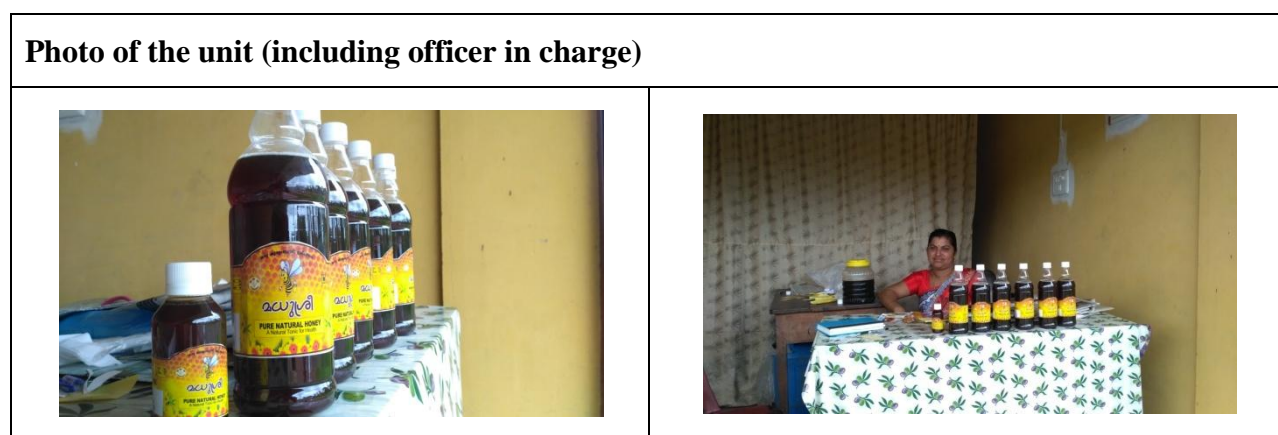


### My Me Primary Report

<b>Details of the responsible officer</b>		
1	Name of District	Kasaragod
2	Name of person In charge	HARIPRASAD T P
3	Designation	District Programme Manager- Micro Enterprises
4	Contact Number	9567126956

<b>Basic Information about the Unit</b>		
1	Name and contact number of ME unit adopted	MadhuSree Honey Processing +919947364997
2	Area of Operation	Cheemeni
3	Location of ME	Cheemeni
4	Name & Contact Number of MEC in charge	
5	Whether MEC visits regularly and supports the Unit?	
6	Individual/Group	Group
7	If group, total no of members	5
8	Scheme (RME/Yuvashree/others (Specify))	
9	Details of trainings received (PIP/EDP/Skill/Accounting & Auditing/Others(Specify))	<ul style="list-style-type: none"><li>• Training received from Padannakad Agricultural College</li><li>• Training from various Panchayats</li></ul>
10	Whether unit need any training	No
11	Present Marketing strategy/Channels	Marketing through Homeshops, Direct selling to homes and shops.
12	Whether unit have any idea for business expansion or diversification	No

<b>Financial Details</b>		
1	Whether registers are maintained properly?	No
2	Whether Accounts are maintained perfectly?	Yes
3	Whether regular auditing has been done?	Auditing done last month
4	Total revenue and expenditure in 2015-16	R:                      E:
5	Total Revenue and expenditure in 2016-17	R: 54240              E: 65450
6	What are the financial assistance received from the Kudumbashree	During the initial stage 5 members taken loan from Kudumbashree Unit and started ME
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes



1. Machinery details including production capacity: No machinery are installed

2. Major observations/findings:

By visiting this unit I came to know that, their products have good quality. Persons who know about this ME will come and purchase their products because of the purity and quality of honey they selling. The major problem faced by this unit is the absence of marketing techniques.

3. Suggestions for improvement:

Proper Marketing management should be done to increase the demand for the products. The products have good quality and demand then also unavailability of proper marketing pushes them to a big loss. Without implementing proper marketing techniques the ME cannot survive.

4. Initiatives needed for betterment:

Provide fund to improve the basic infrastructure facilities of the ME.

Assist the ME in making marketing plans and finding new markets.

5. Remarks (If any):