

Minutes of My ME Presentations

The presentations of My ME projects by state program managers and assistant program managers were held at the chamber of Executive Director on August 21, 2017 at 2pm in the presence of Executive Director and Program Officer (M.E).

Sl. No	Name	ME	Remarks	Policy/Suggestions
1	Shibu N.P	Handi crafts	There are 420 handi crafts unit in the state.	<ul style="list-style-type: none"> • Atom model (Miniature of the products) • Tie up with institutions • Fine tuning of the existing products through PIP & Product development. • Conduct Market survey and find out high demanding products. • Develop minimum 5 Kerala Souvenirs, Which have kerala's tag. • List out the products in the website and focus on online marketing. • Print a brochure (5 kerala souvenir and send to various departments of kerala) • Tie up with Sargaalaya
2	Sujitha	Auto Taxi	Auto Taxi services are there in 14 districts. There are 7 taxi services in Trivandrum.	<ul style="list-style-type: none"> • Online booking service should be provided. • Tracking system

3	Nisha Nair V	Tapioca and Banana products		<p>to be included.</p> <ul style="list-style-type: none"> • Should be included in Kudumbashree website. • Training for driving should be given for women. • Target for 5 taxi in each districts. • focus on developing Women drivers pool • Order should be issued for using Kudumbashree taxi service in government organizations. • Drivers on demand for service. • Survey based on identifying product diversification and trainings needed. • Study on the feasibility of Bakery unit consortium • Find out the market and work on branding.
4	Prabhakaran	Coconut	There are 478 units in Kerala.	<ul style="list-style-type: none"> • Focus on Value added products and trainings should be given for products diversification. • Quality improvement of existing units. • Look for the feasibility to tie up with civil

5	Dr.Shameena	Soap	There are 3766 units in kerala	<p>supplies.</p> <ul style="list-style-type: none"> • Tie up with Kochi Metro for bulk orders. • Tie up with Kudumbashree offices, Railway. • Tie up with Tourism Department. • Assess the functioning of existing units and prepare a table and work out on its markets. • Tie up with super market chain.
7	Renu Georgy	Railway Projects	5 Waiting Halls and 40 parking units in 7 districts of Kerala	<ul style="list-style-type: none"> • CCTV camera • Kiosk Facility should be provided • Police patrolling should be strengthened. • Tie up with Janamaithri Police • RPF monitoring system should be strengthened. • Chains should be placed in No parking areas. • Revenue Pooling system should be made. • Value added services like car washing, mobile recharging facilities should be provided. • Self-defense trainings should be given • Uniform and I.D card should be

8	Dr. Rahul	Milk Products	There are 1210 units in Kerala.	<p>made compulsory.</p> <ul style="list-style-type: none"> • Kudumbashree Milk Pooling system, (Presently individual level units.) • Nature fresh model (display name of which cow's milk on bottles) • Re-work on Animal Husbandry
9	Bijesh T.T	Kondaattam	80 units in 6 districts	<ul style="list-style-type: none"> • Tie up with banana products • Tie up with civil supplies • Consortium formation.
10	Anishkumar M.S	Toys	There are 14 units in Kerala	<ul style="list-style-type: none"> • Tie up with Anganwadis, Buds school • Kudumbashree toys. • Work on toys to be attractive • Conduct a survey for finding out the existing groups.
11	Akhila Devi P	Kudumbashree Cafe	There are 1054 units.	<ul style="list-style-type: none"> • Tie up with K.S.R.T.C • Work on cafe sticker and place in all Kerala units by October 1. It should be include kudumbashree logo, rate display, boards, menu cards, caps etc • uniform should have uniformity

				<ul style="list-style-type: none">• Geo tagging to identify cafe units.• Tie up with state institute of design• Boards should be displayed outside.• Certificates displayed inside or outside the cafe• Work on pooling system.• Maintain Alamaara to be displayed our local products.• Standard SOP
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The meeting was disbursed by 3.15pm.