

Details of the responsible officer	
1 Name of District	Thrissur
2 Name of Person In charge	Renjith Alex P
3 Designation	Samagra Block Co-Ordinator
4 Contact Number	9809898354

Basic information about the Unit	
1 Name and contact number of ME unit adopted	Value Added Products of Nutrimix Unit, Thrissur District President – Shaija Babu – 9605846987 Secretary – Sindhu - 9744266447
2 Area of operation	In Thrissur district, there are 17 Nutrimix Units are producing 10 varieties of By-products.
3 Location of ME	Thrissur District
4 Name & contact Number of MEC in charge	Jaya K.D – 9497800155 Biji V.V – 9961492615 Satheelatha – 8592815485
5 Whether MEC visits regularly and supports the unit?	Yes
6 individual/Group	Group & Consortium
7 If group, Total no of members	
6 Scheme(RME/ Yuvashree/others(Specify)	RME & Yuvashree
9 Details of trainings received (PIP/EDP/Skill/Accounting & Auditing/Others(Specify)'	<ul style="list-style-type: none"> • EDP • Skill • PIP
10 Whether unit need any training	<ul style="list-style-type: none"> • Biscuits & Cake Making • GST Training
11 Present Marketing strategy/Channels	<ul style="list-style-type: none"> • Direct marketing • Kudumbashree Mela • Kudumbashree Homeshop

<p>12 Whether unit have any idea for business expansion or diversification</p>	<ul style="list-style-type: none"> • Making value added products like Biscuits & Cakes for anganvadi children • Ragi Powder • Floor powder
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<p>Financial details</p>	
<p>1 Whether registers are maintained properly?</p>	<p>Yes</p>
<p>2 Whether Accounts are maintained perfectly?</p>	<p>Yes</p>
<p>3 Whether regular auditing has been done?</p>	<p>Yes</p>
<p>4 Total Revenue and expenditure in 2015-16</p>	<p>NA</p>
<p>5 Total Revenue and expenditure in 2016-17</p>	<p>NA</p>
<p>6 What are the financial assistance received from the Kudumbashree</p>	<ul style="list-style-type: none"> • Crisis Management Fund • Revolving Fund • Technology Fund
<p>7 Whether unit is eligible for any financial assistance from Kudumbashree</p>	<ul style="list-style-type: none"> • Technology Fund • Technology Up gradation Fund

Photo of the unit:



1. Major observations / findings:

- All nutrimix units have completing their production within 15 days, so rest of the days the unit is vacant and free, So these time they can produce other products other than Amrutham Nutrimix like Biscuits, Cakes, Floor Powders & Sweets.
- The units having machineries including packing and labelling machines, so they can start by products making with less investment.
- Kudumbashree products have its own goodwill; So Marketing is not a herculean task. And also Anganvady Children will happy to see Nutritional Biscuits & Cakes instead of Powder.

2. Suggestions for improvement:

- Do Standardise the product & and making a uniform formula for Product making
- Need Training for making Biscuits & cakes.
- Need training about GST, Packing, and Labelling & Licensing.
- Buy some Machines like Oven & upgrade some machines
- Improve their packing methods & materials
- Branding & Promotion

3. Initiatives undertaken for betterment:

Conducted a meeting with Unit Members find out the problems faced by the members, Collect suggestions from member for their improvements, making solutions for their problems in that discussion. Teach them some marketing techniques & Training part.

4. Initiatives needed for improvement:

- Standardisation of products
- Training
- Machine Purchasing & Up gradation
- Packing & labelling
- Making a uniform formula for production

5. Remarks if any: