


My Me Primary Report- Template

Details of the responsible officer:			
1	Name of the District	Ernakulam	
2	Name of person in Charge	Anoop P.V	
3	Designation	Manager- NULM	
4	Contact Number	9400055460	
Basic information about the Unit			
1	Name and contact number of ME unit adopted	Good Health Fitness center, Kunnumpuram,Edapally- 9847214653	
2	Area of operation	Kunnumpuram Near Amrita Hospital	
3	Location of ME	Division 36, Kunnumpuram	
4	Name & contact number of MEC in charge		
5	Whether MEC visits regularly and supports the unit?	No	
6	Individual / Group	group	
7	If group, Total no of members	5	
8	Scheme(RME/Yuvashree/others(specify)	Vikendrikasuthranam/SJ SRY Subsidy	
9	Details of trainings received (PIP/EDP/Skill/Accounting & Auditing/Others (Specify)	Choornikkara Health Club	
10	Whether unit need any training	No	
11	Present Marketing strategy/ Channels	Word-of-mouth	
12	Whether unit have any idea for business expansion or diversification	Expanded to a multi Gym	
Financial Details			
1	Whether registers are maintained properly?	no	
2	Whether Accounts are maintained properly?	partialy	
3	Whether Accounts are maintained perfectly?	no	
4	Whether regular auditing has been done?	no	
5	Total Revenue and expenditure in 2015-16	R:	E:
6	What are the financial assistance received from Kudumbashree	Yes	E:
7	Whether unit is eligible for any financial assistance from Kudumbashree	Technology fund	

Photo of the unit (including officer in charge)		
		
1	Major observations/ findings	The Unit was started with 5 members with the support of Vikendrikasuthranam. The main drawback of this unit was that they received the machines which could be used only for individual purpose instead of commercial purpose. Because of this the machines were not working properly and it got complained soon after 3 month's usage. Due to this now they are getting the customers only for aerobics and the marketing activities of this
2	Suggestions for improvement:	Need to purchase machines for commercial use
3	Initiatives undertaken for betterment	The unit is preparing to apply for the technology fund for the betterment of unit.
4	Initiatives needed for improvement	Marketing activities should improve
5	Remarks if any	

ANOOP P.V
Manager- NULM
Kochi