

MY ME Primary Report-Template

Details of the responsible officer		
1	Name of District	Thrissur
2	Name of Person in Charge	Hima George.K
3	Designation	Block Co-ordinator, DDU-GKY
4	Contact Number	9567245736

Basic Information about the Unit		
1	Name and contact number of ME unit adopted	Udayam detergent ,
2	Area of operation	Murikkungal
3	Location of ME	Murikkungal ,Perumbillichira,Mattathur
4	Name and contact number of MEC in charge	Ajitha
5	Whether MEC visits regularly and supports the unit?	No
6	Individual or group	Group
7	If group,total number of members	6
8	Scheme	RME
9	Details of trainings received	EDP and Skill
10	Whether unit need any training	No
11	Present marketing strategy/channels	Home shops ,Local Shops ,and local people
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	Auditing not completed
5	Total revenue and expenditure in 2016-2017	Auditing not completed
6	What are the financial assistance received from the Kudumbashree	RF - 35000
7	Whether unit is eligible for any financial assistance from Kudumbashree	No

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 and financial assistance.

2. Suggestions for improvement

They will eligible for financial assistance for purchasing more products to sell and furnishing works. Supply in Home shop local supermarkets and Local people 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

Supporting Kudumbashree mission, marketing assistance and financial assistance

5. Remarks if any