

Details of the responsible officer		
1	Name of District	Idukki
2	Name of Person in charge	Sreeprabhamukesh
3	Designation	District Programme Manager (marketing)
4	Contact Number	8078498148

Basic Information about the Unit		
1	Name and contact number of ME unit adopted	Aiswarya stationary shop Maniyarankudypo 9496375212
2	Area of operation	idukki
3	Location of ME	Maniyarankudy
4	Name & contact Number of MEC in charge	Sinduthomas 9747814081
5	Whether MEC visits regularly and supports the unit?	Yes
6	Individual/Group	Group
7	If group, Total no of members	3
8	Scheme(RM E/Yuvashree/others(Specify)	Nil
9	Details of trainings received (PIP/EDP/Skill/Accounting&Auditihg/ Others(Specify)'	Nil
10	Whether unit need any training	Accounting and auditing
11	Present Marketing strategy/Channels	Direct marketing
12	Whether unit have any idea for business expansion or diversification	They are planing to start a tailoring unit along with the shop

Financial details		
1	Whether registers are maintained properly?	Yes
2	Whether Accounts are maintained perfectly?	Yes
3	Whether regular auditing has been done?	Started on aug2017 , not yet audited
4	Total Revenue and expenditure in 2015-16	Nil
5	Total Revenue and expenditure in 2016-17	Nil
6	What are the financial assistance received from the Kudumbashree	Nil
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes

Photo of the unit (including officer in charge)



The shop was started on 20th Of august 2017.now the shop is runned by three members. The shop has sufficient racks for keeping the products. . The products are stationary items and vegetables too. The vegetables are taken from kattappana and other products from the retailers.

- **Suggestions for improvement:** need fund for starting tailoring unit along with the stationary
- **Initiatives needed for betterment:**Should have to keep board infront of the shop, should start some other business along with stationary for more customers to reach the shop.
- **Remarks (if any):**Nil