Micro Enterprise Development
Approach & Experience

Hari Kishore IAS
Kudumbashree
Context

• The SHG networks are established
• Strong support system available with BMMU and other cadres including CRPs, BCs, AC, CC, CM, Book keepers
• Thrift & Credit mechanism and Bank linkages established
• SHG members have access to credit and ready for higher order economic / income generation activities.

Looks like you are ready for focused enterprise promotion!!.
Micro Enterprise Consultants (MECs)

- Young men and women selected from community level
- Minimum 8\textsuperscript{th} standard education
- Trained in business administration and management.
- Training: 48 days spread over 4-6 months
- Working as independent service enterprise (group enterprise)
- Placed at community level to provide services to entrepreneurs (existing as well as new).

- Opportunity identification
- Entrepreneur orientation and training
- Business planning
- Credit linkages
- Setting-up and market linkages
- Performance tracking
- Growth diagnostics and problem solving

Viability of model

- Initially program needs to bear the cost

\textit{Remuneration from clients for services (after initial years)}

\textbf{Paid by Entrepreneurs}
- 1\% of project cost – for business plan preparation
- Rs. 50 for book-keeping
- On % basis for services provided for supply of raw materials, other inputs; for sales of products etc.

\textbf{Financing Agency}
- On % basis of the loan sanctioned amount, for credit appraisal or credit monitoring

\textbf{RSETI and other Training Agency}
- Support fees for identification, training and follow-up of trainees
Identifying and Developing Entrepreneurs

**Mobilization**
- Deciding coverage area using MIS
- Engaging CLF / VO
- SHG orientations

**Training & Setting up**
- General Orientation Training
- Business management training (EDP)
- Checking viability of idea
- Domain skill training
- Developing business plans
- Credit linkage with SHG / Bank
- Setting up business

**Handholding**
- Handholding support using PTS
- Market linkages
- Performance Improvement Program (PIP)
- Growth support including further credit
Customized financing to MEs

- Innovation Fund
- Technology Fund
- Technology Upgradation Fund
- Crisis Management Fund
- Second Dose Assistance
- Revolving Fund
- Yuva Shree
- Rural ME
- Sales and Marketing Enterprises (SME)
Women Run Food Business

- High potential
- Need for developing specialized support groups
  - Hospitality background
  - Skill training and handholding
  - From ‘Amma mess’ to ‘Café Kudumbashree’
- Market development for women run food business

Models
1. Institutional Canteen
2. Catering
3. Kiosk
4. Mini café
5. Restaurant
6. Permanent Food Court
7. Food Festival
1. Institutional Canteen

- Women groups run canteens in the premises of government offices, bus/railway stations, or companies.
- Canteens are food businesses that typically target a specific group or a particular category of customers.

- Business through huge volume
- Efficient and scientific design of kitchen
- Improved safety and hygienic standards
Didi ki Rasoi
@ Sadar Hospital Hajipur
2. Catering

- Supply food against confirmed orders
- Low risk and low wastage
- Availing advances against orders may reduce the working capital burden on women
- Dependent on frequency of catering events
3. Kiosk

- Temporary structures that are set up on the street
- Easy to set up and can be opened in a small space
- Small kitchen space to cook and a counter
- Clean, hygienic and healthy snacks compared to the roadside eateries.
- Units could be working for certain specific time
- Have packed food items on sale in addition to those cooked and delivered in real time
4. Mini café

- Permanent or semi-permanent structures
- Quick préparation menu

2. MINI Café (Restaurant)

- Minimum space utilization and maximum turnover
- Efficient utilization of manpower
- Moderate investment
5. Restaurant

• High Profit
• Requires higher investment
• Location dependent
• Working capital requirement is relatively high
• High potential for running such a business at places that attract wide range of customers
Cafe Shree
A Kudumbashree Initiative for pure food
KANNUR

State Bank of India
SOUTH KOLLAM BRANCH
Kollam

RESTAURANT
7.30 AM to 7 PM

Cafe Shree
Cafe Shree
Cafe Shree
Café Shree Restaurant at Thrissur
6. Permanent Food Court

- 8 to 10 different enterprise groups serve different varieties of food under a single roof
- Common service and management system
- This model should be established in areas where large footfall is expected e.g. tourist destinations, religious and heritage places, office areas etc.
- It can serve variety of food to customers.
- Requires comparatively high investment and can engage more entrepreneurs.
Women Food Court, Thrissur
7. Food Festivals

• Creating more acceptability and opportunities for SHG food outlets
• Marketing opportunity for SHG food outlets
• High Profits
• Dependent on frequency of fairs and Festivals
• Requires publicity and media support
• Provide learning experience to Women entrepreneurs
KS- NRO has conducted four Cafe Kudumabshree- India Food Court events. The state teams had recorded an average sales of Rs. 2.2 lakh for the 10 - 12 days tenure of the event. Certain teams had even recorded sales exceeding Rs. 5 lakhs.
CAFÉ KUDUMBASHREE INDIA FOOD COURT

@JLN Stadium, Kochi, Kerala from 2017 December 21st to 2018 January 2nd
Aajeevika
National Rural Livelihoods Mission

Kudumbashree
Kerala State Poverty Eradication Mission

Thank You