



VISION 2018-19

MICRO ENTERPRISES

Formation of New Micro Enterprises

- 5000 New Micro Enterprises
- 5 in each CDS
- Innovative/Variety MEs
- Exploring the local potential .For Eg. Jackfruit squash/Jam etc..

PRATHYASA ME

- For Vulnerable Community.

Eg. Transgenders, PWD, Buds mothers, Widows,
Elders, Victims

- 15 Units per district

Vulnerable ME



Coastal ME

- For 9 Coastal districts having coastal area
- Only for Coastal Community
- Capital Subsidy
- 25 units per districts

Sectoral Focus

- Construction
- Hollow bricks
- “Harsham” Geriatric Care Executives
- Coir Defibering Units
- Haritha Karma Sena
- Santhwanam Units

Construction Team



Haritha Karma Sena



Coir Defibering Unit



Harsham Executives



New Initiatives

- RO Plant
- Well Recharging Units
- Kudumbashree Travels
- Wellness Centres & Health Clubs
- Kudumbashree Pothichoru
- Way side amenities
- Responsible Tourism
- Tours & Travels (Package Tours)
- Kudumbashree Tutorials (College Level ME)
- Rural Service Team
- Mobile Beauty Clinics

New Initiatives Contd..

- Ambulance Services
- Courier Service
- Buggi service
- Labour Bank
- Mobile Repairing
- Thattukada for Yuvasree
- Heavy motor vehicle drivers
- JCB Drivers
- Trading Facilitation Team (Collection & trading of products)
- Hatchery
- Pet care centre
- Mobile ABC Unit
- She lodges

RO Plant



Buggi Service



Well Recharging



She Lodge



Immediate Action Points

- All ME units Registration & Certification
- ME units Audit
- Revival of Sick Units-Financial Assistance
- Quality Improvement & Scope for Branding
- Scope for assured market for all ME Products
- Positioning of Service sector Enterprises

THANK YOU..