<b>Basic Information about the Unit</b>		
1	Name and contact number of ME unit adopted	BLOSSUM SPORTS WEAR 9526881344
2	Area of Operation	Production Unit
3	Location of ME	Bilal Nagar, Bakel fort, Pallikara
4	Name & Contact Number of MEC in charge	Kripa mob:9946440333
5	Whether MEC visits regularly and supports the Unit?	YES
6	Individual/Group	Group
7	If group, total no of members	5
8	Scheme (RME/Yuvashree/others (Specify))	Yuvashree
9	Details of trainings received (PIP/EDP/Skill/Accounting & Auditing/Others(Specify))	GOT,EDP,SKILL Training
10	Whether unit need any training	Yes, Accounts and Book keeping.
11	Present Marketing strategy/Channels	Direct marketing through shops, schools and clubs, Kudumbashree outlets, Fairs.
12	Whether unit have any idea for business expansion or diversification	Yes

<b>Financial Details</b>		
1	Whether registers are maintained properly?	No
2	Whether Accounts are maintained perfectly?	No
3	Whether regular auditing has been done?	No
4	Total revenue and expenditure in 2015-16	Not available
5	Total Revenue and expenditure in 2016-17	Rev:1124143.96, Exp:1142738
6	What are the financial assistance received from the Kudumbashree	Subsidy –60000 Revolving fund – 35000 Second dose assistance -40000
7	Whether unit is eligible for any financial assistance from Kudumbashree	Technology Fund





- 1. Machinery details including production capacity:** 7 Stitching machines for different purpose.
- 2. Major observations/findings:** the major issue in the unit is lack of unity among members. Accounts are not maintained properly. The building infrastructure is very poor. The unit has no room to keep raw materials. The unit needs more machines and workers to increase production.
- 3. Suggestions for improvement:** A person should be appointed to collect the orders and to maintain accounts. More workers can be hired to improve production. Export plans and online marketing can be used to improve marketing. The unit needs financial assistance for product expansion.
- 4. Initiatives needed for betterment:** Arrange meeting for unit members and ask their suggestions to run the unit in a better way. Accounting and book keeping training need to be given to the person in charge. Improve infrastructure, products should be arranged in a better way for display.
- 5. Remarks (If any):** All the group members should be equally responsible to run the unit. Adding a printing unit will help to reduce the cost of production.