



Varieties of Micro Enterprises



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Hope you all have read about our enterprises, our Micro Enterprise Consultants (MECs) who motivates Kudumbashree women to start new enterprises and also about grading of the enterprises in the different 'Making an Impact' Articles posted in the past few days.

Based on this, today I am going to share the details about the enterprises of Kudumbashree and their diverse nature before you all. Kudumbashree has a total of 21,306 enterprises, out of which 9,068 are individual enterprises and 12,238 are group enterprises. If we divide these enterprises into production, service sector, sales (trade)



other than individual and group enterprises, there would be 9,227 enterprises in production sector, 7,121 enterprises in service sector and 4,958 enterprises in sales sector.

Usually we motivate our NHG members to form enterprises in the sectors they prefer or sectors in which they have passion. In addition to that, we also motivate them to start enterprises in the sectors that have greater or potential market, in order to help them earn a permanent income. Along with this, we also give them encouragement to take up enterprise models that would solve the social issues. Further we always facilitate novel or new innovative ideas for enterprises.

Examining the statistics of various enterprises of Kudumbashree we can see that 160 different enterprises (sectors) were started by our Kudumbashree members. This include

innovative enterprises like power laundry unit, buggy service, plastic shredding unit, driving school, amenity centre, shinkarimelam unit, vegetable cut unit, PSC coaching centre, home stay, health club etc. The following are TOP 10 sectors in which the more number of enterprises are started by our women members.

1. Cafe units
2. Nutrimix units
3. Tailoring Readymade Shop
4. Provisional Store
5. Home Shops
6. Housekeeping
7. Facility Management
8. Auto-Taxi Service
9. IT Unit/DTP

To know about the varieties of our enterprises and know more about them visit the page, <http://kudumbashree.org/pages/142>