

Details of the responsible officer	
1 Name of District	Kannur
2 Name of Person In charge	Sandhya P V
3 Designation	SVEP, Block Program Manager
4 Contact Number	9961243140

Basic information about the Unit	
1 Name and contact number of ME unit adopted	Nirmal food Products
2 Area of operation	Floor mill, curry powder, puttlu podi
3 Location of ME	Nirmalagiri, Kuthuparamba
4 Name & contact Number of MEC in charge	Greeshma, mob no: 9400030931
5 Whether MEC visits regularly and supports the unit?	Yes
6 individual/Group	Group
7 If group, Total no of members	6
6 Scheme(RM E/Yuvashree/others(Specify)	Panchayath
9 Details of trainings received (PIP/EDP/Skill/Accounting & Auditing/Others(Specify)'	EDP
10 Whether unit need any training	No
11 Present Marketing strategy/Channels	Direct selling and Home delivery
12 Whether unit have any idea for business expansion or diversification	Yes, they are planning to expand in grinding area, and other ready to eat food products.

Financial details	
1 Whether registers are maintained properly?	Yes
2 Whether Accounts are maintained perfectly?	Yes
3 Whether regular auditing has been done?	No
4 Total Revenue and expenditure in 2015-16	R: _____ E: _____
5 Total Revenue and expenditure in 2016-17	R: _____ E: _____
6 What are the financial assistance received from the Kudumbashree	Linkage loans of Rs 300000/-
7 Whether unit is eligible for any financial assistance from Kudumbashree	Yes

Photos of the unit:







Major observations / findings:

Nirmal food Products group have started their business in 2010 in Kuthuparamba town, but they shifted to Nirmalagiri in 2017 due to tight competition in the Kuthuparamba town. They got skill training from Wayanad. They felt the problem of repayment of loan for which they have to pay an interest rate of 11%. Among the members 3 are conducting direct home delivery without vehicle. At present, they can't meet the expenses of Electricity and the material cost. The rent is comparatively high, and the problem regarding waste water management, which is the outcome of the washing of rice for to make puttu podi.

Suggestions for improvement:

If they can make area of food items like ready to eat chapattis, curry items and food products they can make better profit. The plot where the business unit operates is very much small; otherwise they can make use of the plot for cultivation of vegetables by using the waste water. By that they can avoid the problem of waste water management.

1. Initiatives undertaken for betterment:

Have a discussion with ME and Marketing team for the betterment of production unit and the marketing.

2. Initiatives needed for improvement:

Better they can find market by approaching the hotels, canteens etc. There are many canteens in Kuthuparamba run by Kudumbashree and can make them as a permanent customer.

Remarks if any: