

MY ME PRIMARY REPORT



Details of the responsible officer

1	Name of District	Malappuram
2	Name of Person in Charge	Jinesh KP
3	Designation	District Programme Manager(Micro Enterprises)
4	Contact number	9746268955

Basic information about the unit

1	Name and contact number of ME unit adopted	SWAD Pickles- 2015 Jameela Contact no:8547516682
2	Area of operation	Ethnic food, pickles with traditional taste.
3	Location of ME	Thampanangadi(PandikkadGr amaPanchayath)
4	Name and contact number of MEC in charge	Ranjini 9446420421
5	Whether MEC visits regularly and supports the unit?	New MEC. Yes.
6	Individual/Group	Group
7	If group, Total number of members	5 Now only 2.
8	Scheme (RME/Yuvashree/others (specify)	SGSY
9	Details of trainings received (PIP/EDP/Skill/Accounting&auditing/others(specify)	No

10	Whether unit need any training	Accounting, documentation
11	Present marketing strategy/Channels	Onam markets & Direct home orders, NHG
12	Whether unit have any idea for business expansion or diversification	Yes.Need to include more people.
	Financial Details	
1	Whether registers are maintained properly?	No.
2	Whether Accounts are maintained perfectly?	Not systematic.
3	Whether regular auditing has been done?	No.
4	Total revenue and expenditure in 2015-16	Rev: 106800 Exp:93500
5	Total revenue and expenditure in 2016-17	Rev: 144000 Exp:130000
6	What are the financial assistance received from the Kudumbashree	Only Linkage loan.
7	Whether unit is eligible for any financial assistance from Kudumbashree	Yes.They are eligible for TF and other financial assistance

1. Machinery details including production capacity: Stove, Oven, Big Utensils, Packing machines. 40 KG/month.

2. Major observations /findings: .The packing is sealed jars and hence no fear of tampering and fungal infections. The immediate action needed is to increase the man power both in membership and employee level. The pickles they manufacture are of great demand among the Non-resident Gulf expats and hence the unit prefer a demand based production. The production has to be increased to get a sustainable income. Purchase of raw materials has to be focused to get market advantage.

3. PHOTO OF THE UNIT

