

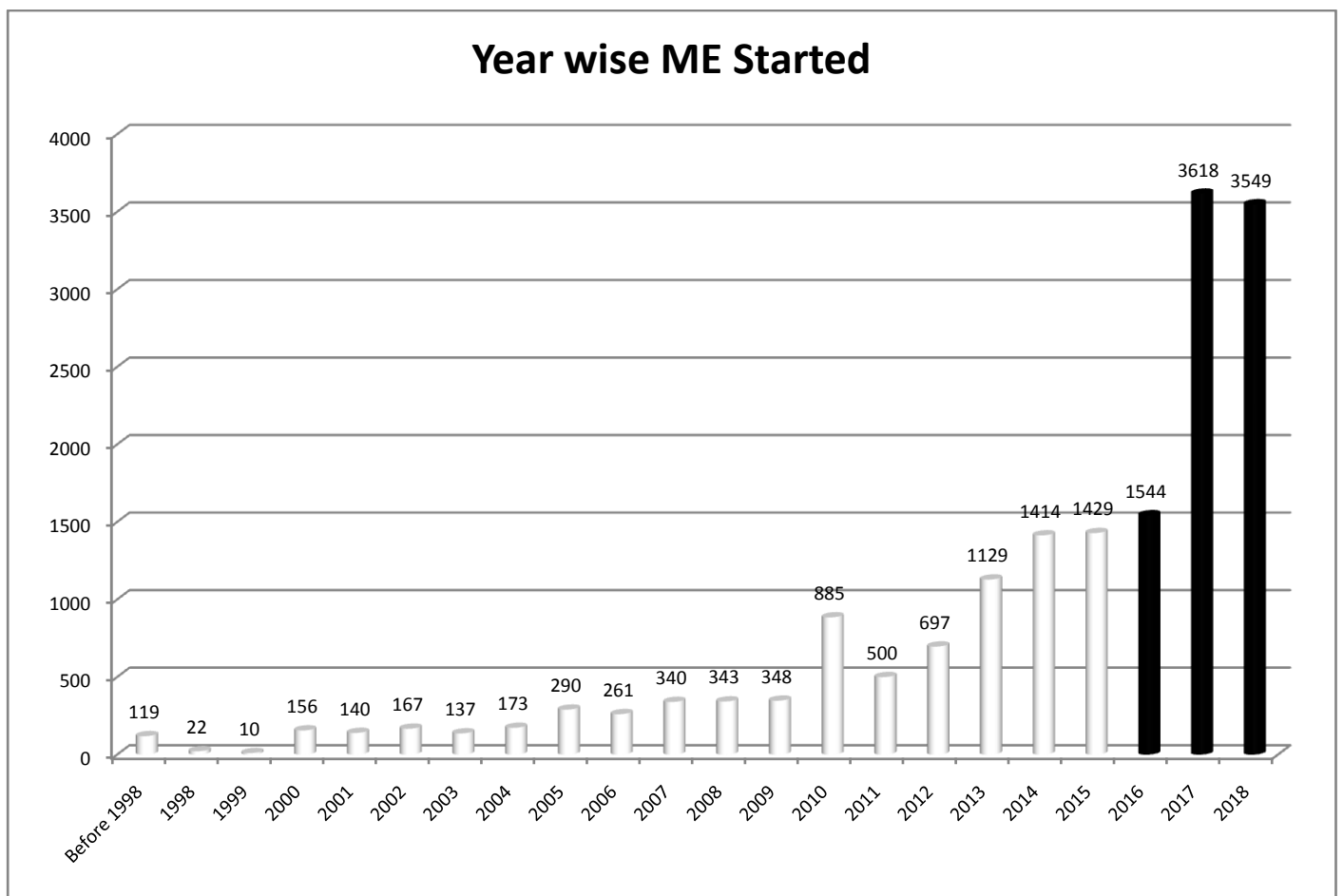
## ME-Over the Years

Total Micro Enterprise Units -17271

- Production Sector-7911
- Service Sector-6698
- Trade Sector-2662

Regular ME-16315

Seasonal ME-956



From 2016 onwards there was a drastic change in formation of new Micro Enterprise units. Out of 17271 total ME units, 8711 new ME units commenced in the period from April 2016 to May 2018

**Category wise ME Units**

S.n	Category	Total No. of Units
1	Stitching/Garments/ Apparel Units	4220
2	Food Processing Unit/Bakery /Snacks	1527
3	Catering/Canteen/ Café/Tea shop/Hotel	1200
4	Provisional Store	1040
5	Flour Items(Curry Powder/Rice Powder)	971
6	Soap & Toiletries (Washing Powder /Detergents/Lotions)	665
7	Pickle	391
8	Home shop	380
9	Auto Riksha	357
10	Santhwanam	290
11	Textiles/Readymade	248
12	Beauty Parlour	247
13	Nutrimix (Amrutham Food Supplement	241
14	Pappad	198
15	Fish Processing/ Fish Sale/Dry Fish	148
16	Candle	134
17	Grocery	101
18	Bag Units (Rexin, Jute)	101
19	Paper bag	103
20	IT units	100
21	Other Units	4609
<b>Total</b>		<b>17271</b>

## **Innovative ME Units**

<b>S.n</b>	<b>Category</b>	<b>Total No.of Units</b>	<b>Date of Starting</b>
1	Women Construction Unit	67	2017
2	Building Material Production Unit	12	2017
3	RO Plant	5	2017
4	Mobile Crematorium	1	2017
5	LED Bulb Assembling Unit	14	2017
6	Matrimony	1	2017
7	Kadalundi Boat Service	1	2017
8	Mobile ABC Unit	1	2018
9	Buggy Service	1	2018
10	Street Light Repairing Unit	1	2017
11	Women Wellness Centers	3	2017
12	Tuition	14	2018
13	Power Laundry	9	2017
14	Event Management	8	2017
15	Zumba Dance School	1	2018
16	Home stay	3	2017
17	Hardware Repairing Shop	1	2018
18	Coconut Climbing Unit	1	2017
19	Laboratory	8	2017
20	Green Bites Unit	2	2017
21	Studio	26	2017
22	Railway Parking	44	2014
23	Railway Waiting Lounge	4	2014

### Highest Turnover ME Units

S.n	District	Unit Name	Type of Products	Annual Turnover(In Cr)
1	Thrissur	Amulya Thejes Food Products	Flour Items, Curry Powders	6.9
2	Malappuram	Pure Malappuram	RO Plant	1.9
3	Trivandrum	Pavithra Pickles	Pickle	1.5
4	Kannur	Cafesree	Café sree	1.4
5	Ernakulam	Thejas	Food Products	1.1
6	Kottayam	ZS Agencies	Food Products	0.83
7	Pathanamthitta	Anugraha evening shoppy	Provisional Store	0.78
8	KOLLAM	Sheeja Stores	Grocery	0.64
9	Kottayam	Bismilla Catering unit	Food items	0.41
10	Palakkad	Cityclean	Dry Cleaning	0.36
11	Phrissur	Nnanma	Catering unit	0.35
12	Palakkad	Vaishnavi Textiles	Textiles	0.35
13	Ernakulam	Changalimattom Dahasamini	Herbal Products	0.3
14	Kottayam	Gloriya Beauty parlour	Beauty parlour	0.25
15	Thrissur	AMS sweets	Sweets	0.23
16	Kannur	Deepam food product unit	Curry powder	0.2
17	Malappuram	Malabar sweets	Food Products	0.19
18	Ernakulam	Flour mill	Rice flour	0.19
19	Trivandrum	Thejas	Tailoring	0.18
20	Kozhikode	Sahasra	Tea & Snacks	0.16

### Best 5 Units in Districts

S.n	District Name	Product details	Unit Name & Address
1	Alappuzha	Catering	Five Star Cafe, Alappuzha
2	Alappuzha	Coconut Chocolate	Thriveni Chocolate, Perumbalam
3	Alappuzha	Hollow Bricks	Poovakkatt Hollowbricks, Kanjikkuzhy
4	Alappuzha	Handicraft Items	Swaruma Handikraft, Mararikkulam
5	Alappuzha	Curry Powder	Mariyas Curry Powder, Pulinkunnu
6	Ernakulam	Food products	MEGHA,Pazhaganad, Kizakkambalam
7	Ernakulam	Bags and Apparels	Hasthakala
8	Ernakulam	Eco- friendly Bags	Blessing Eco friendly bag unit
9	Ernakulam	Tamarind, Gamboges, Vinegar	Suriya Tamarind & Food products
10	Ernakulam	Flex printing, Cloth printing	Metro flex printing Unit,Kavalagad
11	Idukki	Bakery Items	Famous Bakery, Bisonvally Panchayath
12	Idukki	Soap & Toileteris	St.Jude Home care Unit, Upputhara
13	Idukki	Spices	Responsible Tourism Spices Shop, Kumily
14	Idukki	Strawberry Jam	Munnar Strawberry unit, Munnar
15	Idukki	Jaggary	Marayoor Jaggery Unit, Kanthalloor
16	Kannur	Restaurant	Cafeshree, Kannur
17	Kannur	Mushroom Cultivation	Chitralekha, Chambad
18	Kannur	Washing Soap Production	Thajmahal
19	Kannur	Power Laundry	Niram, Thaliparamba Municipality
20	Kannur	Apparel	Ezhome Apparel Unit, Ezhome
21	Kasaragod	Cashew Products	Safalam Cashew Processing
22	Kasaragod	Natural Honey	Madhusree Honey Processing Unit
23	Kasaragod	Maa food products	Pulari Kudumbashree JLG, Nellikunnu
24	Kasaragod	Maa Detergents	Navajeevan JLG
25	Kasaragod	Floor Mats	Butterfly
26	Kollam	Virgin Coconut Oil, Bakery products	Octta 'K',Adinadu , kollam
27	Kollam	LED light	Athma
28	Kollam	Pickle and Flour items	Menma
29	Kollam	Screw pine (Thazha) products	Mahima
30	Kollam	Cloth Bag	Amritha
31	Kottayam	Hollow Bricks	Sree Muruka, Udayanapuram
32	Kottayam	Tasty Payasam Mix	Rajeena, Near Railway, Ettumanoor
33	Kottayam	Amrudham Pickles	South,Kottayam
34	Kottayam	Agarbathies, Hand Wash etc..	Kunnumpuram,Thrikkodithanam
35	Kottayam	Flour Products	Thanima Food Products, Karukachal
36	Malappuram	Cloth recycled bags	Ila Kudumbashree Makkaraparamba

37	Malappuram	RO Plant	Pure Malappuram
38	Malappuram	Organic rice, avil	Thennala
39	Malappuram	Clay pottery	Anaswaram Kitchen clay products
40	Malappuram	Jackfruit items	Teenas
41	Palakkad	Handicraft	Princy Handicraft
42	Palakkad	Handmade jewels	Sona Fancy
43	Palakkad	Cutlery items	Archana Kudumbashree
44	Palakkad	Coconut oil	Nila Coconut oil
45	Palakkad	Handloom	Karimpuzha Handloom
46	Pathanamthitta	Eco Friendly Bags, Cloth Bags, Files ,Uniform, School Bag, Jute bag, Laptop bags	Nature Bags & Files
47	Pathanamthitta	Note Book	Vidhya Book Binding Unit
48	Pathanamthitta	Chips	Kripa Fresh Chips
49	Pathanamthitta	Jackfruit Products-Juice, Squash, Jam, Halwa ,Chocolate	Greeshmam Food Products
50	Pathanamthitta	Nettipattam	Nest Creation
51	Trivandrum	Pickles	KM food products
52	Trivandrum	Toiletries	Shining star
53	Trivandrum	Hostel Bed &Pillow	3 Star Agencies
54	Trivandrum	LED BULB	Navjeevan
55	Trivandrum	craft works	Adithya activity group
56	wayanad	Mural painting bags, ear rings, chappals	Panchavarna unit ,poothady
57	wayanad	Apparel items, shirts, school uniforms	Smart apparel park, Thariyode
58	wayanad	Bamboo shoot pickle& bamboo rice	Thrikkaipatta pickle unit, meppady
59	wayanad	Curry powders, Rice powders,etc	Swathy curry powders,Nenmeni
60	wayanad	Printing Press	Mudra offset press,moopainad

## **Sick ME Units**

In the last year we had assessed only 129 Micro Enterprise units as Sick ME units.

### **Reason for Sick ME**

Main Reasons are:-

- 1) Lack of Marketing Support
- 2) Working Capital Shortage
- 3) Problems within ME Units(Conflicts,Drop outs etc..)
- 4) Lack of Feasibility study before starting units
- 5) Lack of Infrastructure
- 6) Lack of awareness/Business Skill/Technology etc..

### **Interventions for Revival of Sick ME**

As per Annual Action Plan 2018-19 , one of the area of thrust is revival of sick ME units and ear marked as 28 Lakh Rupees for revival. Apart that every year we are providing various type of financial assistance to ME units to meet their financial issues.

**Fund Assistance-**Crisis Management Fund, Technology Fund, Technology, Upgradation Fund, Revolving Fund, Second Dose Assistance etc.The financial outlay for various assistance during the year is Rs 4.35 crore.

**MEC Facilitation-** Micro Enterprise Consultants ensure the performance of every ME units under their area and strengthen the existing ME units to bring new ideas.

**Training Support-**Every year we are providing various types of trainings like Skill Training, Performance Improvement Plan on viable business model technique, Accounting & Book keeping training, Quality improvement trainings etc..

**Marketing Support:** - We are providing handholding support for all ME units to market their products. For promoting that, started weekly/ monthly markets, placing product in possible outlets, on line portal etc..

**Institutional Tie up:-**Tie up with CTCRI, CPCRI, NIFT etc.. for providing training or techniques to improve their products quality ,branding etc..

**Assistance for Quality Improvement and Packing-** Financial and Technical assistance is given to fgroups that need help in packing and labelling.