

Details of the responsible officer		
1	Name of District	Idukki
2	Name of Person in charge	Sreelakshmi.V
3	Designation	District Programme Manager (M.K.S.P)
4	Contact Number	9400115307

Basic Information about the Unit		
1	Name and contact number of ME unit adopted	Jeevan Amritham Nutrimix Consortium, 9496087963
2	Area of operation	Mariapuram, Thodupuzha, Kumaramangalam, Vannapuram, Arakkulam, Peerumedu, Chakkupallam
3	Location of ME	Mariapuram
4	Name & contact Number of MEC in charge	Rajeswari, 9497494627
5	Whether MEC visits regularly and supports the unit?	Yes
6	Individual/Group	Group
7	If group, Total no of members	9
8	Scheme(RM E/Yuvashree/others(Specify)	RME
9	Details of trainings received (PIP/EDP/Skill/Accounting& Auditing/ Others(Specify)'	PIP, EDP, Skill, Accounting & Auditing, Amritham training (regarding diversification of products)
10	Whether unit need any training	Yes, regarding diversification of products
11	Present Marketing strategy/Channels	Direct marketing
12	Whether unit have any idea for business expansion or diversification	Yes, they are planning to prepare and market curry powder, rice flour, turmeric powder, chilli powder and coriander powder.

Financial details		
1	Whether registers are maintained properly?	Yes
2	Whether Accounts are maintained perfectly?	Yes
3	Whether regular auditing has been done?	Yes
4	Total Revenue and expenditure in 2015-16	R: 3419851, E: 3029761
5	Total Revenue and expenditure in 2016-17	R: 6569736, E: 3529247
6	What are the financial assistance received from the Kudumbashree	Revolving fund- 20000, subsidy- 50000, Technology fund- 2 lakhs
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes

Photo of the unit (including officer in charge)



- **Machinery details including production capacity:** Roaster- 100 kg/ hr, Pulveriser- 600 kg/ hr, Blender, Filter, Seal machine, Band sealer, Weighing balance
- **Major observations /findings:** a) Unit is working in accordance with all quality control parameters.
b) Don't have a brand name for new products such as rice flour, turmeric powder, chilli powder, curry powder etc., which may reduce market preference.
- **Suggestions for improvement:** It would be better if Kudumbashree sanction crisis fund of rupees 1 lakh, Need a vehicle for making marketing strategy easy.
- **Initiatives needed for betterment:** Should have a brand name, which may increase market preference
- **Remarks (if any):** Nil